**Land Use Theme**

**Initiative 1: Facilitate industrial renewal**

We’re looking at a number of ways to renew our industrial areas.

Seaford and Seaford North are our priority areas for industrial renewal and this map shows the specific areas we’re looking at.

We’re investigating:

* specific sites for renewal
* simplified planning processes for these areas
* promoting major renewal opportunities to owners, investors and industrial land trusts.

## What are your ideas for renewing aging industrial areas?

**Initiative 2: Explore multi-storey renewal**

Transport costs can be one of the largest costs for a business. This means businesses often look for locations close to cities and major roads. For this reason, there is demand for multi-storey development in industrial areas close to cities like Frankston City.

## What are your views on multi-storey developments in our industrial areas?

**Initiative 3: Logical expansion of industrial areas**

If Frankston City is to expand industrial land, we need to use what is called ‘identified land’ or surplus land. This is because we do not have ‘greenfield’ land to use for industrial development. Listed below are examples of potential opportunities for investigation.

* surplus Department of Transport land on Skye Road, Frankston
* surplus Melbourne Water land at 350 Cranbourne Rd, Langwarrin

## Are you aware of opportunities to expand our industrial areas?

Please note that any new sites would need to be within the [Urban Growth Boundary](https://vpa.vic.gov.au/metropolitan/more-information/urban-growth-boundary-key-facts/).

**Initiative 4: Adopt a precinct planning approach**

Adopting a precinct planning approach means we:

* Identify target precincts for renewal and tailored support
* Give each precinct its own identity e.g.: Seaford and Seaford North
* Recognise each precinct in our planning and economic development strategies

This approach helps to:

* Build market awareness
* Promote the clustering of businesses and investment
* Helps us to stage and manage renewal works to improve the look and feel of each precinct

## What are your ideas for supporting the economic role and growth of industrial precincts?

#### Industry

### Initiative 5: A bold vision for Kananook

The area of Kananook occupies a prime location in Frankston City with its fantastic public transport connections, proximity to Frankston’s CBD, sporting facilities, natural reserves and the beach. We’d love your thoughts on how this industrial area can be renewed. Here are some ideas:

* An improved look and feel from the street including widened foot paths, lighting and additional landscaping including tree plantings.
* Multi-storey buildings with space for new economy industries such as online activities and biotech industries, as well as services including retail, start-ups and craft breweries.
* Affordable housing as well as upgraded recreational and sporting infrastructure.

## Let’s start the Kananook conversation. What are your ideas for this area?

### Initiative 6: Facilitating industry networks and connections

While industry policy is largely beyond the scope of local government, here are some ways we could support economic growth and change:

* **Support industry networks:** work with the Victorian Government to support industry networks to share specialist knowledge and develop connections.
* **Promote industry clusters:** identify Frankston as home to specialist fabricators, designers and construction supply enterprises to embed economic identity and attract new enterprise.
* **Facilitate incubator and activation spaces:** actively support the development of attractive, low cost spaces for new design, fabrication, additive enterprises such as cloud manufacturing and networking as well as and start-ups (particularly in and around a future Kananook and Seaford precinct).
* **Funding opportunities:** explore ways businesses can access federal and state funding opportunities to innovate.

## What do you think of these ideas? What are your ideas to promote business networks and innovation?

### Initiative 7: Support the evolution of Seaford

The industrial area in Seaford is changing. This area has evolved from a traditional industrial precinct into a services district with businesses including retail, craft breweries and start-ups. This means we need to improve the look and feel of the area.

Our ideas include:

* Upgrading footpaths along Hartnett Drive and investigating traffic management to make the area more walkable.
* Supporting service businesses (including retail, craft breweries and start-ups) along the full length of Hartnett Drive including along its southern end at Klauer Road.
* Transforming Hartnett Drive into an appealing public boulevard suitable for a mixed service business hub.

## What are your views on the direction of Seaford and its emerging role as mixed service business hub?

#### Place Making

### Initiative 8: Enhance streetscapes and open spaces

The streetscapes of major industrial roads provide opportunities for improvement including opportunities to:

* Increase tree planting to:
	+ improve the look and feel of streets and precincts
	+ provide shade for pedestrians and cyclist
	+ reduce the heat created by open hard surfaces such as roads and concreted areas
* Implement water sensitive urban design (WSUD) within streetscapes to capture and treat stormwater runoff before it reaches the bay
* Move power lines underground to allow tree planting along key streets.

## How can we improve the look and feel of key streets and open spaces in our industrial precincts?

### Initiative 9: Provide safe and integrated active transport connections

Opportunities include:

* Ensuring pedestrian and cycle access is prioritised along key roads.
* Providing extra pedestrian crossings between surrounding residential and commercial areas into industrial precincts and along busy internal industrial roads.
* Completing footpath connections to establish a network through industrial precincts.
* Connecting industrial precincts to surrounding shared path networks and trails, including Peninsula Link Trail.
* Using the creek corridor as well as service and utility spaces to provide extra connections within industrial precincts.
* Providing facilities for pedestrians and cyclists at key locations including seating, bike hoops and drinking fountains.
* Enhanced signage to identify key connections, destinations and facilities.

## How can we improve walking, cycling and public transport connections in our industrial precincts?

### Initiative 10: Respond to local site qualities & Initiative 11: Encourage high quality built outcomes

We want to know if the look and feel of new developments and redevelopments in industrial areas is important to you. This is so we can plan to improve how these areas look and function over time.

* Does building colour, building materials or height matter to you?
* Do you want our industrial precincts to have a unified look and feel?
* What about building layout and site coverage (building not covering the whole site)? Does a building need to take up a whole site?

## How do you want the new buildings and redevelopments in our industrial areas to look? What’s important to you?

### Initiative 12: Support the delivery of ESD and Sustainable Initiatives

We can encourage sustainable design in our industrial areas through design guidelines. For example, while some developments already include solar panels, we could explore requiring all new builds and redevelopments to have solar panels. Other examples of Environmentally Sustainable Design include green walls, net zero carbon materials and building orientation.

## How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?

### Initiative 13: Improve the organisation of front setbacks, Initiative 14: Improve safety and security, & Initiative 15: Improve the appearance of industrial sites, by a) landscaping, b) fencing, c) signage and d) address unsightly uses and sites

The presentation of the front of an industrial property is important to how the whole area looks and feels.

The presentation of front setbacks in industrial areas varies across Frankston City and we want to understand how important this is to you.

Passive surveillance is also important to improving safety and security within industrial areas. Passive surveillance is like ‘neighbourhood watch’. If a building is open, occupied and busy, there are many eyes on the street. Locating windows and customer service at the front of buildings also helps as does open space and street lighting.

In our newer industrial precincts, such as Carrum Downs, buildings usually include these features with well-maintained landscaping ensuring views from the street to buildings are clear and uninterrupted.

In other areas, these views are blocked with trees and hedges, deep setbacks mean views to buildings from the street are poor, building facades lack windows and solid fencing and poor street lighting limit passive surveillance and reduces the sense of safety and security.

## How can we make our industrial precincts feel safer at all times of the day?

### Initiative 16: Provide a sensitive interface to residential uses

Some of our industrial areas are located close to residential areas. In some newer industrial areas, such as Carrum Downs, the way the industrial area adjoins the residential area is managed through setbacks (the distance between a building and the street) and building heights. Landscaping, including large canopy tree planting, is another great way to achieve an appealing and attractive transition between residential and industrial areas. A good example of this is the rear of sites along Access Way in Carrum Downs.

## How can we improve the look and feel of the borders between industrial and residential areas in the future?

### Initiative 17: Enhance workers amenity

Workforce expectations are changing and providing an appealing workplace is key to attracting and retaining staff. This might be through providing an attractive outdoor break area or by encouraging active transport to work.

Within Carrum Downs, there are a few sites that provide outdoor areas for workers and visitors. Usually this includes temporary seating and shade located to the front of a building between the building and the street.

Through planning policy and design guidelines, we can also look at how and where these spaces are provided so that workers have shade, seating and lighting and, where possible, locate them close to public spaces like parks and reserves.

We can also look at other improvements to encourage walking and cycling to work. This might include secure bike parking, lockers, and shower and changing facilities on site.

## How can we make our industrial precincts more attractive places to work and visit?

#### Competition!

### Provide your information for a chance to win a 1 of 3 $50 Hoyts Cinema Vouchers!

## First Name

## Last Name

## Email address or contact number

#### Privacy Statement

The information on this page is being collected and used by Council in the exercise of its powers and functions under legislation (including the Local Government Act 2020) in order to achieve its purposes as provided in the legislation. Your personal information will only be disclosed outside Council with your consent, or where required or permitted by law. For instance, Council may disclose your personal information to its contractors, credit providers or professional advisors to assist Council to perform its functions. This information will not otherwise be disclosed without your consent or as required or permitted by law. The information will only be amended upon receipt of written instructions either from yourself or from parties authorised to act on your behalf. You have a right to access your personal information subject to some exceptions allowed by law. If you have any questions related to privacy, please contact Council's Privacy Officer on 1300 322 322.

#### Competition information

If you would like to enter into the draw to win one (1) of three (3) Hoyts Movie Vouchers, please leave your details at the end of the survey. The winner will be drawn at random and notified the week of the 29th August 2022.

#### Competition Privacy Information

Frankston City Council has three (3) Hoyts Movie Vouchers on offer as part of this competition.

An individual is only able to enter once into the competition and is only eligible to be a recipient of one (1) gift voucher.

Frankston City Council will collate all competition entries (individual's details) and assign a number to them. Staff will then use an online random number generator (<https://www.randomresult.com/num.php>) to choose one (1) within a number range (number range will start at one (1) and finish at the last competition entry). Personal information will not be entered into the random number generator.

The winners will be drawn at random and notified the week of the 29th August 2022 via email or phone call. The prize will be transferred to the winner after notification occurs.

#### Competition Privacy Statement

All personal information gathered for the purpose of the competition will be only used for this Competition. Personal Information will not be used for any other purpose or project. For further detail about how Council handles your information, or to access your information, see Council’s privacy policy at [frankston.vic.gov.au](http://frankston.vic.gov.au/) or contact Council’s privacy officer on 1300 322 322.