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# Queen Victoria Market Precinct Renewal

*City of Melbourne*

Phase 2 Community Engagement Report, June 2014

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Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/community engagement activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our community engagement activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

If you would like to speak to someone about how we handle personal information, please call the Project Manager or the office on (03) 9285 9000.

## Quality Assurance

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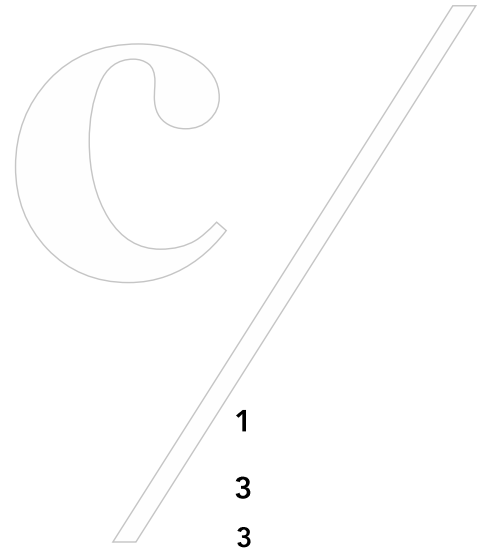
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Preface	
<b>1 Executive summary</b>	<b>1</b>
<b>2 Introduction</b>	<b>3</b>
2.1 Purpose of this report	3
2.2 Project background	3
2.3 Community engagement overview	5
<b>3 Engagement approach</b>	<b>7</b>
3.1 Spreading the word	7
3.2 Engagement activities	8
3.3 Participate Melbourne	9
3.4 Engagement Hub	9
3.5 Vox pops	10
3.6 Specific group conversations	10
3.7 Access and inclusion tours	11
3.8 Submissions	11
<b>4 Engagement findings</b>	<b>12</b>
4.1 Heritage	12
4.2 Open Space	14
4.3 Car Parking	17
4.4 Bicycle and pedestrian and public transport access	19
4.5 Attractions and activities	23
4.6 Retail, hospitality and services	25
4.7 Trader feedback	28
4.8 Formal submissions by traders	29
<b>5 Preparing the QVM master plan</b>	<b>30</b>
<b>6 Next steps</b>	<b>32</b>
Appendix A. Project collateral	33
Appendix B. Media coverage	36



# Preface

The City of Melbourne (CoM) is committed to engaging communities in the decisions they are interested in and impact upon them. Creating opportunities for people to be informed and involved is integral to the way we work together.

This commitment is reflected through the Council Plan goals and actions, which identify our priorities and outcomes for the current council term. This includes the biggest investment in the CoM's history, the renewal of the Queen Victoria Market precinct. Community engagement and the creation of a shared vision and plan for the renewal are key to the success of this project.







# 1 Executive summary

The City of Melbourne (CoM) is planning the largest investment in its history to preserve and renew the Queen Victoria Market (QVM) by creating a larger, more engaging and inclusive market precinct.

To guide the renewal process, the city is preparing a master plan. To make this plan as effective as possible, we are encouraging people to contribute to a discussion about how to preserve the Queen Victoria Market's heritage and authentic atmosphere, while allowing it to evolve to meet the contemporary needs of traders, shoppers and the growing city.

This community and stakeholder engagement process is already underway and will form part of each of the three planning stages of the precinct's renewal. The first two phases of community and stakeholder engagement are now complete. Phase two was completed in mid-May 2014 and is the subject of this report.

As part of this phase, we introduced five draft renewal concepts and a future market lay-out to people (including QVM traders, customers, tourists, local residents, businesses and interested groups), and gave them the chance to provide feedback and suggest other ways to improve the market and its precinct. This information will contribute to the draft master plan.

The five draft concepts for the QVM renewal project include the option of underground car parking, a new public space for events and attractions, and new mixed-use development. Following the renewal program, the city will seek UNESCO World Heritage listing for QVM.

To make the process clear for people and encourage comprehensive feedback, the community engagement covered a range of themes: heritage, open space, car parking, access, attractions, and retail, hospitality and services.

Engagement activities took place over a four-week period from Tuesday 22 April to Friday 16 May. Approximately 2,290 people participated in these activities and more than 700 people contributed their ideas and feedback.

Engagement activities included establishing an Engagement Hub on site at the Queen Victoria Market as a single place for people find out more about the project and have involved conversations about it, early morning vox pops (short intercept surveys) and group conversations such as a workshop with QVM staff and a forum about QVM's heritage. Activities also included access and inclusion tours for people with mobility constraints and their carers, a moderated online forum hosted on the City of Melbourne's Participate Melbourne site, and the chance for people to provide feedback via written submissions.

The engagement process elicited a broad range of responses from the community to be considered when preparing the QVM master plan. A summary of these responses is detailed in the report, and key findings are outlined in the final section of the report.

Key findings from phase two of community engagement about the draft concepts for QVM renewal are:

1. Heritage is more than buildings, it's also about how we have, and continue to use the site
2. It makes sense to move the car parking, but make it affordable, useful, easy to use and safe for everyone
3. The public open space needs to be a space that is for all seasons, respectful, practical, flexible and potentially market influenced
4. The Franklin Street connection is generally supported, but more work is required to minimise impacts and improve access for all
5. The QVM can be more of an attraction
6. Please keep the Queen Vic a Melbourne market
7. We have mixed views about the new development site.



## 2 Introduction

### 2.1 Purpose of this report

The purpose of this report is to provide a summary of the activities and findings of the second phase of community engagement about the proposed renewal of Queen Victoria Market. It details each engagement activity and outlines the key feedback from each theme. The report presents the broad range of values, ideas and aspirations but is not a plan for action or design. In some cases, comments are paraphrased and quotes used to illustrate the community sentiment.

Further information on phase one of community engagement for this project can be found in the *Phase One Community Consultation Report, February 2014, Capire Consulting Group* available at <http://participate.melbourne.vic.gov.au/queenvictoriamarket/documents>

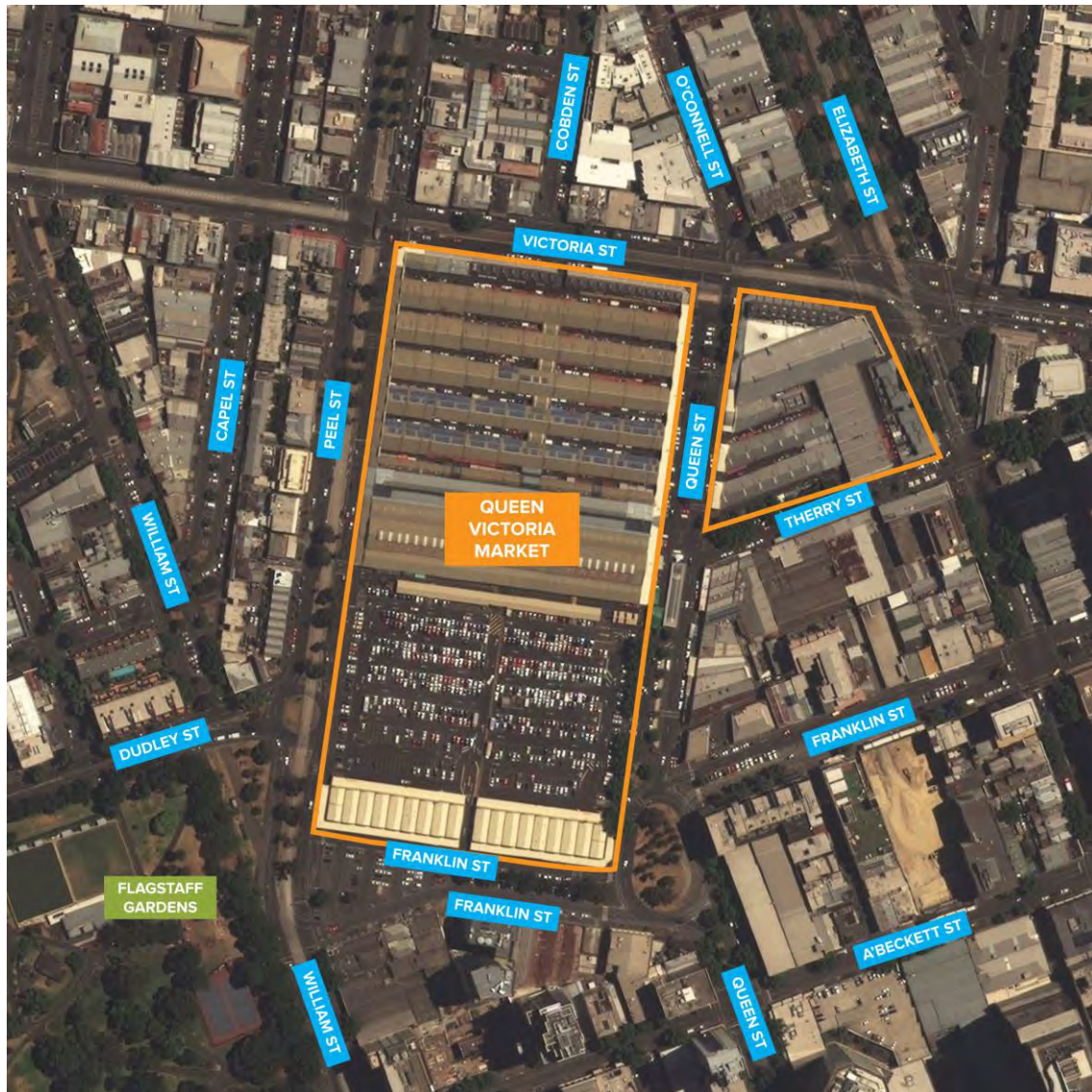
### 2.2 Project background

In October 2013 the City of Melbourne announced that it will make the largest investment in its history to preserve and renew the Queen Victoria Market, creating an expanded market precinct. The City of Melbourne will seek UNESCO World Heritage listing for Queen Victoria Market following a comprehensive renewal program. From 2013 to 2015, City of Melbourne (CoM) will be preparing a plan to guide the renewal process. A key aspect of the planning process is community and stakeholder engagement.

The seven-hectare QVM site is located on the north-western corner of Melbourne's Hoddle grid, where West Melbourne, North Melbourne and the central business district (CBD) converge. The market is between the major roads of Victoria, Peel and Elizabeth streets. It comprises two distinct sections separated by Queen Street. These are described from west to east as the upper and lower markets respectively. The southern boundaries of each market section are Franklin Street and Therry Street.



Figure 2. Queen Victoria Market current aerial image



The key project milestones in developing a master plan to guide renewal of the market are expected to occur between October 2013 and July 2015.

October 2013	Announcement of the Queen Victoria Market renewal project by the Premier of Victoria and Lord Mayor Robert Doyle.
1 November 2013	First phase of community engagement commences, encouraging the community to learn more about the project and the history of the market. Participants were also asked to identify what areas within the market that should be improved and protected.
30 November 2013	First phase of community engagement ends with the outcomes informing the City of Melbourne and Queen Victoria Market on project objectives and renewal proposals.

22 April 2014	Second phase of community engagement commences with the community invited to share their input about the renewal proposals.
16 May 2014	Second phase of engagement finishes.
Late 2014	Third phase of community engagement begins on the newly released draft master plan.
June 2015	Master plan for Queen Victoria Market is finalised.
July 2015	Master plan implementation begins.

## 2.3 Community engagement overview

CoM and QVM Pty Ltd initiated the development of a broad community engagement strategy to inform future planning for the market. Capire Consulting Group was appointed to help design and deliver a community engagement strategy that would enable a broad range of people to contribute to a discussion about preserving the Queen Victoria Market’s heritage and authentic atmosphere, while allowing it to evolve to meet contemporary needs of traders, shoppers and the growing city. These people included QVM traders, customers, tourists, local residents, businesses and interested groups.

Three phases of stakeholder and community engagement were planned during the QVM renewal project:

- **Phase one** sought to introduce the concept of renewal, discover the elements of the market that people most valued and identify the aspects of QVM that needed to be improved and protected in future. The engagement was conducted over four weeks, Friday 1 to Saturday 30 November 2013. There was no draft plan developed at this stage and conversations drew on people’s familiarity and experience with the market.
- **Phase Two**, the phase most recently completed, introduced five draft renewal concepts to people. The concepts were grouped into six key themes and feedback was sought in response to these themes. The four-week engagement ran from Tuesday 22 April to Friday 16 May 2014.
- **Phase Three** of engagement is expected to occur later in 2014 and will invite people to respond to a single draft master plan. The master plan will be informed by the findings of phase one and the responses to the draft concepts provided in phase two. Engagement findings will influence revisions made to the final QVM master plan.



**Phase Two** of the engagement focussed on five draft concepts that address both the built form of the market and the market experience.

The five draft concepts include:

- below ground facilities: the below ground facilities will include parking under sheds A, B, and C, with storage and operational facilities.
- a new public space: the open space will replace the existing car park
- the market experience: the opportunity to integrate the new public space with new market experiences including events and attractions in adjoining sheds
- a Franklin Street connection to Dudley Street: the Franklin Street connection will remove the two current roundabouts and create stronger links to the city and local neighbourhood.
- a new development site: the new development site will create an area that is suitable for mixed-use, and funds raised will be directed to the project renewal.

## CURRENT MARKET PRECINCT



## FUTURE MARKET PRECINCT

Here are the proposals we have put together so far:





## 3 Engagement approach

During the second phase of engagement various activities were undertaken with a broad range of the public including customers, traders, local residents and stakeholders. The engagement sought community feedback on the five renewal draft concepts for QVM and requested comment on the following six themes:



- **Heritage:** what parts of the unique market experience should be retained?
- **Open space:** how could new open spaces be used?
- **Car parking:** what features could we include in our new car park?
- **Access:** what would make it easier for you to walk and cycle?
- **Attractions:** what other activities and events, such as the night market would you bring to the precinct?
- **Retail, hospitality and services:** what new services and products would you like to see in the market?

The engagement period included activities to inform the community about the project and elicit feedback on draft concepts for the market's renewal.

### 3.1 Spreading the word

Techniques and activities used to inform the community and elicit feedback included:

- **Social media** was used to promote engagement opportunities, with the following activity:
  - CoM Twitter – 569 retweets, 25 shares
  - CoM Facebook – 7,245 reach, 151 likes/comments/shares
  - That's Melbourne Facebook – 227 likes, 31 shares, 6 comments
  - That's Melbourne Twitter – 5 retweets, 4 shares
- **Postcards and posters** were distributed to local businesses surrounding the market, and displayed at QVM and CoM's key community information points.

- **Advertisements** promoting the engagement activities were included in the CoM's regular corporate advertisements in the Stonnington Leader, The Weekly Review (Melbourne Times) and The Weekly Review (City) during April 2014.
- **Emails** to key stakeholders described the project and encouraged their participation.
- The **City of Melbourne's website** had project information and provided a link to the City of Melbourne's online engagement platform, Participate Melbourne. During the engagement period the website had 2046 total page views and 1700 unique page views.
- **Participate Melbourne** was updated with links to the online forum, information about the project and links to the QVM website. During the engagement period there were 4,204 total page views and 1,172 'informed visits' where people clicked through to a specific piece of information, such as viewing a forum question or visiting key dates. Of these, 180 people can be considered to have had an 'engaged visit' where they have contributed to a page or filled out a survey. A total of 177 people signed up to receive project updates.
- The **QVM website** presented project information and had 484 total page views.
- **Print media** and **broadcast media** covered the engagement with 59 individual items of news coverage (for a list of the media coverage refer to Appendix B). This included supportive editorials in both *The Age* and the *Herald Sun*, along with television coverage on channels Seven, Nine and Ten. Spokespeople included the City of Melbourne Lord Mayor, City of Melbourne Executive Officer Kathy Alexander and Chair of the QVM Board, Paul Guerra.
- **Banners** were on display at key points in the market.

## 3.2 Engagement activities

An extensive suite of activities were undertaken as part of phase 2. Over a four week period from Tuesday 22 April to Friday 16 May, approximately 2,290 people participated in the engagement and more than 700 contributed to engagement activities.

It is important to note that these figures may include people engaged in multiple formats.

For example, someone attending the Engagement Hub may also have contributed to the online forum.

### 3.3 Participate Melbourne

**Participate Melbourne** hosted a moderated online forum for 180 community members and traders who chose to provide feedback on the draft concepts under the six themes.

On **Participate Melbourne** people also took action to learn more about the project, including downloading a document, or reading the newsfeed or FAQ.

A total of 1,172 people used **Participate Melbourne** to engage with the project.

This number includes contributors to the online forum as well as people who accessed information on the site.

### 3.4 Engagement Hub

The **Engagement Hub** was established in F Shed and had a significant presence at the market during the engagement period. The Hub was staffed for a total of 258 man hours and had at least two team members on site for 17 market trading days between 10am and 2pm Tuesdays, Thursdays and Fridays, and from 9am to 3pm on weekends. Staff included mainly Capire engagement staff and senior project staff and also included the QVM CEO. The Hub provided a single place for the public to find out about the project and talk directly with project staff.



The Hub:

- Gave the community and traders a chance to sit down and have **an in-depth conversation** with staff about the proposed draft concepts. More than 380 in-depth conversations took place at the Hub.

- Stayed open after the market closed for **trader briefings** on 8 and 9 May 2014 to give traders an opportunity to meet the project team and have input into the phase two engagement process.
- Provided a **children's activity** so children visiting the Hub with their parents and carers could draw their dream market. The creations of the 17 children who participated were displayed on the walls of the Hub.
- Included a **feedback form** so the community and traders could give written feedback on the six themes. Feedback forms could also be taken away for completion then posted back in a pre-addressed and stamped envelope. A total of 55 people took up the chance to complete and submit a feedback form once they left the market.
- Enabled the project team to hand out collateral to passers-by, and have **brief conversations** with people who may otherwise have been unaware of the project. More than 875 of these brief conversations took place.

## 3.5 Vox pops

**Vox pops** (short intercept surveys) were undertaken over 4.5 hours outside the Dairy Hall and the Meat Hall on the early morning of Saturday 3 and 10 May. The interviews sought to raise project awareness and receive feedback from regular early morning shoppers. This activity allowed market customers to participate who may not have had time to visit the Hub.

## 3.6 Specific group conversations

**Three group conversations** were conducted with 72 people during the engagement period.

- A discussion with the **CoM Retail and Hospitality Advisory Board** on 7 May provided further opportunity to discuss the QVM experience in detail and explore questions for community engagement.
- A **workshop** with QVM staff on 15 May scoped and designed five 'quick wins'. These were intended as short-term beautification and experience projects for the QVM site of up to \$50,000 to be delivered within 6 months.
- A **forum** about QVM's heritage helped clarify the heritage aims of the project and encouraged specialist input on heritage-related issues. The workshop involved representatives from key agencies, academics, heritage specialists and other stakeholders.

## 3.7 Access and inclusion tours

These group tours provided an opportunity for a total of 14 people with mobility constraints and carers to explore the current market precinct and discussed the proposed future market precinct layout.

## 3.8 Submissions

The opportunity to provide a submission was promoted on all communications materials and a total of eight, some representing a number of individuals or organisations, were received throughout the engagement period.





# 4 Engagement findings

## 4.1 Heritage

# HERITAGE:

What parts of the unique market experience should be retained?

CoM's proposal for Heritage: The proposals for the market renewal are based upon the engagement findings from the first phase of engagement which showed a strong desire to maintain the 'feel' of the market. As such, the project's aims are to preserve the heritage and the 'atmosphere' of the Queen Victoria Market, while allowing it to evolve to meet the contemporary needs of traders, shoppers and the growing city.

Capire asked the public to tell us how this could be done, deliberately keeping the question open to allow responses regarding the market's built form, function and feeling.

There was a clear directive from most participants to respect, recognise and celebrate the diverse heritage of the site.

**They considered the buildings' market experience, Indigenous owners, trading history and the presence of the Old Melbourne Cemetery all as fundamental to the rich and layered heritage of the site. Most people spoke with excitement and positivity about the possibility of uncovering and enhancing the history of the market.**

People felt there was value and importance in emphasising the historical aspects of the site, and promoting them more prominently. One participant said "it is important to the community to know the history of this wonderful market...more visible historical markers / information boards, strengthen the points of interest and highlight to customers the historical trail that exists so they can follow the historical markers and see the market in an accessible way" (Participate Melbourne).

However, other participants strongly believed any change would negatively impact the market experience. They considered that attempting to artificially reconnect with the site's heritage elements could risk 'the market's soul'. One participant said they "would hate to see the market corralled too much". Another said "the market is in its essence historical, it does not need to be staged, nor does it need actors" (Engagement Hub).



### **The Old Melbourne Cemetery and the site's Traditional Owners**

There was a strong request to treat the former Old Melbourne Cemetery with respect and provide considered consultation to develop appropriate recognition for burial sites. Participants placed equally strong emphasis on the importance and value of acknowledging the Traditional Owners of the land. One participant said "the greatest disconnect [at the market] is probably between the cemetery and modern use, in part because knowledge of the burials has been suppressed for so long. Bringing back recognition of that dimension could enhance contemporary values" (Heritage Forum).

Another participant noted "the open space proposed over the Old Melbourne Cemetery [all the cemetery] should respect the contribution and hardship that the pioneers and builders of this city made to Melbourne. I would envisage a peaceful, reflective space that provided some recognition of the contribution and hardship that these working class people and children made to the founding of this great city" (Participate Melbourne).

Some participants emphasised the importance of mitigating any potential impacts on the burial ground during the staged redevelopment.

### **The buildings of the market**

There was a deep affection expressed for the buildings housing the Meat Hall and Deli Hall.

Perhaps because they were not directly referred to in any of the proposed draft concepts for renewal, people did not express their love for these buildings to the extent they did in Phase One of the project when we asked them to share what they valued about the market. These buildings are considered sacred and intrinsic to the market and it was readily accepted that changing them was not included in the renewal draft concepts.

The sheds were valued for the open and unique atmosphere they allow. However it was widely recognised by participants that their state of repair and level of comfort need improving as part of the renewal project.

"I hope that the sheds remain the same, keep the existing colours" (Engagement Hub), "the sheds, it wouldn't feel like a market without them" (Engagement Hub) and "the facade, the open shopping sheds and food halls are central to the market experience" (Participate Melbourne).

Some participants felt there was a need to provide cover between the sheds and enhance general weather-proofing. For example, "keep the sheds but they need to be made weather proof" (Engagement Hub) and "the sheds need to be closed in and offer more protection from the elements (refers to Adelaide Central Market). On the extreme heat days, the fresh produce doesn't stand a chance, not to mention neither do the stall holders and shoppers" (Participate Melbourne).

Among traders, there was concern about moving the sheds to build the car park, with many concerned with the impact on their trading viability during construction. Some comments

**'Include indigenous history of local community groups that may have lived on the land or nearby prior to the European settlement'**

*Participate Melbourne, May 2014*

included 'sheds – don't mess with them, it's fine to put car park underneath but please keep sheds the same' (Engagement Hub) and "happy for underground car park as long as sheds go back in place after" (Engagement Hub).

## 4.2 Open Space

# OPEN SPACE:

How could new open spaces be used?

For example, event spaces or meeting places.

CoM's proposal for open space: The proposed market precinct would include a new open space on the existing car park site. This could be used by market-goers and locals alike. It is a major opportunity to create a community meeting and also acknowledge the history of the site as Melbourne's first cemetery.

Capire asked the public what kind of open space they would like to see and received responses that included ideas about designs, integration of open space with the market, and connections to the surrounding areas.

Participants spoke about the proposed concept for open space with passion and excitement, even though many found it hard to visualise the size and location of the site. There was general acceptance of the value of open space to the area, but mixed responses on what could be included in the open space. Many participants spoke of their desire to see the area proposed for open space as a place for sitting, eating and meeting friends. They wanted it to be a place for quiet respite, away from but still connected to the noise, activity and food selection of the city and the market.

Participants considered it essential the area provides an open, green counterpoint to the hard urban surfaces surrounding the site, and important that it doesn't duplicate the features of the nearby Flagstaff Gardens. A small minority thought Flagstaff Gardens was sufficient open space for the area. Many considered it important to recognise the history of the original owners of the land, the cemetery and the trading history of the market on the open space.

There was strong interest in having a grass area suitable for children to run around on, and enough open space for group exercise, jogging and dog walking. Participants wanted this area to be flexible enough to suit programmed activities like seasonal markets, pop ups, festivals, cooking demonstrations and concerts.

They also supported the recent use of Queen Street as an ideal place to sit, eat and meet friends. As one participant said, "Queen Street is a fabulous space to meet. It is central as there is food and seating all around; undercover seating on Queen Street would be beneficial.



This area would also be great for school holiday programs” (Feedback Form) and “I believe the use of Queen Street over the past few years is exactly what the market needs. A central meeting place with food and chairs and able to have events right in the centre of the market” (feedback form).

In other conversations, some participants questioned the size of the area dedicated for open space. One participant commented, “it’s a big area, to be honest I don’t know if I’d use it, maybe if I had some friends visiting but not just when I visit to do my shopping”. Others expressed concerns about the location of the proposed open space area and risks of future overshadowing caused by high-density development.

A small minority of participants, mostly traders, wanted an alternate approach of an open space internal to the market. This was due to a fear that the open space would compete and detract from the market trade.

During conversations, participants shared a range of ideas about future use of the open space. These are summarised in Table 1.

Table 1 A summary of suggestions for uses of the open space

Moving	Landscaping	Recognising	Socialising	Playing
<p>Walking and dog walking.</p> <p>Running track – the ‘Tan of the north’.</p> <p>A connection to Flagstaff Gardens.</p> <p>Include softball, volleyball, tai chi and group exercise classes.</p>	<p>Make an open space that looks native, indigenous.</p> <p>With tourists from all over the world, let's make one city park that looks Australian, rather than Euro-botanical.</p> <p>A community garden.</p> <p>Sustainable design features including solar panels, more promoting of what gets done with refuse from the market; like different bins, a lot of water coming off the roof.</p> <p>Accessible for old people with special seating and a grassed area for picnicking.</p> <p>Create respite and balance using landscaping – to escape the noise; water fountains; shaded areas to escape the heat.</p>	<p>Signage and historical markers for both indigenous heritage and cemetery.</p> <p>A Traders Hall of Fame; recognition of the traders and the trading history of the site.</p> <p>A timeline of activity on the site.</p> <p>Sculptures or plaques in recognition of its initial use; parkland that interprets the cemetery is paramount.</p> <p>Not just a park but something special, it needs to have more than just lawn and benches but something that recognises the history of the site.</p> <p>Like Fed Square, where you can sit and watch and have things moving and happening around you.</p>	<p>Lots of seating and picnic tables; a place for eating market food.</p> <p>A place to catch up with friends, a meeting place attached to shopping.</p> <p>A congregation space like Fed Square; an amphitheatre</p> <p>Music, outdoor movie nights, buskers, opera. Links to Melbourne festivals and celebrations.</p> <p>Pop-up food places, seasonal produce, not the regular market offering but something temporary and special.</p> <p>Operas and performances with a more permanent stage that could also screen cinema.</p>	<p>Children’s playground and a play space for older children; all the local playgrounds are designed for under 6 year-old children.</p> <p>Child care, temporary child care facilities, activities for children while you’re doing your shopping.</p> <p>Mini markets – make a mini-market just for kids so that they can spend a little money and learn about produce, how the market works, and do some maths.</p>



## 4.3 Car Parking

# CAR PARKING:

## What features could we include in our new car park?

CoM's proposal for car parking: The proposed below ground facilities under Sheds A, B and C would replace the existing car park as the main parking area for customers, creating more space and uses for the market. New underground facilities might possibly include additional storage and operational facilities for the traders at the market. The removal of cars from the public space would also include closing Queen Street to traffic to further supplement trading space and improve safety.

Capire asked the public what they thought should be included in the new facilities and received responses ranging from support to opposition with a wide array of ideas and suggestions for logistics.

Notably both comments in support for or against the proposed concept all seemed to be entirely conditional. It was common to hear "It's a good idea but" . . . "It's seems sensible to move underground as long as . . ." or "No, I don't like it because it should ...".

People who supported the underground car park said it must:

- create more usable space
- create more parking spaces
- create storage and other trader facilities
- make the market sustainable in the long-term
- ensure the parking is affordable
- encourage people to use public transport.

Participants who did not want to see any change or did not support the proposed underground car park commented:

- leave parking how it is
- construction will disrupt my business
- build a multi-story above ground car park instead
- find another alternative
- underground car parks aren't safe.

**‘... [if they] improve public transport and connections – then there will be less of a need for parking.’**

*Engagement Hub, May 2014*

For traders, the links with surrounding road networks and provision of suitable truck parking was a significant concern. One trader highlighted the importance of linking the car parks more effectively with surrounding major arterial roads where “our trucks travel from warehouses to the market”. Traders frequently suggested the car park should “think about truck movements, parking and cool room storage for delivery and people to pick up

produce” (Engagement Hub). For one trader, the idea of cool room storage underground (in the car park) was inappropriate because “transporting goods via lifts and stairs is less than ideal” (Engagement Hub).

Suggestions from traders about what features they would like to see in a new car park included ‘good-size bays’, sufficient height to enable easy truck access and parking, dedicated loading and unloading bays and trader box storage areas. Other participants wanted to see safety and security design principles, easy pram, wheelchair and trolley access, dedicated bus parking, good pedestrian signage, trolley storage or hire and a good emergency exit procedure. The option of online pre-payments was also suggested.

A prominent point during conversations related to issues of affordability, regardless of layout or design. One participant said, “I come here to save money on our shop, and if all my savings have to go on parking, we’ll stop coming, simple as that. Free parking options are important, if you’re going to make sure the market is for locals, you have to provide parking for when people do a big shop” (Engagement Hub). This view was supported by other participants. Another commented that parking “should focus on short term parking for people buying large amounts of goods; for others the focus should be on public transport” (Engagement Hub).

Suggestions to address issues of affordable car parking included a validation scheme and cheaper rates for consumers, free short-term parking to allow families to complete their weekly shop (30 minutes or two hours), “discount parking on weekends” (Engagement Hub) and “cheaper parking for traders” (Engagement Hub).

Other car parking-related topics included:

- Some participants questioned the impact the redevelopment would have on on-street parking and thought that short-term, on-street parking should continue to be available for those relying on QVM as their primary shopping destination.
- Participants felt on-street bus parking should be kept to maintain visitor numbers, and encourage organised tours and school group visits. One participant said, “I bring visitors here with me every week. We use the bus parking along that street on Peel Street. If we lose that bus parking, we’d also lose a large amount of customers”.



- Traders were concerned about the impact that car park construction would have on their businesses. Comments included, “why disrupt business and traders by moving A, B, C vendors? Is there enough room to displace everyone?” (Engagement Hub) and “I’m horrified that the council is proposing to sell off part of the market site and build a car park under A, B and C sheds. This is a very expensive solution to the shortage of car parking and will cause years of disruption to the market’s normal business” (Participate Melbourne).
- Some participants were also concerned about impacts on parking during construction.
- Contrasting with the strong request for additional car parking spaces to be provided through the renewal project, a small number of participants were opposed to car use generally. They made comments such as, “I’m not a car enthusiast, all our freeways and car parks should go underground” (Engagement Hub) and “should we be encouraging more cars into the CBD?” (Engagement Hub).

Some participants who did not agree with an underground car park considered above-ground parking a cheaper alternative and thought the proposal would result in more expensive parking rates. Typical comments received included, “it’s more cost effective to do above ground parking and increase space” and “it’s an expensive option and won’t help solve the problems of parking” (Engagement Hub).

## 4.4 Bicycle and pedestrian and public transport access

# ACCESS:

What would make it easier for you to walk or cycle around the market?

CoM’s proposal for access: The renewal draft concepts will alter the existing traffic and pedestrian conditions.

Capire asked the public to address what current access issues exist for pedestrians and cyclists and users of public transport.

Depending on what the preferred method of transport into the market was, there were varied responses explaining market-goers unique experiences of accessing the market. The answers we received focused on safety and the interaction between cars and pedestrians at the market on Queen, Therry, and Franklin Streets. Additionally, we received answers regarding access via public transport.

Please refer to page 6 to see the precinct map.

## SAFETY AND ACCESS WITHIN THE MARKET PRECINCT

**Overall, participants believed safety and access within the market precinct should be improved. In particular, they suggested improvements to walkways, wayfinding and cycling infrastructure. They were concerned about some of the streets around the market, including Franklin Street, Queen Street, Victoria Street and Therry Street, and suggested ways in which these streets could be made safer for pedestrian access.**

Concerns about pedestrian access within the market precinct specifically related to providing safe, accessible and convenient walkways within the market precinct, especially for the elderly and people with mobility restrictions. Participants said, “permeability within the market should be a focus – open, wide and legible” (Engagement Hub) with “more even ground for people with walkers and the elderly” (Engagement Hub).

Some participants found it difficult to navigate around the market precinct – “it’s hard to navigate the market, it would be good to have designated areas” (Engagement Hub) – and considered the renewal could be an opportunity to improve market wayfinding. Participants suggested the renewed market could include “interactive mapping and apps illustrating location of vendors” (Access and Inclusion Tour) and “using different materials for wayfinding and improved signage, both in shops and around the market site, would allow for better access” (Access and Inclusion Tour).

It was also observed that the market would be safer if there were “more opportunities for taxi drop-offs in safe areas to allow for better disabled access into key entry points of the market” (Access and Inclusion Tour) and “flat surfaces for those in wheelchairs and more accessible toilets around the market, in fact all toilets should be accessible” (Access and Inclusion Tour).

**‘I couldn't cross the road at the roundabout – better pedestrian access is needed!’**

*Engagement Hub, May 2014*

There were some concerns about pedestrian and cyclist safety when the market is not in operation. A particular suggestion was that the precinct could have more legibility and safety in the open spaces with “illumination to detract safety concerns during times when market is not in use” (Engagement Hub).

## THE FRANKLIN STREET CONNECTION

The proposed changes to Franklin Street would connect it directly to Dudley Street and remove the existing roundabouts. The intention would be to create better traffic connections and reduce congestion in the areas surrounding the market. It will also create stronger links to the city and the surrounding neighbourhood.

**Most participants spoke about Franklin Street being an unsafe street for pedestrians, especially the crossings near the large roundabout at Queen Street, and supported the creation of a signalised intersection.**

Regarding the safety of Franklin Street, participants said “the connection of Franklin Street to Victoria Street is dangerous and needs to be sorted” and there were many comments along

the lines of “the large roundabout is really bad for pedestrians, cars don’t stop” (Engagement Hub).

It was widely thought that the proposed re-alignment of Franklin Street would make the area safer for pedestrians and cyclists, with one participant noting “the redesign of Franklin Street provides an opportunity for council to equip it with protected bike lanes and a safe crossing at the new Franklin-Peel-Dudley intersection” (Participate Melbourne).

Some concern was expressed about the effect of the re-alignment of Franklin Street on the market precinct, particularly congestions around Dudley Street and access to the market, and the proposed new open space. One participant said, “whatever final traffic management plan is adopted, it must facilitate efficient and timely access for traders and produce delivery vehicles, providing unimpeded movement for trucks, vans and forklifts” (Participate Melbourne).

#### QUEEN STREET AND THERY STREET

The proposed changes to the market experience include the closing of Queen Street to vehicular traffic. This would increase safety for pedestrians and create more space for trading and events.

**Many participants spoke about how difficult it is to navigate the different vehicles and forklift trucks that frequently use Queen Street. They welcomed the idea of closing this area to traffic during market trading hours because people thought of the street as a barrier between the two sections of the market. Many said “the proposed closure of Queen Street between Therry and Victoria streets is a good idea” (Participate Melbourne) because it is currently “a block to the connectivity of the market” (Participate Melbourne).**

In relation to the future surface treatment of Queen Street, participants suggested “levelled pavements and clearer hazard signs” (Engagement Hub) to overcome hazardous areas near the curbs and laneways, as well as providing “more tactile surfaces on Queen Street for those who are visually impaired” (Access and Inclusion Tour). Other suggestions included adding “a designated walkway and bike lane” (feedback form) and making “the two sides of the market through Queen Street for walking only” (Engagement Hub).

Participants also thought Therry Street could be better integrated with the market precinct and said that access along Therry Street can currently be difficult for pedestrians and cyclists. One participant suggested that “Therry Street should better cater for cyclists and be safely connected to Flagstaff Gardens” (Engagement Hub).

#### CYCLISTS

**A number of participants thought the market could do more to promote a cyclist-friendly space.**

One noted that, “cycling and bike parking needs to be integrated to encourage use. Currently the market is car centric” (Engagement Hub).

It was generally acknowledged that the streets surrounding the precinct are unsafe for cyclists. Suggestions for improving the market to make it more bike friendly included “more bike lanes through the market” (Engagement Hub) and “developing proper bike lanes along Elizabeth Street to provide greater market access” (Engagement Hub). Participants also suggested

improving secure bike parking options and access for cargo bikes. One participant considered “more permeable land for cyclists to travel through” (Engagement Hub) was needed. It was also suggested that the master plan should take into consideration CoM’s Transport Strategy and Bicycle Plan 2012-16 which “highlight the growing trend of cyclists and their need to bike land integration and secure parking” (submission).

A small number of participants felt that the market was not a place for bicycles, including one who said “forget about cycling in the market area. By all means provide bike racks in close vicinity or on the edge of the market but I do not think having cyclists within the market precinct is a good idea” (Participate Melbourne).

## PUBLIC TRANSPORT

**Conversations about public transport connections to and from the market varied.**

**A number of participants considered the existing public transport to and from the market sufficient, while others believed weekend access to Flagstaff Station and better connections to the City Circle Tram would make pedestrian access and trolley use easier.**

A “lack of accessible trams, which makes it difficult for those with disabilities to travel to and from the market” (Access and Inclusion Tour) was also noted, and some participants felt that the market should promote and encourage public transport rather than reliance on car travel. This was not an option for others due to shopping quantities.

Suggested improvements included additional tram stops closer to market entry and exit points, greater tram frequency, a public shuttle bus service and a train station near to the precinct. Many participants also noted the importance of public transport options catering for heavy trolleys after a large shop.

Those who mentioned Flagstaff Station overwhelmingly believed that it should be open on the weekends to cater for market goers. People also cited that it should open on weekends to provide an easier alternative to driving to the market and to provide more inclusive access to the market.



## 4.5 Attractions and activities

# ATTRACTIONS:

What other activities and events such as the night market would bring you to the market precinct?

The answers Capire received predominantly focused on introducing new cultural events and festivities to the market precinct with the addition of several new types of supplementary markets. There were diverse views on what attracts people to the market. Some suggestions for encouraging more people to visit included extending the market hours, and providing more events and activities.

Some participants thought the market should be open for additional hours with the potential for supplementary activities, although others thought this would lessen the vibrancy of the market. Many participants also suggested additional market activities and attractions that they would like to see, such as more cultural events and other types of markets.

### MARKET OPENING HOURS

Many participants thought the current market hours could be extended, including “the market should be turned into a seven-day-a-week market” (Engagement Hub) and “QVM should be open Wednesday to Sunday and standardise the hours from 8am to 6pm or 8am to 8pm” (Engagement Hub). One participant wanted “extended hours into the early evening so that people after work can conduct their shopping or possibly grab a meal. I have been to many markets around the world as a tourist and have found most of them operate into the evening” (Participate Melbourne).

Participants believed there was potential to use the public spaces within the market at night. Many suggested that this would create a safer market precinct during the hours when the market is not in operation. Regarding this, we heard “the market needs to incorporate a range of uses to ensure it is fully activated and safe at all times of the day” (Participate Melbourne) and “I wish they could go on for longer and make use of the space at night” (Engagement Hub). It was also proposed that sections of the market could be activated, rather than the whole market precinct – “maybe pockets of the markets could stay open for extended hours, like the Queen Street area” (Engagement Hub) and “make it flexible for the traders and maybe put people who want to shut in one area” (Engagement Hub).

### MARKET ACTIVITIES AND ATTRACTIONS

Many participants spoke enthusiastically about the types of activities and attractions they would like to see within the market precinct, including spaces for performances and activities.





We frequently heard comments such as “more capacity for buskers and artists and there are opportunities for music throughout the market rather than just on corners” (Engagement Hub) and “musicals, short plays, street theatre and encouraging personal exercise like tai chi” (Engagement Hub). Participants thought the market should have more food and drink options, such as “we need hawkers markets, more

night markets with food” (Engagement Hub). We also heard that the precinct could provide more market-related activities for children. Some ideas included “a school holiday program with entertainment and cooking courses” (Engagement Hub) and “a kids market so they can learn about shopping, fruits and vegetables” (Engagement Hub).

Many participants thought the market could benefit from events within Melbourne and become more of an event space. Participants said “link the market to Melbourne festivals, for example the comedy festival” (feedback form) and “Melbourne has so many activities and events going on all the time, I think that the markets could become more of an event space for these things and help promote the markets and also give vendors more opportunities to operate outside of normal market times” (Participate Melbourne).

However, most participants felt that these events should have a market focus and should relate particularly to food. Participants said “make the market area part of all major City of Melbourne events like the Food and Wine Festival, and run workshops to see examples of how things are made” (Engagement Hub) and “have events involving those who depend and are experts on shopping at the market like chefs, buyers, long-term stall holders. Cultural events such as music or design and art based activities are important too but I think the focus should remain on what the market has and always will sell and give access to – food” (Participate Melbourne).

Participants thought the market should cater for regular customers and occasional visitors, with one participant noting “tourists and locals need different things, bring culture to the market through activities for both” (Engagement Hub). It was also suggested that the market promotion could be improved. Participants suggested that the market could “have weekly newsletter marketing campaigns” (Engagement Hub) and attract more customers by “promoting the business through cruise line directors with press kits” (Engagement Hub) and by having “more buses come to the market, directly from cruise ships” (Engagement Hub).



## 4.6 Retail, hospitality and services

# RETAIL, HOSPITALITY AND SERVICES:

## What new services and products would you like to see in the market precinct?

The proposals to the market include how to improve the market experience through the exploration of new retail, hospitality, and services. We asked the public to describe what they would want to see in the future market.

The responses Capire received addressed both the current market offerings and the possible future market changes. Predominantly, the responses focused on services and what could be included at the market in the future to make it a more encompassing and inclusive experience to all market-goers.

### MARKET COMPARISONS

During this phase of engagement, many participants compared QVM to other markets around the world. Some were slightly concerned that the renewal might mean QVM loses its local market character like, as they considered, Dandenong, Prahran and South Melbourne markets have as a result of renewals.

### MERCHANDISE MIX

**A large number of participants discussed the repetitiveness of the general merchandise section.**

Participants expressed concern that the general merchandise section had evolved into a place that predominantly sells tourist souvenirs. They said, “there are too many places in the market with the same shops, too many cheap Australian souvenirs” (Engagement Hub) and “some stallholders in the merchandise area have become too tourist and junky” (Participate Melbourne). But they also believed the type of products in the market should be decided by demand, with one participant saying “there is a good balance and it will continue to occur naturally” (Engagement Hub).

Most participants believed there should be more Australian-made products and better labelling on where the products come from. We frequently heard that there could be “more Australian made products, original craft, handmade, the market could help young designers get a place to display talent” (Engagement Hub) and “independent and local/Australian produced food and products” (Participate Melbourne). It was also proposed that the market should offer unique products, while still catering to all customers. One participant said “more local artists, pottery and crafts” (Engagement Hub) and another wanted “to see nicer things in conjunction with keeping some of the same products. The products need to cater to both tourists and locals” (Engagement Hub).

**‘More hand-made goods and fresh produce stalls like you find at farmers markets’**

*Participate Melbourne, May 2014*

Most participants were strongly opposed to having major retail brands in the market precinct, including a supermarket. Participants frequently expressed sentiments like “no supermarket we are the original supermarket, in fact that used to be our slogan” (Engagement Hub) and “we don't need any chain stores” (Engagement Hub). We also heard that the renewal should ensure the market remains a place for small traders via comments like “I don't want to see businesses in every shopping centre – this is for small traders” (Engagement Hub) and “markets have specialities, you don't need to have everything. Don't allow any more big brands or fast foods” (Engagement Hub).

#### RESTAURANTS AND RETAIL

**Some participants felt there was an opportunity to have additional restaurants around the market precinct.**

They suggested “tapas bars and international food stalls” (Engagement Hub) and “a restaurant row to be developed in the Franklin Street stores location. These should be good, mid-range eating establishments not tiny, fast food, student-focused restaurants. Provide wide footpaths for al fresco dining in mild weather. This will meet the needs of the currently expanding residential market being created by the massive high rise apartment towers being built in the Victoria Market vicinity” (Participate Melbourne).

Additionally, many participants asked whether the renewal would be a chance for new retail in the market precinct. Some suggested “more craft merchandise from local designers and manufacturers” (Engagement Hub), “a family orientated bookstore, more kids clothes and rain gear” (Engagement Hub) and “a focus on gardening like plants and gardening ideas” (Engagement Hub).

Nonetheless, some participants believed the retail around the market precinct was sufficient. One said “I don't want to see any more retail, hospitality and services, it is in a vibrant city with an abundance, an over-abundance even, of retail and hospitality services – keep the market as a market” (Participate Melbourne).

## SERVICES

**Participants suggested that there was an opportunity for the market to have everything a customer would need for a weekly shop, and some additional services especially for tourists and people with disabilities.**

One participant said, “at the moment your weekly shop is disjointed, you need to see a post office and an election booth at the market. Need to make the convenient for customers, especially as supermarkets are everywhere and that's what we need to keep up with” (Engagement Hub).

Others suggested additional services could include “a first aid area or a paramedic onsite” (Engagement Hub) and “a pharmacy, hardware store, pet store and fuller range of services, for example dry cleaning” (feedback form). Participants also suggested services necessary for tourists. We heard “a money exchange as it can help with tourists” (feedback form) and “a well-equipped information centre for the visiting tourists” (Participate Melbourne).

But a few participants didn't think the market needed any additional services, including “I don't think we need new services or products, it is not a shopping centre” (Participate Melbourne) and “this is a residential area and there will be far more local residents in the future than there are now. We do not need more retail outlets or hospitality services” (Participate Melbourne).



## FACILITIES

**When commenting on facilities people focused on the need for more toilets and more accessible toilets, more ATM machines and better signage around the market.**

In offering suggestions about toilets, people said “Could use more toilets at Peel Street and M Shed areas” (Engagement Hub) and “Toilets: there's not enough at the market, need more accessible services as well” (Engagement Hub) and “Better toilets - bigger and more obvious – including baby change facilities” (Engagement Hub).

There was clear demand for market toilets to be accessible to both young children and adults “More TOILETS and several with Disabled access including adult change table. Not all adults

with disabilities can stand up and many are incontinent - see "Changing Rooms" website" (Participate Melbourne).

It was common for people to combine their suggestion for facilities "More toilets and better facilities; more signage; more ATMs" (Engagement Hub) and "More toilets and better signs; portable hand wash and water stations (Engagement Hub) and "Also having ample facilities like ATMs, convenience/media stands, toilets" (Participate Melbourne).

#### AFFORDABILITY

**A number of participants were concerned about the cost of the products during and after the renewal.**

Because many customers shop at the market for its cheaper prices, there was concern that the renewal might make produce and products more expensive. This, in turn would discourage people from shopping here and the market would lose its existing atmosphere. They frequently expressed this kind of concern, including "I'm worried all costs will increase due to costs of renewal project" (Engagement Hub) and "I think there is a real risk of losing the market feel and increasing costs to the consumer" (Participate Melbourne). One participant also believed "any development needs to make sure the cost structure for the stall holders and customers remain unchanged" (Participate Melbourne).

#### ENVIRONMENT AND SUSTAINABILITY

**Many participants saw the renewal as an opportunity for the market to become a leader in environmentally-friendly packaging, as well as a leader in education on the origin of its products.**

Suggestions to improve market sustainability included "the market could do a better job with waste management and consistent collection" (Engagement Hub) and "use Second Bite and other food recycling programs and have recycling plastic bag facilities" (Engagement Hub). Regarding educating customers one participant suggested having an education area within the market to 'educate customer on how to live your life caring about keeping surrounds cleaner and greener, include a story board or a hall where you can invite people and showcase sustainable products" (Engagement Hub).

## 4.7 Trader feedback

**The focus of the responses we received from traders about all six themes were about the implementation and logistics of the proposals and how they would affect both the short-term and long-term financial sustainability of their businesses, and the market more generally.**

Traders also raised many questions and issues that were outside the scope of the engagement and the renewal process.

The other clear observation is that it is important not to consider traders to be a homogenous group simply due to their shared vocation. As the engagement period progressed findings



and observations demonstrated that opinions and ideas were varied, and several subgroups emerged based upon their age and length of time at the market, the type of goods they traded, and the trader's proficiency in spoken and written English.

There was an initial influx of traders visiting the engagement hub after the engagement period's media launch, but after that we observed that there were many traders who were misinformed due to an active but often incorrect market grapevine.

Many of the traders who were newer to the market expressed they weren't necessarily opposed to change but often their responses were conditional. Effectively, as long as the change had a positive outcome for business and opportunity long-term then it might be considered beneficial. For those who had been trading at the market for a significant period of time, concern was focused on loss of integral income and how that might affect 'life after the market'. Leaders within this group suggested it would be helpful to have a financial assistance initiative during the renewal process to help traders offset any losses due to construction.

## 4.8 Formal submissions by traders

In addition to the feedback we received at the Hub we also received three formal submissions from traders detailing alternative solutions for how to implement change at Queen Victoria Market.

Suggestions included, creating a tram interchange next to L Shed in order to allow more patrons to visit by public transport. There was a suggestion to create a passive green space with adjacent seating and cafes and to make Queen and Therry Streets a pedestrian mall with limited commercial vehicle access. Submissions also recommended using land to be sold to raise capital with a condition of providing parking to QVM Staff and traders and integrating the property on Queen Street into the plan for parking. Exploring underground parking facilities under A, B, C Sheds at a later point in time once works have been completed.

Another proposal suggested alternatives including extension of the roofs to provide better weather coverage, and a multi-storey car park on the existing car park site. A third proposal also suggested a multi-storey car park in addition to an open space creating safe and green pedestrian links into the market area.

# 5 Preparing the QVM master plan

Phase 2 community engagement for the Queen Victoria Market Precinct Renewal has revealed important community messages that should be considered when preparing the draft master plan for the QVM site and surrounds.

**1. Heritage is more than buildings, it's also about how we have, and continue to use the site.**

"We expect that the history, heritage buildings and cultural stories of the Queen Vic be incorporated in any new works and planning within the market precinct. As a city we have a very strong connection to the history of the site, so we must respect and acknowledge past owners, the cemetery, protect the existing sheds and embrace the generations of families and traders who have called the Queen Vic home."

**2. It makes sense to move the car parking but make it affordable, useful, easy to use and safe for everyone.**

"Moving the car parking underground seems sensible, but must serve regular customers for weekly shopping and work for the traders. We expect that future cost of parking be kept affordable and that the number of car parks should equal the same or more than the current capacity. Getting in and out of the car park safely and knowing where entrances and exits would be located will help us better understand the plan."

**3. The public open space needs to be a space that is all season, respectful, practical, flexible and potentially market influenced.**

"We like the open space idea, but it must be predominately a community space. Make it flexible in how it's used and useable and attractive in all weather conditions. The plan should consider how it can be an 'extension' of the market. It could be a new destination for food vendors and pop-ups, whilst always respecting and paying tribute to the cemetery, Indigenous and trader histories of the site."

**4. The Franklin Street connection is generally supported, but more work is required to minimise impacts and improve access for all.**

"We are in general agreement about the realignment of Franklin Street and that it could enhance access to the market precinct. It seems OK to remove the two main roundabouts and close Queen Street as this would improve safe pedestrian movements, but more work is required to avoid Franklin Street becoming thoroughfare and result in general traffic becoming busier and noisier. The plan must improve all connections and infrastructure for bicycles, improve disability access easier and safer connections to trams, trains and buses."

**5. The QVM can be more of an attraction.**

“We believe that QVM should always appeal to a diverse range of people for a wide variety of reasons. We expect that the plan will maintain this diverse appeal, but there is potential for additional trading hours, better use of public spaces and more at night-time use. The master plan needs to encourage more cultural events and provide other market experiences. More space for performances, activities and links to other city events will make the market more of an all-week city experience.”

**6. Please keep the Queen Vic a Melbourne market.**

“The Queen Vic is a market. It is not a supermarket or big brand retail outlet. The weekly shop must be affordable, appealing and always entertaining. Of course, new retail is possible and encouraged, but please make any new retail unique, higher quality and represent a better balance between affordable merchandise and unique Australian-made products and produce. Keeping the everyday shopping and visiting costs down during and after the renewal will be essential to us to keep visiting the market.”

**7. We have mixed views about the new development site.**

‘We have mixed views about the new development site. Some of us are very concerned about selling off our space.’ Others are worried about the size, scale of the development and the need to protect a community asset. Once sold, it will never return. We do support better access and activity at the street level. Yet, we generally remain concerned about high-density developments overshadowing and overpowering the market precinct and the street. The new plan must convince us that the development site is necessary, that it will significantly contribute to the overall master plan and will respect the design and heritage values of our much loved Queen Vic.”



## 6 Next steps

The engagement findings outlined in this report will help inform the development of a master plan for the market. A third phase of community engagement about the draft master plan is expected to occur in late 2014.

The final master plan for QVM is scheduled to be released in June 2015 with implementation of the master plan set to begin in July 2015.

This report will be circulated to people who indicated throughout the engagement process that they would like to be kept informed of the project's progress. This report will also be posted on the Participate Melbourne website.

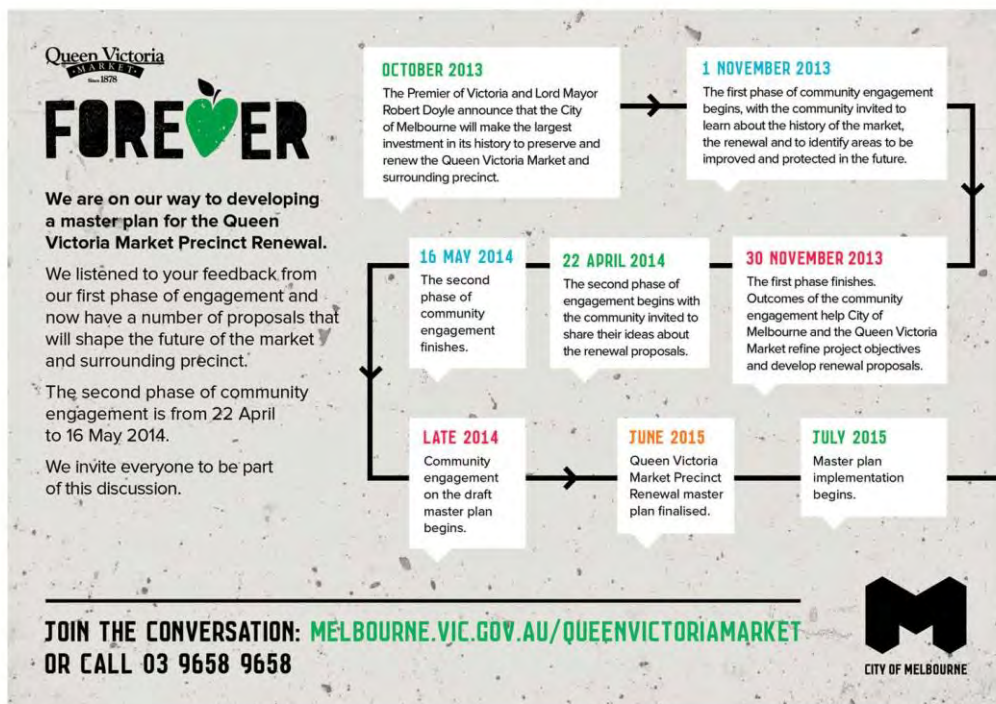
For further information about the Queen Victoria Market precinct renewal and for updates please visit the project website <http://www.melbourne.vic.gov.au/queenvictoriamarket>.





## Appendix A. Project collateral

### POSTCARD



POSTER



# FOREVER

MAKING A GREAT MARKET EVEN BETTER

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

**WE ARE ON OUR  
WAY TO DEVELOPING  
A MASTER PLAN  
FOR THE QUEEN  
VICTORIA MARKET  
PRECINCT RENEWAL.**

During this phase of  
engagement we want to  
hear your ideas about a  
number of proposals that  
will shape the future  
of the market and  
surrounding precinct.

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VISIT: [MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET](http://MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET)  
OR CALL (03) 9658 9658



CITY OF MELBOURNE



ADVERTISEMENTS

COMMUNITY ENGAGEMENT  
PHASE TWO

# QUEEN VICTORIA MARKET

We are on our way to developing a master plan for the renewal of the Queen Victoria Market precinct. During the second phase of community engagement we want to hear your ideas on proposals generated from the first phase of engagement.

Phase two runs from Tuesday 22 April to Friday 16 May 2014. Join the conversation.

[melbourne.vic.gov.au/queenvictoriainmarket](http://melbourne.vic.gov.au/queenvictoriainmarket)



**GET INVOLVED IN YOUR CITY**

**DOCKLANDS COMMUNITY FORUM**

Interested in the future of Docklands? The Docklands Community Forum is a public meeting held every two months to encourage community input. The next meeting takes place on Wednesday 30 April.

[melbourne.vic.gov.au/docklands](http://melbourne.vic.gov.au/docklands)

**NOCTURNAL AT ARTPLAY**

Explore the Australian landscape with Nocturnal at ArtPlay. Children can make their own light box from discarded timber and compose a soundscape to go with it. The finished art will be featured in an outdoor installation. Suitable for children aged between 7 to 12 years.

[melbourne.vic.gov.au/artplay](http://melbourne.vic.gov.au/artplay)



**WEDNESDAY 30 APRIL**

**COMMUNITY FORUM**

A City of Melbourne community forum will be held at the Kensington Community Centre on Wednesday 30 April. Speak with Councillors and council officers and find out how to participate in activities and decision making at the City of Melbourne.

[melbourne.vic.gov.au/participate](http://melbourne.vic.gov.au/participate)

**KNOWLEDGE WEEK SUBMISSIONS**

Be a part of Melbourne Knowledge Week 2014 this October. It's a great chance for businesses, designers, community groups and entrepreneurs to showcase and share their innovation and expertise. Expressions of interest close on Wednesday 30 April.

[melbourne.vic.gov.au/knowledge](http://melbourne.vic.gov.au/knowledge)



**Melbourne City Council** (from left): Cr Ken Ong, Cr Beverley Pinder-Mortimer, Cr Jackie Watts, Cr Anton Wood, Lord Mayor Robert Doyle, Cr Robyn Leppert, Deputy Lord Mayor Susan Riley, Cr Stephen Mayne, Cr Richard Foster, Cr Cathy Oko, Cr Kevin Louey.

For information on programs, services, Council and committee meetings, please call **03 9558 9658** or visit [melbourne.vic.gov.au](http://melbourne.vic.gov.au). Connect with the City of Melbourne at [melbourne.vic.gov.au/socialmedia](http://melbourne.vic.gov.au/socialmedia)




# QUEEN VICTORIA MARKET

We are on our way to developing a master plan for the renewal of the Queen Victoria Market.

We listened to your feedback from the first phase of community engagement and have put together proposals to help inform our master plan for the Queen Victoria Market Precinct Renewal.

Our second phase of community engagement is on until Friday 16 May and we are keen to hear your ideas about the proposals.

Drop into the Queen Victoria Market's engagement hub to talk with the team and share your ideas or join the conversation online.

[melbourne.vic.gov.au/queenvictoriainmarket](http://melbourne.vic.gov.au/queenvictoriainmarket)

**GET INVOLVED IN YOUR CITY**

**LORD MAYOR'S COMMENDATIONS**

The Lord Mayor's Commendations acknowledge and celebrate the longevity of independent small business proprietors and family-run businesses within the City of Melbourne. Applications for 2014 are open now until Friday 13 June.

[melbourne.vic.gov.au/commendations](http://melbourne.vic.gov.au/commendations)

**ARTS GRANTS PROGRAM**

The City of Melbourne 2015 annual arts grants program applications open on Monday 5 May. Whether you're an artist or arts organisation, you may be able to get funding for your art project or activity.

[melbourne.vic.gov.au/grantsandponsorship](http://melbourne.vic.gov.au/grantsandponsorship)



**A NEW PUBLIC ARTWORK**

The middle promenade of North Bank Wharf is now home to Russell Anderson's new interactive, steam-punk inspired public artwork, *Apparatus for Transtemporal Occurrence of Impending Space*. With surfaces of machined and cast bronze, brass, steel and copper, the artwork celebrates the beauty of Victorian-era engineered objects.

[melbourne.vic.gov.au/whatson](http://melbourne.vic.gov.au/whatson)

**LUNCH BEAT DANCE EVENT**

Get active and ditch your desk with Lunch Beat. As part of the '100 Ways to Move It Melbourne' initiative, workers are invited to a one hour lunchtime dance event at The Toff every Tuesday in May, noon to 1pm, with a free healthy sandwich on the side.

[melbourne.vic.gov.au/100ways](http://melbourne.vic.gov.au/100ways)



**Melbourne City Council** (from left): Cr Ken Ong, Cr Beverley Pinder-Mortimer, Cr Jackie Watts, Cr Anton Wood, Lord Mayor Robert Doyle, Cr Robyn Leppert, Deputy Lord Mayor Susan Riley, Cr Stephen Mayne, Cr Richard Foster, Cr Cathy Oko, Cr Kevin Louey.

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## Appendix B. Media coverage

Date	Publication	Publication type	Title
15-Apr-14	Stonnington Leader Melbourne	Print Melbourne Local	Queen Victoria Market
16-Apr-14	Melbourne Times Weekly	Print Melbourne Local	Queen Victoria Market
22-Apr-14	Herald Sun	Online	Queen Vic Market \$250m makeover
22-Apr-14	The Age	Online	Plan to sell Vic Market land
22-Apr-14	Yahoo! News Australia	Online	Queen Victoria market set for \$250m makeover
22-Apr-14	Herald Sun	Print Melbourne Daily	Makeover fit for a Queen
22-Apr-14	Herald Sun	Print Melbourne Daily	A Growing Market
22-Apr-14	The Age	Print Melbourne Daily	Vic Market plan has large plaza and land sales to developers
22-Apr-14	3AW Melbourne	Radio Melbourne	05:30 News 5:30AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Breakfast 6:11AM
22-Apr-14	3AW Melbourne	Radio Melbourne	06:30 News 6:30AM
22-Apr-14	3AW Melbourne	Radio Melbourne	07:00 News 7:01AM
22-Apr-14	3AW Melbourne	Radio Melbourne	08:00 News 8:02AM
22-Apr-14	3AW Melbourne	Radio Melbourne	08:30 News 8:32AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 8:59AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:10AM



Date	Publication	Publication type	Title
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:17AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:21AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:22AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:23AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:44AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:58AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:24AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:25AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:28AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:22AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:38AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:57AM
22-Apr-14	3AW Melbourne	Radio Melbourne	15:00 News 3:03PM
22-Apr-14	3AW Melbourne	Radio Melbourne	16:00 News 4:03PM
22-Apr-14	3AW Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Breakfast 8:09AM
22-Apr-14	3AW Melbourne	Radio Melbourne	09:00 News 9:02AM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	07:00 News 7:04AM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	07:45 News 7:53AM

Date	Publication	Publication type	Title
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	12:00 News 12:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:14PM
22-Apr-14	FOX FM Melbourne	Radio Melbourne	07:00 News 7:01AM
22-Apr-14	FOX FM Melbourne	Radio Melbourne	16:00 News 4:03PM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	08:00 News 8:01AM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	09:00 News 9:01AM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	16:00 News 4:01PM
22-Apr-14	MIX FM 101.1 Melbourne	Radio Melbourne	16:00 News 3:59PM
22-Apr-14	NOVA 100.3 Melbourne	Radio Melbourne	07:00 News 7:02AM
22-Apr-14	SEN Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	SEN Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	SEN Melbourne	Radio Melbourne	09:00 News 9:02AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:14AM

Date	Publication	Publication type	Title
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:34AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 8:37AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	09:00 News 9:10AM
22-Apr-14	TR FM Traralgon	Radio Victorian Regional	08:35 Local News 8:32AM
22-Apr-14	Channel 10 Melbourne	TV Melbourne	TEN Eyewitness News 5:38PM
22-Apr-14	Channel 7 Melbourne	TV Melbourne	Seven News 6:13PM
22-Apr-14	Channel 9 Melbourne	TV Melbourne	National Nine News 6:21PM
22-Apr-14	National Nine Network	TV National	Today 7:08AM
22-Apr-14	Network Ten	TV National	Eyewitness News Morning 11:35AM
22-Apr-14	Network Ten	TV National	Eyewitness News Early 5:53AM
23-Apr-14	Infolink	Online	\$250 million Queen Victoria Market renewal concepts unveiled
24-Apr-14	Herald Sun	Print Melbourne Daily	50/50
25-Apr-14	The Age	Print Melbourne Daily	Selloff by stealth?
26-Apr-14	The Age	Online	Vic Market must be preserved and enriched
26-Apr-14	Herald Sun	Print Melbourne Daily	Parking tax may aid market revamp
26-Apr-14	Herald Sun	Print Melbourne Daily	Market tax plan

Date	Publication	Publication type	Title
26-Apr-14	The Age Saturday	Print Melbourne Daily	Vic Market must be preserved and enriched
26-Apr-14	3AW Melbourne	Radio Melbourne	Streetwise 11:38AM
30-Apr-14	Melbourne Times Weekly	Print Melbourne Local	Queen Victoria Market
05-May-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:43AM
07-May-14	The Age	Online	Melbourne City Council urged not to disturb graves under Queen Victoria Market
08-May-14	Herald Sun	Online	Melbourne City Council to spend \$3 million with plans to remove street parking for bike lanes and public transport
08-May-14	news.com.au	Online	Council rates to rise in Melbourne
08-May-14	news.com.au	Online	Melbourne City Council to spend \$1m to kick-start Queen Victoria Market redevelopment
08-May-14	The Age	Print Melbourne Daily	Past versus present
08-May-14	Channel 10 Melbourne	TV Melbourne	TEN Eyewitness News 5:06PM
09-May-14	Herald Sun	Print Melbourne Daily	Make way for bikes
10-May-14	3AW Melbourne	Radio Melbourne	Streetwise 11:47AM
13-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:21AM
13-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 10:56AM
13-May-14	774 ABC	Radio Melbourne	Mornings 9:13AM



Date	Publication	Publication type	Title
	Melbourne		
14-May-14	Melbourne Times Weekly	Print Melbourne Local	Rate Rise Higher For Some
14-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:46AM
14-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:50AM