



# Future Preston Central Community Engagement Report

Greenshoot Consulting  
November 2022



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CONSULTING

Greenshoot Consulting acknowledge the Wurundjeri Woi-Wurrung people as the Traditional Owners and custodians of the land and waters we now call Darebin and pays respect to their Elders, past, present and emerging.

We also pay respect to all other Aboriginal and Torres Strait Islander communities in Darebin.

We recognise and pay tribute to the diverse culture, resilience and heritage of Aboriginal and Torres Strait Islander people.

We acknowledge the leadership of Aboriginal and Torres Strait communities and the right to self- determination in the spirit of mutual understanding and respect.

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# EXECUTIVE SUMMARY

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# Executive Summary

Future Preston Central is City of Darebin's project to develop a plan for the revitalisation of central Preston (the Preston High Street Activity Centre), with the aim of updating the Preston Central Structure Plan (2006).

As the largest activity centre within Darebin, Preston will accommodate a significant proportion of the dwelling growth required to meet Darebin's identified housing needs.

Council is in the process of updating the Central Preston Activity Centre Structure Plan (CPAC Structure Plan) to better guide the extent of growth and change. To aid in the revision of the structure plan, Council has prepared a draft vision and engaged the urban design firm, Hodyl and Co., to prepare a draft Built Form Framework.

Engagement and consultation to inform the revision of the CPAC Structure Plan is being undertaken in three stages:

- **Stage 1: Future Preston vision engagement (completed)**

Council undertook a series of engagement activities in 2018 seeking to develop a high-level vision for Preston. The findings of this work were captured in the Future Preston Community Directions Report (December 2018) and have informed the draft vision.

- **Stage 2: Strategic Directions (current stage)**

Community engagement on the draft Vision, Strategic Directions and draft Built Form Framework.

- **Stage 3 engagement (future stage TBC):**

Public exhibition of planning scheme amendment to implement Preston Central Structure Plan and Built Form Framework into the planning scheme.

## PROJECT AIMS

To support the development of the CPAC Structure Plan, the City of Darebin engaged Greenshoot Consulting to undertake community engagement for the Future Preston Central project. The goals of the engagement activities and associated communications were to:

1. **Inform the community of the work to date**, including the purpose, intention and potential implications of proposed changes, ensuring policy challenges and options are well explained;
2. **Undertake engagement and get feedback on Council's draft vision, strategic directions and Built Form Framework** for Preston Central Activity Centre;
3. **Undertake engagement and get feedback on built form, transport and land use issues and opportunities** associated with the recently completed background technical studies (on urban design, land use, and transport).
4. **Engage with a broad cross-section of the community and stakeholders, particularly harder to reach groups, using various methods, including those that are innovative and creative** to capture the diversity of views on the growth and development of Preston Central Major Activity Centre.
5. **Collect meaningful quantitative and qualitative data** and use the findings of the engagement to help shape project outcomes.
6. **Build on previous community feedback** undertaken in 2018 to understand communities' needs, values, concerns and aspirations regarding Preston Central
7. **Support community members to provide considered input** into the engagement and challenge them to make choices in the context of trade-offs.

## Executive Summary (cont.)

Greenshoot Consulting engaged with 207 people in undertaking this work, including a number of community stakeholders and hard-to-reach groups, via a range of consultation techniques including:

- An **online community survey** hosted via the Darebin City Council's community engagement platform, including capturing place-based feedback
- Online and face-to-face **consultation workshops** x3
- **Pop-up engagement** events x6

The qualitative and quantitative data received during these engagement activities has been analysed and summarised to provide useful feedback on the Draft Strategic Vision, identified Strategic Opportunities and the Draft Built Form Framework which will inform the development of the final CPAC Structure Plan for Council endorsement and implementation.

Additionally, to disseminate project information and promote the engagement activities, Greenshoot Consulting developed a suite of visually engaging collateral material including:

- A 12-page flyer
- An A4 information sheet
- A summary document providing an overview of the draft vision, strategic opportunities and Built Form Framework on which the community was being asked to engage
- Promotional seed packets to provide incentive for community to engage in workshop and pop-up events and drive attendees to complete the online survey

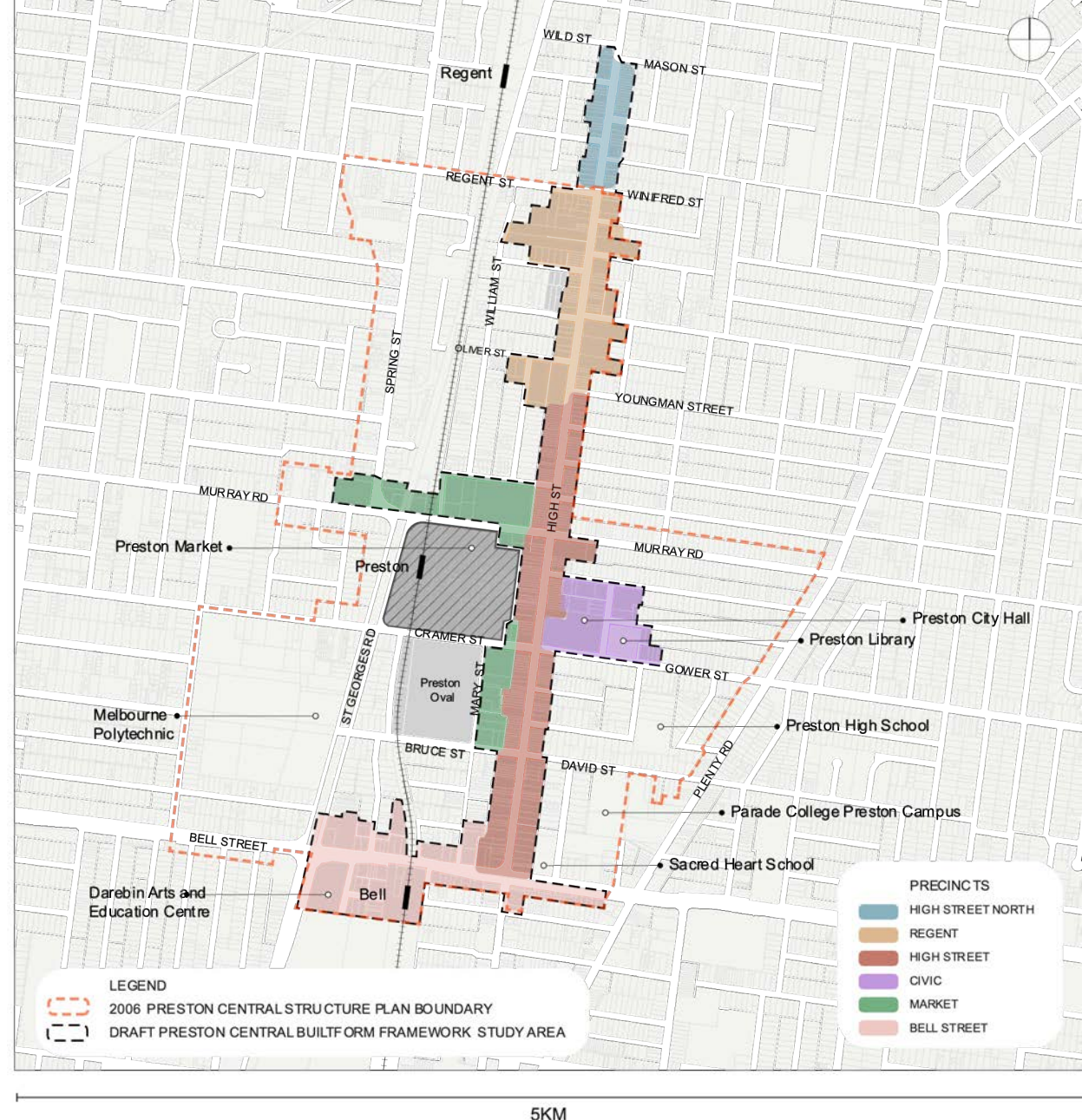
This report provides a summary of the community engagement work undertaken for this project and captures key insights for Darebin City Council's consideration in developing the the CPAC Structure Plan. Detailed feedback has been captured in the Appendix for use by the project team when drafting the Plan as required.



# The Project Area

Preston Central includes the commercial area along High Street, between Regent Street and Bell Street and the surrounding residential areas and public open spaces.

*The 'Preston Market' is not included in this project and is subject to a separate planning process led by the Victorian Planning Authority.*





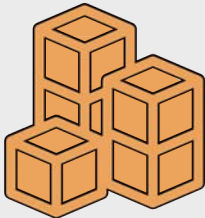
# Engagement Summary

The following provides a snapshot of engagement outcomes across the range of activities outlined in this report.



## Online Community Survey Respondents

A total of 94 respondents contributed to the online community survey (72), precinct-level Design Objectives (18) and spatial mapping (4) activities.



6

## Pop-up Events

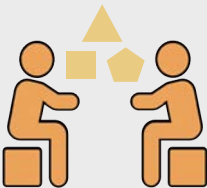
Pop-up events were held to engage directly with the City of Darebin community.



6

## Hard to Reach Groups Targeted

Including local traders, older adults, young people, people with disabilities, CALD and First Nations groups.



3

## Community Workshops

A series of community workshops were facilitated by Greenshoot Consulting and Darebin City Council to engage with the City of Darebin community and key community stakeholder groups.



207

## Individuals Engaged

Across all engagement activities, feedback and insights from 207 contributors was gathered to inform the future design and development approach for Preston Central.

# The Engagement Process

Quantitative and qualitative data was collected via a survey, workshops and pop-up events designed to engage the general City of Darebin community and key community stakeholder groups to gather feedback and insights into the Future Preston Central draft vision, proposed planning controls, design strategies and strategic opportunities. Insights gathered through this process are intended to be used by Darebin City Council to inform the refreshed Preston Central Structure Plan and planning scheme amendments.



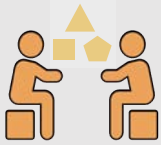
## Traditional Owner Consultation

City of Darebin met with Wurundjeri Elders to gather feedback on the vision, strategic opportunities and Built Form Framework



## Online Community Survey

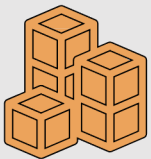
A community survey was released online to gather community feedback and insights.



## Community Workshops

Face-to-face and online group workshops were held with key community stakeholder groups.

3



## Pop-up Events

Pop-up events were held to engage directly with the City of Darebin community. Pop-up event locations were chosen to target the broader community and key community stakeholder segments.

6



Draft Strategic  
Vision Tested



Strategic  
Opportunities  
Explored



Built Form  
Framework  
Feedback  
Gathered

# Survey Snapshot

## Survey Respondent Demographics

The following provides a snapshot of respondent demographics of the YourSay Darebin Community Survey.



### Age group

Under 15 years .....	0%
16 to 19 years .....	0%
20 to 24 years .....	2%
25 to 34 years .....	12%
34 to 44 years .....	32%
45 to 54 years .....	28%
55 to 64 years .....	3%
65 to 74 years .....	2%
75 and over .....	0%
Prefer not to say .....	21%



### Gender

Female .....	59%
Male .....	31%
Self-identified .....	5%
Prefer not to identify .....	2%



### Main connection to the City of Darebin

Live .....	94%
Work .....	16%
Visit .....	14%
Own a Business .....	9%
Study.....	1%



### Cultural + linguistic diversity

Language other than English spoken at home .....	16%
Speak English only .....	66%
Prefer not to say .....	2%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander .....	0%
Do not identify as Aboriginal or Torres Strait Islander .....	80%
Prefer not to identify .....	2%



### Respondents with a disability

Respondents with a disability .....	2%
Respondents without a disability .....	77%
Prefer not to identify .....	3%

# Engagement Snapshot

## Workshop and Pop-up Participant Demographics

The following provides a snapshot of participant demographics of community members who engaged in Workshops and Pop-up Events and completed demographic data forms

N=76



### Age group

Under 17 years	0%
18 to 24 years	12%
25 to 34 years	22%
35 to 49 years	16%
50 to 59 years	16%
60 to 69 years	14%
70 to 84 years	18%
84 and over	1%
Prefer not to say	0%



### Gender

Female	59%
Male	39%
Self-identified	0%
Prefer not to identify	1%



### Main connection to the City of Darebin

Live	39%
Work	28%
Visit	11%
Own a Business	9%
Study	11%



### Cultural + linguistic diversity

Language other than English spoken at home	55%
Speak English only	44%
Prefer not to say	1%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander	1%
Do not identify as Aboriginal or Torres Strait Islander	93%
Prefer not to identify	5%



### Respondents with a disability

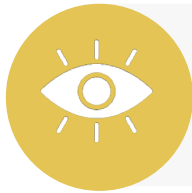
Respondents with a disability	5%
Respondents without a disability	89%
Prefer not to identify	3%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of the pop-up activities and a reluctance on behalf of participants to provide personalized information, not all participants have provided this information

# Key Insights: Traditional Owners

The following key insights provide a summary of Wurundjeri Elder feedback on the draft Vision, Strategic Opportunities and Built Form Framework for Preston Central.

## TESTING THE DRAFT VISION



Traditional Owners highlighted the importance of ensuring all cultures in Preston to feel welcome and to celebrate the rich cultural diversity of the place.

## EXPLORING STRATEGIC OPPORTUNITIES



Traditional Owners highlighted the opportunity to embed culture and knowledge in public spaces as a pedagogical opportunity and a celebration of First Peoples culture.



Traditional Owners expressed a strong desire for the project to embed opportunities for reciprocity as a step towards genuine reconciliation.



Traditional Owners expressed a desire for more social housing to be provided in Preston and for a percentage of social housing to be allocated to First Peoples.



Traditional Owners highlighted Preston's large Indigenous population and strong connections to Darebin as an important aspect of Preston's community, culture and character.



Traditional Owners also highlighted the importance of future-proofing the Structure Plan and ensuring it is regularly reviewed and updated.

## FEEDBACK ON THE BUILT FORM FRAMEWORK



Traditional Owners expressed concern regarding over development and high-rise development impacting on the local character of the area.



Traditional Owners highlighted the importance of ensuring new developments implement environmental and sustainable design principles.





# Key Insights: General Community

## Testing the Draft Vision

The following key insights have been identified through analysis of the qualitative and quantitative data gathered via community consultation on the draft Strategic Vision for Preston Central.



While some statements received higher scores than others, each statement received 25% or greater, indicating that **all vision statements resonate with the community** to some degree.



Many community respondents identified that the draft vision statements should **emphasise the importance of diversity more**, particularly in relation to **recognising Aboriginal cultures**.



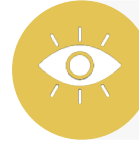
Community respondents would like to see a greater **focus on sustainable development** that considers and **supports the needs of Preston Central's existing community** within the vision statements.



Community respondents would like the vision statements to **reflect a Preston Central that supports the needs of those living and working across Darebin and celebrates the area's working-class roots**.



Community respondents would like to see Preston Central become **a hub of community life and activity**.



Community respondents felt the Vision could better **emphasise the need for sustainable transport options** and **address the existing traffic and parking issues** in Preston Central.



Community respondents indicated a preference that the Vision **reflect the importance of maintaining the diversity of the retail offering** that is an essential component of the character of Preston Central.



Some community respondents indicated that the vision statements should include an **emphasis on the need for Preston Central to be a safe area**.



Some community respondents indicated that the draft vision statements were **not future-focused enough**.



# Key Insights: General Community

## Exploring Strategic Opportunities

The following key insights have been identified through analysis of the qualitative and quantitative data gathered via community consultation on the draft Strategic Opportunities for Preston Central.



The existing **diversity and affordability of retail offerings** in Preston Central is **highly valued by community**, however an **improved night-time economy and greater distribution of retail** along High Street are considered desirable.



Community respondents expressed **concerns regarding over-development** within Preston Central, including that some of the current developments were not in the best interests of the community.



Community respondents highlighted the importance of providing **more affordable and public housing** aligned to future growth and ensuring the **existing community, character and identity of Preston Central** is maintained.



Community members indicated that **current traffic conditions and transport options** in Preston Central could be improved to **better cater for diverse needs, ages and abilities**.



Community respondents would **like more green, open spaces** with a focus on **diverse access, community health & wellbeing and promoting sustainability**.



Community members identified a need for more **open/public spaces for gathering, creative and cultural activity and activation**.



Community respondents expressed a desire to see **greater investment in, and maintenance of, existing infrastructure** in Preston Central.



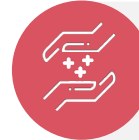
Community respondents identified an opportunity to **support and celebrate Indigenous culture and community** in Preston Central by **foregrounding Indigenous knowledge and culture and providing opportunities for Indigenous businesses**.



Community respondents identified the **current diversity of culture and heritage buildings** in Preston Central as strengths that should be **protected, amplified and celebrated**.



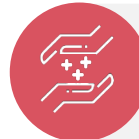
Community respondents expressed the need to **balance the creation of new office spaces** in Preston Central with **retention of the existing services and character of the area**.



Some community respondents highlighted the need for **more safe spaces and activities for children** to be provided in Preston Central.



Community respondents **expressed satisfaction with the current service offering** in Preston Central.



The only Strategic Opportunity community respondents indicated they disagreed with was *Create **more office spaces** in Preston Central* indicating that this is **not a priority for Preston Central users**.



# Key Insights: General Community

## Feedback on the Built Form Framework: Design Strategies

The following key insights have been identified through analysis of the qualitative and quantitative data gathered via community consultation on the Design Strategies proposed in the Preston Central Built Form Framework.



While some Design Strategies received higher scores than others, more than 27% of community respondents ranked each of the design Strategies, indicating that **all design Strategies are important to the community** to some degree.



Community respondents highlighted the need for **support for existing retail and businesses** to ensure they can be sustainable as Preston Central grows and develops.



While there is **general support for the growth and development** of Preston Central, community respondents wanted to see **greater control of 'over-development' and high-rise developments**.



Community respondents emphasised the importance of providing **safe, green and open public spaces for community wellbeing**.



Community respondents expressed some **concern regarding the enforcement and oversight of the design controls**, feeling they will be open to interpretation and exploitation by developers.



Community respondents expressed a desire for the **history and heritage of Preston**, both Indigenous and non-Indigenous, to be **highlighted and celebrated**.



Community respondents expressed a desire for the **visual appeal of High Street to be improved through better design and integration** with the character of existing buildings.



Community respondents expressed a desire for **sustainable design to be made visible** as an opportunity to educate the community about the importance of sustainability.



Community respondents highlighted the need for **parking, access and traffic management to be carefully considered** in all new developments.



# Key Insights: General Community

## Feedback on the Built Form Framework: Planning Controls

The following key insights have been identified through analysis of the qualitative and quantitative data gathered via community consultation on the Planning Controls proposed in the Preston Central Built Form Framework.



Community respondents indicated a **high level of agreement with all Planning Controls proposed** by the Built Form Framework.



Community respondents expressed a desire for new developments to **provide adequate spaces for families moving to the area.**



Community respondents expressed **discomfort with buildings exceeding 8-storeys** in height and would like to see the **density of high-rise developments** considered in the planning controls.



Community respondents expressed a desire for the planning controls to **specifically address overshadowing of residential properties, including solar panels** to ensure residents can live sustainably.



Community respondents expressed a desire for the planning controls to better **provide for current and future parking and traffic control needs.**



Community respondents expressed a desire to see the **historic shop fronts on High Street protected and maintained.**



Community expressed concern that the proposed planning controls **provide too much leeway for interpretation** and will not be adequately enforced.



Community respondents highlighted the importance of **ongoing consultation** in ensuring **community support, consent and buy in.**



Community respondents expressed a desire for the planning controls to provide **more green spaces and landscaping for new developments.**

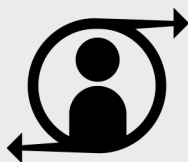
# METHODOLOGY

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# Community Segmentation

The City of Darebin identified the following stakeholder groups to be targeted via the YourSay Community Survey, Pop-up Events and Community Workshops.



Preston Central  
Users + Residents



Local Traders



First Peoples



CALD Community  
Members



Young People  
(<25y.o.)



Older Adults



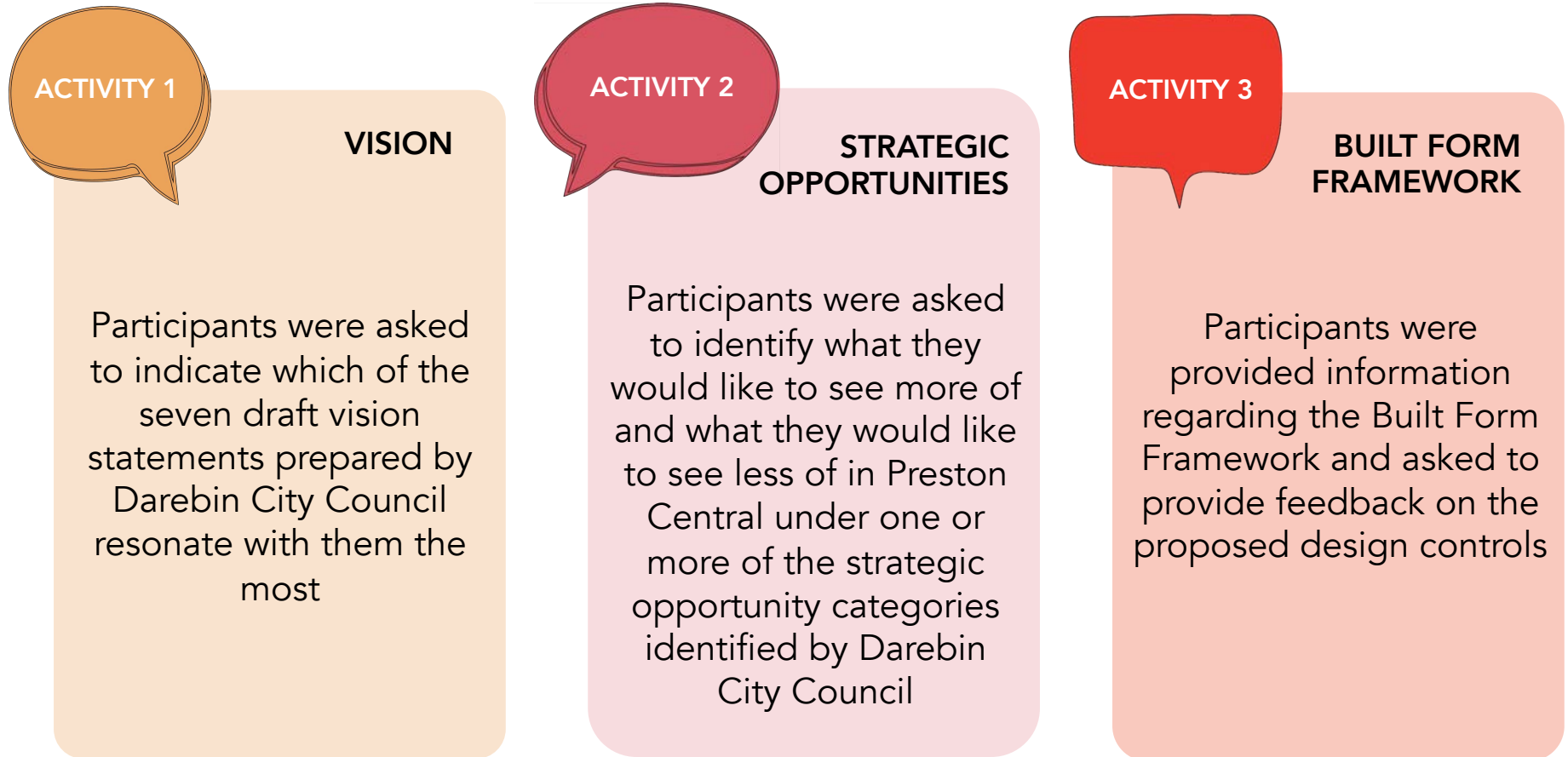
People with Disabilities



Community Service  
Providers

# Designing the Engagement Activities

All community engagements were designed around three key activities aligned to the project deliverables to ensure comparable results were gathered to provide meaningful insights into the Vision, Strategic Opportunities and Built Form Framework.



# Designing the Engagement Activities

## YourSay Community Survey

The YourSay Community Survey, including the spatial mapping activities was delivered via the City of Darebin website.

### Target Groups



Preston  
Central  
Users +  
Residents



First  
Peoples



CALD  
Community  
Members



Young  
People  
(<25y.o.)



Local  
Traders

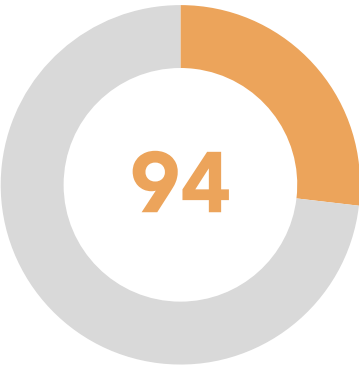


People  
with  
Disabilities



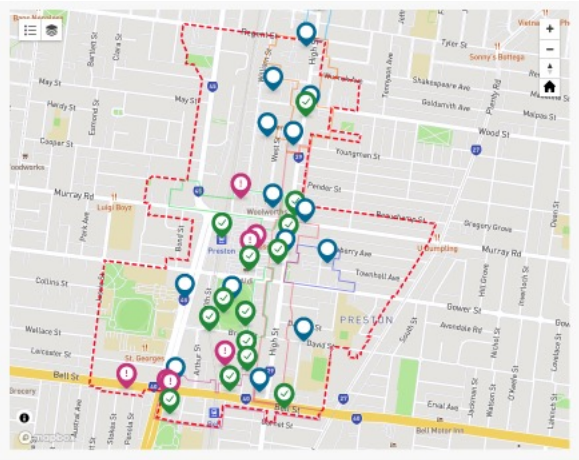
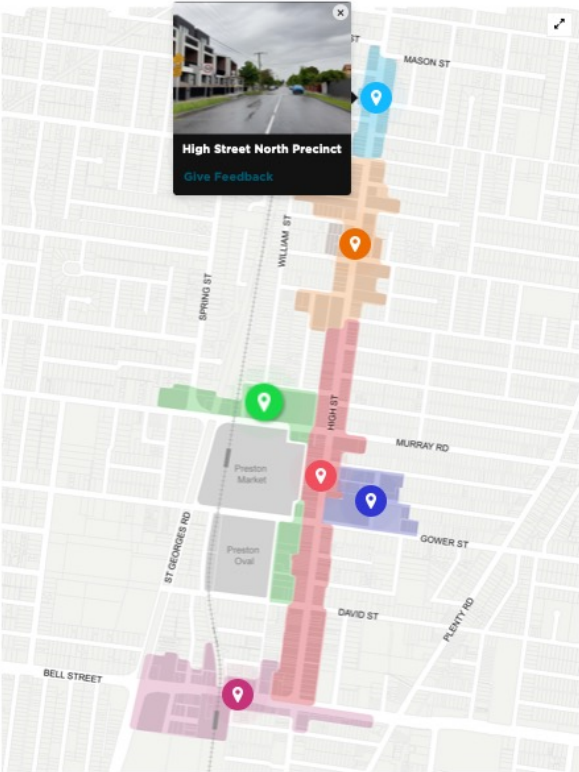
Older Adults

### Number of Community Members Engaged



### Survey Period

13 July - 8 August 2022 (27 days)





# Designing the Engagement Activities

## Pop-up Events

A total of six (6) community pop-up events were held throughout the project engagement period.

### Target Groups



Preston  
Central  
Users +  
Residents



Local  
Traders



First People

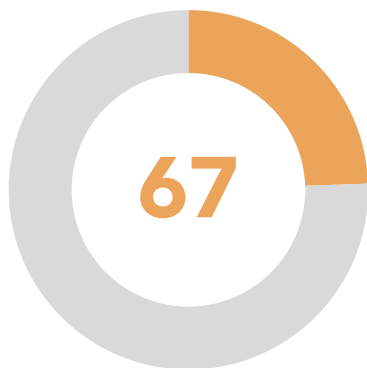


Young  
People  
(<25y.o.)



Older  
Adults

### Number of Community Members Engaged



### Event Schedule

WHEN	WHERE	WHO
16/7/22	421 High Street	Preston Central Users + Residents
25/7/22	Melbourne Polytechnic	Young People (<25y.o.)
26/7/22	Preston Library	Preston Central Users + Residents
26/7/22	421 High Street	Local Traders
27/7/22	Bridge Darebin	Older Adults + General Community
25/8/22	Dardi Munwurro	First Peoples



# Designing the Engagement Activities

## Community Workshops

Three community workshops were held throughout the project engagement period.

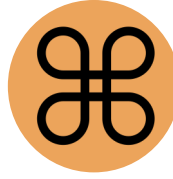
### Target Groups



Preston  
Central  
Users +  
Residents

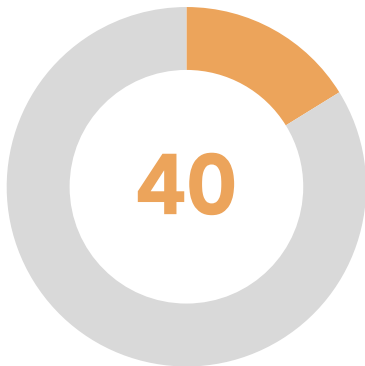


CALD  
Community  
Members



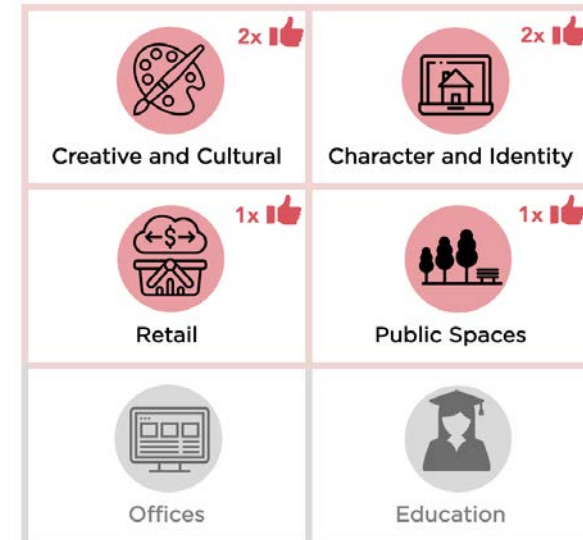
First  
Peoples

### Number of Community Members Engaged



### Workshop Schedule

WHEN	WHERE	WHO
14/7/22	Online	Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation
14/7/22	Darebin Intercultural Centre	Vietnamese Senior Citizens
28/7/22	Online	General Community

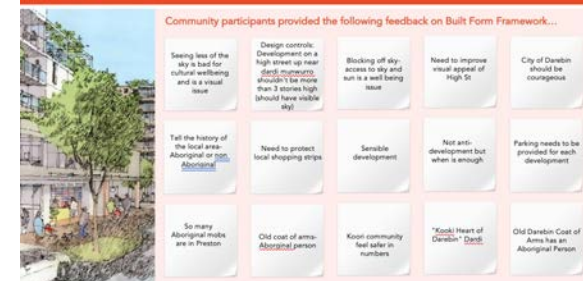


### Exploring Strategic Opportunities

Are there any missing opportunities that should be considered to make Preston Central a great place to live, work and visit?



### Feedback on the Built Form Framework



# ENGAGEMENT OUTCOMES

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# Traditional Owner Feedback



# Testing the Draft Vision

## Qualitative Feedback

The following qualitative feedback regarding the Draft Vision was provided by Wurundjeri Elders during consultation.

n = 5

**Traditional Owners highlighted the importance of the need for all cultures in Preston to feel welcome and to celebrate the rich cultural diversity of the place.**

- Wurundjeri Elders expressed the importance of ensuring all cultures feel welcome in Preston and a desire to extend this welcome from the Aboriginal community.
- Wurundjeri Elders highlighted Preston's historical migration patterns as an important basis for today's rich cultural diversity and expressed a desire for this to be celebrated and supported.

### Quotes

*"It is important for multicultural groups to know they are welcomed by Aboriginal people."*

*"Preston has had many waves of migration and reflects rich cultural diversity – this should be acknowledged, celebrated and supported through the Structure Plan."*



# Exploring Strategic Opportunities

## Qualitative Feedback

The following qualitative feedback regarding the Strategic Opportunities was provided by Wurundjeri Elders during consultation.

n = 5

**Traditional Owners highlighted the opportunity to embed culture and knowledge in public spaces as a pedagogical opportunity and a celebration of First Peoples culture.**

- Wurundjeri Elders expressed the desire for an acknowledgement of Country to be included in Preston Central
- Wurundjeri Elders highlighted the importance of story-telling in public spaces, including along transport corridors and in parks, as a way of making culture visible and celebrating First Peoples history. Elders suggested the proposed pedestrian link at 421 High Street could provide an opportunity for storytelling.
- Wurundjeri Elders expressed a desire for public places to be activated at various locations around Preston Central and the importance of this in a post-covid environment.

**Traditional Owners expressed a strong desire for the project to embed opportunities for reciprocity as a step towards genuine reconciliation.**

- Wurundjeri Elders highlighted the significant profit being made from unceded Wurundjeri Country across Melbourne
- Wurundjeri Elders highlighted the importance of embedding reciprocity into the Structure Plan, including provisions for Wurundjeri consultation on new developments and considerations regarding the return of Wurundjeri land.
- Wurundjeri Elders highlighted the opportunity the project presents in creating a precedent in how Council can work towards Treaty and truth-telling in the planning and development of Wurundjeri Country.

**Traditional Owners expressed a desire for more social housing to be provided in Preston and for a percentage of social housing to be allocated to First Peoples.**

- Wurundjeri Elders highlighted the importance of providing social housing in ensuring the sustainability and continued affordability for Preston's existing residents.
- Wurundjeri Elders expressed a desire for Council to advocate for a percentage of Social Housing in Preston to be allocated to Aboriginal and Torres Strait Islander people.

**Traditional owners highlighted Preston's large Indigenous population and strong connections to Darebin as an important aspect of Preston's community, culture and character.**

- Wurundjeri Elders highlighted the many Aboriginal organisations that currently operate in Preston
- Wurundjeri Elders identified Darebin Arts and Entertainment Centre as an example of a place where the Indigenous community feel safe and highlighted the opportunity to leverage this connection to place.

**Traditional Owners also highlighted the importance of future-proofing the Structure Plan and ensuring it is regularly reviewed and updated.**

- Wurundjeri Elders highlighted the importance for the Structure Plan to be adaptable and flexible over time to ensure it remains up-to-date with industry practice and available technology.

### Quotes

*"There are opportunities to include acknowledgment, education and story telling in public spaces, along transport corridors and in parks."*

*"It's Critical to consider benefit sharing. Significant profit is being made from unceded Wurundjeri land across Melbourne."*

*"Council needs to consider how this project works toward Treaty and truth telling. There's an opportunity to be a leader in this space."*

*"Affordable housing should be everywhere – there shouldn't be homelessness in a country as wealthy as Australia."*

*"Many Aboriginal organisations operate from Preston, and there are locations where the community feels safe."*

*"The Structure Plan should have room for advances in technology, it should be adaptable and reviewed regularly."*



# Feedback on the Build Form Framework

## Qualitative Feedback

The following qualitative feedback regarding the Built Form Framework was provided by Wurundjeri Elders during consultation.

n = 5

**Traditional Owners expressed concern regarding over development and high-rises impacting on the local character of the area.**

- Wurundjeri Elders expressed a desire for new developments to consider the suburban character of Preston Central and felt high-rise developments have the potential to impact this.
- Wurundjeri Elders highlighted the importance of ensuring existing properties and open spaces are not overshadowed by new developments

**Traditional Owners highlighted the importance of environmental and sustainable design in new developments.**

- Wurundjeri Elders expressed a desire to see new developments that are environmentally sustainable and use the best technology available to ensure this.

### Quotes

*"I don't want to see development like is happening in Box Hill.*

*Developments there are too high for a suburban area."*

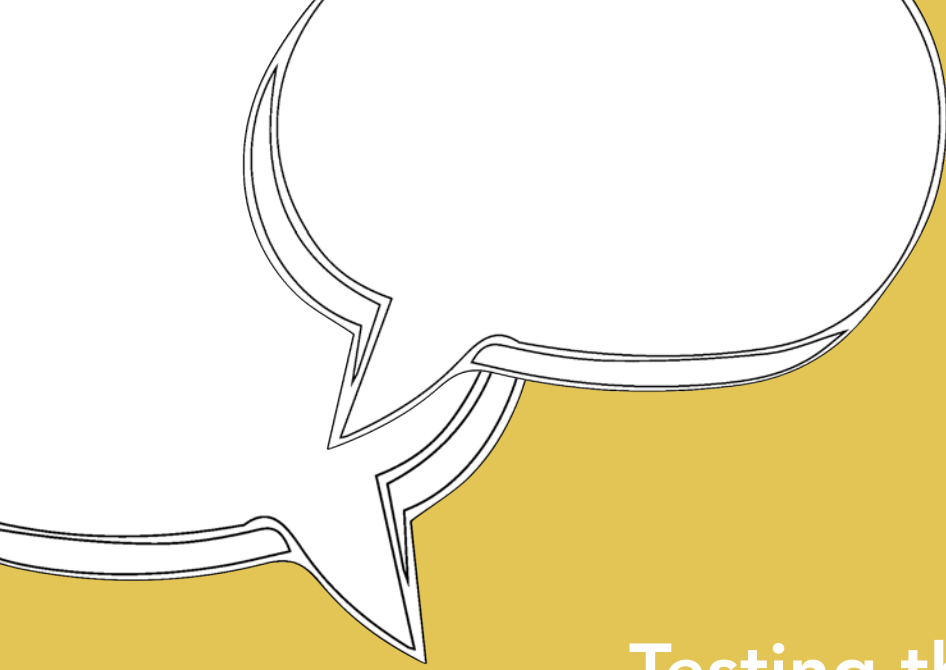
*"You need to consider overshadowing of other properties and open space."*

*"Ensure that new developments are environmentally sustainable and utilise the best technology available."*



# General Community Feedback





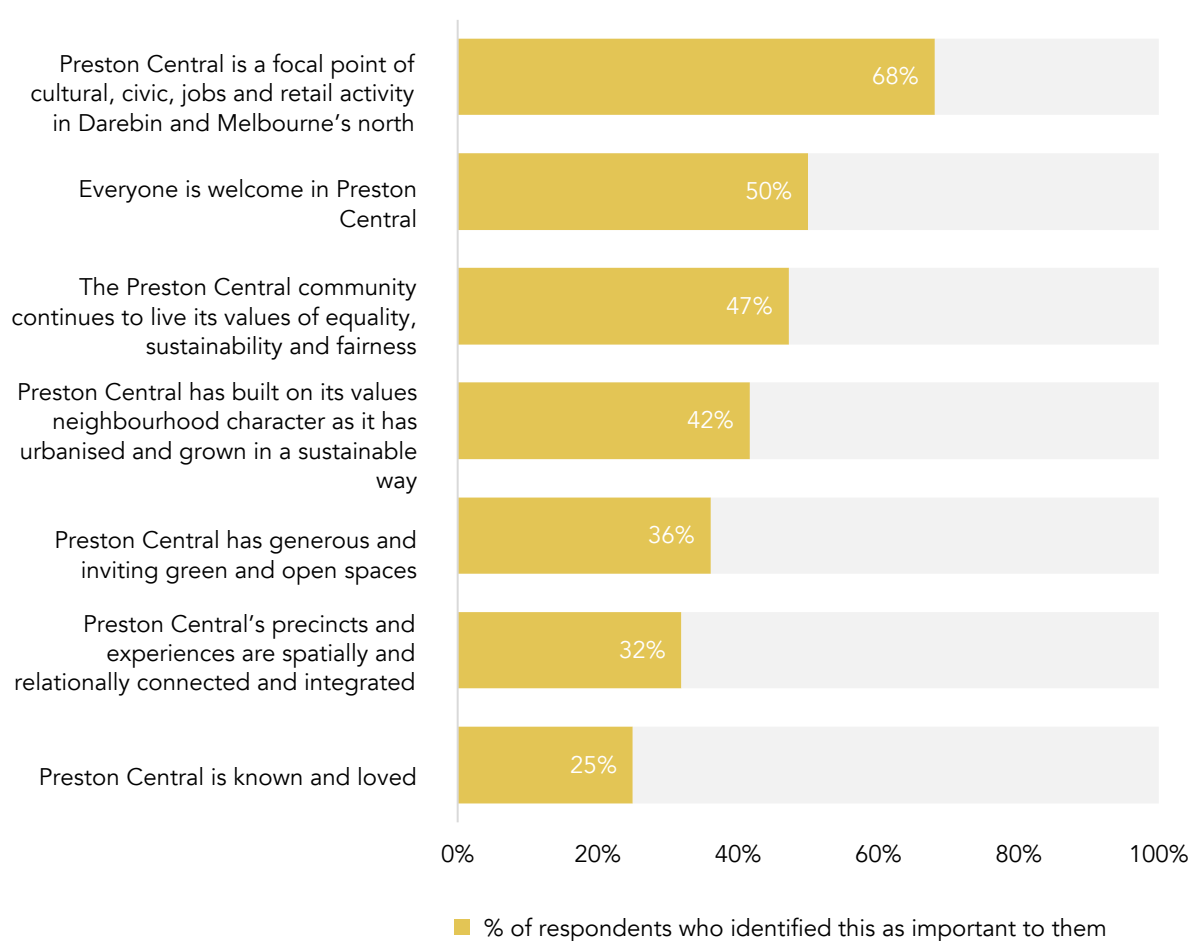
# Testing the Draft Vision



# Testing the Draft Vision

## Quantitative Feedback

Respondents to the YourSay Community Survey Part A identified the following Draft Vision statements as the most important to them.



n = 72

### KEY INSIGHTS

**68%**

A significant number of respondents identified "*Preston Central is a focal point for cultural, civic, jobs and retail activity in Darebin and Melbourne's north*" as important for a future vision for Preston Central.

**50%**

Half of community respondents identified "*Everyone is welcome in Preston Central*" as important to their vision for a future Preston Central.

**>25%**

While some statements received higher scores than others, each statement received 25% or greater, indicating that **all vision statements resonate with the community** to some degree.



# Testing the Draft Vision

## Qualitative Feedback

The following qualitative feedback regarding the Draft Vision was provided by community participants across the engagement activities.

n = 179

**Many community respondents identified that the draft vision statements should emphasise the importance of diversity more, particularly in relation to recognising Aboriginal cultures.**

- Community would like the vision statements to better emphasise the importance and identity of Darebin's CALD and Aboriginal and Torres Strait Islander communities.
- Community felt there is a need to celebrate Darebin's diversity while adequately acknowledging the area's Indigenous heritage.
- Community felt that diversity is important for creating a strong, well-rounded community and that this could be better emphasised in the vision statements.

**Community respondents would like to see a greater focus on sustainable development that considers and supports the needs of Preston Central's existing community within the vision statements.**

- Community emphasized the need to ensure the growth and development of Preston Central does not disadvantage or force-out the existing community which has been responsible for Preston's unique and welcoming character and identity.
- Community indicated they would like the Preston Central vision statements to acknowledge the need to provide affordable and public housing options.

**Community respondents would like the vision statements to reflect a Preston Central that supports the needs of those living and working across Darebin and celebrates the area's working-class roots.**

- Community acknowledged the importance of responding to growth in the area but expressed a desire to ensure future development considers the needs of the whole of the Darebin community and their desire to visit, use and engage in Preston Central's culture, retail and lifestyle.
- Community would like to see Preston Central's history as a working-class suburb recognized, valued and celebrated within the vision statements as these contribute significantly to the character, diversity and inclusivity of Preston Central today.

**Community respondents would like to see Preston Central become a hub of community life and activity.**

- Community members indicated that the vision statements could have stronger emphasis on Preston Central as a hub of community life, connection and activity.
- Community expressed a desire for Preston Central to contain spaces where people can gather and share their ideas, creativity and culture together.

### Quotes

*"Diversity is important, it creates a more well-rounded community."*

*"I think the statements need to highlight Preston's cultural diversity as well acknowledgement of its Aboriginal heritage."*

*"More could be said about housing in the vision. For example, for every new development there is public housing provided that brings people into the community. That way, we avoid losing the culture and people that already live here."*

*"The history of Preston as working class has made it inclusive."*

*"I'd like to see a town square created, where people can gather, share ideas and put on shows."*



# Testing the Draft Vision

## Quantitative Feedback (cont.)

The following qualitative feedback regarding the Draft Vision was provided by community participants across the engagement activities.

n = 179

**Community respondents felt the Vision could better emphasise the need for sustainable transport options and address the existing traffic and parking issues in Preston Central.**

- Some community members expressed a desire for Darebin City Council to prioritise pedestrian access and sustainable transport alternatives such as cycling, walking and public transport to reduce the amount of on-street car parking in Preston Central.
- Community highlighted the need for better connection between High Street and the Preston Market and a desire to see less congestion and better traffic and parking management on High Street and the Market area.

**Community respondents indicated a preference that the Vision reflect the importance of maintaining the diversity of the retail offering that is an essential component of the character of Preston Central.**

- Community highlighted the importance of Preston's street-level shops in contributing to the character and identity of Preston Central.
- Community expressed a desire for maintaining the diversity of retail offering and associated amenity in Preston Central and that this could be built upon, including creating better integration of the Market into the High Street landscape, offering and identity.

**Some community respondents indicated that the Vision statements should include an emphasis on the need for Preston Central to be a safe area.**

- Community highlighted the need to ensure Preston Central is safe and inviting, particularly for children.

**Some community respondents indicated that the draft Vision statements were not future-focused enough.**

- Some community members indicated that the draft vision statements are too focused on a marketable vision for Preston Central, rather than focusing on the future needs of the community.
- Some community members would like to see Council improve the existing infrastructure, rather than creating a new or alternative character and offering in Preston Central

### Quotes

"The connection between the market and high street is dreadful and the market parking is incredibly congested and poorly managed. Similar to the congestion on High St."

"Preston Central should have a pedestrian priority focus."

"We love the railway project."

"The street level shops are critical to Preston's identity."

"The statements seem to be very leading towards a certain "idea" of the Preston you would like to promote rather than ideas for the future."

"I would like to see all of the statements made relevant."



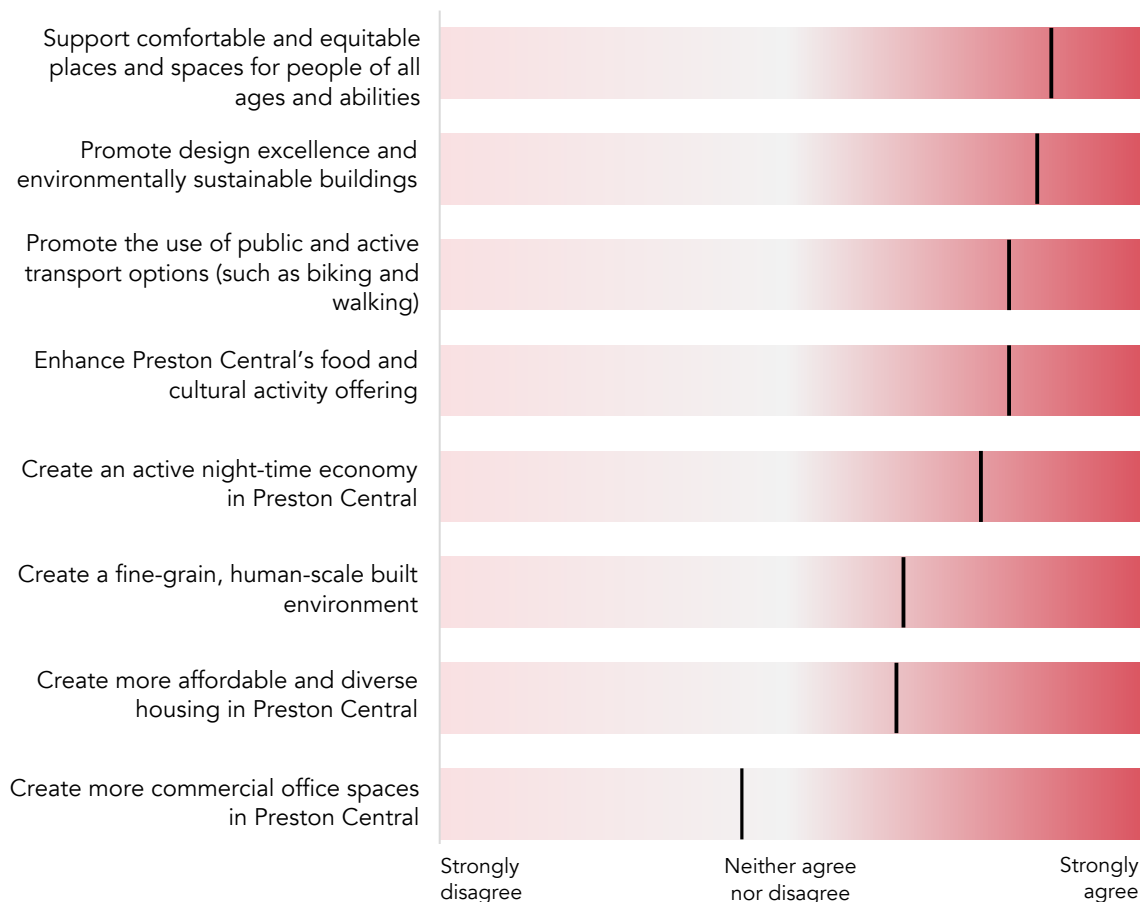
# Exploring Strategic Opportunities



# Exploring Strategic Opportunities

## Quantitative Feedback

Respondents to the YourSay Community Survey Part A indicated their level of agreement with the Strategic Opportunities as follows.



n = 72

### KEY INSIGHTS

**87%**  
positive  
score

87% of community respondents provided a positive score for *Support comfortable and equitable places and spaces for all ages and abilities* indicating this is important to Preston Central users

**More than  
65%**  
positive  
score

On average the eight Strategic Opportunities received over 65% positive scores indicating **community respondents agreed** with most of the strategic opportunities identified by the City of Darebin.

**57%**  
negative  
score

The only Strategic Opportunity community respondents indicated they disagreed with was *Create more office spaces in Preston Central* indicating that this is **not a priority for Preston Central users**.

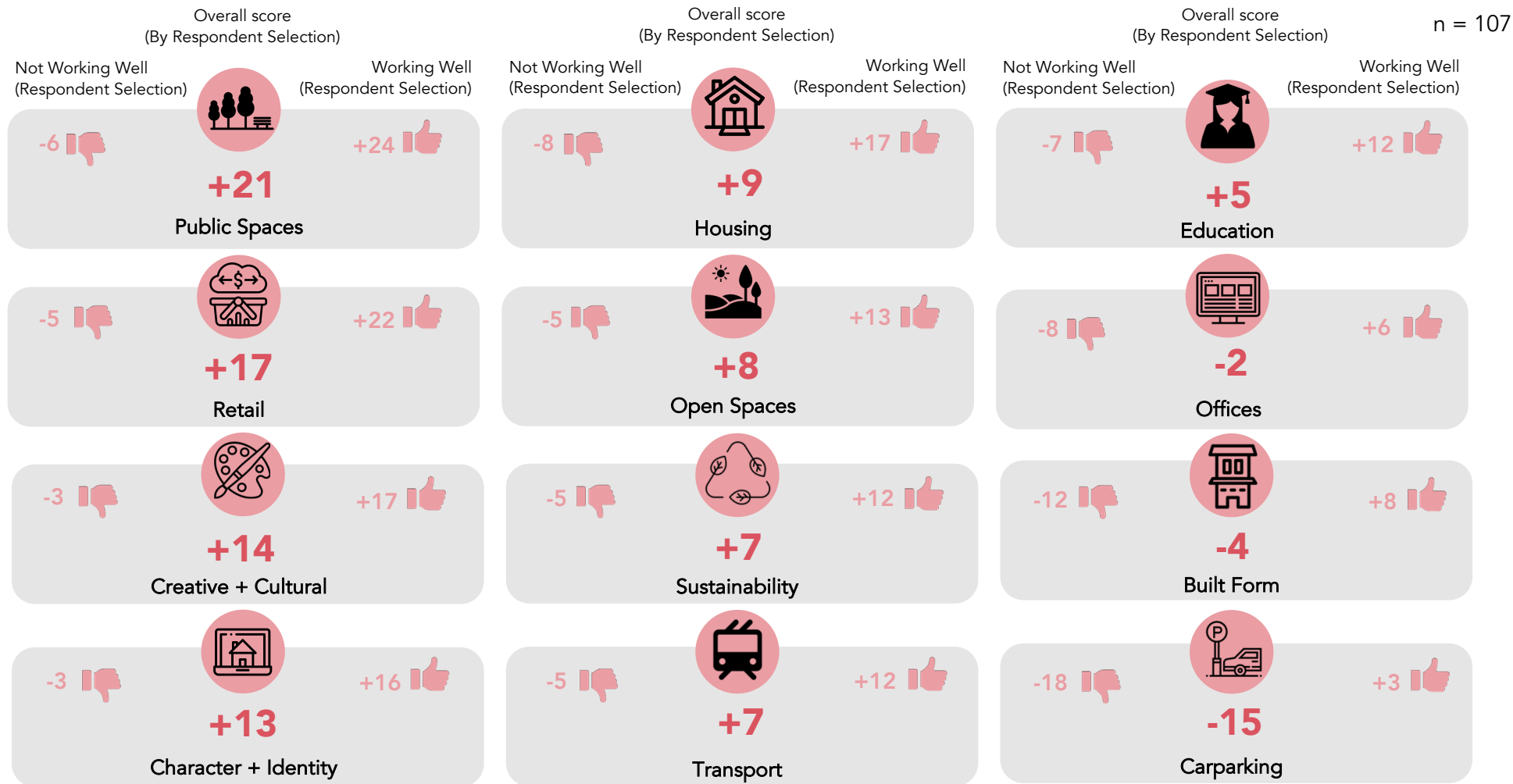
In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.



# Exploring Strategic Opportunities

## Quantitative Feedback (cont.)

Participants in community workshops and pop-up events provided quantitative feedback on the following strategic opportunity categories to indicate what is and isn't currently working well in Preston Central





# Exploring Strategic Opportunities

## Qualitative Feedback

The following qualitative feedback regarding the strategic opportunities was provided by community participants across the engagement activities.

n = 179

**The existing diversity and affordability of retail offerings in Preston Central were highly valued by community, however an improved night-time economy and greater distribution of retail along High Street are considered desirable.**

- Community expressed an appreciation for the diversity and character currently provided by the retail offering (particularly food and beverage offerings) in Preston Central and a desire to see this protected and maintained.
- Community expressed the importance of supporting existing retail providers as Preston Central grows by providing rent subsidies or other forms of support to ensure current retailers are not forced out by rising rents etc.
- There was widespread disappointment at the number of empty retail properties in the area, and community members suggested that more could be done to entice new businesses to open.
- Community expressed a desire to see the night-time food and retail offering in Preston Central further developed to create a more vibrant, active and safe community experience.
- Community expressed a desire to see food and retail offerings distributed further to the north along High Street extending the character and community of the retail area, while also maintaining its residential character.

**Community respondents expressed concerns regarding over-development within Preston Central including that some of the current developments were not in the best interests of the community.**

- While community recognised the need for more housing and growth in Preston Central, they expressed disappointment in the level and nature of some of the development in Preston Central to date.
- Community expressed a desire to see fewer high-rise developments and better design outcomes for new developments within Preston Central
- Concerns were expressed regarding current development not emphasising sustainable design principles and that future over-development would negatively impact the character and nature of community connection in the area.
- Community expressed a general distrust towards developers, expressing the opinion that developers were taking shortcuts and advantage of the community to drive profits over sustainability.

**Community respondents highlighted the importance of providing more affordable and public housing aligned to future growth and ensuring the existing community, character and identity of Preston Central is maintained.**

- Community would like to see more affordable and social housing provided in the area to ensure access and affordability is maintained.

### Quotes

*"High St North needs more retail and cafes to create a community feeling while maintaining residential character."*

*"The food in Preston Central is great!"*

*"Look at a form of rent control for current high street traders to maintain the diversity in offerings and prices for the community."*

*"The overall feel of the place is not the same. There are three houses where their used to be one."*

*"Development is necessary, but apartment blocks take away the character and community feel. New development need to provide a good quality of life."*





# Exploring Strategic Opportunities

## Qualitative Feedback (cont.)

The following qualitative feedback regarding the strategic opportunities was provided by community participants across the engagement activities.

n = 179

- Community highlighted the importance of ensuring public and affordable housing is of good quality and provides adequately for the health and wellbeing of residents and the community.
- Community would like to see new developments assessed for their contribution to the community and for a developers incentivised to provide a percentage of all new developments to social and affordable housing.

**Community members indicated that current traffic conditions and transport options in Preston Central could be improved to better cater for diverse needs, ages and abilities.**

- Community expressed general frustration at the current traffic conditions in Preston Central and would like to see congestion eased.
- Community also expressed general frustration at the current parking conditions in and around Preston Central, indicating there is not enough parking available and current parking options are poorly managed.
- Some community members expressed a desire to see less focus placed on providing bike lanes, and more diverse, accessible and convenient transport options provided, such as shuttle buses for elderly residents.

**Community respondents would like more green, open spaces with a focus on diverse access, community health & wellbeing and promoting sustainability.**

- Community highlighted the importance of providing green open public spaces for community health and wellbeing, particularly in a growing urban environment.
- Community expressed a desire for the City of Darebin to promote and encourage sustainable living within Preston Central, suggesting community gardens, food banks, composting and recycling facilities and open access to food trees could be incorporated into public spaces.
- Community emphasised the need for parks and green spaces to be fully accessible to ensure all members of the community can access and enjoy these spaces.
- Some community also expressed a desire for parks and open spaces to incorporate more exercise equipment to support health and wellbeing for residents and visitors.

**Community members identified that more open/public spaces for gathering, creative and cultural activity and activation are needed**

- Community expressed a desire to see safe spaces for community to gather and share art and culture in Preston Central that is reflective of the vibrancy and diversity of Darebin's community.

### Quotes

*"Housing developments should be considered for how they meet the needs of the community. They should be affordable, have minimum floor space requirements, have height limitations for apartments and accommodate families."*

*"I would like to see a shuttle bus provided for elderly people to get to and from Plenty Road and make it easier for older people to participate in the community and be part of Preston Central. The social connection is important for health."*

*"Preston Central should promote sustainable living through the creation of community gardens, planting fruit trees, community compost and recycling info/facilities. It should become easier to live sustainably in Preston."*

*"Green spaces balance out development and are needed for quality of life and wellbeing."*



# Exploring Strategic Opportunities

## Qualitative Feedback (cont.)

The following qualitative feedback regarding the strategic opportunities was provided by community participants across the engagement activities.

n = 179

- Community also highlighted the importance of providing a sense of welcome in Preston Central through increasing a connection to place.
- Community respondents would like Preston Central to be a place where the community can gather, protest and activate the street.
- Community also suggested empty shop fronts in Preston Central could be repurposed for arts and cultural displays and activities.

### **Community respondents expressed a desire to see greater investment in, and maintenance of, existing infrastructure in Preston Central.**

- Community expressed general dissatisfaction with the current condition of Preston Central's existing infrastructure and public amenity.
- Community pointed to Preston's aging infrastructure as contributing to a general feeling of the place being uncared for.
- Community highlighted the condition of the footpaths and litter to be issues that need addressing in Preston Central to improve the quality of the streetscape and public spaces.

### **Community respondents identified an opportunity to support and celebrate Indigenous culture and community in Preston Central by foregrounding Indigenous knowledge and culture and providing opportunities for Indigenous businesses.**

- Indigenous community respondents highlighted the diversity of the Indigenous community in Preston and the long connection of the Wurundjeri People to the area, expressing the significance of the original coat of arms for Darebin depicting an Indigenous person.
- Indigenous community respondents emphasised the importance of healing in urban environments through Urban Djambi (brother) – creating places for people to connect and learn through truth-telling.
- Indigenous community respondents suggested incentivising Indigenous businesses to come to Preston Central.
- Indigenous community respondents highlighted the importance of naming to Aboriginal people and expressed a desire for streets and spaces to be renamed in language.

### Quotes

*"Provide more opportunities for the creative arts, there are a lot of empty shopfronts that could be used creatively."*

*"Block off High Street to create places to march, protest and activate the street."*

*"Upgrade a space for community that shows the beauty of Preston."*

*"Develop the existing public spaces and make them more people friendly."*

*"We want our city to look beautiful."*

*"Healing can happen in urban environments. Urban Djambi can create places to connect and heal. WE need to tell local stories, good and bad."*

*"There are lots of services here, the market, offices, post office and police station."*

*"There are a lot of beautiful old buildings here."*



# Exploring Strategic Opportunities

## Qualitative Feedback (cont.)

The following qualitative feedback regarding the strategic opportunities was provided by community participants across the engagement activities.

n = 179

**Community respondents identified the current diversity of culture and heritage buildings in Preston Central as strengths that should be protected, amplified and celebrated.**

- Community highlighted Preston's multicultural community as a key strength in providing a sense of identity and character to the area.
- Community also pointed to Preston Central's heritage buildings as important in contributing the unique character of the area.
- Community identified that the cultural diversity of Darebin's community was reflected in Preston Central's current retail offering and that this was an important strength that should be further developed and supported as Preston Central grows.

**Community respondents expressed the need to balance the creation of new office spaces in Preston Central with retention of the existing services and character of the area.**

- Community members expressed some hesitance towards the creation of office spaces in Preston Central, including concerns that this be carefully considered and integrated with existing and future economic activity in the area.
- Community respondents also suggested new office spaces could be provided for co-operative worker-run businesses, not-for-profits and welfare organisations to integrate and reflect the community-focus of the area.

**Some community respondents highlighted the need for more safe spaces and activities for children to be provided in Preston Central**

- This included ensuring spaces for children to play and learn and greater provision of childcare centres and primary schools in the area.

**Community respondents expressed satisfaction with the current service offering in Preston Central**

- Community expressed general satisfaction with the current services provided in Preston Central, highlighting the library and Market as important places for community connection.

### Quotes

*"The unique character of Preston is important. I love how multicultural it is."*

*"There is a strong Vietnamese community here which is reflected in the retail offering."*

*"I think being careful with creating more office space in Preston - how that is done is going to be important. How its integrated and balanced with the rest of the economic activity will be critical."*

*"Create spaces for not for profits and social welfare organisations like DIVRS to be integrated with the precinct and be accessible and welcoming for all in the community."*

*"Create safe and educational environments for children."*

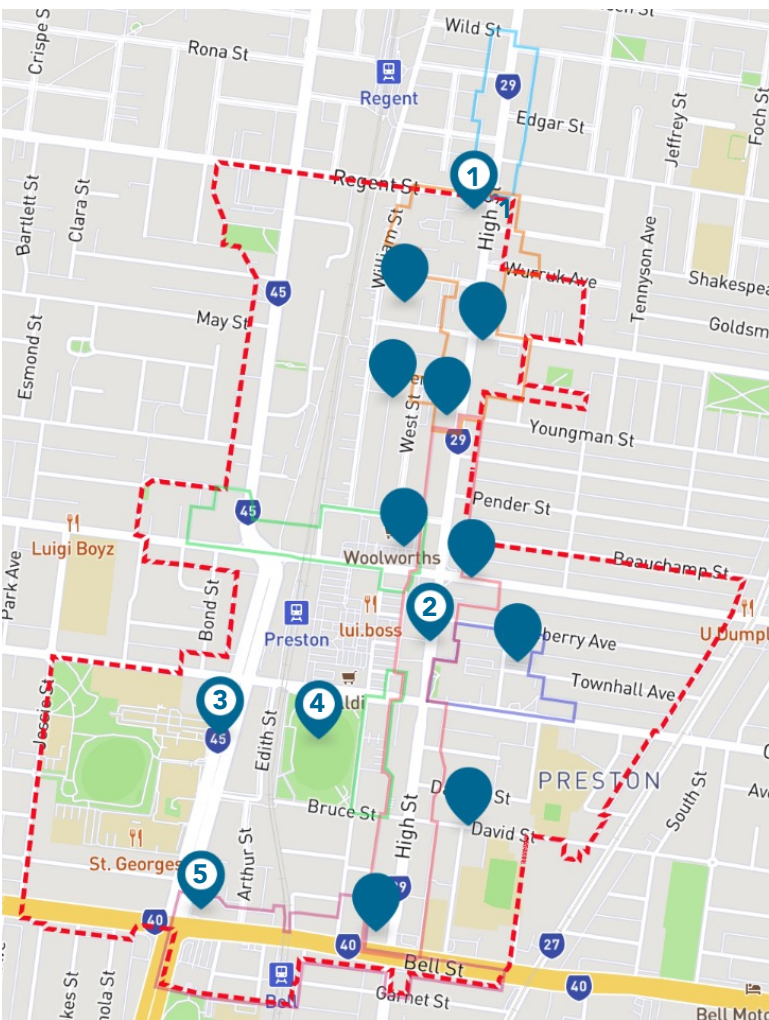
*"There need to be more childcare centres and primary schools in the area so young people don't need to walk so far."*



# Exploring Strategic Opportunities

## Qualitative Feedback

Respondents to the YourSay Community Survey Part B Spatial Mapping activity indicated if they agreed or disagreed with the strategic opportunities identified by Darebin City Council as follows:



n = 4

### Opportunity identified by Darebin City Council

### Community Response

1

Support a higher density mixed use development on larger sites



x1

2

Diversify the current retail offer and improve night time economy



x1

3

Improve pedestrian environment for crossing St Georges Road for students



x1

4

Reinforce Preston Oval as the key public park



x1

5

Broaden and intensify commercial and office uses



x1



No community respondents indicated that they agreed or disagreed with this opportunity.



# Exploring Strategic Opportunities

## Qualitative Feedback

Respondents to the YourSay Community Survey Part B Spatial Mapping activity identified the following strategic opportunities in Preston Central.

n = 4



### Retail

- Retain the historic shop fronts in the High Street and High Street North Precincts to retain the existing character of the area and balance out larger developments



### Transport

(Access and Movement)

- Seek opportunities to convert roads into pedestrian-only public spaces
- Reduce Bell Street to 2 lanes and provide more green spaces, linear parks and pedestrian access
- Improve the permeability and accessibility of High Street.
- Provide safe access for pedestrians in high-traffic areas



### Public Spaces

- Replace car yards and under-utilised sites with open community spaces and gardens.
- Seek more opportunities to incorporate green spaces in infrastructure developments.
- Provide more public toilets in key community parks and spaces to make them more user-friendly and increase dwell time.
- Reduce physical and visual barriers around Preston Oval to create a more inviting and accessible community space.
- Ensure waste facilities are adequate for keeping public spaces clean, tidy and litter-free.



# Exploring Strategic Opportunities

## Qualitative Feedback (cont.)

Respondents to the YourSay Community Survey Part B Spatial Mapping activity identified the following strategic opportunities in Preston Central.

n = 4



### Built Form

- Replace car yards with high-quality housing, retail and amenities
- Incorporate affordable and social housing close to key public amenities and transport hubs.
- Implement an aesthetic advisory board to improve the overall quality and design of developments in Preston Central
- Some concern regarding the ability to provide a cohesive Preston Central Built Form Framework given the ongoing work of the VPA on the Market redevelopment which will significant impact the look and feel of Preston Central going forward.



### Creative and Cultural

- Provide opportunities for community to contribute to public space design and activation projects
- Revitalise under-used sites for community projects and activation.
- Ensure key public spaces are used to promote local creative and cultural activities



### Character and Identity

- Support and retain the cultural diversity of High Street as central to Preston Central's identity
- Seek to reduce the economic impacts of development and growth on the existing community to ensure Preston Central's character is retained
- Community expressed their support for the Preston Market feeling this key amenity is essential to the character and identity of Preston Central.





# **Feedback on the Built Form Framework**

Developing the Priorities



# Exploring the Design Strategies

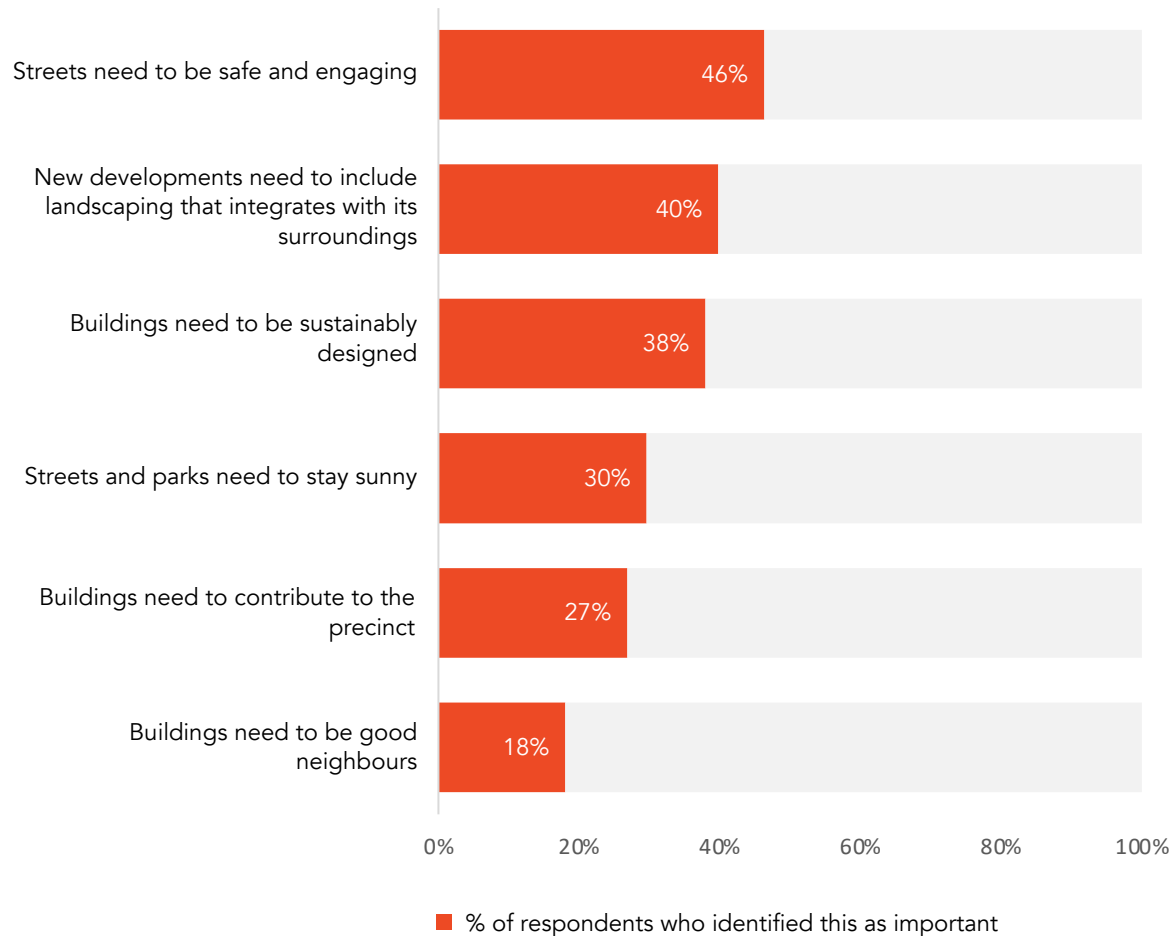
Built Form Framework



# Exploring the Design Strategies

## Quantitative Feedback

Respondents to the YourSay Community Survey identified the following Design Strategies as the most important to them.



n = 72

### KEY INSIGHTS

**46%**

A significant number of community respondents indicated “**streets need to be safe and engaging**” as an important design objective for Preston Central.

**More than 27%**

While some Design Strategies received higher scores than others, More than 27% of community respondents ranked each of the design strategies, indicating that **all design strategies are important to the community** to some degree

**18%**

Only 18% of community respondents felt “Buildings need to be good neighbors” is an important Design Objective. When compared to the qualitative data, this suggests that this statement was **not clearly understood** by community survey respondents and/or is **better captured in the other Design strategies** listed.



# Exploring the Design Strategies

## Qualitative Feedback

The following qualitative feedback regarding the Design Strategies was provided by community participants across the engagement activities.

n = 179

**While there is general support for the growth and development of Preston Central, community respondents wanted to see greater control of 'over-development' and high-rise developments.**

- Community expressed a desire for development in Preston Central to be managed in a sustainable and controlled way to avoid unnecessary development of the area.
- Some community expressed particular concern regarding high-rise developments blocking the view of the sky, creating darker spaces and wind-tunnel effects. This is particularly important to the First Peoples community for whom seeing the sky is important to cultural wellbeing. It was identified that this should be a consideration for new developments in the vicinity of the Dardi Munwarro centre.
- Community expressed a desire for all new developments to provide affordable and social housing options.
- Community still feel the proposed building heights in some areas are too high and not in keeping with the character of the area. Primarily, this was a concern on West Street abutting residential properties and Williams Street where the road is narrow and may result in parking and traffic congestion issues.
- Community also expressed a desire for the design controls to consider noise pollution in new developments to reduce outside and traffic noise in residential areas.

**Community respondents expressed some concern regarding the enforcement and oversight of the design controls, feeling they will be open to interpretation and exploitation by developers.**

- While community are generally supportive of the proposed design controls, they expressed distrust towards developers in the area and felt the design controls provide leeway for interpretation and loopholes for developers to exploit at the detriment to community.
- Community expressed a desire to see these design controls adequately managed and enforced by Council to ensure new development is in the best interest of community.

**Community respondents expressed a desire for the visual appeal of High Street to be improved through better design and integration with the character of existing buildings.**

- Community highlighted the design of the new train station as a quality of design they would like to see more of in Preston Central.
- Community expressed general dissatisfaction with the design of developments in Preston Central to date, feeling they are not appealing, in keeping with the character of the area or representative of community expectations for design quality.

### Quotes

*Blocking off access to sky and sun is a wellbeing issue."*

*"I'm not anti-development but when is it enough?"*

*"I'd love to see noise pollution considered as part of the planning controls."*

*"The train station is beautiful, more of Preston should be like that."*

*"Preston Central needs a sense of arrival, some kind of landmark or sign so people know they have arrived."*

*"My main concern is how these will be enacted or enforced. I have no faith that developers will do anything other than work to minimise and dilute these principles."*

*"I'm concerned that property developers won't honour this plan. That they will find legal workarounds to create cheap ugly apartment buildings."*



# Exploring the Design Strategies

## Qualitative Feedback

The following qualitative feedback regarding the Design Strategies was provided by community participants across the engagement activities.

n = 179

- Community also suggested that Preston Central needs to have a better sense of arrival that is reflective of the identity and character of Preston.

### **Community respondents highlighted the need for parking, access and traffic management to be carefully considered in all new developments.**

- Community expressed a desire for all new developments to incorporate adequate parking to reduce on-street parking and alleviate parking issues for existing residents.
- Community highlighted the importance of providing parking for businesses to ensure retail businesses remain sustainable in the area.
- Community also expressed a desire to see greater emphasis placed on pedestrian and bicycle access in Preston Central suggesting improvements to pedestrian access to the Markets via William Street and bike lanes running east-west through Preston Central.

### **Community respondents highlighted the need for support for existing retail and businesses to ensure they can be sustainable as Preston Central grows and develops.**

- Community expressed a desire to see local shopping strips protected and commercial rents managed to ensure the existing retail character of Preston Central is sustainably maintained.
- Community expressed support for providing a night-time economy in Preston Central, however highlighted the importance of protecting night-time establishments from unreasonable complaints from residents.
- Community also highlighted the importance of foot-traffic from the Markets to the success of local businesses and expressed a desire to see this maintained as the Market is developed.

### **Community respondents emphasised the importance of providing safe, green and open public spaces for community wellbeing**

- Community expressed a desire to see more green and open spaces provided in Preston Central as a respite from the busy urban environment and a place for community to connect and recharge.
- Community highlighted the importance of providing safe public spaces in Preston Central.
- Community also expressed a desire to have free access to exercise equipment in parks and public spaces.

### Quotes

*"Any night-time establishments must be protected from people moving in and then complaining about noise and people."*

*"Rent increases will ultimately determine if shops stay open. Commercial rents must be ethical and sustainable."*

*"Preston is a busy place. Build a decent place, community place."*

*"Keep Preston Central green and safe."*

*"Business needs to have available car parking. You can make it beautiful but retail will go elsewhere."*

*"Preston central is too car centric currently. The bike lanes going east to west are missing especially in the central area."*



# Exploring the Design Strategies

## Qualitative Feedback

The following qualitative feedback regarding the Design Strategies was provided by community participants across the engagement activities.

n = 179

### Community respondents expressed a desire for the history and heritage of Preston, both Indigenous and non-Indigenous, highlighted and celebrated

- Community expressed a desire to make Preston's history, both Indigenous and non-Indigenous more visible. In telling the stories of Preston's past, Council should not shy away from difficult histories and truth-telling.
- Community expressed a desire to see Preston Central's heritage buildings maintained and retained, including its historic shopfronts, as essential for maintaining the character and identity of Preston Central.

### Community respondents expressed a desire for sustainable design to be made visible as an opportunity to educate the community about the importance of sustainability.

- Community expressed a desire not only to see new developments in Preston Central be sustainably designed, but for the importance of sustainable design to be communicated within the community in order for the approach to be widely embraced.

### Quotes

*"Tell the history of the local area- Aboriginal or non Aboriginal."*

*"Implement a wider scope of heritage overlay controls to maintain as much character as possible. Things as little as paint controls on more recent 60s 70s shopfronts. Keep a little more old school Preston in the mix."*

*"Not only must buildings be designed for sustainability, people need to see and understand the benefits for it to become an embraced aspect of the area's development."*

# **Precinct-Level Design Objectives**

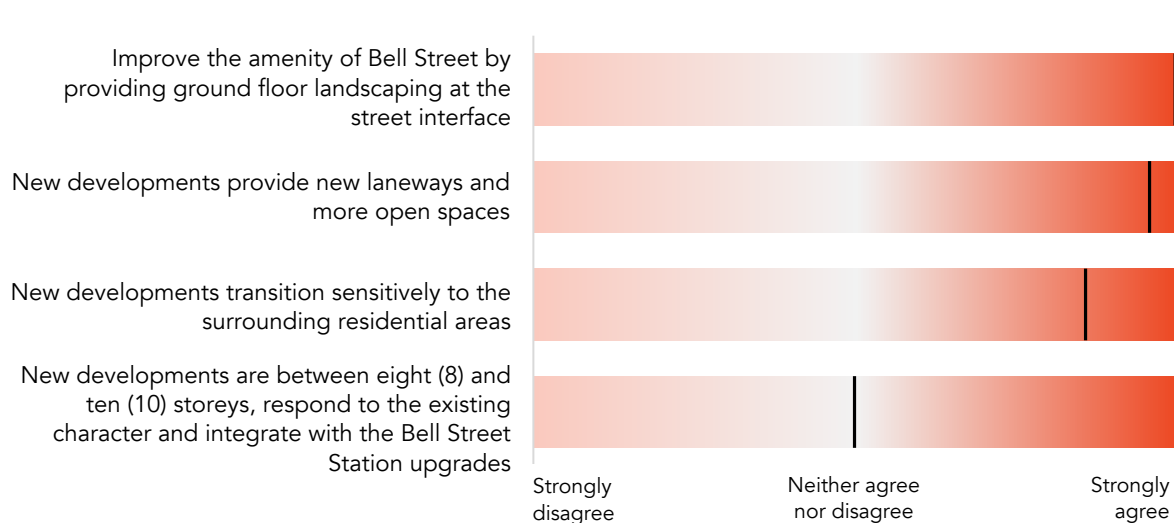
Built Form Framework



# Bell Street Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the Bell Street Precinct as follows.



### KEY INSIGHTS

**100%**  
positive  
score

All respondents indicated **they strongly agree with providing ground floor landscaping** to improve Bell Street amenity.

**50%**

Overall, community respondents indicated they **neither agree nor disagree with the proposed building heights** for the Bell Street Precinct.

### Qualitative Feedback

- Community respondents expressed some **concern regarding the potential for 10-storey buildings**, suggesting this will encroach on the existing residential buildings in the area.
- Community respondents suggested **revitalizing currently underused spaces** on Bell Street to **create new green spaces** for community.
- Community respondents expressed a desire for Bell Street to be **made safer for cyclists**.
- Community respondents expressed a desire for Bell Street to incorporate **more opportunities for public art**.

### Quotes

*"8 to 10 storeys is too tall for the area and will overshadow residential streets behind."*

*"Make use of already unused spaces in the corner Bell and High Street as open green space."*

*"I'd like to see greater safety for cyclists and more art!"*

In response to this survey question, community were able to indicate their level of agreement with the Design Objectives on a 5-point likert scale. The data presented here represents the community's overall agreement with the Design Objectives. Further information on how this has been analysed is provided in the Appendix of this report.

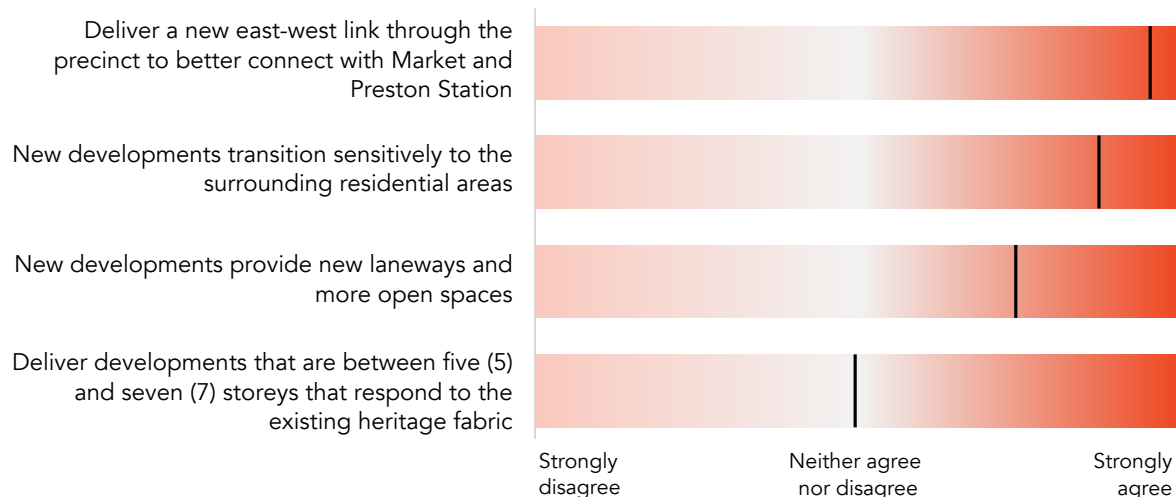




# Civic Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the Civic Precinct as follows.



n = 6

### KEY INSIGHTS

**96%**  
positive  
score

Community respondents strongly agree with delivering **a new east-west link to connect with the Market and Preston Station** in the Civic Precinct.

**50%**

Overall, community respondents indicated they **neither agree nor disagree with the proposed building heights** for the Civic Precinct.

### Qualitative Feedback

- Community respondents expressed some **concern regarding the potential for 7-storey buildings** in the area, suggesting this will result in overshadowing of existing buildings and congestion.
- Community expressed a desire for **the High Street shops to be protected and greater connectivity provided between High Street, the station and Preston Market.**
- Community expressed a desire to see **improvements made to the Civic Precinct street scape, including greater provision of lighting** for improved safety at night.

### Quotes

*"5-7 storeys is too high for this area. It should be 4-6."*

*"Improve the streetscape, lighting and safety."*

*"Protect the civic center High Street shops. These are the entire visual and social make up of Preston. If we can't save the market, the shops must stay diverse and cheap for the community."*

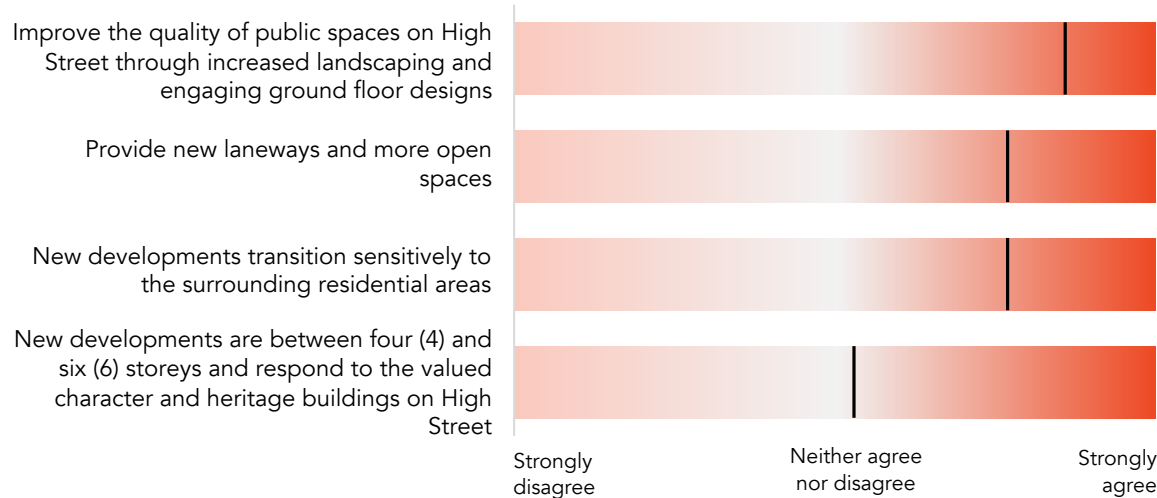
In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.



# High Street Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the High Street Precinct as follows.



n = 16

### KEY INSIGHTS

**86%**  
positive  
score

Community respondents indicated a high level of agreement with **improving the quality of public spaces** on High Street.

**53%**  
positive  
score

Community respondents indicated **some agreement with the proposed building heights** for the High Street precinct

### Qualitative Feedback

- Community respondents expressed some **concern regarding the potential for 6-storey buildings** in the area, suggesting this will detract from the retail amenity, creating overshadowing and wind.
- Community respondents highlighted the need to **ensure adequate carparking is provided to support businesses while providing a safe pedestrian movement** and access across the precinct.
- Community expressed **support for improving the streetscape** but emphasised the importance of **retaining the diversity and character of the retail offering**.
- Community expressed a desire to see public spaces improved by **increasing litter clean up and incorporating more green spaces**, including planting natives.

### Quotes

*"Four to six storey developments are too large and make the street darker and more enclosed, there are already examples in place."*

*"Removing parking will destroy the struggling businesses in this area and limit use of cars necessary on wet and hot days."*

*"Above all else keep the shops and keep the diverse offerings and price points."*

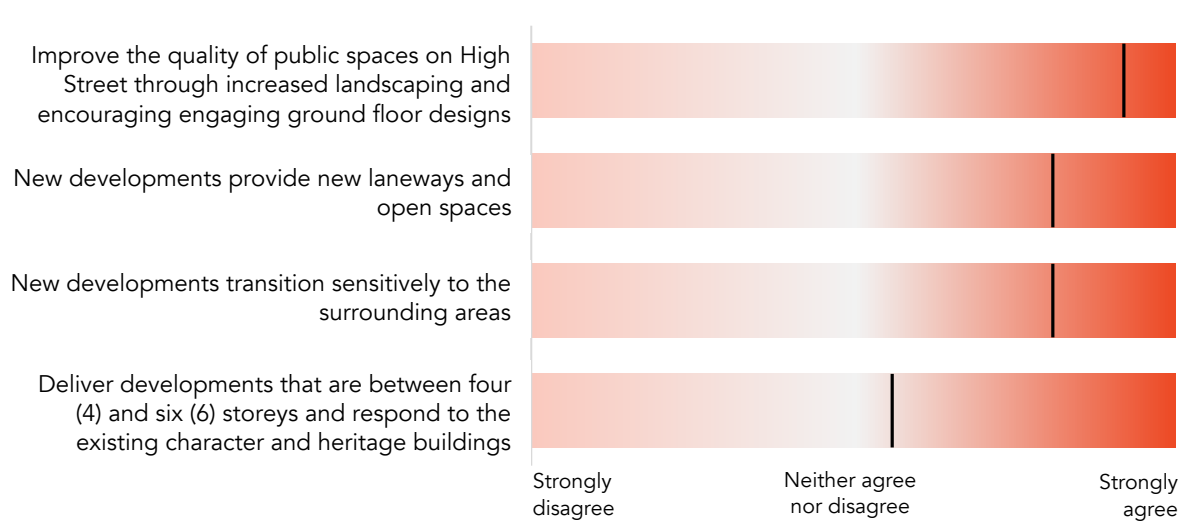
In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.



# High Street North Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the High Street North Precinct as follows.



### KEY INSIGHTS

**92%**  
positive  
score

Community respondents indicated strong agreement with **improving the quality of public spaces** on High Street.

**56%**  
positive  
score

Community respondents indicated **some agreement with the proposed building heights** for the High Street North precinct

### Qualitative Feedback

- Community respondents expressed some **concern regarding the potential for 6-storey buildings**, suggesting this will encroach on the existing residential buildings in the area.
- Community respondents highlighted the need to **improve traffic management and carparking** in High Street North.
- Community respondents expressed a desire to see the **1920s shopfronts and retail in the area maintained** and highlighted the recent changes made to create non-stepped shop frontages as a positive improvement.
- Community expressed a desire for **greater public amenity** in the area, including a skate park and public art.

### Quotes

*"High Street North is mainly residential, and 4-6 storeys is far too high for the surrounding homes, creating overshadowing, traffic issues and noise."*

*"Make High Street one lane each way with parking outside shops and houses, divided with garden beds and trees."*

*"Maintain the 1920s shops. The more European non-stepped frontage is much better, I'm thrilled to see that!! With a little more care we could be the hottest little strip of shops up here."*

In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.

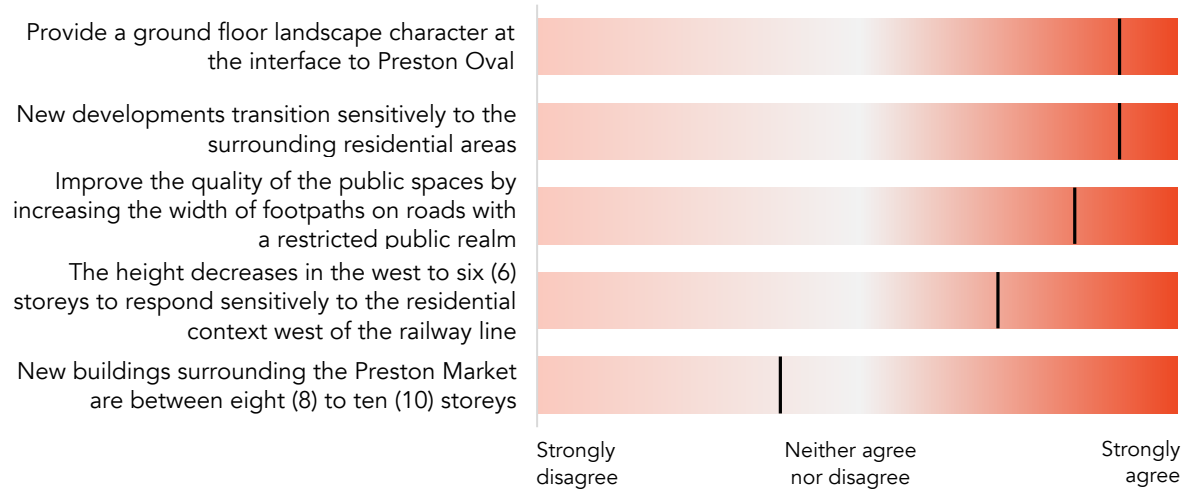


# Market Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the Market Precinct as follows.

n = 8



### KEY INSIGHTS

**91%**  
positive  
score

Community respondents indicated a high level of agreement with **providing landscaping around Preston Oval** and new developments **responding sensitively with the surrounding residential area**.

**63%**  
negative  
score

Community respondents indicated they **did not agree with the proposed building heights** surrounding the the Preston Market

### Qualitative Feedback

- Community respondents expressed some **concern regarding the height of developments surrounding Preston Oval**.
- Community respondents highlighted a need to **ease traffic congestion** in the area **while providing safer pedestrian access** through the precinct.
- Community emphasised the importance of **retaining the diversity and character of the retail offering** in maintaining the fine-grain character of the streets.
- Community expressed a desire to see public spaces improved by **increasing litter clean up and incorporating a skate park**.

### Quotes

*"10 storeys on Mary Street, opposite Preston Oval is 4 storeys too high."*

*"Create laneway pedestrian access through the Market Precinct from William Street, a busy walking street."*

*"A skate park should be here. Save Preston Market too!"*

In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.

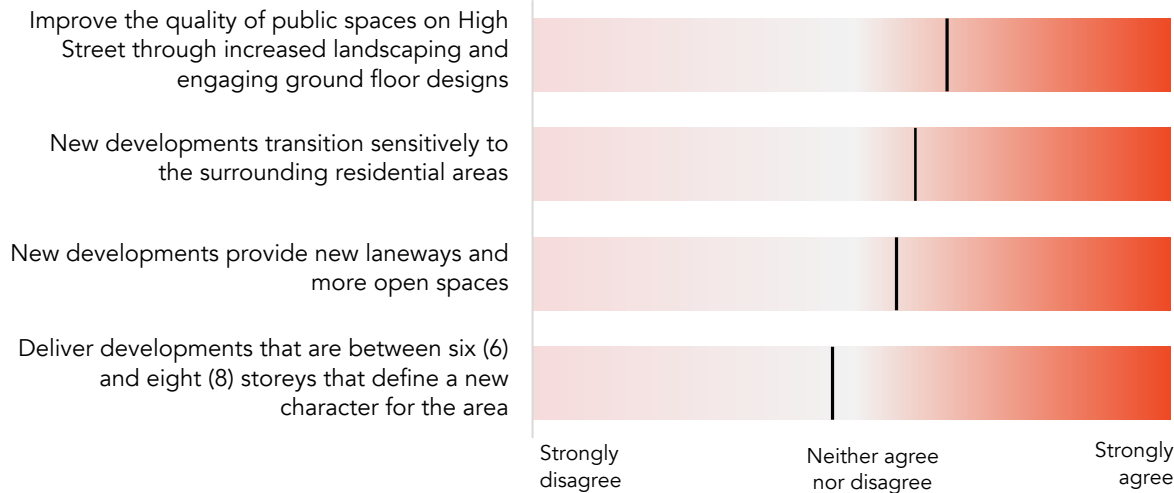


# Regent Precinct Design Objectives

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the Design Objectives for the Regent Precinct as follows.

n = 8



### KEY INSIGHTS

**65%**  
Positive  
score

Community respondents indicated general agreement with **improving the quality of public spaces** on High street.

**53%**  
negative  
score

Community respondents indicated **some disagreement with the proposed building heights and providing a new character** for the Regent Precinct

### Qualitative Feedback

- Community respondents expressed some **concern regarding the potential for 8-storey buildings**, suggesting this will detract from the heritage buildings in the area and encroach on existing residential buildings.
- Community respondents expressed some **concern regarding the creation of laneways adjacent to residential housing**.
- Community respondents expressed a desire to see the **1920s shopfronts and retail in the area maintained** and highlighted the recent changes made to create non-stepped shop frontages as a positive improvement.
- Community expressed a desire to see **improvements made to the Regent Precinct street scape, including greater provision of lighting** for improved safety at night, public art, interconnecting green spaces and parks.

### Quotes

*"6-8 Storeys is far too high for this precinct, it will detract from Regents beautiful old buildings and homes."*

*"An extra 3m laneway means more foot traffic next to my house as well as being overshadowed in winter and overlooked."*

*"Improving the streetscape, lighting and safety is of utmost importance."*

In response to this survey question, community were able to indicate their level of agreement with the Strategic Opportunities on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.

# Validating the Planning Controls

Built Form Framework

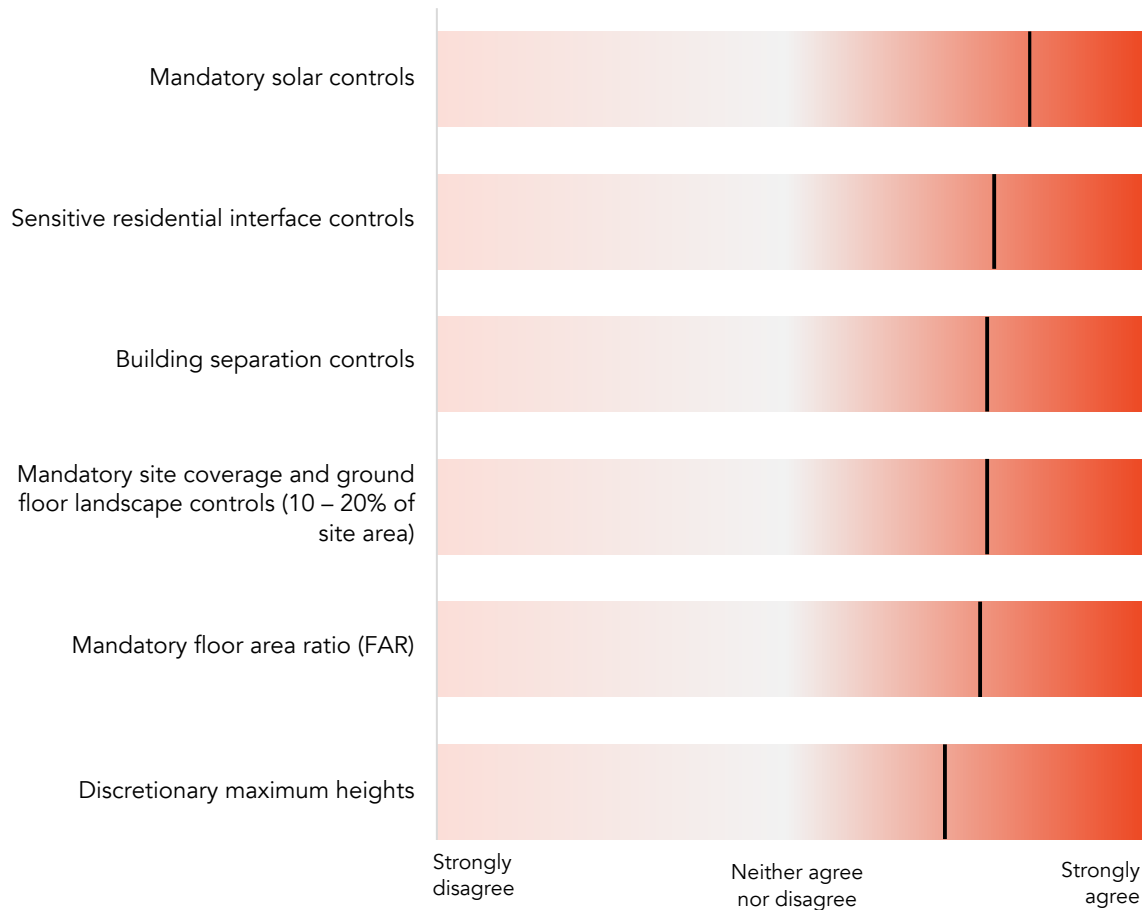


# Validating the Planning Controls

## YourSay Community Survey

Respondents to the YourSay Community Survey indicated their level of agreement with the proposed Planning Controls as follows.

n = 72



### KEY INSIGHTS

**84%**  
positive  
score

Community respondents most strongly agreed with **Mandatory Solar Controls** being implemented in Preston Central.

**More than 72%**  
Positive  
score

Community respondents indicated a **high level of agreement with all Planning Controls proposed** by the Built Form Framework.

In response to this survey question, community were able to indicate their level of agreement with the proposed Planning Controls on a 5-point likert scale. The data presented here represents the community's overall agreement with the Strategic Opportunities. Further information on how this has been analysed is provided in the Appendix of this report.





# Validating the Planning Controls

## Qualitative Feedback

The following qualitative feedback regarding the proposed Planning Controls was provided by community participants across the engagement activities.

n = 179

**Community respondents expressed discomfort with buildings exceeding 8-storeys in height and would like to see the density of high-rise developments considered in the planning controls.**

- Community expressed concern regarding the potential for 10-storey buildings to be constructed in Preston Central, preferring to see this limited to a maximum of 6 storeys, suggesting this would better reflect the character of the area.
- Community also suggested the planning controls consider building density to ensure high-rises are not centralised into one area, creating over crowding.

**Community respondents expressed a desire for the planning controls to better provide for current and future parking and traffic control needs.**

- Community highlighted the importance of considering safety as the population and traffic in Preston Central increase and to ensure adequate parking provisions are made for existing residents as new developments are implemented.
- Community highlighted the need for the planning controls to consider the traffic and parking needs of all Preston Central users, including those who travel to the area for work.
- Community expressed concern regarding the proposed increase in off-street carparking and the impact this may have on rate-payers.

**Community expressed concern that the proposed planning controls provide too much leeway for interpretation and will not be adequately enforced.**

- Community expressed a desire for the planning controls to remove the potential for interpretation to ensure the intended outcomes are delivered.
- Community also expressed a desire for there to be clear accountability for enforcing the planning controls.

**Community respondents expressed a desire for the planning controls to provide more green spaces and landscaping for new developments.**

- Community expressed support for providing landscaping requirements for new developments but would like to see this increased and strengthened in the planning controls.
- Community suggested including a focus on providing shared communal areas, rather than planting as this will provide greater amenity for community.

### Quotes

*"Anything more than 4-6 storeys is out of character and an eyesore in this area."*

*"Off-street private car parking is mentioned, but at what cost to ratepayers?"*

*"This can be easily interpreted any way. I live directly behind a 3 storey development that encroaches over our living space giving us no privacy and has no green space, even though the plans submitted stated it would. Who has accountability?"*

*"I like the idea of ground floor landscape controls but often these seem to be 1-2 species of grass with a large pebble mulch. I just wonder if there should be a focus on providing shared communal area instead of just planting something."*



# Validating the Planning Controls

## Qualitative Feedback

The following qualitative feedback regarding the proposed Planning Controls was provided by community participants across the engagement activities.

n = 179

- Community suggested implementing mandatory developer contributions towards a community and green spaces fund to ensure community directly benefit from increased development in Preston.

**Community respondents expressed a desire for new developments to provide adequate spaces for families moving to the area.**

- Community highlighted the importance of attracting families to Preston and the importance of providing adequate accommodation to support this. In particular, community expressed a desire for new developments to incorporate minimum apartment sizes for the needs of families.

**Community respondents expressed a desire for the planning controls to specifically address overshadowing of residential properties, including solar panels to ensure residents can live sustainably.**

- Community expressed frustration at the current overshadowing created by development in Preston Central in reducing solar access for energy generation and would like to see this addressed in the planning controls.

**Community respondents expressed a desire to see the historic shop fronts on High Street protected and maintained.**

- Community highlighted the importance of the 1920s shopfronts along High Street North in providing a unique and desirable character to the area and would like to see these properties maintained and protected as Preston Central develops.

**Community respondents highlighted the importance of ongoing consultation in ensuring community support, consent and buy in.**

- Community highlighted the importance of gaining community consent and buy-in into the future of Preston Central and expressed a desire to see consultation continue.

### Quotes

*"If you want families to live here then you need to ensure the accommodation available is suitable for families."*

*"If we are to be green, solar panels can't be completely overshadowed for 4-6 months of the year, as it currently stands."*

*"Maintain as many of the 1920s shopfronts as possible from Murray up to Wild Street. The 1920s little wonders make the top end of high street what it is."*

*"Community consultation and consent are essential. The proposed changes to Preston market for example are largely against the wishes of those who live in and use the space."*

# APPENDIX

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# COMMUNITY SURVEY

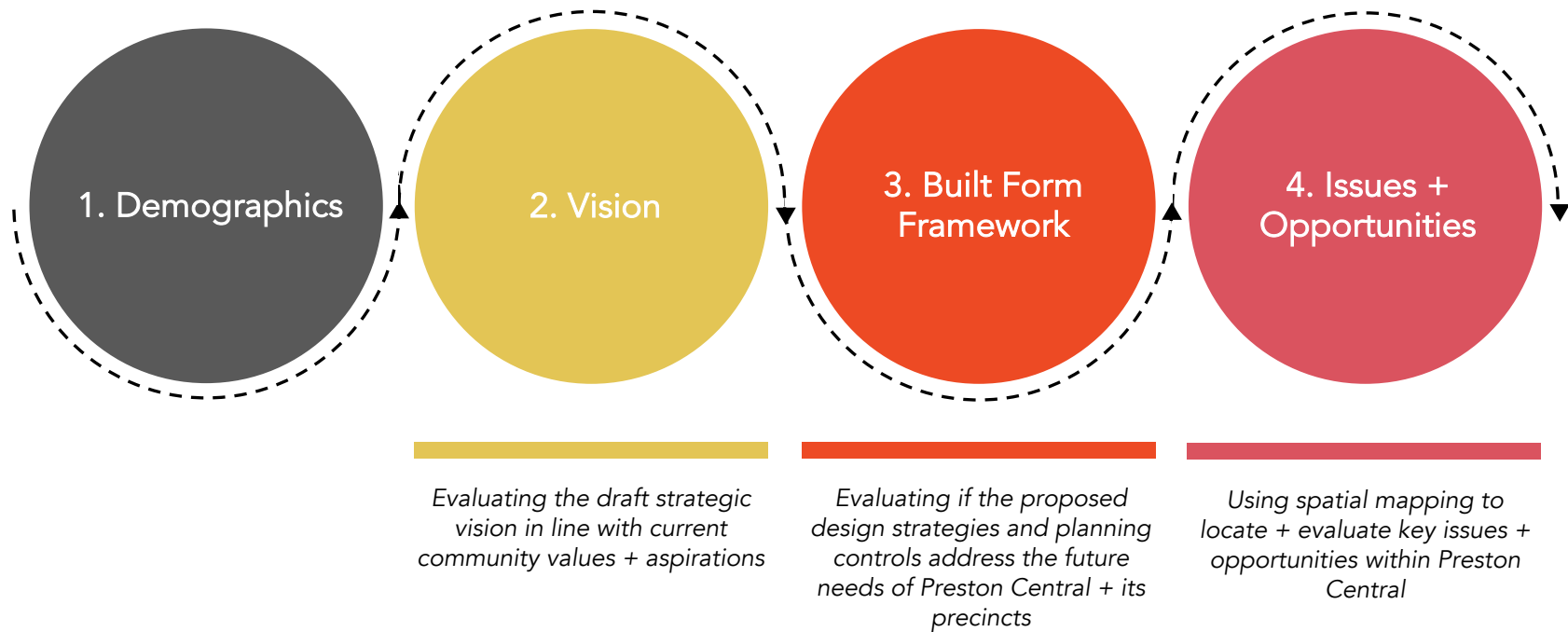
Detailed Insights

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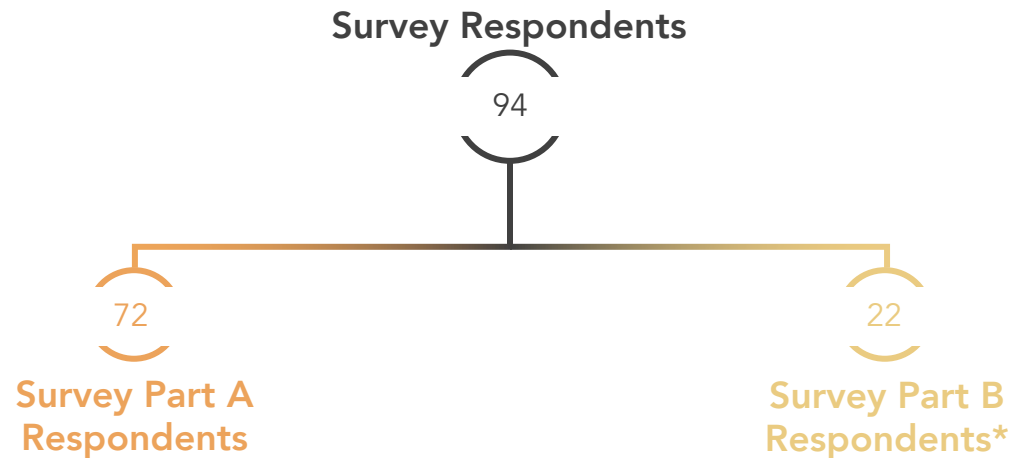
# Areas of Focus Through the YourSay Community Survey

The following Evaluative Domains provided a framework for the design of survey items and the use of the spatial mapping tool.



# Survey Sample Size Breakdown

This report has analysed the data collected via the YourSay Community Survey in two independent segments to separate data collected from respondents who engaged in the the general survey questions (Survey Part A respondents) from data collected from respondents who engaged with the spatial mapping and precinct-level planning controls (Survey Part B respondents). This was done due to limitations of the survey platform limiting the ability to differentiate between individual respondents to the separate parts of the survey and to ensure the insights and feedback collected are generalisable to the sentiment of the community and not skewed by over representation of the views of individual respondents.

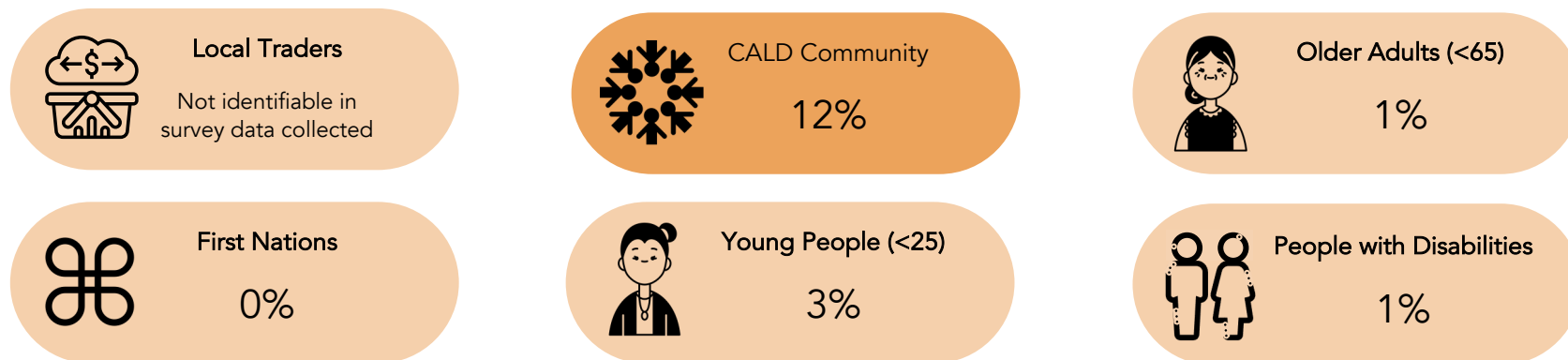


\*Due to the limited number of respondents to Survey Part B, data has not been broken down by demographic

# Hard-to-Reach Group Respondents

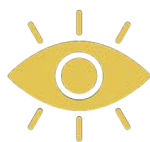
## YourSay Community Survey Part A

Darebin City Council sought to engage with a number of hard-to-reach groups through the community survey including local traders, older adults, young people, people with disabilities, CALD and First Nations groups. However, the small number of respondents from these groups who participated in the survey resulted in a lack of statistically significant data provided by these groups, limiting the ability to draw meaningful and representative insights from these groups. Greenshoot Consulting has provided data analysis and insights where overall representation of hard-to-reach groups amongst survey respondents (n=72) exceeds 10%.



Data provided by CALD community respondents has been analysed and compared to data collected from all respondents to determine insights specific to this respondent demographic.





# CALD Community Respondents

## Testing the Draft Vision

CALD Community respondents to the YourSay Community Survey Part A ranked the Draft Vision statements as most important to them as follows.

CALD participant  
selection



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(8)



Everyone is welcome here

(6)



Preston Central is known and loved

(3)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(3)



The Preston Central community continues to live its values of equality, sustainability and fairness

(3)



Preston Central has generous and inviting green and open spaces

(2)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

(2)

n = 9

### KEY INSIGHTS

Comparison with general community response

#### Top 3

CALD community respondents ranked their top 3 vision statements as "**Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne**" (89%), "**Everyone is welcome in Preston Central**" (67%) and "**The Preston Central community continues to live its values of equality, sustainability and fairness**" (33%) as most important to them. This aligns with the top 3 vision statements identified by the general community.

33%

33% of CALD community respondents also identified "**Preston Central is known and loved**" and "**Preston Central's precincts and experiences are spatially and relationally connected and integrated**" in the top 3 visions statements important to them.

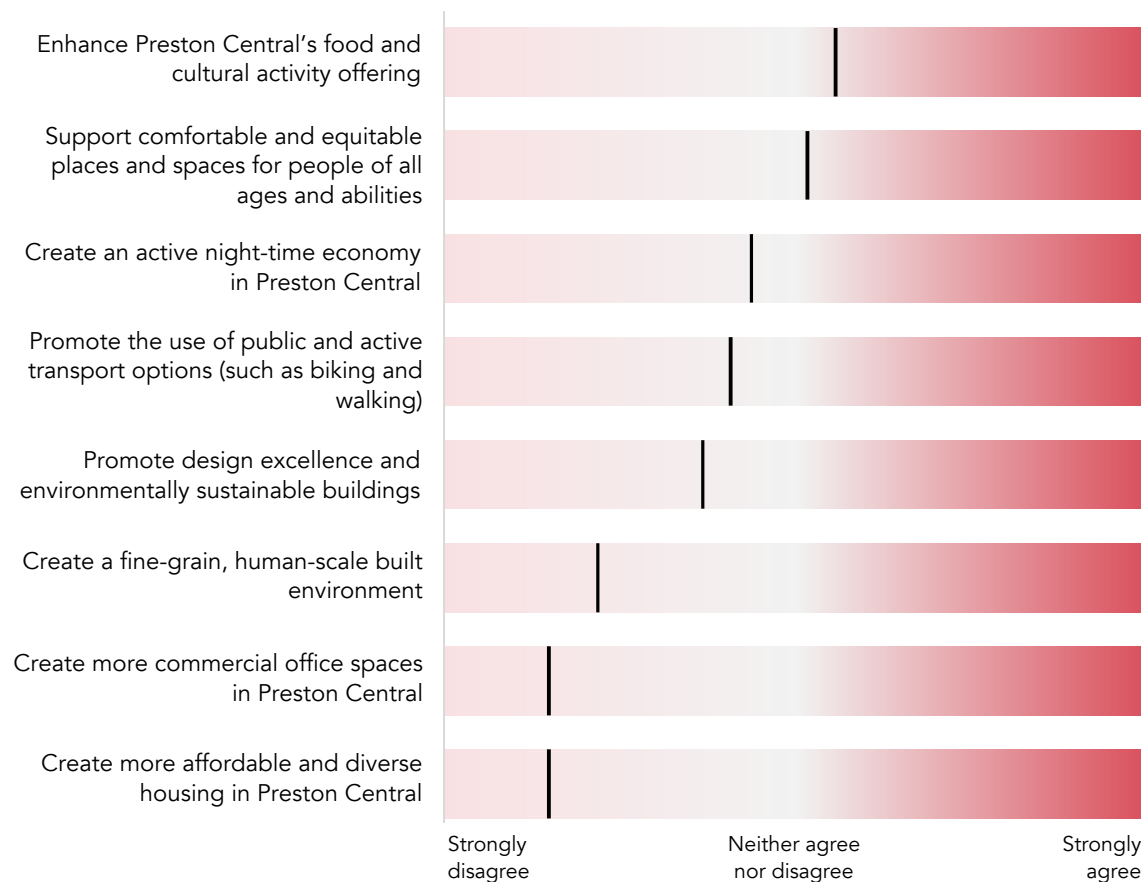


# CALD Community Respondents

## Exploring Strategic Priorities

CALD Community respondents to the YourSay Community Survey Part A indicated their level of agreement with the Strategic Opportunities as follows.

n = 9



### KEY INSIGHTS

Comparison with general community response

More than  
**52%**  
positive  
Score

The CALD community showed some support for "enhancing Preston Central's food and cultural activity offering" and "supporting comfortable and equitable places and spaces for people of all ages and abilities", these priorities scored much lower than amongst the general community.

Less than  
**44%**  
Positive  
score

Overall the CALD community indicated **general disagreement with the strategic opportunities** identified, compared with the general community who indicated general support for most of the strategic priorities.

Less than  
**22%**  
Positive  
score

The CALD community indicated they generally did not agree that "Create a fine-grain, human-scale built environment", "Create more commercial office spaces in Preston Central" and "Create more affordable and diverse housing in Preston Central" were priorities. This generally aligns with the priorities of the general public, however stronger agreement with these priorities were indicated by the general public.



# CALD Community Respondents

## Exploring the Design Strategies

CALD Community respondents to the YourSay Community Survey Part A identified the following Design Strategies as the most important to them.

	CALD participant score
 Streets need to be safe and engaging	(15)
 Buildings need to be good neighbours	(11)
 Buildings need to contribute to the precinct	(8)
 Streets and parks need to stay sunny	(8)
 New developments need to include landscaping that integrates with its surroundings	(7)
 Buildings need to be sustainably designed	(5)

n = 9

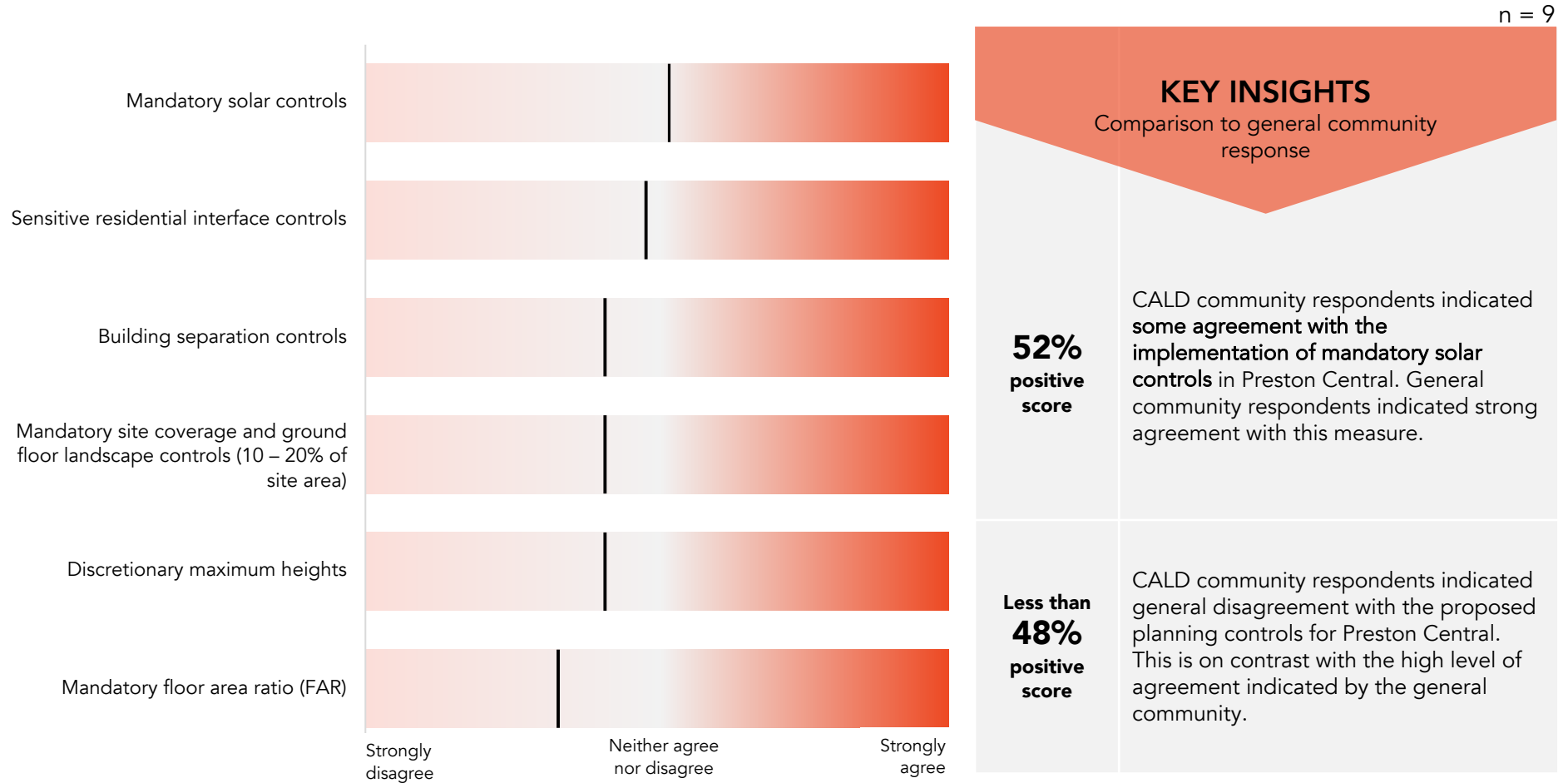
KEY INSIGHTS Comparison with general community response	
55%	CALD community respondents scored "Streets need to be safe and engaging" as the most important to them. This aligns with the top scoring design objective identified by the general community.
Less than 26%	CALD community respondents scored "New developments need to include landscaping that integrates with its surroundings" and "Buildings need to be sustainably designed" at less than 26%, while these two design strategies were ranked second and third respectively by the general community. This indicates that these strategies are <b>not as much of a priority for the CALD community</b> as they are for the general community



# CALD Community Respondents

## Validating the Planning Controls

CALD Community respondents to the YourSay Community Survey Part A indicated their level of agreement with the proposed Planning Controls as follows.



# Data Analysis Notes

Survey questions regarding the proposed Planning Controls, Strategic Opportunities and precinct-level Design Objectives required survey participants to indicate their level of agreement on a 5-point Likert scale. The following approach was used to collate, analyse and visualise the data captured in this Report:

- The numerical value of the community response to each option was calculated using the following formula:

$$(A*B)+(C*D)+(E*F)+(G*H)+(I*J) = I$$

Where:

A = No. community respondents who selected 'Strongly Agree'

B = Numerical value assigned to 'Strongly Agree' option (=2)

C = No. community respondents who selected 'Agree'

D = Numerical value assigned to 'Agree' option (=1)

E = No. community respondents who selected 'Disagree'

F = Numerical value assigned to 'Disagree' option (=-1)

G = No. community respondents who selected 'Strongly Disagree'

H = Numerical value assigned to 'Strongly Disagree' option (=-2)

I = Overall community sentiment score

**Note:** 'Neither Agree nor Disagree' option was assigned a value of 0.

- To plot the overall community sentiment score graphically, the following formula was used to provide a percentage score:

$$(I/J)*100 = K$$

Where:

J = Maximum positive score achievable - total no. of community respondents to question multiplied by value assigned to 'Strongly Agree' option (=2)

K = Overall community sentiment score (%)

**General Community Respondents**



# Testing the Draft Vision

Is there anything missing from the Draft Vision statements that will help to build a better future for Preston Central?



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne



Everyone is welcome here



Preston Central has generous and inviting green and open spaces



The Preston Central community continues to live its values of equality, sustainability and fairness



Preston Central is known and loved



Preston Central's precincts and experiences are spatially and relationally connected and integrated



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

The need for more sustainable transport, reduced on-street car parking, and more public housing.

Preston Central is a place where the community connects, shops and thrives

Walking, cycling and public transport are the preferred modes of transport

Preston Central is the hub for cultural, civic, employment and retail activity in Melbourne's North

Elements missing: diversity, CALD, Aboriginal and Torres Strait Islander People

I think the statements need to highlight the cultural diversity as well acknowledgement of its Aboriginal heritage

The top statement looks incomplete... but I ticked it because it seemed more relevant than some of the others?

The statements seem to be very leading towards a certain "idea" of the Preston you would like to promote rather than ideas for the future

Preston Central supports residents from across Darebin

Preston central should have a pedestrian priority focus and a diverse range of retail and associated amenity

To prepare for future growth, whilst maintaining cultural character & affordability. We don't want to be Brunswick!!

Safety for children

Leave it alone, it's already brilliant. Just do your job and fix up existing infrastructure instead

Preston Central is not coping with growth and increased popularity well.

The connection between the market and high street is dreadful and the market parking is incredibly congested and poorly managed. Similar to the congestion on High St.

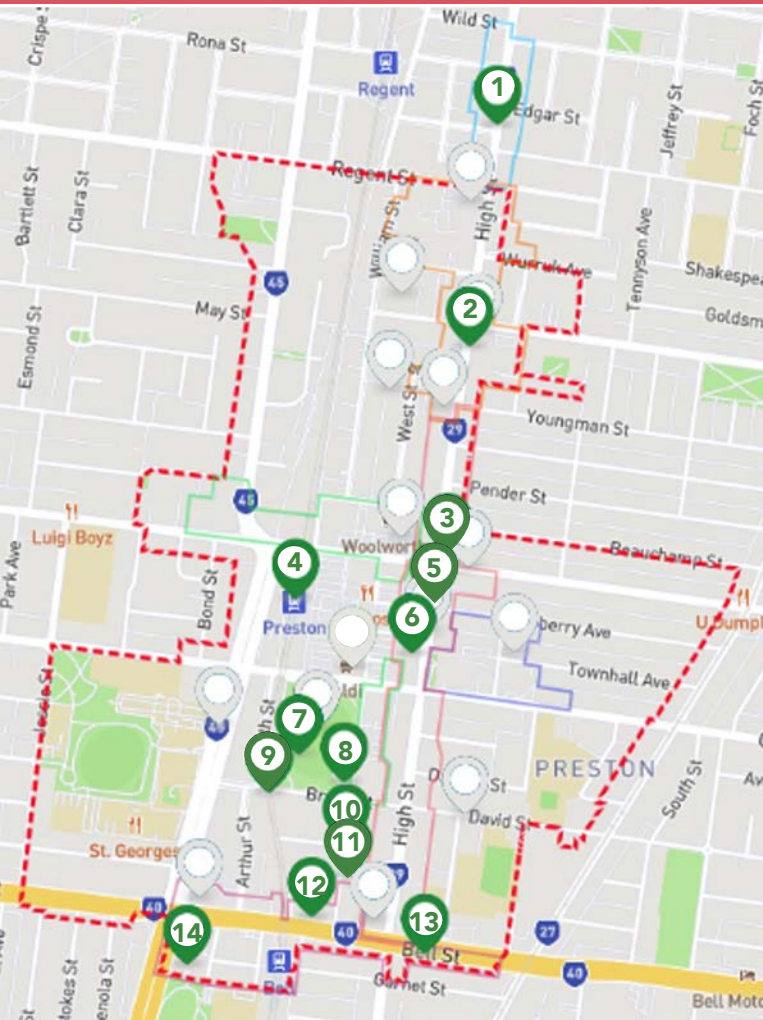




# Exploring Strategic Opportunities

## Spatial Mapping Activity

Respondents to the YourSay Community Survey Part B identified and mapped the following strategic opportunities in Preston Central.



n = 4

1

Maintain as much of the low rise and individual shop '1920s-ness' as possible. Balancing out some of the larger developments that will happen like the corner of Regent etc

2

I would like to see high quality aesthetics applied to this area when the car yards inevitably sell. Affordable and social housing in the mix would be perfect given transport/market proximity. European-style non-stepped frontage please.

3

Could be cool to move goodyear tyres further up and open up the space to be another community area.

4

Looking forward to the Station opening and having a fantastic linear park underneath!

5

I love high street (especially the north of Bell Street) - It's ethnic and culturally diverse, is a place which feels comfortable to navigate and accessible to all. I want greater permeability and accessibility between the north and south of Bell Street, but am also fearful of what gentrification will do the area.

6

Maintain the shops, their diversity in offerings and price points. The 'shoppiness' of High Street is what makes High Street, High Street.

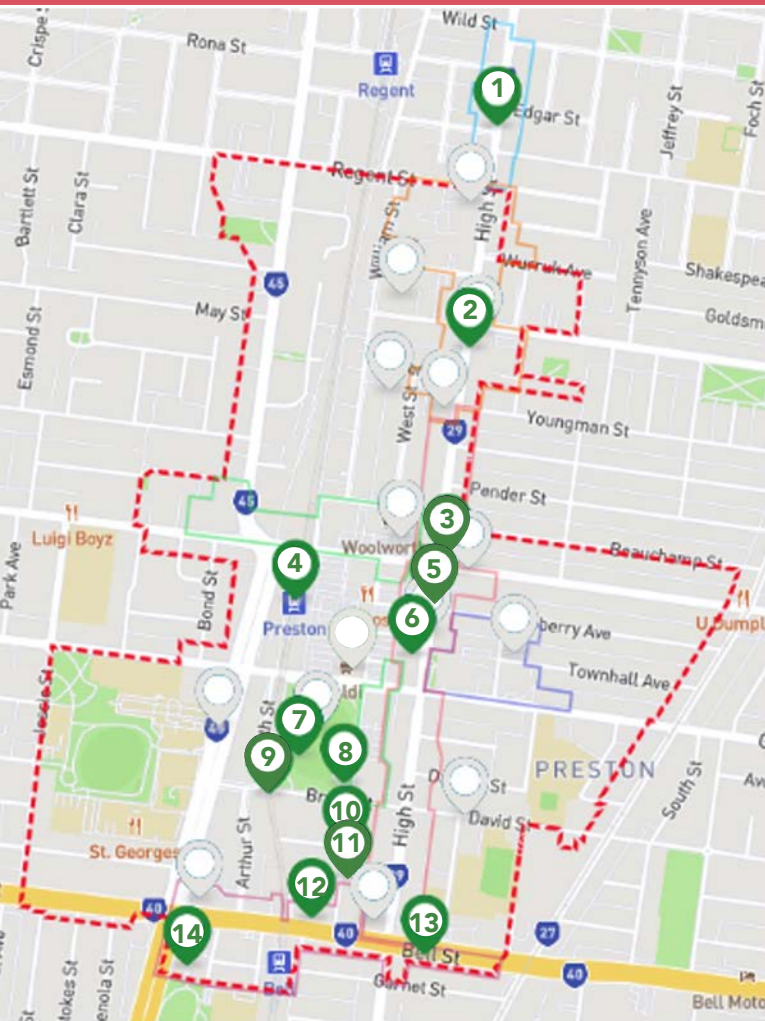




# Exploring Strategic Opportunities

## Spatial Mapping Activity (Cont.)

Respondents to the YourSay Community Survey Part B identified and mapped the following strategic opportunities in Preston Central.



n = 4

7

Consider making the toilets at Zwar Park open to the public. If this is to be Preston's key park, public toilets are a necessity. The playground and oval are great amenities, but no toilets make it very hard to use these to their full extent. Given that toilets are in the clubhouse perhaps council could discuss sharing these amenities?

8

Preston Oval is a fantastic location, right opposite the market yet doesn't feel truly connected to the community. The fencing creates a separation between residents and the park. It's a fantastic park and more permeability would be really cool!

9

Provide opportunities for community involvement in the development of potential spaces underneath the train station. A pick your project sort of thing where there could be a deliberative process for residents to come up with some interesting ideas of things that could exist under the line.

10

Mary Street can feel like a little bit of a rat-run. Consider making it one-way and encouraging use of other thoroughfares or widen the footpath and allow for more space for garden beds or urban greening. Why not go all the way and make it only for local traffic, or put cobble stones down make it different?

11

Unused lots could be opportunities for community spaces such as community gardens and other facilities

12

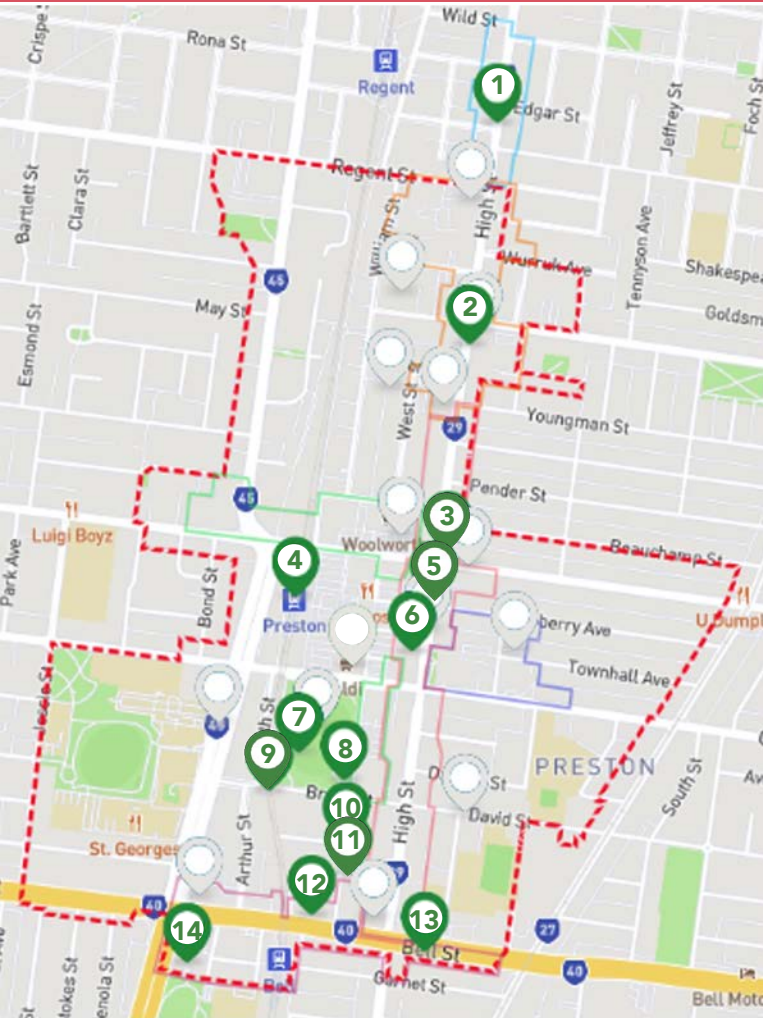
Some vacant sites here that could be used for community projects etc. Not sure what the land use zoning currently is.



# Exploring Strategic Opportunities

## Spatial Mapping Activity (Cont.)

Respondents to the YourSay Community Survey Part B identified and mapped the following strategic opportunities in Preston Central.



n = 4

13

Bell Street is a 60km road, yet still has 3 lanes. Is there an opportunity to reduce the lanes to 2 and provide a linear parkway that could be used for more urban greening, or wider footpaths?

14

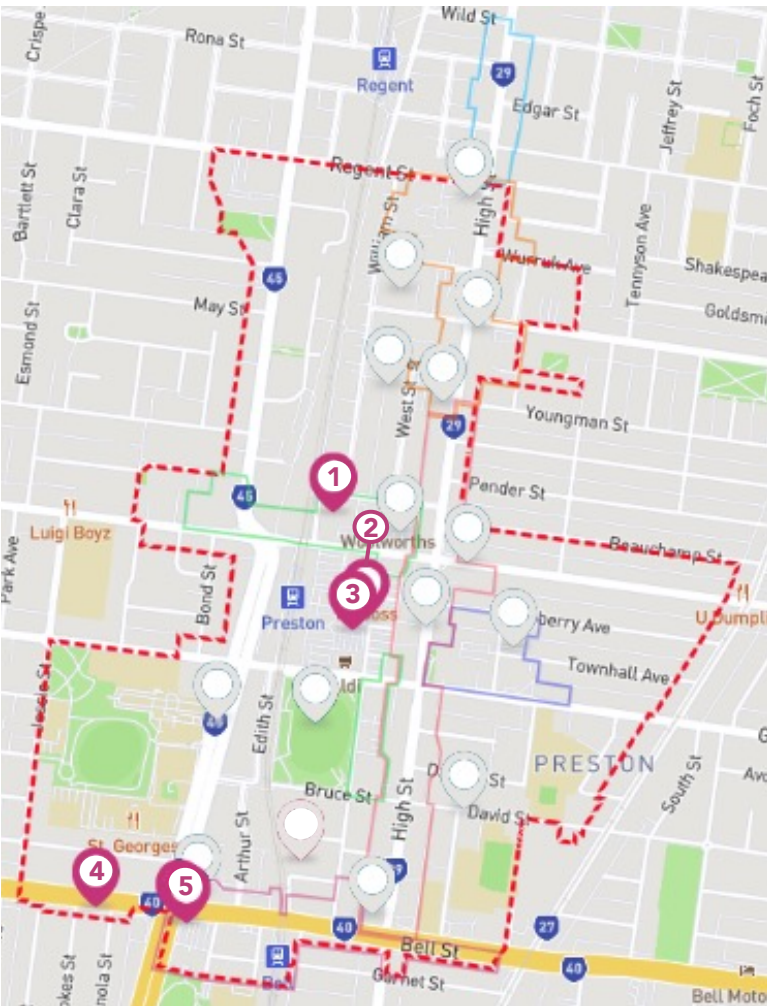
I'd like to see better use of this space. I constantly see shows advertised here that are being held at Northcote Town Hall!



# Exploring Strategic Opportunities

## Spatial Mapping Activity (Cont.)

Respondents to the YourSay Community Survey Part B identified and mapped the following strategic issues in Preston Central.



n = 4

1

Never approve such ugly apartments again please. Can we get an aesthetic advisory board?

2

There is difficulty doing a Preston Central plan with the Preston Market still under contention. It will be hard to achieve many of the strategic outcomes outlined in the draft document if the VPA succeeds in create high rises that will significantly shift the culture, feeling, character, and environment of the site and impact how Preston will look/feel moving forward.

3

You can't divorce Preston market from Preston Central planning. This is the heart of the community and if you want it to be a desirable place for people to live, you need to fight for the things that make this an awesome community.



4

A bin is needed at this bus stop as the McDonald's nearby means a lot of rubbish is dropped at this bus stop.

5

This slip lane doesn't have a safe pedestrian crossing.



Comment upvoted (agreed) by another Community respondent.





# Exploring Strategic Opportunities

Are there any missing opportunities that should be considered to make Preston Central a great place to live, work and visit?



I think being careful with creating more office space in Preston - how that is done is going to be important. How its integrated and balanced with the rest of the economic activity will be critical.

No more bike lanes

Create spaces for not for profits and social welfare organisations like DIVRS to be integrated with the precinct and be accessible and welcoming for all in the community

Redesigning the roads, eg moving the Preston Station bus stop on Murray road to the Preston station carpark, and re-designing right and left turns on high street in order to ease congestion, which in turn boosts economic activities

More green spaces including walking tracks and playgrounds.

Attract high value retail and food/small bars to create a vibrant zone

Leave Preston Market as it is. It's a great place to shop every weekend, go for lunch, meet friends and take guests from interstate. Don't turn it into something soul-less and expensive.

look at a form of rent control for current high street traders to maintain the diversity in offerings and prices for the community

No more apartment blocks.

More diverse eateries currently overwhelming in one direction. Shop fronts are derelict and unkept. Cheap and nasty \$2 shops ruining the shopping environment

Some more green spaces

Rather than just promoting your bike lanes (Greens orientated) and the unsafe public transport (during certain hours of the day), promote activities for all ages, day and night, for rate paying residents. Not all can "bike" around town!



# Exploring Strategic Opportunities (Cont.)

Are there any missing opportunities that should be considered to make Preston Central a great place to live, work and visit?



Please keep the Preston Market as is and care for small business. We don't need more apartments or commercial buildings and stores. Preserve the Preston we know and love

Diversify the retail offering and make it a go to location for strip shopping

Make future developments excellent and environmentally sustainable, so far they are horrendous to look at and live near with poor environmental consideration for surrounding buildings and public spaces. They create wind tunnels and rubbish traps.

Encourage visitors to live sustainably eg support electric cars, shops are sustainable etc

You've ruined "the junction" stop allowing high rise apartments to be developed. There is nothing on the human scale with 12+ storey buildings on High Street

Maintain neighbourly culture; do not over develop to the point of disconnection

Protecting existing shops and restaurants. Not pricing them out of Preston Central

Preston central should promote sustainable living through the creation of community gardens, planting fruit trees, community compost and recycling info/facilities. It should become easier to live sustainably in Preston.

Create safe and educational environments for children

Don't over develop Preston Central, I don't believe the community will support it, and it will also be to the detriment of the area and historic buildings and landscapes

Stop messing with it. Bell Street could use some work

Encourage spaces for cooperative, worker-run businesses.



# Exploring Strategic Opportunities (Cont.)

Are there any missing opportunities that should be considered to make Preston Central a great place to live, work and visit?



What does 'fine-grain' mean?

Create opportunities for local community engagement in shared spaces

More trees and plantings, better way finding, better quality footpaths (it's cheap and dirty). Quicker turnover of parking at the market. Address congestion on High St between Gower and Murray

More opportunities for the creative arts, there are a lot of empty shopfronts that could be used creatively

More bins! Plenty Rd side of High St north of Murray Rd is gross in the morning. Dog spends walk looking for chips and burgers. There's rubbish everywhere.

Lots of empty shops. Don't need more. Do something about filling the existing ones.

Housing developments should be considered for how they meet the needs of the community. They should be affordable, have minimum floor space requirements, have height limitations for apartments and accommodate families.



# Exploring the Design Strategies

Do you have any concerns regarding the proposed design Strategies?



Buildings need to contribute to the precinct



Buildings need to be sustainably designed



Buildings need to integrate landscape



Buildings need to be good neighbours



Streets need to be safe and engaging



Streets and parks need to stay sunny

Any night-time establishments must be protected from people moving in and then complaining about noise and people

A wider scope of heritage overlay controls to maintain as much character as possible. Things as little as paint controls on more recent 60s 70s shopfronts etc. Keep a little more old school Preston in the mix.

New buildings cause parking issues for residents, especially if you are not allowing them to build driveways

Rent increases will ultimately determine if shops stay open. Commercial rents must be ethical and sustainable

I hope there is a good feedback process if any of the Strategies are not met.

Restrictions and rules need to be enforced- too many times "construction requirements/permits" have been overridden, planning dept at fault- needs to be closely monitored.

Although I love Preston, I'm not going to read through 96 pages of superfluous jargon that appears as though it could be interpreted in any way its producer sees fit. This is unreasonable for most people to comment on

New developments are often are overdeveloped regardless of green spaces they try to create

I'm concerned that property developers won't honour this plan. That they will find legal workarounds to create cheap ugly apartment buildings

Not only must buildings be designed for sustainability, people need to see and understand the benefits for it to become an embraced aspect of the area's development

Population control

Buildings should achieve a height and volume which is appropriate to the existing character, and future unknown character.



# Exploring the Design Strategies (Cont.)

Do you have any concerns regarding the proposed design Strategies?



Buildings need to contribute to the precinct



Buildings need to be sustainably designed



Buildings need to integrate landscape



Buildings need to be good neighbours



Streets need to be safe and engaging



Streets and parks need to stay sunny

These Strategies are not mutually exclusive and asking for just 3 is stupid

Proposed building heights are still quite high on residential streets like William St - 4 storeys at the narrowest and busiest part of the road will cause issues. Please consider limiting height to 2 stories here.

Way too much reading of complex language required to participate in this survey

My main concern is how these will be enacted or enforced. I have no faith that developers will do anything other than work to minimise and dilute these principles

Design so there's sunlight in all rooms, enough space in all the rooms, adequate kitchen size, no black roofs, location responsive design (eg shade on west facing windows). No hostile basement ramps.

There needs to be walking access from William Street through to the Preston Market. Walking though the busy Clinch Ave with the carpark and traffic is not a comfortable walking option.

Preston central is too car centric currently. The bike lanes going east to west are missing especially in the central area

The proposed height control map allows for 8 storeys on the High St side of West St. This needs to be changed as it abuts single storey residential property and does not fit with the spirit of the remaining document.

The 'desired future character' is a concern because you seem focused on building giant apartment blocks even though they don't fit the area at all. Feels like you would use this blanket statement to cover many sins in that regard.





# Bell Street Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the Bell Street precinct?



New developments are between eight (8) and ten (10) storeys and respond to the existing character and integrate with the Bell Street station upgrade



New developments transition sensitively to the surrounding residential areas



New developments provide new laneways and more open spaces



Improve the amenity of Bell Street by providing ground floor landscaping at the street interface

Make use of already unused spaces (cnr Bell & High) as open green space

8 to 10 storeys is too tall for that area and will overshadow residential streets behind these big ugly monstrosities

Safety for bikes and more art

The building heights proposed within this survey do not align with the 4 storey and 10 storey recommendations of the Preston Central Built Form Framework.



# Civic Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the Civic precinct?



Deliver developments that are between five (5) and seven (7) storeys that respond to the existing heritage fabric



New developments transition sensitively to the surrounding residential areas



New developments provide new laneways and more open spaces



Deliver a new east-west link through the precinct to better connect with Market and Preston Station

Need to improve the streetscape, lighting and safety

Connectivity with Preston station and Preston Market (a well-designed covered walkway from Preston Station to the Market and Civic precinct would HUGELY improve the area)

Protect the civic center High Street shops. These are the entire visual and social make up of Preston. If we can't save the market, the shops must stay diverse and cheap for the community.

5-7 storeys is far too high for this historic area. It will create overshadowing and congestion. It will ruin the amenity and look of the area, creating a cold dark wind tunnel.

5-7 storeys is too high for this area. Should be 4-6.



# High Street Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the High Street precinct?



New developments are between four (4) and six (6) storeys and reposed to the valued character and heritage buildings on High Street



New developments transition sensitively to the surrounding residential areas



Provide new laneways and more open spaces



Improve the quality of public spaces on High Street through increased landscaping and engaging ground floor designs

Redesign the roads. Providing more off-street parking options (multistorey car park) to remove park cars on the road, re-designing right and left turns to minimise congestion at Preston Central.

Streetscape improvement is long overdue.

Above all else keep the shops - create step backs of a flat European nature and keep the diverse offerings and price points.

Promote a variety of shops, not only Asian

You are repeating questions and the wording of your proposed objectives is clunky and prohibitive.

Four to six storey developments are too large and make the street darker and more enclosed, there are already examples in place.

Increased litter cleanup and policing for businesses and individuals.

Improve traffic flow and encourage pedestrian traffic by providing safer options especially around the market.

Implement mandatory planting of native plants new developments

Not cramped in; spacious and inviting; not congested; still want to drive down High Street

Removing parking will destroy the struggling businesses in this area and limit use of cars necessary on wet and hot days

Limit developments to 3-4 storeys to preserve the light and appearance of High Street. High rise of 4+ storeys are ugly and detract from the area, retail precinct and amenity. They appear dark and cold and windy.



# High Street Precinct Design Objectives (Cont.)

Do you have any further comments or feedback regarding the proposed design objectives for the High Street precinct?



New developments are between four (4) and six (6) storeys and reposed to the valued character and heritage buildings on High Street



New developments transition sensitively to the surrounding residential areas



Provide new laneways and more open spaces



Improve the quality of public spaces on High Street through increased landscaping and engaging ground floor designs

Unless it's green, the extra 3m to the laneway will encourage extra car usage. If we want an electric car we need off street parking and moderate traffic when reversing out of a garage is not ideal.

What's reposed mean?  
Questions are badly worded :(

Accessing the shops and services is a problem with parking on High St and lack of it. Side streets are also an issue with lack of parking around the precinct. please improve the parking spaces.

The proposed street wall requirement to laneways is welcomed.



# High Street North Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the High Street North precinct?



Deliver developments that are between four (4) and six (6) storeys that respond to the existing character and heritage buildings



New developments transition sensitively to the surrounding residential areas



New developments provide new laneways and more open spaces



Improve the quality of public spaces on High Street through increased landscaping and engaging ground floor designs

Maintain the 1920s shops and shoppiness of the Regent precinct. The more European non-stepped frontage is MUCH better, I'm thrilled to see that!! With a little more care we could be the hottest little strip of shops up here :)

Make High Street one lane each way with parking outside shops and houses, divided with garden beds and trees. Provide space for overtaking turning vehicles where applicable.

High Street North is mainly residential, and 4-6 storeys is far too high for the surrounding homes, creating overshadowing, traffic issues, noise.

Art please. Skate park please



# Market Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the Market precinct?



New buildings surrounding the Preston Market are between eight (8) to ten (10) storeys



The height decreases in the west to six (6) storeys to respond sensitively to the residential context west of the railway line



New developments transition sensitively to the surrounding residential areas



Provide a ground floor landscape character at the interface to the Preston Oval



Improve the quality of the public spaces by increasing the width of footpaths on roads with a restricted public realm

Redesign the roads, eg, move the Preston station bus stop on Murray road to the Preston station carpark, and re-design left and right turns on High Street in order to ease congestion, which in turn boosts economic activities

Save the shops, and the fine grain nature of the streets

Improve pedestrian access and safety, reduce car parking

Improve litter control

Create laneway/walking access through the Market Precinct from William Street, a busy walking street. People walk across the railway & down the small cut through lane between the bike path & William Street

Improve accessibility with traffic in Cramer. Murray Rd is subjected to one lane. Even with LXR the traffic still banks up. Two lanes needs to be created on both roads to ease congestion.

The Murray Rd intersection traffic lights need reconfiguring.

Skate park should be here. Save Preston Market too!

10 storeys on Mary Street, opposite Preston Oval is 4 storeys too high.



# Regent Precinct Design Objectives

Do you have any further comments or feedback regarding the proposed design objectives for the Regent precinct?



Deliver developments that are between six (6) and eight (8) storeys that define a new character for the area



New developments transition sensitively to the surrounding residential areas



New developments provide new laneways and more open spaces



Improve the quality of public spaces on High Street through increased landscaping and engaging ground floor designs

Improving streetscape, lighting and safety is utmost important.

Ease congestion

Maintain and protect as many of the little 1920s shops as possible. Less stepped, more European flat front approach to the car yards when they eventually sell, love that! Less big shops to avoid becoming gym alley.

6-8 Storeys is far too high for this precinct, it will detract from Regents beautiful old buildings and homes

6 - 8 storeys is too high for this area. Should be 4-6

An extra 3m laneway means more foot traffic next to my house as well as being overshadowed in winter and overlooked.

There is still the potential for 4, 6 and 8 storeys surrounding our house at 28 West St. You should engage directly with people in our position

Art, skate parks and interconnecting green spaces





# Validating the Planning Controls

Are there any areas not addressed by the planning controls that are important for future development in Preston Central?



Mandatory green space and community contribution fund for developments

Maintain as many of the 1920s shopfronts as possible from Murray up to Wild Street. The 1920s little wonders make the top end of high street what it is.

Parking for residents for where these buildings are being erected

10 stories is far too high.

Off-street private car parking is mentioned, but at what cost to ratepayers?

Street parking will have more time restrictions and possibly the introduction of meter parking on High St. Influx of 1000s of residents, but no parking- not all work in close proximity

This can be easily interpreted any way. I live directly behind a 3 storey development that encroaches over our living space giving us no privacy and has no green space, even though the plans submitted stated it would. Who has accountability?

10 storey buildings don't belong in Preston

Anything more than 4-6 storeys is out of character and an eyesore in this area

Density of buildings in Preston Central. I'd hate to see a bunch of 10 storey apartments ruin the character of Preston Central. Build them somewhere else

Community consultation and consent are essential. The proposed changes to Preston market for example are largely against the wishes of those who live in and use the space.

Traffic flow





# Validating the Planning Controls

Are there any areas not addressed by the planning controls that are important for future development in Preston Central?



Population for local traffic and safety

Discretionary maximum heights should not exceed 4-5 storeys. 10 Storeys is far too high for Preston Central and surrounding areas

Greater landscape area by building area

These are complex concepts to understand for an average person

I like the idea of ground floor landscape controls but often these seem to be 1-2 species of grass with a large pebble mulch. I just wonder if there should be a focus on providing shared communal area instead of just planting something

Overshadowing of solar panels. If we are to be green, solar panels can't be completely overshadowed for 4-6 months of the year, as it currently stands.

Heights should not be discretionary because it encourages developers to go over.

Minimum apartment sizes. You want families to live here then you need to ensure the accommodation available is suitable for families.

# COMMUNITY ENGAGEMENT SUMMARIES

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**Pop-up Events**

# Future Preston Central

## Community Pop-up Event 1

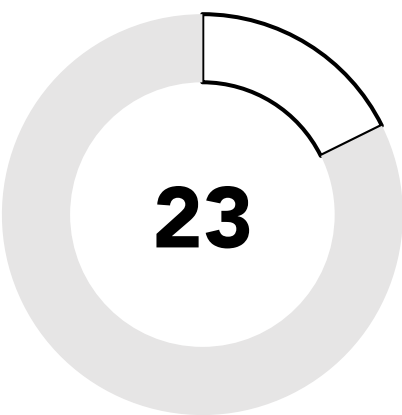
### Engagement Summary

16<sup>th</sup> July 2022  
421 High Street, Preston

# ENGAGEMENT OVERVIEW

## Community Pop-up Event 1

### Number of Community Members Engaged



### Event Details:

#### Date

Saturday, 16<sup>th</sup> July 2022

#### Time

10:00am – 12:00pm

#### Location

421 High Street, Preston

### Target Groups



Preston  
Central  
Users



Residents

# ENGAGEMENT OVERVIEW:

## Community Pop-up Event 1 Participant Demographics

n = 4



### Age group

17 and under .....	0%
18 to 24 years .....	0%
<b>25 to 34 years .....</b>	<b>0%</b>
35 to 49 years .....	0%
<b>50 to 59 years .....</b>	<b>50%</b>
60 to 69 years .....	0%
<b>70 to 84 years .....</b>	<b>0%</b>
85 and over .....	25%
Prefer not to say .....	25%



### Gender

Female .....	25%
Male .....	50%
<b>Self-identified .....</b>	<b>0%</b>
Prefer not to identify .....	25%



### Main connection to the City of Darebin

<b>Live .....</b>	<b>75%</b>
Work .....	0%
<b>Visit .....</b>	<b>0%</b>
Own a Business .....	0%
<b>Study.....</b>	<b>0%</b>
Prefer not to say .....	25%



### Cultural + linguistic diversity

Language other than English spoken at home .....	25%
Speak English only .....	50%
Prefer not to say .....	25%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander .....	0%
Do not identify as Aboriginal or Torres Strait Islander .....	75%
Prefer not to identify .....	25%



### Respondents with a disability

Respondents with a disability .....	0%
Respondents without a disability .....	75%
Prefer not to identify .....	25%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of the pop-up activities and a reluctance on behalf of participants to provide personalized information, not all participants have provided this information



# Testing the Draft Vision

Community Pop-up Event 1

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection

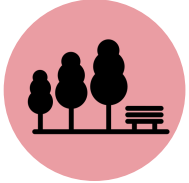









	Preston Central has generous and inviting green and open spaces	(3)
	Preston Central is known and loved	(2)
	Everyone is welcome here	(2)
	Preston Central's precincts and experiences are spatially and relationally connected and integrated	(1)
	Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne	(1)
	The Preston Central community continues to live its values of equality, sustainability and fairness	(0)
	Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way	(0)



# Exploring Strategic Opportunities

Community Pop-up Event 1

## What IS working well in Preston Central?

 6x  <b>Public Spaces</b>	 3x  <b>Housing</b>	 3x  <b>Retail</b>	 1x  <b>Character and Identity</b>
 <b>Education</b>	 <b>Carparking</b>	 <b>Creative and Cultural</b>	 <b>Built Form</b>
 <b>Offices</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection





# Exploring Strategic Opportunities

Community Pop-up Event 1



## Community participants provided the following feedback on the Strategic Opportunities...

Deliver on the promise of providing a % of new developments to affordable housing

We need more affordable housing of good quality.

Incentivise developers to provide a % of social and affordable housing to address

High St North needs more retail/cafes while maintaining residential character and create character and community feeling.

More (new) nice cafes, especially in central High Street area.

Better integration between the Market and High Street is needed.

The unique character of Preston is important. I love how multicultural it is.

Green spaces balance out development (housing) and is needed for good quality of life and wellbeing.

Bring more people in - maintain the market, keep Preston Market as is.

Develop the existing public spaces and make them more people friendly.

Create an open access food library.

I'd like to see park spaces designed for all abilities

Food tree and community gardens open for all to harvest, especially homeless people.
















The multicultural identity of High Street (especially towards the north end) is important and should be celebrated / catered for / highlighted



# Exploring Strategic Opportunities

Community Pop-up Event 1

## What ISN'T working well in Preston Central?

 2x  <b>Housing</b>	 2x  <b>Built Form</b>	 1x  <b>Carparking</b>	 <b>Creative and Cultural</b>
 <b>Education</b>	 <b>Retail</b>	 <b>Character and Identity</b>	 <b>Offices</b>
 <b>Public Spaces</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection



# Exploring Strategic Opportunities

Community Pop-up Event 1



Community participants provided the following feedback on the Strategic Issues...

We need more public toilets.

Development is necessary but apartment blocks take away the character and community feel. New development need to provide a good quality of life.

It would be good to fix footpaths and keep them maintained. The way they are now is not good for the elderly, disabled etc.

Development that is profit driven not people driven.

Mary Street (next to the Cramer Hotel/Market) needs area traffic signage for access. Currently it's under one way street signs and creates a bottle neck

Developers are taking shortcuts and taking advantage.

# Future Preston Central

## Melbourne Polytechnic Pop-up Event Engagement Summary

25<sup>th</sup> July 2022

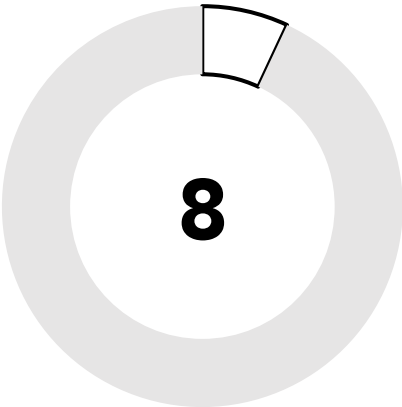
Melbourne Polytechnic Preston Campus

# ENGAGEMENT OVERVIEW

## Melbourne Polytechnic Pop-up Event

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### Number of Community Members Engaged



### Event Details:

#### Date

Monday, 25<sup>th</sup> July 2022

#### Time

12:00pm – 1:00pm

#### Location

Melbourne Polytechnic Preston Campus

### Target Groups



Preston  
Central  
Users



Students  
and Youth



People with  
Disabilities

# ENGAGEMENT OVERVIEW:

## Melbourne Polytechnic Pop-up Event Participant Demographics

n = 8



### Age group

17 and under .....	0%
18 to 24 years .....	50%
<b>25 to 34 years .....</b>	<b>25%</b>
35 to 49 years .....	13%
<b>50 to 59 years .....</b>	<b>13%</b>
60 to 69 years .....	0%
<b>70 to 84 years .....</b>	<b>0%</b>
85 and over .....	0%
Prefer not to say .....	0%



### Gender

Female .....	50%
Male .....	50%
<b>Self-identified .....</b>	<b>0%</b>
Prefer not to identify .....	0%



### Main connection to the City of Darebin

<b>Live .....</b>	<b>25%</b>
Work .....	13%
<b>Visit .....</b>	<b>0%</b>
Own a Business .....	0%
<b>Study.....</b>	<b>63%</b>
Prefer not to say .....	0%



### Cultural + linguistic diversity

Language other than English spoken at home .....	25%
Speak English only .....	75%
Prefer not to say .....	0%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander .....	0%
Do not identify as Aboriginal or Torres Strait Islander .....	100%
Prefer not to identify .....	0%



### Respondents with a disability

Respondents with a disability .....	13%
Respondents without a disability .....	87%
Prefer not to identify .....	0%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of the pop-up activities and a reluctance on behalf of participants to provide personalized information, not all participants have provided this information



# Testing the Draft Vision

Melbourne Polytechnic Pop-up Event

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection



The Preston Central community continues to live its values of equality, sustainability and fairness

(6)



Preston Central has generous and inviting green and open spaces

(4)



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(1)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(1)



Preston Central is known and loved

(0)



Everyone is welcome here

(0)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way








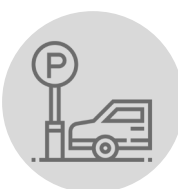






(0)



# Exploring Strategic Opportunities

Melbourne Polytechnic Pop-up Event

## What IS working well in Preston Central?

 1x  <b>Retail</b>	 1x  <b>Creative and Cultural</b>	 <b>Housing</b>	 <b>Offices</b>
 <b>Education</b>	 <b>Carparking</b>	 <b>Character and Identity</b>	 <b>Built Form</b>
 <b>Public Spaces</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection





# Exploring Strategic Opportunities

Melbourne Polytechnic Pop-up Event



Community participants provided the following feedback on the Strategic Opportunities...

Fold the clothes,  
hang the clothes.

*(It's important to  
keep the places  
we live neat and  
tidy)*

All the shops are  
small, but its ok.

Upgrade a space  
for community  
that shows the  
beauty of  
Preston.

Less carparks,  
more green  
spaces for  
community.





We want our city  
to look beautiful.  
Upgrade all  
buildings.



# Exploring Strategic Opportunities

Melbourne Polytechnic Pop-up Event

## What ISN'T working well in Preston Central?

 1x  <b>Carparking</b>	 <b>Offices</b>	 <b>Retail</b>	 <b>Creative and Cultural</b>
 <b>Education</b>	 <b>Housing</b>	 <b>Character and Identity</b>	 <b>Built Form</b>
 <b>Public Spaces</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection



# Exploring Strategic Opportunities

Melbourne Polytechnic Pop-up Event



Community participants provided the following feedback on the Strategic Issues...

Less carparks, more  
green spaces for  
community



# Feedback on the Built Form Framework

Melbourne Polytechnic Pop-up Event



Community participants provided the following feedback on Built Form Framework...

Preston is a busy place. Build a decent place, community place

The train station is beautiful, more of Preston should be like that.

Building is not representative of the community.

I would like to make Preston much better and open space.

# Future Preston Central

## Library Pop-up Event Engagement Summary

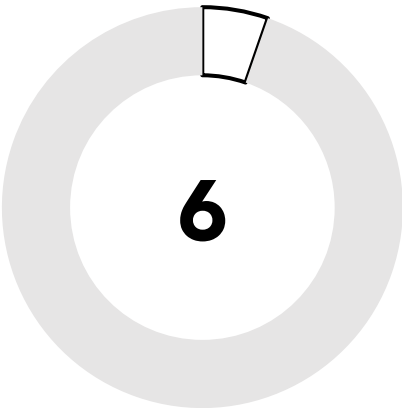
26<sup>th</sup> July 2022

Preston Library, 266 Gower Street

# ENGAGEMENT OVERVIEW

## Library Pop-up Event

### Number of Community Members Engaged



### Event Details:

#### Date

Tuesday, 26<sup>th</sup> July 2022

#### Time

11:00am – 12:00pm

#### Location

Preston Library, 266 Gower Street, Preston

### Target Groups



Preston  
Central  
Users



Residents



Older  
Adults



People with  
Disabilities

# ENGAGEMENT OVERVIEW:

## Library Pop-up Event Participant Demographics

n = 6



### Age group

17 and under	0%
18 to 24 years	17%
25 to 34 years	33%
35 to 49 years	33%
50 to 59 years	17%
60 to 69 years	0%
70 to 84 years	0%
85 and over	0%
Prefer not to say	0%



### Gender

Female	83%
Male	7%
Self-identified	0%
Prefer not to identify	0%



### Main connection to the City of Darebin

Live	50%
Work	17%
Visit	0%
Own a Business	0%
Study	33%
Prefer not to say	0%



### Cultural + linguistic diversity

Language other than English spoken at home	0%
Speak English only	100%
Prefer not to say	0%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander	0%
Do not identify as Aboriginal or Torres Strait Islander	100%
Prefer not to identify	0%



### Respondents with a disability

Respondents with a disability	17%
Respondents without a disability	67%
Prefer not to identify	17%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of the pop-up activities and a reluctance on behalf of participants to provide personalized information, not all participants have provided this information



# Testing the Draft Vision

Library Pop-up Event

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection



Everyone is welcome here

(2)



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(1)



Preston Central has generous and inviting green and open spaces

(1)



The Preston Central community continues to live its values of equality, sustainability and fairness

(1)



Preston Central is known and loved

(1)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(1)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

(1)





# Testing the Draft Vision

Library Pop-up Event

Community participants provided the following feedback on the draft vision.



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne



Everyone is welcome here



Preston Central has generous and inviting green and open spaces



The Preston Central community continues to live its values of equality, sustainability and fairness



Preston Central is known and loved



Preston Central's precincts and experiences are spatially and relationally connected and integrated



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

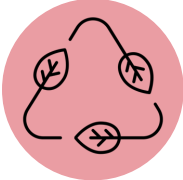
















I would like to see all of the statements made relevant.



# Exploring Strategic Opportunities

Library Pop-up Event

## What IS working well in Preston Central?

 2x  <b>Sustainability</b>	 1x  <b>Open Spaces</b>	 1x  <b>Retail</b>	 1x  <b>Creative and Cultural</b>
 1x  <b>Public Spaces</b>	 <b>Carparking</b>	 <b>Character and Identity</b>	 <b>Built Form</b>
 <b>Education</b>	 <b>Offices</b>	 <b>Housing</b>	 <b>Transport</b> (Access and Movement)







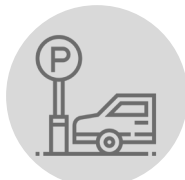






 Participant selection



# Exploring Strategic Opportunities

Library Pop-up Event

## What ISN'T working well in Preston Central?

 1x  <b>Open Spaces</b>	 <b>Offices</b>	 <b>Retail</b>	 <b>Creative and Cultural</b>
 <b>Education</b>	 <b>Carparking</b>	 <b>Character and Identity</b>	 <b>Built Form</b>
 <b>Public Spaces</b>	 <b>Housing</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)



Participant selection



# Feedback on the Built Form Framework

Library Pop-up Event



Community participants provided the following feedback on Built Form Framework...

Corridor  
development is  
okay, keep multi  
story out of  
neighbourhoods

All developments  
to include social  
housing.

# Future Preston Central

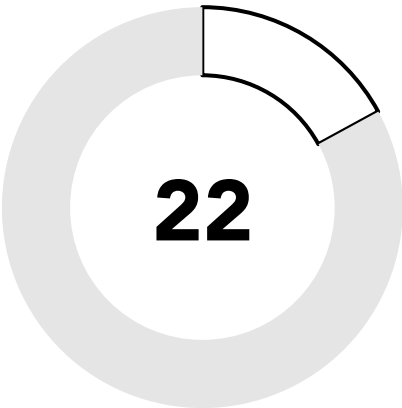
## Traders Pop-up Event Engagement Summary

26<sup>th</sup> July 2022  
421 High Street, Preston

# ENGAGEMENT OVERVIEW

## Traders Pop-up Event

### Number of Community Members Engaged



### Event Details:

#### Date

Tuesday, 26<sup>th</sup> July 2022

#### Time

3:30pm – 5:30pm

#### Location

421 High Street, Preston

### Target Groups



Preston  
Central  
Users



Businesses  
and Traders

# ENGAGEMENT OVERVIEW:

## Traders Pop-up Event Participant Demographics

n = 21



### Age group

17 and under	0%
18 to 24 years	14%
25 to 34 years	38%
35 to 49 years	29%
50 to 59 years	14%
60 to 69 years	5%
70 to 84 years	0%
85 and over	0%
Prefer not to say	0%



### Gender

Female	33%
Male	67%
Self-identified	0%
Prefer not to identify	0%



### Main connection to the City of Darebin

Live	0%
Work	67%
Visit	0%
Own a Business	33%
Study	0%
Prefer not to say	0%



### Cultural + linguistic diversity

Language other than English spoken at home	52%
Speak English only	14%
Prefer not to say	0%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander	0%
Do not identify as Aboriginal or Torres Strait Islander	100%
Prefer not to identify	0%



### Respondents with a disability

Respondents with a disability	0%
Respondents without a disability	95%
Prefer not to identify	5%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of the pop-up activities and a reluctance on behalf of participants to provide personalized information, not all participants have provided this information





# Testing the Draft Vision

Traders Pop-up Event

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(7)



Preston Central is known and loved

(4)



Everyone is welcome here

(3)



Preston Central has generous and inviting green and open spaces

(3)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(3)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

(3)



The Preston Central community continues to live its values of equality, sustainability and fairness

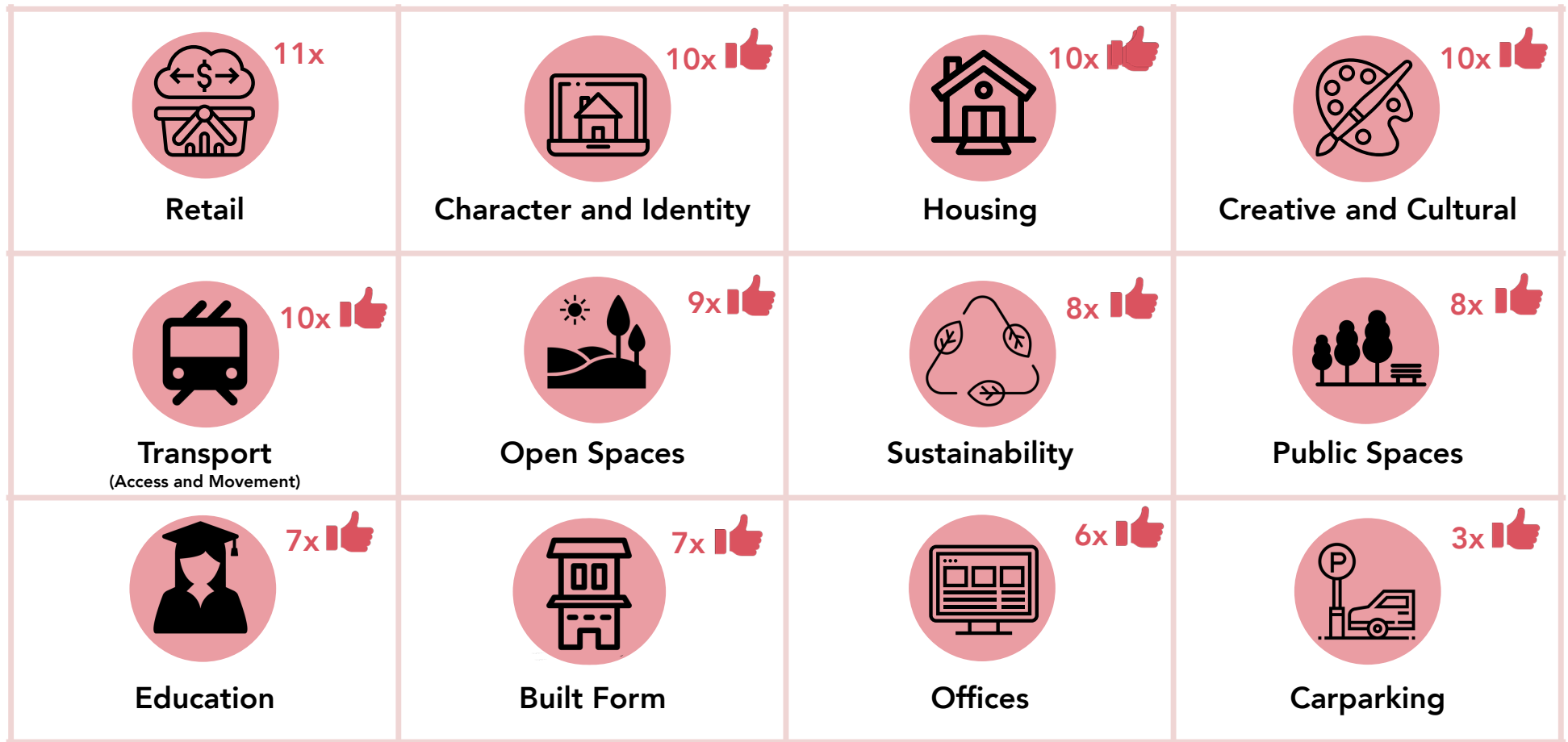
(2)



# Exploring Strategic Opportunities

Traders Pop-up Event

## What IS working well in Preston Central?



 Participant selection



# Exploring Strategic Opportunities

Traders Pop-up Event



Community participants provided the following feedback on the Strategic Opportunities...

Build public housing, but control the growth and support the growth of the population.

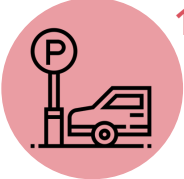









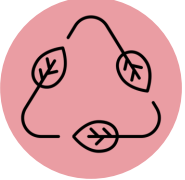













Penders Park is beautiful. It was good before and better now.



# Exploring Strategic Opportunities

Traders Pop-up Event

## What ISN'T working well in Preston Central?

 11x  Carparking	 7x  Offices	 7x  Built Form	 5x  Public Spaces
 5x  Education	 5x  Sustainability	 4x  Open Spaces	 3x  Retail
 3x  Creative and Cultural	 3x  Transport (Access and Movement)	 2x  Housing	 2x  Character and Identity

 Participant selection



# Exploring Strategic Opportunities

Traders Pop-up Event



Community participants provided the following feedback on the Strategic Issues...

The overall feel of the place is not the same. Three houses where their used to be one.

Covid put people under pressure

There is no more parking on my street.

Small local shops are closing. It's a place for people to meet.

Traffic is intense, takes too long and is very congested. Traffic lights are not well sequenced.

Not enough parking around Bell Street.

High rise development has gone too far.

Speed limit is ridiculous and there are too many speed bumps, they wreck my car



# Feedback on the Built Form Framework

Traders Pop-up Event



Community participants provided the following feedback on Built Form Framework...

Retain heritage buildings.

Buildings need to be harmonious with each other.

Control the growth of Preston to make it livable.

Business needs to have available car parking. You can make it beautiful but retail will go elsewhere.

Safety is more important and bike zones.

The designs of housing or apartments are disgusting, no style.

As a local business that relies on traffic coming from the Preston Market, it would be disappointing to see it go.

# Future Preston Central

## Community Pop-up Events 2 + 3

### Engagement Summary

27<sup>th</sup> July 2022

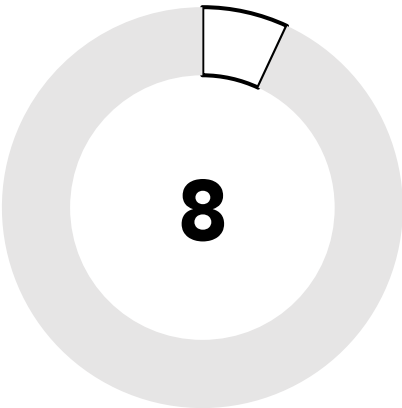
Bridge Darebin, 218 High Street, Preston



# ENGAGEMENT OVERVIEW

## Community Pop-up Events 2 + 3

### Number of Community Members Engaged



### Event Details:

#### Date

Wednesday, 27<sup>th</sup> July 2022

#### Time

Session 1: 10:00am – 12:00pm

Session 2: 2:30pm – 3:30pm

#### Location

Bridge Darebin, 218 High Street, Preston

### Target Groups



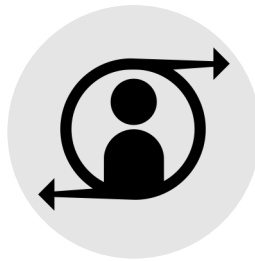
CALD  
Community  
Members



Older  
Adults



Residents



Preston  
Central  
Users

# ENGAGEMENT OVERVIEW:

## Community Pop-up Events 2 + 3 Participant Demographics

n = 6



### Age group

17 and under .....	0%
18 to 24 years .....	17%
<b>25 to 34 years .....</b>	<b>33%</b>
35 to 49 years .....	33%
<b>50 to 59 years .....</b>	<b>17%</b>
60 to 69 years .....	0%
<b>70 to 84 years .....</b>	<b>0%</b>
85 and over .....	0%
Prefer not to say .....	0%



### Gender

Female .....	83%
Male .....	17%
<b>Self-identified .....</b>	<b>0%</b>
Prefer not to identify .....	0%



### Main connection to the City of Darebin

<b>Live .....</b>	<b>50%</b>
Work .....	1%
<b>Visit .....</b>	<b>0%</b>
Own a Business .....	0%
<b>Study.....</b>	<b>2%</b>
Prefer not to say .....	0%



### Cultural + linguistic diversity

Language other than English spoken at home .....	0%
Speak English only .....	100%
Prefer not to say .....	0%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander .....	0%
Do not identify as Aboriginal or Torres Strait Islander .....	100%
Prefer not to identify .....	0%



### Respondents with a disability

<b>Respondents with a disability .....</b>	<b>17%</b>
Respondents without a disability .....	67%
<b>Prefer not to identify .....</b>	<b>17%</b>

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of pop-up activities, not all participants may have provided this information



# Testing the Draft Vision

Community Pop-up Events 2 + 3

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection








	Preston Central has generous and inviting green and open spaces	(3)
	Everyone is welcome here	(2)
	Preston Central is known and loved	(2)
	Preston Central's precincts and experiences are spatially and relationally connected and integrated	(1)
	Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne	(1)
	The Preston Central community continues to live its values of equality, sustainability and fairness	(0)
	Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way	(0)



# Exploring Strategic Opportunities

Community Pop-up Events 2 + 3

## What IS working well in Preston Central?

 6x  <b>Public Spaces</b>	 3x  <b>Housing</b>	 3x  <b>Retail</b>	 1x  <b>Character and Identity</b>
 <b>Built Form</b>	 <b>Carparking</b>	 <b>Offices</b>	 <b>Education</b>
 <b>Creative and Cultural</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection



# Exploring Strategic Opportunities

Community Pop-up Events 2 + 3



## Community participants provided the following feedback on the Strategic Opportunities...

Deliver on the promise of providing a % of new developments to affordable housing

Provide affordable housing of good quality.

Incentivise developers to provide a % of social and affordable housing

High St North needs more retail/cafes to create a community feeling while maintaining residential character

More (new) nice cafes, especially in the central High Street area

Better integration between the Preston Market and High Street

The unique character of Preston is important. I love how multicultural it is.

Public spaces balance out development (housing) and is needed for good quality of life and wellbeing.

Bring more people in and maintain the Preston Market as is

More public toilets are needed

Develop the existing public spaces to make them more people friendly.

I'd love to see food trees and community gardens open for all to harvest - especially homeless people.

Create a food library and all abilities park spaces.
















The multicultural identity of High Street (especially towards the north end) is important. It should be celebrated/catered for/highlighted.



# Exploring Strategic Opportunities

Community Pop-up Events 2 + 3

## What ISN'T working well in Preston Central?

 2x  <b>Housing</b>	 2x  <b>Built Form</b>	 1x  <b>Car Parking</b>	 <b>Creative and Cultural</b>
 <b>Education</b>	 <b>Offices</b>	 <b>Character and Identity</b>	 <b>Retail</b>
 <b>Public Spaces</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>	 <b>Transport</b> (Access and Movement)

 Participant selection



# Exploring Strategic Opportunities

Community Pop-up Events 2 + 3



Community participants provided the following feedback on the Strategic Issues...

Development is necessary, but apartment blocks take away the character and community feel.

New developments need to provide a good quality of life for residents.

It would be good to fix foot paths and keep them maintained. The way they are now is not good for the elderly and disabled

Developments are profit driven, not people driven.

Mary St - next to the Cramer Hotel / Markets) needs traffic signage for access. It's currently a one-way street and creates a bottle neck

Developers are taking shortcuts and taking advantage.

**Community Workshops**



# Future Preston Central

## Online Community Workshop

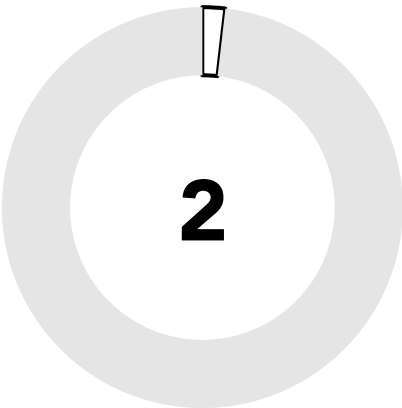
### Engagement Summary

28<sup>th</sup> July 2022  
Online

# ENGAGEMENT OVERVIEW

## Online Community Workshop

### Number of Community Members Engaged



### Event Details:

#### Date

Thursday, 28th July 2022

#### Time

6:30pm – 7:30pm

#### Location

Online

### Target Groups



Preston  
Central  
Users



Residents

# ENGAGEMENT OVERVIEW:

## Online Community Workshop Participant Demographics

n = 2



Age group

17 and under	0%
18 to 24 years	0%
25 to 34 years	50%
35 to 49 years	50%
50 to 59 years	0%
60 to 69 years	0%
70 to 84 years	0%
85 and over	0%
Prefer not to say	0%



Gender

Female	50%
Male	50%
Self-identified	0%
Prefer not to identify	0%



Main connection to the City of Darebin

Live	100%
Work	0%
Visit	0%
Own a Business	0%
Study	0%
Prefer not to say	0%



Cultural + linguistic diversity

Language other than English spoken at home	0%
Speak English only	100%
Prefer not to say	0%



Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander	0%
Do not identify as Aboriginal or Torres Strait Islander	100%
Prefer not to identify	0%



Respondents with a disability

Respondents with a disability	0%
Respondents without a disability	100%
Prefer not to identify	0%



# Testing the Draft Vision

Online Community Workshop

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection



Everyone is welcome here

(2)



Preston Central has generous and inviting green and open spaces

(2)



The Preston Central community continues to live its values of equality, sustainability and fairness

(2)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

(2)



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(1)



Preston Central is known and loved

(1)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(1)



# Testing the Draft Vision

Online Community Workshop



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne



Everyone is welcome here



Preston Central has generous and inviting green and open spaces



The Preston Central community continues to live its values of equality, sustainability and fairness



Preston Central is known and loved



Preston Central's precincts and experiences are spatially and relationally connected and integrated



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

Community participants provided the following feedback on the draft vision.

Diversity is important, it creates a more well-rounded community

More could be said about housing in the vision, for example, for every new development there is public housing provided that brings people into the community. That way, we avoid losing the culture and people that already live here.




















I'd like to see a town square created, where people can gather, share ideas and put on shows, etc.



# Exploring Strategic Opportunities

Online Community Workshop

## What IS working well in Preston Central?

 2x  <b>Creative and Cultural</b>	 2x  <b>Character and Identity</b>	 2x  <b>Sustainability</b>	 2x  <b>Transport</b> (Access and Movement)
 1x  <b>Retail</b>	 1x  <b>Public Spaces</b>	 1x  <b>Open Spaces</b>	 <b>Housing</b>
 <b>Offices</b>	 <b>Education</b>	 <b>Carparking</b>	 <b>Built Form</b>

 Participant selection



# Exploring Strategic Opportunities

Online Community Workshop

Community participants provided the following feedback on the Strategic Opportunities...



The food in  
Preston Central is  
great!

Town Hall is  
distinct

High Street is  
quite unique



The new train  
station is distinct  
and quite pretty



# Exploring Strategic Opportunities

Online Community Workshop

## What ISN'T working well in Preston Central?

 2x  Housing	 1x  Retail	 1x  Carparking	 1x  Built Form
 Offices	 Creative and Cultural	 Education	 Character and Identity
 Public Spaces	 Open Spaces	 Sustainability	 Transport (Access and Movement)

 Participant selection





# Exploring Strategic Opportunities

Online Community Workshop



Community participants provided the following feedback on the Strategic Issues...

I have concerns around the height of new developments. They should blend in with the current character of Preston Central

Housing is very expensive and rents are high in the area. I'd like to see more investment in good quality, high-density public housing to ensure access and affordability is maintained

There are a lot of empty retail spaces and, from my experience, the conditions for workers in the hospitality industry aren't great. I'd like to see the existing retail spaces full before more are built

There are a lot of beautiful old buildings here, but new buildings aren't necessarily sustainable enough. We need better building design for housing and civic buildings



# Feedback on the Built Form Framework

Online Community Workshop



Community participants provided the following feedback on Built Form Framework...

I'd love to see noise pollution considered as part of the planning controls

Building heights should be sympathetic to the buildings currently here to maintain the character of the place.

Keep Preston Central green and safe

# Future Preston Central

## Vietnamese Seniors Workshop

### Engagement Summary

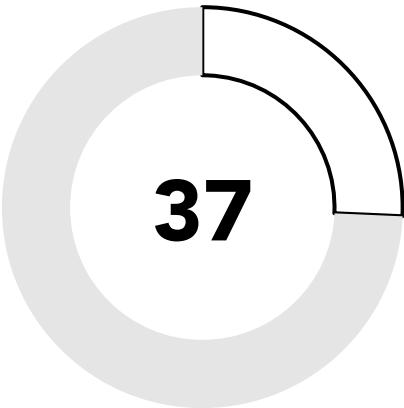
5<sup>th</sup> August 2022

Darebin Intercultural Centre, 59A Rosebury Avenue, Preston

# ENGAGEMENT OVERVIEW

## Vietnamese Seniors Workshop

### Number of Community Members Engaged



### Event Details:

#### Date

Friday, 5th August 2022

#### Location

Darebin Intercultural Centre, 59A Rosebury Avenue, Preston

### Target Groups



CALD  
Community  
Members



Older  
Adults

# ENGAGEMENT OVERVIEW:

## Vietnamese Seniors Workshop Participant Demographics

n = 26



### Age group

Under 15 years	0%
16 to 19 years	0%
20 to 24 years	0%
25 to 34 years	0%
34 to 44 years	0%
45 to 54 years	0%
55 to 64 years	23%
65 to 74 years	50%
75 and over	27%
Prefer not to say	0%



### Gender

Female	85%
Male	15%
Self-identified	0%
Prefer not to identify	0%



### Main connection to the City of Darebin\*

Live	65%
Work	0%
Visit	27%
Own a Business	0%
Study	8%
Prefer not to say	4%



### Cultural + linguistic diversity

Language other than English spoken at home	100%
Speak English only	0%
Prefer not to say	0%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander	4%
Do not identify as Aboriginal or Torres Strait Islander	85%
Prefer not to identify	12%



### Respondents with a disability

Respondents with a disability	15%
Respondents without a disability	81%
Prefer not to identify	4%











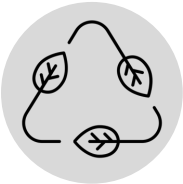






\*Respondents able to select all options that apply to them.



# Exploring Strategic Opportunities

Vietnamese Seniors Workshop

## What IS working well in Preston Central?

 Creative and Cultural 2x 	 Character and Identity 1x 	 Retail 1x 	 Public Spaces 1x 
 Open Spaces 1x 	 Sustainability	 Transport (Access and Movement)	 Housing
 Offices	 Education	 Carparking	 Built Form

 Participant selection



# Exploring Strategic Opportunities

Vietnamese Seniors Workshop



Community participants provided the following feedback on the Strategic Opportunities...

Lots of shops

The library is very good

There is a strong Vietnamese community here which is reflected in the retail offering

There are lots of services here, the market, offices, post office and police station

The footpaths are very good but the roads sometimes need cleaning

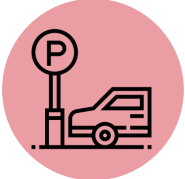















I like David Park, especially the exercise equipment



# Exploring Strategic Opportunities

Vietnamese Seniors Workshop

## What ISN'T working well in Preston Central?

 2x  <b>Carparking</b>	 1x  <b>Education</b>	 1x  <b>Public Spaces</b>	 1x  <b>Transport</b> (Access and Movement)
 <b>Housing</b>	 <b>Offices</b>	 <b>Retail</b>	 <b>Creative and Cultural</b>
 <b>Built Form</b>	 <b>Character and Identity</b>	 <b>Open Spaces</b>	 <b>Sustainability</b>

 Participant selection





# Exploring Strategic Opportunities

Vietnamese Seniors Workshop



Community participants provided the following feedback on the Strategic Issues...

There need to be more childcare centres and primary schools in the area so young people don't need to walk so far

Car parking is hard

I live on Murray Road and people are always parking in front of my house, which means I have no where to park

Reservoir swimming pool needs to be upgraded, it's too old and too small

We need more transport options to enable people to get here. It's particularly hard in winter and summer if you don't drive.

I would like to see a shuttle bus provided for elderly people to get to and from Plenty Road and make it easier for older people to participate in the community and be part of Preston Central. The social connection is important for health.



# Feedback on the Built Form Framework

Vietnamese Seniors Workshop



Community participants provided the following feedback on Built Form Framework...

Preston Central needs a sense of arrival, some kind of landmark or sign so people know they have arrived.

It's better not to build high rises, it risks blocking sun and wind

I would like to have access to more exercise equipment close to home

# Future Preston Central

## Dardi Munwurro Workshop

### Engagement Summary

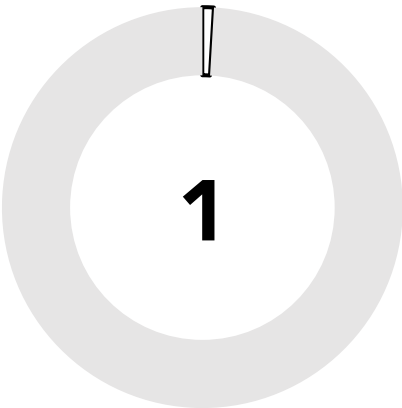
25<sup>th</sup> August 2022

Dardi Munwurro, 558 High Street, Preston

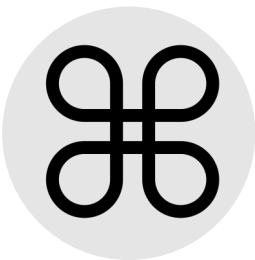
# ENGAGEMENT OVERVIEW

## Dardi Munwurro Workshop

### Number of Community Members Engaged



### Target Groups



First  
Peoples

### Event Details:

#### Date

Thursday, 25<sup>th</sup> August 2022

#### Time

12:30pm – 2:30pm

#### Location

Dardi Munwarro, 558 High Street, Preston

# ENGAGEMENT OVERVIEW:

## Dardi Munwurro Workshop Participant Demographics

n = 1



### Age group

17 and under .....	%
18 to 24 years .....	%
<b>25 to 34 years</b> .....	%
35 to 49 years .....	%
<b>50 to 59 years</b> .....	%
60 to 69 years .....	100 %
<b>70 to 84 years</b> .....	%
85 and over .....	%
Prefer not to say .....	%



### Gender

Female .....	%
Male .....	100 %
<b>Self-identified</b> .....	%
Prefer not to identify .....	%



### Main connection to the City of Darebin

<b>Live</b> .....	100 %
Work .....	%
<b>Visit</b> .....	%
Own a Business .....	%
<b>Study</b> .....	%
Prefer not to say .....	%



### Cultural + linguistic diversity

Language other than English spoken at home .....	%
Speak English only .....	100%
Prefer not to say .....	%



### Aboriginal + Torres Strait Islander Community

Identify as Aboriginal or Torres Strait Islander .....	100 %
Do not identify as Aboriginal or Torres Strait Islander .....	%
Prefer not to identify .....	%



### Respondents with a disability

Respondents with a disability .....	%
Respondents without a disability .....	100 %
Prefer not to identify .....	%

**Note:** best efforts were made to collect demographic data from all participants, however, due to the nature of pop-up activities, not all participants may have provided this information



# Testing the Draft Vision

Dardi Munwurro Workshop

## Which statement best describes the vision you want for a Future Preston Central?

Participant selection



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne

(1)



Everyone is welcome here

(1)



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

(1)



Preston Central has generous and inviting green and open spaces

(0)



The Preston Central community continues to live its values of equality, sustainability and fairness

(0)



Preston Central is known and loved

(0)



Preston Central's precincts and experiences are spatially and relationally connected and integrated

(0)



# Testing the Draft Vision

Dardi Munwurro Workshop

Community participants provided the following feedback on the draft vision.



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne



Everyone is welcome here



Preston Central has generous and inviting green and open spaces



The Preston Central community continues to live its values of equality, sustainability and fairness



Preston Central is known and loved



Preston Central's precincts and experiences are spatially and relationally connected and integrated



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

Street level shops are critical to Preston identity

Market is part of the landscape

Likes that there's no alcohol

We love the railway project

History of Preston as working class has made in inclusive





















Preston working class suburb



# Exploring Strategic Opportunities

Dardi Munwurro Workshop

## What IS working well in Preston Central?

 1x 	 1x 	 1x 	 1x 
Housing	Open Spaces	Retail	Creative and Cultural
 1x 	 1x 	 1x 	 1x 
Education	Public Spaces	Character and Identity	Built Form
			
Carparking	Offices	Sustainability	Transport (Access and Movement)

 Participant selection





# Exploring Strategic Opportunities

Dardi Munwurro Workshop



Community participants provided the following feedback on the Strategic Opportunities...

There should be social housing in new development

Social housing is important

Opportunity for night economy on High St

Business initiatives to Koori and local businesses

Attracting Aboriginal businesses here- incentives

Social enterprise start ups

Night time economy- what will spark

Opportunities to connect with culture + cultural experience

Tell local stories- good and bad

Naming after important Aboriginal people

Focus on creative and innovative

Changing names of streets and places

Naming is important- doesn't have to be Wurundjeri

How do we recognise Aboriginal people all year

Spaces for learning



# Exploring Strategic Opportunities

Dardi Munwurro Workshop



Community participants provided the following feedback on the Strategic Opportunities...

Diversity is a strength

Sense of welcome is important

Build connection to local area

Safe gathering spaces

Healing can happen in urban environments; Urban Djambi (can create places to connect)

Open spaces for community gathering

Block High Street; places to march/protest/activate street

More activation










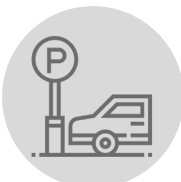






Urban Djambi, Urban brother leads to healing



# Exploring Strategic Opportunities

Dardi Munwurro Workshop

## What ISN'T working well in Preston Central?

 1x 	 1x 	 1x 	 1x 
Character and Identity	Transport (Access and Movement)	Retail	Creative and Cultural
			
Education	Carparking	Character and Identity	Built Form
			
Public Spaces	Open Spaces	Sustainability	Offices

 Participant selection



# Exploring Strategic Opportunities

Dardi Munwurro Workshop



Community participants provided the following feedback on the Strategic Issues...

There aren't any  
night venues  
(needs more)

Empty shops are  
sad

Nature of Preston  
Central in food  
retail- need more  
focus on night

Run  
down/unloved

Traffic is a  
nightmare

Greater traffic  
control

Flow on affects and  
the impact of  
changes at market  
(concerns with  
gentrification as an  
impact on diversity)



# Feedback on the Built Form Framework

Dardi Munwurro Workshop



Community participants provided the following feedback on Built Form Framework...

Seeing less of the sky is bad for cultural wellbeing and is a visual issue

Design controls: Development on a high street up near dardi munwurro shouldn't be more than 3 stories high (should have visible sky)

Blocking off sky-access to sky and sun is a well being issue

Need to improve visual appeal of High St

City of Darebin should be courageous

Tell the history of the local area- Aboriginal or non Aboriginal

Need to protect local shopping strips

Sensible development

Not anti-development but when is enough

Parking needs to be provided for each development

So many Aboriginal mobs are in Preston

Old coat of arms- Aboriginal person

Koori community feel safer in numbers

"Kooki Heart of Darebin" Dardi

Old Darebin Coat of Arms has an Aboriginal Person

**Traditional Owner Consultation**

# Future Preston Central

## Traditional Owner Consultation Summary

Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation

# Who we spoke to

On 14<sup>th</sup> July 2022, Darebin City Council consulted with the following Elders and representatives of the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation (WWCHAC) regarding the proposed Preston Central Structure Plan. This report provides a summary of the consultation outcomes.



**Aunty Julieanne  
Axford**

**Uncle Colin Hunter**

**Aunty Gail Smith**

**Charley Woolmore**  
(Representative)



# Principles for future First Peoples engagement

Wurundjeri Elders provided feedback on engaging with First Peoples communities in the City of Darebin. This feedback has been used to develop the following principles for future engagement.



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## Provide multiple engagement channels and approaches

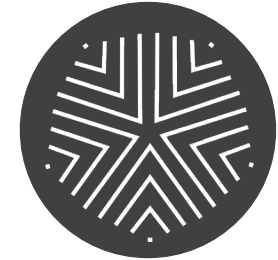
Use a variety of methods and modes of delivery for engaging with First Peoples communities to decrease barriers to participation



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## Leverage existing networks within Council and the community

Reach out to established community groups in and around the City of Darebin to connect to community. This may include Fitzroy Stars, AITSIS (Coburg), VAHS (High Street), Koorie Youth, Merri Community Health, Darebin City Council Libraries Team.



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## Go to community, rather than asking them to come to you

First Peoples communities are busy with competing priorities. Go to where community gathers and ensure engagement is tailored to the things that matter to First Peoples.



# Future Engagement Opportunities

## Traditional Owner Consultation Detailed Insights

Traditional Owners provided the following feedback regarding how Darebin City Council may wish to engage with First Peoples going forward...

There have been difficulties engaging with Aboriginal people in Yarra on their asset plan. People have other priorities in their lives and council's plans are not a priority.

It's important to engage in alternative ways. Go to where people gather, use existing networks, provide different channels like surveys and visiting community members.

Reach out to community groups in and around Darebin, like the Fitzroy Stars, AITSIS in Coburg, VAHS on High Street, Koori Youth, Merri Community Health, the places people visit.

Reach out to Kristy Lillyst in the Libraries team, an Aboriginal woman who can connect the team to young people.



# Testing the Draft Vision

## Traditional Owner Consultation Detailed Insights



Preston Central is a focal point of cultural, civic, jobs and retail activity in Darebin and the north of Melbourne



Everyone is welcome here



Preston Central has generous and inviting green and open spaces



The Preston Central community continues to live its values of equality, sustainability and fairness



Preston Central is known and loved



Preston Central's precincts and experiences are spatially and relationally connected and integrated



Preston Central has built on the core of its valued neighbourhood character, as it has urbanised and grown in a sustainable way

Traditional Owners provided the following feedback on the draft Vision for Preston Central...

It's important to welcome all cultural groups. Wurundjeri can lead in this space and has worked with multicultural groups in other areas.

It is important for multicultural groups to know they are welcomed by Aboriginal people. Example of "Many mobs, one community" project for Smith Street.

Preston has had many waves of migration and reflects rich cultural diversity – this should be acknowledged, celebrated and supported through the Structure Plan.



# Exploring Strategic Opportunities

## Traditional Owner Consultation Detailed Insights



### Traditional Owners provided the following feedback on the Strategic Opportunities...

There are opportunities to include acknowledgment, education and story telling in public spaces, along transport corridors and in parks.

The proposed pedestrian link at 421 High Street provides an opportunity to tell stories about Traditional Owners. Refer to the example of Brunswick Street master plan

Ensure there is activation of various sites. This is particularly important in the COVID recovery

The Structure Plan should have room for advances in technology, it should be adaptable and reviewed regularly

There is a large Aboriginal population in Darebin and strong connections to Preston.

Many Aboriginal organisations operate from Preston, and there are locations where the community feels safe (e.g. Darebin Arts and Entertainment Centre) which provides an opportunity.

Social housing is important to ensure people aren't pushed out, like has happened in other areas.

Advocate for a certain percentage of social housing to be allocated to Aboriginal and Torres Strait Islander people..



# Exploring Strategic Opportunities (Cont.)

## Traditional Owner Consultation Detailed Insights

Traditional Owners provided the following feedback on the Strategic Opportunities...

Affordable housing should be everywhere – there shouldn't be homelessness in a country as wealthy as Australia.

Structure Plan provides an opportunity for Council to embed reciprocity for Traditional Owners through the return of land.

It's Critical to consider benefit sharing. Significant profit is being made from unceded Wurundjeri land across Melbourne.

There is an opportunity for the Structure Plan to consider reciprocity, including consultation with Wurundjeri on redevelopments

Council needs to consider how this project works toward Treaty and truth telling. There's an opportunity to be a leader in this space.



# Feedback on the Built Form Framework

## Traditional Owner Consultation Detailed Insights



Traditional Owners provided the following feedback on Built Form Framework...

Don't want to see development like is happening in Box Hill. Developments there are too high for a suburban area.

Ensure that new developments are environmentally sustainable and utilise the best technology available

Need to consider overshadowing of other properties and open space.

**Email Submissions**

# Future Preston Central

## Email Submissions Summary



# Email Submissions

Darebin City Council invited and received email submissions from the following parties in relation to the Preston Central Built Form Framework.



**Victorian Planning  
Authority  
(VPA)**



**Preston Market  
Developments  
Pty Ltd.**

These submissions emphasised a need to ensure consistency between the proposed Built Form Framework planning controls and the proposed VPA Structure Plan to avoid unnecessary confusion regarding the applicable planning controls as they apply to the Preston Market site.



# Feedback on the Planning Controls

## Email Submissions

### Victorian Planning Authority (VPA)



#### Building Heights

Amendment C182 proposes 14 storey mandatory maximum building height limits on the south side of Murray Road, educing across the precinct to four storeys fronting Cramer Street. This is inconsistent with the proposed 10 storey limit proposed in the Built Form Framework.



#### Solar Access Controls

Amendment C182 proposes mandatory solar access controls, including no overshadowing of Preston Oval or its surrounding open space between 11am and 2pm at the winter solstice. This is inconsistent with the current solar controls proposed in the Built Form Framework



#### Floor Area Ratios

Amendment C182 for the Preston Market Precinct proposes a range of floor area limits on future land uses (rather than floor area ratios).

### Preston Market Developments Pty Ltd.



#### Building Heights

The proposed building heights in the Built Form Framework range from 4-10 storeys. This underrepresents the potential development for the precinct and does not adequately respond to forecasted population growth and housing needs.



#### Solar Access Controls

The proposed solar access controls in the Built Form Framework differ from the overshadowing related strategies of VPA's proposed draft structure plan for Preston Market.



#### Sensitive Interface Controls

The built form parameters (in the form of sensitive interface controls) including ground floor setbacks, street wall heights and upper-level setbacks are shown within Preston Market. Interface controls should be removed from Preston Market to avoid unnecessary confusion and uncertainty between the Built Form Framework and VPA Structure Plan.



#### Preston Market Boundary

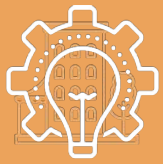
The Preston Market boundary shown throughout the proposed Built For Framework is inconsistent.

# COMMUNITY ENGAGEMENT

Limitations and Future Considerations

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# Key Insights: Limitations and Future Considerations

## Overall factors impacting community engagement



The requirement to provide detailed demographic data both during face-to-face engagement activities and via the community survey may have limited the number of respondents willing to engage with the project.



A community focus on the Preston Market redevelopment, and potential confusion of the two projects contributed to a lack of desire to engage with the project once the project was further explained to them.



The highly technical nature of subject matter and the fact that the project was not 'issues-based' (i.e. not a subject that the community was emotionally engaged), may have decreased public interest in the project.



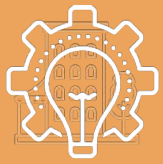
The number of engagement programs being run by Darebin City Council, either consecutively or within a similar timeframe to the project, may have resulted in community feeling overwhelmed by engagement and/or required community to prioritise which activities to engage in.



The timing of the project – running engagement activities in the middle of winter - presents a range of challenges, particularly for external pop-up activities.



The climate of Covid-awareness and concern may have impacted the community's desire to both attend face-to-face workshops or speak to staff at pop-up engagement activities.



# Key Insights: Limitations and Future Considerations

## Engaging with hard-to-reach groups

A number of factors may have impacted the project's success in further engaging with the identified hard-to-reach groups (local traders, CALD community members, young people, First Peoples, older adults, and people with disabilities), including:



The highly technical nature of the subject matter resulting in a complexity of the survey design



A dedicated communications and marketing campaign targeting each group



The highly technical nature of the subject matter, including elements of the draft Vision and Built Form Framework, which do not use plain English, impacting community understanding of the subject matter



Consultation fatigue from groups who are often targeted to contribute to Council-run projects



Competing priorities for these groups who may have actively chosen to focus their time on other priorities

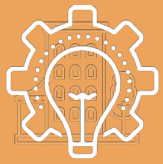


The number of engagement programs being run by Darebin City Council, either consecutively or within a similar timeframe to the project



A lack of budget and adequate time to support a tailored engagement program (including strategies such as the engagement of community ambassadors to help broker relationships and recruit participants or incentivization programs)

As a result, participation in the project from these cohorts was low, and in most cases was not statistically significant enough (i.e. less than 10% of total sample size) to provide meaningful insights, limiting the ability to segment the data collected by demographic in this report.



# Key Insights: Limitations and Future Considerations

## Survey Design

A number of factors impacted the numbers of respondents who complete the community survey, including:



### An overly complex survey design

- The need to receive detailed feedback on each element of the documents to be tested with the community resulted in a complex survey requiring community to respond in numerous ways and move from section to section, increasing the amount of time and effort required to complete the survey.



### The requirement to register and provide demographic data up front may have impacted respondents' desire to complete the survey

This is evidenced by:

- the significant drop off between survey page visits (1,561 visits) and those who completed it (76 contributors)
- the increase in survey responses following a change to the demographic data requirement, reducing the amount of demographic information respondents were required to provide and moving these questions to the end of the survey (a significant spike can be seen in the performance data between the 6<sup>th</sup> and 9<sup>th</sup> August 2022, representing 40 respondents completing the survey, over 50% of all survey responses).



# Key Insights: Limitations and Future Considerations

## Considerations for future projects

Should Darebin City Council desire to specifically engage with hard-to-reach groups in future projects, it may choose to consider the following:



Develop a strategic approach to engaging with hard-to-reach cohorts by assessing, on an annual or biannual basis, which projects across Council activities are most likely to be of relevance to, or a priority for, these groups (rather than engagement based on Council's desire to engage on all projects).



Ensure project budgets are in-line with the level of engagement required by the project, recognising that any tailored engagement is likely to require more resourcing than engaging with the broader community



A dedicated budget and resourcing to support tailored engagement, including fees for community ambassadors, incentives, marketing campaigns, catering etc.



Ensure engagement tools are as simple and easy to use as possible



Increase the number of representative advisory groups or building stronger relationships with community-based groups which increase access to members from hard-to-reach groups

# COLLATERAL DEVELOPMENT

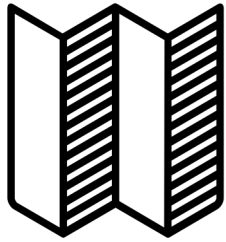
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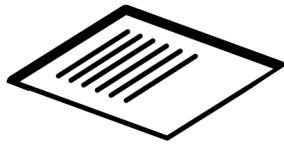


# Branding and Collateral

Greenshoot Consulting developed the following collateral to promote the engagement activities and provide the public with information on the project including the draft vision, strategic opportunities and Built Form Framework.



12-page flyer



A4  
information  
Sheet



Summary  
document



Social Media  
promotion  
tiles



Promotional  
seed packet  
giveaways



# Branding and Collateral

## 12-page flyer

### HAVE YOUR SAY

Your feedback will help guide the future of Preston Central.

We want to hear from the diverse Darebin community who live, work, visit, or own a business in Preston Central.

Your feedback on the following documents will inform the refreshed Preston Central Structure Plan:

- **Draft Vision for Future Preston** - which sets out priorities for Preston Central's development, seeking to create a centre that is fair, full of character, loved, vibrant, connected and welcoming to all.
- **Draft Preston Central Built Form Framework** - which proposes new planning controls for the design of buildings on commercial land in the centre.
- **Strategic Issues and Opportunities** - drawn from background research and opportunity papers on land use, urban design and transport.



**Let's shape our future together.** You can provide feedback from 28 June to 8 August to influence the future development of Preston Central so that it best reflects the needs and priorities of our community.

1. Visit [yoursay.darebin.vic.gov.au/futurepreston](https://yoursay.darebin.vic.gov.au/futurepreston) to have your say via the online survey and interactive map and to find out more.
2. Come along to either of these community consultation activities:

**High St. Pop-up Session**  
421 High Street, Preston (opposite Post Office)  
Saturday July 16  
10am to 12pm

**Darebin Community Online Workshop via Zoom**  
<https://us02web.zoom.us/j/83263970826>  
Thursday July 28  
6.30pm to 7.30pm



You can find everything you need to know about this community consultation and its timeline, (including the above zoom link) by visiting [yoursay.darebin.com.au/futurepreston](https://yoursay.darebin.com.au/futurepreston)

If you have any questions, feedback or accessibility requirements please contact:

**Shikha Gool**  
Senior Urban Designer/Strategic Planner  
E [planning@arebin.vic.gov.au](mailto:planning@arebin.vic.gov.au)  
T 03 8470 8611

**CITY OF DAREBIN**  
274 Gower Street, Preston  
PO Box 91, Preston, Vic 3072  
T 8470 8888 F 8470 8877  
E [mail@arebin.vic.gov.au](mailto:mail@arebin.vic.gov.au)  
[arebin.vic.gov.au](https://arebin.vic.gov.au)

the place to live

## SHAPING OUR FUTURE TOGETHER

Future Preston Central

### MESSAGE

Preston Central is growing and changing. We are shaping its future together!

We used community input to help draft documents intended to guide future development in Preston Central. We are now open to your feedback to ensure it reflects the needs and priorities of our diverse community.

Your feedback will help refresh the Preston Central Structure Plan to guide the future growth and development of Preston Central over the next 15-20 years.

Work together to shape a future Preston Central where people feel connected, business and infrastructure fosters the participation of all community groups.



### WHERE IS PRESTON CENTRAL?

Preston Central includes the commercial area along High Street, between Regent Street and Bell Street and the surrounding residential areas and public open spaces. Preston Central is designated as a Major Activity Centre in Plan Melbourne - the State Government's strategy for supporting jobs, housing and transport in Melbourne over the next 35 years.



PLEASE NOTE this community consultation does not include the Preston Market Precinct as this is part of a different planning process led by the State Government.

The current structure plan is 16 years old and is not supporting good design outcomes.

Preston Central is expected to grow, providing more housing and jobs to support population growth in Darebin.

The current structure plan for Preston Central is 16 years old and is not supporting design outcomes that meet the needs of our community.

A structure plan contains an overall vision, strategies and policies around housing, jobs, public open spaces, community services, transport and landscaping.

We will use the feedback from community consultation to:

**Refine the Draft Vision for Future Preston and Draft Preston Central Built Form Framework and refresh the Preston Central Structure Plan.**

Once completed, we will undertake a planning scheme amendment to include the Draft Preston Central Structure Plan and Draft Preston Central Built Form Framework in the Darebin Planning Scheme. There will be further opportunities for providing feedback during the amendment process.

The refreshed Preston Central Structure Plan will guide the future growth and development of Preston Central over the next 15-20 years.



# Branding and Collateral

## A4 Information Sheet

### HAVE YOUR SAY

**YOU ARE ALSO INVITED TO ATTEND EITHER OF THESE COMMUNITY ENGAGEMENT ACTIVITIES:**

**High St. Pop-up Session**  
421 High Street, Preston  
(opposite Post Office)  
Saturday July 16  
10am to 12pm

**Darebin Community Online Workshop**  
Register to attend via  
[www.yoursaydarebin.com.au](http://www.yoursaydarebin.com.au)  
Thursday July 28  
6.30pm to 7.30pm

You can find all you need to know about this engagement by visiting [www.yoursaydarebin.com.au](http://www.yoursaydarebin.com.au)

### SHAPING OUR FUTURE TOGETHER

Future Preston Central

**Preston Central is growing and changing. Let's shape its future together.**  
We need community feedback on draft plans that will influence the growth and development of Preston Central for the next 15-20 years. Preston Central is expected to grow in population which will also result in an increase in housing and jobs.

Now is the time to offer your feedback so that future plans best reflect the needs and priorities of our diverse community. We are seeking your input on topics like building design guidelines, open spaces, sustainability, streetscape, pedestrian links, housing and more.

**WHAT AREA ARE WE TALKING ABOUT?**  
Preston Central is the commercial area along High Street, between Regent Street and Bell Street and includes surrounding residential areas and public open spaces. It is designated as a Major Activity Centre in Plan Melbourne - the State Government's strategy for supporting jobs, housing and transport in Melbourne over the next 35 years.

**WHO CAN FEEDBACK AND HOW?**  
We would like to hear from diverse Darebin community who live, work, own a business or visit Preston Central. You can engage from 28 June to 8 August via our online survey at [www.yoursaydarebin.com.au](http://www.yoursaydarebin.com.au) or via the QR code.

**HOW WILL YOUR FEEDBACK BE USED?**  
Your feedback on the following documents will inform the new Preston Central Structure Plan:

**Draft Vision for Future Preston**  
which sets out priorities for Preston Central's development, seeking to create a centre that is fair, full of character, loved, vibrant, connected and welcoming to all.

**Draft Preston Central Built Form Framework** which proposes new planning controls for the design of buildings on commercial land in the centre.

**Strategic Issues and Opportunities** drawn from background research and opportunity papers on land use, urban design and transport.

If you have questions, feedback or access requirements please contact:

**Shikha Goel**  
Senior Urban Designer/Strategic Planner  
E [planning.services@darebin.gov.au](mailto:planning.services@darebin.gov.au)  
T 03 8470 8611

**Speak Your Language**  
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If you are deaf, or have a hearing or speech impairment, contact us through the National Relay Service.

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274 Gower Street, Preston  
PO Box 91, Preston, Vic 3072  
T 8470 8888 F 8470 8877  
E [mailbox@darebin.vic.gov.au](mailto:mailbox@darebin.vic.gov.au)  
[darebin.vic.gov.au](http://darebin.vic.gov.au)

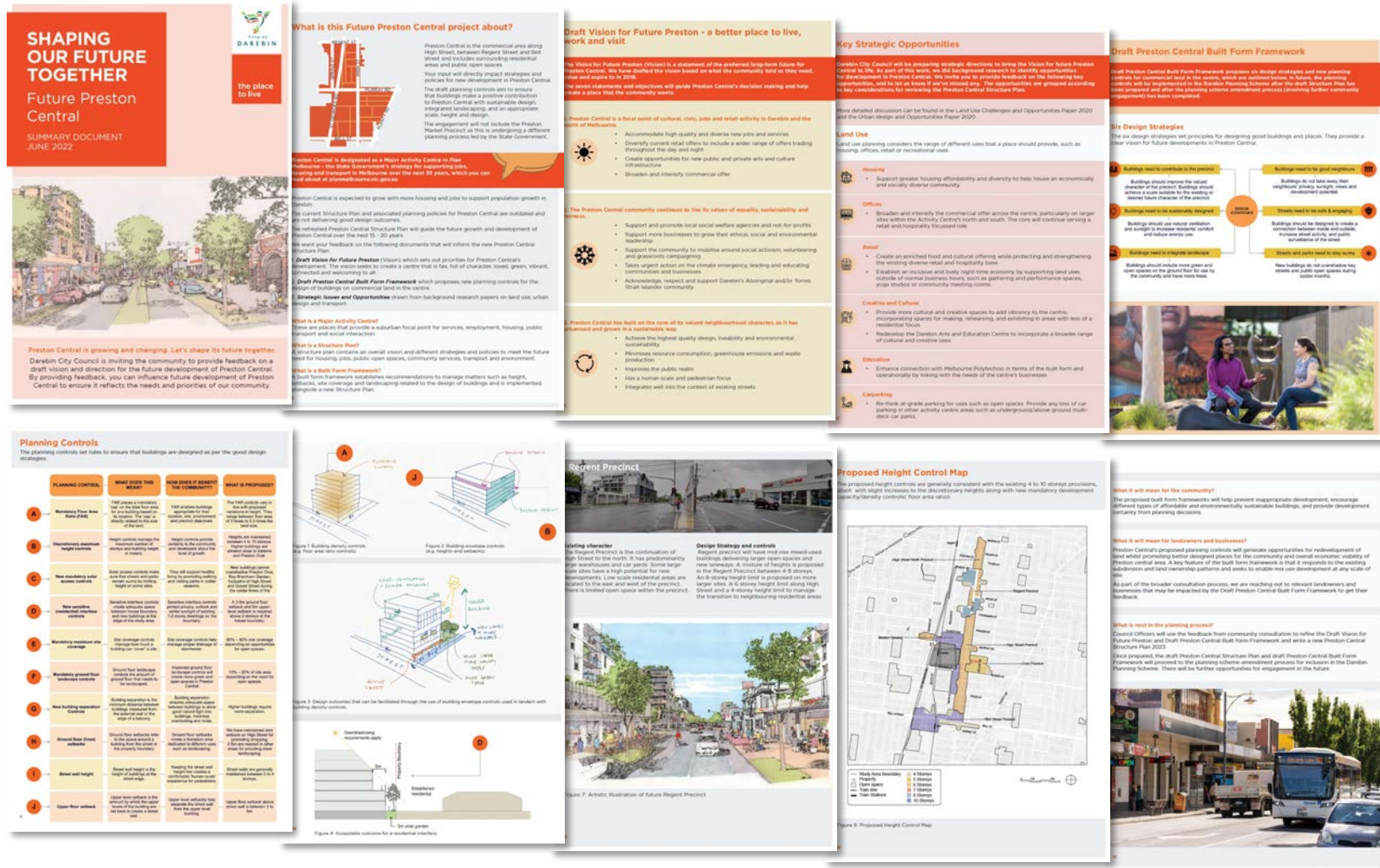
**the place to live**





# Branding and Collateral

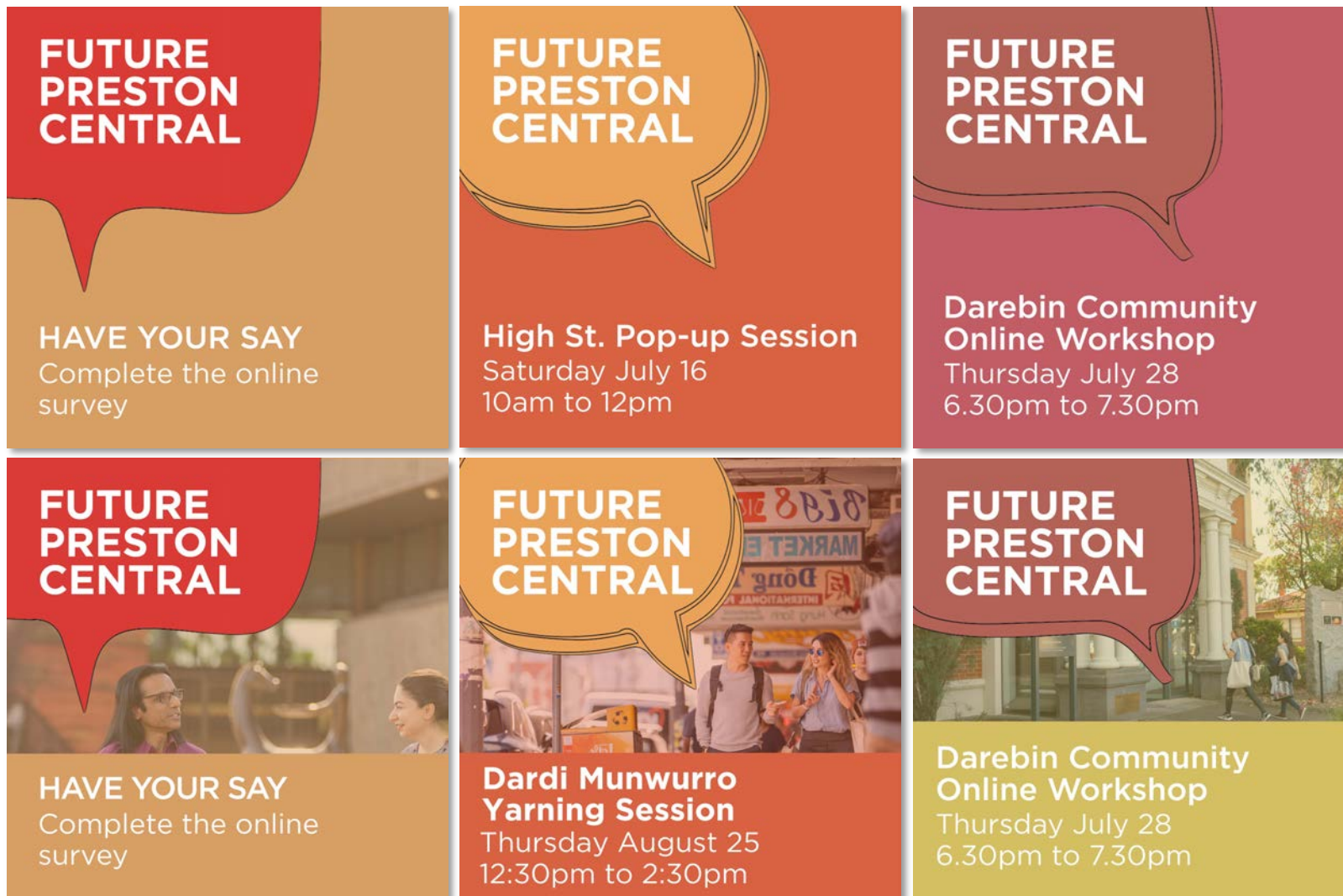
## Summary document





# Branding and Collateral

Social media promotion tiles







# Branding and Collateral

## Promotional seed packet giveaways



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Wurundjeri Country  
Level 2, 90 Queen Street  
Melbourne, Vic

[hello@greenshootconsulting.com](mailto:hello@greenshootconsulting.com)

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