



Frankston Metropolitan Activity Centre

## **Emerging Ideas Paper**

# **Community Engagement Report**

June 2022



Engaging on the Frankston  
Metropolitan Activity Centre  
Emerging Ideas Paper

Engagement Summary Report

June 2022

# Executive Summary

## Overview

Frankston City Council is preparing a new Structure Plan for the Frankston Metropolitan Activity Centre (FMAC).

This long term 20-year plan will guide how Council invests money in the city centre, the types of development encouraged as well as investment made in infrastructure and public spaces such as parks, bike paths and pedestrian access.

As a first step, Frankston City Council prepared an *Emerging Ideas Paper* which outlined fifty preliminary thoughts and ideas for how the city centre could be planned into the future. The ideas from this paper were shared with the community and their feedback sought.

This report summarises the engagement activities and outcomes from testing the *Emerging Ideas Paper* with the community. This stage of community consultation focused on five key questions, that responded to information provided at engagement activities and online:

- Does this vision reflect what you hope for the FMAC?
- Will these ideas help to create a thriving Kananook Creek?
- Will these ideas provide quality public space within the heart of the FMAC?
- Will these ideas create more people focused streets?
- Will these ideas encourage economic development?

Engagement activities were promoted and hosted via Frankston City Council's Engage Frankston, online engagement portal and corporate social media channels. Engagement activities consisted of:

- An online survey and key directions activity.
- Three (3) Community place-based pop-ups and two (2) walking tours
- Four (4) Online and face-to-face workshops with key stakeholders and community groups
- One (1) Youth groups workshop
- Informally, through Frankston City Council Facebook account.

## Key Findings

There were 856 comments received from approximately 142,147 people who live in, work or study in, or visit the City of Frankston, and who participated in various engagement activities.

Responses were collected, analysed and grouped into five areas:

1. The Vision
2. Public Realm
3. Land Use and Activities
4. Built Form
5. Movement and Access.

Here are some of the most supported ideas from the *Emerging Ideas Paper*:

| Idea  | Support |
|---|---------|
| 3.2 Additional events and festivals within the FMAC.  | 90%     |
| 1.1 Rebuild and support the local retail and hospitality sector.  | 87%     |
| 6.3 Upgrade Shannon Mall to create a pedestrian link (between Wells Street and the Bayside Shopping Centre)   | 85%     |
| 1.4 Attract employment opportunities for health and education.  | 85%     |
| 10.4 Connect Baxter Trail to the station and up to the Dandenong Road East shared path.   | 85%     |
| 12.2 Provide real time digital signage that shows the availability of car parking.  | 85%     |
| 9.4 Make it safer and easier to cross the rail line (an overpass from the proposed multi-deck car park near Beach Street, with a new northern station entrance, and improving existing underpass) | 83%     |
| 9.1 Create new pathway links through the FMAC that are direct and clear.  | 83%     |
| 3.1 Strengthen the arts and entertainment precinct.   | 82%     |
| 10.5 Extend the shared path along Dandenong Road East past Cricklewood Avenue, to the railway station.  | 82%     |
| 4.1 Develop clear planning requirements for appropriate building design   | 81%     |

|  |     |
|--|-----|
| 7.3 Improve pedestrian connections between Kananook Creek and the City Centre. | 81% |
| 3.3 Enhance Kananook Creek as an events space.                                 | 80% |

## Here are some direct community comments:

*“Jobs within the city combined with more people living in the city are the only way to make the city vibrant.”*

*“A fixed maximum height is important for Frankston Community as it will directly impact pedestrian amenity of Kananook Creek boulevard, Nepean hwy and properties to east of Nepean highway.”*

*“I feel that better pedestrian links from the city centre to the creek are vital, and connection from the creek to the beach is also really important.”*

*“It reflects the beach identity and lifestyle opportunities that Frankston has but needs to build on and continue to grow.”*

*“I strongly support giving bikes and pedestrians priority in the city centre. As many car-free streets as possible.”*

*“Events are a great way to develop culture without permanent infrastructure requirements.”*

*“Inclusive art spaces with more Auslan interpretation and more seating for people with mobility issues and better parking near events for disabled.”*

## What happens next?

Thank you to everyone who participated in this community engagement program. Your responses will be used by Council to develop the draft Frankton Metropolitan Activity Centre Structure Plan. You will be able to view and provide feedback on the draft Structure Plan during the next community engagement program towards the end of 2022. .

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# 1. Introduction

Frankston City Council engaged Conversation Co to support the design and delivery of their wider consultation program, to test the ideas within the *Frankston Structure Plan Emerging Ideas Paper April 2022* (Emerging Ideas Paper), and to inform the development of the Draft Frankston Metropolitan Activity Centre (FMAC) Structure Plan.

## Purpose of the engagement and research

The *Emerging Ideas Paper*, provided the broader community and stakeholders with an opportunity to explore early concepts and ideas created by Council in response to earlier feedback. It was an opportunity to test what was heard and the direction the FMAC is heading in, to develop and revitalise the study area.

Feedback received will help shape the draft structure plan, which will guide land uses, height and built form. This will provide a clear framework for use by Council, and a reference for the community and developers.

Information was collected across the four themes within the *Emerging Ideas Paper*:

### Land use and activities:

- As Frankston and the surrounding region's population continues to grow there will be ongoing demand for land for new housing and industry. This theme includes strengthening of art, entertainment and culture.

### Built Form:

- Although there has been limited construction activity, development interest in the area has increased substantially in recent times. We want to develop clear planning controls that strengthen built form character and revitalise streets and public spaces.

### Public Realm:

- There are great public open spaces surrounding the FMAC, however parks and gathering spaces are lacking within the heart of the FMAC. Additional public space within the heart of the FMAC would provide new spaces for residents, workers, students and visitors to relax, socialise and participate in community events.

### Movement and Access:

- Creating safe and connected walking and cycling pathways provides choice for people to make every day trips without getting in the car. Having a well-defined ring road network helps to circulate traffic around the activity centre and out onto the wider road network.



## Background

The FMAC Structure Plan will be prepared in six stages. Community engagement is included in three stages. Community feedback collected from other Council projects (2040 Community Vision, Council Plan) was used to inform the *Emerging Ideas Paper* in stage one. Ideas and feedback collected in Stage 2 will be used to prepare the draft FMAC Structure Plan. Community consultation on the Draft FMAC SP will occur at stage 4. This will inform the final SP which will then be presented to Council for adoption.

- Stage 1 – Preparing Emerging Ideas
- Stage 2 – Emerging Ideas Consultation
- Stage 3 – Preparing Draft FMAC Structure Plan
- Stage 4 – Draft FMAC Structure Plan Consultation
- Stage 5 – Preparing Final FMAC Structure Plan
- Stage 6 – Adoption of FMAC Structure Plan and Planning Scheme Amendment

This report summarises feedback collected from Stage 2 - Emerging Ideas Consultation. Findings of this report will be released to the broader Frankston community, in line with *Local Government Act 2020* requirements that “participants in community engagement are informed of the ways in which the community engagement process will influence Council decision making”.

# 1. Engagement Methodology

## Engagement objectives

The engagement program was designed to test the vision, 4 themes, 13 key directions and 50 ideas presented within the *Emerging Ideas Paper*. The engagement program sought to understand the level of community and stakeholder support for these ideas and the rationale behind their responses. The findings from this community engagement will be used to help inform the draft FMAC SP.

**Timeframe:** 01 April to 30 May 2022

## Key Inputs:

Providing participants with enough information about the vision, 4 themes, 13 key directions and 50 ideas so that they could provide a meaningful response to the engagement questions. Making the full emerging ideas paper available for participants who wanted to consider the paper in full before responding.

## Desired Outcome:

- To measure the level of support for the vision, key directions and emerging ideas as presented in the FMAC *Emerging Ideas Paper*
- To better understand community and stakeholder sentiment about the vision, key directions and emerging ideas.
- To inform the draft FMAC SP.
- To inform the community and stakeholders of FMAC SP, its role and purpose in shaping the future study area.

## Engagement Method:

- One 90 minute face-to-face stakeholder workshop with significant land owners.
- One 90 minute online workshop with developers, stakeholders and government agencies.
- One 90-minute online community workshop.
- One 90-minute Youth Council workshop.
- Three place-based pop-ups (a fourth was cancelled due to inclement weather).
- An online survey through Engage Frankston, Council's online engagement portal. This was made available in a paper-based format also.
- Two walking tours.
- Six static displays, situated at the location of four key directions Activities. Participant feedback was collected through Engage Frankston.

- Three Facebook posts from Frankston City Council account.

### Key Engagement Questions:

- Does this vision reflect what you hope for the FMAC?
- Will these ideas help to create a thriving Kananook Creek?
- Will these ideas provide quality public space within the heart of the FMAC?
- Will these ideas create more people focused streets?
- Will these ideas encourage economic development?

### Engagement method detail

Detailed below are the engagement techniques used.

#### Direct mail

2,769 postcards were sent to both land owners and occupiers within and adjacent to the FMAC boundary, outlining that engagement was taking place on the *Emerging Ideas Paper* and providing a link and QR code to the Engage Frankston website.

#### Survey

A survey was provided online and promoted via Frankston City Council engagement portal Engage Frankston, this survey was also made available to print and return by post. A total of 125 participants completed the online survey. No posted surveys were received during the consultation period of Monday, 4 April 2022 to Monday, 30 May 2022.

The survey sought feedback on the draft vision for the FMAC and the ideas from the *Emerging Ideas Paper*, grouped under the following four focus areas:

- Activities and land use
- Built form
- Public realm
- Movement and access.

The survey included free text options within each focus area, for participants to provide further comment or the reason behind their selections on key directions.

Respondents were asked to provide demographic identifiers including their connection to the FMAC and length of their connection; typical mode of transport to the FMAC, and usual parking location; gender, age and suburb; ownership status (business owners only); and presence of a disability which requires assistance.

### Key Direction Activity

The Engage Frankston project page invited participants to engage in online threaded conversations organised within the four key themes. Participants could also 'up vote' or 'down vote' other people's comments to show their support. The key direction activity was available from Monday, 4 April 2022 to Monday, 30 May 2022.

### Community Pop-ups

Three place-based community pop-ups were held throughout the FMAC study area. Council managed two, and Conversation Co managed one. A fourth pop-up was cancelled at short notice due to storm weather conditions. Pop-ups were held at the following times and locations:

- Wednesday, 20 April - 9.30 am-12 pm, Frankston Library Forecourt
- Saturday, 30 April - 10 am-2 pm, Hoyts Forecourt on Wells Street.
- Friday, 6 May – 10 am-2 pm, Hoyts Forecourt on Wells Street.
- Saturday, 7 May - 9 am - 2 pm, Little Beauty Market, Beauty Park, Frankston. (Market and pop-up were cancelled due to storm warnings).

Participants were asked to consider the vision and ideas from the *Emerging Ideas Paper* presented on several large posters and illustrated with maps and images. Conversation facilitators encouraged participants to provide feedback on any of the ideas they had an interest in or the project more broadly. An option was provided to scan a QR code and complete the online survey. Participant responses were scribed by facilitators and included in the free text data set.

### Walking Tours

Participants were invited to attend a walking tour of the FMAC. Frankston City Council Customer Service Officers guided the participants to six different sites around the FMAC to highlight key locations mentioned within the *Emerging Ideas Paper*. Participants were encouraged to scan the QR code at each site, or complete a survey after the tour. Walking tours were held on:

- Saturday 30 April - 10 am - 2 pm. Departing Hoyts Forecourt, Wells Street
- Friday 6 May - 10 am - 2 pm. Departing Hoyts Forecourt, Wells Street

### Community and stakeholder workshops

Four community and stakeholder workshops were facilitated to understand the unique perspectives of each group. The four workshops and their purpose were:

- Stakeholder workshop with significant land owners, focus on larger landowners within the study area. To understand their perspective on the emerging ideas and any future plans of the landowner that might impact the FMAC SP.
- Agency and developers workshop, focus on government agencies and those with a development application in currently, or intending on submitting in the future. To

understand their perspective on the emerging ideas, level of support and opportunity to talk through the FMAC SP process.

- Community workshop, focus on general community members and organisations with an interest in the FMAC study area. Opportunity to talk through the emerging ideas and provide a background to the project's development.
- Youth Groups workshop, members of the Frankston Youth Groups to understand a young person's perspective on the emerging ideas, level of support and any barriers to using the FMAC study area.

### Facebook posts

Council posted three ideas from the *Emerging Ideas Paper*, comments from each post have been included in the data set.

## 2. Who participated?

### Participation by activity

We can conservatively estimate that 316 people participated in the engagement program. We have no means of tracking duplication in participation; that is where someone might have attended a pop-up and then completed an online survey.

Participation included:

- 125 surveys completed
- 21 participants at the library forecourt pop-up (79 comments)
- 100 participants at the Frankston Council Managed pop-ups
- 40 participants in key stakeholder workshops (179 comments)
- 12 participants in the Youth Council workshop
- 11 contributors to the Key Directions online activity (163 contributions across four themes)
- 7 participants at walking tours

From all these methods, 856 comments have been coded and organised within the themes of the *Emerging Ideas Paper*.

### Participation by demographic markers

This section describes the participating sub-groups in more detail. It should be noted that males and young adults are commonly 'hard to reach' in many community engagement projects across Australia.

## Gender

Across the online survey and community pop-up, 145 participants identified their gender, with 65% identifying as female, 34% identifying as male, and one respondent self-identified as gender fluid. Shown in Table 1, this suggests that females were overrepresented and males were underrepresented.

*Table 1. Representation of Genders in participation*

| Gender           | Survey and pop-up Participants | Frankston municipality | Representation   |
|------------------|--------------------------------|------------------------|------------------|
| Female           | 65%                            | 51%                    | overrepresented  |
| Male             | 34%                            | 49%                    | underrepresented |
| Self-identifying | 1%                             |                        | underrepresented |

\*Census data from 2016 used for comparison

## Age

Online survey participants were asked their age. Shown in Table 2, younger age groups were underrepresented. This was addressed by inviting the Frankston Youth Council to participate in a key stakeholder workshop to represent the views of younger residents.

*Table 2. Representation of ages in participation*

| Age                | Survey participants | Frankston municipality <sup>1</sup> | Representation   |
|--------------------|---------------------|-------------------------------------|------------------|
| Aged 5-17 years    | 1.6%                | 15.5%                               | underrepresented |
| Aged 18-24         | 0%                  | 8.7%                                | underrepresented |
| Aged 25-34         | 20.8%               | 13.8%                               | overrepresented  |
| Aged 35-49         | 38.4%               | 21.1%                               | overrepresented  |
| Aged 50-59         | 20%                 | 13.3%                               | overrepresented  |
| Aged 60-69         | 8.8%                | 10.5%                               | represented      |
| Aged 70 years plus | 8.8%                | 10.4%                               | represented      |
| prefer not to say  | 1.6%                | n/a                                 |                  |

<sup>1</sup> [Home](#) | [Frankston City](#) | [Community profile](#)

### Place of residence

Online survey participants were asked about their place of residence. Table 3 shows a high representation of participants who reside in Frankston South and Frankston CBD/central. There was no representation in the online survey from Sandhurst and Skye and underrepresentation from Carrum Downs and Langwarrin.

*Table 3. Participation by place of residence*

| Place of residence | Online survey participants | % of Frankston municipality residing <sup>2</sup> | Representation   |
|--------------------|----------------------------|---|------------------|
| Carrum Downs       | 4.8%                       | 15.7%   | underrepresented |
| Frankston CBD      | 20.8%                      | 7.7%  | overrepresented  |
| Frankston North    | 2.4%                       | 4.1%  | represented      |
| Frankston South    | 26.4%                      | 13.4%   | overrepresented  |
| Karingal           | 6.4%                       | 9.6%  | represented      |
| Langwarrin         | 6.4%                       | 17%   | underrepresented |
| Langwarrin South   | 0.8%                       | 1%  | represented      |
| Sandhurst          | 0%                         | 3.9%  | underrepresented |
| Seaford            | 16%                        | 12.3%   | represented      |
| Skye               | 0%                         | 6%  | underrepresented |
| Prefer not to say  | 3.2%                       |   |                  |
| Other              | 12.8%                      |   |                  |
| Total              | 100%                       |   |                  |

### Place of work

Online survey participants were asked for their usual place of work. 21.6% work within Frankston CBD and 33.6% said they work outside Frankston Municipal boundaries. Table 4 shows this breakdown.

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<sup>2</sup>

*Table 4. Participation by place of work*

| Place of work    | Online survey participants |
|------------------|----------------------------|
| Carrum Downs     | 4%                         |
| Frankston CBD    | 21.6%                      |
| Frankston North  | 1.6%                       |
| Frankston South  | 9.6%                       |
| Karingal         | 2.4%                       |
| Langwarrin       | 4.8%                       |
| Langwarrin South | 0.8%                       |
| Seaford          | 4.8%                       |
| Skye             | 0.8%                       |
| Not applicable   | 16%                        |
| Other places     | 33.6%                      |
| Total            | 100%                       |

### **Disability**

Of the online survey participants, 7.2% identified themselves as living with disability. This is an underrepresentation when compared with the 17.7% of Australians currently living with disability.<sup>3</sup>

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<sup>3</sup> [Disability, Ageing and Carers, Australia: Summary of Findings, 2018 | Australian Bureau of Statistics](#)



### Connection to Frankston

Online survey and community pop-up participants were asked about their connection to Frankston. Participants could select multiple options. Out of 199 respondents, 75 reported that they lived in Frankston, but outside of the FMAC. 57 respondents reported that they visit or drive through the FMAC, and 34 respondents work within the FMAC. Table 5 shows this breakdown.

Conversation facilitators noted that secondary and tertiary students participated in the engagement but were not able to select that they studied within the FMAC as both Chisholm TAFE Institute and Monash University are located outside the study area boundary.

*Table 5. Connection to Frankston by participation*

| Connection to Frankston             | Number of responses |
|-------------------------------------|---------------------|
| Live with the FMAC boundary         | 28                  |
| Live in Frankston, outside the FMAC | 75                  |
| Visit or drive through the FMAC     | 57                  |
| Work within the FMAC                | 34                  |
| Study within the FMAC               | 0                   |
| Other connection                    | 5                   |
| Total                               | 199                 |

### Length of connection

Online survey participants were asked *How long have you had these connections?*

Of the 123 participants who responded, 44.72% had connections *greater than 16 years*. This cohort may have memories of Frankston from 2006 or earlier and may have witnessed an increase in building density and population over time. Between 2006 and 2016 the population of Frankston City increased by 16,342 people and saw the construction of an additional 7924 private dwellings.<sup>4 5</sup>

The next most selected options were 4-10 years (25.2%), 1-3 years (16.26%) and 11-15 years (8.94%). Overall this shows that respondents have established connections with the area.

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<sup>4</sup> [2006 Frankston, Census All persons QuickStats | Australian Bureau of Statistics](#)

<sup>5</sup> [2016 Frankston, Census All persons QuickStats | Australian Bureau of Statistics](#)

## Travel into the FMAC

Participants were asked on an average day how would you get to the FMAC? Participants could select more than one option. Driving was the most selected option with 87.2% of respondents saying they drive into the FMAC. Results are summarised below in Table 6.

*Table 6. Mode of Travel into the FMAC*

| Mode of travel     | % of respondents who selected each option |
|--------------------|---|
| Driving            | 87.2%                                     |
| Walking            | 36%                                       |
| Cycling            | 17.6%                                     |
| Train              | 11.2%                                     |
| Bus                | 11.2%                                     |
| Taxi/Uber          | 8%  |
| Electric bike hire | 2.4%                                      |
| Other              | 1.6%                                      |
| Motorbike          | 0.8%                                      |
| Scooter (mobility) | 0%  |

Participants who travel by car were asked if they were open to parking at the edge of the FMAC and walking the rest of the way. Participants could select multiple options. Over a third of respondents were open to the idea of parking at the edge of FMAC if it *wasn't too far away*, they could *rely on a car space being available* and there was *no cost* to park. Results are shown below in Table 7

Table 7. Parking at the edge of the FMAC

| Answer choices                                      | % of respondents who selected each option |
|---|---|
| Yes, it it's not too far                            | 43.94%                                    |
| Yes, if I can rely on a car space being available   | 40.91%                                    |
| Yes, if it's free parking                           | 37.88%                                    |
| Yes, if the footpath is accessible and lit at night | 31.82%                                    |
| No, I prefer to park as close as possible           | 22.73%                                    |
| Yes, if it's all day parking                        | 16.67%                                    |
| No, I use a disability permit                       | 3.03%                                     |
| Other   | 12.12%                                    |

### Strategies to support participation

An important part of our practice is to understand how our engagement program did or did not support community participation.

### What supported participation

In this project community participation was supported through the following initiatives:

- **Communications Campaign:** Run through Frankston City Council. This included promotion on Council's corporate channels and social media.
- **Dedicated Project Page:** A dedicated project page was created on the Engage Frankston! website, providing a consistent location for the community to access information and participation via the survey.
- **Leveraging Council's Connections:** Council Officer connections and existing networks were used to increase uptake and participation in the project and invite key stakeholders to workshops.
- **Incentives:** Survey respondents could go into a draw to win one of four \$100 vouchers to a Frankston Restaurant.
- **Going to where people enjoy gathering:** Pop ups were held at locations across Frankston within the study area, and where they typically attract a crowd and a cross-section of the community.

- **Mixed method approach:** Providing several ways for people to engage, including a mix of days and times, virtually, in person, through verbal conversation and in writing. Images and maps were used to illustrate ideas visually.

#### What limited participation

In this project community participation may have been limited through:

- **COVID-19 Pandemic:** During the consultation infection levels remained high, and may have impacted on level of comfort in participating.
- **Inclement weather:** Melbourne was experiencing unseasonal wet weather and a cold front. The worst of the weather occurred across the weekend scheduled for the final pop up (which did not proceed due to dangerous weather conditions) and walking tour. This may have impacted on attendance figures.
- **Complex topic:** Providing feedback on the project required participants to have a thorough understanding of subject matter, alongside preferences towards ideas.

### 3. Key findings

Community engagement feedback is presented under the vision and four areas of the *Emerging Ideas Paper*. All feedback has been coded into these four themes, and separated further by key directions where relevant. Where a number is shown in brackets it indicates the number of responses. For example, *natural environment (144)* means there were 144 responses related to the natural environment. Ideas with over 80% support and highlighted in blue; ideas with under 60% support are shaded in gold.

Online survey findings have been quantified; comments from workshops, pop-up conversations and on relevant facebook threads have been used to illustrate sentiment and add context for a better understanding. Quotes from community responses are indented and *italicised*.

#### Vision for the FMAC

##### Online survey results

Participants were asked: *Does this vision reflect what you hope for the FMAC?*

Of the 107 responses, 63 were supportive, 30 were neutral or had a mixed opinion and 14 disagreed with the vision. There were 19 survey participants who did not respond to this question. Comments in disagreement tended to refer to current concerns rather than taking issue with the direction of the vision. Comments within the neutral or 'middle ground' option tended to make suggestions for other inclusions within the vision.

There were 14 survey participants who responded in disagreement (option 1). Community comments from those who responded with this option include:

*"Frankston is not a part of the Mornington Peninsula."*

*"I don't think people take pride in living here."*

*"Housing is extremely limited and is in crisis."*

*"No inclusiveness for Deaf and people with mobility issues".*

There were 30 survey participants who responded with neutrality (option 2)

Community comments from those who responded with this option include:

*"I believe the focus should be on better connecting the train station area and shopping precinct for pedestrian access to the beach and foreshore."*

*"Should make more of natural environmental assets"*

*"Frankston is not the gateway to mornington."*

*"There is no emphasis on safety in the vision."*

There were 63 survey participants who responded with support (option 3)

Community comments from those who responded with this option include:

*"I hope this can be achieved but it has a long way to go"*

*"Frankston is blessed with an array of unique natural assets- which is at the heart of this exceptional Lifestyle opportunity"*

*"Frankston city enriched by Arts and Cultural projects."*

*"Connection to waterfront and creek is way overdue"*

*"Frankston is the gateway to Mornington Peninsula, not the capital."*

*"I like the vision but we are not "the capital of the Mornington peninsula", we aren't Mornington Peninsula at all."*

## Focus Area 1: Public realm

This theme accounts for 37.8% of responses, making it the theme that attracted the most interest across the engagement responses. This theme includes three key directions:

- Parks, plazas and gathering spaces
- People focused streets
- Kananook Creek Promenade.

### Online survey results

Participants were asked the question *Will these ideas help to improve access to parks, plazas and gathering spaces in the FMAC?* The results are summarised on Table 8.

*Table 8. Support for parks, plazas and gathering spaces*

| Idea  | Yes | Unsure | No | % Yes |
|---|-----|--------|----|-------|
| 5.1 Wells Street Central Plaza (between Thompson Street and Young Street)                 | 162 | 55     | 24 | 67%   |
| 5.2 New Sherlock and Hayes Park (located between the Arts Centre and the railway station) | 166 | 55     | 20 | 69%   |
| 5.3 Conversion of Young Street Car Parks (122-124 and 170 Young Street) for public space  | 132 | 55     | 54 | 55%   |
| 5.4 City Park Extension (Junction of Young Street and Wells Street)                       | 143 | 66     | 32 | 59%   |
| 5.5 New park near Beach Street Signal Box Park (near Chisholm Institute)                  | 168 | 43     | 32 | 69%   |
| 5.6 Frankston Park extending community access (High Street, Beauty Park)                  | 184 | 35     | 18 | 78%   |

Participants were asked the question *Will these ideas help to create people focused streets in the FMAC?* The results are summarised in Table 9.

*Table 9. Support for people focused streets*

| Idea  | Yes | Unsure | No | %Yes |
|---|-----|--------|----|------|
| 6.1 Redesign Playne Street (wider footpaths, bike lanes and additional planting)                  | 93  | 10     | 18 | 77%  |
| 6.2 Upgrade Thompson Street (widen western footpath, tree planting and shared bike/traffic lanes) | 87  | 17     | 18 | 71%  |

| Idea   | Yes | Unsure | No | %Yes |
|--|-----|--------|----|------|
| 6.3 Upgrade Shannon Mall to create a pedestrian link (between Wells Street and the Bayside Shopping Centre)      | 104 | 9      | 9  | 85%  |
| 6.4 Create additional greenery and wider footpaths along Young Street (between Playne and Wells Street)          | 91  | 18     | 13 | 75%  |
| 6.5 Create better connections through Bayside Shopping Centre and activities within the site to the surroundings | 94  | 18     | 8  | 78%  |

Participants were asked the question *Will these ideas help to create a thriving Kananook Creek promenade in the FMAC?* Results are summarised in Table 10.

*Table 10. Support for ideas to create a Kananook Creek Promenade*

| Idea   | Yes | Unsure | No | %Yes |
|--|-----|--------|----|------|
| 7.1 Create a boulevard along Kananook Creek Boulevard (through development on private land and re-configuration of road space) | 85  | 23     | 14 | 70%  |
| 7.2 Continue the Kananook Promenade past the Cheeky Squires to Melbourne Water Site  | 95  | 17     | 10 | 78%  |
| 7.3 Improve pedestrian connections between Kananook Creek and the City Centre  | 98  | 14     | 9  | 81%  |
| 7.4 Provide better access to the creek through additional on-water activities and viewing experiences                          | 92  | 16     | 14 | 75%  |

#### **Community sentiment**

Public realm has a significant amount of support across each key direction. A commonality between the free text responses are desires for more open space and greenery, more established links between key streets, across the railway line and between the CBD and waterfront area. Many stated that Kananook Creek would benefit from further focus and development, and regard it as an underutilised asset of the FMAC. Less common, negative sentiments are often held due to parking related issues or in response to bike lanes.

*“More and better access for recreational bikes is a must.”*

*“I think that creating more green space and easier walking and cycle opportunities is vital.”*



*“Like idea of focussing no pedestrians in certain streets - Kananook boulevard, Nepean hwy, Playne, Wells, Shannon mall and Young streets”*

*“FMAC to Frankston foreshore is in dire need of connection.”*

### **Stakeholder responses**

Key stakeholders contributed to this theme with the following ideas:

- Acknowledgment of Traditional Owners throughout public space.
- Conducting a Gender Impact Assessment.
- Spaces for festivals and programming.
- Extended programming, day and night.
- Emergency vehicle access and safety assessment.
- A mix of social uses interwoven with commercial use.

## Focus Area 2: Land Use and Activities

This theme accounts for 35.6% of responses, making it the second-highest responded to theme. This theme includes three key directions:

- Encourage economic investment.
- Provide a diversity of housing to support evolving population needs.
- Strengthen arts, entertainment and culture.

### Online survey results

Participants were asked the question *Will these ideas help to directly encourage economic investment in the FMAC?* Responses are summarised in Table 11.

Table 11. Support for encouraging investment

| Idea   | Yes | Unsure | No | %Yes |
|--|-----|--------|----|------|
| 1.1 Rebuild and support the local retail and hospitality sector      | 108 | 11     | 5  | 87%  |
| 1.2 Support development for small co-working offices                 | 80  | 27     | 15 | 66%  |
| 1.3 Advocate/attract major new head office or government departments | 83  | 20     | 21 | 67%  |
| 1.4 Attract employment opportunities for Health and Education        | 105 | 12     | 6  | 85%  |
| 1.5 Continue to grow public service functions                        | 87  | 20     | 15 | 71%  |

Participants were asked *Will these ideas help to provide a diversity of housing to support evolving population needs in the FMAC?* Responses are summarised in Table 12.

Table 12. Support for ideas to create a diversity of housing stock

| Idea  | Yes | Unsure | No | %Yes |
|---|-----|--------|----|------|
| 2.1 High density housing within the city centre   | 63  | 10     | 50 | 53%  |
| 2.2 Mid-scale housing surrounding the city centre | 89  | 12     | 23 | 72%  |
| 2.3 Provide more affordable housing               | 79  | 13     | 31 | 64%  |

### Community sentiment about housing

Responses about housing show overall support of inner city living within the FMAC but some resistance to high density housing. Responses suggest this hesitation was driven by concerns about tall unattractive buildings and dwellings that are very small or of low quality, or do not include any green space. Housing was explored further during the community workshop and identified strong preferences for residential developments to include communal areas so residents can gather and meet one another.

Conversations at pop ups and the community workshop identified a desire for new structures to be well articulated, with abundant green areas, and space between buildings.

*“High density housing needs to be high end in design and quality”.*

Participants were asked the question *Will these ideas help to strengthen Arts, Entertainment and Culture in the FMAC?* Responses are summarised in Table 13.

Table 13. Support to strengthen Arts, Entertainment and Culture

| Idea  | Yes | Unsure | No | %Yes |
|---|-----|--------|----|------|
| 3.1 Strengthen the arts and entertainment precinct  | 102 | 14     | 8  | 82%  |
| 3.2 Additional events and festivals within the FMAC | 112 | 8      | 4  | 90%  |
| 3.3 Enhance Kananook Creek as an events space       | 99  | 12     | 13 | 80%  |
| 3.4 Wells Street Events                             | 95  | 18     | 11 | 77%  |

### Community sentiments about Arts Entertainment and Culture

This direction was well supported by participants, who showed strong interest in the ideas and highlighted the need for action in this area.

*“Kananook Boulevard in front of the South East Water building is crying out to be an entertainment /dining precinct.”*

*“It would be incredible to turn Wells St into a boulevard gateway down to the beach with the outdoor dining and vibrant/edgy/beach feel. So much potential in Frankston”*

*“create an attractive environment and welcome self funded events”*

*“There needs to be a variety of good quality venues to attract more people to the area, at the moment they are scattered around with many vacant run down shops in between.”*

### **Stakeholder responses**

Stakeholder feedback on this theme tended to consider the wider Frankston area with references to places outside the FMAC structure plan study area such as Chisholm and Monash University.

Key stakeholders had the following ideas to contribute to this theme:

- Need to balance density, height and affordability.
- Ensure residential developments will attract residents who will strengthen the local economy.
- Consider acquiring land for affordable housing.
- Consider acquiring land for an arts precinct.
- Ensure this work reflects the needs and aspirations of the community over the next 20 years.

### Focus Area 3: Built Form

This theme accounts for 4.8% of responses, making it the least responded to of the four key themes. This is likely because only one idea was tested within this theme.

#### Online survey results for Built Form

Participants were asked *Will these ideas help to directly encourage economic investment in the FMAC?* The results are listed in Table 14.

Table 14. Support for appropriate building design

| Idea  | Yes | Unsure | No | %Yes |
|---|-----|--------|----|------|
| 4.1 Develop clear planning requirements for appropriate building design | 98  | 14     | 9  | 81%  |

#### Defining “Appropriate building design”

During the online community workshop and at pop-ups, the concept of ‘appropriate building design’ was explored with participants. This helps to understand how the community defines this term and expectations of building design.

Responses have been listed below:

- Articulated design that is “creative” and avoids large flat building frontages. Some participants mentioned incorporating public art, curved lines, and colour.
- Setbacks and spaces between buildings; not building right up the property boundary.
- Inclusion of shared, usable green spaces within development boundaries including use of balconies, rooftops and ground level green space.
- Inclusion of communal spaces within residential developments to support a sense of community and social opportunities.
- A preference for mixed use development that activates the ground level.
- An interest in sustainable building practices, including buildings that showcase new technology and demonstrate what is possible within sustainable design.
- Preserving beachside town character through selection of materials and protection of airspace and views.

#### Community Sentiments about Built Form

The emerging idea tested was well supported by participants. Some comments highlighted the need for a clear cohesive direction to guide future development. Participants cared about featuring Frankston’s coastline by protecting the air space near the coastline and including beach character in building design.

*“There is no real plan on what our Frankston city is going to look like in the future and the developers seem to be dictating on what ugly thing they will build.”*

*“Apartments and high rises need to be away from the beach”*

*“Keep the feeling of a leisure beachside city- do not create ugly buildings like South East Water & Quest.”*

*“Encourage use of indigenous plants in forecourts, entrances and public spaces.”*

*“We must develop a style of architecture that feels specific to place, that harmonises the cityscape with the landscape”*

*“There is no point being right on the water and not being able to see it or utilise the view”*

This theme attracted comments about the attractiveness of buildings and discussion about taller developments. It should be noted that there was not clear consensus on what was considered ‘tall’ however community members tended to consider existing structures such as Chisholm, Quest and South East Water to be tall buildings.

*“...greater building height is needed to encourage developers to come into cbd and build more, renovate more and activate more.”*

*“Frankston City residents do not want plain, ugly concrete and glass buildings that block out the views.”*

*“Please do not fill Frankston with ugly huge skyscrapers.”*

*“Please make sure that new buildings are not cheap cookie cutter designs.. it will devalue the city and look horrible”*

*“...make the buildings more visually/aesthetically pleasant, at the same scale. Indoor gardens (with real plants) & food courts, in large apartment and office complexes”*

### **Stakeholder responses about built form**

Key stakeholder workshops included discussion about built form and the following ideas were raised:

- A need to balance density, height and financial viability.
- For the city centre to have a clear and recognisable identity.

- Ensure there is provision for ancillary services such as deliveries and vehicle access to buildings.
- Use of environmentally sensitive design.
- Increased greening of the FMAC.
- Integration of design and colour pallets and design expectations to guide new structures.

#### Focus area 4: Movement and Access

This theme accounts for 21.8% of responses, making it the third-highest priority theme across the engagement responses. Movement and Access attracted the most polarised views out of the four themes. All three traffic reduction ideas received more opposition than support.

This theme included ideas to:

- Prioritise pedestrian movement.
- Create a safe and convenient cycling network.
- Reduce traffic within the city centre.
- Provide car parking that is convenient and easy to locate.
- Increase use of public transport.

#### Online survey results for Movement and Access

Participants were asked the question *Will these ideas prioritise pedestrian movement in the FMAC?* Results are summarised in Table 15.

**Table 15. Support for ideas to prioritise pedestrian movement**

| Idea  | Yes | Unsure | Maybe | %Yes |
|---|-----|--------|-------|------|
| 9.1 Create new pathway links through the FMAC that are direct and clear   | 99  | 13     | 8     | 83%  |
| 9.2 Create shared access (changing from bitumen to pavers, eliminating the kerb, and lowering the speed limit) along Wells Street, Balmoral walk, and Ross Smith Avenue East                      | 77  | 23     | 19    | 64%  |
| 9.4 Make it safer and easier to cross the rail line (an overpass from the proposed multi-deck car park near Beach Street, with a new northern station entrance, and improving existing underpass) | 100 | 11     | 9     | 83%  |
| 9.5 Lower speed limits for pedestrian safety within the city centre   | 71  | 15     | 34    | 59%  |

#### Community Sentiment about pedestrian movement in the FMAC

Community responses suggest there is support for increased pedestrian activity with the FMAC however the implementation of these ideas will need to carefully consider the shared use of roads and paths.



*“Be careful with this please. I am all for encouraging cyclist use of Nepean and other roads but reducing lanes and removing traffic from streets like Young Street seem unnecessary.*

*“The link between the city and our wonderful beach needs to be highlighted.”*

Participants were asked the question *Will these ideas help to create a safe and convenient cycling network in the FMAC?* Results are summarised below in Table 16.

Table 16. Support for ideas to create a safe, convenient, cycling network

| Idea  | Yes | Unsure | No | Yes (%) |
|---|-----|--------|----|---------|
| 10.1 Provide separated bike lanes along Playne Street   | 78  | 23     | 20 | 64%     |
| 10.2 Provide separated bike lanes along Nepean Highway  | 92  | 13     | 16 | 76%     |
| 10.3 Provide separated bike lanes along Beach Street (Cranbourne Road to the railway line, and over it to Kananook Creek) | 91  | 17     | 13 | 75%     |
| 10.4 Connect Baxter Trail to the station and up to the Dandenong Road East shared path                                    | 103 | 16     | 2  | 85%     |
| 10.5 Extend the shared path along Dandenong Road East past Cricklewood Avenue, to the railway station                     | 99  | 20     | 2  | 82%     |

#### Community sentiment about cycling networks in the FMAC

Participants were asked the question *Will these ideas increase the use of the roads outside the city centre to reduce traffic within the city centre streets?* Responses are summarised in Table 17.

Table 17. Support for ideas to reduce traffic within the city centre

| Idea  | yes | unsure | no | Yes % |
|---|-----|--------|----|-------|
| 11.1 Create a bus only turn from Nepean Highway onto Playne Street      | 40  | 39     | 41 | 33%   |
| 11.2 Reduce travel lanes down to one in each direction on Playne Street | 40  | 30     | 47 | 34%   |

|  |    |    |    |     |
|--|----|----|----|-----|
| 11.3 Remove through traffic on Young Street (between Balmoral Street and Ross Smith Avenue East) | 37 | 38 | 45 | 30% |
|--|----|----|----|-----|

### Community sentiment about traffic reduction within the city centre

Traffic reduction ideas received more opposition than support and also attracted a large number of unsure responses. Comments from participants group their opposition into a few key areas:

- That car travel continues to be the only convenient option for entering FMAC and so cars need to be accommodated.
- Narrowing roads will cause congestion rather than discouraging drivers from entering FMAC
- That speed limits are already slow throughout the city centre and should not be lowered further.
- Opposition or confusion about lowering speeds on Nepean Highway which is regarded as a main road for through traffic.

Community quotes:

- “Speed limit already 40 or do you want us to pick up our cars and carry them?”
- “It takes too long to catch a bus into Frankston. It's quicker to drive.”
- “The issue isn't getting around within the CBD, it's getting to the CBD in the first place: which needs to be by car”
- “Young St is a main thoroughfare for vehicles going to Kmart/Seaford etc and it needs solving.”
- “Restricting non-essential car access in the CBD is critical. There are too many cars at the moment that make a lot of noise and take up space”
- “Block off traffic to Young Street and people will hate you for it. It's as simple as that really.”

Participants were asked *Will these ideas provide carparking that is easy to locate and access in the FMAC?* Responses are summarised in Table 18.

Table 18. Support for ideas to making parking easy to locate

| Idea  | Yes | Unsure | No | Yes % |
|---|-----|--------|----|-------|
| 12.1 Locate car parking facilities at the edge of the FMAC                        | 83  | 22     | 16 | 69%   |
| 12.2 Provide real time digital signage that shows the availability of car parking | 103 | 13     | 5  | 85%   |

|   |    |    |    |     |
|---|----|----|----|-----|
| 12.3 Provide a consistent approach to parking time limits and costs | 85 | 17 | 19 | 72% |
|---|----|----|----|-----|

### **Community sentiment about parking**

The three ideas about parking were largely supported by participants; however parking also featured in a significant number of critical or negative comments across the key themes.

Parking needs was included as a discussion topic at the online community workshop to better understand the community expectations for parking within FMAC and to attempt to understand why the community often report a lack of parking when traffic studies suggest this is not the case.

Conversations with community about parking revealed that:

- there is aspirational support for greater use of active and public transport to replace cars and traffic within the FMAC
- participants expect car alternatives to be close to the level of convenience of car travel before making the switch
- there is an expectation of parking close to activities which are short in duration whereas participants were prepared to park further from their final destination if the activity is longer in duration
- while parking spaces are usually available, the time restrictions or cost of the spaces available does not match the needs or expectations of drivers, who want to stay longer or pay less.

Community quotes:

- “Is the council working on going back to longer free parking? One hour is not long enough for people to do anything.
- “It is also very difficult to pick up takeaway food from Frankston cbd eateries as there is no parking and if you park in the cinema car park you get charged for just 5 minutes.
- “Consistent parking is tricky, it usually means that it doesn't cater to a variety of needs. If everywhere is 1 hour it really screws people over, but if everywhere is 4 hours no one will ever get a park. Needs to be mixed.”

Participants were asked *Will these ideas make public transport an attractive and logical choice?* Responses are summarised in Table 19.

Table 19. Support for ideas to make public transport an attractive and logical choice

| Idea  | Yes | Unsure | No | Yes % |
|---|-----|--------|----|-------|
| 13.1 Improve bus movement on key city centre streets including Young Street and Playne Street | 87  | 19     | 11 | 74%   |
| 13.2 Improve directional signage at the bus interchange                                       | 68  | 30     | 18 | 59%   |
| 13.3 Electrifying the railway line to Baxter  | 67  | 27     | 22 | 58%   |

### Community sentiment about public transport

Responses suggest a reluctance to switch from car travel to public transport due to services being infrequent, poorly connected or inconvenient to access. Young people described feeling unsafe using public transport and needing to walk through the FMAC at night when making connections. Conversations with participants highlighted an expectation to improve public and active transport options before asking the community to change their travel behaviour.

#### Community quotes:

- “I'd catch the train if the trainline was extended. I'd also ride my bike in if the Baxter trail was connected”
- “I feel unsafe on public transport”
- “Buses don't run very often”
- “Buses tend to go in similar direction and are not widespread”
- “More safety measures and bike racks for cyclists”
- “Need more pedestrian/cycling connections”.

### Stakeholder responses to movement and access

The follow ideas were raised by key stakeholders and needed deeper consideration, or further research:

- Relocation of buses to Fletcher Road side of the train line to remove congestion from the city centre.
- Concerns about the cost of parking influencing office vacancy rates.
- Concern that the current carparking overlay does not meet existing or future needs of the city.
- Benefits and concerns of creating a decentralised carparking layout.
- Ways to create accessible parking with the CBD.
- Ensure footpaths allow for additional uses such as roadside dining.
- Shade tree planting along walking and cycling paths.



## 4. Recommendations

Following are our recommendations based on the feedback collected through this program. We acknowledge that our expertise lies in community and social research, not in the technical components within the FMAC.

### **Future research as part of the draft Structure Plan (community, expert)**

Further research is needed to:

1. Understand the link between parking time restrictions on community behaviour and potential impacts on businesses. Concerns about the cost of parking influencing office vacancy rates.
2. Understand what traffic reducing measures the community would support or if resistance to the proposed changes can be resolved or mitigated within their implementation.
3. Understand how a diversity of affordable housing can be provided without relying on high density to offset costs, and to assess if the communities expectations around design are achievable.
4. Understand why some ideas received a high number of “unsure” responses, such as the ideas within parks, plazas and gathering spaces, and traffic reduction ideas.
5. Understand the merit to relocate buses to Fletcher Road side of the train line to remove congestion from the city centre.
6. This stage of engagement did not reach a representative sample of residents from Frankston North, Carrum Downs, Skye and further afield.

### **Future engagement and communication (businesses, interviews for significant stakeholders)**

7. The Frankston History group has an interest in the Draft Structure Plan and could be targeted in another stage of engagement.
8. Future engagement should target business operators who are likely to be most impacted by construction and the resulting changes if the Emerging Ideas are actioned. In particular, businesses who may lose parking spaces or through traffic where they are located.
9. Future engagement may consider targeting real estate representatives (residential and commercial) to understand consumer demand for new and existing properties within the FMAC.
10. Study area and precinct boundaries, in particular extending the study area to cover parts of Frankston mentioned - Chisholm, Monash included.

## **Alterations to consider as part of the draft Structure Plan**

11. To remove the reference to the Mornington Peninsula from within the vision and position Frankston as a destination on its own.
12. To consider incorporating more of the language authored by the community panel within the Community Vision 2020 - 2030 when describing Frankston's features.
13. To reconsider the inclusion of ideas that achieved less than 50% support from participants unless the concerns raised can be resolved or further understood.

### **Recommendations about public realm**

14. To propose public spaces which incorporate indigenous planting and materials that echo the look and feel of our natural environment.
15. To preserve sight lines towards the beach.

### **Recommendations about Land use and activities**

16. Support residential developments that feature shared spaces for residents to gather and connect with each other, such as rooftop gardens, communal dining areas and communal lounges.
17. Support high density housing design that considers the accessibility and social wellbeing needs of our ageing population and people with disability.
18. Support residential designs that achieve greater affordability through clever design rather than increased density or height.

### **Recommendations about Built Form**

19. Encourage attractive, sustainable design and incorporate green spaces.
20. Support the inclusion of mixed use developments which activate the ground floor.
21. Protect remaining views of the water and expanses of open sky when looking towards the beach.
22. Ensure affordable housing developments provide good accessibility and communal living areas and are suitable for older people and people with disabilities.

### **Recommendations about Movement and Access**

23. To support ideas which incentivise active and public transport through improved connections and services.
24. To reconsider traffic reduction ideas in their current form.

## Closing the loop

Engagement on this project has already created significant interest and aspirations for the Frankston Metropolitan Activity Centre Structure Plan, for those who participated or walked past a pop up and those who read a post online

### Keeping people updated

Issue a statement and update the Council project page thanking participants for participating in the project and for sharing their ideas. As we move into the next phase of the project and start to deliberate on the vision and priorities we need to keep the wider community updated about the progress of this project.

### Share the data

Even after this initial stage we have collected a substantial level of data that can be used by other agencies and organisations to plan the delivery of services. Consider ways you can share this data such as creating a snapshot of the engagement data, to bring the data to life with infographics to help participants digest the information in an easy form.

### Adherence to the Local Government Act 2020

Keeping participants informed in engagement and the project is called 'closing the loop' - the information loop is currently open. Participants have shared their ideas and their feedback through the engagement process and are waiting to see what happens next.

A new requirement of the Act requires councils to share the information that has been collected and inform the community as to how this will shape thinking.



## Appendices

1. Posters used at pop ups
2. Postcard used at pop ups
3. Walking tour brochure
4. Postcard
5. Survey questions

## 1. Posters used at pop ups

# Frankston City Centre is changing - tell us what you think!



## Council is preparing a new Structure Plan for the Frankston Metropolitan Activity Centre.

This long term 20-year plan will guide how Council invests money in the city centre, the types of development encouraged as well as infrastructure and public space such as parks, bike paths and pedestrian access.

To kick off this conversation with the community, we've developed an Emerging Ideas Paper and we would love your feedback.

### Key project stages:



## What are our emerging ideas?

### Our Emerging Ideas Paper

includes **50** ideas to improve the City Centre!

These can be viewed at:

[engage.frankston.vic.gov.au/Frankston\\_City\\_Centre](https://engage.frankston.vic.gov.au/Frankston_City_Centre)

We have outlined some key ideas on our posters for your feedback at our pop-ups.

**Have your say today or through the online survey until 30 May 2022.**



# Does this vision reflect what you hope for the FMAC?



## FMAC Vision in 2040

The Vision provides a statement for the preferred future of the FMAC up until 2040.

### Vibrant and diverse

*"Frankston is the capital of the Mornington Peninsula - a vibrant and diverse city centre boasting a strong beachside character."*

### Accessible

*"It is a place where all residents and visitors can take part in a range of learning, employment and recreational opportunities, and cultural experiences that are unsurpassed in the region."*

### Connection to waterfront and creek

*"The lifestyle qualities of Frankston are enriched by a strong connection to the waterfront and Kananook Creek."*

### Pride

*"There is a strong sense of pride in the streets and public spaces. The city centre is a people-oriented, thriving place for business and an inspiring place to be in due to the quality of landscaping, public art and architecture. Everyone is welcome to engage in public events and to socialise in the streets."*

### Liveable

*"Frankston is a great place to live, with a range of housing choices that are close to everything. Residents benefit from opportunities for walking, cycling or using public transport to access their daily needs."*

## Share your feedback on our vision

# A thriving Kananook Creek



**Kananook Creek is one of Frankston's major assets, however to some it presents as a degraded environment that does not fulfill its potential.**

Current issues:

Currently buildings turn their back on the creek

Currently car dominated with limited space for people

Currently connected to Carrum via a 7.5km recreational trail

Kananook Creek has great potential as a day and night time activity destination, providing entertainment, hospitality and public spaces for people to enjoy.

## Key Direction 5 - Provide more parks, plazas and gathering spaces

Our ideas to create a thriving Kananook Creek Promenade:



1

Create a boulevard along Kananook Creek Boulevard (wider footpaths, additional tree planting, water sensitive urban design, shared pedestrian and vehicle pavement, activity and landscape points).



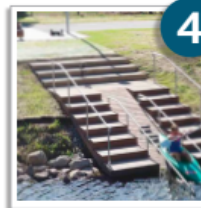
2

Continue the Kananook Promenade past the Cheeky Squires to Melbourne Water Site.



3

Improve pedestrian connections between Kananook Creek and the City Centre (additional crossings, reduce crossing waiting times and additional wayfinding).



4

Provide better access to the creek through additional on-water activities and viewing experiences.

**Tell us what you think of these ideas!**

# Quality public space in the City Centre



**Frankston City is surrounded by great open space assets, however lacks parks and gathering spaces within the heart of the city.**

## Key Direction 5 - Provide more parks, plazas and gathering spaces

Our ideas to create additional public space within the heart of the FMAC for residents, workers, students and visitors to relax, socialise and participate in community events:

- |  |  |  |  |
|--|--|--|--|
| <b>5.1</b> New Wells Street Central Plaza (between Thompson Street and Young Street) | <b>5.2</b> New Sherlock and Hayes Park (located between the Arts Centre and the railway station) | <b>5.3</b> Conversion of Young Street Car Parks (122-124 and 170 Young Street) for public space      | <b>5.4</b> City Park Extension (Junction of Young Street and Wells Street) |
| <b>5.2</b> New park near Beach Street Signal Box Park (near Chisholm Institute)      | <b>5.6</b> Frankston Park extending community access (High Street, Beauty Park)                  | <b>5.7</b> Upgrade Nepean Highway (within FMAC boundary) to create a more people focused environment |  |

- 5.3** Emerging Ideas
- Existing Council owned land
- Existing public plaza
- Future open space options
- Future open space options through street re-configuration
- Future open space options through street re-configuration
- ↔ Existing links
- ↔ Future potential links



**Tell us what you think of these ideas!**



# People focused streets



The streets within the city centre are currently dominated by vehicles, with a excessive number of vehicle lanes in some locations, substantial areas of car parking and large roundabouts. This makes the streets less attractive, less comfortable and reduces the ability to move freely across the FMAC.

Our ideas to create safe and connected walking and cycling pathways, while helping to circulate traffic around the activity centre:

1

Create new pathway links through the FMAC that are direct and clear

2

Enhance pedestrian priority and safety at key intersections

3

Make it safer and easier to cross the rail line (overpass)

4

Lower speed limits for pedestrian safety within the city centre

5

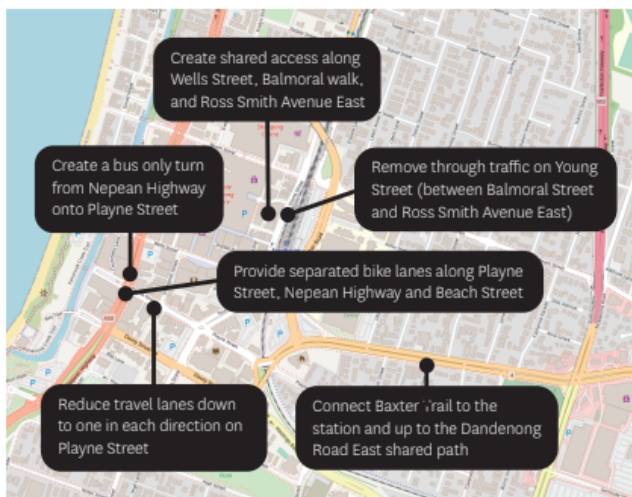
Locate car parking facilities at the edge of the FMAC

6

Provide 'real time' digital signage that shows the availability of carparking

7

Provide a consistent approach to parking time limits and costs



**Tell us what you think of these ideas!**

# Encourage economic development?

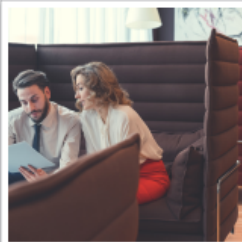


**For the Frankston Metropolitan Activity Centre to achieve its full potential, Frankston will need to evolve into a more economically diverse and integrated centre, which connects and leverages its key assets.**

Our ideas to plan for population growth and investment into the area, while meeting ongoing demand for land for new housing, industry and public open space:



Rebuild and support the local retail and hospitality sector



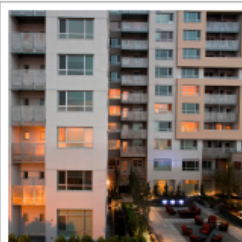
Support development for small co-working offices



Advocate/attract major new head office or government departments



Attract employment opportunities for Health and Education



High density housing within the city centre



Mid-scale housing surrounding the city centre



Provide more affordable housing



Strengthen the arts and entertainment precinct


**Tell us what you think of these ideas!**



Additional events and festivals within the FMAC

## 2. Postcard used at pop ups

### Tell us about yourself



By answering these questions you are helping us to understand who we've heard from and who we've missed though this survey.

1. What is your connection to the FMAC? (select all that apply)

☐ Live within the FMAC boundary ☐ Live within Frankston, outside the FMAC ☐ Work with the FMAC ☐ Study within the FMAC

☐ Visit or drive through the FMAC ☐ Other (please specify)

2a. On an average day how would you get to Frankston Activity Centre? (specify below)

2b. If by car, are you open to parking at the edge of FMAC and walking the rest of the way? (specify below)

3. What is your gender?

☐ Female ☐ Male ☐ I identify as:  ☐ Prefer not to say

4. How old are you?

☐ Under 11 years ☐ 12 - 17 years ☐ 18 - 24 years ☐ 25 - 34 years ☐ 35 - 49 years


☐ 50 - 59 years ☐ 60 - 69 years ☐ 70 - 79 years ☐ 80 years plus ☐ Prefer not to say

5. Where is home? (specify below)

6. Do you have a disability which requires assistance?

☐ Yes ☐ No ☐ Prefer not to say

### Share your feedback on the emerging ideas?



**If any of the ideas concern you please tell us more?**

**If you think anything has been missed please tell us more?**



### 3. Walking tour brochure

## Share information about your connection to the FMAC

By answering these questions you are helping us to understand who we've heard from.

1. What is your connection to the FMAC? (select all that apply)

☐ Live within the FMAC boundary   
 ☐ Live within Frankston, outside the FMAC   
 ☐ Work within the FMAC   
 ☐ Study within the FMAC

☐ Visit or drive through the FMAC   
 ☐ Other (please specify):

2a. On an average day how would you get to Frankston Activity Centre? (specify below)

2b. If by car, are you open to parking at the edge of FMAC and walking the rest of the way? (specify below)

3. What is your gender?

☐ Female   
 ☐ Male   
 ☐ I identify as:    
 ☐ Prefer not to say

4. How old are you?


☐ Under 11 years   
 ☐ 12 - 17 years   
 ☐ 18 - 24 years   
 ☐ 25 - 34 years   
 ☐ 35 - 49 years  
☐ 50 - 59 years   
 ☐ 60 - 69 years   
 ☐ 70 - 79 years   
 ☐ 80 years plus   
 ☐ Prefer not to say

5. Where is home? (specify below)

6. Do you have a disability which requires assistance?

☐ Yes   
 ☐ No   
 ☐ Prefer not to say

## Frankston City Centre is changing - tell us what you think!



### Walking Tour

Council is preparing a new Structure Plan for the Frankston Metropolitan Activity Centre.

This long term 20-year plan will guide how Council invests money in the city centre, the types of development encouraged as well as infrastructure and public space such as parks, bike paths and pedestrian access.


To kick off this conversation with the community, we've developed an Emerging Ideas Paper and we would love your feedback.

The **50** ideas to improve the city centre can be viewed at:


[engage.frankston.vic.gov.au/Frankston\\_City\\_Centre](https://engage.frankston.vic.gov.au/Frankston_City_Centre)

Have your say along the way today or through the online survey until 30 May 2022.

**HAVE YOUR SAY**



### Our Walking Tour Today

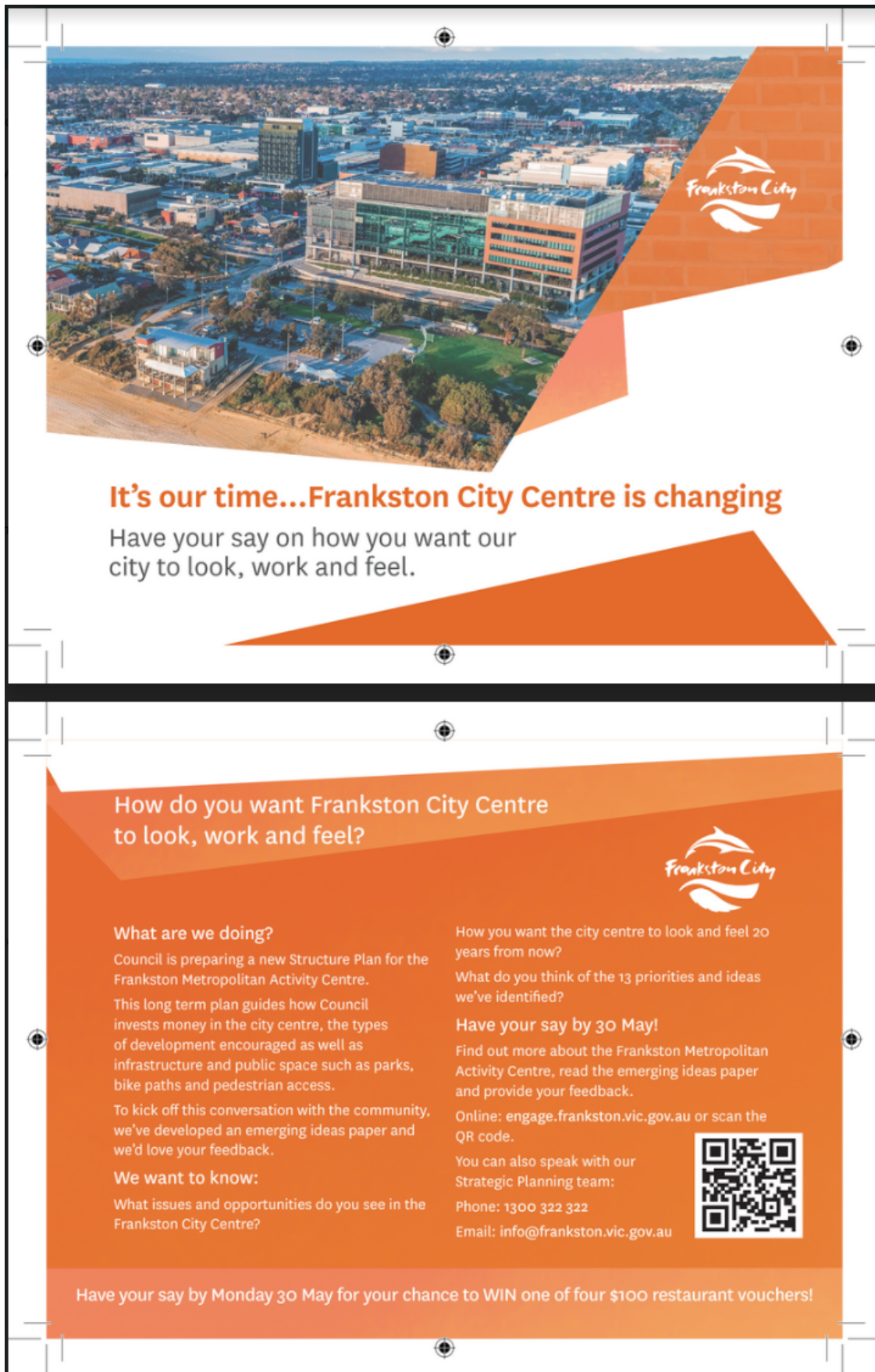


### Share your feedback on the emerging ideas?

If any of the ideas concern you please tell us more?

If you think anything has been missed please tell us more?

#### 4. Postcard



## 5. Survey Questions

### **Your use and connection to the FMAC**

#### **1. What is your connection to the FMAC? *(select all that apply)***

- Live within the FMAC boundary
- Live within Frankston, outside the FMAC
- Own a property, live elsewhere
- Work with the FMAC
- Study within the FMAC
- Use services within the FMAC
- Visit or drive through the FMAC
- Own/operate a business within the FMAC
- Other (please specify)

#### **2. How long have you had these connections? *(select one)***

- Less than 12 months
- 1 – 3 years
- 4 – 10 years
- 11 – 15 years
- Greater than 16 years

#### **3. On an average day how would you get to Frankston Activity Centre? (if you use more than one transport mode in your typical journey please select all that apply) *(select all that apply)***

- Walking
- Cycling
- Electric bike hire
- Driving
- Motorbike
- Train
- Bus
- Taxi/Uber
- Scooter (mobility)
- Other (please specify)

#### **3b If by car, where do you typically park?**

- Along the street – Which street?
- In a paid car park – which car park?
- In a free carpark
- In places I can use my resident parking sticker
- My work has car parking
- Other (please specify)

#### **3c If by car, are you open to parking at the edge of FMAC and walking the rest of the way? *(select all that apply)***

- Yes, if I can rely on a car space being available
- Yes, if the footpath is accessible and lit at night
- Yes, it's not too far

- Yes, if it's free parking
- Yes, if it's all day parking
- No, I use a disability permit
- No, I prefer to park as close as possible
- No, other reason (please specify)

**4. Are there any areas in the FMAC that you find difficult to access with your preferred mode of transport? *(free text)***

### **Tell us about yourself**

By answering these questions you are helping us to understand who we've heard from and who we've missed though this survey.

#### **4. What is your gender?**

|                |                   |
|----------------|-------------------|
| Female         | Male              |
| I identify as: | Prefer not to say |

#### **5. How old are you?**

|                |                   |
|----------------|-------------------|
| Under 11 years | 50 – 59 years     |
| 12 – 17 years  | 60 – 69 years     |
| 18 – 24 years  | 70 - 79 years     |
| 25 – 34 years  | 80 years plus     |
| 35 – 49 years  | Prefer not to say |

#### **29. Where's home?**

|                   |                           |
|-------------------|---------------------------|
| Carrum Downs      | Seaford                   |
| Langwarrin        | Frankston South           |
| Frankston CBD     | Skye                      |
| Langwarrin South  | Karingal                  |
| Frankston Heights | Outside of Frankston City |
| Sandhurst         | Prefer not to say         |
| Frankston North   |                           |

#### **30. Where is your business based?**

|                           |
|---------------------------|
| Carrum Downs              |
| Langwarrin                |
| Frankston CBD             |
| Langwarrin South          |
| Frankston Heights         |
| Sandhurst                 |
| Frankston North           |
| Seaford                   |
| Frankston South           |
| Skye                      |
| Karingal                  |
| Outside of Frankston City |
| Not applicable            |

**Do you have a disability which requires assistance?**

Yes

No

Prefer not to say