

We're on our way: creating one of the world's great market precincts

22 April 2014

Melbourne Lord Mayor Robert Doyle today unveiled key concepts for the Queen Victoria Market (QVM) renewal and opened the second round of community consultation.

"Last October we announced that the City of Melbourne would make the largest investment in its history: the renewal of QVM and the surrounding precinct," he said.

"After listening to traders, customers, residents and visitors, we now have a range of proposals to give us a broad idea of what that renewal should do.

"From today until 16 May 2014, people can have their say on the current proposals and what they would like to see in the final design."

A key proposal is to move existing car parking and storage underground to free up space in the heart of the market. Improved back of house facilities for traders such as cool rooms and waste disposal are also part of the proposal, as is consideration of an expanded retail offer.

Closing Queen Street to traffic will improve safety and create additional space for trading and the market community.

"Creating better traffic connections will make accessing the market easier. I would like to acknowledge the Victorian Government's support for this vision," the Lord Mayor added.

"The proposal to connect Franklin Street to Dudley Street presents an opportunity to link the market with the central city and surrounding neighbourhood. It will also create a parcel of land suitable for development, generating funds for the market renewal project.

"Now, it's over to you: let us know what you think about these plans and how they could be refined to protect QVM's charm and character but modernise its facilities and accessibility," the Lord Mayor said.

The City of Melbourne invites the community to have their say on:

- **Heritage** – what parts of the unique market experience should be retained?
- **Open Space** – how could new open space be used? e.g. event spaces, meeting places.
- **Car parking** – what features could we include in our new car park?
- **Access** – what would make it easier for you to walk or cycle around the market?
- **Attractions** - what other activities and events such as the night market would bring you to the market precinct?
- **Retail, hospitality and services** – what new services and products would you like to see in the market precinct?

Chair of the Queen Victoria Market Board of Management, Paul Guerra, said that business continuity for traders was of the highest priority.

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“The board will be working closely with management of the Queen Victoria Market to ensure that we continue to provide the vibrant market experience Melburnians love and minimise disruption for traders and customers.”

The second phase of engagement will run from 22 April until 16 May 2014, with activities running at the market precinct and online at melbourne.vic.gov.au/queenvictoriamarket.

A draft master plan will be released by end of 2014, with planning for implementation proposed for mid-2015

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