

**21.02 ALPINE SHIRE VISION**

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**21.02-1 Strategic vision**

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The Alpine Planning Scheme acknowledges both the Community 2030 Vision as well as the vision within the Alpine Shire Council Plan and provides a significant tool for implementation as outlined below.

**The Alpine Shire 2030 community vision**

*“A vision of beauty and contentment .....*

*It is the year 2030 and the Alpine Shire area has grown to a diverse population of 20,000 people based around the three principal centres of Bright, Myrtleford and Mount Beauty, with growing communities which have their own distinct individual identity and rural village character.*

*It is a place where people enjoy an exceptional lifestyle, natural beauty and contentment, knowing that the right services, jobs, infrastructure and community, support their ongoing needs.”*

There are a range of key directions identified within the Community 2030 Vision under the following broad categories:

- Unspoilt natural environment.
- Sympathetic and balanced development.
- Economic prosperity.
- Identity and character of towns, villages and rural communities.
- Services and facilities.
- Linkages between communities.
- Strong and safe communities.
- Sustaining the vision.

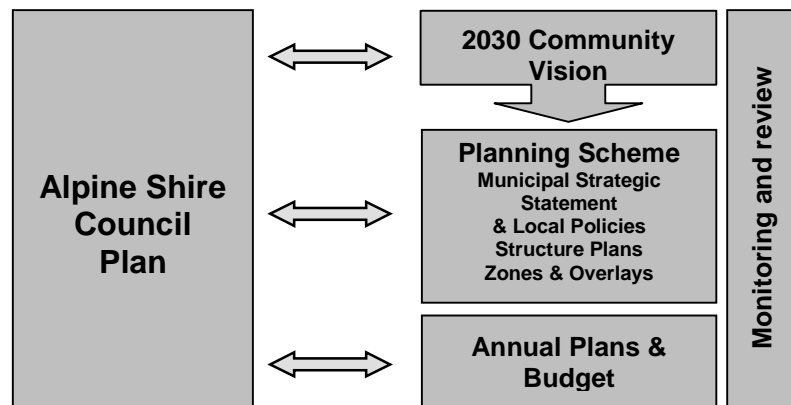
**The Alpine Shire Council Plan**

Consistent with the 2030 Community Vision, the Council Plan vision is that:

*The Alpine Shire provides outstanding opportunities for its residents and visitors through sustainable growth in balance with the natural environment.*

**Implementation**

The Council sets overall goals through the Council Plan with various actions to achieve these goals being set in annual budgeting and plans as well as in key planning documents such as this Municipal Strategic Statement.



### 21.02-2 Strategic land use plan

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The following Strategic land use plan (Figure 1) outlines the overall strategic vision in the context of managing land use change and development in Alpine Shire. It seeks to provide an overview of land use in Alpine Shire and identifies locations where specific land use outcomes will be supported and promoted. The major strategic directions identified in the Alpine Shire strategic land use plan revolve around three key criteria, namely:

- The primary focus of urban land use and development within the existing townships of Bright, Mount Beauty/Tawonga South and Myrtleford.
- The importance of the valley floors in supporting ongoing agricultural land use outcomes.
- Acknowledgement of the significant proportion of the Shire that is related to conservation management and facilitating public land use outcomes.

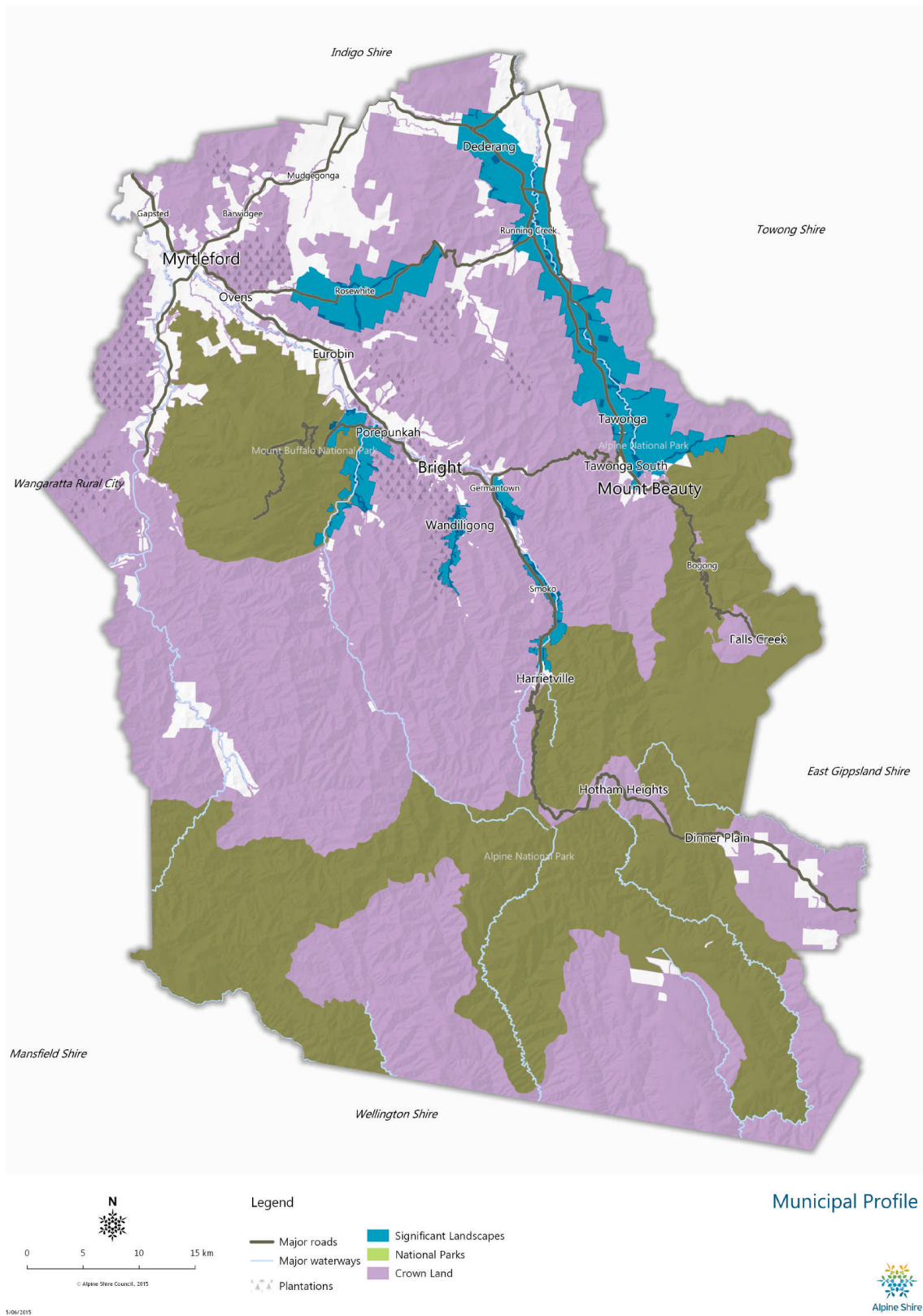


Figure 1: Municipal profile