



Preston Market Site Review Phase 2 Engagement Findings

Victorian Planning Authority

24 September 2018

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Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

Executive summary



Project overview

The Preston Market site is approximately 4.6 hectares, bounded by Murray Road in the north, Cramer Street to the south, the rear of the High Street buildings to the east and the Preston Station car park to the west. It includes the Preston Market which is a privately-owned market in the heart of the Preston Activity Centre. It is a loved and valued destination located in an area undergoing intense change to support new residents and businesses moving into the area.

In August 2017, the Minister for Planning designated the area as a strategic site and requested the Victorian Planning Authority (VPA) review the current planning controls across the site, and implement the revised planning controls. The VPA are working in partnership with the City of Darebin to review and recommend appropriate planning controls. Community engagement is a critical activity in this process and information and knowledge derived from the engagement will be used to review and support the VPA in developing recommendations.

Engagement process

A phased engagement approach has been undertaken to support the project team's preparation of recommendations. Phase one engagement occurred from Monday 12 February to Friday 20 April 2018. The purpose of the engagement was to understand the Preston Market identity and create a community vision for the market by engaging on what about the market people loved, valued and believed needs to be improved. Phase two of the engagement process commenced on Monday 9 July and concluded Friday 3 August 2018. A Community Reference Group (CRG) was also established to provide the project team an opportunity to have detailed discussions with community members and representatives to support the development of its recommendations.

The objectives of phase two engagement were:

- To create awareness of the CRG's community vision for the Preston Market site.
- To provide opportunities for the community to prioritise the CRG's principles for the Preston Market site.
- To provide opportunities for the community to provide feedback on the CRG's draft recommendations for the Preston Market site.
- To provide opportunities for the community to explore public space options within the Preston Market site.

The engagement activities included:

- Four market pop-ups
- Two community drop-in sessions
- Online engagement
- Two trader meetings
- Trader discussions

Participants engaged in the activities included, market shoppers, residents, and Preston Market traders.

Phase 3 of the engagement sought to finalise the draft recommendations with the CRG members. Engagement activities involved informing the CRG members of the broader community feedback on their recommendations and a survey to scope level of support for each of the recommendations. A separate report detailing the CRG meeting process and outcomes has been prepared and will be released publicly.

Key messages

The overall key messages from the phase two engagement were:

- The Preston Market is highly valued by the community and should be retained.
- The community would like to preserve the essence of the market, particularly the market community, the fresh food, diversity of stalls and small traders. Most of the community support shifting the market location within the site if it retains its essence.
- The market should retain its open and airy feel, with potential to incorporate more open spaces and meeting spaces on the site.
- Fresh food should remain a core focus of the Preston Market site, while encouraging other uses such as market events, activities, arts and live music performances.
- The participants value the market as an inclusive and welcoming place where they can connect to their community.

Key findings on the draft recommendations

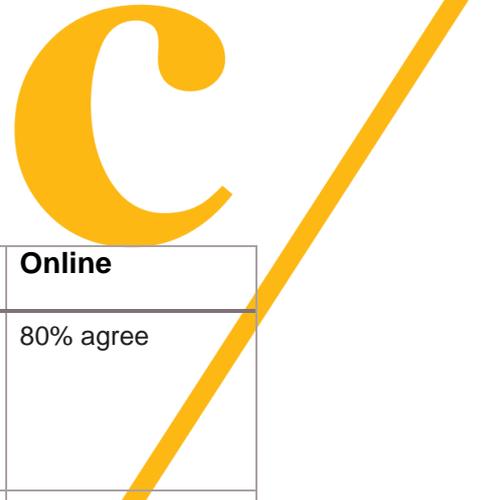
Overall the phase two engagement participants supported the CRG draft recommendations for the Preston Market site.

The following table highlights the level of support for each recommendation captured during the face to face activities and online engagement. *Strongly support* means all comments were positive towards the recommendation, *support* means over half the comments were positive towards the recommendation and *mixed* means the recommendation received positive, neutral and negative responses.

BUILT FORM

Refers to the types of buildings, their heights and how they connect with other buildings, public transport, roads or footpaths within and surrounding the Preston Market site.

Recommendations	Face to Face	Online
1. To ensure the Preston Market remains centerpiece of the site.	Strongly support	93% agree
2. To allow a variety of building heights within the site.	Mixed	41% disagree 37% agree
3. To better integrate the Preston Railway Station and the Preston Market site.	Strongly support	71% agree



MARKET BUILDING

Refers to the structure and style of the Preston Market building.

Recommendations	Face to Face	Online
4. To review the location of the Preston Market building within the site to better align with the planning principles proposed by the CRG	Support	80% agree
5. To keep the Preston Market as a standalone, single storey* building with good daylight.	Support	87% agree
6. To provide a market which has fresh food and community spaces as its core.	Strongly support	96% agree

*Modified to include reference to single storey as part of final review by the CRG.

MARKET OPERATIONS

Refers to the diversity of traders and their offerings, as well as the trading hours and after hours use of the market site

Recommendations	Face to Face	Online
7. To provide a market that has a diverse range of stalls and a broad range of food offerings.	Strongly support	93% agree
8. To support a broad range of small traders to have fair opportunity to sustain their business before, during and after any development process.	Strongly support	94% agree
9. To increase the flexibility of access to the Preston Market site and encourage vibrant, community and cultural uses during and after market hours.	Support	91% agree

COMMUNITY

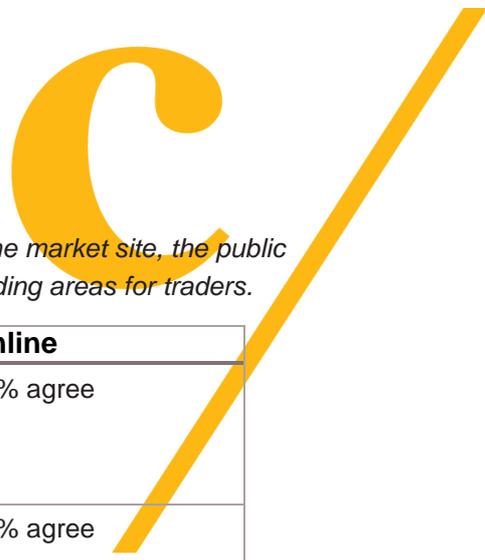
Refers to the types of housing, community facilities and services, as well as the feelings experienced when visiting the Preston Market site.

Recommendations	Face to Face	Online
10. To provide affordable housing on the site.	Strongly support	45% disagree 36% agree
11. To activate the Preston Market site by providing community facilities and public spaces that are flexible and can be used by all members of the community.	Strongly support	80% agree
12. To create a strong sense of community through support of social enterprise and not-for-profit organizations.	Strongly support	77% agree

PUBLIC REALM AND OPEN SPACE

Refers to the outside areas of the Preston Market site that are in between buildings. This could include plazas, seating, landscaped areas and outdoor activities.

Recommendations	Face to Face	Online
13. To provide a market building that is visible but retains a sense of intrigue through good design.	Support	69% agree
14. To create a network of adaptable and diverse community spaces for all ages and abilities.	Strongly support	81% agree
15. To create a site that is comfortable for all members of the community through access to natural light and protection from harsh climates.	Strongly support	89% agree



TRANSPORT AND ACCESS

Refers to the paths that connect different buildings or areas within the market site, the public transport and vehicle access to the Preston Market Site and the loading areas for traders.

Recommendations	Face to Face	Online
16. To create safe and accessible connections to, through and beyond the site.	Strongly support	92% agree
17. To increase walking and cycling connections to the site.	Strongly support	86% agree
18. To provide underground loading, servicing and parking* to the Market and future residences.	Support	64% agree

*Modified to include reference to single storey as part of final review by the CRG.

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1 Overview

1.1 Project background

Preston Market is a privately-owned market in the heart of the Preston Activity Centre close to High Street and is well serviced by train, tram and bus connections. It is a loved and valued local destination located in an area undergoing intense change to support new residents and businesses to move into the area.

In June 2007, the Preston Market Incorporated Plan 2007 (Incorporated Plan) was introduced into the Darebin Planning Scheme. A key objective of this plan is to ensure planning decisions support the retention and viability of the fresh food market. In August 2017, the Minister for Planning designated the area as a strategic site. The site is approximately 4.6 hectares and includes the market building, Centrelink and Aldi buildings as well as the surrounding carpark. The Minister requested the Victorian Planning Authority (VPA) review the current planning controls across the site by 31 July 2018. In mid-April this year, the timeframe was extended until 31 October 2018. The VPA has been authorised to implement the revised planning controls. On 27 October 2017, VCAT directed that permits be issued for the development of three residential apartment buildings on the north-western part of the site, two 10 storey buildings and one 14 storey building.

The VPA is working in partnership with the City of Darebin (CoD) to review and recommend appropriate planning controls for the future of the Preston Market site. Community engagement is a critical activity in this process, and the information and knowledge derived from the engagement will inform the review and support the VPA and CoD in developing their recommendations. Operational matters raised during engagement activities will be shared with the current market management. Other information gathered through the engagement process not related to the planning controls will be shared with the appropriate government agency.

Capire Consulting Group (Capire), has been engaged by the VPA to design and deliver an engagement strategy that ensures the Darebin community and stakeholders are provided the opportunity to be informed and contribute meaningfully to the review of the Preston Market site. The engagement is being delivered over three phases.

The first phase of the engagement process commenced on Monday 12 February and concluded Friday 20 April 2018. The results were provided in a report to the VPA dated 9 May 2018. The purpose of the first phase of engagement was to understand the Preston Market identity and create a community vision of the market. A Community Reference Group (CRG) was established after the first phase of engagement. It commenced on Wednesday 23 May and concluded Wednesday 8 August 2018. The purpose of the CRG was to develop a set of recommendations to inform the planning control review for the whole Preston Market site.

This report provides an overview of the second phase of broad community engagement, including the process and engagement findings.

1.2 Purpose of engagement

The primary purpose of the engagement was to validate the CRG's draft recommendations with the broader community and to prioritise the CRG's principles for the site.

The objectives of phase two engagement were:

- To create awareness of the CRG's community vision for the Preston Market site.
- To provide opportunities for the community to prioritise the CRG's principles for the Preston Market site.
- To provide opportunities for the community to provide feedback on the CRG's draft recommendations for the Preston Market site.
- To provide opportunities for the community to explore public space options within the Preston Market site.

1.3 Engagement activity descriptions

Face to face engagement activities for phase two included:

- four pop-ups held at the Preston Market
- two community drop-in sessions
- two trader meetings, and
- trader discussions at the market

In addition, online engagement was conducted via a survey.

The engagement process was promoted by VPA and CoD in the following ways:

- A letter drop to 1700 residents
- Hand delivered letters to all Preston Market traders
- Postcards distributed to traders, shoppers, and the management office at Preston Market to promote the drop-in sessions and online survey
- Posters displayed at the market in six community languages
- Online survey and drop-in sessions were promoted at the pop-ups
- Direct emails were sent to 167 subscribers and 27 CRG members
- All market traders were visited to encourage their attendance at the trader meeting and participation in the online survey
- An advertisement in the Preston Leader on 2 July 2018
- Events posted to the VPA's Preston Market project page.
- Social media posts via Twitter and Instagram

- Council’s Your Say Darebin webpage
- Social media posts via Twitter, Instagram and Facebook.

Specific efforts were made to reach out to community members who are Culturally and Linguistically Diverse (CALD) through direct engagement using translators (Mandarin and Vietnamese) and directly engaging with Vietnamese and Mandarin speaking traders. Offers were also made to translate the surveys into different languages if needed.

Preston Market pop-ups

Capire and VPA staff hosted four pop-ups at the Preston Market during phase two engagement. The pop-ups were held on different days to ensure a diverse range of people could participate.

Date	Time
Friday 13 July 2018	10am to 1pm
Sunday 15 July 2018	11am to 2pm
Wednesday 18 July 2018	10am to 1pm
Saturday 28 July 2018	10am to 1pm



Participants were invited to provide feedback on the CRG draft recommendations and were encouraged to share the types of public spaces and activities they would like included on the site.

Participants did not have to provide their feedback to each recommendation. They could provide multiple responses to each theme; however most participants provided one response per theme.

Community drop-in sessions

Two community drop-in sessions were held during phase two engagement. The drop-ins were held on different days and at different times to ensure they were accessible for the community to attend.

Drop-in date	Drop-in time	Drop-in location
Thursday 19 August 2018	5.30pm to 8.30pm	Preston City Oval, Northern Blues Football Club, Cramer Street
Saturday 21 August 2018	11am to 2pm	Preston Shire Town Hall, 274 Gower Street, Preston

Participants at the drop-ins were invited to:

- provide feedback on the CRG draft recommendations
- choose their preferred CRG principle by theme
- share the types of public spaces and activities they would like to see included on the site.

Participants did not have to contribute to all activities and could choose which recommendations they wanted to provide their feedback online.

Online engagement

The online engagement was designed to complement the face-to-face engagement activities, providing community and stakeholders the opportunity to participate in the project and provide their feedback.

The community were invited to engage with the project via the VPA website, where they could view project information and Frequently Asked Questions (FAQs). They were also invited to complete a survey, providing their level of support for the CRG draft recommendations and sharing the types of spaces and activities they would like included on the site. The complete survey is provided in Appendix B of this report.

Trader meetings

All Preston Market traders were invited to attend one of two trader meetings.

Meeting date	Meeting time
Wednesday 18 July 2018	4pm to 5pm
Wednesday 25 July 2018	4pm to 5pm

The meeting was an opportunity for the traders to receive an update on the project and hear about the work of the CRG. The traders were invited to share their feedback on the CRG draft recommendations and discuss the types of public spaces and activities they would like included on the future site.

Trader interviews

Due to the low attendance at the first trader meeting, representatives from the VPA and Capire approached all traders at the Preston Market on Wednesday 25 July to promote the second trader meeting with a Mandarin and Vietnamese translator. Interviews with traders were also conducted during this time, focussing on speaking with traders of Mandarin and Vietnamese backgrounds. The interviews provided the opportunity for traders to give their feedback on the CRG draft recommendations.

1.4 Participant overview

A broad range of community members participated in the phase 2 activities.

Engagement activity	Participant description
Preston Market pop-ups	<p>Approximately 200 people were engaged during the four pop-ups at Preston Market.</p> <ul style="list-style-type: none"> • The age of participants varied from primary school aged to over 75 years. The majority of participants were aged between 30 and 60 years. • There was approximately an even split between men and women participants. • There was a mix of cultural backgrounds of participants. • The majority of the participants were local shoppers, however there were several people who were visitors.
Community drop-in sessions	<p>Approximately 40 community members participated in the two drop-in sessions.</p> <ul style="list-style-type: none"> • The age of participants varied from young adults to over 75 years. The majority of participants were aged between 30 and 70 years. • There was a mix of male and female participants. • There was a mix of cultural backgrounds of participants. • The majority of the participants were local residents and market shoppers.
Online engagement	<p>In total, 327 people participated online.</p> <ul style="list-style-type: none"> • The age of participants varied from under 18 to over 75 years. The majority of participants were aged between 25 and 54 years. • The majority of participants (215) were female. • The majority of participants (140) place of residence was Preston, followed by Reservoir (79). <p>Full demographic information can be found in Appendi A.</p>
Trader meetings	Four traders attended the trader meetings.
Trader interviews	Eight traders were interviewed.

1.5 Limitations

The following limitations should be considered when reading the engagement findings presented in this report:

- Some of the information in this report is based on participant discussions during engagement activities facilitated by Capire. Whilst Capire is confident that this report accurately reflects the view of participants, these findings do not reflect the views of a statistically representative sample of the community relevant to this project.
- Some information or participant views included in this report may be factually incorrect or unfeasible. Information, views or proposals captured from participants has not been independently validated, however we have faithfully recorded participants' opinions, ideas and feedback.
- Some participants raised concerns that were outside the scope of the discussions and subject site. These points have been noted but may be out of scope for consideration and are offered for completeness.
- The report presents key points of discussion and includes a broad range of feedback expressed by participants. It provides an overview of participant sentiment but does not report on the sentiment of individual participants.

2 Engagement findings

2.1 Feedback on draft recommendations

Across all engagement activities participants were provided the opportunity to give feedback on the draft recommendations under the following themes:

- Built form
- Market building
- Market operations
- Community
- Public realm and open space
- Transport and access.

2.1.1 Built Form

Participants were asked to provide their feedback on three CRG draft recommendations for the Built Form of the site. The Built Form refers to the types of buildings, their heights and how they connect with other buildings, public transport, roads or footpaths within and surrounding the Preston Market site.

The Built Form draft recommendations:

- *To ensure the Preston Market remains the centrepiece of the site.*
- *To allow a variety of building heights within the site.*
- *To better integrate the Preston Railway Station and the Preston Market site.*

These recommendations are discussed in more detail below.

2.1.1.1 DRAFT RECOMMENDATION: TO ENSURE THE PRESTON MARKET REMAINS THE CENTREPIECE OF THE SITE

The common overarching messages from participants were:

- It is crucial the market remain the centrepiece of the site, particularly to retain and develop the sense of community which includes the small traders.
- Ensure that the market remains standalone and retains its current culture and character.

Across the survey responses there was strong support for the recommendation with approximately 93 per cent of online survey participants agreeing or strongly agreeing, as illustrated in Figure 1.

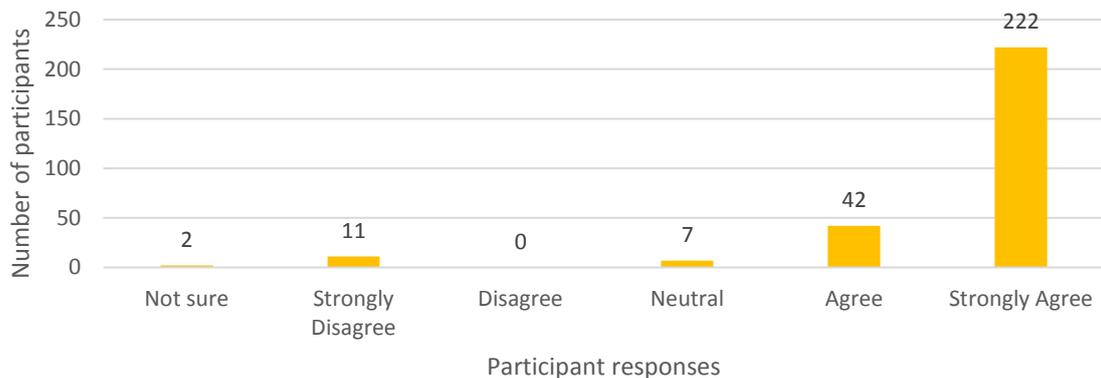


Figure 1: Online survey participant's level of support for the CRG draft recommendation 'to ensure the Preston Market remains the centrepiece of the site', (284 participants)

In total, 65 responses were provided by participants at the face-to-face activities. Approximately 52 per cent of these responses explicitly supported the recommendation and only two per cent of responses strongly disagreed with the recommendation. The other responses were additional suggestions and ideas provided by participants.

The traders who participated in the face-to-face activities strongly supported this recommendation.

“The market needs to be a central aspect to develop a good sense of community” – drop-in session participant.

“The market needs to retain its rustic feel to modernise it would give the place a sterile feel and it will lose its grassroots feel of community” – pop-up participant.

2.1.1.2 DRAFT RECOMMENDATION: TO ALLOW A VARIETY OF BUILDING HEIGHTS WITHIN THE SITE

The common overarching messages from participants were:

- Ensure the design and development of buildings and apartments are high quality.
- Ensure new buildings do not overshadow the market.

Across the survey response the level support and responses for this recommendation varied. Approximately 41 per cent of online survey participants either disagreed or strongly disagreed with the recommendation and approximately 37 per cent either agreed or strongly agreed, as illustrated in Figure 2.

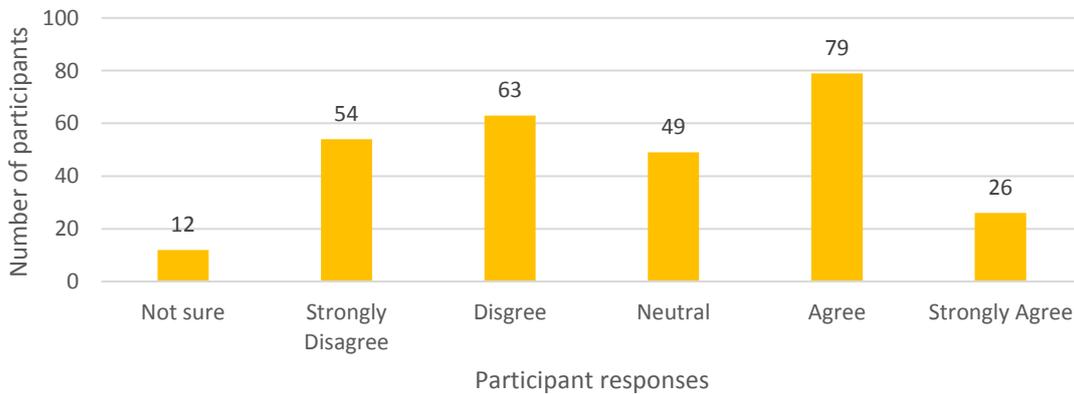


Figure 2: Online survey participant’s level of support for the recommendation ‘to allow a variety of building heights within the site’, (283 participants)

In total, 69 responses were provided by participants at the face-to-face activities. The responses predominately focussed on the height of buildings, development of the site and design.

Approximately 29 per cent of the responses stated that they did not want high rise buildings on the site. Most of these participants did not define what they consider to be high rise, however several stated five stories should be the maximum height. There were also references to three stories and eight stories as being maximum heights for buildings.

Approximately 20 per cent of responses expressed explicit support for a variety of building heights within the site. Several participants believed that a variety of heights would develop diversity and lead to better aesthetics.

The following is a summary of the views of the remaining 51 per cent of responses.

- Ensure the design and development of buildings and apartments are high quality, such as:
 - incorporate sustainable design into future development
 - provide three-bedroom apartments and larger.
- Ensure that the market remains light and is not overshadowed by surrounding buildings.
- The site is an ideal place for housing because of the shops, market and public transport, however it is important to balance land and development to limit congestion.

The market traders who participated in the face-to-face engagement predominately supported the recommendation, however one stated it should not become a ‘concrete jungle’.

“A diverse range of building layers and height leads to better aesthetics plus broader range of uses” – drop-in session participant.

“No high-rise apartments! They close the space and we risk losing the community aspect of this vital area” – pop-up participant.

2.1.1.3 DRAFT RECOMMENDATION: TO BETTER INTEGRATE THE PRESTON RAILWAY STATION AND THE PRESTON MARKET SITE

The common overarching messages from the participants were:

- improve pedestrian access and safety
- provide a seamless pedestrian link between the station and the market, for example, an elevated path or garden linking them.

Survey participants were supportive of the recommendation with approximately 71 per cent of online survey participants either agreeing or strongly agreeing with the recommendation, as illustrated in Figure 3.

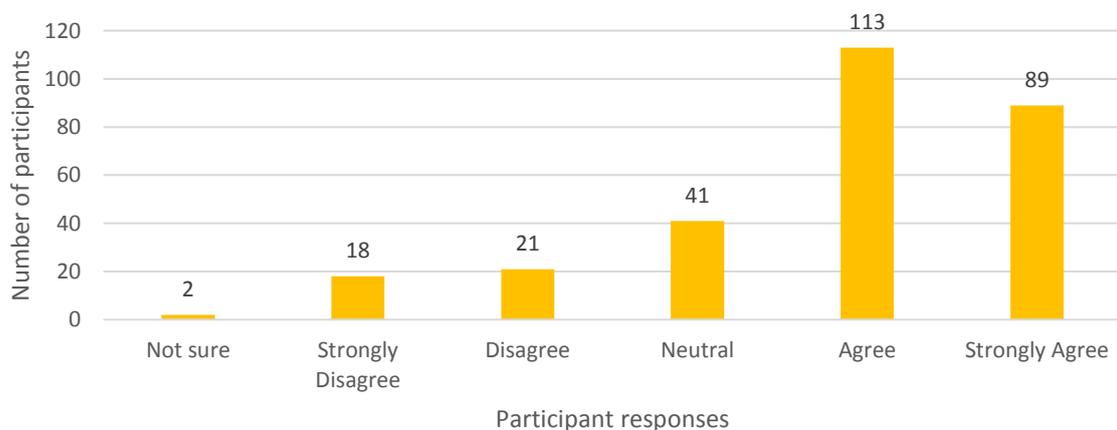


Figure 3: Online survey participant’s level of support for the recommendation ‘to better integrate the Preston Railway Station and the Preston Market site’, (284 participants)

In total, 46 responses were provided by participants at the face-to-face activities. Approximately 65 per cent of the responses illustrated explicit support for the recommendation.

Several participants responded that the market should be left as it is, however most participants felt that pedestrian access to and on the site could be improved. There were also several suggestions from participants to improve way finding signage.

Support for this recommendation was also provided by the traders who participated in engagement activities. They believed it to be very important to connect people to the market.

“Yes, connect people to the market” – trader interviewee.

“Direct access from train into the heart of the market” – pop-up participant.

2.1.2 Market Building

Participants were asked to provide their feedback on the three CRG draft recommendations for the existing market building:

- *To review the location of the Preston Market building within the site to better align with the planning principles proposed by the CRG (i.e. Market as the heart of Preston; Market as a destination; continuation of operation for existing traders).*
- *To keep the Preston Market as a standalone building with good daylight.*
- *To provide a market which has fresh food and community spaces at its core.*

These recommendations are discussed in more detail below.

2.1.2.1 DRAFT RECOMMENDATION: TO REVIEW THE LOCATION OF THE PRESTON MARKET BUILDING WITHIN THE SITE TO BETTER ALIGN WITH THE PLANNING PRINCIPLES PROPOSED BY THE CRG (I.E. MARKET AS THE HEART OF PRESTON; MARKET AS A DESTINATION; CONTINUATION OF OPERATION FOR EXISTING TRADERS).

The common overarching messages from the participants were to:

- Provide the opportunity for a 'front door' for the market
- Provide greater flexibility for future planning on the site
- Ensure traders are supported through this process

Survey respondents clearly supported this recommendation, with approximately 80 per cent of either agreeing or strongly agreeing, as illustrated in Figure 4.

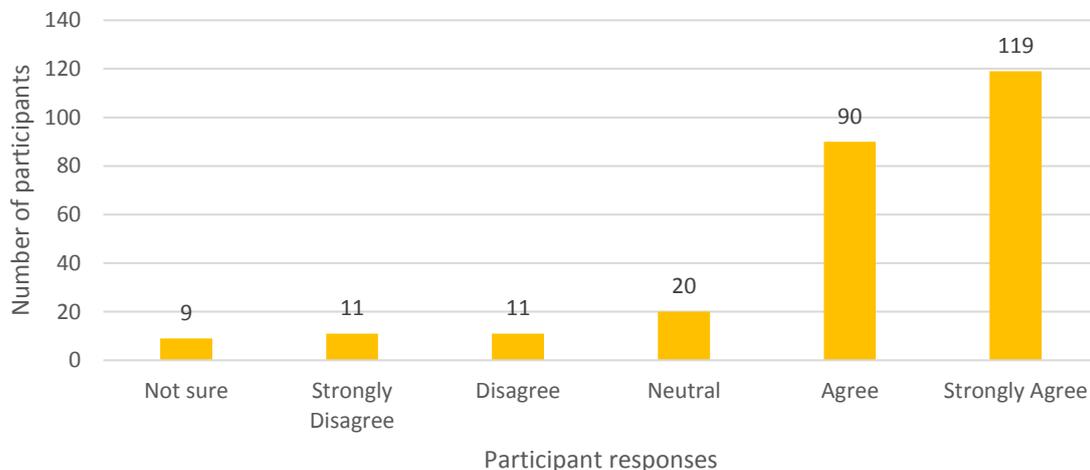


Figure 4: Online survey participant's level of support for the recommendation 'to review the location of the Preston Market building within the site to better align with the planning principles proposed by the CRG', (260 participants)

In total, 47 responses were provided by participants at the face-to-face activities. Approximately 21 per cent of responses demonstrated explicit support for the recommendation and 11 per cent were explicitly against moving the market building. Several participants stated that they liked the market the way it is, however did not state they were against reviewing the location.

Participants who supported the recommendation felt that it would:

- assist and improve the transition, particularly for the traders
- improve accessibility for pedestrians
- provide opportunity for more street frontage.

Many of the responses, 68 per cent, were additional suggestions, ideas and feedback. The common overarching messages were:

- retain the fresh food market and small retail stalls
- retain the existing small traders.

Several of the responses were unrelated to the recommendation, including suggestions:

- for more traders to be open on Sunday
- for more public toilet facilities and baby changing area
- to consider price controls on rent.

The traders who engaged in the face-to-face activities provided mixed responses. Several were unsure how they felt about the recommendation, most were either supportive or unopposed, and one trader explicitly stated that the market should not be moved.

“Currently the market is like an island in a carpark, hard to get to on foot. Better access for pedestrians would be great. More attractive street frontage is needed” – drop-in session participant.

“Change is good especially because the market is old, BUT they have to compensate the traders! They can’t be expected to pay to move” – trader interviewee.

2.1.2.2 DRAFT RECOMMENDATION: TO KEEP THE PRESTON MARKET AS A STANDALONE BUILDING WITH GOOD DAYLIGHT*

The common overarching messages were:

- daylight and fresh air is crucial
- the market should be standalone and retain its open-air feel
- keep the market welcoming and alive with sunlight
- closing up the market would make it feel cramped and like a shopping centre.

Overall, survey participants reported strong support for the recommendation with approximately 87 per cent of online survey participants either agreeing or strongly agreeing with the recommendation, as illustrated in Figure 5.

*The recommendation to keep the market as a standalone building was later reviewed to include mention of a single storey structure. This part of the recommendation was not tested by the broader community.

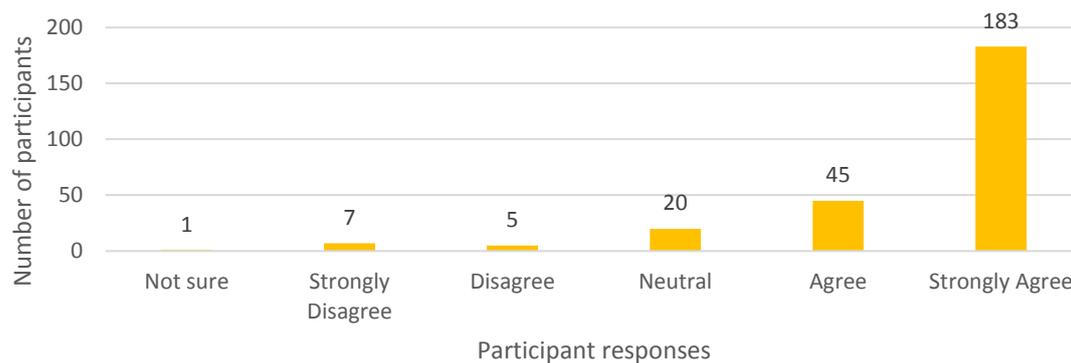


Figure 5: Online survey participant's level of support for the recommendation 'to keep the Preston Market as a standalone building with good daylight', (261 participants)

In total, participants gave 78 responses at the face-to-face activities. Approximately 51 per cent of these responses demonstrated support for the recommendation. The remaining responses were additional suggestions relating to the market building and facilities.

The most common additional response from participants of the face-to-face activities was to make the market building weatherproof. Some participants also felt that the market needs more public toilets. The refurbishing the building and incorporating more greenery, such as trees and gardens, were also suggested by participants.

The trader participants predominately agreed with the recommendation. They felt that open air and natural light is critical to the market.

"Openness and natural light by definition are vital for an open-air market to exist" – drop-in session participant.

2.1.2.3 DRAFT RECOMMENDATION: TO PROVIDE A MARKET WHICH HAS FRESH FOOD AND COMMUNITY SPACES AT ITS CORE

The common overarching messages were:

- it is crucial that fresh food and community spaces are core to the market
- keep the market as a meeting spot for fresh food shopping and gathering
- fresh food that is affordable for the community

Survey participants were asked to provide their overall level of support for the recommendation, 'to provide a market which has fresh food and community spaces at its core'. Similarly, at the face-to-face activities participants were asked what they thought of the recommendation.

Overall, participants strongly supported the recommendation, with approximately 96 per cent of online survey participants either agreeing or strongly agreeing, as illustrated Figure 6.

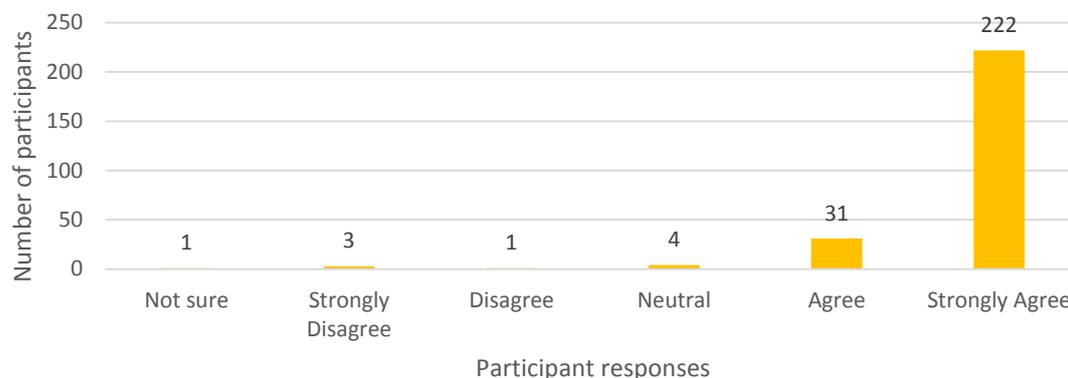


Figure 6: Online survey participant's level of support for the recommendation 'to provide a market which has fresh food and community spaces at its core', n = 262

In total, 67 responses were provided by participants at the face-to-face activities, with approximately 57 per cent of responses expressing explicit support for the recommendation. The remaining comments were suggestions and ideas, some of which could potentially support the realisation of the recommendation.

Participants also provided the following suggestions relating to the recommendation:

- there should not be chain stores at the market
- include a big playground for kids
- engage community through activities and space, such as community gardens, kitchen and meeting rooms
- promote efficient and low waste outputs.

The traders generally supported the recommendation. A few traders felt that retail was equally as important, and another believed there should be more space for kids, entertainment and more food variety.

“Fresh food and community space should remain core to the principles of the market building” – drop-in session participant.

“Agree, no chains and focus on community” – pop-up participant.

2.1.3 Market Operations

Participants were asked to provide their feedback on the three CRG draft recommendations for market operations. Market Operations refers to the diversity of traders and their offerings, as well as the trading hours and after hours use of the market site.

The draft Market Operations recommendations:

- *To provide a market that has a diverse range of stalls and a broad range of food offerings.*
- *To support a broad range of small traders to have fair opportunity to sustain their business before, during and after any development process.*
- *To increase the flexibility of access to the Preston Market site and encourage vibrant, community and cultural uses during and after market hours.*

These recommendations are discussed in more detail below.

2.1.3.1 DRAFT RECOMMENDATION: TO PROVIDE A MARKET THAT HAS A DIVERSE RANGE OF STALLS AND A BROAD RANGE OF FOOD OFFERINGS

The common messages of support from participants were:

- The diversity of stalls and food offering should be retained
- diversity of stalls and food offering is critical to a market.

Overall, survey respondents reported strong support from the recommendation. Approximately 93 per cent of online survey participants either agreeing or strongly agreeing with the recommendation, as illustrated in Figure 7.

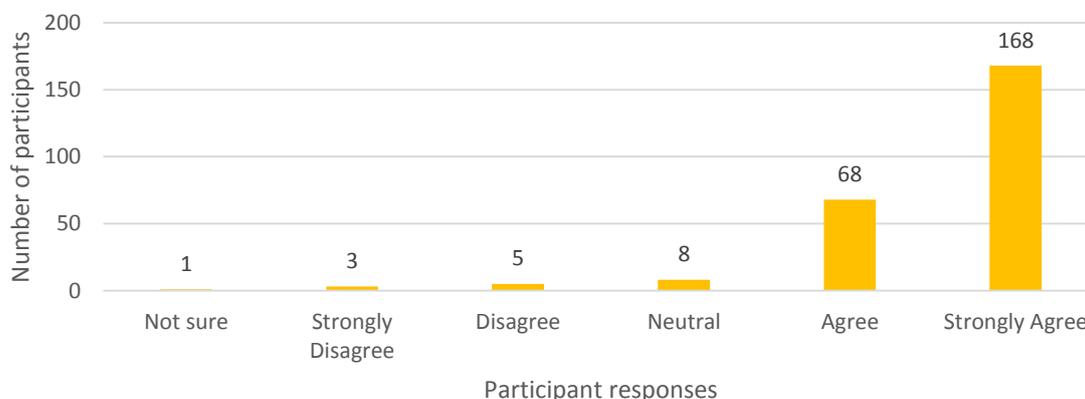


Figure 7: Online survey participant's level of support for the recommendation, 'to provide a market that has a diverse range of stalls and a broad range of food offerings', (253 participants)

In total, 60 responses were provided by participants at the face-to-face activities. Approximately 40 per cent of responses showed explicit support for the recommendation.

The remaining 60 per cent of responses were predominately suggestions and ideas, some of which could contribute to the realisation of this recommendation. Some participants felt that:

- there should be more diversity of specialty shops, such as organic stores or free-range meat offerings
- it is important that stores continue to be affordable for everyone

- small-scale traders should be supported and be retained.

Several participants felt that there should be a fresh food focus, while others thought the focus should not just be on food stores.

Overall, the traders who participated in the activities strongly supported the recommendation.

“Market for centuries have been place with a broad range of food offerings that reflect the diversity of the community. This should continue with Preston” – drop-in session participant.

“Keep shops and offering” – pop-up participant

2.1.3.2 DRAFT RECOMMENDATION: TO SUPPORT A BROAD RANGE OF SMALL TRADERS TO HAVE FAIR OPPORTUNITY TO SUSTAIN THEIR BUSINESS BEFORE, DURING AND AFTER ANY DEVELOPMENT PROCESS

The common messages of support were:

- support a variety of small scale traders and businesses
- ensure existing small traders are not priced out
- small scale traders are critical to the market community.

Overall, survey respondents reported strong support with approximately 94 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 8.

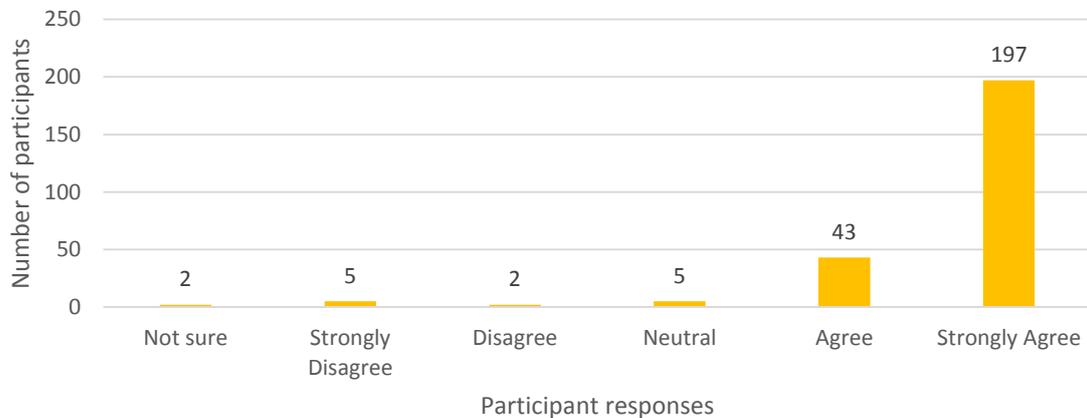


Figure 8: Online survey participant's level of support for the recommendation, ‘to support a broad range of small traders to have fair opportunity to sustain their business before, during and after any development process’, (254 participants)

Participants from the face-to-face activities also demonstrated support in their responses. In total, 56 responses were provided by participants, with approximately 59 per cent expressing explicit support for the recommendation.

The remaining responses were more general comments about the market stalls and the treatment of businesses. These responses included:

- keeping the fresh food stores
- ensuring stores remain affordable, in rent and price
- sustaining and attracting traders to maintain for diversity
- ‘save the market’ on site.

The traders felt that ongoing communication and consultation was essential. Several highlighted the need for more engagement and one suggested they be compensated for any loss. They agreed that the small scale traders must continue trading as they help to provide the market’s diversity.

“Essential! Everyone is a small trader here so that has to be looked after. It needs to be fair” – trader interviewee.

“Support: small trader, diversity, refuse big stores we have enough” – pop-up participant.

2.1.3.3 DRAFT RECOMMENDATION: TO INCREASE THE FLEXIBILITY OF ACCESS TO THE PRESTON MARKET SITE AND ENCOURAGE VIBRANT, COMMUNITY AND CULTURAL USES DURING AND AFTER MARKET HOURS

The common overarching message of support was using the market site for community activities,

Overall, the recommendation was strongly supported by survey participants, with 91 per cent of survey participants either agreeing or strongly agreeing, as illustrated in Figure 9.

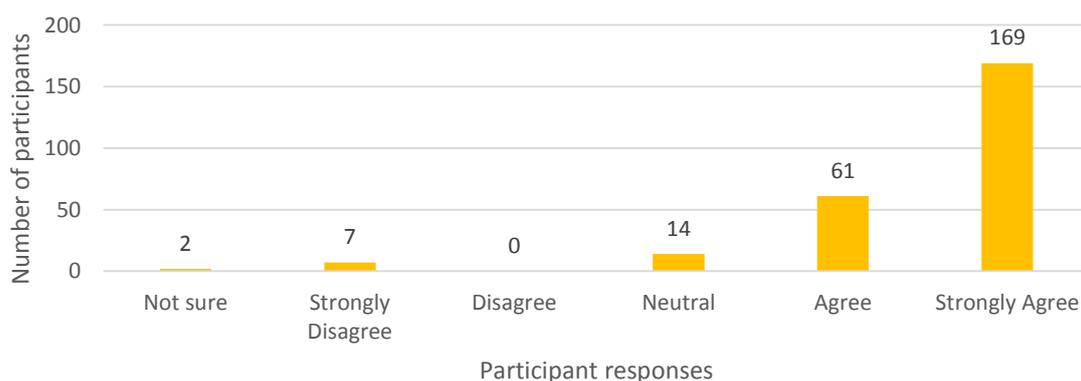


Figure 9: Online survey participant's level of support for the recommendation ‘to increase the flexibility of access to the Preston Market site and encourage vibrant, community and cultural uses during and after market hours’, (253 participants)

In total, 68 responses were provided by participants, with approximately 34 per cent illustrating explicit support for the recommendation.

There was diversity in responses about using the market site outside of its current hours. Some participants thought that the hours and days should not be changed, while others would like the Friday night market to be reinstated and for all traders to be open on Sunday.

Many participants also took the opportunity to state that they would like the market to be plastic free.

The traders predominately agreed with the recommendation, with one participant suggesting it was already happening with the culturally themed days.

“Early evening, food, shopping, music - family friendly nights out, on Friday or Saturday night” – pop-up participant

“Utilization of market site after hours” – pop-up participant.

2.1.4 Community

Participants were asked to provide their feedback on the following draft recommendations for community. Community refers to the types of housing, community facilities and services, as well as the feelings experienced when visiting the Preston Market site.

The draft Community recommendations are:

- *To provide affordable housing on the site.*
- *To activate the Preston Market site by providing community facilities and public spaces that are flexible and can be used by all members of the community.*
- *To create a strong sense of community through support of social enterprise and not-for-profit organisations.*

These recommendations are discussed on more detail below.

2.1.4.1 DRAFT RECOMMENDATION: TO PROVIDE AFFORDABLE HOUSING ON THE SITE

The common overarching messages were:

- housing on site should provide affordable houses for the community.
- there should be a mix of apartment sizes, not all one bedroom
- consideration of whether this is the most appropriate site for affordable housing within Preston
- there is some uncertainty about how 'affordability' would be achieved.

The level of support from participants for the recommendation 'to provide affordable housing on the site' was varied. Approximately 45 per cent of survey participants either disagree or strongly disagree and 36 per cent either agree or strongly agree, as illustrated in Figure 10.

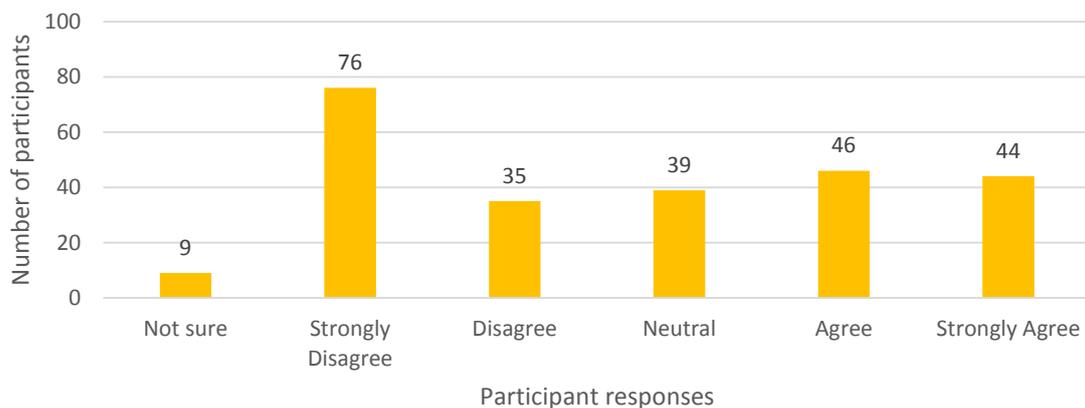


Figure 10: Online survey participant's level of support for the recommendation, 'to provide affordable housing', n = 249

The participants of the face-to-face activities showed more support for this recommendation in their 54 responses, with approximately 59 per cent expressing clear support and only nine per cent showing opposition.

The traders predominately supported the recommendation, with one trader stating that appropriate car parking must be provided.

“Housing needs to be mixed - appropriate for all socio-economic groups” – pop-up participant.

“A per cent of apartments should be made available to low cost housing tenants” – pop-up participant.

2.1.4.2 DRAFT RECOMMENDATION: TO ACTIVATE THE PRESTON MARKET SITE BY PROVIDING COMMUNITY FACILITIES AND PUBLIC SPACES THAT ARE FLEXIBLE AND CAN BE USED BY ALL MEMBERS OF THE COMMUNITY

The common overarching messages of support were:

- provide facilities and activities for all ages and abilities, and ensure they are affordable for everyone
- ensure the market and site is welcoming to all

Overall, there was strong support for the recommendation with approximately 80 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 11.

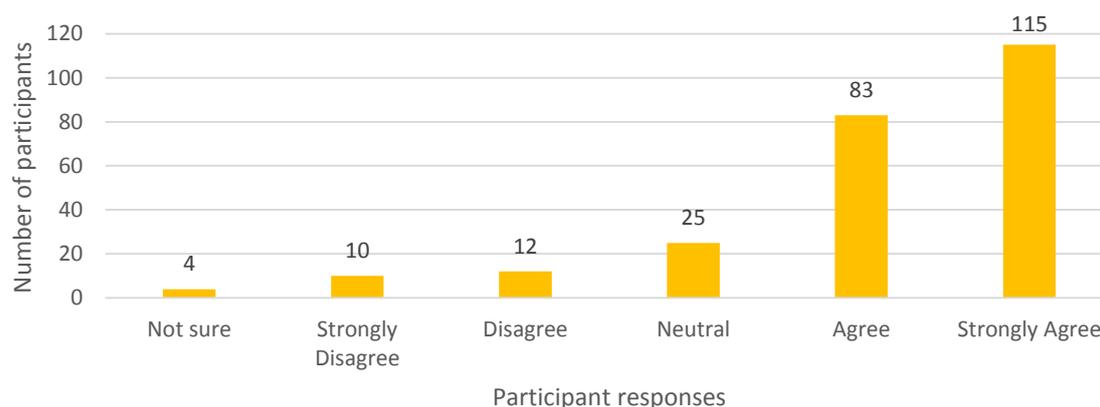


Figure 11: Online survey participant's level of support for the recommendation, 'to activate the Preston Market site by providing community facilities and public spaces that are flexible and can be used by all members of the community', (249 participants)

The participants at the face-to-face activities expressed strong support for the recommendation, with approximately 76 per cent of the 38 responses showing explicit support.

Other common responses provided by participants included:

- ensure the market remains a good and cultural meeting place
- potential to include more green and open spaces, such as a community garden.

All trader participants in the face-to-face activities agreed with this recommendation.

“Love this one; take into account all ages and access abilities” – pop-up participant.

“Inclusion of public spaces that aren't privatized” – pop-up participant.

2.1.4.3 DRAFT RECOMMENDATION: TO CREATE A STRONG SENSE OF COMMUNITY THROUGH SUPPORT OF SOCIAL ENTERPRISE AND NOT-FOR-PROFIT ORGANISATIONS

Participants made the following suggestions to support this recommendation:

- create a social enterprise hub or cluster that drives innovation leading to new businesses and providing training
- establish a governance body that involves stakeholders, including traders, for ongoing collaboration and management
- establish programs such as a food waste program and composter initiatives.

Overall, there was clear support for the recommendation with approximately 77 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 12.

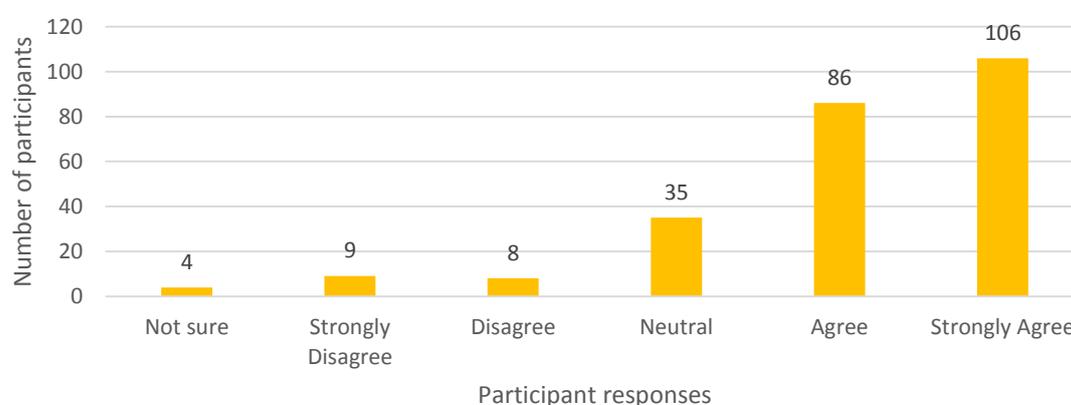


Figure 12: Online survey participant's level of support for the recommendation, 'to create a strong sense of community through support of social enterprise and not-for-profit organisations', n = 248

In total, 42 responses were provided by participants at the face to face activities. Approximately 62 per cent showed their explicit support for the recommendation. There was a general sense of excitement regarding this recommendation with many participants providing suggestions and ideas as to how the recommendation could be implemented.

Other comments received were generally not directly related to this recommendation and have been reflected under their relevant theme.

The trader participants also provided support for this recommendation.

“Social enterprise and non-for-profit organisations will help to keep the Preston Market a unique landmark within Melbourne” – drop-in session participant

“Extremely important of sites used for local migrants, youth, long term....” – pop-up participant.

2.1.5 Public realm and open space

Participants were asked to provide their feedback on the following draft recommendations for public realm and open space. Public realm and open space refers to the outside areas of the Preston Market site that are in between buildings. This could include plazas, seating, landscaped areas and outdoor activities.

The draft public realm and open space recommendations are:

- *To provide a market building that is visible but retains a sense of intrigue through good design.*
- *To create a network of adaptable and diverse community spaces for all ages and abilities.*
- *To create a site that is comfortable for all members of the community through access to natural light and protection from harsh climates.*

These recommendations are discussed in more detail below.

2.1.5.1 DRAFT RECOMMENDATION: TO PROVIDE A MARKET BUILDING THAT IS VISIBLE BUT RETAINS A SENSE OF INTRIGUE THROUGH GOOD DESIGN

The common overarching messages from participants were:

- support for a green design with more plants and vegetation
- ensure that there is open space and the market is accessible to all through universal design
- retain the open-air feel and rustic character of the market
- provide more meeting spaces to congregate, eat food and be entertained
- balance visibility and sense of intrigue in design and layout.

Overall, this recommendation was clearly supported with approximately 69 per cent of online survey participants either agreeing or strongly agreeing with the recommendation, as illustrated in Figure 13. This recommendation also received a relatively high number of neutral responses (approximately 21 per cent of survey participants).

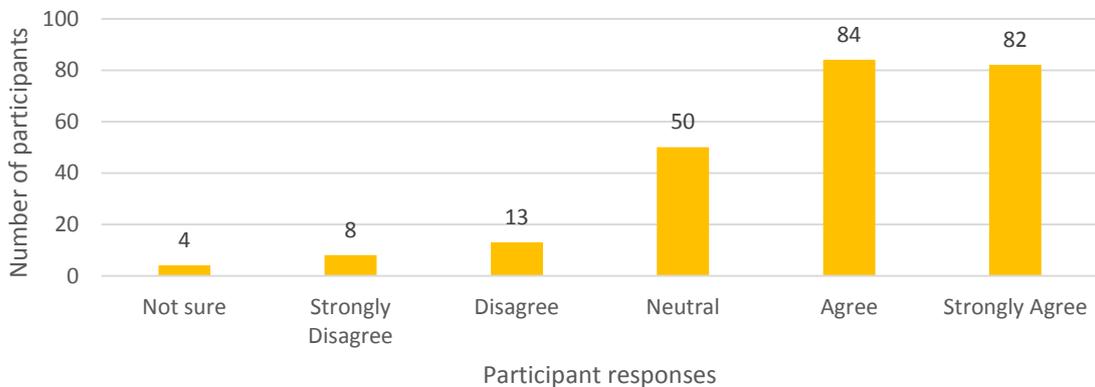


Figure 13: Online survey participant's level of support for the recommendation, 'to provide a market building that is visible but retains a sense of intrigue through good design', n = 241

In total, 37 responses were provided by participants at the face-to-face activities. Approximately 46 per cent of responses expressed explicit support for the recommendation. The remaining responses were suggestions and comments on the use of space and design of the market building and site.

The traders provided their support for this recommendation in the trader meetings and interviews.

“Love this! A place to explore” – pop-up participant.

“Interesting architecture landscape design” – pop-up participant

2.1.5.2 DRAFT RECOMMENDATION: TO CREATE A NETWORK OF ADAPTABLE AND DIVERSE COMMUNITY SPACES FOR ALL AGES AND ABILITIES

The common messages from participants included:

- provide more spaces for activities that are inclusive of all ages and abilities
- use this opportunity to facilitate social inclusion and participation in the community
- provide spaces that are child friendly
- consider different cultural uses of space.

Overall, there was clear support for this recommendation with approximately 81 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 14.

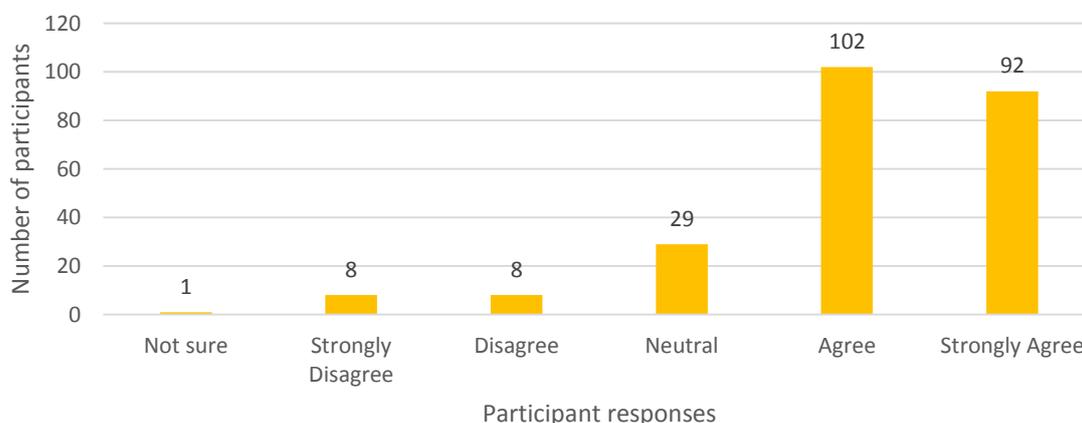


Figure 14: Online survey participant's level of support for the recommendation, 'to create a network of adaptable and diverse community spaces for all ages and abilities', (240 participants)

In total, 31 responses were provided by participants at the face-to-face activities, with approximately 84 per cent of responses showing clear support for the recommendation.

The remaining responses were suggestions for new spaces, such as a swimming pool and tennis court. Longer opening hours for the market was also suggested.

The traders who participated in the meetings and interviews also agreed or strongly agreed with the recommendation.

“Areas for learning and knowledge exchange for all ages/needs” – pop-up participant.

“Important the design of the market building encourages attractive public realm space for people to meet and feel part of a community” – drop-in session participant.

2.1.5.3 DRAFT RECOMMENDATION: TO CREATE A SITE THAT IS COMFORTABLE FOR ALL MEMBERS OF THE COMMUNITY THROUGH ACCESS TO NATURAL LIGHT AND PROTECTION FROM HARSH CLIMATES

Participants expressed that they would like:

- natural light in the market space
- protection from wind and rain
- a semi-open design with good air-flow and light.

Overall, the recommendation was strongly supported by participants. Approximately 89 per cent of survey participants either agreed or strongly agreed with the recommendation as illustrated in Figure 15.

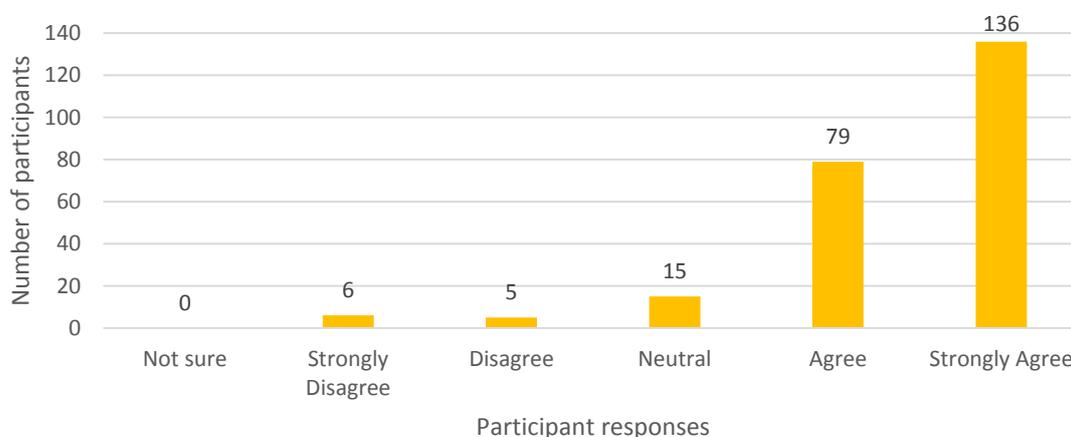


Figure 15: Online survey participant's level of support for the recommendation, 'to create a site that is comfortable for all members of the community through access to natural light and protection from harsh climates', n = 241

In total, 40 responses were provided by participants at the face-to-face activities. Approximately 73 per cent of responses displayed explicit support for the recommendation.

Several participants expressed that it was important for the market to be comfortable and accessible all year round. Some participants also recommended that it incorporates sustainable design.

Other comments were made about making the market environmentally friendly and keeping its identity.

The traders strongly supported this recommendation, several stating that they deserve air-conditioning and incorporation of a wind block, with one participant noting that the fruit and vegetable area is a wind tunnel.

“Agree but a wind block or aircon etc - a good mix needed between feeling outdoors whilst being protected from the weather” – trader interviewee.

“Crucial for all members of the community to have a comfortable environment in while to shop throughout the year” – drop-in session participant.

2.1.6 Transport and access

Participants were asked to provide their feedback on the following draft recommendations for transport and access. Transport and access refers to the paths that connect different buildings or areas within the market site, the public transport and vehicle access to the Preston Market Site and the loading areas for traders.

The draft transport and access recommendations were to:

- create safe and accessible connections to, through and beyond the site.
- increase walking and cycling connections to the site.
- provide underground loading and servicing to the Market and future residences.

These recommendations are discussed in more detail below.

2.1.6.1 DRAFT RECOMMENDATION: TO CREATE SAFE AND ACCESSIBLE CONNECTIONS TO, THROUGH AND BEYOND THE SITE

The following are the common messages of support and suggestions:

- provide more accessible walking paths into the market, ensuring car parks are planned for pedestrians as well as cars
- improve public transport connection to the site, particularly buses and increase the number of trains in peak hour
- ensure there is a correct balance for different access requirements
- provide free short-term parking for market users and spaces for parking with prams
- consider the removal of the level crossing to improve all modes of access.

Overall, there was strong support for the recommendation with approximately 92 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 16.

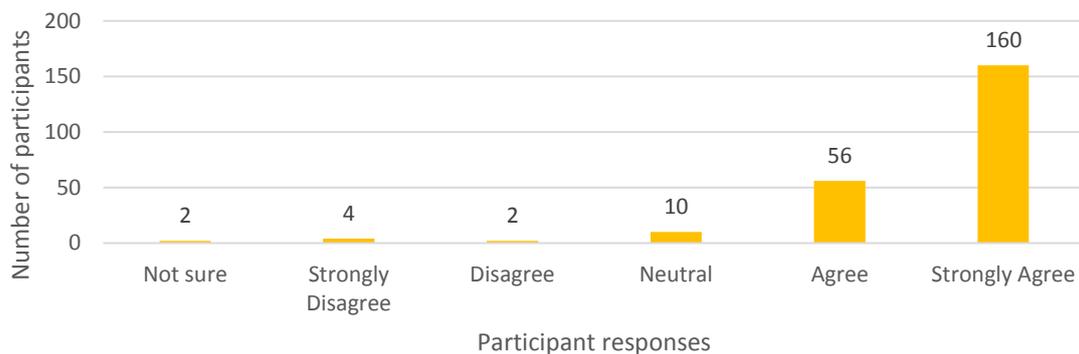


Figure 16: Online survey participant's level of support for the recommendation, 'to create safe and accessible connections to, through and beyond the site', n = 234

In total, 60 responses were provided by participants at the face-to-face activities. Approximately 75 per cent of the responses demonstrated support for the recommendation, most of which were providing clear ideas of how this recommendation could be realised.

Other more general question were raised surrounding the amount of car parking and possibility of additional public transport services to the site.

“More accessible walking paths into the market” – pop-up participant.

“Current layout creates chaos with motorists and pedestrians. Designated area free from cars are needed to make safe for free movement for people” – drop-in session participant.

2.1.6.2 DRAFT RECOMMENDATION: TO INCREASE WALKING AND CYCLING CONNECTIONS TO THE SITE

Common messages of support and ideas included:

- improve and increase bicycle parking that is safe and close to the market
- support walking and cycling connections to the site by providing safer access to encourage alternatives to cars
- genuinely separate pedestrian access from cars.

Overall, there was strong support for the recommendation with approximately 86 per cent of survey participants either agreeing or strongly agreeing with this recommendation, as illustrated in Figure 17.

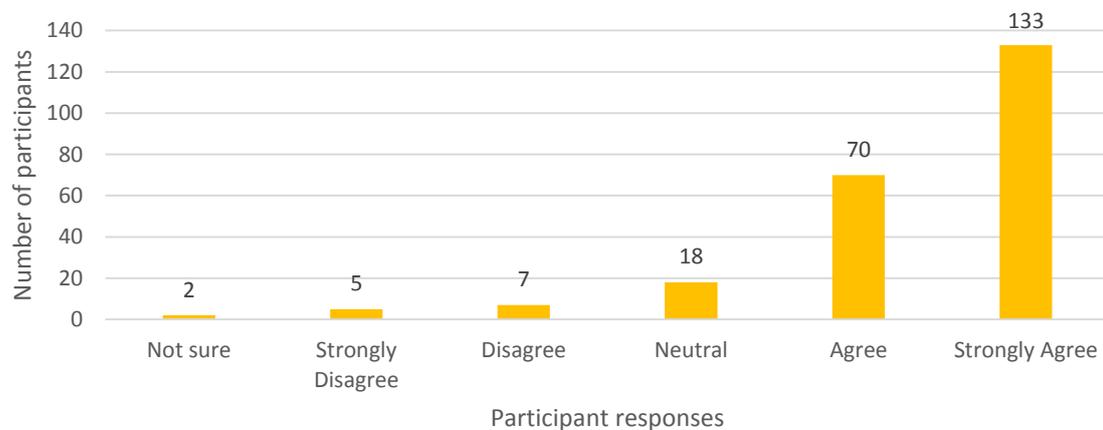


Figure 17: Online survey participant's level of support for the recommendation, 'to increase walking and cycling connections to the site', n = 235

In total, 51 responses were provided by participants at the face-to-face activities. Approximately 61 per cent of responses expressed support for the recommendation, many of these were explicit ideas of how this recommendation could be realised.

The remaining responses were more general comments regarding transport and did not show clear support or opposition for the recommendation. The common overarching messages were:

- improve car parking
- provide connection to the football field
- public transport connections are also important.

The traders predominately agreed with the recommendation. They also emphasised the importance of car parking.

“Yes, safer routes for pedestrians and cyclists into the market” – pop-up participant.

“Better bicycle parking; more of it, better quality, different types of bikes” – pop-up participant.

2.1.6.3 DRAFT RECOMMENDATION: TO PROVIDE UNDERGROUND LOADING AND SERVICING TO THE MARKET AND FUTURE RESIDENCES

The common overarching messages of support were:

- underground loading as a worthwhile investment
- more effective utilisation of space.

The level of support for the recommendation was varied with approximately 64 per cent of survey participants agreeing or strongly agreeing with the recommendation and approximately 20 per cent providing a neutral response, as illustrated in Figure 18.

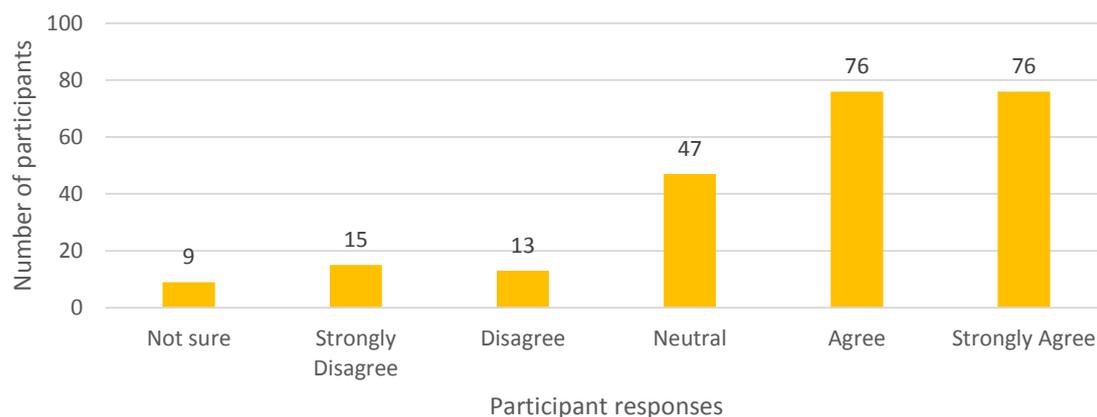


Figure 18: Online survey participant's level of support for the recommendation, 'to provide underground loading and servicing to the Market and future residences', (236 participants)

In total, 50 responses were provided by participants at the face-to-face activities. Approximately 40 per cent of responses illustrated clear support, two per cent expressed clear opposition and the remaining were neutral responses.

The overarching messages from the neutral responses included:

- parking levels and free parking should be maintained
- parking for market stall holders is essential
- consideration of loading bay options is important
- ensure the unique atmosphere and character of the market is retained.

The trader participants in the face-to-face activities agreed with this recommendation. Several also felt that underground rubbish and waste areas should be considered and that providing safe and secure loading bays was essential.

“Secure - to provide secure underground loading and servicing” – trader interviewee

“Worthwhile investment to sustain business, improve safety and enable other use of ground level space.” – drop-in session participant

2.2 Priority CRG principles

One of the roles of the CRG was to provide feedback on a series of planning and design elements relating to public places and spaces, built form, access and movement and retail mix. Capire and the VPA reviewed this feedback to create a set of draft principles. The broader community was then asked to test these principles by voting on their preferred CRG principle within each of the six themes. Participants were encouraged to choose one principle for each theme, however some participants chose multiple. The activity aimed to understand what the broader community believe to be the priority principles and to test whether this aligned with the CRG. When completing the activity, many participants found it difficult to choose their preferred principle as they felt all principles were important.

2.2.1 Built Form

The CRG principles for Built Form are:

- **Ecologically Sustainable Design (ESD)** – New buildings are to incorporate high standard of Ecologically Sustainable Design, reducing its potential carbon footprint and potential impacts on resources (i.e. water and waste management)
- **Strengthen integration of the market with the train station** – Buildings should avoid alienating the station and support stronger pedestrian connections between the market and the station.
- **Heights and densities vary to complement the market** – Heights and densities across the site are varied, ensuring that they complement and support the market and public realm.

As illustrated in Figure 19, participants of the drop-in sessions prioritised ‘ESD’ and ‘strengthening integration of the market with the train station’.

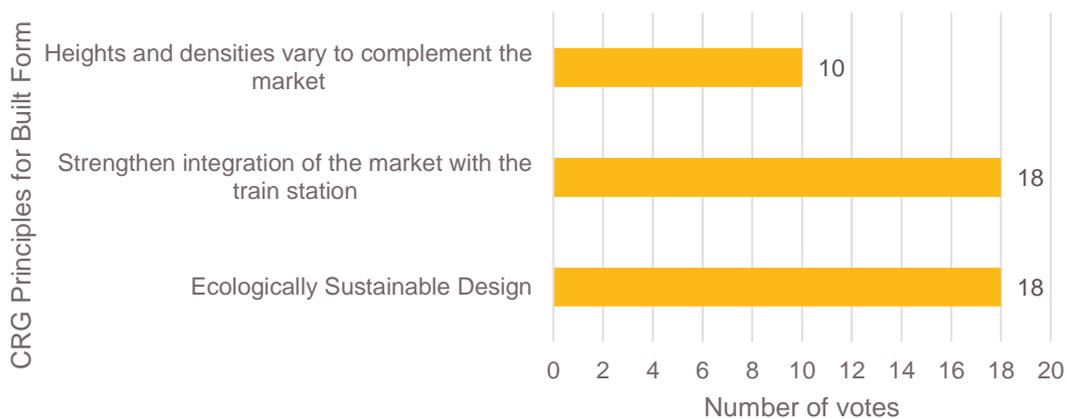


Figure 19: Drop-in session participant’s preference of principles for Built Form

2.2.2 Market Buildings

The CRG principles for Market Building are:

- **Light-weight structure with high roof** – Design and construction of the market supports the provision of a building(s) consisting of light-weight structures with a high roof.
- **Heart of Preston** – Location, design and/or layout of the market building improves and celebrates the market’s role as the ‘heart’ of Preston and a destination that people want to visit.
- **Functional market** – Design and layout of the market supports a functional market, dealing with matters that support the supply and sale of goods and produce.
- **Multi-use Structure** – Buildings are structurally capable of providing other non-residential uses above and below the market.

Participants preferred the “heart of Preston” principle under the Market Building theme, as illustrated in Figure 20.

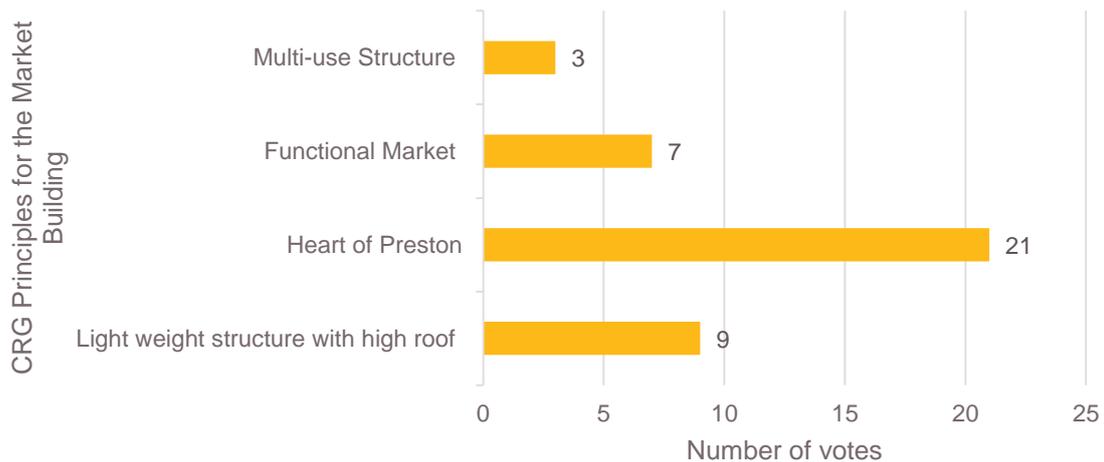


Figure 20: Drop-in session participant’s preference of principles for the Market Building

2.2.3 Market Operations

The CRG principles for Market Operations are:

- **Places to eat out and have a drink** – Complementary uses within and adjacent to the market provide spaces and places for people to enjoy a meal and conversations with friends.
- **Ongoing operation of existing traders** – Design and layout of site and market building maximises possible staging opportunities, allowing existing traders to operate during and after development.
- **Small scale traders, not franchise businesses, and diverse stalls** – The viability and opportunities for small scale traders is supported through appropriate land use and design mechanisms.

“Small scale traders, not franchise businesses, and diverse stalls” was the preferred principle for Market Operations, as illustrated in Figure 21. This principle received significantly more votes than the other principles.

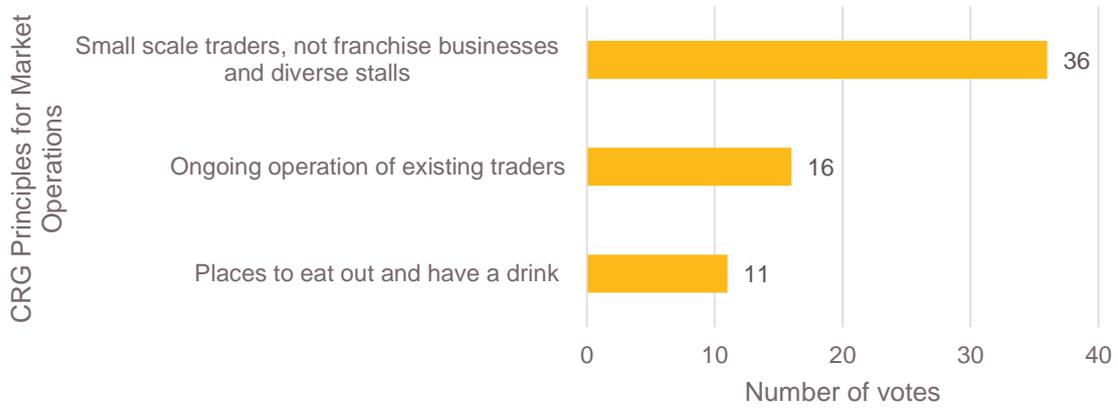


Figure 21: Drop-in session participant’s preference of principles for Market Operations

2.2.4 Community

The CRG principles for Community are:

- **Housing for all** – Diversity of housing choices are provided to cater for the future population needs of Darebin, including affordable housing.
- **Community facilities** – Community facilities are provided to support not-for-profit community activities and spaces for community groups to utilise.
- **Civic facilities** – Land uses support the provision of services that people of varying backgrounds, abilities and cultures regularly utilise.

As illustrated in Figure 22, participants felt that providing “community facilities” was the most important principle.

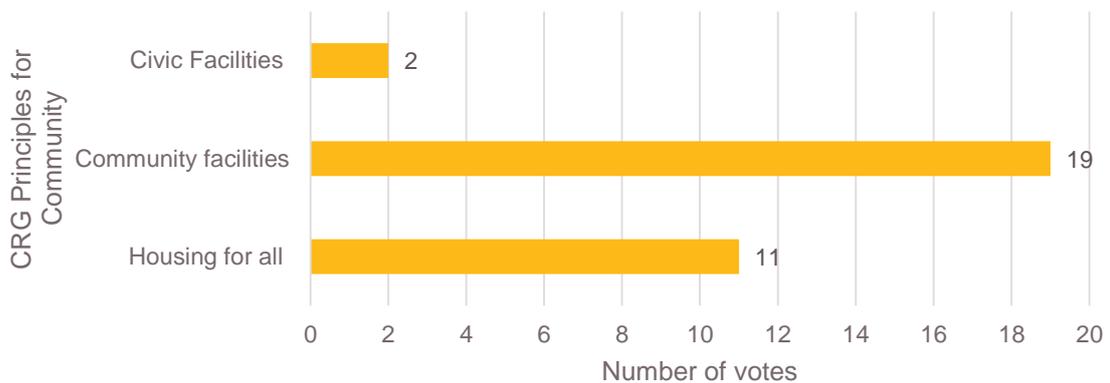


Figure 22: Drop-in session participant’s preference of principles for Community

2.2.5 Public Realm and Open Space

The CRG principles for Public Realm and Open Space are:

- **Welcoming and inclusive** – Public spaces and the built form adjacent to public spaces support a safe, comfortable and welcoming environment for all people to access and utilise.
- **Adaptable spaces** – New buildings and spaces are to be designed and built in a way that accommodates multiple and shared uses and/or is adaptable to changing future needs.
- **Ecologically sustainable** – Green spaces and onsite water drainage opportunities are supported through elements within public spaces

The “Welcoming and inclusive” principle received the most votes for public spaces and built form. This was closely followed by the “ecologically sustainable” principle.

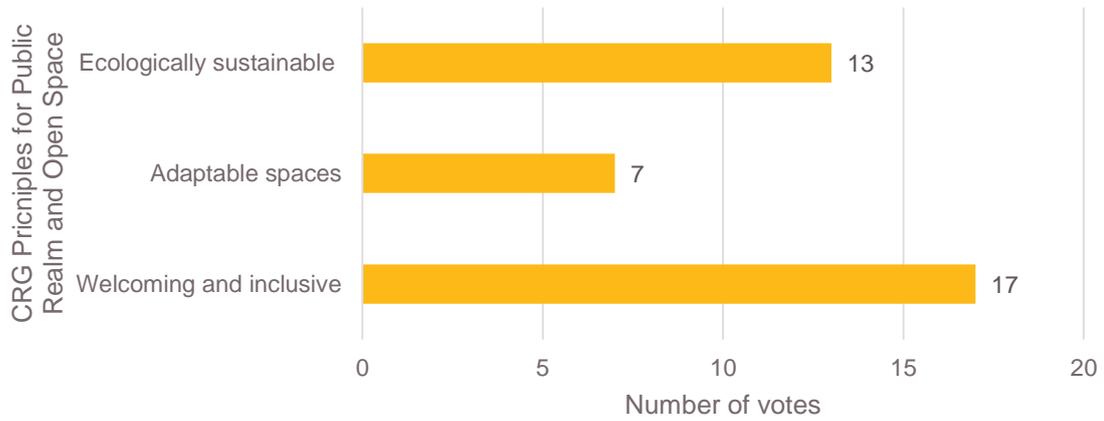


Figure 23: Drop-in session participant’s preference of principles for Public Realm and Open Space

2.2.6 Transport and Access

The CRG principles for Transport and Access are:

- **More after hours uses so more people are around the area to create a safer place** – Land uses and connections support the provision of uses that are capable of operating outside of market operating hours.
- **Improving loading zone and overflow** – Car parking and loading requirements support the ongoing operation of the market during and after development of the site, minimising conflicts with pedestrians and cyclists.
- **Encourage other forms of transport whilst supporting vehicles** – Connections and facilities are provided that support changes in travel habits, supporting pedestrian, public transport users and cyclists.
- **Improved access and movement to and within the site** – Connections and built form supports clear lines of site to the market from Murray Road, Cramer Street, Preston Station, High Street and within the site

‘Improved access and movement to and within the site’ was the preferred principle of the drop-in session participants, this was closely followed by ‘encourage other forms of transport whilst supporting vehicles’, as illustrated in Figure 24.

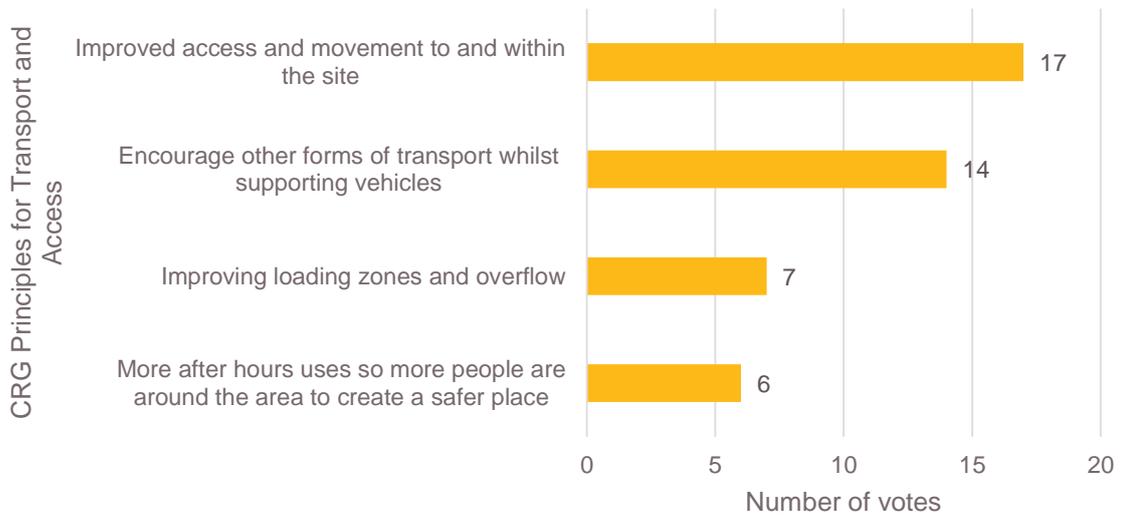


Figure 24: Drop-in session participant’s preference of principles for Transport and Access

2.3 Public spaces

Participants of the online and face to face engagement activities were asked:

- What would you like to do or experience in the public spaces?
- Is there anything you can't do in the area now that you think would be valuable to include?
- How should the public open spaces look and function?

In total, 222 responses were provided by participants. From this feedback 7 key themes were identified. These themes are explored below.

2.3.1 Look and feel

Approximately 56 responses addressed how participants would like the site to look and feel. The most common suggestions were for:

- the market to maintain it's open and airy feel
- more trees and green open areas on the site
- the market to look and feel welcoming.

Several participants wanted to maintain the current rough and rustic character of the market, while a few felt that the market could be cleaner and more modern.

2.3.2 Meeting spaces and amenities

Many participants wanted the site to provide meeting spaces and community amenity. This was discussed in approximately 45 responses. Other suggestions included:

- places for events and coming together with the community
- seating and eating areas that are comfortable, functional, heated, protected from the weather and clean and safe.

2.3.3 The arts and education

When seeking feedback on public spaces, 42 responses relating to arts and education were received. These included:

- the continuation of live music performances
- local artist displays and provision of art spaces
- art and cultural events and festivals
- education workshops, such as cooking, gardening and sustainability classes.

Several references were also made to having these events and activities at night.

2.3.4 Food

The importance of the function of the market as a place where people can buy food was described in 29 responses. Participants would like to be able to continue to enjoy buying and eating food at the market. Many participants felt that in the future they should be able to continue to:

- buy fresh fruit, vegetables and meat
- access affordable food
- sit and eat in cafes and general eating areas, both indoor and outdoor.

2.3.5 Connections

Participants want connections to and through the site to be improved and increased. This was evident in 27 responses. The most common responses relating to connections were:

- improve the car parking and loading areas, particularly for better pedestrian access
- improve cycling and pedestrian accessibility
- consider underground car parking.

2.3.6 Spaces for kids

The inclusion of a children's area, playground or kid's activity spaces was referred to in 18 responses.

2.3.7 Community

Providing spaces and activities for the diverse community was referenced in 13 responses. This included wanting more community involvement, more spaces for disadvantaged and celebration of cultural diversity.

2.4 Activities

Participants of online and face to face engagement activities were asked what kinds of activities, services, facilities or events they would like to see included on the Preston Market site. In total, this question generated 241 responses from participants.

From this feedback 10 key themes were identified. These themes are explored below.

2.4.1 Food related activities

For several participants keeping the fresh food and dining experience at the core of the site was critical. Some participants also suggested food related activities such as:

- cooking classes and demonstrations
- food tastings and tours
- education around fresh food.

Providing more cafes and eating spaces, as well as opportunities for food trucks on site were also suggested by some participants. This theme received the most responses.

2.4.2 Market events and activities

The overarching message for this theme was to keep a market as the core function on the site. Some participants suggested they would like more market related events and activities. Other comments and suggestions included:

- night markets (e.g. Friday night market)
- second hand markets

2.4.3 Creative activities

Participants suggested they would like more music and arts performances and activities. Common suggestions included:

- live music performances and buskers
- more music participation, such as public instruments
- more space for artists and bands.

Activities involving in music and arts were mentioned in 32 responses.

2.4.4 Activities for kids

Play was referenced in approximately 27 responses, many of which were related to kids play and play spaces. Common suggestions and ideas included:

- kid's playground
- water or splash park
- more kid's activities.

2.4.5 Festivals and events

Several participants would like to see the site host events and festivals. Responses referred to:

- culturally diverse events, festivals and celebrations
- community events.

2.4.6 Open green spaces

More open green spaces where people can sit and spend time was referenced in 15 responses. Several participants felt that there should be more green areas and trees on the site.

2.4.7 Sports and exercise

Several participants, evident in nine responses, suggested sports and exercise activities such as tennis, soccer and exercise stations and spaces.

2.4.8 Other comments

Some responses received were non-specific and touched on topics such as keeping activities accessible to all ages, cultures and abilities. Other people reiterated the importance of providing amenities such as seating, tables, parking and public toilet access to support these activities. Activities that encourage socialising and gathering should be considered in the planning for the Preston Market site.

2.5 The overall identity of the area

The final question of the online survey was regarding what participants would like the overall identity of the area to be after the site is developed. Participants were asked in one or two words to describe how they would like the area to make them feel. In total, 163 participants provided a response to this question. The overarching messages were to feel:

- **connected** to their community - for the area to be an **inclusive** and **welcoming** environment for the whole community
- that they are in a **market**, that feels open, traditional and authentic, where they can buy fresh produce
- **safe**
- **comfortable**, feeling relaxed and at home
- **happy** and are in a vibrant space
- **proud**.

3 Key findings

3.1 Key messages

The overall key messages from the phase two engagement were:

- The Preston Market is highly valued by the community and should be retained.
- The community would like to preserve the essence of the market, particularly the market community, the fresh food, diversity of stalls and small traders. Most of the community support shifting the market location within the site if it retains its essence.
- The market should retain its open and airy feel, with potential to incorporate more open spaces and meeting spaces on the site.
- Fresh food should remain a core focus of the Preston Market site, while encouraging other uses such as market events, activities, arts and live music performances.
- The participants value the market as an inclusive and welcoming place where they can connect to their community.

3.2 Key findings on the draft recommendations

Overall the phase two engagement participants supported the CRG draft recommendations for the Preston Market site.

The following draft recommendations received strong (predominantly positive and neutral comments) support:

Built Form: to ensure the Preston Market remains the centrepiece of the site.

Market Building: to provide a market which has fresh food and community spaces at its core.

Market Operations:

- To provide a market that has a diverse range of stalls and a broad range of food offerings.
- To support a broad range of small traders to have fair opportunity to sustain their business before, during and after any development process.

Transport and access: to create safe and accessible connections to, through and beyond the site.

The following draft recommendations received mixed (positive, neutral and negative comments) support:

Built Form: to allow a variety building heights within the site.

Community: to provide affordable housing on the site

4 Appendices

Appendix A: Online participant demographics

Participants that engaged online were required to answer a number of questions to obtain demographic information. The responses to these questions are illustrated in

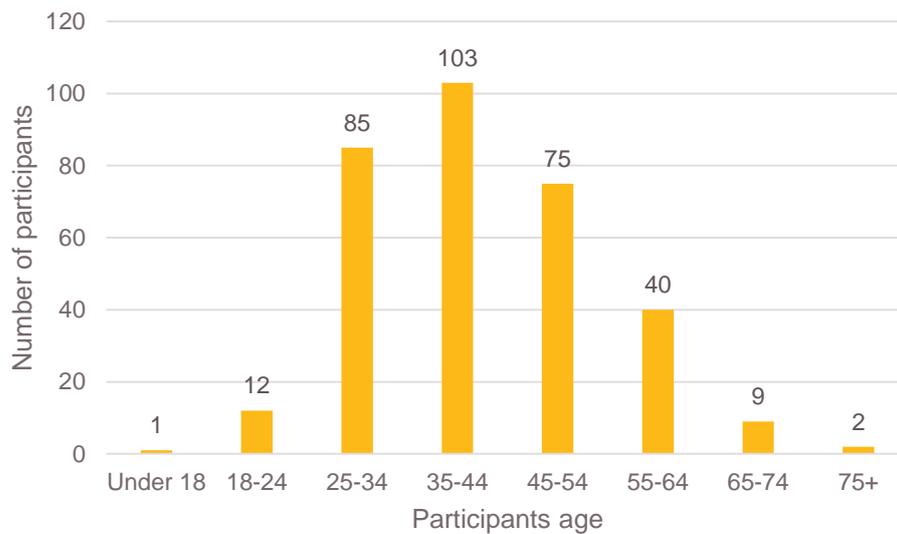


Figure 25: Participants age

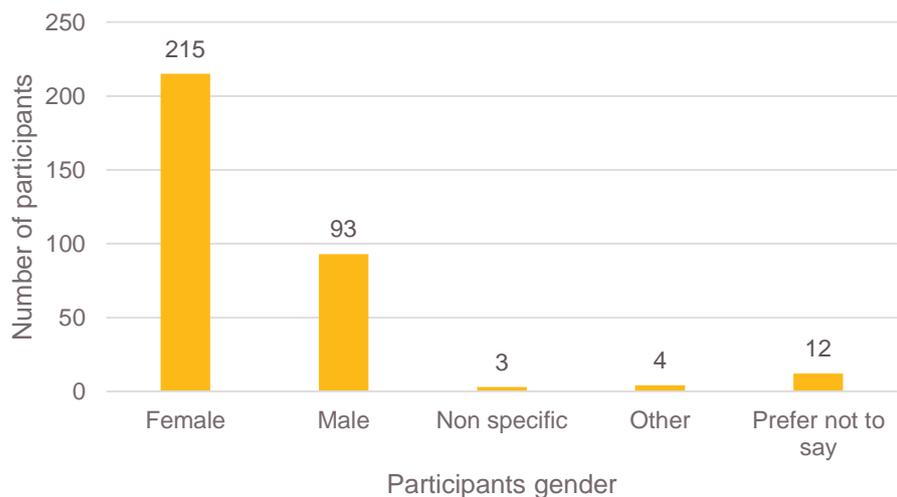


Figure 26: Participants gender

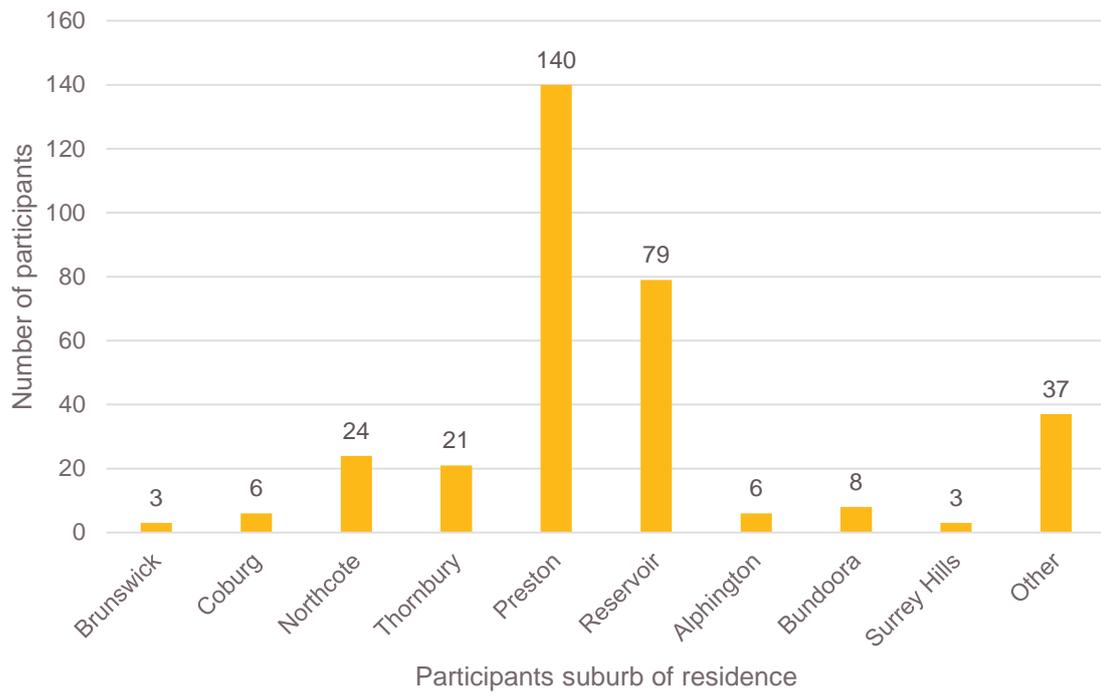


Figure 27: Participants suburb of residence

Appendix B: Online survey

QUESTION	RESPONSE
What is your home postcode?	
Please record your age:	18-24 25-34 35-44 45-54 55-64 65-74 75+
Please provide your gender:	
BUILT FORM	
1. To ensure the Preston market remains the centrepiece of the site.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
2. To allow a variety of building heights within the site.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
3. To better integrate the Preston Railway Station and the Preston Market site.	Not sure Strongly Disagree Disagree Neutral Agree

	Strongly Agree
Please share any ideas or comments you have about these draft recommendations	
MARKET BUILDING	
4. To review the location of the Preston Market building within the site to better align with the planning principles proposed by the CRG	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
5. To keep the Preston Market as a standalone, single story* building with good daylight.	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
6. To provide a market which has fresh food and community spaces as its core.	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
Please share any ideas or comments you have about these draft recommendations	
MARKET OPERATIONS	
7. To provide a market that has a diverse range of stalls and a broad range of food offerings.	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p>

	Strongly Agree
8. To support a broad range of small traders to have fair opportunity to sustain their business before, during and after any development process.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
9. To increase the flexibility of access to the Preston Market site and encourage vibrant, community and cultural uses during and after market hours.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
Please share any ideas or comments you have about these draft recommendations	
COMMUNITY	
10. To provide affordable housing on the site.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
11. To activate the Preston Market site by providing community facilities and public spaces that are flexible and can be used by all members of the community.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
12. To create a strong sense of community through support of social	Not sure Strongly Disagree Disagree

enterprise and not-for-profit organisations.	Neutral Agree Strongly Agree
Please share any ideas or comments you have about these draft recommendations	
PUBLIC REALM AND OPEN SPACE	
13. To provide a market building that is visible but retains a sense of intrigue through good design.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
14. To create a network of adaptable and diverse community spaces for all ages and abilities.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
15. To create a site that is comfortable for all members of the community through access to natural light and protection from harsh climates.	Not sure Strongly Disagree Disagree Neutral Agree Strongly Agree
Please share any ideas or comments you have about these draft recommendations	
TRANSPORT AND ACCESS	
16. To create safe and accessible connections to, through and beyond the site.	Not sure Strongly Disagree Disagree

	<p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
<p>17. To increase walking and cycling connections to the site.</p>	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
<p>18. To provide underground loading, servicing and parking* to the market and future residences.</p>	<p>Not sure</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p>
<p>Please share any ideas or comments you have about these draft recommendations</p>	