

Welcome to the Preston Market Precinct Community Drop-In

THANK YOU FOR ATTENDING THIS COMMUNITY DROP-IN SESSION

Why Are We Here?

The Victorian Planning Authority is working alongside the City of Darebin to prepare new planning controls, including a Structure Plan, for the Preston Market Precinct. These are the planning rules that will guide development in the precinct.

The VPA and the City of Darebin have come together to have a conversation with the community about what is most important to local people as we get to the next level of detail in designing the planning controls. The work completed to date has been informed by previous engagement, which set principles that have guided the project to this point. The current phase of engagement will feed directly into the drafting of the Structure Plan.

This community drop-in has been organised to:

- Provide you with information about the Structure Plan and what it will do
- Explain the Preston Market Precinct and what it will include
- Give you a chance to meet the project team and ask questions about the Structure Plan and the Preston Market Precinct
- Share with you what we've been considering as we draft the Structure Plan
- Test our thinking with you and gather your feedback on ideas we've been exploring



Meet the Project Team



State Planning Authority



Local Municipal Authority



Community Engagement
Consultants

architectus™

Urban Design
Consultants

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Planning for Growth

Planning the precinct effectively is really important because, like many areas throughout Melbourne, Victoria and Australia, we are facing significant pressures around population growth. This population growth is determined by many factors, and is forecast to continue for the foreseeable future.

By 2041, Preston's population is forecast to almost double in size to 68,000 people. The fact that the Preston Market Precinct is close to public transport, services and jobs make it highly suitable for accommodating a proportion of the new homes we'll need.

The planning controls will help us guide future development in a way that is liveable and sustainable, and brings new amenities, shops, businesses, open space and other elements to benefit both the existing and future communities.

It is also vital that the planning process makes sure that the much loved Preston Market continues to thrive long into the future.

Privately Owned Land

The Preston Market, and the precinct surrounding it, are owned by private land owners. The planning controls that will be developed by the State Government will guide any development that happens at the site. Once they are in place, any development proposals put forward will need to demonstrate how they meet the requirements of the planning controls.



The precinct is the area located between High Street, Cramer Street, Murray Road and the rail corridor - it does not include the rail corridor.

Preston Market Precinct Structure Plan

Structure Plans are planning documents that provide guidance about how an area can be developed.

The Preston Market Precinct Structure Plan will guide the development of the precinct so that it meets long-term community needs and better supports Preston's role as a major activity centre well into the future. Having a Structure Plan will allow for better planning of infrastructure, such as transport and community facilities, to support the area's rapidly growing population.

The Structure Plan will:

- Detail how land in the precinct can be used, including for the fresh food market, housing and commercial opportunities
- Identify how people will be able to get around the precinct and connect with the surrounding areas.
- Establish the precinct's height, density and ecologically sustainable development requirements, and any necessary works to improve the area
- Identify the types of community benefits the development of the precinct will deliver and what publicly accessible spaces will be included.

How will the Community Influence the Plan?

The development of the Structure Plan is being informed by the views, aspirations and ideas of the community throughout the process.



At the last phase of engagement, a Community Reference Group contributed to the definition of 5 principles to guide the project, and tested these with the broader community. These were then approved by the Minister for Planning and endorsed by Council.

This phase of engagement builds on that work and continues to allow the community a voice in shaping the Structure Plan as we get to the next level of detail.

Please read the following boards, talk to a project team member, ask us questions, and tell us what you think!

Design Investigation #1

Configuring the Precinct

Scenario A: Retaining the Current Market



Pros

- ✓ Access from the train station to High Street is through the market
- ✓ Retains the existing cruciform layout with its pedestrian streets and light and airy feel
- ✓ The existing market character would be unaltered
- ✓ Low scale of market building would mean that some surrounding streets and open spaces would still get sunlight

Cons

- ✗ The market buildings and spaces could not be fully transformed, only refurbished
- ✗ Continuing conflict between service vehicles, cars and pedestrians
- ✗ Limits opportunity for under-grounding of car parking, servicing and loading
- ✗ Once the precinct is developed around it, the market would not be visible from the street and could, therefore, be harder for customers to find
- ✗ Market has no visible entry way to invite people in
- ✗ Delivering new housing needed in the precinct would mean that the buildings on some parts of the site could be quite tall and dense, which could cause shadowing onto open spaces or buildings towering over the lower High Street shops
- ✗ The market's noisy and chaotic back-of-house servicing activities would still be at ground level and visible to the public
- ✗ Closure of parts or all of the market would be required whilst it is being renovated and traders would be affected
- ✗ The lower development potential could mean less investment in other community benefits, such as new community infrastructure or open space

Scenario B: Market Redeveloped in Current Location



Pros

- ✓ Access from the train station to High Street is through the market
- ✓ The new market remains centrally located within the precinct, where people are used to accessing it
- ✓ Low scale of market building would mean that surrounding streets and open spaces would still get sunlight

Cons

- ✗ Some continuing conflict between service vehicles and pedestrians
- ✗ Limits opportunity for under-grounding of car parking, servicing and loading
- ✗ Once the precinct is developed around it, the market would not be visible from the street and therefore harder for customers to find
- ✗ Market entry less visible on the street
- ✗ Delivering the new housing needed would mean that buildings in some parts of the precinct could be quite tall and dense, which could cause shadowing onto open spaces or buildings towering over the lower High Street shops
- ✗ Closure or relocation of parts of the market would be required whilst it is being redeveloped and traders would be affected

Scenario C: Market Located to Cramer Street



Pros

- ✓ Market is highly visible along Cramer Street and has an inviting entrance to encourage customers and users
- ✓ Links the market to the train station
- ✓ Allows the market traders to connect to the green spaces of the Oval
- ✓ Minimises overshadowing of Preston Oval and Cramer Street making a more pedestrian friendly and pleasant environment
- ✓ Existing market can continue to operate whilst a purpose built new market is developed
- ✓ Allows for easier under-grounding of parking, loading and servicing facilities

Cons

- ✗ Risk of unused spaces along Cramer Street on some weekdays and evenings if existing hours of market operation are retained
- ✗ Less connectivity between market and High Street shops
- ✗ The market layout is disjointed reducing ease of use for shoppers

Design Investigation #1

Configuring the Precinct

Scenario D: Market Located to Mary Street



Pros

- ✓ Strong link from market to High Street shops, encouraging customers to visit both
- ✓ May allow High Street shops to open at the back to interact with market spaces and enable new business opportunities such as outdoor dining
- ✓ Allows for easier under-grounding of parking, loading and servicing facilities
- ✓ Shared service and loading access for High Street shops and the market, reducing potential conflicts with pedestrians
- ✓ Lower height market buildings will sit well next to low-height High Street shops

Cons

- ✗ Market has no visible entry way to invite people in and is not visible from the surrounding streets
- ✗ Closure or relocation of parts of the market would be required whilst it is being redeveloped and traders would be affected

Scenario E: Market Located to Station Frontage



Pros

- ✓ Ease of access to the market for rail users may encourage more customers to visit using public transport
- ✓ Allows for easier under-grounding of parking, loading and servicing facilities
- ✓ Market has good street exposure to Cramer Street and the train station
- ✓ Existing market can continue to operate while purpose built new market is developed

Cons

- ✗ No shared servicing access for the market and High Street shops could mean increased service/loading vehicle movements within the precinct and potential pedestrian conflicts
- ✗ The low height buildings of the market would feel odd next to the new height of the elevated rail viaduct
- ✗ Taller buildings would be located to east of the precinct and potentially cause shadowing onto open spaces or higher buildings next to the lower-scale High Street shops
- ✗ Reduced connectivity between the market and High Street shops makes customers less likely to visit both

Scenario F: Market Located to Murray Road



Pros

- ✓ Ease of access to the market for road users
- ✓ The market would be easy to spot from cars along Murray Road
- ✓ Allows for easier under-grounding of parking, loading and servicing facilities
- ✓ Direct northern access to the market could improve sunlit spaces
- ✓ Existing market can continue to operate while purpose built new market is developed

Cons

- ✗ Murray Road is not a 'people street', with a less pleasant streetscape due to high traffic volumes, which could make the market spaces feel noisy, dirty or chaotic
- ✗ Market location clashes with approved permitted multi-level development site
- ✗ Reduced connectivity between the market and High Street shops makes customers less likely to visit both
- ✗ Murray Road is a Road Zone Category 1 with a higher speed limit so encouraging pedestrians to use this street could impact safety
- ✗ Delivering the new housing needed would mean that buildings on some parts of the precinct could be quite tall and dense, which could cause shadowing onto open spaces or higher buildings next to the lower High Street shops
- ✗ There are existing planning permit approvals in this location which would limit where the market could go

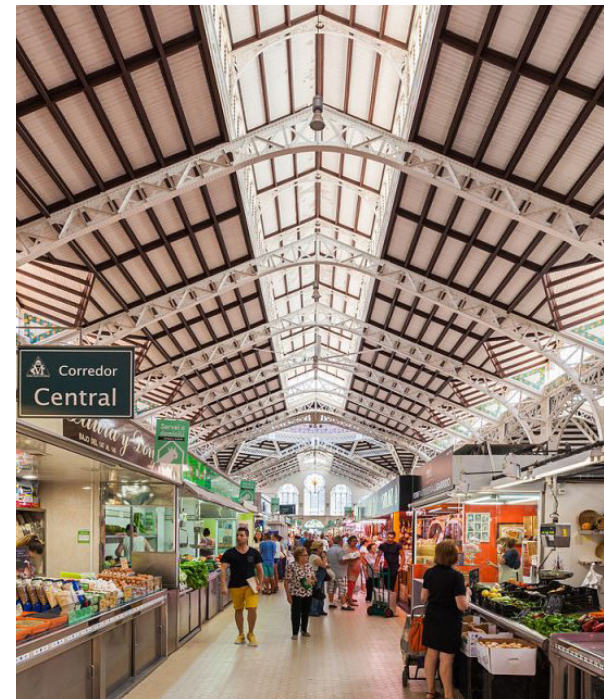
Design Investigation #2

Market Identity & Character

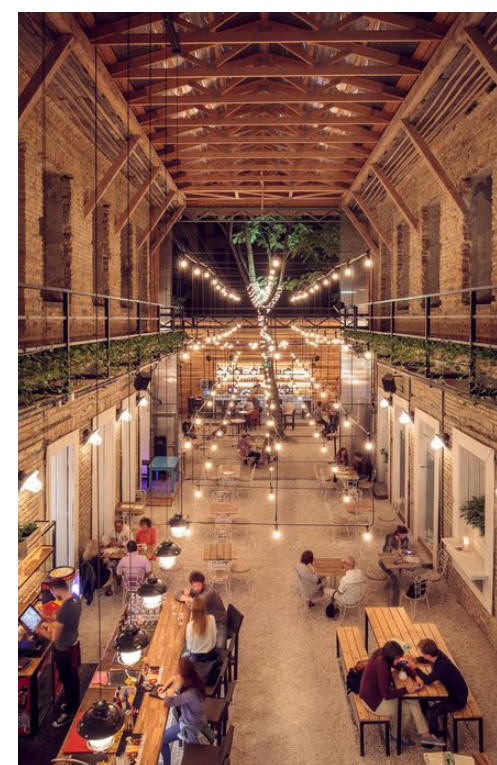
Some of the findings of the previous engagement, as well as the Identity Study commissioned by Council, are that the things people value about the market are:

Throughout this precinct planning process, the local community have told us how much they love and cherish the market

- It is light and bright and airy
- It brings jobs and small business opportunities to lots of people
- It's a place for all sorts of different people to come together and feel welcome
- There are places to sit without having to buy anything
- Spaces feel public not private
- The wide walkways and seating invite people to linger
- People from all backgrounds and cultures feel safe and at home here
- There are many small stalls and diverse small traders
- You can get all sorts of goods and products at great prices
- The mix of fresh fruit and vegetables, deli food, cafes and variety goods all in one spot
- It's humble and authentic
- It feels like streets not buildings
- The traders have a long history and relationships with the local community



We are considering how best to understand and protect what makes the market special and unique and Council has undertaken an Identity Study to capture this



Does this capture what is unique about the market to you? What else should we be considering?



Design Investigation #3

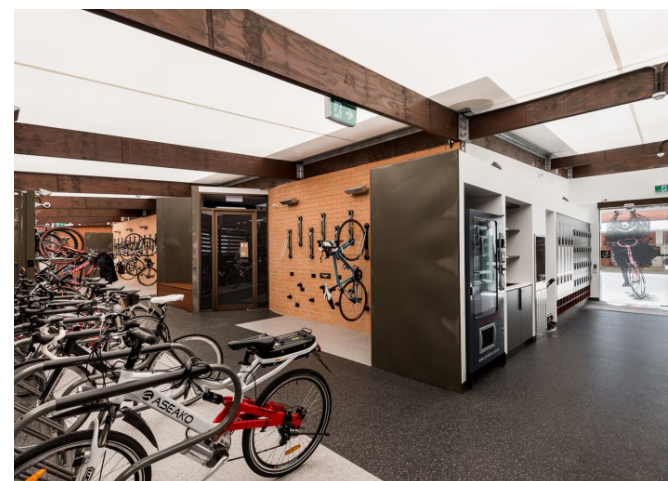
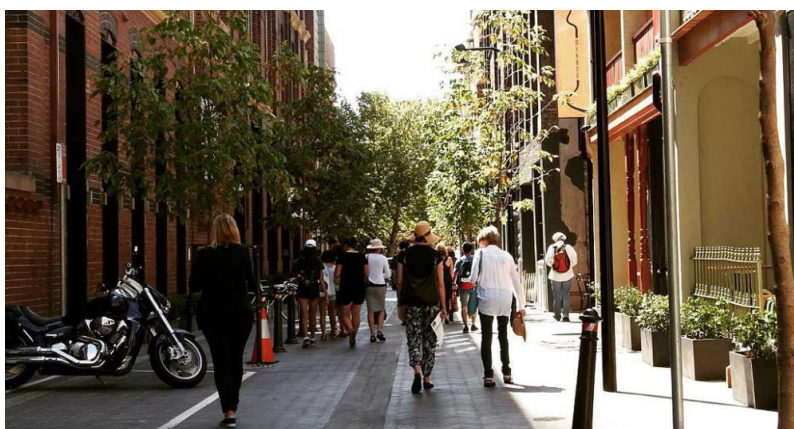
Getting around

How people will move around the Preston Market Precinct is vital to ensure the success of the area and how it relates to the broader Preston area.

Is there anything else we should be considering about how people move around the precinct and beyond?

Ideas to Test

- Streets should feel safe both day and night, particularly those between High Street and the station
- Car parking should be provided in basements or above ground level
- Any parking above ground floor should be hidden/sleeved by other uses
- Traffic circulation, parking and loading access should be managed to minimise conflicts with pedestrians
- Streets should feel lively with plenty to look at on the ground level, encouraging people to walk
- There should be good facilities for cyclists



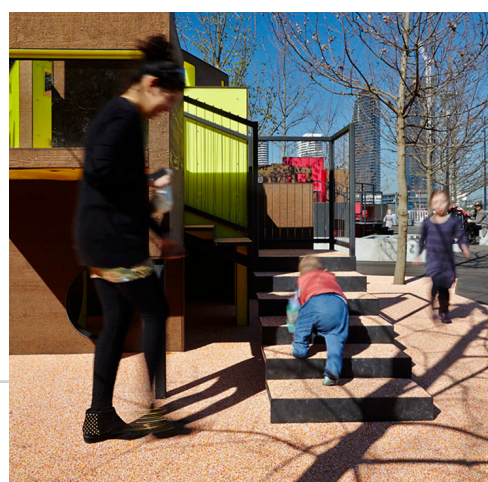
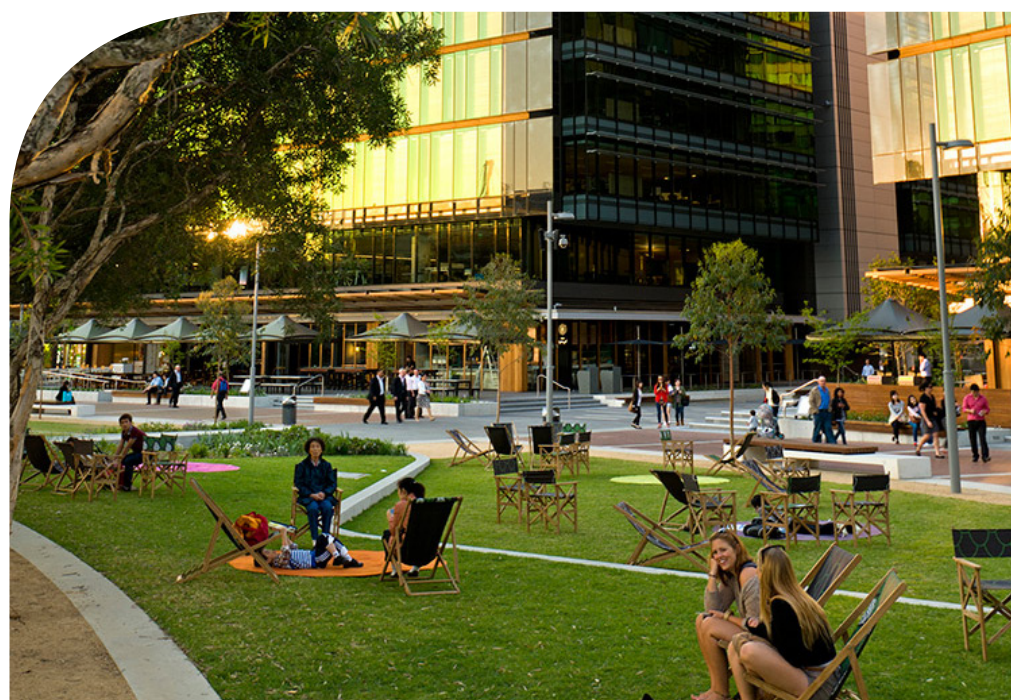
Design Investigation #4

Public Spaces

We know that Preston does not have many green and open spaces that can be used for a variety of community uses. This is a key opportunity of any redevelopment of the Preston Market Precinct. New open spaces could be provided either within or nearby the precinct. Are there other kinds of open spaces you think we should be considering?

Ideas to Test

- Provide for spaces to connect to key destinations, such as Preston Oval and the Station
- Introduce a new plaza space to act as the front door to the market
- Treat streets like public spaces, making them inviting places to sit, eat and linger
- Provide new green spaces for gathering and events
- Design for safety and surveillance
- Design for good sunlight to key streets and public spaces
- Provide deep soil zones to enable large canopy tree planting
- Incorporate water sensitive urban design into public spaces
- Incorporate green roofs, green walls and productive food-growing landscapes.



Design Investigation #5

Built Form & Scale

Buildings (their height and how they connect with other buildings, public transport, roads or footpaths within and surrounding the Preston Market Precinct) will play a central role in how the area looks, feels and functions.

The density of built form (i.e. how many new homes, shops, offices and facilities there are) will also have an impact on the amount of community benefit the developers would be required to deliver.

Getting the built form right will be essential in making sure the precinct is liveable and sustainable.

What do you think is most important when thinking about the buildings in the precinct, and how they relate to surrounding spaces and streets?

Ideas to Test

- Make sure buildings along Cramer Street are lower to prevent overshadowing the oval and to fit with Council's plans to make Cramer Street greener and more pedestrian-friendly as part of its Streets for People program
- Provide sun access to the future station forecourt
- Put higher buildings on streets with heavier traffic, such as Murray Road, and away from where they would overshadow open space
- Keep streets active by concentrating people-focussed uses such as shops at street level rather than in closed off areas
- Put non people-focussed uses such as car parking and blank walls away from the street, for example above or below ground



Design Investigation #6

Public Benefit

Due to the size and importance of the precinct, part of the requirements for any redevelopment would include consideration of what it gives back to the community.

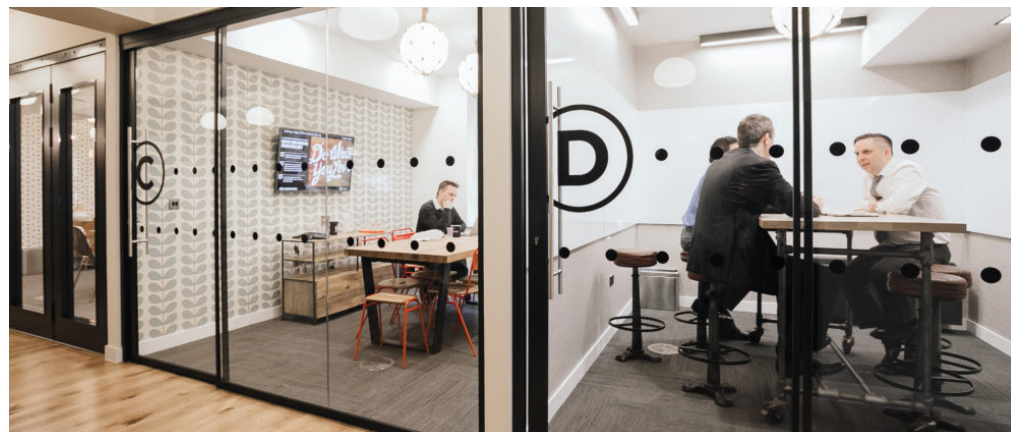
New homes will bring new people who will need to access new or expanded community services and facilities. These benefits will be defined and included as part of the future planning controls.

Just like open space, community facilities could be delivered either within the precinct or nearby.

What do you think is needed in central Preston that would benefit the whole community?

Ideas to Test

- New community facilities like meeting rooms, maternal and child health centres or places for lifelong learning
- New cultural facilities, like artists' studios, galleries or cinemas
- Public art
- Co-working spaces for small businesses or social enterprises.



Tell Us What You Think...

Please share your feedback with us and let us know what you think.
Speak to one of our team members about providing feedback, we'd love to get your thoughts.

What do you think we should be considering as we develop the Structure Plan? What's most important to get right? What will make the precinct a success?

Know someone who isn't here today but would be interested in finding out more and getting involved? They can:

- Visit <https://vpa.vic.gov.au/project/preston-market-site/>
- Complete our online survey and share their thoughts <https://www.yoursaydarebin.com.au/PrestonMarket>
The survey is available from Monday 20 May until Thursday 13 June 2019
- Drop-by our market pop-up displays and speak to the project team: 11am to 2pm on Friday 24 May, 2019 and 10am to 1pm on Saturday 1 June 2019
- Attend the community drop-in session: 4.30pm to 7.30pm on Monday 3 June 2019 at the Preston City Hall, 284 Gower Street, Preston.

Next Steps...

- We are seeking the views of the community through a variety of activities, particularly focussing on:
- Testing a variety of scenarios and design elements
 - Hearing from those who haven't expressed their aspirations for the Preston Market Precinct in previous engagement
 - Making sure we hear from all parts of our Culturally and Linguistically Diverse community
 - Deliberative processes that allow a representative group of community members to do a deeper exploration of the design of the Structure Plan.

We will continue to seek community views about the Preston Market Precinct Structure Plan until 13 June 2019.

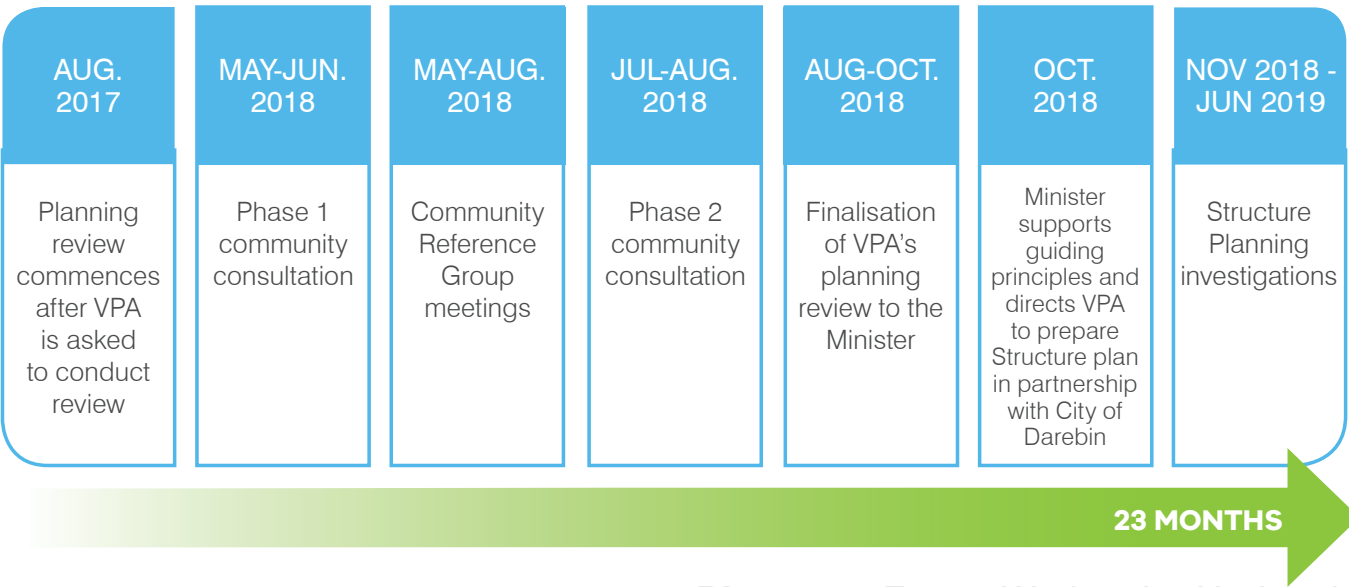
At the end of the engagement program, the Victorian Planning Authority will finalise its investigations and, considering community feedback, prepare the Structure Plan in consultation with the City of Darebin.

Once prepared, there will be an opportunity to provide feedback about the Structure Plan before it is finalised for public exhibition. This is expected to be in the second half of 2019.

You will also be able to provide feedback when the Structure Plan is placed on public exhibition, as part of a Planning Scheme Amendment package.

Project Timeline...

Phase 01: Work Undertaken



Phase 02: Future Work to be Undertaken



THANK YOU FOR ATTENDING TODAY'S SESSION.