



Preston VIC 3072

Victorian Planning Authority
Level 25, 35 Collins Street
Melbourne VIC 3000

Dear Sir/Madam,

Re: Draft Amendment C182dare/Preston Market Precinct Structure Plan

I'm writing to protest the proposed redevelopment of the Preston Market Precinct.

The proposed plan in its current form appears to be focused on extracting the highest amount of residential floor area possible and leaving the market as an afterthought, when it should be the other way around - refreshing the market whilst preserving its character first and foremost, but still allowing the developer to build in a way that minimises impact to the market and its patrons. The abstracted artistic impressions in the plan are highly disingenuous, as they show the proposed public spaces front and centre, but leave the proposed apartment buildings on the periphery or in the background, so the full scale of the buildings on the site are highly downplayed. The renderings imply that the site is mostly public space, when the Built Form and Design Plan in Figure 5 show the very opposite - the apartments will take up most of the site, with roads and laneways in between.

The sheer scale of the proposed apartment masses, particularly the 20-storey tall building proposed at the edge of Murray Road is unacceptable. The buildings will dominate the site and overshadow the Market. Preston is not the leafiest suburb, and Murray Road is quite gray and bleak in its present state, so placing the tallest building next to the road will only compound the issue through the creation of overshadowing and wind tunnels. The proposed buildings also lack consideration and generosity to the neighbouring apartments on St Georges Road and Clinch Avenue. Buildings of such scale and in such close proximity will reduce the amount of fresh light, air and views for the dwellers of these apartments. Murray Road is also an extremely busy arterial road that sees massive congestion on weekends. The number of apartments proposed would only worsen traffic congestion on site.

The *Preston Market Planning Review: Planning Benchmarks and Tools* study cited in the Precinct Structure Plan includes a Comparable Development Analysis that compares the Preston Market Precinct to other developments with "comparable features", but none of them have an established fresh food market/community hub located on site. In fact, all of them are top-down, *tabula rasa* style urban renewal projects that are not concerned with the preservation of existing amenities or heritage fabric. The Preston Market precinct should therefore not be treated in the same way, but should be afforded more sensitivity to its planning approach.

If anything, a closer relative to the Preston Market Precinct is the Queen Victoria Market Precinct Renewal Program. The proposed high rise, mixed use Munro development in the Queen Victoria Market project is certainly located in close proximity to the market, but it is flanked by existing building stock and a distance away from the existing market sheds. The existing customer car park is instead being converted into public space, with car spaces shifted below ground. What is being proposed at Preston Market would be similar to the Munro development being planned atop the existing Queen Victoria Market and its car park so that it looms over and overshadows the market and sheds.

More open space than the 10% minimum is required, and it should be evenly distributed throughout the site - not just towards the centre as it is currently shown, but also along its periphery to improve the streetscape with greenery and landscaping. No buildings should be allowed over the existing market to preserve access to light and air, and the massing of the buildings should be further broken up to prevent the appearance of monolithic masses that would dwarf the market and the surrounding built fabric. Shadow and wind tunnel studies need to be done to show that any proposed buildings will not negatively impact the experience of the market. Rather than podium-and-tower configurations as proposed in the plan, lower scaled, medium density buildings that maintain the current height limits of 8-10 storeys as described in the *Preston Market Planning Review* study should be imposed on the developer.

It is understandable that the developer is sitting on valuable real estate and that new dwellings are needed to accommodate a growing population; however, left to their own devices, developers will only pursue short-term profit whilst ignoring the long-term benefits for the community. Whilst progress is inevitable, please prevent the developer from irrevocably damaging the long-standing heart of Preston, and preserve the legacy of Preston Market for both current and future generations to use and enjoy.

Yours sincerely,

A solid black rectangular box used to redact the signature of the sender.

From: [REDACTED]
To: [amendments](#)
Subject: Re: Draft Amendment C182dare/Preston Market Precinct Structure Plan
Date: Saturday, 10 July 2021 12:18:57 PM
Attachments: [Preston Market Precinct Structure Plan Submission.pdf](#)

Dear Sir/Madam,

Please find attached my submission for the Draft Amendment C182dare/Preston Market Precinct Structure Plan for your consideration.

[REDACTED]

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