Issue 2

City of Melbourne City Design Studio

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Introduction

This report provides an overview of design directions for public spaces in and around the Queen Victoria Market. It is intended to provide design coordination across the precinct, additional to that set out in the QVM Precinct Renewal Master Plan (2015), allowing for detailed designs for individual parts of the precinct to be prepared as and when appropriate in relation to implementation timelines. This report is also intended to serve as an explanation of the context for those individual projects when designs are prepared – i.e. its purpose includes guidance during preparation of designs, and information (only) during approvals.

The QVM Precinct Renewal project as a whole entails:

- Works to improve infrastructure and trading facilities at the market
- Commercial development on sites near the market
- Improvement of public spaces.

This document focuses only on the public realm, addressing that in a holistic manner without consideration of boundaries between staged projects.

Key elements of proposed public realm improvements in the precinct include:

- Streets and laneways around QVM, including the frontage of the Franklin Street Stores, will prioritise pedestrian movement and amenity, supporting integration of the market with the surrounding city and providing for kerbside cafes to support streetscape activation. They will feature widened footpaths, with bluestone paving and enhanced lighting and additional trees.

- Queen Street north will be an obstruction-free shared zone supporting access for delivery and service vehicles, and circulation of shoppers moving between the upper and lower market. Some trading and commercial uses such as the doughnut van and cafes will continue to be accommodated. The area will also have a role as an events space.

- The area of Queen Street near the intersection of Therry Street (including the site of the existing toilet building) will prioritise passive and social uses rather than commercial uses, with a well-plantated and furnished pedestrian refuge with ample opportunities for seating and small scale gatherings.

- The existing QVM open-air car park site will be converted to a new public park, helping to meet a demand for additional public space in the now densely-developed north of the CBD. This will be made possible by construction of replacement public parking facilities in major developments on the Munro site opposite QVM in Therry Street, and on a consolidated site at the south end of QVM. The planning and design of this new open space will involve significant public consultation, a process of exploration of options, and consideration of recreational needs of the emerging community in this part of the city. This document primarily addresses the interface of this space with its surroundings, rather than proposing uses and designs for the space itself.
Strategic Context

QVM PRECINCT RENEWAL

The QVMPR Master Plan

In 2013, the City of Melbourne announced the largest investment in its history to embark on the Queen Victoria Market Precinct Renewal (QVMPR). In 2014 the Victorian Government and the City of Melbourne entered into a formal Agreement to realign Franklin Street near the market and transfer some Crown land to the City as part of a package of improvements to the precinct. The street realignments will remove two dangerous roundabouts, improve pedestrian and traffic connections, and improve the amenity of streets around the market. They will also create opportunities for commercial and residential development to add to the area’s vibrancy, and funds secured through this development will be reinvested into the market.

After an extensive process of community engagement, stakeholder consultation, research, options testing and planning, the QVMPR Master Plan was endorsed by Council in July 2015. The master plan addresses (at a high level) heritage conservation, infrastructure, trader facilities, public places, customer amenities, visitor services, community infrastructure, education, commercial viability, car parking, equity of access, sustainability, and design quality. It sets out a strategic vision, key directions and planning framework for the precinct as a whole.

An Implementation Framework has also been developed to provide more detail in regard to the scope and staging of various parts of the renewal program.

Planning Scheme Amendments

In 2017, local planning controls were updated to reflect the master plan’s aims. Amendment C245 to the Melbourne Planning Scheme introduced new controls over development in the precinct in the form of a Development Plan Overlay (DPO 11). It applies to the new public open space proposed on the site of the market’s open-air car park and to building sites to the south and east of QVM fronting Franklin, Queen and Therry streets. It also designated ‘New Franklin Street’ – a proposed link across the QVM site between Franklin and Dudley streets – as a Shared Zone, rather than as a street for general vehicular traffic.

The Munro Site

In 2014, the City of Melbourne acquired a large freehold property south of Therry Street, known as the Munro site, to help support the precinct renewal. Redevelopment of the site is underway and when completed in 2021 will include: market customer car parking (500 spaces); a childcare facility; a maternal, child health and family services centre; a community centre and kitchen, artist spaces and gallery; a hotel and residential apartments including affordable housing; and retail frontages in the low-rise frontage to Therry and Queen streets.

Franklin Street Development Site

In September 2019 Council approved the commencement of legal processes to discontinue portions of existing road reserves south of QVM, including removal of the roundabout at the Queen and Franklin intersection, and a narrowing of the broadly-splayed section of Franklin Street west of Queen Street. This will consolidate a site for commercial redevelopment as per the Agreement with the State Government. A competitive bid process seeking commercial development proposals for the site is planned to follow this process, following a similar model as used for the Munro site to achieve an optimal balance of design outcomes and revenue to support the QVM Precinct Renewal. Development on this site will be required to accommodate at least 220 parking spaces to replace the remainder of public parking on the market site.
QVM Infrastructure Project

In September 2017, the City of Melbourne applied for heritage and planning approval to develop below-ground market infrastructure under the western section of Sheds A to D. These plans included a three-level basement accommodating customer car parking and trader facilities, as well as undertaking restoration works to the heritage sheds upon their re-erection. In March 2018, Heritage Victoria issued a refusal to grant a permit for these works.

Council did not appeal the refusal, and instead established a People’s Panel to deliberate on alternative ways to deliver critical market infrastructure. An independent selection process identified market traders, customers and local residents to join key stakeholders on the 40 person panel. The Panel delivered a report with recommendations for new infrastructure for QVM in November 2018.

The People’s Panel recommended that market infrastructure should be developed in three main locations:
- G Shed reconstruction as a new Traders Shed
- Queen Street North – a new Northern Shed
- Queen Street South – a new Queens Corner Building

Site investigations, design work, consultation and workshops have subsequently been undertaken to resolve this scheme, and the Market Infrastructure Project is currently (as of October 2019) at Schematic Design phase. In September 2019, the Council made a decision to progress work on G Shed and the Northern Shed; development of the Queens Corner Building is to be reviewed coordinated with planning for the new open space.

The infrastructure project has significant relationships with improvements of the public realm in the QVM precinct, affecting access requirements and other operational activities that occur in public areas (some of which will continue to do so even after the new infrastructure is developed) as well as influencing the staged implementation of works.

RELATED MAJOR PROJECTS

In addition to the QVM renewal program, a number of other current major projects will have direct or indirect impacts on the public realm in the precinct. These include:
- Metro Tunnel Project – A new station entry in Franklin Street near RMIT will see a redesign of Franklin Street with one traffic lane each direction and protected bike lanes, and a generous pedestrian zone to the south side. This would logically be extended to Queen Street.
- Elizabeth Street – Traffic closures and footpath widenings are proposed in blocks with tram stops south of La Trobe Street. This will reduce traffic pressures along the rest of the street.
- Westgate Tunnel Project – Expenditure is proposed on a package of streetscape works to prevent this project from generating undesirable traffic in North and West Melbourne. One project specifically named as part of this is Franklin Street.

The three key locations of new critical market infrastructure.
POTENTIAL STAGING OF PUBLIC REALM IMPROVEMENTS

Works Preceding the QVM Infrastructure Project

1: Munro site redevelopment: The streetscape works shown in Therry Street, and along the east side of Queen Street between Franklin and Therry streets, are associated with the Munro site redevelopment.

2: Road realignments and services relocations: The road and services realignment works are required prior to redevelopment of the site south of the Franklin Street Stores. Service relocations through surrounding streets are also required prior to construction of the new Queens Corner Building, Northern Shed and Traders Shed.

Works Integral to the QVM Infrastructure Project

3: Works associated with replacement of G Shed and construction of the new Northern Shed include redesign of the northern part of Queen Street as a shared zone, allowing for a range of traffic management regimes including provision for deliveries and waste removal at certain times, and pedestrianisation at others; and reconstruction of laneway spaces adjoining the new Traders Shed. A large part of the pedestrianised area near Therry Street can also be built at this stage, except for the site of the existing toilets.

4: The design of the Queens Corner Building will need to resolve its interface with the new open space, and it would be desirable to build this new facility in tandem with the open space. The remainder of works in Queen Street can also be completed after the existing public toilets are replaced within the Queens Corner Building. If this project proceeds before redevelopment of the Franklin Street site, the open space would need to be staged to retain 220 parking spaces until they are replaced in the new development (500 spaces will have been provided in the Munro site by that time).

QVM Precinct Renewal Works Separable from the Infrastructure Project

5: A variety of streetscape projects proposed by the QVM Precinct Renewal Master Plan can be implemented independently from the market infrastructure project, in any sequence (at least insofar as they relate to QVM). These include:
   - Removal of the roundabout at Peel / Dudley / William streets
   - Protected bike lanes and other improvements along Peel Street
   - Elizabeth Street between Therry and Victoria streets
   - Victoria Street including DDA-compliant tram stops
   - Franklin Street between Queen Street and the Metro station entry near RMIT

6: Redevelopment of the Franklin Street site (not part of the current proposal) must follow implementation of the Infrastructure Project, which will replace existing facilities used by traders in the Franklin Street Stores. This redevelopment will include car parking that allows for the full extent of the existing surface car park to be converted to public open space.
A ROBUST AND EXPRESSIVE DESIGN

A consistent approach to the design of public spaces is important for a variety of reasons, and the City of Melbourne has a well-established approach to streetscape design that should generally be respected in the QVM precinct.

There is some scope for unique design features and qualities, especially in off-street spaces and areas managed outside of normal maintenance contracts, e.g. by QVM Pty Ltd rather than directly by the City of Melbourne. However, this requires that variations in design correspond to boundaries of areas under differing management regimes. (If existing boundaries do not suit desired outcomes for certain spaces, it may be appropriate to alter those boundaries or the associated management structures, but this is more easily said than done.)

Much of the public realm in the precinct is made up of street spaces that are subject to intensive competition for use, constrained by underground services, and subject to a relentless pounding by the movement of vehicles. These spaces require robust designs and an approach to construction that is easily replicated and reinstated, as damage occurs on a routine basis. They are therefore inherently hostile to most types of fixed physical artworks; the area that offers the most freedom for cultural expression in the design will be the new open space on the car park site – but the permanent design for this space is not part of the current project. However, there will be opportunities throughout the QVM precinct to incorporate arts and creative activities. A draft QVMPR Creative Framework has been developed to provide broad direction for creative and interpretive opportunities in the precinct, during and as an outcome of the renewal program. The proposed vision statement for the Creative Framework is:

The QVM precinct is a place rich in meaning, history and culture. The vision is to strengthen and realise the deep existing and latent potential in these matters so that the Melbourne community can continue to experience and participate in these elements.

This approach can be used to realise and support many of the objectives of renewal. A focus on interpretation allows the site’s historic value to be embedded in the renewal program. A focus on activities that are participatory in nature will also allow for constant renewal and growth of cultural programming, rather than developing a museum-like collection of art objects.

Key principles and design outcomes:

- The design should respect current management boundaries; it should also proactively allow for the potential independent management of any distinct spaces that will have significantly differing roles in the future.
- Streetscapes should be designed using established standards for the central city; within QVM, it may be appropriate to vary these standards to some extent.
- Where possible, public spaces should support arts and creative activities that are participatory in nature, including the potential for creative uses of spaces, temporary installations, and small-scale performances including busking.
RESPECTING OUR HERITAGE

Aboriginal Reconciliation Plan, and Heritage Action Plan

The City of Melbourne respectfully acknowledges that there are sites of cultural heritage sensitivity in and around the QVM Precinct. It recognises the tangible and intangible connection of Aboriginal people to place: as a place of connection for Aboriginal people in Melbourne, and in relation to significant landscape elements such as high ground and water courses. The Aboriginal burial section of the former cemetery is registered as a cultural historic site.

The City of Melbourne Reconciliation Action Plan 2015-18 calls for Traditional Owner groups to be consulted at appropriate stages of conception and design for all designated infrastructure and development projects. Cultural Heritage Management Plans have been completed for the QVM precinct, which contain directions relevant to cultural heritage matters.

The City of Melbourne Aboriginal Heritage Action Plan 2015-18 focuses on the conservation of heritage places, celebration of Melbourne as an Aboriginal place, and collaboration with stakeholders. All of these themes are relevant to the QVM precinct’s public realm.

Key principles and design outcomes:

- Involve Melbourne aboriginal communities, the wider Kulin nation and traditional owner groups in the design process and embed understandings of their cultural values in the project.
- Consider naming of spaces and places in consultation with Traditional Owner groups.
- Involve aboriginal people in events and activities on the site, including provision of a location suitable for welcome to country ceremonies.
- Express Melbourne’s aboriginal history and contemporary culture through the designs of spaces and elements.
- Adopt the agreements in the Cultural Heritage Management plan as they relate to public space. These include the outcomes of further direct consultations with the three Traditional Owner groups on an interpretation strategy for the Batman memorial.

Natural Systems

The City of Melbourne Urban Forest Strategy aims to:

- Approximately double the tree canopy cover, to 40%.
- Improve soil moisture and growing conditions to support healthy tree growth.
- Increase species diversity and support urban ecology.

The Elizabeth Street Catchment Integrated Water Cycle Management Plan also sets targets to:

- Make 40% of the catchment’s soil surface unsealed by 2030 to reduce runoff.
- Reduce total nitrogen contributed to the waterways.

Key principles and design outcomes:

- Significantly increase permeable ground surfaces in the precinct.
- Plant more trees and improve growing conditions to achieve a significant increase in canopy cover within the precinct, especially to increase shading of paved areas.
- Increase species diversity in the trees planted in the precinct.
- Select species to support native urban wildlife.

- 1972 flood in Elizabeth Street. QVM is part of the Elizabeth Street catchment and offers a rare opportunity to substantially increase the permeability of ground surfaces to help reduce flooding.

[The Age, 17 February 1972, as found in G. Presland, The Place for a Village, Museum Victoria, 2008].

- Thermal imaging showing retention of heat in exposed paving within the QVM car park and streets in the neighbourhood, which contribute to the Urban Heat Island effect. Increased tree canopy cover will help reduce this heating of the urban environment.
The Former Cemetery
QVM is the site of Melbourne’s first official cemetery, which was in use until 1917. Exhumations undertaken when the QVM expanded across the site were not complete, and it still contains an estimated 6,500 to 9,000 burials, although many of these have been disturbed by construction.

The former cemetery is now commemorated by the monument from John Batman’s grave, with an accompanying plaque acknowledging that inscriptions on it are historically inaccurate and offensive to Traditional Owners of the land. Passage (1994), a sculpture by Mark Stoner, was also commissioned as a memorial to the former cemetery and those buried here.

Key principles and design outcomes:
- Introduce uses that are more respectful of the former cemetery.
- Acknowledge and provide permanent interpretation the former use through the design.
- Minimise mechanical disturbance of archaeological and human remains during construction and protect them from potential inadvertent disturbance during future works, e.g. with a substantial capping layer.
- Maintain, or re-establish, visible definition of the cemetery’s extent and its identity as a space distinct from surrounding streets.

The Queen Victoria Market
QVM is one of Melbourne’s great 19th century public markets. The halls, sheds and the street-front shops on northern part of the site make up a remarkably intact collection of 19th and 20th century market buildings. The southern area has been significantly altered to form the car park, and there are few above-ground features that require preservation.

Key principles and design outcomes:
Within areas of the relatively intact ensemble of 19th and 20th century market buildings:
- Conserve and avoid changes to significant built form.
- Maintain the area’s spatial qualities including open sightlines through the area of sheds in the upper market.
- New elements should be high-calibre contemporary designs complementing the place.
- Less intact areas including the car park may be changed in more obvious and substantial ways.
AN ACCESSIBLE PRECINCT

The City of Melbourne Transport Strategy (2019) aims to support dramatic increases in the use of walking, cycling and public transport for trips to and within the municipality, and especially to and within the central city. The Australian Government has also set a target of reducing greenhouse gas emissions by 26-28% below 2005 levels by 2030. Aggressive and sustained effort will be required to meet these targets.

Key principles and design outcomes:
- Prioritise support for transport modes according to the following hierarchy (in order of importance):
  - Active transport – walking and cycling
  - Sustainable transport – train, tram, bus and coach
  - Emergency and service vehicles
  - Disabled-access parking, car-share parking, loading
- Reallocate more road space to walking, cycling and public transport.
- Improve the connectivity of routes for preferred transport modes.
- Improve the quality of routes to support preferred transport modes (protected cycle lanes, enhanced pedestrian amenity, etc.).

Active Transport

The Agreement between City of Melbourne and State Government of Victoria (2014), requires ‘making the Market components of the Market Precinct pedestrian only during core market trading times’ and ‘upgrading of streetscapes…incorporating best practice urban design, improved paving, tree planting and public transport infrastructure and connections’.

While there are no train stations within the precinct, entries to Flagstaff, Melbourne Central and the new State Library (Metro line) stations are within a walkable distance. In connection with the Metro Tunnel Project, Franklin Street near Swanston Street will be narrowed to a single traffic lane and protected bike lane in each direction, with a broad pedestrian corridor on the southern side of the street – accommodating a new station entry near RMIT, and generous space for walking, other pedestrian activities and greening when the treatment is extended west across the north end of the Central City to Queen Victoria Market.

The City of Melbourne 2016-2020 Bicycle Plan identifies William/Peel streets as a priority route, and Franklin Street with a connection across the QVM site as a secondary route.

Key principles and design outcomes:
- Support access for servicing to support local land uses in the precinct but discourage through traffic.
- Use traffic calming techniques to encourage slow driving and use congestion to discourage unnecessary traffic.
- Minimise on-street parking and loading and convert traffic and parking lanes to walking space and bike lanes where possible.
- Connect to and enhance walking and cycling connections beyond the QVM precinct to nearby transport facilities and other neighbourhoods.

► QVM compared to Chadstone at the same scale. Although both are major – ‘iconic’ – shopping centres with extensive pedestrian priority areas, they differ fundamentally not only in the type of trade but in their context. Chadstone is set in car-dependant suburbs. QVM is in a highly walkable central city area with excellent public transport services. Planning for access to and within the QVM Precinct must reflect this situation.
Public Transport
The provision of accessible tram stops in the precinct is incomplete. With reconstruction to meet DDA standards, the stops’ locations are subject to review and may affect the designs of streets beyond the sites of the new platforms.

The City of Melbourne Transport Strategy (2018) recommends creation of a tram route along Victoria Street by filling a ‘missing link’ in the network between Spring and Elizabeth Streets. Several PTV bus routes pass through the QVM precinct. Most of these terminate at QVM and loop around the block formed by Franklin, William, A’Beckett and Queen streets. Associated bus stops are mostly on the south side of Franklin Street east of William Street. There is also a southbound stop in Peel Street between Dudley and Franklin streets.

In addition to PTV bus services, City Explorer buses and tourist coaches service the market.

Key principles and design outcomes:
- A number of options for tram stop locations in Peel, William, Victoria and Elizabeth streets should be maintained pending decisions on their optimal locations.
- Most PTV bus routes in the precinct should remain as at present, including the existing bus stops in Franklin Street and in Peel Street.
- The existing drop-off / pick-up facility for tourist and school group coaches should be maintained on the south side of Victoria Street west of Queen Street.
- City Explorer buses should stop in Queen Street south of Franklin Street (slightly south of their existing location) to reduce the need to drive through Therry Street.

Service Access
One of the major challenges in the QVM precinct is to disentangle servicing activities from public access areas. As a largely intact set of 19th and early 20th century buildings, the market unsurprisingly lacks provision for systems of delivery, goods movement and waste management that meet modern standards of hygiene, occupational health and public safety – especially given the current use of equipment such as forklifts throughout the site.

Servicing including the delivery of goods and removal of waste is none-the-less absolutely necessary to QVM’s core business operations. The market’s traditional mode of operating, in which multiple small businesses to operate independently rather than through a centralised delivery system as in modern supermarkets, creates unique challenges for resolving these public and occupational health and safety issues. The bump-in and bump-out process to stage events in the sheds and spaces around them is also necessary to the support the social and cultural programs which have come to be intrinsically associated with the market, and further complicates this design challenge.

Key principles and design outcomes:
- There should be clearer differentiation of lanes through the market sheds as either service corridors or public access routes. Where servicing cannot be spatially separated from public access areas, temporal separation should be used. Where neither spatial nor temporal separation is possible, the design should visibly reflect the shared nature of the space rather than implying non-existent levels of safety.
- Public spaces that are actively used require the equivalent of back-of-house facilities and service access. Provision of these should also minimise conflict between servicing activities and public use.
In 2014 the Victorian Government and the City of Melbourne entered into a formal Agreement to realign Franklin Street near the market and transfer some Crown land to the City as part of a package of improvements to the precinct. The street realignments will remove two dangerous roundabouts, improve pedestrian and traffic connections, and improve the amenity of streets around the market. They will also create opportunities for commercial and residential development to add to the area’s vibrancy, and funds secured through this development will be reinvested into the market.

The Agreement also included, as a component of the project, a proposal to ‘realign Franklin Street to New Franklin Street, so as to create a direct east-west link from the City to Docklands from Franklin Street through to Dudley Street’. It did not specify the nature of the street, or what modes of circulation it should support.

The QVMPR Master Plan recommended that the new street should ‘prioritise local traffic distribution, pedestrian and cycle movement’ and ‘accommodate public bus services re-routed from the existing alignment of Franklin Street’. However, subsequent consultation and analysis determined that it was not an appropriate route for bus services; the preference is to retain these on the existing alignment of Franklin Street.

When DPO 11 was approved by the Minister, the new street’s role was additionally restricted by designating it as a Shared Zone. The consequence of this designation implies restriction of any private vehicular access, and limiting its use to pedestrians and cyclists, because:

- Shared zones do not function safely with high traffic volumes.
- Shared Zones are generally used where it is desired to eliminate vehicular movement but property access is still required; no property access is required from New Franklin Street.
- Adding a leg to the Dudley/Peel/William intersection for a limited-capacity route – i.e. that does not replace significant traffic volumes that now make turns at the intersection – would add to the signal phases required for that intersection and compromise its efficiency, potentially eliminating the ability to replace the roundabout with a signalised intersection.

Current proposals therefore treat New Franklin Street as a pedestrian and cycling route, with no private vehicular access, although it has the capacity to support access for emergency services. This would, appropriately, remain as part of the QVM car park site and be merged into the area of the proposed public open space; it is common for significant pedestrian and bicycle circulation routes to be accommodated within a PPRZ.
Proposed road realignments at the south end of QVM

- North-bound lane of William St reinstated enabling buses to avoid Dudley/Peel intersection
- Roundabout replaced with signalised intersection with pedestrian crossings on all legs
- New Franklin Street as walking and cycling link only
- Eastbound carriageway and parking area in Franklin Street absorbed into redevelopment site
- Westbound carriageway retained as existing including PTU bus layovers and stops, retaining 13m overall road reserve width
- Queen Street roundabout replaced with signalised intersection
- Potential widening of southern footpath to match treatment at new metro station
OPEN SPACES FOR A GROWING CITY

Local Demographics and Recreational Opportunities

By 2037, 30% of the City of Melbourne’s population will live in the CBD – which has only 2% of the city’s open space.

The Flagstaff Gardens are the key existing open space in the precinct and provide recreational opportunities of regional importance. Surveys of the use of Flagstaff Gardens show that informal recreational use increased at least 10% between 2001 and 2017, and accounts for at least 2 million visits a year. There is some capacity to absorb more use, but not to meet the demand that will be generated from the ongoing growth in residents and workers in the neighbourhood. Potential alterations are also constrained by heritage concerns; the site’s historic, cultural and landscape character values are recognised in its registration by Heritage Victoria.

The City / State Government Agreement supporting the precinct renewal requires the open-air car park to be converted to a ‘high quality public open space, which complements the Market and meets the needs of the growing Melbourne city north community’. The QVMPR Master Plan describes this as a ‘backyard’ for all Melburnians to enjoy, offering recreational opportunities that complement Flagstaff Gardens for market visitors and the growing number of inner-city residents. The Melbourne Planning Scheme has subsequently been amended to designate this space as Public Park and Recreation Zone, distinct from the rest of QVM.

The City of Melbourne Open Space Strategy sets out the purposes of public spaces within a hierarchy that reflects their uses and facilities that should be provided in them. The relevant category for the new open space on the car park site is ‘Regional’, which is to cater to a Melbourne-wide catchment as well as the local community. Given this status, the local demographic profile – which is dominated by university students living in small apartments – is relevant to the opportunities that should be provided.

In addition to the major new open space, increased pedestrianisation of Queen Street will create a significant urban plaza, and the wider precinct includes streets and other spaces of varied scales and character. Each of these creates different opportunities to support different recreational and social activities. Collectively, these spaces should be designed and managed to support diverse recreation, social and cultural uses that cater to diverse community needs.

Key principles and design outcomes:

- Match open spaces’ uses to the particular opportunities presented by each space, for example using spaces in streets for small-scale social activities while preserving the usability of the car park site for activities requiring a large area.
- Complement, rather than duplicating, recreational opportunities in Flagstaff Gardens.
- Support variations in use across different times of the day, days of the week, etc.
- Ensure reliability of access to spaces for local use.
- Support social interaction, active recreation and exercise, group dining, study, etc.
- Create defined spaces that can be booked for group activities.
- Support synergistic relationships between facilities in and around the QVM precinct.
Strengthening QVM’s Social Landscape

Traditional users of the QVM include traders, regular and occasional shoppers, and tourists. Increasingly, these will be joined by local office workers and residents. Each of these groups brings particular needs and viewpoints to their experience of the market and the wider precinct. For all of these groups, important elements that contribute to people’s experience and sense of attachment to the place include:

- Relationships and memory – The market is a social space that is rich with long-standing relationships between people (e.g. traders and customers), which are slow to develop.
- Routines – People love their routines at the market; regular shoppers visit the same stalls and move along routine paths. Movement is a key place characteristic. It has a rhythm and pace that is unique and contributes to sense of place or ‘atmosphere’. Routine movement (fast, purposeful, efficient) contrasts with touristic movement (ambling, curious).
- Sensory richness – People’s sensory experience of the QVM is rich and valuable. The age of the place is valued, as are the heritage ‘feel’ and unexpected details including materials such as the flooring of the Dairy Hall.

Key principles and design outcomes:

Create opportunities to meet people.
- Support routines.
- Provide spaces with a high level of amenity.
- Create spaces that can be used spontaneously without formal programming.
- Create programmable spaces.
- Create fast and slow zones and points of interest.

Make spaces that are welcoming to all.
- Ensure universal accessibility and safety.
- Provide child-friendly spaces.
- Support culturally diverse uses.
- Ensure a high level of legibility and supporting intuitive wayfinding, reinforced by multi-lingual signage.

Develop aesthetics that strengthen a sense of place.
- Maintain a sense of grit, age and practicality.
- Maintain continuity in materiality.
- Provide a rich sensory experience.
- Interpret the place’s social history.
SPACES FOR ACTIVE PUBLIC USE

Balancing the Precinct’s Commercial and Civic Roles

One of the key urban design strategies applied successfully in Melbourne over the past several decades has been to encourage ‘frontage activation’ with ground level building uses facing onto streets to stimulate pedestrian activity, provide interest and enhance safety through passive surveillance. Historically, QVM’s sporadic trading hours have worked against this principle, with long inactive periods. The accommodation of active building uses in the redeveloped Munro site, the new Queens Corner Building and adaptive re-use of the Franklin Street Stores will make major contributions to the animation of public spaces in the precinct.

Perhaps the most obvious form of this activation across Melbourne is with cafes and other hospitality venues. The QVMPR Master Plan recommends increasing opportunities for alfresco dining in Elizabeth Street, and along the Queens Corner Building and the Franklin Street Stores to create activated edges onto the new public open space.

While contributing significantly to the public realm, excessive reliance on this kind of activation can mean failure to provide seating places for public enjoyment that don’t require spending money – excessive commercialisation of the public realm. Other means of activating public spaces include provision of entertainment, such as buskers, and staging of festivals and events. However, as with commercialisation, there is a need to ensure that programmed events do not overwhelm and drive away other activities.

The People’s Panel report (November 2018) included a recommendation to ‘provide appropriate and planned recreational space in Queen Street’ to extend the hours of use of the market by the community and to encourage more families to frequent the market, including:

- Green recreational space
- Better amenity, beautification and connections between areas of the market
- Opportunities for entertainment, displays and events

Key principles and design outcomes:

- The public realm should be designed to maximise the contribution of shops, cafes, restaurants and bars and other active uses to the public realm, with high amenity streetscape treatments and generous areas for kerbside cafes along Elizabeth, Therry and Victoria streets, and along the Queens Corner Building and Franklin Street Stores.
- Provide generous areas of non-commercialised spaces for seating and socialising.
- Support potential synergies between traditional QVM trading activities and the new open space, e.g. with opportunities for people to buy market produce and then eat it in the new park.
- Support the provision of entertainment to enhance public use of spaces, by accommodating buskers and small-scale events.
- Design to support the occasional use significant parts or the entire QVM precinct for festivals (with frequency likely to be inversely related to scale).
Christmas gathering in the City Square

Balancing Self-Organised, Managed and Staged Activities

In addition to the major new open space on the car park site, the City / State Agreement supporting the precinct renewal requires the ‘transformation of K&L Shed to expand capabilities for hosting Market activities and a broad range of Melbourne’s community festivals and events.’ The QVMPR Master Plan proposes enhancement of the market as a unique indoor/outdoor setting for day and night markets, seasonal markets festivals, events and other programmed activities in a varied program of activity.

The combination of a large new open space and the adjoining large undercover events space in K&L Shed will be a unique offering for Melbourne, creating opportunities for uses of the two areas in parallel or in combination. Queen Street between Therry and Victoria streets will also be usable as a major civic plaza capable of hosting significant events at times when it is completely closed to vehicular traffic. The new Queens Corner Building will provide public amenities and back-of-house facilities supporting these activities.

Use of these spaces will range from activities that are ‘self-organised’ by people participating, through uses managed by public or commercial organisations, to staged ‘events’. Support for self-organised activity is vital for flexible and convenient individual use, community development, retail trade, and democracy itself. However, there is often a need to manage busy facilities (e.g. through bookings), to ensure sharing across the community. Events can also be important cultural activities, especially given Melbourne’s capital city status, and QVM has a history of hosting significant events such as the night markets and various cultural festivals.

The public spaces need to be designed to support and to help minimise conflicts between these different types of uses.

Key principles and design outcomes:

- It would be consistent with its Public Park and Recreation Zone status to generally prioritise self-organising activities in the new open space, while K&L Sheds are prioritised as a space for staged events.
- Both spaces should be designed to allow for programmed events, including built-in-system for enclosure of key spaces to minimise needs for temporary fencing during events, and infrastructure including power supplies and controllable lighting.
- Building frontages accommodating retail and hospitality tenancies that face onto these open spaces need to be designed to ensure ease of everyday access, with minimal disruption by programmed events – in particular during bump in/bump out periods.
Public Design Structure and Streetscapes

Public Realm Zones, Roles and Character

Central-City Streetscapes

Streets and laneways around QVM including the frontage of the Franklin Street Stores will prioritise pedestrians, public transport and cycling to the highest degree possible while maintaining necessary vehicular access to QVM and other local properties. This will support streetscape activation including kerbside cafes and other social uses, and will also improve the integration of the market with the surrounding city.

Key aspects of the proposed design include:

- Widened footpaths, with additional tree planting, bluestone paving, and enhanced lighting, predominantly using the highest-quality range of standard City of Melbourne details.
- Traffic calming with minimal carriageway widths and minimized on-street parking.

Queen Street Pedestrianised and Shared Zones

Queen Street north is primarily designed to support market circulation, including deliveries and servicing vehicles, and shoppers moving between the upper and lower market. Some trading and commercial uses such as the doughnut van and cafes will continue to be accommodated. The area will also have a role as an events space at special times, when it can be completely closed to vehicular access.

The area near the intersection of Therry Street will prioritise passive and social rather than commercial uses. Key aspects of the proposed design include:

- An obstruction-free open paved shared zone supporting vehicular movements and events.
- A well-planted and furnished pedestrian zone with ample seating and spaces for small-scale gatherings, and potential for integration of artworks.

New Public Open Space

The new open space on the QVM open-air car park site will be only partially established through the Infrastructure Project. Current works are focused on establishment of the site for the open space, and supporting an active interface with surrounding buildings, rather than a permanent design for the area as a whole. Key aspects of the proposed design include:

- The frontage to the Franklin Street Stores will be a pedestrian and bicycle ‘street’ connecting Queen and Peel streets that allows for future uses of the stores to open onto the new public space with outdoor cafes, etc. The frontage to M Shed will similarly be designed as a pedestrian-priority space, setting the stage for the modern enclosures under M Shed to be altered to address the new open space.
- The area along the Queens Corner Building will be a public terrace overlooking the new public open space. This will incorporate a layer of fill to form a protective cap over remnant burials and ‘bury’ the loading facilities in the Queens Corner Building so an active frontage can be created onto the new public space.
- The remainder of the area of the new open space that can be reclaimed from parking after the Munro site redevelopment is completed will be established with an interim treatment of a lawn surface that can be reshaped as desired at minimal expense when a design for the complete space is prepared. Minimal works will be undertaken within the car park in the interim to relocate the car park entry/exit to Peel Street.
MARKET SQUARE: ACCESSIBLE AND ACTIVATED EDGES

The planning and design of the new open space on the QVM car park site – ‘Market Square’ – is a distinct project within the overall QVM precinct and is not addressed in any detail by this document. However, regardless of the uses accommodated in the open space, regardless of its design, and regardless of the form and mix of uses in the buildings around its perimeter, it is highly desirable to create a space with accessible and activated edges that support uses of the space, contribute to its ambience, provide passive surveillance and safety when the space itself is relatively quiet. These uses should, in turn, make good use of the unique park frontage for the public advantage.

It is also critical to ensure coordination between the design of the new open space and the treatments of buildings and spaces around its perimeter.

The planning and design of Market Square and surrounds should:

- Establish universal public access routes around the edges of the open space.
- Create active frontages facing the open space, at ground level and at first floor level where opportunities allow.
- Create a sense of spatial containment, and protect users from traffic noise and winter wind.
- Create distinctive entry spaces as transitions between streets and the new space.
Accessible, active edges of a contained area are of fundamental importance to urban spaces – regardless of the uses and design of the interior.
ACCESS AND MOVEMENT

Despite the aim to significantly improve accessibility, safety and amenity for pedestrians, provision for various types of vehicular access into and within the market precinct will continue to be a major factor constraining design outcomes in the public realm.

**Key Changes in Access Routes**

Roundabouts at the intersections of Peel / William and Queen / Franklin streets will be replaced with signalised ‘T’ intersections incorporating pedestrian crossings.

Franklin Street between William and Queen will be closed to east-bound traffic with that area absorbed into the redevelopment site.

Queen Street between Franklin Street and the entry to the Munro site car park, which now carries only northbound traffic, will be opened to two-way traffic.

Private vehicular access to Queen Street north of Therry Street will be stopped, with access restricted to market deliveries, waste management, etc.

A dedicated bike path will connect between Queen and Peel Streets, to the north of the Franklin Street Stores (only bikes and pedestrians will be accommodated along this route which is referred to in some documents as a Shared Zone; it would not be rational to open this as a new street for general vehicular traffic and then seek to limit traffic along it).

Protected bike lanes will be installed along Peel Street, in keeping with its status as a priority cycling route in City of Melbourne and VicRoads plans.

**Kerbside Parking, Loading and Bus Bays**

On-street kerbside parking should be prioritised for DDA public parking spaces and short term loading zones, which QVM would rely upon at times when Queen Street north is completely closed to vehicles. Parking lanes in Queen Street north of Franklin and in Therry Street should therefore generally be 3.2m wide to allow for flexibility in use for DDA parking or truck loading.

Buses accommodated include PTV routes (maintaining existing routes, stops and layover spaces in Franklin and Peel streets); City Explorer buses (Queen Street, moving south of Franklin Street); and tourist coaches (existing spaces in Victoria Street).

**Control of Vehicular Access**

QVM’s trading areas will be kerb-free to enable movement of trolleys and pallet jacks (replacing forklifts in public areas), by setting the pavement in Queen Street north of Therry flush with the adjoining footpaths. Bollards, gates and other elements will be used to control vehicle access as required. Other streetscapes will typically feature kerbs to control vehicular access.

Hostile vehicle management (HVM): Compartmentalisation of zones within QVM will allow vehicle access on a space-by-space basis while maintaining security in others. This will entail large areas with a secure perimeter (generally using HVM-rated measures) and controlled access, with potential for complete closure at times; operable elements will be within the QVM leasehold area to ensure clear management responsibilities.

Protection of busy footpaths around QVM will be based on principles of deterrence, delay and detection rather than complete isolation from vehicle access. Compartmentalisation using bollards across footpaths at selected locations will prevent high-speed attacks but allow for service and emergency access.
WATER AND SOIL

Permeable Surfaces – Planted Areas
The design of the new open space on the car park site should maximise the extent of permeable surfaces. As this area is entirely above the site of the former cemetery, a typical minimum of 500mm fill above existing levels is suggested to minimise risks of disturbing remnant burials over the long term.

Sub-Pavement Soil Systems
Structural soil cells (Strata Cell or equivalent) are proposed in the main pedestrianised zone of Queen Street to maximise soil volumes for tree root growth and minimise long term risk of tree root damage to pavements.

Structural soil should be used in areas of new tree planting in more typical street conditions, allowing for variation in scale and extent in relation to underground services.

Typical tree pits in all project areas without strata cells are proposed as 2.5 x 2.5 m in area, with grates allowing the root ball to be set well below the surrounding pavement level. This will also support passive irrigation and also provide space for tree root growth over several years without impact on surrounding pavements.

Surface Drainage and Collection from Paved Areas
Surface drainage within the area of the former cemetery will be directed to minimise the number of stormwater pits, with collection via existing drains where possible, to avoid disturbance of remnant burials.

Given the proposed removal of kerbs and channels in Queen Street north to improve trolley and pedestrian accessibility, a continuous grated trench drain will be required along the downhill (eastern) side of the street to prevent flooding of the Food Court, Meat Hall, and Sheds G, H and I. (The Food Court currently suffers from flooding).

Where appropriate, rainwater runoff from pavements will be directed to pits with silt and litter traps – consolidated into the smallest feasible number to reduce maintenance demands – and then distributed through sub-pavement soil systems to provide passive irrigation of trees.

Rainwater runoff from roof areas will be collected in tanks below the basement of the new Queens Corner Building.
TREES

Except for a large palm in Franklin Street, most of the existing trees in the area of proposed works were planted after the 1970s, and the large majority were planted in or after the 1980s. The QVM car park remains the largest treeless expanse of paving in the central city. The City of Melbourne Urban Forest Strategy sets out aims to increase the extent of tree canopy, improve tree health, increase species diversity and support biodiversity on a city-wide basis. The QVM Precinct Renewal provides significant opportunities to support these aims.

Constraints on planting in the precinct include the need to accommodate vehicle movements to service the market, and limitations on excavation within the former cemetery.

Tree Removals

The approach of servicing the market from a new Queens Corner Building and Northern Shed (both located in Queen Street), and reliance on the new Traders Shed (which relies on truck manoeuvres in Queen Street – rather than developing new service and loading facilities in the treeless area of the market sheds – requires extensive removal of existing trees.

Additional tree removals are required as part of the removal of the Queen Street roundabout and creation of the Franklin Street development site. The mature Canary Island Date Palm (*Phoenix canariensis*) in Franklin Street near William Street will be relocated to prepare for redevelopment of the Franklin Street site. A position at the Queen and Franklin intersection Street is suggested for this relocated palm.

Details of all tree removals associated with anticipated works in the precinct, including removal of temporary containerised trees are provided on the following pages.

New Planting

General objectives for planting in the precinct include:

- The contribution to the central city’s overall tree canopy cover should be maximised.
- There should be a balance of evergreen and deciduous trees, located to maximise amenity for users of spaces.
- Species selections should maximise ecological values.
- The number of trees planted should approximately double the number of trees removed, although canopy cover is more important than tree number. In the short term, higher numbers may be appropriate, using fast-growing short-lived species to provide quick infill while more valuable long-lived species are yet small.

Species selections are subject to further consultation, in particular relating to Traditional Owners’ views on design responses to the Aboriginal section of the former cemetery.

Street trees along the Munro frontage of Therry Street will be in typical street tree configurations. Deciduous or open-canopied semi-deciduous trees are desirable for winter sunlight in these strips which are intended to support street trading. The Urban Forest Precinct Plan for the Central City area recommends medium-sized deciduous trees, although the proposed footpath widening will make it feasible to plant large trees.

There is more flexibility within the Queen Street shared/pedestrian zone. The wider space means trees are not required to be in rows as in most streets. As the precinct was treeless through most of its post-colonial history, heritage values do not influence the design, although proximity to the Aboriginal section of the former cemetery may influence species selection.

The approach for the new open space is to be confirmed through consultation relating to its overall design. At a minimum, it should include substantial evergreen trees to provide a screen and windbreak along the Peel Street edge.
*Eucalyptus sideroxylon* bark

*Eucalyptus sideroxylon* foliage.

This may be a suitable tree for Queen Street north.

*Ginkgo biloba* at Flagstaff Gardens

*Ginkgo* foliage in autumn

*Melia azederach*

*Melia* foliage, flowers and fruits

Medium sized deciduous trees such as these are appropriate along the Munro frontage of Therry Street.
PAVING

Standard City of Melbourne Pavements

Standard City of Melbourne bluestone paving will be used for typical footpaths (995 x 495 x 40mm thick on concrete slab). In areas where light vehicle access may occur, a smaller module (495 x 495 x 40mm) will be used, as in trafficable areas of Bourke Street Mall.

The paving of the shared zone in Queen Street must provide:

- A robust trafficable surface and
- A surface that is visually distinct from typical footpath conditions to highlight the mix of pedestrian and vehicular traffic.

Options for this area include asphalt or a robust stone paving (e.g. 145 x 295 x 80mm thick bluestone with granite highlights as used in Swanston Street tram stops). The latter is obviously desirable on aesthetic grounds but the selection depends upon budget allowances, given the significant area combined with the high cost of trafficable stone paving.

Asphalt should be used in:

- Carriageways, crossovers and other key conflict points.
- Footpaths under and around the upper market sheds (Sheds A-F and J-M) and the proposed new open space.
- Footpaths around and extending through Flagstaff Gardens.
Standard sawn bluestone paving for footpaths (995 x 495 x 40mm thick)

Stone paving in Swanston Street tram stops for trafficable areas (145 x 295 x 80mm thick)
STREET FURNITURE

Consistent use of standard street furniture elements helps to maintain a sense of place for the precinct, and, more importantly, facilitates maintenance of the furniture to a high standard over the long term. The use of these standards therefore needs to align with ongoing management regimes for various spaces.

- Established standard City of Melbourne street furniture designs should generally be used in all streetscapes around the market. This includes all areas managed directly by the City of Melbourne, and key public routes through the market including the frontage of the Franklin Street stores, where consistency with surrounding street character will contribute to a more legible circulation network.

- Established standard City of Melbourne park furniture should be used in the major open spaces in the precinct, including Flagstaff Gardens and the new ‘Market Square’.

- QVM Pty Ltd employs its own range of furniture within the leasehold area it manages, including the under the sheds and in Queen Street north, and continuation of this practice is appropriate.

Some new City of Melbourne street furniture designs are currently in development to meet new requirements, including rated hostile vehicle management (HVM) bollards with customised stainless steel shrouds, and non-rated bollards of matching appearance; and 495 x 495 x 450mm high bluestone block/bollards as an unrated HVM and traffic control measure, usable individually as seats / bollards and as a module in linear seats.

The opportunity for customised furniture in the pedestrian zone in Queen Street arises primarily from the desirability for integration of HVM measures and major artworks in the area. Customisation is not desirable for its own sake. Where standard designs, or modular elements of standard designs can be used for these elements that is the option that is most likely to be well maintained over time.
City of Melbourne standard stainless steel ‘rod’ type seats
City of Melbourne standard stainless steel litter bins
This range of high-quality street furniture as used in the central city should generally be used in streets throughout the precinct.

495 x 495mm bluestone blocks proposed as a system of bollards/seats to provide protection from hostile and errant vehicles, integrated with the standard City of Melbourne pavement module and usable singly or in groups. The chamfered corners provide an inbuilt deterrent to skateboarding.

Movable ‘pallet’ style seats and planters in Queen Street. These allow QVM management to re-arrange some spaces to suit different events at different times.
LIGHTING AND POWER

Typical Streetscapes
Lighting of typical streetscapes carrying vehicular traffic will use the City of Melbourne’s ‘King Street’ style lights (approx. 10m overall, tapered aluminium poles). These include options with a single bracket, double bracket, and high + low bracket options, which will be used as appropriate to provide required illumination levels. The King Street lights are accepted as a standard by CityPower and will be treated as part of the unmetered street lighting system.

Pedestrianised Zones
Lighting of predominantly pedestrian areas will generally use the City of Melbourne’s ‘Swanston Street’ lights (5.5m tapered aluminium poles, overall height 7.7m), including:
- Queen Street near Therry Street
- Franklin Street Stores and M Shed frontages
- Queens Corner Building terrace overlooking the new public open space
- Therry Street plaza next to I-Shed (replacing existing park-style lights)

The lights along the north and south edges of the open space will be mounted on a low retaining wall (450mm height) which will serve as a (mostly) above-ground footing for the light poles as well as containing conduits for power supply, minimising the need for excavation within the former cemetery site. This will also provide a way to bring other services (power, water, and telecommunications) into the new public open space.

The Swanston Street lights are to be metered separately from the CityPower street lighting.

Large Clear Spaces
For large spaces which need to be kept clear of poles and other obstacles, including Queen Street near G Shed and the central area of the new public open space, illumination will be provided using a small number of 15-18m tall poles (as on the terraces of Birrarung Marr and in the large open space in University Square). This will also:
- minimise excavation within the former cemetery site
- minimise constraints on future use and redesign of the open space
- enable removal of poles in Queen Street that penetrate through the heritage verandahs.

Northern Shed
The Northern Shed in Queen Street is itself proposed to be used as a source of illumination for the area below and around it, so that no light poles are required nearby.

Events and Trading Power Supply
Metered power supply points for events and trading in Queen Street and in the new public open space will be mounted within both the Swanston Street poles and high mast poles. Pillars for lighting and electrical controls will be the standard City of Melbourne elliptical pillar (Design Standard 710.07).
King Street lights (showing option with high + low brackets)
Swanston Street lights
Tall-mast lights in Birrarung Marr
Directional Signage

QVM is a major shopping complex, a public place, and part of wider city. Signs will be required to support general orientation and wayfinding for visitors, as well as helping shoppers to locate specific parts of the market and information about trading. These signs also need to provide information to QVM patrons who intend to travel elsewhere in the city.

The key issue addressed in this document relates to connections between QVM and the surrounding city, which particularly needs to be dealt with through directional signs placed in the public realm.

In the first instance, wayfinding should be supported through the planning and design of the physical environment, in a way that minimises the need for signposting with:

- Clear paths of travel, clear sightlines, and location of features where they can be seen.
- Consistent use of paving, lighting and other urban elements for specific types of spaces (e.g. differentiating pedestrian areas from mixed traffic zones).
- Provision of visual cues that differentiate spaces that may tend to be confused with similar another (e.g. Sheds A though E, and different levels of car parking structures).

Visitors arrive at the market from all directions and by a number of transport modes. Most of these modes use public streets, so associated entry points to the market are at intersections and pedestrian crossings around its perimeter. The new basement parking facilities will also create a new type of arrival point for QVM with patrons emerging from the Munro site and from the Franklin Street development site. Both of these situations suggest locations for directional signs that are consistent with the City of Melbourne’s wider directional sign system, while leading visitors into key parts of QVM.

More detailed information about QVM, and QVM branding, would appropriately be provided and managed within the QVM leasehold area, in a manner equivalent to directories placed inside entries to department stores. These information hubs should be prominently located at key arrival points at each end of Queen Street North, where they will form a bridge between the wider City of Melbourne directional sign system and detailed information about QVM.

Additional directional, information and interpretive signage will obviously be appropriate on and inside the market buildings, but are not addressed in this report and should be developed and managed by QVM Pty Ltd.
RECOGNITION OF THE FORMER CEMETERY

A large proportion of QVM was built over the site of Melbourne’s first official cemetery, which was in use until 1917. At one stage, the entire cemetery was covered by market buildings, although some buildings were demolished after wholesale marketing moved off site, and the area has since been used for car parking.

Exhumations undertaken when the QVM expanded across the site were not complete, and it still contains an estimated 6,500 to 9,000 burials, although many of these have been disturbed by construction.

The former cemetery should be respected through:
- Avoiding disturbance of remaining burials
- Protection of remaining burials from future potential disturbance
- Uses of the site that are respectful of the former use
- Interpretation of the former cemetery

The latter requires a strategy that addresses the range of different conditions that apply across the site today. These include:
- Areas covered by masonry buildings
- Areas covered by open-sided market sheds
- Open-air circulation aisles among the sheds and buildings
- The new public open space

The open space is the only one of these situations addressed in this document. It would be inappropriate to address interpretation of the cemetery only within this space; measures in that area should be seen as one aspect of a wider interpretive program. However, a balanced interpretation of the cemetery – to say nothing of the site’s history before that – cannot be presented in one simple story. The differing opportunities in the open space and sheds provide a range of opportunities for interpretation, including for multiple voices to be represented. The open space itself provides opportunities for multiple interpretations.

The recommended focus for interpretation in the new space is in a series of spatially-contained entries around its perimeter. This offers several advantages:
- Directing access to the open space through these points will focus attention on the interpretive measures, maximising their impact without requiring immense budgets (as well as protecting the open space from traffic noise and wind, and helping to manage access to events etc.).
- Each of these has the potential to be unique, focusing on different aspects of the site’s history and using different media and styles.
- The multiple, separate opportunities allow various concerned groups to fully express their views, without compromise to achieve consent among all groups for a singular interpretation.
- A focus on these spaces will maximise freedom of expression for the interpretive measures, as they will be relatively unconstrained by uses of the main open space, and vice versa.

One of these should incorporate and respond to the existing Batman Monument.

Approaches to interpretation of the cemetery’s former sectarian divisions in the open space are limited by the fact that the areas allocated to several sects are still mostly or entirely under market buildings. The focus should therefore be on themes relevant to the site as a whole.
Key References

Redevelopment of the Queen Victoria Market, Agreement between Melbourne City Council and the Assistant Treasurer, State Government of Victoria (first 2014, with subsequent Deed variations in 2015)

Queen Victoria Market Precinct Renewal Masterplan (2015)
City of Melbourne Transport Strategy (2019)
City of Melbourne Open Space Strategy (2012)
City of Melbourne Urban Forest Strategy (2012)
Central City Urban Forest Precinct Plan 2013-2023
Melbourne Planning Scheme, including Development Plan Overlay (DPO11), zoning of new open space as PPRZ, etc.
Queen Victoria Market Precinct Renewal Program Creative Framework (2018)