

21.03 VISION AND STRATEGIC FRAMEWORK

09/08/2012
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Two major strategic documents prepared by the Council form the basis of the vision for the planning of Frankston City. *Frankston 2025: A vision for our community's future*, developed through extensive consultation and engagement with a broad cross-section of the Frankston community and is the Council's over-arching policy framework determining direction and decision making for the City. The Council Plan is the plan prepared by the Council annually for the following four years. It contains the strategic direction which guides the planning, development, allocation of resources and provision of services to the Frankston City community.

21.03-1 Frankston 2025: A vision for our community's future

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Frankston 2025 contains the following major themes that are the collective vision for the City:

Connected community: *Our community neighbourhoods support and include all people. We have a strong sense of being connected to each other and to the world beyond our city.*

Well governed: *Our local decision-making, leadership and strong community representation reflects the needs of our community.*

Proud and safe: *We are proud of our city and feel safe and confident as we enjoy all of our excellent places and facilities.*

Active and Healthy: *The people in our community thrive. We are active and healthy – physically, mentally and spiritually.*

Rich and vibrant culture: *Our city is vibrant and exciting destination that shows off our cultural assets, rich history and diverse culture.*

Learning community: *Our community provides opportunities for learning and development for every individual.*

Business prosperity and local employment: *Our city leads the way in innovative business practices while generating local employment and services.*

Well planned, well built and well maintained: *Our city is attractive, efficient and accessible.*

Clean and green: *We are a leader in environmental management, showcasing our proactive approach to conserving natural resources.*

21.03-2 Council Plan

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The Council's current Plan contains a number of strategies and actions of which several key strategies are of relevance to the planning scheme for the City:

- Embed sustainability principles into strategic planning.
- Deliver planning frameworks that protect and enhance heritage, unique characteristics and environment of Frankston City.
- Strive for leadership in design innovation and architectural excellence, incorporating environmentally friendly and sustainable design principles.
- Integrate transport planning by providing safe and functional pedestrian, bicycle and vehicle networks.
- Minimise the impact of climate change, reduce pollution and encourage the sustainable use of natural resources.
- Protect and preserve biodiversity and enhance the natural environment.
- Promote Frankston as a dynamic and vibrant place to do business.

21.03-309/08/2012
C65**Strategic Framework Plan**

The Strategic Framework Plan illustrates a number of Frankston City's key strategic directions for land use planning and development. The purpose of the plan is to identify locations where specific land use and development outcomes will be supported and promoted. It responds to the key issues to achieve the strategic vision for the City.

The Strategic Framework Plan is supported by plans that deal with particular land use themes identified in Clauses 21.04 to 21.12. Those plans generally expand on the strategic directions shown on the Strategic Land Use Framework Plan.

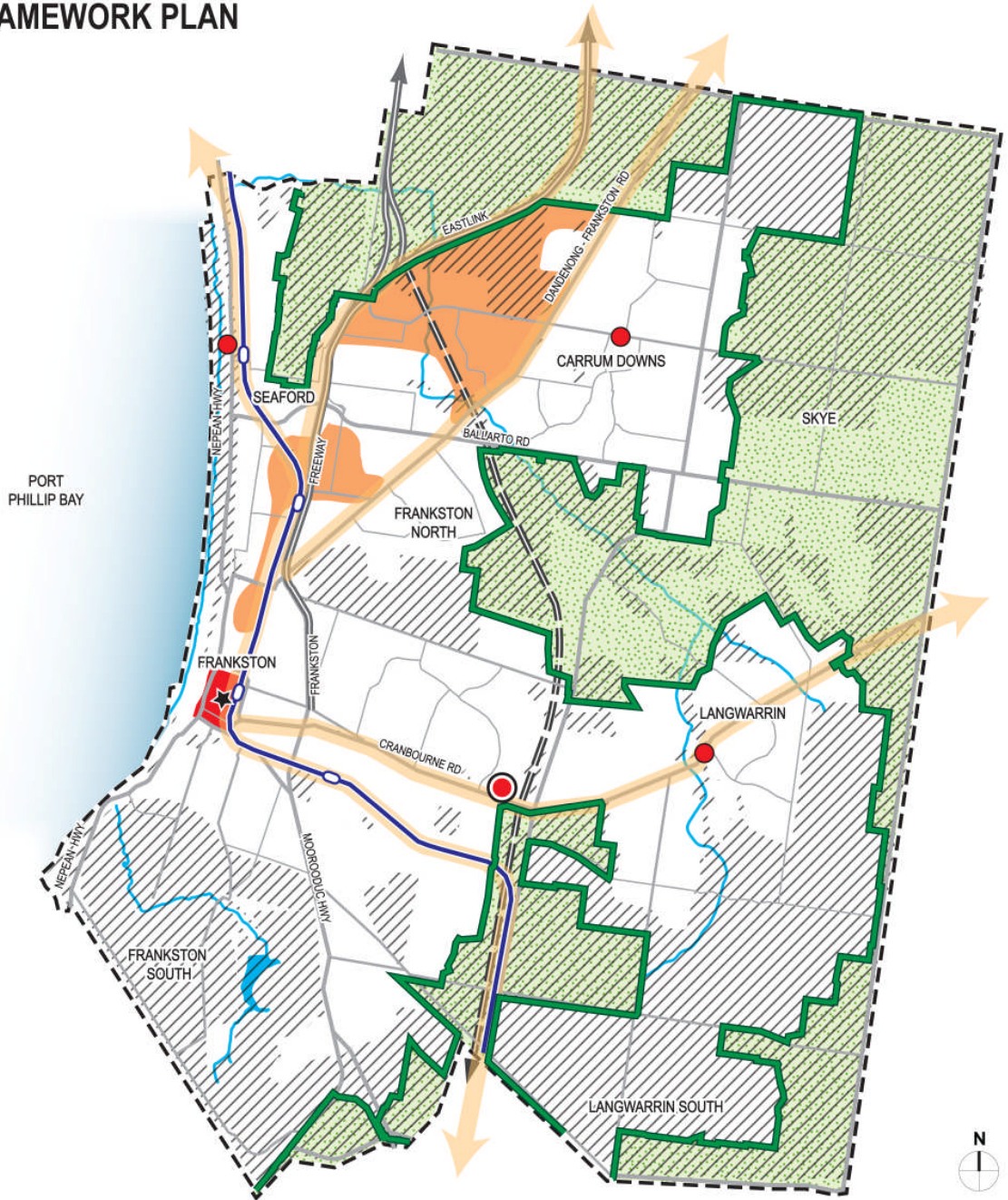
The main strategic directions identified on the Strategic Framework Plan and individual land use theme plans are:

- An Activity Centres hierarchy is defined in which the regional significance and dominance of the Frankston CAD is reinforced.
- A variety of living environments is encouraged in the City with rural residential development around Langwarrin, low density housing at Frankston South and opportunities for increased housing densities, particularly around the Frankston CAD, parts of Seaford and Carrum Downs.
- A quality open space network, catering for active and passive recreation and with links to regional open space in Frankston City and adjoining Council areas, will be created.
- Significant economic development opportunities exist in the Frankston to Langwarrin and Frankston to Carrum Downs corridors.
- Major industrial development and consequent job creation will be encouraged at Carrum Downs.
- Recreation activity nodes are identified along the coast, at Keast Park and Station Street, Seaford, Mile Bridge, Kananook Creek mouth and Olivers Hill, Frankston and the potential to promote a coastal village theme at Seaford is also identified.
- The potential for tourism based on Frankston's bayside location, entertainment and commercial facilities and proximity to Mornington Peninsula is acknowledged.
- Opportunities to improve the movement network to increase public and non-motorised transport usage are identified.
- Extractive industry and landfill are significant transitory uses that require sensitive management and the end use of those sites needs to be investigated.
- Rural areas will be maintained and there will be an emphasis on encouraging agricultural production in the north and rural retreats and hobby farms in the south.
- Frankston City's significant wetlands and natural environments, including indigenous vegetation remnants are identified and will be protected.

21.03-409/08/2012
C65**Strategic Land Use Framework Plan**

Council's key strategic directions for future land use planning and development are illustrated in the Strategic Land Use Framework Plan. The purpose of the framework plan is to illustrate Council's vision for the municipality and in particular identify locations where broad land use outcomes will be supported and promoted.

STRATEGIC LAND USE FRAMEWORK PLAN



LEGEND

Municipal Boundary	- - -	Frankston CAD	■
Urban Growth Boundary	—	Major Activity Centre	⊙
Principal Public Transport Network (PPTN)	→	Large Neighbourhood Activity Centre	●
Railway	—	Industrial Area	■
Transport Interchange	★	Environmentally Sensitive Areas	▨
Proposed Freeway	==	Green Wedges	■
Creeks	—		