

MGS Architects
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Market Square Quarter Masterplan Issues and Opportunities

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Market Square Quarter Masterplan
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Project overview

The Market Square Quarter will seek to guide the redevelopment of Market Square and surrounding area, as a catalyst for the regeneration of the very heart of Central Geelong.

PROJECT SCOPE

The focus of the Masterplan vision is to create a guiding document for the Market Square Quarter redevelopment which envisages the area as a catalyst for the regeneration of the heart of Central Geelong. The Masterplan seeks to guide future development in the area and will inform future public realm projects. The Masterplan will:

- Respond appropriately to the needs and expectations of the community, collaborating with key stakeholders to introduce best practice design.
- Create a clear direction for the area, bringing together many years of incremental changes and developments.
- Acknowledge the area as an important Wadawurrung site.
- Consider innovative ways of achieving this that move beyond mere representation.
- Reinstate Lt Malop central as a key public space, with emphasis on inclusiveness, pedestrians and the reduction/removal of through traffic.
- Improve perceptions of safety within the area.

PROJECT TEAM

The Masterplan is being prepared by an interdisciplinary consultant team led by MGS Architects and in partnership with City of Greater Geelong.

PROJECT TEAM

MGS Architects

Lead Master planner, Architects, Project Management

Tim Nicholas Landscape Architecture

Landscape Architecture and Public Realm

Stonehouse & Irons

Master planning and Architecture Realm

Hip v Hype

Sustainability

Movement and Place

Transport

Charter Keck Cramer

Feasibility and Market Analysis

Figure 1.1 Market Square Quarter study area
Source: MGS Architects



Key documents

There are a number of important strategies, plans and background documents that are of relevance to the project. These documents have informed the thinking and development of this report.

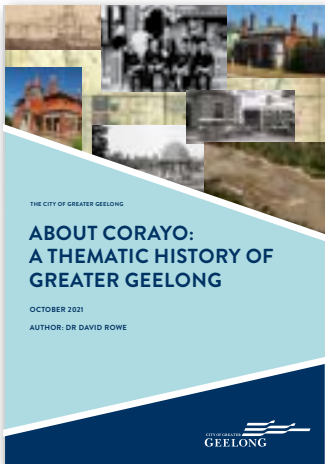
City of Greater Geelong Documents	
2015	Urban Forest Strategy
2016	Geelong Central Drainage/Flood study report
2017	A clever and creative future
2017	Central Geelong Public Realm Framework
2018	Council Plan 2018-2022
2019	Town Centre Community Insights Report
2020	Impact tracker report Little Malop Street
2020	Settlement Strategy
2020	Social Housing Plan
2020	City of Greater Geelong Retail Strategy
2021	Impact tracker Union Street
2023	Economic Development Plan 2023 - 2033 (DRAFT)
Revitalising Central Geelong Documents	
2018	Laneway action plan
2019-20	Central Geelong Framework Plan
Other key documents	
2021	About Corayo: A Thematic History of Greater Geelong

Central Geelong Framework Plan



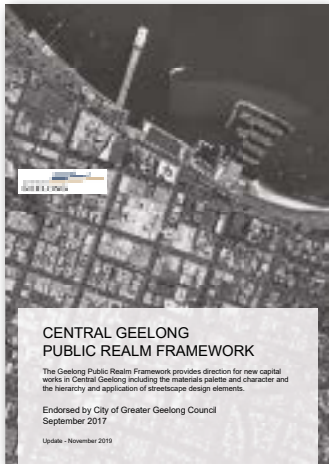
The Central Geelong Framework delivers a 10-year action plan to revitalise Central Geelong by creating greater certainty around growth possibilities and guiding strategic development. The Masterplan options and development align with the framework plan controls.

Thematic History



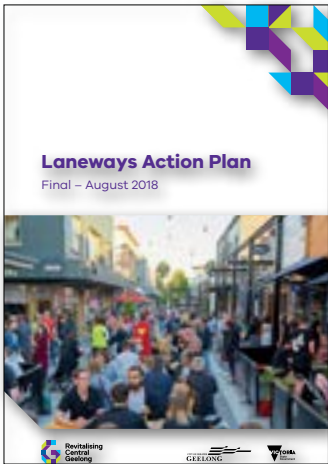
Provides a detailed background of Geelong’s cultural history explored through existing physical evidence. It provides an overview of the history of the Wadawurrung, details of key places of cultural heritage significance and historic themes relevant to Geelong which will influence heritage and cultural thinking in the Masterplan development.

Central Geelong Public Realm Framework

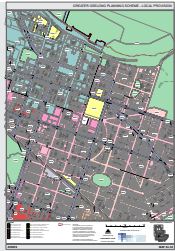
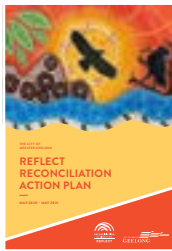
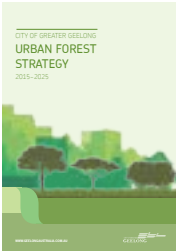


The principle guiding document for public realm intervention in Geelong. The document provides a design benchmark, outlining a cohesive identity for Geelong’s public realm which will be reflected in the development of the Masterplan options.

Laneways Action Plan



The document provides recommendations and a roadmap to achieve a significant laneway culture in Geelong. It identifies possible future connections and outlines a strategic vision and guidance on how to achieve it. This action plan provides a framework for the Masterplan options development to test and explore.



Context and analysis

1

1.1 Context Wadawurrung Country

For at least 45,000 years, this land has been the home of the Wadawurrung people and continues to be so. It is vital that the future of Market Square includes the Wadawurrung people as it is a place of particular and continuing significance to the Wadawurrung people today.

WADAWURRUNG

Wadawurrung Country originally extended over approximately 7800 square kilometres, taking in the Bellarine Peninsula and west towards the Otway forests and north boundaries to Mount Emu and Mount Misery, extending to Lake Burrumbeet, Beaufort and the Ballarat goldfields, and north of the Werribee River.

Wadawurrung, the name of this language group traditionally meant 'the people who belong to the water', in reference to the rivers, creeks, lagoons and other water sources within the Wadawurrung boundary.

The lands around the Quarter were bountiful for the Wadawurrung with staple foods including shellfish, murnong (yam daisy roots) eels, lerp sugar, berries, seeds from wattle and swamp gum, grains, buds, bird's eggs, shoots and orchids.

Supplementary foods included snakes, lizards, tortoises, kangaroo and smaller marsupials.

Wadawurrung people continue to live on Country today and are represented by the Wadawurrung Traditional Owners Aboriginal Corporation.

EUROPEAN DISPOSSESSION

Wadawurrung population in the Central Geelong area declined rapidly with the arrival of European settlers. William Buckley reported over 700 Wadawurrung people attending gathering prior to 1835. In 1853 a census of Wadawurrung people in the area of Central Geelong counted only 17.

The impacts of graziers in the area were profound with livestock and fields rapidly replacing the abundant native plants and wildlife. Murnong and important staple was decimated by the arrival of sheep.

Wadawurrung people were excluded from the city limits of Geelong after dark from 1843 and forbidden from collecting fish or gathering resources there. Significant efforts were made to remove Traditional Owners from their land and relocate them off Country to Corranderk.

WILLEM BAA NIP

It is understood that Market Square was the birthplace of Willem Baa Nip, who became one of the few last Traditional Owners living on Country through this period.

STREET NAMES

Geelong's street names such as Malop, Moorabool and Yarra link to Wadawurrung language including food sources, key landscape features and other key attributes of the local area.

CURRENT DAY

Wadawurrung people and culture continues on Country today and are represented by the Wadawurrung Traditional Owners Aboriginal Corporation and numerous other organisations supporting ongoing culture and knowledge.

Significant annual events such as Reconciliation in the Park and National Reconciliation Week take place in Central Geelong and form an important part of celebrating Wadawurrung culture.

Figure 1.2 Wadawurrung language area extents (olive green) and City of Greater Geelong (ochre)



Figure 1.3 Significant locations: Barwon River and You Yangs



Figure 1.4 Emma von Stieglitz, Deserter Mia Mias at Villamanatta, 25 March 1854. Source: A Thematic History of Greater Geelong, Rowe, D., Chapter 6

Figure 1.6 Murnong root grew abundantly in the Geelong area and was an important food staple.



Figure 1.5 Wadawurrung people possibly at Duneed Reserve c.1861. Standing from left to right: Willem Baa Nip (King Billy Gore), Dan Dan Nook (King Jerry), Eliza (Queen Eliza), Harry Douglas Gore and Mary. Sitting from left to right: Timboo and Emma. Source: A Thematic History of Greater Geelong, Rowe, D., Chapter 6

1.2 Context Strategic growth

Strategic policy has identified a clear need for increased residential and commercial floor space capacity within the heart of Geelong. By 2050, Central Geelong is forecast to require approximately 650,000m² of commercial floorspace and 500,000m² of residential floors space to meet demand. In the heart of the city and including a strategic redevelopment site, in the form of Market Square Shopping Centre, the Quarter can deliver new living and working environments in an excellent location.

GEELONG'S GROWTH

Over the past 10 years, Geelong has been Australia's fastest growing region. It has become a regional services hub servicing the broader district. This has attracted not only government services, but the creation of private regional headquarters and growth in professional services.

Health care has grown significantly with the consolidation of major health services in and around University Hospital.

With more jobs occurring in Central Geelong, the city's hospitality and food sector is growing, supported by lifestyle trends, a growing professional services industry and growing local incomes.

With this growth has arisen a number of issues with the relatively low level of housing present in Central Geelong resulting in historically low vacancy rates and affordability issues.

BUSINESS NUMBERS IN GEELONG STATISTICAL AREA 2			
SECTOR	2017	2021	%
Retail	106	87	-18%
Food and Accommodation	216	239	+10%
Professional services	378	416	+10%
Health care and social assistance	73	422	+578%

Figure 1.9 Source: Charter Keck Cramer utilising ABS Data

While there has been a number of contemporary apartment developments delivered in Geelong over the past few years, this has done little to alleviate pressure in an extremely tight rental market.

CHANGING CENTRAL GEELONG

Population and jobs growth is driving a change in role of Central Geelong, from a regional town with retail oriented main street to a mixed use urban core comprising professional services, living and entertainment coming to the fore.



Figure 1.10 Source: Charter Keck Cramer utilising ABS Data

Figure 1.7 Projections for spatial requirements in Central Geelong. Source: Charter Keck Cramer

	Total Floorspace 2020 (m ²)	Baseline 2050 (m ²)	Upside 2050 (m ²)	Optimistic 2050 (m ²)
Office	268,365	+47,312	+139,432	+160,129
Entertainment	73,791	+17,204	+44,700	+49,062
Accommodation	29,338	+16,077	+41,572	+42,523
Retail	161,231	+34,170	+78,827	+83,265
Health	99,435	+246,184	+258,198	+272,295
Education	146,685	+53,289	+92,181	+130,645
Other – Notional	125,405	+88	+188	+198
Total	888,828	+414,323	+655,097	+738,116

Figure 55 Employment floorspace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

	Baseline	Upside	Optimistic
Population change	+5,048	+7,544 to 9,952	+9,952 to 12,360
Dwellings	+2,805	+4,191 to 5,529	+5,529 to 6,867
Additional residential floorspace 2020 to 2050 (m²)	+210,621	+339,612 to 508,659	+471,398 to 645,457

Figure 56 Residential floorspace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

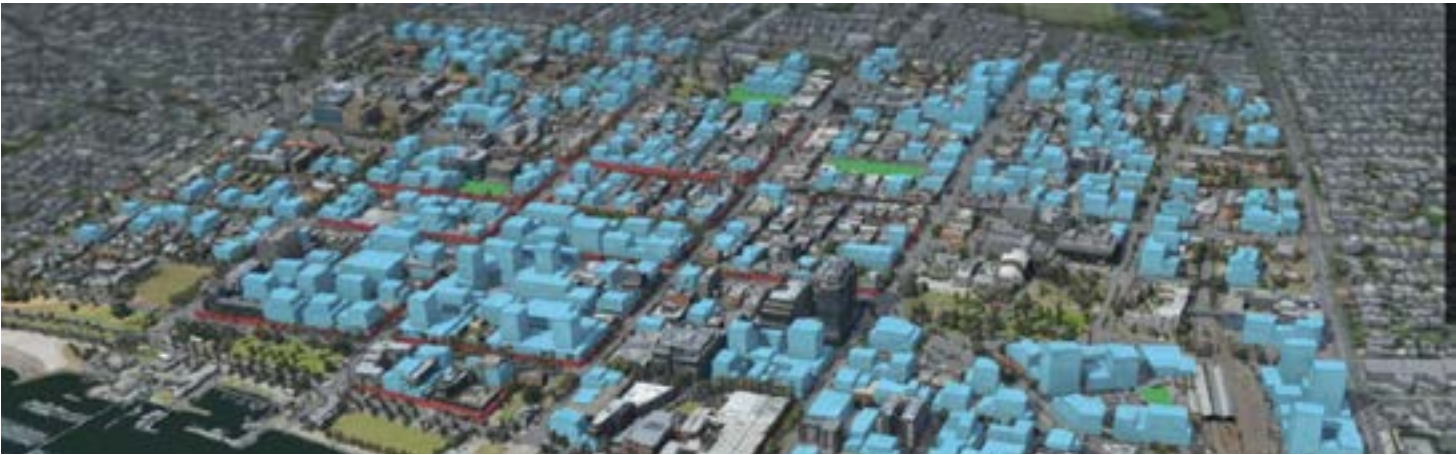


Figure 1.8 Development massing test Source: MGS Architects

1.3 Context Planning controls

The Central Geelong Framework Plan identifies the site as a strategic redevelopment site with a clear ambition of medium rise development on the site that enhances and protects the public realm.

ACTIVITY CENTRE ZONE

The site is located in the Activity Centre Zone which reinforces the site’s role as a core part of the central city.

Higher density development and a wide variety of uses are encouraged in this zone with a focus on outcomes that activate the public realm.

HERITAGE OVERLAY

A number of individual heritage overlays apply to portions of the quarter, most notably heritage façades incorporated into the Market Square Shopping Centre, Bright and Hitchcock’s at 115-139 Moorabool Street, Geelong and a portion of buildings fronting Ryrie Street.

CENTRAL GEELONG FRAMEWORK PLAN

The Central Geelong Framework Plan provides a comprehensive set of development controls to guide development in the quarter as is referred to throughout the Masterplan.

BUILDING HEIGHTS & FAR

Mid rise higher density development is supported in the quarter with preferred building heights range between 21 - 42m.

The Market Square Shopping Centre site is identified as a strategic redevelopment site. A preferred floor area ratio of 5.5:1 is specified for the site.

PUBLIC REALM AND OVERSHADOWING

Mandatory overshadowing controls are proposed for all streets abutting the quarter, requiring future built form to preserve solar amenity.

Controls protect the southern footpaths of Malop Street and Ryrie Street from overshadowing between 11AM - 2PM on the Spring Equinox (measured 6m from boundary).

Controls protect the east-west footpaths of Moorabool and Yarra Street from overshadowing between 11AM-2PM on the Spring Equinox (measured 6m from boundary).

Controls protect Little Malop Street and Union Street from additional overshadowing above an 8m street wall between 11AM-2PM on the Spring Equinox.

STREET WALL HEIGHTS

The Framework Plan identifies differing street wall heights for differing interfaces in the quarter.

16m (4 storey) street walls are sought to the northern half of the quarter facing Moorabool, Yarra and Malop Streets.

12m (3 storey) street walls are sought to the southern half of the quarter facing Moorabool, Yarra and Ryrie Street.

8m (2 storey) street-walls are sought fronting Little Malop Central on both sides.

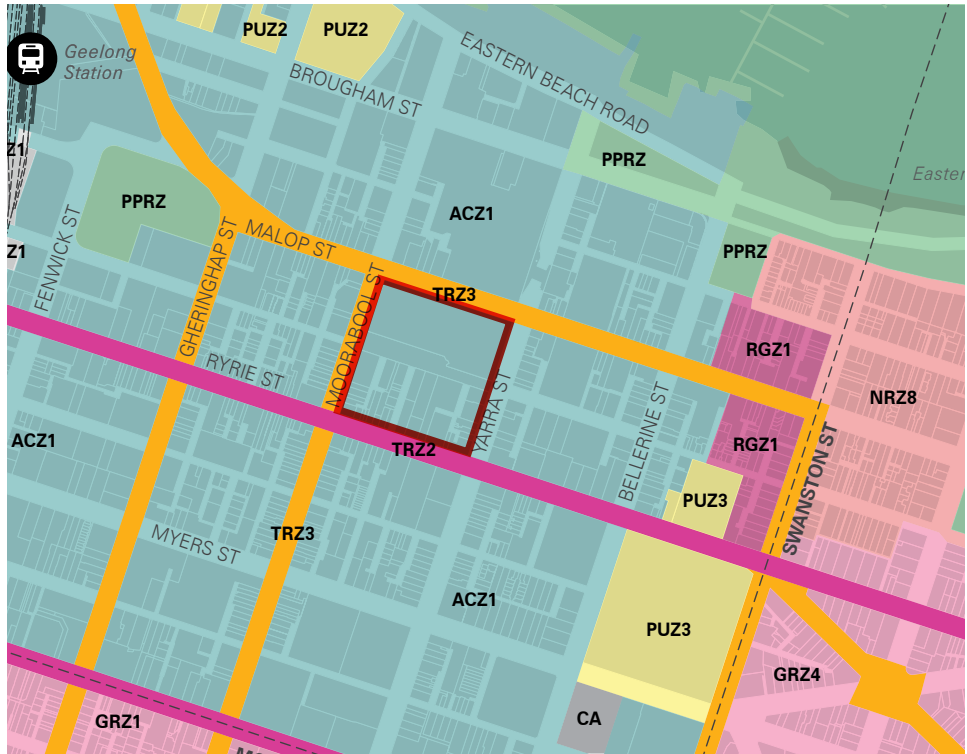


Figure 1.12 Zoning plan

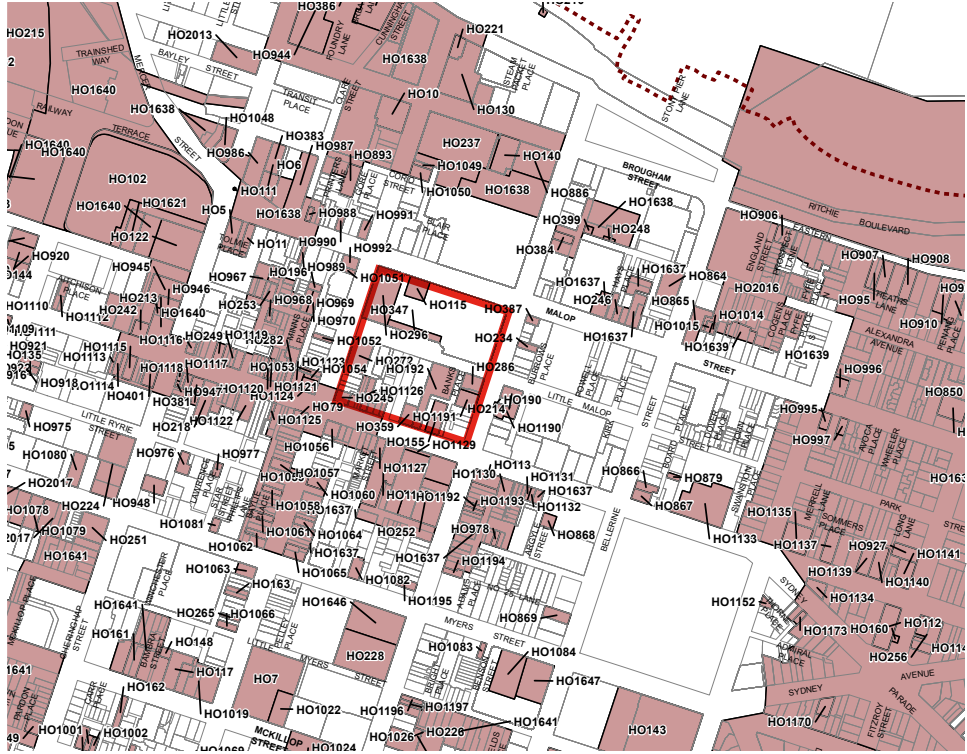


Figure 1.11 Heritage overlay

1.3 Context Planning controls

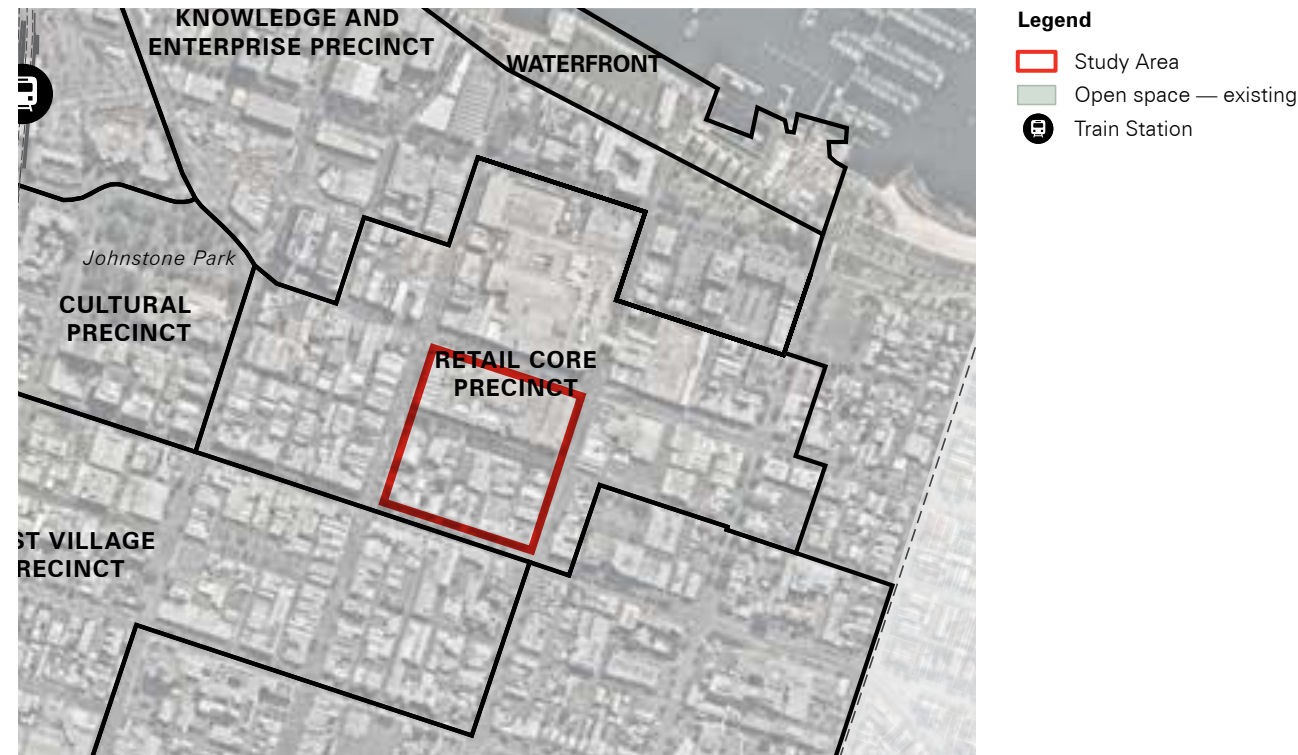


Figure 1.14 Framework Plan, Retail core precinct

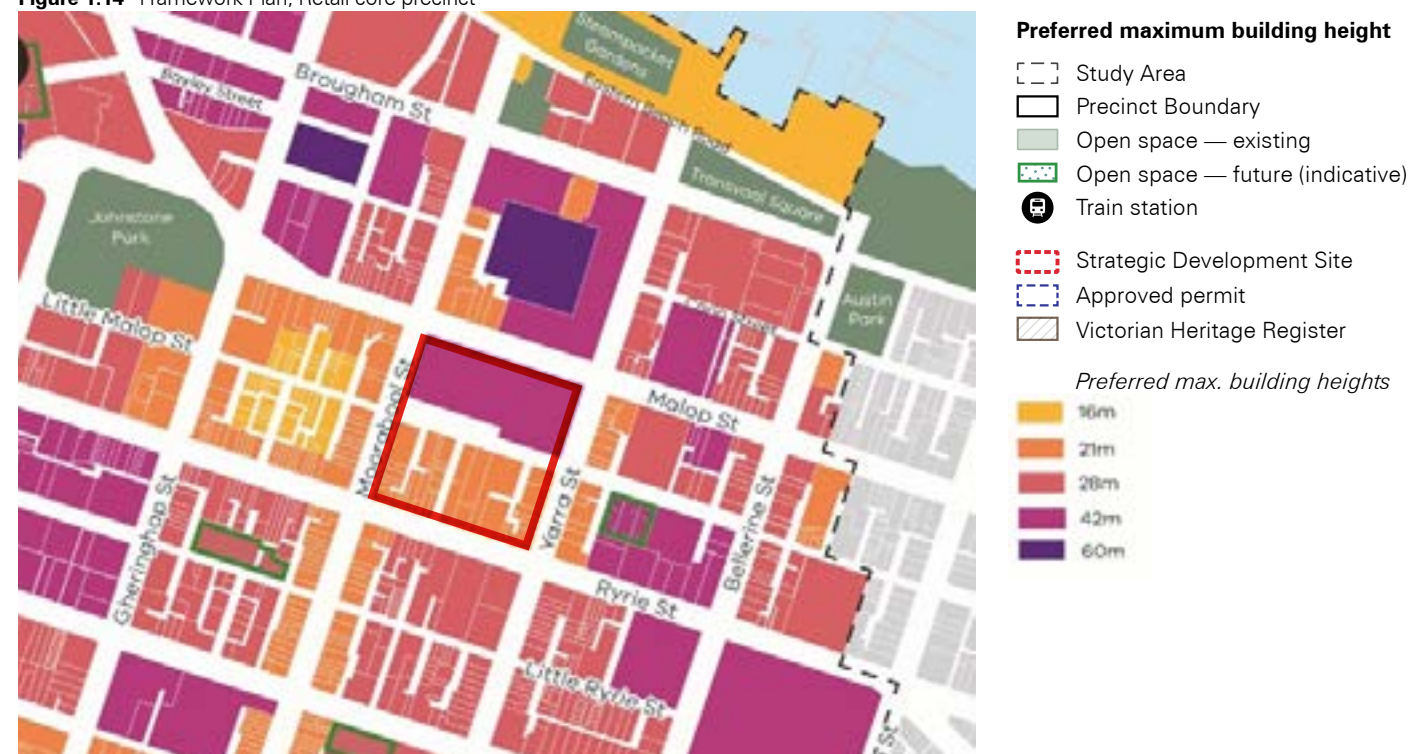


Figure 1.13 Framework Plan, Retail core quarter, Maximum building heights Source: Planning Scheme.



Figure 1.16 Framework Plan, Retail core precinct, Street wall height. Source: Planning Scheme.

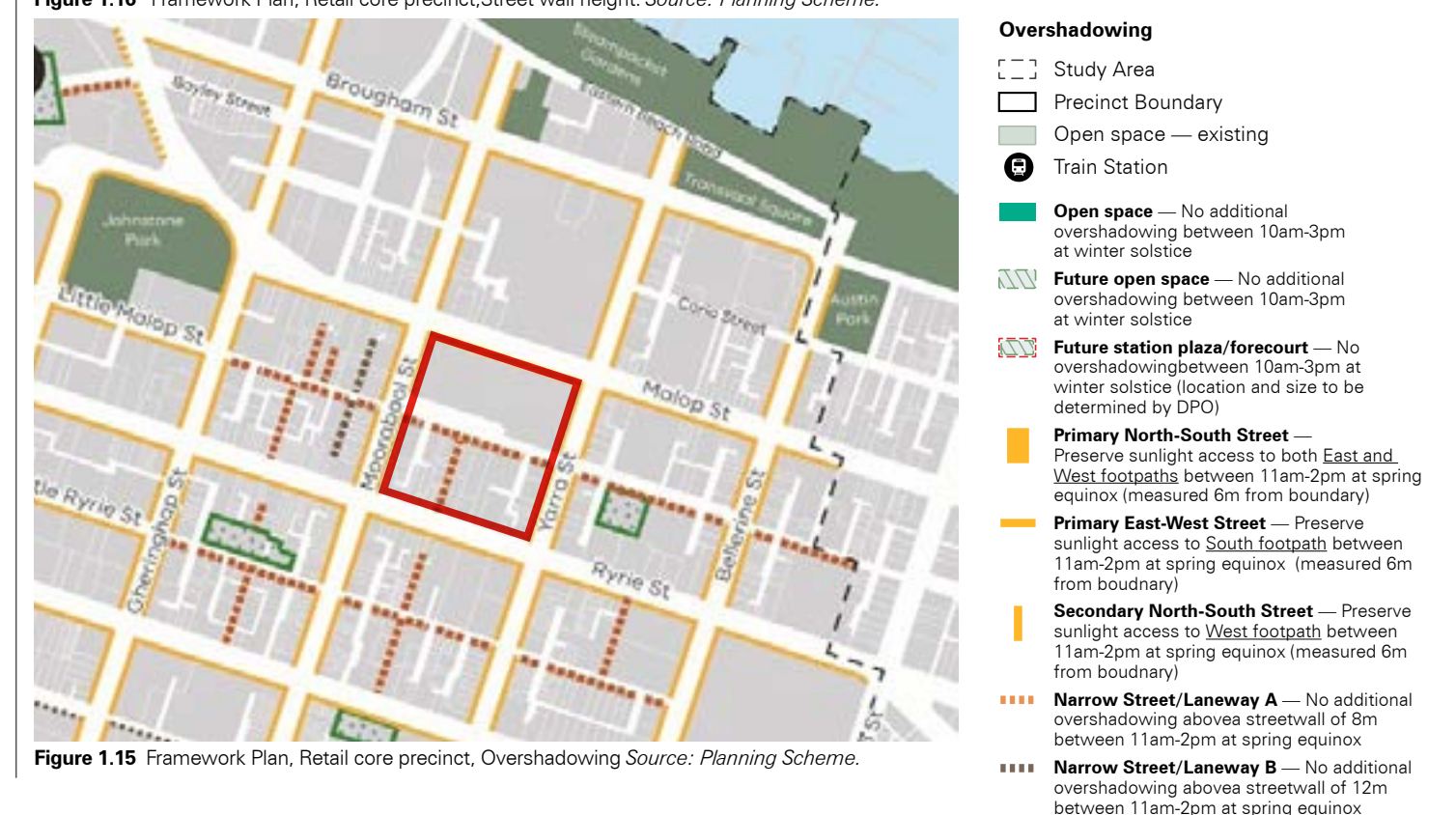


Figure 1.15 Framework Plan, Retail core precinct, Overshadowing Source: Planning Scheme.

1.4 Context Landscape context

The site sits at the heart of Geelong with Moorabool and Yarra Streets placing the site directly on the axis between Kardinia Park and the waterfront, while Malop Street and Little Malop Street link between the cultural precinct in the west and Eastern Park to the east.

HISTORIC LANDSCAPE

The Geelong area comprises predominantly yellow and white sandstones with basalt flow from the volcanic plains influencing the broader surrounds. The area included open woodlands and was understood to include billabongs that provided an abundance of resources, medicine and foods.

FROM RIVER TO BAY

Moorabool Street and Yarra Street form important links across the landscape stretching between the edge of the Barwon River and Kardinia Park to the south and the waterfront to the north.

GREEN SPINE

The Green Spine project along Malop Street is transforming Central Geelong as a vibrant linear park connecting Johnstone Park and Eastern Park.

GATEWAY TO REGIONAL LANDSCAPES

Geelong serves as a gateway to a diverse set of regional landscapes from coastal landscapes to the south to inland volcanic plains to the north and west.

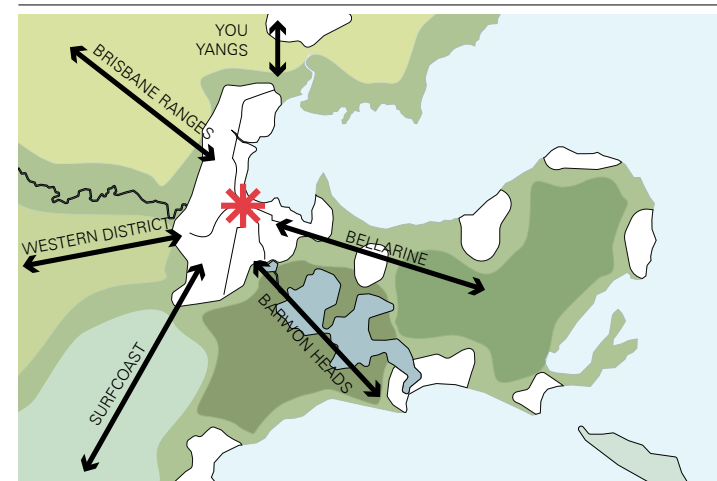


Figure 1.20 Regional landscape context Source: MGS Architects & Stonehouse Irons



Figure 1.18 Corio Bay and Geelong waterfront



Figure 1.19 Barwon River Regatta



Figure 1.21 Barwon Heads

Figure 1.17 Regional landscape context Source: MGS Architects with Stonehouse Irons and TNLA



1.5 Context Urban context

The Market Square Quarter is easily accessible from surrounding key destinations including the Arts and Culture Quarter to the west, Deakin University along the waterfront, University Hospital to the south-east and is immediately adjacent to Westfield Geelong to the north.

RETAIL CORE

Market square sits at the centre of the core retail Quarter in Geelong.

Characterised by shopping centres to the north (Westfield and Market Square) the retail core transitions to finer-grain shopping in the southern end of the Quarter.

CONNECTION TO KNOWLEDGE AND EDUCATION PRECINCT

Directly to the north-west of the site is the knowledge and education precinct, home to Deakin University's waterfront campus and several large government offices including City of Greater Geelong and Worksafe. Market square is well connected to this precinct and is only a 10 minute walk from Geelong Central station.

CREATIVE SPACES

Directly to the west of Market Square site the major creative destination within Geelong - the Gallery and Arts Centre. Complementing these creative functions, Creative Geelong rents spaces in Centrepoint Arcade and operates an active programme of creative activities and tenancies.

Market Square presents the opportunity to connect to and continue the existing creative offering in Geelong to diversify and enrich the local area.



Figure 1.22 Geelong Library and Cultural Precinct

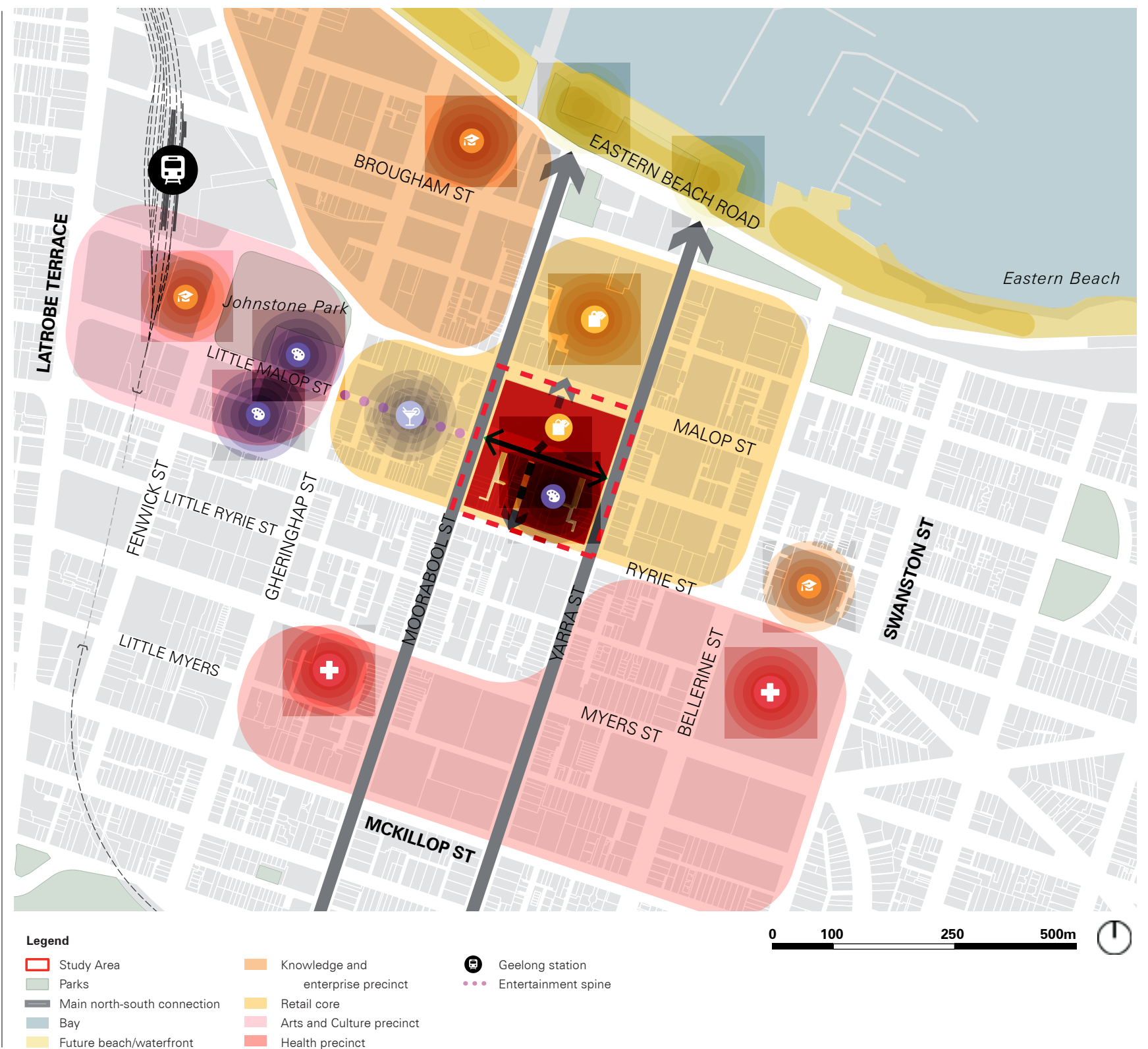


Figure 1.23 Westfield Geelong



Figure 1.25 University Hospital, Geelong

Figure 1.24 Urban Context plan
Source: MGS Architects



1.6 Analysis Transport

Market Square is supported by a significant pedestrian realm, a large multi-deck car parking facility at the shopping centre, and all routes of the Geelong bus network.

WALKING ACCESS

Malop Street and Little Malop Street provide generous walking environments, with wide footpaths, established canopy coverage and building awnings covering the footpath outside shops. Both streets provide places to stop and rest, particularly Malop Street as part of the Green Spine.

CYCLING ACCESS

The site is connected to surrounding areas by cycling infrastructure of varying quality. Malop Street has a separated bicycle lane, however this does not extend beyond the Market Square block to the east, where it becomes a painted lane. Similarly, Moorabool Street and Ryrie Street both have painted bicycle lanes, located in between kerbside parking and vehicle movement lanes. Yarra Street has no bicycle lanes within the study area.

PUBLIC TRANSPORT

The area is well connected to rail services. The corner of Little Malop Street and Moorabool Street is within 800 metres of Geelong Station and is a ten-minute walk. There are four bus routes that run between the Moorabool Street bus stop and Geelong Station, taking four minutes. South Geelong Station is an 18-minute walk and 7-minute bus ride.

Market Square is served by two high-frequency bus corridors, along Moorabool Street and Ryrie Street. These corridors provide wide coverage of the Greater Geelong area including North Shore and Bell Post Hill in the north, Queenscliff and St Leonards in the west, and Deakin University in Waurin Ponds to the south. There are also services that extend to Jan Juc, Torquay and Ocean Grove.

There is one bus stop immediately within the Market Square site, on Moorabool Street. The Bus Zone spans the length of the block on the eastern side of the street from Malop Street to Little Malop Street, approximately

80 metres. The bus shelter is approximately 30 metres long and has seating facing both the street and the (mostly vacant) shop fronts.

GENERAL TRAFFIC & PARKING

There are 600 parking spaces located on-site in a multi-deck car parking facility. Access to the facility is at the intersection of Yarra Street and Little Malop Street. The facility has an escalating cost that starts at \$1 for the first hour, rises to \$9 for the sixth hour and has a daily cap of \$24.

Kerbside parking is available on Moorabool Street, Ryrie Street, Yarra Street and Little Malop Street, generally with fee and time-based restrictions. The southern side of Malop Street has no kerbside parking.

There are taxi zones on Moorabool, Ryrie, Yarra and Little Malop Streets.

LANEWAY ACCESS

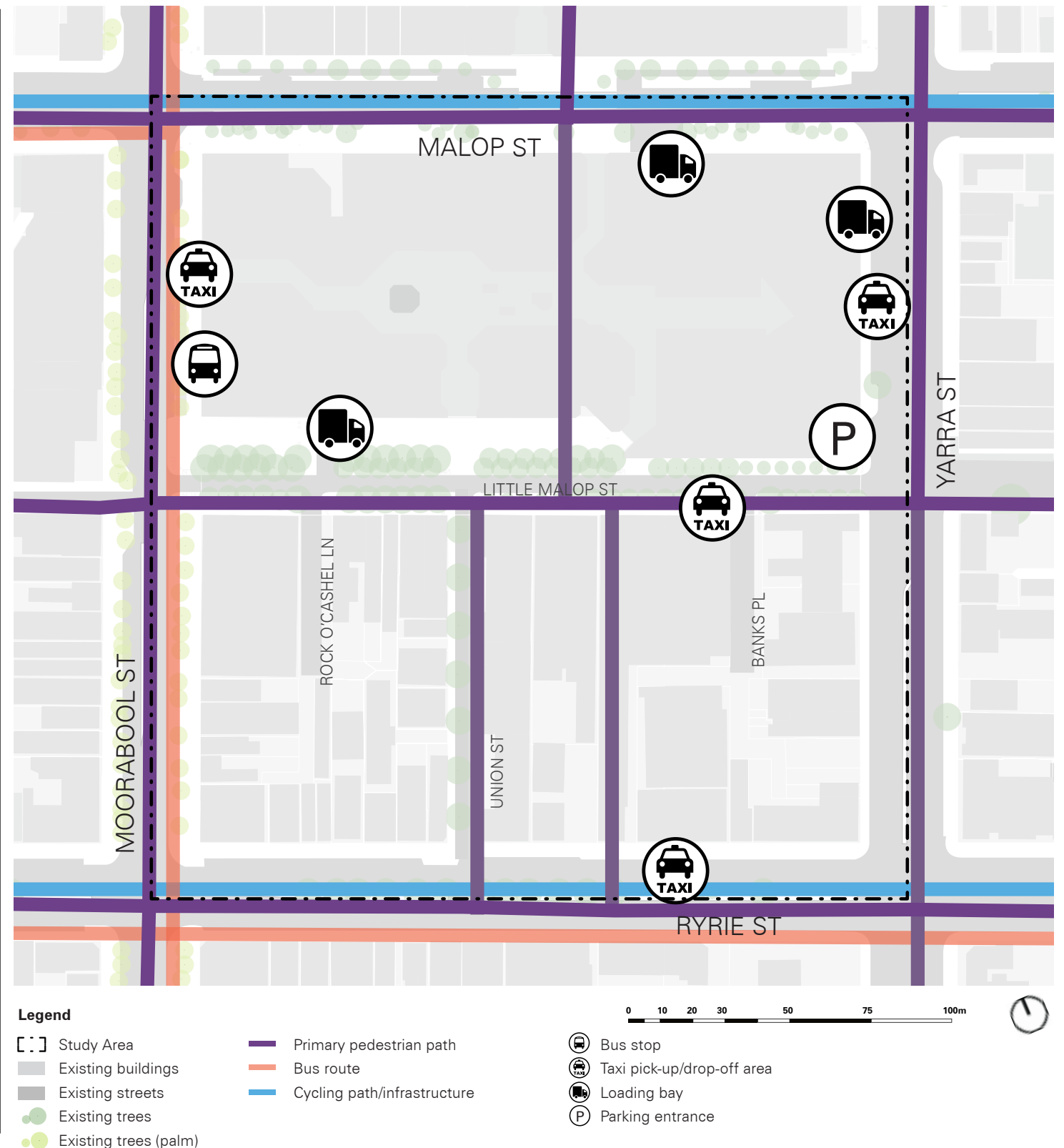
While there are many surrounding laneways, Rock O'Cashel Lane and Banks Pl are dead ends and don't provide through connections for pedestrians or vehicles while Little Malop and Union Street only provide one way access for vehicles. Little Malop Street between Gheringhap and Moorabool Street is a slow speed pedestrian prioritised shared zone.

LOADING

There are three loading areas for Market Square shopping centre, on Malop Street, Little Malop Street and Yarra Street. Additionally, there are kerbside Loading Zones on Moorabool, Little Malop and Ryrie Streets.



Figure 1.26 Existing bus corridors and strategic cycling corridors
Source: Movement & Place Consulting



1.7 Analysis Ownership

There are over 65 titles within the Quarter and approximately 35 different owners. A number of key sites represent significant opportunities to act as catalysts for transformation in the Quarter.

SIGNIFICANT TRANSFORMATION

Several sites within the Quarter provide opportunities for significant transformation.

Market Square along with key gateway properties make up much of the street frontage and therefore are crucial to the overall character of the area.

There is emerging development interest within and around the site area with several development applications in progress. These developments may begin before the Masterplan is finalised and will be considered within the Masterplan.

THROUGH-BLOCK LINKS

Centrepoint Arcade provides an existing through-link between Ryrie and Little Malop Streets with significant laneway frontage.

There are opportunities to create additional through-block links within the Market Square site to better connect Geelong.

KEY QUARTER GATEWAYS

The significant sites - coloured in the plan opposite - control the arrival condition on site and represent opportunities for significant transformation.

INCREMENTAL TRANSFORMATION

Other sites within the Quarter represent important, but incremental transformation opportunities.



Figure 1.27 Market Square Shopping Centre, Davinsky Nominees



Figure 1.29 Centrepoint Arcade, Davinski Nominees



Figure 1.30 Hitchcock's Building, corner Little Malop and Moorabool Street, Hamilton Group

Figure 1.28 Ownership map
Source: MGS Architects with City of Greater Geelong data



1.8 Analysis Programming

While merchandise retail and food remain the dominant ground floor programming, the area is not reaching optimal performance with some vacancies and lower foot traffic. Office and services remain an important secondary use in the Quarter.

MARKET SQUARE

Key anchor tenants are lacking within Market Square and some have moved across Malop Street to Westfield Shopping centre.

The inward facing programming and use of Market Square creates unfriendly rear interfaces fronting the surrounding streets and neighbourhood.

VACANCIES

Large vacancies exist throughout the Quarter and Market Square shopping centre.

UNION STREET

There is an emerging hospitality offering along Union Street helping to activate the laneway.

BANKS PLACE AND ROCK O'CASHIEL LANE

Banks Place and Rock O'Cashiel Lane are currently rear interfaces which contain parking, loading bays and refuse collection points for the surrounding hospitality and retail.

There has been recent increased activation with outdoor dining in Rock O'Cashiel lane adjacent to Medusa Bar.

CENTREPOINT ARCADE

Centrepont arcade is a hub for subsidised creative spaces and is well programmed internally.

Key interfaces along Little Malop Street and Ryrie Street remain inactive with empty shop-fronts.



Figure 1.31 Market Square retail and food hall



Figure 1.32 Office and merchandise retail along Little Malop Central



Figure 1.33 Creative industries and market, Centrepont Arcade

Figure 1.34 Ground floor uses map
Source: MGS Architects



1.9 Analysis Interfaces and edges

Despite the intensity of uses occurring throughout the Quarter, the interfaces to these uses are generally poor with Market Square focusing inward presenting blank walls and loading areas to the public realm.

MALOP STREET INTERFACE

Both Market Square and Westfield front Malop Street. There is a lot of activity around the crossing which connects the two shopping centres as people move between them.

Market square has several street-facing shops close to the junction, however there is also a loading bay adjacent to the main entrance on this interface.

YARRA STREET

Several service access doors and the car park entrance front Yarra Street.

Market Square turns away from Yarra street leaving a blank interface fronting the street.

MOORABOOL STREET

The arrangement of the bus station along Moorabool street creates a barrier between the street and the shops behind. Consequently this interface is mostly blank and has several vacancies.

LITTLE MALOP STREET

Characterised by loading areas and car parking access, Market Square's interface with Little Malop Street is largely blank.

One cafe and two entrances puncture the otherwise harsh frontage with Little Malop Street.

RYRIE STREET

The tenancies fronting Ryrie Street create a fine grain retail and hospitality experience.

ROCK O'CASHEL LANE AND BANKS PLACE

Both laneways are dominated by parking and waste collection with minimal activation.



Figure 1.35 Yarra Street interface

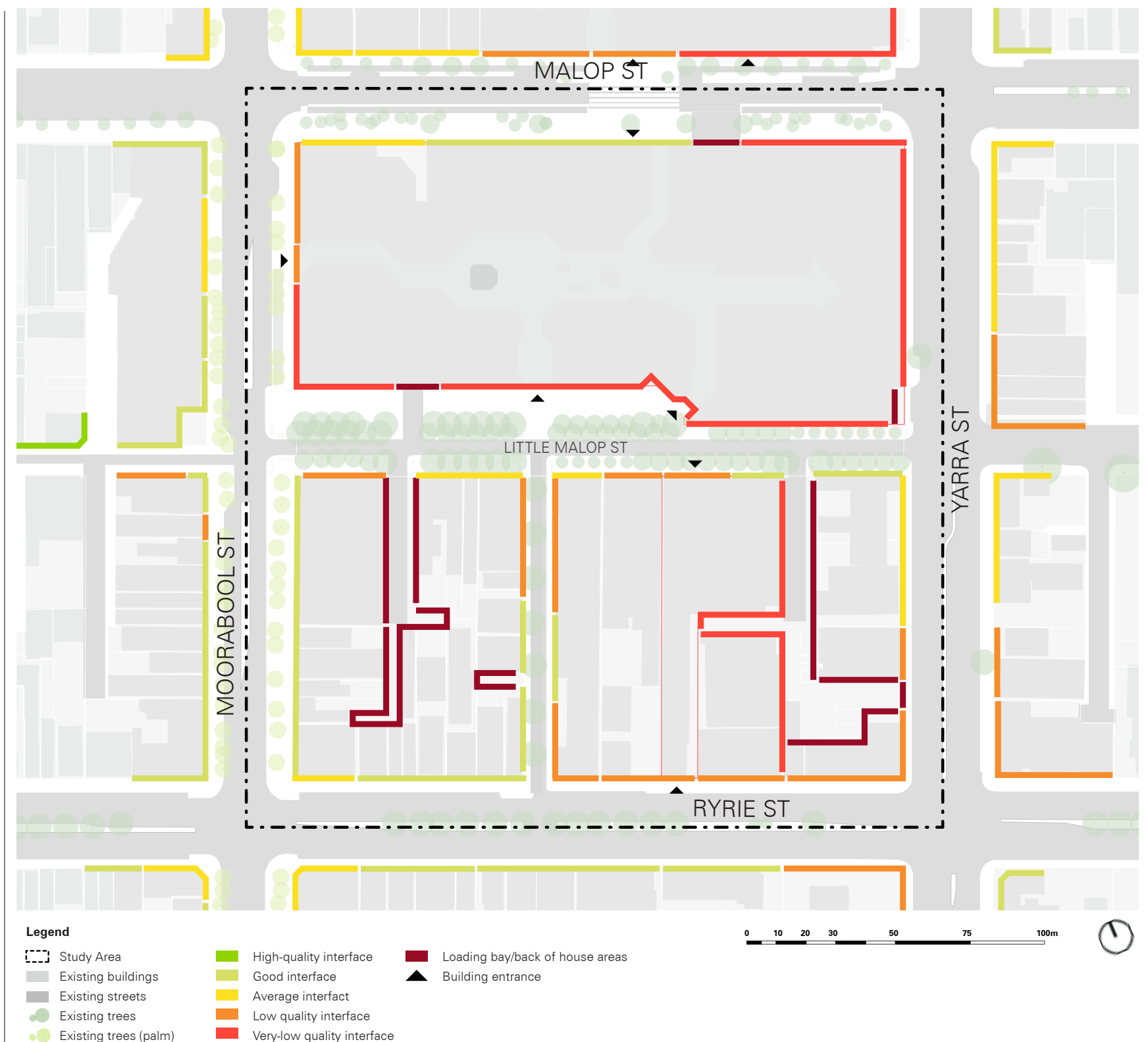


Figure 1.36 Malop Street interface



Figure 1.37 Prominent loading bays in Little Malop Central

Figure 1.38 Interfaces map
Source: MGS Architects



1.10 Analysis Public realm and landscape

The public realm is characterised by a significant amount of existing greenery along main streets and in key public spaces, creating a 'green heart' to Geelong.

MALOP STREET

The Malop Street Green spine provides a pleasing green edge to the Market Square interface and encourages active transport along this interface with the introduction of a bicycle lane.

LITTLE MALOP STREET

Existing trees and canopy cover along Little Malop Street create a green heart in the centre of the Quarter. Programming and activation of these spaces is curated by the City of Geelong to mediate between the harsh interface of Market Square and the road to bring life and safety to Little Malop Street.

As a key connection between Little Malop Street west and the rest of Geelong to the East, Little Malop Street at Market Square provides a green route for pedestrians.

MOORABOOL STREET

Existing palm trees along Moorabool Street do not provide adequate canopy cover.

The bus station along Moorabool Street has created a barrier and harsh interface, exacerbating social problems and decreasing perceptions of safety in the area.

YARRA STREET

Yarra Street is a major vehicle thoroughfare and services corridor for the Quarter with the multi-deck carpark and Little Malop Street accessible from the intersection of Yarra and Little Malop Streets.

RYRIE STREET

Ryrie Street is a major vehicle thoroughfare used frequently by freight vehicles.



Figure 1.39 Existing canopy trees in Little Malop Central

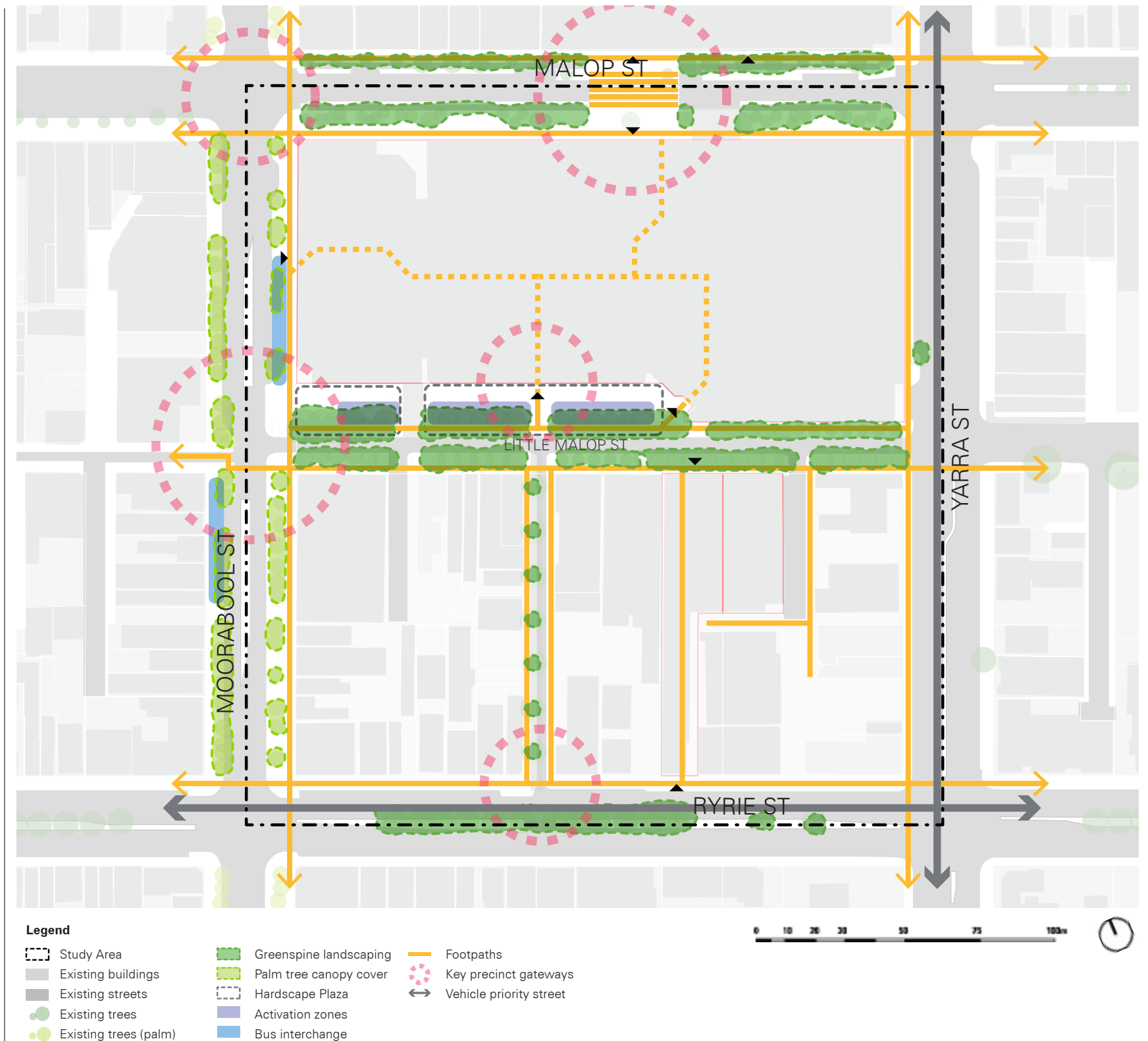


Figure 1.40 Activation and greenery along Malop Street



Figure 1.41 Bus interchange interface

Figure 1.42 Public Realm map
Source: MGS Architects



1.10 Analysis Public realm and landscape

The Market Square Quarter benefits from a diverse public realm featuring hard urban laneways contrasting with the green character of Malop Street and Little Malop Street. Complementing the concrete and foliage are softer materials of heritage stone and timber furnishings.

Laneways



Vegetation



Public furnishings



1.11 Analysis Heritage and history

The history of Market Square has a long association as a public square and place of culture, events, food and trade. Past uses include a clock tower, market, exhibition building, cinema, emporium and office before it became a big-box shopping centre.

GATHERING PLACE

The Market Square Site has always and continues to be a natural gathering place in Central Geelong, and was even reserved as a town square in the early formation of Geelong.

A site of gathering and home to the Wadawurrung people, Market Square continues to be of significance to the traditional owners of the area.

MARKET TO RETAIL QUARTER

During the 19th century, Market Square transitioned from an open-air market to a market Quarter which over time grew to include an exhibition building and theatre.

In the early 20th century, the Quarter transitioned from a market to a retail Quarter with the creation of Solomon's building (department store), the block buildings as well as the CML building.

CHANGING LANEWAYS

The construction of Market Square shopping centre removes two north-south laneways and transitions the Quarter from a fine-grain Quarter into a mega block structure.

CHANGING OWNERSHIP

The City of Geelong develop the Market Square shopping centre in the early 1980s.

During the transformation buildings were consolidated rather than removed, however, the heritage fabric has been significantly altered or hidden.

In the mid 1990s the City of Geelong sells Market Square to a private owner.

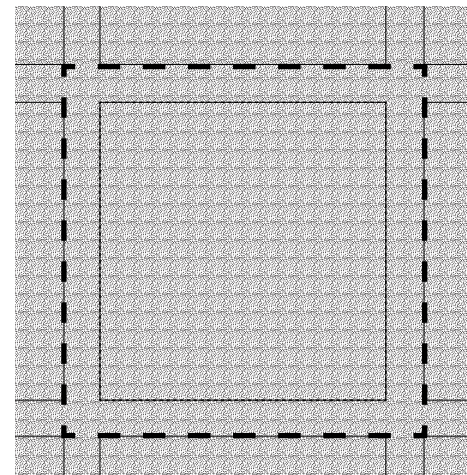


Figure 1.43 c. 1855

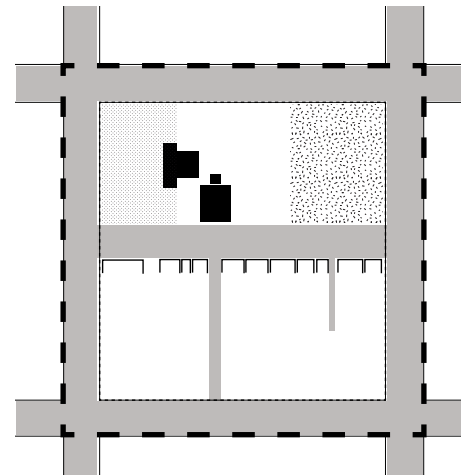


Figure 1.45 c. 1900

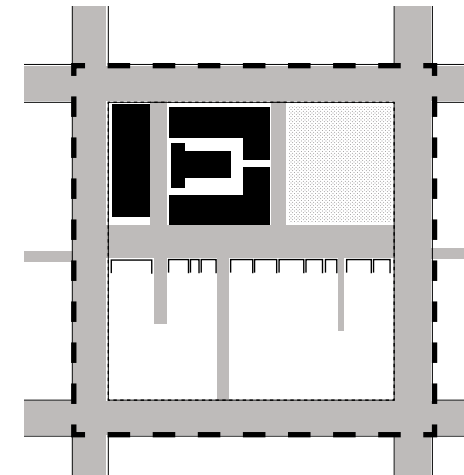


Figure 1.47 c. 1930

Legend

- Study Area
- Road and block network layout
- Pains Grassland (EVC 132)
- Formal gardens
- Informal grassy land with trees

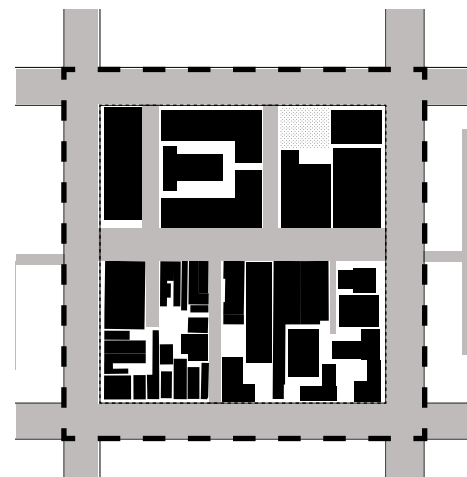


Figure 1.44 c. 1980

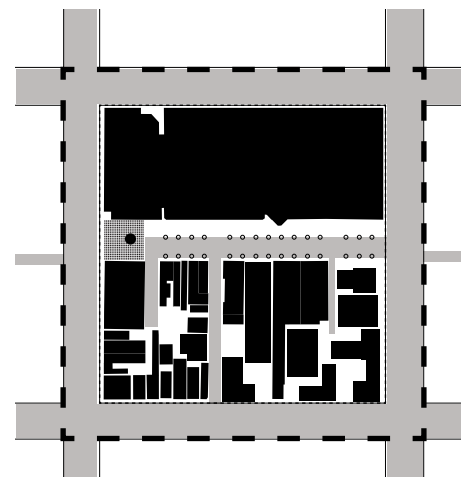


Figure 1.46 c. 1985

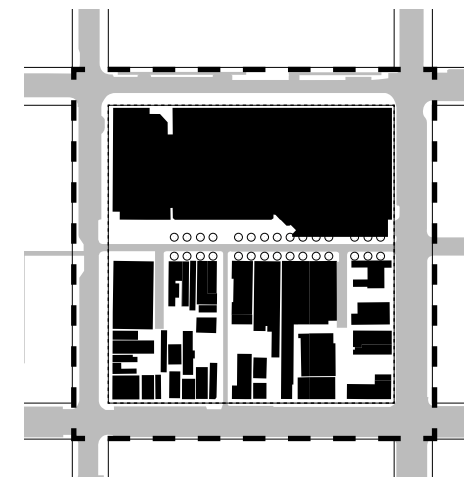


Figure 1.48 c. 2022



Figure 1.49 c. 1900 Corner of Moorabool and Little Malop Streets



Figure 1.50 1927 Solomon's building



Figure 1.51 1980 Market Square Block building and multi-deck car park



Figure 1.52 1985 market Square with Westfield under construction



Figure 1.53 1990 Little Malop Street

1.12 Analysis Quarter character

The Market Square Quarter exhibits a rich mix of old and new, with fine grain heritage buildings and larger office buildings opposite the shopping centre. The rugged urban laneways contrasts to the soft greenery of canopy trees. Opportunities exist to reference and build on this diverse character in the development of the Masterplan.

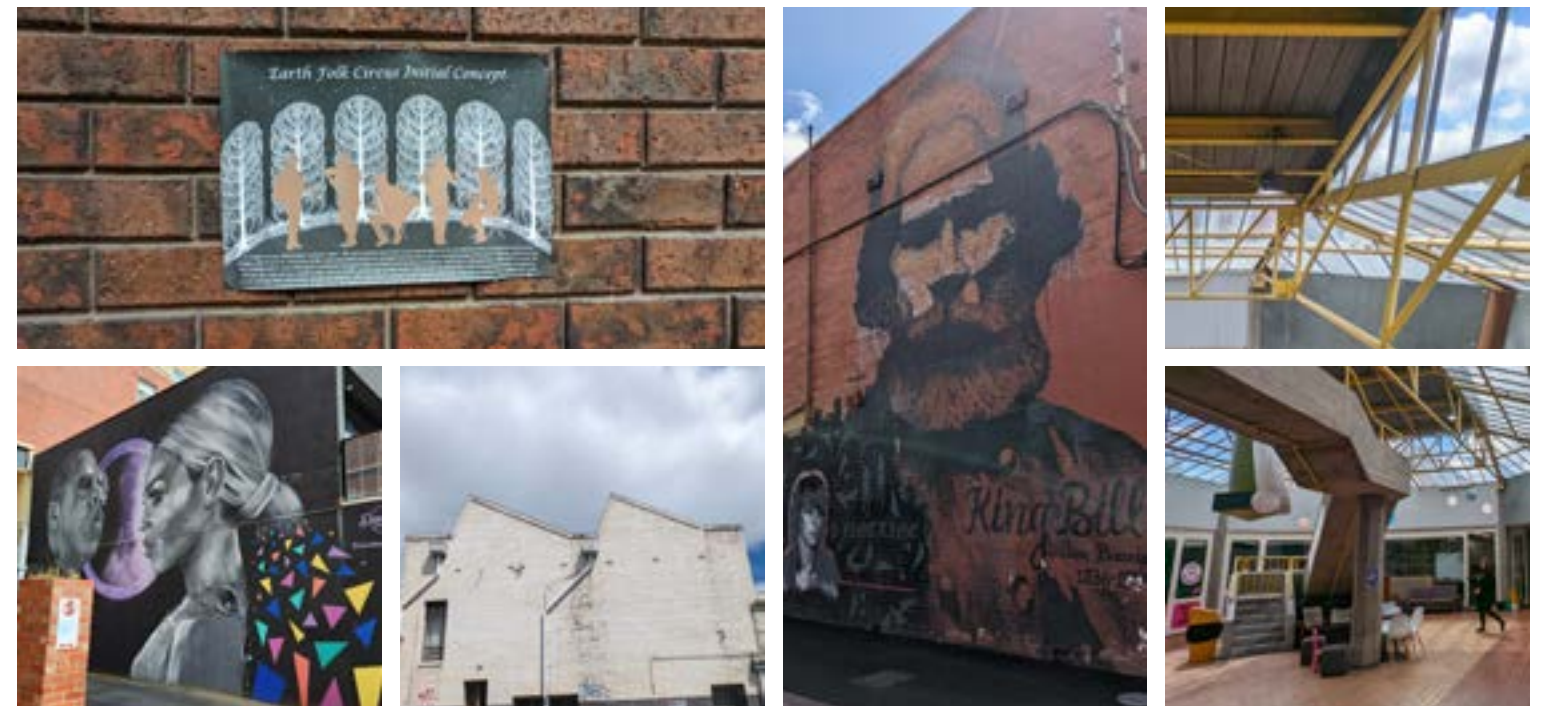
Fine grain



Heritage corners



Materiality and colour



Issues and opportunities

2

2.1 Issues and opportunities Culture and identity

Market Square Quarter has the opportunity to be the urban heart and natural meeting place in the centre of Geelong. Tapping into what makes Geelong special, the Quarter heart is able to support local culture, food and innovation and respecting the site’s special significance to Wadawurrung people.

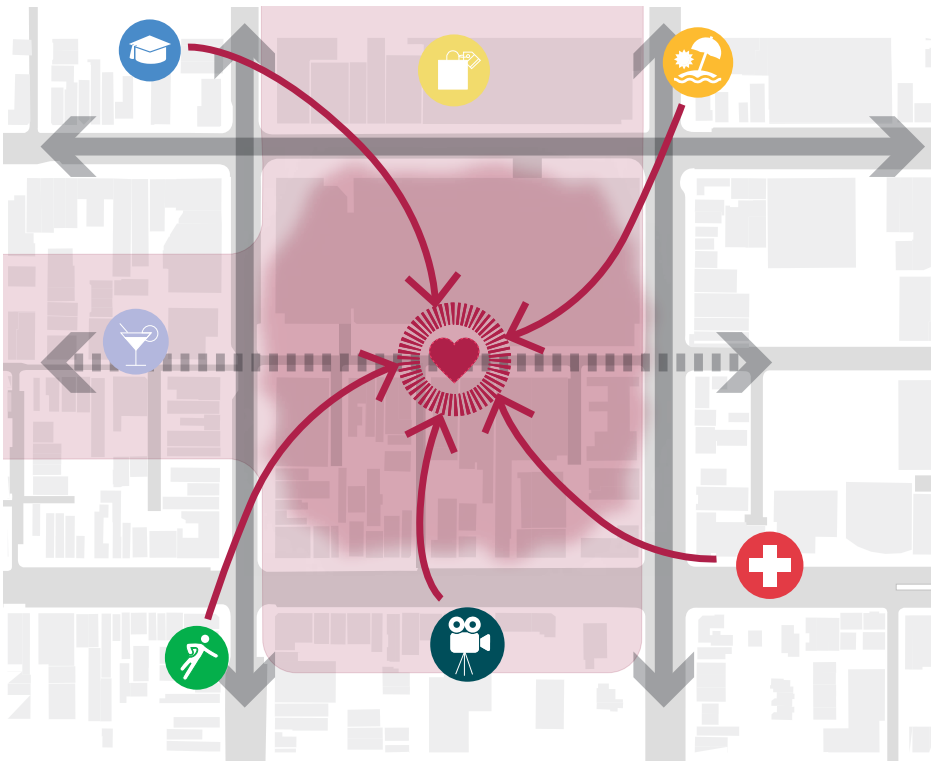


Figure 1.54 Creating space for continued indigenous significance
Figure 1.55 Thriving laneway and outdoor culture
Figure 1.56 Generating and supporting local cultural and creative industries (Sydney School of Entrepreneurship, Ultimo)

ISSUES

The identity of the Quarter is negatively impacted by its perceived association with anti-social behaviour, particularly in and around Little Malop Central and the bus interchange on Moorabool Street.

Market Square interfaces poorly with the surrounding areas and offers little contribution to the character and identity of the area.

The remarkable history of Market Square and its importance in the growth of Geelong is largely invisible and commemorated only through plaques and the retention of heritage façades.

Successful areas exist in the surrounding streets (Little Malop St, Union Street, Malop Street Green Spine) but are not linked together into a cohesive space. The successful transformation of Market Square has the potential to link these spaces together.

The Quarter has no clear gateway or arrival moments that help establish its presence within the city and its importance as a major Quarter in the heart of Geelong.

OPPORTUNITIES

To respect and celebrate the significance of the site for Wadawurrung Traditional Owners in the heart of Geelong

Work with the Wadawurrung Traditional Owners Aboriginal Corporation to find opportunities to celebrate and recognise the significance of the site.

Investigate the potential to support contemporary First Nations needs such as housing and services in the Quarter.

To build on the success of Little Malop Street and the Malop Street Green Spine

Link to the dining and hospitality scene developing along Little Malop west to encourage its growth and ‘spill-over’ into the Quarter.

Build on the extensive existing greenery along the Green Spine and in Little Malop Central to create a ‘green oasis’ in the heart of Geelong.

Create a place that celebrates what makes Geelong special

Leverage Geelong’s designation as a UNESCO City of Design.

Work with topography and improve connections both visual and physical to the waterfront and Corio Bay views.

Adapt existing heritage buildings in innovative ways that help celebrate the past while updating them to meet current and future needs.

Create opportunities for youth, child-friendly and culturally diverse spaces to respond to contemporary needs.

Respond to the site’s ‘gateway’ location showcasing the best of the Bellarine Peninsula, Surf Coast and Greater Western District.

To create a point of difference from surrounding Quarters with already defined characters

Support a variety of uses across the Quarter that bring diversity to the area and create multiple reasons to visit and stay in the Quarter.

Respond to the decline in retail in Central Geelong by looking to offer differing retail and commercial opportunities supporting culture, events, hospitality, community, services and work.

Support and elevate the existing creative and cultural uses taking place in the Quarter such as Creative Geelong by continuing to provide affordable creative spaces.

2.1 Issues and opportunities Public realm, safety and landscape

Market Square Quarter can leverage existing green infrastructure to improve and enhance the public realm to create vibrant, green pedestrian-friendly spaces which connect seamlessly into neighbouring precincts and strengthens Market Square as the primary gathering place in Geelong.

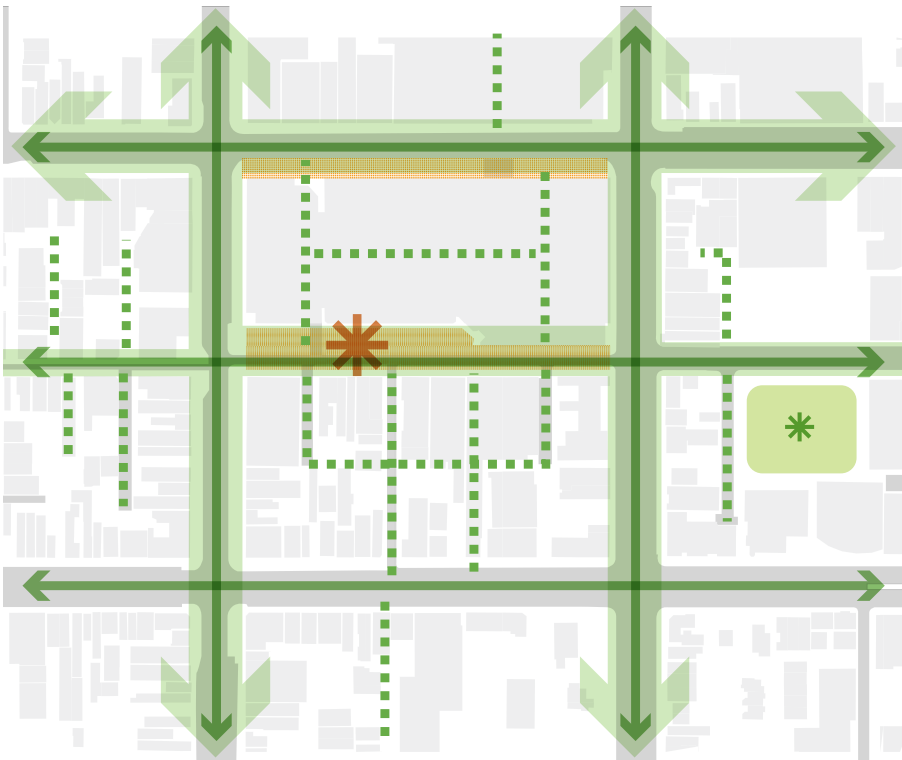


Figure 1.57 Programmable green public realm, Fish Lane, Brisbane
Figure 1.58 Extended hour activation, Naschmarkt, Vienna
Figure 1.59 Shade and places of rest, Silkeborg

ISSUES

There are serious issues regarding perceptions of safety associated with the public realm in the Quarter which need to be addressed.

Public realm upgrades in Little Malop Street have improved the area but more meaningful transformation is impeded by poor building interfaces and vacancies which leave the spaces poorly utilised and unsupervised.

Poorly located services and loading bays further impact upon the public realm experience.

Rock O’Cashel Lane and Banks Place are mainly utilised for service access with poor lighting and surveillance.

The design and location of the bus interchange is challenging, resulting in noise and amenity impacts on the surrounding public realm as well as anti-social behaviour.

Residents and visitors have identified the bus interchange as an unsafe place which acts as a barrier to movement through the Quarter. Issues surrounding the bus stop will be further investigated as part of the Moorabool Streetscape Masterplan.

The arrival experience to the Quarter is generally poor with no clear gateway conditions that lend a sense of identity to the Quarter.

The ground below the existing hard landscape is a hostile environment for establishing new/future landscapes.

OPPORTUNITIES

Establish Little Malop Central as the public realm heart of Geelong

Create a clear sense of arrival and welcome to the Quarter with Little Malop Central at its heart.

Ensure the design and use of the Little Malop Central allows for a wide range of uses that support every day use as well as larger, one-off events.

Explore how the existing car park could be pulled back to continue the widened section of Little Malop Central through to Yarra Street.

Employ placemaking strategies such as public art, installations and public events to help establish Little Malop Central as the heart of Geelong.

Revitalise existing laneways and activate new linkages

Explore the opportunity for redevelopment to establish improved pedestrian connectivity and extend the existing laneway network, particularly through the existing Market Square site.

Continue to support Union Street as the primary active laneway in the block.

Investigate opportunities for Rock O’Cashel Lane and Bank Place to be activated by future ground floor uses and improved interfaces.

Leverage the success of the nearby Quarters of Little Malop West and the Malop Street Green Spine

Explore how hospitality and cultural programming along Little Malop Street West can spill over Moorabool Street into the Quarter.

Investigate how better connections can be made through the Market Square Shopping Centre site to Malop Street.

Build upon the strong foundation of existing greenery across the Quarter.

Retain significant vegetation where possible to provide shade.

Build on the urban green qualities of the Quarter through exploring the opportunity for green roofscapes, walls and other locations in the public realm.

2.1 Issues and opportunities Access and mobility

The Market Square Quarter Masterplan has the opportunity to improve safety and ease of access through and around the site by better managing pedestrian, bicycle, public transport and vehicular movement.



Issues



Figure 1.60 Rock O'Cashel Lane
Figure 1.61 Ryrie Street cycle lane, in between a moving truck and kerbside parking
Figure 1.62 Little Malop Street and Market Square car park ramp entrance

ISSUES

Walking

The site has several vacant shop-fronts, reducing the attractiveness of walking journeys and contributing to perceptions of a lack of safety.

Market Square lacks north-south permeability. Two of the three laneways, Banks Place and Rock O'Cashel Lane, end before reaching Ryrie Street. These feel unsafe, particularly at night with reduced visibility from surrounding streets and a lack of surveillance.

There is a lack of canopy coverage on all but Malop and Little Malop Streets. The palm trees on Moorabool Street contribute to character, however, do not provide shade.

Cycling

Cycling infrastructure is inadequate, apart from the separated bicycle lane on Malop Street. Yarra Street lacks any bicycle lanes within the study area, while Moorabool Street and Ryrie Street have painted bicycle lanes that lie between moving traffic and parked cars.

Public Transport

There are negative perceptions of safety around the bus interchange. This could be due to the design and a series of empty shop fronts.

The bus stop design on Moorabool Street does not meet customer needs, undermines customer experience for bus passengers and the sense of place for all visitors. The benches facing away from the street do not allow people waiting to see approaching buses.

General Traffic & Parking

There are a range of vehicle movements within Market Square that do not need to occur, such as allowing through traffic on Little Malop Street.

Little Malop Street is the point of access for Rock O'Cashel Lane and Banks Place. It's primary function is for service access to the properties on these laneways, however it is also currently used as a rat-run between Yarra and Moorabool Streets.

On-street parking along Little Malop Street encourages drivers to circulate this area looking for a car park, rather than using the multi deck, accessed from Yarra Street.

Parking rates in the Planning Scheme are not appropriate for the site which will be revisited as part of the Central Geelong Parking Strategy.

A Central Geelong Parking Strategy is currently under development and may impact the parking approach within the Draft Masterplan.

Freight & Loading

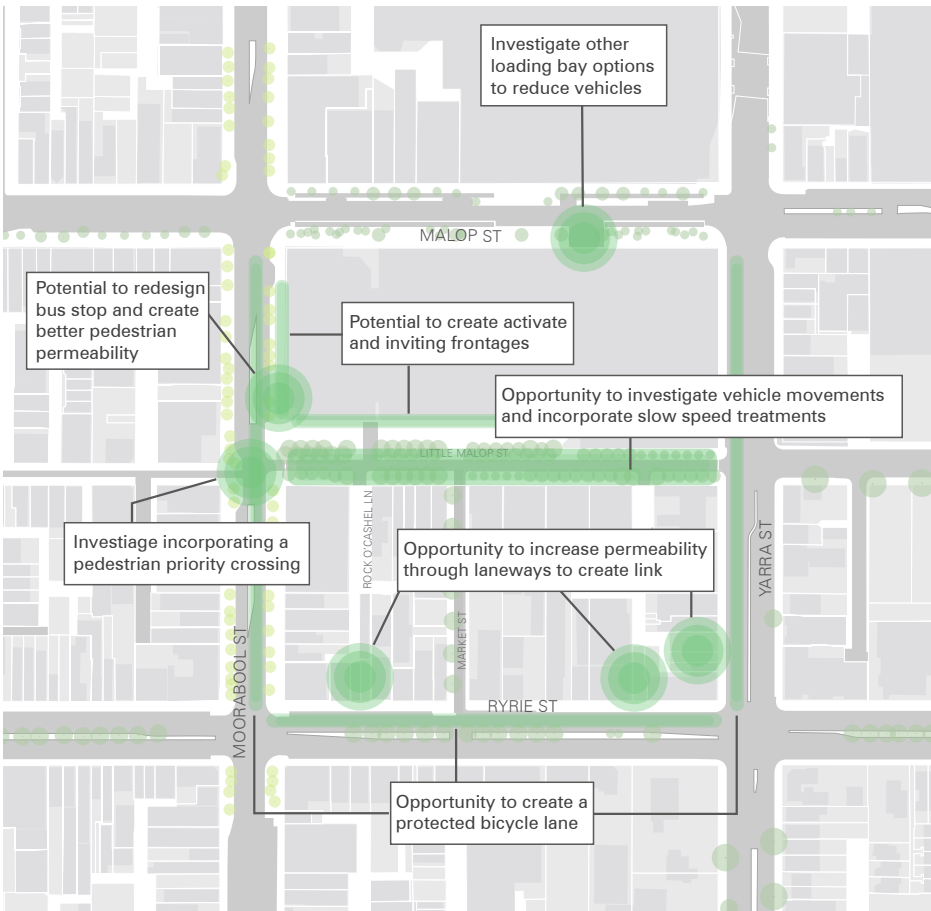
Freight conflicts with a range of other modes, particularly general traffic. Currently, delivery vehicles informally use the driveway of the loading area on Malop Street as a loading dock.

Many heavy freight vehicles use Ryrie Street as a through route, reducing amenity for other road users.

Rock O'Cashel and Banks Place serve as service areas for surrounding retail and hospitality venues.

2.1 Issues and opportunities Access and mobility

Greater care and consideration of accessibility will be a key to creating a safe and welcoming Quarter.



Opportunities to rectify issues



Figure 1.63 Malop Street Green Spine
Figure 1.64 Inactive building edge facing Market Square public open space
Figure 1.65 Canopy coverage and bicycle hoops on Little Malop Street

- OPPORTUNITIES**
- Improve pedestrian amenity and safe cycling infrastructure, connecting Market Square to the rest of the City.**
- Explore opportunities to improve the pedestrian experience along Little Malop Street and surrounding laneways to improve permeability and strengthen connections to the rest of the city.
- Explore opportunities to improve safety by providing separated bicycle lanes on major thoroughfares throughout and adjacent to the Quarter.
- Improve crossings throughout the Quarter to prioritise pedestrian movement.
- Reduce traffic signal cycle times to improve pedestrian priority at all intersections.
- Protect pedestrian movements along Malop, Moorabool, Ryrie and Yarra Streets by prohibiting any additional driveway crossovers.
- Encourage public and active transport as the preferred method of transport over driving.**
- Support DoT to improve the design and safety of the Moorabool Street bus stop to improve visibility and attractiveness as a transport option.
- Investigate Bus Priority at nearby locations including the intersections of Moorabool and Ryrie Streets.

- Find opportunities to minimise negative impacts of vehicular movement and congestion around the site.**
- Create a new town square by closing Little Malop Street to through traffic while maintaining freight access.
- Consolidate parking access within the site to the multi-deck car park at Market Square shopping centre, reserving kerbside parking for loading, public transport, taxi and ride-share purposes.
- Find opportunities to remove conflicts between pedestrians, cyclists and vehicles.**
- Appropriately provide for current and future loading needs, with consideration of general traffic and conflicts with walking, cycling and public transport movements**
- Future proof servicing and loading.
- Ensure continued access to the site by freight vehicles as the site develops.

2.1 Issues and opportunities Sustainability

The redevelopment of Market Square Quarter creates an opportunity to unlock sustainability and liveability outcomes, benefiting the natural environment, residents, workers and visitors to Market Square.



Figure 1.66 High level of impervious surfaces and low vegetation diversity on Little Malop Street
Figure 1.67 Example of underutilised laneway space, currently serving back-of-house and waste disposal function
Figure 1.68 Exposed rooftop car park

ISSUES

Integrated Water Management

High levels of impervious surfaces, with few examples of permeable surfaces (e.g. some porous pavement utilised around street trees), which contributes to poor storm water management outcomes and lack of passive watering of street trees.
Limited opportunity for water harvesting unless built form is redeveloped, which would allow for greater incorporation of rainwater collection or underground storm water harvesting infrastructure.

Localised flooding issue at the entrance to Centrepont Arcade.

Energy and Emissions

Largest energy users would be the privately owned commercial buildings where Council has limited control, creating a barrier to reducing energy use and stationary energy emissions.
Minimal energy use in the public realm except street lighting therefore limited opportunities to reduce energy use and emissions for Council-controlled assets.

Circular Economy

Potential future activation of underutilised streets/laneways may conflict with waste and recycling

collection from back-of-house areas.

Green Infrastructure

Little to no diversity in public realm vegetation on some streets, both from the perspective of species diversity (e.g. Little Malop Street dominated by Plane Trees) and structural/form diversity (i.e. lacking ground and mid-strata vegetation).
Little to no building based green infrastructure, resulting in an urban environment dominated by hard, built form interfaces.

Transport

Bicycle parking infrastructure is not obvious, creating a potential barrier to the uptake of alternative transport modes.
Multi-level car park in the north east is potentially an underutilised piece of highly central land.
Loading bays interrupt / disjoint commercial / retail interfaces.

Climate Resilience

Despite some respite provided by tree canopy on Little Malop Street and over-path shop awnings, urban heat resulting from dark and/or impervious surfaces could pose issues from pedestrians and therefore impact visitation in hotter weather (e.g. the fake grass adds to urban heat).
There is limited storm water collection infrastructure and overland flow paths within the site, posing problems for flood mitigation in the face of future

2.1 Issues and opportunities Sustainability

By re-thinking sustainability and incorporating sustainable thinking into the early planning and implementation of Market Square renewal, there are opportunities to embed deep, lasting changes which can benefit the natural environment as well as residents, workers and visitors.



Figure 1.69 Landscaping and seating design of Little Malop provides inviting pockets for rest (Credit: Nick Chester)
Figure 1.70 Solar car park shade structure (Credit: pvstructures.com.au)
Figure 1.71 End-of-trip cycling facilities at the University of Melbourne's Southbank campus include bike store, repair station, change rooms, showers, toilets and lockers (Credit: John Gollings)

OPPORTUNITIES

Create a more greener, more inviting environment which supports improved climate resilience.

Removal of the fake grass along Little Malop Street and incorporation of diverse vegetation particularly in the public realm can support greater ecosystem services for the local area.

Promote passive surveillance by ensuring planting allows for adequate lines of sight throughout the precinct. Careful selection of materials to help with longevity and ability to easily clean and the remove graffiti.

As part of a broader 'living infrastructure' approach which builds on improvements through urban greening, there is potential opportunity to introduce surface water elements within public realm (e.g. 'daylight' or naturalise the drain running along Little Malop Street). This could create localised cooling outcomes, increase pedestrians' connection to nature and improve the balance between built and natural forms. Feasibility for this opportunity would need to be tested alongside other storm water management interventions for the broader area.

Looking to the renewal of Malop Street for inspiration, there is opportunity to reconfigure Little Malop Street (and any laneways activated in the future) as a less linear landscape approach and create flexible space use within the landscape. This could begin with semi-permanent landscape options such as reconfigurable modular seating and planters before determining more permanent designs in the long term.

Utilise permeable paving and pavement falls to encourage passive watering of green areas and reduce storm water runoff

Capitalise on the scale of and visitation to the commercial developments to reduce energy and emissions.

All roof space (other than green roofs) including car parking has the opportunity to install a shade structure (to the benefit of urban heat and vehicle shade) which also hosts solar PV to provide on-site renewable energy generation.

Given the assumed large energy use profiles of the commercial developments, and limited number of stakeholders (i.e. owners), there is potential to aggregate electricity demand and purchasing power to establish long-term renewable electricity contracts at

comparable cost to non-renewable options.

Optimise the street network and public realm to support both resource recovery and active transport outcomes.

Given the high density of commercial development, there is opportunity for private sites/businesses to consolidate Quarter waste collection. By clustering a collection point (located to avoid conflict with any laneway activation strategy) this can help to reduce truck movements within the area. A potential location for testing is Banks Place. Council could help to coordinate a group contract. This 'cluster' approach could also be extended to potential consolidation of some loading bays which impact the pedestrian connection along retail strips.

A reduction in truck movements, along with improved pedestrian priority and cycling infrastructure, can support greater foot traffic. There is opportunity to further encourage travel alternatives to private vehicles by establishing an end-of-trip facility (e.g. parking and lockers) in Little Malop Street. This could be owned by Council and potentially operated commercially.

The Central Geelong Car Parking Strategy will provide a better understanding of the proportion of the car spaces in the north east car park which actually support the retail uses. Insights could help shape alternative travel interventions and allow for potential exploration of the optimal use of that highly central land.

Consider increased permeability in the bus shelters along Moorabool St, to promote safety improvements.

Other opportunities

Upgrades of public realm infrastructure could be a circular economy exemplar, deploying recycled, temporary / relocatable, local, long life materials in construction (supporting lower embodied carbon).

Any planning permit for the introduction of food and beverage or fresh food need to include a condition of a waste management approach suitable for the Quarter.

Further 'built form dependent' opportunities can only be identified once clear direction on land use is established

2.1 Issues and opportunities Economic development and prosperity

Market Square Quarter has the opportunity to evolve into a genuinely mixed use neighbourhood moving away from the current retail-dominant mix. The future Quarter could provide increased work spaces supported by hospitality, culture and events activating the public realm.

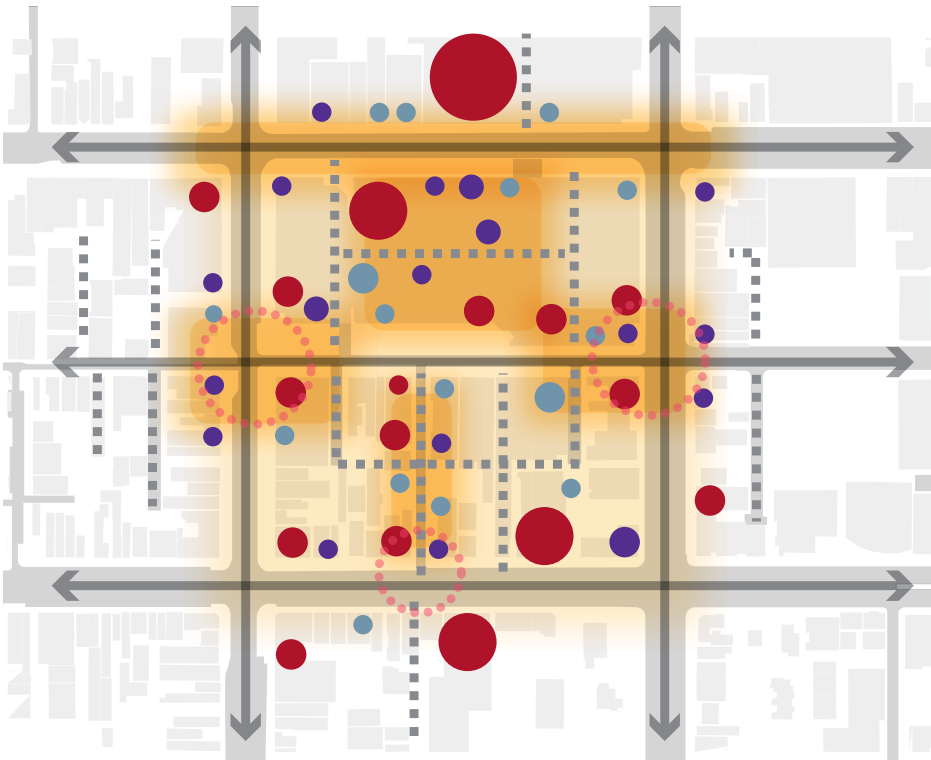


Figure 1.72 Experience based retail (Borough Markets, London)
Figure 1.73 Food, culture and events (Miami Soundscape, Miami)
Figure 1.74 Office and work spaces (REBEL, Amsterdam)

ISSUES

Central Geelong continues to experience a decline in retail employment which has significantly influenced the success of the Quarter driven by consolidation of retail in large format suburban retail and a shift to online trading.

This is compounded by the site's proximity to Westfield Geelong, which is continuing to attract major retail out of Market Square and surrounding streets and into its internally facing premises, reducing street activity.

A number of work and services businesses exist in the Quarter but suffer from the dilapidated character with other areas of Central Geelong seen as more attractive and safer.

OPPORTUNITIES

A mixed use Quarter offering retail, work and hospitality opportunities with a targeted residential offering

The Central Geelong Framework Plan sets out the objective for the precinct and this Masterplan will use that as a guideline to establish the Quarter as a Retail Precinct.

The market conditions suggest that a future vision for the site should explicitly explore office uses, food and hospitality, targeted residential and accommodation uses.

Build on the existing food and hospitality scene

Geelong's hospitality and food sector is growing, supported by lifestyle trends, a growing professional services industry and growing local incomes.

The role of the site in Geelong's day and night economy needs to be explored, particularly whether renewal might support a vibrant hospitality hub that achieves rents that warrant investment.

Support and increase capacity for Geelong's events and cultural capital

Maintain spaces for creative industries in the Quarter including Creative Geelong which currently operates from Centrepont Arcade.

2.1 Issues and opportunities Living and community

Residential uses have an important, targeted role to play in the future of the Market Square Quarter. Affordable and key worker housing provides an opportunity to address the critical shortage of rental accommodation while introducing a resident population that will bring vitality and safety to the area.

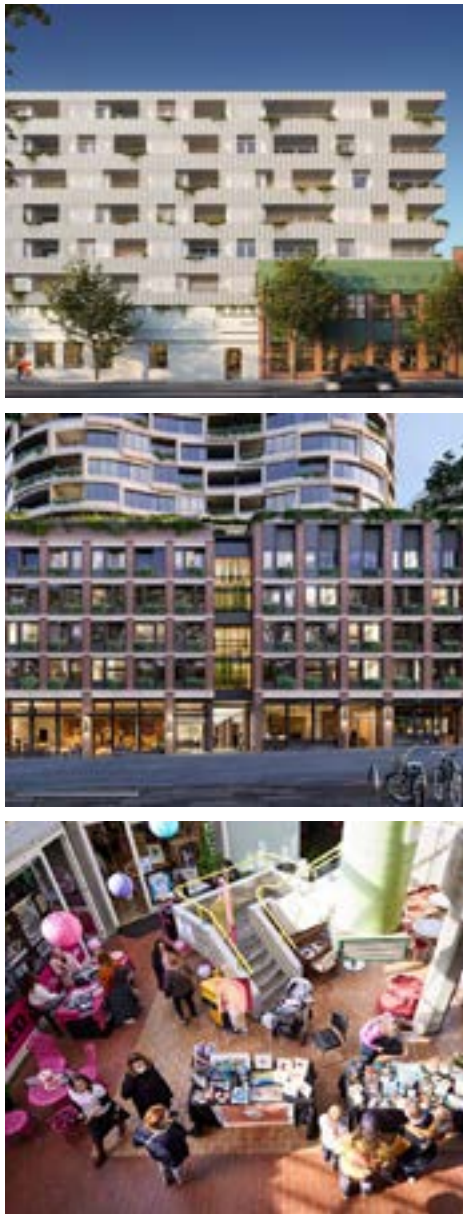
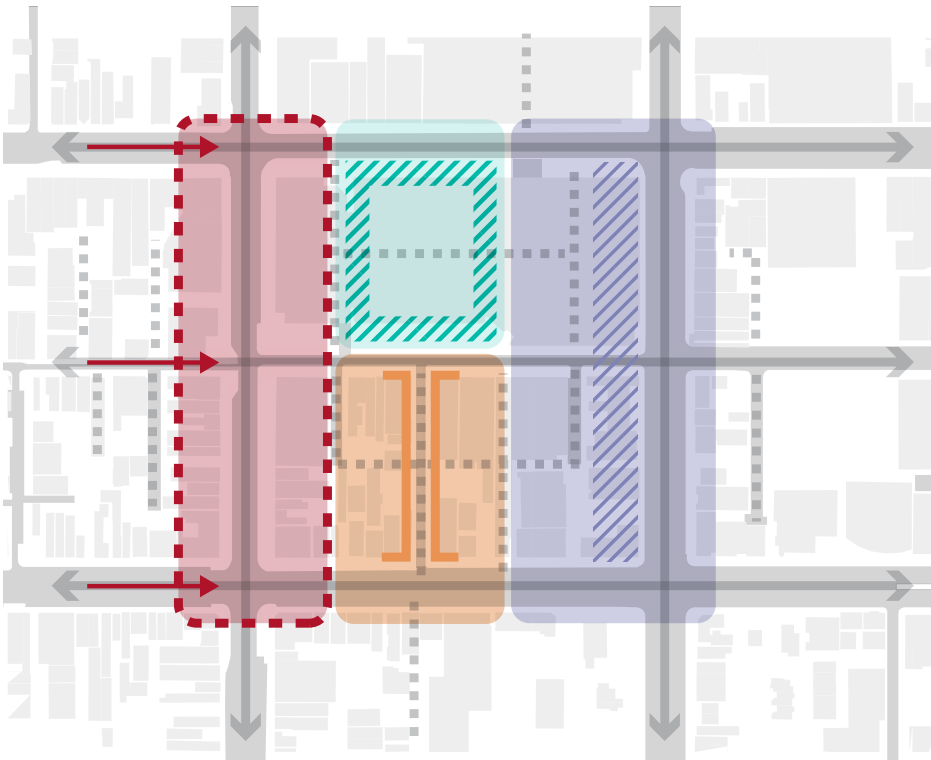


Figure 1.75 Affordable rental and text (Assemble Macaulay)
Figure 1.76 Short-term accommodation and key worker, (QV Munro, Melbourne)
Figure 1.77 Creative and community spaces, (Centrepont Arcade)

ISSUES

The city of Geelong has a clear lack of available rental accommodation, as evidenced by historically low vacancy rates throughout the city.

While there has been a number of contemporary apartment developments delivered in Geelong over the past few years, this has done little to alleviate pressure in an extremely tight rental market.

Demand side factors such as population increase are poised to further strain local housing supply and contribute to increased issues of affordability.

Moreover, housing availability is crucial to supporting the economic development of Geelong. This can impact the capacity to house staff of local businesses, cater for population growth, support events and attract investment.

The existing central city residential offering is relatively limited and does not leverage bay views. Market Square will be unlikely to leverage similar views and will rely on the creation of a vibrant Quarter character and atmosphere to be attract future residents.

OPPORTUNITIES

Deliver housing options that target Geelong’s needs

Housing availability is crucial to supporting the economic development of Geelong. The delivery of housing in Central Geelong will support the capacity to house staff of local businesses, cater for population growth, support events and attract investment.

The growing demand for residential accommodation in Geelong should be a core consideration to the investigation of the future use and development of the site with a clear opportunity to provide a component of affordable housing on site.

Proximity to University Hospital provides an opportunity for potential key worker housing to be located in the Quarter.

Proximity to Deakin University also offers the opportunity to provide centrally located student accommodation.

Other forms of affordable housing should be considered in the Masterplan options to ensure housing opportunities are diverse and accessible.

Retain creative and cultural uses

Existing uses such as Creative Geelong and associated creative tenancies bring great vitality to the area. Spaces for creative activities should be created to ensure they remain a part of the Quarter’s future.

Provide short term accommodation

Hotel and short-term accommodation uses are possible on site, given the central location and proximity to major event locations including Kardinia Park and the cultural Quarter.

Creating a resident city population

The provision of housing in locations that overlook public open space such as Little Malop will help address issues of safety by improving passive surveillance and activation of the area at all times.

Vision

3

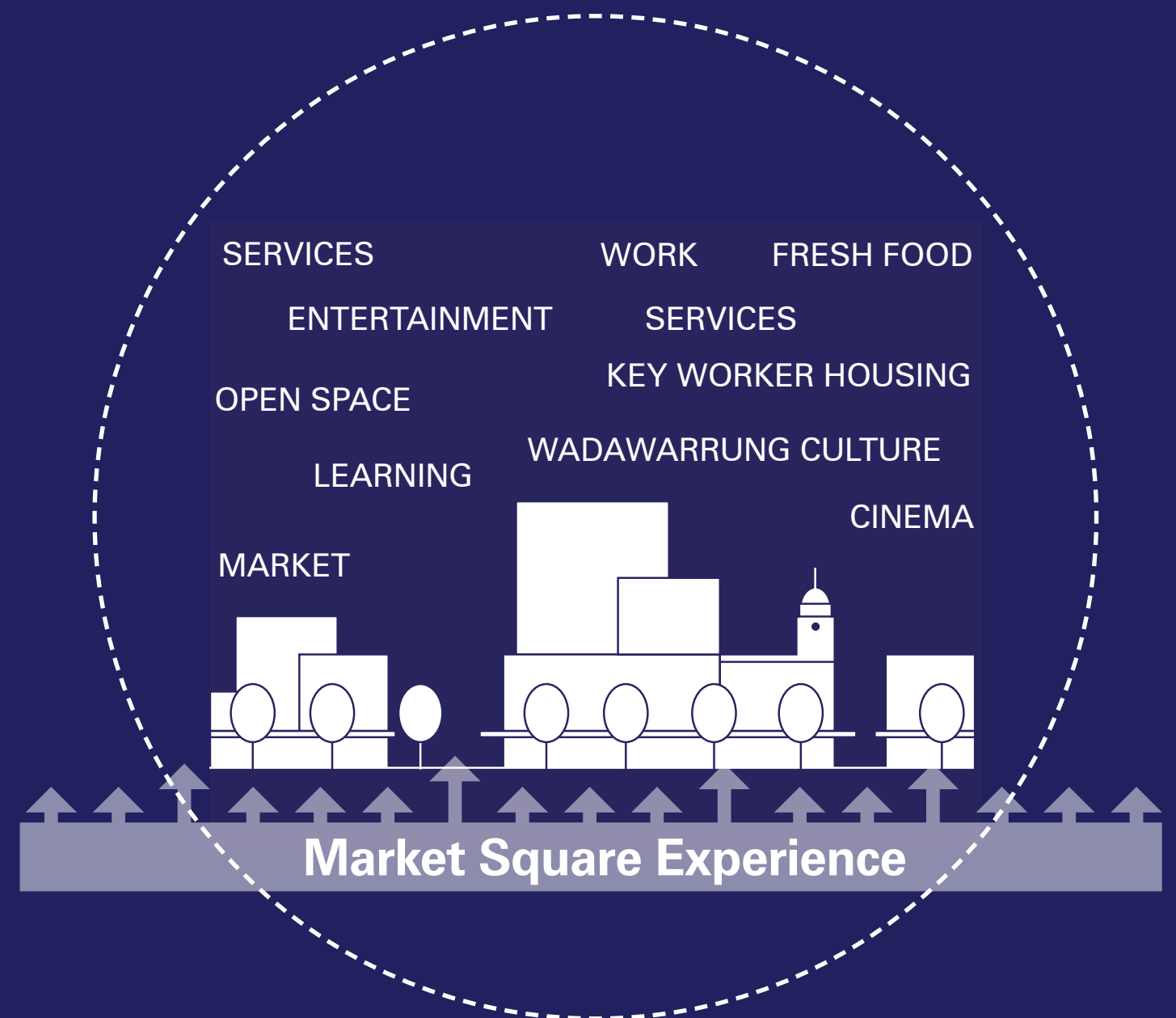
3.1 Emerging vision

VISION Market Square Quarter will be the thriving heart of Geelong as it grows into the future, with Malop Central reinvigorated as a vibrant, inclusive urban square that celebrates Wadawarrung culture where all residents and visitors feel welcome and safe.

The Quarter leverages its central location to become a major hub for the growing economy of Geelong providing new spaces to work supporting professional, creative and service industries that cement Geelong's role as a regional hub and gateway to the surrounding region.

Fresh food, hospitality and entertainment will activate the ground plane, enhancing Geelong's rising food scene and showcasing local produce from the wider area. The Quarter will attract events such as post-grand final parades further activating the space.

This unique character will support a local resident population living above with housing that meets the needs of Geelong encompassing affordable, student and key worker housing, locating people with access to services.



Benchmarking

Appendices



Precedents: urban heart revitalisation learnings from exemplar projects

From big box shopping into a mixed use town centre



Key info

Location

Hampshire Road, Sunshine

Site area

150,000 sqm

Uses

Fresh food market

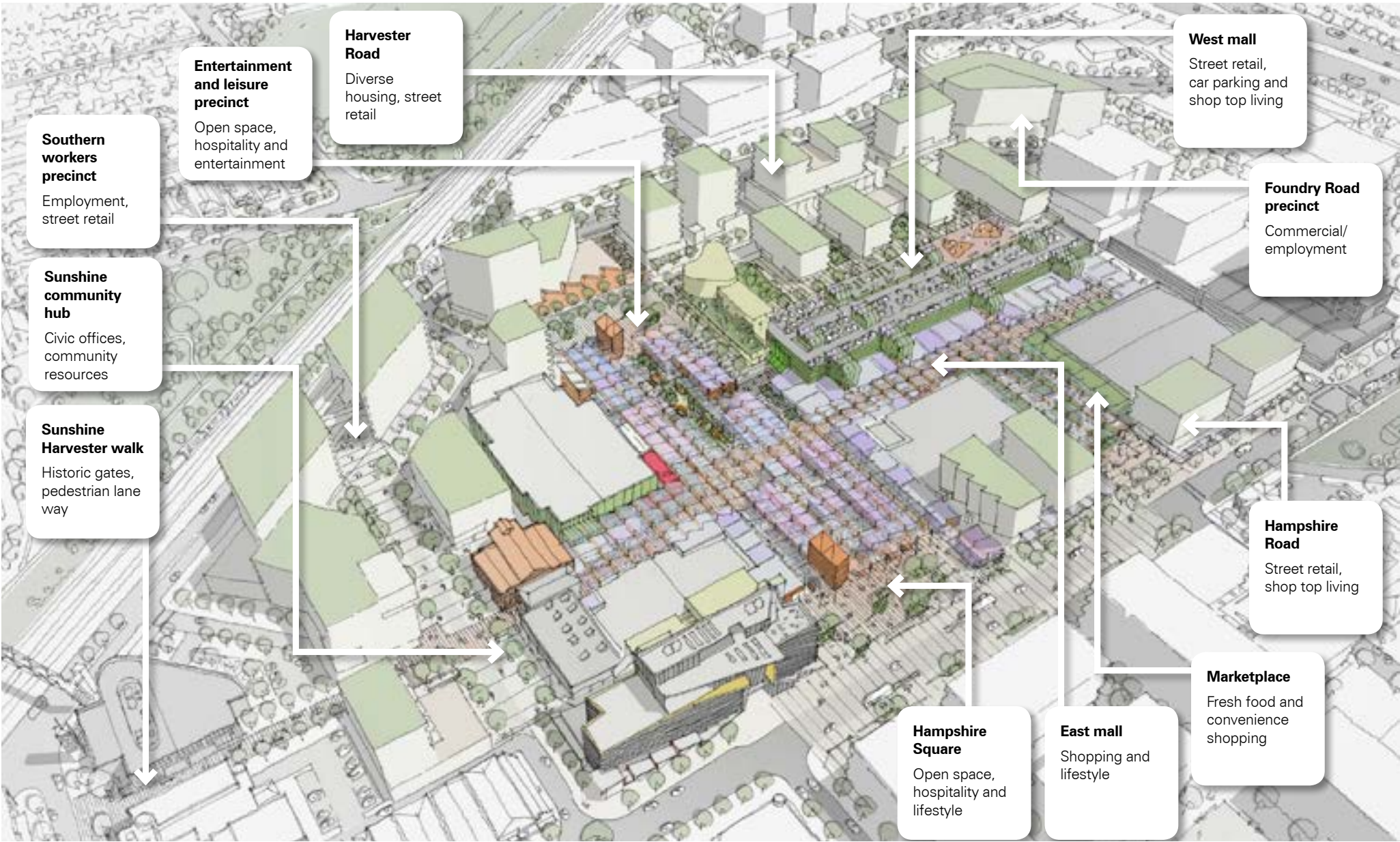
Entertainment and leisure Quarter

Civic offices, community hub

Urban Green School

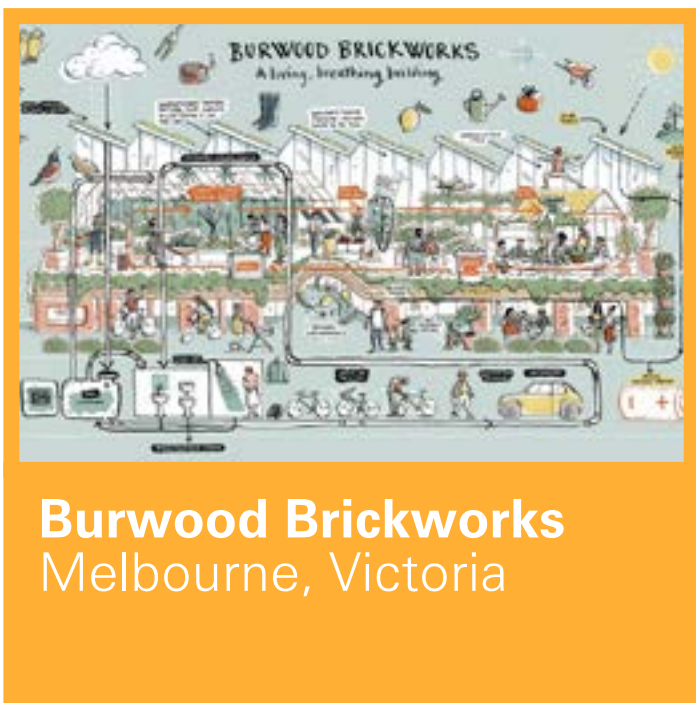
Diverse housing

Open space



Precedents: urban heart revitalisation learnings from exemplar projects

The world's most sustainable shopping centre



Key info

Location

Middleborough Road, Burwood, Melbourne

Site area

48,000 sqm

Uses

Shopping centre

Urban farm

Pedestrian plaza

750 Apartments and townhouses



Precedents: urban heart revitalisation Preston Market UK

Fine grain revitalisation of a historic market district



Key info

Location

Preston, UK

Site area

Approx. 75,000 sqm

Site coverage

Approx. 60%

Uses - Market

1,200 sqm of trading space, both indoor and outdoor

Restoration of the 1875 Market Canopy

Box Market under the Fish Market canopy

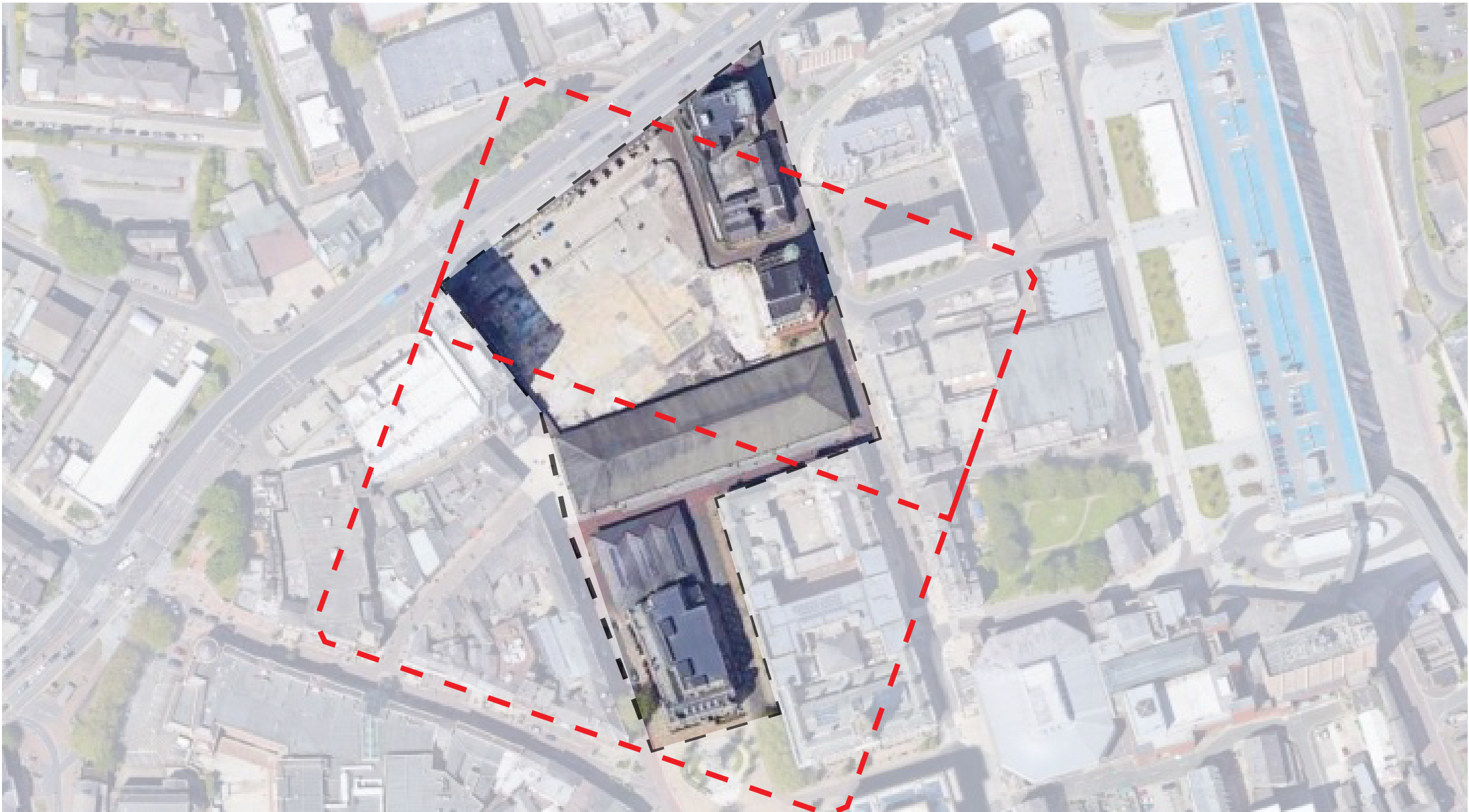
Uses - Broader precinct

164 parking spaces

Retail and hospitality

Entertainment facilities

Heritage Hotel



Precedents: urban heart revitalisation learnings from exemplar projects

A higher density extension to a historic market



Key info

Location

44-60 Gouger St, Adelaide SA 5000

Site area

Approx. 12,500 sqm

Site coverage

Approx. 80%

Uses

Office

Hotel

11,000 sqm retail and hospitality

Market

260 Public car parking spaces

Childcare

Apartments



Precedents: urban heart revitalisation learnings from exemplar projects

Sustainable town centre showcasing local SA produce



Key info

Location

Maple Avenue, Forreestville, SA

Site area

55,000 sqm

Uses

Market

Retail and outdoor dining

Services

Place spaces

Urban Green School

Short-stay accommodation

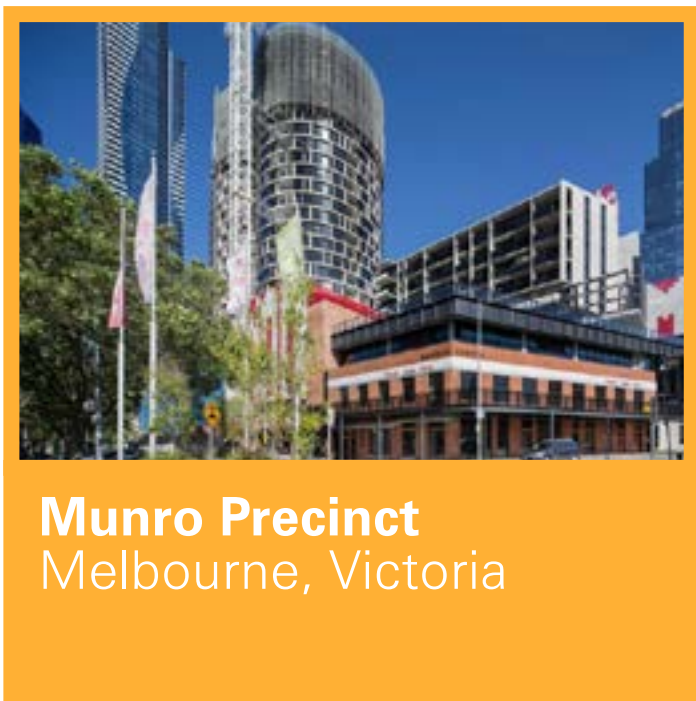
200 Apartments and 100 townhouses (15% affordable)

30% Green space contribution



Precedents: urban heart revitalisation learnings from exemplar projects

A higher density village of living, working and community



Key info

Location

456 Queen St, Melbourne VIC 3000

Site area

Approx. 12,500 sqm

Site coverage

Approx. 80%

Uses

Library

Family services

48 Affordable apartments

500 underground car parks for market customers

2500 sqm of new open space and laneways

Boutique hotel and apartments for long-term rental

Hospitality and retail stores.

