

21.03 COUNCIL VISION

10/11/2016
~~C108~~
 Proposed C143

Council Plan

The Council Plan is the overarching strategic document for the city. The plan sets out Council's vision and objectives for the city, and details the strategies, actions and commitments that will achieve these. A primary objective of the Council Plan is to protect and promote the wellbeing of the community. This objective informs all Council policy, strategy and actions.

The vision for the city of Maribyrnong as stated in the Council Plan 2009-13 is:

A diverse, vibrant, and proud city focused on people-based places, environmentally sustainable practices, and opportunities to enhance community health and wellbeing through education, responsive services and participation in community life.

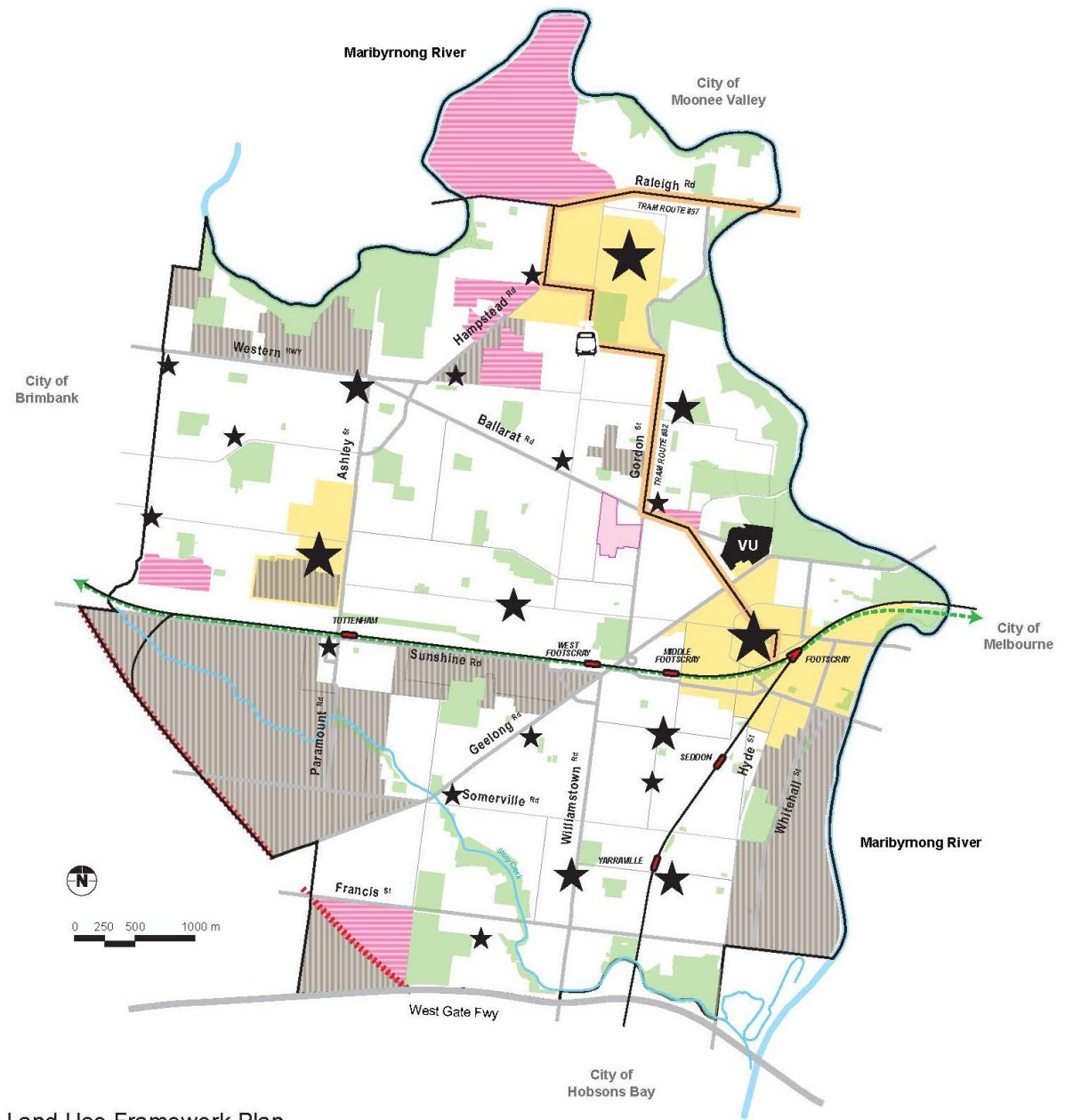
The six key commitment areas of the Council Plan are:

1. Building community spirit, engagement and places
2. Prosperity
3. Moving around the city
4. Amenity
5. Environmental sustainability
6. Organisational performance

Many aspects of the Council Plan's vision and objectives will be realised through the city's land use planning and development approval. The Maribyrnong Planning Scheme implements the land use and development components of the Council Plan by setting policies and objectives that support Council's overall vision and the wellbeing of the community.

Land Use Vision

By 2030 the city of Maribyrnong will be a popular inner city municipality with a vibrant and diverse community, a strong identity and a prosperous modern economy. The city's adaptation to climate change will make it more environmentally sustainable and more resilient to future changes. Significant redevelopment will transform the city and give it a greater residential character. The city's valued heritage and neighbourhood character will be complemented by new development on key redevelopment sites and within activity centres. More people will be living and working in the city attracted by its choice of housing, accessibility and employment opportunities. A broad economic base will strengthen local employment through a strong retail sector, new offices and business services, a growing arts base and the renewal of the city's industrial areas. New facilities and infrastructure will meet the needs of the community. The network of open spaces and trails will be enhanced and offer an improved range of recreational facilities and activities for the community, while the Maribyrnong River will be more accessible and offer a range of recreational, cultural and tourism experiences.



Land Use Framework Plan





Land Use Framework Plan

