

21.08 ECONOMIC DEVELOPMENT

09/08/2012
C65

21.08-1 Key issues

09/08/2012
C65

- Reinforcing the dominant role of the Frankston CAD in the activity centre hierarchy and determining the role and appropriate range of uses in all other centres.
- Consolidating and expanding the role of the City as the regional capital for retail, education, health and wellbeing, government and business activity.
- Establishing the City as a regional tourism and visitation destination, capitalising on its waterfront location and its arts, entertainment, nature and cultural experiences.
- Managing the pressure for commercial development such as showrooms, bulky goods retailing, and other highway oriented uses to locate along main roads, particularly around central Frankston, often on sites that do not adjoin other forms of commercial development.
- Recognising the strategic importance of the Carrum Downs industrial area and encouraging the most appropriate form of development.
- Establishing a sustainable industry park at Carrum Downs that showcases the highest quality urban, landscape and architectural design, in accord with the vision of the Industrial Strategy 2009.
- Transforming the City's established industrial areas into vibrant business hubs that are functional and safe, and provide a mix of environments from low cost spaces to high profile main road addresses.
- Encouraging emerging or expanding areas of businesses and personal services, tourism and hospitality, recreation, arts and culture, education and health services.
- Strengthening and encouraging major local employment providers.
- Increasing the employment opportunities, particularly for residents who, compared with metropolitan averages, experience higher youth unemployment and higher rates of unemployment generally in times of high unemployment.
- Minimising the potential conflicts between industrial, commercial and residential uses.
- Expansion of the Port of Hastings and the proposal to develop an "inland port" north of the City may provide a number of economic development opportunities.

21.08-2 Objectives, strategies and implementation

09/08/2012
C65

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 CAD or land close to the CAD.
- Encourage new commercial development to locate in or adjacent to existing activity centres.
- Encourage bulky goods retailing with the preferred location being close to the Frankston CAD.
- Take initiatives to improve the performance and physical appearance of struggling strip shopping centres where appropriate.
- Facilitate the redevelopment and improvement 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.
- Identify land with drainage and flood constraints and ensure that development responds to those constraints

Objective 2

Encourage the development of a ‘flagship’ sustainable industrial park and a mixed business hub within the Carrum Downs industrial area.

Strategies

- Encourage the establishment of hi-tech manufacturing businesses that utilise recycled water.
- Encourage the establishment of high profile corporate businesses that build Frankston’s image and profile.
- Encourage businesses that will have the highest operational and design standards.
- Encourage the growth of industries and businesses that produce sustainable products.
- Maximise business opportunities presented by recycled water access potential and the EastLink transit corridor.
- Establish the EastLink frontage of the industrial area as Frankston’s new ‘front door’, with a view to boost the image and profile of the municipality.
- Encourage uses that support the creation of a significant employment node.
- Provide good vehicular access and links to the regional road network.
- Maintain appropriate buffers between industry and housing on the western side of Dandenong Frankston Road.
- Ensure a form of development that incorporates the highest quality architectural, urban and landscape design.
- Ensure that development along the interface with the adjoining residential area include features to minimise or eliminate the impact of noise, industrial traffic and visual intrusion on housing.

Objective 3

Encourage bulky goods retailing to agglomerate on large sites and in areas that reinforce and complement the higher order functions of the Frankston CAD and other higher order centres and have good vehicular access, as shown on the Economic Activity Framework Map.

Strategies

- Encourage bulky goods retailing to be grouped together and integrated with other commercial uses to maximise economies of scale and use of infrastructure, including the shared use of car parking.
- Encourage large floor plate and regional catchment activities on land generally bounded by McMahons Road, Cranbourne Road, Deane Street and the Frankston to Stony Point Railway Reserve, such as bulky goods retailing, office and service industry.
- 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.

- Encourage the consolidation of sites on main roads and nearby to the Frankston CAD.
- Require a high standard of architectural design, external finishes, identification and advertising signs and landscaping.
- Locate new retail and commercial development within and close to Activity Centres and discourage out of centre development.

Objective 4

Manage the operation of quarry and landfill activities at 75 Quarry Road, Langwarrin to ensure that conflict with surrounding uses does not occur.

Strategies

- Maintain rural and semi rural uses on adjoining sites until the stone extraction and landfill are completed and the site is rehabilitated.
- Ensure that any use of the land is compatible with the nearby quarrying and landfill activities and that uses that are sensitive to quarry and landfill activities be encouraged to locate elsewhere and appropriate separation be provided between these uses.
- Acknowledge the scarcity of hard rock resources in the region and protect the quarry site from the encroachment of sensitive uses.
- Recognise and protect the potential of the land surrounding the quarry for subdivision and housing development in the medium term.
- Maintain current housing densities in surrounding areas in the short term.
- Maintain the potential to subdivide the land and develop it for housing in any interim use or development
- Consider alternative uses related to the end use of the quarry site, provided that the current and proposed uses are properly integrated.
- Consider rezoning land surrounding the quarry to residential after the quarry is worked out and reclaimed, unless it can be demonstrated that appropriate separation will be maintained that satisfies any distance recommended in any relevant Environment Protection Authority or Department of Primary Industries publication.

Objective 5

Encourage a variety of opportunities for office and other non-residential uses to establish within and adjacent to activity centres.

Strategies

- Encourage major regional office, government service, health and education uses to locate in the CAD.
- Encourage mix of office and residential use in areas close to the Frankston CAD, and in limited areas adjacent to Karingal, Seaford and Langwarrin activity centres.
- Support home based businesses as part of the business incubation process.
- Encourage home businesses and other low-key non-residential uses to locate in residential areas where the amenity of residential uses will not be adversely affected, particularly along main roads.
- Ensure that non-residential uses in residential areas are designed and operated in order to minimise off-site impacts from noise, appearance, movement of vehicles and parking.

Objective 6

Promote and facilitate appropriate forms of tourist development that establishes the City as a regional tourism and visitation destination, and capitalise 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 CAD with the Bay, enhance entertainment facilities and provide accommodation in the CAD.

Objective 7

Minimise the detrimental impacts of gaming on the community and to maximise the benefits for 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 facilities to provide a social impact assessment.
- Not support gaming machines in areas of social disadvantage.
- Encourage the location of gaming machines into appropriate areas.

Implementation

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

Policy guidelines

- Use local policy (Carrum Downs Non-retail Commercial Area policy, Clause 22.01) to identify the preferred mix of uses in the northern part of the Carrum Downs activity centre.
- 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.

Application of zones and overlays

- Apply the Business 2 Zone to identify those parts of the CAD to be used primarily for offices and that part of the Carrum Downs town centre that is set aside for predominantly non retail commercial uses.
- Apply the Business 5 Zone to identify land that is to be used for a mixture of low key offices, consulting rooms and medium density housing north of the Frankston Central Activity District, at the edge of activity centres at Karingal, Langwarrin, Seaford and other appropriate lower order activity centres.

Further strategic work

- Identify methods to encourage investment and development in the Frankston CAD.
- Prepare a comprehensive Activity Centres Strategy that determines the appropriate types and scale of activity within each activity centre, and the uses to be encouraged and discouraged in each.
- Review the effectiveness of the Non-Residential Uses in Residential Areas Policy and determine an appropriate set of criteria for assessment of the scale and location of non-residential uses to address issues and concerns with current operations.
- Prepare urban design and streetscape guidelines for key sites and main roads.

- Review the appropriateness of the extent of the Business 2 zoning in Carrum Downs either as part of an Activity Centres Strategy or a Structure Plan for the Carrum Downs activity centre.
- Review the appropriateness of the Business 5 zoning of land north of the Frankston CAD.
- Determine the appropriate location for gaming machines in the City.
- Develop guidelines for the provision of gaming machines on Council owned property.

Other actions

- Develop a marketing strategy to present the unique and quality business and industrial opportunities in Frankston and the broader region.
- Establish a nationally recognisable address for businesses with an environmental sustainability focus.
- Identify economic development opportunities resulting from expansion of the Port of Hastings and development of the proposed “inland port”.

21.08-3

09/08/2012
C65

References

Frankston Industrial Strategy 2009
Economic Development Strategy 2011
Frankston Council Gambling Policy 2010-2013

ECONOMIC DEVELOPMENT FRAMEWORK



LEGEND

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