

**Report to the Future Melbourne Committee****Agenda item 6.3****Queen Victoria Market Precinct Renewal Key Precinct Projects Engagement Plan Update****21 November 2023**

**Presenter:** Jonathan Kambouris, Acting General Manager Property, Infrastructure and Design

**Purpose and background**

1. The purpose of this report is to present the Future Melbourne Committee (FMC) with the results of the recent community engagement on the Queen Victoria Market Precinct Renewal (QVMPR) Program, including Market Square, Queen's Corner Building and the Franklin Street Transformation Project, and to seek approval to proceed to the next phase.
2. This engagement responds to Major Initiative 13: Protect Queen Victoria Market (QVM) and Major Initiative 46 of the Council Plan 2021–25: Deliver the Transport and Amenity Program in partnership with the Victorian Government.
3. The QVMPR Master Plan was adopted in 2015 and the Implementation Framework was approved by Council in July 2016. Significant community consultation has been undertaken through the development of the Master Plan.
4. In 2020, the Market Square Charter, which was shaped by extensive community engagement, was approved by Council and provides a framework to inform the design and future management and operation of the new public open space. Findings of this consultation identified community priorities for the open space and reinforced community support for transforming the current open-air car park into a public open space for the city's growing population.
5. As part of an agreement between Council and the Victorian Government in 2014, Franklin Street will be realigned to unlock the Gurrova Place development. The proposed designs have been developed to make it easier for people to move between the QVM precinct and the CBD – maintaining access for vehicles, while improving safety and accessibility for all road users.
6. On 11 July 2023, FMC approved the commencement of an integrated and staged community engagement program for three key projects within the QVM precinct, being: Franklin Street Transformation, Market Square, and Queen's Corner Building.
7. Consultation was undertaken in July and August 2023 on the Franklin Street Transformation Project, as well as Phase One engagement for Market Square and the Queen's Corner Building via an 'ideas wall' hosted on Participate Melbourne.
8. Phase Two community engagement for Market Square and Queen's Corner Building commenced on 8 September 2023 and concluded on 8 October 2023. Franklin Street Stores were included in this engagement as information only.
9. Engagement methodology details and results are contained in Attachments 3 and 4.

**Key issues**

10. Franklin Street Transformation high level engagement insights include:
  - 10.1. support of greening Franklin Street and creating more open space in the area
  - 10.2. support of visual upgrades to address safety concerns and antisocial behaviour
  - 10.3. feedback regarding general traffic impacts as a result of traffic changes
  - 10.4. feedback regarding market access for customers as a result of changed traffic conditions in surrounding streets (trader feedback).

11. Market Square and Queen's Corner Building engagement targeted a wide range of stakeholders including residents, visitors to the market, businesses, QVM traders and the local community.
12. Specific to businesses, the following methods were used to promote the engagement:
  - 12.1. Letterbox drop to 7475 local residents and businesses promoting the project was open for feedback and how to get involved. The flyer also included a QR code to the webpage with a link to the online survey.
  - 12.2. E-newsletters were distributed to the QVMPR master contact list, made up of local residents, businesses, traders and interest groups promoting the project and encouraging people to provide feedback.
  - 12.3. City of Melbourne digital channels including social media (organic and paid) and What's On and Business News e-newsletters promoted the project and encouraged people to provide feedback.
13. Key themes from the Market Square engagement include:
  - 13.1. the need for any design to be flexible, scalable and not too prescriptive, allowing community members to shape how they would like to use the space
  - 13.2. simplicity in design, with plenty of green open spaces to sit and relax
  - 13.3. connection to the market, with food-related events and spaces to sit and eat produce from the market
  - 13.4. respectful of heritage, through partnership with Traditional Owners, and through recognition of the of the site as Melbourne's first cemetery
  - 13.5. a desire for family friendly spaces, including a playground for children
  - 13.6. accessibility embedded in the design, with clear signage and amenities that enable different groups to utilise the space (e.g. toilets, water fountains, seating and shade, cycling infrastructure).
14. The next phase for Franklin Street Transformation is to finalise the concept design, responding to feedback from the community. The concept will be presented back to Council in the first quarter of 2024.
15. Concept design will also commence for Market Square and Queen's Corner Building, and Councillors will be presented with the concept design in early 2024, prior to commencement of a second round of community engagement.

### **Recommendation from management**

16. That the Future Melbourne Committee:
  - 16.1. Notes the engagement summary report for the Franklin Street Transformation Project (Attachment 4 of the report from management) and approves finalisation of the concept design.
  - 16.2. Notes the engagement summary report for the Market Square and Queen's Corner Building projects (Attachment 3 of the report from management) and approves commencement of the concept design.

### **Attachments:**

1. Supporting Attachment (Page 3 of 88)
2. Queen Victoria Market Key Precinct Projects Engagement Plan Results (Page 5 of 88)
3. Market Square and Queen's Corner Building Engagement Summary Report (Page 20 of 88)
4. Transforming Franklin Street Engagement Summary Report (Page 59 of 88)

## Supporting Attachment

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### Legal

1. The report relates to the results of community engagement and no legal issues have been identified.

### Finance

2. The Franklin Street Transformation Project is co-funded with the Department of Transport and Planning.
3. Market Square and Queen's Corner Building are will be budgeted for under the QVMPR Program.

### Conflict of interest

4. Michael Tenace, the General Manager Finance and Corporate is a Board director of QVM Pty Ltd. No other 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

5. In developing this proposal, no occupational health and safety issues or opportunities have been identified, however health and safety requirements will be incorporated into future designs.

### Stakeholder consultation

6. Public consultation concluded on 8 October 2023.

### Relation to Council policy

7. The recommendations of this report relate to Council's Community Engagement Policy 2021.
8. Southern Precinct aligns with the Council Plan 2021–25, and relates to the following strategic objectives:
  - 8.1. 'Melbourne's Unique Identity and Place' which ensures 'Melbourne's unique streetscapes, open and green spaces, built environment and neighbourhood character are protected and enhanced as the city grows and evolves.'
  - 8.2. 'Safety and wellbeing', which ensures the 'city is safe, and that people feel safe when they come into the city'.
9. The Southern Precinct also aligns with Outcome 2.1 of the Transport Strategy 2030 and the Open Space Strategy. It also considers the Innovate Reconciliation Action Plan, Design and Construction Standards, City Spatial Plan, Climate Change Mitigation Strategy 2018, Urban Forest Strategy 2014, Nature in the City Strategy and Inclusive Melbourne Strategy 2022–32.

### Environmental sustainability

10. The Southern Precinct considers a number of sustainability and environmental issues and opportunities including:
  - 10.1. Franklin Street Concept Design maintaining or reducing stormwater flood impacts along the Elizabeth Street corridor with Water Sensitive Urban Design solutions.
  - 10.2. Franklin Street Concept Design increasing green open space by approximately 1250m<sup>2</sup>.
  - 10.3. Franklin Street Concept Design increasing the canopy cover along Franklin Street by approximately 40 per cent.

10.4. Improve active transport connections between the new State Library Station, RMIT University and QVM.

11. Final figures and design outcomes will be developed in further design phases.





## QVMPR Key Precinct Projects Engagement Plan Results

- Market Square
- Queen's Corner Building
- Franklin Street Transformation

Future Melbourne Committee: 21 November 2023  
Presenter: Jonathan Kambouris





The purpose of this presentation is to:

- Present Councillors with results from recent community engagement on key Queen Victoria Market Precinct Renewal (QVMPR) projects, including Market Square, Queen's Corner Building and the Franklin Street Transformation Project, and to seek approval to proceed to the next phase.

- On Tuesday 11 July 2023, at Future Melbourne Committee, Council approved the commencement of an integrated and staged community engagement program for three key precinct projects within the QVM precinct being:
  - Franklin Street Transformation Project;
  - Market Square; and
  - Queen's Corner Building (QCB).
- Consultation was undertaken in July and August 2023 on the Franklin Street Transformation Project, as well as Phase One engagement for Market Square and QCB.
- Phase Two engagement for Market Square and QCB commenced on 8 September 2023 and concluded on 8 October 2023.

## 4 week engagement 12 July – 23 August

- Participate Melbourne survey open for 5 weeks
- 4 x pop-ups at Queen Victoria Market and surrounds
- 3 x walking tours with residents, local community and QVM traders
- Promotion of engagement through City of Melbourne channels

## Key Stakeholders

- Local Businesses
- Residents
- Visitors
- Workers
- Shoppers to QVM
- International Students



*Transforming Franklin Street walking tours*

The Franklin Street Transformation engagement concluded on 23 August 2023.



**250**

surveys completed



**35**

walking tour participants  
across three events



**110**

pop-up participants  
(approximately)  
across four events



High level insights include:

- Support of greening Franklin Street and creating more open space in the area;
- Support of visual upgrades to address safety concerns and antisocial behaviour;
- Feedback regarding general traffic impacts as a result of road closure and traffic changes; and
- Feedback regarding market access for customers as a result of changed traffic conditions in surrounding streets (trader feedback).

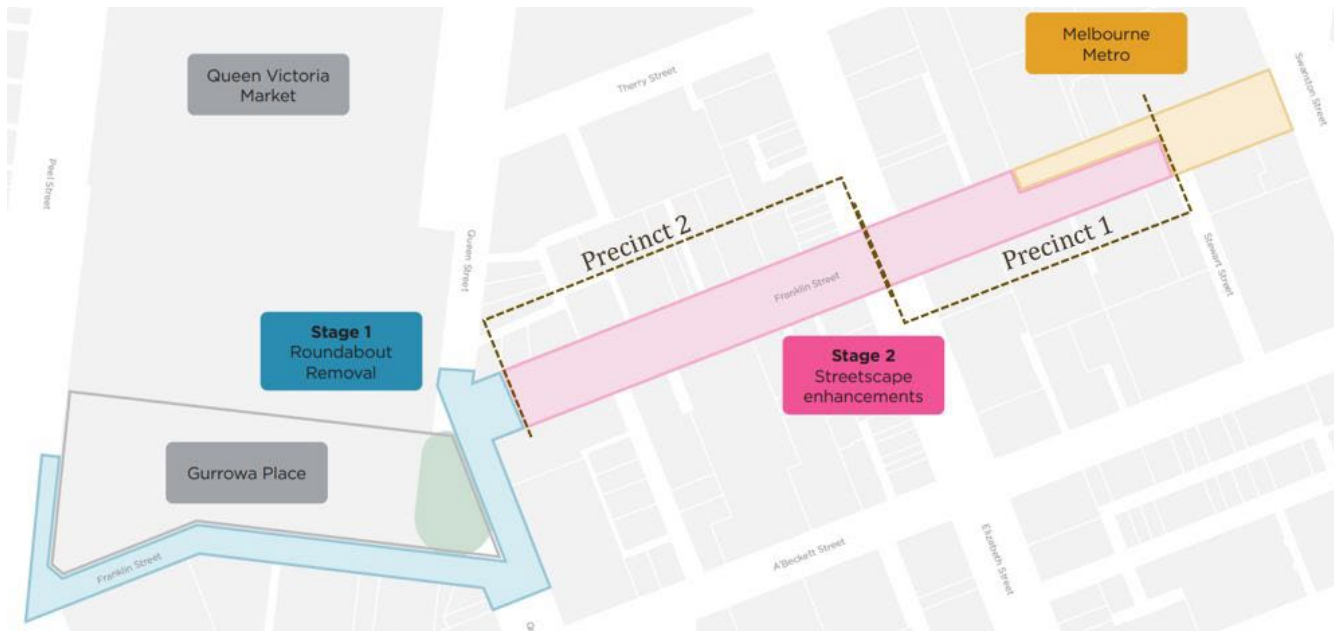


## Top three identified statements - precinct one (Stewart to Elizabeth):

- Plants, trees and connection to nature.
- Safety and navigating the space at all times of the day.
- Efficiently navigating the precinct and knowing where to cross safely.

## Top three identified statements - precinct two (Elizabeth to Queen):

- Using the space when it's hot.
- Easy navigation for businesses and their customers.
- A safe place for families and kids to enjoy.





## 4 week engagement 8 September – 8 October

- Participate Melbourne survey open for 4 weeks
- 2 x pop-ups at Queen Victoria Market
- 1 x school holiday activity
- 2 x intercept surveys during peak market times
- 1 x workshop with local residents
- 4 x stakeholder interviews
- Promotion of engagement through QVM trader updates
- Promotion of engagement through City of Melbourne channels

## Key Stakeholders






- Residents
- Visitors
- QVM Traders
- Local Businesses
- Workers
- Shoppers to QVM
- International Students
- Past Engagement Participants
- Families





***Market Square and Queen's Corner building pop up***



 <p>6</p> <p>Face to face workshop participants</p>	 <p>~180</p> <p>Pop-up participants (including 26 Queen Victoria Market traders)<sup>1</sup></p>	 <p>221</p> <p>Online surveys completed</p>
 <p>32</p> <p>School holiday activity participants</p>	 <p>150</p> <p>Intercept survey participants, 18 surveys completed on the spot.</p>	 <p>4</p> <p>Stakeholder interviews</p>

Close to 600 people participated in the engagement, providing feedback on what features, programs and amenities they would like to see in Market Square and QCB.

Key engagement themes include:

- The need for any design to be flexible, scalable and not too prescriptive, allowing community members to shape how they'd like to use the space.
- Simplicity in design, with plenty of green, open spaces to sit and relax.
- Connection to the market, with food-related events and spaces to sit and eat produce from the market.
- Respectful of heritage, through partnership with Traditional Owners, and through recognition of the site as Melbourne's first cemetery.
- A desire for family friendly spaces, including a playground for children.
- Accessibility embedded in the design, with clear signage and amenities that enable different groups to utilise the space (e.g. toilets, water fountains, seating and shade, cycling infrastructure).



## Concept Design

- Finalisation of concept design for Franklin street to be presented to FMC in first quarter of 2024
- Commencement of concept design for Market Square and QCB to be presented to FMC in early 2024 before a second round of community engagement

**Contact: Jonathan Kambouris, Director City Projects**



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# Market Square and Queen's Corner Building Engagement

## Engagement Summary Report





# Giving every person a voice.

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Capire acknowledges  
and deeply respects the Wurundjeri  
people and  
the Traditional Owners  
of the Victorian land.



**capire**

## Privacy

Capire Consulting Group and any person(s) acting on our behalf is committed to protecting privacy and personally identifiable information by meeting our responsibilities under the Victorian Privacy Act 1988 and the Australian Privacy Principles 2014 as well as relevant industry codes of ethics and conduct.

For the purpose of program delivery, and on behalf of our clients, we collect personal information from individuals, such as e-mail addresses, contact details, demographic data and program feedback to enable us to facilitate participation in consultation activities. We follow a strict procedure for the collection, use, disclosure, storage and destruction of personal information. Any information we collect is stored securely on our server for the duration of the program and only disclosed to our client or the program team. Written notes from consultation activities are manually transferred to our server and disposed of securely.

Comments recorded during any consultation activities are faithfully transcribed however not attributed to individuals. Diligence is taken to ensure that any comments or sensitive information does not become personally identifiable in our reporting, or at any stage of the program.

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## Consultation

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

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

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

VERSION	AUTHOR	REVIEWED	DATE
1.1	Bec Yandell	Chris Robinson	23/10/2023
1.2	Bec Yandell	Matilda Langley	24/10/2023
2.1	Bec Yandell	Matilda Langley	27/10/2023

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As part of ongoing engagement for the Queen Victoria Market Precinct Renewal project, a design consultation and community engagement process for Market Square, Queen’s Corner Building and the Franklin Street Stores was undertaken from 8 September – 8 October 2023.

This report summarises the engagement approaches taken to collect community feedback and highlights:

- Who and how people participated; and
- Key themes raised to inform design and future use of Market Square and the Queen’s Corner Building (QCB).

## KEY FINDINGS

Some key themes about the future design and use of Market Square and the QCB that were strongly present across all activities were:

- **The need for any design to be flexible, scalable and not too prescriptive**, allowing community members to shape how they’d like to use the space.
- **Simplicity in design, with plenty of green, open spaces to sit and relax.**
- **Connection to the market**, with food-related events and spaces to sit and eat produce from the market.
- **Respectful of heritage**, through partnership with Traditional Owners, and through recognition of the colonial history of the site as Melbourne’s first cemetery.
- **A desire for family friendly spaces**, including a playground for children.
- **Accessibility embedded in the design**, with clear signage and amenities that enable different groups to use the space (e.g., toilets, water fountains, seating and shade, cycling infrastructure).

For more detail, [please refer to Section 4 of this report.](#)

## OBJECTIVES

The objectives of the engagement were:

1. **Protect the project foundations.** Re-confirm the project history, tell the story so far, reflect what we’ve heard already and how it has influenced the design.
2. **New focus on design.** Introduce the design and contextualize how consultation influences concept design. Share the design principles for both QCB and Market Square and capture community reflections on the design; and
3. **Move the project forward.** Draw out desired use of Market Square and surrounds, asking people how they might interact with the space in the future. Ask for input on Market Square specifically around the design principles and cultural experience.

## THE COMMUNITY ENGAGEMENT PROGRAM

ACTIVITY	DESCRIPTION
<b>PROMOTION</b>	<p>The following tools were used to promote the engagement:</p> <ul style="list-style-type: none"> <li>• Participate Melbourne webpage</li> <li>• Letter box drop</li> <li>• Corflute signage with QR Codes displayed in key locations throughout the precinct</li> <li>• Postcards with QR codes linking to Participate Melbourne page</li> <li>• City of Melbourne e-newsletters to stakeholder lists</li> <li>• Queen Victoria Market trader updates</li> <li>• Queen Victoria Market digital channels</li> <li>• Organic and paid social media</li> </ul>
<b>ENGAGEMENT TOOLS</b>	<p>The following engagement tools were utilised to capture community views:</p> <ul style="list-style-type: none"> <li>• Online survey hosted on Participate Melbourne webpage</li> <li>• Ideas wall hosted on Participate Melbourne webpage during the Franklin Street Transformation engagement</li> <li>• Place-based activities on site at the Queen Victoria Market including:</li> </ul>

ACTIVITY	DESCRIPTION
	<ul style="list-style-type: none"> <li>- 1 x 2hr pop up with the community</li> <li>- 1 x 2hr pop up with market visitors and traders</li> <li>- 1 x 2hr school holiday activity</li> <li>- 2 x 2hr intercept surveys during peak market times</li> <li>• 1 x 2hr workshop with local residents</li> <li>• 4 x 30 min stakeholder interviews</li> </ul>

## PARTICIPATION

Approximately 592 people participated in the engagement, providing feedback on what features, programs, or amenities they would like to see in Market Square and the Queen's Corner Building. This includes 221 survey responses, and 362 participants engaged through place-based activities.

ELEMENT	KEY TAKEAWAYS
<b>Design Principles</b> <a href="#">Click to go to report section</a>	<p>The <b>most</b> important design principles to respondents were:</p> <ul style="list-style-type: none"> <li>• Market Square will continue to be designed in partnership with the Wurundjeri Woi-wurrung to reflect their enduring connection and custodianship of the land (Wurundjeri partnership).</li> <li>• Market Square will be a place of trees and shade (Trees &amp; Shade).</li> </ul> <p>The <b>least</b> important were:</p> <ul style="list-style-type: none"> <li>• Market Square will connect to the city on all sides (Permeability).</li> <li>• Market Square will form part of a network of event spaces (Event space).</li> </ul>
<b>Landscaping and features</b> <a href="#">Click to go to report section</a>	<p>The most important landscape features for participants were:</p> <ul style="list-style-type: none"> <li>• Trees for shade.</li> <li>• Grassy, open areas for relaxing.</li> <li>• Picnic, barbecue and dining areas.</li> <li>• Water fountains to attract ducks and wildlife.</li> <li>• Accessible toilets with baby-changing facilities.</li> <li>• Playground and play equipment.</li> <li>• Exercise and fitness equipment (including rock climbing).</li> <li>• Secure bike parking, repair facilities and signage.</li> <li>• Recognition of the site's history as an important place for Indigenous peoples and as Melbourne's first cemetery.</li> </ul>
<b>Movement and access</b> <a href="#">Click to go to report section</a>	<p>Key considerations in the future design are:</p> <ul style="list-style-type: none"> <li>• The need to balance hard landscaped paths that allow prams, wheelchairs and market trolleys with adequate open space and natural surfaces.</li> <li>• A desire for pathways to follow the layout of the original cemetery, rather than over the existing burials.</li> <li>• An investment in cycling infrastructure including secure bike racks, repair facilities and pumps and clear signage.</li> </ul>
<b>Future uses</b> <a href="#">Click to go to report section</a>	<p>There were a variety of views presented about the future use of the space. The key themes were:</p> <ul style="list-style-type: none"> <li>• Despite a small number of participants sharing concern about the loss of the open-air car park, the majority of those spoken to at the place-based activities were supportive of the use of this land to create a new open space in the area and were excited at the opportunities available in its future use.</li> <li>• The kind of events that participants would like to see at Market Square and QCB are those that align most closely with the market's purpose such as food and wine festivals.</li> <li>• A desire for artwork and storytelling incorporated into landscape features and public art, especially Traditional Owner-led artworks and storytelling.</li> </ul>

## ELEMENT

## KEY TAKEAWAYS

- Some residents expressed concern about additional noise, congestion, traffic and the reduction in accessibility through the precinct, if Market Square and QCB were primarily used as events spaces.

**Community considerations and concerns**

[Click to go to report section](#)

There were some other considerations and concerns that have been shared as part of this report, they include:

- Concerns about the availability of carparks, particularly for those with mobility needs and for traders.
- The need to address socio-economic disadvantage in the area, including the high prevalence of homelessness.
- Noise and access for residents during events.
- The need for climate-responsive design and sustainability.
- Concerns about the adjoining land use and Gurrwa place development.

**Queen Victoria Market traders**

[Click to go to report section](#)

Specific topics or concerns shared by traders were:

- The potential to utilise the new open space at Market Square for regular events such as the Night Market to reduce disruption to traders.
- That a change to the parking, or a reduction in open-air parking available would reduce the number of regular shoppers at the market.
- A desire for improvements to be made to the market itself, rather than Market Square, to increase customers and business.
- The need for clear trader access through and around Market Square and the QCB, with the provision of nearby loading zones.

## 1.1. Project background

As part of ongoing engagement for the Queen Victoria Market Precinct Renewal project, a design consultation and community engagement process for Market Square, Queen’s Corner Building and the Franklin Street Stores was undertaken from 8 September – 8 October 2023.

Market Square will create a new 1.8-hectare open space, complementing the Queen Victoria Market (QVM) and offering more public open space for residents, city workers, visitors and market customers. This project will relocate the existing open-air car park and transform the site into one of the largest public spaces in the city.

In addition, Queen’s Corner Building (QCB) will be delivered alongside Market Square. The building will become the eastern edge of Market Square and will contain public amenities and basement levels for storage and logistics, supporting events and day-to-day operations. The above ground spaces will accommodate uses to support the activation of Market Square. The heritage Franklin Street Stores will be restored and refurbished and provide a southern edge for hospitality and a link from the southern site.

### MARKET SQUARE AND QUEEN’S CORNER BUILDING SITE CONTEXT



Figure 1 Image of the site used in the public engagement

## 1.2. Report purpose

This report summarises the engagement approaches taken to collect community feedback on the project during a 4-week engagement period from Friday, September 8 to Sunday, October 8, 2023. It highlights the stakeholders that City of Melbourne heard from during the engagement period, the key themes raised in feedback and insights regarding desired future uses of the site. This feedback will be used by City of Melbourne in the next stage of design for these projects.

## 1.3. Report limitations

While every effort was made to maximise the engagement period's success, it is acknowledged that some limitations and constraints exist and include the following:

- While the workshops were designed as structured discussions, a small number of participants with strong views were not willing to engage with the topic constructively. This had reduced the efficacy of the workshop and the quality of the data recorded.
- The survey used the City of Melbourne's regular demographic questions to understand who had participated in the survey which has meant that survey data was not able to segment Queen Victoria Market traders from other local business workers and owners. It is important to note that in the survey data the 'Worker' and 'Own a business' groups may not exclusively be Queen Victoria Market traders but may belong to other nearby businesses. This is something to consider for future engagements in this precinct.
- The majority of participants concentrated mainly on their views on Market Square rather than the Queen's Corner Building. This could be due to the way information about the Queen's Corner Building was communicated, the relative lack of negotiables for this aspect of the project, or because it was easier for participants to understand the purpose and function of the open space. For this report, Capire have assumed that key themes heard about Market Square, could also extend to the design and future use of the Queen's Corner Building.
- For the survey question "Please rate the Market Square design principles in order of importance to you", the question omitted Design Principle 4 *Market Square will be designed to honour those who are buried here* and 5 *Market Square will be designed in a way that needs not disturb the ground* from the list of principles to rank as it was a non-negotiable for the project and future design.
- For the survey question "Please rate the Market Square design principles in order of importance to you", respondents were asked to rank up to seven provided options by dragging list items from the left column to the right column, and the preferences on the right column are entered into the survey system. Council received an unexpectedly high number of empty responses (27 of 221, or ~12%) to this question. This suggests a potential design flaw in the survey's user experience where some respondents ranked options solely in the left column without moving them to the right column, and there weren't clear instructions to do so, resulting in their responses not actually being recorded by the survey system. The survey results for this question should be interpreted with this limitation in mind.
- While Franklin Street Stores were included as part of this engagement, this was mainly through providing information about their link and connections to Market Square, given the heritage status of the stores and limited influence the community could have on their restoration.



## 2. Engagement approach

Engagement activities for this project aimed to update the community and stakeholders on the proposed changes to the current open-air carpark at the Queen Victoria Market and the creation of Market Square and the Queen's Corner Building. It also informed community members about how these fit with the wider Queen Victoria Market precinct plans and other development in the area, including changes to Franklin Street and the Gurrowa Place development.

The community and stakeholders were consulted on the future design and use of Market Square, as well as the programs and activities that could be held in Market Square and the Queen's Corner Building.

A range of promotional, communication and engagement tools were used to reach stakeholder groups, including Queen Victoria Market traders, market visitors, nearby neighbours and general city pedestrians.

### 2.1. Objectives

The engagement set out to achieve the following objectives:

1. **Protect the project foundations.**
  - a. Re-confirm the project history and previous engagement.
  - b. Tell the story so far and reflect what we've heard to date, and how it has influenced the different stages of design (Market Charter>Design Principles>Current stage).
2. **New focus on design.**
  - a. Introduce the design and contextualize that the consultation will be informing concept design.
  - b. Use language that will promote an elevated design approach to the site.
  - c. Validate how the design principles have been used to inform the vision for both QCB and Market Square and capture community reflections on the design.
3. **Move the project forward.**
  - a. Draw out desired use of Market Square and surrounds, asking people to reflect on how they might interact with the space in the future.
  - b. Ask for input on Market Square vision map specifically around the design principles and cultural experience.

### 2.2. Methodology

#### 2.2.1. Promotions and communications

The following methods were used to promote the project:

- **Participate Melbourne webpage** was a central location for all public information about the project. It introduced the project concept design; promoted the consultation events; hosted the survey, the frequently asked questions, and provided information about how this project links to the wider Queen Victoria Market precinct projects. The webpage is available at <https://participate.melbourne.vic.gov.au/market-square>.
- An **interactive 'ideas wall'** was available on the Participate Melbourne webpage prior to the launch of the consultation, in which community members could share posts and comment on other's ideas.
- A **letter box drop** to 7,475 local residents and businesses promoting the project's launch date and how to get involved. The flyer included a QR code to the webpage and directions to complete the online survey.
- **Posters** promoting that the project was open for feedback were displayed in key locations throughout the project area during the engagement period. This poster included a QR code to the webpage and directions to complete the online survey.
- **Postcards** promoting the project, including how to contact the team and provide feedback, were used throughout the engagement period. Postcards included a QR code to the webpage and directions to complete the online survey.
- **E-newsletters** were distributed to the Queen Victoria Market Precinct Renewal master contact list, made up of local residents, businesses, traders and interest groups promoting the project and encouraging people to provide feedback.
- City of Melbourne **digital channels** including **social media** (organic and paid) and What's On and Business news e-newsletters promoted the project and encouraged people to provide feedback.

- **Online news articles** were published on the Participate Melbourne webpage to promote the start and conclusion of the engagement period.
- **Queen Victoria Market channels** including public e-newsletters, as well as social media, were utilised to promote the project and encourage people to provide feedback.
- **QVM trader updates** encouraged traders to participate in the online survey and attend the trader pop up session in several newsletter updates.

### 2.2.2. Engagement activities

The following engagement activities were used to collect community and stakeholder feedback.

#### ONLINE SURVEY

The online survey was accessible via a dedicated Participate Melbourne webpage.

The objective of the survey was to provide a wide-reaching opportunity for community members to provide their views on the features, programs and activities they'd like to see in the future design of Market Square and the QCB.

The survey asked 8 project specific questions and 6 standard demographic questions.

#### PLACE-BASED ACTIVITIES

Two in-person pop up events, one school holiday drop-in session and two intercept surveying activities were held at the Queen Victoria Market within the four-week engagement period. These were scheduled at different times and were unadvertised to organically engage visitors, traders and regular shoppers at the market.

##### Pop Up Events

The pop-up events shared information about the project, including a large format map of the precinct which also showed the connection to the Franklin Street streetscape transformation project. There were also two activities that participants could engage with:

- The first asked participants to 'vote' on images of existing parks within the City of Melbourne that best represented the features or aesthetic of what they desired at Market Square. This was designed to be visual and accessible to a wider range of participants including younger children and those who spoke a language other than English (see Figure 2).
- The second asked participants to write on a sticky note what they desired to see in the future of Market Square and allowed the collection of clear qualitative feedback (see Figure 3).

There were also City of Melbourne and Capire staff roaming through the market at these times, handing out postcards and encouraging shoppers and traders to contribute to the online survey.

Pop ups were held at the following times and locations:

- Saturday 9 September 10am to 12pm – Therry Street, Queen Victoria Market (targeting general community)
- Thursday 14 September 11:30am to 1:30pm -Market Sheds, Queen Victoria Market (targeting traders)



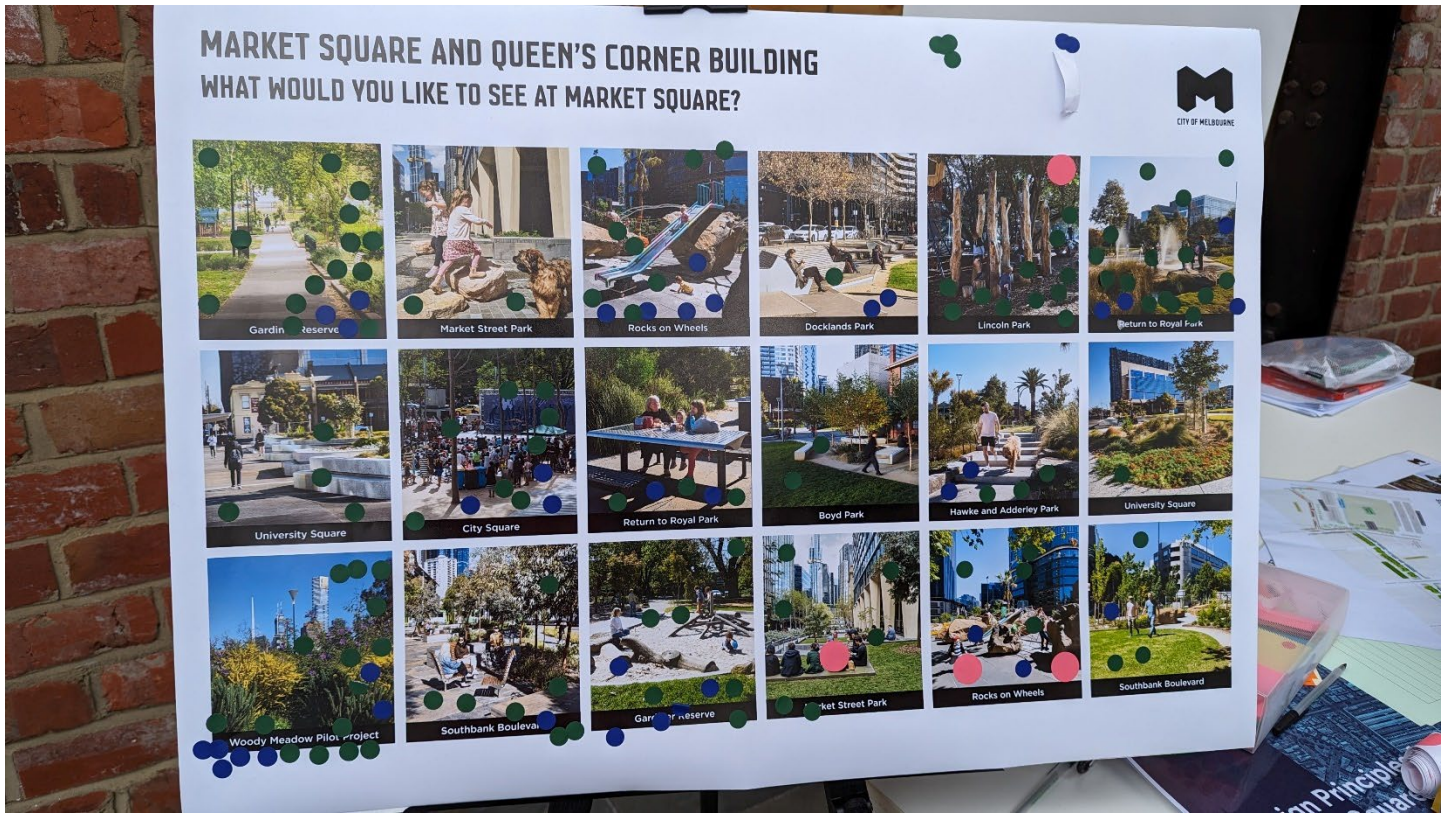


Figure 2 Voting activity at Pop-up events



Figure 3 'What do you want to see in the future of Market Square?' pop-up activity



## Intercept Surveys

The intercept survey was designed to increase the number of visitors to the Market who had completed the survey by handing out postcards and asking people to scan a QR code for the survey. A free coffee from a local QVM trader was used as an incentive for completion. The number of visitors who completed the survey increased from 6% at the mid-way point of engagement to 20% of total responses upon close.

Intercept surveys were held at the following times and locations:

- Thursday, 5 October 10am to 12pm - Therry Street, Queen Victoria Market
- Saturday, 7 October 10am to 12pm - Therry Street, Queen Victoria Market

## School Holiday Activity

As the engagement period coincided with the school holidays, it was decided there would be a drop-in activity for parents and school aged children, aligning with the existing QVM School Holiday Program.

This took place on Thursday, 21 September from 11am to 1pm in Shed C at the Queen Victoria Market.

The aim was to understand what might attract parents to bring their children to Market Square and the kinds of amenities that children themselves would enjoy. The pop-up activities described above were used to engage parents and older children and teenagers in discussion and there was a distinct activity designed for younger children.

Children were asked to create a drawing based on several related prompts depending on their age and level of understanding. These prompts were:

- Draw your favourite park.
- Draw what you like to do when you go to the park/the best thing about going to the park.
- Draw what you would like to see and do at Market Square.

These drawings were annotated by Capire facilitators who interviewed the children to capture what they were drawing and why and their age.



Figure 4 Drawing by 7-year-old participant of what they'd like to see at Market Square



Figure 5 Participants at the school holiday activity

## WORKSHOPS

Originally, two workshops were intended to provide opportunities for local and other interested City of Melbourne residents to provide more detailed input into the designs, as well as offering an opportunity for the presentation of a more detailed briefing and space for answering questions from members of the City of Melbourne team.

The workshops were scheduled to be held at the following times and locations:

- Saturday, 16 September 10am to 12pm – Drill Hall at the Multicultural Hub
- Saturday, 23 September 10am to 12pm - Drill Hall at the Multicultural Hub (**Cancelled**)

Ultimately, due to resourcing issues with the City of Melbourne subject matter experts, it was decided to not proceed with the second workshop. This was instead replaced with stakeholder interviews, outlined below.

## STAKEHOLDER INTERVIEWS

Individual 30-minute interviews were offered to all registered participants of the scheduled workshop on the 23 September. Four participants, two residents and two members of the Friends of QVM group, participated in interviews with a City of Melbourne subject matter expert and a Capire team member. These interviews were organised around three key questions:

- What would you like to see at Market Square? How might you use it when it's built?
- What programs and activities would you like to see at Market Square and Queen's Corner Building?
- What else do you want to share with us?

A written record of these interviews was shared with the participant for approval within two business days of the interview.

# 3. Participation

Approximately 592 people participated in the engagement, providing feedback on what features, programs or amenities they would like to see in Market Square and the QCB. Figure 6 provides an overview of the participation for each engagement activity.



6

Face to face workshop participants



~180

Pop-up participants (including 26 Queen Victoria Market traders)<sup>1</sup>



221

Online surveys completed



32

School holiday activity participants



150

Intercept survey participants, 18 surveys completed on the spot.



3

Stakeholder interviews

Figure 6 Overview of engagement activity participation

<sup>1</sup> These figures are an estimate only.



### 3.1. Survey demographic information

#### 3.1.1. Age

Figure 7 outlines the age brackets of respondents. Almost half of respondents (47%) are between the ages of 25 to 39. The least represented age groups are respondents under 19 and over 75.

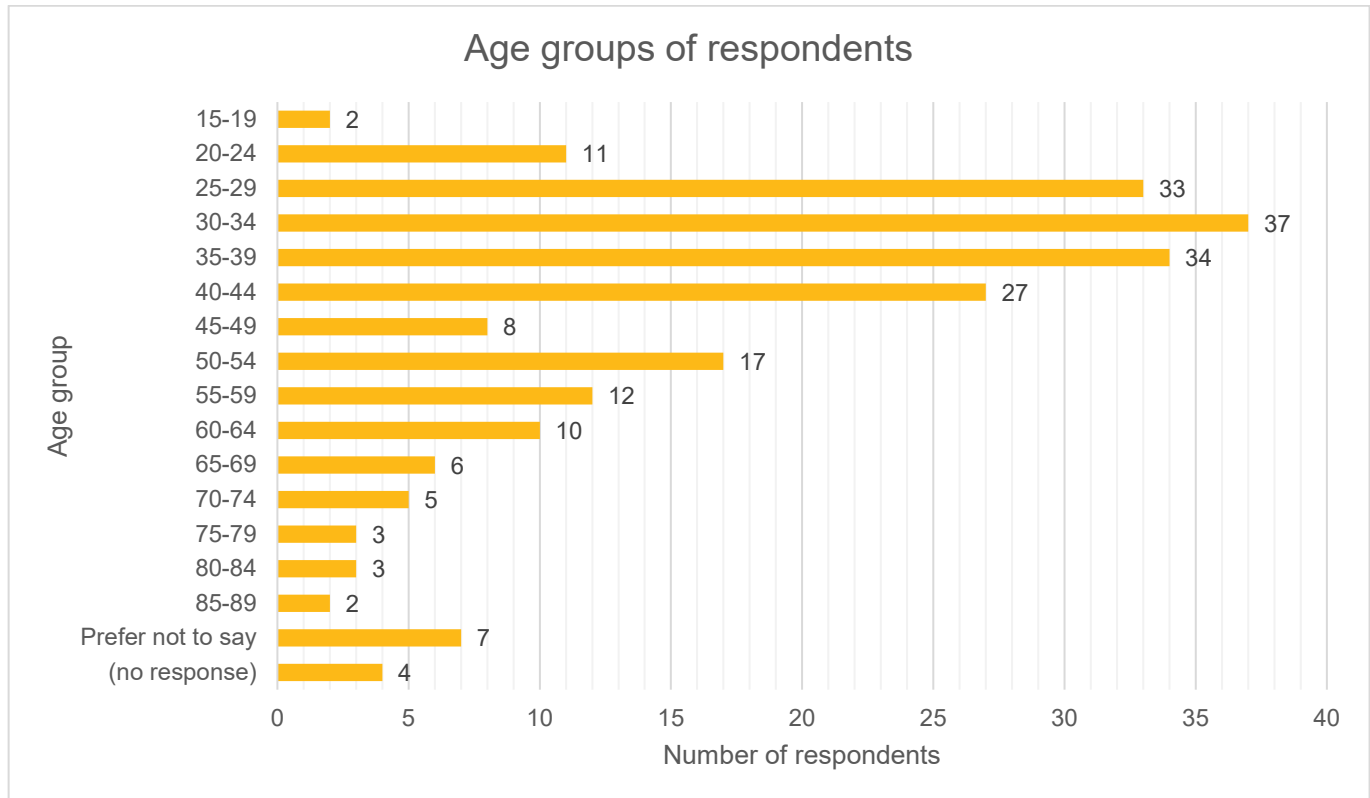


Figure 7 Age groups of respondents (n = 221)

#### 3.1.2. Gender

Figure 8 shows the gender identity of respondents. There were similar respondent numbers across male and female genders. Approximately five percent of respondents are non-binary and/or gender diverse. Specific gender data was not collected at any in-person events.

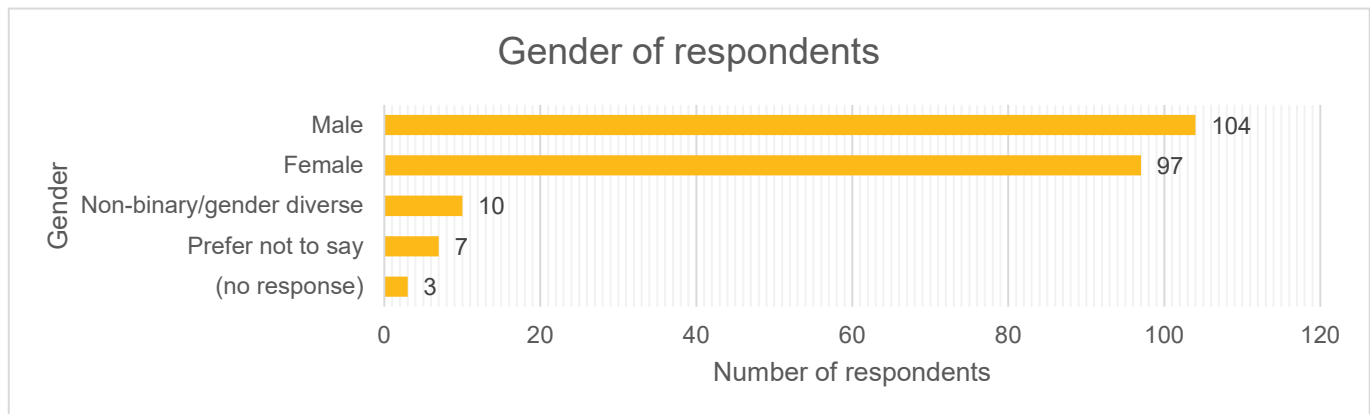


Figure 8 Gender of respondents (n=221)

#### 3.1.3. Representation

Figure 9 outlines the representation of survey respondents. There is a high proportion of respondents who did not identify with any of the groups. However, almost a quarter of respondents were born overseas. The second largest represented group are LGBTQI+ respondents. Aboriginal and Torres Strait Islander people are the least represented group, followed by international students. Note: respondents could select more than one representative group.

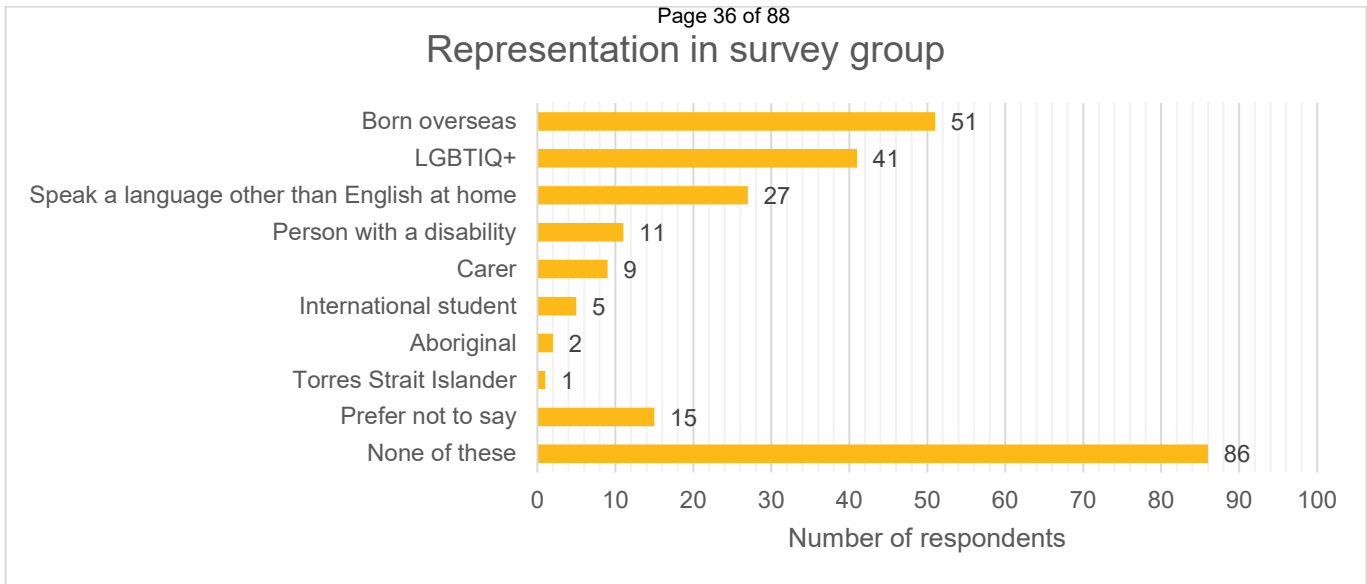
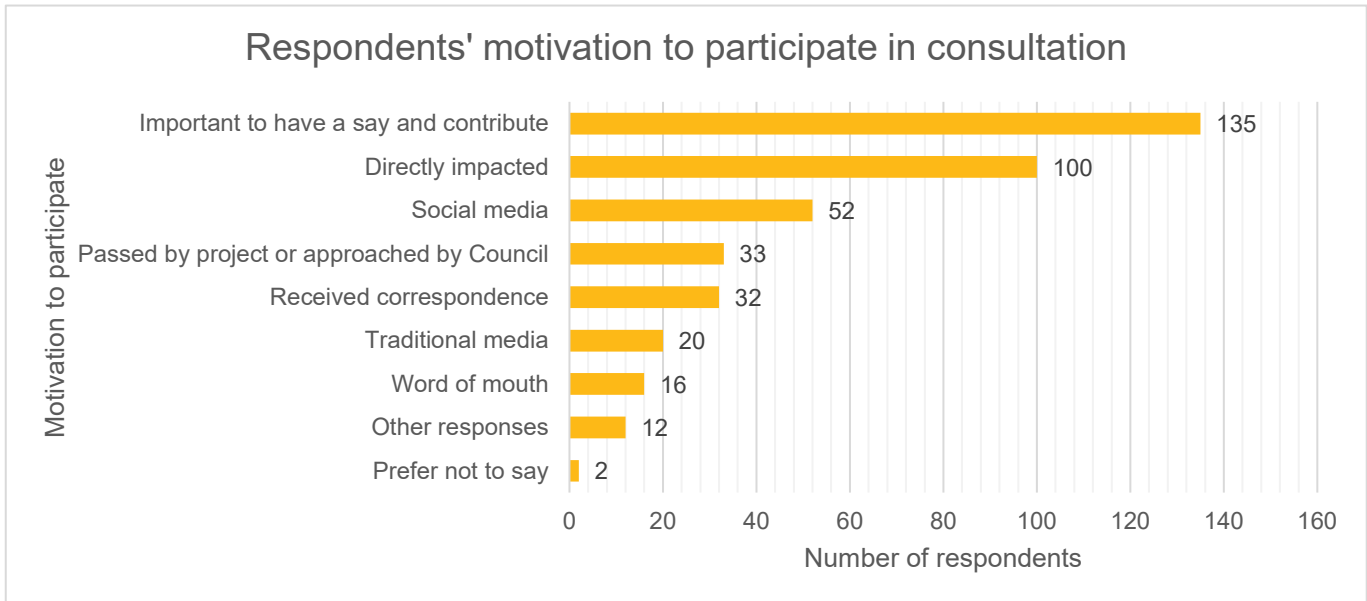


Figure 9 Representation in survey group (n = 221)

### 3.1.4. How did you hear about this engagement?

Figure 10 highlights respondents’ motivations for completing the survey. The main motivation for engaging is that respondents felt it is important to have a say and contribute, followed by respondents who identified as directly impacted. The least common responses include traditional media and word of mouth. Of the ‘other’ responses most expressed a connection to the market and investment in open space outcomes. Note: respondents could select more than one motivation for engaging.

Figure 10 Respondents’ motivation to participate in consultation (n = 221)



### 3.1.5. Which of the following best describes your connection to this City of Melbourne project?

Figure 11 outlines the respondents’ connection to the project. Residents were the most represented group, while business owners were least represented. Most of the ‘other’ responses were regular shoppers who are longstanding customers of the market. There were also two respondents who identified as having ancestors buried at the site.

To aid analysis, Section 4 of this report shows responses from the different respondent types shown here. It is important to note that the ‘Worker’ and ‘Own a business’ groups may not exclusively be Queen Victoria Market traders but may belong to other nearby businesses. Therefore, this data has not been included in Section 4.6.1, which describes feedback received at place-based events from Queen Victoria Market traders as a key stakeholder group.



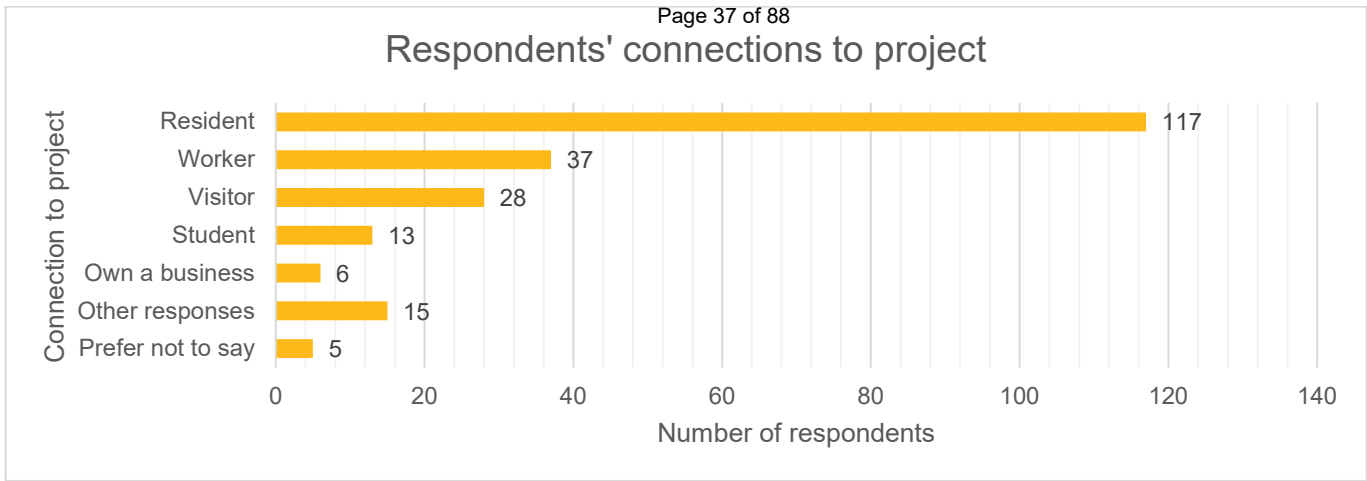


Figure 11 Respondents' connections to project (n=221)

### 3.1.6. Which of the following best describes your connection to this City of Melbourne project?

Figure 12 indicates that for almost half of respondents this was their first City of Melbourne consultation. Less than 10% of respondents regularly participate in consultations.

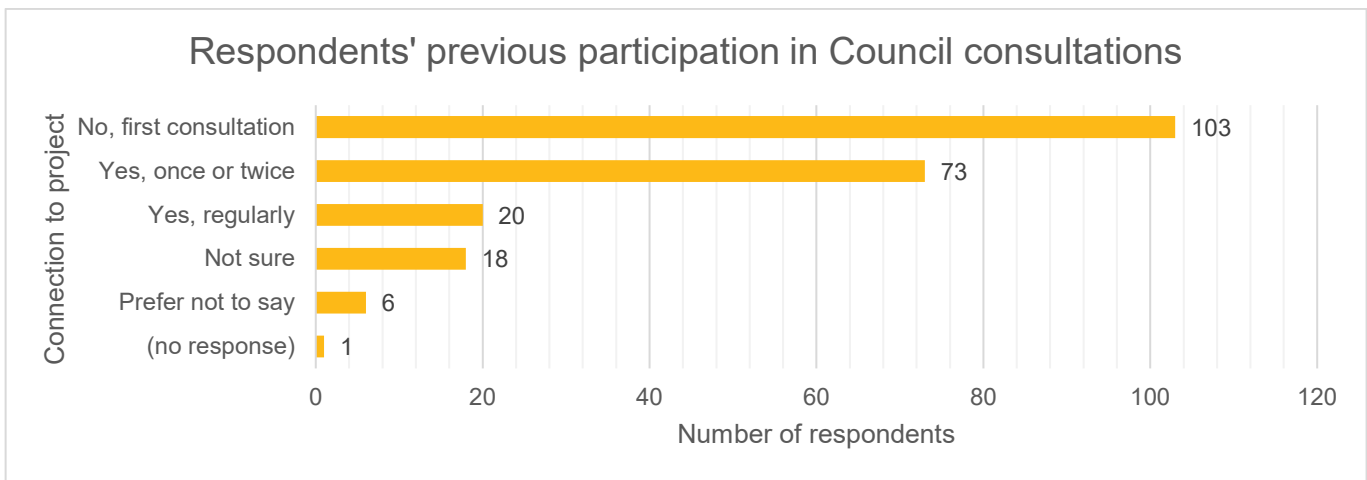


Figure 12 Respondents' previous participation in Council consultations (n = 221)

## 3.2. Gender impact assessment data

There were a higher number of males than females who completed the survey, at 104 and 97 respectively. There were a smaller number of respondents who identified as non-binary/gender diverse (10). Through an examination of the data, there did not seem to be significant correlation between gender and the respondent's views (See Appendix 1). The minor differences are noted below:

- More female respondents identified public toilets, indigenous plantings, and a walking track as important landscape features.
- Female respondents selected artistic events, food-related events, and multicultural events most frequently, and selected performance and music events less frequently than males.
- Female respondents were more likely to select Traditional Owner led artworks/storytelling and educational features than males, however, both groups selected landscape features as being the most important artwork/storytelling opportunity in the future of Market Square.
- The top eating and socialising activities were the same for males and females, but females were more likely to indicate that they'd like a community garden than males.
- Females were more likely than males to select spaces for Yoga, Tai Chi, gym classes as the kind of physical activity spaces they'd like to see, but both groups were equally likely to select Children's play space and table tennis.
- At the school holiday activity, the attendees were predominantly women with children; many of whom expressed excitement at the idea of an open, child-friendly activity space at Market Square.

## 4. Key findings

The following findings have been informed by survey responses, as well as responses from pop-ups, the school holiday activity, interviews, and workshop events.

Some key themes about the future design and use of Market Square and the Queen's Corner Building that were strongly present across all activities were:

- The need for any design to be flexible, scalable and not too prescriptive, allowing community members to shape how they'd like to use the space.
- Simplicity in design, with plenty of green, open spaces to sit and relax.
- Connection to the market, with food-related events and spaces to sit and eat produce from the market.
- Respectful of heritage, through partnership with Traditional Owners, and through recognition of the colonial history of the site as Melbourne's first cemetery.
- A desire for family friendly spaces, including a playground for children.
- Accessibility embedded in the design, with clear signage and amenities that enable different groups to utilise the space (e.g., toilets, water fountains, seating and shade, cycling infrastructure).

These ideas are explored in more detail in the following sections. Note: some survey responses are shown split by respondent type to acknowledge the differences in views between residents, visitors to the market and workers/business owners from the local area.

**“The design should balance aesthetics, functionality and sustainability while catering to the needs and preferences of the local community - and tailor these ideas to suit Melbourne's unique character.”**

SURVEY RESPONDENT

## 4.1. Design principles

Participants were asked to place the design principles in order of importance to them as part of the survey.

As seen below, in Table 1, the design principles ranked in order of most to least important are:

1. Market Square will continue to be designed in partnership with the Wurundjeri Woi-wurrung to reflect their enduring connection and custodianship of the land (Wurundjeri partnership)
2. Market Square will be a place of trees and shade (Trees & Shade)
3. Market Square will be a new type of open space in Melbourne (Open space)
4. Market Square will return an ecology to the precinct (Ecology)
5. Market Square will provide spaces that bring people together (Community)
6. Market Square will connect to the city on all sides (Permeability)
7. Market Square will form part of a network of event spaces (Event space)

There was a clear preference for Wurundjeri Partnership and Trees & Shade as being most important in the survey responses. This aligns with data from the pop-up events, in which participants emphasised the need to recognise the history of the site (both as a cemetery and through acknowledgement of the Traditional Owners), and the need for greenery/shade in the design.

*Market Square will connect to the city on all sides* and *Market Square will form part of a network of event spaces* were ranked as least important by many participants. A number of local residents expressed concern about Market Square becoming predominantly an event space through the survey and at in-person events, and this is reflected in the rankings provided in Table 1.

As discussed in the limitations, Design principle 4 (*Market Square will be designed to honour those who are buried here*), and 5 (*Market Square will be designed in a way that needs not disturb the ground*) were omitted from this list as they are a non-negotiable of the future design.

Preference	Wurundjeri partnership	Trees & shade	Open space	Ecology	Community	Event space	Permeability
<b>First</b>	68	59	20	15	15	6	11
<b>Second</b>	20	58	14	37	28	14	18
<b>Third</b>	25	31	31	36	31	16	18
<b>Fourth</b>	12	10	29	36	52	23	22
<b>Fifth</b>	12	20	37	23	30	32	26
<b>Sixth</b>	11	7	29	32	25	40	35
<b>Seventh</b>	37	2	25	6	4	52	50
<b>(blank)</b>	36	34	36	36	36	38	41

Table 1 Design principles ranked from most to least important – the number in each cell represents the number of respondents who placed that principle in that preference order. (n=221)

## 4.2. Landscaping and features

Figure 13 highlights the landscape features identified as important to the detailed design split by respondent type. There is a clear desire for the detailed design to include shade trees and places to sit. Results also indicate a relatively equal importance given to Indigenous plantings, grass, water fountains, shrubs and public toilets.

Hard surfaces received considerably lower support, which was reflected also at in-person events. There were minor differences in the views between residents, visitors, and workers for this question, however workers were more likely to support hard surfaces and utilities such as public toilets and water fountains (see Figure 13).

**“Let's have a place where we can just take a moment from the hustle and bustle of the market and the city and throw a blanket down and enjoy nature.”**

SURVEY RESPONDENT

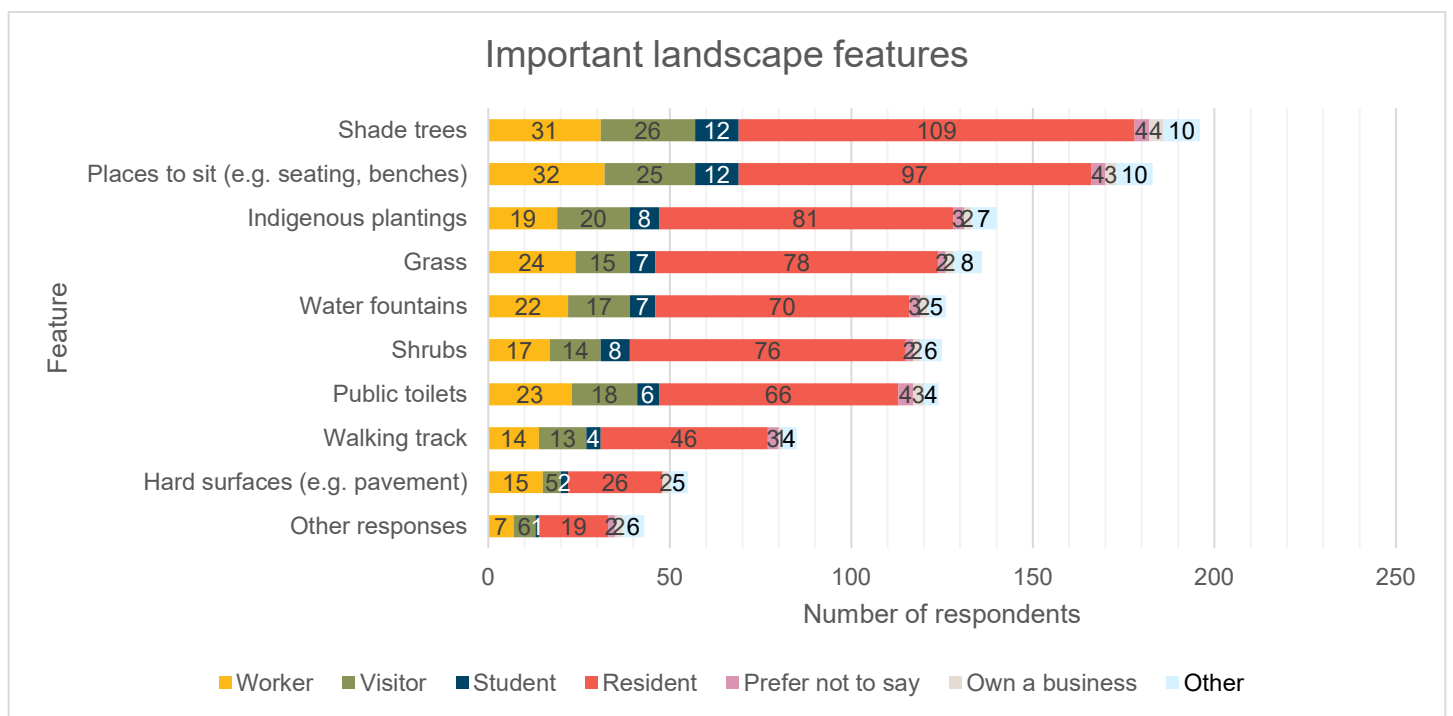


Figure 13 Important landscape features, split by respondent type (n= 221)

### LANDSCAPING AND AESTHETICS

Some common themes that were heard in the in-person activities, as well as the survey qualitative data were:

- Trees for shade.
- Grassy, open areas for picnics.
- Benches and picnic tables so people could eat what they purchased at the markets.
- Water fountains to attract ducks and wildlife.
- Indigenous plantings including wilding, flowers, and a reduction in plane trees.
- There was also strong support for a small, grassed amphitheatre.

Participants at the pop-ups were asked to vote on images of existing City of Melbourne parks that best represent what they would like to see at Market Square. Note: participants could choose up to 3 spaces to vote for.

The open spaces included a range of parks, boulevards, playgrounds, and city squares. The most popular spaces across the pop-ups were (shown below):

- Woody Meadow Pilot Project (29 votes)
- Return to Royal Park (27 votes)
- Gardiner Reserve (22 votes)
- Rocks on Wheels (19 votes)

The key features shown in these images include:

- Indigenous plantings including wilding and flowers
- Water features
- Leafy trees
- Seating
- Bespoke nature-play elements

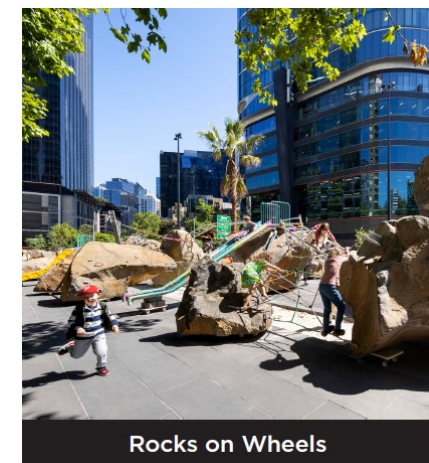
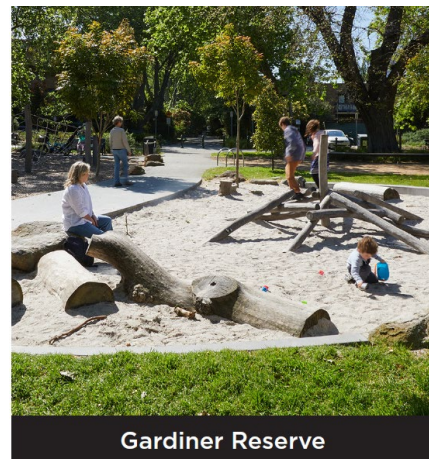
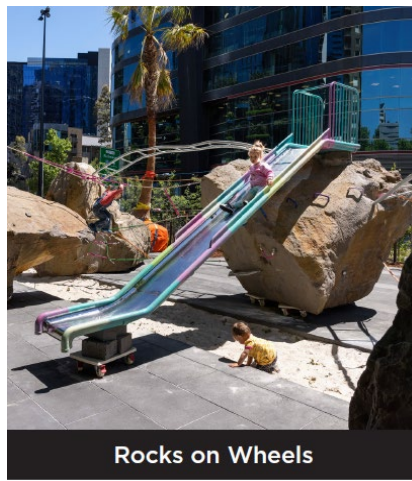


Figure 14 Six images showing the existing parks that best represent what people would like to see at Market Square



### 4.2.1. Desired facilities

#### RECREATIONAL

The most represented physical activity spaces were yoga, tai-chi, gym classes and a children’s play space. The children’s play space was the most popular with workers and visitors, and second most popular for residents. This was followed by table tennis and other small physical games. The least popular activity space was parkour.

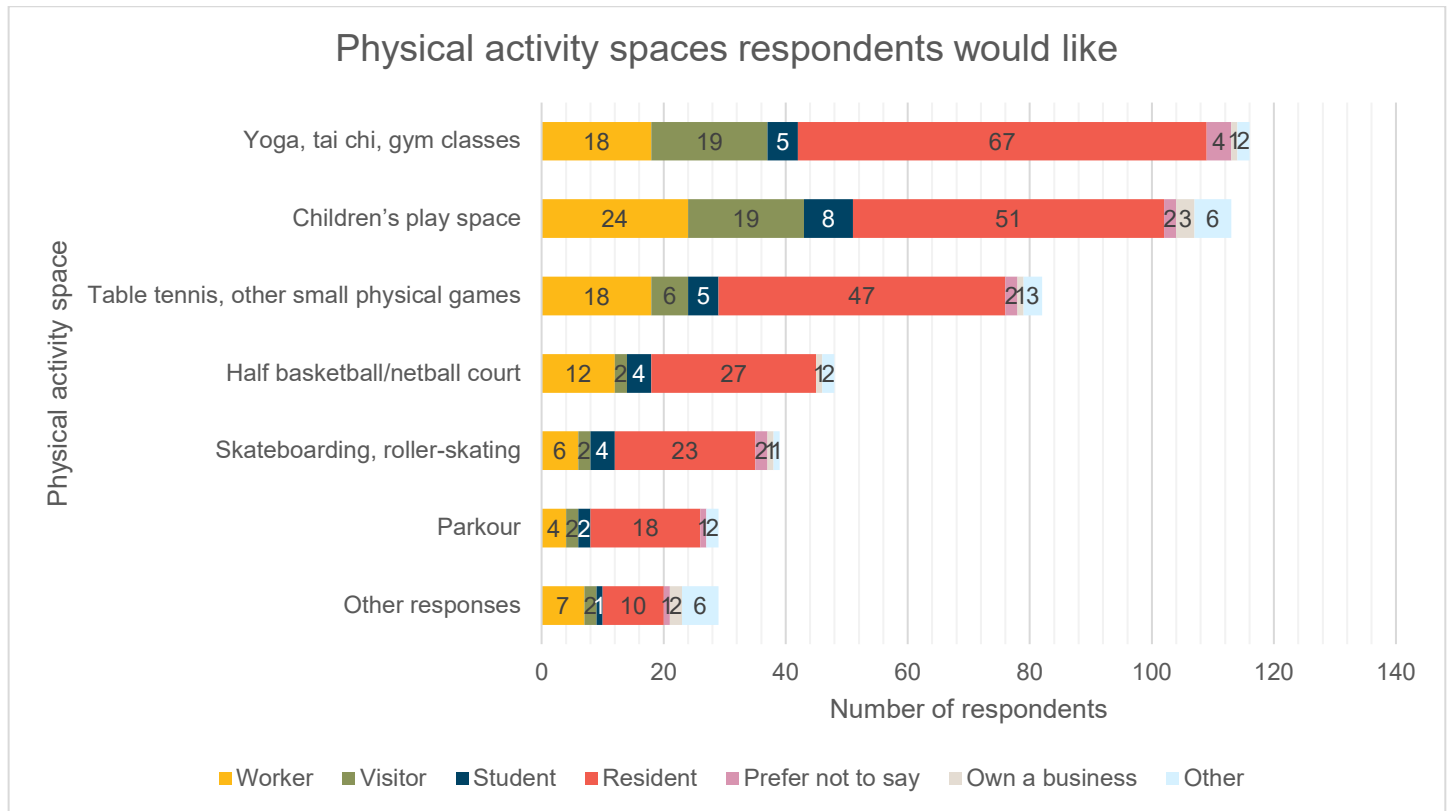


Figure 15 Physical activity spaces respondents would like, split by respondent type (n = 221)

Of the ‘other’ responses, ten stated they would like ‘none’ of the options, as they would prefer the space to remain a carpark. Note: respondents could select more than one physical activity space they would like.

The most popular recreational facilities participants would like are:

- Playground and play equipment including:
  - Sandpit
  - Slide
  - Monkey bars
  - Nature play
  - Cubby house
  - Sensory playgrounds (musical play)
- Exercise and fitness equipment (incl. rock climbing)
- Food establishments
- Picnic, barbecue and dining areas

#### AMENITIES AND COMMUNITY FACILITIES

The three most important amenities to participants are:

- Public toilets
- Seating

- Shelter and shade

There were also suggestions of community facilities in both Market Square and the QCB such as:

- Community gardens.
- Communal composting, recycling and waste management facilities.
- Repair hubs.
- Community event spaces and bookable meeting rooms.

### 4.3. Movement and access

Many participants shared thoughts about movement and access, both within the site and to/from the site. The key themes that came through strongly in the data were:

- The need to balance hard landscaped paths that allow prams, wheelchairs and market trolleys with adequate open space and natural surfaces.
- A desire for pathways to follow the layout of the original cemetery, rather than over the existing burials.
- An investment in cycling infrastructure including secure bike racks, repair facilities and pumps and clear signage.

A small number of respondents mentioned diversity and accessibility as key concerns. They were worried about provision of accessible parking for those with mobility restrictions. They mentioned that any path design and construction, playground equipment “*should be [DDA] accessible*”. They also recommended paths that are “*beautiful but functional*” especially for wheelchairs, prams, and market trolleys.

#### WALKING PATHS

Some ideas presented about the future design of the walking paths are described below:

*“I would like to see...an honouring of the original laneways through the Cemetery that would allow movement of people through the square” – survey respondent*

*“Paths will need to transect the park to allow for people with prams, in wheelchairs, or with market shopping trolleys - otherwise any grassed areas become trampled, or the grass is only used at the periphery.” - pop up participant*

#### CYCLING INFRASTRUCTURE

Some key ideas about the provision of cycling infrastructure are outlined below:

*“Easily accessible by walking, cycling and public transport. Would love to see end of trip bike facilities, secure bike parking (like Bicycle Networks Parkiteer).”- survey participant*

*“Bike accessible and bike friendly - clear signage, bike pumps” – pop-up participant*

## 4.4. Future uses

### 4.4.1. Activation and events

There was a clear split in views between visitors to the market and residents when it comes to activation and events held in Market Square.

Some residents feel that Market Square should not become primarily an event space, and this was reflected in the responses to the Design principles in which event space was rated as least important by survey respondents. Respondents stated that there is already enough event space available in the city, and that the space should be flexible rather than prescriptive.

*“Some of these ideas sound great - as a local resident who lives adjacent to the market, however I find mention of music events and busking concerning. This space is surrounded by high density residential buildings - the use of this space needs to take into account the residential nature of this area and potential impact on the 1000s of residents who live on Franklin Street and other nearby streets.” – survey respondent and local resident.*

The kind of events that participants would like to see at Market Square and QCB are those that align most closely with the market’s purpose such as food and wine festivals. Some suggestions include:

- Food and wine festivals
- Multicultural cultural events
- Music events (with suggestions that these events are daytime only, or unamplified, to reduce the impact on local residents)
- Fashion events
- Community gardening/harvesting workshops
- School holiday programs for kids

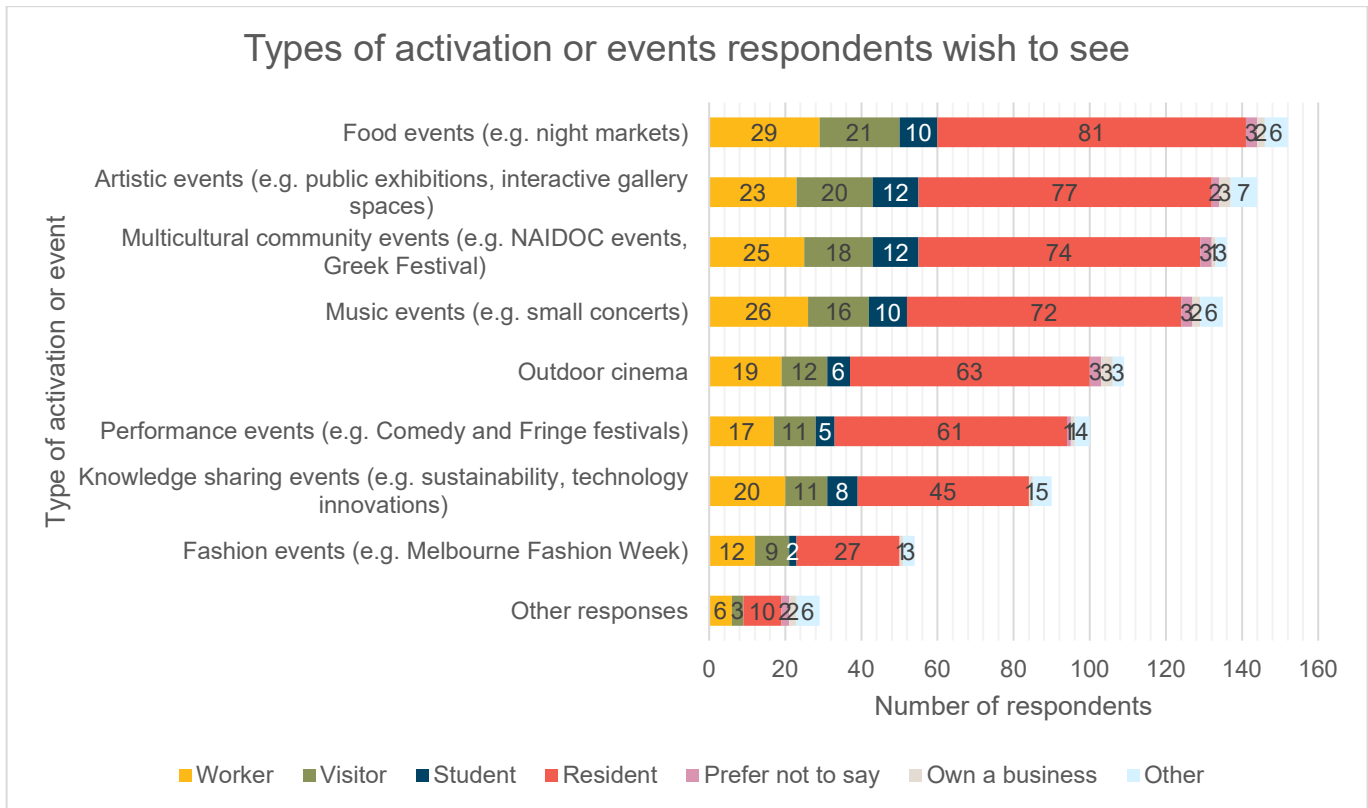


Figure 16 Type of activation or events respondents wish to see, split by respondent type (n = 221)

### 4.4.2. Artworks and storytelling

As seen in Figure 17, the majority of survey respondents would like to see artwork and storytelling incorporated into landscape features and public art. There is also a desire to see Traditional Owner-led artworks and storytelling.

Community members also expressed a desire for public art and opportunities for co-creation with local artists. Some specific suggestions included:

- Sculptures
- Light-up features/installations (like the ducks near NGV)
- Colourful artworks
- Public art exhibitions
- Street art displays

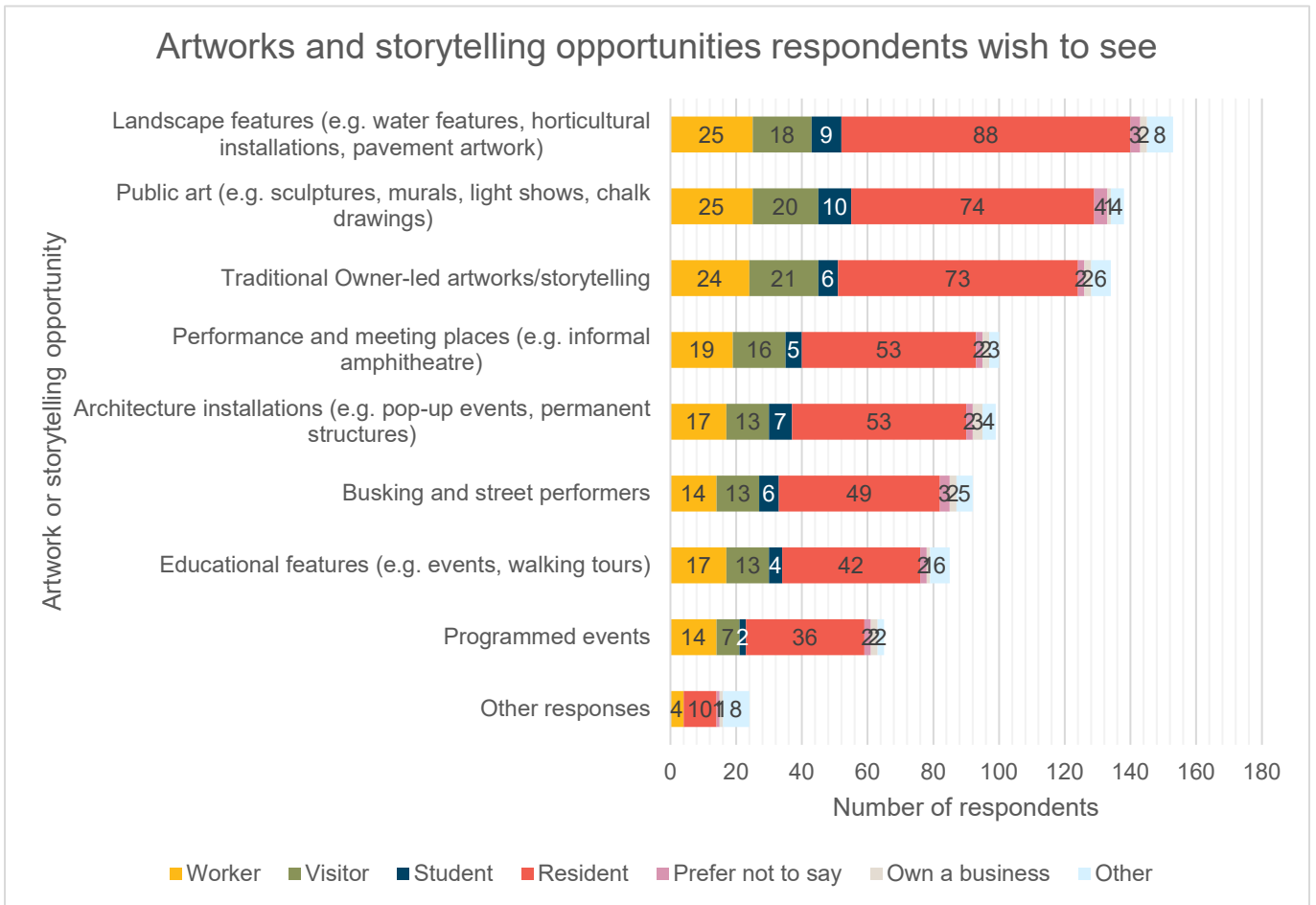


Figure 17 Artworks and storytelling opportunities respondents wish to see, split by respondent type (n=221)



### 4.4.3. Eating and socialising

Many participants shared that they'd like Market Square to be a place for casual picnics and enjoying food purchased from the Queen Victoria Market itself. Some participants shared a hesitancy to bring in further hospitality venues into the Franklin Street Stores, with the concern that this would cause increased competition for existing traders.

Some participants expressed a desire for food-related educational or community offerings such as:

- Community gardens and composting facilities.
- Cooking displays and nutrition workshops.
- Edible native plantings and educational signage.

“Most important is to provide spaces to meet people and sit and eat the delicious food.”

SURVEY RESPONDENT

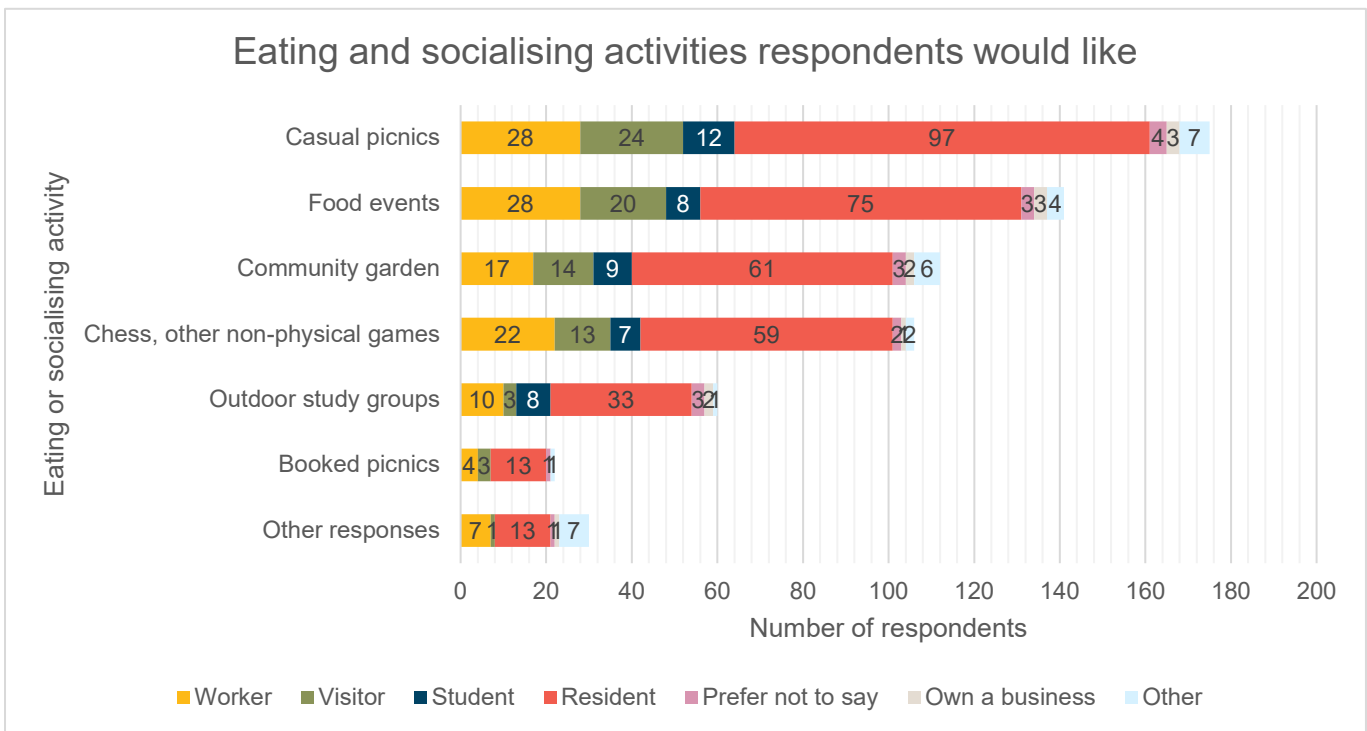


Figure 18 What eating and socialising activities would you like to do at Market Square? Split by respondent type (n=221)

## 4.5. Community considerations and concerns

This section outlines concerns expressed by respondents that do not fit elsewhere or were technically out of scope for this consultation. Where possible, these concerns have been identified as belonging to particular respondent types (i.e., residents, workers etc.)

These have been included where they were strongly recommended or had multiple mentions and they are relevant to the renewal of the whole precinct.

### 4.5.1. Addressing socio-economic disadvantage

Some respondents mentioned that this area is becoming out of character with its more working class and multicultural roots. There were concerns about what would happen to people experiencing homelessness, people with disability or mobility challenges.

A small number of respondents were concerned with what will happen to 'rough sleepers' who are currently using the stores veranda as shelter. It was also noted that the Franklin Street side of the Stores is likewise used as a night time food relief pop-up venue.

A lack of nearby affordable housing was also a concern expressed by a few respondents.

### 4.5.2. Car parking and congestion

There were numerous mentions (14) indicating a concern with removing the car parking from Market Square.

Some key concern's highlighted were:

- That the 2018 People's Panel recommended that only half the parking was removed.
- The need for tall parking for trader vehicles.
- The need for traders to have close by parking.
- Accessible parking spots for those with mobility challenges etc.
- Heritage concerns were mentioned by many of the same people that advocated that the carpark be retained.

*"This vision is to un-pave paradise and pull down the parking lot."- survey respondent.*

### 4.5.3. Adjoining land use

Many respondents took the opportunity to give some opinions about a number of developments and changes surrounding the QVM including the QCB and the Gurrova place development.

Some mentioned that proposals were in danger of 'walling in the market' which would have effects on landscaping and plantings and block light.

There were concerns about overshadowing from towers and the QCB, integration and connections to other local landmarks (especially the flagstaff gardens and Elizabeth Street tram). Some concerns were expressed about the proposed height and design of the Gurrova place buildings.

### 4.5.4. Climate change, environment, and sustainability

15 people mentioned a concern about the environment or gave an idea for sustainability in future use of the area.

There were an array of ideas presented, including:

- The provision of sustainability education sessions including topics such as include urban farming, demonstration plantings, native edibles, and cultural edibles.
- Community gardens (or moveable and flexible planter boxes) would add to the transformation of the space, for climate/seasons and events.
- The inclusion of solar panels on any shelter or structures, as well as the Queen's Corner Building.
- Demonstrations of plantings and educational signage about the types of plants present.
- As much shade as possible to reduce the urban heat effect.
- Utilising water sensitive urban design principles, water play and water features to future proof the area.
- Wind sensitive design to reduce any wind tunnel effects from development, and make the area a more pleasant place to sit.

A small number of respondents (including two residents that were interviewed) were concerned about noise, congestion and resident access. They were worried that the whole area would be used to host large scale events that caused congestion, noise and that limit access to the precinct and adjoining areas.

There were requests for limiting amplification and skateboarding due to noise concerns. There was sentiment expressed that it should be considered that this is a residential area with a high density of residents. It was pointed out that large scale events would also put a huge burden on existing public transport (congested trams and Flagstaff Station were mentioned as not being fit for purpose to channel large numbers of event attendees).

The exclusive ticketed events that blocked the permeability of the current site were particularly called out as undesirable.

Another sentiment expressed by residents that were interviewed was that proposed services and amenities should not all be aimed at tourism. There was a suggestion that the Franklin St Stores and Queen's Corner Building could host services that were needed by residents in the nearby area, such as a laundromat.

### 4.6.1. Queen Victoria Market Traders

The following section describes the views of the 26 traders who were consulted with at the pop-up events. Traders were not specifically identified in the survey data as separate from other local businesses or workers, and so views expressed in the survey have not been reflected below.

There were mixed views from traders:

- Approximately half of the traders spoken to were supportive of Market Square in the hopes that it would increase the number of people in the area and visitors to the market.
- Others were concerned that the changes to parking would mean a reduction in regular market goers. The key topics shared are further detailed below.

#### ACCESSIBILITY FOR CUSTOMERS AND TRADERS

A key concern for a handful of traders was that a change to the parking, or a reduction in open-air parking available would reduce the number of regular shoppers at the market.

Their concerns were related to:

- The proposed basement carparking was too far away, or inaccessible for the elderly and those living with disabilities.
- Trader access through and around Market Square and the QCB, with a number of traders requesting loading zones to be not too far away.
- The desire for a pathway through the square for traders to move goods.

#### AMENITIES FOR VISITORS

Traders spoke about the below amenities being important for attracting visitors to the market:

- Seating
- Water fountains
- Toilets
- Clear signage
- Places for families to spend time and eat what they buy at the market
- Barbecue areas and picnic tables
- Places for pets

#### EVENTS AND MARKET FACILITIES

Several traders spoke about utilising the new open space at Market Square for regular events such as the Night Market. Currently traders must pack down their stalls and move their stock to accommodate the night market under the sheds. They felt that the potential of hosting events at Market Square would mean less disruption to their business in the future. They suggested the space should be used as an extension of the market during key events so that there is less congestion during busy periods.

#### DESIRE FOR IMPROVEMENTS ON QUEEN VICTORIA MARKET

A small number of traders expressed their concern that investment was being made to Market Square and the Queen's Corner Building, rather than in further improvements to the market itself. Their main concern is that "half the market is empty" and they advocated for increasing customers by improving facilities at the market itself.



The CEO of the Queen Victoria Market Pty Ltd, Matt Elliott, has submitted a letter of support as part of the consultation about Market Square and Queen’s Corner Building. (Please see the full letter attached in the Appendix).

A quote from this letter is included below:

“The repurposing of the open-air car park to Market Square provides access to all parts of our community and represents a much more beneficial and respectful use of this significant space...Unlocking this space will create a real draw card for locals and visitors alike, delivering increased customers for Market traders and much improved amenities for visitors”

– MATT ELLIOTT, CEO, QUEEN VICTORIA MARKET

#### 4.6.3. Friends of QVM

The President of the Friends of Queen Victoria Market, Mary-Lou Howie (as well as a second member – Liz) was interviewed by Capire and the City of Melbourne as part of the stakeholder interviews. They wished to be identified as sharing the below concerns:

- They do not support the removal of the open-air carpark and believe that the People’s Panel recommendations should be followed.
- They believe that any design should respect the market as a working market and its heritage, rather than turning it into an event space.
- They are concerned that Market Square will be built primarily as a forecourt for Lendlease and Gurrowa Place
- They wish to ensure that traders’ viability was considered in any enhancement or renewal programs.

# 5. Appendix 1 – Survey results by gender

## 5.1.1. Desired landscape features by gender

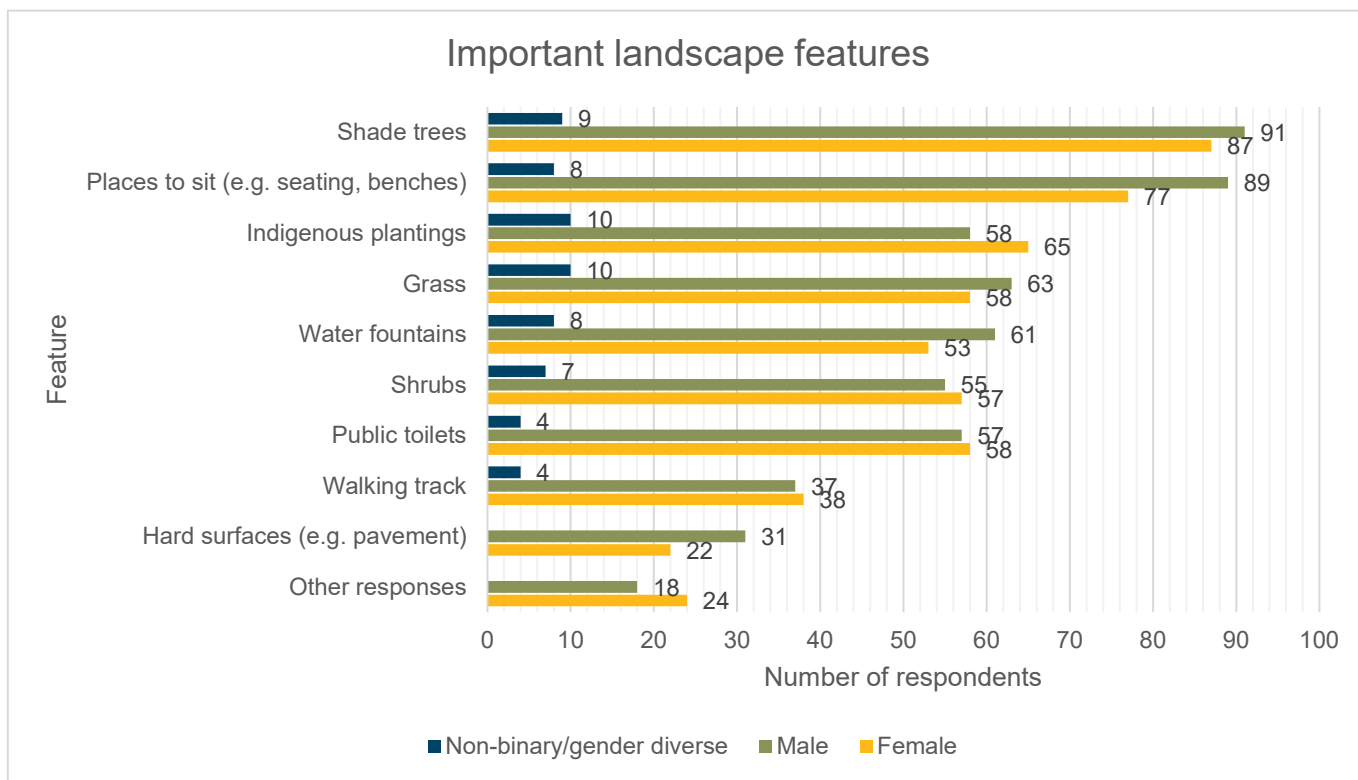


Figure 19 What landscape features are important to include in Market Square? Split by gender (n=211)

## 5.1.2. Activation and events by gender

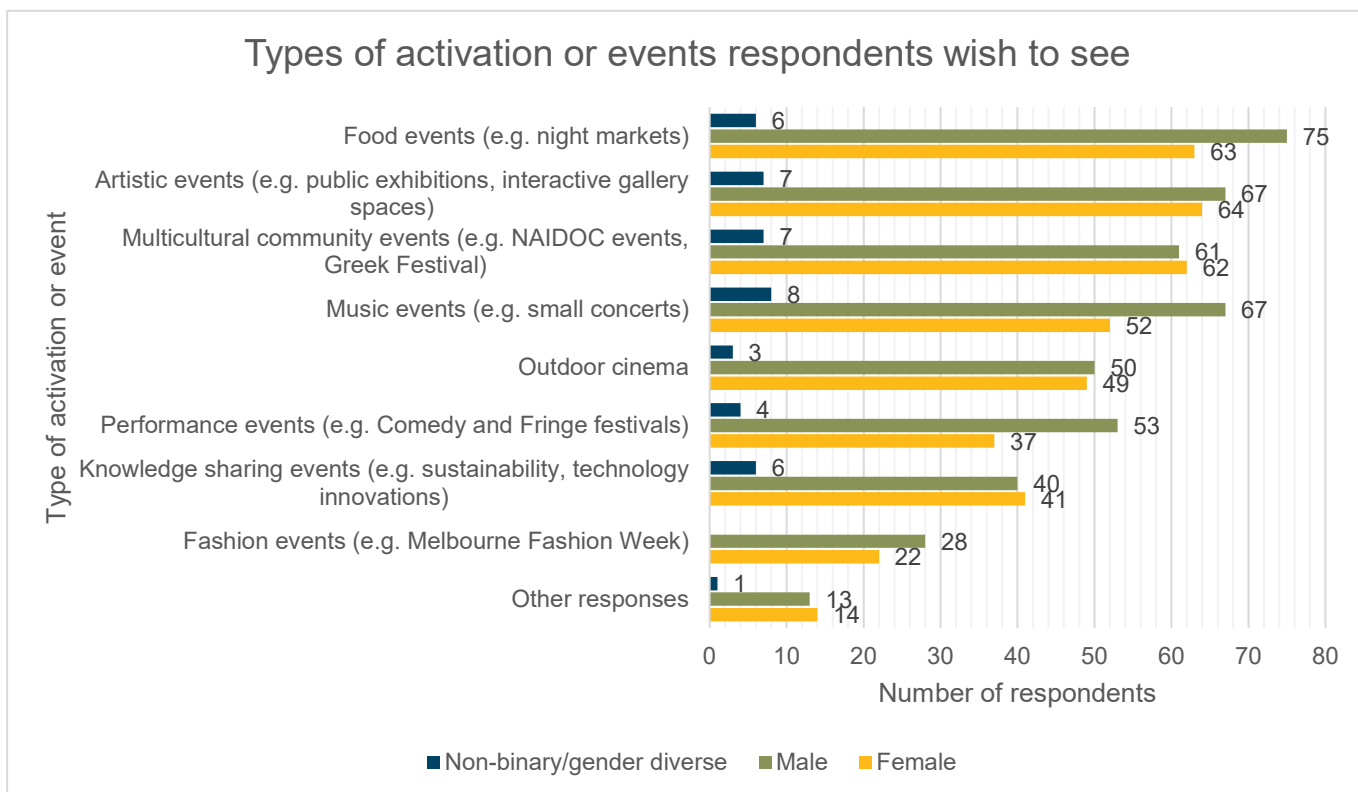


Figure 20 What type of activation and events would you like to see in Market Square and QCB ? Split by Gender (n=211)

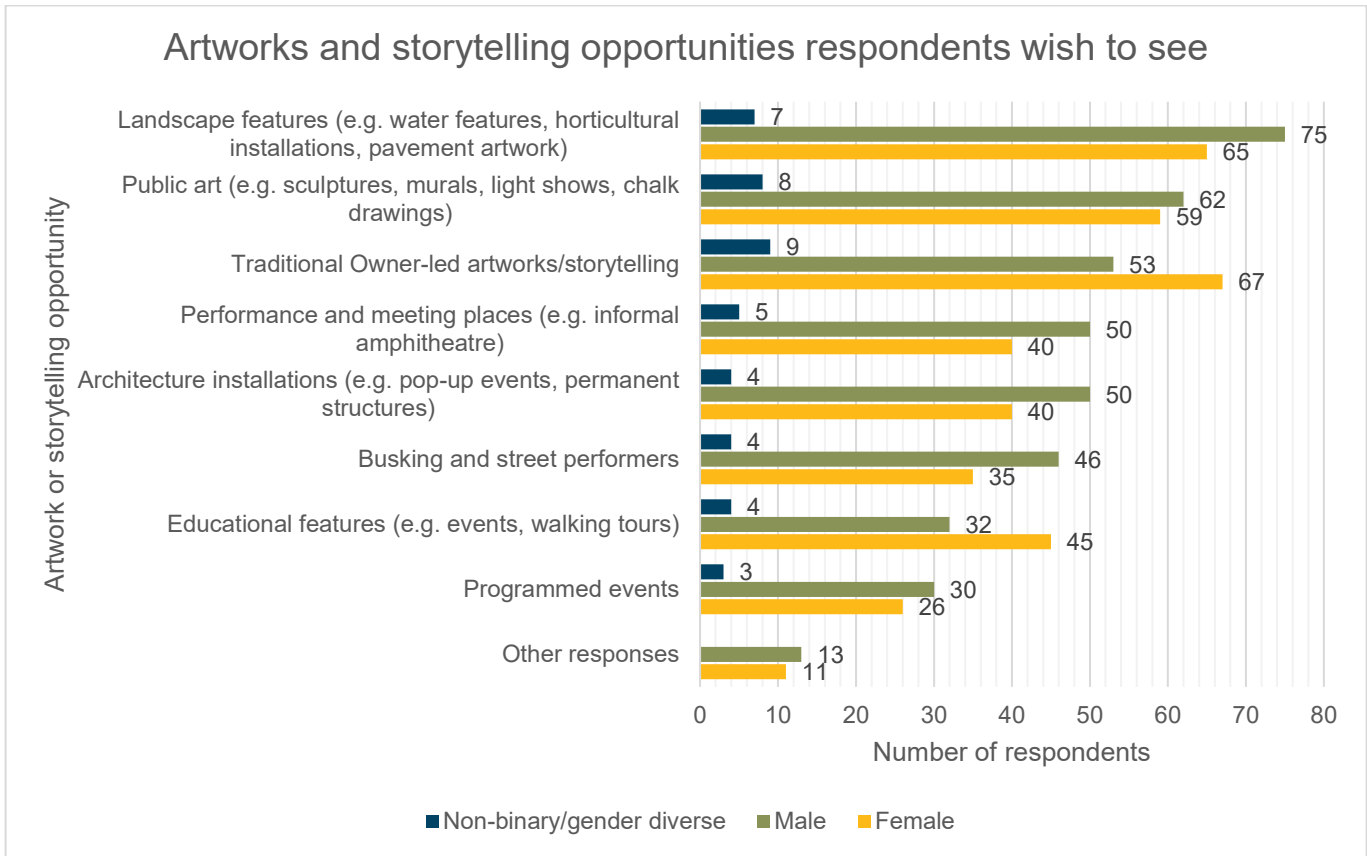


Figure 21 What artworks and storytelling opportunities do you want to see in Market Square and QCB? Split by gender (n=211)

### 5.1.4. Eating and socialising by gender

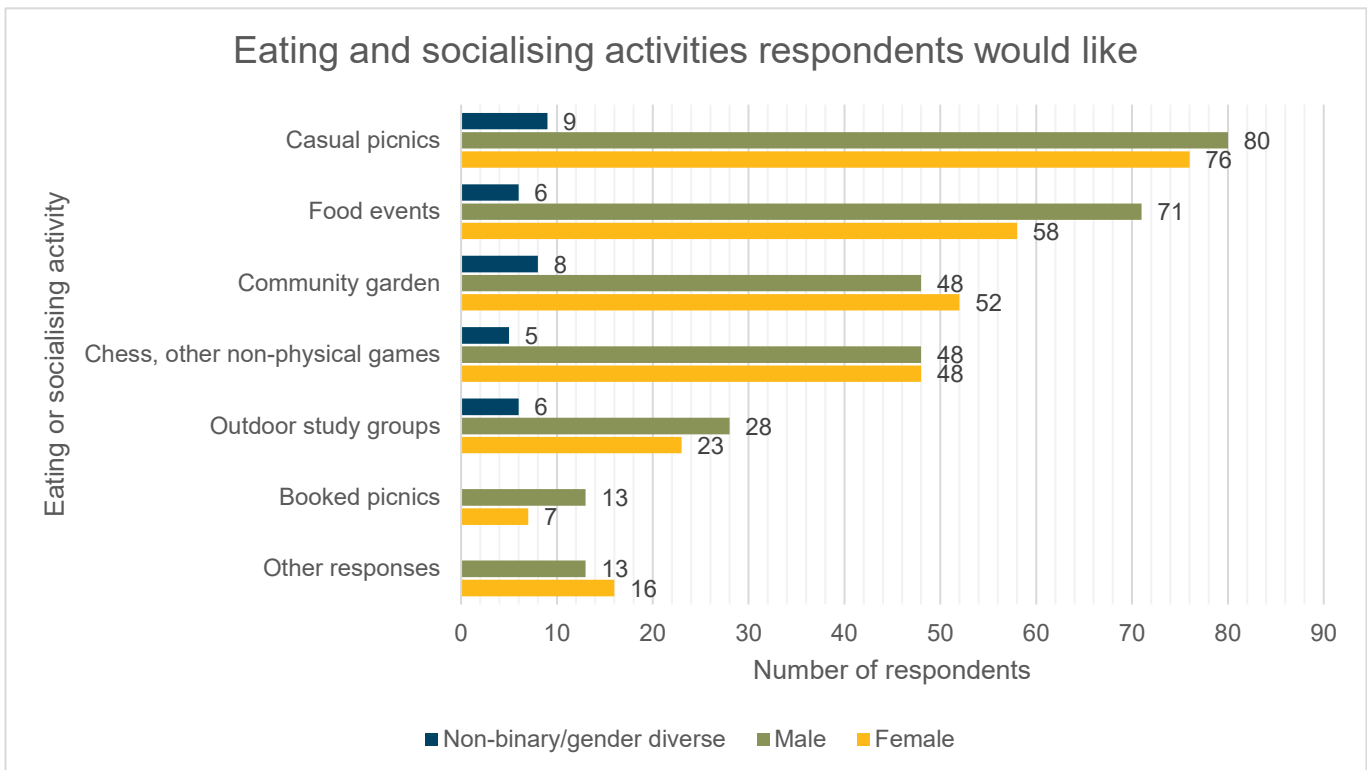


Figure 22 What eating and socialising activities would you like to see at Market Square and QCB? Split by gender (n=211)

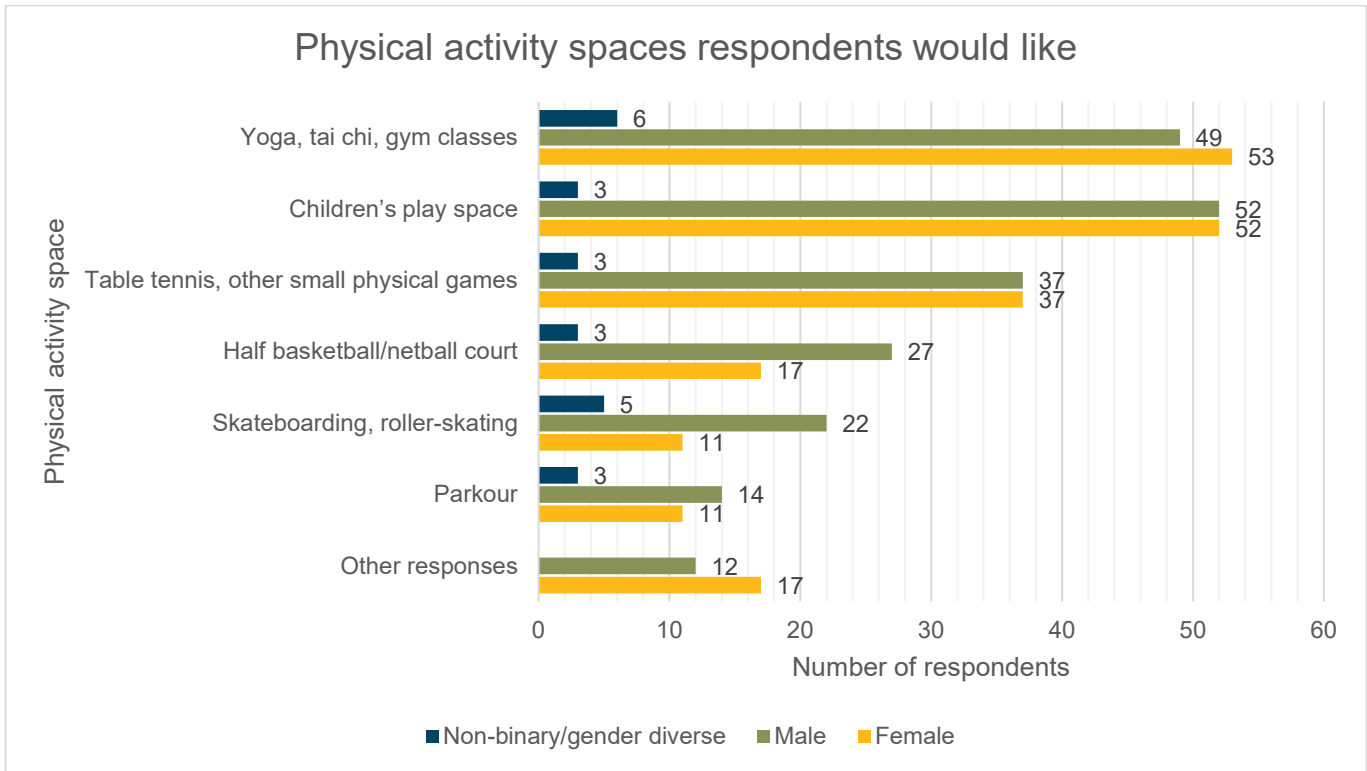


Figure 23 What physical activity respondents would you like to see at Market Square and QCB? Split by gender (n=211)

# 6. Appendix 2 – Online survey questions

## Design Principles

1. Please rate the Market Square design principles in order of importance to you (1 = most important)
  - Market Square will continue to be designed in partnership with the Wurundjeri Woi-wurrung to reflect their enduring connection and custodianship of the land.
  - Market Square will be a place of trees and a place of shade.
  - Market Square will be a new type of open space in Melbourne.
  - Market Square will return an ecology to the precinct.
  - Market Square will provide spaces that bring people together.
  - Market Square will form part of a network of event spaces.
  - Market Square will connect to the city on all sides.

## Environment/Place:

2. What landscape features are important to include in Market Square? (*Number your preferences 1 to 3*)
  - Grass
  - Shrubs
  - Indigenous plantings
  - Shade trees
  - Hard surfaces (e.g., pavement)
  - Walking track
  - Places to sit (e.g., seating, benches)
  - Public toilets
  - Water fountains
  - Other
3. What other ideas do you have for the green spaces and landscaping? (*open text*)
 

---



---

## Activation and Events:

4. What kind of activation and events would you like to see in Market Square and QCB?
  - Music events (i.e., small concerts)
  - Performance events (i.e., festivals)
  - Artistic events (Public exhibitions, interactive gallery spaces)
  - Fashion events (i.e., Melbourne Fashion Week)
  - Multicultural community events (i.e., NAIDOC events, Greek Festival)
  - Food events (i.e., Night Market)
  - Knowledge sharing events (i.e., sustainability, technology innovations)
  - Outdoor cinema
  - Other
5. What types of artworks and storytelling opportunities would you like to see in Market Square and QCB?
  - Public art (i.e., sculptures, murals, light shows, chalk drawings)
  - Busking and street performers
  - Programmed events
  - Landscape features (i.e., water features, horticultural installations, pavement artwork)
  - Educational features (i.e., events, walking tours)
  - Performance and meeting places (i.e., informal amphitheatre)
  - Architecture installations (i.e., pop-up events, permanent structures)
  - Traditional Owner led artworks/storytelling
6. What sort of eating and socialising activities would you like in Market Square?
  - Casual picnics
  - Booked picnics
  - Community garden
  - Chess, other non-physical games
  - Outdoor study groups
  - Food events
  - Other
7. What sort of physical activity spaces would you like in Market Square?
  - Yoga, tai chi, gym classes
  - Half basketball/netball court
  - Table tennis, other small physical games
  - Children's play space



- Skateboarding, roller-skating
- Parkour
- Other

8. What other ideas do you have for Market Square and QCB?

---



---

#### Demographic questions<sup>2</sup>

9. How do you describe your gender?

- Male
- Female
- Non-binary/gender diverse
- Prefer not to say

10. Do you identify with any of the following?

- Born overseas
- LGBTIQ+
- Speak a language other than English at home
- Person with a disability
- Carer
- International student
- Aboriginal
- Torres Strait Islander
- Prefer not to say
- None of these

11. What is your age?

- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75-79
- 80-84
- 84-89
- 90+

12. Which of the following best describes your connection to this City of Melbourne project?

- Resident
- Worker
- Visitor
- Own a business
- Student
- Prefer not to say
- Other

13. What motivated you to participate in this consultation today?

- I was passing by/approached by City of Melbourne
- This project directly impacts me
- I think it's important to have your say and contribute to the future of the city
- I received a letter/email from City of Melbourne
- I saw the project on social media
- I saw the project on media (TV, radio, newspaper, etc.)
- Word of mouth
- Prefer not to say
- Other

14. Have you participated in a consultation with City of Melbourne before?

- Yes, once or twice
- No, first consultation
- Yes, regularly
- Not sure
- Prefer not to say

---

<sup>2</sup> Standard City of Melbourne Demographic Questions

# 7. Appendix 3 - Queen Victoria Market Pty Ltd Letter of Support



Friday 6 October 2023

Dear Irene,

## **Market Square & Queen's Corner Building consultation**

Queen Victoria Market (QVM) Pty Ltd, as manager of the Queen Victoria Market, is supportive of the Market Square and Queen's Corner Building projects.

The Market is currently undergoing a significant period of construction works, as the Queen Victoria Market Precinct Renewal (QVMPR) project works to restore the heritage sheds, deliver significant infrastructure upgrades and generally revitalise the Market as it nears its 150th anniversary in 2028.

The Market Square and Queen's Corner Building projects are critical additions to this work which will complete the precinct's revitalisation, delivering considerable benefits for traders, customers and other visitors to the Market.

The repurposing of the open-air car park to Market Square provides access to all parts of our community and represents a much more beneficial and respectful use of this significant space. Market Square will provide increased opportunities for people to visit the Market Precinct across the week and at different times of the day.

The availability of car parking for Market customers in the Muro building, in addition to the car parking which will be included in the Gurrowa Place development on Franklin Street, means there will be no overall reduction in QVM carparking spaces once Market Square opens.

Unlocking this space will create a real draw card for locals and visitors alike, delivering increased customers for Market traders and much improved amenities for visitors.

Additionally, a carefully designed open space is a much more respectful way to acknowledge the site's history as Melbourne's first cemetery.

The particular focus on the Aboriginal significance of the site, along with partnership with the Wurundjeri Woi-wurrung, is especially important considering this aspect of the Market's history has been neglected for too long.

The proposed Queens Corner development will also enhance the area by providing essential amenities and space for the Market's storage requirements. Features such as toilets, baby changing rooms etc, along with operational facilities, are critical in this part of the Market and need to be upgraded and expanded.

Additional opportunities for retail and hospitality in this area will help attract even more customers and visitors to the Market and be beneficial for all traders - particularly those nearby in the General Merchandise area.

### **Queen Victoria Market Pty Ltd**

PO Box 12415 A'Beckett Street Melbourne VIC 3000

T 03 9320 5822 E [info@qvm.com.au](mailto:info@qvm.com.au) W [qvm.com.au](http://qvm.com.au)

ABN 44 069 959 771

*Queen Victoria Market respectfully acknowledges the Traditional Owners of the land on which the Market is located, the Wurundjeri Woi-wurrung people of the Eastern Kulin, and pays respect to their Elders past and present.*

Acknowledging the short-term, disruptive impacts these projects will have on the Market, QVM Pty Ltd remains highly supportive and is excited by the investment the City of Melbourne is making to reshape our Precinct to be more welcoming and amenable to a greater range of members of the Melbourne community.

Yours sincerely,



Matt Elliott  
CEO, Queen Victoria Market

Figure 24 Letter from Matt Elliott, CEO of Queen Victoria Market Pty Ltd, to Irene Vlahos, Communications and Stakeholder Manager – Precinct Renewal, City Projects.

Capire Consulting Group  
The Commons,  
Wurundjeri Country  
36-38 Gipps Street,  
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Capire acknowledges  
and deeply respects the Wurundjeri  
people and  
the Traditional Owners  
of the Victorian land.



**capire**



# Transforming Franklin Street

## Engagement Summary Report



City of Melbourne

30.10.23

**capire**



# Giving every person a voice.

Capire Consulting Group  
The Commons,  
Wurundjeri Country  
36-38 Gipps Street,  
Collingwood VIC 3066  
(03) 9285 9000

[info@capire.com.au](mailto:info@capire.com.au)  
[capire.com.au](http://capire.com.au)

Capire acknowledges  
and deeply respects the Wurundjeri  
people and  
the Traditional Owners  
of the Victorian land.



**capire**

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For the purpose of program delivery, and on behalf of our clients, we collect personal information from individuals, such as e-mail addresses, contact details, demographic data and program feedback to enable us to facilitate participation in consultation activities. We follow a strict procedure for the collection, use, disclosure, storage and destruction of personal information. Any information we collect is stored securely on our server for the duration of the program and only disclosed to our client or the program team. Written notes from consultation activities are manually transferred to our server and disposed of securely.

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Consultation

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

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

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

VERSION	AUTHOR	AUTHORISED	DATE
1.1	Bec Yandell and Abbey Mag	Kathleen Webster	06/09/2023

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City of Melbourne is proposing to create a new link between the heart of the CBD and the Queen Victoria Market along Franklin Street, paving the way for the landmark Gurrova Place development.

In August 2023, City of Melbourne shared concept designs for the Transforming Franklin Street project (the project) with the community and stakeholders to seek their feedback.

Ultimately, this project aims to better connect Flagstaff Gardens, the Queen Victoria Market precinct and the Gurrova Place development to the new Metro Tunnel station. The project concept design is divided into two precincts for consultation purposes (see Figure 1).

The first precinct is to improve the Franklin Street streetscape design between Stewart Street and Elizabeth Street. Once complete, this precinct will connect to the new Metro Tunnel State Library Station at the Swanston Street end of Franklin Street via a linear open space and improved active transport options.

The second precinct is to improve the Franklin Street streetscape design between Elizabeth Street and Queen Street. This precinct aims to improve future traffic and streetscape movements.

Adjoining the second precinct, is the removal of the Franklin Street roundabout. This element is currently in the detailed design phase. The community feedback collected for the roundabout removal area related to how City of Melbourne can manage construction to minimise impacts.

The concept designs used to collect feedback on the proposed Franklin Street design are provided in Figure 2 and Figure 3.

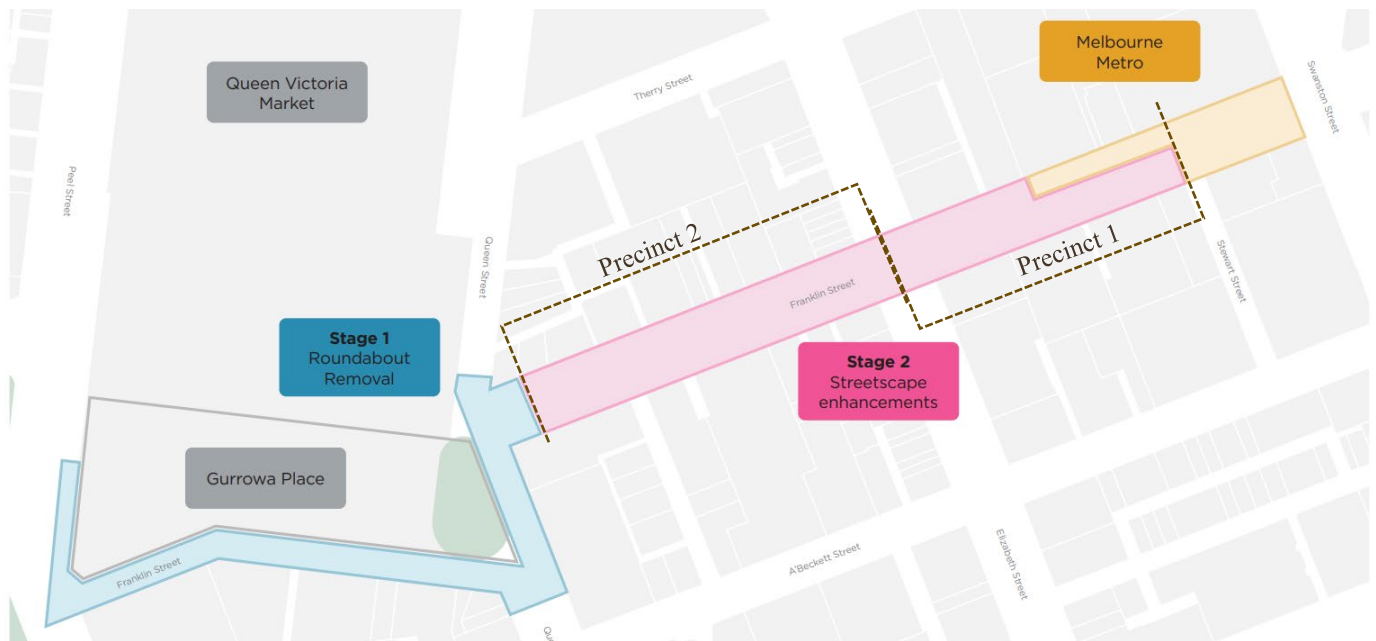


Figure 1. Project precincts for consultation

**Artist interpretation**  
A new pedestrian crossing at Franklin Street



Figure 2. Draft artist impression of a new crossing at Franklin Street (July 2023).

**Artist interpretation**  
Public open space along Franklin Street showing potential water management feature



Figure 3. Draft artist illustration of the linear public open spaces along Franklin Street (July 2023).

## 1.1. Report purpose

This report summarises the engagement approach taken to collect community feedback on the project between Wednesday 12 July and Wednesday 23 August 2023. It highlights the stakeholders that City of Melbourne heard from during the engagement period and the key themes raised in feedback, which will be used to inform the detailed designs.

## 1.2. Limitations

While every effort was made to maximise the engagement period's success, it is acknowledged that some limitations and constraints exist.

- The launch of the major City of Melbourne and Lendlease project at Gurrova Place within six weeks of the Transforming Franklin Street engagement period launch may have taken priority for some community members.
- Respondents pointed out similarities between the survey questions for precinct one and precinct two. Consequently, comparatively fewer answers were received for precinct two. Some respondents simply noted 'as above'.



## 2. Engagement approach

Engagement activities for this project aimed to update the community and stakeholders on the proposal for Franklin Street, explain how this project fits in with the wider precinct plans, and collect feedback on how to improve the Franklin Street streetscape design. While the removal of the roundabout had already been confirmed before engagement began, City of Melbourne asked how disruptions from the construction of this precinct could be minimised.

A range of promotional, communication and engagement tools were used to reach stakeholder groups, including Queen Victoria Market business traders, market visitors, near neighbours and general CBD pedestrians.

### 2.1. Methodology

#### 2.1.1. Promotions and communications

The following methods were used to promote the project:

- **Participate Melbourne webpage** was a central location for all public information about the project. It introduced the project concept design; promoted the consultation events; hosted the survey, the frequently asked questions, and a downloadable draft concept plan consultation pack; and provided information about how this project links to the wider Queen Victoria Market precinct projects. The webpage is available at [participate.melbourne.vic.gov.au/transforming-franklin-street](https://participate.melbourne.vic.gov.au/transforming-franklin-street)
- **A consultation pack of concept designs** was developed to demonstrate the existing conditions and current proposals. This pack provided imagery to support completion of the survey and participation in the walking tours and pop-up events.
- **Posters** promoting that the project was open for feedback were displayed in key locations throughout the project area during the engagement period. This poster included a QR code to the webpage and directions to complete the online survey.
- **Postcards** promoting the project, including how to contact the team and provide feedback, were used throughout the engagement period. Postcards included a QR code to the webpage and directions to complete the online survey. To support accessibility, translated postcards provided information in key community languages identified for the project area.
- **Social media** (organic and paid) promoted the project and encouraged people to provide feedback.
- **Online news articles** were published on the Participate Melbourne webpage to promote the start and conclusion of the engagement period.
- **Targeted invitations** were sent to Queen Victoria Market business traders, inviting them to attend a walking tour.
- **Flyers** were used to provide information on the concurrent Gorrowa Place project launch and where to find more information about this project.

#### 2.1.2. Engagement activities

The following engagement activities were used to collect community and stakeholder feedback.

##### SURVEY

An online survey was open for the duration of the engagement period. The survey prompted respondents to provide feedback on the types of experiences they would like to have in each key location of the design. The findings from this survey are summarised in Section 4: Key findings.

##### WALKING TOUR

Walking tours provided participants with a detailed briefing from the City of Melbourne design team about the onsite concept designs. Participants were guided to key locations within the Transforming Franklin Street project area, where they were provided with targeted information. Opportunities to ask questions were provided throughout the sessions.

Participants were encouraged to complete an online survey to collect their feedback at each location. For those with detailed feedback, the City of Melbourne design team offered to workshop ideas onsite after the walking tour had concluded.

Walking tours for three different groups were held at the following times:

- Tuesday 25 July 2023, 3:30pm to 5:30pm – Queen Victoria Market businesses and traders
- Saturday 29 July 2023, 10am to 12pm – Near neighbours and general public



Figure 4. Transforming Franklin Street walking tours

#### POP-UP EVENTS

Pop-up events were used to capture the views of people who are time-poor and not typically engaged. They were held in high-foot-traffic locations within the project area to maximise the diversity of participation. Pop-up events were combined with targeted doorknocking of local businesses to provide them with information directly.

During each event, a poster of the project was displayed and staff handed out printed materials directing people to complete the survey online. People were incentivised to complete the survey on the day using native seedlings as gifts. The seedling species were selected to match the proposed vegetation in the Franklin Street concept designs.

Pop-ups were held at the following times and locations:

- Saturday 15 July 2023, 11am to 1pm – Queen Street, Queen Victoria Markets
- Saturday 5 August 2023, 11am to 1pm – Queen Street, Queen Victoria Markets
- Tuesday 15 August 2023, 10am to 12pm – Elizabeth Street and surrounds (intercept survey and doorknocks)
- Saturday 19 August 2023, 11am to 1pm – Queen Street, Queen Victoria Markets

# 3. Participation

The following participation was recorded for the Transforming Franklin Street engagement period.



**250**

surveys completed



**35**

walking tour participants  
across three events



**110**

pop-up participants  
(approximately)  
across four events

## 3.1.1. Age

Figure 5 shows the age range of survey respondents. Most survey respondents were aged between 20 and 49 years. About one third of respondents were aged between 30 and 39.

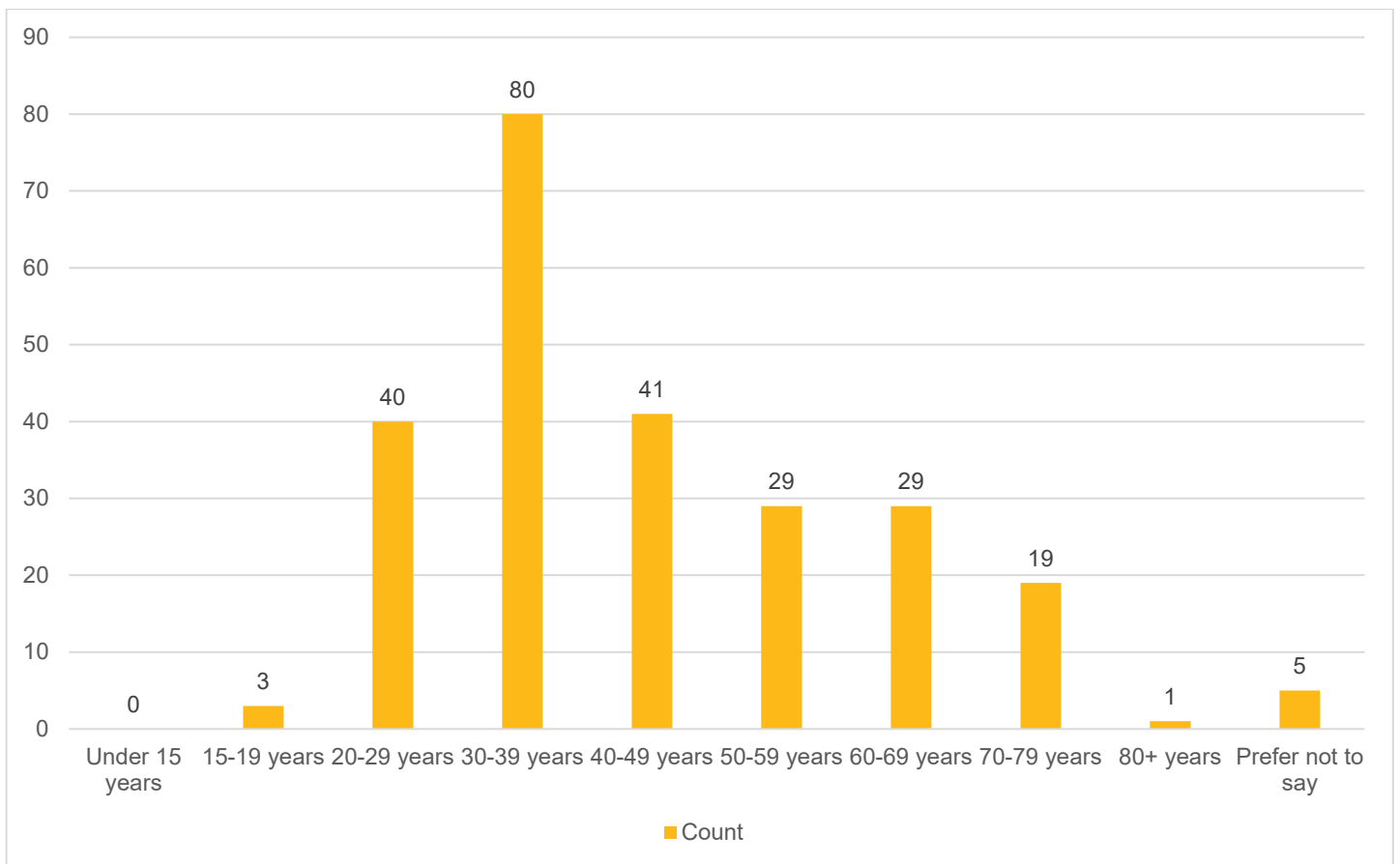


Figure 5. Age of survey respondents in years (number of responses to question = 247)

### 3.1.2. Gender

Figure 6 shows the gender of survey respondents. Notably, more than half of respondents identified as male (56 percent), while over a third identified as female (37 percent). Non-binary and gender diverse respondents represented three percent of total respondents. The remaining four percent indicated that they would prefer not to say or responded with 'other'.

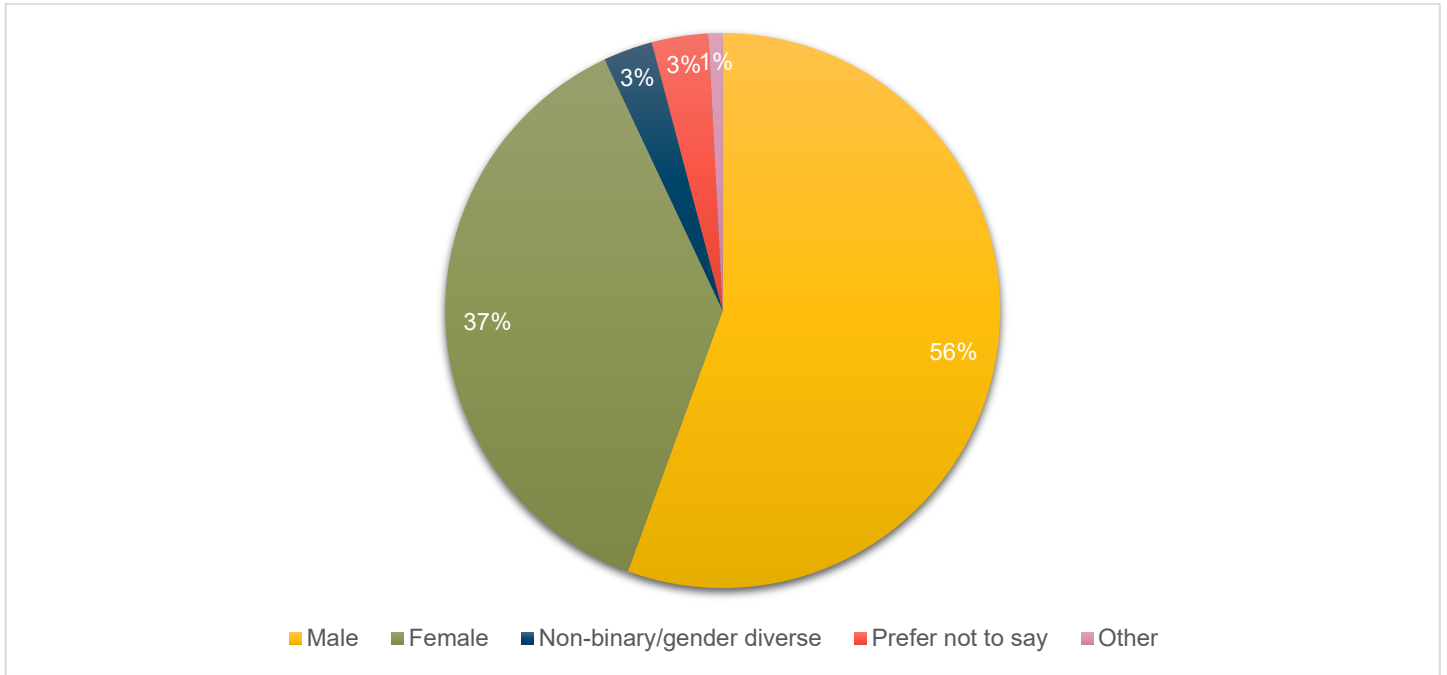


Figure 6. Gender of survey respondents (number of responses to question = 243 )

### 3.1.3. Representation

The survey asked respondents to select any diverse community groups they identify as belonging to. Almost 40 percent of respondents did not identify with any of the following groups. Figure 7 illustrates that the most represented groups were those born overseas (30 percent), followed by those who identify as LGBTIQ (23 percent).

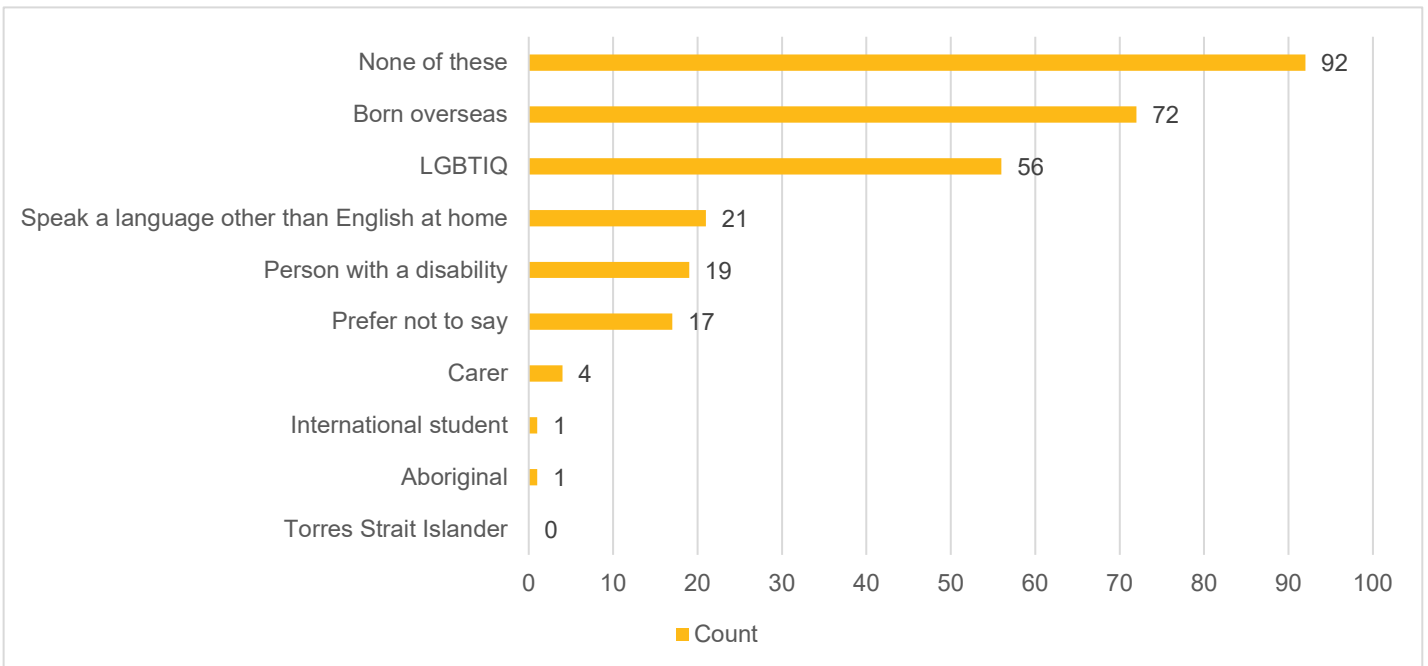


Figure 7. Identities of survey respondents (number of responses to question = 237)

### 3.1.4. Which of the following best describes your connection to this City of Melbourne project?

Figure 8 outlines survey respondents' connection to the project. The majority of survey respondents live near Franklin Street (51 percent), followed by those who visit the market (24 percent). Business owners and workers on or close to Franklin Street (including Queen Victoria Market traders) were not highly represented, comprising less than seven percent of the survey respondents.

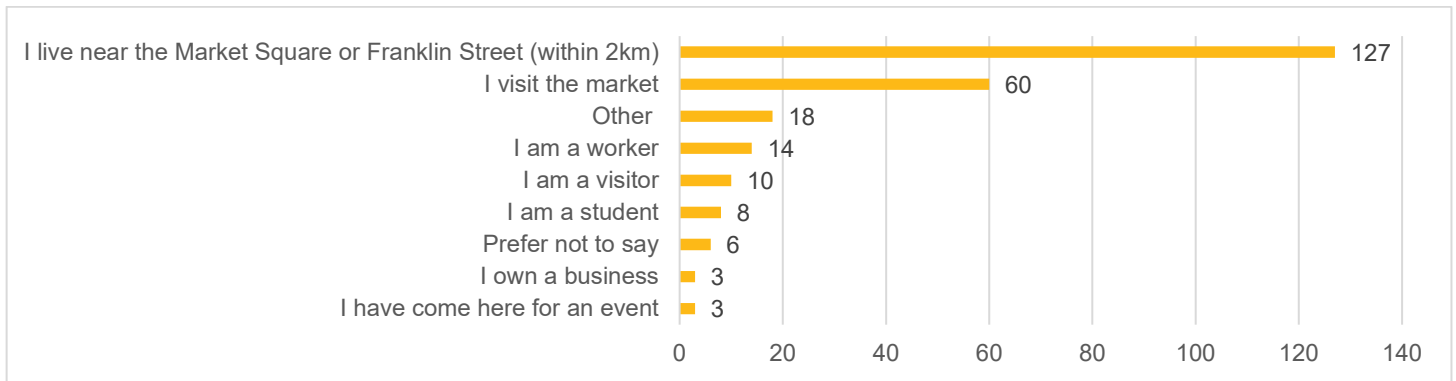


Figure 8. Connection to the City of Melbourne (number of responses to question = 249)

Figure 9 shows the location of where respondents live, work, own a business, study or visit. The majority of responses related to living/working/studying in or visiting the CBD (54 percent). This was distantly followed by Carlton, with only seven percent.

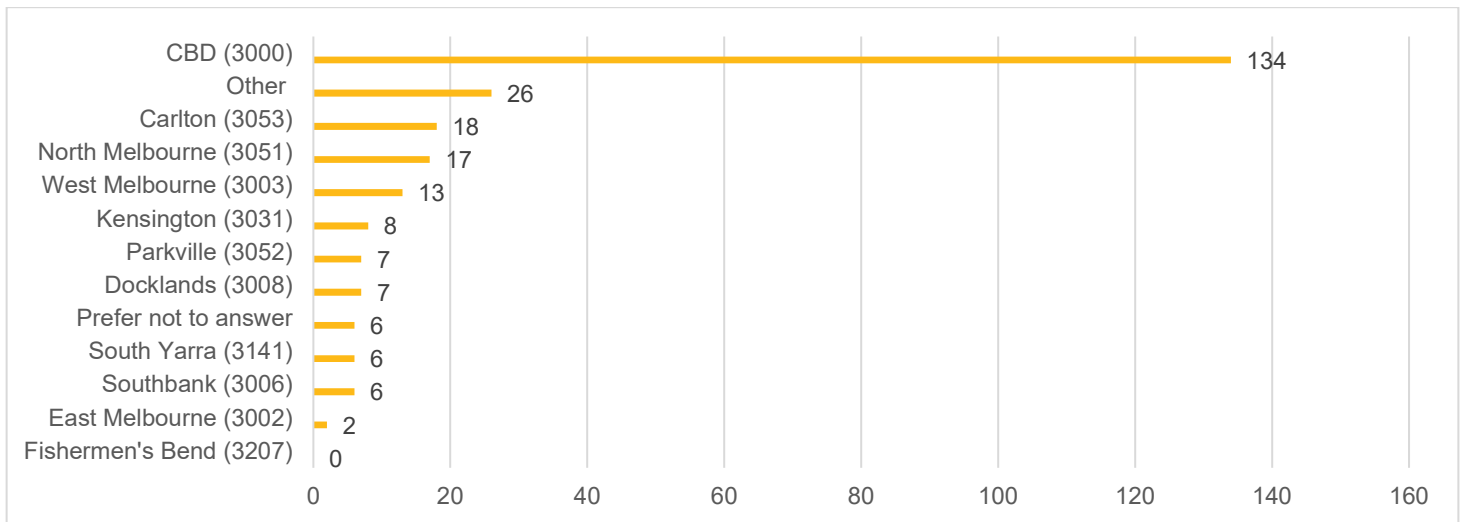


Figure 9. Locations of where survey respondents live, work, own a business, study or visit (number of responses to question = 250)

### 3.1.5. How did you hear about this engagement?

As outlined in Figure 10, the majority of respondents heard about the engagement through a Participate Melbourne alert (37 percent) or word of mouth (33 percent). A smaller proportion of respondents received a letter in the mailbox (14 percent) or heard about it through the QVM renewal newsletter (seven percent).

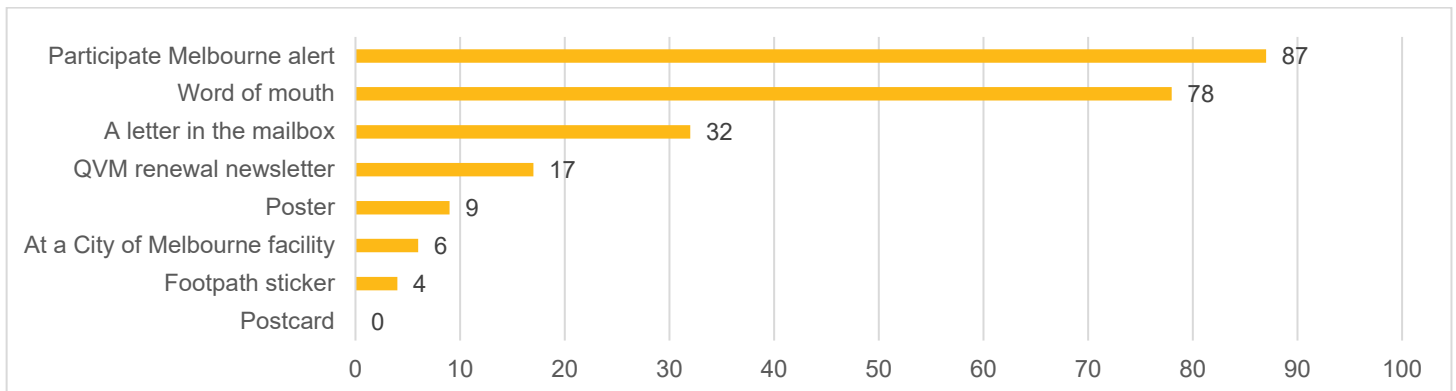


Figure 10. Percentage (%) of utilised communication tools (number of responses to question = 233)



## 4. Key findings

This section summarises feedback from the survey, walking tours and pop-up events under the following themes:

- Precinct one: Stewart Street to Elizabeth Street
- Precinct two: Elizabeth Street to Queen Street
- General design feedback
- Future engagement opportunities.

### 4.1. Precinct One: Stewart Street to Elizabeth Street

Survey respondents were asked to rank a series of (16) statements about precinct one based on their level of importance (Not at all important; Low importance; Neutral; Somewhat important; Very important). A summary of the ranking is detailed below (Figure 11).

Of the rankings, the three top-identified statements of importance for respondents were: *‘I can see plants and trees and feel connected to nature* (35 percent); *‘I feel safe and can easily find my way around at all times of the day’* (16 percent); and *‘I can easily get around and know where to cross the road safely’* (seven percent).

To better understand the rationale behind respondents’ votes, they were asked to provide supporting commentary. Respondents felt safety and security was a top priority for precinct one. Respondents had described the current precinct as an area void of *‘natural elements’* and said that it catered to on-road traffic, a sentiment shared by many. The area was also described as *‘a little unsafe, dark and like it’s not designed well for pedestrians.’*

To restore a sense of safety, security and community, respondents had suggested that Franklin Street be *‘as green as possible’* and that by re-introducing trees and nature, the *‘quality of life’* for some respondents would be improved. Respondents emphasised the importance of a new design, encompassing a shared space that allows for an easy flow of movements irrespective of the mode of travel, with a preference for foot traffic and cycling.

Walking tour feedback heard that some residents living near the Franklin Street and Queen Victoria Market roundabout experience impacts from noise carrying across from the warehouses or during special events, such as the Fringe Festival. While these residents would enjoy the enhancements to the streetscape, this needs to be balanced with concerns about noise, public use of alcohol and the potential to attract rough sleepers.

Below are samples of verbatim feedback from survey respondents.

#### PLANTS, TREES AND CONNECTION TO NATURE

*‘Currently, it’s a large area with very little accessible shade and area to rest’ – Survey respondent*

*‘Melbourne needs to “green” its streets. This means trees that provide shade and change with the season’ – Survey respondent*

*‘This segment of the city particularly is void of natural element, it’s desperate for some greening and seasonal interest’ – Survey respondent*

*‘When there are trees on the streets, I feel more comfortable walking. They provide shade, fresh air, and cool the area’ – Survey respondent*

*‘Nature is critically important to mental health but also a sense of connection to country and environment, which is lacking in the current urban landscape’ – Survey respondent*

#### SAFETY AND NAVIGATING THE SPACE AT ALL TIMES OF THE DAY

*‘It’s important for people to feel safe at all times of the day, I have seen questionable people roaming around at night’ – Survey respondent*

*‘...this area of the city can feel a little unsafe, dark and like it’s not designed well for pedestrians’ – Survey respondent*

*'...the number of assaults in the inner city seems to be increasing, and safety to allow residents to walk around at all hours is very important to me' – Survey respondent*

*'...feeling safe allowed me to enjoy myself and provides freedom to stroll around and appreciate the community' – Survey respondent*

#### EFFICIENTLY NAVIGATING THE PRECINCT AND KNOWING WHERE TO CROSS SAFELY

*'Swanston street end of Franklin St has been narrowed significantly due to Melbourne Metro construction zone' – Survey respondent*

*'...it should be easier for pedestrians to cross over to access the Queen Vic market' – Survey respondent*

*'I want to have easy car access in and out of my apartment' – Survey respondent*

*'convenient traffic and road' – Survey respondent*

*'As a pedestrian the precinct is currently hostile to me. Open space and more crossing opportunities would enable me to move around more easily, especially between QVM and other parts of the city' – Survey respondent*

### Importance of these statements to Precinct One

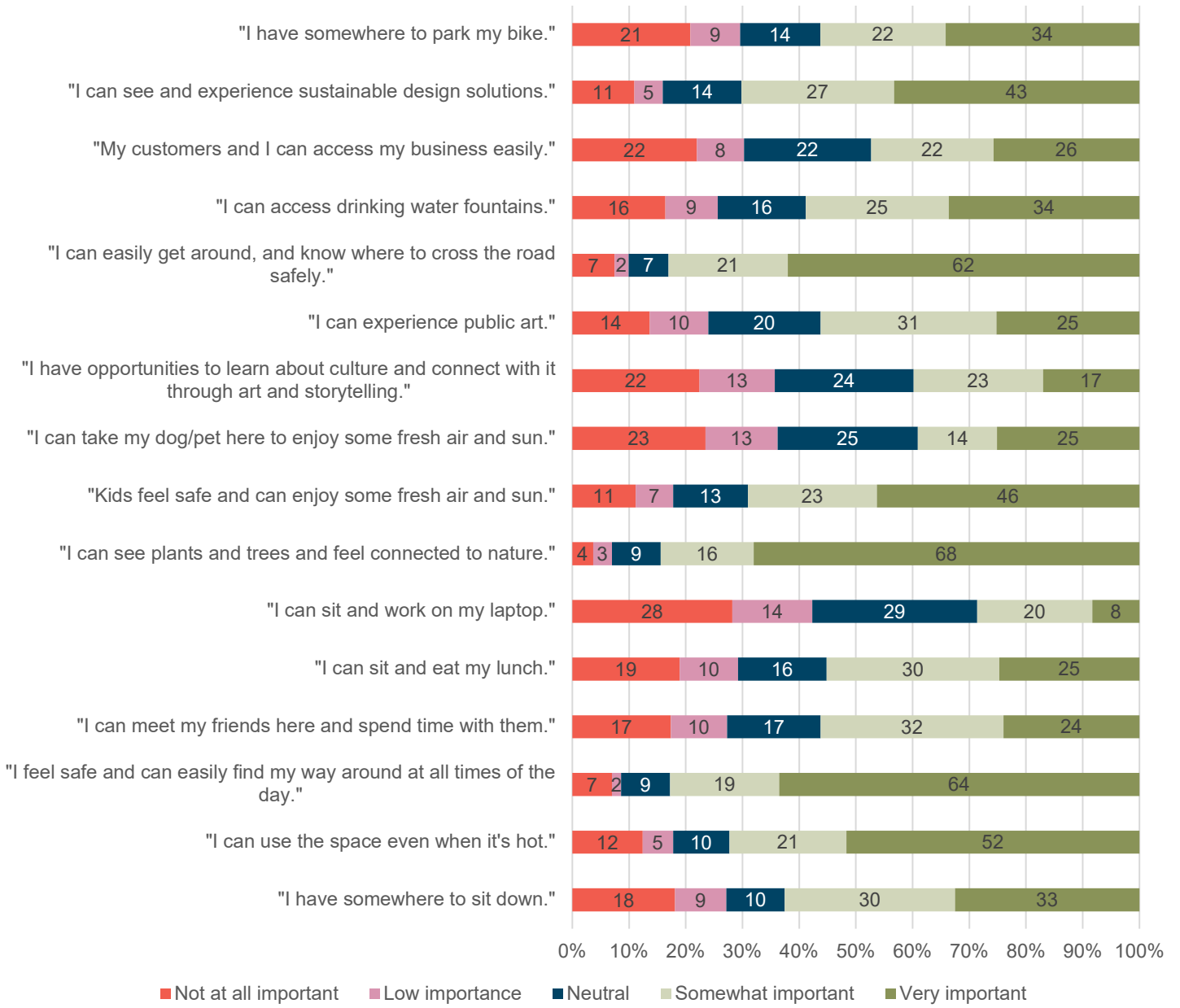


Figure 11. Percentage (%) of feedback related to precinct one (number of responses to question = 245)

### Which of these statements is most important to you?

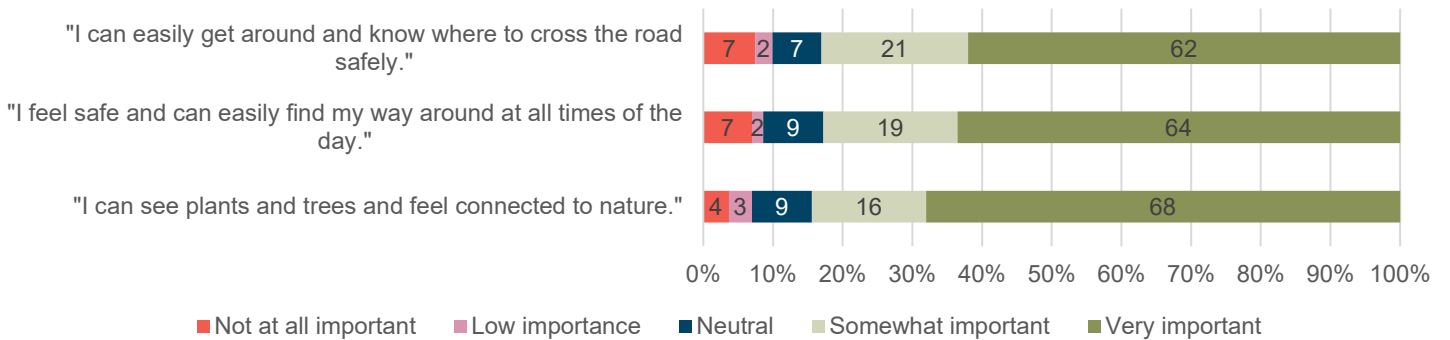


Figure 12. Percentage (%) of top three areas of importance for precinct one (number of responses to question = 243)

## 4.2. Precinct Two: Elizabeth Street to Queen Street

The second precinct is to improve the Franklin Street streetscape design between Elizabeth Street and Queen Street. Survey respondents were asked to rank a series of (16) statements about precinct two based on their level of importance (Not at all important; Low importance; Neutral; Somewhat important; Very important).

The ranking for precinct two somewhat mirrors the first ranking for precinct one. A summary of the ranking for precinct two is highlighted below (Figure 13).

Of the rankings, the three top-voted areas of importance were: *'I can see plants and trees and feel connected to nature'* (28 percent); *'I feel safe and can easily find my way around at all times of the day'* (16 percent); and *'I can easily get around and know where to cross safely'* (ten percent).

A limitation noted prior was the similarities of survey questions for precinct one and two. This was a limitation also noted by respondents; consequently, responses were fewer for precinct two than precinct one. Respondents chose to indicate their earlier responses to this section, with 'see previous comment' as a survey response.

To avoid repetition of the earlier discussion, this section will instead focus on the emerging top three areas of importance for precinct two, which were: *'I can use the space when it's hot'* (eight percent); *'My customers and I can access my business easily'* (seven percent); and *'My kids feel safe and can enjoy some fresh air and sun'* (five percent).

Respondents emphasised the importance of climate mitigation and adaptation designs in response to climate change impacts. The main concern expressed for both precinct designs was the urban heat island effect. Respondents highly regarded earlier suggestions for designing a green space.

Below are examples of common responses to this sentiment.

### USING THE SPACE WHEN IT'S HOT

Respondents would like the space to be better designed for hot days.

*'Currently, it's a large area with very little accessible shade and area to rest. This is now apparent on hot days' – Survey respondent*

*'During hot days, leafy green spaces are good places to escape the heat. Trees with lush foliage and a dense canopy' – Survey respondent*

*'More public space that is useful on hot days is only going to become more important as the climate changes – Survey respondent*

### EASY NAVIGATION FOR BUSINESSES AND THEIR CUSTOMERS

A common preference shared by traders occupying precinct two was a design consideration that doesn't hinder their ability to continue to provide services and bring in current and future customers. Respondents expressed their frustration as business owners, having felt like they were being pushed out.

Respondents requested design considerations that allow for easy access to one's business via the road, more road-street connection for those travelling by car, short- and long-term parking spaces, and an easy flow of traffic between all users of the precinct. Business traders requested that car parking access be retained for market customers doing large shopping trips.

Traders shared concerns that protected bike lanes will impact market stallholders' abilities to load and unload efficiently (for example, use of forklifts and heavy machinery to load and unload).

Respondents raised concerns about additional traffic in the local area due to new residents moving in and additional navigation challenges during construction.

Below are some of the common responses to this sentiment.

*'Being a small business owner in the city, the rents are quite high, but accessing my business and having customers access my business has become harder and harder as the council reduces places to park and roads to travel on, post COVID I have noticed a massive drop in people traffic and has led to lower sales, I may consider leaving Melbourne CBD all together if this continues as it is just not financially viable' – Survey respondent*

*'Many of my customers require a car to see me, many are elderly, disabled, or busy business people who need on-street parking and easy wide road connections to come to my business, since the limitation of road networks and reduction of parking spaces I have noticed a considerable decrease in business' – Survey respondent*

*'You need to consider residents, tradesmen will not work in the city because of the parking. You need to consider the businesses, how do the restaurants get their deliveries, they already take lots of car spaces while doing their deliveries' – Survey respondent*

*'Short term parks perhaps for the few businesses that are still remaining??' – Survey respondent*

One concern raised at a walking tour was that changes in the streetscape design will result in cars 'rat running' through nearby streets and therefore moving the problems elsewhere.

#### A SAFE PLACE FOR FAMILIES AND KIDS TO ENJOY

Feedback was received about design considerations with kids and families in mind. Respondents emphasised that reducing motor vehicle traffic and focusing more on a design that considers walkers and cyclists will lead to a safer environment for families with younger children. Currently this area is described as a 'busy street' with 'too many motor vehicles and non-motorised vehicles zapping around' and 'delivery trucks and over-size SUVs', which contributes to the city feeling dangerous for pedestrians.

*'I believe children deserve more spaces in the city to engage with nature, play and be safe' – Survey respondent*

*'this area is definitely not for kids – don't see a lot because of how dodgy the area is. Transforming it into a kid friendly space would change the perception of it being dodgy' – Survey respondent*

*'being nearer to QVM, more family orientated space like play areas are important to me' – Survey respondent*

*'If it's safe for kids that means it should be safe for everyone and will be a friendly, welcoming environment' – Survey response*



### Importance of these statements to Precinct Two

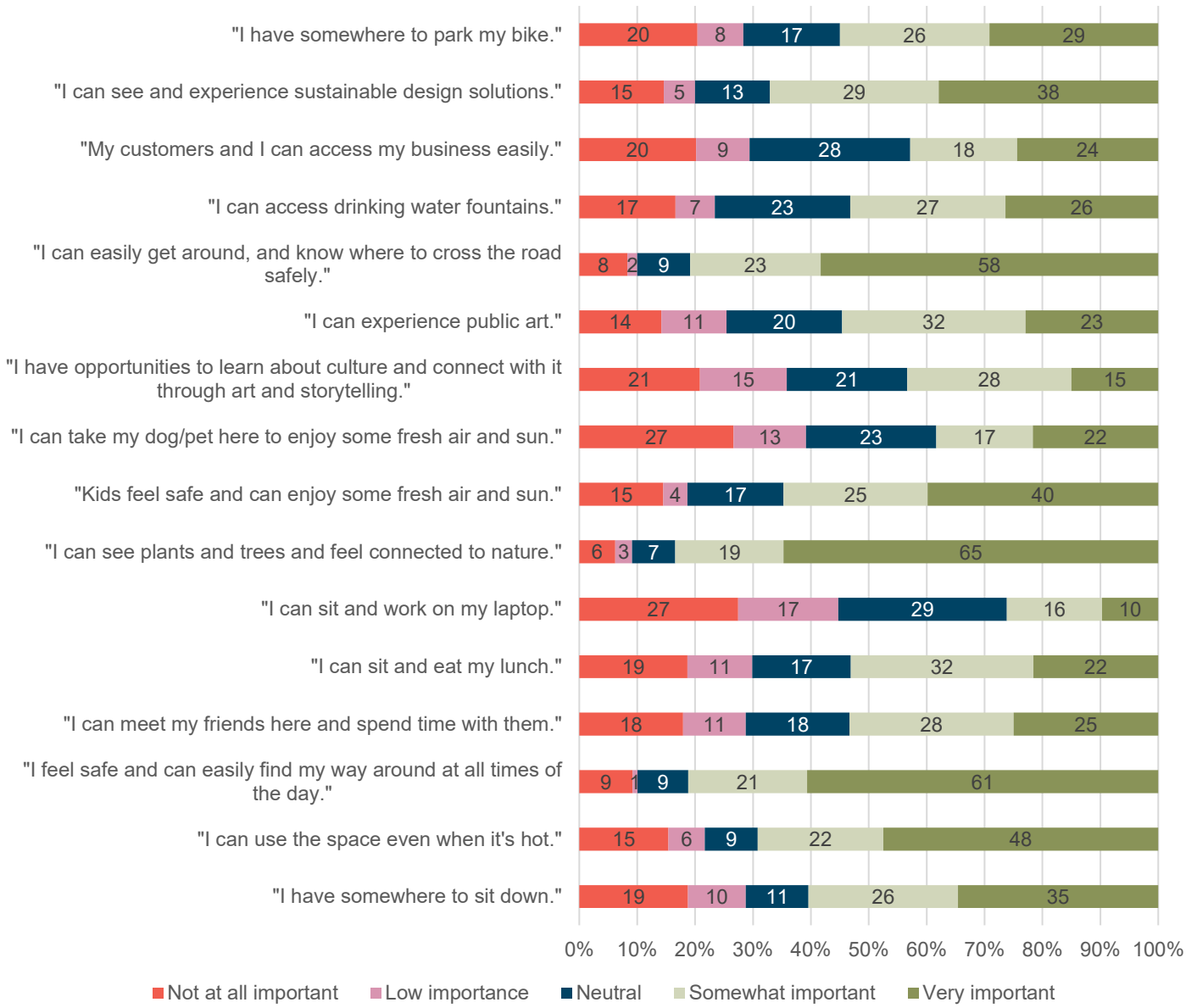


Figure 13. Percentage of feedback related to precinct two (number of responses to question = 244)

### Which of these statements is most important to you?

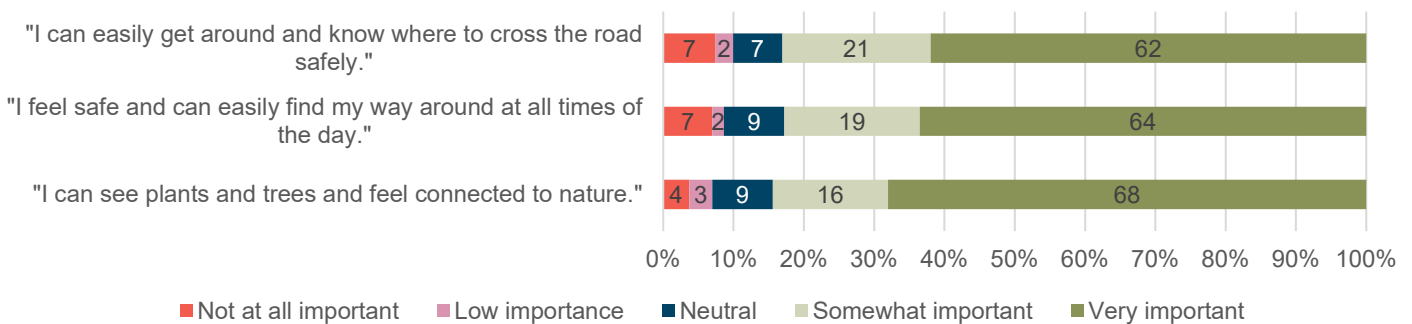


Figure 14. Percentage of three top areas of importance for precinct two (number of responses to question = 243)

### 4.3. General design feedback

This section focuses on the other design ideas for the new Franklin Street linear public open space. Given the responses, the feedback has been grouped into three separate themes: parking, bike infrastructure and seating.

#### PARKING

There was a mixture of responses when it comes to parking. Some respondents saw the need to retain and introduce more spaces for car parks, especially for business owners, customers and visitors to the market who don't live around the area.

However, other respondents suggested a total removal of available space for car parking. These respondents would favour use of bikes, e-scooters, e-bikes, Ubers and taxis.

*'I would suggest we allocate less storage for cars (remove the street parking completely) and narrow the lanes and introduce more traffic calming to keep the traffic slow' – Survey respondent*

*'No no-street car parking; vehicle lane for emergency vehicles and bikes/scooters only' – Survey respondent*

*'parking for business owners so that I can continue to shop as I do' – Survey respondent*

*'I live on Franklin Street, trying to renovate apartment or getting any tradesman is exceptionally difficult because there is nowhere to park' – Survey respondent*

#### BIKE INFRASTRUCTURE

Feedback in relation to bike infrastructure relates to the need for a greater emphasis on a design consideration that prioritises cyclists and bike amenities. Respondents have expressed that the lack of bike parking in the area is a significant deterrent to bike-riding. Suggestions included creating a Queen Victoria Market bike park, increasing bike paths and bike lanes, and separated parking.

*'I'd like to ensure the bike paths are as safe and age accessible as possible' – Survey respondent*

#### SEATING

Feedback under this category relates to suggestions of a need to introduce more seating for Franklin Street, Queen Victoria Market and its surrounding areas. Respondents suggested a variety of seating options, including seating and retaining walls that play with levels and movable outdoor seats.

*'Melbourne themed seating ... like sitting on a cheese seat, fish seat, open library books or a Trams seat' – Survey respondent*

*'Life-size Tram Artwork with seating in it' – Survey respondent*

#### PREFERENCE FOR CERTAIN PLANT SPECIES

Feedback was received about the specific types of plants and trees respondents wanted to have in both Precincts: a non-preference of gum trees and dry grass. Respondents stressed that the purpose of this vegetation is not just to beautify the area but to provide shade and a cooling place for rest, especially during the hot season.

Suggested vegetation included autumn trees that change with the seasons and large canopy shade trees.

Other feedback noted that while vegetation is a significant factor for pedestrians and market goers, it can hinder and threaten construction workers by reducing visibility and access for operations vehicles – such as the forklifts and trucks required to operate the markets.

## 4.4. Future engagement opportunities

Adjoining the second precinct, is the removal of the Franklin Street roundabout. This element is currently in the detailed design phase and feedback collected will be used to help minimise impacts from construction.

As expressed in Figure 15, the three top areas of need-to-know information for respondents in relation to changes to Franklin Street and the roundabout were:

- Information about disruptions during construction (59 percent),

- Information about residential and visitor car access and parking (28 percent).

Feedback relating specifically to the roundabout focused on the need to keep it. It was strongly expressed by respondents that the removal of the roundabout would lead to a lack of safety and security for pedestrians. The roundabout currently acts as a method to control traffic flow. Its removal would take away the right of way for pedestrians in favour of cars.

Responses under ‘Other’ included:

- Access for deliveries, for moving in and out, and for taxi/Uber pick-ups
- Public access to the City’s detailed designs and amenities
- More information about the consideration of circular economy
- Accessible parking for people with disabilities
- Construction impacts to surrounding roads and streets surrounding the precincts.

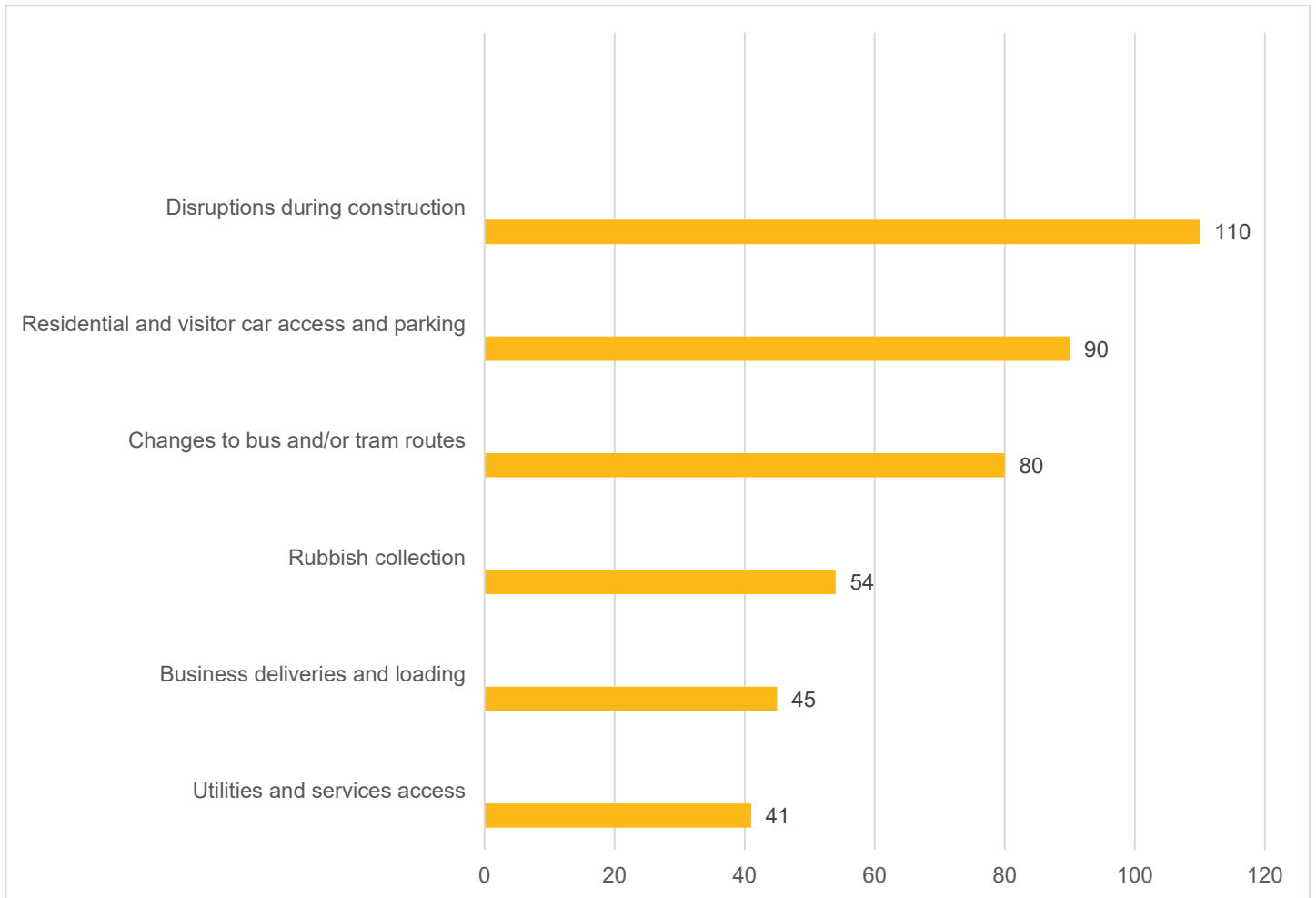


Figure 15. Count of number of responses for different information needs (number of responses to question = 184)

## 5. Next steps

This round of engagement for precinct one and precinct two was based on the concept design phase. The next step will be to develop the detailed designs for these two precincts. Feedback from this report will be considered by the design team during development of these detailed designs.

These engagement findings will also be shared with parallel Queen Victoria Market precinct consultation projects happening at a similar time – for example, the Gurrova Place project and the Queens Corner Building and Market Square project.

# Appendix A: Survey

## Transforming Franklin Street Survey

Share your feedback on the draft concept design for the streetscape transformation in Franklin Street. Consultation closes 23 August 2023.

We want to hear your feedback about the project which will provide more open space for the growing community and improve safety and accessibility for all road users.

The Franklin Street transformation project proposes:

- 1250m<sup>2</sup> of open space for residents, workers and visitors to enjoy.
- Turning four lanes of traffic into two, maintaining access for motorists in both directions.
- Better connections for people moving between the CBD and Queen Victoria Market.
- More trees and plants, providing 40 per cent more coverage and helping to create a cooler environment.
- Improved safety for the community with new pedestrian crossings, lighting and reduced traffic flow.
- Stormwater flooding management with draining upgrades and water sensitive urban design solutions.

The transformation of Franklin Street was part of the [Queen Victoria Market Precinct Renewal Master Plan](#), and is co-funded by City of Melbourne and the Department of Transport and Planning through the Transport and Amenity Program (TAP).

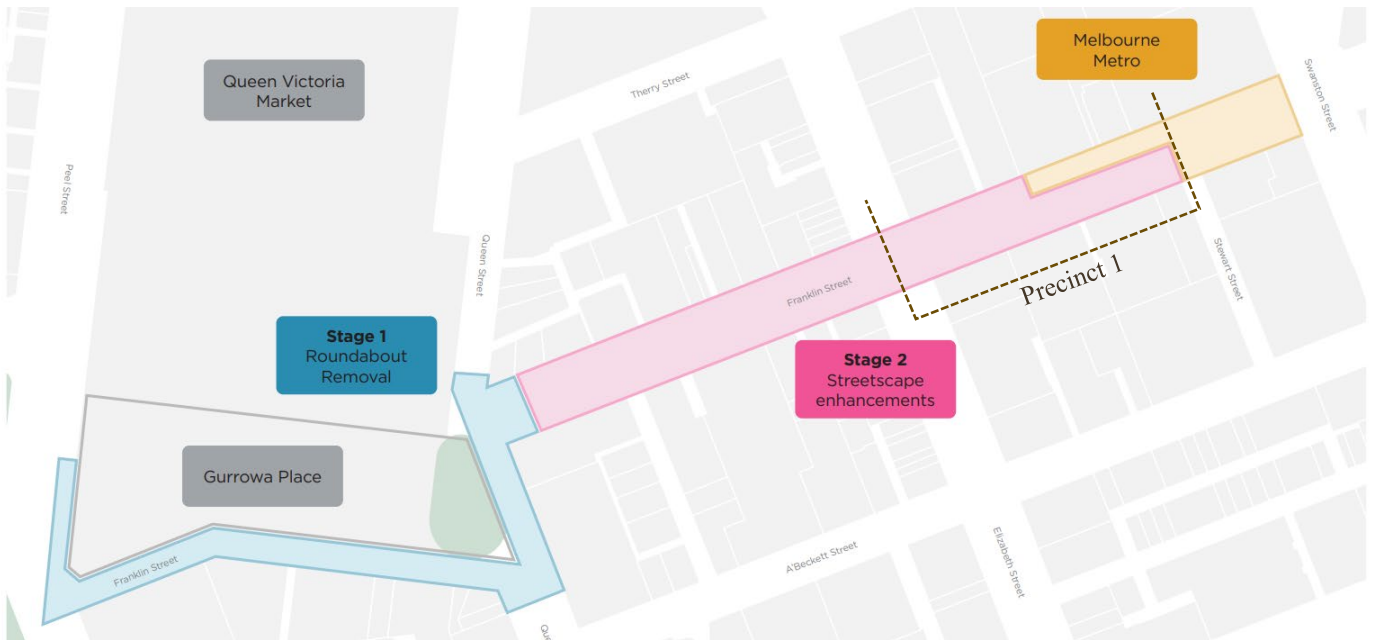
Your feedback will help us to finalise the design of precinct two. There are opportunities to include lawn, garden beds, trees, water sensitive urban design and places to sit, play and discover.





# Franklin Street Precinct 1

## Stewart Street to Elizabeth Street



**FIGURE 1. CURRENT STATE OF FRANKLIN ST PRECINCT ONE**

**1. Think about how you might like to use the Precinct One (Stewart Street to Elizabeth Street) space on Franklin Street and rate the following statements based on how important they are to you, from not at all important (or low priority) to being very important (or high priority).**

	Not at all important	Low importance	Neutral	Somewhat important	Very important
"I have somewhere to sit down."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can use the space even when it's hot."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I feel safe and can easily find my way around at all times of the day."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can meet my friends here and spend time with them."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can sit and eat my lunch."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can sit and work on my laptop."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can see plants and trees and feel connected to nature."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Kids feel safe and can enjoy some fresh air and sun."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can take my dog/pet here to enjoy some fresh air and sun."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I have opportunities to learn about culture and connect with it through art and storytelling."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can experience public art."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can easily get around, and know where to cross the road safely."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can access drinking water fountains."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"My customers and I can access my business easily."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can see and experience sustainable design solutions."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I have somewhere to park my bike."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

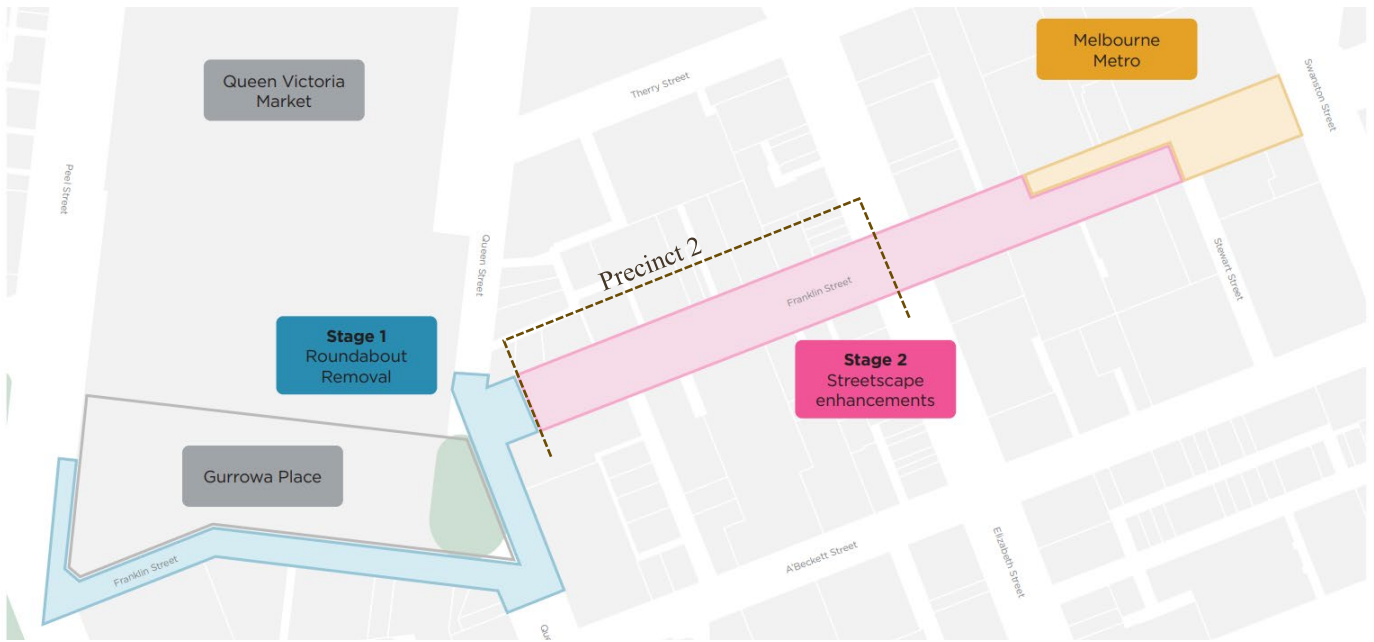
**2. Of the statements above, please mark with a star the ONE that is most important to you.**

**3. Why is this most important to you?**



# Franklin Street Precinct 2

## Elizabeth Street to Queen Street



**FIGURE 2. CURRENT STATE OF FRANKLIN ST PRECINCT TWO**

4. Think about how you might like to use the Precinct Two (Elizabeth Street to Queen Street) space on Franklin Street and rate the following statements based on how important they are to you from not at all important (or low priority) to being very important (or high priority).

	Not at all important	Low importance	Neutral	Somewhat important	Very important
"I have somewhere to sit down."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can use the space even when it's hot."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I feel safe and can easily find my way around at all times of the day."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can meet my friends here and spend time with them."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can sit and eat my lunch."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can sit and work on my laptop."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can see plants and trees and feel connected to nature."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Kids feel safe and can enjoy some fresh air and sun."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can take my dog/pet here to enjoy some fresh air and sun."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I have opportunities to learn about culture and connect with it through art and storytelling."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can experience public art."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can easily get around, and know where to cross the road safely."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can access drinking water fountains."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"My customers and I can access my business easily."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can see and experience sustainable design solutions."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I have somewhere to park my bike."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Of the statements above, please mark with a star the ONE that is most important to you.

6. Why is this most important to you?

7. Do you have any other design ideas for the new Franklin Street linear public open space you'd like to share with us?

**8. What else do you need to know about the changes to Franklin Street including the roundabout?**

- Business deliveries and loading
- Residential and visitor car access and parking
- Rubbish collection
- Utilities and services access
- Changes to bus and/or tram routes
- Disruptions during construction
- Other (please specify)

**9. Is there any other feedback you'd like to share with the project team?**



## 10. A little bit about you

The following questions are about you. By telling us a bit about you, we can make sure that we're hearing from different voices.

Your answers will be de-identified for analysis, and we won't share your data with any other party.

You may choose the option for 'Prefer not to say' for question you do not wish to answer.

<p>What is your age?</p>	<p> <input type="radio"/> Under 15 years                      <input type="radio"/> 55-59 years  <input type="radio"/> 15-19 years                            <input type="radio"/> 60-64 years  <input type="radio"/> 20-24 years                            <input type="radio"/> 65-69 years  <input type="radio"/> 25-29 years                            <input type="radio"/> 70-74 years  <input type="radio"/> 30-34 years                            <input type="radio"/> 75-79 years  <input type="radio"/> 35-39 years                            <input type="radio"/> 80-84 years  <input type="radio"/> 40-44 years                            <input type="radio"/> 85-89 years  <input type="radio"/> 45-49 years                            <input type="radio"/> 90+  <input type="radio"/> 50-54 years                            <input type="radio"/> Prefer not to say </p>
<p>How do you describe your gender?</p>	<p> <input type="radio"/> Female  <input type="radio"/> Male  <input type="radio"/> Non-binary/gender diverse  <input type="radio"/> Prefer not to say  <input type="radio"/> I use a different term - _____ </p>
<p>Do you identify with any of the following? <i>Select all that apply.</i></p>	<p> <input type="radio"/> Aboriginal  <input type="radio"/> Torres Strait Islander  <input type="radio"/> Person with a disability  <input type="radio"/> Carer  <input type="radio"/> LGBTIQ+  <input type="radio"/> Speak a language other than English at home  <input type="radio"/> Born overseas  <input type="radio"/> International student  <input type="radio"/> Prefer not to say </p>
<p>Which of the following best describes your connection to the City of Melbourne project?</p>	<p> <input type="radio"/> I live near the Market Square or Franklin Street (within 2km)  <input type="radio"/> I visit the market  <input type="radio"/> I have come here for an event e.g. Fringe Festival  <input type="radio"/> I am a worker  <input type="radio"/> I own a business  <input type="radio"/> I am a student  <input type="radio"/> I am a visitor  <input type="radio"/> Prefer not to say  <input type="radio"/> Other (please specify) </p>
<p>How did you hear about this engagement?</p>	<p> <input type="radio"/> A letter in mailbox  <input type="radio"/> Poster  <input type="radio"/> Postcard </p>

	<input type="radio"/> At a City of Melbourne facility <input type="radio"/> Participate Melbourne alert <input type="radio"/> Footpath sticker <input type="radio"/> QVM renewal newsletter <input type="radio"/> Word of mouth
Based on your connection to this project, where do you live/work/own a business/study/visit?	<input type="radio"/> Carlton (3053) <input type="radio"/> CBD (3000) <input type="radio"/> Docklands (3008) <input type="radio"/> East Melbourne (3002) <input type="radio"/> Kensington (3031) <input type="radio"/> North Melbourne (3051) <input type="radio"/> Parkville (3052) <input type="radio"/> Southbank (3006) <input type="radio"/> South Yarra (3141) <input type="radio"/> West Melbourne (3003) <input type="radio"/> Fishermen's Bend <input type="radio"/> Other _____

## 11. Privacy Statement:

The City of Melbourne has created a central repository (the Knowledge Bank) of survey responses for City of Melbourne staff members to support future project and policy development. Information that personally identifies you, including your name and contact details, will be excluded from the Knowledge Bank. You may choose to provide demographic details in your survey response which will assist the Council to better understand your response. The demographic details you provide will be accessible to City of Melbourne staff members via the Knowledge Bank. Please ensure you do not provide any other information in your survey response that could identify you or others. The City of Melbourne is committed to protecting your privacy. For more information on how Participate Melbourne will collect, use and disclose your information, please ensure you have read the Participate Melbourne Privacy Statement. I confirm that I have read the privacy statement and that I am over 16 years.

**I agree to the privacy statement**

# Appendix B: Out-of-scope feedback

Several respondents provided feedback during the engagement period that was out of scope. This feedback has been summarised below, due to the interconnections between each of the projects within the Queen Victoria Market Precinct.

## IMPACT OF FUTURE LANDSCAPE DESIGN AND HIGH-RISE DEVELOPMENTS

Respondents shared strong opinions about the apartment buildings in the Franklin Street area. These opinions related to decreasing the number of high-rise apartments currently in the area and those planned for the future.

Towers were suggested to be no more than twenty storeys to avoid overshadowing. Some mentioned that the height and bulk of the buildings may block view lines to the market area. There were also concerns about the additional car parking required for new apartment building residents.

It was pointed out that the relationship between City of Melbourne and Lendlease posed a conflict of interest and incompatibility; this comment was not expanded on.

There was also concern that new tenants in the apartment buildings (international students and affordable housing tenants) would be unlikely to be customers at the markets.

## FUTURE ENGAGEMENT OPPORTUNITIES

There is a desire for businesses and traders to be kept informed about the overall precinct visions and plans going forward – for example, hours of trading and the types of trades envisaged. Local businesses are still recovering from the negative impacts that COVID-19 had on their business operations, and this needs to be factored into decisions.

A common sentiment shared among tradespeople and business owners was a request for meaningful engagement from the City of Melbourne. Respondents want to be provided with communication about the ‘end game’ for all projects planned or underway, to help them understand the overarching drivers and vision. This open communication, as expressed, will aid in the development of their long-term business model.

## IDEAS FOR THE FUTURE OF MARKET SQUARE

Suggestions included:

- Embrace the market atmosphere across the whole precinct – including the intersection with traders and Queen Victoria Market management.
- Add a playground with lots of trees.
- Add more drinking fountains in the precinct.
- Add spaces for pets to roam, especially during the hot season.
- Requests for more multicultural products to be available at the Queen Victoria Market, and innovations in general for the market space to attract a diverse customer base.
- Managing the increased number of unhoused people, with some people feeling unsafe due to this situation.
- Activate the square outside of market times.
- Suggestions to rename Queen Victoria Market to ‘Naarm Market’ and remove the John Batman statue from its current position, due to the significance of the burial area.

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Capire acknowledges  
and deeply respects the Wurundjeri  
people and  
the Traditional Owners  
of the Victorian land.



**capire**