

21 MUNICIPAL STRATEGIC STATEMENT

19/01/2006
VC37

21.01 INTRODUCTION

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21.01-1 What is the MSS and how is it used?

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The Port Phillip Municipal Strategic Statement (MSS) sets out Council's strategic planning objectives, based on input from the community, and underpins the land-use and development provisions of the Port Phillip Planning Scheme. Together with local planning policies, the MSS is a part of the Local Planning Policy Framework (LPPF) in the Planning Scheme and is a statutory component of all planning schemes prepared in the new format.

Members of the community, Councillors, professional staff, business people and the development community must take the policies and objectives of the MSS and the LPPF into account when preparing planning scheme amendments and considering planning permit applications.

21.01-2 How was the MSS developed?

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The MSS is a summary of the objectives identified in the following key municipal documents:

Community Plan

The Community Plan 1997 is a reference document that may be used by anyone wishing to understand more about the aspirations of the Port Phillip Community. The Plan reflects the views of a wide-cross section of the Community, and contains a Vision for Port Phillip for the next 10 years. It includes a list of prioritised issues which the Community believes are important in achieving the Community's Vision, and which form the basis of Council's corporate plan.

The key issues and goals identified in the Community Plan are listed for information in the table below.

MAJOR COMMUNITY ISSUE	COMMUNITY GOAL
Planning and Development	<p>Integrated planning and development that responds to our unique heritage, community and environmental values and maintains social, cultural and economical diversity.</p> <p>To encourage the distinctive character of neighbourhood villages while building physical and social links across the City.</p>
Environment - natural and residential	<p>Maintain and improve the environment through sustainable and effective environmental management.</p>
Decision making and community consultation	<p>Develop and encourage ongoing mechanisms for:</p> <ul style="list-style-type: none"> ▪ community involvement in the decision making process ▪ two way communication between the community and the Council; & ▪ facilitate community action around important issues
Traffic and transport	<p>Manage the needs of residents, tourists and businesses through proper planning of traffic and transport (noise, pollution, through traffic)</p>
Local Government autonomy	<p>Ensure local government has autonomy over local government responsibilities.</p>
Services	<p>To provide an adequate range of services that is continually improving and which supports and meets the needs of the community</p>
Sense of community	<p>Continue to develop a sense of community and to mutually recognise, respect and support diversity of people</p>
Safety and security	<p>Residents, businesses and visitors should find Port Phillip a vibrant, friendly and safe city.</p>
Cultural Diversity	<p>To embrace and promote the social and multicultural diversity within the City of Port Phillip.</p>
Finance	<p>To ensure adequate finance is available to implement the vision for the City of Port Phillip.</p>
Council Infrastructure	<p>Ensure that Council is able to maintain and develop the infrastructure and services required by the community of Port Phillip.</p>
Tourism	<p>Encourage tourism that is compatible with the City's heritage, cultural and community values.</p>
Grand Prix	<p>To move the Grand Prix to a more suitable site either within or outside of the metropolitan area of Melbourne.</p>
Foreshore Responsibilities	<p>To maintain the ecological integrity of the foreshore, to ensure a sympathetic and appropriately scaled urban character and to provide an attractive and well managed place if recreation for residents and visitors.</p>

Port Phillip Corporate Plan

The City of Port Phillip's Corporate Plan 96 was originally released in July 1995 and is reviewed and updated each year. The document sets corporate directions for Port Phillip over the next three years and provides a framework for the ongoing enhancement of the municipality. It defines goals, objectives and principles shared by both the community and the Council.

Strategic planning documents

Both the City of Port Phillip and the former municipalities of Port Melbourne, South Melbourne and St Kilda have prepared many strategic planning documents covering key planning issues. The MSS has drawn upon many of these studies. The main studies have been listed as reference documents under each issue in Section 21.05.

Preparation of the MSS

The aspirations and objectives of the Port Phillip community have been integrated through the community plan and corporate plan. Other stakeholders have been widely consulted during preparation and exhibition of the MSS.

Amendment C5 to the Port Phillip Planning Scheme aimed to introduce new material into the planning scheme to reflect additional work completed on developing neighbourhood character, urban design and heritage guidelines. The Amendment involved extensive consultation and required a review of the MSS format in accordance with recommendations of an independent Panel appointed to consider submissions. This MSS reflects the additional work and the revised approach to the MSS format.

Neighbourhood Approach

A significant outcome of the consultation process was the clear community desire to maintain and enhance the diversity and special qualities of the various neighbourhoods that make up the municipality. This has resulted in the Council adopting a neighbourhood based approach to the development of its strategy. Altogether 11 neighbourhoods have been identified. They are grouped into the following 6 neighbourhood planning areas for planning purposes:

Neighbourhood 1	Port Melbourne and Garden City
Neighbourhood 2	Elwood and Ripponlea
Neighbourhood 3	South Melbourne, Albert Park and Middle Park
Neighbourhood 4	St Kilda Road and Queens Road
Neighbourhood 5	St Kilda
Neighbourhood 6	East St Kilda

The MSS reflects this approach by presenting issues, vision and objectives and strategies with municipal-wide matters and then, where relevant, the additional matters particular to each neighbourhood. The Council believes this approach best meets the needs of its community, and therefore Port Phillip as a whole.