

Draft Frankston City Industrial Strategy and Draft Industrial Design Guidelines

Engagement Report – February 2024



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Consultation highlights

Following the Discussion Paper consultation in July and August 2022, Frankston City Council with the assistance of Charter Keck Cramer and Tract Consultants, developed the Draft Frankston City Industrial Strategy (Draft Industrial Strategy) and Draft Frankston City Industrial Design Guidelines (Draft Design Guidelines). These documents were built on the consultation outcomes.

This report summarises the engagement approach and findings from the Draft Industrial Strategy and Draft Design Guidelines community consultation program which will inform that development of the Final Frankston City Industrial Strategy and Frankston City Industrial Design Guidelines.

This consultation was undertaken by Frankston City Council's Strategic Planning Team to inform the Draft Strategy and Draft Design Guidelines from 18 April 2023 to 29 May 2023. It focused on educating and understanding what the community and key stakeholders thought about the Draft Industrial Strategy and Draft Design Guidelines, demonstrated how the Discussion Paper Consultation feedback was included in the Draft Industrial Strategy and Draft Design Guidelines, and shared and gained feedback on the Visions for the Frankston City's Industrial Precincts and their objectives, strategies and actions.

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

Engagement activities consisted of:

- An online survey.
- Five stakeholder interviews.
- Four pop-up events.

Key engagement statistics

A mixed method approach was used to collect responses from impacted community members and key stakeholders. There were 67 responses to the engagement activities. During the consultation period, the project received:

- 22 online survey responses
- 39 in person responses (from 129 conversation attempts)
- 5 in-person meetings
- 7 submissions
- 1,043 online page views
- 47.31% of page viewers interacted with the page for more than a minute
- 58.6% followed a direct link to the project page

The core components of this consultation included four Council staffed community pop-up events (129 visitors), an online survey (67 respondents), internal Council workshops and meetings, and five Stakeholder interviews.

Key themes across the engagement findings included the following:

- Interventions to boost transport accessibility.
- Support for the renewal focus, including the transformation of Precinct 1: Seaford and Precinct 2: Seaford North.
- Respondents were also supportive in approving the quality of industrial precincts as destinations to work and visit.

Barriers to engagement

During community consultations, there are often limitations to the engagement overall and/or specific engagement activities. The limitations of this consultation have been identified as:

Timing of in person engagement

The time of each community pop-up had an impact on the amount of people who were at the location at the time of the events. Where possible, in person engagement was timed to coincide with busy periods, for example, popping up at 7am in an industrial area to reach early morning workers on their first break of the day.

Complexity of information

The complete Draft Industrial Strategy is a complex and detailed document. To support participants to provide an informed and meaningful response, key information from the Draft Industrial Strategy was condensed and presented online and on pop-up posters.

Next steps

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

- Prepare the Final Industrial Strategy and Final Design Guidelines, taking community feedback into account.
- Present the Industrial Strategy and Design Guidelines for adoption and request authorisation from the Minister for Planning to prepare a Planning Scheme Amendment.



Overview

Frankston City Council's industrial precincts are a leading source of significant local and regional employment, private investment and economic activity.

The economic function and role of each of the municipality's industrial precincts differs in focus, format and breadth of uses. In the municipality's north east, the convergence of Eastlink and the Peninsula Link has fostered the growth of a regionally significant specialised manufacturing and supplies sector, while closer to the coast, industrial precincts are nestled in amongst residential areas for whom they increasingly provide a range of hospitality, household and automotive services.

In 2021, Council resolved to prepare a new Industrial Strategy that will supersede the existing 2009 strategy. The 2009 document was not implemented into the Frankston Planning Scheme, which means that there is no policy to guide land use and development in the City's Industrial Precincts. Furthermore, the municipality has no vacant industrial land left and cannot expand due to Urban Growth Boundary, making rejuvenation of older industrial stock vital.

The Frankston City Industrial Strategy will develop a framework to guide land use and development within the industrial precincts over the next 20 years.

In 2021 Charter Keck Cramer and Tract consultants were engaged to assist Council with preparing a new Industrial Strategy. The release of the Discussion Paper in July and August 2022 provided the first opportunity for Council to consult with the community regarding their feedback on how to redevelop and revitalise the industrial precincts. There were ten (10) submissions and seven (7) online contributors

The feedback helped informed the development and shaped the Draft Industrial Strategy and Design Guidelines, which will provide guidance on land uses and built form for the next 20 years. The engagement outcomes from the Discussion Paper Consultation are outlined here:

<https://engage.frankston.vic.gov.au/FCC-industrial-precincts> .



The Draft Industrial Strategy includes the following industrial precincts:

- 1. Seaford
- 2. Seaford North
- 3. Carrum Downs
- 4. Langwarrin
- 5. Frankston East
- 6. Frankston

Vision

'Frankston City's accessible and connected industrial precincts will support a knowledge rich and sustainable low carbon economy. Through ongoing built form and public amenity renewal the precincts will grow and diversify their economic activity and employment as a dynamic destination for investment, regional entrepreneurs, industrial workers and local households.'

Objectives

The Draft Industrial Strategy has the following objectives:

- Renew and Redevelop Aged Industrial Precincts
- Develop the Kananook industrial sub-precinct into a sports, leisure and hospitality destination
- Facilitate a low carbon sustainable economy
- Ensure attractive and sustainable industrial precincts
- Expand accessibility and transport infrastructure



Community consultation process

Throughout the engagement period of 18 April 2023 to 29 May 2023, the project team sought to inform as many people as possible, to ensure landowners, business owners, workers and visitors who are interested in Frankston City’s Industrial Precincts had a chance to share their feedback on the Draft Industrial Strategy and Design Guidelines. Communication material provided information about the Draft Industrial Strategy and Design Guidelines were widely promoted through brochures and posters 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 projects:

Table 1 Communication and promotion tools

| Tool | Process |
|------------------------|---|
| Project Webpage | <p>The project webpage (https://engage.frankston.vic.gov.au/draft-industrial-strategy) on Council’s ‘Engage Frankston’ engagement website provided project information, including the Draft Industrial Strategy and Design Guidelines, an interactive map, project timeline, information, document library and FAQs.</p> <p>During the engagement period the project webpage received a total of 1,043 views.</p> |
| Media Coverage | <p>The engagement opportunity was covered in the following Frankston-based media:</p> <ul style="list-style-type: none"> • Frankston City News (Councillor Asker Column – May 2023) • Frankston City Council e-news (18 April 2023) • Invest Frankston News (18 May 2023) |
| Social Media | FCC posted on LinkedIn (21 April 2023) |
| Brochure | <p>3,719 brochures were distributed by BING/Australian Post to all landowners and business occupiers within Frankston City’s Industrial Precincts by 21 April 2023.</p> <p>The brochure design is in Appendix A: Consultation Material</p> |
| Posters | 25 posters were placed at cafes within the Frankston City Industrial Precincts to promote the engagement. The posters included a QR code which took people to the Project webpage (see Appendix A). |

Engagement activities

Below provides details about the engagement activities undertaken to gain feedback regarding the Draft Industrial Strategy and Draft Design Guidelines.

Online survey

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

67 responses were received whilst it was live between 18 April 2023 and 29 May 2023.

The survey asked respondents if they supported the vision and key objectives of the Draft Frankston Industrial Strategy and if there is anything else Council should consider when developing the strategy and guidelines.

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

Within each precinct, participants were asked if they supported the precinct vision and objectives, and if there was anything else Council should consider for the precinct.

Stakeholder meetings

Five 30 to 45-minute in person/online stakeholder interviews were held with key landowners in and near Frankston City's Industrial Precincts. The purpose was to have in-depth conversation and seek targeted feedback on objectives and specific Precinct actions.

Interviews were held with 6 representatives from the following five groups / businesses:

- Committee for Greater Frankston
- Clark Masts Asia Pacific Pty Ltd
- Bayport Development
- The Tree Doctor Pty Ltd
- Langwarrin Log Cabin Accommodation

Pop-up events

Four community in-person pop-up events were held in some Frankston City's Industrial Precincts to raise awareness of the Draft Industrial Strategy and Design Guidelines and gain input and feedback on the Vision and selected Precincts.

The pop-up events were targeted in areas and during certain times to reach a more diverse audience, including workers, adjoining residents and visitors. Approximately 130 people attended a pop-up event in total.

Each pop-up event included one A1 board presenting participants the Vision and Objectives of the Draft Industrial Strategy with a map of the Industrial Precincts and A1 board of the Precinct the pop-up was held in. Questions were asked from the online survey. See Appendix A: Consultation Material.

The four pop-up locations and times are displayed below in Table 2:

Table 2 Pop-up events

| Pop-up locations | Date | Time |
|---|----------------------|-----------------|
| Seaford North (Precinct 2) | | |
| Brunch on Brunel, 67 Brunel Road, Seaford | Thursday 18 May 2023 | 7am-7:45am |
| Seaford (Precinct 1) | | |
| The Black Goose, 1/25 Hartnett Drive, Seaford | Thursday 18 May 2023 | 8am-9am |
| Carrum Downs (Precinct 3) | | |
| Industry Café, 5 Gateway Drive, Carrum Downs | Thursday 18 May 2023 | 10am-11am |
| Le Café, 7A Daniel Drive, Carrum Downs | Thursday 18 May 2023 | 11:30am-12:30pm |





Engagement findings

The following findings on the Vision, the objectives and the six Precincts (see map on Page 5) represents a summary of the data collected through the communication, promotion and engagement activities (Tables and 2). Due to the high number of actions per Precinct, feedback was only asked for selected actions that were either new 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.

Vision and Objectives

Survey respondents and pop-up participants were asked to indicate whether they support the Vision and key objectives for the strategy and/or for a particular precinct.

Participants were asked to provide their feedback on the draft's Industrial Precincts, including:

- Do you support the vision and key objectives of the Draft Frankston City Industrial Strategy?
- Do you support the plan for the Industrial Precinct?
- Is there anything else we should consider for the Frankston City Industrial Strategy and Design Guidelines?
- Is there anything else we should consider for the Industrial Precinct?
- What best describes your connection to this project / precinct?
- Would you like to discuss your feedback with a person?

Do you support the vision and key objectives of the Draft Frankston City Industrial Strategy?

A majority of participants supported the plan for each industrial precinct. There was some division about the key vision and objectives of the strategy, with 7 participants being supportive and 5 being unsupportive. A breakdown of each response is shown in the sections below.

Is there anything else we should consider for the Frankston City Industrial Strategy and Design Guidelines?

Survey respondents were asked is there anything else we should consider for the Frankston City Industrial Strategy and Design Guidelines.

These comments mentioned considerations such as:

- Planning for population growth and local jobs.
- Cost of renewing industrial land.
- Urban growth boundary restrictions.
- Enforcement of design guidelines.
- Acoustic treatments.
- Maintenance of Council assets in industrial precincts.
- Getting good value from Council spend.
- Opposing the industrial zoning in specific locations.
- Vehicle movement into and within precincts.
- Impact of lighting to neighbouring areas.
- Maintenance and cleanliness of private property viewable from the street.
- Encouraging complimentary businesses within the same precinct.

Engagements Results by Precinct

The follow sections present the community engagement results for each precinct, along with a selection of community comments.

Seaford Precinct

Do you support the plan for Seaford Industrial Precinct?

Table 3 Results for Do you support the plan for Seaford Industrial Precinct?

| Do you support the plan for Seaford Industrial Precinct? Answer Choices. | Percent | Count |
|--|---------|-------|
| Support or mostly support | 90.91% | 10 |
| Other | 9.09% | 1 |
| Total | 100.00% | 11 |

Is there anything else we should consider for the Seaford Precinct?

Selection of community comments:

- Needs revitalising - lots of old factories. Would be good to have increased safety for people. Is a good location with main roads surrounding.
- 5 pm dead. Nighttime economy. Lighting. Drag road. Break ins. Weekends needs more people here. Improve better access to station. Night time not great for public.
- Sort out the floodwaters that abuts Frankston freeway and starts at peninsula boulevard and follows behind factories towards city - make it into something interesting and useable - not just a place for people to go in and vandalise the back of factories with graffiti - maybe an overpass over the freeway-bike path? Stop people crossing highway and damaging fences.
- Lived near by for 9 months. Lacking social spots. No where. Very industrial services. Needs to feel less industrial (Hartnet drive).
- Actions need to be clearer & not motherhood statements.
- Agrees with supporting increasing services to create a boulevard for pedestrians' options for social activities in the evening to support the other uses. Activities in the evening make the area safer and could encourage more innovative businesses.
- Better to improve streets.
- This plan is a huge disadvantage for the local lifestyle and community and will make our beautiful city less attractive for living.
- Bit dodgy at nighttime - in the area p1-3a Is a good location for business.
- Don't really care - I just work here.
- Lighting.

What is your connection to the Seaford Industrial Precinct?

Table 4 Results for What is your connection to Seaford Industrial Precinct?

| What is your connection to the Seaford Precinct? Answer Choices. | Percent | Count |
|--|---------|-------|
| I live near this precinct. | 14.29% | 1 |
| I work or operate a business in this precinct. | 57.14% | 4 |

| | | |
|---|----------------|----------|
| I own property in this precinct. | 28.57% | 2 |
| I am considering this precinct for future investment. | 0% | 0 |
| Other | 0% | 0 |
| Total | 100.00% | 7 |

Seaford North Precinct

Do you support the plan for Seaford North Industrial Precinct?

Table 5 Results for Do you support the plan for Seaford North Industrial Precinct?

| Do you support the plan for Seaford North Industrial Precinct? Answer Choices. | Percent | Count |
|--|----------------|-----------|
| Support or mostly support | 84.62% | 11 |
| Other | 15.38% | 2 |
| Total | 100.00% | 13 |

Is there anything else we should consider for the Seaford North Precinct?

Selection of community comments:

- *Driving around here is good. Recent roadworks are a bit annoying. Traffic lights would be good to take pressure off main road in and out. Getting in and out is ok coming off peninsula freeway. Rutherford onto mornington freeway heading north would be great.*
- *Sweet!*
- *Peninsula link trial draws everyone in. Should be a feature. Needs more shops.*
- *Lighting is important across the estate. Current lights not brought enough.*
- *I have no issues. I use my phone for lighting. Better lighting near the gym.*
- *Acquisition of land at end of Oliehant Way. Consider appropriate mix of businesses eg trampolines with kids near large industrial vehicles. Need to maintain wide enough roads to turn large vehicles. Parking restriction overstaying and need for enforcement is an ongoing issue. We need another factory but I couldn't get one where trucks need to use roundabouts to turn at both ends. Cycling infrastructure and connectivity across the bridge, to the Kananook track is needed. This whole region has a parking issue. Businesses in this area have more staff than there is parking. People happy to walk a block or two from the car.*
- *Sounds good.*
- *Work, Operate business and own residential & commercial property. "Encourage industrial lots that about the Peninsula Link Trail to screen industrial uses" - you mean force! We pay enough rates for these commercial properties for the council to address more vegetation along the fence line. How about you sort out the drainage in this area first ? How about you forgo another HUGE pay rise and address this issue?*
- *We've just been flooded at Stevens rd. Additional road signage. To the freeway, dead end etc. anything to help with flooding.*
- *Better managed sharing of shared user path. Behaviour change issue.*

- We're all p****d off about the duplication of Latham road.
- Need better road closure management during construction.
- The Seaford Wetlands Park BILLION DOLLARS OF LAND(note PARK) Is systematically IGNORED by Frankston Council. Other PARKS, (Ballam especially) have money spent without clear user statistics, or benefit analysis. The proposed expenditure from State Govt funds (as yet not defined for start date, completion date) doesn't encompass the provision of Albert Pk Standards of user amenities. It is crucial the construction of Nth and Sth toilets, seats, taps, shelters, tables, and parking are included to attract distant patrons who will bring economic benefits to the commercial enterprises. A running/walking grano path adjacent to the bitumen cycle track is essential. Solar lights at approximately 200mtr or less intervals are necessary. The northern end Eel Race Sth side levee bank needs a consolidated track from the bitumen track to Old Wells rd, as it is presently mud, grass, rabbit damaged and snake dangerous in summer. (As per Patterson River nth bank)not just bridge to Patterson Lakes path.

What is your connection to the Seaford North Industrial Precinct?

Table 6 Results for What is your connection to Seaford North Industrial Precinct?

| What is your connection to the Seaford North Precinct? Answer Choices. | Percent | Count |
|--|----------------|-----------|
| I live near this precinct. | 14.29% | 2 |
| I work or operate a business in this precinct. | 78.57% | 11 |
| I own property in this precinct. | 0% | 0 |
| I am considering this precinct for future investment. | 0% | 0 |
| Other | 7.14% | 1 |
| Total | 100.00% | 14 |

Carrum Downs Precinct

Do you support the plan for Carrum Downs Industrial Precinct?

Table 7 Results for Do you support the plan for Carrum Downs Industrial Precinct?

| Do you support the plan for Carrum Downs Industrial Precinct? Answer Choices. | Percent | Count |
|---|----------------|-----------|
| Support or mostly support | 100.00% | 17 |
| Other | 0% | 0 |
| Total | 100.00% | 17 |

Is there anything else we should consider for the Carrum Downs Precinct?

Selection of community comments:

- *Please provide clear and defined clarity on the proposed 4 items and the reason why they have been decided and how they will improve the future of the area and its operation.*
- *It's always good to have all these things you're saying. Open space near our factory being informally used as a car park. Would like to buy the land and turn into a proper carpark. Damosh Ave. Doesn't agree with mandatory green open space in areas where parking is needed. More lighting - I can see a benefit of that. I'd want to stay here because you guys are trying to do something good.*
- *Better planning for roadworks.*
- *More lighting. Internet appalling. Mobile coverage poor. Wifi on roof. New area.*
- *Frankston garden drive entry more obvious.*
- *Traffic lights at Frankston gardens drive rd. road.*
- *Traffic along Frankston – Dandenong Rd. Better traffic lights sequencing.*
- *Latham rd. issue.*
- *More lighting needed at night. Doesn't feel safe.*
- *Car parking issues 7 to 7:30 and 4 p.m. onwards. Electrical lighting electric vehicle chargers bike chargers solar powered. Car parking is an issue in some places. Likes the idea about upgrade to drainage reserve.*
- *Roadworks an issue but that's it.*
- *Works in Carrum Downs Lighting.*
- *Works in retail; Good place to work in, travel etc; Reserves are great; Support provided; Wanting better reception.*
- *Great accessibility; Better than LA; Other users- accessibility; Fuel issues with roadworks; Roadworks; Speed measurers; Traffic.*
- *Latham Rd issue. Boundary & Clifton Road Drag races. Issues. Coleman's Shortcut. Cameras. Frankston. Lack of maintenance. Issues with truck hitting signs. Issues with timing of fixing roads. Roundabouts need maintenance. Walk around. Grass issues.*

What is your connection to the Carrum Downs Industrial Precinct?

Table 8 Results for What is your connection to Carrum Downs Industrial Precinct?

| What is your connection to the Carrum Downs Precinct? Answer Choices. | Percent | Count |
|---|----------------|----------|
| I live near this precinct. | 33.33% | 3 |
| I work or operate a business in this precinct. | 66.67% | 6 |
| I own property in this precinct. | 0% | 0 |
| I am considering this precinct for future investment. | 0% | 0 |
| Other | 0% | 0 |
| Total | 100.00% | 9 |

Langwarrin

Do you support the plan for Langwarrin Industrial Precinct?

Table 9 Results for Do you support the plan for Langwarrin Industrial Precinct?

| Do you support the plan for Langwarrin Precinct? Answer Choices. | Percent | Count |
|--|----------------|----------|
| Support or mostly support | 0% | 0 |
| Other | 100% | 1 |
| Total | 100.00% | 1 |

Is there anything else we should consider for the Langwarrin Precinct?

Selection of community comments:

- *Where do the people currently living in Log Cabin Park go to live?*
- *Does this mean the removal of the log cabin accommodation? If so, what plans does the Frankston council have to the replacement housing of the residence currently in these cabins? Will the “contemporary industrial facility” have height restrictions; single storey?*

What is your connection to the Langwarrin Industrial Precinct?

Table 10 Results for What is your connection to Langwarrin Industrial Precinct?

| What is your connection to the Langwarrin Precinct? Answer Choices. | Percent | Count |
|---|----------------|----------|
| I live near this precinct. | 50.00% | 1 |
| I work or operate a business in this precinct. | 0% | 0 |
| I own property in this precinct. | 0% | 0 |
| I am considering this precinct for future investment. | 0% | 0 |
| Other | 50.00% | 1 |
| Total | 100.00% | 2 |

Frankston East and Frankston

No responses were received for Frankston East and Frankston industrial precincts.

Conclusion

In conclusion, the Draft Industrial Strategy and Design Guidelines community consultation program provided an opportunity to inform the development of the Draft Frankston City Industrial Strategy and Frankston City Industrial Design Guidelines from 18 April 2023 to 29 May 2023. It focused on educating and understanding what the community and key stakeholders through about the Draft Industrial Strategy and Design Guidelines, demonstrated how the Discussion Paper consultation feedback was included in the Draft Industrial Strategy and Design Guidelines, and shared and gained feedback on the Vision for Frankston City's Industrial Precincts, their actions and precinct-based strategies. The engagement findings will help Council prepare the Final Industrial Strategy and Design Guidelines.

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

Key themes across the engagement findings included the following:

- **Interventions to boost transport accessibility.**
- **Support for the renewal focus, including the transformation of Precinct 1: Seaford and Precinct 2: Seaford North.**
- **Respondents were also supportive in approving the quality of industrial precincts as destinations to work and visit.**

Appendices



Appendix A

Consultation material

Appendix 1 – Consultation Material

Brochure



A Vision For Frankston City's Industrial Areas

Vision

Frankston City's accessible and connected industrial precincts will support a knowledge rich and sustainable low carbon economy.

Through ongoing built form and public amenity renewal the precincts will grow and diversify their economic activity and employment as a dynamic destination for investment, regional entrepreneurs, industrial workers and local households.

What's happening

Council is preparing a new plan for the City's Industrial Areas. This long term plan guides how Council invests money in these precincts, the types of development encouraged as well as infrastructure and public space such as parks, bike paths and pedestrian access.

During July and August 2022, Council consulted with the community on the Discussion Paper. Positive feedback was received including a desire for change and support for public realm activation. Council has now developed a draft Frankston City Industrial Strategy which includes your feedback.

Tell us:

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

Find out more about the Draft Frankston City Industrial Strategy.

Online: engage.frankston.vic.gov.au or scan the QR code.

You can also speak with our Strategic Planning team

Phone: 1300 322 322

Email: strategicplanning@frankstonvic.gov.au

Have your say by Monday 23 May 2023

We want your feedback. What do you think about the Draft Frankston City Industrial Strategy?



Frankston City's Industrial Areas are evolving

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



Project Poster



Frankston City's Industrial Areas are evolving

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

Visit engage.frankston.vic.gov.au/draft-industrial-strategy or scan the QR code by Monday 29 May 2023.

CONTACT

Email strategicplanning@frankston.vic.gov.au

Phone 1300 322 322



Pop up Poster – Vision & Objectives



Frankston City's Industrial Areas Our Vision

Frankston City's accessible and connected industrial precincts will support a knowledge rich and sustainable low carbon economy.

Through ongoing built form and public amenity renewal the precincts will grow and diversify their economic activity and employment as a dynamic destination for investment, regional entrepreneurs, industrial workers and local households.

Key Objectives for our Industrial Precincts:

- 1** Renew and Redevelop Aged Industrial areas.
- 2** Develop the Kananook industrial sub-precinct into a sports, leisure and hospitality destination.
- 3** Facilitate a low carbon sustainable economy.
- 4** Ensure attractive and sustainable industrial precincts.
- 5** Expand accessibility and transport infrastructure.



Pop-up Poster - Seaford

Precinct 1 Seaford


| Objective | Action |
|--|--|
| Facilitate Seaford's local service role | (Refer map P1-1A) Reimagine Hartnett Drive as a public boulevard that supports population serving uses. |
| Facilitate Seaford's physical and economic renewal | (Refer map P1-2A) Ensure new development along Frankston-Dandenong Road enhances pedestrian amenity, provides high quality interfaces and improves the interaction of industrial and commuter vehicles. |
| Improve Seaford's urban amenity | (Refer map P1-3A) Improve worker and visitor amenity throughout the Bardia Avenue precinct by developing a plan to: - increase landscaping and canopy tree planting - deliver continuous high quality footpaths |
| Improve Seaford's arrival experience | (Refer map P1-4A) Encourage high quality industrial commercial built form at key gateway sites including at the northern and southern entrances to Hartnett Drive, at Wells Road in direct proximity to Kananook station and at the base of the Wells Road overpass and at the northern and southern entrances to Bardia Avenue. |
| Improve residential and industrial interfaces | (Refer map P1-5A) Investigate opportunities to introduce a pedestrian link that links Seaford Industrial Precinct to Bruce Atken Reserve. |
| Facilitate the renewal of Kananook as a major sports and recreation destination | (Refer map P1-6A) Implement Strategy Objective 2 by facilitating the renewal of Kananook into a regional sports, leisure and hospitality precinct and by encouraging associated sports medicine, hospitality and active recreation uses. |

The map illustrates the Seaford Industrial Precinct with several designated zones: P1-1A, P1-2A, P1-3A, P1-4A, P1-5A, and P1-6A. Key roads shown include Seaford Road, Frankston Freeway, Bardia Avenue, Hartnett Drive, Wells Road, and Frankston-Dandenong Bvd. The Kananook Train Station is located near Wells Road. The Frankston City logo is in the top right corner of the map area.


Pop-up Poster – Seaford North

Precinct 2

Seaford North




| Objective | Action |
|--|--|
| <p>Improve Seaford North's urban amenity</p> | <p>(Refer map P2-2A) Ensure the precinct incorporates high quality foot paths along Lathams and Brunel Roads and the precinct's internal streets to aid pedestrian mobility.</p> |
| <p>Transform the urban flood way into a feature of Seaford North</p> | <p>(Refer map P2-3A) Improve the environmental qualities and character of the precinct's urban floodway reserves including the Bobby Creek Reserve.</p> |
| <p>Enhance the precinct's interface with the Peninsula Link Trail</p> | <p>(Refer map P2-3B) Explore ways to transform urban flow way reserves into an urban feature that facilitate positive perceptions of the precinct from the Lathams Road overpass.</p> |
| <p>Enhance the precinct's interface with the Peninsula Link Trail</p> | <p>(Refer map P2-4A) Ensure the safety of pedestrian links to and from the Peninsula Link Trail via improved lighting and by ensuring vegetation is well maintained and does not obstruct sight lines and supports passive surveillance through active frontages where possible.</p> |
| <p>Enhance the precinct's interface with the Peninsula Link Trail</p> | <p>(Refer map P2-4B) Encourage industrial lots that abut the Peninsula Link Trail to screen industrial uses.</p> |



Pop-up Poster – Carrum Downs

Precinct 3 Carrum Downs

| Objective | Action |
|---|---|
| Enhance Carrum Down's urban amenity | (Refer refer map P3-1A) Enhance the character and amenity of Frankston-Dandenong Road by providing more substantial planting that responds to the scale of the road, softens car parking areas, enhances pedestrian amenity and the interaction of industrial streets with the road. |
| | (Refer map P3-1B) Complement upgrades along Lathams Road with additional street tree planting and a continuous footpath network. |
| | (Refer map P3-1C) Screen the visibility of development from EastLink and Peninsula Link through roadside planting and landscaping within the road reserve. |
| Enhance Service and Floodway Reserves | (Refer map P3-2A) Investigate opportunities to selectively incorporate the precinct's service and utility reserve as an open space corridor. This might include the provision of a shared user path, seating and tree planting, outdoor fitness equipment and running track that embellishes key nodes. |
| | (Refer map P3-2B) Investigate opportunities to enhance the environmental qualities of the urban floodway and drainage reserves including Bobby Creek Reserve. |
| Prepare for future industrial formats and uses | (Refer map P3-3A) Investigate opportunities for the precinct and adjacent Green Wedge land to support battery farms that service residential and industrial areas. |



The map shows the layout of Carrum Downs with several precincts highlighted in red circles: P3-1A, P3-1B, P3-1C, P3-2A, P3-2B, and P3-3A. Major roads like East Link, Peninsula Link, and Lathams Road are labeled. A yellow dashed line indicates a service and utility reserve corridor through the center of the precinct.

