MGS Architects Architecture Interiors Urban Design
March 2020

PRESTON MARKET
DEVELOPMENT PRINCIPLES AND OPTIONS REVIEW
Final Report

City of DAREBIN the place to live

mgs

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Acknowledgement of City of Darebin's first peoples The City of Darebin is proud to acknowledge the Traditional Owners of Country and pays respect to all Elders, past, present and emerging, as well as Elders from other communities who reside here today. They hold the memories, traditions, culture and hope of Aboriginal and Torres Strait Islander people around Australia.

City of Darebin
Preston Market
Development Principles and Options Review

PREPARED BY MGS ARCHITECTS

DRAFT
MARCH 2020



Preston Market| Preston

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Context

1

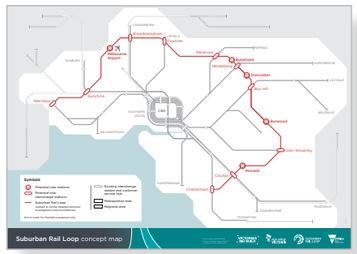
1.1__BACKGROUND AND POLICY

In order to inform an understanding of the strategic and political context of the Preston Market and its potential redevelopment, a review of background documents, strategies and key trends has been summarised below:



Investment in education

As part of the 2019/20 budget, the Victorian State Government has prioritised its commitment to education through significant investment in the state's network of TAFE institutions, early childhood education services, as well as primary and secondary schools across Victoria. This has implications for the Melbourne Polytechnic Campus and the proposed vertical school near the Preston Market site.



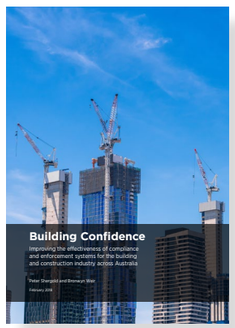
Investment in rail

The Victoria State Government has committed to a comprehensive suite of projects across Melbourne's public railway network. These projects include the Suburban Rail Loop, a series of level crossing removals, as well as priority investment in the northern lines. This reflects the growing demand for public transport in strategic growth areas, such as Preston Market.



Changes in car parking models

As our society shifts away from its reliance on private vehicles, there are a number of market-leading examples which have been supported by local council in implementing progressive models for the provision of parking. Such examples include car parking overlay and contributions (Cato St) , free parking for patrons only (South Melbourne) and separating car parking from title (Nightingale Village).



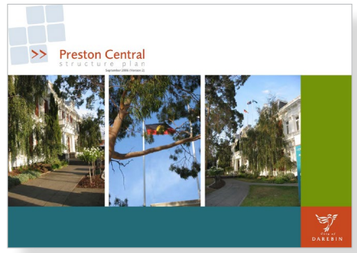
A shifting housing market

The provision of private housing in Australia is shifting away from a market dominated by speculative housing towards a market that focuses on other development models seeking to deliver quality over time. Particularly in light of recent concerns regarding the role of speculative development models in the quality of multi-residential development, the growing popularity of other development models, including those proposed by ASSEMBLE, Nightingale Housing and build-to-rent models, has shown that the market share for other types of development is growing within the Australian housing market context.



Changes to apartment design requirements

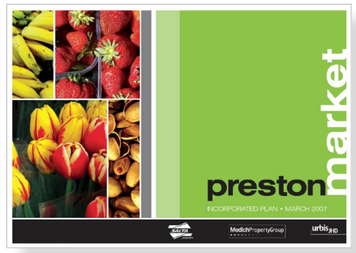
Key policy measures introduced by the State Government regulating the design requirements and procurement of apartment design include the Better Apartment Design Standards (BADS) as well as the changes to the Building Code (Section J).



Preston Central Structure Plan 2006

The Preston Structure Plan recognises Preston Central as one of Melbourne's 26 'Principal Activity Centres' and one of the largest 'traditional, multi-dimensional' activity centres in northern Melbourne, forming a major focus for business, shopping, community, culture and recreation.

The Preston Central Structure Plan sets out the vision to facilitate the creation of an intensified and more sustainable city, consistent with 'Melbourne 2030' initiatives. The plan is intended to stimulate and guide the development of proposals for the centre by Council and others.



Preston Market Incorporated Plan 2007

This document outlines the use and development objectives and design principles which apply to the Preston Market site. A high level summary of these include:

- 10 storey preferred height limit over most of the site
- Four storeys at street frontage and single storey preferred at the intersection of Mary Street and Centreway
- August 2017 Planning Minister introduced interim height controls which apply a maximum mandatory height control of 9 metres to the existing footprint of the Preston Market site on an interim basis until 30 June 2019
- While the VPA review is being undertaken, the interim height controls remain in place and afford strong protections for the market (although not demolition controls)



Preston Market Masterplan Urban Design 2015

The 2015 Preston Market Masterplan lead by NH Architecture articulates their vision for the site as a cultural landmark within a strategic activity centre at the frontier of a major urban renewal corridor.

The masterplan envisages activation of the market between 8 and 18 hours each day, on all frontages assisted by the introduction of a residential community.

It focuses the revitalisation on the connectivity between Preston Station, the Town Hall, Centreway and Mary Street that provides the framework for a precinct revitalisation. The key priorities of the masterplan are:

- Consolidated site location
- Public realm based on clear
- Vibrant public spaces
- Diversity of housing morphology

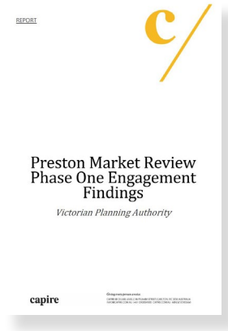


Context Heritage Study 2017

This Context Heritage Study commissioned by Council in 2017 is designed to address all the potential heritage values that may be associated with the Preston Market and giving a particular emphasis to historical and social values.

The heritage study builds on a preliminary study completed in 2011 as part of a project on Victoria's post 1940s migration heritage. The first stage involved heritage research into the history of Preston Market, its design, form and layout and its social and community uses and associations. The second stage then provides an assessment of the market's heritage values in accordance with and the requirements of the Planning Practice including:

- Applying the Heritage Overlay (DELWP 2015)
- Australia ICOMOS Charter for Places of Cultural Significance 2013 (The Burra Charter and associated Practice Notes)



Preston Market Review Phase One Engagement Findings 2018

The Preston Market Review, undertaken by the Victorian Planning Authority (VPA) was requested by the Minister for Planning after the site was designated as a strategic site in 2017.

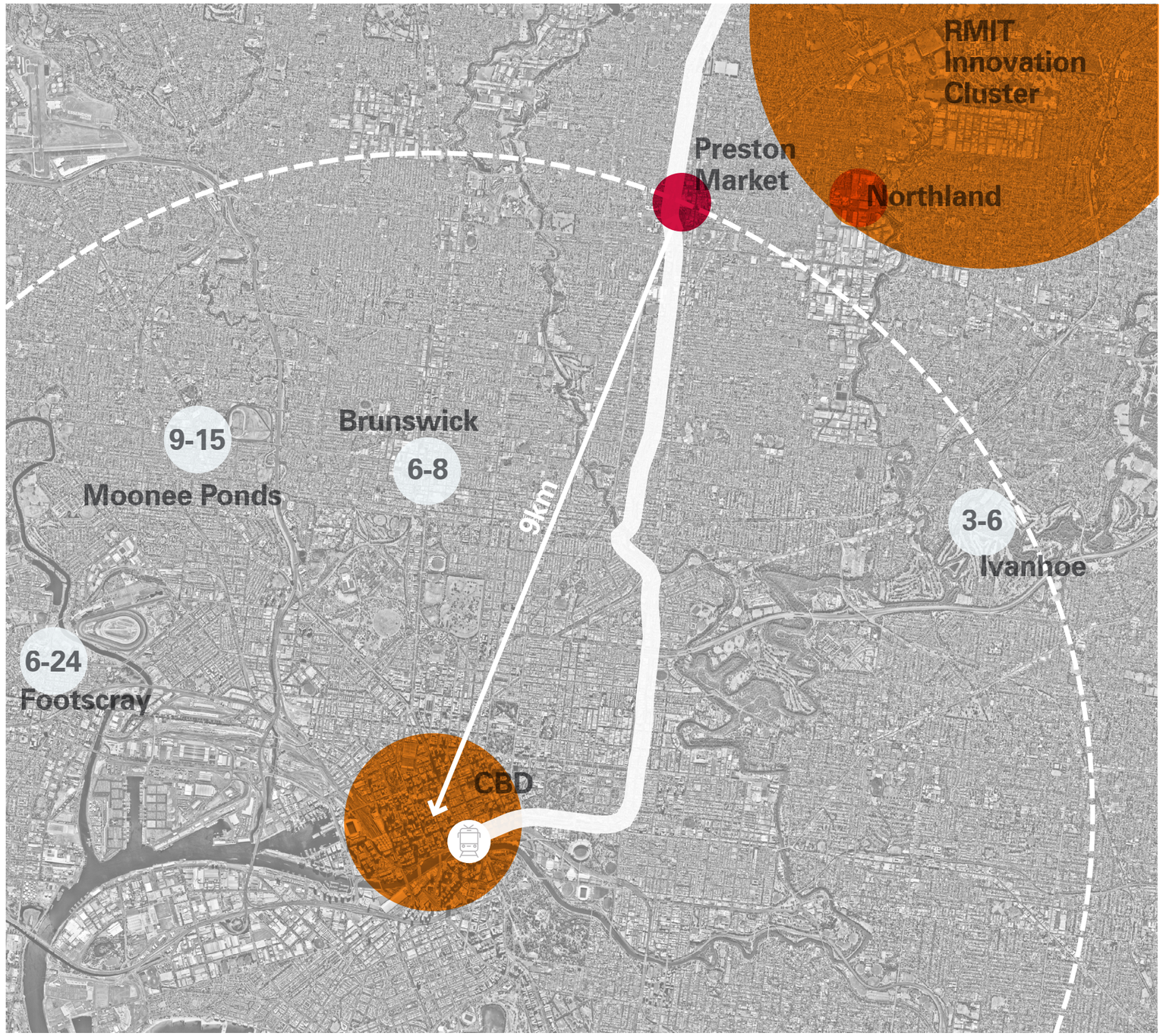
The VPA undertook a review of the current planning controls across the site with the view to implement the revised planning controls. The VPA are working in partnership with the City of Darebin to review and recommend these planning controls as appropriate.

Community engagement has formed a critical activity in this process and information and knowledge derived from the engagement is being used to review and support the VPA in developing recommendations.

1.2__METROPOLITAN CONTEXT

Preston market is located 9 kilometres north-east of the Melbourne CBD and is served by several modes of transport. These include Preston Station and the St Georges Road bike path, which are directly west of the site. Preston Station is situated on the Mernda Line, providing a 25 minute commute to the CBD and a 20 minute commute to South Morang. The site is also connected to both Docklands and RMIT University's Bundoora campus via the 86 tram. Bus routes 903 to Northland and 527 to Coburg provide a regular service to the market, in addition to 770 car parks currently provided on site.

The adjacent map describes Preston's Markets location relative to its metropolitan context, as well as its proximity to the nearby Innovation Cluster, including RMIT University's Bundoora Campus and the major Northland shopping and retail complex.



1.3__NEIGHBOURHOOD CONTEXT

The following map describes Preston Market's location within its rich neighbourhood context. The market is central to the local Preston community, both in terms of location and local identity.

The Preston population is growing at an astounding rate and is projected to reach 17,350 as soon as 2026 (8,059 in 2016). In order to house this population growth, the total number of dwellings in the area is projected to reach 7,250 by 2026 (3,474 in 2016).

The Market forms part of the rich local fabric, acting as a communal melting pot of the local area's intrinsic cultural diversity. With over 30% of the local population born overseas, the market is a valuable social space where diversity is valued and celebrated through food, art and culture.

In terms of recreational areas, the market is located directly adjacent to the Preston Oval and a short walk to the HP Zwar Park to the west of the train line.

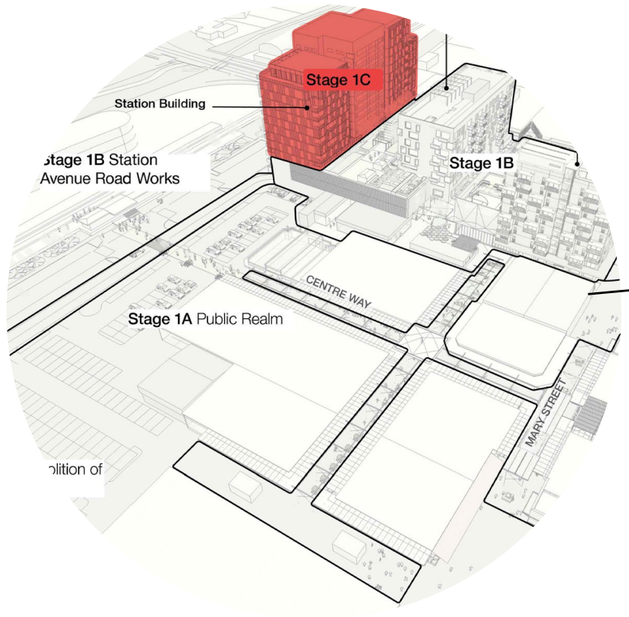
The market sits within Darebin's civic heart, located within near the Town Hall, Police Station, Library and Arts Centre. Within this network of community assets are the Preston High School and Melbourne Polytechnic, sitting within a wider network of kindergartens, primary schools and secondary schools across the municipality. This network of educational facilities is vital to supporting and nurturing the community's future aspirations.

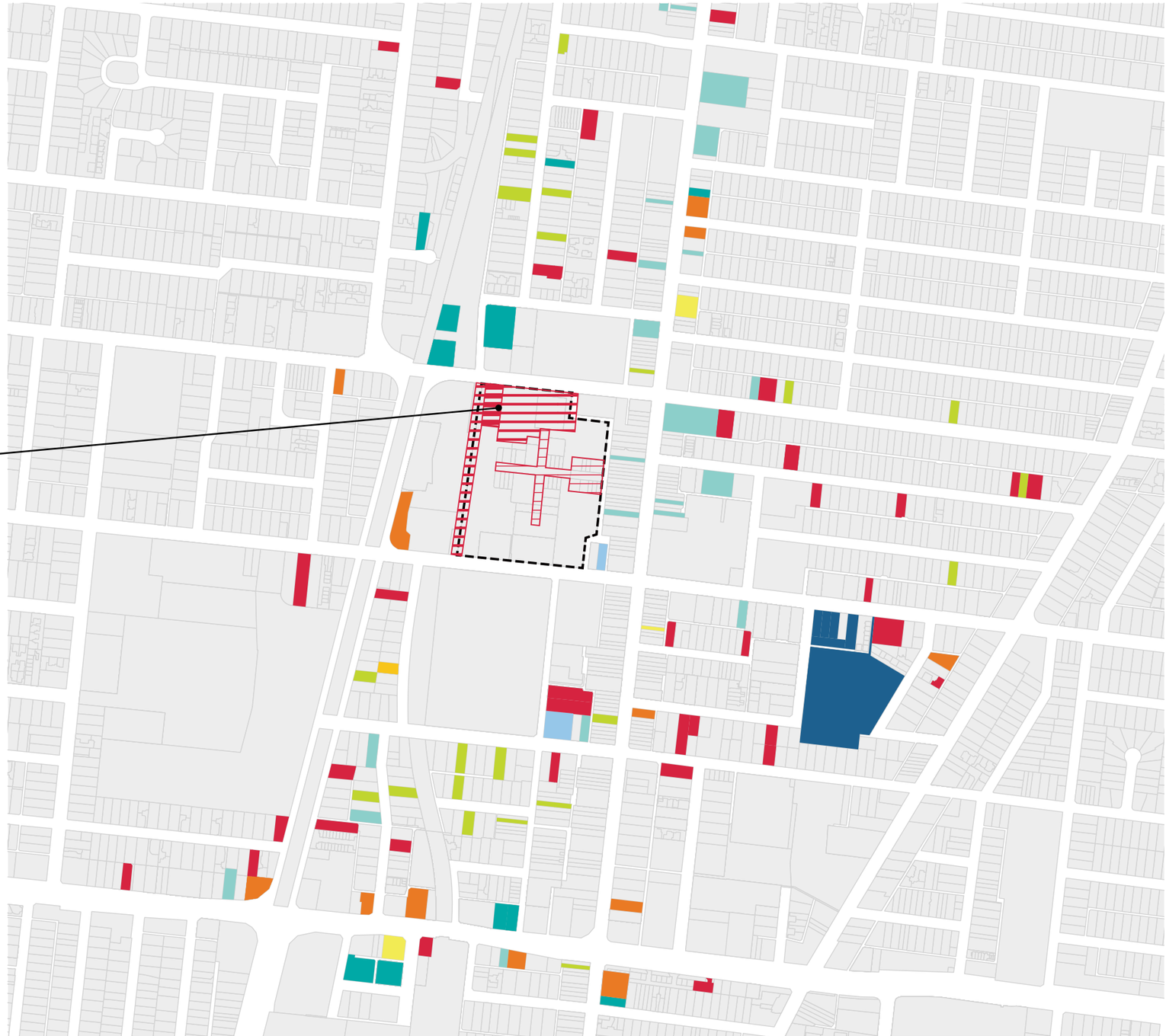


1.4__EXISTING APPROVALS AND CONDITIONS

In light of the suburb's significant population growth, the development context within the municipality is dramatically shifting to reflect this dynamic and growing community.

The following map articulates the extent and nature of approved development proposals within the local area of the Preston Market.





Legend:

- Preston Market stage 1A
- Preston Market stage 1B
- Preston Market stage 1C
- Medium density housing
- Mixed use development
- Subdivision
- Single dwelling development
- Secondary consent
- Amended plans/permit
- Additional information for existing permit
- Extension of time
- Vertical school development

0 100m 200m 400m

1.5__EXISTING LANDHOLDINGS AND EASEMENTS

The existing easements and landholdings affecting the site are integral to understanding the current site arrangement as well as the future development options for the site.

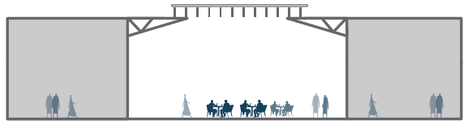
The main pedestrian walkways at ground level are carriageway easements that run from building to building. These easements retain pedestrian access and restrict development for a height of up to 3-4 metres.

The are no restrictions on air rights across the site.

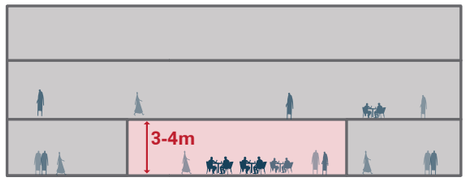


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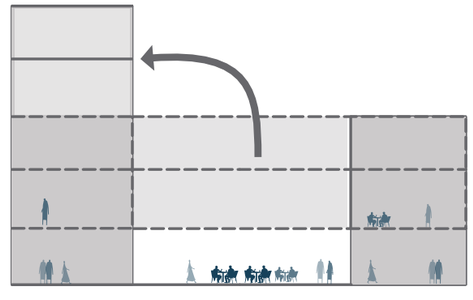
- Acquired property
- Stages 1B & 1C
- Council road
- Separate ownership
- Easements
- Air rights



Existing market



Current conditions



Future opportunity

1.6__SITE ANALYSIS

The existing arrangement of the market is dominated by large areas of car parking across the majority of its street interfaces. Intensive vehicular movement across the ground plane includes a large amount of delivery and loading activities.

Although providing equity of parking and loading access to all quadrants of the market, this 'moat of car parking' isolates the core market. Thus, the market suffers a degree of disconnection from its surrounding context.

The arrangement of entrances to access the core market spaces along the perimeter are spaced too far apart from each other, creating an inward focus that doesn't activate its key frontages.

With major rail and arterial road thoroughfares flanking the site, the market reserves the opportunity to better integrate and leverage its connections to these primary access ways. Future level crossing removals at Murray Road and Cramer Street will improve the site's connections with its surroundings once they are completed.



1. Medium density housing
2. Supermarket
3. Market
4. Covered market walkways
5. Market waste and loading
6. Centrelink
7. Mary Street
8. Preston Oval
9. Acquired property



Preston Market | Preston

Development Principles

2

2.0__OVERVIEW

The following design principles provide a way of thinking about nine major themes to be addressed in the project. These themes ensure that certain values and key considerations are taken into account in the design of the public realm, while allowing for flexibility of design response.

Nine Principles
The Preston Market Precinct Framework is guided by the principles below:

1 **Create a clear and permeable urban structure with high pedestrian amenity**

2 **Consolidate access, loading and car parking with convenient access to the market**

3 **Create a network of high quality open spaces**

4 **Create a 'village' of buildings**

5 **Retain the identity of the market through location, diversity, size and spatial quality**

6 **Introduce 20% affordable housing applicable to total residential development on the Salta site**

7 **Introduce a diversity of uses**

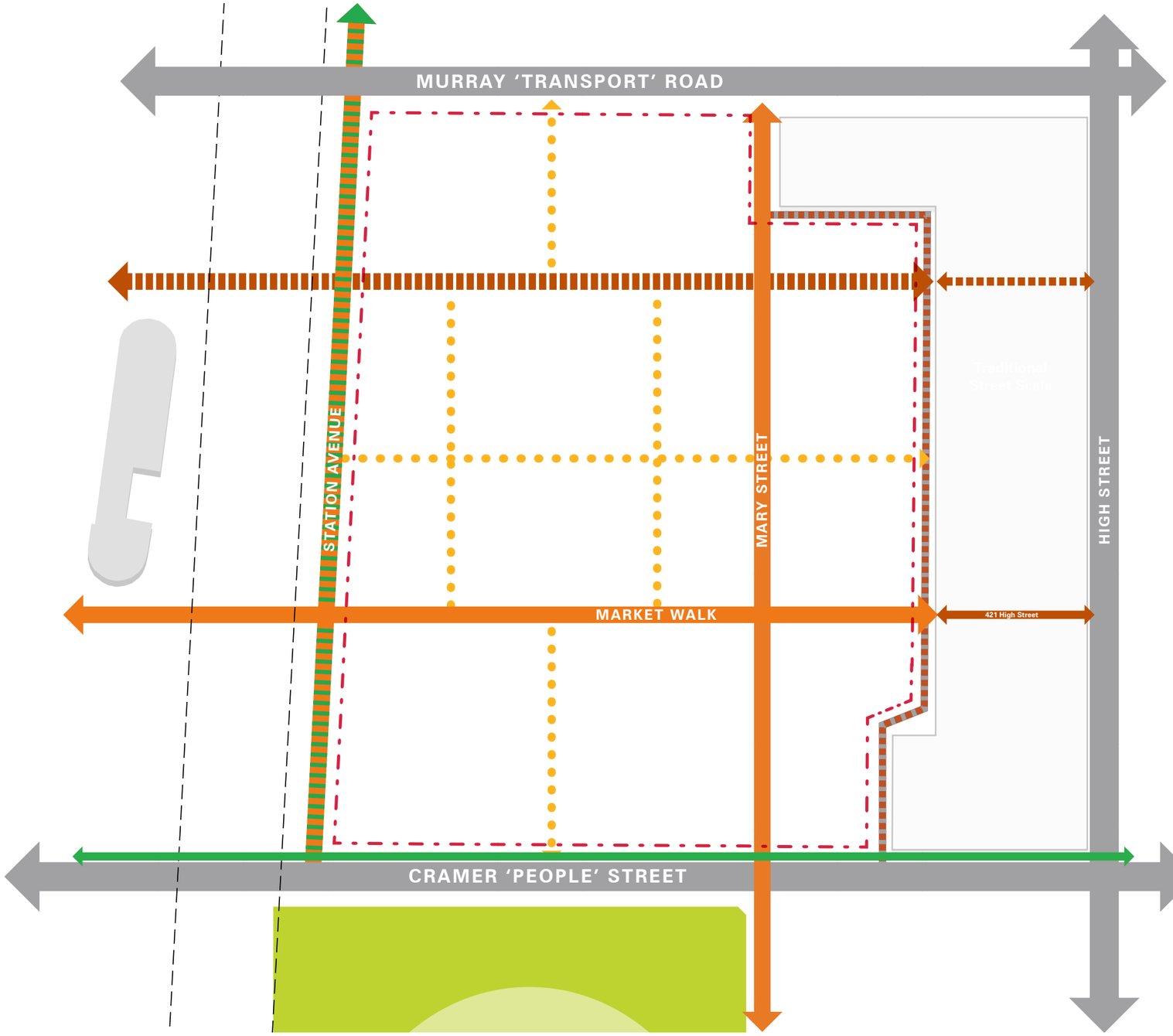
8 **Implement ESD strategies**

9 **Minimise wind impacts to facilitate pedestrian walking and sitting**

2.1__CREATE A CLEAR AND PERMEABLE URBAN STRUCTURE WITH HIGH PEDESTRIAN AMENITY

This design principle focusses on employing the street network to blur the edges of the market into it's surrounding context. With a strong people-focussed urban amenity design, the principle aims to intrinsically stitch the functions, public amenity and culture of the marketplace into its broader urban context.

- Use urban structure to knit the market into the surrounding neighbourhood
- Create a hierarchy of primary and secondary pedestrian connections
- 50% sunlight access at equinox for Station Avenue, Mary Street and Market Walk
- Amenity condition for sitting (wind speeds) for Station Avenue, Mary Street and Market Walk
- Open space to be located at key pedestrian intersections
- Additional indicative through block connections
- Urban legibility and high quality public access
- Provision of street trees, high quality lighting and other streetscape enhancements



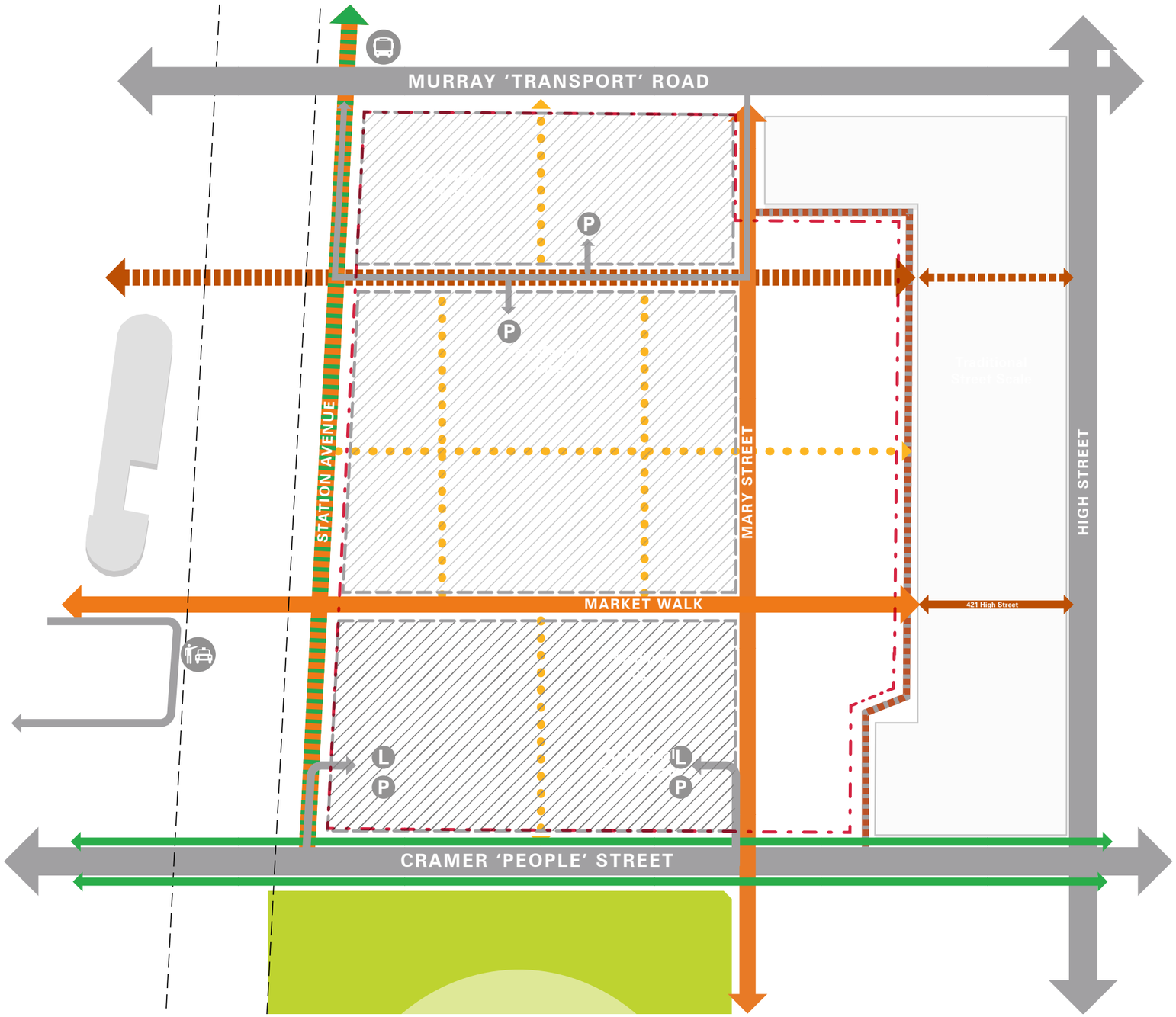
Legend

- Elevated rail
- Primary pedestrian route with 50% solar protection at the equinox
- Primary pedestrian route with fixed alignment
- Primary pedestrian route with indicative alignment
- Indicative interblock pedestrian routes
- Bicycle access
- Shared cycle and pedestrian access

2.2__CONSOLIDATE ACCESS, LOADING AND CAR PARKING WITH CONVENIENT ACCESS TO THE MARKET

With the over-arching aim of meaningfully prioritising pedestrian movement and amenity through the market, this principle aims to consolidate the access, loading and car parking into practical and sustainable functions of the precinct.

- Set a maximum car parking allowance to limit vehicles in the precinct
- Car parking should be consolidated below ground
- There should be a preference for consolidating waste facilities, loading, refrigeration and back of house areas relating to the operation of the market below ground
- Restrict private vehicular movement
- Create shared roads
- Cycle paths and bicycle infrastructure
- Green travel plan for residents
- Restrict private vehicle movement on Cramer Street
- Facilitate pick-up and drop-off and shared user vehicles



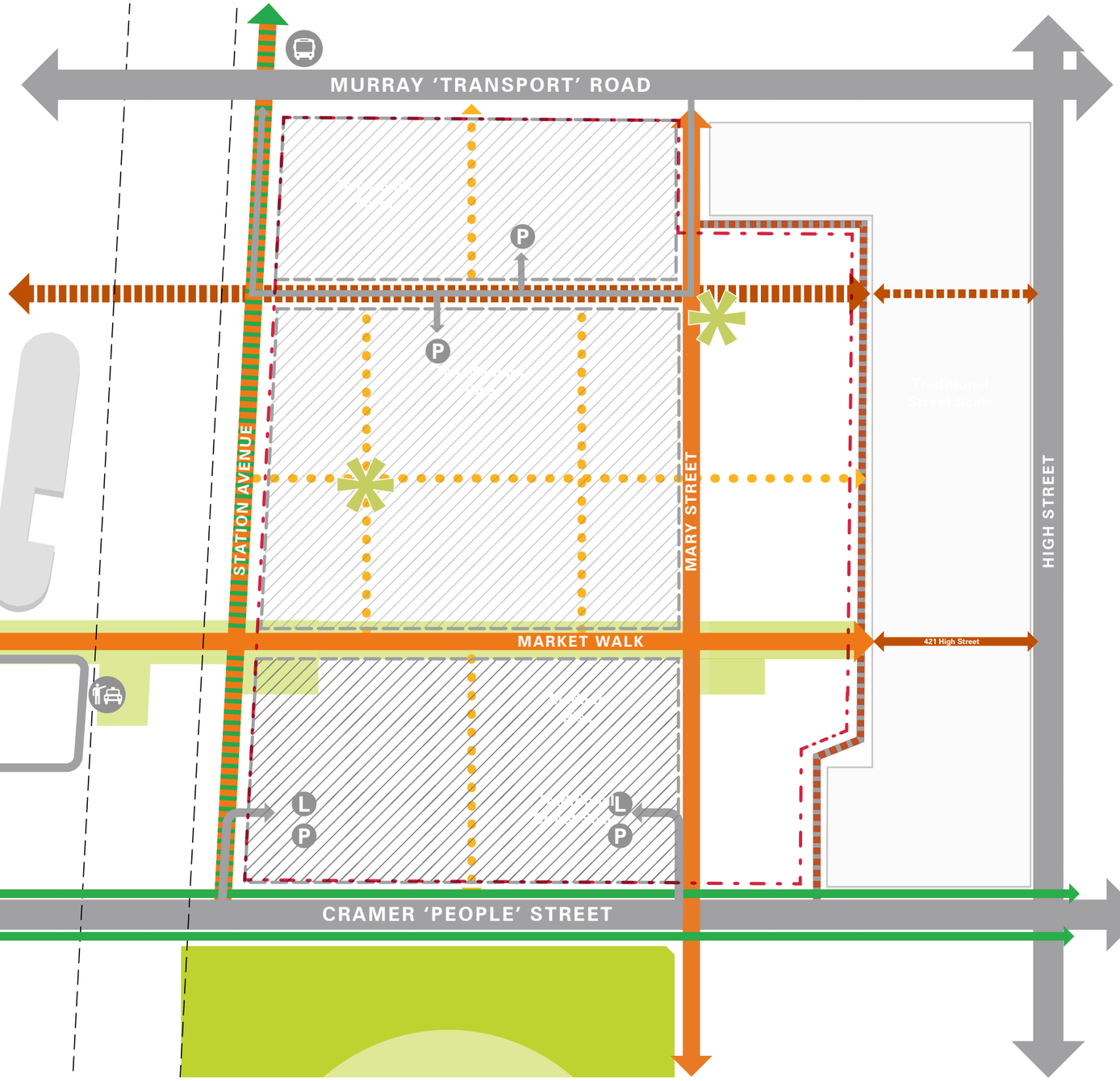
Legend

- Elevated rail
- Primary pedestrian route with 50% solar protection at the equinox
- Primary pedestrian route with fixed alignment
- Primary pedestrian route with indicative alignment
- Indicative interblock pedestrian routes
- Bicycle access
- Shared cycle and pedestrian access
- Shared pedestrian and vehicle access
- Consolidated undergroundcar parking; underground loading
- Vehicle access

2.3__CREATE A NETWORK OF HIGH QUALITY OPEN SPACES

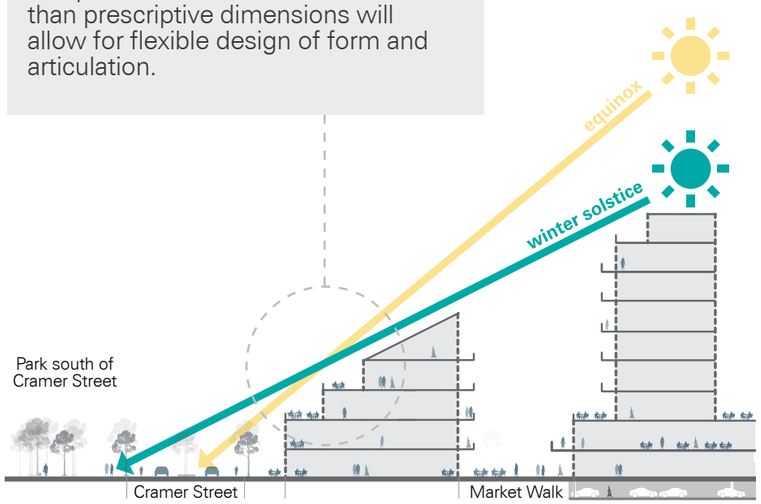
This principle encourages the creation and utilisation of open spaces and environmental functions to enhance the natural amenity and sustainable performance of the site. High quality responses aim to engage the open spaces with natural processes and/or pre-colonial landscape as well as using environmental outcomes to manage performance of the public realm for human comfort.

- The park to the south of Cramer St must not be overshadowed 10am to 3pm on winter solstice
- Define 3+ key open spaces on the Salta site
- 10% open space requirement (+ 8% contribution) on Salta site



Setbacks along Cramer Street are designed to be a performance-based solution; Primarily based on maintaining solar provision to the park south of Cramer Street.

The performance based solution rather than prescriptive dimensions will allow for flexible design of form and articulation.



2.4__CREATE A ‘VILLAGE’ OF BUILDINGS

This principle is designed to encourage diversity in form and articulation of built form which supports both a high density as well as encouraging amenity for the streetscape. Favourable design outcomes would encourage a ‘village’ of varied uses that include residential and non-residential within buildings that are strategically positioned to maximise streetscape amenity and activation.

- Introduce a maximum floor plate size
- Introduce groups of buildings with a range of heights, with a fine grain and articulated streetscape
- Ensure blocks are no longer than 80 metres in length
- Avoid creating a ‘canyon’ effect to streets by distributing height and providing breaks in built form
- Introduce building separation requirements that allow for views to the sky from street level
- Orientate the length of tall buildings along a north-south axis to avoid wide buildings overshadowing internal streets



Legend

- Elevated rail
- Primary pedestrian route with 50% solar protection at the equinox
- Primary pedestrian route with fixed alignment
- Primary pedestrian route with indicative alignment
- Indicative interblock pedestrian routes
- Bicycle access
- Shared cycle and pedestrian access
- Shared pedestrian and vehicle access
- Consolidated undergroundcar parking; underground loading
- Vehicle access
- Open space with 100% solar protection at the winter solstice
- Open space at key intersections
- Indicative open space locations to make up 10% requirement
- Traditional Street Scale
- Medium Rise
- Tall-Medium Rise
- Taller Built Form

2.5__RETAIN THE IDENTITY OF THE MARKET THROUGH LOCATION, DIVERSITY, SIZE AND SPATIAL QUALITY

Council has also endorsed five objectives and forty key elements that are essential to be included when planning for the future precinct. The five headline objectives are:

1. Following redevelopment, the market retains its unique feel of covered streets, intersections, sheds, stalls and small shops that create a place of welcome, exchange and diversity.
2. The vibrant mix of traders, particularly those from diverse backgrounds, are supported before, during and after redevelopment to keep the market accessible, affordable and multicultural.
3. The surrounding precinct is developed as a model of a sustainable, liveable neighbourhood with world class architecture, open spaces, streetscapes, public areas and urban design that tell the stories of the migrant communities that have made this place what it is.
4. The value that is created through the redevelopment is shared with the wider community through a range of state-of-the-art new community spaces, affordable housing, social programs and facilities and employment opportunities.
5. That any development is contingent on a contractual commitment to retain the market use at the Preston Market site.

Council's *The Heart of Preston* document outlines the key elements which are to be addressed in order to realise a vibrant future precinct, and have been used as a guiding tool when considering the urban design analysis for the precinct.

The Preston Market Identity Study investigated the specific and tangible elements of the Preston Market that make up its unique character, highlighted risks that redevelopment will pose, and how these can be mitigated. The findings indicate that the identity is dependent upon:

- The urban form of the market such as the neighbourhood of covered streets, intersections, wide walkways that act as public space, stalls, shed and small shops that allow traders' individual personalities to shine.
- The operating conditions of the market that enable a diverse mix of traders, particularly those from migrant communities, selling a broad range of affordable food and goods.



2.6__INTRODUCE 20% AFFORDABLE HOUSING APPLICABLE TO TOTAL RESIDENTIAL DEVELOPMENT ON THE SALTA SITE

This design principle recognises that a spectrum of housing typologies is required to reflect the changing profile of Darebin's housing needs. The Preston Market development should provide a progressive and diverse range of housing models to reflect the future demand profile for housing. Provision of affordable housing should be tenure blind and be designed with robust materials, particularly at ground level. Provision of affordable housing may include working with housing associations.



Market housing

Balfe Park, Brunswick East

KTA Kerstin Thompson Architects



Nightingale model

Nightingale 1, Brunswick,

Breathe Architecture



Affordable purchase housing for moderate incomes

Brasted Close CLT, London

Archio

BUY

Luxury Housing ($$$) | Preston Market ($$) | Social Housing ($)

RENT



Build-to-rent

The Pavilions, Islington

Jestico & Whiles



Assemble build-to-rent

Macaulay Road, Kensington

Assemble



Affordable rental housing for moderate incomes

Murundaka Cohousing, Heidelberg Heights

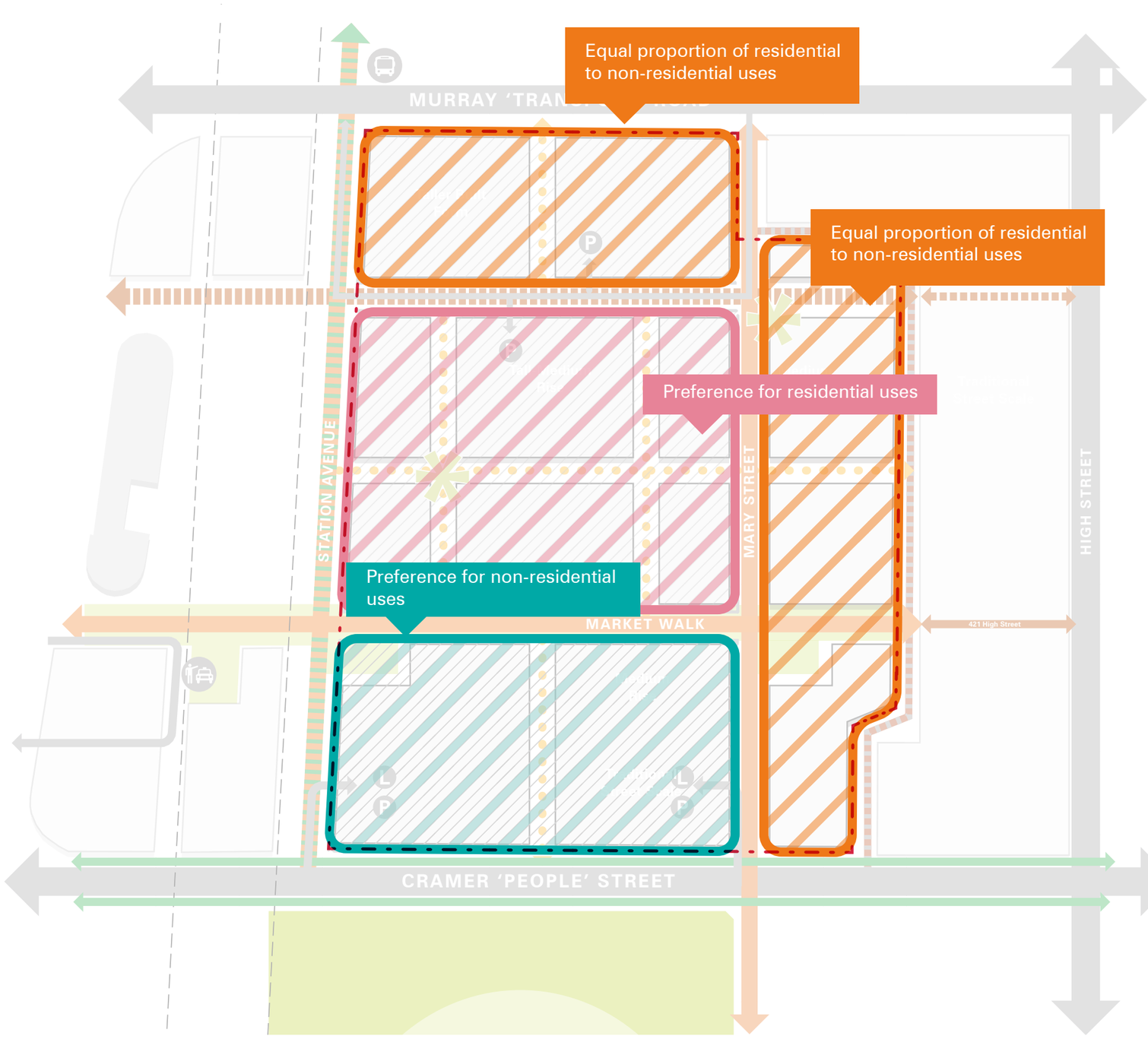
2.7__INTRODUCE A DIVERSITY OF USES

This principle encourages a diversity of programs and uses in the redeveloped of the site currently owned by Salta. Employing a dynamic mix of residential, commercial and community uses will enrich the existing cultural, economic and social aspects that make Preston Market unique. These are outlined below:

- Outline a minimum commercial use percentage of total Gross Floor Area (GFA) for the site currently owned by Salta, including minimum provision for office space
- Outline a minimum community space percentage of total Gross Floor Area (GFA) for the site currently owned by Salta
- Community uses should be in accordance with the social infrastructure assessment, be targeted to the local needs of the community and have adequate provision for amenity and built quality suitable for their intended community use/s (see below). Community uses can include community, education and training facilities, spaces for cultural programs, spaces for recreation, spaces for creative and social enterprise, affordable workplaces, workshops and maker spaces.
- Where the market has a frontage to a major pedestrian thoroughfare, such as Cramer Street or Station Avenue, it should be sleeved with retail, community, recreational or educational programs at ground floor to provide activation and/or passive surveillance outside of market operating hours
- Introduce ratios of commercial and residential uses within sub-precincts of the Salta site
- Ratios of commercial and residential uses within sub-precincts of the Salta site can be amended if commercial or community space is provided for above and beyond the minimum percentage requirement for that sub-precinct

The community uses outlined above should have adequate provision for amenity and built quality suitable for their intended community use/s. For example;

- Workshops, studios and maker spaces should have adequate floor to ceiling heights (5m+), convenient loading access at ground floor and access to natural sunlight
- Spaces for active movement, such as dance halls and rehearsal studios should have adequate floor to ceiling heights (5m+), sprung floors and adequate acoustic insulation for the intended use of the space
- Spaces for recreation should incorporate the provisions set out in sections 2.1 and 2.3 of this document



2.8__IMPLEMENT ESD STRATEGIES

This principle recognises the unique opportunity the Preston Market redevelopment has to showcase meaningful and intelligent ESD measures from the outset of the project. A responsible design response for the site currently owned by Salta should keep sustainability at the forefront of design and implementation decision-making. This can include:

- 6 Star Green Star Communities Certified Rating. 5 Star Green Star Design and As Built rating for all residential buildings.
- Reduce peak electricity demand by 25% compared to a typical reference case
- Allow for on-site energy generation and food production
- Create a gas free precinct
- Provide alternative water sources through collected and recycled water for toilets, gardens etc
- Provide shared electric car charging for all apartments and the public car park
- Deliver a significant provision for secure, undercover bike parking and end of trip facilities for cyclists
- Create a green travel plan for residents
- Create consolidated waste hubs with composting and recycling facilities for both the market and residential uses
- Ensure a minimum of 40% canopy cover with minimal heat retentive landscape surface treatments
- Facilitate pick-up and drop-off and shared user vehicles



6 Green Star Communities
Burwood Brickworks, Melbourne, Frasers Property



Connecting Indigenous knowledge, sustainable design and participatory arts
The Living Pavilion, Melbourne, THRIVE Hub



Integrated bicycle infrastructure and parking
Coffee and Bikes, TU Delft, BureauVanEig + Biq architecten



Communal productive gardens and rooftop greening
The Commons, Breathe Architecture and Nightingale Housing



Water sensitive urban design
Jellicoe Street, Auckland

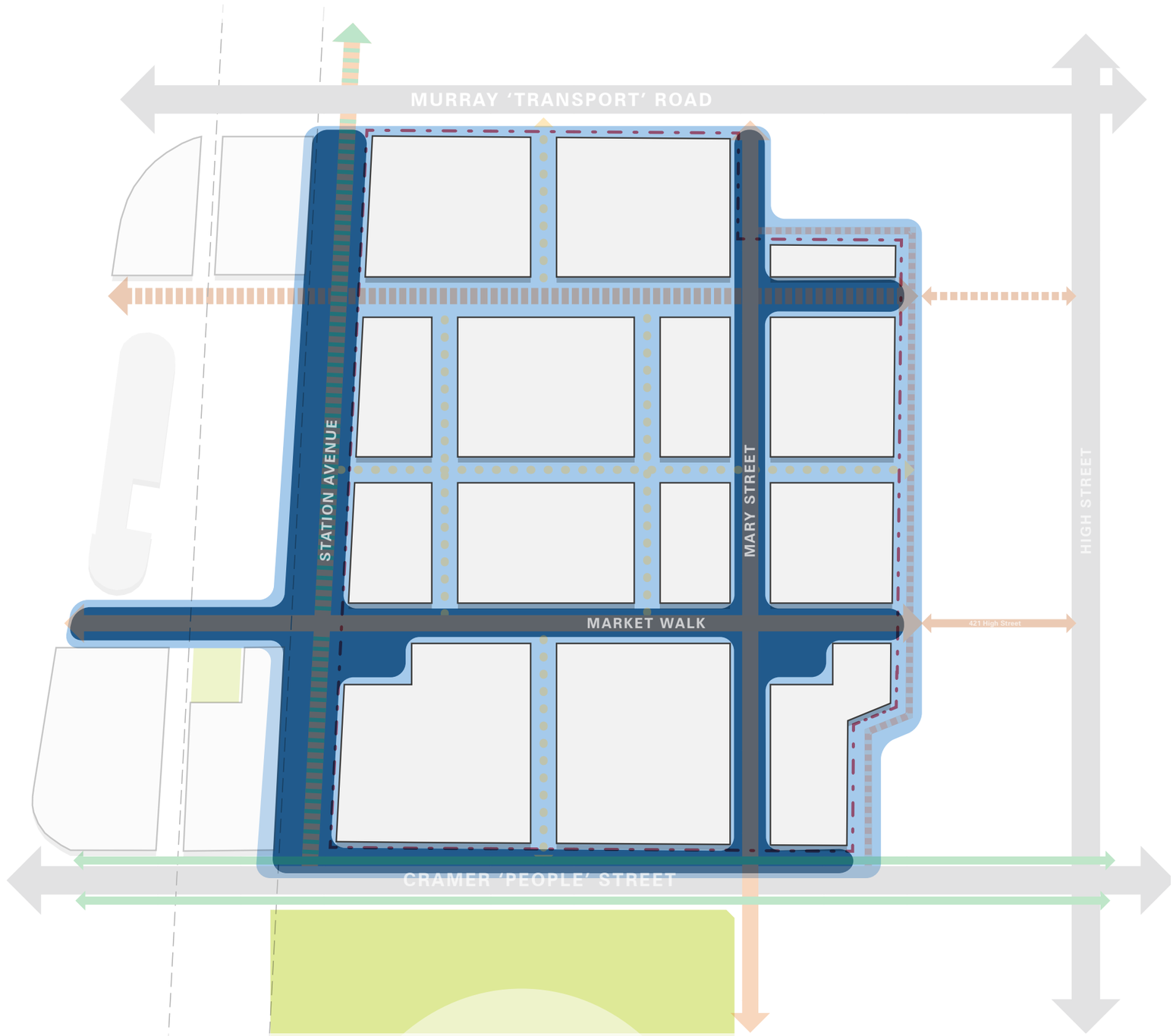


Charging infrastructure for bookable electric cars
BlueSG charging stations, Singapore

2.9__MINIMISE WIND IMPACTS
FACILITATE PEDESTRIAN SITTING AND WALKING

This design principle seeks to deliver an environment that reduces the impact of wind at street level, particularly in key public spaces and connections. It will be implemented in conjunction with the provision of appropriate solar access and generous public amenity. Wind impacts will need to be simulated and analysed following the development of a built from proposal, to demonstrate there will be no adverse amenity impacts resulting from wind. This will facilitate pedestrian sitting and walking, and foster an active ground plane.

- Prioritise core public spaces and connections for wind reduction measures to facilitate pedestrian activity
- Verify wind impacts through simulation and technical analysis of proposed built form
- Minimise wind impacts at street level by appropriately orientating larger buildings to prevent down draughts and wind tunnelling
- Ensure building façades are detailed to minimise wind impacts, and include weather protection measures to facilitate and protect pedestrian activity in all weather conditions
- Plant significant vegetation where possible to assist with minimising wind impacts



Legend

Wind condition appropriate for walking

Wind condition appropriate for sitting


SMOKING



Preston Market | Preston

Options Review

The options reviewed in this part of the document are taken from the *Market Scenario Pros and Cons* document completed by Architectus for the VPA in consultation with Council and Salta. As a part of the Preston Market Precinct engagement program carried out in May-June 2019 by Architectus on behalf of the VPA, a review of the strengths and challenges of scenarios A, C and D was subsequently undertaken. The scenarios presented in this section build upon this thinking and provide further testing and review of these three preferred options.

3

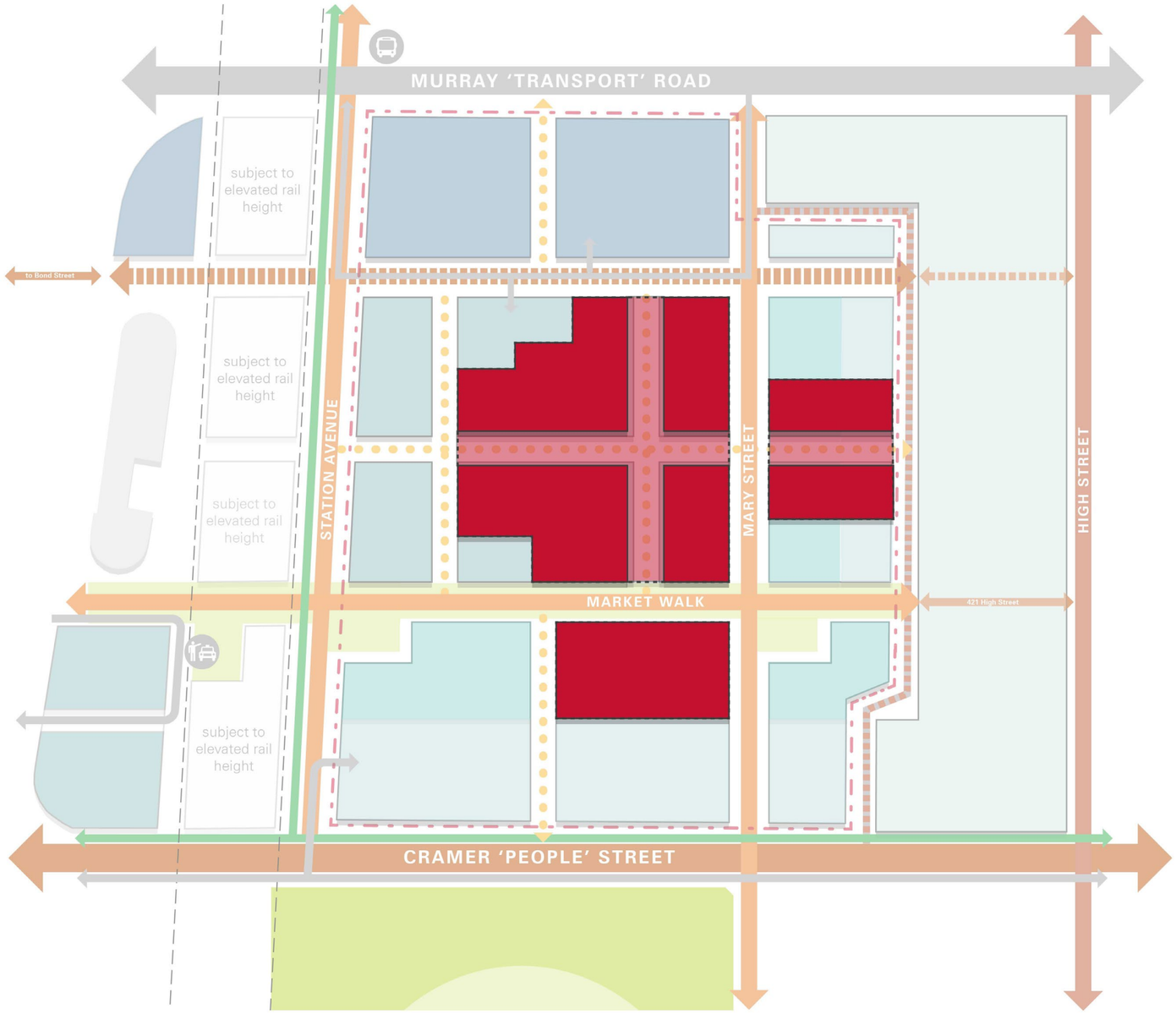
3.1_SCENARIO A FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT
OVERVIEW AND ASSESSMENT

The existing alignment of the Preston Market (Scenario A) positions the market towards the centre of the site with no frontage to Cramer Street, Murray Road or Station Avenue and little frontage to Mary Street and Mary Lane. This therefore limits the exposure of the market along key pedestrian journeys, particularly at Cramer Street and Station Avenue. As retaining the existing alignment pushes new development towards the edge of the site, this will impact floor space uplift and the development potential for the southern portion of the site, given the overshadowing requirements for the park south of Cramer Street. There is also potential for taller development to impact on, or be restricted by, the scale of High Street and for taller development to the north to overshadow the market. While this alignment provides for good pedestrian access, urban structure and enables a high probability of existing market stalls remaining, the potential to upgrade back of house facilities is more limited.

Development area breakdown	**GDFA**
Ground floor area (commercial)	19,400 m^2
Market area at ground floor	14,400 m^2
Podium floor area above ground floor (commercial)	30,700 m^2
Tower floor area above podium (residential)	49,500 m^2
Total	**114,000 m^2**

Car park breakdown	
Basement car park (2 basement levels)**	22,500 m^2
Total number of basement car parks*	750

* assuming 30m^2 per car park
**assuming no basement underneath the existing market location and structure
NOTE: Development Areas are indicative and do not discount areas for architectural articulation and design to suit the requirements of individual project types.



Existing market footprint

Percentage of original market footprint retained: 100%

Possible disruption to market operations:*** High impact

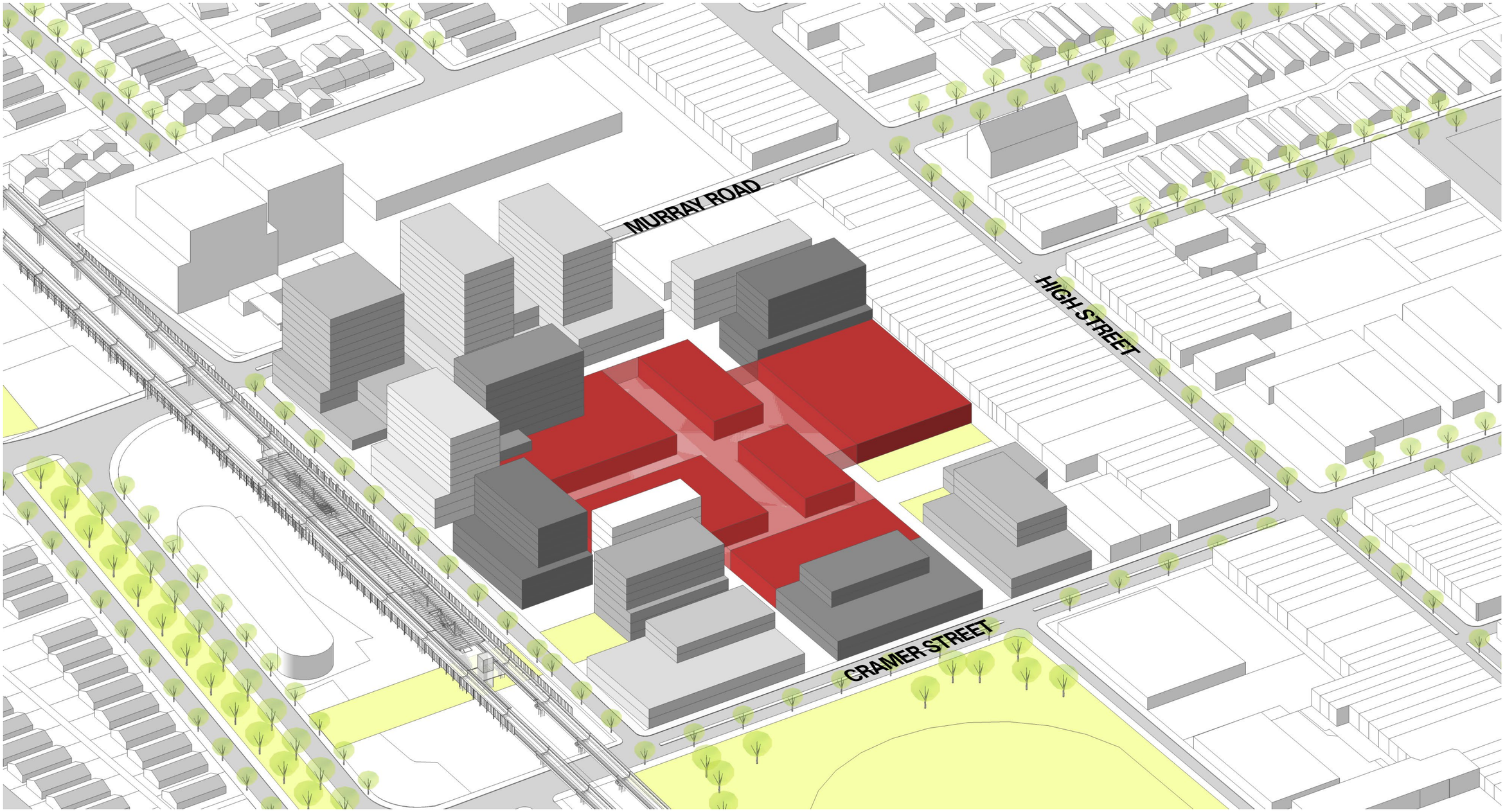
Market location, size and quality		
Ensures sufficient street exposure for market identity and success	2	No frontage to key pedestrian journeys along Cramer St and Station Ave. Limited frontage along Market Walk and Mary St
Ensures activation from the station through to High Street	3	Allows for some activation from the station through to High Street along Market Walk
Allows core spatial characteristics of market to be reinstated	5	Core spatial characteristics of The Centreway and The Strand are maintained, while Mary St and Market Walk become open public thoroughfares
Allows upgrade to back of house facilities for the market with minimal disruption of operations	3	Maintaining the existing location of the market could create greater inconvenience for market stall holders during upgrades to back of house facilities, particularly in terms of staging and decanting space for existing stalls.
Enables high probability of existing market stalls remaining	5	Maintaining the existing location of the market enables a high probability of the existing market stall holders remaining.
Minimises transition impacts to traders	2	There is high likelihood that by maintaining the existing location of the market would cause disruption during refurbishment and/or development, however, this can be minimised by redeveloping or refurbishing select parts of the market in stages and through adequate decanting space.
Urban structure and pedestrian access		
Creates clear hierarchy of streets and spaces	5	Leveraging the existing grid structure of the market allows for greater access to and through the site, while opening up Market Walk and Mary Street creates a clearer hierarchy through the site, enhancing the public function of the market.
Facilitates a high quality pedestrian experience through all development phases	4	By focusing new development towards the edges of the site, new development can be staged appropriately so as to maintain the existing function of the market and allow for staged public realm upgrades to the site's edges.
Access, loading and car parking		
Allows for opportunities to consolidate car parking resources	2	Allows for opportunities to consolidate car parking for new development parcels, however, the ability to consolidate car parking and upgrade back of house facilities underneath the existing market is limited and could cause disruption, as maintaining the existing structure and footprint of the market limits the ability to excavate basements.
Ensures easy back of house access to the market	3	
Open space		
Location of the market limits overshadowing to Preston Oval	1	Retaining the existing market alignment pushes a significant proportion of new development towards the edges of the site, including south towards Preston Oval. This significantly increases development pressure at this sensitive interface.
Allows for new open spaces at key intersections	5	Allows for new open spaces at key intersections.
Built form and massing		
Optimises floor space uplift for the site and ease of development	2	Retaining the existing market alignment pushes new development towards the edges of the site. This will impact floor space uplift and the development potential for the southern portion of the site, given the overshadowing requirements for the sensitive interface along Cramer Street
Ensures taller forms respond appropriately to sensitive interfaces	2	
Allows for utilisation of development potential whilst addressing overshadowing and amenity impacts	2	
Total (average)	3.1	

Legend

- Excellent (5)
- Good (4 - 4.9)
- Fair (3 - 3.9)
- Poor (2 - 2.9)
- Very poor (1-1.9)

3.1__SCENARIO A FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT

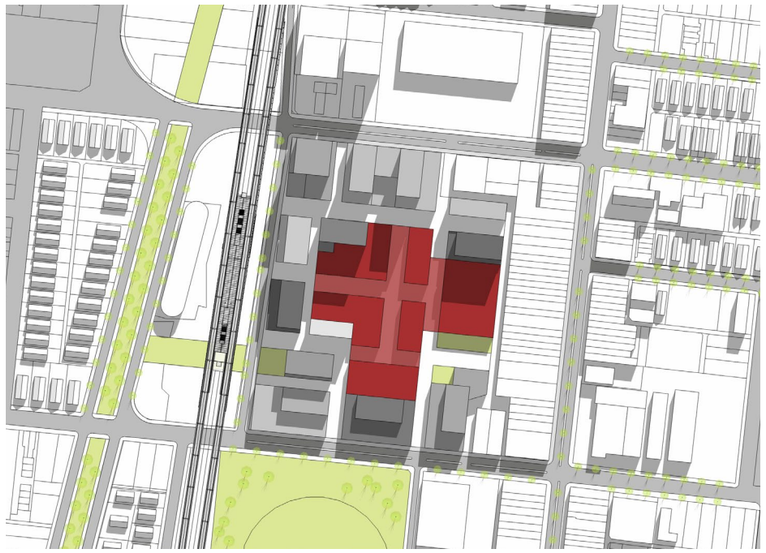
MASSING AND SOLAR STUDIES



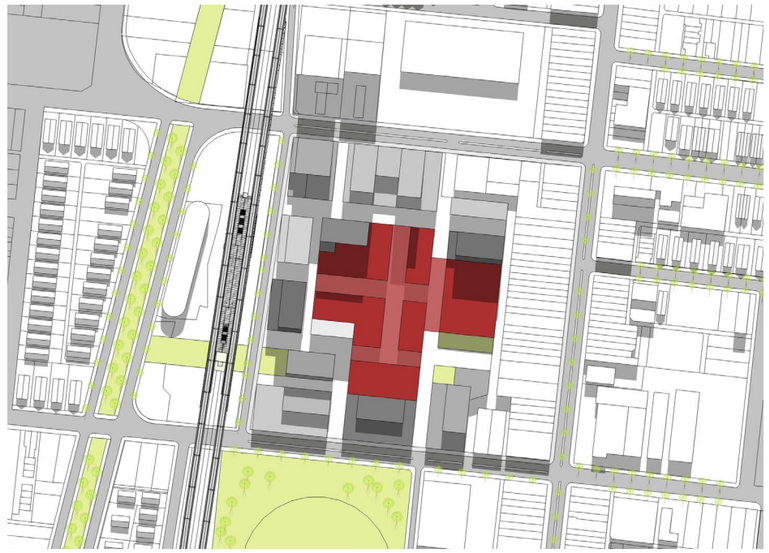
3D Massing Diagram



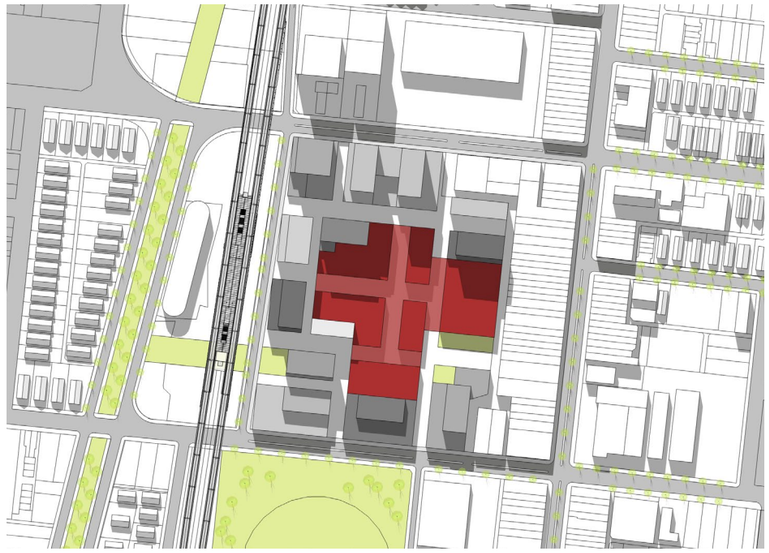
Shadow Diagram - 10am Winter Solstice



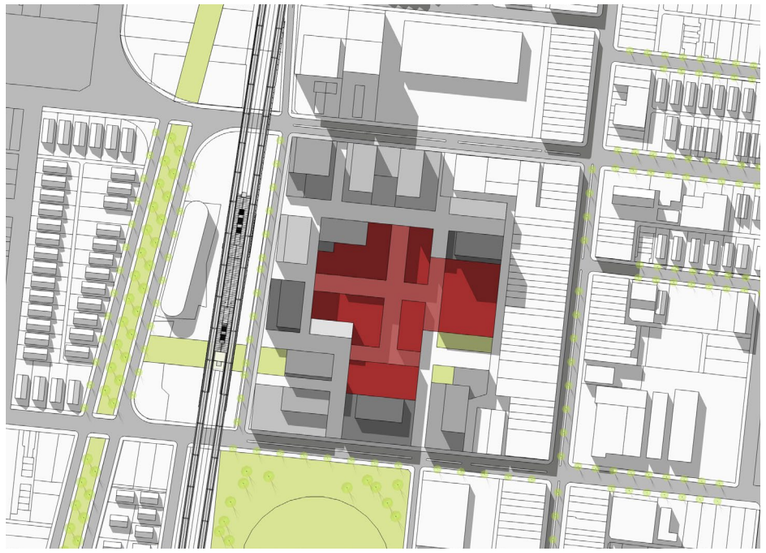
Shadow Diagram - 11am Winter Solstice



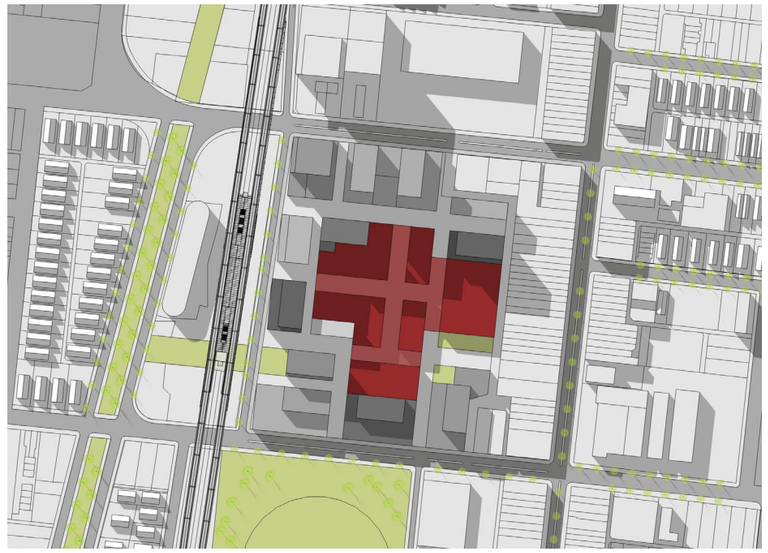
Shadow Diagram - 12pm Winter Solstice



Shadow Diagram - 1pm Winter Solstice



Shadow Diagram - 2pm Winter Solstice



Shadow Diagram - 3pm Winter Solstice

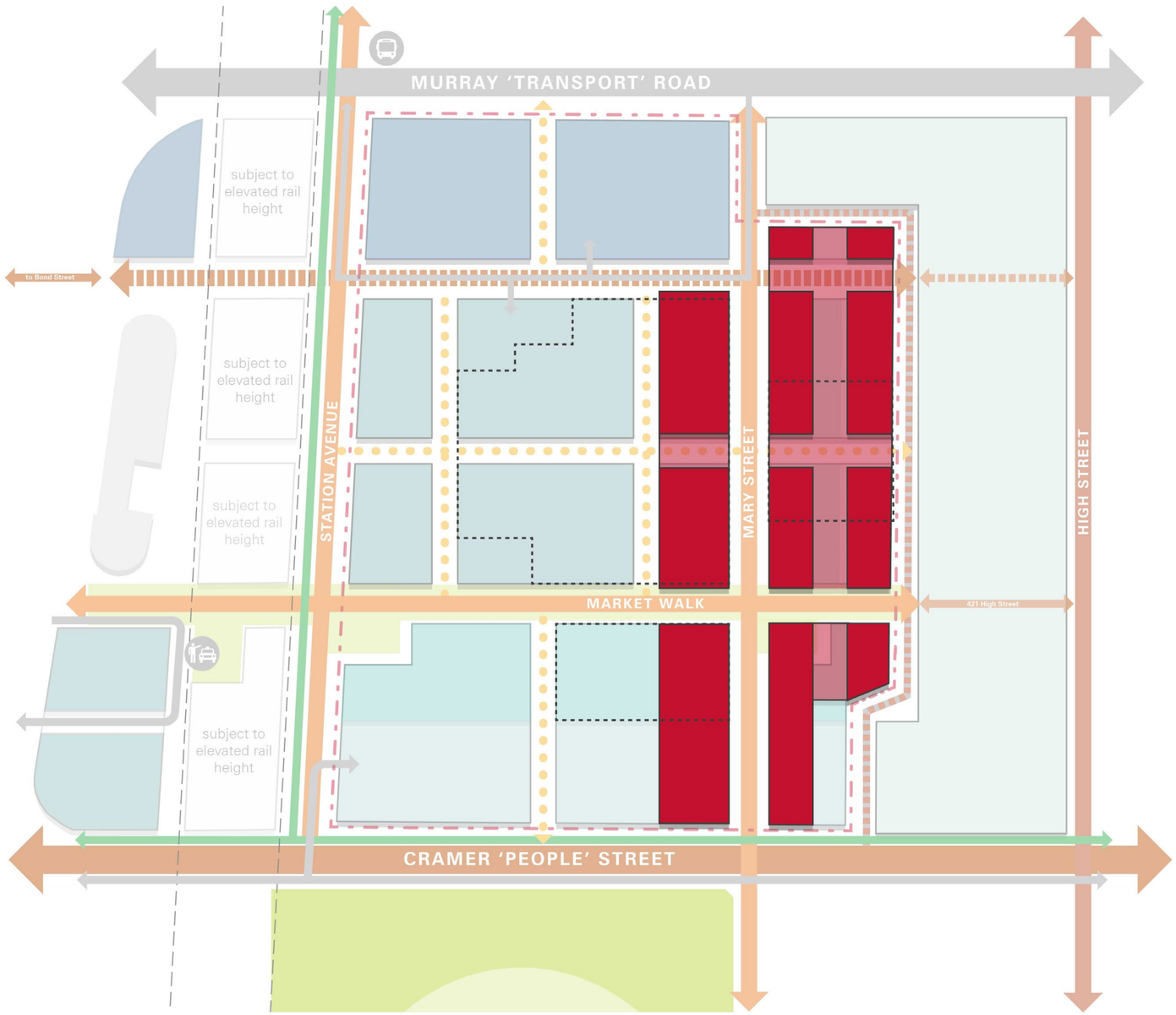
3.2__SCENARIO D FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT
OVERVIEW AND ASSESSMENT

Unlike the existing alignment option, the Mary Street alignment option allows for an upgrade to back of house facilities and optimises opportunities for floor space uplift and development potential, given that the market is located in areas suited to low-medium rise development. While this option has frontage to Mary Street and Mary Lane, the Mary Street alignment has little frontage to major pedestrian routes along Station Avenue and Cramer Street and risks being 'buried' within the site. This therefore limits the exposure of the market along these key pedestrian journeys and inhibits a high quality pedestrian experience through all development phases.

Development area breakdown	**GDFA**
Ground floor area (commercial)	18,200 m^2
Market area at ground floor	14,400 m^2
Podium floor area above ground floor (commercial)	30,500 m^2
Tower floor area above podium (residential)	51,000 m^2
Total	**114,500 m^2**

Car park breakdown	
Basement car park (2 basement levels) **	27,400 m^2
Total number of basement car parks*	910

* assuming 30m^2 per car park
**assuming no basement underneath parts of the existing market that are to be retained
NOTE: Development Areas are indicative and do not discount areas for architectural articulation and design to suit the requirements of individual project types.



Existing market footprint

Percentage of original market footprint retained: 41%

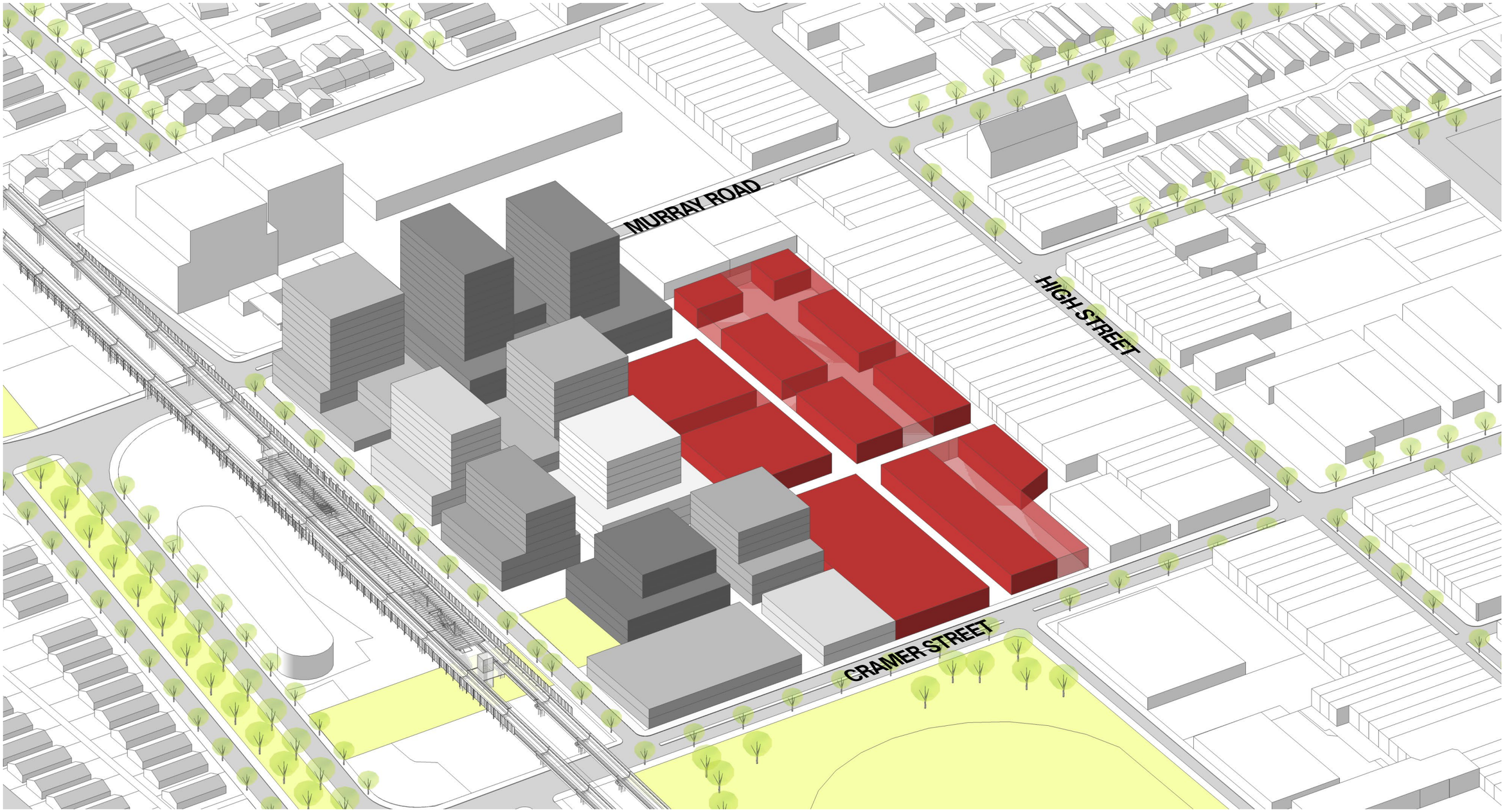
Possible disruption to market operations:*** Medium impact

Market location, size and quality		
Ensures sufficient street exposure for market identity and success	3	Good frontage to Mary St thoroughfare and allows for some activation from the station to High Street along Market Walk. However, there is a risk of the market being 'buried' within the site behind High Street shops, with reduced proximity to and exposure to the station and key pedestrian interfaces along Cramer St and Station Ave.
Ensures activation from the station through to High Street	2	
Allows core spatial characteristics of market to be reinstated	2	Separating one half of the market from the other by a public thoroughfare may threaten core spatial characteristics
Allows upgrade back of house facilities for the market with minimal disruption of operations	4	Relocating the market would allow parts of the existing market to continue operations, while construction of a new market with upgraded back of house facilities takes place.
Enables high probability of existing market stalls remaining	3	Relocating the market stalls may cause greater disruption to existing stallholders and therefore reduce the probability of the existing market stall holders remaining. Great care would need to be taken to ensure efficient staging and adequate decanting space during redevelopment.
Minimises transition impacts to traders	3	
Urban structure and pedestrian access		
Creates clear hierarchy of streets and spaces	4	Leveraging the existing grid structure of the market allows for greater access to and through the site, while opening up Market Walk and Mary Street creates a clearer hierarchy through the site, enhancing the public function of the market.
Facilitates a high quality pedestrian experience through all development phases	2	The market links between the Station and High Street would have reduced quality of pedestrian experience due to the increased capacity and vehicular traffic on Mary Ln for back of house requirements. In addition, the increase of capacity on Mary Ln could create difficulty in separating logistics and pedestrian traffic flow.
Access, loading and car parking		
Allows for opportunities to consolidate car parking resources	3	Moving parts of the market from its existing location would allow excavation of the existing market for consolidated basement car parks and back of house areas below ground level. However, due to the increase of capacity on Mary Lane and incorporating appropriate turning radius for truck loading, Mary Ln could become overly burdened by the back of house requirements for both High St and the market.
Ensures easy back of house access to the market	3	
Open space		
Location of the market limits overshadowing to Preston Oval	2	This market alignment pushes new development towards the western extents of the site, including towards the south-west corner facing Preston Oval. This increases development pressure at this sensitive interface.
Allows for new open spaces at key intersections	5	Allows for new open spaces at key intersections.
Built form and massing		
Optimises floor space uplift for the site and ease of development	4	Optimises opportunities for floor space uplift and ease of development given that the market is located in areas suited to low-medium rise development. However, this alignment pushes new development towards the western extents of the site, including towards the south-west corner facing Preston Oval, therefore, increasing development pressure at this sensitive interface.
Ensures taller forms respond appropriately to sensitive interfaces	3	
Allows for utilisation of development potential whilst addressing overshadowing and amenity impacts	3	
Total (average)	**3.1**	

Legend

- Excellent (5)
- Good (4 - 4.9)
- Fair (3 - 3.9)
- Poor (2 - 2.9)
- Very poor (1-1.9)

3.2__SCENARIO D FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT
MASSING AND SOLAR STUDIES



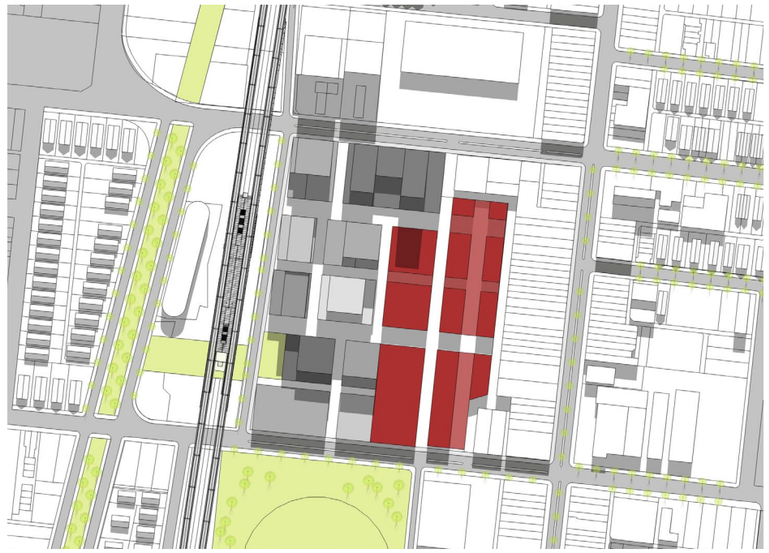
3D Massing Diagram



Shadow Diagram - 10am Winter Solstice



Shadow Diagram - 11am Winter Solstice



Shadow Diagram - 12pm Winter Solstice



Shadow Diagram - 1pm Winter Solstice



Shadow Diagram - 2pm Winter Solstice



Shadow Diagram - 3pm Winter Solstice

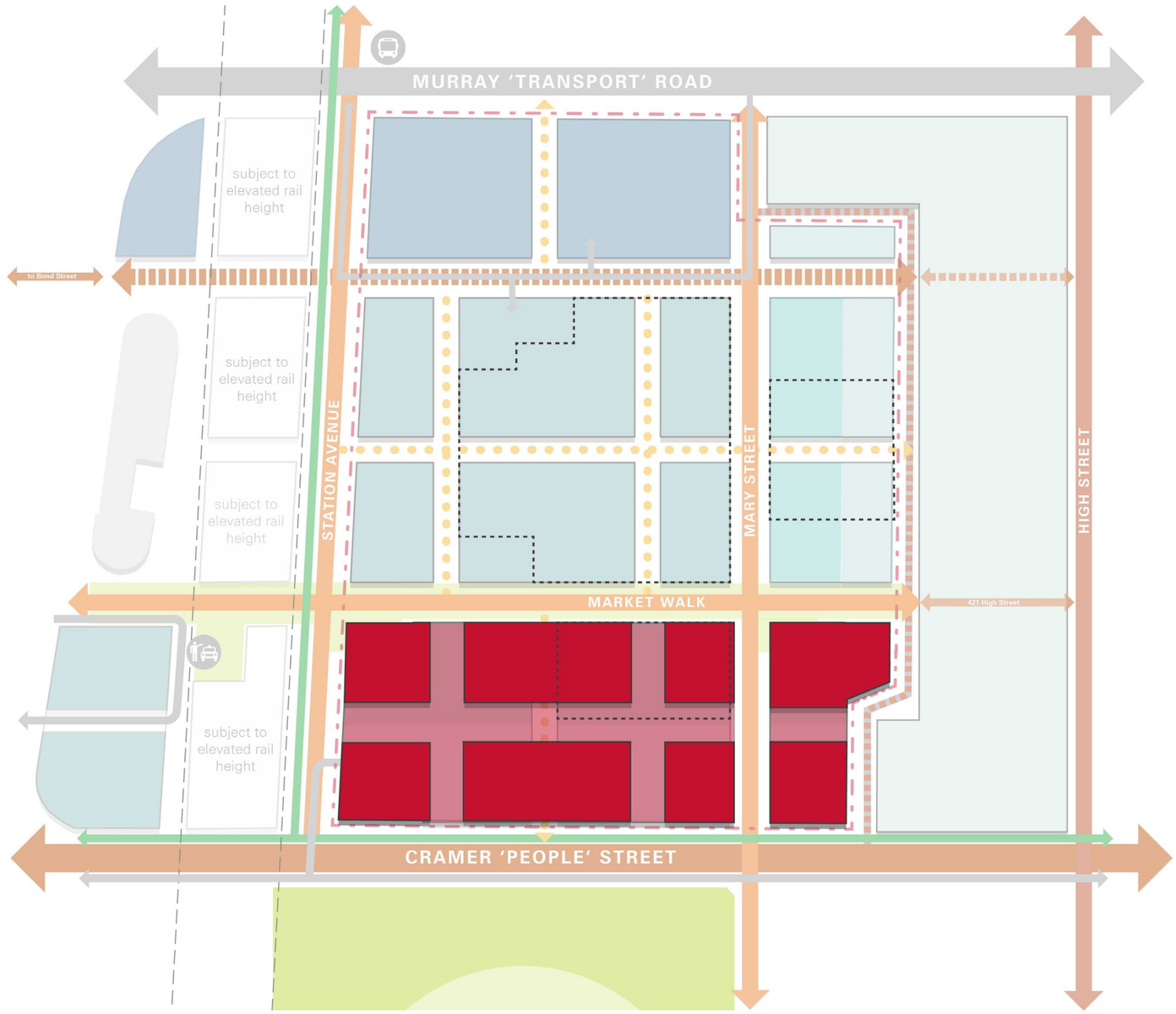
3.3__SCENARIO C FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT
OVERVIEW AND ASSESSMENT

The Cramer Street alignment positions the market towards the south of the site, which provides excellent exposure to Cramer Street and parts of Station Avenue, Mary Street and Mary Lane. Given the vision for Cramer Street as a 'People Street', this will provide excellent exposure to the market and allow for activation of Cramer Street, as well as the journey between Preston Station and High Street along Market Walk. This will be further enabled through provision of ground floor tenancies with operations that extend beyond market hours. The market hall should predominantly be high ceilings with no other uses above, to allow for a flexible and unencumbered market space. There is an opportunity however for limited areas of the market that have a lower ceiling height - such as deli areas - to have residential above in order to provide passive surveillance. In addition, this option locates the market in the portion of the site that is most limited by overshadowing requirements to the park south of Cramer Street. Thus it enables efficient development potential for the rest of the site and maximises opportunities for floor area uplift.

Development area breakdown	**GDFA**
Ground floor area (commercial)	17,300 m^2
Market area at ground floor	14,400 m^2
Podium floor area above ground floor (commercial)	31,900 m^2
Tower floor area above podium (residential)	59,300 m^2
Total	**122,900 m^2**

Car park breakdown	
Basement car park (2 basement levels)	35,000 m^2
Total number of basement car parks*	1,160

* assuming 30m^2 per car park
NOTE: Development Areas are indicative and do not discount areas for architectural articulation and design to suit the requirements of individual project types.



Existing market footprint

Percentage of original market footprint retained: 17%

Possible disruption to market operations:*** Low impact

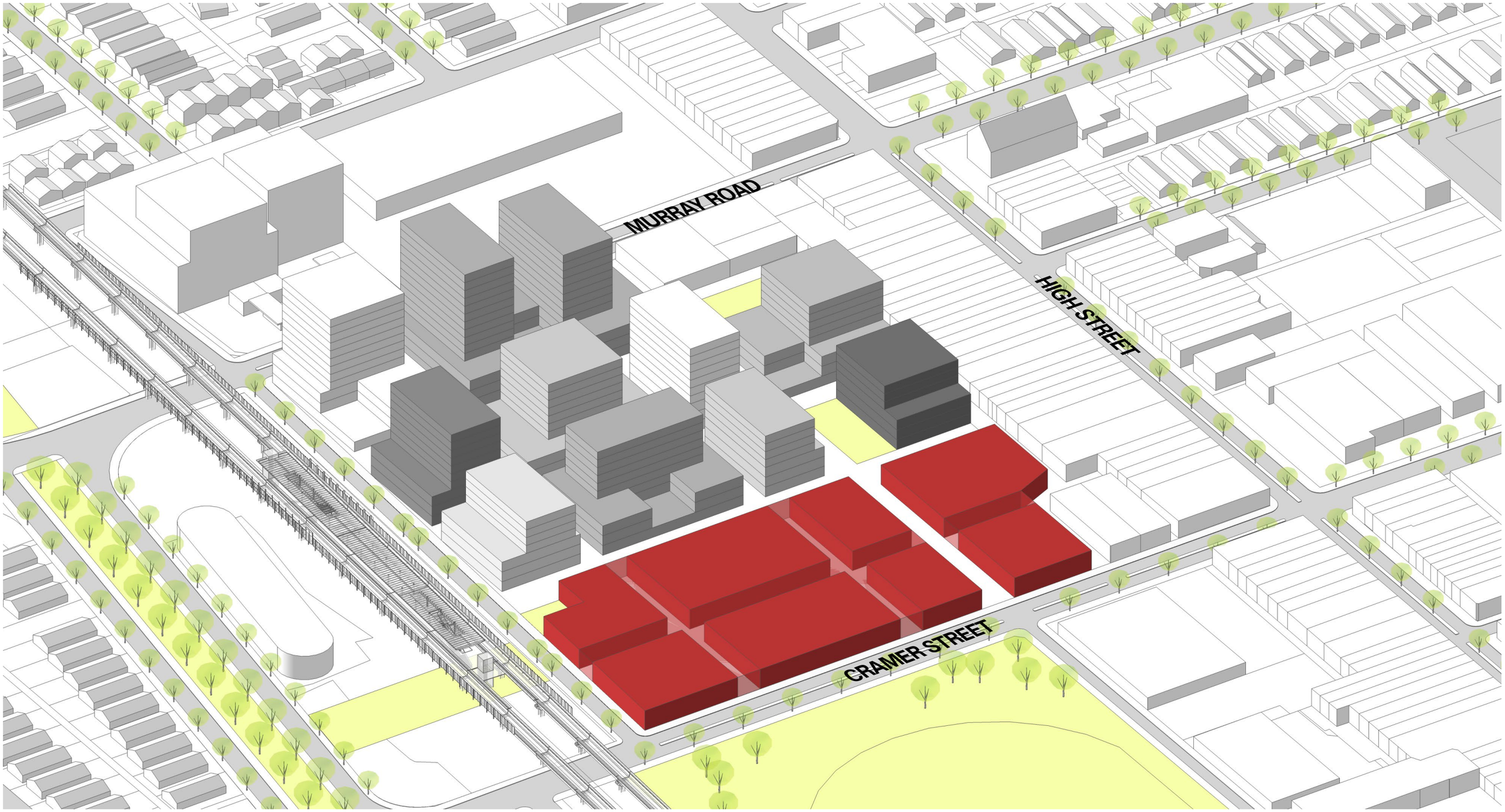
Market location, size and quality		
Ensures sufficient street exposure for market identity and success	5	Provides excellent exposure to Cramer Street, a key 'people street' and active transport corridor within the broader precinct. Market exposure along parts of Station Avenue, Mary Street and Mary Lane.
Ensures activation from the station through to High Street	4	Allows for activation from the station through to High Street along Market Walk.
Allows core spatial characteristics of market to be reinstated	4	Allows for the consolidation of the market as one parcel to the south of the site, thus facilitating the ease with which core spatial considerations of the market can be reinstated within the one development.
Allows upgrade back of house facilities for the market with minimal disruption of operations	4	Relocating the market would allow the existing market to continue operations, while construction of a new market with upgraded back of house facilities takes place.
Enables high probability of existing market stalls remaining	3	Relocating the market stalls may cause greater disruption to existing stallholders and could therefore reduce the probability of the existing market stall holders remaining. Great care would need to be taken to ensure efficient staging and adequate decanting space during redevelopment.
Minimises transition impacts to traders	3	
Urban structure and pedestrian access		
Creates clear hierarchy of streets and spaces	5	Leveraging the existing grid structure of the market allows for greater access to and through the site, while opening up Market Walk and Mary Street creates a clearer hierarchy through the site, enhancing the public function of the market.
Facilitates a high quality pedestrian experience through all development phases	5	Leverages 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
Access, loading and car parking		
Allows for opportunities to consolidate car parking resources	4	Moving the market from its existing location would allow excavation towards the northern extents of the site for consolidated basement car parks. However, back of house areas for the market may need to be consolidated below ground or located toward the interior of the market site to avoid large loading areas facing onto Cramer Street and Market Walk.
Ensures easy back of house access to the market	3	
Open space		
Location of the market limits overshadowing to Preston Oval	5	This 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.
Allows for new open spaces at key intersections	4	Allows for new open spaces at key intersections.
Built form and massing		
Optimises floor space uplift for the site and ease of development	5	This option locates the market in the portion of the site that is most limited by overshadowing requirements to the park south of Cramer Street. Thus it enables efficient development potential for the rest of the site and maximises opportunities for floor area uplift.
Ensures taller forms respond appropriately to sensitive interfaces	5	
Allows for utilisation of development potential whilst addressing overshadowing and amenity impacts	5	
Total (average)	4.3	

Legend

- Excellent (5)
- Good (4 - 4.9)
- Fair (3 - 3.9)
- Poor (2 - 2.9)
- Very poor (1-1.9)

Reasoning

3.3__SCENARIO C FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT
MASSING AND SOLAR STUDIES



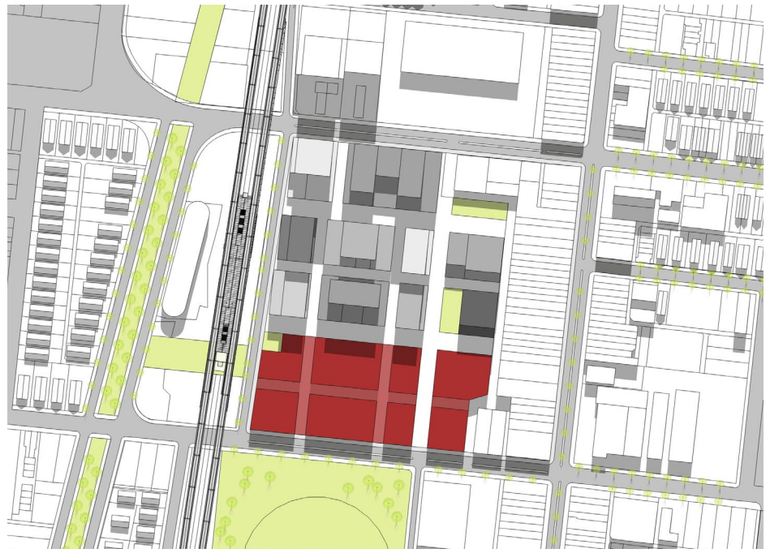
3D Massing Diagram



Shadow Diagram - 10am Winter Solstice



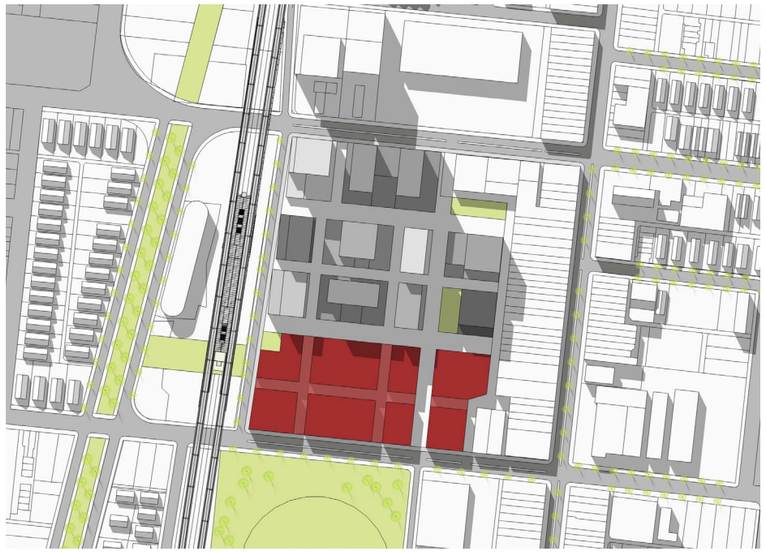
Shadow Diagram - 11am Winter Solstice



Shadow Diagram - 12pm Winter Solstice



Shadow Diagram - 1pm Winter Solstice



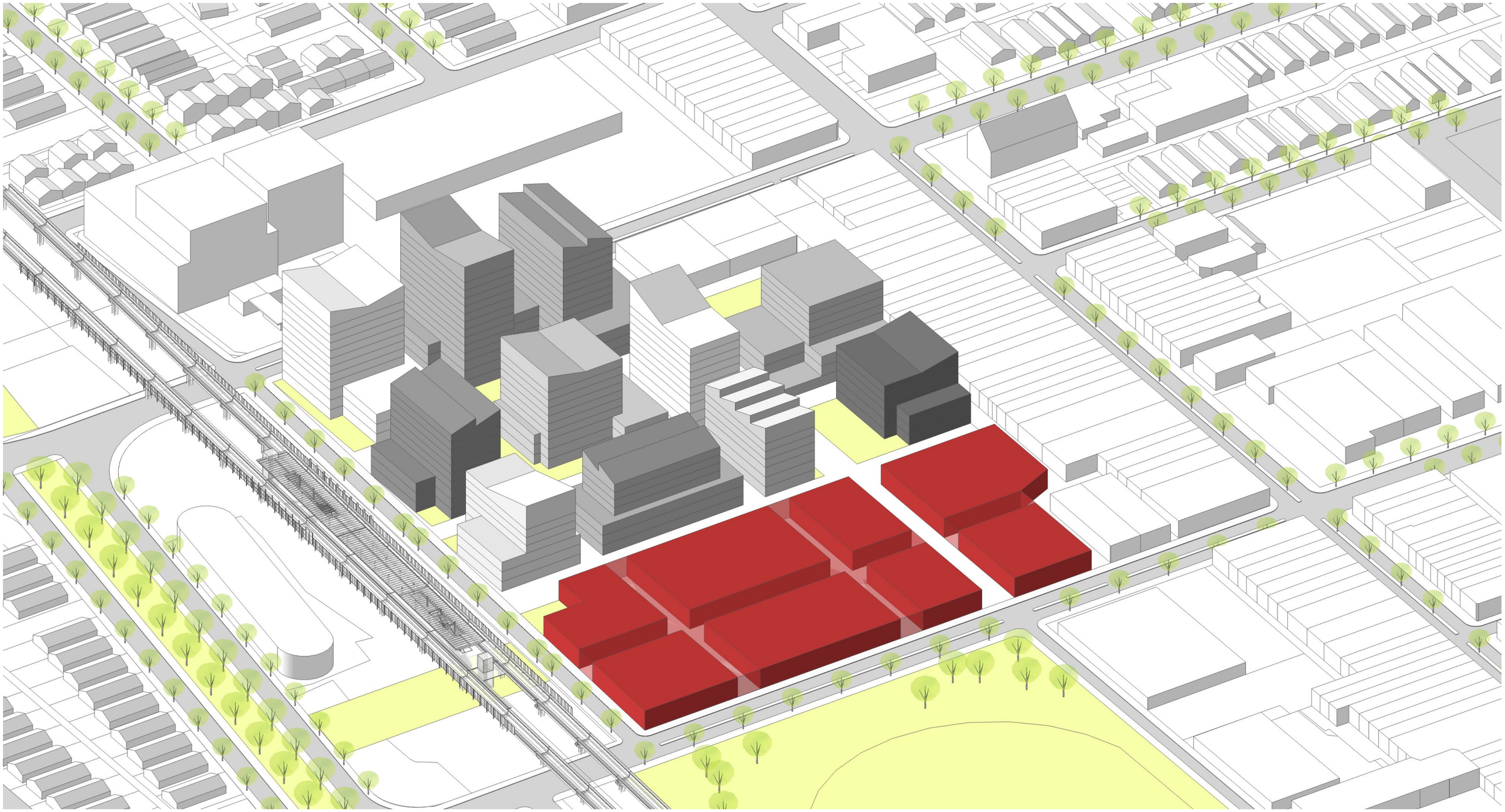
Shadow Diagram - 2pm Winter Solstice



Shadow Diagram - 3pm Winter Solstice

3.4__PREFERRED MASSING FROM *MARKET SCENARIOS PROS AND CONS* DOCUMENT

MASSING AND SOLAR STUDIES



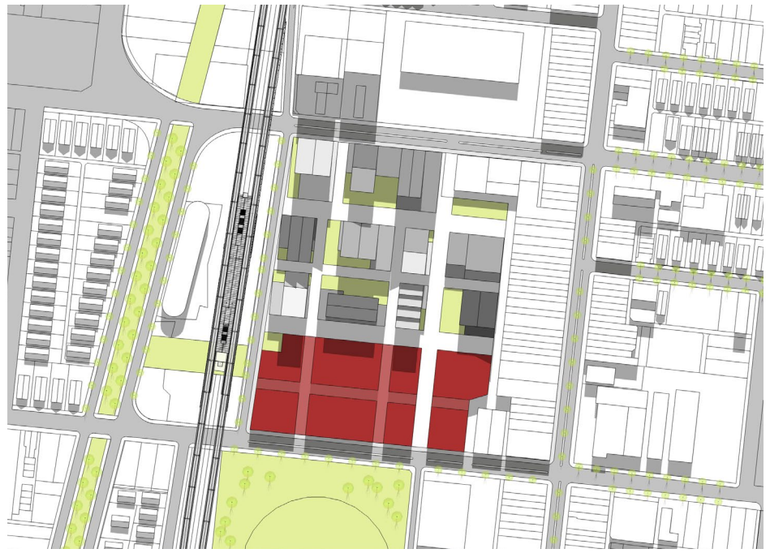
3D Massing Diagram



Shadow Diagram - 10am Winter Solstice



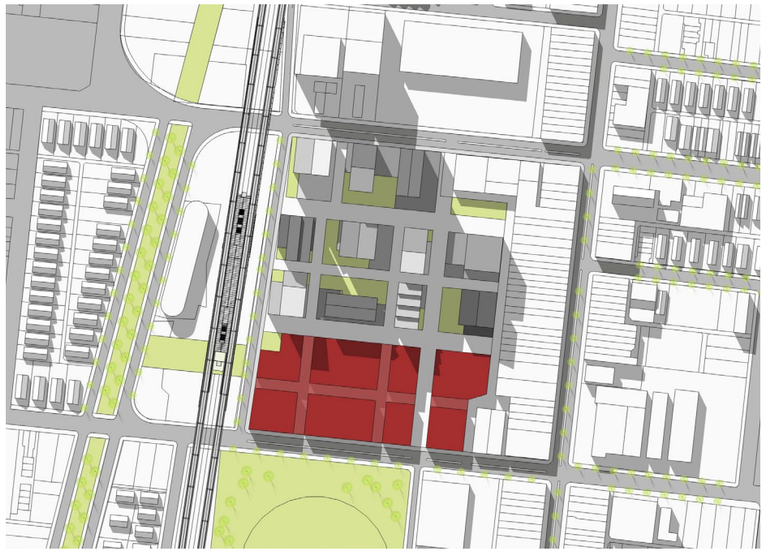
Shadow Diagram - 11am Winter Solstice



Shadow Diagram - 12pm Winter Solstice



Shadow Diagram - 1pm Winter Solstice



Shadow Diagram - 2pm Winter Solstice

Development area breakdown	GDFA
Ground floor area (commercial)	13,700 m^2
Market area at ground floor	14,400 m^2
Podium floor area above ground floor (commercial)	27,100 m^2
Tower floor area above podium (residential)	58,500 m^2
Total	**113,700 m^2**

Car park breakdown	
Basement car park (2 basement levels)	35,000 m^2
Total number of basement car parks*	1,160

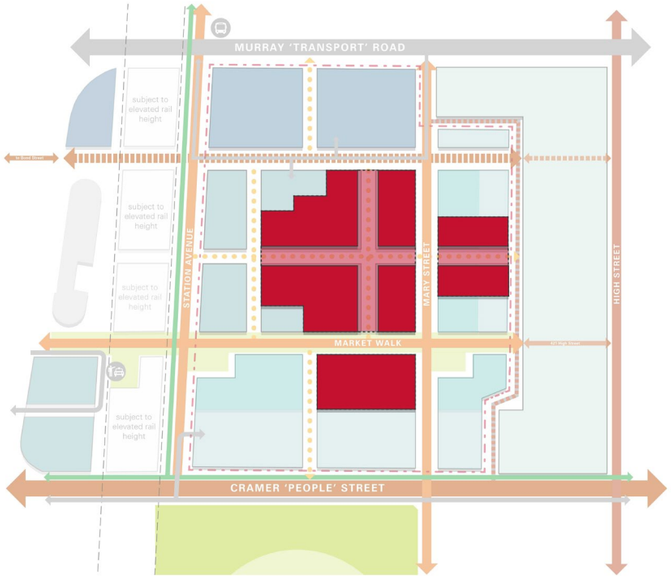
* assuming 30m^2 per car park
NOTE: Development Areas are indicative and do not discount areas for additional architectural articulation and design to suit the requirements of individual project types.

3.5__CONCLUSION

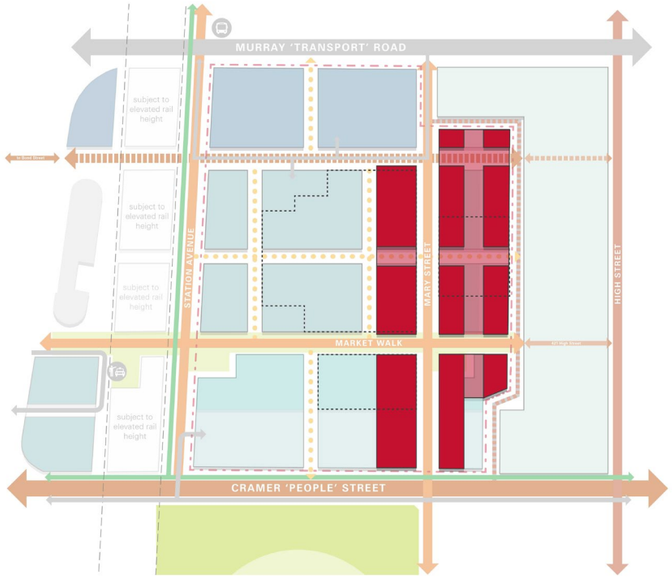
Review of the three scenarios from the 'Market Scenarios Pros and Cons' document against key assessment criteria has clearly established Scenario C as the preferred option. This option, which shows the market located along Cramer Street provides street frontage for the market, ensuring its ongoing success. The market's location on Cramer Street also helps the precinct meet the requirement to limit overshadowing of the park south of Cramer Street, given that it is a comparatively low hight building, and frees up the remainder of the site for consolidated development.

Importantly, this option ensures the activation of Market Walk as the precinct develops, given that it provides an activated frontage to this site. In contrast, Scenario A and D do not activate Market Walk, which could leave this important connection between the station and High Street with temporary holdings for many years as the site develops.

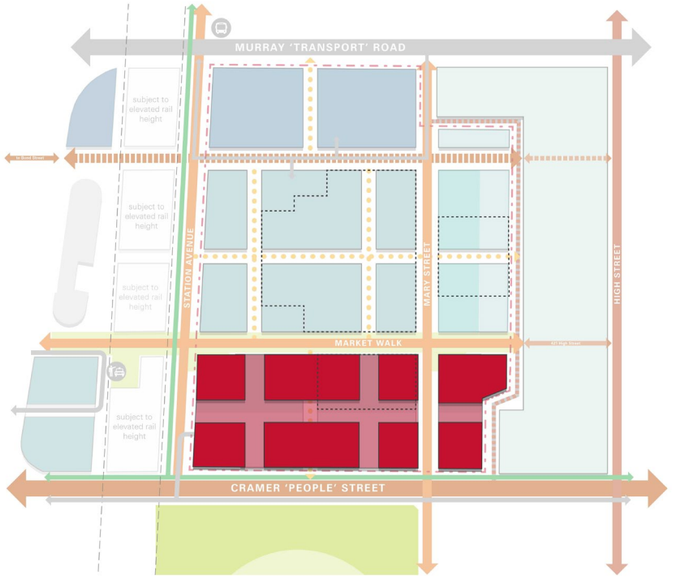
When assessed against each of the assessment criteria, Scenario C scores an average of 4.3 out of 5, in contrast with 3.4 for Scenario A and 2.9 for Scenario D. As a consequence, Scenario C is the preferred option for the relocation and redevelopment of the market, in order to privilege the ongoing viability of the market, and overall improved precinct outcome.



Scenario A
from the *Market Scenarios Pros and Cons* document



Scenario D
from the *Market Scenarios Pros and Cons* document



Scenario C
from the *Market Scenarios Pros and Cons* document

	Scenario A_ Retain existing market location	Scenario D_ Mary Street market alignment	Scenario C_ Cramer Street market alignment
Market location, size and quality			
Ensures sufficient street exposure for market identity and success	2	3	5
Ensures activation from the station through to High Street	3	2	4
Allows core spatial characteristics of market to be reinstated	5	2	4
Allows upgrade back of house facilities for the market with minimal disruption of operations	3	4	4
Enables high probability of existing market stalls remaining	5	3	3
Minimises transition impacts to traders	2	3	3
Urban structure and pedestrian access			
Creates clear hierarchy of streets and spaces	5	4	5
Facilitates a high quality pedestrian experience through all development phases	4	2	5
Access, loading and car parking			
Allows for opportunities to consolidate car parking resources	2	3	4
Ensures easy back of house access to the market	3	3	3
Open space			
Location of the market limits overshadowing to Preston Oval	1	2	5
Allows for new open spaces at key intersections	5	5	4
Built form and massing			
Optimises floor space uplift for the site and ease of development	2	4	5
Ensures taller forms respond appropriately to sensitive interfaces	2	3	5
Allows for utilisation of development potential whilst addressing overshadowing and amenity impacts	2	3	5
Total (average)	3.1	3.1	4.3

Legend
- Excellent (5)
- Good (4 - 4.9)
- Fair (3 - 3.9)
- Poor (2 - 2.9)
- Very poor (1-1.9)



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