

**21.12 IMAGE****21.12-1 Context**

There is a strong need to build a positive image of Casey as a desirable place to live in order to attract business investment, to create employment opportunities, to attract future residents and to instil community pride in existing residents.

It is important to protect and enhance the positive features of Casey, such as: its proximity to the northern foothills and Western Port; the perceived safe child rearing environment; and, good access to jobs and urban amenities.

Conversely, it is equally important to overcome the factors that promote a negative perception of the municipality including: cheap housing; remoteness from major cultural, leisure and entertainment facilities; and, basic and unsophisticated shopping centres. Strategies are required to overcome these perceptions.

There are prominent areas in Casey which are highly visible to visitors and residents:

- the gateways to the municipality (see Framework Plan);
- the main travel corridors and the areas through which they pass (see Transportation Corridors Plan);
- the two regional centres at Cranbourne and Fountain Gate - Narre Warren.
- These areas require special attention as they are influential in shaping images of the municipality.

**21.12-2 Objectives, strategies and implementation****Objectives**

- To build a positive image of Casey as a desirable place to live in order to attract business investment, to create employment opportunities, to attract future residents and to instil community pride in existing residents.
- To promote and enhance Casey's positive factors and attributes.
- To overcome negative perceptions of the municipality.

**Strategies**

- Ensure all commercial, industrial and other major developments in the prominent areas of the municipality including: the gateways to the municipality (see Framework Plan); the main travel corridors and the areas through which they pass (see Transportation Corridors Plan); the two regional centres at Cranbourne and Fountain Gate - Narre Warren should:
  - conform with any applicable urban design strategy or structure plan;
  - adopt the principles of contextual design;
  - demonstrate that the proposed development is visually attractive, has a functional layout and is responsive to site constraints.
- Ensure advertising signs displayed in the prominent areas identified above have regard to the high standards of visual amenity expected of those areas.
- Encourage the provision of entertainment, leisure and cultural facilities in appropriate locations with preference being given to sites within the two regional centres at Cranbourne and Fountain Gate-Narre Warren.
- Ensure developers of new residential estates:

- provide landscaping of road and open space reserves using appropriate plant species at an early stage;
  - provide underground services;
  - construct display homes that are suited to the predominant lot size, lot orientation and topography of the subdivision.
- Ensure that all medium density housing complies with *The Good Design Guide*.
  - Ensure the principles of good residential design set out in the Victorian Code for Residential Development: Subdivision and Single Dwellings should be applied wherever possible to the siting and design of detached houses.

### **Implementation**

These strategies will be implemented by:

### **Use of policy**

- Using local policy guidelines to assess development proposals in relation to visual exposure, landscape and/or vegetation management, infrastructure and heritage (Casey Foothills Policy, Clause 22.03).
- Using local policy to retain the identity of the Narre Warren North and Harkaway townships by identifying their growth limits (Township Policy, Clause 22.02).
- Using policy to facilitate high quality development for appropriate uses of Casey's industrially zoned land (Industrial Development Policy, Clause 22.09).
- Using Advertising Signs Policy to protect the visual amenity of Casey (Advertising Signs Policy, Clause 22.16).
- Applying the open space requirements of Clause 52.01 to ensure that open space is provided for the leisure and recreational needs of the community.

### **Application of zones and overlays**

- Using the Significant Landscape Overlay (SLO) to protect and enhance:
  - the Casey Foothills area which provides the northern backdrop to the municipality;
  - and,
  - the Western Port coastal areas.

### **Further strategic work**

- Identifying Casey's Urban Character and developing urban design guidelines for residential areas to assist in assessing medium density housing proposals.

### **Other actions**

- Developing a Main Roads Design Policy to assess a guide development along main roads.
- Preparing and implementing Streetscape programs for most activity centres in Casey.