

21.0310/03/2011
C205**OBJECTIVES - STRATEGIES - IMPLEMENTATION**

The MSS is divided into two parts, a **Municipal Planning Framework** and a **Place-based Planning Framework**.

Municipal Planning Framework

The Municipal Planning Framework sets out the overarching objectives, strategies and implementation mechanisms that will guide land use and development across the municipality. The Municipal Planning Framework should be reviewed by all persons considering the use and development of land in the City of Greater Geelong, regardless of where that land is located.

The Municipal Planning Framework is structured around the four key land use themes identified in the State Planning Policy Framework (SPPF). A range of objectives, strategies and implementation mechanisms are grouped under each theme, as follows:

- **Natural Environment (Clause 21.05)**
 - Waterways
 - Biodiversity
 - Coastal environments
 - Climate change
 - Natural resource management
 - Flooding
 - Wildfire
- **Settlement and Housing (Clause 21.06)**
 - Urban growth
 - Urban consolidation
 - Neighbourhood character
 - Heritage and identity
- **Economic Development and Employment (Clause 21.07)**
 - Industry
 - Retail
 - Economic growth sectors
 - Rural areas
 - Tourism in rural areas
- **Development and Community Infrastructure (Clause 21.08)**
 - Transport
 - Development contributions
 - Open space
 - Accessibility

There is considerable overlap between each of these themes and none should be read in isolation.

Place-based Planning Framework

The Place-based Planning Framework sets out objectives and strategies that provide more detailed planning direction for specific places and towns within the municipality and should be considered in conjunction with the Municipal Planning Framework.

The places and towns contained in the Place-based Planning Framework are:

- **Central Geelong (Clause 21.09)**
- **Geelong Western Wedge (Clause 21.10)**
- **Armstrong Creek Urban Growth Area (Clause 21.11)**
- **Geelong Port (Clause 21.12)**
- **Lara (Clause 21.13)**
- **The Bellarine Peninsula (Clause 21.14)**, including the following individual Bellarine townships:
 - St. Leonards.
 - Portarlington.
 - Indented Head.
 - Ocean Grove.
 - Leopold.
 - Barwon Heads.
 - Drysdale / Clifton Springs, including the Jetty Road Urban Growth Area.
- **Wandana (Clause 21.15)**
- **Anakie (Clause 21.16)**
- **West Fyans - Fyans Street Precinct Structure Plan Area (Clause 21.17)**