

Submission from [REDACTED] Preston 3027.

We provide the below information as local residents impacted by the proposed development of the Preston Market site. We are affected by the proposed planning scheme as locals who live within walking distance and utilise the market for a range shopping, dining and social activities multiple times per week.

We can be contacted by email [REDACTED] for further information or a discussion regarding our submission.

The Market

- The market will benefit from being updated while recognising the heritage aspects that the Preston community cherish. We want a fresh food market that is accessible to all and utilised all year.
- To enable this, pedestrian and all-abilities accessibility and quality public gathering places are critical to the success of a redeveloped market site.
- The proposed plans look to place the market in the shadow of the residential towers. Whilst the position on Cramer Street (the people's street) makes sense, the positioning of the market in the shadows of towers is very unappealing. The look, feel, and atmosphere of the market must be considered and the positioning on the site is key to the community's experience of the market. **We seek assurance that the market will have adequate access to natural light and not be overshadowed by the proposed residential buildings on the site.**
- The current plans only require the market to be maintained at the same size it currently is, despite significant local population growth since its establishment and an additional 4500 - 6000 residents planned to be located directly on top of the precinct. **We request consideration for the market to increase in size, in response to this ongoing population increase.**

The site

- The proposed density, height and volume of dwellings is deeply concerning. The current proposal seeks to increase the local population in a manner that is disproportionate to the provision of local facilities and public infrastructure.
- We argue that central Preston does not currently have adequate open space and community facilities to service the community that lives there.
- As an example, the only playgrounds in close proximity to the site are aged, in poor repair, with limited open space for exercise and whole-of-body movement and will not be adequate for the proposed population increase of 4500 - 6000 new residents on the market site. The small playgrounds we refer to are located on Mary Street, and Asling Reserve. There is a small open space next to Preston Library but it does not contain play equipment or room to kick a ball. I am concerned about the opportunities for communities to have access to places to play, exercise and freely move, critically for children.
- Residents in central Preston do not have access to a local swimming pool, or adequate access to sports facilities such as outdoor netball, tennis and basketball courts.
- Preston City Oval is home to a semi-professional Aussie Rules Football Team and Sub-District turf cricket club. This limits how the oval can be used. Despite this, Preston City Oval is used as the sole example of open space in the VPA proposal. The proposed surge in population is reliant on access to adequate outdoor facilities and the oval does not provide it. **We request**

that you re-consider your plans on the basis that you have mischaracterised Preston City Oval and its potential benefits for proposed residents.

- There is already high demand on the only significant central Preston community open space and sizeable playground, Zwar park on Cramer Street. This playground is aging, needs to be improved and increased in size and is representative of the limited investment in the nearby playgrounds and open spaces that exist for the community. This green space was absolutely critical to the local population during Covid lockdowns and demonstrated the need for open green space for community members to have ready access to.
- We are concerned about the liveability of proposed dwellings on this site, with limited access to green spaces and concerned this will impact on the quality of Preston overall, as a desirable place to live, work and shop. Preston is a former industrial suburb and still lags behind in terms of provision of open, green space due to this legacy.
- **We request that the requirement that the site owners contribute 10% of the site to the allocation of public space be increased substantially, given the current status of the precinct with inadequate resources of green and open spaces.** This redevelopment will change the fabric of central Preston irreversibly so the public space for future populations needs to be planned for.
- The designs are incredibly uninspiring and ugly. Why haven't you spent time looking at some of the interesting buildings in the market precinct (Athina's Deli for instance) for inspiration, just like the new train stations (such as Coburg) are trying to speak to their communities through architecture? **We request that you engage a designer with knowledge of Preston and ensure that the future market is of the highest design standard that celebrates the Preston market legacy over 50 years.**
- There is also very little detail in the May document titled 'Preston Market Precinct' sent to all residents regarding the style and quality of the apartment towers. **We request that the VPA set parameters to ensure that the dwellings built are of sufficient quality and style - the last thing this area needs is more ugly imposing apartment towers, and this is a rare opportunity to mandate some standards for these buildings.**

Climate change and future proofing

- We are deeply concerned that the density and height of dwellings is not appropriate for a site located 10kms outside the city, with limited green spaces, trees canopies and cooling elements. Melbourne's northern suburbs often record temperatures higher than the southern suburbs of Melbourne. This proposed development would bring an increase of concrete and man-made materials into central Preston, without adequate remedies to cool the local environment through trees, waterways and green spaces. Additional tree cover and green canopies must be planned for in any redevelopment of this site, in order to reduce temperature and support a healthy community.
- **We request that enforceable commitments are made ensuring the highest quality and 6-star energy efficient dwellings are built on the site and that are environmentally responsible.** The redevelopment must provide additional options for low cost and social housing options to maintain the diversity of the Preston community.

The community

- The proposed plans make predictions about the future population growth enabled by this site's redevelopment. I am concerned that the predictions drastically underestimate the future residents in the community. I understand it is proposed that the buildings will be composed of 1,2, and 3 bedroom dwellings. I request reassurance that the proposed population planning has learnt from the likes of high density living in Melbourne Docklands and Fisherman's Bend. I suggest that residents living in apartments will have children and these families will need open space, playgrounds and community infrastructure. Will this site redevelopment offer adequate planning controls and community investment to service the current population and a significant population growth?
- I am in support of the clear delineation of a "people's street" on Cramer Street. Currently Cramer Street does not support the safe movement of pedestrians, cyclists, prams, wheelchairs and small groups of people to and around the market. For example, the corner of St Georges and Cramer Streets (where it is impossible to cross safely east to west in one movement, leading to confusion and safety issues between cars and pedestrians). A clear signal to cars that they must enter the precinct through Murray Road would be welcomed. Furthermore, we emphasise that the plans and project delivery will need to carefully manage traffic controls to ensure that the concept of the People's Street is actually achieved. Preston already faces challenges regarding rat-running and high speeds through our streets and communities, an issue that the Streets for Preston project is trying to address in consultation with local residents. We note that Council has recently rescinded on their full support for the Streets for Preston project by not fully enacting the proposed plans to address traffic flow and speeds on Cramer Street, therefore it is critical that the market site undertakes this planning and follows through.
- As stated above, this part of Preston is sorely lacking in the type of community infrastructure that should be of a higher priority for this development. The existing residents of Preston have not been considered in these proposals. There is no material or community benefit for the growing population of Preston (including a baby boom) who already call this suburb home. **Despite it being old, we already have a market that functions adequately. How will you address the concerns of current Preston residents by developing community infrastructure that will enhance our quality of life, and that people will use (such as a swimming pool, additional playgrounds, sporting facilities or parkland)?**
- We disagree with the assertion from the VPA that the addition of thousands of new residents will be able to be accommodated by local Government schools without overcrowding. Local schools are already tightly zoned and open space for children on these campuses is being increasingly repurposed for additional classrooms. **We urgently request that additional modelling be conducted to test this assumption, considering as stated above that the people who move into these dwellings will not only be singles and couples, but families with children.**
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From: [REDACTED]
Subject: Preston Market Submission
Date: Monday, 12 July 2021 10:22:14 PM
Attachments: [Market submission draft.docx.pdf](#)

Please see attached.

[REDACTED]

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