

# 02. IF DEVELOPMENT

**Public sector investment. Private sector investment.**  
**IF you're looking for a city on the grow, Frankston City fits the brief.**

With unprecedented levels of public and private sector investment over the past four years, Frankston's city centre has undergone a major transformation.

From a \$63 million Frankston Station and precinct redevelopment to a number of new multi-level apartment complexes, Frankston City is poised for further investment in city centre housing, retail, hospitality, office space, tourism and public realm.

Working with developers and the Victorian and Australian Governments to remove potential red tape roadblocks, the following list of recent green-lit projects illustrates Council's commitment to invest today in the infrastructure required by the regions' projected population growth tomorrow.

**THESE PROJECTS INCLUDE:**

- New supermarket and retail developments
- New and major extensions to existing Shopping Centres
- Multiple new multi storey buildings including mixed-use such as retail, apartments & serviced apartments
- New Community Spaces
- New Residential Aged Care Facilities
- New Retirement Village
- New Office Buildings
- New Gallery extension
- New Medical Centre
- New Childcare Centre
- New Buddhist Temple

Further needs for innovative developments such as five star luxury accommodation featuring conference spaces, retail and dining, and capitalising on Frankston City's own thriving arts and culture scene and lifestyle escapes and experiences, invite developers to think big.

**WITH UNDENIABLE OPPORTUNITIES FOR DEVELOPMENT AND A PROJECTED POPULATION GROWTH OF 20,000 OVER THE NEXT 10 YEARS, IF YOU HAVE A DREAM, FRANKSTON IS THE PLACE TO BUILD IT.**



**\$407 MILLION**

of private development currently approved by Frankston City Council



**\$1 BILLION+**

of public investment by Victorian and Australian Governments over the next 4 years

**CASE STUDY:  
BRAD SMITH,  
FOUNDER BRAAAP**

Having owned and operated a business in Frankston's city centre for 10 years, award-winning businessman Brad saw great potential and need for inner city housing and is now looking to construct a multilevel development boasting apartments, retail and businesses.

**"GEOGRAPHICALLY SPEAKING, YOU CAN'T ARGUE WITH THE BENEFITS OF OWNING AND OPERATING A BUSINESS IN FRANKSTON CITY."**

Boasting a beautiful beach minutes' walk from Frankston's city centre, 45 minute drive from Melbourne CBD, road and rail transport connections, public and private primary and secondary schools, University and TAFE, public and private hospitals and recreation facilities - Frankston City has everything you could need."

"Frankston City has so much existing infrastructure to support a population boom and there's many locations within Frankston's city centre for multi-storey residential and business developments to meet this future demand."

"Council and existing local businesses are passionate about seeing Frankston City make positive changes as a premium lifestyle location, which will result in great outcomes for business."

