

Report to the Future Melbourne Committee**Agenda item 6.4****Community Engagement – Queen Victoria Market Precinct Renewal Update****11 July 2023**

Presenter: Melanie Odendaal, Acting General Manager Property, Infrastructure and Design

Purpose and background

1. The purpose of this report is to present to Councillors the intent to seek feedback from the community on the Queen Victoria Market Precinct Renewal (QVMPR) program, including Market Square, Queen's Corner Building (QCB) and the Franklin Street Transformation Project.
2. The QVMPR project 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 (TAP) in partnership with the Victorian Government.
3. The QVM Precinct Renewal Masterplan was adopted in 2015 and the Implementation Framework was endorsed by Council in July 2016. Significant community consultation has been undertaken through the development of the Masterplan.
4. In 2020, the Market Square Charter, which was shaped by extensive community engagement, was endorsed 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 State Government in 2014, Franklin Street will be realigned to unlock the Gurrova Place development (Southern Site). The proposed designs have been developed to make it easier for people to move between the market precinct and the CBD – maintaining access for vehicles, while improving safety and accessibility for all road users.
6. On 28 June 2023 Council announced that it will partner with Lendlease on the Southern Site.

Key issues

7. An integrated precinct based engagement approach is proposed for three key components of the QVMPR project to enable the community to receive a holistic view of works being undertaken in the precinct, and to provide feedback on the design and use of key assets.
8. A staged engagement approach is proposed for the three projects running from July to September (Attachment 2). A pop up session on Saturday 15 July, at the Queen Victoria Market will provide the opportunity for residents, community and traders to give feedback on Franklin Street designs and learn more about upcoming engagement on QCB and Market Square projects.
9. Opportunities for community, businesses and traders to provide input across all three projects will include, information sessions and workshops, intercept and online surveys, place based pop-ups, and walking tours.

Recommendation from management

10. That the Future Melbourne Committee approves the commencement of staged community engagement for three key components of the Queen Victoria Market Renewal Project, being:
 - 10.1. Market Square design concepts and specific elements such as play space, landscape, activations, art and interpretative storytelling opportunities;
 - 10.2. Queens Corner Building emerging design and use principles (Attachment 3 of the report from management); and
 - 10.3. Franklin Street Transformation Project concept design (Attachment 4 of the report from management).

Attachments:

1. Supporting Attachment (Page 2 of 6)
2. Proposed Queen Victoria Market Precinct Renewal engagement opportunities (Page 4 of 6)
3. Emerging Design and Use Principles (Page 5 of 6)
4. Transforming Franklin Street, Proposed Concept Plan (Page 6 of 6)

Supporting Attachment

Legal

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

Finance

2. The Franklin Street Transformation Project is co-funded with the Department of Transport and Planning (DTP).
3. The estimated cost of the engagement process is \$80,000.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

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 will commence from 12 July 2023.

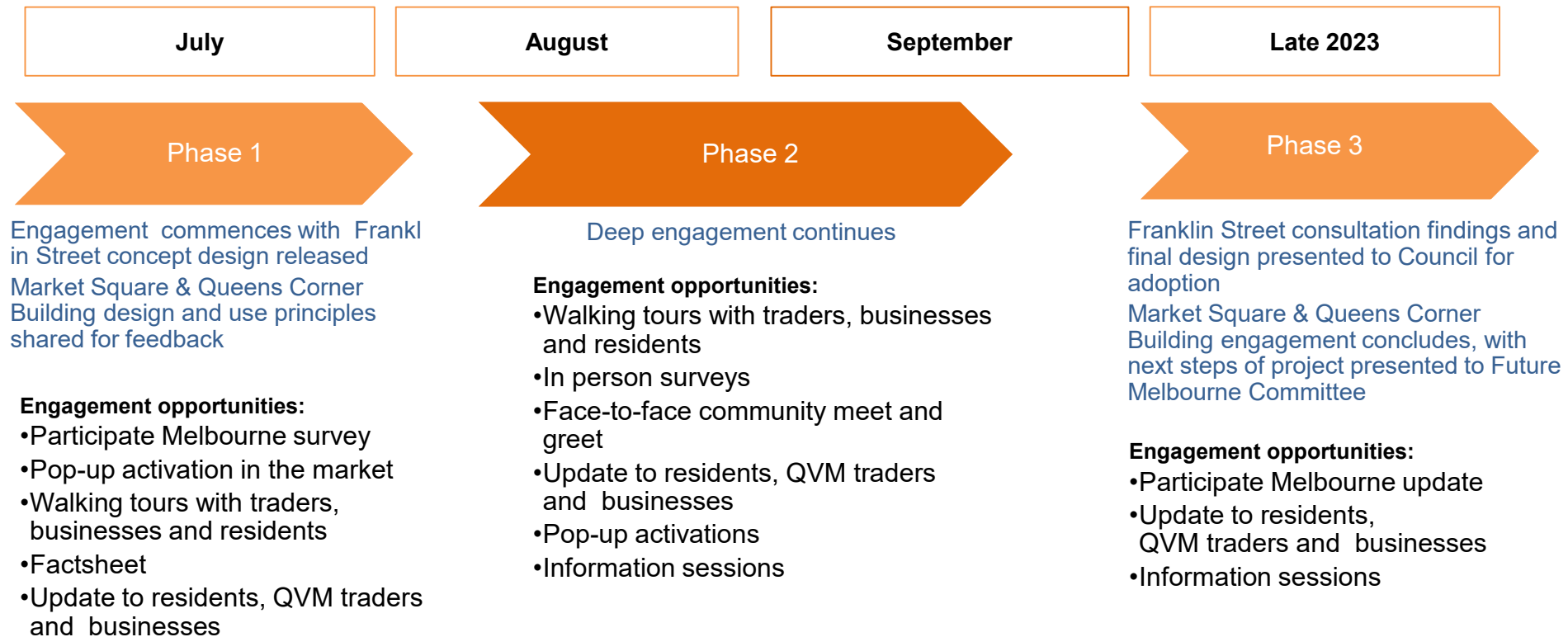
Relation to Council policy

7. The recommendations of this report relate to Council's Community Engagement Policy 2021.
8. The 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 1250m².

- 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.



Emerging Design & Use Principles for Queens Corner Building

Emerging Use Principles

Mandatory Use Principles

State Agreement (2020)

The Victorian Government and CoM entered into a formal agreement in 2014 to enable the transfer of Crown land. Following the People's Panel engagement a new agreement was executed in 2020.

Queens Corner Building:
“...for uses solely for municipal purposes, market purposes or retail and hospitality purposes complementary to the market and adjoining public open space.”

QVMPR Business Case (2017)

Queens Corner Building:
...incorporating a new visitor information centre, providing a unique opportunity for a contemporary addition to this historic part of the city.

QVMPR Masterplan (2015)

Queens Corner Building:

- Accommodate a Victoria Visitor Centre, with potential for a range of other services.
- Provide active retail street edge, and hospitality to support use of the new open space.
- Provide accessible public amenities for this quarter with baby/adult change facilities

Recent Precinct Change

Investment in Munro encompassing a library, makers spaces, community meeting rooms, community facilities and uses

Emerging Opportunities

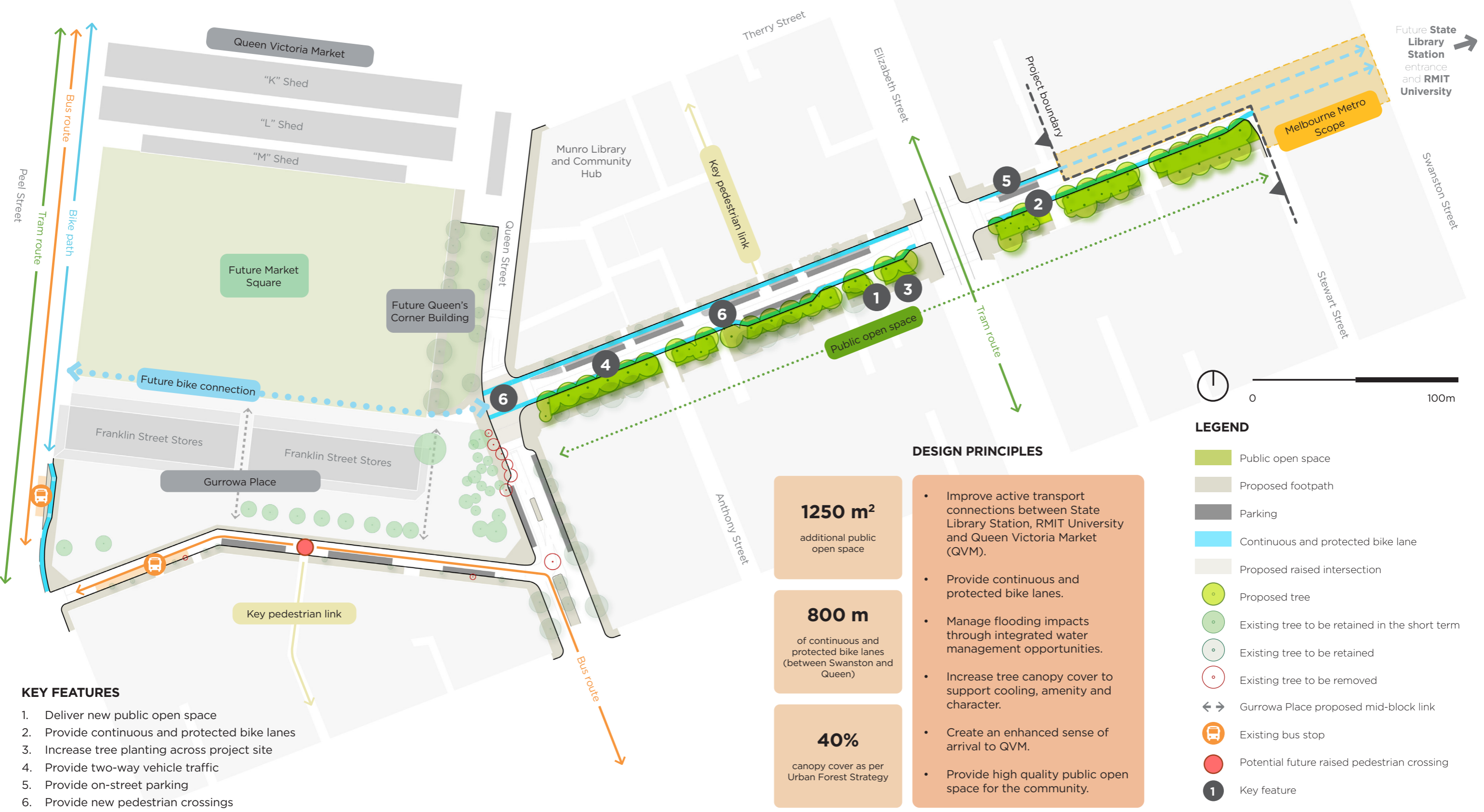
Arts, culture, creative, events, Market Square activations

Emerging Design Principles

- A civic contribution to the precinct
- Connectivity to market activities, Market Square, Franklin Street Stores and Gurrova Place
- Provision for events and activations within and around the built form
- Purposeful relationship between the built form and Market Square
- Sustainable building design



TRANSFORMING FRANKLIN STREET PROPOSED CONCEPT PLAN



- KEY FEATURES**
1. Deliver new public open space
 2. Provide continuous and protected bike lanes
 3. Increase tree planting across project site
 4. Provide two-way vehicle traffic
 5. Provide on-street parking
 6. Provide new pedestrian crossings

DESIGN PRINCIPLES

- Improve active transport connections between State Library Station, RMIT University and Queen Victoria Market (QVM).
- Provide continuous and protected bike lanes.
- Manage flooding impacts through integrated water management opportunities.
- Increase tree canopy cover to support cooling, amenity and character.
- Create an enhanced sense of arrival to QVM.
- Provide high quality public open space for the community.

1250 m²
additional public open space

800 m
of continuous and protected bike lanes (between Swanston and Queen)

40%
canopy cover as per Urban Forest Strategy



- LEGEND**
- Public open space
 - Proposed footpath
 - Parking
 - Continuous and protected bike lane
 - Proposed raised intersection
 - Proposed tree
 - Existing tree to be retained in the short term
 - Existing tree to be retained
 - Existing tree to be removed
 - Gurrowa Place proposed mid-block link
 - Existing bus stop
 - Potential future raised pedestrian crossing
 - Key feature

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