

# Preston Market





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# Executive Summary



Aerial map of study area: Preston Market Precinct



Vision

The Preston Market Precinct is situated in one of 7 Major Activity Centres within a 10km catchment of Melbourne CBD and along a railway corridor, making Preston Market a unique opportunity site that aligns with Plan Melbourne's objectives for future economic and residential growth.

## Background

Designated as a strategic development site by the Minister of Planning, the VPA and Darebin City Council have been working in partnership to review the planning controls for the Preston Market Precinct.

Architectus has been engaged by Victorian Planning Authority (VPA) to undertake an urban design study for the Preston Market Precinct. Architectus' scope of work was to determine an appropriate urban design response for the site in recognition of its strategic location and policy context.

## Purpose of this report

The objective of the report is to provide a rationale for the recommended density levels, building heights, the arrangement of land uses, connectivity and public open space across the site.

## Site and strategic context

The Preston Market Precinct is 5.1 hectares and is located within the Preston Activity Centre. The large land area, largely single ownership, and its proximity to both the Preston Railway Station and retail High Street, means the site has a strong strategic merit for redevelopment in the future.

In August 2017, the Victorian State Government designated the area as a strategic development site.

## Developing the framework

In developing the Structure Plan in consultation with VPA, this report has established a specific set of principles and a project vision which have guided the development of a robust design approach.

The Structure Plan Vision is as follows:  
**The Preston Market Precinct is a thriving place with a fresh food market at its core, complemented by housing, office and retail jobs, community services, and vibrant and accessible public spaces.**

**Continuing its role as the gateway to Preston, the Precinct welcomes a diverse community from the local area and across Melbourne.**





Preston Market Precinct is located within an Activity Centre with significant opportunity for renewal



Capitalise on site's location adjacent a train station and high street with increased height and density.



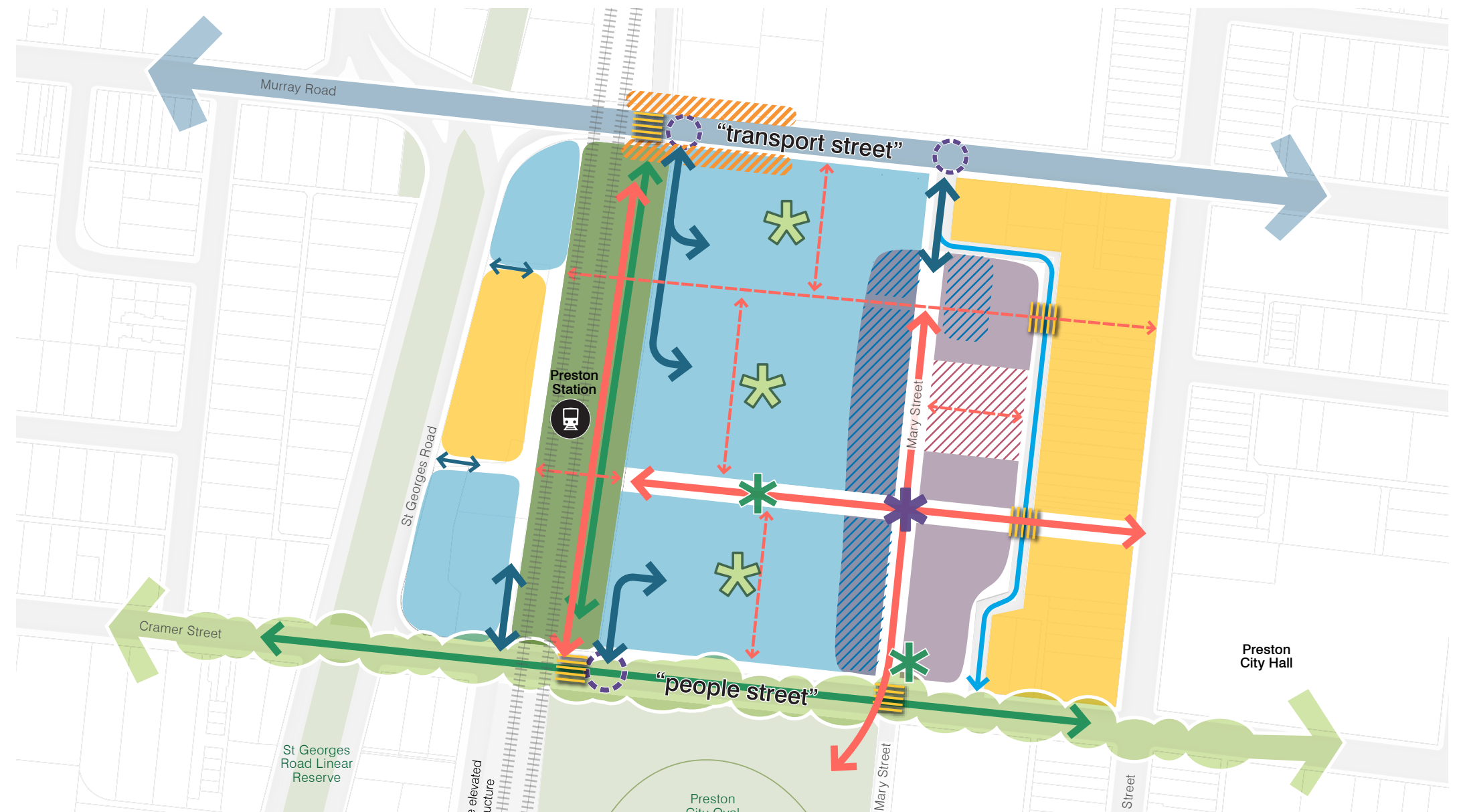
Opportunity to provide a mixture of housing choice within an Activity Centre



Up to 20 storeys

2,200

Potential to support the future residential growth target in Preston by providing approximately 2,200 new apartments



## The proposal

## The framework

The Framework Plan illustrates the proposed structure of the site in terms of land use, connections, location of the market and open space, and provides guidelines to help inform the future structure plan for the site.

## The concept plan

The concept plan presented in this report aims to create a highly desirable mixed-used precinct that contributes positively to the desired future character of Preston Activity Centre, and features Preston Market as a celebrated centrepiece to the future redevelopment.

The concept plan builds upon the framework guides for built form layout and land uses and gives certainty about future bulk, scale and character of development.

## Recommendations

The Framework recommendations support the Precinct Framework Plan, and are based on the urban design analysis and concept testing of potential future development.

These recommendations will provide a clear set of objectives to guide the future master plan of Preston Market Precinct and help assess the future proposals submitted by the landowners.









# 1

## Introduction

This section establishes the background, purpose and objectives of the Urban Design Report

# 1.1 Introduction

## Purpose of this report

The Preston Market Precinct is 5.1 hectares and is located within the Preston Activity Centre. The large land area and its proximity to both the Preston Railway Station and retail High street, means the site has a strong strategic merit for redevelopment in the future. It should be noted that the study area has expanded as the project progressed to include development sites to the west of the railway line.

In August 2017, the Victorian State Government designated the area as a strategic development site and directed the Victorian Planning Authority (VPA) and Darebin City Council to review the planning controls for the Precinct Market Precinct.

Architectus has been engaged by Victorian Planning Authority (VPA) to undertake an urban design study for the Preston Market Precinct. Architectus' scope of work was to determine an appropriate urban design response for the site in recognition of its strategic location and policy context, along with providing urban design framework recommendations to ensure that the future redevelopment of the site delivers;

- A thriving market into the future.
- High level community and residential amenities.
- Manages visual and solar impacts.
- Integrates with the local Preston character.

With the site's strategic position in the Preston Activity Centre, and its large, relative unconstrained land area (5.1 hectares) alongside a major rail corridor provides the opportunity for the site to support additional non-residential and residential growth in Preston Town Centre area.

The existing Preston Market is the second largest fresh food market in Melbourne and is highly valued by the local community for its fresh food & produce offer, and other specialty retail stores. As part of this scope of works, the key objective is to support the retention and viability of a fresh food market on-site, whilst ensuring future development respects the highly valued character of the Preston Market and its locality.

This report presents the findings from urban and site analysis, a vision and design principles for the site and the market, and a design framework and concept plan illustrating the future potential development opportunities for the Preston Market Precinct.

The concept plan presented in this report aim to create a highly desirable mixed-used precinct that contributes positively to the desired future character of Preston Activity Centre, and features Preston Market as a celebrated centrepiece to the future redevelopment.

The objective of the report is to provide a rationale for the recommended density levels, building heights, the arrangement of land uses, connectivity and public open space across the site.

## The study area

Located approximately 9.5 km north-east of central Melbourne, the site abuts a primary rail corridor (Mernda line) along the western boundary. The site is located in Preston, a suburb in the local government area of Darebin. The two main street frontages, Murray Road to the north and Cramer Street to the south, with a narrow service lane (Mary Lane) running along the eastern edge of the site boundary.

The study area includes the area occupied by the existing market buildings and the surrounding car park. The VicTrack railway carpark, the railway station & corridor and the High Street shops are not part of the study area but have been considered in terms of their relationship to the precinct. There is only limited pedestrian access between High Street and the market through a few individual shops and through The Strand arcade. However, these through-site connections are not accessible 24 hours a day.

The site is 5.1 hectares in area and consists of 120 market traders, an Aldi supermarket, Centrelink offices, an Asian grocer, and approximately 827 parking spaces associated with the market and three other commuter parking areas. The Preston market is the second largest fresh food market in Melbourne, which includes green grocers, deli's, a meat and fish section and other specialty shops selling plants, clothing and sporting goods.

The majority of the site is under a single land ownership, with only three small titles owned by separate entities other than the market landowners, and the two sites west of the railway line owned by VicTrack. For the purpose of this study, these additional land titles have been included in the future redevelopment of the Preston Market Precinct.



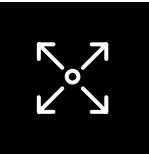


Aerial map of study area: Preston Market Precinct




Introduction

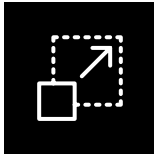
Report objectives



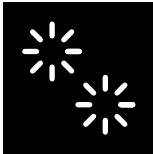
Investigate the strategic context of the site in Melbourne




Understand in detail the features and character of the site, its opportunities and constraints and its potential for renewal.



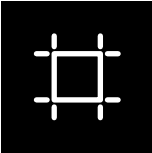
Identify appropriate urban design and built form principles based on the site analysis that will guide the design response.



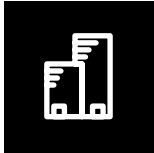
Undertake a comparison study of Preston Market Precinct and other Major Activity Centres to assist in determining appropriate building heights for the site.



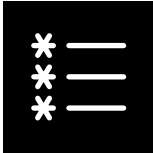
Explore the relocation of Preston Market within the site that ensures the future success of the market while providing the opportunity for future redevelopment to occur as well.



Prepare a framework plan for the precinct to illustrate the site in context and understand how the site might be a catalyst for renewal of the centre.



Prepare a high level concept plan that demonstrates how the proposed site would be developed, and gives certainty about future bulk, scale and character of development.



Provide a series of recommendations to support the framework that achieve the best outcome for both the site and the community. Celebrating the site's strategic context whilst reinforcing the local character.



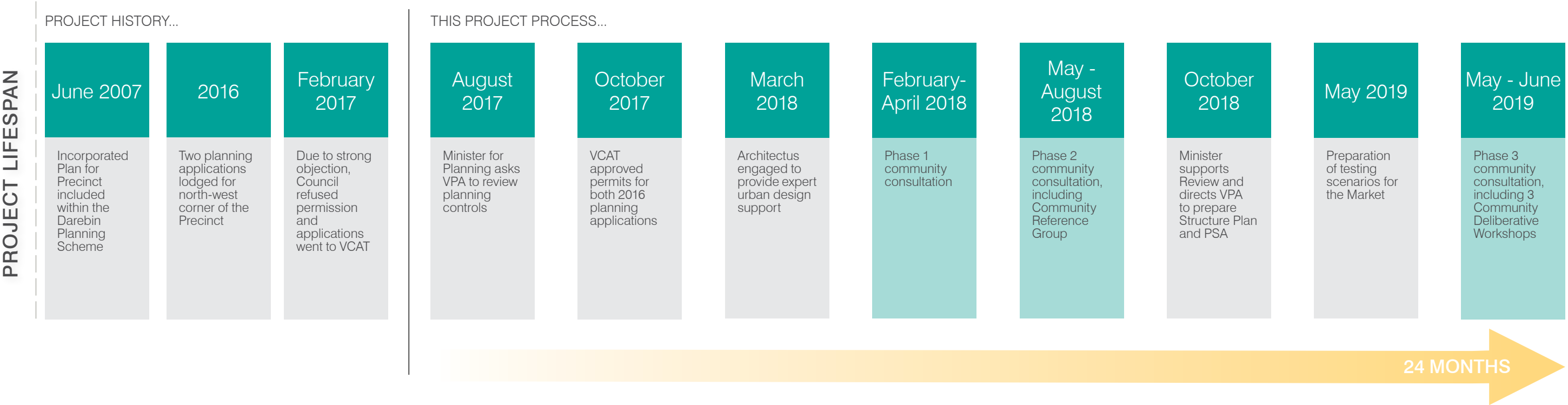
Introduction

Background

Designated as a strategic development site by the Minister of Planning, the VPA and Darebin City Council have been working in partnership to review the planning controls for the Preston Market Precinct.

The VPA has engaged Architectus to determine an appropriate development outcome for the site that includes a market building, prepare an urban design report and provide advice to help inform the review of the current planning controls for the Preston Market Precinct.

- **June 2007**  
An Incorporated Plan was approved for the Market and introduced into the Darebin Planning Scheme. The retention of a market function on the site was a key objective.
- **2016**  
Darebin City Council received two planning applications for mixed-use development (approximately 10-14 storeys) in the north-west corner of the site. The design submission showed no impact to the existing market building. Both planning applications received over 700 submissions opposing the development on the site.
- **February 2017**  
Darebin City Council refused both planning applications. In response, the applicant lodged an appeal with the Victorian Civil and Administrative Tribunal (VCAT).
- **August 2017**  
The Preston Market Precinct was designated as a strategic development site by the Minister of Planning, who directed the VPA to complete a review of the current planning controls across the site by 31 July 2018. An interim height limit of 9 metres was imposed over the site and authorised the VPA to be the planning authority to implement the updated planning controls.
- **October 2017**  
VCAT approved a permit for both of the 2016 planning application, subject to conditions. No formal construction works have commenced on the site.
- **March 2018**  
Architectus commences work in reviewing and testing future development opportunities of the Preston Market Precinct.
- **February to April 2018**  
Together with VPA and Council, Capire was engaged to facilitate a series (four) Community Reference Group (CRG) workshops. This engagement formed Phase 1 of the community program.
- **May to August 2018**  
Phase 2 of the community engagement program was undertaken.
- **October 2018**  
The Minister for Planning supports the review undertaken by the VPA and directs them to prepare a Structure Plan in consultation with Darebin City Council.
- **May 2019**  
Architectus undertook another concept testing phase to determine the best location for the market within the overall Precinct.
- **May to June 2019**  
Phase 3 of the community engagement program was undertaken.











## 2 Urban Context

This section explores the strategic and local context of the site

2.1 Understanding the site

The Preston Market Precinct sits within one of 7 Major Activity Centres within a 10km catchment of Melbourne CBD and along a railway corridor, making Preston Market a unique opportunity site that aligns with Plan Melbourne’s objectives for future economic and residential growth.

Regional Context

Preston has been identified in the Victorian Government’s Plan Melbourne as a ‘Major Activity Centre’, where these areas will be the focus of major change over the next 30 years. The objective of these centres is to support the future growth of Metropolitan Melbourne by delivering new housing opportunities and economic growth within suburban areas.

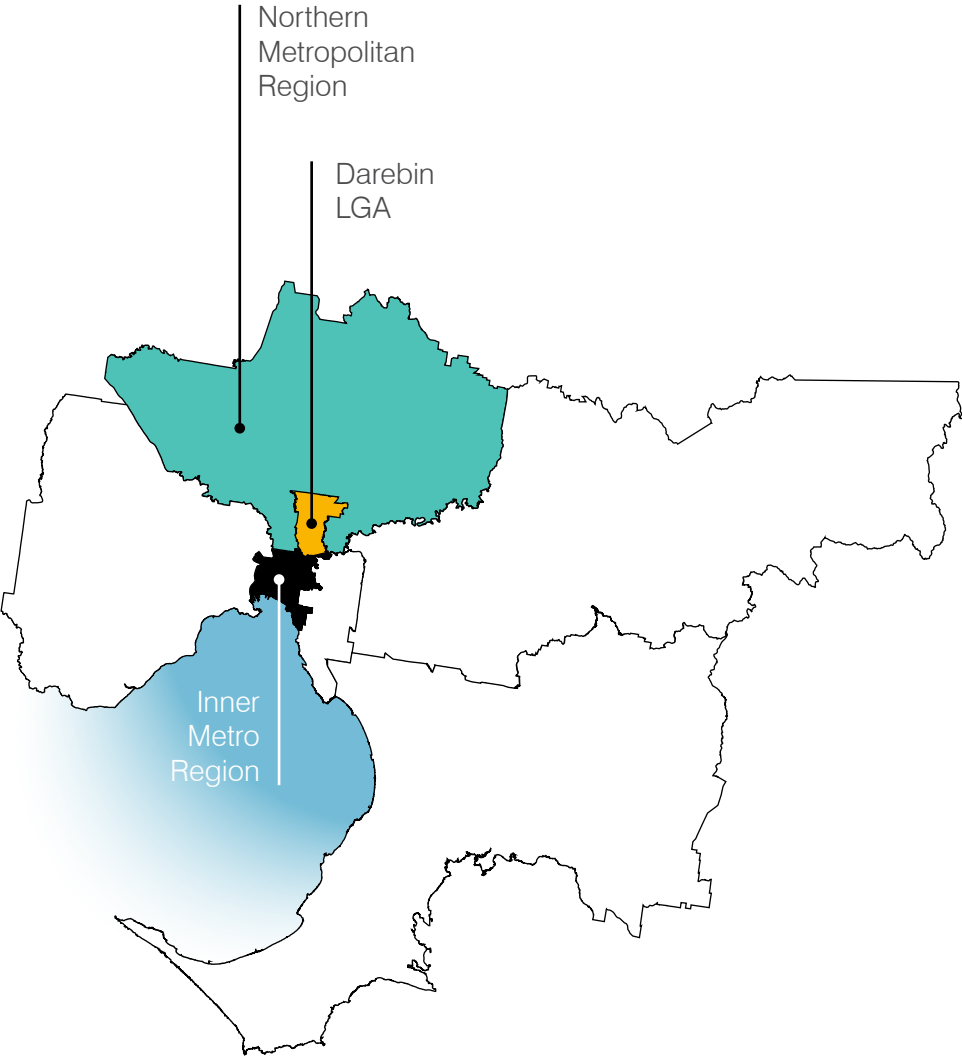
While Major Activity Centres share similar characteristics with Metropolitan Activity Centres, just with a smaller catchment, other characteristics outlined in Plan Melbourne include:

- Encourage more mixed-use development
- Location of greater density
- Continue broadening range of use
- Provide additional scope to accommodate ongoing investment and change in retail, office, service and residential markets.

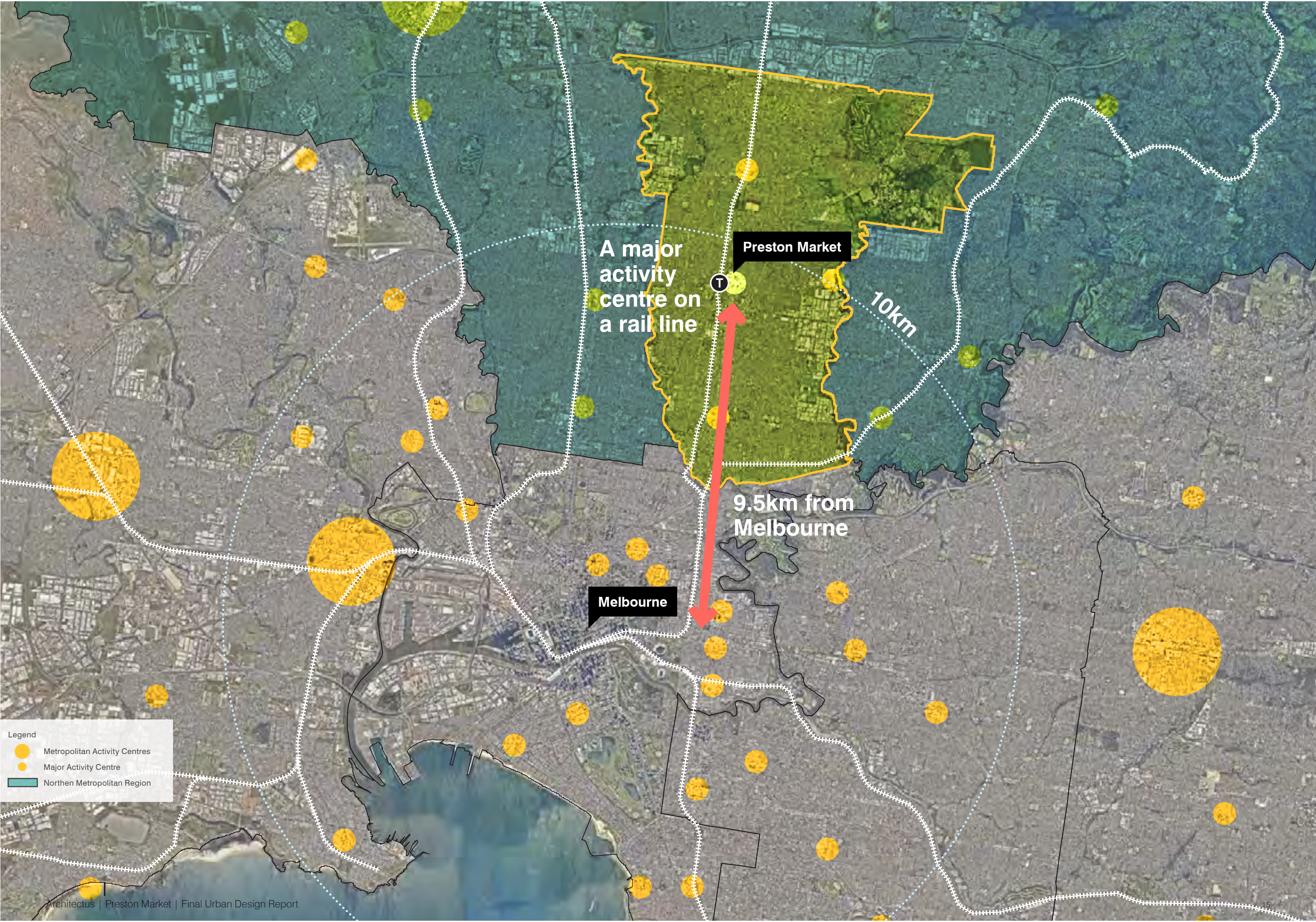
At a Metropolitan scale, the subject site is located with close proximity to Melbourne CBD (9.5km) as well as two identified Metropolitan Activity Centres, Broadmeadows (12km west) and Epping (12KM north). Both Epping and Preston are located along the same Mernda railway corridor, therefore making accessibility between the two centres easier.

The Preston Market Precinct (the subject site) has street frontages on both Murray Road and Cramer Street, and is located immediately adjacent the Preston Railway Station . There are frequent services between Preston and Melbourne CBD every 8 minutes, and regular services to Epping and Mernda.

As a strategic development site located within the Preston-High Street Major Activity Centre and adjacent the future elevated Preston Station, the Preston Market Precinct is well located to accommodate housing and jobs growth.







Legend

- Metropolitan Activity Centres
- Major Activity Centre
- Northern Metropolitan Region



Understanding the site

Urban Context

Within the City of Darebin Local Government Area (LGA), there are two nominated Major Activity Centres; Preston-High Street and Preston-Northland. However, only Preston-High Street is located along the rail corridor and walking distance to the tram network.

Preston-High Street Activity Centre is bounded by Regent Street in the north, High Street, Murray Road and Plenty Road in the east, Bell Street in the south, and Jesse Street, Cramer Street, Bond Street, Murray Road, Asling Street, Spring Street and Myrtle Grove in the west.

La Trobe University is located 4 kilometres north-east of Preston-High Street Activity Centre and plays an important economic role within the LGA and generates continuous employment and service activity. The Preston-High Street Activity Centre has the opportunity to provide a diverse range of housing choice to support the university.

There are two arterial roads, St Georges Road and Plenty Road/ High Street that link Preston-High Street Activity Centre to other parts of Metropolitan Melbourne. .

Legend

- Major Activity Centre
- Industrial/ Employment Centres
- Open Space corridor
- Arterial Roads
- Connector Roads
- Railway line and stations
- Tram line





Understanding the site





# Understanding the site

## The subject site

Within a two minute walk of Preston Station and High Street, the site presents an excellent opportunity for increased height and density close to infrastructure.

The site has street frontage to two main connector roads, Murray Road to the north and Cramer Street to the south, with a narrow service lane (Mary Lane) running along the eastern edge of the site boundary, as well as direct access to Preston Railway Station which abuts the western boundary for Preston Market Precinct.

The Preston Market is a privately owned and operated fresh food and specialty market adjacent to the Preston railway station and within the Preston Activity Centre.

Within an 800m catchment, the subject site is in close proximity to two modes of major public transport infrastructure; the Mernda rail corridor and station abutting the western boundary of the subject site, and two tram stops within a 10-minute walking distance east via Murray Road and Cramer Street. The two level-crossings at Murray Road and Cramer Street have been identified as priority sites for future removal of level crossing through the replacement of a elevated railway track and station.

The precinct has excellent access to a range of services, facilities and amenities including:

- Preston Station and public transport bus services on Murray Road and High Street
- Preston City Oval, HP Zwar Park and the St Georges Road cycling and walking path
- Preston Library and Darebin City Council's offices
- Preston High School and Melbourne Polytechnic's Preston Campus





Understanding the site

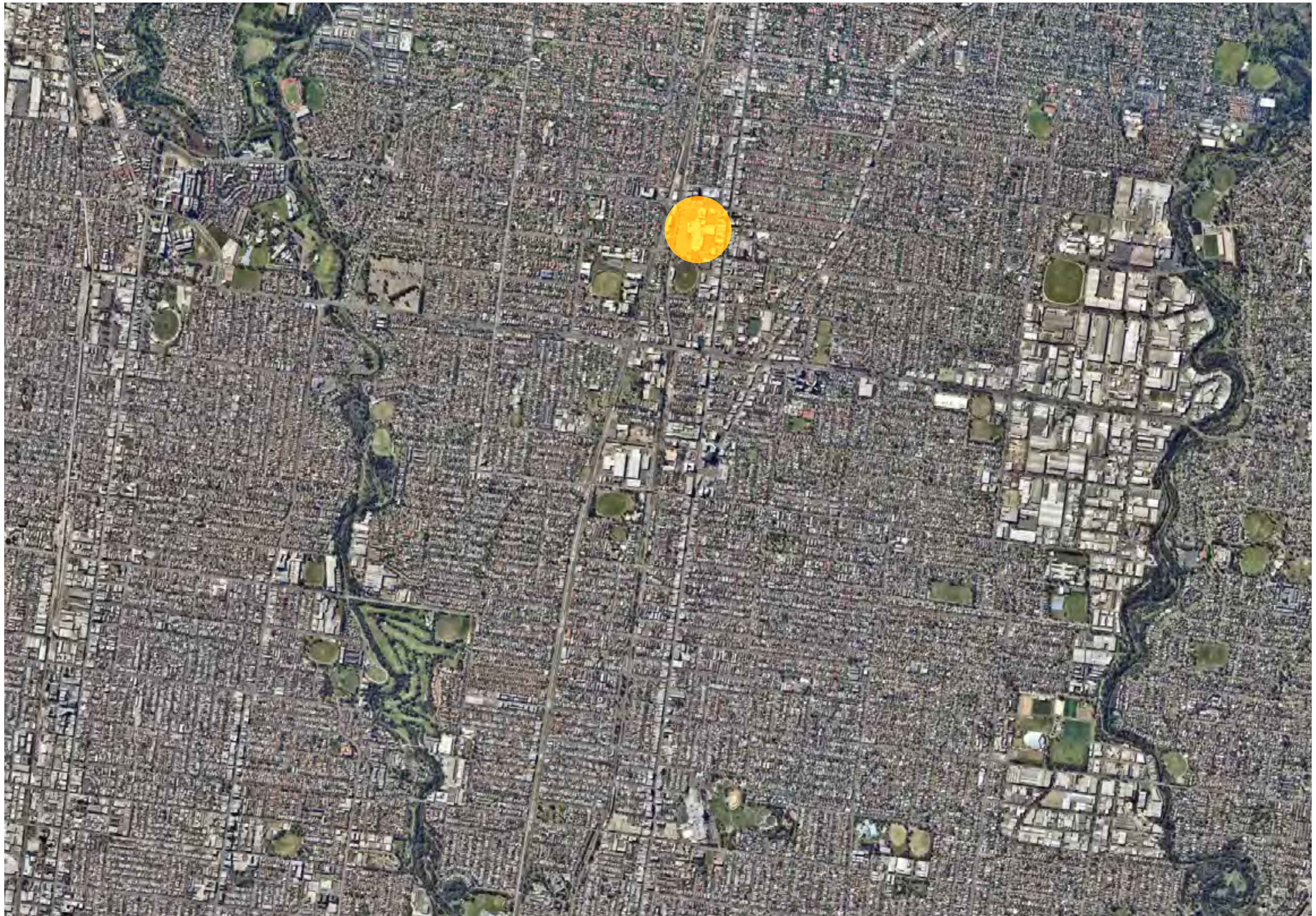
The site

The following site photographs illustrates the subject site's current features and immediate context.



- 01 Approaching the market from the south
- 02 Surface car parking on the eastern perimeter of the market
- 03 The southern entry into Preston Market
- 04 The northern entry into Preston Market
- 05 The western entry into Preston Market from Preston Railway Station
- 06 Dining areas adjacent to market stalls
- 07 Fresh fruit and vegetable stalls
- 08 An atrium defines the main pedestrian axes through the market
- 09 Informal seating spaces









## 3 Planning Context

An appreciation and understanding of Preston's planning strategies, frameworks and policies provides a solid foundation for an appropriate and insightful proposal.



3.1 Strategic Context



Plan Melbourne Map

Plan Melbourne 2017-2050

Plan Melbourne is the Victorian Government’s long-term plan for accommodating Melbourne’s future growth in population and employment.

Melbourne is now a global city and experiencing significant growth. New housing and employment opportunities must be made available in locations that capitalise on access to transport, infrastructure and services.

Under Plan Melbourne, the precinct is part of the larger Preston-High Street Major Activity Centre. The Preston Market Precinct is a strategic development site within the activity centre.

Major activity centres provide access to significant public transport infrastructure, employment opportunities, housing and a wide range of services.

They are well suited to deliver higher development densities that will optimise the value of existing infrastructure



Preston Central Structure Plan

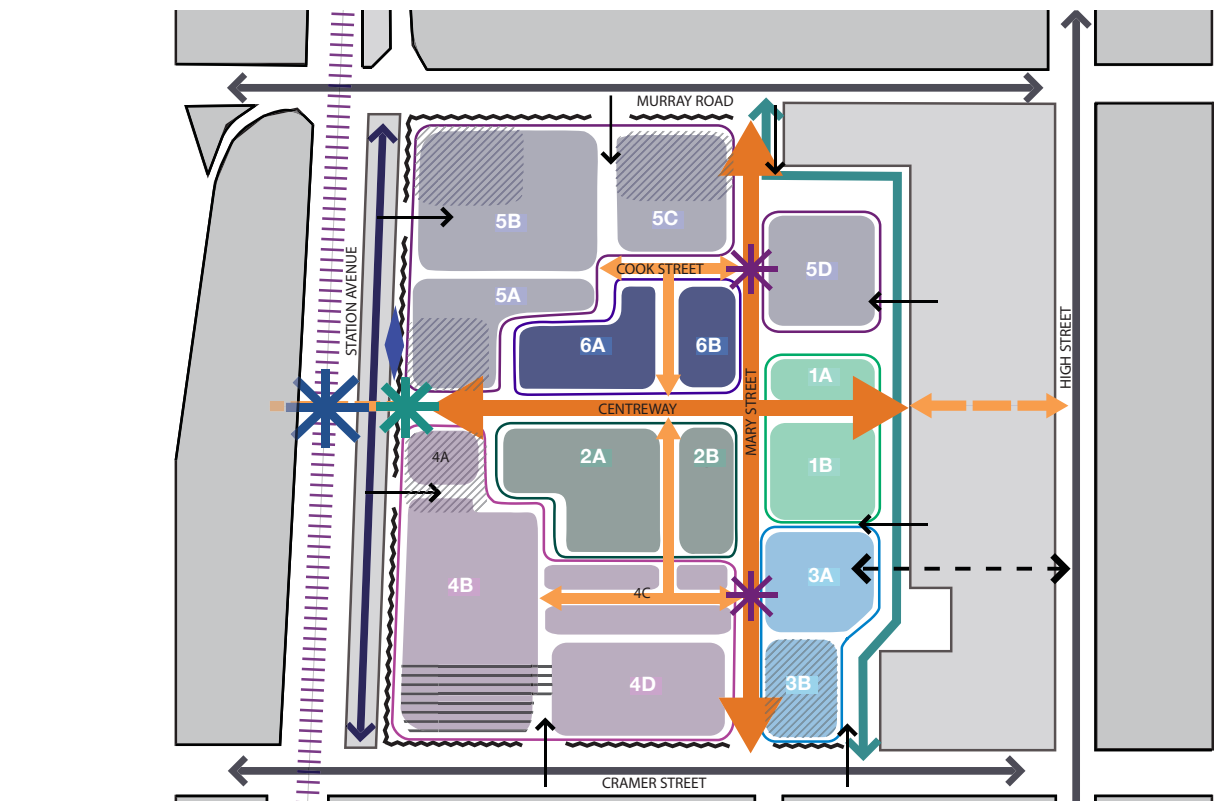
Preston Central Structure Plan (2006)

The Council has identified the need to prepare an updated structure plan for the activity centre in response to the growth of Darebin and Melbourne’s population. It is in the process of updating its Preston Central Structure Plan which will consider the implications of the Preston Market Precinct redevelopment.

However, to ensure consistency, the advancement of that strategy is on hold until the Preston Market Precinct Structure Plan is finalised.



Strategic Context



Incorporated Plan map



**Incorporated Plan (current planning scheme)**

In 2007, the Incorporated Plan focuses on enabling medium to high-density development within the site while retaining existing market functions and improving connectivity with public transport and the pedestrian environment. To achieve such objectives, the document provides a series of design principles, including:

- Land Use Composition: Retain traditional retailing style and provide a mix of complementary uses, services and facilities at ground level and high-density residential, offices and entertainment primarily above ground.
- Staging: Integrate land use composition and site layout with surrounding land uses.
- Built Form & Design: Built form and heights should respond to streetscape conditions providing hard-edged 4-storey street frontages with taller built form above podium level. Built form should be visually distinguishable, avoiding adverse amenity impact on the public realm.
- Pedestrian Environment: Pedestrian connections

should maximise ease, comfort and safety, reinforce access to the Fresh Food Market and provide space for kiosk-type activities. The design of active edges must achieve a high level of pedestrian amenity and engagement.

- Station Square: Provide and area of open space at the interface with the train station to facilitate pedestrian movement across the site and provide opportunities for social gathering, as well as visual and environmental relief.
- Landscaping: Landscape elements should celebrate local culture, be integrated with existing character and incorporate WSUD.
- Vehicle Access, Car Parking & Loading: Vehicle access should minimise impact on the pedestrian environment by consolidating kerb crossings, separating and screening service areas from public spaces and creating a hierarchy of vehicle movement. Car parking is not to be provided at ground level, while bike parking should be provided in multiple locations with easy access to proposed uses.

**Preston Market Planning Overview (VPA, October 2018)**

In August 2017, the Preston Market Precinct was designated as a strategic development site by the Minister for Planning, who directed the Victorian Planning Authority (VPA) to complete a review of the current planning controls across the site by 31 July 2018. An interim height limit of 9 metres was imposed over the site and authorised the VPA to be the planning authority to implement the updated planning controls.

This document was compiled to analyse the current planning policy context for the Preston Market Precinct, which included community engagement to identify matters of importance to the community.

The report included guiding principles and recommendations, as summarised in the image opposite.

In October 2018, the Minister for Planning supported this review and directed the VPA to prepare a Structure Plan in consultation with Darebin City Council.









## 4 Analysis and findings

This section provides an analysis of the site conditions and outlines the opportunities and constraints that the site presents.



4.1 Site Analysis

The subject site

The site has street frontage to two main connector roads, Murray Road to the north and Cramer Street to the south, with a narrow service lane (Mary Lane) running along the eastern edge of the site boundary, as well as direct access to Preston Railway Station which abuts the western boundary.

The Preston Market is a privately owned and operated fresh food and specialty market adjacent to the Preston railway station and within the Preston Central Activity Centre.

The surrounding context is predominantly commercial with a range of apartment permits approved at 330-336 Murray Rd, 6-8 Clinch Ave, 30 Cramer St and on the market site.

The following site photographs illustrates the subject site's current features and immediate context.



Site area: 5.1 hectares



120 market traders, such as green grocers, deli, a meat and fish section and other specialty shops selling plants, clothing and sporting goods.



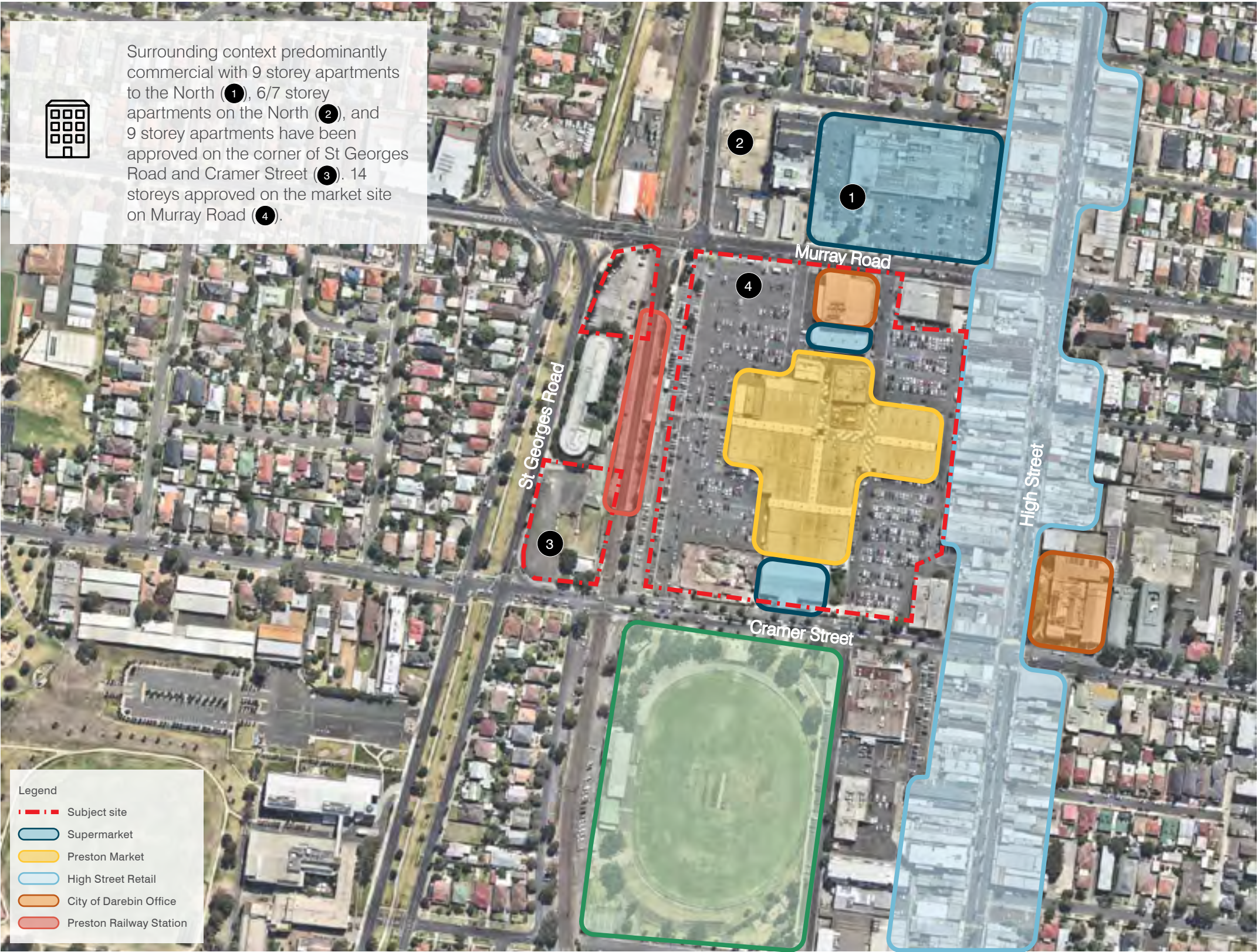
The site also includes an Aldi supermarket, Centrelink offices, and an Asian grocer.



Close proximity to Preston Railway Station with services to Melbourne CBD within 26 minutes.



Existing fine grain retail amenity along High Street.







Underline Activation project at Noble Park

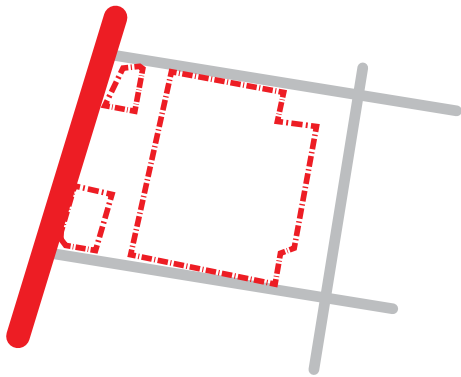


Site Analysis

Site Character: St Georges Road

St Georges Road is characterised by low and medium density residential and a generous, landscaped median separating the road.

Along the western frontage are single storey detached houses, and 3 storey apartments along the eastern frontage.





Site Analysis

Site Character: High Street

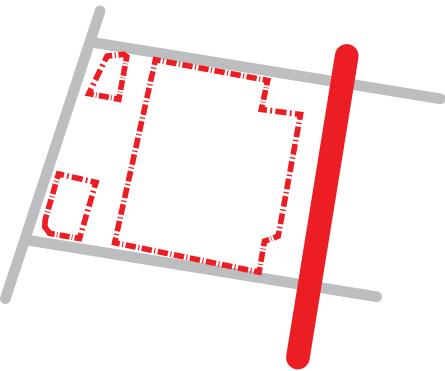
High Street is characterised by an active ground plane and predominately two storey fine grain retail including shops and restaurants.



High street provides fine grain retail and services along both sides of the street with on-street parking provided.



Mature tree planting within the median strip defines the retail street in Preston.



City of Darebin offices are located at the corner of High Street and Cramer Street



Site Analysis

Site Character: Murray Road

Murray Road, which defines the northern boundary of the site, is characterised by big box commercial uses including a Chemist Warehouse and Woolworths.

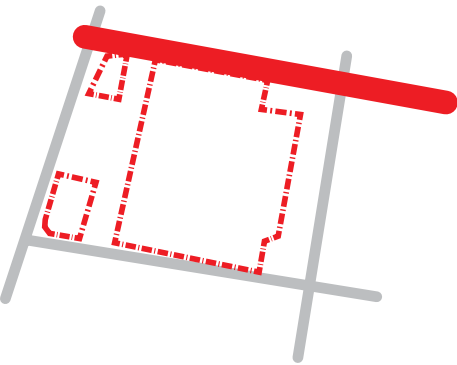
Currently, Murray Road lacks good pedestrian amenity due to limited pedestrian crossings, street tree planting and passive surveillance provided by active frontages.



The existing level crossing will be removed and replaced with an elevated railway corridor. This will improve traffic flow into the centre and pedestrian connectivity.



Murray Road is predominately vehicular focused street with limited or no pedestrian amenity, such as priority crossings or landscape buffer from traffic noise.



Given the nature of Murray Road as a connector street to other major arterial roads, there is minimal active or passive retail frontages



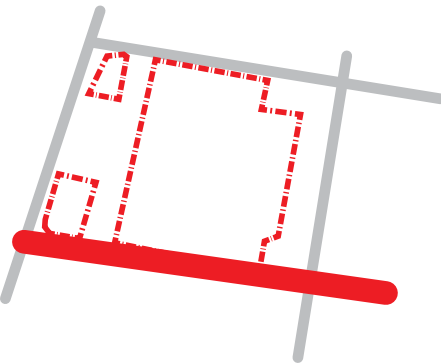
Site Analysis

Site Character: Cramer Street

Cramer Street, which defines the southern boundary of the site is characterised by landscape verges with mature tree planting and is considered to be more a local street type that provides access to surrounding residential neighbourhoods and Preston High Street.

Cramer Street provides active transport cycle connections on both sides of the street, and offers pedestrian amenity with tree-lined footpaths and medians, including several direct connections to the site.

Preston City Oval is located opposite the subject site, and is a significant neighbourhood park in Preston. The oval is used as a VFL stadium. The perimeter of the reserve is open to the public and includes a playground, gathering spaces and cricket nets.



Wide pedestrian footpaths with integrated street planting



Defined pedestrian crossing to Preston Oval



Mature tree planting within the median strip and along the street edges defines the entry into Preston retail core.



# Site Analysis

## Access & Entrances

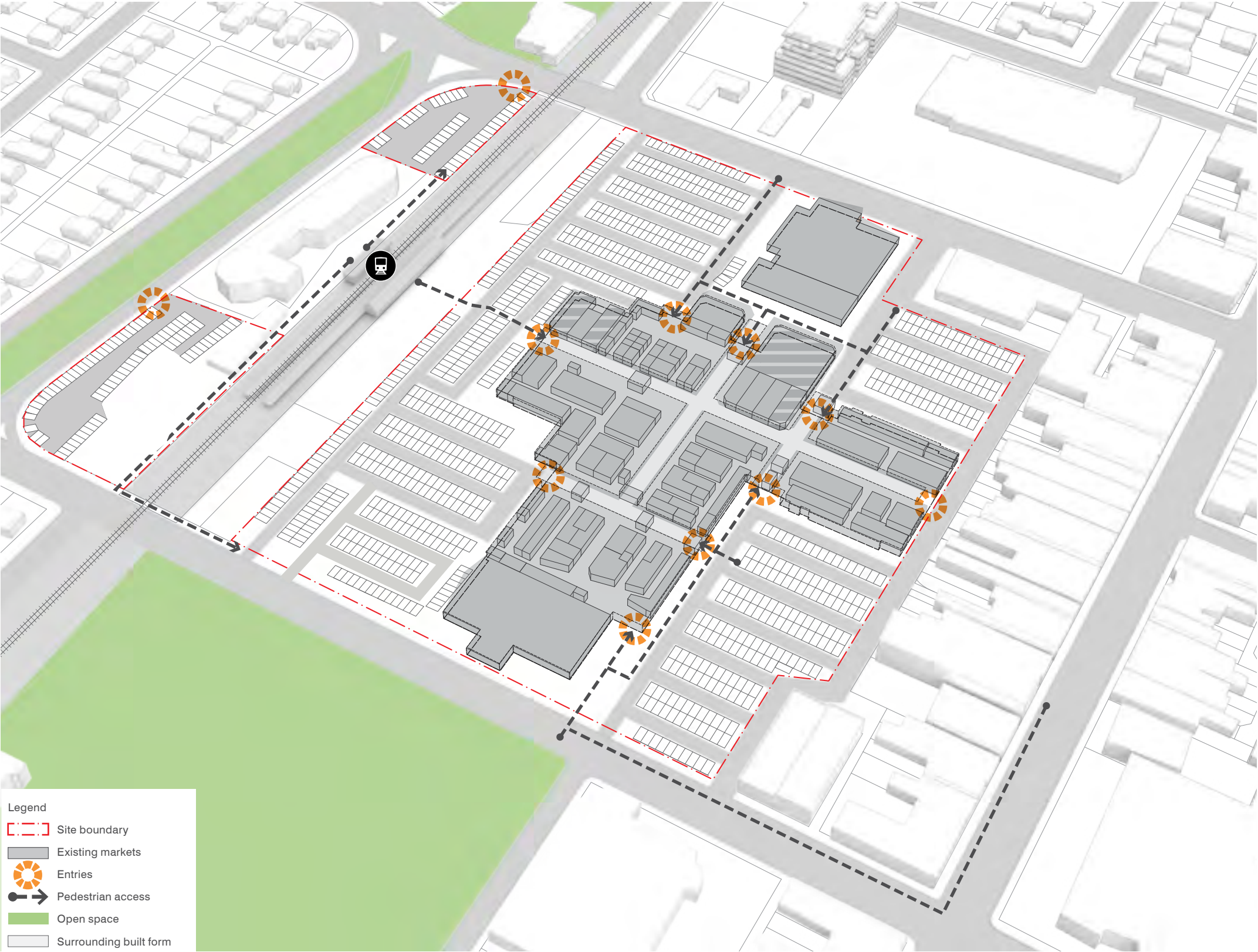
Preston Market can be accessed on all of its four sides. There is direct pedestrian access from Preston Station on the west.

Access from the north and south is via an informal street through the car park off both Murray Road and Cramer Street. Eastern access to the market occurs off Mary Street, which primarily functions as service access to both the market and the commercial and retail tenancies along High Street.

The two sites west of the railway corridor, both currently public car parking for commuters, have the primary entry for the north site located off Murray Road, and the south site's entry via St Georges Road.

There are nine main entry points around the perimeter of the market. These generally align with key access and pedestrian circulation paths, including a east/west connection between Preston station and Mary Street, and a north/south connection between Murray Road and Cramer Street.

The entrances to the market are internalised within the street block, surrounded by car parking. The Murray Road and Cramer Street frontage is occupied by a Centrelink building and Aldi supermarket to the north and south, respectively. The market lacks a formal street address and an identifiable entry from the street.





Site Analysis

Services & Amenities

The existing Preston Market consists of approximately 120 market traders providing 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

In addition, there is an Aldi supermarket located on the southern perimeter of the site, Centrelink service on the north, and an Asian grocer.





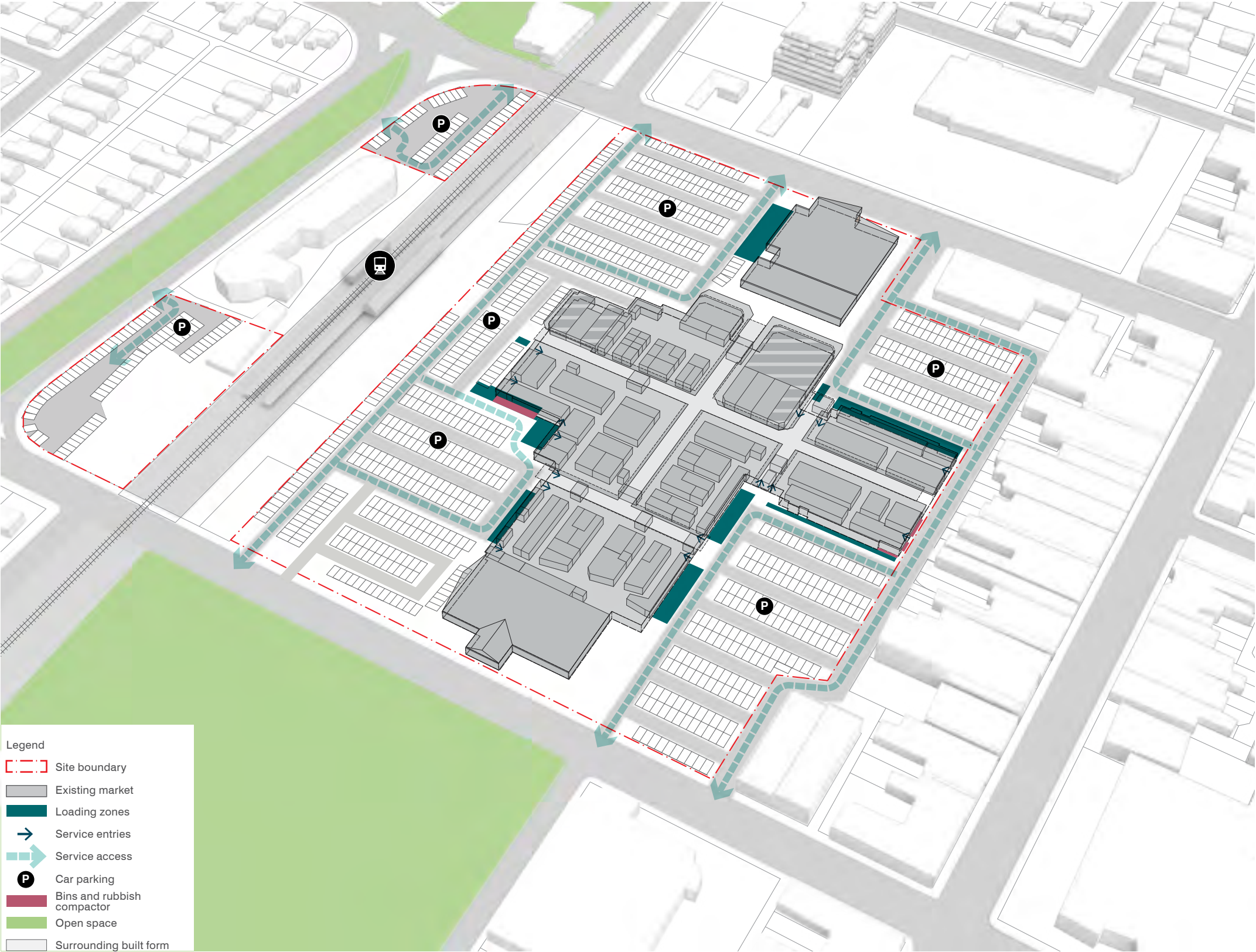
Servicing & Parking

*Servicing*  
There are existing designated loading zones located around the perimeter of the market near the main entries into the market. There is no delineation between service entries and customer entries. Loading and unloading of stock is carried out in the circulation areas and in conflict with pedestrians and cars.

*Parking*  
The existing parking layout of the Preston Market is divided into four parts, and wraps around the perimeter of the site. There are six points of access via either Murray Road to the north, and Cramer Street to the south. The surface car parking currently accommodates a total of 827 car parking spaces and three other commuter parking areas.

Located along the western boundary edge of the Market site, is the commuter surface car parking owned by VicTrack. Entry to the commuter parking is currently accessible from the Market site, which applies some additional pressure on the vehicular entrances closer to the station via Murray Road and Cramer Street.

The proposed new Preston Train Station and railway line will be elevated in the future and existing commuter parking will potentially be relocated with the level crossing project.





Site Analysis

Circulation and Back of House

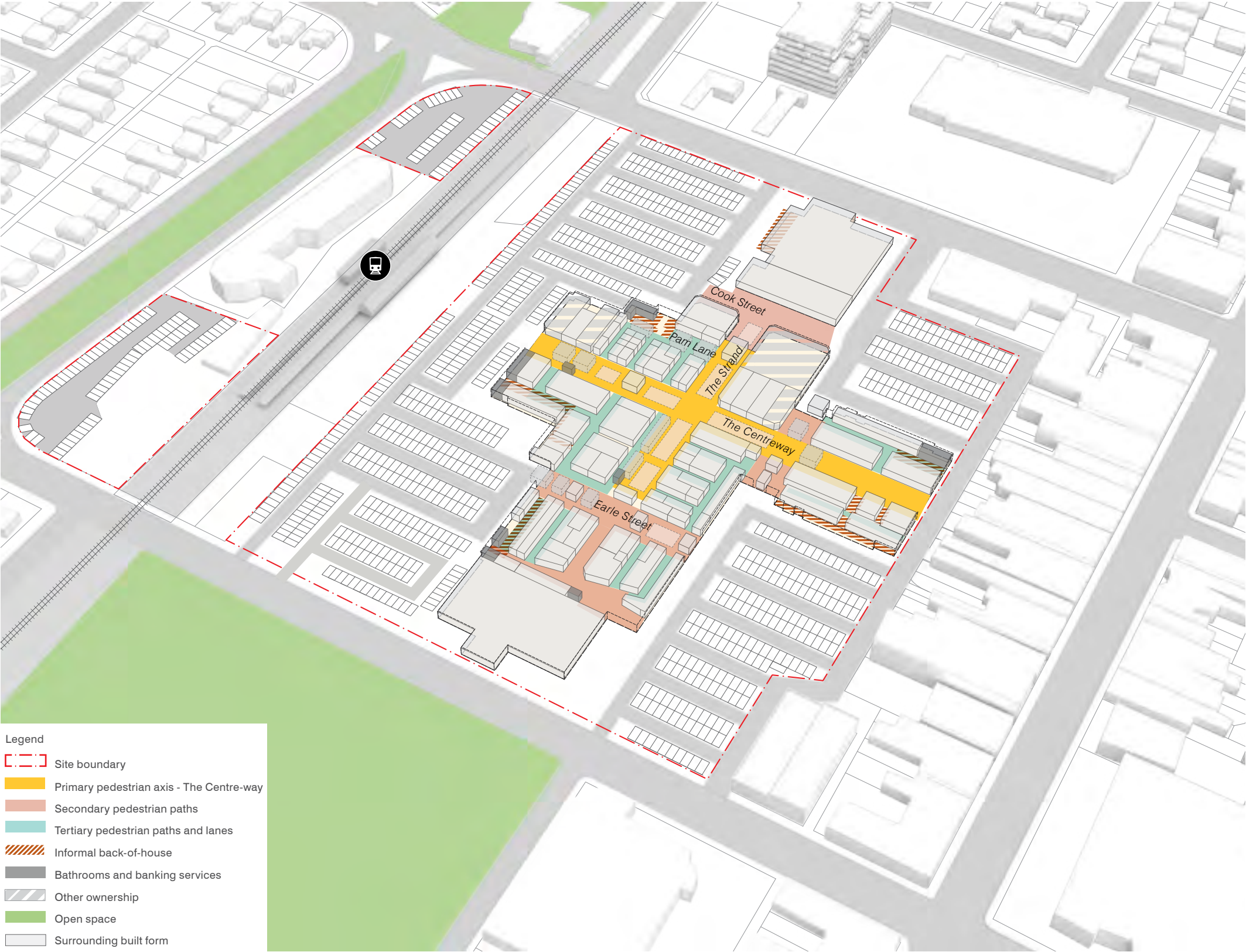
*Pedestrian movement*  
The primary pedestrian axes through the market includes The Centre-way that bisects the market east/ west and The Strand that bisects the market north/ south.

These circulation paths align with the main entries into the market and link to Preston station on the west. An atrium overhead brings daylight and amenity into the market, and defines the primary pedestrian axes.

These spaces are flexible consisting of informal seating and dining areas, play spaces and temporary stalls.

The layout of the market stalls further demarcate secondary and tertiary pedestrian paths and lanes.

*Back of House*  
Loading and storage often extends beyond designated stalls and into narrow lanes around the perimeter of the market, potentially causing conflict with customers.

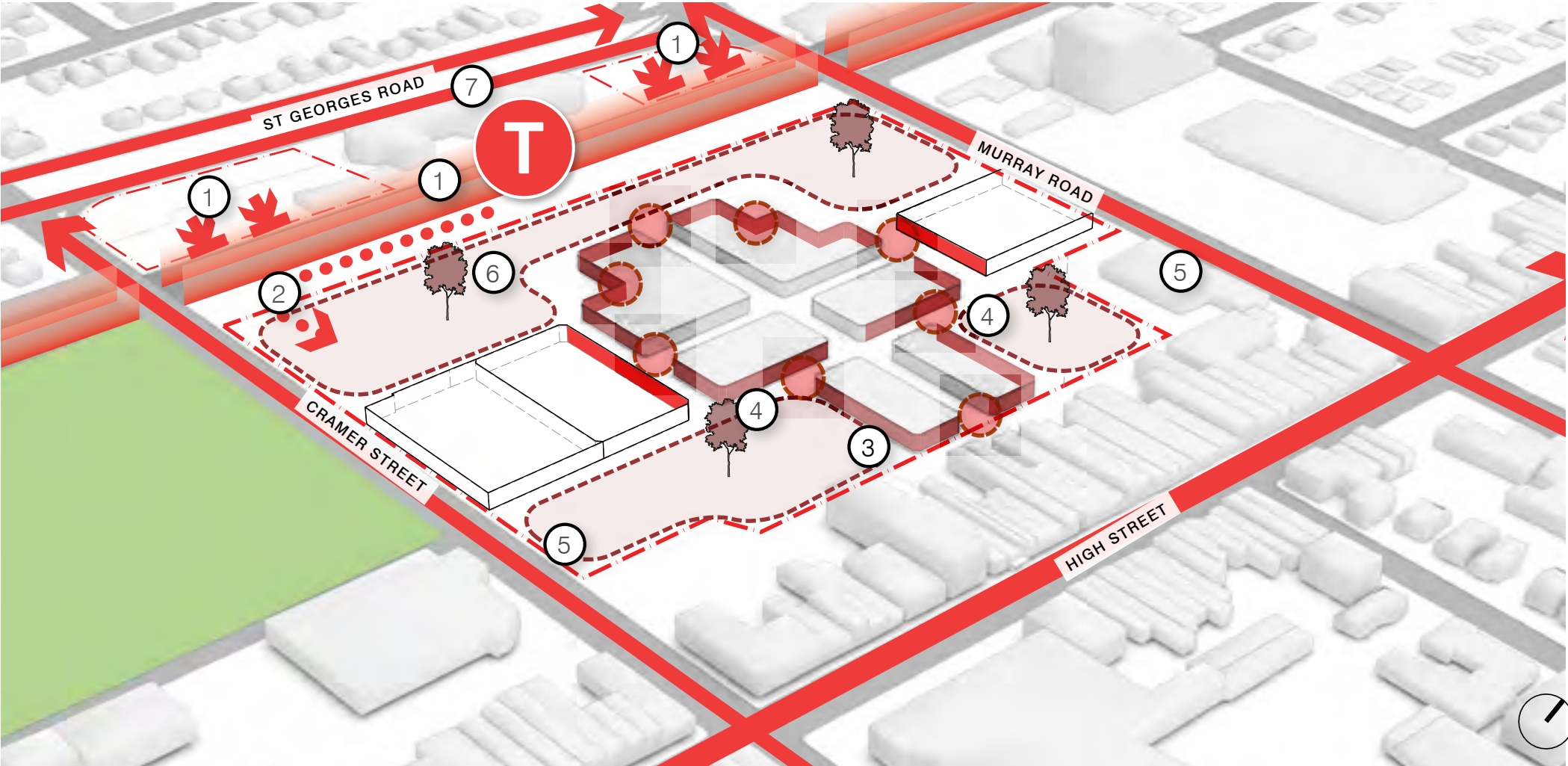




Site Analysis

What is not 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 market 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 market:** 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.
- 7. **Connections:** Poor pedestrian connections from St Georges Road to the market.



Lack of street address



Cars prioritised over pedestrians



Loading and customer overlap



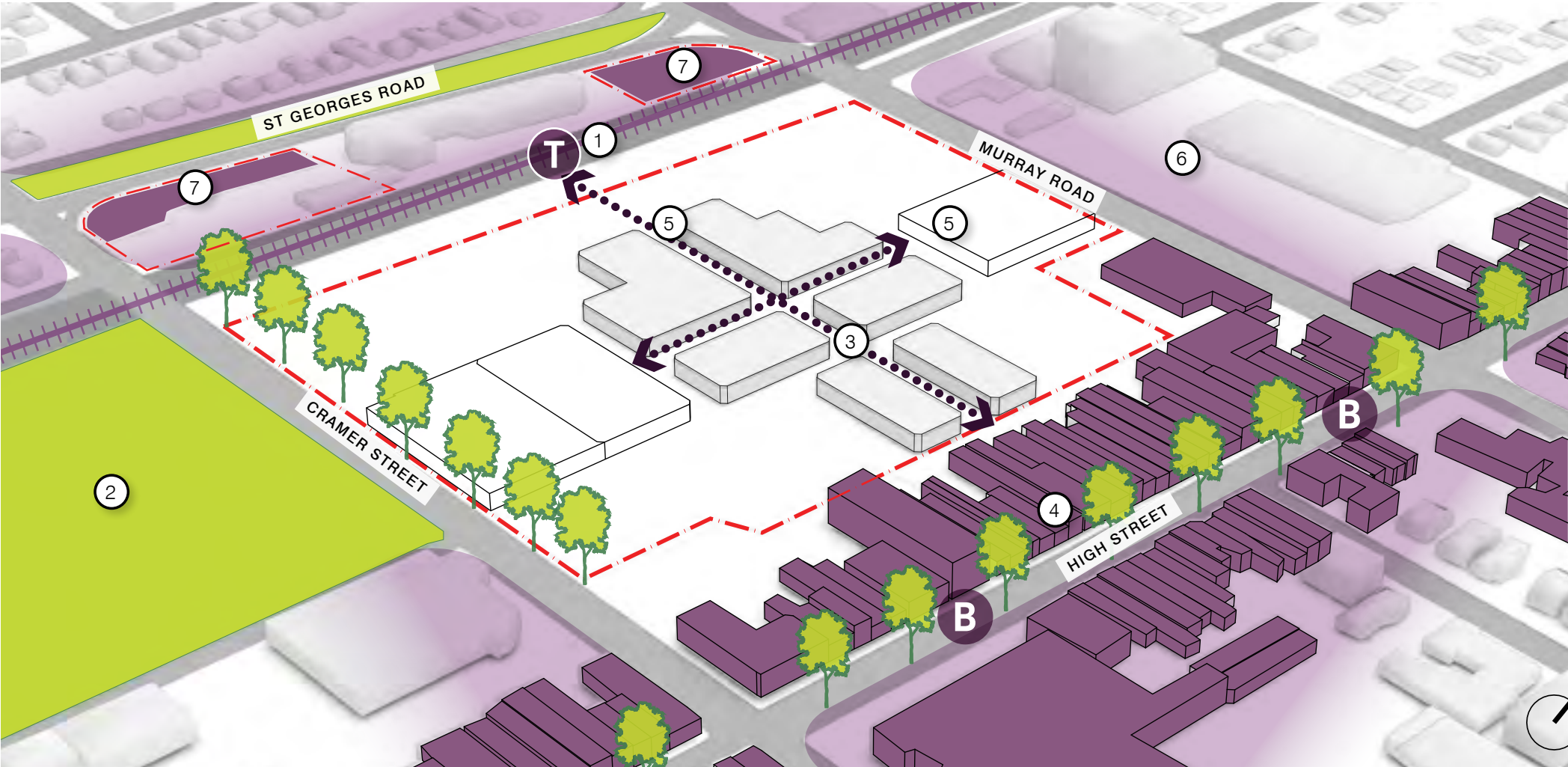
Inactive edges



Site Analysis

What is working

- 1. **Public Transport:** Proximity to Preston Railway 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. The Market is highly valued by the community and contributes to the social infrastructure and character of Preston.
- 7. **Additional residential uses:** The two sites east of the train station have the opportunity to provide additional residential density to the Precinct.



Successful street trees and vegetation



Active shop fronts



Seating areas



Light soaked pedestrian spaces



Site Analysis



Figure 1: Minimum Representative Sample (in blue)



Figure 2: Existing axes

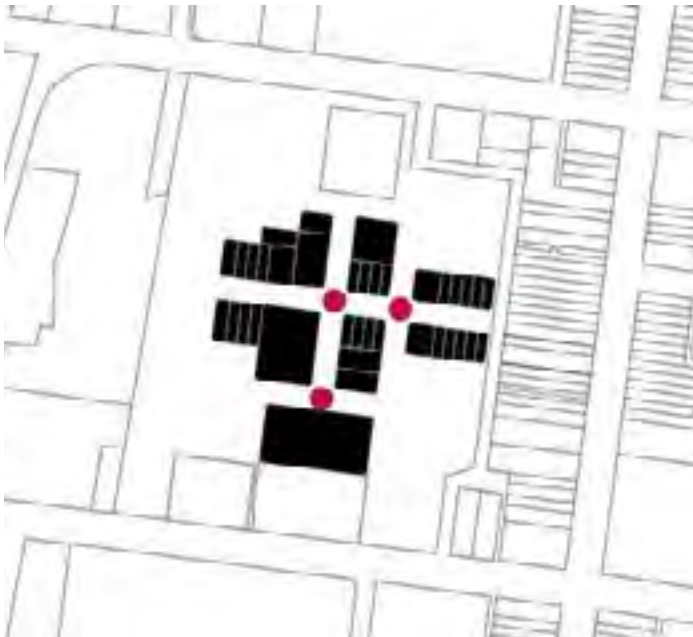


Figure 3: Existing key pedestrian intersections



Figure 4: Existing large-format murals

Heritage design guidelines for Preston Market  
(GJM Heritage, October 2020)

New development should:

1. Retain a representative sample of heritage fabric. The extent of retention should, as a minimum, include two sheds either side of a central walkway (refer to Figure 1).
2. Explore the possibility of siting new built form along existing and/or new axial thoroughfares, particularly east-west oriented axes (Existing axes shown in Figure 2).
3. Allow for the retention or relocation of existing spaceframe elements to be incorporated into new structures elsewhere on the site.

4. Explore referencing of the existing material characteristics of the site into the new development, including:
  - Tilt-up concrete walls
  - Geometric motifs
  - Exposed structural elements
  - Materiality
  - spaceframe construction.
5. Avoid like-for-like replication of historic design elements.
6. Explore an innovative and bespoke design response to the heritage values of the place into new designs.

7. Avoid construction of new built form directly on top of the retained heritage fabric.
8. Avoid new built form that obscures retained heritage fabric, include the entrances, external walls and the projecting eaves which reveal spaceframe elements.
9. Explore the retention of existing road and thoroughfare alignments into new designs. Avoid terminating thoroughfares in end walls or t-intersections.
10. Provide high-quality amenity and visual interest at existing and/or new key pedestrian intersections (Existing key pedestrian intersections shown in Figure 3).

11. Explore the possibility of retaining or reinstating original signage formats into new designs.
12. Avoid signage and structures that diminish the legibility of the spaceframe structure.
13. Explore the possibility of retaining or reinstating original planters and planting schemes into new designs.
14. Incorporate where possible existing large-format murals into new designs (See Figure 4).
15. Provide opportunity for new large-format murals that are publicly accessible and incorporate relevant cultural themes.
16. Facilitate and encourage a continuing market use within the site based on small-scale and diverse retail experiences that are grouped by retail type.











## 5 Developing the Framework

In developing the framework in consultation with VPA, we established a specific set of principles and a project vision which have guided the development of a robust design approach









## 5.1 Framework Vision

The Preston Market Precinct is a thriving place with a fresh food market at its core, complemented by housing, office and retail jobs, community services, and vibrant and accessible public spaces.

Continuing its role as the gateway to Preston, the Precinct welcomes a diverse community from the local area and across Melbourne.



Create a purpose built market building as a centrepiece to Preston

- Ensure the market building is an anchor feature on the site.
- Position the market in a prime location that ensure visibility from the surrounding streets.
- Create an architectural show-piece market building.
- Consolidate loading docks to the back of house with access via service lanes.
- Ensure clear separation between visitor access and servicing.
- Provide clear sight-lines to the market building from Murray Road, Cramer Street and the new internal site street.
- Create public space to front the market building to encourage people to linger and place to meet.



Strengthen the pedestrian connectivity to, from and through the site

- Improve all connections within the site for all modes of traffic to ensure a clear delineation between vehicles, servicing and pedestrians.
- Strengthen the north-south and east-west connections through the site.
- Create new street connections through the site to provide better access and street address to Preston market, and the future development sites.
- Prioritise pedestrian and cyclist connection between the station, the market and to the surrounding context.
- Identify a common language in the streetscape that ties the market 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 the sense of arrival to market and provide a well defined front door to the 'Preston Market'.



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 further within the site 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.



Provide a mix of activities to create an active place throughout the day and night

- Promote necessary and recreational activities that are integrated within the structure of the site and contributes to the vitality of the place during both the day and night economy.
- Encourage future development of land around the market building to include active ground floor non-residential uses with residential above.
- Encourage the perimeter of the market to be sleeved with additional retail & commercial uses. There are some additional opportunity to increase retail along new street edges within the site.
- Allow for the opportunity to extend market activities outside of the market building and into the public open spaces.
- Provide a mix of activities that stitches back to Preston market and the wider area. The future supporting residential & non-residential uses and retail & dining offer, coupled with quality public space will help create an active place.



5.2 Comparison to sites in other activity centres

There are 121 existing and future Major Activity Centres across Melbourne, all with different characteristics and functions.

However, the one consistent attribute for all Activity Centres is to provide services, employment and housing and social interaction at a suburban level.

Justification for taller building heights

Four (4) Activity Centres have been identified as benchmark case studies to help determine appropriate building height and density for the Preston Market Precinct. The four (4) Activity Centres selected are:

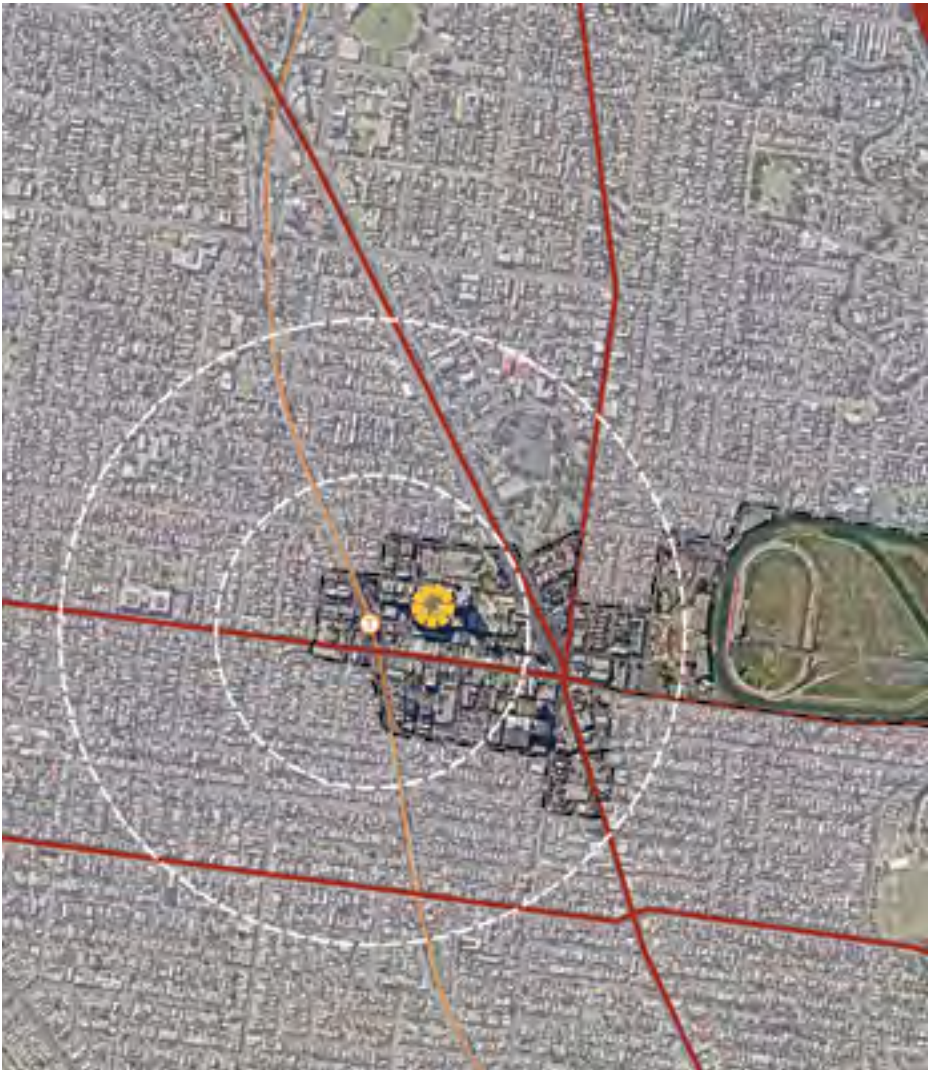
- 1. Coburg
- 2. Moonee Ponds
- 3. Caulfield
- 4. Doncaster Hill

These Activity Centres are selected based on their similar characteristics to the Preston Market Precinct which include:

- Within a 10 kilometre catchment to Melbourne CBD;
- Situated alongside a rail corridor, or within a 5-minute walking distance (400m) to public transport, including bus or tram services; and/ or
- Identified in Plan Melbourne as a ‘Major Activity Centre’

Through this review, the typical building heights proposed (and approved) range between 10 storeys to 30 storeys, which suggest there is a good precedent for taller towers to be nominated within Major Activity Centres.

Providing higher density development on the site will support Plan Melbourne’s objective to provide for future residential and economic growth in suburban centres.

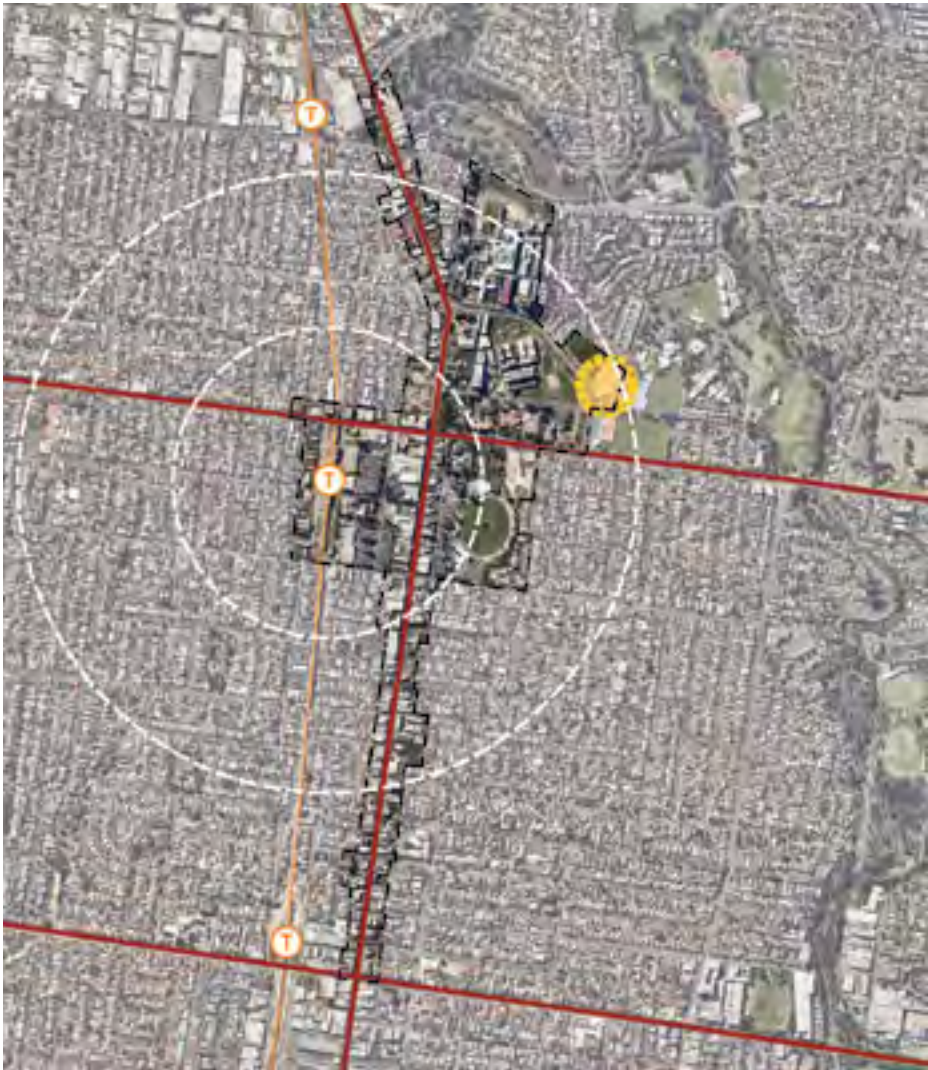


Key Facts: Moonee Ponds Major Activity Centre

Distance from Melbourne CBD	6 kilometres
Built or permit approved site location	Homer Street
Distance to railway station	790 metres
Site Area	5,950 sqm
Maximum building height	30 storeys
Residential dwellings	700 dwellings



Comparison to sites in other activity centres



Key Facts: Coburg Major Activity Centre

Distance from Melbourne CBD	8 kilometres
Built or permit approved site location	35 Pentridge Blvd
Distance to railway station	790 metres
Site Area	9,400 sqm
Maximum building height	17 storeys
Residential dwellings	294 dwellings



Key Facts: Caulfield Major Activity Centre

Distance from Melbourne CBD	9 kilometres
Built or permit approved site location	781-807 Dandenong Road
Distance to railway station	500 metres
Site Area	4,550 sqm
Maximum building height	18 storeys
Residential dwellings	322 dwellings



Key Facts: Doncaster Hill Major Activity Centre

Distance from Melbourne CBD	14 kilometres
Built or permit approved site location	600 Doncaster Road
Distance to railway station	
Site Area	3,230 sqm
Maximum building height	12 storeys
Residential dwellings	152 dwellings



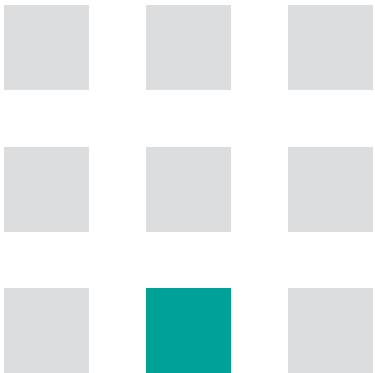
5.3 Principles

Urban design principles



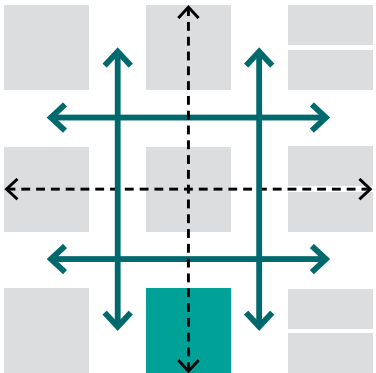
The market is the centrepiece

- 1. Retain the function of a market on the site.
- 2. Improve the accessibility and presence of Preston Market.
- 3. Support the on-going function and operations of Preston Market with other land uses.
- 4. The future design of the market will be a celebrated feature in the redevelopment of the site.
- 5. Improve the market street address with identifiable points of entry
- 6. Provide better pedestrian connections and ground floor activation immediately surrounding the market building
- 7. Improved loading, storage and waste management, and convenient car parking.



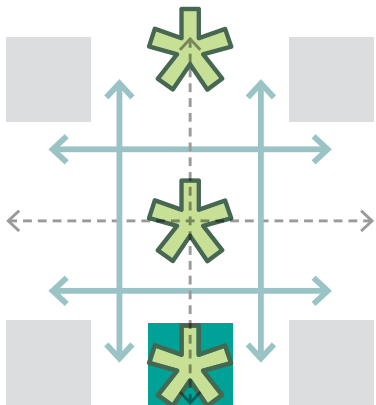
Break the site into smaller blocks and new streets

- 1. The site is too big to be one building or one development.
- 2. Create a mixed-use development within the site and accommodates future residential and non-residential uses within close proximity to public transport.
- 3. 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

- 1. Create a strong pedestrian connection through the site between Preston Railway Station, and High street.
- 2. Support the vitality and activity of the space outside of the operations of the market with a linear public space.
- 3. The linear public space is characterised by fine grain non-residential ground floor activation that connects back to the market.



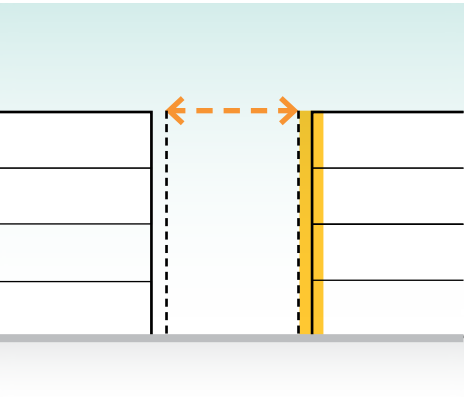
Ensure adequate public space to support existing and future population

- 1. Position new public space and social places along the major pedestrian links through the site next to Preston Market.
- 2. Create a new public space to the south of the site to front Cramer Street to build on the civic character of the street.
- 3. Create a clear delineation between public space and private open space for residential uses.
- 4. Promote social interaction, through new public spaces and quality built form to enhance the sense of place and community.
- 5. Manage the comfort and amenity of the ground plane by mitigating the impact of wind, over-shadowing and providing weather protection.



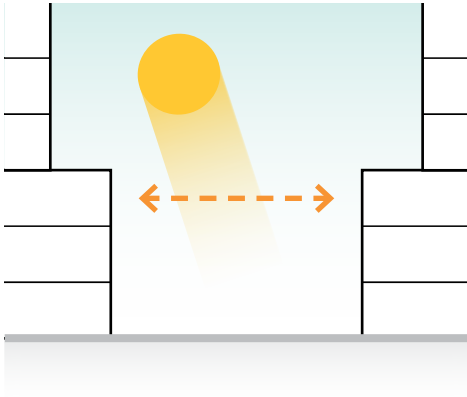
Principles

Built form principles



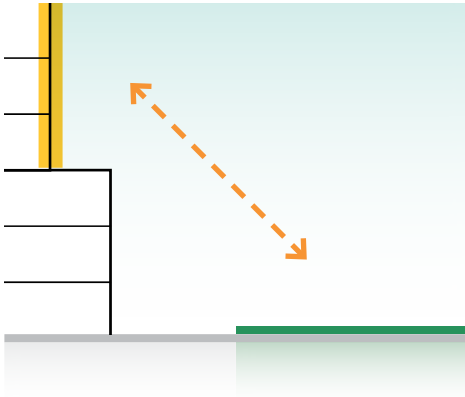
Street wall height to match elevated rail corridor

- 1. Create a 4 storey street wall height along Murray Road to match the proposed height datum of elevated rail way corridor.
- 2. Create a 3 storey street wall height to Cramer Street.



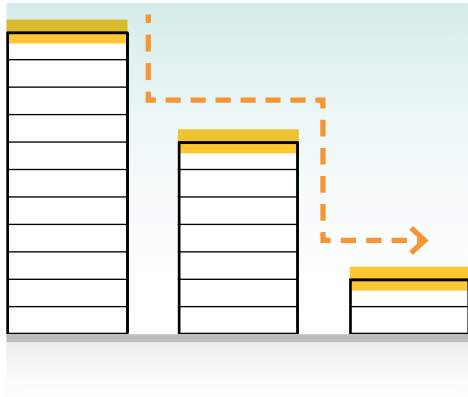
Provide building separation to allow solar access into the site

- 1. Ensure adequate building separation between towers and podiums to allow for greater solar accessibility to residential apartments and open space with the site.



Ensure tower setbacks along public domains to minimise visual bulk

- 1. Minimise the visual bulk and scale of the tower with a deep setback from Murray Road and Cramer Street, where overshadowing considerations apply.



Transition building heights to integrate with High Street

- 1. Low scale development to be located along the site's edge to provide a more human scale to the development.
- 2. Transition to taller building height within the centre and northern areas of the site.
- 3. Provide provisions for greater height and density when considering mixed use development adjacent key infrastructure.
- 4. Density should be offset by a variety of quality public space and community uses.



5.4 Strategy for relocating the market

The Preston Market Precinct is a vibrant and diverse place for the community to gather around food and celebrate culture. Preston market has a strong sense of community identity.

The future of the market will continue to (play) be the pillar of Preston community. The market will provide locals with fresh food & produce, community spaces, and opportunity for new local small businesses to emerge.

The four urban design directions (outline on page 46) have been identified as the primary drivers in approaching the design outcome for the Preston Market Precinct.

As a result the adjacent scenario has been recommended as the preferred location to ensure deliver best practice urban design outcomes.

The design intentions for the preferred relocation of Preston Market include:

1. Relocate the market building with a primary frontage along Mary Street and orientated on a north-south axis.
2. Reinstate the original alignment of Mary Street (20m wide) through the Preston Market Precinct to give the market a formal street address.
3. A new public open space along the southern edge of the market that fronts Cramer Street will provide a visual connection into the site and strengthen the civic character of Cramer street.
4. Locate new loading and servicing areas for the market along the eastern edge of the site, with access via the existing Mary Lane. Mary Lane is to be retained as the primary service lane for the site.

Relocating the market along the eastern edge of the site provides new opportunities for the future use of the site and market. These include:

- Relocating the market building along the eastern perimeter, allows for greater availability to developable area.
- Larger developable blocks allow for bigger and more efficient building floor plates. Therefore, reduces the overall building density across the site.
- Reinstates Mary Street but as a pedestrian market street (with vehicular access restricted to the northern extent from Murray Road). Provides the market building with a primary street frontage and direct connections to Cramer Street and Murray Road.
- Additional non-residential ground floor uses fronting a large north facing open space that provides a link between the train station and the market building.
- New north-south vehicular connection along western edge of boundary (not for through traffic), which provides access to the existing commuter train station, and to three new internal streets within the site.
- An additional open space fronting Cramer Street

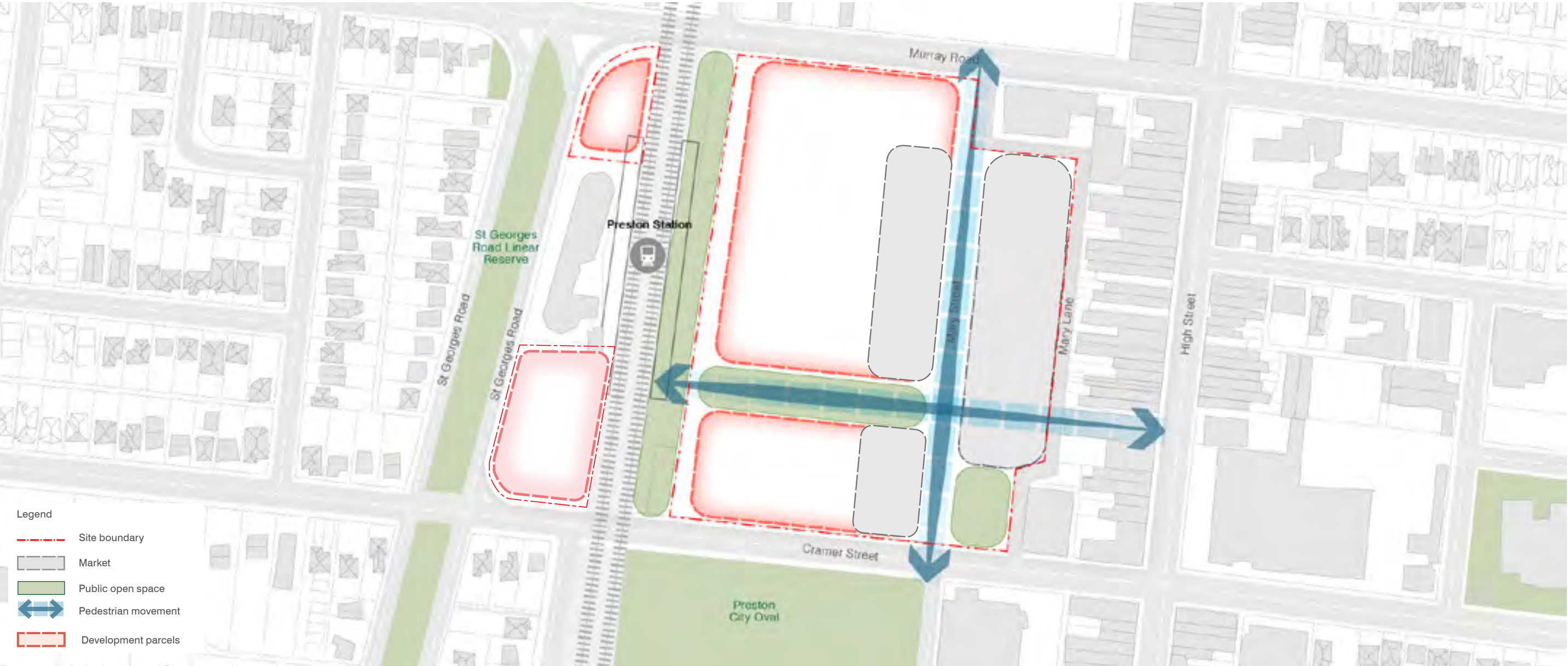
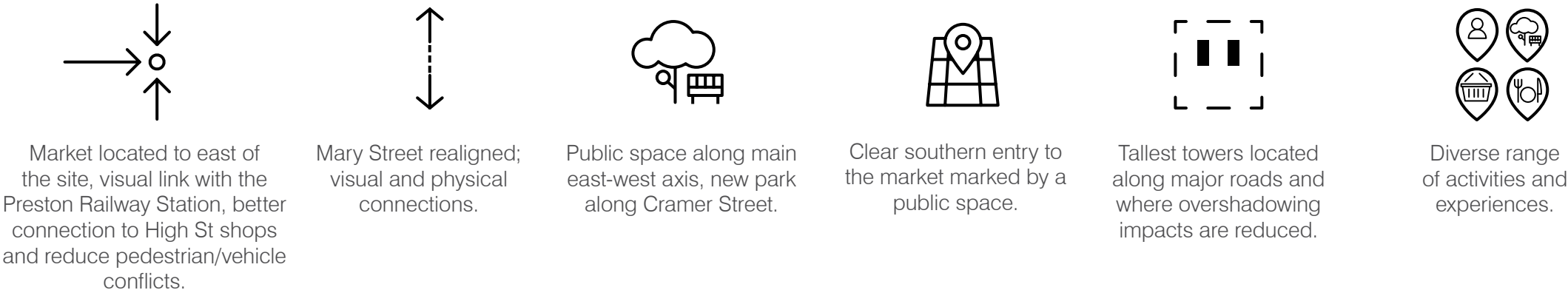
strengthens the civic character of the street and defines a point of arrival to the market building.

- Servicing and loading access retained to Mary Lane. Shared service and loading access for High Street shops and the market, reducing potential conflicts with pedestrians.
- A stronger link from market to High Street shops, encouraging customers to visit both.
- Allows High Street shops to open at the back to interact with market spaces and enable new business opportunities such as outdoor dining.
- Allows for easier under-grounding of parking, loading and servicing facilities.



Strategy for relocating the market

The market anchors the site on the east, reinstating Mary Street as an active connection with high amenity public spaces.

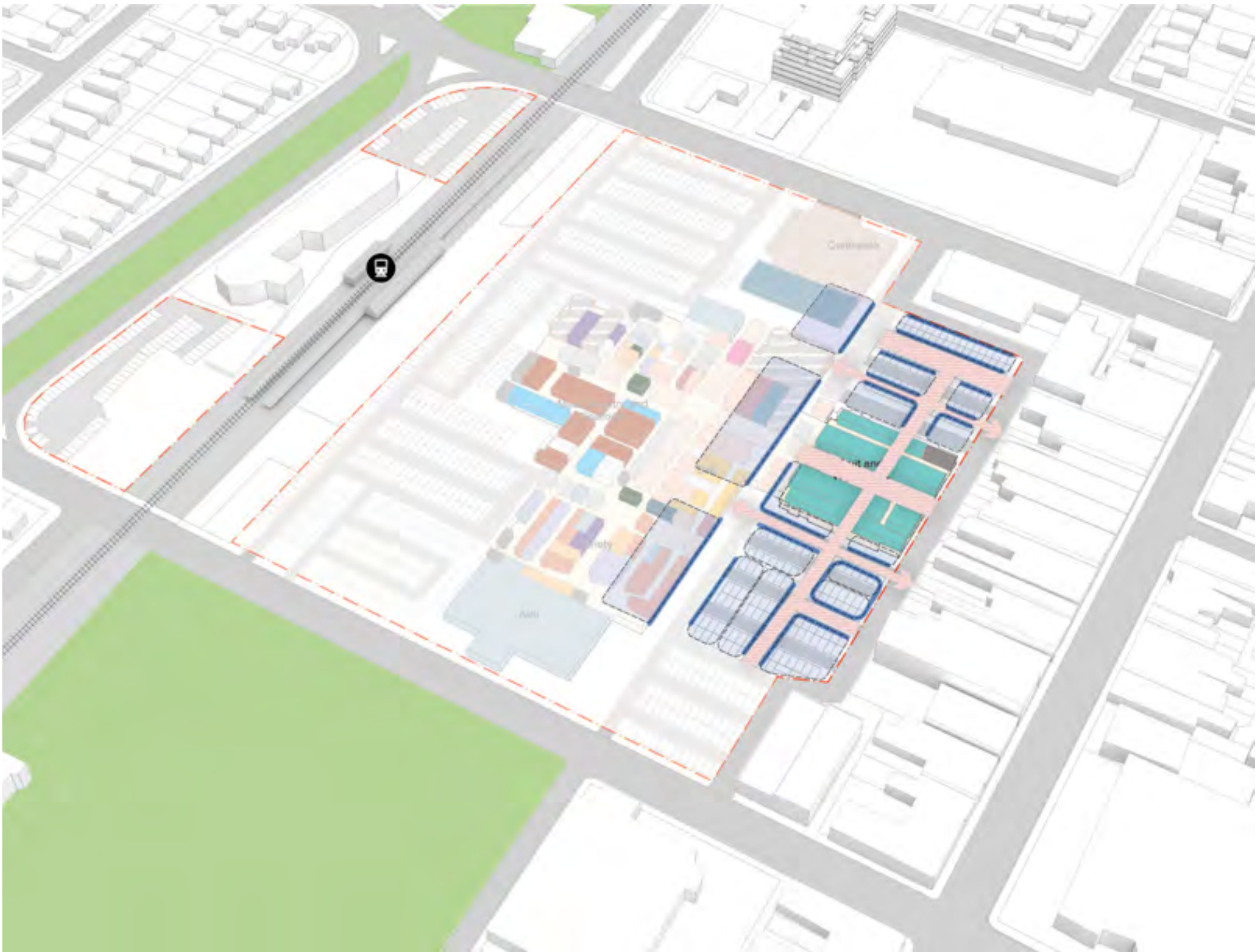


Recommended relocation of Preston market on site



# Strategy for relocating the market

The adjacent diagram shows the proposed relocation of Preston Market with the retained elements of the original market integrated within an indicative future internal layout of the market space. This demonstrates how a future market could work on the site but is not intended to be prescriptive.



- Legend
- Site boundary
  - Other ownership
  - Bathrooms and banking services
  - Children's play area
  - Future stalls
  - Open space
  - Surrounding built form
  - Future stall fronts



# Strategy for relocating the market

## Response to MGS report (2020)

The report, ‘Preston Market Development Principles and Options Review (Final Report)’ prepared by MGS Architects on behalf of the City of Darebin Council, presents further developed testing on three scenarios previously prepared by Architectus in consultation with Victorian Planning Authority.

This report outlines nine (9) development principles for the site, which are used to further assess and test the three (3) proposed development scenarios based on the location of the Market. These were three of the six scenarios which formed part of the May-June 2019 consultation. The three scenarios are:

- 1. The existing alignment of the Preston Market
- 2. Mary Street alignment of the Preston Market
- 3. Cramer Street alignment of the Preston Market

Based on MGS Architects concept testing and shadow studies, the recommendations conclude that the preferred relocation of the market is Scenario 3 (Cramer Street alignment).

Some of the reasoning for scenario 3 are:

- Provides good exposure to Cramer Street, a key ‘people street’, and an active transport corridor within the broader precinct. Market exposure along with parts of Station Avenue, Mary Street, and Mary Lane.
- Leverage upon the revitalisation of Cramer Street as a key ‘people street’ and the adjacent Preston Oval with potential to create an integrated and high-quality pedestrian experience and destination site encompassing the oval, Cramer Street, and the market.
- The market alignment pushes new development towards the northern extents of the site, thus decreasing development pressure at the southern portion of the site and its potential to overshadow Preston Oval.

Some of the rationale for why Architectus does not consider the alignment with Cramer Street as the preferred scenario includes;

- Changing the market’s location along Cramer Street, with an east-west orientation, has the potential to impact the nature of the street. With the primary frontage and the majority of the vehicular traffic accessing the market primarily from Cramer Street, this will affect the future character of Cramer Street being the “people street” of Preston.
- Locating the market on Cramer Street with an east-west orientation will result in the market being overshadowed for most of the day due to development being restricted to the northern portion of the site.
- Relocating the market to the eastern boundary with a north-south orientation provides a better transition and interface with the existing High Street retail shops and allows better access to sunlight to the market. Also, this will provide the opportunity for two primary entry points to the market, which will help minimise the impacts of vehicular traffic to both Murray Road and Cramer Street.

- Continue to utilise the existing service laneway for the High Street retail shops via Mary Lane. This will minimise the amount of the ‘trafficable areas’ within the precinct and allow for greater public amenity opportunities such as landscaped open space and pedestrian-only streets within the site boundaries.

While each scenario presents its own opportunities and limitations, Architectus maintains the recommendation of scenario 2 (Mary Street alignment) as the preferred location for the Market.



5.5 Strategy for Open Space

Preston Market Precinct- Public Open Space Analysis (VPA, August 2020)

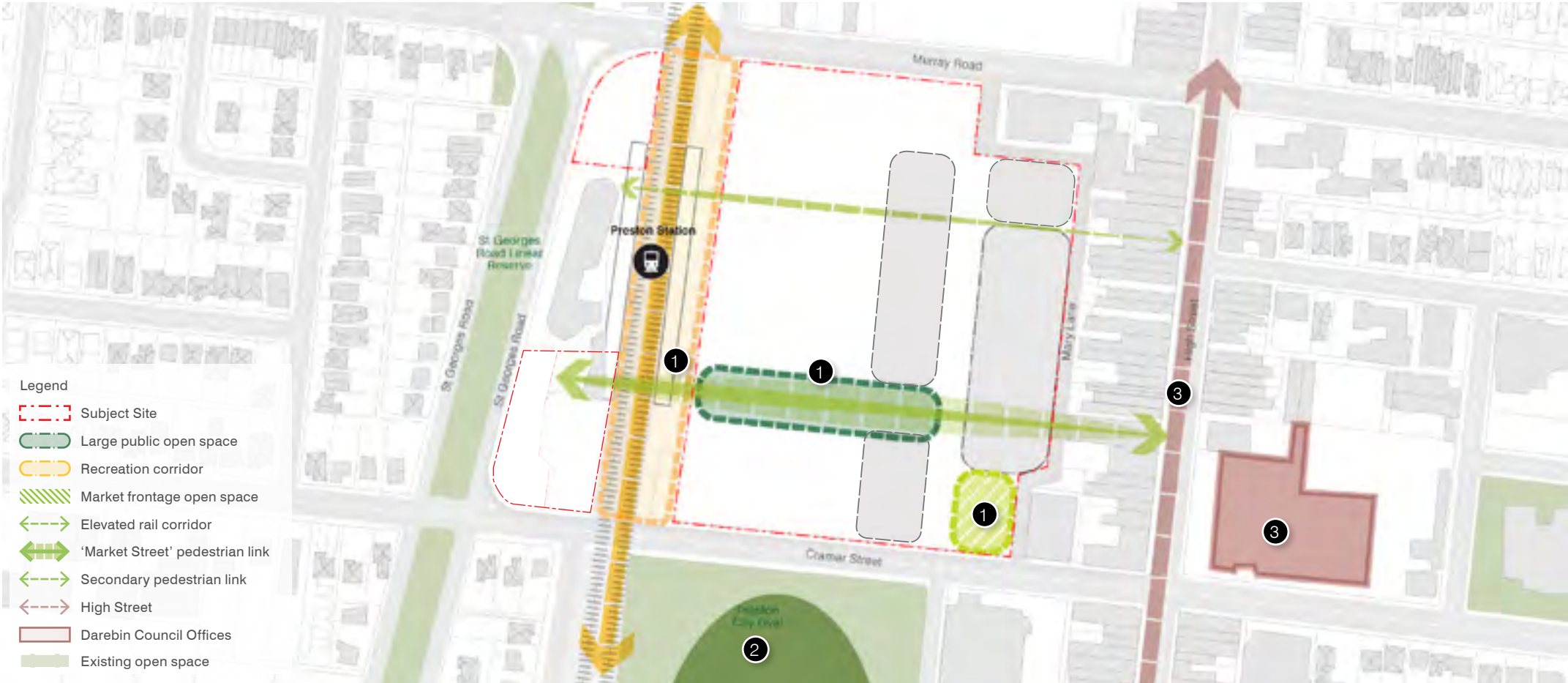
Both the Preston Market Precinct and the wider Preston Central area are expected to grow rapidly:

- The market precinct will need access to public open spaces that meet the needs of new residents, workers and visitors
- Preston Central currently experiences gaps in the provision of public open space and will be undersupplied unless new open spaces are provided.

‘The Public Open Space Needs Assessment’ by Mesh recommends a 10% public open space contribution for new development in the precinct, comprising land for passive open space and cash for the embellishment of existing and/or delivery of new active open space in the wider area. This is based on the provision of 20-25 square metres of open space per person.

It is recommended that the public open space contribution be delivered as follows:

- A minimum 6% contribution (approximately 3,060 square metres) in the form of:
  - A pocket park that has a minimum size of 1,275 square metres (which equates to 2.5% of the total open space contribution) to provide for a range of informal activities within the precinct
  - A pocket park/plaza that provides a welcoming forecourt entry to Preston Market
  - Other areas of incidental open space located throughout the precinct
- The remaining balance (up to 4%) should be provided as a cash contribution to support the embellishment of existing and/or delivery of new active open space in the wider area.



Design intentions for Public Open Space

Based on the recommendations stated in the ‘The Preston Market Precinct – Public Open Space Needs Assessment’, an open spaces strategy for the precinct has been established to help inform the Framework Plan. The key objectives are;

- Provide a series of public spaces around the market building and along pedestrian connections that serve a different function and are of various sizes, and that encourage people to linger and meet.
- Provide a new public linear (north-south) space to be located along the rail corridor to help define the entry to the site from the train station. This will also provide a defined street address for future development within the site.

- Create a new large public open space within the site boundary and wide ‘Market Street’ that links the market building and train station. A large public open space will enhance the sense of arrival to the Precinct from the train station.
- Provide additional east-west secondary streets helps create greater permeability through the site for pedestrians between the train station and High Street.
- A new public open space along the southern edge of the market that fronts Cramer Street will provide a visual connection into the site and strengthen the civic character of Cramer Street.

Overshadowing considerations to existing and future open space:

1. Ensure an adequate area of sunlit open space is achieved for the public spaces within the site boundary, particularly during the lunchtime period. This is to encourage local workers to utilise the space while enjoying their lunch.
2. No overshadowing impacts to Preston Oval’s playing fields during winter solstice, in recognition of the need for winter sports playing surfaces to achieve adequate sunlight to ensure ideal growing conditions for grass. The balance of the Preston Oval parkland with its more passive uses, should receive sunlight throughout the year but can be overshadowed at times due to its less intensive use.
3. Ensure the future development does not have significant overshadowing impacts to High Street, or the Darebin Council Offices.



Overshadowing mandatory requirements

- Buildings and works must not cast shadows over more than 75% of public open space (being land vested in Council as a reserve) within the Preston Market Precinct when measured between the hours of 11am and 2pm on 21 June (winter solstice).
- No overshadowing to the remainder of the public open space in the precinct between 11am and 2pm at the Spring Equinox.
- Buildings and works must not cast shadows over the playing surface of the Preston City Oval when measured between the hours of 11am and 2pm on 21 June (winter solstice).

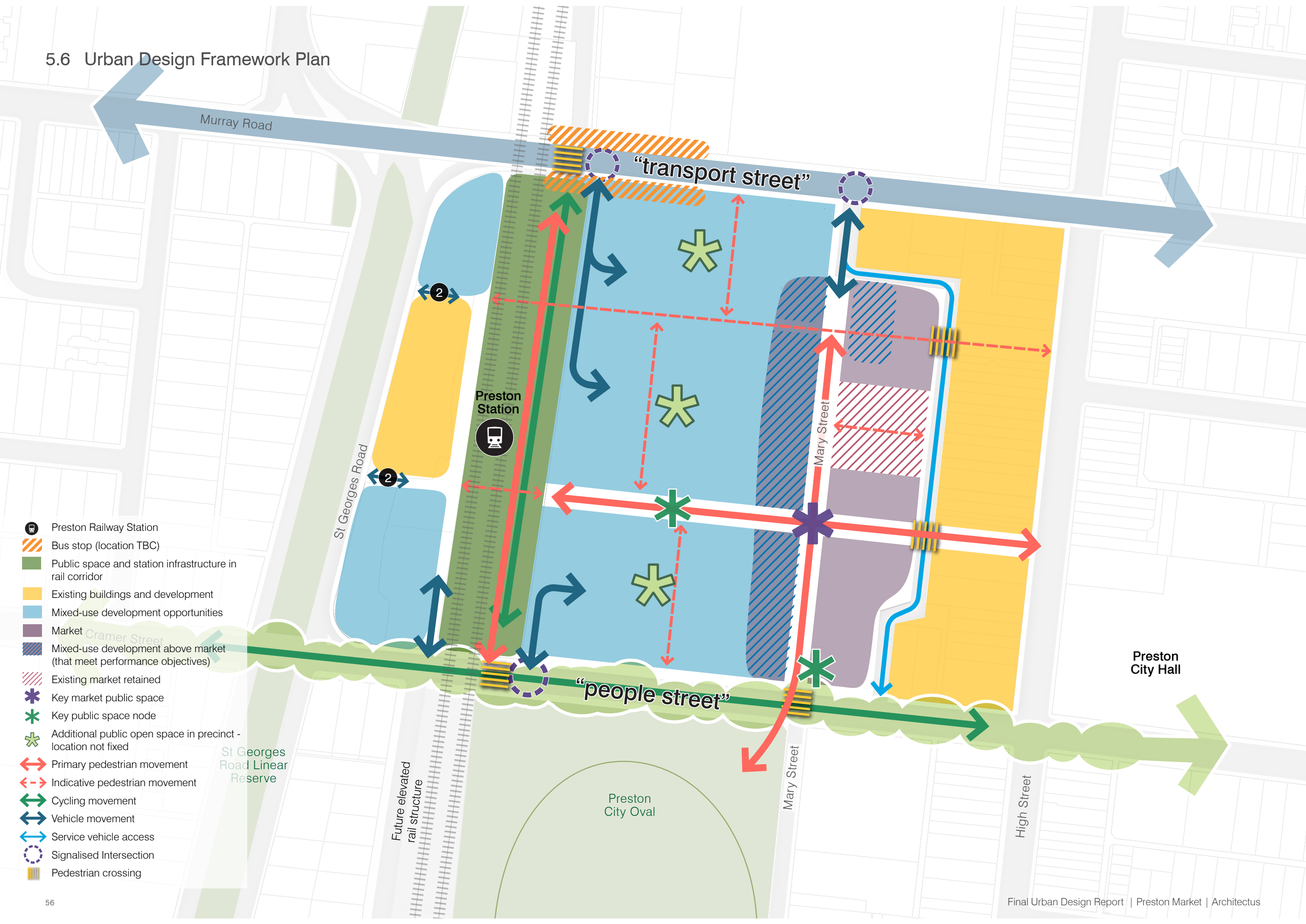


Legend

- Subject Site
- Protection zone from overshadowing
- Preston Oval



5.6 Urban Design Framework Plan



- Preston Railway Station
- Bus stop (location TBC)
- Public space and station infrastructure in rail corridor
- Existing buildings and development
- Mixed-use development opportunities
- Market
- Mixed-use development above market (that meet performance objectives)
- Existing market retained
- Key market public space
- Key public space node
- Additional public open space in precinct - location not fixed
- Primary pedestrian movement
- Indicative pedestrian movement
- Cycling movement
- Vehicle movement
- Service vehicle access
- Signalised Intersection
- Pedestrian crossing



The future of the Preston Market Precinct is to be re-imagined as a place full of activity centred around the fresh food market with vibrant pedestrian connections, high amenity public space.

It will be a place where people live and work, and a balance of height and density.

Framework key features

A framework has been prepared to illustrate the aspirations of the site in terms of preferred land use locations, key connections, the positioning of the market and open space. The objective of the framework is to help inform the future master plan for the site.

The key features of the framework plan include:

- 1. Retain the integrity of the existing pedestrian ‘street’ structure of the Market.
- 2. Connect the Precinct into the existing urban surrounds, and integrate the Market from High Street through to the Station.
- 3. Internal road structure allows for vehicle movement from Murray Road and Cramer Street to access development parcels, but with no through traffic through the Precinct (other than for service vehicles along Mary Lane).

- 4. Separate service and loading access for the Market and shops to the rear of High Street on Murray Road, with access down Mary Lane to basement levels.
- 5. A more walkable and connected street structure delivers a sustainable future neighbourhood which prioritises community safety including safety and natural surveillance.
- 6. Structure the Precinct into larger development parcels that will be subject to further detailed design, to determine built form profiles within them.
- 7. Street walls of 3 to 4 storeys are noted throughout the Precinct on its existing and proposed street network, to maintain human scale streets.
- 8. Tower heights through the Precinct range from 10 to 20 storeys, with development parcels requiring further built form design testing.

- 9. Heights should not be detrimental to the Precinct and minimise overshadowing to public spaces at the September equinox.
- 10. Development parcels should deliver strong levels of activation through the site.
- 11. Lower building heights along Cramer Street (the People Street)
- 12. Required open space allocations must be delivered and distributed appropriately through each development parcel - shape and location of open space to be determined through detailed design process.
- 13. New public forecourt / plaza space as a ‘front door’ and meeting space for the Market (hard or soft landscape). Mary Street is an activated and dedicated pedestrian priority street with no conflicts with cars or service vehicles, connecting the Precinct from Cramer Street to Murray Road through the Market.

- 14. Market as the heart of the Precinct, with strong connections to existing and proposed land uses, such as High Street.
- 15. Mixed-use development parcels should incorporate a diverse range of uses including housing options (including the provision of affordable housing), community and recreation infrastructure, and commercial spaces for local employment opportunities, all contributing to a 24 hour neighbourhood.









## 6 Concept testing

Building on the framework plan, this chapter presents a concept plan which translates the land use aspirations for the site into a potential development scenario to determine building height and layout.



# 6.1 Concept Plan

## Determining the appropriate density for Preston Market:

Following the key findings and recommendation outlined in the TQ Planning report “*Addendum Preston Market Planning Review Stage Two: Planning Benchmarks and Tools*” (October 2019), which concluded ‘the benchmark dwelling density range of 327 dw/ha to 470dw/ha (midpoint 421 dw/ha) is appropriate for the whole of the revised Preston Market Urban Renewal Area’. This was derived using a ‘demand’ based approach, or an analysis of the housing need forecast to the period 2041 to determine an appropriate benchmark density for the site.

Based on this density range, further urban design testing has been undertaken to properly understand the development capacity for Preston Market Precinct. The testing has been design-led to ensure the highest and best use for the site, while also managing amenity impacts of overshadowing and overlooking and respecting local character.

The following methodology has been used.

- Test design scenarios that include a market function, mix of residential and non-residential uses, and public open space.
- Investigate a range of building height and density outcomes.
- Measured to minimise the impacts of overshadowing, overlooking, privacy, and ensure access to communal and public space, as well as integrate with the desired future streetscape character of Preston

The outcomes of the testing based on the above design parameters, density per hectare range, yield calculations and ensuring a balanced approach between built form and public amenity, Preston Market has the capability to accommodate approximately 2,200 dwellings on the site. **This represents a density level of 423 dw/ha, which is in the mid range recommended by TQ Planning.**

### Methodology for testing

Below are a series of design parameters based on best practice urban design and architectural standards used to determine the appropriate height and density for the site.

- Maximum residential tower floor plate of 1,200 sqm (GBA). As a rule of thumb residential buildings should be maximum 24 metres building depth. This ensures that satisfactory day lighting and natural ventilation can be achieved and responds to Better Apartment Standards at a master planning level
- Building separation is an important factor in achieving high quality amenity. The separation dimensions are measured from the outer most edge of the building. A minimum 20m has been used for tower separation, ensuring views to sky, ventilation and wind flow between buildings and protection of privacy between habitable buildings.
- Minimum ceiling heights measured from Finished Floor Level (FFL) to Finished Floor Level (FFL) are as follows:
  - 4.5m for non-residential ground floor
  - 3.8m for podium above ground floor
  - 3.2m for residential above podium
- Preferred 5m above podium setback in response to surrounding context and building relationships to streetscape, sunlight, ventilation and privacy issues.
- Determining overall building heights in response to the overshadowing considerations and character and precedents from other activity centres.

### Yield calculations

In determining the future development potential for the Preston Market Precinct, the following assumptions have been applied in calculating the total yield.

- FSR is Floor Space Ratio = total GFA/Site Area.
- Gross Building Area (GBA) means the area of the building at all building levels, measured between the outside face of any enclosing walls, balustrades and supports.
- Gross Floor Area (GFA) means the sum of the areas of each floor of a building where the area of each floor is taken to be the area within the inside face of the external walls.
- Residential GFA is a 75% of the residential GBA. This is based on best practice urban design standards.
- Commercial GFA is a 85% of the commercial GBA. This is based on best practice urban design standards.
- The apartment mix is based on 15% (Studio), 45% (1 Bed) 10% (2 Beds) and 30% (3 Beds) per residential building.
- For this study, an average apartment size of 67m<sup>2</sup> GFA per residential dwelling has been applied to the modelling of the residential development within the Preston Market Precinct. *Refer to appendix B for detail apartment size per mix.*
- All areas are measured in square metres.

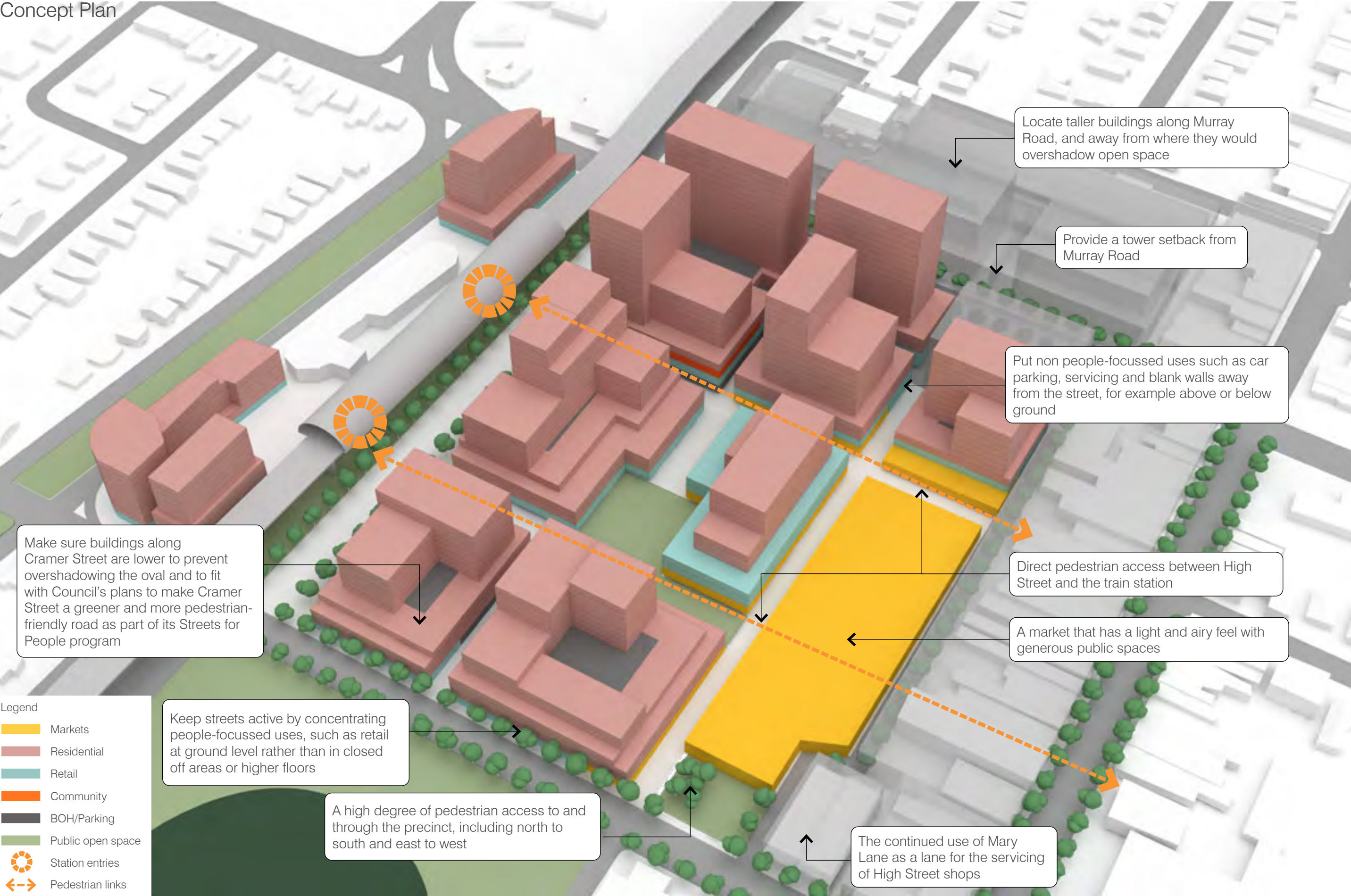




Indicative concept plan for Preston Market Precinct

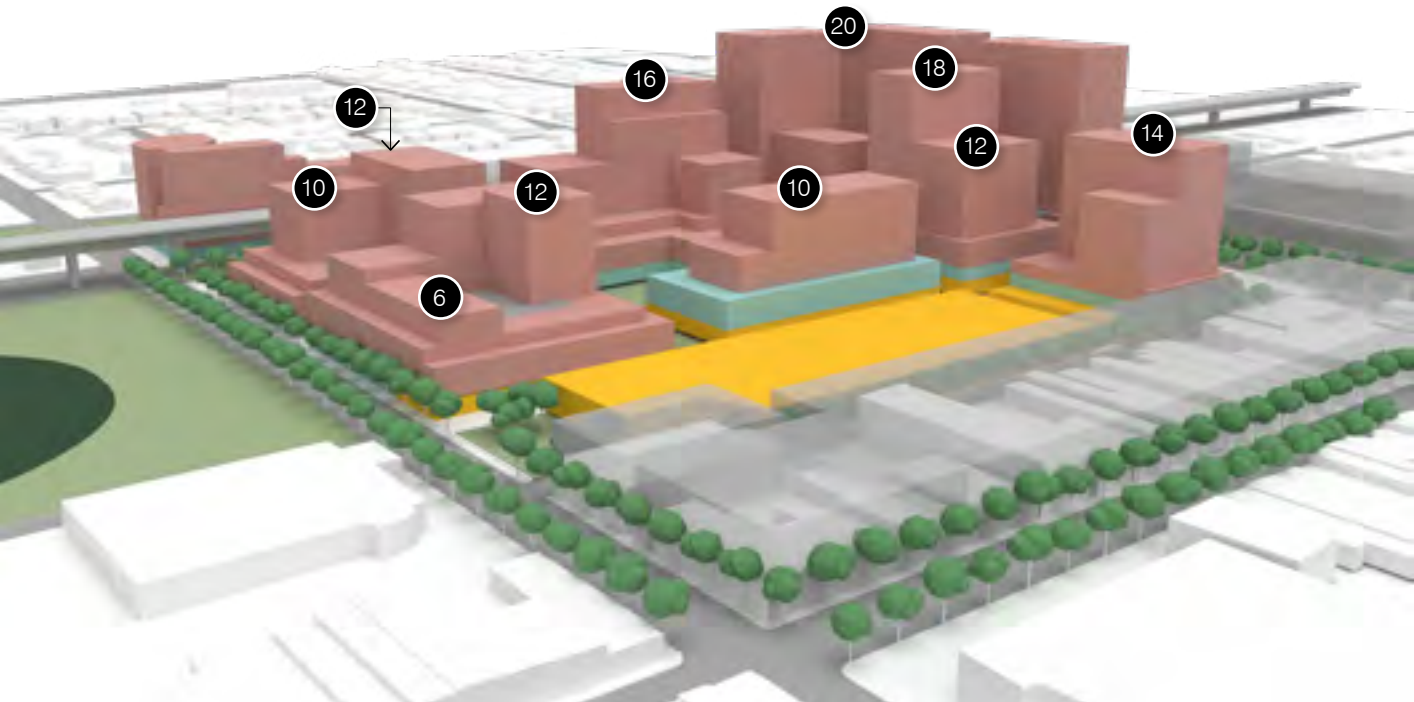


Concept Plan

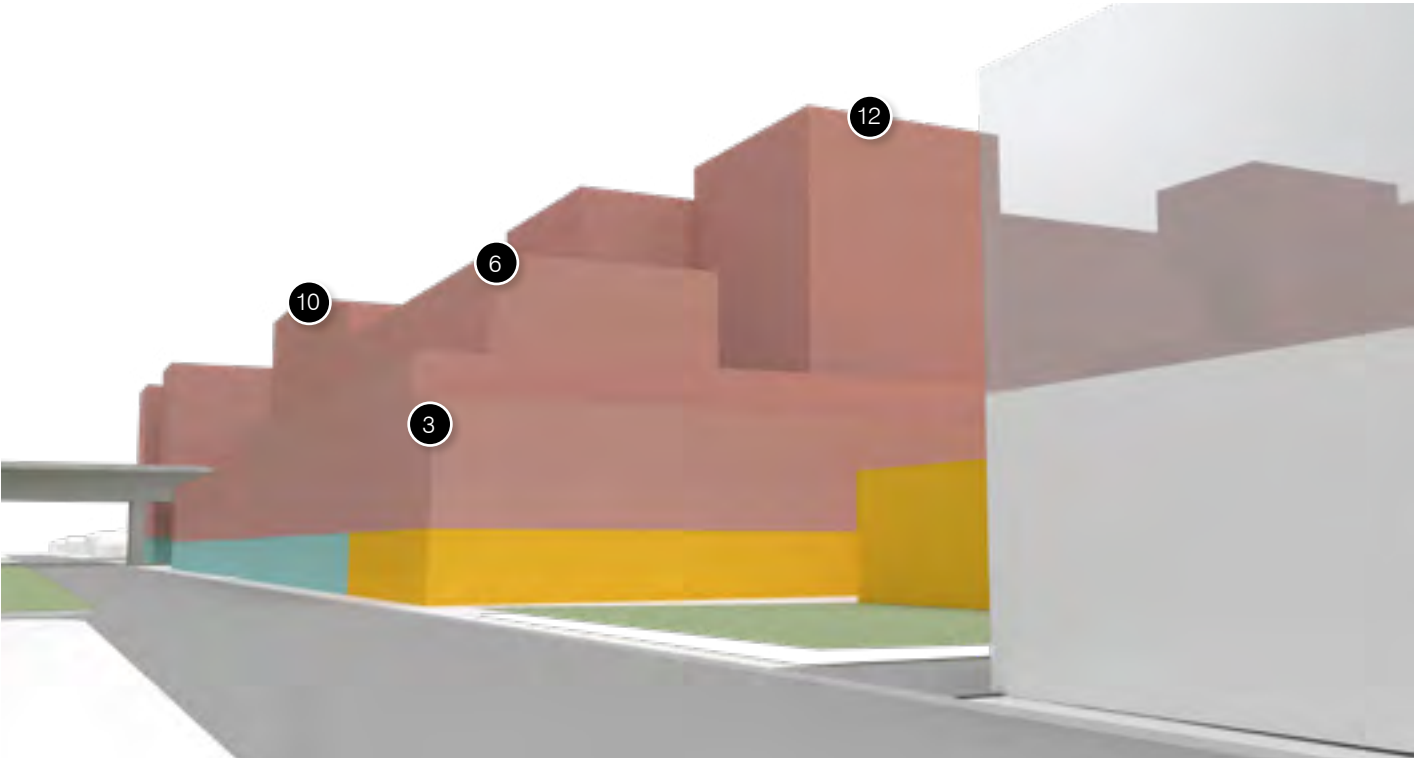




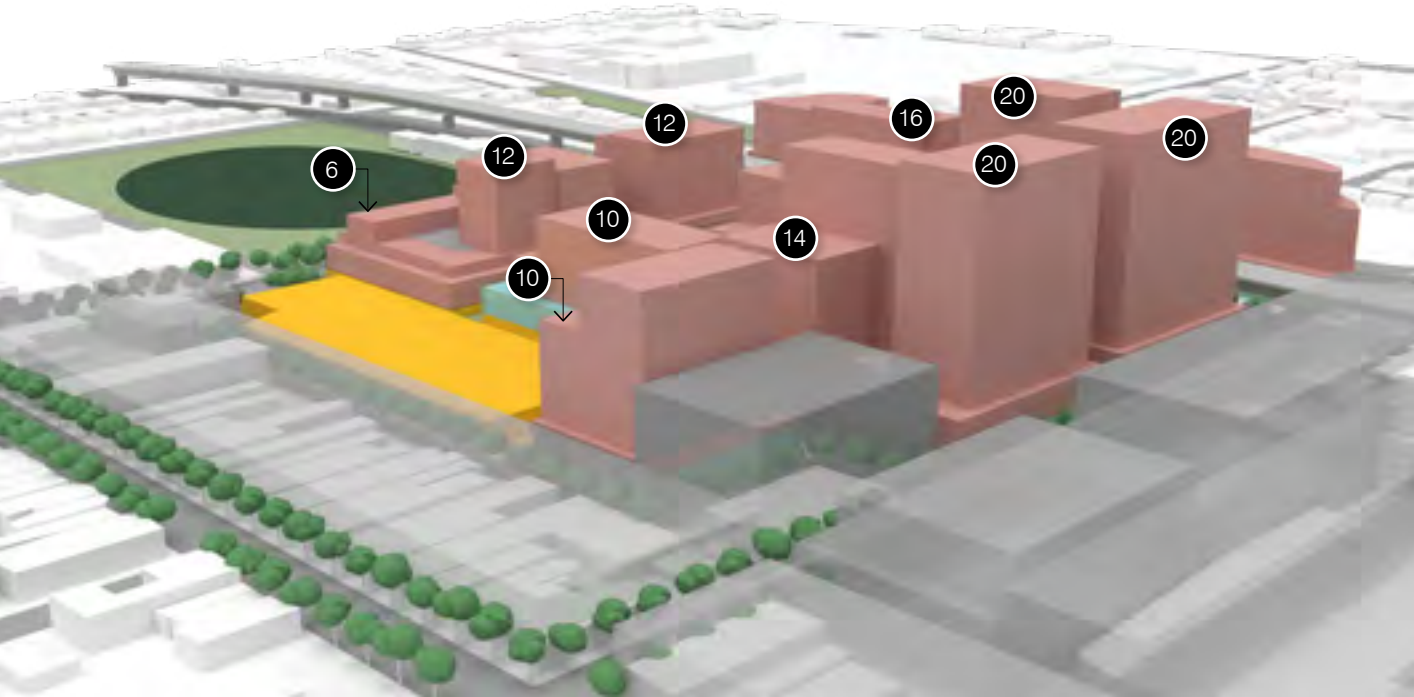
Concept Plan



View from the corner of High Street and Cramer Street



View from Cramer Street looking west



View from the corner of High Street and Murray Road

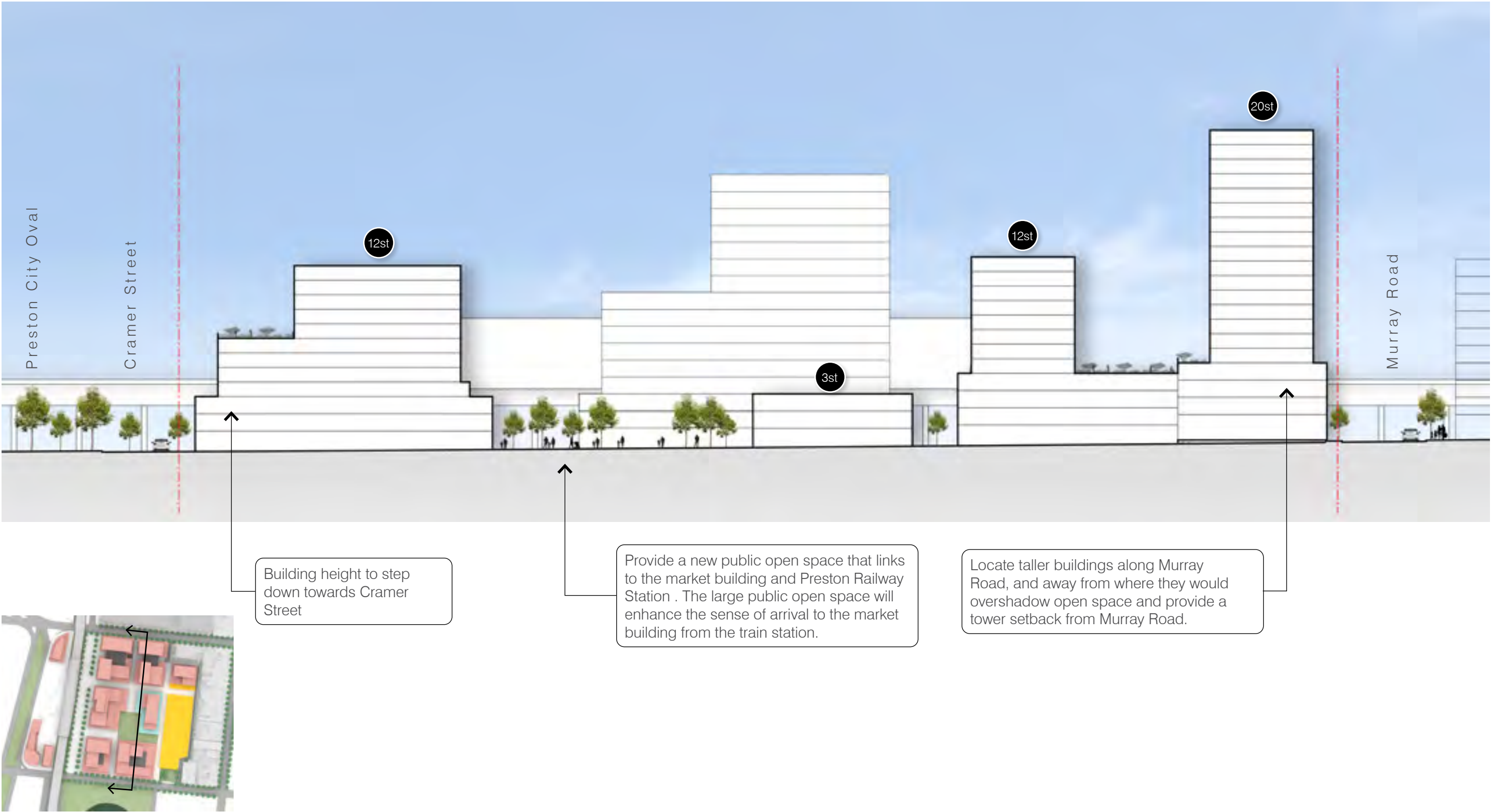


View from the corner of St Georges Road and Cramer Street



6.2 Sections

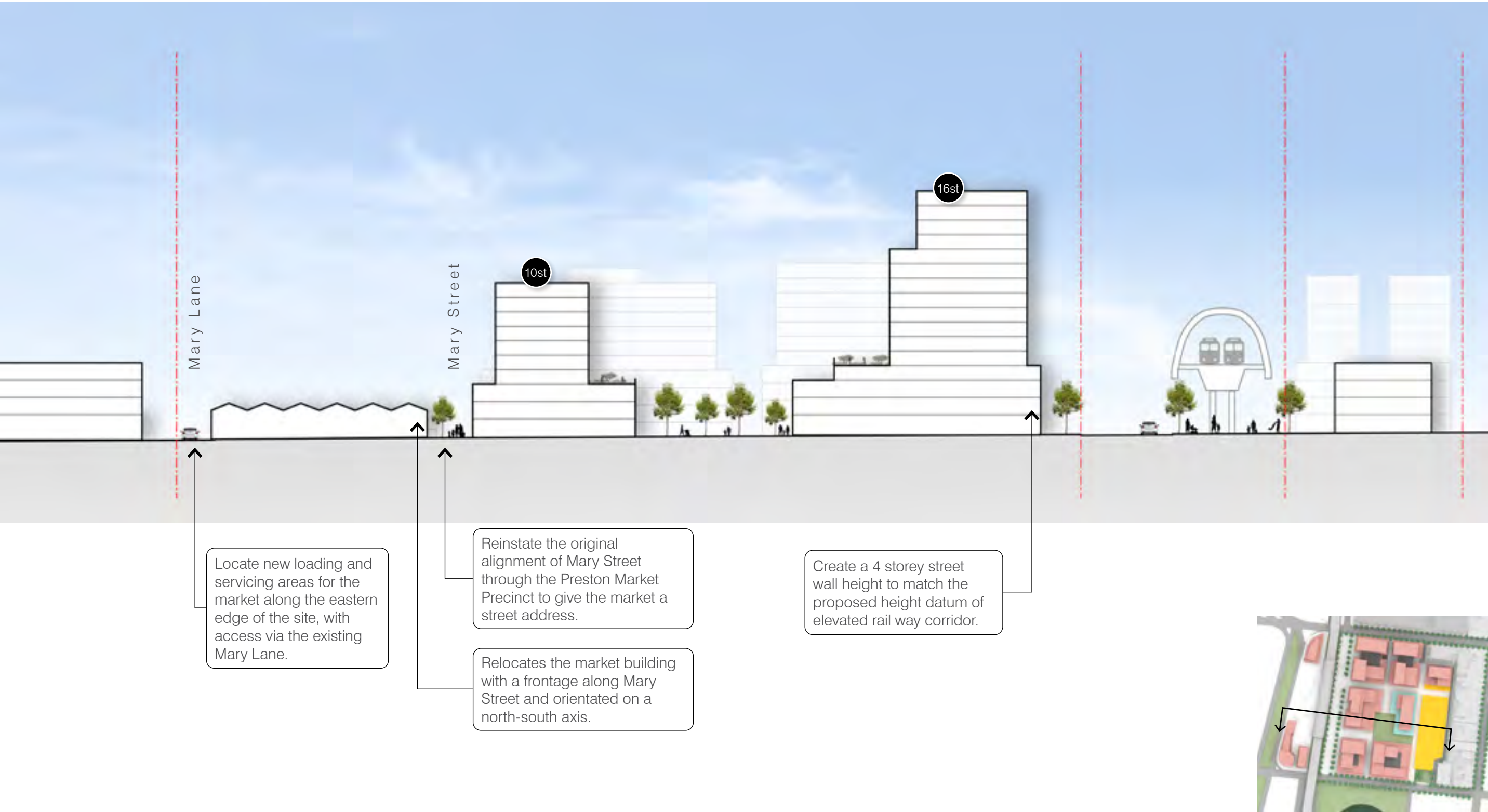
Section through Murray Road to Cramer Street





Sections

Section through railway corridor to High Street





### 6.3 Street views



Artist perspective from Mary Street and Cramer Street





Artist perspective from the central open space within the site



6.4 Shadow Diagrams

Winter Solstice

Architectus has tested the proposed overshadowing impacts generated by the proposed concept plan to understand if the nominated building heights have significant impacts to Preston Oval playing field compared to the Incorporated Plan (current control). The shadow diagrams shown adjacent illustrate the impact of the preferred building height on the surrounding context during winter solstice (21 June), with indicative shadows of the Incorporated Plan overlaid in red.

Based on this shadow testing, even with taller height nominated within the subject site, the shadow diagrams demonstrate that there is minimal to no overshadowing impact to the playing fields caused by the proposed nominated building heights, with the preferred concept plan having an improved solar outcome to Preston Oval during mid-winter compared to the shadows cast by the Incorporated Plan.

While there are some minimal overshadowing along the northern edge of Preston Oval, this does not impact the use of the playing fields for winter sports, such as AFL. This is considered to be of very low impact as the remaining areas of the open space receives excellent solar access for the majority of the day and particularly around lunch time.

The shadow diagrams for the proposed concept plan also demonstrate that at least 25% of new open spaces (as a single parcel) within the precinct can be protected from overshadowing at the winter solstice between 11am and 2pm.



9am - winter solstice (21 June)



10am - winter solstice (21 June)



11am - winter solstice (21 June)



12pm - winter solstice (21 June)



1pm - winter solstice (21 June)



2pm - winter solstice (21 June)



3pm - winter solstice (21 June)

Legend

- Building shadows
- Additional overshadowing cast by Incorporated Plan (current control)



# Shadow Diagrams

## September Equinox

Architectus has tested the proposed overshadowing impacts generated by the proposed concept plan to understand if the nominated building height have significant impacts to Preston Oval playing field compared to the Incorporated Plan (current control).

The shadow diagrams shown adjacent illustrate the impact of the preferred building height on the surrounding context during September equinox (21 September), with indicative shadows of the Incorporated plan overlaid in red.

The shadow diagrams demonstrate that there is no overshadowing impact caused by the proposed nominated building heights apart from street walls that cast a permissible shadow. The majority of shadows fall on the road carriageway on Cramer Street during September equinox. There are no shadow impacts to the Preston Oval, therefore, for more than 6 months of the year there will be no impact to the oval.

The shadow diagrams also demonstrate that the new open spaces (as a single parcel) within the precinct can be protected from overshadowing at the September equinox between 11am and 2pm.

It also represents an improved outcome compared to the Incorporated Plan.



9am - spring equinox (21 September)



10am - spring equinox (21 September)



11am - spring equinox (21 September)



12pm - spring equinox (21 September)



1pm - spring equinox (21 September)



2pm - spring equinox (21 September)



3pm - spring equinox (21 September)

Legend

Building shadows

Additional overshadowing cast by Incorporated Plan (current control)









## 7 Framework Recommendations



7.1 Recommended framework




Urban Structure

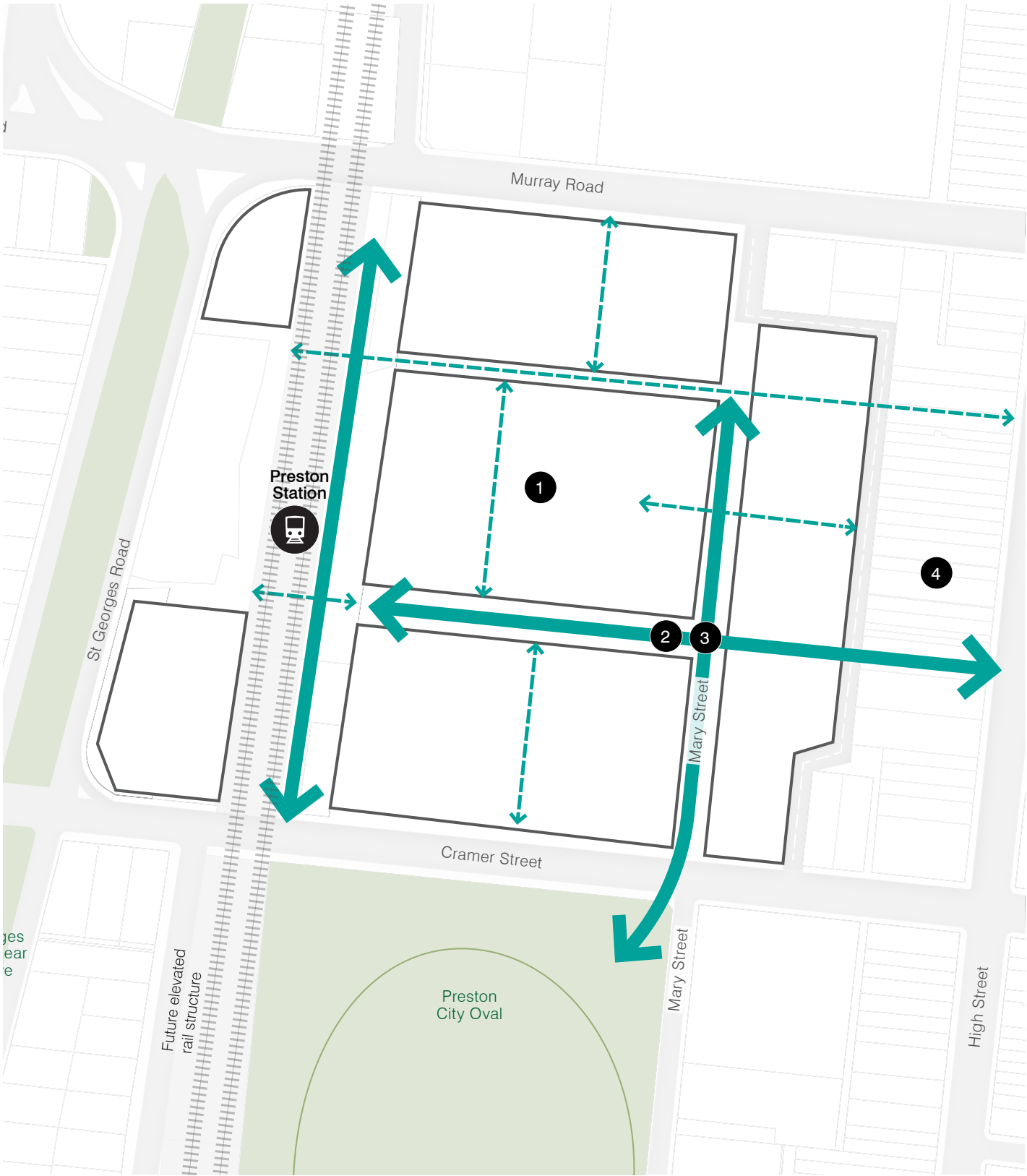
*Recommendation 01.*  
Divide the Precinct into smaller development blocks by establishing sub-precincts that respond to existing and differing interface conditions, such as a 'Cramer Street Precinct', a 'Murray Road Precinct', a 'Mary Street Precinct', a 'Central Precinct' and a 'St George's Road Precinct'. This approach allows future development to be broken down into smaller parcels and be responsive to their context, such as the existing retail activity to the east, the emerging development context to the north, and future context along the railway corridor and within the Precinct itself.

*Recommendation 02.*  
On a site of this scale and complexity, urban design principles around permeability, circulation, occupation, hierarchy and accessibility (within and beyond the site) are fundamental. Create a new street network to clearly define and integrate the Market, together with other key streets and new development parcels, into the Precinct and the wider existing urban structure.

*Recommendation 03.*  
Ensure the newly defined urban structure is people and place-focussed, with a clear urban design strategy that prioritises pedestrian and cycle movements over vehicle and loading movements, to facilitate safety and add vibrancy to the precinct.

*Recommendation 04.*  
Utilise the existing and proposed urban structure and pedestrian movement networks to integrate the Market to the Activity Centre on High Street.

-  Preston Railway Station
-  Urban structure
-  Pedestrian connections





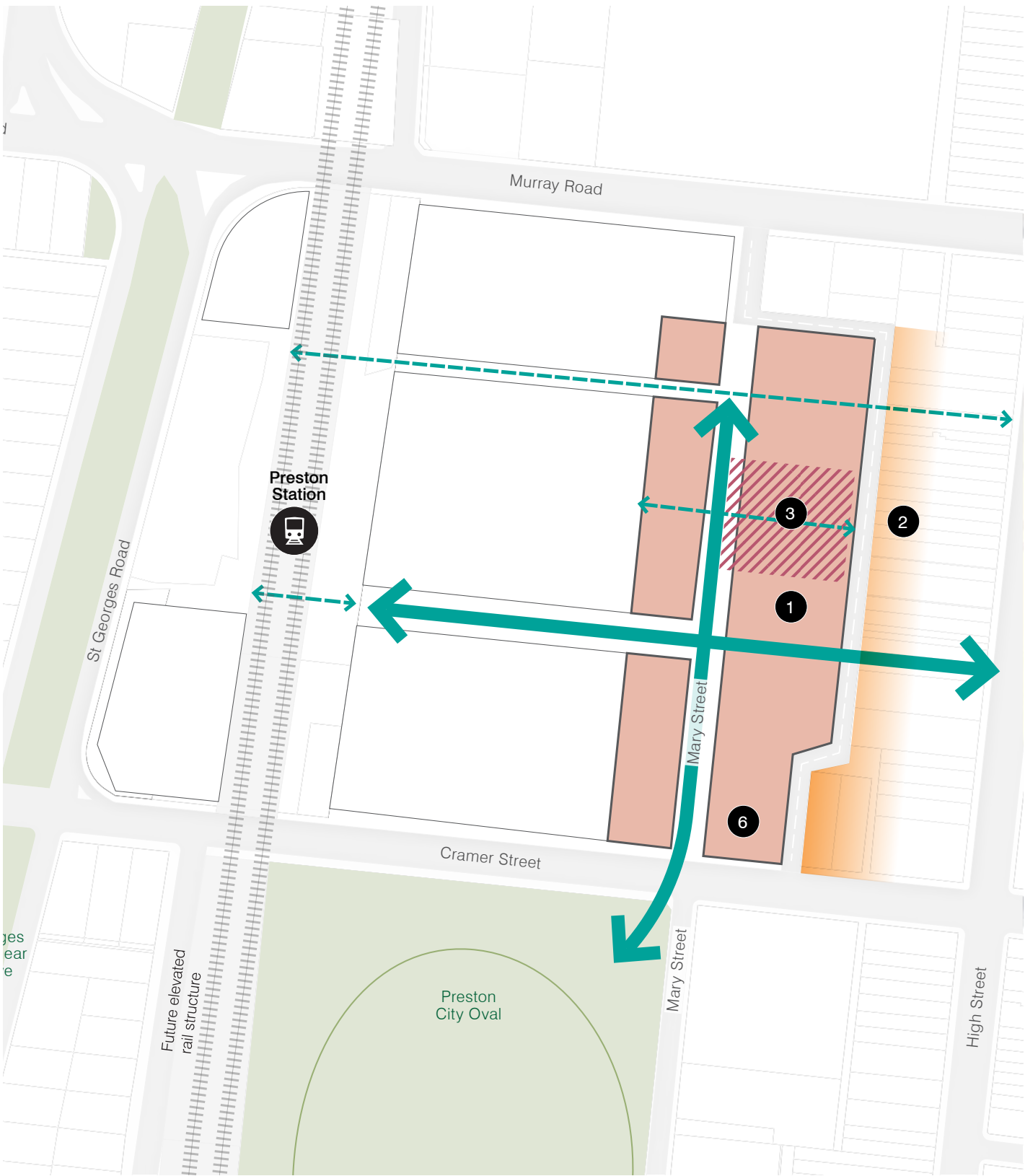
Recommended framework

Market Location

- Recommendation 01.*  
Deliver a new Market building with the same or greater market floor area as currently on site.
- Recommendation 02.*  
It is the recommendation of this Report that the future Market building be located to the rear of the High Street shops, primarily fronting Mary Street from the East and should:
- Reinforce the culture of the Market as a community destination and the heart of the Precinct;
  - Anchor the market around public space and pedestrian connections, making the market the focal point of the site because it's located at key pedestrian intersections;
  - Integrate with and transition up from the low-scale built form profile of High Street;
  - Have a strong physical link to High Street shops, enhancing pedestrian movement between the two, encouraging shared custom and dual activation;
  - Have a visual and physical connection to both Murray Road and Cramer Street;
  - Utilise Mary Street as a pedestrian only space for the Market which could also activate its western edge;
  - Consolidate existing shared servicing access provided to High Street – this integration of retail servicing will minimise conflicts with pedestrians and private vehicles; and

*Recommendation 03.*  
Opportunity to retain in situ portion of existing market structure, explore the potential to re-use/relocate other heritage items (as identified in the heritage report) within the new footprint of the market.

- Recommendation 04.*  
Retain portions of the existing market fabric whilst redevelopment is underway to allow for a managed staging process with limited disruption to existing market tenants and stall holders.
- Recommendation 05.*  
The Market should seek to consolidate all operational requirements to back of house or below ground level areas, including waste, loading, refrigeration, parking etc.
- Recommendation 06.*  
The Market should have a dedicated open space located alongside the primary frontage or entry of its building, to enhance the entry and arrival experience and to provide flexibility for additional temporary outdoor market space and other civic functions.





# Recommended framework

## Activity and Land Use

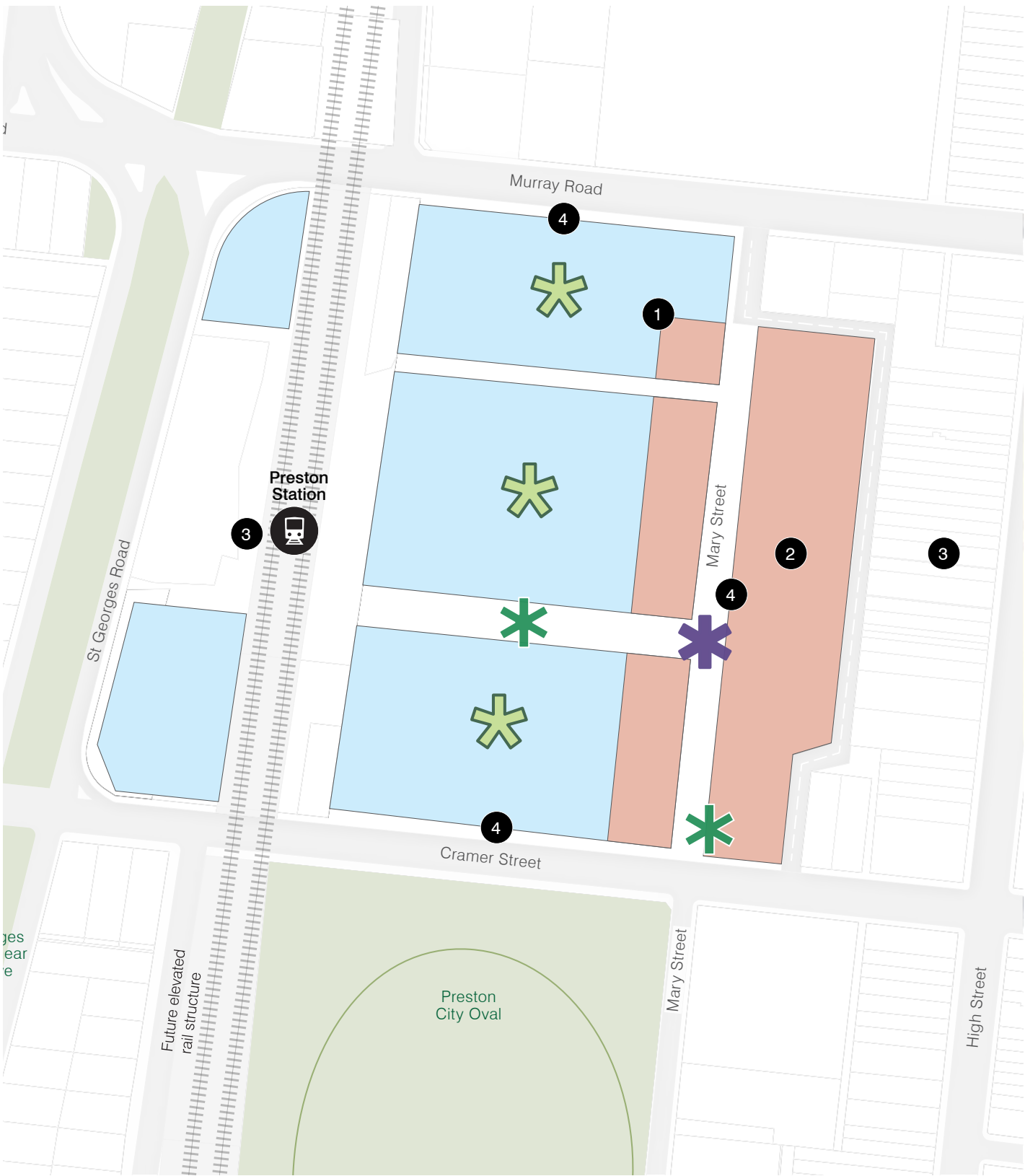
*Recommendation 01.*  
Deliver a truly mixed-use Precinct that consists of retail, office and residential uses which are focused around and support a viable fresh food and produce Market.

*Recommendation 02.*  
Support the on-going function of the Market and its operations at the heart of the Precinct with other land uses such as community, social and service infrastructure.

*Recommendation 03.*  
The local context, scale and current uses make the site a clear and genuine candidate for delivering significant public benefits as part of any redevelopment proposals. These are not limited to but could include – social and affordable housing, community services, WSUD and best practice sustainability strategies.

*Recommendation 04.*  
The ground floor of buildings located on key streets (e.g. Cramer Street, Murray Road, and Mary Street and Lane) and fronting open spaces should have non-residential uses to ensure an activated ground plane beyond the operating hours of the market.

-  Preston Railway Station
-  Market use
-  Mixed use development
-  Key market public space
-  Key public space node
-  Additional public open space in precinct - location not fixed





# Recommended framework

## Built Form

*Recommendation 01.*  
Design groups of buildings within sub-precincts, at varying heights, to encourage architectural diversity and support high density commensurate with the role of an activity centre adjacent to the principal public transport network.

*Recommendation 02.*  
Provide provisions for greater height and density when considering mixed use development adjacent to key infrastructure.

*Recommendation 03.*  
Provide breaks in built form, with articulated and fine grain streetscape profiles – development with a wide street frontage should be broken into smaller vertical sections to minimise the impact of a large building on the public realm.

*Recommendation 04.*  
Create building separations to consider issues of privacy, adjacencies to sensitive uses, acoustics, sky views and daylight access to the street.

*Recommendation 05.*  
Orientate taller buildings on a north-south axis to avoid excessive overshadowing of internal streets.

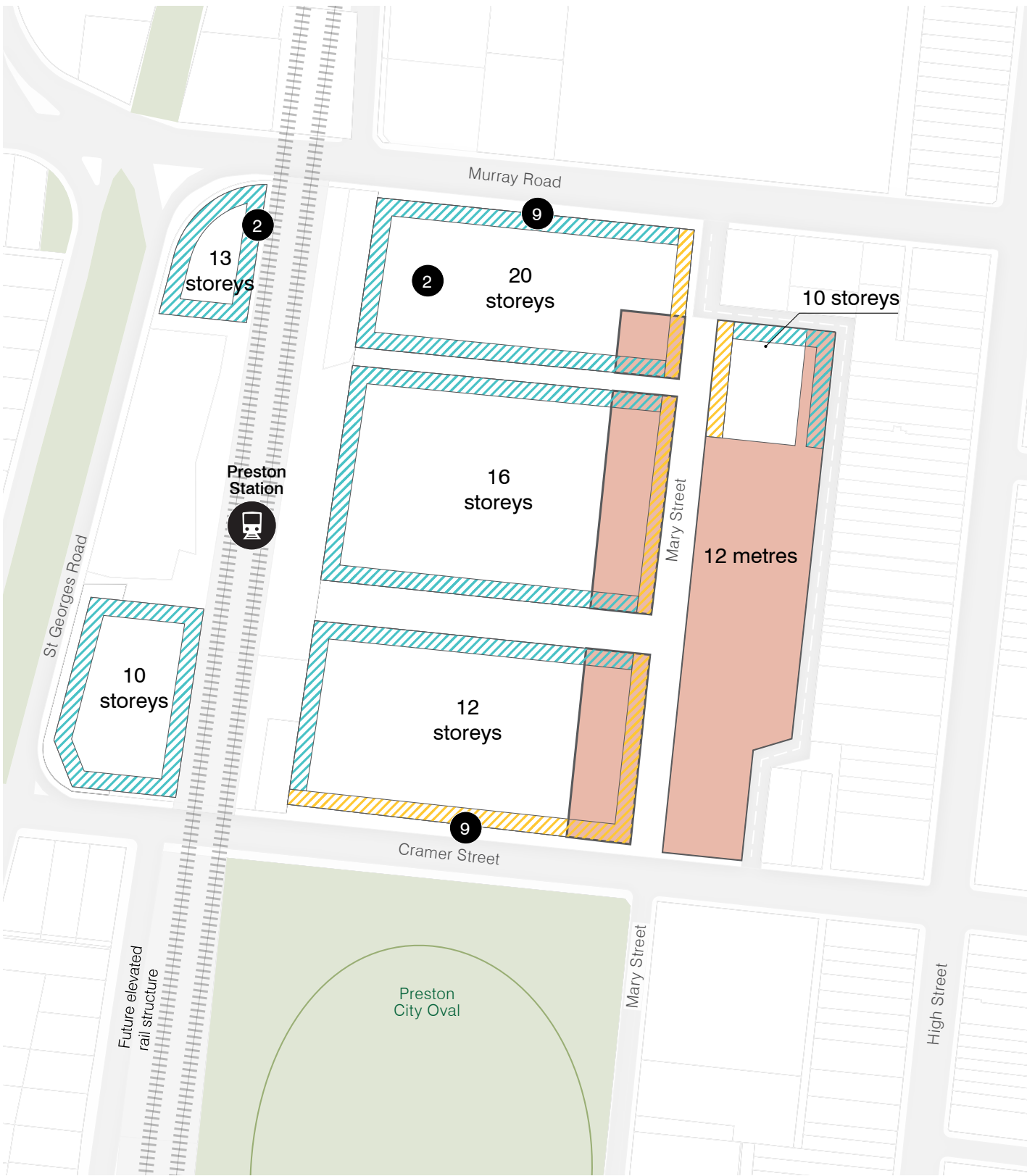
*Recommendation 06.*  
Towers should be limited to 12-20 storeys and located within the site away from its edges to minimise visual and solar impacts to surrounding context, particularly High Street and Cramer Street.

*Recommendation 07.*  
Ensure building heights respond to minimise overshadowing to the Preston City Oval.

*Recommendation 08.*  
Buildings with tower elements should be setback a minimum of 5 metres from their podium edges to clearly help distinguish podium from tower.

*Recommendation 09.*  
A street wall height of 4 storeys should be allowed along along Murray Road, St Georges Road and Cramer Street west of the railway, and 3 storeys along Cramer Street east of the railway.

*Recommendation 10.*  
Minimise building infrastructure at the ground level (such as utility services) and integrate them to minimise negative impacts on the public realm. For example, architectural responses where location at the ground plane is unavoidable or relocating substations above or below the ground level.





# Recommended framework

## Public Realm

*Recommendation 01.*  
Develop a public realm hierarchy of connections and spaces, which considers the flow and movement patterns of the Precinct – places to sit, key nodes to meet, slower shaded connections and movement corridors between key infrastructure such as the Station and the Market, and at pedestrian intersections.

*Recommendation 02.*  
The public realm is to be designed as a series of high-quality spaces that link the experience through (and beyond) the site. These spaces should include areas within development parcels identified within the urban structure and be designed in response to their immediate built form context to ensure their accessibility and amenity.

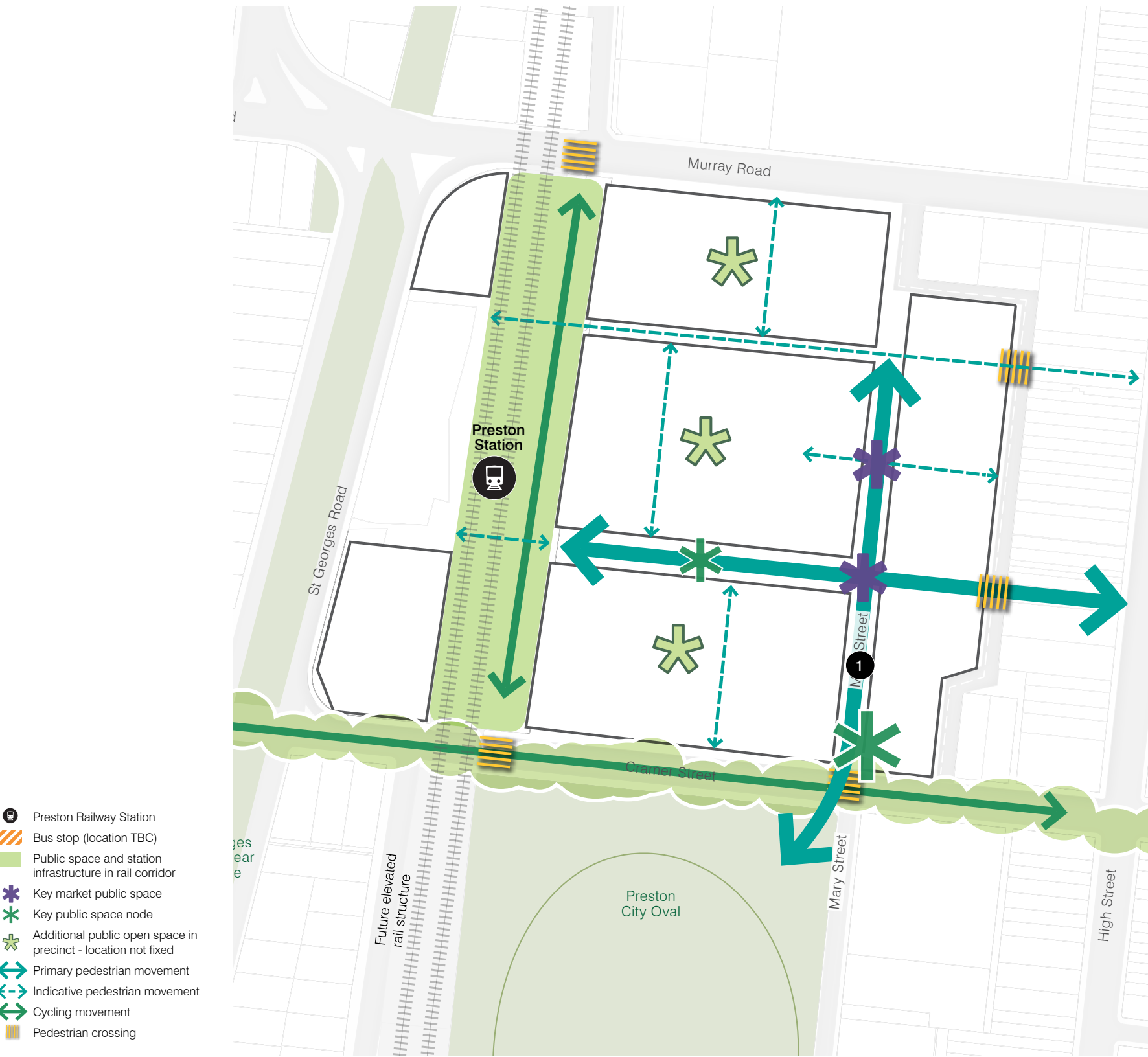
*Recommendation 03.*  
Built form is to be designed to provide access to sunlight and daylight to public realm areas reflective of their position in the hierarchy of streets and spaces within and surrounding the precinct.

*Recommendation 04.*  
Existing pedestrian laneways that connect the Precinct to High Street should be reinforced and formalised to provide physical access and pedestrian permeability.

*Recommendation 05.*  
Ensure laneways are at least 6m wide and lined by active frontages to the highest extent feasible.

*Recommendation 06.*  
Ensure built form projections into the public realm (such as awnings, balconies, adjustable screens and windows or other architectural features), are discrete or lightweight and in-keeping with the new emerging character of the Precinct.

*Recommendation 07.*  
Provide appropriate high-quality street infrastructure, such as trees, planting, lighting, seating, weather protection and other streetscape enhancements to enhance the character of the Precinct.





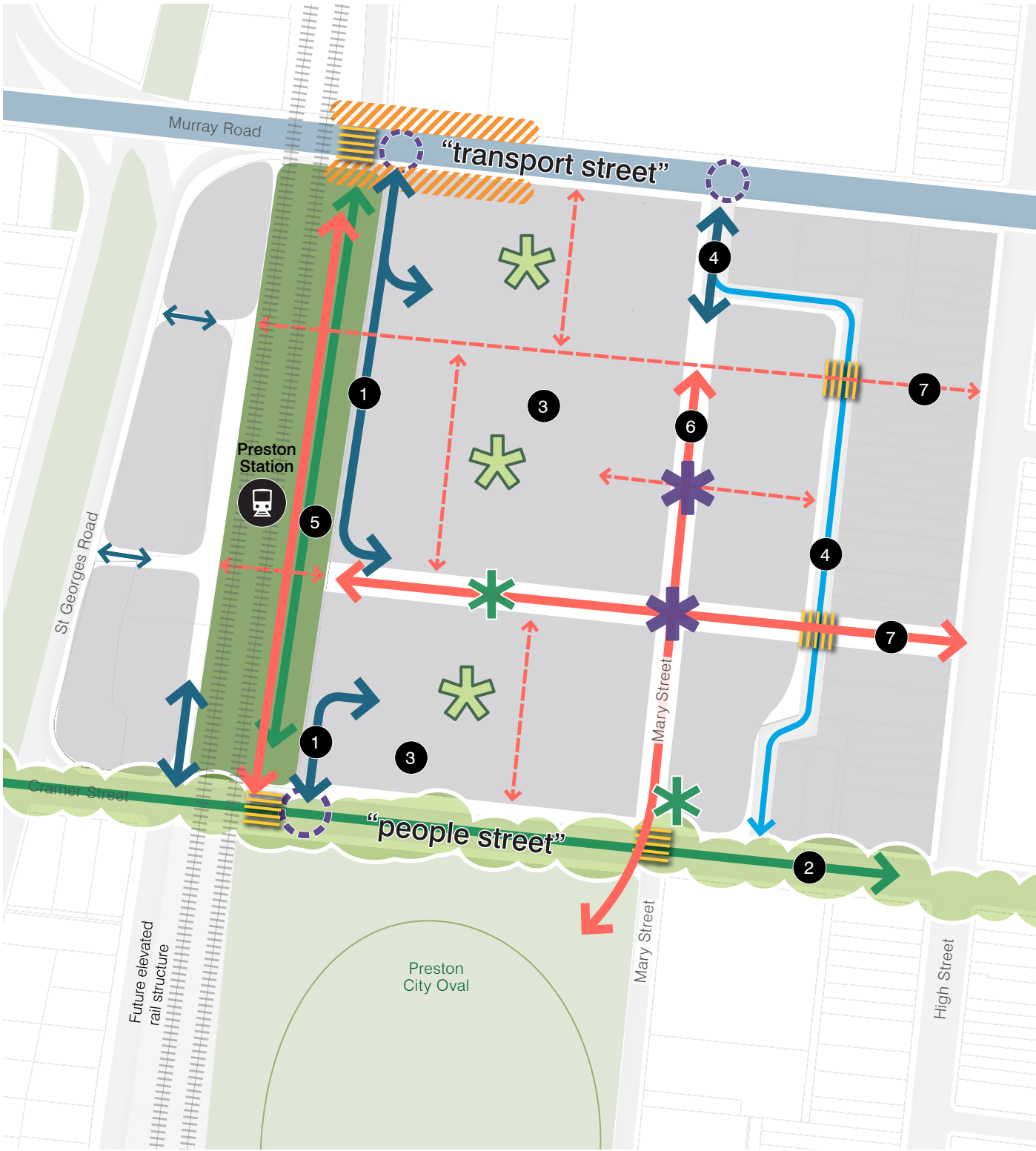
Recommended framework

Movement and Access

- Recommendation 01.*  
Create traffic calmed roads for vehicles, pedestrians and cyclists.
- Recommendation 02.*  
Carefully manage all private vehicle movement throughout the Precinct to avoid multiple crossings, particularly entering and exiting from Cramer Street (people street).
- Recommendation 03.*  
Ensure clear separation between residents' vehicles, visitor access and servicing throughout the Precinct – this can be managed strategically via the location of uses and design of built form throughout the Precinct.
- Recommendation 04.*  
Loading and servicing access for the Market should be via Mary Lane, which is to be retained as the primary service lane for the site and High Street retail, ensuring a shared and separated service access for the retail shops and the Market itself, away from other uses within the Precinct.
- Recommendation 05.*  
Create a new north-south street along the western edge of the site boundary (along the railway corridor), and access to potential future development parcels post grade separation. This street will provide a through connection for pedestrians and cyclists, but not for private vehicles.

- Recommendation 06.*  
Create a new north-south pedestrian-only street that is a continuation of the existing Mary Street, connecting Murray Road and Cramer Street.
- Recommendation 07.*  
Create two new east-west pedestrian-only streets that line up with connections through to High Street, linking through the Market to the Station.
- Recommendation 08.*  
Parking for all future development in the Precinct should preferably be located within sub-precinct basements, but if above ground, should be sleeved with active uses.
- Recommendation 09.*  
Best practice urban design and sustainable movement principles should be adopted across the Precinct, such as active transport, public transport and car share facilities.

- Preston Railway Station
- Bus stop (location TBC)
- Public space and station infrastructure in rail corridor
- Key market public space
- Key public space node
- Additional public open space in precinct - location not fixed
- Primary pedestrian movement
- Indicative pedestrian movement
- Cycling movement
- Vehicle movement
- Service vehicle access
- Signalised Intersection
- Pedestrian crossing





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