

**21.04 STRATEGIC LAND USE VISION**06/11/2014  
C158

Council will ensure that land use planning is transparent by keeping the community informed and involved in decision making. Relationships between Council and Brimbank's diverse community will be fostered and further developed to reflect these aspirations.

The Municipal Strategic Statement will integrate the actions and objectives expressed in the Council and Community Plans for land use planning by focussing on seven (7) key land use issues and the identified Strategic Development sites. The major strategic directions for each of these land use issues are as follows:

**Natural Environment:** protect and enhance Brimbank's environmental assets, waterways, creek valleys, grasslands, and conserve natural landscape characteristics.

**Built Environment:** support the use of sustainable and resource efficient principles, high quality architecture and urban design for all future development, while protecting and enhancing Brimbank's unique heritage places and precincts, and natural land forms, escarpments and ridgelines.

**Housing:** develop high quality well-designed neighbourhoods that will meet a diversity of housing needs, increase residential density in activity centres and the Residential Growth Zone while support the development of non residential uses that provide a service to the community.

**Retail & Activity Centres:** ensure high quality sustainable urban design principles are implemented in the design and planning of activity centres. Accommodate large format retailing in locations that provide connections to activity centres and have access to sustainable transport and surrounding neighbourhoods.

**Industrial Land Use:** protect and support the on-going development of industrial precincts, minimise environmental impacts and ensure high quality industrial design.

**Transport and Infrastructure:** develop strong connections to an integrated, sustainable transport network and provide a safe and efficient cycling and walking network that links neighbourhoods to services and facilities.

**Community Facilities and Recreation:** develop multipurpose recreational and community facilities that can be adapted to the changing needs of the community and are well-serviced by public transport or are within walking distance of neighbourhoods.

**Strategic Development Sites:** identified areas that due to their size, location, environment or current and past use have the potential for development, redevelopment and rehabilitation to facilitate large scale industrial, commercial and residential developments, increase local employment and economic development.

Clauses 21.05 to 21.11 will present the key issues, objectives, strategies and policy guidance for each of these key land use issues.

