

**Queen Victoria Market Precinct Renewal Program – Provision of Carparking and  
New Engagement Approach for the delivery of Market Infrastructure**

**7 August 2018**

**Presenter:** Rob Adams, Director City Design and Projects

**Purpose and background**

1. The purpose of this report is to seek endorsement of an increase in replacement carpark numbers from 720 carparks to 1000 carparks at Queen Victoria Market, and a new engagement approach and timeframe for working with traders, customers, community members and other key stakeholders on a revised proposal for the provision of market infrastructure.
2. Council has a policy of providing 720 carparks at Queen Victoria Market to replace current arrangements on the at grade carpark adjacent to Queen and Franklin Streets. Based on trader and customer feedback, and further analysis of carpark numbers around the QVM precinct, management is now recommending that this number be increased to 1000 carparks.
3. On 27 March 2018 Heritage Victoria (HV) refused a heritage permit for the dismantling, restoration and reconstruction of the western section of Sheds A to D and the construction of a three level basement (plus mezzanine) accommodating car parking, trader facilities and operational areas to support the market.
4. The provision of market infrastructure is one of 13 packages of work to be delivered through the Queen Victoria Market Precinct Renewal (QVMPR) Program. This package of work remains a critical need to address the challenges facing the market, including lack of infrastructure to support contemporary Work Health and Safety, Food Safety and site security practices, inadequate waste management systems, absence of dedicated trader facilities, a need for enhanced customer amenities, including more public toilets, and ageing heritage sheds.
5. On 15 May 2018 Council noted management's intention to work with HV, traders, customers and key stakeholders to submit a revised proposal for the provision of market infrastructure, with a proposed approach and timeframe to be brought back to a future meeting of Council.

**Key issues**

6. The QVMPR Program Masterplan, endorsed by Council in 2015, nominated replacement carpark numbers at QVM to be 720 carparks. Since this time, further discussions with traders on their operational requirements, and analysis of customer carpark numbers around the precinct, have confirmed the need to increase the number of replacement carparks at QVM from 720 to 1000 carparks.
7. [At its meeting of 31 July 2018, Council approved new governance arrangements for QVM, including greater trader, customer and community input on key renewal and strategic operational considerations.] Alongside this, there is a need for a new engagement approach which provides a platform for genuine, respectful and robust dialogue and increases trader, customer, community and stakeholder involvement and confidence in the development of a revised proposal for the provision of market infrastructure. The outcomes of the engagement approach will aim to:
  - 7.1. Clearly articulate and agree on the challenges contributing to the market's physical and financial decline, the need to raise the market's security, safety and compliance standards and desire to provide a better market for customers and a thriving business environment for traders.
  - 7.2. Increase trader, customer, community and stakeholder involvement in the consideration of options to address the challenges facing the market, and confidence in the transparency of the process, through deeper and meaningful conversations with a broad range of participants.
  - 7.3. Enable officers and stakeholders to weigh up the complexities, issues, trade-offs and opportunities involved in the selection of one or more options for the provision of market infrastructure for consideration by Council.
8. A deliberative engagement methodology – a People's Panel - is recommended to achieve these aims. Deliberative engagement allows participants adequate time, information and support to examine the issues and have a high level of influence in the chosen outcomes.
9. A two-staged approach is recommended, starting with targeted conversations and culminating in a series of workshops to be held between September and October 2018 (Refer Attachment 2). The People's

Panel will include 28 independently and randomly selected traders, customers and community members, together with 12 invited key stakeholders who have an interest in the revised market infrastructure proposal.

10. The People's Panel process will be supported by subject matter experts, and authorities such as Heritage Victoria, Worksafe and Victoria Police will be invited to contribute their technical expertise and advice as requested by the Panel. Inputs to the People's Panel will include the City of Melbourne's original proposal for the provision of market infrastructure, proposals that have been developed by other stakeholders, new alternatives, technical reports and other facts, information and evidence to assist the Panel's deliberations.
11. The workshop participants will identify and prioritise key principles for consideration in the provision of market infrastructure, including the retention of the traditional open-air market, fresh food and contemporary business infrastructure, site security, workplace health and safety, cultural and heritage recognition, improved sustainability and waste management practices and the provision of public open spaces, and test potential options for the provision of market infrastructure against these principles.
12. The new engagement approach, based on inclusiveness, integrity and transparency of process during which a variety of views will be considered, will lead to one or more options for the provision of market infrastructure, assessed against agreed key principles, being presented to Council for a decision in late 2018.

### **Recommendation from management**

13. That the Future Melbourne Committee:
  - 13.1. Approves an increase in replacement carpark numbers at Queen Victoria Market from 720 carparks to 1000 carparks
  - 13.2. Endorses the proposed deliberative engagement approach and timeframe for working with heritage representatives, traders, customers, community members and other key stakeholders on options for the provision of market infrastructure
  - 13.3. Notes that a recommendation on one or more options for the provision of market infrastructure will be brought back to a future meeting of Council, including an assessment of their performance against key principles and required amendments to the QVMPP Program Business Case.

#### **Attachments:**

1. Supporting Attachment (page 3 of 4)
2. Approach and Timeframe (page 4 of 4)

## Supporting Attachment

---

### Legal

1. Legal advice has and will continue to be provided on all aspects of the Queen Victoria Market Renewal Program.

### Finance

2. Financial implications applicable to this matter have been considered in making the recommendation to this report.

### Conflict of interest

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

### Stakeholder consultation

4. This report proposes a stakeholder engagement approach developed in consultation with MosaicLab, which has been appointed to assist with the delivery of the deliberative engagement process.
5. Internal consultation with relevant branches of Council has been undertaken in preparation of this report.

### Environmental sustainability

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

Approach and Timeframe

---

