

FOREVER

**MAKING A
GREAT MARKET
EVEN BETTER**

**THE RENEWAL OF QUEEN VICTORIA MARKET PRESENTS A
ONCE IN A CENTURY OPPORTUNITY TO CREATE ONE OF THE
WORLD'S GREAT MARKET PRECINCTS.**

We will work with the community to develop a shared vision for the market. This will lead to detailed plans, with projects to be staged over the next five to 10 years.

**The first phase of community consultation takes place until
30 November 2013.**

JOIN THE CONVERSATION:

MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET OR CALL 03 9658 9658

HEART OF OUR CITY'S GROWING NORTH

As the city continues to grow and change, we have a unique opportunity for the Queen Victoria Market precinct to become an important civic and community focal point of the central city's northern fringe.

By 2031 it's expected the number of people living within 800m of Queen Victoria Market will almost double from 67,000 to 128,000.

Connecting Franklin Street to Dudley Street presents an opportunity to link the market with the central city and surrounding neighbourhoods, and improve access to Docklands.

Other renewal opportunities include:

- Development sites to create residential and business growth around the market precinct and raise funds to reinvest in market improvements and public spaces.
- Transforming Queen Street into a key public space, creating new visitor services, seating and customer facilities around the market precinct.
- A review of height controls affecting land in the market's south and east.



OPPORTUNITIES FOR IMPROVEMENT:

We want to preserve, celebrate and enhance Queen Victoria Market's iconic features, atmosphere and heritage. Affordability and making the market more competitive in a changing retail environment are front of mind.

Research with traders and visitors tells us there is need for improvement at the market. A number of ideas have already been suggested:

- Make it easier to walk around.
- Develop better street connections.
- Identify an improved car park location to meet the needs of customers and traders.
- Create new public spaces for events and community gatherings.
- Improve weather protection in open sheds.
- Provide upgraded facilities for traders such as storage and cool rooms.
- Improve management of deliveries and waste collection.
- Enhance K and L sheds to better service the famous night markets and support a broader range of events.
- Upgrade streets leading to the market, planting trees and improving pedestrian access.

WE WANT TO KNOW:

DO YOU VISIT THE MARKET?

WHAT'S YOUR BIG IDEA FOR THE FUTURE OF QUEEN VICTORIA MARKET?

WHAT DO YOU SEE AS THE KEY OPPORTUNITIES?

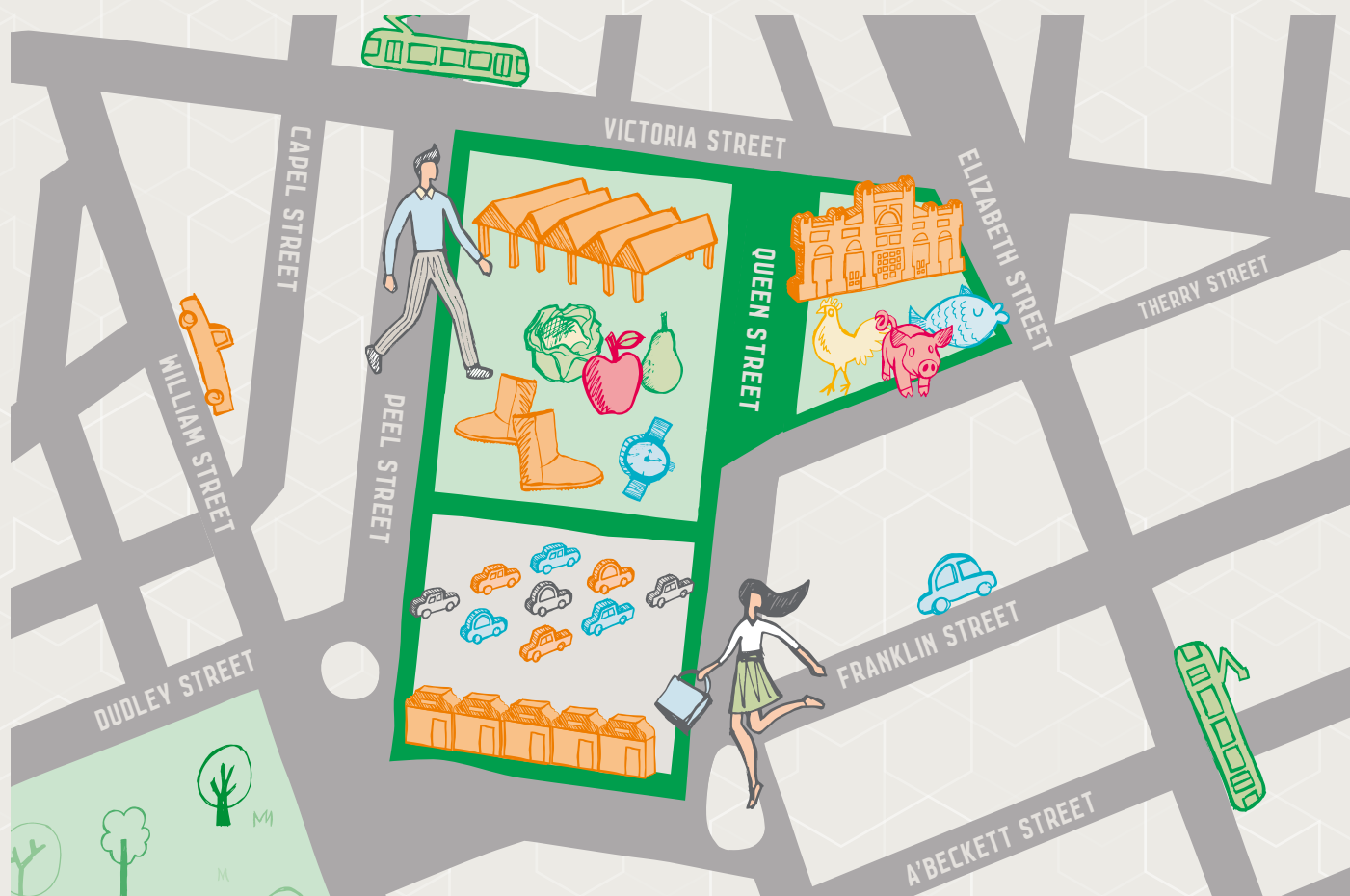
WHAT DO YOU LOVE ABOUT THE MARKET?

WHAT WOULD YOU IMPROVE?

WHAT MAKES QUEEN VICTORIA MARKET UNIQUE?

WHAT KIND OF PLACE IS QUEEN VICTORIA MARKET?

WHAT PARTS OF QUEEN VICTORIA MARKET ARE IMPORTANT TO YOU?



In the first phase of consultation we want to know what you love about Queen Victoria Market, what makes it unique and what could be improved.

The first phase of community consultation takes place until 30 November 2013.

Key opportunities to participate include:

**Saturday 9 and Sunday 10 November
10am to 3pm.**

Come and chat with the community engagement team at the Queen Victoria Market pop-up. You'll find them in the green container on String Bean Alley.

You can also speak with the community engagement team at the market on:

- Friday 1 November (noon to 3pm)
- Saturday 2 November (10am to 1pm)
- Wednesday 6 November (7pm to 10pm)
- Sunday 17 November (1pm to 4pm)
- Thursday 28 November (11am to 2pm)
- Saturday 30 November (10am to 2pm).

Throughout the month, the community engagement team will also be popping up across the city to chat about the market.

To find out more details or have your say visit melbourne.vic.gov.au/queenvictoriamarket

**VISIT: MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET
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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.

