

07. IF HOSPITALITY & RETAIL

Restaurants. Cafés. Bars. Fashion. Lifestyle. Specialty.
IF you're hungry for opportunity, Frankston City's booming market is on the menu.

HOSPITALITY

Already popular with locals and visitors alike, Frankston City's beachside location makes it ideally suited to emerge as a thriving dining destination.

A community and visitor thirst for a range of new and interesting dining and beverage options is driving continual demand for the introduction of exciting new restaurants, cafés and eateries to the region.

Paired with energetic new breweries and distilleries helping to showcase locally made and crafted brews, it's no wonder the city is fast becoming a popular attraction for beer and gin connoisseurs to explore.

From celebrating local produce to championing international cuisines and an impressive menu of destination dining to suit every taste and occasion, opportunities exist to grow and develop your hospitality brand among Frankston City's eclectic mix of restaurants, bars, cafés and bistros.

IF SERVING UP CREATIVE FOOD IS ON YOUR PLATE, INVEST FRANKSTON.

RETAIL

From big brands and leading department stores to boutique fashion, décor and bargain hunting, Frankston City is home to a diverse range of vibrant shopping precincts, presenting shopping experiences to suit everyone.

Frankston's city centre retail district has undergone a series of upgrades, becoming a renewed face for the city. Recent multi-million dollar streetscape upgrades have transformed retail areas into a welcoming public space. Featuring a range of new innovative dining experiences, this district has become a true destination.

The city centre has 82,000 sq.m of retail space (spread across the main shopping streets in the city centre), and there are over 212,000 sq.m of retail space available across lively destination shopping centres Bayside and the Power Centre. Karingal hub is also undergoing a \$160 million expansion investment over the next 18 months, bringing its total leasable area to 53,000 sq.m.

IF DESTINATION SHOPPING IS ON YOUR LIST, INVEST FRANKSTON.

Appealing to visitors from outside the region and encouraging residents to shop locally, this mix of large name outlets and home-grown original businesses makes shopping in Frankston City an attractive proposal, with plenty of opportunity and appetite for new retail possibilities to open up. Set among these modern shopping centres and street side boutiques are our entertainment precincts, where cinemas, restaurants and bars complement any visit to Frankston City.

CASE STUDY: JASON ABSOLOM OWNER, THE PIZZERIA FRANKSTON SOUTH

I grew up here and am a Frankston advocate through and through. My motto is live local, invest local which in turn then supports other local businesses and creates local employment.

We are second to none when it comes to both natural and manmade amenities. Proximity to amenity is what people want.

Where else can you walk to a major shopping complex, a CBD, a train station, a large movie theatre, bowling alleys, pubs, clubs, the beach and a flora and fauna reserve?

We chose Norman Avenue in Frankston South 11 years ago because we were confident we could be a destination venue where people would come to us outside the CBD because of the unique product we have to offer.

Other advantages of establishing in Frankston City include affordability of rent and services, both an exceptional value for money.

Frankston offers very good value to people, it's as simple as that.



\$160
MILLION

Karingal Hub redevelopment

\$684
MILLION

in retail trade annual output