

Submission from [REDACTED] and [REDACTED], Preston 3072.

We provide the below views on the proposed Preston market upgrade as local residents impacted by the proposed development of the Preston Market site. We are affected by the proposed planning scheme as street neighbours of the Market, active community members and undertake a range of shopping, dining and social activities on the Market site on at least a weekly basis.

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.
- Pedestrian accessibility and public, green gathering places are critical to the success of any redeveloped market site. At the current site, there are multiple places for children to play and we would love to see these improved and expanded.
- The proposed plans look to place the market in the shadow of the excessive height 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 direct, 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. We request assurance that a market of the same size is adequate to service such a significant population growth caused by the development of the site. We request consideration for the market to increase in size proportionally with the proposed population increase. We seek assurance that there are at least enough stalls and storage for the current market vendors, at least comparable in quality with the existing amenities.

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. What is proposed will result in a population size that cannot be adequately supported and does not in any way align with the height, volume and density of any other nearby higher-density sites.
- We argue that central Preston does not currently have adequate open space and community facilities to service the community that lives there. For example, the only playgrounds that are in close proximity to the site are aged, in poor repair, have limited open space for exercise and whole-of-body movement and will not be adequate for the proposed population increase. The small playgrounds I refer to are located on Mary Street, Bruce 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. We are concerned about the opportunities for communities to access places to play, exercise and critical for children of all ages and backgrounds.

- Residents in central Preston do not have access to a swimming pool or ready 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 is a good thing but it rightly limits how the oval can be used. Despite this, Preston City Oval is used as the sole example of open space in the 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 any possible benefits it provides the proposed residents.
- There is already high demand on the one community open space in central Preston with a sizeable playground, Zwar park. Limited parks and playgrounds and limited investment in the playgrounds that already exist for the population.
- We are concerned about the liveability of dwellings on this site, with limited access to green spaces and are 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 other suburbs in the 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 precinct already has inadequate reserves 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. It is well documented that open, green spaces have substantial positive benefits to community wellbeing.
- The designs are incredibly uninspiring, ugly and do not make any attempt reflect the vibrant community in which they will exist. 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.

The community

- The proposed plans make predictions about the future population growth enabled by this site's redevelopment. We are concerned that the predictions drastically underestimate the residents' future in the community. I understand it is proposed that the buildings will be composed of 1-, 2-, and 3-bedroom dwellings. We request reassurance that the proposed population planning has learnt from the likes of high density living in Melbourne Docklands and Fisherman's Bend. We suggest that residents living in apartments will have children and children need open space, playgrounds and community infrastructure. In our view, this site redevelopment will not offer adequate planning controls and community investment to service the current population and any significant increase population growth.
- We are 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, such as the corner of St Georges and Cramer Streets (where it is impossible to cross safely east to west in one movement). 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 realised. Preston already faces challenges regarding rat-running, "hooning" and high speeds

through our streets and communities, an issue that the “Streets for Preston” project is trying to address in consultation with 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. It is therefore critical that the market site incorporates this planning and follows through. We stress that there is currently no restriction of heavy vehicles on Cramer Street: active planning and strategic redirection would need to address this.

- As stated above, Preston is sorely lacking in the type of community infrastructure that should be a higher priority if this development is to go ahead. 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 the market’s age the existing market 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?)

Climate change and future proofing

- We do not support the proposed level of development of this site. 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, tree canopies and cooling elements. Melbourne’s northern suburbs often record temperatures higher than the southern suburbs of Melbourne and are already heavily laden with concrete and other similarly absorbent material. 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, rooftop gardens, waterways and green spaces. Trees and green canopies must be planned for in any redevelopment of this site, in order to reduce temperature and create a healthy community.
- We request that enforceable commitments are made to ensure the highest quality, 6-star energy efficient dwellings are built on the site and that are environmentally responsible.
- The redevelopment must provide options for low cost and social housing options to maintain the diversity of the Preston community.

From: [REDACTED]
To: [REDACTED]
Subject: Preston Market development submission
Date: Tuesday, 13 July 2021 1:58:05 PM
Attachments: [Market submission draft.pdf](#)

Hi there,

Please find attached our submission to the Preston Market Precinct development plan.

Cheers,

[REDACTED]

Click [here](#) to report this email as spam.