

MARKET SQUARE QUARTER MASTERPLAN

COMMUNITY ENGAGEMENT SUMMARY REPORT



INTRODUCTION

The City held an online and in person conversation with community, visitors, landowners and occupiers from 24 January 2023 to 24 February 2023. The engagement was undertaken to inform to new Masterplan for the Market Square Quarter.

THE MARKET SQUARE QUARTER MASTERPLAN

The Market Square Quarter Masterplan applies to the City Block bounded by Malop Street, Yarra Street, Ryrie Street and Moorabool Street. The Market Square Shopping Centre which is identified as a Strategic Development Site in the Central Geelong Framework Plan is located within the study area. The masterplan will implement the vision and objectives of the Final Central Geelong Framework Plan, as well as functioning as a catalyst for the regeneration of the heart of Geelong. The masterplan will also focus on public realm improvements, reinstating Little Malop Central as a key public space, with an emphasis on inclusiveness, including connections with surrounding precincts.

THE MASTERPLAN WILL:

- Acknowledge the area as an important Wadawurrung site.
- Ensure that the proposed mixed-use redevelopment of the shopping centre is economically viable (potential for a contemporary public market, residential development as well as future opportunities for retail and hospitality).
- Explore the activation of and integration with the surrounding public realm.
- Reinstating Little Malop Street Central as a key inclusive public space.
- Explore the role and function of Union Street and the other laneways in the area.
- Enhance connectivity to other areas such Little Malop Street West.
- Consider the movement of traffic within and outside of the area.



Study area of the Market Square Quarter Masterplan

HOW WE ENGAGED

Engagement was mainly undertaken online on the [Have Your Say webpage](#) dedicated to the Market Square Quarter Masterplan project. The webpage received 8418 views from 3341 visitors.

The webpage consisted of multiple themed comment boards for the community to provide their suggestions and feedback. Submitted comments were publicly visible with the option for participants to respond and like each others comments.

The engagement was open to everyone. Promotion of the engagement was undertaken via media releases in local newspapers, social media, on site postcard hand out and a project board. Letters were also sent to all landowners and occupiers within the quarter. Promotion was further supported by some more targeted communication with the businesses in the Market Square Quarter and Youth Council.

The project team also undertook three pop-up engagement sessions at locations within the Market Square Quarter. The sessions took place on 31 January and 2 February. Community also had the opportunity to provide feedback during the Wurriki Nyal Open Day on 18 February.

The comments board topics were chosen as prompts to help guide submitter feedback. Overall, 541 contributions were made. Three broad topics were used as conversation starters:

- What issues have you noticed in the area?
- What are the opportunities in the area?
- Can you think of any other successful place?

Additionally, a map was provided where community members could drop a pin and provide more specific and/or spatial comments. Most comments were directed at the issues board. The topics with their affiliated number of comments are shown below.

271



What issues have you noticed in the area?

What could improve the most?

157



What are the opportunities in the area?

How do you envision the future of the area?

59



Can you think of any other successful places?

Any successful international or Australian places that this project should learn from?

54



Leave your feedback on the map

Drop a pin on a map and let us what you think about specific issues and opportunities.



31

DAYS

of engagement on the Issues & Opportunities



54

Suggestions (comments) from the public left online via social map



338

Number of people to leave feedback



297

People following the project

WHAT WE HEARD

A thematic analysis of all comments received on the HYS webpage was undertaken to identify the main themes and key points raised by participants. Each comment was coded based on key topics and analysed on identified issues, opportunities, and potential learnings from similar places.

Summary of key issues and challenges identified by participants

Overall, comments on issues and opportunities were divided, 669 comments were identified as opportunities and 554 as issues. The top five opportunities included:

1. Introduction of more dining opportunities (**94**); 32 participants mentioned expansion of Lt Malop Central as an opportunity to extend alfresco dining.

"[Introduce] small unique bars and eateries joined by shared outdoor alfresco dining."

2. Addition of a fresh food market or a supermarket to the quarter (**60**)

"Market Square should be a community meeting place. A fresh food market and stalls for local small businesses to sell their wares."

3. More public art, live music and events (**51**)

"[There should be] Space for public theatre shows. Music performances, open mics, etc."

4. More diverse shopping opportunities (**47**); Specific shop suggestions included, H&M, Zara, Uniqlo, Ikea, Costco, Kmart as well as local shops, boutique shops, DFO style Mall or something unique.

"Bring in big stores like TK Max, Sephora, City Beach, Lush, novelty stores. Think unique retail not generic to draw tourists and locals."

5. Creating an externalised shopping experience or high street (**42**); comments included the reintroduction of historic laneways.

"There is an opportunity to open up Little Malop Street, through the redevelopment of Market Square, and create a genuine outdoor, central square for Djilang, instead of it being another shopping centre."

THEME (ISSUES)	
More dining options (Alfresco style)	94
Addition of Fresh Food Market	60
More Public Art, Live Music, and Events	51
More diverse shopping opportunities	47
Creating an externalized shopping experience or high street	42
Mixed-use Developments including Residential	34
Expansion Of Lt Malop Alfresco dining	32
Addition of Entertainment and Recreation Venues	31
More Trees, Greenery and Landscaping	31
Introduce new Public Spaces including a Park	29
Improvements to Public Realm	27
Partial or complete removal of Vehicular traffic in the Quarter	27
Making area Family Friendly including Children Play Space	22
Introduce a new Pedestrian Priority connection to Westfeild	22
Celebrating Culture and Heritage (Wadawurrung Representation)	21
Pop up Food Trucks or Stalls	18
Good access to the Bus Interchange	15
Provide greater Public Transit provision	14
Support for Creatives	10



Queen-Vic style permanent market in Geelong city centre

Posted by Sam | 2 months ago

I love the proposal made by TANDEM Design Studio – which played major roles in the conception of Federation Square in Melbourne and The Museum of Old and New Art (MONA) in Hobart – for a CBD Queen-Vic style market in Geelong. The idea, which they...

CULTURE AND IDENTITY

16 Likes 5 Comments

The top five themes identified as existing issues are:

- Perceptions of lack of safety including anti-social behaviour or needing police presence (114)
“Don't feel safe and many undesirable people there who cannot behave.”
- Concerns around bus stop (104)
“The bus interchange location is terrible and needs to go!”
- Concerns around public realm being uninviting, tired and neglected, untidy, lacking atmosphere (65)
“It is ugly, uninviting and not safe. The buildings don't have character anymore -. The old buildings gave the streetscape character. It is such a mess now.”
- Concerns around poor access and parking for private vehicles within and around the precinct (52)
“Parking surrounding the area is an expensive joke. If people can't access it, they just won't visit. People also don't want to park long distances away and walk.”
- Concerns around accessibility and poor pedestrian connections (45)
“The existing market square shopping centre has poor pedestrian flow. There is no pedestrian exit onto Yarra street causing - causing a dead end and an eddy flow.”

THEME (ISSUES)

Perceptions of lack of safety including anti-social behaviour or needing police presence	114
Concerns around bus stop	104
Concerns around public realm (uninviting, tired and neglected, untidy, lacking atmosphere)	65
Concerns around poor access and parking for private vehicles within and around the precinct	52
Concerns around accessibility and poor pedestrian connections	45
Concerns with Market Square Shopping Centre building	44
Concerns around empty and unkept shops	39
Concerns about presence of rough sleepers	22
Concerns with unactive edges	19
Lacking night life	17
Concerns with lack of diversity in offering	12

Restructure bus interchange

Posted by Bus user | 2 months ago

Move the bus interchange stops to the middle of the road in the same way as tram stops function in Melbourne CBD. Extend the bus interchange from Ryrie to Malop and close of this street to other vehicles. The bus interchange is exactly in the location that it needs to be in order to meet the needs of bus passengers. Moving the interchange to the middle of the street then reopens up the footpath that is currently behind the shelters. Provide real time bus arrival/departure information. Buses...

ACCESS AND MOBILITY

8 Likes 1 Comments

Participants provided examples of national and international successful places that this Masterplan could learn from. These comments were coded based on the type of place and their attributes that participants liked. 68 comments referred to examples of national and international markets. Queen Victoria Market (17) and South Melbourne Market (9) were the most mentioned places the participants love and Geelong needs. Opportunities to create a unique experience, offering local and fresh produce and adding to the character and vibrancy the area while celebrating the history of the place were some of the reasoning mentioned in comments.

35 comments mentioned an example of an internalised mall. Pacific Werribee Shopping Centre (9), DFO (5) and Melbourne Central (4) were amongst the highest mentioned malls. Diversity of shops, lighting and access to open air, and provision of parking facilities were some of the reasons participants liked about these shopping centres.



28 participants provided examples of national and international main/high streets, pedestrianised streets and laneways, and European plazas. Opportunities for provision of mixed-use development with shop top living, alfresco dining and access to open air were some of the reasons mentioned for these examples.

The most liked comments on the topic boards included suggestions for a food market like South Melbourne (9 likes), Ice Rink (29 likes), and narrow laneways and tall buildings to enhance walkability (13 likes).

Food Hall
 Posted by Chez13 | 2 months ago

Market Square could be set up like a south Melbourne Market. We have nothing in Geelong like that. Lots of different foods, mix of stall holders. Only good quality goods and products. We need something with a difference. Get rid of ground fountain. This area needs to be outdoor seating and entertainment.

LIVING AND COMMUNITY

9 Likes 2 Comments



Ice Rink in Central Geelong
 Posted by andrewfx_51 | 2 months ago

Greater Melbourne is now fortunate to have 3 ice rinks - for a period there was 1. Sadly, there are no ice rinks in regional Victoria. Geelong had one from 2000-04, and Bendigo managed to run theirs from 1984-2008, but since then nothing. A...

LIVING AND COMMUNITY

29 Likes 12 Comments



Tight laneways and tall buildings
 Posted by Cars Ruin Cities | 2 months ago

The best city environments are based on walkability. Safe, accessible, comfortable and INTERESTING to people on foot. Places that have plenty of other people around and clear windows/openings at street level that change every 5-10m. Degraes Street...

STREETSCAPE AND SAFETY

13 Likes 3 Comments

The social media promotion posts also received several comments from community members. While these comments were broadly reviewed to inform the project, they have not been included as part of this analysis.

HOW DOES YOUR FEEDBACK INFORM THE MASTERPLAN AND THE NEXT STEPS

The table below discusses the response to the main identified themes and how the Masterplan will be informed. During the next phase, we will focus on preparing three options. The Masterplan options will be informed by feedback provided by the community and stakeholders focusing on creating new and improved public spaces, addition of a fresh food market, opportunities for alfresco dining and entertainment, as well as enhancing access to and from the quarter while reintroducing new laneways and pedestrian connections. Celebrating the site's rich history and improving public realm are amongst other objectives the Masterplan options will prioritise. The masterplan options will be assessed for economic viability and a preferred option will be identified to prepare the Draft Masterplan. The Draft Masterplan will be publicly exhibited for community and stakeholders' feedback.

THEME (OPPORTUNITIES)	MASTERPLAN RESPONSE
More Dining Options (Alfresco Style)	Masterplan options will explore expansion of Lt Malop Central and more dining opportunities.
Addition of Fresh Food Market	The viability of a fresh food market will be broadly explored as part of the development of the Masterplan.
More Public Art, Live Music and Events	The Masterplan will explore opportunities for new public art installations along with new public spaces for events and live music.

THEME (OPPORTUNITIES)	MASTERPLAN RESPONSE
More diverse shopping opportunities	The Masterplan aims to create a bold vision for the Market Square Quarter and regenerate the heart of the City which will provide more opportunities for attractive retail as well as creative spaces, entertainment and recreational venues.
Creating an externalized shopping experience or High Street	The Masterplan will reintroduce midblock pedestrian connections and provide guidance on activating edges, creating a more externalised shopping experience.
Mixed Use developments including Residential	The Central Geelong Framework Plan has enabled the delivery of a substantial residential and/or commercial footprint. The Masterplan will explore how this can be developed.
Expansion of Little Malop Alfresco Dining	Masterplan options will explore expansion of Lt Malop Central and more dining opportunities.
Addition of Entertainment and Recreation Venues	The masterplan will explore opportunities for large footprint venues. However, whether a large entertainment venue will be delivered is outside the scope of this project.
More Trees, Greenery and Landscaping	The Masterplan intends to introduce new externalised connections and public spaces throughout the Market Square Quarter which will provide opportunity for more planting in the area.
Introduce new Public Spaces including a Park	Part of the project scope for the Masterplan is to reinstate Lt Malop as a key public space. This may include additional privately owned public spaces.
Improvements to Public Realm	The Masterplan will also focus on public realm improvements, reinstating Little Malop as a key public space, with an emphasis on inclusiveness, including connections with surrounding blocks.
Partial or complete removal of Vehicular traffic in the Quarter	The Masterplan will examine options to change accessibility for vehicular traffic in certain sections within the precinct with particular focus on Little Malop.
Making Area Family Friendly including Children Play spaces	Noted, creating an inclusive public realm is one of the objectives of the masterplan and opportunities for the inclusion of a play space will be investigated as part of the Masterplan.
Introduce a new pedestrian priority connection to Westfield	The Westfield site is outside of the project scope, however improved pedestrian connections to the quarter will be investigated as part of public realm improvements.
Celebrating culture and heritage (Wadawurrung representation)	The Masterplan will acknowledge the site as an important Wadawurrung site. All Masterplan options will take the existing Heritage Overlays into consideration and be designed in accordance with the Central Geelong Framework plan guidelines.
Pop up food Trucks and Stalls	Masterplan will explore programable public spaces that can be used for pop-ups.

THEME (OPPORTUNITIES)	MASTERPLAN RESPONSE
Good access to the Bus Interchange	Noted, ensuring easy access to public transport is a key objective for the whole of Central Geelong.
Provide greater Public Transit provision	Public Transit provision is outside the scope of this project; however improved accessibility to public transit will be considered as part public realm improvements.
Support for Creatives	Noted, the Masterplan considers the retention of existing creative spaces within the Market Square Quarter. The Masterplan will explore the opportunity to increase the city's cultural capacity.
Praise for the Mall's existing activation program	Noted.
Improve Bike Lanes	The Central Geelong Framework Plan (CGFP) has included the objective to provide safe, direct and connected cycling routes. The Market Square Quarter Masterplan will be aligned with the CGFP.
Sports Facilities	Noted. The masterplan will explore opportunities for large footprint venues. However, whether a sports facility will be delivered is outside the scope of this project.
Youth Spaces	Noted, an objective of the Masterplan is to created spaces which are inclusive and inviting for all, this includes youth.
Community Hub	The Central Geelong Framework Plan outlines the need for new community facilities in Central Geelong. The framework plan does not identify a community facility within the study area.
Bay views	Noted, the masterplan will investigate the opportunity for preserving views to the bay aligned with the Central Geelong Framework plan guidelines.
Injection room; Toilet	Noted, outside scope of this Masterplan but can be investigated in future projects.
Sustainability	Sustainability is one of the Masterplan's main objectives.
Rooftop Urban Farm	Noted.
Make smoke free	Noted, making the area smoke free is outside the scope of this Masterplan.
Happy as is	Noted.

THEME (ISSUES)	MASTERPLAN RESPONSE
Perceptions of lack of safety including anti-social behavior or needing Police presence	Noted. An objective of the masterplan is to create safe an inviting public space.
Concerns around Bus stop	Noted, the location of the bus stops are not within the scope of this project.

THEME (ISSUES)	MASTERPLAN RESPONSE
Concerns around Public Realm (Uninviting, tired and neglected, untidy, lacking atmosphere)	The Masterplan will include design guidance on public realm improvements ensuring developments create a safe and inviting environment.
Concerns around poor access and parking for Private Vehicles with and around the Precinct	Noted, an approach for parking in Central Geelong is proposed in the draft Central Geelong Parking Strategy. Which is expected to become public in June 2023.
Concerns around accessibility and poor pedestrian connections	The Masterplan will explore how to improve accessibility and pedestrian connections through the precinct and reinforce the importance of wider connections throughout the city.
Concerns with Market Square Shopping Centre building	The Masterplan will explore a significant redevelopment of the Market Square site.
Concerns around empty and unkept shops	Noted, the overall goal of the masterplan is to enable change in this area.
Concerns about the presence of rough sleepers	Noted. This is outside the scope of this Masterplan.
Concerns with unactivated edges	A key objective of the Masterplan is to create a plan for activation of all edges.
Lacking Night Life	Noted, a key objective is to allow a mix of uses which can attract people at different times in the day.
Concerns with lack of diversity in offering	An objective of the Masterplan is to create a vision that can be a catalyst for regeneration and new investment. Whilst the masterplan will not determine an exact retail offering, it will assist in attracting new operators to the area.
Remove 7Eleven	The masterplan will not determine the specific retail offering for the Market Square Quarter.
Remove Bike lanes	The Masterplan will not result in the net removal of any cycling infrastructure. Removal of bike lanes is against the objective to provide safe, direct, and connected cycling routes as outlined in the Central Geelong Framework Plan.
Negative view of Malop Street Green Spine	The Green Spine is part of Revitalising Central Geelong Initiative and is a long-term objective outlined in the Central Geelong Framework plan. The Masterplan will not consider the removal of the Green Spine.
Wayfinding	Outside scope of this masterplan but will be addressed in other projects.
Disabled access	Inclusiveness and improved access will be considered as one of the Masterplan's main objectives
Centrepont Arcade (Negative)	Redevelopment of Central Point Arcade will be considered in all Masterplan options.
No sunlight	Improved sunlight access to public spaces will be considered in all Masterplan options.