



*Design concept by Breathe Architecture*

## TEMPORARY MARKET PAVILION FOR QUEEN VICTORIA MARKET

**Keeping the market trading throughout renewal  
Greenhouse-inspired design for Queen Street**

### January 2017

A planning permit application has been lodged for a new temporary market pavilion expected to open at Queen Victoria Market late this year. Located on Queen Street, the pavilion will ensure temporarily relocated traders can continue to operate right throughout the renewal program.

In keeping with the Queen Victoria Market Precinct Renewal (QVMPR) Implementation Framework, the new market site will likely stretch from the sheds down to the customer car park.

The new two-storey, greenhouse-inspired design, will include an open air trading hall on the ground level and a market garden on the upper level.

The pavilion will give traders better access to refrigeration, water, power and storage and include a number of sustainability features. It will also provide many exciting reasons for people to shop at the market while renewal works are underway.










It will house traders who need to relocate to enable the restoration of the market's heritage sheds and construction of below-ground trader facilities (subject to planning application processes later this year).

### About the new market site:

The new market pavilion is proposed to:

- be well promoted to ensure customers, regular and new, know where to find traders
- improve trader and customer amenity through improved weather protection
- help ensure deliveries are safely and efficiently managed
- be separated from renewal works with minimal disruption from construction vehicles
- help us work with traders and customers to develop and trial new trading, storage and visual merchandising options, and
- be accessible for people of all abilities.

## Process and Timeline

Date	Action	Trader Input	
December 2016 to January 2017	<p>One on one discussions with A and B shed traders on transition timeframes, approach, and potential new stall locations</p> <p>Discussions with general merchandise traders and Victoria Street tenants</p>	Discussions to help understand specific requirements for individual businesses – to provide certainty to traders as to timeframe, approach and potential new stall locations	
December 2016 to February 2017	<p>Lodgement of planning permit application for new market pavilion structure. Public notice given</p> <p>Detailed design developed (height, size of space, materials, logistics, servicing etc)</p>	<p>Traders and customers to be kept informed</p> <p>Consult with traders on topics including logistics and trader facilities</p>	
Mid Jan 2017 to April 2017	<p>Plan fit-out of stalls and back-of-house</p> <p>Shape look and feel of new space for traders and customers</p>	Traders to share individual business needs to help further plan fit-out and facilities	
May 2017	Trader locations within new pavilion finalised	Discussions with traders to confirm their new location within new market pavilion and obtain feedback	
July to September 2017	Build pavilion and stall fit-outs	Early previews for traders	
August 2017 ongoing	Commence promotion of new market site pavilion to customers and visitors	Discussion with traders and input on promotional methods	
September 2017	Shed A and B trader relocation	Traders to be supported in relocation of businesses	
September 2017	<p>Shed C and D trader relocation within upper market sheds</p> <p>Victoria Street tenants to relocate</p>	Traders to be supported in relocation of businesses	
September 2017	Open for business	Ongoing trader and customer feedback on how site is operating	

## How will this affect traders?

We recognise that the new market pavilion will affect most traders in some way. As we move into more detailed design development, we will be undertaking more analysis of trader needs to ensure we effectively manage the day to day requirements associated with running their businesses in the temporary market.

As an initial step, a sample of traders have been involved in the selection process for the initial architectural concept design for the new market pavilion, providing feedback to inform the selection panel.

We know trader car parking, deliveries and other logistics may also be impacted and we will again work with traders to understand their business needs and the best ways to work through these important considerations.

## Trader relocation

Traders in sheds A, B, C and D will need to relocate by later this year to enable the dismantling, restoration and return of the market's heritage sheds in the upper market. Fruit and vegetable traders in sheds A and B will be moved into the new market pavilion, with general merchandise traders in sheds C and D to be relocated within the existing upper market structure.

When	Who	Where	Why
By September 2017	Fruit and vegetable traders in sheds A-B	New market pavilion in Queen Street	To enable dismantling, restoration and return of heritage sheds A-D and construction of below-ground operational area.
By September 2017	General merchandise traders in sheds C-D	Within existing upper market structure	To enable dismantling, restoration and return of heritage sheds A-D and construction of below-ground operational area.
Towards end of 2019	Fruit, vegetable and organic traders in sheds H and I	Within existing market structure or new market pavilion	To enable dismantling, restoration and return of sheds H and I and construction of below-ground operational area under sheds H and I.



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## Planning permit process

A planning permit application (TP-2016-1124) has been lodged for the new market pavilion. The City of Melbourne's planning department will advertise the application shortly, which will involve writing to adjoining property owners and occupiers, displaying signs on site and publishing notices in newspapers.

The application is available to view on the City of Melbourne website [melbourne.vic.gov.au/queenvictoriamarket](http://melbourne.vic.gov.au/queenvictoriamarket) and at the planning department offices, located at Level 4, Council House 2, 240 Little Collins Street, Melbourne.

Following the public notice period, the application will be assessed by planning officers. A recommendation will then be presented to the Future Melbourne Committee where Councillors will consider and decide the application. People can address a committee meeting or submit correspondence in relation to any item listed on a Council or committee meeting agenda. More information about this process can be found on the City of Melbourne website.

## FIND OUT MORE

Visit the City of Melbourne website for more details and Information Hub open times.

**Website:** [melbourne.vic.gov.au/queenvictoriamarket](http://melbourne.vic.gov.au/queenvictoriamarket)

## Contact us

You can contact the renewal team at any time if you would like to know more about the new market pavilion, the planning permit process or any other aspect of the renewal program.

**Email:** [qvmrenewal@melbourne.vic.gov.au](mailto:qvmrenewal@melbourne.vic.gov.au)

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