## DOCUMENT TITLE:
Urban Context Report

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MR/JY

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<thead>
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Contents

1. Introduction
   1.1 Executive Summary

2. Urban Context
   2.1 Location and Context
   2.2 Location and Content
   2.3 History - a changing market
   2.4 Queen Victoria Precinct Renewal
   2.5 Site Information
   2.6 Existing Buildings
   2.7 Existing Buildings

3. Design Response
   3.1 Site Opportunities and Constraints
   3.2 Massing and Built Form
   3.3 Basement
   3.4 Service and Access Cores
   3.5 Amenities
   3.6 Shed D - Ramp
   3.7 Streetscape
   3.8 Shadowing
   3.9 Circulation and Access
   3.10 Development Schedule
1. Introduction
1.1 Executive Summary

The Queen Victoria Market Precinct Renewal Program aims to deliver a world-class ‘market of markets’ and surrounding precinct while celebrating the heritage of the site. The future vision for the markets as stated in the Queen Victoria Market Precinct Renewal Master Plan is to deliver a:

- **Market of markets** – A place that supports and encourages sustainable market trading through providing upgraded facilities and amenities
- **A Melbourne experience** – A place to experience local character and identity
- **A community meeting place** – A place to meet and connect with diverse communities

As part of the proposed project within Quarter 2 (Q2), including fresh produce and specialty merchandise market trading, a number of priorities were identified as part of the engagement process:

- Conflicts between forklift and other service vehicles, and public access to be addressed
- Improved access for delivery off-street
- Improved trader facilities including showers and toilets
- Improved waste management facilities
- Connection to a sustainable precinct wide infrastructure

The application design proposal aims to resolve these issues through the key drivers of:

- **Heritage** – Restore and improve the existing sheds and reduce the impact of new interventions
- **Modern** – Create a 21st century logistics centre and trader amenities which are sustainable
- **Experience** – Maintaining authenticity through:
  - Transparency: Maintaining the open market and laneways
  - Identity: The market people know and love
  - A touch of chaos: Letting people safely participate in the action of the market
- **Public** – Making public realm better for people

The basement and new above ground built forms aim to use these drivers to maintain the character and authenticity of the markets while providing a modern infrastructure with a better customer experience and sustainable future.
2. Urban Context
2.1 Location and Context

Urban Context

Location

The site is Shed A to D of Q2, which forms part of the Queen Victoria Market precinct located at the northern edge of the city. Queen Victoria Market is serviced by public transport including Flagstaff Station (400m), Melbourne Central (400m), the future Metro on Grattan Street (500m), and Franklin Street (300m).

Context

The site is surrounded by a variety of streetscapes, and scales of form. These range from the higher scale residential towers of the central city to the south-east, to a 2-4 storey urban scale at the north and west of the site. The land north to the site is located within the City North Urban Renewal precinct, and it is expected to change in scale and density over the next few years.

The scale of the immediate surrounding site remains within a 7m height overlay across the market sheds. This maintains an intimate scale that reflects the existing built form of the heritage open market sheds.
2.2 Location and Content

Urban Context

Victoria Street Entrance
Victoria Street with 3-4 storey retail, commercial and residential

Elizabeth Street
The cluster of 200-250m high residential towers to the east of the site
Peel Street streetscape opposite the market
A variety of commercial, residential and retail with heights from 2-4 floors
2.3 History - a changing market

Urban Context

Spanning several city blocks, the Queen Victoria Market is the largest open air market in the Southern Hemisphere.

Since the market’s establishment in 1878, the market has changed and evolved to respond to changes in trading, technology, and the evolution of Melbourne.

Through changes in technology and a need to expand the services infrastructure of the markets, various renovations have been made over time to accommodate these needs.

The new development provides an opportunity to reintegrate services in a more considered and appropriate manner. This will ensure the markets can evolve for the next generation of traders and customers.

Market Diagram Source: Queen Victoria Market Conversation Management Plan
Queen Victoria Market Precinct Renewal Master Plan and Implementation Framework

The Queen Victoria Market Precinct Renewal Master Plan was developed following extensive trader and community consultation, and was adopted by the Melbourne City Council in July 2015. The Master Plan and Implementation Framework outline a wide variety of proposals to revitalise the market precinct with a strong focus on improving the trader, customer, and community experience. A number of key initiatives to achieve the new vision for the markets included:

- Heritage conservation
- Functionality – Improved back of the house areas for traders
- Infrastructure – Services upgrades to the open air markets
- Trader facilities – Significant improvements to trading and operations infrastructure and facilities
- Customer amenities – Improve customer facilities
- Parking – Ensure customers continue to have convenient access
- Commercial viability
- Equity of access
- Sustainability

Quarter 2

The site for this application sits within the Quarter 2 or the ‘Q2’ area of the renewal strategy.

Q2 consists of fixed trading stalls in open sheds, sheltered in a structured perimeter to surrounding streets. The experience of shopping within the fresh fruit and vegetable produce will be sustained with modern infrastructure. This will ensure the market’s viability and reduce the intrusion of service vehicles into public areas.

Priorities identified through the vision are:

- Resolve conflicts between forklift and other service vehicles and public access
- Improve access for delivery including off-street loading and storage facilities
- Improved trader facilities including showers, toilets and breakout spaces
- Improved waste management facilities
- Develop a sustainable infrastructure

Source: Queen Victoria Market Precinct Renewal Master Plan - City of Melbourne / Queen Victoria Market - July 2015
**SUMMARY OF KEY MASTER PLAN PROPOSALS**

Queen Victoria Market will be a 'market of markets,' a true Melbourne experience, and community meeting place. Its main trading quarters, with a distinctive offer and experience in each, will be interlinked by a network of attractive public spaces and connected to the surrounding city by high quality streetscapes.

**Q1**

The market halls will continue to focus on food and hospitality including meat, fish and specialty food vendors. Shops facing surrounding streets will welcome visitors to the precinct with high quality retail and hospitality establishments and make the market a special destination at all times. Improvements will include modern trader facilities, storage, waste management, and other infrastructure.

**Q2**

The open-air heritage sheds will accommodate fixed trading with a focus on fruit and vegetables and a high quality non-food offer. New trader facilities, storage, waste management and other infrastructure will reduce servicing intrusions in public areas. The Victoria Street shops, F Shed and improvements along the Peel Street edge will shelter the sheds and activate the streets.

**Q3**

The area south of the old cemetery wall will accommodate changing markets and events. A new open space and enhancements to the existing sheds will create a unique indoor/outdoor facility and a new public place for City North. New trader amenities, storage and other infrastructure will support this approach. A new Queen’s Corner building will accommodate visitor and customer services. The market’s old Franklin Street stores will be re-used within a mixed use development south of New Franklin Street.

**Q4**

A new mixed use development will accommodate retail, hospitality and community uses complementing Queen Victoria Market. It will also include the market’s main customer car park, a new mid-block pedestrian laneway or arcade linking Franklin Street to Therry Street, and facilities to support the growing local community.

Source: Queen Victoria Market Precinct Renewal Master Plan - City of Melbourne / Queen Victoria Market - July 2015
2.5 Site Information

Urban Context

The site for this application is shown in the diagram as ‘basement extents’.

To the north of the site is Victoria Street, a 30m wide road with parking, and tram lines running along the centre. To the far side are a series of one to two storey commercial tenancies which face Victoria Street. Along the market edge of Victoria Street are a series of two storey brick shops. These shops open to the street and also the laneway to the rear, interfacing with the market sheds.

To the west is Peel Street, another wide 30m street with a central tram route. On the far side of Peel Street is a mix of commercial and residential development, ranging from two to four storeys in height.

To the east is Queen Street, which bisects the Market. This street varies in width and provides direct access into the open Sheds of A-D.

Old Melbourne Cemetery

The basement extent is shown in red diagrammatically overlaid on to the 19th century pre-market land uses, identified by the black outlines. The southern edge of the basement extends in to a section of the former Old Melbourne Cemetery specifically a portion of the Jewish burial section (Shed D.) An assessment of the Shed D area confirms that all known and recorded burials have been exhumed from the site. The balance of the basement extent (in Sheds A-C,) covers the former Fulton Street and Drill Hall site which were reallocated for market purposes from the 1870’s.

Site outline placed over a 1870 Parish map of the cemetery
Source : Old Melbourne Cemetery by Godden Mackay Logan, April 2013
1:2000 Project location and extents

Key:
- Project Extent
- Title Boundary

Legend:
- TITLE BOUNDARY
- PROJECT EXTENT
- DEMOLITION EXTENT
- BASEMENT EXTENT
- CEMETERY BUFFER ZONE
- DRAWING LEGEND
- REFERENCE TO HERITAGE
- SOLAR PANELS ZONE
- CEMETERY AREA PROJECT EXTENT

Scale 1:1000 @ A1

QVM - PROJECT LOCATION & EXTENT A0001QVM Renewal Project

Rev Description Date
1 DRAFT FOR PLANNING 25.08.2017
2 DRAFT FOR APPROVAL 01.09.2017
3 DRAFT FOR APPROVAL 08.09.2017
4 DRAFT FOR APPROVAL 15.09.2017
2.6 Existing Buildings

Urban Context

1: Peel Street
Existing streetscape
2: Queen Street
Existing streetscape at Shed C and Shed D

3: Victoria Street
Existing streetscape
2.7 Existing Buildings

Urban Context

1. The Market Sheds
   Shed B

2. Centreway
   Shed A looking towards Victoria Street

3. Service Lanes
   Between Shed A and Shed B
1. Peel Street Footpath
   Shed A looking South

2. Victoria Lane
   Looking West

3. Shed L
   Example of existing integration of new built form
3. Design Response
3.1 Site Opportunities and Constraints

Design Response

Site Analysis

Opportunities and Constraints

7m Height Constraint
5m Cemetery Offset
3.2 Massing and Built Form

Design Response

Reduced Impact
Create a minimal area for deconstruction and reconstruction of the heritage market sheds to reduce impact

Optimal Basement
Create a compact basement with 21st century logistics, trader amenities and customer carparking
Cluster Cores

The cores are clustered into two groups - along with the Centreway and at Peel Street.

Direct lift access to ground level for customers and traders with stock.

A modularised core approach maintains open laneways.

Reconstruction and Integration

Market sheds refurbished and reconstructed.
3.3 Basement
Design Response

Level B1 – Logistics and Amenities
Level B1 is the main logistics level for loading and waste. The ramp from Peel Street will provide 24/7 access to three 12.5m long loading bays which will be available to traders, and the clear height will allow for waste vehicle access. Dedicated waste sorting and storage zones will ensure the separation of waste streams from the market for sustainable offsite processing.

Access to six goods lifts will allow forklift between floors (B1/B2). Four goods lifts will also allow direct access to the markets at ground level to deliver directly to trader stores using pallet lifter.

On an upper mezzanine within the B1 space a trader amenities block including showers, toilets, lockers, changing rooms, and a shared breakout space will provide modern facilities for workers onsite.

Level B2 – Trader Loading and Storage
Level B2 allows for traders with a variety of van sizes to unload, load and park within the facility. Dedicated spaces allow for 25 small and 12 large vans – 37 in total.

A flexi 700m² business to business zone for repacking and sorting allows traders to deliver back out into the evolving city. There is leasable communal storage of 1450m² for traders.

Level B3 – Customer Carpark
Level B3 provides 220 customer carparks. Four passenger lifts with direct access into the heart of the market will bring customers into the Centreway, or the Peel Street end of Shed B. This allows for a weather protected, family friendly experience when shopping and visiting the markets.

Site Section
Level B3 - Carpark
Undercover customer carpark for 220 cars

Level B2 - Trader Loading and Storage
Dedicated trader and van loading zone, parking, leasable storage, and business to business sorting and repacking zone

Level B1 and Mezzanine - Logistics and Amenities
This level, serviced via ramp from Peel Street, is designed for large truck and waste vehicle access. Level B1 has a total of six goods lifts usable by traders.

Ground and Roof
Four passengers lifts will provide direct access into the heart of the market - allows for family friendly approach to shopping and visiting.
The cores have been developed to ensure a clustering into two main groups; Peel Street and the Centreway. Both groups of cores contain passenger lifts, goods lifts, service risers, and air supply and exhaust. This strategy of clustering avoids a scattering of penetrations throughout the open air market sheds.

The air supply and exhaust risers maintain a maximum height of 7m. This is to ensure functionality so that the three levels of basement are appropriately serviced, and to fit within the massing of the existing market sheds. Both groups of service cores are also designed to the trader stall grid, and shed bay module, to ensure integration within the ground realm.

Through the core’s articulation, materials, massing, and placement, transparency and openness is achieved. This ensures that the existing laneways are kept clear and open. From the basement, customers and traders will arrive at ground within a glazed lift, and then enter the markets.

Customers will be transported into the heart of the market, with immediate visibility of the controlled chaos of market operations.

Traders will bring their goods up in barrier protected glazed service lifts. This will add to the theatre of the market’s operation.

The core’s materiality will compliment the existing context through the use of natural timber cladding, glazing on the lift shafts, and articulated steel frames. The pairing of solid and transparent elements lends a human scale to the functional shafts.
Peel Street Service and Access Cores
Typical core showing articulation and treatment
3.5 Amenities
Design Response

The amenities building placed within Shed D and at the end of the ramp, provides much needed customer facilities to Q2. Providing added toilet facilities, disabled facilities and parent’s room ensures an improved customer experience.

Inspired by the temporary retail unit placed throughout the existing markets, the amenities building is articulated with a steel frame, timber clad with a glazed skin to the information centre and public frontage.

1:100 Plan of Amenities Block
Amenities - Shed D
Illustrative view looking east within Shed D towards the amenities block
3.6 Shed D - Ramp
Design Response

A 15m wide three lane ramp has been provided to allow access for trader’s large trucks and vans, waste vehicles, and customers. The ramp will provide a resilient and reduced impact approach.

Around the base of the ramp, a robust upstand must be provided to protect against vehicle impact, and prevent people adjacent from falling. This upstand will be clad in timber and have a glazed upper panel to maintain transparency and visibility across the open sheds.

For Shed D entrance details refer to the heritage architect’s drawings.

For further details on the ramp and intersection refer to the transport consultant’s report.
3.7 Streetscape
Design Response

Peel Street Streetscape

Queen Street Streetscape

Victoria Street Streetscape
3.8 Shadowing
Design Response

Autumn Equinox @ 12:00PM
Winter Solstice @ 12PM

Spring Equinox @ 12:00PM
Summer Solstice @ 12:00PM
3.9 Circulation and Access

Design Response

A key driver for the scheme is the provision of a safe and clear environment for the public throughout the markets. As part of this need, forklifts will be only allowed to occupy the basement with pallet lifters allowed at ground level for the movement of goods during business hours.

The delineation and separation of public and trader operations, not only aids in a safer environment but also a readable public space.

Passenger lifts will take customers from the B3 carpark up into the heart of the market from which they can circulate in a safe, barrier free environment. Good lifts will move traders and goods from B1/B2 to ground level where they will open into the existing service lanes where trader will transverse the market with stock to their stalls.

Key:
- Traders
- Pedestrian
- Shared
- Cores / Amenities
- Ramp

Pedestrian movement on site

Trader movement on site (using pallet lifters)
Pedestrian Access

Vehicle Access
## 3.10 Development Schedule

### Gross Floor Area

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<th>PROGRAM</th>
<th>AREAS</th>
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<td>G</td>
<td>Parents Room</td>
<td>55m²</td>
<td>627m²</td>
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<td></td>
<td>Information Centre</td>
<td>102m²</td>
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<td></td>
<td>Toilets</td>
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<td>Amenity Block Circulation</td>
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<td>Cores and Plant (Lift, Stairs, Risers, Services)</td>
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<tr>
<td>M</td>
<td>Trader Amenities</td>
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<td>2,020m²</td>
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<td></td>
<td>Trader Storage</td>
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<td>3056m²</td>
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<td>Trader Amenities</td>
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**TOTAL PROPOSED GROSS FLOOR AREA**: 25,815m²