Frankston Industrial Strategy

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FRANKSTON CITY COUNCIL

SGS
Economics & Planning

This report has been prepared on behalf of:

This report has been prepared by:

SGS Economics and Planning Pty. Ltd.
ACN 007 437 729
5th Floor, 171 Latrobe Street,
Melbourne Victoria 3000
phone: 61 3 8616 0331
fax: 61 3 8616 0332
email: sgsvic@sgsep.com.au
web: www.sgsep.com.au

Offices in Melbourne, Sydney, Brisbane, Hobart, Canberra, Perth

SGS Economics & Planning

in association with:

DAVID LOCK ASSOCIATES
URBAN DESIGN AND TOWN PLANNING

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1 Introduction

1.1 Purpose

This document presents the Frankston Industrial Strategy. The purpose of the Strategy is to develop and reinforce Frankston's role as a major industrial focal point in south-eastern Melbourne by attracting clean and sustainable businesses that provide a stable and long-term employment base for the local economy[1].

1.2 Strategy Area

The Strategy area is Frankston as a whole and specifically its industrial areas. These are shown in Figure 1 below. There are five precincts in Frankston that are the focus of the Strategy, with the primary focus being the partly vacant industrial precinct at Carrum Downs.

1.3 This Report

This report presents strategic recommendations for Frankston City Council and other stakeholders to advance the local industrial economy and industrial land use and development sector to 2020. This report also provides an action plan for implementation.

The structure of this report is as follows:

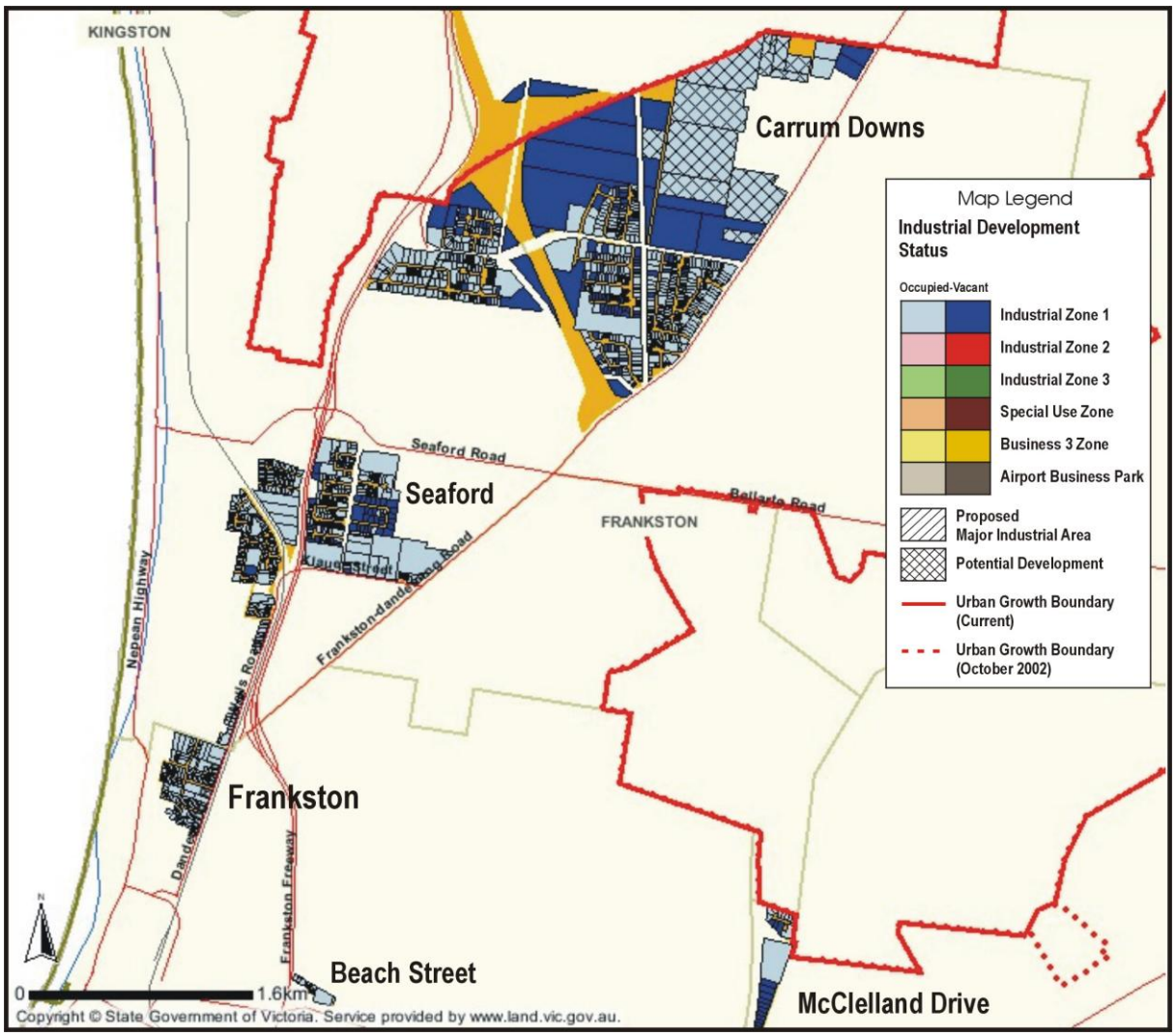
- Section 2 of this report summarises opportunities available to Frankston in the future.
- The overarching industrial vision is presented in Section 3.
- Section 4 presents the Strategy and action plan for the Carrum Downs precinct.
- Section 5 presents the Strategy and action plan for Established Industrial Precincts.

This report is based on (and supersedes) a number of reports and research documents that have examined and tested industrial strategy options for Frankston. The previous reports are as follows (all of which were prepared by SGS Economics and Planning Pty Ltd for Frankston City Council):

- Frankston Industrial Strategy, Volume 1 of 2 – Strategy and Implementation Plan, Final Report – 24 July 2006;
- Frankston Industrial Strategy, Volume 2 of 2 – Background Report, Final Report – 24 July 2006;
- Update to Frankston Industrial Strategy, 28 November 2008; and
- Update to Frankston Industrial Strategy Design Guidelines, 20 March 2009.

[1] Frankston Industrial Strategy Study Brief.

Figure 1 – Strategy Area



Source: Base map from Department of Sustainability and Environment

2 Opportunities

2.1 Frankston's Precinct's Today

All of Frankston's established industrial precincts perform an important role for a mix of businesses. The established precincts have evolved as local employment nodes comprising small to medium scale manufacturing, service industry and warehousing oriented businesses. The major business types are small engineering firms and car repairers, most of which are geared to serve the regional population and business base.

In Carrum Downs, a number of larger, hi tech manufacturing businesses have established; however in the main, development trends have mirrored that of the broader area: small to medium sized regionally focused firms are most prolific.

2.2 Opportunities for the Future

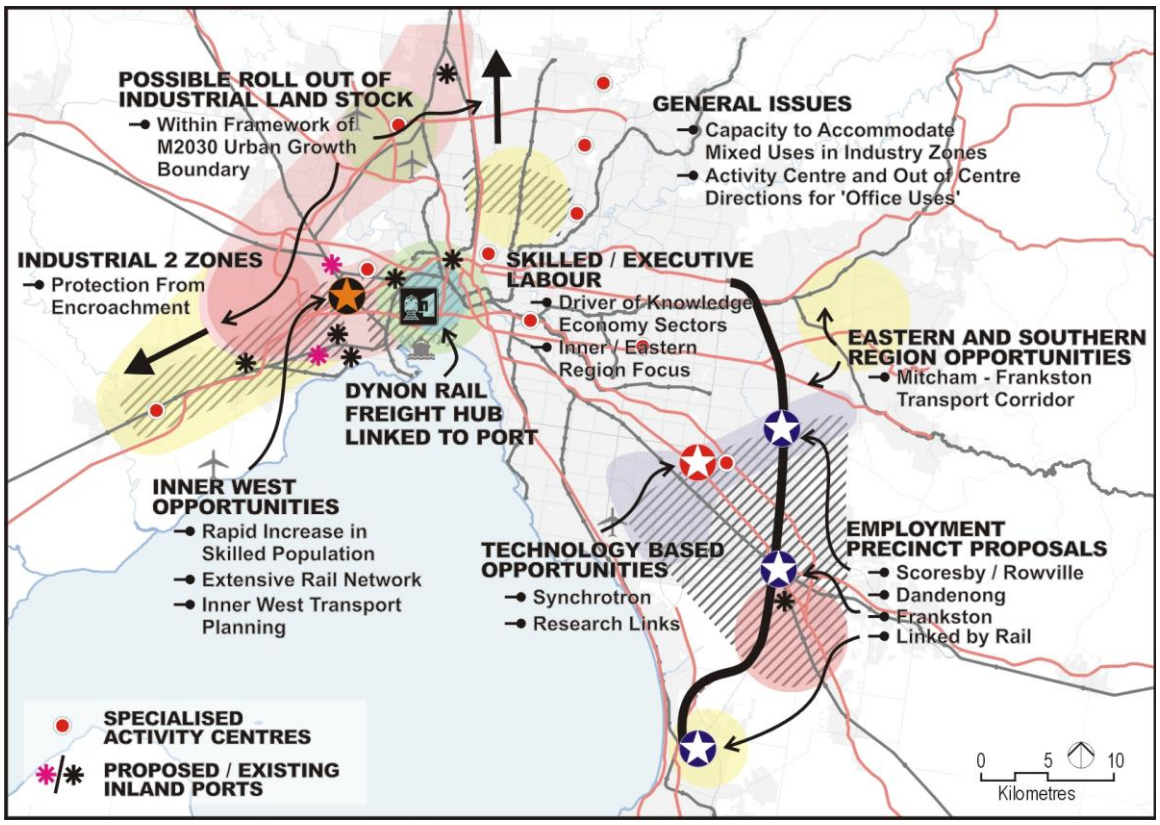
Continuation of current trends is a real option for the Carrum Downs precinct as it develops. It too can take a small lot, light industry 'factoryette' character.

However, the Carrum Downs precinct also has the potential to perform a 'high order' role. It could be established as a **flagship sustainable industry park**, showcasing the highest environmental and design standards and being the home to State and nationally significant business operations; businesses that have a global orientation, generate export income and support locally oriented businesses and jobs.

The diagram below illustrates Carrum Downs' strategic position in a Melbourne industrial context. The development of EastLink and Synchrotron will generate significant benefits to the south east region of Melbourne and Frankston. Proximity to the Eastern Treatment Plant, and its recycled water, further defines the potential niche of the Carrum Downs precinct.

Carrum Downs could be established as a high profile 'front door' to Frankston. The image this area presents to travellers along the EastLink corridor will play a major role is shaping the image of the wider area in years to come.

Figure 2 – Carrum Downs in a Metropolitan Context



The following diagram[2] highlights five strategic advantages of the Carrum Downs precinct. In summary, these present the area with opportunities to move beyond a generic light industry development form, to one of State and national significance.

[2] Source information of following diagram: The data tables below are sourced from the Volume 2 Report (derived from Australian Bureau of Statistics data and Department of Sustainability and Environment data; The graphics below are sourced from Department of Infrastructure and Eastern Treatment Plant websites.

Figure 3 - Strategic Advantages: Carrum Downs

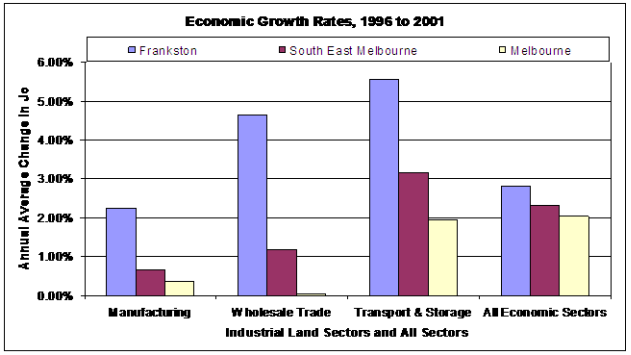
Precinct	Name	Lots	Occupied Lots	Vacant Lots	Occupied Area (sq.m)	Unoccupied Area (sq.m)	Total Area (sq.m)	Avg. Lot Size - Occupied (sq.m)	Avg. Lot Size - Unoccupied (sq.m)
1	Carrum Downs	921	707	214	1,783,255	1,788,687	3,571,942	2,463	8,517
2	Seaford	643	575	66	631,659	151,393	783,128	1,099	2,294
3	Frankston	222	214	8	196,560	8,652	205,212	919	1,081
4	Beach Street	20	18	2	23,687	1,490	25,177	1,316	745
5	McClelland Drive.	21	9	12	21657.37	30,786	52,443	2,406	2,565
Total		1,827	1,523	302	2,656,818	1,981,008	4,637,902	1,640	3,041

Potential to Access Recycled Water from Eastern Treatment Plant for Business and Landscape Purposes

Last Remaining Large Lot Industrial Area in Frankston / Outer Southern Melbourne

Rapid Economic / Industrial Growth In Frankston Compared to Other Areas

Carrum Downs Industrial Area



Direct On and Off Ramp Access to EastLink

Jobs in Victoria's Manufacturing Sector	*1986*	*2001*
Factory occupations	57.00%	40.80%
Office occupations	27.20%	35.90%
Other occupations	3.90%	3.10%
Sales occupations	3.80%	4.70%
Transport occupations	8.10%	15.50%

Regional Estates Have Not Positioned Themselves for Office Based Industry

3 Vision

3.1 Industrial Vision

Frankston's new leading industrial park will be the Carrum Downs sustainable industry park. The sustainable industry park will be in a setting that showcases the highest quality urban, landscape and architectural design.

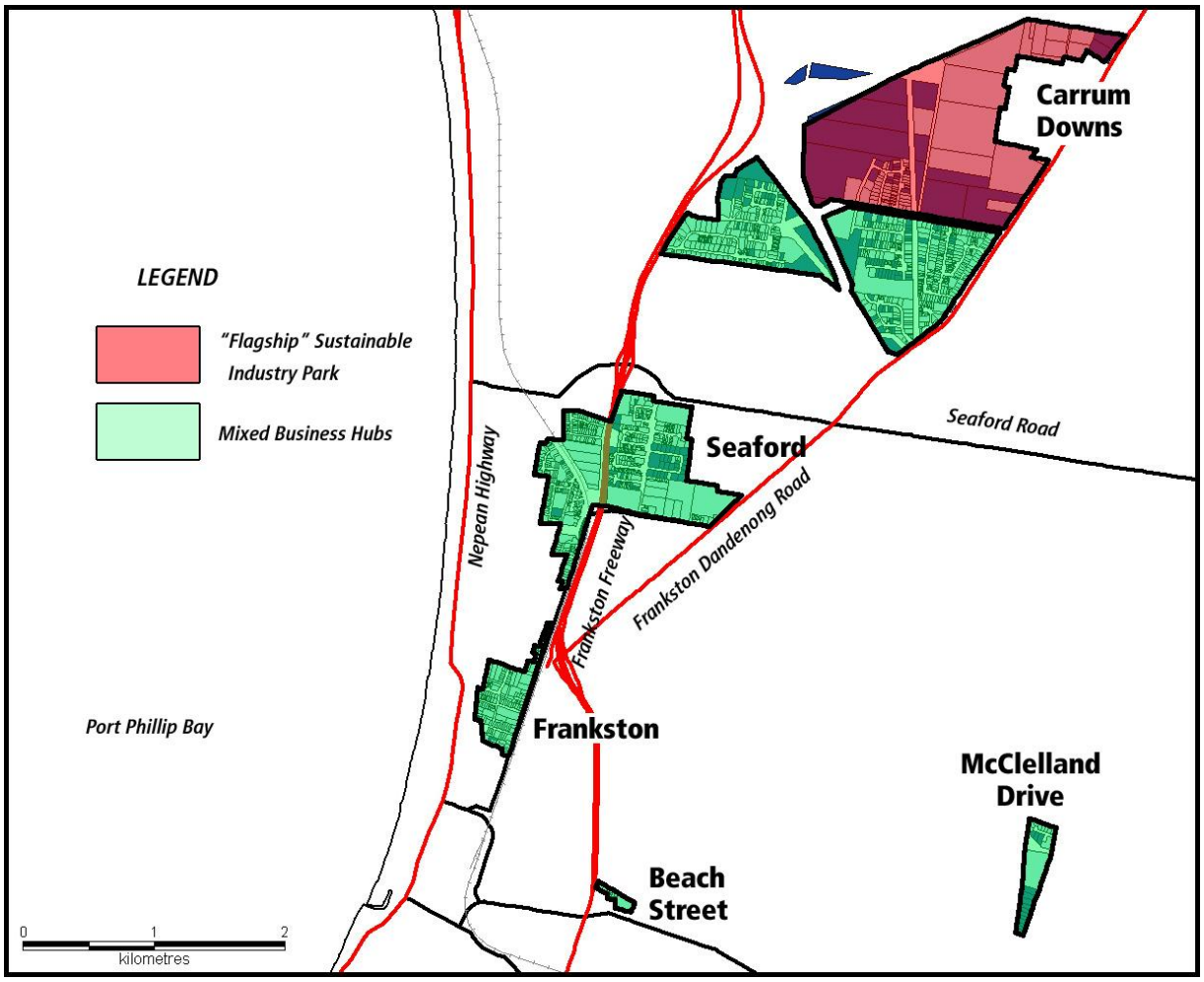
Frankston's established industrial precincts will be vibrant business hubs. They will be functional and safe, providing a mix of environments from low cost spaces to high profile main road addresses.

This vision is shown graphically in Strategic Overview and Gateway Roads below. Details are presented in the following sections of this Strategy.

3.2 Strategic Overview

The vision is summarised in broad terms below. Carrum Downs can be established as the City's flagship industrial area. The other industrial precincts are generic industrial areas which accommodate a mix of businesses. Details are presented in the following sections of this Strategy.

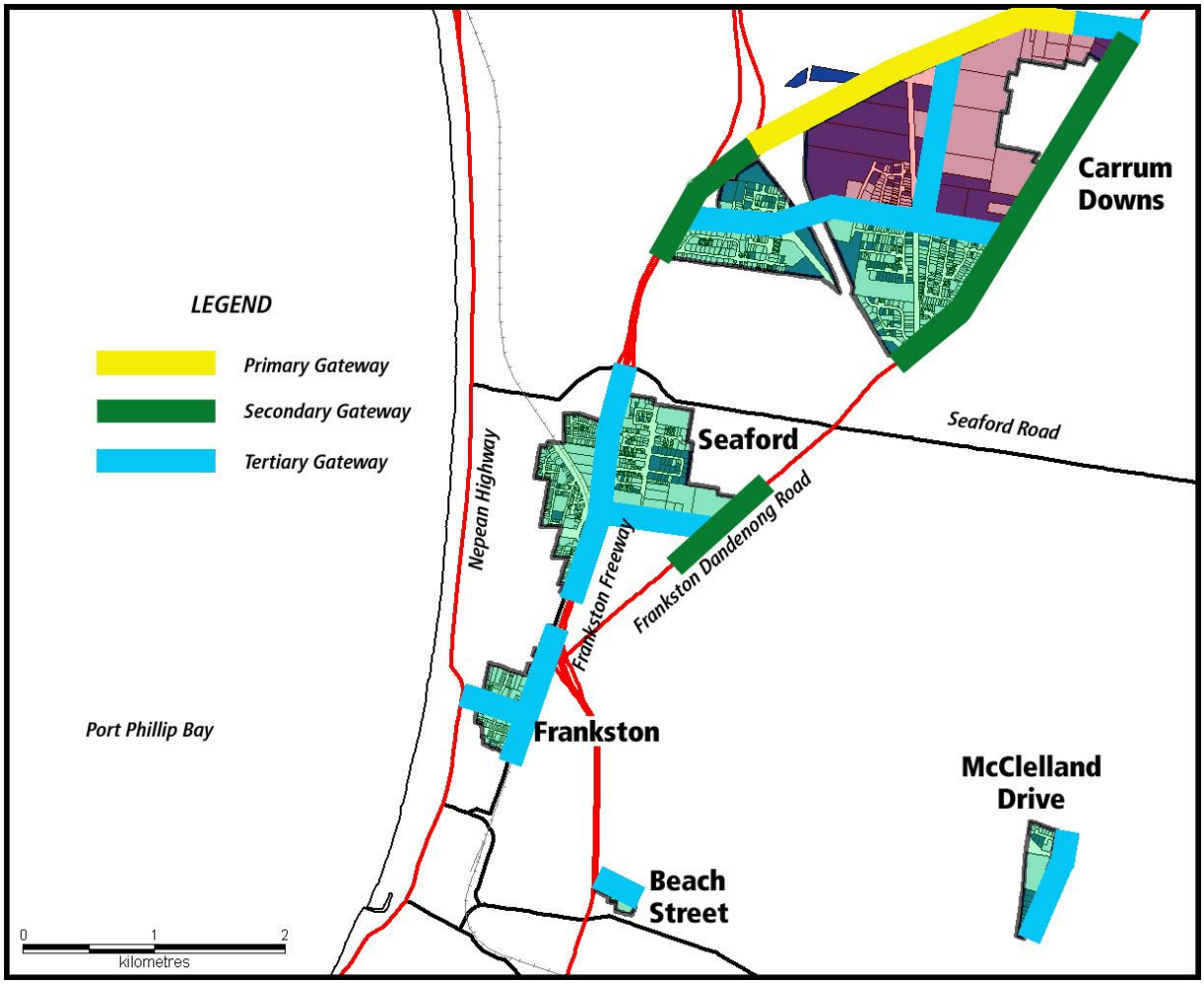
Figure 4 - Strategic Overview



3.3 Gateway Roads

Gateway Roads are recommended for priority design and engineering treatment. The Gateway Roads are prioritised as Primary, Secondary and Tertiary.

Figure 5 – Gateway Roads



4 Carrum Downs Sustainable Industry Park

4.1 Carrum Downs Vision

Frankston's new leading industrial park will be the Carrum Downs sustainable industry park. The sustainable industry park will be in a setting that showcases the highest quality urban, landscape and architectural design.

4.2 Carrum Downs Objectives

Land Use and Business Objectives:

- To strive for the establishment of hi tech manufacturing businesses that utilise recycled water.
- To strive for the establishment of high profile corporate leaders that build Frankston's image and profile.
- To strive for businesses that will have the highest operational and design standards.
- To maximise business opportunities presented by recycled water access potential and the EastLink transit corridor.

Design and Infrastructure Objectives:

- To establish the EastLink frontage (at least in part) as Frankston's new 'front door', with a view to boost the image and profile of the municipality.
- To develop a niche real estate 'offer' in Frankston and the broader region, taking a quality focus.
- To establish a nationally recognisable address for 'green' businesses.

4.3 Carrum Downs Strategy

The strategy is based on the view that this estate will be Frankston's new 'front door' by virtue of its EastLink transit corridor frontage. The significant effort made by Council, State Government and the private sector in the revitalisation of Frankston in recent years (through Transit City investment, foreshore redevelopments, and general positioning and marketing of the municipality) will be significantly **enhanced or undermined** by the nature of development in the Carrum Downs industry park. A high profile, high amenity business estate will help the City considerably. A low order service industry estate will not.

Furthermore, the factors working in Carrum Downs' favour – EastLink frontage and access, recycled water access potential, vacant land, a growing economy, shifts in business structures that favour business park settings – should compel decision makers to strive for the vision noted above.

It is imperative the best be made of the opportunities available to this estate, not only for this area and for local industrial development, but for Frankston's overall image and profile.

This strategy is ambitious. It will not be easy for Council and other stakeholders to deliver the above vision. A major constraint is the relatively low number of target (hi tech manufacturing) businesses operating and being established / grown in Australia.

Despite this, the strategy is not intended to be prescriptive. It is recommended that Council achieve (at least) the Minimum outcome noted below, whilst striving for the Optimal outcome.

Minimum Outcome:

- Establish a high amenity business frontage facing EastLink - showcasing best practice and innovative design.

Advanced Outcome:

- Establish the wider Carrum Downs precinct (including the EastLink frontage) as a high amenity business estate - showcasing best practice and innovative design.

Optimal Outcome:

- Establish the wider Carrum Downs precinct (including the EastLink frontage) as a high amenity business estate - showcasing best practice and innovative design.
- Establish the Carrum Downs precinct with quality business establishments - focusing on hi tech manufacturers that utilise recycled water.

The Optimal Outcome is an aspiration.

Realising the vision will be based on the interplay between supply and demand conditions relevant to the study area. Supply conditions refers to all factors that define the physical structure and image of the area including estate amenity, lot sizes, zoning, street layouts, recreation areas and availability of services. Council and landowners have a high level of influence on this part of the equation.

Demand is a product of the workings of the wider economy and the position of South East Melbourne and Frankston in this context. Council and landowners have a low level of influence on this part of the equation.

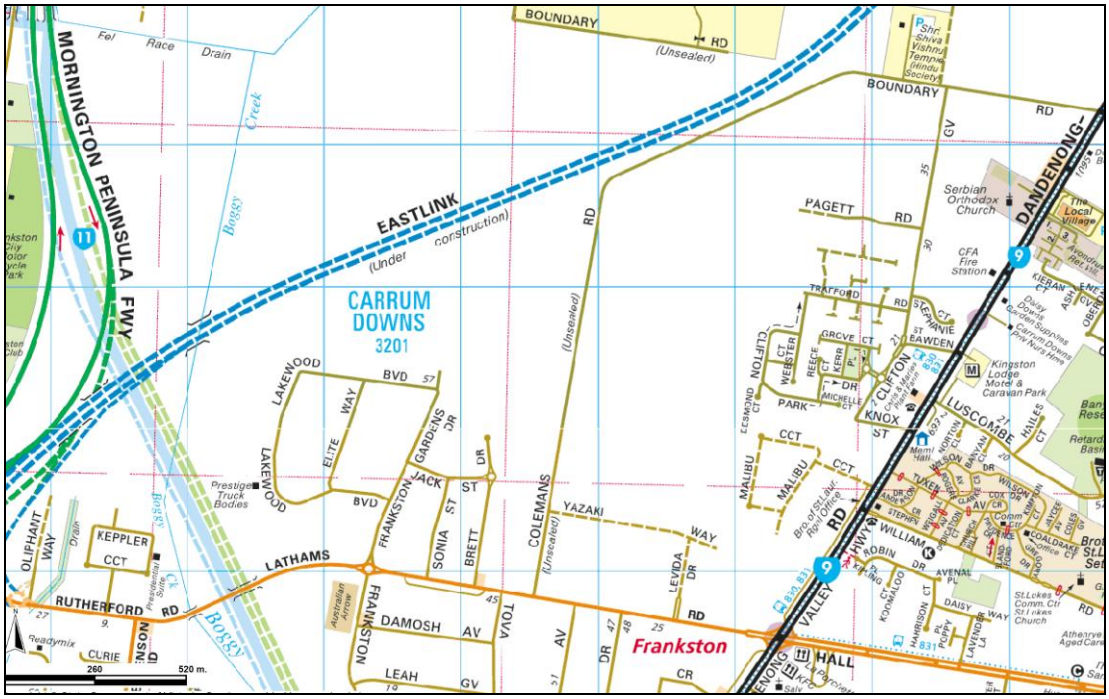
The best Council can do in striving for the vision is to set the supply conditions in the area to match the desired demand. This will give the area its best chance of attracting the target businesses and hence achieving all desired outcomes.

Should supply conditions in the estate adopt a conventional 'small lot' industrial subdivision pattern, the chances of facilitating traditional service industry will be high whereas the chance of facilitating higher order business development will be low.

4.4 Carrum Downs Structure and Development Framework

The following diagram (Figure 6) shows the road system in the area for orientation purposes.

Figure 6 – Existing Road System

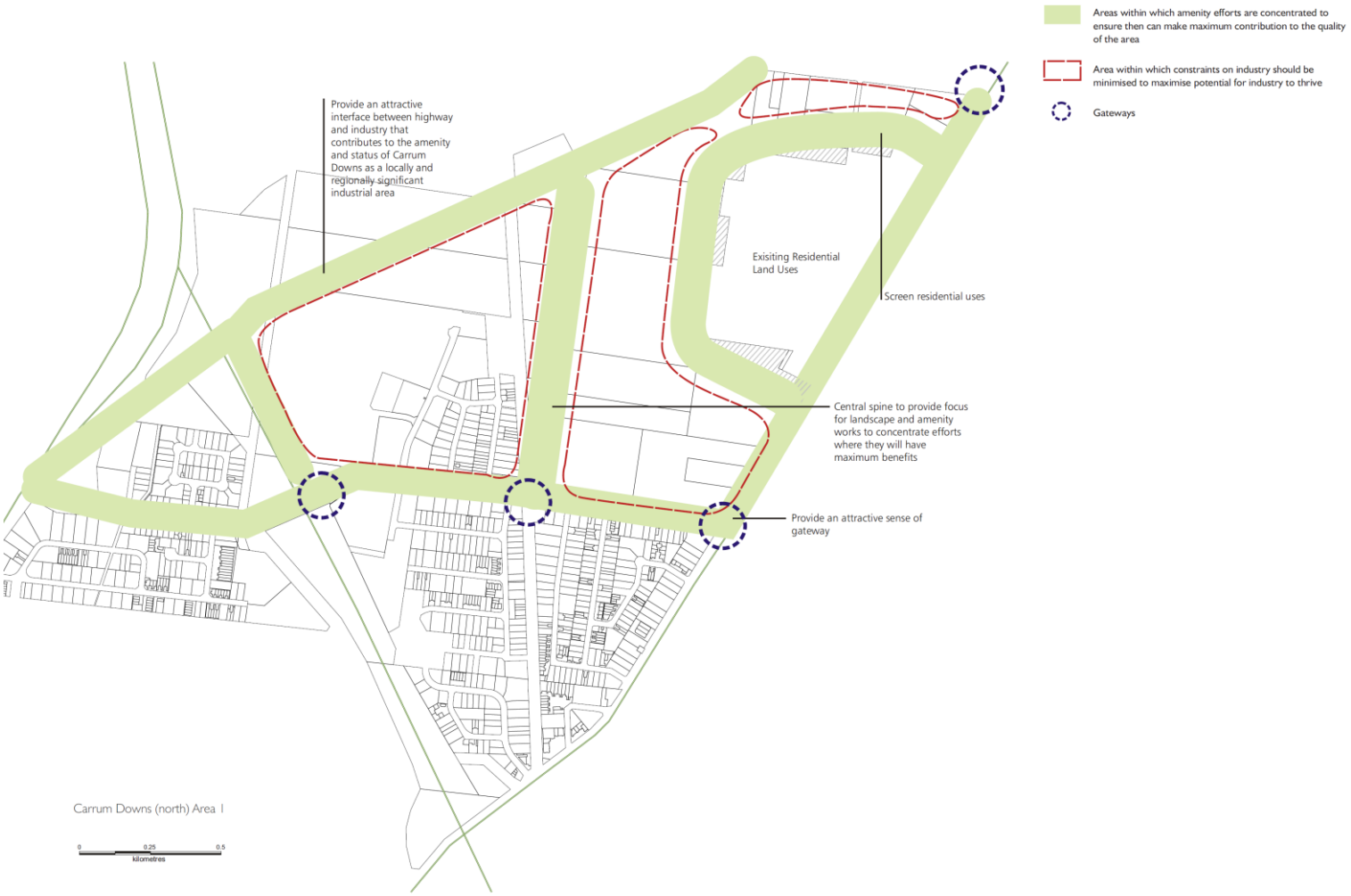


Source: Department of Sustainability and Environment, Land Channel Online.

Figure 7 shows the broad structure of the area. The main structural features are:

- The EastLink frontage (which is to be treated as a visual gateway).
- The interchange of EastLink, Mornington Peninsula Freeway and Rutherford Road, which will provide on- and off-ramp access to the estate via Lathams Road.
- The residential area to the east.
- Major roads (existing and future) that define the structure of the area and its internal industrial precincts. This includes the future Frankston Bypass.

Figure 7 – Area Structure



The recommended development framework is shown in **Figure 8**. The main features are:

- High amenity development and design treatment on the EastLink frontage (ie. extension of Boundary Road to Frankston Gardens Drive). The EastLink frontage is to be treated as the primary visual gateway, allowing businesses to face EastLink in the section east of Colemans Road.
- High amenity development and design treatment on Colemans Road.
- High amenity entry points at Boundary Road and Colemans Road.
- Development of gateway treatments at key sites.
- Landscape and setback treatment at the industrial and residential interface.

Other details are shown in the diagrams and in the 'illustrative perspectives' and 'design objectives and standards' that follow.

Figure 8 - Development Framework

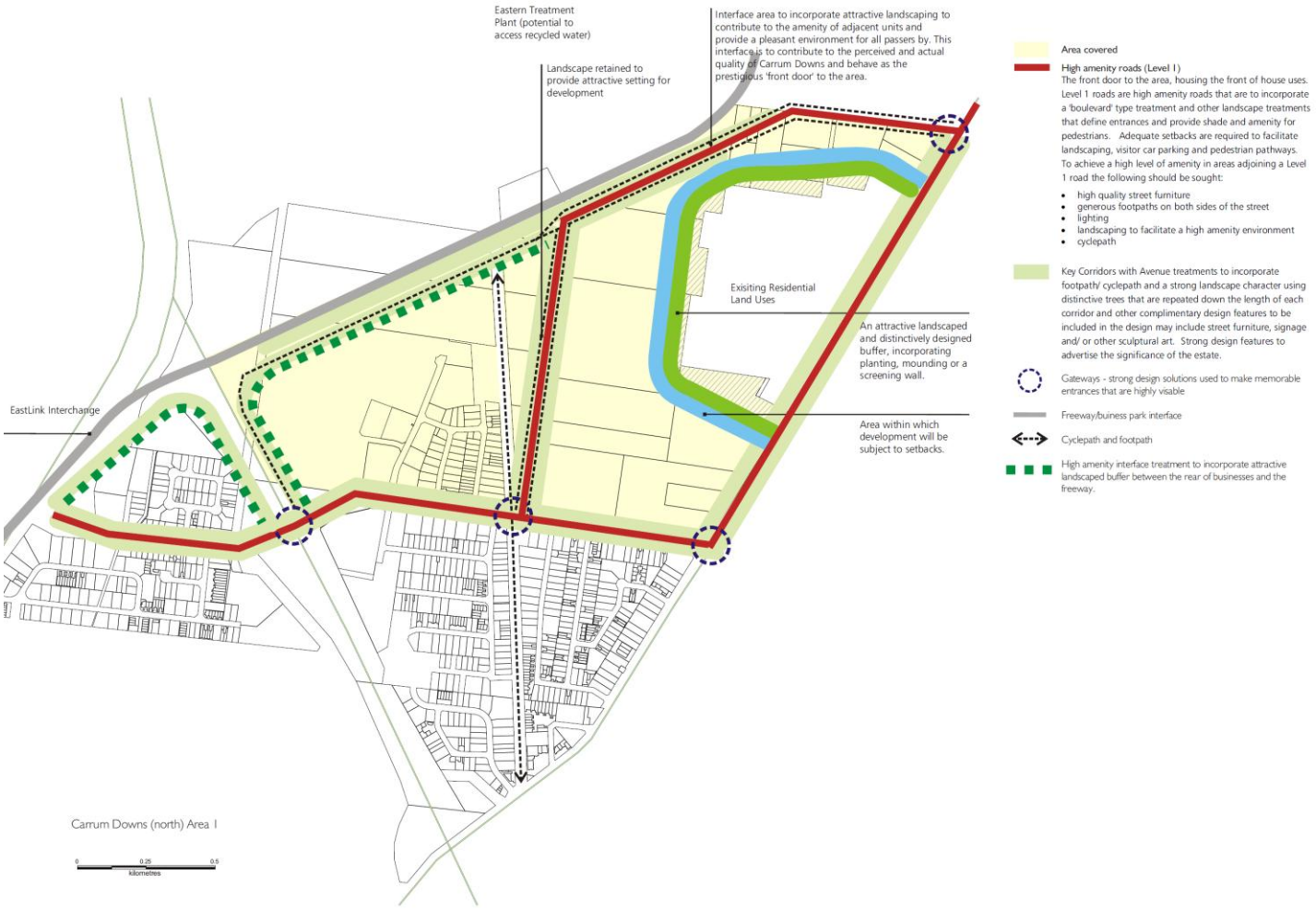


Figure 9 - Illustrative Perspectives of Internal Road Sections

An illustrative perspective of an internal section of Colemans Road and Boundary Road extension to Frankston Gardens Drive is shown below. The environment is high amenity incorporating an attractive composition of landscape, buildings, co-ordinated signage and trees. This route is to incorporate cycle and pedestrian access to adjacent lots.

Where possible, properties along the Level 1 section of Colemans Road and Boundary Road extension to Frankston Gardens Drive would have a high amenity aspect and provide a prestigious address. The landscape efforts are concentrated along these roads. Industrial processes and storage activities are located at the rear of the lot, adjacent to other 'back of house' activities and areas.

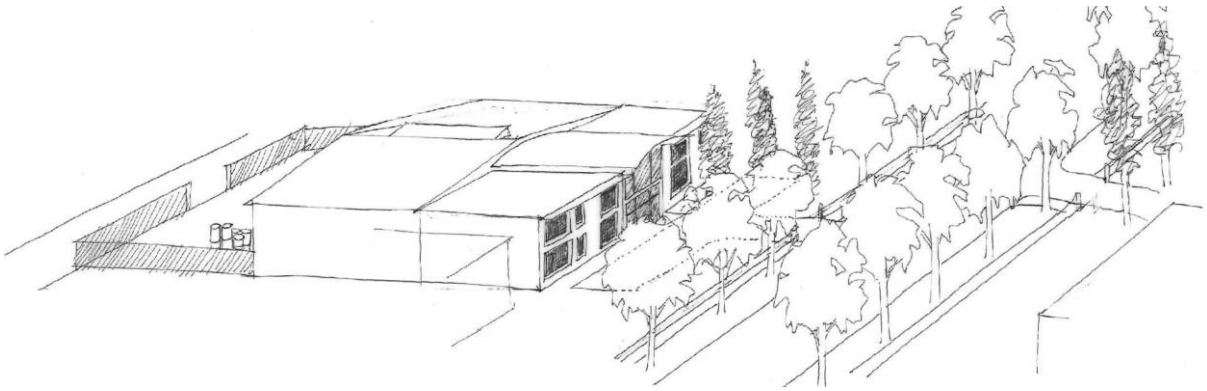
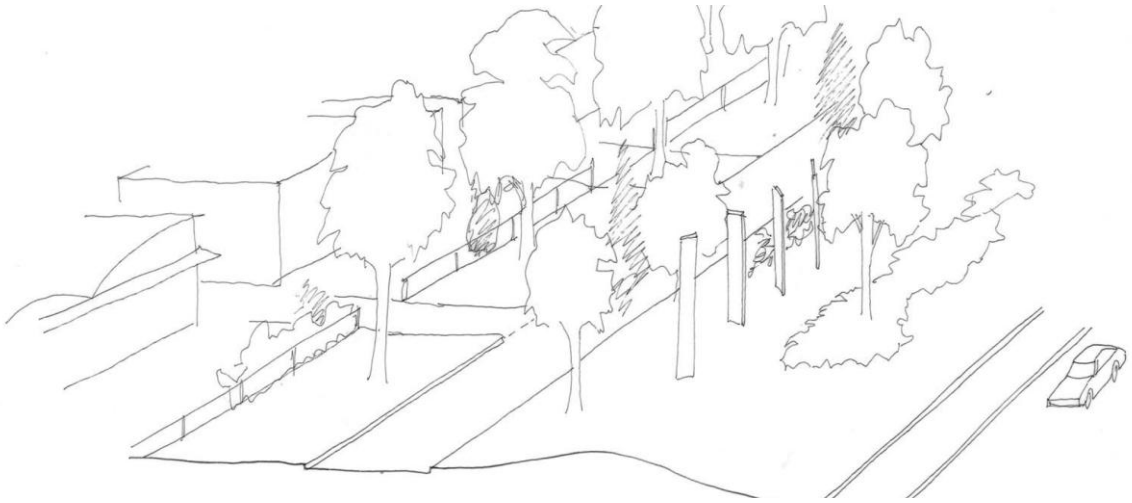
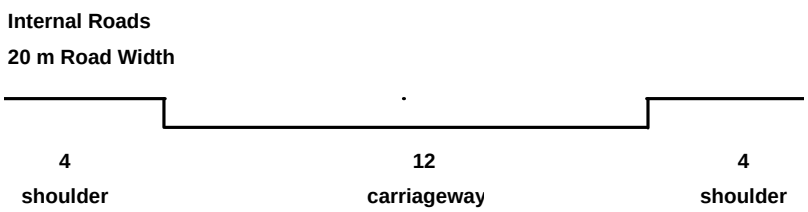


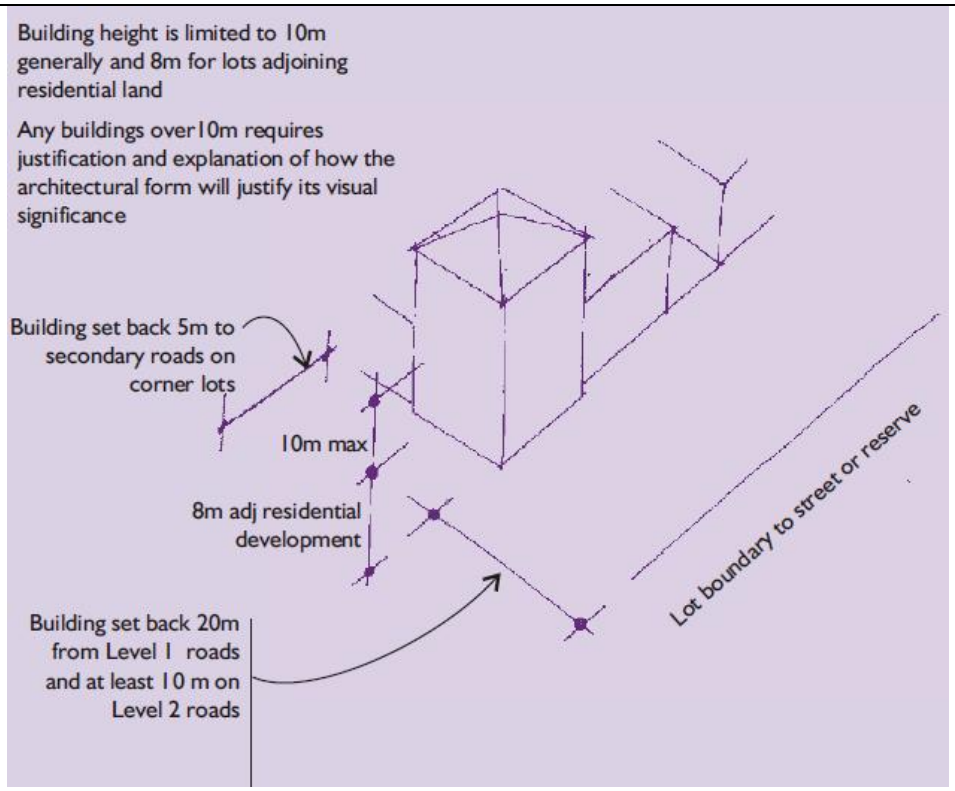
Figure 10 - Illustrative Perspective of EastLink Frontage

An example of the desired outcome along the EastLink frontage is shown below (ie. along Boundary Road extension to Frankston Gardens Drive). Business frontages face EastLink over a landscaped setting. A high standard design quality and building appearance is achieved in part by locating the office and showrooms and public building entrances at the front of premises.



4.5 Carrum Downs Design Objectives and Standards

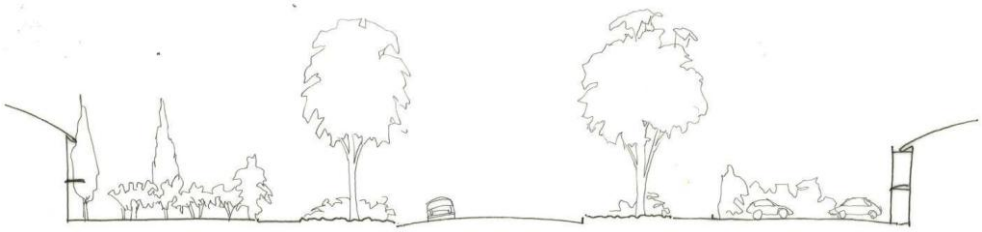
Road Layout	➢ Provide a conventional industrial estate road layout, such as a 12 metre carriageway within a 20m road reservation.
	
Lot Size	➢ Encourage larger lots (say over 1,500 sqm) on Level 1 roads.
Setbacks and Heights	Setbacks: ➢ 20m building setback for lots abutting Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ 10m building setback for lots abutting roads other than Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ 5m building setback to secondary roads corner lots. ➢ 10m building setback with a 7m landscape buffer on industrial land abutting residential land. Heights: ➢ 8 metre maximum building height for lots that adjoin residential land. ➢ 10 metre maximum building height for lots that do not adjoin residential land. ➢ Building height over 10 metres may be permissible subject to justification and should include architectural forms.



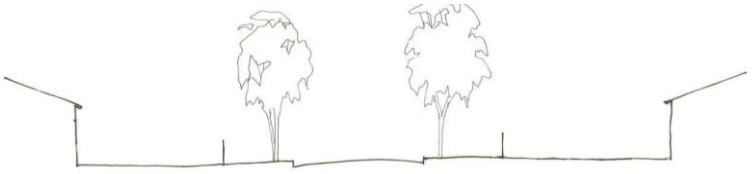
Level 1 Road = Colemans Road and Boundary Road extension to Frankston Gardens Drive.

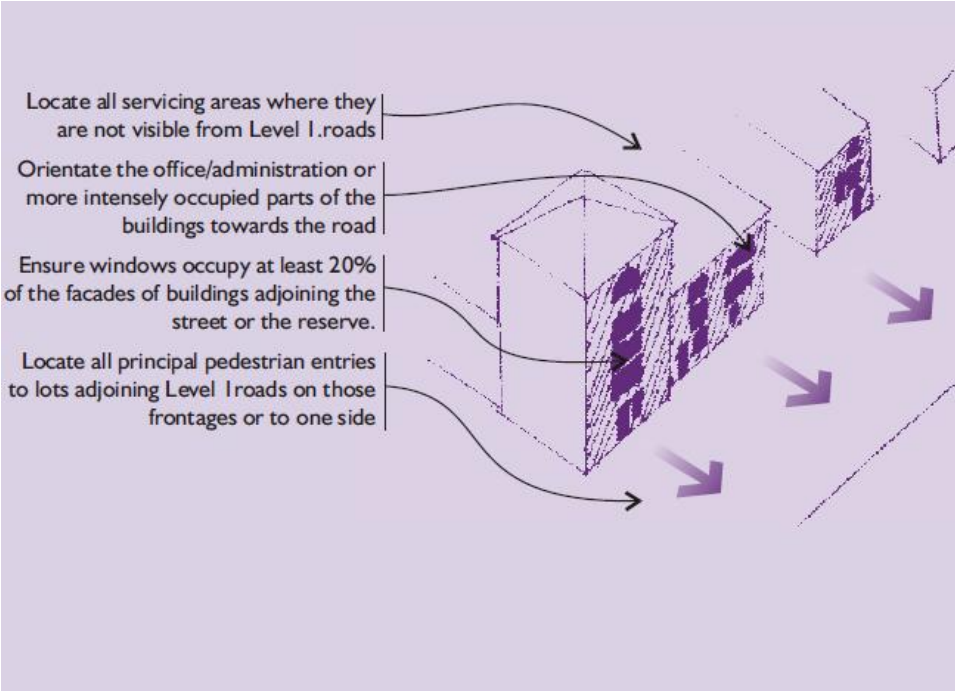
Level 2 Road = Roads other than Level 1 Roads.

Example of a Level 1 Road Internal Section:

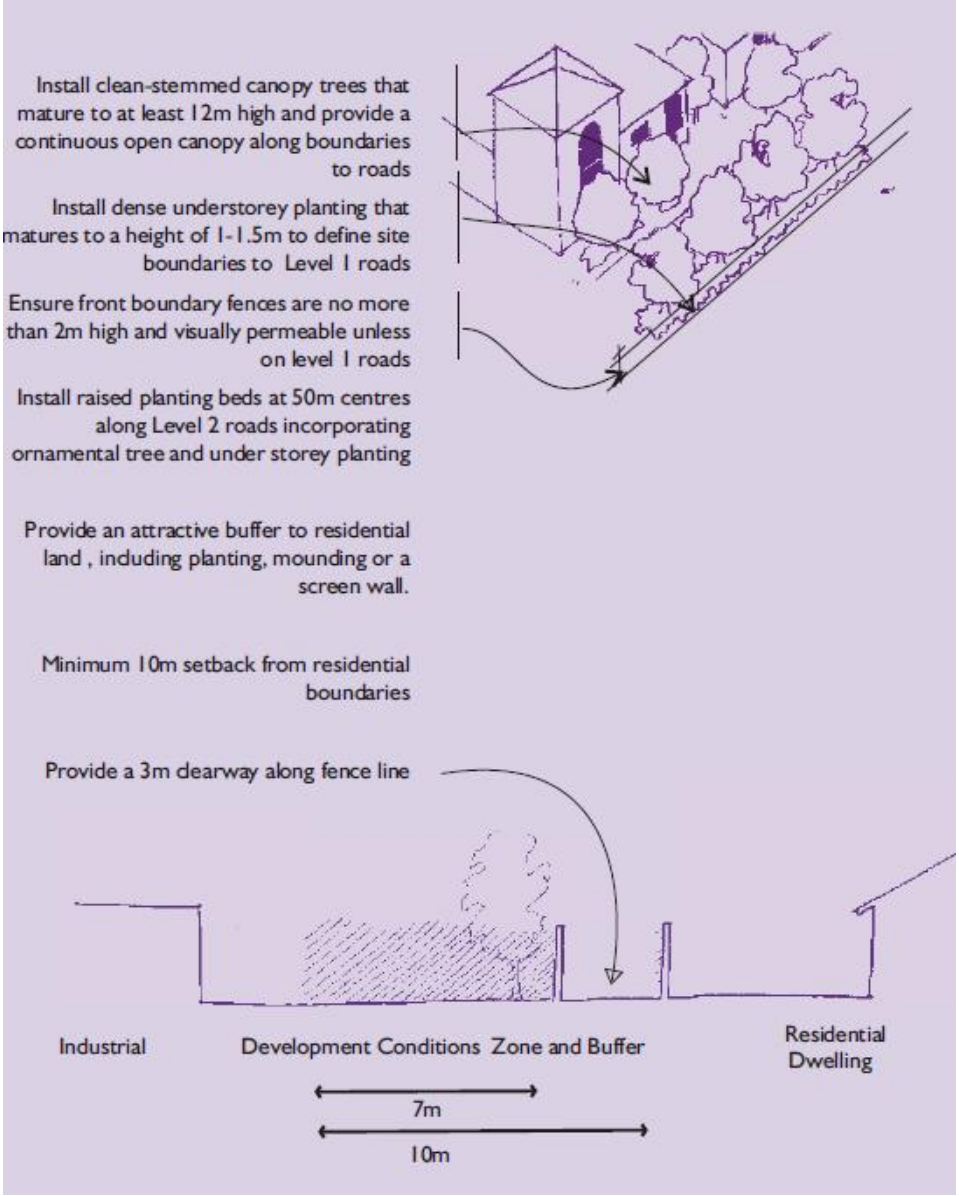


Example of a Level 2 Road Internal Section:



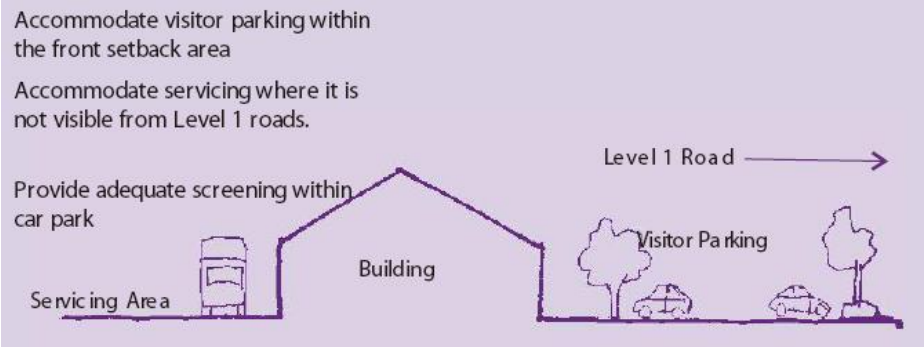
Building Frontages and Orientation	➢ Ensure buildings provide an attractive and active edge on lots abutting Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ Buildings on lots abutting Colemans Road and Boundary Road extension to Frankston Gardens Drive to be of a high standard of architectural design. Locate office or showroom component facing the road, avoiding blank facades facing the public realm. ➢ Massing and articulation to create a human scale contributing to an inviting, attractive public realm and interface with residential properties. ➢ Ensure buildings can make best use of natural energies.  ***Level 1 Road = Colemans Road and Boundary Road extension to Frankston Gardens Drive.*** ***Level 2 Road = Roads other than Level 1 Roads.***

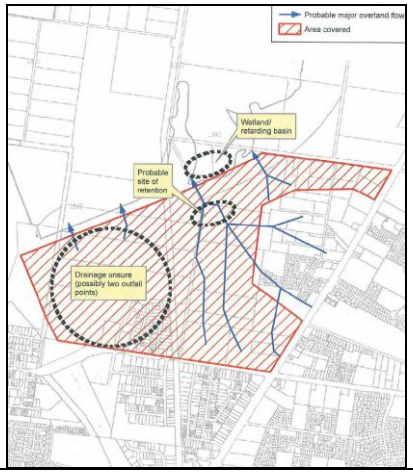
Landscaping and Fencing	➢ Ensure landscape provides an attractive edge to lots abutting Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ Ensure landscape provides an attractive edge to EastLink and the future Frankston Bypass. ➢ Ensure fences are not detrimental to landscape qualities. ➢ 10 metre building setback with a 7 metre landscape buffer on industrial land abutting residential land. Ensure a landscape buffer adjacent to residential land has emergency vehicle access and provides 3 metres of cleared vegetation adjacent to the fence line. A screening wall is an acceptable alternative to a landscaped buffer.



Level 1 Road = Colemans Road and Boundary Road extension to Frankston Gardens Drive.

Level 2 Road = Roads other than Level 1 Roads.

Signage and Gateways	➢ Ensure signage is coordinated and enhances the appearance of the area at Boundary Road and Colemans Road Entry Points. ➢ Ensure gateways include strong and memorable design components which are consistent with other gateways into the area. ➢ Provide strong design features at gateways that include landscaping and signage that projects a theme. ➢ Ensure signage does not compromise the internal streetscape and forms an integral part of the building, in particular along Colemans Road, Boundary Road and Boundary Road extension to Frankston Gardens Drive. ➢ Utilise combined signage towers formed from a distinctive and attractive structure at shared entrances to the area.
Parking and Services	➢ Ensure visitor parking is located at the front of lots along Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ Ensure external services like bins, storage and deliveries are located to rear or side of buildings on lots abutting Colemans Road and Boundary Road extension to Frankston Gardens Drive.  ***Level 1 Road = Colemans Road and Boundary Road extension to Frankston Gardens Drive.*** ***Level 2 Road = Roads other than Level 1 Roads.***
Recreation	➢ Ensure walking facilities are provided in the area to meet the needs of workers. ➢ Ensure cycling and walking facilities are provided along Colemans Road and Boundary Road extension to Frankston Gardens Drive. ➢ Ensure end of trip facilities for cyclists are provided in new developments.

Drainage and Overland Flows	➢ Integrate landscape and water features into developments and estate design where possible. 

4.6 Carrum Downs Action Plan

Action	Description	Implementation
Action C1 – Working Group	Establish a Working Group to manage development and design issues in the Carrum Downs precinct.	Frankston City Council
Action C2 – Area Structuring	Establish the recommended structure for the Carrum Downs precinct by following the recommendations of this strategy in the urban development process. This should focus on achieving the EastLink 'front door' concept and the Colemans Road and Boundary Road extension to Frankston Gardens Drive frontages. Implementation may involve development control changes and infrastructure upgrades.	Frankston City Council Working Group with Landowners and State agencies
Action C3 – EastLink Gateway Development (east of Colemans Road)	Establish the 'front door' concept along the EastLink frontage (east of Colemans Road) as described above. Establish as a condition of subdivision the desired road and lot size layout.	Frankston City Council Working Group with Landowners

Action C4 – EastLink and Frankston Bypass Gateway Development (west of Colemans Road)	Prepare an urban design solution for the Carrum Downs industrial area interface with EastLink (west of Colemans Road) and the future Frankston Bypass and seek to implement it. Refer to Appendix 1 for various concepts that can be considered for this treatment.	Frankston City Council Working Group
Action C5 – Road Development and Funding	Develop roads to a high standard to facilitate investment in the area. Priority road works are Lathams Road, Colemans Road and Boundary Road and intersections at Lathams Road / Colemans Road and Boundary Road / Frankston-Dandenong Road. Establish a Special Charge / Development Contributions scheme to fund important road works that are within Council jurisdiction. Work with VicRoads to construct important road works that are within State jurisdiction as early as possible.	Frankston City Council, VicRoads and Landowners
Action C6 – Development Approvals	Include conditions in development applications that meet the Design Objectives and Standards noted above.	Frankston City Council
Action C7 - Investment Attraction Program	Prepare an investment attraction program to attract hi tech manufacturing firms to the Carrum Downs precinct, focusing on those that have potential to utilise recycled water. Directions: ▪ Prepare a marketing and promotion campaign to sell the sustainable industry park concept. ▪ Establish a relationship with Department of Innovation, Industry and Regional Development's Investment Attraction Unit regarding the specific attributes of the sustainable industry park concept. Ensure the Unit understands the niche role this area intends to play and uses it in its investment facilitation program.	Frankston City Council with State Government (DIIRD)

5 Established Industrial Areas

5.1 Established Industrial Areas Vision

Frankston's established industrial precincts will be vibrant business hubs. They will be functional and safe, providing a mix of environments from low cost 'grungy' spaces to high profile main road addresses.

5.2 Established Industrial Areas Objectives

Land Use and Business Objectives:

- To provide spaces for a mix of business types that utilise industrial land.
- To allow the property market to determine business outcomes in established industrial precincts.

Design and Infrastructure Objectives:

- To improve the appearance and functionality of established industrial precincts.
- To improve the amenity and image of strategic gateway corridors in Frankston.
- To address drainage and traffic issues in and around industrial areas.

5.3 Established Industrial Areas Strategy

The recommended strategy for the established precincts is one of low intervention, with a focus on 'fine tuning' the existing offer. No case for significant change was found in the research.

On this basis, it is recommended that Council retain and protect established industrial precincts in Frankston and only consider a conversion of industrial land to other land uses where the change would deliver a net benefit to industrial activity (eg. creating a better interface for businesses).

It is recommended that Council continue to work on improving the functionality and appearance of established industrial precincts. The research in Volume 2 of the 2006 report concluded that the main opportunities relate to improving key gateways, upgrading drainage and traffic management assets and continually improving design and development outcomes in the areas.

5.4 Established Industrial Areas Design Principles

These guiding principles provide the general rules that should underpin urban design in Established Industrial Areas; they seek to achieve three core goals:

- Minimise intrusion into surrounding uses;
- Minimise restrictions on industrial activity from surrounding uses; and
- Maximise the contribution of amenity features for those areas that benefit from and contribute to high amenity.

Road Network	Development within industrial areas should ensure: ➢ High amenity frontages on key Gateway Roads. ➢ The creation of distinctive treatments at intersections of internal roads and Gateway Roads. ➢ The provision of road networks that discourage traffic generated by the industrial areas to use residential streets. ➢ The provision of road networks that balance the needs of trucks with those of cars, pedestrians and cyclists, separating them where necessary.
Street Design	The design of new streets should ensure: ➢ The provision of adequate on-site parking for each business. ➢ The provision of footpaths on all streets. ➢ Street tree planting (clear-stemmed to 2 metres) at high profile locations that do not obscure signage on buildings to provide shade and visual relief. ➢ Services, including electricity supply, should be undergrounded where possible. ➢ The provision of sufficient lighting to ensure pedestrian security. ➢ Conformance with principles of Crime Prevention through Environmental Design (CPTED). ➢ The provision of bike paths along key routes.
Estate Layout	Development within industrial areas should ensure: ➢ The provision of a flexible range of lot types and settings. ➢ The provision of lot configurations that facilitate energy efficient site and building design. ➢ Layouts that take advantage of attributes such as vegetation, waterways and views and protect and enhance their natural environment. ➢ The provision of useable public open spaces incorporating seating, shade and landscaping features. ➢ The separation of industrial processes from residential areas by buffers such as landscaping and / or sound walls and / or the higher amenity components of industrial uses (offices).

Site Layout	The layout of individual sites should ensure: ➢ The provision of footpaths from the street to the main building entrance(s). ➢ The separation of pedestrian and vehicle circulation. ➢ The separation of loading and truck parking areas from car parking areas. ➢ Adequate on-site parking provision for visitors, workers and trucks. ➢ The location of visitor parking at the entrance to the site. ➢ Along Gateway Roads, worker car parking to be located to the side or rear of buildings. ➢ Along Gateway Roads, outdoor loading and unloading areas, truck parking and goods or waste storage (including tanks) to be located at the side or rear of buildings, or screened by landscaping from the street.
Building Design	The design of new buildings should ensure: ➢ Higher standards of design quality and building appearance along Gateway Roads. ➢ The location of office or showroom components facing a street or park, or the incorporation of windows to avoid blank facades facing the public realm. ➢ A unified architectural treatment for the office and industrial parts of buildings, or designs that make an architectural feature of the office component and a neutral backdrop of the industrial component. ➢ Massing and articulation, materials and colours to create human scaled and attractive public facades and the avoidance of unrelieved and / or blank facades facing street frontages. ➢ The location of public building entrances on street facades and their treatment as 'quality office' entries. ➢ The creation of a consistent character for windows and doors, and the use of recessed openings. ➢ The avoidance of exposed plain concrete block walls. ➢ The integration of service equipment within the design of the building or its screening from view. ➢ Energy efficient building design. ➢ The harvesting of rainwater from roofs and its reuse for washing vehicles, flushing toilets and irrigating landscape. ➢ The incorporation of water-efficient fittings and appliances and the recycling of grey water. ➢ The incorporation of bike storage areas. ➢ Conformance with principles of Crime Prevention through Environmental Design (CPTED). ➢ Consideration to be given to ensuring common themes in height, architectural design, materials and colours within each precinct – particularly between buildings on the same site.

5.5 Established Industrial Areas Action Plan

Action	Description	Implementation
Action E1 – Gateway Corridor Enhancement	Prepare and implement a detailed design strategy for industrial gateway corridors with a view to improve public and private domain amenity and image outcomes. This should focus on the following industrial gateway corridors: ▪ Frankston: Wells Road and Overton Road; ▪ Seaford: Frankston-Dandenong Road, Klauer Street and Wells Road; ▪ McClelland Drive: McClelland Drive; ▪ Beach Street: Beach Street; ▪ Carrum Downs (Established Precincts): Frankston-Dandenong Road, Lathams Road and Mornington Peninsula Freeway. Utilise this Strategy and Design Principles shown above in this project.	Frankston City Council with State agencies and Landowners
Action E2 – Drainage Review	Undertake an audit of drainage infrastructure upgrades and / or management strategies that are required to ensure the effective drainage of industrial precincts. (See 2006 Volume 2 report for details on flooding overlays). Implementation may involve infrastructure upgrades, management of issues or information awareness programs.	Frankston City Council with State agencies and Landowners
Action E3 – Traffic Management Review	Undertake an audit of traffic management issues impacting on established industrial precincts. This should focus on addressing current / emerging problems and improving access from industrial precincts to EastLink. This should involve a survey of businesses to determine specific issues (this study has uncovered possible issues with the west Seaford Precinct and Beach Street area). Implementation may involve infrastructure upgrades.	Frankston City Council with State agencies and Landowners

Action E4 – Development and Design Upgrading	Encourage continual urban, landscape and architectural design improvements as established precincts develop and redevelop over time. Include conditions in development applications that facilitate the constant upgrading of areas. Refer to the Design Principles above with the drafting of conditions.	Frankston City Council with Landowners

Appendix 1 - EastLink Interface and Visual Gateway West of Colemans Road

A major design issue is the industrial area's presentation to EastLink, which is developing in a manner that is inconsistent with the indented 'front door' visual gateway outcome as expressed in this Strategy.

The challenge is to address the relatively poor presentation provided by the backs of tilt slab buildings that face EastLink, some of which have been covered in graffiti, in the industrial-freeway interface area west of Colemans Road.

The Boundary Road section (east of Colemans Road) has a road reservation that can perform the front door function as envisaged in the Strategy.

A further contextual matter is the planned development of the Frankston Bypass which would dissect the western edge of the Carrum Downs industrial area, and form a junction with EastLink.

The identified possible solutions by Frankston City Council officers to address the presentation to EastLink west of Colemans Road and the future Frankston Bypass are diverse. The ideas are presented in no particular order below. The ideas are not mutually exclusive and as such a combination of ideas could be used to create a concept or a number of concepts for different elements of the interface.

- Establish a landscape treatment or screen. This could include:
    - Plants and / or trees.
    - A 'green wall', comprising a creeper type plant on a climbing platform or wire structure.
    - One option is the use of Pine trees of the same variety found in Frankston town centre and the foreshore, to be planted along the interface.

- Utilise urban art as a feature. This could include:
    - Painted art which could include feature graffiti.
    - The use of sculptures.

- Signage as a visual feature and income generator.
    - Feature signage could be used but care should be taken to ensure that this concept, if pursed, is very carefully designed so as to improve the visual experience at the interface.
    - This option has downside risk to the amenity of the area.

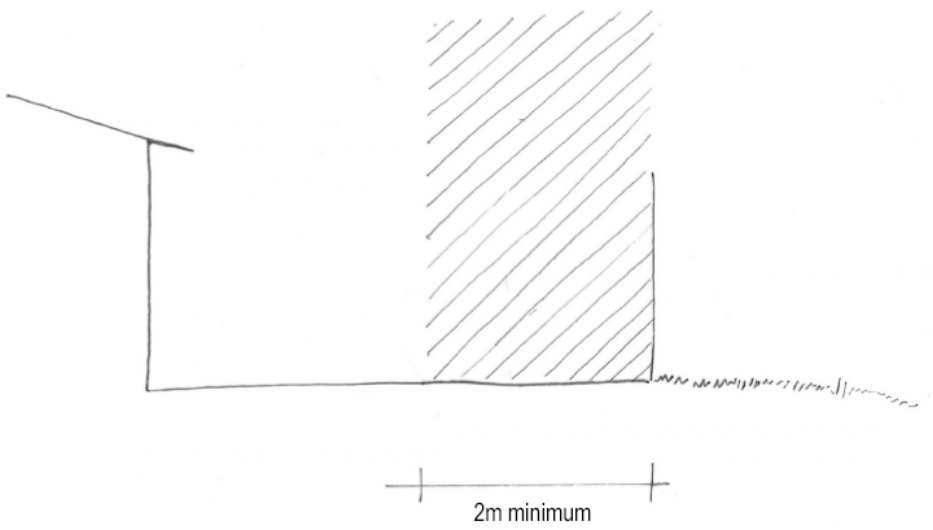
- Use of Solar panels to provide a power source and visual feature. This could:
    - Be used to power feature lights at night time, including for examples spot light that could be pointed to upright structures along the interface.

- One upright structure option is the use of Pine trees as noted above. Solar powered spot lights could provide a stunning nightime visual 'Frankston' experience.

The following pages provide some images and commentary on the themes noted above. The images are:

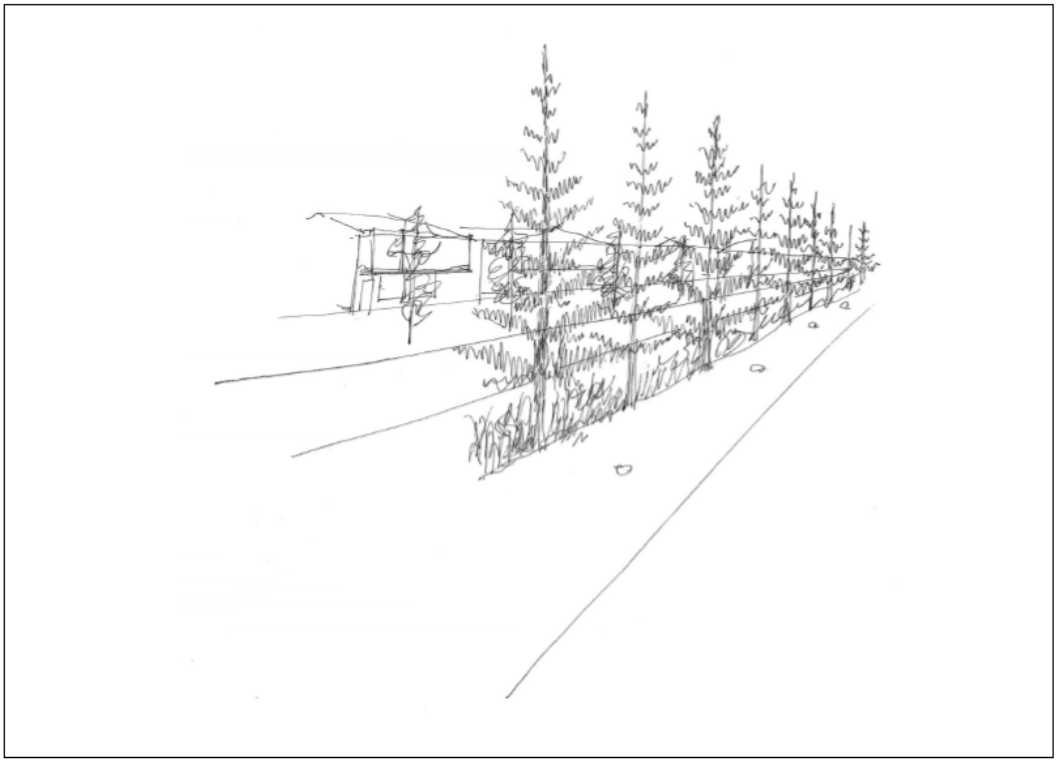
- Zone for intervention (this in general terms shows the interface that has developed between the freeway and industrial area west of Colemans Road).
- Avenue of landmark trees.
- Green wall.
- Pergolas (version 1).
- Pergolas (version 2).
- Canvass (art).
- Sculpture solar panels.
- Solar panels.

Title: Zone for interventions



Description:
Area adjacent to property boundary for interventions illustrated on following pages.

Title: Avenue of landmark trees

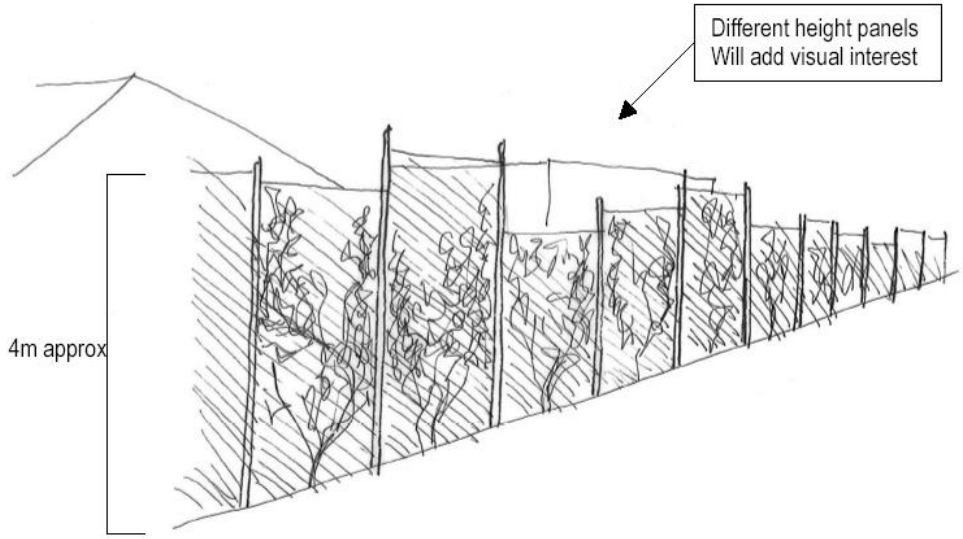


Description:
Area between slip road and highway incorporating row of landmark trees such as Norfolk Island Pines (Araucaria hetrophylli) or Lemon scented gums (Corymbia citridora) in conjunction with mounding and/or sound wall to protect amenity

Pros:
Simple, strong effect on skyline
If NI Pines are used strong coastal image achieved that will emphasise to passers by that they have arrived at the coast.
Potential to use lighting to create a complementary night-time effect

Cons:
Time taken to reach maturity
Significant area needed
Irrigation may be needed
Nothing known at the moment about growing conditions.

Title: Green wall

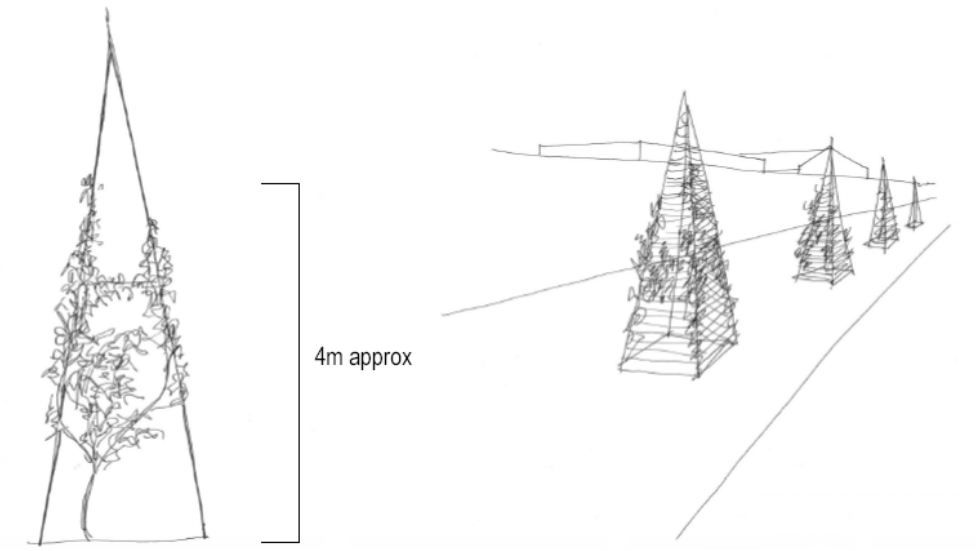


Description:
Wire fence panels used to train plants to create vertical green wall

Pros:
Instant effect
Promotes Frankston as a green place
Potentially strong image

Cons:
Frequent maintenance required
If plants die, look scrappy could have negative effects
Nothing known about soil etc and appropriateness for plants

Title: Pergolas

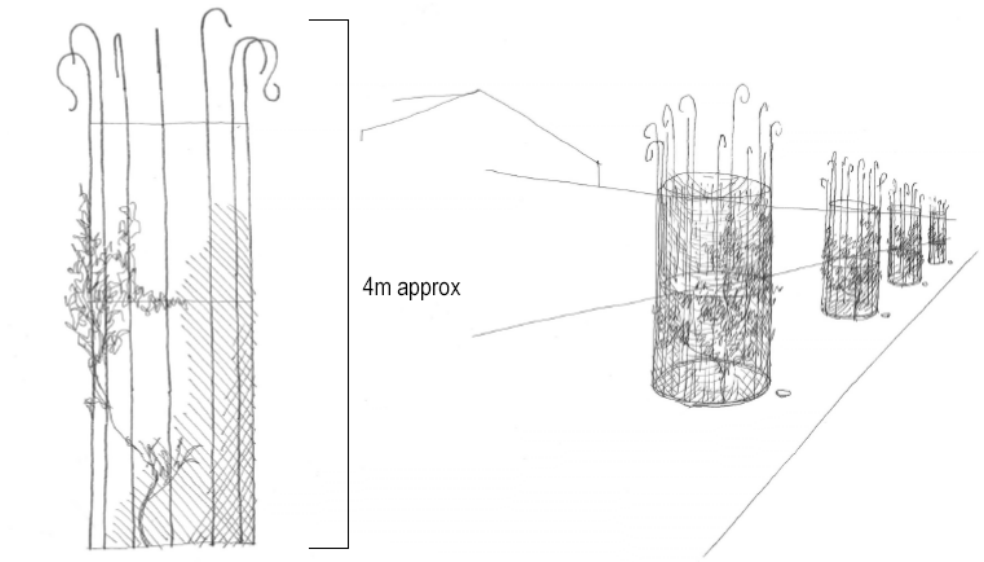


Description:
Metal frame to train plants up, potentially uplit to provide complementary nighttime character. This will take the visual emphasis away from the factories

Pros:
Instant effect
Promotes Frankston as a green place
Potentially strong image

Cons:
Frequent maintenance required. If plants die, look scrappy could have negative effects
Nothing known about soil etc and appropriateness for plants

Title: Pergolas v2

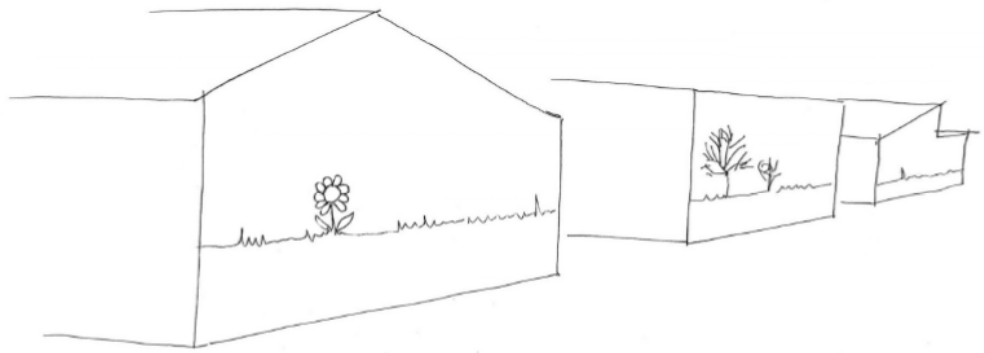


Description:
Metal frame to train plants up, potentially uplit to provide complementary nighttime character.
This will take the visual emphasis away from the factories

Pros:
Instant effect
Promotes Frankston as a green place
Potentially strong image

Cons:
Frequent maintenance required
If plants die, look scrappy could have negative effects
Nothing known about soil etc and appropriateness for plants

Title: Factory wall as canvas

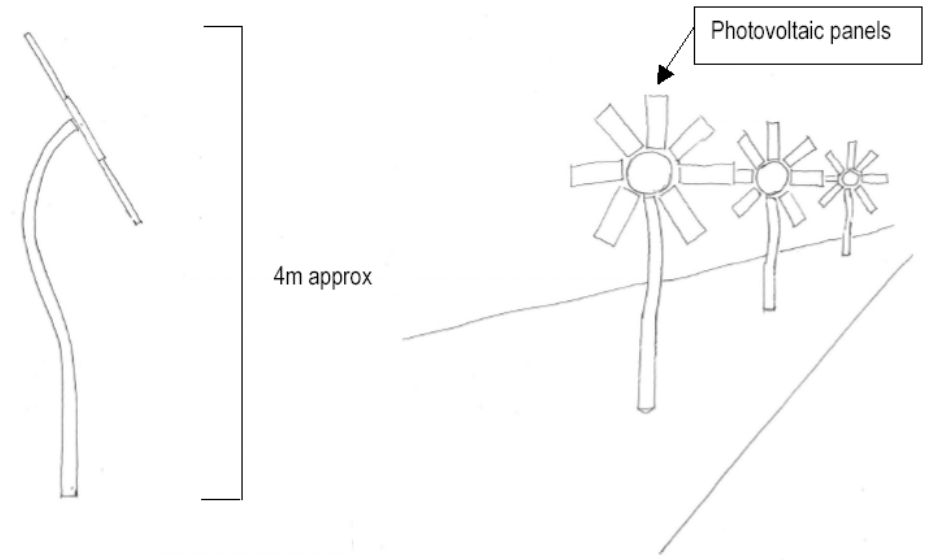


Description:
Co-ordinated graffiti graphics on blank walls and/or use of lighting to provide complementary character at night

Pros:
Minimal construction required
Strong image
Potential to create a narrative as people pass along the highway
Draws on industrial imagery
Potentially "edgy"

Cons:
May be graffittied over in one place and that would compromise the overall narrative
Maintenance could be an issue
Anything placed between the wall and the road may obscure the effect of this technique.

Title: Sculptural solar pv panels in array between building and road

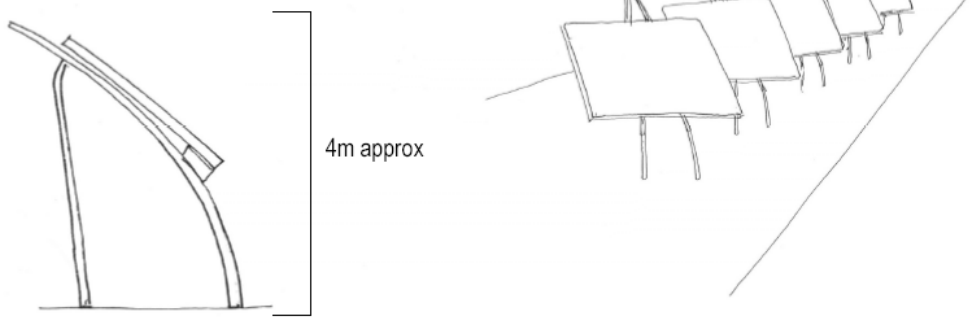


Description:
Solar panels on sculptural frames aligned between buildings and road

Pros:
Alignment of road facilitates this solution
Emphasises Frankstons commitment to sustainability
Provides strong visual image and icon

Cons:
Frequent maintenance required
Potential damage/vandalism
Requires extensive infrastructure
No gross feed in tariff at the moment in Victoria

Title: Solar panel array



Description:
Solar panels on sculptural frames aligned between buildings and road

Pros:
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Emphasises Frankstons commitment to sustainability

Cons:
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Potential damage/vandalism
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