

# Draft Frankston Metropolitan Activity Centre Structure Plan



Engagement report

Frankston City Council

February 2023

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# Giving every person a voice.

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Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

## Definitions

The following lists key definitions for common terms used in the design and delivery of community engagement as stated in the Frankston City Council's Community Engagement Policy, 2021.

### Community members

means people who live in the municipal district of the Council; people and bodies who are ratepayers of the Council; traditional owners of land in the municipal district of the Council; and people and bodies who conduct activities in the municipal district of the Council.

### Council

Frankston City Council.

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# Executive Summary

## Overview and engagement approach

The Victorian Government's strategic planning document 'Plan Melbourne' designated Frankston as a Metropolitan Activity Centre (MAC). After an initial Frankston Metropolitan Activity Centre Structure Plan (FMAC SP) in 2015 and recent State government projects and policy changes, Frankston City Council is refreshing the FMAC SP to guide land use and development for the next 20 years.

The Emerging Ideas consultation in April and May 2022 identified emerging ideas from key stakeholders and community members which helped prepare the Draft FMAC SP. The Draft FMAC SP includes a vision for the FMAC and six precincts.

This report summarises the engagement approach and findings from the Draft FMAC Structure Plan community consultation program which will inform the development of the final Frankston Metropolitan Activity Centre Structure Plan (FMAC SP).

The community consultation program had an engagement period of 31 October 2022 to 12 December 2022. It focused on educating and understanding what the community and key stakeholders thought about the Draft FMAC SP, demonstrated how the Emerging Ideas Consultation feedback was included in the Draft FMAC SP, and shared and gained feedback on the Vision for the FMAC, Precinct actions, Precinct-based preferred (maximum) building heights and whether the Draft FMAC SP meets 20-year aspirations.

Communication material including the project webpage on Council's 'Engage Frankston' engagement website provided information about the Draft FMAC SP, promoted engagement opportunities, and encouraged people to visit the project webpage to find out more information.

Engagement activities consisted of:

- An online survey.
- Five workshops/focus groups.
- Five stakeholder interviews.
- Three pop-up events.
- One walking tour.
- Feedback from the Frankston City Youth Council.

Approximately 499 people participated in the engagement program, in addition to those who commented on social media posts.

Due to the high number of actions per Precinct, feedback was only asked for selected actions that were either new, received low support during the Emerging Ideas consultation, or were known by the project team to have a higher interest by the community.

## Key engagement themes and findings

Key themes across the engagement findings included the following:

- Most participants shared that the Vision reflects their aspirations for the Frankston MAC in 20 years (57% of survey respondents and 94% pop-up participants), but there were several topics suggested to include, change, or promote.
- Overall, there was low comfort for the highest preferred maximum building heights of 8, 10, 12 and 14 storeys, and high building density. Participants were more comfortable with preferred maximum building heights of 3,4 or 6 storeys.

- Many participants shared the need for transport planning including providing sufficient carparking.
- There was general comfort for Key Actions that would increase greenery and upgrade public open spaces. Additionally, many participants provided suggestions to improve safety, wayfinding, and visitation across the FMAC.

Other key findings included:

- The majority of survey respondents were comfortable with both Precinct 1 actions: Key Action 1:4 Laneway Activation considerations and Key Action 1-5.
- Across all precincts, the action that the highest percentage of survey respondents were comfortable with was Key Action P2-8: Fletcher Road Greening at 92.9%.
- This was in comparison to Key Action 3-4: Multi-deck car park with the lowest level of comfort at 50%.
- There was general comfortability for both actions that aim to upgrade Nepean Boulevard: Key Action 4-1 and Key Action 5-1.
- 31% of survey respondents shared that the Draft FMAC SP meets or fully meets their 20-year aspirations for Frankston.

## Next steps

Following this report, Frankston City Council will undertake the following steps:

- Prepare the Final FMAC SP, taking community feedback into account.
- Present the FMAC SP to Council for adoption and request authorisation from the Minister for Planning to prepare a Planning Scheme Amendment.



# 1 Introduction

## 1.1 Report purpose

This report summarises the approach and findings from the Draft FMAC Structure Plan community consultation program to inform the development of the Frankston Metropolitan Activity Centre Structure Plan (FMAC SP).

## 1.2 Background

Frankston is a designated Metropolitan Activity Centre (MAC) in 'Plan Melbourne' which is the Victorian Government's strategic planning document. A MAC is intended to 'provide a diverse range of jobs, activities and housing for regional catchments that are well served by public transport'. Additionally, it plays 'a major service delivery role, including government, health, justice, and education services, as well as retail and commercial opportunities'.<sup>1</sup>

The FMAC SP was adopted in 2015. Since then, key State government projects and policy changes have commenced including the Suburban Rail Loop Project, level crossing removals on the Frankston line, finalisation of Plan Melbourne and a greater focus on the provision of affordable housing.

Planning Practice Note 58<sup>2</sup> from September 2018 outlines guidance to councils on structure planning for activity centres. It states 'structure plans help give effect to State planning policy by managing and facilitating major changes to land uses, the built form and public spaces located within activity centres. Additionally, the aims of structure plans are:

*'to plan for and develop a shared vision for the activity centre, and to identify the type and scope of change projected within the activity centre over time. The structure plan should be a tool to help manage, influence and facilitate change within individual activity centres, in accordance with the directions of State planning policy'.*

### 1.2.1 Frankston MAC SP refresh and Emerging Ideas Consultation

Council is undertaking a 'refresh' of the adopted FMAC SP for the next 20 years. The Emerging Ideas consultation (April and May 2022) identified emerging ideas from key stakeholders and community members. Positive feedback was received including a desire for change, support for public realm activation and interest in more events. Areas of concern included car parking and building heights in sensitive locations.

As stated in the Emerging Ideas Paper for the FMAC SP 'the refreshed Structure Plan will set out a framework to guide land use and development within the FMAC providing clear direction on housing, population, urban design, employment, retail and commercial activity, environment, social and physical infrastructure, movement and accessibility'.

The engagement outcomes from the Emerging Ideas Consultation are outlined in the '[Emerging Ideas Paper Community Engagement Report June 2022](#)'. 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. This engagement has influenced the Draft FMAC SP that is the subject of this engagement report.

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<sup>1</sup> <https://www.planning.vic.gov.au/policy-and-strategy/activity-centres/activity-centres-overview>

<sup>2</sup> [https://www.planning.vic.gov.au/\\_data/assets/pdf\\_file/0029/97319/PPN58-Structure-planning-for-activity-centres.pdf](https://www.planning.vic.gov.au/_data/assets/pdf_file/0029/97319/PPN58-Structure-planning-for-activity-centres.pdf)

## 1.2.2 Draft Frankston Metropolitan Activity Centre Structure Plan

The Draft FMAC SP<sup>3</sup> includes the following chapters:

1. Introduction
2. Positioning the Frankston Metropolitan Activity Centre
3. The Vision (Vision for the FMAC)
4. The Strategic Response which 'outlines a range of Objectives, Strategies and Actions to plan for the growth and development of the Activity Centre in a holistic way'<sup>4</sup>
5. The Precincts
6. Implementation

### THE VISION

As stated in the Draft FMAC SP, the following Vision 'provides a statement for the preferred future of the FMAC up until the year 2040'<sup>5</sup>. It was based on 'Our Community Vision 2040' and was updated following feedback during the Emerging Ideas consultation.

*'Frankston is the capital of the South East – a vibrant and diverse city centre boasting a strong beachside character.*

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

*The lifestyle qualities of Frankston are enriched by a strong connection to its natural assets – the waterfront and Kananook Creek.*

*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.*

*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.'*

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<sup>3</sup> [https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan\\_final\\_october-2022-a4769442.pdf](https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan_final_october-2022-a4769442.pdf)

<sup>4</sup> [https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan\\_final\\_october-2022-a4769442.pdf](https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan_final_october-2022-a4769442.pdf)

<sup>5</sup> [https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan\\_final\\_october-2022-a4769442.pdf](https://www.frankston.vic.gov.au/files/assets/public/your-council/engage-frankston/draft-fmac-structure-plan_final_october-2022-a4769442.pdf)

## PRECINCTS

The FMAC is made up of the following six precincts, as shown in Figure 1.

- Precinct 1: City Centre
- Precinct 2: Transport Interchange, Community and Education
- Precinct 3: Arts, Entertainment and Government Services
- Precinct 4: Waterfront
- Precinct 5: Nepean Boulevard Gateway
- Precinct 6: Cranbourne Road Gateway

The Draft SP outlines the following information per Precinct:

- Overview
- Actions
- Development Framework
- Development Requirements
  - Preferred building heights
  - Preferred street wall heights
  - Preferred street & ground level setbacks



Figure 1 FMAC Precincts

## 1.3 Scope of engagement

This stage of engagement focused on educating and understanding what the community and key stakeholders thought about the Draft FMAC SP, demonstrated how the Emerging Ideas Consultation feedback was included in the Draft FMAC SP, and shared and gained feedback on the Vision for the FMAC, Precinct actions, Precinct-based preferred (maximum) building heights and whether the Draft FMAC SP meets 20-year aspirations.

## 1.4 Next steps

Following this report, Frankston City Council (FCC) will undertake the following steps:

- Prepare the Final FMAC SP, taking community feedback into account.
- Present the FMAC SP to Council for adoption and request authorisation from the Minister for Planning to prepare a Planning Scheme Amendment.



## 2 Engagement Approach

### 2.1 Communications and promotions

Throughout the engagement period of 31 October 2022 to 12 December 2022, the project team sought to inform as many people as possible, to ensure residents, visitors, workers and others interested in the FMAC had a chance to share their feedback on the Draft FMAC SP. Communication material provided information about the Draft FMAC SP, engagement opportunities were widely promoted, and people were encouraged to visit the website to find out more information.

Table 1 outlines the tools used to promote and inform community members and stakeholders about project.

Table 1 Communication and promotion tools

<b>PROJECT WEBPAGE</b>	<p>The project webpage (<a href="https://engage.frankston.vic.gov.au/Frankston_City_Centre">engage.frankston.vic.gov.au/Frankston_City_Centre</a>) on Council's 'Engage Frankston' engagement website provided project information, including the Draft FMAC SP, an interactive FMAC map, project timeline, information and registration for engagement opportunities, document library, a video and FAQs.</p> <p>During the engagement period the project webpage received a total of <b>6,950 views</b><sup>6</sup> and <b>2,771 visits</b><sup>7</sup> from 1,913 visitors<sup>8</sup>. <b>91.22%</b> of visitors visited the main page whilst <b>10.51%</b> visited the online survey page.</p> <p><b>59.55%</b> of visitors arrived at the webpage by clicking on a link from a social media site, whilst <b>24.90%</b> was direct (to the webpage address).</p>
<b>MEDIA RELEASE</b>	<p>The Media Release was published on Wednesday 9 November.</p> <p>It is available here: <a href="https://www.frankston.vic.gov.au/Council/News-and-media/Latest-News/Media-Releases-2022/Help-us-shape-the-future-of-Frankston">https://www.frankston.vic.gov.au/Council/News-and-media/Latest-News/Media-Releases-2022/Help-us-shape-the-future-of-Frankston</a></p>
<b>MEDIA COVERAGE</b>	<p>The engagement opportunity was covered in the following Frankston-based media:</p> <ul style="list-style-type: none"><li>• Frankston City News<ul style="list-style-type: none"><li>◦ <a href="#">12 September 2022 (Cr Liam Hughes' column)</a></li><li>◦ <a href="#">21 November 2022</a></li></ul></li><li>• Frankston City Council e-news<ul style="list-style-type: none"><li>◦ <a href="#">15 November 2022</a></li></ul></li><li>• The Frankston Times<ul style="list-style-type: none"><li>◦ <a href="#">15 November 2022</a></li></ul></li></ul>

<sup>6</sup> Views: The number of times a Visitor views any page on the site.

<sup>7</sup> Visits: The number of end-user sessions associated with a single Visitor.

<sup>8</sup> Visitors: The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.

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## SOCIAL MEDIA



FCC posted multiple organic (free) posts on Facebook, Instagram, and LinkedIn. Some Facebook posts were also boosted to appear on selected audience's feeds including those who do not follow Council.

Below is a summary of some social media posts and their statistics:

- Introductory post (Wednesday 2 November 2022)
  - Facebook
    - Boosted: 14 to 22 November 2022.
    - Impressions<sup>9</sup>: **21,955**
    - Reach<sup>10</sup>: **14,660**
  - LinkedIn
    - Impressions: **1,800**
    - Reach: **1,300**
- Pop-ups (see details in Table 2) (Friday 4 November 2022)
  - Facebook
    - Impressions: **8,913**
    - Reach: **8,913**
- Summary post (including short video) (Tuesday 22 November 2022)
  - Facebook
    - **284** views
- FMAC SP animated video (see details and link below)
  - Facebook (Wednesday 23 November 2022)
    - Boosted: 1 to 9 December 2022
    - Reach: **9,900**
    - 3-second video views: **6,300**
  - LinkedIn (Thursday 24 November 2022)
    - Impressions: **4,200**
    - Reach: **2,800**
- 'What is FMAC?' video (Tuesday 6 December 2022)
  - Facebook
    - Boosted: 9 to 12 December 2022
    - Reach: **14,600**
    - 3-second video views: **7,600**
  - LinkedIn
    - Impressions: **6,800**
    - Reach: **4,600**

Sentiment and feedback from some social media commenters have been included in the engagement findings.

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## BROCHURE



A brochure was distributed by letterbox drop to **2,245** local addresses in the FMAC and by Australia Post to **798** addresses of property owners who do not reside in the FMAC.

All **3043** brochures were distributed or lodged with Australia Post by Thursday 3 November 2022.

The brochure design is in

Appendix A: Brochure

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## FMAC SP ANIMATED VIDEO



A 2-minute 53-second animated video was developed outlining the FMAC SP and included information and visuals about the need for the SP. The video included themes and key actions per precinct to help inform the community and encourage feedback.

The video is available here: <https://youtu.be/EqR3L7KVyOU>

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<sup>9</sup> Impressions: The number of times any content enters a person's screen

<sup>10</sup> Reach: The approximate number of people who saw content

## 'WHAT IS FMAC?' VIDEO



A 3-minute 38-second video of Coordinator Strategic Planning, Brooke Whatmough explaining the FMAC SP was developed and shared throughout the engagement period. It showed videography and animation whilst Brooke explained the need for the FMAC SP, details of two precincts (Precinct 3 and 4), proposed maximum building heights, and the process.

The video is available here: <https://www.youtube.com/watch?v=jLqNNvDgdG8>

## FOOTPATH DECAL



25 footpath decals (Appendix B: Footpath decal) were placed on footpaths around the Frankston MAC to promote the engagement. The decals included a QR code which took people to the Project webpage.

## 2.2 Engagement activities

Table 2 provides details about the engagement activities undertaken to gain feedback regarding the Draft FMAC SP.

Table 2 Engagement activities

### ONLINE SURVEY



The online survey was included on the dedicated Engage Frankston webpage to gather feedback.

98 responses were received whilst it was live between 31 October 2022 and 12 December 2022.

The survey asked respondents for their reflection on the Vision for the FMAC before they answered questions regarding actions and preferred building heights against the six precincts.

Survey respondents were asked which Precinct(s) they wanted to provide feedback on, thus not all survey respondents answered questions about all Precincts.

See Appendix C: **Online Survey Questions** for all survey questions.

### WORKSHOPS AND FOCUS GROUPS



Five workshops/focus groups were held to present an overview of the Draft FMAC SP and highlight key actions across the FMAC SP. A total of 31 participants attended a workshop or focus group.

Participants were asked for their input and feedback on the Vision for the FMAC, and Precinct actions and preferred building heights. The discussion questions aligned with survey questions but varied dependent on the stakeholder group and their interests.

The five workshops/focus groups were:

- Internal Frankston Staff Workshop (Figure 2) (Findings not included in this report)
  - 2 November 2022, 10.00am-12.00pm
  - In person
- Business and Traders Focus Group
  - 14 November 2022, 6.00pm-7:30pm
  - Online
- Developers and State Agencies Focus Group
  - 22 November 2022, 12.00pm-1.30pm
  - Online
- Community Workshop
  - 28 November 2022, 6.00pm-8.00pm
  - Online
- Frankston Disability Access & Inclusion Committee (DAIC) Focus Group (Figure 4)
  - 29 November 2022, 6.00pm-6.45pm
  - Online (Cr. Sue Baker joined)

Registration for the Business and Traders Focus Group, Developers and State Agencies Focus Group, and Community Workshop occurred via Eventbrite.



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## STAKEHOLDER INTERVIEWS



Five 30 to 45-minute online stakeholder interviews were held with key landowners in and near the FMAC. The purpose was to have in-depth conversation and seek targeted feedback on objectives and specific Precinct actions.

Interviews were had with 11 representatives from the following five landowners:

- Chisolm TAFE
- Frankston Hospital/Peninsula Health
- Monash University
- Peninsula Aquatic Recreation Centre (PARC)/Peninsula Leisure
- Vicinity Centre

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## POP-UP EVENTS



Three community in-person pop-up events were held in the FMAC to raise awareness of the Draft Structure Plan and gain input and feedback on the Vision and selected Precincts.

The pop-up events were targeted in areas and during events to reach a more diverse audience, including young people, families, FMAC workers and visitors. The second pop-up at Frankston City's Festival of Lights included activities to encourage visitation and engagement, including Bike n' Blend smoothie bikes, and drawing activities for children.

Each pop-up event included multiple A2 boards asking participants questions about the Vision and each Precinct. Most of the questions replicated questions in the online survey. See Appendix D: Pop-up posters for the posters.

The three pop-up events were:

- Pop-up 1
  - 5 November 2022, 8.00am-11.00am
  - Outside PARC
  - Mayor, Cr. Nathan Conroy joined (Figure 3)
- Pop-up 2
  - 26 November 2022, 5.00pm-10.00pm
  - Frankston's Christmas Festival of Lights
- Pop-up 3
  - Wednesday 30 November 2022, 10.00am-2.00pm HOYTS Frankston Forecourt (21 Wells Street, Frankston)
  - Three councillors attended this pop-up event

Approximately 340 people attended a pop-up event in total.

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## WALKING TOURS



One one-hour walking tour was held at 12.00pm on Wednesday 30 November 2022 during the pop-up event at the HOYTS Frankston Forecourt (21 Wells Street, Frankston). This was targeted at community members who were keen for a deeper understanding of each precinct, and to visualise the proposed changes.

Another walking tour was cancelled due to inclement weather.

Frankston City Council's national award-winning tour guides took nine participants on the walking tour to help them learn about the plans to revitalise the city including selected actions in the Draft FMAC SP.

See Appendix E: Walking tour flyers for the walking tour flyers for both walking tours.

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## FRANKSTON CITY YOUTH COUNCIL



The Frankston City Youth Council is a 'youth advocacy and action group of 12- to 24-year-old young people who are connected to the Frankston area'<sup>11</sup>.

The Youth Council were sent an information sheet sharing how their feedback during the Emerging Ideas Consultation had been incorporated into the Draft FMAC SP. Approximately ten members then provided additional feedback on several actions.

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<sup>11</sup> <https://www.frankston.vic.gov.au/Things-To-Do/Frankston-Youth-Services/Youth-leadership-programs/Frankston-City-Youth-Council>



Figure 2 Internal Frankston Staff Workshop



Figure 3 Mayor Cr Nathan Conroy at Pop-up 1 outside PARC

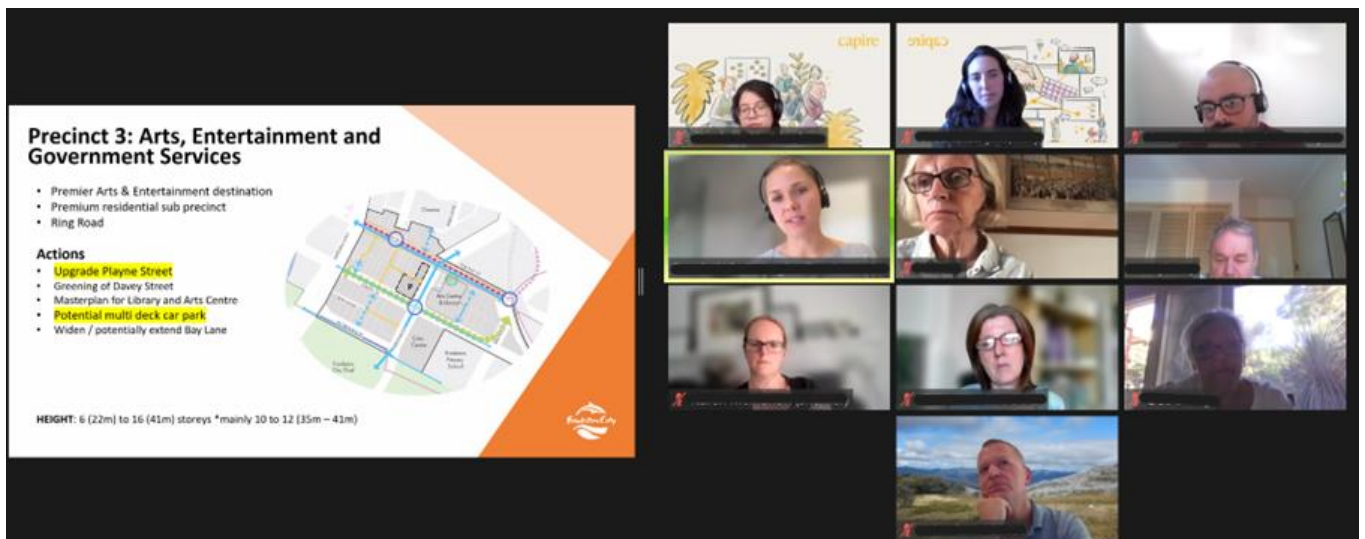


Figure 4 DAIC Focus Group

## 2.3 Participation

Approximately **499** people participated in the engagement<sup>12</sup>. Figure 5 provides an overview of the participation in each engagement activity.



Figure 5 Overview of participation in the engagement activities

<sup>12</sup> Not including social media commenters



## 2.4 Survey demographics

The largest number of responses to the FMAC SP engagement was through the online survey. To understand who participated, respondents answered a number of demographic questions. This information assists in understanding any potential gaps in participation.

### 2.4.1 Age group

As shown in Figure 6, there was an uneven spread of survey respondents' age groups. 32 respondents (33%) were in the 35 – 49 years age group. Not considering those who did not prefer to say, there were no respondents younger than 12 years of age or older than 79 years of age.

People younger than 12 years of age were engaged at the Festival of Lights where their feedback was captured on the pop-up event posters and through drawings (see Appendix F: Festival of Lights drawings).

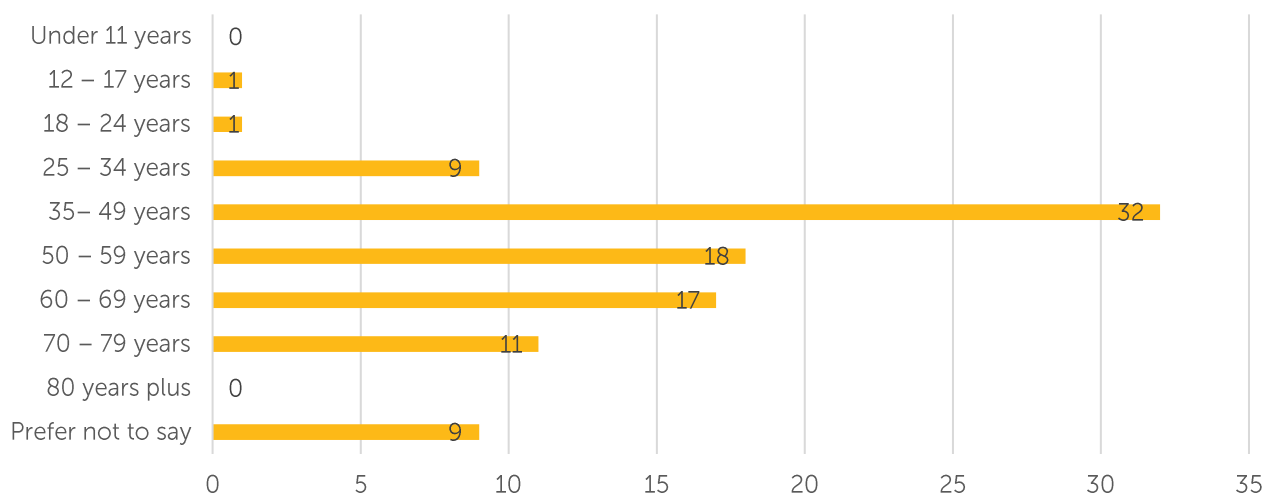


Figure 6 Survey respondents' age groups (n=98)

### 2.4.2 Gender

As shown in Figure 7, a larger number of survey respondents (57, 58%) identified as female than male (32, 33%). One respondent identified as 'Self Identification' and specified 'self'.

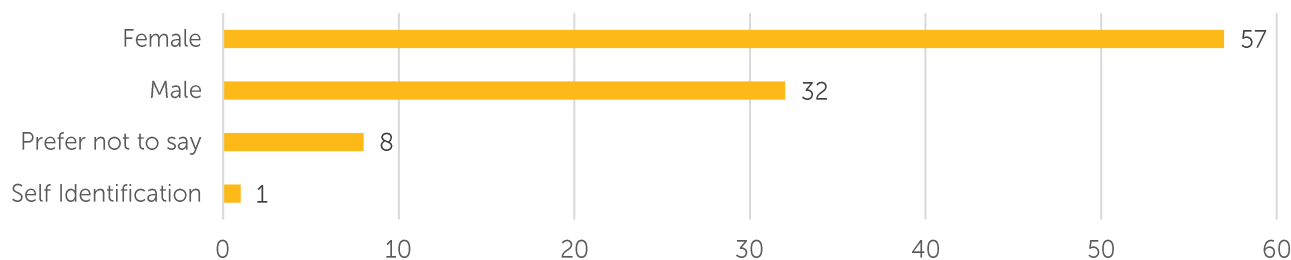


Figure 7 Survey respondents' gender (n=98)

### 2.4.3 Primary connection to the FMAC

Survey respondents were asked for their primary connection to the FMAC.

As shown in Figure 8, 56 respondents (57%) lived in the Frankston municipality but outside of the FMAC whilst an additional 21 respondents (21%) lived within the FMAC boundary.

Two respondents selected 'other' including one who could not say and one who lived in Frankston, and owns a property, owns a business, works in, use services and visits the FMAC.

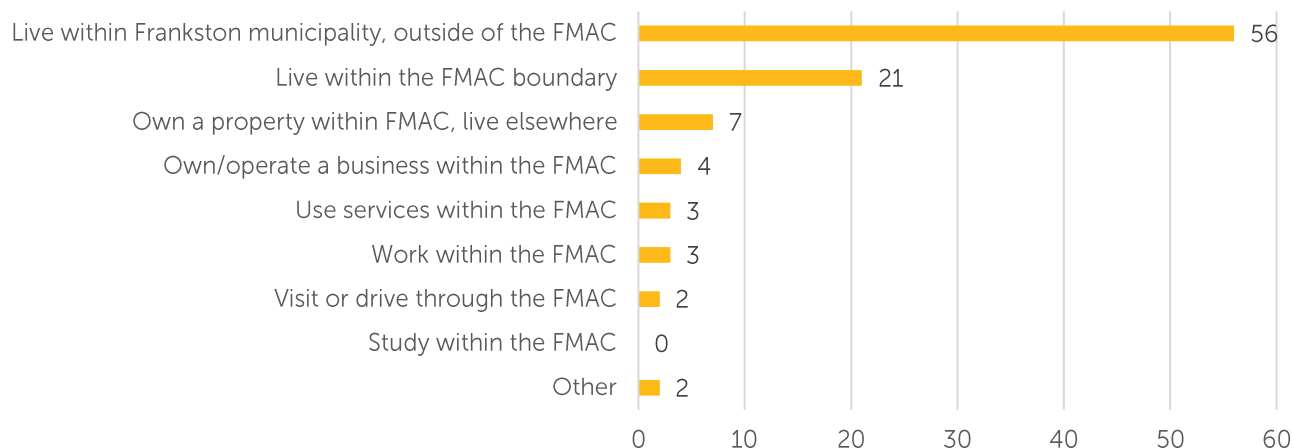


Figure 8 Survey respondents' primary connection to the FMAC (n=98)

#### 2.4.4 Length of connection to the FMAC

Survey respondents were asked how long they have had this connection for (Figure 9). 47 respondents (48%) have had this connection for greater than 16 years. All four respondents who have had the connection for less than 12 months lived in the FMAC boundary (3) or live in the Frankston municipality but outside the FMAC (1).

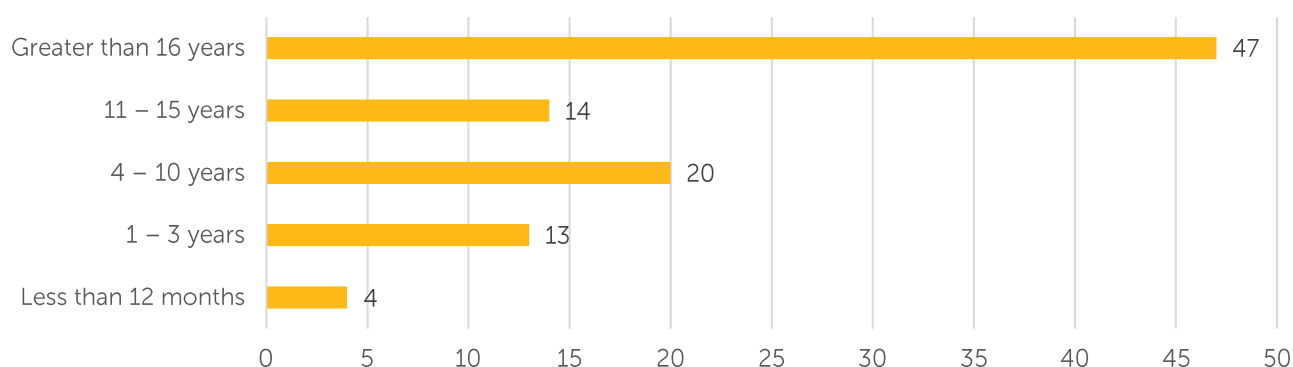


Figure 9 Survey respondents' length of connection to the FMAC (n=98)

#### 2.4.5 Suburb of residency

As shown in Figure 10, survey respondents were asked in what suburb they live in.

Not including the three who preferred not to say, 88 respondents (90%) live in Frankston City Council and 31 (32%) specifically lived in Frankston South.

The seven respondents who lived outside of Frankston City live in:

- Casey
- Melbourne
- Mornington (2)
- Somerville
- Traralgon
- Whitehorse City Council

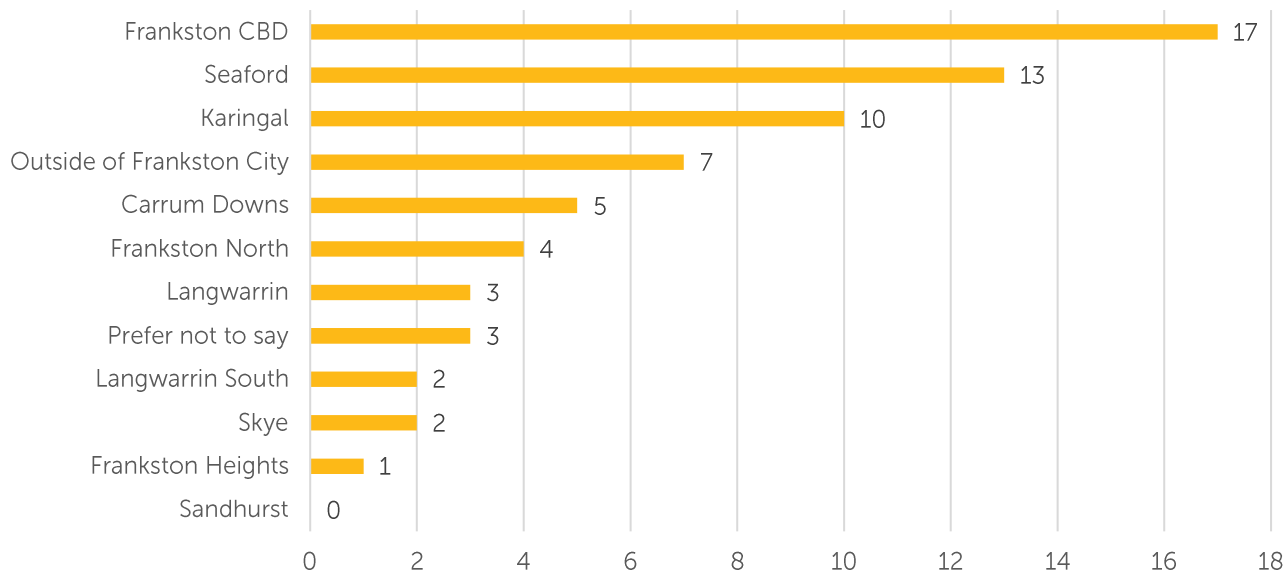


Figure 10 Survey respondents' suburb of residency (n=98)

## 2.4.6 Businesses

Seven survey respondents owned a business and all seven were in the Frankston CBD.

## 2.4.7 Disability

Four respondents identified that they had a disability which requires assistance.

## 2.5 Engagement limitations

The engagement methodology while robust, also had several limitations that should be acknowledged when reading this report. These are outlined below.

- Capire has reported on information documented by participants and interpreted the information to represent the views of participants as closely as possible.
- The engagement program included multiple opportunities for participants to contribute. Some people may have taken part in multiple engagement activities, for example completed the survey and participated in a workshop. Their views may have been captured more than once.
- In some instances, participants did not respond to all survey questions, this meant that some questions received fewer responses than others.
- People who participated in the engagement self-selected to take part. As such, whilst every effort has been made to gather the views of stakeholders and the community the information in this report does not reflect the views of a representative sample.
- Demographic data was captured through the survey, but not other engagement activities.
- Quantitative survey findings have been supported by qualitative findings from other engagement activities where relevant. Some workshops/focus groups provided quantitative data. Due to smaller numbers of responses in comparison to the survey, these have not been included in the graphs.
- This report includes the information and participation numbers of an internal FCC workshop but not the workshop findings. These findings have been included in another document.

## 3 Engagement findings

The following findings on the Vision and the six Precincts (Figure 1) represents a summary of the data collected through the engagement activities (Table 2). Due to the high number of actions per Precinct, feedback was only asked for selected actions that were either new, received low support during the Emerging Ideas Consultation, or were known by the project team to have a higher interest by the community. Community members were invited to provide more general feedback at the end of the survey, by email, or in discussion with Council staff at pop-up events and meetings.

### 3.1 Vision

Survey respondents and pop-up participants were asked to indicate whether the Vision (Section 0) reflects their aspirations for the Frankston MAC in 20 years. As displayed in Figure 11, 56 survey respondents (57%) felt that the Vision reflected their aspirations for the Frankston MAC. 32 of the 34 (94%) pop-up participants also felt the Vision reflects their aspirations.

Survey respondents and workshop/focus group and pop-up participants were also asked to provide further feedback on the updated Vision. There were varied comments with common themes regarding:

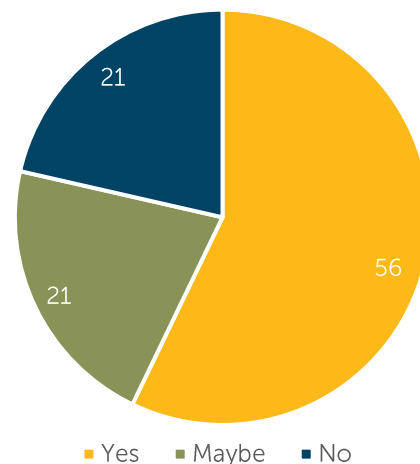


Figure 11 Survey respondent's reflection on whether the Vision reflects their aspirations for Frankston (MAC) in 20 years? (n=98)

- **Potential** – Multiple social media commenters were excited for the vision and that the plan will unlock the untapped potential of Frankston.
- **Mention of the Mornington Peninsula** – Several survey respondents commented that the Vision should keep the mention of the Mornington Peninsula in the Vision. It was mentioned that the Frankston MAC and its community are closely connected to the Mornington Peninsula socially and economically, removing mention of the Mornington Peninsula would be a loss to Frankston's unique identity.
- **Natural assets of the waterfront and Kananook Creek** – Multiple survey respondents, workshop/focus group participants and an interview Stakeholder supported the Vision's emphasis on the natural assets of the waterfront and Kananook Creek. Further suggestions included to mention biodiversity protection and the increasing indigenous vegetation.
- **Transport planning** – Multiple survey respondents and workshop/focus group participants stated that the Vision should emphasise improving transport in Frankston. Specific topics included increasing car parking, enhancing pedestrian accessibility, expanding public transport networks, and promoting active transport. One pop-up participant also shared there are train station issues.
- **Developing density and building heights** – Multiple survey respondents and workshop/focus group participants were worried the Vision will encourage an excessive increase in development density and building heights. Some participants stated that the current built form of Frankston should be maintained to protect its character, and development density should be carefully planned to ensure sustainable economic development.
- **Safe and inclusive urban designs** – A few survey respondents and workshop/focus group and pop-up participants mentioned that the Vision should promote safety and inclusivity through urban design to create a welcoming space for all ages, genders, and cultural backgrounds.

*'This vision needs a stronger emphasis on indigenous vegetation. Frankston also has an interesting indigenous and European history that needs to be incorporated into our city, to tell our story. It is also important to find a balance between commercial development and the public good, to protect the natural amenity of the area.'* – survey respondent

## 3.2 Precinct 1: City Centre

Regarding Precinct 1, participants were asked to share their feedback on Key Action 1-4, Key Action 1-5, and preferred maximum building heights.

### 3.2.1 Actions

#### KEY ACTION 1-4: LANEWAY ACTIVATION

Survey respondents were asked to indicate their level of comfort with considerations included in Key Action P1-4 which aims to activate laneways and implement the Frankston Laneways Action Plan from July 2021. As shown in Figure 12, the majority of survey respondents were comfortable with the considerations. The highest number of respondents (50, 89%) were most comfortable with consideration 'Providing for the cleaning of laneways and resurfacing where appropriate'. All 21 pop-up participants who answered the question were also comfortable.

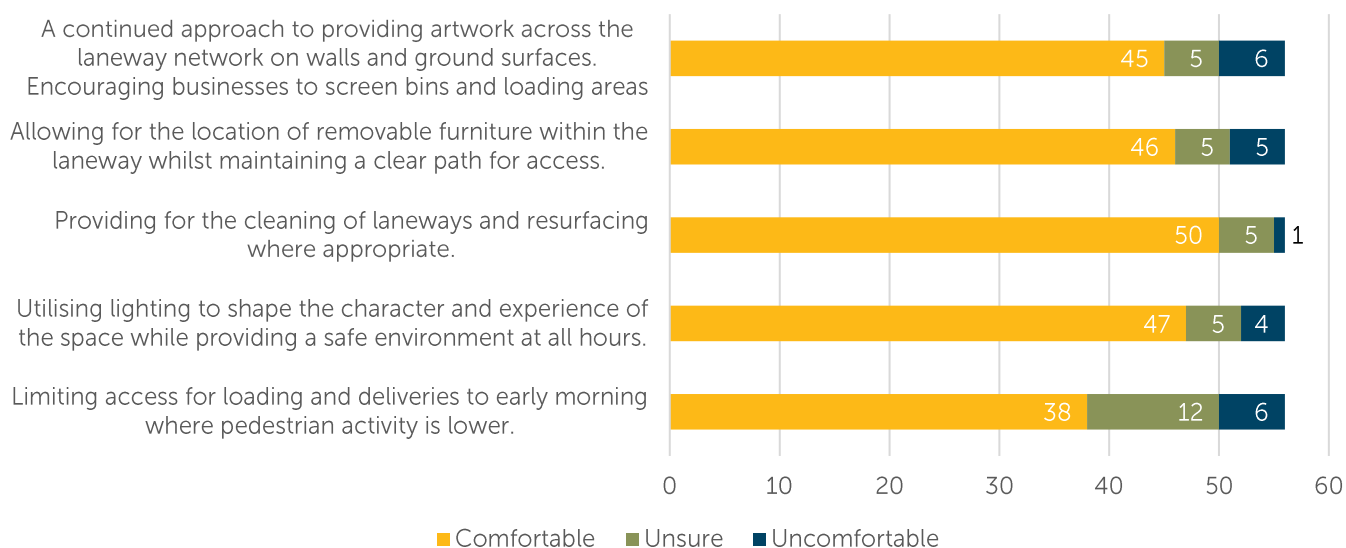


Figure 12 Survey respondent's level of comfort with Action P1-4 considerations (n=56)

#### KEY ACTION 1-5: WELLS STREET PLAZA / SQUARE INVESTIGATION

Figure 13 shows survey respondents' level of comfort with Key Action 1-5 where investigations will be undertaken to identify a new public plaza / town square in the heart of the Wells Street retail strip. Most survey respondents (40, 71%) were comfortable with this action, in addition to all 23 pop-up participants who answered the question.

Related to Key Action 1-5, Frankston City Youth Council participants recommended to add more 'pops of colour and greenery' and to include a 'pick-up and drop-off' zone if Wells Street is closed to vehicles.

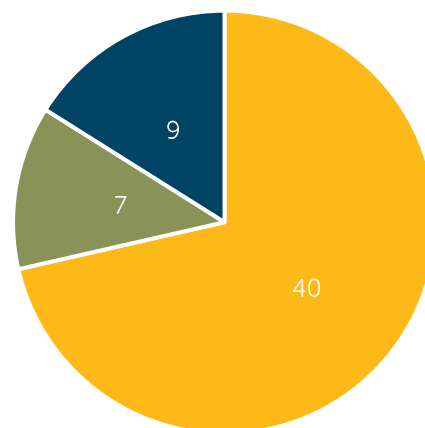


Figure 13 Survey respondent's level of comfort with Action P1-5 considerations (n=56)

### 3.2.2 Preferred Maximum Building Heights

As shown in Figure 14, survey respondents were asked to indicate their level of comfort for the proposed preferred maximum building height in each sub-precinct of Precinct 1.

Overall, there was a low rate of comfort with more than half of the survey respondents either unsure or uncomfortable about all the preferred maximum building heights. Sub-Precinct 1A's preferred maximum building height of 16 storeys received the highest level of comfort from respondents (25, 45%). This may be due to Sub-Precinct 1A being the Bayside Centre.



Survey respondents and workshop/focus group participants provided additional comments. Survey respondents expressed general comfort for increasing building heights to support population growth in Frankston. Many respondents stated their preferred maximum building height would be around three to five storeys. It was suggested that building heights should be lower along the coast and gradually increase towards the train station. Survey respondents and workshop/focus group participants shared common concerns regarding access to sunlight during the day (overshadowing) and access to the views of the bay by residents.

One interview stakeholder shared their preference of 12 storeys in Precinct 1 due to it being the core activity centre on the bay.

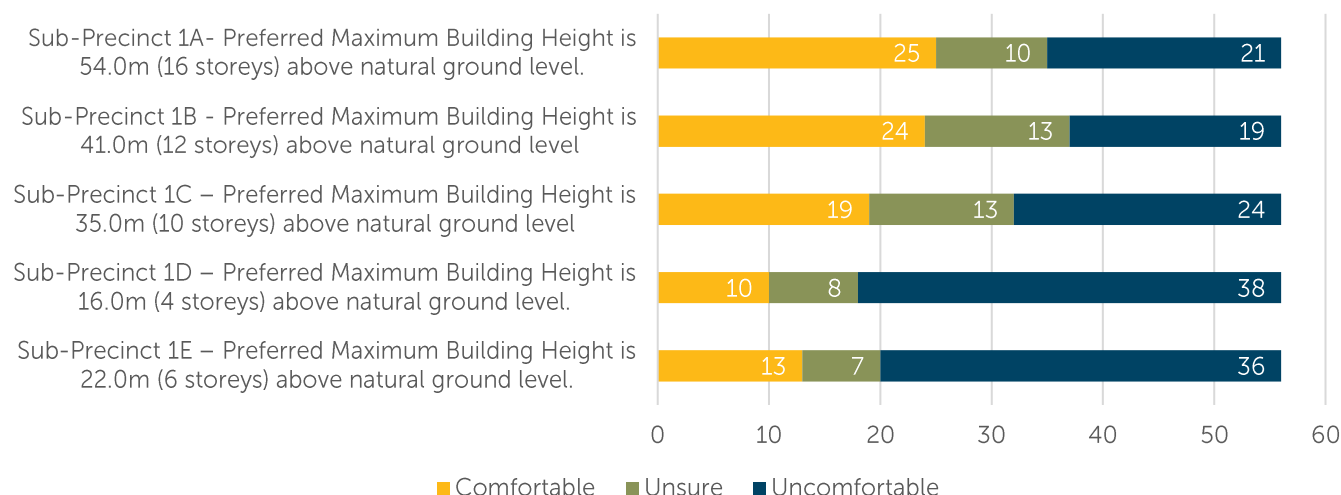


Figure 14 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 1 (n=56)

### 3.2.3 General comments

Additional comments received during the engagement related to Precinct 1 referred to:

- **Transport planning** – Several DAIC focus group participants commented that traffic flow should be reduced in Precinct 1, especially along Young Street to ensure pedestrian safety. Ensuring sufficient car parking spaces is also important to support access to local businesses, and for people with mobility issues to access healthcare services. Pop-up participants also shared that more free parking is needed around the City Centre perimeter and that pedestrians are good for business.
- **Streetscape and open space** – There were survey participants and community focus group participants who commented on cleanliness and maintenance of Precinct 1 streets and open spaces. Specific comments referred to managing outdoor dining spaces.
- **Affordable housing** – A few survey respondents and community focus group participants suggested more high quality, affordable housing should be developed in Precinct 1 to support housing demands.
- **Hospitality and events** – A few pop-up participants shared their desire for more coffee shops, restaurants and events such as live music in the city centre.

*'Our city need structure to keep it open to light and maintain views of the bay for all.'* – survey respondent

*'The future of housing is to go higher, greener, and multi-purpose, and affordable. We need to guide this process and provide first affordable and social housing.'* – survey respondent

### 3.3 Precinct 2: Transport Interchange, Community and Education

For Precinct 2, participants were asked to share their feedback on Key Action 2-1, Key Action 2-4, Key Action 2-8, and preferred maximum building heights.

#### 3.3.1 Actions

##### KEY ACTION 2-1: SHERLOCK AND HAY'S SITE

Survey respondents were asked for their level of comfort with Key Action 2-1 to explore options for the redevelopment of the Sherlock and Hay's Site. As shown in , around half (15, 53.6%) of the survey respondents were comfortable with the action. 11 of the 14 pop-up participants (79%) who answered the question were also comfortable with the Key Action. Three were unsure.

An interview stakeholder shared that Key Action 2-1 and any activation it provides will be positive. Another stakeholder shared the opportunity to utilise this site's connection with the upgraded cycle path along the railway line by improving the pedestrian experience. Another stakeholder shared the idea to include a visitor centre.

##### KEY ACTION 2-4: YOUNG STREET UPGRADE (BETWEEN WELLS STREET AND PLAYNE STREET)

Figure 16 displays survey respondents' level of comfort with Action P2-4 to provide a streetscape upgrade to the key connection between the Arts, Entertainment and Government Services Precinct and the station. Around half (15, 53.6%) were comfortable with the Action. A total 11 pop-up participants answered the question and 9 (82%) were comfortable with two unsure. One pop-up participant shared the need to limit and enforce no cars in pedestrian zones.

##### KEY ACTION 2-8: FLETCHER ROAD GREENING

As shown in Figure 17, the majority of survey respondents who answered this question (26, 92.9%) were comfortable with Key Action P2-8 to implement additional canopy tree and understorey planting along Fletcher Road to create a green edge to the FMAC.

#### 3.3.2 Preferred Maximum Building Heights

As shown in

Figure 18, survey respondents were asked to indicate their level of comfort for the proposed preferred maximum building height in each sub-precinct of Precinct 2. There was a mixed level of comfort with the building heights in each sub-precinct. Respondents had the highest level of comfort for the preferred maximum height in Sub-Precinct 2C, of up to 6 storeys (17, 60.7%).

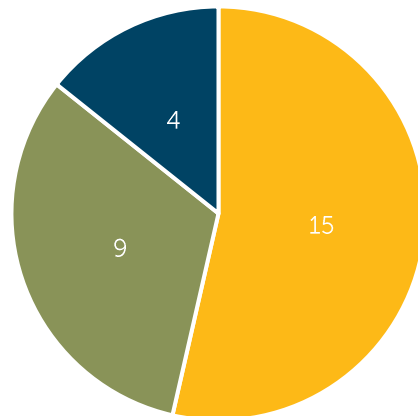
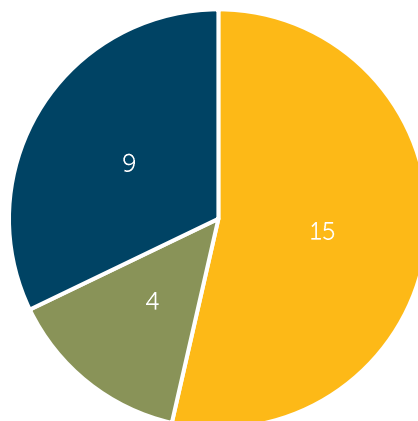
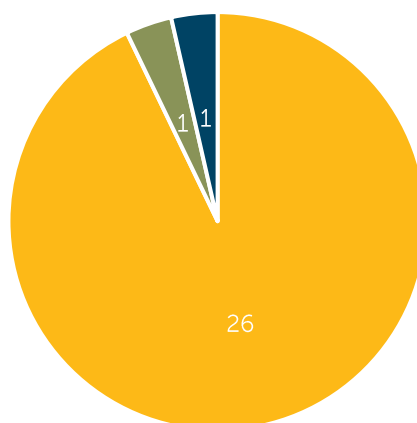


Figure 15 Survey respondent's level of comfort with draft Action P2-1 considerations (n=28)



■ Comfortable ■ Unsure ■ Uncomfortable

Figure 16 Survey respondent's level of comfort with draft Action P2-4 considerations (n=28)



■ Comfortable ■ Unsure ■ Uncomfortable

Figure 17 Survey respondent's level of comfort with draft Action P2-8 considerations (n=28)

Several survey respondents stated that the number of high-rise buildings in Precinct 2 should be limited. Concerns included an increase in traffic congestion from increased population density, and loss of the unique Frankston landscape. Some respondents suggested that taller buildings close to the train station could be utilised as crisis accommodation or affordable housing to provide more diverse housing options.

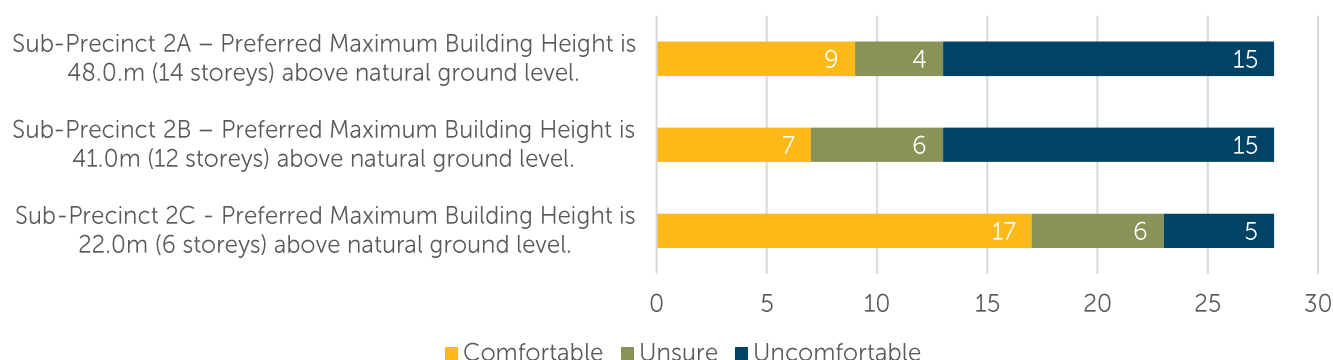


Figure 18 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 2 (n=28)

### 3.3.3 General comments

Additional comments received during the engagement related to Precinct 2 referred to:

- **Active and public transport** – Workshop/focus group participants suggested to widen footpaths in Precinct 2 to accommodate needs of different users, such as wheelchairs and prams, and to improve public transport amenities, including installation of shelters for bus stations and wayfinding signages.
- **Wayfinding** – An interview stakeholder agreed that wayfinding from the train station and along roads needs to be improved and be able to be seen from Cranbourne Road.
- **Speed limits** – Pop-up participants also shared the desire for slower speed limits around retail areas and more charging points for electric vehicles.
- **Train station** – One social media commenter shared their desire for the Train station to be upgraded as stated in 'The Frankston Project: Creating an Urban Design Vision for Frankston'

*'Height needs to compliment current buildings. Still provide sunshine and beachside, open space atmosphere. Need population to occupy buildings.'* – survey respondent

*'Building very tall buildings around the station is not going to make it feel safer. Three to four storey is enough. Extend the trainline and build more apartments and town houses along the trainline if you want to increase residential density in Frankston.'* – survey respondent

### 3.4 Precinct 3: Arts, Entertainment and Government Services

Regarding Precinct 3, participants were asked to share their feedback on Key Action 3-1, Key Action 3-3, Key Action 3-4, and preferred maximum building heights.

#### 3.4.1 Actions

##### KEY ACTION 3-1: PLAYNE STREET UPGRADES

Survey respondents were asked for their level of comfort with Key Action 3-1 to upgrade Playne Street to create a spacious, green street providing an artistic journey connecting the arts centre to the foreshore. As shown in Figure 19, the majority of respondents (24, 70.5%), were comfortable.

##### KEY ACTION 3-3: ARTS CENTRE AND LIBRARY MASTERPLANNING

Figure 20 shows survey respondents' level of comfort with considerations related to Action P3-3 to develop a masterplan for the Art Centre and the Library. Respondents generally felt comfortable about this Action's considerations with more than 75% of respondents indicating they were comfortable with all considerations.

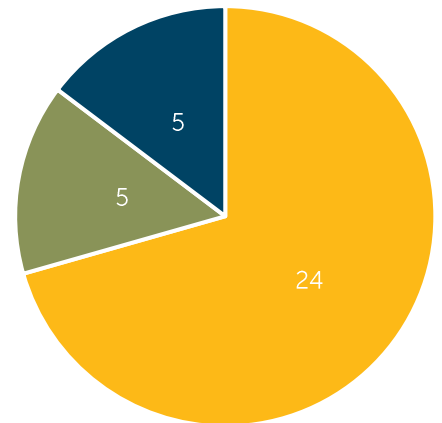


Figure 19 Survey respondent's level of comfort with draft Action P3-1 considerations (n=34)

All seven pop-up participants who responded were comfortable with Key Action 3-3. There was overall comfortability for the Key Action considerations with only one pop-up participant uncomfortable with expanding the current Library and Arts Centre facilities and forecourt spaces. Pop-up participants' recommendations and comments consisted of desiring a major art gallery with local artists, free or cheap workshops, local businesses showing their artwork, concern about the value for money and the need for continuity of shows during the redevelopment.



Figure 20 Survey respondent's level of comfort with Action P3-3 considerations (n=34)

### KEY ACTION 3-4: MULTI-DECK CAR PARK

As shown in Figure 21, half of the respondents to this question (17, 50%) were comfortable with Key Action P3-4 to develop concepts for the delivery of a multi-deck car park on 170R Young Street. Of the 28 pop-up participants who provided feedback to this Key Action, 25 (89%) were comfortable, two were unsure and one was uncomfortable.

### 3.4.2 Preferred Maximum Building Heights

As shown in Figure 22, respondents had a mixed level of comfort with the proposed preferred maximum building height in each Precinct 3 Sub-Precinct. More than half of the respondents (20, 58.8%) indicated they were comfortable with the proposed maximum height in Sub-Precinct 3D of 6 storeys. However, respondents were generally unsure or uncomfortable with the proposed maximum building height in Sub-Precinct 3A, 3B, and 3C.

Some survey respondents provided additional feedback regarding maximum building height in Precinct 3. There were suggestions to have lower building heights in Sub Precinct 3A and 3B, and taller buildings to be located on the edges of the Frankston MAC. One respondent suggested that sufficient set back should be provided to allow for more natural light and a spacious feel on the streets.

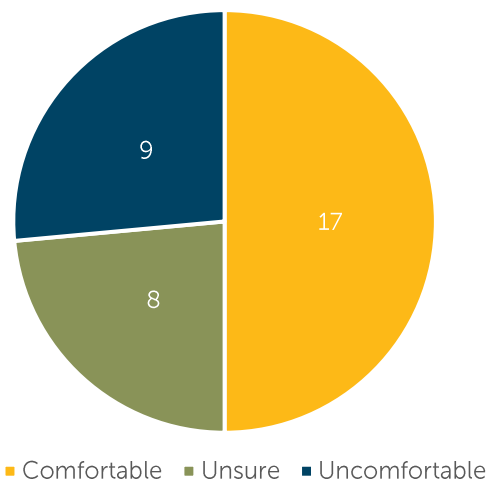


Figure 21 Survey respondent's level of comfort with Action P3-4 considerations (n=34)

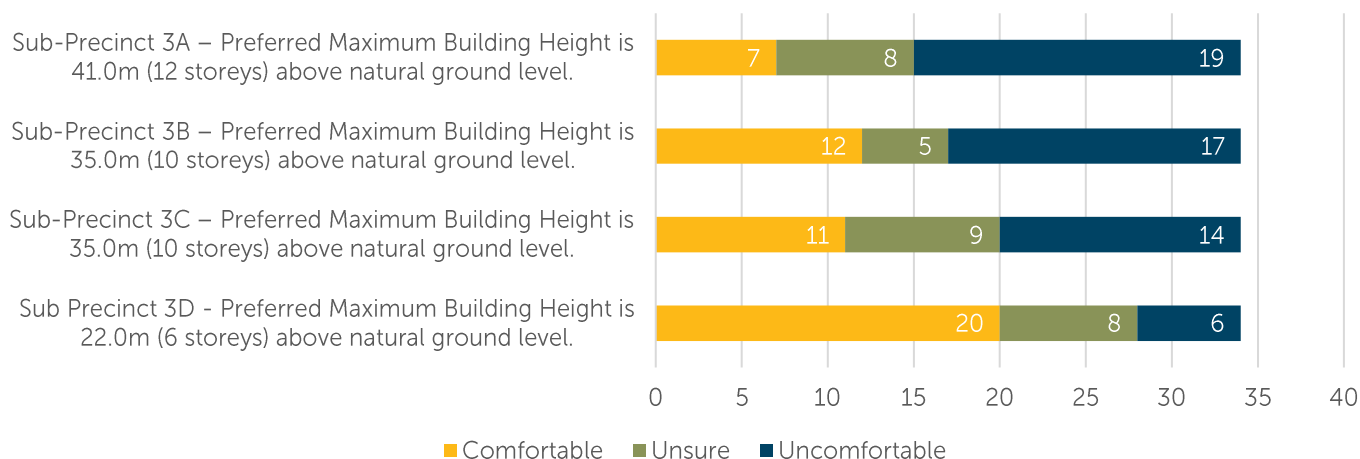


Figure 22 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 3 (n=34)

*'I'd be supportive of max building height of 8 stories, providing there was sufficient set back from Playne street so that it's wide, bright and airy.'* – survey respondent



## 3.5 Precinct 4: Waterfront

Regarding Precinct 4, participants were asked to share their feedback on Key Action 4-1, Key Action 4-2 and preferred maximum building heights.

### 3.5.1 Actions

#### KEY ACTION 4-1: NEPEAN BOULEVARD UPGRADE

Survey respondents were asked for their level of comfort with Key Action 4-1 to transform Nepean Boulevard to become a vibrant pedestrian focused precinct. As shown in Figure 23, more than half (35, 57%) were generally comfortable with Key Action 4-1. Similarly, 44 of the 47 (94%) pop-up participants who answered this question were comfortable with one unsure and two uncomfortable. Suggestions from pop-up participants included providing benches along the walkways, restricting cyclists to their lanes, and synchronising pedestrian lights to support diagonal crossing.

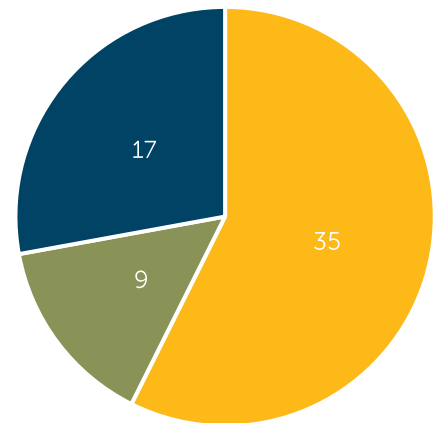
Frankston City Youth Council participants were also supportive of this Action and suggested to include bench seating and to separate pedestrian and bicycle spaces.

#### KEY ACTION 4-2: KANANOOK CREEK BOULEVARD UPGRADE

As shown in Figure 24, the majority of survey respondents (42, 68.9%) were comfortable with Key Action 4-2 to develop Kananook Creek Boulevard to become a pedestrian focused street that capitalises on its unique position adjacent to Kananook Creek.

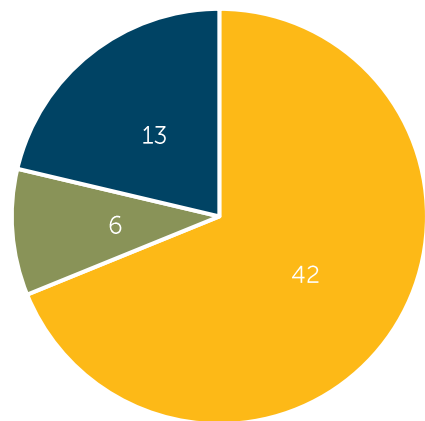
17 of the 20 pop-up participants (85%) who answered the question were comfortable with the Key Action. Three were uncomfortable.

Social media commenters also suggested providing pedal boat hiring, music and pop-up stalls along the Kananook Creek.



■ Comfortable ■ Unsure ■ Uncomfortable

Figure 23 Survey respondent's level of comfort with draft Action P4-1 considerations (n=61)



■ Comfortable ■ Unsure ■ Uncomfortable

Figure 24 Survey respondent's level of comfort with draft Action P4-2 considerations (n=61)

### 3.5.2 Preferred Maximum Building Heights

More than half of the survey respondents were uncomfortable with the proposed preferred maximum building heights in each Precinct 4 Sub-Precinct (Figure 25). Sub-Precinct 4B's preferred maximum building height was comfortable for the highest number of respondents (25, 45%).

There was consistent feedback from survey respondents to keep buildings in Precinct 4 low. Several respondents were concerned that the proposed preferred maximum buildings height would cause blockage to the coastal view for other residents in Frankston. Some respondents also thought that tall and high-density buildings would negatively impact existing activities in the area with potential wind tunnel effects discouraging pedestrian movement. Respondents emphasised that building heights should be kept low in this Precinct to protect Frankston's unique identity as a seaside metropolitan area and its natural coastal environments.

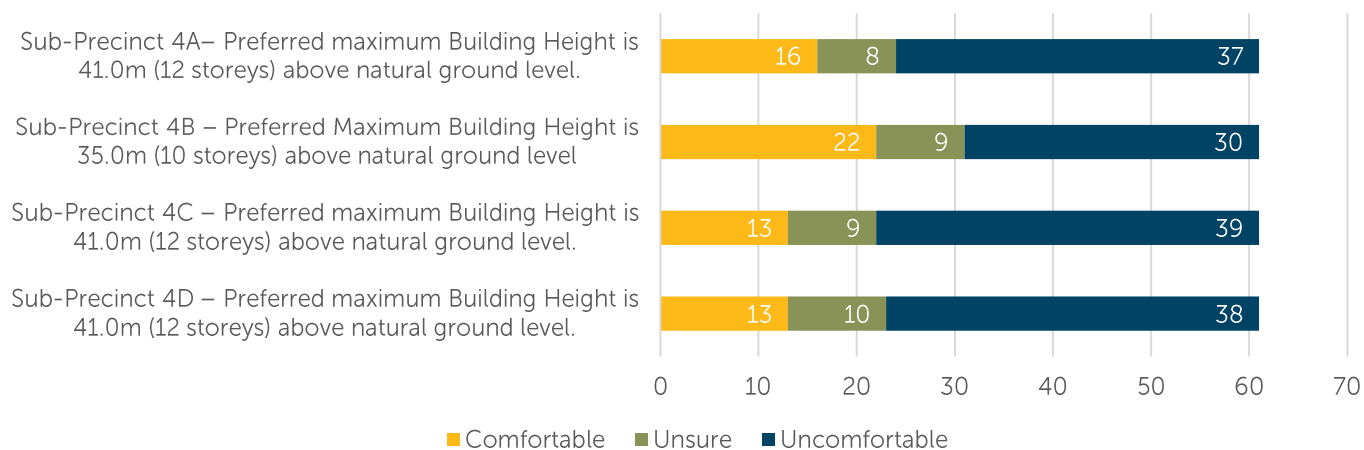


Figure 25 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 4 (n=61)

*'Building a wall of tall buildings along the beach side of Nepean Highway will destroy the already limited view of the sea.'* – survey respondent

*'The lowest heights in the city centre should be next to the waterway so as not to overwhelm the natural coastal and marine environments that are Frankston's biggest attraction.'* – survey respondent

### 3.5.3 General comments

Additional comments received during the engagement related to Precinct 4, referred to:

- **Car parking** – Several survey respondents stated that it is important to ensure sufficient parking spaces in Precinct 4 for visitors to access shops and services in the Frankston MAC. They believe outdoor dining areas should not take up car parking spaces.
- **Planting and improvements in open space** – Survey respondents and workshop/focus group participants suggested to increase indigenous planting, installation of a water park, lighting along the waterfront at night time, and upgrade comfort stations and public toilets in Precinct 4. A couple of social media comments also encouraged improvement to the waterfront's open space by creating a beach promenade, open grassy banks, including wide walkways, a boardwalk and providing seaside views as people drive through Frankston.
- **Destination location and the visitor economy** – Many pop-up participants shared the desire for people to be encouraged to stop at and visit the foreshore. Ideas included focusing on pedestrians and more outdoor dining. One survey respondent suggested Sub-Precinct 4C to have beach front shops and restaurants, and event venue hire.

*'Especially important in Precinct 4 Waterfront that tower separation and length and width are tightly controlled to prevent loss of views from other city precincts.'* – survey respondent

*'There should be more lights along the walks and the boardwalks from the waterfront to the Kananook Creek to enable people to spend more time on the beach and feel safe even in the night that would promote Frankston by night initiative too encouraging people from other suburbs to drive in.'* – survey respondent

## 3.6 Precinct 5: Nepean Boulevard Gateway

Participants were asked to share their feedback on Key Action 5-1, Key Action 5-2, and preferred maximum building heights.

### 3.6.1 Actions

#### KEY ACTION 5-1: NEPEAN BOULEVARD UPGRADE

As shown in Figure 26, more than half (28, 68.3%) of the survey respondents were comfortable with Key Action 5-1 to upgrade Nepean Highway to create a green boulevard providing a highly engaging environment for people. 26 of the 27 pop-up participants (96%) who answered the question were also comfortable. One was unsure.

One interview stakeholder was appreciative of this Key Action due to many people driving through and not stopping at Frankston.

A few social media commenters disapproved of creating a Nepean Highway Boulevard. Some also shared their dislike of the look of outdoor dining areas along the Highway.

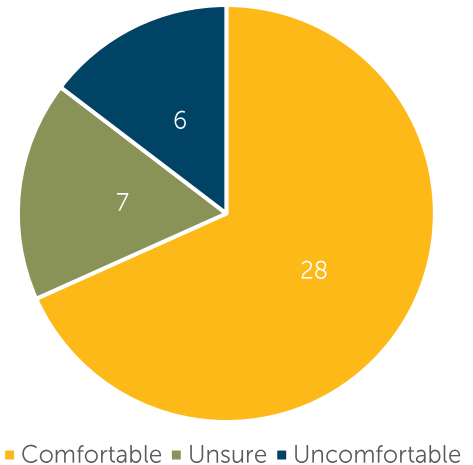


Figure 26 Survey respondent's level of comfort with draft Action P5-1 considerations (n=41)

#### KEY ACTION 5-2: NEPEAN HIGHWAY PEDESTRIAN CROSSINGS

12 of the 20 pop-up participants (60%) who were comfortable with Key Action 5-2 to provide two new additional signalised pedestrian crossings along the Nepean Highway. Two were unsure and six were uncomfortable.

### 3.6.2 Preferred Maximum Building Heights

As shown in Figure 27, there was mixed level of comfort from survey respondents with the proposed preferred maximum building height in Precinct 5 Sub-Precincts. More than half of the survey respondents were comfortable with both Sub-Precinct 5A (30, 73%) and 5F's (29, 70%) preferred maximum building heights. In contrast, 16 respondents (39%) were comfortable with Sub-Precinct 5D and 5E, followed by Sub-Precinct 5B (10, 34%), and Sub-Precinct 5C (24%).

There was consistent feedback from survey respondents that while taller buildings heights are preferred in some areas, buildings should be kept low closer to the Kananook Creek. This is to protect the natural environment and minimise disruption to the wildlife in the area. Some respondents stated that buildings in this Precinct should maintain low-rise as a mixed-use gateway. Only one participant would prefer this Precinct to be a residential area.

Frankston City Youth Council participants were thankful for not having high density near the foreshore.

There was mixed sentiment from social media commenters about overshadowing from tall buildings along Nepean Highway.

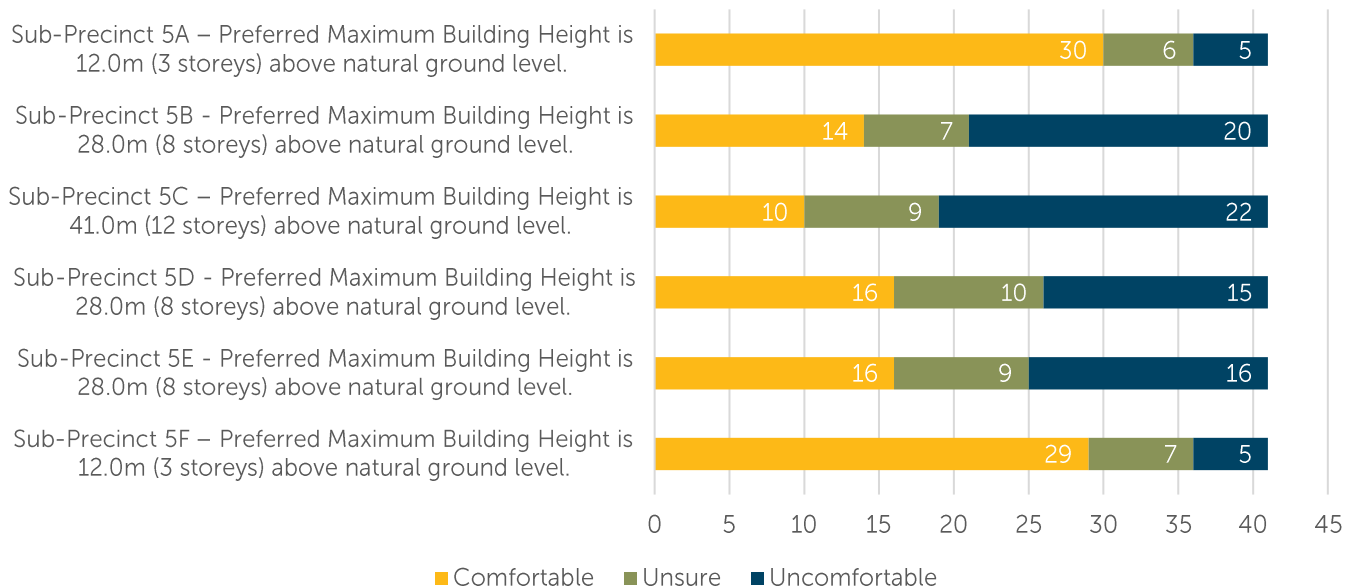


Figure 27 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 5 (n=41)

### 3.6.3 General comments

Additional comments received during the engagement related to Precinct 5, referred to:

- **Transport planning** – Several pop-up participants shared the need for more parking in Precinct 5 due to being a current issue and paid parking being a turn-off. Other suggestions included continuing the path along Nepean Highway to St Kilda and putting vehicles over or under Nepean Highway and pedestrianise Nepean Highway.
- **Other comments** – Other suggestions shared by pop-up participants and an interview Stakeholder to attract people to stop were for more playgrounds, libraries, activities for children, higher-education institutes and performing arts, using surveillance and street activation to help with safety issues and to build something out into the bay.

*'We say we value the Kananook Creek. These building heights about natural level will result in the nature of the creek being held in shade for far too much of the day. We cannot shade the entire creek from Mile Bridge to the bay. It will not stay healthy.'* – survey respondent

## 3.7 Precinct 6: Cranbourne Road Gateway

In Precinct 6, participants were asked to share their feedback on Key Action 6-1 and preferred maximum building heights.

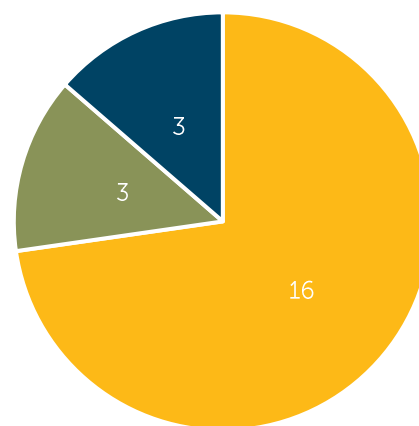
### 3.7.1 Actions

#### KEY ACTION 6-1: CRANBOURNE ROAD GREENING

As shown in Figure 28, most respondents (16, 72.7%) were comfortable with draft Key Action 6-1 to implement understorey planting along Fletcher Road to complement recent tree planting and create a green edge to the FMAC.

15 of the 16 pop-up participants (94%) who shared their feedback on Key Action 6-1 were comfortable with it. One was unsure.

One interview stakeholder shared the need to consider how greening may impact, for example the ability to read signs as trees currently already cover signs.



■ Comfortable ■ Unsure ■ Uncomfortable

Figure 28 Survey respondent's level of comfort with Action P6-1 considerations (n=22)

### 3.7.2 Preferred Maximum Building Heights

As shown in Figure 29, more than half of the survey respondents were comfortable with the proposed maximum height in each Precinct 6 sub-precinct with 13 (59%) for Sub-Precinct 6A, and (12) 54.5% for Sub-Precinct 6B.

Specific feedback provided from survey respondents included the potential to increase preferred maximum building height to 8 to 10 storeys in Sub-Precinct 6B. One respondent had concerns regarding overshadowing on residential properties on the northern side of Cranbourne Road.

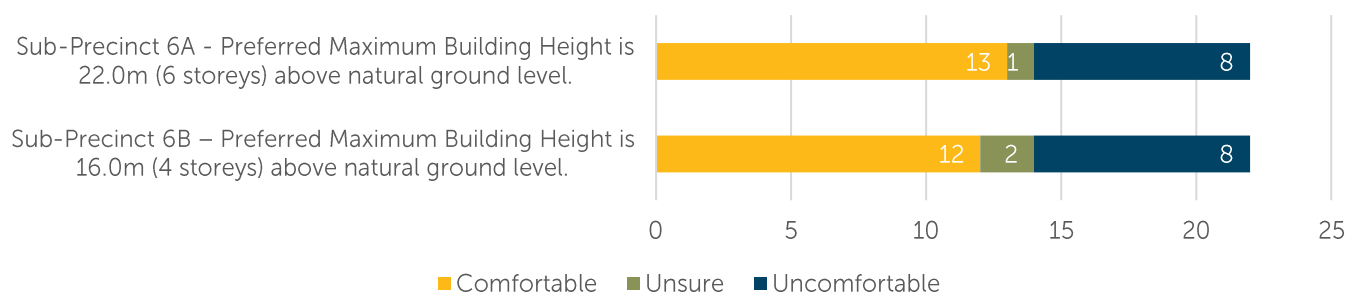


Figure 29 Survey respondent's level of comfort with the proposed preferred maximum building height in each sub-precinct of Precinct 6 (n=22)

### 3.7.3 General comments

Additional comments received during the engagement related to Precinct 6, referred to:

- **Medical Precinct** – One Interview stakeholder shared that they see Hastings Road as a better location for health than Cranbourne Road.

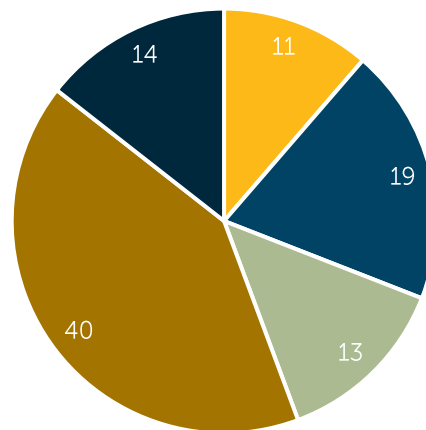
*'I feel Cranbourne Road could have higher building restrictions. It could also provide residential options.'* – survey respondent

*'South side of Cranbourne Road may overshadow existing residential properties.'* – survey respondent



### 3.8 20-year aspirations

Survey respondents were asked to indicate whether the Draft FMAC SP meets their aspirations for Frankston over the next 20 years. As displayed in Figure 30, 30 survey respondents (31%) felt that the Draft FMAC SP meets or fully meets their 20-year aspirations for Frankston. 14 survey respondents (14%) shared the Draft FMAC SP does not meet their aspirations at all.



■ Fully met ■ Met ■ Unsure ■ Somewhat met ■ Not met at all

Figure 30 Survey respondent's reflection on whether the draft FMAC SP reflects their aspirations for Frankston (MAC) in 20 years? (n=97)

### 3.9 Other feedback

Other general feedback received during the engagement included the following.

#### 3.9.1 Transport planning

- Need for more pedestrian crossings and traffic lights, specifically along Cranbourne Road, and areas close to school zones.
- Improve pedestrian access and wayfinding to the waterfront and Frankston Hospital from Frankston railway station.
- Manage traffic flow and vehicle speed to ensure pedestrian safety at crossings, specifically at the intersection of Melvin Street and Cranbourne Road.
- The need for two-way bike paths separated from pedestrians and vehicle roads.
- Sufficient car parking will need to be provided to allow many of the proposed changes including pedestrianising the city centre. There is a current lack of safe car parking along Cranbourne Road for people visiting medical services and at the Train Station. Permit parking for residents is needed in busy residential streets near the city centre.

#### 3.9.2 Built form and height

- The increase of building height and density should balance development needs and existing landscapes in Frankston. It is preferred to have lower building heights along the coast and Kananook Creek.
- Low-to-medium building density was preferred by many respondents and participants. One interview stakeholder shared the need to allow for the protected flight paths.
- Key concerns regarding increasing building heights were overshadowing, reducing pedestrian amenity, high population density, wind tunnels affecting open spaces and existing residents and businesses, and planning controls or preferred building heights not being enforced.
- Historical buildings need to be maintained.

#### 3.9.3 Housing

- High-rise residential housing should be limited.
- Ensure high quality residential development including short term accommodation and affordable housing. This is a current gap and will help attract more staff to local organisations.
- Provide more crisis accommodation and affordable housing options in the Frankston MAC.

#### 3.9.4 Environment

- Local biodiversity and natural bushland should be maintained and protected, specifically along the coast and in Kananook Creek, and Indigenous plantings should be increased.

- Excitement for the new open spaces.
- More regular cleaning and maintenance is required.

### 3.9.5 Safety

- Safety is a main concern across multiple Precincts. Stigma is still present due to regular unsavoury encounters and lighting, landscape and new design will assist. The infrastructure needs to encompass micro-mobility.

*'The plan reflects long term vision, growth and development which has obviously been the forefront of the decision making process.'* – social media commenter

## 4 Conclusion

In conclusion, the Draft FMAC Structure Plan community consultation program provided an opportunity to inform the development of the Draft Frankston Metropolitan Activity Centre Structure Plan (FMAC SP) between 31 October 2022 to 12 December 2022. It focused on educating and understanding what the community and key stakeholders thought about the Draft FMAC SP, demonstrated how the Emerging Ideas consultation feedback was included in the Draft FMAC SP, and shared and gained feedback on the Vision for the FMAC, Precinct actions and Precinct-based preferred (maximum) building heights. The engagement findings will help Council prepare the Final FMAC SP.

Multiple communication and promotional activities were used to promote and inform stakeholders and community members. Through the engagement activities, approximately 499 people participated in the engagement.

Key themes across the engagement findings included the following:

- Most participants shared that the Vision reflects their aspirations for the Frankston MAC in 20 years, but there were several topics suggested to include, change, or promote.
- Overall, there was low comfort for the highest preferred maximum building heights of 8, 10, 12 and 14 storeys, and high building density. Participants were more comfortable with preferred maximum building heights of 3, 4 or 6 storeys.
- Many participants shared the need for transport planning including providing sufficient carparking.
- There was general comfort for Key Actions that would increase greenery and upgrade public open spaces. Additionally, many participants provided additional suggestions to improve safety, wayfinding, and visitation across the FMAC.

## Capire Consulting Group

The Commons,  
Wurundjeri Country  
36-38 Gipps Street,  
Collingwood VIC 3066  
(03) 9285 9000

[info@capire.com.au](mailto:info@capire.com.au)

[capire.com.au](http://capire.com.au)

Capire acknowledges  
and deeply respects the  
Wurundjeri people and  
the Traditional Owners  
of the Victorian land.

Certified



Corporation

capire

# Appendices



## Appendix A: Brochure

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100mm (front cover)



### A Vision For Frankston City Centre Frankston Metropolitan Activity Centre

As a designated Metropolitan Activity Centre, Frankston is emerging as one of Melbourne's most important commercial precincts, transforming itself into the capital of the South East.

**What's happening?**

Council is preparing a new Structure Plan for the Frankston Metropolitan Activity Centre (FMAC). This long term plan guides 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.

During April and May 2022, Council consulted with the community on the Emerging Ideas Paper. Positive feedback was received including a desire for change, support for public realm activation and interest in more events. Council has now developed a draft Frankston Metropolitan Activity Centre Structure Plan which includes your feedback.

**Tell us:**

- » Have we got it right?
- » What do you think about the proposed Vision for the Frankston City Centre?
- » What do you think about the proposed details for each precinct?

**Find out more about the Draft Frankston Metropolitan Activity Centre Structure Plan.**

**Online:** [engage.frankston.vic.gov.au](https://engage.frankston.vic.gov.au) or scan the QR code.

**You can also speak with our Strategic Planning team via phone:** 1300 322 322

**Email:** [info@frankston.vic.gov.au](mailto:info@frankston.vic.gov.au)

**Have your say by Monday 12 December!**

We want your feedback. What do you think about the Draft Frankston Metropolitan Activity Centre Structure Plan?

**Frankston City Centre is changing**

Have your say on how you want our city to look, work and feel.

FrankstonCityCentre\_DfI\_Postcard\_vfinal.indd 1
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### The story so far:

- Stage 1  
Preparing Emerging Ideas
- Stage 2  
Emerging Ideas Consultation
- Stage 3  
Preparing Draft FMAC Structure Plan
- We are here** Stage 4  
Draft FMAC Structure Plan Consultation
- Stage 5  
Preparing Final FMAC Structure Plan
- Stage 6  
Adoption of FMAC Structure Plan

### The Draft Frankston Metropolitan Activity Centre Structure Plan

FMAC Structure Plan  
Precinct Boundaries

**Precinct 5: Nepean Boulevard Gateway**  
Mixed use gateway to the FMAC. It will provide for residential, office, accommodation and commercial uses with local retail and hospitality opportunities.

**Precinct 4: Waterfront**  
A thriving hospitality, entertainment and residential precinct focused on Kananook Creek and Nepean Highway. Ground level uses will include hospitality, entertainment and retail, with a mix of uses on upper levels.

**Precinct 3: Arts, Entertainment and Government Services**  
An arts and entertainment focused precinct anchored by the Frankston Arts Centre. It will provide hospitality, entertainment, residential, retail and arts-based uses.



**Precinct 1: City Centre**  
The retail heart of the FMAC. It will provide for retail and hospitality uses at ground level with residential, office, accommodation, community and other uses on upper levels.

**Precinct 2: Transport Interchange, Community and Education**  
A transport and mixed-use hub. It will provide retail, hospitality, community, civic and institutional uses at the ground level, with residential, office, accommodation and other uses on upper levels.

**Precinct 6: Cranbourne Road Gateway**  
A mixed use gateway. It will provide medical, office, commercial and complimentary residential uses.

**Pop-up dates:**

<b>Pop up 1:</b> <b>Peninsula Aquatic Recreation Centre</b> Saturday 5th November 8:00 – 11:00	<b>Pop up 2:</b> <b>Sunset Twilight Market</b> Sunday 20th November 15:00 – 20:00	<b>Pop up 3:</b> <b>Frankston's Christmas Festival of Lights</b> Saturday 26th November 17:00 – 22:00
--	---	---

The Draft FMAC Structure Plan has been developed to include a range of objectives, strategies and actions to plan for the growth and development of the City Centre in a holistic way. These have informed six precincts which provide further details on how to achieve the vision for Frankston City Centre. The vision for each precinct is outlined above.

Have your say by  
Monday 12 December  
for a chance to WIN a  
**\$100 restaurant voucher!**

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## Appendix C: Online Survey Questions

This survey may take you between 5-10 minutes to complete – depending on how many precincts you wish to comment on.

### SECTION 1: THE VISION FOR THE FRANKSTON METROPOLITAN ACTIVITY CENTRE

During the **Emerging Ideas Consultation** we received feedback on the Vision for the Frankston Metropolitan Activity Centre which builds upon 'Our Community Vision 2040'.

The following changes have been made as a result of the feedback received:

- Removing the mention of the Mornington Peninsula.
- Emphasising the natural assets of the waterfront and Kananook Creek.

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

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

*The lifestyle qualities of Frankston are enriched by a strong connection its natural assets – the waterfront and Kananook Creek.*

*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.*

*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."*

Does this updated vision reflect your aspirations for Frankston (MAC) in 20 years? \_\_\_\_\_

### SECTION 2: PRECINCTS IN THE FRANKSTON METROPOLITAN ACTIVITY CENTRE

During the **Emerging Ideas Consultation** we received feedback on proposed changes to ideas for changes across the FMAC, which are now divided into 'Precincts'.

This map reflects the proposed future land use precincts across the FMAC, existing and future land use anchors, and locations for increased hospitality, entertainment, and retail activity. The Precincts section provides details on key actions and the Built Form and Design requirements that will help to achieve the Vision for the FMAC.

An overview of the land use roles of each precinct is outlined below:

- Precinct 1 - City Centre - The retail core of the FMAC. It will provide for retail and hospitality uses at ground level with residential, office, accommodation, community and other uses on upper levels.
- Precinct 2 - Transport interchange, Community and Education - A transport and mixed use hub providing retail, hospitality, community, civic and institutional uses at the ground level, with residential, office, accommodation and other uses on upper levels.
- Precinct 3 - Arts, Entertainment and Government Services - An arts and entertainment focused precinct anchored by the Frankston Arts Centre, providing hospitality, entertainment, retail and arts-based uses along Playne and Young Streets, office and residential uses along Davey Street, and primarily residential uses along Plowman Place. Residential, office, accommodation and other uses will be provided on upper levels.
- Precinct 4 - Waterfront - A thriving hospitality and entertainment precinct focused on Kananook Creek and Nepean Highway. Ground level uses will include hospitality, entertainment and retail, with residential, office, accommodation and other uses on upper levels.
- Precinct 5 - Nepean Boulevard Gateway- Mixed use gateway to the FMAC providing for residential, office, accommodation and commercial uses with local retail and hospitality opportunities

- Precinct 6 - Cranbourne Road Gateway - A mixed use gateway providing for medical, office, commercial and complimentary residential uses.

Please select which Precinct(s) you would like to comment on.

- Precinct 1 - City Centre
- Precinct 2 - Transport Interchange, Community and Education
- Precinct 3 - Arts Entertainment and Government Services
- Precinct 4 - Waterfront
- Precinct 5 - Nepean Boulevard North
- Precinct 6 - Cranbourne Road Gateway

## **PRECINCT 1 - CITY CENTRE**

**Precinct 1** is the retail core of the FMAC. It will provide for retail and hospitality uses at ground level with residential, office, accommodation, community, and other uses on upper levels.

Under this Plan, key city centre streets and laneways would be upgraded and locations for a new public plaza in the heart of City Centre would be explored.

See the Map below for key actions and improvements across Precinct 1.

### **Activation of laneways:**

Key Action P1-4 aims to activate laneways across the FMAC by developing and implementing a strategy to transform these spaces into vibrant, pedestrian-friendly commercial places.

**What is your level of comfort with the following considerations in this draft Action P1-4?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- A continued approach to providing artwork across the laneway network on walls and ground surfaces. Encouraging businesses to screen bins and loading areas
  - Allowing for the location of removable furniture within the laneway whilst maintaining a clear path for access.
  - Providing for the cleaning of laneways and resurfacing where appropriate.
  - Utilising lighting to shape the character and experience of the space while providing a safe environment at all hours.
  - Limiting access for loading and deliveries to early morning where pedestrian activity is lower.

### **Wells Street Plaza / Square investigation:**

Key Actions P1-5 would identify a suitable location for a new public plaza/town square in the heart of the Wells Street retail strip.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

### **Building heights:**

Due to Frankston being a Metropolitan Activity Centre (specifically *Planning Practice Note 60*), there is a clear expectation to deliver higher density housing in this precinct.

We heard through the *Emerging Ideas Consultation* that 47% respondents were unsure or unsupportive of high-density housing within the city centre. However, there was support for clever design that achieves affordability rather than increased density or height.



The preliminary heights plan has been refined to provide further details on maximum preferred building heights. This is shown in the following Map.

**What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 1A- Preferred Maximum Building Height is 54.0m (16 storeys) above natural ground level.
  - Sub-Precinct 1B - Preferred Maximum Building Height is 41.0m (12 storeys) above natural ground level
  - Sub-Precinct 1C – Preferred Maximum Building Height is 35.0m (10 storeys) above natural ground level
  - Sub-Precinct 1D – Preferred Maximum Building Height is 16.0m (4 storeys) above natural ground level.
  - Sub-Precinct 1E – Preferred Maximum Building Height is 22.0m (6 storeys) above natural ground level.

**Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_**

## **PRECINCT 2 - TRANSPORT INTERCHANGE, COMMUNITY AND EDUCATION**

Precinct 2 is a transport and mixed use hub providing retail, hospitality, community, civic and institutional uses at the ground level, with residential, office, accommodation and other uses on upper levels.

Under this Plan, new open space as well as more pedestrian and cycle connections would be introduced in key locations. Community focused options for redeveloping Council owned land would also be investigated.

See the Map below for key actions and improvements across Precinct 2.

This section of the survey seeks your feedback on four key aspects of Precinct 2 – the proposed new Sherlock and Hay's Park, proposed changes to Young Street, additional planting along Fletcher Road, and building heights.

### **Sherlock and Hay's Park:**

During the *Emerging Ideas Consultation* 69% of respondents supported a new Sherlock and Hay's Park. The Draft FMAC proposes Action P2-1 Sherlock and Hay's Site Redevelopment to 'Develop a business case for the development of the Sherlock and Hay's Site to provide a new Civic Centre and Council Offices.'

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

### **Young Street:**

During the *Emerging Ideas Consultation*, the following levels of support were given for ideas regarding Young Street:

- 70% of respondents were unsure or unsupportive of removing through traffic on Young Street (between Balmoral Street and Ross Smith Avenue East)
- 55% of respondents were unsure or unsupportive of converting Young Street Car Parks (122-124 and 170 Young Street) for public space
- 25% of respondents were unsure or unsupportive of creating additional greenery and wider footpaths along Young Street (between Playne and Wells Street)

In response to this feedback, Action P2-4 in the draft FMAC proposes upgrading Young Street (between Wells Street and Playne Street).

*Young Street between Wells and Playne Street provides a key connection between the Arts precinct and the station. A future streetscape upgrade will to re-balance the road space to create additional greenery and wider*

footpaths. Future detailed work will explore an opportunity to widen the public realm on the southern side of the street to integrate with a potential future open space on the Sherlock and Hayes site.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

Additional planting along Fletcher Road:

Key Action P2-8 aims to implement additional canopy tree and understorey planting along Fletcher Road to create a green edge to the FMAC.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

Building heights:

Due to Frankston being a Metropolitan Activity Centre (specifically *Planning Practice Note 60*), there is a clear expectation to deliver higher density housing.

We heard through the *Emerging Ideas Consultation* that 47% of respondents were unsure or unsupportive of high-density housing within the city centre. However there was support for residential designs that achieve greater affordability through clever design rather than increased density or height.

In response, the preliminary heights plan has been refined to provide further details on maximum preferred building heights per sub-precinct. This is shown in the following Map.

**What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 2A – Preferred Maximum Building Height is 48.0m (14 storeys) above natural ground level.
  - Sub-Precinct 2B – Preferred Maximum Building Height is 41.0m (12 storeys) above natural ground level.
  - Sub Precinct 2C - Preferred Maximum Building Height is 22.0m (6 storeys) above natural ground level.

**Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_**

### **PRECINCT 3 – ARTS ENTERTAINMENT AND GOVERNMENT SERVICES**

Precinct 3 is an arts and entertainment focused precinct anchored by the Frankston Arts Centre, providing hospitality, entertainment, retail and arts-based uses along Playne and Young Streets, office and residential uses along Davey Street, and primarily residential uses along Plowman Place.

Under this Plan, Playne Street would be upgraded to create a spacious and green street. Residential, office, accommodation and other uses will be provided on upper levels. Options for car parking would be explored as well as a masterplan for the Arts Centre and Library to enhance it as the premier arts and entertainment destination.

See the Map below for key actions and improvements across Precinct 3.



This section of the survey seeks your feedback on three key aspects of Precinct 3 – additional planting along Playne Street, Masterplan for Arts Centre and Library, and building heights.

#### Additional planting along Playne Street:

Key Action P3-1 aims to upgrade Playne Street to create a spacious, green street providing an artistic journey connecting the arts centre to the foreshore. The upgrade should provide:

- Wider footpaths paved with high quality surfaces that integrate with wider streetscape palette.
- On-road bicycle lanes in each direction.
- Re-configuration of parking and narrower traffic lanes.
- Additional tree planting and extended vegetated median.
- Water Sensitive Urban Design treatment to passively irrigate vegetation.
- Additional pedestrian crossings.
- Public art and a gateway treatment at Nepean Highway.

#### What is your level of comfort with this draft action?

- Comfortable
- Unsure
- Uncomfortable

#### Masterplan for Arts Centre and Library:

Key Action P3-3 aims to develop a masterplan for the Arts Centre and the Library to enhance it as the premier arts and entertainment destination in the south east region and provide for better integration into the City Centre Precinct.

#### What is your level of comfort with the following considerations in this draft action?

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Complimentary uses that could be provided on the site i.e. gallery spaces that would make the facility a regional destination.
  - Ground level uses that would activate the street and adjoining spaces.
  - Enhanced forecourts to Davey and Playne Street.
  - Expand the current Library and Arts Centre facilities and forecourt spaces'
  - Improved physical connections from Playne Street into the Library and Arts Centre

#### Multi-Deck Car Park:

Key Action P3-4 would develop concepts for a multi-deck car park on 170R Young Street which include primary access from Davey Street, ground level activation and potential for offices or affordable housing on the upper levels of development.

#### What is your level of comfort with this draft action?

- Comfortable
- Unsure
- Uncomfortable

#### Building heights:

Due to Frankston being a Metropolitan Activity Centre (specifically *Planning Practice Note 60*), there is a clear expectation to deliver higher density housing. We heard through the *Emerging Ideas Consultation* that 47% of respondents were unsure or unsupportive of high-density housing within the city centre

However, there was support for residential designs that achieve greater affordability through clever design rather than increased density or height. In response, the preliminary heights plan has been refined to provide further details on maximum preferred building heights per sub-precinct.

This is shown in the following Map.

**What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 3A – Preferred Maximum Building Height is 41.0m (12 storeys) above natural ground level.
  - Sub-Precinct 3B – Preferred Maximum Building Height is 35.0m (10 storeys) above natural ground level.
  - Sub-Precinct 3C – Preferred Maximum Building Height is 35.0m (10 storeys) above natural ground level.
  - Sub Precinct 3D - Preferred Maximum Building Height is 22.0m (6 storeys) above natural ground level.

**Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_**

#### **PRECINCT 4 - WATERFRONT**

Precinct 4 is a thriving hospitality and entertainment precinct focused on Kananook Creek and Nepean Highway.

Under this Plan, the Nepean Boulevard and Kananook Creek Boulevard would be transformed into a more vibrant pedestrian focused precinct. Ground level uses will include hospitality, entertainment and retail, with residential, office, accommodation and other uses on upper levels.

See the Map below for key actions and improvements across Precinct 4.

Nepean Boulevard pedestrian precinct:

As shown in the Map below, Key Action P4-1 aims to transform Nepean Boulevard to become a vibrant pedestrian focused precinct in the Waterfront Precinct. The action proposes the upgrade should provide:

- Increased footpath space to support outdoor dining enable retail uses to spill out into the street space.
- A distinctive sense of place, with high quality pavements, furnishings, lighting and signage
- Additional signatures within the median and along the retail edge to reinforce the iconic Fig trees
- Water Sensitive Urban Design (WSUD) treatments to improve environmental performance of the highway.
- Bike lanes in each direction.
- Retention of on-street parking.

The images below provide an impression of how Nepean Highway could be transformed.

The median and existing fig trees remain in their current location

**What is your level of comfort with this proposed transformation?**

- Comfortable
- Unsure
- Uncomfortable

#### **Kananook Creek Boulevard Upgrade:**

Key Action P4-2 proposes to create a Kananook Creek Boulevard which would become a pedestrian focused street that capitalises on its unique position adjacent to Kananook Creek. The road reserve will maintain its current width however a 3.0m ground level setback for development will provide for outdoor dining space clear of the footpath. An artists impression is shown below.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

Building heights:

Due to Frankston being a Metropolitan Activity Centre (specifically Planning Practice Note 60), there is a clear expectation to deliver higher density housing.

We heard through the *Emerging Ideas Consultation* that 47% of respondents were unsure or unsupportive of high-density housing within the city centre. However, there was support for residential designs that achieve greater affordability through clever design rather than increased density or height. In response, the preliminary heights plan has been refined to provide further details on maximum preferred building heights per sub-precinct.

This is shown in the following Map.

**What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 4A– Preferred maximum Building Height is 41.0m (12 storeys) above natural ground level.
  - Sub-Precinct 4B – Preferred Maximum Building Height is 35.0m (10 storeys) above natural ground level
  - Sub-Precinct 4C – Preferred maximum Building Height is 41.0m (12 storeys) above natural ground level.
  - Sub-Precinct 4D – Preferred maximum Building Height is 41.0m (12 storeys) above natural ground level.

**Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_**

**PRECINCT 5 – NEPEAN BOULEVARD NORTH**

Precinct 5 is a mixed use gateway to the FMAC providing for residential, office, accommodation and commercial uses with local retail and hospitality opportunities.

Under this Plan, the Nepean Highway would be upgraded to create a green boulevard providing a highly engaging environment for people with additional pedestrian crossings at key locations.

See the Map below for key actions and improvements across Precinct 5.

Nepean Boulevard:

Key Action P5-1 aims to transform Nepean Boulevard to create a green boulevard providing a highly engaging environment for people. The action proposes the upgrade should include:

- A memorable gateway experience at Mile Bridge enhanced through iconic tree planting, lighting, integrated art opportunities or significant signage.
- Avenue canopy tree planting.
- Enhanced footpath spaces to create safer and higher amenity spaces for people.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

### Building heights:

Due to Frankston being a Metropolitan Activity Centre (specifically *Planning Practice Note 60*), there is a clear expectation to deliver higher density housing. We heard through the *Emerging Ideas Consultation* that 47% of respondents were unsure or unsupportive of high-density housing within the city centre.

However, there was support for residential designs that achieve greater affordability through clever design rather than increased density or height. In response, the preliminary heights plan has been refined to provide further details on maximum preferred building heights per sub-precinct.

This is shown in the following Map.

**What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?**

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 5A – Preferred Maximum Building Height is 12.0m (3 storeys) above natural ground level.
  - Sub-Precinct 5B – Preferred Maximum Building Height is 28.0m (8 storeys) above natural ground level.
  - Sub-Precinct 5C – Preferred Maximum Building Height is 41.0m (12 storeys) above natural ground level.
  - Sub-Precinct 5D – Preferred Maximum Building Height is 28.0m (8 storeys) above natural ground level.
  - Sub-Precinct 5E – Preferred Maximum Building Height is 28.0m (8 storeys) above natural ground level.
  - Sub-Precinct 5F – Preferred Maximum Building Height is 12.0m (3 storeys) above natural ground level.

**Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_**

### PRECINCT 6 – CRANBOURNE ROAD GATEWAY

Precinct 6 is a mixed use gateway providing for medical, office, commercial and complimentary residential uses.

Under this Plan, planting along Fletcher Road would be introduced to create a green edge to the FMAC.

See the Map below for key actions and improvements across Precinct 6.

### Additional planting on Fletcher Road:

Key Action P6-1 aims to implement additional canopy tree and understorey planting along Fletcher Road to create a green edge to the FMAC.

**What is your level of comfort with this draft action?**

- Comfortable
- Unsure
- Uncomfortable

### Building heights:

Due to Frankston being a Metropolitan Activity Centre (specifically *Planning Practice Note 60*), there is a clear expectation to deliver higher density housing. We heard through the *Emerging Ideas Consultation* that 47% of respondents were unsure or unsupportive of high-density housing within the city centre.

However, there was support for residential designs that achieve greater affordability through clever design rather than increased density or height. In response, the preliminary heights plan has been refined to provide further details on maximum preferred building heights per sub-precinct.

This is shown in the following Map.

What is your level of comfort with the following preferred maximum building height in each sub-precinct of this Precinct?

- Comfortable
  - Unsure
  - Uncomfortable
- 
- Sub-Precinct 6A - Preferred Maximum Building Height is 22.0m (6 storeys) above natural ground level.
  - Sub-Precinct 6B – Preferred Maximum Building Height is 16.0m (4 storeys) above natural ground level.

Any additional comments regarding preferred maximum building height in this Precinct? \_\_\_\_\_

### SECTION 3: FUTURE ASPIRATIONS AND ADDITIONAL COMMENTS

How does the draft FMAC Strategic Plan meet your aspirations for the future of Frankston over the next 20 years?

Do you have any additional comments about the FMAC Strategic Plan? \_\_\_\_\_

### DEMOGRAPHIC QUESTIONS

We ask these questions to understand who we have collected feedback from which helps in reporting back to the community.

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

- Live within the FMAC boundary
- Live within Frankston municipality, outside of the FMAC
- Own a property within FMAC, live elsewhere
- Work within 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)

How long have you had these connections?

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

I identify as...

- Female
- Male
- I prefer not to say
- Self-identification

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

**Where do you live?**

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

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

- Yes
- No
- Prefer not to say



## Appendix D: Pop-up posters

# Our Vision


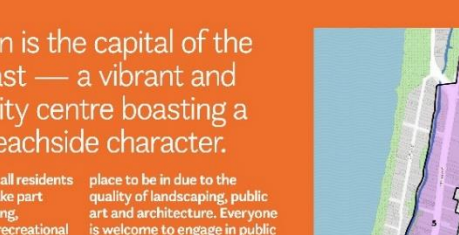
FRANKSTON METROPOLITAN ACTIVITY CENTRE

Frankston is the capital of the South East — a vibrant and diverse city centre boasting a strong beachside character.

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

The lifestyle qualities of Frankston are enriched by a strong connection to its natural assets — the waterfront and Kananook Creek.

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

Does this updated vision reflect your aspirations for Frankston (MAC) in 20 years?

Yes	Maybe	No

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.


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.

1 Removing the mention of the Mornington Peninsula.

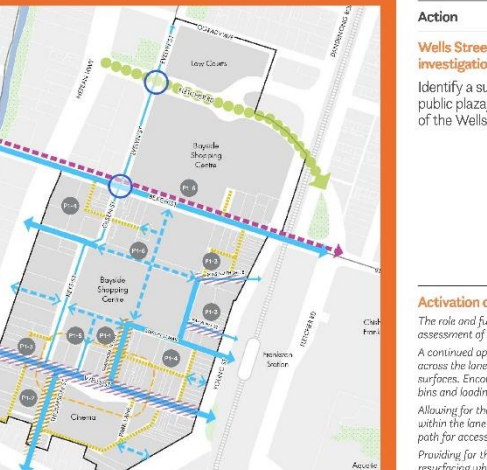
2 Emphasising the natural assets of the waterfront and Kananook Creek.

## PRECINCT 1

# City Centre



**Frankston's City Centre and retail core**  
 Key city centre streets and laneways would be upgraded and locations for a new public plaza in the heart of City Centre would be explored.



Action	What is your level of comfort?	Leave your comments here
<p><b>Wells Street Plaza / Square investigation (Key Actions P1-5)</b></p> <p>Identify a suitable location for a new public plaza/town square in the heart of the Wells Street retail strip.</p>		
<p><b>Activation of laneways</b></p> <p>The role and function of each laneway and an assessment of their suitability for activation.</p> <p>A continued approach to providing artwork across the laneway network on walls and ground surfaces. Encouraging businesses to screen bins and loading areas</p> <p>Allowing for the location of removable furniture within the laneway whilst maintaining a clear path for access.</p> <p>Providing for the cleaning of laneways and resurfacing where appropriate.</p> <p>Utilising lighting to shape the character and experience of the space whilst providing a safe environment at all hours.</p> <p>Limiting access for loading and deliveries to early morning where pedestrian activity is lower.</p>		



## PRECINCT 2

# Transport Interchange, Community and Education

### A transport and mixed use hub

New open space as well as more pedestrian and cycle connections would be introduced in key locations. Community focussed options for redeveloping Council owned land would also be investigated.



### Action

### What is your level of comfort?

### Leave your comments here

#### Sherlock and Hay's Park (Action P2-1)

Develop a business case for the development of the Sherlock and Hay's Site to provide a new Civic Centre and Council Offices.

#### Young Street (Action P2-4)

Upgrade Young Street (between Wells Street and Playne Street).

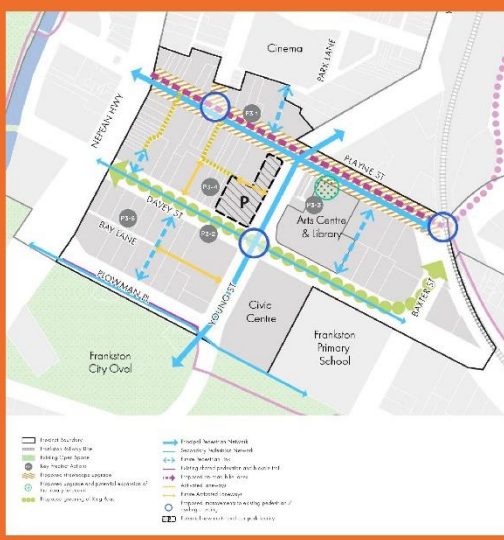
Young Street between Wells and Playne Street provides a key connection between the Arts precinct and the station. A future streetscape upgrade will re-balance the road space to create additional greenery and wider footpaths. Future detailed work will explore an opportunity to widen the public realm on the southern side of the street to integrate with a potential future open space on the

## PRECINCT 3

# Arts Entertainment and Government Services

### An arts and entertainment focused precinct

Playne Street would be upgraded to create a spacious and green street. Options for car parking would be explored as well as a masterplan for the Arts Centre and Library to enhance it is as the premier arts and entertainment destination.



### Action

### What is your level of comfort?

### Leave your comments here

#### Multi-Deck Car Park on Young Street (Key Action P3-4)

Develop concepts for a multi-deck car park on 170R Young Street.

This would include primary access from Davey Street, ground level activation and potential for offices or affordable housing on the upper levels of development.

#### Masterplan for Arts Centre and Library (Key Action P3-3)

Develop a masterplan for the Arts Centre and the Library to enhance it is as the premier arts and entertainment destination in the south east region and provide for better integration into the City Centre Precinct.

Complimentary uses that could be provided on the site (i.e. gallery spaces that would make the facility a regional destination)

Ground level uses that would activate the street and adjoining spaces.

Enhanced forecourts to Davey and Playne Street.

Expand the current Library and Arts Centre facilities and forecourt spaces.

Improved physical connections from Playne Street into the Library and Arts Centre.



## PRECINCT 4 Waterfront

**Frankston's Waterfront – a thriving hospitality and entertainment precinct**  
 The Nepean Boulevard and Kananook Creek Boulevard would be transformed into a more vibrant pedestrian focused precinct.

Action	What is your level of comfort?	Leave your comments here
<b>Nepean Boulevard pedestrian precinct (Key Action P4.1)</b> Transform Nepean Boulevard to become a vibrant pedestrian focused precinct in the Waterfront Precinct. The action proposes the upgrade should provide: <ul style="list-style-type: none"> <li>- Increased footpath space to support outdoor dining enable retail uses to spill out into the street space.</li> <li>- A distinctive sense of place, with high quality pavements, furnishings, lighting and signage.</li> <li>- Additional signatures within the median and along the retail edge to reinforce the iconic Fig trees.</li> <li>- Water Sensitive Urban Design (WSUD) treatments to improve environmental performance of the highway.</li> <li>- Bike lanes in each direction.</li> <li>- Retention of on-street parking.</li> </ul> The images below provide an impression of how Nepean Highway could be transformed. <div style="display: flex; justify-content: space-around; margin-top: 10px;"> </div>		
<b>Kananook Creek Boulevard Upgrade (Key Action P4.2)</b> Create a Kananook Creek Boulevard which would become a pedestrian focused street that capitalises on its unique position adjacent to Kananook Creek. The road reserve will maintain its current width however a 3.0m ground level setback for development will provide for outdoor dining space clear of the footpath.		

## PRECINCT 5 Nepean Boulevard North

**The Nepean Boulevard Gateway to the city centre**  
 The Nepean Highway would be upgraded to create a green boulevard providing a highly engaging environment for people with additional pedestrian crossings at key locations.

Action	What is your level of comfort?	Leave your comments here
<b>Nepean Boulevard (Key Action P5.1)</b> Transform Nepean Boulevard to create a green boulevard providing a highly engaging environment for people. The action proposes the upgrade should include: <ul style="list-style-type: none"> <li>- A memorable gateway experience at Mile Bridge enhanced through iconic tree planting, lighting, integrated art opportunities or significant signage.</li> <li>- Avenue canopy tree planting.</li> <li>- Enhanced footpath spaces to create safer and higher amenity spaces for people.</li> </ul>		
<b>Nepean Highway Pedestrian crossings (Key Action P5.2)</b> Provide two new additional signalised pedestrian crossings along the Nepean Highway. These crossings will align with existing beach access points.		



## PRECINCT 6 Cranbourne Road Gateway

### Cranbourne Road Gateway

A mixed-use precinct which will provide for a range of commercial and residential uses

Planting along Fletcher Road would be introduced to create a green edge to the FMAC.



#### Action

#### What is your level of comfort?

#### Leave your comments here

#### Additional planting on Fletcher Road (Key Action P6-1)

Implement additional canopy tree and understorey planting along Fletcher Road to create a green edge to the FMAC.



## Appendix E: Walking tour flyers

### Walking Tour #1

#### 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



## It's our time... Frankston City Centre is changing!

### 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.

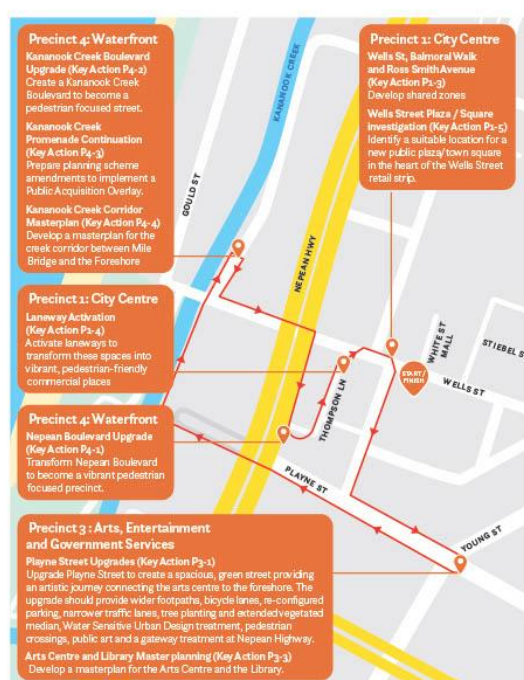
To kick off this conversation with the community, we've developed an Emerging Ideas Paper and we would love your feedback.

Have your say along the way today or through the online survey until **12 December 2022**

The draft Structure Plan be viewed at: [engage.frankston.vic.gov.au/Frankston\\_City\\_Centre](https://engage.frankston.vic.gov.au/Frankston_City_Centre)

Share your feedback on the emerging ideas

#### Our Walking Tour Today



If any of the proposed changes concern you, please tell us more:


If you think anything has been missed, please tell us more:

## Walking Tour #2 (cancelled)

### Share information about your connection to the FMAC

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

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

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#### 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



**It's our time... Frankston City Centre is changing!**

**Walking Tour**

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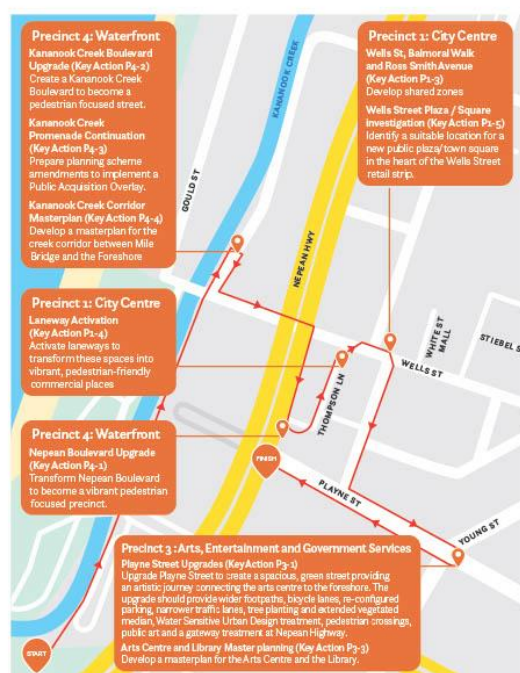
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## Appendix F: Festival of Lights drawings

