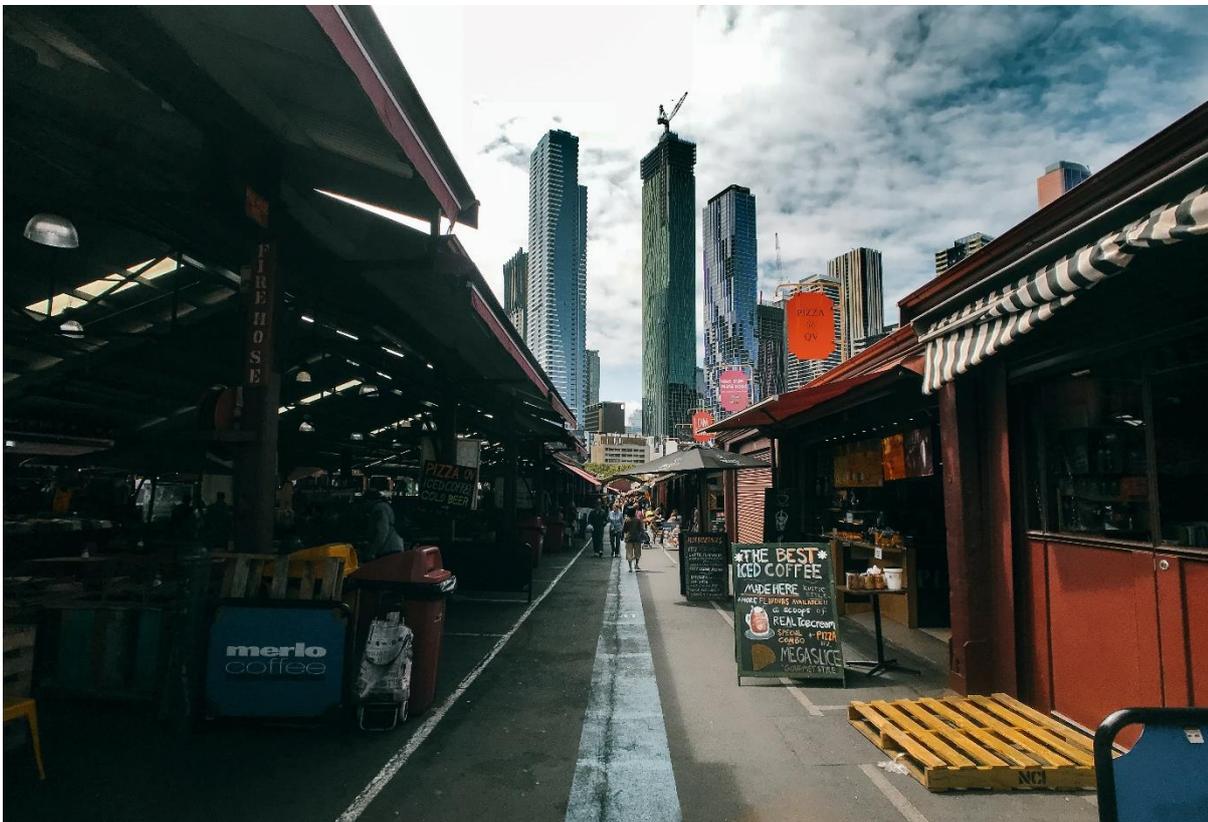


Case Study

Queen Victoria Market Precinct Renewal

North and SALT3 were engaged by Queen Victoria Market (QVM) to conduct a logistics assessment for the iconic Market Renewal Project. As part of the renewal project, QVM proposes to optimise loading and logistics arrangements by introducing two consolidated loading docks, a new loading facility and modified goods storage arrangements.

The project forms part of the City of Melbourne's \$40 million investment in the renewal of the Queen Victoria Market, which will deliver new trader and customer facilities and a revitalised food hall.



Project Objectives

Three strategic directions guide the delivery of the Market Renewal Project

- △ A market of markets: A place that supports and encourages sustainable market trading in all its varieties.
- △ A Melbourne experience: A place to experience Melbourne's local character, liveability, and identity.
- △ A community meeting place: A place to meet and connect with the diverse and vibrant communities of Melbourne.

Case Study

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Project Challenges

Like many projects, this engagement occurred later than is ideal during the design process. It became immediately apparent that several key elements had not yet been considered, despite material impacts to later design stages.

This is a unique project with a diverse range of stakeholders, each with distinct needs. All stakeholders should be identified, and an alignment process undertaken to ensure that the needs of all stakeholders are understood, and ultimately met.

Project Solution

Conduct a detailed swept path analysis of the new loading dock arrangements with tandem parking as an option to validate required functionality. Develop a holistic traffic simulation model across the entire market area and surrounds to verify expected outcomes and assist future planning in and around the Market Precinct.

Key Features

- △ Vehicle movement audits;
- △ Loading / logistics demand assessments;
- △ Travel path analysis and optimisation;
- △ Logistics equipment selection;
- △ Sensitivity analysis;
- △ Scenario planning; and
- △ OH&S assessment.

Results

North is currently awaiting the outcome of discussions between QVM and the City of Melbourne to inform the next stage of the project. We expect to provide further support to the project through the above-mentioned swept path analysis and traffic simulation.