

Preston Central

structure plan

September 2006 (Version 2)



Preface

Preston Central is 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.

Such a significant regional centre deserves a long term plan that helps in the creation of an intensified and more sustainable city, as envisaged in Melbourne 2030, the State Government's blueprint for metropolitan Melbourne.

The Preston Central Structure Plan sets out the vision for how Preston Central should be developed in the foreseeable future. It is intended to stimulate and guide the development of proposals for the centre by Council and others.

The preparation of the Plan has involved wide consultation with key stakeholders and the community and the recommendations contained within this document have been formally adopted by Council.

This report will be implemented through a partnership between Darebin Council, the Victorian Government, and local property owners and businesses. The timing of its implementation will be subject to normal budgetary processes.

Thank you to those who attended the various consultation sessions, community focus groups, or were more directly involved in the Community Working Group. The support of David Lock Associates and the Department of Sustainability and Environment, as well as officers of Darebin City Council, is also acknowledged.

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1 Introduction: Setting the Scene

1.1 ABOUT PRESTON CENTRAL

1.1.1 Location and attributes

Preston Central is centred on High Street at the geographical centre of the City of Darebin, 9 kilometres north of Melbourne's CBD and 6 kilometres south of the Metropolitan Ring Road. It is 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 applies to the activity centre itself, and the area immediately around it within which there is capacity for change to support the centre. This is shown in Figure 1.2. The development of the Structure Plan also took into account surrounding areas.

Preston Central's key attractors (also shown in Figure 1.2) are:

- Preston Market—Melbourne's second-largest fresh food market, which draws 5.5 million visitors every year;
- the Northern Melbourne Institute of TAFE (NMIT)—probably the biggest generator of rail trips to Preston Central;
- 3 supermarkets: Safeway, Bi-Lo and Aldi;
- Preston Station (a 'premium' station);
- a number of major community facilities, including the Darebin Arts and Entertainment Centre (DAEC), Preston Library, Darebin Council's main service centre, the Northern Region Migrant Resource Centre and Centrelink; and
- Preston 'Auto Alley', which includes dealers of the four major car makers.



Figure 1.1: Context Map showing the location of Preston Central

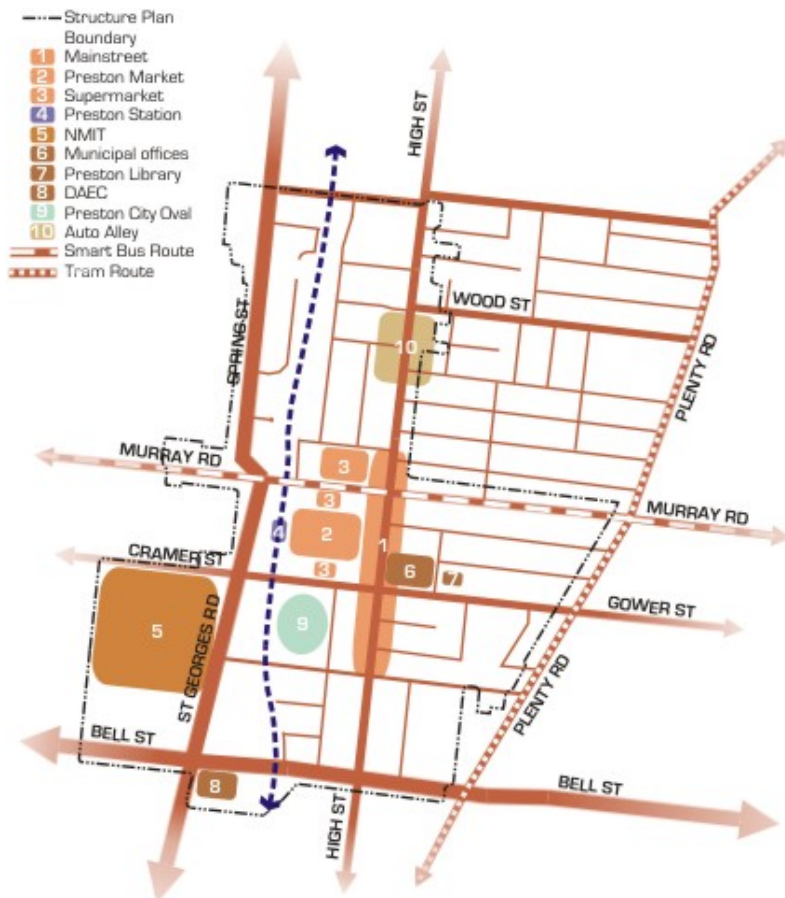


Figure 1.2: Structure Plan Area

Preston Central also boasts a post office, all of the major banks (Commonwealth, ANZ, Westpac, NAB, Bank of Queensland, Bank of Cyprus, and the Plenty Valley Co-op.) and over 200 specialty shops. The Department of Human Services, Preston Police Station and Preston Courthouse are in Preston Central, along with Preston City Oval, the home ground of VFL team the Northern Bullants.

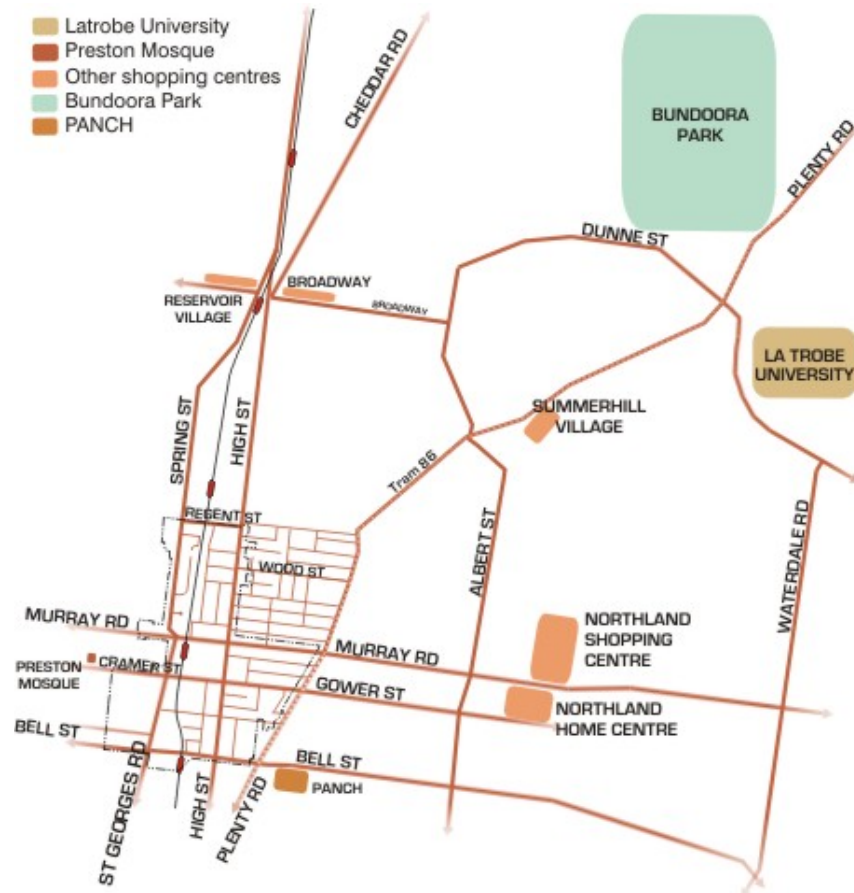


Figure 1.3: Regional Destinations close to Preston Central

Other regional destinations close to the centre, illustrated in Figure 1.3, include:

- Northland Shopping and Homemaker Centres;
- the emerging bulky goods precinct on Bell Street;
- Preston Mosque—one of Victoria’s biggest;
- offices, convention centre, serviced apartments, and medical facility at the Bell Centre development (former ‘PANCH’ site);
- La Trobe University’s Bundoora campus; and
- Bundoora Park.

Preston Central is one of the most accessible activity centres in northern Melbourne. It is connected to central Melbourne via the Epping rail line and tram route 86 on Plenty Road. It is also served by a number of bus routes and there is a planned cross-town ‘SmartBus’ route on Murray Road. Good east-west, north-south and northeast road access is provided by Bell Street, St Georges Road and Plenty Road respectively.

1.1.2 Relationship to Northland Principal Activity Centre

Northland Shopping and Homemakers Centre is located two kilometres east of Preston Central and is also identified as a Principal Activity Centre under *Melbourne 2030*. Figure 1.3 illustrates the short distance between the two Principal Activity Centres. The commercial and retail role of the two centres is vastly different, although largely complementary, and reinforces the importance of having clear and complementary strategies for each centre.

Northland Shopping Centre and the bulky goods retailing areas including the Homemakers Centre and Bunnings provide ‘regional’ retail, entertainment and home wares destination shopping. The Centre is predominately car based, and is dominated by ‘big box’ enclosed shopping and entertainment facilities.

In comparison, Preston Central is a mainstreet strip shopping centre, and home to Melbourne’s second largest fresh fruit and vegetable market. It also provides a greater civic and community role, and is accessible by a range of public transport services. The future planning of Preston Central will therefore be focused on strengthening its role as the main focus of community activity, fresh food, price sensitive shopping, independent shops and government and business services for the northern suburbs of Melbourne.

1.1.3 Relationship with the LaTrobe University and Research and Development Park – Specialised Activity Centre

The LaTrobe University and Research and Development Park is located four kilometres north-east of Preston Central and is identified as a Specialised Activity Centre under *Melbourne 2030*. Figure 1.3 illustrates the short distance between Preston Central and the Specialised Activity Centre.

The Park is home to a variety of large businesses and provides a centre of Research and Development excellence. Small business incubation takes place in the Technology Enterprise Centre, and the Research and Development Park seeks to positively influence the teaching and research programs at LaTrobe University through facilitating interaction between academic units, industry, government and the community.

Together with Preston Central and the Northland Principal Activity Centre, the LaTrobe University and Research and Development Park provide the City of Darebin with an important economic zone, and one of the largest multi-dimensional activity zones in the northern region.

1.1.4 Economic profile

Study Area

The economic assessment¹ for the Preston Central Structure Plan is based on the 20 key precincts of the Structure Plan area (refer to Figure 4.0 on page 100). These precincts have been aggregated into seven functionally distinct precincts according to their location and preferred future character. The precincts are as set out in Table 1 overleaf.

¹ Refer to Appendix F: City of Darebin Preston Central Retail and Commercial Assessment (Essential Economics et al, August 2006)

Table 1 Composition of Preston Central Precincts

Segments / Precincts	Location
Market Precinct C	Market
High Street Core B	High Street Central
High Street North G H	High Street North Auto Alley
Bell Street F I P	High Street South Southern Gateway Bell Street West
St Georges Road J K L Q	Western Gateway St Georges Road East Taunton Avenue East Spring Street
Eastern Periphery A M N O S	High Street / Kelvin Grove Gower Street South Residential South-east Residential East David Street East
Western Periphery D E R T	Mary Street Preston City Oval William Street Residential South-west

Source: City of Darebin; Essential Economics

Current Retail and Commercial Floorspace

i. Retail Overview

Based on the retail and commercial assessment, and a survey undertaken by Essential Economics in July 2006, the total retail floorspace currently available in the Preston Central study area is estimated at approximately 62,620m², with an additional 4,740m² of vacant retail floorspace. For comparison, the gross leasable (retail) area at Northland is 70,860m², and the average figure for a major regional stand-alone shopping centre in Victoria is 62,660m² (Property Council of Australia).

The results of the survey reveal that bulky merchandise is the dominant retail category by floorspace. Bulky merchandise retailing accounts for 30% of total retail floorspace at Preston Central, considerably higher than the 23% occupied by Food, Liquor and Groceries (FLG) retail category, despite the reputation of Preston Market as a concentration of fresh food retailers. The estimated vacancy rate of 7% lies within the typical 4–8% range associated with a healthy centre and vacancy rates are lower in the core of the centre. In general there is a good mix of retail activity across the full range of retail categories.

The key retail precincts within Preston Central are:

- **High Street Core:** with approximately 22,360m² of occupied retail floorspace and a vacancy rate of 5%. The High Street Core precinct offers the highest concentration of retail floorspace. It also offers good frontage and is exposed to passing traffic on the busy High Street. Consequently it is, along with the Preston Market, the most important retail precinct in Preston Central. Perhaps surprisingly, bulky goods retail occupies the largest share of retail floorspace within this key precinct, although they are not so prevalent in number as to dominate the streetscape. High Street Core generally presents a strong mix of retail uses, providing shoppers with a choice of leisure and clothing shops to browse and a variety of catered food options. There is also a strong presence of personal services such as hair and beauty. A significant number of shops serve multicultural communities, such as Asian food stores and restaurants, middle-eastern and Mediterranean food and produce, etc.

- **Market Precinct:** with approximately 16,080m² of occupied retail floorspace. The Market Precinct is dominated by FLG floorspace with the presence of the fresh food at the Market and three supermarkets FLG floorspace accounts for 68% of retail floorspace in the Market Precinct. Apparel is also a notable retail category with 18% of retail floorspace within the precinct, all of this floorspace is located with the variety sections of the Market.
- **High Street North Precinct:** with approximately 17,710m² of occupied retail floorspace and a relatively high vacancy rate of 13.6%. Bulky Merchandise dominates this precinct with approximately 59% of retail floorspace.

ii. Commercial Overview

The survey identified 159 non-retail businesses operating in Preston Central. The High Street Core, High Street North, and Bell Street precincts accounts for 86% of these businesses and reflects the hub of commercial activity which occurs within these precincts.

In the High Street Core Precinct there were 52 businesses, with the majority (approximately 46%) being office shopfront uses such as banks, real estate agents, travel agents etc. There are also five medical practitioners and a scattering of commercial businesses (such as the accountants, lawyers and money service providers) located centrally on High Street, sometimes above ground level. The car industry is also prevalent in the less commercially intensive areas in the Bell Street and High Street North precincts.

Employment at Preston Central

Based on 2001 Journey to Work data there are approximately 4,800 jobs provided in Preston Central (which closely reflects the geographical area depicted by the ABS Destination Zone 0385).

Nearly a quarter of total employment (approximately 1,120 jobs or 23.4%) at Preston Central is provided by retail trade, emphasising Preston Central's role as a retail centre. Other key industries which have a key employment presence in Preston Central include:

- manufacturing which accounts for approximately 530 jobs or 11.1%;

- government and administration which accounts for approximately 520 jobs or 10.9% and reflects the presence of the Council offices within the centre;
- health and community services which accounts for approximately 450 jobs or 9.3%; and
- property and business services which accounts for approximately 420 jobs or 8.8%.

It is important to note that some business activities that are counted as retail may be defined differently by the ABS Journey to Work data. For example, some of the shops selling furniture also undertake manufacturing of those products on site.

Trade Area Analysis

The trade area analysis presented below:

- identifies the retail and office locations which compete with Preston Central;
- defines the retail trade area that is likely to be served by Preston Central; and
- provides population estimates and forecasts of trade area population.

Competing Retail Centres

In a retail sense, the Preston Central Principal Activity Centre is located in a competitive environment with a number of regional and sub-regional centres situated within 5 kilometres of the centre. As well as competing with regional centres, sub-regional centres and large neighbourhood centres, given the integral part the Preston Market plays in the operation of the centre, Preston Central also competes with other large markets in metropolitan Melbourne, including Queen Victoria Market.

Contests between street-based strip centres and enclosed shopping centres—such as that between Preston Central and Northland—are common throughout Melbourne. Whilst the attractions of the modern alternatives cannot be denied, it is clear that traditional strip shopping centres can be highly successful, as evidenced by Chapel Street, Prahran. The success of these centres is founded not on competing with the enclosed centres in their market, but by providing an alternative

shopping experience not available in the sheltered and sanitised world of an enclosed centre.

The key to economic growth in Preston Central, therefore, is identifying its 'unique selling proposition'—what will set it apart from the competition—and capitalising on it. Preston Central has less retail floorspace than most of its key competitors. (Refer to Table 2 for Competing Centres). However, it has significantly more office floorspace, and provides the focus for government services for the region.

Preston Central performs a significant sub-regional cultural and retail function with an extensive trade catchment for food shopping—particularly fresh food and price sensitive shopping - principally due to Preston Market. The availability of an alternative and competitive shopping experience contributes to the economy of Preston Central and supports the cultural and ethnic diversity of Darebin and indeed, the northern suburbs of Melbourne.

From a purely retail perspective, Preston Central is essentially a large convenience centre, in contrast to comparison centres such as Northland and Northcote Plaza. It is also distinguished from Northland and, to a lesser extent, Northcote Plaza, by its 'mainstreet' form and predominance of small, independent retailers offering discount goods, in contrast to the home wares destination shopping and national retailers typically found in large enclosed centres. Preston Central offers a rich, dynamic and unpredictable experience, founded on a diverse, permeable, street-based environment. These qualities, too, should form part of the 'unique selling proposition' that Preston Central develops and promotes.

Despite its relatively high proportion of office space, Preston Central is not seen as a preferred location for larger companies. Instead, it mainly provides for government services and small businesses.

The following analysis and summary table identify the key centres (and markets) that compete with Preston Central.

i. Markets

Preston Market is one of the last original fresh food markets remaining in metropolitan Melbourne. Other such markets include Queen Victoria Market, South Melbourne Market, Prahran Market and Dandenong Market. The catchment of these markets cover large regional areas given the unique experience gained from visiting such markets and the limited supply.

Queen Victoria Market would be the main competing fresh food market given its size, reputation and proximity to Preston, although it is noted that there are smaller fresh food markets located in northern metropolitan Melbourne. One of these markets is the Coburg Market which is located in the Coburg Shopping Centre approximately 3.5 km to the each of Preston Central.

ii. Regional Centres

These centres typically serve a large regional catchment with their higher order shopping requirements. Typically, a regional centre will contain one or more department stores (e.g. Myer, David Jones), discount department store(s) (e.g. Target, Kmart etc), major full-line supermarkets and a wide range of specialty stores. Regional centres can also contain a wide range of non-retail commercial and community facilities.

The nearest regional centre to Preston Central is Northland Shopping Centre. Northland is just 2.3km approximately east of Preston Central along Murray Road and is a major retail destination for local residents, particularly in non-food comparison shopping categories such as apparel. Its catchment extends to neighbouring LGAs and is the main regional shopping centre serving the northern suburbs.

In relation to Northland, Preston Central is, in many ways, overshadowed. As a stand alone centre, Northland inhabits a better defined retail space. It features a Myer department store, a choice of discount department stores, supermarkets, a cinema complex, chain restaurants, an array of well known specialty stores and thousands of car park spaces. It does not, however, challenge Preston Central's superiority in fresh food, focused on Preston Market.

iii. Sub-Regional Centres

This type of centre serves a large catchment stretching across several suburbs and typically includes one or more discount department stores and major full-line supermarkets. Shoppers frequent sub-regional centres for their weekly and higher-order shopping requirements.

The key sub-regional centres which compete with Preston Central include:

- **Northcote:** including Northcote Plaza, Northcote Central Shopping Centre and the strip retailing along High Street. There is approximately 24,000m² of retail floorspace encompassed within the two enclosed shopping centres (Northcote Plaza and Central) which includes a Kmart, Coles and a Bi-Lo. Northcote is located in the City of Darebin approximately 3.5 km south of Preston Central, and is a Major Activity Centre.
- **Summerhill Village:** Located on Plenty Road, Reservoir, Summerhill Village comprises of approximately 14,000m² of retail floorspace including a Target, Coles and a Safeway. Summerhill Village is located in the City of Darebin approximately 3 km north-east of Preston Central.
- **Brunswick:** including Barkly Square Shopping Centre and the strip retailing along Sydney Road. Barkly Square comprises approximately 17,100m² of retail floorspace including a Kmart, Coles and Safeway, whilst there is also another Safeway located on Sydney Road. Brunswick is located approximately 5 km south-west of Preston Central.

Other sub-regional centres which compete to a lesser extent with Preston Central include Heidelberg (including Burgundy Street and Warringal Shopping Centres), Campbellfield Plaza and The Stables Shopping Centre in Mill Park.

iv. Neighbourhood Centres

Neighbourhood centres serve the basic day-to-day retail and service needs of the surrounding catchment and typically include at least one supermarket, as well as a variety of specialty stores aimed towards convenience retailing (e.g. fresh food, pharmacy, video hire, hairdressers, cafes etc) and may include a limited selection of higher-order specialties stores (including some fashion, homewares etc).

Coburg (located approximately 3.5 km to the east of Preston Central) and North Fitzroy (located approximately 4.6 km to the south of Preston Central) are the two main large neighbourhood centres which compete with Preston Central.

Coburg, along with the market also includes a Coles supermarket, whilst North Fitzroy is an active strip retailing precinct anchored by an IGA supermarket.

In addition, there are a number of small neighbourhood centres such as Edwardes Street, Reservoir, South Preston SC, Thornbury Village and Fairfield Village which are also within close proximity to Preston Central and therefore provide limited competition, particularly in supermarket grocery shopping.

v. Bulky Merchandise

There is a significant amount of retailers trading in bulky merchandise and homewares within Preston Central. Although Preston Central is not a dedicated homemaker precinct it will compete with dedicated homemaker precincts in the area.

In particular, bulky merchandise retailers in Preston Central will compete with the Northland Homemaker Centre which is a dedicated homemaker centre and includes a Bunnings and a number of national brands tenants (Captain Snooze, JB Hi Fi, Forty Winks, Freedom, Good Guys, etc) and approximately 29,000m² of retail floorspace. The Northland Homemaker Centre is located opposite Northland, approximately 3 km to the east of Preston Central.

There is also a dedicated homemaker precinct in Thomastown approximately 5.9 km to the north of Preston Central. There is approximately 40,000m² of homemaker retail floorspace in Thomastown, including key tenants Bunnings and Harvey Norman.

Table 2: Preston Central – Competing Centres

Centre	Retail Floorspace	Distance From Preston Central
<u>Fresh Food Markets</u>		
Queen Victoria Market	21,880 sq.m	8.5 km
Coburg Market	unknown	3.5 km
<u>Regional Centres</u>		
Northland Shopping Centre	70,860 sq.m	2.3 km
<u>Sub-Regional Centres</u>		
Summerhill SC (Reservoir)	Approx. 14,000 sq.m	2.6 km
Northcote Shopping Centre (includes Plaza, Central and High Street)	Plaza: 19,070 sq.m Central: 4,910 sq.m	3.3 km
Brunswick (Sydney Rd and Barkly Square SC)	Barkly Square SC: 17,080 sq.m	5.0 km
Heidelberg (Warringal SC and Burgundy St)	Warringal SC: 11,040 sq.m	5.8 km
Campbellfield Plaza	17,890 sq.m	6.8 km
The Stables SC (Mill Park)	12,330 sq.m	9.7 km
<u>Large Neighbourhood Centres</u>		
Coburg	unknown	3.5 km
North Fitzroy	unknown	4.6 km

(cont'd)

<u>Small Neighbourhood Centres</u>		
South Preston SC	4,400 sq. m	1.2 km
Thornbury Village	6,650 sq. m	2.2 km
Edwardes St, Reservoir	unknown	2.7 km
Fairfield Village	11,050 sq.m	4.4 km
<u>Bulky Merchandise</u>		
Northland Homemaker Centre	28,930 sq.m	2.1 km
Thomastown	Approx. 40,000 sq.m	5.9 km

Source: City of Darebin Retail Activity Centres Strategy; Property Council of Australia (Victorian and Tasmanian Shopping Centre Directory, 2005); Essential Economics

Commercial Office

As a commercial office location, at present Preston Central serves mainly smaller localised businesses and therefore at present does not compete to a large extent with commercial office precincts such as the Melbourne CBD or Essendon/Moonee Ponds. If in the future major commercial office development were to occur then these are the markets which Preston is likely to compete with, as well as the newly emerging commercial districts such as the MAB site at Janefield.

Retail Trade Area Definition

A trade area describes the geographic region from which the majority of retail sales are derived, and is defined with reference to a number of factors that typically influence the likely trading extent of any retail location. These factors include the location and relative attractiveness of competing shopping locations and the extent of road and public transport access to the centre, including consideration of barriers such as rail lines, freeways, creeks, etc.

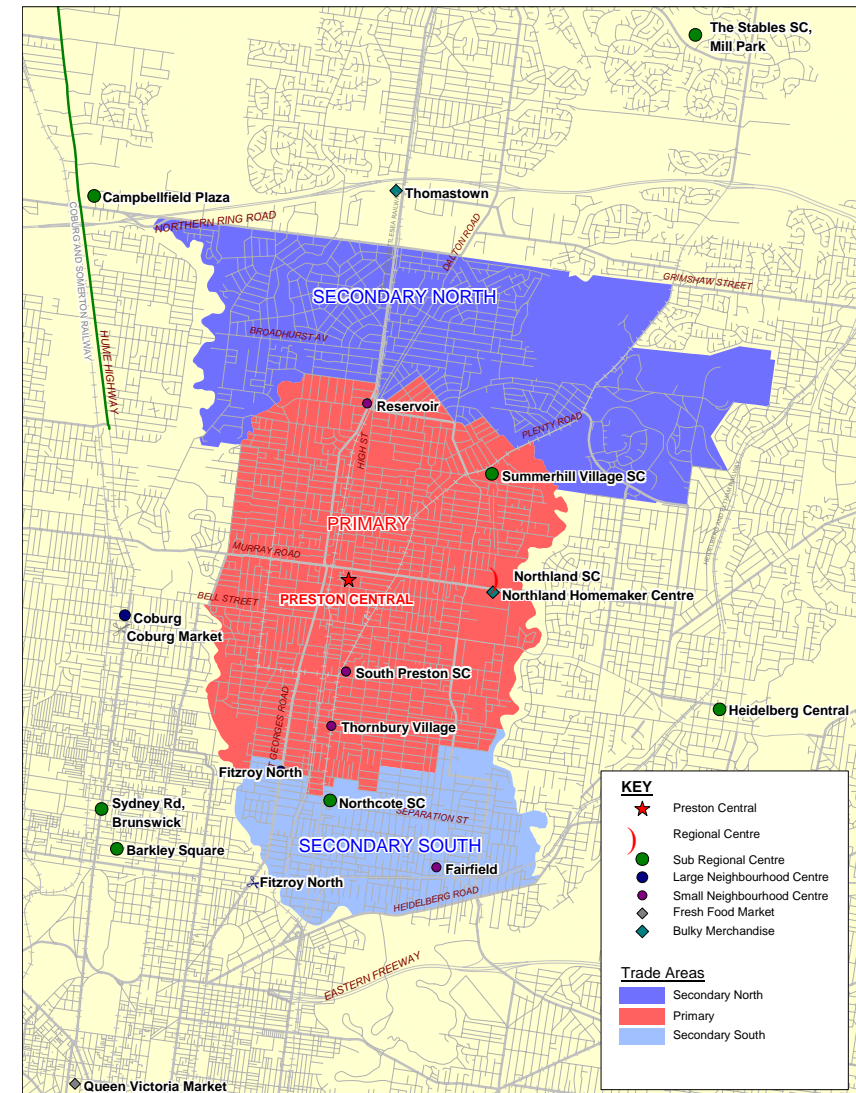
In the case of Preston Central, it is important to appreciate the dual role of the centre. In one hand its shops provide for the retail needs of local residents, while the fresh food market and price sensitive shopping serves a larger sub-regional catchment.

The Main Trade Area (MTA) defined for the purpose of this assessment for Preston Central is shown in Figure 1.4 and encompasses the City of Darebin. This MTA has been divided in three catchments:

- Primary Trade Area (PTA), which has been defined to comprise the suburbs of Preston, and Thornbury.
- Secondary North Trade Area (SNTA), which comprises the suburbs of Reservoir, Kingsbury and part of Bundoora.
- Secondary South Trade Area (SSTA), which comprise the suburbs of Northcote, Fairfield and Alphington.

While the MTA is considered relevant to the centre as a whole, some particular element such as Preston Market and particular specialty stores would trade from beyond this region.

Figure 1.4 Trade Area and Competing Centres



Total Main Trade Area (MTA) Retail Spending

In 2006 retail traders at Preston Central captured approximately \$180.6 million in retail turnover of the \$1,337 million in available retail spending of MTA residents, equating to a market share of 13.5%. This low level of market share reflects the large trade area as a result of the pulling power of the Preston Market and the presence of nearby competing centres, particularly Northland.

Market shares were highest in the Food, Liquor and Groceries, Retail Services and Bulky Merchandise retail categories reflecting the strong fresh food presence at the Market, the role of the centre as a convenience and grocery shopping location and the presence of bulky merchandise retailing along High and Bell Streets.

Total available retail spending by MTA residents is forecast to grow to approximately \$1,698 million by 2021.

Development Potential

Based on the Preston Central Retail and Commercial Assessment (Refer to Appendix F), there is potential for the following levels of development by 2031:

- **Moderate Growth:** Approximately 16,500m² of retail floorspace development and approximately 11,500m² of office floorspace development, for a total of approximately 28,000m² of additional retail and office floorspace by 2031.
- **High Growth:** Approximately 20,900m² of retail floorspace development and approximately 20,500m² of office floorspace development, for a total of approximately 41,400m² of additional retail and office floorspace by 2031.

Both of the above scenarios assume that Preston Central will improve its performance and reputation as a retail and office destination; the scenario that is achieved will depend on the level of this improvement. It is likely that if the High Growth Scenario is to be achieved then considerable above-ground development, particularly for the office sector, would be required

The following table summarises the potential future retail and office development at Preston Central.

Table 3: Potential for Retail and Office Development at Preston Central 2006-2031

Sector	By 2021	By 2031
Retail Development Potential	Between 10,200m ² and 13,400m ²	Between 16,500m ² and 20,900m ²
Office Development Potential	Between 6,900m ² and 12,300m ²	Between 11,500m ² and 20,500m ²
Total Retail and Office Development Potential	Between 17,100m² and 25,700m²	Between 28,000m² and 41,400m²

Source: Building Commission of Victoria (unpublished data); Essential Economics

Employment Impacts Associated with Achieving Development Potential

Based on the potential for retail and office development at Preston Central by 2031 presented above, and the employment ratios of approximately 1 retail job per 35m² of retail floorspace (ABS 'Retail Industry', 1998/99) and 1 job per 20m² of office floorspace, there is potential for an additional 1,100 to 1,700 retail and office jobs at Preston Central by 2031. This includes approximately 550 to 700 retail jobs and approximately 580 to 1,030 office jobs.

In addition to the direct employment generated as a result of retail and office development at Preston Central, there will also be indirect employment associated with the spending of employees' wages and the increased inputs and outputs of production resulting from employment growth. A portion of this indirect employment may be felt locally, while the balance will represent effects in the wider community.

In total, as a result of achieving the Moderate Growth Scenario a further 1,130 direct retail and office jobs will be created at Preston Central by 2031 and a further 1,430 indirect jobs created throughout the wider economy.

Summary

Based on the analysis presented above, the following main conclusions have been made regarding the future retail and commercial development potential at Preston Central:

- **Existing Retail at Preston Central:** In total there is approximately 62,600m² of occupied retail floorspace at Preston Central, with a vacancy rate of 7% (lower in the core), which indicates the centre as a whole is performing reasonably well. The Preston Market is an integral part of the centre and provides the centre with a point of difference, which is important given the competitive retail environment in which Preston Central is situated. It is evident that the Market and High Street Core precincts are the main core retailing locations while less intensive retailing also occurs in High Street North and Bell Street precincts.
 - **Non-Retail Activities at Preston Central:** The majority of shopfront service-type non-retail businesses are located in the High Street Core precinct, while commercial office locations are spread between the Bell Street, High Street Core and High Street North precincts. The car industry is also prevalent in the less commercially intensive areas in the Bell Street and High Street North precincts.
 - **Retail Trade Area:** For the purpose of this analysis, the City of Darebin has been defined as the Main Trade Area (MTA). In 2006 it is estimated that the MTA consists of approximately 128,040 residents, with only marginal growth forecast to occur between now and 2031. In 2031 it is forecast the MTA will have approximately 134,410 residents.
 - **Retail Analysis:** In 2006, it is estimated that retail spending of MTA residents is approximately \$1,337 million, of which Preston Central retailers capture a market share of approximately 13.5%. Higher market shares are achieved in the FLG sector (16.0%), retail services sector (17.8%) and bulky merchandise (15.6%), while apparel achieved a lower market share of 7.8%. These market shares indicate the convenience nature of retailing at Preston Central and the existence of the market and bulky merchandise retailers in High Street North and Bell Street precincts.
 - **Retail and Office Development Potential:** Based on the analysis conducted by Essential Economics, 2006 (Refer to Appendix F) there is potential for the following levels of development by 2031:
 - **Moderate Growth:** Approximately 16,500m² of retail floorspace development and approximately 11,500m² of office floorspace development, for a total of approximately 28,000m² of additional retail and office floorspace by 2031.
 - **High Growth:** Approximately 20,900m² of retail floorspace development and approximately 20,500m² of office floorspace development, for a total of approximately 41,400m² of additional retail and office floorspace by 2031.
- Both of the above scenarios assume that Preston Central will improve its performance and reputation as a retail and office destination; the scenario that eventuates will depend on the level of this improvement. It is likely that if the High Growth Scenario is to be achieved then considerable above-ground development, particularly for the office sector, would be required.

- **Potential Impact of Proposed Market Development:** Providing the fabric of the market is maintained and it continues to operate as a traditional fresh food market, then the potential upgrading of the market itself and the development of a new supermarket and limited specialty stores to support the market has the potential to benefit traders located on High Street. These benefits are only likely to be achieved if the access between the market and High Street is improved.
- **Potential Employment Impacts:** If Preston Central achieves the Moderate Growth Scenario a further 1,130 direct retail and office jobs will be created Preston Central by 2031, and a further 1,430 indirect jobs created throughout the wider economy.

1.1.5 Demographic and housing profile

Study areas

The demographic and housing analysis provided in this section focuses on the core and wider catchment areas of the Preston Central Principal Activity Centre. The core catchment area is approximately a 1 kilometre (km) radius around the Preston Central strip shopping centre and the main access roads leading to Preston Central. The wider (alternative) catchment area is the border of which is half way between Preston Central and the Northland, Northcote, Epping and Coburg Activity Centres. The two catchment areas are shown in Figure 1.5.

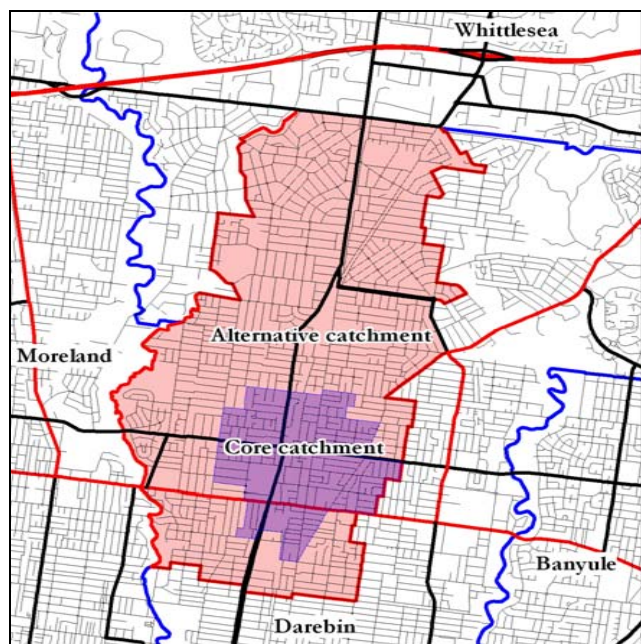


Figure 1.5: Preston Central Core and Wider Catchment Areas

The demographic and housing analysis is based on the *2001 ABS Census of Population and Housing*, and data provided from the *2005 Darebin City Council Household Survey* for households that utilise Preston Market for some or all of their shopping needs. It is important to note that the *Household Survey* slightly over-estimates two-parent families and consequently household size by a small margin, which is evident in these results. That said, the *Household Survey* results provide a good indication of the demographic and socio-economic profile of households in Darebin that utilise the Preston Market.

It is also important to acknowledge that the data contained in the *2005 Darebin City Council Household Survey* is more current than that from the *2001 ABS Census* and is likely to reflect in some measure the changing socio-economic profile of the municipality and the region.

Please note that small area level data is not available for all datasets. Where this data is not available Statistical Local Area (SLA) level data has been used.

Number of persons and dwellings

The core catchment area (1 km radius) is made up of 20 Census collector districts (CCDs) surrounding the Preston Central Activity Centre. This area contained 10,105 persons in 3,847 occupied dwellings, the equivalent of 2.60 persons per household, slightly higher than the City of Darebin average of 2.52 and significantly lower than the Melbourne Statistical District (MSD) at 2.71. With 8.1% of the Darebin population and 7.8% of occupied private dwellings within 1 km of Preston Central Activity Centre, this comprises a significant area of the municipality.

The population of the wider (alternative) catchment was 54,844, equivalent to 44% of the population of Darebin, and the average household size was lower than the core catchment area at 2.50 persons per household. Again, this is significantly lower than the MSD average of 2.71 persons per household.

Households that shopped at Preston Market tended to be as large as the average household size in the MSD and larger than those in the study areas. This reflects the higher proportion of two parent family households amongst this group.

Number of persons and occupied private dwellings/households
Preston Central Activity Centre and Comparisons
(Number and percent of total persons)

Persons & dwellings	Core # catchment	Wider catchment	Darebin*	Melb S.D*	Preston Market Users**
			Number	Number	Number
Persons	10,015	54,844	123,821	3,366,542	1,265
Occupied private dwelling	3,847	21,976	49,153	1,243,373	463
Average household size	2.60	2.50	2.52	2.71	2.73

1kilometre radius

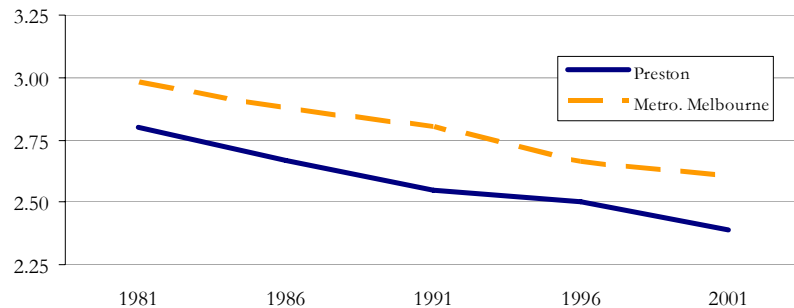
Sources:

*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

From 1981 to 2001, while the overall population of Preston declined by 4,464 persons, the number of private dwellings increased by 59 dwellings. This is reflected by the fall in average household size from 2.80 in 1981 to 2.39 in 2001.

Average Household Size
Preston - Metro. Melbourne 1981 - 2001



Lifecycle stage

The age structure of residents within both the core and wider catchment areas of Preston Central is broadly similar to those of the City of Darebin. However, when compared to the MSD, the age structure for Darebin consisted of lower proportions of persons in the younger age groups, and higher proportions of young adults and older persons.

The age structure of respondents to the *2005 Darebin City Council Household Survey* who lived in households that shopped at Preston Market was almost precisely the same as that of the underlying population.

Lifecycle stage
Preston Central Activity Centre and Comparisons
(Number and percent of total persons)

Lifecycle Stage	Core # catchment	Wider catchment	Darebin*	Melb S.D*	Preston Market Users**	
			Percent	Percent	Number	Percent
Young child	6.9%	6.5%	6.1%	6.4%	80	6.5%
Children	8.5%	8.8%	8.5%	10.7%	108	8.8%
Adolescents	8.2%	7.7%	7.6%	9.5%	92	7.4%
Young adults	27.9%	26.7%	28.0%	24.8%	324	26.2%
Adults	15.9%	15.0%	15.3%	15.5%	213	17.3%
Middle aged adults	15.1%	14.7%	15.2%	17.8%	212	17.1%
Older adults	11.6%	13.4%	12.7%	10.1%	138	11.1%
Senior Citizens	6.0%	7.3%	6.5%	5.1%	68	5.5%
Not stated					29	

Total	9,947	54,507	122,821	3,338,704	1265	100%
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1kilometre radius

Sources:

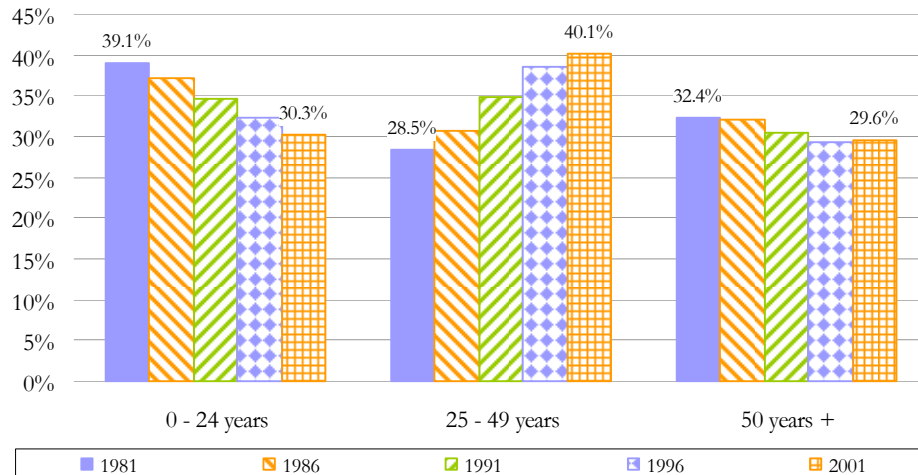
*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

Age Structure

The age structure of residents of Preston (Statistical Local Area) has undergone significant change over the twenty years from 1981 to 2001. There has been a steep increase in the proportion of residents in the 25 – 49 year age group, and declines both in the number of younger (0-24 years) and older (50 +) residents.

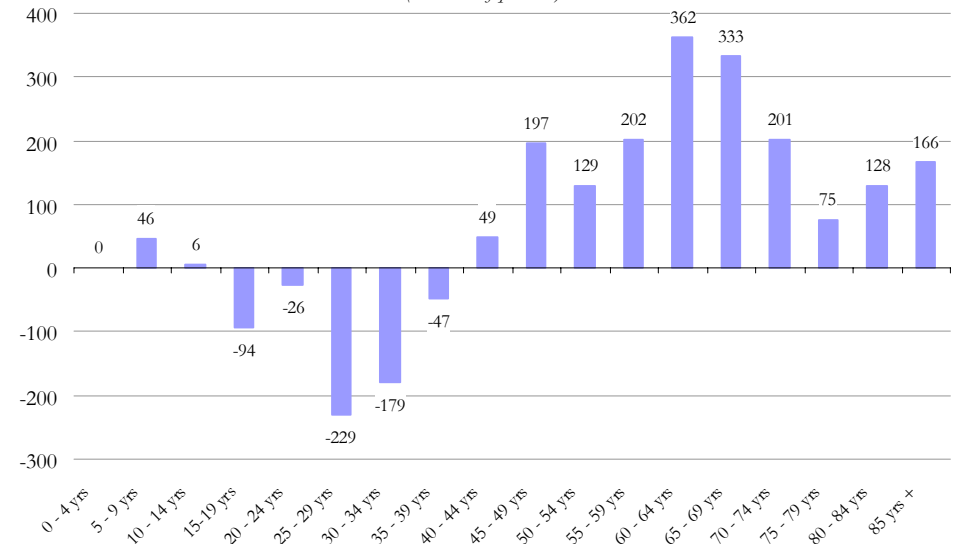
**Change in Age Structure
Preston 1981 - 2001**



Population projections

Although the population of the core catchment is projected to grow by only 1,319 persons in the thirty years from 2001 to 2031, the age structure composition of the population will change, with a significant decline in the population of adolescents and young adults projected over the period. However it is important to bear in mind that this change will occur over a period of 30 years and many of the new residents moving into Darebin over the next twenty years will be young adults aged in their twenties and early thirties. The significant decline in adolescent and early young adults (15 - 24 years approximately) is due primarily to the ageing of existing populations in across Darebin. This change in the age structure profile of Preston's community is a function primarily of demographic trends that are common across metropolitan Melbourne.

**Nett Change in Population
Preston Central Activity Centre 2001 - 2031**
(Number of persons)



Ethnicity - Language spoken at home

The City of Darebin is a culturally and linguistically diverse municipality and this is evident in the range of languages spoken by residents in the study areas. The population within the one kilometre radius have a higher proportion of non-English speakers than the Darebin average.

The top languages spoken by residents in both the core and wider (alternative) catchment areas are similar to those of the underlying Darebin population, particularly the Italian and Greek populations. The proportion of Arabic-speaking residents around the Preston Central area was slightly higher than the Darebin average.

These results are reflected in the *2005 Darebin City Council Household Survey*, with almost half of those living in households that shop at Preston Market speaking a language other than English at home. It is worth noting that while the proportion of Arabic speakers shopping at Preston Market is lower than might be expected, this is most likely due to a slight under-representation in the survey.

Top six languages spoken at home
Preston Central Activity Centre and Comparisons
(Number and percent of total persons)

Language	Core # catchment	Wider catchment	Darebin* Percent	Melb S.D.* Percent	Preston Market Users** Number	Preston Market Users** Percent
English only	46.4%	52.1%	53.7%	69.4%	688	54.4%
Italian	10.5%	12.7%	12.0%	4.0%	132	10.5%
Greek	9.4%	7.8%	9.3%	3.5%	143	11.3%
Arabic	4.2%	4.9%	3.7%	1.4%	17	1.4%
Macedonian	5.5%	3.0%	2.5%	0.9%	49	3.9%
Vietnamese	3.5%	1.7%	1.9%	1.9%	26	2.1%
All other languages	20.4%	17.5%	15.8%	15.5%	157	12.4%
Not stated	4.4%	5.1%	4.8%	4.8%	69	5.4%
Total	9,956	54,532	122,821	3,338,704	1282	100%

1 kilometre radius

Sources:

*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

Household Structure

Both the Preston Central core and wider catchment areas have a lower overall proportion of one and two parent families than the MSD. However, the composition of the families is slightly different in the two areas, with a slightly higher proportion of two parent families in the core area and a higher proportion of one parent families in the wider catchment area.

There are fewer couple only households in both of the Preston Central catchment areas than in the MSD; however, there are also a higher proportion of sole person households in both the Preston Central catchment areas and the City of Darebin compared to the MSD. These factors combined result in the lower average household size in both catchment areas and the City of Darebin than in the MSD.

Household structure
Preston Central Activity Centre and Comparisons
(Number and percent of households)

Household structure	Core # catchment	Wider catchment	Darebin* Percent	Melb S.D.* Percent	Preston Market Users** Number	Preston Market Users** Percent
Two parent family	32.3%	29.3%	29.1%	36.5%	188	40.8%
One parent family	12.9%	13.2%	12.0%	10.8%	39	8.4%
Couple only household	21.4%	22.8%	23.0%	23.9%	117	25.4%
Other family	2.1%	2.0%	2.1%	1.6%	19	4.0%
Sole person household	26.4%	28.3%	28.3%	23.0%	73	15.8%
Group household	5.0%	4.3%	5.5%	4.2%	25	5.5%
Not stated					2	
Total	3,792	21,532	48,138	1,210,348	463	100%

1 kilometre radius

Sources:

*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

Tenure

Both the Preston Central core and wider catchment areas have a higher proportion of households who either fully own or are purchasing their dwelling than the MSD average. There are also a significantly higher proportion of households who rent in both Preston and more widely in Darebin than the MSD average.

Tenure
Preston Central Activity Centre and Comparisons
(Number and percent of households)

<i>Tenure</i>	<i>Core # catchment</i>	<i>Wider catchment</i>	<i>Darebin</i>	<i>Melb S.D</i>
Fully owned	43.2%	44.8%	43.0%	41.9%
Being purchased	18.4%	17.7%	19.0%	28.1%
Rented	31.9%	30.3%	30.9%	22.8%
Other tenure	2.2%	2.2%	2.2%	2.2%
Not stated	4.4%	5.1%	5.0%	5.1%
Total	3,833	21,976	49,154	1,243,373

1kilometre radius

Source:

2001 Census of Population & Housing

While Darebin has a higher proportion of public housing (Office of Housing) than the MSD average, the amount of public housing is comparably lower within 1km of the Preston Central Principal Activity Centre than in the remainder of Darebin. The higher proportion of public housing in the wider catchment may be due primarily to the pockets of public housing north of Preston in Reservoir.

Landlord type
Preston Central Activity Centre and Comparisons
(Number and percent of households)

<i>Landlord type</i>	<i>Core # catchment</i>	<i>Wider catchment</i>	<i>Darebin</i>	<i>Melb S.D</i>
Real estate agent	55.6%	54.7%	54.3%	53.2%
Housing authority	12.6%	15.7%	16.8%	12.7%
Other	31.1%	28.4%	27.5%	32.9%
Not stated	0.7%	1.2%	1.4%	1.3%
Total	1,248	6,726	15,166	283,161

1kilometre radius

Source:

2001 Census of Population & Housing

Dwelling type

Dwelling type in the Preston Central core catchment area is significantly different to the wider (alternative) area, the City of Darebin and the MSD. Firstly, there are a higher proportion of separate houses and semi-detached row or terrace houses than in the City of Darebin or the MSD. The second key difference is the lack of flats, units or apartments in the core catchment area.

Amongst households that shopped at Preston Market, three-quarters lived in separate houses, reflecting both the core catchment area and the larger proportion of two parent family households that shopped at Preston Market.

Dwelling Type
Preston Central Activity Centre and Comparisons
(Number of private occupied dwellings)

<i>Dwelling type</i>	<i>Core #</i>	<i>Wider</i>	<i>Darebin*</i>	<i>Melb S.D.*</i>	<i>Preston Market Users**</i>	
	<i>catchment</i>	<i>catchment</i>	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Separate house	86.1%	69.5%	69.2%	74.0%	361	78.0%
Semi-detached row or terrace	11.2%	9.4%	9.5%	10.3%	37	8.0%
Flat, unit or apartment	0.5%	19.4%	19.9%	14.3%	45	9.8%
Other	1.6%	0.9%	0.8%	0.7%	0	0.0%
Not stated	0.7%	0.7%	0.7%	0.7%	20	4.2%
Total	3,833	21,976	49,156	1,243,594	463	100%

1 kilometre radius

Sources:

*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

Income – Personal weekly income

According to the 2001 ABS Census, both catchment areas had median personal incomes of around \$15,500 per annum. This was approximately \$1,000 less than the annual median personal income for residents of the City of Darebin, and \$5,500 less than the annual median personal income for residents of metropolitan Melbourne.

The 2005 Darebin City Council Household Survey reported a median income of \$23,356 for persons living in households that shop at Preston Market. It is not possible to directly compare these two results; however, it is fair to say that the income of residents of Darebin, including those utilising the Preston Market and the activity centre are rising. This is clearly evident across a range of socio-economic variables included in the Household Survey.

Personal weekly income
Preston Central Activity Centre and Comparisons
(Number and percent of persons aged 15 years and over)

<i>Income bracket</i>	<i>Core #</i>	<i>Wider</i>	<i>Darebin*</i>	<i>Melb S.D.*</i>	<i>Preston Market Users**</i>	
	<i>catchment</i>	<i>catchment</i>	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Negative/nil income	6.1%	5.7%	5.6%	6.6%	64	6.3%
\$1 - \$39 per week	1.1%	1.0%	1.0%	1.5%	15	1.5%
\$40 - \$79 per week	2.2%	2.0%	2.1%	2.4%	9	0.9%
\$80 - \$119 per week	3.6%	2.9%	2.8%	2.9%	24	2.3%
\$120 - \$159 per week	6.0%	6.5%	6.4%	4.8%	45	4.4%
\$160 - \$199 per week	13.0%	13.3%	12.7%	8.4%	72	7.1%
\$200 - \$299 per week	13.4%	14.4%	13.6%	11.1%	103	10.2%
\$300 - \$399 per week	8.3%	8.9%	8.5%	7.9%	69	6.8%
\$400 - \$499 per week	8.8%	8.2%	7.9%	7.9%	55	5.4%
\$500 - \$599 per week	7.6%	7.4%	7.3%	7.7%	73	7.2%
\$600 - \$699 per week	5.7%	5.8%	5.7%	6.2%	65	6.4%
\$700 - \$799 per week	4.1%	4.5%	4.8%	5.4%	51	5.0%
\$800 - \$999 per week	5.7%	5.6%	6.1%	7.2%	77	7.6%
\$1,000 - \$1,500 per week	4.6%	4.3%	5.5%	7.3%	101	9.9%
\$1,500 per week or more	1.5%	1.4%	2.2%	4.6%	34	3.3%
Not stated	8.2%	8.4%	7.9%	8.1%	158	15.6%
Total	8,274	45,205	102,564	2,678,326	1,015	100%

Median Income

\$16,797 \$21,043 \$23,356

1 kilometre radius

Sources:

*2001 Census of Population & Housing

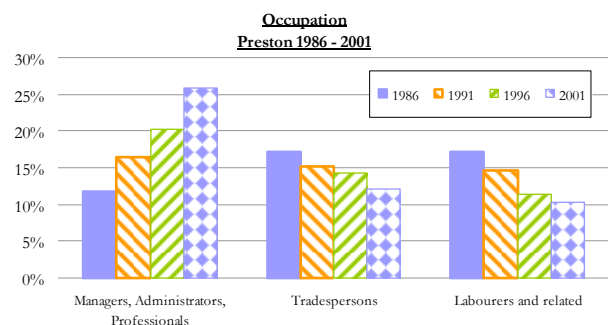
**2005 Darebin City Council Household Survey

Occupation

Data on the occupation of employed persons reflects the changing demographics of the City of Darebin. According to the *2001 ABS Census*, residents in both catchment areas were less likely to be employed as managers and administrators, professionals or associate professionals than other residents of the City of Darebin and particularly the MSD. At the same time, they were more likely to be employed as elementary clerical service and sales staff or labourers and related occupations compared to either the City of Darebin or the MSD.

This picture of socio-economic disadvantage of residents within the Preston Central catchment areas may be breaking down in recent years. According to the *2005 Darebin City Council Household Survey*, employed persons who lived in households that shopped at Preston Market were just as likely to be employed in managerial, professional or associate professional occupations as other residents of Darebin.

The breakdown of the socio-economic disadvantage of residents in Preston is evident in the long term occupation data, which clearly shows an increase in the proportion of residents employed as managers, administrators and professionals (from 11.7% to 25.8%), and a decreasing proportion of residents employed as manual labourers and related occupations (17.1% down to 10.4%) over the last fifteen years.



Source: Based on ABS Statistical Local Area data

Car ownership

According to the *2001 ABS Census*, households in the core catchment area were less likely to own a car than residents in the wider (alternative) catchment area as well as residents more generally in the City of Darebin or the MSD; and slightly more likely to only own one car compared to other residents in the City of Darebin and the MSD.

In the *2005 Darebin City Council Household Survey*, 40% of households that shopped at Preston Market owned two cars and a further 15.9% owned three or more. This result, read in conjunction with the occupation and income results, reflects the growing affluence of the area and of potential users of Preston Central.

**Car ownership
Preston Central Activity Centre and Comparisons**
(Number & percent of households)

Number of cars	Core # catchment	Wider catchment	Darebin* Percent	Melb S.D* Percent	Preston Market Users** Number	Percent
None	16.8%	15.8%	15.4%	9.5%	56	12.1%
One	41.7%	41.1%	40.5%	34.7%	148	32.0%
Two	25.6%	26.0%	26.8%	35.3%	185	40.0%
Three	8.8%	9.3%	9.5%	13.7%	74	15.9%
Not stated	7.2%	7.9%	7.8%	6.7%	0	
Total Households	3,840	22,007	49,153	1,243,595	463	100%

1 kilometre radius

Sources:

*2001 Census of Population & Housing

**2005 Darebin City Council Household Survey

SEIFA Indices

The Australian Bureau of Statistics SEIFA indices relate to the socio-economic disadvantage of areas within Australia. On the index of socio-economic disadvantage and economic resources, the City of Darebin is one of the most disadvantaged municipalities out of the 31 metropolitan municipalities. While scoring slightly higher on the index of disadvantage and education and occupation, Darebin still scores significantly lower than the MSD.

The Preston Central catchment areas recorded a higher degree of socio-economic disadvantage than the Darebin or the MSD average. Parts of Preston – including the 1 km core catchment area have traditionally been some of the most disadvantaged areas in Darebin, and this trend is reflected in the results.

SEIFA Indices
Preston Central Activity Centre and Comparisons
(Number & percent of employed persons aged 15 years & over)

<i>Index</i>	<i>Core # catchment</i>	<i>Wider catchment</i>	<i>Darebin</i>	<i>Melb. S.D</i>
Socio-economic disadvantage	935.6	944.6	966.8	1020.6
Advantage-disadvantage	966.7	958.6	989.2	1032.2
Economic resources	960.1	954.0	978.0	1035.4
Education and occupation	985.3	974.6	1008.0	1025.8

1kilometre radius

Source:

2001 Census of Population & Housing

Summary

In summary, current conditions and trends within the Preston Central catchment areas that may impact on demand for its shops and services, employment, residential accommodation and community services include:

- Low population growth rates, and falling household sizes due to changing household preferences.
- A significant increase in the proportion of residents in the 25 – 49 year age group, and declines both in the number of younger 0-24 years and older 50 + residents between 1981 - 2001. Although the population of the core catchment is projected to grow by only 1,319 persons from 2001 to 2031, the age structure composition of the population will change, with a significant decline in the population of adolescents and young adults projected over the period.
- A markedly ageing population, including an expected significant decrease in people aged under 35 and significant increase in 40 – 69 year olds in Preston over the next 25 years.
- A high level of cultural and ethnic diversity, including a high proportion of residents born in mainly non-English speaking countries.
- A less affluent population than the Melbourne average.
- A steady increase in lone person households and declining two parent families - contributing to falling household sizes.
- A shortage of public and private rental housing.
- A predominance of detached dwellings in the Preston Central core area with only 0.5% of housing stock being medium density accommodation.
- An increasing proportion of residents with a Bachelor Degree or higher, and working as a manager, administrator, professional or associate professional, representing a dramatic shift in the socio-economic profile of Preston, though both of these characteristics are lower than the Melbourne average.
- A high degree of socio-economic disadvantage, by comparison with the Darebin and MSD averages.

The following figure provides a snapshot of the current urban form and building envelopes at the Preston Central Principal Activity Centre. An indicative plan of the possible future form of Preston Central is provided in Figure 3.7.1 on page 98.

Figure I.6 - Existing Conditions

The following figure provides a snapshot of the current urban form and building envelopes at the Preston Central Principal Activity Centre. An indicative plan of the possible future form of Preston Central is provided in Figure 3.7.1 on page 98.



1.2 METROPOLITAN POLICY

1.2.1 Melbourne 2030—Planning for Sustainable Growth

Melbourne 2030—Planning for sustainable growth—is the primary metropolitan planning policy to manage growth and change across metropolitan Melbourne over the next two decades. It designates Preston Central as a Principal Activity Centre.

Melbourne 2030's key policies in relation to activity centres are:

- 1.1 Build up activity centres as a focus for high-quality development, activity and living for the whole community
- 1.2 Broaden the base of activity in centres that are currently dominated by shopping to include a wider range of services over longer hours, and restrict out-of-centre development
- 1.3 Locate a substantial proportion of new housing in or close to activity centres and other strategic redevelopment sites that offer good access to services and transport.

Melbourne 2030 states that "*Activity centres will be the focus of major change in metropolitan Melbourne over the next 30 years. They are uniquely placed to provide for much of the anticipated growth in households.*" This is reinforced by the subsequent statement that "*They will also be important locations for the development of different forms of housing, including forms of higher-density housing.*"

Melbourne 2030 provides the following objectives for the development of activity centres:

- *reduce the number of private motorised vehicle trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible locations*
- *encourage economic activity and business synergies*
- *broaden the mix of uses appropriate to the type of centre and the needs of the population served*

- *provide focal points for the community at different geographic scales*
- *improve access by walking, cycling and public transport to services and facilities for local and regional populations*
- *support the development of the Principal Public Transport Network."*

Melbourne 2030 states that "*Continued development at Principal Activity Centres provides scope to accommodate ongoing investment and change in retail, office, service and residential markets.*" It also notes that "*The size and/or location of Principal Activity Centres mean they have an especially important role to play as a focus for community activity, services and investment.*" And "*Each Principal Activity Centre can serve as a focus for a range of government and community facilities and services. Those that developed as town centres need to have their growth carefully managed, in order to achieve more sustainable transport and to give nearby residents access to many of the benefits at present enjoyed only by residents of inner suburban areas.*"

In relation to implementation, Melbourne 2030 states that "*renewed planning of existing activity centres should emphasise implementing policies for clustering higher-density housing in and around centres, and improving local and regional public transport.*"

'Accordingly, to encourage development within centres, local councils will be encouraged to review the purpose and function of individual centres and to revise local planning policies to ensure consistency with Melbourne 2030. Detailed structure planning can help with this process. Structure planning should:

- *set the strategic framework for the use and development of land in and around the centre and give clear direction to investors about preferred locations for investment*
- *support the role and function of the centre given its classification, the policies for housing intensification, and development of the public transport network*

- *show the scale and direction of development needed to reflect the needs of the community, now and in the future*
- *reflect the Strategy's performance criteria"*

"Each centre should be assessed against standard performance criteria ... before developing detailed planning responses. [Refer to Appendix C.] Councils should identify the boundaries of each centre, or where necessary refine them, in order to provide for new and expanded activity so as to reduce the need for out-of-centre development. In some cases, this will involve change to the urban form of the centre."

Melbourne 2030 Implementation Plan 4—Activity Centres—provides further guidance on the development of new plans for activity centres. Among other things, it sets out the scope of activity centre structure plans.

This is supported by the General Practice Note on Structure Planning for Activity Centres, which sets out the aims and process for structure planning in more detail, and by the Activity Centre Design Guidelines, which provide further guidance on the design of activity centres.

1.2.2 Linking Melbourne: Metropolitan Transport Plan

Linking Melbourne: Metropolitan Transport Plan released by the Victorian Government in late 2004 sets the direction for the development of all transport modes in Melbourne for the next 10 years. The Metropolitan Transport Plan aims to coordinate the development of all transport modes to produce a coordinated transport system in Melbourne.

The key principles of the Metropolitan Transport Plan are to:

- Provide better access to activity centre and job opportunities, via alternative modes;
- Make better use of existing assets – arterial roads and public transport networks;
- Improve access for freight and commercial traffic throughout the metropolitan area – with effective links to the port precinct and to regional Victoria;
- Recognise the importance of non-motorised travel modes;

- Promote greater use of public transport and develop better public transport options;
- Improve safety for all users of all modes; and
- Provide information to enable better travel choices to be made.

There are four fundamental strategy areas contained in this Plan including:

- A safer transport system;
- Managing congestion: strategies for inner and established suburbs;
- Managing metropolitan growth: strategies for outer areas; and
- Support economic growth by improving the efficiency of freight and commercial.

From these four overall strategy areas the strategies and priority actions that need to be achieved within Preston Central include:

Strategy 1.1 Reducing road deaths and serious injuries,
 Strategy 1.2 Improving safety and access for pedestrians and cyclists,
 Strategy 1.3 Providing safer and better access to public transport,
 Strategy 2.1 Improving the reliability and flow of road-based public transport,
 Strategy 2.2 Making existing roads operate better,
 Strategy 2.3 Improving service coordination, integration and customer interface,
 Strategy 2.4 Promoting sustainable travel through better demand management, and
 Strategy 3.2 Increasing access via public transport in middle and outer areas - including rolling out the smart bus network.

Priority Actions in the Plan that will also directly affect Preston Central include.

- "Scope and deliver a further five-year modal interchange upgrade program" (p.32).
- "Complete the Red Orbital SmartBus route, including the committed Warrigal Road (Mordialloc to Box Hill) section, and extend to Northland Shopping Centre and then through the northern and western suburbs to Altona" (p.46).

1.3 COUNCIL PLAN AND LOCAL POLICY

1.3.1 City of Darebin Council Plan 2005 – 2009

Darebin's Council Plan provides a Statement of Intent for 2005 – 2009, and sets out the strategic objectives of the Darebin City Council for the next three years. It provides the following commitments in relation to the local environment, urban amenity, community well-being, sustainable development and economic prosperity.

A Sustainable City:

The City of Darebin will ensure that the delivery of our programs and services has a positive impact on the local environment, and we will foster sustainable behaviour in both our organisation and the community. We will maintain high quality local neighbourhoods, including an extensive network of local parks, waterways and public open spaces.

Key commitments include:

- We will foster environmentally sustainable behaviour in the community and achieve a reduction in community consumption of energy and water;
- We will maintain high standards of urban amenity in our community through the design and management of public spaces and streetscapes;
- We will plan for the growing population and changing demographics of Darebin and promote the development of housing in identified activity centres and major transport corridors;
- We will address demand for changes to Darebin's neighbourhoods through place management projects and strategic planning policies underpinned by sound research and community consultation;
- We will protect Darebin's urban amenity in sensitive neighbourhoods through heritage controls, urban character studies and planning and building controls;

- We will encourage the use of alternatives to the motor vehicle such as walking, cycling and public transport, and we will advocate for the development of services and infrastructure to support this change;
- We will address Darebin's high levels of transport and parking demand to balance the needs of motorists, businesses and residents through the implementation of policies, traffic control and urban design treatments.

A Vibrant City:

The City of Darebin will ensure a dynamic active community through the provision of a wide range of cultural, recreational and artistic opportunities. We will put in place a strategic framework that manages the development of Darebin and maximises its potential for current and future communities.

Key commitments include:

- We will provide a wide range of quality cultural and recreational programs and facilities that are designed to meet the specific needs of Darebin's communities;
- We will retain an extensive network of public spaces that provides a diversity of recreational experiences and caters for the varied needs of our community;
- We will celebrate the contribution that Darebin's diversity brings to our neighbourhoods, and seek to nurture new and emerging communities as part of our city's diverse mix;
- We will acknowledge the role of local businesses in Darebin's communities and work with them to foster economic prosperity, local employment and active retail, commercial and industrial precincts.

1.3.2 Darebin Planning Scheme

The Darebin Municipal Strategic Statement (MSS) expresses the key strategic planning, land use and development objectives for the City, and the strategies and actions for achieving those objectives. The MSS provides the rationale for the application of the zones, overlays, local policies and particular provisions in the Darebin Planning Scheme.

Key MSS references that are of relevance to Preston Central include:

- Encouraging new core retail, business, employment, community and leisure facilities and higher density housing in and around the Preston Central Activity sCentre. The Preston Central Activity Centre attracts retailers and customers from a regional catchment, and the Preston Market plays a sub-regional role for fresh food and vegetables.
- Ensuring that land use and development is integrated with transport infrastructure so that activity centres are well served by public transport, have safe and pleasant pedestrian and cycle access, and use of the car is minimised.
- Requiring a high quality standard of design for new development and redevelopment within activity centres.
- Incorporating residential development in and around the activity centre.
- Strengthening the role of designated activity centres by focusing primary retail development at ground floor level with housing above.
- Revitalising the inter-modal areas between the designated activity centres by encouraging offices and showrooms at ground floor level with housing above.

1.3.3 Local Planning Policies and Strategies

Darebin City Council has taken a proactive approach to improving Preston Central over many years. This Structure Plan builds on a number of recent studies about Preston Central undertaken by and for Council, including:

- Preston Central Strategic Implementation Plan (Planning by Design, 2003)
- Preston Central Vision 2006 (Planning by Design & City of Darebin, 2001)
- Preston Parking and Access Strategy (Turnbull Fenner, 2001)
- High Street Preston Opportunities and Future Directions (Planning by Design, 1999)

The Structure Plan is also informed by a number of other studies with a broader scope, including:

- High Street Urban Design Framework and Precinct Guidelines (David Lock Associates & Planisphere, 2002)
- Darebin Retail Activity Centres Strategy (Essential Economics et al, 2003)
- High Street Transport Management Plan (PBAI Australia & David Lock Associates, ongoing)
- Public Transport Integration Study (PBAI Australia, 2000)
- Darebin TravelSmart Communities (Socialdata, ongoing)
- Going Places, the Darebin Integrated Travel Plan (PBAI Australia & David Lock Associates, 2001)
- Safer Cycling and Walking (Bicycle Victoria, 2004)
- Darebin Integrated Housing Strategy (City of Darebin, 2002)
- Industrial Land Use Strategy (Essential Economics, 2001)
- City of Darebin Urban Character Study (Planisphere, 1989 (formerly Mike Scott and Associates et al)) and 2006 review.

Other work that has informed the Structure Plan includes feasibility studies commissioned by Council into the development of:

- a link between Preston Market and High Street,
- a new parking facility in Preston Central, and
- an Intercultural Centre for Preston Central.

In addition to the above studies, Council has:

- facilitated the establishment of the Preston Business Association;
- appointed a Preston Central Place Manager, dedicated to the positive development and management of the centre;
- developed and implemented new banners, signage and promotional material for the centre;
- implemented the first stage of the High Street Transport Management Plan—a treed central median in High Street, Preston;
- commenced discussions with the new owner of Preston Market, with the aim of forming a partnership approach to its development; and
- successfully applied to the Victorian Government for \$320,000 in *Pride of Place* funding and \$155,000 from Urban Programs funding, to be matched by Council, for a range of urban improvements in the centre.

All of this work has been influential in retaining and expanding activities and attracting new investment to the centre.

1.4 HOW THE STRUCTURE PLAN WILL BE USED

The Objectives, Strategies, Policy Directions and Key Opportunities presented in the Structure Plan and Precinct Initiatives will be incorporated in the Local Planning Policy Framework and Planning Provisions of the Darebin Planning Scheme. This will require an amendment to the planning scheme, and will be a separate process from this Structure Plan.

The Structure Plan will be used by:

- Council as a reference document to assist in determining the suitability of development proposals and applications for planning approval in the Preston Central Structure Plan area.
- Developers to assist them in the preparation of detailed plans for development sites.
- The community and interest groups in establishing the vision and strategic direction of the Preston Central Principal Activity Centre.
- State and Local government in determining annual budget allocations for projects identified in the Preston Central Implementation Strategy.

1.5 HOW THE STRUCTURE PLAN WAS DEVELOPED

As noted above, the Structure Plan builds on a number of recent studies of Preston Central and the broader area. However, it has also involved some primary research, including:

- a comprehensive audit of the physical conditions in and surrounding the Structure Plan area; and
- public consultation to identify the community's concerns and aspirations with regard to the centre.

A review of the Preston property market was also commissioned to inform the Structure Plan.

Early concepts were developed through a series of workshops with a Technical Working Group, consisting of key officers of Council and the DSE. A number of focus groups were also established to provide input into the Structure Plan, including:

- a Community Working Group, consisting of representatives of residents and community groups, traders and major land owners;
- a Transport Focus Group, consisting of representatives of all the relevant transport agencies; and
- a Property Development Focus Group, consisting of representatives of the development community.

In addition:

- a series of discussions were held with key stakeholders, such as local clubs and groups, traders, police, Melbourne Waters and owners of significant properties—particularly the owners of Preston Market; and
- advice was sought from the DSE, DOI, VicRoads, VicTrack and VicUrban regarding the implementation of the proposed initiatives.

Appendix A provides more detail of the process by which the Structure Plan was developed.

1.6 HOW THE STRUCTURE PLAN IS ORGANISED

The Structure Plan is organised in six parts:

Part 1 Introduction: Setting the Scene (this chapter)

Part 2 Vision and Strategic Objectives for Preston Central

Part 2 sets out the **Vision**, and six overarching **Themes** that will transform the built form and function of the Preston Central Principal Activity Centre. Each theme is supported by **Objectives**, **Strategies** and **Policy Directions**. The six themes are:

1. An expanded role & activity mix
2. A unique cultural identity
3. An accessible place
4. A high quality environment
5. A people place
6. An integrated place

Part 3 The Structure Plan

Part 3 explores the six themes outlined above in further detail, and incorporates the **Policy Basis** and **Strategic Aspirations** underpinning each theme.

It also examines the **Key Opportunities** for the implementation of the Structure Plan.

The strategic aspirations and opportunities should be interpreted with the graphic illustrations which accompany the themes.

The overall directions are supported by a **Structure Plan** which illustrates the preferred future character of Preston Central; and an indicative plan which illustrates the **possible future form** of the Principal Activity Centre.

Part 4 The Precincts: Detailed Initiatives

Part 4 of the Structure Plan identifies the **Vision** and **Preferred Future Role and Character** of each of the **Precincts** within the Structure Plan area. Each precinct is supported by the following information.

- **Location map**
- **Existing role and character**
- **A Vision** for the precinct's **preferred future role and character**
- **Strategies / Goals** that underpin and achieve the vision for the precinct
- **Precinct Specific Policies** for the development of each precinct
- **Key Opportunities and Initiatives** to implement the Structure Plan
- **An Urban Design Framework** with development principles and design guidelines (where appropriate).

The key opportunities, initiatives, and urban design framework should be interpreted with the **graphic illustrations** which accompany the precincts.

Part 5 Summary: Pivotal Projects

Part 5 identifies the projects that will be pivotal to the realisation of a successful activity centre.

Part 6 Urban Design Guidelines: Quality Standards

Part 6 sets out general urban design guidelines for the design of new buildings and the detailed design and management of public realm.

Implementation Strategy: Making it Happen

The implementation strategy for the Structure Plan is provided in a separate report. This sets out proposed implementation mechanisms in the following categories:

1. Planning framework
2. Public transport improvements
3. Public realm improvements
4. Public development
5. Social infrastructure
6. Environmental initiatives
7. Private development facilitation
8. Town centre management
9. Further investigations
10. Monitoring

The Implementation Strategy concludes with a summary of the implementation mechanisms in the form of an **Action Plan**. This includes the identification of priorities and timelines, resources and potential funding sources, and responsibilities.

Appendices

Further detail is encompassed in the following appendices:

- Appendix A* *How the Structure Plan was developed*
- Appendix B* *Urban Context Report*
- Appendix C* *Melbourne 2030 Performance Criteria*
- Appendix D* *2004 City of Darebin Preston Central Survey*
- Appendix E* *Background Issues and Supplementary Policy Basis*
- Appendix F* *Preston Central Retail and Commercial Assessment*

2 Vision and Strategic Objectives for Preston Central

This part of the Structure Plan sets out the overall vision and strategic objectives for Preston Central.

2.1 VISION

A vision has been developed to express Council's overall agenda for the development of Preston Central. It builds on the current role of the centre and seeks to enhance that role by capitalising on the centre's strengths and competitive advantages. In particular, it recognises the conclusion reached by the Darebin Activity Centres Strategy that:

*"Preston Central is expected to continue to operate as an important activity centre serving the northern parts of Darebin and the wider region, with a key role in the provision of community and civic functions, and opportunities to expand the commercial office and residential activities in the precinct."*²

The vision and objectives for Preston Central are consistent with *Melbourne 2030*. They reflect the long term strategies of Darebin City Council, take into account the needs and aspirations of key stakeholders, property owners and the community; and are to be achieved over a 24 year period although many outcomes will be realised in the shorter term.

The vision is focused on serving the needs of local people and seeks to ensure that Preston Central remains a centre for civic life, shopping, working, education and recreation. It also anticipates change to become a more vibrant and pedestrian-friendly place with better access to public transport and a much richer mix of shops, cafes, restaurants and small businesses. Perhaps most importantly, it envisages the introduction of a significant number of new homes in the centre. This will meet the local demand for housing—and particularly for smaller housing types and a more urban lifestyle—without detracting from the character and amenity of existing residential neighbourhoods. It will also enable more people to live close to job opportunities, shops and services, and support local businesses.

The vision for Preston Central is that:

Preston Central will strengthen its role as the main focus of community activity, independent shops and government and business services for the northern suburbs of Melbourne. At the same time, it will become more socially inclusive, economically prosperous and environmentally sustainable. This will be achieved by intensifying and broadening its mix of activities, enhancing its accessibility and physical environment, and demanding environmentally-responsive buildings, while maintaining its traditional street-based form and articulating and celebrating its diverse culture and character.

² City of Darebin Activity Centres Strategy Background Report (Essential Economics et al, 2003).

2.2 THEMES AND STRATEGIC OBJECTIVES

The Structure Plan is underpinned by six overarching themes. Each theme is supported by, and achieved through, the following strategic objectives. Each strategic objective consists of strategies and policies, and is further elaborated on with a policy basis, challenges and opportunities in Section 3 of this Structure Plan.

Theme	Strategic Objectives
1. An expanded role and activity mix	To support and promote Preston Central as a major integrated sustainable centre of economic, social, community, civic and residential activity for Darebin and the northern region of Melbourne.
2. A unique cultural identity	To recognise and include Darebin's indigenous, diverse and multicultural community.
3. An accessible place	To provide integrated, safe and convenient access to and circulation within Preston Central, with priority for walking, cycling and public transport.
4. A high quality environment	To ensure an attractive physical form, scale and character that expresses the role and function of Preston Central and strongly encourages positive outcomes for the natural environment.
5. A people place	To provide additional social infrastructure including passive and active open space that is accessible and reflects community needs.
6. An integrated place	To encourage and improve the integration and appropriate positioning of activities, services and facilities in Preston Central.

3 The Structure Plan

This section details the strategies and policies that are central to achieving the vision and strategic objectives of the Structure Plan, to transform the shape, built form and function of the Preston Central Principal Activity Centre, in accordance with the directions of Melbourne 2030.

The strategic directions are grouped by **Theme**, and provide:

- The **Policy Basis** underpinning the strategic aspirations of each theme.
- The overarching **Objectives** developed from earlier work undertaken as part of *Preston Central Vision 2006*³.
- More specific **Strategies** against which proposals should be assessed.
- General **Policies** that provide direction regarding desired land use and development outcomes.
- Key **Opportunities** for the implementation of the Structure Plan.

The strategic directions should be interpreted with:

- the **graphic illustrations** which accompany the key opportunities and initiatives in each theme;
- the overall **Structure Plan** presented in Figure 3.7 (on page 97) which illustrates the preferred future character of Preston Central;
- the indicative plan which illustrates the **possible future form** of Preston Central (Figure 3.7.1).

³ Planning by Design & City of Darebin, 2001

3.1 THEME 1—AN EXPANDED ROLE AND ACTIVITY MIX

Policy basis: the challenge

Preston Central currently has a role as a sub-regional convenience centre—with a focus on fresh food and discount goods—and as a regional centre for community and government services, and tertiary education. This role is expected to continue, and be reinforced by an expanded role in non-food specialty shopping, entertainment, commercial office activity and residential accommodation, in line with *Melbourne 2030*⁴. (A recent survey of visitors to the centre indicates that the additional facilities or services most wanted by them are entertainment venues and bars, cafes and restaurants, music/ DVD shops and bookshops⁵).

Preston Central's current activity mix can be reinforced by:

- Ensuring that the convenience shopping anchors remain and are improved. These include Preston Market and the three supermarkets.
- Ensuring that High St remains a viable shopping strip.
- Ensuring that the government and community services remain in the long term and are increased, if possible. Existing uses (not all of which may necessarily be retained in the long-term) include Council's main offices, Preston Library, Preston Police Station, the Northern Region Migrant Resource Centre, Department of Human Services, Centrelink, the Maternal and Child Health Centre, Neighbourhood House and Day Nursery.

There are also substantial opportunities for new development to expand its non-food specialty shopping, commercial office and residential activity—particularly the 'arc of opportunity' cradling the western part of the centre. These are shown in Figure 3.1.1. It is critical that higher density, multi-level development occurs at these and other development opportunities. Under-development will seriously detract from the potential for Preston Central to achieve *Melbourne 2030*'s goals for concentrating growth in activity centres.

It should be noted that significant areas of Preston Central are covered by a Special Building Overlay (SBO) in the Planning Scheme due to flooding. All development in the area covered by the SBO must be referred to Melbourne Water for approval.

The property market review undertaken to inform this Structure Plan indicates that retail and residential are the most likely uses for new development in the short to medium term, while office development may be viable in the longer term⁶. Further, anecdotal evidence suggests that land values have now reached the point where locating parking in above-ground structures is viable, freeing up substantial tracts of at-grade car parking for development. However, in order to meet the desired future role for the centre, the following factors need to be addressed.

⁴ City of Darebin Activity Centres Strategy Background Report (Essential Economics et al, 2003)

⁵ 2004 City of Darebin Preston Central Survey (Metropolis, 2004)

⁶ Refer to Economic Context section of Appendix B.

i. Retail:

The population of Preston is predicted to increase in accordance with Melbourne 2030 population forecasts. Additional retail floorspace in Preston Central is therefore considered appropriate. Anecdotally, retail demand is already growing. Analysis undertaken as part of the Darebin Activity Centres Strategy also indicates support for an increased non-food specialty shopping role⁷. However, in order to expand its non-food specialty shopping role:

- A non-food 'anchor' may be required. This may be provided by a DDS (discount department store, for which there is perceived to be clear demand), more coordinated non-food market stalls open more of the week, or DFOs (direct factory outlets)— although these uses would need to be fully integrated with the rest of the centre to ensure that they benefit the other shops.
- The perceived lack of parking needs to be addressed⁸.
- The Market needs to be open more days in the week. (Its current closure 3½ days a week not only significantly reduces the centre's patronage on those days, but also creates a poor image.)
- There needs to be good connections between the Market and High Street to encourage shoppers to move between the precincts.

⁷ City of Darebin Activity Centres Strategy Background Report (Essential Economics et al, 2003).

⁸ The ease of parking was the aspect of Preston Central rated lowest by visitors to the centre in the 2004 City of Darebin Preston Central Survey (Metropolis, 2004), while improved provision of car parking was the improvement mentioned most.

ii. Entertainment:

There is potential for that part of High Street at the heart of the centre—between Murray Road and Cramer/ Gower Streets—to become a more vibrant café and restaurant strip. The relative lack of such restaurant precincts in Melbourne's northern suburbs means that this could draw patrons from a wide area. In order for this to happen:

- The potential for outdoor dining needs to be provided. This requires localised footpath widenings, currently prevented by clearways.
- The attractiveness of the street environment for outdoor dining needs to be improved. This requires a reduction in truck traffic, currently encouraged by High Street's designation as an over dimensional (OD) route.

General observations indicate that there has been an overall improvement in the pedestrian and streetscape environment on High Street and Gower Street, and a reduction in the volume of truck and car volumes using High Street, following the introduction of the treed medians and the current speed limits.

iii. Office:

In order to attract commercial office developments and tenants:

- The perception by the broader Melbourne market of the centre as not being an office location (despite its relatively large amount of office space) needs to be changed. This requires the identification and promotion of key development sites and their characteristics that will help attract office tenants. Such characteristics include high visibility, direct access to major roads and public transport, proximity to emerging high quality residential neighbourhoods (eg. Springthorpe and The Junction), and retail, financial, entertainment and legal services and facilities, and fine views of central Melbourne. Preston City Oval may also provide a key attractor for sites on Mary Street and the north side of Cramer Street.

- A major government department may be required to act as catalyst for further significant commercial office activity, given the lack of recognition of the location by the private property development market. (It could act as the major tenant needed to justify a development, leaving the remaining space to be taken up by small professional businesses, potentially in strata titled or serviced offices.)
- The centre needs to be promoted locally as a good location for small to medium enterprises. This requires the creation of reasonably high quality, small to medium office spaces—potentially through the development of office space above new and existing shops—the provision of business support services and development of a business attraction program which encourages the location of small and medium business enterprises into Preston Central and targets a major office tenant for the area.
- The right mix of ‘urban lifestyle’ ingredients must be provided—such as convenience shops; entertainment venues such as cafes, restaurants, bars and clubs; leisure retail outlets such as bookshops and art galleries; and recreation facilities such as a fitness centre, tennis courts and parks—to attract people to want to live an ‘urban’ lifestyle in Preston and compensate for the lack of private open space associated with that style of living. Preston City Oval may also provide a key attractor for sites on Mary Street and the north side of Cramer Street. (A recent survey of Preston Central residents indicates that the five additional facilities or services most wanted by them include entertainment venues and bars, cafes and restaurants, music/ DVD shops and bookshops⁹)

There is very little medium-density housing surrounding the centre. Some small pockets do exist of medium density housing near to the centre but these are of little value and inconsistent character, which may be redeveloped at higher densities. Other areas of some character can accommodate an increase in density without detriment.

A total of 2500-3000 new dwellings could be provided should all of the key development opportunities in Preston Central be taken up.

iv. Residential:

A 3 storey apartment building was recently constructed on St Georges Road and permits have been issued for other multi-level residential developments. However, the market is currently ‘softening’, and the ‘Junction’ area just south of the centre is absorbing much of the demand for apartments, resulting in a number of properties in Preston Central with permits for multi-dwelling development that have not been acted upon. Significant renewed demand for apartments may be some years in coming. However, in order to encourage such development when the next ‘cycle’ arrives:

- The niche markets for such forms of housing need to be identified and targeted. Anecdotally, there is strong demand for elderly person’s housing in the area. There is also a need for single-bedroom, affordable bedsit accommodation. This is supported by the Darebin Integrated Housing Strategy (2002).

⁹ 2004 City of Darebin Preston Central Survey (Metropolis, 2004)

Strategies and Policies

The following table sets out the overarching objective, strategies and policies in relation to Preston Central's expanded role and activity mix.

An Expanded Role and Activity Mix

Objective	Strategies	Policies
<p>To support and promote Preston Central as a major integrated sustainable centre of economic, social, community, civic, and residential activity for Darebin and the northern region of Melbourne</p>	<p>S1.1 Retain and enhance current key attractors.</p> <p>S1.2 Increase the amount of retail, office, entertainment, community and civic activity.</p> <p>S1.3 Encourage more residential development – particularly that which contributes to housing choice within Darebin.</p>	<p>P1.1 Retail, office, entertainment, community and civic development suitable for activity centres will be encouraged to locate within Preston Central, and discouraged from locating outside activity centres.</p> <p>P1.2 Preston Market and the 'affordable' character of the centre's retail outlets will be retained.</p> <p>P1.3 Preston Central's role as the civic heart of Darebin will be maintained by retaining Darebin Council—including its main service centre—the library and police station as 'anchor tenants'.</p> <p>P1.4 The density and range of activities within Preston Central will be increased, with particular reference to a stronger retail mix, a broader range of entertainment activities—particularly cafes and restaurants with opportunities for outdoor dining—more office space—particularly for small to medium enterprises—better community facilities, a broader range of housing, and more and better public open spaces.</p> <p>P1.5 Government and community services that service the local community and the northern suburbs of Melbourne will be encouraged to locate in Preston Central.</p> <p>P1.6 Mixed-use development will be encouraged while minimising conflict between incompatible uses.</p>

		Policies (cont'd)
		<p>P1.7 Residential development that contributes to housing choice within Darebin—particularly in relation to single bedroom dwellings, older person's housing, housing for people with disabilities and low cost housing—will be encouraged.</p> <p>P1.8 The Preston Business Association will be supported.</p> <p>P1.9 Council will establish a monitoring framework which establishes baseline data for the development of Preston Central and sets targets and / or indicators as follows:</p> <ul style="list-style-type: none"> • Development activity • Quality of retail, office and industrial floor space • Economic activity • Business mix and activity.

Opportunities

The following table and illustration set out the key opportunities in relation to an expanded role and activity mix at Preston Central.

An Expanded Role and Activity Mix

Policy Reference	Key Opportunities	Further Detail
P1.1	<ul style="list-style-type: none"> Potential development of vacant and underutilised land – particularly in the Market, Western Gateway, Mary Street, Civic and Southern Gateway Precincts. 	Refer to Sections 4.1, 4.3-4.4 and 4.9-4.10
P1.2	<ul style="list-style-type: none"> Redevelopment of at grade parking on Preston Central and Safeway sites, and redevelopment of existing single storey and industrial buildings for retail space at ground floor with offices, apartments, and / or car parking at upper levels 	Refer to Section 4.3
P1.3	<ul style="list-style-type: none"> The redevelopment of Council's buildings as Council office space, or civic, or community facility 	Refer to Section 4.1
P1.4	<ul style="list-style-type: none"> Potential development of vacant and underutilised land—particularly in the Civic, Market¹⁰, Mary Street, Southern Gateway and Western Gateway precincts Promotion of High Street between Cramer/ Gower Streets and Murray Road as entertainment precinct Potential provision for outdoor dining on High Street 	Refer to Sections 4.1, 4.3-4.4 & 4.9-4.10 Refer to Section 4.2 Refer to Section 4.2
P1.5	<ul style="list-style-type: none"> Potential development of vacant and underutilised land—particularly in the Civic precinct 	Refer to Section 4.1
P1.7	<ul style="list-style-type: none"> Potential development of vacant and underutilised land—particularly in part of the Civic and the Market¹¹, Mary Street, Southern Gateway and Western Gateway precincts Potential redevelopment of commercial properties incorporating residential accommodation at upper levels—particularly in the High Street Central, Market and High Street South precincts Application of objectives in relation to affordable, accessible and diverse housing when considering applications for residential developments Potential redevelopment of surrounding housing at higher densities 	Refer to Sections 4.1, 4.3-4.4 & 4.9-4.10 Refer to Sections 4.2-4.3 and 4.6 Refer to Council's Integrated Housing Strategy Refer to Sections 4.11-17

¹⁰ It should be noted that flooding presents a potentially significant constraint on development in this area.

¹¹ It should be noted that flooding presents a potentially significant constraint on development in this area.

Figure 3.1.1 - Key Development Opportunities



3.2 THEME 2 – AN UNIQUE CULTURAL IDENTITY

Policy basis: the challenge

The Preston Central community is culturally highly diverse, containing over fifty ethnic groups and cultures. In 2001, 37% of Preston's population was born overseas, representing an increase of 5.5% in the last twenty years. The countries from which the community comes are also changing: today there are 888 more Arabic speakers and 1,694 more Chinese language speakers in the Preston SLA than there were 10 years ago. The number of Italian speakers has declined by 2,844 in the same time.

0.9% of Preston's population are Aborigines or Torres Strait Islanders¹².

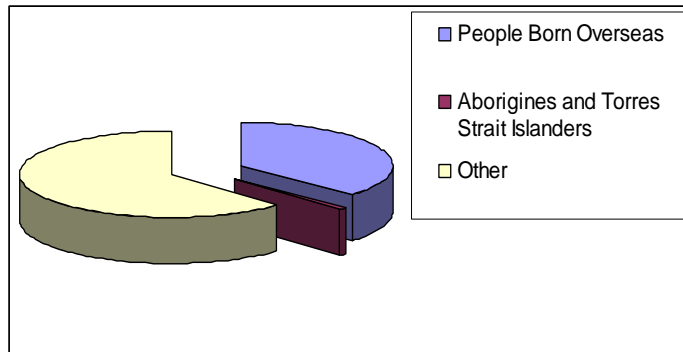


Figure 3.2.1: Cultural diversity

The Northern Region Migrant Resource Centre, Preston Market and a number of popular meeting places also draw people from a wide variety of cultural backgrounds to Preston Central, while the Aboriginal Advancement League is also located close by in Thornbury.

This gives Preston Central a unique identity, setting it apart from its competitors and attracting people to visit and live in the area. However, there is a risk that this cultural diversity could be lost through the process of gentrification. Therefore, strategies are required to maintain, reinforce and celebrate this characteristic. Principally, these include:

- ensuring adequate provision of appropriate community services;
- maintaining the attractors to people from a wide variety of cultural backgrounds; and
- expressing the various cultural identities in the public realm.

¹² Census of Population and Housing (ABS, 2001)

Strategies and Policies

The following table sets out the overarching objective, strategies and policies in relation to cultural distinctiveness within Preston Central.

An Unique Cultural Identity

Objective	Strategies	Policies
<p>To recognise and include Darebin's indigenous, diverse and multicultural community.</p>	<p>S2.1 Make appropriate provision of community services to meet the needs of Preston's existing and emerging communities.</p> <p>S2.2 Celebrate Darebin's local culture.</p>	<p>P2.1 The provision of community services for Preston's communities—particularly older people, younger families, different cultural groups, low income earners and people who have recently arrived in Australia—will be regularly reviewed.</p> <p>P2.2 Cultural themes will be incorporated into the detailed design of the public realm in a culturally appropriate way.</p> <p>P2.3 Cultural festivals will be facilitated and promoted within Preston Central.</p> <p>P2.4 Inappropriate use of cultural symbols will be avoided. (While the visual motifs found in various cultures can provide attractive themes for the design of the public realm, it is important that they are used appropriately in respect for that culture.)</p> <p>P2.5 Ethnically-based economic diversity will be encouraged.</p>

Opportunities

The following table sets out the key opportunities in relation to cultural distinctiveness within Preston Central

An unique cultural identity

Policy Reference	Key Opportunities	Further Detail
P2.1	<ul style="list-style-type: none"> Planned development of Intercultural Centre Support for other community service providers within the centre, such as Preston Neighbourhood House and Northern Region Migrant Resource Centre 	Refer to Section 4.1
P2.2	<ul style="list-style-type: none"> Refurbishment of Town Hall forecourt and upgrade of open spaces around Library Development of new Station Square Improvements to Preston City Oval Streetscape upgrades to High Street, Murray Road and Cramer Street 	Refer to Section 4.1 Refer to Section 4.3 Refer to Section 4.5 Refer to Sections 4.2-4.3
P2.4	<ul style="list-style-type: none"> Fostering of closer relations with Darebin Arts and building of relationships between Council and various cultural groups 	
P2.5	<ul style="list-style-type: none"> Promotion of High Street between Cramer/ Gower Streets and Murray Road as entertainment precinct Potential provision for outdoor dining on High Street 	Refer to Section 4.2 Refer to Section 4.2

3.3 THEME 3 - AN ACCESSIBLE PLACE

3.3.1 Public Transport

Policy basis: the challenge

Public transport-oriented places rely on public transport offering an attractive alternative to the car. This involves a range of factors, from a well-designed and high quality service that meets people's needs to effectively marketing those services and facilities to people that are likely to use them.

The ease of access to and circulation within an activity centre is a critical factor in attracting visitors, businesses and residents. In terms of access, the attractiveness of walking, cycling and public transport is critical in encouraging people to use these more sustainable modes of travel and providing access for those who are unable or unwilling to drive. Once there, the centre must offer a really good place to walk; even those who arrive by public transport, bicycle or car become pedestrians for the final part of their journey and often walk between different destinations. Pedestrians are also the 'lifeblood' of an activity centre, creating the opportunity for the exchange of goods, services and ideas.

Existing Conditions

Preston Central is served by the Epping rail line, bus services along Murray Road and High Street and taxis. Preston Station is a 'premium' station, and the Murray Road bus route is planned to become the 'Red Orbital' SmartBus service, bringing improvements in service level, vehicles, stop infrastructure and information. Buses currently travel along High Street at 15 minutes intervals through weekdays. Tram route 86 also passes close to the centre on Plenty Road.

According to recent surveys, public transport is used by 14% of visitors to the centre¹³, but only 5% of traders and their staff¹⁴.

¹³ 2004 City of Darebin Preston Central Survey (Metropolis Research, 2004).

Improvement to the current public transport infrastructure is required to support the vision for Preston Central, and to encourage increased public transport usage.

Public transport weaknesses include:

- The station (especially the northbound platform) is not well-integrated with the activity centre.
- Access to the station is poor—particularly the path on the west side and the lack of a connection from one side to the other.
- There is no specific provision for bus-rail interchange.
- There is no formal taxi rank at the station.
- The station presents a poor image.
- There is no direct disabled access from the southbound platform to the Market
- Station parking is heavily used by market traders and customers.

Further, whilst Preston Station enjoys an excellent location close to the heart of the centre and within a short walk of High Street—ideal conditions for a public transport-oriented activity centre, there is an impression by those passing through that the station is, at best, disappointing. Passengers are met by a view of the 'back-side' of the Market and a 'sea' of parked cars.

The taxi rank is located in Gower Street just east of High Street. While this location is relatively central to the activity centre, it is not convenient for rail passengers or supermarket customers and is separated from a number of local destinations including Preston Market.

¹⁴ Preston Traders Staff Survey Report (TravelSmart, 2002)

Strategic Aspirations

Figure 3.3.1 identifies opportunities for transport interchange improvements, so as to transform the station area into a focal point, and better integrate, support and intensify development activity at Preston Central. Key features include:

- A redeveloped station with footbridge linking north and southbound platforms.
- A heavily traffic-calmed north-south road ('Station Avenue') between Murray Road and Cramer Street in VicTrack land adjacent to station (noting that sufficient reserve width must be protected for the potential triplication of the rail line).
- 'Red Orbital' SmartBus running along Station Avenue with stops immediately outside the station entrance and high quality pedestrian linkages to both rail services and High Street.
- Taxis, parking for people with disabilities, passenger drop-off, potential community bus stops, etc, incorporated into a new plaza in front of the station ('Station Square').
- Improved pedestrian path overlooked by new development alongside rail line on western side.

The success of the proposed interchange also relies on:

- pedestrian access through to High Street; and
- activation of the station area by providing active retail, commercial and residential uses overlooking the new "Station Square"

The advantages of the preferred transport interchange are:

- Excellent connection between rail services and 'Red Orbital' SmartBus service through an integrated interchange.
- New road to east of rail line offers active development frontage and good station access.

- Enhanced relationship between station, taxis and parking for people with disabilities.
- Improved linkage between the station, Market and High Street.
- High Street bus services are not diverted

Furthermore, the proposed transport interchange and surrounding development proposals would transform the station area into an impressive focal point of arrival—one in keeping with its importance as a gateway to a public transport-oriented Principal Activity Centre. Such a focal point would significantly improve first impressions and set new standards and expectations for development and initiatives elsewhere in the centre.

To support the increased activity within Preston Central, and in particular recognising a growing residential component and a desire to develop activities after hours and at weekends (cafes, restaurants) there is a need to effect changes to public transport service patterns. While Preston Central tends to enjoy relatively good public transport services during weekdays, service frequency is notably reduced in the evenings and at weekends. The introduction of SmartBus which is intended to operate in the evening and at weekends will assist but there are still improvements in other bus services needed.

Service frequencies of 10 minutes or less reduce the need for passengers to use timetables as wait times are never more than the 10 minutes between services. Increased service frequencies facilitate modal interchange by minimising wait times and increasing passenger confidence in connecting services.

High Street Bus services can be improved by introducing 'bus boarders', as proposed by the High Street Transport Management Plan. These reduce delays for buses and enhance passenger access—particularly for those with mobility difficulties—by allowing low-floor vehicles to pull up to the kerb. The introduction of bus boarders will require the removal of the clearways on High Street.

Strategies and Policies

The following table sets out the overarching objective, strategies and policies in relation to access and circulation within Preston Central.

An Accessible Place: Public Transport

Objective	Strategies	Policies
<p>To provide integrated, safe and convenient access to and circulation within Preston Central, with priority for walking, cycling, and public transport.</p>	<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport.</p> <p>S3.2 Create a good place to walk.</p> <p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use</p>	<p>P3.1 The profile of and information about public transport services will be enhanced.</p> <p>P3.2 The safety, convenience and comfort of access to both sides of Preston Station for pedestrians, people with disabilities, cyclists, and bus and taxi passengers will be improved.</p> <p>P3.3 The amenity of the station—including access between platforms, information and passenger facilities—will be improved.</p> <p>P3.4 Increased train services will be advocated for—particularly in the evenings and weekends.</p> <p>P3.5 On-road public transport services—buses and Plenty Road trams—will be given greater priority on roads.</p> <p>P3.6 Increased bus services will be advocated for—particularly in the evenings and weekends.</p> <p>P3.7 The amenity of bus stops will be improved—including information and surrounding amenity.</p>

Opportunities

The following table and illustration set out the key opportunities to implement the strategic aspirations for integrated and sustainable access within Preston Central.

An Accessible Place: Public Transport

Policy Reference	Key Opportunities	Further Detail
P3.1 – P3.7	<ul style="list-style-type: none"> • Redeveloped station with footbridge linking north and southbound platforms • Formalisation of the street along the eastern side of the rail line ('Station Avenue') • Introduction of the new 'Red Orbital' SmartBus service routed along Station Avenue • New 'Station Square' incorporating bus stops, taxis, parking for people with disabilities and passenger drop-off and integrated with the Market with active frontages • Improved pedestrian path on western side of railway line • Increased frequency of train and bus services, particularly in the evenings and at weekends. • Streetscape works that give priority to buses and trams • Improved co-ordination of information on public transport availability 	<p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.10</i></p> <p><i>Refer to Section 4.2</i></p>

Figure 3.3.1 Proposed Public Transport Provision



3.3.2 Walking and Cycling

According to recent surveys, 20% of visitors walk to the centre¹⁵, only 6% of traders and their staff walk¹⁶, and only a few visitors, traders or staff cycle to the centre^{17,18}.

Principles

Successful public transport-oriented activity centres rely on people walking to the station, shops, services and jobs. Pedestrian movement also fosters spontaneous social interaction, which reinforces the role of the centre as a key community focal point.

To encourage people to walk and cycle, the street network must offer relatively direct and obvious routes between any two points within the centre, as convoluted routes deter people from walking. These routes must also be inviting, safe and comfortable, and can be achieved by a 'permeable' network. In addition, to encourage cycling, there must be:

- cycle lanes on busier roads;
- appropriately-located short-term cycle storage facilities in retail areas, allowing cyclists to park and secure their bikes close to their destination—a liberal scattering of cycle parking rails maximises convenience for cyclists and helps prevent the use of street furniture and signs to secure parked bikes;
- short- and long-term cycle storage facilities at public transport hubs;

- provision of end-of-trip facilities such as showers; and
- provision for bicycles on public transport vehicles.

Existing Conditions

Within the centre, the structure of the public realm—its regular layout and 'grain' of streets—provides reasonably good pedestrian and cycle accessibility.

The shared path in the central median of St Georges Road, which continues northwards alongside the railway line, provides the main north-south link through Preston in the Principal Bicycle Network (PBN).

The PBN also includes a proposed route along Murray Road. However, this may be difficult to achieve given its role as a main vehicular route and access point to much of the centre. Therefore, the key east-west cycle route through Preston Central is likely to remain Cramer Street and Gower Street. Cycle lanes are already provided along Gower Street between High Street and Chifley Drive, while Cramer Street has the advantage of providing direct access to key land uses including NMIT and Preston City Oval.

However, there are a number of problems with the existing pedestrian and cycle networks including large blocks precluding direct routes (west of High Street between Cramer Street and Murray Road, and east of High Street between Gower Street and Roseberry Avenue), traffic dominated and unsigned routes, few cycle racks, poorly utilised cycle lockers at Preston Station, and perceptions that there is traffic everywhere and pedestrians are subservient to its needs.

¹⁵ 2004 City of Darebin Preston Central Survey (Metropolis Research, 2004).

¹⁶ Preston Traders Staff Survey Report (TravelSmart, 2002)

¹⁷ 2004 City of Darebin Preston Central Survey (Metropolis Research, 2004).

¹⁸ Preston Traders Staff Survey Report (TravelSmart, 2002)

Strategic Aspirations – Walking

Figure 3.3.2 identifies key elements of the pedestrian strategy developed for Preston Central – which takes as its starting point that pedestrians should be able to easily access all parts of the centre. Key features include:

- The enhancement of routes through Preston Market from east to west—between the Preston Station and High Street—and north to south—between Murray Road and Cramer Street.
- The creation of a new pedestrian route from Preston Station to High Street, and then through to Townhall Avenue and the library.
- The investigation of opportunities for a new pedestrian link between Murray Road and Roseberry Avenue.
- The enhancement of the pedestrian path on the western side of the railway line between Murray Road and Cramer Street through new development frontages, shelter, landscaping, coverage and lighting.
- The upgrading of the footpath on the eastern side of the railway line as part of a new street ('Station Avenue').
- The introduction of a signalised pedestrian crossing of High Street midway between Murray Road and Cramer/ Gower Streets, if and when the clearways are removed and when the pedestrian link to the Market is achieved
- Streetscape enhancements to Murray Road to improve its pedestrian amenity—potentially including an extended central median, reduced footpath crossovers, signalised pedestrian crossings at 'Station Avenue' and Mary Street as a result of a need for traffic signals by the new 'Red Orbital' SmartBus route and/or development of the Preston Market and landscaping.
- Streetscape enhancements to Cramer Street to improve its pedestrian amenity—potentially including a central median, reduced footpath crossovers, signalised pedestrian crossings—and trees.

- Streetscape enhancements to Gower Street between High Street and Cooma Street—potentially including a raised and treed central median.
- Greater priority for pedestrians at key intersections—particularly that of High Street and Cramer/ Gower Streets.
- Enhancements to routes to DAEC and NMIT, including signage.
- Removal of the slip lane on the north-east corner of Cramer St and St George's Rd to improve pedestrian safety.

Strategic Aspirations – Cycling

Figure 3.3.3 illustrates the strategies to improve provision for cyclists in Preston Central, which include:

- Provide cycle lanes on Cramer Street, continuing west of St Georges Road, with an easy connection to the cycle path along St Georges Road. The proposed 'Station Avenue' will provide a more direct connection to the railside path north of Murray Road, via a crossing of Murray Road and a shared path on its north side.
- Explore the potential for wide kerbside lanes on Murray Road.
- Prioritisation of high quality cycle environment along Cramer Street as part of upgrading works to provide an alternative, less trafficked east-west route to Murray Road between High St and St Georges Rd.
- Provide a liberal scattering of cycle parking rails in the shopping area—particularly close to quick stop shops such as newsagents and cafes, and community services such as medical centres and the post office.
- Provide cycle storage lockers in at least one central location, with clear signing informing cyclists on how to rent a locker.
- Promote the use of the existing bicycle lockers at Preston Station

Strategies and Policies

The following table sets out the overarching objective, strategies and policies in relation to walking and cycling within Preston Central.

An Accessible Place: Walking and Cycling

Objective	Strategies	Policies
<p>To provide integrated, safe and convenient access to and circulation within Preston Central, with priority for walking, cycling, and public transport.</p>	<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport.</p> <p>S3.2 Create a good place to walk.</p> <p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use</p>	<p>P3.8 A permeable network of east to west and north to south pedestrian routes will be developed that link key attractors and precincts as directly as possible.</p> <p>P3.9 The safety, legibility and convenience of key pedestrian routes will be enhanced.</p> <p>P3.10 Pedestrians will be given greater priority at signalised intersections.</p> <p>P3.11 The Principal Bicycle Network (PBN) will be enhanced by providing an east-west route through the centre connected to the St Georges Road path.</p> <p>P3.12 The provision of well-distributed and secure bicycle storage and parking facilities will be increased—particularly at Preston Station, the Market and on High Street.</p> <p>P3.13 Cyclists will be given greater priority on roads, including intersections.</p> <p>P3.14 New development (both residential and commercial) will provide secure and undercover bicycle parking and showers.</p>

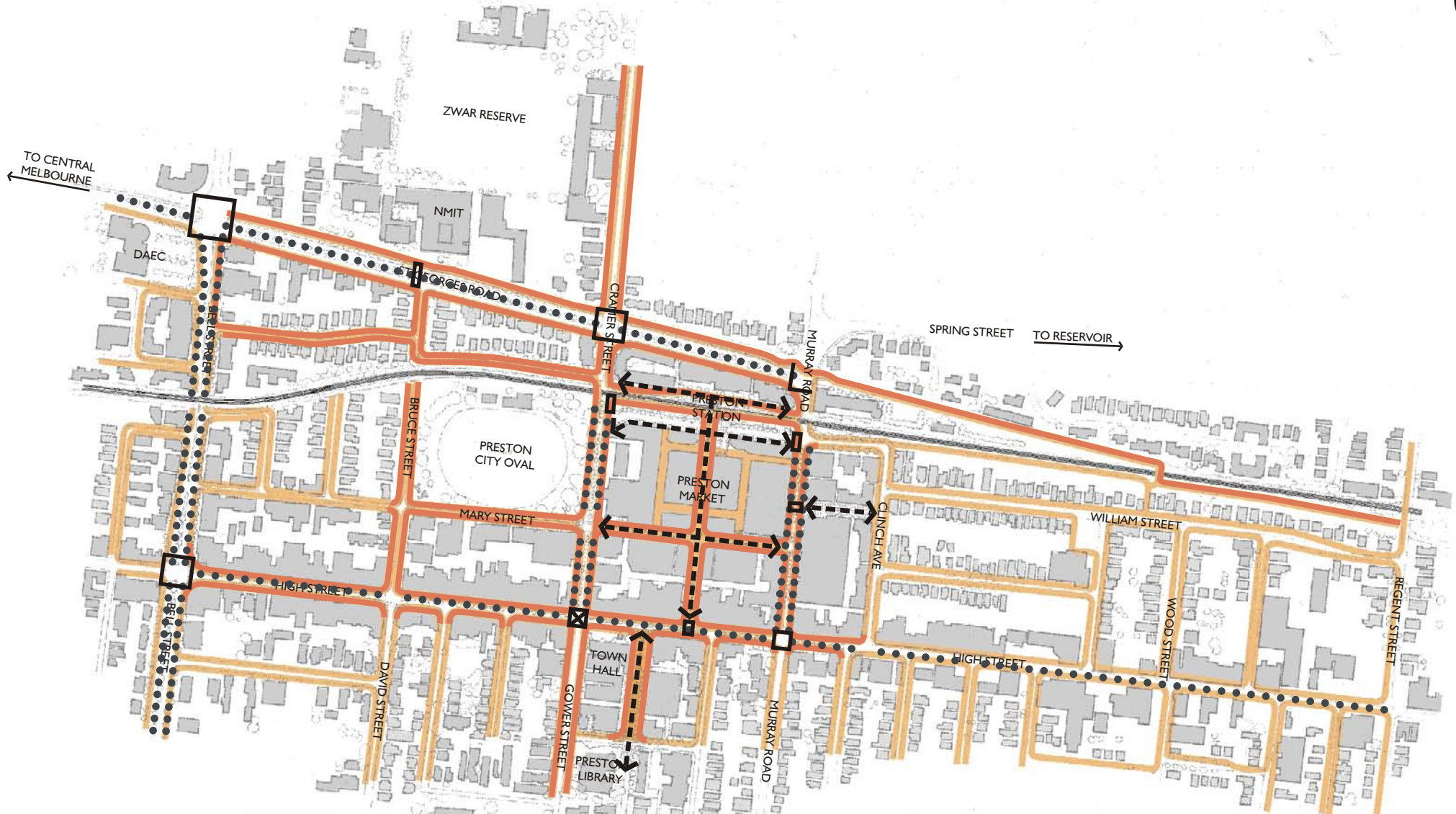
Opportunities

The following table and illustration set out the key opportunities to implement the strategic aspirations for integrated and sustainable access within Preston Central.

An Accessible Place: Walking and Cycling

Policy Reference	Key Opportunities	Further Detail
P3.8 – 3.14	<ul style="list-style-type: none"> • Completed and enhanced pedestrian routes from the station to High Street along Centreway • New pedestrian route between Preston Station, the Market, High St and the library through the redevelopment of the Post Office and Council car park • Maintained & enhanced pedestrian route from the intersection of Mary Stand Cramer St through the Market to Murray Road • Improvement of the footpath on the western side of the rail line • Formalisation of the street along the eastern side of the rail line ('Station Avenue') • Investigation of appropriate access to proposed multi-storey car park in Civic precinct • New signalised pedestrian crossing of High Street midway between Murray Road and Cramer/ Gower Streets once the pedestrian link to High St is achieved • Redevelopment of Murray Road and Cramer Street to reduce traffic dominance • Changed signal phasing at the intersection of High Street and Cramer/ Gower Street to give pedestrians greater priority • Enhanced safety, legibility and convenience of the pedestrian routes between the centre, NMIT and DAEC • East-west cycle route along Cramer Street between 'Station Avenue' and Plenty Road [refer to section 3.3] and extension of lanes west of St Georges Rd in Cramer St • Wide kerbside lanes on Murray Road • Provision of appropriate bike parking around Preston Central including bike lockers • Provision of good connections between the Cramer Street and Murray Road cycle routes to the shared path in the St Georges Road median 	<p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.1</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.10</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.15</i></p> <p><i>Refer to Section 4.2</i></p> <p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.2</i></p> <p><i>Refer to Sections 4.9, 4.11 and 4.20</i></p> <p><i>Refer to Section 4.3</i></p>






Figure 3.3.2 - Pedestrian Network Improvements



- KEY PEDESTRIAN ROUTES
- SECONDARY PEDESTRIAN ROUTES
- ← NEW OR ENHANCED ROUTES
- PEDESTRIAN CROSSINGS
- X ALL RED PEDESTRIAN CROSSING
- STREETSCAPE ENHANCEMENTS

Figure 3.3.3 - Cycling Network Improvements



-  CYCLE LANES
-  EXISTING SHARED PATH
-  NEW SHARED PATH
-  WIDE KERBSIDE LANES
-  NEW CYCLE FRIENDLY STREET

3.3.3 Traffic and Parking

Policy basis: the challenge

In addition to public transport, walking and cycling, activity centres must make provision for private cars—principally to support the economic vitality of shops, services and other amenities that provide the ingredients of an urban lifestyle. The most successful shopping and business streets are almost always relatively heavily trafficked, because they rely on high levels of visual exposure and accessibility. Importantly, introducing cars in a retail centre also enhances personal security, particularly at night, and provides the potential for convenient car parking.

Therefore, in improving provision for other modes of travel, care must be taken not to remove the livelihood of an activity centre by preventing or unduly deterring traffic. Instead, the streets must be designed and the traffic managed to ensure that car movements and car parking are appropriately respectful of pedestrian movement, cycling and public transport access. This means identifying and designing for the optimum balance of convenience to all users of each street. For example, in core retail streets, pedestrians should be able to cross whenever they choose, and not be limited to formal crossing points.

The supply and management of parking spaces also provides an effective tool for managing travel behaviour. It is widely recognised that travel behaviour cannot be changed through encouragement measures alone - the attractiveness of using the car must also be reduced significantly in order to achieve favourable results. Therefore, initiatives aimed at encouraging the use of sustainable modes of travel need to form part of a 'carrot and stick' approach, providing improved walking, cycling and public transport environments along with measures to curb car use, such as reducing the provision of car parking spaces and introducing parking charges.

In contrast to cars, trucks have adverse impacts on the safety and amenity of activity centres and offer little benefit. Through truck traffic should therefore be precluded or discouraged from entering.

Whilst deliveries and servicing are essential to support the commercial activity of an activity centre, large manoeuvring vehicles can reduce pedestrian amenity, compromise safety of other road users—particularly pedestrians—and reduce on-street car parking. Therefore, provision must be made for servicing and deliveries in such a way that avoids conflicts with other road users or adding to local traffic congestion—for example through service lanes at the rear of shops, or limited delivery times.

Existing Conditions - Traffic

There are a number of problems with the traffic patterns in Preston Central, including high volumes of through traffic - particularly large trucks in High Street, relatively high volumes of traffic accessing Preston Market, the number of vehicle entrances in Cramer Street, and the lack of clear, formal vehicular access to the station. Anecdotal information indicates that there has been an overall reduction of truck traffic on High Street following the introduction of the treed median; however, this observation has not been tested,

Strategic Aspirations

Figure 3.3.4 illustrates the strategies to improve the street network in Preston Central. Key features include:

- The concentration of through traffic onto St Georges Road, Plenty Road, Murray Road and Bell Street, allowing a higher level of pedestrian amenity on the remaining streets. This requires that major destinations be accessed directly from this network, where possible. For example, the primary access to the Preston Market car park should be from Murray Road which is a declared main road rather than Cramer Street which is a local road.

- Exploration of appropriate access to the proposed multi-storey car park in the Civic precinct.
- A formalised street between Murray Road and Cramer Street just east of the rail line ('Station Avenue') to provide direct and positive access to the station (see *Public transport interchange* above).
- Streetscape improvements to Murray Road to enhance its pedestrian amenity in view of its future role as a retail mainstreet (in addition to that of an arterial road).
- Streetscape improvements to Cramer Street to enhance its pedestrian amenity in view of its future role as a retail mainstreet.

Existing Conditions - Parking

The existing parking provision and management in Preston Central has a number of problems including:

- a *perceived* lack of parking in the centre;
- poorly signed and managed parking, resulting in inappropriate car parking—such as staff parking in convenient spaces that should be kept available for visitors and circulating traffic adding to local congestion;
- a lack of car parking on the east side of High Street, resulting in weaker attraction to businesses; and
- station parking is heavily used by market traders and customers.

Strategic Aspirations

A parking management plan is proposed for Preston Central. Key elements will include:

- Encouragement of travel by other means than cars.
- A parking policy.

- Location of car parks and new streets where necessary to negate the need to drive through the centre to access parking.
- Clear signing of car parking areas on the approaches to Preston Central.
- Management strategy underpinned by the recognition that convenient short stay parking should be provided at a low user cost and long stay parking should be provided on the outskirts of the centre with the cost of parking set to discourage car use by workers and commuters.
- Management Strategy for overflow parking and spreading peak period demand.
- Paid parking and its potential contribution to achieving the aims of the Structure Plan should be investigated.
- Parking for people with disabilities should be provided in convenient locations throughout Preston Central and its use and availability monitored

Figure 3.3.5 illustrates the key physical elements required to improve the street network in Preston Central.

Existing Conditions – Deliveries and Servicing

Most shops in High Street have rear servicing facilities which do not conflict with traffic on the roads through the centre. However, conflicts do arise with pedestrians. In some locations delivery vehicles reverse across footpaths to access service bays. This is particularly noticeable in the following locations:

- Along Mary Street between Murray Road and Cramer Street—pedestrians walking between High Street shops, parking and the Market use a narrow street heavily utilised for service vehicles accessing High Street shops and the Market.

- To the rear of shops on the west side of High Street, south of Cramer Street and adjacent to the Cramer Hotel car park—again, delivery vehicles conflict with pedestrian movement and parked vehicles.
- Along Cramer Street and Murray Road (between the rail line and High Street) there is significant conflict between manoeuvring vehicles, pedestrians and other road users with service vehicles accessing local premises and turning across footpaths.

Strategic Aspirations

To facilitate deliveries to local businesses while minimising the potential for conflict with pedestrian movement, the following strategies are recommended:

- Sufficient space is provided for service vehicles away from principal pedestrian routes.
- Service vehicles do not reverse into delivery bays from main streets, across footpaths, with through access provided wherever possible.
- Alternative pedestrian routes to the service lane between High Street and the Market are provided through the redevelopment of the Market.
- The number of crossovers along both Murray Road and Cramer Street is reduced.
- Delivery times are set as a condition of planning permits.

Strategies and Policies

The following table sets out the overarching objective, strategies and policies in relation to traffic and parking within Preston Central.

An Accessible Place: Traffic and Parking

Objective	Strategies	Policies
<p>To provide integrated, safe and convenient access to and circulation within Preston Central, with priority for walking, cycling, and public transport.</p>	<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport.</p> <p>S3.2 Create a good place to walk.</p> <p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use</p>	<p>P3.15 Through traffic will be discouraged and remaining traffic within the centre will be encouraged onto main roads—St Georges Road, Bell Street, Plenty Rd and Murray Road.</p> <p>P3.16 The dominance of traffic within the centre will be reduced, increasing priority for other forms of travel.</p> <p>P3.17 Car parking will be provided at a rate that balances the needs to support the centre—recognising the requirements of individual precincts—and discourage unnecessary car use.</p> <p>P3.18 Adequate off-street parking will be provided to meet the needs of developments without encouraging car dependency.</p> <p>P3.19 Where there are building developments, where there is a change of use, consideration will be giving to waiving car parking.</p> <p>P3.20 Parking for people with disabilities will be provided at appropriate levels.</p> <p>P3.21 Public car parking will be designed and managed to ensure efficient utilisation and minimal circulating traffic.</p> <p>P3.22 On-street car parking will be prioritised for use by shoppers and other short-stay visitors to the centre.</p>

		Policies
		<p>P3.23 Public car parks will be well linked to key destinations and the surrounding street network for pedestrians.</p> <p>P3.24 The number of car park entrances will be rationalised.</p> <p>P3.25 Off street car parks will be pedestrian-friendly (legible and safe) in terms of access within and through the car park and between the car park and the surrounding street network.</p> <p>P3.26 Car parking by visitors to the centre will be located and managed so as to minimise its impact on the amenity of and access to, local residential streets.</p> <p>P3.27 Programs to reduce parking demand through encouraging means of travel other than vehicles will be encouraged</p> <p>P3.28 Adequate provision will be provided for deliveries and servicing, preferably separate from public pedestrian or vehicular routes.</p>

Opportunities

The following table and illustration set out the key opportunities to implement the strategic aspirations for integrated and sustainable access within Preston Central.

An Accessible Place: Traffic and Parking

Policy Reference	Key Opportunities	Further Detail
P3.15 - P3.28	<ul style="list-style-type: none"> • Continued negotiations with VicRoads to have OD designation on High Street changed • Continued negotiations with VicRoads to have High Street clearway removed • Preparation of a parking strategy for Preston Central • Development of multi-storey car parks in Civic and Market precincts incorporating long-term—potentially paid—parking at upper levels • Improvement of car parking signage and provision of information on parking availability and fees using signs, brochures, maps and websites • Investigation of paid parking • Reduction of the amount of commuter car parking at Preston Station and provision of additional commuter parking at stations on the periphery of the Activity Centre • Targeting of key Preston institutions, businesses and retailers for participation in programs such as “TravelSmart – Better ways to work” which encourage using alternatives to car travel • Requirements of delivery conditions as part of planning permit conditions, where appropriate 	<p><i>Refer to Section 4.2</i></p> <p><i>Refer to Section 4.2</i></p> <p><i>Refer to Sections 4.1 and 4.3</i></p>

Figure 3.3.4 - Proposed Movement Network



Figure 3.3.5 - Proposed Car Parking Provision



P MAJOR OFF-STREET CAR PARKS
S DIRECTIONAL SIGNAGE

3.4 THEME 4 – A HIGH QUALITY ENVIRONMENT

Policy basis: the challenge

The quality of the environment within the centre is critical in attracting visitors, businesses, investors and residents to it. In addition to creating an attractive centre, there are challenges resulting from impact of development on the environment such as climate change. The way people develop Preston Central, move around it and operate it contributes to the maintenance of a quality local environment.

Council recognises the need to be socially and environmentally responsible. The City of Darebin is committed to a range of initiatives through the International Council for Local Government Initiative (ICLEI), such as Cities for Climate Protection (CCP) combating climate change and the Water Campaign.

Council has also embraced the Sustainable Tools for Environmental Performance Strategy (STEPS) and Sustainable Design Score Card (SDS) to assess the environmental sustainability of residential and non residential developments respectively. Whilst the application of these initiatives is voluntary, Council has engaged an ESD officer to integrate the ecologically sustainable techniques into the statutory planning process, to provide advice to prospective developers, and to provide input into the structure planning process – so as to achieve improved environmental outcomes, healthier buildings and good economic outcomes. These initiatives integrate environmental consideration into Council's corporate activities as it strives to meet high conservation standards. Council provides leadership for these complex environmental and social challenges as it manages its impact on the environment.

ESD Principles

As Preston Central is to be a key location for an increase in housing and development activity it is important to consider environmental resource use in the design and lifecycle of new development. Five key themes have been identified as priorities in design and development to shape an environmentally sustainable centre.

- Energy efficient design – contributes to the reduction in greenhouse gas emissions and helps combat climate change.
- Water Sensitive Urban Design – recognises the value of water and the health of our catchments.
- Sustainable transportation – contributes to the reduction in greenhouse gas emissions and effects of climate change, and reduces the social impacts of car-based transport.
- Waste reduction – contributes to a reduction in the amount of waste to landfill and encourage the reuse of resources.
- Biodiversity – recognises the value of protecting the amount and variation of species on the planet.

The first opportunity to implement these principles in Preston Central has occurred during the preparation of the Preston Central Structure Plan. The principle of environmentally sustainable design and development underpins the strategies and initiatives contained in the Preston Central Structure Plan which was developed with the following in mind:

- How the centre can contribute to accommodating additional population, to create a more compact Melbourne and reduce urban sprawl.
- How land can be best used in the centre to provide a comprehensive range of activities, employment opportunities and services, and therefore minimise the need for car-based trips.
- How the centre can be restructured to make it more attractive for pedestrians, cyclists and public transport users to visit, to give priority to these forms of transport.
- What needs to occur to make the centre easier and more convenient to access for those using sustainable means of travel.
- How the layout of sites and buildings can maximise the potential for energy-efficient design of buildings.

Theme 4 – A High Quality Environment:

3.4.1 Approaches and entries

Principles

A positive image is needed to attract people to live, work, invest in and visit activity centres. This is particularly important at the main approaches and entries to the centre—whether by road, rail or path—and the main routes passing by it. Buildings, infrastructure, public spaces and streetscapes can contribute to this by indicating prosperity and an attractive and high quality environment, and presenting a range of urban lifestyle opportunities.

Existing Conditions

Preston Central has four main entry points:

- Preston Station—which offers a poor impression of the centre due to a view of the ‘back-side’ of the Market and a ‘sea’ of parked cars.
- Murray Road—which offers a poor impression of the centre due to its traffic-domination and the land uses alongside it that predominantly comprise industrial uses and large surface car parks.
- Cramer Street—which offers a poor impression of the centre due to its ‘boreness’ and the land uses alongside it that include large surface car parks, the loading dock of Aldi supermarket and a high fence around Preston City Oval.
- High Street—which offers a poor impression of the centre due to its announcement by a tyre shop and a fast food outlet (although the impression improves further north due to reasonably active shopfronts).

Strategic Aspirations

The image of the centre presented by the four main entry points to Preston Central can be improved in the following ways:

- The redevelopment—or at least upgrade—of Preston Station.
- The development of the Preston Market car park in front of the Station for high quality buildings with active uses at ground floor level and a new public space (‘Station Square’).
- Streetscape improvements to Murray Road and Cramer Street—with a particular focus on the introduction of street trees.
- The development of high quality buildings in the Western Gateway Precinct, and landmark buildings in particular on the northeast and southeast corners of the St Georges Road and Murray Road intersection, and the northeast corner of the St Georges Road and Cramer Street intersection.
- The development of high quality buildings on the Preston Market car parks alongside Murray Road and Cramer Street, incorporating active uses at ground floor level.
- The redevelopment of the properties on the northern side of Murray Road for high quality buildings incorporating active uses at ground floor level.
- The development of high quality buildings in the Southern Gateway Precinct, and landmark buildings with active uses at ground floor level in particular on the northwest and northeast corners of the High Street and Bell Street intersection.
- The upgrade and enhancement of the Town Hall Forecourt and space around the library.

Strategies and Policies

The following table sets out the overarching objectives, strategies and policies in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Approaches and Entries

Objective	Strategies	Policies
<p>To ensure an attractive physical form, scale and character that expresses the role and function of Preston Central and strongly encourages positive outcomes for the natural environment</p>	<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p>	<p>P4.1 The design of buildings and the public realm along key approaches and at key entries to the centre—whether by road or rail—will create a striking, attractive and welcoming impression.</p>

Opportunities

The following table sets out the key opportunities to implement the strategic aspirations in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Approaches and Entries

Policy Reference	Key Opportunities	Further Detail
P4.1	<ul style="list-style-type: none">• Redeveloped or refurbished railway station and forecourt• Promotion of high quality landmark developments in the Western Gateway Precinct• Streetscape improvements to Bell Street, Murray Road and Cramer Street• Completion of St Georges Road central median landscaping• Promotion of high quality landmark developments in the Southern Gateway Precinct• Extension of High Street streetscape treatment south to Bell Street• Streetscape treatment in High Street north from Clinch Avenue to Regent Street	<p><i>Refer to Section 4.3</i></p> <p><i>Refer to Section 4.10</i></p> <p><i>Refer to Sections 4.3 and 4.9</i></p> <p><i>Refer to Section 4.11</i></p> <p><i>Refer to Section 4.9</i></p> <p><i>Refer to Section 4.6</i></p>

Theme 4 – A High Quality Environment

3.4.2 Development

Principles

Melbourne 2030 encourages new development—particularly housing—to occur at activity centres, to create a more sustainable urban form. The introduction of additional development requires an increase in density and, consequently, taller buildings. However, *Melbourne 2030* and the *Darebin Planning Scheme* also require that the scale of new development be sensitive to existing valued character and heritage places, and adjoining residential amenity. This may constrain the density that can be achieved by new development. Therefore, opportunities to develop in areas of less valued character and lacking heritage places should be maximised wherever possible and design techniques that lessen the apparent scale of new development—such as upper floor setbacks and articulation in plan and elevation—should be utilised.

Every stage in the development of a building has the potential to shape its impact on the environment, from design that considers the amount of energy required to heat a building, to the construction materials selected, through to the way people live day-to-day. It is important for the development of healthy buildings that environmentally sensitive actions are considered at every stage. Considering environmental factors such as energy and water use at the design stage can ensure new development responds appropriately to the use of natural resources and reduces its impact on the environment.

Care must also be taken to introduce appropriate forms of development in each part of an activity centre to maintain its primary function. Typically, this results in a range of housing forms which, along with different house sizes and locations, provides a variety of lifestyle choices and incomes.

The 'walkability' of an environment is enhanced where variations within the urban structure—particularly landmark buildings and key open spaces, but also distinctive streetscapes and even different land uses and building styles—are discernable and

easily grouped into a memorable pattern, creating a 'legible' or easily navigated area. Memorable urban structure elements should therefore be emphasised or created.

Walkability is also supported by having 'active frontages' at ground floor level and having upper level uses that overlook the street. An active frontage is a building frontage that provides visual interest, safety and activity on adjoining streets or pedestrian areas by incorporating uses, entrances, windows and other details that maximise movement, outlook and surveillance between occupants of the building and its surrounds.

Finally, a positive image is needed to attract people to live, work, invest in and visit activity centres. High quality development is a key contributor to a positive image. New buildings of environmentally sensitive design can also help to promote an image that will appeal to prospective residents, businesses, investors and visitors who are environmentally aware.

Existing Conditions

High Street has a traditional activity centre scale and character, based primarily on narrow 1-2 storey shops punctuated by historic buildings accommodating important functions. Elsewhere, the scale remains only 1-2 storeys in height, with few taller buildings. However, the character varies substantially, from residential areas of relatively consistent and attractive character to other residential and business areas with mixed and unattractive character.

Places of historic importance in Preston Central include: the Preston Town Hall and Municipal Offices; the former Police Station; Preston Girls High School; and the former farmhouse near the corner of Gower Street and Plenty Road

Preston Central is also surrounded by traditional forms of housing, whose amenity could be adversely affected by new, taller development alongside.

.Strategic Aspirations

Council currently encourages all developers of housing in the city to complete a Sustainable Housing Checklist to encourage environmental performance of housing development. This considers, energy, water, stormwater, building materials, transportation and biodiversity.

Some of the larger redevelopment sites in Preston Central provide a particular opportunity for incorporation of ESDD principles at the planning stage. Strategies that will be pursued by Council for these developments include:

- Facilitation of design that minimises water use and the quantity and velocity of stormwater, particularly on the larger redevelopment sites in Preston Central within the core of the centre (including the Oval), the Southern Gateway, Auto Alley and the Civic Precinct.
- Opportunities to recycle / reuse water within the development or on properties nearby.
- Facilitation of design that maximises the use of passive solar energy; reduces heating and cooling requirements; and provides maximum natural ventilation.
- Facilitation of design that allows for multi-tiered waste and recycling systems, including composting.
- Encouragement of the development of Green Travel Plans and Environmental Management Systems (ISO 14001) associated with new development.
- Encouragement of the use of ecologically sustainable technologies and equipment such as photovoltaic panels and increased cross-ventilation in the design of new development and the redevelopment of existing sites.
- Encouragement of the use of locally indigenous and low water use plants and discouragement of the use of environmental weeds in the public realm and in privately owned gardens and landscaping.

The scale of development should also balance the need to achieve a more compact city, respect valued local character and residential amenity, and maintain the primary function of the precinct. In Preston Central, this means:

- The highest development densities should occur on the 'opportunity' sites closest to the station, at the heart of the centre and within an area without a valued character, to ensure that a critical mass of residents can access and support the public transport network, shops and services, and to avoid unreasonable detrimental impact on the character of High Street or the surrounding residential neighbourhoods. Development in this area should maintain retail uses at ground level to maintain its primary function.
- Higher development densities should also occur on Bell Street due to its level of public transport accessibility—arising from proximity to Bell Station and local bus services—combined with its poor character.
- Up to two levels of 'shoptop' development (eg. apartments or offices) should occur above shops in High Street, where they can contribute to housing choice and the safety of the centre outside business hours without detracting significantly from the continuity of retail frontage or the character of the street.
- Low-rise (ie. 3-4 storeys) apartments should be located in residential areas on the fringe of the centre with low or mixed character values, to capitalise on the opportunity for increased density without creating an abrupt transition to adjoining more highly-valued residential character areas.
- Medium-density housing should be encouraged in residential areas on the fringe of the centre with moderately valued character, to further contribute to the range of residential options and safety of the centre outside business hours, while reflecting the detached housing character.
- Areas with highly valued character or distant from the centre should be preserved for conventional detached housing.

Existing 'landmarks'—such as the Town Hall—should be capitalised upon and new 'landmark' structures promoted at key points in the centre to enhance its legibility—particularly from the surrounding area. All new development should be of high quality—and preferably high environmental standards—to create a positive and distinctive image for the centre.

The proposed character areas and locations for landmark features are illustrated in Figure 3.4.2.

Strategies and Policies

The following table sets out the overarching objectives, strategies and policies in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Development

Objective	Strategies	Policies
<p>To ensure an attractive physical form, scale and character that expresses the role and function of Preston Central and strongly encourages positive outcomes for the natural environment</p>	<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p>	<p>P4.2 Heritage places will be protected and adjoining development will be respectful of them.</p> <p>P4.3 Valued residential character will be protected</p> <p>P4.4 Buildings of between 4 and 10 storeys will be encouraged within the Market precinct, and underdevelopment will be discouraged in this area.</p> <p>P4.5 Buildings of up to 5 or 6 storeys will be encouraged within the Civic, Mary Street, High Street South, Southern Gateway and Western Gateway precincts, and underdevelopment will be avoided in these areas.</p> <p>P4.6 Identifiable landmarks will be created at the Bell Street and St Georges Road entrances to the centre.</p> <p>P4.7 Building heights of up to 3 or 4 storeys will be encouraged along the remainder of High Street (Auto Alley, High St Central and High St North) and in the St Georges Road East, Taunton Avenue East, Gower Street South, Residential Southeast, Residential East, Bell Street West and Spring Street precincts, and underdevelopment will be avoided in these areas.</p> <p>P4.8 Existing building heights will be respected in the David Street East, Residential Northeast, William Street, Residential Northwest and Residential Southwest precincts.</p>

Objective	Strategies	Policies
		<p>P4.9 Development at the interface between areas of differing building height will form a sensitive transition.</p> <p>P4.10 New development will address the street and other public routes, clearly define the public realm, avoid the creation of concealed spaces and provide continuous frontages and shelter over the footpath in the main retail areas.</p> <p>P4.11 Development abutting public open spaces will accommodate ground floor uses that activate those spaces</p> <p>P4.12 New development will be of environmentally-conscious building design and construction, commission and tenancy achieving the current environmental standard sought by the state government for all buildings.</p> <p>P4.13 New development will reach high standards of water conservation, stormwater retardation and stormwater quality in accordance with best practice Water Sensitive Urban Design (WSUD) and guidelines to be developed by Council.</p> <p>P4.14 New development will minimise resource use in construction and facilitate recycling and composting</p> <p>P4.15 The use of materials from renewable sources and with recycled content will be encouraged, and materials with high embodied energy and from native forests will be avoided.</p> <p>P4.16 The use of locally indigenous and low water use plants will be encouraged and the use of environmental weeds will be discouraged in public and private gardens.</p>

Objective	Strategies	Policies
		<p>P4.17 Council will develop a monitoring framework which establishes baseline data and sets targets and/or indicators for:</p> <ul style="list-style-type: none"> ▪ Sustainable transport modal share ▪ Water use and storm water run-off ▪ Greenhouse emissions ▪ Waste management <p>P4.18 High quality architecture will be encouraged.</p> <p>P4.19 The owners of existing buildings will be encouraged to improve their appearance where appropriate.</p> <p>P4.20 Commercial advertising will be coordinated to reduce visual clutter.</p> <p>P4.21 Developers will make appropriate contributions to infrastructure improvements in the centre, including public transport, public spaces, community facilities and public art.</p>

Opportunities

The following table sets out the key opportunities to implement the strategic aspirations in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Development

Policy Reference	Key Opportunities	Further Detail
P4.2	<ul style="list-style-type: none"> Feature lighting of heritage buildings 	Refer to Section 4.1
P4.4	<ul style="list-style-type: none"> Potential development of at-grade car parks 	Refer to Section 4.1 and 4.3
P4.5	<ul style="list-style-type: none"> Potential development of vacant and underutilised land 	Refer to Sections 4.1, 4.4, 4.6, 4.9 and 4.10
P4.6	<ul style="list-style-type: none"> Potential development of vacant and underutilised land 	Refer to Sections 4.6 and 4.11
P4.7	<ul style="list-style-type: none"> Potential development of vacant and underutilised land 	Refer to Sections 4.2, 4.7, 4.8 and 4.11 – 4.17
P4.13	<ul style="list-style-type: none"> Development of Water Sensitive Urban Design guidelines for Preston Central 	
P4.14	<ul style="list-style-type: none"> Promotion of Sustainable Housing checklist 	
P4.15	<ul style="list-style-type: none"> Application of the Sustainable Tools for Environmental Performance Strategy (STEPS) and Sustainable Design Score Card (SDS) to assess the environmental sustainability of residential and non residential developments respectively. 	
P4.20	<ul style="list-style-type: none"> Development of revised Outdoor Advertising guidelines 	
P4.21	<ul style="list-style-type: none"> Application of the City of Darebin Development Contributions Plan or Section 173 Agreements 	

Figure 3.4.2 - Preferred Future Character Areas and Landmarks

★	LANDMARK
A	CIVIC & COMMERCIAL OFFICE
B	CORE RETAIL WITH APARTMENTS OR OFFICES ABOVE 4 STOREY
C	CORE RETAIL WITH APARTMENTS OR OFFICES ABOVE 4-10 STOREY
D, J	OFFICES OR APARTMENTS
E	PARK
F, G	SECONDARY RETAIL WITH APARTMENTS OR OFFICES ABOVE
H	BUSINESS
I	APARTMENTS AND/OR SHOWROOMS
K, L	APARTMENTS
M, N, O, P, Q	MEDIUM-DENSITY HOUSING
R, S, T	DETACHED HOUSING



Theme 4 – A High Quality Environment

3.4.3 Streets and public spaces

Principles

A high quality public realm is important in attracting people to an activity centre. It is also fundamental in fostering pedestrian activity, which provides the basis for the exchange of goods, services and ideas—the essence of an activity centre—avoids the need to use cars for short trips and creates a more vibrant—and therefore safe—environment. Support for pedestrian activity is particularly important around public transport hubs, ‘urban lifestyle’ nodes—especially café/ restaurant precincts that people may wish to use at night—and other retail or commercial areas. Good quality public spaces also set a standard to be matched by investment in new development and help to establish pride amongst residents.

For pedestrians, high quality streets are those with broad, shaded and well-lit footpaths with plentiful seating. Pedestrian activity also requires freedom from crime and the perception of crime. The built environment can contribute to personal safety and a reduced fear of crime by providing ‘natural surveillance’ to and ensuring clear visibility within the public realm. Natural surveillance can be provided by:

- incorporating a range of uses that create activity in the street at different periods of the day and week—such as the introduction of housing in commercial areas; and
- orienting development to present an ‘active frontage’ to the public realm—such as doors, windows and activity that ‘spills out’ onto the street, eg. outdoor dining.

Staff car parking and goods delivery and storage areas are inactive most of the time (and also interfere with pedestrian movement). They should therefore be provided at the rear of premises wherever this is possible. This can be facilitated by a rear access lane.

Clear visibility can be ensured by:

- designing development to clearly define the public realm, leaving no undefined or concealed spaces;
- avoiding street furniture or landscaping that creates hiding places; and
- providing adequate lighting.

High quality streets and public spaces have an attractive appearance. This is substantially influenced by the appearance of the objects that abut the street or space. However, good landscaping (both ‘hard’ and ‘soft’) can contribute significantly to the attractiveness of the public realm. Planting also contributes to the physical and mental health of individuals and the environment, can provide habitats or habitat links for local fauna, and can also be used to reinforce the legibility of the centre by emphasising the key movement corridors and activity precincts. However, care must be taken to avoid landscaping that relies on high maintenance or reduces safety by creating potential places of concealment.

Existing Conditions

High Street offers a reasonably high quality public realm, due to its active and well-defined edge, and newly planted street trees. However, High Street’s footpaths are narrow, and the public realm in other parts of Preston Central is poor. In particular:

- There are few public spaces and none of high quality.
- The footpaths are generally narrow, many are unshaded and there are few seats.
- There is a lack of clean, well-signed public toilets.
- Public open spaces need upgrading to become usable community spaces.

Strategic Aspirations

The image of the centre presented by the four main entry points to Preston Central can be improved in the following ways:

- Creating of a new open space such as 'Station Square'.
 - Upgrading under-exploited public spaces—notably the Town Hall, Zwar Reserve, Margaret Walker playground and Preston Oval.
 - Expanding the open space around the library by incorporating the existing car park east of the library.
 - Providing generous public pedestrian links surrounded by active frontages within major new developments.
 - Investigating joint use agreements with schools to share open space and recreational facilities.
 - Upgrading the streetscape of key streets—particularly Bell Street, Murray Road, Cramer Street and Gower Street—including tree planting where possible.
 - Completing the planting in the St Georges Road median—ensuring clear sight lines.
 - Requiring new development on the Preston Market car park to provide an active, attractive and amenable edge to surrounding streets and public spaces.
 - Installing additional seats and other necessary street furniture.
 - Extending the High Street treed central median to Cramer / Gower Street and introduce kerbside trees from Clinch Avenue to Regent Street within the activity centre.
- Reinforcing the planting along the railway line¹⁹.
 - Developing new public toilets as part of development in the Civic and Market Precincts.

These strategies are illustrated in Figure 3.4.3.

¹⁹ Note that responsibility for installing and maintaining railside planting is to be resolved.

Strategies and Policies

The following table sets out the overarching objectives, strategies and policies in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Streets and Public Spaces

Objective	Strategies	Policies
<p>To ensure an attractive physical form, scale and character that expresses the role and function of Preston Central and strongly encourages positive outcomes for the natural environment</p>	<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p>	<p>P4.22 Generous footpath widths will be provided wherever possible.</p> <p>P4.23 Trees will be provided where possible—particularly in key streets, pedestrian links and public open spaces—creating a network of ‘green corridors’ linking green spaces through Preston Central with key destinations beyond</p> <p>P4.24 The suite of street furniture will be rationalised ensuring high quality and adequate provision—particularly in new streets and spaces.</p> <p>P4.25 Recycled materials will be used wherever possible.</p> <p>P4.26 Robust and attractive paving treatments will be used.</p> <p>P4.27 Community-driven, integrated public art will be encouraged.</p> <p>P4.28 All public areas will be appropriately lit, in line with Darebin’s Public Lighting Policy.</p> <p>P4.29 Important features—such as key buildings, spaces and precincts—will be highlighted at night with feature lighting.</p> <p>P4.30 Attractive directional signage will be provided.</p> <p>P4.31 Public toilets will be provided within a convenient distance of all parts of the activity centre core.</p> <p>P4.32 The public realm will be well maintained and frequently cleaned.</p>

Opportunities

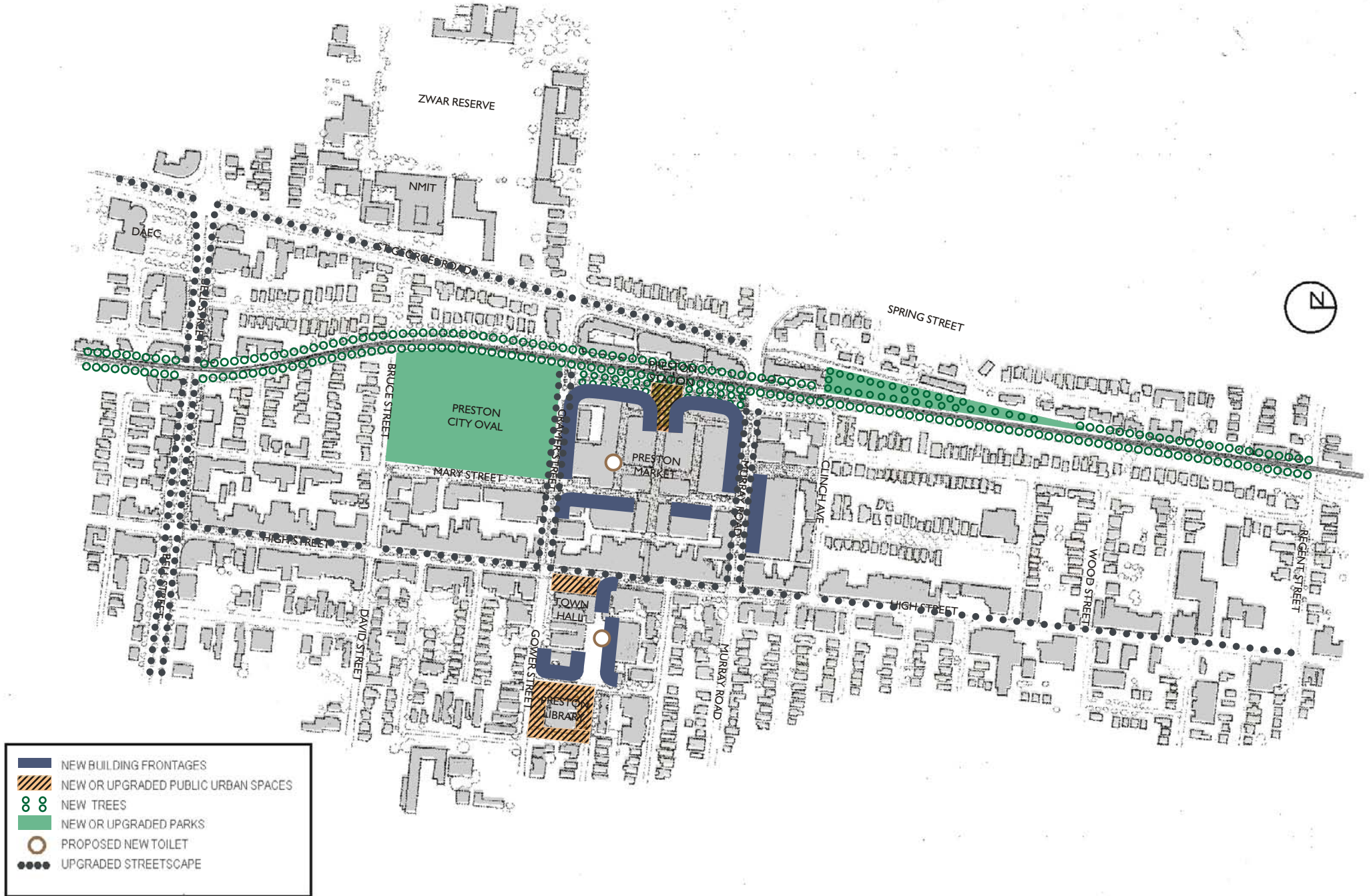
The following table sets out the key opportunities to implement the strategic aspirations in relation to a high quality and sustainable environment within Preston Central.

A High Quality Environment: Streets and Public Spaces

Policy Reference	Key Opportunities	Further Detail
P4.22	<ul style="list-style-type: none"> Review and better enforcement of footpath trading guidelines 	
P4.23	<ul style="list-style-type: none"> Introduction of new street trees in Cramer Street, Murray Road and Bell Street 	Refer to Sections 4.2 and 4.9
	<ul style="list-style-type: none"> Extension of central treed median in High Street 	Refer to Sections 4.2 and 4.6
	<ul style="list-style-type: none"> Introduction of central treed median in Gower Street 	Refer to Section 4.13
	<ul style="list-style-type: none"> Completion of central median landscaping in St Georges Road 	Refer to Section 4.11
	<ul style="list-style-type: none"> Enhancement of railway reserve landscaping²⁰ 	Refer to Sections 4.5, 4.9, 4.12 and 4.20
	<ul style="list-style-type: none"> Additional planting alongside railside shared path north of Murray Road 	Refer to Section 4.12
P4.29	<ul style="list-style-type: none"> Feature lighting of the Town Hall and its forecourt, former fire station, Anglican Church, railway station and forecourt, and trees in High Street's central median in the 'entertainment precinct' (between Murray Road and Cramer/ Gower Streets) 	Refer to Sections 4.1-4.3
P4.31	<ul style="list-style-type: none"> Upgrade of Civic Precinct, Preston Market and Oval toilets 	Refer to Sections 4.1, 4.3 and 4.5

²⁰ Landscaping within the railway reserve will need to be approved by VicTrack.

Figure 3.4.3 - Proposed Public Realm Pattern



3.5 THEME 5– A PEOPLE PLACE

Policy basis: the challenge

Over the next 25 years to 2031, an additional 8,253 people are projected to live in Darebin and an additional 8,545 households will be required as the average household size is projected to drop from 2.4 in 2001 to 2.2 in 2031²¹. There will be an increase in sole person households during this time.

In line with Melbourne 2030, Council is planning to accommodate the majority of the additional households that will be required in activity centres like Preston Central and along key transport nodes such as High Street. Most of the new housing that will be developed in these locations will be medium and high density housing such as apartments and town houses. This will help protect the more sensitive and highly valued residential areas, whilst maximizing the use of existing infrastructure such as public transport, open space and social support services. This strategy is one of the key underlying principles of the Preston Central Structure Plan.

Elements of community infrastructure that should be provided in a Principal Activity Centre include public open spaces, social services and education. A range of local employment opportunities is also an important component of community support.

Community and Open Space:

Principles

Informal public meeting places—such as town squares—have an important role to play in fostering social interaction and creating a distinctive local identity for an activity centre and its broader community. For them to work most effectively, all

people must feel equally welcome—and not only those willing or able to buy a coffee, or intending to purchase something.

Public open spaces such as parks, sports grounds, reserves and playgrounds are valuable assets for the community. They are used for relaxing, playing, exercising, enjoying nature, sport, celebrating and socializing. Their green landscapes provide a welcome contrast to the hard surfaces of streets and buildings.

The City of Darebin aims to provide access to a local park within 500 metres of each household and access to a District or Regional Park within 2 kilometres of each household.

As the population density increases, the demand for community and open space is likely to increase.

Low cost or free community meeting places such as halls and meeting rooms provide forums for a range of social activities for people to learn, lobby, network, socialize and play.

Existing Conditions

Open space is seen as being a critical issue by the community in Preston. A common theme of community consultation that has been undertaken in preparing the Structure Plan is that the open space that is being provided in Preston Central needs improvement. The existing public open space is not considered to be as accessible or useable to the present community as it could be.

Preston Central currently provides a good range of community meeting places. However, there is a desire in the community for more, particularly spaces that can be used by small children and their parents, teenagers, young adults and culturally and linguistically diverse groups. Particular priorities identified through the consultation process undertaken for the Preston Central Structure Plan included the quality and amount of indoor and outdoor facilities which are provided for pre school children, the availability of free, informal meeting places, particularly within the Preston Central core, and the availability of facilities for children and teenagers

²¹ Victoria in Future, DSE, 2004

Strategic Aspirations

- Provide a net increase in accessible and useable open space in Preston Central.
- Improve accessibility to and appearance of the Preston City Oval.
- Reconfigure the Town Hall and library forecourts to make them more useable.
- Increase the visibility and accessibility of Preston City Oval.
- Create new public open spaces – such as Station Square, and pocket spaces created by localised footpath widening.
- Ensure the pedestrian routes linking these spaces are of high quality.
- Investigate creative opportunities for increasing access to open space, such as arrangements to use school facilities out of school hours.
- Develop the Intercultural Centre in the Civic Precinct.
- Undertake an 'audit' and develop a strategy that addresses what the social and open space needs are in Preston Central, and the best location for the establishment of new services and facilities that are identified as being needed.

Key open space improvements are illustrated in Figure 3.5.1.

Accessible and Appropriate Services

Principles

Services can act as a major attractor to activity centres and should therefore be supported and enhanced.

Existing Conditions

Preston Central currently offers a wide range of services to the Darebin and northern region community. However, some gaps have been identified in the provision of services in Preston Central, such as fragmentation and inadequacy of children and youth services.

Strategic Aspirations

- Encourage the retention of the existing service in the heart of Preston Central.
- Attract a major service provider (i.e. a state or federal agency) to locate in Preston Central, possibly in the Civic Precinct to create employment opportunities and more services for special needs groups in the community.
- Develop the Intercultural Centre in the Civic Precinct as a hub for a range of community service providers.
- Undertake a study to better understand the importance of Preston Central as a service provider. This study should identify gaps in the current service provision, the relative importance of services already provided and opportunities to position Preston Central more strongly as a services hub.
- Develop a monitoring framework which establishes baseline data and sets targets and/or indicators to include:
 - Population and housing structure
 - Community satisfaction with the activity centre and the sense of place
 - Provision of affordable housing
 - Provision of quality open space.

Affordability

Principles

Rising property prices can contribute to 'gentrification', a process that has the tendency to either force or encourage people with lower economic means to move to areas which are cheaper to live in. Cheaper housing locations are often far less well located to services and public transport, and as a result further social disadvantage can occur to those individuals and families who move from the area. Access to affordable and appropriate housing with security of tenure is critical to people's availability to access other essential resources such as employment and education²².

A related factor is the availability of appropriate housing. Different groups in the community have different housing needs and it is important to ensure that there is a good mix of housing available to accommodate these needs. This includes accessible housing, housing designed for older people, student housing and housing that responds to the needs of different cultural groups. Even if housing is affordable in an area, if it is not appropriate then people with these needs may not be able to choose to live in that area even if they can afford to.

Existing Conditions

Largely as a result of rising property prices rises, the availability of 'affordable' housing in Preston is reducing, particularly housing available for low rent. However, Preston Central is an ideal location for the provision of affordable and appropriate housing due to the availability of land, and the proximity to low cost goods, services, transport, education and potential employment.

²² Poverty Enquiry, City of Darebin, 2001

Strategic Aspirations

Council has a strong commitment to ensuring that appropriate and affordable housing is supplied across Darebin. This will largely be achieved through an advocacy and coordination role and through the application of policy in planning decisions, rather than direct provision.

A strategy has been developed to address affordability. It centres on encouraging the retention of existing and new opportunities for affordable and appropriate housing in Preston Central through:

- Applying appropriate planning policies to encourage the private development of the Market to provide affordable and appropriate housing.
- Advocating at state and federal levels to improve the supply of affordable housing in Preston Central.
- Investigate opportunities for Council owned land to be used for affordable housing.

Preston Market

Principles

Successful activity centres have one or more 'anchors' or main drawcards that bring people to the centre. Such anchors should be retained and, where possible, enhanced, in order to maintain the centre's success in the future.

Existing Conditions

Preston Central contains a significant retail centre, the Preston Market, which operates as a sub-regional centre for weekly grocery shopping across the northern suburbs of Melbourne. The Market is a major provider of low cost, fresh food and produce for the Northern Region and the major anchor in Preston Central.

Retention and enhancement of the Preston Market—including the retention of its character—is, therefore, a key factor in the future sustainability of Preston Central.

Strategic Aspirations

The Preston Market can be retained and fostered by:

- Preparing an Urban Design Framework that provides direction as to the use and built form of the Preston Market site, and retains the Preston Market as a key land use.
- Putting in place appropriate planning policy to ensure that any redevelopment of the Market precinct encourages the retention of the Preston Market.
- Encouraging the creation of communal meeting and seating areas within the Market.
- Creating better linkages between Preston Market and surrounding uses such as High Street, the Oval and Preston Station.
- Providing high quality public toilets and street furniture including bike storage facilities etc within the Market.
- Encouraging the hours of business at the Market to be extended.

Employment and Education

Principles

Employment is one of the key ingredients of the type of activity centre sought by *Melbourne 2030*. Education is critical to the development of a learning culture, needed to stimulate new businesses. In particular, local opportunities for high quality education are necessary to facilitate lifelong learning, the basis of a creative and enterprising culture.

Existing Conditions

As a Principal Activity Centre which is well located to public transport and has a range of appropriately zoned business land, with opportunities for more land to be zoned for this purpose, it is planned that Preston Central will continue to grow as an employment hub in Darebin.

Preston Central has a range of educational providers located within or immediately adjacent. There is an opportunity within a 500m radius of Preston Central to access lifelong learning opportunities, from kindergarten, primary school, secondary school, TAFE and services offered by venues such as the Preston Neighbourhood House and Preston Library. Within a short trip by tram from Preston Central, there is access to the main campus of LaTrobe University and a sub campus of Royal Melbourne Institute of Technology.

Preston Central is also home to the main campus of the Northern Region Institute of Technology (NMIT). NMIT is an important anchor for Preston Central, attracting hundreds of visits per day, and is a major provider of relatively low cost tertiary education to the northern region.

There is opportunity to attract additional educational providers within Preston Central, and support those providers that are located within the centre to improve the service they provide.

Currently, the largest employers in the area are the City of Darebin based in the Civic Precinct, and the Department of Human Services, based to the north of Preston Central. These organizations employ hundreds of people in Preston Central who support the centre through purchase of goods and services and provision of services that support the Darebin community. In addition, there are many small businesses, particularly retail businesses, within Preston Central.

Strategic Aspirations

- Ensure an adequate supply of land zoned for employment purposes.
- Support existing employment providers to stay and encourage new employers to locate in Preston Central.

- Develop a strong partnership between Council and NMIT and support a Masterplanning process for the campus in the context of the Preston Central Structure Plan.
- Encourage a tertiary education provider to locate within the core of Preston Central (possibly Mary Street).
- Advocate for a high standard in schools provided in the vicinity of Preston Central, particularly state schools, to encourage a greater proportion of local residents to utilize local schools.
- Support and enhance lifelong learning opportunities within Preston Central.

Strategies and Policies

The following table sets out the overarching objectives, strategies and policies in relation to social infrastructure within Preston Central.

A People Place

Objective	Strategies	Policies - <i>Community and Open Space</i>
<p>To provide social infrastructure including passive and active open space that is accessible and reflects community needs</p>	<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p>	<p>P5.1 There will be suitable, accessible and affordable spaces for a range of community needs—including halls, outdoor meeting spaces, storage facilities, public toilets and play facilities for all age groups.</p>
	<p>S5.2 Support existing and new social services and networks.</p>	<p>P5.2 The amount of usable public open space within the centre will be increased—particularly spaces for passive recreation, a safe children’s play area close to the heart of the centre and a community meeting point.</p>
	<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p>	<p>P5.3 The use of existing open space within the centre will be maximised.</p>
<p>S5.4 Provide a wide range of employment opportunities and support high quality, life long learning educational opportunities within Preston Central.</p>	<p>P5.4 A net increase in open space will be achieved.</p> <p>P5.5 Outdoor dining will be facilitated in accordance with the Darebin Footpath Trading Policy.</p> <p>P5.6 Innovative design that fosters community interaction in multi-unit residential developments will be encouraged.</p>	
		<p>Policies – Accessible and Appropriate Services</p> <p>P5.7 Existing social services, community organizations, social networks and activities will be supported and new social services will be encouraged to locate to within Preston Central.</p> <p>P5.8 Increased access to and usage of social services, community organizations and social services will be encouraged.</p>

		<p>Policies – Affordability</p> <p>P5.9 Preston Market will be retained as a major provider of low cost fresh food and produce.</p> <p>P5.10 Larger developments (more than 10 dwellings) will be encouraged to incorporate affordable housing within their development.</p> <p>P5.11 An increase in the amount of affordable and accessible housing will be encouraged through working closely with other levels of government and housing providers.</p> <p>Policies – Employment and Education</p> <p>P5.12 NMIT will be supported as a major anchor to Preston Central.</p> <p>P5.13 Land zoned for employment (i.e. industrially zoned land) that may be redundant will be retained for employment purposes (i.e. rezoned for business purposes rather than residential).</p> <p>P5.14 Major employment generators will be encouraged to locate in the core of Preston Central..</p> <p>P5.15 Services providing opportunities for life long learning will be supported and enhanced.</p> <p>Policies – General</p> <p>P5.16 Council will develop a monitoring framework which establishes baseline data and sets targets and/or indicators for:</p> <ul style="list-style-type: none"> ▪ Population and household structure ▪ Community satisfaction with the activity centre and sense of place ▪ Provision of affordable housing ▪ Provision of community service ▪ Provision and quality of open space
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Opportunities

The following table sets out the key opportunities to implement the strategic aspirations in relation to accessible and generous social infrastructure within Preston Central.

A People Place

Policy Reference	Key Opportunities	Further Detail
Community and Open Space		
P5.1	<ul style="list-style-type: none"> Potential development of vacant and underutilised land in the Civic Precinct 	Refer to Section 4.1
	<ul style="list-style-type: none"> Planned development of Intercultural centre 	Refer to Section 4.1
P5.2	<ul style="list-style-type: none"> Refurbishment of Town Hall forecourt and upgrade of open spaces around Library 	Refer to Section 4.1
	<ul style="list-style-type: none"> Development of new station square 	Refer to Section 4.3
P5.3	<ul style="list-style-type: none"> Upgrade Zwar Reserve to a district park 	
	<ul style="list-style-type: none"> Improvements to Preston City Oval 	Refer to Section 4.5
P5.4	<ul style="list-style-type: none"> Collection of development contributions for open space 	
	<ul style="list-style-type: none"> Collection of Public Open Space levies 	
P5.5	<ul style="list-style-type: none"> Redevelopment within the Market Precinct, High Street Central and the Civic Precinct to facilitate outdoor dining opportunities 	Refer to Sections 4.1 – 4.3
Accessible and Appropriate Services		
P5.7 & P5.8	<ul style="list-style-type: none"> Development of the Civic Precinct as a community hub through development of an intercultural centre, appropriate reuse of the former police station and better use of the Court House. 	Refer to Section 4.1
	<ul style="list-style-type: none"> Support and encourage Centrelink to remain in Preston Central. 	Refer to Section 4.1
	<ul style="list-style-type: none"> Attract a major government service to locate in the core of Preston Central. 	Refer to Section 4.1
	<ul style="list-style-type: none"> Support community organisations to remain viable through Council's Community Grants program. 	

Policy Reference	Key Opportunities (cont'd)	Further Detail
Affordability		
P5.9	<ul style="list-style-type: none"> Preston Market to be enhanced and open on more days per week. 	Refer to Section 4.3
P5.10	<ul style="list-style-type: none"> Potential development of vacant and underutilised land—particularly in the Market²³, Western Gateway, Mary Street and Southern Gateway precincts 	Refer to Sections 4.3-4.4 and 4.9-4.10
P5.11	<ul style="list-style-type: none"> Potential development of VicTrack land 	
	<ul style="list-style-type: none"> Major redevelopment sites in Preston South, Bell Street, Civic Precinct and Market Precinct. 	
Employment and Education		
P5.12	<ul style="list-style-type: none"> Preparation of master plan for NMIT 	
P5.13	<ul style="list-style-type: none"> Rezoning of industrial land between Murray Road and Clinch Avenue 	Refer to Section 4.3
	<ul style="list-style-type: none"> Rezoning of industrial sites in the Auto Alley Precinct 	Refer to Section 4.8
P5.14	<ul style="list-style-type: none"> Potential development of vacant and underutilised land—particularly in the Civic, Market²⁴ and Mary Street precincts 	Refer to Sections 4.1 and 4.3-4.4
P5.15	<ul style="list-style-type: none"> The development of the Intercultural Centre which will provide a range of life long learning opportunities. 	
	<ul style="list-style-type: none"> Mary Street provides an opportunity for education providers within existing or future office developments. 	
	<ul style="list-style-type: none"> Encouragement of stronger linkages between NMIT and community based life long learning providers. 	

²³ It should be noted that flooding presents a potentially significant constraint on development in this area.

²⁴ It should be noted that flooding presents a potentially significant constraint on development in this area.

Figure 3.5.1 - Key Public Open Space Improvements



3.6 THEME 6 – AN INTEGRATED PLACE

Policy basis: the challenge

Principles

The integration of the various precincts within an activity centre is critical in ensuring its success as a multidimensional focus. This requires seamless transitions from one precinct to another and is facilitated by mixing uses vertically rather than just horizontally. The provision and design of pedestrian links will be critical in providing a seamless transition.

Ideally, public parking should be provided in multi-storey or underground car parks, to minimise the fragmentation of the town centre. Multi-storey car parks should be 'sleeved' with other uses that present an active edge to the public realm.

Mixed-use development allows greater density in activity centre cores—and therefore greater compactness, or reduced distances between precincts—where retail activity is appropriate at ground floor level but not viable on side streets or at upper levels, and office or residential accommodation is desirable but not at the expense of a continuous retail frontage on the 'mainstreet'. It also enhances the safety of the public realm by generating activity across a greater proportion of the day and week.

Mixed-use development can be achieved by: locating different land uses alongside each other but oriented towards different streets; or locating different land uses at different levels of a building.

Existing Conditions

Preston Central currently contains a number of quite distinct functional precincts, However, some of these are dislocated from each other, creating a fragmented centre in which people are less likely to walk from one precinct to another. For example:

- The station is isolated from the rest of the centre by a 'sea' of parking around the Market.

- A recent survey indicated that many people perceive Preston Market and High Street as separate centres²⁵. There is also perceived by some to be a 'cultural barrier' between these two centres. Existing links between High Street and the Market are through shops and an indirect arcade which leads to the car park.
- There is no obvious link between Safeway and High Street, or between NMIT or DAEC and the core of the centre.

As a consequence of its large tracts of at-grade car parking and predominantly single-storey buildings, Preston Central is not a compact centre and key precincts within it are not integrated with the core.

Strategic Aspirations

In order to achieve a more well-integrated centre, the following strategies will be promoted:

- The replacement of large surface car parks by multi-storey car parks surrounded by active-fronted uses.
- New or enhanced pedestrian routes seamlessly linking key destinations and precincts within the centre and edged with active frontages.
- The concentration of civic and pedestrian-based retail activity in the core of the centre.
- The concentration of office and residential accommodation at upper levels in the core of the centre and at any level immediately around it.
- The concentration of highway-related retail activity along the main roads.
- The discouragement of development that does not provide a continuous active street frontage from locating within the core of the centre.

This is illustrated in Figure 3.6.1.

²⁵ 2004 City of Darebin Preston Central Survey (Metropolis, 2004)

Strategies and Policies

The following table sets out the overarching objectives, strategies and policies in relation to Preston Central's integration and land use pattern.

An Integrated Place

Objective	Strategies	Policies
<p>To encourage and improve the integration and appropriate positioning of activities, services and facilities in Preston Central.</p>	<p>S6.1 Enhance the integration of the different precincts within the centre</p> <p>S6.2 Encourage the development of a compact centre.</p>	<p>P6.1 The integration of the station with the Market, High Street Central and Civic precincts, each side of Murray Road, and 'peripheral' destinations such as DAEC, NMIT and PANCH with the centre, will be enhanced.</p> <p>P6.2 Direct and legible pedestrian routes will be developed from the station to the library and from Murray Road to Mary Street south.</p> <p>P6.3 Retail and entertainment development will be concentrated within the High Street Central and Market precincts, with the fresh food market and larger format stores (such as supermarkets and department stores) in the Market precinct..</p> <p>P6.4 Restaurants and cafes will be encouraged on High Street between Murray Road and Cramer and Gower Streets.</p> <p>P6.5 Showrooms will be concentrated in the Bell Street, Southern Gateway and Preston North precincts.</p> <p>P6.6 Service stations will be discouraged from locating within the Structure Plan area.</p> <p>P6.7 Office development will be promoted above retail uses in the High Street Central and Market Precincts, and at any level in the Civic and Western Gateway precincts, along the remainder of High Street and in the Mary Street precinct.</p>

		Policies
		<p>P6.8 Government and community facilities will be concentrated within the Civic precinct.</p> <p>P6.9 Employment uses will be retained in the Preston North and Auto Alley precincts.</p> <p>P6.10 The retention of the cluster of car yards and related businesses in the Auto Alley precinct will be encouraged.</p> <p>P6.11 Residential development will be promoted throughout the centre, except in the Preston North and Auto Alley precincts, and at ground floor level along High Street and in the Market precinct.</p> <p>P6.12 Residential redevelopment will be promoted at higher densities in the St Georges Road East, Taunton Avenue East and Gower Street South precincts.</p> <p>P6.13 Residential redevelopment will be promoted at medium densities in the Residential Southeast, Residential East, Bell Street West and Spring Street precincts.</p> <p>P6.14 Residential redevelopment at higher densities than currently exist in the David Street East, Residential Northeast, William Street, Residential Northwest and Residential Southwest precincts will be discouraged.</p>

Opportunities

The following table sets out the key opportunities to implement the strategic aspirations in relation to an integrated Preston Central.

An Integrated Place

Policy Reference	Key Opportunities	Further Detail
P6.1	<ul style="list-style-type: none"> Completed and enhanced pedestrian routes from the station to High Street along The Centreway 	Refer to Section 4.3
P6.2	<ul style="list-style-type: none"> New pedestrian route between High Street and the library through the redevelopment of the Post Office and Council car park Maintained and enhanced pedestrian route from Mary Street south to Murray Road 	Refer to Section 4.1 Refer to Section 4.3
P6.4	<ul style="list-style-type: none"> Removal of clearway allowing development of kerb outstands to widen footpaths and support outdoor dining 	Refer to Section 4.2
P6.7	<ul style="list-style-type: none"> Potential development of underutilised land—particularly at grade car parks 	Refer to Sections 4.1, 4.4 and 4.10
P6.8	<ul style="list-style-type: none"> Potential development of underutilised land—particularly at grade car parks 	Refer to Section 4.1
P6.9	<ul style="list-style-type: none"> Rezoning of industrial sites to allow their redevelopment for new types of business while protecting land for employment 	

Figure 3.6.1 - Integration Plan



Figure 3.7 - The Structure Plan - Preferred Future Character of Preston Central

Preferred Future Character

- A** CIVIC & COMMERCIAL OFFICE / 3-5 STOREYS
- B** CORE RETAIL WITH APARTMENTS OR OFFICES ABOVE / 4 STOREYS
- C** CORE RETAIL WITH APARTMENTS OR OFFICES ABOVE / 4-10 STOREYS
- D, J** OFFICES OR APARTMENTS
- E** PARK
- F, G** SECONDARY RETAIL WITH APARTMENTS OR OFFICES ABOVE / 4-6 STOREYS
- H** BUSINESS / 4 STOREYS
- I** APARTMENTS AND/OR SHOWROOMS / 6 STOREYS
- K, L, N, P, Q** MEDIUM DENSITY HOUSING / 3 STOREYS
- O** LOW-RISE APARTMENTS / 2-3 STOREYS
- M** APARTMENTS / 3-4 STOREYS
- R, S, T** LOW DENSITY HOUSING / 2 STOREYS

Legend

- MINIMAL CHANGE
- INCREMENTAL CHANGE
- SUBSTANTIAL CHANGE
- ★ LANDMARK BUILDING
- P NEW MULTI-STOREY CAR PARK
- RAIL LINE AND STATION
- ARTERIAL ROAD
- ARTERIAL-MAINSTREET
- MAINSTREET
- ACCESS STREET
- PEDESTRIAN FAVOURED STREET
- PEDESTRIAN LINK
- STRATEGIC CYCLE ROUTE
- PLAZA
- PARK

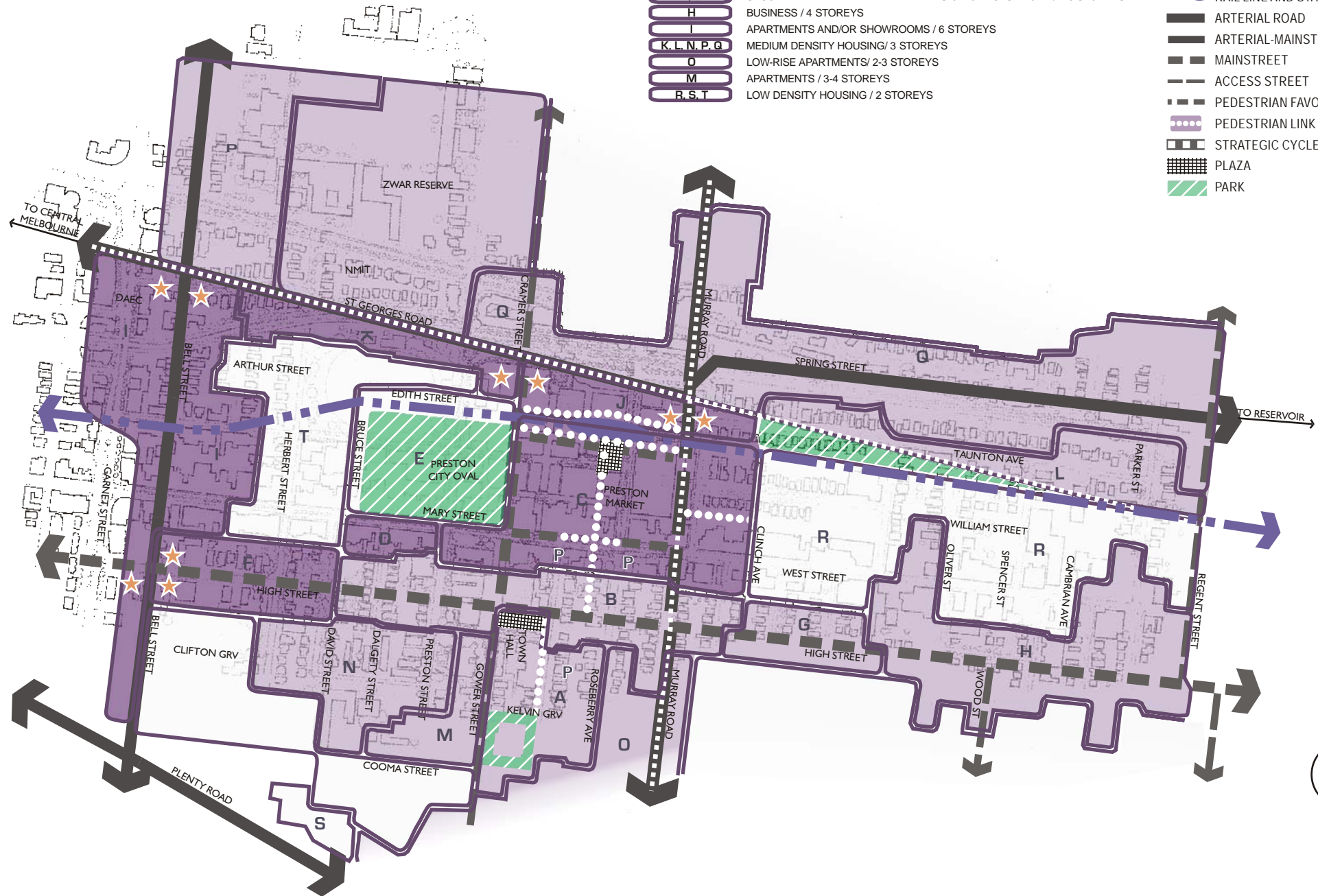


Figure 3.7.1 - Preston Central Principal Activity Centre - Possible Future Form



4 The Precincts: Detailed Initiatives

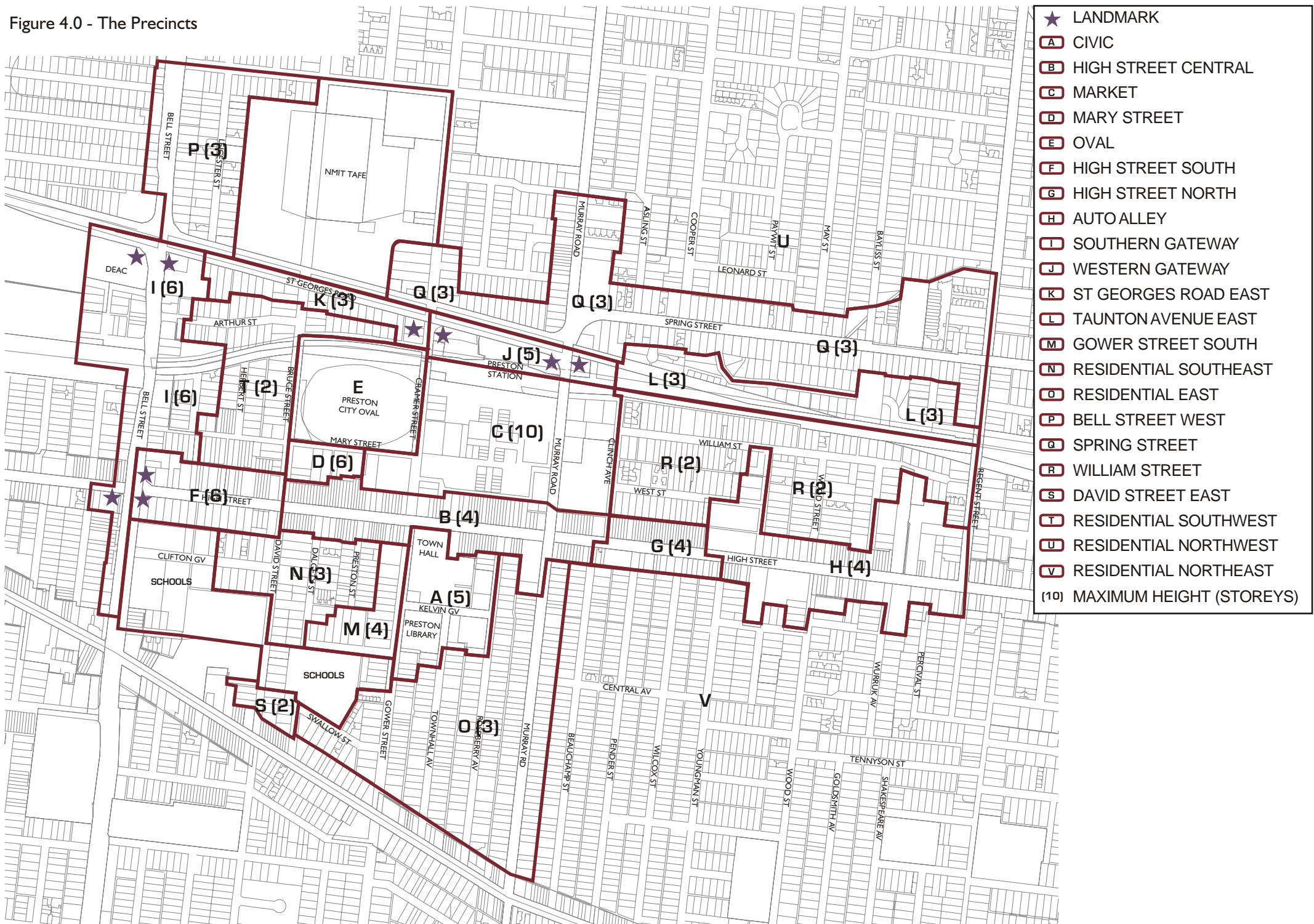
This part of the Structure Plan identifies the **Vision** and **Preferred Future Role and Character** of each **Precinct** within the Structure Plan area. Each precinct is supported by the identification of the following aspects of each precinct.

- **Location map**
- **Existing role and character**
- **A Vision** for the precinct's **preferred future role and character**
- **Strategies / Goals** that underpin and achieve the vision for the precinct
- **Precinct Specific Policies** for the development of each precinct
- **Key Opportunities and Initiatives** to implement the Structure Plan
- An **Urban Design Framework** with development principles and design guidelines (where appropriate).

The Key Opportunities, Initiatives, and Urban Design Framework should be interpreted with the **graphic illustrations** which accompany each precinct.

The Structure Plan area is divided into the following precincts as shown in Figure 4.0.

Figure 4.0 - The Precincts



- ★ LANDMARK
- A** CIVIC
- B** HIGH STREET CENTRAL
- C** MARKET
- D** MARY STREET
- E** OVAL
- F** HIGH STREET SOUTH
- G** HIGH STREET NORTH
- H** AUTO ALLEY
- I** SOUTHERN GATEWAY
- J** WESTERN GATEWAY
- K** ST GEORGES ROAD EAST
- L** TAUNTON AVENUE EAST
- M** GOWER STREET SOUTH
- N** RESIDENTIAL SOUTHEAST
- O** RESIDENTIAL EAST
- P** BELL STREET WEST
- Q** SPRING STREET
- R** WILLIAM STREET
- S** DAVID STREET EAST
- T** RESIDENTIAL SOUTHWEST
- U** RESIDENTIAL NORTHWEST
- V** RESIDENTIAL NORTHEAST
- (10) MAXIMUM HEIGHT (STOREYS)

ACTIVITY CENTRE PRECINCTS

	Section no.	Page no.
A. Civic	4.1	102
B. High Street Central	4.2	110
C. Market	4.3	118
D. Mary Street	4.4	134
E. Oval	4.5	140
F. High Street South	4.6	144
G. High Street North	4.7	148
H. Auto Alley	4.8	152
I. Southern Gateway	4.9	156
J. Western Gateway	4.10	163

OTHER PRECINCTS WITHIN THE STRUCTURE PLAN AREA

	Section no.	Page no.
K. St Georges Road East	4.11	170
L. Taunton Avenue East	4.12	174
M. Gower Street South	4.13	178
N. Residential Southeast	4.14	182
O. Residential East	4.15	185
P. Bell Street West	4.16	189
Q. Spring Street	4.17	193
R. William Street	4.18	197
S. David Street East	4.19	200
T. Residential Southwest	4.20	203

OTHER PRECINCTS WITHIN THE STUDY AREA (BUT OUTSIDE THE STRUCTURE PLAN AREA)

	Section no.	Page no.
U. Residential Northwest	4.21	207
V. Residential Northeast	4.22	209

Policies have not been developed for the Northern Metropolitan Institute of TAFE (NMIT) and schools in the south-eastern part of the study area, as it is considered that these land uses are unlikely to change, and their development should be driven by their own needs rather than those of the broader activity centre. However, their continuing presence is desired, and they should conform with the general policies where appropriate.

4.1 PRECINCT A: CIVIC

Activity Centre Core: Incremental Change Precinct:



Figure 4.1.1: Civic Precinct

Refer to the *precinct-specific policies and key opportunities* below for infrastructure references.

Key to infrastructure references:

- L1 New or improved links
- O1 New or enhanced open spaces
- P1 Public transport improvements
- S1 Streetscape improvements
- T1 Traffic-related initiatives (other than public transport)

Location

The Civic Precinct sits just east of the core retail area. It is bounded by the core retail area to the west (Precinct B), detached houses to north and east (Precinct O), and mixed-density housing to the south (Precinct M).

Existing role and character

The Civic Precinct is the main concentration of civic, Council and Government activities in Darebin. It is currently characterised by:

- Low-rise, civic buildings—notably, the Town Hall, Council offices, RSL, Preston Courthouse, Preston Police Station and Preston Library
- Varying setbacks
- Extensive at grade car parking—both staff and public.

Vision

The Civic Precinct contains the majority of the civic facilities within Preston Central. It also contains a substantial area of underutilised land including surface car parking largely without the constraint of being surrounded totally with sensitive residential neighbours. The consolidation of the car parking into a multi-storey car park and the reuse and redevelopment of underutilised buildings offers the opportunity for new development up to 6 storeys to strengthen the role of the centre as a focus of government and community services and office-based businesses. It may also offer opportunities for new apartments and retail uses. New development brings the opportunity to create a more consistent and appropriate built form character that responds both to its central position within a Principal Activity Centre and its residential context. A new pedestrian link is envisaged between Townhall Avenue and High Street, better integrating the library with the heart of the centre. The Town Hall and library forecourts have the potential to form much more useable public spaces, while the redevelopment of the Council car park offers the potential for a public 'oasis', sheltered from the busy-ness of High Street and the Market.

Preferred Future Role and Character

The preferred future role and character of the Civic Precinct therefore involves incremental change to:

- Low-medium rise (4-5 storeys) civic, commercial office and retail buildings (for public and private sector tenants)
- More consistent setbacks of 3-5 metres at ground-2nd floor and a further 3 metres at 3rd and 4th floor levels
- Car parking in structure(s) behind 'active' uses (which may be up to 6 levels)

Precinct Specific Policies

Civic Precinct

It is policy that:

- 4.1.1 Council's main offices will remain within the Civic Precinct.
- 4.1.2 New civic and community facilities will be developed within the Civic Precinct where possible.
- 4.1.3 Council and public car parking will be consolidated into a multi-storey car park, 'sleeved' by more active and attractive uses, allowing a pedestrian link [L1] to be created between High Street and Townhall Avenue, and a broader footpath to be developed on the west side of Kelvin Grove [S1].
- 4.1.4 Office development and new community facilities of no less than 3 and no more than 5 storeys, potentially with retail uses at ground floor level, will be encouraged on surplus Council land within the Civic Precinct in accordance with the Design Guidelines and Urban Design Framework below, with the exception of the car park on the north side of Townhall Avenue, on which residential development or community uses will be encouraged, and that on the south side of Townhall Avenue, on which open space will be encouraged.
- 4.1.5 Development abutting Roseberry Avenue and Kelvin Grove must address the street.
- 4.1.6 The redevelopment of the houses and former police station on Roseberry Avenue for 3 storey mixed, office or residential uses in accordance with the Design Guidelines and Urban Design Framework illustrated in Figure 4.1.2 will be encouraged. Also refer to the Preston Central Urban Design Guidelines and Character Guidelines in Section 6.
- 4.1.7 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Civic Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Civic Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.1.1.

Strategies / Goals	Opportunities
<p>S1.1 Retain and enhance current key attractors.</p> <p><i>Accommodate Council's future office needs, and better integrate the library with the heart of the activity centre.</i></p>	<ul style="list-style-type: none"> • The redevelopment of the Councils buildings as Council office space or civic or community facility. Council will prepare a detailed masterplan of the precinct, including a review of Council office needs and opportunities. • The redevelopment of the Post Office to create a new, direct pedestrian link between High Street and the facilities within the Civic Precinct, including a better integrated library within the heart of the activity centre and proposed multi storey carpark (L1). • Development of new multi-storey car park allowing release of sites for new buildings.
<p>S1.2 Increase the amount of office, community and civic activity.</p> <p><i>Facilitate commercial office development and accommodate additional community and civic facilities.</i></p>	<ul style="list-style-type: none"> • Commercial office development can be facilitated via the consolidation of the Council car park to release land for public open space or commercial office development. • Additional community and civic facilities may be accommodated with the potential development of the proposed new Intercultural Centre on underutilised property. • The potential to use the library and its surrounds as a focus for enhanced community activity—particularly for preschoolers and children. • The relocation of office, civic and community facilities elsewhere in Preston into the precinct. • Better use of the Preston Courthouse building. (This will require negotiations with the Department of Justice). • The reuse and expansion of the former police station for new mixed use, residential or community development. (Council will prepare detailed guidelines for the redevelopment of the former police station). • The development of medical clinics and/or small offices as a 'sleeve' to screen a new multi-storey car park. Refer to the Urban Design Framework below.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate high density and different housing types, and encourage affordable housing.</i></p>	<ul style="list-style-type: none"> • The reuse and expansion of the former police station for new development incorporating residential accommodation. • The relocation of public car parking between Townhall Avenue and the police station into a new multi-storey car park on the western side of Kelvin Grove to release land for new residential development.
<p>S2.1 Make appropriate provision of community services to meet the needs of Preston's existing and emerging communities.</p> <p><i>Identify gaps in community services.</i></p>	<ul style="list-style-type: none"> • The development of the proposed new Intercultural Centre on underutilised property.
<p>S2.2 Celebrate Darebin's local culture.</p> <p><i>Understand and express relevant cultural themes.</i></p>	<ul style="list-style-type: none"> • The redevelopment of the Town Hall and library forecourt to increase their usability and express local cultural themes, including feature lighting of the Town Hall and its forecourt (O1 & O2).
<p>S3.2 Create a good place to walk.</p> <p><i>Increase the permeability of the precinct.</i></p>	<ul style="list-style-type: none"> • The redevelopment of the Post Office and Council car park to create a new, direct pedestrian link between High Street and the library.
<p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use.</p> <p><i>Address the lack of public car parking on the eastern side of High Street.</i></p>	<ul style="list-style-type: none"> • The development of a new multi-storey car park on underutilised Council land for shoppers, visitors to community facilities and staff of both government and commercial offices. • Investigation of introduction of fees for long-term parking.

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Address heights and setbacks of new buildings; and their relationship with historic buildings in the precinct.</i></p>	<ul style="list-style-type: none"> • Mid-rise buildings in the central part of the precinct, stepping down to low-rise buildings at the northern and eastern edges of the precinct adjoining existing single-storey buildings.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development. • Best practice design and construction of new Council buildings and public open spaces.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Create a more positive western edge to Kelvin Grove; increase opportunities for public open space and community facilities through the sale of public land; better capitalise on the Town Hall and its forecourt to contribute to the attractiveness of the Centre; improve public toilets.</i></p>	<ul style="list-style-type: none"> • The consolidation of the Council car park to release land for new development addressing the street. • A widened footpath on the west side of Kelvin Grove. • New street trees in Kelvin Grove • Feature lighting of the Town Hall and its forecourt. • Introduction of a more active use into the ground floor of the Town Hall that animates the forecourt. • Replacement of existing public toilets by new toilets integrated within new development.

Strategies / Goals	Opportunities
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Better utilise the Town Hall forecourt; and provide additional community spaces.</i></p>	<ul style="list-style-type: none"> • An enhanced Town Hall forecourt. • New public toilets to replace those on Kelvin Grove. • Enhanced open spaces around the Library (including the redevelopment of the car park immediately east of the library) to provide for congregation and active play for children and adults. • The potential development of the proposed new Intercultural Centre and other indoor community spaces on underutilised property.
<p>S5.2 Support existing and new social services and networks.</p> <p><i>Increase the accessibility of social services and networks.</i></p>	<ul style="list-style-type: none"> • The potential development of accommodation for additional social services on underutilised property.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Better integrate the library with the heart of the activity centre; and manage land use interfaces.</i></p>	<ul style="list-style-type: none"> • The redevelopment of the Post Office to create a new, direct pedestrian link between High Street and the library. • The relocation of public car parking between Townhall Avenue and the police station into a new multi-storey car park on the western side of Kelvin Grove, to release land for new development or public open space. • The redevelopment of the former police station—now owned by Council—for new mixed-use development, across Roseberry Avenue from existing residential development.
<p>S6.2 Encourage the development of a compact centre.</p> <p><i>Make car parking more compact; better utilise vacant and underutilised buildings; and bringing dispersed community facilities closer to the core of the civic precinct.</i></p>	<ul style="list-style-type: none"> • The consolidation of the Council car park to release land for new development. • The relocation of public car parking between Townhall Avenue and the police station into a new multi-storey car park on the western side of Kelvin Grove, to release land for new development. • The redevelopment of the houses on Roseberry Avenue for new mixed-use or apartment development. • The reuse and expansion of the former police station for new mixed-use, office or apartment development. • Better use of the courthouse building. • The relocation of major community services into new space developed through the consolidation of the Council car park.

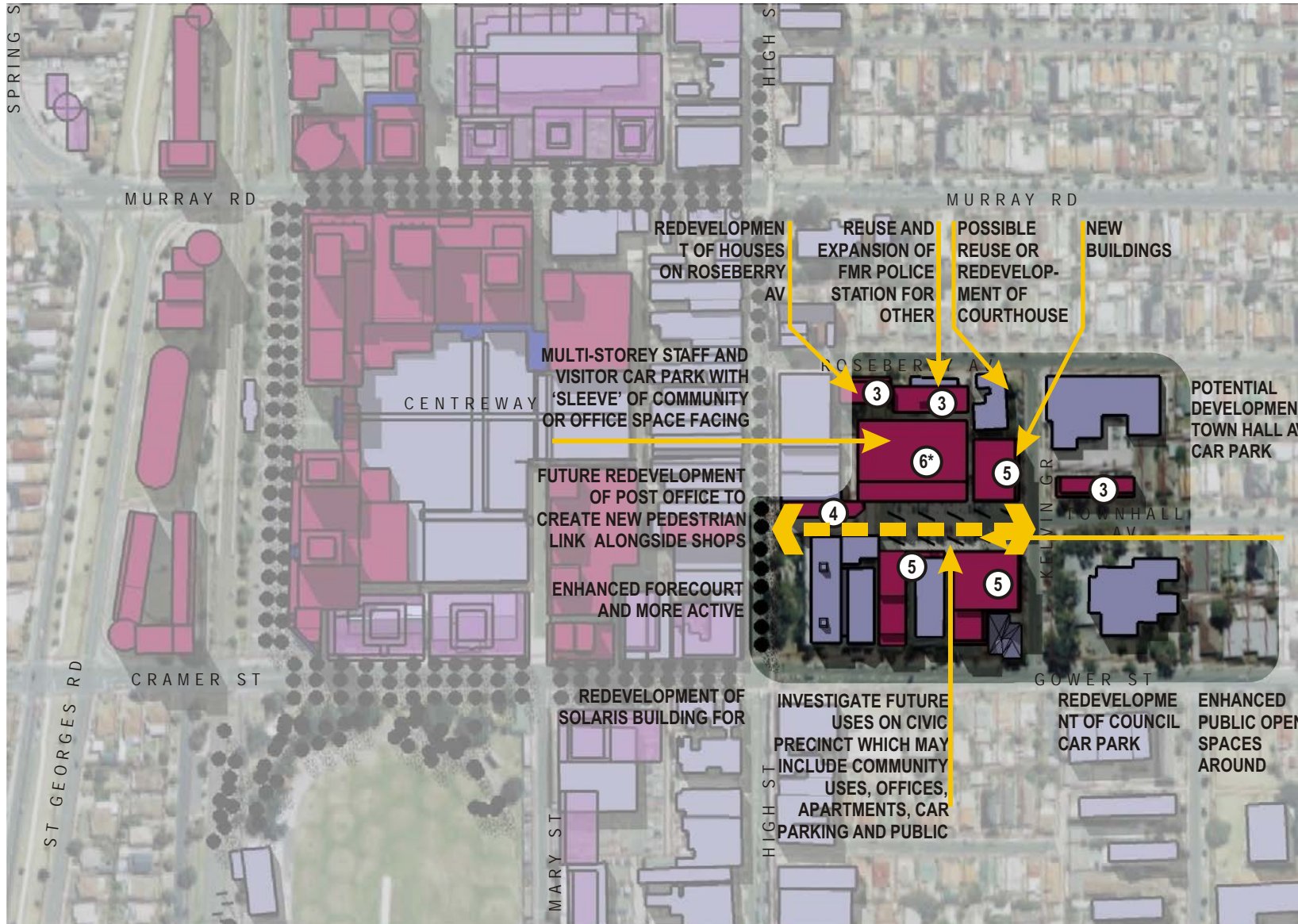
Urban Design Framework – Civic Precinct

An Urban Design Framework has been prepared for the Civic Precinct. This is illustrated in Figure 4.1.2

The following **Design Guidelines** have also been prepared for the Civic Precinct:

1. Development should consist of Council or commercial offices or community uses, except:
 - Development alongside the proposed pedestrian link should contain retail or community uses (including new public toilets) at ground floor level
 - A visitor and staff car park should be created in the centre of the precinct, 'sleeved' by more active and attractive uses
 - Development facing Roseberry and Townhall Avenues may contain apartments
2. A new public pedestrian route should be created through the precinct connecting High Street with Townhall Avenue, and linking the Town Hall forecourt with a new public open space within the precinct.
3. Existing public open spaces around the Town Hall and library should be enhanced. The Kelvin Grove streetscape should be enhanced.
4. Development should be no less than 3 storeys high and no more than the maximum height shown opposite.
5. Development should be built to the front boundary - except on Kelvin Grove where it should be set back 3 metres to create a new footpath - and floors above 3 storeys should be set back at least 3 metres from the front facade below.
6. Offices and apartments should have direct pedestrian access from both the street and staff/ resident car parking.
7. The primary pedestrian entrances to dwellings should be designed to be easily identifiable and to provide shelter, a sense of personal address and a transitional space.

Figure 4.1.2 - Civic Precinct Urban Design Framework



- ④ MAXIMUM BUILDING HEIGHT (STOREYS)
- ↔ RETAINED AND ENHANCED PRIMARY PEDESTRIAN LINKS
- ⑥* SIX STOREY CARPARK = 5 STOREYS

4.2 PRECINCT B: HIGH STREET CENTRAL

Activity Centre Core: Incremental Change Precinct:



Figure 4.2.1: High Street Central Precinct

Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Location

The High Street Central precinct sits astride High Street at the heart of the centre. It is bounded by civic facilities to the east (Precinct A), Preston Market and other large-format retail outlets to the west (Precinct C), and secondary retail and business uses to the north (Precinct G) and south (Precinct F).

Existing role and character

The High Street Central Precinct is the core 'mainstreet' retail area of Preston Central, containing the primary concentration of specialty shops. The precinct is currently characterised by:

- Specialty retailing, restaurants/ cafes and services, including banks and the post office
- 1-2 storey, narrow-fronted buildings
- No front or side setbacks
- Mixed-mode street

High Street doesn't currently attract as many shoppers as the Market. The City of Darebin Preston Central survey (2005) indicates that while 42% of shoppers buy groceries and food at the market weekly, only 10% shop at the remainder of the Activity Centre. For clothes and comparison shopping, the figures are 11% and 3% respectively. When redevelopment of the Market proceeds, the integration of High Street Central with the Market is crucial to the future viability of High Street.

Vision

The High Street Central precinct is the core 'mainstreet' retail area of Preston Central, containing the primary concentration of specialty shops. It offers limited development opportunity due to the fragmented nature of its property ownership and lack of incentive for many of the property owners to redevelop. However, the potential exists for redevelopment incorporating 'shoptop' offices or apartments up to a total of 4 storeys. It is envisaged that this precinct will develop into a vibrant entertainment precinct of cafes, restaurants and bars. This will be greatly enhanced by the removal of both the evening clearway and overdimensional truck (OD) route, allowing the establishment of kerb outstands for outdoor dining and removing a large proportion of the trucks from the street. The walkability of the precinct can be enhanced through the development of a new arcade linking High Street with the Market, a new midblock pedestrian crossing and an 'all-red' phase at the Cramer/ Gower Street intersection.

Preferred Future Role and Character

The preferred future role and character of the High Street Central Precinct therefore involves the continuation of the following characteristics:

- Core retail precinct
- No front or side setbacks at ground floor level; small front setback above parapet level
- Mixed-mode street

... and **incremental change** towards:

- Narrow and medium-fronted low-rise buildings (up to 4 storeys high) with shops at ground floor and offices or apartments above.

Precinct Specific Policies

High Street Central Precinct

It is policy that:

- 4.2.1 Redevelopment in the form of low-rise buildings no less than 2 and no more than 4 storeys high, containing retail and entertainment uses at ground floor, and offices or apartments at upper levels in accordance with the proposed Local Planning Policy 22.07, *High Street Precinct Guidelines* and *Design Guidelines* and Urban Design Framework outlined below (and as illustrated in Figure 4.2.2) and Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6) is encouraged.
- 4.2.2 The removal of the clearways and OD route will be strongly encouraged.
- 4.2.3 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the High Street Central Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the High Street Central Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.2.1.

Strategies / Goals	Opportunities
<p>S1.2 Increase the amount of office (and) entertainment activity</p> <p><i>Facilitate / attract more office and entertainment businesses.</i></p>	<ul style="list-style-type: none"> • Promotion of the area as an entertainment precinct . • Removal of clearways, allowing kerb outstands to help create an attractive environment for outdoor dining. • Redevelopment of existing properties incorporating offices or apartments at upper levels.
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Encourage multi-storey redevelopment on small lots; and minimise conflicts between entertainment and residential uses.</i></p>	
<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport.</p> <p><i>Improve bus services.</i></p>	<ul style="list-style-type: none"> • Removal of clearways, allowing development of bus boarders (as recommended by the High Street Transport Management Plan).

Strategies / Goals	Opportunities
<p>S3.2 Create a good place to walk.</p> <p><i>Improve access to the Market and Station; enhance pedestrian movement; minimise traffic and traffic dominance; and provide for deliveries.</i></p>	<ul style="list-style-type: none"> • (L2) New seamless high quality pedestrian link /arcade from High St to Preston Market. • The redevelopment of the Post Office to create a new, direct pedestrian link between High Street and the facilities within the Civic Precinct—including the library and proposed multi-storey car park [L1]. • Removal of clearways, allowing development of ‘threshold treatments’ (as recommended by the High Street Transport Management Plan). • Greater priority for pedestrians at intersection of High Street and Cramer/ Gower Streets—eg. inclusion of ‘all-red phase’ and reduced cycle length. • [T1] Signalised pedestrian crossing (if and when the clearways are removed and the pedestrian link to the Market is achieved) midway between Murray Road and Cramer / Gower Streets. • [T2] ‘All red’ signal phase and reduced cycle length at intersection of High and Cramer/ Gower Streets. • New pedestrian crossing in High Street if and when the clearways are removed, and when the pedestrian link with the Market is obtained [see section 4.1 above]. • Traffic management measures at all pedestrian crossings to ‘calm’ traffic and facilitate pedestrian movement. • Review of footpath trading policy. • Removal of OD route to minimise through traffic and traffic dominance. This will require continued negotiations with Vic Roads. • Retention of lanes at the rear of High Street properties for servicing.

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential of the precinct for high density development adjacent to the Station and within the core retail area; respond to existing character; improve the appearance of existing buildings; and reduce the visual clutter of advertising.</i></p>	<ul style="list-style-type: none"> • Development of low-rise buildings, with front setbacks and contrasting materials above existing parapet level to maintain visual dominance of existing built form on the streetscape character. • New advertising guidelines – to reduce the visual clutter of advertising. • Incentives for building owners to improve their appearance / facades and under verandah lighting, and bring advertising into line with new guidelines.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S 4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make High Street more attractive and safe – including High Street north of Murray Road.</i></p>	<ul style="list-style-type: none"> • Feature lighting of trees in central median. • [S2, S3 & S4] Streetscape enhancements to High Street, Murray Road and Cramer Street. • Improved under verandah lighting.
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Increase the provision of public open space.</i></p>	<ul style="list-style-type: none"> • The removal of the clearways, allowing kerb extensions with appropriate furniture to provide seating for meeting and resting.

Strategies / Goals	Opportunities
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing properties incorporating apartments at upper levels.
<p>S6.1 Enhance the integration of the different precincts within the centre</p> <p><i>Better integrate the Preston Station and Market with the heart of the activity centre.</i></p>	<ul style="list-style-type: none"> • The redevelopment of properties between the Market and High Street to incorporate a public arcade with active edges.

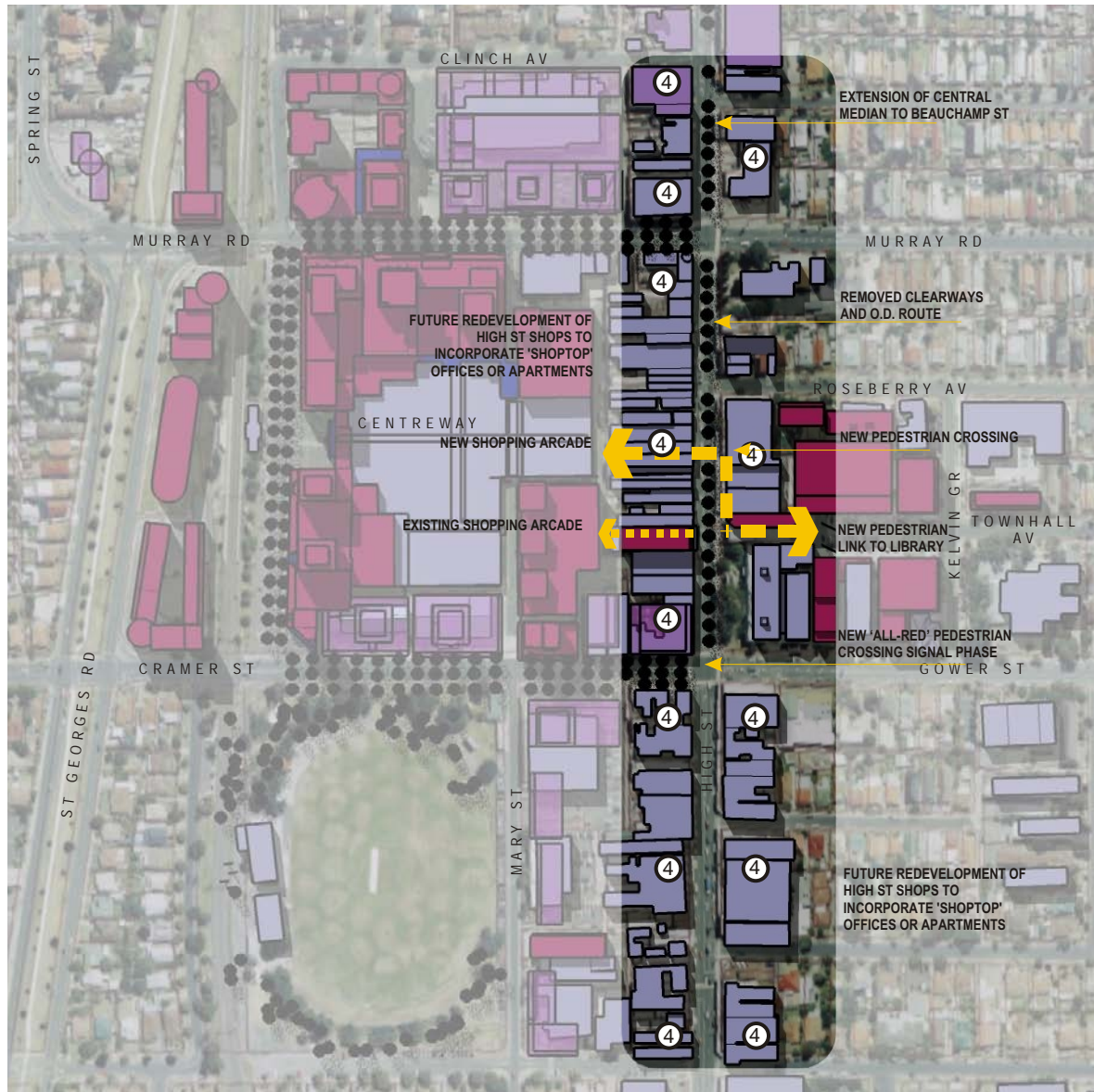
Urban Design Framework - High Street Central Precinct

An Urban Design Framework has been prepared for the High Street Precinct. This is illustrated in Figure 4.2.2.

The following **Design Guidelines** have also been prepared for the High Street Precinct:

1. Development should consist of retail uses at ground floor and offices or apartments above.
2. New public pedestrian links should be created connecting the Preston Station and the Market with High Street and also through the Civic precinct to Townhall Avenue.
3. Development should be no less than 2 and no more than 4 storeys high. It should be built to, and for the full width of, the front boundary up to the prevailing parapet level (8-10m) and each upper level set back a minimum of 1.5m from the front boundary per floor. The upper levels should have contrasting architectural form, materials and/or colours from the 'street wall'.
4. No kerb crossings are permitted to High Street.
5. Offices and apartments should have direct pedestrian access from both the street and staff/ resident car parking.

Figure 4.2.2 - High Street Central Urban Design Framework



④ MAXIMUM BUILDING HEIGHT (STOREYS)

↔ RETAINED AND ENHANCED PRIMARY PEDESTRIAN LINKS

⋯ ENHANCED OR NEW SECONDARY PEDESTRIAN LINKS

4.3 PRECINCT C: MARKET

Activity Centre Core: Substantial Change Precinct:

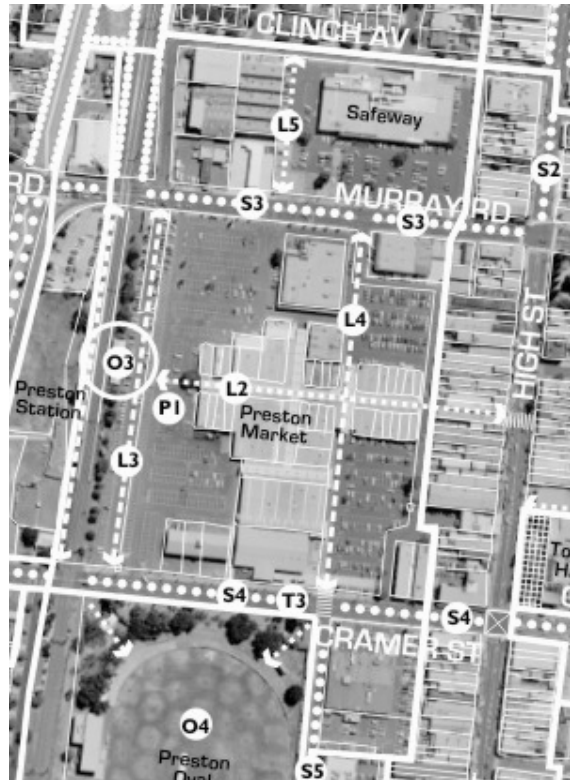


Figure 4.3.1: Market Precinct

Refer to the *precinct-specific policies and key opportunities* below for infrastructure references.

Location

The Market Precinct sits just west of the core 'mainstreet' retail area of Preston Central—the High Street Central Precinct (Precinct B). It is also bounded by largely undeveloped rail-related land across the railway line to the west (Precinct J), Preston Oval to the south (Precinct E) and detached housing to the north (Precinct R).

Existing role and character

The Market Precinct forms part of the core retail area of Preston Central, along with the High Street Central Precinct (Precinct B).

The precinct is currently characterised by:

- Railway station
- Markets
- 3 supermarkets
- A pub (including electronic gaming machines) and a bingo hall
- Light industrial activities
- Extensive at grade car parking

Vision

The Market Precinct contains Preston Station, all the major retail 'anchors' of the centre and Cramer Hotel. This completes the activity centre 'core', along with the specialty shops in High Street Central and civic facilities in the Civic Precinct. It also contains industrial activity, which is considered inappropriate in an activity centre, and large surface car parks, which offer substantial development opportunities. There is one main owner of the Market, although there are several shops which are privately owned. The Market precinct is the only precinct with

virtually no residential neighbours—the only exceptions being those on the northern side of Clinch Avenue and the new apartments west of the station. It therefore offers the most important opportunity for development in Preston Central²⁶. It is envisaged that this opportunity will be used particularly to enhance the non-food retail offer of the centre, and provide a large number of new dwellings and, potentially, offices. Buildings of up to ten storeys are envisaged, stepping down towards High Street and Clinch Avenue to protect their character and amenity. It is also envisaged that, along with improvements to the station itself, new development will be used to create a much more attractive 'foyer' to the centre for rail passengers and improved amenity and appearance for Murray Road and Cramer Street—three of the most important entries to the centre. New and enhanced pedestrian linkages will ensure that the precinct is well integrated with its surroundings.

Preferred Future Role and Character

The preferred future role and character of the Market Precinct therefore involves the retention and enhancement of:

- Preston Market

... and **substantial change** to create:

- A high quality public transport interchange
- Medium-high rise buildings (generally up to 10 storeys) containing large-format shops with parking, apartments and/or offices above (except on the footprint of the existing fresh food market which may remain as a single storey building if deemed necessary to protect the ambience of the Market and 3-storey residential development only facing Clinch Avenue)
- Buildings addressing surrounding streets with minimal front and side setbacks

²⁶ It should be noted that flooding presents a potentially significant constraint on development in this area

- All visitor parking in structures behind 'active' uses.

Precinct Specific Policies

Market Precinct

It is policy that:

- 4.3.1 Development is in the form of medium-rise buildings containing large-format shops with parking, apartments and/or offices above, except residential only facing Clinch Avenue and on the footprint of the existing fresh food Market building may remain as a single storey building if deemed necessary to protect the ambience of the Market.
- 4.3.2 Except for that within 30 metres of Clinch Avenue, development should generally be no less than 4 storeys high and in the form of a podium of 3-4 storeys with towers above rising to a total height of up to 10 storeys²⁷, containing retail uses at ground floor (including large format shops), and offices, apartments or car parking at upper levels, in accordance with the Design Guidelines and Urban Design Framework below²⁸ and Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6). Towers must have a maximum plan dimension of 24 metres (including balcony/articulation zone) and be separated by at least 12 metres.

(cont'd)

²⁷ The podium/ tower model offers many advantages, including sky views and sunlight between buildings; mitigation of unwanted wind effects; continuity of the 'human-scale', low-rise street wall character which prevails in High St; better daylight, sunlight and natural ventilation to spaces within buildings; better views from within buildings; and a higher profile image from afar.

²⁸ It should be noted that flooding presents a potentially significant constraint on development in this area.

- 4.3.3 Development within 30 metres of Clinch Avenue should contain residential uses only. Development should be 2 storeys high within 6 metres of the east-west part of Clinch Avenue, 3 storeys high within 6 metres to 15 metres of the east-west part of Clinch Avenue and 4 storeys high within 15 metres to 30 metres of the east-west part of Clinch Avenue, in accordance with the Design Guidelines and Urban Design Framework below (and as illustrated in Figure 4.3.2). Also, refer to the Preston Central Urban Design Guidelines and Character Guidelines in Section 6.
- 4.3.4 [L2 and L4] The primary east-west and north-south pedestrian routes must be retained and enhanced.
- 4.3.5 Pedestrian links / routes through Preston Market from east to west between the Preston Station and High Street (generally aligned with The Centreway), and north to south between Murray Road and Cramer Street (generally aligned with Mary Street south of Cramer Street) must be retained and enhanced.
- 4.3.6 The preferred size of Station Square is 1000 square metres. The Square must be located adjacent to, and be integrated with, the open space area in Station Avenue, opposite the Preston Station and located on the east-west pedestrian link.
- 4.3.7 [L5] Redevelopment of the Safeway site must incorporate a new north-south pedestrian link along its western edge.
- 4.3.8 Expanded supermarkets, and a new non-food retail anchor within the Market Precinct will be encouraged.
- 4.3.9 The opening of Preston Market on more days per week will be encouraged.
- 4.3.10 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Market Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Market Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.3.1.

Strategies / Goals	Opportunities
S1.1 Retain and enhance current key attractors. <i>Retain and enhance the Preston Market and supermarkets.</i>	<ul style="list-style-type: none"> • Opening of Preston Market on more days per week. • Enhancements to Preston Market. • Expanded supermarkets. • Reconfiguration of Market loading and storage areas, separate from public car parking.
S1.2 Increase the amount of retail, office, entertainment, community and civic activity. <i>Facilitate the development of at grade parking.</i>	<ul style="list-style-type: none"> • Redevelopment of at grade parking on Preston Market and Safeway sites, and redevelopment of existing single storey and industrial buildings for retail space at ground floor with offices, apartments and/or car parking at upper levels (except residential development only facing Clinch Avenue)²⁹
S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Encourage the redevelopment of single-storey buildings for multi-level development; and facilitate the redevelopment of industrial properties.</i>	

²⁹ It should be noted that flooding presents a potentially significant constraint on development in this area.

Strategies / Goals	Opportunities
<p>S2.2 Celebrate Darebin's local culture.</p> <p><i>Express Preston's culture in the development of the Market.</i></p>	<ul style="list-style-type: none"> • [O3] Incorporation of cultural themes in a new Station Square and new buildings at the Market site. • Provision of public art.
<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport.</p> <p><i>Improve train services and the rail-bus interchange; improve Station access and amenity; and enhance the provision for cyclists.</i></p>	<ul style="list-style-type: none"> • Development of footbridge across the railway line. • Enhanced station facilities – to improve Station amenity. • [L3] Formalisation of street connecting Cramer Street and Murray Road in front of the station ('Station Avenue') to provide access to the station. • Re-routing of 'Red Orbital' SmartBus along 'Station Avenue'. • Enhanced pedestrian link to Preston Market <i>[including extension to High Street—refer to section 4.2]</i>. • Cycling facilities on Murray Rd and Cramer Street, and shared path on northern side of Murray Road linking Station Avenue with cycle path on the median of St Georges Rd. • Safe, undercover bike rails and lockers. • [P1] Major improvements to the station, including footbridge linking the platforms, enhanced passenger facilities and improved building appearance.

Strategies / Goals	Opportunities
<p>S3.2 Create a good place to walk. <i>Improve the permeability of the Market; and pedestrian amenity within the precinct.</i></p>	<ul style="list-style-type: none"> • Retention and enhancement of primary east-west and north-south pedestrian routes <i>[including extension of east-west route to High Street—refer to section 4.2]</i>. • Creation of new pedestrian link between Murray Road and Clinch Avenue on west side of Safeway. • Reinforcement of pedestrian priority in primary east-west and north-south links, and service vehicle priority in Mary Street north of Cramer Street (except where crossed by the primary east-west link). • Development of new, highly calmed street between Murray Road and Cramer Street immediately east of the rail line (Station Avenue). • Promotion of Market car park access via Murray Road. • Signalised pedestrian crossing on Cramer Street. • [T3] Introduction of signalised pedestrian crossing at intersection of Mary Street with Cramer Street. • Removal of slip lane at northeast corner of St Georges Road/ Cramer Street intersection. • Provision of a way-finding system. • Landscape and pedestrian amenity enhancements to the at grade car parks until they are redeveloped.

Strategies / Goals	Opportunities
<p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use.</p> <p><i>Ensure that suitable carparking and access is provided in the Market Precinct; carparking is better coordinated and managed; and the design of car parks in the Market Precinct is more pedestrian friendly.</i></p>	<ul style="list-style-type: none"> • Development of new multi-storey car park on at-grade car park, accessed primarily from Murray Road with a secondary access from Cramer Street³⁰. • Restriction of staff parking to upper levels and limitation of parking at lower levels to short-term. • Increased disabled parking at convenient locations. • Enhanced enforcement of short-term parking controls. • Encourage all day parking on the perimeter away from the centre. • Investigation of introduction of fees for long-term parking. • Traffic management treatment at Murray Road and Mary Street to provide main access to Safeway and Preston Market car parks. • Traffic management treatment on Cramer Street and secondary access to Preston Market car park. • Improved car park signage. • Simplified and more coherent internal car park circulation pattern. • Provision of footpaths within car parks. • Naturally-lit car park.

³⁰ It is understood that signalised intersections are likely to be possible on both Murray Road and Cramer Street on former Mary Street alignment.

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential of the precinct for high-density development adjacent to the Station and within the core retail area; and respond to the scale of buildings on High Street and on the north side of Clinch Avenue.</i></p>	<ul style="list-style-type: none"> • High-rise buildings, ensuring that they do not visually dominate High Street buildings from High Street, and stepping down to 3 storeys on the Clinch Avenue frontage.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development including Water Sensitive Urban Design (WSUD). • Best practice design and construction of new station building and public open spaces. • Improved public transport profile, access, interchange and facilities. • Application of the Sustainable Tools for Environmental Performance Strategy (STEPS) and Sustainable Design Score Card (SDS) to assess the environmental sustainability of residential and non residential developments respectively.

Strategies / Goals	Opportunities
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Promote uses and treatments that will help assure the safety of the pedestrian routes within the precinct at all times of the day and week;</i></p> <p><i>Make the entries to the precinct from the surrounding streets more inviting;</i></p> <p><i>Make Cramer Street and Murray Road more welcoming for pedestrians;</i></p> <p><i>Enhance the car park environment.</i></p>	<ul style="list-style-type: none"> • Encouragement of uses that are active for more of the time to key pedestrian routes—eg. main east-west pedestrian route through Preston Market. • Mixed uses. • Good lighting and feature lighting of upgraded station and ‘Station Square’. • Development of new entry to Market directly off High Street. • Entry features at all pedestrian entrances. • [S4] Streetscape enhancements in Cramer Street, including central treed median and reduced crossovers. • [S3] Streetscape enhancements in Murray Road, possibly including extended and treed median, and reduced crossovers. • Tree planting, improved lighting and pedestrian amenity enhancements to the at-grade car parks. • Safeway loading dock relocated to eastern edge. • Undergrounding of power lines along ‘Station Avenue’. • New station square. • New central focal space within Market. • Retention of broad central Market aisles, with seating areas
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Consider how public open space can be best provided within the precinct.</i></p>	<ul style="list-style-type: none"> • New station square. • New central focal space within Market. • Retention of broad central Market aisles, with seating areas.

Strategies / Goals	Opportunities
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Redevelopment of at grade parking on Preston Market and Safeway sites, and redevelopment of existing single storey and industrial buildings for multi-level development incorporating apartments at upper levels.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Better integrate the Preston Station and the Market with the heart of the activity centre;</i></p> <p><i>Better integrate the Preston Market with its neighbours to the north and south, and manage land use interfaces.</i></p>	<ul style="list-style-type: none"> • Completion of continuous and direct pedestrian route between the Station and High Street. • Formalisation of continuous and direct north-south pedestrian route through the precinct. <i>(See also High Street Central Precinct re link to High Street)</i>
<p>S6.2 Encourage the development of a compact centre.</p> <p><i>Encourage multi-level development of single storey retail buildings and at grade parking; and avoid underdevelopment of the precinct.</i></p>	<ul style="list-style-type: none"> • Promotion of multi-storey redevelopment of at-grade car parks. • Requirement for strategy to avoid underdevelopment. • Residential uses only at 'domestic' scale on northern edge of precinct.

Urban Design Framework - Market Precinct

An Urban Design Framework has been prepared for the Market Precinct. This is illustrated in Figure 4.3.2.

The following **Design Guidelines** have also been prepared for the Market Precinct:

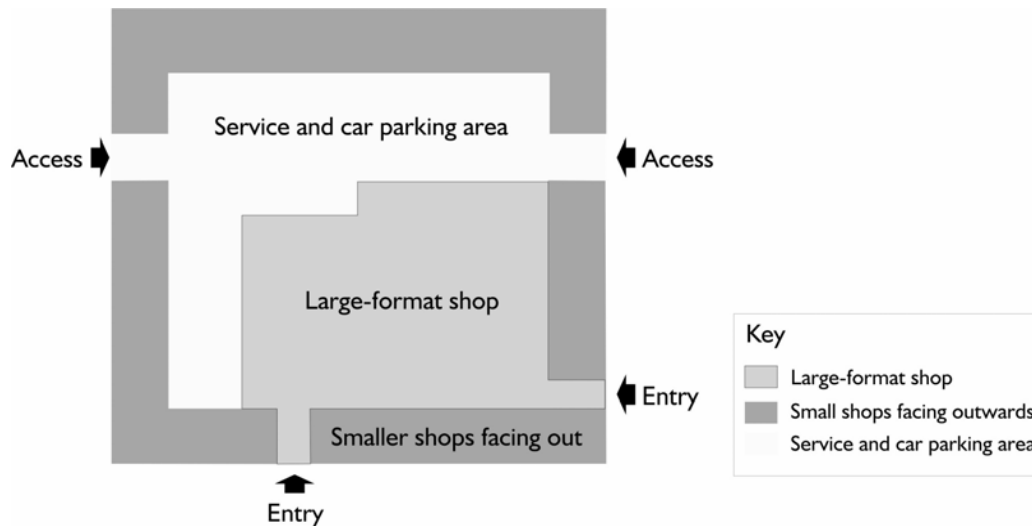
Development Principles:

1. To retain a substantial fresh food Market with associated market activities and to encourage the development of Preston Market as a multi level mixed-use area comprising numerous uses including (but not limited to) retail, commercial offices, residential, entertainment and leisure activities.
2. To upgrade and integrate the Preston Railway Station with the Preston Market and High Street.
3. To provide through the Preston Market a direct and continuous east-west pedestrian thoroughfare (the "East/West Link") aligned with an upgraded Preston Railway Station and an improved pedestrian link to High Street.
4. To provide through the Preston Market a direct and continuous north-south pedestrian thoroughfare (the "North/South Link") linking Murray Road and Cramer Street generally along the alignment of Mary Street (south of Cramer Street).
5. To provide a direct and continuous north-south pedestrian thoroughfare linking Murray Road and Clinch Avenue generally along the western boundary of the Safeway site.
6. To provide a significant public space outside the Preston Station and a 'focal' space centrally within the Market.
7. To encourage increased activity, both during the day and evening, within the Preston Market and the pedestrian thoroughfares.
8. To encourage car parking within multi-level or basement structures.
9. To ensure that development of less than 4 storeys is accompanied by a strategy for not impeding future redevelopment at higher density in accord with Melbourne 2030 objectives for higher density.
10. To provide for a built form within the Market precinct that maintains continuity with the existing character and protects public realm amenity.

Design Guidelines:

1. Ground level development should consist of retail (potentially including large-format retail), commercial, car parking and foyers to residential and/or commercial activities which may be located above.
2. Residential opportunities may occupy the ground level where the use is located adjacent to the eastern boundary of the VicTrack land and the east-west part of Clinch Avenue.
3. Staff and resident parking should be located at basement or upper levels, or behind the building.
4. New development should generally be no less than 4 storeys high and no more than the maximum height shown in the Urban Design Framework. It should take the form of a 'podium' built to and for the full width of the front boundary up to 3-4 storeys high, and 'towers' set back at least 5 metres from the front boundary above that. The towers should not exceed 24 metres in either plan dimension, including the balcony/ articulation zone, and should be separated from each other by at least 12 metres up to 30 metres above ground level and by at least 24 metres above that. The towers should have contrasting architectural form, materials and/or colours from the podium. The existing fresh food Market building may remain as a single storey building if deemed necessary to protect the ambience of the Market.
5. New development within 30 metres of the east-west part of Clinch Avenue should be 3 storeys high. It should be set back at least 3 metres from the front boundary up to 2 storeys high and set back a further 3 metres above that.
6. The Preston Market should have a greater sense of identity, address and presence to High Street and Preston Railway Station when a pedestrian thoroughway is established
7. Access to car parking must be managed to create a hierarchy of vehicle movements, with Murray Road to provide a superior point of entry to Cramer Street.
8. The number and width of kerb crossings along Murray Road, Cramer Street, a new North/South street adjacent to the railway line servicing the train station ("Station Avenue") and Clinch Avenue should be minimised having due regard to the needs of the occupants.
9. Building frontages should have minimal gaps at ground floor level along Murray Road, Cramer Street, Station Avenue and Clinch Avenue.
10. New loading areas must be screened from public view where possible having regard to public amenity and operational requirements and be designed to integrate with the overall centre and be designed having regard to the pedestrian amenity and safety.

11. At the pedestrian level, active frontages should occur alongside the internal thoroughfares and along Murray Road, Cramer Street and Clinch Avenue between High Street and the railway line. Retail and office frontages at ground floor level should be predominantly clear-glazed below the verandah and avoid opaque security devices such as metal roller shutters. The primary pedestrian entry to retail premises should be within the shopfront.
12. Smaller outward facing shops should be provided in front of the blank walls of large format shops, as shown below.



13. Development should present windows to adjoining streets and public open spaces at all levels.
14. Alongside Station Avenue the frontage must be designed to create a safe and attractive pedestrian environment. Station Avenue should:
 - be well lit
 - create good public surveillance
 - provide clear line of sight
 - avoid concealed spaces
 - incorporate pedestrian entries
15. Buildings should be designed and sited to respect the character of High Street particularly when viewed by a pedestrian from the eastern footpath of that street.

16. Where buildings abut pedestrian footpaths on Murray Road and Cramer Streets a verandah should be incorporated into the design. The verandah should be integrated and continuous with those of adjoining premises.
17. Publicly-used pedestrian thoroughfares must be designed to create pleasant, safe and inviting spaces for pedestrians and businesses. Pedestrian thoroughfares should:
 1. be well lit
 2. provide reasonable weather protection
 3. create good public surveillance
 4. provide clear line of sight
 5. avoid concealed spaces
 6. be of a sufficient width to accommodate pedestrian movement and kiosk type activities
 7. encourage a range of activities
 8. contain active edges being fronts rather than sides or backs of buildings characterised by pedestrian entrances and clear glazed windows

Pedestrian thoroughfares may be used in common with vehicles except where otherwise precluded.

Vehicle movements must be minimised along the East/West Link having regard to servicing and loading requirements.

Pedestrian routes within the Market must connect relatively directly to surrounding pedestrian thoroughfares.

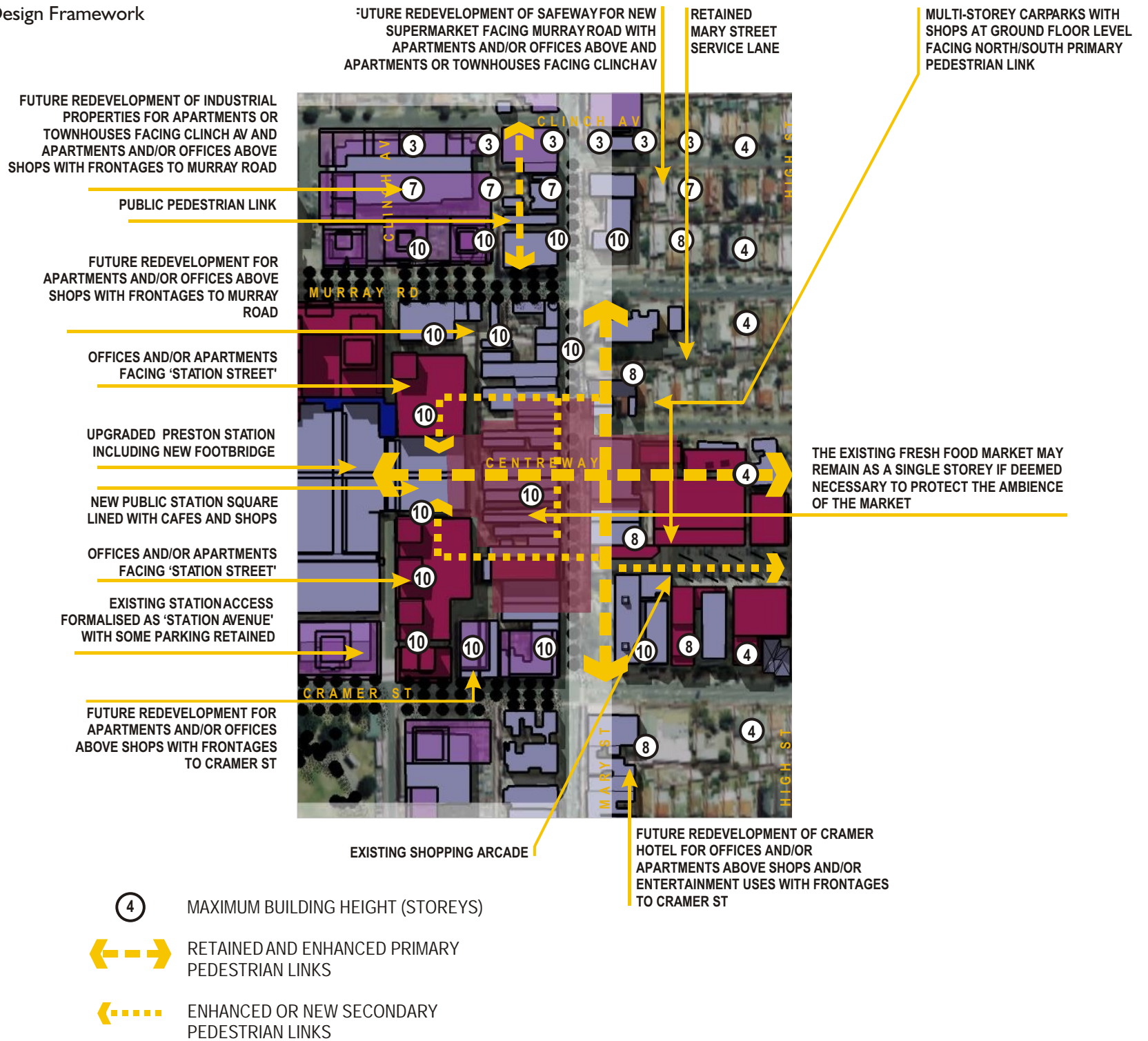
Where the East/West Link crosses Mary Street and when the East/West Link is open to the public, priority should be given to pedestrians.

18. Offices and apartments should have direct pedestrian access from both the street and staff/ resident car parking. The primary pedestrian entrances to dwellings should not be on rear access lanes. The primary pedestrian entrances to dwellings should be designed to be easily identifiable and to provide shelter, a sense of personal address and a transitional space.
19. The ground floor level of purely residential buildings – alongside VicTrack land and Clinch Avenue – may be raised up to 1.2 metres above the adjoining street level.
20. All buildings should be adaptable for use as shops or workspaces at ground floor and offices or apartments at upper levels (except facing Clinch Avenue).

21. The Station Square design must:

- clearly indicate pedestrian priority throughout.
- be designed to provide for a range of activities and functions.
- enable easy movement of pedestrians between The Centreway and the Preston Railway Station.
- integrate with Station Ave and respond to the transport modal interchange.
- provide space for meeting and resting, not restricted to patrons of commercial premises.
- provide outdoor eating and drinking facilities serviced by adjoining cafes and/or restaurants.
- provide access to shops surrounding the Square and to any, upper level accommodation.
- Provide good solar access/sunlight penetration, for areas intended to accommodate more passive activities, particularly for public areas, and some shade provision.
- Provide a sense of enclosure, through the layout and design of the Square and the design and siting of adjacent buildings (maintaining open air), particularly for areas intended to accommodate more passive activities such as public seating areas.
- Incorporate artistic and cultural expression within the paving, furniture, building facades and/or installations.

Figure 4.3.2 - Market Urban Design Framework



4.4 PRECINCT D: MARY STREET

Western Fringe: Substantial Change Precinct



Figure 4.4.1: Mary Street Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Mary Street Precinct sits just southwest of the core retail area. It is bounded by the Cramer Hotel to the north (in Precinct C), the core retail area to the east (Precinct B), Preston City Oval to the west (Precinct E) and detached housing to the south (Precinct T).

Existing role and character

The Mary Street Precinct is a mixed business and residential area. The precinct is currently characterised by:

- Older 1-2 storey office buildings
- A permit for a 4-storey apartment building
- Varying setbacks.

Vision

The Mary Street Precinct currently comprises low-rise buildings, only one of which is constrained by its adjacency to traditional low-rise housing. This represents an underutilisation of a location so close to the core retail area and station, and overlooking the oval. However, the lots are relatively large and the buildings relatively old (with the exception of the apartment building soon to be under construction), offering a key opportunity for more intensive redevelopment—as evidenced by the proposed apartment development. This also offers the potential to create a more consistent urban character. There is currently some market demand for apartments, but little apparent demand for new office space. However, allowing the precinct to be redeveloped entirely for residential uses would deny its long-term potential as a business precinct. Therefore, it is envisaged that all new development should contain some commercial space. Mary Street does not enjoy the exposure required by specialty retail stores. However, retail services, or other 'secondary' retail uses may be possible. Community or education uses may also be appropriate. It is also envisaged that landscaping improvements to the ovals interface with Mary Street will create an improved setting for development.

Preferred Future Role and Character

Therefore, the preferred future role and character of the Mary Street Precinct involves **substantial change** to:

- Mid-rise buildings (generally up to 6 storeys high) with offices or secondary retail uses at ground floor and office or apartments above
- More consistent setbacks.

Precinct Specific Policies

Mary Street Precinct:

It is policy that:

4.4.1 New development should be in the form of mid-rise buildings generally no less than 4 and no more than 6 storeys high, containing:

- secondary retail uses at ground floor level;
- office, community or education uses at any level; and
- apartments at upper levels only,

in accordance with proposed Local Planning Policy 22.07, the *High Street Precinct Guidelines*, the Design Guidelines and Urban Design Framework outlined below (and as illustrated in Figure 4.4.2), and the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

4.4.2 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Mary Street Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Mary Street Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.4.1.

Strategies / Goals	Opportunities
<p>S1.2 Increase the amount of office, community and civic activity.</p> <p><i>Attract new office tenants to the area; and encourage reinvestment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating offices, community services or education uses. • Improved accessibility of Preston City Oval by opening up the ground to the public during daylight hours. • Reduction of the height of the mounds to improve the outlook into and from the ground.
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin</p> <p><i>Encourage high density and different housing types.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating apartments at upper levels.
<p>S3.2 Create a good place to walk.</p> <p><i>Improve pedestrian amenity.</i></p>	<ul style="list-style-type: none"> • Footpath on the western side of the street.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential of the precinct for high-density development on the edge of the core retail area, while respecting adjoining residential areas.</i></p>	<ul style="list-style-type: none"> • Development of mid-rise buildings (up to 6 storeys high), stepping down to 4 storeys at Bruce Street.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make Mary Street more attractive; and improve traffic behaviour and pedestrian amenity.</i></p>	<ul style="list-style-type: none"> • Improved appearance & accessibility of Preston City Oval. • Improved lighting. • Review of traffic management measures in Mary Street. • New footpath on west side of Mary Street between Cramer St and Bruce St. • [S5] Improvements to the interface between Mary Street and the Oval, including new landscaping, fencing, entrances and lighting.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encouraging affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-unit development incorporating apartments at upper levels.

Urban Design Framework – Mary Street Precinct

An Urban Design Framework has been prepared for the Mary Street Precinct. This is illustrated in Figure 4.4.2.

The following **Design Guidelines** have also been prepared for the Mary Street Precinct.

1. Development should consist of secondary retail uses at ground floor level; office, community or education uses at any level; and/or apartments at upper levels only.
2. Development should be no less than 4 storeys high and no more than the maximum height shown opposite
3. Development should be set back no more than 3 metres from the front boundary, and floors above 4 storeys should be set back at least 3 metres from the front facade below.
4. The interface with Preston City Oval should be enhanced through streetscape improvements to Mary Street and landscaping improvements to the edge of the oval reserve.
5. Offices and apartments should have direct pedestrian access from both the street and staff/ resident car parking.

Figure 4.4.2 - Mary Street Urban Design Framework



④ MAXIMUM BUILDING HEIGHT (STOREYS)

4.5 PRECINCT E: OVAL

Western Fringe: Incremental Change Precinct



Figure 4.5: Oval Precinct

Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Location

The Oval Precinct sits just southwest of the core retail area. It is bounded by the markets and Aldi to the north (Precinct C), a mixed business and residential area to the east (Precinct D), railway line to the west and detached houses to the south (Precinct T).

Existing role and character

The Oval Precinct is the most significant recreational facility in Preston Central. Preston City Oval is the home ground of VFL team, the Northern Bullants and the Northern Knights and Preston Cricket Club.

The precinct is currently characterised by:

- A major recreational facility with limited use
- A grandstand containing a social club area
- A new building for the Bullants
- Public car parking including some along the rail line on VicTrack land
- A community building in poor condition (the 'Band Room').

Vision

The Oval Precinct contains the most significant recreational facility in Preston Central. However, its use is restricted to a very small proportion of the community and a very small proportion of the week and year. The oval also offers the potential to contribute significantly to the image of the centre, however instead it is surrounded by an unattractive fence and hidden from key vantage points behind mounds and old buildings. It is therefore envisaged that the oval become a truly public space, rather than one with restricted admission, by being opened up both visually and in terms of access to better capitalise on its potential for recreation and image-building. This will involve the relocation of community functions in the Band Room to alternative locations. There may also be potential to improve the efficiency and appearance of the car park and upgrade the playground in the southeast corner.

Preferred Future Role and Character

The preferred future role and character of the Oval Precinct therefore involves **incremental change** to create:

- A major recreational facility with extensive formal and informal community use
- More efficient car parking.

Precinct Specific Policies

Oval Precinct

It is policy that:

- 4.5.1 Options for increasing formal and informal use of the Oval should be explored.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Oval Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Oval Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.5.

Strategies / Goals	Opportunities
S1.1 Retain and enhance current key attractors. <i>Retain and enhance the Preston City Oval.</i>	<ul style="list-style-type: none"> • Greater use of the Preston City Oval by opening it to the public during daylight hours. • Increased visual access and number of entries to the Oval by lowering the mounds around the Oval and introduction of entry points around the ground. • Enhancements to the Oval to facilitate active play for people of all ages and abilities. • Upgraded playground.
S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Capitalise upon the location of the Oval to attract new office and apartment occupiers.</i>	<ul style="list-style-type: none"> • Allow use of the Oval for informal recreational use. • Increased visual and physical access to the Oval by lowering the mounds surrounding the Oval.
S3.2 Create a good place to walk. <i>Encourage walking and cycling; and improve pedestrian routes through and around the Oval.</i>	<ul style="list-style-type: none"> • Provision of bike parking and good quality walking paths. • New footpaths incorporated within Oval redesign.
S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use. <i>Provision of long-term car parking.</i>	<ul style="list-style-type: none"> • Potential rationalisation, enhancement and/or expansion of car park on west side of Oval³¹ • [O4] Investigation of potential to rationalise car parking layout.

³¹ Expansion of the car park may be limited by the need to widen the rail reserve to allow for rail triplification.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Best practice in relation to water sensitive urban design (WSUD) and landscaping.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Increase the visual and physical access of the Oval from streets adjoining the Oval; improve the public toilets; and create additional green links.</i></p>	<ul style="list-style-type: none"> • [O4] Improve / increase physical and visual accessibility of Preston City Oval. • [O4] Improvement of provision for pedestrians along western and eastern side of Oval. • Enhanced railway reserve landscaping³². • Replacement of existing fence with new more aesthetic fencing.
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Maximise the use of the Oval.</i></p>	<ul style="list-style-type: none"> • Investigation of opportunities to share use of Oval. • [O4] Upgraded playground in the southeast corner. • Additional recreational facilities such as a basketball half court.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Reduce the physical and visual barrier created by the Oval between the residential area to its south and the Station and Market.</i></p>	<ul style="list-style-type: none"> • Upgraded footpath along western side of Oval. • Opening up view lines into and from the Oval. • Replacement of fencing around the Oval.

³² Landscaping within the railway reserve will need to be approved by VicTrack.

4.6 PRECINCT F: HIGH STREET SOUTH

Western Fringe: Substantial Change Precinct



Figure 4.6: High Street South Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The High Street South Precinct is the southern extension of the core retail 'mainstreet' (Precinct B). It is also bounded by detached houses (Precinct N) and schools to the east, detached houses (Precinct T) and a mixed-use area (Precinct D) to the west, and Bell Street to the south (Precinct I).

Existing role and character

The High Street South Precinct is a secondary retail and business area.

The precinct is currently characterised by:

- 'Gateway' from south
- Large-format retail and offices
- 1-2 storey, medium-fronted buildings
- Predominantly no front or side setbacks
- Mixed-mode street.

Vision

High Street South provides a key component of the activity centre, accommodating the businesses that cannot afford to locate in the core retail area. However, it comprises low-rise buildings, which represents an underutilisation of a location so close to the core retail area and station. Fortunately, the lots are relatively large and the buildings relatively old, offering a key opportunity for more intensive redevelopment. This also offers the potential to mark the southern entrance to the activity centre with a pair of landmark buildings and to create a more consistent urban character. It is also envisaged that the treed central median treatment recently developed north of Bruce and David Streets be extended south to Bell Street, to create a more attractive and safe environment for pedestrians and to clearly mark the extent of the activity centre core.

Preferred Future Role and Character

The preferred future role and character of the High Street South Precinct therefore involves the retention of the following characteristics:

- 'Gateway' from south
- No front or side setbacks at ground floor level
- Mixed-mode street

... and **substantial change** to create:

- Mid-rise buildings (up to 6 storeys high) containing large-format retail and offices at ground floor level with offices or apartments above
- Higher-rise 'landmark' elements (up to 8 storeys high) at Bell St.

Precinct Specific Policies

High Street South Precinct

It is policy that:

- 4.6.1 New development should be in the form of mid-rise buildings no less than 3 and no more than 6 storeys high with landmark buildings up to 8 storeys high at the intersection with Bell Street, containing large-format shops or offices at ground floor, and offices or apartments at upper levels in accordance with proposed Local Planning Policy 22.07, the *High Street Precinct Guidelines*, and the Preston Central Urban Design Guidelines and Character Guidelines in Section 6.
- 4.6.2 Buildings should be built to the full width of the front boundary up to the prevailing parapet level (8-10m) and each upper level set back a minimum of 1.5m from the front boundary per floor. The upper levels should have contrasting architectural form, materials and / or colours from the 'street wall'.
- 4.6.3 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the High Street South Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the High Street South Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.6.

Strategies / Goals	Opportunities
<p>S1.2 Increase the amount of retail (and) office activity. <i>Attract new retail and office tenants to the area; and encourage reinvestment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating large-format shops and offices. (This will require Council to investigate, identify and implement incentives for redevelopment.)
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Accommodate high density and different housing types.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating apartments at upper levels.
<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport. <i>Enhance cycle movement.</i></p>	<ul style="list-style-type: none"> • Marking of wide kerbside traffic lanes to support cycling • Provision of bike parking
<p>S3.2 Create a good place to walk. <i>Enhance pedestrian amenity; minimising through traffic and traffic dominance; and provide for deliveries.</i></p>	<ul style="list-style-type: none"> • [S2] Extension of treed central median south to Bell Street. • Removal of OD route to minimise through traffic and traffic dominance. (This would involve continued negotiation with VicRoads.) • Continuance of lanes at the rear of High Street properties for servicing and deliveries

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential of the precinct for high density development on the edge of the core retail area; express the importance of the precinct as a gateway to the centre; and protect the amenity of adjoining residential properties.</i></p>	<ul style="list-style-type: none"> • Development of mid-rise buildings (generally up to 6 storeys high) with upper level setback controls at the rear. • Development of landmark buildings at the intersection of High Street with Bell Street.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Improve pedestrian amenity and the appearance of the street.</i></p>	<ul style="list-style-type: none"> • Extension of treed central median in High Street to Bell Street.

4.7 PRECINCT G: HIGH STREET NORTH

High Street North & Underutilised Residential Areas:
Incremental Change



Figure 4.7: High Street North Precinct

Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Location

The High Street North Precinct is the northern extension of the core retail 'mainstreet'. It is also bounded by detached houses to the east (Precinct V) and west (Precinct R), and a mixed business area—highlighted by a cluster of car yards and related businesses—to the north (Precinct H).

Existing role and character

The High Street North Precinct is a secondary retail and industrial precinct at the edge of the core retail area.

The precinct is currently characterised by:

- Secondary retail and industrial buildings, generally in poor condition
- 1-2 storey, narrow-medium fronted buildings
- Predominantly no front or side setbacks
- Mixed-mode street.

Vision

High Street North provides a key component of the activity centre, accommodating the businesses that cannot afford to locate in the core retail area. However, it comprises low-rise buildings, which represents an underutilisation of a location so close to the core retail area and station. Fortunately, many of its lots are relatively large and the buildings are relatively old, offering a key opportunity for more intensive redevelopment. However, it is envisaged that the provision of employment will remain a component of future development.

Preferred Future Role and Character

The preferred future role and character of the High Street North Precinct therefore involves the continuation of the following characteristics:

- No front or side setbacks at ground floor level
- Mixed-mode street

... and **incremental change** to create:

- Low-rise buildings (up to 4 storeys high) containing large-format retail and offices, potentially with apartments above.

Precinct Specific Policies

High Street Precinct

It is policy that:

- 4.7.1 New development should be in the form of low-rise buildings (up to 4 storeys high) containing large-format shops or offices at ground floor, and offices or apartments at upper levels in accordance with proposed Local Planning Policy 22.07, the *High Street Precinct Guidelines* and the Preston Central Urban Design Guidelines and Character Guidelines in Section 6.
- 4.7.2 Buildings should be built to the full width of the front boundary up to the prevailing parapet level (8-10m) and each upper level set back a minimum of 1.5m from the front boundary per floor. The upper levels should have contrasting architectural form, materials and / or colours from the 'street wall'.
- 4.7.3 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the High Street North Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the High Street North Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.7.

Strategies / Goals	Opportunities
<p>S1.2 Increase the amount of retail (and) office activity. <i>Attract new retail and office tenants to the area; and encourage reinvestment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating large-format shops and offices.
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Accommodate high density and different housing types.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level development incorporating apartments at upper levels.
<p>S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport. <i>Enhance cycle movement.</i></p>	<ul style="list-style-type: none"> • [S6] Marking of wide kerbside traffic lanes to support cycling. • Provision of bike parking.
<p>S3.2 Create a good place to walk. <i>Enhance pedestrian amenity; minimise through traffic and traffic dominance; and provide for deliveries.</i></p>	<ul style="list-style-type: none"> • Planting of kerbside trees (as per those recommended by the <i>High Street Urban Design Framework</i>). • Removal of OD route and clearways. (This would involve continued negotiation with VicRoads.) • Continuance of lanes at the rear of High Street properties for servicing and deliveries.

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Protect the amenity of adjoining residential properties through height and setback requirements for new development.</i></p>	<ul style="list-style-type: none"> • Development of 4 storey buildings with upper level setback controls at the rear.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make High Street more safe and welcoming for pedestrians.</i></p>	<ul style="list-style-type: none"> • [S6] Planting of kerbside trees (as per those recommended by the <i>High Street Urban Design Framework</i>).
<p>S5.4 Provide a wide range of employment opportunities and support high quality, life long learning educational opportunities within Preston Central.</p> <p><i>Retain redundant industrial land for employment purposes.</i></p>	<ul style="list-style-type: none"> • Rezoning of industrial land to more appropriate business zone.

4.8 PRECINCT H: PRESTON AUTO ALLEY

High Street North & Underutilised Residential Areas:
Incremental Change



Figure 4.8: Preston Auto Alley Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Preston Auto Alley Precinct lies to the north of the activity centre core. It is bounded by secondary retail and other businesses to the south (Precinct G), detached houses to the east (Precinct V) and west (Precinct R), and the Regent neighbourhood centre to the north (beyond the study area).

Existing role and character

The Preston Auto Alley Precinct is a mixed business area—including a cluster of car yards and related businesses.

The precinct is currently characterised by:

- Large car yards and associated businesses (generally to the south)
- Low-grade retail and industrial activities (generally to the north)
- 1-2 storey, medium-wide fronted buildings
- Widely varying setbacks
- A mixed-mode street

It is notable that the recent arrival of a regional DHS office appears to have stimulated the opening of a couple of new cafes.

Vision

Auto Alley extends the range of uses and attractions within the activity centre, particularly through the presence of dealerships of the four major car makes. However, it largely comprises single-storey buildings, which represent an underutilisation of a location relatively close to the core retail area and station. Fortunately, many of its lots are relatively large and the buildings are relatively old, offering a key opportunity for more intensive redevelopment. This also offers the opportunity to create a more consistent built form character and improve conditions for pedestrians. However, it is envisaged that the provision of employment will remain the primary objective of this precinct.

Preferred Future Role and Character

The preferred future role and character of the Preston Auto Alley Precinct therefore involves **incremental change** to:

- Low-rise buildings (up to 4 storeys high) containing large-format retail, offices and other business uses
- More consistent setbacks at ground floor level
- Mixe-mode street.

Precinct Specific Policies

Preston Auto Alley

It is policy that:

- 4.8.1 New development should be in the form of low-rise business buildings (up to 4 storeys high) containing offices and, potentially, large-format retail or light industrial uses at ground floor level in accordance with proposed Local Planning Policy 22.07, the *High Street Precinct Guidelines* and the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).
- 4.8.2 West of West Street, new development should be no more than 2 storeys high.
- 4.8.3 Buildings should be built to the full width of the front boundary up to the prevailing parapet level (8-10m) and each upper level set back a minimum of 1.5m from the front boundary per floor. The upper levels should have contrasting architectural form, materials and / or colours from the 'street wall'.
- 4.8.4 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

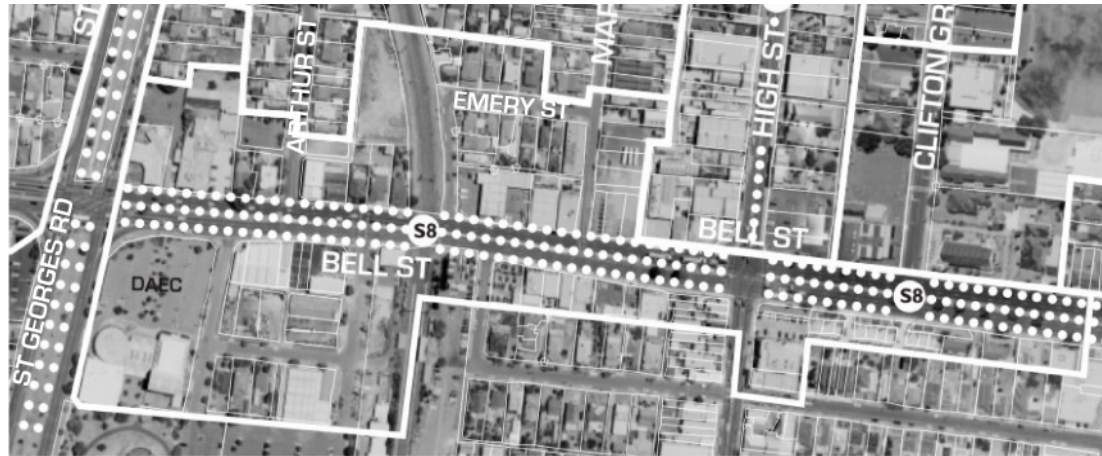
The table below identifies the **Strategies** to which the Preston Auto Alley Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Preston Auto Alley Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.8.

Strategies / Goals	Opportunities
S1.1 Retain and enhance current key attractors. <i>Retain and enhance the car yards.</i>	<ul style="list-style-type: none"> • Avoidance of zoning that would encourage redevelopment for alternative uses. • [S7] Streetscape improvements, such as street trees and banners.
S1.2 Increase the amount of office activity. <i>Encourage more 'higher order', office-based businesses.</i>	<ul style="list-style-type: none"> • Redevelopment of underutilised sites for new office or office-industrial buildings.
S3.1 Achieve a position where at least 20% of workers and 40% of visitors to the centre arrive by walking, cycling or public transport. <i>Enhance cycle movement.</i>	<ul style="list-style-type: none"> • [S7] Marking of wide kerbside traffic lanes to support cycling. • Provision of bike parking.
S3.2 Create a good place to walk. <i>Enhance pedestrian movement; and minimise through traffic and traffic dominance.</i>	<ul style="list-style-type: none"> • Removal of OD route. (This would involve continued negotiation with VicRoads.) • Planting of kerbside trees (as per those recommended by the High Street Urban Design Framework).

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Protect the amenity of adjoining residential properties through height and setback requirements for new development.</i></p>	<ul style="list-style-type: none"> • Development of 4 storey buildings stepping down at the rear.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make High Street more safe and welcoming for pedestrians.</i></p>	<ul style="list-style-type: none"> • Development facing and closer to the street. • Planting of kerbside trees (as per those recommended by the High Street Urban Design Framework).
<p>S5.4 Provide a wide range of employment opportunities and support high quality, life long learning educational opportunities within Preston Central.</p> <p><i>Retain redundant industrial land for employment purposes.</i></p>	<ul style="list-style-type: none"> • Rezoning of industrial land to more appropriate business zone.
<p>S6.2 Encourage the development of a compact centre.</p> <p><i>Intensify the use of land in the precinct.</i></p>	<ul style="list-style-type: none"> • Redevelopment of underutilised land for up to 4 storey buildings.

4.9 PRECINCT I: SOUTHERN GATEWAY

Southern Fringe: Substantial Change:



Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Figure 4.9.1: Southern Gateway Precinct

Location

The Southern Gateway Precinct sits astride Bell Street and forms the southern edge of Preston Central. It is bounded to the north by housing (Precincts K and N), secondary retail and business uses (Precinct F) and schools, to the east and west by busy arterial roads (St Georges and Plenty Roads), and an industrial area undergoing a transformation into a mixed-use residential and business area to the south ('The Junction').

Existing role and character

The Southern Gateway Precinct is a mixed-use precinct.

The precinct is currently characterised by:

- An incoherent mix of uses—notably including the Darebin Arts and Entertainment Centre (DAEC)
- Low-rise buildings, with varying setbacks
- A busy arterial road.

Permission has recently been given for a five-storey development incorporating a shop and apartments on the southern side of Bell Street within this precinct.

Vision

Bell Street is Preston's busiest road. It is therefore the most influential place in presenting an image of Preston Central to outsiders. However, Bell Street is unattractive, dominated by heavy traffic and mainly lined by old buildings in poor condition. The Southern Gateway precinct focused on Bell Street is also highly accessible by public transport—via Bell Station—and relatively close to the heart of the Preston Central activity centre. However, it largely comprises 1-2 storey buildings, which represent an underutilisation of such a location. Fortunately, many of its lots are relatively large and the buildings are relatively old, offering a key opportunity for more intensive and high quality redevelopment. New development is envisaged to accommodate showrooms facing Bell Street—taking advantage of the excellent accessibility and exposure—and, ideally, apartments—taking advantage of proximity to Bell Station and relative proximity to the activity centre. Redevelopment also offers the opportunity to create a more consistent built form character—except for landmark elements marking the key intersections—and to widen the road reserve to allow for beautification and improved conditions for pedestrians. New development is envisaged to step down in height away from Bell Street to avoid unreasonable impacts on adjoining residential properties.

Preferred Future Role and Character

The preferred future role and character of the Southern Gateway Precinct therefore involves **substantial change** to:

- Mid-rise buildings (up to 6 storeys high) with consistent setbacks containing showrooms with apartments above facing Bell Street or apartments without frontage to Bell Street, except buildings (up to 3 storeys) between Garnet Street and High Street to protect the Bell Railway heritage to the south
- Higher-rise 'landmark' elements (up to 8 storeys high) at St Georges Road intersection

- Buildings reducing in height away from Bell Street
- A tree-lined 'boulevard' character.

Precinct Specific Policies

Southern Gateway

It is policy that:

- 4.9.1 New development should be in the form of mid-rise buildings generally no less than 3 and no more than 6 storeys high on Bell Street (except for landmark locations up to 8 storeys and between Garnet Street and High Street up to 3 storeys high) stepping down to existing residential properties.
- 4.9.2 Development should contain showrooms with apartments above facing Bell Street or apartments without frontage to Bell Street.
- 4.9.3 Development should be in accordance with the Design Guidelines and Urban Design Framework below (and as illustrated in Figure 4.9.2) and Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6)
- 4.9.4 Future expansion of DAEC should address the Bell Street/ St Georges Road intersection.
- 4.9.5 Bell Street should be developed into an attractive urban boulevard.
- 4.9.6 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Southern Gateway Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Southern Gateway Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.9.1.

Strategies / Goals	Opportunities
S1.1 Retain and enhance current key attractors. <i>Enhance the DAEC.</i>	<ul style="list-style-type: none"> Landscaping of Darebin Arts and Entertainment Centre (DAEC) car park.
S1.2 Increase the amount of retail and civic activity. <i>Attract development that is appropriate on Bell Street, given that it is such a busy and important highway.</i>	<ul style="list-style-type: none"> Showrooms facing Bell Street. Expanded arts and entertainment uses. (Council to investigate, identify and implement incentives for redevelopment.)
S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Accommodate high density and different housing types.</i>	<ul style="list-style-type: none"> Redevelopment of underutilised land—currently used for industrial and transport purposes—for apartment buildings.
S3.1 Achieve a position where at least 20% of workers and a greater proportion of visitors to the centre arrive by walking, cycling or public transport.	<ul style="list-style-type: none"> Creation of ‘boulevard’ character lined by trees and incorporating more generous footpaths set further back from the road.
S3.2 Create a good place to walk. <i>Enhance pedestrian movement along and across Bell Street; and minimise through traffic and traffic dominance.</i>	<ul style="list-style-type: none"> [S8] Investigation of ‘boulevardisation’ options.

Strategies / Goals	Opportunities
<p>S 4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential for high density development on the edge of the activity centre; express the importance of the precinct as a gateway and the importance of Bell Street to the centre; and improve the appearance of the DAEC.</i></p>	<ul style="list-style-type: none"> • Mid-rise (5-6 storey) buildings on Bell Street, stepping down to adjoining existing residential properties. • Landmark buildings on the corner of Bell Street and St Georges Road—including an extension of DAEC partially hiding its at-grade car park.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development. • Best practice landscaping around DAEC.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Enhance Bell Street as a major movement route to and through Preston; make Bell and Mary Streets safer and more welcoming for pedestrians; and create additional green links.</i></p>	<ul style="list-style-type: none"> • New development facing the street. • More generous footpaths set further back from the road. • New street trees. • Review of traffic management measures in Mary Street. • Enhancement of railway reserve landscaping³³.

³³ Landscaping within the railway reserve will need to be approved by VicTrack.

Strategies / Goals	Opportunities
S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs. <i>Capitalise on the DAEC site for community space.</i>	<ul style="list-style-type: none"> • Development of underutilised land on DAEC.
S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central. <i>Encourage affordable and accessible housing.</i>	<ul style="list-style-type: none"> • Redevelopment of underutilised land—currently used for industrial and transport purposes—for apartment buildings.
S6.1 Enhance the integration of the different precincts within the centre <i>Better integrate the DAEC with the heart of the activity centre.</i>	<ul style="list-style-type: none"> • New development along Bell Street combined with streetscape improvements to create a more welcoming route between DAEC and High Street. • Signage directing pedestrians between DAEC and activity centre core. • Residential uses and lower buildings adjoining existing residential properties.
S6.2 Encourage the development of a compact centre. <i>Develop underutilised land to higher densities.</i>	<ul style="list-style-type: none"> • Redevelopment of underutilised land for apartment buildings.

Urban Design Framework – Southern Gateway Precinct

An Urban Design Framework has been prepared for the Southern Gateway Precinct.. This is illustrated in Figure 4.9.2.

The following **Design Guidelines** have also been prepared for the Southern Gateway.

1. Substantial avenue planting should be introduced on either side of Bell Street.
2. Development should consist of apartment buildings addressing the street, potentially with showrooms at ground floor level.
3. Development should be no less than 3 storeys high and no more than the maximum height shown opposite.
4. Development containing apartments at ground floor level should be set back 3-4 metres from the front boundary. The top floor of any building - or the top two floors of a building more than 5 storeys high - should be set back at least a further 3 metres. These upper levels should have contrasting architectural form, materials and/or colours from the lower levels.
5. Apartments should have direct pedestrian access from both the street and staff/ resident car parking.

Figure 4.9.2 - Southern Gateway Urban Design Framework



LANDMARK BUILDING



MAXIMUM BUILDING HEIGHT (STOREYS)

4.10 PRECINCT J: WESTERN GATEWAY

Western Fringe: Substantial Change



Figure 4.10.1: Western Gateway Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Western Gateway Precinct spans the two western entrances to the core retail area. It is bounded by the railway line and Preston Market to the east (Precinct C), St Georges Road to the west, beyond which are detached houses (Precinct Q), and predominantly detached houses to the north (Precinct L) and south (Precinct K).

Existing role and character

The Western Gateway Precinct is a mixed-use area. The precinct is currently characterised by:

- Busy vehicular entrances to Preston Central
- A railway station
- Poor-quality, single-storey community and retail buildings in poor condition
- A 4-storey apartment building under construction
- At grade car parking
- Impressive views of central Melbourne

It is notable that Council has a lease on several parcels of VicTrack land, with twenty-two years remaining.

Vision

St Georges Road is one of Preston's busiest road and leads—at the Western Gateway Precinct—to the two most important vehicular entrances to Preston Central. It is therefore one of the most influential places in presenting an image of Preston Central to outsiders. However, the Western Gateway Precinct currently presents a highly unattractive image to St Georges Road, comprising unlandscaped surface car parks, dilapidated buildings and a construction site. The Western Gateway Precinct is also highly accessible by public transport—being

adjacent to Preston Station—and relatively close to the heart of the Preston Central activity centre. Its use therefore represents a major underutilisation of such a location. Fortunately, its lots are relatively large and the buildings (with the exception of that under construction) are of no value, offering a key opportunity for more intensive and high quality redevelopment. New development is envisaged to be generally up to 5 storeys high and accommodate offices and/or apartments—taking advantage of the precinct’s high profile, direct access to major roads and public transport, proximity to emerging high quality residential neighbourhoods (eg. Mont Park and The Junction), and retail, financial, entertainment and legal services and facilities, and fine views of central Melbourne—and also taking advantage of proximity to Preston Station and relative proximity to the activity centre. Redevelopment also offers the opportunity to create a more consistent built form character—except for landmark elements up to 7 storeys high marking the key intersections—and address the surrounding public realm.

Preferred Future Role and Character

The preferred future role and character of the Western Gateway Precinct therefore involves the continuation and enhancement of the following characteristics:

- Vehicular ‘gateway’ to Preston Central
- Public transport ‘gateway’ to Preston Central

... and **substantial change** to create:

- Mid-rise office or apartment buildings (generally up to 5 storeys high) addressing surrounding streets
- ‘Landmark’ features (up to 7 storeys high) adjacent to Murray Road and Cramer Street

Precinct Specific Policies

Western Gateway Precinct

It is policy that:

- 4.10.1 New development should be in the form of mid-rise office and/or apartment buildings no less than 3 and no more than 5 storeys high (excluding landmark sites), in accordance with the Design Guidelines and Urban Design Framework below (and as illustrated in Figure 4.10.1) and the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).
- 4.10.2 Non-residential developments of more than 1000 square metres must be accompanied by an Integrated Transport Plan.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Western Gateway Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Western Gateway Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.10.1.

Strategies / Goals	Opportunities
<p>S1.2 Increase the amount of office activity. <i>Encourage more 'higher order', office-based businesses.</i></p> <p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin. <i>Accommodate high density and different housing types.</i></p>	<ul style="list-style-type: none"> • Development of underutilised and prominent land—currently used for at-grade car parking or community facilities—for office, apartment or mixed-use buildings, possibly incorporating commuter car parking.
<p>S3.1 Achieve a position where at least 20% of workers and a greater proportion of visitors to the centre arrive by walking, cycling or public transport. <i>Enhance pedestrian access to the Station from the western side.</i></p>	<ul style="list-style-type: none"> • [L6] Upgraded path along the western side of the railway line. • [P1] Pedestrian bridge across the railway line.
<p>S3.2 Create a good place to walk. <i>Improve pedestrian amenity across the intersections of St Georges Road with Murray Road and Cramer Street.</i></p>	<ul style="list-style-type: none"> • Removal of slip lane on northeast corner of St Georges Road/ Cramer Street intersection. • Review of sightlines and kerb crossovers to ensure pedestrian safety.

Strategies / Goals	Opportunities
<p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use.</p> <p><i>Ensure the best provision of station car parking; and improve awareness of the centre's activities and parking.</i></p>	<ul style="list-style-type: none"> • Relocation of station commuter car parking to stations at the periphery of Preston Activity Centre (i.e. Bell and Regent). • New signage at the St Georges Road entries.
<p>Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Capitalise on the potential for high density development adjacent to the Station and activity centre core;</i></p> <p><i>Express the importance of the precinct as a gateway and the importance of St Georges Road to the core retail area - while taking into account the existing character on the western side of St Georges Road;</i></p> <p><i>Determine the form of development that can face both St Georges Road and the railside path.</i></p>	<ul style="list-style-type: none"> • Mid-rise (5-6 storey) apartment buildings, which can face both ways. • Landmark buildings of high quality architecture on the corners of St Georges Road with Murray Road and Cramer Street.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development. • Improved station access through enhancements to footpath along western side of the railway line.

Strategies / Goals	Opportunities
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make the railside path safer and more welcoming; and enhance the St Georges Road streetscape.</i></p>	<ul style="list-style-type: none"> • New development facing the railside path • Enhancements to the paving, lighting and landscaping of the railside path. • [S9] Landscape enhancements in St Georges Road.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Development of underutilised land—currently used for at-grade car parking or community facilities—for apartment buildings.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Bridge the gap between residential areas west of St Georges Road and the core retail area.</i></p>	<ul style="list-style-type: none"> • Development of underutilised land to create frontages to adjoining streets.
<p>S6.2 Encourage the development of a compact centre.</p> <p><i>Better utilise vacant land and at-grade carparks.</i></p>	<ul style="list-style-type: none"> • Development of underutilised land for apartment buildings.

Urban Design Framework – Western Gateway Precinct

An Urban Design Framework has been prepared for the Western Gateway Precinct. This is illustrated in Figure 4.10.2.

The following **Design Guidelines** have also been prepared for the Western Gateway Precinct.

1. Development should consist of offices and/or apartments, incorporating station car parking where necessary.
2. Development should be no less than 3 storeys high and no more than the maximum height shown opposite
3. New floors above 3 storeys should be set back at least 3 metres from the front facade below.
4. The rail-side path should be upgraded through enhancements to lighting, paving and landscaping.
5. Development should clearly define the public realm - particularly the rail-side path - leaving no undefined, concealed or obscured spaces.
6. The ground floor level of residential buildings may be raised up to 1.2 metres above the adjoining street level, except for entries.

Figure 4.10.2 - Western Gateway Urban Design Framework



- ④ MAXIMUM BUILDING HEIGHT (STOREYS) ★ LANDMARK BUILDING
- ↔ RETAINED AND ENHANCED PRIMARY PEDESTRIAN LINKS
- ⋯ ENHANCED OR NEW SECONDARY

4.11 PRECINCT K: ST GEORGES ROAD EAST

Western Fringe: Substantial Change

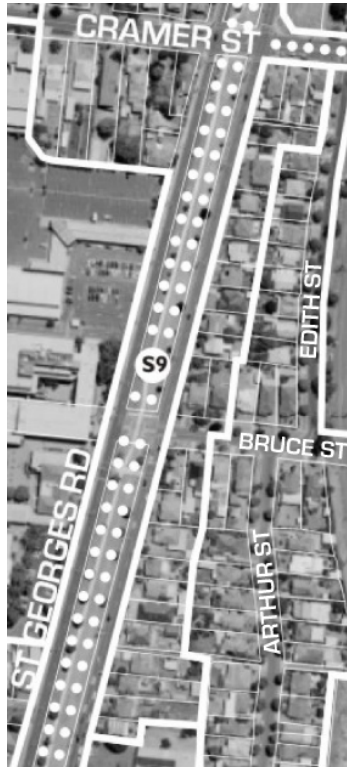


Figure 4.11: St Georges Road East Precinct

Refer to the *precinct-specific policies and key opportunities* below for infrastructure references.

Location

The St Georges Road East Precinct lies at the western edge of Preston Central. It is bounded by St Georges Road to the west and NMIT beyond, station-related land to the north (Precinct J), detached houses to the east (Precinct T) and a mix of mainly highway-related uses to the south (Precinct I).

Existing role and character

The St Georges Road East Precinct is a housing area.

The housing in the precinct is currently characterised by:

- Predominantly single-storey detached forms
- Mixed character
- Relatively consistent setbacks
- Poor condition
- Busy arterial road.

Vision

The St Georges Road East Precinct is relatively close to Preston Station and the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. The St Georges Road East Precinct also has a significant influence on the image of Preston Central, due to its location along one of the area's busiest roads. However, its buildings and high front fences do not contribute positively towards this image. The building stock is in relatively poor condition and the existing character is mixed, offering potential for more intensive and high quality redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is also envisaged to remain residential, due to its residential surroundings and relative distance from the activity centre core. New development

is also envisaged to have an urban scale to reflect the importance of St Georges Road generally no more than 3 storeys high, but be low-rise with similar setbacks to existing development, to maintain continuity with existing development and respect the single-storey nature of adjoining housing to the east.

Preferred Future Role and Character

The preferred future role and character of the St Georges Road East Precinct therefore involves the continuation of the following characteristics:

- A tree-lined boulevard
- Maintained setbacks

... and **substantial change** to:

- Small, low-rise apartment buildings (up to 3 storeys high).

Precinct Specific Policies

St Georges Road East Precinct

It is policy that:

- 4.11.1 New development should be in the form of low-rise apartment buildings 3 storeys high, in accordance with the Preston Central Urban Design Guidelines (refer to section 6).

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the St Georges Road East Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the St Georges Road East Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.11.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. 'big houses' or apartment buildings.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a more urban scale given the fragmented land ownership; and express the importance of St Georges Road by the adjoining built form.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for low-rise apartment buildings (up to 3 storeys), which create a more urban scale and would emphasise the importance of St Georges Road.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> Redevelopment of existing buildings for multi-level, environmentally-sustainable development.

Strategies / Goals	Opportunities
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make St Georges Road safer and more welcoming for pedestrians; and create additional green links.</i></p>	<ul style="list-style-type: none"> • New development facing the street. • [S9] Enhanced landscaping of St Georges Road central median. • Enhanced landscaping of railway reserve.
<p>S5.3 To encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. 'big houses' or apartment buildings.
<p>S6.1 Enhance the integration of the different precincts within the centre</p> <p><i>Better integrate NMIT with the heart of the activity centre.</i></p>	<ul style="list-style-type: none"> • Signage directing pedestrians between NMIT and Preston Station.

4.12 PRECINCT L: TAUNTON AVENUE EAST

High Street North & Underutilised Residential Areas:
Incremental Change



Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Figure 4.12: Taunton Avenue East Precinct

Location

The Taunton Avenue East Precinct lies at the northwest edge of Preston Central. It is bounded by Regent Street to the north, detached houses to the west (Precinct Q), the railway line to the east and mixed uses to the south (Precinct J).

Existing role and character

The Taunton Avenue East Precinct is a housing area.

The housing in the precinct is currently characterised by:

- Predominantly single-storey, detached forms
- Mixed character
- Relatively consistent setbacks
- Poor condition to north; good condition to south.

Vision

The Taunton Avenue East Precinct is relatively close to Preston Station and the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. It also backs onto the shared path alongside the railway line, creating an unattractive and unsafe environment. However much of the building stock is in relatively poor condition and the existing character is mixed, offering potential for more intensive redevelopment that faces the path. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings and relative distance from the activity centre core. New development is also envisaged to be low-rise with similar setbacks to existing development, to maintain continuity with existing development and respect the single-storey nature of adjoining housing to the west. The precinct also contains a large area of unutilised open space immediately adjoining the rail line. It is envisaged that this be landscaped to form a valuable local park.

Preferred Future Role and Character

The preferred future role and character of the Taunton Avenue East Precinct therefore involves the continuation of the following characteristics:

- Existing front setbacks

... and **incremental change** towards:

- Low-rise apartment buildings (up to 3 storeys high), overlooking railside path
- Public park.

Precinct Specific Policies

Taunton Avenue East Precinct

It is policy that:

- 4.12.1 New development should be in the form of low-rise apartment buildings 3 storeys high in accordance with the Preston Central Urban Design Guidelines (refer to section 6).
- 4.12.2 **[O5]** The open space adjacent to the railway line should be developed as improved open space.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Taunton Avenue East Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Taunton Avenue East Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.12.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. 'big houses' or apartment buildings.
<p>S2.2 Celebrate Darebin's local culture.</p> <p><i>Design open space alongside the railway line to express local culture.</i></p>	<ul style="list-style-type: none"> Incorporation of cultural themes in the design of the open space.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement.</i></p>	<ul style="list-style-type: none"> Monitoring of traffic levels to ensure they are appropriate.
<p>S4.1 Promote an urban scale and attractive contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Promote a form of development that can face both Taunton Avenue and the railside path, and allow a smooth transition from the current to the future character.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for low-rise apartment buildings up to 3 storeys high, which can face both ways.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development. • Best practice landscaping of proposed park.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make the railside path safer and more welcoming.</i></p>	<ul style="list-style-type: none"> • New development facing the path. • Landscape enhancements.
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Capitalise upon the open space alongside the railway line for public space.</i></p>	<ul style="list-style-type: none"> • Improved open space • [S9] Landscape enhancements to the railside open space.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for low-rise apartment buildings.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Better integrate the Preston Station and the core retail area with the residential areas to the north.</i></p>	<ul style="list-style-type: none"> • More inviting railside path through new development frontages and landscape enhancements³⁴.

³⁴ Landscaping within the railway reserve will need to be approved by VicTrack.

4.13 PRECINCT M: GOWER STREET SOUTH

High Street North & Underutilised Residential Areas:
Incremental Change



Figure 4.13: Gower Street South Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Gower Street South Precinct sits immediately to the southeast of the retail and business core of Preston Central, alongside one of the main routes into it from the east (Gower Street). It is bounded by civic facilities to the north (Precinct A), the core retail area to the west (Precinct B), Preston Girls High School to the east, and a mixed housing area to the south (Precinct N).

Existing role and character

The Gower Street South Precinct is a mixed residential area. The housing in the precinct is currently characterised by:

- Varying housing types, including inter-war bungalows and post-war, 3-storey blocks of flats
- Mixed character
- Varying setbacks
- Varying condition.

Vision

The Gower Street South Precinct is immediately adjacent to the core of the activity centre. Its single-storey housing is therefore an underutilisation of such a location. The Gower Street South Precinct also has a significant influence on the image of Preston Central, due to its location along one of the centre's main entrances. However, its buildings do not contribute positively towards this image. The building stock is in relatively poor condition and the existing character is mixed, offering potential for more intensive and high quality redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings. New development is also envisaged to have an urban scale to reflect the importance of Gower Street, but be low-rise to maintain continuity with existing development and respect the single-storey nature of adjoining housing to the south. It is also envisaged to have more consistent setbacks.

Preferred Future Role and Character

The preferred future role and character of the Gower Street South Precinct therefore involves **incremental change** towards:

- Low-rise apartment buildings (up to 4 storeys high)
- Consistent setbacks.

Precinct Specific Policies

Gower Street South Precinct

It is policy that:

- 4.13.1 New development should be in the form of low-rise apartment buildings no less than 3 and no more than 4 storeys high in accordance with the Preston Central Urban Design Guidelines (refer to section 6).

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Gower Street South Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Gower Street South Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.13.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. 'big houses' or apartment buildings.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement; and explore travel behaviour change with schools.</i></p>	<ul style="list-style-type: none"> • [S10] Raised, treed central median in Gower Street between High and Cooma Streets. • Monitor traffic levels to ensure they are appropriate.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a more urban scale in the western part of the precinct – given the fragmented land ownership; and emphasise the importance of Gower Street by the adjoining built form.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for low-rise apartment buildings, which create a more urban scale and would emphasise the importance of Gower Street.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development

Strategies / Goals	Opportunities
<p>S5.1 Provide suitable, accessible and affordable indoor and outdoor spaces for a range of community needs.</p> <p><i>Better utilise the schools adjacent to this precinct.</i></p>	<ul style="list-style-type: none"> • Increased community use of school open space through joint use agreements with council.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. 'big houses' or apartment buildings.

4.14 PRECINCT N: RESIDENTIAL SOUTHEAST

High Street North & Underutilised Residential Areas:
Incremental Change

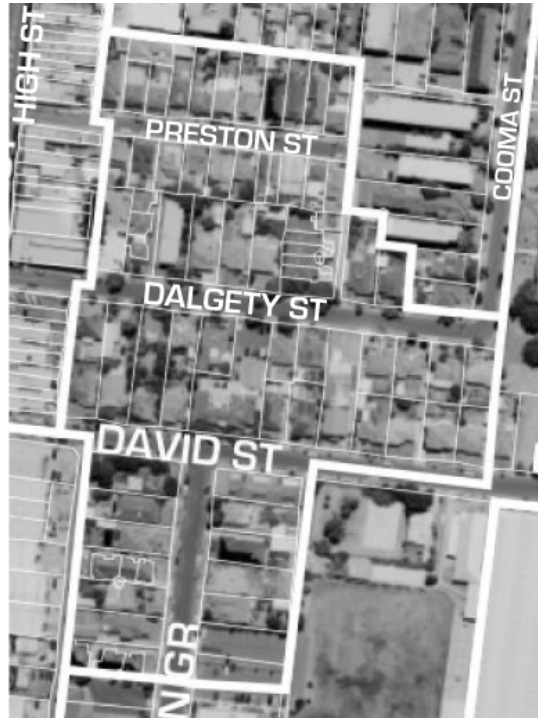


Figure 3.14: Residential Southeast Precinct

Refer to the precinct-specific policies and key opportunities below for infrastructure references.

Location

The Residential Southeast Precinct adjoins the retail and business core of Preston Central to the southeast. It is bounded by civic facilities to the north (Precinct A), retail and business uses to the west (Precincts B and F), and schools to the east and south.

Existing role and character

The Residential Southeast Precinct is a mixed residential area.

The housing in the precinct is currently characterised by:

- Widely mixed types and character, including Victorian terraces and inter-war bungalows
- Varying setbacks
- Varying condition.

Vision

The Residential Southeast Precinct is immediately adjacent to the core of the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. The building stock is in relatively poor condition and the existing character is mixed, offering potential for more intensive redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings. New development is envisaged to be in the form of attached townhouses—within the parameters of the existing ‘ResCode’ controls—with rear laneways, to make better utilisation of the location and take advantage of the area’s mixed character to increase the range of housing types in the area, while creating a positive public realm and achieving a low-rise character to maintain continuity with existing development and respect the single-storey nature of adjoining housing to the south. It is also envisaged to have more consistent setbacks.

Preferred Future Role and Character

The preferred future role and character of the Residential Southeast Precinct therefore involves **incremental change** towards:

- Low-rise, attached, contemporary townhouses (up to 3 storeys high), utilising existing rear lanes and creating new ones
- More consistent setbacks

Precinct Specific Policies

Residential Southeast Precinct

It is policy that:

- 4.14.1 New development should be in the form of attached townhouses (up to 3 storeys high) with vehicular access from rear lanes, in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Residential Southeast Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Residential Southeast Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or townhouses.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement.</i></p>	<ul style="list-style-type: none"> • Monitoring of traffic levels to ensure they are appropriate.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a more urban scale – given the fragmented land ownership.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for attached townhouses, which create a more urban scale without departing significantly from the height of existing houses.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or townhouses.

4.15 PRECINCT O: RESIDENTIAL EAST

High Street North & Underutilised Residential Areas: Incremental Change



Figure 4.15: Residential East Precinct

Refer to the *precinct-specific policies and key opportunities below for infrastructure references.*

Location

The Residential East Precinct lies at the eastern edge of Preston Central. It is bounded by the core retail area to the west (Precinct B), detached housing to the north (Precinct V) and south (Precinct M), and Plenty Road to the east.

Existing role and character

The Residential East Precinct is a housing area.

The housing in the precinct is currently characterised by:

- Predominantly single-storey, detached forms
- Mixed character
- Relatively consistent setbacks
- Good condition.

Vision

The Residential East Precinct is immediately adjacent to the core of the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. The Residential East Precinct also has a significant influence on the image of Preston Central, due to its location along one of the centre's main entrances (Murray Road). However, the scale and character of its buildings do not reflect this importance. The housing character is mixed, offering potential for more intensive redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings. New development is also envisaged to have low-rise, detached forms—within the parameters of the existing 'ResCode' controls—to maintain continuity with existing development and respect the single-storey detached nature of adjoining housing to the north. On Murray Road and Gower Street, new development is envisaged to have a slightly more urban scale to reflect the importance of those streets—while still being in low-rise, detached forms.

Preferred Future Role and Character

The preferred future role and character of the Residential East Precinct therefore involves the continuation of the following characteristics:

- Existing setbacks

... and **incremental change** towards:

- 'Big house' low-rise apartment buildings (up to 3 storeys high on Murray Road and Gower Street, and 2 storeys high elsewhere)

Precinct Specific Policies

Residential East Precinct

It is policy that:

- 4.15.1 New development should be in the form of multi-dwelling buildings up to 3 storeys high facing Murray Road and Gower Street, and 2 storeys high elsewhere, in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, its overall scale and siting should be designed to sit comfortably within the character of the existing houses within the precinct.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Residential East Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Residential East Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement; and enable north-south movement through the precinct to be made more direct.</i></p>	<ul style="list-style-type: none"> • Investigation of potential pedestrian link between Murray Road and Roseberry Avenue. • Monitoring of traffic levels to ensure they are appropriate.
<p>S3.3 Ensure sufficient provision and appropriate management and design of roads and parking to support the centre, without encouraging unnecessary car use.</p> <p><i>Investigate how access can be provided to short term parking in the Civic Precinct from Murray Road.</i></p>	<ul style="list-style-type: none"> • Investigation of appropriate vehicular access to proposed multi-storey car park in Civic Precinct from the northeast. • Monitoring of traffic levels to ensure they are appropriate.

Strategies / Goals	Opportunities
<p>S4.1 Promote an urban scale and contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a more urban scale – given the fragmented land ownership; and achieve a smooth transition from the current to the future character.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for 'big houses', that create a more urban scale while enabling a smooth transition from the existing character.
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.

4.16 PRECINCT P: BELL STREET WEST

High Street North & Underutilised Residential Areas: Incremental Change



Figure 4.16: Bell St West Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Bell Street West Precinct lies at the south-western edge of Preston Central. It is bounded by the Northern Metropolitan Institute of TaFE (NMIT) to the north, St Georges Road to the east, and detached housing to the west and south (beyond the study area).

Existing role and character

The Bell Street West Precinct is a housing area. The housing within the precinct is currently characterised by:

- Predominantly single-storey, detached forms
- Mixed inter-war and post-war character
- Relatively consistent setbacks
- Good condition.

Vision

The Bell Street West Precinct has excellent public transport accessibility—via Bell Station and local buses. Its single-storey detached housing is therefore an underutilisation of such a location. The Bell Street West Precinct also has a significant influence on the image of Preston Central, due to its location along the centre's busiest roads. However, the scale and character of its buildings do not reflect this importance. The housing character is mixed, offering potential for more intensive redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings. New development is also envisaged to have an urban scale to reflect the importance of Bell Street, but have low-rise, detached forms—within the parameters of the existing 'ResCode' controls—to maintain continuity with existing development and respect the single-storey detached nature of adjoining housing to the south.

Preferred Future Role and Character

The preferred future role and character of the Bell Street West Precinct therefore involves the continuation of the following characteristics:

- Existing character elements (without mimicry)
- Existing front setbacks

... and **incremental change** towards:

- 'Big house' low-rise apartment buildings, a multi-dwelling development with an appearance of a single dwelling at first glance (up to 3 storeys high).

Precinct Specific Policies

Bell Street West Precinct

It is policy that:

- 4.16.1 Development should be in the form of multi-dwelling buildings (up to 3 storeys high) in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, its overall scale and siting should be designed to sit comfortably within the character of the existing houses within the precinct.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Bell Street West Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Bell Street West Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for denser and smaller forms of housing, e.g. semi-detached houses, 'big houses' or units.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement.</i></p>	<ul style="list-style-type: none"> Monitoring of traffic levels to ensure they are appropriate.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Emphasise the importance of Bell Street by the adjoining built form; create a more urban scale – given the fragmented land ownership; and achieve a smooth transition from the current to the future character.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for 'big houses', that create a more urban scale—emphasising the importance of Bell Street —while respecting the existing character.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.

4.17 PRECINCT Q: SPRING STREET

High Street North & Underutilised Residential Areas:
Incremental Change



*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Figure 4.17: Spring Street Precinct

Location

The Spring Street Precinct lies astride Spring Street at the western edge of Preston Central. It is bounded by NMIT to the south and detached housing to the north (beyond the study area), east (Precinct L) and west (Precinct U).

Existing role and character

The Spring Street Precinct is a housing area.

The precinct is currently characterised by:

- Predominantly single-storey, detached housing
- Mixed inter-war and post-war character
- Relatively consistent setbacks
- Good condition.

Vision

The Spring Street Precinct is relatively close to Preston Station and the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. The Spring Street Precinct also has a significant influence on the image of Preston Central, due to its location along one of the centre's busiest roads. However, the scale and character of its buildings do not reflect this importance. The housing character is mixed, offering potential for more intensive redevelopment. This is envisaged to occur gradually, due to the relatively small lot sizes. However, incentives for lot consolidation may facilitate speedier renewal. The precinct is envisaged to remain residential, due to its residential surroundings. New development is also envisaged to have an urban scale to reflect the importance of Spring Street, but have low-rise, detached forms—within the parameters of the existing 'ResCode' controls—to maintain continuity with existing development and respect the single-storey detached nature of adjoining housing to the west.

Preferred Future Role and Character

The preferred future role and character of the Spring Street Precinct therefore involves the continuation of the following characteristics:

- Existing character elements (without mimicry)
- Existing front setbacks

... and **incremental change** towards:

- 'Big house' low-rise apartment buildings (up to 3 storeys high)

Precinct Specific Policies

Spring Street Precinct

It is policy that:

4.17.1 New development should be in the form of multi-dwelling buildings (up to 3 storeys high) in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, its overall scale and siting should be designed to sit comfortably within the character of the existing houses within the precinct.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Spring Street Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Spring Street Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.17.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Emphasise the importance of Spring Street by the adjoining built form; create a more urban scale – given the fragmented land ownership; and achieve a smooth transition from the current to the future character.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for 'big houses', that create a more urban scale—emphasising the importance of Spring Street—while respecting the existing character.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-level, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Make St Georges Road feel safer and more welcoming for pedestrians.</i></p>	<ul style="list-style-type: none"> • New development facing the street. • [S9] Enhanced landscaping of St Georges Road central median.
<p>S5.3 Encourage a wide range of affordable and accessible housing options in and around Preston Central.</p> <p><i>Encourage affordable and accessible housing.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.

4.18 PRECINCT R: WILLIAM STREET

Character Pockets: Minimal Change



*Refer to the **precinct-specific policies** and **key opportunities** below for infrastructure references.*

Figure 4.18: William Street Precinct

Location

The William Street Precinct adjoins the retail and business core of Preston Central to the northwest. It is bounded by Safeway and old industrial uses to the south (Precinct C), the railway line to the west, secondary retail and business uses to the east (Precincts G and H) and Regent Street to the north.

Existing role and character

The William Street Precinct is a housing area.

The precinct is currently characterised by:

- Predominantly single-storey, detached housing
- Relatively consistent inter-war character
- Relatively consistent setbacks
- Good condition.

Vision

The William Street Precinct is relatively close to Preston Station and the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. However, the existing housing styles and setbacks are relatively consistent, creating a valued character. Therefore, new development is envisaged to respect this character, and remain in the form of 1-2 storey detached buildings—well within the parameters of the existing 'ResCode' controls. However, this may allow scope for multi-dwelling buildings that appear as single, detached houses—the 'big house' concept.

Preferred Future Role and Character

The preferred future role and character of the William Street Precinct therefore involves the continuation of the following characteristics:

- Existing character elements (without mimicry)
- Existing front and side setbacks

... with the potential for **minimal change** towards:

- 'big house' apartment buildings involving a minimal increase in scale.

Precinct Specific Policies

William Street Precinct

It is policy that:

4.18.1 New development should maintain the general scale, siting and character of the houses within the precinct in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, it may contain more than one dwelling in a single building as long as it is designed to maintain the appearance of a single dwelling *at first glance*.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the William Street Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the William Street Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.18.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement.</i></p>	<ul style="list-style-type: none"> Monitoring of traffic levels to ensure they are appropriate – to enhance pedestrian movement
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a balance between the twin objectives of increasing density within walking distance of the core of the activity centre and respecting valued neighbourhood character.</i></p>	<ul style="list-style-type: none"> Maintain the relatively consistent scale, siting and character of the existing houses, but take advantage of their size to accommodate more than one dwelling using the 'big house' model. (This will assist the twin objectives of increasing density within walking distance of the core of the activity centre and respecting valued neighbourhood character)
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> Redevelopment of existing buildings for multi-dwelling, environmentally-sustainable development

4.19 PRECINCT S: DAVID STREET EAST

Character Pockets: Minimal Change



Figure 4.19: David Street East

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The David Street East Precinct lies at the south-eastern edge of the Preston Central study area. It is bounded by Preston Girls High School to the west, a tram depot to the south, and detached housing to the east and north (Precinct O).

Existing role and character

The David Street East Precinct is a housing area.

The houses within the precinct are currently characterised by:

- Predominantly single-storey, detached forms
- Relatively consistent inter-war character
- Relatively consistent setbacks
- Good condition.

Vision

The David Street East Precinct is relatively close to the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. However, the existing housing styles and setbacks are relatively consistent, creating a valued character. Therefore, new development is envisaged to respect this character, and remain in the form of 1-2 storey detached buildings—well within the parameters of the existing 'ResCode' controls. However, this may allow scope for multi-dwelling buildings that appear as single, detached houses—the 'big house' concept.

Preferred Future Role and Character

The preferred future role and character of the David Street East Precinct therefore involves the continuation of the following characteristics:

- Existing character elements (without mimicry)
- Existing front and side setbacks

... with the potential for **minimal change** towards:

'big house' apartment buildings involving a minimal increase in scale.

Precinct Specific Policies

David Street East Precinct

It is policy that:

4.19.1 New development should maintain the general scale, siting and character of the houses within the precinct in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, it may contain more than one dwelling in a single building as long as it is designed to maintain the appearance of a single dwelling *at first glance*.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the David Street East Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the David Street East Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement.</i></p>	<ul style="list-style-type: none"> Monitoring of traffic levels to ensure they are appropriate
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Achieve a balance between the twin objectives of increasing density within walking distance of the core of the activity centre and respecting valued neighbourhood character.</i></p>	<ul style="list-style-type: none"> Maintain the relatively consistent scale, siting and character of the existing houses, but take advantage of their size to accommodate more than one dwelling using the 'big house' model
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> Redevelopment of existing buildings for multi-dwelling, environmentally-sustainable development

4.20 PRECINCT T: RESIDENTIAL SOUTHWEST

Character Pockets: Minimal Change



Figure 4.20: Residential Southwest Precinct

*Refer to the **precinct-specific policies and key opportunities** below for infrastructure references.*

Location

The Residential Southwest Precinct adjoins the primary retail and business spine of Preston Central to the southwest. It is bounded by Preston Oval to the north (Precinct E), secondary retail and business uses to the east (Precinct F), and detached houses of more mixed character and in poorer condition to the west (Precinct K) and south (Precinct I).

Existing role and character

The Residential Southwest Precinct is a housing area.

The houses in the precinct are currently characterised by:

- Predominantly single-storey, detached forms
- Relatively consistent Victorian, Edwardian and Inter-war character
- Relatively consistent setbacks
- Good condition.

Vision

The Residential Southwest Precinct is close to Preston Station and the activity centre. Its single-storey detached housing is therefore an underutilisation of such a location. However, the existing housing styles and setbacks are relatively consistent, creating a valued character. Therefore, new development is envisaged to respect this character, and remain in the form of 1-2 storey detached buildings—well within the parameters of the existing 'ResCode' controls. However, this may allow scope for multi-dwelling buildings that appear as single, detached houses—the 'big house' concept.

Preferred Future Role and Character

The preferred future role and character of the Residential Southwest Precinct therefore involves the continuation of the following characteristics:

- Existing character elements (without mimicry)
- Existing front and side setbacks

... with the potential for **minimal change** towards:

- 'big house' apartment buildings involving a minimal increase in scale.

Precinct Specific Policies

Residential Southwest Precinct

It is policy that:

4.20.1 New development should maintain the general scale, siting and character of the houses within the precinct in accordance with the Preston Central Urban Design Guidelines and Character Guidelines (refer to section 6).

However, it may contain more than one dwelling in a single building as long as it is designed to maintain the appearance of a single dwelling *at first glance*.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Residential Southwest Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Residential Southwest Precinct, and the key **Opportunities** to do so. The infrastructure references (in brackets) should be interpreted with the graphic illustration in Figure 4.20.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.
<p>S3.2 Create a good place to walk.</p> <p><i>Enhance pedestrian movement; and prevent rat running along Edith Street.</i></p>	<ul style="list-style-type: none"> • Review of traffic management measures in Mary Street. • Monitoring of traffic levels to ensure they are appropriate.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places</p> <p><i>Achieve a balance between the twin objectives of increasing density within walking distance of the core of the activity centre and respecting valued neighbourhood character.</i></p>	<ul style="list-style-type: none"> • Maintain the relatively consistent scale, siting and character of the existing houses, but take advantage of their size to accommodate more than one dwelling using the 'big house' model.

Strategies / Goals	Opportunities
<p>S4.2 Ensure Preston Central is a leading example of achieving environmentally sustainable outcomes through urban form and the built environment.</p> <p><i>Create a more environmentally sustainable environment.</i></p>	<ul style="list-style-type: none"> • Redevelopment of existing buildings for multi-dwelling, environmentally-sustainable development.
<p>S4.3 Create a safe, welcoming, legible and attractive public realm.</p> <p><i>Create additional green links.</i></p>	<ul style="list-style-type: none"> • Enhanced landscaping of railway reserve³⁵.
<p>S6.1 Enhance the integration of the different precincts within the centre.</p> <p><i>Better integrate NMIT and DAEC with the activity centre core.</i></p>	<ul style="list-style-type: none"> • Installation of new signage.

³⁵ Landscaping within the railway reserve will need to be approved by VicTrack.

4.21 PRECINCT U: RESIDENTIAL NORTHWEST

Character Pockets: Minimal Change



Figure 4.21: Residential Northwest Precinct

Location

The Residential Northwest Precinct is at the northwest edge of the Preston Central study area. It is bounded by detached housing to the north and west (beyond the study area), detached housing along Spring Street to the east (Precinct Q) and NMIT to the south.

Existing role and character

The Residential Northwest Precinct is a housing area at the edge of the Preston Central study area.

The houses in the precinct are currently characterised by:

- Predominantly single-storey, detached forms
- Mixed inter-war and post-war character
- Relatively consistent setbacks
- Good condition.

Vision

The Residential Northwest Precinct is relatively distant from Preston Station and the activity centre. There is therefore little justification for promoting redevelopment at greater intensities, and the existing 'ResCode' controls are considered to be appropriate.

Preferred Future Role and Character

The preferred future role and character of the Residential Northwest Precinct therefore involves **minimal change**, enabling the continuation of the following characteristics:

- Detached houses
- Existing scale
- Existing character elements (without mimicry)
- Existing setbacks.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Residential Northwest Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Residential Northwest Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Investigate whether the precinct is sufficiently accessible by foot to the core of the activity centre to warrant an increase in density. If so, new development should respond to existing character.</i></p>	<ul style="list-style-type: none"> • Maintain consistent housing type and resulting character, given the relative distance and segregation from core of activity centre.

4.22 PRECINCT V: RESIDENTIAL NORTHEAST

Character Pockets: Minimal Change



Figure 4.22: Residential Northeast Precinct

Location

The Residential Northeast Precinct lies at the north-eastern edge of the Preston Central study area. It is bounded by a mix of secondary and car-related retail, business & industrial uses to the west (Precincts 7 and 8), detached housing to the north (beyond the study area) and south (Precinct 13), and Plenty Rd to the east.

Existing role and character

The Residential Northeast Precinct is a housing area. The houses in the precinct are currently characterised by:

- Predominantly single-storey, detached forms
- Relatively consistent inter-war character south of Wood Street and from the lots fronting Tennyson Street to the east; mixed Victorian to recent character elsewhere
- Relatively consistent setbacks
- Good condition.

Vision

The Residential Northeast Precinct is relatively distant from Preston Station and the activity centre. There is therefore little justification for promoting redevelopment at greater intensities, and the existing 'ResCode' controls are considered to be appropriate.

Preferred Future Role and Character

The preferred future role and character of the Residential Northeast Precinct therefore involves **minimal change**, enabling the continuation of the following characteristics:

- Detached houses
- Existing scale
- Existing character elements (without mimicry)
- Existing setbacks.

Key Strategies, Goals and Opportunities

The table below identifies the **Strategies** to which the Residential Northeast Precinct can best contribute, the precinct specific **Goals** that support the preferred future role and character of the Residential Northeast Precinct, and the key **Opportunities** to do so.

Strategies / Goals	Opportunities
<p>S1.3 Encourage more residential development—particularly that which contributes to housing choice within Darebin.</p> <p><i>Accommodate increased residential density and different housing types.</i></p>	<ul style="list-style-type: none"> • Incremental redevelopment of detached houses for denser and smaller forms of housing, eg. semi-detached houses, 'big houses' or units.
<p>S4.1 Promote an urban scale and attractive, contemporary character within Preston Central that reflects its importance as a Principal Activity Centre while respecting its existing traditional scale and character and heritage places.</p> <p><i>Investigate whether the precinct is sufficiently accessible by foot to the core of the activity centre to warrant an increase in density.</i></p> <p><i>If so, achieve a balance between the twin objectives of increasing density within walking distance of the core of the activity centre and respecting valued neighbourhood character.</i></p>	<ul style="list-style-type: none"> • Maintain relatively consistent character south of Wood Street and from the lots fronting Tennyson Street to the east. • Maintain consistent housing type and resulting character elsewhere, given the relative distance and segregation from core of activity centre.

5 Implementation: Pivotal Projects

The Preston Central Structure Plan will be implemented through a range of actions, including:

- Public transport improvements
- Planning policy changes
- Public realm improvements
- Public development
- Private development facilitation
- Town centre management
- Further studies
- Advocacy

A separate Implementation Strategy has been prepared which details these actions.

The following projects are considered to be pivotal to the realisation of a compact, multi-functional, public transport-oriented activity centre.

5.1 PUBLIC TRANSPORT IMPROVEMENTS

- New footbridge connecting platforms
- Formalisation of street connecting Murray Road and Cramer Street alongside Station ('Station Avenue')
- Re-routing of 'Red Orbital' SmartBus route along proposed 'Station Avenue'
- Station building upgrade
- Sunday bus services on Murray Road

5.2 PLANNING POLICY CHANGES

- Rezoning of inappropriately-zoned land
- Introduction of new policies and other provisions promoting the vision for Preston Central

5.3 STREETSCAPE IMPROVEMENTS

- Streetscape enhancements to Murray Road
- Streetscape enhancements to Cramer Street
- Streetscape enhancements to Bell Street
- New signalised pedestrian crossing of Cramer Street
- New signalised pedestrian crossing in High Street midway between Murray Road and Cramer/ Gower Streets
- Extended the median (both ways) in High Street

5.4 PUBLIC SPACE ENHANCEMENTS

- New Station Square
- Town Hall forecourt redevelopment
- New Civic Precinct public space
- Enlargement and enhancements to public spaces around library
- Western railside path upgrade
- Upgrade Preston Oval and improve community access

5.5 PUBLIC BUILDING

- Development of multi-storey car park in Civic Precinct
- Intercultural Centre
- Consolidation of Civic Uses to the Civic precinct
- Improve public toilet facilities

5.6 PRIVATE DEVELOPMENT FACILITATION

- Promotion of appropriate redevelopment throughout Structure Plan area
- Redevelopment of shop(s) between Centreway and High Street to create a public arcade
- Redevelopment of Post Office to create pedestrian link between High Street and the heart of the Civic Precinct

5.7 TOWN CENTRE MANAGEMENT

- Introduction of fees for long-term parking
- Review footpath trading policy

5.8 FURTHER STUDIES

- Preparation of Civic Precinct Master Plan
- Preston Oval Master Plan
- Audit of and strategy addressing social service, recreational and open space needs in Preston Central

5.9 ADVOCACY

- Continued negotiation with VicRoads to achieve removal of clearways and OD route, allowing development of bus boarders and kerb extensions for outdoor dining and seating
- Continued discussions with Preston Market owner in relation to development of Market site
- Advocacy for affordable housing

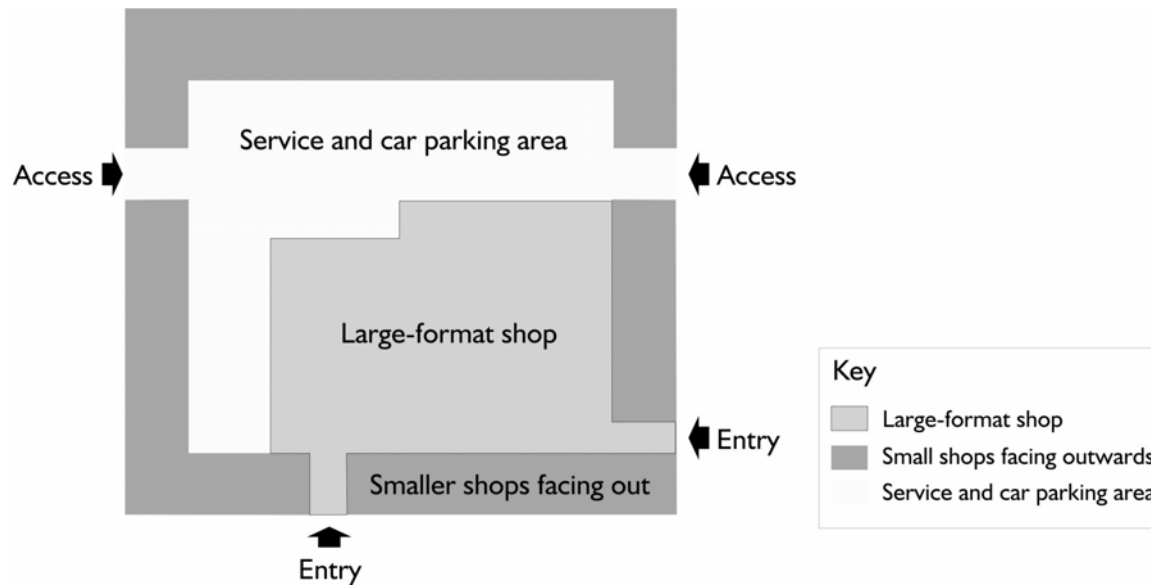
6 Urban Design Guidelines: Quality Standards

6.1 GENERAL BUILDING GUIDELINES

- G1. Development should clearly define the public realm, leaving no undefined, concealed or obscured spaces, particularly pedestrian links, creating visual permeability and safe spaces.
- G2. Building styles should be generally contemporary and understated, except landmark features (see below).
- G3. Landmark features (refer to Figure 2.4.3) should be distinctive in height, roof form and detailed design from the remainder of the building of which they form a part.
- G4. Street facades should not incorporate curtain walling or reflective finishes (including glazing), and openings should not predominate over solid wall except in retail frontages.
- G5. Building facades should form attractive and interesting compositions by incorporating verandahs, porches, upper level recesses and balconies, a varying skyline, vertical articulation, particularly expressing internal unit boundaries.
- G6. Buildings within Precincts A-D, F-G and I should be adaptable for use as shops or workspaces at ground floor and offices or apartments at upper levels.
- G7. Buildings should be naturally lit and ventilated.
- G8. Buildings should be designed to minimise winter heat loss and make maximum use of solar energy.
- G9. Development should incorporate measures to minimise the rate of stormwater discharge.
- G10. Building services should be visually and acoustically screened from the public realm and adjoining private properties.

6.2 NON-RESIDENTIAL DEVELOPMENT GUIDELINES (EXCLUDING INDUSTRIAL)

- G11. Development should be built to and for the full width of the front boundary at ground floor level.
- G12. Frontages at ground floor level should be predominantly clear-glazed below the verandah and avoid opaque security devices such as metal roller shutters. Smaller outward shops should be provided in front of the blank walls of large-format shops, as shown below:



G13. The primary pedestrian entry should be within the front street façade and the ground floor at footpath level.

G14. Development should present windows to adjoining streets and public open spaces at all levels.

G15. Retail development should incorporate a verandah over adjoining footpaths, integrated and continuous with those of adjoining premises.

G16. Signage should be confined to the ground floor façade, verandah fascia and/or a sign hanging above the footpath beneath the verandah. Signage advertising the whole centre and its 'anchor' attractions should be confined to the key 'gateway' locations at the intersections of St Georges Road with Murray Road and Cramer Street, and the intersection of Bell Street with High Street. Flashing or otherwise animated signage should be avoided.

G17. Retail frontages should be lit at night underneath the verandah.

G18. Parking should be located at basement or upper levels, or behind the building.

G19. Goods storage and loading bays should be located behind the building(s) where possible.

6.3 RESIDENTIAL DEVELOPMENT GUIDELINES

G20. Development in Precincts O-V should respect the existing neighbourhood character or contribute to an identified or preferred neighbourhood character.

G21. Residential premises should address the street and any other public or communal open space with habitable room windows at all levels.

G22. Development should have direct pedestrian access from both the street and from resident and visitor car parking.

G23. The primary pedestrian entrances to dwellings should not be on rear access lanes. The primary pedestrian entrances to dwellings should be designed to be easily identifiable and to provide shelter, a sense of personal address and a transitional space.

G24. The ground floor level of purely residential buildings may be raised up to 1.2 metres above the adjoining street level, except for entries.

G25. Residential developments should incorporate best practice sound-proofing between abutting dwellings and from roads, the Market and railway line.

G26. Residential developments should incorporate generous balconies.

G27. Multi-dwelling developments should incorporate a range of dwelling sizes.

G28. Parking for apartments should be located at basement or upper levels, or behind the building. Resident parking for townhouses should be provided in enclosed garages integrated within their building and where possible entered from a rear access lane.

G29. Garages should be set back from the forward-most wall of the associated dwelling. Rear vehicle access lanes should be provided where lots are 10m wide or less.

G30. Articulation, materials and fenestration should be used that is complementary to, without mimicking the existing residential character of the precinct.

G31. Residential development should incorporate measures to minimise stormwater discharge.

6.4 PUBLIC REALM GUIDELINES

G32. Streetscape treatments should be of high quality and conform to a consistent theme.

G33. Seats and litter bins should be provided within key public spaces and primary pedestrian routes. Seats, bins, bicycle racks, street signs and lighting should be of high quality, drawn from a coordinated suite—with the exception of specifically designed pieces—and integrated with each other to minimise clutter wherever possible.

G34. Street furniture and landscaping should not create concealed or obscured spaces.

G35. Shade trees should be installed in key public spaces and primary pedestrian routes that will mature to a substantial size. Trees should be selected that are Australian native and indigenous, and clean-stemmed to 2 metres above ground level.

G36. All streets should incorporate broad footpaths on both sides and shade trees.

G37. Public streets and spaces—including car parks—should be adequately lit at night.

G38. One-way roads should be avoided³⁶.

G39. Bus stops and taxi ranks should be provided with sheltered seating and timetable information.

G40. Cycle racks should be provided throughout the core retail area—Precincts A-C.

6.5 PUBLIC CAR PARKING GUIDELINES

G41. On-street car parking should be maximised³⁷.

G42. Disabled parking spaces should be provided at the edges of the car parks closest to the shops and businesses. Long-stay parking spaces (eg. for staff) should be located furthest away from the shops and businesses, maximising the convenience of short-stay visitor parking.

G43. Surface car parks should be well-lit, edged with active frontages and directly-linked by active-edged routes to the premises they serve, and incorporate footpaths and shade trees that are clean-stemmed to 2 metres above ground level.

³⁶ One-way roads lead to greater traffic volumes due to the need to travel longer distances, and faster traffic due to the lack of 'friction'

³⁷ On-street car parking has many benefits over off-street car parks:

- It maximises 'compactness' by minimising the loss of development land for off-street car parks.
- It assists in 'calming' traffic to create more pedestrian-friendly streets by interrupting flows.
- It creates a buffer between the footpath and moving traffic, further enhancing pedestrian-friendliness.

6.6 CHARACTER GUIDELINES

6.6.1 Precinct N

PREAMBLE

Valued character

The precinct currently has widely mixed character, including varied building styles and setbacks. However, the buildings are generally all 1-2 storeys high.

Threats to the valued character

- Buildings over three storeys.
- Prominent third levels.

STATEMENT OF DESIRED FUTURE CHARACTER

The area's character is envisaged to evolve towards a more consistent one based on attached, contemporary townhouses served by rear lanes. This means:

- Promoting contemporary building styles
- Maintaining the low-rise scale of the area
- Keeping front gardens free of carports, garages and other structures
- Keeping front fences low

GUIDELINES: PRIVATE DOMAIN

ELEMENT	OBJECTIVE	TECHNIQUE	AVOID
Design approach for new construction	To interpret the Victorian terraces in a contemporary design approach in new dwellings.	<ol style="list-style-type: none"> 1 Row house or single fronted pairs are the preferred form of infill housing. 2 Period detailing is not encouraged, but if used should complement the style and scale of the building. 	<ul style="list-style-type: none"> ▪ <i>Reproduction period detailing.</i>
Position on the Site	To achieve consistency of front setbacks. To achieve a consistent rhythm of buildings in the streetscape.	<ol style="list-style-type: none"> 3 Front setback should match the predominant setback of nearby dwellings. 4 Dwellings should not be set back from side boundaries where adjoining buildings abut the boundary, otherwise a maximum of 0.8 metre setback may be provided. 	<ul style="list-style-type: none"> ▪ <i>Dwellings set further forward of or back from the predominant setback.</i> ▪ <i>Side setbacks</i>
Height and Form	To maintain continuity with the scale of existing development and respect the single-storey scale of housing to the south.	<ol style="list-style-type: none"> 5 Three storey buildings should minimise the three storey appearance as viewed from the street 	<ul style="list-style-type: none"> ▪ <i>Three storey 'box' shaped dwellings with unarticulated wall surfaces.</i>
Vehicle access and storage	To minimise front driveway crossings, loss of front garden space, and dominance of car storage facilities.	<ol style="list-style-type: none"> 6 Locate all carports and garages behind the line of the dwelling or in the rear yard. 7 Use existing or create new rear laneways for car access. 	<ul style="list-style-type: none"> ▪ <i>Car ports and garages forward of the dwelling.</i> ▪ <i>Paved car spaces in front of dwellings.</i>
Front Boundary Treatment	To maintain the view of front gardens from the street.	<ol style="list-style-type: none"> 8 Front fences should be up to 1.2 metres in height and permeable. 	<ul style="list-style-type: none"> ▪ <i>Permeable front fences over 1.5 metres and masonry fences over 0.9 metres.</i>

6.6.2 Precincts O, P & Q

PREAMBLE

Valued character

The regular lot sizes are valued for the ability to accommodate a family sized dwelling, and the consistent pattern of spacing between dwellings often created by consistent frontage widths. Some redevelopment for individual houses is occurring, indicating possibly that some of the housing is either not as valued or is requiring major renovation.

Threats to the valued character

- Loss of the lower-rise scale
- New buildings that are inappropriate in shape, front setback, materials or style
- Lengthways subdivision of lots that effectively reduce the frontage width and interrupt the distinct regular subdivision pattern
- High front fences
- Zero lot setbacks which interrupt the rhythm of dwelling spacing

STATEMENT OF DESIRED FUTURE CHARACTER

The area's character is envisaged to evolve towards one that can accommodate increased residential densities, in the form of small multi-dwelling buildings. However, valued elements of the area's current character, including the scale of detached houses and garden settings, are to be respected. This means:

- Maintaining the appearance of detached houses as viewed from the street
- Keeping front fences low and permeable.

GUIDELINES: PRIVATE DOMAIN

ELEMENT	OBJECTIVE	TECHNIQUE	AVOID
Design approach for new construction	To achieve contemporary building styles.	1 Period detailing is not encouraged, but if used should complement the style and scale of the building.	<ul style="list-style-type: none"> ▪ <i>Reproduction building styles and detailing.</i>
Position on the Site	To maintain consistency of current front setbacks. To maintain the rhythm of building spacing.	2 Front setback should match the predominant setback of nearby buildings. 3 Buildings should be set back from the side boundaries a minimum of 1 metre.	<ul style="list-style-type: none"> ▪ <i>Buildings set further forward of the predominant setback.</i> ▪ <i>Lengthways subdivision of lots.</i> ▪ <i>Buildings, including garages and extensions, built to the side boundary, unless set back more than one room from the front of the building.</i>
Height and Form	To avoid abrupt changes in building height.	4 Three storey buildings should minimise the three storey appearance as viewed from the street.	<ul style="list-style-type: none"> ▪ <i>Three storey 'box' shape dwellings with unarticulated wall surfaces.</i>
Vehicle access and storage	To minimise front driveway crossings, loss of front garden space, and dominance of car storage facilities.	5 Locate all carports and garages behind the line of the dwelling or in the rear yard. 6 Use rear laneways, where present, for car access.	<ul style="list-style-type: none"> ▪ <i>Car ports and garages forward of the dwelling.</i> ▪ <i>Paved car spaces in front of dwellings.</i>
Front Boundary Treatment	To maintain the view of front gardens from the street.	7 Front fences should be provided, should be up to 0.9 metres in height and permeable. 8 Front gardens should contain lawn area and/or some smaller trees.	<ul style="list-style-type: none"> ▪ <i>Permeable front fences over 1.5 metres and masonry front fences over 0.9 metre.</i> ▪ <i>Paving of front garden area.</i>

6.6.3 Precincts R, S & T

PREAMBLE

Valued character

Some Victorian and Edwardian style dwellings in the area are undergoing renovation and extension, indicating that these building styles are a valued part of the character of the area. The facades of many houses have been altered and many require maintenance. In general, the area is yet to be fully recognised for its potential historic qualities and may undergo further redevelopment as a result.

Threats to the valued character

- Inappropriate alterations to the facades of Victorian, Edwardian and Inter war buildings.
- Two storey additions which intrude excessively into the streetscape.
- Paving of front yards to create car spaces or developing car port structures forward of the dwelling, which dominate the garden and dwelling and detract from the streetscape character.
- Construction of new dwellings and extensions in an inappropriate scale or style.
- High front fences.

STATEMENT OF DESIRED FUTURE CHARACTER

The area's current valued character, typified by Victorian, Edwardian and Inter war in garden settings, is to be retained and enhanced. This means:

- Maintaining the overall scale of the area, while allowing multi-dwelling buildings that appear as single, detached houses
- Designing new buildings and second storey extensions in a style and scale sympathetic with existing dwellings of the Inter war, Victorian and Edwardian (where present) style/era
- Keeping front gardens free of carports, garages and other structures
- Keeping front fences low

GUIDELINES: PRIVATE DOMAIN

ELEMENT	OBJECTIVE	TECHNIQUE	AVOID
Design approach for new construction	To interpret the one of the Victorian, Edwardian or Inter war building styles in a contemporary design approach in new dwellings and large extensions.	<p>9 Wall and roof materials should complement the predominant materials in the street. If brick is used, it should match the predominant type in the street or be rendered.</p> <p>10 Match wall and roof materials in extensions.</p> <p>11 Incorporate main themes, in correct proportions and scale, from the predominant Victorian, Edwardian or Inter war style in the street.</p> <p>12 Period detailing is not encouraged, but if used should complement the style and scale of the building.</p>	<ul style="list-style-type: none"> ▪ <i>Alterations to front facades of Victorian, Edwardian or Inter war dwellings.</i> ▪ <i>Building designs based on styles not predominant in the Precinct.</i> ▪ <i>Reproduction period detailing in Heritage Overlay areas.</i>
Position on the Site	<p>To maintain consistency of current front setbacks.</p> <p>To maintain the rhythm of spaces between dwellings.</p>	<p>13 Front setback should match the predominant setback of nearby dwellings.</p> <p>14 Dwellings should not be setback from side boundaries where adjoining buildings abut the boundary, otherwise a minimum of 0.8 metre setback should be provided.</p>	<ul style="list-style-type: none"> ▪ <i>Dwellings set further forward of the predominant setback.</i>
Height and Form	To ensure buildings and extensions do not dominate the streetscape and/or the host building.	<p>15 The height at the front of the dwelling should match nearby single storey wall heights and second storeys should be placed in the roof space, or set back at least one room from the front facade.</p> <p>16 Two storey buildings that match the single storey streetscapes should minimise the two storey appearance as viewed from the street</p>	<ul style="list-style-type: none"> ▪ <i>Two storey 'box' shaped dwellings with unarticulated wall surfaces.</i> ▪ <i>Additions that dominate the front of the dwelling.</i>
Vehicle access and storage	To minimise front driveway crossings, loss of front garden space, and dominance of car storage facilities.	<p>17 Locate all carports and garages behind the line of the dwelling or in the rear yard.</p> <p>18 Use rear laneways, where present, for car access.</p>	<ul style="list-style-type: none"> ▪ <i>Car ports and garages forward of the dwelling.</i> ▪ <i>Paved car spaces in front of dwellings.</i>
Front Boundary Treatment	To maintain the view of front gardens from the street and to reflect the predominant era of the dwellings.	19 Front fences should be up to 1.2 metres in height and permeable.	<ul style="list-style-type: none"> ▪ <i>Permeable front fences over 1.5 metres and masonry fences over 0.9 metres.</i>

