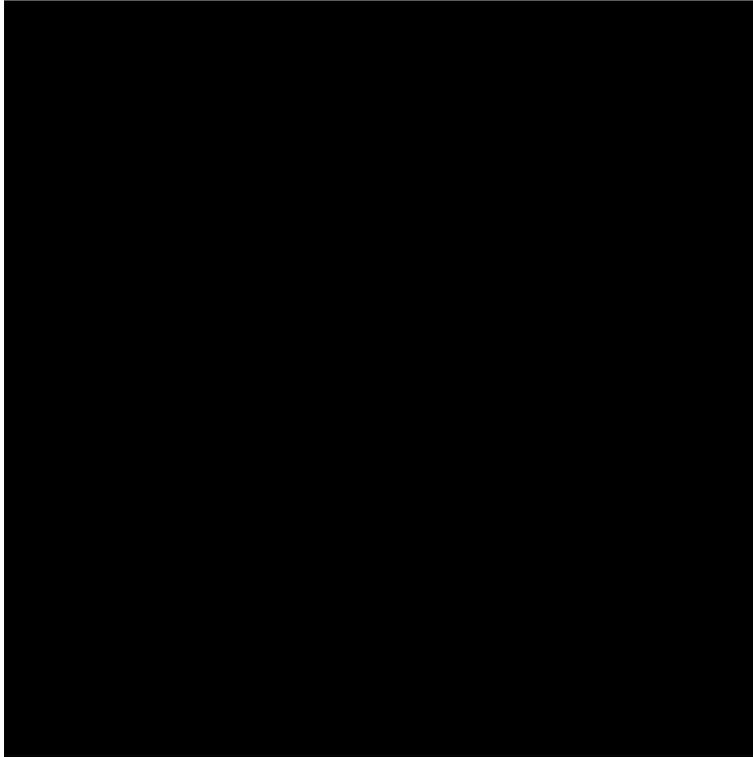


**From:** [REDACTED]  
**To:** [amendments](#)  
**Subject:** Submission to the Preston Market Precinct Structure Plan - draft Amendment C182dare  
**Date:** Tuesday, 13 July 2021 2:04:56 PM  
**Attachments:** [image001.png](#)  
[Submission to the Preston Market Precinct Structure Plan - draft Amendment C182dare.pdf](#)

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Please find my submission attached.



as spam.



13<sup>th</sup> July 2021

Victorian Planning Authority  
c/o Preston Market Precinct Structure Plan  
Level 25, 35 Collins Street  
**MELBOURNE VIC 3000**

Dear Victorian Planning Authority,

**RE: Submission to the Preston Market Precinct Structure Plan - draft Amendment C182dare.**

Please consider the following as my formal, written submission to the Preston Market Precinct Structure Plan. I have prepared this submission based on your invitation letter DOC No. COR/21/5405 sent on 18<sup>th</sup> May 2021, and accompanying brochure and online materials for the Draft Preston Market Precinct Structure Plan and Draft Amendment C182dare to the Darebin Planning Scheme.

Primarily, I object to the current Preston Market Precinct Structure Plan, and wish to have this registered and heard by the Victorian Planning Authority. I do not wish the current plan to proceed. I have set out my objections based on the arguments below.

**My Own Perspective.**

I moved to Victoria from Adelaide, where I was a regular user of the Adelaide Central Market/ My parents, now in their 80s still shop at the Adelaide Central Market every Saturday morning. I grew up around home cooks, and undertook an apprenticeship as a chef, cooked commercially for 11 years before switching to other food industry roles. I currently run my own food safety business from Preston, possibly the largest food safety practice in Australia. Food, food supply, and the cultural aspects of food are my passion. Whenever I travel overseas, local markets are where I head to learn more about the social and cultural aspects of a town.

I must advise that I am not anti-development, I am just anti any development that I believe is ill advised, and will have negative impacts that will outweigh any positive impacts.

I have lived in Preston for almost 7 years, and in Carlton North for the 7 years prior to that. The Preston Market is where I shop several times each week. If I only need one carrot, I will buy one fresh carrot from the market. If I am having friends over for lunch, I'll go to the market without a menu, searching for what is fresh, abundant and in season. Having grown up with markets and fresh food, I consider myself very fortunate to have one of Australia's best fresh produce markets at the end of my street.

When my mother travels from Adelaide to visit, she and I enjoy the stroll to the market, to survey what we might want for dinner, and to shop for a few treats. We return home with our precious haul to cook together and to talk about our food. I cannot imagine doing this with a supermarket shop in the same way. A market experience is a discovery and a joy. When travelling home to Adelaide, I do have to confess that my bag is often filled with items from a list from Mum; "some nuts for your Dad

from the nut shop please, some “tattie scones” for Kate and Mark from the shop on the corner, and if you could freeze some Preston Market lamb chops too, as we are nearly out of the last lot”. Preston Market feeds Adelaide too!

### **Understanding What makes the Current Preston Market Unique.**

Every market is unique. Preston Market has a different feel, and a different offering to the Adelaide Central Market for example. The Preston Market has the distinct areas of Meat and Seafood, Fresh Produce and Deli all separate. From a Food Safety Perspective this is unique and should be preserved. As more people turn away from meat as a staple, this is essential.

The current Preston Market has survived for many years, and has managed to adapt and change in that time. I understand there is the need to evolve and to adapt further, to become more accessible for people with disabilities, or to upgrade chilling facilities, and to make the market easier to clean and maintain. Upgrades should not be at the expense of the amenity, ambience and social and cultural aspects of the market. It cannot become another shopping mall of beautiful but soul-less franchise operated stalls. Melbourne has enough of those already, Melbourne doesn't have enough markets as good as Preston Market.

From my description in the “My Own Perspective” section above, it must be realised that one key to the uniqueness of the market is the stall holders, their cultural heritage, combined with the customers and their cultural heritage. Stall holders would not stock and sell what they do not understand, or are not able to sell. If some of these stall holders give up and sell up during the change, then this would be a great tragedy. If the cultural and ethnic diversity balance is upset, then the customers that are attracted to that will also abandon the market. Renewal cannot come at the cost of this ecosystem.

### **Ambience of the Preston Market**

The layout, stall holders and the customers they attract offer a wonderful vibe. Saturdays are particularly busy with families shopping together, often eating their lunch at the market. The 1pm trade where stall holders begin to ‘auction’ their stock at cheaper prices, calling out their offer makes for a vibrant and fun market atmosphere. I often attend the market twice on a Saturday – once in the morning for what I need (intend to buy), and then again at ‘auction time’ to grab some bargains. I'll be very sad if the market redevelopment becomes too sterile, too commercial, and loses the traditional market feel, with the spruikers calling out their wares.

### **Upgrades to the Preston Market Infrastructure.**

Whilst I object to the current Preston Market Precinct proposal, I do agree that there are some changes that are needed. These can be undertaken without the wholesale change planned, and include, but are not limited to:

- A pedestrian crossing point between the end of Mary Street and the entrance to the Market (adjacent Aldi). Many residents use Mary Street to walk to the market, and many arriving by car park on Mary street adjacent the football oval. Crossing back from the market with heavy trollies and bags can be difficult and hazardous during peak traffic times.
- More ramps across gutters are required, to allow pedestrians, trollies, or those with mobility issues to safely enter and leave the market. Observe the raised gutter adjacent Aldi and the ramps, that require pedestrians to walk toward oncoming traffic if heading from the Market to Mary Street.
- The raised plinths that many of the fruit and vegetable stalls sit upon do not allow easy access to rollies, or those with mobility issues.

- Better storage areas for waste, particularly to prevent waste from being blown into surrounding streets.

## **Parking**

Parking is already a challenge on Market Days. Even though I am enthusiastic about the Preston Market with my friends, many of them will not attend the market, particularly on Saturdays due to the issues in finding a parking space. The market already cannot cope with the amount of parking available, and the quantity of additional residents proposed, and their visitors would prove to be unsustainable.

When the market days coincide with peak times at the football oval, parking is stretched even further, with some people parking illegally and jamming up nearby streets. This is happening already, let alone when there are the additional residents of the towers and their visitors trying to access the area.

I fear the loss of parking, and the increased density of residents will place extra strain on the parking amenity in nearby streets, causing issues for existing residents and further choking the surrounding streets.

The Prestons and Bell Station redevelopments have been promised as attracting Park & Ride commuters from surrounding areas to use parking and take the train into the CBD. Whilst these station redevelopments are still underway, and it is too soon to tell, it is likely again that there will be additional pressure placed on parking.

## **Road Access**

The local road network is already congested, particularly Cramer Street, High Street and Murray Road. Bringing additional traffic to the areas with the proposed residential towers will put further stress on this already overloaded road network. Vehicles entering or exiting the residential towers, particularly those turning across lanes of oncoming traffic will cause delays and pose additional safety hazards to pedestrians and other road users.

Whilst the removal of the level crossings at Bell and Cramer Streets and Murray Road will have a positive impact on congestion, it may also encourage more people to travel to the area, returning the congestion. I do not believe that the timing of the proposed Preston Market Precinct upgrade has considered the impact the removal of the level crossings will have to the influx of vehicles from other suburbs.

## **Pedestrian Access**

Already it is difficult to cross Cramer Street to the Preston Market. The only breaks in the traffic come from the High Street traffic lights to the East, and the Level Crossing to the West. With the removal of the Level Crossing, the stream of traffic from the West will not gain any breaks, and traffic will likely increase and increase in speed. With the increase in residents, there will be an increase in traffic from the tower residents, and their visitors. Since many pedestrians visiting the market have trollies or are carrying groceries, and many are elderly locals, crossing to or from Mary Street to the Market will become impossible and dangerous.

## **Impact on the Preston Shopping Precinct**

Preston Market has a buzz about it, even when it is not open. There is always something happening there. The market precinct and its parking attract a large number of people to the surrounding area, with the shops and restaurants on High Street enjoying substantial foot traffic thanks to the

amenity of the market. Redevelopment of the market site will kill off foot traffic to neighbouring stores, already hit by Covid-19, and if the market redevelopment doesn't provide the same atmosphere and ambience as the current market, and custom suffers, then this will be a long term hit to the local economy.

### **Other Social and Cultural Impacts**

In front of the Preston Town Hall is the Memorial Arch. This arch serves as a distinct and important place for remembering the sacrifices of local Service men and Women. On Remembrance and ANZAC Days in particular, there are ceremonies in front of this arch. During these occasions, High Street is normally closed to traffic for the ceremony, a ceremony that must continue, and cannot be lost to the price of progress and keeping the road open due to the increase in local resident traffic. I fear that the developments will place unnecessary additional pressure on the cultural events held in High Street.

### **In Closing.**

I vehemently oppose the proposed redevelopment of the Preston Market Precinct. I believe it is ill thought out, and will ruin the amenity of the market, and place undue pressure on the existing local residents, and those that may be unfortunate to move into the planned apartments.

Please do not let this redevelopment plan proceed.

I can be contacted at the address above, on 

