

4 key ambitions and principles

Structure Plans can contain a range of strategies and objectives, some of which are more important to the broad aspirations of the Plan than others. As such, a series of key ambitions were identified through the consultation process. These 'key ambitions' represent the 'grand gestures' of the Structure Plan and also influence thinking on the range of smaller matters, which will be needed to implement the vision for Heathmont. These key ambitions were generated at the 'visioning' session outlined on the previous pages and represent a synthesis of the 13 principles listed below into a suite of five clear ambitions for the Centre. The key ambitions are illustrated in the diagram opposite.

key ambitions

- **A Centre made up of 3 connected but distinct villages**
- **Celebrate the Centre's 'green axis'**
- **Form a radial web of pedestrian and cycle links**
- **Create a series of places, not just a road**
- **Designate areas for residential growth and protection**

principles

The set of principles, which underpin the Structure Plan, formed the basis of discussion at the community consultation sessions, and achieved broad support. The initial 15 principles have been consolidated into 13, with some refining of language to improve understanding. The principles are as follows:

1. *Build upon the unique village feel and image of the Centre.*
2. *Protect and enhance the Centre's leafy backdrop, hilly landscape and bush setting.*
3. *Protect, enhance and raise awareness of the environmentally significant assets of the Centre.*
4. *Encourage a mix of commercial and community uses within the Canterbury Road commercial strip to support local needs.*
5. *Locate areas where more housing can be sensitively accommodated within and flanking the Canterbury Road commercial strip as well as the perpendicular 'green axis'.*
6. *Maintain low to medium rise development within the Canterbury Road commercial strip.*
7. *Strengthen the distinctive roles of each of the three villages that form the Canterbury Road commercial strip.*
8. *Address the physical barriers that Canterbury Road and the railway line create within the Centre.*
9. *Improve pedestrian and cyclist connectivity, amenity, convenience and safety throughout the Centre.*
10. *Celebrate and enhance the anchoring role of Heathmont Station within the Centre.*
11. *Establish community focal points for people to gather within the Centre.*
12. *Encourage best practice sustainable design in new development and improvements to public areas.*
13. *Improve management of traffic and car parking within the Canterbury Road commercial strip.*

