

21.03 VISION AND STRATEGIC FRAMEWORK

19/10/2017
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Two strategic documents prepared by Frankston City Council form the basis of the vision for the planning of Frankston City Council.

The *Council Plan 2013 – 2017*, is the plan prepared by the Council every four years and annually reviewed, that contains the strategic direction which guides the planning, development, allocation of resources and provision of services to the Frankston community.

The *Frankston Metropolitan Activity Centre Structure Plan* outlines a twenty year vision and plan for the renewal and revitalisation of the Frankston Metropolitan Activity Centre (MAC) and surrounds.

21.03-1 Council Plan

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The Council Plan contains a number of strategies and actions of which several key strategies are of relevance to the Frankston Planning Scheme:

- Embed sustainability principles into strategic planning.
- Deliver planning frameworks that protect and enhance heritage, unique characteristics and the environment of the municipality. Develop an urban design policy incorporating environmentally friendly and sustainable principles to guide assessment of proposed developments and deliver design innovation and architectural excellence.
- Develop an open space strategy, including foreshore management plan to protect and enhance Frankston's natural assets including the foreshore, wetlands and waterways, parks and bushland reserves and open spaces.
- Work with State Government and local communities to accommodate more adaptable, affordable and accessible housing that meets individual needs over time (aging in place).
- Activate the Frankston MAC and encourage more housing, leisure and retail options.
- Attract more mixed use development in the Frankston MAC.
- Provide a healthy and safe environment for residents, workers and visitors.
- Seek health sector and government support for a purpose built hub for drug and alcohol addiction.
- 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.

21.03-2 Frankston Metropolitan Activity Centre Structure Plan

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The purpose of the Structure Plan is to outline a twenty year vision and plan for the renewal and revitalisation of the Frankston MAC.

As a designated MAC, Frankston will need to provide additional services and functions to cater for both the local community and the broader south-east Melbourne region and the Mornington peninsula. The Structure Plan provides a framework to guide the future growth of the MAC in a logical and sustainable way. It will also be used to guide public and private investment in the MAC.

The Structure Plan focuses on achieving the following key priorities for the renewal and revitalisation of the MAC:

- Provide planning certainty including a clear requirement for excellence of architecture in all instances.
- Encourage good quality residential development to suit a range of different household types.
- Upgrade the transport interchange precinct as a key component of the revitalisation of the MAC.
- Incorporate high quality urban design outcomes including engaging public spaces and streetscape works, public art and greening of the MAC.
- Transform Nepean Highway into an iconic public boulevard providing an attractive and inspiring address for Frankston.
- Improve streetscapes – design for equitable access for pedestrians, cyclists and vehicles.
- Enliven streets connecting the train station to Kananook Creek and foreshore with the creation of a vibrant alfresco hospitality precinct.
- Improve pedestrian and off road cycling linkages throughout the MAC and connect sites including Monash University, Chisholm Institute, Frankston Hospital, Frankston Beach, Kananook Creek and foreshore and the George Pentland Botanical Gardens.
- Attract more service sector businesses and government departments to Frankston with high quality office space.
- Strengthen and consolidate health and education uses in the MAC within identified precincts and improve links to these uses from adjacent areas.
- Promote Frankston as a tourist destination by providing events infrastructure, enhancing the foreshore and increasing opportunities for diverse accommodation options.
- Advance economic development and employment growth within the MAC by strengthening the role and function of each precinct.

21.03-3 Strategic Framework Plan

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The Strategic Framework Plan illustrates a number of Frankston City Council'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 municipality.

The Strategic Framework Plan is supported by plans that deal with particular land use themes identified in Clauses 21.04, 21.05, 21.06, 21.08, 21.09 and 21.11. 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 MAC is reinforced.
- A variety of living environments is encouraged in the municipality with rural residential development around Langwarrin and Langwarrin South, low density housing at Frankston South and opportunities for increased housing densities around the Frankston MAC.
- A quality open space network, catering for active and passive recreation and with links to regional open space in the municipality and adjoining Council areas, will be created.
- Major industrial development and consequent job creation is encouraged at Carrum Downs.
- Recreation activity nodes are identified along the coast, at Keast Park and Station Street, Seaford, 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 and horticultural production in the north and rural retreats and hobby farms in the south.
- Frankston City Council's significant wetlands and natural environments, including indigenous vegetation remnants are identified and will be protected.

21.03-4 Strategic Land Use Framework Plan

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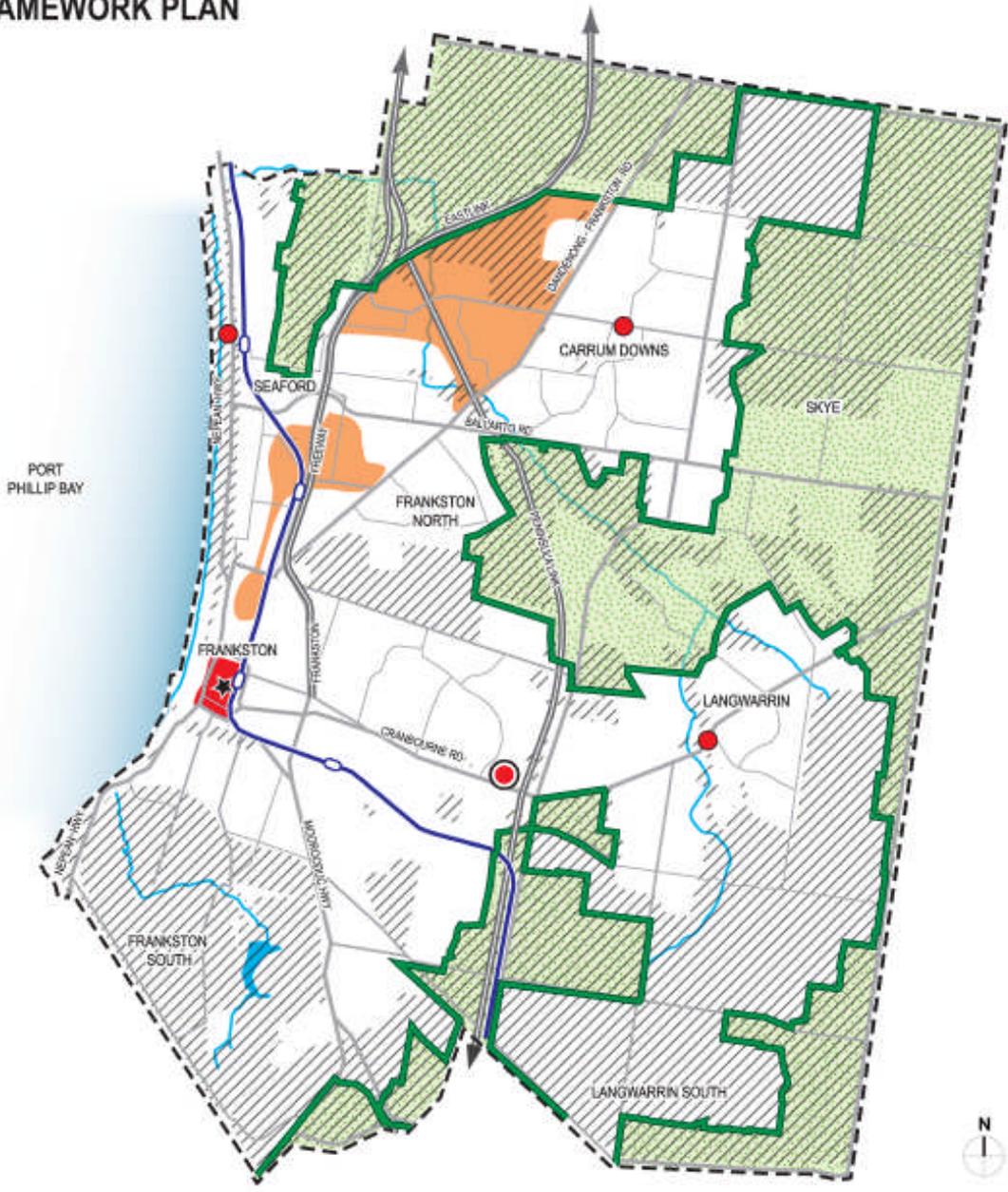
Council's key strategic directions for future land use planning and development are illustrated in the Strategic Land Use Framework Plan. The purpose of the framework plan is to illustrate Council's vision for the municipality and in particular identify locations where broad land use outcomes will be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

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Frankston Metropolitan Activity Centre Structure Plan.

STRATEGIC LAND USE FRAMEWORK PLAN



LEGEND

Municipal Boundary	--	Frankston MAC	■
Urban Growth Boundary	—	Major Activity Centre	●
Railway	—	Large Neighbourhood Activity Centre	●
Transport Interchange	★	Industrial Area	■
Creeks	—	Environmentally Sensitive Areas	▨
		Green Wedges	■