

Market Square and Queen's Corner Building Engagement

Engagement Summary report

WHAT DO YOU WANT
TO SEE IN THE FUTURE
MARKET SQUARE?

MARKET SQUARE AND QUEEN'S CORNER BUILDING

WHAT WOULD YOU LIKE TO SEE AT MARKET SQUARE?



City of Melbourne

23.11.23

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Project Context

Market Square will create a new 1.8-hectare open space, complementing the Queen Victoria Market (QVM). This project will relocate the existing open-air car park close to the market and transform the site into one of the largest public spaces in the city, offering more public open space for residents, city workers, visitors and market customers.

In addition, Queen's Corner Building (QCB) will be delivered alongside Market Square. The building will become the eastern edge of Market Square and contain public amenities and basement levels for storage and logistics, supporting events and day-to-day operations. The above ground spaces will be available for community use and accommodate uses to support the activation of Market Square. The heritage Franklin Street Stores will be restored and refurbished to provide a southern edge for hospitality and a link from the southern site.

The City of Melbourne sought the community's thoughts and ideas for the future of Market Square and the Queen's Corner Building.

MARKET SQUARE AND QUEEN'S CORNER BUILDING SITE CONTEXT



Who we heard from

Close to 600 people participated in the engagement, providing feedback on what features, programs, or amenities they would like to see in Market Square and the Queen's Corner Building. This includes 221 survey responses, and 362 participants engaged through place-based activities.



7,475

Letters were sent to nearby residents



~180

People participated in a pop-up



221

Online surveys were completed



32

Parents and children participated in a school holiday activity



150

People participated in an intercept survey on site

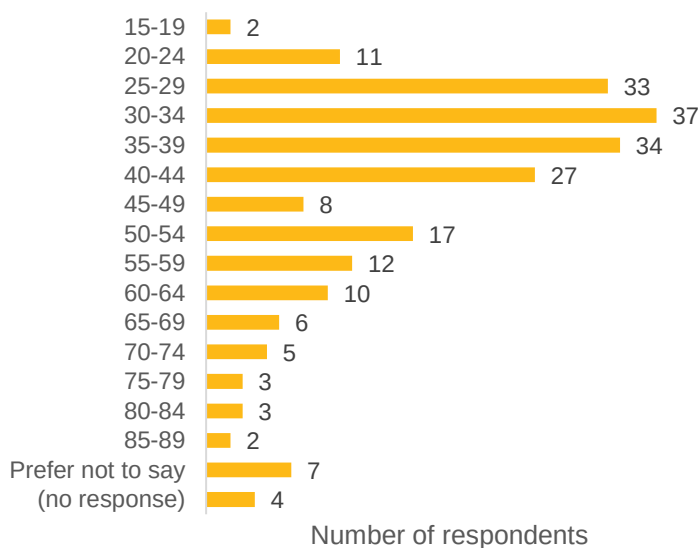


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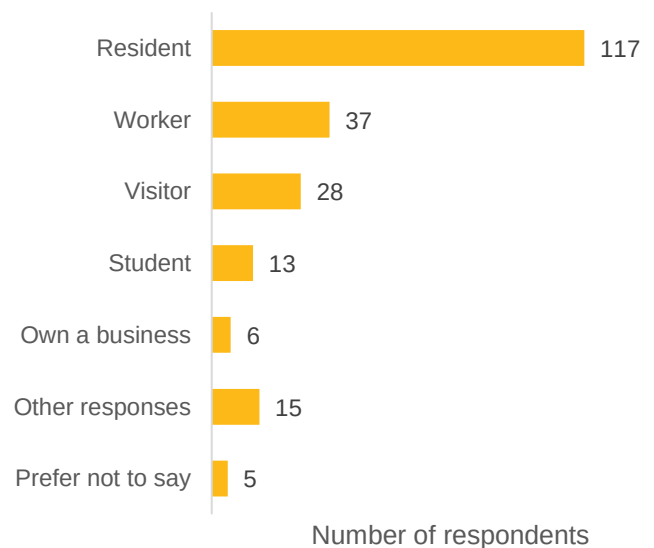
People participated in either a workshop or individual interview

The below charts show the age of survey respondents, and their connection to the project.

Age groups of respondents



Respondents' connections to project



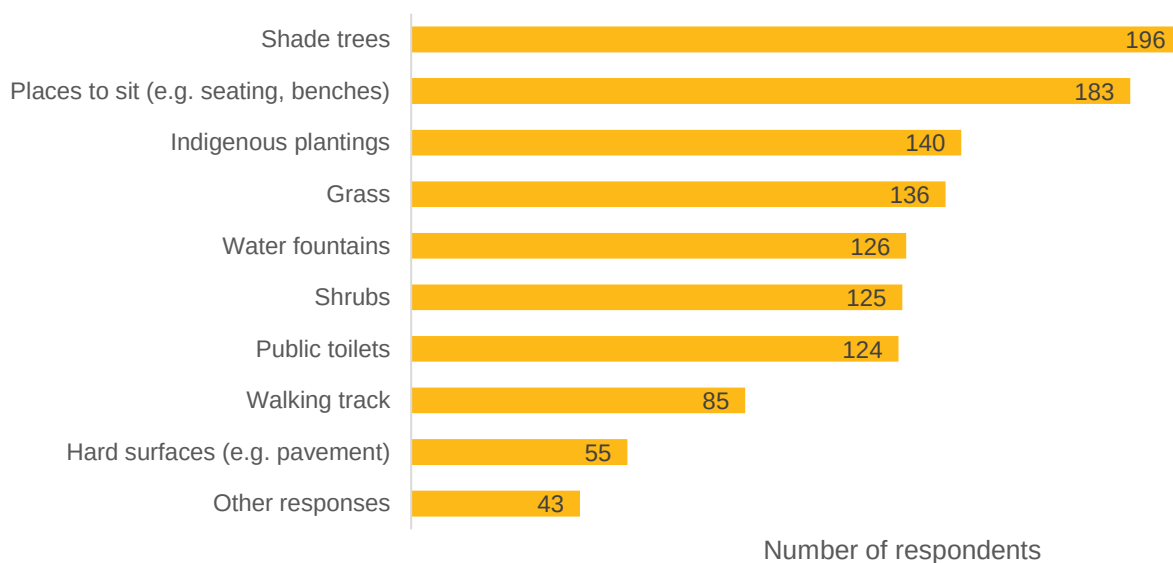
What we heard

The most popular themes in feedback for the design and future use of Market Square and the Queen's Corner Building were:

- **The need for any design to be flexible, scalable and not too prescriptive**, allowing community members to shape how they'd like to use the space.
- **Simplicity in design, with plenty of green, open spaces to sit and relax.**
- **Connection to the market**, with food-related events and spaces to sit and eat produce from the market.
- **Respectful of heritage**, through partnership with Traditional Owners, and through recognition of the colonial history of the site as Melbourne's first cemetery.
- **A desire for family friendly spaces**, including a playground for children.
- **Accessibility embedded in the design**, with clear signage and amenities that enable different groups to use the space.

The chart below shows the landscaping features that survey respondents thought were most important in the future design of Market Square.

Important landscape features for Market Square



“The design should balance aesthetics, functionality and sustainability while catering to the needs and preferences of the local community - and tailor these ideas to suit Melbourne's unique character.”

SURVEY RESPONDENT

We also asked participants about their desired landscaping, features, future use of space and ways to get around Market Square and its precinct. More detail about this is provided below.



Landscaping and features

People want to see:

- Trees for shade.
- Grassy, open areas for relaxing.
- Picnic, barbecue and dining areas.
- Water fountains to attract ducks and wildlife.
- Accessible toilets with baby-changing facilities.
- Playground and play equipment.
- Exercise and fitness equipment (including rock climbing).

“Let's have a place where we can just take a moment from the hustle and throw a blanket down and enjoy nature.”

SURVEY RESPONDENT



Movement and access

Things that will be important for better movement and access are:

- Balancing hard landscaped paths that allow prams, wheelchairs and market trolleys with adequate open space and natural surfaces.
- Pathways to follow the layout of the original cemetery, rather than over the existing burials.
- Cycling infrastructure including secure bike racks, repair facilities and pumps and clear signage.

“I would like to see an honouring of the original laneways through the cemetery that would allow movement of people through the square.”

SURVEY RESPONDENT

Future uses

The key themes from the community about their desired future use of the space were:

- Community members are excited at the creation of new open space in the area and the opportunities for the future.
- People want events relating to the markets purpose, including food and wine events.
- There is a desire for artwork and storytelling incorporated into landscape features and public art, especially Traditional Owner-led artworks and storytelling.
- Some residents expressed concern about additional noise, congestion, traffic and the reduction in accessibility through the precinct, if Market Square and QCB were primarily used as events spaces. Only a small number of participants shared concern about the loss of the open air-car park.

“Most important is to provide spaces to meet people and sit and eat the delicious food.”

SURVEY RESPONDENT

“A destination for families, [with a] children's playground and big open lawn.”

SURVEY RESPONDENT

Next steps

The City of Melbourne will review and incorporate community feedback into the next stage which involves the commencement of the concept design process for Market Square and QCB. When prepared, draft designs will be shared with the community for a second round of consultation.



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Capire acknowledges
and deeply respects the Wurundjeri
people and
the Traditional Owners
of the Victorian land.



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