



Market Square

Queen Victoria Market

Precinct Renewal Program

ANALYSIS OF ENGAGEMENT RESULTS

18 November 2019

Prepared by Global Research Ltd
For City Of Melbourne



CITY OF MELBOURNE

Contents

Executive summary 3

Introduction 7

Engagement reach and range 9

Engagement findings 15

General comments.....26

Appendix.....27



Executive summary

This report summarises the 135 responses and 2 submissions provided to the City of Melbourne Market Square possible uses and activities survey, October 2019. The online survey consisted of 11 questions focused on informing the development of the new 1.5 hectares of public open space at Market Square. Questions included: who respondents think will use Market Square; what activities and uses respondents would and would not like to see in Market Square; the importance of 10 stated activities; the appropriate balance of informal and programmed activities; additional ideas; and, other comments. Seven of the questions were closed (selection box) questions and four were open free-text questions.

Key findings

The respondents anticipated that the space will be used by a broad cross section of user groups, including current and future local residents, market customers, city workers and visitors.

Drawing from previous community engagement findings, respondents considered the importance of a list of ten ideas for uses and activities that had been previously suggested for Market Square:

- Respect and foster Aboriginal voices and connections to the place.
- Provide a place for quiet activities, respite and contemplation which recognise and respect that the place is also the site of the city's first cemetery, and the continued presence of these burials.
- Recognise and reflect the area, its diverse history and its continued evolution within the changing city.
- Involve and celebrate Melbourne's diverse communities.
- Encourage community events and activities that support inclusion, wellbeing and belonging.
- Provide a place for curated activities, festivals and events to encourage visitation to the market and the precinct.
- Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers.
- Encourage artistic, innovative and creative activities in the space.
- Encourage events and activities which promote environmental, social and economic sustainability.
- Improve access for cyclists and pedestrians to and through Market Square.

The survey results reaffirmed that these ideas are still supported by the respondents. The most important use identified from this list was to **Respect and foster Aboriginal voices and connections to the place**, with 81% of respondents ranking this item as quite or fairly important. **Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers** (74%); **Involve and celebrate Melbourne's diverse communities** (72%); **Encourage community events and activities that support inclusion, wellbeing and belonging** (72%), were the next three most important uses.

When asked to consider the appropriate balance of uses within the space, the most popular approach was to provide a balance between informal and programmed activities.

In summarising the comments provided to the free-text questions, the following key considerations were identified:

Importance Rating for 10 Key Ideas for Use



Respect and foster Aboriginal voices and connections to the place.

81%

RATED IMPORTANT



Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers.

74%

RATED IMPORTANT



Involve and celebrate Melbourne's diverse communities.

72%

RATED IMPORTANT



Encourage community events and activities that support inclusion, wellbeing and belonging.

72%

RATED IMPORTANT



Recognise and reflect the area, its diverse history and its continued evolution within the changing city.

69%

RATED IMPORTANT



Encourage events and activities which promote environmental, social and economic sustainability.

69%

RATED IMPORTANT



Provide a place for quiet activities, respite and contemplation which recognise and respect that the place is also the site of the city's first cemetery, and the continued presence of these burials.

68%

RATED IMPORTANT



Encourage artistic, innovative and creative activities in the space.

67%

RATED IMPORTANT



Improve access for cyclists and pedestrians to and through Market Square.

66%

RATED IMPORTANT



Provide a place for curated activities, festivals and events to encourage visitation to the market and the precinct.

62%

RATED IMPORTANT

Informal activities

Informal activities were the most commonly discussed theme, with a majority of respondents supporting the provision of this type of enjoyment of the open space when it is developed:

- **Passive recreation** was the most commonly sought informal activity for the square, with many stating that the space should be dedicated to passive, peaceful or similar outcomes. Other informal activities were suggested as good uses of the space, including: children's play areas; exercise equipment: and, dog walking and game/sports facilities.
- A substantial number of respondents identified **infrastructure or design features** necessary to deliver informal activity, including: prioritising green/natural spaces through grassed areas and plantings; benches and seating; drinking fountains and shade. Other suggestions included providing good access, particularly for walking and cycling; artwork; and, ensuring that the space is developed sustainably.
- A moderate number of respondents opposed some **informal activities** (which others had supported) most notably cycles, scooters and skateboards; and, sports and recreation facilities.

Programmed activities and events

Events were the most discussed **programmed activity**. There were more divergent views on the use of the square for events, with more comments being made in support of hosting events at Market Square, but a similar number of comments opposed these, objecting to the impacts that events may have on other square users. Therefore, if considering the wide variety of possible events that were suggested, including: food and beverage events; music festivals; cultural events; low-key local events; and, workshops/classes – it will be important to consider minimising or mitigating impacts to others.

- A considerable number of respondents opposed all commercial activity in the square, while others were in favour of having food and beverage vendors, or small-scale commercial activity such as markets or temporary vendors

Site-specific suggestions for Market Square

Most of the suggestions for the future use of Market Square were general in nature, and could have been uses for many Melbourne open spaces. However, due to the historical significance of this site and the market's dedicated purpose, some suggestions were site-specific for Market Square.

Culture and heritage were important for their potential to influence how the development is delivered. There was a strong desire to honour and present the heritage that is present at the site, particularly the historic cemetery. Respecting the history of the market was also considered important.

Examples of ideas uniquely suited to Market Square included:

- Establishing a memorial park linking the Queen Victoria Markets to the Market Square site.
- Commemoration of those who were buried in the Old Melbourne Cemetery, through plaques, statues or other means.
- Using the historic cemetery to guide the development, for example reinstating historic cemetery laneways, or signposting the different areas of the Old Melbourne Cemetery with information about what has happened in this place in the past.
- Creating spaces for reflection so visitors can consider the history of the site and those who are buried at the site.
- Preserving the 19th century history of the Queen Victoria Market, by incorporating Victorian style and cultural elements into Market Square, through Victorian landscape design, heritage activities or walking tours.

Other items identified

- Respondents made a very large number of comments about how they felt Market Square should be delivered to the public. Suggestions included: that the heritage and history of the site should be acknowledged and respected; that Aboriginal culture should be included in the development process; and, that the space should be safe and inclusive, celebrating Melbourne's cultural diversity.
- Respondents also called for the square to be easily accessible to everyone, including by public transport, car, bicycle, or on foot. Several comments suggested that the space be geared primarily towards pedestrians, with separated cycle paths and restricted access for bicycles, scooters and skateboards.
- A substantial number of respondents suggested design elements they want considered for the new Market Square, including that it should: be adaptable to a variety of different uses; be overtly connected to the Queen Victoria Market and support its business; and, have minimal use of concrete, paving and other hard surfaces.
- A considerable number of comments were made relating to car parking, with 29 respondents supporting the removal of car parking from the space, and 20 recommending the retention of car parking within the space.
- Respondents also commented on their desire to avoid certain negative social impacts that may arise, including drugs and alcohol and associated crime.



Introduction

Background

A key project of the \$250 million Queen Victoria Market Precinct Renewal (QVMPPR) program is a new people's park in the heart of the city. A commitment as part of an agreement between the Victorian Government and City of Melbourne, the new Market Square will provide 1.5 hectares of new public open space in the city's growing city north. The transformation of the current customer car park to open space will see car parking relocated adjacent to the market.

Council has committed to a charter for Market Square, a public-facing document to guide the future use and management of the open space. To inform the development of a charter, a public engagement process was established to ask the community how they would like to this important space to be used. This community engagement builds on the extensive public consultation to develop the QVMPPR Master Plan 2015, which involved feedback from more than 7,500 people.

Purpose

The purpose of this community engagement was to further community input into the new public open space by canvassing views on the types of uses and activities to be undertaken at Market Square. The engagement will identify the community expectations about how the new Market Square should be used, which will inform the development of a charter.

Engagement approach

The City of Melbourne conducted community consultation for three weeks. A communications and engagement plan utilised QVMPPR, City of Melbourne (CoM) and Queen Victoria Market Pty. Ltd. communications channels to direct people to the Participate Melbourne website and survey. A fact sheet was delivered to 7,800 residents and businesses within a 600-metre radius of the market precinct, three market drop-in sessions engaged 97 people, and print and social media activity reached 11,516 users.

Report scope

This report is focused on the submissions received through the Participate Melbourne survey. The survey consisted of 11 questions focused on informing the development of the new 1.5 hectares of public open space at Market Square. Questions included: who respondents think will use Market Square; what activities and uses respondents would and would not like to see in Market Square; the importance of 10 stated activities; the appropriate balance of informal and programmed activities; additional ideas; and, other comments. Seven of the questions were closed (selection box) questions and four were open free-text questions. A full version of the survey can be seen on page 27.

The key focus of this project is understanding the community's ideas for future uses and activities to be undertaken at Market Square. The outcome sought is to inform the development of a charter for Market Square and subsequently the analysis is focused on informing that outcome.

A variety of general comments were received and these have been summarised in the section titled General comments, on page 26.

Two submissions were received from organisations that didn't use the Participate Melbourne survey form. The report notes these two submissions.

Methodology and report structure

The analysis of the 135 Participate Melbourne engagement surveys was completed by Global Research, an independent research consultancy.

Both qualitative and quantitative analysis was undertaken to present the community's views. Every comment received as part of the consultation was read by analysts and grouped into common themes and topics prior to being synthesised in the discussion sections within the body of the report. While the Participate Melbourne survey asked a range of questions in order to illicit opinions from Melburnians on the future of this key public space for the city, all comments received have been synthesised and reported on as one group. This approach was taken because of the similar themes present in the comments received from each question, which would have led to significant repetition if each question was individually reported upon.

The discussions relevant to the project scope are grouped into three main themes: informal activities; programmed activities and events; and how open space development should be delivered. The creation of these themes was influenced by the content of the comments received, and focused on those comments that were directly relevant to the questions posed in the community engagement survey.

Throughout the discussions, the number of points made on particular topics have been consistently represented by the amounts described below. This makes it possible to compare the level of interest of respondents on particular topics within the report:

- A very large number = 150+ comments
- A large amount = 100 – 149 comments
- A sizeable number = 75 – 99 comments
- A substantial amount = 50 – 74 comments
- Considerable amount = 25 – 49 comments
- A moderate amount = 15 – 24 comments
- Several comments = 8 – 14 comments
- A small number = 4 – 7 comments
- A few = 3 comments
- A couple = 2 comments

Quantitative analysis was completed on each of the seven closed questions asked of Participate Melbourne respondents. Four of the questions identified characteristics of the respondents: age, gender, languages spoken, while another three asked for opinions on the future use of the square: who would use it; importance of particular uses; and, how informal and programmed activities should be balanced. All of the quantitative analysis is presented as interpreted charts at the beginning of the report.

Engagement reach and range

This section presents the results of the seven closed (selection box) questions asked of Participate Melbourne respondents.

Respondent profile summary

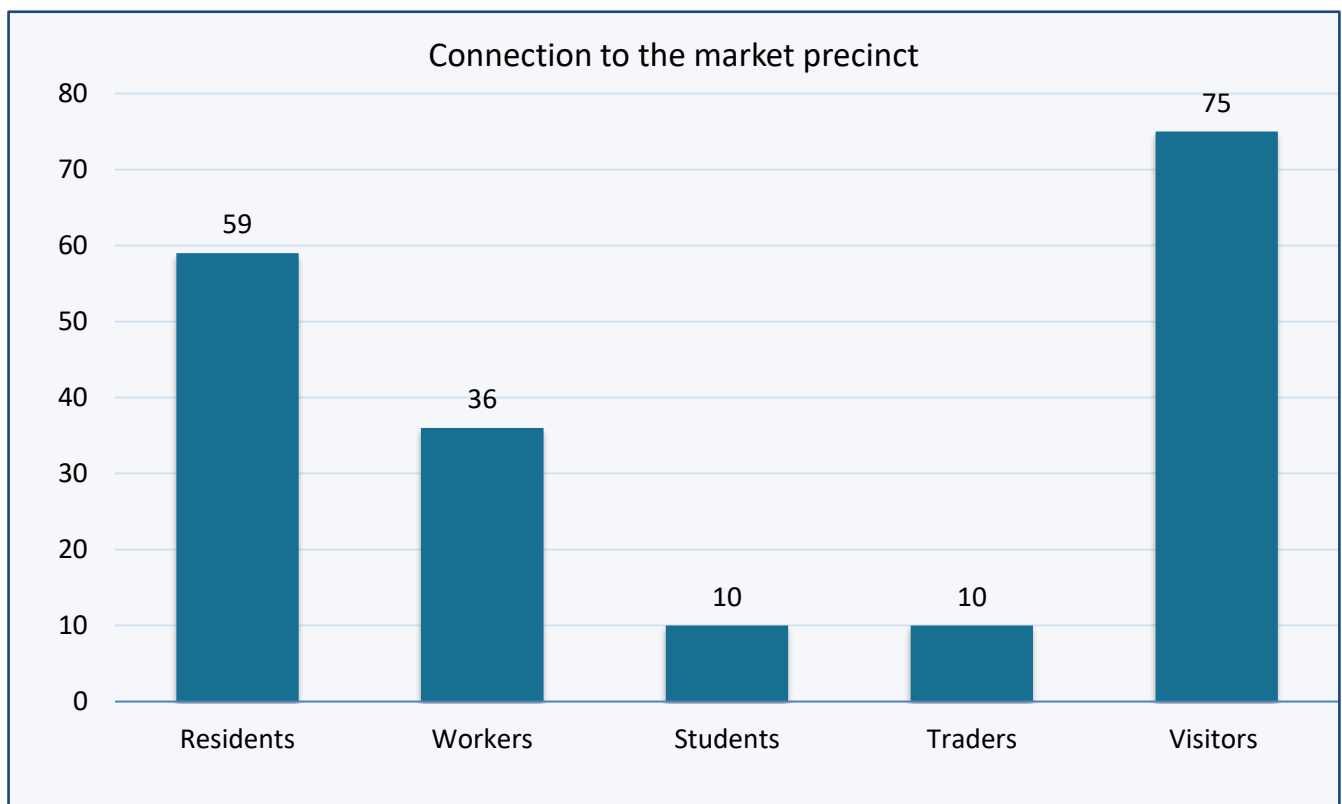
- In total, 135 respondents completed Participate Melbourne engagement surveys and a few other written submissions were received, two from organisations.
- The most common connections to the market held by respondents were visitors (75) and residents (59).
- The most common age groups were 35 – 44 years of age (36 respondents) and 25 – 34 years of age (30 respondents).
- There was a balanced split of male and female respondents.
- Around 80% of respondents only spoke English. Other languages spoken by more than three respondents were Italian, French and Vietnamese.

Four questions were asked to gain an understanding of those who contributed to this public engagement initiative. The characteristics of those who contributed are summarised in charts below.

Connection to the market precinct

Respondents who contributed through Participate Melbourne were asked to identify their connection to the market precinct by selecting which of the following applied to them (respondents could select more than one option):

> Resident > Worker > Student > Trader > Visitor

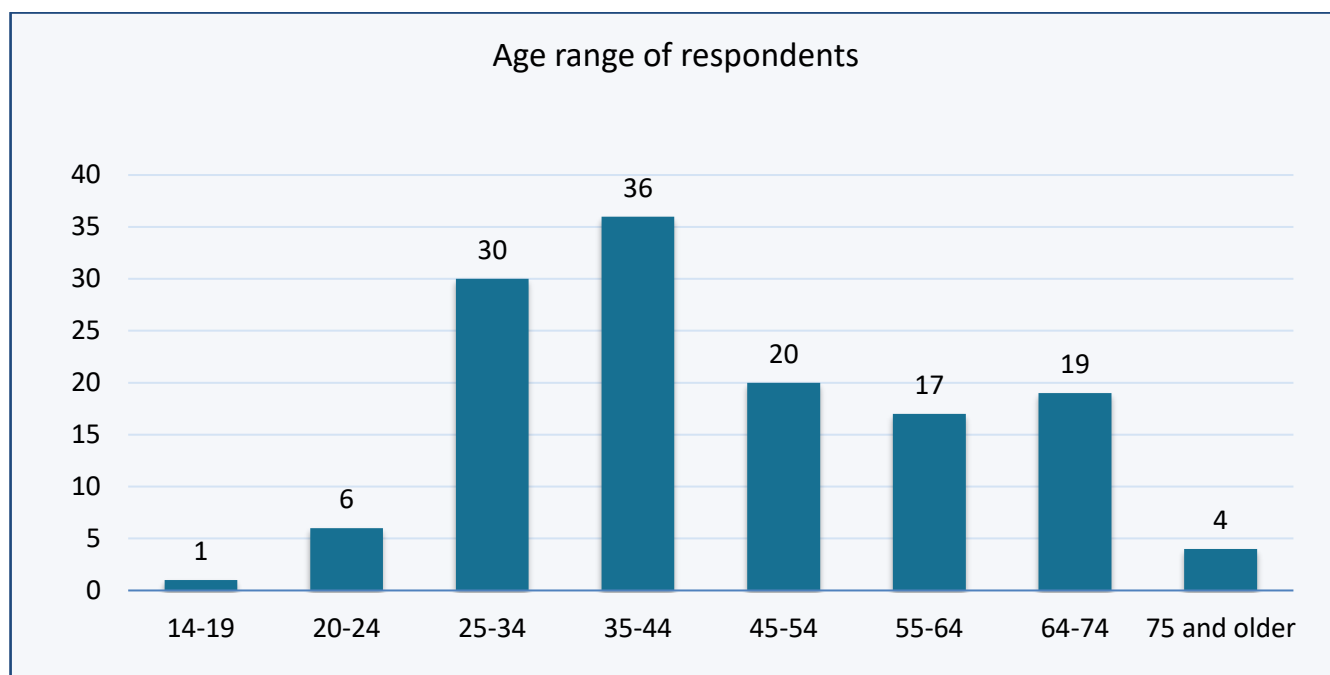


- The biggest group of respondents were visitors to the market precinct (75)
- The next largest groups in order were residents (59); workers (36); students (10); and, traders (10).

Age

Respondents from Participate Melbourne were asked to identify which age group they belonged to. They were able to select from the following list:

- | | | | |
|-----------------|-----------------|-----------------|----------------------|
| > 14 – 19 years | > 25 – 34 years | > 45 – 54 years | > 65 – 74 years |
| > 20 – 24 years | > 35 – 44 years | > 55 – 64 years | > 75 years and older |

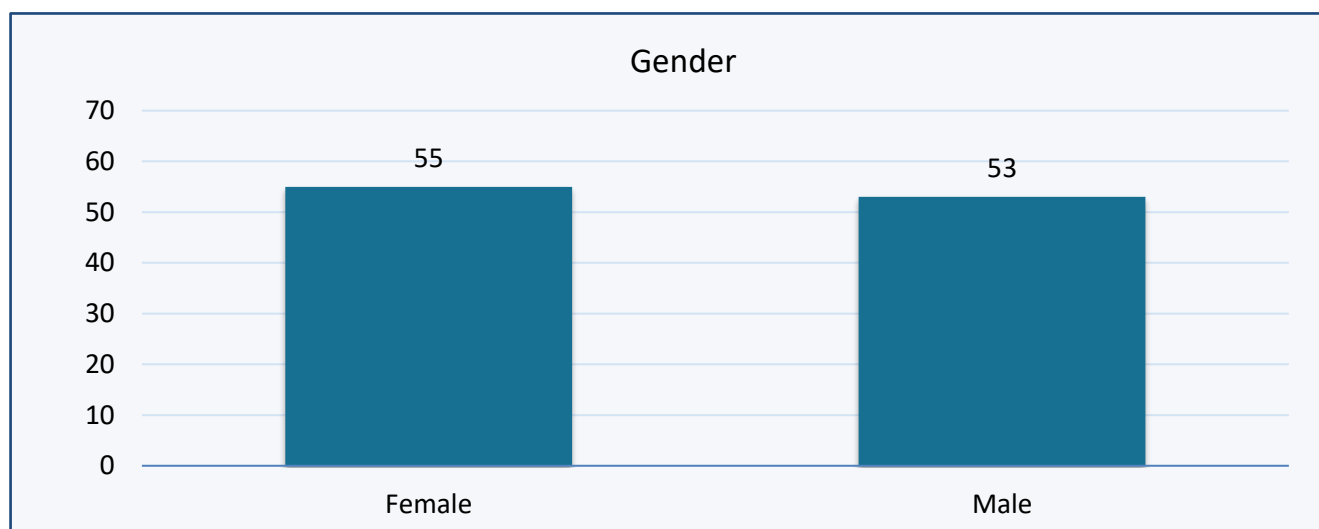


- The biggest group of respondents were aged between 35 and 44 years of age (36)
- Just over half (55%) of respondents were aged under 45 years of age.

Gender

Participate Melbourne survey respondents were asked to choose the gender they identify with. They were able to select from the following list:

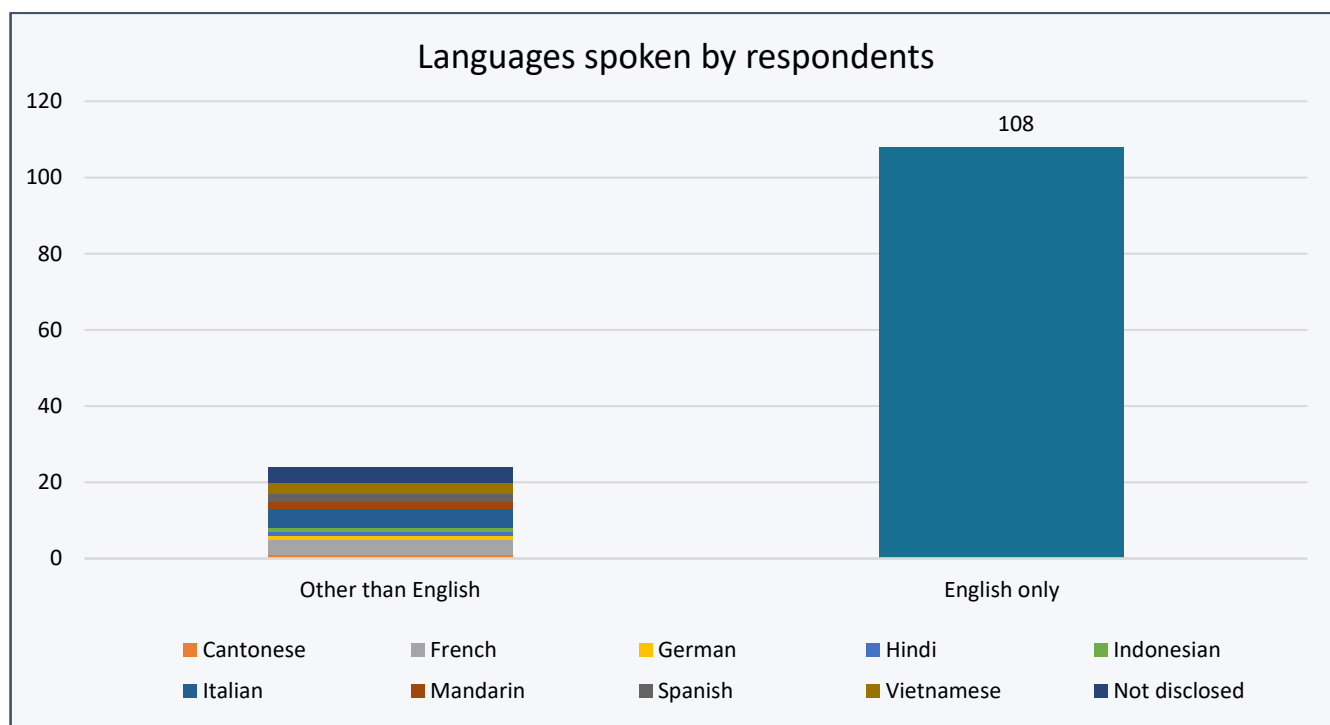
- | | |
|----------|--------|
| > Female | > Male |
|----------|--------|



- A nearly even split of males and females completed the survey.

Languages spoken

Participate Melbourne respondents were asked whether they spoke any languages other than English at home. If yes, they were then asked to list which other languages they spoke. A list containing 20 languages could be selected from. The languages on the chart were selected by at least one respondent.



- English only was spoken by over 80% of respondents who answered this question.
- Italian (5), French (4), Vietnamese (3) were spoken by more than two respondents.

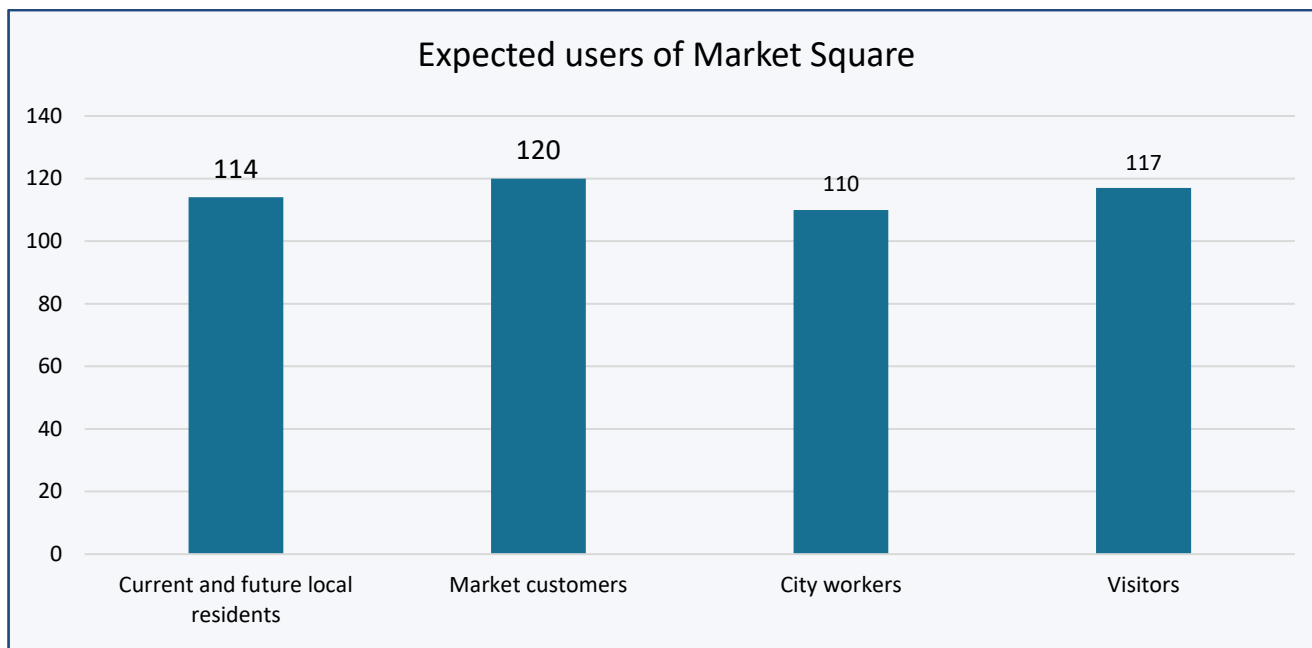
Use and balance analysis

Three closed questions asked respondents: who would use Market Square; the importance of ten particular uses; and, preferred balance of programmed and informal activities. The results are presented in charts below.

Future users of Market Square

Respondents were asked who they thought will use Market Square. Respondents could select from these options:

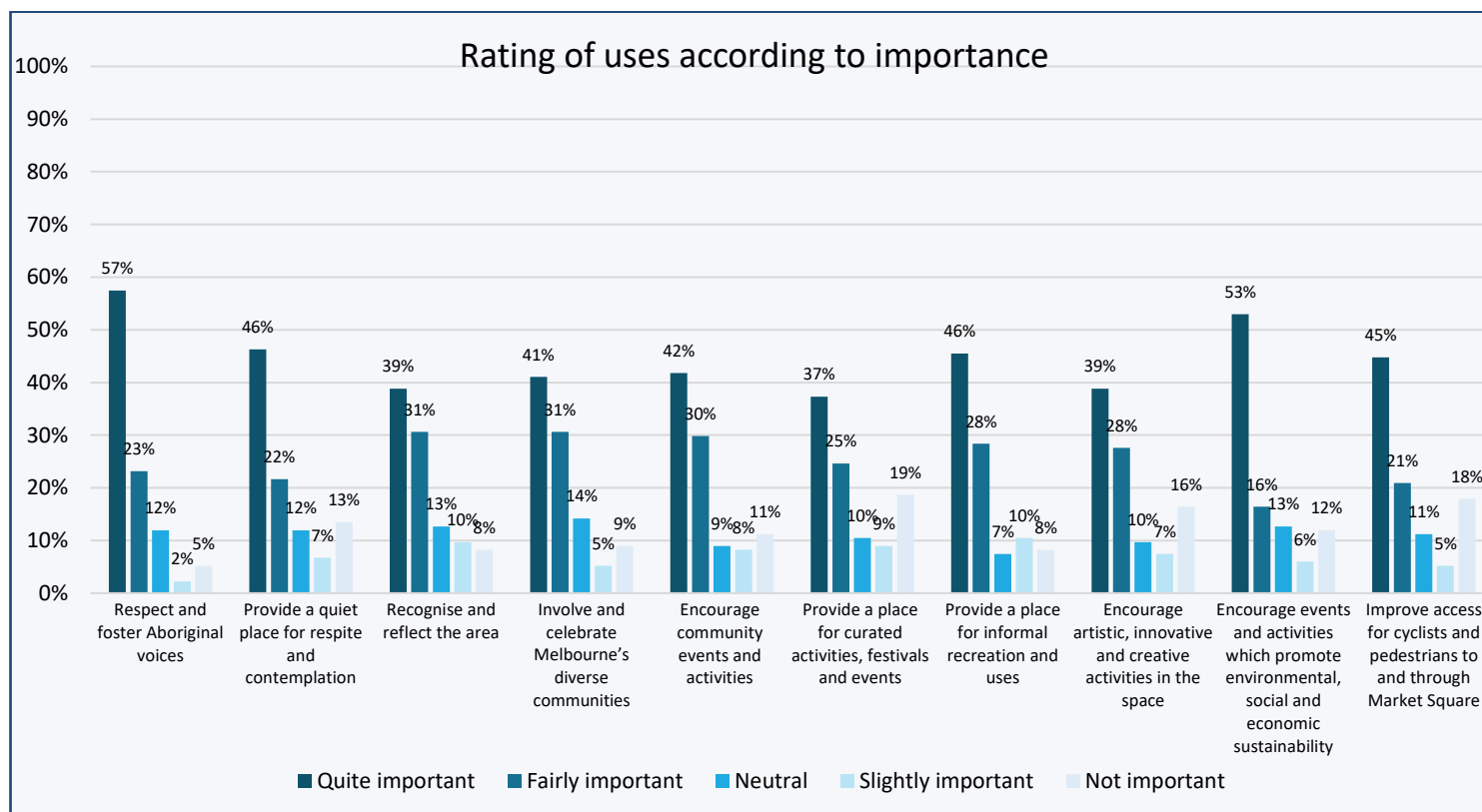
- > Current and future local residents
- > City workers
- > Market customers
- > Visitors



- A high proportion of respondents expected all four groups to use Market Square.

Use importance analysis

Respondents were asked to rate for importance, ten ideas for uses for Market Square.



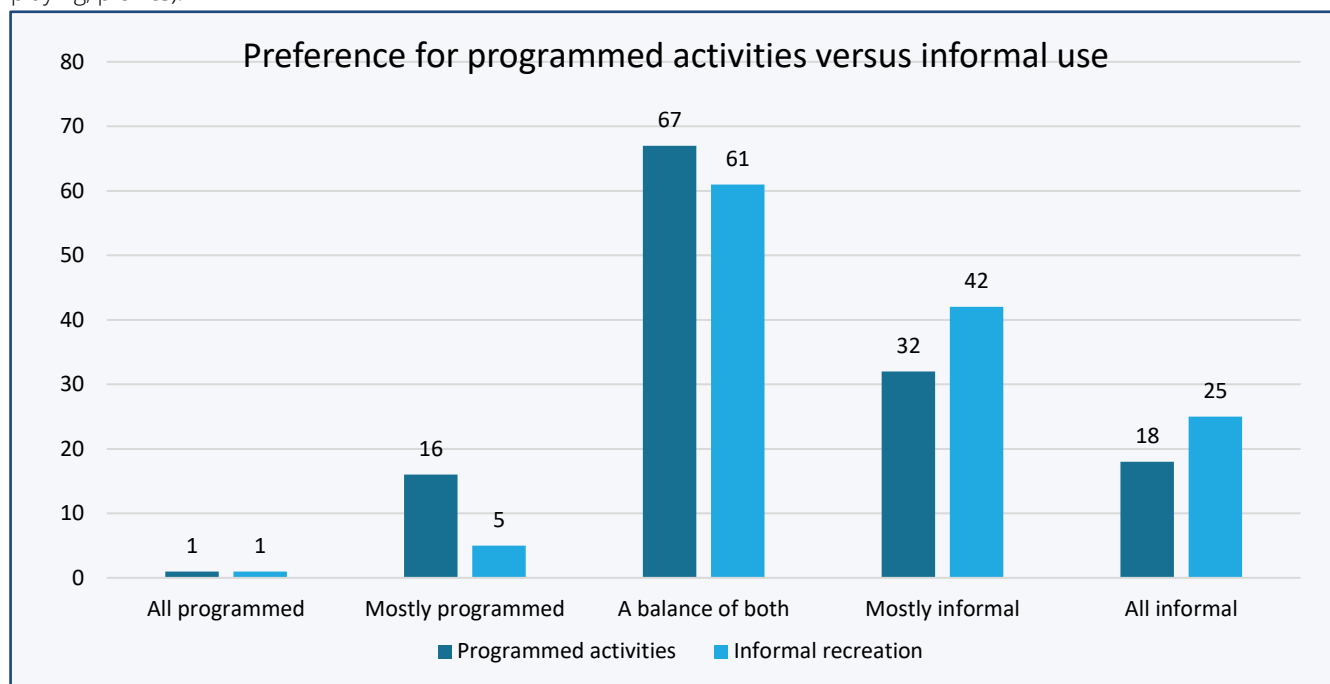
Ten possible uses:

- Respect and foster Aboriginal voices and connections to the place.
- Provide a place for quiet activities, respite and contemplation which recognise and respect that the place is also the site of the city's first cemetery, and the continued presence of these burials.
- Recognise and reflect the area, its diverse history and its continued evolution within the changing city.
- Involve and celebrate Melbourne's diverse communities.
- Encourage community events and activities that support inclusion, wellbeing and belonging.
- Provide a place for curated activities, festivals and events to encourage visitation to the market and the precinct.
- Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers.
- Encourage artistic, innovative and creative activities in the space.
- Encourage events and activities which promote environmental, social and economic sustainability.
- Improve access for cyclists and pedestrians to and through Market Square.

- In general, the respondents demonstrated broad support for the ten ideas that were drawn from the previous community engagement findings.
- **Respect and foster Aboriginal voices and connections to the place** was the most important use – ranked as quite or fairly important by 81% of respondents.
- **Involve and celebrate Melbourne's diverse communities; Encourage community events and activities that support inclusion, wellbeing and belonging; and, Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers** were the next three most important uses – all rated as quite or fairly important by over 70% of respondents.

Programmed versus informal balance

Respondents were asked what they think would be an appropriate balance of use between programmed activities (e.g.: community festivals, major city or market events, open air cinema) and informal uses (respite and reflection, exercise, playing, picnics).



- The most popular approach was to provide a balance between informal and programmed activities.



Engagement findings

This section presents a synthesis of the 135 responses received via the Participate Melbourne Market Square engagement survey. This analysis is focused on the comments that inform the development of a charter for the new Market Square public space. It is divided into three sections: informal activities; programmed activities and events; and, other considerations. Each section commences with a summary of the points made on each theme.

The number of comments made on particular themes and on individual topics is presented as part of each heading. These numbers are useful for comparing the amount of interest generally shown by respondents on particular topics.

Informal activities

Summary

- **Informal activities** was the theme that received the largest number of comments from people who responded to the engagement.
- **Passive recreation** was the most commonly sought informal activity for the square. Many of these comments were quite simply stated, with many stating that the space should be dedicated to passive, peaceful or similar outcomes.
- **Other informal activities** were suggested as good uses of the space, including: children's play areas; exercise equipment; and, dog walking and game/sports facilities.
- A substantial number of respondents identified **infrastructure or design features** that should be provided to deliver informal activity, including prioritising green/natural spaces through grassed areas and plantings – health benefits were anticipated outcomes.
- **Amenities** in the form of benches, drinking fountains and shade were considered important to create a pleasant space for informal activities. Other suggestions were providing good access, particularly for walking and cycling; artwork; and, ensuring that the space is sustainably developed while incorporating indigenous biodiversity.
- A moderate number of respondents opposed some informal activities (which others had supported), most notably: bicycles, scooters and skateboards; and, sports and recreation facilities.

A desire for informal activities

Foster passive recreation (48 comments)

Passive recreation was the most common informal activity that respondents wanted to see in Market Square. Most comments about passive recreation were general in nature, many simply suggesting the space be used for 'passive recreation', 'peaceful recreation' or as a place to sit and relax. Other types of passive recreation mentioned included picnics, walking, contemplation, reflection, play, meditation, tai chi, reading and resting. In general, these comments suggested that Market Square should be a space where the public can go to enjoy a quiet and peaceful time, relaxing and socialising at their leisure. This quote sums up the general sentiment of these comments:

"I would like the square to be a destination where people come together to enjoy the twilight peacefully and visit during the day to relax, learn and be inspired."

Play areas (25 comments)

Play areas for children were desired by a considerable number of respondents. Both playgrounds and water parks/water play areas were suggested by several respondents. A few comments suggested designating areas of Market Square to children's play, leaving the remaining areas as quiet spaces for all to enjoy, while one respondent suggested having a playground for adults to enjoy as well:

"It would be great if there was some sort of physical fun activity to do such as a swing, or interactive art piece. Perhaps a playground activity that adults can also enjoy that is designed to look like an artwork , or simply coloured nicely."

Two comments noted accessibility as a priority for these play areas.

Exercise and fitness equipment (8 comments)

Several respondents noted a desire for exercise equipment to be available in Market Square, as a way to promote health and fitness for residents and workers. Comments mentioned workout stations, a running/cycling track around the perimeter, and spaces for public fitness classes such as yoga.

Place where dogs are welcome (8 comments)

Several respondents expressed a desire for Market Square to be an off-leash dog park, or to have areas to walk dogs.

Games and sports facilities (7 comments)

A small number of respondents supported making community games and sporting facilities available for the public. Suggestions included a basketball court, badminton court, boules/pétanque, four-square, table tennis and a giant chess set.

Other informal activities (5 comments)

Other informal activities suggested by respondents included a secondhand book sharing box, and community group and charity activities.

A desire for facilities, infrastructure and design features

The discussion below presents the environment and facilities suggested for informal activities to support informal activities in the square.

Green, natural space (58 comments)

A substantial number of respondents supported the use of trees, vegetation and grass to create a 'green space' in Market Square. Several comments called for the use of canopy trees to provide shade and shelter, while several others supported planting native Australian trees and vegetation. A considerable number of respondents discussed green spaces as being beneficial to the health and wellbeing of visitors, either for their mental health benefits, providing shade and respite from the heat and sun, or simply as beautiful spaces to relax and unwind, as captured by the following comment:

"It would make my heart sing if the City of Melbourne decided to use this precious opportunity to create a public space that was lush, welcoming and inclusive, with grass and trees, that lent itself to creative, adventurous, imaginative play for children and had places where older visitors could sit and watch the world go by or read a book in the shade."

A moderate number of comments discussed creating green spaces, community gardens and planting native vegetation with a focus on the environment or sustainability, rather than wellbeing or enjoyment. These comments supported the use of native vegetation to encourage insects, animals and birdlife to reside in Market Square, and to promote biodiversity. A small number of comments suggested using part of the space to plant edible gardens/community gardens for local residents.

Adequate, functional amenities (43 comments)

Comments referring to the provision of amenities were varied, discussing design elements and types of facilities and structures. The most common request was for benches and seating, with drinking fountains being another common suggestion. Several comments also discussed shade structures, particularly before trees are mature enough to provide natural shade. Other amenities and facilities that respondents suggested should be provided were toilets, small storage sheds, adequate lighting, misting fans, tables, charging points and internet access to allow visitors to work from Market Square, barbeques, small concert or performance spaces, and a community event space. One respondent suggested the use of Australian materials, as well as local craftspeople and Aboriginal design to create Market Square's amenities/facilities.

Celebrate art and creativity (20 comments)

Art was mentioned by a moderate number of respondents, most of whom suggested that Market Square should be a place to showcase sculpture and art, both local and international. A small number of comments mentioned hosting art exhibitions and festivals celebrating art and craft, while others suggested less formal art installations including interactive art pieces and outdoor sculptures. Several respondents also suggested a water feature of some sort, including dancing water fountains, or a grand central fountain as is common in European parks.

Support for sustainability initiatives (18 comments)

A moderate number of respondents called for development of Market Square to consider sustainability and environmental issues. Several initiatives were suggested including planting trees and vegetation to encourage biodiversity, introducing beehives, worm farms and composting facilities, waste collection facilities to promote effective recycling, and community gardens for local residents to use.

Several comments suggested incorporating renewable energy and sustainability into the design process. Some of the suggestions included using solar panels or small-scale wind turbines to power Market Square, rainwater collection and treatment facilities, and having permeable pavements. One such comment suggested:

“Design park with a low to zero carbon footprint (LED lighting with batteries fed by solar panels on the market roof) - solar panels on the light post may not be effective because of shading from trees in the park.”

A few comments suggested using Market Square as a space to educate the public on environmental issues/initiatives through workshops and infographics. A couple of other comments suggested that commercial activity in Market Square should be sustainable and not create 'throw away' waste.

Opposition to facilities and infrastructure

Respondents were not only asked what they wanted for Market Square, but also what they didn't want. Below outlines the structures and facilities that would support informal activities, which some respondents didn't want. Some of these features were favourably discussed by other respondents.

Sports and recreation facilities (13 comments)

Several respondents did not want sports and recreation facilities in Market Square. A small number of respondents opposed sports courts, while others did not want skate parks, ball games, organised sporting events, or playground equipment.

Design and landscaping elements (9 comments)

A small number of respondents discussed the types of trees and vegetation they did not want to see in Market Square, including excessive use of drought tolerant trees, European trees, and unusable green spaces. A few comments opposed the installation of art and statues of politicians in Market Square. Two respondents did not want water features, due to concerns about public bathing or urinating.

Programmed activities and events

Summary

- **Events** were the most discussed **programmed activity** by respondents. While more comments were made in support of events, there was a similar number of comments that opposed the hosting of events in the future Market Square.
- A wide variety of possible events were suggested, including food and beverage events, music festivals and cultural events. Some felt that a small space should be dedicated to host low-key local events.
- Workshops and educational activities were also suggested as good programmed activities to host in the square, such as cooking, circus skills and wellbeing.
- The considerable number of respondents who opposed events objected to the impacts they would have on other square users, particularly relating to noise. Others opposed the commercial nature of ticketed events. Others did not want barren event space when such areas are inactive.
- A considerable number of respondents opposed any form of commercial activity in the square. Several respondents opposed night-time activity, while others opposed the staging of political events or similar.
- To facilitate events, some were in favour of food and beverage vendors, even if they are temporary operators, while a small number supported cafés/restaurants and bars in the square.
- Advertising and fast food chains were opposed by several respondents.

A desire for Programmed activities in Market Square

Significant programmed events (66 comments)

Holding significant programmed events in Market Square was suggested by a substantial number of respondents. A moderate number of these comments wanted festivals to become a regular part of life at Market Square. Suggestions for the types of festivals respondents wished to see included music, food and beverage, cultural and film festivals. Several other respondents discussed using the space for more markets, including night markets, farmers' markets and an annual Christmas market. Concerts and other performances were suggested by several respondents, as was an open-air cinema. A few respondents discussed a desire for events held in Market Square to be free or not-for-profit. A common theme within these comments was that respondents wished to see Market Square used for a range of diverse events and activities. The following comment illustrates this:

"A wide variety of mixed uses on Market Day - Formal/informal concerts/shows, buskers, food vans, a playground, Then the square should return to a passive space during the week and after market hours"

Casual events (13 comments)

Several comments supported using areas of Market Square for small, low-key events. A small number of respondents suggested designating a small paved area for community events, concerts or performances and peaceful gatherings, while keeping the rest of Market Square as green, open space for the public to freely use. Similarly, a couple of comments suggested holding pop-up events/markets/vendors, but not making these things permanent fixtures.

Workshops and activities (8 comments)

Using Market Square to host workshops and other community activities to promote creativity and engagement was suggested by several respondents. A small number of comments discussed holding workshops where adults and children could learn different skills including, cooking, circus skills, gardening/composting, and learning about wellbeing and belonging. Other activities suggested by respondents included cultural activities, yoga classes for local residents, artistic activities, public talks/lectures and activities for families and pets.

Opposition to programmed activities

Below are comments detailing programmed activities that some respondents did not want to see in Market Square. Some of these were noted in above sections as things that some respondents do want.

Programmed events (34 comments)

A considerable number of respondents expressed opposition to Market Square being used as an event space. Music concerts, festivals and other loud events were mentioned by a moderate number of respondents who want Market Square to be a quiet place for the public to relax in. Several respondents opposed ticketed or private events. Comments suggested that respondents do not want events to be overly commercial and preferred events that are accessible to everyone, illustrated by the following comment:

"I would not like to see it used as a space where individuals would have to pay for entry - everything should be free of charge."

A small number of comments suggested that respondents did not want regular programmed events held in Market Square that would restrict its use by the general public, particularly if these event spaces were left empty and unused when no events were scheduled. A couple of comments suggested that only events that would be appropriate in a cemetery should be allowed in Market Square, given the graves that remain at the site. The main concerns were regarding the noise and restricted public access that programmed events might bring to the area.

Commercial activity (44 comments)

Opposition to commercial activity in Market Square was expressed by a considerable number of respondents. Comments around this were general and expressed the sentiment that this space should have restricted commercial activity. Several respondents felt that there should be no commercial activity at all allowed in Market Square, including markets, cafés, restaurants, or the sale of any other merchandise. This was a response that shared the reasoning for wanting this space to remain non-commercial:

"People need a beautiful place to be, like our parks and gardens; the botanic garden, carlton gardens, edinburgh gardens the yarra river edge outside the city, we don't need to have advertising, events and buying consumer item (even food) pushed at us all the time."

A small number of respondents noted that any commercial activity that conflicts with the current Queen Victoria Market should be barred from Market Square. Other types of commercial activity that were opposed included large retail companies or chains, cafés, restaurants and food trucks, and other shops. A couple of people recommended that no permanent traders should be allowed to operate in Market Square, while another felt that temporary or 'pop-up' stalls should not be allowed.

Late-night activity (10 comments)

Several comments suggested that respondents did not want late-night events or activities in Market Square, out of concern for local residents. Four respondents suggested that 10:00pm was a suitable time to end concerts and other noisy events, while another suggested midnight.

Political activities and events (9 comments)

Political and religious activities were mentioned by several respondents, who did not want Market Square to be used for these purposes. The activities mentioned include protests, political meetings or gatherings and religious preaching or fundraising.

Desired facilities and infrastructure

Food and beverage outlets (24 comments)

Food and beverage outlets were discussed by a moderate number of respondents, who expressed the sentiment that having these facilities in Market Square would be positive for visitors. Temporary or 'pop-up' food and beverage vendors were favoured by a small number of respondents. A small number of comments also suggested having cafés, restaurants, bars and seating around the edge of the square. One respondent offered the following suggestion:

"Include some beautiful cafes where you can eat and view the gardens (a peaceful place to have a meal in this busy part of the city, which is rare) - perhaps include these in the sheds at the far end of the market."

A few comments also suggested that onsite eating should not produce any 'throw away' waste or litter.

Shopping facilities and markets (5 comments)

Suggestions for shops and markets were put forward by a small number of respondents who mostly discussed stalls selling items such as fresh fruit and vegetables or deli items. A couple of comments also mentioned market stalls selling hardgoods, 'unique things' and items from diverse communities. Night markets were also suggested by a few respondents.

Opposition to facilities, infrastructure

Advertising within Market Square (8 comments)

Advertising in Market Square was opposed by several respondents, who felt that this space should remain a place for relaxation, free from marketing or items that encourage consumerism.

Fast food and chains (6 comments)

A small number of respondents opposed fast food vendors, franchise food trucks, or chain outlets being allowed to operate in Market Square.



Other considerations

Summary

- Respondents made a very large number of comments about how they felt the new Market Square should be delivered to the public. Comments suggested that the heritage and history of the site should be acknowledged and respected, particularly with regard to the Old Melbourne Cemetery, and the 19th century character of the Queen Victoria Market.
- Comments were also made around Aboriginal culture, suggesting that this should be acknowledged and included in the design and delivery of Market Square.
- Respondents wanted a safe and inclusive space that: celebrates Melbourne's cultural diversity; is accessible to all; and, is kept safe through the use of good lighting, design and security.
- Having varied and effective access options that connect Market Square to other parts of the city was important to a moderate number of people. Respondents desired efficient access options for those travelling by public transport, private car, bicycle, and on foot. Within these comments, several suggested that the space be geared primarily towards pedestrians, with separated cycle paths and restricted access for bicycles, scooters and skateboards.
- A substantial number of respondents made comments around design elements they wanted considered for the new Market Square. Design elements suggested by respondents included: that Market Square should be adaptable to a variety of different uses; that it should be overtly connected to the Queen Victoria Market and support its business; and, that there should be minimal use of concrete, paving and other hard surfaces.
- Respondents also commented on their desire to avoid certain negative social impacts that may arise, including drugs and alcohol and associated crime, and the use of the square by rough sleepers.

Respect for heritage and history

Due to the historical importance of the Market Square site, a considerable number of respondents made comments expressing a desire for the area's heritage and history to be acknowledged and respected.

The historic cemetery (18 comments)

Consistent points were made in the moderate number of comments that referred to the historic nature of the site as a cemetery. Submitters discussed the cemetery that dates back to the 1800s, which is the final resting place for up to 9,000 early Melbourne pioneers. The underlying sentiment was that these graves have not been treated with the respect they should have been afforded in the past and that the new Market Square is an opportunity to make amends.

A range of suggestions were provided to acknowledge the burials and the cemetery, including: commemorating those who are buried at Market Square with appropriate commemoration signage and acknowledgement of their role in the development of Melbourne city; others believed that the whole site should be turned into a reflective space in order to respect the significant number of people who are buried there; others felt that reflective spaces should be created to make quiet reflection possible; while another proposed that the historic cemetery could guide the development through doing things such as reinstating historic cemetery laneways. The following was a specific suggestion that identified the need to acknowledge the past and how it could be achieved:

"Make more of the historical elements of the area – info on the buildings and the people (Aboriginal people and colonials. Make of the old cemetery (e.g. pointers about the different "sections" that are underneath the car park and buildings. Include a few sculptures of people who played a part of the growth of Melbourne and the market area. Run historical walking tours"

Retain and celebrate local heritage (15 comments)

There was a desire for heritage to be brought alive. Retaining and celebrating market and area heritage elements and the events and people of the past was important to a moderate number of respondents. A small number of respondents felt that it was important to retain heritage through signage and direct interpretation of what has happened in this place in the past. A few others felt that it was important for the market to retain a heritage link by retaining elements of the 19th century. One specific suggestion was aligning design with the past and including Victorian landscaping elements in the Market Square. Another suggestion was heritage activities and walks, and another was sculptures of historic figures who played a part in Melbourne's growth and the market area. This was a comment suggesting that the renewal project was a way to rectify the previous actions:

"The way in which we, and other cities, have treated our pioneers, is very questionable. We have some chance of going some way to resolving this here. I hope that the gesture will be magnanimous in its outcome and an opposite of the poor outcomes in which some of the original graves and memorials were treated."

This was a description of how heritage can be prioritised:

"This is an opportunity to put archaeology, history, cultural histories, parkland etc on behalf of and for all Melbournians at the forefront of the site. The MCC can become a council that is not like those of yesteryear and recognises and respects our heritage."

Recognise Aboriginal Culture (9 comments)

Several respondents commented that Aboriginal culture should be recognised and included in the future Market Square. The consistent message in these comments was that the Aboriginal people and place should be represented through the design and creative elements of the square. This quote represents the sentiment of many of the comments received:

"Recognition that this is Aboriginal Land. Artworks & sculptures that celebrate and commemorate the heritage of the market and Aboriginal people and colonials who are buried in what was Melbourne's first cemetery."

A desire for a safe and inclusive space

Support cultural diversity (7 comments)

A small number of respondents had a desire for the space to include and reflect Melbourne's cultural diversity. This was one of the comments:

"A place where people can celebrate their culture. A space where people feel safe and welcome."

Safe space (5 comments)

Security was a concern for a small number of people, who suggested that Market Square should be open, well-lit at night and have adequate police or security presence.

Market Square access

Easy and varied access options to Market Square (16 comments)

A moderate number of respondents commented about access to Market Square and surrounding areas. Several comments suggested that Market Square should be easily accessible for everyone, including by public transport, private vehicles, bicycles and on foot. Comments around bicycle access commonly suggested having separate cycle paths for pedestrian safety. Bicycle parking was also a concern. A small number of comments suggested connecting Market Square to Flagstaff Gardens so as to optimise public space. The following comment represents these views:

“Vehicular movement around the area needs to be rethought. Flagstaff gardens current feels like it is disconnected from the market due to the constant parade of traffic along William, Peel and Dudley with no easy/direct way to cross. Pedestrian (trams and bikes) need to be prioritised on all sides to make the area more amiable.”

One comment called for Market Square to be accessible to all people, including those with seeing and hearing impairments, parents with prams, and elderly people with walkers.

Suggested restrictions on personal transport (15 comments)

Several respondents did not want Market Square to be open to cyclists. Some suggested having a cycle path and cycle parking around the exterior of Market Square, but restricted access for cyclists inside the square. These comments were mostly concerned for the safety of pedestrians and children. A small number of comments also suggested that skateboards should not be allowed in Market Square.

Separated pedestrians and cyclists (9 comments)

Access inside Market Square was mentioned by several respondents, who generally suggested that the area be geared towards pedestrians, with limited access to bicycles. A few comments recommended having separate bicycle and pedestrian pathways to ensure pedestrian safety, while another noted the importance of having bicycle parking available. One respondent also had this to say about access inside Market Square:

“please make it accessible for blind, disabled people and parents with prams or elderly people with walkers”

General comments (8 comments)

Several varied comments were made regarding access to the square, including: a small number of comments suggested reducing car access to increase pedestrianisation; opposition to blocking vehicle access so people can do their weekly shops, the need for bike parking; and, a need to revisit transport planning. This suggestion was also made:

“A wide gardened bridge over William St between Flagstaff Gardens and Market Square”

Design elements

Design approaches (13 comments)

Several respondents suggested how the overall design for the square should be achieved. The most common suggestion was for the space to be adaptable to a variety of needs. Some felt that the space should be divided into a few discrete areas – some suggested that it should be divided along informal and programmed lines. Other suggestions were: coffee kiosks should be located outside the park; permanent night-time vibrancy; equipped to facilitate activities; not inactivated for long periods of time; and, an area of height elevation to make it interesting as well as convenient for viewing the surrounding square.

Connected to the market (13 comments)

Several respondents made points identifying the need to overtly link the square to the existing Queen Victoria Market. Some felt that there was an opportunity for the square to directly complement the market through things such as: occasionally showcase products with pop-up stalls; actively contribute to the success of the market, for example providing places for people to enjoy produce; and, continue the theme of the market in the park. One suggestion was to include a display in the square detailing all the historic Melbourne markets. It was felt that a good approach would be to hold events that complement the market and draw people to the area.

This comment summed up the desire for the park to complement the market:

“The queen Victoria markets symbolise a special part of Melbourne history, therefore the park should represent this too. It should be something that people come to and leave feeling like they have had a

unique, tranquil, educational experience. They should leave wanting to tell others to come see it. If it is not going to be unique, then it would be pointless to have beside the markets. The markets bring character and cultural, international flavour. They express the old and the new, mixing modern and traditional into a blend of shared community enjoyment. Please make the park part of that ethos and environment too.”

Use of concrete and paving (17 comments)

A moderate number of respondents were opposed to the use of hard impermeable surfaces, particularly concrete, concrete tiles or asphalt. Many of these comments didn't provide a reason, but those that were provided included: avoid creating a large thermal mass; keep the space green and appealing to the eye; and, don't create a hard surface seldom-used event space that overwhelms the area.

Building and design (10 comments)

Several respondents made comments about the type of buildings they did not want developed at the square, including: hostile/ugly modern architecture; facilities (marquees) that remain dormant except when used for events; heavy infrastructure; and, too many buildings.

Other comments (5 comments)

A few one-off comments were made regarding the square's design: include good signage; link the area to where the food comes from; develop (like Singapore) hawker style with art and lights installations; and, the site needs to be exciting to visit so as to attract young people. This was one of these one-off comments:

“The square must be modern and impressive, it should look exciting and yet still somewhat tranquil and ordered.”

Avoidance of social impacts

Social impacts (21 Comments)

A moderate number of comments referred to specific social impacts that should be avoided.

Several respondents wanted the use of alcohol and drugs and associated crime to be avoided in the area. A small number of respondents wanted the area to be smoke free. A few people wanted to ensure the area is not used by rough sleepers, while a couple felt that the existing rough sleepers in the area need to be considered. Other social activities to be avoided by some were: noisy street dancing; partying; excessive lighting or AV displays; and, anything noise-making.



General comments

This section includes general comments made by survey respondents.

Car parking and access

Support for relocation of parking (29 comments)

A considerable number of respondents commented on the removal of the current car park from the site. Many of these were short statements simply stating that they were opposed to a car park remaining on this site. A respondent commented:

“Turning the car park into open green space is such a great idea. An open air car park in a major city is a bit of a joke in this day and age.”

Opposition to parking removal (20 comments)

A moderate number of respondents opposed the transformation of the car park into Market Square and commented that the car park should be retained.

General opposition (12 comments)

Several comments expressed opposition to the development of Market Square as public open space.

General support (11 comments)

Several generally supportive comments were made. Some simply made the point that they support the project, while others referred favourably to the fact that it will generally improve the whole area; that it will improve the area for pedestrians and cyclists; and, that transforming the car park will be positive.

Primarily a local market (11 comments)

A moderate number of comments made the point that Queen Victoria Market is primarily a market and needs to be retained as such. These respondents expressed the sentiment that moving away from the core functions of the market and focusing too much on creating an entertainment or tourism attraction may undermine the success of the market, which has been successfully functioning in a similar way for over 100 years.

Comments about the process (11 comments)

A variety of comments were made by several respondents about the engagement process. A small number of respondents were unsure about how to answer or queried question 9 (regarding informal and programmed use); one respondent would have preferred to have been called a customer rather than a visitor; there was criticism that some language of previous consultation hadn't flowed through to this stage; and, one respondent was notified almost too close to the deadline to participate. One respondent suggested it was time to act rather than have more meetings or consultation.

Duplication of other spaces (11 comments)

Several respondents stated that what is planned in the new development is already catered for in existing squares. In particular, it was stated that large events can be hosted at Federation Square and that a park setting can be experienced at Flagstaff Gardens.

Opposed building (16 comments)

Several respondents made comments about the type of buildings they did not want to see in the square, including: hostile/ugly modern architecture; facilities (marquees) that remain dormant except when used for events; heavy infrastructure; and, too many buildings. A small number of respondents opposed the facilitation of residential (high rise) property development in the immediate area.

Appendix

Additional Submissions

Two submissions were received from the following organisations: Royal Historical Society of Victoria and National Trust of Australia (Victoria).

Participate Melbourne Online Survey

Below is the survey completed by respondents as part of the community engagement process.

Queen Victoria Market Precinct Renewal

Have your say

Give us your feedback on how the new Market Square public open space in the Queen Victoria Market precinct should be used.

You can also attend one of our Drop in sessions at the Queen Victoria Market [Visitor Hub](#).

Submissions close 1 November.

Tell us about you and your connections to the Queen Victoria Market precinct.

1. What is your connection to the Queen Victoria Market Precinct?

Select all that apply

- ☐ Resident
- ☐ Worker
- ☐ Student
- ☐ Trader
- ☐ Visitor

2. What is your age group?

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 14 – 19 | <input type="radio"/> 45 – 54 |
| <input type="radio"/> 20 – 24 | <input type="radio"/> 55 – 64 |
| <input type="radio"/> 25 – 34 | <input type="radio"/> 65 – 74 |
| <input type="radio"/> 35 – 44 | <input type="radio"/> 75 + |

3. Do you speak a language other than English at home?

- ☐ Yes
- ☐ No

If so, which language is that? Respondents could select from: Arabic, Cantonese, Filipino, French, German, Greek, Hindi, Indonesian, Italian, Japanese, Korean, Mandarin, Persian, Russian, Sinhalese, Spanish, Tagalog, Tamil, Thai, Vietnamese, Prefer not to say.

4. Who do you think will use Market Square?

Select all that apply

- ☐ Current and future local resident
- ☐ Market customers
- ☐ City workers
- ☐ Visitors

5. What activities and uses would you like to see in Market Square?

(Respondents could provide a written comment of up to 1,000 characters.)

6. What activities and uses would you not like to see in Market Square?

(Respondents could provide a written comment of up to 1,000 characters.)

7. During extensive consultation to develop the Queen Victoria Market Precinct Renewal Master Plan, the below ideas on how Market Square should be used were suggested.

Please tell us how you would rate these uses on a scale from Important to not important

	Not Important	Slightly important	Neutral	Fairly important	Quite important
Respect and foster Aboriginal voices and connections to the place.					
Provide a place for quiet activities, respite and contemplation which recognise and respect that the place is also the site of the city's first cemetery, and the continued presence of these burials.					
Recognise and reflect the area, its diverse history and its continued evolution within the changing city.					
Involve and celebrate Melbourne's diverse communities.					
Encourage community events and activities that support inclusion, wellbeing and belonging.					
Provide a place for curated activities, festivals and events to encourage visitation to the market and the precinct.					
Provide a place for informal recreation and uses, particularly considering the needs of local residents and workers.					
Encourage artistic, innovative and creative activities in the space.					
Encourage events and activities which promote environmental, social and economic sustainability.					
Improve access for cyclists and pedestrians to and through Market Square.					

8. Do you have any additional ideas?

(Respondents could provide a written comment of up to 1,000 characters.)

9. Again using a scale, what you do think would be an appropriate balance of use between programmed activities (e.g.: community festivals, major city or market events, open air cinema) and informal uses (respite and reflection, exercise, playing, picnics).

	All programmed	Mostly programmed	A balance of both	Mostly informal	All informal
Programmed activities					
Informal recreation					

10. Do you have any other comments?

(Respondents could provide a written comment of up to 1,000 characters.)

11. What is your email?

By confirming your email, you will receive confirmation of your submission.

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