

Report to the Future Melbourne Committee**Agenda item 6.5****Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market
Specialty Market Trading Format Improvement Project****7 December 2021****Presenter:** Roger Teale, General Manager Property Infrastructure and Design**Purpose and background**

1. The purpose of this report is to seek endorsement of the schematic design plans for the Speciality Market Trading Format Improvement project at the Upper Market of A-E Sheds prior to lodgement of heritage and planning applications and release of tender for the works. This follows deferment of this paper from the 9 November 2021 Future Melbourne Committee meeting.
2. Following the 2018 People's Panel and a revised endorsed approach for the delivery of market infrastructure, on 1 October 2019 Councillors endorsed an additional budget of \$4 million to the \$6.15 million already budgeted for further trading format enhancement opportunities across the market.
3. Part of the Speciality Market Trading Format Improvement project includes proposed new trading formats for the upper market between A-E Sheds. Aligned to the QVM Future Market Strategy (2021) and market renewal program, improvements aim to address some of the key challenges facing the market including declining trader occupancy, unmet demand for fixed/lockable trading, lack of formal business to business (B2B) area and customer seating.
4. From within the Council endorsed budget for trader format improvements, \$1.8 million has been allocated to specific improvements across to A-E Sheds. The remaining budget is allocated to the traditional general merchandise set up/pack down point of sale storage solution for lower half of E Shed and J-L Sheds.

Key issues

5. As outlined in the Schematic Design (refer Attachment 1), the proposed format improvements in the upper market A-E Sheds includes:
 - 5.1. A Shed Upper Market: Lockable 10 and 20 foot retail container pods
 - 5.2. B Shed Upper Market: Business to business (B2B) area
 - 5.3. C-D Sheds Upper Market: Back of house (BOH) area primarily for storage of general merchandise silver boxes and some Queen Victoria Market operational requirements
 - 5.4. E Shed Upper Market: Street food / food trucks hospitality and place-making initiatives including tables, seating and landscaping planters
6. The proposed new trading formats and formalised back of house and business to business areas in A-E Sheds received broad support and acceptance from Market traders and box hire operators who participated in the stakeholder feedback process for QVM Pty Ltd's draft *Future Market Strategy*. Approximately one quarter of trader businesses participated in the feedback process, largely through 14 face-to-face small focus group meetings. Feedback overview:
 - 6.1. Box hire operators, upper market general merchandise and fruit and vegetable traders were particularly supportive of the proposal. No traders objected to the proposal and there was strong support for the reconfiguration and consolidation of Upper Market fruit and vegetable and general merchandise stalls to improve retail density and the customer experience. While some traders wanted more fixed/lockable trading formats than the proposal, a small number of traders sought assurance that general merchandise stalls will be retained, which will remain in J-L Sheds and lower E Sheds under the proposal.
 - 6.2. Minimal feedback was received from customers, local community members and other stakeholders about the A-E Sheds proposal, with feedback mostly related to the need to support traders with appropriate infrastructure and facilities (such as the business-to-business area), and the importance of preserving the market's heritage and character, including traditional general merchandise stalls.
7. All of the key elements of this project are temporary in nature and not fixed to any heritage fabric. The proposal has specifically considered the Conservation Management Plan policies which guide adaptation of heritage elements in order to address compliance safety and market operations. A pre-application meeting with Heritage Victoria occurred earlier this year, seeking feedback prior to the future lodgement of application which has been factored into the schematic design plans.

8. A cost plan has been prepared by Ralph & Beattie Bosworth which estimates the complete cost for this project to be \$3.4 million including contingency. It is proposed that the project be delivered in stages:
 - 8.1. Stage 1: Delivery of 23 retail pods within upper A, B, C and D sheds, B2B area and general merchandise storage at a cost of \$1.8 million funded by the market renewal program.
 - 8.2. Stage 2: Four years after the completion of Stage 1, a further 19 retail pods will be installed within upper A, B, C and D sheds and E shed improvements at a cost of \$1.6 million to be funded by Queen Victoria Market Pty Ltd through revenue generated from occupancy of Stage 1.
9. Subject to authority approvals, the proposed timeframe for delivery of stage 1 is anticipated to commence in September 2023 with a staged construction program of approximately seven months.
10. Prior to this paper being deferred from the 9 November Future Melbourne Committee meeting, ten submissions were received by members of the public (refer Attachment 3).

Recommendation from management

11. That the Future Melbourne Committee endorses the Schematic Design of the Speciality Market Trading Format Improvement A-E Sheds Upper Market (refer Attachment 2 of the report from management) project to proceed to lodgement of heritage and planning permit applications and tender.

Attachments:

1. Supporting Attachment (Page 3 of 52)
2. Schematic Design – Specialty Market Trading Format A-E Sheds Upper Market (Page 4 of 52)
3. Submissions received Future Melbourne Committee 9 November 2021 (Page 19 of 52)

Supporting Attachment

Legal

1. Whilst no direct legal issues arise from the recommendation from management, legal advice has and will continue to be provided as part of the Queen Victoria Market Precinct (QVMPR) Program.

Finance

2. Financial implications applicable to the QVMPR Program are contained in the body of this report with Stage 1 within the approved budget allocation; Stage 2 will not proceed without approved funding.

Conflict of interest

3. Rob Adams, the Council's City Architect and Michael Tenace, General Manager Finance and Corporate are Board directors of Queen Victoria Market Pty Ltd. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. In developing this report, no Occupational Health and Safety issues or opportunities have been identified.

Stakeholder consultation

5. This report was developed in conjunction with the Board and executive team of Queen Victoria Market Pty Ltd.

Relation to Council policy

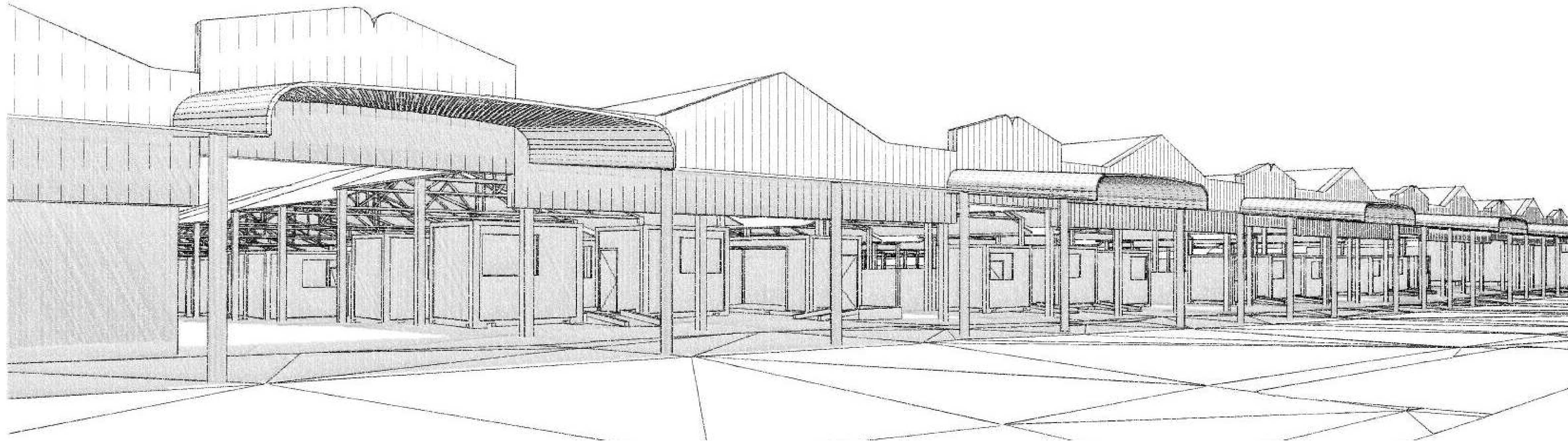
6. The recommendation within this report align with aspirations as identified in the Council Plan 2021-25 to protect Queen Victoria Market as a traditional open-air market, through heritage restoration and the provision of essential services and facilities that enhance the customer and trader experience while also delivering precinct improvements through quality public open space, new connections to the city, community services and facilities.

Environmental sustainability

7. Delivery of the QVMPR Program will allow for the development of a sustainable market which is guided by a Precinct Sustainability Plan, rated through the use of the Green Star – Communities tool and which delivers on the six sustainability principles detailed in the QVMPR Master Plan.

QVM A-E SHEDS UPPER MARKET: SPECIALTY TRADING FORMAT IMPROVEMENTS

QUEEN ST MELBOURNE VIC 3000



DRAWING LIST		
DRAWING NO.	DRAWING NAME	REV
SK000	COVER SHEET	P10
SK001	EXISTING SITE PHOTOS	P10
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SK500	TYPICAL CONTAINER RETAIL UNITS	P10
SK501	TYPICAL DETAILS	P10
SK502	MATERIAL SCHEDULE	P10



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PRELIMINARY

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	28/7/21	PRELIMINARY ISSUE	P7		
	16/8/21	PRELIMINARY ISSUE	P8		
	26/8/21	PRELIMINARY ISSUE	P9		
2/9/21	PRELIMINARY ISSUE	P10			



SITE PHOTO 1: SHED A PEDESTRIAN PATH NORTH VIEW



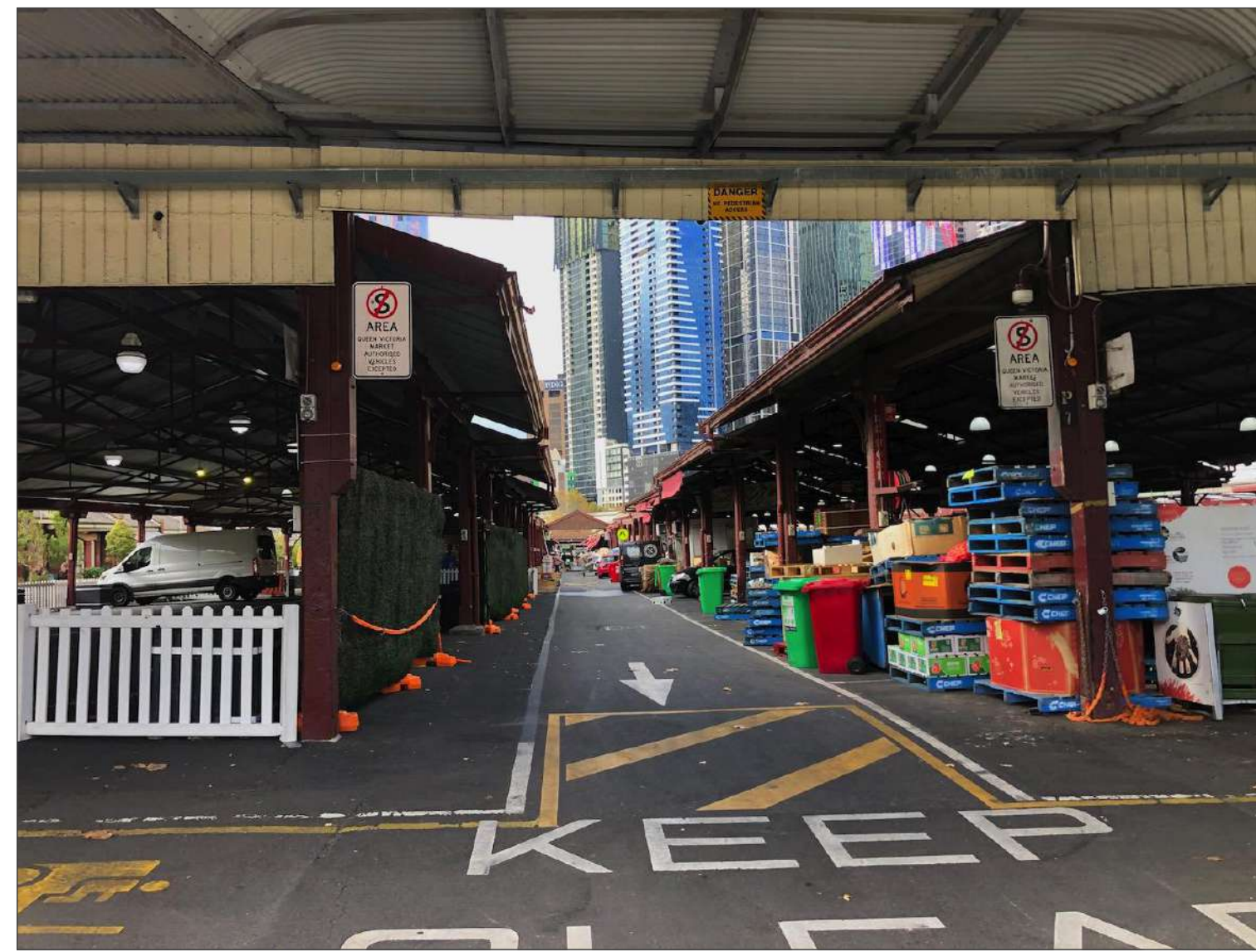
SITE PHOTO 2: SHED A NORTH WEST VIEW



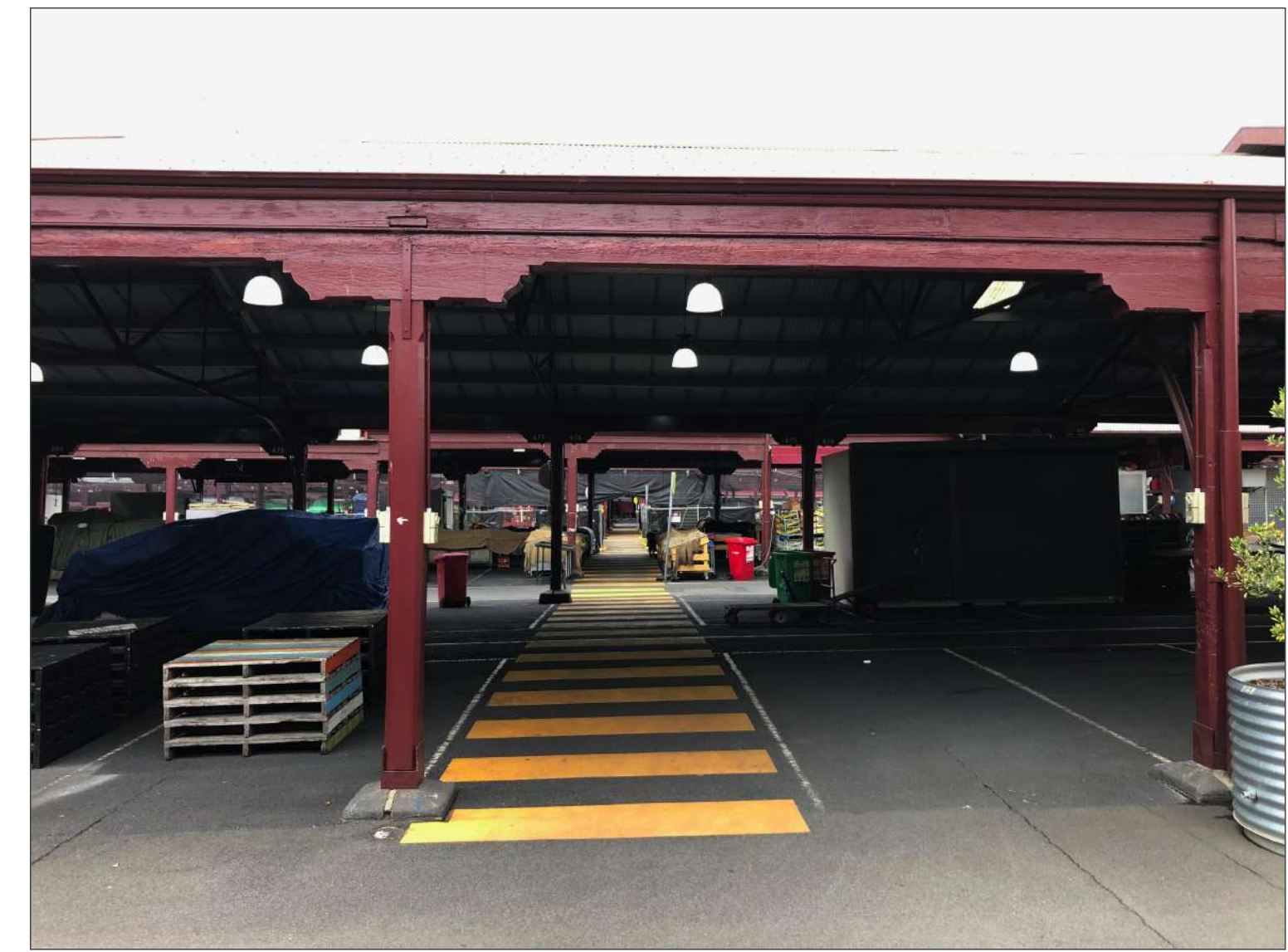
SITE PHOTO 3: SHED A PEDESTRIAN PATH



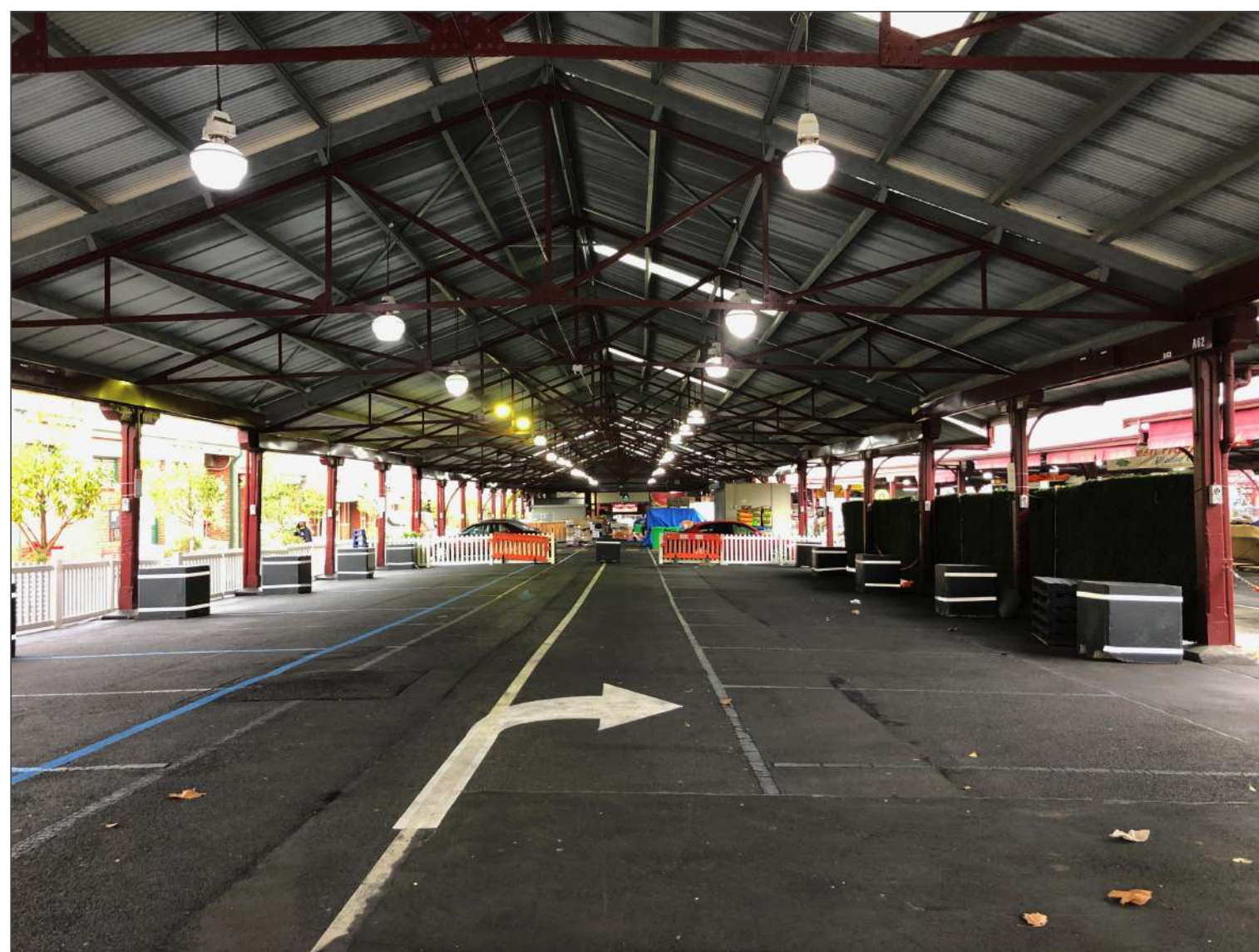
SITE PHOTO 4: PEEL ST PEDESTRIAN PATH NORTH VIEW



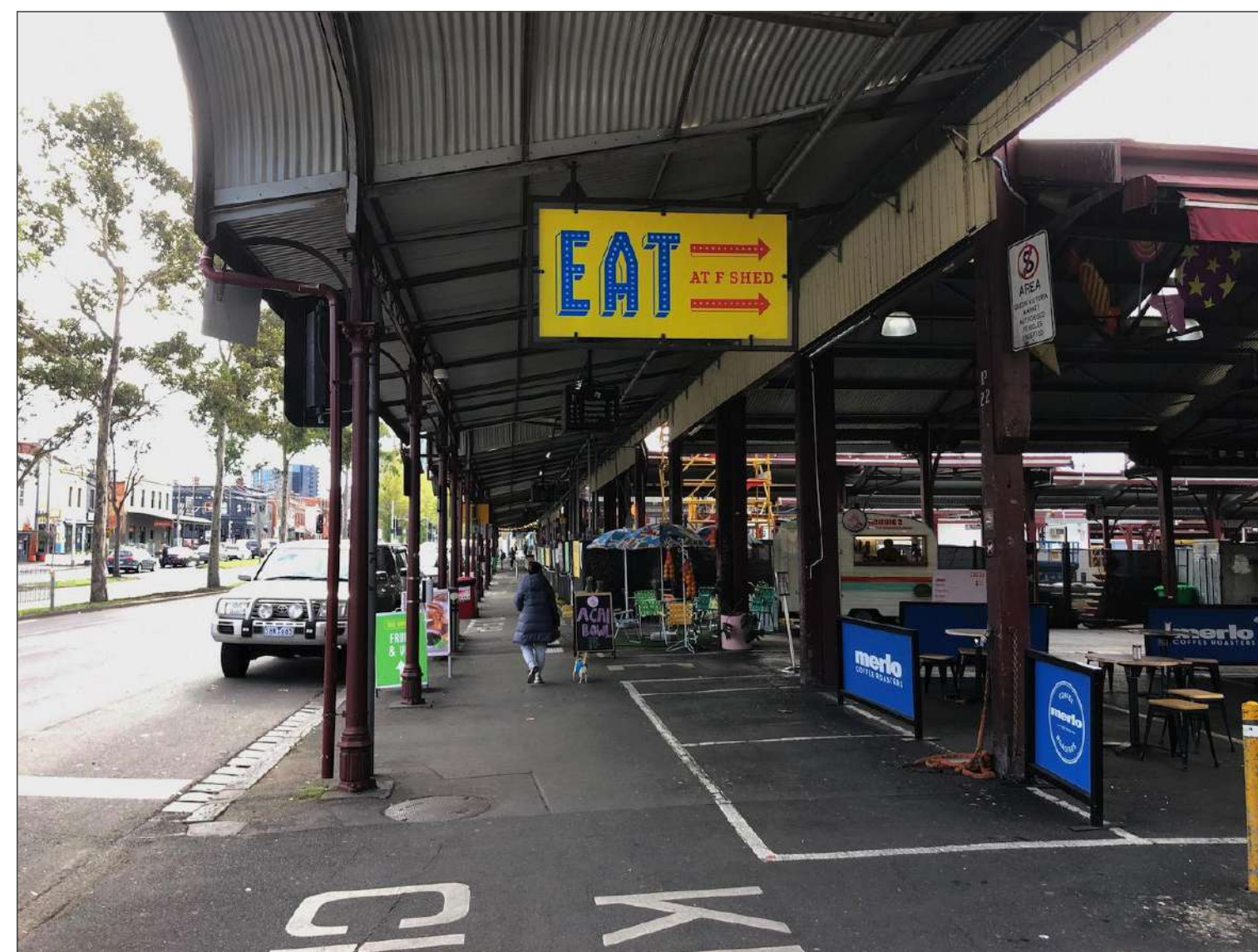
SITE PHOTO 5: SHED A & B SERVICE LANE



SITE PHOTO 6: FORKLIFT ACCESS PATH



SITE PHOTO 7: SHED A INTERNAL VIEW



SITE PHOTO 8: PEEL ST PEDESTRIAN PATH SOUTH VIEW



SITE PHOTO 9: SHED E PEDESTRIAN PATH NORTH VIEW

PRELIMINARY

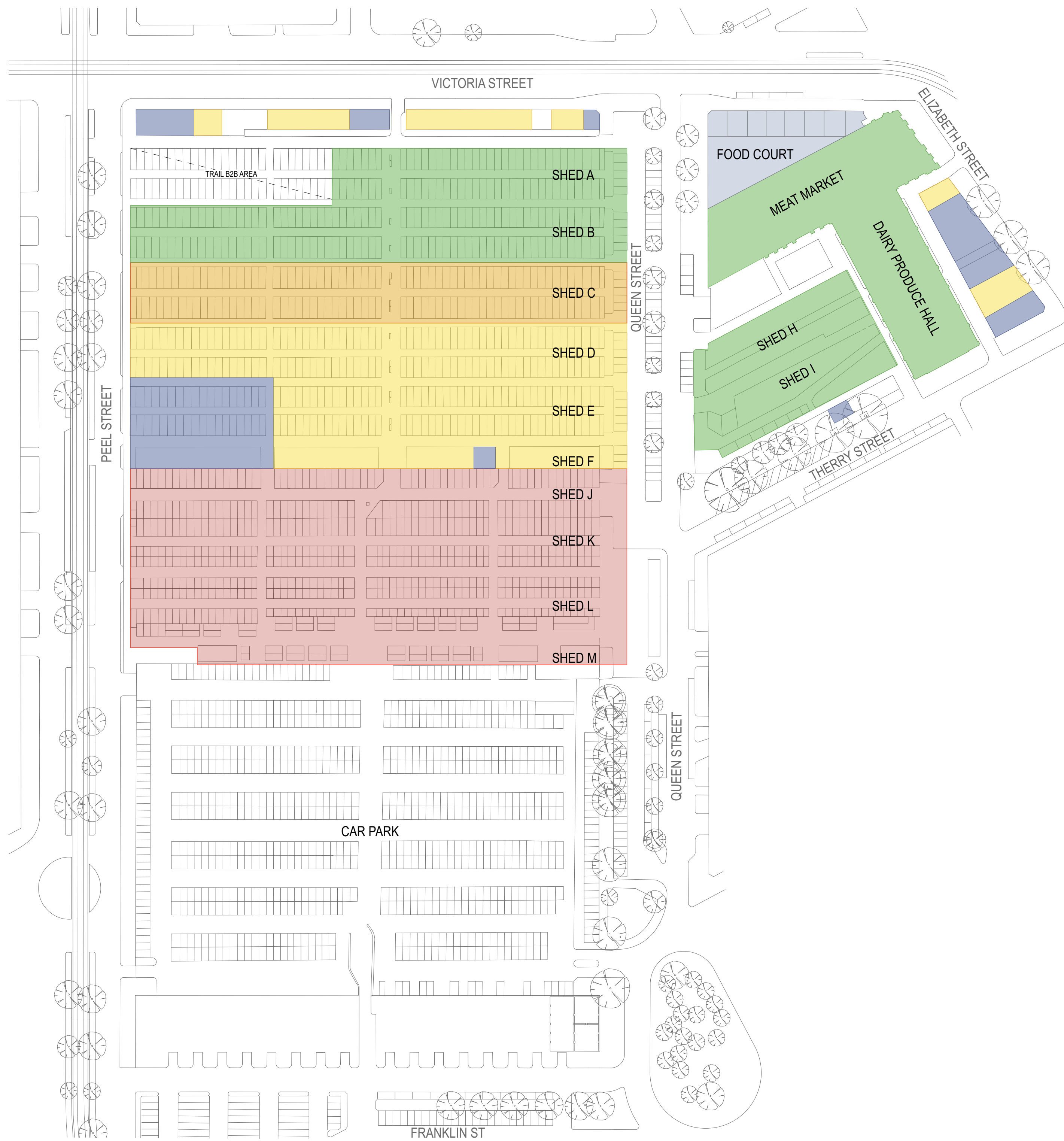
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PROJECT NAME: QVM A-E SHEDS UPPER MARKET: SPECIALTY TRADING FORMAT IMPROVEMENTS	

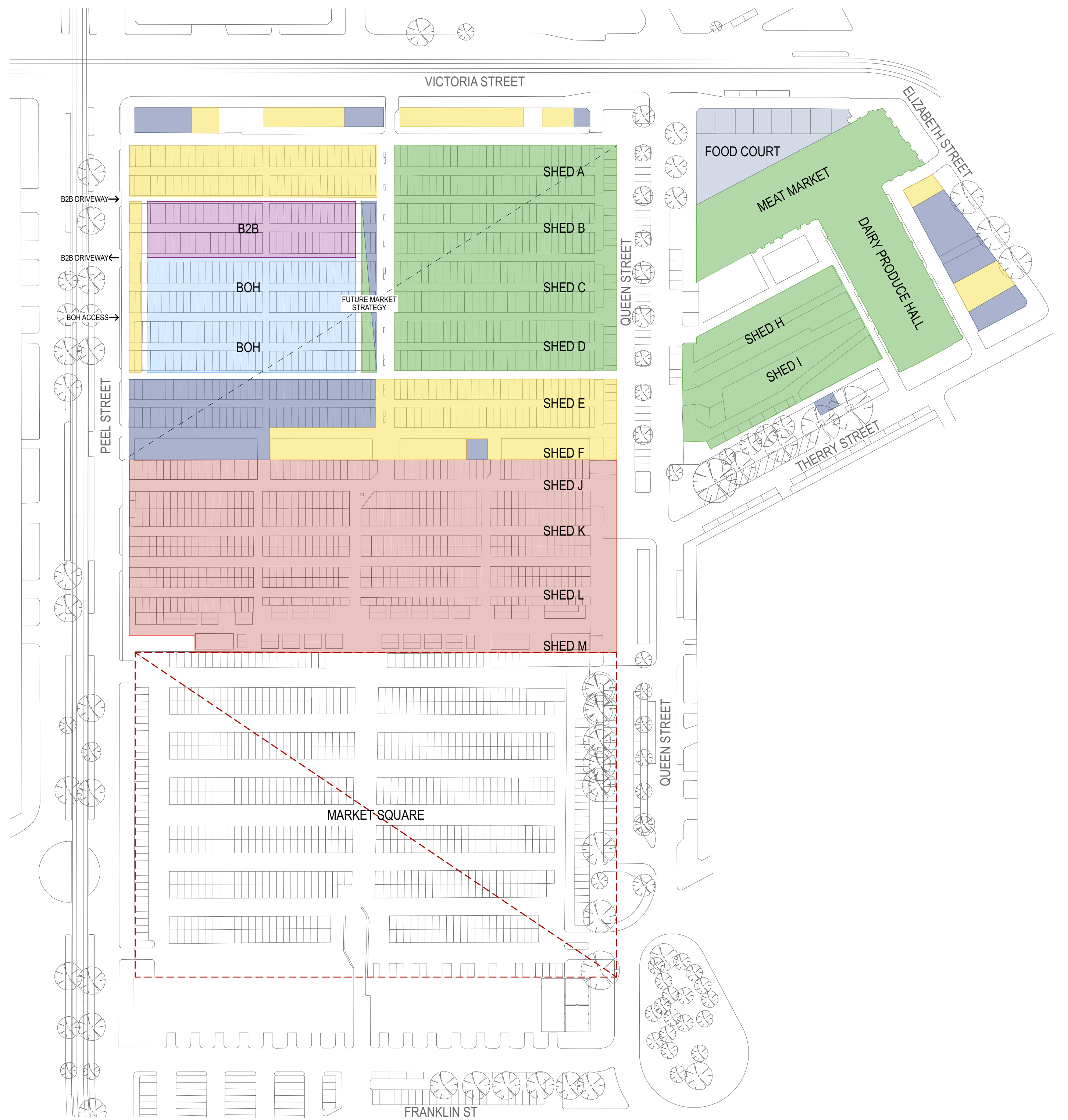
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STATUS: SK	PREPARED BY: YL
PROJECT NO. 2119	DRAWING NO. SK001
	REV: P10



EXISTING SITE CONTEXT PLAN 1:2000

EXISTING USE

- GENERAL MERCHANDISE
- GENERAL MERCHANDISE AND STORAGE
- HOSPITALITY
- FRESH PRODUCE
- MIXED USE DAY / NIGHT MARKET



PROPOSED SITE CONTENT PLAN 1:2000

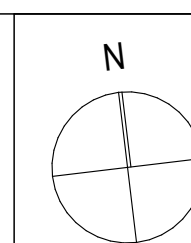
FUTURE USE

- GENERAL MERCHANDISE
- BACK OF HOUSE
- HOSPITALITY
- MIXED USE DAY / NIGHT MARKET
- FRESH PRODUCE
- BUSINESS TO BUSINESS

PRELIMINARY



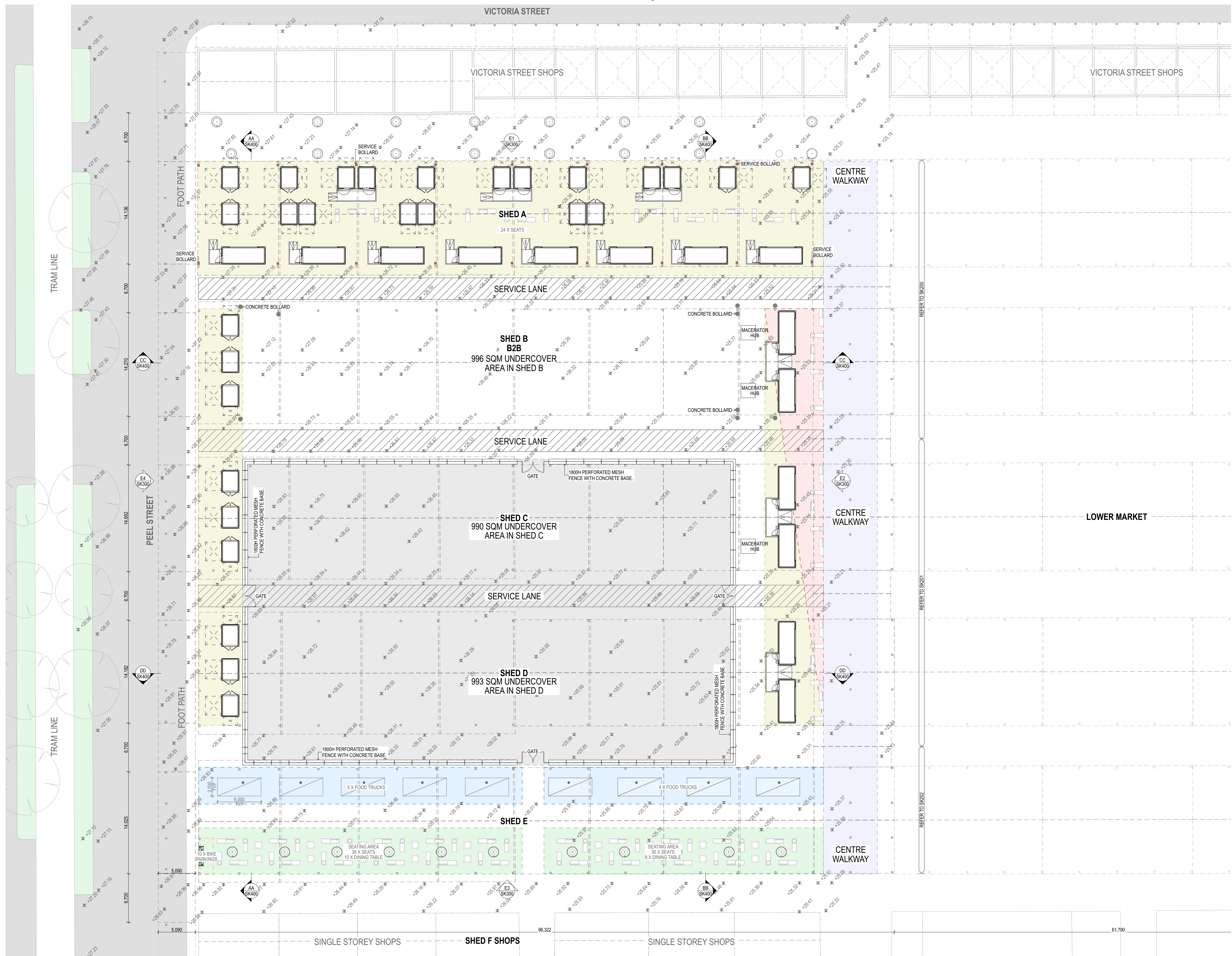
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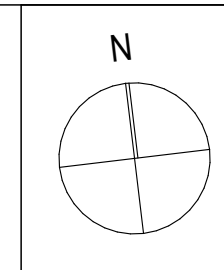


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 - 20 FOOT SHIPPING CONTAINER (NO. 14)
 - SEATING UNIT (NO. 117)
 - PLANTER BOX UNIT (NO. 41)
 - DINING TABLES WITH CHAIRS (NO. 18)
 - FOOD TRUCK (NO. 9)
 - GENERAL MERCHANDISE
 - FOOD PRODUCE
 - FRESH PRODUCE
 - SEATING AREA
 - BACK OF HOUSE
 - CENTRE WALKWAY

PRELIMINARY



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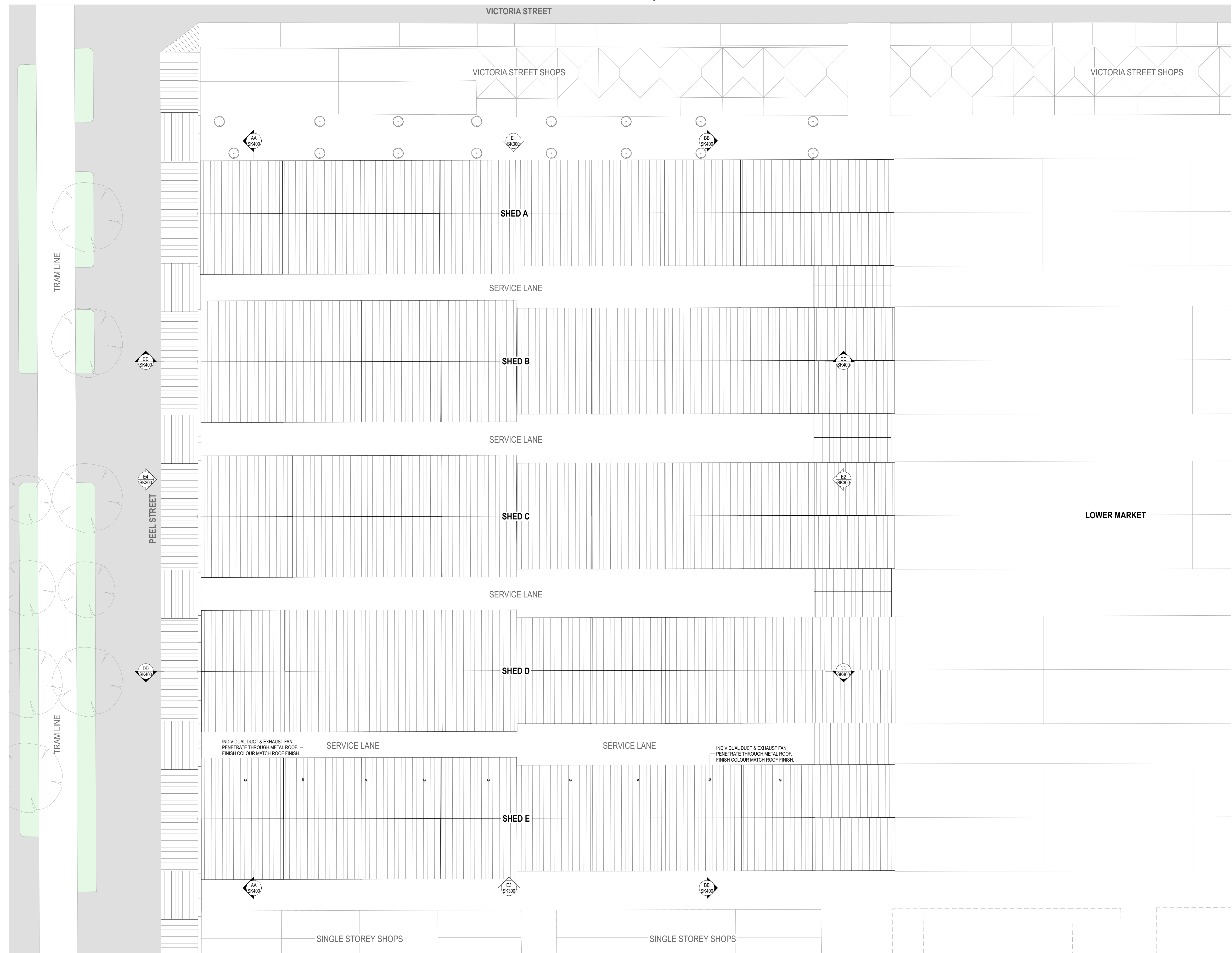


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PROJECT NAME:
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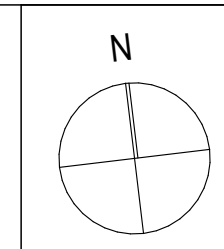
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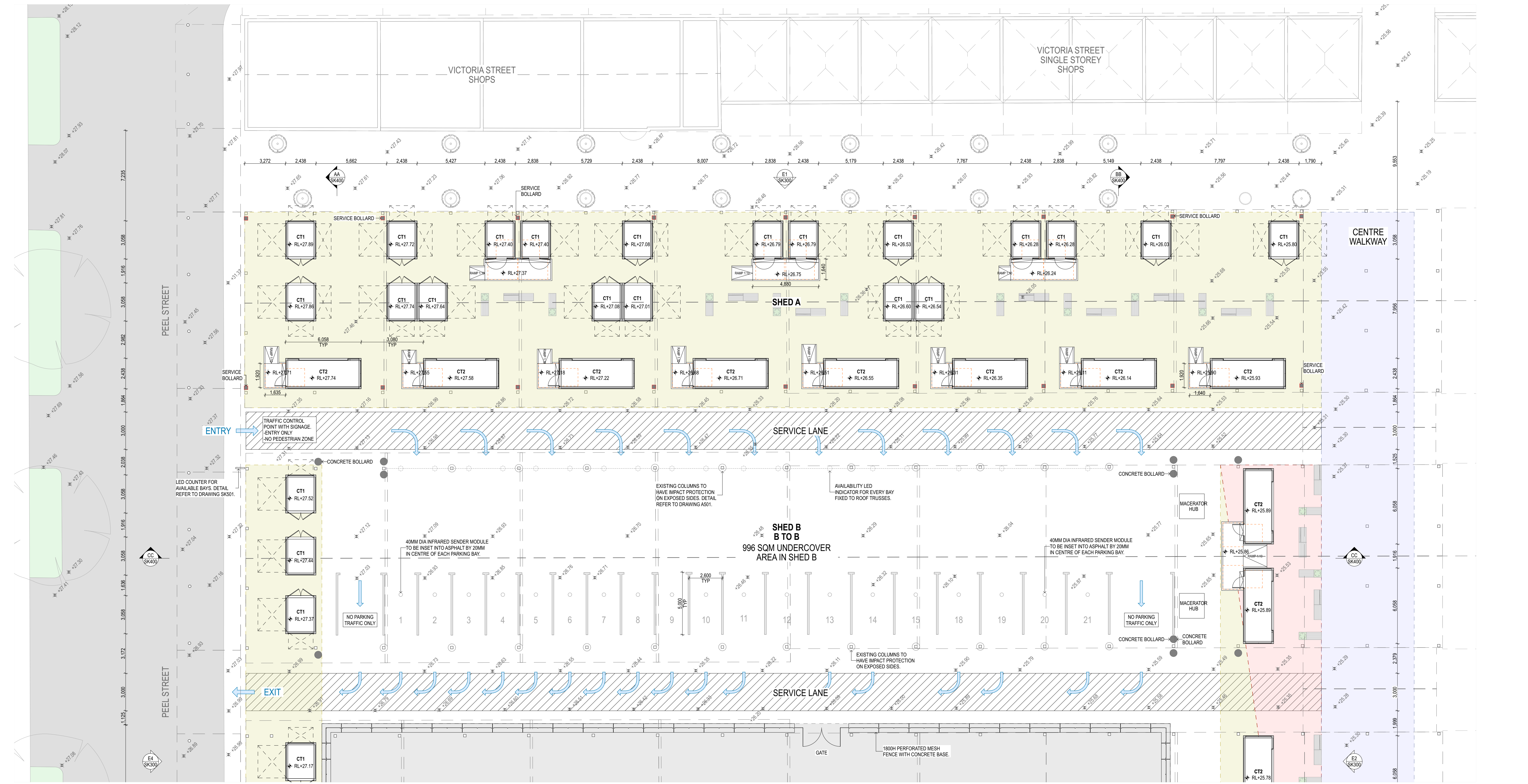


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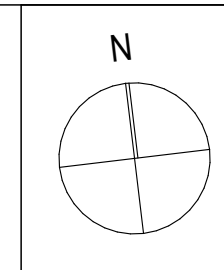
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	PLANTER BOX UNIT (NO. 41)		GENERAL MERCHANDISE
	DINING TABLES WITH CHAIRS (NO. 18)		FOOD PRODUCE
	FOOD TRUCK (NO. 9)		FRESH PRODUCE
			SEATING AREA
			BACK OF HOUSE
			CENTRE WALKWAY

PRELIMINARY

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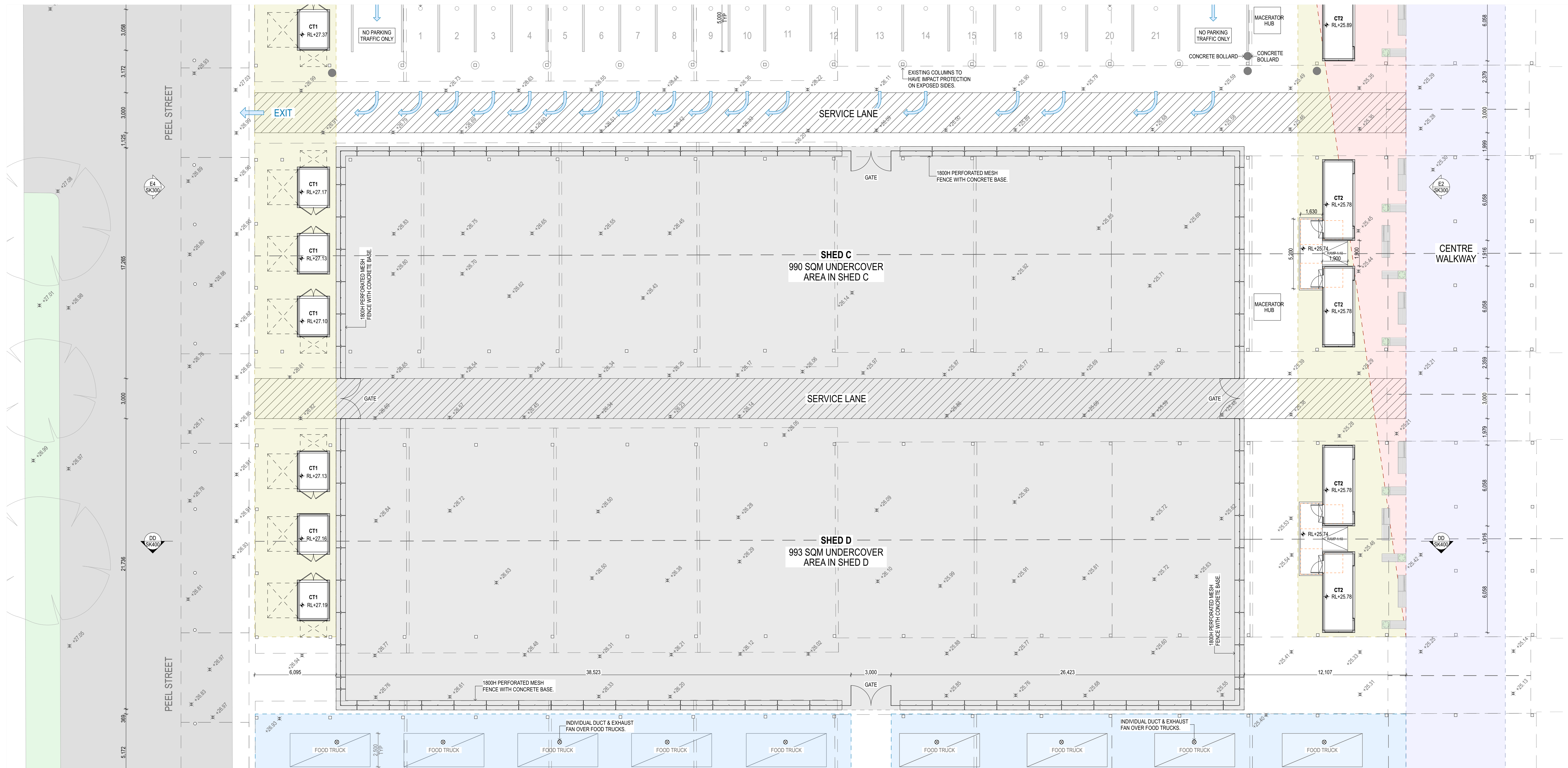


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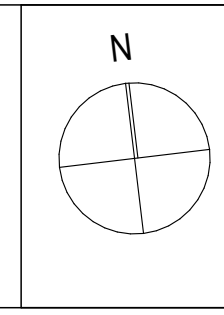


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 - FOOD TRUCK (NO. 9)
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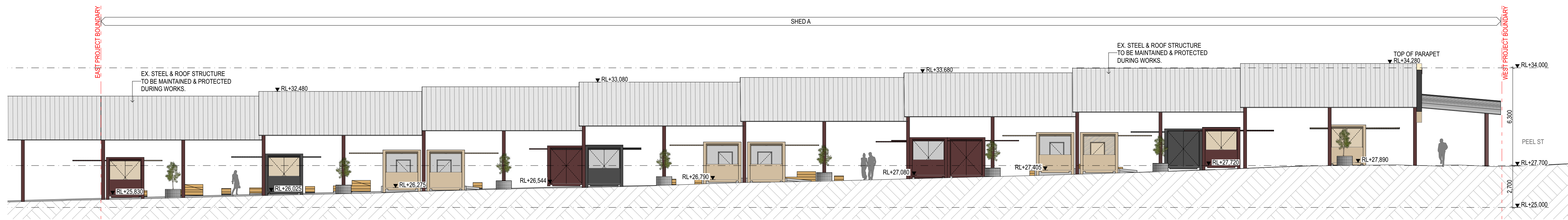


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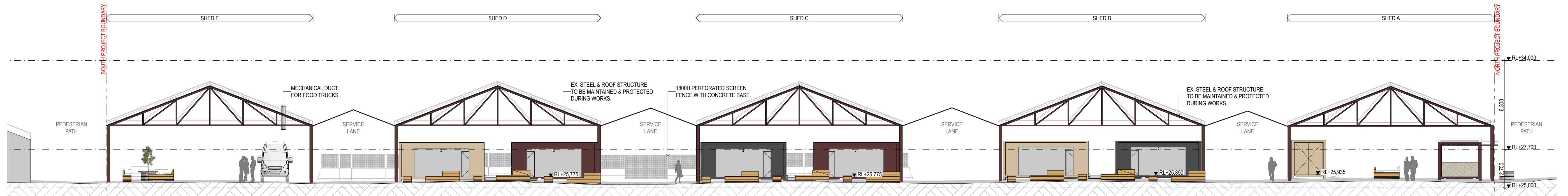
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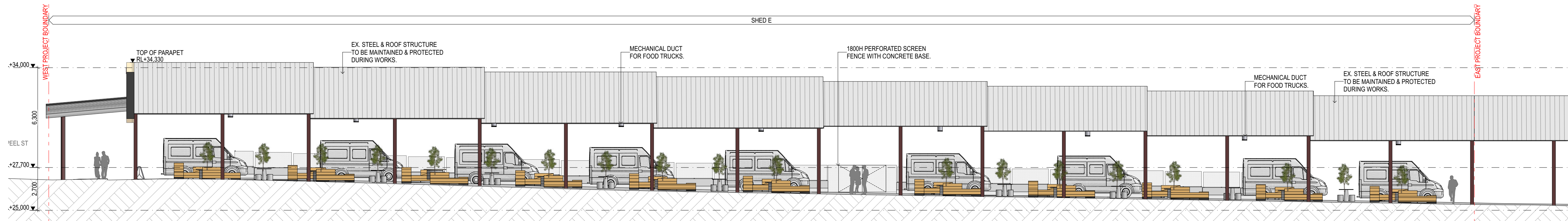
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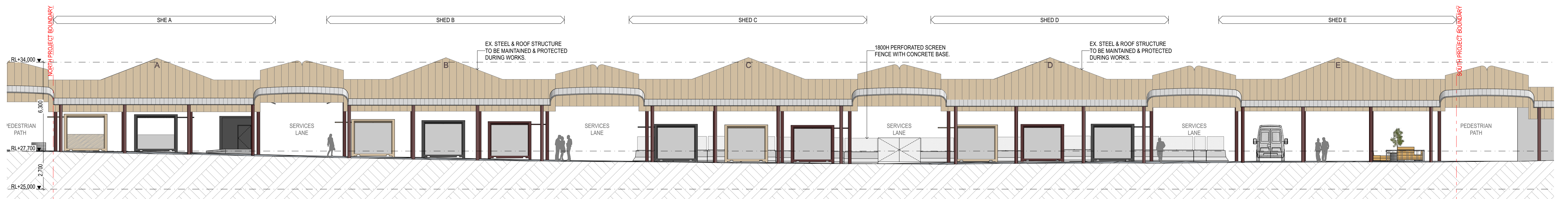
E1 NORTH ELEVATION



E2 EAST ELEVATION



E3 SOUTH ELEVATION



E4 WEST ELEVATION

PRELIMINARY



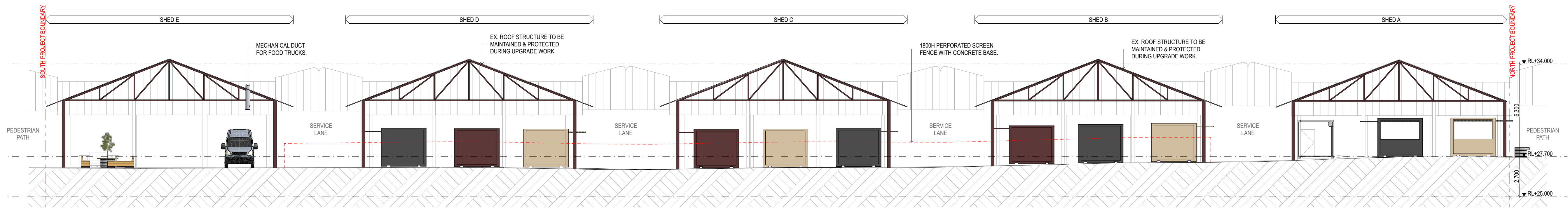
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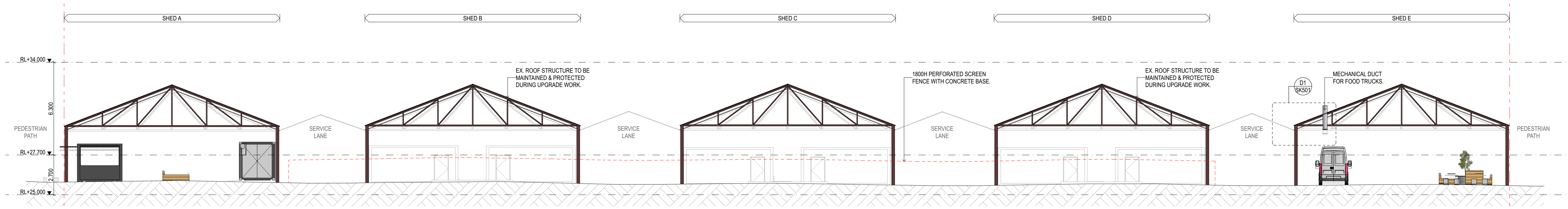
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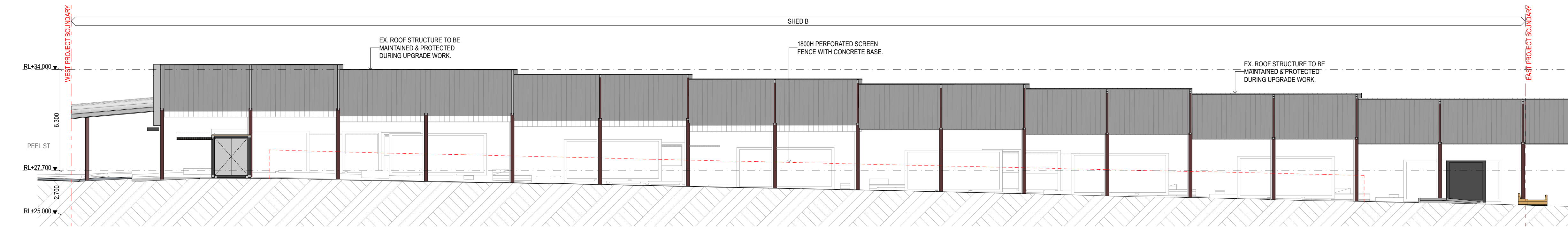
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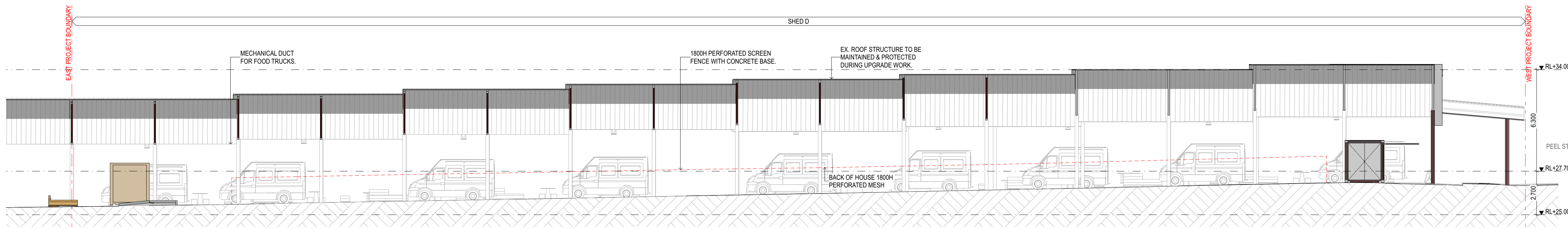
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BB SECTION B
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CC SECTION C
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DD SECTION D
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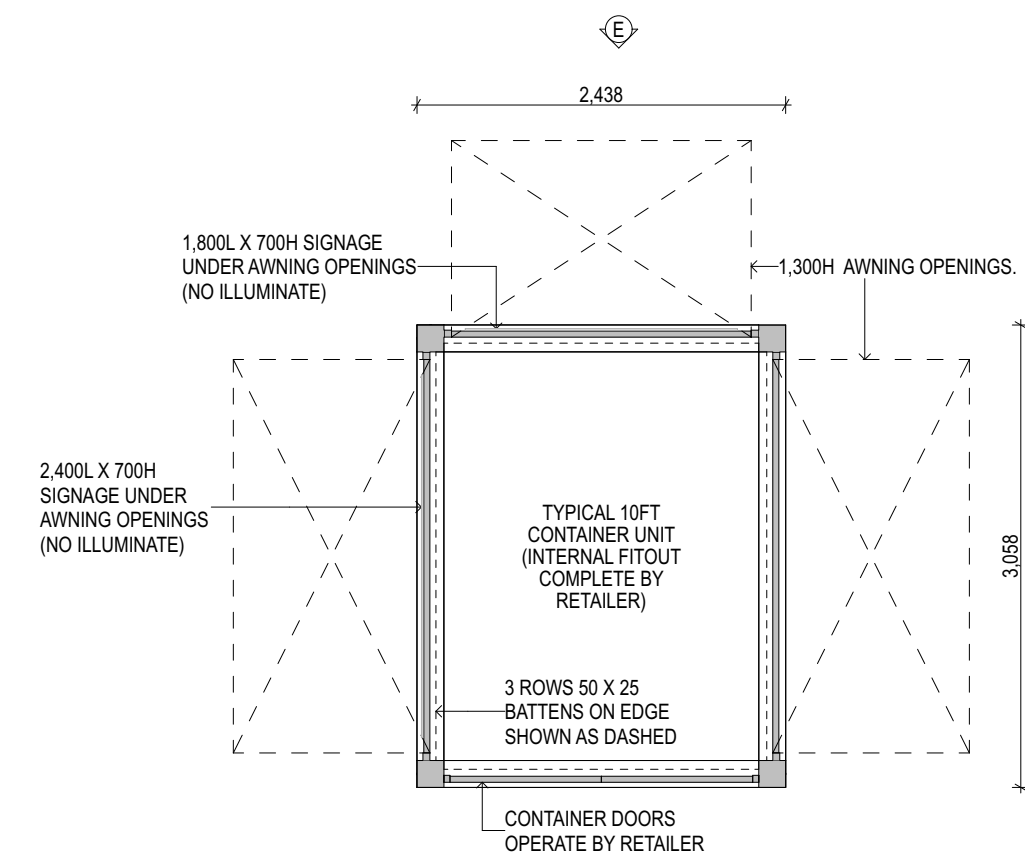
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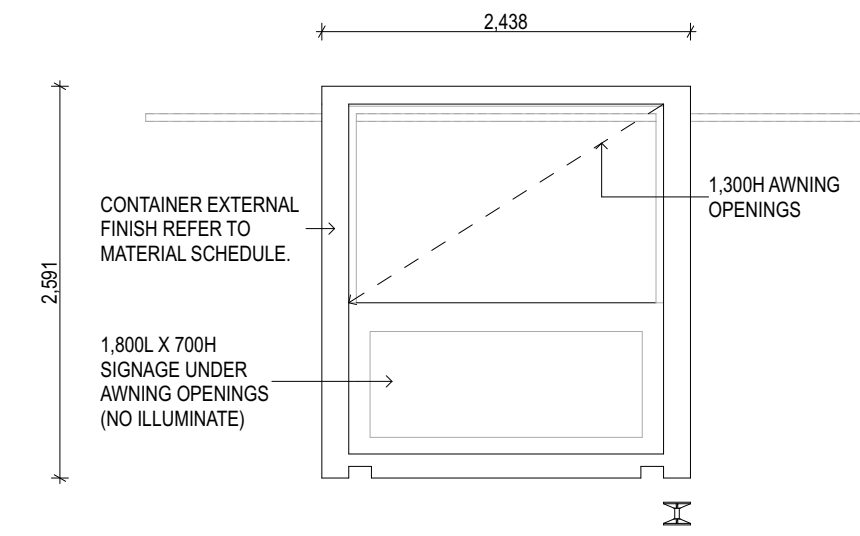
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16/8/21	PRELIMINARY ISSUE	P8
26/8/21	PRELIMINARY ISSUE	P9
2/9/21	PRELIMINARY ISSUE	P10

CLIENT: QUEEN VICTORIA MARKET	DRAWING TITLE: SECTIONS
PROJECT NAME: QVM A-E SHEDS UPPER MARKET:SPECIALTY TRADING FORMAT IMPROVEMENTS	SCALE: 1:150 @A1 DATE: 2/9/21
STATUS: SK	PREPARED BY: YL
PROJECT NO. 2119	DRAWING NO. SK400
	REV: P10

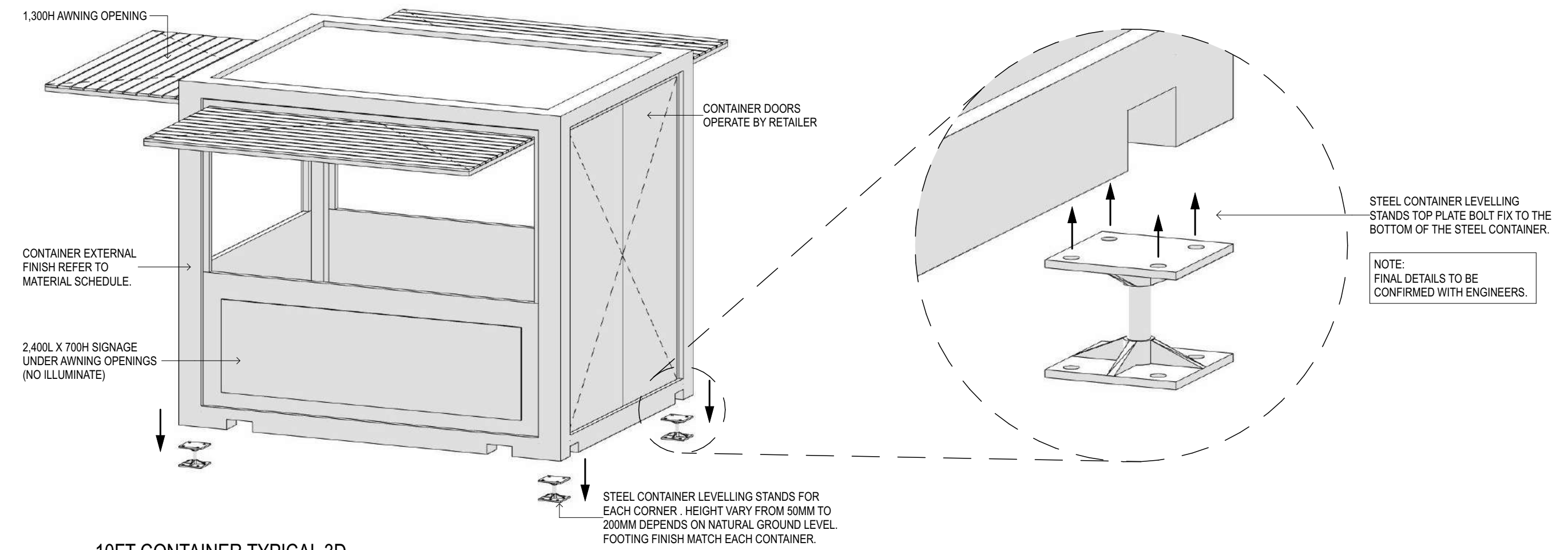
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THE CONTRACTOR SHALL OBTAIN ALL NECESSARY PERMITS AND APPROVALS. ALL DIMENSIONS SHALL BE VERIFIED ON SITE.



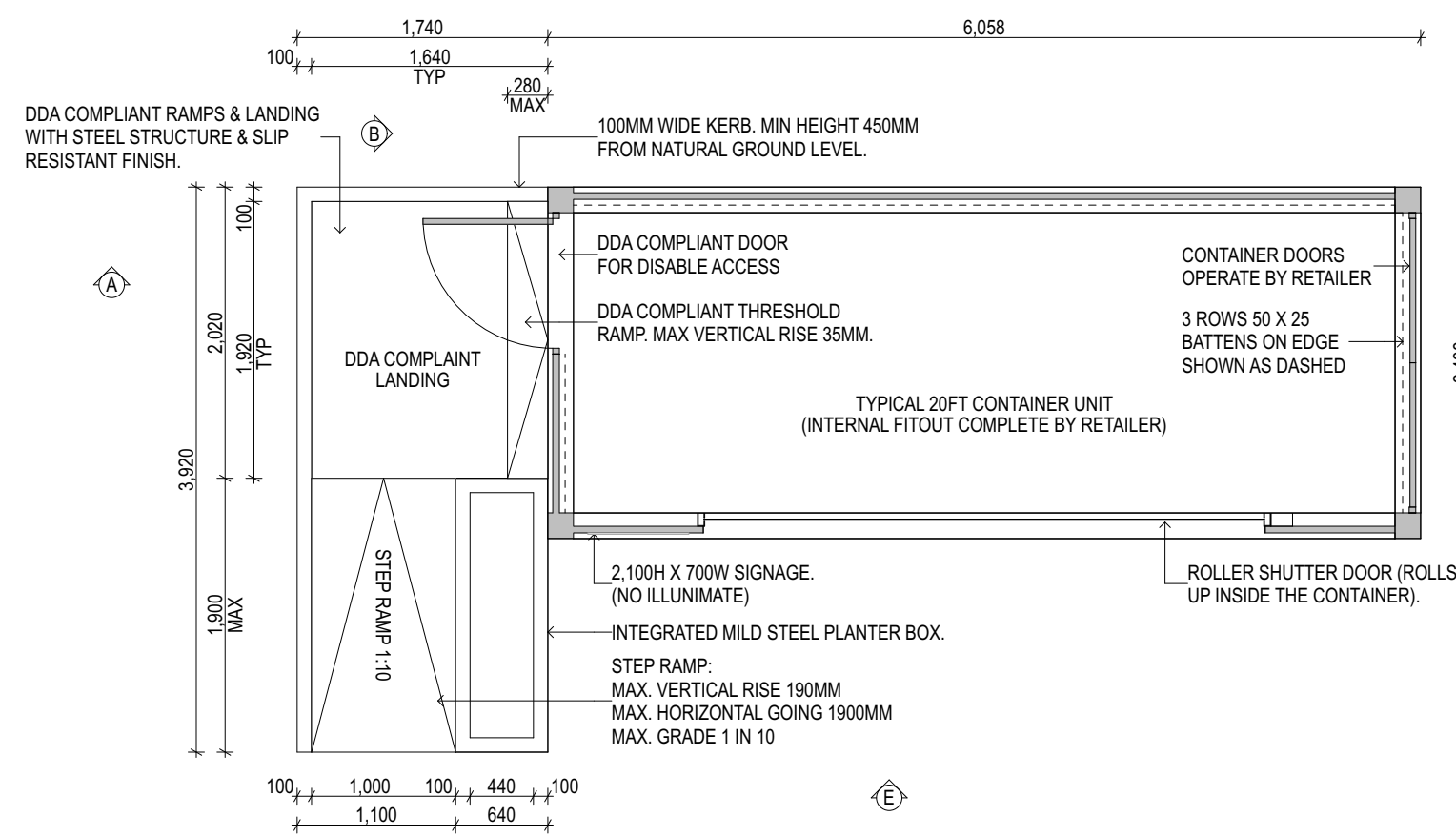
10FT CONTAINER TYPICAL PLAN 1:50



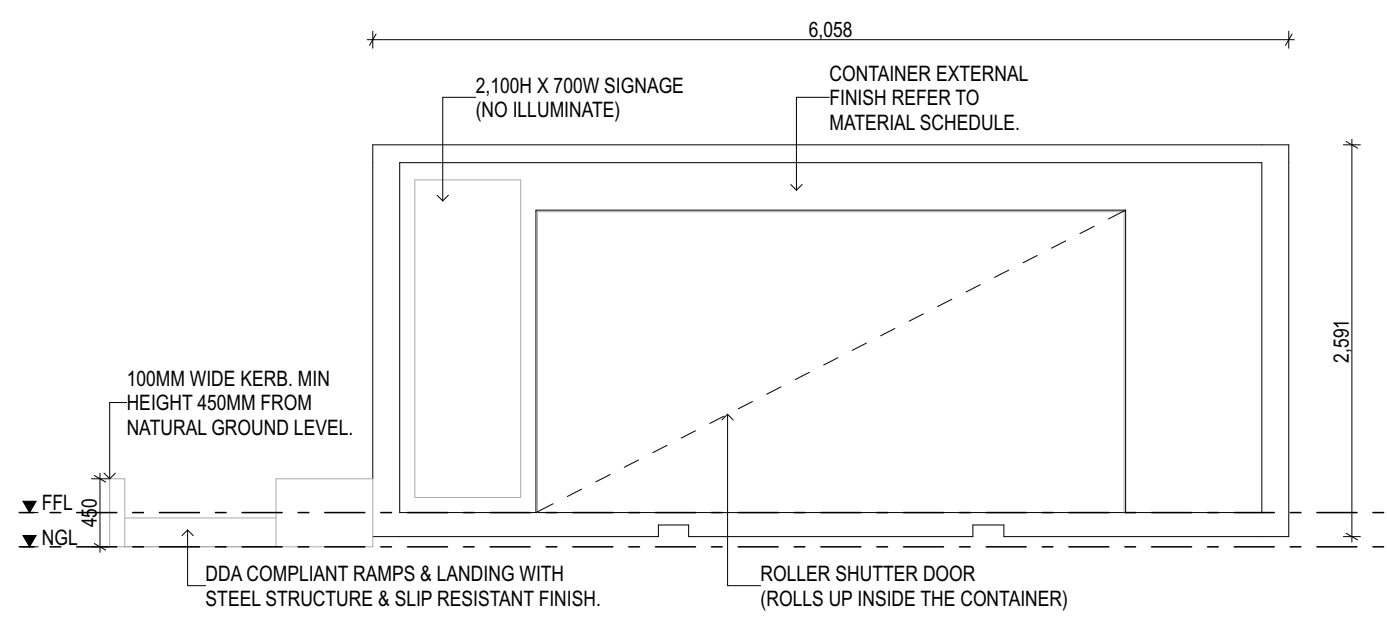
CT1 ELEVATION 1:50



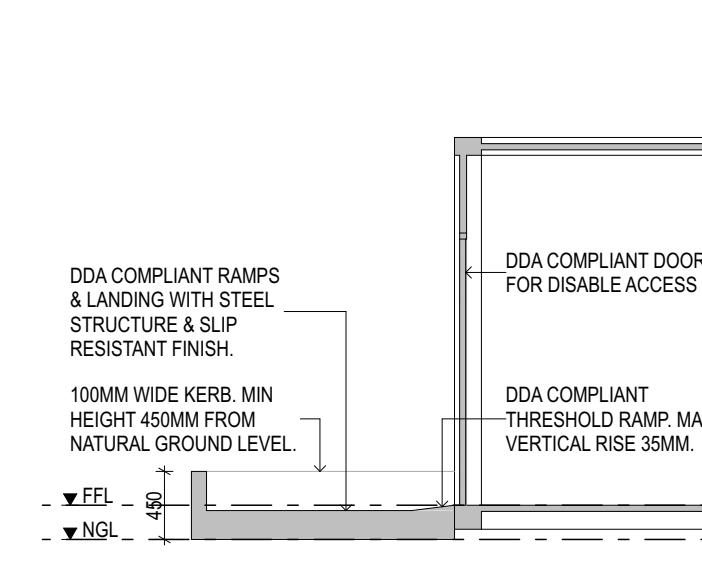
10FT CONTAINER TYPICAL 3D



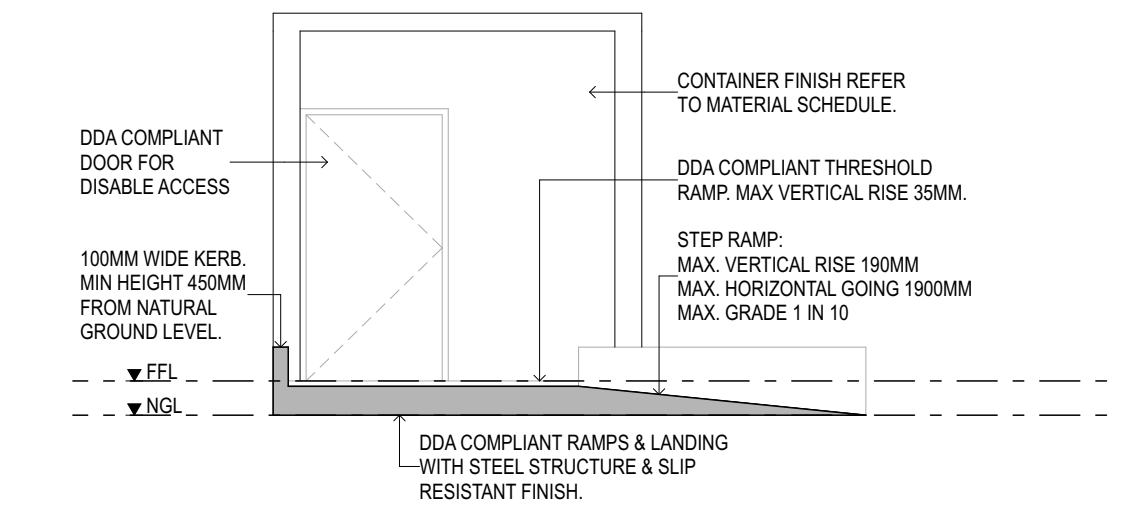
20FT CONTAINER TYPICAL PLAN 1:50



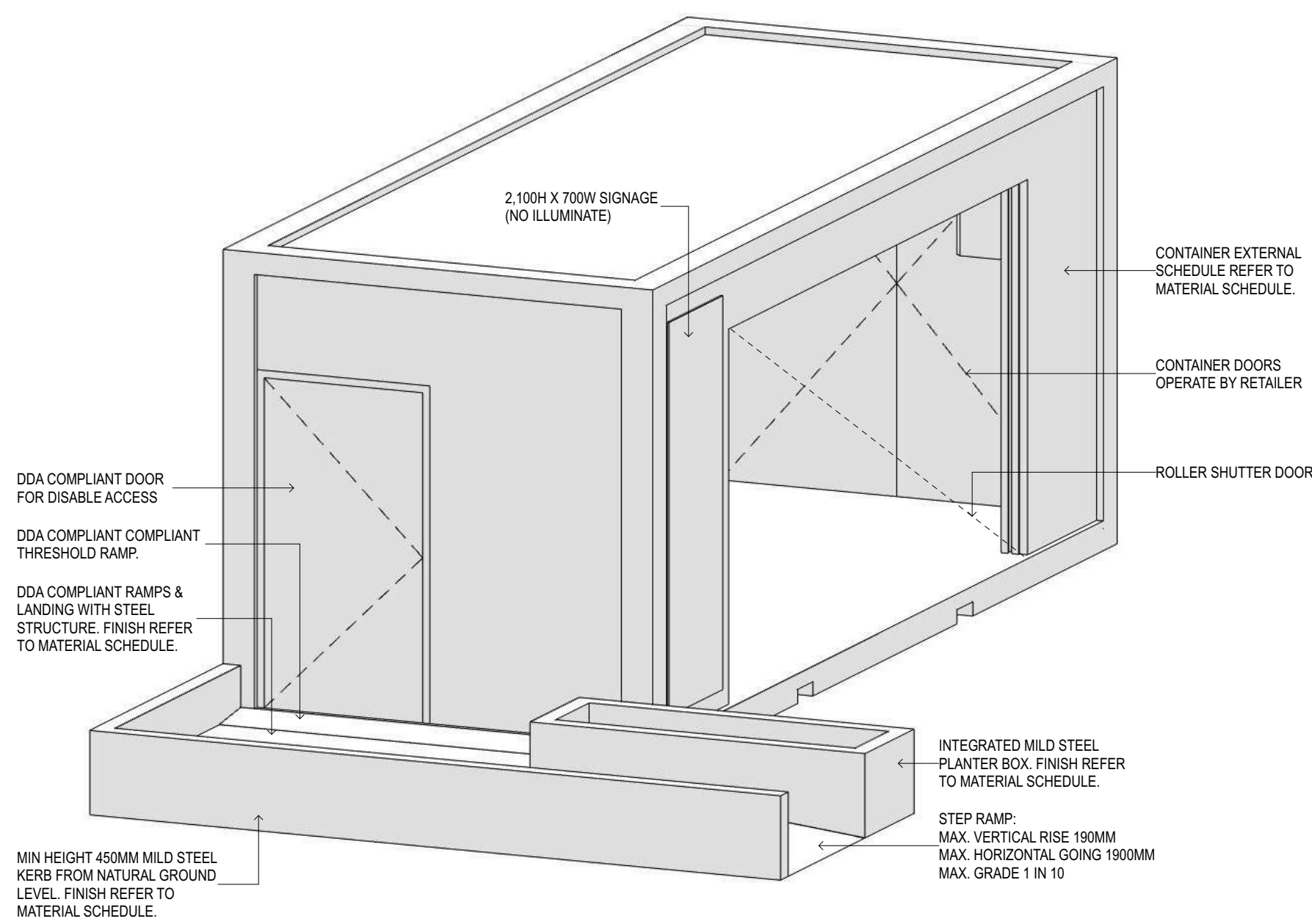
CT2 ELEVATION 1:50



SECTION A 1:50



SECTION B 1:50



20FT CONTAINER TYPICAL 3D

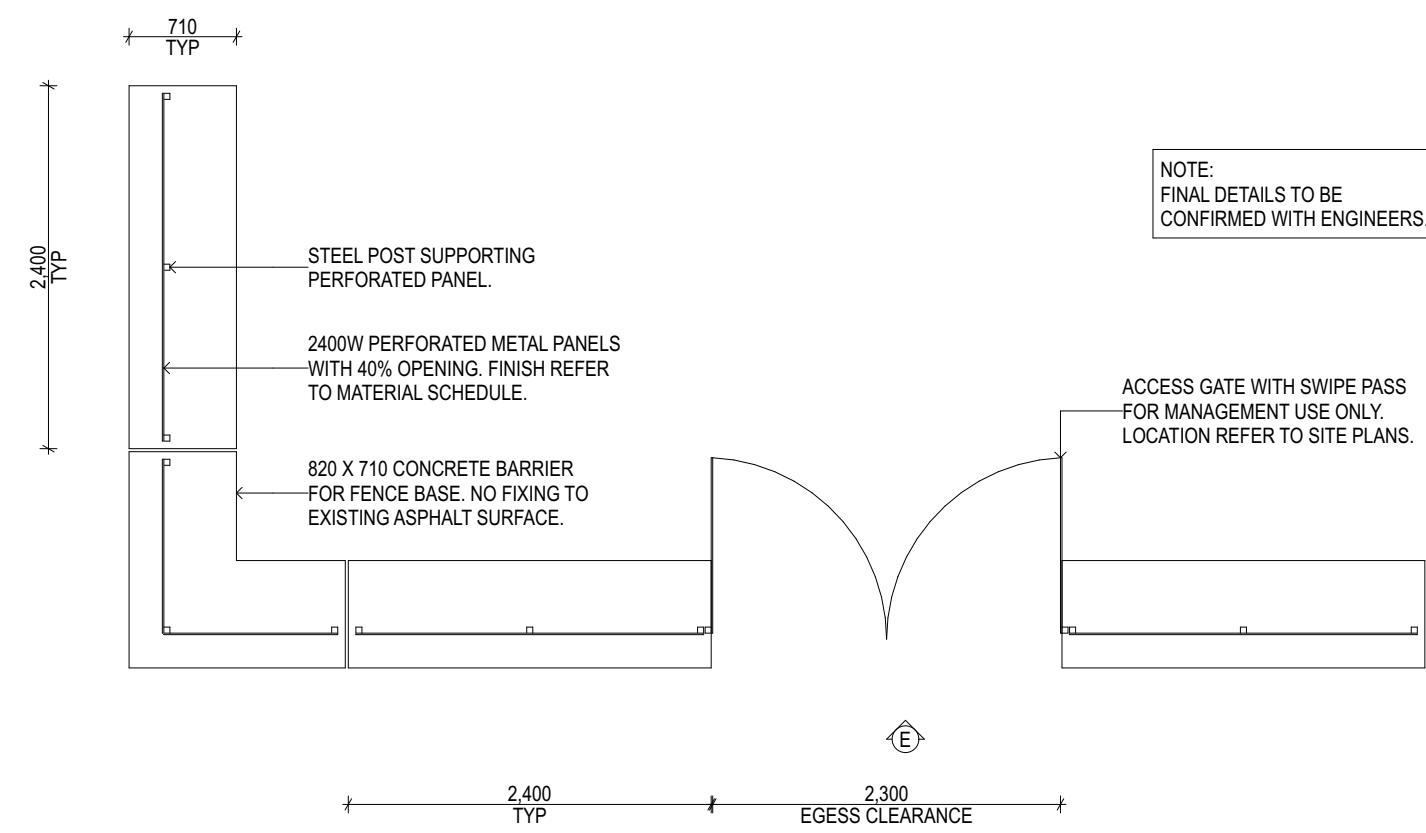
PRELIMINARY

DATE	ISSUE NAME	REV
19/7/21	PRELIMINARY ISSUE	P6
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2/9/21	PRELIMINARY ISSUE	P10

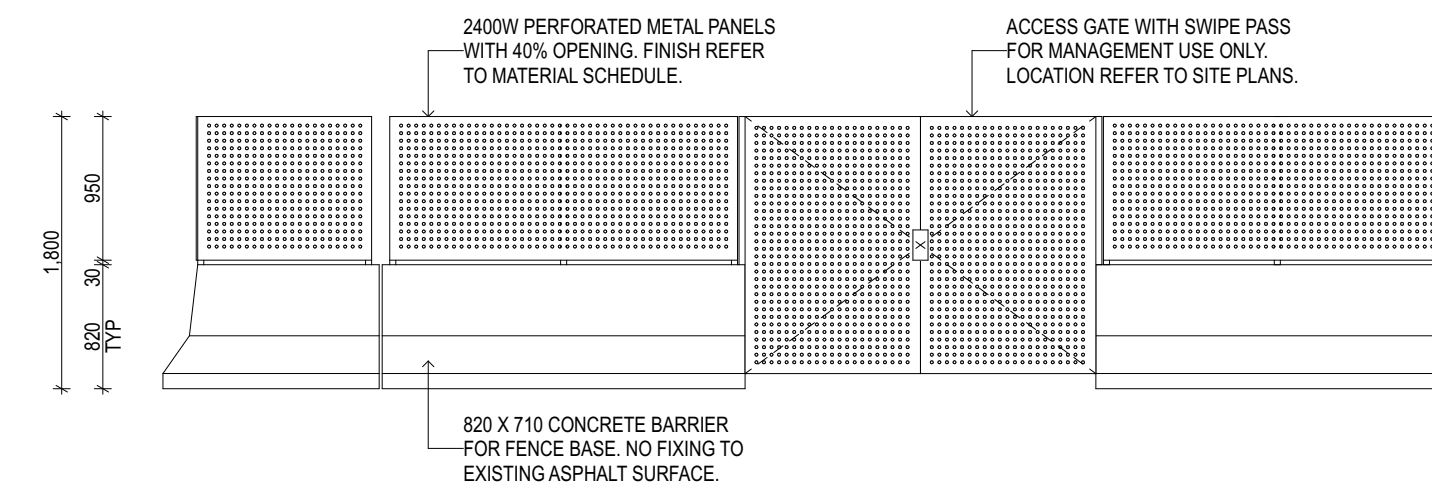
CLIENT: QUEEN VICTORIA MARKET	DRAWING TITLE: TYPICAL CONTAINER RETAIL UNITS
PROJECT NAME: QVM A-E SHEDS UPPER MARKET:SPECIALTY TRADING FORMAT IMPROVEMENTS	SCALE: 1:50 @A1 DATE: 2/9/21
STATUS: SK	PREPARED BY: YL
PROJECT NO. 2119	DRAWING NO. SK500 REV: P10



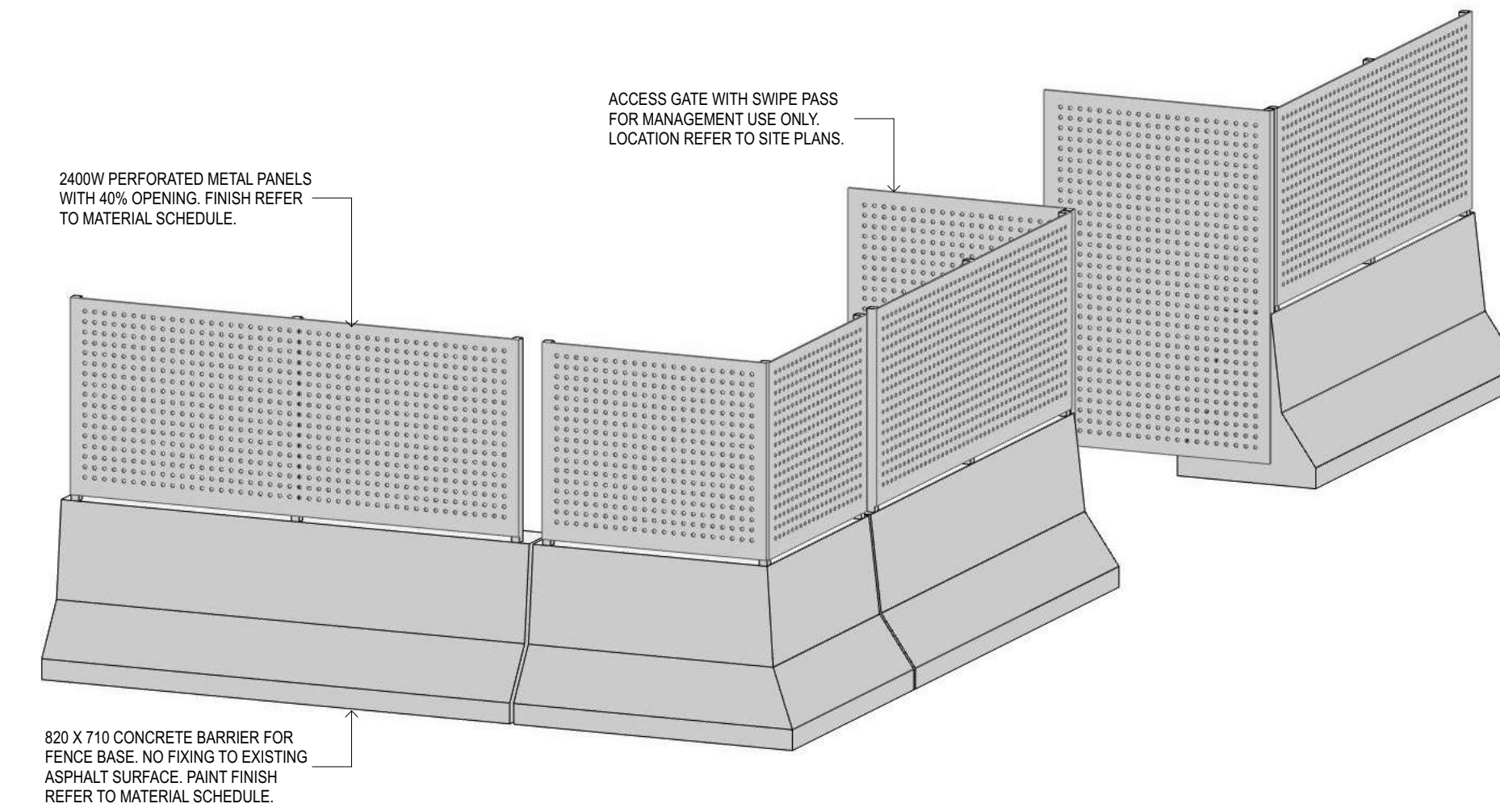
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THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS IN REFERENCED TO LOCAL DIMENSIONS. ALL DIMENSIONS SHALL BE VERIFIED ON SITE.



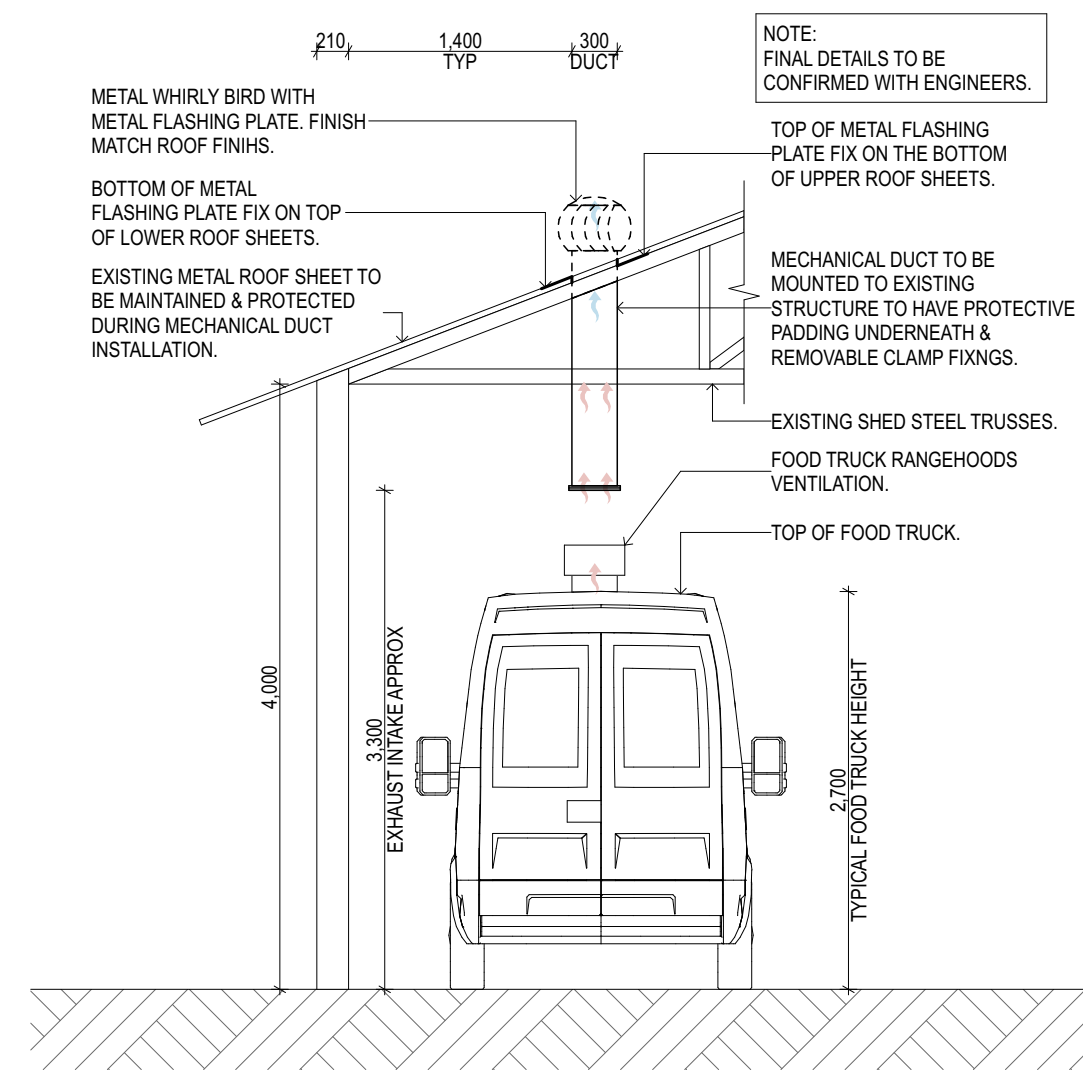
SHED C & D TYPICAL FENCE PLAN 1:50



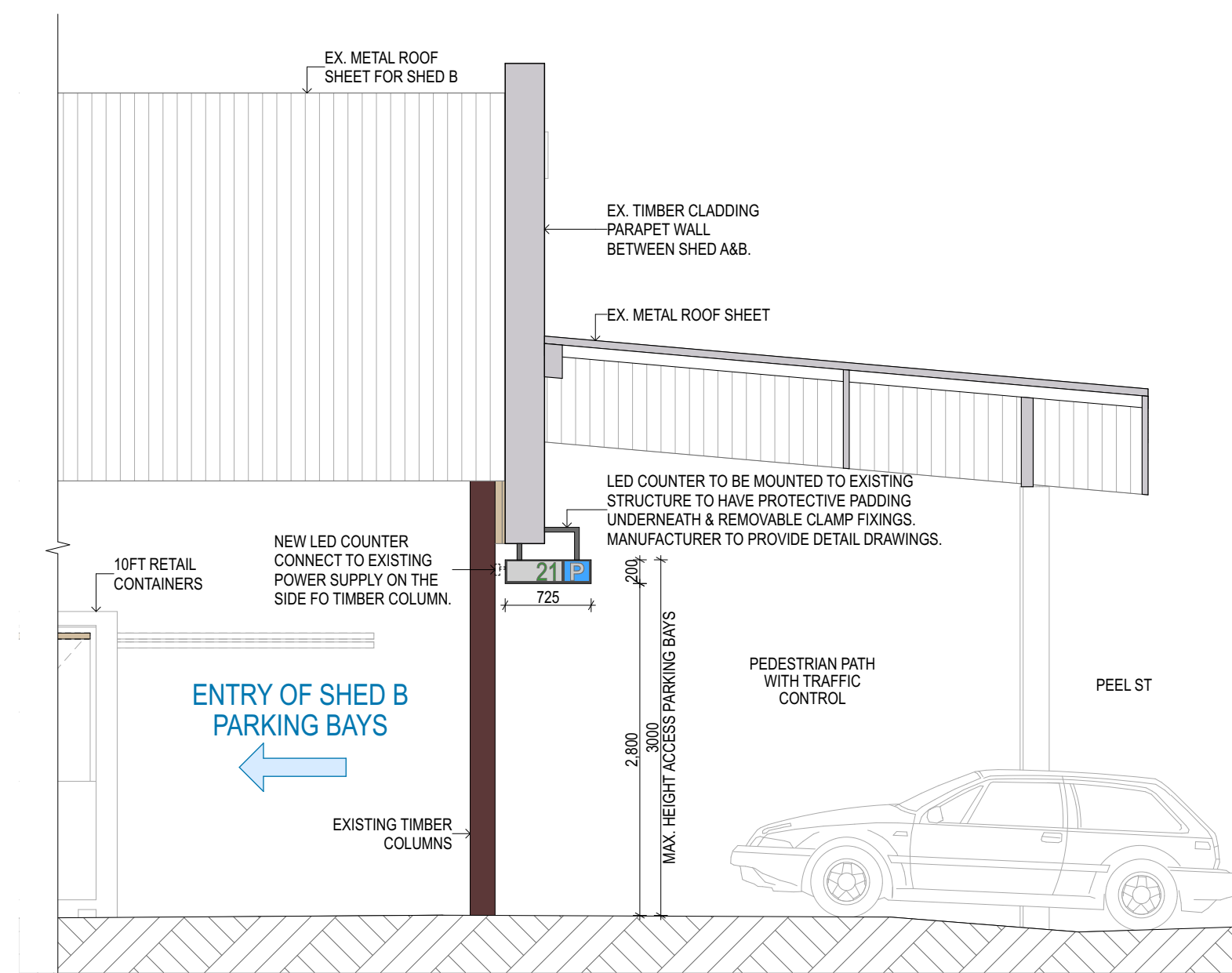
TYPICAL FENCE ELEVATION 1:50



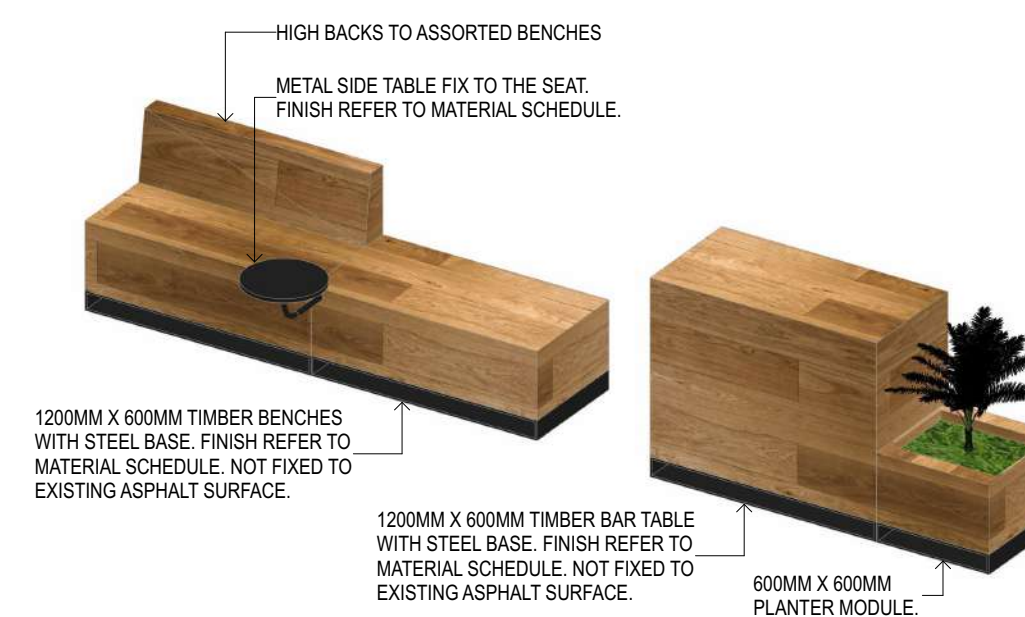
SHED C & D TYPICAL FENCE 3D



D1 TYPICAL MECHANICAL VENT DETAIL 1:50
SK400



D2 SHED B LED COUNTER DETAIL 1:50

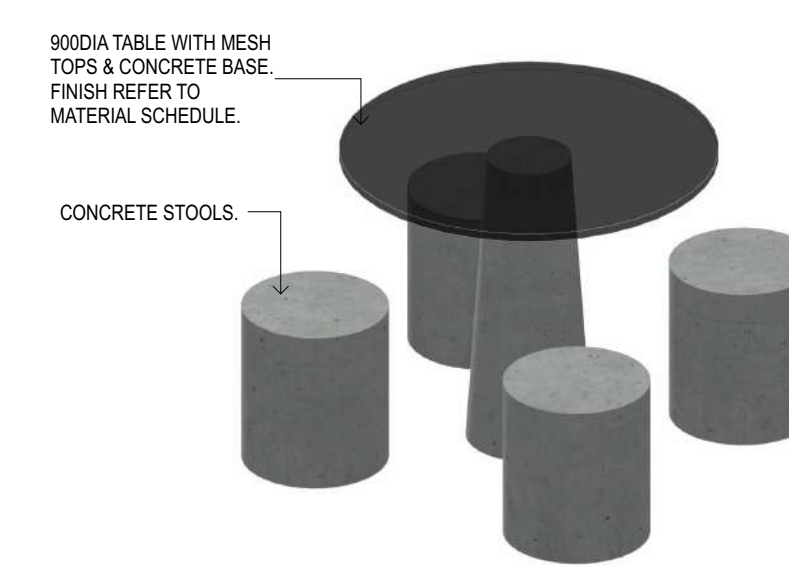


SEAT & PLANTER 3D

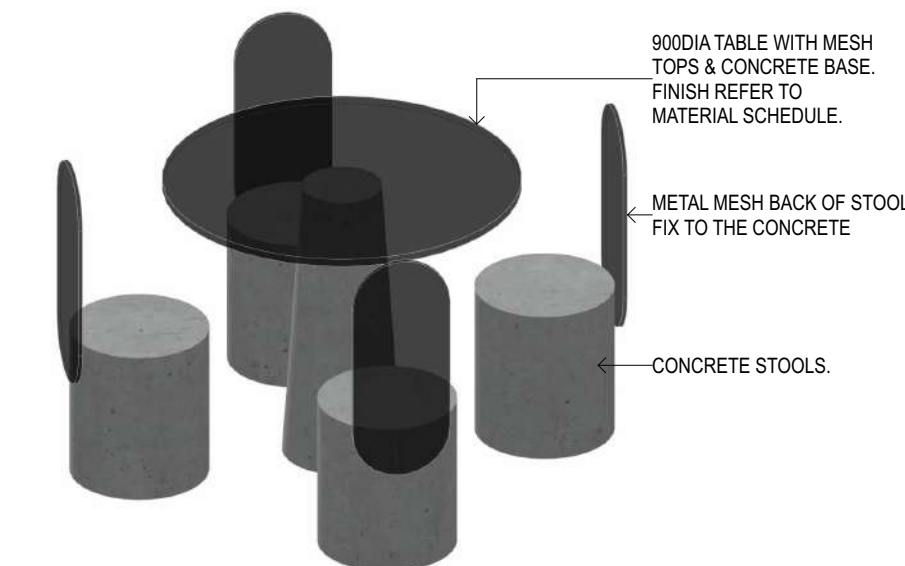


ROUND PLANTER BOX 3D

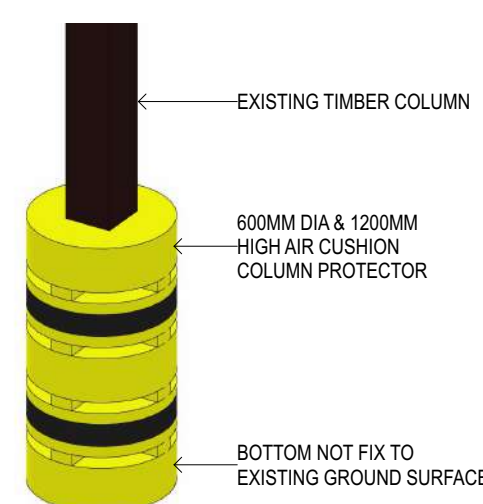
NOTE: ALL FURNITURES TO BE MOVABLE BY PALLET JACK. FINAL DETAILS TO BE CONFIRMED WITH MANUFACTURER.



DINING TABLE & STOOL TYPE A 3D



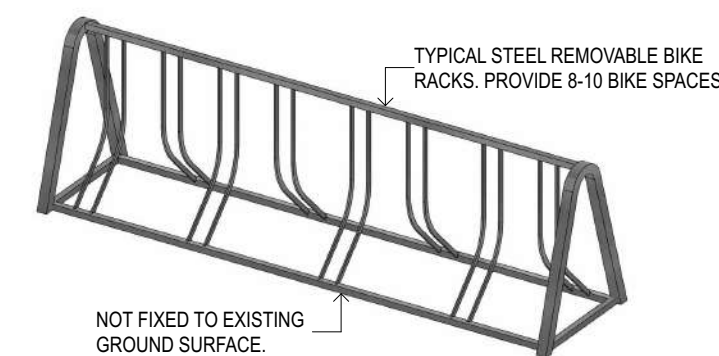
DINING TABLE & STOOL TYPE B 3D



COLUMN IMPACT PROTECTOR 3D



CONCRETE BOLLARD FOR COLUMNS 3D



TYPICAL BIKE RACK 3D

PRELIMINARY



DATE	ISSUE NAME	REV
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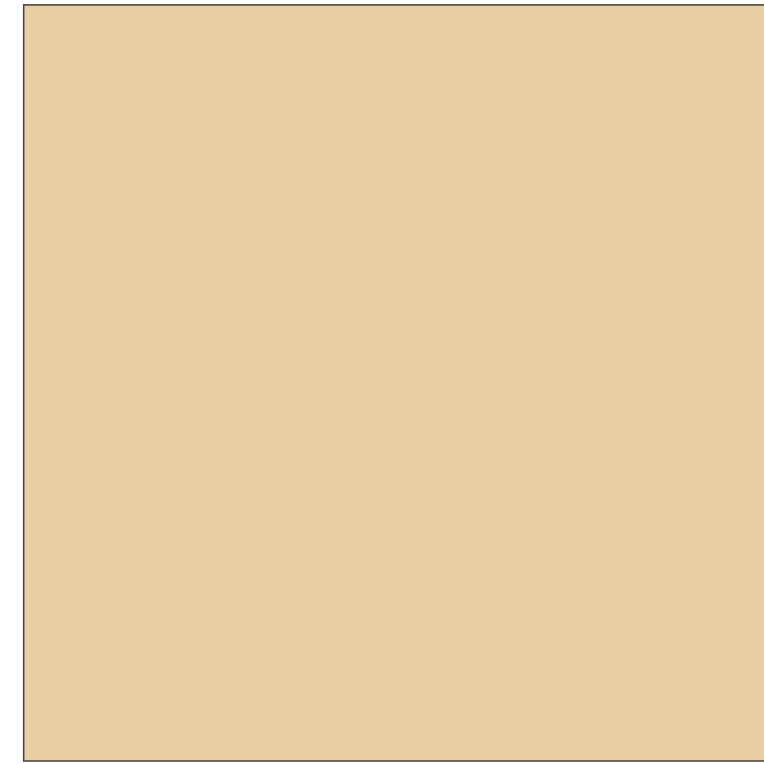
CLIENT:
QUEEN VICTORIA MARKET

PROJECT NAME:
QVM A-E SHEDS UPPER MARKET: SPECIALTY TRADING FORMAT IMPROVEMENTS

DRAWING TITLE	
TYPICAL DETAILS	
SCALE: 1:50 @A1	DATE: 2/9/21
STATUS: SK	PREPARED BY: YL
PROJECT NO. 2119	DRAWING NO. SK501
	REV: P10

ARCHITECT:
PLICO DESIGN STUDIO

PROPOSED CONTAINER EXTERNAL FINISHES



PC1: POWDERCOAT CLASSIC CREAM

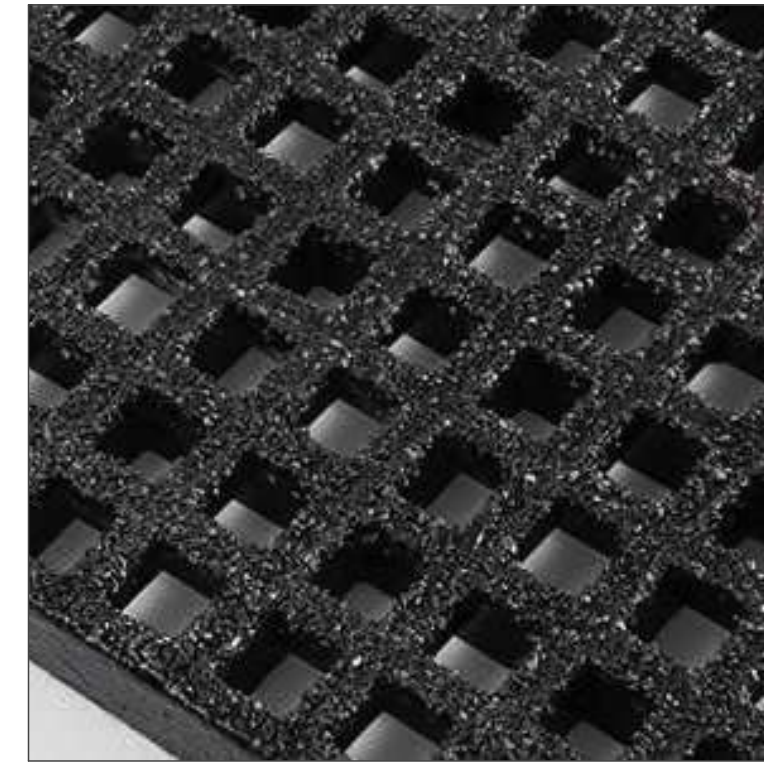


PC2: POWDERCOAT MANOR RED

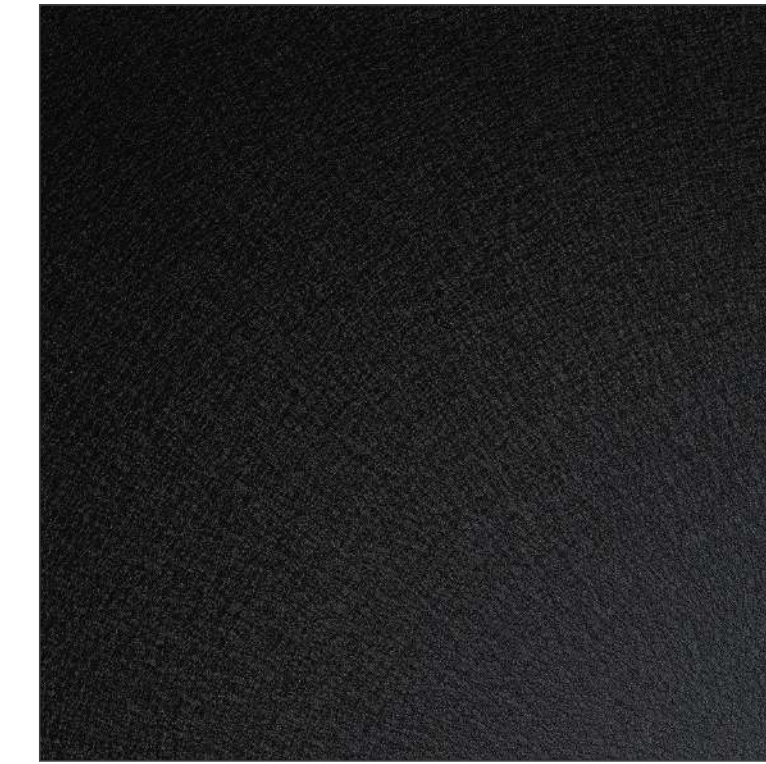


PC3: POWDERCOAT MONUMENT

PROPOSED CONTAINER DDA RAMP & PLATFORM FINISHES

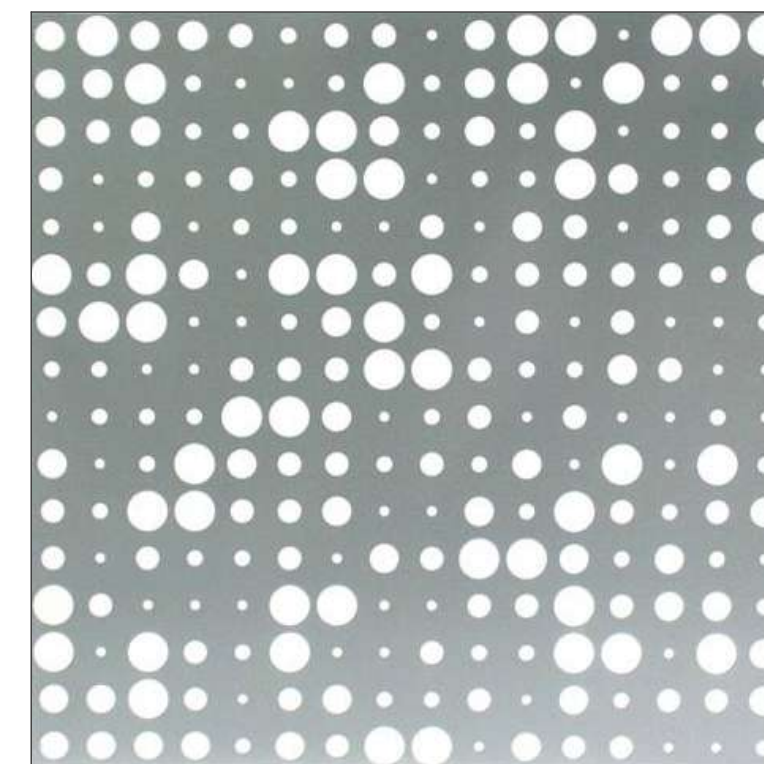


FR1: FIBRE REINFORCED PLASTIC GRATING BLACK HEEL GUARD



PC4: POWDERCOAT BLACK (FOR RAMP KERB & INTEGRATED PLANTERBOX)

PROPOSED SHED C & D SCREEN FINISHES



PM1: PERFORATED METAL PANEL CHAMPAGNE FINISH 40% OPENING AREA



PA1: PAINT FINISH MONUMENT ON CONCRETE FOOTING

SCREEN POST & BRACING FINISH

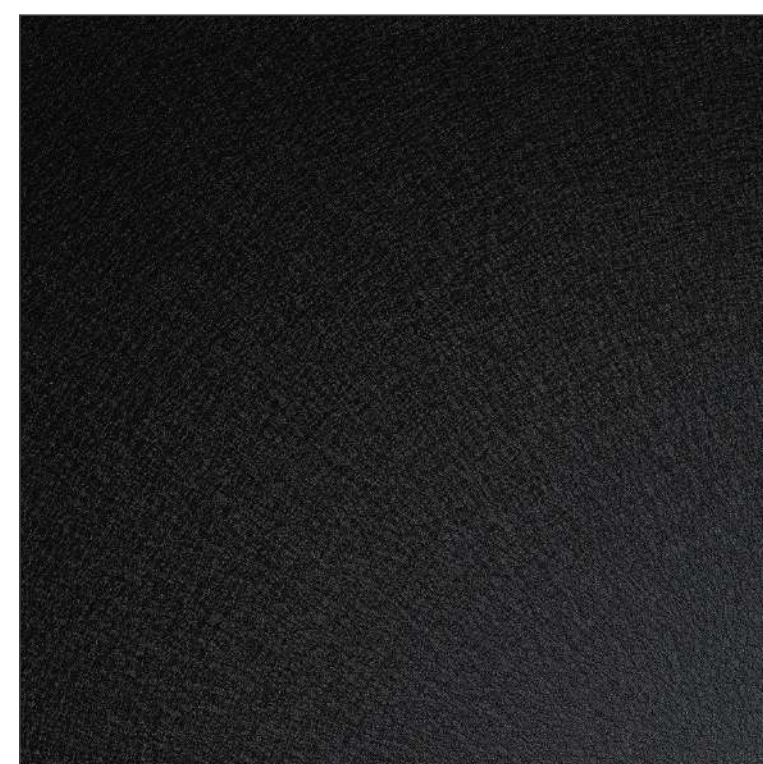


GL1: GALVANISED FINISH

PROPOSED SEATING FINISHES

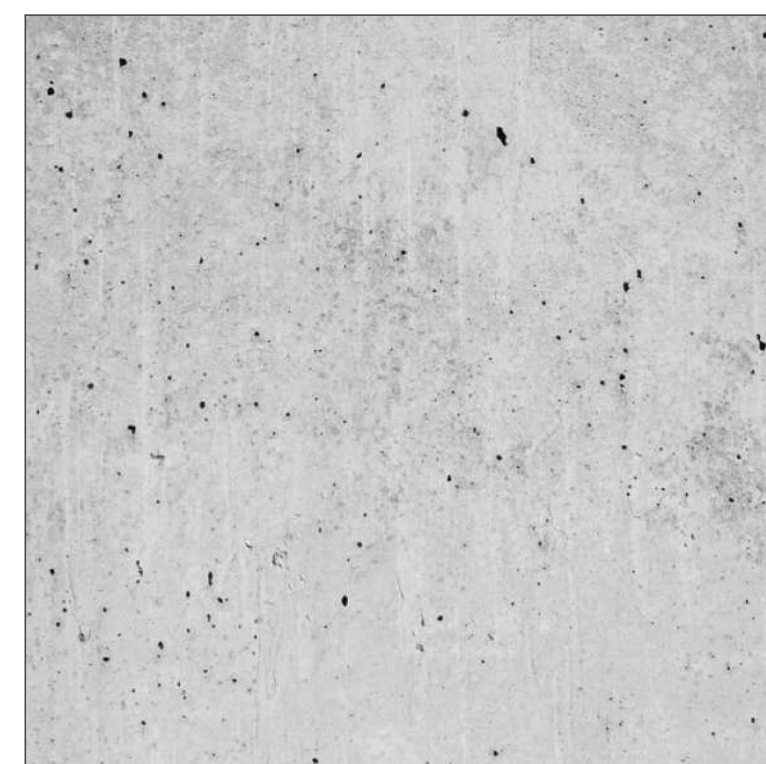


TC1: RECYCLED HARDWOOD WITH OIL FINISH

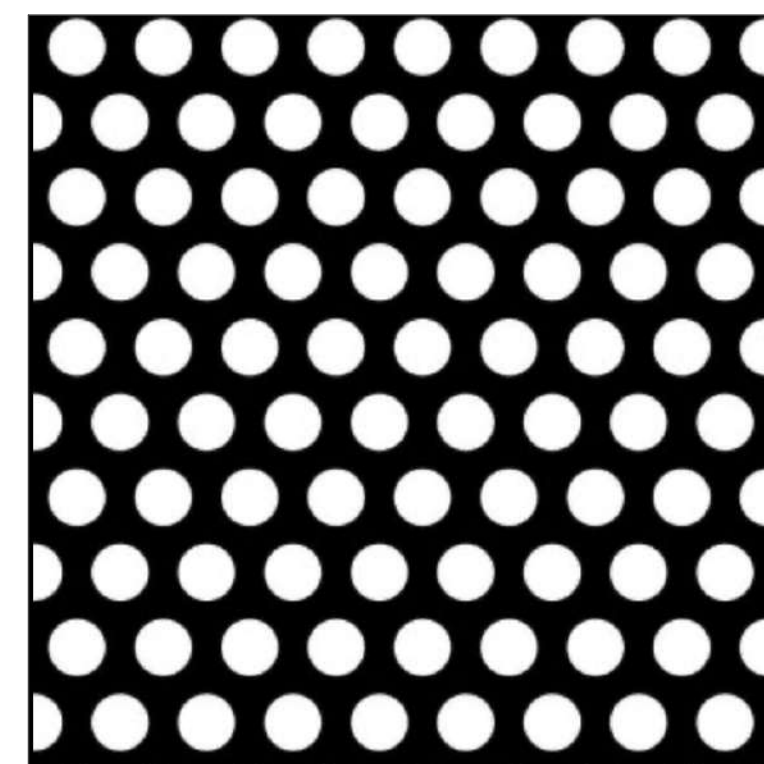


PC4: POWDERCOAT BLACK (FOR SEATING STEEL BASE & SIDE TABLE)

PROPOSED DINING TABLE FINISHES



CN1: CONCRETE WITH POLISHED FINISH



PM2: METAL MESH POWDERCOAT BLACK (FOR DINING TABLE TOP)

PRELIMINARY

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2/9/21	PRELIMINARY ISSUE	P10

CLIENT:
QUEEN VICTORIA MARKET

PROJECT NAME:
QVM A-E SHEDS UPPER MARKET: SPECIALTY TRADING FORMAT IMPROVEMENTS

DRAWING TITLE: MATERIAL SCHEDULE		
SCALE: @A1	DATE: 2/9/21	
STATUS: SK	PREPARED BY: YL	
PROJECT NO. 2119	DRAWING NO. SK502	REV: P10

VIEW FROM A SHED LANEWAY



VIEW FROM E-F SHEDS LANEWAY



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

*

Name: * Stan Liacos

Email address: * heidi.wearne@gvm.com.au

Date of meeting: * Tuesday 9 November 2021

Agenda item title: * 6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Please see submission from Queen Victoria Market Pty Ltd attached

Submissions will not be accepted after 10am.

Alternatively you may attach your written submission by uploading your file here:



[fmc_submission_ae_sheds_upper_market_specialty_market_trading_format_improvement_project.pdf](#)

230.15 KB · PDF

Please indicate whether you Yes

would like to
verbally address
the Future
Melbourne in
support of your
submission: *

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. *

I wish to make by submission via Zoom



8 November 2021

Re: A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

I write to confirm Queen Victoria Market (QVM) Pty Ltd's strong support of the A-E Sheds Upper Market Specialty Market Trading Format Improvement Project being considered by the Future Melbourne Committee on Tuesday 9 November 2021.

This project would deliver critical trader infrastructure upgrades for the Upper Market to create new retail and hospitality precincts, support traders and improve safety and operations. This includes an improved trading area for specialty and general merchandise traders, a business-to-business area for produce traders, back-of-house facilities, and an enhanced hospitality hub.

These proposed improvements are critical to the future viability of the Market, traders and operations. It will also deliver a significantly enhanced customer experience in a part of the Market that is underutilised and lacks appeal due to decreasing occupancy in traditional general merchandise stalls, and a lack of formal back of house areas for retail and operational storage.

As well as responding to demand from current and potential general merchandise traders for more lockable trading formats as an alternative to traditional stalls which requires daily set-up and pack down, the proposed new retail formats will be key to diversifying the general merchandise offer to meet the needs of more Melburnians.

QVM Pty Ltd has led extensive work to inform this project to ensure it meets the needs of Market traders and operations, while also providing an enhanced customer experience in this part of the Market. Importantly it has been informed by feedback and input from Market traders, box hire operators and Heritage Victoria, with guidance from a heritage consultant to ensure it respectfully retains the heritage and character of the Market.

Queen Victoria Market Pty Ltd

L10, 501 Swanston Street, Melbourne VIC 3000
PO Box 12415 A'Beckett Street, Melbourne VIC 3000
T (03) 9320 5822 E info@qvm.com.au

QVM.COM.AU

ABN 44 069 959 771



The proposal is in line with QVM Pty Ltd's *Future Market Strategy*, a number of recommendations of the 2018 People's Panel, recent market research and trader feedback which indicated:

- A need for infrastructure and facilities to support traders and improve safety
- Demand for more lockable/fixed trading locations for speciality traders
- More light hospitality under the sheds and seating/respice areas to help attract and retain customers.

In addition, the new lockable containers will create an active retail and hospitality edge with seating, tables and placemaking around the business-to-business and back of house areas to help ensure the space is well presented for customers and visitors. Retail storage boxes are currently informally stored in this part of the Market which is visually unappealing and provides no separation from customer areas.

QVM Pty Ltd looks forward to continuing to work with the City of Melbourne, traders and other stakeholders to bring this important project to life.

Yours sincerely,

Stan Liacos
Chief Executive
Queen Victoria Market Pty Ltd

Privacy acknowledgement: *

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

Name: *

Daniel Gelai

Email address: *

dgelai@bigpond.net.au

Date of meeting: *

Monday 8 November 2021

Agenda item title: *

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.

Submissions will not be accepted after 10am.

Storage in upper D shed for storage box hire ,i envisage no real obstacles as long as we have two smooth surfaces to access D shed . It is critical that there is no other equipment being left blocking direct access creating a dangerous route . thank you Danny Gelai .

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No

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

Name: * David Peck

Email address: * davidjpeck@me.com

Date of meeting: * Tuesday 9 November 2021

Agenda item title: * 6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am. I David Peck, box storage operator of 33 years write in support for the GM storage area as part of the upper market proposal. I fully support Mark Bullen and his team with the proposal as it will be a more efficient and safe way to carry out the movement and storage of boxes around the market.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: * No

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

Name: * Miriam Faine

Email address: * miriam.faine@bigpond.com

Date of meeting: * Tuesday 9 November 2021

Agenda item title: * 6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

Alternatively you may attach your written submission by uploading your file here:



[2021.11.9_fmc_.docx](#) 125.04 KB · DOCX

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: * Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. * I wish to make by submission via Zoom

FMC Meeting 9 Nov 2021 Submission from Dr Miriam Faine, Secretary FOQVM re
6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market
Trading Format Improvement Project

1. Heritage guidelines

The City of Melbourne are the custodians of QVM and its heritage. The Heritage Victoria Statement of Significance clearly indicates in Criterion G:

The Queen Victoria Market is of social significance for its ongoing role and continued popularity as a fresh meat and vegetable market, shopping and meeting place for Victorians and visitors alike. [Criterion G]

This social heritage is manifested through:

The Queen Victoria Market is of architectural significance as a notable example of the class of produce market. It is a remarkably intact collection of purpose built nineteenth and early twentieth century market buildings, which demonstrate the largely utilitarian style adopted for historic marketplaces combined with the later attempt to create a more appealing 'public' street frontage through the construction of rows of nineteenth century terrace shops along Elizabeth Street and Victoria Street. [Criterion D]

These 'proposed new trading formats' and 'improvements will directly impact on this heritage by changing the traditional ad hoc nature of trading in open stalls within the remarkably intact collection of purpose built nineteenth and early twentieth century market buildings.

The proposed enclosed structures will destroy the sightlines through the open sheds. They will form a barrier between the street and the market in Peel St. They will remove the open views through the market from the street, turning the market an enclosed shopping centre rather than a *historic marketplace*. The new stalls turn their backs to the Victoria St shops so that these are cut off from the market behind the back wall of stalls.

Bizarrely, as recently as November 2016, QVM was promoting the traditional trading format of the market – see

A Market for the People

The history, heritage and people of the Queen Victoria Market are what make it so special. This is our dedication to the people and traditions of Melbourne's marketplace.

<https://fb.watch/98Jj1sIX0/>

Nothing here about lockable stalls, ready to eat meals, art installations or silly pocket parks!

2. No business case

One would expect the plans for structural changes would emerge from a well-researched Business Case, but it seems that this Business Case, as with previous aspects of the Renewal Plans, is post hoc.

There is no justification provided for these specific changes beyond the reference to 'declining trader occupancy'. There is no data to suggest that trader occupancy would improve with these new conditions.

We do know that traders are now renegotiating their leases with adverse conditions, and that elsewhere, traditional markets across Melbourne are thriving – see Richmond (Gleadell St), Oakleigh Sunday Market, Dandenong Market ... all packed, and popular with young people).

We suggest the 'declining trader occupancy' can be attributed to unsupportive QVM management rather than lack of appropriate infrastructure.

In terms of justifying retail pods, we know String Bean Alley has been a dismal failure with customers, in spite of ongoing support from management.

There has been no public consultation on these specific 'improvements'. Feedback on the Future Market Strategy was mixed, to say the least, with little support from the community.

With regard to traders, as they are currently renegotiating their leases under extremely difficult business conditions, they are unlikely to argue with management.

We also reject the suggestion that these changes were mooted by the Peoples Panel, which in fact made no recommendations for proposed lockable retail container pods in A Shed, Upper Market nor for more Street food/food trucks hospitality. In fact, the Peoples Panel explicitly REJECTED much of the mooted infrastructure changes as excessive and 'gold plating'.

3. Renewing our market

It is surely time to revisit the 2015 Master Plan, especially as its major initiative (the basement) has now well and truly expired.

The Market Renewal process has been littered with failed and futile initiatives: The Basement; The Glasshouse; The Social Kitchen; the bizarre ice skating rink) in January) and so on... ..

All that time the authentic market has been neglected and devalued by Council, QVM Pty Ltd and QVM managements.

It would also be prudent to review the Renewal Plans in the light of the changes COVID has and will bring to the city.

Hospitality is declining in a post-COVID CBD, and what is left is being propped up by financial incentives by the City of Melbourne in the effort to revive and retain it. It seems perverse that the QVM renewal is 'activating' QVM by investing in more hospitality rather than focussing and building on its core business on which its reputation is built.

Meanwhile the traditional QVM has remarkably withstood Covid, with many specialty stalls re opening and customers returning over the last few weeks.

**RE: Report to the Future Melbourne Committee Agenda item 6.6, 09 November 2021
'Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading
Format Improvement Project'**

Presenter: Roger Teale, General Manager Property, Infrastructure and Design

Submission to Lord Mayor and Councillors

From: B. McNicholas, Director, Walk in St Kilda Rd & Environs

9 November 2021

Dear Lord Mayor and Councillors,

I am writing to request this Agenda item not be supported and resolved but be deferred. It is requested that Agenda item 6.6 "**Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project**" is deferred and re-assessed.

The serious issues with this Agenda item 6.6 include:

- **There is no business case provided supporting or justifying these changes.** Evidence and business case, as well as consultation, is needed, prior to a FMC submission and vote of Councillors.
- *"... endorsement of the schematic design plans for the Speciality Market Trading Format Improvement project at the Upper Market of A-E Sheds prior to lodgement of heritage and planning applications and release of tender for the works"* (1, page 1) cannot be properly or reasonably made and resolved at this time.
- **Adequate time has not been provided for the community and key stakeholders to read, assess and write considered submissions** (including the documents referred to). This is inconsistent with various City of Melbourne strategies and policies. Refer, for example, to the copy endorsed by FMC recently for the CoM "*Draft Inclusive Melbourne Strategy 2021-31 for community engagement*", and my submission, 19 October 2021.

For example, see Key Priority 3: "*All people can participate in city decision-making.*"

- However, many are disabled or excluded from this participation by this brutal, inadequate time frame between provision of the draft Agenda item and the timeframe provided for public submissions to FMC, a key avenue for community participation in decision-making, and by the absence of a *Community and Stakeholder Reference Group for Queen Victoria Market (QVM)*.
- **Community engagement/participation has not been enabled as per council policy and strategy, but has instead been excluded or 'disabled':**
 - By the inadequate time provided – i.e. 2 business days effectively has been provided for community and stakeholders, who have other responsibilities, jobs and

commitments, and this is completely inadequate for effective participation. Refer to, for example, my submission 19 October 2021, attached. At least two weeks, and preferably four weeks should be allowed between provision of the documentation to the community and stakeholders and the timeframe for public submissions for Future Melbourne Committee (FMC). The matters are highly significant, the costs high and the documentation and additional relevant documentation and documents referred to, are substantial. More time is needed for community prior to submission deadline.

- It is understood “*retail container pods*”, followed by ‘*a further 19 retail pods*’ a few years later (2023), are partial or full shipping containers, however, **there is no history of any association of shipping containers with Queen Victoria Market**.
 - This would change Queen Victoria Market in ways that diminish cultural heritage value of the heritage place, introducing a foreign element, impacting sightlines ... This is inconsistent with the Burra Charter Principle of a **cautious approach** (Article 3) “*change it as little as possible so that its cultural significance is retained.*”

“Article 3. **Cautious approach**

3.1 Conservation is based on a respect for the existing fabric, use, associations and meanings. It requires a cautious approach of changing as much as necessary but as little as possible.”

Queen Victoria Market (QVM) is on the State Heritage register and on the National Heritage list. It is formally acknowledged as of outstanding cultural heritage value to all Australians and as needing protection of its listed cultural heritage values and attributes into posterity. That is a commitment and responsibility. Community and stakeholder engagement and careful consideration of its listed cultural heritage values and attributes are needed for this – at City of Melbourne in its plans and drafts prior to submissions to FMC and to Heritage Victoria. That has not occurred prior to this draft being sent to Future Melbourne Committee, but it should have.

It has been requested, repeatedly, that CoM **institutes a *Community and Stakeholder Reference Group for Queen Victoria Market (QVM)***, one which would be consulted before any drafts for FMC were finalised or presented at FMC (or to HV, or go to tender ...). This would assist enable effective community and key stakeholder engagement as well as improve submissions to FMC and its decision-making. It would facilitate a move towards best practice management of this important place and better outcomes for QVM and its successful and responsible management and operation. It is needed to fulfil Council’s stated policies and strategies for community engagement and participation in decision-making and would enable the desired movement towards best practice heritage management of this outstandingly significant place Queen Victoria Market; it is needed to comply with stated principles and aims of the Heritage Review resolution, a unanimous resolution at FMC, 1 September 2020.

When this Reference Group or Advisory Committee, along with the Heritage Review and its changes, are put in place, it is anticipated such issues and omissions as are evident in this

Agenda item (heritage, community engagement; premature submissions to FMC without any or adequate heritage and community engagement ...) will be diminished or will no longer occur.

- This is **evidence, again, of the need for the Heritage Review re “Council projects on land on the Victorian Heritage Register” voted at FMC 1 September 2020, still outstanding.** We eagerly await this Heritage Review and its implementation, its enactment. It was unanimously voted on 1 September 2020 at FMC and was due 1 September 2021. The Heritage Review is running more than several months late now. It includes recommendations and statements such as:
 - (1.3) Expresses the view that the City of Melbourne can improve how it goes about applying for Heritage permits and Heritage permit exemptions, and that a review of internal processes and protocols in relation to planning for works on land on the Victorian Heritage Register is **timely.**
 - “(1.4) Requests that management conduct a review of the internal processes and protocols across all work areas that manage the planning and delivery of building and works to places on the Victorian Heritage Register and report the outcomes of this review to councillors **by September 2021**”.

The Agenda item noted CoM’s “decentralised approach has led to difficulties in understanding and adequately planning for meeting relevant Heritage legislative requirements in a timely, consistent, informed and prepared manner” and stipulated inclusion of “(t)he ideal timeline and forward plan for the commissioning and completion of **Conservation Management Plans for land and buildings on the Victorian Heritage Register managed by the City of Melbourne**, where CMPs do not yet exist.”

As outlined by Heritage Victoria in its Information Guide: Conservation Management Plans (CMPs): Managing Heritage Places” document, page 7, “A CMP is the planning tool that outlines effective and timely property management decisions for heritage places.”

We note the Conservation Management Plan for Queen Victoria Market has been stated as considered to be due for update April 2022, and its outstanding cultural heritage significance, as well as the current lack of a dedicated Master Plan for QVM (itself, not the broad, general Precinct around it, which is not heritage listed) means it is a risk to proceed with changes and plans now.

A centralised approach to CoM’s management of heritage listed places was requested as was a specialised area/staff and a Community Advisory Group for Heritage. Without these, our heritage places of outstanding significance are at risk.

- Things have changed significantly since early 2020, even since August 2021. **New, post-Covid world considerations, consultations and plans are needed.** Previous assessments and plans are no longer relevant, applicable or reasonable in this significantly altered retail, CBD, trading and public gathering environment.
 - The kind of ‘hospitality’ referred to is reported widely as in serious difficulty, along with ‘events’- they have very significantly declined in the CBD, with no confirmed

path for growth into the future, one which remains insecure and unknown. General business is also severely impacted. The previous Future Market Strategy is in these exceptional circumstances meaningfully outdated. The previous 'market renewal program' has lost relevance in this new, unprecedented Covid world.

- There are considerable **issues and errors with reporting of People's Panel's recommendations** in this document, as advised by participants, including traders, the Friends of QVM and the RHSV participants. These need to be corrected and rectified.
- There are **issues with the purported consultation with Heritage Victoria**. A pre-application meeting is not an endorsement by Heritage Victoria and this could appear to have been misrepresented in the documentation presented.
- We are **still missing a dedicated Master Plan for Queen Victoria Market**, and this is critical document and is urgently needed.
 - Referring to '*the Master Plan*', which is predominantly, overridingly, a Precinct or surrounding area development Master Plan and is most definitely not a Master Plan for highly significant place Queen Victoria Market, is a significant error and is misleading.
 - This presents significant risks for outstanding heritage place Queen Victoria Market.
- The plan by Ralph & Beattie Bosworth referred to has not been disclosed or attached.

“(T)he Schematic Design of the Speciality Market Trading Format Improvement A-E Sheds Upper Market” should not be endorsed. It is premature; it is currently unsubstantiated, without adequate support and community and stakeholder engagement, and is lacking up-to-date, cautious business case and research in the current Covid CBD-world. It is far from ready or justified to '*proceed to lodgement of heritage and planning permit applications and tender*'.

It is requested that City of Melbourne/FMC defers Agenda item 6.6. and that it is re-assessed.

Thank you for the opportunity to make a submission.

Draft Inclusive Melbourne Strategy 2021-31 for community engagement

Agenda item 6.5, 19 October 2021

Presenter: Linda Weatherson, General Manager Community and City Services

Submission: B. McNicholas, heritage, marketing and planning professional; Director. Walk in St Kilda Rd & Environs

18 October 2021

Dear Lord Mayor Sally Capp and Councillors,

Of course, the principles in this draft Strategy for inclusive community engagement are applauded and supported.

It is requested that you **add to the Strategy document** some additional specific inclusions, such as **heritage considerations**, which seem to have been excluded but heritage is a major feature of the CoM, its lands, liveability and its management responsibilities, as well as a significant **priority** to many in the community, meriting inclusion to specify that heritage places are discretely managed for their specific listed attributes and values, and are not part of non-heritage listed place recovery plans and general events.; and some specific **outcomes** such as a **Community and Stakeholder Reference Group for Queen Victoria Market** and a **Community Advisory Group for Heritage**, both which have already been long requested by community members, stakeholders and committed resident, friends and community groups who have been seeking inclusion and participation in planning and decision making. Formation and embedding of these Committees into city decision-making processes would be a welcome addition to this document, belonging there as demonstrated Outcomes of this Strategy work for inclusive, responsive community engagement implementation to embed community decision-making at Council.

Whilst social, economic and environmental are listed as the three integrated considerations, heritage should be considered as a **fourth key parameter or priority**, but it is important to note that heritage needs to be considered in terms of excluding heritage places from general events and general open space areas.

Note: The heritage inclusion is for assurance that heritage considerations will occur so that heritage places and heritage greenspaces **will not** be considered general open space for events, for recovery or other etc ... but afforded the protections warranted by their heritage listing, and activities in their sites and land spaces considered under Heritage policies and planning dedicated to the heritage place itself and its values and attributes, as discrete heritage-place-specific management.

For Priority One:

- “● Our services, programs and places are responsive to the evolving priorities of our diverse communities.
- Our services, programs and places are welcoming, safe, accessible and affordable for all.
- Our information is accessible, and messaging is inclusive.”

Priority 3:

Empowered, participatory communities We want to encourage participation from all community members, ensuring that people feel heard and their needs are addressed.

- People have the capacity to identify local needs and are empowered to lead change in their neighbourhoods.
- People and communities are connected and participate fully in community life.
- **All people can participate in city decision-making**.”

Page 14: “The community engagement provided valuable insights centred on themes of **representation, opportunity, accessibility and participation**. People understood inclusion as feeling a sense of belonging, **having a voice** in community decisions, and visible diversity in the community.”

Page 16: “Our services, programs and places We commit to making all services, programs and places delivered by the City of Melbourne accessible and equitable. Accessibility includes physical access, as well as making everyone feel secure, comfortable and welcomed. Our programs will support the needs and priorities of all communities.” ...

“We will create safe, inclusive recreation facilities and programs that support the community’s physical health and mental wellbeing. We will improve the accessibility of our facilities...”

Page 21: “**Priority 3. Empowered, participatory communities**

This priority aims to **build connection and empowerment**. We want to encourage participation from all members of our community.”

“We will foster reciprocal relationships with different parts of our communities, including Traditional Custodians, community organisations, residents, workers, businesses, students and other precinct and neighbourhood-based stakeholders. We will bring groups together to forge connections, share ideas and learn from each other.”

Outcomes:

“**People** have the capacity to identify local needs and are **empowered to lead change in their neighbourhoods**.”

“**All people can participate in city decision-making**”.

Page 23:

“**Working in partnership will be vital to creating a genuinely Inclusive Melbourne.**

In implementing the strategy, we will collaborate with Traditional Owners, government, business, community organisations and stakeholder groups. We will achieve the priorities and outcomes through delivering them ourselves, **collaborating with others and advocating for change**. We will advocate with all levels of government and other partners to deliver this strategy acknowledging our shared **responsibilities in progressing inclusion. We**

Embedding a community development approach”

Recommendation:

We have already requested this year, and now recommend these be included in Outcomes in this Strategy, that for accessibility, safety, community participation, health and well-being and in response to community request, that CoM:

- makes documentation for FMC available to the community and stakeholders (and Councillors) one month prior to the FMC at which it will be presented.
 - Currently documentation, amounting sometimes to hundreds of pages of complex maps and materials, is listed late on Thursday for public submissions by 10.00am Tuesday. This effectively amounts to two business days for the community, and limits community participation in council decision-making.
 - Community groups are volunteer based, often have other jobs and occupations, and much greater time is often needed for submissions to be discussed amongst community groups and associations and submissions prepared.
 - **Best practice** community consultation and opportunity for participation and inclusion in decision-making such as this requested extension of time between document provision by Council and deadline for submissions to council (FMC) will allow greater time for consultation, result in more participation by community, enable more of the inclusion this Strategy states it seeks, and you will end up with better submissions and better outcomes for Council, for Melbourne and for communities.
- As requested, limiting Future Melbourne Committee meetings to once a month will enable community, stakeholders and Councillors time to prepare, consult and research, rather than being overwhelmed by the current system which hardly allows a break between meetings and their significant agenda items. Best practice would provide the space and time for more effective considerations and best practice outcomes.
- Allow community to attend FMC and ask questions in person
- When using zoom for FMC meetings, allow visuals of community members and allow community members who have presented the right of reply to comments by Councillors.
- Officers and Councillors should be contactable. That Council officers and Councillors have a telephone number that is accessible to the community (in lockdown and outside of it).
- That all Councillors should be available to meet with community, by zoom or in person (now that lockdown is ending)
- That a draft is circulated for comment before the final document is sent to FMC
 - This would allow for the identification of any errors before it goes to council – and is an avenue for greater participation for the community in decision-making as you state is a strategy here. It would be a best practice, inclusive approach.

- We have requested a **Community Advisory Group for Heritage**, which considers proposals and plans for heritage listed lands/parks and places before they are finalised or presented to FMC, for a new Heritage area at the City of Melbourne, for some time now.
 - This is supported by this draft document and the listed Priorities in this draft Strategy, for example Priority 3 Outcomes and the other priorities listed above. This will help embed community participation in city decision-making.
- We have requested a **Community and Stakeholder Reference Group for Queen Victoria Market**, which considers plans and proposals before they are finalised, presented to FMC or enacted, and that it includes representation from The Friends of Queen Victoria Market, the Royal Historical Society of Victoria, Protectors of Public Lands, Walk in St Kilda Rd & Environs, the National Trust of Australia (Vic.), the Queen Victoria Market Traders, experts in heritage, marketing, planning and markets, and community members.
 - This is supported by this draft inclusion Strategy document and the Priorities, for example Priority 3 Outcomes and the other priorities listed above. It will help embed community participation in city decision-making.

Greater Privacy provision will assist Inclusion and Participation

That CoM also respect the right of community members to choose privacy.

e.g. In a recent CoM submission age/DoB was requested, yet some people do not want their age registered with the City of Melbourne, and this can discourage community participation, inclusion, messaging and submissions.

Medical Health Privacy

Similarly, it is known that some people in the community who are eligible for reduced rates of Fire and other services no longer claim them since the City of Melbourne has added them to their Rates accounts as they feel it is humiliating for them to be declared and listed formally in their community, at their Council, as '*disabled*' or a "*pensioner*". Some do not claim these, Rates discounts and other services and discounts they are entitled to at CoM as a disabled person or vulnerable pensioner, again, because they do not want to be listed in their community, at their local council, as such and fear, feel, it would affect their standing and may impact opportunities. For example, Disabled or pensioner discount is listed on Rates information documents and that is included in documentation for home sales and becomes part of a publicised record widely distributed. Perhaps the words could be excluded on the Rates documentation, or, for example, using '*discounted rate*', if it is necessary to even list that rather than simply an amount.

Recommendation:

That you add:

- CoM will organise to provide secured privacy eg options on not having to record, submit or publicise personal identifying and medical health information. This will enable greater inclusion and participation.
- CoM will consider ways to allow disabled community members and pensioners to access their offered Rates discounts, Fire Services Property Levy discount (State Government but

now added to Rates, CoM) and services in a way that restricts that information in a 'ring of steel' and does not share it throughout the CoM or with the general public or list it on Rates notices, (which are published for property sales, sometimes shared and used for other purposes...)

- CoM may consider separation of Fire Services Property Levy from Rates accounts etc ...

Page 17:

"Our services, programs and places are responsive to the evolving priorities of our diverse communities. Our services, programs and places are welcoming, safe, accessible and affordable for all".

"Our information is accessible, and messaging is inclusive."

- Add – **Messaging and communications to be secure and private for the community when requested.**

Recommendations:

Increased security for personal information at Council

Greater security of personal email addresses and community contact information at Council.

Formal Council Blocking and Prohibition of email (and other community personal data) harvesting from Council.

'Messaging' is two -way and is currently not assured as safe and secured for community participation, limiting inclusion.

- It was requested early in 2021 at FMC, that the CEO CoM formally regulates that LM and Councillors and prospective LM and Councillors (or others) may not harvest email addresses or other community personal information from Council.
 - o eg Harvesting of community email addresses from Council communications by Team Capp at the end of 2020 for private campaigning purposes may act as a deterrent for community participation and messaging, hence acting against inclusion and this Strategy.
 - o It is again requested to the CEO and in this Strategy that an outcome be that community email addresses are given greater IT protection in the form of **blocking from harvesting** and are thus offered more security at CoM.
 - o This assurance that community email addresses and other personal information will not be appropriated from Council for other purposes is best practice and will result in more confidence of community in communicating and messaging with Council and making submissions ie will result in greater participation and more inclusion.

Page 20:

"Our Council Plan initiatives deliver a long-term, sustainable recovery through integrating social, economic and environmental priorities."

Recommendation:

Note that heritage must be given separate, elevated status and managed independent of general events and recovery plans. This must be clear and considered. The many heritage-listed places and parklands in the City of Melbourne need to be discretely considered under specific heritage management plans for each heritage listed place. When you state in this draft Strategy that: *'Our Council Plan initiatives deliver a long-term, sustainable recovery through integrating social, economic, and environmental priorities'*, this must be clear.

Thank you for this opportunity to make a submission to this draft Strategy, albeit, given the very limited time frame provided, a hurried one. I hope it is helpful.

It reflects broad community feedback and requests for inclusion and accessible, embedded participation.

Privacy acknowledgement: *

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

Name: *

Mary-Lou Howie

Email address: *

howie.marylou@gmail.com

Date of meeting: *

Tuesday 9 November 2021

Agenda item title: *

6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

Alternatively you may attach your written submission by uploading your file here:



[fmc_submission_agenda_6.6.docx](#) 3.00 MB · DOCX

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No

6.6 Queen Victoria Market Precinct Renewal – A-E Sheds Upper Market Specialty Market Trading Format Improvement Project

Dear Lord Mayor, Deputy Lord Mayor and Councillors,

I would like to begin by requesting that this agenda not be supported and a deferred for the reasons that two and a half working days is insufficient time for community consultation, engagement and comment. FMC papers are made public at 2.30pm on the Thursday afternoon prior to the scheduled meeting with submission due by 10am on the following Tuesday. In line with the priority the City of Melbourne has placed in its draft Inclusive Melbourne Strategy 2021-31 for Community Engagement, the community requires at least a fortnight, preferably one month, for reading, research and comment either in person or through a well-considered submission to the FMC meeting on issues that deeply concern them.

Not only is the community unable to properly engage in this agenda due to the unreasonable, brutal time limit given between document provision and deadline for submissions, consultation was limited to the QVM P/L and council whom one would expect support. It is disappointing that the community, along with key QVM stakeholders, were not invited for comment before this agenda seeks endorsement by the very councillors that represent the community.

We have requested a Community and Stakeholder Reference Group for Queen Victoria Market, which considers plans and proposals before they are finalised, presented to FMC or enacted, and that it includes representations from Friends of Queen Victoria Market, Royal Historical Society of Victoria, Protectors of Public Lands, Walk in St Kilda Rd & Environs, the National Trust of Australia (Vic.), the Queen Victoria Market Traders Representative Committee, experts in heritage, marketing, planning and markets, and community. It will help embed community participation, proper process and protocols in city decision-making.

Furthermore, community groups are volunteer based, often have other jobs and occupations, and much greater time is often needed for submissions to be discussed amongst themselves and for submissions to be prepared. Best practice community consultation and opportunity for participation and inclusion in decision-making such as this requested extension of time between document provision by Council and deadline for submissions to council (FMC) will allow greater time for consultation, result in more participation by community, enable more of the inclusion the City of Melbourne's community consultation strategy states it seeks, and you will end up with better submissions and better outcomes for Council, for Melbourne and for communities.

Re 5.7: Heritage Victoria pre-application meeting

The pre-application consultation with Heritage Victoria that took place earlier in the year cited in the 'Key Issues' does not infer in any way endorsement by Heritage Victoria of the schematic plans nor give feedback on the plans. I understand from Heritage Victoria the meeting referred to in the Agenda 6.6 was a standard pre-application meeting to discuss details to ensure that 'documentation is complete, and can reduce delays from further information having to be sought during the assessment stage.' 'Any commentary made by Heritage Victoria during a pre-application meeting and in subsequent correspondence should not be interpreted as acceptance or refusal of a proposal. Permit applications are determined following consideration of the application against relevant policies and the criteria of the Heritage Act.'

It offers comfort that matters such as this that effect the cultural and social significance of a place registered on the Victorian and National Heritage Listing, that is of major importance to all Australians, is in the hands of and subject to Heritage Victoria approval.

Re point 2, Purpose and background – People's Panel and the endorsed approach for the delivery of market infrastructure

The document makes reference to a pre-COVID 2018 People's Panel without further comment. As one of the stakeholder members of the People's Panel, I can attest there was no recommendation regarding the proposed Specialty Market Trading Format changes such as the proposed lockable 10 and 20 foot retail container pods in A Shed, Upper Market (Key issues 5.1) nor Street food/food trucks hospitality (5.4).

The People's Panel's recommendations were arrived at in good faith and hard work by the panel re the Market's ageing infrastructure, operational requirements, trader's needs and car parking. Panel members gave up a considerable amount of their time to participate in the workshops.

The misrepresentation, or at best inflated interpretation, of their deliberation is disrespectful to the process and the people who participated.

To follow, the key People's Panel recommendation regarding trader infrastructure:

'People's Panel Recommendation 1: Infrastructure for traders: review of infrastructure (storage and amenities)

- Re-test initial consultation with traders
- Undertake a thorough audit of trader wants and needs – Trader feedback is that much of the infrastructure is not required & that such gold plating will lead to higher costs and rent to their businesses
- Questioned the excessive amount of storage being offered
- Recommended a formal and regular review and consultation process to ensure future upgrades are aligned with trader wants and needs
- Recommend that trader surveys be conducted by independent auditors.

Rationale: Feedback from traders on the people's panel suggest that the infrastructure provided is **excessive and unnecessary.**'

(In effect the traders on the panel questioned/mistrusted the consultation process, its veracity and outcomes and want an independent audit)

So much hospitality is planned for QVM when hospitality is declining in a post-COVID CBD. What is left is being propped up by financial incentives by the City of Melbourne in the

effort to revive and retain it. It seems perverse that the QVM renewal is planning to invest in 'activating' QVM by employing a declining model rather than focussing and building on its core business on which its reputation is built and on what Melbourne wants and needs.

Note that two hospitality traders have closed their businesses in E shed only last week. One is Merlot's, a substantial coffee roaster and cafe on the corner of E Shed and Peel St. These closures have incurred a huge financial loss to their owners. Why then would new future businesses invest in QVM given the declining trader occupancy? Surely this does not evoke confidence in potential future business in the market. I suggest the 'declining trader occupancy' can be attributed to poor QVM management rather than lack of appropriate infrastructure.

No data has been provided that justifies the proposed changes to trading formats? Where is the Business Case that justifies the changes and demonstrates the viability of such measures? Surely this is a topsy turvy process where infrastructure changes precede the business case.

Conclusion:

Proper planning processes and process need to be in place that will protect our heritage market and create a solid foundation on which to make it great again.

Given we are all passionate and heavily invested in the success and future Queen Victoria Market my recommendations are as follows:

- Complete the CoM Heritage Review – overdue September 2021.
- Create a specific, discreet QVM Master Plan that protects this place Queen Victoria Market which is of elevated heritage significance. This is different to, and confused with, the QVM Precinct Master Plan which includes the surrounding area in which QVM is located.
- Update the Conservation Management Plan
- Set up a Community and Stakeholder Reference Group for QVM
- Devise a new post-COVID QVM business model
- Focus on QVM's core businesses to build on and strengthen its what it does best.

Photo: The spirit of QVM – an open air market for all of Melbourne



Victoria Market 1993. Peter Brown.

Thank you.

Mary-Lou Howie

President
Friends of Queen Victoria Market Inc.

Email: Howie.marylou@gmail.com

Privacy acknowledgement: *

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

Name: *

Charles Sowerwine

Email address: *

c.sowerwine@gmail.com

Date of meeting: *

Tuesday 9 November 2021

Agenda item title: *

6.6 Queen Victoria Market Precinct Renewal A–E Sheds Upper Market Specialty Market Trading Format Improvement

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.

See attached

Submissions will not be accepted after 10am.

Alternatively you may attach your written submission by uploading your file here:



[rhsvfmc_21.11.09.pdf](#) 93.44 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No



ROYAL HISTORICAL SOCIETY OF VICTORIA INC.

239 A'Beckett Street, Melbourne 3000

9 November 2020

Submission to Future Melbourne Committee

Agenda Item 6.6 Queen Victoria Market Precinct Renewal

A-E Sheds Upper Market

Specialty Market Trading Format Improvement Project

The bureaucratic language of the proposals to be considered by FMC tonight (9 November) masks major shifts in the mode of operation of the QVM which represent significant threats to its traditional mode of operation. They are too important to be considered with only one and a half business days of public consultation. The RHSV strenuously urges councillors to defer consideration to give the public sufficient time to understand what is at issue and to respond. I should add that the extremely limited time frame FMC regularly imposes is obviously contrary to any notion of public consultation and should clearly be revised.

If FMC nevertheless proceed to consider and vote on this item tonight, I will make two quick points.

First, the People's Panel Report, which is cited in the officers' report, made recommendations completely at odds with what is proposed herein. Here, as often in the past, Council has misrepresented the People's Panel Report, as I can attest (Dr Judith Stone and I represented the RHSV on the Panel).

The People's Panel Report noted that 'the key driving significance of the Market is its ongoing use as a well maintained traditional, open-air market' (Recommendation 2). The proposal creates blocks of fixed compartments functioning like an extended food court.

In general, the Report opposed the creation of surplus infrastructure because most traders desired and desire now the freedom to set up their stalls as they see fit. The Report stated clearly that 'much of the infrastructure (change rooms, showers, lunchrooms) given in our remit is not desired by the traders. Traders are concerned that the gold plating of infrastructure will lead to higher costs and rent to their businesses' (Recommendation 1).

Second, the proposal is contrary to the spirit of the market, to its heritage nature and to the very aspects of the market which attract visitors. It proposes to replace the vibrant theatre of stall-holders setting up stalls with fixed cubicles at which customers queue while staff sit inside. The Renders on p. 12 of the Agenda Item clearly show how this would alter the market, transforming a dynamic

experience into a static set of booths in a kind of food court. The ‘pods’ would obscure the open-air nature, the visibility, so integral to the space since its inception in 1878.

We believe that councillors should give this matter much more serious consideration before setting on a course which would ultimately smother the market and which has been rejected time and time again by the people of Melbourne as well as by the People’s Panel and the QVM traders.

(Professor) Charles Sowerwine FAHA, FRHSV,
Chair, Heritage Committee, RHSV,
Member of People’s Panel.

(Hon. Assoc. Prof.) Judith Smart AM,
Deputy Chair, Heritage Committee, RHSV,
Member of People’s Panel.

Privacy acknowledgement: *

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

Name: *

Nancy Policheni

Email address: *

orders@theapplecorner.com.au

Date of meeting: *

Tuesday 9 November 2021

Agenda item title: *

6.6 queen Victoria market precinct renewal A-E sheds upper market speciality market trading format improvement project

Alternatively you may attach your written submission by uploading your file here:



[874d191584f64bf28e171f39965d413c.png](#) 601.44 KB · PNG

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No

Done Statement of Nancy Polic...



Growing up as a child, I vividly remember that whenever someone came from regional, interstate or overseas, that they were taken to visit the Queen Victoria Market, the largest market in the Southern Hemisphere. When my husband and I began our successful business in B Shed 26 years ago, we were both excited in creating a family business in such a well-known and busy market.

We have seen many changes over the years, including an increased population living in the CBD, the ever-evolving shopping habits of customers and their expectations. It has become apparent that the Queen Victoria Market needs to undergo many changes and improvements for its survival. These changes and improvements are for the benefit of the and survival of its traders, whilst at the same time, respecting its heritage atmosphere and ambiance. These proposed changes to the upper market can only, and will only, be of benefit for all concerned.

The lockable retail containers in A shed will create a much cleaner and brighter display to attract customers. Having an area dedicated to having quality merchandise will give customers the opportunity to find these products easily.

It is essential for the area in the backhouse of C shed and D shed to elevate the ever-increasing problem that many traders have in trying to store their produce or containers.

During the trialling of B to B, we have seen that, in the upper market for fruit and vegetable wholesale, customers have been proven to be vital in the traders offering of wholesale and expanding our trade. We need to provide an area where these customers can park and load their vans in a safe manner. Having an area also where we can store our stock and can have more amenities for us fruit and vegetable traders at the same time.

The proposed food offering section in E Shed will be a fantastic attraction for customers, something I think is vital for the survival of the market and its traders. If customers like what they are offered, they will spend more time at the market and venture around to shop. Seating in such a nice, clean, and new space, along with these proposed food offerings, can be a great draw card for the Queen Victoria Market. It can only enhance our market and its traders whilst taking in the ambience of this great market.

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

*

Name: * wendy voon

Email address: * wendyvoonknits@gmail.com

Date of meeting: * Tuesday 9 November 2021

Agenda item title: * Agenda Item 6.6 queen Victoria Market renewal – a–e sheds upper market speciality market trading format improvement project

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

I write to endorse the above Improvement Project at the Queen Victoria Market.

I am a trader in one of the shops on Victoria St (Wendy Voon knits), I relocated here as a former tenant of a pop up on Therry St. My relocation had resulted in a 30 % drop in revenue from running a bricks and mortar shop.

I observed and also from talking to customers – that the Victoria St, is largely ignored by many who visit the market – locals do not walk down there, and for tourists there is obvious no ' pull' to visit the precinct, particularly since the walkway between A shed and the back of the shops – is not inviting, with the backs of the stall on A shed facing the laneway.

I believe this improvement project will create a welcoming and inviting space for visitors to the market, and integrate the Victoria St. strip more with the market.

Please indicate whether you would like to No

verbally address
the Future
Melbourne in
support of your
submission: *

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

*

Name: * Tristan Davies

Email address: * trist14222@gmail.com

Date of meeting: * Tuesday 9 November 2021

Agenda item title: * Agenda item 6.6 Queen Victoria Market Precinct Renewal – A–E Sheds Upper Market Specialty Market Trading Format Improvement Project

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

While MHA has no objections per se with a change to ratios for traders inside the sheds, we do wish to share concerns with the amount of change proposed, which could see the markets traditional uses supplanted by . The amount of container pods and permanent storage proposed also needs to be carefully considered, as these could have a serious detrimental impact on sightlines within the open sheds, and the feeling of a 'working market' with theatre, that may become hidden behind barriers and walls within the sheds. Changes that improve sustainability and variety at the market are commendable, but we hope these do not come at the expense of turning the trading sheds and laneways from open air ad-hoc spaces for interaction, 'market theatre' and trade into static spaces and window dressing for what will essentially be a standard retail street or replica of a boutique food truck lot better suited to other spaces such in carparking areas.

Please indicate whether you No

would like to
verbally address
the Future
Melbourne in
support of your
submission: *
