

**GATEWAYS**  
Develop strong planning themes along the full length of each gateway, creating a sense of arrival at the centre.

**FORESHORE ACTION AREA**  
Develop a City park and maritime recreation area (which includes a safe boat harbour, quays, waterside activities, and boat launching activities) with strong pedestrian links to the retail core.

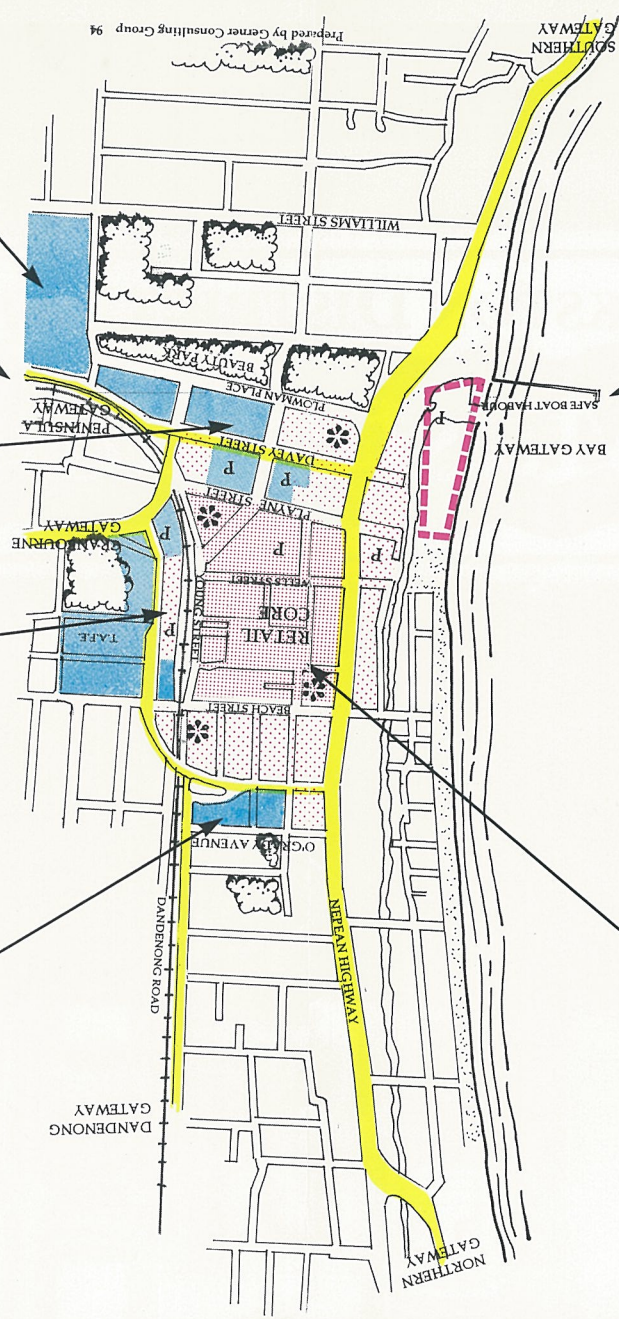
**CAR PARKING**  
Develop new long stay car parks on the edge of the retail core, connected by the centre's ring road.

**PEDESTRIAN ACCESS**  
Within the central core pedestrians will be free to move safely through an attractive mall network with minimum conflict with cars.

**RETAIL CORE**  
Safe attractive comfortable place to visit. Concentrate retailing to compete with other major centres. Increase and consolidate shopper parking. High quality redevelopment – avoid overshadowing and wind in malls.

The Master Plan makes specific recommendations on the following key areas.

The Master Plan is a comprehensive vision for the future development of Frankston District Centre.



- KEY**
- RETAIL CORE
  - MIXED COMMERCIAL, ENTERTAINMENT AND OTHER USES
  - PUBLIC PARKING
  - POTENTIAL LANDMARK BUILDING OR REDEVELOPMENT OPPORTUNITY
  - PUBLIC AND COMMUNITY USES
  - MAJOR TRAFFIC ROUTES



- LEGAL**  
Police and Court Complex provides a transition between the retail core and residential areas.
- RESIDENTIAL**  
Encourage a high density of residential development around the periphery of the retail/core and minimise intrusion of non-residential uses.
- TRANSPORT HUB**  
Upgraded transit terminus links and encourages use of public transport to the centre.
- COMMUNITY**  
Consolidate for community use with Council offices, library and cultural centre, church, school, special housing. Provide a transition between retail core and residential areas.
- RAIL**  
Promote electrification/removal of sidings.
- HEALTH**  
Provide a focus for health services through encouraging consulting rooms and health support services in the vicinity of Frankston Hospital.

### The key features of the Master Plan include:

- ❖ Greater advantage is taken of the view to the bay and the bayside location.
- ❖ A city plaza/open space area is planned within the retail core at Wells Street.
- ❖ The Peninsula Centre's impact on the skyline could be reduced by stepping down the heights of new buildings nearby.
- ❖ Long-term parking at the periphery and short-term parking in the central area is provided.
- ❖ The movement patterns of pedestrians and vehicles are separated.
- ❖ Landmark buildings and quality urban design in redevelopment will be encouraged and facilitated.

The City of Frankston has also supported "Destination Frankston", coordinating marketing aspects of the CBD involving residents, retailers, businesses, community groups, Police and Council.

### Public Exhibition

The draft Master Plan is on exhibition at the City of Frankston Offices at Davey Street, Frankston during business hours. A full version of the Master Plan document is available at a cost of \$20 from Council.

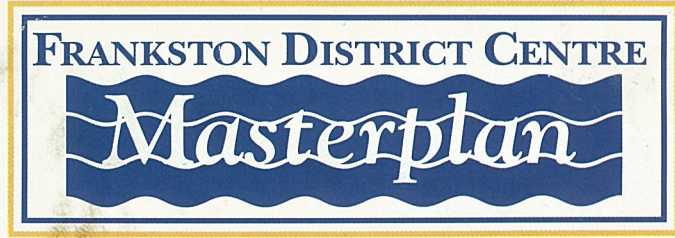
You are encouraged to be involved and to make written comments to Council on the Master Plan. You can either fill out and return the enclosed reply paid card, or else make a longer submission.

Further information on any aspect of the Master Plan can be obtained from Council's Town Planning Department on 784 1869 or 784 1908.

### What happens next?

In April 1995 Council will consider all submissions received, prior to adopting the Master Plan.

Council will then proceed to fully implement the Master Plan.



### Introduction

The City has commissioned a Master Plan for Frankston District Centre to guide development in the Central Business District towards the year 2000. Councillors, Council's officers and community representatives have been involved in preparing and reviewing the Master Plan to date. Recent developments in the Centre – including the construction of the Centre Ring Road, Young Street Transit Terminus and the Frankston Cultural Centre – have been guided by the principles in the draft Master Plan. Public comment is now invited on the ideas and actions proposed in the draft Master Plan for the future development of Frankston District Centre.

### Content of the Master Plan

The first part of the Master Plan report sets Frankston District Centre in its context and provides background on heritage, land use, built form, landscape and population. The second part establishes a vision for Frankston District Centre, identifying the goals and objectives that the Master Plan seeks to achieve on behalf of the community. The third part identifies the future character of precincts within Frankston District Centre, along with key actions required to achieve precinct objectives. The Traffic and Parking Studies and Landscape Plan prepared by the City for Frankston District Centre, have been incorporated in the Master Plan.





# FRANKSTON DISTRICT CENTRE

## Masterplan



*Vision: Artist's Impression*