
FOREVER

MAKING A GREAT MARKET EVEN BETTER

**PHASE TWO
COMMUNITY
ENGAGEMENT IS
FROM 22 APRIL
TO 16 MAY 2014**

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

We are on our way to developing the master plan to make this happen and now is a critical time for people to have their say.

The second phase of community engagement starts on 22 April, with the release of draft concepts for the market's renewal and the opportunity for the community to share their views on these proposals, as we start to shape the future of the market precinct.

The draft concepts have been informed by what the community – traders, shoppers, residents and visitors – told us during the first phase of engagement last November.

We would now like to hear your ideas on the emerging plan that will shape the future of the market and surrounding precinct.

WHAT NEEDS TO IMPROVE

Our first phase of community engagement delivered strong messages about the deep sense of connection many people feel for the Queen Victoria Market.

It is clear there are many things people love about the market. We know the community value the market experience and view it as an iconic Melbourne place that must be treated with care.

It is also clear that there are things at the market that are simply not working and need improvement. This includes enhancing facilities for traders and market visitors, providing more open spaces, places for events, eating and meeting, better parking facilities, and easier access for pedestrians, cyclists and commuters.

“Protection from the rain and wind.”

*Vox pop,
6 November 2013*

“Equitable access for all to the market including wheelchair access, accessible toilets, and parking for people with disabilities and frail aged.”

*Participate Melbourne,
November 2013*

“Authenticity and atmosphere that is uniquely Melbourne.”

*Participate Melbourne,
November 2013*

“Improved bike parking.”

*Vox pop,
1 November 2013*

“The market needs to operate seven days from 8am to 4pm.”

*Participate Melbourne,
November 2013*

“The market should not become too sterile - the grittiness and anarchy of the market is what makes it special.”

Vox pop, 10 November 2013

“Some north facing open space where you can grab coffee and lunch and sit on a patch of grass in the sun.”

Vox pop, 17 November 2013

“There needs to be acknowledgement of the burial ground – perhaps a memorial to signify the importance of the heritage of the site.”

Vox pop, 1 November 2013

“Need for more public toilets, ATMs and inclusion of other services.”

*Discussion group,
19 November 2013*

CURRENT MARKET PRECINCT



WHAT WE PROPOSE

Our proposals for renewal are based on your feedback from the first phase of community engagement. Our aim is to preserve the Queen Victoria Market’s heritage and authentic atmosphere, while allowing the market precinct to evolve to meet contemporary needs of traders, shoppers and the growing city.

BELOW GROUND FACILITIES

- Create a basement under sheds A, B and C.**
- Remove cars from public spaces to make room for more retail, hospitality and events. The new below ground area could accommodate the market’s customer car park, along with new storage and operational facilities, making it more convenient for shoppers and traders.

MARKET EXPERIENCE

- Retain and enhance the authentic market character and experience.**
- Explore new retail, hospitality, events and activities.
 - Close Queen Street to traffic to create additional space for trading and the market community and improve safety.

NEW PUBLIC SPACE

- Create a major new public open space for the market and the city’s north.**
- Once the existing car park has been replaced, a major public space will be created. This space will be a meeting place for the community and could also provide an area to acknowledge the history of the site as Melbourne’s first cemetery.

FRANKLIN STREET CONNECTION

- Connect Franklin Street to Dudley Street and remove two roundabouts.**
- Better traffic connections around the market will reduce congestion and make it easier for people to move around. Connecting Franklin and Dudley streets will link the market with the central city and surrounding neighbourhood.

NEW DEVELOPMENT SITES

- Create land suitable for mixed-use development.**
- Funds raised through the development of land to the market’s south will be directed to the market renewal project.

FUTURE MARKET PRECINCT

Here are the proposals we have put together so far:

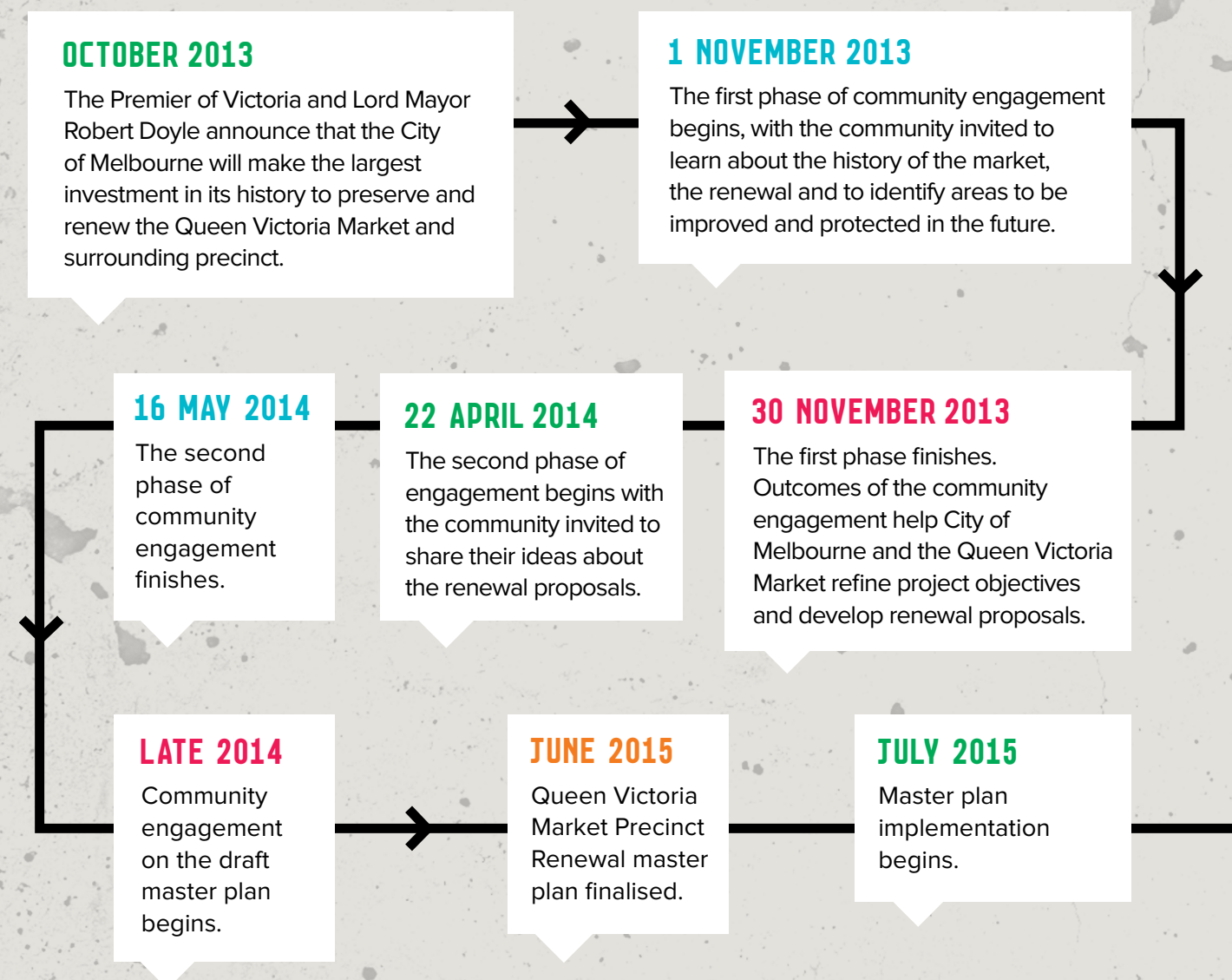


CONTINUING TO SERVE MELBOURNE

The Queen Victoria Market has served the people of Melbourne continuously since the 1870s, which gives it an irreplaceable connection to our past.

We will continue to work closely with the management of Queen Victoria Market and traders to ensure we retain the vibrant market experience Melburnians love. The market will continue to trade throughout the renewal and any period of major or minor works.

Work will be conducted in stages to minimise unnecessary disruption and inconvenience for customers. Access to parking and public transport will be maintained consistently throughout the renewal process. When it is necessary for sections of the market precinct to be temporarily closed for construction, or safety purposes, there will be clear and early communication so the market community is informed.



HOW TO GET INVOLVED

Our challenge is to develop a master plan that enables us to retain the market's authentic atmosphere, while allowing it to evolve and meet the needs of traders, shoppers and the community.

We would like to hear your views on these proposals. Ideas we hear during this phase of community engagement will be incorporated into the draft master plan.

HERITAGE:

What parts of the unique market experience should be retained?

OPEN SPACE:

How could new open spaces be used? eg event spaces, meeting places.

CAR PARKING:

What features could we include in our new car park?

JOIN THE CONVERSATION:

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?

The second phase of engagement will run until 16 May 2014. Engagement activities will take place at the market precinct and online at melbourne.vic.gov.au/queenvictoriamarket.

The input you provide will inform the draft master plan, which will be released by the end of 2014, and finalised by mid 2015.



JOIN THE CONVERSATION

VISIT MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET

OR CALL 03 9658 9658



As owners of Queen Victoria Market, the City of Melbourne will have oversight and responsibility for the suite of projects to renew the market. Day-to-day operation of the market will continue to be managed by Queen Victoria Market Pty Ltd.