

21.08 ECONOMIC DEVELOPMENT19/10/2017
C100**21.08-1**19/10/2017
C100**Key issues**

- Reinforcing the dominant role of the Frankston MAC as a vibrant urban centre offering commercial, retail and high density residential stock.
- Consolidating and expanding the role of the municipality as the regional capital for health, retail, education, hospitality, government services, accommodation and business activity.
- Reinforcing the role and importance of Frankston as a regional capital servicing the Mornington Peninsula, Kingston and the growth areas of Casey and Cardinia.
- Establishing the municipality as a regional tourism and visitation destination, capitalising on its waterfront location and its arts, entertainment, nature and cultural experiences.
- Rejuvenating ageing industrial stock to ensure that employment opportunities are maximised.
- Encouraging the emerging or expanding areas of health, education, manufacturing, tourism, government services and construction.
- Attracting major employers.
- Increasing the focus on transitioning toward knowledge-based industry sectors such as professional, scientific and technical services.
- Acknowledging the importance of health and education to employment growth and wider contributions to economic development within the municipality and region.
- Developing a dedicated health and education precinct.
- Minimising the potential conflicts between industrial, commercial and residential uses.
- Encouraging the proposed expansion of the Port of Hastings into Melbourne's second container port and positioning Frankston as the governance and commerce hub for the Port.
- Discourage the use of large at-grade car parks as part of new commercial developments, as they are an inefficient use of commercial zoned land.
- Encourage rooftop solar or other renewable technology on all commercial and industrial sites.

21.08-2 Objectives, strategies and implementation19/10/2017
C100**Objective 1**

Reinforce existing activity centres and to encourage them to provide a wide range of goods and services, consistent with their role in the activity centre hierarchy.

Strategies

- Direct larger office and commercial activities with a broad catchment and major retail, commercial, government service, health and education development to the Frankston MAC.
- Encourage new commercial development to locate in or adjacent to existing activity centres.
- Take initiatives to improve the performance and physical appearance of strip shopping centres where appropriate.
- Encourage consistent, high quality urban design and streetscapes in industrial and commercial developments.

- Encourage outdoor cafes and dining in activity centres in locations where they serve to enliven the centre and add to its visual and economic vibrancy.

Objective 2

Rejuvenate ageing industrial stock and identify new opportunities for industrial employment.

Strategies

- Undertake an Industrial Land Use Strategy with a view to encourage the renovation of ageing industrial stock and the use of disused industrial land.
- Encourage the establishment of high profile corporate businesses that build Frankston's image and profile.
- Encourage the growth of sustainable industries.
- Establish the EastLink frontage of the Carrum Downs industrial area as Frankston's new 'front door', with a view to boost the image and profile of the municipality.
- Provide good vehicular, cycling and public access, and links to the regional road, rail and cycling network.
- Ensure that development with residential interfaces is designed to minimise or eliminate the impact of noise, air quality, industrial traffic and visual intrusion on housing.

Objective 3

Encourage bulky goods retailing to agglomerate within existing bulky goods precincts.

Strategies

- Ensure that sites are large enough to provide for loading and unloading, adequate car parking, landscaping and appropriate boundary setbacks to offset the large building bulk generally associated with this use.
- Ensure car parking areas are located to be readily accessible, easy to use and, if possible, grouped to serve a number of uses.
- Require a high standard of architectural design, external finishes, advertising signs and landscaping.

Objective 4

Manage the operation, rehabilitation and future employment opportunities associated with quarry and landfill activities ensuring that conflict with surrounding uses does not occur.

Strategies

- Maintain rural and semi rural uses on adjoining sites until the extraction is completed and the sites are rehabilitated.
- Acknowledge the scarcity of extractive resources in the region and protect the quarry sites from the encroachment of sensitive uses.
- Consider alternative uses related to the end use of extractive sites, provided that the current and proposed uses are properly integrated.

Objective 5

Promote and facilitate appropriate forms of tourist development that establishes the municipality as a regional tourism and visitation destination, and capitalises on its waterfront location and its arts, nature and cultural experiences.

Strategies

- Facilitate appropriately located tourist developments, particularly those with nature, art, culture, boating or water based themes.
- Facilitate developments that link the Frankston MAC with the Bay, enhance entertainment facilities and provide accommodation in the Frankston MAC .

Objective 6

Minimise the detrimental impacts of gaming on the community resulting from new gaming machines or from additional gaming machines in existing gaming premises.

Strategies

- Encourage a reduction in the number of gaming machines in the municipality.
- Require applications for new gaming premises and additional machines to provide a social impact assessment.
- Minimise opportunities for convenience gaming.
- Ensure that gaming premises are located, designed and managed to minimise harm associated with problem gambling.

Implementation

The strategies in relation to economic activity will be implemented through the planning scheme by:

Policy guidelines

- Use local policy (Streetscapes policy, Clause 22.07) to ensure that the landscape treatment and urban design of commercial and industrial development is consistent with and contains elements of any streetscape theme that has been developed for the area and is consistent with relevant shopping centre master plans.
- Use Frankston City Council's Economic Development Policy where appropriate.

Application of zones and overlays

- Apply the appropriate Zones to identify those parts of the Frankston MAC and peripheral areas to be used primarily for offices, residential and mixed use development.

Further strategic work

- Continue to encourage investment and development and identify new opportunities in the Frankston MAC .
- Undertake a review of the *Frankston Economic Development Strategy 2011*.
- Develop an Industrial Land Use Strategy with a view to encourage the renovation of ageing industrial stock and the use of disused industrial land.
- Undertake a review of Clause 22.03 Nepean Highway – Mile Bridge to Central Activity District Policy.

Other actions

- Continue to implement marketing strategies to present the unique and quality business and industrial opportunities in Frankston and the broader region.
- Identify economic development opportunities resulting from expansion of the Port of Hastings and position Frankston as its governance and commercial hub.

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References

Economic Development Strategy 2011
 Economic Development Policy 2011
 Investment Attraction Framework 2014
 Frankston City Council Local Gambling Policy: Planning Implementation Report 2014

ECONOMIC DEVELOPMENT FRAMEWORK



LEGEND

Municipal Boundary		"Flagship" Sustainable Industry Park	
Frankston MAC		Mixed Business Hubs	
Major Activity Centre (MAC)		Bulky Goods Retail	
Neighbourhood Activity Centre (NAC)		Proposed Safe Boating Harbour	
Small Neighbourhood Centre			
Tourism Activity Nodes			