

Design Principles for Market Square



Market Square

QVM Charter

The Market Square charter was endorsed by Councillors in June 2020.

The charter and principles have been shaped by the community and will inform the design and function of the open space.

A diversity of uses of the square will be supported through the application of the following principles of place management and curation:

1. Work in partnership with the Eastern Kulin and the Aboriginal community to reflect Aboriginal custodianship of the land, to share the cultural values important to community today, and to welcome and involve the Aboriginal community within the city.
2. Encourage public curiosity and participation in the dynamic stories of the place and its surrounds. As a living and evolving place, Market Square will serve as a canvas for an exploration of the past, and enable new experiences and appreciation of the precinct.
3. Enhance the public’s Queen Victoria Market experience, by supporting activities and events that complement market visits and contribute to the economic viability of Queen Victoria Market. Permitted activities on the site should respond to existing community and individual rituals allowing for new rituals and activities to emerge.
4. Enable the community to come together through social events, cultural expression and civic celebrations. It will provide a place for culture, innovation and exchange.
5. Deliver activities and events which realise the City of Melbourne’s vision for a sustainable, inventive and inclusive city, and support people’s wellbeing and connection.
6. Provide opportunity for informal recreation, rest and quiet reflection.

Market Square

CoM+State Reference Policies

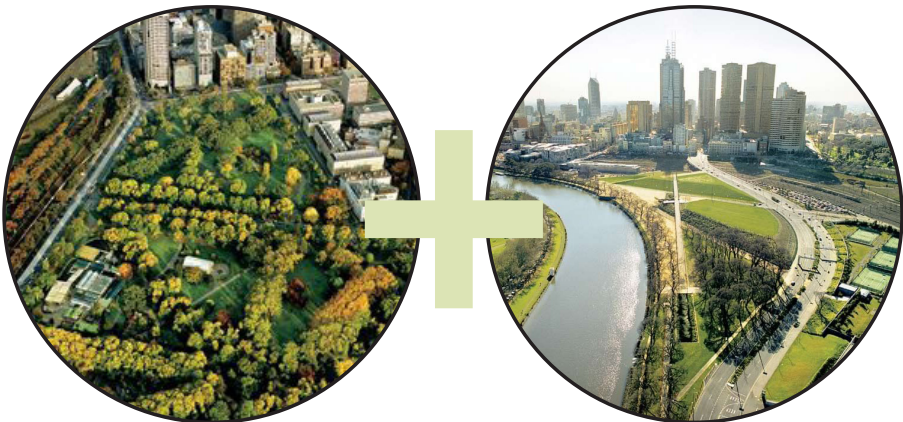
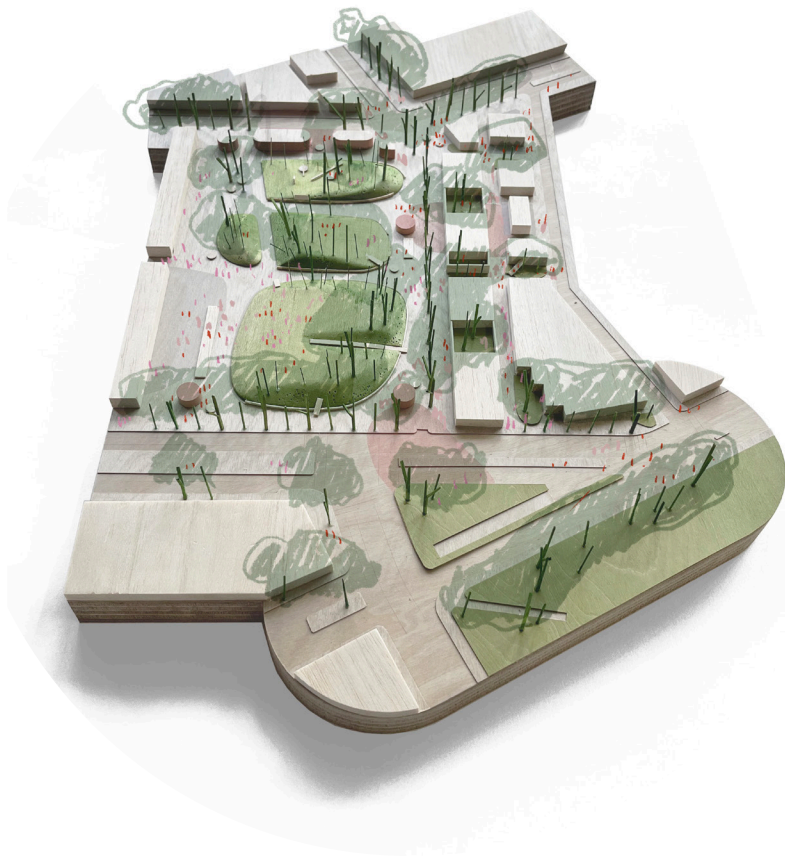
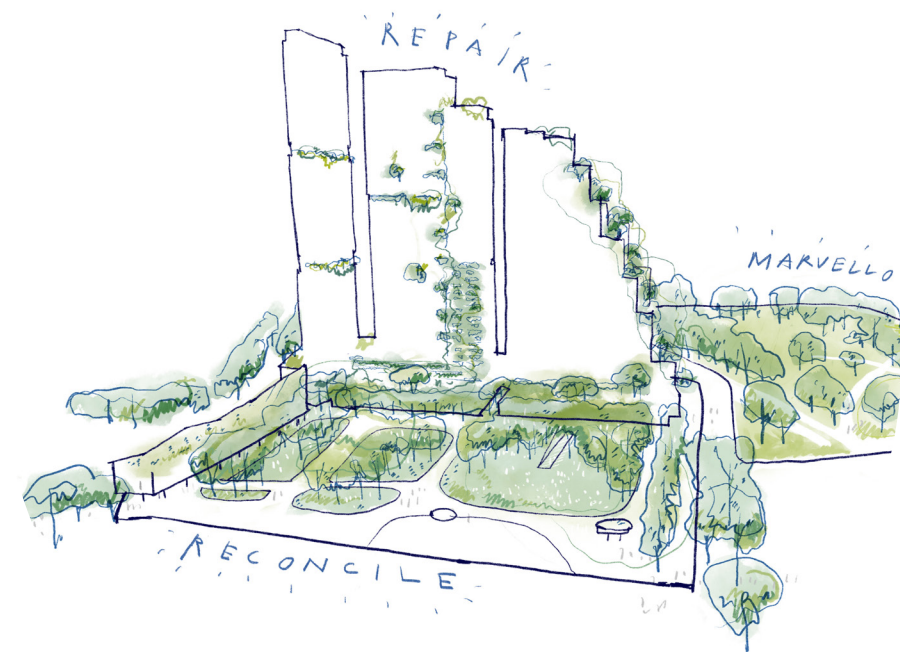
The following policies are relevant to the design of Market Square:

Open Space Strategy (2012)
Nature in the City Strategy (2017)
Urban Forest Strategy (2012-2032)
Climate Change Mitigation Strategy (2050)
Open Space for Everyone
Public Art Framework
Creative Strategy
Innovate Reconciliation Action Plan (2021-23)
Inclusive Victoria: state disability plan 2022-2026
Inclusive Melbourne Strategy 2022-2032
Gender Equality Action Plan
Municipal Integrated Water Management Plan (2017)
Design and Construction Standards (2022)

Market Square

Design Principles: Place

Using the Charter and CoM policies as the foundation, 11 more detailed design principles have been formed. These principles define the intent for the space and will guide the design.



THE SPATIAL COMPLEXITY OF THE 19TH CENTURY GARDENS

THE ABILITY TO HOST EVENTS OF THE 20TH CENTURY PARKS

Design Principle 1
Market Square will continue to be designed in partnership with the Wurundjeri Woi-wurrung to reflect their enduring connection and custodianship of the land.

Design intent
Market Square will be the center of a wider landscape of reconciliation and repair. Its design will continue to be guided by First Nations voices. It will provide a public space that will reconcile the history of the site with its future, encouraging public curiosity, participation and exchange in the dynamic stories of its place and its surrounds.

- Relevant QVM Charter**
1. Work in partnership with the Eastern Kulin and the Aboriginal community to reflect Aboriginal custodianship of the land.
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 4. Enable the community to come together through social events, cultural expression and civic celebrations.
 5. Deliver activities and events which realise the City of Melbourne's vision for a sustainable, inventive and inclusive city, and support people's wellbeing and connection.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).

Design Principle 2
Market Square will be a place of trees and a place of shade.

Design intent
As a living and evolving place, Market Square will be defined by the return of resilient and complementary flora which will frame its public life, serve as a canvas for the seasons and host birds, pollinators and other fauna. In accordance with CoM targets, it will have at least 40% tree canopy cover.

- Relevant QVM Charter**
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 5. Deliver activities and events which realise the City of Melbourne's vision for a sustainable, inventive and inclusive city, and support people's wellbeing and connection.
 6. Provide opportunity for informal recreation, rest and quiet reflection.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).

Design Principle 3
Market Square will be a new type of open space in Melbourne.

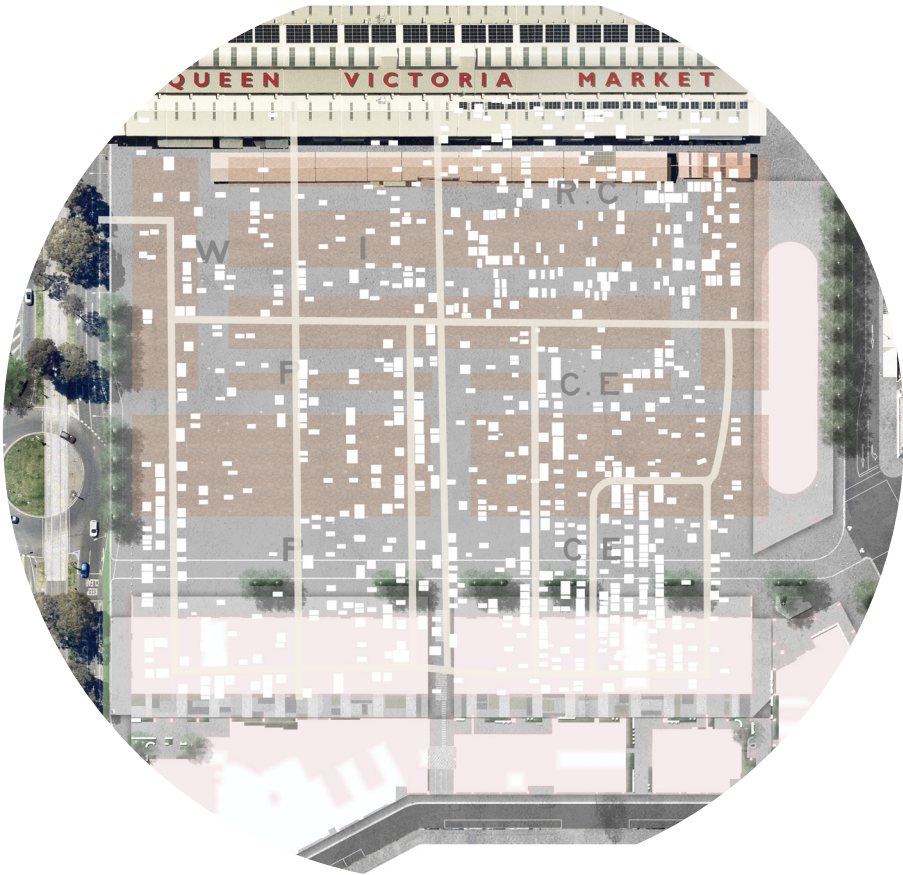
Design intent
By combining the spatial complexity of Melbourne's 19th century gardens along with the flexibility of its 20th century ones, Market Square will enable gathering and opportunities for informal recreation, rest and quiet reflection.

- Relevant QVM Charter**
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Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).

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Design Principles: Heritage



Design Principle 4
Market Square will be designed to honour those who are buried here.

Design intent
The design elements of Square - its paving, planting, ways of moving through it and its materials - will respectfully acknowledge the full spectrum of previous occupations of the Square in a gesture of memorial and remembering.

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 4. Enable the community to come together through social events, cultural expression and civic celebrations.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).



Design Principle 5
Market Square will be designed in a way that needs not to disturb the ground.

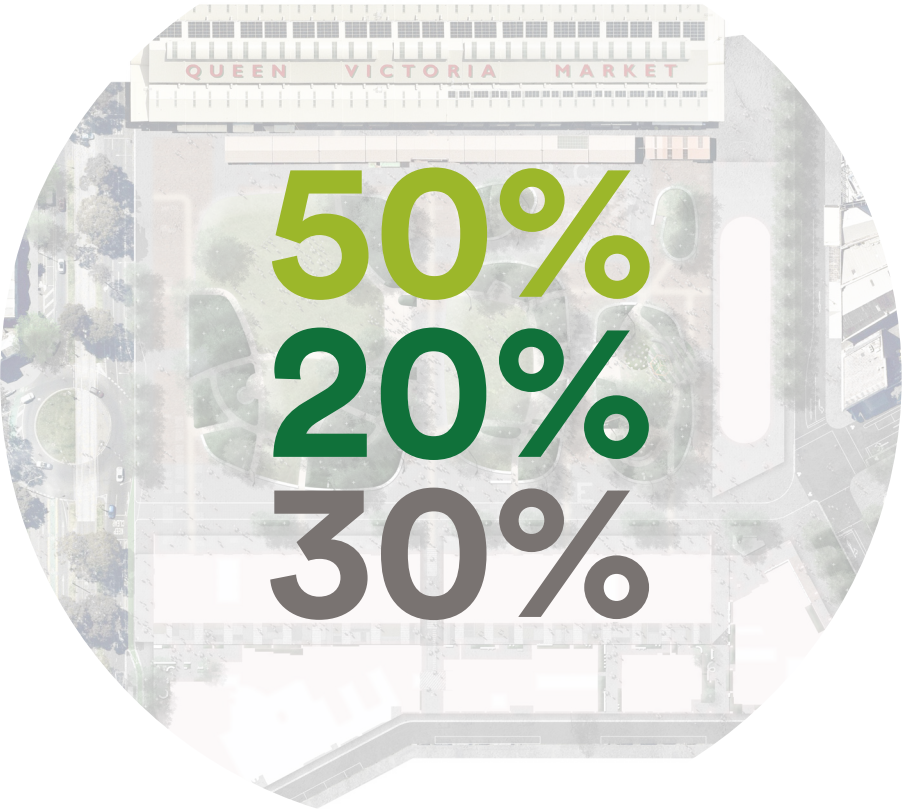
Design intent
The design will protect the significant national archaeological heritage values of the site through solutions which will minimise ground disturbance.

- Relevant QVM Charter**
1. Work in partnership with the Eastern Kulin and the Aboriginal community to reflect Aboriginal custodianship of the land.
 2. Encourage public curiosity and participation in the dynamic stories of the place and its surrounds.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Design and Construction Standards (2022).

Market Square

Design Principles: Environment



Design Principle 6

Market Square will be emphatically green.

Design intent
The Square will have a large proportion of lawn, providing a flexible surface for passive and active use. The Square will be around 20% mass planting, providing indigenous vegetation that frames the lawns and creates spaces of enclosure and amenity.

- Relevant QVM Charter**
- 4. Enable the community to come together through social events, cultural expression and civic celebrations.
 - 5. Deliver activities and events which realise the City of Melbourne’s vision for a sustainable, inventive and inclusive city, and support people’s wellbeing and connection.
 - 6. Provide opportunity for informal recreation, rest and quiet reflection.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).



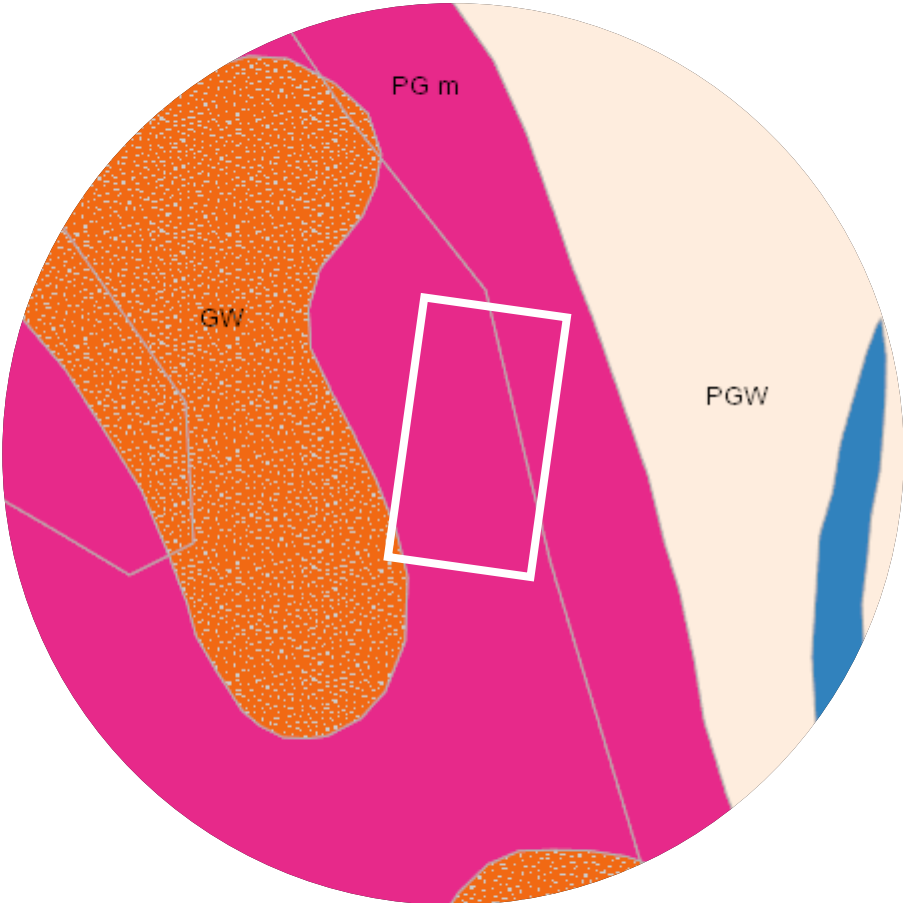
Design Principle 7

Market Square will be host other species as well as hosting us.

Design intent
The Square will use a series of Biodiversity Sensitive Urban Design (BSUD) tactics to ensure that it provides space, custodianship and refuge for fauna. This will enable an inventive and inclusive city, and support people’s wellbeing and connection with all living things.

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Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).



Design Principle 8

Market Square will return an ecology to the precinct.

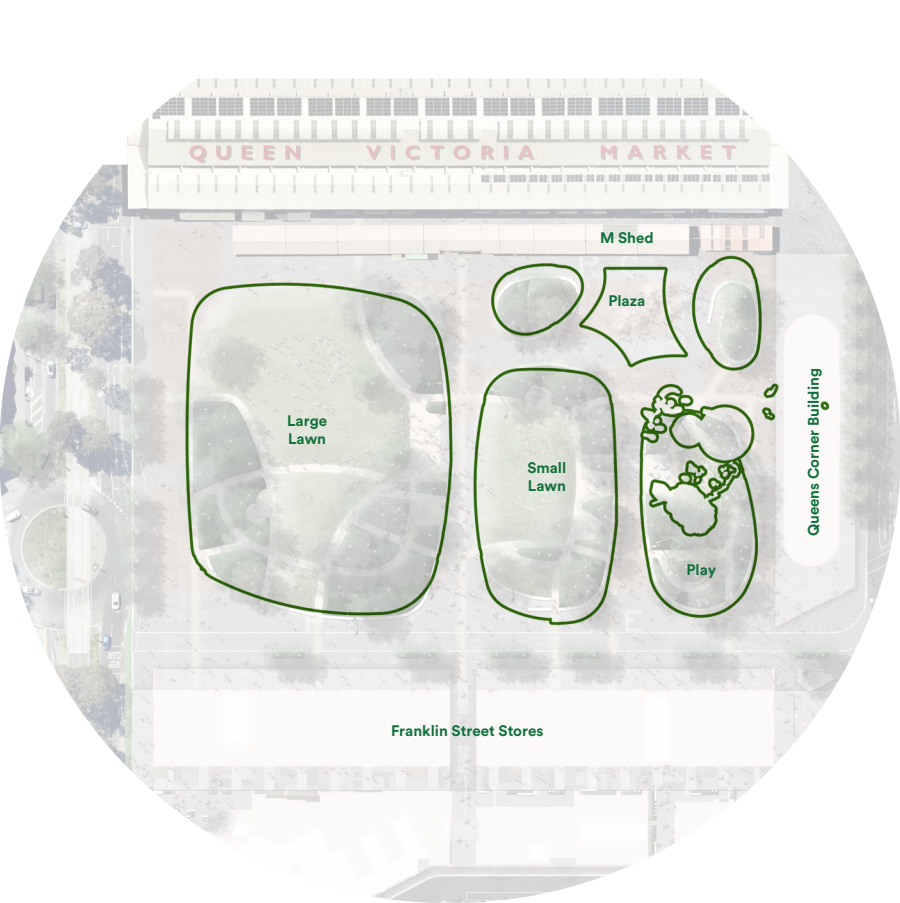
Design intent
The design of the Square should privilege foregrounding the use of Indigenous and endemic vegetation as a way of returning a precolonial ecology to the City. This work should reflect Aboriginal custodianship of the land and should share the cultural values important to community today.

- Relevant QVM Charter**
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Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).

Market Square

Design Principles: Activation and Events



Design Principle 9
Market Square will provide spaces that bring people together.

Design intent
The Square will enhance public and local community experience by supporting activities and events that allow people to gather and contribute to the economic viability of Queen Victoria Market. The Square is flexible - enabling existing rituals as well as new rituals and activities to emerge.

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 6. Provide opportunity for informal recreation, rest and quiet reflection.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).

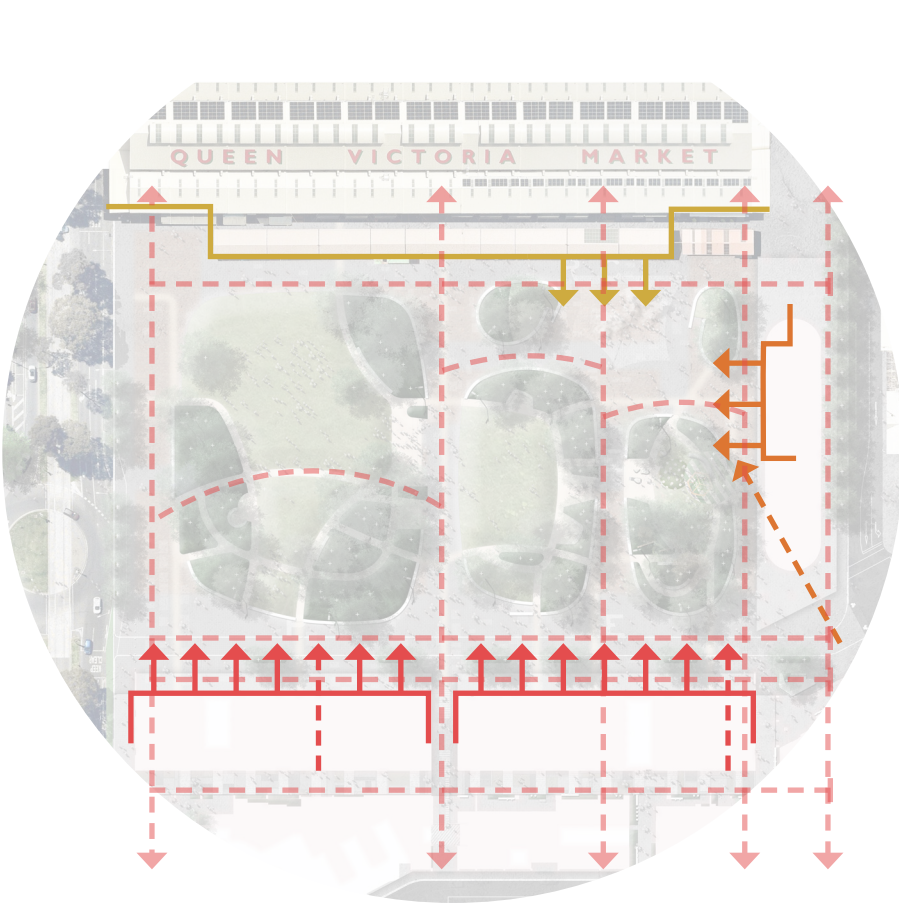


Design Principle 10
Market Square will form part of a network of event spaces.

Design intent
The Square will be one part of a network of event spaces that are integrated into the life of QVM. The Square will provide different, yet complementary functions to other precinct event spaces.

- Relevant QVM Charter**
3. Enhance the public’s Queen Victoria Market experience, by supporting activities and events that complement market visits and contribute to the economic viability of QVM.
 4. Enable the community to come together through social events, cultural expression and civic celebrations.
 5. Deliver activities and events which realise the City of Melbourne’s vision for a sustainable, inventive and inclusive city, and support people’s wellbeing and connection.

Relevant strategies and objectives
Open Space Strategy (2012), Nature in the City Strategy (2017), Urban Forest Strategy (2012-2032), Climate Change Mitigation Strategy (2050), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).



Design Principle 11
Market Square will connect to the city on all sides.

Design intent
The unique context of each edge informs how the Square meets the city. The Square design considers future adjacent public realm and establishes a cohesive identity. The Square will provide new pedestrian and cycle routes and trajectories that ensure the space is connective and porous.

- Relevant QVM Charter**
2. Encourage public curiosity and participation in the dynamic stories of the place and its surrounds.
 3. Enhance the public’s Queen Victoria Market experience, by supporting activities and events that complement market visits and contribute to the economic viability of QVM.

Relevant strategies and objectives
Open Space Strategy (2012), Transport Strategy (2030), Nature in the City Strategy (2017), Open Space for Everyone, Innovate Reconciliation Action Plan (2021-23), Inclusive Victoria: state disability plan 2022-2026, Inclusive Melbourne Strategy 2022-2032, Gender Equality Action Plan, Municipal Integrated Water Management Plan (2017), Design and Construction Standards (2022).