

# Activity Centre Program

COMMUNITY CONSULTATION  
PHASE 2

## Engagement Report Frankston

MARCH 2025



# Acknowledgement

We proudly acknowledge Victoria's First Peoples and their ongoing strength in practising the world's oldest living and continuous culture. The activity centres we are planning for are located on the lands of the Wurundjeri Woi-wurrung and Bunurong People of the Kulin Nation and we acknowledge them as Traditional Owners. We pay our respects to their Elders both past and present, and we acknowledge that they have never ceded their sovereign rights to lands and waters. We recognise their unbroken connection to Country, we celebrate their culture and history, and we honour their rights as custodians.

## Introduction

This report details findings from Phase 2 engagement with the community on the Frankston Activity Centre as part of the Victorian Government's Activity Centre Program. This follows on from Phase 1 engagement which took place earlier in 2024.

## Overview of engagement approach

Feedback is presented in this report and other activity centre-specific reports, one for each centre. This report outlines who we heard from; what we heard; and the changes that have been made or other responses to key feedback received. This report is intended to be read in conjunction with the [Activity Centres Program Phase 1 Engagement Summary Report](#) which details the policy context and background as well as all the engagement activities to obtain community feedback.

The Engagement Summary Report details the processes followed and the methods that were used to consult the community. It also outlines what we heard from community and stakeholders regarding the Activity Centre Program overall, and the changes that have been made or other responses to key feedback received. This includes feedback gathered from all Engage Victoria pages and VPA engagement sources, including where feedback was provided on the program as a whole.

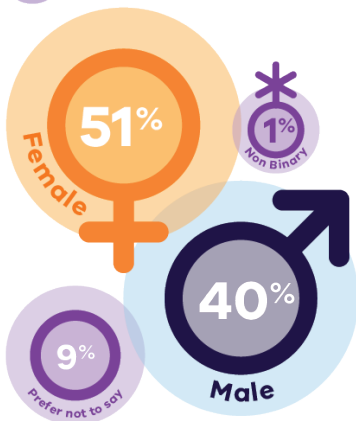
# Contents

<b>Acknowledgement</b>	<b>2</b>
<b>Introduction</b>	<b>2</b>
<b>Overview of engagement approach</b>	<b>2</b>
<b>Who we heard from</b>	<b>4</b>
<b>What we heard</b>	<b>5</b>
Key themes	5
Traffic, parking and transport	5
Impacts on existing infrastructure	5
More homes and building heights	5
Environmental impacts	6
Affordable housing	6
Community consultation	6
Streamlined planning process	6
Walkable catchments	6
<b>Key stakeholders</b>	<b>7</b>
<b>Community Reference Group</b>	<b>8</b>
<b>Next steps</b>	<b>9</b>

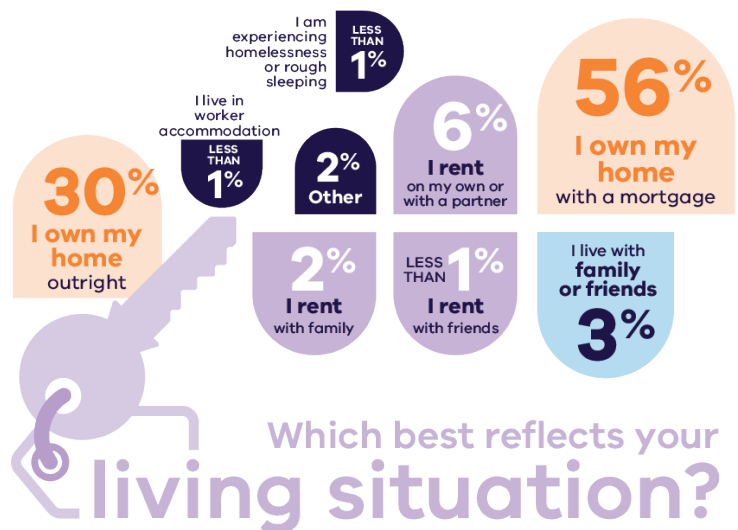
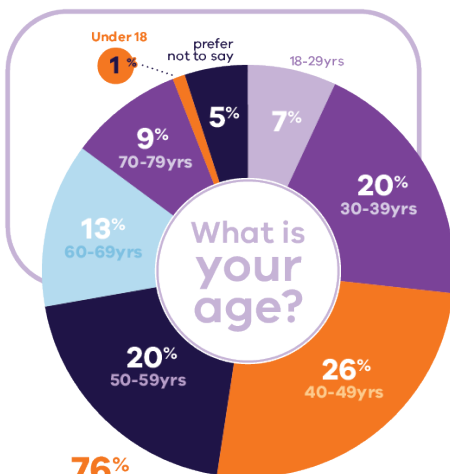
# Who we heard from

We asked respondents to provide us with demographic information to understand who in the community has engaged with our consultation. Below is an overview of who we heard from.

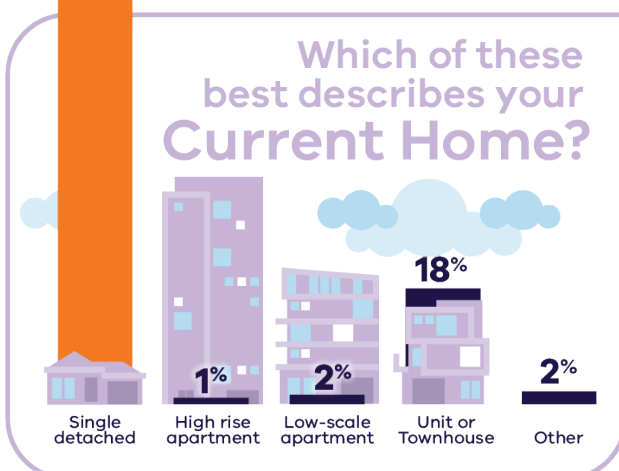
## What is your gender?



## What is your relationship to the Frankston activity centre?

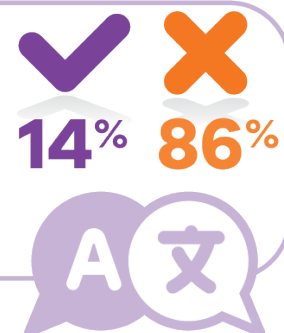


## Which best reflects your living situation?



## Which of these best describes your Current Home?

Do you speak a language other than English at home?




# What we heard

The Frankston community showed strong overall support for the proposed Frankston Activity Centre and the necessity for more homes to be delivered close to public transport, jobs, shops and other services. There was support for the idea of making it a more walkable suburb and the proposed infrastructure plans. Streamlined planning processes were also supported by some people who engaged with the project.

## Key themes

The below are the themes we heard in the free text fields of the surveys as well as what community told us in their submissions.



Development would have a negative impact on parking, traffic congestions and noise.

Some respondents want free parking in the activity centre while others want stricter controls.

More bike paths and active transport.

### Traffic, parking and transport



Need for improved infrastructure to support growth and development.

Impact of more homes on community services, infrastructure, traffic and parking.

Support for local businesses and jobs creation.

### Impacts on existing infrastructure



More homes and growth will result in more crime, homelessness, drug addiction and the need for more services.


Increased heights and more homes will lead to overshadowing, increased traffic, reduced enjoyment of properties and decreased property values.

Focus on community local amenity, streetscapes and high-quality architecture.

Lower-density housing or mixed-use developments would be more suitable.

Unique, smaller-scale and non-traditional housing options.

### More homes and building heights



Concerns about the lack of consideration for environmental factors.

Increased pollution and harm to native wildlife, particularly in sensitive ecosystems, as well as sea-rise, flooding, wind safety, solar access, sky view factor, thermal comfort, and reflectivity.

Protection of Kananook Creek and the need for more green spaces.

### Environmental impacts



Support for  
affordable housing  
and a more inclusive  
approach to growth.

### Affordable housing



Lack of  
detail and  
information in  
the plans.

Lack of community consultation  
– community needs are not  
incorporated; it is unclear how the  
changes will impact the community

### Community consultation



Mixed responses on the streamlined  
planning process – would favour developers  
over community interests, leading to  
inadequate consideration for local needs.

May  
compromise  
the quality of  
construction

### Streamlined planning process



Overall support  
for more homes  
within walking  
distance of the  
Activity Centre  
'core' area.

Overton Road  
should be  
removed from the  
catchment due  
to environmental  
constraints.

Removal of the  
area east of the  
Frankston Freeway  
due to the physical  
barrier and reduced  
permeability.

The catchment  
should be  
established from  
the serviceable  
commercial core of  
the activity centre.

### Walkable catchments





# Key stakeholders

The below is what we heard from the key stakeholder submissions for Frankston. We received seven submissions from key stakeholders about the Frankston Activity Centre.

## Frankston City Council

- Objects to the location of the activity centre because it conflicts with existing local planning work that has been undertaken for the area.
- Planning policies need to be refined to better strike a balance between providing more housing for people and ensuring that the area is still vibrant and liveable.
- Flood information is not available for the area just yet, so it is too early to plan for an activity centre.
- Objects to the overlap between the activity centre and areas where plans already exist locally and state that the activity centre to be excluded for areas that are already planned.
- Opposes the proposed building heights of the activity centre, suggesting that lower heights are more appropriate.
- Has concerns that the activity centre will cast too much shade on existing parks and gardens.
- Wants to see detailed technical assessments that support the activity centre.
- Wants to see more information about the 'deemed to comply' standards.
- Wants to know more about how infrastructure contributions will work, whether they are feasible and who is responsible for managing them.
- Suggests the State Government reviews all different taxation avenues for development to make sure that they are appropriate to fix the housing crisis.
- Objects to the minimum size allowed for properties and how far buildings need to be set back from the edge of property saying that they should be less.

## Major landowners

- Support the activity centre allowing additional development in sites that were previously restricted for large opportunity development.
- Want more certainty around how infrastructure contributions or development contributions will be managed.
- Want more certainty around requirements for affordable housing.
- Have concerns that additional taxation on development will make constructing housing too costly.
- Support taller building heights and stated that the proposed maximum will result in a missed opportunity to provide additional housing.
- Have concerns regarding windfall gains tax making it too expensive to develop housing.
- Would like more parks and gardens to be provided but wants their location to be flexible.
- Request more information around 'deemed to comply' requirements.
- Object to mandatory proposed planning rules and state that they should be more flexible to allow for varied building designs.

State agencies are being engaged separately from the public engagement process.

# Community Reference Group

6 attendees

We reconvened Community Reference Groups as part of phase 2 engagement. A workshop was held to obtain community feedback and the below is what we heard:

## Catchment controls

**Building heights:** Concerns over proposed heights exceeding those in the Frankston Activity Centre.

**Access and wayfinding:** Suggested to improve walkability, wayfinding around the activity centre and catchment such as along main roads while adding gateways into the activity centre.

**Catchment boundary changes:** Proposed to expand the catchment area to include land between Kananook Creek and Frankston Beach and to the south-east of the activity centre including the shared path along the railway line, the Health and Education precinct, Deane Street, and Foot Street. Attendees also suggested excluding certain zones such as north of Overton Road and east of the Frankston Freeway, with alternative boundary methods considered.

**Communication on the boundary:** Call for clearer details and potential renaming to “investigation area” to address heritage and flooding issues being investigated in the area with studies underway. There were concerns about feasibility of sites for future development.

**Housing affordability:** Focus on promoting diverse, affordable housing, especially for townhouses and single-family accommodation.

**Building heights, local amenity and streetscapes:** Preference for higher storey buildings near “villages” while preserving local amenity, streetscapes and coastline and maintaining building code standards. There were suggestions to consider the impact of minimal transition from six storeys in the activity centre to three storeys in the catchment area. They emphasised a focus on encouraging well-designed homes that blend in with the environment.

## Community infrastructure

**Green open space:** Attendees emphasised the need for improved and new public green spaces, particularly in the north of the activity centre.

**Transport infrastructure:** Suggestions included improving the fragmented bike network and addressing car parking needs as the population grows.

**First Nations acknowledgement:** Attendees called for greater recognition and acknowledgment of First Nations in the area.



## Next steps

Once the Frankston Activity Centre Plan is in place, landowners in the Frankston Activity Centre will have clear new rules to follow if they want to build new homes on their land. Each landowner can decide if and when they want to apply for a planning permit (where required) to build new homes. If they don't want to change anything on a property, they don't have to. Landowners will have more opportunities to build more different types of homes on their property.

Over time there may be more homes being built in these neighbourhoods which also means more customers and opportunities for local businesses. It also means more Victorians will have the chance to find a home that's right for them.

The Activity Centres Program is now expanding to new activity centres near train stations or trams across Melbourne. This will support new homes to be built in areas with good existing transport capacity and leverage new capacity created through Victoria's Big Build investment in the Level Crossing Removal Program and Metro Tunnel project. Community feedback on the initial 10 draft activity centre plans has emphasised the importance of prioritising locations with good public transport. The new centres are well serviced by public transport, community facilities and shops and will support the supply of more homes across Victoria.

## Activity Centre Program

COMMUNITY CONSULTATION  
PHASE 2

### Engagement Report

## FRANKSTON

MARCH 2025