

# PLACE PARTNERS

Placemaking Consultancy

Tract



## FUTURE PRESTON Community Directions Report

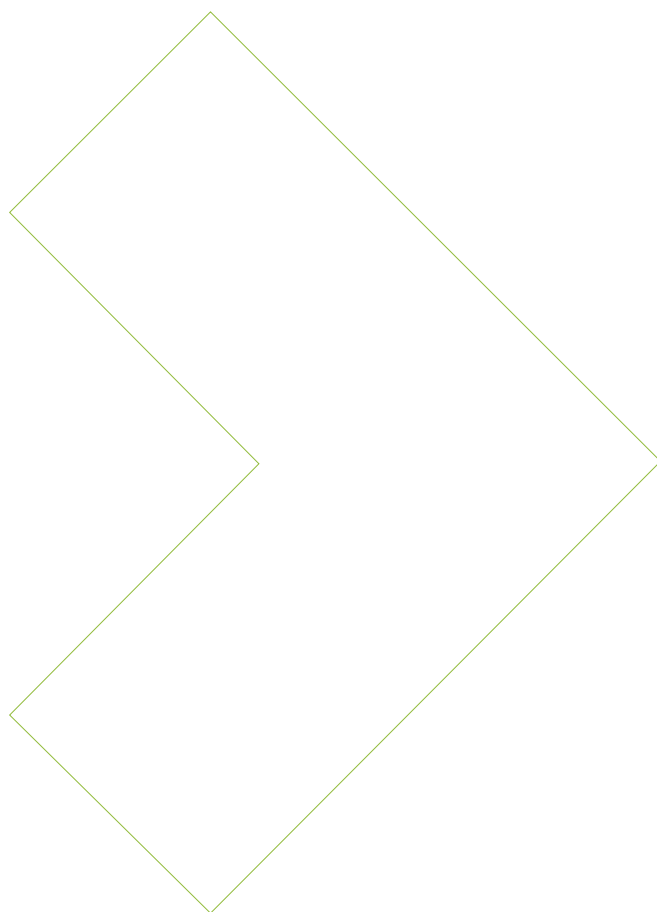
November 2018

This report has been independently produced by Place Partners  
and Tract Consultancy on behalf of Darebin City Council for the  
Future Preston Project

Final Document 20/12/2018

# Contents

Introduction	4
Community Directions	6
Local Identity	8
Housing Choices	10
Movement and Access	12
Local Economy	14
Public Space	16
Art, Culture and Community	18
Built Form	20



# Introduction

The City of Darebin Council Plan 2017-2021 identified the need to revitalise the Central Preston Activity Centre. In order to deliver on this proposed action, Council engaged Tract, with Place Partners, to produce an updated vision for Preston Central - known as the 'Future Preston Vision'.

The first stage of the Future Preston Vision project is summarised in this document - the Community Directions Report. This report provides a summary of the community engagement conducted as a critical foundation for the Future Preston project in the form of seven Community Directions.

These Directions capture what the community; the people who work, live and play in Central Preston most care about and how they would like to see the centre evolve over time. The Community Directions for Future Preston act together to form the vision for the future, identifying what is important to the community, what problems they want solved and their ideas for change.

The Community Directions will underpin the next stage of the project with further technical research, developing a Precinct Plan which is the initial study of the Preston Activity Centre that will feed into, and inform the future revised and updated Preston Structure Plan.

## What is a Structure Plan?

- › “The key aims of a Structure Plan are to plan for and develop a shared vision for the activity centre, and to identify the type and scope of change projected within the activity centre over time. The structure plan should be a tool to help manage, influence and facilitate change within individual activity centres, in accordance with the directions of State planning policy” (Structure Planning for Activity Centres, 2015)

## Community Engagements Objectives

The primary purpose of the Future Preston engagement was to understand local community values, concerns and ideas in a way that:

- › Ensured an inclusive process and methodology that allows people of different backgrounds and interests to participate and share their views
- › Provided appropriate information to ensure the community understands the project and its objectives
- › Provided engagement options to allow community members to confidently engage with different participatory activities
- › Allowed for the identification and capture of community issues and opportunities in the area
- › Formulated a shared vision for the future of Preston by building a relationship of trust and transparency between community and Council

## Community Feedback

Between 3rd and 16th of December, the draft Community Directions feedback was available for feedback from the community. Relevant responses have been integrated into the final report.



From top to bottom: Future Preston logo, Map of the Central Preston Structure Plan area

## ENGAGEMENT ACTIVITIES

The following table provides a summary of engagement activities conducted for the Future Preston project.

ACTIVITY	DATE	ENGAGEMENT	#	PURPOSE
<b>Document review</b>	3-4 weeks prior to site visit	<b>Past engagement review</b> <ul style="list-style-type: none"> <li>› Preston Central Structure Plan &amp; Stocktake</li> <li>› Engagement for Junction Urban Master Plan (draft)</li> <li>› Preston Business Traders Workshop (2016) Summary</li> <li>› Victorian Planning Authority - Preston Market Review (Engagement Phase 1)</li> <li>› Victorian Planning Authority - Preston Market CRG meetings</li> </ul>	n/a	To understand what the community have shared previously in order to plan for new engagement activities
<b>Workshop</b>	15 Aug 2018	<b>Government Stakeholders Workshop</b>	14	<ul style="list-style-type: none"> <li>› To introduce the project and begin discussion on key challenges, opportunities with government and community stakeholders</li> <li>› To identify areas for collaboration or projects that are working towards project elements</li> </ul>
<b>Workshop</b>	15 Aug 2018	<b>Community Stakeholders Workshop</b>	8	<ul style="list-style-type: none"> <li>› To introduce the project and begin discussion on key challenges, opportunities with government and community stakeholders</li> <li>› To identify areas for collaboration or projects that are working towards project elements</li> </ul>
<b>Street Stand 1</b>	4 Oct 2018	<b>Street Stand</b>	37	<ul style="list-style-type: none"> <li>› Provide an engaging and interesting platform for the community to interact with project team</li> <li>› Inform the design team of community feedback on the challenges and opportunities for the centre</li> </ul>
<b>Street Stand 2</b>	15 Aug 2018	<b>Street Stand</b>	22	<ul style="list-style-type: none"> <li>› Provide an engaging and interesting platform for the community to interact with project team/ engagement officers</li> <li>› Inform the design team of community feedback on the challenges and opportunities for the centre</li> </ul>
<b>Survey</b>	24 July- 9 Oct 2018	<b>Future Preston Vision Survey</b>	357	<ul style="list-style-type: none"> <li>› To engage with Central Preston's locals, residents and visitors to understand what works, what has changed, what needs to be improved and what the desired future for the centre</li> </ul>
<b>Workshop</b>	20 Oct 2018	<b>Future Preston Summit</b>	64	<ul style="list-style-type: none"> <li>› Inform the community what the project is, its progress and feedback that has been collected so far</li> <li>› Build on the key challenges and opportunities in the area from the community</li> <li>› Build on key challenges and opportunities for specific themes (land use, built form etc.)</li> <li>› Build on key future ideas identified for the area from the community</li> </ul>
<b>Survey</b>	3 - 16 Dec 2018	<b>Community Directions Feedback Survey</b>	23	<ul style="list-style-type: none"> <li>› Provide the opportunity for feedback from community and key stakeholders to define the community directions against each of the seven key themes</li> <li>› To help guide the refinement of the final plan</li> </ul>

#- number of participants



# Community Directions

The Community Directions capture the needs, values and the aspirations of the community regarding change in Preston Central. These Directions are not a list of “to do’s”, rather they capture the desired approach to solving local challenges in a way that reflects what the community believes is important.

The Community Directions are action oriented statements that direct the delivery of Future Preston’s evolution across multiple themes:

- › local identity
- › housing choices
- › local economy
- › public space
- › movement and access
- › art, culture and community
- › built form



Community and stakeholders workshop - Image play



Future Preston Summit - Discussion Starters activity

## LOCAL IDENTITY

CENTRAL PRESTON'S FUTURE LOCAL IDENTITY SHOULD BUILD ON THE COMMUNITY'S DEEPLY INGRAINED VALUE OF SUSTAINABILITY, DIVERSITY IN ALL ITS FORMS - LAYERS OF HISTORY, THE RANGE OF PRICES AND ACTIVITIES, VARIETY OF RETAIL AND BUILT FORM, PEOPLE, PLACES, MATERIALS AND DETAIL

## HOUSING CHOICES

HOUSING CHOICES IN FUTURE PRESTON SHOULD BALANCE THE OLD WITH THE NEW: RETAINING MUCH LOVED TRADITIONAL STREETSCAPES BUT INCREASING THE HOUSING OFFER THROUGH A MIX OF SUSTAINABLE DWELLING TYPES, SIZES, PRICES AND DESIGNS

## MOVEMENT AND ACCESS

FUTURE PRESTON WILL PRIORITISE WALKING, CYCLING AND PUBLIC TRANSPORT OVER PRIVATE VEHICLE USE; FREEING UP THE STREETS FOR SAFE AND DIVERSE COMMUNITY USE, STREET TREES AND VEGETATION, PUBLIC OPEN SPACE AND OUTDOOR TRADING AREAS

## LOCAL ECONOMY

THE LOCAL ECONOMY OF CENTRAL PRESTON SHOULD TAKE ADVANTAGE OF ITS UNIQUE, SMALL AND MICRO BUSINESSES AND FOOD CULTURE FOUNDATION TO CREATE A MELBOURNE DESTINATION THAT ATTRACTS VISITORS, NEW BUSINESSES AND ENTREPRENEURS

## PUBLIC SPACE

FUTURE PRESTON WILL BE KNOWN AND LOVED FOR ITS SAFE, ACCESSIBLE AND GREEN PUBLIC SPACES THAT EVERYBODY, REGARDLESS OF AGE, BACKGROUND OR ABILITY, FEELS WELCOME AND COMFORTABLE TO RELAX, COMMUNICATE, PLAY AND GATHER IN

## ART, CULTURE AND COMMUNITY

FUTURE CENTRAL PRESTON WILL CONTINUE TO BE AN OPEN AND PROGRESSIVE COMMUNITY THAT CELEBRATES CULTURE, CREATIVITY AND SUSTAINABILITY

## BUILT FORM

CENTRAL PRESTON'S FUTURE BUILT FORM SHOULD OFFER HIGH QUALITY AND ENVIRONMENTALLY SUSTAINABLE DESIGN TO CREATE A TEXTURED, LAYERED AND HUMAN SCALE EXPERIENCE AT STREET LEVEL

# Local Identity

Local Identity can be described as the character or personality of a place, it encompasses the physical and the intangible; people's experiences and activities.

**CENTRAL PRESTON'S FUTURE LOCAL IDENTITY SHOULD BUILD ON THE COMMUNITY'S DEEPLY INGRAINED VALUE OF SUSTAINABILITY DIVERSITY IN ALL ITS FORMS - LAYERS OF HISTORY, THE RANGE OF PRICES AND ACTIVITIES, VARIETY OF RETAIL AND BUILT FORM, PEOPLE, PLACES, MATERIALS AND DETAIL**

## 1 KEEP IT DIVERSE & ACCESSIBLE

Ensure that Preston's diversity of people, culture, activity, shops and food is retained and expanded on through Council programs and the planning controls guiding newer developments.



Smaller lot sizes and diversity of design and housing options will support more diverse people being able to live, work and visit

## 2 DIVERSE RETAIL EXPERIENCE

Support and encourage the narrow shop fronts and culturally diverse retail mix for its unique contribution to Preston's identity and culture and the opportunity it presents to a range of entrepreneurs from all backgrounds.



New buildings should deliver quality and respectful design and materials and integrate landscape

## 3 PROTECT AND BUILD ON THE HISTORY OF PRESTON AND SUSTAINABLE VALUES

Cherish the local history and heritage fabric of Preston by protecting built form and vegetation assets and encouraging quality detailing, landscaping and sustainable in new built environments.

Integrate heritage interpretation to share stories of our past



A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>&gt; A welcoming, inclusive, vibrant and culturally diverse place is valued</li> <li>&gt; In the future people would like to describe Central Preston as a multicultural hub with a thriving night time economy</li> <li>&gt; There is an interest in increased creativity and celebration of culture to become a destination</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Workshop participants selected the following words to describe their ideal Future Preston: Celebration, Inclusion, Destination</li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>&gt; The community values the Market, variety of houses, languages, vibrancy and the history of the area</li> <li>&gt; In the future locals would like to retain the identity Preston already has</li> <li>&gt; New developments are concerning locals, with many worried that Preston is losing its charm as a result</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Street stand participants chose the following words to describe the ideal Future Preston: Community, Vibrant, Friendly, People, Food, Quiet, Multicultural and Variety</li> <li>&gt; <i>"We are concerned that new developments and potential changes to the market will affect it and its character"</i></li> <li>&gt; <i>"Promote the history of Preston with larger murals e.g. Watson and Paterson Bacon Factory"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>&gt; The vision for Future Central Preston is a vibrant and diverse place with a sense of community that is accessible for everyone with different backgrounds</li> <li>&gt; In the future, locals want Preston to be 'A welcoming and safe place for all people, of all ages and backgrounds'</li> <li>&gt; Preston Market and its variety of shops are well regarded</li> <li>&gt; They would like to see changes that incorporate a Preston that is celebrated for its unique culture and creativity and known for its events, after-hours activity and dining</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 58% of respondents want Central Preston to be 'A welcoming and safe place for all people, of all ages and backgrounds'</li> <li>&gt; Survey respondents selected words that describes Future Preston: Vibrant (57%), Diverse (50%), Sense of community (50%), Accessible (38%), Cultural (33%), Quality (30%) and Integrated (12%)</li> <li>&gt; 38% of respondents have selected 'Celebrated for its unique culture and creativity' as a trait they wish for the future of Central Preston</li> <li>&gt; 28% of respondents wish for Future Preston to be 'Known for its events, after-hours activity and dining'</li> <li>&gt; 33% of respondents identify Preston Market as one of the main reasons they love Preston</li> <li>&gt; 14% of respondents state that they love the diversity in Preston</li> <li>&gt; Diversity defines Preston's character and 50% of the community want it to stay the same in the future</li> <li>&gt; <i>"The Preston Market is the best and significantly improved my quality of life! I also love the restaurants on High street"</i></li> <li>&gt; <i>"The diversity in culture yet you still feel a sense of connectedness"</i></li> <li>&gt; <i>"As an immigrant, I feel the multicultural environment is important and recognised in Preston"</i></li> <li>&gt; <i>"Maintaining the diverse culture is important in retaining the sense of community and identity that Preston already has"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>&gt; The community values the library, market, diversity of shops, cultures and restaurants, education centres</li> <li>&gt; In the future locals want Preston to have its own brand</li> <li>&gt; They would like to see changes that incorporate multiculturalism, diversity, government buildings, greenery, gathering places, sustainability of buildings and infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Around 38% of the responses related to 'local identity' of the place support the idea that the identity associated with the market and government buildings should be retained</li> <li>&gt; Around 27% of responses pertaining to 'local identity' support the need to preserve Preston's diversity</li> <li>&gt; <i>"Preston should have its own defined character, use public realm as a way to brand Preston in a distinctive way"</i></li> <li>&gt; <i>"Create understanding for consideration of all users through community education and awareness, sustainability"</i></li> </ul>

# Housing Choices

Housing Choices includes consideration of the different types of homes, sizes, tenure and prices that need to be provided for a diverse and growing population.

**HOUSING CHOICES IN FUTURE PRESTON SHOULD BALANCE THE OLD WITH THE NEW: RETAINING MUCH LOVED TRADITIONAL STREETSAPES BUT INCREASING THE HOUSING OFFER THROUGH A MIX OF SUSTAINABLE DWELLING TYPES, SIZES, PRICES AND DESIGNS**

## 1 PLAN FOR DIVERSE HOUSING STOCK

Protect existing houses and add new and sustainable housing options - not just apartments. Prioritise the provision of various sizes and types of dwellings for different lifestyles and stages; families, couples, multi-generational and singles.

## 2 PROTECT AND INCREASE AFFORDABLE HOUSING OPTIONS

Protect existing affordable housing and plan for new dwellings that make the area accessible to people from a wide range of backgrounds and incomes.

## 3 PLAN FOR FACILITIES, INFRASTRUCTURE AND SERVICES TO SUPPORT INCREASED POPULATION

Ensure that the area has the appropriate retail, employment options, transport, open space and community facilities to support the population.



Provide a range of housing typologies that take advantage of proximity to public transport and integrate shared communal spaces



The community does not want bland and repetitive designs but buildings that express the diversity of the community



Integrate green feature walls where open space isn't possible

A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>› Preston's community wishes to see more affordable housing in Preston</li> <li>› Preston's community wants more diverse housing types to match the needs of a variety of people; families/singles, accessible choices etc.</li> <li>› The community would like to see more Environmentally Sustainable Design and improved design overall, not just bland high-rises</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"Housing diversity encourage a diverse range of socio economic groups to live in Preston"</i></li> <li>› <i>"Increase in apartment mix for affordable and accessible housing"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>› The Preston community wishes to see more affordable housing options and protection of existing affordable options</li> <li>› Preston's community is concerned about closeness and the lack of privacy within new developments</li> <li>› In the future housing developments should integrate green spaces and natural light</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"Council should advocate to [sic] state government for more affordable housing"</i></li> <li>› <i>"We need more space and privacy between new developments, greedy developers only interested in squeezing as many apartments on site"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>› Locals believe Preston is performing poorly in terms of housing affordability and choices</li> <li>› Preston's community considers future investment in housing affordability a priority</li> </ul>	<ul style="list-style-type: none"> <li>› 47% of respondents say that Preston is performing poorly in terms of housing affordability and choices - only 12% say its doing well</li> <li>› <i>"Keep the housing market affordable for people of all backgrounds"</i></li> <li>› <i>"We need to settle down in the amount of medium to high density housing developments being done in Preston"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>› The community values the existing streetscapes and cottages and would like them to be protected</li> <li>› In the future they wish to see more high quality homes balanced with infrastructure, facilities and amenities such as proximity to activity centres and workplaces, enough car parking space, privacy and shared open space</li> <li>› They would like to see changes that incorporate more affordable housing options and support for homeless people</li> <li>› New higher density housing should be located adjacent to transport corridors</li> <li>› New developments should integrate shared open spaces, and not rely only on public spaces</li> </ul>	<ul style="list-style-type: none"> <li>› 41% of comments mentioned there should be no more housing without supporting infrastructure and facilities</li> <li>› 19% of comments support the idea of more affordable housing in Preston</li> <li>› <i>"Height is OK provided it's balanced with public space (accessible and in a good condition)"</i></li> <li>› <i>"Increasing housing without infrastructure is problematic"</i></li> <li>› <i>"There are lots of homeless people in Preston, it would be great to provide them with housing"</i></li> </ul>

# Movement and Access

Movement and Access is concerned with connectivity and mobility choices, how we get around, who gets priority and how movement connects to the public space.

**FUTURE PRESTON WILL PRIORITISE WALKING, CYCLING AND PUBLIC TRANSPORT OVER PRIVATE VEHICLE USE; FREEING UP THE STREETS FOR SAFE AND DIVERSE COMMUNITY USE, STREET TREES AND VEGETATION, PUBLIC OPEN SPACE AND OUTDOOR TRADING AREAS**

## 1 PLAN FOR A BIKE AND PEDESTRIAN FRIENDLY PRESTON

Utilise road space to make sure pedestrian and cycling networks are well connected, visible and safe. Consider separated movement paths for pedestrians, bicycles and motorised vehicles for a more accessible and healthier future Preston. Provide appropriate infrastructure e.g. bike stand.

## 2 PLAN FOR GREEN MODES OF TRANSPORT AND BETTER PUBLIC TRANSPORT

Support and encourage sustainable modes of transport e.g. active paths - walking and cycling- and public transport. Encourage investment into public transport and active travel modes that could improve sustainability and change the way in which the car-dependant Preston moves in the future.



Reduce the dominance of private vehicles by reallocating space for other uses



Streets can be designed for short or longer term closures



Places close to the station should be car free

A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>Preston's community values sustainable modes of transport; it believes in the need to shift the focus from the car to walking and cycling and the separation of paths for different modes</li> <li>Preston's community needs more highly connected, reliable public transport</li> <li>Supportive of modal shift away from private car as population increases - towards safer and more sustainable movement options</li> </ul>	<ul style="list-style-type: none"> <li><i>"It is healthier, easy to get around and more socially connected"</i></li> <li><i>"Fix narrow unsafe bike lanes"</i></li> <li><i>"Buses don't link to train services"</i></li> <li><i>"We need Better connection, coherence between train stations and activity areas"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>Preston's community values public transport, however, they prioritised improving the safety and experience of cycling and walking</li> <li>Preston's community believe that level crossings close to shops need to be removed</li> <li>Some advocated for more parking closer to shops</li> <li>Move main vehicle routes away from High Street to Plenty Road</li> </ul>	<ul style="list-style-type: none"> <li><i>"Less [sic] bike accidents, need proper separation between cars and cyclists (stop car door accidents)"</i></li> <li><i>"Traffic management prioritises cars over pedestrians and public transport"</i></li> <li><i>"Level crossing at Cramer Street and Murray are some of worst elements of Preston"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>Transport options are seen to be performing well by the majority</li> <li>A considerable number of people in the community want Preston to be a 'walking and biking paradise'</li> <li>Preston's community considers active transport as one of the top three future investment priorities in Preston</li> </ul>	<ul style="list-style-type: none"> <li>63% of respondents appreciate the availability of transport choices</li> <li>27% of respondents support that Preston should become a 'walking and cycling paradise'</li> <li>14% of respondents are keen to see more paths for active travel</li> <li><i>"Pedestrian accessibility and amenity - make it a priority. Same with cycle access. Massive expanses of car parking are intimidating, boring, and unsafe (perceived and real). Should be encouraged through design to walk everywhere with interesting places, landscaping and protection from vehicles"</i></li> <li><i>"It's currently way too car dependent. Where are the bike paths around the market? Change the balance from cars to people - walking, riding would totally change the atmosphere. Adopt the scooter idea that LA has"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>Preston's community highly values pedestrian safety, accessibility and walkability, especially pedestrian movement leading to the station and across major roads</li> <li>The community wants a well connected, clearly identifiable, safe bicycle paths connecting different destinations along main streets as well as infrastructure for bike parking</li> <li>Locals aspire to a variety of public transport options (e.g. re-establishment of tram stop 52 on Plenty Rd and Tyler St, regularisation of trains and buses serving Preston as well as extension of the Mernda line to connect to Preston)</li> <li>The community supports prioritisation of public transport, walking and cycling options over cars</li> </ul>	<ul style="list-style-type: none"> <li>23% of comments in the Transport and Movement sessions support the priority of pedestrian walkability and safety</li> <li>Of all the ideas about Preston's 'movement and accessibility', almost 16% focus on getting infrastructure for cycling in place</li> <li>7.5% of comments identify the need to have more public transport choices</li> <li>Around 11% of all responses related to 'movement and access' state the need to have more choices for walking, cycling and public transport</li> <li><i>"Reclaim asphalt! Can we create more one-way streets and increase walking, cycling and space for trees?"</i></li> <li><i>"Look at the Amsterdam model where commuters ride to the train station, then commute to the inner city"</i></li> <li><i>"Only one train connecting to Preston which is difficult to get on"</i></li> <li><i>"I choose not to have a car. There is a great need to keep up cycleways and public transport"</i></li> </ul>



# Local Economy

The Local Economy considers more than the local shops it is also about employment, the diversity of job opportunities, support for existing, and encouragement of new businesses.

**THE LOCAL ECONOMY OF CENTRAL PRESTON SHOULD TAKE ADVANTAGE OF ITS UNIQUE, SMALL AND MICRO BUSINESSES AND FOOD CULTURE FOUNDATION TO CREATE A MELBOURNE DESTINATION THAT ATTRACTS VISITORS, NEW BUSINESSES AND ENTREPRENEURS**

## 1 SMALL AND LOCAL

Support local businesses in Preston by protecting and building smaller and more affordable tenancies, consideration of policies controlling commercial rents, and programs to build entrepreneurship and business resilience.

## 2 FOOD, CULTURE AND ACTIVITY

Create an exciting streetscape for shoppers with interesting food, cultural offerings and outdoor trading to create a whole of centre 'market feel'.

## 3 BOOST NIGHT TIME ECONOMY

Create a night time economy connected to travel paths to help improve safety and street activation after dark. Consider how to increase small bars and late openings in areas where passive surveillance is needed, transport is readily available and noise is not an issue.

Ensure that the night time shopping and dining experience is welcoming and safe for the people.



Ensure that opportunities for small businesses, cultural traders and start ups have space in Future Preston



Supporting a diversity of businesses sizes supports economic accessibility and business diversity



Night time economy improvement increase safety and accessibility

A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>&gt; The community wants to support small local businesses</li> <li>&gt; Preston's community wishes to improve the night time economy to attract people and improve safety</li> <li>&gt; Preston's community wants to retain and build diverse local businesses</li> <li>&gt; They would like to see changes that incorporate layers of uses to grow the intensity, marketing and investment attraction, non-retail jobs, pop up shops to activate empty shop fronts</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <i>"Local businesses are doing it tough"</i></li> <li>&gt; <i>"Preston central lacks night time economy, residents travel out of the area for food and entertainment. This is in part due to business not being opened, vacant shop fronts and a low quality offer"</i></li> <li>&gt; <i>"The lack of variety requires people to leave the area and it creates an unsafe public space"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>&gt; Preston's community supports small local businesses</li> <li>&gt; The community believes that keeping shop-fronts clean will improve the local economy</li> <li>&gt; Preston's community wants to see more diversity in the offer provided</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <i>"We don't want to see loss [sic] of family owned businesses due to gentrification and increase rental prices"</i></li> <li>&gt; <i>"Incentives should be given to support small local businesses"</i></li> <li>&gt; <i>Owners should take care of their shop fronts"</i></li> <li>&gt; <i>"More diversity, less 2\$ shops, we are lucky to have a main street as long as High St"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>&gt; The majority of respondents believe that Preston is performing well in terms of shopping to meet daily needs</li> <li>&gt; Locals love Preston for its diversity of food choices and restaurants</li> <li>&gt; In the future locals want to see to Preston supportive of diversity of jobs and local businesses</li> <li>&gt; They would like to see changes that incorporate improving night time economy</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 70% of survey respondents mentioned that Preston is performing well in terms of shopping to meet daily needs</li> <li>&gt; 17% of survey respondents claimed that they love Preston for its different food options</li> <li>&gt; Nearly 15% of respondents support the need to encourage diverse businesses including night-time businesses</li> <li>&gt; <i>"I walk to the market and get all I need"</i></li> <li>&gt; <i>"Continue to invest and promote the small business owners of Preston"</i></li> <li>&gt; <i>"More variety of stores; seems as though a lot of them are the same"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>&gt; In the future, Preston's community wants the local economy to be improved by supporting small local businesses or funding new businesses with cheaper rents</li> <li>&gt; Preston's community supports a diversity of traders, retailers, handmade, fresh local food and food and beverage businesses</li> <li>&gt; The opportunity to develop the Council owned assets for commercial use was promoted</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 42% of responses in this section support the need to support local businesses</li> <li>&gt; 20% of respondents support the idea of diversifying the businesses in Preston</li> <li>&gt; <i>"Don't be afraid of attracting businesses here. Then more people can work where they live and enhance community"</i></li> <li>&gt; <i>"Council should support local businesses by facilitating cheaper rents in centres"</i></li> <li>&gt; <i>"Preston Market need upgrade: safety environment in the parking area due to car increase, hygiene in the market"</i></li> </ul>

# Public Space

The Public Space includes all shared or communal spaces in an area - both outside and inside.

**FUTURE PRESTON WILL BE KNOWN AND LOVED FOR ITS SAFE, ACCESSIBLE AND GREEN PUBLIC SPACES THAT EVERYBODY, REGARDLESS OF AGE, BACKGROUND OR ABILITY, FEELS WELCOME AND COMFORTABLE TO RELAX, COMMUNICATE, PLAY AND GATHER IN**

## 1 PLACES FOR EVERYONE

Provide safe, accessible and well maintained public open spaces that could facilitate social interaction, play, exercise and relaxation. Maximise usable public open space and ensure that each public space has a clear function creating a network of smaller spaces that offer a diversity of experiences and activities.

## 2 GREEN THE STREET

Increase street greenery and tree cover to cool down public spaces, provide shade and create a visually pleasant public space that everybody wants to spend time in.

## 3 MAKE IT COMFORTABLE

Improve the physical comfort and convenience of public places to encourage longer stays by providing wind and rain shelter, well-placed comfortable seating for eating and resting, and facilities such as water bubblers. Provide a mix of permanent and mobile seating to suit different user requirements.



Creating a welcome open space that usable for all ages, and backgrounds



Vegetation makes the street more welcoming and pleasant



Provide the facilities that make an open shared space more comfortable to stay longer

A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>› In the future Preston's community wants green, safe, quality and accessible open spaces to interact, rest and relax</li> <li>› The community feels a strong need for increasing the amount of greenery and parks in Central Preston</li> <li>› They would like to see changes that incorporate managing storm water in open spaces, trees, shade and shelter, places to play, sit and enjoy the environment</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"Preston should be a place where people come together having coffee, enjoying the environment and meeting people"</i></li> <li>› <i>"Improve unhealthy mindset Make Preston Central green – environmentally friendly"</i></li> <li>› <i>"We need functional inviting, engaging, connected, clean and maintained public spaces"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>› Preston's community believe that amount of green spaces need to be increased</li> <li>› The community feels a strong need for increasing the amount of multi-purpose open spaces for socialising, relaxing and playing</li> <li>› They would like to see changes that incorporate cleanliness and maintenance and well looked after shop fronts</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"More green spaces along High Street as there is only [sic] greenery along the Town Hall"</i></li> <li>› <i>"As a result of new housing developments. People no longer have gardens and as such we are worried about loss [sic] of our open space"</i></li> <li>› <i>"Less graffiti in prominent locations as a community member I would be willing to support cleaning this up"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>› Preston's community identifies the poor performance of open spaces and recreational facilities in Preston</li> <li>› The community believes 'cleanliness and maintenance' to be among the top three priorities for future investment in Preston</li> <li>› They would like to see changes that incorporate parks, greenery, safety and staying places</li> </ul>	<ul style="list-style-type: none"> <li>› 37% of respondents identify a lack of open spaces and recreational facilities in Preston</li> <li>› The largest percentage of ideas shared by respondents for Future Preston's public realm (12%) relate to developing more open spaces and recreational facilities</li> <li>› 11% of the respondents support the need to prioritise cleanliness and maintenance</li> <li>› Regarding the Preston's future public realm 10% of respondents support the need to give more thought to parks and greenery</li> <li>› <i>"Have more indigenous or native trees and shade and attract more bird life to the area"</i></li> <li>› <i>"Greenify. I would like Preston to become a leading suburb showing others how to properly incorporate nature into the inner city"</i></li> <li>› <i>"Some bins would be nice. The litter and rubbish that gets left in the streets is a disgrace, and Council do a poor job cleaning it up"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>› Preston's community would like more public open spaces such as pocket parks and civic centres that could facilitate social interaction, play, exercise and relaxation for various users</li> <li>› The community also expresses the need for increased greenery and trees to cool down the public spaces and provide shade</li> <li>› Preston's community would like to enhance the attractiveness of the public space to facilitate a positive user experience</li> </ul>	<ul style="list-style-type: none"> <li>› Of all responses, around 28% provide insights regarding the need of public open spaces</li> <li>› More than 15% of responses discussing ideas for the public realm talk about increasing the tree cover</li> <li>› Around 14% of responses discussing ideas for the public realm identify the need of water blubbers, seating and other facilities aiding comfort and convenience in the public realm</li> <li>› More than 7% of responses discussing the public realm address the need to increase public space attractiveness</li> <li>› Preston's community expresses the need to have elements such as water blubbers, well-placed seating and play equipment in the public space that encourage one to spend more time outdoors</li> <li>› <i>"I love the idea of central [sic] civic square, keep it green, happy place for kids and families; shade and performance space"</i></li> </ul>



# Art, Culture and Community

This theme captures what the community values, how they want to connect and express themselves.

**FUTURE CENTRAL PRESTON WILL CONTINUE TO BE AN OPEN AND PROGRESSIVE COMMUNITY THAT CELEBRATES CULTURE, CREATIVITY AND SUSTAINABILITY**

## 1 BRING THE COMMUNITY TOGETHER

Create new meeting places and improve existing community facilities such as the library, and provide more opportunities for groups such as a community hub or a garden accessible to people of all ages, backgrounds and physical abilities.

## 2 EXPRESS AND CELEBRATE LOCAL CULTURE

Provide and support local festivals and cultural events that can be held in existing arts and cultural centres and public open spaces such as the Preston City Oval as well as on streets.

## 3 SUPPORT LOCAL ARTISTS AND COMMUNITY ORGANISATIONS

Support local artists by providing opportunities for free or low cost exhibition space.

Support and provide opportunities for diverse community groups to engage in public life.



Community events and places to gather increase connectivity and inclusiveness



Street festivals do not require an indoor massive space



Supporting local art enhance the local identity and economy



A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>› Preston's community values the diverse, vibrant community of Preston</li> <li>› Preston's community feels a strong need for improving community facilities and places to gather such as community hubs and gardens</li> <li>› They would like to see changes that incorporate revitalisation of DAEC, support of local artists, outdoor festivals, celebration of local culture, day time activation spaces, music and art</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"Think about and plan for community recreational facilities for additional 10,000 residents"</i></li> <li>› <i>"Preston is predominantly a place to live and therefore needs all the services to enjoy a healthy and enter"</i></li> <li>› <i>"Culture and art are not about painting a building different colour [sic]. It is deeper than this. It is a social element that needs to be embedded"</i></li> <li>› <i>"The home-grown artists should be fostered, artists should work where they live"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>› Preston's community feels a strong need for multicultural festivals, street art and trails for local artists</li> <li>› Preston's community prioritises the need for more space to host community group events in Preston</li> <li>› They would like to see changes that incorporate community run events, community gathering and activity places and opening up the Preston City Oval for community activities</li> </ul>	<ul style="list-style-type: none"> <li>› <i>"Street art should work with local artists along the way"</i></li> <li>› <i>"More festivals to celebrate Preston- great [sic] thing for locals artists."</i></li> <li>› <i>"Council should subsidise more art events"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>› Locals claimed that Preston is performing well in terms of unique and diverse cultural experiences</li> <li>› In the future locals want to see Preston to be celebrated for its unique culture and creativity with festivals and events</li> <li>› Preston's community directed the future image of Preston towards "community". They would like to see Preston unique and liveable for the community</li> </ul>	<ul style="list-style-type: none"> <li>› 38% of respondents want the local culture of Preston to be enhanced through festivals and events</li> <li>› 50% of the respondents have chosen 'community' amongst the first three words that captures future Preston's image</li> <li>› <i>"I can feel proud of my area and council, and the great, diverse programs of the Darebin libraries, that foster community and inclusion"</i></li> <li>› <i>"I think community [sic] is the most important thing for long term health and happiness and maintaining a vibrant and diverse community makes Preston unique"</i></li> <li>› <i>"A place where people want to visit and stay. Aesthetically pleasing. Plants, Artwork, music. The occasional street party"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>› For the future of Preston, locals prioritise creating places for community activities such as community hubs and gardens or providing better facilities within existing places</li> <li>› Preston's community expresses the need to have more cultural festivals and events in Preston e.g. harvest, Vietnamese New Year celebration, indigenous and seasonal festivals</li> <li>› Preston's community wishes to see more funding and subsidies to art centres to allow more locals to visit and local artists to present their work</li> <li>› Preston's community wishes to see more purposeful artworks that relate to Preston's culture, history and aboriginal vibe such as the Whittlesea Cultural Centre</li> </ul>	<ul style="list-style-type: none"> <li>› Almost 48% of the ideas discussing 'community' are in support of having a community hub, garden or activity centre</li> <li>› 36% of respondents support the idea to have arts and cultural festivals</li> <li>› 18% of respondents support the idea of supporting local artists and providing free access to art centres to the community</li> <li>› <i>"More funds for community gardens and urban farms to improve food security, social connectivity and resilience in the face of climate change"</i></li> <li>› <i>"The intercultural centre is not being used as much as it was in the past because of VCAT and lack of council's funding: It only shows movies, times only allows elderly to go, there is [sic] issues with booking; it's expensive"</i></li> <li>› <i>"There are so many artists living in Preston. A cultural audit needs to take place. Artists are being pushed out by increased out by increased rental markets"</i></li> <li>› <i>"More funds for local artists particularly indigenous Australians and recently arrived refugees"</i></li> <li>› <i>"Start with what the identity of the area is and considering how this can be related"</i></li> </ul>

# Built Form

Built form includes buildings and open space design at the macro as well as the micro; heritage and adaptive reuse, heights, density, form, materials and detailing.

**CENTRAL PRESTON'S FUTURE BUILT FORM SHOULD OFFER HIGH QUALITY AND ENVIRONMENTALLY SUSTAINABLE DESIGN TO CREATE A TEXTURED, LAYERED AND HUMAN SCALE EXPERIENCE AT STREET LEVEL**

## 1 PLAN FOR HUMAN INTERACTION

Encourage new built form or changes to the existing to contribute to the desired human-centric character of the place, supported by articulated building facades, diverse construction styles and sensitively chosen natural materials that deliver a sense of warmth.

## 2 MAKE ENVIRONMENTALLY SUSTAINABLE CHOICES

Encourage new buildings, infrastructure and public space that incorporate high quality, environmentally sustainable materials and systems to minimise negative impacts.

## 3 DIVERSIFY - BUT RETAIN THE SCALE

Support increased housing numbers and variety but within a lower scale, European-style development approach and are sensitive to the heritage fabric in terms of scale.



Human scaled spaces integrating detailed and active engaging shop fronts



Ensure new developments are designed to meet Green Star requirements and consider neighbourhood sustainability/ resource management



Integrate existing layers of history and traditional street edges with smaller development footprints to maintain diversity of built form, design and ownership

A summary of the engagement findings that provide the rationale and evidence base for this Community Direction:

ENGAGEMENT METHOD	KEY FINDINGS FROM ENGAGEMENT ACTIVITIES	COMMUNITY SUPPORT
Workshops	<ul style="list-style-type: none"> <li>&gt; The community values welcoming, detailed, localised designs</li> <li>&gt; In the future Preston's community wishes to see more articulated and place specific buildings with natural elements</li> <li>&gt; They would like to see changes that incorporate attracting people rather than buildings in concrete which seem plain, cold, repetitive and unwelcome</li> <li>&gt; Green facade, shelter and shade should be considered</li> <li>&gt; The streetscape should be maintained and looked after</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <i>"Standard building and developing is plain and same (doesn't look like the local people is not expressed)"</i></li> <li>&gt; <i>"We want to see more interesting looking buildings with detail and decoration and less disconnected cultural infrastructure"</i></li> <li>&gt; <i>"Concrete on, concrete – feels like a 'ghetto', lack of life looks cold and uninviting; reduce dormitory suburb"</i></li> <li>&gt; <i>"Congestion and too much concrete. Creates blank spaces that don't invite life. No balconies, no green roofs, no street frontages"</i></li> </ul>
Street Stand	<ul style="list-style-type: none"> <li>&gt; Majority of Preston's community considers uninviting buildings and excessive development to be challenging in Preston</li> <li>&gt; In the future the community would like to see residential developments that are limited in their height</li> <li>&gt; Preston's community prioritises environmentally sustainable infrastructure</li> <li>&gt; They would like to see changes that incorporate open spaces between developments, colour, planting and seating</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <i>"New buildings feel so unwelcome"</i></li> <li>&gt; <i>"Limit high rise development to three stories and ensure the ground floor is activated with a business along business strips"</i></li> <li>&gt; <i>"More buildings that have ESD – push boundaries"</i></li> </ul>
Survey	<ul style="list-style-type: none"> <li>&gt; Locals believe that Preston is performing poorly in terms of 'streetscape design and facilities'</li> <li>&gt; In the future the community wants Preston to be the most sustainable town centre in Melbourne</li> <li>&gt; They would like to see changes that incorporate, vegetation, protection from vehicles, elderly accessibility</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 50% of respondents rank streetscape design and facilities to be performing poorly in Preston</li> <li>&gt; 25% of respondents want Future Preston to be 'the most sustainable town centre in Melbourne'</li> <li>&gt; <i>"Preston is becoming a concrete jungle with very little natural light"</i></li> <li>&gt; <i>"Would love to see more sustainability initiatives"</i></li> <li>&gt; <i>"The streetscape is visually crowded and seems to lack tree plantings"</i></li> </ul>
Summit	<ul style="list-style-type: none"> <li>&gt; Preston's community wishes for horizontally spread developments with limited heights (3-4 levels) close to services and goods rather than high rises developments</li> <li>&gt; Preston's community wants to see more culturally connected, detailed and unique buildings that have an associated natural feel and inviting designs</li> <li>&gt; Preston's community prioritises use of environmentally sustainable, recyclable and long lasting materials for infrastructure, buildings, pavements, benches, etc.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 27% of responses support the idea of limited building heights</li> <li>&gt; 26% of respondents claim that they do not wish to see all glass, concrete, low quality, cramped, modern looking, hostile and lifeless designs of buildings</li> <li>&gt; 16% of respondents support the need to use environmentally sustainable materials in all infrastructure</li> <li>&gt; <i>"High density but horizontally spread rather than high rise development / if high rise, then it should not be detrimental to houses, like the Mitre 10 building on High St (9) (3-6 storey high density buildings in Paris and London for reference)"</i></li> <li>&gt; <i>"Alignment of new buildings to take in consider [sic] the aspect of the building, torn them so the building has two sides to get in the sun and shade for liveability"</i></li> <li>&gt; <i>"Preston to be a model suburb of well-designed environmentally sustainable buildings"</i></li> </ul>

# PLACE PARTNERS

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