
Name: * Andrea Pagliaro

Email address: * apagliaro@urbis.com.au

Contact phone number (optional): 0386634888

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * Town Planning Submission in support of Ministerial Planning Referral TPM-2018-21

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible. This submission will be presented by Urbis on behalf of the applicant, 611 Elizabeth Street Pty Ltd. The submission will highlight the merits of the proposal, outlining why it is worthy of support.

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

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

Name: * Stan Liacos

Email address: * stan.liacos@qvm.com.au

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program – Provision of Market Infrastructure and Car Parking

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

The delivery of infrastructure and car parking is vital to traders and customers. I would like to speak to confirm the Board and management of QVM's support for the preferred Option A and City of Melbourne Management's recommended endorsement of this option.

QVM is a much loved asset but investment is needed for the market to thrive. Traders want renewal to deliver things like power, running water, storage, refrigeration and adequate facilities for food waste and general rubbish.

We need a design that causes the least disruption to day-to-day market operations during construction and we're confident this option delivers this.

Please indicate whether you would like to Yes

address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
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acknowledgement:

*

Name: * Leah Moore

Email address: * mooreliving.leah@gmail.com

Contact phone number (optional): 0407835317

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * Queen Victoria market

Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible. These plans are all well and good, but what are you doing now for the market. Traders are leaving every week so by the time these plans happen there will be no market.

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

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

Name: * Matthew Vitale

Email address: * mattvitale@me.com

Contact phone number (optional): 0410458075

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program – Provision of Market Infrastructure and Car Parking

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

I have been a seasonal food trader at several summer and winter night markets. My father, Joe Vitale, has also been a trader (Hospitality) at QVM for many years. From an early age, I worked in my father's businesses on weekends, and later to support myself while studying at university.

I'd like to commend the City of Melbourne and the People's panel on this proposal and recommend that it be agreed to and actioned promptly.

I believe the proposal strikes the right balance between the need to renew the QVM with 21st century facilities and infrastructure, while minimising the disruption to current QVM traders, preserving heritage features of the QVM and respecting remains buried beneath the site.

The QVM renewal project has been one of the most widely consulted public projects in my memory. City of Melbourne and QVM have exceeded reasonable expectations in canvassing views of stakeholders. I believe the majority appreciate the care and diligence that has been taken in arriving at this proposal. However, I also believe that the majority now expects swift and capable execution of this well considered plan.

Please indicate Yes
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

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

*

Name: * Bruce Pham

Email address: * bruce@brucegoose.com.au

Contact phone number (optional): 0412220220

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * .3 Queen Victoria Market Precinct Renewal Program – Provision of Market Infrastructure and Car Parking

Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible. The QVM needs infrastructure investment in order to be viable and relevant moving towards the future.

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

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

Name: * Gregory Smith

Email address: * gregandsuesmith@iinet.net.au

Contact phone number (optional): 0406222020

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

Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program

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

Presenting in support of the proposal with reference to car parking, minimising disruption, engaging with traders, and responding to global retail revolution.

We encourage you to make your submission as early as possible.

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



[futures_committee_presentation_190401.docx](#) 13.43 KB · DOCX

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission:

Yes

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Submission To Future Melbourne Committee – 02/04/2019

Item 6.3 QVM Renewal Program – Provision of Market Infrastructure and Car Parking.

My name is Greg Smith and I am a 40 year trader at QVM

I would like to make note of a few features in this Market Infrastructure proposal.

1. I note that the current car park will remain until it is no longer required as part of the Munro and Southern Development Site constructions. We will be able to measure and evaluate car parking as we go.
2. I note Option A can be delivered in stages to minimise disruption to the market. That is a very attractive feature for traders.
3. With regard to Sheds A & B and H & I – storage will be placed within fruit and vegetable/fresh produce traders' stalls and will be designed following consultation with those traders. Designing with the end users is a positive ingredient in this process.

The world is going through a retail revolution with immense change. The changing nature of retailing, the introduction of online shopping, new ways of communicating, increasing competition, and new expectations of customer service are all impacting on the viability of businesses at QVM.

Investing in infrastructure and getting back of house in order is important as we adapt to all these challenges. Indeed, it will assist us to maximise the traditional trader/customer relationship and enhance the freshness of our offer.

I believe that this proposal is measured, balanced and appropriate and I ask Council to approve its delivery.

Thank You.

Greg Smith

0406222020

1/4/2019

Name: * Rocco Tripodi

Email address: * info@marketjuice.com.au

Contact phone number (optional): 0409885951

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program – Provision of Market Infrastructure and Car Parking

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

I, Rocco Tripodi speak as director of JT's Fruit and Vegetable Supplies & Market Juice located at stall 26 in 'A' shed. I strongly support the proposed market infrastructure and car parking project as part of the Queen Victoria Market (QVM) precinct renewal program.

I believe the QVM is desperately in need of immediate restoration. Over the last decade, the state of the market has deteriorated into a rather dull and outdated icon, which no longer represents Melbourne's incredibly vibrant and treasured culture. Without the restoration, traders will continue to suffer as the next generation of shoppers are attracted elsewhere, leaving small businesses very little opportunity to grow and succeed. I am confident that there are a multitude of positive aspects associated with the proposal, and I am eager to see the project commence as soon as possible.

Please indicate No

whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
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meetings.) **

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acknowledgement:

*

Name: * Charles Sowerwine

Email address: * c.sowerwine@gmail.com

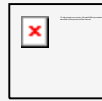
Contact phone number (optional): 61414250046

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program Provision of market infrastructure and car parking

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[rhsv_submission_to_fmc_19.04.02lh.docx](#) 50.05 KB · DOCX

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: No

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ROYAL HISTORICAL SOCIETY OF VICTORIA INC.

239 A'Beckett Street, Melbourne 3000

Submission to Future Melbourne Committee 2 April 2019

re agenda item 6.3 Queen Victoria Market Precinct Renewal Program
Provision of market infrastructure and car parking

From: Royal Historical Society of Victoria

Responsible Officer: (Professor) Charles Sowerwine, Chair, RHSV Heritage Committee

Contact: c.sowerwine@gmail.com

Introduction

The RHSV recognises the progress made on this issue. Thanks to the Lord Mayor's initiative of the People's Panels, there has been consultation and, as a result, the recommendations presented to the FMC represent a welcome retreat from the discredited Doyle Plan. We are especially pleased to note that Option A provides that 'all of the open air heritage sheds [will be] conserved, restored and enhanced in-situ' (p. 19, SGS Report, Attachment 1).

We set forth below our concerns (1. Positive Features and Precautions), our efforts to clarify the proposals (2. Fixed Stalls and Radical Change in Operations: Issues of Clarification) and our concerns with heritage issues (3. Fixed Stalls and Radical Change in Operations: Heritage Issues). We should point out that the first two headings are in a sense preliminary to our fundamental concern on heritage issues.

1. Positive Features and Precautions

We should not, however, allow, relief to cloud our judgment. Option A, as expounded to the People's Panel Briefing on 28 March, still represents a radical change to the market's traditional mode of operation. And many of the recommendations are vague and without justification.

It is hard to know exactly what FMC would be approving if, as the Officers recommend (10.2), it endorses Option A for the provision of market infrastructure. The only explanation of Option A is in the SGS Report, Queen Victoria Market Precinct Renewal Program: Updated Options Analysis Final Report, which is provided as an attachment.

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Email: office@historyvictoria.org.au ABN 36 520 675 471

This report provides some specifics, some of which we support and others we oppose.

While we strongly support the restoration of the heritage sheds and the provision of basic services, as well as various ‘amenity improvements’ (10.6.4), we note that there is no explanation as to how the sheds are to be provided with basic services commensurate with heritage preservation. We would have expected that this blueprint for progress and discussion include suggestions as to the appointment of heritage specialists to look at ways of integrating service provision as restoration proceeds. On this basis, we think FMC should postpone approval until there is clarity about the path forward.

Similarly, we note that the use of G Shed for ‘loading facilities, trader storage, waste management and trader and customer amenities’ (p. 19, SGS Report, Attachment 1) is consonant with the People’s Panel Recommendations and, subject to design and heritage approvals, we would support this. The construction of ‘a new below-ground area ... within the northern Queen Street reservation to provide centralised waste management including a bin lift’ seems appropriate, but the proposed ‘lightweight canopy ... over this space’ would need careful consideration if it is not to impose a visual block between the two parts of the market.

We do not see the point of the proposal to transform the ‘existing at-grade car park ... into new public open space to support the growing City North population and Queen Victoria Market activities’. That space is variously referred to as Market Square and ‘public activation space’. Clarity is needed here before FMC should approve Option A. This space cannot really function as a proper park because neither structures nor trees can be installed without disturbing the aboriginal burial space. In any case, does Melbourne need a small park here? Or would it be more cost-effective to improve pedestrian access across William Street and to improve the triangle of land between William and Dudley Streets?

Is it a park that is really proposed or a space for ‘public activation’? Possible ‘activations’ apparently would include ‘farmers’ markets’ or the ice-skating rink of December 2018. Would these bring additional shoppers to the market? Recommendation 10.6.5, Preparation of a Charter and Design Brief for Market Square, needs to be subject to some open discussion as to the purpose of this square before FMC gives its approval.

We therefore urge Council to consider greening and extending the car park into Franklin Street and the Southern Development Site. In this respect, we think it urgent to clarify the standing of proposals to extend Franklin Street (‘New Franklin Street’). Professor Adams assured the People’s Panel that this proposal was now off the table, an assurance repeated at the 28 March briefing, but it is not clear from any documentation that its status has changed.

Subject to the above considerations, we support Recommendation 10.4, authorising ‘the administration to undertake more detailed design, logistics and costings’, provided that the administration enter into good faith consultations with stakeholders, including heritage bodies and traders, in both direct meetings and open public discussions.

The fundamental issue is that Option A represents a radical change to the market’s traditional mode of operation. Recommendation 10.5 notes that ‘the approved budget in the QVMPR Business Case (2017) includes allowance of approximately \$6 million for purpose built storage at traders’ stalls which will be designed following extensive consultation with traders’. The Business Case 2017 is the one which was discredited by Heritage Victoria. Option A, in so far as it offers any evidence at all for its propositions, relies entirely upon this Case, which was designed to justify the very strategy which has now been—fortunately—discarded.

That business case is cited to justify claims which appear difficult to quantify. Two examples:

- (p. 42, SGS Report, Attachment 1): *‘Based on estimates of customer growth associated with a renewed QVM precinct³, there is potential for an increase in the number of people visiting QVM precinct from 10 million to around 15 million p.a. within 15 years of works being completed under each of the options.’* Would the proposals before FMC increase the customer base by 50 per cent between 2026 and 2041? How can we know that?
- p. 43, SGS Report, Attachment 1): *‘Council projections show that the QVM precinct renewal has the potential to generate a net addition of 7,000 dwellings in the Market Core area over a 20-year period [‘The Market Core area includes the CBD and the suburbs of North Melbourne, Parkville and Carlton’].* Again, on what basis can we know that changes to the QVM will add 7,000 dwellings across all these areas between 2026 and 2046?

These examples suggest that adoption of this report should be postponed until serious demographic and marketing surveys can be carried out to envisage what form of the market would attract the most people. These surveys should take account of the QVM’s traditional role as a starting place for the integration of new populations with trade savvy for their cultures but without significant capital resources. They should be looking for new migrant populations that might be attracted to become stall holders.

2. Fixed Stalls and Radical Change in Operations: Issues of Clarification

It may not be apparent to the casual reader that Option A is about a radical transformation of stallholders’ mode of operation, but this point was clear from Professor Adams’ presentation on 28 March and it can be clearly gleaned from two Recommendations:

- 10.5. *Notes the approved budget in the QVMPR Business Case (2017) includes allowance of approximately \$6 million for purpose built storage at traders’ stalls.* Professor Adams made clear that this involves fixed (or semi-fixed, that is capable of being transported by fork lift) stalls, with storage and refrigeration built in under the counters.
- 10.6.3. *Completion of String Bean Alley retail laneway.* This is a prototype of fixed stalls. It will not have escaped Councillors’ attention that the RHSV made a strong submission to Heritage Victoria opposing this proposal and that, while we regret that Heritage Victoria accepted it, we note with approval that it was only on a five-year basis.

Fixed storage is also clear from an attentive reading of the following excerpts from the SGS Report, Queen Victoria Market Precinct Renewal Program: Updated Options Analysis Final Report:

- *[Storage to be] supplemented by under counter refrigeration and storage in Sheds A-B and H and I (p. 19).*
- *The new below-ground areas in Queen Street and the former G Shed do not provide for vehicular traffic, meaning **the rate of change of operations (particularly in respect to formalised logistics and storage activities) will need to be accelerated [emphasis added]** (p. 19).*
- *The new below-ground areas in Queen Street and the former G Shed do not provide for vehicular traffic, meaning **the rate of change of operations (particularly in respect to formalised logistics and storage activities) will need to be accelerated. These will require technological solutions to***

improve the transfer and storage of goods around the precinct, such as automated guided vehicles and robotic storage and retrieval systems [emphasis added]. The new operational areas will be designed with these technological advancements in mind while transitioning from current operating systems (p. 21).

This boils down to what has been a constant theme since the discredited Doyle Plan was first announced, the creation of fixed stalls. Under Option A, the traders will drop their merchandise at the Queen Street South Building and then transport it to their (fixed or semi-fixed) stalls by ‘electric trolley’, as fork lifts will be prohibited. Traders will not be allowed to bring their vans to their stalls. They will park their vehicles somewhere, presumably using up 600 of the 500 extra parking spaces.

This poses practical and economic issues which will not necessarily be resolved by appeals to emerging technology yet to manifest itself in reality. The most important issue is the logistics of 600 traders’ vehicles’ unloading in a narrow time frame each morning of market operation. There is virtually no reference to this problem apart from a vague appeal to technology: ‘the rate of change of operations (particularly in respect to formalised logistics and storage activities) will need to be accelerated’ (p. 19, SGS Report, Attachment 1). This is a slender thread on which to hang such a massive transformation.

No report to date, including the SGS Report, offers any justification that fixed stalls and the attendant ‘separation between the public and market operations’ (p. 13, col. 2, SGS Report, Attachment 1) would make the market more attractive and draw more shoppers. FMC should ensure that serious research is undertaken before it commits to this strategy.

This radical change is justified in part by claiming that there is a need for more storage. The Council commissioned the EY Report to assess traders’ needs. This survey, to which just under half of traders responded, found that, of Fresh Produce Stallholders, 42 per cent think they have the ‘right amount’ of storage now, against 44 per cent who think there is ‘not enough’. Of General Merchandise Stallholders, 61 per cent think they have the ‘right amount’ now, against 29 per cent who think there is ‘not enough’. Professor Adams mentioned in the briefing of 28 March that some additional storage will be required to replace the Franklin Street sheds, which it is planned to demolish, but this is not clear from the documentation.

Stallholders surveyed were not aware that providing additional storage would mean revolutionising their current mode of operation by not bringing their vehicles on site. The EY Report found that they depend heavily on parking on site: 57 per cent of Fresh Produce Stallholders require parking on site, while of General Merchandise, 29 per cent require parking on site but 63 per cent park a vehicle at the market. Of those who use their vehicle, ‘83% use it for storage’.

It should be noted in passing that if these vehicles have to be parked outside the actual market site, there will be some 500 to 600 vehicles looking for parking. This has not been factored in to the count of car spaces, but it would clearly use up the promised 500 spaces at the Southern Development Site.

The only other justification offered for this radical change is the claim that this has to be done for security because otherwise vans will bring bombs to the QVM. At the moment the traders have to get their vans to their stalls by opening time and keep them there till closing time. During that time it’s no more possible to drive a van onto the site than it would be under their model. This is just the latest pretext. Security issues have been a perennial justification for the Administration’s plans since the Doyle Plan was first made public, despite the excellent safety record of the market.

3. Fixed Stalls and Radical Change in Operations: Heritage Issues

The statement of significance on the Victorian Heritage Register addresses not only the QVM's built fabric, but also its 'social significance for its ongoing role and continued popularity as a fresh meat and vegetable market'. The market's cultural heritage significance is inseparable from its traditional mode of operation, which is that of traditional open air markets. It is today, broadly speaking, the same as when the market first opened: traders bring goods to their stalls in their vehicles, set up their stalls and get their goods from their vehicles. The introduction of fixed stalls will completely alter this mode of operation which, we submit, is essential to the cultural heritage of the site.

Council's 2013 Retail Plan acknowledged that "the market also perpetuates distinctive forms of trading which have their origin in nineteenth century practices."¹ We endorse that acknowledgement. We suggest that attempts to modernise the market and to bring it into conformity with current regulations need to be balanced with the need to maintain the retail practices that endear the market to visitors today.

Option A, however, still involves concealing market practices, as has been the case since the Doyle Plan was presented. This represents a retreat from the 2013 Retail Plan, which states that "Market traders will have the option of fixed stalls."² People do not come to the QVM in search of a modern, hygienic environment, "a brighter, lighter, cleaner, greener and more pleasant environment that is clearly historic, yet subtly contemporary."³ There is no shortage of modern environments. People come for the atmosphere, the workings of an open-air market, the original nineteenth-century prototype of today's farmer's markets. The proposal acknowledges this but constantly betrays its original and still fundamental aim: to "reduce servicing intrusions in public areas."⁴

Council officers often refer to European city markets, which more often than not have fixed stalls. But this is to ignore what is peculiarly Australian, uniquely Australian about the QVM. At the time of its conception, in 1878, Australia was accustomed to open-air markets at which stallholders operated in an ad hoc way. Unlike Europe, our climate then seemed (and still is) much more clement so that a closed market on European models did not seem necessary for fresh produce. It was simpler and cheaper to erect coverings and leave things to stallholders.

So FMC is confronted with a basic issue. Both the heritage of the QVM and its continuing popularity are linked inseparably to its traditional mode of operation. It is not and need not be an imitation of European markets. Its heritage value lies as much in its ambience and that results from the traditional mode of operation.

On this basis, the Royal Historical Society of Victoria urges FMC, respectfully but urgently to postpone consideration of Option A pending serious marketing and heritage studies taking into account the market's social significance as indicated in its citation on the Victorian Heritage Register.

¹ *Melbourne's Marketplace Retail Plan*, p. 17, from "Queen Victoria Market Customer Research, Sweeney, May 2013," p. 12

² *Ibid.*, p. 38.

³ *Precinct Renewal Master Plan*, p. 16.

⁴ *Ibid.*, p. 32.

Name: * Mary-Lou Howie

Email address: * howie.marylou@gmail.com

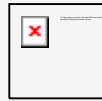
Contact phone number (optional): 0401811893

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * '6.3 Queen Victoria Market Precinct Renewal Program – Provision of market infrastructure and car parking'

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



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Submission to Future Melbourne Committee 2 April 2019

re agenda item 6.3 Queen Victoria Market Precinct Renewal Program
Provision of market infrastructure and car parking

From: Mary-Lou Howie
Member of the People's Panel
Contact: Howie.marylou@gmail.com

Introduction

Superficially the new plan signals a substantial rethink and change of direction, by the City of Melbourne for the future of QVM, preferred to the previous administration's plan. Getting on with shed maintenance, implementing an efficient waste management system and extending & upgrading amenities in G shed are a positive step forward.

However the devil is always in the detail

On Thursday we listened to Rob Adams present the new concept to the members of the PP, then afterwards I read the full EY Sweeney trader survey report. I realised the findings of this sound report on trader needs had NOT in any way informed Adams in his concept for the market.

In short, Adams is a 'neatnik' city designer, completely uninformed about how a working market operates, and has presented a logistical nightmare for the trading community that is unworkable.

In his presentation Rob Adams emphasised that there were to be no forklifts in the market (I challenge even market management not to use forklifts for heavy event equipment), that no trader can park under the sheds (mainly used by general merchandise traders), all traders must be unpacked by 8am and all deliveries must be made before 8am. This may be appropriate for a quiet, orderly shopping centre, which is in stark contrast to the theatre of our gritty vibrant market, & not what the market needs and nor what the market community wants.

This proposed plan will present a logistical nightmare for traders in terms of when most deliveries take place (between 8am and Noon – Sweeney report), truck parking, traffic flow, storage and convenience. Furthermore I suggest outcomes would be unappealing for shoppers and tourists alike as so much of the market ambience will be lost. People do not come to the QVM in search of a modern, hygienic environment, "a brighter, lighter, cleaner, greener and more pleasant environment that is clearly historic, yet subtly contemporary." Our market has a distinctive, unique character and reputation that is known world wide.

It is impossible to separate operations and infrastructure. Each works with & supports the other. The knowledge & solutions about dovetailing both are

already in the market – no expert consultants necessary. It is vital that council and QVM management broaden its consultation with traders around market logistics to beyond those on Committee of Trustees. I suggest the names of the following traders from various areas in the market who have the best interest for all the market in mind:

General merchandise – Jenny Pyke , The Hat Project, 35 years + market experience; Leah Moor, Tam Jewellery;

Fruit & Veg: Rosa & Paul Ansaldo (B Shed); Belinda Vitalone (H Shed); Luke Grazcyk (I Shed); Roco Tripodi (A Shed)

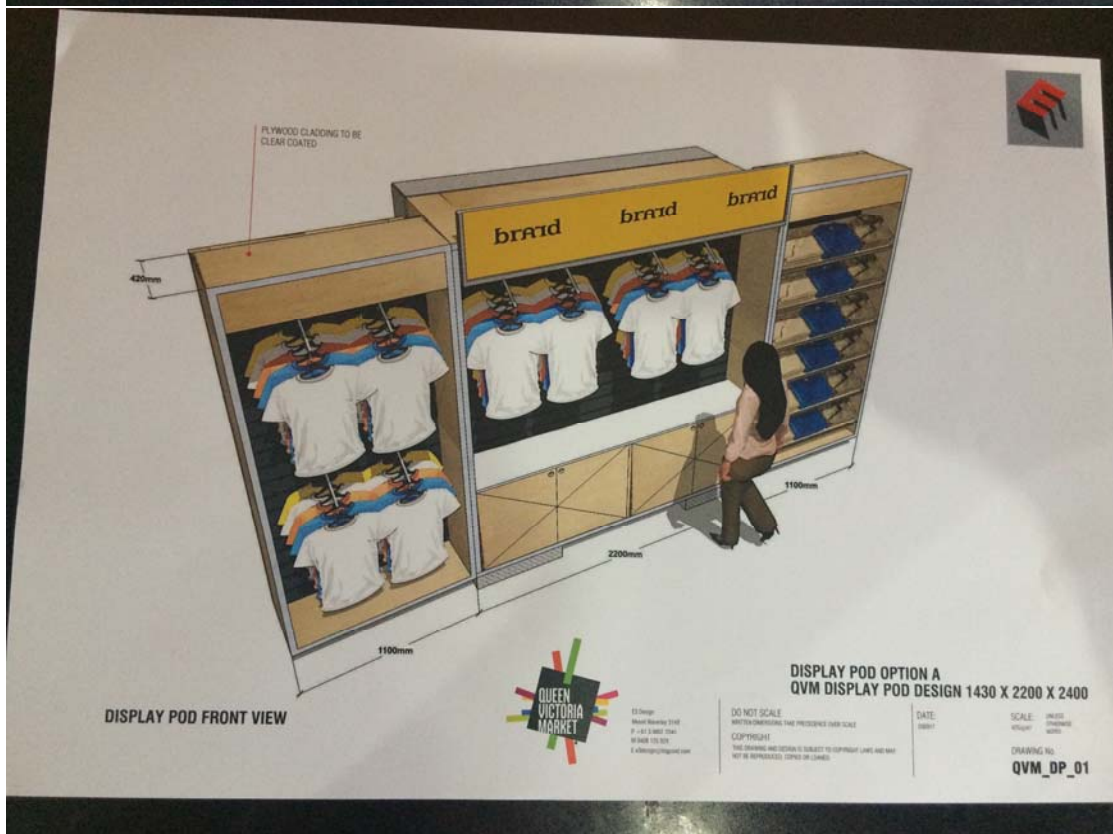
Deli Hall: Michael Ciaifa (Corner Bread Shop); Faye Konstan (Cheese Shop); Malcolm McCullough (Bill's Farm, former QVM CEO)

Box Hire: Hanan Mark, Ryan Moulton. Together are logistics wizards.

Alternate storage Pod option:

See below a series of modernised, flexible, easily movable storage pod options designed under the previous QVM management to facilitate storage, display and ease of trading acceptable in the QVM tradition . These designs were forwarded to Joanne Wandel some time ago who said she was familiar with them.







Queen & Therry Streets

I cannot see any reference to future plans for Queen and Therry Streets. Will these both be pedestrian, permanently closed to vehicles & parking? Both areas are essential to daytime customer, trader & delivery access.

Car park

The moving of 500 car spaces to the southern site may operate as a successful CBD parking option but will not appeal to market customers. Recommendation 3 – in addition to the 500 car parks in the Munro development, maintaining 500 car parks in the existing location is essential to the convenience of shoppers and the viability of the market. Greening of the car park with some open space area is a suitable compromise, with customer footfall from the car park into the sheds essential to the flow of shoppers into the sheds.

Business case

Any reference to the 2017 business case should be dismissed as this was thoroughly discredited in the Heritage Victoria report refusing the CoM's application to dismantle historic sheds to excavate for underground facilities.

EY Sweeney report on recent trader survey

Highlights of EY Sweeney report: (note: feedback was from half of the total QVM traders)

Point 7 & 8 is where the logistics really don't work.

1. Excellent **executive summary** – key findings & key insights on storage needs and deliveries
2. Most sample **respondents** were from the General Merchandise (55%) area, then fresh food (33%) and Fruit & Veg (11%)
3. Most sample **respondents** have been operating in the market for 20 years or more (42%), & most were business owners (53%) or licence holders (41%)
4. **Site Storage:** Majority utilise storage on site, General Merch are happy with existing storage; fresh food are likely to want more.
5. **Future storage needs:** maintain existing available storage
6. **Other facilities:** Needs vary for each type of trader. Most want more electricity & wifi, most want more toilets. Plans for the toilet block to be moved south to southern shed/Queen's corner site is too far to walk for the upper market traders, customers & families. Traders are adamant that this is a huge design flaw.
7. ***Deliveries & pick ups:** 79% fresh food traders stock deliveries are between 8 am & noon. The new market plan bans deliveries after 8am, delivery movement is mainly food. Page 24 of the report "paints a picture of the types & volume of deliveries coming to and from traders each day & the varying parking requirements of different business types. QVM P/I & CoM will need to consider this when making decisions about how traffic flows to & around the fresh food & general merchandise traders.'
8. **On site parking:** 38% require on site parking, mainly general merchandise traders. Vehicles also provide storage for these traders.

In summing up, on close scrutiny, the proposed infrastructure changes to QVM some positives – underground waste management system & development of G shed for trader amenities – however, the rest disappointingly will have a deleterious effect on market operations and will change the traditional functioning of the market, sanitising it under the guise of modernising, dumbing it down rather than augmenting & facilitating its strengths, making our market a bland, 'safe', orderly, pretty place of limited character and access.

Yours in good faith,

Mary-Lou Howie

Name: * Luke Taylor

Email address: * luke.taylor70@hotmail.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program – Provision of market infrastructure and car parking

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

My name is Luke Taylor and I own and operate Melbourne City Meats. I've been a trader at the Vic Market for over 13 years.

I was a member of the People's Panel and am pleased to see a comprehensive plan that reflects what we asked Council to do.

I'm in support of Option A because it:

- delivers what we need to run our businesses including storage, loading/unloading, trader toilets, back of house like the offal room/processing
- limits disruption
- provides parking AND a new market square.

We need investment in the market to bring us into the 21st century so we can keep up with the changing retail

environment and our customers.

I appreciate Council's investment in the market's future but as traders we need some certainty and a clear way forward.

We've talked enough. Now is the time to make a decision and get on with it.

Please indicate No
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

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

*

Name: * George Milonas

Email address: * info@georgethefishmonger.com

Contact phone number (optional): 0414680625

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Monday 1 April 2019

Agenda item title: * 6.3 Queen Victoria Market Precinct Renewal Program – Provision of Market Infrastructure and Car Parking

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

Dear Lord Mayor and Melbourne City Councillors,

Thank you for the opportunity to submit at today's Future Melbourne Committee Meeting.

My Name is George Milonas, I have been a Fishmonger at QVM for 14 yrs now and a TRC rep for the meat and fish section for 7 years.

During that time I have witnessed The Qvm go from a busy fresh produce and General merchandise market to a tired, outdated, non-competitive market that has been neglected by its owners.

As traders, we are desperate reinvestment back into the market. We have seen all our competitors move forward and

progress with the changing times of the market place, yet we sit here deliberating with external groups over what's best for our business and our customers.

We missed a perfect opportunity to put 450 car parks under A, B and C sheds and deliver a market for future generations, don't let this happen again by not moving forward now.

It is time to move forward, We need immunities, We need facilities.

What competent business owner does not want reinvestment back into their business.

It's time we started thinking about The QVM customer and created a market to be proud of, one that will stand the test of time and be equipped with what the future holds.

I understand that there are groups who oppose the plans today, may I say I don't question their love for the QVM and I believe their heart is in the right place, but they do not have skin in the game, and they do not represent the majority of QVM customers.

We can never go back to what the Market was, but we can move forward, our customers are changing and so must we. It's time to move forward and its time to put some love back into The Queen Victoria Market.

Thank You,

George Milonas

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whether you
would like to
address the Future
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Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

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acknowledgement:

*

Name: * Paul Ansaldo

Email address: * tansaldo@hotmail.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * Queen Victoria market

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

Where are the large trucks going to park

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

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

Name: * Tim Moore

Email address: * tamjewellery@gmail.com

Contact phone number (optional): 0415471969

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Wednesday 2 January 2019

Agenda item title: Queen Victoria market

*

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

Car parking is vital to the future of the market therefore the car park must stay where it is. Parking in the Munro site will be difficult to access and it'll discourage the flow of customers up to the general merchandise areas in the upper market. The Franklin St site is too far away. John McNabbs plan for parking would solve all the problems. A lot of people avoid underground car parks. Speaking to people about the market, especially those that live out of Melbourne, state that parking is always an issue with many of them stating they don't go to the market anymore because it's already too difficult to get a car park. When Queen st was closed on Saturdays for a year, it caused untold loss for all traders. Since it has been reopened on Saturdays, trade has again improved. All traders need to be consulted with as a group, not just the traders that are going to give you the answers you want.

Thank you

Please indicate No

whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
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Committee in
support of your
submission:

*(No opportunity is
provided for
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acknowledgement:

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Name: * Miriamq Faine

Email address: * miriam.faine@bigpond.com

Contact phone number (optional): 0408184505

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 2 April 2019

Agenda item title: * 6.3 Queen Victoria Market

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



[foqvm_submission_to_24_future_melbourne_committee_2_april_2019.docx](#)

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Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: No

*(No opportunity is provided for submitters to be heard at Council meetings.) **

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FOQVM Submission to Future Melbourne Committee 2 April 2019

Re agenda item 6.3 Queen Victoria Market Precinct Renewal Program
Provision of market infrastructure and car parking

Miriam Faine, Secretary FOQVM gvmfriends@gmail.com

FOQVM urges Future Melbourne Committee to reject Option A (along with Options B and C) for the following reasons:

1. Lack of clarity and detail about what is proposed.
 - i. We note the Updated Options Analysis (UOA) presents pages of detailed figures, graphs and CBA etc. yet the detailed design, logistics and costings will not be ready until July-August (p.2). In other words, this report, like the previous (rejected) renewal plans, is an exercise in kite flying and spin. We also note that the UOA is produced by the same consultants (SGS Economics and Planning) who were responsible for the earlier Business case – which they refer to as ‘rigorous’ (p.7) although the HV report (and our own submission to HV) comprehensively demolished it.
 - ii. As far as we are aware, the State Government Agreement (2014) (which in any case was rushed through just before a State election which the Liberal Party consequently lost) did not specify any detailed requirements regarding enhanced market facilities, although the UOA implies it did.

In particular, we are very concerned about the reference on p.6 of UOA to the ‘transformation of J, K, L and M sheds to support a broader range of community events and markets.’ Although this has been intimated in earlier renewal documents, it has not been spelled out as clearly before.

In effect, this means a substantial reduction in traditional market operations, reducing the General Trading area from 6 to 4 sheds, in express contradiction to heritage requirements to retain QVM’s ‘heritage, traditions, unique offer and authenticity’ (sic) (p.7)

Elsewhere the UOA (p.14) refers to **sheds E-M being repurposed for events** which would reduce the total traditional market area to 6 sheds (from 13) and impact Fresh Produce as well as General Traders.

As previously suggested, the UOA here is contradictory and unclear, but either way it is implying a very different use of the QVM space, and contradicts the idea that this is about ‘renewal’.

- iii. The figures provided in the UOA are less than transparent and seem designed to retrospectively support the case for Option A. We note that SGS has now retrospectively altered the previously published QVM Pty Ltd financial ‘assumptions’ to support Option A/B rather than C (p. ii). As this is this case, it is hard to have any

confidence as to what is now included or not in the UOA, and the objective nature of these 'assumptions'.

For one example, if the Southern Development Site is sold to a developer, why include the cost of providing parking there in the cost of the redevelopment? There are many other figures which bear further explication before supporting this proposal, particularly in the Options Analysis section.

- iv. In regard to the new buildings, only rough drawings are supplied (pp.8-9 of supplied documents) and no exact dimensions are specified, with the layouts hard to follow. However, it seems clear that the new buildings will be intrusive (3 stories) and will substantially alter the appearance of the market precinct with its open sheds, and also affect movement of customers as well as traders around the market precinct.
- v. The impact on trader access to essential storage is not clear but seems drastic. Will all vans and cars be banned from the sheds? If so, this is not clearly stated here. P. 8 refers to accelerating the 'rate of change of operations (particularly in respect to formalised logistics and storage facilities) ', but traders deserve to have the meaning of this spelled out when it has crucial consequences for their livelihoods.

In particular, there are questions regarding the proposal to manage and limit deliveries to before 8am (p.13) – is this to the new storage facilities, or also from the facilities to the sheds?

Restricting vehicle access to the storage facility to certain times is highly problematic. UOA suggests the use of technology to manage the logistics of loading and unloading (p.13), but technology itself will not resolve access to storage facilities for hundreds of traders within a narrow window of time.

- vi. The UOA refers to 'automated guided vehicles and robotic storage and retrieval systems' (p.10) – but there is no specification or costings of such systems or indeed any reference to their current availability. Nor are such systems exactly consistent with market 'heritage, traditions, unique offer and authenticity'.
- vii. No detail is provided on the cost, operational constraints or proposed management of the new car parks. In what ways will they be reserved for market shoppers (will they?) and how will the parking be priced in relation to other CBD carparks, especially if they are privately operated? What will the costs of daily parking be for small traders?
- viii. There is no reference in the UOA to the strong possibility there are still bodies under Queen St.
- ix. There is insufficient regard to the impact on small traders of the proposed building works including deep excavations, described on p.41 as **only** taking 10 months.
- x. No detail is provided regarding the in-situ heritage shed conservation and 'restoration' or whether this would follow Burra charter principles.

2. Misunderstanding of the operations of the market

- i. The UOA makes a binary distinction between 'back of house' and 'market floor'. We contend that such a distinction misunderstands the fundamental principle of market trading, which doesn't distinguish between the two, as, say in a supermarket. Similarly, p.22 refers to traders parking their vehicles on 'the trading floor' – as if the market were Myers....

Although the UOA refers to 'ad hoc back of house functions' (p.10) there is nothing 'ad hoc' about these –so-called 'back of house functions' are the essence of market operations, and in a traditional market, there is no need to provide central loading and unloading facilities, trader storage and amenities.

- ii. Central storage facilities mean time consuming and expensive double handling – vehicle to storage, and then storage to stalls. It will also mean increased goods traffic throughout market. P.21 refers to 'replenishment of stock will require goods to be taken' ... across Queens St and through sheds.

Strangely, P.15 refers to the 'potential to reduce the set-up times for traders due to storage proximity which could facilitate extended trading' although the proposals indicate less proximity.

In spite of the concern re risks from goods handling and OH & S at QVM, **there has never been accident** and as the Heritage Victoria Report stated, if the market is so dangerous it should be closed immediately.

What seems to be intended is operational changes by design.

- iii. Although p.13 refers to 'briefed trader requirements' for storage, the recent Sweeny research report showed no such requirements.
- iv. P. 16 and 18 UOA refer to 'redesigned retail spaces' and 'retail diversity', suggesting fixed and enclosed stalls, like a shopping centre. On p.14 UOA makes reference to an increase in Net Lettable Area, while also signalling a 50% reduction in traditional market trading (see 1.ii above) which indicates repurposing of the market.
- v. The mooted under counter storage has deleterious OH&S implications. It will involve increased manual handling of heavy goods.
- vi. The proposed parking will be distant from the market, inconveniencing traders and customers. Presumably large vans and trucks will have to be accommodated in underground car parks. We have already pointed out this will increase, not decrease, security risks.

- vii. P. 19 refers to making the market more navigable than at present, although there is no evidence that navigability is a problem anywhere within the market.
- viii. The UOA moots 'improvements' to Queen St to remove traffic from Queen St north with increased 'activation', but this proposal was already trialled and abandoned in 2018. Queens St and Therry St are needed to access the market for customers as well as traders.

At present QVM Pty Ltd is trying to move established traders away from Queens St; how is this consistent with 'activating' Queen St?

3. Failure to properly respond to the need to conserve and maintain the market.

There are many concerns here, as follows:

- i. P. 16 states that 'A renewed QVM will be more adaptable and better paced to alter its programming to accommodate new event and retail types / formats. An enhanced ability to responsively program the market ...' (sic).

We ask: How is such 'reprogramming' compatible with the People's Panel concern for trader security of tenure?

And so far, attempts to 'reprogram' the market have been failures – the Social Kitchen, the pathetic children's playground, the ridiculous ice skating rink, the empty Beer Garden, the library. We have heard the Night Market is in decline and is now mostly used by under aged drinkers. **Whereas traditional market activities, in spite of poor management practices, remain the most successful part of the market and its core business.**

- ii. According to the UOA (p. 22), Option A will allow 'customers or couriers to collect goods from collection points with vehicle access around the edge of the market, thus facilitating trade via e-commerce platforms'. Turning the market into Amazon is not consistent with its 'heritage, traditions, unique offer and authenticity'.
- iii. The construction of a 3-story building in Queens St South and 2 level plus mezzanine (=3 levels?) in G shed will affect the built heritage and visual impact of the Market site.
- iv. The waste facility on Queen St North blocks the Upper and Lower Market, and both Queen St structures will reduce trading along Queens St. Existing stalls are being forced off Queen St and the proposal is to replace them with retail shops in the new buildings, which is not consistent with market heritage.
- v. Parking – see above. The market needs dedicated free parking managed by QVM. The biggest factor impacting on the market is lack of free parking as provided by its competitors in the malls and supermarkets.

To sum up...

According to the UOA (p. 21): 'At present traders practice (sic) in a way that is out of step with contemporary retail practices elsewhere in Melbourne' ... This is indeed the point of the heritage protection for the market! Changing these traditional practices negates the need to protect the market, beyond its physical spaces; it will mean the devaluing of the market as it becomes just another 'contemporary retail' shopping venture; and it will lead to the eventual closing of an irreplaceable heritage asset and repurposing of the land.

It is clear to FOQVM that the implications of the logistical changes proposed in the UOA go far beyond the Agenda Item summary. They will make business unworkable for traders and lead to their wholesale departure. Is this what CoM WANTS, in order to facilitate the market changing into an event space?

FOQVM believes the heritage market can and must survive and prosper. The way to do this is to support existing traders with greater security of tenure; free parking for market customers; and practical steps to encourage new traders, particularly to activate the shed space that is currently empty, and particularly by encouraging emerging immigrant communities to start businesses at the market.

Name: * Marshall Waters

Email address: * marshall@rewine.com.au

Contact phone number (optional): 0412588440

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Monday 1 April 2019

Agenda item title: * 6.3 Queen Victoria Market renewal and Carpark plans

Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible. The time has come to stop talking and start doing before it's too late.

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

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