



Dandenong Market Precinct Plan

Version 1 - FEB 2026



Image: Koorie Youth Will Shake Spears

Acknowledgement of Country

Greater Dandenong City Council acknowledges and pays respects to the Bunurong people of the Kulin Nation, as the Traditional Custodians of the lands and waters in and around Greater Dandenong.

We value and recognise local Aboriginal and Torres Strait Islander Cultures, heritage, and connection to land as a proud part of a shared identity for Greater Dandenong.

Greater Dandenong City Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions, and Culture in our Community.

Greater Dandenong City Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal Cultural heritage of the land and waters where Greater Dandenong is situated.

Project Consultants

McP

**BKK
ARCHITECTS**

in collaboration with

HillPDA
landscape architects

Movement & Place Consulting

GLAS
urban design and landscape architecture

DesignFlow

AMPLIFIER
COLLECTIVE

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Foreword from Mayor and CEO



Sophie Tan

Mayor City of Greater Dandenong

Dandenong has long been a place where cultures meet, enterprise thrives, and community life flourishes. For more than 150 years, Dandenong Market has been central to that identity, reflecting the spirit, resilience, and diversity of our people.

The Dandenong Market Precinct Plan marks an important step in shaping our city's next chapter. It outlines a clear, integrated vision for a vibrant and sustainable precinct that supports traders, enhances public spaces, and strengthens Dandenong's position as a key regional centre. The Precinct Plan aims to deliver significant benefits: increased housing supply, expanded open space, and improved walkability, safety, and public transport access for the thousands who visit each day.

Our community will gain new public spaces, upgraded facilities, enhanced safety, and a richer mix of activities and experiences. With stronger place activation and cultural programming, the precinct has the potential to become an international exemplar of market-centred urban renewal.

Sustainability is fundamental to this vision. Retaining significant trees, expanding planting, and delivering high-performance buildings will ensure the precinct is cooler, greener, and more resilient. Economically,

the Precinct Plan will support market operations, attract visitors, strengthen business conditions, and stimulate major investment. It will generate jobs across construction, hospitality, retail, and community services, contributing to the long-term prosperity of Greater Dandenong.

As Mayor, I believe this project reflects the very best of what our city can achieve:

"The Dandenong Market Precinct Plan is more than a blueprint for development — it is a promise to our community. A promise to honour our heritage, strengthen our present, and build a future that is vibrant, inclusive, and full of opportunity for every resident."

— Mayor Sophie Tan

Together, we are creating a precinct worthy of its history — and a city ready for the generations to come.



Jacqui Weatherill
CEO Greater Dandenong Council

For more than a century, the Dandenong Market has been a cornerstone of our community — a place of commerce, culture and connection.

As our city continues to transform, so too must the places that shape daily life for residents, visitors and businesses. The Dandenong Market Precinct Plan represents an important step forward in securing a vibrant, prosperous and sustainable future for this iconic precinct.

This is a 20 year plan that provides a long-term strategic direction and vision for the Precinct that honours the Market's heritage while positioning it to thrive for decades to come. It brings together key elements from the Revitalising Central Dandenong program and integrates them into a cohesive, forward-looking strategy. Through considered design principles, improved accessibility, enhanced parking and movement networks, and targeted opportunities for investment, the Precinct Plan will help us unlock the precinct's full potential and ensure it remains a dynamic destination for all.

Our goal is to create a market precinct that is welcoming, resilient and adaptable; a place that supports local businesses, attracts new investment and fosters community pride. This Precinct Plan lays the groundwork for that future — a future in which the Dandenong Market continues to be not only a

marketplace, but a meeting place; not only a local asset, but a regional destination.

I would like to acknowledge the many stakeholders, community, traders and partners whose insights will shape future works. Your ongoing contributions help ensure that the Market Precinct's next chapter is as meaningful and successful as its long history.

1.0 Introduction

1.1 Project Description

The Dandenong Market Precinct Plan (Precinct Plan) provides strategic direction and implementation actions to resolve and guide issues such as land use, urban design, economic investment opportunities, transportation, public realm and community infrastructure.

The Precinct Plan will map out a desired future and help to manage, influence, and facilitate growth and attract investment in the Study Area over time. Key themes include built form and urban design principles, parking, movement and access and market opportunities for investment. The Precinct Plan outlines a bold vision for tying together the strategic work that has occurred in the Revitalising Central Dandenong (RCD) program, into a broader strategic vision for the whole Study Area.

Dandenong Market is Melbourne's second oldest and second largest Market. The market has played a central role in the development of the 'Gateway to Gippsland', supporting local farmers and small business in Dandenong area since 1866. The market officially opened for business on 10 October 1866, on the intersection of Lonsdale and McCrae Streets. Early market traders sold livestock, fruit, dairy products and other farm produce. It was not long before the stock sales were surrounded by local farmers selling surplus produce.

As the community around the market grew, bigger premises were required and in 1926 the Market was relocated to its current site on the corner of Clow Street and Cleeland Street. The livestock trading section of the market moved to the area on Cheltenham Road, behind the Dandenong railway yards in 1958.

Between 2005 and 2010, Dandenong Market underwent a \$26 million redevelopment. The existing facility and site was fully refurbished and expanded as an 'Urban Market'.

Today the market has become the centre of the Greater Dandenong community, bringing together 150 nationalities under one roof. The market has five main areas: Fruit and Vegetables, Meat, Fish and Deli Hall, The Pantry, The Bazaar and Market Square.

Precinct Plan Study Area

The project study area includes the Dandenong Market area bounded by Clow, Cleeland and King St Streets and Sleeth Avenue; the triangular car park site south of Clow Street; Palm Plaza; and properties between Lonsdale Street and Palm Plaza, as shown below.

Precinct Plan Boundary

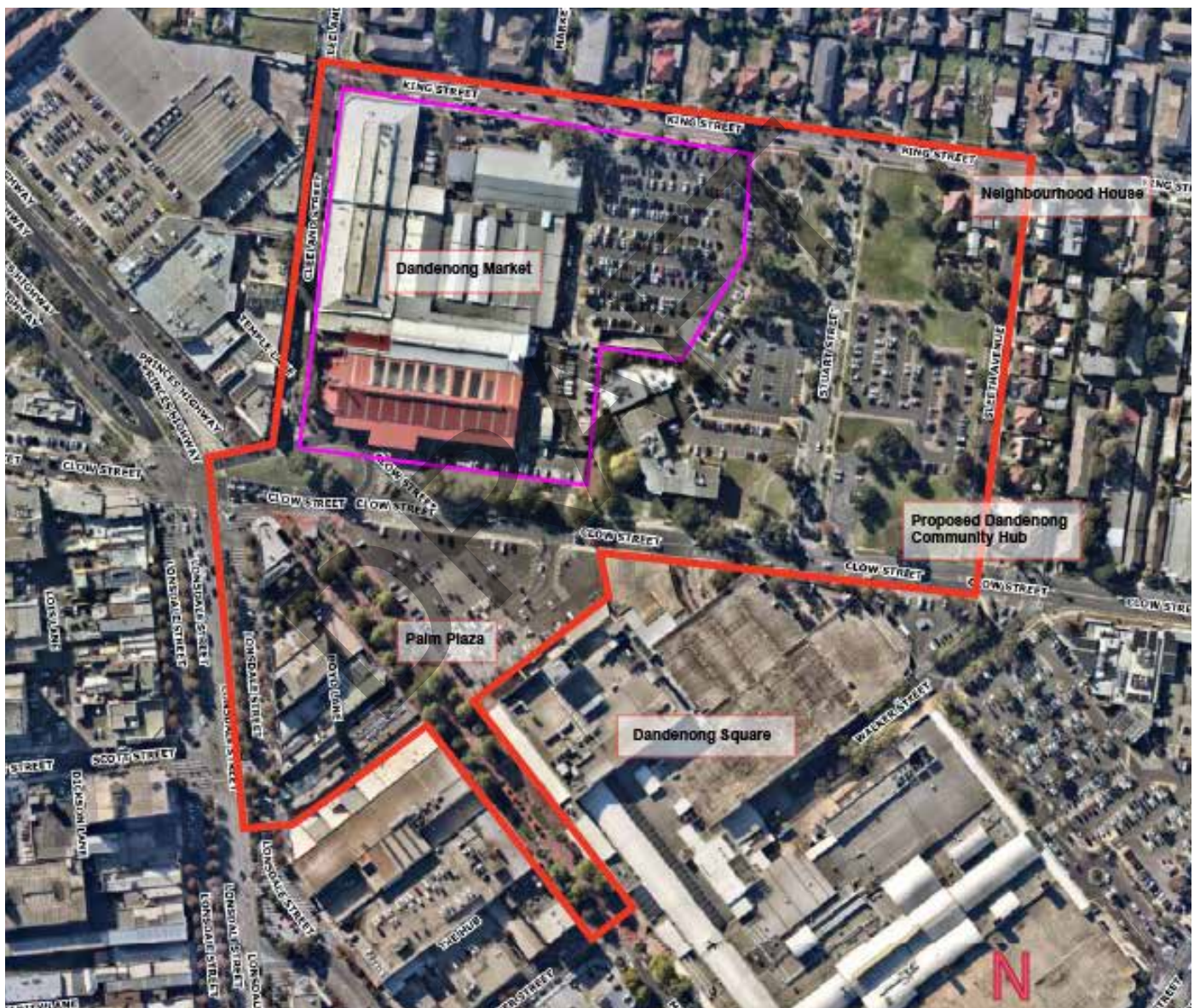


Figure 1: Precinct Plan Boundary

- Dandenong Market Precinct Plan
- Dandenong Market Masterplan

1.2 Project Process

The Precinct Plan has been developed through a carefully planned, collaborative process, involving Council officers and external stakeholders working alongside the consultant team, to support outputs which are informed, place-specific and supported.

The Dandenong Market Precinct Plan has been prepared by McP Studio, a Melbourne based Urban Design practice, in collaboration with BKK Architects, and supported by GLAS Landscape Architecture, Movement and Place Consulting (Transport and Access), HillPDA (Property Economics) and Amplifier Collective (Stakeholder Engagement and Social Impact).

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1. Collaborative approach

The project has been developed through a carefully planned, collaborative process, involving Council officers and external stakeholders working alongside the consultant team, to support outputs which are informed, place-specific and supported.

This process focused on a series of four (4) 'Inquiry by Design' (IBD) collaborative workshops held at Council offices. Inquiry by Design describes a method of rapid, intensive, focused design work by invited groups, typically from multiple organisations and sectors, working in real time 'under the same roof' to develop options and proposals.

The IBD methodology supports efficient and effective design processes and facilitates stakeholder involvement and therefore buy-in to the work that is developed.

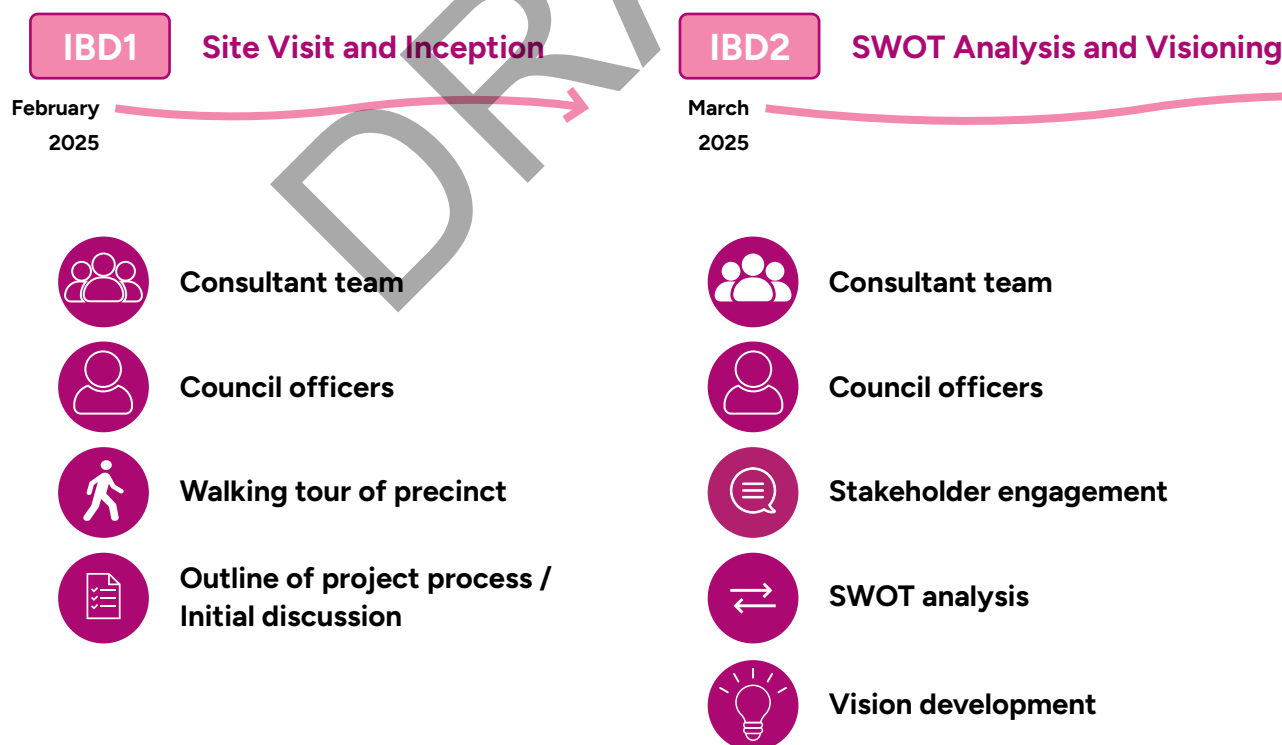
The IBD workshops for the Dandenong Market Precinct Plan comprised:

2. Design review

The Precinct Plan has also been tested through a Design Review process by the Office for the Victorian Government Architect (OVGA), comprising two (2) formal Design Reviews by an expert panel and chaired by the Associate Government Architect and an interim update review.

This process provided comprehensive commentary, critique and recommendations to inform the design and planning process.

Inquiry by Design Timeline





IBD3

Precinct Framework Plan

March
2025



Consultant team



Council officers



Council executives



External stakeholders



Design at precinct scale



Reviews and commentary



Design refinement

IBD4

Catalyst Sites and Spaces

March
2025



Consultant team



Council officers



Council executives



External stakeholders



Design at site scale



Reviews and commentary



Design refinement

1.3 What Problems Are We Trying To Solve?

1. Safety

The project process has heard from various participants that the Precinct often is, or feels, unsafe during non market days and after hours. This is due to its isolation, lack of visible activity, anti-social behaviour and high maintenance demand from aging infrastructure in some locations.

2. Access

Access into and around the Precinct can be difficult, for all transport modes, particularly for those with mobility challenges. This relates to ground levels and gradients, entrances/thresholds, conflicts between pedestrians and vehicles, and clarify of access ways.

3. Market patronage and business performance

Market traders and other local businesses need increased patronage for greater prosperity and financial sustainability, and to support the Market's planned growth.

Potential strategies:

- Bringing more people into the Precinct, through housing and other uses.
- Encouraging buildings to 'turn/face outwards' (rather than the current inward-facing Market and Shopping Centre).
- Active building edges, supporting passive surveillance or 'eyes on the street'.
- Activated public spaces, with increased usage (more people around).

Potential strategies:

- Universal access provision.
- Ground plan (public realm) enhancement.
- Accessible gradients.
- Kerb-free streets where appropriate.

Potential strategies:

- Increasing the local population (more customers).
- Improving access.
- Create more attractive, amenable, enjoyable places that people want to spend time in.



4. Housing opportunities for local people

Housing availability and affordability are national and international challenges. There is a substantial need for increased supply of well-located housing, to support residents through ease of access to transport, shops and services.

Potential strategies:

- Medium and higher-density housing development in the precinct.
- Mixed-tenure housing, including potential affordable, key worker and social housing types, along with market housing.
- 'Whole-of-life' housing provision, for families, singles, young people, older people etc.

5. Transport choice

Private car usage is the dominant transport mode in and around the Precinct. While it is recognised that market customers often carry significant weight in purchases, many people access markets via public transport, bicycle or on foot, particularly as more people live locally. These options are limited or constrained in Dandenong currently. Alternative transport modes help to address cost of living impacts, because they are less costly than private car usage.

Potential strategies:

- Improved cycling access routes.
- Improved intersection and crossing design.
- Enhanced walking routes, to make walking more interesting, enjoyable and safe.
- Improved bus infrastructure, such as sheltered waiting spaces, seating, smart signage and green streets.

6. Changing climate, community impacts

Climate change is increasingly creating community impacts, as well as for buildings, infrastructure and ecology. Severe heat, major weather events and flooding are likely to increasingly impact this locality, recognising that stormwater and drainage are existing issues for the Market Precinct. Future development must avoid contributing further to climate change, enhance resilience to these impacts and support mitigation of climate effects.

Potential strategies:

- Site water management, including natural filtration and drainage.
- Increased tree canopy cover, for shade and ecology benefits.
- Increased biodiversity support through landscapes design and tree retention.
- Sustainable/high performance building design.
- Facilitation of sustainable transport options.



7. Food security

Related to climate impacts and the cost-of-living crisis, food security is an increasing challenge at both local and national/global scales. Food production and distribution can be impacted by system shocks and climatic changes or weather events. The increasing cost of food affects more and more households, often restricting access to sufficient food. Fresh food markets often provide communities with good quality, local, lower-cost food options.

Potential strategies:

- Support for the Market's ongoing operation, prosperity and expansion.
- Improved Market access and operations, such as for deliveries.
- Increased resident access to the Market.
- Accommodating important community support services within the Precinct.

8. Underutilised land in a central city location

The Dandenong Market Precinct is a large area, within a Metropolitan Activity Centre, with an extensive range of transport options, shops, facilities and services within easy reach. In this context, much of the land in the Precinct is underutilised, being occupied by at-grade car parking or open space with low usage levels. There is opportunity to utilise this well-located, Council-owned property to accommodate a range of uses which benefit the community.

Potential strategies:

- Housing development, including community-oriented housing options.
- Community facilities.
- New and enhanced public open spaces.
- Business and retail spaces for local access.

9. Underutilised car parking

The existing Market car park occupies a lot of land and is underutilised, especially on non-Market days when it remains empty. The car park on the triangular Clow Street/Palm Plaza site is also underutilised. These areas present opportunities for more efficient, effective land use, to retain and expand car parking capacity, along with other activity-generating uses, such as housing, shops and workspaces.

Potential strategies:

- Consolidation of car parking within buildings and/or basements.
- Residential car parking concealed from streets and spaces.
- Expansion of Market parking, in basement and upper levels (subject to masterplanning).
- Unlocking of redevelopment opportunities in the Precinct to support activation, safety and business prosperity.



10. The place is less welcoming for some people, than others

Some parts of the community feel less welcome in the Market and Precinct, than others.

11. Interconnectivity between destinations

Pedestrian connectivity between the Market, Pioneer Park, Dandenong Square, Palm Plaza, Lonsdale Street and further to Harmony Square and Dandenong Station, are difficult and obstructed by traffic conditions and infrastructure, edged by inhospitable building edges and indirect.

12. Community knowledge of the Precinct Plan and why it is needed

The Precinct Plan is a complex and multifaceted project initiative by the Greater Dandenong City Council to work towards a more vibrant, connected, sustainable, liveable precinct, while addressing the problems listed in this section. It is important that the community is informed and can contribute to the conversation around this plan.

Potential strategies:

- Gender-sensitive design.
- Neurodivergent-sensitive design.
- Design with Country.
- Culturally-sensitive design.

Potential strategies:

- Transformed streetscapes including footpath widening and new bike infrastructure.
- New and enhanced laneways and pedestrian streets.
- New links and connections to the wider Central Dandenong area.
- Opening up and activation of building edges.
- Programming of public spaces to increase activity and vibrancy.

Proposed strategies:

- Targeted stakeholder engagement (focus groups) including community members, July 2025.
- Public Exhibition of the Draft Precinct Plan, March 2026.
- A comprehensive public engagement will be undertaken during this phase.

1.4 Other Major Projects in Central Dandenong

1. Dandenong Market Masterplan

A Masterplan is being developed for the potential expansion and operational upgrade of Dandenong Market, potentially to incorporate other land uses such as shops, office space and housing in upper levels, while protecting the essential Market function and character.

The Market itself is within the Dandenong Market Precinct (the planning area for this Precinct Plan report), but subject to a separate, parallel master planning process, essentially at the same time.

That project was instigated and led by the Dandenong Market Pty Ltd (DMPL), a subsidiary of the City of Greater Dandenong, consisting of an independent Board and Executive Team who manage the Market as a commercial enterprise.

The Dandenong Market Precinct Plan team, with Council officers, has liaised extensively with the Market Masterplan team, during preparation of the Precinct Plan.

Council recognises that the Precinct Plan will establish the overarching parameters for the Precinct, including the future Market expansion and renewal.

2. Dandenong Community Hub

At the Council Meeting on 8 December 2025, Council agreed to redesign the Dandenong Community Hub so that it is similar in size and cost to the Keysborough Hub, while still retaining all the essential elements previously approved in 2021. Council also supported accelerating the project timeline to improve its chances of securing state and federal funding. In addition, Council directed officers to investigate opportunities for private-sector partnerships, including potential development above the site (air rights). Council officers will contact the community when a concept design is ready for consultation.



2.0 Precinct Analysis

2.1 Strategic Context - Policy Context

1. Plan for Victoria (2025)

The people's panel vision for Victoria by 2050

This new long-term plan incorporates five pillars for action:

- Pillar 1: Housing for all Victorians
- Pillar 2: Accessible jobs and services
- Pillar 3: Great places, suburbs and towns
- Pillar 4: Sustainable environments
- Pillar 5: Self-determination and caring for Country

Housing targets

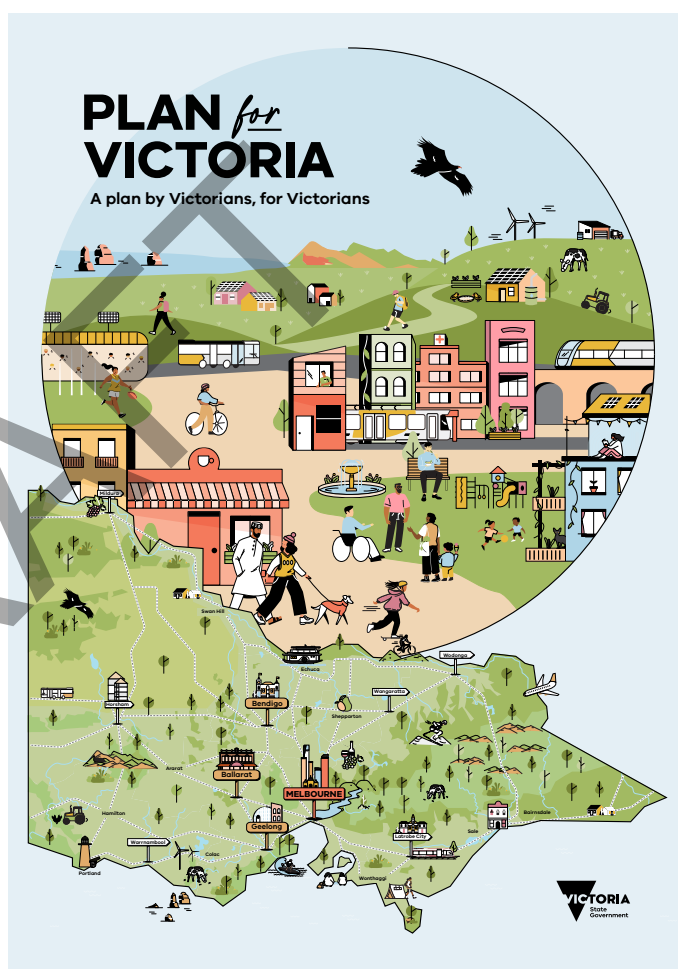
Greater Dandenong LGA has a revised housing target of 52,500 net new dwellings to 2051, equivalent to 2,019 new dwellings completed per year, for 26 years from 2026.

A key direction of the Housing Statement is cheaper housing, closer to where you work, through:

- Unlocking new spaces to build – including across established suburbs and government land – to boost supply and stop urban sprawl;
- Building more homes closer to where people have the transport, roads, hospitals and schools they need;
- Delivering vital community infrastructure – like footpaths and parks – faster.

It further states that:

We need to create more housing, with the best design standards, where people want to live. And that means going up and out – not just out. By unlocking new spaces to build homes across established suburbs, we'll stop urban sprawl and boost housing supply in the places Victorians want to be – close to where they work, or send their kids to school.



2. Activity centres program

The Victorian Government is planning for more homes in activity centres across Melbourne so more Victorians can access homes in the places they want to live. Activity centres will bring new homes that will be built in and around Melbourne's train and tram lines, jobs and services by 2051.

Plans for the Dandenong Station (activity centre) is currently in community consultation phase. The plans identify the activity centre 'core' and 'catchment' areas as follows:

- Activity centre core: Various heights between three and 12 storeys in most activity centres and up to 20 storeys in some places in the largest activity centres.
- Inner catchment: Up to six storeys on blocks larger than 1000m² and up to four storeys in all other places.
- Outer catchment: Up to four storeys on blocks larger than 1000m² and up to three storeys in all other places.

3. Greater Dandenong planning scheme

Key components of the Greater Dandenong Planning Scheme affecting the study area are summarised as follows.

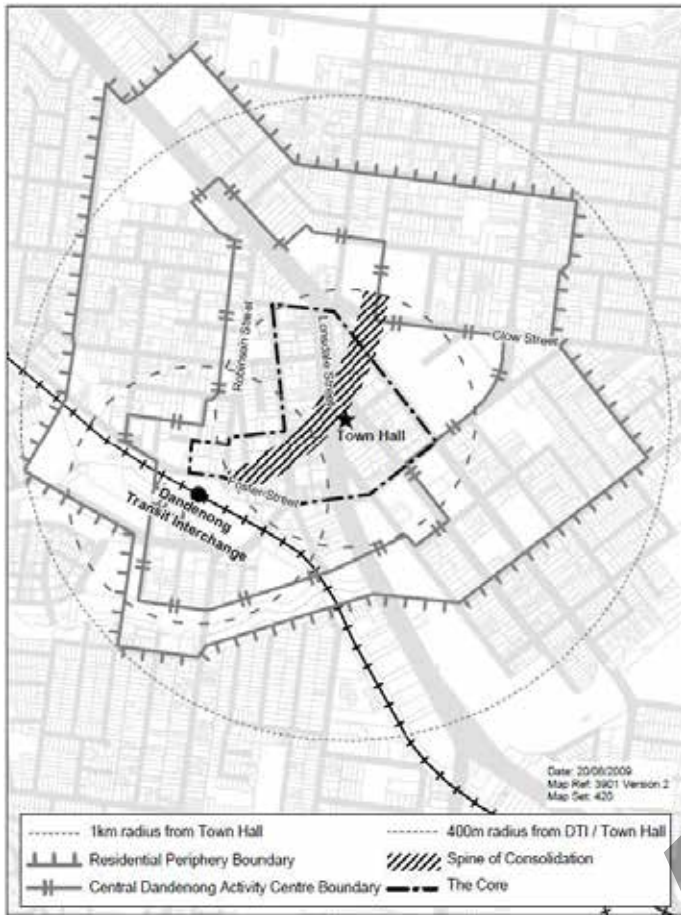
Clause 22.07 Central Dandenong local planning policy

This policy dates from 2017 and applies to all land within the Central Dandenong Metropolitan Activity Centre boundary, which is shown (see map below) to include the Dandenong Market, Clow Street 'triangle' site and Dandenong Square Shopping Centre, but excludes the eastern part of the precinct (Market car parking and Pioneer Park). However the policy remains relevant to this Precinct Plan.

The Future Direction and Vision statement includes:

Central Dandenong will be a residential city of national significance, supported by a strong economic foundation. It will integrate an extensive range of recreation and leisure activities and display a high quality urban landscape. It will be a pedestrian dominated environment, designed for high levels of access and mobility for all forms of transport.

Central Dandenong is transforming from purely a space of commercial functions to one with a strong, wide ranging residential base. It has a multiplicity of spaces accommodating all facets of human endeavour in which its new fundamental residential function is served by its integration into a mutually contributive multi-functional environment.

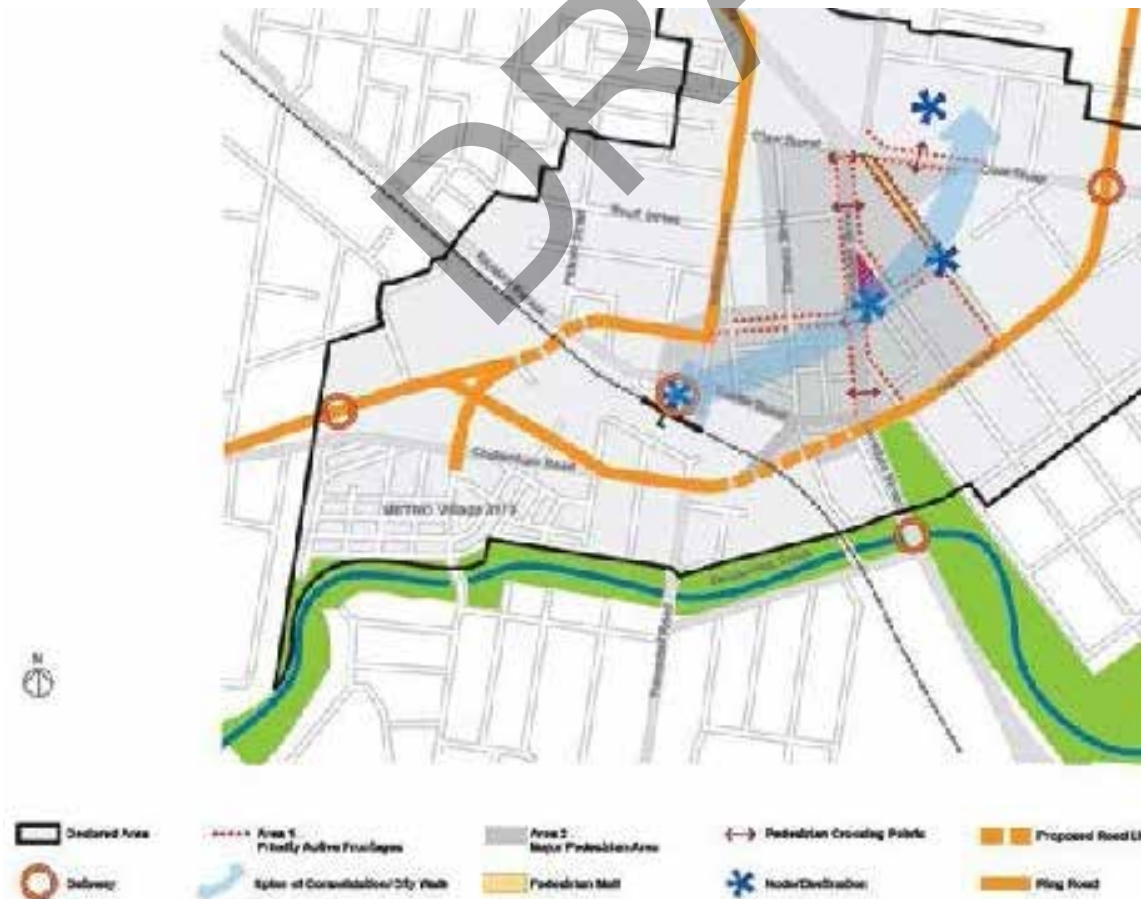


The policy then states that:

public open space will be enhanced and added to by extending green spaces such as Dandenong Creek, Dandenong Park and John Hemmings Memorial Park into the city and by developing socially engaging urban open spaces within the public realm. Enhancement and development of urban squares, piazzas, pedestrian malls and green spaces, as environments dedicated to social recreation and exchange will form a strong foundation for creating a high quality living and working city.

This Policy identifies the 'Spine of Consolidation', as the focus of compaction and consolidation of Central Dandenong, running between the station, the Town Hall and the market. At either end of these centre points, within the 400 metre radius, are strong anchors in the new market development, Dandenong Plaza and the Metro Village 3175 residential development.

Figure 2: Map from Clause 22.07, indicating the 'spine of consolidation' linking Dandenong Station, Civic Centre, Drum Theatre, Lonsdale Street, Palm Plaza and Dandenong Market.



Schedule 16 to Clause 43.04 Development Plan Overlay – Revitalising Central Dandenong (Sites 11-15, Foster Street) Development Plan

The Objectives of DPO16 are as follows:

- To provide for the integrated planning and development of the precinct, encouraging a range of uses with a priority focus on maximising housing supply (including the provision of affordable housing), retail, commercial, recreational, hospital and community spaces that will attract and retain people and activity across the day and evening.
- To encourage high-quality urban design and architecture that establishes a distinctive mid-rise character north of Foster Street with taller sculptural forms south of Foster Street, contributing to the revitalisation of Dandenong as a Metropolitan Activity Centre and National Employment and Innovation Cluster.
- To encourage best practice environmentally sustainable design, stormwater management and water quality treatment.
- To provide a high-quality, accessible and inviting public realm that is supported by a vibrant and strengthened 'Little India' precinct, new public open space, well designed connections throughout the precinct, and extensive activation to support a sense of safety and vibrancy.
- To provide for safe and efficient vehicle and pedestrian movements within and around the precinct, including integration with Dandenong Station, to promote connected and walkable neighbourhoods.

The preferred building heights are mid-rise north of Foster Street (approx. 3-12 levels) and with high-rise forms between Foster Street and the rail corridor, of up to approximately 35 levels.

Schedule 15 to Clause 43.04 Development Plan Overlay – Dandenong Plaza Shopping Centre (Dandenong Square)

The Objectives of DPO15 are as follows:

- To provide a framework for the facilitation of the redevelopment of the Dandenong Plaza with high density commercial, retail and residential uses, that compliments other relevant planning policies and controls for the site.
- To create a high-quality built environment that positively responds to new and existing public spaces and connections through the site, provides a diversity of building typologies and facilitates a diversity of land uses.
- To create new high quality and amenity connections through the site that integrate it with the surrounding street network, prioritise pedestrian movement and are designed to be universally accessible.
- To develop a series of high-quality and high amenity new and upgraded public open spaces that provide for a diversity of uses and optimise solar access.

The indicative building heights in the DPO are as follows:

- Area A (north, interfacing Council car park site): 65-78m (approx. 20-25 storeys).
- Area B (near corner Clow and Foster Streets): 34-50m.
- Area C (central): 50m.
- Area D (south, corner McCrae and Foster Streets): 50m.
- Area E (Clow Street central): 40m.

2.2 Urban Context Analysis

This section provides a series of analytical plans of the study area and its surrounds. These were developed to allow the design team to gain a comprehensive understanding of the location, as a basis for developing planning proposals. The analysis was informed by in-person visits and observations of the study area and by Council officer inputs. It identifies a range of distinct strengths and challenges, associated with the existing conditions. This analysis is focused on spatial and physical conditions, rather than, for example, the social and economic context.

Key findings

Gateway location

Dandenong Market is positioned at the northern end of the Central Dandenong retail/commercial area, at a major intersection where the Princes Highway meets Clow Street and Cleeland Street (and becomes Lonsdale Street in the central area).

The Market Precinct is visible and frames the arrival experience into Central Dandenong from the north.

Street grids

The local network of streets and lanes is strongly grid-based. However, the orientation of the grid 'shifts' or 'rotates' between the Market Precinct, the area between Clow Street and Lonsdale Street to the south, and the area west of Lonsdale Street.

Lonsdale Street forms the main 'spine' of the Activity Centre, linking between Dandenong Station (via Halpin Way or Foster Street) and the Market Precinct.

Topography

The study area is substantially graded, generally from north to south, with the broader topography generally 'falling' towards Dandenong Creek. Water / pre-settlement creek line.

Water / pre-settlement creek line

Overland water flows follow the general topography across the Precinct. Early topographic and ecological mapping show a former creekline or tributary to Dandenong Creek originating within the Market Precinct and extending south to Dandenong Creek.

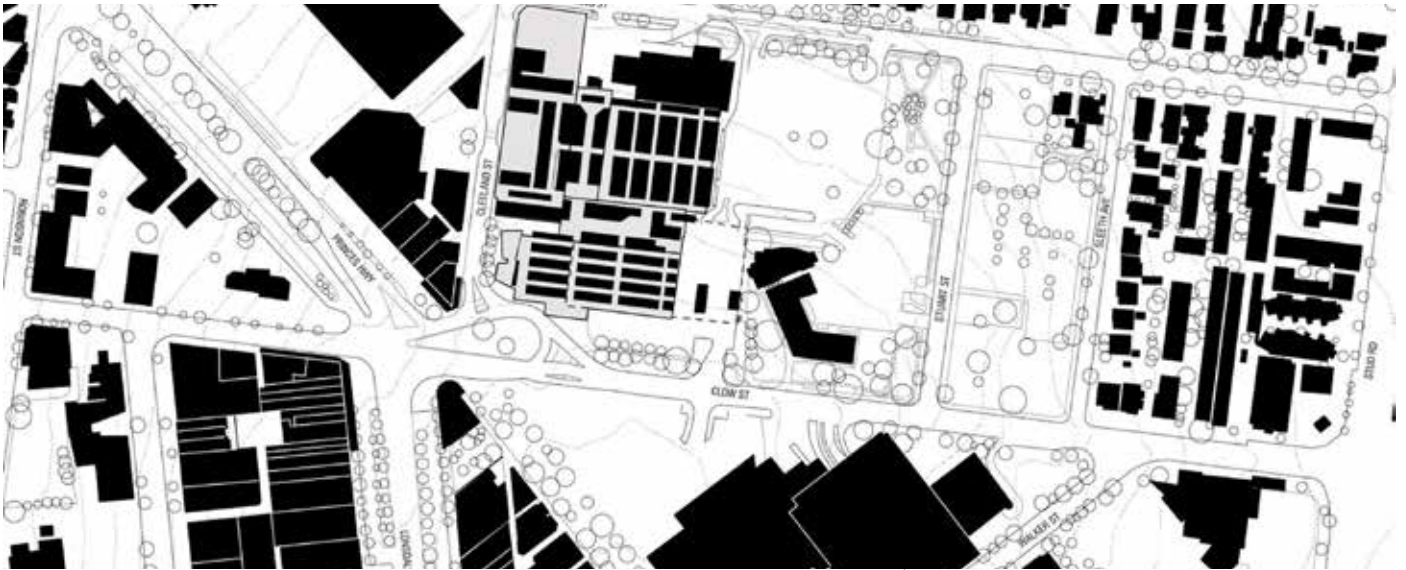
Closed frontages

The Market building itself, and nearby buildings including Dandenong Square, present extensive 'closed' or 'inactive' frontages to the public realm (streets, lanes and spaces). These conditions restrict passive surveillance ('eyes on the street') potential and therefore reduce safety, while also limiting visual interest and amenity for pedestrians.

These building edges give the impression that the activities are 'turning their backs' on each other and on the spaces between buildings. While large buildings generally require some 'back of house' areas, such as for deliveries, servicing and parking access, this should be balanced with a majority of active, visually permeable frontages, especially at ground floor level.

Currently, both the Market and Dandenong Square are predominantly 'inward looking', which limits their integration with surrounding streets and spaces. The significant activity within these retail spaces is largely concealed from surround streets.

By contrast, the traditional 'fine grain' fabric of Lonsdale Street presents a comparatively much higher extent of active frontages, to support safety and visual interest.



Underutilised land

The Market Precinct is strongly characterised by extensive, underutilised space. While extensive car parking is essential for the Market operations and customer access, surface car parking is an inefficient use of centrally-position, accessible land, and restricts pedestrian access and walkability.

While green open space such as Pioneer Park are highly valuable in urban centres, currently these spaces are poorly used and are isolated from other activity hubs in the centre.

Trees

The Precinct contains a significant number of mature trees, as identified in the Arborist's Report. That report indicates the trees of high and medium retention value. Several existing trees are sizeable and visually prominent.

The value of retaining established trees in urban areas is widely recognised, for reasons of cultural significant, heritage, shade/cooling, visual amenity and ecological habitat.

Fragmentation

Dandenong Market is, and 'feels', somewhat disconnected and isolated from other parts of Central Dandenong. Adjacent elements including large open car parks, busy streets and large intersections make access difficult, especially for pedestrians and cyclists.

The Precinct is somewhat of an 'island', removed from the more regular fabric of the surrounding urban area.

While the Market must necessarily accommodate vehicle access for both traders and customers, this is currently provided at the expense of the Market's connectivity with other nearby activities, and ease of access between these activities.

2.3 Economic Context

Investment proposals

Capital Alliance

Capital Alliance are working in partnership with Development Victoria on the Revitalising Central Dandenong (RCD) project.

Capital Alliance are undertaking projects around Dandenong Train Station / South-Western CBD precinct, including:

- Apartments
- Offices
- Retail
- New Little India offer

Residential apartment prices

- Prices for new or modern apartments in Dandenong are in the vicinity of: \$5,500 /sqm for 1-bedroom apartments of approximately 50 sqm.
- \$5,300 /sqm for 2-bedroom apartments of approximately 72 sqm.
- \$4,900 /sqm for 3-bedroom apartments of approximately 94 sqm.
- However, prices around the \$6,000/sqm can be achieved for new stock.

Dandenong Square shopping centre

Dandenong Square is a 53,000 sqm regional centre anchored by two discount department stores, three supermarkets, cinema, mini majors and speciality stores.

Centre trading performance has been relatively flat in recent years and lower than what was reported five years ago. Turnover was reported at approximately \$200m in 2020, down to \$176 in 2024. Annual pedestrians estimate was 10 million in 2020.

The centre owner, Pelligra, has plans for a refresh to selected spaces and amenities in the centre.

Other investment proposals

Other proposals in and around central Dandenong include:

- \$30m apartment development in Abbott Street.
- \$4.5m apartment development in Princes Highway.
- \$4.5m townhouse development in King Street.
- Other residential and medical centre developments.
- Completion of residential apartment building on 27 Scott Street.



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3.0 Precinct Plan Directions

3.1 Stakeholder Engagement Summary

1. Social

- Safety (is a concern) and impacts visitation and investment.
- Reflecting the unique characteristics of Dandenong – remaining authentic and unpretentious.
- Celebrate multicultural vibrancy through placemaking.
- There's a need for spaces that cater to youth, families and diverse communities.
- Palm Plaza and surrounding spaces are seen as underutilised with ongoing maintenance issues. Participants called for beautification and activation.
- Some parks were described as intimidating and unsafe, dominated by groups perceived as threatening.
- Encourage outdoor dining, food trucks and cultural events.
- Design must prioritise inclusive, multi-use/ multi-generational spaces that feel safe and welcoming.
- Dandenong is perceived as a vibrant, multicultural hub with a strong sense of place. However, its identity is often 'externally defined', leading to misperceptions and a sense of an unsafe place in decline.
- There are many cultural spaces and activities, there is limited intercultural programming.
- Support development feasibility through targeted incentives, streamlined approvals and partnerships with developers.
- Develop branding and marketing strategies. Celebrate Dandenong's multicultural identity and unique offerings.
- Concern about gentrification and displacement. Strong suggestion that the Precinct Plan can't be successful without a strong focus on 'the economics of the area'.
- Promote inclusive economic development, with a strong focus on supporting and celebrating the cultural diversity of the area.
- Declining business performance, rising operating costs and poor retail curation.
- The area lacks the diversity and vibrancy needed to sustain local enterprise.
- Support economic resilience through curated retail strategies, flexible leasing models and activation programs that boost weekday foot traffic.
- Consider how locals could more safely and easily access the precinct by foot, bike, etc.

2. Economic

- Congestion and accessibility, during busy times.
- The market is seen as the beating heart of Dandenong, with strong emotional and cultural significance.
- Enhance market visibility, edge activation and connectivity to surrounding public realm.

3. Environmental

- Tree removal associated with development projects is a major concern in central Dandenong, which already has low canopy cover and high vulnerability to heat.
- The removal of trees especially remnant species threatens already limited biodiversity in Central Dandenong.
- Greater Dandenong's drainage network includes pits, pipes, channels and outflow systems that in some areas are up to 100 years old, and many of them were not designed for modern rainfall intensities. This contributes to flash flooding across Dandenong during heavy rain.



3.2 Precinct Vision

Vision Statement

The Dandenong Market Precinct will be a vibrant and engaging, integral, connected component of the Central Dandenong experience. It's easy to get to, comfortable and enjoyable to spend time in, and safe and welcoming for all.

The Precinct is characterised by varied contemporary urban spaces – streets, lanes, parks and plaza spaces – whose design is founded in sustainability, providing green shaded, clean settings which utilise and conserve water, and connect to the history of this place. These spaces are framed by contemporary, dynamic, engaging buildings, creating a distinctive and widely recognised urban setting, centred around its famed Market.

The Precinct is both an exciting destination for visitors and a highly liveable, comfortable and safe urban neighbourhood for all.





The people of Dandenong are proud of their Market, which has evolved as a prominent, exciting visitor destination with a valued local role, emphasising food, community and cultural diversity, while retaining and celebrating its historic character and community value.

More people living, working and playing in and around the Market makes the Precinct a place of opportunity.

Food businesses are supported and thrive, social connections abound, culture and connection – to Country and to history - are celebrated, high quality produce is provided and accessible to all, and regional producers are rewarded.

Neighbouring buildings and streetscapes have also been renewed to form a contiguous, prosperous setting, and forming strategic synergies and community connections between the Market, Dandenong Square shopping centre, Palm Plaza and beyond.

Dandenong Market Precinct is a revitalised, inviting and compelling place for the community and visitors, which has transformed by building on its unique values, and is prepared for a sustainable future.

3.3 Precinct Plan Principles

These principles have been informed by analysis of the precinct and its urban context, and discussions with stakeholders, including during the Inquiry by Design workshops and focus groups. The Principles are categorised by Theme and intended to be locally specific and place-based. Therefore they are not 'high level' goals which apply to urban renewal projects generally, but are targeted to the distinct local issues, constraints and opportunities of the Dandenong Market Precinct.

Theme 1: Urban design and revitalisation

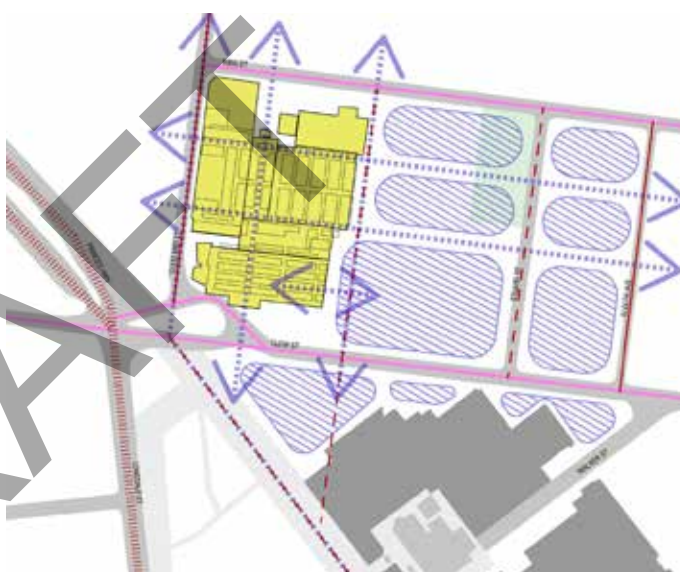
Optimise future use of Council-owned land to support activation and safety, business prosperity, resident liveability and community enjoyment.

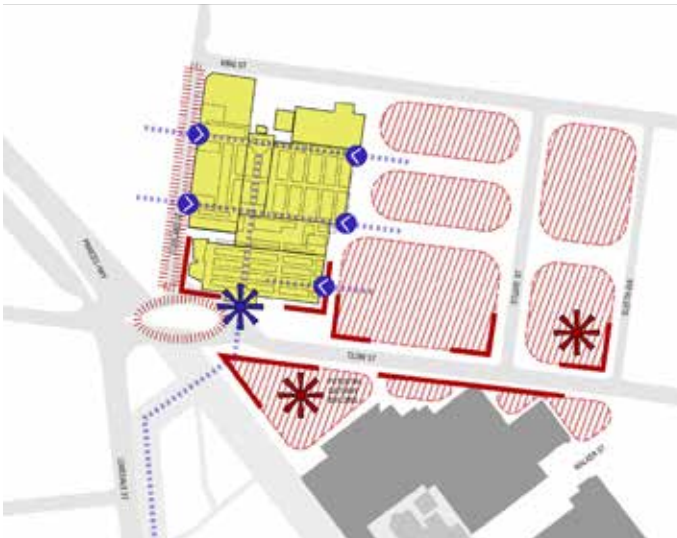
Establish a legible, permeable urban structure within the precinct, integrated with surrounding streets and lanes.

Extend the urban structure of the Market through new streets and lanes in the precinct. Build on and enhance existing streets as part of a cohesive public realm network.

Work with land owners and development partners to develop an integrated vision and Precinct Plan.

The Precinct Plan should leverage off the vision for Dandenong Square shopping centre, Dandenong Market and other strategic sites.





Theme 2: Built form and catalyst action

Integrate the proposed Dandenong Community Hub.

The Precinct Plan should incorporate the proposed siting and layout of the DCH, as a future potential development, while also considering alternative approaches and configurations.

The DCH would be supported by a new residential community within the precinct.

Facilitate redevelopment of the 'triangle' car park site for a significant gateway building.

Envision a landmark building or cluster/precinct on this large, prominent, Council-owned land parcel, to mark the entrance into Central Dandenong, and signify a forward-looking, revitalised city centre.

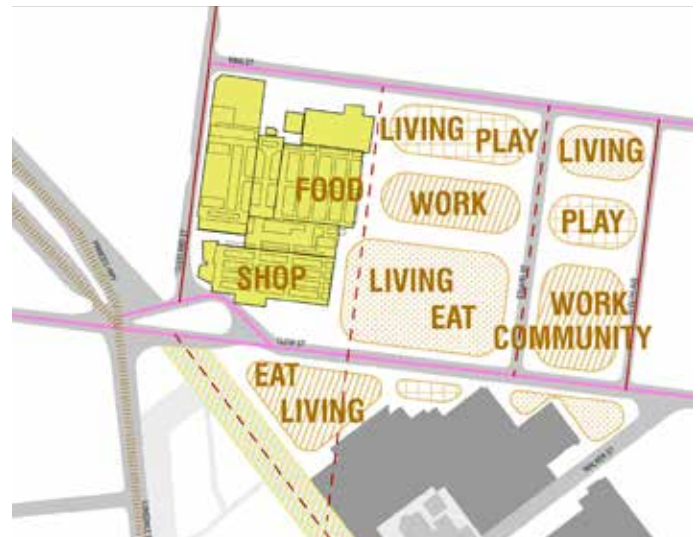
Facilitate new development across the precinct.

New buildings should be planned to accommodate a range of uses and to support activity across the daytime and evening, throughout the week.

Support new, mid-rise scale built form

Mid-rise (approximately 5-10 storeys, with some variation) provides an optimal combination of 'good' density, for activation, safety and community interaction, human scale streets and public spaces which are comfortable to spend time in and the basis for sustainable buildings.

Providing a diverse housing offer will support community cohesion, new housing opportunities for younger people, ageing in place, and a vibrant neighbourhood around the Market.



Theme 3: Economics and implementation

Incorporate mixed-tenure, high-quality housing in the precinct.

Housing density and diversity should be optimised, including varied tenure types (market, mid-market, key worker, affordable, Build to Rent and potentially community and social housing).

Establish a food/dining precinct, potentially integrated with Dandenong Square shopping centre.

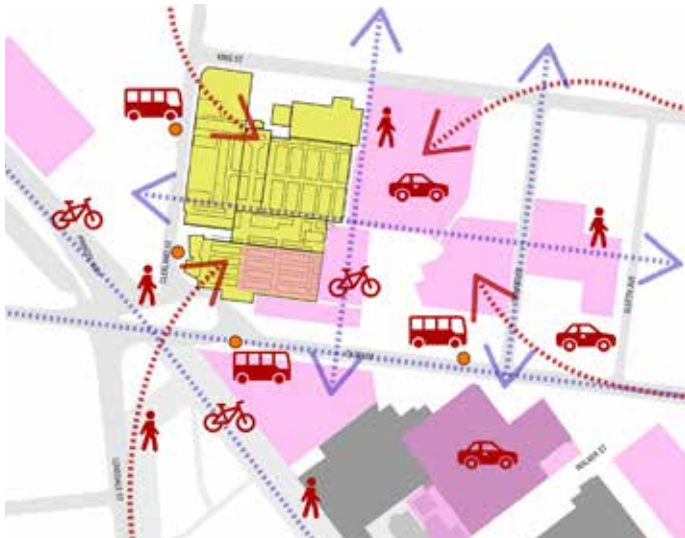
Expand the focus of food, cooking, cultural diversity and community through a new dining precinct or 'eat street', as a focal place for local residents, visitors and tourists.

Activations, events, entertainment and community gatherings will help to attract people to this new place.

Leverage Council land to facilitate residential-focused development activity.

Council's extensive land ownership in the precinct presents significant opportunities to catalyse and facilitate redevelopment, which in turn brings a raft of social, economic and environmental benefits.

A residential focus will help address current housing shortages, increased affordability and local activation including when the Market is closed.



Theme 4: Access and mobility

Reduce the presence and spatial impact of car parking in the Precinct.

Integrate market car parking in new development, to optimise use of land assets.

Consider and investigate parking locations outside the immediate Market precinct, to take pressure off the Market area itself and to free up land for increased activation.

Support and encourage walking and cycling to and through the Precinct

Ensure walking and cycling routes to the Market and through the precinct and safe and attractive.

Provide engaging streets and spaces, well-located bicycle parking/storage, seating and resting places.

Elevate the experience of public transport access to the Precinct.

Integrate bus stops in new development and public realm spaces. Provide comfortable waiting spaces for buses.

Theme 5: Public realm and water/hydrology

Celebrate water in the public realm, by integrating Water Sensitive Urban Design throughout the public realm, including exiting streets.

Work with existing overland water flows, filter and reduce runoff and support landscaping.

Reflect the original creek tributary which ran through the precinct, connecting to Dandenong Creek.

Roof stormwater harvesting for building and irrigation use.

Celebrate origin, place and identity through an enhanced public realm that reflect heritage and history, including the retention of existing mature trees.

Restore and enhance the cultural landscape and ecology, reversing the damage. Design for non-human kin.

Protect and celebrate the existing mature River Red Gums (Pioneer Park area), Palm and Plane trees (Palm Plaza), street trees (Clow Street at Market entrance) and other significant trees in the precinct.

Revitalise Palm Plaza.

Increase activity and activation, potentially through limited vehicular access.

Protect and retain existing palm trees.

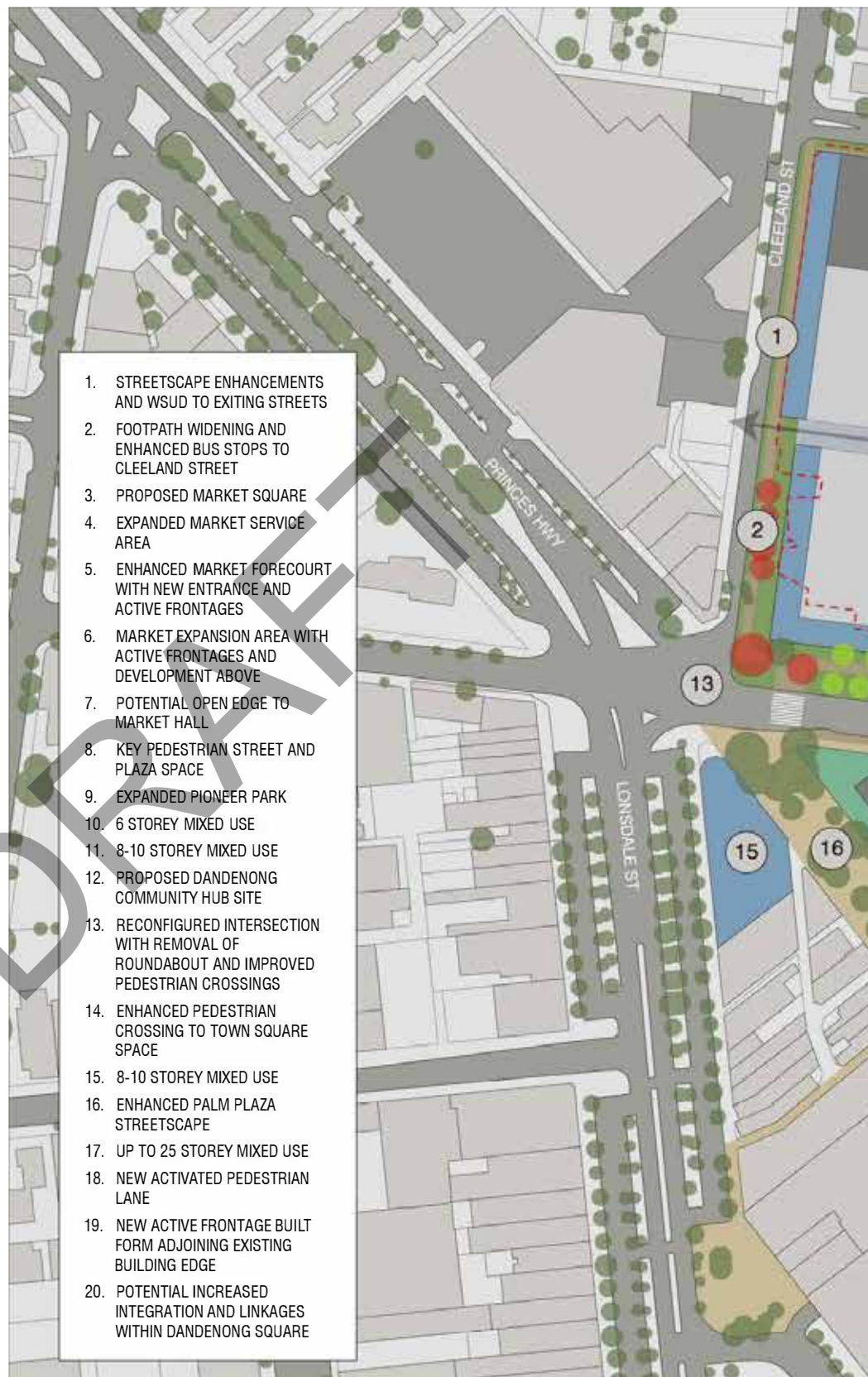
Consider the future role of Palm Plaza as a potential "eat street" dining precinct.



4.0 Precinct Plan framework

4.1 Precinct Plan

1. Ground floor plan



McP in collaboration with

**BKK
ARCHITECTS**

HillPDA
CONSULTING

Movement Place Consulting

GLAS

DesignFlow

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COLLECTIVE**



PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
GROUND FLOOR PLAN

PROJECT NO
BKK502

SCALE
1:2000 @ A3

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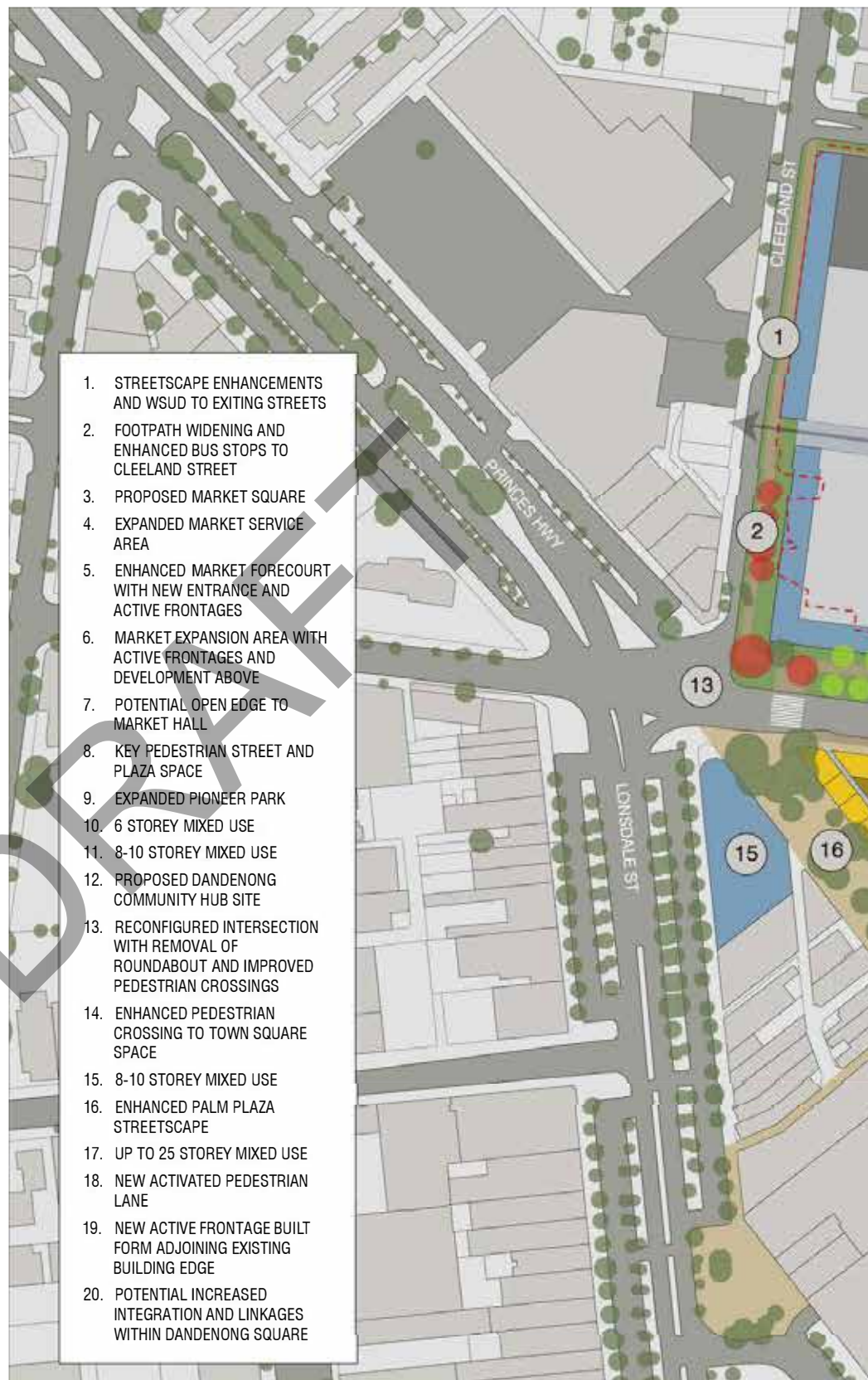
DATE
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REV
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DRAWING No.
BKK502-BKK-ZZ-DR-A-10001

2. Typical floor plan



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CONSULTING

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GLAS

DesignFlow

AMPLIFIER
COLLECTIVE



PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
TYP FLOOR PLAN

PROJECT NO
BKK502

SCALE
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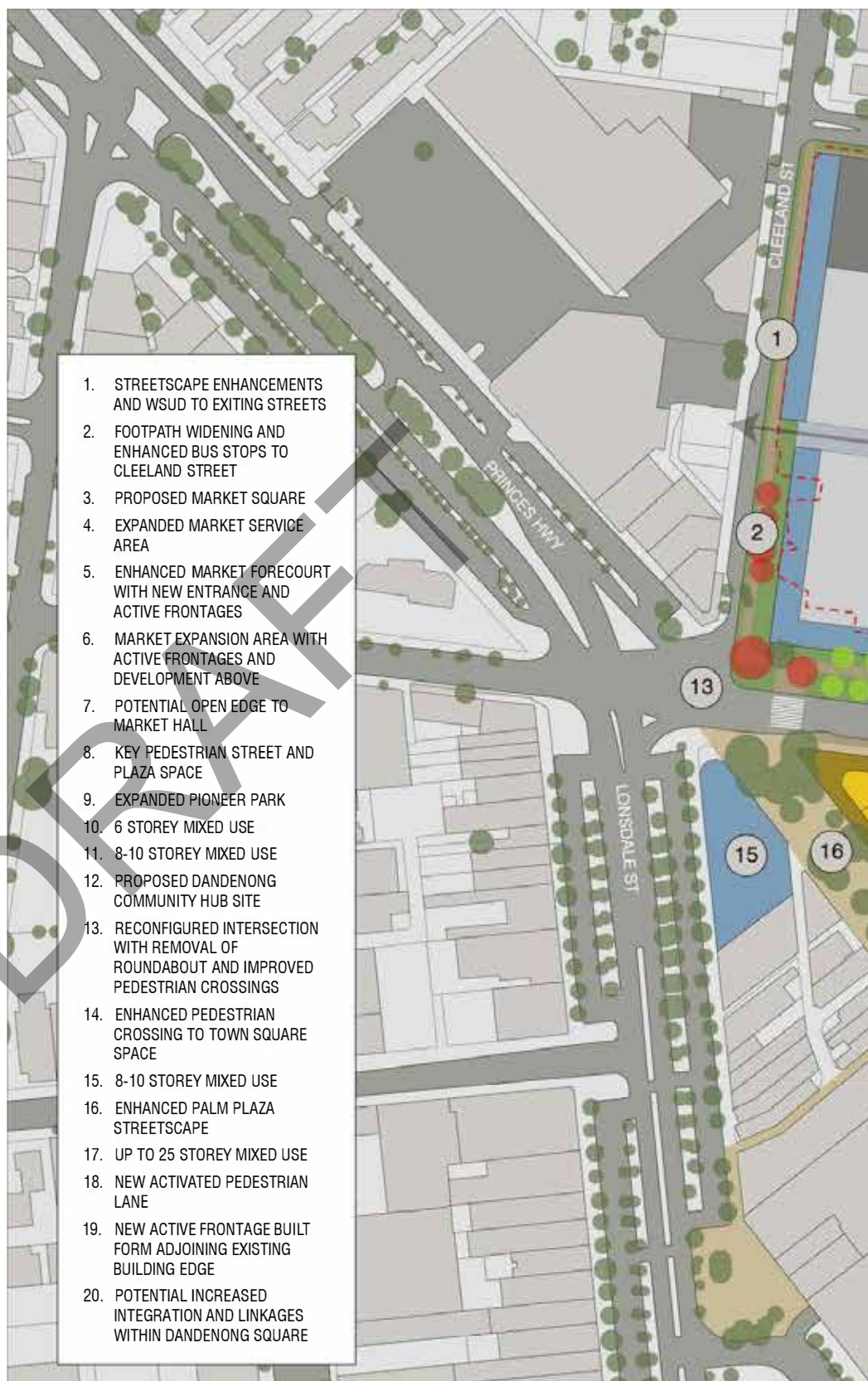
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3. Upper Level Plan



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PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
Upper Level Plan

PROJECT NO
BKK502

SCALE
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0 25m

DATE
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DRAWING No.
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4.2 Key Design Moves

1. Market / food 'heart' of the Precinct

Creating an integrated place which spans the Market Square (internal) and the adjoining plaza space (north-south link), as a food-focused, vibrant 'heart' of the Precinct, with direct connectivity to Palm Plaza and Pioneer Park.

2. North-south 'spine' / 'Eat Street'

An active, vibrant connection into the heart of the Market precinct, as a terraced public setting – an engaging arrival space for diverse food experiences, comprising seating, social and play spaces, extensive landscaping and Water Sensitive Urban Design initiatives.

3. Water/vegetation corridor

A public connection celebrating and interpreting water, topography and native planting, re-creating the original, pre-settlement drainage line and EVC corridor in this location, which connected to Dandenong Creek.

4. Potential supermarket location (active edges)

A boutique or specialist supermarket in this location could integrate with the Market, have a prominent entrance and adjacent servicing and car parking, while presenting active edge 'sleeving' to Pioneer Park.

5. Residential ground floor frontages

Streetscapes in the eastern part of the Precinct will have active residential frontages – potentially including small front gardens, porches/stoops, front doors and windows, to activate the public realm and reinforce the 'urban neighbourhood' setting.

6. Prominent infill development

Four Council owned properties at the intersection of Lonsdale Street and Palm Plaza, opposite the larger triangle site present an opportunity for consolidation and redevelopment for mid-rise residential built form, while retaining the prominent curved brickwork 'prow' building. This site will also be prominent on arrival into Central Dandenong and will afford extensive views for future residents.

7. Potential community focused uses at ground floor

Some buildings could accommodate new community facilities and spaces at ground floor (and other lower levels) to support visual prominence and ease of access to these facilities, and a high level of integration with surrounding streets and spaces.

8. Prominent corner frontages/ facade forms at gateway/arrival space

The proposed buildings on sites facing the intersection of Princes Highway and Clow Street can present prominent 'prow' or 'flatiron' profiles to this arrival space, as a result of site shapes and the 'radial' street grid layout around this intersection. Removal of the teardrop roundabout will allow the Market building(s) to also present a more prominent gesture to this arrival space.



A.	MARKET/ FOOD 'HEART' OF THE PRECINCT	H.	POTENTIAL COMMUNITY FACILITIES FOCUS COMMUNITY FACILITIES FOCUS AT GROUND FLOOR	M.	MARKET SERVICING/ PARKING
B.	NORTH-SOUTH 'SPINE' / 'EAT STREET'	I.	PROMINENT CORNER/ 'PROW' FORMS AT GATEWAY/ ARRIVAL SPACE	N.	TREE RETENTION
C.	WATER/ VEGETATION CORRIDOR	J.	ACTIVE/ FINE-GRAIN FRONTAGES	O.	LANDSCAPE TERMINATION TO EAST-WEST AXIS
D.	KEY TENANCY - ARRIVAL	K.	WATER SENSITIVE URBAN DESIGN IN STREETSCAPES	P.	PARK EXPANSION AND RENEWAL
E.	POTENTIAL SUPERMARKET LOCATION (ACTIVE EDGES)	L.	NORTH-SOUTH 'SPINE' TO PARK DESTINATION	Q.	MARKET EXPANSION
F.	RESIDENTIAL GROUND FLOOR FRONTAGES			R.	CENTRAL LINK THROUGH MARKET WITH NATURAL LIGHT
G.	PROMINENT INFILL DEVELOPMENT			S.	MARKET MAIN ENTRANCE FROM CLOW STREET
				T.	MARKET MAIN ENTRANCE FROM CLEELAND STREET



9. Park expansion and renewal

Pioneer Park is currently underutilised and isolated – removed from the Market itself by an expansive car park. The Precinct Plan allows its re-integration and centralisation in the configuration of the precinct, along with a significant expansion.

10. Active / fine grain retail streets

Building frontages close to the Market will be characterised by a fine-grain configuration of multiple, narrow frontages to tenancies, many entrances and open shopfronts to provide for visual interaction and passive surveillance opportunities. It is envisaged that these ground floor spaces will be occupied by retail shops, food outlets and other small commercial premises, which work 'in concert' with the Market interfaces.

11. Water sensitive urban design in existing streetscapes

Existing streets including Stuart Street, Cleeland Street and Clow Street are proposed to be upgraded with Water Sensitive Urban Design infrastructure to support drainage, water management and amenity outcomes.

12. North-south 'spine' to Park destination

The proposed north-south link makes Pioneer Park a 'destination' and arrival point for the precinct, and a central focus for neighbouring retail and residential activities. This central public realm system will form the 'heart' of the precinct and will be integral with the movement spines through the Market itself.



13. Tree retention

The Precinct Plan is configured to retain many existing trees, particularly those assessed as high and medium retention value by an Arborist. While a large-scale redevelopment cannot reasonably retain all trees in the precinct, the building footprints and public spaces are arranged to 'take in' significant trees to support their retention.

14. Market servicing/parking

The Market's existing servicing/loading/storage and waste management area on King Street will be retained and rationalised. Traffic flow on King Street will be improved by banning right turns entering the Market's King Street loading dock and continue to allow left and right turns exiting the loading dock.

15. Landscape termination to east-west axis

The central east-west public realm link through the precinct extends as a central corridor through the Market to Cleeland Street to the west. To the east, this link will arrive at and be terminated by a specific landscape feature, potentially comprising youth-oriented passive space (not a skate park), and/or a sensory garden for example, to terminate this vista.

4.3 Precinct Benefits



1. Social

- Increased housing supply: approx. 1,000 dwellings, plus further housing above the redeveloped Market.
- Expanded public open space (163% more than existing).
- Increased safety: through active frontages and increased local population.
- Proposed response to Designing with Country/ pre-settlement conditions in the landscape design and placemaking, through meaningful and ongoing engagement with Traditional Owners.
- New community facilities.
- Diversity of activity, choice of places and experiences.
- Place activation and programming (curation).
- Unique Market-centred neighbourhood: a potential international demonstration project.



2. Environmental

- Retention of significant trees.
- Extensive new landscaping/planting.
- Water Sensitive Urban Design, to protect waterways and manage flooding.
- Benchmark/high-performance sustainable buildings.
- Improved walkability and public transport connectivity.
- Urban cooling, through canopy trees, water, materials, planting.
- Solar access and natural ventilation to housing.

3. Economic

- Substantial investment: in the order of \$1 billion total.
- Business support, through increased local population.
- Enhanced business conditions.
- Increased visitor attraction.
- Enhanced regional competitiveness.
- Improved image of Central Dandenong.
- Jobs growth: construction, operation, Market expansion, local facilities.

5.0 Catalyst Development Opportunities

5.1 Design and Development Guidelines

1. Land uses

Housing

- Focus development opportunities on housing provision, with limited commercial/retail and community uses at lower levels, in appropriate locations.
- Facilitate development of a range of housing types and tenures, within higher-density building forms.
- Ensure provision of affordable housing types, including for key workers.

Retail

- Locate retail and food and beverage tenancies close to and facing the Market building, to establish two-sided active food-focused spaces or “Eat Streets”, and to encourage engagement with Pioneer Park and other public realm spaces.

Community

- Locate community uses in prominent, accessible location(s), close to key movement routes and public spaces, and with strong visual relationships to the public realm.

Car parking

- Encourage lower-than typical car parking rates, given the proximity of buses, shops, facilities and the train station.
- Make car parking within buildings flexible and not attached to individual titles.
- Allow/require each parcel to be self-sufficient for car parking, including the Market itself.
- Conceal car parking within basements, or lower levels and sleeved by active frontages.

Communal open space

- Integrate landscape and public realm design with building design.
- Integrated developments with adjacent public realm spaces, including Pioneer Park, while maintaining clear public/private delineation.
- Incorporate communal open spaces within residential developments, to enhance amenity (sunlight access, outlook, play space) and opportunities for social interaction.
- Design courtyards, podiums and rooftops to accommodate communal outdoor space with landscaping, where appropriate.
- Provide space for deep soil planting on development sites.

2. Frontages

Retail/commercial/community

- Address level changes across parcels through stepped frontages/levels, particularly along the western frontage of Parcel 5 facing the Market.
- Provide narrow shop frontages and individual entries to retail tenancies, to increase activation.
- Utilise clear glazing to support visual interaction and passive surveillance.
- Provide weather protection along the western frontage of Parcel 5, for retail uses.
- Provide retail/commercial tenancies suited to small independent businesses.

Residential

- Provide ground floor residential frontages to streets and public spaces in the eastern part of the Precinct, which is more removed from the Market.

- For residential ground floor frontages, balance activation with privacy and sense of safety, such as through raised ground floors, small front gardens or stoops within setback spaces, and low-height, visually permeable fences.
- Support strong visual connections between the public realm and upper-level residential windows and balconies.

3. Architectural design

- Design parcels as individual, green urban neighbourhoods, within an integrated Precinct and wider city centre. This approach should inform entry locations and arrival experiences, positioning of dwellings and communal spaces, outlook, apartment sizes and configurations, integration with the public realm and building envelope design.
- Require a high level of design quality, by experienced and reputable design teams, in recognition of the emerging precinct and pioneering nature of these development parcels. This may involve involvement of Design Competitions and/or Design Review Panels, for example.
- Utilise high quality, robust and enduring materials, which will retain a positive visual impression over time. Facades to be low-maintenance. Avoid materials that degrade due to weather and other factors.
- Use natural, textured, tactile materials at the lower levels, such as brickwork, masonry, textured concrete and timber.
- Avoid superfluous façade decoration or applied elements on facades.
- Require sustainable buildings, which support amenable higher-density living and reduce living costs through energy and water savings.

- Require low-carbon approaches to building designs, spanning construction, both in operational and embodied carbon.
- Integrate passive solar design in facades, appropriate to orientation, outlook and exposure, to optimise natural light and shading.
- Avoid where possible, services presenting to streets and public realm.
- Locate services in basements, car parks or well-designed enclosures.

4. Internal layouts

- Provide a mix of apartment/dwelling types and sizes.
- Provide generous, welcoming and safe residential entrances.
- Provide windows to communal corridors, for natural light, ventilation and outlook.
- Provide small 'incidental' communal spaces, such as along corridors, with seating and outlook, to support social interaction.
- Provide inset balconies to apartments, to provide a sense of enclosure and privacy, with enhanced weather protection.
- Provide for effective servicing/loading to retail spaces and general waste management.
- Provide well-located, generous bicycle storage, which is visually connected to the building's communal, circulation and/or lobby spaces and the public realm, and incorporate higher than statutory bike parking numbers.

5.2 Design Excellence Approach

“Good design is not just about the aesthetic improvement of our environment, it is as much about improved quality of life, equality of opportunity and economic growth.”

The Value of Good Design, Commission for Architecture and the Built Environment (CABE), United Kingdom.

The Precinct Plan Design Excellence approach must be used rigorously to inform, guide and make decisions on the planning, design and delivery of major projects, plans for strategic sites, and projects of public significance (infrastructure), with the aim to improve the quality of buildings, public places and spaces for the benefit of the community. The design principles, guidelines and design review processes outlined in this Precinct Plan should be an integral part of all infrastructure projects and programs across the Dandenong Market Precinct.

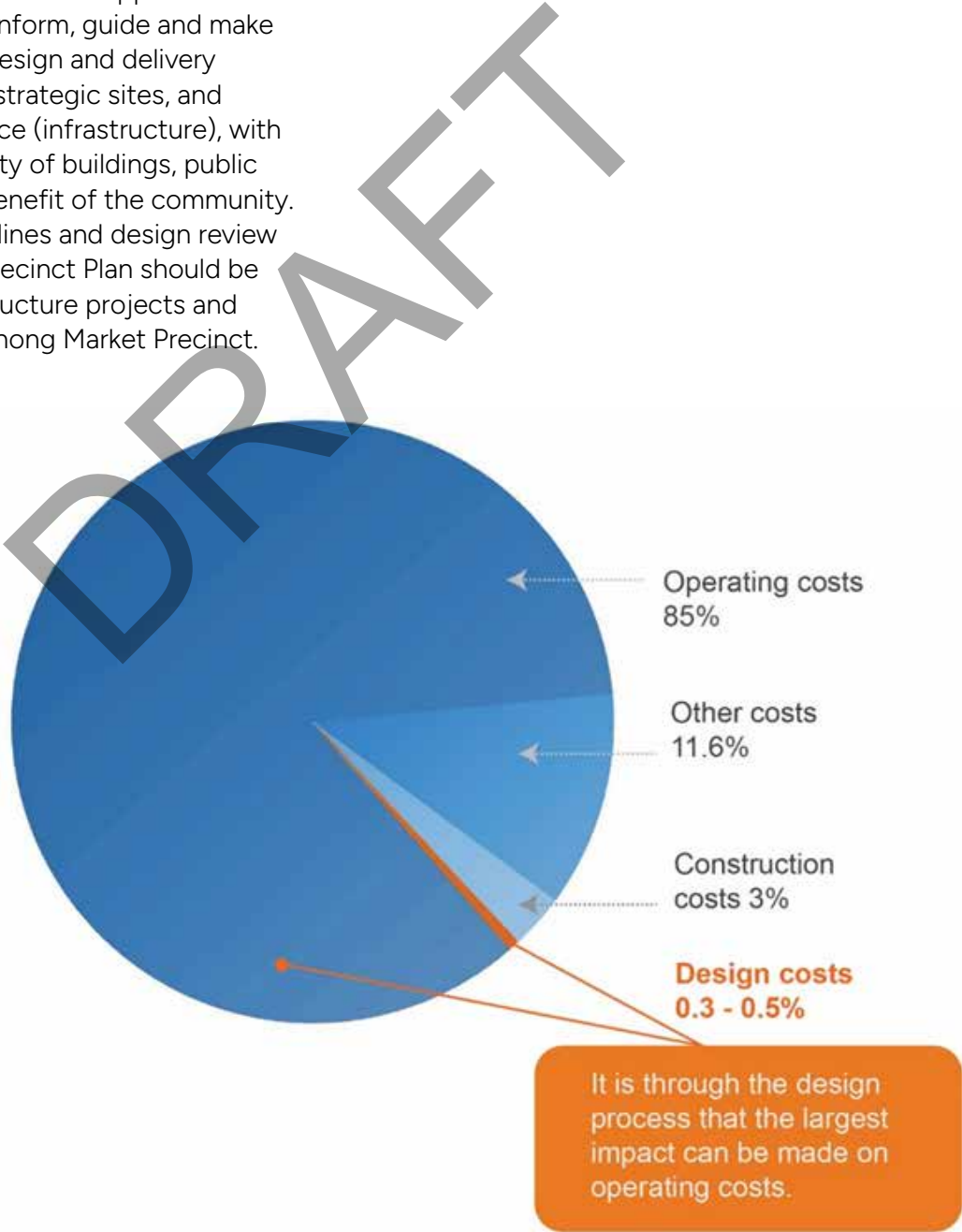


Image: Lifecycle cost of an asset, Good Design - Guide to Design Review draft, Office of the Victorian Government Architect (OVGA).

1. What is Good Design?

Design is both a process and an outcome, it comes in many forms and is defined by much more than how something looks. High-quality design has the potential to shift negative perceptions of growth through the creation of both fit for purpose and inspiring environments. Good design is essential in developing communities with a sense of civic pride, improved quality of life and equal opportunity. While for state and local governments, good design can help reduce public expenditure in areas such as healthcare and crime prevention while boosting economic productivity. To create great places for Greater Dandenong, we need to elevate the role, importance and value of design, towards finding solutions to today's pressing challenges that will benefit all our communities.

Design represents less than 1% in the lifetime cost of a building, but it is through the design process that the largest impact can be made on both construction and operating costs. Construction costs are typically 2–3 per cent of the whole-life costs, while operating costs are estimated to be 85 per cent. In comparison, design costs are small, between 0.3–0.5 per cent, yet they can significantly affect the function of a project across its lifespan and the operating costs associated with this.

Design proportionally represents the smallest investment in the total lifetime cost of an asset, yet it can provide the greatest cost saving benefit over time.

2. Good design processes for projects

Encourage all new interventions within the Market Precinct to employ good design, through application of the design objectives outlined in this Precinct Plan, and effective design and procurement methodologies by:

- Early engagement with multidisciplinary design disciplines within Council and integrate design in the early formation stages.

- Providing guidance for delivery including methodologies (e.g. design review and advisory processes).
- Fostering design thinking, identifying opportunities, and testing scenarios and options early in project right at the start of the planning processes.
- Aligning with and informing the frameworks for Council's Assets Lifecycle, Project Management and the Infrastructure and Environment Strategies.

3. Design Review

All major projects within the Market Precinct should follow the Design Review Process and Procedures as outlined in the Good Design - Guide to Design Review draft, Office of the Victorian Government Architect (OVGA).

- Design Review will add to the rigorous adherence to the initial design intent ensuring it's not lost through the design refinement, documentation and delivery phase. Design Review is an independent and impartial evaluation process in which a panel of multidisciplinary experts from across all aspects of the built environment assess the design of a proposal.
- The projects recommended for design review are design schemes, masterplans and projects of public significance, and the process is designed to improve the quality of buildings, public places and spaces for the benefit of the community.

The Design Review Panel will:

- Conduct design review of major projects and offers feedback and observations that will lead to the improvement of schemes but does not redesign them.

- Give decision makers the confidence and information to support innovative, high-quality designs that meet the needs of our communities and customers, and to resist poorly designed schemes.
- Provide expert guidance in the appointment of architectural and design consultancies, help us run design competitions, and provide post implementation reviews of strategic projects.

4. Design Competition

A design competition is a competitive process in which an organisation or government body invites designers to submit a proposal for a precinct, site or building. An independent panel of design professionals selects the winner based on an agreed selection criteria. This involves multiple teams who offer ideas, solutions and/or services to a brief to encourage multiple innovative outcomes. A competitive design process may involve a design competition. Major project design procurement and delivery within the Market Precinct should consider appropriate design competition process to improve value and achieve community benefits.

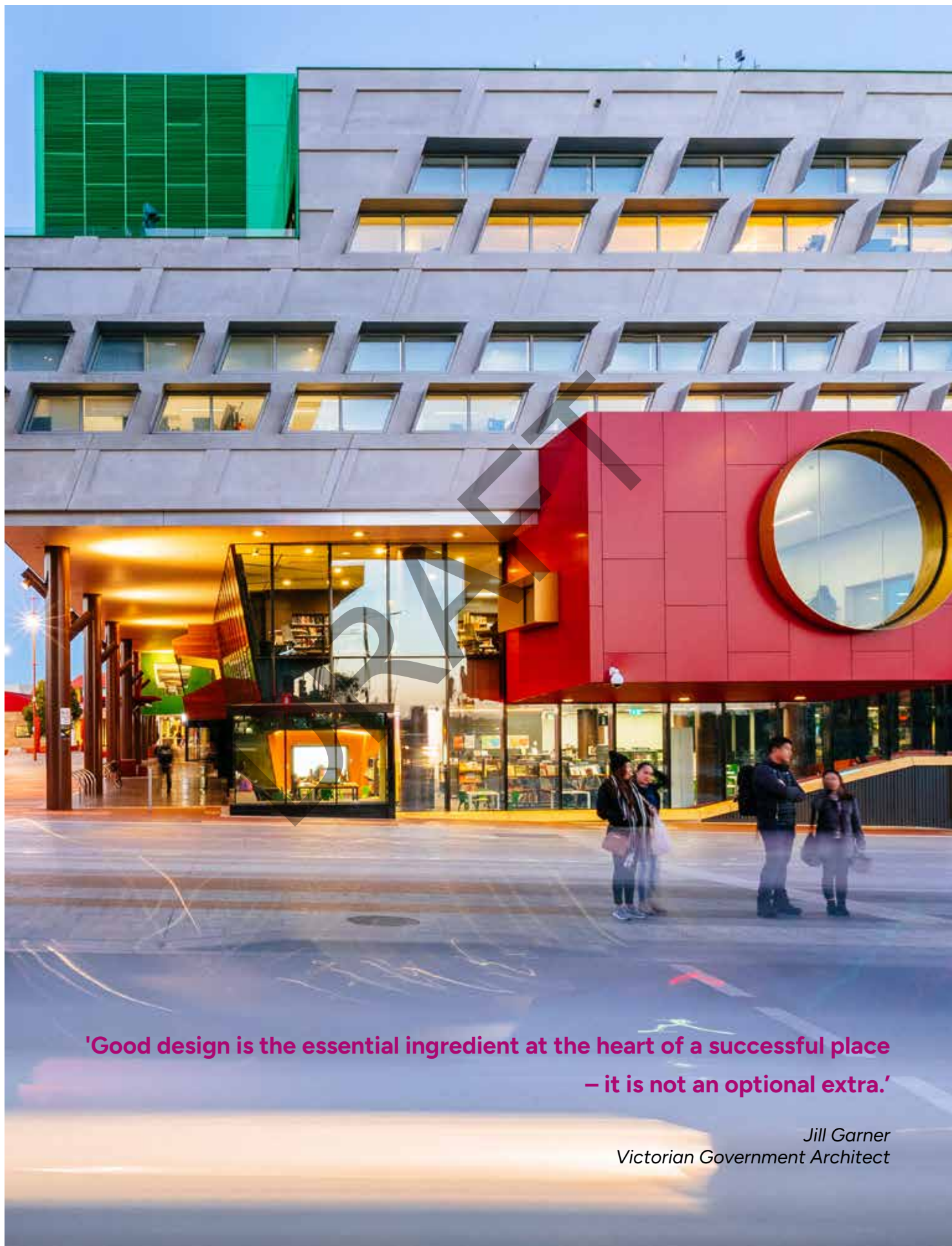
Innovation in delivery models:

- Working with the project management and procurement teams to improve awareness and innovation in delivery models for Council owned and or partnership projects.
- Explore contemporary design and delivery options, i.e.: Public Private Partnerships, Novation, Project Alliancing and design competitions for city shaping projects.

5. A stronger design culture active engagement

Encouraging Council and community interest, participation and investment in better design, planning and development, raising awareness and expectations relating to design, facilitating better design, and supporting advocacy for better outcomes by:

- Capacity building through fostering a change in design culture – design is not an 'optional extra', but essential from vision to conception to project completion.
- Ongoing advocacy for good design outcomes in the Market Precinct.
- Encouraging the building industry to communicate and collaborate with Council and local communities.
- Providing an informative website where information about design and processes of the Market Precinct which is accessible to all.
- Providing case studies where successful design processes and outcomes have been achieved, so the Greater Dandenong community can be proud of their great places.



**'Good design is the essential ingredient at the heart of a successful place
– it is not an optional extra.'**

*Jill Garner
Victorian Government Architect*

5.3 Development Sites

Parcel 10

King Street and Stuart Street

A mid-scale residential cluster, at the interface between the Market/retail setting to the south-west and the residential area to the north-west. Adjoining Pioneer Park and the new plaza space, this parcel presents a compelling residential opportunity for families and diverse households.

Development parameters

Site area

- 72m x 72m.
- 5,184 sq.m approx.

Land use/ Development use

- Ground floor (all frontages): Residential, including opportunities for townhouse-type units, small front gardens, stoops etc.
- Upper levels: Residential (mixed tenure).

Building configuration

- Perimeter block layout, with central courtyard.
- Potential for up to four individual buildings (north, east, south, west).
- Pedestrian access from Stuart Street, Sleeth Avenue, King Street and east-west plaza (south).
- Vehicle access from Stuart Street and Sleeth Avenue.
- Car parking at ground floor, sleeved active uses to external spaces. Potential additional parking in basement level.

Building heights

- Up to 6 levels.

Setbacks

- 5m to 8m to King Street, Stuart Street and Sleeth Avenue, for street tree planting.
- 10m approx. to south, to protect existing high-value tree.

Street wall heights

- Up to 8 levels (based on 25m visual recognition distance).

Interfaces

- Active residential frontages at ground floor to all frontages.

Carparking

- Vehicle access and servicing from King Street (subject to further analysis).
- Secondary vehicle access from the northern end of Sleeth Avenue.
- Modelling indicates 140 vehicles can exit during the morning peak indicating the maximum parking allowance should not exceed 467 spaces in the whole city block.
- Geometric allowance for 108 spaces per level in this building.



Indicative residential yield

- 220 dwellings.

Access

- Potential pedestrian entrances at all four frontages.
- Potential vehicle entrance from three street frontages.

Internal arrangement

- Double-loaded corridors.
- Corner lift cores, or central to each wing.
- Central communal courtyard.
- Potential rooftop communal spaces.

Parcel 10



Aerial view of a sustainably designed urban district in Düsseldorf, Germany, showcasing green roofs, communal courtyards, and compact development—an exemplary model of climate-resilient and livable city planning.



CD Projekt's new Warsaw campus by Medusa Group, is a flexible, eco-friendly office and garage complex on their former industrial site, featuring open-plan workspaces, green terraces and rooftop recreation, all designed to adapt over time and minimise environmental impact.

McP in collaboration with BKK ARCHITECTS

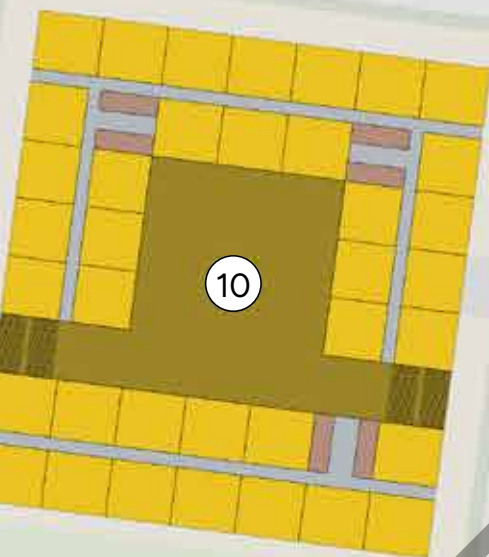
HillPDA

Watershed & Place Consulting

GLAS

DesignFlow

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Dr. George W. Davis Senior Residence and Senior Center in San Francisco combines permanently affordable housing with a 1,300 m² neighbour-serving senior center, designed as a vibrant community hub rooted in local culture and certified LEED Platinum.



Ripley Town Centre near Springfield redefines the “smart city” with walkable, transit-connected, and community-focused urban design, featuring parks, cultural spaces, and mixed-use precincts.

PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
CATALYST BUILDING10 PODIUM

PROJECT NO
BKK502

SCALE
1:1000 @ A3

0 20m

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28-10-2025

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Parcel 11

Clow Street and Stuart Street

A substantial opportunity for a mixed-use, mid-rise development in a perimeter block configuration, with strong building edges to the public realm and enclosing a central communal courtyard above concealed car parking.

Development parameters

Site area

- 75m x 85m.
- 6500sqm approx.

Land use/ Development use

- Ground Floor (Clow Street and plaza frontages): Community (SMRC, NH + tenants).
- Ground floor (Market interface): Retail/food and beverage.
- Upper levels: Residential (mixed tenure).
- Existing and future community uses to be considered based on community infrastructure demand and supply analysis.

Building configuration

- Perimeter block layout, with central courtyard.
- Potential for three individual buildings (east, west, south).
- Pedestrian access from Clow Street, plaza and Stuart Street.
- Vehicle access from Stuart Street.
- Car parking in semi-basement (1-2 levels), with active uses to external spaces and accommodating the topographic fall from north to south.

Building heights

- 10 levels.

Setbacks

- Ground floor (south): 8m, for street tree planting along Clow Street.

Street wall heights

- Up to 8 levels (based on 25m visual recognition distance).

Interfaces

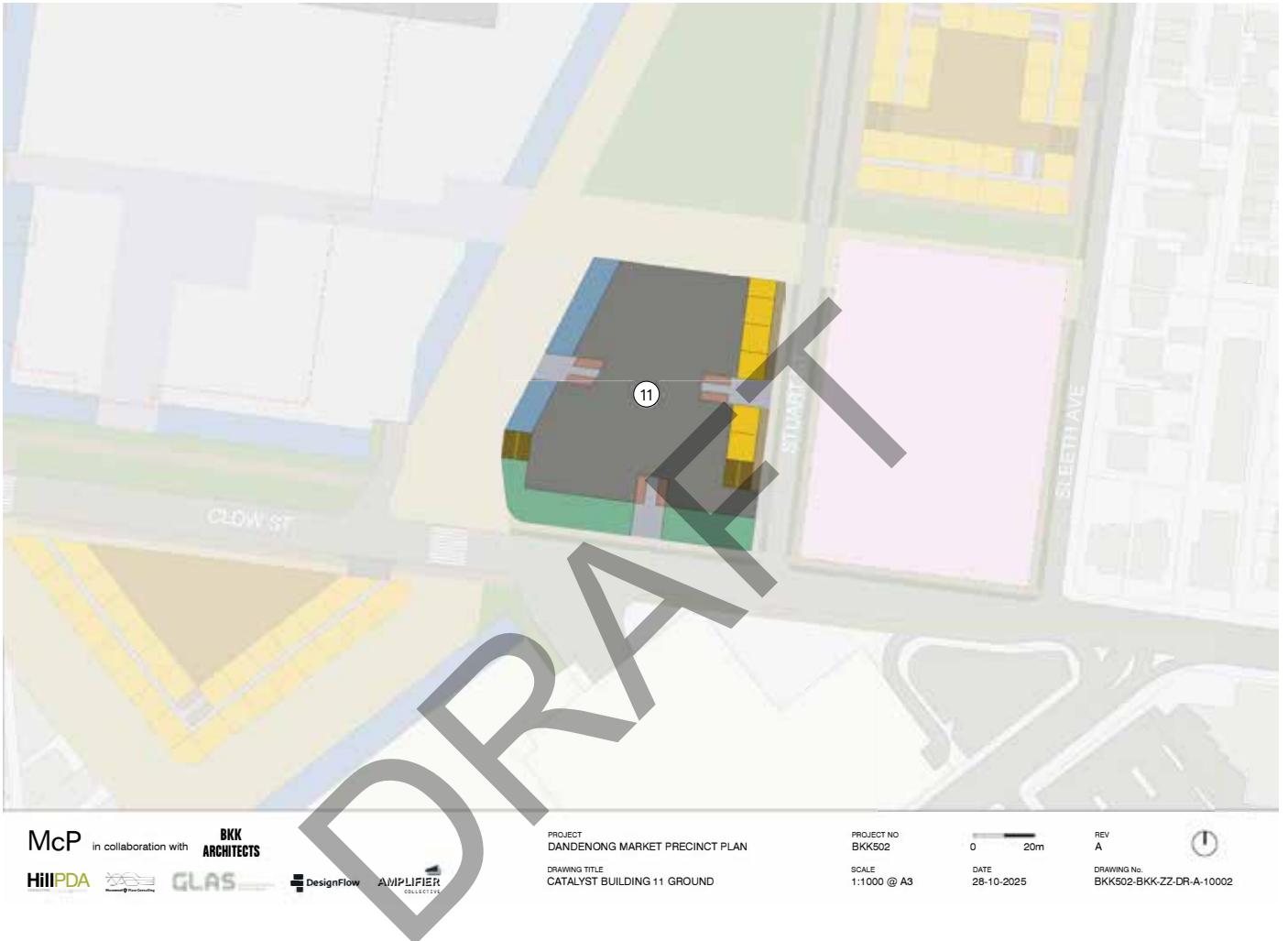
- Active frontages to north, west, south.
- Vehicle access and servicing to east (Stuart Street).

Carparking

- Ground floor (part-basement), sleeved by active ground floor uses.
- Appox. 200 spaces.

Indicative residential yield

- 380 dwellings.



Access

- Main access/ entrances – ped entrance from Civic Plaza and Clow Street.
- Vehicular entrance/s- Stuart Street.

Internal arrangement

- Double-loaded corridors.
- Corner lift cores, or central to each wing.
- Central communal courtyard.
- Potential rooftop communal spaces.

Parcel 11



Sekisui House for Ripley Town Centre (QLD) focused on a 20-minute neighbourhood, with 10 interconnected precincts. The vision emphasises medium-/high-density living, seniors' housing, retail expansion, sustainability, transit connections and green public spaces.



Henning Larsen's Humlestaden is a 15.5-hectare masterplan south of Gothenburg, Sweden, reimagining the Garden City model for about 3,000 residents, combining green public spaces, mixed-use areas, and nature corridors to prioritise sustainable, community-centred urban living.

McP in collaboration with BKK ARCHITECTS

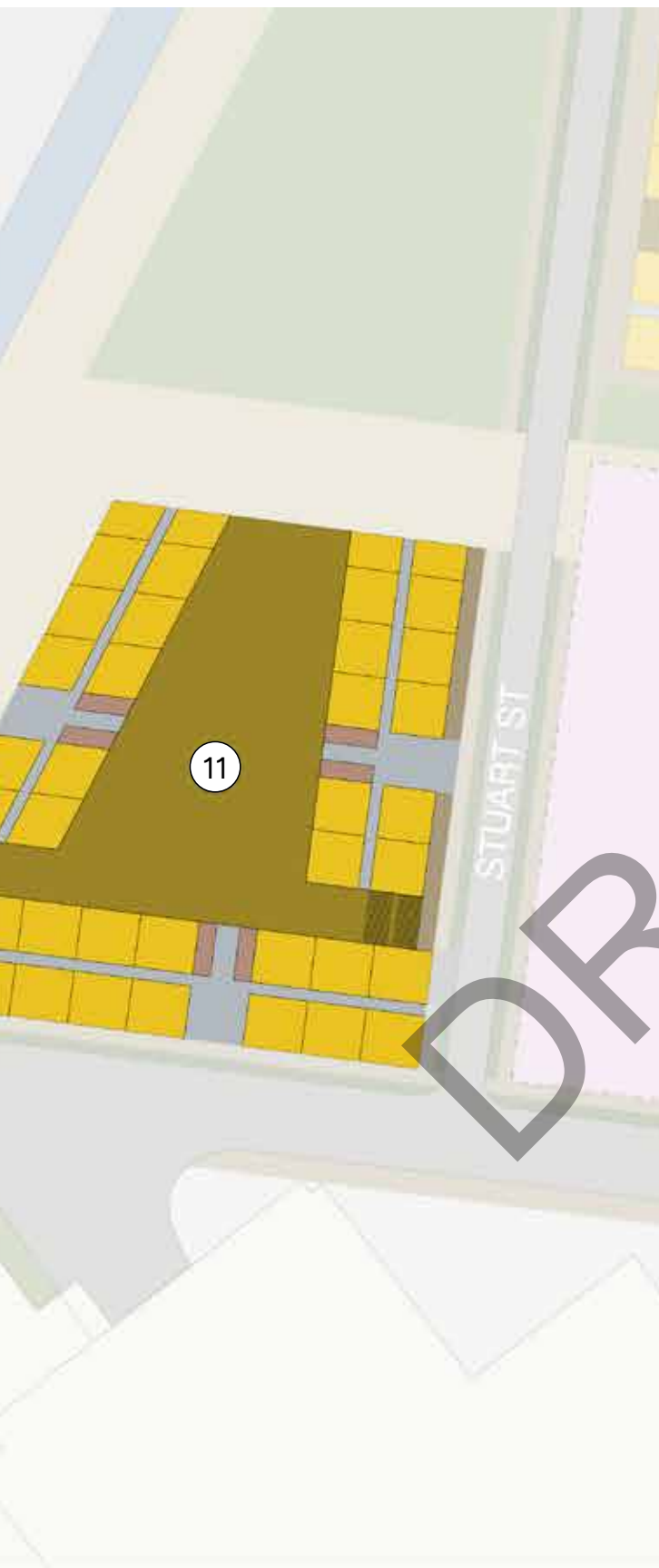
HillPDA

Horizontal & Place Consulting

GLAS

DesignFlow

AMPLIFIER COLLECTIVE



Oculus designed Melbourne's first new urban park since 1980, Market Street Park, transforming a 1,900 m² former car park into lawns, water play, a café plaza, bike lanes, and landscaped native plantings.



Arkadia in Alexandria is a mid-rise multi-residential development by DKO & Breathe for Defence Housing Australia, comprising 152 dwellings, designed with recycled brick, communal sunlit spaces and a public pocket park to enhance neighbourhood integration.

PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
CATALYST BUILDING 11 PODIUM

PROJECT NO
BKK502

SCALE
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0 20m

DATE
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DRAWING No.
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Parcel 15

Lonsdale Street and Palm Plaza

An infill residential opportunity on a prominent yet compact site between two pedestrian-oriented streetscapes. Concept design for this site has been developed through a parallel study commissioned by the Municipal Association of Victoria (MAV) in partnership with City of Greater Dandenong.

Development parameters

Site area

- 1,658 sq.m approx.

Land use/ Development use

- Ground floor (Palm Plaza interface): Retail / Commercial.
- Ground floor (Lonsdale Street interface): Retail / Commercial.
- Upper levels: Residential (proposed social and community housing).

Building configuration

- Full site occupation at ground floor.
- Consistent upper-level form, Levels 1-6.
- Through-link lobby connecting between streets, for pedestrian access.
- Frontage activation development along pedestrian laneway, against Dandenong Square wall.
- Potential basement car parking (or no car parking, or off-site parking availability).

Building heights

- 7 levels.

Setbacks

- 0m ground floor setbacks.
- Approx. 2.5m setbacks above podium for rear part of tower.

Interfaces

- Active frontages to both streets.
- Vehicle access (if required) and servicing from Lonsdale Street.

Carparking

- Potential for approx. 75 spaces over three (3) basement levels.

Indicative residential yield

- 78 dwellings.

Internal arrangement

- Central core against Palm Plaza frontage.
- Double-loaded central corridor.
- Prominent 'prow' or sculptural form to north.
- Option for basement car parking (constrained, complex, given small, irregular site).
- Potential communal open space at Level 1.
- Potential multi-generational units (adaptable, combinable).



Parcel 17/ 18/ 19

Clow Street and Palm Plaza

A landmark, gateway site for large-scale redevelopment, at a key entry point into Central Dandenong from the north, via Princes Highway. The site position supports long-range visibility and outlook, and a prominent, premium development can 'announce' the city centre and Market setting.

The potential height is commensurate with the approved Development Plan Overlay for the adjoining Dandenong Square, and the site forms part of a cluster of prominent corner forms in this location.

Development parameters

Site area

- 3700 sq.m approx.

Land use/ Development use

- Ground floor (Clow Street interface): Retail and Commercial; and/or Community facilities.
- Ground floor (Palm Plaza and new laneway interface): Retail/food and beverage.
- Upper levels: Residential (market and affordable).

Building configuration

- Podium and tower.
- Potential for one or two towers.
- Pedestrian laneway link across site, parallel and proximate to Dandenong Square interface.
- Frontage activation development along pedestrian laneway, against Dandenong Square wall.
- Pedestrian access from Clow Street and Palm Plaza.
- Vehicle access from Clow Street.
- Car parking in basement and/or podium levels (sleeved by active uses).

Building heights

- 3-6 level podium approx.
- Total height up to 25 levels approx.

Setbacks

- 0m street wall setbacks.
- 6m tower setbacks above podium.

Street wall heights

- Up to 6 levels (podium).

Interfaces

- Active frontages to all three sides, with integration of vehicle access and servicing in Clow Street frontage.
- Vehicle access and servicing from Clow Street.

Carparking

- 288 spaces approx. (ground floor plus 2 podium levels).
- Additional basement and/or podium parking likely to be required.



Indicative residential yield

- 570 dwellings.

Internal arrangement

- Central core(s).
- Prominent 'prow' or sculptural form to north.
- Podium car parking (sleeved).
- Potential communal spaces at podium level.

Site constraints

Drainage pipe across site to be realigned.

Parcel 17/ 18/ 19 Podium



Nightingale 2 in Fairfield Melbourne, designed by Six Degrees Architects and developed by HIP V. HYPE, is a sustainable 20-apartment complex with fossil fuel-free design, rooftop communal spaces, solar panels, rainwater harvesting, and no private car parking.



The proposed development by Woods Bagot includes a podium for commercial and retail uses, with a 30-storey residential tower above, designed to integrate with public transport and reflect the precinct's character.

McP in collaboration with

**BKK
ARCHITECTS**

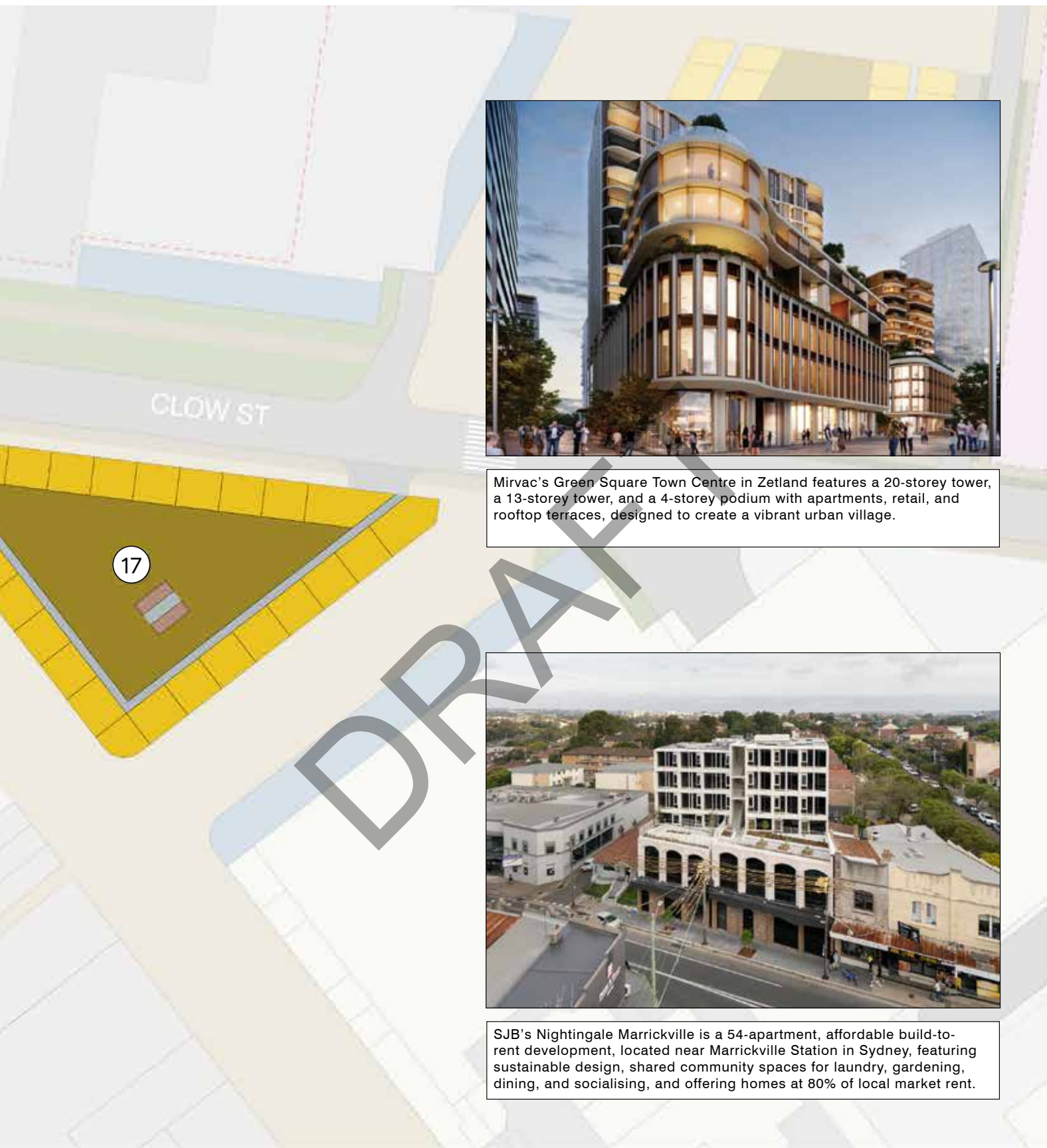
HillPDA

Woods Bagot

GLAS

DesignFlow

**AMPLIFIER
COLLECTIVE**



Mirvac's Green Square Town Centre in Zetland features a 20-storey tower, a 13-storey tower, and a 4-storey podium with apartments, retail, and rooftop terraces, designed to create a vibrant urban village.



SJB's Nightingale Marrickville is a 54-apartment, affordable build-to-rent development, located near Marrickville Station in Sydney, featuring sustainable design, shared community spaces for laundry, gardening, dining, and socialising, and offering homes at 80% of local market rent.

PROJECT
DANDENONG MARKET PRECINCT PLAN

DRAWING TITLE
CATALYST BUILDING 17 PODIUM

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Figure 6: View from Pioneer Park toward Clow Street



Figure 4: View from Clow Street carpark



DRAFT



Figure 5: View from Lonsdale Street - Northern Gateway

6.0 Public Realm and Key Spaces

6.1 Overarching Strategies

- Establish a high quality, cohesive public realm network of spaces and connections, to facilitate urban integration, accessibility, safety and sense of place.
- Create and enhance streets and public spaces which integrate with Dandenong Market, accommodating eating, meeting, events, play and passive recreation.
- Respect Country: tell the narrative of land, ecology, landscape and water, shaped by existing site conditions and informed by the EVC and flood overlay.
- Respond to the local precolonial and urbanisation story.
- Reinforce and develop the public realm and spatial connectivity between the Market Precinct, the Market itself, the Lonsdale Street corridor and the established 'Spine of consolidation' through Central Dandenong, extending south to Dandenong Station.
- Create spaces for all, including children, youth and older people, to support integration, safety, social wellbeing, comfort and a welcoming environment.
- Develop a public environment which respects the unique cultural diversity of Dandenong, but which is welcoming to all.
- Use water flows through the site to guide the public realm layout and narrative, landscape design and built form massing.
- Capture stormwater from the roof and ground level to form water assets, water treatment opportunities, activation and play opportunities.
- Harvest and treat stormwater (on-site) from all surfaces to form water assets and natural treatment opportunities, to provide water for landscape irrigation and re-use purposes, and activation and play opportunities.
- Deliver a holistic 'learning landscape' with a strong interpretation strategy/ interpretation trail to connect the Country/ landscape/ water story.
- Cultivate a strong sense of belonging by refining the arrival experience, articulating a clear and cohesive hierarchy and progression of public spaces.
- Enhance wayfinding, accessibility and opportunities for public engagement—thereby fostering an environment that is welcoming, vibrant and seamlessly connected.



6.2 Public Realm Actions

- Establish a high-quality north-south link from Clow Street to Pioneer Park, as a key public interface an expanded Market (item 2 in plans).
- Establish a continuous east-west public link connecting Cleeland Street to Sleeth Avenue, linking through the Market as a central aisle (23).
- Establish a pedestrian 'laneway' connection through the redeveloped Clow Street/Palm Plaza car park site, including activation of the northern wall to Dandenong Square (12, 13).
- Enhance or redevelop the Palm Plaza public realm as a high-quality pedestrian street and gathering place (10).
- Facilitate enhanced connections between Palm Plaza and Lonsdale Street.
- Enhance existing streetscapes, including tree planting, pavement, lighting, furniture and Water sensitive urban design initiatives, to Clow, Cleeland, King and Stuart Streets and Sleeth Avenue.
- Remove the existing teardrop roundabout on Clow Street near Princes Highway and implement required traffic modifications, to improve the public realm experience and accessibility of the Market for pedestrians, cyclists and vehicles.
- Where appropriate, deliver new and enhanced public realm elements early, to help facilitate and catalyse mixed-use development and investment.



6.3 General Principles and Design Guidelines

Principle 1

A permeable and connected place

Guidelines:

- Promote and enhance the experience of active transport – walking, cycling and public transport – through the public realm design.
- Reduce car dependence and encourage other modes of access, to limit the need for carparking and reduce traffic issues/congestion.
- Increase footfall to generate greater activation and patronage of the commercial uses.
- Facilitate walking to increase public realm safety, through activation and passive surveillance, presence of people and 'eyes on the street'.
- Facilitate and encourage walking access, through new and improved streetscapes and connections, including strengthening east-west connectivity between Lonsdale Street, Palm Plaza and the Market Precinct.
- Develop high quality north-south connections which benefit from good solar access, including along the eastern interface to the Market and the existing Stuart Street.

Principle 2

A safe and welcoming place

Guidelines:

- Maximise active frontages to new and existing buildings in the Precinct, at ground floor and upper levels, to enhance public realm safety.
- Increase public realm activation from existing or modified buildings, along Palm Plaza and the east, west and south sides of the Dandenong Market (with servicing concentrated at the northern edge).
- Design the public realm to increase footfall around the precinct to promote activation revenue generation for local business.
- Increase activation of buildings along Lonsdale Street and Palm Plaza.
- Encourage and facilitate frontage activation to Dandenong Square buildings, including frontages to Palm Plaza and Clow Street.
- Facilitate a pedestrian-focused public realm along Cleeland Street including reducing the carriageway and associated traffic.



Principle 3 A place for everyone

Guidelines:

- Develop a suite of open spaces to suit a diverse range of uses and users – large public open spaces, civic plaza space(s), smaller and 'pocket' spaces, communal open spaces for apartment residents, activated streetscapes and laneways.
- Design and deliver the public realm as a cohesive network, including destinations and transitional spaces, movement spaces and passive recreation/lingering spaces, which reflect how people will use and experience the precinct.
- Design all spaces to be multi-functional, accommodating a range of potential uses.

Principle 4 A 'Fit for Future' landscape

Guidelines:

- Design for a diverse community, changing user profiles and demographics over time.
- Establish a public realm that is adapted and resilient to a changing climate, including species readiness and protection, and tolerance for extreme weather conditions and flooding.
- The landscape and public realm design should incorporate climate positive design, taking into account the embodied carbon of new materials and operational factors through life cycle assessment.
- Facilitate urban cooling and urban forest outcomes, aim for at least 40% tree canopy coverage of the precinct public realm.

6.4 Key Spaces

Palm Plaza

Palm Plaza is to be renewed through new paving and planting, furniture and lighting, and improved water management, while retaining the existing high retention value trees.

1. Renewed Palm Plaza:

Design intent

- A contemporary, activated, and accessible pedestrian street that is vibrant and safe, featuring a robust retained tree-lined boulevard and an integrated water management strategy, to honour Country and the water narrative.

Design guidelines - Pavement and furniture

- Provide new paving to the full streetscape, utilising high quality, durable materials which prioritise retained tree root health.
- Design the streetscape for potential to host festivals and larger events.
- The existing cenotaph memorial will be retained in the Palm Plaza upgrade.
- Restrict vehicle access to avoid compaction of the existing trees' root protection zone, but design to allow essential vehicle movements.
- Ensure consistency of design, materials and fixtures throughout the precinct public realm.
- Incorporate new lighting which provides amenable, safe and welcoming settings, using energy-efficient fixtures.
- Ensure furniture meets the needs of the community, incorporating Universal Design principles.
- Design with council maintenance capacity in mind, allowing for short lead times and easily replaceable units.
- Create spaces that are integrated with surrounding commercial and community uses that encourage and enhance activation and from these adjacent entities.



Planting strategy

- Retain and protect existing high and moderate retention value trees.
- Establish an urban forest in suitable location(s), using native plant species, for shade and cooling and ecological support.

Water sensitive urban design (WSUD)

- Integrate WSUD to support ecological health and increased access to nutrients for the high retention value trees (oxygen and water), such as through permeable/ porous paving.
- Improve stormwater management through infrastructure and landscape design, including for flood protection to the public realm and shopfronts.



New Pedestrian 'Street' (Palm to Clow)

A generous and visible pedestrian street connecting between Clow Street and the north-south link or Market 'Eat Street' and Palm Plaza, and continuing the water 'narrative' from north to south.

2. New pedestrian 'street'

Area

- 2,720 sq.m approx.

Design guidelines - Pavement and furniture

- Provide new paving to the public realm, utilising high quality, durable materials, ensuring consistency with the enhanced Palm Plaza to the south and new spaces and linkages to the north.
- Enhance and promote activation by providing areas for congregation and seating.
- Promote safety through activation (including night-time activity), with clear visibility through the space and avoidance of potential concealment spaces.
- Collaborate with Traditional Owners to incorporate interpretative signage, addressing the landscape and respecting Country themes.
- Design with council maintenance capacity in mind, allowing for short lead times and easily replaceable units.
- Design for universal access and inclusivity.



Planting strategy

- Establish an Urban Forest for shade and reducing Urban Heat Island Effect, targeting 40% coverage.
- Select plant species focusing on indigenous and native species.
- Use water sensitive urban design planting that supports phytoremediation to cleanse stormwater of pollutants.
- Design for a climate-resilient landscape which can withstand increasingly frequent extreme weather.
- Design planting to address crime prevention through environmental design (CPTED) principles, ensuring clear sightlines and effective light penetration.

Water sensitive urban design (WSUD)

- Integrated WSUD infrastructure, reflecting the original creek tributary in this approximate location/alignment.
- Utilise native, locally specific plant species within WSUD infrastructure.
- Introduce strata cells for tree planting to ensure access to nutrients in hardscape areas by providing sufficient soil volumes to support healthy tree growth and canopy cover.
- Explore passive irrigation opportunities for new trees.
- Continue the water narrative using WSUD treatments connecting Pioneer Park with Dandenong Creek.

Building edges

- Promote the 'opening out' and activation of the Dandenong Square frontage to this link (13), or a new built edge with active uses, which 'backs onto' the Dandenong Square interface.
- Ensure that new development on the car park site (11) provides a highly active frontage to this link, with retail and hospitality uses.
- Provide for spill out trading zones within the laneway space, to support activity.



North-South Pedestrian Spine and East-West Plaza Space

This link from Clow Street to Pioneer Park and King Street is the civic 'heart' of the Precinct, integrating spaces which pulse with activity and energy, and quiet, serene settings.

It is the main pedestrian spine and interface between the Market and the rest of the Precinct, and the primary connector into the Precinct from Palm Plaza, Lonsdale Street and beyond.

It will integrate with the expanded Market's activated eastern frontage, and 'terminate' at a rejuvenated and expanded Pioneer Park as an open space destination.

3. Outline

Area

- 8,450 sq.m approx.

Design guidelines - Pavement and furniture

- Design for the ability to hold events and market activities.
- Enhance and promote activation by providing areas for congregation, seating and outdoor dining.
- Design for universal access and inclusivity.
- Incorporate interpretative signage, addressing the landscape and respecting Country themes.
- High quality pavement extending the materiality across adjacent public realm to create a seamless and contiguous narrative.
- Spatial framework designed to allow movable furniture to be stored when not in use, freeing space for large events.
- Declutter the public realm through multi-use furniture, such as multimodal posts that integrate bins, signage, CCTV, lighting and Wi-Fi.
- Design with council maintenance capacity in mind, allowing for short lead times and easily replaceable units.



Planting strategy

- Protect retained existing trees during construction and ongoing, through public realm design and effective management.
- Increase access to nutrients for the high retention value trees (oxygen and water).
- Provide sufficient soil volumes to support healthy tree growth and canopy cover (e.g. strata cells) Introduce strata cells for tree planting to ensure access to nutrients in hardscape areas.
- Planting focused on indigenous and native species.
- Water sensitive urban design planting that supports phytoremediation to cleanse stormwater of pollutants.
- Climate-resilient landscape designed to withstand increasingly frequent extreme weather.
- Design planting to address CPTED principles, ensuring clear sightlines and effective light penetration.

Water sensitive urban design (WSUD)

- Integrate stormwater treatment with landscape elements.
- Treat all stormwater on the surface, prior to underground pipe network.
- Retain water in the landscape to support green infrastructure.
- Explore stormwater harvesting opportunities (e.g. roof water for building use, irrigation and/ or to support water features).
- Maximise passive irrigation opportunities with surface grading (e.g. direct surface flows to garden beds).
- Stormwater treatment elements to support public realm activation, such as integrated seating and opportunities for informal play.



Building edges

- Ensure activation of building edges to the public realm and facilitate spill out of activity into trading zones in the public realm.
- Ensure building edges have integrated seating profiles, planting opportunities and are integrated with public realm.
- Configure land uses/tenants and building frontages to support safety through night time activation.
- Provide tree canopy coverage canopy and shade/weather protection to building edges above ground floor level.



Pioneer Park Expansion

A retained, improved and expanded Pioneer Park, to be designed with Country-led', and begins the water story/narrative, providing a place for more expansive open space activities. The expansion of Pioneer Park toward the west allows for the retention of significant trees in the existing car park area. The alignment of the proposed north-south 'spine' from Clow Street reinforces the central prominence and accessibility of Pioneer Park.

4. Outline

Area

- Existing: 3,400 sq.m approx.
- Proposed: 5,085 sq.m approx.

Design guidelines - Pavement and furniture

- Provide for small-scale active and passive recreational uses.
- Provide a majority of soft landscape and lawn areas, with paved paths.
- Design for the opportunity for the space to be used for events.
- Develop an open space design that caters for future demographics and diverse users of the area.
- Integrated Nature Play around retained significant trees.
- High quality pavement extending the materiality of adjacent public realm to create a seamless and contiguous narrative.
- Include public amenity such as picnic settings, bins, drinking fountain, BBQ and bike parking.
- Consider incorporation of fitness equipment and play furniture, guided by Greater Dandenong City Council's Open Space Strategy and gap analysis of the area.
- Furniture which is accessible and suitable for intergenerational use.
- Furniture designed for universal design, including frequent rest stops, seating with backs and armrests, and dedicated wheelchair and pram space.
- Declutter the public realm through multi-use furniture, such as multimodal posts that integrate bins, signage, CCTV, lighting and Wi-Fi.



Planting strategy

- Design the park expansion and renewal, informed by the existing extent of tree protection zones.
- Protect high-value and large existing trees including appropriate exclusion zones from hardscape or built form.
- Establish an urban forest and expanded tree canopy to provide shade, targeting 40% canopy coverage across the entire Dandenong Market Precinct site. Pioneer Park expansion presents an opportunity to accommodate the majority of this canopy target.
- Consider the role of Pioneer Park as a key link in connecting biodiversity corridors between Dandenong Creek to the east and Yarraman Creek to the west.
- Lawn area to be designed to accommodate events, festivities, and spill-out activities from the Market, with appropriate drainage, irrigation and soil profiling to support high use.
- Planting to focus on indigenous and native species.
- Water sensitive urban design planting to support phytoremediation to cleanse stormwater of pollutants.



Water sensitive urban design (WSUD)

- Introduce a WSUD treatment space in the south-west corner of the park (topographic low point).
- Direct stormwater to a feature treatment system that enhances site amenity and contributes to passive cooling.
- Explore stormwater harvesting opportunities from market building roof to support building operations, irrigation for planting, or integration into water features.



- Climate-resilient landscape designed to withstand increasingly frequent extreme weather.
- Planting design to assist with wind mitigation and enhance microclimate, encouraging longer stays.
- Planting design to address CPTED principles, ensuring clear sightlines and effective light penetration from pole-top lighting.

Building edges

- Avoid excessive or impactful overshadowing to Pioneer Park from adjoining built form, on sites 1 and 4.
- Provide for active retail/food and beverage frontages in Site 1 facing Pioneer Park, and active residential frontages in Site 4 facing the park.

Courtyard Spaces

Communal (Semi-private)

Quiet, shared garden courtyards within individual developments promoting passive recreation and providing protected, green oases, for use by residents and workers in these buildings.

5. Outline

Area

- Parcel 4 courtyard: 1,440 sq.m approx.
- Parcel 4 southern setback: 795 sq.m approx.
- Parcel 5 courtyard: 2,630 sq.m approx.
- Parcel 11 podium: 1,810 sq.m approx.

Design guidelines

- Ensure space achieves appropriate solar access in line with Apartment Design Guidelines for Victoria.
- Activate the western edge of Building 5 to enhance public realm engagement and create an interstitial interface that connects seamlessly with the north–south pedestrian link.
- Passive surveillance to the central open space.
- Semi private open space for residents / workers controlled access for residents.
- Produce gardening, gathering, seating and relaxation, nature play, biodiversity planting.





Design guidelines - Pavement and furniture

- Design for passive activity such as relaxation, social gathering gardening, gathering and nature play.
- Integrate stormwater harvesting and passive irrigation systems for courtyard planting.
- Incorporate generous, diverse seating to encourage residents to use the space.
- Provide path connections across the spaces, to link lobby entries and external accessways.
- Consider integration of bicycle storage.
- Ensure quality paving that considers universal access and intuitive wayfinding.
- Design with body corporate maintenance capacity in mind.
- Consider BBQ and social gathering spaces.
- Allocate deep soil planting zones.

Planting strategy

- Establish substantial deep soil planting zones where possible, noting the courtyards may be located on structure above car parking.
- Provide canopy cover from trees where possible.
- Utilise indigenous and native species in planting designfully indigenous planting.
- Provide for produce gardening and biodiversity planting.

Water sensitive urban design (WSUD)

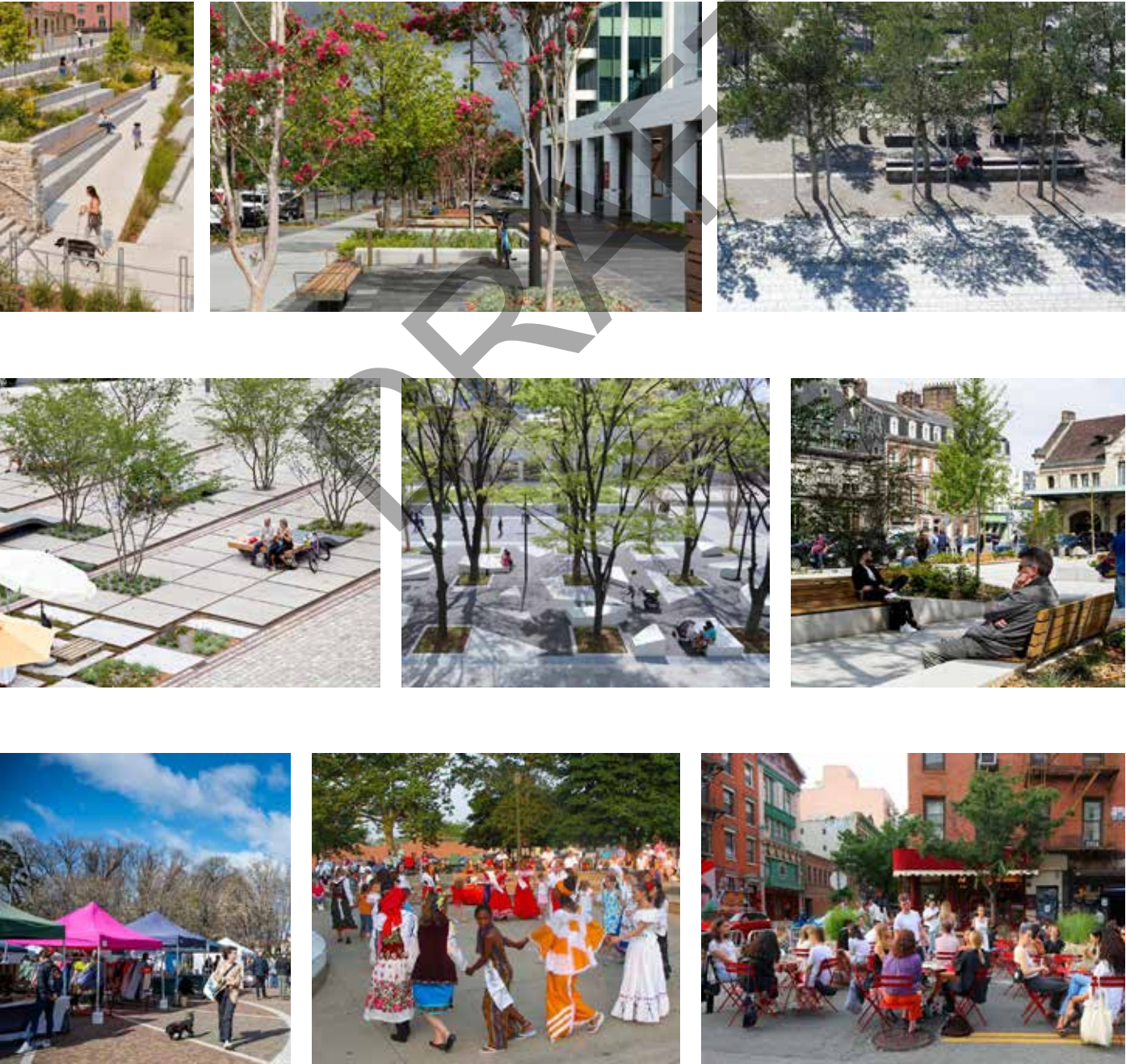
- Direct stormwater to a treatment system that enhances site amenity and contributes to passive cooling.
- Explore stormwater harvesting opportunities from building roof to support building operations, irrigation for planting, or integration into water features.

Building edges

- Design the building edges to ensure passive surveillance to the central open space.
- Design for active retail or active residential frontages, including those looking onto the courtyard spaces.

Exemplar Images

Arrival Zones



Boyd Lane



Dandenong Arcade



Clow Street



Cleeland Street



7.0 Implementation Strategy

7.1 Staging Strategy

This section outlines the staging strategy for redevelopment of the Dandenong Market Precinct, as a sequence of development activities over time. The strategy was developed during the project workshops.

The implementation process is expected to occur over an extended period and will be influenced by a range of factors over time. Therefore the sequence and timing of each component of the Precinct Plan may change. However, the following staging strategy is informed by site and context conditions, and commercial considerations. The strategy commences with lower-scale residential development in the northern part of the precinct, progressing to higher scale, higher value residential development in later stages. These projects are currently not funded and is subject to future advocacy and external funding.

Stage 1 (1-3 years)

Public realm

- Design and deliver Palm Plaza via a design competition process.
- Investigate tear drop intersection realignment options.
- Investigate below ground infrastructure rationalisation (Stormwater drainage and associated works).
- Conduct place activation program to improve public space.

Development

- Site preparation.
- Planning and approvals.
- Development market sounding, EOI process etc.
- Partnership formation.

Stage 2 (4-5 years)

Public realm

- Pioneer Park expansion design.
- North-south pedestrian 'street' and east-west spine designs.
- Streetscape enhancement and water sensitive urban design initiatives to Stuart and Sleeth Streets (Parcel 1).

Development

- Parcel 10 development (north-east site) for residential apartments with central courtyard above car parking.

Market (provisional, subject to separate project process)

- Permits and approvals.
- Detailed design.
- Operation strategy for during construction works.
- Marketing for other planned uses (residential, commercial, retail).
- Upgrade and expansion of service/loading area.

Stage 3 (5-10 years)

Public realm

- Removal of 'teardrop' roundabout and reconfiguration of Princes Highway / Clow Street / Cleeland Street intersection.
- Landscape treatment to space between Parcels 10 and 12, as landscape termination to east-west axis, potentially for youth-oriented public space (not a skate park).
- Clow Street northern side upgrade, including separated bike lane, tree planting.
- Pioneer Park delivery.

Stage 4 (10 years and beyond)

Public realm

- Clow Street Market frontage space renewal.

Development

- Parcel 11 – western wing development, including ground floor retail activation to N-S link.
- Parcel 15 infill redevelopment, between Palm Plaza and Lonsdale Street, for ground floor retail and upper-level residential.

Stage 5

Public realm

- New pedestrian laneway across triangular Parcel 17/18/19 linking between Palm Plaza and Clow Street (Parcel 18).

Development

- Parcel 11 – eastern and southern wing development, central courtyard (after conclusion of temporary market use).
- Parcel 17/18/19 development, including:
 - Podium: community uses, entrance spaces, car parking above, edge activation.
 - Tower: residential apartments.
 - Activated edge to Dandenong Plaza interface: retail/commercial, 1-4 levels.

7.2 Development Actions

This section outlines several implementation actions, for Council and other stakeholders to consider, in progressing this Precinct Plan towards implementation.

Key actions

- Prepare sites for development, in the early stages, to provide smoother processes for investing partners, and remove risks and uncertainties for the developer. This could include:
 - Subdivision of land.
 - Soil testing.
 - Traffic modelling associated with streetscape works including intersection simplification, widening of Sleeth Avenue and removing on street parking from the eastern side of Cleeland Street and southern side of King Street.
 - Infrastructure works such as streetscape works, services relocations and 'teardrop' intersection simplification.
 - Amendments to the Planning Scheme, potentially in coordination with the Activity Centres Program (Department of Transport and Planning).
- Implement early public realm improvement works, to enhance place quality before or in the early stages of development.
- Ensure public realm works can be protected from damage by subsequent construction activity.
- Seek development partnerships, utilising the value of Council land to support development viability and quality.
- Coordinate development with the proposed Market redevelopment. Plan staging/sequence carefully, considering impacts of construction on early-stage residents.
- Establish an ongoing, managed implementation strategy.
- Establish a Place Management / Delivery Committee or similar (within Council or with partners), to oversee the process over time.
- Determine the expected timing and requirements for the Market redevelopment, including any requirements for temporary relocation of Market activities within the Precinct.
- Facilitate staging of development, including within parcels, in response to housing market conditions, construction costs and other factors.
- Consider staging and sequence in response to residential market conditions. For example, a higher-scale, more premium development may become viable at a later date, while the smaller-scale proposal at Parcel 10 may be more suited to an early stage.
- Implement the Precinct Plan in partnership with a developer, selected through a competitive Expression of Interest (EOI) / Request for Proposal (RFP) process. Council's role should be minimised and de-risked as much as possible, whilst managing the desired outcomes via approvals and oversight.

7.3 Development Strategy and Benefits

1. Divestment options

The main options to deliver the developments proposed in the precinct plan are:

- Divestment of individual parcels to private sector developers (freehold sale).
- Divestment of all parcels to a master developer to deliver the precinct in stages (freehold sale).
- Divestment of parcels to community housing providers (freehold sale).
- Long term ground lease of parcels to community housing providers.

There are a range of variations with the divestment options, regarding timing of land transfer to the developer. This can be up-front (under a traditional sale process) or during the development process (under a joint venture arrangement).

A joint venture arrangement may be suitable for the master developer concept, in order to share risks and for Council to retain control of land as the development progresses.

A simpler model is sale of freehold parcels to developers.

The selection of an option depends on the objective and risk appetite of Council. The objective can include:

- Maximise financial value from land divestment.
- Use land to deliver a social and/or economic outcome, such as delivering affordable housing or stimulating investment and jobs in the area.

A fundamental issue is whether Council seeks to retain land ownership or whether Council is happy to divest land.

If Council seeks to retain ownership, the range of development options are limited to Council use and development of land for community uses or lease of land to another party.

2. Ground lease

A long term ground lease (of say up to 50 years) can be offered to another party, such as community housing provider. However, this option is unlikely to deliver a significant financial return to Council for use of the land. The objective would be to stimulate investment and achieve an objective, like adding to the supply of affordable housing. The Council contribution would be the land, provided at a nominal long term ground lease value (this could be one dollar). If the ground lease is to a community housing provider for example, the provider would build and operate the housing for the life of the lease. The housing provider may seek financial support from the state government (Homes Victoria).

A ground lease option is generally not suitable for private sector residential strata-titled development. Profit seeking developers are generally unwilling to invest in land they do not own. Also, there are legal and financing issues regarding ownership of land and improvements being separate.

A ground lease model can work with some other development types, such as some retail, commercial and industrial uses. However, these uses are not the focus of development in the subject precinct.

3. Sale of freehold land

Sale of freehold land is the optimal way to attract private sector investment interest and maximise financial return from surplus to needs land. The downside is loss of land in Council ownership and control.

The return to Council is determined by developers based on their assessment of residual land value. This is calculated by developers in feasibility studies based on what is permitted to be developed on land.

The land value will be calculated as follows (in general terms):

- The expected revenue from the sale of finished properties (in this case apartment units and ground level commercial and / or retail properties).
- Less costs of development including construction, financing, professional fees, taxes and charges.
- Less profit margin for the developer.
- Leaving an amount that can be paid for land (residual land value).

Figure 7: Bellfield Community Housing Project, Banyule



The Bellfield community housing project is a partnership between Launch Housing, Homes Victoria and Banyule City Council. The project delivered 58 apartments in Bellfield in 2023 for low-to-moderate income earners. The development includes studios, one-bed and two-bed apartments, communal outdoor spaces integrated with the adjacent Bellfield Community Hub. The project was selected via an expression of interest process with community housing providers. It is understood a nominal \$1 ground lease was provided for 50 years.

Figure 8: Gurrova Place in City of Melbourne



The City of Melbourne has partnered with Lendlease to develop the Southern Precinct, known as Gurrova Place. The \$1.7 billion development will complement investments being delivered by Council in the precinct – including heritage shed restoration, the new Munro library and community hub, hospitality and retail offerings in the Munro development and a build-to-rent project. Gurrova Place will deliver over 2,200 new homes, student housing, 1.8 ha of public space, and heritage restoration of the Franklin Street Stores at Queen Victoria Market.

4. Implementation Considerations

Precinct Development Timing

It is likely that higher values will be achieved later this decade as costs and inflation continue to stabilise further and interest rates decline. These conditions will support higher prices of finished properties and land values.

Nevertheless, preparatory work can commence immediately to prepare sites for development. These initial processes can take several years to implement.

A nominal 2028 target year may be appropriate for the expression of interest process (see below).

Development Strategy

A first step to divest land and maximise value is to prepare the site for development and remove - to the extent possible - risks and uncertainties for the developer.

This should at least include:

- Subdividing the land to provide a clear title with no or minimal encumbrances on the land.
- Amending the planning scheme to enable the planned development to occur.

Other potential actions can include:

- Addressing any potentially complicated engineering issues in and around the site (if any exist); this could include the drainage easement matter on the parcel south of Clow Street.
- Delivering public domain amenity improvements in the area to add value to surrounding properties.
- This could even extend to preparing and approving plans and the planning permit for development (with potential to amend).

Any item that can reduce (add) time, cost or uncertainty will be assessed in the feasibility study by the developer and will result in a higher (lower) residual land value.

Impacts of Major Construction

Potential future construction in the area that may impact on residential amenity may impact buyer interest and potential value. The main risk regarding this point is the potential large scale redevelopment of the market hall.

Parcel Availability

A significant unknown is the nature and timing of the market hall redevelopment (Site 1). It is possible the construction plan will require use of the land to the east of the site (i.e. the existing car park which is nominated for development under the precinct plan). This project may require temporary relocation of market stalls to the area.

These details are not known and will need to be confirmed at an appropriate time.

Whilst these details are being developed, it is prudent to not commence development on sites 3, 4 and 5 and item 2 north of Clow Street until further information is known.

Phase 1 Development

On that basis, the initial phase of precinct development can focus on sites and items south of Clow Street. This area is generally unencumbered.

However, site preparation, in terms of legal and planning work can commence for all parcels.

The best way to divest land and maximise value is to prepare the site for development and remove - to the extent possible - risks, processes and uncertainties for the developer.

Legal and planning

This should at least include:

- Subdividing the land to provide a clear title with no or minimal encumbrances on the land.
- Amending the planning scheme to enable the planned development to occur.

Engineering site preparation

This could include:

- Addressing any potentially complicated engineering issues in and around the parcels (if any exist); this could include the drainage matter on the parcel south of Clow Street.
- Delivering public domain amenity improvements in the area.

Management of activity centre matters before and during construction

The precinct plan and how it will be delivered will require landowners, businesses and the community to be well informed.

- Consult with stakeholders and the community prior to the expression of interest process regarding precinct construction.
- Develop an appropriate parking strategy to be implemented during the construction process.

Ongoing asset management

- Develop an asset management plan for the precinct, including timing of public domain works.

Development / Legal agreement with developer

- Council should commission an appropriate law firm to prepare a legal agreement for the execution by parties and this should be structured to ensure Council's risks are managed.
- A risk is the development partner not delivering on the development.

Selection of developer(s)

It is recommended that Council utilise the services of a proven developer of similar sites serving similar market areas to release value from the site.

The developer (or developers) must be selected in a competitive process to ensure market value is realised.

Council's role should be minimised and de-risked as much as possible whilst managing the desired outcome via approvals and oversight.

The expression of interest process can seek a range of development options including freehold sale to ground lease. The benefits of options can be assessed based on proposals submitted.

Where a freehold sale is considered, the development partner(s) should provide Council with value for money via:

- A suitable cash payment.
- Any other benefits that may be offered by a development partner.

The selection of a development partner (or partners) can be based on:

- Prepare a project brief and marketing material.
- Undertake an expression of interest process - this could invite master developers and individual site developers and community housing groups to provide proposals.
- Sign one or more MoU with selected development partner(s).

Contract to develop

- Finalise contracts supported by an appropriate legal firm.
- Execute contract with development partner(s).

Developer builds south of Clow Street first

- The sale can be undertaken via a legal agreement under which the developer is required to construct the project to the appropriate standard and conditions.

Developer builds north of Clow Street

- At an appropriate time, the developer undertakes the projects north of Clow Street.
- This phase of development should follow conformation of the development plan and needs of the market hall redevelopment.

Summary of possible timing

- A possible timing plan is as follows:
- 2026: finalise precinct plan.
- ongoing: stakeholder engagement.
- 3-5 years: site preparation including legal, planning and civil works.
- 3-5 years: expression of interest process and execute contracts.
- Beyond 5 years: construction and precinct delivery.

Summary of development benefits

- A preliminary estimate of development yield and benefits is shown below.

Table 1: Project yield and benefits

Metric	Estimate
Development	
Gross building area	126,000 sqm to 144,300 sqm
Apartments	986 to 1,088 apartment units
Employment space	11,400 sqm
Car parking	568 car spaces
Construction*	
Potential investment value	\$1 billion
Jobs during construction	2,000 jobs
Ongoing*	
Residents	1,700 residents
Ongoing jobs in new buildings	500 jobs

Source: development data supplied by McP Studio; HillPDA

*In the precinct, not including multipliers across the economy.

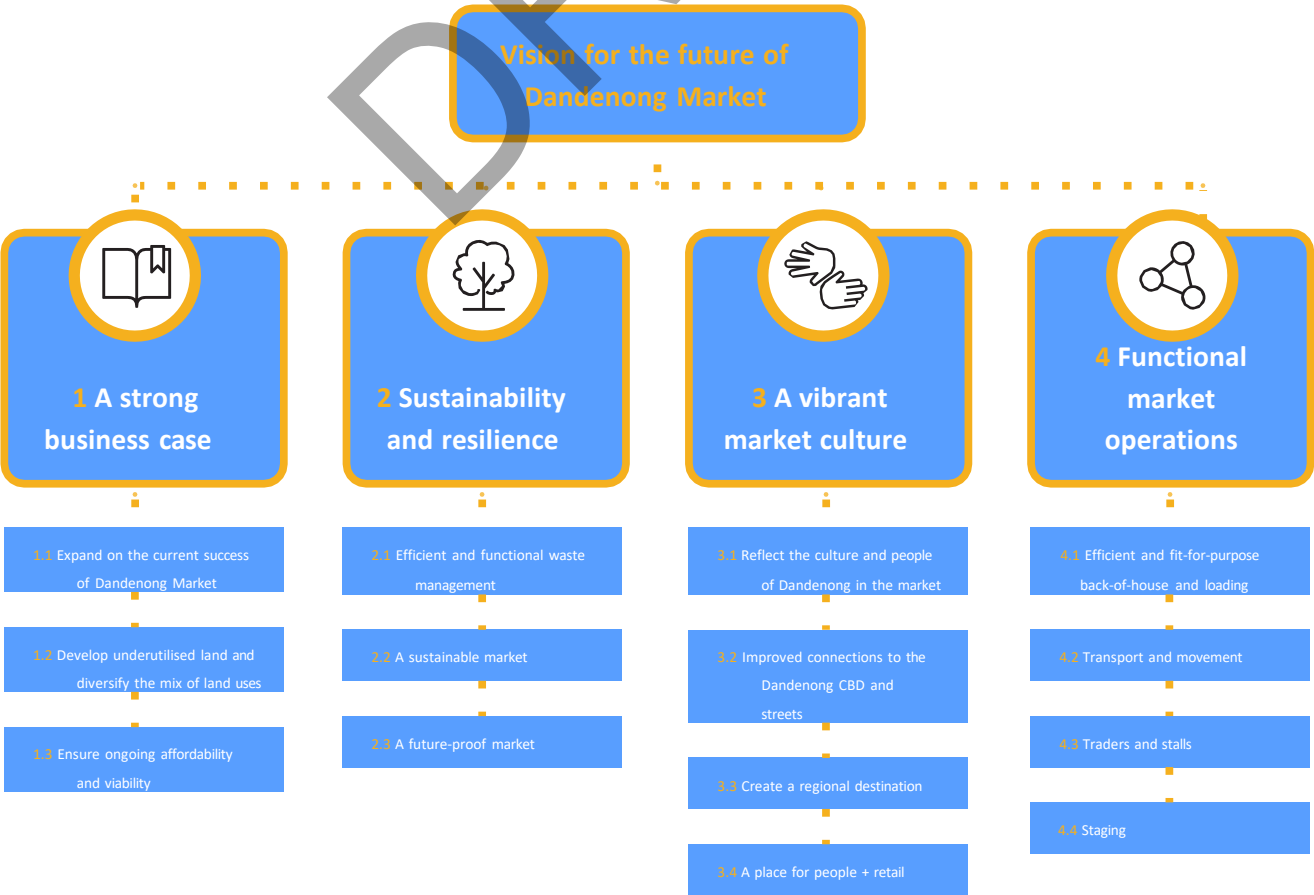
8.0 Dandenong Market Masterplan

The Dandenong Market itself is within the Dandenong Market Precinct (the planning area for this Precinct Plan), but subject to a separate, parallel masterplanning process. Council recognises that the Precinct Plan will establish the overarching parameters for the Precinct, including the Market expansion and renewal. This section outlines the high level place strategy that has been prepared by Dandenong Market Pty Ltd.

8.1 Place Strategy

The masterplan place strategy articulates how the masterplan addresses the opportunities and challenges for Dandenong Market identified to date. It is a vision for the future of Dandenong Market, and a framework which sets out the aims, goals and aspirations of the masterplan.

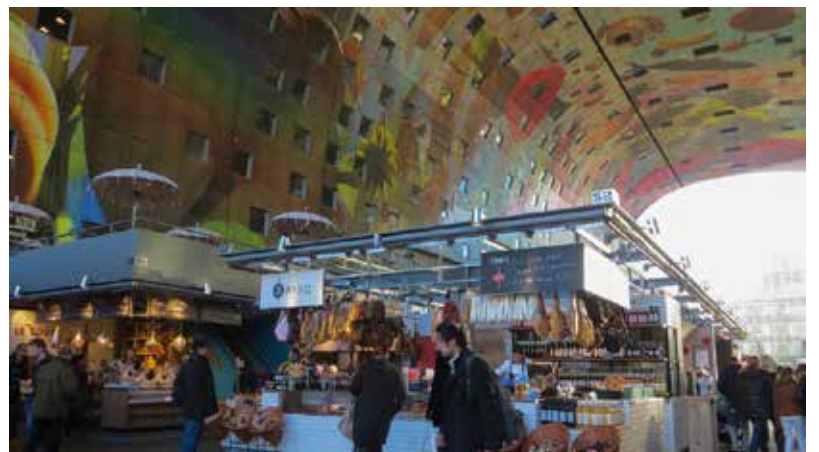
The place strategy is made up of four Place Pillars, each having multiple actions or strategies within them. Each Place Pillar is a statement of the goals achieved in the masterplan. The actions and strategies contained within each Place Pillar serve as guidelines or actions for ways to achieve the goals of the place plan.



1. International fresh food markets case studies

Internationally, markets are often renowned as tourist attractions, but many still function as a day-to-day market for locals to purchase everyday goods, too. Studying European markets can offer some key learnings that could help inform Dandenong Market masterplan.

- Each market usually has a distinctive, visually-striking feature or drawcard. This is particularly evident in the markets of Barcelona, where numerous markets across the city identify themselves with a unique character (see Mercat de Santa Catarina), or the Markthal in Rotterdam which has an enormous coloured display on the underside of a residential building enveloping the market.
- Most markets are simply a large, freestanding roof structure with insertions underneath. They are rarely typical 'buildings,' and stalls are sometimes permanently built as islands under the roof structure.
- Most markets have a clean, functional and almost minimal aesthetic internally, which focusses attention on the colour and vibrancy of the produce.
- The markets retain their original character, traders and types of produce even after redevelopment.
- Some markets use the top of stalls for dining, balconies and/or for storage.



2. The character of Dandenong Market

Dandenong Market remains an extremely successful and vibrant produce market in eastern Melbourne, well-known for its value for money, diversity of products and cultures, and community atmosphere.

Dandenong Market attracts local residents for daily shopping as well as regional tourists seeking an authentic market atmosphere.

The existing character of Dandenong Market as a simple, local, no-frills and value-for-money market has contributed to its success, and the masterplan aims to retain this character into the future. At the same time, the expansion of the market offers an opportunity to grow, develop and refine the market to reflect its status as a regional destination, local source of quality food, and a variety of other experiences. Additionally, the wide variety of cultures, languages and diversity of traders is recognised as a key continuing element to the success of Dandenong Market into the future.

To balance the existing and future character, the Masterplan considers:

- Blending indoor/outdoorspaces.
- Market-stall shopfront-style tenancies.
- A landmark roof form.
- Natural light filled spaces.
- Opportunities for branding.
- Simple, local materials.
- Straightforward construction.
- Avoiding a 'mall' or shopping centre character.





8.2 Key Design Moves

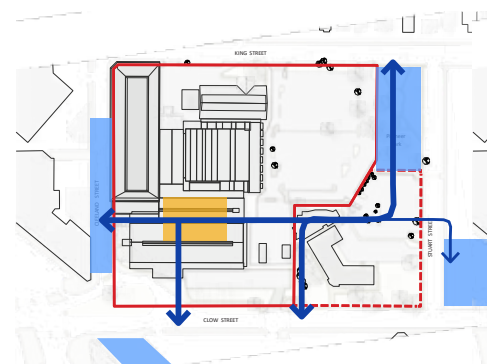
The key design moves set up a spatial framework that is based upon strong urban design principles. These set the fundamental design strategy for the masterplan.

The market forms a clear pedestrian link between Cleeland street, the pedestrian mall (palm plaza), Pioneer park and future community facilities through an active, internal market space or square.

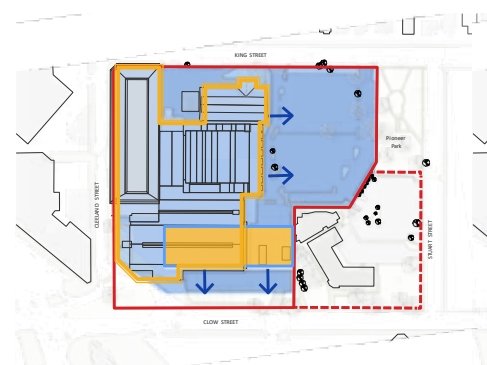
The corner of Clow and Cleeland street presents a clear opportunity for a landmark form and gateway entrance, while the interfaces along Clow and Cleeland streets should be designed so that the vibrant activity of Dandenong market is visible and recognisable along both of these edges.

The market area would increase in size and footprint, whilst also diversifying in activity and food and beverage offerings. The back- of-house and loading functions would be maintained along King Street away from the most active frontages, increased in size and improve their functionality to the market.

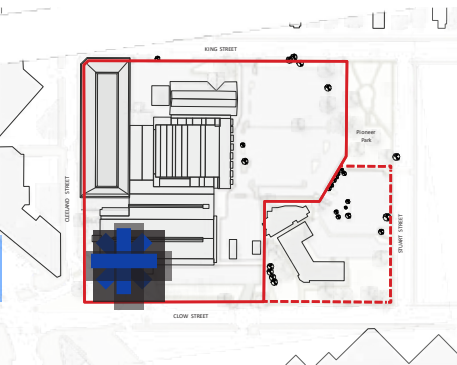
The underdeveloped parts of the site would be unlocked for potential future development opportunities, and upper levels would introduce new uses and activity in and around the market.



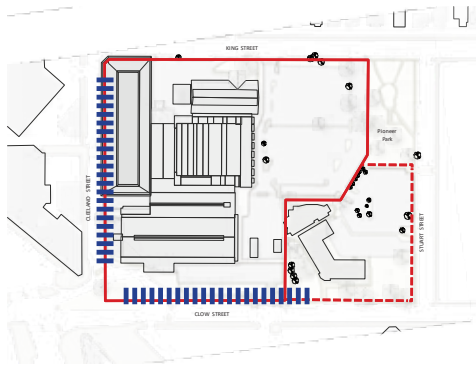
CONNECT MARKET AND CIVIC SPACES



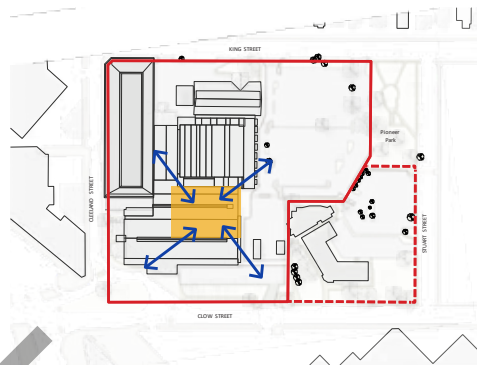
RETAIN & EXPAND KEY MARKET FUNCTIONS



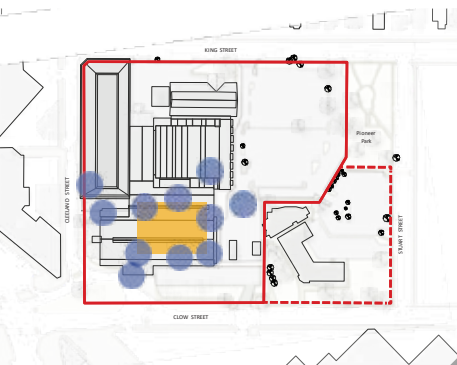
**CREATE A GATEWAY
ENTRANCE**



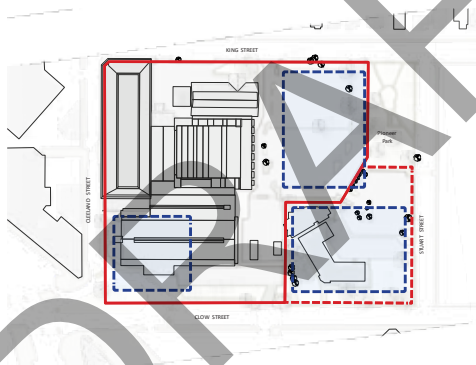
**BRING THE MARKET TO CLOW
AND CLELAND STREETS**



**CREATE AN ACTIVE SQUARE AT
THE HEART OF THE MARKET**



**INCREASE & DIVERSIFY FOOD
AND BEVERAGE OFFERING**



**UNLOCK POTENTIAL UPPER
LEVEL USES**



**IMPROVE LOADING AND BACK-
OF-HOUSE FUNCTIONALITY**

8.3 Artist Impressions

View of market entrance from Clow Street



View of plaza/park from Clow Street to market entrance







Project Consultants

McP

**BKK
ARCHITECTS**

in collaboration with

HillPDA
CONSULTING

Movement & Place Consulting

GLAS
urban design and landscape architecture

DesignFlow

AMPLIFIER
COLLECTIVE

Customer Service Centre locations

Dandenong Civic Centre

Level 2, 225 Lonsdale Street, Dandenong

8.30am–5pm Monday to Friday

Springvale Community Hub

5 Hillcrest Grove, Springvale

8.30am–5pm Monday to Friday

Parkmore

Shop A7, Parkmore Shopping Centre Cheltenham Road, Keysborough

9am–5pm Monday to Friday, 9am–1pm Saturday

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