

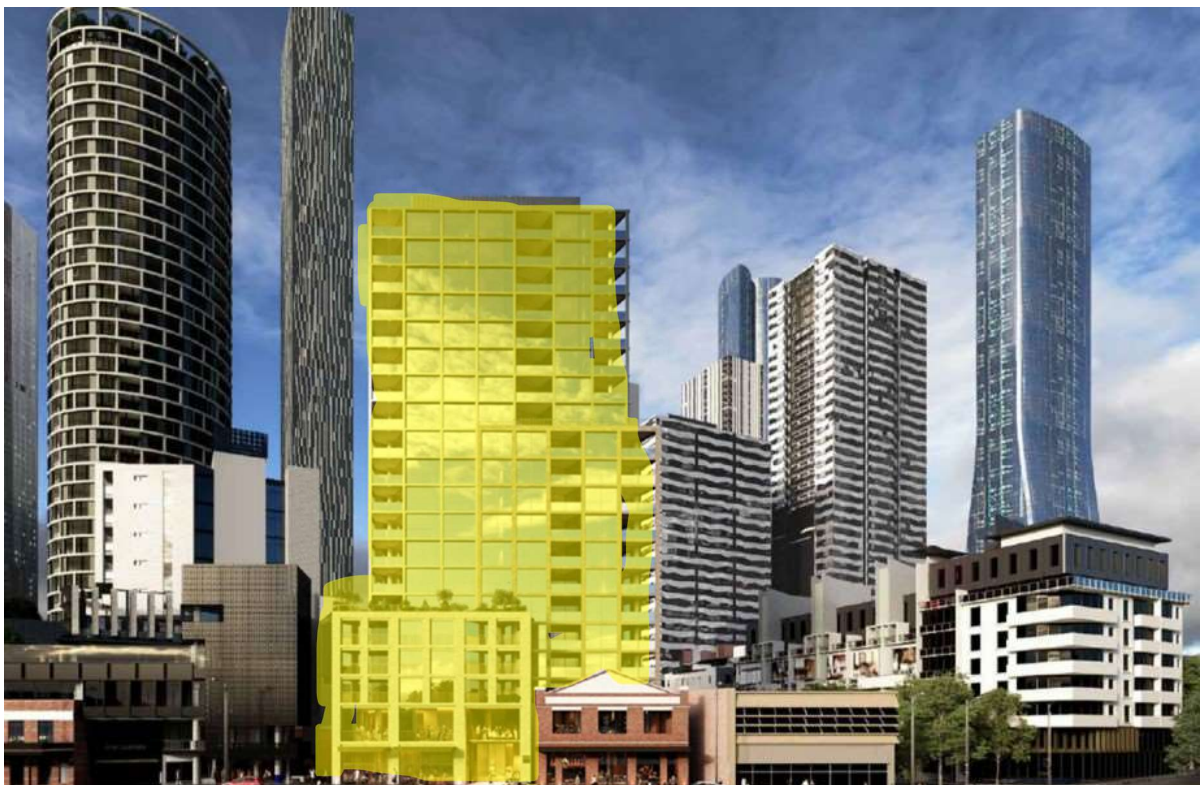
## QUEEN VICTORIA MARKET UPDATE: MORE HIGH RISE FOR THE QVM PRECINCT, MORE FAST FOOD, MORE EVENTS

The City of Melbourne is pressing ahead with plans for 'renewal' of the market and for high rise in the precinct surrounding it. Both developments will further erode the heritage character of the market and its traditional mode of operation.

'Renewal' is essentially the latest revamp of Robert Doyle's plan launched in 2013 to shift the market to 'value add' and modernise it, replacing the traditional setting up by traders with semi-permanent stalls selling prepared food. This is called, in bureaucratic language, 'Specialty Market Trading Format Improvement Project'.

The Council is proceeding with two new buildings on or abutting Queen Street, Trader Shed and Northern Shed, which are at odds with the market's scale and character. And in the market precinct, just to the south of the market, the Council reversed its strategy of protecting the heritage warehouses that serviced the market and sold the property to developers. Council have just approved another multi-story building adding to the twin 10 and 38 storey towers already under construction.

The building at 432-450 Queen Street will be 21 storeys (67 metres) and contain 129 one- and two-bedroom apartments, with 10 per cent allocated for affordable housing. There will also be three levels of retail space.



Source: *The Urban Developer* 6 May 2022 <https://www.theurbandevolver.com/articles/golden-age-queen-victoria-market-plans-wins-approval>

The new development, to be known as 450 Queen Street and seen by critic as another example of the 'spreadsheet in the sky' development of Melbourne, further dilutes the feel of the QVM as a traditional fresh food market. In tandem with the changes already underway to the market itself, all this spells the end of the market as we know it. Not only will its mode of operation as it becomes

more of a food court, but also the stalls will be too expensive for new generations of migrants to enter and grow new clientele. The RHSV supports the Friends of the QVM in their campaign to stop and reverse these policies before it's too late.

David Lansley and Charles Sowerwine