

Fivex Pty Ltd  
ACN 090 541 996

# Fivex

28 August 2017

Dear Lord Mayor and Councillors

I am writing to express our concern about certain aspects of the plan to close Elizabeth street between Flinders Lane and Flinders Street ("*Elizabeth Street South*"), and to seek your assistance.

Fivex owns two of the key properties directly fronting Elizabeth Street South: 276 Flinders Street and 34 Elizabeth Street ("*Carlow House*") which provide 90% of the retail frontage.

Fivex submits that the recommendations of the Section 223 Committee meeting need further amendment, in particular we request that Council move to modify the recommendation of item 6.4 on Council's agenda with the following amendments in bold so the recommendation reads as follows:

"7. That Council:

**7.1. Approves the permanent road closure of the southbound carriageway of Elizabeth Street, between Flinders Lane and Flinders Street as recommended by the Submissions Committee at Attachment 3.**

**7.2 Assign designated outdoor seating areas along Elizabeth Street South that do not impact on pedestrian movements.**

**7.3. Widen the footpath for the full length of Flinders Lane between Elizabeth Street and Rothsay Lane.**

**7.4. Commit to a Place Management Process and a further report be prepared when the Elizabeth Street, South footpath widening works are complete.**

**7.5. Notify all submitters in writing of its decision and the reasons for its decision."**

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### **The economic significance of Elizabeth Street South:**

The local retail trade for this part of Elizabeth Street south is well in excess of \$100m per annum.

Coles the anchor tenant of 276 Flinders Street has acknowledged that on a rate per square metre basis the Elizabeth Street store is the highest grossing store nationwide and equivalent in turnover to a store triple its size.

In addition, Elizabeth Street South has some of the most valuable and productive retail space in the country and Council needs to carefully consider the economic impacts of the closure of Elizabeth Street South.

Fivex's concern is that if these changes are not carefully considered, they will have a significant adverse impact on the ability of local retailers to trade which would in turn impact on the value of the commercial properties.

The three commercial properties that have retail frontage facing Elizabeth Street South pay about half a million dollars a year in Council rates.

75-80% of the improved value is in the retail space and if the retail viability is harmed it will substantially reduce the rateable value of these commercial properties.

Fivex requests that Council adopt its suggested amendments to the Officer's recommendations in order to avoid the potential unintended economic consequences of the proposal to close Elizabeth Street South.

**RECOMMENDATION 7.2: That Council assign designated outdoor seating areas along Elizabeth Street South that do not impact on pedestrian movements.**

Please refer to pages 1 to 10 of the attachment. From the drawings you will see that it is highly desirable to assign designated outdoor seating areas in order for retailers to licence these areas without unreasonably impacting on pedestrian flows.

The resolution of the Section 223 Committee on this issue with my bold highlight:

*1.1.3. issues raised by submitters in respect to public seating, outdoor cafes and other design related matters **will be addressed** as part of the broader project to upgrade Elizabeth Street South.*

Based on the feedback we have received from Council Officers, we are concerned that there is no desire by Council officers to allow appropriately located outdoor seating areas along Elizabeth Street South, once the road closure works are completed.

Fivex requests that Council pass a resolution that designated outdoor seating areas along Elizabeth Street South must be incorporated into the final design to avoid any ambiguity.

# Fivex

That resolution would ensure that the retail experience for pedestrians is improved, the ability for retailers to trade will not be adversely impacted by the road closure in the long term and as demonstrated by the attachment, designated outdoor seating areas can be created without impacting on pedestrian flows.

**RECOMMENDATION 7.3: That Council widen the footpath for the full length of Flinders Lane between Elizabeth Street and Rothsay Lane.**

As a result of the proposed closure of Elizabeth Street, South the need for vehicular traffic heading in a westerly direction along Flinders lane turning left onto Elizabeth Street is removed.

As you will see in the attachment on pages 11 to 14, that creates an opportunity for the footpath between Elizabeth Street and Rothsay lane to be widened.

The significant benefit of widening the footpath as shown on pages 12 and 14 of the attachment is that pedestrian flows would be significantly improved between Rothsay Lane and Elizabeth Street and the retail opportunities for traders whose shops currently front Flinders Lane will significantly improve.

Further, enhancing the public domain along this section of Flinders Lane will have the important urban design outcome of further ensuring the long term viability of Carlow House which is a significant heritage building.

Fivex requests that Council resolves to widen the footpath along Flinders Lane between Elizabeth Street and Rothsay Lane and to relocate the loading bay that is currently situated in this location.

Council Officers have advised Fivex that Council plans to carry out footpath widening works along this section of Flinders Lane which we welcome, however, we believe that the footpath widening design developed by Baldasso Cortese will lead to even better public outcomes and we request that Councillors formally resolve to adopt Baldasso Cortese's footpath widening plan.

**RECOMMENDATION 7.4: That Council commit to a Place Management Process and a further report be prepared when the Elizabeth Street, South footpath widening works are complete.**

Fivex submits that Council should commit to and fund a Place Management process for the area with an appropriate events schedule as part of the closure of Elizabeth Street South.

Fivex submits that Council needs a particular individual to be responsible for implementing the Place Management process once the footpath widening works are complete.

I look forward to discussing the issues with you further.

Kind regards,



Lesli Berger  
Managing Director

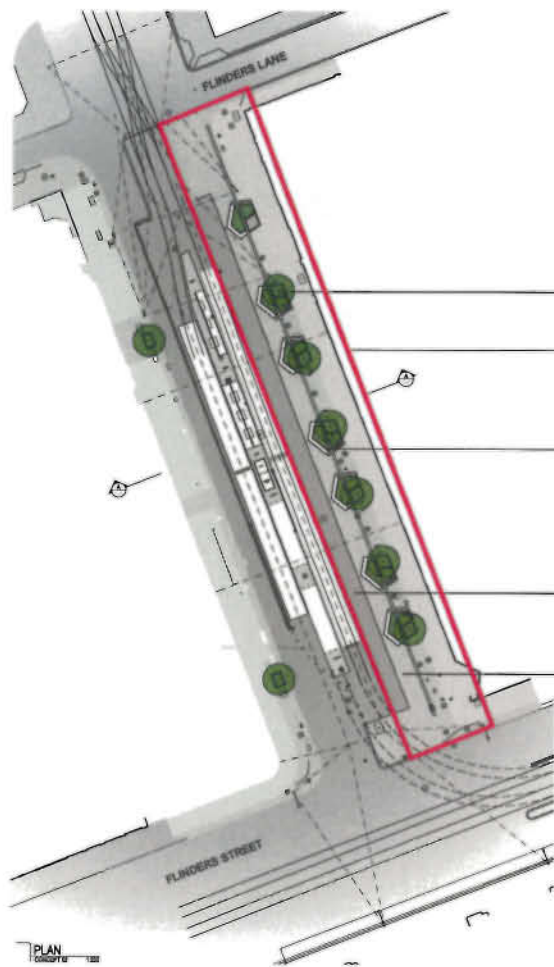
**Fivex**  
COMMERCIAL PROPERTY

**ELIZABETH STREET PRECINCT**

**PRESENTATION TO CITY OF MELBOURNE**

**20 JULY 2017**

BALDASSO CORTESE



INTRODUCE LANDSCAPE ELEMENTS

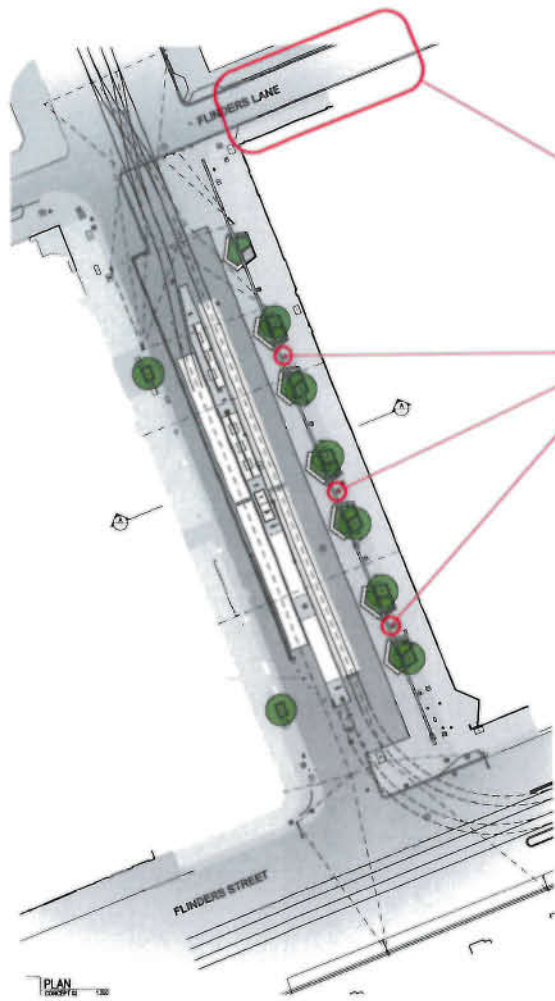
PEDESTRIANISED AREA

INTRODUCE SEATING ELEMENTS

REMOVE TRAFFIC LANE

EXTEND BLUESTONE PAVEMENT

## CITY OF MELBOURNE PROPOSAL

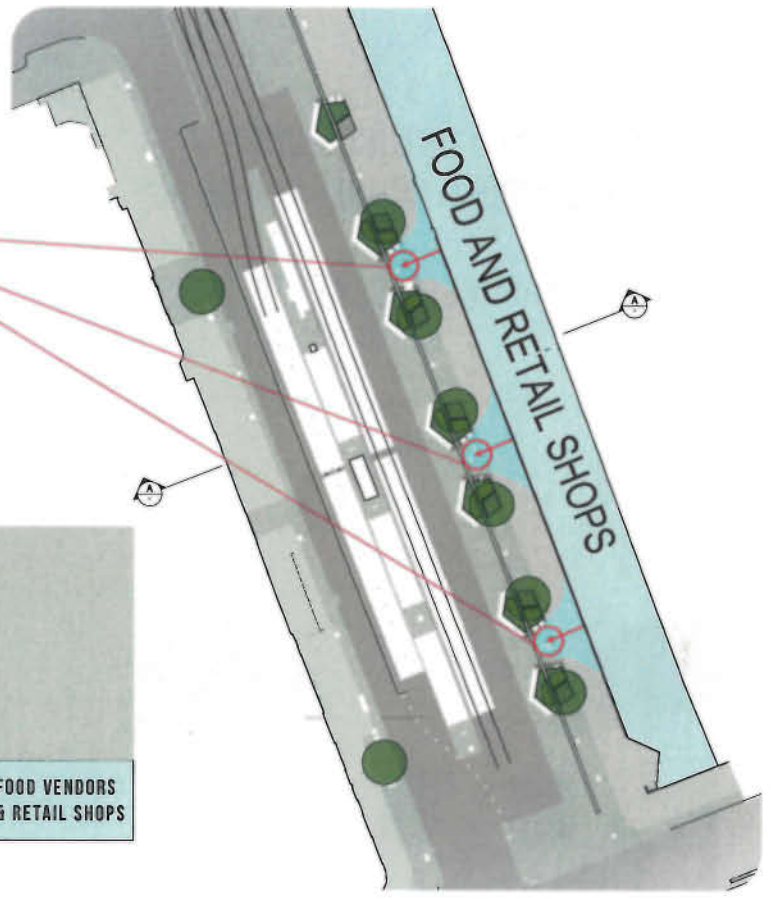
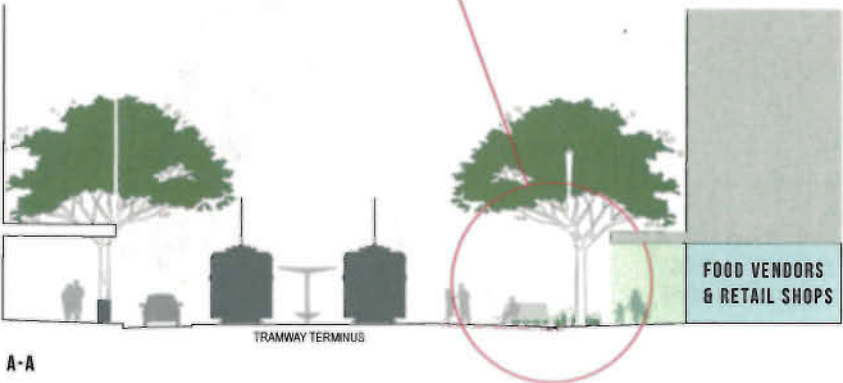


REMOVE LEFT TURNING LANE AND WIDEN FOOTPATH ON FLINDERS LANE

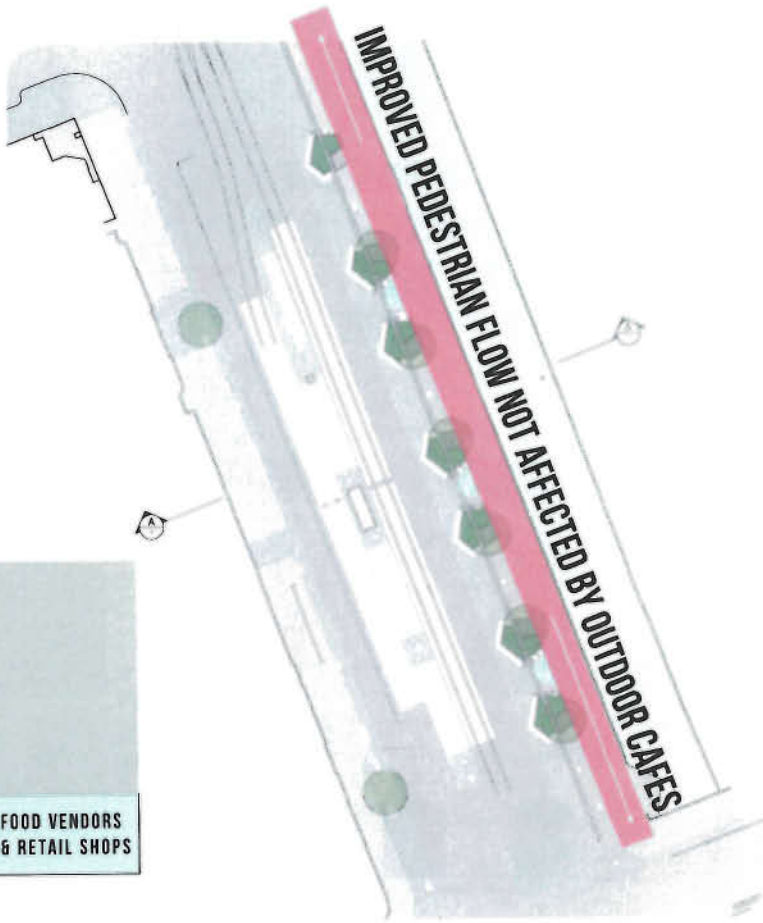
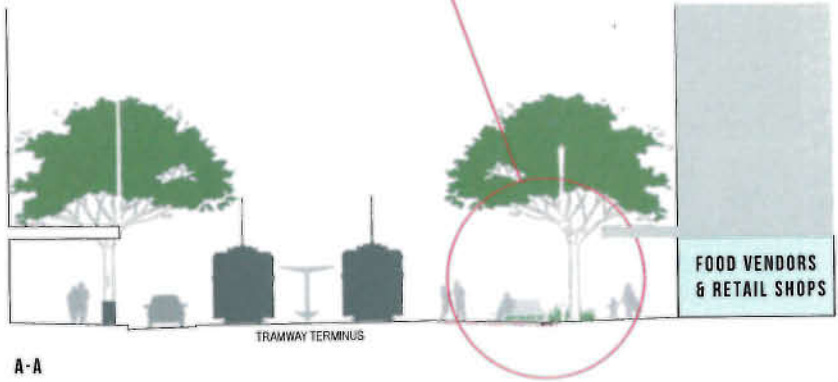
INTRODUCE DESIGNATED OUTDOOR CAFE ZONES

**FIVEX PROPOSAL**

DESIGNATED OUTDOOR CAFE ZONES WOULD CONNECT FOOD VENDORS TO PEDESTRIANISED STREET



DESIGNATED OUTDOOR CAFE ZONES WOULD CONNECT FOOD VENDORS TO PEDESTRIANISED STREET

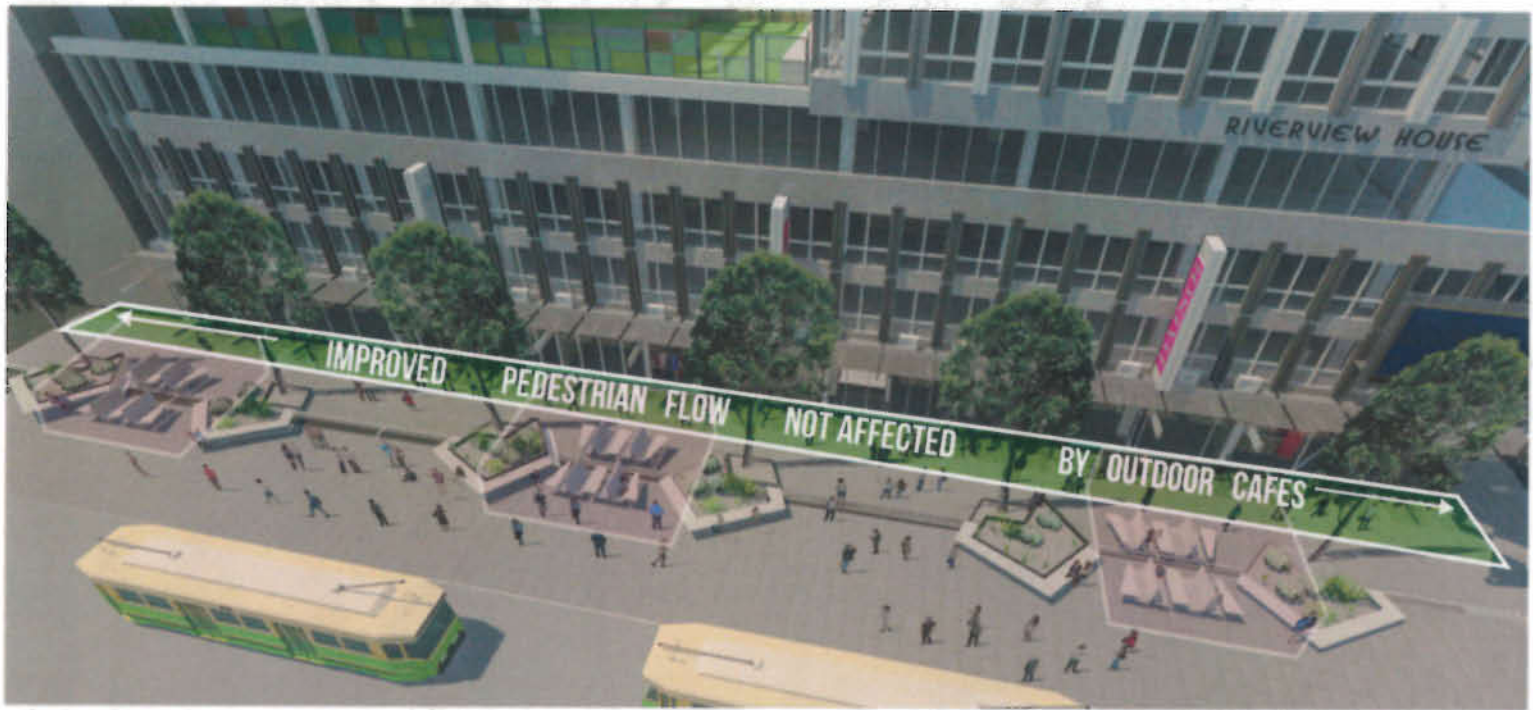


A-A



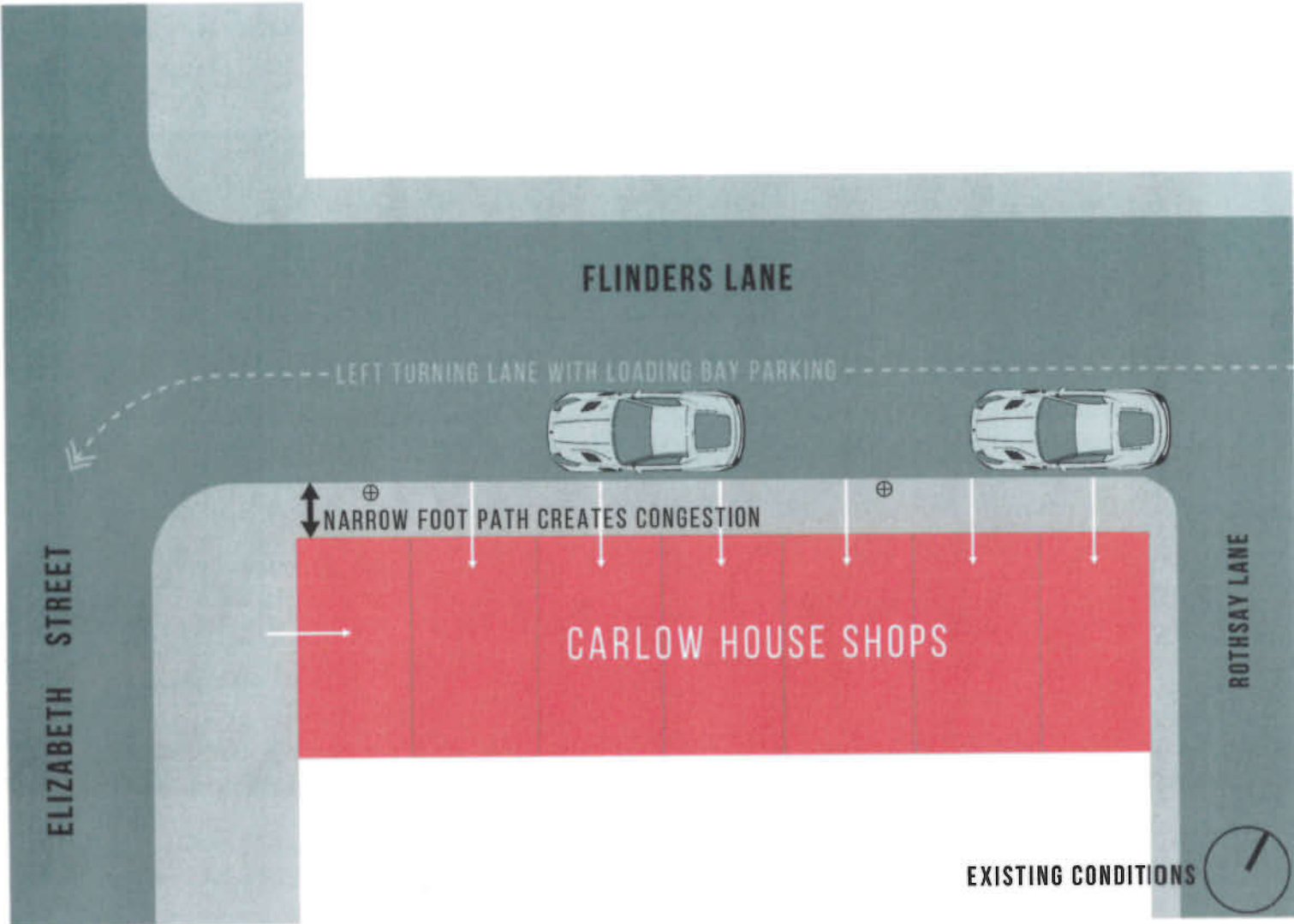












FLINDERS LANE

LEFT TURNING LANE WITH LOADING BAY PARKING

ELIZABETH STREET

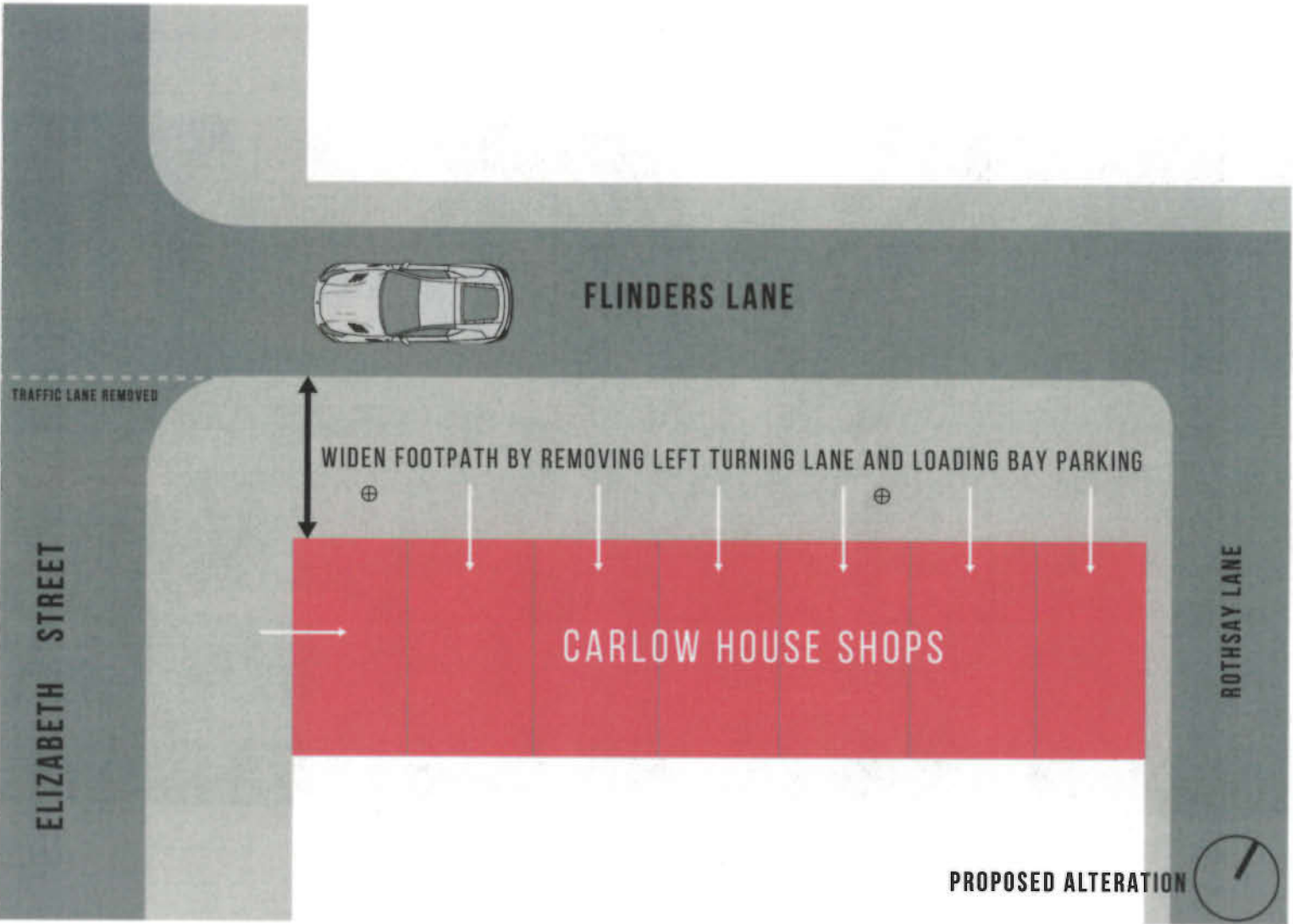
ROTHSAY LANE

NARROW FOOT PATH CREATES CONGESTION

CARLOW HOUSE SHOPS

EXISTING CONDITIONS













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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Monday, 28 August 2017 4:50 PM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1183]

**Name: \*** Chris Thrum

**Email address: \*** [mineralsands@hotmail.com](mailto:mineralsands@hotmail.com)

**Contact phone** 0422066973  
**number (optional):**

**Please indicate** Council meeting  
**which meeting**  
**you would like to**  
**make a**  
**submission to by**  
**selecting the**  
**appropriate**  
**button: \***

**Date of meeting: \*** Tuesday 29 August 2017

**Agenda item title:** 6.5 Review of the Yirramboi First Nations Arts Festival 2017 and development of 2019 festival  
\* program

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

Dear City of Melbourne Meetings Group Team

This is a written response in regards to Agenda Item 6.5 Review of the Yirramboi First Nations Arts Festival 2017 and development of 2019 festival program, that will be discussed at the 29th August 2017 Melbourne City Council Meeting.

I support the recommendations from management.

YIRRAMBOI First Nations Arts Festival enables City of Melbourne to continue its policy of Council Plan 2017-21 Goal 9 : A city with an Aboriginal focus.

The five tribes of the Kulin Nation, the Wurundjeri, Boon Wurrung, Taungurong, Dja Dja Wurrung and Wathaurung benefit from the Yirramboi First Nations Arts Festival.

There is nothing wrong with teething problems as the experience at working through the problems will help ensure a better 2019 Yirramboi Festival.

Looking at how effective the promotion and marketing of Melbourne Fashion Week and Melbourne Music Week City of Melbourne has the capacity to fine-tune the promotion and marketing of Yirramboi.

<http://yirramboi.net.au/category/program/>

Program — Yirramboi

yirramboi.net.au

Yirramboi First Nations Arts Festival is a ten day feast of arts and events showcasing the diversity and individuality of First Nations artists.

City of Melbourne has the ability to improve on the marketing and program availability and information of Yirramboi.

Could the festival be every year, and would that improve its viability and impact.

Has there been a discussion on how effective the logo was for the 2017 iteration of the Festival?

For the fourth iteration of Yirramboi in 2019, who will be designing the logo for the Yirramboi Festival.

Yirramboi changes the conversations that people have because citizens become more informed and more positive after their experiences at the Festival.

It is appropriate that there is a reference group of Kulin Nation elders from different tribes to discuss with City of Melbourne about the future direction of Yirramboi.

In future Yirramboi festivals environmental sustainability should be highlighted more as for thousands of years the tribes of the Kulin Nation managed the land and water in a sustainable manner. Credit should be given to the tribes of the Kulin Nation for their capacity to live in a sustainable manner for thousands and thousands of years before the Rebecca sailed into Port Phillip Bay in 1835.

What should the 2035 Yirramboi Festival be like?

City of Melbourne should be applauded and encouraged for their commitment to the Yirramboi Festival.

Best regards

Chris Thrum

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Phone - 0422066973

**Privacy** I have read and acknowledge how Council will use and disclose my personal information.  
**acknowledgement:**

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Monday, 28 August 2017 7:45 PM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1185]

**Name: \*** Jenny Pyke

**Email address: \*** [jennypyke@yahoo.com.au](mailto:jennypyke@yahoo.com.au)

**Please indicate which meeting you would like to make a submission to by selecting the appropriate button: \*** Council meeting

**Date of meeting: \*** Tuesday 29 August 2017

**Agenda item title:** Queen Victoria Market Item 6.6

**\*  
Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

Dear Lord Mayor and Councillors

The traders at the QVM have protested against the digging up of Sheds ABC&D and H&I. We petitioned and protested at the start of these plans for renewal and were led to believe our concerns had been heard, and there would be no digging up of the heritage sheds, only to learn we were being misled. The plans for the underground basements were never off the agenda, only disguised as other enhancements.

We were also misled about H & I sheds, the plans are still to create a seating area in the centre of the sheds with a boundary of food stalls at the edges. The concept of buying a steak in the meat hall and someone in the food court cook it, are pie in the sky at best and against health regulations at worst.

The current proposal for the basements undermines the cultural heritage of the QVM by changing the underlying premises upon which the market operates.

We are a low cost operation delivering value for money across all of our sectors including General merchandise the long lost cousin in this Renewal.

Undermining the General merchandise sector which largely caters to the tourist population, places pressure back on the Food sector which will find itself like the Barcelona Markets unable to operate because people just want to take photos, clog up their retail space and deter the locals from shopping at the QVM.

The Retail Strategy for the QVM needs to be questioned as does why we are churning CEOs and why we have lost almost 100 Traders before the Renewal has started

Kind regards

Jenny Pyke

**Privacy** I have read and acknowledge how Council will use and disclose my personal information.

**acknowledgement:**

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Tuesday, 29 August 2017 10:20 AM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1187]

**Name:** \* Mary-Lou Howie

**Email address:** \* [howie.marylou@gmail.com](mailto:howie.marylou@gmail.com)

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**number (optional):**

**Please indicate** Council meeting  
**which meeting**  
**you would like to**  
**make a**  
**submission to by**  
**selecting the**  
**appropriate**  
**button:** \*

**Date of meeting:** \* Tuesday 29 August 2017

**Agenda item title:** QVM car park  
\*

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

City of Melbourne Revised Market Renewal Plan

The CoM revised market renewal plan does not allay any of the serious concerns the previous scheme displayed.

A stated 5 year redevelopment program of a seriously compromised operation that imperils QVM's very existence may well be a transition to extinction and the death knell of QVM particularly when the construction process will generate a gravely detrimental environment of noise, fumes, impact of in-ground works, barricaded and restricted corridors for public circulation and movement between the reduced retail offerings. Besides this will be the seriously diminished basis for those reduced number of traders who will remain during this phase further disadvantages QVM's offer to the public. Again, the proposed dismantling, storage and reinstatement of the 4 heritage listed sheds would diminish and compromise their heritage status and which would require Heritage Victoria approval to proceed. As well, part of the roof of Shed D is proposed to be raised to facilitate movement of high trucks which alone will destroy its heritage status. Vic Roads will also require to review the scheme which is going to generate traffic congestion as site access and egress is

so close to the busy Victoria Street and Peel Street intersection.

A string of goods and passenger vehicles intending to enter and exit the car park may well absorb and disrupt South bound lanes in Peel Street and West bound lanes in Victoria Street carrying traffic to the City and the Western distributors. Further, vehicles coming from the South will also add to traffic congestion with the need to turn to enable them to enter from the North.

Upon entry to the car park this mix of vehicles will descend up to 4 levels plus a mezzanine via a series of ramps with the customer car parking at the bottom most level from which passengers will then ascend to Ground level via lifts, stairs and escalators. They must then reverse the process following their market purchasing.

Lifts and possibly escalators will not be available for operation during an emergency or evacuation which may very well strand many people at the car park level.

The number of car parking spaces has reduced from 580 to 220. This beggars belief to have such a massive undertaking for so little number and to reduce the number by 360 spaces either displays inadequate analysis, or they are deemed unnecessary, or, it generates a requirement for additional parking elsewhere

The capital cost of this installation together with the high operating and recurrent costs together with fire safety and mechanical air handling systems all aggravated further by downtime for maintenance, overhaul and replacement, beside the necessity of continuous monitoring, can only add to its inefficiency, its unfitness, inadequacy and ineptness beside the inconvenience to the public who will become frustrated, consequently deterring many of them from visiting.

These facts alone disqualify this CoM scheme as a tragic error of judgement and may well fatally extinguish the QVM as we know it and as the mecca we know it to be.

The CoM must be required to display the following information on their scheme:

- 1 The construction zone and extent of area absorbed in the works process together with circulation restrictions necessary for the public;
- 2 Indicate proposed tradeable space, numbers and area;
- 3 The number of traders are expected to be sidelined due to the construction phase;
- 4 The additional trader space and location, claimed in this revised scheme to be doubled following the works.

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Tuesday, 29 August 2017 10:42 AM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1188]

**Name: \*** Tristan Davies

**Email address: \*** [melbourneheritageaction@gmail.com](mailto:melbourneheritageaction@gmail.com)

**Please indicate which meeting you would like to make a submission to by selecting the appropriate button: \*** Council meeting

**Date of meeting: \*** Tuesday 29 August 2017

**Agenda item title: \*** 6.6 Queen Victoria Market Precinct Renewal (QVMPR) Program: Proposed design for the below ground operational area A to D sheds, including preferred vehicular access point

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

MHA neither fully supports nor fully opposes the proposed basement and its entry point.

The proposal represents massive intervention; though the end result above ground is relatively minor for the market as a whole, it represents a major change for sheds A–D, in both intervention and interruption of the ‘open character’, and changes to operational ‘theatre’ of the market.

We understand and accept some of the rationale for this proposal, but many details of operations and some of the justifications are still unclear, and we have not seen any alternatives fully explored as recommended in the 2017 Lovell Chen Conservation Management Plan.

Pages 88–89 of that CMP specifically states that for this area “...practicable and workable alternatives to dismantling the sheds, including alternatives with lesser impacts, should be explored...” and “For the more traditional ‘back of house’, or more specifically ‘back of stall’ operations of the traders, these should not be concealed, as seeing and hearing these

activities on market days is part of the authentic market experience. Historic market related practices, as viewed by customers, directly contribute to the 'theatre' of the market."

We note that in regards to the heritage fabric of the market sheds (which will be subject to a future application to Heritage Victoria) the greatest change will be the insertion of lift and stair well structures interrupting the 'open' nature of the sheds, especially along the cross path, but also along the Peel Street end, with the insertion of 'pop-ups' ie permanent cafes / shop structures.

The changes to the operations of the fruit and vegetable areas might be even more detrimental. If all the storage and preparation moves underground, and transport of produce during trading is minimal, then the 'theatre' is lost, as well as the rationale for the 'laneways'. If much of that remains above ground, then perhaps the basement is not as necessary as it seems. For instance, it is unclear if traders will be delivering straight to their stalls as now, or to the basement and then use the lifts, or whether they will have storage at each stall, and so not need the basement, or whether they will park their vans at each stall during operations as now, or must deliver and then park off site.

We fully support some aspects of the on-going plans, such as providing electricity and water to all the sheds, and improving structural stability and weather protection, but these are not part of this basement plan.

We also do not oppose that the market mix and location of types of stalls and vendors may change, so long as the number of fresh food vendors is not markedly reduced, and that their rents are not raised to the point where the market is no longer a cheaper option. However changes such as these are neither fully explained nor part of this particular plan.

In regards to carparking, it was our understanding that all the current surface parks would be accommodated on the Munro site, so we are concerned to see 200 spaces now proposed under sheds A-D, three levels down. If the basement is not really necessary or only needs to be one level of services that cannot be accommodated above ground and doesn't need ramp access, then carparking should not be included here. If a basement with ramp access is absolutely necessary, and the Peel Street ends of the sheds become pop-ups and services rather than stalls, then including carparking makes little difference.

#### Item 6.9 Queen Victoria Market Pty Ltd – Statement of Expectations

We are pleased to see Council doing what should have been done at the beginning of the whole process, namely ensuring the market is well managed, and identifying the traditional strengths of the market as something that should be protected. We also support the establishment of a fund to assist traders that might be affected by any redevelopment.

We fully support such statements as requiring the QVM company to :

“Demonstrate stewardship in preserving the Market as one of the great open air markets of the world, retaining its heritage, traditions, unique offer, diverse community of market traders, gritty atmosphere and authenticity into the future.”

It appears that the management of the market has been left to ‘drift’ for too long without any strong direction. It may well be that poor management in the past is the cause of what appears to be cost blowouts resulting in the current ‘zero profit’. (we also note that the market is only expected to ‘break even’ during the redevelopment, continuing the ‘zero profit’).

We urge Council to perhaps go further and establish a different type of management, and re-examine the need for the market to be run by a ‘company’ (of which Council is the sole ‘shareholder’), and be required to make both a regular fixed payment and a dividend out of the profits.

**Privacy** I have read and acknowledge how Council will use and disclose my personal information.

**acknowledgement:**

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Monday, 28 August 2017 11:28 PM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1186]

**Name: \*** John Magno

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**Please indicate** Council meeting  
**which meeting**  
**you would like to**  
**make a**  
**submission to by**  
**selecting the**  
**appropriate**  
**button: \***

**Date of meeting: \*** Tuesday 29 August 2017

**Agenda item title:** Queen Victoria Market  
\*

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

Dear Councillors,

I am a Trader at the market and have been trading there for more than 30 years and am happy that we are able to finally see some specific designs for the underground areas in Sheds A to D.

Like many Traders I know change is necessary and largely agree with the proposed improvements to infrastructure and facilities at our market.

However, I have a lot of concerns around the parking facilities being provided, or should I say not being provided.

We currently have between 350–400 Traders parking their cars at the market, your proposal has only 37 parking bays dedicated to Traders. How exactly is this going to possibly work?

We have received no explanations as to how we are going to go from needing and using 350–400 car spots to 37. Since we are no longer able to park cars and vans in our stalls, after we bring and unload our stock where are we going to leave our cars and vans?

Or as one Trader commented on the Victraders blog: "With 700 hundred stall holders and allowing for 20 Management staff we will all have one car space each. Whats the problem???"

Secondly, customer parking is also a big issue. Preston Market is looking to have as many as 803 car spots for their market, now their Market has only 114 traders and according to QVM we have 613 traders yet we're getting less parking spots than them. Again how's that going to work?

Just to be clear, to get the same number of car spots per trader as Preston we should be getting thousands more car spots, we believe QVM thought 1,300 is about right. Instead you seem to think that 720 is fine. If you get car parking wrong you will be making it really difficult for the Market to survive.

Please give this some more thought, again I, like many Traders, believe you have this part of your design very wrong.

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Friday, 25 August 2017 3:18 PM  
**To:** CoM Meetings  
**Subject:** Council and Committee meeting submission form [#1182]

**Name: \*** Chris Thrum

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**Please indicate** Council meeting  
**which meeting**  
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**button: \***

**Date of meeting: \*** Tuesday 29 August 2017

**Agenda item title:** 6.10 Parks and Gardens Advisory Committee Terms of Reference 2017-2021

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**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

Dear City of Melbourne Meetings Group Team

I support the City of Melbourne Parks and Gardens Advisory Committee.

It is important for the City of Melbourne to continue the Parks and Gardens Advisory Committee and to support the Committee members. Having the Royal Botanic Gardens involved is a sound decision. Considering the fact that the Wurundjeri tribe has been here for thousands upon thousands of years, and for that matter they managed the land and water in a sustainable manner for all that time before the Rebecca sailed into Port Phillip Bay it makes sense to have an Aboriginal voice for the Parks and Gardens Advisory Committee. Discussing this matter with the Elders and members of the tribes of the Kulin Nation would be appropriate.

Having a representative from Zoos Victoria would be beneficial as they have a philosophy of employing environmentally sustainable practices throughout their workplace and activities.

Best regards

Chris Thrum

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

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