



**Preston Central
Incorporated Plan
March 2007 (amended 2014)**

1. Land

This Incorporated Plan applies to all land shown on Map 1 of Schedule 2 to the Priority Development Zone. It comprises the following precincts and sub-precincts identified in Framework Plans 1 and 2 that form part of this Incorporated Plan:

- Precinct A: Civic
- Precinct B: High Street Central
- Precinct C: Market (comprising sub-precincts I, II, III and IV and excluding the Preston Market site)
- Precinct D: Mary Street
- Precinct F: High Street South
- Precinct G: High Street North
- Precinct H: Northern Gateway
- Precinct I: Southern Gateway
- Precinct J: Western Gateway

2. Purpose

This document provides objectives and design guidelines, which new development within the area covered by the Priority Development Zone Schedule 2, must address.

3. Use and Development Objectives

- To strengthen and promote the role of Preston Central as a social and economic attractor in the Northern region.
- To encourage the development of Preston Central as a multi-level mixed-use area (between 3 – 8 storeys), featuring office, retail, leisure, entertainment, residential and civic uses.
- To discourage development less than the preferred minimum heights.
- To encourage residential development above ground floor level, especially development that contributes to housing choice.
- To encourage design and development that facilitates day and evening activity, particularly in Precincts A, B, C and D.
- To ensure land use, development, transport and movement outcomes integrate with adjoining precincts and the wider Preston Central Activity Centre.
- To encourage buildings of a contemporary design which provide an interesting architectural form and creative urban design responses.
- To encourage the development of landmark buildings at identified locations.
- To ensure ground level buildings provide active frontages and a high level of pedestrian amenity.

- To integrate the Preston Railway Station and proposed multi modal interchange with the Preston Central Activity Centre.
- To ensure that the design of development provides for safe, attractive and convenient bicycle use.
- To provide well designed and functional vehicle routes, loading areas and parking areas which respond to other transport modes and minimise conflict with pedestrians and cyclists.
- To provide an integrated network of local roads and paths that improves local accessibility and permeability, and gives priority to pedestrian and bicycle movements.
- To encourage environmentally sustainable development through the design, siting and construction of buildings.
- To have regard to the preferred future character and amenity of adjoining residential areas.

4. Development Principles

To implement the vision for *Preston Central Activity Centre Structure Plan 2006 (as amended)*, new development must address the following design principles for land use, built form, design detail, pedestrian environment, landscaping, car parking and vehicle access, and must be consistent with the framework plans.

a. Land Use

Precinct A Civic Precinct

- Offices and commercial uses are located at any level.
- Community and retail uses are located principally at ground floor level along the proposed pedestrian link and street edges.
- The existing dwellings and former police station on Roseberry Avenue are developed for office and residential uses with no retail use.
- Car parking is located in the centre of the precinct, preferably as a multi-deck car park.
- The Townhall Avenue car park is developed for dwellings or public open space.

Precinct B High Street Central

- A variety of core retail and entertainment uses is located at ground floor level.
- Restaurants and cafes are located at ground floor level, principally between Murray Road and Cramer Street.
- Residential and office uses are located above ground floor level.

Precinct C Market Precinct (excluding Preston Market Site)

- Retail and commercial uses are located at ground floor level.
- High density residential use is located above ground floor level, except for the east-west part of Clinch Avenue where residential use is located at any level.
- Offices, leisure and entertainment uses are located principally above ground floor level.

Precinct D Mary Street

- Non-core retail uses are located at ground floor level.
- Office, civic/community and education uses are located at any level.
- Residential apartments are located above ground floor level.

Precinct F High Street South and Precinct G High Street North

- Large format retail is located at ground floor level.
- Offices are located at any level.
- Residential apartments are located above ground floor level.
- Taverns are located principally above ground floor level in Precinct G.
- Uses provide a transition between the core retail area in Precinct B and the larger format retail in the south and the industrial uses to the north.
- The emphasis is on retaining and enhancing employment uses.

Precinct H Northern Gateway

- Taverns are located principally above ground floor level.
- Light industrial, large format retail, office, educational and other business are located at any level.
- Residential apartments are located above ground floor level.
- Uses have an employment focus that complements and/or supports existing car sales and home-maker businesses.

Precinct I Southern Gateway

- Large format retail/showrooms are located at ground floor level facing Bell Street.
- Offices are located at any level.
- Residential apartments are located principally above ground floor level.
- Taverns are located principally above ground floor level.

Precinct J Western Gateway

- Offices and residential uses are located at any level.

- For land on the northeastern intersection of Murray Road and Spring Street landmark sites are to be used and developed for a mixture of residential and retail and/or offices uses (with retail uses being restricted to the Murray Road / Spring Street frontage and ground floor only).
- Land on the northwestern intersection of Murray Road and Spring Street can be used for residential purposes subject to adequate building design.

b. Built Form

- Buildings must meet the requirements of the Building Height and Setbacks Table below. The height limits exclude projections and plant or equipment areas.
 - Where building height is expressed as a number of storeys, the ground floor is expected to be up to 4 metres high. Storeys above ground are to be up to 3 metres high.
 - A storey does not include stairwells and lightwells that comply with the overall height requirements; or areas in addition to the storey definition above.
- The podium element of a building should be 3-4 storeys.

Building Heights and Setbacks Table

Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT A Area shown as I	7 storeys (or equivalent for a multi-deck car park).	Buildings are sited to maintain the existing setback character of the streetscape. That part of a building above the third storey is set back 3 metres from the lower levels and levels above 5 storeys are set back further.	Preferred minimum building height of 3 storeys. Buildings are no more than 3 storeys on the northern and eastern edges of Precinct A. Development steps down to Roseberry Avenue to minimise impacts on adjoining properties.

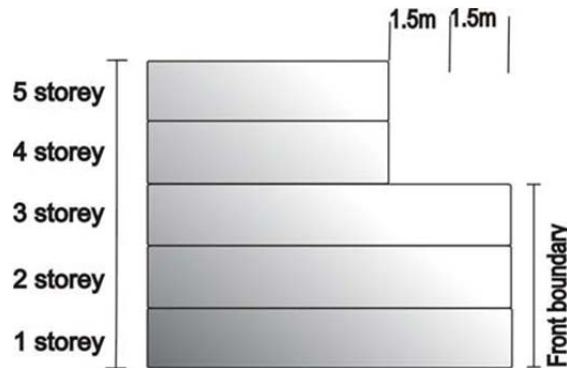
<p>PRECINCT A</p> <p>Area shown as</p> <p>II</p>	<p>5 storeys (or equivalent for a multi-deck car park) in other areas of the precinct.</p>	<p>Buildings are sited to maintain the existing setback character of the streetscape.</p> <p>That part of a building above the third storey is set back 3 metres from the lower levels and levels above 5 storeys are set back further</p>	<p>Development steps down to High Street to minimise impacts on the street frontage.</p>
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Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT B	4 storeys	Buildings are built to the front boundary up to the prevailing parapet level. The front façade of a building extends to the side boundaries. Above the parapet, buildings are set back at least 1.5 metres per storey from the front boundary. (Refer to Diagram 1 for upper setback.)	Preferred minimum building height of 2 storeys.
PRECINCT C Area shown as I	7 storeys	Buildings have no front setback. Above the podium, a building is set back at least 5 metres from street frontages.	Preferred minimum building height of 4 storeys.
PRECINCT C Area shown as II	3 storeys within 15 metres from Clinch Ave 5 storeys within 15 - 30 metres from Clinch Ave 7 storeys all other locations	Above the podium, buildings are set back at least 5 metres from pedestrian access ways.	
PRECINCT C Area shown as III	10 storeys	Above the podium, buildings are set back at least 5 metres from street frontages and pedestrian access ways.	Preferred minimum building height of 4 storeys.
PRECINCT C Area shown as IV	8 storeys	Above the podium, buildings are set back at least 5 metres from street frontages and pedestrian access ways.	Preferred minimum building height of 4 storeys.
PRECINCT D	6 storeys	Buildings are set back no more than 3 metres from the front boundary. That part of a building above four storeys is set back at least 3 metres from the front façade below.	Preferred minimum building height of 4 storeys. Buildings are no more than 4 storeys adjacent to Bruce Street.

Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT F	6 storeys	<p>Buildings are built to the front boundary up to the prevailing parapet level.</p> <p>The front façade of a building extends to the side boundaries.</p> <p>Above the parapet, buildings are set back at least 1.5 metres per storey from the front boundary. (Refer to Diagram 1 for upper setbacks.)</p>	<p>Preferred minimum building height of 3 storeys.</p> <p>Development steps down from High Street to minimise impacts on adjoining residential properties.</p>
PRECINCT G	4 storeys	<p>Buildings are built to the front boundary up to the prevailing parapet level.</p> <p>The front façade of a building extends to the side boundaries.</p> <p>Above the parapet, buildings are set back at least 1.5 metres per storey from the front boundary. (Refer to Diagram 1 for upper setbacks)</p>	
PRECINCT H	4 storeys	<p>Ground level front setbacks are consistent with abutting properties.</p> <p>The front façade of a building extends to the side boundaries.</p> <p>Above the parapet, buildings are set back at least 1.5 metres per storey from the front boundary. (Refer to Diagram 1 for upper setbacks.)</p>	Buildings are no more than 2 storeys to the west of West Street.
PRECINCT I	6 storeys	<p>Buildings containing dwellings are set back 3-4 metres from the front boundary. Other buildings are set backs no more than 2 metres.</p> <p>The top storey of a 3 to 5 storey building is set back at least 3 metres from the storey below.</p> <p>The top two storeys of a 6 storey building are set back at least 3 metres from the storey below.</p>	<p>Preferred minimum building height of 3 storeys.</p> <p>Development steps down from Bell Street to minimise impacts on adjoining residential properties.</p>

Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT J	5 storeys 3 storeys for 1 Spring Street	Above the podium, buildings are set back at least 5 metres from street frontages and pedestrian accessways.	

Diagram 1 – Height and front setback for Precincts B, F, G and H



Landmarks Height and Setback Table

Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT F and PRECINCT I Area shown as L2	8 storeys	Buildings are built to the front and side boundary along High Street. In other locations front setbacks are consistent with adjoining properties.	Landmark buildings are distinctive in height, roof form and detailed design. The upper storeys of landmark buildings are located within 25-30 metres of the street corner.

Area shown on Map 1	Maximum height (excluding basement)	Setback	Additional requirements
PRECINCT J Area shown as L1	7 storeys at key 'landmark' locations adjacent to Murray Road (including land at the northeastern intersection of Murray Road and Spring Street) and Cramer Street	<p>Above the podium, buildings are set back at least 5 metres from street frontages and pedestrian accessways.</p> <p>A transition is to be achieved between landmark buildings at the northeastern intersection of Murray Road and Spring Street and adjoining residential land to the north through the provision of adequate setbacks or the use and development of smaller scale residential development (up to 3 storeys maximum).</p>	<p>Landmark buildings incorporate features which are distinctive in height, roof form and detailed design.</p> <p>The upper storeys of landmark buildings are located within 25-30 metres of the street corner.</p>

c. Design Detail

- Development is generally contemporary in style and provides an interesting architectural form. Building facades incorporate verandahs, porches, upper level recesses and balconies, a varying skyline, and vertical articulation, particularly expressing internal unit boundaries.
- Development clearly defines the public realm, leaving no undefined, concealed or obscured spaces.
- The design and arrangement of development above 3 - 4 storeys :
 - is visually distinguishable from the podium through appropriate articulation treatments and contrasting architectural form, materials, and/or colours,
 - achieves visual permeability and solar/sunlight penetration through the site to private and publicly accessible spaces and walkways,
 - provides high quality residential amenity for occupants of the development,
 - provides an interesting and attractive architectural form along all elevations visible from the public realm, including the eastern side of High Street, and
 - prevents adverse wind affects.
- Buildings, where possible:
 - maximise use of solar energy, minimise energy use, and minimise winter heat loss.
 - are naturally lit and ventilated.

- present windows to adjoining streets and public open spaces at all levels.
- are orientated to face streets.
- Landmark buildings incorporate features which are distinctive in height, roof form and detailed design from the remainder of the building of which they form a part. Refer to the Building Heights and Urban Design Framework Plan 1.
- The ground floor level of a landmark building at the northeastern intersection of Murray Road and Spring Street is to have high ceilings and have a street entry at natural ground floor level to enable maximum flexibility for future uses and conversion to alternative uses.
- Offices and apartments have direct pedestrian access from the street and staff/resident car parking. The primary pedestrian entrances to dwellings are not on rear access lanes. The primary pedestrian entrances to dwellings are designed to be easily identifiable and to provide shelter, a sense of personal address and a transitional space.
- Developments provide waste and recycling facilities, that:
 - are screened and located to protect adjacent amenity;
 - are of sufficient size and dimension to be functional; and
 - provide good access to service vehicles and patrons.
- In Precincts B, F, and G upper levels have a contrasting architectural form, materials and/or colours from the 'street wall'.
- In Precinct A, buildings adjacent to Roseberry Avenue and Kelvin Grove address the street.

- The customer service areas of medical centres are located adjacent to the street frontage and provide an active frontage.

d. Pedestrian Environment

An Active Frontage refers to street frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings. This quality is assisted where the front façade of buildings, including the main entrances, faces and opens towards the street.

- Buildings incorporate active frontages to surrounding streets and pedestrian access ways. (Refer to Framework Plan 1 - Building Heights and Urban Design)
- Buildings that abut pedestrian access ways incorporate verandas that integrate and are continuous with those of adjoining premises.

e. Landscaping

- Landscaped areas incorporate Water Sensitive Urban Design initiatives where possible.
- Planting along street frontages does not compromise exposure to ground floor uses.

f. Vehicle Access, Car Parking and Loading

- The number and width of kerb crossings along Murray Road, Cramer Street is minimised and additional kerb crossings on High Street in Precincts B, F and G are avoided as far as possible, having regard to the needs of future occupants and the safety and amenity of pedestrians.
- Service areas are separated from public spaces and pedestrian access ways.
- Goods storage and loading areas are located behind building(s) and screened from public view to the maximum extent possible. Loading areas integrate with the overall centre with consideration for pedestrian amenity and safety.
- Car parking is:
 - designed to provide for convenient and safe pedestrian movement within the car park.
 - provided in basements or upper levels, and if constructed above ground level, is designed to present an attractive building interface, through the use of appropriate design treatments and materials.
 - concealed from view from public areas where located at ground floor level.
- Car parking is provided as a shared parking arrangement for mixed use development, as appropriate.
- Development incorporates an adequate number of on-site car parking spaces, having regard to the proximity of public transport, State Government's transport plan and Councils aim to minimise dependency on the private motor vehicle.
- Cycle parking is:
 - provided in a number of locations to accommodate visitor and staff parking.

- located with convenient access to proposed uses, is well lit, signed and clearly visible. Long term cycle parking is covered and includes destination facilities. Access to cycle parking is segregated from car and loading access where possible.

Framework Plan 2 - Transport and Access

