



Preston Market Planning Review

Community Reference Group Meeting #1



Your partner in planning great places for a growing Victoria

Welcome and introductions

Amy Hubbard
Capire Consulting Group



Project Overview

John Casey
Strategic Planning Manager
Victorian Planning Authority



Place by Numbers

28% proportion of households with children

27% proportion of single person households

55% projected demand for additional one bedroom dwellings

\$1,000,500 median house price in Preston

27% projected demand for 3 bedroom dwellings

\$545,000 median unit price in Preston

15% percentage price increase since 2016

Background

- A unique and culturally significant asset in the northern suburbs of Melbourne.
- Relatively young (48 years) and privately owned.
- Previously the Thomas Broadhurst Tannery. Construction of Market in 1969 and opened 1970.
- Current planning controls introduced in 2007, after exhibition and panel process.



Source:

Who are we

Statutory authority reporting to the Minister for Planning.

What do we do

Plan great places for a growing Victoria.

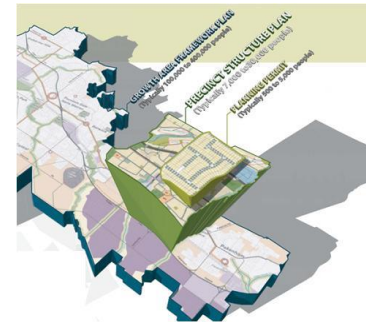
Translate state-wide policy for growth and jobs into clear spatial planning directions.

Create high quality urban places which are connected, vibrant and sustainable.

Facilitate the supply of housing and jobs.



**Urban
renewal**



**Greenfield –
outer
suburbs**



**Regional
towns**

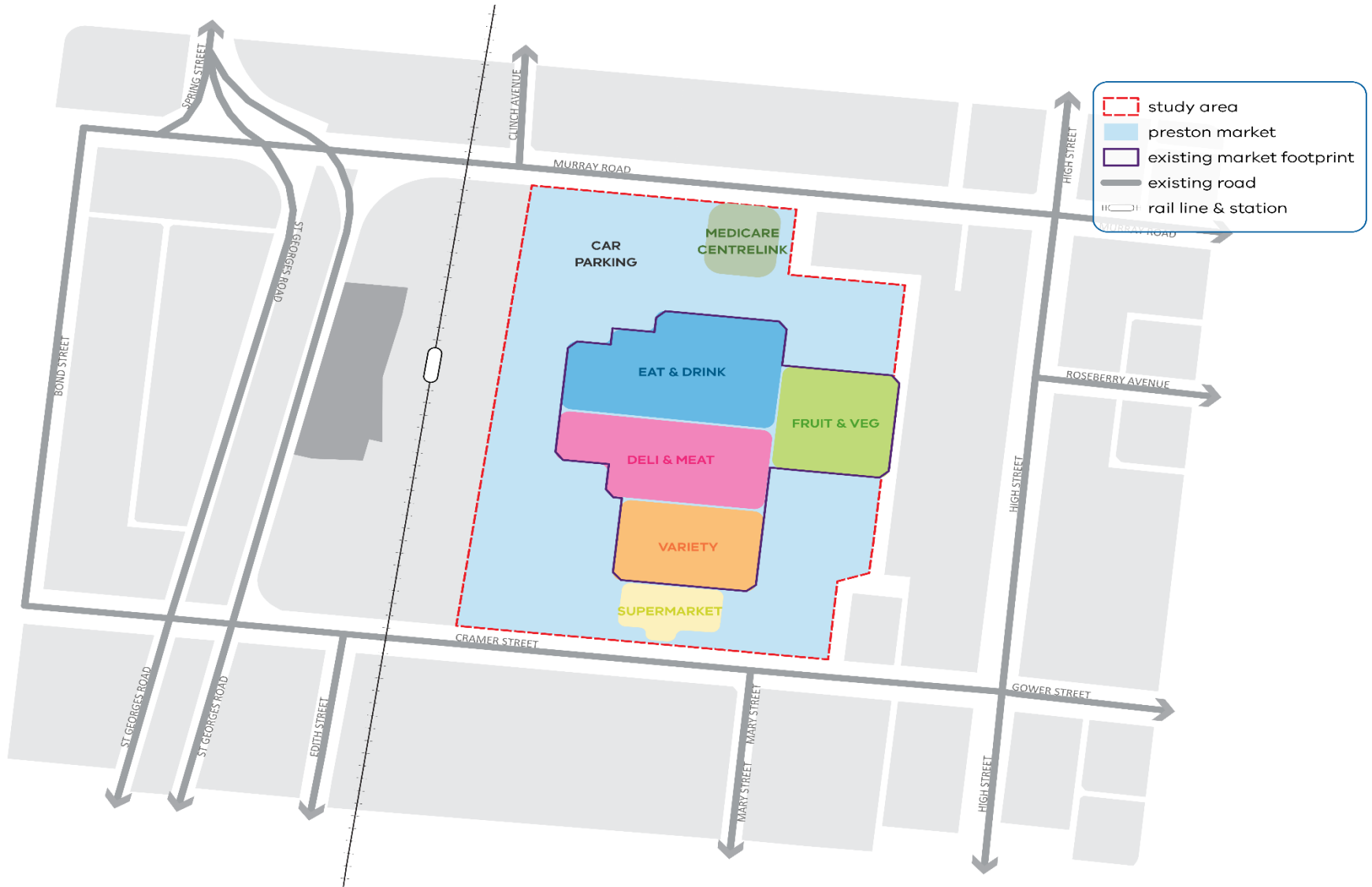
- Review Planning controls for the Preston market site
- The site be designated as a '*strategic development site*'
- Work in partnership with council, the owners, traders and the wider community.
- Interim mandatory height controls have been introduced over the existing market buildings until 30 June 2019



Timeframe



Site Plan:

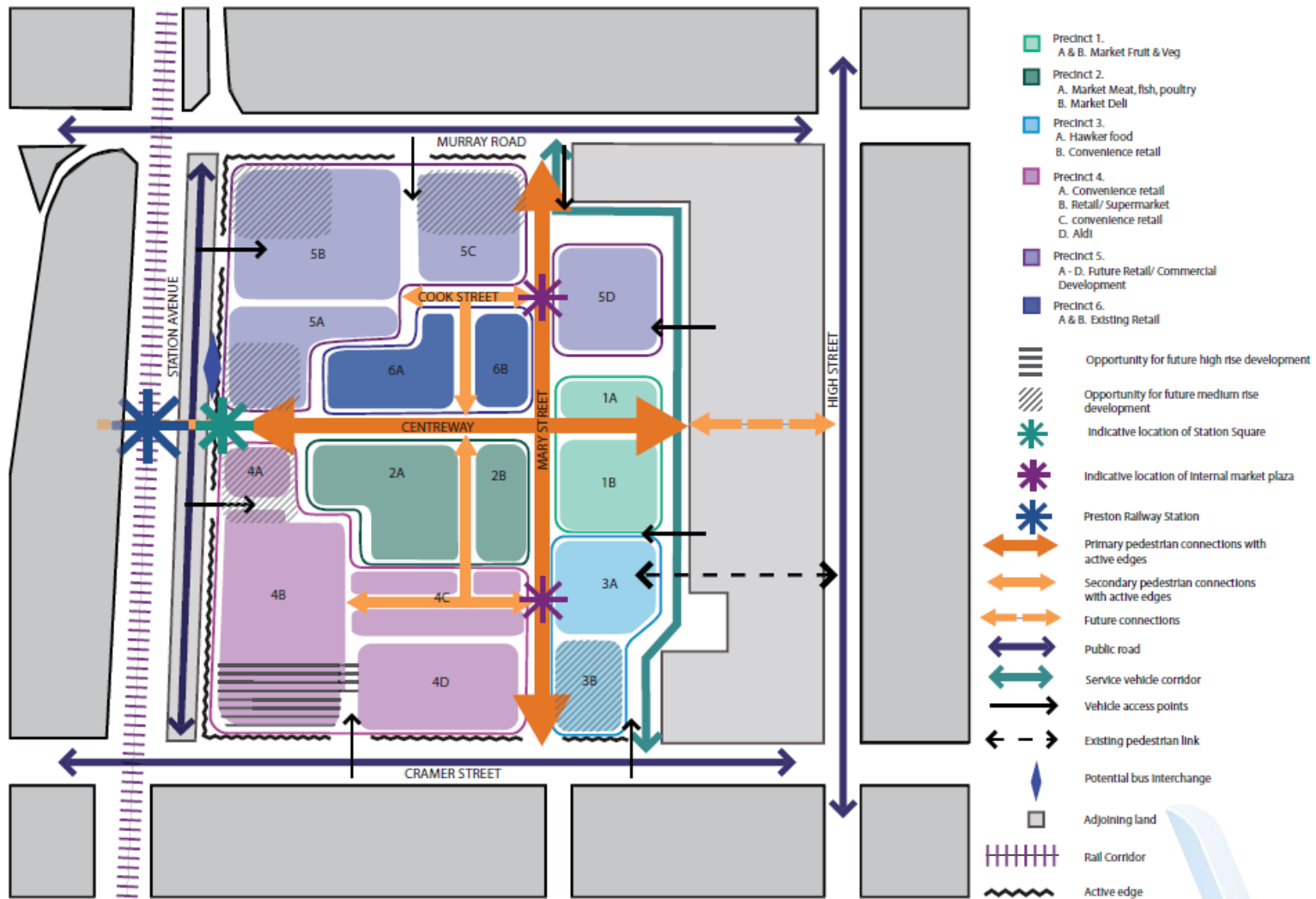


- Deliver more housing closer to jobs and public transport.
- Create a city with 20-minute neighbourhoods (Homes, jobs, services, etc. within 20min).
- Improve local transport options
- More public places across Melbourne
- Improve access to jobs across Melbourne.
- High density development close to activity centres and railway stations
- Supply of housing in right locations to meet population growth and create sustainable cities.

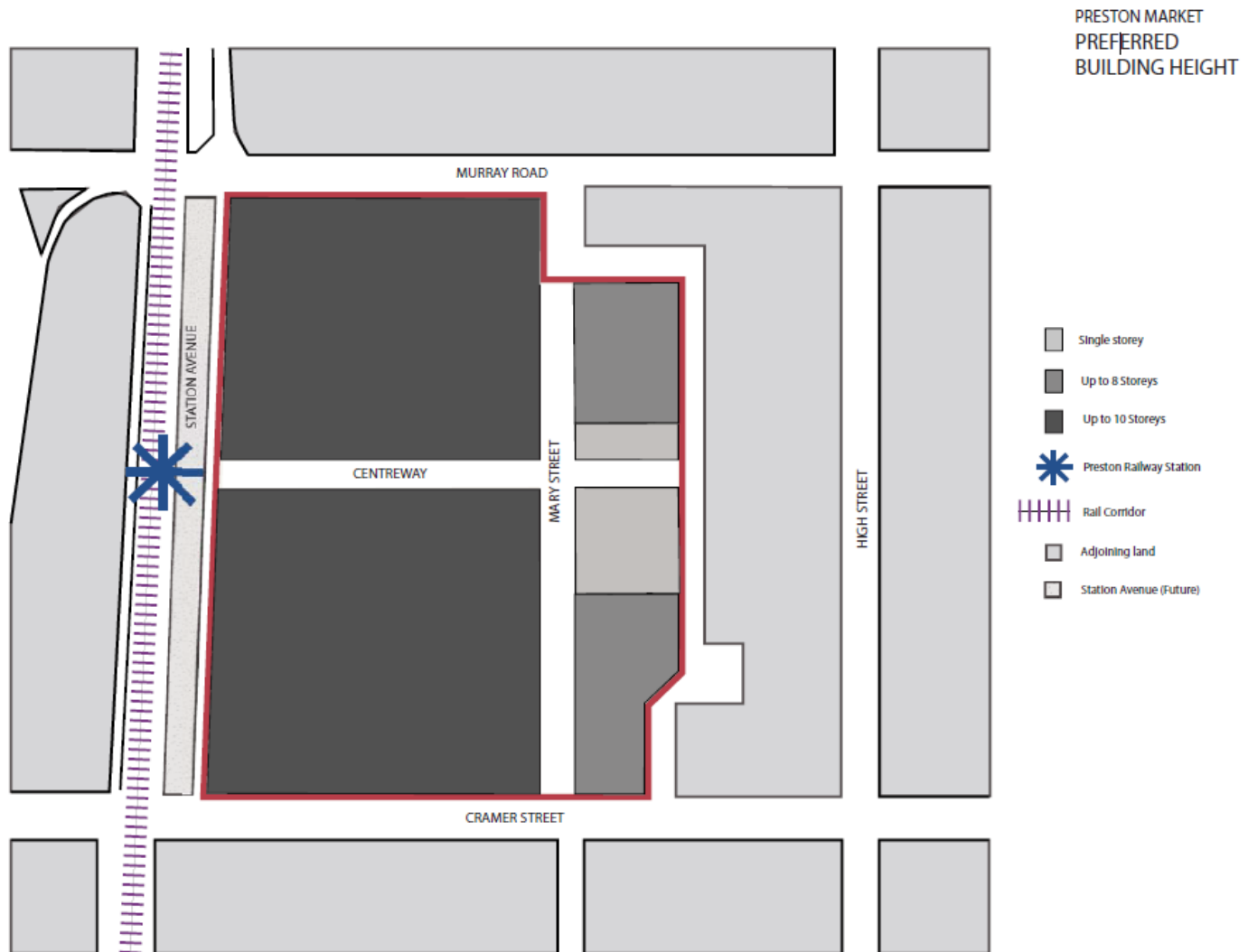
Local Planning Policy Context

- Preston Market site identified within the Preston Activity Centre
- Opportunities for retail and residential activities at a greater scale and intensity encouraged.
- Enhance civic pride, liveability and social connectedness.
- Housing – Area of substantial change, capacity to accommodate substantial residential development.
- Residential and Mixed use development to be high standard of design.
- Market to play a role in Darebin's small tourism economy.
- Support for sustainable modes of transport.

Existing 2007 incorporated plan – land use



Existing 2007 incorporated plan – built form



'Vision' Building Blocks – Strategic Intent

Vibrant spaces

Fresh food market

Pedestrian links

Cycling facilities

Accessibility to public transport

Housing diversity

Affordable housing

High density housing

Sustainable design

Access to jobs and services

Winter sun/ Summer shade

Varied built form

Accessible & adaptable public spaces

Liveable and accessible neighbourhood



Planning Can

- Set the rules from which development can occur.
- Support the provision of a 'fresh food' market.
- Encourage the provision of great public spaces.
- Encourage connectivity with public transport and surrounding area.
- Encourage delivery of additional public benefits.



Planning Can't

- **Deliver outcomes.** Planning provides parameters, private investment delivers.
- **Address commercial matters** (i.e. management of market, leasing agreements, pricing, etc.)
- **Deliver infrastructure.** Requires public and/or private investment.



Phase 1 Engagement

Niamh Moynihan
Capire Consulting Group



Purpose of engagement

- **Build community knowledge about the changing face of Preston including demographic, land-use and transport/access changes**
- **Identify the Preston Market's sense of place including its identity, uniqueness and key experience**
- **Identify aspects of the Preston market to be protected**
- **Identify aspects of the Preston market to be improved**



How we engaged

- **x 4 pop-ups at Preston Market**
- **Online engagement via Shape Victoria site**
- **Three trader meetings**
- **Targeted stakeholder meetings**
- **Trader discussions at the market**
- **High Street trader meetings**
- **Market site landowner meetings**
- **Submissions**



How we promoted the engagement

- **Postcard distribution**
- **Posters in x6 languages**
- **Press briefings**
- **VPA website**
- **Direct emails and phone calls**
- **Darebin Community News**
- **Facebook & Instagram**
- **City of Darebin website**



Who we engaged with

- **115** people engaged at the market
- **48** people engaged online
- **20** traders attended three meetings
- **10** Vietnamese and Mandarin speaking traders engaged at the market
- **4** High Street Traders
- Interview with **Preston Central Business Advisory**
- **3** submissions



Additional engagement by the VPA

- **Resident groups:**
 - **Darebin ratepayers Group**
 - **Save Our Preston Market**
 - **Darebin Appropriate Development Association**
- **Culturally diverse groups:**
 - **Non-English press**
 - **Darebin Ethnic Communities Council**
- **Market land owners**



COMMUNITY:

- the food, including the fresh fruit and vegetables, the deli's, cafes and the variety
- the market community and community feel, including the cultural diversity of the community

TRADERS:

- the familiarity between the shoppers and traders
- the market space and experience, including the retail mix, dynamic space and competitive pricing.

What we heard – ‘unique’

COMMUNITY:

- friendly interactions and cultural diversity
- it is a place where people meet and support community connections
- the variety and authenticity of produce and stalls.

TRADERS:

- the location of the market
- authenticity and small businesses that provide face-to-face service
- the variety, competition and cheap prices.



What we heard – ‘change or improve’

COMMUNITY:

- changes and improvements to the facilities, including upgrades to stalls and improvements to communal spaces
- improved access to the market, including carparking arrangements and increase bike facilities
- changes to opening hours, particularly closing later Friday evenings.

TRADERS:

- carparking, particularly increasing the amount of carparking
- market accessibility through public transport access
- waste management at the market, including storage, removal and recycling



'Vision' Building Blocks – community engagement

Love

Destination

Fresh food

Experience

Variety in offering

Unique

Thriving

**Community
asset/facility**

Celebrates diversity

Sense of community

Well-located

Welcoming

Accessible



Questions & Answers



BREAK



Small group discussion

Based on information presented, what are your ideas for a community vision for the Preston Market site?



Report back



Next steps



Thank you

