

Personal Association

My family have been shopping at Preston market for its entirety (50) years. When I was younger (pre-car days) and we lived in Lalor we would take the train to the market. I still shop at the same stalls my parents have. My children now shop there so we can be called 3rd generation Preston Market shoppers. My extended family also continue to shop at the market.

Since inception it has been a place where you can shop for fresh food (green grocers, fish, meat, fruit, vegetables, delicatessens) and takeaway food. More recently the Pam Lane section with café type seating and prepared food stalls has been great for attracting a diverse crowd (very young to mature aged). People are going there to shop and have a catch up with friends and family.

The market is not underutilised; try going there on a Saturday unable to get a parking spot. Parking should not be reduced in number or made less accessible. The pram parking spots and disabled parking spots have made the market more accessible. Preston market is a community asset enjoyed by the Darebin community and elsewhere. We also know several families who come to the market weekly from other municipalities and country Victoria.

Cultural and Heritage Significance

The cultural diversity of the market was captured by the artist Mary Hammond in her Preston Market Paintings Series which highlighted the areas large Greek and Italian community. Many stallholders are from immigrant families. New Stall holders are drawn from emerging cultures in the Preston community. It is a meeting place for families, friends and communities.

Council has identified the buildings that are of historical significance and these should be retained, in particular the central intersection which is a meeting place for all in the community.

COVID

If COVID has taught us anything it's that open air parking and open air shopping is a healthier option.

With COVID many businesses have increased their outdoor operations (i.e. greater outdoor seating for cafes/restaurants etc.). The existing market has outdoor areas which the developers want to reduce substantially. The size of the open air areas of the market should not be reduced.

The demand for these congested high rise apartments post COVID is debatable.

With the trend for increased numbers working from home members of our community are shopping locally more than ever and therefore Preston Market should not be diminished.

Supporter of Small Businesses and Employment Opportunities

Many of the stalls are small business owners who are also multigenerational and provide individuals and families with genuine opportunities to run a small business (not franchisees of large multinationals). Small businesses are the largest group of employers in the country and they need to be supported. The stalls also provide an opportunity for young people and those from a culturally diverse background to gain their first employment.

These businesses are employers of many staff. Any reduction in the size or scope of existing market stalls would reduce employment opportunities for those in the community.

Fresh Food Alternative

The market is a genuine alternative to the big supermarkets (i.e. Coles/Woolworths) in terms of provision of a wide variety of fresh and gourmet foods.

Given Preston markets 50 year history, there are minimal alternatives for those wishing to purchase fresh food elsewhere in the municipality should the market footprint be reduced. The nearest butcher and greengrocer are at Northland (huge indoor shopping centre) or Edwardes St/Broadway Reservoir area which is why the scope, size and breadth of market should not be reduced so that members of the community have affordable and accessible local fresh food shopping alternatives.

A Day in the Life of a Preston Market Shopper

To provide decision makers with an idea of the Preston market shopping experience with existing size and breadth of stalls here are my travels on Last Friday:

- 10 minutes to find a parking spot
- Purchase fish from Preston Market Seafood's
- Purchase Meat from stall
- Purchase bread and Pastries from French Bakery in Pam Lane section
- Purchase cheese and dips from Deli section
- Purchase Fruit and vegetables from stall
- Purchase Pot Plant from nursery stall
- Purchase Supplies from Rhubarb Organics (in Pam Lane Section)
- Purchase stir fry supplies from Asian Supermarket
- Catch up with friend in Pam Lane seating section (Purchase coffee and Empanadas in Pam Lane section)
- Purchase take home Empanadas

All purchases supported existing and new emerging small businesses.

Traffic Congestion

We already have traffic and parking congestion in and around the surrounding market streets, with residential houses nearby. The proposed development with apartment complexes will substantially increase traffic and parking congestion in the area and lead to loss of amenity to residents.

Scale of Proposed Development

The scale of the proposed development is not in keeping with the local area in terms of height and scale and is visually bulky. This is suburban Preston and not the CBD. We need more green and open air spaces not more high rise buildings which will overshadow and dominate the skyline.

Lessons from the Past

I lived for several years near the Moonee Ponds Market. It was "redeveloped" approximately 20 years ago and shortly after the first stage development-the market never re-opened .The market's size, breadth and scope had been reduced to render it not viable for stallholders to continue to trade there. In addition the building works over a long period of time created disruption which contributed significantly to market stalls being unviable.

Summary

In summary, our community is fortunate to have this market in our community we do not want to lose this asset. Preston market is a market not an apartment complex. We do not support the reduction of the existing market footprint.

The proposal is an overdevelopment of the existing site and would lead to a significant loss of amenity for those of us who live in community and who travel from near and far to shop and visit the market. We hope decision makers will consider the communities needs over the needs of a developer.



Residents in Preston

From: [REDACTED]
To: [amendments](#)
Subject: Individual Submission-Preston residents
Date: Monday, 12 July 2021 8:17:17 PM
Attachments: [REDACTED]

Dear VPA,

Attached is our submission

Kind Regards



Click [here](#) to report this email as spam.