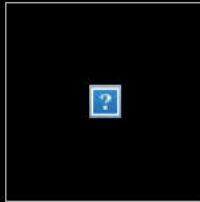


From: contact@engage.vic.gov.au
To: [amendments](#)
Subject: Making a submission Form Submission
Date: Wednesday, 14 July 2021 12:10:17 AM



Making a submission Form Submission

There has been a submission of the form Making a submission through your Engage Victoria website.

Name



Postcode

3073

Email



Write your submission

To whom it may concern,

Please note this submission was originally sent to the email address amendments@vpa.vic.gov.au but it was invalid. As such, images supporting the submission have been omitted in this form.

I am writing to you as a Darebin resident, a practicing architect, and a Preston Market regular.

I have reviewed the Preston Market Draft Structure Plan and various associates documents provided alongside it.

Generally I am supportive of well considered high density development and also understand the need for upgrades to the market which is in need of maintenance and improvement.

The draft plan has many positive ideas and aspirations, many of which seem at odds with the ambitious masterplan and I have concerns the quality of the former will inevitably lose out to the quantity of the latter.

I have broken my key concerns down into 3 key categories as follows;

- Built form and design
- Presence and retention of the market
- Project ambitions and priorities

Built form and design

While I can appreciate many aspects are still to be refined, the site appears to be heavily overdeveloped.

Of particular concern is the 20 storey tower proposed to the north of the site.

There is no precedent for a tower of this scale in any local suburb nearby, this is a city typology and not in keeping with the local area. Intelligently designed mid to high density, low to mid rise buildings are a much more suitable typology to increase density while maintaining suburban qualities such as connection (both physical and visual) to the street, smaller grain buildings and more human scale architectural interventions.

Given that this tower is proposed to sit between various others of scales between 10-16 storeys, the site is in danger of alienating locals and creating stark, commercial feeling thoroughfares - it is unconvincing that the daylight and open space objectives outlined in the draft strategy plan can be met when most of the high rise development is taking place to the north of the site, likely shading any new public and market spaces, making them less likely to be successful.

Artist impressions of the proposal do not seem to adequately depict the 20 storey building, this view towards the northwest of the site misleadingly shows a 12 storey (approx) building. Public spaces also appear to be much less generous in the masterplan diagram than in the view images.

The location of the 20 storey building on Murray Rd will also reinforce the current experience of that section of Murray Rd as unwelcoming and unengaging to pedestrians.

Item B3 does not seem to be reflected in the built form outcome proposed in terms of scale that 'corresponds with the precincts surrounds' and 'complements the precincts interface with neighbouring areas'.

Part of the appeal of the market is the semi-open air nature of it, allowing shoppers to enjoy the natural light and fresh air. What is to be retained of the market appears to be hemmed in by larger scale buildings, including a 10 storey building to the north, which seems contrary to preserving those key attributes of the market which were also highlighted as key takeaways from the community consultation process outlined in the draft.

I would support a mix of scales on the site, the currently approved developments;

- a 6-9 storey apartment building
- a 14 storey residential building
- two ten storey towers

would provide some high rise, which could then be permeated by 3-6storey high density housing, fostering a greater sense of connection and providing a community atmosphere to the market through housing models which would be suitable for families and would provide hospitable outdoor spaces and balconies (think city of Paris, not Docklands).

The current proposal does not balance amenity requirements with built form.

The program also appears to be overdeveloped, and while retail, community and other mixed use should be encouraged, consideration should be given to;

- successful uptake of retail in fully glazed ground floor tenancies to apartment buildings throughout Darebin (many have been empty for years), noting the 'grit' found in the area often draws shoppers and local retailers away from standard commercial spaces with nothing unique to offer
- poorly planned or executed retail that may detract from, rather than enhance the presence of the market, or price out local retailers, or result in vacancies to a high St shops
- over programming of the site (let's not have another Northland please!) eroding the original attributes and unique qualities of the market and shopping precinct that make it a draw card

How can we ensure viability (and vibrancy) of High St, and the market proper, is retained?

Presence and retention of the market

First and foremost, the site is home to the Preston Market, an iconic feature of the area for 50 years. This is the aspect of the development which should be hero-ed.

Previously conducted reports looking into the sites heritage values have been disregarded, with only a fraction of the original market building to be retained, and a large proportion to be relocated.

The retention of such a small fragment of the original space frame structure risks being purely tokenistic without preserving any of the qualities of the original, whose portal technology and 'Structualist' aesthetic really provided impact on mass in the wide open spaces it facilitated.

The cruciform layout if the market does not appear to be retained despite being noted as a factor of significance in some heritage reports, allowing for connected views and easy way finding through the existing space.

Note the observation: division into small blocks, which act as neighbourhoods'...and to think of the market not as a single building... but as a neighbourhood'

While the gesture to connect the market to Cramer St is a step in the right direction, the new location for the market feels buried in amongst the new housing developments.

Any significant change bears risk, but if this is the point many longtime stall holders bow out, and the market feels insubstantial, is harder to access, is diminished in scale and presence, this could signal the end of its success.

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density buildings, restricting light and airflow, and with no sense of arrival or presence it risks morphing into the adjacent buildings.

It will be interesting to see how the character of the market is proposed to be retained, and what measures are out in place to retain existing tenants who form such an important part of the markets identity.

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Much more to say, would love to be kept informed.

Kind regards,



I confirm that I have read and agree to the above conditions for making a submission.

Yes

I agree to the Collection Notice

Yes

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Date: Wednesday 14 July 2021 12:11:03 AM
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B1	Deliver high quality architecture and urban design in the precinct which respects the honest, functional and authentic use of space.		Prest
B2	Encourage the use of materials that reflect the character, grit and diversity of Preston.	B14	Redu Mark
B3	Encourage development at a variety of scales and forms that corresponds with the precinct's surrounds and strategic context and complements the precinct's interface with neighbouring areas.	B15	Delive maini
B4	Break the precinct into smaller blocks with new streets and public accessways that help create a 'village of buildings' set in a fine grained, liveable neighbourhood that is inviting and interesting from the ground floor up.		a. bu pc b. sti th c. ot » » d. bu di: e. bu 3 (lc
B5	Ensure north-south orientated public accessways ('additional pedestrian connections (laneways)') are located between 50 metres to 75 metres from a street shown on the plan.		
B6	Provide ground level visual connections from the Market to Murray Road, Cramer Street and Preston Station.		
B7	Design buildings and articulate streetscapes to provide active ground floor interfaces and passive surveillance to streets and public spaces.	B16	Desig wall b

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» health services (3,000-5,000 square metres of new floorspace)

» childcare (1,500 square metres)

- The establishment of an office/medial precinct on the north west corner of the precinct along Murray Road should be considered.

al The MacroPlan Dimasi report concluded that the precinct could:

- Continue to support and strengthen the on-site market with 27,500 square metres of additional retail, non-retail and entertainment floorspace (such as fitness centre, medical centre, cinema, childcare centre and bank uses) and 5,000 square metres of new office space
- Strengthen the role, offering and catchment of Preston-High Street Major Activity Centre as a whole
- Support up to 1,400 ongoing jobs
- Increase shopping choice and convenience without threatening the viability of High Street traders.

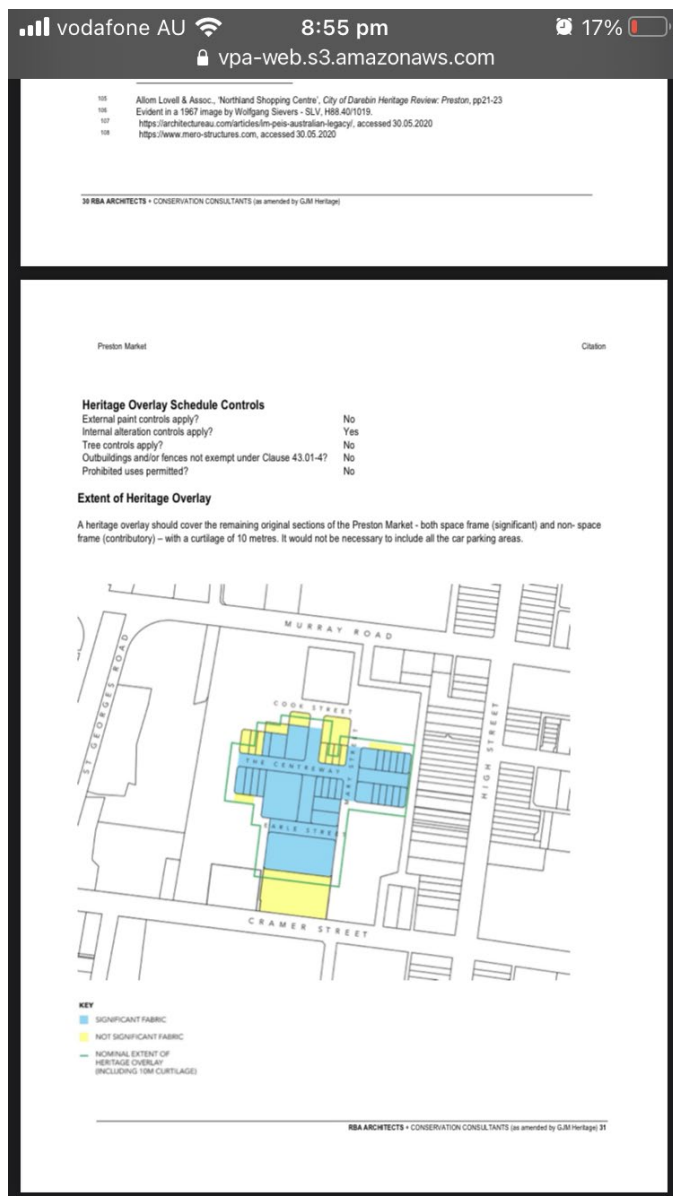
The SGS peer review report concluded that the assumptions were generally

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For many it can be hard to define what makes the Preston Market so attractive and welcoming, however an intangible sense of 'atmosphere' is often mentioned.⁹⁴ A more explicit, spatial analysis of the Preston Market has identified how the key elements of the complex facilitate exploration and provide areas for pause or social gathering, and include:⁹⁵

- Cruciform plan with four key intersections
- Division into small blocks, which act as distinct neighbourhoods
- Stalls of varying size, though mostly up to 80m².
- The sheds are complemented by the group of inter-connected shops at the northern end of the complex

These elements have contributed to the sense of place that has been long established, but the inherent flexibility has allowed for regular change so that number of stalls has decreased over time as some shops have consolidated multiple premises.

The Preston Market Quarter Identity Study confirms the unusually strong community attachment to the Preston Market and highlights many of the social connections that evolve in this space, which due to its careful design has allowed for them to be facilitated. Some key findings of the study are as follows:⁹⁶

- The secret to understanding the identity of Preston Market Quarter is to think of it not as a single building or a large format retail offer but as a neighbourhood that is a living, breathing part of the city.
- It's Preston's very own downtown; the market streets are where the action happens, where memories are forged, where everyone feels like they have their place.
- The market has its own rhythms and rituals and like any good neighbourhood tells the story the character of Preston and what its community values and cares about.
- The Market Quarter is pragmatic, welcoming, intriguing, surprising and packed full of character.

⁹⁴ Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p23
⁹⁵ Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p45
⁹⁶ Victoria Stead, *Market Crossings – Plotting a course through the Preston Market*, Melbourne 2010; Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections, December 2017; Hello City, *Preston Market Identity Study*, August 2019, Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p48
⁹⁷ Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p47
⁹⁸ Hello City, 'Preston Market Quarter – Identity Study', pp30-33
⁹⁹ Hello City, 'Preston Market Quarter – Identity Study', August 2019, p3
¹⁰⁰

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