

**A welcoming and liveable City
accessible to all**



**Draft Mt Atkinson Major Town Centre Urban Design
Framework
Consultation Summary Report**

Melton City Council

December 2025

1. Introduction

This Consultation Summary Report provides an overview of feedback received from the community consultation in relation to the draft Mt Atkinson Major Town Centre (MTC) Urban Design Framework (UDF).

The Mt Atkinson MTC is proposed to be a new vibrant town centre for residents to shop, work and recreate. The preparation of a UDF is a requirement of the Mt Atkinson and Tarneit Plains Precinct Structure Plan (PSP) which was prepared by the Victoria Planning Authority in 2017. This UDF has been prepared by the developer, Mt Atkinson Holdings (MAH) in consultation with Council.

The purpose of consultation is to gain insights and general sentiment from the community on the draft UDF for the MTC. Community consultation also provides opportunities for community members and relevant stakeholders to provide their thoughts and share ideas to improve the draft UDF before its finalisation and adoption. Project details were also made available including access to background reports and other relevant information to inform the community on the UDF.

A four week community consultation was held from 23 of October until 19 November 2025 with an online survey on the Melton Conversations Webpage and two face-to-face drop in sessions at Mt Atkinson Children's and Community Centre. A total of 198 survey responses were provided, which includes 50 participants who attended the two drop-in sessions.

The following themes were identified during this consultation period, we heard that the Mt Atkinson community:



Sees the UDF as a positive step in the delivery of a town centre.



Wants the immediate delivery of essential shops for daily necessities.



Wants the delivery of train station and bus services to minimise traffic congestion.



Sees the Major Town Centre as a driver in creating a sense of community.



Wants to have safe and well-connected walking paths to and from the town centre.



Appreciates the proposed local park and urban plaza in the town centre as places to meet and gather.

2. Methodology

How we communicated

During the consultation period, a range of communication channels were used to ensure the consultation reached as many stakeholders as possible, including residents and landowners living at Mt Atkinson.

Communication channels include:



2304 letters were sent out within a 1km radius of the town centre.



Social media posts on City of Melton Facebook and LinkedIn pages promoting that consultation has opened.



Newspaper advertisement at Star Weekly Newspaper dated 29 October 2025.



3 physical copies of the UDF were available at Mt Atkinson Children's and Community Centre, Caroline Springs Library and Melton Civic Centre.



Consultation webpage is featured under 'Have your Say' in Melton City Council website.

How we engaged

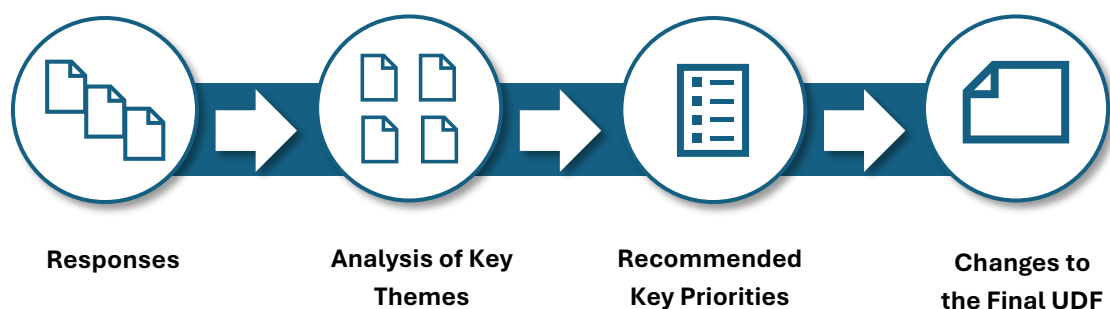
Consultation included an online survey through the Melton Conversations Webpage and two face-to-face Drop-in Sessions at Mt Atkinson Children's and Community Centre. Key documents relating to the Draft Mt Atkinson UDF were available to the community in both online and offline formats. The community was provided with the Draft Mt Atkinson UDF document and three other supporting documents (Precinct Structure Plan Review, Street Cross Sections document, and a Background report) to support community members to provide informed feedback. Opportunities to submit feedback via mail (with a QR code to the Melton Conversations Webpage) or email were also provided.

The survey had a combination of multiple choice and open-ended questions, focussing on:

- The clarity of the document, including the readability and their understanding of the UDF.
- What people liked about the UDF.
- How the UDF can reflect the character and needs of the community.
- Improvements that can be made to the UDF.
- Other comments and ideas for the UDF.

Respondents were also given the opportunity to upload their ideas or written submission through the Melton Conversation Webpage.

How we analysed your feedback



Every submitted survey response was read and categorised into themes that were tallied up to show the frequency of themes and concerns across the community. This process revealed the community's main concerns and key priorities for the UDF, which will inform recommended changes for the final UDF.

Results of key findings and themes can be found in the Section 3 and Section 4 of this document.

3. Key Findings

Engagement performance

The following outlines the engagement performance from the Melton Conversations Webpage and social media. As outlined below, engagement was far reaching with many views and social media shares of the Webpage.



4699 views on the Melton Conversations Webpage.



2,932 visitors visited the Melton Conversations Webpage.



48 visitors who have subscribed or follow the project.



20 shares on Facebook
13 likes on Facebook



47.58% visitors accessed the Conversations Webpage from social media (Facebook & LinkedIn)



1,390 downloads of the Draft Mt Atkinson UDF

Who we heard from

The following outlines the number of participants and the demographics who participated during the consultation period.

Number of respondents	Demographic	Suburb of residence
 148 survey responses (with 1 written feedback uploaded)	 57% male 40% female 3% prefer not to say	 49% Truganina 31% Mt Atkinson* 5% Deanside
 50 drop-in session participants	47% respondents are 35 to 44 years old	*While Mt Atkinson is in Truganina, this number is derived from participants who specifically wrote 'Mt Atkinson' as their suburb of residence.
 3 formal submissions (Urban Design Management, Department of Transport and Planning & Department of Energy, Environment and Climate Action)	25% respondents are 25 to 34 years old 20% respondents are 45 to 54 years old	

Multiple Choice Questions

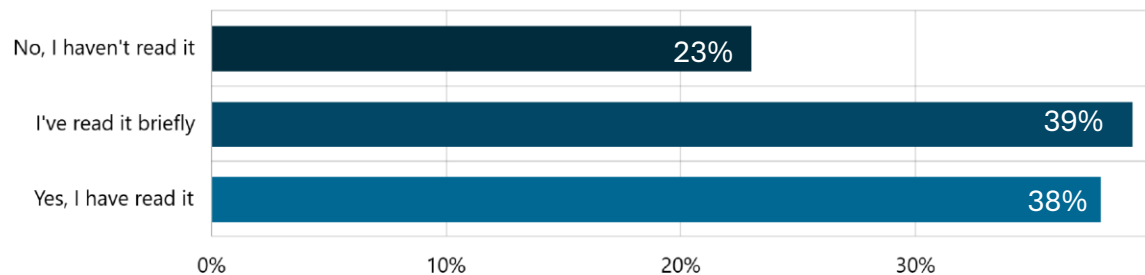
The following are the results of the multiple-choice questions:

Have you reviewed the draft Mt Atkinson Urban Design Framework?

Most respondents had read the UDF briefly (39%), followed with reading the UDF entirely (38%) and not reading the UDF (23%).

1. Have you reviewed the draft Mt Atkinson Urban Design Framework? Required

Multi Choice | Skipped: 0 | Answered: 148 (100%)

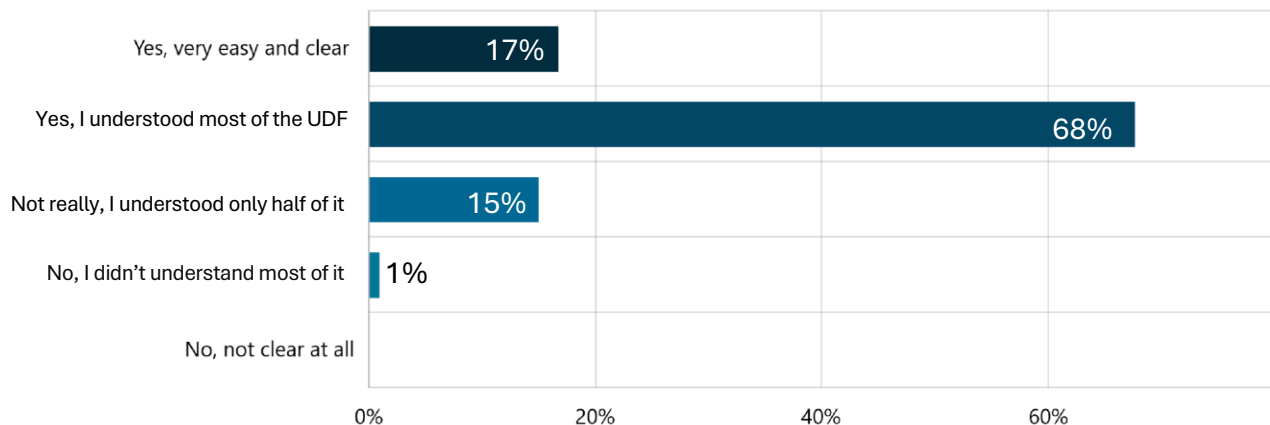


Was the draft UDF easy to understand and clear to read?

Majority of respondents (68%) understood most of the UDF, while 17% of respondents thought that the UDF is very easy and clear to read.

2. Was the draft UDF easy to understand and clear to read?

Multi Choice | Skipped: 34 | Answered: 114 (77%)

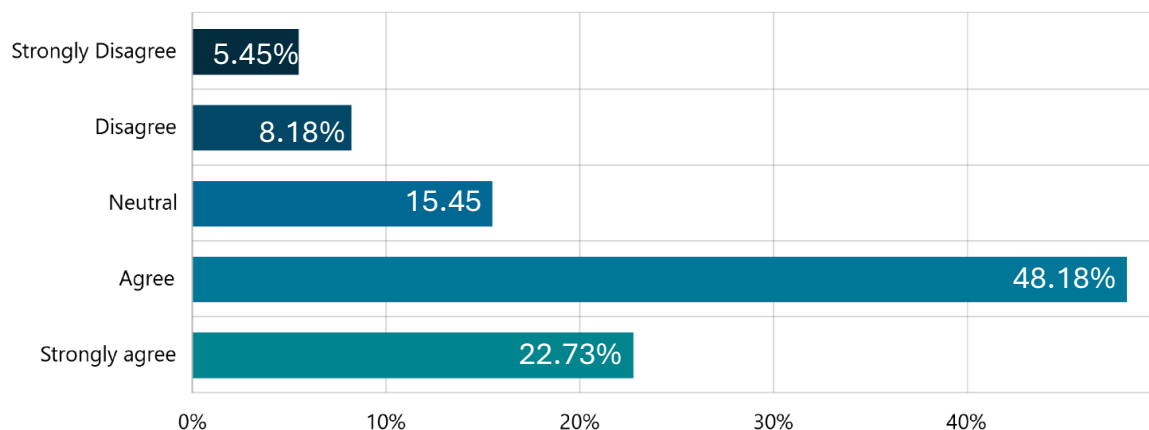


Do you agree that the draft UDF reflects the needs and character of the Mount Atkinson community?

Over 70% of respondents agreed or strongly agreed that the draft UDF reflects the needs and character of the Mt Atkinson community, with 13% of respondents disagreeing or strongly disagreeing.

4. Do you agree that the draft UDF reflects the needs and character of the Mount Atkinson community?

Multi Choice | Skipped: 38 | Answered: 110 (74.3%)

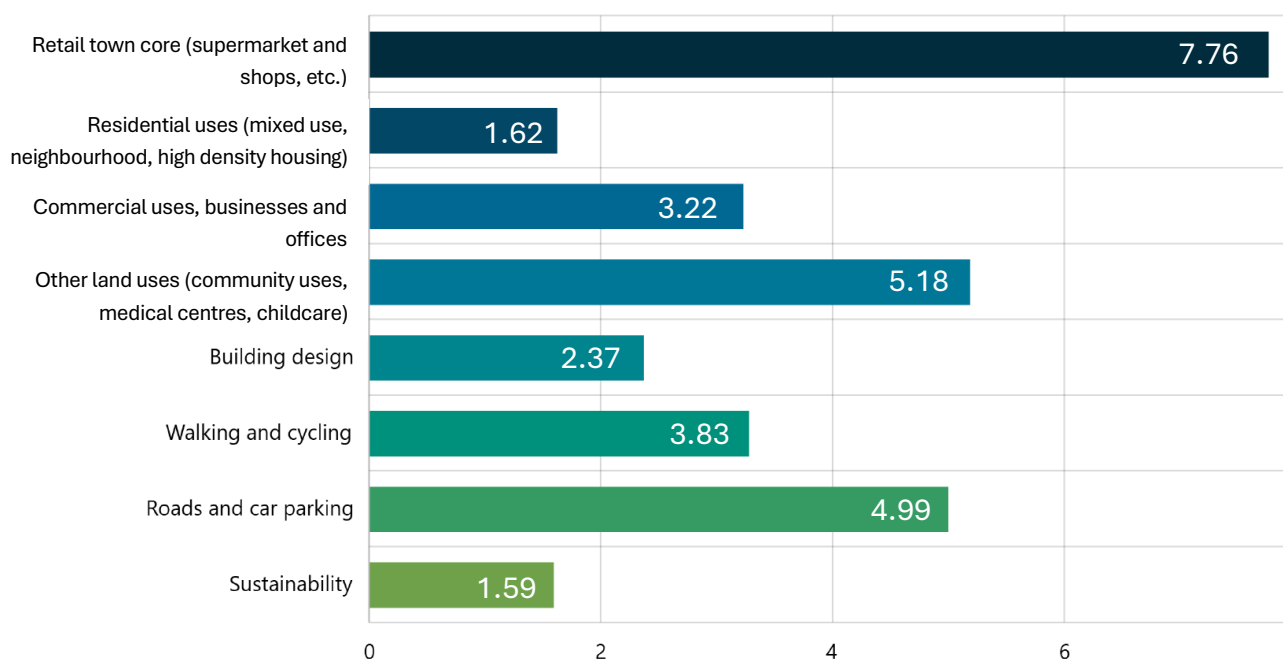


Which of the following elements are most important to you in the draft Mt Atkinson UDF?

Out of the eight elements, survey respondents ranked the retail town core as the most important element in the draft UDF. Followed by roads and car parking, and other land uses (such as community uses, medical centres and childcare). The lowest ranked element was sustainability.

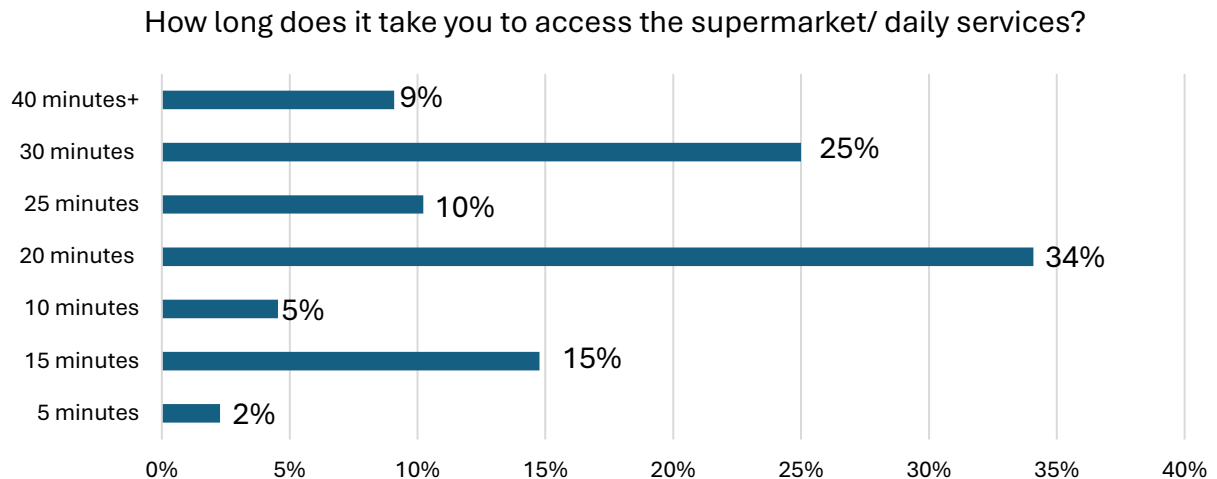
8. Which of the following elements are most important to you in the draft Mt Atkinson UDF?

Ranking | Skipped: 6 | Answered: 142 (95.9%)



How long does it take you to get to places like the supermarket or daily services?

34% of respondents take 20 minutes to travel to their supermarket or daily services. This is followed by 25% of respondents travel up to 30 minutes and 15% travel up to 15 minutes to their supermarket or daily services.

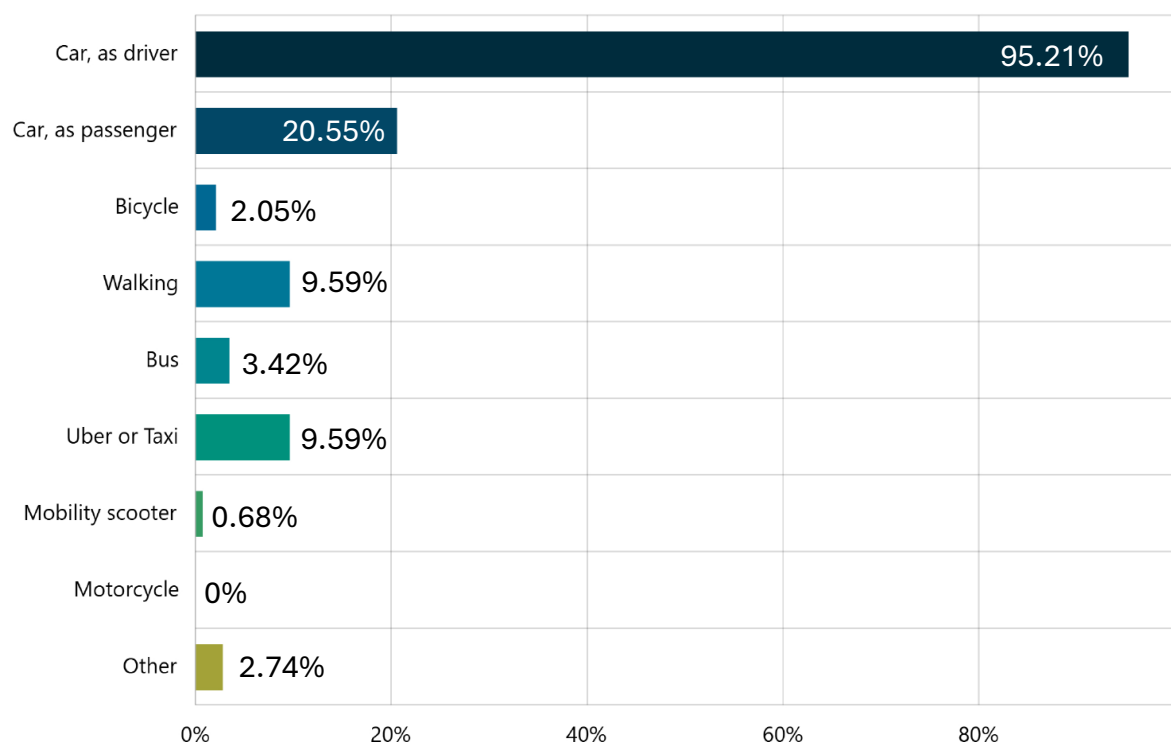


What mode of transport do you usually use to access daily services?

Over 90% of respondents travel to their daily services with a car as a driver, followed by car as a passenger (20%). Almost 10% of respondents walk to access their daily services.

13. What mode of transport do you usually use to access daily services?

Multi Choice | Skipped: 2 | Answered: 146 (98.6%)



Please feel free to upload your ideas and feedback using the button below

One respondent uploaded written feedback through the Melton Conversations Webpage in this question. Key feedback that the respondent submitted include:



Provide clear timelines and delivery commitments.



Integrate cultural-led design opportunities such as public art and heritage interpretation.



Provide school traffic plan, parking strategy and interim bus strategy.



Embed housing diversity including affordable housing, key worker housing and build-to-rent.



Strengthen employment opportunities and target industries.



Deliver early activation initiatives such as pop ups and temporary green spaces.

Other feedback within the written feedback has been included in the key themes in Section 4.

Community Drop in Sessions

Two drop-in sessions were held at Mt Atkinson Children's and Community Centre, on Wednesday 29th of October 2025 (6pm-8pm) and Saturday 15th of November (10.30am – 12.30pm) 2025.

A total of 50 community members attended the drop-in sessions, with 30 people in the first drop-in session and 20 people in the second drop-in session. The vast majority of the attendees live in Mt Atkinson, followed by those living in other communities nearby. Similar to the survey respondents, there were more male attendees than female attendees who attended the drop-in sessions.

Key feedback and questions that were raised during the drop-in sessions included:



General frustration around the delay in the delivery of the town centre.



Timing around the **delivery of public transport**.



Concern with existing traffic capacity at Grand Boulevard and Hopkins Road.



A high priority for community members is the **provision of a supermarket for their daily needs**.



Clarity on **Council's role in the UDF process** and delivery.



Clarity **on next steps** after the adoption of the UDF and delivery timeline.

Formal Written Submissions

During the consultation period, the following three formal written submission were received.

- Urban Design and Management on behalf for MSA Properties Pty Ltd, the landowner within the Western Freeway Commercial Area located in the northern part of the Mt Atkinson Major Town Centre.

- Department of Transport and Planning (Transport)
- Department of Energy, Environment and Climate Action (DEECA)

Overall, submissions support the UDF. Key feedback across the submissions include:

- Removing specific details on the road network including beyond the UDF study area
- The need for flexibility of the town centre to integrate with the future Mt Atkinson station.
- Early bus services to be part of the staged development.
- Focussing on direct active transport connections to the station and within the town centre.
- Inconsistency of the UDF with the objectives of the Mt Atkinson and Tarneit Plains Precinct Structure Plan.
- Clarity on the integration of the UDF with the future Western Freeway Commercial Area, as a single integrated Major Town Centre as envisaged in the Precinct Structure Plan.
- Clarity on the privatisation of streets, access and car parking in and around the town centre.

4. What We Heard

Overall, the Mt Atkinson community shared a positive view on the development of the Urban Design Framework of the Town Centre, with many seeing the adoption of the UDF as a positive first step in delivering essential daily needs in the town centre. Community members appreciate the urban layout of the town centre with its integration with the existing residential area and the future train station, supported with pedestrian links and key land uses needed for the community to use.

Overall, the community liked:



Delivery of the Town Centre

Many generally support the UDF as a positive step for the community.

“Sense of community and long-awaited shops in this growing area.”



Diverse land use and key infrastructure

Many like the progress of the UDF with its vision and framework to deliver a town centre that is equipped with diverse facilities, land uses, key infrastructure and open spaces such as local park and urban plaza.

“I like how it is integrated into the existing residential community, with core retail precinct being in the middle acting as a buffer between mixed use and commercial retail uses.”



Transport connectivity from future train station to shops

Many like the integration of the town centre with the train station as it gives a direct access to the shopping area from public transport options.

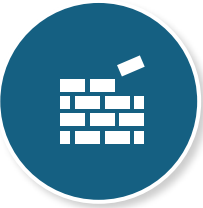
“The easy access for local residents and good strategic location close to the freeway and proposed train station will ensure solid foot traffic in the future.”

However, many community members highlight a variety of concerns around staging of the town centre, types of shops, traffic management and the uncertainty around the delivery of public transport in the town centre. Additionally, many suggested less text and simplification through dot points and key conclusions to make the UDF easier to read and understand.

Overall, key improvements that the community has commented include:

Delivery to be earlier	Variety of shops in tenancy	Public transport and traffic management
<i>“Improve the timeline to deliver major shopping centre as soon as possible.”</i>	<i>“One improvement I’d suggest for the draft Mt Atkinson UDF is to make sure it includes a good mix of essential everyday shops alongside the larger retail and specialty stores.”</i>	<i>“The transformation of Mt Atkinson is underway, but without the proposed train station, we risk creating a community crippled by congestion.”</i>
Mature trees and covered spaces	Safe walking and cycling infrastructure	Recognising the multicultural community of Mt Atkinson
<i>“Encourage planting mature trees and sufficient street/walkway lightings.”</i>	<i>“As the town centre is next to Mt Atkinson village, it is important for residents to walk to the town centre easily and safely.”</i>	<i>“Keep in mind that Mount Atkinson community is multicultural and that should be recognised and celebrated, to plant the seed for future cross-cultural opportunities”</i>

The following key themes have emerged from feedback received through the open-ended questions from the survey and the drop-in sessions:

Key Themes	Community Feedback	Response/Action
 Staging and implementation	Most suggested the early delivery of Stage 1 in the implementation plan, stating that thirteen years wait until full completion is too long. Many stated that the delivery of essential shops for daily necessities should be prioritised as the majority of residents drive more than 20 minutes to access their daily grocery items.	Council recognises the urgent need in the delivery of shops for the Mt Atkinson community to access their daily needs. Once the UDF is adopted in early 2026, planning applications can be submitted for assessment and approval, including the delivery of shops.
 Clarity of shops that will be delivered	As an improvement to the draft UDF, many stated that detailed description of shops is needed, including the type and number of shops that will be in the town centre. Respondents also noted the multicultural community at Mt Atkinson and ensuring that a variety of shops are available to cater the diverse community.	The type and variety of shops cannot be determined in the UDF process, as the intent of the UDF is to guide the land use and urban form of the town centre. The delivery of shops including its types and services is the responsibility of developers and will depend on their preferred timelines and staging arrangements.
 Certainty around the delivery of Public Transport	Many gave the feedback that the delivery of public transport should be a priority in the town centre particularly around the provision of a train station and bus services, as increased traffic is expected once the town centre is delivered.	The delivery of public transport including Mt Atkinson train station, its car parking, bus interchange and bus services is the responsibility of the State Government and separate to this UDF process. The UDF ensures the train station has appropriate



**Traffic management
to accommodate
increased traffic**

Many raised concerns about traffic conditions and congestion at Hopkins Road and Grand Boulevard Road once the town centre is delivered. Many stated that traffic congestion will increase while car parking will be reduced due to additional traffic once the town centre is delivered.

connections for all modes of transport. The delivery of the bus interchange and bus services will be prioritised to serve the town centre in the short to medium term.

A transport analysis is underway to ensure that Hopkins Road and Grand Boulevard have capacity to manage traffic to and from the UDF area. This transport analysis will clarify the ultimate road and intersection outcomes, which will be confirmed at the planning permit stage.



**Sustainability
including mature
trees and shade**

Many commented that the UDF lacks Environmentally Sustainable Design (ESD) elements, especially to minimise urban heat island and its relation to walkability. Respondents suggested better canopy tree covers throughout the town centre, including the provision for mature and taller trees in the street. Additionally, some respondents mention the need for shaded area at the proposed local park and the urban plaza.

Council recognises the importance of sustainability and embedding ESD elements including better canopy cover throughout the town centre. Development proposals in the town centre must be accompanied by an ESD assessment approved by council.

Council will review this feedback and request further changes to the UDF to promote ESD elements and place greater emphasis on the requirements for trees in the UDF.



Community uses and recreational facilities

Some stated that the provision of other services including medical centres, childcare, sports facilities and community facilities such as libraries, playgrounds and youth hubs are needed to be in the town centre.

Community uses and recreational facilities are a feature of major town centres and are expected to be provided. However, these uses and facilities cannot be determined as part of the UDF process as the intent of the UDF is to guide the land use and built form of the town centre. Retail and commercial services such as medical centres, pharmacies, gyms and childcare will be delivered by developers in response to market demand. The provision of Council facilities such as libraries are determined by the Infrastructure Contribution Plan (ICP) in accordance with the Precinct Structure Plan.



Safe walking and active transport links

Some stated there is the need for connected walking and cycling infrastructure with appropriate pedestrian crossings to and from the town centre that are safe and intuitive. Some respondents are concerned with privatisation of streets, limiting 24/7 access throughout the town centre. In addition, some respondents have also mentioned the lack of safety design in relation to Crime Prevention Through Environmental Design (CPTED) and lighting design in the UDF.

Council recognises the importance of safe walking and cycling infrastructure throughout the town centre. Station Street and Shared Street are intended to be the main pedestrian paths that links key destinations throughout the precinct.

Council will review this feedback and make further changes to the UDF as appropriate to include safe walking infrastructure including CPTED design.

5. Conclusion and Next Steps

Council would like to thank everyone who shared their feedback and attended the drop-in sessions. All feedback is currently being considered as part of revising and updating the UDF. While not every specific suggestion will result in changes to the UDF, your feedback plays an important role in helping Council shape the final UDF.

The information gathered through this engagement will be used to inform final changes of the Urban Design Framework. Once changes have been made and reviewed to the satisfaction of Council and the Department of Transport and Planning, the final Mt Atkinson Major Town Centre Urban Design Framework will be considered for adoption by Council in early 2026. After the adoption, planning applications (development proposals) can be submitted by developers for consideration. The construction of the town centre, and its delivery is the responsibility of the developer. Council's role is to facilitate the relevant approvals.

Council will provide a summary of key changes made to the UDF as informed by the community's feedback. Both the summary of key changes and the final UDF will be publicly available on the Melton Conversations Webpage.