

QUEEN VICTORIA MARKET PRECINCT RENEWAL

DRAFT MASTER PLAN



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FOREWORD

The renewal of the Queen Victoria Market Precinct is an ambitious and exciting project: it’s the largest project investment in the City of Melbourne’s history.

We will secure the future of the Queen Victoria Market forever as a contemporary world-class market in our city. Importantly, we will preserve and celebrate its heritage while making improvements to amenity, facilities and access.

Working with the Queen Victoria Market Board and management, we now have a refined strategic direction and Draft Master Plan which will drive the project to deliver a ‘market of markets’, a true Melbourne experience and community meeting place.

The City of Melbourne’s strategic purchase of a large block of land within the market precinct, known as the Munro site, has increased the precinct’s footprint and enhanced our options for the future use of this site. Similarly, the signing of a formal agreement with the Victorian Government to secure some Crown land and realign Franklin Street at the south end of the market, will provide a vital East-West connection as well as opportunities for development and beautification work around the market precinct.

Another exciting element is the construction of a new Queen’s Corner building which will accommodate the Victoria Visitor Centre and new market management facilities.

Robert Doyle

Lord Mayor of Melbourne

Stephen Mayne

Chair, Finance and Governance Portfolio

Depending on the scope of the projects undertaken it is estimated that the renewal could generate 9,000 new jobs at the market, 12,000 jobs in the surrounding precinct and thousands of construction industry jobs.

We have applied for National Heritage listing, the necessary precursor to World Heritage listing for the Queen Victoria Market, an acknowledgement that will provide appropriate recognition and protection of this Melbourne icon.

Two rounds of community engagement have been completed, allowing thousands to share their views and help shape this important project. We are confident that all the hard work and negotiation has been worth it.

We are now embarking on the third and most critical phase of community engagement on the renewal with the release of the Draft Queen Victoria Market Precinct Master Plan. We are delighted to invite you to provide your feedback either online or in person at the Community Engagement Hub in the heart of the Market.

Queen Victoria Market is Melbourne’s market. It belongs to the people of Melbourne. There is no voice more important than yours so please, make sure you have your say and help us create a proud Melbourne legacy.

HAVE
YOUR
SAY

COMMUNITY ENGAGEMENT

Our plans for the renewal of Queen Victoria Market Precinct are now well underway. Following more than a year of consultation we are ready for the third and most important stage of community engagement.

From 2 to 29 March 2015 we want your feedback on this Draft Master Plan.

Now is the critical time to have your say. Your feedback will inform a final Draft Master Plan which will be released for feedback in May this year, before it is presented to Council for endorsement in June 2015.

Your feedback is sought on a range of concepts, including:

→ car parking

→ open space

→ pedestrian and vehicle access

→ services and facilities for traders and shoppers

→ enhancement of Queen Street, between Victoria and Therry streets

→ celebrating the market’s history

→ events

The Draft Master Plan has been informed by what traders, residents and visitors told us during previous phases of community engagement.

To be part of Phase 3 of community engagement, either visit Participate Melbourne online or the ‘Forever’ hub located on Queen Street, right in the heart of Queen Victoria Market.

THE QUEEN VICTORIA MARKET PRECINCT RENEWAL PROJECT

INTRODUCTION

In October 2013, the City of Melbourne announced the largest investment in its history to renew the Queen Victoria Market, and create one of the world's great market precincts.

Our key aim is to preserve the Queen Victoria Market's heritage and authentic atmosphere, while allowing the market precinct to evolve and meet the contemporary needs of visitors, traders and our growing city.

We have developed this Draft Master Plan to ensure this happens in consultation with the community, market visitors and traders.

Two key milestones have helped shape this Draft Master Plan, opening a range of exciting opportunities for the market's renewal: the City of Melbourne's strategic purchase of a large block of land within the market precinct, commonly known as the Munro site; and the signing of a formal agreement with the Victorian government to improve and develop Franklin Street.

These achievements have extended our capacity to deliver on our promise – to ensure that the Queen Victoria Market remains part of our city forever.

In the market's next evolution we are committed to respecting and preserving its diverse heritage.

To date, a broad community engagement process, focused consultation with key stakeholders, and a variety of professional investigations into the market's operation, site and context have been undertaken. Key principles have been established to preserve the market's heritage and authentic atmosphere, while allowing the precinct to evolve to meet contemporary needs of traders, shoppers and the growing city.

In developing the Draft Master Plan, the need became clear to review existing development controls to progress the precinct renewal. A separate consultation on a draft planning scheme amendment will commence in April.

“Investing now will ensure that the Queen Victoria Market is part of our city forever. We want to preserve and celebrate the market's iconic features while retaining affordability and ensuring the market is competitive in a changing retail environment,”

Lord Mayor Robert Doyle

PURPOSE

This Draft Master Plan outlines a wide variety of proposals to revitalise the market precinct with a strong focus on improving the trader, customer and community experience. It outlines options for preserving and celebrating the market's long history, enhancing facilities for traders and market visitors, providing more open spaces and places for events, eating and meeting, better parking and easier access for pedestrians, cyclists and commuters.

Community and trader feedback has been included in a strategic brief prepared by Queen Victoria Market management. The brief describes the vision for the market, outlining the current state of operation and recommending changes, improvements and enhancements to enable the precinct to evolve and thrive for

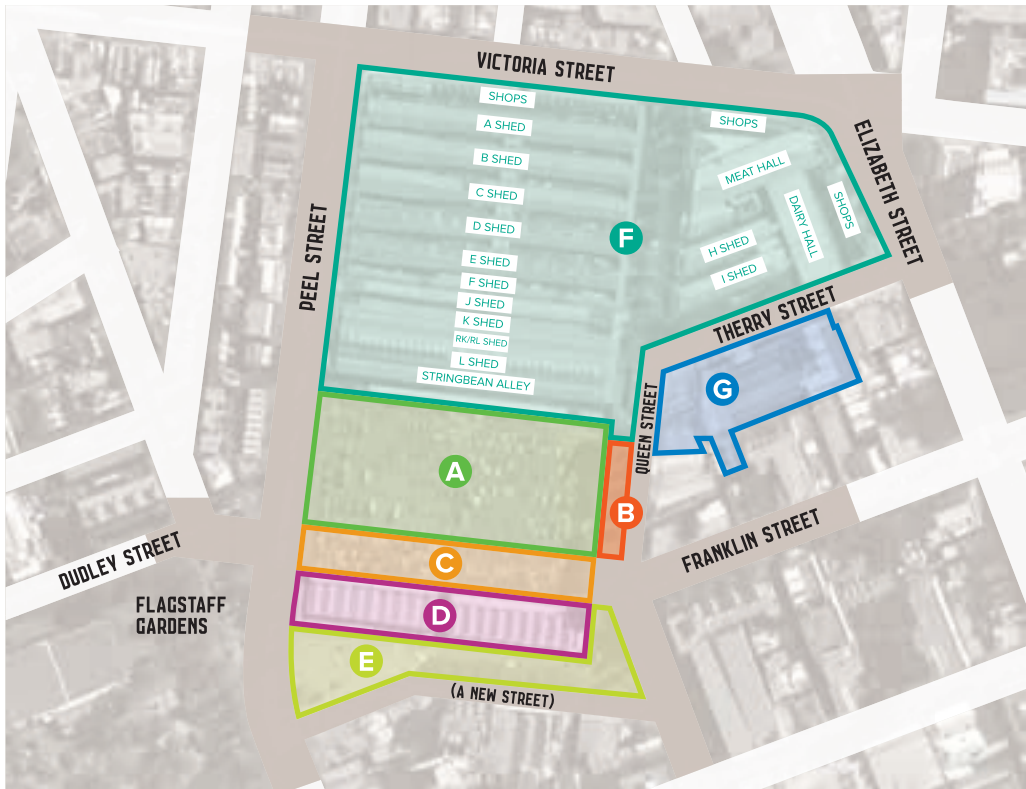
generations to come. The brief, which underpins this master plan, contains a range of detailed assessments and rationale for proposed improvements. The Strategic Brief is publicly available and is referenced through this Draft Master Plan.

The market's sheer size, complexity of operations, diversity of customers, significance of its heritage and scope of desired improvements mean that the Queen Victoria Market Precinct Renewal will not occur as a single project, but rather as a collection of many projects, each of which is large and quite complicated in its own right. The Draft Master Plan therefore aims to provide a coordinating framework for a suite of projects that can be developed with a degree of independence from each other – while complementing each other

and contributing to the precinct as a whole. The Draft Master Plan does not replicate the detailed assessments and rationale for proposals contained in the Strategic Brief. In effect, it serves as a summary of the Strategic Brief, and assigns key functional and experiential outcomes to specific areas, or 'quarters', within the market precinct. The Draft Master Plan highlights the vision, current state issues and proposals for specific areas, or quarters within the market. The division into quarters is location based and also reflects trading models, goods being sold, key physical features and building types.



KEY CONSIDERATIONS IN DEVELOPING THE DRAFT MASTER PLAN



Queen Victoria Market Precinct Location and Staging Plan

VICTORIAN GOVERNMENT AGREEMENT

To support the Queen Victoria Market Precinct Renewal, the Victorian government and the City of Melbourne have entered into a formal agreement to realign Franklin Street at the south end of the market and transfer some Crown land to the City of Melbourne.

Freehold land will be created as a result of the land transfer, providing opportunities for commercial and residential development to add to the vibrancy and potential of the area. Funds secured through the development of this land will be reinvested into the Queen Victoria Market. The realignment of Franklin Street will improve vehicular movements, deliver economic benefits and create a new route to Docklands.

The land changes will also remove two dangerous roundabouts along Franklin Street, improve pedestrian and traffic connections around the market and improve the amenity of streets around the market.

Key development timing obligations

- A** Replace current car spaces within the existing at grade car park (A) elsewhere within the market precinct by 2019, and convert the existing car park to a high quality public space by 2022. (refer page 23)
- B** Construct a new Queen's Corner building within a portion of the Queen Street road reserve (B) for the Victoria Visitor Centre and new market management facilities by 2026. (refer page 27)
- C** Construct New Franklin Street by 2019 (C). (refer page 23)
- D** Reconfigure land parcels (including the Franklin Street stores (D) and portions of the Franklin Street road reserve (E) to create mixed use development sites by 2026. (refer page 23)
- E**
- F** Enhance and renovate northern Upper Market Sheds to support trading and incorporate new market trading services and facilities by 2019. (refer pages 19 and 21)
- G** Upgrade streetscapes adjoining Queen Victoria Market (Elizabeth, Peel, Queen, Therry and Victoria streets) and public transport infrastructure by 2026. (refer pages 28 and 29)

Munro site purchase

- G** Location of corner Queen and Therry Streets (Known as the Munro site). (refer pages 24 and 25)



MUNRO SITE PURCHASE

In October 2014, the City of Melbourne announced the purchase of properties of a site bounded by Therry, Queen and Franklin streets for \$76 million. Commonly known as the Munro site, the City of Melbourne believes these properties to be of unprecedented strategic importance to the people of Melbourne and for the future of the Queen Victoria Market precinct.

The City of Melbourne is confident that the long-term benefits of the purchase include significant civic and retail benefits alongside a sound financial investment.

This purchase opens up new possibilities for the Queen Victoria Market renewal process as outlined in this Draft Master Plan. This may include a different configuration of car parking and ways to optimise Therry Street retail.

A settlement date of 1 July 2015 has been agreed to with the vendor.

This land has been held by the same family for more than a century. As part of the city's purchase we look forward to honouring the legacy of the Munro family's history at this site.

PARKING

Ensuring customers have convenient access to car parking is an important component of the market renewal. A replacement car park will be developed to provide family-friendly, accessible and affordable parking within the precinct.

HERITAGE

Queen Victoria Market has served the people of Melbourne continuously since the 1870s – giving it an irreplaceable connection with our past. In the market's next evolution we are committed to preserving its diverse heritage.

As a mark of that commitment, the City of Melbourne has nominated Queen Victoria Market for inclusion on the Australian National Heritage List. This recognition would not only acknowledge the heritage value of the market at a national level, it is a prerequisite for nomination to the World Heritage List.

The Draft Master Plan recognises that the site has been, and continues to be of significance to many different people for many reasons. It's an important Aboriginal cultural place, the site of Melbourne's first cemetery, and served as the city's main wholesale food market. It also has layers of Victorian and Edwardian mercantile architecture.



QUEEN VICTORIA MARKET AS PART OF MELBOURNE'S FUTURE



A GROWING CITY

Queen Victoria Market is positioned at the heart of Melbourne's inner north, which has been identified as a growth area for the municipality. Council's commitment to renew the precinct is perfectly timed to respond to this growth. Our central city is growing faster than any other area in Australia. Between 2008 and 2013 the municipality's residential population increased by almost 30% to about 116,447 people. Planning for the market needs to take into account the opportunity of Melbourne's growing population of residents, workers, students and visitors. This increased population will create new opportunities and challenges for the market, while also increasing the importance of its open spaces.

Council's City North Structure Plan 2012, which includes the Queen Victoria Market precinct, identifies the northern sector of the city as a strategic renewal area that will accommodate more residents and support additional employment through continued intensive redevelopment. Over the past 15 years, the city north area has already seen extensive residential apartment development, both planned and completed, including:

- 3,123 completed apartments
- 2,744 under construction
- 2,266 with planning permit approved
- 3,417 in current planning permit applications

Of these 12,000 new households, if each paid one visit per week to Queen Victoria Market this would result in 600,000 additional visitations per year. Queen Victoria Market is central to this area of intensive development and remains a vital link between the older central city and its northward expansion.

SUSTAINABILITY

For more than 15 years, the City of Melbourne has been working to become one of the world's most sustainable cities. We know that a successful future depends on understanding the risks that climate change poses, reducing our impact and becoming more resilient.

Projections for Melbourne are for a hotter and drier climate with more frequent and extreme weather events.

This is particularly significant for Queen Victoria Market because of the potential vulnerability of its supply chain, as well as impacts to the open air market and public open spaces.

In preparing this Draft Master Plan we are also considering the role that the precinct can play in building Melbourne's resilience. It has the opportunity to lead change in the community and help the city tackle its sustainability challenges.

RELOCATION OF THE WHOLESALE MARKET

Queen Victoria Market is intricately connected with wider trading networks. Construction of the new metropolitan Wholesale Market at Epping is complete and opening is expected in June 2015. The relocation of wholesaling from Footscray to larger premises at Epping offers the potential to increase bulk supply to local businesses. It also represents a significant change for Queen Victoria Market's fruit and vegetable traders, who rely on the wholesale market for the majority of their produce supply.

The full extent of impacts is not yet known but may affect:

- Future sourcing of produce
- Storage
- Frequency and delivery of goods

THE MARKET WE LOVE

‘Authenticity and atmosphere that is uniquely Melbourne’

↓ Aerial Photo Queen Victoria Market Precinct



↓ ...shopping with favourite fresh produce traders...



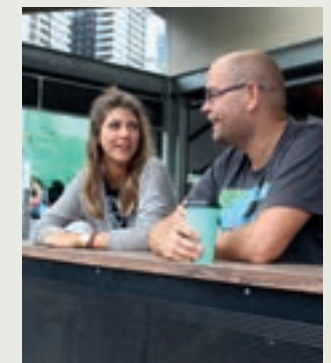
↓ ...a touch of chaos and an authentic market atmosphere...



→ ...a unique indoor/ outdoor setting for night markets...



← ...a place to linger...



↑ ...opportunities to interpret the former cemetery...



→ ...favourite Melbourne rituals...



↑ ...convenient access on foot, by tram and by car...



↑ ...an eclectic mix of specialty shops...



↑ ...a diverse mix of meat, fish and deli vendors...

← ...pedestrian-friendly streets and open spaces...

COMMUNITY FEEDBACK

WHAT WE VALUE

Our first phase of community engagement was undertaken in November 2013, introducing the concept of renewal and discovering aspects of the market that people most value. As we develop a Draft Master Plan for the future of this precinct, we are committed to preserving the core values that have made Queen Victoria Market a favourite with locals and tourists alike.

The market experience

‘The traders treat us as part of their family’

Participate Melbourne, November 2013

‘Keep the atmosphere of the market, I like the way it is now’

Vox Pop, November 2013

Uniquely Melbourne

‘Authenticity and a great atmosphere that is uniquely Melbourne’

Participate Melbourne, November 2013

A diverse community

The market is ‘a community where you can meet and help a lot of people from all walks of life – each day is different and vibrant’

Vox Pop, November 2013

Quality, price and variety

‘Variety, freshness, the great service and support and the friendly, good relationships’

Vox Pop, November 2013

Sense of history

‘The historic feel of the market should be protected – it’s an iconic part of the city’

Vox Pop, November 2013

RETAINING OUR HERITAGE WHILE ADAPTING FOR THE FUTURE

Phase 2 of community engagement took place from April to May 2014. We explored the community’s desire to maintain the ‘feel’ of the market by asking people to tell us their ideas on what should be retained and what new ideas they had for the market precinct.

Tell our stories

‘It is important to the community to know the history of this wonderful market... strengthen the points of interest’

Participate Melbourne, May 2014

Look after our historic buildings and sheds

‘The facades, the open shopping sheds and food halls are central to the market experience’

Participate Melbourne, May 2014

Places to meet

‘A central meeting place with food and chairs and able to have events right in the centre of the market’

feedback form, May 2014

More activities, open longer

‘The market needs to incorporate a range of uses to ensure it is fully activated and safe at all times of the day’

Participate Melbourne, May 2014

TRADER FEEDBACK

Queen Victoria Market’s trader community is a dedicated and valued group of small business owners who are passionate about the future of the market and are keenly interested in plans for its renewal.

Since the City of Melbourne announced its commitment to the Queen Victoria Market Renewal project, traders have been consulted in a range of ways. Traders were invited to take part in the first two phases of broad community engagement in addition to regular meetings between Queen Victoria Market management and elected trader representatives, as well as one-on-one interviews with the market’s stallholders.

Traders have been very clear about the importance of car parking and improvements required to the market’s existing infrastructure such as improved delivery and storage, weatherproofing, access to electricity, and adequate lighting.

These conversations have helped the City of Melbourne and Queen Victoria Market management gain a much deeper understanding of the operational challenges and business requirements of traders and the pressures facing Melbourne’s broader market community.

Ensuring Queen Victoria Market continues to thrive in the future, while protecting its traditions and continuity of business throughout all phases of renewal, are some of traders most important considerations.

These insights and considerations have helped inform Queen Victoria Market’s strategic brief, which in turn underpins this Draft Master Plan.

The City of Melbourne has committed to protecting business continuity throughout the renewal process ensuring traders can continue to serve their customers as they have done for generations.

The City of Melbourne will continue to work closely with the management of Queen Victoria Market to consult and communicate with traders throughout renewal activities and any period of major or minor works.

What kind of place is QVM?

‘It’s a market, it’s an institution, it’s a legacy, it’s a tradition’

Heritage

“The sheds should still be open. They need paint and love and electricity, not reconstruction”

Facilities

“There is no place for people to load – especially for the butchers and fish mongers”

“Queen Street is dangerous due to the number of deliveries”

“Need to modernise amenities and customer comforts”

Attractions:

“Better trading hours. It opens too early, and closes before anywhere else in the city. Tourists are constantly surprised that the market is already closing and they are just arriving.”

Minimise disruption

“The market must still be able to function during the renewal and continuity of trade with minimum interruption or adequate compensation”

Trader discussion group, November 2013

Retail, hospitality and services

‘Let the market decide. People are wonderfully creative. They will come up with all kinds of things that you can’t believe. Just make it easy for them to do it. And make sure it is not someone’s fifteenth formulaic hospitality outlet’

(Participate Melbourne, work at or for the market (trader / staff))



DRAFT MASTER PLAN

Queen Victoria Market management developed a strategic brief to help inform development of this master plan. The brief describes the vision for the renewed Queen Victoria Market and the nature of the improvements and new facilities required to enable the market precinct to thrive for generations to come.

STRATEGIC VISION

The future vision for Queen Victoria Market is of a thriving and diverse market place that is loved by locals and a must see for tourists.

Three strategic directions will guide the delivery of this vision:

STRATEGIC DIRECTION 1

A Market of Markets

A place that supports and encourages sustainable market trading in all its varieties

- Upgrade existing facilities
- Welcome people seven days a week
- Support emerging small businesses
- Introduce new markets and attract new customers
- Encourage longer visits

STRATEGIC DIRECTION 2

A Melbourne Experience

A place to experience Melbourne’s local character, liveability and identity

- Inspire discovery
- Enhance street life
- Celebrate our heritage
- Become a sustainable environment
- Promote our local produce

STRATEGIC DIRECTION 3

A Community Meeting Place

A place to meet and connect with the diverse and vibrant communities of Melbourne

- Bring people together
- Create shared experiences that encourage social connections
- Look after the locals
- Create a pedestrian heart
- Tell our stories, share our knowledge



KEY INITIATIVES

The renewed Queen Victoria Market will retain its authentic atmosphere while addressing long standing issues that constrain its potential.

Despite attracting up to 10 million annual visits, much of the market does not meet contemporary standards for a public market environment. Parts of the market can become highly congested and the historic open air sheds have never been adapted to meet current or future retail trading requirements.

Throughout the market precinct there is an opportunity to improve safety and amenity for visitors and traders. While customers speak positively of the atmosphere, the market struggles to provide a consistently high-quality experience and market offering throughout the year. Addressing this will entail targeted improvements of specific operational, amenity, and infrastructure issues.

The renewal will include relocation of the existing customer car park. This part of the site will become a new public open space that acknowledges the site’s history as Melbourne’s first cemetery.

Key initiatives to achieve the vision include:

- **Back of house**
Create dedicated back of house areas for each of the market’s three major trading areas
- **Infrastructure**
Upgrades to the market’s iconic heritage buildings and open air sheds
- **Trader facilities**
Significant improvements to trading and operations infrastructure and facilities
- **Public places**
Establish a network of quality public spaces throughout the precinct
- **Customer amenities**
New and enhanced customer amenities and facilities
- **Visitor services**
New visitor centre and associated visitor services
- **Community infrastructure**
Develop local community infrastructure such as childcare services
- **Heritage and education**
Greater recognition and interpretation of historically significant parts of the precinct
- **Parking**
Ensure customers continue to have convenient access to car parking within the precinct
- **Equity of access**
Improve access and inclusion for people of all abilities
- **Sustainability**
Work with partners, including the Green Building Council of Australia, to deliver a thriving and diverse marketplace and surrounding precinct that demonstrates world leadership sustainability. The precinct’s exceptional sustainability outcomes will be applied and demonstrated through the use of the Green Star - Communities rating tool.

OUTCOMES

Customers will experience:

- Greater choice, with parts of the market trading every day, from early morning to late at night.
- Improved access to retail services.
- A brighter, lighter, cleaner, greener and more pleasant environment that is clearly historic, yet subtly contemporary.
- A pedestrian friendly precinct that is easy and safe to access and traverse.
- Hundreds of market traders and a rich, diverse form of traditional retailing supported by modern infrastructure.
- A clearly defined and interesting precinct with retail and services along the market's edges and an open and flexible inner area.
- Sounds, sights and smells that will build and ingrain a love of markets in future generations.
- Enhanced customer amenities, including an information centre.

Traders will experience:

- More options and greater choice about when and where to trade within the market, in fixed (with in-situ storage) or flexible (set-up and pack-down daily) locations and across a greater number of available hours.
- Better informed customers.
- Improved work-place facilities.
- Better circulation and customer flow.
- Infrastructure improvements to increase efficiency, cleanliness and displays.

The community will experience:

- Appropriate acknowledgement of the land's original owners on which the market stands.
- Greater awareness and interpretation of its history and heritage.
- A vibrant residential and commercial neighbourhood surrounding the market.
- Improved local community facilities, including child care.

A sustainable market precinct will be:

- Zero carbon – maximising energy efficiency, embedded renewable energy sources and investment in off-site renewable energy.
- Climate resilient – cooling the precinct and enhancing biodiversity by integrating green infrastructure, storm water harvesting, reuse and water sensitive design.
- Resource efficient – through sustainable procurement and resource recovery systems and infrastructure.
- Zero waste – maximising opportunities for waste reduction and recycling in design, construction and operation.
- Economically sustainable – encourage opportunities for business diversity, innovation and economic development with a focus on activities which foster the commercial viability of the Queen Victoria Market.
- Socially sustainable – providing enhanced community opportunities, that are accessible and create local employment and acknowledge culture, heritage and identity.

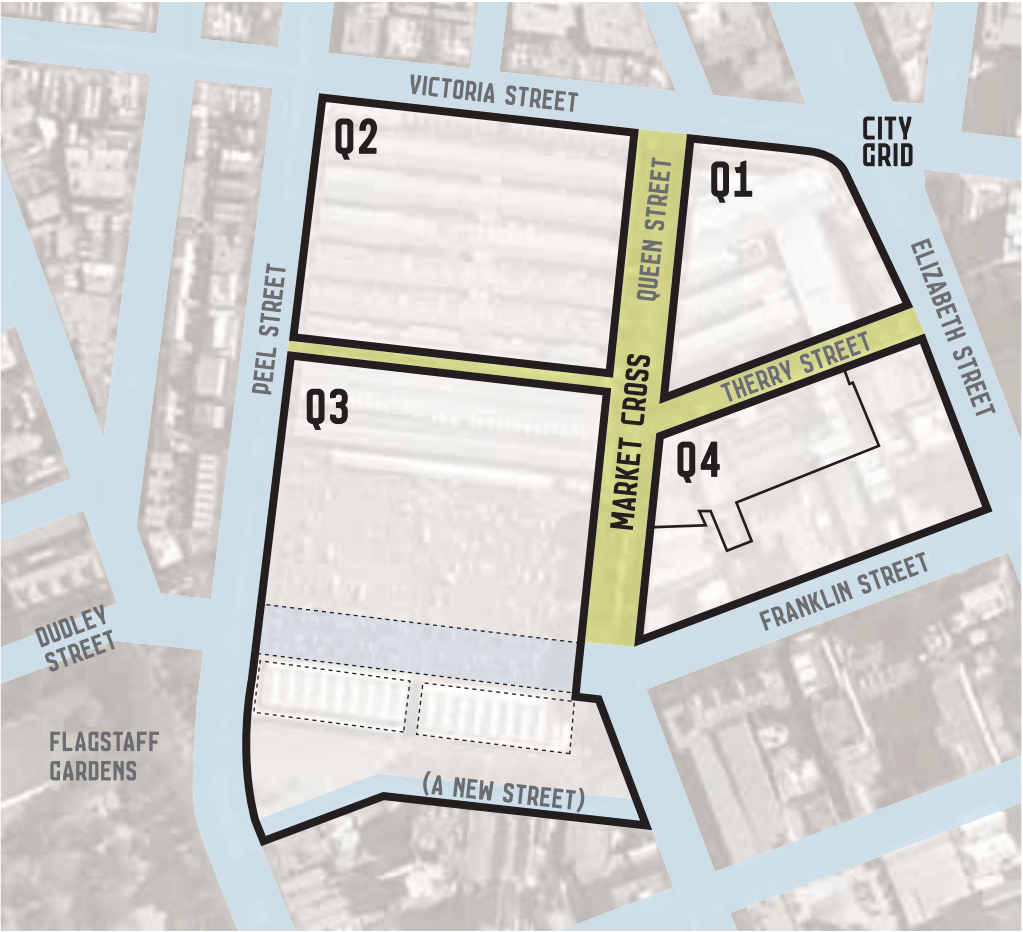
PROJECT PLANNING FRAMEWORK

In this Draft Master Plan,the market has been divided into four quarters, each linked to each other by a market cross of public spaces within the heart of the precinct. It is connected to the rest of the city by the grid of surrounding city streets. The division reflects:

- Varied building types and characters.
- Different market trading models.
- Different types of goods being sold.

The intent is to coordinate a suite of projects that can be developed with a degree of independence from each other, while complementing each other and contributing to the precinct as a whole. It also enables targeted consultation and stakeholder input, in-depth investigations, exploration of options, and detailed resolution of proposals that can be delivered in stages.

As planning and design work progresses, each of these quarters is likely to be further divided into a number of projects to facilitate staged implementation.



Queen Victoria Market Precinct Renewal - Project Planning Framework

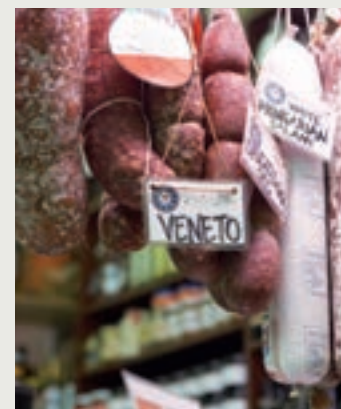
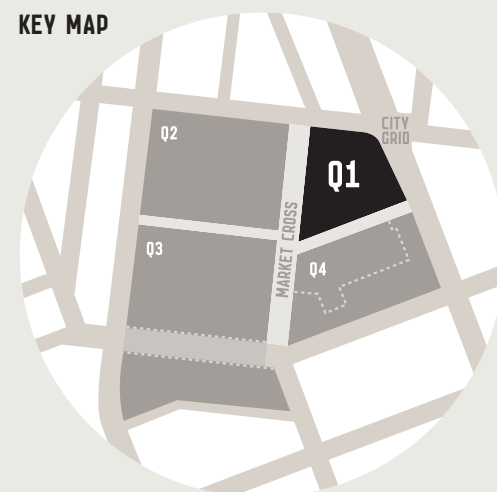
Q1

QUARTER ONE

VISION – FUTURE STATE

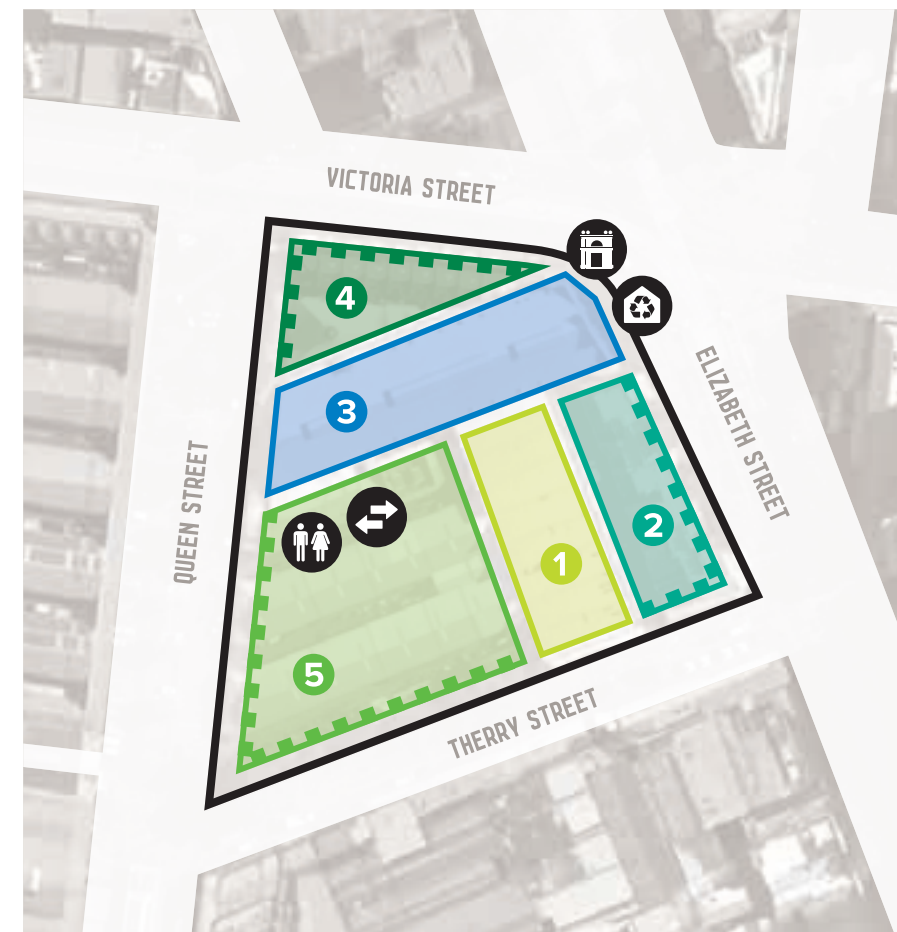
Shop-front trading in market halls and street-oriented terraces

Queen Victoria Market's diverse mix of meat, fish and specialty food vendors continue to animate one of Melbourne's most intriguing and enduring retail destinations. Shops fronting onto the surrounding streets welcome visitors and make the market a special destination at any time of day.



CONSTRAINTS – CURRENT STATE

- Conflicts between public and operational activities
- Operational inefficiencies due to limited space for servicing and storage
- Poor public amenity and inadequate seating areas
- Limited hospitality and convenience shopping



Queen Victoria Market Precinct Renewal - Quarter 1 Plan

PROPOSALS

1 Dairy Produce Hall

Increase public access and explore opportunities for seven days a week activation of the forecourt. Develop specialty food offer and improve comfort levels. **A2***

2 Elizabeth Street shops and Deli Lane

Develop focus on cafes and hospitality, and on integration with Elizabeth Street plaza. Make active seven days a week and in evenings. Improve separation of service functions and public access areas. **A3***

3 Meat and Fish Hall

Maintain distinctive meat and fish offer. Activate facade. **A4***

4 Victoria Street Terraces and Food Court

Develop focus on showcasing market produce, cafes and hospitality, and on integration with street trading opportunities in Victoria Street. Make active seven days a week and in evenings. **A5***

5 H and I Sheds

Explore future options ranging from maintenance of the existing sheds format through redevelopment as an enclosed market hall to expand the trading model of the Dairy Produce Hall. Provide seven days per week activation of Therry Street frontage. **A6, C3***

Special edge condition

Investigate opportunities for buildings and uses to make adjoining streets active and safe with a range of activities that add a sense of life and diversity at different times of the day.

Back of house: trader amenities, delivery, storage and waste management facilities

Provide dedicated back of house facilities for this quarter. Reduce conflicts between service vehicle movements and public access. Improve access for delivery and waste removal including new loading dock, off-street loading areas, wash-down and storage. Improve trader facilities including showers, toilets, breakout space and storage. Improve waste management facilities including fish offal freezing room. **A1, D1, D4***

Public amenities

Provide improved amenities (separate to traders), with accessible toilets and baby/adult change facilities. **E2***

Enhance heritage character

Conserve and restore major heritage building fabric including Meat and Fish Hall, Dairy Produce Hall and Victoria Street and Elizabeth Street shops.

Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems. **D3***

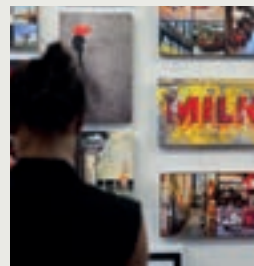
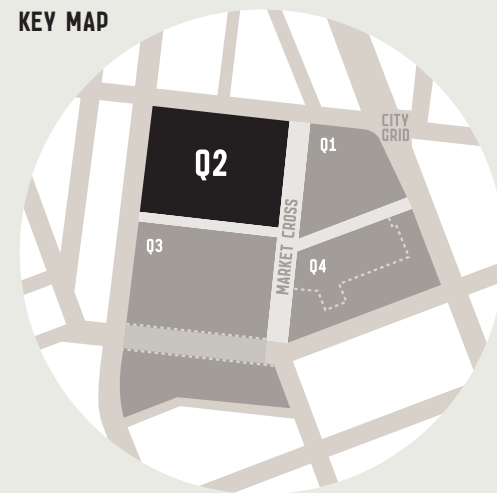
Q2

QUARTER TWO

VISION – FUTURE STATE

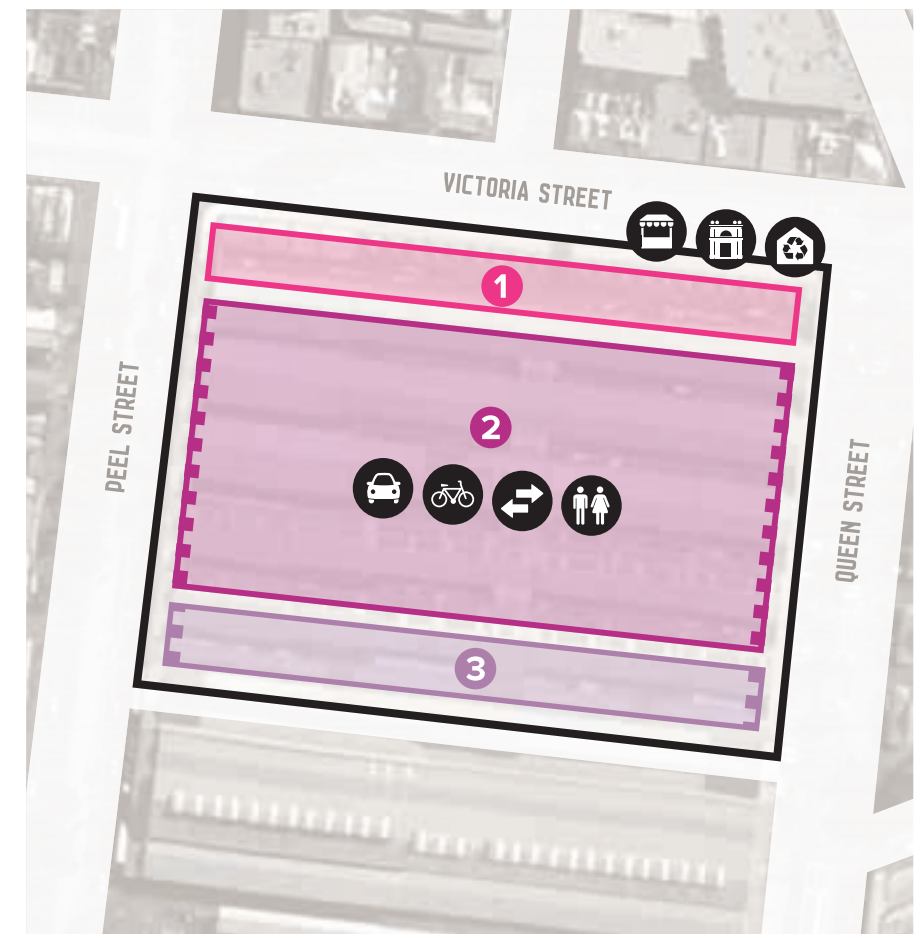
Fixed trading stalls in open sheds, sheltered in a structured perimeter to surrounding streets

The experience of shopping with favourite fresh produce and general merchandise traders in the Victorian sheds is sustained with modern infrastructure that ensures the market's viability and reduces the intrusion of service vehicles into public areas. A built perimeter comprising the Victoria Street shops, F Shed and the old cemetery wall, and new buildings along Peel and Queen streets shelters the open sheds and provides activity onto surrounding streets.



CONSTRAINTS – CURRENT STATE

- Vehicle dominance and conflict of operational activities in public areas
- Onerous set up and pack down requirements
- Poor amenity for shoppers and traders working in open sheds
- Lack of flexibility



Queen Victoria Market Precinct Renewal - Quarter 2 Plan

PROPOSALS

1 Victoria Street shops and Shed A

Improve activation of Victoria Street frontage seven days per week and create opportunities for street trading. Explore opportunities for integrated development with A Shed to create viable shop spaces and improve separation of service functions and public access areas. **B2***

2 Sheds A-E

Maintain and improve as the key area for the market's fresh fruit and vegetable offer. Investigate potential to scale up bulk supply to local businesses. Maintain open-air atmosphere while providing adaptable weather protection and refrigerated storage. Allow for servicing but minimise the presence of vehicles during public access hours. Make active seven days per week, especially along street edges and other key pedestrian routes. **B3, B4, B7***

3 F Shed and E Shed

Create an attractive and active – seven days per week – pedestrian route across the Upper Market, potentially with an integrated treatment of Sheds

E and F. Incorporate quality retail spaces, new licensed areas and seasonal weather protection. **B5***

Special edge condition

Investigate opportunities for buildings and uses to make adjoining streets active and safe with a range of activities that add a sense of life and diversity at different times of the day.

Fixed trading stalls in open sheds and shops

Back of house: trader amenities, delivery and waste management facilities

Provide dedicated back of house facilities and a 24-hour Market Operations Centre. Reduce conflicts between forklift and other service vehicle movements and public access. Improve access for delivery including off-street loading and break-down areas, wash-down and storage. Improve trader facilities including showers, toilets, breakout space and storage. Improve waste management facilities especially focusing on organic fruit and vegetable waste. **D1, D2, D4***

Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems. Maintain photovoltaic panel installation on shed roofs. **D3***

Public amenities

Provide improved amenities (separate to traders), with accessible toilets and baby/adult change facilities. **E2***

Enhance heritage character

Explore opportunities to respect and interpret former cemetery, including creating greater exposure of the former cemetery wall and the Aboriginal section near F Shed. Minimise excavation and potential disturbance of remaining burials.

Customer parking

Consideration will be given to provision of underground services and may include limited car parking. Investigate potential customer car parking in areas clear of former cemetery, below A, B and C Sheds. **E1***

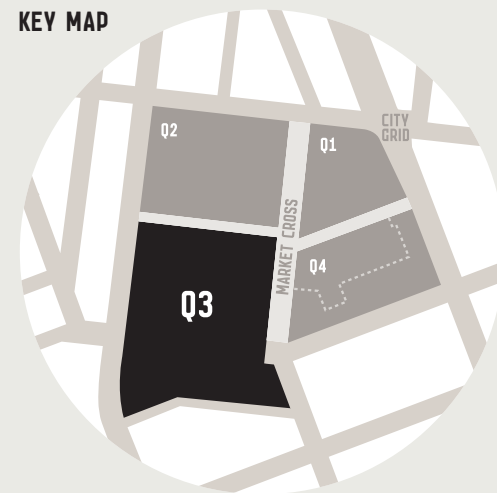
Q3

QUARTER THREE

VISION – FUTURE STATE

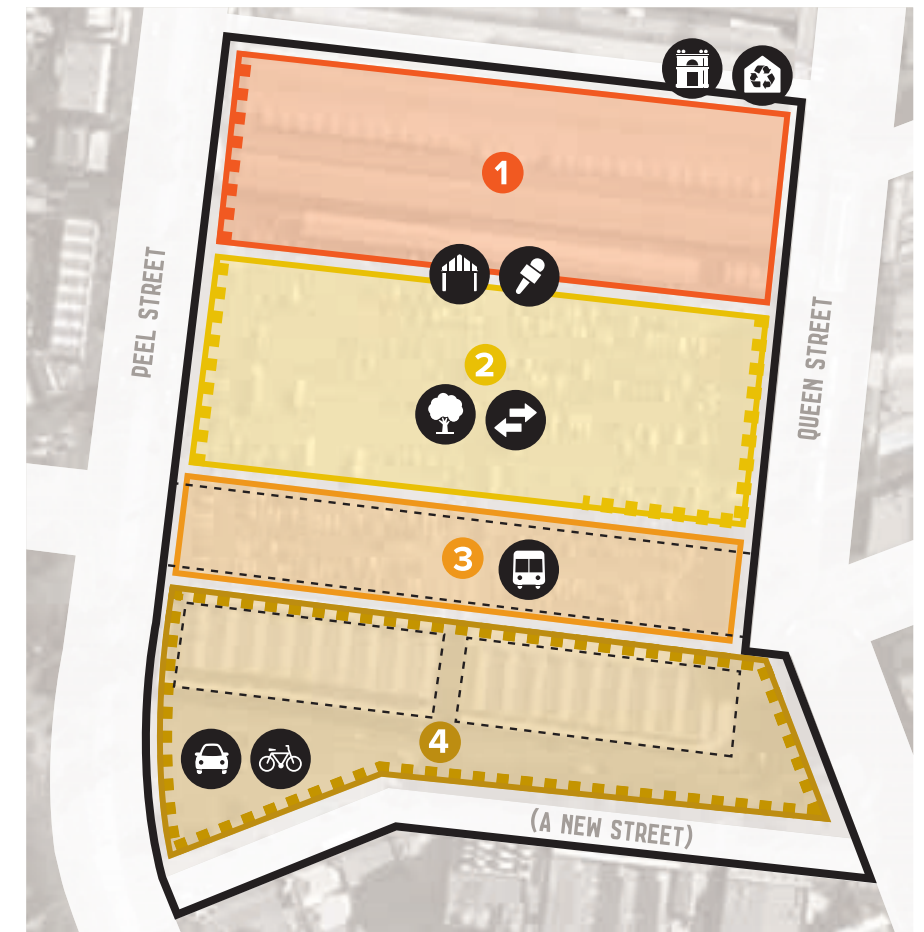
Changing – daily, weekly, seasonally – markets and events in open-air sheds and plaza

Market Sheds and a new open space in combination are a unique indoor/outdoor setting for day and night markets, seasonal markets, specialty markets and other public events in a varied program of activity. This makes for a continuously changing Queen Victoria Market – a destination for special occasions as well as for routine shopping.



CONSTRAINTS – CURRENT STATE

- Vehicle dominance and conflict of operational activities in public areas
- Limited space for servicing and storage
- Poor amenity for shoppers and traders working in open sheds



Queen Victoria Market Precinct Renewal - Quarter 3 Plan

PROPOSALS

1 K & L Sheds, J Shed and String Bean Alley

Create a pedestrian circulation link through J Shed and expose the wall of the former cemetery as part of interpretation of the site heritage. Enhance K & L Sheds as a large, flexible, market and events space. Create a high quality interface with the open space enabling indoor/outdoor activities. Support loading and unloading for traders and events but no permanent parking. Provide weather protection and a buffer to impacts of traffic along Peel Street, and support activation of the street space. **B6, B8***

2 New Open space

Support large-scale market-related activities with a level open space and back of house events infrastructure. Create spill-out areas and outdoor facilities for Education and Visitor centres in the adjoining Queens Corner building. Provide recreational opportunities that complement Flagstaff Gardens and cater to market patrons and needs of the local community. **C4, F1, G1***

3 New Franklin Street

Develop an integrated design treatment with the adjoining development site and open space.

Create a generous pedestrian frontage to the Franklin Street stores for street trading. Provide bus passenger loading facilities related to the Queens Corner Building. Create a narrower street along the existing Franklin Street alignment. **E7***

4 Franklin Street stores and southern development site

Explore, independently or as part of the larger development site, opportunities for reuse of existing buildings for retail, hospitality, education, etc.. Undertake a mixed use development, guided by the City of Melbourne's Housing Strategy, with public and private sector organisations. Ensure active frontages to all streets. Explore options for market customer car parking. **H2***

Programmable market trading and events

Potential location for customer parking E1*

Special edge condition

Investigate opportunities for buildings and uses to make adjoining streets active and safe with a range of activities that add a sense of life and diversity at different times of the day.

Back of house: trader amenities, delivery and waste management facilities

Provide dedicated back of house facilities for this quarter. Focus on specialist back of house for market events, changing facilities, shower rooms, trader storage, events furniture storage, etc. Upgrade infrastructure to support various alternative market operations and arrangements, and to support events. Upgrade waste management facilities, with a focus on special requirements for food vendors, events and night markets. **D1, D4***

New open space

Public transport - bus

Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems. **D3***

Enhance heritage character

Explore opportunities to respect and interpret former cemetery. Minimise excavation and potential disturbance of remaining burials. Resolve appropriate actions with respect to burials in area of new street and new uses of Franklin Street stores.

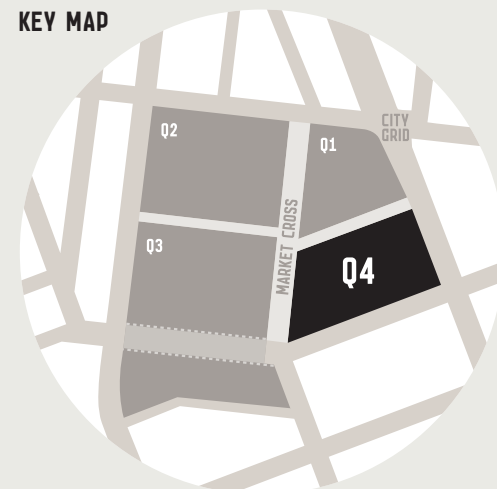
Q4

QUARTER FOUR

VISION – FUTURE STATE

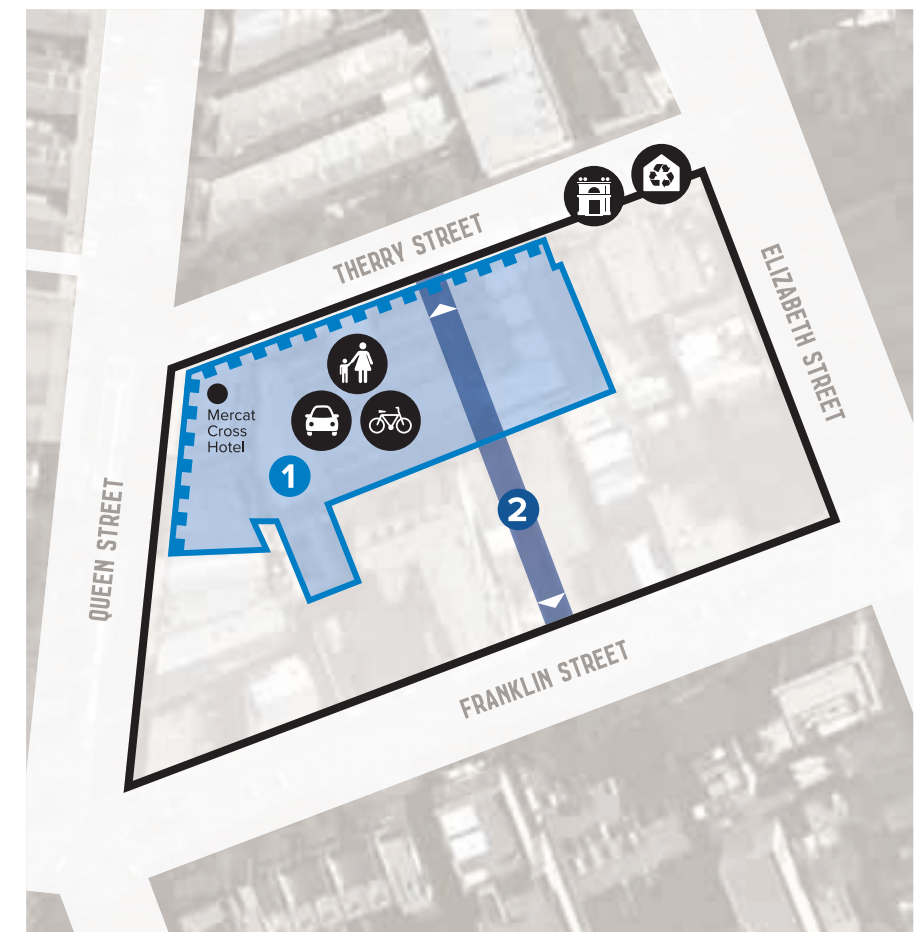
Mixed-use development, fine-grained retail, hospitality and community facilities complementary to Queen Victoria Market

Unique specialty shops, high quality cafes and other hospitality services add to the Queen Victoria Market precinct's retail offer, while community facilities, apartments and offices bring life to the neighbourhood.



CONSTRAINTS – CURRENT STATE

- Extensive frontages to Therry and Queen Streets, buildings in dilapidated condition
- Civic, retail and financial opportunities not currently maximised
- The number of car spaces possible on the site may be constrained by existing access arrangements



Queen Victoria Market Precinct Renewal - Quarter 4 Plan

PROPOSALS

1 Mixed Use Redevelopment

Retain the Mercat Cross Hotel and redevelop the remainder of the site incorporating retail and hospitality frontages onto the street at ground level, and uses that contribute to frontage activation up to at least level five, potentially with accessible balcony verandahs. Provide community facilities.

2 Mid-Block Link

Create a new mid-block pedestrian link between Franklin and Therry streets, either as a laneway or arcade, activated by retail frontages. The mid-block link will also provide an opportunity to recognise the legacy of the Munro family's history on the site.

Special edge condition

Investigate opportunities for buildings and uses to make adjoining streets active and safe with a range of activities that add a sense of life and diversity at different times of the day.

Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems. D3*

Enhance heritage character

Integrate the Mercat Cross Hotel into redevelopment of the site as a restored heritage building.

Customer parking

Provide customer car parking. Investigate options to minimise impact of vehicular traffic in Therry Street. E1*

Community facilities

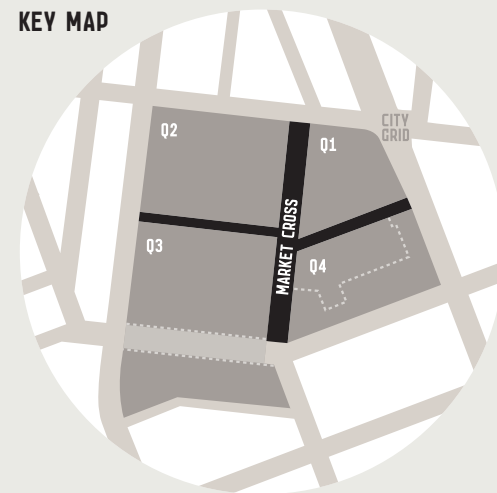
Explore opportunities for community uses including post office, child care, family and civic meeting places.

MARKET CROSS

VISION – FUTURE STATE

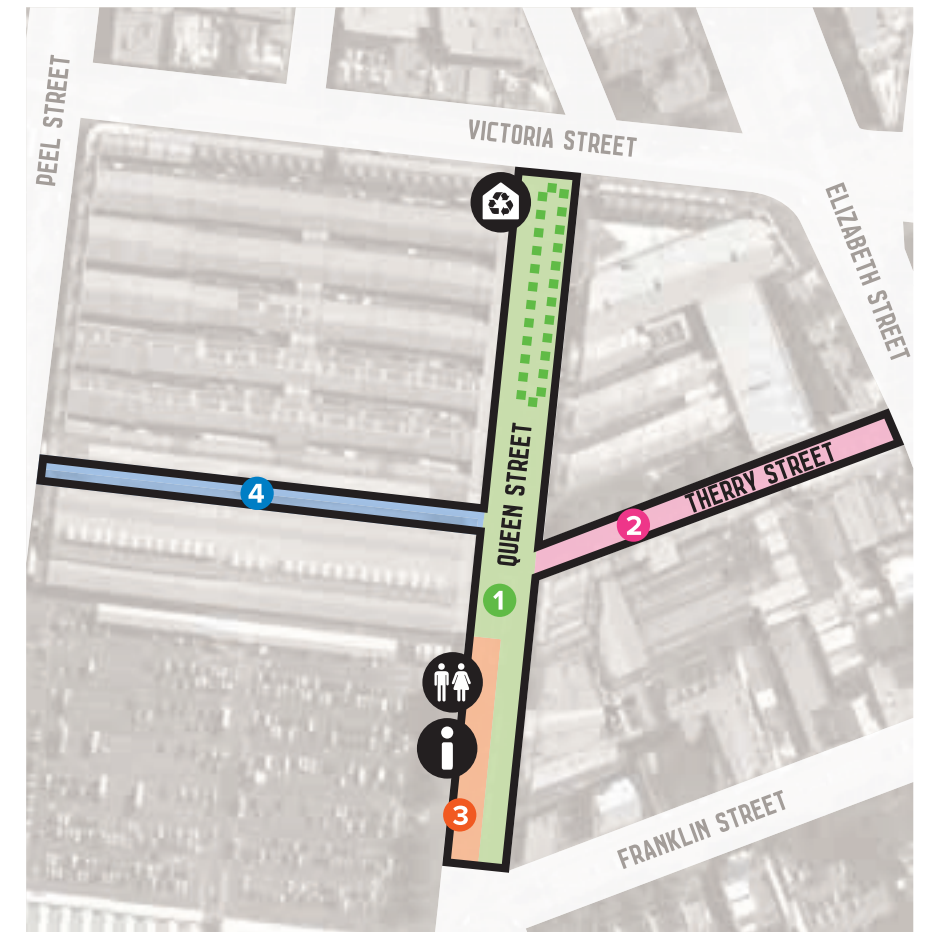
One of Melbourne’s great public and local places

Welcoming and full of urban life, Queen Victoria Market’s public spaces encapsulate qualities that make our city liveable – year in year out – within a variety of pedestrian-friendly streets and plazas. These open spaces interconnect, help to define, and add value to the different trading areas of the market while providing for a growing community.



CONSTRAINTS – CURRENT STATE

- Vehicle dominance and conflict between servicing and public access
- Poor amenity and lack of public seating and respite spaces
- Poor support for wayfinding



Queen Victoria Market Precinct Renewal - Market Cross Plan

PROPOSALS

1 Queen Street between Victoria and Therry streets

Remove parking and public vehicular traffic. Separate service vehicle operation from public activity – physically or in time – and enhance as a major public space for casual use and programmed events. **C2***

2 Therry Street and Queen Street between Therry and Franklin streets

Improve the market’s central open spaces as a major meeting point with minimised through traffic and increased pedestrian space, providing more opportunities to sit, eat and relax. Remove the existing toilet building. Consider the potential for iconic buildings on corners to serve as landmarks, complementing K & L Sheds and the Mercat Cross Hotel and to mark entries into each of the market’s four main trading quarters. **C1, C3***

3 Queens Corner

Create a new building that provides an active retail street edge and hospitality to the new open space, accommodating Queen Victoria Market management offices, public amenities, a Victoria Visitor Centre, Market Education Centre, on-site radio broadcasting facility and food and wine industry hub. **D5, E2, F1, G1, H4, H5***

■ Street activation

Create new pavilions for information and ATM hubs, and providing shelter and enclosure to the former road space. **E3, E4***

4 J Shed

Enhance as a pedestrian thoroughfare, directly linking the tram stop in Peel Street into the heart of the market.

i Information centre

Public amenities

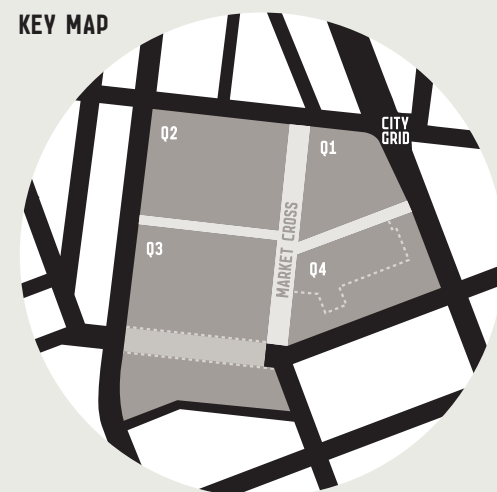
Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems.

VISION – FUTURE STATE

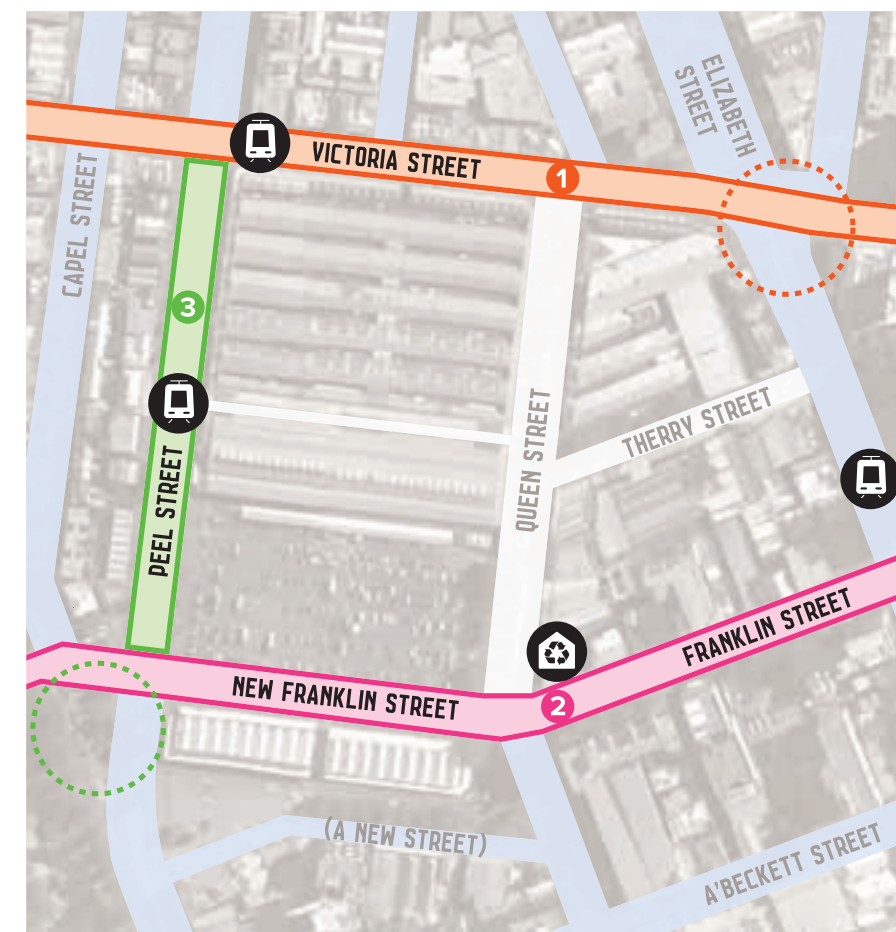
The best of Melbourne’s city streets

Queen Victoria Market connects seamlessly into the surrounding city with its tree-lined streets. Streets prioritise different modes of transport – walking, public transport, cycling and cars – with space allocated accordingly to these priorities. All streets are attractive public places enriched by adjoining land uses.



CONSTRAINTS – CURRENT STATE

- Unsafe roundabouts create barriers to pedestrians and cyclists
- Poor connectivity of local streets turns some routes into ‘traffic sewers’
- Only modest provision of walking space and little space for other pedestrian activities
- Poor provision for cycling
- Inadequate tram stops, lacking universal access or subject to congestion
- Poor streetscape amenity with little greening



Queen Victoria Market Precinct Renewal - City Grid Plan

PROPOSALS

Improved public transport arrival points

Create improved tram stops in Victoria Street and Peel Street supporting universal access and with space to avoid congestion. Investigate the possible relocation and longer stop for the Elizabeth Street tram stop south of Therry Street to keep clear of other pedestrian activities in Elizabeth Street plaza.

Elizabeth Street plaza

Minimise through traffic, and expand the pedestrian space. Create opportunities for al fresco dining and encourage cafes and restaurants in adjoining buildings to create a unique hospitality destination. H3*

Flagstaff corner

Create a compact, signalised intersection replacing the roundabout. Investigate the potential to expand Flagstaff Gardens across the existing tram spur.

1 Victoria Street

Prioritise public transport and pedestrian movement and encourage evolution of the street into an activity spine for City North, linking Errol Street, Queen Victoria Market and the CUB site. Widen footpaths.

2 Franklin Street

Prioritise local traffic distribution, pedestrian and cycle movement, as well as providing for re-routed buses from the existing alignment of Franklin Street. Widen footpaths and reduce space allocated to centre of road parking.

3 Peel Street

Enhance formal boulevard quality.

William Street, Queen Street and Elizabeth Street

Improve pedestrian links southward from the market including to Flagstaff Station. C5*

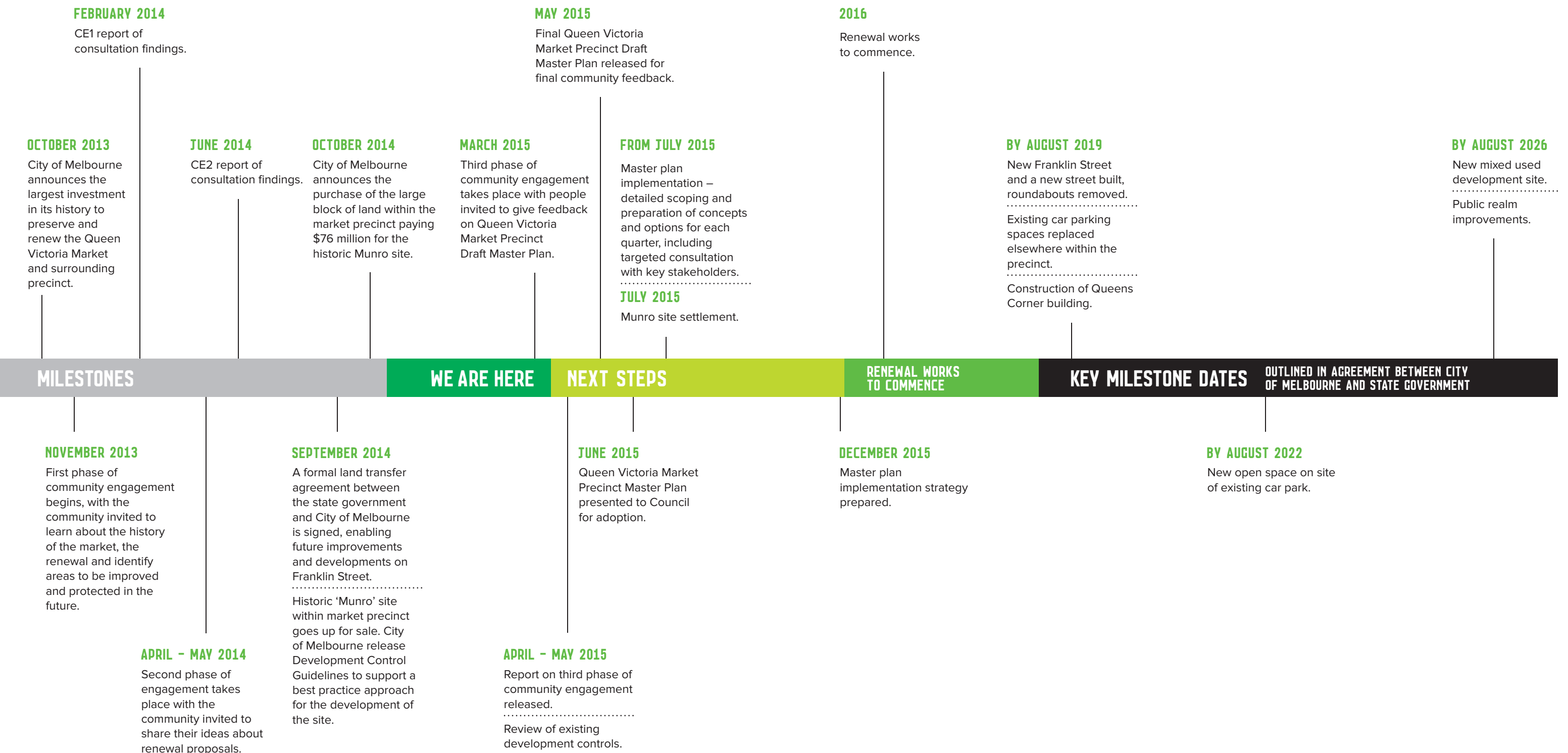
General streetscape improvements

Significantly increase street tree plantings and other greening. Upgrade pavements, street furniture and lighting to standards appropriate for high-priority pedestrian precincts in central city.

Infrastructure upgrade

Develop sustainable precinct-wide infrastructure, addressing power supply, water, waste management and recycling systems.

NEXT STEPS



SUMMARY OF KEY MASTER PLAN PROPOSALS

Queen Victoria Market will be a 'market of markets', with a distinctive offer and experience in each of its main trading quarters, interlinked by a network of attractive public spaces and connected to the surrounding city by high quality streetscapes.

MARKET CROSS

The open spaces central to Queen Victoria Market will offer a variety of pedestrian-friendly streets and plazas. Improvements will increase pedestrian priority and create greener spaces for sitting, eating and relaxation. A new building at Queens Corner will accommodate visitor and customer services and help to activate the adjoining street and open space.

CITY GRID

Queen Victoria Market will be linked into the city via tree-lined spaces and surrounded by active neighbourhoods with good public transport and pedestrian access. Improvements will include New Franklin Street, removal of dangerous roundabouts, enhanced pedestrian space in Victoria and Franklin streets, and tram and bus passenger facilities.

Q1

The Lower Market's halls will continue to focus on a diverse mix of meat, fish and specialty food vendors. Shops facing the surrounding streets will welcome visitors to the precinct with quality retail and hospitality establishments and make the market a special destination at all times. Improvements will include modern trader facilities, storage, waste management, and other infrastructure.

Q2












The Upper Market's Victorian sheds will accommodate fixed trading with a focus on fruit and vegetables and a quality non-food offer. New trader facilities, storage, waste management and other infrastructure will reduce intrusions of servicing in public areas. The area is also an option for customer parking. The Victoria Street shops, F Shed and new treatment along the Peel Street edge will shelter the sheds and activate the streets.

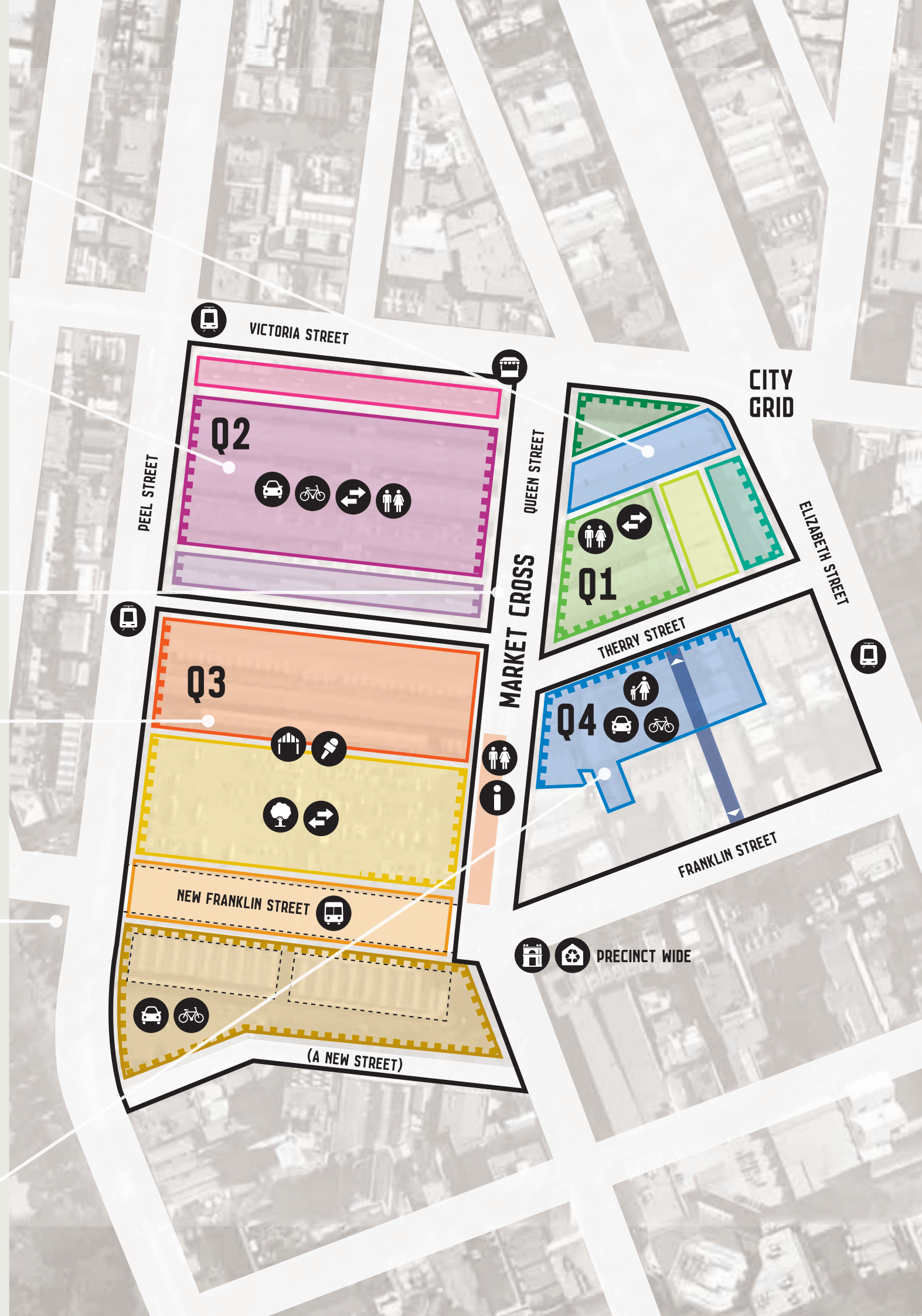
Q3

The open-air sheds and new public open spaces south of the old cemetery wall will be available for changing markets and events. Improvements will create a new open space and enhance the existing sheds as a unique indoor/outdoor facility, supported by new trader amenities, storage and other infrastructure to support this type of programmable operation.

Q4

New development, incorporating a restored Mercat Cross Hotel, will accommodate fine grained retail, hospitality and community uses that complement Queen Victoria Market, in a new mixed use development that includes a mid-block pedestrian link between Franklin Street and Therry Street and a potential customer car park for Queen Victoria Market.

-  Public amenities
-  Back of house trader amenities
-  Enhance existing heritage market halls
-  Public information
-  Programmable market trading and events
-  Fixed trading
-  New open space
-  Potential location for customer parking
-  Sustainable precinct infrastructure throughout
-  Public transport - bus
-  Public transport - tram



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