



27 May 2024

Frankston City Council
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RE: The FMAC Structure Plan / C160fran – Panel Hearing Submission

Committee for Frankston & Mornington Peninsula

The Committee for Frankston & Mornington Peninsula (CFMP) is the peak advocacy body for the region.

We provide strategic leadership, advocacy and influence to help attract government support and investment in Frankston and on the Mornington Peninsula. The Committee is an independent, non-partisan, member-based organisation which works beyond electoral cycles and partisan politics to enhance the social, economic, and environmental sustainability of our region.

Our Strategic Plan outlines the bold vision the Committee has for the region, and it includes priority pillars where governments should be investing, including:

- Homes and livelihoods
- Better infrastructure; better connectivity
- Sustainable development
- Smarter people; healthy communities
- A thriving local economy and world class destination

It is crucial that all levels of government invest in these areas to improve the liveability of Frankston and the Mornington Peninsula.

The Amendment

As a State Government designated Metropolitan Activity Centre, Frankston is set to change significantly. Over the past two years, Frankston City Council has developed the Frankston Metropolitan Activity Centre Structure Plan. This has included two rounds of extensive community engagement.

The amendment is required to rezone the land within the Frankston Metropolitan Activity Centre to the Activity Centre Zone in order to introduce new land use and built form controls including discretionary building heights (between 3 and 16 storeys) and setbacks.

Previous Consultation with C4GF/CFMP

The Committee for Greater Frankston (C4GF) previously made a substantial contribution to the Frankston City Council's engagement process on this amendment. Since its submission, C4GF merged with *Committee for Mornington Peninsula* to become CFMP.

In this previous submission, C4GF noted the following:

- Strong support for formally codifying the proposed structure plan's precinct controls into the Victorian Planning Scheme.
- Strong support for the inclusion of an equitable amenity and access provision to ensure that our city's sensitive natural assets and the benefits of urbanisation are shared by all future developments.
- Strong support for the structure plan's improved sightlines of Port Phillip and 24-hour pedestrian access all the way from Frankston Station to Kananook Creek.
- Support for better public transport connectivity to, and through, Frankston's CBD, which will decrease our city's dependency on cars.
- Support for strengthening FMAC's retail and arts sectors and the clear focus they have on Playne Street and Nepean Highway Boulevard/Kananook precincts.
- Support for Frankston Council's individualise "shop by shop", "property by property" transformation program which was well defined and showing promising results in attracting new businesses, restaurants and cafes to Playne Street.
- Support for prioritised streetscaping and public realm improvements to renew the Playne Street arts precinct.
- Support for the redevelopment of Nepean Highway into an iconic boulevard that connects our city to the beach.
- Support for future potential opportunities for new government jobs, new head offices and/or civic office relocations to Frankston City Centre.
- Support for positioning Frankston as a student lifestyle town.
- Support for improved pedestrian and public transport linkages to better connect students and health workers to FMAC lifestyle and residential opportunities.

However, the Committee noted the following:

- The Committee supports relocating Frankston's bus interchange to the Fletcher Road side of Frankston Station and accommodating local area bus traffic only.
- The Committee supports the recommendations to upgrade Nepean Highway and Playne Street, and advocates vigorously for street streetscaping to continue here.
- The Committee expresses caution about the ability to connect the city centre to the Health and Education Precinct which houses Monash University and the newly redeveloped Frankston Hospital.
 - Both institutions are very eager to improve linkages between the FMAC and their respective campuses for their students and health workers, and this should be noted during the consultation and panel process.



The Strategic Response (FMAC) – Activities & Land Use

- The changes proposed under the FMAC suitably meet the advocacy positioning of the Committee; specifically:
 - Precinct 1 – City Centre: Homes and Livelihoods
 - CFMP support the creation of new residential developments, accommodation options for visitors, and mixed-use destination developments which benefit the local economy.
 - Precinct 2 – Transport Interchange / Community and Education: Better infrastructure; better connectivity & smarter people; healthy communities
 - CFMP support mixed use hub proposals around key transport infrastructure, encouraging further development of the Frankston Line towards the Mornington Peninsula. We also see the potential for development of key worker accommodation for health and education providers in the community.
 - Precinct 3 – Arts, Entertainment and Government Services: A thriving local economy and world class destination.
 - CFMP support further development and beautification of precinct 3. The Committee also remains committed to a regional exhibition and convention centre and notes this precinct would be the ideal location with the FMAC structure plan.
 - Precinct 4 – Promenade: Homes and livelihoods & sustainable development
 - CFMP support the activation of the waterfront and Kananook Creek to accommodate lifestyle destinations including restaurants and cafes, and more diverse housing along Nepean Highway that fits within the guidelines of the FMAC.
 - Precinct 5 – Nepean Boulevard: A thriving local economy & world class destination.
 - CFMP supports the beautification of Nepean Highway. The previous Committee for Greater Frankston (C4GF) began advocacy for Nepean Highway Boulevard back in 2017 and our commitment to improving the highway is unchanged. This investment would re-imagine the centre of Frankston, but in doing so, further action should be taken to improve road thoroughfares around the CBD via a ring road. The boulevard concept can only work if it is not the major thoroughfare for road users going between Frankston and the Mornington Peninsula.
 - Precinct 6 – Cranbourne Road: Smarter people; healthy communities
 - CFMP believes Cranbourne Road has potential as a mixed-use development precinct to supplement existing health precincts for use by medical, health, allied health and complimentary services. This will help ensure the precinct which neighbours our region's key health and education precinct is supported by medical services and ensures equitable access to medical support services.

Summary

As the peak advocacy body for our region, and working alongside Frankston City Council as a key partner in advocacy, the Committee for Frankston & Mornington Peninsula welcomes Frankston City's bold and ambitious framework for Frankston – the FMAC.

Community and industry want all levels of government to work together and help deliver the vision that this framework now paves the way for, which will vastly improve the housing, public transport and connectivity, and economic outcomes for Frankston City residents and those living on the Mornington Peninsula.

The Committee for Frankston & Mornington Peninsula supports the proposed changes to the Planning Scheme and welcomes much needed public and private investment in the City of Frankston.