

# Media Release

The Hon Sonya Kilkeny MP  
Minister for Planning  
Minister for the Suburbs



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## QUEEN VICTORIA MARKET REVAMP GIVEN THE GREEN LIGHT

The Allan Labor Government has approved the next stage of plans to revitalise Melbourne's iconic Queen Victoria Market – securing its future as an iconic social and cultural landmark, while delivering hundreds of new homes.

Minister for Planning Sonya Kilkeny today announced the planning permits for the \$1.7 billion mixed-use development have been approved.

Delivered in partnership with Lendlease, Scape and the City of Melbourne – housing will be a key feature of the development with plans to deliver around 560 build to rent apartments, with 15 per cent dedicated to affordable housing.

Student housing provider Scape will also deliver an additional 1100 beds for university students.

The development supports the Labor Government's landmark Housing Statement target – enabling 800,000 new homes to be built over the next decade, in areas where people want to live – close to jobs, transport and services.

In addition to new housing, the redevelopment will create more space for shops, including along the restored Franklin Street, and a new community space fronting Queen Street.

At the heart of the precinct will be Market Square—a 1.8-hectare public park designed to serve as a gathering place for the community and visitors where they can enjoy events, festivals, and outdoor activities.

The development will transform the internationally renowned market precinct – attracting new residents, workers, customers and visitors to the area.

With a legacy dating back to 1878, Queen Victoria Market is an iconic Melbourne landmark and stringent heritage controls will be upheld to preserve its unique character.

### Quote attributable to Minister for Planning Sonya Kilkeny

*"This project is delivering hundreds of new homes in the heart of Melbourne, giving more Victorians the opportunity to live close to jobs, transport, and services—all while protecting the heritage and charm that makes Queen Victoria Market such a beloved part of Melbourne."*

### Quote attributable to Lord Mayor Nick Reece

*"Gurrowa Place will be a landmark development for our city – creating a new precinct that will enrich the iconic Queen Victoria Market, bring high-quality and affordable housing into this growing neighbourhood, and help the City of Melbourne meet its housing targets."*