

An aerial photograph of Frankston, Victoria, showing a dense industrial area with numerous large, white-roofed warehouse and factory buildings. The industrial zone is situated along the coast, with a residential area and the ocean visible in the background. The image is partially obscured by a large, dark red, textured triangular graphic on the right side.

# Frankston City Industrial Strategy

July 2025

Prepared by:  
Charter Keck Cramer and Tract Consultants

Published July 2025  
©Frankston City Council 2025  
30 Davey Street, Frankston

PO Box 490 Frankston Vic 3199

Phone: 1300 322 322  
Email: [info@frankston.vic.gov.au](mailto:info@frankston.vic.gov.au)  
Web: [Frankston.vic.gov.au](http://Frankston.vic.gov.au)



# Acknowledgment of Country

*Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.*

*Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.*

*Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.*

# Contents

<b>1. Introduction</b>	<b>08</b>
1.1 Purpose	09
1.2 Frankston City Industrial Precincts Overview	10
1.3 How to use the Strategy	13
1.4 Frankston City Industrial Design Guidelines	15
1.5 Key Project Stages	16
1.6 The Draft Frankston City Industrial Strategy	17
<b>2. Strategic Context</b>	<b>18</b>
2.1 Metropolitan Context	19
2.2 Local Context	21
2.3 Influencing Trends	23
2.4 Policy Context	26
2.5 The Frankston Community	39
2.6 What are we planning for?	41
<b>3. The Vision and Strategic Response</b>	<b>42</b>
3.1 Strategic Vision and Themes	43
3.2 Strategic Themes and Objectives	44
<b>4. Precinct Directions</b>	<b>62</b>
4.1 Overview	63
4.2 Precinct Vision	64
Precinct 1 - Seaford	65
Precinct 2 - Seaford North	73
Precinct 3 - Carrum Downs	77
Precinct 4 - Langwarrin	80
Precinct 5 - Frankston East	83
Precinct 6 - Frankston	86
<b>5. Implementation</b>	<b>89</b>
5.1 Implementation	90
5.2 Action Plan	92
5.3 Statutory Implementation	101
5.4 Monitoring and Evaluation	102



# Figures

Figure 1.	Frankston City Industrial Precincts	10
Figure 2.	The Development of Precinct 3: Carrum Downs	12
Figure 3.	Illustration from the Frankston City Industrial Design Guidelines	15
Figure 4.	Frankston City Industrial Precincts in the Context of Melbourne's South	20
Figure 5.	Survey Results: Frankston Industrial Precinct Needs Analysis 2022	22
Figure 6.	Landscaping in Precinct 3: Carrum Downs	25
Figure 7.	Precinct 3: Carrum Downs Contemporary Industrial	27
Figure 8.	MICLUP Land Designations in Frankston City	29
Figure 9.	The 2009 Strategy identified the need to improve the appearance of industrial areas	33
Figure 10.	Industrial Vacant Land Consumption Since 2010 and Projected Consumption	34
Figure 11.	Open space within Precinct 3: Carrum Downs	38
Figure 12.	BBQ Facility in Precinct 3: Carrum Downs	41
Figure 13.	Industrial Renewal Precincts	45
Figure 14.	A Vision for the Sub Precinct 1A: Kananook	50
Figure 15.	Improvements to the safety and attractiveness of pedestrian access to industrial areas	54
Figure 16.	Introduction of fitness equipment and other recreational amenity	54
Figure 17.	Frankston City Public Transport and Cycling Infrastructure	59
Figure 18.	Frankston City Industrial Precincts	63
Figure 19.	Precinct 1: Seaford sub precincts	66
Figure 20.	Prioritise pedestrian amenity along Hartnett Drive and explore cycling infrastructure	67
Figure 21.	Industrial redevelopment in Precinct 1: Seaford	68
Figure 22.	Precinct 1: Seaford Actions	69
Figure 23.	Action 19 - Example of Activation	70
Figure 24.	Action 19 - Example of Boulevard landscaping	70
Figure 25.	Action 19 - Hartnett Drive	70
Figure 26.	Action 19 - Hartnett Drive	70
Figure 27.	Action 20 - Potential Transformation	70
Figure 28.	Action 21 - Improve Streetscape	71
Figure 29.	Action 23 - Example of Miles Grove Reserve	71
Figure 30.	Action 24 - Example of transformed industrial (Morris Moor in Moorabin Vic)	71
Figure 31.	Action 24 - Easton Avenue	71
Figure 32.	Action 24 - Easton Avenue	71
Figure 33.	Action 24 - Example of future office (Morris Moor in Moorabin Vic)	71
Figure 34.	Precinct 2: Seaford North Actions	74
Figure 35.	Action 25 - Streetscape Transformation	75
Figure 36.	Action 25 - Example of changing industrial use	75
Figure 37.	Action 27 - Brunel Laneway	75

Figure 38.	Action 28 - Maple Link	76
Figure 39.	Precinct 3: Carrum Downs Actions	78
Figure 40.	Action 29 - Amenity improvement Example	79
Figure 41.	Action 31 - Reserve Improvements	79
Figure 42.	Precinct 4: Langwarrin Actions	81
Figure 43.	Action 33 - McClelland Drive, Langwarrin	82
Figure 44.	Action 33 - Langwarrin	82
Figure 45.	Action 33 - Langwarrin	82
Figure 46.	Action 33 - Langwarrin	82
Figure 47.	Precinct 5: Frankston East Actions	84
Figure 48.	Action 34 - Frankston East	85
Figure 49.	Precinct 6: Frankston Precinct Actions	87
Figure 50.	Action 35 - Frankston	88
Table 1.	Strategic Purpose	14
Table 2.	Industrial Land Supply	19
Table 3.	Southern Region Land Use Plan Strategies	31



# Glossary

## **Additive Manufacturing**

Additive manufacturing is the process of creating an object by building it one layer at a time. Each successive layer bonds to the preceding layer of melted or partially melted material to create a 3 dimensional object which is why additive manufacturing is often called 3D printing. Printed objects are firstly digitally defined by computer based design programs. In industrial precincts, transmitting designs for new objects around the globe enables the manufacture of customised products tailored to the needs of local customers. As a result, additive manufacturing has the potential to change supply chains, noting that raw materials used in additive manufacturing still need to be imported or produced locally.

## **Circular Economy**

Circular economy is an economic model which seeks to decouple economic activity from the consumption of finite resources and support the renewal of the natural environment. A circular economy involves both repeatedly recycling and reusing materials for as long as is possible and preferably designing out waste from the production process all together. This contrasts with a linear economic model based on the 'take-make-dispose' approach to consuming products and resources.

## **Low Carbon Economy**

A low carbon economy is an economy that produces low levels of greenhouse gas (GHG) emissions. In a low carbon economic system renewable sources of energy such as wind and solar energy fuel economic activity while minimising the use of carbon intensive energy sources.

## **Digital Economy**

This is an umbrella term that describes how traditional bricks-and-mortar economic activities (production, distribution and trade) are being transformed by digital connectivity. In the digital economy, information technology is central to the marketing, adaptation and consumption of goods and services as exemplified by digital banking, e-commerce, virtual education, digital health systems, digital navigation, entertainment applications as well as collaboration and social media platforms.

## **Distributed Energy**

Distributed energy systems (also known as embedded or local generation) are small scale energy systems in which electricity is generated (often from renewable sources), stored and consumed locally. This contrasts with centralised generation systems such as power plants. There are different scales of distributed energy systems including small scale systems in which energy is generated and stored on an individual site and large scale systems in which energy is aggregated and distributed across a number of sites. The growth of photovoltaic and battery technology provides the basis for the further growth of distributed energy systems.

## **Electric Vehicles**

The number and variety of electric powered vehicles is steadily growing. These vehicles are generally lower emission and quieter alternatives to petroleum vehicles. Enabling infrastructure including charging stations will need to expand as the electric vehicle fleet grows.



# 1. Introduction





## 1.1 Purpose

*From their earliest days supporting local fishing industries to their post war role in plastic manufacturing, automotive and fabrication industries through to their current role in complex manufacturing, wholesaling and service enterprises, Frankston's Industrial Precincts have seen continued waves of change.*

This strategy explores new and creative pathways to secure local employment and economic growth while supporting the needs of a 21st century sustainable economy.

The future entails challenges and opportunities. New energy systems, climate change, the growth of services, the digitisation and electrification of the economy, population growth and supply change disruptions present an array of transformative opportunities and challenges for Melbourne's south.

This strategy outlines the industry policy and land use planning settings to help industry and the broader community prepare for and ultimately benefit from ongoing change.

### 1.1.1 The Strategy

*The Frankston City Industrial Strategy 2025* integrates land use planning, urban design and economic development initiatives to support the ongoing evolution of Frankston City's industrial precincts as they respond to an array of economic, environmental and social change and opportunity.

The strategy encompasses:

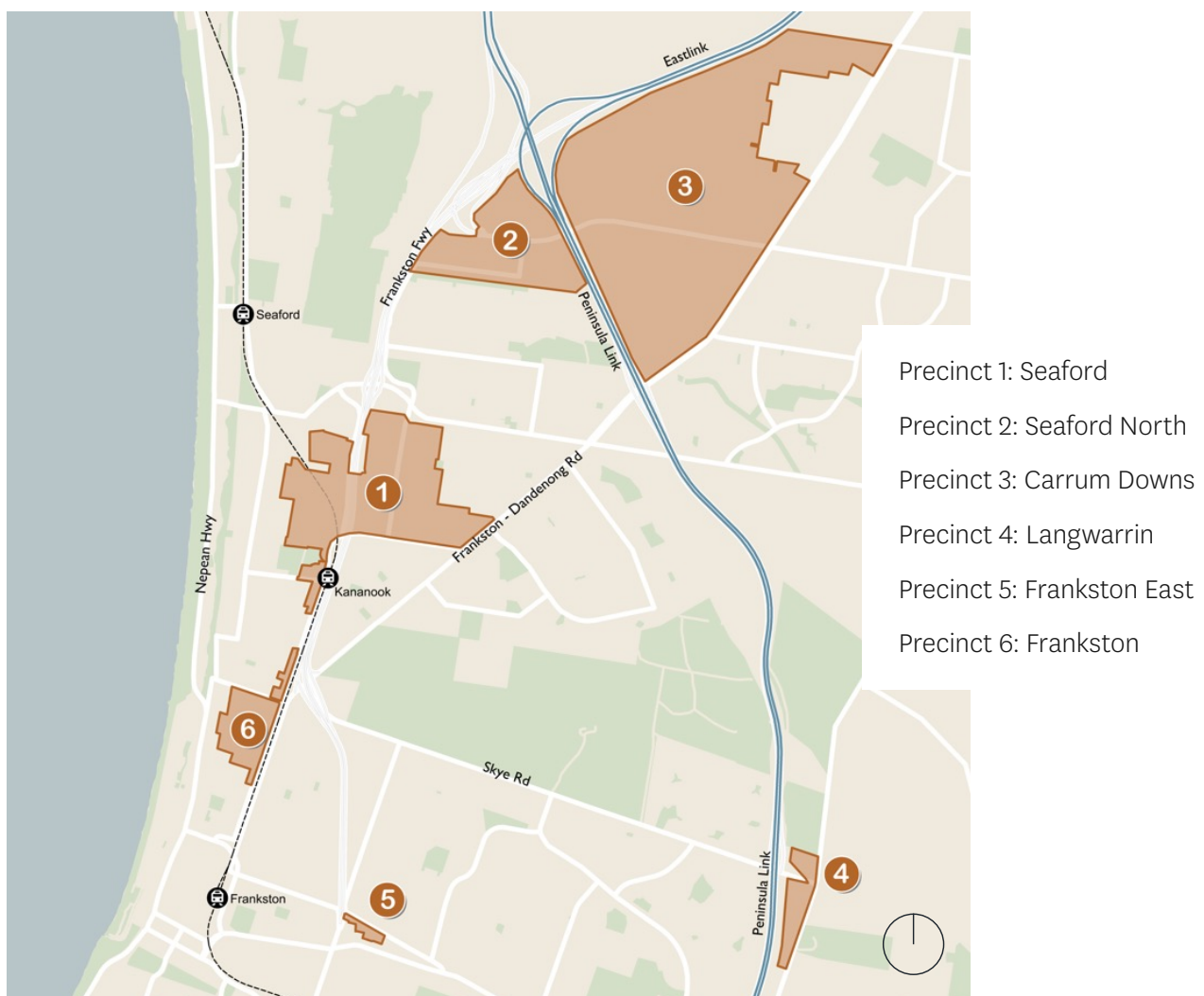
- **Vision:** sets the strategic direction for the City's industrial precincts and describes the public and private sector factors that will drive change.
- **Objectives and Strategies:** provides strategic responses that will guide the long term development and renewal of the City's industrial precincts to support economic development and resilience and jobs growth.
- **Actions:** canvasses statutory and non-statutory initiatives to ensure on the ground change.
- **Urban Design Guidelines:** *The Frankston City Industrial Design Guidelines* will guide the built environment as it responds and propels change.

## 1.2 Frankston City Industrial Precincts Overview

The strategy is focused on the sustainable development of the municipality's industrial precincts. The City incorporates six distinct industrial precincts which together are a leading source of regional employment growth, economic activity and investment attraction.

Industrial precincts are a critical employment area and source of economic value for our community. Collectively, industrial precincts incorporate over a third of jobs in the City of Frankston (16,800 jobs at 2021) and contribute more than \$6 billion in economic value per annum.

The economic function and role of each of the City's industrial precinct differs in focus, format and breadth of uses. In the municipality's north east, the convergence of EastLink and the Peninsula Link Freeway has fostered the growth of a regionally significant specialised manufacturing and supplies sector, while closer to the coast, industrial precincts are nestled in amongst residential areas for whom they increasingly provide a range of hospitality, household and automotive services.



**Figure 1.** Frankston City Industrial Precincts



## Precincts

### **Precinct 1: Seaford**

The Seaford industrial precinct is the municipality's oldest industrial area. Successive eras of economic change are reflected in the precinct's eclectic mix of industrial buildings which include pre-war brick, 1970's brick veneer and contemporary steel and concrete buildings.

The precinct increasingly supports non-traditional industrial uses including retail, leisure, service and health functions which address the needs of nearby local populations. Because the precinct is bisected by rail and road infrastructure (Wells Road, Frankston Freeway and the Frankston Rail Line) the precinct comprises three distinct sub-precincts of 1A: Kananook, 1B: Hartnett Drive, and 1C: Bardia Avenue.

### **Precinct 2: Seaford North**

The Seaford North industrial precinct is located at the junction of Eastlink and the Frankston and Mornington Peninsula Freeways in the City's north. Construction, manufacturing and logistics lead the precinct's industry sectors. The precinct includes a wide mix of buildings from different eras including aged industrial premises on large lots some of which are now undergoing renewal.

### **Precinct 3: Carrum Downs**

The Carrum Downs industrial precinct (238 hectares) is one of the leading industrial precinct's in Melbourne's Southern region and Frankston City's largest industrial precinct by employment, output and land area. In 2021, the precinct's 9,880 jobs represented 19% of Frankston City's jobs. The precinct delivers over quarter of Frankston City's annual economic output contributing over \$4 billion in economic output per annum. Much of the precinct's economic activity derives from the precinct's substantive and sophisticated manufacturing sector which currently comprises more than \$2 billion in economic output annually.

### **Precinct 4: Langwarrin**

The Langwarrin industrial precinct is a 12 hectare locally significant industrial precinct along McClelland Drive in Langwarrin. The precinct primarily supports construction supplies, trades, automotive, hospitality and recreation businesses.

### **Precinct 5: Frankston East**

Located approximately 1km east of the Frankston Metropolitan Activity Centre, The Frankston East industrial precinct is the City's smallest industrial precinct (2 hectares). The precinct primarily services local automotive, wholesale and electrical needs.

### **Precinct 6: Frankston**

The precinct's Wells Road interface currently functions as a major automotive sales and service and bulky goods corridor. New leisure, food and health uses are steadily diversifying the precinct. The role and function of the precinct is expected to be impacted by ongoing global changes to automotive industry platforms.

### 1.2.1 Supporting the Community Vision

The Strategy forms part of the delivery of Council's Community Vision 2040:

*Frankston City 2040 is the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community. Our City is clean, green and environmentally responsible.*

The strategy articulates industry and urban design initiatives that deliver on Council's employment and education aspirations as detailed in Theme 5 of Community Vision 2040:

*Frankston City nurtures and attracts innovation and investment and is known for its education and business opportunities, including renewable energy, technology, hospitality, health, and tourism.*

### 1.2.2 The need to update Frankston City's Industrial Strategy 2009

The strategy builds on and updates the *Frankston Industrial Strategy 2009* (SGS Economics and Planning). The 2009 strategy successfully guided the delivery of Precinct 3: Carrum Downs industrial precinct as the municipality's premier greenfield industrial area. Precinct 3: Carrum Downs is now one of Melbourne's most vibrant and attractive industrial precincts but is also now fully built.

Since the 2009 strategy, the Victorian State Government introduced economic land use policies and statutory reforms impacting on the role, use and development of industrial land which essentially elevate the importance and role of industrial areas in helping Victoria grow and adapt to change.

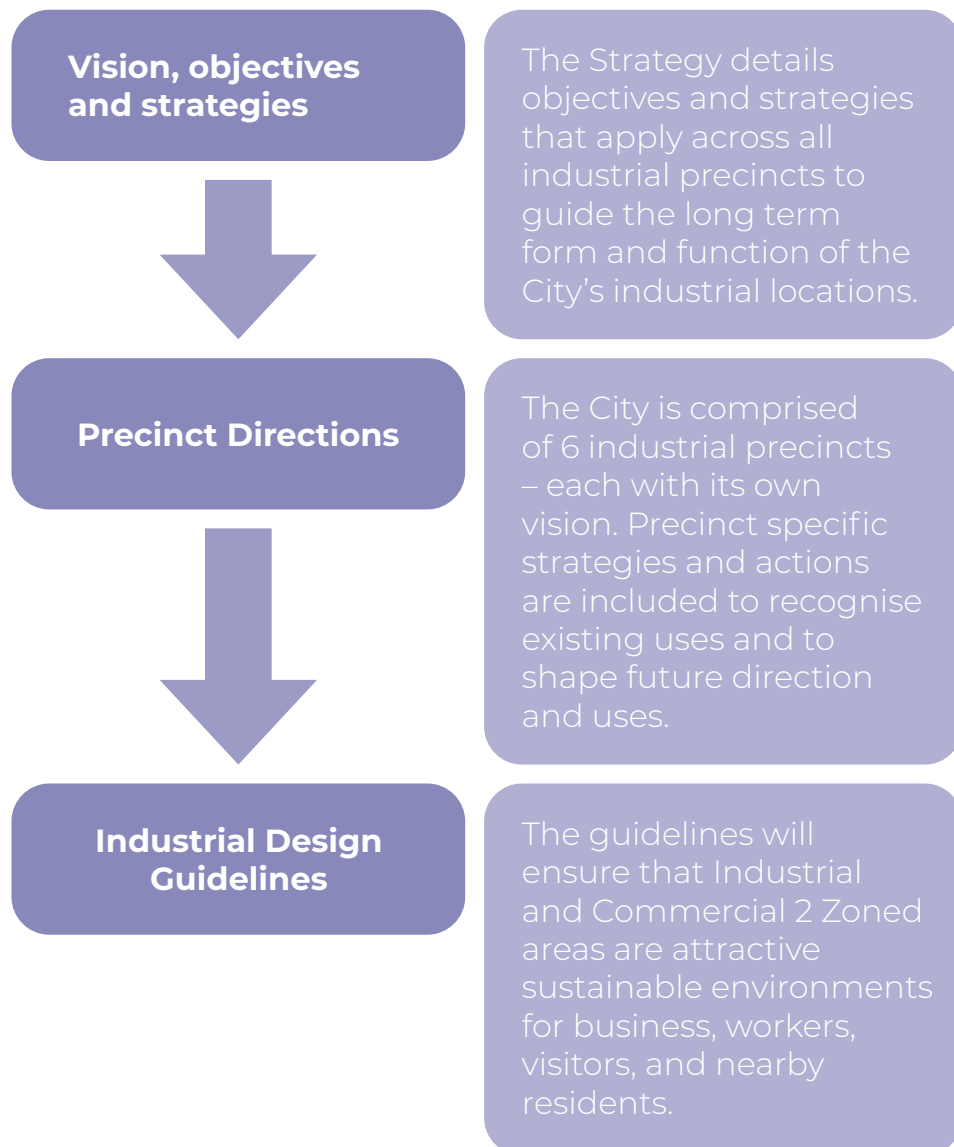
Frankston's 2025 industrial strategy provides new strategic guidance and initiatives to support employment growth, adaptation and prosperity in the City's industrial precincts in response to broader economic, policy and technological change.



**Figure 2.** The Development of Precinct 3: Carrum Downs

## 1.3 How to use the Strategy

*The Frankston City Industrial Strategy 2025* provides guidance for business, government and residents on the preferred long term trajectory of the City's industrial precincts. The component parts of the strategy and companion industrial design guidelines are set out below:



The strategy's principles and recommendations and companion industrial design guidelines are intended to guide public and private investment and decision making as detailed below:

<b>Residents</b>	For Frankston City residents the strategy details aspirations and plans to improve the attractiveness, function, and accessibility of industrial areas and in particular improvements to the way in which industry interfaces with residential areas. The strategy also details the long-term strategic role of industrial precincts and the role of future industry and new technology in the evolution of local industry and industrial uses.
<b>Business</b>	For the City's current and future business community the strategy provides guidance as to the ongoing economic role of industrial precincts and policy support for technological and land use innovations. The strategy includes objectives to improve the attractiveness and accessibility of industrial areas and ideas to support electrification, skill development and the digital economy.
<b>Landholders</b>	For industrial landholders the strategy provides certainty as to the long-term role of industrial land while explicitly encouraging renewal and site amalgamation in aging industrial precincts. Future planning applications will need to address urban design guidelines.
<b>State Government</b>	For Victoria's State Government the strategy provides insight into the City's vision for its industrial precincts and their future role and function in the economy of Melbourne's Southeast. The Strategy outlines areas of advocacy in relation to public transport accessibility, built form improvements and the long-term transformation of precincts that the state has recognised as regionally significant.
<b>Frankston City</b>	For Frankston City Council the strategy provides a mechanism to co-ordinate local investment, engage with landholders, developers, and industry sectors and to engage with state and federal government. The strategy provides the rationale for updating the local planning scheme, and, together with the urban design guidelines, a basis to assess planning applications.

**Table 1.** Strategic Purpose



## 1.4 Frankston City Industrial Design Guidelines

The Strategy aims to ensure that new industrial development and subdivisions deliver economic benefits while enhancing the municipality's physical environment.

*The Frankston City Industrial Design Guidelines* will ensure the attractiveness and sustainability of new industrial development and subdivisions.

For new development the guidelines provide direction in relation to:

- **Building Siting and Orientation**
- **Building Heights**
- **Setbacks**
- **Interface Treatments**
- **Access and Car Parking**
- **Landscaping**
- **Site Amenity**

In directing new development the guidelines establish standards that will ensure the attractiveness and sustainability of new industrial development. The application of the guidelines over time will boost the attractiveness of industrial precincts as economic destinations.

The guidelines aim to ensure new buildings achieve best practice environmentally sustainable development from the design stage through to construction and operation by, in particular, supporting the achievement of Council's Environmentally Sustainable Development (ESD) Targets at 15.01-2L-01 of the Frankston Planning Scheme.

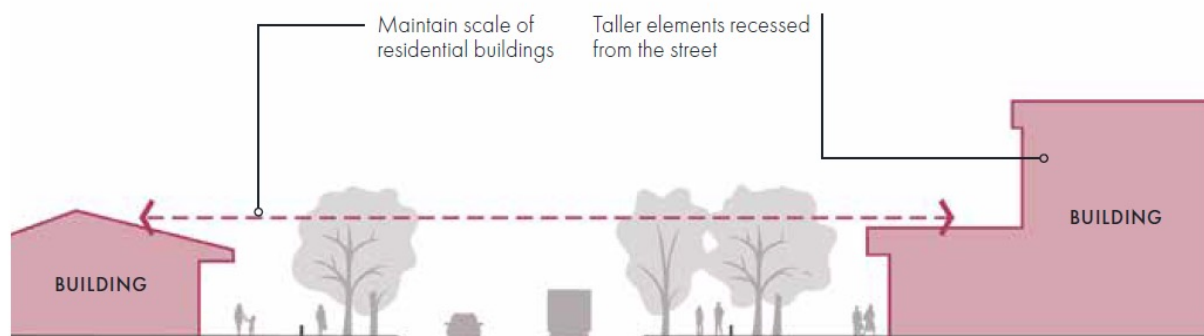
Subdivision guidelines provide detailed direction in relation to:

- **Subdivision Layout**
- **Public Realm**
- **Lot Layout**
- **Interface Treatments**
- **Integrated Water Management**

The guidelines also include precinct specific directions.

The guidelines apply to all planning permit applications for the subdivision or development of land within the Industrial 1 zoned land and specifically to Commercial 2 zoned land within Precinct 6.

Figure 1, broadly outlines these areas.



**Figure 3.** Illustration from the Frankston City Industrial Design Guidelines

# 1.5 Key Project Stages

The development of *The Frankston City Industrial Strategy 2024* comprised a series of project stages that encompassed background research, community, government and industry consultation and in depth strategic economic and built form analysis.

The Strategy, Action Plan and Design Guidelines have been produced following consideration of community feedback on draft Strategy and Design Guidelines. A planning scheme amendment has also been prepared to implement the key recommendations outlined in the Final Strategy and Design Guidelines.



## 1.6 The Draft Frankston City Industrial Strategy

The Draft Frankston City Industrial Strategy and Design Guidelines were subject to community consultation throughout April to May 2023.

Approximately 200 people participated in engagement activities, which included an online survey, stakeholder interviews, information pop-up events and social media post.

Throughout the consultation period, Council received seven written submissions. Overall submitters advocated for:

- interventions to boost transport accessibility
- retaining Precinct 5: Frankston East as an industrial area
- expanding the urban growth boundary to support industrial land supply
- restricting vertical industrial development
- the impact of urban design guidelines on planning costs, enterprise branding and site coverage.

Engagement respondents expressed support for the renewal focus of the Strategy including the transformation of Sub-Precinct 1A: Kananook (Objective 2).

Respondents were also supportive of achieving higher levels of sustainability in industrial areas and in improving the quality of industrial precincts as destinations to work and visit.

This feedback has been considered and as a result changes have been carried through into the Final Strategy and Design Guidelines.

The Strategy was also subject to a discussion paper which was on public consultation between July and August 2022.



### Frankston City Industrial Strategy

Draft

April 2023



## 2. Strategic Context





## 2.1 Metropolitan Context

The City's industrial precincts support enterprise that services a variety of markets and needs including export oriented enterprises, national and state and enterprises, and a variety of enterprises servicing the needs of the local community. The following explores the role of the City's industrial precincts at a metropolitan and local scale.

### 2.1.1 Frankston City and Industrial Growth in Melbourne South

Within Melbourne's southern region, Frankston City's Industrial Precincts comprise 5% of the region's industrial land. Nearby industrial precincts in Dandenong, Moorabbin and the rapidly emerging Officer/Pakenham and Casey Fields precincts constitute the region's largest industrial areas by land area and economic output.

In 2021, within the region there is approximately 7,270 hectares of zoned industrial land of which 34% of zoned land is in the City of Greater Dandenong.

Online retailing has fueled insatiable industrial floor space demand in proximity to consumers and established logistics routes. As a result, Melbourne's Southern Region now has minimal established industrial land to accommodate new demand. By 2027, for instance, the Dandenong industrial precinct, which is the region's largest industrial area, is expected to be fully built and not include any further greenfield industrial land to support industrial expansion.

Within the region Officer, Pakenham and Casey Fields include extensive industrial greenfield land able to accommodate the needs of enterprises that require large format premises. Together Officer, Pakenham and Casey Fields incorporate over 1,900 hectares of either zoned or proposed future industrial land supply. Closer to Frankston LGA, there is approximately 76 hectares of greenfield industrial land in Cranbourne West.

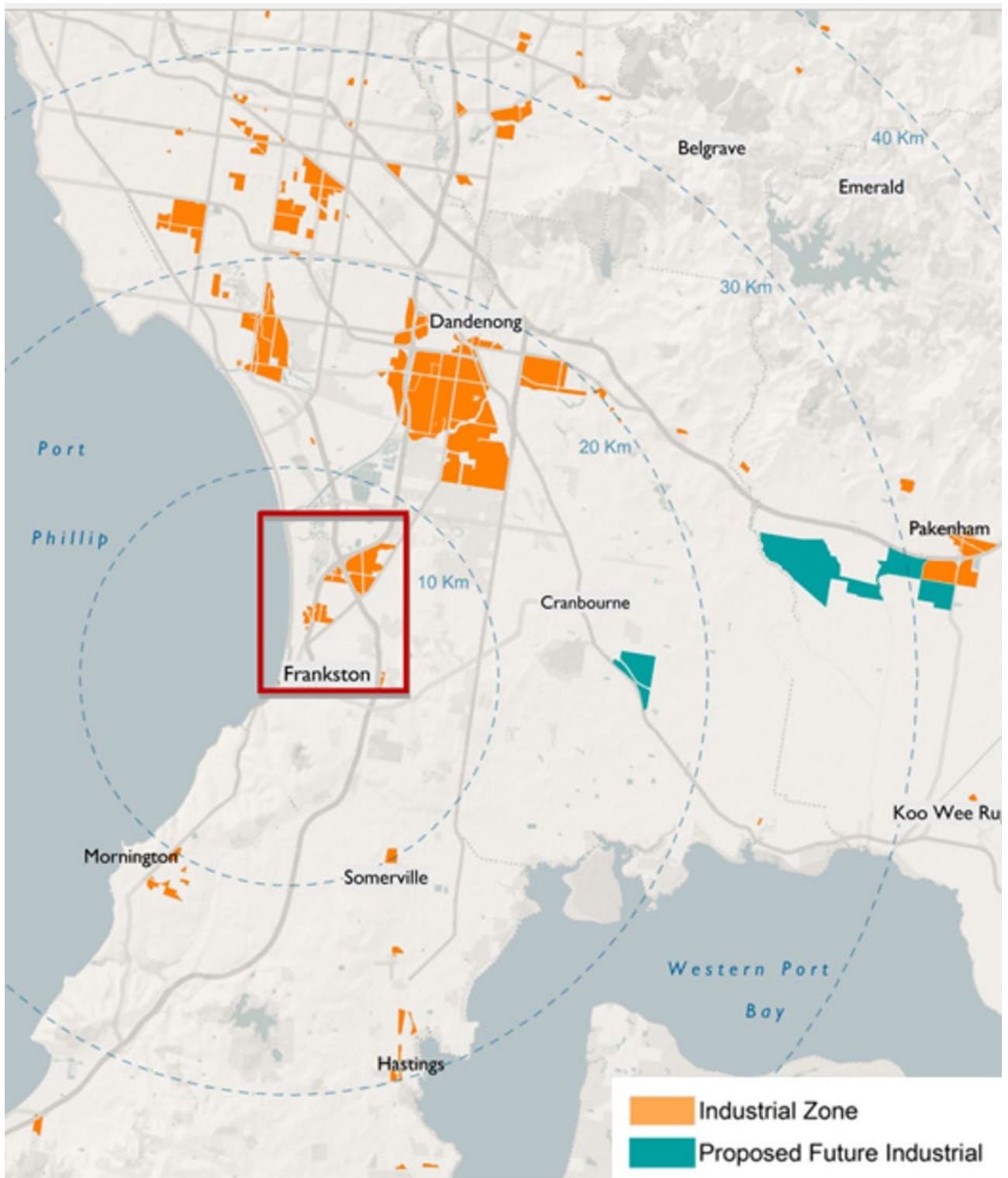
Within Melbourne's south, industrial enterprises will either shift to newly developed industrial land in greenfield locations in the region's outer areas or renew existing facilities within established locations.

Council / Region	Zoned Occupied (ha)	Zoned Vacant (ha)	Future Supply (ha)
Cardinia	380.9	375.2	938.3
Casey	670.7	367.5	245.2
Frankston	368.4	21.6	0
Greater Dandenong	2,448.2	469.6	0
Kingston	1,217.3	75.9	0
Mornington Peninsula	2,184.8	1,027.7	0
Southern Region	7,270.3	2,337.5	1,183.5

**Table 2.** Industrial Land Supply (MICLUP)<sup>1</sup>

**Source:** DELWP; Charter Keck Cramer

<sup>1</sup> This table reflects available data at 2021. A subsequent review by Charter identified approximately 10 hectares of available land.



**Figure 4.** Frankston City Industrial Precincts in the Context of Melbourne's South

Source: DELWP; Charter Keck Cramer





## 2.2 Local Context

In 2021, the City's industrial precincts employed 16,800 people in a diversity of enterprises.

Traditional industrial manufacturing, logistics, construction supply, wholesaling, and automotive businesses comprise the majority of enterprises within the City's industrial precincts while also occupying the majority of floor space.

The breadth of commercial activity within the City's industrial precincts is steadily expanding with the City's industrial precincts supporting an increasing number and variety of consumer-focused enterprises offering recreation, entertainment, health and hospitality services.

Employment and economic activity within the City's industrial precincts have been growing led by the rapid expansion of Precinct 3: Carrum Downs. For the 2016 to 2021 period, industrial precincts added 3,628 jobs, 80% of which were attributable to the growth of Precinct 3: Carrum Downs.

Far sighted planning has facilitated the emergence of Precinct 3: Carrum Downs as one of the region's leading industrial precincts incorporating high amenity streets, significant vegetation, open space for workers and visitors, and coherent and attractive contemporary industrial buildings. Precinct 3: Carrum Downs sits in between Eastlink, the Mornington Peninsula Freeway and Frankston-Dandenong Road providing excellent road accessibility for its numerous manufacturing and logistics enterprises.

### Frankston City Industrial Precincts

**16,802**

Jobs (2021)

**+3,628**

Jobs Growth (2016 - 2021)

### Leading Sectors

Construction  
Manufacturing  
Retail / Wholesale

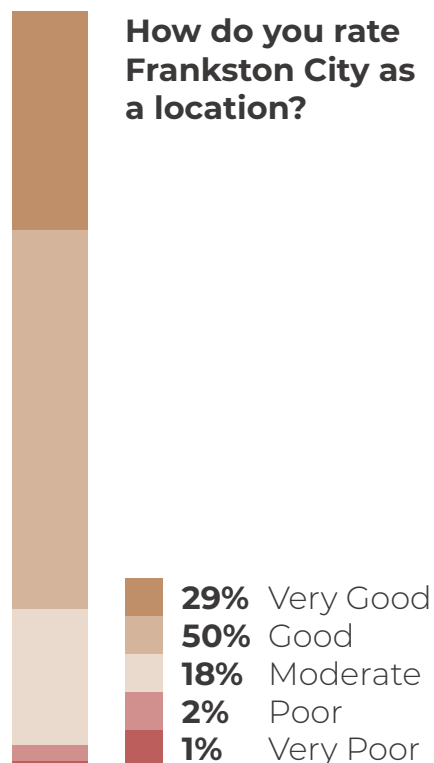
### Growth Sectors

Construction  
Manufacturing  
Health Care and Social Assistance

While the availability of greenfield industrial land has propelled the successful development of Precinct 3: Carrum Downs there is, however, now no substantive greenfield land in Frankston LGA to support ongoing greenfield industrial expansion. **At 2022, there was less than 10 hectares of zoned vacant industrial land within Frankston LGA.**

According to successive surveys of business located in the City's industrial precincts, Frankston is perceived positively as a location to conduct business and to grow. In 2022, 80% of surveyed enterprises rated their industrial precinct as either a 'good' or 'very good' location to operate from. Despite the challenges faced over the past couple of years, there is a positive outlook amongst businesses, with near on half of surveyed businesses intending to progress expansion plans. Of these businesses, 95% stated that they would prefer to remain in Frankston LGA as they grew.

To help business grow, Frankston City's Industrial Precincts will need to innovate and explore new forms of industrial expansion including renewal, redevelopment and potential vertical expansion. It follows that this strategy supports infill industrial development, renewal of aged industrial sites and the investigation of multi-storey development as central to the city's next stage of industrial development.



**Figure 5.** Survey Results: Frankston Industrial Precinct Needs Analysis 2022<sup>2</sup>

<sup>2</sup> Source: Frankston Industrial Precinct Needs Analysis Report, 2022

## 2.3 Influencing Trends

### 2.3.1 Sustainable Growth

Energy systems, transport systems and systems of consumption are steadily transforming in response to climate change and the need for more sustainable systems of production and consumption.

The ongoing growth and adoption of renewable energy systems provides a basis for localised energy generation and storage, which in urban areas increasingly entails battery storage.<sup>3</sup>

#### Sustainable Energy

The City's industrial precincts are positioned to propel the implementation of distributed energy systems in our City. The collection of roof top solar in our industrial precincts in combination with battery storage provides the opportunity to facilitate carbon neutral industrial precincts and power surrounding residential areas. The Moorebank industrial park in New South Wales, for instance, will include 120,000 solar panels that will generate 60 megawatts of solar power which is sufficient energy to power 40,000 homes.

All warehouses in the business park will be powered by 100 per cent renewable energy. Moorebank exemplifies the future potential of industrial precincts as energy rich carbon neutral locations of production and activity.

#### Sustainable Transport

The transformation of energy systems will be accompanied by the transformation of transport platforms including innovation in private transport and innovation in logistics and delivery methods. The future is expected to see growth in electric truck fleets which have the advantage of reduced emissions resulting from ever increasing volumes of freight. There is also the potential for drone delivery and driverless technology to transform supply chains and logistic movements.<sup>4</sup>

The re-platforming of transport systems to electric platforms is also expected to propel a new automotive workforce skilled in digital technology. The City's regionally significant auto sector is likely to undergo significant change as each of the world's major car makers become fully electric enterprises over the next two decades.<sup>5</sup> The automotive retail outlets along Dandenong/Wells Road and the vast numbers of automotive electricians and mechanics that occupy the municipality's industrial space are likely to function very differently as vehicle sales and service platforms transform toward low carbon technology.<sup>6</sup>

#### Circular Economy

Consumption systems are also set to change guided by the need to extract maximum value from waste material. The current linear economic model of take, make, and waste is not sustainable and needs to shift to a more circular footing in which waste is either designed out of the production process or becomes a reusable resource. All levels of government are now seeking to establish, expand and accelerate advanced recycling systems according to the long-term objectives of the circular economy.<sup>7</sup>

The City incorporates one of Victoria's most innovative recycling companies that repurposes plastic waste into furniture products. The City's industrial precincts also support a cluster of solar energy and domestic battery providers and installers. Our City's food manufacturers might also be linked with new urban waste and urban agriculture industries.

<sup>3</sup> The Victorian Government is currently progressing initiatives to create Renewable Energy Zones (<https://www.energy.vic.gov.au/renewable-energy/renewable-energy-zones>)

<sup>4</sup> Delivering The Goods Creating Victorian Jobs Victorian Freight Plan, 2018-2050, Department of Economic Development, Jobs, Transport and Resources 2018

<sup>5</sup> Trends and Developments in Electric Vehicle Markets, International Energy Agency, 2021

<sup>6</sup> A Look at the Future of Independent Workshops, mechanic.com.au, April 2021

<sup>7</sup> Planning for a Circular Economy, Sustainability Victoria, August 2022

### 2.3.2 The Mixed Use Flexible Economy

The digital age is transforming business models and breaking down the distinction between work and home along with the primacy of the central city as the centre of professional services and knowledge work – changes that accelerated under Covid-19.

The spaces and format of uses demanded by digital enterprise are more fluid and less fixed than traditional businesses where the provision of service, delivery, marketing and networking activities can occur in a variety of dispersed locations.

In industrial areas across the world, aged historic industrial buildings are being transformed into digital economy enterprises as exemplified in the suburb of Cremorne in inner Melbourne and parts of Brunswick. In suburban locations, the distinction between traditional industrial uses and the contemporary economy is blurred when design, marketing, food and population serving enterprises permeate traditional industrial uses in a truly mixed economy.

Both Precinct 3: Carrum Downs and Precinct 1: Seaford now incorporate an increasing number of businesses in which digital marketing, brand development, printing, audio visual and display businesses coincide with traditional industrial uses. Notably, new economy business tend to use industrial space very differently while also demanding higher standards of worker and visitor amenity.

Covid-19 accelerated the digitisation of the economy. Digital infrastructure and interaction is rapidly transforming consumption, transport and distribution systems whilst also transforming education and work practices. Digitisation is likely to continue to transform industrial areas propelled by demand for E-Commerce, warehousing and logistics space but also space for digital businesses attracted to the freedom and flexibility of industrial floor space.

### 2.3.3 A Skilled Economy

Economic activity increasingly relies on specialised skills and knowledge. The municipality's numerous manufacturing, construction, logistics and automotive businesses increasingly compete on the basis of unique skills and technological capability. Into the future, the municipality's substantive automotive sector, for instance, is likely to require skills that are closer to those of an IT professional or software engineer than a traditional mechanic. Likewise, construction is set to change with the potential for the development of new buildings to incorporate a blend of prefabricated manufactured outputs with on site development. This change aligns with the long term transformation of Australian manufacturing from a labor intensive to knowledge intensive enterprise.<sup>8</sup>

### 2.3.4 Well-Being and Industrial Workers<sup>8A</sup>

There is growing awareness of the mental and physical challenges entailed in warehouse and logistics work. A range of literature and research demonstrates poor health outcomes for transport workers including high incidence of severe psychological distress and obesity and significant risks for chronic disease.

As the logistics and warehousing workforce grows there is an emerging need for interventions that promote well being particularly in relation to diet and mental health.

<sup>8</sup> Scaling Up Developing Modern Manufacturing through a Skilled Workforce, IBSA Group, May 2021

<sup>8A</sup> See research at Healthy Heads Trucks and Sheds at <https://www.healthyheads.org.au/resources/research/>



### 2.3.5 Supply Chain Transformation

Global insecurities have highlighted national supply chain vulnerabilities. The Federal government is committed to identifying and addressing issues of national supply chain security.<sup>9</sup>

Frankston LGA retains a major manufacturing base that exemplifies the nimble and specialised nature of Australia's 2022 manufacturing base – small to medium sized firms, typically employing between 5 to 20 employees providing small batch, high value design intensive products.

While high volume low cost manufacturing in overseas countries has seen the decline of large format Australian manufacturing, some manufacturing industries continue to compete successfully, particularly in sectors where either perishability, shipping costs, niche outputs and local reliability and speed to market are important determinants. These are industries that typically rely on knowledge rather than labour and are positioned to benefit from ongoing manufacturing innovation and trends in which local reliability is increasingly valued. Decentralised electricity grids may also boost the viability of local manufacturing by providing greater local certainty in local energy supply.

Frankston LGA is home to a number of specialist manufacturers including manufacturers providing tailored construction inputs, fabrication, specialist tools, molding, prototyping and specialist automotive parts. There is also a sizeable food manufacturing sector. Manufacturing contributed \$2.77 billion in local economic output for FY2020-21 with 3,700 manufacturing jobs throughout Frankston LGA at 2021.<sup>10</sup>

Predictability, cost and increasingly the sustainability of inputs will continue to shape industry supply chains. In a circular economy there is an opportunity to support the colocation of industries to ensure waste in one industry becomes a valuable input for another.

### Vertical development

Highly accessible, high amenity industrial locations near population centres will compel industrial businesses to maximise the efficiency of industrial space via vertical industrial development. As Melbourne's population grows and prime industrial land near population becomes increasingly scarce, new multi storey industrial development will be developed in prime industrial areas.

For Frankston LGA multi-storey industrial development provides a logical opportunity to increase employment density and economic activity. We note, for instance, that a new 3 storey industrial development (approximately 34 metres in height) is currently proposed in Mount Waverley. The shift to vertical industrial development will inevitably impact Frankston City particularly as major landholdings in Precinct 1: Seaford, Precinct 2: Seaford North and Precinct 3: Carrum Downs undergo renewal.



**Figure 6.** Landscaping in Precinct 3: Carrum Downs

<sup>9</sup> See for instance Department of Industry, Science and Resources, Office of Supply Chain Resilience

<sup>10</sup> ABS, Census of Employment, 2021 and REMPLAN, Frankston City Council Profile 2021

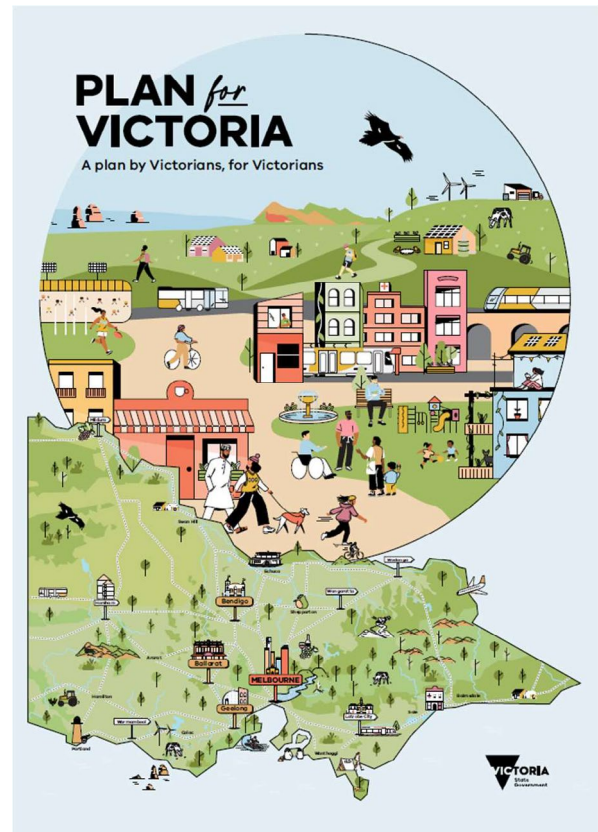
## 2.4 Policy Context

### 2.4.1 State Policy

The strategy has been developed in the context of a range of state policy directions. Overarching policy directions related to employment and industrial land are discussed as follows:



### 2.4.2 Plan for Victoria



*Plan for Victoria* is the new overarching State planning strategy guiding the Victoria's growth to 2050. It provides strategic directions to ensure Victoria grows more sustainable, productive and liveable.

*Plan for Victoria* replaces *Plan Melbourne*, however it still identifies National Employment and Innovation Clusters, State Significant Industrial Precincts, a network of metropolitan and major activity centres and state-significant health and education precincts to ensure employment growth occurs outside the Central City and is linked by sustainable transport.

## Plan for Victoria -

### Pillar 2: Accessible Jobs and Services

The plan seeks to enable the following:

- **More jobs close to homes:**  
The plan will seek to deliver more jobs near homes by planning for, protecting and readying commercial and industrial land for development in locations well-served with jobs, shops, public transport and community facilities and services.

The Plan still establishes five state significant industrial precincts including the Southern State Significant Industrial Precinct in Greater Dandenong LGA.

The Plan still includes directions to improve freight efficiency and increase the capacity of commercial sites linked to the Principal Freight Network and transport gateways that will be protected from encroachment by sensitive or incompatible land uses to allow continual growth in investment in manufacturing, storage, freight and other logistics and investment.

The Plan's primary focus remains in Frankston City is the designation of Frankston town centre as a Metropolitan Activity Centre. Metropolitan activity centres are locations directed to provide a diverse range of jobs, activities and housing for regional catchments that are well served by public transport.

In Appendix 3 of the Plan, under **Action 8** "Ensure new industrial and commercial land is ready for development", the Victorian Government will seek to remove barriers to industrially-zoned land being used for its intended purpose with a 'concierge' service to resolve issues preventing development, including connections to services and utilities, drainage and environmental constraints that make it difficult to unlock industrial-zoned land.

In Appendix 2 of the Plan, under **Accessible jobs and services**, it refers to a *Victorian Industry Policy*, where the Victorian Government is establishing a clear plan for Victorian industry to undertake business for the next three years to drive economic growth in the state. The Policy was released 12 June 2025.

Appendix 2 also refers to the *Melbourne Commercial and Industrial Land Use Plan* (MICLUP). The Victorian Government developed MICLUP in 2020 to identify Metropolitan Melbourne's current and future needs for industrial and commercial land.

The Plan's Pillar 2 is directly reflected in the objectives and initiatives of the *Frankston City Industrial Strategy 2025*.



**Figure 7.** Precinct 3: Carrum Downs Contemporary Industrial



### 2.4.3 Melbourne Industrial and Commercial Land Use Plan (MICLUP)



MICLUP builds on policies, strategies and actions in Plan Melbourne specifically Action 8 (Significant industrial precincts) and Action 12 (planning for future employment growth).

A key objective is to ensure there is enough industrial and commercial land to meet future demand for economic activity and employment purposes, thereby supporting Victoria's competitive advantage in attracting investment.

The Plan sets out four key principles to guide future planning for industrial and commercial land as follows:

- Adequate long-term commercial and industrial land supply will be identified and set aside to support future industry and business growth.
- Industrial and commercial areas that provide an ongoing economic, urban servicing or employment contribution to local communities, regions and the state will be recognised and retained as a critical economic resource.
- Planning for industrial and commercial land will provide clarity and certainty about how and where industry and business can grow over time to support and guide long term investment and locational decisions.
- Planning will support industry and business to innovate and grow in areas identified for these purposes.

Within MICLUP Precinct 3: Carrum Downs, Precinct 1: Seaford and Precinct 2: Seaford North industrial precincts are identified as regionally significant industrial areas that benefit from direct access to EastLink and the Mornington Peninsula Freeway. MICLUP also acknowledges land supply constraints in Precinct 3: Carrum Downs.

*Regionally Significant Industrial Land:* According to MICLUP these are key industrial areas that contribute significantly to local and regional economies. These areas need to be planned for and retained either as key industrial areas or locations that can transition to a broader range of employment opportunities.

*Locally Significant Industrial Land:* If an area is not identified as being of state or regional significance, then it is of local significance. Precinct 4: Langwarrin, Precinct 6: Frankston and Precinct 5: Frankston East precincts are identified as of local significance.

According to MICLUP, Councils are best placed to determine how local industrial areas are to be planned. This could include identifying when industrial land should be retained, when it could transition to other employment generating uses, or if it is no longer required, when it could transition to other uses.



**Figure 8.** MICLUP Land Designations in Frankston City

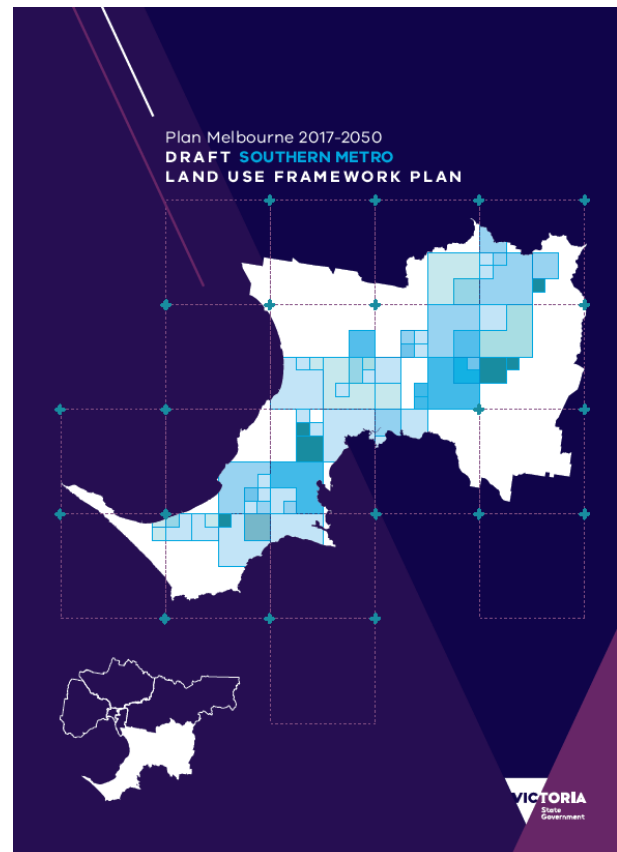
MICLUP recognises that industrial land in Melbourne's southern region as a key economic advantage – the region currently has the largest occupied industrial land holding in the state. Nonetheless, MICLUP also acknowledges that the region's key established industrial areas are land constrained with limited opportunity for expansion.

Within the region, MICLUP focuses on unfragmented greenfield industrial areas in Officer and Pakenham as supporting new freight, logistics, warehousing, transport, manufacturing and other larger format industrial uses. Accordingly, MICLUP directs future PSPs in these locations to support industrial land supply.

Directions for established industrial precincts primarily relate to the retention and protection of existing regionally and state significant industrial locations. MICLUP does not explicitly explore industrial renewal, revitalisation and the process of linking industrial areas in urban settings to densely populated locations via new energy infrastructure, the impact of the digital economy on industrial uses, adaptation to new transport systems and future vertical industrial development.

Amendment VC215 implemented the Melbourne Industrial and Land Use Plan in the Planning Policy Framework on 3 March 2023.

#### 2.4.4 Southern Metro Land Use Framework Plan



The Southern Metro Land Use Framework Plan is a 30-year strategy for action across Melbourne's southern region. The region is defined by the six local government areas of Kingston, Frankston, Mornington Peninsula, Greater Dandenong, Casey and Cardinia.

The Plan recognises the diversity and strength of the region's economy which includes the Dandenong and Monash National Employment and Innovation Clusters, near on 400,000 jobs, and the largest industrial land holdings in Victoria. The Plan's leading direction aims to ensure the region's industrial precincts function as core economic generators (direction 1).



*Plan for and manage industrial precincts in the Southern Metro Region to be continued generators of economic activity and employment*

Strategy directions (detailed below) entail direction implications for Frankston City in relation to land supply, investment and the integration of transport infrastructure with industrial uses.

<b>Strategy 1</b>	Retain regionally-significant industrial land by managing encroachment by other uses that would cause fragmentation and may compromise the development and efficient operation of existing businesses
<b>Strategy 2</b>	Maximise investment opportunities for the location of start-ups and creative industries in regionally-significant industrial precincts as well as in the Dandenong NEIC and across the activity centre network to support innovation and collaboration
<b>Strategy 3</b>	Integrate land use and transport planning in industrial precincts to maximise investment opportunities and continue to generate economic activity and employment in the region
<b>Strategy 4</b>	Manage the regionally-significant industrial land outside the Hastings SSIP to complement the potential future operations of the Port of Hastings.

**Table 3.** Southern Region Land Use Plan Strategies

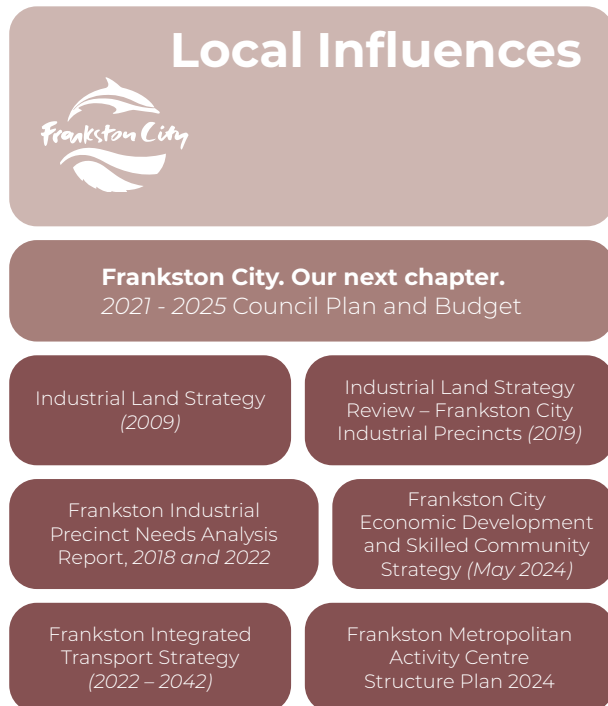
## 2.4.5 Urban Growth Boundary

Melbourne's urban growth boundary geographically defines the full extent of Melbourne's urban areas. In applying the urban growth boundary following the implementation of Melbourne 2030 in 2002, Victoria's State Government created a clear distinction between land for urban purposes (such as industrial, residential and commercial uses) and land for non-urban purposes such as land used for agricultural, rural and extractive purposes.

The Victorian State Government do not plan to move the Urban Growth Boundary as per State Planning Policy and Plan for Victoria. However, if there was a proposal or process to move the urban growth boundary, Frankston City Council may consider advocating for the investigation of expansion of industrial land to the north of Precinct 3: Carrum Downs Industrial Precinct (north of Boundary Road).

### 2.4.6 Local Strategy

The strategy has also reflected a range of local policy initiatives and historic strategies as discussed as follows:



### 2.4.7 Frankston Industrial Land Strategy, 2009



The Frankston Industrial Strategy, 2009 was prepared by SGS Economics and Planning in association with David Lock and Associates for Frankston City Council in 2009.

The purpose of the Strategy was to 'develop and reinforce Frankston City's role as a major industrial focal point in south-eastern Melbourne by attracting clean and sustainable businesses that provide a stable and long-term employment base for the local economy.'

At the time, Precinct 3: Carrum Downs was a largely greenfield industrial precinct. The strategy's policy and design directions aimed to shape the delivery of Precinct 3: Carrum Downs as a contemporary precinct linked to major transport infrastructure. The City's other industrial areas (McClelland Drive, Beach Street, Frankston Central, and Seaford) are considered collectively in the Strategy as Established Industrial Areas.

The Strategy's vision for Precinct 3: Carrum Downs has been successfully achieved particularly in relation to built form, employment and quality architecture. The strategy's design and land use objectives for established industrial areas remain relevant particularly the need to improve the amenity and image of these locations and boost employment densities.



**Figure 9.** The 2009 Strategy identified the need to improve the appearance of established industrial areas

#### 2.4.8 Industrial Land Strategy Review – Frankston City Industrial Precincts, 2019



*The Industrial Land Strategy Review (2019)* was prepared by Charter Keck Cramer for Frankston City Council in 2019. The review investigates industrial land supply, the capacity of the precincts to accommodate new industrial uses, and interface issues and transport connectivity.

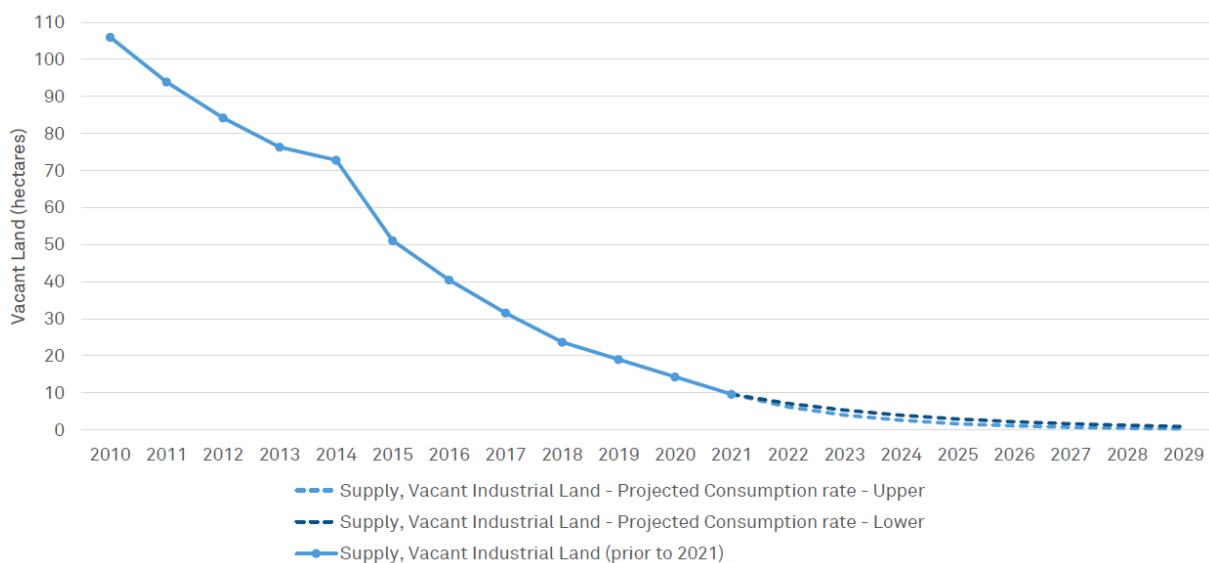
The review identified the impending completion of Precinct 3: Carrum Downs as a greenfield industrial area and the need to develop a strategic vision for the renewal of the city's aged industrial precincts. Other actions advocated in the review include:

- **Developing comprehensive urban design guidelines**
- **Advocating for new bus service accessibility to Precinct 3: Carrum Downs and accessibility from suburbs east of Precinct 3: Carrum Downs.**
- **Creating high quality cycling and pedestrian infrastructure.**
- **Addressing issues of disorderly industrial sites via local law enforcement.**
- **Ensuring that access points into and from industrial precincts are well maintained to avoid safety risks.**

### 2.4.9 Frankston City Industrial Land Supply

At 2022, Frankston City incorporated only 9.6 hectares of vacant zoned industrial land available for future industrial development. As a result, the municipality no longer encompasses sufficient zoned greenfield industrial land to support greenfield based industrial growth.

The future of industrial expansion in Frankston City will therefore entail the renewal of existing sites and vertical industrial development.



**Figure 10.** Industrial Vacant Land Consumption Since 2010 and Projected Consumption

**Source:** DELWP; Charter Keck Cramer



## 2.4.10 Frankston Industrial Precinct Needs Analysis Report, 2018 and 2022

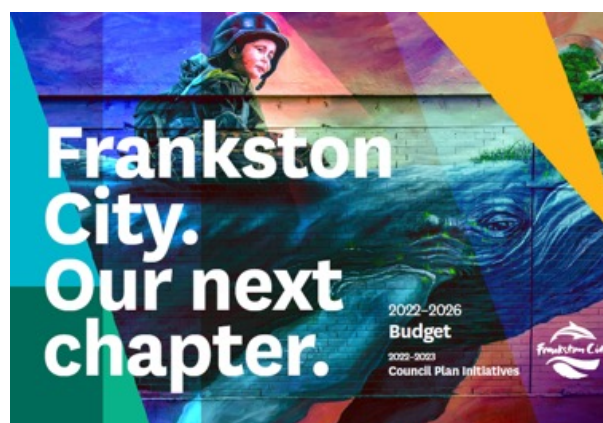


The Industrial Precincts Needs Analysis Report is an internal Council document that reports on the outcomes of Council commissioned 2018 and 2022 surveys of businesses in Frankston City's industrial areas. The surveys provide a broad range of insights into local business perspectives on industrial areas, long term plans and urban and economic challenges and opportunities. According, to the 2022 survey:

- Frankston City is highly rated as a location to do business.
- Frankston City industrial areas enjoy a variety of locational advantages including proximity to major road infrastructure, affordability, desirability for industry.
- Industrial precincts include many long standing businesses that have been located in the City for 10+ years.
- A high proportion of businesses plan to expand which includes employee growth, new product development, entering new markets with most businesses aiming to remain in the City as they grow.

Major issues for business include parking, street access, truck movement, customer access.

## 2.4.11 Frankston City. Our next chapter. 2021-2025 Council Plan and Budget



The Council Plan sets out a four year vision for the city and key outcomes over this period. The *Frankston City Industrial Strategy 2025* has been designed to align and support the six strategic outcomes detailed in Frankston City's Council Plan.

### Healthy and safe communities

The strategy's focus on economic development and renewal provides a basis to support policies to empower local residents and lift well being.

### Community strength

The strategy's focus on economic development, employment growth and renewal aim to increase economic and social participation.

### Sustainable environments

The strategy's focus on the digitisation and electrification of the economy including the need to support local industry as it electrifies and to deploy industrial lands to generate, store and distribute energy will contribute to Council's sustainability and emission aspirations.

### **Well-planned and liveable city**

A focus on renewing aged industrial areas and improving their presentation and interface with residential areas and major transport routes will improve the City's liveability and its attractiveness as a place to live and work.

Moreover, the integration of industrial areas with transport initiatives will improve liveability and sustainability including greater opportunities for mode share.

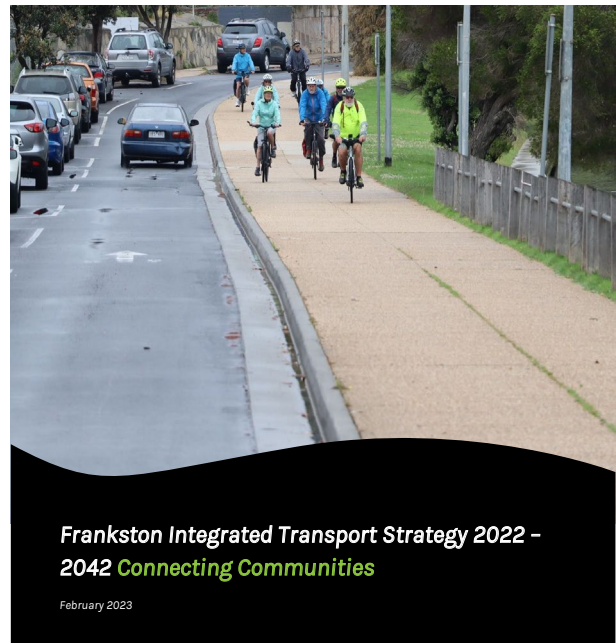
### **Thriving economy**

The overarching aim of the strategy is to continue to foster investment and economic resilience to create value for the community and broader economy.

### **Progressive and engaged**

The strategy and its implementation will reflect a wide range of engagement and collaboration at all levels of government and the community.

## **2.4.12 Frankston Integrated Transport Strategy 2022 – 2042 Connecting Communities**



Connecting Communities provides a blueprint for guiding the City's transport planning and decision making with the aim to make movement within Frankston more convenient, safe and sustainable.

The strategy acknowledges Frankston City's dependence on private vehicle transport (83% of all trips in Frankston are conducted by car). In response the strategy seeks to promote more active transport, the expansion of the local cycling network, greater public transport accessibility and improved pedestrian infrastructure.

The Strategy also details a transformative climate change target of net zero emissions by 2050 and an interim target of 50% reduction in CO2 transport emissions by 2030.

The strategy identifies opportunities to expand existing regional and local cycling networks which includes improving links to and through industrial precincts.

The transport strategy outlines actions related to electric vehicle charging infrastructure which within this strategy are proposed for Industrial precincts which also includes initiatives related to the storage of energy.

The transport strategy includes actions designed to improve mode share and urban integration with public transport infrastructure. Accordingly, Precinct 1: Seaford industrial precinct is a key location well positioned to improve public transport accessibility and mode share for workers and residents. The transport strategy also advocates for the introduction of high-capacity bus corridors to function as a 'turn up and go' services. This form of service would benefit employee accessibility in Precinct 3: Carrum Downs and Precinct 2: Seaford North where public transport accessibility is more limited and infrequent.

### Highways to Boulevards

The transport strategy acknowledges that many of the main access routes through and to the municipality are through major highway infrastructure. The transport strategy seeks to improve the look and function of these locations through, in particular, canopy tree planting. Accordingly, *The Frankston City Industrial Strategy 2025* seeks to improve and renew major industrial gateway locations and to acknowledge and support the function of major industrial roads in the service and consumer economy.

The transport strategy advocates for a review of freight access in industrial areas. The transport strategy was adopted by Council in February 2023.



### 2.4.13 Frankston Metropolitan Activity Centre Structure Plan

The structure plan sets out a vision and actions to guide the development of the centre over the next two decades.

The structure plan includes comprehensive directions covering housing, urban design, retail and commercial activity, social and physical infrastructure, movement and accessibility.

The plan was adopted by Council in September 2024 and affirms the role of the Frankston Metropolitan Activity Centre as the capital of the Mornington Peninsula and the municipality's leading employment and service node. The FMAC borders but does not incorporate industrial areas.

### 2.4.14 Frankston City Economic Development and Skilled Community Strategy 2024

*The Frankston City Economic Development and Skilled Community Strategy 2024* (EDS) is a 3-year plan to grow the local economy and improve the City's skilled community.

The plan seeks to support Frankston City as a location for investment. *The Frankston City Industrial Strategy 2025* identifies potential initiatives that a new Economic Strategy might consider in delivering certain actions.

### 2.4.15 Climate Change Strategy 2023-2030

Frankston City Council is committed to reducing energy usage, greenhouse gas emissions and transitioning to more sustainable energy sources. Council has set the ambitious target of achieving zero net emissions by 2025 to drive action across the organisation.

Council works closely with its local communities and other stakeholders to progress emission reductions through education, partnerships and projects.

The Strategy and Design Guidelines seeks to support Council's climate change goals by identifying industrial areas as potential future energy hubs, promoting environmentally sensitive design, and in envisaging industrial areas as locations that embrace a low carbon future and circular economy activity.



**Figure 11.** Open space within Precinct 3: Carrum Downs Industrial Precinct



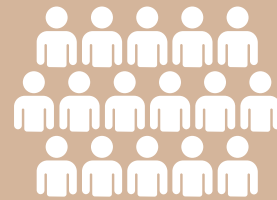
## 2.5 The Frankston Community

Despite the impact of the Covid pandemic, the City's population continued to grow adding 5,000 people through the 2016 to 2021 inter-censusal period. The municipality's median age at 2021 of 39 years was slightly older than that of Greater Melbourne (37 years).

As the population has grown its age profile has generally remained the same albeit that 30-year-old age groups represent an increasing share of the municipality's population.

The municipality's socio-economic status is also changing with median personal income (+22%) and household incomes (+24%) growing relatively rapidly. Correspondingly, educational attainment is also improving with the number of 15+ year olds with a university degree growing by near 4% in five years.

### Frankston City Community Profile



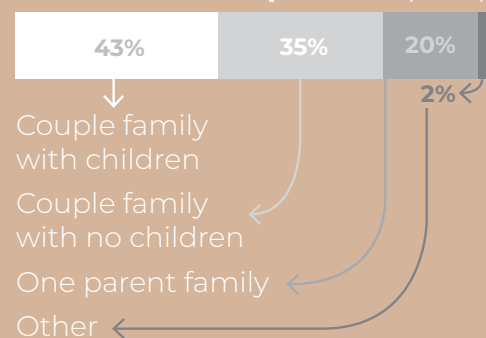
**139,281**  
2021 Population

**37,590**  
Households



**+5,000**  
Persons since 2016

#### Household Composition (2021)



#### Median Weekly Income

Household	\$1653	+24%
Individual	\$805	+22%
	Per Week (2021)	Change Since 2016

## Resident Workforce

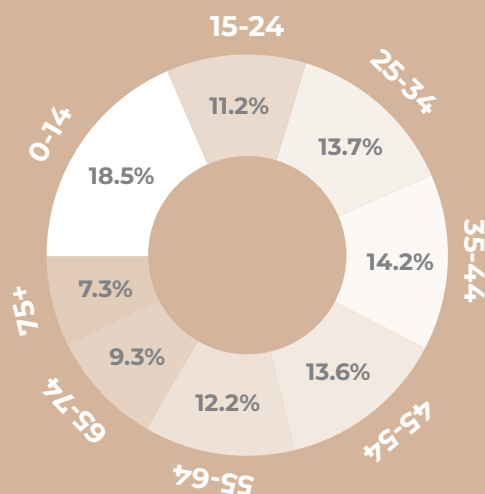
The municipality's workforce is growing. Through the 2016 to 2021 inter-censusal period the municipality's resident workforce grew to 68,545 workers, an increase of over 5,000 workers.

The municipality is home to a growing and substantive number of construction, health and education workers. The census also shows a large increase (+470) professional workers in the 5 years since 2016.

The municipality's workforce also incorporates an increasing share of managers and professionals. Of the municipality's 5,130 new resident workers, 70% identified as white collar workers.<sup>11</sup>



## Age Structure (2021)



## Frankston LGA Employment Profile (2021)

**15%**  
10,299  
Jobs  
Health Care and  
Social Assistance

**14%**  
9,489  
Construction

**10%**  
7,136  
Retail Trade

**9%**  
5,905  
Education and  
Training

**9%**  
5,994  
Manufacturing

**5%** 3,452 Public Administration

**5%** 3,764 Professional Services

**5%** 3,525 Accommodation  
and Food Services

**3%** 2,531 Logistics

**3%** 2,370 Wholesale Trade

<sup>11</sup> Analysis of ABS Census 2021 by Charter Keck Cramer ABS

## 2.6 What are we planning for?

Ongoing technological and economic change, land supply constraints, in combination with state and local policy aspirations for a fairer and more sustainable economy set the context for *The Frankston City Industrial Strategy 2025*.

Guided by the above the strategy plans for:

- **Employment growth and economic diversification via renewal and urban improvements.**
- **Improving worker and visitor amenity.**
- **Strengthening and promoting the City's economic clusters and core economic strengths.**
- **Increasing tree canopy, vegetation and the footpath network in industrial precincts.**
- **Boosting the identity and role of key economic nodes.**
- **Preparing for a more sustainable, digital and low carbon future.**
- **Increase worker well being.**



**Figure 12.** BBQ Facility in Precinct 3: Carrum Downs



# 3. The Vision and Strategic Response





# 3.1 Strategic Vision and Themes

*"Frankston City's accessible and connected industrial precincts will support a knowledge rich and sustainable low carbon economy. Through ongoing built form and public amenity renewal the precincts will grow and diversify their economic activity and employment as a dynamic destination for investment, regional entrepreneurs, industrial workers and local households."*

The above vision will be implemented through land use policy and the Frankston Planning Scheme, the application of urban design guidelines, public and private investment in amenity improvements, economic development initiatives and schemes, transport advocacy and investigations that support sustainability, innovation, business attraction and physical renewal.



## Theme 1

Activities and Land Use

## Theme 2

Circular and Sustainable Local Economy

## Theme 3

Built Form Design and Public Realm

## Theme 4

Connectivity and Transport

## 3.2 Strategic Themes and Objectives

The Strategic Response for the Frankston City Industrial Strategy outlines a range of Objectives, Strategies and Actions to plan for the renewal, revitalisation and economic growth of the City's industrial precincts in a holistic way. It is arranged under the four themes outlined below:

### Theme 1

#### Activities and Land Use

The Frankston City industrial precincts will strengthen its employment opportunities, attracting smaller 'cleaner' industry and supporting heavier uses in the larger industrial areas. With limited opportunities for further growth, clear guidance will be provided in relation to uses with further enhance the economic opportunity and offerings. New industrial uses will be encouraged within Sub Precinct 1A: Kananook, where across the day and night supported by a schedule of regular sporting events, supporting sports, leisure and hospitality uses.

### Theme 2

#### Circular and Sustainable Local Economy

Industrial precincts in Frankston City will become more environmentally friendly. Circular economy is a sustainable practice involving continuously reusing, repurposing, and recycling resources to reduce waste and landfills. The practice will identify and implement sustainable practices that will bring financial, environmental and social benefits to the industrial precincts.

### Theme 3

#### Built Form Design and Public Realm

The renewal and redevelopment of the aged industrial precincts will seek to enhance the physical environment and ensure the desirability and sustainability of these areas. New buildings will achieve best practice environmentally sustainable development, and addressing sensitive interfaces and public spaces in an appropriate way. The connection to the adjoining reserves will be strengthened across the precincts through new or enhanced laneways, enabling residents, workers and visitors to access employment and services. The streets, open spaces and recreation reserves of the industrial precincts will be attractive, activated, sustainable, safe and accessible, enhancing the City's physical environment. Upgrades to existing streetscapes and open space will be consistent in their design, through furniture and material treatments with generous footpaths and large street trees. The upgraded parks will provide much needed spaces for events, catching up with friends and family, or just relaxing outside.

### Theme 4

#### Connectivity and Transport

The streets of the Frankston City industrial precincts will be places where people can move conveniently and safely between destinations through new pedestrian links, and increased pedestrian priority. New bicycle connections will provide alternative ways to get around, and public transport will be enhanced and prioritised along key streets making it a more desirable option. The Principal Freight Network will continue to provide key vehicle access routes to support the industrial precincts growth, with the potential of enhanced links.

# Theme 1: Activities and Land Use

The Strategy aims to facilitate ongoing economic and employment growth in our thriving industrial precincts. The renewal of our industrial precincts and aged industrial properties will enhance and grow the vitality of our industrial areas as our community continues to grow and change.

## Objective 1:

Renew and redevelop aged industrial precincts

## Objective 2:

Strengthen Sub Precinct 1A: Kananook as a regional employment destination supported by sports, leisure and hospitality uses.

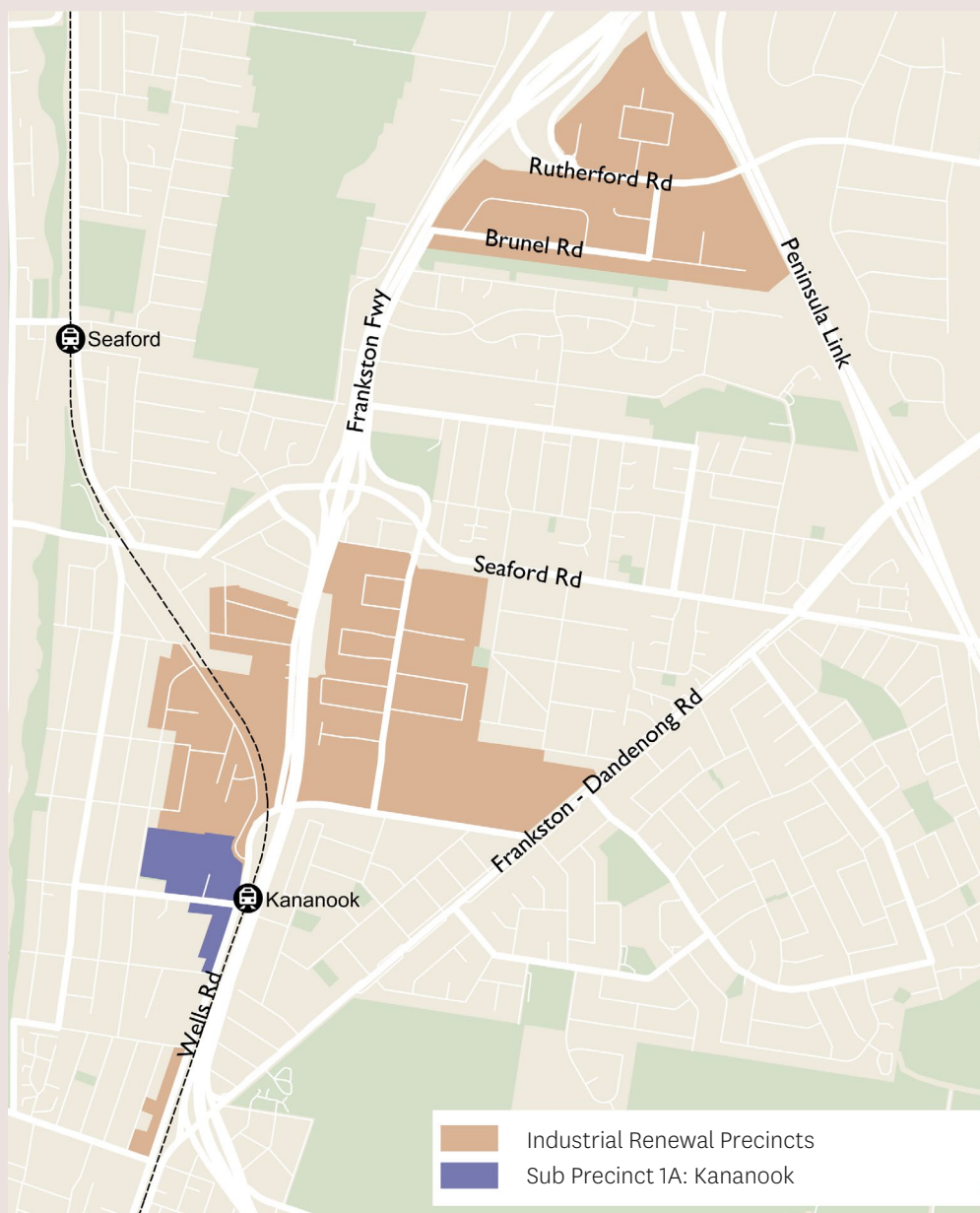


Figure 13. Industrial Renewal Precincts

# Objective 1    Renew and redevelop aged industrial precincts

*The municipality's aged industrial precincts will transform into attractive, high amenity employment and enterprise locations that support the needs of contemporary industrial industry.*

Strategies	Actions
<p><b>Strategy 1.1.</b>  <b>Provide a greater level of planning certainty.</b></p> <p>Our City will grow its industrial economy via the renewal of our aged industrial precincts into contemporary, high employment and productive precincts.</p> <p>We will support and guide the renewal of Precinct 1: Seaford and Precinct 2: Seaford North. The Frankston Planning Scheme will be updated to support and affirm industrial renewal thereby providing clear direction and certainty for developers, land owners and the industrial community. We also help facilitate renewal through the planning application process.</p> <p>Increasing the VicSmart application threshold for development in Precinct 1: Seaford and Precinct 2: Seaford North to \$3 million, will support redevelopment of industrial properties where an application for a planning permit decision is expected to be made within 10 business days.</p> <p>Precinct 1: Seaford will continue its evolution into a regionally significant local service, hospitality, leisure and consumer destination while maintaining its traditional industrial uses. Large aged sites in Precinct 2: Seaford North will be supported for renewal and transformation into contemporary sustainable industrial facilities.</p>	<p><b>Action 1. Planning Scheme Amendment</b></p> <p>Undertake a Planning Scheme Amendment to implement the <i>Frankston City Industrial Strategy</i> into Frankston Planning Scheme by amending the following:</p> <ul style="list-style-type: none"> <li>• Clause 02.03 Strategic Directions to incorporate directions from the Industrial Strategy.</li> <li>• Clause 02.04 Strategic Framework Plans to identify Precinct 1: Seaford and Precinct 2: Seaford North as industrial renewal precincts.</li> <li>• Clause 17.03 Industry to outline clear land use and specific directions for all precincts, especially Precinct 1: Seaford.</li> <li>• Schedule to Clause 59.15 Local VicSmart Application by setting the application threshold for development within both Precinct 1: Seaford and Precinct 2: Seaford North to \$3 million.</li> <li>• Amend Clause 72.08 Background Documents to include the Industrial Strategy as a Background Document.</li> </ul>
<p><b>Strategy 1.2.</b>  <b>Deliver a range of public realm and infrastructure improvements to encourage economic investment.</b></p> <p>The renewal of aged industrial areas will shift perceptions of Frankston City. Industrial renewal will help attract new and advanced businesses to industrial areas. The new contemporary renewed spaces will help attract new high skilled jobs and steadily transform the structure of our employment and economy.</p>	<p><b>Action 2. Economic Investment</b></p> <p>Work with landowners, developers and planning permit applicants to expedite the planning permit application process for the renewal of aged and redundant industrial sites. This will ensure that an efficient process is undertaken in order to facilitate the renewal of these precincts.</p> <p>Promote the renewal of Sub-Precinct 1A to business and landholders. Engage with businesses and landholders to facilitate the development of sites within this precinct.</p>



New business activity (resulting from renewal) will create positive perceptions of the industrial areas in the local community while boosting employment opportunities and investment.

Private investment will be incentivised by significant improvements to the public realm and infrastructure of industrial precincts. However, with the rising cost of construction, Council will need to investigate a funding mechanism that will facilitate the construction of public infrastructure in renewal areas.

### **Action 3. Funding Mechanism**

Delivered in Action 1 – Planning Scheme Amendment:  
Undertake a planning scheme amendment to amend the Schedule to Clause 74.02 Further Strategic Work to investigate a funding mechanism that will facilitate the construction of public infrastructure in renewal areas.

## **Objective 2** Strengthen Sub Precinct 1A: Kananook as a regional employment destination supported by sports, leisure and hospitality uses.

*The next decade of public and private investment will confirm Kananook's role as a regionally significant industrial and employment destination serviced by high capacity rail that integrates with a growing range of sports, leisure and hospitality uses.*

Strategies	Actions
<p><b>Strategy 2.1.</b></p> <p><b>Leverage broader employment opportunities created from the renewal and expansion of the Frankston Stadium.</b></p> <p>Sub Precinct 1A: Kananook is poised to thrive as a regional industrial and employment destination that is well serviced by public transport (Kananook Train Station). The renewal and expansion of the Frankston Stadium will anchor a range of recreation, hospitality, sports medicine and fitness uses in the sub precinct which will solidify the role of the precinct as a regionally significant destination.</p> <p>The precinct comprises significant numbers of aged industrial sites in direct proximity to high quality recreational and transport infrastructure. These sites will be supported for renewal that responds to the sub precinct's many urban advantages.</p>	<p><b>Delivered in Action 1 – Planning Scheme Amendment</b></p> <p>Undertake a Planning Scheme Amendment to implement the <i>Frankston City Industrial Strategy</i> into the Frankston Planning Scheme by amending the following:</p> <ul style="list-style-type: none"><li>• Clause 02.03 Strategic Directions to incorporate clear directions from the Industrial Strategy related to the Sub-Precinct.</li><li>• Clause 02.04 Strategic Framework Plans to identify Sub-Precinct 1A: Kananook as an industrial renewal precinct.</li><li>• Clause 17.03 Industry to outline clear land use and provide specific directions for all precincts, especially Sub Precinct 1A: Kananook.</li></ul>
<p><b>Strategy 2.2.</b></p> <p><b>Encourage sports, leisure and hospitality uses along Easton Avenue, while maintaining primary industrial uses.</b></p> <p>The Strategy encourages and supports new uses such as hospitality, fitness centres, recreation/ sports, medicine and health uses along both Easton and McCulloch Avenue. Renewal will attract additional workers and visitors whom will enliven Easton Avenue, McCulloch Avenue and Kananook Reserve and boost the economic performance vitality of local businesses.</p> <p>The <i>Frankston City Industrial Design Guidelines</i> (the Design Guidelines) will encourage new built form along Easton Avenue that will respond to its direct proximity to Kananook Reserve and the Frankston Stadium.</p>	<p><b>Delivered in Action 2 – Economic Investment</b></p> <p>Work with landowners, developers and planning permit applicants to expedite the planning permit application process for the renewal of aged and redundant industrial sites.</p> <p>This will ensure that an efficient process is undertaken in order to facilitate the renewal of this sub precinct.</p> <p>Promote the renewal of Sub-Precinct 1A to business and landholders. Engage with businesses and landholders to facilitate the development of sites within this precinct.</p>

Implementation of the *Kananook Reserve Master Plan* will further rationalise and improve sports infrastructure, expand tree canopy cover, improve landscaping, pedestrian connections and upgrade park furniture.

### **Strategy 2.3.**

#### **Support the development of small scale office along Wells Road.**

Sub Precinct 1A: Kananook enjoys significant transport and recreational infrastructure advantages. Renewal of aged industrial buildings is encouraged to incorporate office space and co-working space.

### **Strategy 2.4.**

#### **Encourage the redevelopment of land in close proximity to the Frankston Stadium.**

Council will develop a master plan for the renewal of the Sub-precinct. As part of the development of the masterplan, Council will investigate the redevelopment of its own land along McCulloch Avenue. Council land along McCulloch Avenue is well positioned to stimulate precinct activation and renewal.

The development of a master plan will consider a range of factors such as movement and place and improvements to safety both day and night, improving accessibility and encouraging the use of active transport.

### **Master Plan for Sub Precinct 1A: Kananook**

Prepare a masterplan to guide the use and development of Sub Precinct 1A: Kananook – Refer to Action 24 in Chapter 4 for more details.

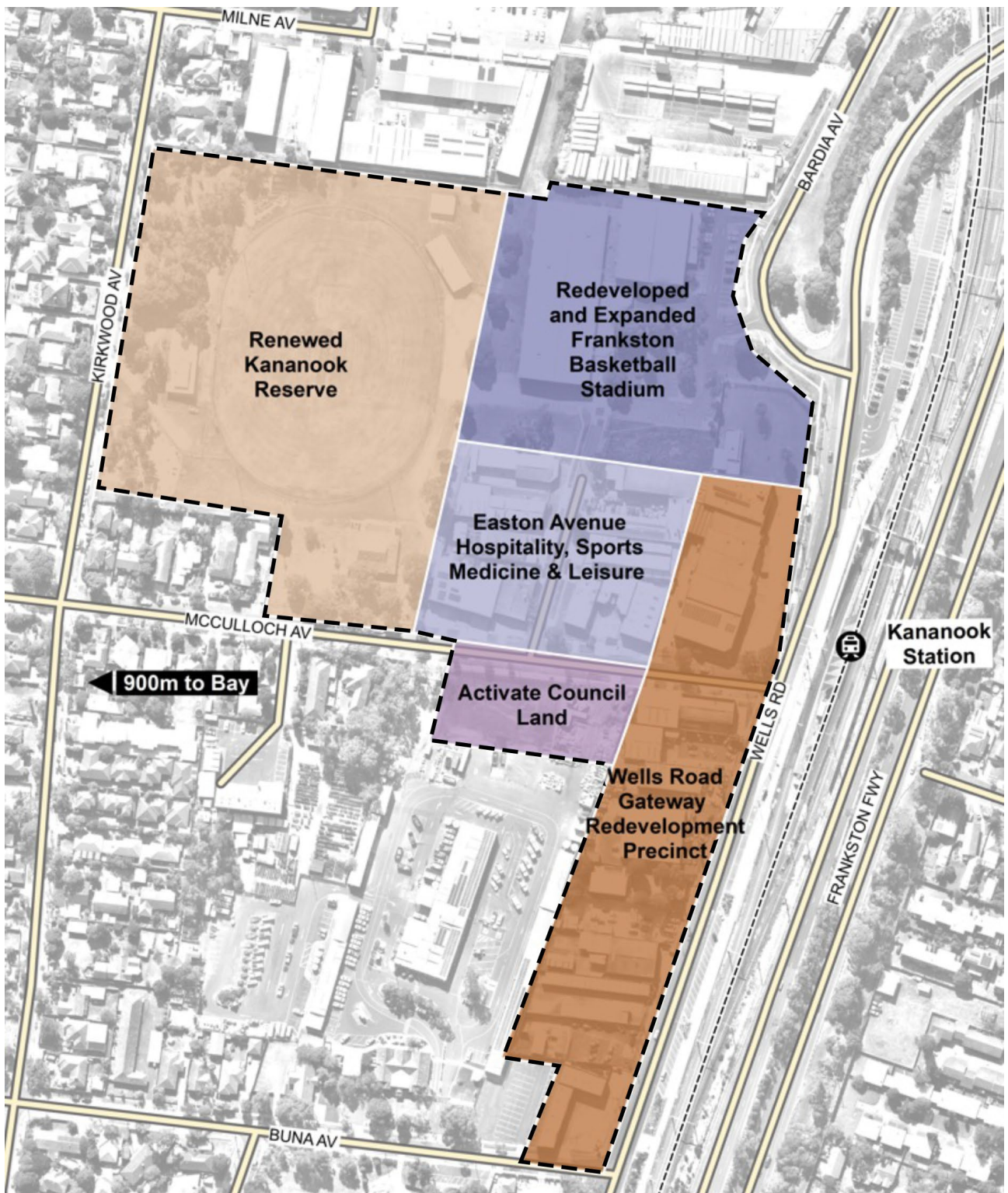


Figure 14. A Vision for Sub Precinct 1A:Kananook





## Theme 2: Circular and Sustainable Local Economy

The Strategy aims to facilitate a more sustainable and environmentally friendly industry sector. The Circular Economy is a sustainable practice that involves continuously reusing, repurposing and recycling resources to reduce waste and landfill. We aim to support industry as it seeks to become more circular in its practices and more sustainable in its use and consumption of energy and resources. This theme details an objective with a range of actions that will assist in delivering a sustainable and circular economy throughout the City's industrial precincts to deliver on the overall Vision.

### **Objective 3:**

Facilitate a low carbon circular economy



## Objective 3 Facilitate a low carbon circular economy

*Industrial precincts will lead the City's transition to a local low carbon, electrified and digitised industrial economy.*

Strategies	Actions
<p><b>Strategy 3.1.</b></p> <p><b>Support the low carbon transition of industry, in particular the local automotive industry.</b></p> <p>The transformation of the national economy into a more sustainable, carbon neutral, and circular economy will create unprecedented change across all industry sectors. Over the next two decades the municipality's logistics, automotive, manufacturing and construction sectors will each experience major change.</p> <p>Digitisation, the rise of additive manufacturing, distributed energy systems, and the evolution of a circular economy will result in a new, but much more sustainable economy.</p>	<p><b>Action 4. Climate Change</b></p> <p>Assist and enable the community aspirational emission reduction target and climate adaptation priorities set out in the <i>Climate Change Strategy 2023-2030</i> and waste reduction targets set out by the <i>Waste Circularity Action Plan (2023)</i>. Focus on existing and future uses within Frankton City industrial precincts, by:</p> <ul style="list-style-type: none"><li>• Assist the industrial business community and collaborate with developers to incorporate a climate action considerations in new and existing buildings through elevating Environmentally Sustainable Design (ESD) requirements.</li><li>• Engaging with the local automotive industry to understand how low emission vehicles will impact on their land use needs and employment outlook.</li><li>• Undertaking mapping of industry supply chains/material flows to identify opportunities to promote co-location of industries and opportunities to facilitate circular economy activities.</li></ul>
<p><b>Strategy 3.2.</b></p> <p><b>Support/encourage distributed energy systems in the industrial precincts.</b></p> <p>Plan for a distributed energy system in which industrial areas support local power generation and storage technology including precinct wide roof top solar and battery schemes that service the needs of local industry and residents.</p> <p>National, State and local leadership is needed to both facilitate and steer this change which in Frankston City provides significant opportunities to link industrial areas to the energy needs of surrounding residential areas, to electrify logistics movements and to further boost the role of industrial areas in advanced manufacturing and the knowledge economy.</p> <p>As small-scale power generation and storage technologies evolve, industrial areas provide an opportunity to introduce infrastructure and distribution systems for a low carbon future.</p>	

### Strategy 3.3.

#### Continue to survey of all businesses in industrial precincts.

The *Industrial Precincts Needs Analysis Survey*, commissioned by Council was undertaken in both 2018 and 2022. The surveys provides a broad range of insights into local business perspectives on industrial areas, long term plans and urban and economic challenges and opportunities.

To help businesses grow, Council needs to continue to survey businesses.

### Action 5. Industrial Precincts Business Needs Analysis Survey

Undertake the *Industrial Precinct Business Needs Analysis Survey* every five (5) years with the next one to occur in 2027.

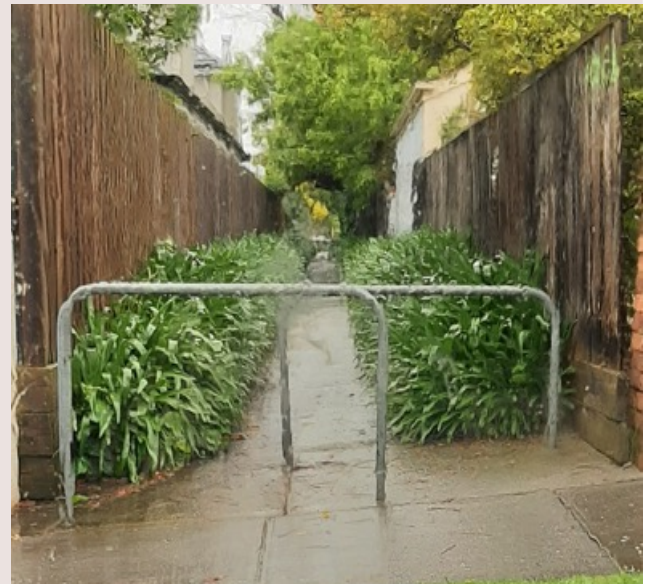
## Theme 3: Built Form Design and Public Realm

The Strategy promotes high quality architecture and design that contributes to attractive and engaging Industrial Precincts including streets and public spaces that are inspiring and people orientated. The Built Form Design and Public Realm theme details an objective with a range of strategies that will assist in delivering a high quality built form.

Refer to Chapter 4 – Precincts for more detailed Public Realm Projects.

### **Objective 4:**

Create attractive and sustainable industrial precincts



**Figure 15.** The Strategy advocates for improvements to the safety and attractiveness of pedestrian access to industrial areas



**Figure 16.** The Strategy advocates for the introduction of fitness equipment and other recreational amenity to industrial reserves to support worker well being



## Objective 4 Create attractive and sustainable industrial precincts

*Ongoing improvements to public and private amenity will enhance the visitor and worker experience of the City's industrial precincts.*

Strategies	Actions
<p><b>Strategy 4.1.</b></p> <p><b>Implement a range of built form and design objectives across industrial precincts that sets a new standard for architecture, Environmentally Sustainable Design (ESD) and responds appropriately to sensitive interfaces.</b></p> <p>Many of our industrial precincts are located at important gateways to the City. Lifting the presentation and the amenity of these locations will enhance perceptions of the City by residents, visitors and businesses.</p> <p>The Design Guidelines will encourage new development to address abutting reserves through the orientation of windows and administrative spaces onto reserves.</p> <p>The Design Guidelines will also seek to discourage unsightly storage practices that detract from industrial areas through planning permit conditions as per guideline 14.2.2.</p>	<p><b>Delivered in Action 1 – Planning Scheme Amendment</b></p> <p>Undertake a planning scheme amendment to implement the <i>Frankston City Industrial Design Guidelines</i> into the Frankston Planning Scheme by applying the following:</p> <ul style="list-style-type: none"> <li>• Amending Clause 02.03 Strategic Directions to provide clear direction from the <i>Design Guidelines</i>.</li> <li>• Amending Clause 02.04 Strategic Framework Plans to identify open space links.</li> <li>• Insert a new Schedule to Clause 43.02 Design and Development Overlay to apply the Design Guidelines to all industrial and select land in the Commercial 2 Zone.</li> <li>• Amending Schedule to Clause 59.16 Information Requirements and Decision Guidelines for Local VicSmart Applications by listing information requirements for VicSmart planning permit applications.</li> <li>• Amend Clause 72.08 Background Documents to include the Design Guidelines as a Background Document.</li> </ul> <p><b>Delivered in Action 4 – Climate Change</b></p> <p>Achieve the community aspirational emission reduction target and climate adaptation priorities set out by the <i>Climate Change Strategy 2023-2030</i> with a particular focus on Council led developments and upgrades within the Frankston City industrial precincts.</p> <p>Assist the community and collaborate with developers to incorporate a climate action considerations in new and existing buildings through elevating Environmentally Sustainable Design (ESD) requirements.</p>

## Strategy 4.2.

### **Deliver improvements to open space reserves that contribute to the creation of exciting and attractive public realm in and adjacent to the industrial precincts.**

As industrial precincts increasingly support hospitality, service and leisure activities, it is vital that they provide high levels of pedestrian amenity and safety as well as clean and accessible private and public realm.

In the competition for talented workers and investment, high amenity environments play an important role in attracting and retaining skilled knowledge workers and facilitating ongoing cycles of investment and renewal.

High amenity environments that incorporate active and passive leisure uses can also help improve the well-being and health of industrial workers, as this type of work can be isolating.

Additional considerations should be given to the following:

- Providing continuous and integrated high quality footpaths that promote pedestrian mobility throughout industrial precincts and to and from surrounding areas.
- Improving safety both during the day and night of the industrial precincts by ensuring that footpaths are well lit, provide clear site lines and by ensuring that vegetation is well maintained.
- Exploring opportunities to landscape and transform reserves to locations that support industrial wellbeing through incorporating active and passive recreation facilities including BBQ areas and outdoor fitness equipment.

The following locations have been identified for providing new/enhanced public spaces:

1. Miles Grove Reserve (45M Miles Grove, Seaford) in Sub Precinct 1C: Bardia Avenue.
2. Lathams Link Reserve (68M Lathams Road, Seaford) in Precinct 2: Seaford North.
3. Maple Link Reserve (1R Maple Street, Seaford) in Precinct 2: Seaford North.
4. Unnamed Reserve (50M-52M Lathams Roads and 499M Frankston-Dandenong Road) in Precinct 3: Carrum Downs.

## **Improvements to Miles Grove Reserve**

Refer to Action 23 in Chapter 4

## **Improvements to Brunel Link and Lathams Link Reserve**

Refer to Action 26 in Chapter 4

## **Improvements to Maple Link Reserve**

Refer to Action 28 in Chapter 4

## **Improvements to 50M-52M Lathams Roads and 499M Frankston-Dandenong Road Reserve**

Refer to Action 31 in Chapter 4

### Strategy 4.3.

#### Upgrade key industrial precinct streets.

Key streets across all of the industrial precincts will be upgraded to increase landscaping, provide high quality paving, and additional space for people to gather, which include:

1. Sub Precinct 1C: Bardia Avenue.
2. Precinct 2: Seaford North.
3. Precinct 4: McClelland Drive, Langwarrin.

### Strategy 4.4.

#### Increase tree canopy cover and biodiversity across the industrial precincts.

The dominance of hard surfaces and buildings in industrial precincts increases urban heat. Expanding tree canopy and landscaping coverage in industrial precincts, (particularly in older industrial areas) will help increase shade, cool the streets and public spaces, making them a more desirable place for workers and visitors.

### Strategy 4.5.

#### Transform Hartnett Drive into a prominent boulevard.

Hartnett Drive will be transformed into a prominent boulevard that forms an active spine for Precinct 1: Seaford. The proposed upgrades will seek to increase pedestrian footpath space on both sides of the road, increase canopy tree planting and WSUD treatments, and provide bicycle lanes in each direction. To improve safety and connectivity, to the foreshore, additional signalised crossings will be installed as well improved lighting.

### Strategy 4.6.

#### Improve and enhance the integration of the surrounding open space reserve laneways into industrial precincts.

The industrial precincts provide significant employment opportunities for local residents and generate a high level of pedestrian activity.

The Strategy seeks to provide for better integration of the industrial precincts into existing open space reserves in order to encourage pedestrian movement throughout and to and from adjoining residential areas. A close working relationship between Council and landowners/responsible authorities will be key to achieve these connections.

### Sub Precinct 1C: Bardia Avenue Street Upgrades

Refer to Action 20 in Chapter 4

### Precinct 2: Seaford North Street Upgrades

Refer to Action 25 in Chapter 4

### McClelland Drive, Langwarrin Upgrade

Refer to Action 33 in Chapter 4

### Action 6. Cooling and Greening

Integrate a range of cooling and greening initiatives throughout the industrial precincts to achieve the targets set by the *Urban Forest Action Plan (2020)* (In particular Precinct 1: Seaford and Precinct 2: Seaford North).

### Hartnett Boulevard Master Plan and Implementation.

Refer to Action 19 in Chapter 4

### Bruce Aitken Reserve Connection.

Refer to Action 22 in Chapter 4

### Maple Link Reserve Connection (Brunel Laneway Improvements)

Refer to Action 27 in Chapter 4

#### **Strategy 4.7.**

##### **Ensure attractive front setbacks of Industrial Properties.**

Unsightly front setbacks reflect poorly on industrial and detract from worker and visitor amenity. Discouraging unsightly storage spaces through additional compliance measures will enliven streets and spaces and boost the economic performance of local businesses.

#### **Action 7. Compliant industrial properties**

Engage with landowners and planning permit applicants to address unsightly and disorderly front setbacks within private property through site inspections to assess compliance and through planning permit conditions as per the *Frankston City Industrial Design Guidelines* G14.2.2 (page 50).

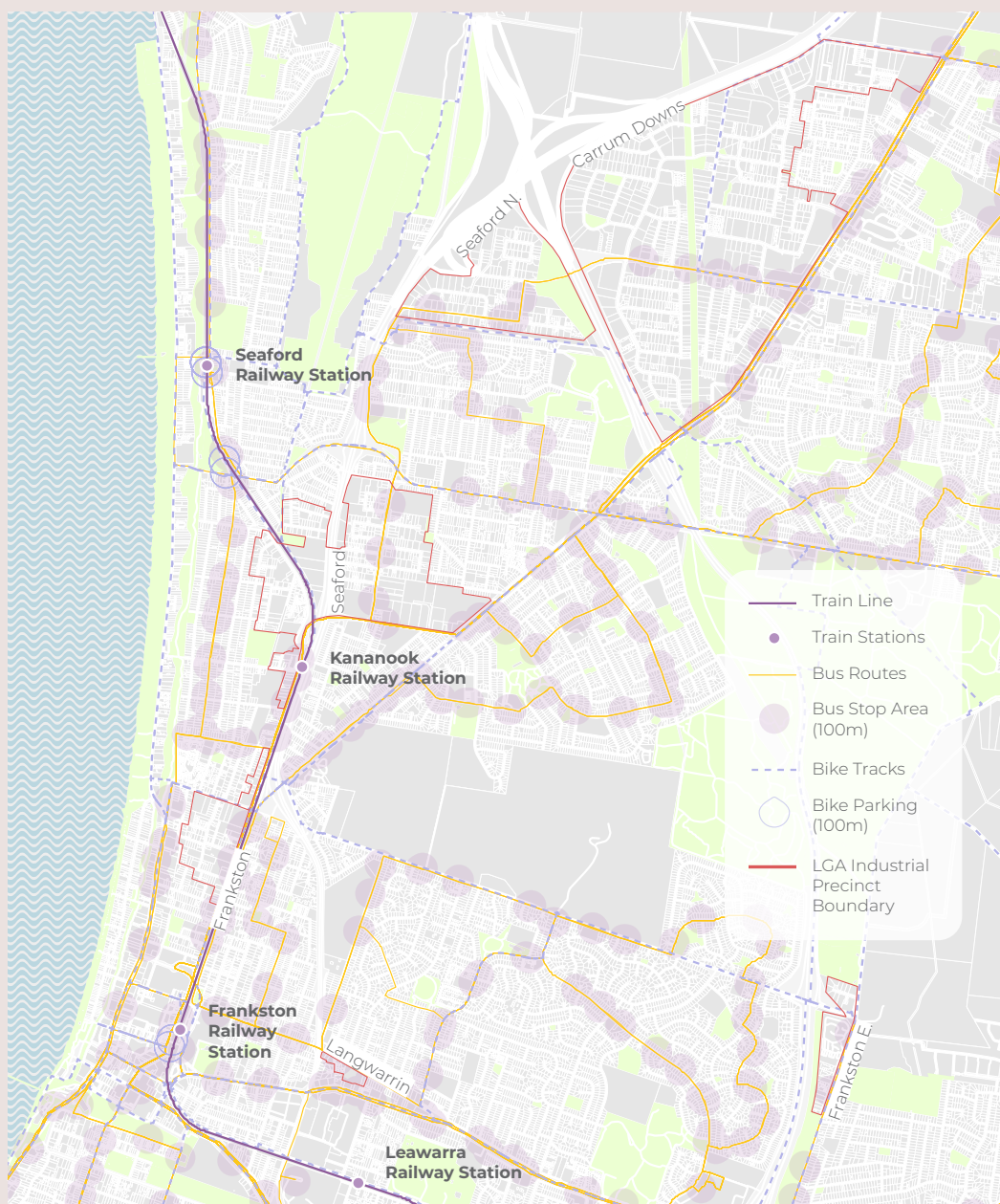


## Theme 4: Connectivity and Transport

The Strategy seeks to enhance the accessibility of our industrial precincts. Our industrial precincts will become more connected and accessible locations ensuring that visitors and workers can walk, cycle and use public transport to access our industrial precincts. This theme details an Objective and a range of Strategies to help achieve the vision, as well as improving the overall connectivity of the industrial precincts.

### Objective 5:

Increase accessibility and transport infrastructure



**Figure 17.** Frankston City Public Transport and Cycling Infrastructure

## Objective 5 Increase accessibility and transport infrastructure

*Enforcing the accessibility of our industrial precincts, active transport infrastructure will provide choice and improved visitor and worker connection.*

Strategies	Actions
<p><b>Strategy 5.1.</b></p> <p><b>Develop a network of connected and safe shared pedestrian and cycling routes.</b></p> <p>As businesses grow and industrial precincts support additional employees, freight movements, and customers, new transport solutions will be implemented to improve accessibility and broaden transport options.</p> <p>The Peninsula Link Trail will be connected to industrial precincts (in particular Precinct 3: Carrum Downs). This will integrate regional and local cycling infrastructure and footpath networks boosting active transport accessibility for visitors and workers.</p> <p>Pedestrians will enjoy a range of options for moving around industrial precincts with new pedestrian connections along key desire lines, making it easier for people to access services and reserves.</p> <p>Figure 17 recognises future and existing public transport and cycling infrastructure. These routes will be designed in a way that prioritise safe pedestrian and cycling movement both along and across streets, and through key intersections.</p>	<p><b>Action 8. Pedestrian Network Audit and Framework (Safety and Amenity)</b></p> <ol style="list-style-type: none"> <li>1. Undertake an audit of all the streets and paths in the industrial precincts to establish a new streetscape capital works program.</li> <li>2. Develop a framework that assesses and prioritises initiatives to improve the amenity of streets and pedestrian networks.</li> </ol> <p><b>Action 9. Road and Footpath Maintenance Plan Review</b></p> <p>Review the maintenance service levels of existing streets, paths and associated infrastructure within the next review of the <i>Road and Footpath Maintenance Plan</i>.</p> <p><b>Action 10. Pedestrian and Cycling connections</b></p> <p>Prepare design concepts and implement bike lanes / shared user paths throughout the industrial precincts. Ensure this links with broader active transport networks as defined in the <i>Frankston City Integrated Transport Strategy (February 2023)</i>, <i>Paths Development Plan (August 2020)</i> and the <i>Bike Riding Strategy (August 2024)</i>.</p> <p><b>Action 11. Wayfinding Signage (Pedestrian and Cycle)</b></p> <p>Implement the <i>Frankston City Council Wayfinding Strategy and Style Guide (October 2022)</i> throughout the industrial precincts.</p> <p><b>Action 12. Principal Freight Network Improvements</b></p> <ol style="list-style-type: none"> <li>1. Advocate to Infrastructure Victoria and the Victorian State Government to fund and develop a business case for the feasibility of a direct vehicle access point to the Mornington Peninsula Freeway from Rutherford Road, Seaford (northbound).</li> <li>2. If deemed feasible, advocate to Victorian State Government for funding to construct a direct vehicle access point.</li> </ol>
<p><b>Strategy 5.2.</b></p> <p><b>Maintain and enhance high quality links to the Principal Freight Network.</b></p> <p>While the City seeks to broaden and expand transport options both to, from and throughout the industrial precincts, it will continue to protect and enhance important road transport links to the state's principal freight network.</p>	

### **Strategy 5.3.**

#### **Introduce new traffic measures along Frankston Gardens Drive.**

A range of traffic measures will be developed and implemented in response to increased traffic volumes along Frankston Gardens Drive. This will include exploring traffic signalisation of the street and Frankston Dandenong Road which will improve pedestrian and vehicle safety.

These measures will be developed in consultation with the community, businesses and DTP.

### **Strategy 5.4.**

#### **Improve bus priority along key industrial precinct streets.**

A number of traffic management initiatives will be developed and implemented in order to prioritise bus movements along key streets.

Precinct 3: Carrum Downs will be supported by high frequency public transport services commensurate with an area that employs approximately 9,800 workers.

### **Strategy 5.5.**

#### **Support the electrification of freight fleet and drone delivery services.**

Industrial precincts will embrace sustainable mobility by welcoming the introduction of hydrogen infrastructure, electric charging infrastructure and any other new technologies that will support the sustainability of the freight fleet.

Council will also explore the potential role of Precinct 2: Seaford North and Precinct 3: Carrum Downs as a base for drone delivery services.

### **Strategy 5.6.**

#### **Investigate car parking facilities in industrial precincts.**

Future car parking facilities will be investigated in locations that are easily accessed from major roads. Walking connections between potential car parks and key destinations will be enhanced to improve safety.

### **Action 13. Traffic Management**

Work with the Department of Transport and Planning (DTP – Transport) to develop solutions that improve the functionality and efficiency of vehicle movements at the Frankston Gardens Drive and Frankston Dandenong Road intersection.

### **Action 14. Bus service review**

Advocate to the Department of Transport and Planning (DTP – Transport) for a bus service review for all bus routes within the industrial precincts.

### **Action 15. Bus network**

Work with the DTP – Transport to improve the efficiency of the bus network, with a focus on Precinct 1: Seaford, Precinct 2: Seaford North, Precinct 3: Carrum Downs and Precinct 4: Langwarrin.

### **Action 16. Sustainable transport**

Establish a Council working group to identify ways to increase sustainable transport options.

### **Action 17. Drone delivery services**

Council to monitor the role of industrial precincts in drone delivery services by maintaining an up to date understanding of drone regulation and associated built form requirements through the upcoming *Smart Cities Strategy*.

### **Action 18. Investigate locations for additional/ shared car parking.**

1. Undertake an audit of all on street car parking.
2. Undertake a car parking feasibility study that investigates opportunities to introduce additional/shared car parking facilities and associated pedestrian improvements in high demand locations.



## 4. Precinct Directions





## 4.1 Overview

*The Frankston City Industrial Strategy 2025* acknowledges the different economic role and development trajectory of the City's six industrial precincts.

The long term growth outlook for our industrial precincts differs according to their locational advantages and constraints. Over time, for instance, Precinct 1: Seaford will further integrate with surrounding residential areas by growing its consumer focus and physical connectivity to nearby communities while Precinct 2: Seaford North and Precinct 3: Carrum Downs will continue to support and attract nationally significant businesses while continuing to improve their amenity.

This chapter details actions to guide the evolution of our industrial precincts.

Six (6) precincts have been designated as outlined in Figure 18 and are described in the following pages.



Figure 18. Frankston City Industrial Precincts



## 4.2 Precinct Visions

### 4.2.1 Overview

The Strategy's guiding vision seeks to ensure that our industrial precincts are rich with employment opportunities and support a growing and thriving economy.

The below provides a vision of each precinct:

**Precinct 1: Seaford** - A renewed Seaford industrial precinct will include high quality workspaces and improved public amenity. Seaford's outstanding public transport infrastructure and road access will enable renewed sites to attract new and diverse business and skills from across the region. A renewed Seaford will be perceived as helping lead the socio-economic evolution of the region and our City.

**Precinct 2: Seaford North** - A renewing Seaford North will continue to provide high quality and accessible floor space to support the operations of regionally significant construction, logistics and manufacturing sectors. Renewal will help industries grow whilst also providing high quality, high amenity space for new digital industries and start up manufacturers attracted to the flexibility and amenity of industrial areas. Landscaping and pedestrian amenity improvements will improve the experience of the precinct for visitors and workers.

**Precinct 3: Carrum Downs** - Carrum Downs will continue to set the standard in industrial built form and worker and visitor amenity in Melbourne's south. High quality landscaping, streetscapes and contemporary industrial built form will attract national and state significant logistics, advanced manufacturing and construction enterprises along with leading 21st century automotive and digital economy enterprises. Growth in economic activity and employment will derive from the further intensification of sites including vertical industrial growth. The precinct's growing workforce and visitor base will be served by high quality and frequent public transport links, improved hospitality options, active recreation opportunities and expanded cycling infrastructure.

**Precinct 4: Langwarrin** - Langwarrin will continue to function as a locally focused industrial precinct supporting the floor space needs of trade, construction, and automotive sectors whilst also supporting local service and recreation needs. Ongoing development within the precinct will affirm the precinct's landscape setting while enabling greater pedestrian mobility to and through the precinct.

**Precinct 5: Frankston East** - The Frankston East industrial precinct will continue to support established automotive uses and other established urban service industrial uses in the heart of Frankston, whilst exploring the opportunity to incorporate new commercial uses.

**Precinct 6: Frankston** - The Frankston industrial precinct will evolve into a contemporary regionally significant electric vehicle hub that supports the sales, service and supply needs of fully electrified automotive manufacturers. New automotive sales and service facilities will help further activate and renew Wells Road providing space for new uses and enterprises.

## 4.3 Precinct 1: Seaford

### 4.3.1 Overview

Precinct 1: Seaford is identified as being regionally significant in the *Melbourne Industrial and Commercial Land Use Plan (2020)* and is the municipality's oldest industrial area. Successive eras of economic change are reflected in the precinct's eclectic mix of industrial buildings which include pre-war brick, 1970's brick veneer and contemporary steel and concrete buildings.

The 103 hectare industrial precinct is bisected by the Frankston Freeway and the Frankston Train line results in three relatively distinct sub precincts which are identified in Figure 19:

### Seaford

**3,872** Jobs (2021)

**+472** Jobs Growth  
(2016 - 2021)

### Leading Sectors

Construction  
Health Care and Social Assistance  
Manufacturing

### Growth Sectors

Construction  
Health Care and Social Assistance  
Wholesale Trade



Figure 19. Seaford sub precincts



### **Sub Precinct 1A: Kananook**

Sub Precinct 1A: Kananook has significant locational advantages with its proximity to the Port Phillip Bay/ Seaford Beach (800m walk), direct access to the Kananook Train Station and access to community infrastructure and open space, such as the Frankston Stadium (was the Frankston District Basketball Stadium) and Kananook Reserve.

The Frankston Stadium is a major regional destination that in 2025 is scheduled to undergo redevelopment and expansion which will further affirm this sub precinct's ability to support associated uses and identify as a major employment destination.

3.5 hectares of industrial land includes aged and highly degraded industrial buildings, particularly along Easton Avenue which abuts the Kananook Reserve and the Stadium.

While the area attracts numerous visitors throughout the week, the presentation of the adjoining industrial streets detracts from the visitor experience. The current uses do not provide the services or hospitality businesses that visitors are seeking both prior and post sporting matches and as a result, they are leaving the precinct.

### **Sub Precinct 1B: Hartnett Drive**

This sub precinct functions as Seaford's central spine which has connecting streets that support medium sized industrial facilities which include manufacturing, warehousing and wholesaling.

It is situated amongst the established residential community of Seaford which provides health, recreation, hospitality and retail uses and is currently experiencing significant growth with increasing cafes, hospitality businesses, fitness centres, bulky goods operations and health practitioners along Hartnett Drive which increasingly resembles a conventional shopping strip.

### **Sub Precinct 1C: Bardia Avenue**

This sub precinct is potentially the most challenging to revitalise as it has a high number of dilapidated sites, poor street connectivity, limited number of low quality footpaths and minimal landscaping. The area is within close proximity to residential uses and interfaces with the rear of residential properties along Govan Street and Milne Avenue and includes a retarding basin that could be master planned to support active and passive recreation uses.

The area supports large format manufacturing and warehousing automotive sales and services and an expanding mix of locally focused services. Recently, the 5.5 hectares of land abutting the rail line was acquired and redeveloped for train stabling.

This sub precinct is beginning to experience built form renewal and has a number of large sites that are suitable for redevelopment.



**Figure 20.** The Strategy proposes to prioritise pedestrian amenity along Hartnett Drive and explore cycling infrastructure

### Activities and Land Use

In 2021, construction and manufacturing uses were the leaders in employment while health care and social assistance employment led the precinct's employment growth which reflects the ongoing change of use occurring within the Seaford industrial precinct toward local community uses.

### Circular and Sustainable Local Economy

The ongoing renewal of industrial properties will result in ongoing opportunities to boost the sustainability and energy efficiency of the precinct particularly through water sensitive design and the introduction of solar energy infrastructure. The precinct may ultimately host a battery to store and distribute energy to business and nearby households. The precinct will welcome initiatives to implement new energy infrastructure and innovations that create energy efficient outcomes.

The precinct will continue to welcome new resource efficient enterprises while working with existing enterprise on pathways to become more resource efficient and more circular in their practices. The precinct will also be considered for the introduction of charging station technology and other shared technologies.

### Built Form Design and Public Realm

Seaford's aged industrial sites will renew into attractive and contemporary facilities while the renewal of the precinct's key gateway sites will achieve high quality architectural outcomes that communicate the values of Frankston City as a high quality and liveable 21st century locality. The public realm will likewise renew to reflect Seaford's role as consumer destination for nearby residents and its relationship to regionally significant recreational infrastructure.

### Connectivity and Transport

Access into Precinct 1: Seaford via Wells Road, Bardia Avenue and the Frankston Freeway also provides access into the broader municipality from Melbourne's north. Given this, Seaford functions as an important gateway.

Seaford's industries benefit from their close proximity to major road infrastructure, Eastlink, the Peninsula Link Freeway and Frankston-Dandenong Road. The precinct is also well serviced by its proximity to the Frankston Railway Line which provides high quality public transport access to Seaford's core sub-precinct, Sub Precinct 1B: Hartnett Drive (Hartnett Drive is within a 5 minute walk from the Kananook Station).



**Figure 21.** Industrial redevelopment in Precinct 1: Seaford

4.3.2 Precinct 1 - Actions

Figure 22 identifies actions and improvement across Precinct 1. These actions are outlined in the following pages.

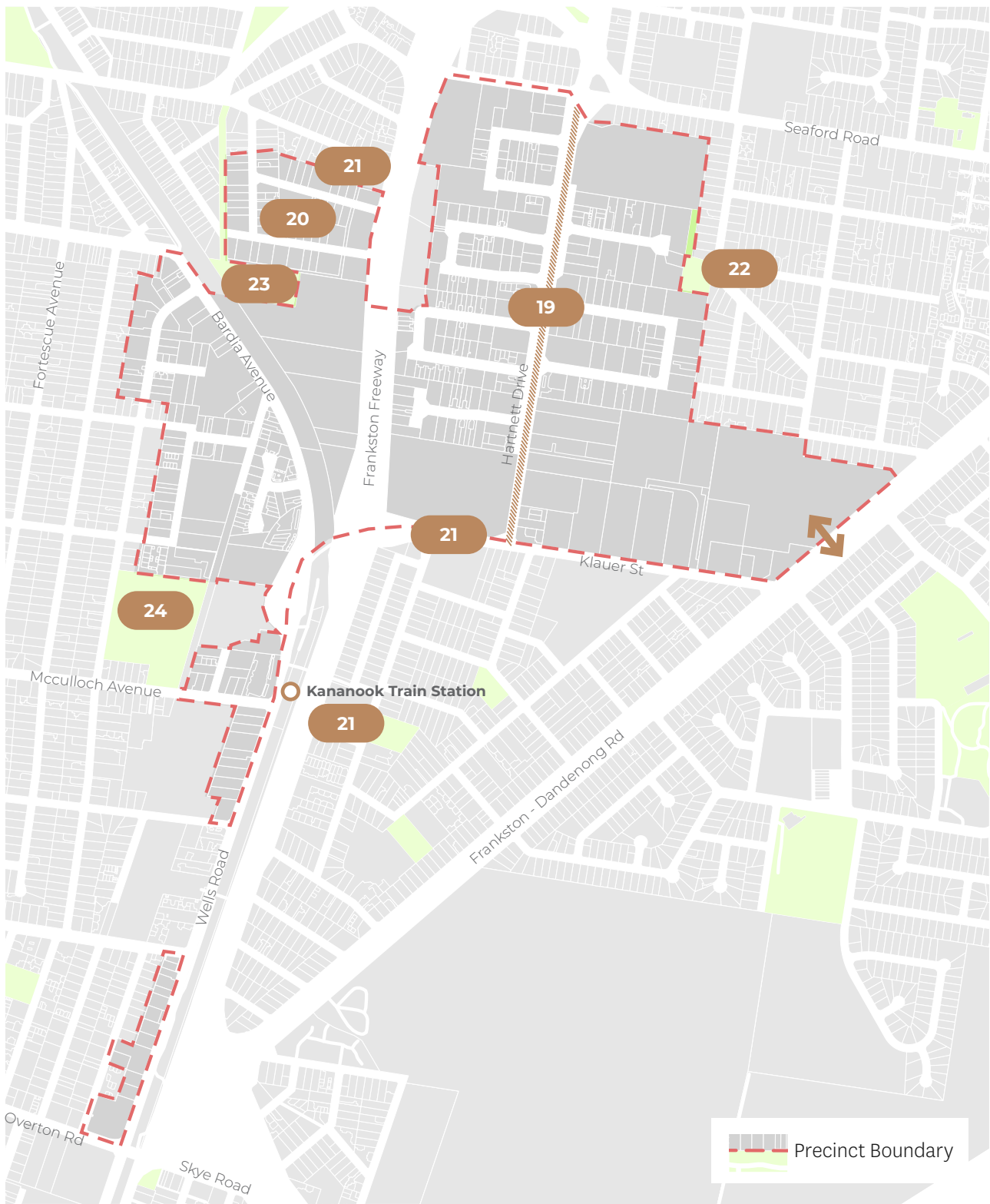


Figure 22. Precinct 1: Seaford - Actions

## Precinct 1 - Actions

### Action 19. Hartnett Boulevard Upgrade

Prepare a master plan for Hartnett Drive and construct staged upgrades to transform Hartnett Drive to a Boulevard. This action is to be considered as part of Action 8.

The master plan should consider:

- Increased/enhanced footpath spaces to support outdoor dining enable retail uses that will activate footpaths to create safer and high quality public realm.
- A distinctive sense of place created through the use of consistent design and high quality pavement, street furniture, lighting and signage.
- Additional canopy tree planting within the median and nature strips.
- Water Sensitive Urban Design (WSUD) treatments to improve environmental quality and performance of the road to prevent premature degradation.
- Bike lanes in each direction.
- Retention of on-street parking.
- A gateway experience at Seaford Road and Klauer Street provided through iconic tree planting, lighting and integrated art opportunities.
- Key gateway sites that encourage high quality industrial commercial built form at the northern and southern entrances of Hartnett Drive.
- Additional pedestrian crossings along the Boulevard.

### Action 20. Sub Precinct 1C: Bardia Avenue Street Upgrades

Prepare design concepts and construct street upgrades within Sub Precinct 1C: Bardia Avenue as part of a staged approach. This action is to be considered as part of Action 8.

The design concepts should consider:

- High quality and widened footpaths.
- Additional street canopy tree planting and increased landscaping.
- Retention of on-street car parking.
- Increased public lighting.
- High quality industrial commercial built form at the northern and southern entrances of Bardia Avenue.
- Potential traffic calming measures to replace existing road blockages to increase connectivity.



Figure 23. Action 19 - Example of Activation



Figure 24. Action 19 - Example of Boulevard landscaping



Figure 25. Action 19 - Hartnett Drive



Figure 26. Action 19 - Hartnett Drive

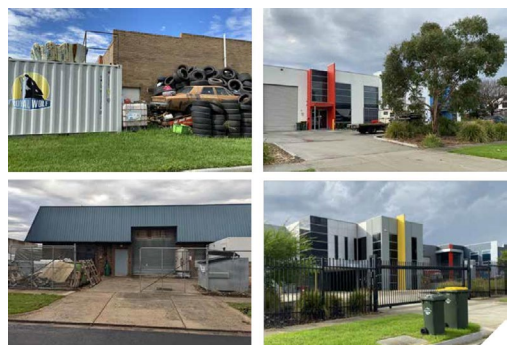


Figure 27. Action 20 - Potential Transformation



### Action 21. Amenity Improvements to Frankston Freeway

Advocate to DTP (Transport) to improve the amenity of the Frankston Freeway through the planting of canopy trees and under-storey and by screening properties that are visible from major roads.

### Action 22. Bruce Aitken Reserve Connection

Undertake an investigation to apply the Public Acquisition Overlay (PAO) to 6-7 Apsley Place, Seaford to facilitate the delivery of a pedestrian link.

- a. Prepare design concepts and undertake the construction of a pedestrian link from the precinct to Bruce Aitken Reserve to Stawell Street.

### Action 23. Improvements to Miles Grove Reserve

Advocate to and work with Melbourne Water to improve the amenity and accessibility of Miles Grove Reserve (45M Miles Grove, Seaford).

Improvements should consider:

- Interpretation opportunities along the reserve.
- Improvements to the environmental quality of the reserve.
- Consistent streetscape standards and landscaping treatments along the reserve corridor.
- Identification of activity nodes, such as outdoor gym infrastructure.
- Improved pedestrian and cycle connections to the industrial precinct.
- The inclusion of BBQ facilities.

### Action 24. Master Plan for Sub Precinct 1A: Kananook

Prepare a master plan for Sub Precinct 1A: Kananook, to provide better integration of the Frankston Stadium, Kananook Reserve and Council owned land at McCulloch Avenue to enhance this precinct as a regional employment destination for the South East.

The master plan should consider:

- The future expansion of the Frankston Stadium.
- Uses that could be provided within the precinct that support the future expansion of Frankston Stadium.
- The Kananook Reserve master plan.
- Improvements to the footpaths along Easton Avenue, McCulloch Avenue and Wells Road, through additional landscaping and canopy tree planting.
- Investigate the potential redevelopment of Council owned land on McCulloch Avenue that is in proximity to the Frankston Stadium.
- An improved pedestrian connections from Easton Avenue into the Frankston Stadium and Council land.



Figure 28. Action 21 - Improve Streetscape



Figure 29. Action 23 - Example for Miles Grove Reserve



Figure 30. Action 24 - Example of transformed industrial (Morris Moor in Moorabbin Vic)

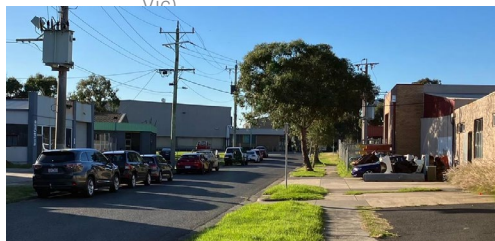


Figure 31. Action 24 - Easton Avenue



Figure 32. Action 24 - Easton Avenue

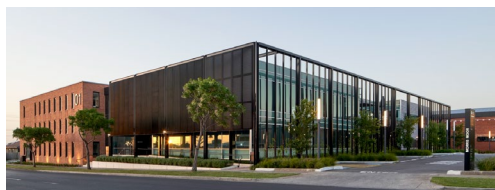


Figure 33. Action 24 - Example of future office (Morris Moor in Moorabbin Vic)

### **Precinct Specific Guidelines**

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 1.

## 4.4 Precinct 2: Seaford North

### 4.4.1 Overview

Precinct 2: Seaford North is identified as regionally significant in the *Melbourne Industrial and Commercial Land Use Plan (2020)*.

It is a triangular shaped 58 hectare industrial precinct that is located at the junction of Eastlink and the Frankston and Mornington Peninsula Freeways in the City's north.

#### Activities and Land Use

Businesses in this precinct have high occupancy levels and construction, manufacturing and logistics based employment lead the precinct's industry sectors. New industries are also emerging, including digital industries.

The precinct includes a number of large aged sites which provide opportunities for renewal and the intensification of employment uses.

#### Circular and Sustainable Local Economy

The ongoing renewal of industrial properties will result in ongoing opportunities to boost the sustainability and energy efficiency of the precinct particularly through water sensitive design and the introduction of solar energy infrastructure.

Frankston City will support the precinct's significant construction, manufacturing and logistics sectors to adopt energy efficient technology, electrification initiatives and initiatives to reduce and re-purpose waste.

#### Built Form Design and Public Realm

The precinct incorporates an eclectic mix of built form that reflects many different eras of industrial development, including new contemporary buildings. Building heights, setbacks, materials and layouts differ between sites, with a wide and legible street network, creating connectivity.

### Seaford North

**1,386** Jobs (2021)

**+242** Jobs Growth (2016 - 2021)

#### Leading Sectors

Construction  
Manufacturing  
Logistics

#### Growth Sectors

Construction  
Administrative and Support  
Services  
Manufacturing

#### Connectivity and Transport

Being well connected by road, supports the operation of a variety of regionally focused construction, household and automotive supply businesses.

It is well located, away from sensitive residential areas due to its interface with major road infrastructure and the Peninsula Link Trail, which protects both current and future industrial uses

Lathams/Rutherford and Brunel Roads provide the only vehicle connections into this precinct.

4.4.2 Precinct 2 - Actions

Figure 34 identifies actions and improvement across Precinct 2. These actions are outlined in the following pages.



Figure 34. Precinct 2: Seaford North Actions



## Precinct 2 - Actions

### Action 25. Precinct 2: Seaford North Street Upgrades

Prepare design concepts and construct street upgrades for Precinct 2: Seaford North as part of a staged approach for the following:

- Stephenson Road;
- Brunel Road; and
- All other internal streets.

The design concepts should consider:

- High quality and widened footpaths.
- Additional street canopy tree planting and increased landscaping.
- Retention of on-street car parking.
- Increased public lighting.

This action is to be considered as part of Action 8.



Figure 35. Action 25 Streetscape Transformation



Figure 36. Action 25 - Example of changing industrial use

### Action 26. Improvements to Brunel Link and Lathams Link Reserves

- Work with Melbourne Water to improve to the amenity of the Brunel Link Reserve (18M & 19M Pascal Road, Seaford) and Lathams Link West Reserve (68M Lathams Road, Seaford) by planting canopy trees and under-storey and by screening properties that are visible to the reserves.
- Construct a shared user path in the Brunel Link Reserve that will connect into an existing shared user path in Maple Link Reserve and implement wayfinding and public lighting.

### Action 27. Maple Link Reserve Connection (Brunel Laneway Improvements)

(to be undertaken in conjunction with Action no. 26)

Prepare design concepts and renewal upgrade to improve the accessibility of Brunel Laneway from the industrial precinct to Maple Link Reserve.

The design concepts should consider:

- High quality and wide footpaths.
- Increased landscaping.
- Increased public lighting.



Figure 37. Action 27 - Brunel Laneway

### Action 28. Improvements to Maple Link Reserve

Improve the quality of and beautify Maple Link Reserve (1R Maple Street, Seaford) in alignment with the recommendations of the *Frankston City Council Play Strategy (October 2021)* to consider opportunities for Play Experience within this reserve.

Improvement should consider:

- Interpretation opportunities along the reserve.
- Improvements to the environmental quality performance of the reserve.
- Consistent streetscape standards and landscaping treatments along the reserve corridor.
- Identification of activity nodes, such as outdoor gym infrastructure.
- Improved pedestrian and cycle connections to the industrial precinct.
- The inclusion of BBQ facilities.



**Figure 38.** Action 28 - Maple Link

### **Precinct Specific Guidelines**

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 2.

## 4.5 Precinct 3: Carrum Downs

### 4.5.1 Overview

Precinct 3: Carrum Downs is identified as regionally significant in the *Melbourne Industrial and Commercial Land Use Plan (2020)* and is one of the leading industrial precincts in Melbourne's Southern region and is Frankston City's largest industrial precinct by employment, output and land area (238 hectares).

In 2021, the precincts 9,880 jobs represented 19% of all jobs in the municipality.

#### Activities and Land Use

Over the past decade, Carrum Downs has rapidly developed into a leading manufacturing and fabrication hub. It also includes numerous enterprises that support regional construction activities through trade and construction supplies.

The precinct is almost completely developed with the last remaining vacant industrial land currently under construction.

#### Circular and Sustainable Local Economy

The precinct incorporates leading enterprises in the re-purpose of waste and cutting fabrication enterprises. The precinct will, over time, attract new high tech and sustainable enterprises that will establish the highest standards in energy efficiency, sustainable design and re-use.

The renewal of individual industrial properties will create opportunities for the development of new sustainable and energy neutral industrial facilities. Existing businesses will be supported as they seek to adopt new sustainable technology and energy efficient operations. Carrum Downs will continue to exemplify the contemporary industrial precincts by embracing sustainable and energy efficient technology.

#### Built Form Design and Public Realm

The precinct incorporates high quality built form and streets which include established open space reserves for workers and visitors.

The southern portion of the precinct comprises of predominately contemporary industrial buildings, with minimal landscaping.

### Carrum Downs

**9,880** Jobs (2021)

**+2,941** Jobs Growth (2016 - 2021)

#### Leading Sectors

Construction  
Manufacturing  
Retail/Wholesale

#### Growth Sectors

Construction  
Manufacturing  
Retail / Wholesale

The newer, northern portion of the precinct consists of uniformly highly quality contemporary industrial buildings set within well planned and landscaped sites.

#### Connectivity and Transport

This precinct benefits from exceptional road accessibility with direct access to Eastlink and the Peninsula Link Freeways as well as Frankston-Dandenong Road.

Interfaces with surrounding residential areas are well maintained and provide inviting pedestrian routes.

Lathams Road is the precinct's central access spine which includes bus based public transport. Lathams Road upgrade is almost complete and this project brings benefit by improving traffic flow and travel times. It also enhances the connectivity for the local community and businesses in both Carrum Downs and Seaford.

### 4.5.2 Precinct 3 - Actions

Figure 39 identifies actions and improvement across Precinct 3. These actions are outlined in the following pages.



**Figure 39.** Precinct 3: Carrum Downs Actions



## Precinct 3 - Actions

### Action 29. Amenity Improvements to Frankston-Dandenong Road

Work with DTP (Transport) to improve the amenity of Frankston-Dandenong Road through the planting of canopy trees and under-storey, improving pedestrian and cycling connectivity and implementing way finding and public lightning.

### Action 30. Amenity Improvements to Eastlink and Peninsula Link

Advocate to DTP (Transport) to improve the amenity of the Eastlink and Peninsula Link road reserves through the planting of canopy trees and under-storey, and by screening properties that are visible from major roads.

### Action 31. Improvements to 50M-52M Lathams Roads and 499M Frankston-Dandenong Road Reserve

Work with Melbourne Water to improve the safety and the amenity of the following reserves:

- 50M-52M Lathams Road.
- 499M Frankston-Dandenong Road.

The design concepts should consider:

- Provision of new shared user paths through the industrial precinct that also provide broader connections to and from areas outside of the industrial precinct.
- Interpretation opportunities along the reserve.
- Improvements to the environmental quality performance of the reserve.
- Consistent streetscape standards and landscaping treatments along the reserve corridor.
- Identification of activity nodes, such as outdoor gym infrastructure.
- The inclusion of BBQ facilities.

## Precinct Specific Guidelines

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 3.



**Figure 40.** Action 29 - Amenity improvement Example



**Figure 41.** Action 31 - Reserve Improvements

## 4.6 Precinct 4: Langwarrin

### 4.6.1 Overview

#### Activities and Land Use

Precinct 4: Langwarrin is identified as being of local significance in the *Melbourne Industrial and Commercial Land Use Plan (2020)*.

It is a 12 hectare industrial precinct that primarily supports construction supplies, trades and automotive enterprises along with a small number of hospitality and recreation businesses.

The precinct includes a 3.6 hectare site that currently functions as a medium term accommodation facility (represents a future potential industrial expansion opportunity).

Since 2016, the precinct's employment base has declined, primarily as a result of loss of construction and retail employment.

#### Circular and Sustainable Local Economy

Enterprises will steadily adopt more energy efficient technology and circular economy practices that minimise and re-purpose waste.

Renewal of aged sites will result in highly sustainable and water sensitive facilities that incorporate energy efficient infrastructure.

#### Built Form Design and Public Realm

Industrial buildings are located along McClelland Drive (including contemporary industrial subdivisions) that provide a combination of warehouse and administrative space within 100 to 250m<sup>2</sup> units. Buildings are well set back, providing space that supports mature canopy trees that help create a sense of spaciousness. The precinct also includes a small number of larger format industrial facilities at the intersection of Skye Road and McClelland Drive.

#### Connectivity and Transport

The precinct benefits from its proximity to the Peninsula Link and Cranbourne-Frankston Road.

Car parking on nature strips is prevalent and the footpath network is not continuous, creating unsafe and poor connectivity.

### Langwarrin

**388** Jobs (2021)

**-92** Jobs Growth (2016 - 2021)

#### Leading Sectors

Construction  
Manufacturing  
Retail

#### Growth Sectors

Manufacturing

### 4.6.2 Precinct 4 - Actions

Figure 42 identifies actions and improvement across Precinct 4. These actions are outlined in the following pages.



**Figure 42.** Precinct 4: Langwarrin Actions

## Precinct 4 - Actions

### Action 32. Review Public Acquisition Overlay

Undertake a review of the need for the Public Acquisition Overlay, Schedule 2 (PAO2) along McClelland Drive.

### Action 33. McClelland Drive Upgrade

Prepare design concepts, undertake consultation, and construct improvements to McClelland Drive. This action is to be considered as part of Action 8.

The design concepts should consider:

- High quality and widened footpaths.
- Additional street canopy tree planting and increased landscaping.
- On-road bike lanes in each direction.
- Re-configuration of parking within the road reserve.
- WSUD treatment to passively irrigate vegetation.
- Additional pedestrian crossings.
- Public art and a gateway treatment in conjunction with McClelland Gallery.



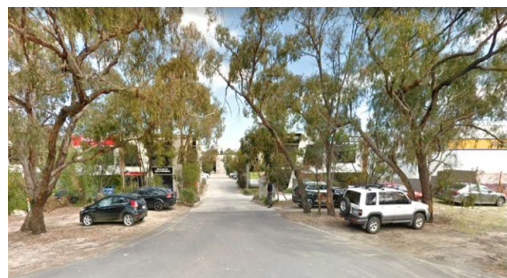
**Figure 43.** Action 33 - McClelland Drive, Langwarrin



**Figure 44.** Action 33 - Langwarrin



**Figure 45.** Action 33 - Langwarrin



**Figure 46.** Action 33 - Langwarrin

## Precinct Specific Guidelines

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 4.



## 4.7 Precinct 5: Frankston East

### 4.7.1 Overview

The precinct is identified as being of local significance in the *Melbourne Industrial and Commercial Land Use Plan (2020)* that is in close proximity to a major bulky goods centre, located at 111 Cranbourne Road (the Frankston Power Centre), the Frankston Hospital and the Monash University Peninsula Campus.

#### Activities and Land Use

Precinct 5 is the smallest industrial precinct (2 hectares) and it comprises of 14 sites, (the majority of which support automotive sales and services), a restaurant and place of worship.

Some sites are underutilised and have the potential to be developed for new commercial and mixed use purposes, further enhancing this precinct.

Despite its location, it is unlikely to attract major new industrial uses and investment due to the small size of the precinct and the existing land parcels are constrained by surrounding residential areas.

#### Circular and Sustainable Local Economy

Enterprises will steadily adopt more energy efficient technology and circular economy practices that minimise and repurpose waste.

Renewal of aged sites will result in highly sustainable and water sensitive facilities that incorporate energy efficient infrastructure.

#### Built Form Design and Public Realm

The majority of the development in this precinct is aged stock and with inconsistent building setbacks and a built form that results in an inconsistent streetscape. It has a residential interface to the south and is located opposite commercial land that supports convenience shopping, household and hospitality needs.

#### Connectivity and Transport

Precinct 5 is located in the City's central area at the intersection of the Frankston Freeway and Beach Street.

### Frankston East

338

Jobs (2021)

+95

Jobs Growth  
(2016 - 2021)

#### Leading Sectors

Retail  
Construction  
Food and Accommodation

#### Growth Sectors

Construction  
Food and Accommodation

### 4.7.2 Precinct 5 - Actions

Figure 47 identifies actions and improvement across Precinct 5. These actions are outlined in the following pages.



**Figure 47.** Precinct 5: Frankston East Actions

## Precinct 5 - Actions

### Action 34. Precinct Plan for Precinct 5: Frankston East

- a. Prepare a precinct plan to guide the use and development of Precinct 5: Frankston East to incorporate new commercial uses, but also support light industrial uses.
- b. Undertake a Planning Scheme Amendment to implement this into the Frankston Planning Scheme.



**Figure 48.** Action 34 - Frankston East

### Precinct Specific Guidelines

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 5.

## 4.8 Precinct 6: Frankston

### 4.8.1 Overview

#### Activities and Land Use

Precinct 6: Frankston is a locally significant 19 hectare that is primarily automotive, supporting automotive sales, service and supply enterprises.

The precinct is located at the north western edge of the Frankston Metropolitan Activity Centre (FMAC).

Over the past 5 years the precinct has declined in employment, primarily as a result of a decrease in the precinct's retail sector. Given this, there is a need to support the diversification that is occurring with the establishment of a brewery, cafes and a variety of health and recreation focused businesses servicing the local population.

#### Circular and Sustainable Local Economy

Over the next decade, major vehicle manufacturers plan to transition to low carbon platforms which, in turn, will transform the sales, service and supply platforms of the automotive industry. The Wells Road corridor is home to 19 automotive retailers and numerous automotive specialists. By 2030 the sector will operate very differently in its skill, space and service format.

#### Built Form Design and Public Realm

As the automotive sector changes, the renewal of automotive sites provides the opportunity to further activate and diversify business within the precinct while also introducing the potential for contemporary built form.

#### Connectivity and Transport

Frankston will emerge as leading sustainable transport node as it leads electric vehicle sales and service in Melbourne's southern region. Frankston will exemplify the new generation skills and direction of new automotive platforms. The precinct will be a hub of high technology automotive sales and service.

### Frankston

**938** Jobs (2021)

**-30** Jobs Growth (2016 - 2021)

#### Leading Sectors

Retail  
Manufacturing  
Professional and Other Services

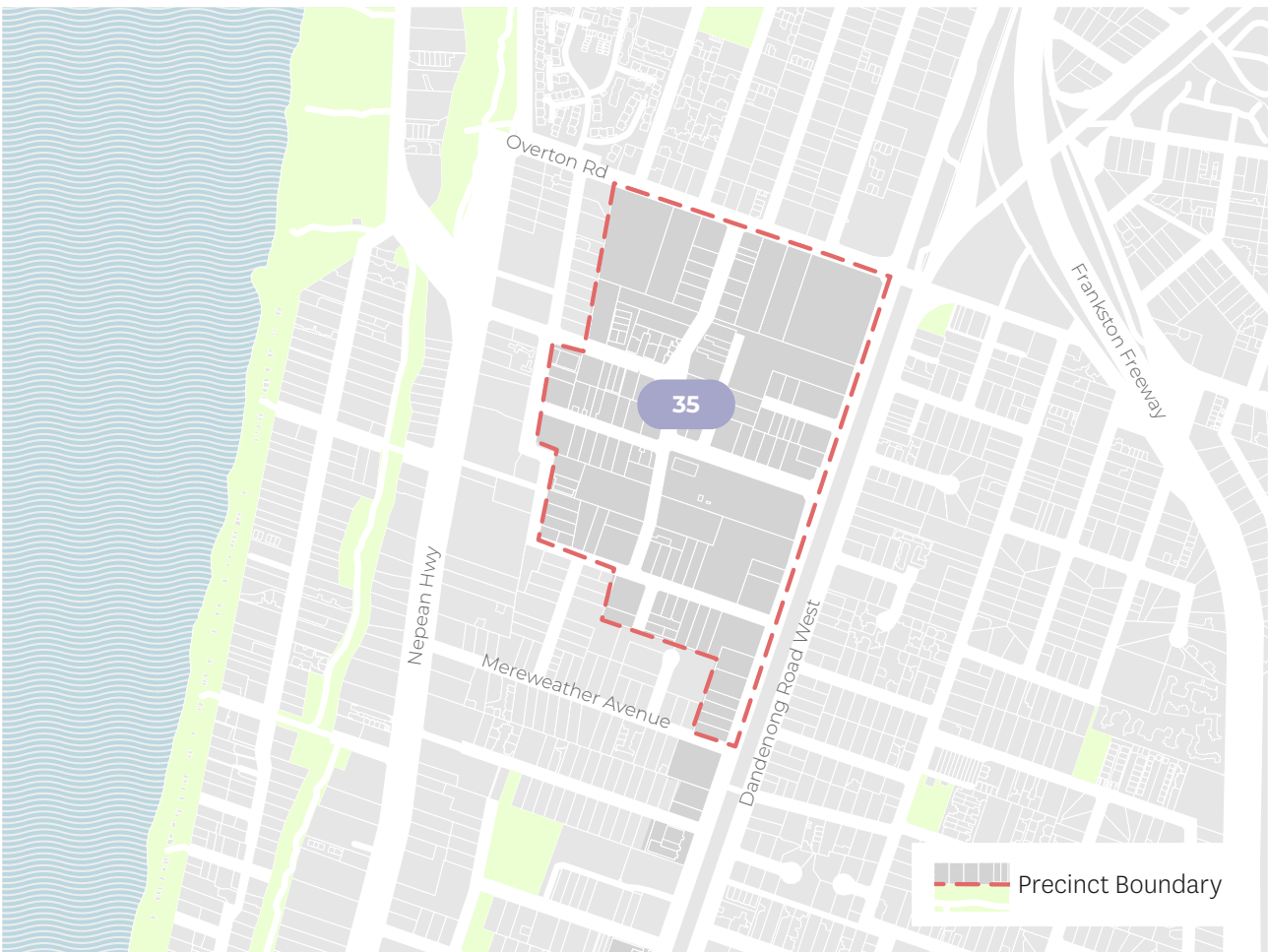
#### Growth Sectors

Construction



### 4.8.2 Precinct 6 - Actions

Figure 49 identifies actions and improvement across Precinct 6. These actions are outlined in the following pages.



**Figure 49.** Precinct 6: Frankston Precinct Actions

## Precinct 6 - Actions

### Action 35. Strategic Policy for Commercially Zoned Land

- a. Prepare strategic policy to guide the use and development of all commercial zoned land within Frankston City.
  - b. Undertake a Planning Scheme Amendment to implement this into the Frankston Planning Scheme.
- 



**Figure 50.** Action 35 - Frankston

### Precinct Specific Guidelines

Please refer to Part D of the *Frankston City Industrial Design Guidelines - 2025* for specific guidelines for Precinct 6.



# 5. Implementation





## 5.1 Implementation

Implementation of the *Frankston City Industrial Strategy* into the Frankston Planning Scheme is critical to ensuring its success and this success is dependent on collaboration between local, State and Federal Governments, agencies, organisations and the community.

### 5.1.1 Approach

The *Frankston City Industrial Strategy* will:

- Be a Council-adopted document used to implement the actions over a 20-year timeframe.
- Provide a clear framework to inform the community, major stakeholders and government agencies of projects that are to take place in the City's industrial precincts.
- Provide clear direction on the priority projects and resource allocation which has been developed following extensive consultation with the community, government agencies, major stakeholders and senior management within Council.
- Be reviewed every five years.
- Be used to inform the Frankston City Industrial Revitalisation Plan.

### 5.1.2 Guiding principles

The following guiding principles lay the foundation for this Action Plan:

- It has been informed by the *Frankston City Industrial Strategy*.
- It provides a strategic link to:
  - The Strategy.
  - Council work plans and budget allocations.
  - Council seeking external funding direction.
  - Council's advocacy role.
- It is an accountability tool to ensure that the actions identified in the Strategy are not just shelved and forgotten.

### 5.1.3 Actions

Thirty-five (35) actions are listed in the Strategy which are summarised in the Industrial Strategy Actions Table, and identify the following:

- The allocated timeframe.
- The responsible agent (Council or the Victorian Government department/agency where Council will play an advocacy role).
- How the delivery/outcome of the task will be measured.

### Timeframe

The timeframe for each action has been allocated in the following four categories:

1. Immediate (0-2 years).
2. Short term (2-5 years).
3. Medium term (5-10 years).
4. Long Term (10+ years, likely to be beyond the life of the Strategy, which includes advocacy).

### Responsible agency

Each action identifies the responsible agent that has a role in implementing the action. In cases where a Victorian Government department/agency has been identified, Council will play an advocacy role in the action identified.

The Strategy identifies a number of actions/projects the delivery of which is Council's responsibility. Such projects place additional strain on the existing Council budget and Council needs to explore a range of other sources to assist in funding these projects. A range of mechanisms will need to be explored which include (but are not limited to):

- A potential future municipal wide Development Contributions Plan (DCP).
- The Long Term Infrastructure Plan (LTIP).
- An open space contribution of 5%.
- Victorian Government funding sources.
- Australian Government funding sources.



Victorian Government departments and agencies will need to play a key role in implementing the identified actions that are beyond the control of Council. Council will however play an advocacy role to develop long-term partnerships for the delivery of these projects. It is acknowledged that any Victorian or Australian government funding would need to be considered as part of future budget processes and against other state/nationwide priorities.

## **Measure**

‘Measures’ have been identified for each action to ensure they can be tracked and monitored, and more importantly to identify if an action has been delivered within the identified timeframe.

## **Objective / Strategy**

Provides a reference to the relevant Objective and / or Strategy that the Action relates to.

### **5.1.4 Planning Scheme Amendment**

A planning scheme amendment has been prepared alongside the Strategy to implement elements of the Strategy into the Frankston Planning Scheme. This will undergo an additional phase of consultation.

The recommended approach for implementing the Strategy into the Planning Scheme is outlined in Section 5.2

## 5.2 Action Plan

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<b>Activities and Land Use</b>					
<b>1. Planning Scheme Amendment</b>  Undertake a Planning Scheme Amendment to implement the Frankston City Industrial Strategy and the Frankston City Industrial Design Guidelines into the Frankston Planning Scheme.	<b>City Futures</b> (Lead)	DTP (Planning)	Immediate	Planning scheme amendment gazetted	Multiple Objectives & Strategies
<b>2. Economic Investment</b>  Work with landowners, developers and planning permit applicants to assist with the planning permit application process that seek to renew aged sites. This will ensure that an efficient process is undertaken in order to facilitate the renewal of these precincts.	<b>Development Services</b> (Lead)  <b>City Futures</b> (Lead)		Immediate	An increase in the number of planning permits issued within the 60 day statutory time frame or 10 business day VicSmart time frame.	Objective 1 Strategy 1.2  Objective 2 Strategy 2.2
<b>3. Funding Mechanism</b>  Delivered in Action 1 – Planning Scheme Amendment: Undertake a planning scheme amendment to amend the Schedule to Clause 74.02 Further Strategic Work to investigate a funding mechanism that will facilitate the construction of public infrastructure in renewal areas.	<b>City Futures</b> (Lead)	DTP (Planning)	Medium	Planning scheme amendment gazetted	Objective 1 Strategy 1.2
<b>Circular and Sustainable Local Economy</b>					
<b>4. Climate Change</b>  Assist and enable the community aspirational emission reduction target and climate adaptation priorities set out in the <i>Climate Change Strategy 2023-2030</i> and waste reduction targets set out by the <i>Waste Circularity Action Plan (2023)</i> . Focus on existing and future uses within Frankton City industrial	<b>a. City Futures (ESD Element), Sustainable Assets (Emissions Element)</b> (Lead)  <b>Development Services</b> (Support)	DTP (Planning)  DECCA	Short	Increased number of industrial developments or planning permits issued that incorporate climate change considerations.	Objective 3 Strategy 3.1 Strategy 3.2

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
precincts, by:					
a. Assist the industrial business community and collaborate with developers to incorporate a climate action considerations in new and existing buildings through elevating Environmentally Sustainable Design (ESD) requirements.	<b>b. City Futures, Business Transformation (Smart Cities)</b> (Lead)  <b>Sustainable Assets</b> (Support)			Increased proportion or number of local automotive businesses that incorporate low emission considerations.	
b. Engaging with the local automotive industry to understand how low emission vehicles will impact on their land use needs and employment outlook.	<b>c. City Futures, Waste Circularity</b> (Lead)  <b>Sustainable Assets</b> (Support)			Completed mapping of industry chain/ material flow locations.	
c. Undertaking mapping of industry supply chains/ material flows to identify opportunities to promote co-location of industries and opportunities to facilitate circular economy activities.					
<b>5. Industrial Precincts Business Needs Analysis Survey</b>  Undertake the Industrial Precinct Business Needs Analysis Survey every five (5) years with the next one to occur in 2027.	<b>City Futures</b> (Lead)		Medium	Survey undertaken by Frankston City Council in 2027.	Objective 3 Strategy 3.3
<b>Built Form Design and Public Realm</b>					
<b>6. Cooling and Greening</b>  Integrate a range of cooling and greening initiatives throughout the industrial precincts to achieve the targets set by the <i>Urban Forest Action Plan (2020)</i> (In particular Precinct 1: Seaford and Precinct 2: Seaford North).	<b>City Futures</b> (Lead)  <b>Operations</b> (Support)	DTP (Transport)	Immediate	Tree canopy targets are met as per Urban Forest Action Plan (2020).	Objective 4 Strategy 4.4
<b>7. Compliant industrial properties</b>  Engage with landowners and planning permit applicants to address unsightly and	<b>Development Services</b> (Lead)	Landowners Businesses	Immediate	With appropriate funding, achieve an increase in compliance with	Objective 4 Strategy 4.7

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
disorderly front setbacks within private property through site inspections to assess compliance and through planning permit conditions as per the <i>Frankston City Industrial Design Guidelines</i> G14.2.2 (page 50).				the Planning and Environment Act 1987, Frankston Planning Scheme and Planning Permits issues by Frankston City Council.	
Connectivity and Transport					
<b>8. Pedestrian Network Audit and Framework (Safety and Amenity)</b>  a. Undertake an audit of all the streets and paths in the industrial precincts to establish a new streetscape capital works program.  b. Develop a framework that assesses and prioritises initiatives to improve the amenity of streets and pedestrian networks.	<b>City Futures</b> (Lead)  <b>Capital Works Delivery, Sustainable Assets, Engineering Services</b> (Support)	DTP (Transport)  Melbourne Water  Relevant Service Authorities	Short	Completed audit of streets in the industrial precincts.  Municipal streetscape upgrade program established and integrated into Council's Long Term Infrastructure Plan.	Objective 5 Strategy 5.1
<b>9. Road and Footpath Maintenance Plan Review</b>  Review the maintenance service levels of existing streets, paths and associated infrastructure within the next review of the <i>Road and Footpath Maintenance Plan</i> .	<b>Sustainable Assets</b> (Lead)		Short	Review of Road and Footpath Maintenance completed.	Objective 5 Strategy 5.1
<b>10. Pedestrian and Cycling connections</b>  Prepare design concepts and implement bike lanes / shared user paths throughout the industrial precincts. Ensure this links with broader active transport networks as defined in the <i>Frankston City Integrated Transport Strategy</i> (February 2023), <i>Paths Development Plan</i> (August 2020) and the <i>Bike Riding Strategy</i> (August 2024).	<b>Engineering Services (Engineering Strategy)</b> (Lead)  <b>City Futures, Capital Works Delivery</b> (Support)	DTP (Transport)	Medium	Implementation of new bike lanes and shared user paths.	Objective 5 Strategy 5.1
<b>11. Wayfinding Signage (Pedestrian and Cycle)</b>  Implement the <i>Frankston City Council Wayfinding Strategy and Style Guide</i> (October 2022) throughout the industrial precincts.	<b>City Futures</b> (Lead)	DTP (Transport)  DJSIR	Short	Wayfinding signage implemented throughout the industrial precincts.	Objective 5 Strategy 5.1



Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<b>12. Principal Freight Network Improvements</b>  a. Advocate to Infrastructure Victoria and the Victorian State Government to fund and develop a business case for the feasibility of a direct vehicle access point to the Mornington Peninsula Freeway from Rutherford Road, Seaford (northbound).  b. If deemed feasible, advocate to Victorian State Government for funding to construct a direct vehicle access point.	<b>Community Relations</b> (Lead)  <b>Engineering Services, City Futures</b> (Support)	DTP (Transport)	Long	Development of a business case for freight transport improvements  Construction a direct a vehicle access point.	Objective 5 Strategy 5.2
<b>13. Traffic Management</b>  Work with the Department of Transport and Planning (DTP – Transport) to develop solutions that improve the functionality and efficiency of vehicle movements at the Frankston Gardens Drive and Frankston Dandenong Road intersection.	<b>Engineering Services</b> (Lead)	DTP (Transport)	Medium	Implementation of options that improve the functionality and efficiency of the Frankston Garden Drive and Frankston Dandenong Road intersection.	Objective 5 Strategy 5.3
<b>14. Bus Service Review</b>  Advocate to Department of Transport and Planning (DTP – Transport) for a bus service review for all bus routes within the industrial precincts.	<b>Engineering Services</b> (Lead)  <b>City Futures</b> (Support)	DTP (Transport)	Medium	Bus service review undertaken	Objective 5 Strategy 5.4
<b>15. Bus Network</b>  Work with the DTP – Transport to improve the efficiency of the bus network, with a focus on Precinct 1: Seaford, Precinct 2: Seaford North, Precinct 3: Carrum Downs and Precinct 4: Langwarrin.	<b>Engineering Services</b> (Lead)  <b>City Futures</b> (Support)	DTP (Transport)	Medium	An increase in the number of buses in Precinct 2: Seaford North, Precinct 3: Carrum Downs and Precinct 4: Langwarrin.	Objective 5 Strategy 5.4
<b>16. Sustainable transport</b>  Establish a Council working group to identify ways to increase sustainable transport options.	<b>Engineering Services, Sustainable Assets, Procurement</b> (Lead)  <b>Business Transformation</b> (Support)		Long	Establishment of a working group.	Objective 5 Strategy 5.5

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy(S)
<b>17. Drone delivery services</b> Council to monitor the role of industrial precincts in drone delivery by maintaining an up to date understanding of drone regulation and associated built form requirements through the upcoming <i>Smart Cities Strategy</i> .	<b>Business Transformation (Smart Cities)</b> (Lead)  <b>Engineering Services, City Futures</b> (Support)	Australian Federal Government	Short	<i>Smart Cities Strategy</i> adopted by Council.	Objective 5 Strategy 5.5
<b>18. Investigate locations for additional/shared car parking</b> a. Undertake an audit of all on street car parking. b. Undertake a feasibility study of locations to be investigated to provide additional/shared car parking facilities and associated pedestrian improvements where multi use demand exists and may be deemed required.	<b>Engineering Services</b> (Lead)  <b>City Futures, Procurement, Property and Risk, Capital Works Delivery and Business Transformation (Smart Cities)</b> (Support)	DTP (Transport)	Medium	Identification of a car park location in each industrial precinct.	Objective 5 Strategy 5.6
<b>Precinct 1: Seaford</b>					
<b>19. Hartnett Boulevard Upgrade</b> Prepare a master plan for Hartnett Drive and implement staged upgrades to transform Hartnett Drive to a Boulevard. This action is to be considered as part of <i>Action 8</i> .	<b>City Futures</b> (Lead)  <b>Also led by a number of other Council departments.</b>	DTP (Transport)	Medium	Implementation of Hartnett Drive improvements.	Objective 4 Strategy 4.5
<b>20. Sub Precinct 1C: Bardia Avenue Street Upgrades</b> Prepare design concepts and implement street upgrades within Sub Precinct 1C: Bardia Avenue as part of a staged approach. This action is to be considered as part of <i>Action 8</i> .	<b>City Futures</b> (Lead)  <b>Capital Works Delivery, Engineering Services</b> (Support)		Medium	Implementation of street upgrades.	Objective 4 Objective 4.3

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<b>21. Amenity Improvements to Frankston Freeway</b> Advocate to DTP (Transport) to improve the amenity of the Frankston Freeway through the planting of canopy trees and under-storey and by screening properties that are visible from major roads.	<b>City Futures</b> (Lead)  <b>Engineering Services</b> (Support)	DTP (Transport)	Medium	Implementation of amenity improvements to Frankston Freeway and Wells Road.	
<b>22. Bruce Aitken Reserve Connection</b>  a. Undertake an investigation to apply the Public Acquisition Overlay (PAO) to 6-7 Apsley Place, Seaford to facilitate the delivery of a pedestrian link.  b. Prepare design concepts and undertake the construction of a pedestrian link from the industrial precinct, through Bruce Aitken Reserve to Stawell Street.	<b>City Futures</b> (Lead)  <b>Capital Works Delivery, Engineering Services and, Procurement, Property and Risk</b> (Support)	DTP (Planning)	Medium	Planning scheme amendment gazetted.  Construction of the pedestrian link.	Objective 4 Strategy 4.6
<b>23. Improvements to Miles Grove Reserve</b>  Advocate to and work with Melbourne Water to improve the amenity and accessibility of Miles Grove Reserve (45M Miles Grove, Seaford).	<b>City Futures</b> (Lead)  <b>Capital Works Delivery</b> (Support)	Melbourne Water (Owner)  DECCA	Medium	Improvements made to the reserve, an increased use of the reserve.	Objective 4 Strategy 4.2
<b>24. Master Plan for Sub Precinct 1A: Kananook</b>  Prepare a master plan for Sub Precinct 1A: Kananook, to provide better integration of the Frankston Stadium, Kananook Reserve and Council owned land at McCulloch Avenue to enhance this precinct as a regional employment destination for the South East.	<b>City Futures, Community Strengthening (Recreation)</b> (Lead)  <b>Also led by a number of other Council departments.</b>	DTP (Transport)  Relevant Service Authorities.  Frankston District Basketball Association, Bayside Gymnastics and Kananook Reserve Sporting Clubs.	Immediate	Adoption of the master plan by Council.	Objective 2 Strategy 2.4
<b>Precinct 2: Seaford North</b>					
<b>25. Precinct 2: Seaford North Street Upgrades</b>	<b>City Futures</b> (Lead)	Landowners	Medium	Implementation of street upgrades.	Objective 4 Objective 4.3

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<p>Prepare design concepts and construct street upgrades for Precinct 2: Seaford North as part of a staged approach for the following:</p> <ul style="list-style-type: none"> <li>• Stephenson Road;</li> <li>• Brunel Road; and</li> <li>• All other internal streets.</li> </ul> <p>This action is to be considered as part of Action 8.</p>	<p><b>Capital Works Delivery, Engineering Services</b> (Support)</p>				
<p><b>26. Improvements to Brunel Link and Lathams Link Reserves</b></p> <p>a. Work with Melbourne Water to improve to the amenity of the Brunel Link Reserve (18M &amp; 19M Pascal Road, Seaford) and Lathams Link West Reserve (68M Lathams Road, Seaford) by planting canopy trees and under-storey vegetation and by screening properties that are visible to the reserves.</p> <p>b. Construct a shared user path in the Brunel Link Reserve that will connect to an existing shared user path in Maple Link Reserve and implement wayfinding and public lighting.</p>	<p><b>City Futures</b> (Lead)</p> <p><b>City Futures</b> (Support)</p>	Melbourne Water	Medium	<p>Surface and lighting Improvements made to the reserve, an increased perception of safety and pedestrian use of this connection.</p> <p>Implementation of new bike lanes and shared user paths.</p>	Objective 4 Strategy 4.2
<p><b>27. Maple Link Reserve Connection (Brunel Laneway Improvements)</b></p> <p>(to be undertaken in conjunction with Action no. 26)</p> <p>Prepare design concepts and renewal upgrade to improve the accessibility of Brunel Laneway from the industrial precinct to Maple Link Reserve.</p>	<p><b>City Futures, Engineering Services</b> (Lead)</p> <p><b>Capital Works Delivery</b> (Support)</p>		Medium	Construction of the link.	Objective 4 Strategy 4.6



Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<b>28. Improvements to Maple Link Reserve</b>  Improve the quality of and beautify Miles Grove Reserve (1R Maple Street, Seaford) in alignment with the recommendations of the <i>Frankston City Council Play Strategy (October 2021)</i> to consider opportunities for Play Experience within this reserve	<b>City Futures, Engineering Services</b> (Lead)  <b>Capital Works Delivery, Operations</b> (Support)		Medium	Quality of Maple Link Reserve improved and amenity improvements implemented.	Objective 4 Strategy 4.2
<b>Precinct 3: Carrum Downs</b>					
<b>29. Amenity Improvements to Frankston-Dandenong Road</b>  Work with DTP (Transport) to improve the amenity of Frankston-Dandenong Road through the planting of canopy trees and under-storey, improving pedestrian and cycling connectivity and implementing way finding and public lightning.	<b>City Futures</b> (Lead)  <b>Engineering Services</b> (Support)	DTP (Transport)	Medium	Implementation of amenity improvements to Frankston-Dandenong Road.	
<b>30. Amenity Improvements to Eastlink and Peninsula Link</b>  Advocate to DTP (Transport) to improve the amenity of the Eastlink and Peninsula Link road reserves through the planting of canopy trees and under-storey, and by screening properties that are visible from major roads.	<b>City Futures</b> (Lead)  <b>Engineering Services</b> (Support)	DTP (Transport)	Medium	Implementation of amenity improvements to Eastlink and Peninsula Link.	
<b>31. Improvements to 50M-52M Lathams Roads and 499M Frankston-Dandenong Road Reserve</b>  Work with Melbourne Water to improve the safety and amenity of the following reserves: <ul style="list-style-type: none"> <li>• 50M-52M Lathams Road</li> <li>• 499M Frankston-Dandenong Road</li> </ul>	<b>City Futures, Engineering Services</b> (Lead)  <b>Capital Works Delivery</b> (Support)	Melbourne Water	Medium	Implementation of new bike lanes and shared user paths.	Objective 4 Strategy 4.2

Actions	Council	External	Timeframe	Measure	Objective(O)/ Strategy (S)
<b>Precinct 4: Langwarrin</b>					
<b>32. Review Public Acquisition Overlay</b>  Review the Public Acquisition Overlay, Schedule 2 (PAO2) along McClelland Drive.	<b>City Futures</b> (Lead)  <b>Engineering Services, Procurement, Property and Risk</b> (Support)	DTP (Transport)	Immediate	Review undertaken and planning scheme amendment gazetted (if required).	
<b>33. McClelland Drive Upgrade</b>  Prepare design concepts, undertake consultation, and construct improvements to McClelland Drive. This action is to be considered as part of Action 8.	<b>City Futures, Engineering Services, Community Strengthening (Recreation)</b> (Lead)  <b>Capital Works Delivery</b> (Support)	DTP (Transport)	Medium	Implementation of upgrades to McClelland Drive and an improved pedestrian experience.	Objective 4 Strategy 4.3
<b>Precinct 5: Frankston East</b>					
<b>34. Precinct Plan for Precinct 5: Frankston East</b>  a. Prepare a precinct plan to guide the use and development of Precinct 5: Frankston East to incorporate new commercial uses, but also supports light industrial uses.  b. Undertake a Planning Scheme Amendment to implement this into the Frankston Planning Scheme.	<b>City Futures</b> (Lead)	DTP (Planning)	Short	Precinct Plan adopted by Council and the planning scheme amendment gazetted.	
<b>Precinct 6: Frankston</b>					
<b>35. Strategic Policy for Commercial Zoned Land</b>  a. Prepare strategic policy to guide the use and development of all commercial zoned land within Frankston City.  b. Undertake a Planning Scheme Amendment to implement this into the Frankston Planning Scheme.	<b>City Futures</b> (Lead)	DTP (Planning)	Short	Precinct Plan adopted by Council and the planning scheme amendment gazetted.	

## 5.3 Statutory Implementation

The Action Plan contains a set of statutory actions that are necessary to implement the vision for the industrial precincts.

### 5.3.1 Frankston Planning Scheme

The following amendments to the Frankston Planning Scheme are proposed to ensure that the vision for the industrial precincts is realised:

- Clause 02.03 Strategic Directions to incorporate directions from the Industrial Strategy and to provide clear directions from the Design Guidelines.
- Clause 02.04 Strategic Framework Plans to identify Precinct 1: Seaford and Precinct 2: Seaford North as industrial renewal precincts and to identify open space links.
- Clause 17.03 Industry to outline clear land use and specific directions for all precincts, especially Precinct 1: Seaford and Sub Precinct 1A: Kananook.
- Insert a new Schedule to Clause 43.02 Design and Development Overlay to apply the Design Guidelines to all industrial and select land in the Commercial 2 Zone.
- Amend Schedule to Clause 59.15 Local VicSmart Application by setting the application threshold for development within both Precinct 1: Seaford and Precinct 2: Seaford North to \$3 million.
- Amend Schedule to Clause 59.16 Information Requirements and Decision Guidelines for Local VicSmart Applications by listing information requirements for VicSmart planning permit applications.
- Amend Clause 72.08 Background Documents to include the Industrial Strategy and Design Guidelines as a Background Documents.
- Amend the Schedule to Clause 74.02 Further Strategic Work to investigate a funding mechanism that will facilitate the construction of public infrastructure in renewal areas.

## 5.4 Monitoring and Evaluation

Successful implementation is underpinned by effective monitoring, review and evaluation processes. Council is responsible for the monitoring and evaluation of the actions identified within this Action Plan. Targeted communications are proposed to ensure Government departments, agencies, key stakeholders and the community as a whole will remain well-informed and engaged in the process. Examples of targeted communications include (but are not limited to):

- Major projects/tasks and milestones published via Frankston City's ENews (the Council's community publication) or via a media release; and
- Council's website will be updated (when considered necessary) to advise the community of the achievements and milestones for projects/tasks.

An open and transparent monitoring and evaluation process that allows the community, stakeholders and Government agencies access to information about the progress of the Strategy and increases Council's credibility and accountability. The Strategy (including the Action Plan) will be reviewed every five years. It is expected that the documents will be reviewed in the year 2029.





[frankston.vic.gov.au](http://frankston.vic.gov.au)  
1300 322 322

PO Box 490  
Frankston  
VIC 3199