

# preston **market**

INCORPORATED PLAN • MARCH 2007





1	Land	4
2	Purpose	4
3	Use and Development Objectives	6
4	Design Principles	8
	Framework Plan	16
	Building Height Plan	17

# 1 LAND

The land referred to as the “Preston Market” includes the land bounded by Murray Road to the north, Cramer Street to the south, the north-south road (known as Station Avenue) to the west and the access road to the rear of the High Street shops to the east (refer to Map 1).

# 2 PURPOSE

This document provides the use and development objectives and design principles which apply to the Preston Market site, as identified in Schedule 1 to the Priority Development Zone - ‘Preston Market’

MAP 1



# 3 USE AND DEVELOPMENT OBJECTIVES

- To encourage the development of the Preston Market site as a multi-level mixed-use area.
- To retain and enhance a substantial fresh food market component with associated market facilities.
- To integrate the Preston Railway Station and proposed multi modal interchange with Preston Market and High Street.
- To facilitate high density residential development, including affordable housing opportunities, above ground floor level.
- To ensure built form, layout and design of development integrates with the adjoining land and wider Preston Central Activity Centre.
- To ensure the design of development facilitates convenient, safe and attractive pedestrian movement through the site and provides active connections to surrounding land.
- To ensure that the design of development provides for safe, attractive and convenient bicycle access.
- To provide a public open space area ("Station Square") that provides a high amenity environment of appropriate area that integrates with the Preston Railway Station and key pedestrian routes through the site.
- To provide two high amenity public 'focal' spaces (Hawkers Market Piazza and Cook/Mary Street Piazza) centrally located within the Market site.
- To provide direct and continuous pedestrian thoroughfares and connections through the Preston Market site.
- To ensure ground level buildings abutting Murray Road, Cramer Street, Station Avenue, and pedestrian connections within the Market provide active edges and a high level of pedestrian amenity.
- To encourage buildings to be of contemporary design and provide an interesting architectural form.
- To provide well designed and functional vehicle routes, loading areas and parking areas which respond to other transport modes and minimise pedestrian and cyclist conflicts.
- To encourage environmentally sustainable development through the design, siting and construction of buildings.
- To encourage design and development that facilitates day and evening activity.
- To integrate development with the surrounding pedestrian and cycle network.



# 4 DESIGN PRINCIPLES

The Preston Market site is critical to the future development of the Preston Central Principal Activity Centre.

The following Design Principles have been prepared to implement the vision for the Preston Central Activity Centre Structure Plan (2006) and its objectives, principles and key design directions for the site.

The Design Principles provide a series of key guidelines which development must address, in terms of land use composition, staging, pedestrian environment, Station Square, landscape treatment, car parking and vehicle access.

Development must address the following design principles:

## Land Use Composition

- The Fresh Food Market and its traditional retailing style, openness, informality and ambience is retained and enhanced as a key element of any redevelopment.
- A mix of complementary land uses, services and facilities are provided at ground level and along primary pedestrian routes to achieve active pedestrian thoroughfares and frontages.
- High density residential uses are to be located above ground level, except for Station Avenue where it can be located on any level.
- Office, leisure and entertainment uses are located principally at upper levels. Office uses at ground level are located with frontage to Murray Road, Cramer Street or Station Avenue, not internal to the Market.

## Staging

- The land use composition and the layout of all stages integrate with each other and with the surrounding land uses, including the Preston Railway Station and Activity Centre.
- Appropriate structural support is provided in those areas identified for future staged medium-rise and high-rise development in accordance with the Framework Plan.





## Built Form and Design

- Building heights are in accordance with heights shown in the Building Height Plan. The height limits exclude architectural projections and plant or equipment areas.
- Development up to 4 storeys is to be built to street frontages.
- 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.
- The design and arrangement of development above the podium level (up to 10 storeys):
  - is visually distinguishable from the podium through appropriate articulation treatments, setbacks (eg 5m) or 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.



# 4 DESIGN PRINCIPLES

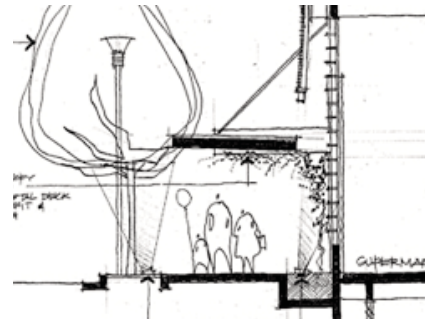
## Pedestrian Environment

- 'Primary' and 'Secondary' pedestrian connections are designed to be attractive places to walk that maximise pedestrian ease, comfort and safety. Pedestrian connections be of a sufficient width to accommodate pedestrian movement and for kiosk type activities.
- Internal connections are provided through the Fresh Food Market (Precincts 1 and 2 of the Framework Plan) to reinforce the intricate pedestrian pattern, character and ambience of the traditional Market.
- Three areas of open space are provided along 'Key pedestrian routes', as shown on the framework plan at:
  - Centreway/Station Avenue (Station Square)
  - Mary Street/Earle Street (Hawkers Piazza)
  - Mary Street/Cook Street (Piazza)



- Active edges are provided as shown on the Framework Plan. The design of active edges achieve a high level of pedestrian amenity and engagement through a combination of uses, entrances, windows, and other details and design treatments, such as:
  - Buildings that present their front, rather than sides or back, to the active edge.
  - Shop fronts that are characterised by pedestrian entrances and clear glazed windows.
  - Ground level pedestrian entrances and foyers to residential and office tenancies.
  - Windows or balconies that look out to adjoining streets and public open spaces to encourage passive surveillance between occupants and pedestrians, and creates good public surveillance.
  - Lighting and design with clear lines of sight that maximise the sense of pedestrian safety and avoid the creation of concealed spaces.
  - Gateways and pedestrian entries to the site in appropriate locations to facilitate movement and connection.
  - A mix of uses and range of activities that operate across a broad range of hours.
  - Innovative treatment of walls using materials, artwork or other mechanisms to provide an attractive and visually interesting environment.
  - Avoiding opaque security devices such as roller shutters.
  - Avoiding reflective glazing.

- Offices and apartments have direct pedestrian access from both the street and staff / resident car parking. The primary pedestrian entrances to dwellings are not on rear access lanes and are designed to be easily identifiable, provide shelter, a sense of personal address and a transitional space.
- Where buildings abut pedestrian footpaths, a verandah is incorporated into the design that is integrated and continuous with those of adjoining premises

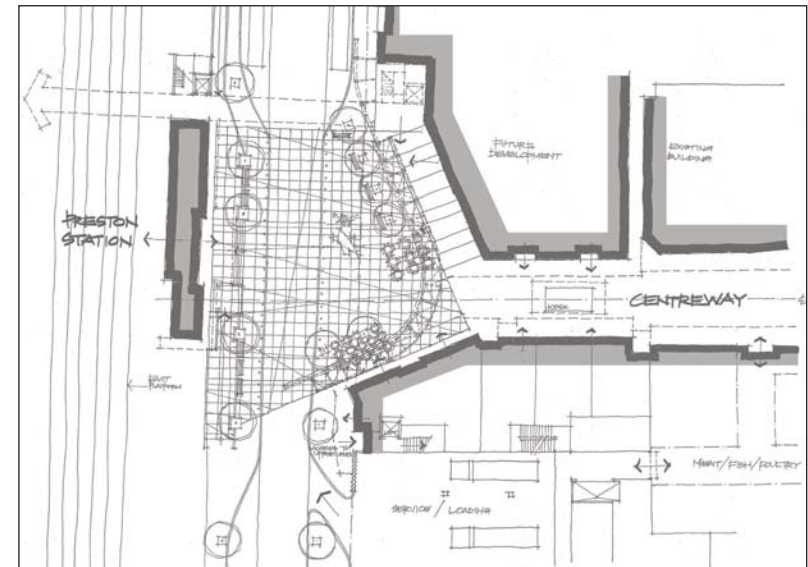


# 4 DESIGN PRINCIPLES

## Station Square

- An area of open space is provided at the interface of the Preston Railway Station, Station Avenue and The Centreway, to create a new 'Station Square', as an important focal point and entrance to Preston Central and the Market.
- Station Square is of an appropriate shape and area (approximately 500m<sup>2</sup> gross area located within the western boundary of the site, integrated with at least 150m<sup>2</sup> to be provided by Council as part of Station Avenue), and is designed to:
  - Allow pedestrians to move through the space, to and from the public transport interchange, and the Market site.
  - Encourage passive and active social interaction and incorporate urban design treatments that reflect the diverse users of the Market.
  - Provide an area where people can gather unencumbered by street infrastructure (including fountains, bins or other furniture) or dining/external trading area's for adjoining tenants, and provide sufficient meeting space.
  - Provide a high amenity, centrally located, public space on the eastwest pedestrian link, with clear pedestrian priority and movement through the Square between The Centreway and the Preston Railway Station entrance.
  - Provide for a range of activities and functions as a private/public space, including sufficient space to facilitate outdoor eating and drinking facilities.
  - Provide access to shops surrounding the Square and to any upper level accommodation.
  - Integrate with the design and layout of Station Avenue and the Preston Railway Station, including its role as a multi-modal transport interchange.

- Provide for the Square to be flanked by shops fronts or Market stalls overlooking and spilling into the space, with outdoor eating and drinking or other retail interaction.
- Provide good solar access/sunlight penetration.
- Provide shade mechanisms, such as canopy treatment or trees, where appropriate.
- Provide a sense of enclosure, through the layout and design of the Square and the design and siting of adjacent buildings (maintaining open air environment), 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.



Concept Only



# 4 DESIGN PRINCIPLES

## Landscaping

- Street furniture, such as seating/rest areas, paving, street lighting and landscape elements are designed to celebrate Darebin's local culture and reflect the character of the Market.
- Planting along street frontage does not compromise exposure to ground floor uses.
- New landscaping elements are integrated with the character of existing planting within the Preston Central Activity Centre
- Landscaped areas are designed to incorporate Water Sensitive Urban Design initiatives, where possible.



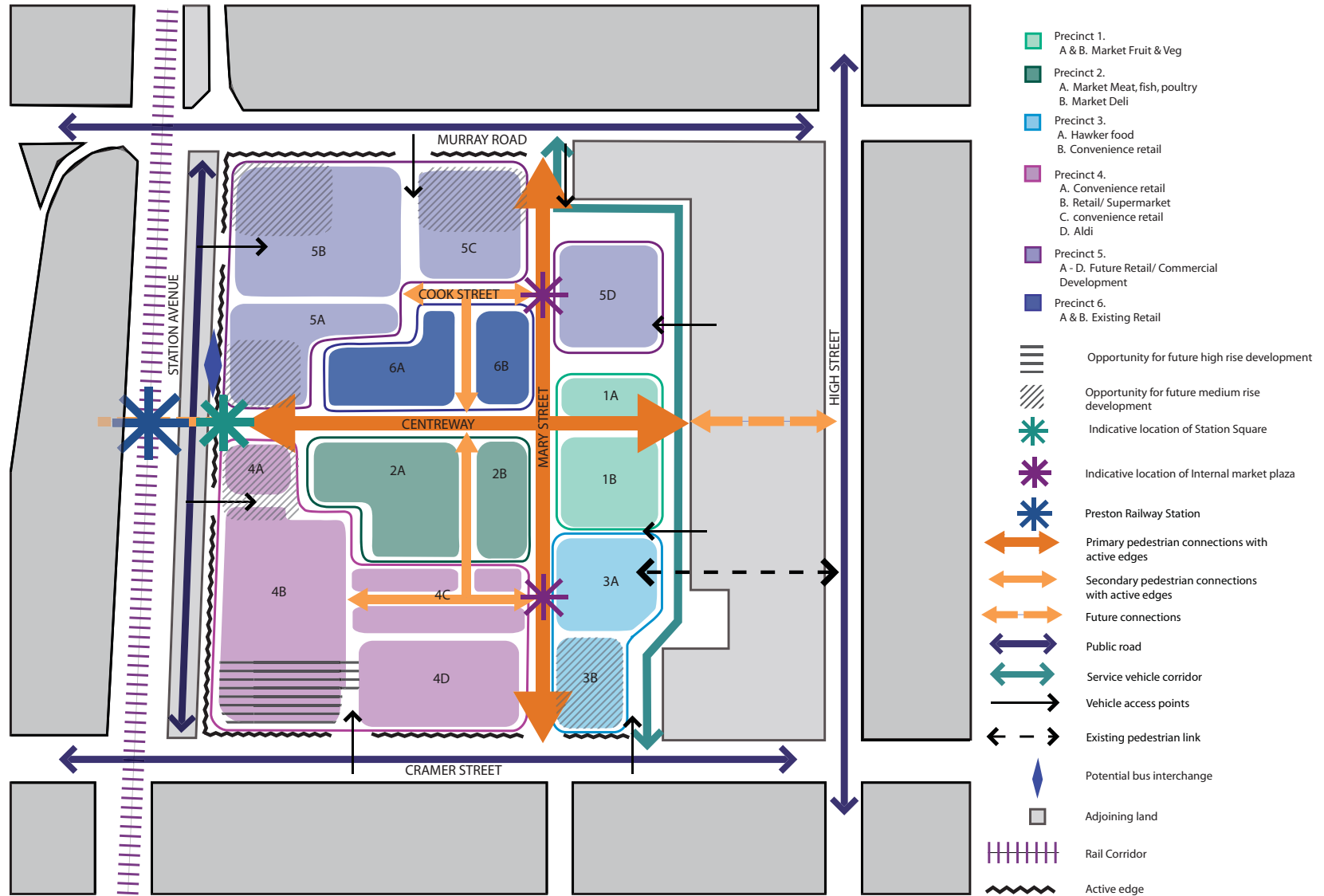


## Vehicle Access, Car Parking and Loading

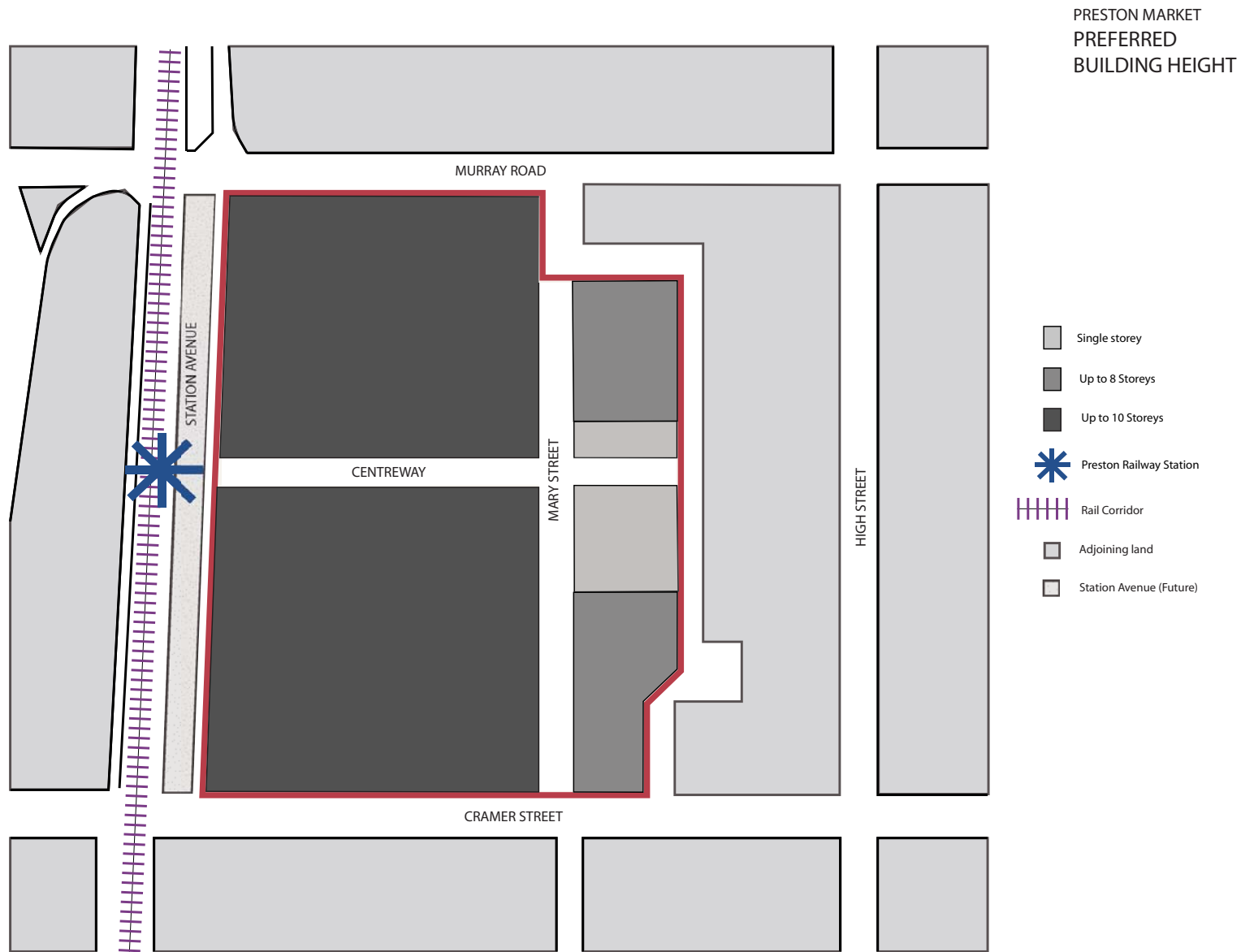
- The number and width of kerb crossings along Murray Road, Cramer Street and the proposed Station Avenue is minimised having regard to the needs of the future occupants and the safety and amenity of pedestrians.
- Service areas are separated from public spaces and pedestrian accessways.
- Goods storage and loading areas are screened from public view to the maximum extent possible to protect public amenity. Loading areas are designed to integrate with the overall centre with consideration for pedestrian amenity and safety.
- Vehicular access is to be designed to create a hierarchy of vehicle movements from adjoining roads, with Murray Road to provide the principal vehicular entry point.
- Car parking:
  - designed to provide for convenient and safe pedestrian movement within the car park.
  - not to be provided at ground level, and if constructed above ground level, be designed to present an attractive building interface, through the use of appropriate design treatments and materials.
- Cycle parking is:
  - provided in a number of locations to accommodate visitor and staff parking.
  - located with convenient access to the proposed uses, and be well lit, signed and be clearly visible. Long term cycle parking is to be covered and include destination facilities. Access to cycle parking be segregated from car and loading access where possible.

# APPENDICES

FRAMEWORK PLAN - PRESTON MARKET







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