

REPORT



Preston Market Review Phase One Engagement Findings

Victorian Planning Authority

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Authorisation can be obtained via email to info@capire.com.au or in writing to: 96 Pelham Street Carlton VIC Australia 3053.

Quality Assurance

No	Author	Approver	Date
1	Siobhan Butler	Niamh Moynihan	13 April 2018
2	Siobhan Butler	Niamh Moynihan	4 May 2018
3.	Niamh Moynihan	John Casey	9 May 2018

Executive summary



Project overview

The Preston Market is a privately-owned market in the heart of the Preston activity centre. It is a loved and valued destination located in an area undergoing intense change to support new residents and businesses to move into the area.

In August 2017, the Minister for Planning designated the area as a strategic site and requested the Victorian Planning Authority (VPA) review the current planning controls across the site and implement the revised planning controls. The VPA are working in partnership with the City of Darebin to review and recommend appropriate planning controls. Community engagement is a critical activity in this process and information and knowledge derived from the engagement will be used to review and support the VPA in developing recommendations.

Engagement process

Phase one of the engagement process commenced on Monday 12 February and concluded Friday 20 April, 2018. The purpose of the engagement was to understand the Preston Market identity and create a community vision for the market.

The engagement activities included:

- Four market pop-ups
- Online engagement
- Three trader meetings
- Targeted stakeholder sessions
- Trader discussions
- High street trader one-on-one meetings
- Meeting with land owners of three small land parcels within the market site
- Submissions

The engagement activities were promoted through VPA and the City of Darebin's communication channels.

Participants engaged in the activities included, market shoppers, residents, Preston Market and High Street traders, community groups and local businesses.

Key findings

What participants love about the Preston Market

The main reasons community love the Preston Market are:

- the food, including the fresh fruit and vegetables, the deli's, cafes and the variety
- the market community and community feel, including the cultural diversity of the community.

The main reasons market traders love the Preston market are:

- the familiarity between the shoppers and traders
- the market space and experience, including the retail mix, dynamic space and competitive pricing.

What participants find unique about the Preston Market

The market experience and community feel is what makes the market unique according to most community participants. This includes:

- friendly interactions and cultural diversity
- it is a place where people meet and support community connections
- the variety and authenticity of produce and stalls.

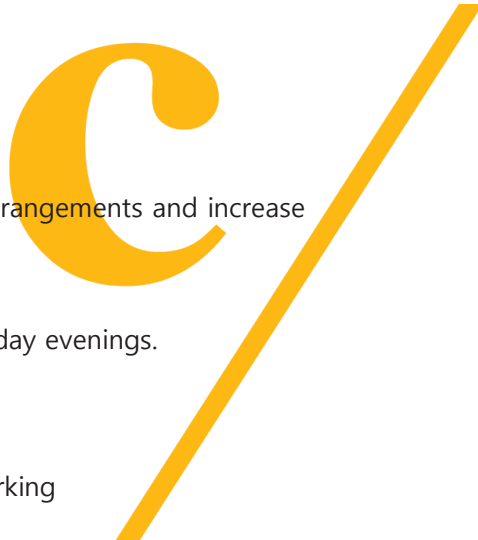
What makes the market unique for traders is:

- the location of the market
- authenticity and small businesses that provide face-to-face service
- the variety, competition and cheap prices.

What participants would like changed or improved

The most prominent responses from the community were:

- changes and improvements to the facilities, including upgrades to stalls and improvements to communal spaces

- 
- improved access to the market, including carparking arrangements and increase bike facilities
 - changes to opening hours, particularly closing later Friday evenings.

The traders would like changes and improvements made to:

- carparking, particularly increasing the amount of carparking
- market accessibility through public transport access
- waste management at the market, including storage, removal and recycling.

Next steps

Engagement is occurring over three phases to support the VPA in developing its recommendation and Phase 2 will commence in mid May. The purpose of this engagement phase is to inform the development of a preferred design outcome for the Preston Market site. The community engagement objectives are to:

- Build community knowledge of the design and development principles and design scenarios
- Invite feedback on the draft scenarios
- Explore trade-offs and community benefits

A Community Reference Group made up of 25 members will be established. The broader community will be engaged online through the Shape Victoria project page, at the market through on site engagement, drop-in sessions and one-on-one meetings.

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1 Overview

1.1 Project background

Preston Market is a privately-owned market in the heart of the Preston activity centre close to High Street and is well serviced by train, tram and bus connections. It is a loved and valued local destination located in an area undergoing intense change to support new residents and businesses to move into the area.

In June 2007, the Preston Market Incorporated Plan 2007 (Incorporated Plan) was introduced into the Darebin Planning Scheme. A key objective of this plan is to ensure planning decisions support the retention and viability of the fresh food market and that development respects the open-air character of the Market. In August 2017, the Minister for Planning designated the area as a strategic site. The site is approximately 4.6 hectares and includes the market building as well as the surrounding carpark. The Minister requested the Victorian Planning Authority (VPA) review the current planning controls across the site by 31 July 2018. In mid-April this year, the timeframe was extended until 31 October 2018. The VPA has been authorised to implement the revised planning controls, designating it as a strategic site. On 27 October, VCAT members granted a permit for the development of three residential apartment buildings on the north-western part of the site, up to two 10 storey buildings and one 14 storey building, subject to conditions.

The VPA is working in partnership with the City of Darebin to review and recommend appropriate planning controls and guidance for the future of the Preston Market Precinct. Community engagement is a critical activity in this process and the information and knowledge derived from the engagement will inform the review and support the VPA in developing its recommendation. Operational matters raised during engagement activities will be shared with the current management of the market to provide them with feedback so they can continue managing what people love and find unique about the market. Other information gathered through the engagement process not related to the project scope will be shared with the appropriate government agency or organisation.

Capire Consulting Group (Capire), has been engaged by the VPA to design and deliver an engagement strategy that ensures the Darebin community and stakeholders are provided the opportunity to be informed and contribute meaningfully to the review of the Preston Market. The engagement is being delivered over three phases. It commenced in late January and is finishing in mid-2018.

This report provides an overview of the first phase of engagement, including the process and engagement findings. Subsequent reports will be prepared for each engagement phase.

1.2 Purpose of engagement

Phase one of the engagement process commenced on Monday 12 February and concluded Friday 20 April, 2018. The purpose of the engagement was to understand the Preston Market identity and create a community vision for the market.

The objectives of phase one engagement were:

- build community knowledge about the changing face of Preston including demographic, land-use and transportation/access changes
- identify the Preston Market's sense of place including its identity, uniqueness and key experiences
- identify aspects of the Preston Market to be protected
- identify aspects of Preston Market to be improved.

1.3 Engagement activity description

The engagement activities for phase one were:

- Four pop-ups held at Preston Market with activity boards for participants to provide feedback

- Online engagement (mapping survey tool and survey responses submitted via email)
- Three trader meetings
- Targeted stakeholder sessions with interested groups or people with barriers to participating in broader engagement activities
- Trader discussions at the market
- High Street trader one-one-one meetings
- A meeting with the landowners of three small land parcels, currently occupied by three shops, within the market site
- Submissions

The engagement process for phase one was promoted by VPA through:

- Postcards were distributed to traders, shoppers, council offices and the Centre management office at Preston Market.
- Posters were hung up around the market in six languages.
- Pop-ups were used to promote and recruit people for the Community Reference Group.
- Briefings to press targeting culturally diverse groups, arranged by City of Darebin.
- Project page on the VPA website.
- Direct emails and phone calls to stakeholder groups.

The engagement process for phase one was promoted through the City of Darebin's communication channels including:

- Darebin Community News, distributed to every household within the City.
- Social media platforms, Facebook and Instagram.
- Darebin Council Website.
- Community Engagement online platform.

Preston Market pop-ups

Capire held four pop-ups at the Preston Market during phase one engagement. The pop-ups were held on different days and at different times to ensure a diverse range of people were engaged.

Pop-up date	Pop-up time
Saturday March 3, 2018	10am to 1pm
Wednesday March 21, 2018	11am to 2pm
Thursday March 22, 2018	3pm to 6pm
Saturday March 24, 2018	10am to 1pm



The pop-up activities were designed to be fun and engaging to provide the opportunity for all members of the community to provide feedback and to celebrate the Preston Market. Participants were invited to answer the questions below using card and were asked to place them on large brown boards so other Preston Market community members could see the responses. Participants did not have to answer every question. Participants could respond to the same question multiple of times, however most participants provided one response per question.

Participants were asked the following questions:

1. *What do you love about Preston Market?*
2. *What makes Preston Market unique? This could relate to a place, people or an experience unique to Preston Market.*
3. *When planning for the future of the market, what could be changed or improved?*
4. *What is your favourite memory of Preston Market?*

Online engagement

The online engagement was designed to complement the face to face engagement activities of phase one, providing community and stakeholders the opportunity to participate in the project and provide their feedback.

The community were invited to engage with the project via the VPA website, where they could view project information and FAQs. They were also invited to answer the below questions using the online mapping tool. Participants could map multiple responses to each question using the mapping tool.

- 1. What do you love about Preston Market?*
- 2. What makes Preston Market unique? This could relate to a place, people or an experience unique to Preston Market.*
- 3. When planning for the future of the market, what could be changed or improved?*

Participants were also able to submit their responses to the VPA via email.

Trader meetings

All Preston Market traders were invited to attend one of three trader meetings.

Meeting date	Meeting time
Wednesday 7 March 2018	4pm to 5pm
Wednesday 7 March 2018	5:30pm to 6:30pm
Thursday 8 March 2018	5pm to 6pm

The meeting was an opportunity for the traders to hear about the project and share their views on the following four questions:

1. What do you love about Preston Market?
2. What makes Preston Market unique? This could relate to a place, people or an experience unique to Preston Market.
3. When planning for the future of the market, what could be changed or improved?
4. What is your vision for the future of Preston Market?

The questions were discussed as a group and the responses were written on a whiteboard.

Trader interviews

Interviews with traders were conducted at the Preston Market on April 12 2018, between 8am and 10am. The purpose of these interviews was to actively approach traders with Vietnamese and Mandarin backgrounds, as they had not been significantly represented at the trader meetings.

The traders were asked to share their views on the following four questions:

1. What do you love about Preston Market?
2. What makes Preston Market unique? This could relate to a place, people or an experience unique to Preston Market.
3. When planning for the future of the market, what could be changed or improved?
4. What is your vision for the future of Preston Market?

High Street trader interviews

Interviews were conducted with four High Street Traders and the Preston Central Business Association President on Friday 20 April 2017. The traders were provided with project information and asked to respond to the following questions:

1. What do you love about Preston Market?
2. What makes Preston Market unique? This could relate to a place, people or an experience unique to Preston Market.
3. When planning for the future of the market, what could be changed or improved?
4. What is your vision for the future of Preston Market?

Submissions

The community and stakeholders were invited to make a submission for the project. There was no submission template or form. The submissions received largely aligned with the broad engagement questions.

2 Participant overview

During phase one engagement a broad range of community members were engaged across the four activities. *Table 1* below provides an overview of people who participated in phase one engagement.

Table 1: Participant overview

Engagement activity	Participant description
Preston Market pop-ups	<p>In total, approximately 115 people were engaged during the four pop-ups at Preston Market.</p> <ul style="list-style-type: none">• The age of participants varied from early primary school years to over 75 years. The majority of participants were aged between 30 and 60 years.• There was approximately an even split between men and women participants.• The majority of the participants were local shoppers, however there were several people who were visitors.
Online engagement	<p>In total, 48 people were engaged online.</p> <ul style="list-style-type: none">• Demographic information was collected from 38 participants.• Majority of these participants were aged between 35 and 54 years.• Slightly more females participated in the online engagement tool.• Majority of the participants were local shoppers and/or residents. There were also several stall holders and visitors who participated.

	Full demographic information can be found in Appendix A.
Trader meetings	In total, approximately 20 traders attended the four trader meetings.
Trader interviews	In total, 10 traders with Vietnamese and Mandarin backgrounds were interviewed at the Preston Market.
High Street Trader interviews	Four traders and the Preston Central Business Association President were interviewed.
Submissions	<p>Three submissions were made to the VPA.</p> <ul style="list-style-type: none"> • Darebin Appropriate Development Association, a resident group concerned with inappropriate development. • Businessaide, a trader representative and advocate. • COMLAW, submission on behalf of their client, who is a property owner and landlord at Preston Market.

3 Engagement findings

This section of the report is an analysis of the engagement findings per each question and engagement activity. It describes the number of responses and provides a summary of different views and perspectives per each question.

3.1 Question 1: "What do you love about Preston Market?"

Preston Market pop-ups

This question received **95** responses with the most mentioned reason why participants love the Preston Market was the food. Many participants love the fresh fruit and vegetables, the coffee and they variety of foods available. Some participants also love the market because it's a great meeting place for lunch.

The great community feel is another major reason participants love the Preston Market. Some participants love shopping with their families at the market and others love the market because it is a place where they meet their friends. The friendly people at the market, particularly the stall holders, were also loved by some participants.

The diversity of the market was mentioned frequently, including the diversity of food, stalls and cultures. Some participants love the diversity of people and that there is cultural diversity and authenticity. The Preston Market is a multicultural market that welcomes and celebrates the cultural diversity of Preston and the surrounding North, according to some participants.

Participants love that there is a great variety of stalls all under the same roof, with some expressing their preference of market style shopping over supermarkets. Specific comments were made regarding the market space. Some participants love the open layout of the market, creating an open-air environment. Others love that the market is easily accessible, that it is flat and has level access.

The great atmosphere of the market was referenced by several participants, with some characterising the atmosphere as a colourful, friendly, vibrant and thriving. Music, particularly playing the piano, was also loved by some participants.

Some participants love that the market is an affordable place to shop, they love the lower prices and good value produce. The affordability of the market ensures that is accessible for all people, according to participants.

Evidenced by the comments and conversations during the four pop-ups, the participants love the Preston Market because it is much more than just a place where they buy their food, it's a community market.



Online engagement

Participants were asked to answer the question using the online mapping tool or to email their responses. In total, this question yielded **63** responses from **41** participants.

The most mentioned reason why participants love Preston Market was the food. Participants love the deli's, speciality shops, cafes and fresh produce, particularly fruit and vegetables, that are available. Love of the fresh produce at affordable market prices and the diversity and multicultural food available was also referenced by several participants. The affordability and variety of foods was expressed by many participants as being important for the community

because it makes it accessible to all, with specific references to the working class and multicultural community members of the Northern suburbs.

The community of the market and the vibe it creates was another reason participants love the Preston Market, as evidenced in many responses. According to these responses the market is a great meeting space for the community, with specific references to the food area where people can meet and eat. Many participants love the stall holders and the personal relationships they have developed over time. There are several references to the family run market stalls that have operated for many years. All of which is believed to further enhance the local market feel and community vibe. The atmosphere of the market is loved by many, it is also characterised as vibrant, welcoming and authentic.

Participants love that the market is accessible to the community, as well as the variety and affordability of food, they love that the space is open with natural light, that there are a variety of stalls and that it's rustic and non-pretentious. Several participants love the character of the building and are concerned that modern development will negatively affect the market feel and experience.

Space for kids to play, entertainment and the Laneway Learning classes, were also referenced as reasons why participants love the market. The Preston Market is loved because it's more than just a place to shop, but is a great place to visit, meet people, drink coffee and eat.

'I love the small businesses that define community vibe at Preston market and talking to the owners. I prefer to the major supermarket chains where the feel is more impersonal, for example, self-serve checkouts.'

Trader meeting

The Preston Market community was a major reason why the traders and their customers love the market. This included the multicultural and diverse community, and the changing demographics of the community. Traders identified that their customer felt the small businesses, often family businesses, that make up the Preston Market mean that there is a familiarity between the shoppers and the traders. This further contributes to the sense of market community they love.

Participants and their customers love that the market is not a shopping centre. They love the open-air feel, the dynamic market space and the energy of the market experience. The retail mix, the variety and range of market stalls, and the new shops were also identified as reasons why participants and their customers love the market. Participants felt their customers love the location of the market and that there is easy access. Participants felt their customers love the competitive pricing at the market which means that shopping is affordable. They also love the prospect of growth and economic viability of the Preston Market.

Trader interviews

Amongst the traders, the most common response was the variety and affordability of the fresh produce. They love the competitive pricing, the variety of stalls and that the shoppers can get everything they need at the market.

The small businesses, particularly family owned, was also referenced as a reason participants love the market. They love the energy of the market and the traditional market experience. Participants love the market because it is a welcome space for themselves and the community.

Two High Street traders shared their long connections with the market with one business owner holding a stall for over 45 years and described the change in profile of stall owners and customers as something he loved. Both traders are supplied by businesses located at the Preston Market with one restaurant being supplied by the same grocer and fish monger for over 15 years.

'I love the buzzing, vibrant atmosphere'

'Preston Market is an icon'

3.2 Question 2: "What makes Preston Market unique?"

Preston Market pop-ups

This question received **28** responses during the pop-ups. Participants identified the Preston Market community is what makes the market unique. Evidenced in the responses, the market is unique because it's a place where local people meet, it is a place where they can sit and talk, it is a place that supports and helps strengthen community connection. The cultural

diversity of the community and the celebration and promotion of different cultures were also referenced by many participants. In addition, the friendly vibe of the market and the friendliness of the traders were also considered as unique.

The history and character of market are what make Preston Market unique, according to some participants. These participants felt that it is the heritage of the market that makes it unique and that it is important the market isn't overdeveloped, with several referencing the open space layout.

Some participants believed that the produce is what makes the Preston Market unique. Participants referenced the cheap prices, local produce, and being able to buy produce that isn't in the supermarkets.

Online engagement

Participants were invited to submit their response via the online mapping tool or email. In total, the question yielded **39** responses from **30** participants.

According to participants, it is the experience of going to the market and the community feel that makes it unique; the variety of the stalls, the friendly interactions with the stall holders, the local families, the diversity of cultures and the variety and authenticity of the food available. The Preston Market is identified by several participants as a place that encourages and displays diversity. These participants believe that any development or changes to the market need to continue to support this.

The location of the market was another reason the Preston Market is unique, evidenced in responses. The Preston Market is believed to have a unique location in the heart of the northern suburbs. The car parking and public transport is considered to make it accessible for the community. The open-air market design, having many stalls under one roof, the traditional and old market building are also considered to be what makes the market unique according to some participants.

In contrast to the majority of responses, a few participants felt that the market is cramped, crowded on the weekend, has a confused layout with poorly designed spaces and is in need of renovation.

'Preston market is unique for its location. Also for its community feel. The fact that the market is made up of many small businesses means that when I shop I speak to the owners or typically their family.'

Trader meeting

The location of the market is the main reason the market is unique, according to responses. The following are reasons identified by participants as to why the location makes the market unique:

- It is the only market in the Northern Suburbs.
- There is great accessibility, particularly because of Preston Station.
- The authenticity of the market, in that there is no tourism.
- The market is an 'undiscovered gem'.

The quality fresh market produce and the energy of the market were also identified by participants as makes the market unique.

Trader interviews

The trader responses were very similar to the reasons they love the market, including:

- The small family businesses operating in the market, particularly the face-to-face service, the familiarity between traders and shoppers and long-term customers, evoking a feeling of growing up together.
- The variety, competition and cheap prices of the stalls.
- The long tradition of the market as a place where people meet.
- There is nothing like the Preston Market it in the area.
- Meeting place for older European migrants.

3.3 Question 3: "When planning for the future of the market, what could be changed or improved?"

Preston Market pop-ups

This question received **68** responses with a consistent theme regarding the market stalls. Many participants wanted a greater diversity of stalls, including a broader range of goods, variety between traditional/old and 'hipster'/new stalls, and more diversity of foods, with specific references to Indigenous foods and fine foods. Some participants felt it is important to continue to promote small businesses, local produce and ensure the market stalls remain affordable for people of all social strata.

The Preston Market opening hours were referenced by many participants. Many of these participants wanted Friday night hours to be changed back to 8pm close. Evidenced through responses and conversations participants felt that the change of the Friday trade hours has changed the vibe of the market. Some participants want later opening hours, or to have a night the market is open for late night shopping, but were not specific about the day. Sunday opening hours were also referenced by some participants, comments were mixed. The sentiment of these comments was that Sunday doesn't provide the full market experience because not all stalls are open. Participants therefore felt that either all stalls should open or Sunday's should be cancelled

Changes and improvements to current Preston Market facilities were referenced by many participants. These included:

- improving the safety of children's play equipment
- more children's activities and equipment
- more spaces and improved stage for artists, local art and music
- more toilets
- improving cleanliness of the toilets
- more communal and green spaces
- fixing the roof over the passage way.

Many participants felt that parking, including car, bike and motorcycling parking could be changed or improved. These responses were mixed with some participants wanting more bike parking and racks and others wanting more car parking. Some participants felt that there

needs to be better management of the car parking, including the condition, cleanliness and the issue of traffic jams in the carpark.

The character of Preston Market was referenced frequently by participants, both what participants love, what makes the market unique and what could be changed or improved. Some participants wanted there to be no changes to ensure the character of the market is retained, including retaining the heritage, physical character, atmosphere and market feel. Concern was expressed that the development of the site would negatively affect the current character and feel of the market.

Several participants believed that sustainability at the Preston Market could be improved. Comments included:

- less or no use of plastic bags
- reducing the use of plastic
- implementing recycling bins.

Online engagement

Participants were asked to answer the question, when planning for the future of the market, what could be changed or improved. Participants were invited to submit their responses via the online mapping tool or email. In total, the question yielded **44** responses from **32** participants.

The priority for changes and improvements at the Preston Market, as evidenced in participant responses, are parking and access. Changes and improvements suggested, included:

- improving pedestrian, bike and public transport access to the site, particularly improving pedestrian access across the site and to the station
- improving bus and pedestrian priority, with specific reference to poor connectivity from Murray Road and High Street
- implementing traffic calming measures for traffic management of private vehicles
- more bike parking facilities
- improving carpark, including more car parking spaces and shaded areas for protection from the hot weather

- removing surface car parking.

Participants felt that their needs to be changes and improvements to the current market space and facilities, these included:

- better protection from the weather for stall holders and shoppers, including heating and cooling systems and improvements to the roof
- more green space and trees
- expand the communal eating space
- integrate innovative community spaces
- improving way finding signage
- improving bathroom facilities
- improving waste management, litter and pollution of stormwater
- a renovation to improve open space so it is less cramped on weekends
- improving the use of the ground level space that is currently parking, for example with medium density housing
- stricter planning controls; any development of medium density housing needs to be reasonable quality and suitable for families.

The market stalls and opening hours were also referenced several times by participants, suggested changes and improvements included:

- no more generic stalls or gentrified shops and food stalls
- rent costs to be kept reasonable to all small businesses to operate
- improved overcrowding of stalls
- a night market, like South Melbourne and Vic market

There were mixed responses about Sunday trading, with some participants wanting all stalls open on Sunday and others suggesting the market should be closed, all agree that the current situation on Sunday's is not working because it doesn't provide the full market experience.

Evidenced in responses, most participants felt that the character, qualities and functions of the Preston Market should be retained. Several participants also felt there should be little to no change to the market.

Trader meetings

The priority of these responses was parking and accessibility at the market. These comments included:

- more car parking, possibly multi-level
- safe car parking
- improving access from both sides of the train station
- improve access between the market and train station
- a bus interchange.

Waste management was another area identified for change and improvement. This included:

- trade waste
- storage
- removal
- dumping of rubbish
- recycling facilities
- clean bins
- upgrading the sewer.

Implementation of solar panels, improving energy sustainability and the development of a Construction Management Plan for development, were also identified by participants.

The participants expressed that they would like ongoing communication and collaboration regarding the progress of changes.

Trader interviews

The trader suggestions included:

- more car parking and keep the free parking for traders
- children's play space
- better waste management
- improving cleanliness of the site and inside the stalls
- improving safety
- improving amenities
- improving the building for protection from the weather, particularly the roof
- expand loading bay as it is currently too small.

Several participants felt that while improvements could be made the character and size of the market should be retained. Some traders discussed this as an important way to ensure people of all different ages and backgrounds key coming to the market.

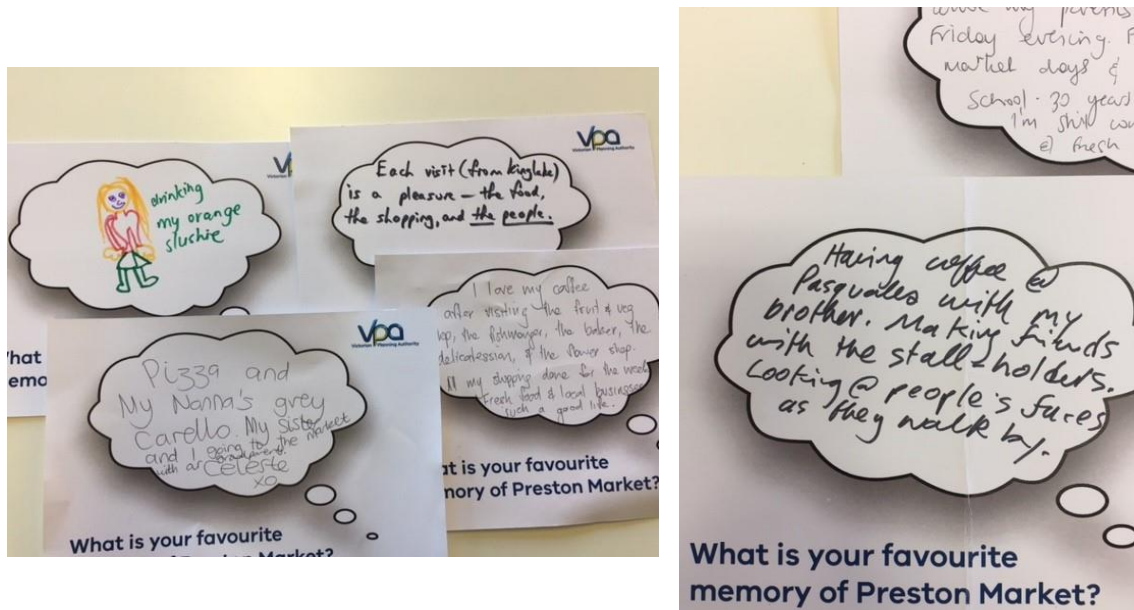
3.4 Question 4: "What is your favourite memory of Preston Market?"

The question, what is your favourite memory of Preston Market, was only asked at the market pop-ups.

Preston Market pop-ups

Participants at the pop-up were asked to share their favourite memory of the Preston Market. Participants were asked to write their answers on a piece of card and to place it in a box. A total of 16 participants shared their favourite memory.

The memories participants shared were predominately happy memories of food, coffee and people. They entailed shopping with parents and grandparents and eating food and drinking coffee with friends and family. They entailed buying loads of fresh veggies to feed their loved ones. The memories were evidence that people come to the Preston Market for more than just food, but for the community, made up of friends, families and the stall holders.



3.5 Question 5: "What is your vision for the future of Preston Market?"

The question, what is your vision for the future of the Preston Market, was only asked at the trader meetings.

Trader meetings

At the traders meeting participants were asked, what is their vision for the future of Preston Market. The participants discussed their vision as a group while a VPA representative recorded their responses on a whiteboard.

The vision for the future, according to participants, includes the retention of the market-size and the types and variety of stalls. They want to retain the history of the market and the market feel. Participants also identified in their vision the beautification of the market in providing a sense of place.

Many of the participants responses related to transport and access, these included:

- sufficient parking and priority for shoppers
- integrated parking plan

- taxi facilities
- promotion of trains
- access for prams, wheelchairs, etc.

Improving market facilities was also identified by participants when asked about their vision for the future, including:

- better trader facilities, for example, waste and loading
- direction signage, for example, directions to the toilets
- sustainability and recycling facilities
- police 'no smoking' policy at the market.

Participants expressed that they want:

- minimised construction period
- communication regarding changes to parking and development
- certainty regarding change and timing.

Trader interviews

When concluding the interviews, the traders were asked what is their vision for the future of Preston Market. The vision for participants includes:

- more people (young people), more customers, more population, more business
- for the market to look after the current traders and continue to be affordable for customers
- if there are apartments ensure they are connected to the market
- retain the market and its character but improve the set-up, making it more inviting to the public
- a new market for the community that is properly planned, more open and has lots of space
- keep the market the same because a new market wouldn't feel the same

- for the market feel to stay the same and for the history of the market to be honoured.

3.6 Submission analysis

Three submissions were made to the VPA during phase one of engagement. Two of the submissions provided responses to the three engagement questions, what do you love about the market, what is unique and what could be changed and improved. One submission provided more general comments about the Preston Market and what they would like VPA to consider when reviewing the planning controls for the site.

Question one: what do you love about Preston Market?

According to two of the submissions, they love the community of the market, including the cultural interactions between people, the friendliness and familiarity of the stallholders and the variety of shoppers. They also love the market because of the multicultural nature of the food and the fresh food produce. One submitter also loved the affordability of produce and that there is less packaging and choice of packaging. Another submitter felt that understanding the Hierarchy of Effects model encapsulates the love and uniqueness of the market: awareness, knowledge, liking, preference, conviction and purchase.

Question two: what makes Preston Market unique?

The market is unique because it is essential to the community, businesses, families and people of Preston, according to one of the submitters. Another submitter felt that market is unique because of the trader's empathy with the community they serve. Two of the submitters believed the market is unique because of the quality and affordability of the fresh produce. One submitter described the market as a 'cultural melting pot', a place where people come for food. They also considered the market to be unique because it is a less threatening ambience for migrants to shop in because of its familiar environment and personal interactions.

The open space and open-air feel was referenced in the three submissions. Two of the submissions referenced the open space and feel as what makes the market unique. The

other submission believed there to be a visual expectation of a market that is not underneath a high-rise building. They also felt that by returning some of the main thoroughfares to the public and setting aside footpaths, open space, in some way, could be maintained and protected.

Question three: what could be changed or improved?

There were many suggestions made by all three submitters as to what could be changed or improved and what should be considered when reviewing the planning controls. Two submitters felt that the definition of a market should be reviewed, with one submitter feeling it needs to be given a modern day meaning that considers the context of the Preston Market. Car parking was raised in the three submissions. It was felt that car parking should be adequately provided in future planning for the site and should be retained during construction.

According to two submitters they felt that the current "Built Form" be maintained. They also believed closer collaboration between stakeholders is essential when making decisions for the Preston Market. One submitter stated there should be provisions of trucks, green spaces, street furniture and way finding signage. They also felt that an Urban Design Framework should be applied to protect the market from overdevelopment and for protections from overshadowing from high rise buildings on the site.

Reviewing and comparing the collateral of the built form and the Trader's interface with the market customers and visitors was suggested by one submitter. They also wanted to make 'Preston Market an iconic multicultural multi facility real fresh Food marketplace'.

The future roads, streets and footpaths within the Preston market were of concern to one of the submitters. They raised the concern that these are not public and therefore it is essential that in planning for future development that protection is afforded to permanent and continued access through the site. This submitter also expressed that independent owners with the market feel it needs to be ensured that there is a setback from their titles to adjoining land for external seating. This is recognised as creating the market atmosphere and making the market vibrant.

4 Key findings

The section provides the overarching key findings from the engagement process. It describes them in terms of the community (face to face engagement, online engagement and targeted meetings) and the trader's perspectives. The submission findings have been included as part of the community findings.

4.1 "What do you love about Preston Market?"

Community

Evidenced in responses from the community at the pop-ups and online, the Preston Market is loved for many reasons. The main reasons community love the Preston Market are:

- The main reason online and pop-up participants love the market, is the food. Many participants love the fresh fruit and vegetables, the deli's, cafes and the variety of foods available.
- The community of Preston Market and the community feel, or vibe, was the second most common reason participants love the market. The market is a great meeting place for the community and is very friendly, particularly because of the personal relationships shoppers have with stallholders.
- The cultural diversity of the market was also referenced in many responses, particularly at the pop-ups. These participants love that diversity of people and that is a multicultural market that welcomes and celebrates the cultural diversity of the Northern suburbs.
- The accessibility of the market to the community and the market space was another reason participants love the market. This included comments about the open layout, the variety of shops under one roof and the affordability of the produce, which is particularly important for the diverse community of the Northern suburbs.

Traders

The Preston Market is much loved by the traders for many reasons. Evidenced in the meetings and interviews the reasons the traders love the market are:

- The familiarity between the shoppers and the traders, predominately due to the small, and often family, businesses that make up the Preston Market.
- The market space and experience is another reason traders love the market, this included references to the retail mix, the dynamic space, the variety of stalls and competitive pricing.
- The multicultural and diverse community that shops and visits the market, this was predominantly discussed in the trader meetings.

4.2 "What makes Preston Market unique?"

Community

For many participants, particularly pop-up participants, what they love about the market is what makes it unique. The common responses from participants included:

The market experience and community feel is what makes the market unique, according to most online and pop-up participants. It is unique because:

- it is a place where local people meet
- of the friendly interactions with the stall holders
- of the cultural diversity of the community
- it is a place that supports community connections
- the variety of stalls
- the cultural variety and authenticity of food available
- the history and the character of the market
- the location of the market, being in the heart of the northern suburbs.

Evidenced in conversations and responses, participants feel that change any development and changes to the market should continue to support what makes the market unique.

Traders

Evidenced in the meetings and interviews the traders feel that there are many reasons the market is unique. These reasons were:

- the location of the market, being the only market in the Northern suburbs and its accessibility by train
- the authenticity of the market
- the small businesses, that provide face-to-face service and familiarity with shoppers
- the variety, competition and cheap prices
- the long tradition of the market.

4.3 “What could be changed or improved?”

Community

The community provided many helpful insights to support the future planning of the market that included offerings, opening hours and market facilities. These are summarised in the points below:

- When discussing the facilities and built form of the market, the community made many suggestions as to what could be changed or improved, including upgrades to the stalls, expansion and improvements to communal spaces, more green spaces, better protection from the weather and improve the bathroom facilities.
- Improved access to the market was discussed in terms of the carparking arrangements and increasing bike facilities. Improving pedestrian, bike and public transport access to the market was also suggested, particularly by online participants.
- Community members cited the opening hours as another opportunity for change and many reflected on the previous longer trading hours on a Friday evening to encourage

greater activity at the market. It was also suggested later trading hours would support people to buy their groceries in the evening at the market. There were, however, mixed views about the market opening on Sundays, evident in online and pop-up responses.

- The community suggested they would like to a greater diversity of what is currently offered. This included a broader range of goods, variety between traditional/old and 'hipster'/new stalls, and more diversity of foods, with specific references to Indigenous foods and fine foods. The community also suggested there needed to be a range of different price points with the offerings to ensure the market is accessible to all community members. These suggestions were predominately made by participants of the pop-ups.

Traders

Traders primarily discussed car parking, market accessibility and waste management as key areas for future change. Suggestions were made to:

- increase the amount of carparking available
- increase access to the market through public transport by improving access from Preston Train Station and developing a bus interchange
- improve waste management at the market, with responses relating to storage, removal and recycling as well as an offer to collaborate with management to support their design and delivery
- improving the building for protection from the weather
- improving cleanliness, amenities and safety of the site.

5 Consultant observations

Overall the Preston Market community expressed much love for the Preston Market. In particular, the consultants observed the following:

- There is a real sense of community within the market which was evidenced in conversations with community members, traders and observing the interactions between people.
- There were many similarities in responses to what do you love and what makes the market unique. For many participants what they love about the market is what makes the market unique.
- Community members had mixed feelings about the recent updates to the market, particularly Pam Lane, with some participants liking the updates while others didn't as they felt it was gentrifying the market.
- Evidenced in conversations at the pop-ups and responses, some community members are concerned that gentrification of the Preston Market will be a barrier for some people, particularly elderly and disadvantaged, coming to the market because of no longer feeling comfortable and the impacts on costs.
- Community members feel that the market is a community asset, it is a community hub for the diverse community of the Northern suburbs, it provides a space where people can meet and socialise and buy affordable fresh produce. This was evidenced through observations at the market and in online and pop-up responses.
- Evidenced in conversations with Preston Market traders, they found it difficult to separate planning and non-planning issues.
- There is a negative perception of the owners of the site by some traders, particularly relating to the availability and length of leases.
- Participants were generally positive about the project and were excited to talk about their love of the market, what they find unique, what could be changed or improved and their market experiences.

6 Community Vision building blocks

The Phase 1 engagement is directly informing the development of a community vision for the Preston Market and it is suggested the Community Vision include the following elements which may directly or indirectly expressed in its development:

- Love
- Destination
- Fresh food
- Experience
- Variety in offering
- Unique
- Thriving
- Community asset/facility
- Celebrates diversity
- Sense of community
- Well-located
- Welcoming
- Accessible

7 Next steps

Phase 2 Engagement will commence in mid-May 2018. The purpose of this engagement phase is to inform the development of a preferred design outcome for the Preston Market site. The Phase 2 community engagement objectives are to:

- Build community knowledge of the design and development principles and design outcomes
- Invite feedback on the draft outcomes
- Explore shared interests and community benefits

The community will be engaged online through the Shape Victoria project page, at the market through on site engagement, drop-in sessions and one-on-one meetings.

A Community Reference Group (CRG) has been established and is made up of community members who represent a diverse range of connections and interests in the Preston Market and surrounding neighbourhood. The CRG will meet around three times prior to the end of Phase 2 to support the project team to:

- Support the development of a Community Vision for the Preston Market site
- Test future outcomes for the site

The CRG is made up of 28 members who represent a range of different interests and connections to the Preston Market site. The CRG has two types of members:

- Community members - people who represent local residents and businesses (including market traders)
- Group representatives - people who are recognized representatives of local community groups and networks

The CRG will participate in a series of exploratory workshops to understand the constraints and opportunities for the site. This will be done through expert presentations on urban design, planning policy, transport, open space, community facilities and markets, and focused discussions with technical experts.

The CRG will engage in discussions to explore and test future outcomes for the site that are likely to include considerations for high density housing, open space, community facilities, retail and the Preston Market.

A community engagement findings report will be prepared for Phase 2 that will analyse the broader community engagement, CRG feedback and online data.

8 Appendix

Appendix A: Online participant demographics

Participants that were engaged online were asked to answer a number of questions to obtain demographic information. In total, 38 participants responded to the questions, Figure 1, Figure 2 and Figure 3 shows the responses.

Figure 1: Participants age and gender

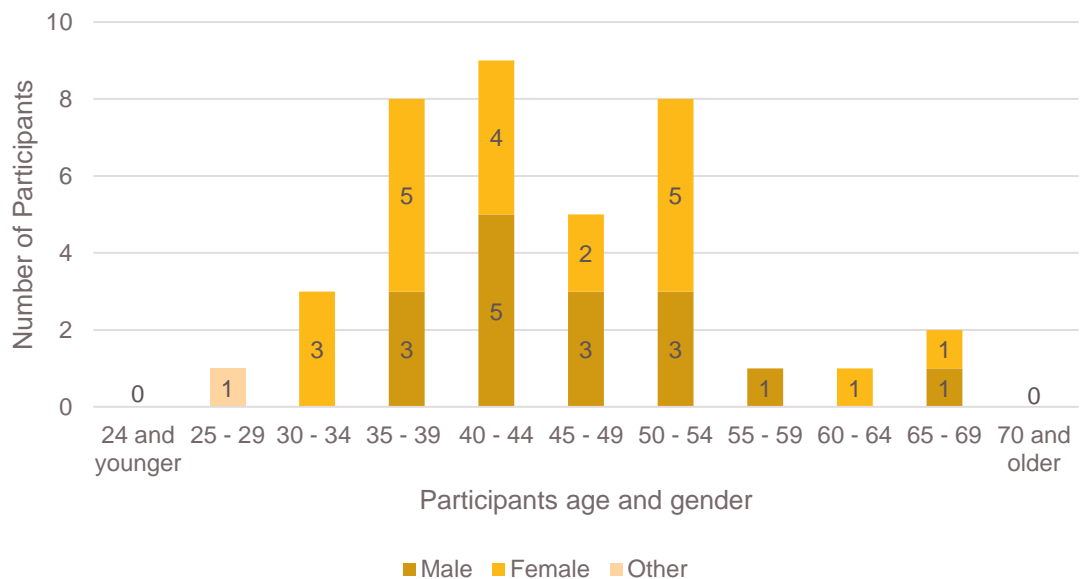


Figure 2: Participants relationship to the Preston Market

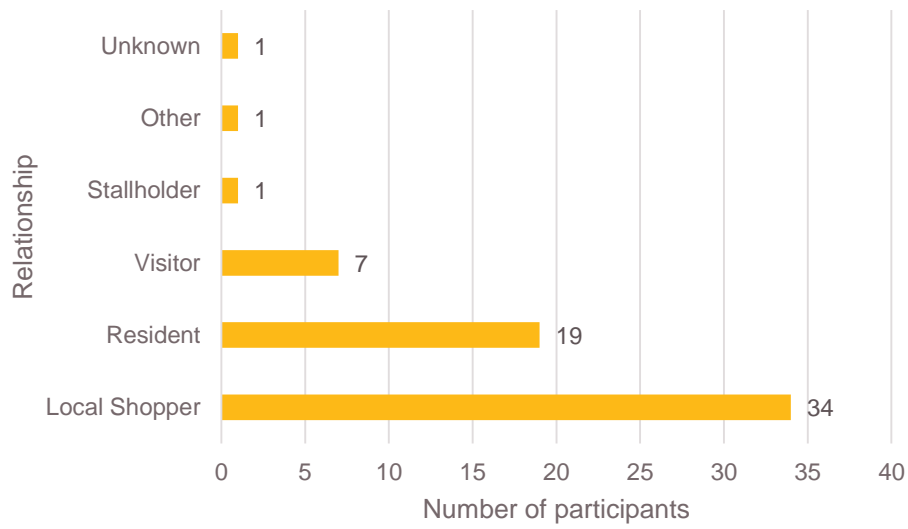


Figure 3: Participants dwelling type

