Draft Vision Statement

Future generations will value The Spit as a place that:

**Is internationally renowned as a destination that exemplifies the benefits of balancing tourism, recreation, leisure and the environment.**

This reputation sees The Spit regarded as a place where:
- there are distinctly memorable places with a powerful maritime and coastal identity
- world class natural assets and safe and healthy waters attract people and patronage
- vibrant and diverse recreation and leisure activities are on offer throughout the day and into the evening
- low rise built form integrates with the landscape in ways that signify our indigenous heritage and promote our contemporary culture
- enterprising businesses capitalise on the unique attributes and recreational offerings of this remarkable setting, creating local job opportunities and prosperity.

**Connects the community and visitors with the landscape and marine environment.**

This connection sees The Spit regarded as a place where:
- there is access for all, within a culture of respect, safety and care
- buildings engage with movement networks, the natural environment and the surrounding waterways
- there is easy access by public transport and active transport modes on land and water
- the area adjoining the water's edge provides continuous pathways for pedestrian and cycle access
- there are exceptional views to the Pacific Ocean, The Broadwater and the city skyline.

**Protects and enhances its natural assets and coastal parkland.**

This protection and enhancement see The Spit regarded as a place where:
- terrestrial and marine biodiversity are safeguarded and enhanced
- the community and visitors actively engage with and learn about cultural heritage, natural processes and native flora and fauna
- principles of sustainable design and resilience apply to all aspects of change including planning initiatives, building construction, energy provision, conservation practices, asset management and funding arrangements.