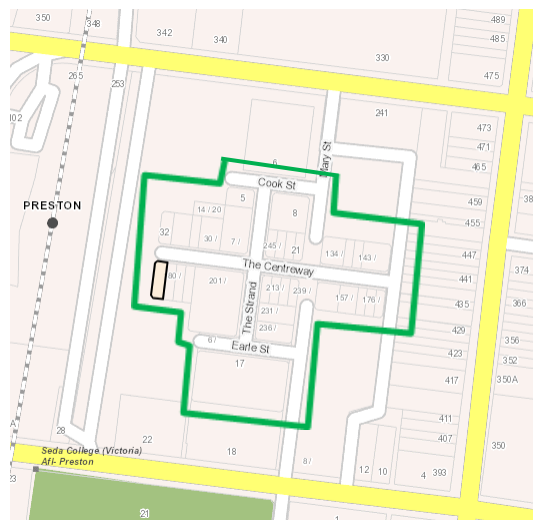


## PRESTON MARKET

<b>Citation No.</b>	
<b>Address</b>	The Centreway, Preston
<b>Significance</b>	Local
<b>Construction Date/s</b>	1969-70 (main part); mid-1960s to early 1970s (independent shops)
<b>Designer</b>	Structural Consortium
<b>Style</b>	Structuralist
<b>Heritage Overlay</b>	
<b>Amendment No.</b>	



## Statement of Significance

### What is Significant?

The Preston Market constructed 1969-70 is significant to the City of Darebin. The original elements that are significant include:

- general planning with wide walkways,
- space frame roof,
- outer concrete tilt slab walls (including their form at the walkways and secondary pedestrian zones),
- steel supports with struts (generally in walls between premises),
- profiled metal sheeting to bulkheads,
- metal fascia to cantilevered walkways,
- areas of glazing - highlight windows to most premises [currently painted over], as well as to the meat and deli areas,
- remnant garden beds and planters.

The (largely) intact independent shops to the north end, constructed mid-1960s to early 1970s, are of contributory significance, especially where they are integrated materially with the space frame sections.

Later additions are not significant (refer to plan) including:

- Aldi supermarket (18 Cramer Street),
- Section at north-west end (ST12-ST14/20 Cramer Street),
- Lean-tos, etc. attached to side of concrete walls (north-east corner, south-west corner of The Centreway).
- The tensile membrane or Perspex sheeting (or the like) canopies to the walkways and their supporting steel structures.

### How is it Significant?

The Preston Market, The Centreway, Preston is of historical, aesthetic, technical and social significance to the City of Darebin.

### Why is it Significant?

The Preston Market, The Centreway, Preston is of historical significance for the following reasons: (Criterion A)

- Earlier phases of development on the site relate to broader themes in the Preston area, although no fabric from these phases survives. These earlier phases relate to grazing/farming (mid-19<sup>th</sup> century) and industry – the Broadhurst Tannery to the west of Mary Street (late 19<sup>th</sup> century to 1960) and William Cook's timber yard, east of Mary Street (from c1925 to mid-1960s).
- Opened in 1970, it was the first market to have been constructed in Melbourne since the Interwar period (Camberwell Market circa 1933). Unusually it was established as a private venture, whereas most markets were established by the local council.
- Reflects the growth of Preston in the post-WWII period when many immigrants were attracted to the area, and subsequent waves have continued to be. The market was effectively a microcosm of the community as it reflected the cultural diversity of the area in the range of stallholders, etc., and provided economic opportunities for migrants to establish small businesses.

The Preston Market, The Centreway, Preston is of aesthetic significance for the following reasons: (Criterion E)

- Designed in 1969 by the Structural Consortium, a group of three recent university graduates, the Preston Market reflects a Modernist approach to create well-planned, free flowing, uncluttered and functional spaces. The Preston Market is distinguished especially by the extensive use of space frame design, reflecting the Structuralist style/approach of the late 20<sup>th</sup> century. The emphasis of the Structuralist approach was to create enclosures that 'floated' with limited support and in this instance provided highly flexible spaces by comparison with traditional shopping complexes.

- The original design of the Preston Market is largely intact. Key aspects are the planning, the space frame raised on a limited number of steel supports crowned with struts (generally incorporated into walls), original glazing (to the meat and deil halls and highlights to the stalls [although overpainted], and the outer concrete walls. Some ancillary items, relating to the landscaping, also remain intact. The walkways have however been infilled with canopies, whose structure is separate to the original.

The Preston Market, The Centreway, Preston is of technical significance for the following reasons: (Criterion F)

- The Preston Market is the first instance, and probably most extensive use, of space frame technology in the State. It is also an early example of computer-aided design, necessary for space frame technology. With the brief to create an unencumbered space, the designers settled on the space frame to achieve this end as it could be extensively cantilevered and need relatively few supports. With no affordable proprietary system available, a local company, Structural Steel, were engaged who had been experimenting with/developing a pyramidal module. Local ingenuity was thus employed to develop this system utilising readily available and inexpensive components, though nonetheless with a high quality control (for instance, the steel was hot dip galvanised after assembly of the pyramidal units to achieve a long lasting finish – and the steel remains in good condition 50 years later).
- At the Preston Market, (pre-cast) concrete tilt-slab construction was employed for the outer walls, which was an early use of the system in Victoria. Whilst it had previously been used in USA and New Zealand, tilt-slab construction had had limited application in Australia. Its benefits related to labour saving costs and the potential to relocate panels.

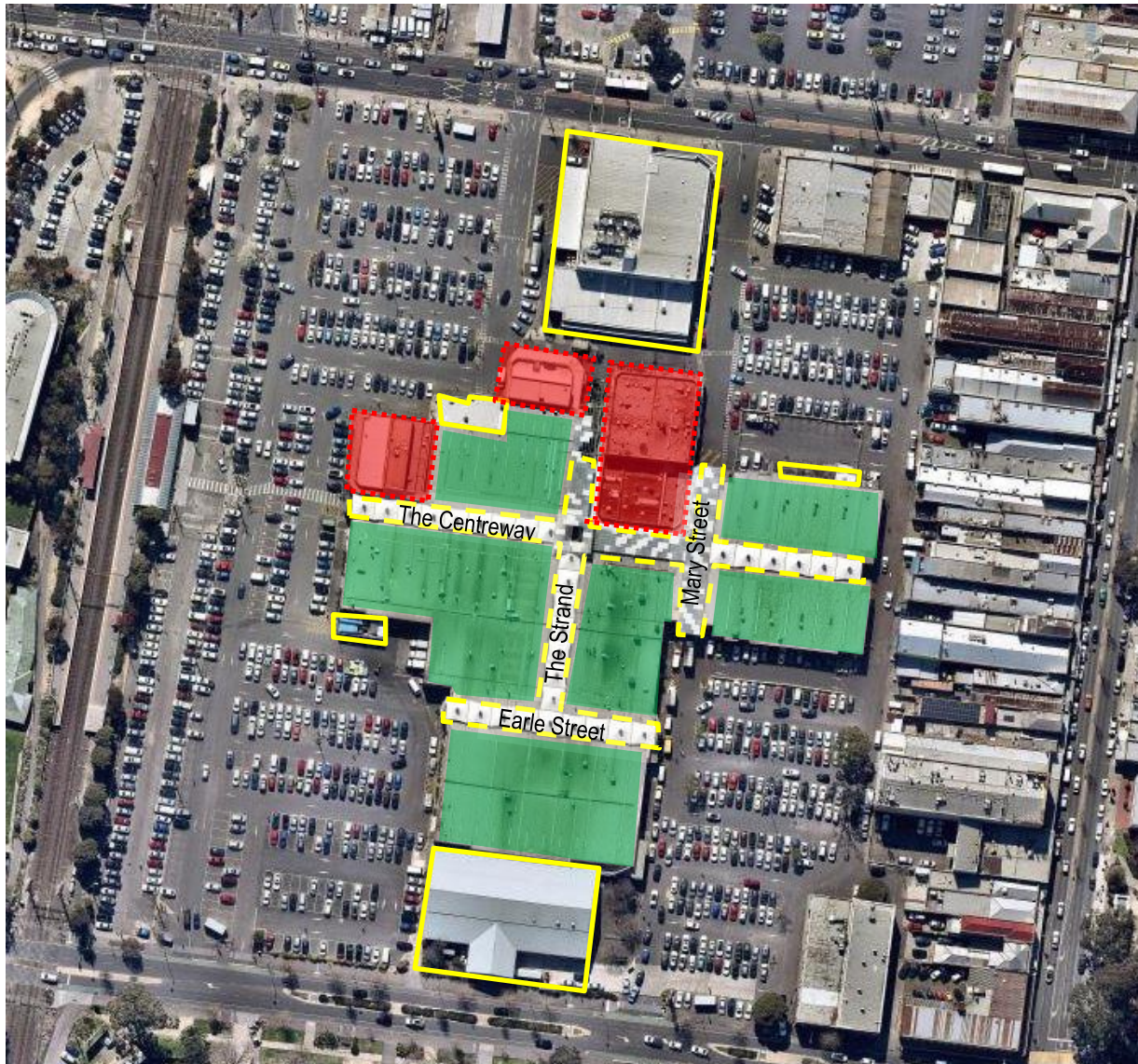
The Preston Market, The Centreway, Preston is of social significance for the following reasons: (Criterion G)

- The Preston Market is strongly identified with the municipality in particular, and the northern suburbs more broadly, and its communities of shoppers and stallholders, especially migrants (from various waves), many of whom have long associations with the place. The market is mainly used by people living in the nearby area, and is regarded as a local 'secret', as compared to other markets with a higher profile and which attract tourists/shoppers from areas further afield.
- The Preston Market has become an informal and inclusive/welcoming community space and allows for the sharing of cultural traditions and practices, especially those associated with cuisine. The generous open spaces/walkways allow for extensive social interaction and are well used as meeting places so that a vibrant atmosphere is created (within the bustling shopping context) and there is a strong sense of ownership by the community. The stallholders themselves form a closely knit sub-community and the market provides opportunities for them to proudly express their cultural identity and values – as such it is a safe haven.
- The Preston Market has continued to be a locally popular destination for nearly half a century and strong relationships between shoppers and stallholders across generations have formed over this period. The traditional, largely open air format of the market has been well supported from the outset in contrast to the evolving trend during the late 20<sup>th</sup> century for new suburban shopping centres to fully enclosed/air-conditioned.



## Description

The Preston Market, which has a broadly T-shaped plan, is a complex of originally inter-connected building units at the centre of a large site (approximately 12 acres overall) and is surrounded by open-air car parking. Whilst much of the market has the distinctive metal space frame, there are also some, mostly earlier, parts to the northern end without it. The latter are groups of independent shops, both single and two storey (red on the following aerial). These sections were built at the same time or slightly earlier and presumably have timber-framed roofs.



Current aerial showing:

- Spaceframe sections (green)
- Infilled walkways (yellow, wide dash) – two types (membrane and sheeting [checkerboard])
- Non-spaceframe sections (red, fine dashed)
- Additions/alterations (yellow)

(Source: Nearmap, 11.09.19)

### Market Proper - Exterior

The main part of the Preston Market (that with the space frame roof) consists of six unit/sections of varying size which are separated from each other by streets/walkways.<sup>1</sup> Each section has a cuboid form with concrete tilt slab walls and a flat roof clad in the original profile sheet metal (Kliplok).

The external walls have a parapet section, such that the roof is mostly obscured except at the entrance to the various streets/walkways, which intersect the complex. At the street entries, the concrete has an upper angled section that follows the line of the inverted pyramidal units of which the space frame is comprised. Similarly the triangular heads above the secondary entries relate to the form of the space frame. The only other breaks in the concrete walls are the groups of slot windows, which designate the toilet areas.



East side, painted walls



West end, south of The Centreway  
Showing mural and slot windows

The outer concrete walls have been painted – the north-east end in purple with the southern and western parts with murals – whereas originally the walls had a sandblasted finish with dark painted circles flanking some of the street/walkway entries. Some remnant sections of the original sandblasted finish are evident to the upper reaches of the exterior.



Original wall finish (Mary Street) with painted circles  
Note garden beds  
(Source: B Crisp, 'Tilt-up Construction in Australia', *Constructional Review*, Nov.1970, p58)

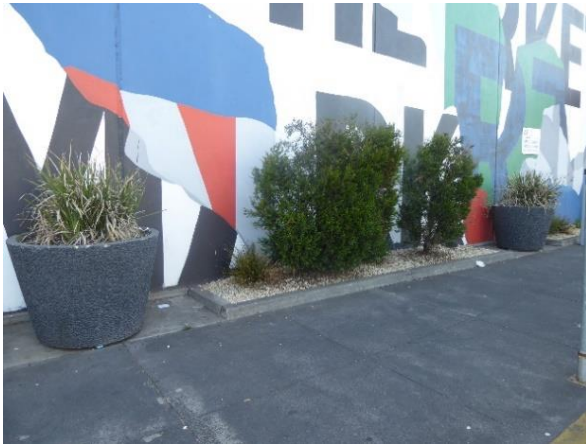


Section of original unpainted, sand-blasted concrete  
Adjacent is the original metal fascia

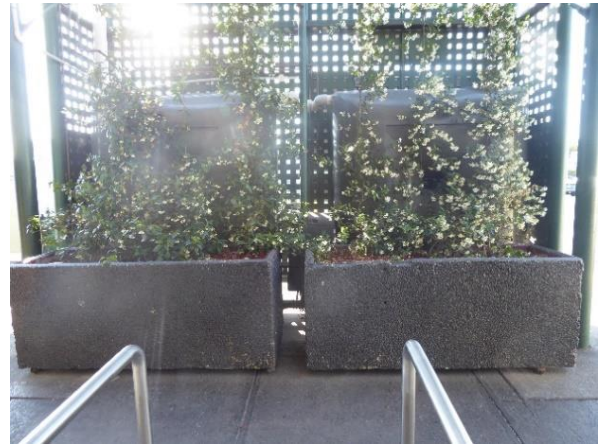
<sup>1</sup> The streets, which are either wholly or partly under the space frame, are: The Strand, The Centreway, Earle Street and Mary Street (part).



An original raised garden bed with concrete edge exists along Mary Street, either side of the east end of Earle Street, though the planting may not be original. Nearby are two of the original conical planters in a concrete aggregate (overpainted), which have been relocated from the walkways. Two rectangular planter boxes of the same material, so presumably original, survive at the west end of The Centreway.



Mary Street, garden bed with original conical planters



The Centreway, west end, with two likely original planter boxes

### Market - Interior

The space frame has been employed to most of the market and is visible to the walkways/streets (The Centreway, The Strand, Earle Street, part of Mary Street) and some internal areas. The space frame is visible to the walkways where it cantilevers towards their centres. Originally there were connecting sections between the cantilevering sections and the walkways were partly open to the sky but the connecting sections of space frame were removed when the extant canopies were introduced to the central part of the walkways.



'Preston Market with people located in Courtyard surrounded by shops' (Laurie Richards Studio, 1970)

This image shows the original appearance of the walkways with the connecting sections of space frame and location of conical planters. The highlight glazing had not been painted.

(Source: Museum Victoria, MM55441)

The space frame is supported by steel posts which are recessed into the walls of the shops with four struts (two of which are visible along the walkway, and two of which are presumably within the individual premises). Above the shops the space frame is enclosed by the original metal sheeting which has a canted profile to follow the inverted pyramidal units of the space frame. Various services have been introduced/threaded through the space frame such as PVC downpipes, cable trays, etc., some of which are relatively inconspicuous whilst others are not.



East end of the Centreway

Gutters and some down pipes have been introduced to this section along the walkway  
Non-original, tensile membrane canopy to middle

Above most of the shops the original highlight glazing remains intact though has been overpainted. The food halls have full height glazing and recessed entries with some louvred panels.



Original fabric

Space frame with corner post and three visible struts  
Bulkhead above shops



Original fabric

Post with two struts  
Highlight glass panes overpainted

The open walkways have been infilled with two different types of canopies – tensile membrane (first type) or Perspex sheeting or the like (second type). The supporting steel structure associated with each type of canopy, while separate to the original, interrupts its uncluttered, clear span format. Screens have also been introduced at the end of most of the walkways. The original square pattern concrete paving to the walkways is largely intact though has been affected in part by the introduction of walkway canopies, etc.





First canopy type  
The Centreway, east end



Second canopy type  
Mary Street, north end

Beneath the space frame, the market includes open sections (fresh produce at east end of The Centreway and ancillary items south of Earle Street), enclosed food halls (meat and delicatessen), and other premises (especially along The Centreway). The space frame is most widely visible in two sections - the fresh produce, or fruit and vegetables, (east end of complex) and the new specialty section (north-west corner of the complex) – where the individual shops are small pod-like elements.



Fresh Produce section - east  
Space frame widely visible



New specialty section - north-west end  
Space frame widely visible

To the food halls, the original suspended ceiling at least partly survives as do some of the original air conditioning units (curtains). The original colour scheme was red to the steel-framing, a version of which at least survives in part of the meat hall.



Full height glazing to food hall, highlights painted blue  
Original concrete, square pattern



Original air conditioning curtains to food hall



## Independent Shops

At the north end, there are three blocks of shops. Two of these blocks are located at the edge of the main part of the market in the north-west corner but one (the larger north-east block)<sup>2</sup> interrupts the continuity of the space frame units.

The original remaining independent shops at the north end are a combination of single storey (typically adjacent to the space frame sections) and two storey. Externally they probably all had face brick finish originally but most sections have been either painted and/or rendered. These sections have cantilevered awnings, parapet sections with Kliplok sheeting (as for the roofing to the space frame areas), and are generally less distinctive and/or more altered than the market proper.



Original shops (pre and post-1970), north-east, now rendered with Kliplok to parapet



West, original shops [built early 1970] with some infill (arrow)

There are also some non-original sections - either replacement fabric (the Centrelink building at northern end/Murray Road replaced the original supermarket) or additions (Aldi supermarket at southern end/Cramer Street and a few ancillary smaller areas, attached to the market proper).

## The Design

The format of the Preston Market with generous open walkways was derived from contemporary Modernist shopping mall design. It was however realised by employing space frame technology, which was only beginning to be utilised in Australia, to provide wide cantilevered covered areas that were relatively unencumbered as only minimal vertical supports (posts or the like) were required.

This flexible approach reflected the emerging Structuralist approach to design of the late 20<sup>th</sup> century whereby often sculptural forms would ensue. Typically the structural components were expressed, even celebrated, rather than being concealed and the underlying methodology was to create the most from the least. Steel-framing with cabling and tensile membranes were the most common type of this style/approach with a key international example being the Olympic Stadium at Munich (1972).<sup>3</sup>

The format of wide open spans generating flexible space beneath also related to the contemporary re-assessment of strict early Modernist tenet of 'form following function' by providing enclosures whose function was not necessarily defined. The Preston Market was noted at the time as large scale execution of this concept and that 'the real character of the spaces will be created by the stall holders and shoppers.'<sup>4</sup>

The most famous International precedent of a Modernist shopping mall was the Lijnbaan shopping centre, which opened in 1953 in Rotterdam (and whose historic centre had been substantially destroyed during WWII). Designed by Jo van den Broek of the firm Van den Broek en Bakema, it was the first purpose-built car-free, pedestrian street in Europe.<sup>5</sup>

<sup>2</sup> The north-eastern block is on the north side of The Centreway and extends between The Strand (west) and Mary Street (east).

<sup>3</sup> Richard Apperl, Robert Irving, + Peter Reynolds, *A Pictorial Guide to Identifying Australian Architecture*, Sydney 1989, p257

<sup>4</sup> Graham Whitford, 'Architecture's Challenge: flexibility', *Age*, 26 October 1970, p12

<sup>5</sup> <https://wederopbouwrotterdam.nl/en/articles/lijnbaan-shopping-precinct>, accessed 13.12.2019

Lijnbaan was comprised of consistent two storey buildings in regular blocks with wide pedestrian canopies, which were only supported by poles at the connecting sections. Like the Preston Market, a series of open courtyards with some plantings were created to the wide pedestrian zones. The paving was laid out in a decidedly geometric manner with a rectangular pattern.



Lijnbaan shopping mall, Rotterdam

(Source: <https://wederopbouwrotterdam.nl/en/articles/lijnbaan-shopping-precinct>)

Another major change to retail design was in 1956 with the advent of the first suburban, enclosed shopping centre in the USA - the Southdale Centre, Edina, Minnesota, and was comprised of 'a pair of department stores anchored each end of the climate controlled complex surrounded by thousands of car parking spaces.'<sup>6</sup> It was designed by the Austrian-born architect Victor Gruen who sought to liberate American cities from 'the terror of the automobile', however although he envisaged such shopping centres being the core of vibrant communities, the format encouraged the type of sprawl he wanted to avoid.<sup>7</sup>

Space frame technology was employed in large, often high end, commercial or public International style buildings during the late 20<sup>th</sup> century where large open spans were required. At that time, it had strong associations with progressive, computer-generated design which was in its infancy as a medium. The Triodetic system was the first proprietary system available in Australia, which was developed in 1953 by the Royal Canadian Air Force. The employment of the technology at the Preston Market is an early usage in Melbourne and Victoria.

<sup>6</sup> Leanna Garfield, '25 incredible photos revealing the history of America's first modern shopping mall,' 20.08.17 (via [www.businessinsider.com.au](http://www.businessinsider.com.au), accessed 13.12.2019)

<sup>7</sup> <https://interactive.wttw.com/tenbuildings/southdale-center>, accessed 09.01.20

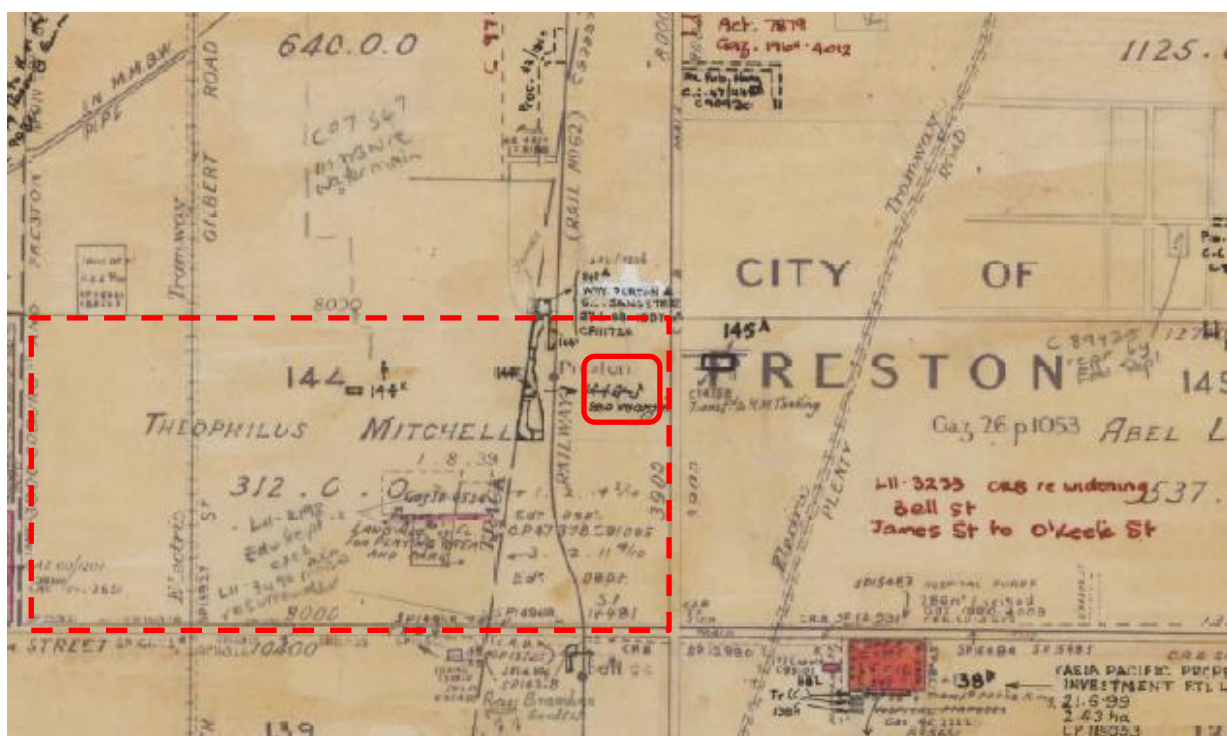


## History

### Early Phase

The City of Darebin area formed part of the traditional lands of the Wurundjeri-willam, who 'camped near creeks and moved according to the seasons to make the most of available food sources and avoid the winter floods.' Post-colonisation, there were early recordings of large gatherings of First Nations People during the 1840s in the area, possibly to consider their options in relation to the foreigners/new settlers.<sup>8</sup>

Soon after the colonisation of Victoria (initially the Port Phillip District) in 1835, surveying was undertaken in the Preston area by Robert Hoddle and William Wedge Drake. This area was divided into 12 large allotments, which were sold by auction during 1838 and 1839.<sup>9</sup> Joseph Theophilus Mitchell of London acquired Crown Allotment 144, consisting of 312 acres was sold at a rate of £1.6.0 per acre, or a total of £405.12.0, on 3 May 1839.<sup>10</sup> This allotment is now bound by Murray Road (north), High Street (east), Bell Street (south), and James Street (west).<sup>11</sup> The said Joseph Theophilus Mitchell was likely the East India merchant, who was born in 1793 and died in 1849.<sup>12</sup> He was the presumed 8<sup>th</sup> Baronet of the West Shore branch, in Zetland (now Shetland, Scotland), of the Mitchell family.<sup>13</sup>



Jika Jika Parish Plan

CA 144 highlighted, as well as the approximate location of the Preston Market

(Source: Parish Plan J16[5])

Whilst parts of Preston underwent some subdivision and/or development from the mid-19<sup>th</sup> century onwards, Mitchell's holdings remained intact for over 30 years. By 1856, the land was being leased as a sheep run by Timothy Shepherd, and it is thought that he had been leasing it for some years prior as in 1850, his granddaughter, Ann Eliza Young, was born on 'Shepherd's Run' (as the holdings were known).<sup>14</sup> An 1854 reference to Shepherd's Run in an advertisement offering a three pound reward for a

<sup>8</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' December 2017, p7

<sup>9</sup> Harley W Forster, *Preston – Lands and People 1838-1967*, Melbourne 1968, p1

<sup>10</sup> 'From the Government Gazette', *Sydney Gazette and New South Wales Advertiser*, 5 October 1841, p4. The Title Deed was issued on 15 September 1841

<sup>11</sup> Harley W Forster, *Preston – Lands and People 1838-1967*, Melbourne 1968, pp9, 12, 14

<sup>12</sup> <https://www.bayanne.info/Shetland/getperson.php?personID=1338359&tree=ID1>, accessed 10 March 2020

<sup>13</sup> [https://en.wikipedia.org/wiki/Mitchell\\_baronets](https://en.wikipedia.org/wiki/Mitchell_baronets), accessed 10 March 2020

<sup>14</sup> H W Forster, *Preston – Lands and People 1838-1967*, pp14-15

Grey draught horse, which was stolen or strayed on 16 June of that year near the Pilgrim Inn on Plenty Road, confirms this.<sup>15</sup> In 1859, the totality of the holdings was affected by the Commissioners of Sewers and Water Supply acquiring land in the eastern part for the Yan Yean pipeline, which bisected the allotment into two unequal parts.<sup>16</sup> At some stage, a small timber-framed house with a roof clad in timber shingles was erected for Shepherd's family on the site (refer following).



Shepherd's House

(Source: B Carroll & I Rule, *Preston: An Illustrated History*, p25)

In 1871 the allotment was transferred to four members of the Mitchell family, and in February 1872, it was purchased by Francis Bell for £4200, who then subdivided it into six parcels of land, at which time Cramer and Mary streets (among others) were established. In 1874, the land was said to have been subdivided again into 107 blocks.<sup>17</sup>

### Broadhurst Tannery

It is likely that the first substantial buildings were erected on the site circa 1888 and related to Thomas Broadhurst's tannery.<sup>18</sup> Broadhurst procured the first part of the site - a large parcel of land, about 2½ acres - in September 1888.<sup>19</sup> Tanneries were one of several industries that the Preston area attracted during the late 19<sup>th</sup> century due to the good water supply and materials and for which the area is associated.<sup>20</sup> The railway between Melbourne and Whittlesea was also opened at this time being an impetus for development.<sup>21</sup>

Thomas Broadhurst was born in Australia and entered the tannery trade at the age of 16, initially at the first in the Preston area – Braithwaite's. In 1880, he established the Jika Tannery with James Thomas Hull at the corner of High and Gower streets.<sup>22</sup> Broadhurst dissolved his partnership with Hull in early 1887 but was to retain the tanning and currier business.<sup>23</sup>

The tannery likely opened in mid-1888 or soon after according to the following application:

#### NOXIOUS TRADES' NOTICE.

I HEREBY give notice that it is my intention to apply at the next sitting of the Preston Local Board of Health for permission to carry on the business of a tanner and Carrier on a piece of land, situate in Mary-street, near Murray-road, Preston. THOMAS BROADHURST.<sup>24</sup>

<sup>15</sup> 'Rewards, &c', *Argus*, 27 June 1854, p6

<sup>16</sup> H W Forster, *Preston – Lands and People 1838-1967*, p15

<sup>17</sup> Brian Carroll & Ian Rule, *Preston: An Illustrated History*, Preston 1985, p25

<sup>18</sup> It is likely that Thomas Broadhurst acquired much of the land between Murray Road and Cramer Street, the railway and the rear of the High Street.

<sup>19</sup> Certificate of Title, vol. 1577, folio 398

<sup>20</sup> H W Forster, *Preston – Lands and People 1838-1967*, p44. Other local industries were brick making, piggeries, glue and soap works, etc.

<sup>21</sup> H W Forster, *Preston – Lands and People 1838-1967*, p57. The railway opened on 23 December 1889 although services were initially limited to 6 per day.

<sup>22</sup> Alexander Sutherland, *Victoria and its Metropolis - Past and Present*, Melbourne 1888, vol. II, p734

<sup>23</sup> 'Public Notices', *Argus*, 8 January 1887, p12. A tanner converts the hides or skins into leather and the currier dresses and colours the leather after it is tanned.

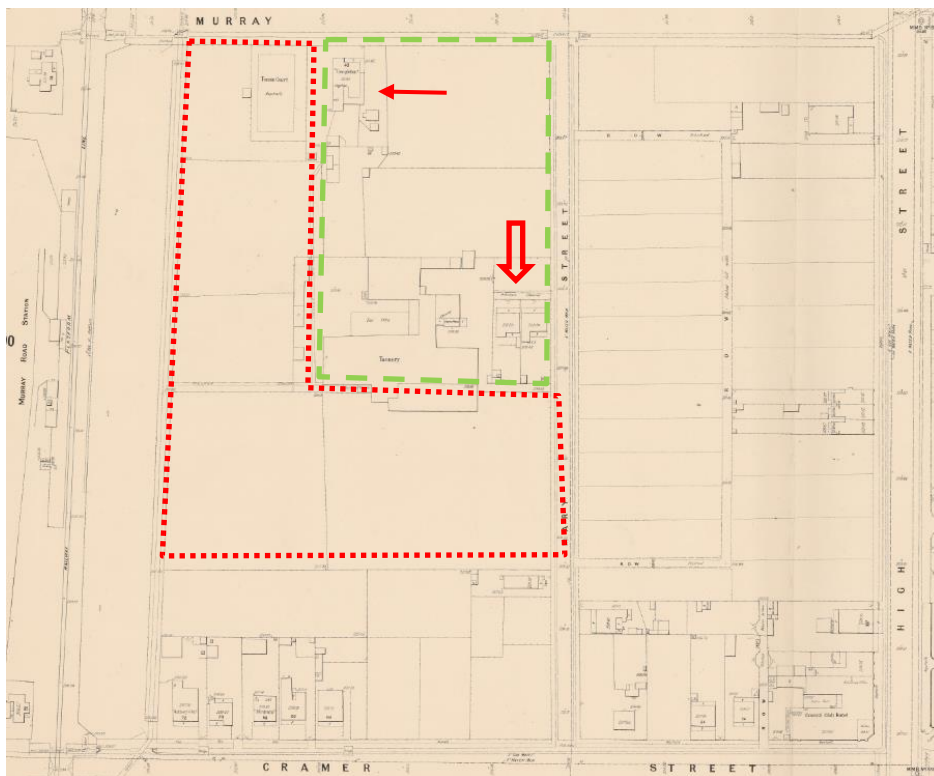
<sup>24</sup> *Mercury and Weekly Courier*, 22 June 1888, p2



The tannery was definitely operational within a year as in April 1889 a fire damaged some of the buildings, equipment and product at the site as outlined in the following reportage:

A stable, storeroom, and cart and buggy shed, which are on the west side of the main workshops, were entirely consumed. In the storeroom was a quantity of finished leather, valued at between £300 and £400, and ready to be conveyed to Melbourne. This, as well as the building, has been reduced to ashes. A new buggy and carryall, with two sets of harness, were destroyed. A strong wind was blowing from the west, and but for the timely arrival of the Preston Fire Brigade, the whole of the works, which contain valuable machinery, must have been consumed. As it was, the west angle took fire, and, a portion of the flooring subsiding, shut out the flames, and allowed the brigade to bring two strong jets of water to play. The origin of the fire is uncertain, but it is presumed that some bags of lime that were stored in the cartshed became heated through the heavy rain. Mr Broadhurst's loss will be heavy, as he was only partially insured, a policy for a large amount being in course of completion.<sup>25</sup>

It was a few years before the tannery was identified in the street directories. As of 1892, the tannery was listed in Broadhurst Street, a short cross street, along with two houses. At this time, Thomas Broadhurst was residing at 43 Murray Road, immediately to the north of the tannery (all depicted on 1910 MMBW plan following).<sup>26</sup> He lived there until his death in 1918 and was prominent in civic life and the affairs of his profession. During the 1890s, he was a councillor,<sup>27</sup> and later in life, he was president of the Master Tanners Association.<sup>28</sup> By 1901, he had also established a leather warehouse/retail outlet in Lonsdale Street, Melbourne.<sup>29</sup> From the early 20<sup>th</sup> century, Thomas Broadhurst began to acquire adjoining parcels of land, initially to the west side of Mary Street, then later to the east side, commencing in 1904 with a large L-shaped holding of over 3½ acres about his original acquisition.<sup>30</sup>



MMBW Detail Plan no. 2389 (1910)

Approximate extent of Broadhurst's original holdings (green 1888, red 1904),

Broadhurst's house, *Congleton* (single arrow) and two cottages (double arrow) to Broadhurst Street (Source: SLV)

<sup>25</sup> 'Fires', *Argus*, 9 April 1889, p6

<sup>26</sup> It was not unusual for the directories to be a year or two behind the current circumstances. Sands & McDougalls Directory, 1892, pp480-481. In the 1890 directory, pp377-378, Thomas Broadhurst was listed on Murray Road but the tannery was not identified on Broadhurst Street, Cramer Street, Mary Street or Murray Road,

<sup>27</sup> 'Preston Municipal Election', *Age*, 14 July 1894, p8

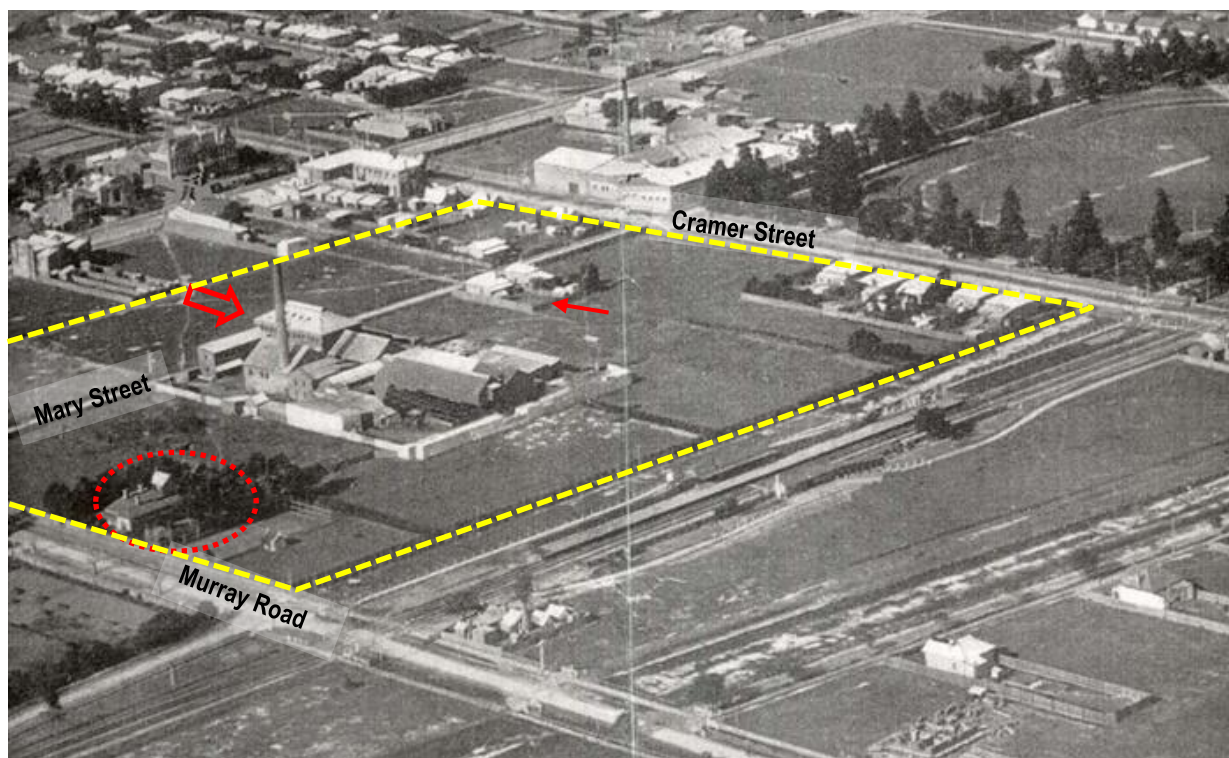
<sup>28</sup> 'Leather and Boots', *Age*, 22 February 1918, p8

<sup>29</sup> *Argus*, 27 April 1901, p6

<sup>30</sup> Certificate of Title, vol. 3022, folio 352. Subsequently he bought land in 1906 (vol. 1709, folio 785); 1908 (vol. 3283, folio 438 and vol. 3304, folio 729); and 1911 (vol. 3354, folio 673), etc.

As depicted in the MMBW plan of 1910, the neighbouring area remained sparsely developed at that stage. The tannery buildings were concentrated at what is now the centre of the Preston Market, with two small houses off Mary Street next to the tannery (possibly workers housing). Broadhurst's own house (identified as *Congleton*) with a tennis court was located nearby to the south side of Murray Road.

According to the following aerial, the tannery complex was enlarged soon after as the two (possible) workers houses in Broadhurst Street had been replaced with a two/three storey building. There was an additional house nearby to the south on the west side of Mary Street. The two houses in Broadhurst Street were last listed in 1911.<sup>31</sup> A few years later in August 1918, permission was also granted from the Preston Council for 'certain additions to his premises, having complied with all the conditions of the Health Act'<sup>32</sup> which may relate to the expansion of facilities documented by the following aerial.



Aerial view of Broadhurst's and Zwar's tanneries post-1912<sup>33</sup>

Broadhurst's Tannery highlighted (large arrow), and additional house to Mary Street (small arrow)

Broadhurst's own house on Murray Road is circled

Zwar's tannery is located to south side of Cramer Street to the east of the Preston City Oval

The broad area of the Preston Market is defined (yellow)

(Source: Darebin Heritage website)

Thomas Broadhurst died in 1919 and his funeral was reported as follows:

The death of Mr. Thomas Broadhurst, a well-known tanner, of Preston, where he carried on business for about 35 years, is reported. The large and representative attendance of the leather trades at the funeral yesterday showed the respect in which he was held.<sup>34</sup>

Subsequently Robert Broadhurst, Thomas' eldest son, took over the business, which he managed for over 30 years.<sup>35</sup>

<sup>31</sup> Sands & McDougalls Directory, 1911, p470

<sup>32</sup> *Northcote Leader*, 31 August 1918, p4

<sup>33</sup> On the Darebin Heritage webpage <http://heritage.darebinlibraries.vic.gov.au/article/491> a date of circa 1905 is provided but comparison with the previous MMBW of 1910 indicates that it was taken subsequent to that plan being prepared.

<sup>34</sup> 'Personal', *Argus*, 19 September 1919, p6

<sup>35</sup> Thomas Broadhurst [article on Darebin Heritage website], <http://heritage.darebinlibraries.vic.gov.au/article/214>, accessed 10.02.2020



It is likely that the east part of what is now the market site was vacant until the mid-1920s, when William Carter Cook established a timber yard on the east side of Mary Street, opposite the tannery.<sup>36</sup> From 1929, Cook began acquiring the land,<sup>37</sup> some after Thomas Broadhurst P/L had purchased them.<sup>38</sup> In 1931, he formed an eponymous company, the Wm Cook Pty Ltd as follows:

Wm. Cook Pty. Ltd., timber merchants, manufacturers of bricks and tiles, etc. Capital, £50,000, in £1 shares. Subscribers: William Carter Cook and Ethel Patricia Cook.<sup>39</sup>

The timber yard occupied the east part of the site for over forty years, and was one of several timber businesses William Cook was involved with, for instance he owned a mill in Marysville during the 1940s.<sup>40</sup> Cook died in 1957 and the probate was granted to his three sons.<sup>41</sup> In his obituary, he was identified as having 'extensive saw milling and timber interests in Victoria and Tasmania. He was president of the Timber Merchants' Association from 1949 to 1951.'<sup>42</sup>

The following 1948 aerial shows the expanded tannery complex on the west side of Mary Street and Cook's large timber yard to the east side (behind the shops on High Street), as well as the level of development nearby during the mid-20<sup>th</sup> century



1948 (Feb. 28), 'Aerial view of Preston, looking south showing Cramer St. Oval' (C Pratt)  
Showing the southern end of the market area (yellow outline)  
A – Cook's timber yard, B – Broadhurst's tannery  
(Source: SLV, H91.160/379)

Robert Broadhurst was as prominent in the industry as his father was, also becoming president of the Victorian Master Tanners Association.<sup>43</sup> He died in 1953, leaving an estate valued at £91,000.<sup>44</sup>

In November 1950, Johnson Leather Co (an American company, which had an Australian subsidiary at this time) acquired Broadhurst Investments P/L, which controlled Thomas Broadhurst P/L, as well as another tanning company and an engineering

<sup>36</sup> Sands & McDougalls Directory, 1925, p718. This was the first year Cook is noted at this location but he had previously established another timber yard in Rossmayne Street, Northcote ('Struck by flying Wood', *Herald*, 23 July 1924, p1)

<sup>37</sup> Certificate of Title, vol. 5571, folio 124

<sup>38</sup> For instance in 1957, Certificate of Title, vol. 5571, folio 124

<sup>39</sup> 'Company News', *Herald*, 4 May 1931, p11

<sup>40</sup> 'Thick Snow at Marysville', *Herald*, 20 July 1944, p3 (likely the Buxton Sawmill). Cook was involved with other companies such as H J Coy & Co P/L, 'Company News', *Herald*, 7 April 1932, p32; Buxton Sawmill P/L in 'New Registrations', *Herald*, 9 July 1935, p32

<sup>41</sup> Certificate of Title, vol. 6327, folio 223

<sup>42</sup> 'Obituary', *Age*, 30 January 1957, p2

<sup>43</sup> 'Higher Prices of Footwear', *Argus*, 2 June 1937, p13; three years prior, he was noted as the vice-president, 'Branding of Stock', *Argus*, 14 December 1934, p3

<sup>44</sup> 'Tanner left £91,000', *Herald*, 3 June 1953, p2

company, which manufactured tannery machinery and equipment.<sup>45</sup> The site continued to be listed as the Broadhurst tannery in directory. After the tannery closed in 1960, Cook used it for timber storage for at least five years.<sup>46</sup>

### Earlier Markets in Preston

The earliest markets in Preston were held during late 1873 on a weekly basis and were wholesale, primarily of livestock but also dairy produce, and run by a firm of 'stock salesmen and general auctioneers',<sup>47</sup> as described in the following advertisement.

#### PRESTON

Live Stock and Dairy Produce, Weekly Market

LLEWELYN and Co will OPEN the PRESTON MARKET, at their yards, situate at the junction of the Plenty and Coburg and Heidelberg road,<sup>48</sup> Preston, on Friday, 28th November inst, when they will submit

Dairy produce, at 9 o'clock a. m., sharp

Pigs, at 11 a.m. sharp

Calves, at 1 p.m. sharp

Cattle and horses (all classes), at half past 1pm sharp

The third weekly sale will be held on Thursday, 11th December, 1873, and for the future, on every Thursday in each week, in the same order in which they are now arranged

Luncheon at 12 o'clock<sup>49</sup>

It is not sure how long this market existed but probably only on an as needed basis or temporarily as there are only advertisements dating to late 1873.<sup>50</sup> It was likely open-air, effectively a sales yard. Similarly during the late 1890s, livestock markets were held at the corner of Bell Street and Plenty Road by the auctioneers, estate and stock agents, T R B Morton & Coghill.<sup>51</sup> In 1903, another auctioneer, Buckley, was seeking 'springers, ponies, geese, pigs' for 'sure sale' at a Preston Market.<sup>52</sup>

It was not until 1928 that a dedicated, but long overdue, market building was constructed in Preston on Plenty Road. A gabled roof brick building (about 33 x 35 metres) which accommodated 65 stalls was erected by Edward Bailey and was leased by W C Cull, who sub-let the stalls. It was opened four days each week.<sup>53</sup> Another privately owned market, known as the Junction Hygienic Market, was erected in late 1932 at the corner of High and Dundas streets. It provided cooling facilities for the butchers.<sup>54</sup> In 1936, the 1928 Preston Market was said to be the 'oldest market in the district, and survives three other markets which were started in the district.' It had been 'completely remodelled 12 months ago, thus making it the most up-to-date shopping centre in Preston.'<sup>55</sup> It seems however that the market ceased operations circa 1940 as it was being employed to sell a wide range of furniture, furnishings, etc. at that time.<sup>56</sup> It was listed in the 1942 directory however not in the 1944-45 edition.<sup>57</sup> Thus there was a hiatus of about three decades before there was another attempt to establish a dedicated market in the area.

In the interim, Preston's population increased dramatically, as in 1942, it was 37,407 but had more than doubled by 1960 to 80,989. Ten years later, when the Preston Market opened, the population had further increased to 91,387.<sup>58</sup> As a consequence of this growth, Preston had been designated one of five district business centres (DBC) in 1954 within the Melbourne Metropolitan Planning Scheme. These centres had been defined to regulate the city's urban sprawl and were intended to be planned, include large department stores as a nexus for other retail activity, and provision of car parking to attract shoppers.<sup>59</sup> A considerable portion of the area's growth was related to immigration with well over a quarter of Preston's population born overseas. The area has continued to attract immigrants, though their nationality has varied over time from being initially Greek,

<sup>45</sup> 'Buys more Tanneries', *Daily Telegraph*, 30 November 1950, p30. The company was incorrectly named as 'Broadcast' not Broadhurst in this article.

<sup>46</sup> Sands & McDougall's Directory, 1960, p667; 1965, p701

<sup>47</sup> Sands & McDougall's Directory, 1874, p547

<sup>48</sup> The location of this market is not clear.

<sup>49</sup> *Argus*, 26 November 1873, p3

<sup>50</sup> The last notice was dated 23 December 1873, *Argus* p3. At this market, gigs, American wagons were also available.

<sup>51</sup> 'Live Stock and Stations', *Age*, 19 October 1897, p2 and 19 January 1898, p2

<sup>52</sup> 'Live Stock Wanted and For Sale', *Age*, 19 May 1903, p2; Sands & McDougall's Directory, 1903, p1202

<sup>53</sup> 'New Market at Preston', *Age*, 28 July 1928, p19

<sup>54</sup> 'New Preston Market', *Argus*, 16 December 1932, p10

<sup>55</sup> 'Preston Markets', *Age*, 15 July 1936, p15

<sup>56</sup> *Age*, 16 May 1940, p2

<sup>57</sup> Sands & McDougall's Directories, 1942, p2127; 1944-45, p2110. It should be noted that the directories were often slightly out of date in their listings.

<sup>58</sup> Sands & McDougall's Directories, 1942, p53a; 1960, p51a; 1970, p48a

<sup>59</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p17

Italian and Macedonians during the first wave, then from the Middle East (Iraq, Lebanon and Syria), later Vietnam (1970s), China, and more recently from Egypt, India, the Philippines and Sri Lanka.<sup>60</sup>

### Extant Preston Market

In April 1964, the leather company Johnson and Sons, through their wholly owned subsidiary Thomas Broadhurst P/L gained approval for a plan to develop the 12 acre site into a shopping centre. Demolition of the pre-existing tannery buildings (on 8 acres) had been completed that time. 800 car parking spaces were to be provided and it was

expected that six big city retail stores and about 30 smaller shops to acquire sites in the centre.

The Broadhurst centre is just over a mile from the site of another bid shopping area, the Myer Emporium Ltd.'s 6 million East Preston centre.<sup>61</sup> [Northland]

In August 1964, the market site was officially transferred to Johnson & Sons, based at 44 Derby Street, Collingwood.<sup>62</sup>

Design of the nominally identified 'Broadhurst [shopping] centre' must have been underway during late 1964, as a drawing was prepared by Little & Brosnan, Civil engineers & Surveyors for the 'Construction of footpaths and parking areas, the Centreway Shopping Centre'.<sup>63</sup>

In early 1965, the land was subdivided into 39 building lots with over half of the land (outer parts) reserved for car parking, though these areas were not included in the subdivision plan.<sup>64</sup> Only the pre-existing street name - Mary Street - was identified on the subdivision plan. The extant street names however appear on a contemporary title.<sup>65</sup>

Between 1965 and 1969 only eight allotments were sold in the northern part of the site (nos 1, 3, 7, 8, 9, 10-11, 15). These correspond with the section of the market complex where space frame roof was not employed. The largest allotment (no. 9) at the northern end (on Murray Road) was one of the first to be sold, being acquired by Dickins Investments, latter G J Coles & Co.<sup>66</sup> The supermarket on the allotment had been constructed by late 1968.

Preston Market Pty Ltd was established during 1967, a company formed by Leon and Lola Jolson, and procured the remaining parts of the site.<sup>67</sup> They had established a real estate company during 1956 in East Prahran.<sup>68</sup> Another project that Leon Jolson was involved with was the Leonda function centre on the Yarra River in Hawthorn.<sup>69</sup> Both Polish Jews, Leon (Laibusz) Dzialowski(y) and Lola Yalowicz had married in Paris after being interned in concentration camps during WWII.<sup>70</sup>

Leon Jolson, born circa 1925 in the small Polish textile town of Belchatow,<sup>71</sup> immigrated to Australia after WWII. Initially he worked in a textile factory, then ran a fabric stall in Warragul, later graduating to one at the Victoria market before becoming a real estate agent. Having however long harboured a desire to operate a market himself, he eventually raised the money and believed there was an opportunity in the northern suburbs.

I decided that Preston was the right sort of area. There are markets to the south of Melbourne, but except for a small one at Coburg, nothing in this heavily populated part of the town<sup>72</sup>

<sup>60</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p22

<sup>61</sup> '£4m Shop Plan Wins Approval', *Age*, 6 April 1964, p3

<sup>62</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p90; The eastern part (west of Mary Street) was Certificate of Title, vol. 8522/folio 117

<sup>63</sup> Drawing held in the Picture Collection at SLV. The drawing is dated 10.11.1964, amended 15.1.1965

<sup>64</sup> Subdivision Plan, LP68044, approved 25.02.1965

<sup>65</sup> Certificate of Title, vol. 8545, folio 095. Curiously no date for the first transaction appears on the title.

<sup>66</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' App. 4, pp91-92

<sup>67</sup> ASIC register; 'Recommendation of the Executive Director and assessment of cultural heritage significance under Part 3, Division 3 of the Heritage Act 2017, 19.11.2019, p15

<sup>68</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' pp20-21

<sup>69</sup> *Age*, 28 February 1980, p9

<sup>70</sup> 'Story that touched heart of Customs Collector, *Herald*, 30 October 1947, p5

<sup>71</sup> Fergus Shiel, 'Payout cannot dull the memory', *Age*, 16 December 1999, p2

<sup>72</sup> John Sorell, 'At just \$2 mil. - a market bargain', *Herald*, 13 August 1970, p2





1965 Subdivision plan

The 8 lots that sold between 1965 and 1969 are shaded

(Source: LP68044)

By late 1968, according to the following aerial, the asphalt for the car parking areas had been laid and car space boundaries painted. The outline of the future building zone is defined and some of the 'independent' shops at the north end had been erected. Two of these were subsequently demolished to make way for the space frame section of the Preston Market (c.f. with 1970 aerial below).



Aerial, October 1968

Shows the supermarket and some shops that have already been erected, two of which (red dashed) were demolished soon after to make way for the market. Sections which remain (shaded green)

(Source: Landata, Melbourne 1968 Project, project no. 656, run 17, frame 193)

By May 1969, the concept was taking shape as 250 stalls were being advertised.<sup>73</sup> At this time, the Structural Consortium, a group of three recent University of Melbourne graduates – Barry Pearce (architect/engineer), Noel Henderson (quantity surveyor), and David Rayson (building designer) – were engaged to design the Preston Market (proper). They designed a clear span approach so that no posts were required in the walkways – ‘All the stalls are under cover, but the walkways between are open to the sky’.<sup>74</sup>



From left: Barry Pearce, David Rayson and Noel Henderson  
(Source: *Herald*, 13 August 1970, p2)

Construction at the site commenced in October 1969, when Mayor Larkin laid the first peg.<sup>75</sup> In an article dated 8 October of that year, construction was said to be commencing ‘next week’.<sup>76</sup>

<sup>73</sup> ‘New Preston Market’, *Age*, 16 May 1969, p21

<sup>74</sup> John Sorell, ‘At just \$2 mil. – a market bargain’, *Herald*, 13 August 1970, p2

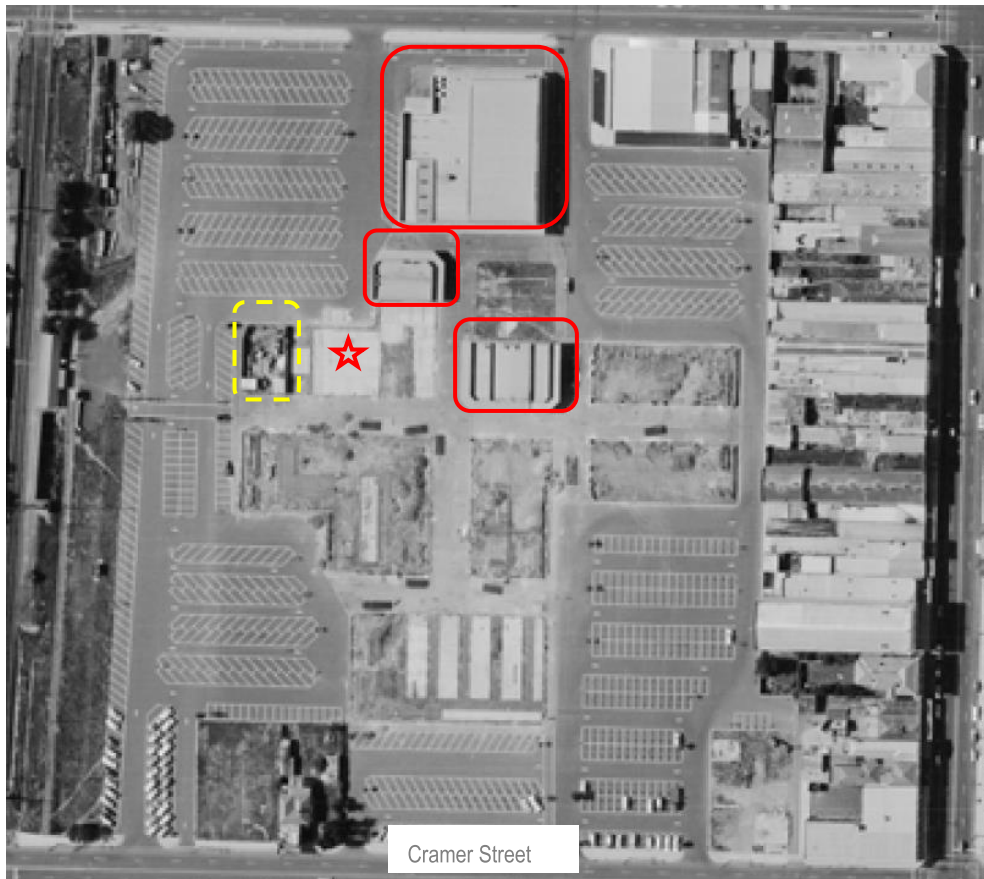
<sup>75</sup> Darebin Heritage website, Preston Market (article 479) and archive image (no. 2475), accessed 10.03.2020

<sup>76</sup> *Age*, 8 October 1969, p30



1969 Perspective  
(Source: *Age*, 8 October 1969, p30)

An aerial photograph, presumably taken early in 1970, shows the location of the completed 'independent' shops, and others under construction, at the north end. Site preparations were underway for the market proper and the concrete slab had been poured to one section at the north-west end. Two of the earlier shops, built only within the previous few years, had been demolished.



Early 1970 aerial<sup>77</sup>  
Completed 'independent' shops (red) and others under construction (yellow/dashed).  
The concrete slab had been poured to one section of at the north-west end (star).  
(Source: Landata, Melbourne 1970 project, run 30, frame 139)

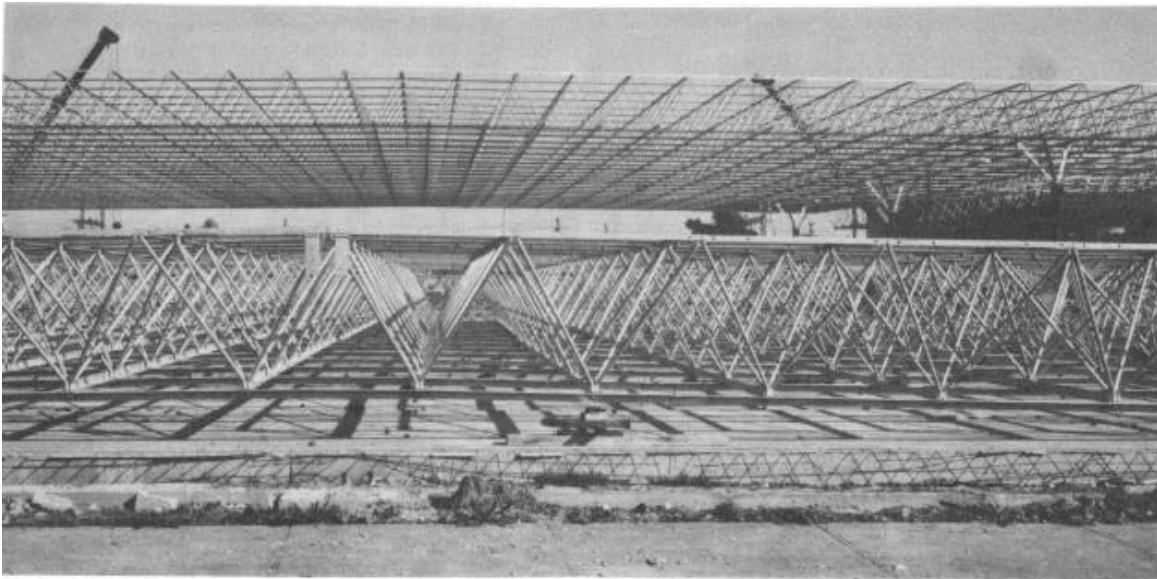
<sup>77</sup>

The date on the aerial suggests October but it must be early in the year as the market had been completed by that month.



The project was well documented in a contemporary journal due to the innovative and/or early use of technology used in the construction, especially the space frame and the tilt slab concrete.<sup>78</sup> Six other/separate shops/buildings were incorporated into the central market, which itself was comprised of six separate sections with an area of 100,000 sq ft (0.92 ha).

The space frame consisted of prefabricated steel, pyramid-shaped units – 1.2 metres or 4ft wide (at their base) and 1.07 metres or 3ft 6ins (high) – which were assembled on site. They were supplied by Structural Steel P/L with the pyramid module having recently (previous 18 months) been developed by Bruce Young at their Sunshine factory.<sup>79</sup> The space frame incorporated 220 tons of steel, and another 116 tons was employed with the columns, struts, etc. Assembly into sections was easily performed by unskilled labour at ground level to create units [measuring 124' x 132' (37.8 x 40.2 metres)] and were lifted by cranes into place. The units were hot dip galvanised by Johns & Waygood after fabrication which was said to be 'a distinct advantage' to being undertaken before fabrication.<sup>80</sup>



A completed roof section on ground prior to erection into roofing frame (1970)  
(Source: 'Preston Market', *Foundations*, no. 70, p14)

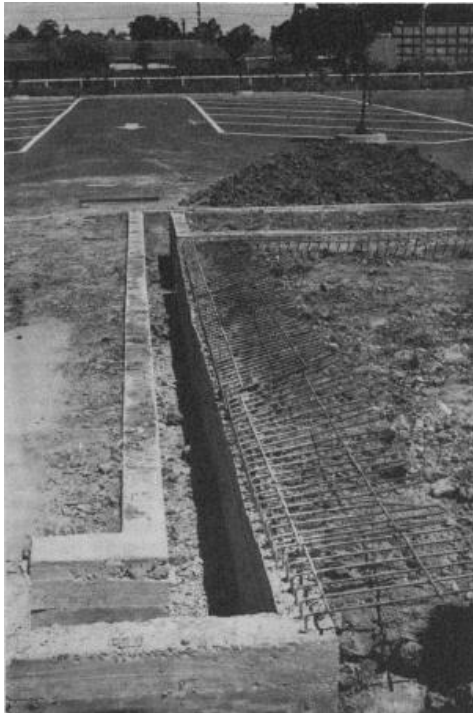
All concrete work was undertaken by E Corsi, East Kew. The pre-cast external concrete panels - corresponding to about a third of all the walls - were cast on site, lifted by crane, and tilted into slot foundations.<sup>81</sup> Triangular door heads, cantilevered wing walls, and slotted vent openings (for toilets) formed in the concrete.

<sup>78</sup> 'Preston Market', *Foundations: The Journal of Architecture, Engineering and Building*, issue no. 70 (1970, pp2-19)

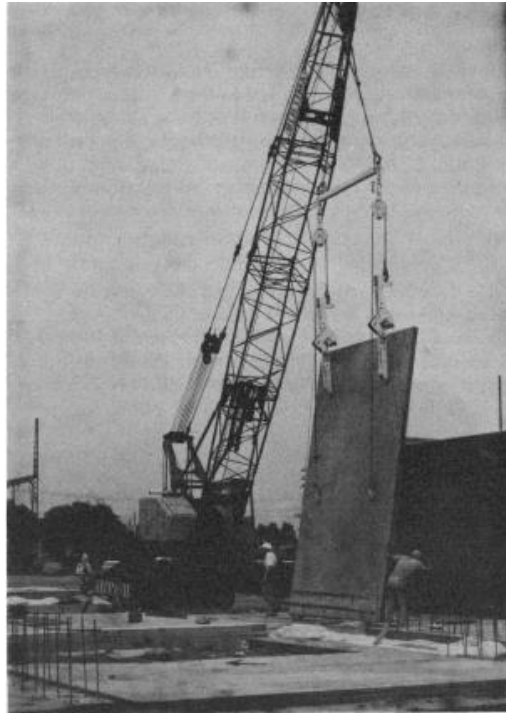
<sup>79</sup> 'Preston Market', *Foundations*, pp13-15. The inverted pyramids (4' x 4' x 3'6" deep or 122 x 122 x 107 cm) were attached at their base between a structural angle bottom chord system forming a two way grid structure. 6,631 modules were required with 160 modules produced per day (41.5 days), and 105 were delivered at a time.

<sup>80</sup> 'Preston Market', *Foundations*, p16

<sup>81</sup> 'Preston Market', *Foundations*, pp10-12. The slots were about 12.7cm wide and there were about 930 sq. metres of such walls.



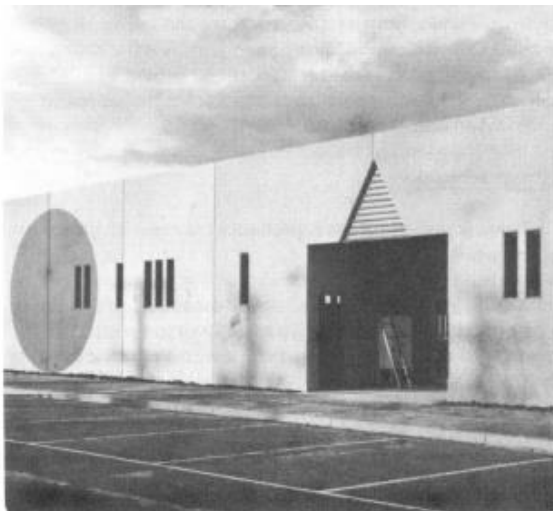
Socket/slot foundation for cantilevered walls (1969-70)  
(Source: 'Preston Market', *Foundations*, no. 70, p10)



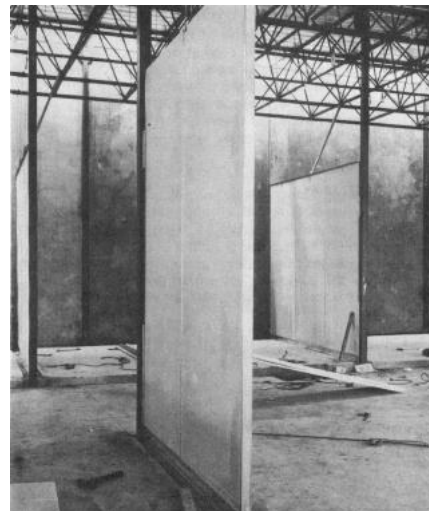
Lifting wall panels into position (1969-70)  
(Source: 'Preston Market', *Foundations*, no. 70, p11)

Other elements of the construction included:<sup>82</sup>

- 70 tons of Kliplok galvanised steel roof sheeting, manufactured by Lysaght and installed by Woodroffe Roofing P/L.
- Metal fascia, Lysaght Trimdeck, in a special colour run (Zenith blue) manufactured in Port Kembla.
- Internal partition walls – about 5cm thick of polyurethane between two sheets of asbestos cellulose board with galvanised steel sections moulded onto all edges. Panel walls were lifted into place after the roof had been erected.



Section of completed western wall (1970)  
With slot windows, painted circle  
(Source: 'Preston Market', *Foundations*, no. 70, p12)



Brownbuilt internal partition walls (1970)  
(Source: 'Preston Market', *Foundations*, no. 70, p19)

<sup>82</sup>

'Preston Market', *Foundations*, pp17-19

Construction proceeded rapidly and in June 1970 it was announced that Preston Market would be opening soon with 'free car park – 1000 cars'.<sup>83</sup> By this time, many stalls had been let – 46 fruit, 19 butchers, 15 deli, 10 specialty foods, 8 refreshment, 4 poultry, 4 fish (106 food related) and 130 miscellaneous, with 10 available.

The market was officially opened on 13 August 1970 by Chief Secretary and Deputy Premier, Sir Arthur Rylah.<sup>84</sup> Two days later on Saturday 15 August, a conservative estimate of the attendees was 20,000 with five police required to direct motorists all morning.<sup>85</sup>



Earle Street in foreground, along The Strand (1970)  
(Source: 'Preston Market', *Foundations*, no. 70, p9)

In 1973, Preston Market P/L became the proprietor of the remaining allotments. The company also retained the car parking areas and various streets, except Mary Street, consolidated into one title.<sup>86</sup>

The walkways remained intact (uncovered) into the early 1980s according to the following aerial. It shows the extent of the original linking sections of roof at the ends of each block, and the middle of some blocks. Subsequently the tensile membrane type of canopy was introduced, and which during late 2016-early 2017 were partly replaced at the north-east end of the complex with a Perspex type.<sup>87</sup> The gable roof brick building on Cramer Street, immediately west of the Aldi supermarket, was demolished during early 2018.<sup>88</sup>

<sup>83</sup> *Age*, 20 June 1970, p47

<sup>84</sup> John Sorell, 'At just \$2 mil. – a market bargain', *Herald*, 13 August 1970, p2

<sup>85</sup> 'To market, to market at Preston', *Sunday Observer*, 16 August 1970, p4. At that time, Saturday trading would have stopped about 1pm.

<sup>86</sup> Certificate of Title, vol. 8981/folio 583

<sup>87</sup> Nearmap. The canopy replacement works were well underway by late December 2016 and completed by May 2017.

<sup>88</sup> Nearmap. This building stood for less than 30 years as construction had not commenced by February 2018.





February 1981

(Source: Landata, Western Port Foreshores project, run 17, frame 126)

Over the years newspaper articles capture aspects of the distinctive character of the market when compared to others such as: Preston Market is almost like a small shopping centre. It sells everything you can buy in inner-city markets and has a wide-open uncluttered feel although it is still under cover.<sup>89</sup>

And

The Preston Market, one of Melbourne's largest undercover markets, is a hive of activity with the best fresh produce Melbourne has to offer. Exotic dried fruits and Middle Eastern foods are specialties'.<sup>90</sup>

By 2017, the Preston Market had become the second largest in Melbourne with about 80,000 visitors per week and included 146 main tenancies and 10 kiosks.<sup>91</sup>

In recent years, five Melbourne/Australian artists have been commissioned to paint murals to the much of the exterior of the market as follows:<sup>92</sup>

- James Reka, aka Reka One, painted the mural to the middle part of the western wall, near the entrance to The Centreway.
- Minna Leunig in 2018 painted the black and white mural at the north-west corner.
- Elliot 'Numskull' Routledge & Bradley 'Beastman' Eastman painted the abstract/geometric mural to the southern part of western wall in October 2017.
- Tristan Kerr painted the part text-based mural to the south end of the eastern wall.

<sup>89</sup> 'Market Fetes and Fairs', *Sunday Age*, 29 October 1995, p40

<sup>90</sup> 'Your Domain', *Age*, 13 September 2000, p82

<sup>91</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p24

<sup>92</sup> <https://www.prestonmarket.com.au/preston-market-artists/>, accessed 08.04.2020

- Celeste Mountjoy, aka Filthy Ratbag, painted the cartoon-like mural with the bright yellow background to the north end of the eastern wall.<sup>93</sup>



Mural to west side by James Reka aka Reka



Minna Leunig's mural at the north-west corner

## Use and Community

From the outset, the Preston Market has attracted shoppers from a wide range of ethnic backgrounds, which has changed to reflect the area's varying demographics. In 1986, about 30% of Preston's residents were born overseas, slightly higher than the Melbourne average. Italians represented the largest group at 11%. A quarter of a century later nearly half of the population did not speak English at home (compared to about 25% nationally) with the most common languages being Greek (7.8%), Italian (7.1%), Mandarin (3.8%) and Arabic (3.2%).<sup>94</sup> In the most recent census (2016), similar results for the most common languages spoken (other than English) were documented.<sup>95</sup>

Similarly, this ethnic diversity has been reflected in the stallholders, some of whom have remained consistent over multiple generations and employ members of the extended family. They sell food that they are culturally familiar with and/or prepare themselves and educate interested shoppers in their ways. The Preston market is thus often described as having an authentic and grass-roots feel, where people can learn about different culinary traditions.<sup>96</sup> Whilst there have been shifts in the constituent ethnicity of the shoppers over time with a decreasing of the southern Mediterranean groups (Greek and Italian) and an increasing components of Asian groups, stall holders have remarked upon the consistent level 'of friendly exchange and personal connections'.<sup>97</sup>

Research and analysis of the varied voices of the Preston Market community have been the subject of several reports and publications.<sup>98</sup> From this work, it is evident that many strong relationships have existed and evolved over the years at the Preston Market and that as a place, it is widely appreciated for the breadth of social interactions that it accommodates and is integral to the strength and identity of the local community. Its connectivity to public transport has assisted access and the layout with generous public spaces have facilitated interactions. As such an important ancillary role that has evolved at the Preston Market is as a community meeting space. Friends and families regularly meet there, often without prior arrangement, for coffee/meals as there is ample informal space to sit and relax.<sup>99</sup>

<sup>93</sup> As recent additions to the market, it is not entirely appropriate to consider these murals as forming part of the heritage significance of the site

<sup>94</sup> 'Preston', at <https://www.victorianplaces.com.au/preston>, accessed 15.04.2020

<sup>95</sup> ABS website, 2016 Census QuickStats, Preston (Vic.), [https://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/SSC22109?opendocument](https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC22109?opendocument), accessed 16.04.2020. Greek (6.7%), Italian (6.0%), Mandarin (3.9%), Arabic (3.1%) and Vietnamese (2.9%). These percentages were markedly higher for all groups as compared to the state/national averages except for Mandarin which were 3.2%/2.5% respectively.

<sup>96</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p23

<sup>97</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p45

<sup>98</sup> Victoria Stead, *Market Crossings – Plotting a course through the Preston Market*, Melbourne 2010; Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections, December 2017; Hello City, *Preston Market Identity Study*, August 2019,

<sup>99</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p48

For many it can be hard to define what makes the Preston Market so attractive and welcoming, however an intangible sense of 'atmosphere' is often mentioned.<sup>100</sup> A more explicit, spatial analysis of the Preston Market has identified how the key elements of the complex facilitate exploration and provide areas for pause or social gathering, and include:<sup>101</sup>

- Cruciform plan with four key intersections
- Division into small blocks, which act as distinct neighbourhoods
- Stalls of varying size, though mostly up to 80m<sup>2</sup>.
- The sheds are complemented by the group of inter-connected shops at the northern end of the complex

These elements have contributed to the sense of place that has been long established, but the inherent flexibility has allowed for regular change so that number of stalls has decreased over time as some shops have consolidated multiple premises.

The Preston Market Quarter Identity Study confirms the unusually strong community attachment to the Preston Market and highlights many of the social connections that evolve in this space, which due to its careful design has allowed for them to be facilitated. Some key findings of the study are as follows:<sup>102</sup>

- The secret to understanding the identity of Preston Market Quarter is to think of it not as a single building or a large format retail offer but as a neighbourhood that is a living, breathing part of the city.
- It's Preston's very own downtown; the market streets are where the action happens, where memories are forged, where everyone feels like they have their place.
- The market has its own rhythms and rituals and like any good neighbourhood tells the story the character of Preston and what its community values and cares about.
- The Market Quarter is pragmatic, welcoming, intriguing, surprising and packed full of character.

## Thematic Context

In regards to the thematic context the relevant themes are derived from the *City of Darebin Heritage Study Volume 1: Thematic Environmental History (Stage 2 Report)*, prepared by Context P/L, August 2008, which are as follows:

- 2.2 Migration – subtheme Post-Second World War immigrants
- 2.3 Promoting settlements – subtheme Housing Commission of Victoria (in relation to post-war migration)
- 4.6 Retailing, hospitality and entertainment – subtheme Preston and subtheme Northland
- 5.3 Developing the suburban ideal.

The dramatic growth in the local population following WWII provided the opportunity for the market and contributed to its ongoing success. Immigrants of various nationalities were well-represented in this growth phase and the market provided a place for their diverse cultural traditions to be expressed and shared.

## Comparative Analysis

There is no ready comparison to the Preston Market within the municipality, or Melbourne more broadly, in terms of building typology and in relation to its specific design.

## City of Darebin

In terms of existing commercial buildings that are included in the Schedule to the Heritage Overlay in the City of Darebin, many date to the Interwar period with fewer from the earlier Victorian and Federation periods. In general, few places dating to the second half of the 20<sup>th</sup> century have been hitherto recognised with heritage value, which is not an uncommon circumstance.

Most of the heritage overlays relating to retail premises in the municipality consists groups of typical suburban strip shop types (single or two storey) along the principal thoroughfares, with examples dating primarily to the Interwar period for instance on High

<sup>100</sup> Context P/L, 'Preston Market Heritage Study, vol. 1 history and community connections,' p47

<sup>101</sup> Hello City, 'Preston Market Quarter – Identity Study', pp30-33

<sup>102</sup> Hello City, 'Preston Market Quarter – Identity Study', August 2019, p3



Street in Northcote (HO132) and Preston (HO222, HO241, HO301). In addition, there are some distinctive individual buildings (banks, hotels, etc.) to the main thoroughfares including High Street (HO216, HO223), Plenty Road (HO243) and Heidelberg Road (HO36).

The Preston Market varies from a typical commercial entity because it has a stronger social function than most retail places. It acts as an informal community meeting place, with other, more formal/dedicated places in the municipality including the Northcote and Preston town halls (respectively HO97 and HO50) and the nearby Preston City Oval (HO210).

## Metropolitan

On a wider metropolitan basis, comparison could be made with other markets, open/mall shopping centres, and buildings where a space frame has been employed. In all instances, the Preston Market stands as a distinctive example.

Compared with other markets in Melbourne, Preston is probably the second oldest market in terms of constituent fabric, after the Queen Victoria, whose origins date back to 1859 (though most of the fabric dates to the late 19<sup>th</sup> century and Interwar period). Although five markets were established much earlier than the Preston Market, four have been extensively redeveloped during the late 20<sup>th</sup> century (Camberwell [early 1930s, largely rebuilt after a 1992 fire], Dandenong [1866 first location; relocated 1926, redeveloped 1975 and 1992], Prahran [1891, redeveloped 1976-1982] and South Melbourne [1867, most fabric late 20<sup>th</sup> century]).

The Preston Market has a distinct design with the wide walkways – partly covered by open centrally (now enclosed) – so that there are generous circulation spaces. Most of the other markets have a rudimentary design, especially those with upper level car parking such that they are undistinguished. Preston Market, along with Queen Victoria market, have a distinct character, imparted by their constituent fabric, which sets them apart from the others and designates them more as ‘destinations’.

In terms of other open/mall shopping centres with a pedestrian only zone and car parking displaced to rear/periphery (as compared to traditional shopping strip with kerbside car parking):

- Bell Street, Heidelberg West of 1954-56 and another soon after in 1958 at Olsen Place, Broadmeadows, both designed by the Housing Commission of Victoria <sup>103</sup> The Bell Street Mall has a wide pedestrian zone flanked by single and two storey buildings with wide cantilevered canopies providing weather protection. The mall is remarkably intact although is presented poorly with several vacant premises. The Preston Market compares well with this site in terms of intactness and broad planning approach but the market represents a very different approach to design with its space frame roof representing a progressive Structuralist approach as compared to a standard building typology in the Bell Street Mall.
- Chadstone originally was a combination of a large department store (Myer) anchoring the site with an extensive mall section attached. It was built by the Myer Emporium, who added a third storey in 1963 with no other major changes said to have occurred until 1984, when the open-air mall was enclosed. The year prior, ownership had been taken over by the Gandel Group.<sup>104</sup> Initially the wide walkway roofs were supported by concrete framing and posts with various planters and other elements to the central areas rather than the unencumbered, support-free walkways of the Preston Market built ten years later. Whilst initially there was some similarity with the Preston Market, the original format of Chadstone has been lost.
- Northland when completed in 1966 was said to be ‘unique with its completely covered malls radiating from a central hub.’ It was also developed by the Myer Emporium and later acquired by the Gandel Asset Management group. Major alterations and additions were undertaken during the early 1980s and mid-1990s.<sup>105</sup> Initially natural lighting to the malls was limited to clerestory/highlights above the shops but skylights were subsequently introduced. Covered walkways were used to link the bus stop to the shopping centre.<sup>106</sup> Whilst initially there was some similarity with the Preston Market, the original format of Northland has essentially been removed.

In terms of buildings where a space frame has been employed:

- The retail section at Collins Place, Melbourne, was designed by Harry Cobb of internationally renowned, New York based firm of I M Pei & Partners, in association with Melbourne based firm of Bates Smart McCutcheon. The complex had a long

<sup>103</sup> Heritage Alliance, Survey of Post-War Built Heritage in Victoria, 2008, items 028-005 and 028-006.

<sup>104</sup> Shopping Malls, eMelbourne website, <http://www.emelbourne.net.au/biogs/EM01369b.htm>, accessed 13.12.2019

<sup>105</sup> Allom Lovell & Assoc., ‘Northland Shopping Centre’, *City of Darebin Heritage Review: Preston*, pp21-23

<sup>106</sup> Evident in a 1967 image by Wolfgang Sievers - SLV, H88.40/1019.

gestation in that it was designed in 1970 but not completed until 1981.<sup>107</sup> The Mero proprietary system, developed in Germany in 1943, was employed. It consists of individual tubular members connected at ball shaped node joints,<sup>108</sup> and is different to the angled-steel components employed at the Preston Market.

- Other places, built later, where tubular steel has also been employed are:
  - Arts Centre tower, Southbank (or theatres building) designed by Roy Grounds, opened in 1984.
  - Forecourt about the Melbourne Central Office tower on Elizabeth Street. This complex was designed by renowned Japanese architect Kisho Kurokawa 1986-1991.

## Condition

Good

## Integrity

Largely intact

Level	Element	Integrity
Significant	Space Frame	High Predominantly survives except for linking sections across walkways.
Significant	External Walls	Moderate Fabric itself unaltered – original extent and openings, etc. Presentation altered by overpainting for the most part (only some higher areas have the original sandblasted finish)
Significant	Walkways	Moderate to high Format intact although no longer open to the sky as infilled with separate/free-standing canopies. Steel-framing (posts and struts) and highlight glazing intact, the latter overpainted along walkway. Angled bulkheads and fascias intact. Concrete floor largely intact.
Significant	Enclosed halls (meat and deli)	High External glazing and opening configuration largely intact. Original suspended ceilings survive.
Significant	Shops – fruit and vegetable section	High Separate premises on raised concrete floors, walls, etc. generally intact.
Significant	Shops – miscellaneous (south end and north-west corner)	Moderate Shops/pods generally more recent fabric. Location of original structural supports not always evident however.
Contributory	Individual shops	Generally moderate, though varies Externally some have been overpainted and others rendered. Some alterations to openings.

## Heritage Overlay Schedule Controls

External Paint Controls	No
Internal Alteration Controls	Yes
Tree Controls	No

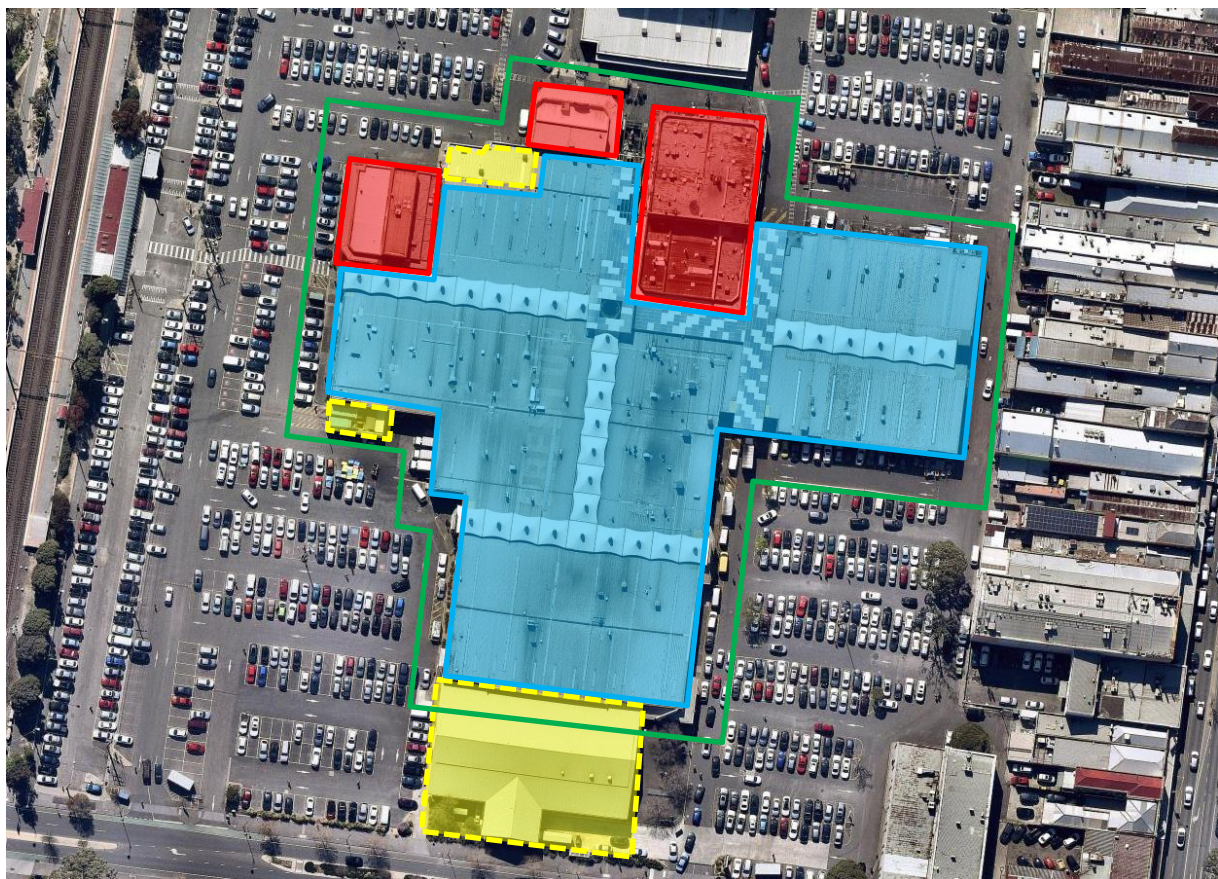
<sup>107</sup> [https://en.wikipedia.org/wiki/Collins\\_Place](https://en.wikipedia.org/wiki/Collins_Place), accessed 09.01.2020

<sup>108</sup> [https://en.wikipedia.org/wiki/Space\\_frame](https://en.wikipedia.org/wiki/Space_frame), accessed 09.01.2020

Outbuildings and/or Fences No

### Extent of Heritage Overlay

A heritage overlay should cover the remaining original sections of the Preston Market - both space frame (significant) and non-space frame (contributory) – with a nominal curtilage of 10 metres. It would not be necessary to include all the car parking areas.



Significant - blue  
Contributory - red  
Non-contributory - yellow  
Nominal extent of overlay - green  
(Source: Nearmap, 11.09.19)