

Design review and master planning

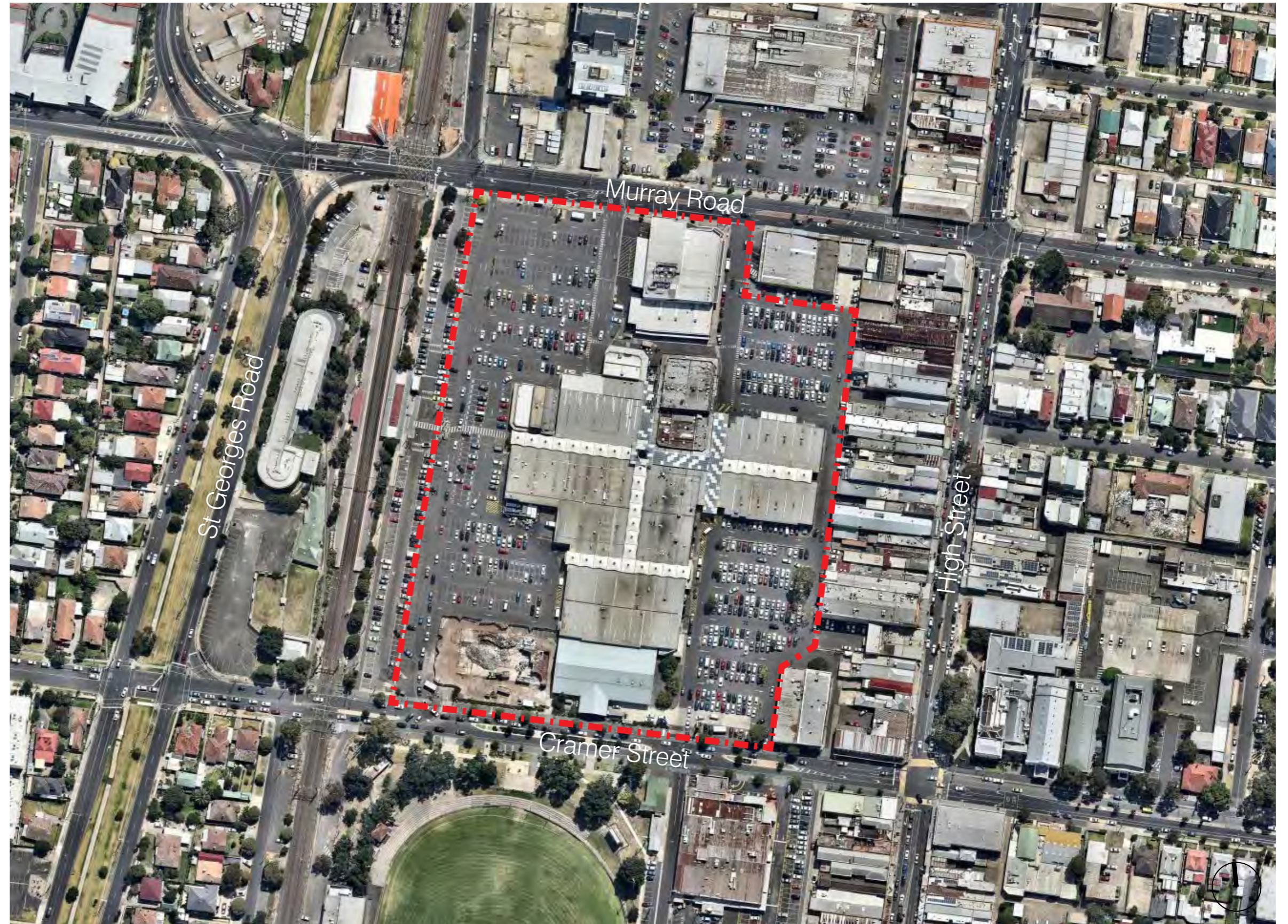
Preston Market



Preston Markets

The existing site features are:

- Approximately 4.6 hectares site area
- 120 market traders, such as green grocers, deli, a meat and fish section and other specialty shops selling plants, clothing and sporting goods.
- The site also includes a vacant site, an Aldi supermarket, Centrelink offices, and an Asian grocer.
- The Preston market is the second largest fresh food market in Melbourne.
- Close proximity to train station with services to Melbourne CBD within 26 minutes.
- Existing fine grain retail amenity along High Street.
- Surrounding context predominantly commercial with some 9 storey apartments to the North, 6/7 storey apartments on the West, and 9 storey apartments have been approved on the corner of St Georges Road and Cramer Street.

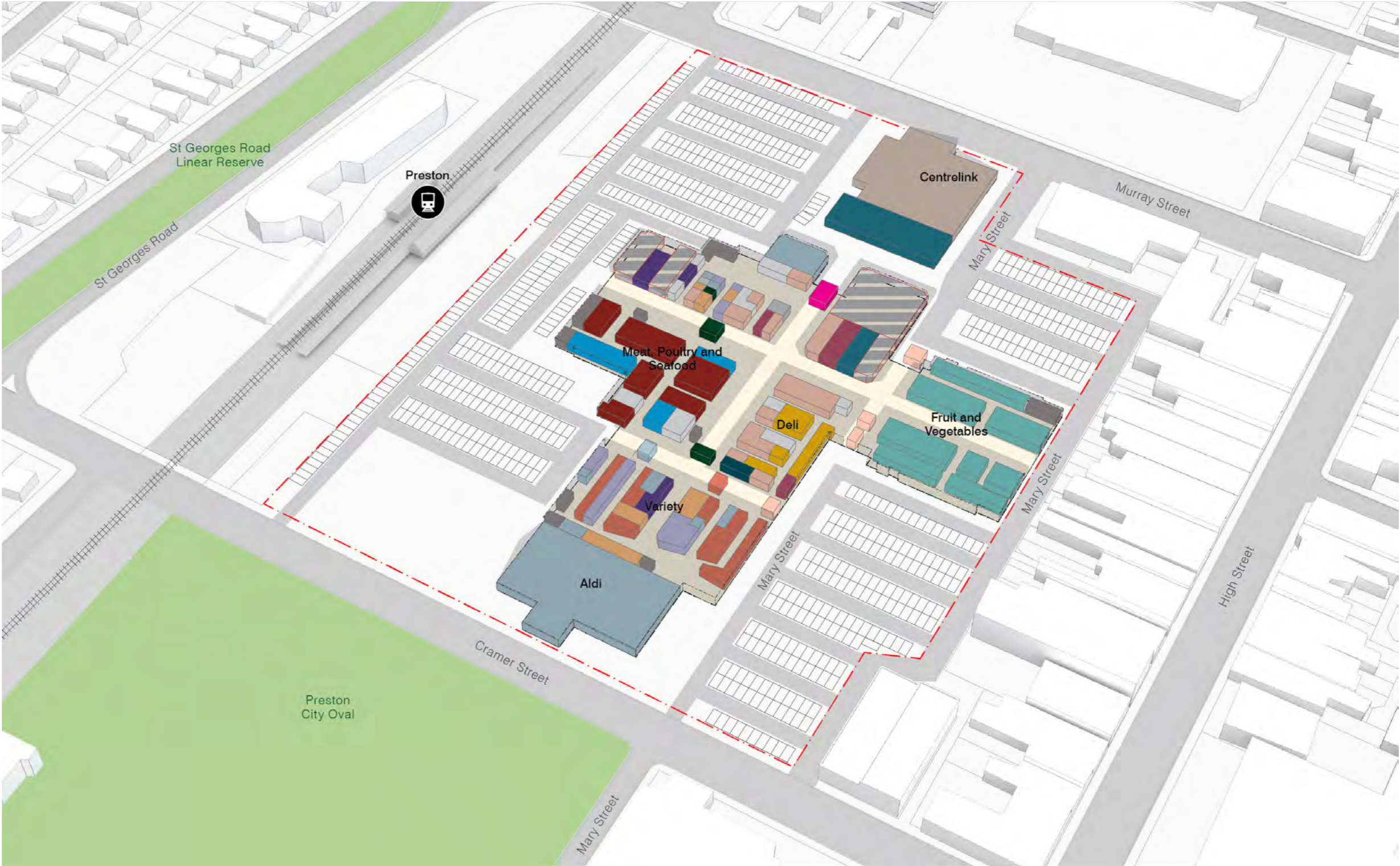


Preston Market

Services & Amenities

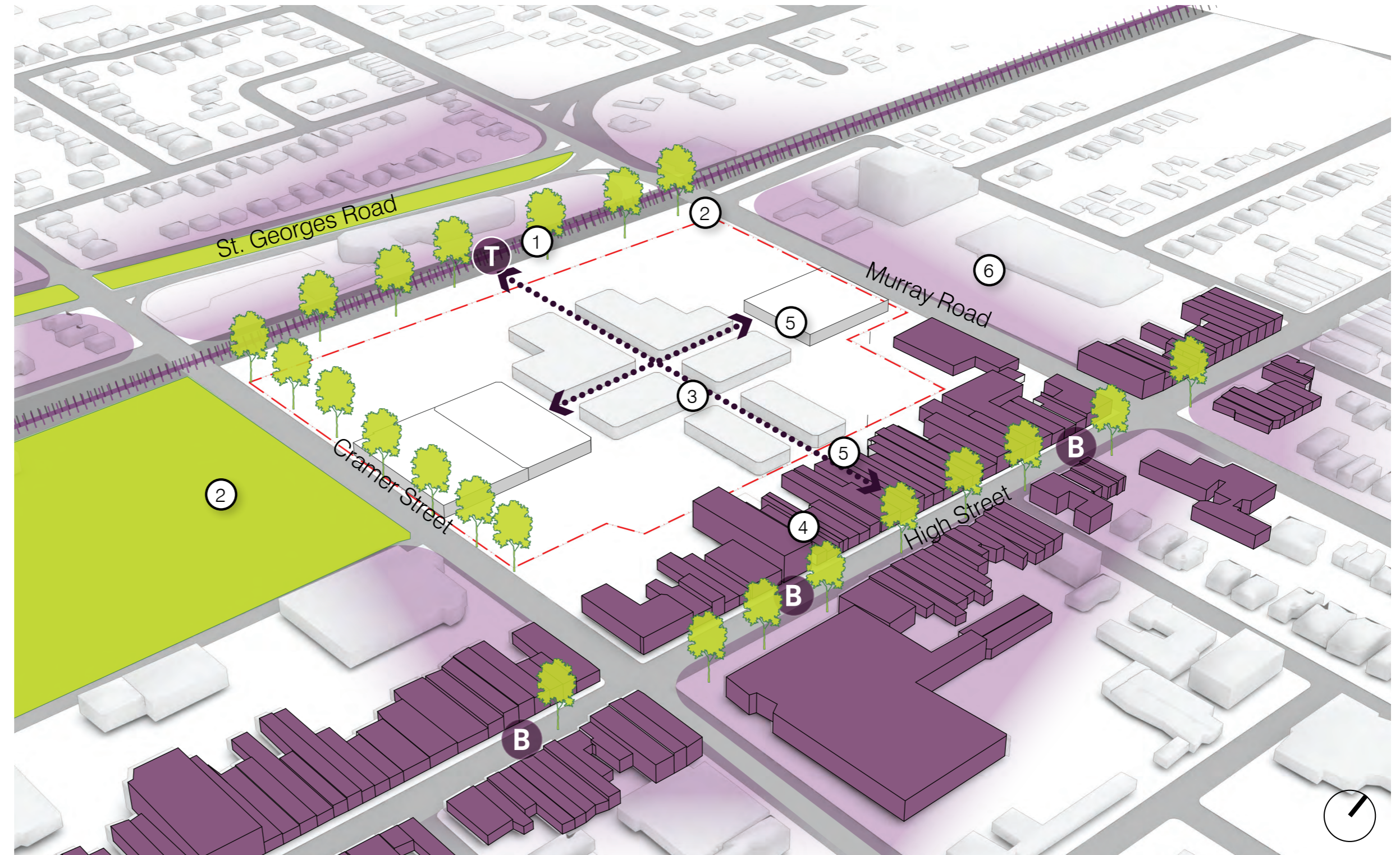
The existing Preston Markets provide various services and consumer products including:

- Fruit and Vegetables
- Meat and Poultry
- Seafood
- Deli
- Bakery
- Nursery and Flowers
- Specialty Grocery
- Eat and Drink
- Dining Areas
- Fashion and Accessories
- Home and Living
- Hair and Body
- Specialty Services
- Community Services
- Separate ownership



What is working

1. **Public Transport:** Proximity to train station and bus stops, with regular services to Melbourne CBD.
2. **Mature Landscape & Public space:** Access to usable public space and existing leafy corridors along the southern & western boundary. The mature street trees add to the landscape character of the area.
3. **Retail Amenity:** A good range of local shops, food and beverage services within the market.
4. **Fine Grain:** The fine grain local retail services along High Street is enhanced through the use of wide footpaths, awnings and street parking. This creates a successful pedestrian environment.
5. **Pedestrian Connections:** Good connections for pedestrians to the train station, market and local shops, running through the market.
6. **Land Use:** The surrounding residential uses and High Street provide on-going economic and functional support to Preston Market. Preston market is highly valued by the community and contributes to the social infrastructure and character of Preston.



What is working



Successful street trees and vegetation



Active shop fronts



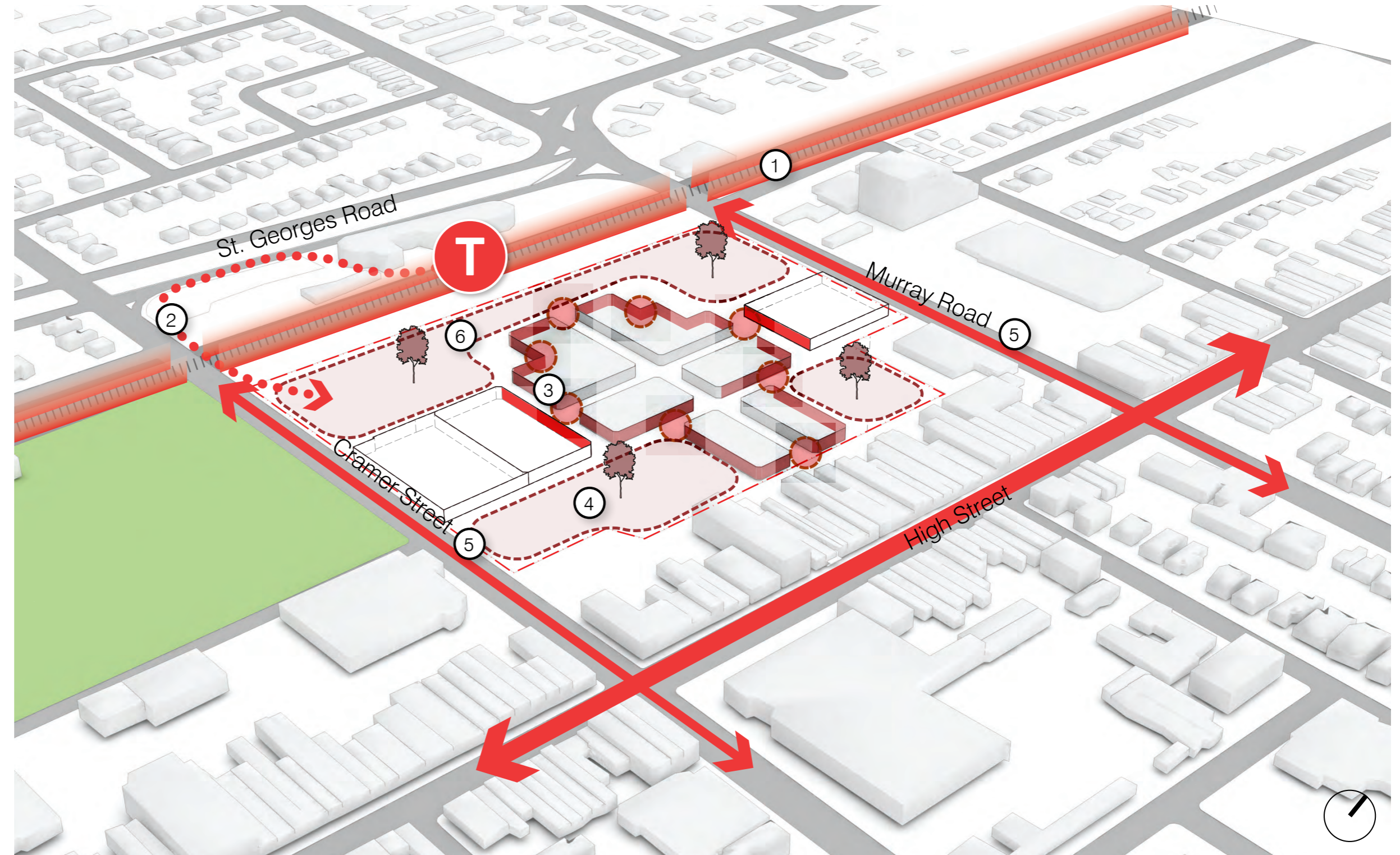
Seating areas



Light soaked pedestrian spaces

What isn't working

1. **Physical Barriers:** The at-grade train station, and train line divides the site area, as well as the greater Preston community.
2. **Accessibility:** Lack of direct access to the markets from the train station when arriving from the city.
3. **Inactive facade & street frontage:** The blank inactive market façades, and large spans of car parking surrounding the market, creates a poor pedestrian environment, and does not contribute positively to the activity outside of the market building.
4. **Limited sense of arrival:** Lack of identifiable entries into site and market building.
5. **Lack of address to markets:** Located within the centre of the site, and surrounded by large car parking areas, the market does not have a formal entry marker to the street.
6. **Lack of public spaces & landscape:** Lack of consistent street trees, and community gathering areas within the site boundary.



What isn't working



Lack of street address



Cars prioritised over pedestrians



Inactive frontages



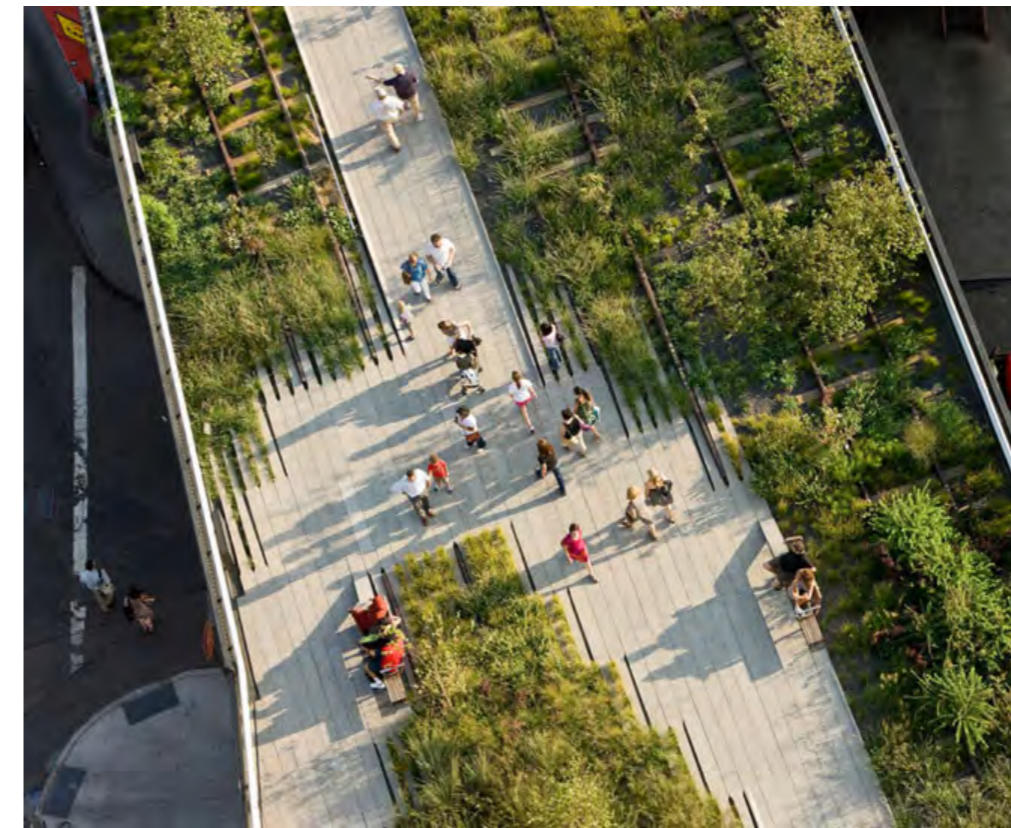
Loading and customer overlap

IDEA 1

Connections

“Strengthen the pedestrian connectivity to, from and through the site”

- Improved connections within the site and throughout the precinct for all modes of traffic ensure the range of services, attractions and opportunities.
- Strengthen the north-south and east-west connections through the markets
Creating a new street connections through the site to provide better access and street address to Preston Markets, and the future development sites.
- Prioritise pedestrian and cyclist connection between the station, the marketplace, and the surrounding context.
- Create a well-defined street address and front-door to the marketplace.
- Identify a common language in the streetscape that ties the marketplace to the surrounding contexts, and creates an integrated streetscape.
- Define the roadway to allow for greater permeability, accessibility and servicing through the site.
- Create better connections with the surrounding residential and commercial areas.
- Improve visual and way-finding connections;
- Improve the sense of arrival to Preston Markets.



IDEA 2

Diversity

“Provide a range of development uses and density, from low-scale to taller buildings, while maintaining the human scale at ground floor”

- Encourage development at a variety of scales and forms that correspond with its surround context and also support variety of land uses and activities at the ground and upper levels
- Focus taller buildings closer to the western boundary to minimise the visual impacts from the surrounding streets.
- The bulk and scale should respond to the surrounding context, particularly near High Street.
- Ensure building heights respond to minimise overshadowing to the Preston football field.
- Ensure building setbacks, and street widths are proportional to building height to allow for greater solar access to future development and the public domain.
- Allow for the opportunity to increase retail & non-residential uses along a new street fronting a new public space in the centre of the site.

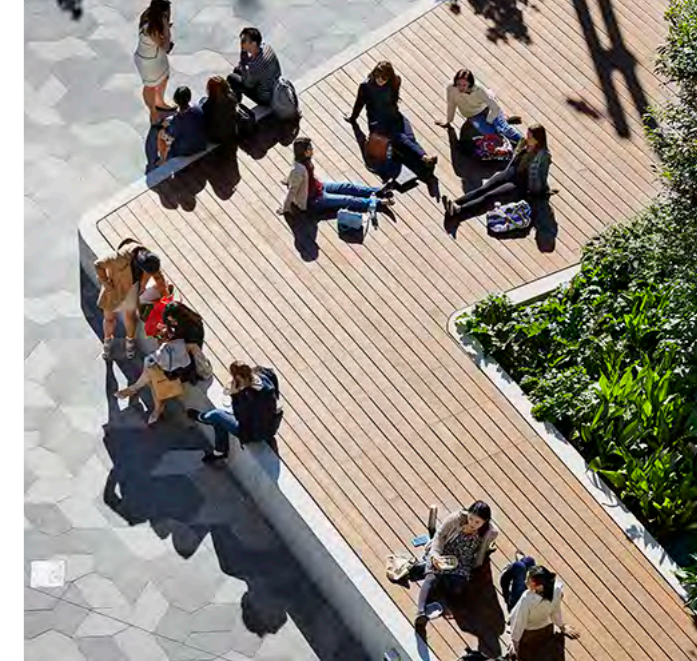


IDEA 3

Public Space

“Ensure adequate public space to support existing and future population, that will cater to various ages, abilities and times of day”

- Improve the quality and quantum of public space, by providing a range of formal and informal spaces and recreation opportunities. The function of these spaces are to promote the activation of pedestrian and cycle movement, and entices people to linger.
- Position new public space and social places along the major pedestrian links through the site next to Preston Market.
- Provide a new public space along the frontage of Preston Market.
- Create a new public space along the southern edge of the market, fronting Cramer Street to build on the civic character of the street.
- Create a clear delineation between public space and private open space for residential uses.
- Promote social interaction, through new public spaces and quality built form to enhance the sense of place and community.
- Manage the comfort and amenity of the ground plane by mitigating the impact of wind, over-shadowing and providing weather protection.



IDEA 4

Activity

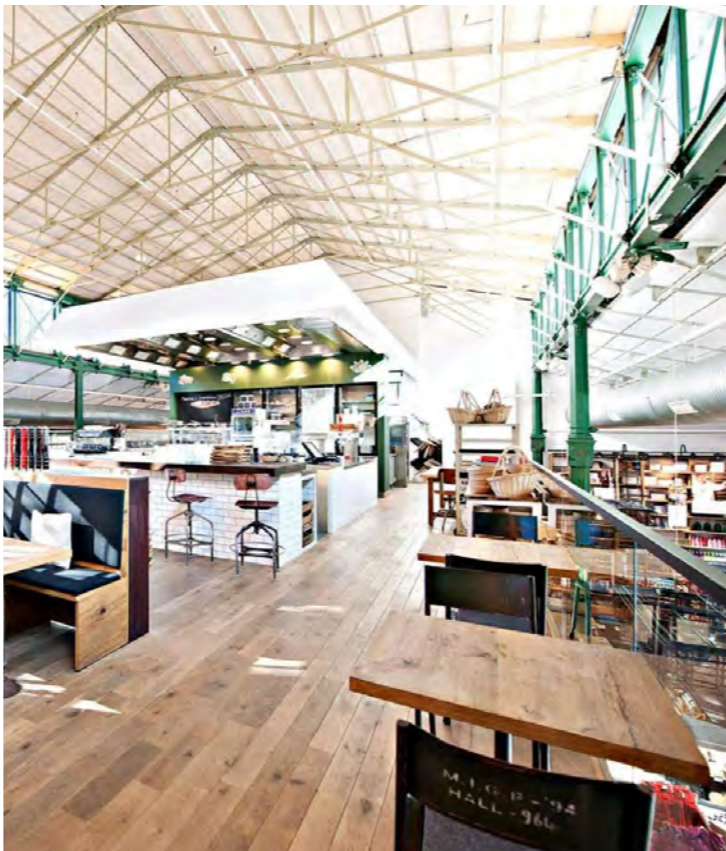
“A mix of activities with a Marketplace, residential/commercial uses, food & beverage, public space creates **an active place, right throughout the day and night**”

- Promote necessary and recreational activities that are integrated within the urban structure of the neighbourhood, and contribute to the vitality of the place, during both the day and night economy.
- Provide a mix of activities that stitches back to Preston Markets. The future supporting residential & non-residential uses and retail & dining offer, coupled with quality public space will create an active place.
- Provide a new community centre and recreational facility at the corner of St Georges Road and Cramer street to strengthen the civic character of Cramer street.
- Encourage future development of land around the market building to include active ground floor retail and commercial uses with residential above.
- Encourage the perimeter of the market to be sleeved with additional retail & non-residential uses, with some additional opportunity to increase retail along the new street edge.
- Allow for the opportunity to extend the market activity out onto the public space fronting the market building.



Market precedents - lightweight structures with access to daylight & ventilation, double height roof with large mezzanine spaces

Great Central Hall -
Budapest, Hungary



Markthalleneun -
Berlin, Germany



Schrannehalle -
Munich, Germany



Precedents - create an purpose built market building as a centrepiece to Preston



Food Villa,
Bangkok, Thailand



New Borough Markets,
London UK



Precedents - fresh food & produce with cafe and dining offerings, and community spaces



MazeITov -
Budapest, Hungary



El Huerto de Lucas
- Madrid, Spain



The Commissary Rooftop -
Los Angeles, USA.



Key design drivers for Preston Market



The market is the centrepiece

Retain the function of a market on the site, and improve the accessibility and presence of Preston Market.

While the integration of other land uses on the site will support the on-going function and operations of Preston Market, the future design of the market will be a celebrated feature in the redevelopment of the site.

The market will have a proper street address with identifiable points of entry into the market hall, better pedestrian connections and ground floor activation immediately surrounding the market building, improved loading, storage and waste management, and convenient car parking.



Break the site into smaller blocks and new streets

The site is too big to be one building or one development.

Create a mixed-use development within the site and accommodates future residential and non-residential uses within close proximity to public transport.

The objective is to create a highly desirable development that contributes positively to the desired future character of Preston Activity Centre.



Anchor the market around public space & pedestrian connections

Create a strong pedestrian connection through the centre of the site between Preston train station, and High street.

This connection is a linear public space that is characterised by fine grain non-residential ground floor activation, that supports the vitality and activity of the space outside of the operations of the market.



Transition building heights to integrate with High street and frame Preston Market

Low scale development to be located along the site's edge to provide a more human scale to the development, and a suitable transition to taller building height within the centre of the site.

The provision for greater height and density should be considered when proposing mixed use development adjacent key infrastructure, whilst been offset by a variety of quality public space.

Preston Markets

1

The market is the centrepiece

2

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3

Anchor the market around public space & pedestrian connections

4

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