

## 08. IF CITY CENTRE LIVING

**A buzzy place to work. A relaxing place to wind down.  
Suburban Dreams. IF you want it all, you can – in Frankston City.**

Picture this... You've finished working a full day in your city centre office on a hot summer day. Instead of travelling home to cook, you stroll the short distance to Frankston's pristine beach to meet your family for a cooling swim in the water, all while one of the local eateries sorts out dinner.

That's not a dream; that's life in Frankston City!

Frankston City offers so much that other urban regions can't: the family home close to schools, parks and shops; a successful business without inflated costs and boasting uninhibited transport options; a place of community celebration with a growing calendar of cultural events including festivals, art, sport and everything in between.

An understated gem in the Port Philip Bay and Peninsula coastline crown, Frankston City boasts a growing city centre with urban street art and artisan cafés rivalling the likes of Acland Street, St Kilda. Craft breweries rival Collingwood and Fitzroy and industry leading medical research rivals Richmond and East Melbourne.

**Delivering an enviable work-life balance, Frankston is a major metropolitan retail and leisure hub with a thriving mix of businesses, services and new investors.**

The city centre's recent renaissance and revitalisation has ignited a flurry of new hospitality and leisure operators and a healthy pipeline of interest from further investors. Dwellings have doubled in the last four years, as more residents seek to experience Frankston's bayside metropolitan vibe. There are now nearly 200 city centre apartments in 10 developments with an ongoing strong demand for housing options.



A number of big scale city living investments promise an injection of economic positivity, helping to secure Frankston as one of Melbourne's top five growth suburbs.

**Lifestyle lures and a range of housing options make suburbs within Frankston City a key for attracting buyers and investors alike.**

Frankston City boasts a wide-ranging diversity in housing stock: from architectural gems hugging the winding coastal views of Port Philip Bay along Olivers Hill in Frankston South to semirural acreages in leafy Langwarrin, inner city apartment living to retirement villages, Frankston City has something to suit everyone's lifestyle.

For those wanting to start or relocate their family, there's plenty of family-style classics. For the business-minded, demand for more inner city apartment developments – such as Horizon – is quickly escalating.

Delivering an enviable work-life balance, Frankston's buzzing city centre business and office spaces are only moments from the calming rural lifestyle. No matter what next step you're taking in life – business, family, retiring – chances are you won't find anywhere more compatible than Frankston City.

**IF YOU'VE GOT PLANS TO ENHANCE CITY CENTRE LIVING, INVEST FRANKSTON.**



**7.8% FOR HOUSES**

a compound growth (based on five years of sales)



**5.1% FOR UNITS**

a compound growth (based on five years of sales)



**4<sup>TH</sup> HIGHEST INCREASE**

in property prices in Melbourne since 2020



**CASE STUDY: HARRY KOURBEIS FOUNDER, GENERAL PUBLIC MELBOURNE**

Having owned and operated Tunzafun for 40 years, we began to see that entertainment was increasingly moving toward being paired with food and beverage, so that's exactly what we have created with General Public. Tenpin bowling, arcade, bars, cafés, restaurants, pool tables, table tennis, live music and functions all under one roof.

Our Tunzafun located in Wells St, Frankston was a huge success for many years, so we know it's the place to be, we just needed more space. Playne St, Frankston is the home of our new project and we believe this venue will be the star of our business because of its location.

**Minutes' walk from beautiful Frankston Beach, road and rail transport connections, surrounding schools, university, TAFE and sporting clubs; Frankston City has it all.**

We are overly impressed with the local community, the supportive Council and the drive from all involved to make Frankston a premium location and we're looking forward to a positive future.

