A welcoming and liveable City accessible to all

Draft Kurunjang Neighbourhood Activity Centre Urban Design Framework

Consultation Summary Report

Melton City Council

December 2025

Disclaimer

This report summarises feedback received during stakeholder consultation and engagement by Melton City Council. The views expressed are those of participants and do not necessarily reflect the position of Melton City Council.

The information contained in this report is provided in good faith and is based on data collected during the consultation and engagement period. While care has been taken to accurately represent input, no warranty is given as to the completeness or accuracy of the information contained in this report.

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1. Introduction

This Consultation Summary Report provides an overview of feedback received from the community consultation in relation to the draft Kurunjang Neighbourhood Activity Centre (NAC) Urban Design Framework (UDF).

The Kurunjang NAC is proposed to be a small new town centre for residents to shop, work and recreate. The preparation of a UDF is a requirement of the Melton North Precinct Structure Plan (PSP) which was prepared by the Growth Areas Authority (later Victorian Planning Authority) in 2010. This UDF has been prepared by the developer, i2C Architects on behalf of Coles Group in consultation with Council.

The purpose of public consultation was to gain insights and general sentiment from the community on the draft UDF for the NAC. 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.

A four-week community consultation was held from 3 November until 1 December 2025 with an online survey on the Melton Conversations Webpage and the invitation to provide written submissions or to arrange in-person/online meetings to discuss the project. A total of 207 online survey responses and seven written submissions were provided, as well as six others who called in or emailed with enquiries about the project.

The following themes were identified during this consultation period. We heard that the Kurunjang/Harkness 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 town centre serviced by the bus network.



Wants road safety along Coburns Road treated as a priority.



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



Values open spaces and want to see more delivered in the area.



Wants the NAC to include an independent service station.



Wants measures to prioritise safety and accessibility in the UDF.



Thinks residential development isn't suitable in the town centre.

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 in Kurunjang and Harkness.

Communication channels include:



3,547 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 in the Star Weekly Newspaper dated 4 November 2025.



A physical copy of the UDF was available at the 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, invitations for written submissions, and opportunities for individuals to arrange in-person or online meetings to discuss the project. The Draft Kurunjang UDF was available to the community in both online and offline formats. Opportunities to submit

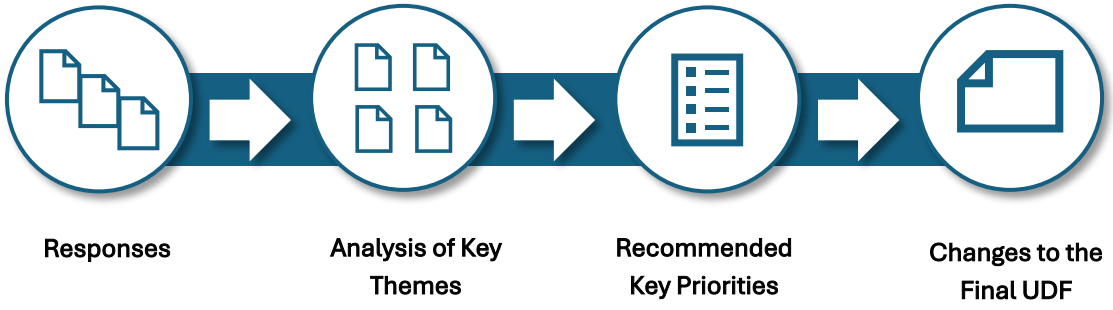
feedback via mail (with a QR code to the Melton Conversations Webpage) or email were also provided.

The survey had a combination of multiple choice and open-ended questions, focusing 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.

4,678 views on the Melton Conversations Webpage.

2,981 visitors visited the Melton Conversations Webpage.

102 visitors who have subscribed or follow the project.

5 shares on Facebook
32 likes on Facebook
9 comments on Facebook
21 likes on LinkedIn
1 repost on LinkedIn

33% visitors accessed the Conversations Webpage from social media (Facebook & LinkedIn)

1,048 downloads of the Draft Kurunjang UDF

Who we heard from

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

Number of respondents	Demographics	Suburb of residence
207 survey responses	**59%** female **39%** male **2%** prefer not to say	**45%** Kurunjang **36%** Harkness **13%** Preferred not to say **6%** Other
6 email or phone enquiries	**29%** respondents are 35 to 44 years old **24%** respondents are 45 to 54 years old **21%** respondents are 25 to 34 years old	
7 formal submissions		

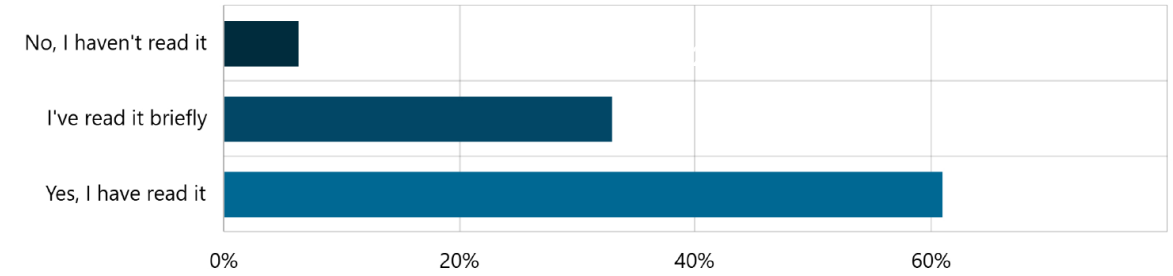
Multiple Choice Questions

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

Have you reviewed the draft Kurunjang Urban Design Framework?

Most respondents had read the UDF entirely (61%), followed with reading the UDF briefly (33%) and not reading the UDF (6%).

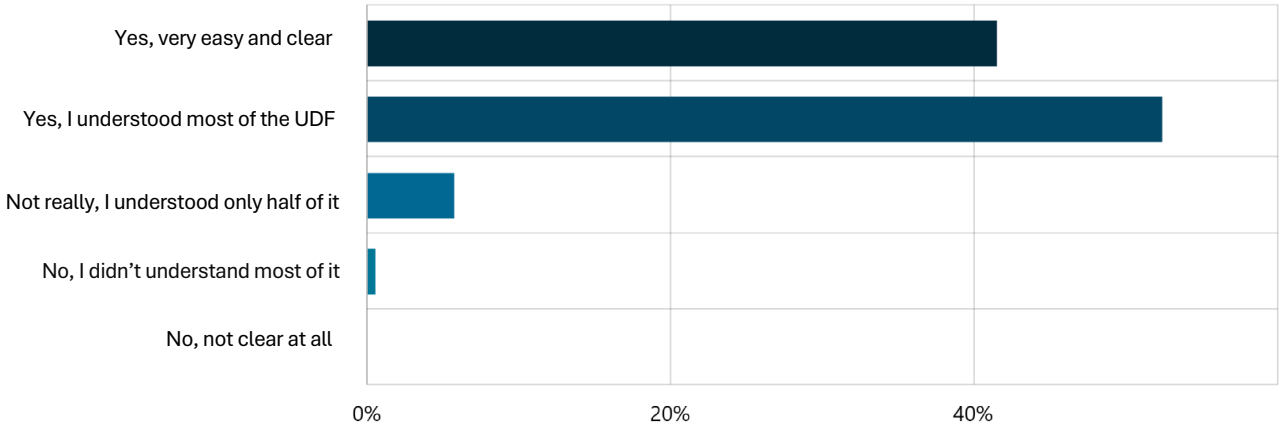
1. Have you reviewed the draft Kurunjang Urban Design Framework? Required
Multi Choice | Skipped: 0 | Answered: 207 (100%)



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

The majority of respondents (52%) understood most of the UDF, and 41% of respondents thought that the UDF is very easy and clear to read.

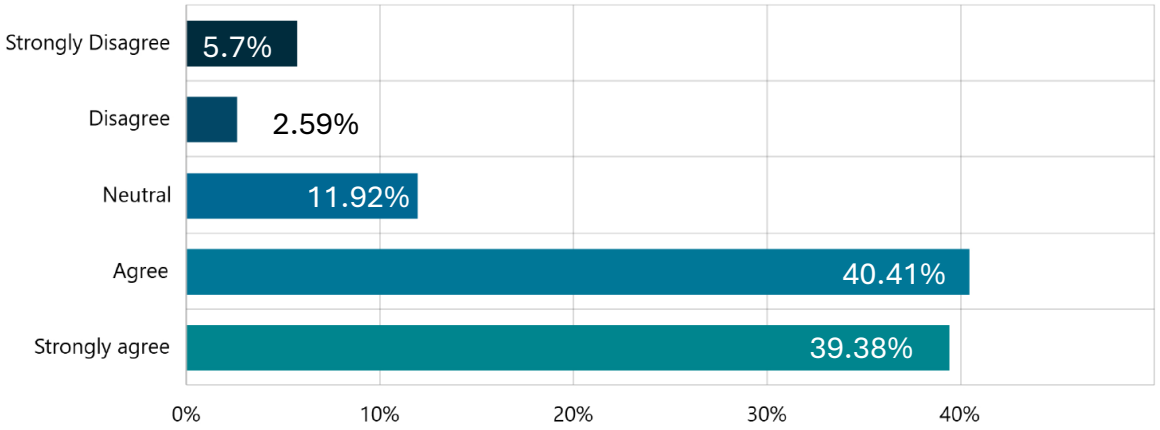
2. Was the draft UDF easy to understand and clear to read?
Multi Choice | Skipped: 14 | Answered: 193 (93.2%)



Do you agree that the draft UDF reflects the needs and character of the Melton North community?

80% of respondents agreed or strongly agreed that the draft UDF reflects the needs and character of the Melton North community, with 8% of respondents disagreeing or strongly disagreeing.

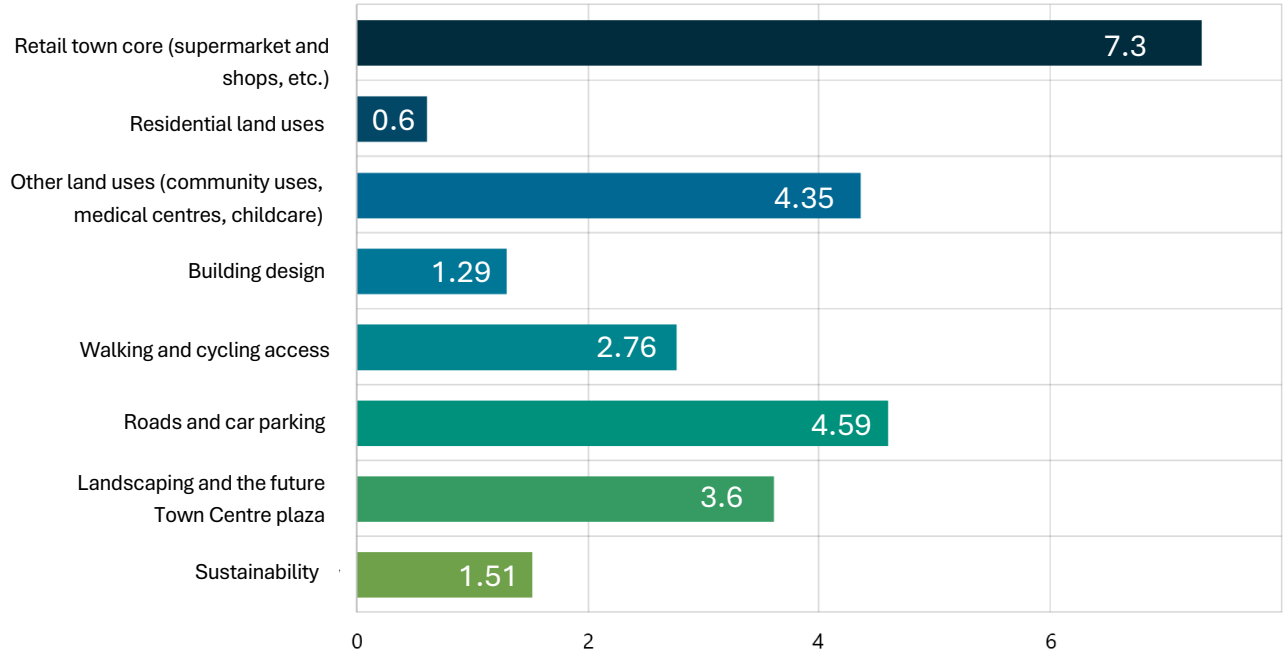
4. Do you agree that the draft UDF reflects the needs and character of the Melton North community?
Multi Choice | Skipped: 14 | Answered: 193 (93.2%)



Which of the following elements are most important to you in the draft Kurunjang 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 residential land uses.

8. Which of the following elements are most important to you in the draft Kurunjang UDF?
Ranking | Skipped: 8 | Answered: 199 (96.1%)



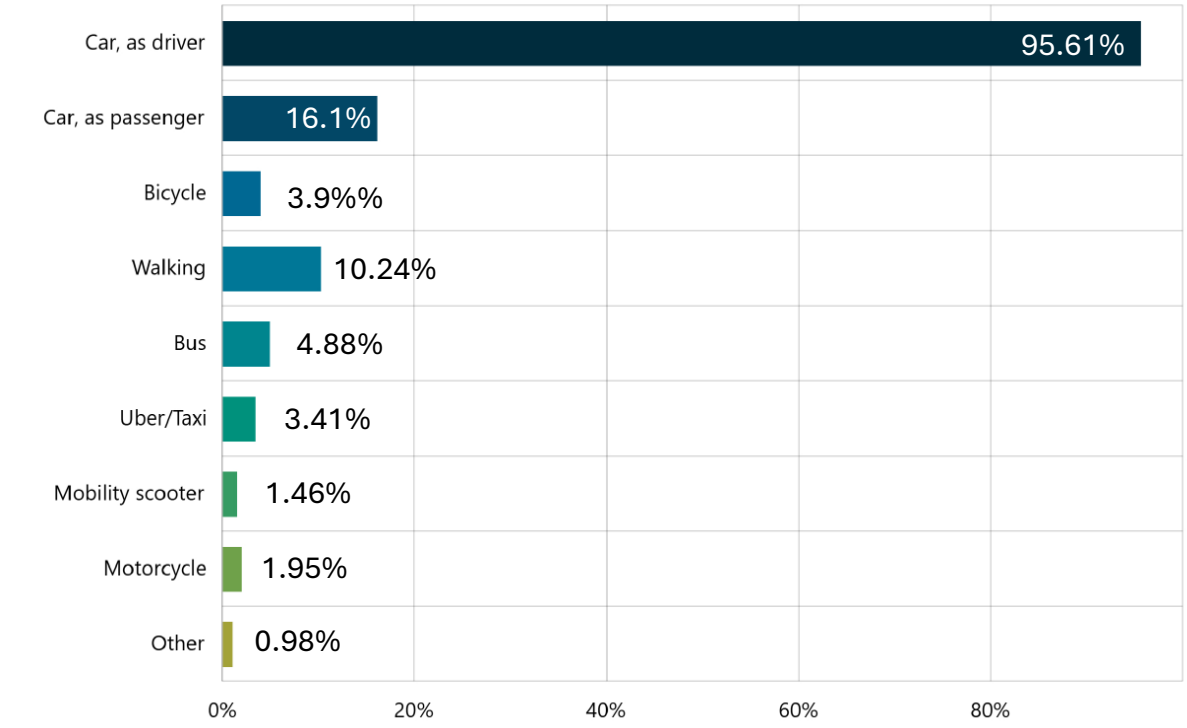
How long does it take you to get to places like the supermarket or daily services?

The most common response was 10-20 minutes, with some respondents reporting less than 10 minutes, and others reporting more than 20 minutes.

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.

12. What mode of transport do you usually use to access daily services?
Multi Choice | Skipped: 2 | Answered: 205 (99%)



Free text fields

Respondents were given the opportunity to write freely with some prompts, including:

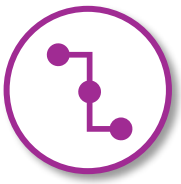
- "How can the draft UDF reflect the character and needs of the community more?"
- "Overall, what do you like most about the draft UDF?"
- "What improvements would you suggest?"
- "Are there any elements you feel are missing or underrepresented in the draft plan?"
- "Do you have any other comments or ideas you'd like to share about the draft UDF?"

Key themes from these questions include:



Traffic and road safety:

- Traffic concerns on Coburns Road
- Concerns about access to pad sites
- Car parking



Access and connections:

- The centre should connect and link to surrounding neighbourhoods
- Better public transport is needed



Document clarity:

- Plain English should be used
- Avoid using jargon and acronyms



Design and character:

- Quiet, human-scaled environment preferred
- Natural colour tones
- Safety and universal accessibility important
- Concerns with residential development



Retail and economy:

- A greater variety of shops and a bigger centre needed
- Small businesses should be encouraged



Landscape, open space:

- Open spaces needed
- Natural features should be embedded

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

Formal Written Submissions

During the consultation period, seven written submissions were received. These were from government agencies/departments, individuals, and private companies. Their feedback included:

- General advice and context (from government stakeholders)
- General support for the draft UDF
- Concerns about medium density residential development and overshadowing
- Objecting to the maximum centre size being 10,000 square metres of retail floor space
- Concerns about the lack of open space in the UDF
- Request for an independent service station

4. What We Heard

Overall, the Melton North 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 mix of proposed land uses, future facilities to be made available to the community, and the document's structure and layout.

Overall, the community liked:

Delivery of the Town Centre

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

"The fact that there will be shops in the area is a big thing. I've been living in the area for a long time this is long overdue."

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 an urban plaza.

"Accessible parks, community centres, childcare facilities, medical services, and shops within walking distance or a short drive make life more convenient."

Clarity of the document and certainty of development

Many appreciate the document's clarity and see the vision of the future development.

"The draft provided both diagrams and details on how the project will unfold."

However, many community members highlight a variety of concerns around the development in general, and some concerns about the specific design aspects and inadequate infrastructure.

Overall, key improvements that the community has commented include:

Traffic and road safety

"The proposed Neighbourhood Activity Centre will make Coburns Road dangerously congested."

Variety of shops and scale

"I don't think it's big enough. I think more shops need to go in."

Public transport

"Perhaps the bus service could now be stretched from Roslyn Park."

Mature trees and covered spaces

"Ensure there is landscaping, trees and foliage"

Connectivity to surrounding areas

"Access from the Kurunjang areas that do not currently have roads connected to them. E.g Little Creek estate is very isolated."

Concerns about the pad sites

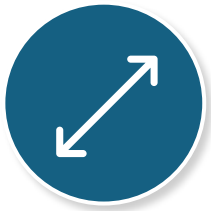
"The UDF should remove the pad sites, which presumably would go to fast food/drive thru outlets. There are plenty of those in Melton already"

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

Key feedback		Community Feedback	Response/Action
	**Traffic concerns on Coburns Road**	This remains the strongest and most frequently raised issue. Residents are concerned about congestion, safety, and the cumulative impact of the centre on an already busy arterial road.	The traffic modelling prepared has demonstrated that Coburns Road can accommodate the proposed mix of land uses. This factors in a new set of traffic signals at the corner of Coburns Road and Willandra Boulevard, which will help with traffic safety, as well as break-up traffic further south on Coburns Road, having a positive impact on un-signalised intersections. Further, by establishing this set of land uses in Kurunjang, it can help reduce traffic by diverting some existing trips being made along Coburns Road (to Woodgrove Shopping Centre).
	**Traffic modelling needs to be undertaken**	There is a clear expectation that traffic impacts be properly modelled before finalising access arrangements and land uses.	Traffic modelling has occurred and demonstrates Coburns Road (with the proposed infrastructure treatments) can cater for the expected traffic.

	**Traffic lights are needed on Coburns Road**	Strong support for signalised intersections to manage turning movements safely.	Traffic signals will be important to create a safe and accessible town centre. Signals are currently proposed at the corner of Coburns Road and Willandra Boulevard.
	**A right-turn lane is needed into The Welkin Trail**	Concerns about safety and congestion from those living in the Welkin Trail	This is outside the scope of the project; however, this feedback has been passed on to Council's Roads and Traffic team.
	**Pad sites should not have direct access to Coburns Road**	Concerns about the traffic impact of pad sites (drive-through restaurants) on Coburns Road	The pad sites will not have direct access to Coburns Road and will be serviced by either one of two consolidated access points. This can be emphasised by elaborating on the requirement "All access for uses along Coburns Road (including pad sites) must be from side streets or rear lanes to ensure there are no vehicle crossovers unless otherwise agreed by the Responsible Authority/DTP."

Better public transport connections are needed	Requests focused on bus routes servicing the estate and direct access to the centre, particularly for people without cars.	Council recognises the poor public transport connectivity of the site and commits to advocating to the State Government for an improved bus route. This advocacy will commence with a letter signed by Melton's Mayor to the Minister for Public Transport.
The centre should link and connect into surrounding neighbourhoods	Strong emphasis on walking and cycling connections, permeability, and avoiding the centre feeling isolated from nearby estates.	The current proposal links through Parkleigh Drive to the south and will provide connections to future developments in the east and north. These developments will help provide missing links between the town centre and existing residential estates. This can be emphasised in the UDF with a new planning requirement for new developments to provide connections to existing areas where available.

	**The centre needs more car parking**	Calls for additional land to be allocated for car parking	The current proposal provides sufficient car parking for the scale and type of land uses.
	**A greater variety of shops is needed**	Residents want a broader retail mix, including specialty stores and services, not just a supermarket and fast food.	The town centre will provide a mix of specialty shops. Council has minimal control over what specific retail uses are accommodated in the town centre, but there will likely be more options than just a supermarket and fast food/convenience restaurants.
	**The UDF needs to plan for more retail space / a larger centre**	Concerns about the scale of the Neighbourhood Activity Centre, many people calling for a larger centre	The overall scale of this centre is restricted by a range of strategic planning documents, namely the Melton North Precinct Structure Plan, and the Melton Retail and Activity Centres Strategy, which both list Kurunjang as a 'Neighbourhood Activity Centre'. This is to respect the hierarchy of activity centres in the municipality, ensuring that it doesn't undermine the role of the Major Activity Centres in Melton Town Centre and Woodgrove Shopping Centre.

	**Encourage small businesses to establish**	Support for local traders, cafés, and independent businesses.	Council agrees that more spaces need to be available for small businesses to establish themselves. A range of small-format retail tenancies will be delivered as part of the first stage, and the UDF encourages 'SOHO' (small office/home office) units to be developed adjacent to the future Main Street.
	**There needs to be an independent petrol station**	Multiple requests for an independent service station, citing the need for more competitive prices for fuel	Council appreciates the need for greater competition amongst fuel traders; however, it has no influence on what companies open service stations.
	**Establishing a strong sense of character with a human-scaled feel**	Residents want a centre that feels welcoming, village-like, and not overly bulky or commercial.	Efforts have been to plan for a traditional main street environment which provides a welcoming and human-scale environment. The small urban plaza fronting the future Main Street will also help to create a welcoming, village-like feel.
	**Harkness and Kurunjang are quiet suburbs, and the town centre shouldn't jeopardise this**	Some respondents valued the quiet, peaceful nature of the local area and wanted to ensure that the proposed development wouldn't be at odds with this.	Council agrees that the quiet nature of Harkness and Kurunjang should be retained; however, with more people choosing to live in these areas, better access to day-to-day services needs to be provided. The scale of the Neighbourhood

			Activity Centre strikes an appropriate balance here.
	**The colour scheme should be neutral and reflect natural surroundings**	Specific requests for sympathetic colour schemes and building materials.	A new planning requirement can be included in the UDF to encourage neutral, natural colour tones.
	**Open spaces are needed for play and recreation**	Requests include playgrounds, informal open space, seating, and shaded areas.	The UDF includes the plan for a small urban plaza at the entrance of the shopping centre. This will act as an informal gathering place with seating and shade. There are requirements for public open spaces in future development areas through the Melton North Precinct Structure Plan, which mandates 8,900 square metres of passive open space. This requirement can be strengthened by including a planning guideline in the UDF.
	**Natural features should be embedded into the development**	Landscaping, trees, and greenery were commonly requested to soften the built form.	Landscaping to provide canopy coverage/shade, screening purposes, and for general amenity are all proposed and required under the UDF. These will all help to embed natural features into the development and will help soften the impact of the built form and paved surfaces.

	**Adequate public lighting is needed for safety**	There were several responses raising the importance of public safety in the new town centre	The UDF already calls for measures to mitigate crime through urban design treatments. This includes requirements for lighting that illuminates footpaths and pathways, car parking areas and streets.
	**The development needs to be accessible for people with disabilities and sensory needs**	Universal accessibility was raised as a priority for some respondents	Features in the UDF to improve accessibility for those with disabilities include several raised pedestrian priority crossings, provision of disabled parking bays, accessible toilets, and co-location of land uses (including future land uses such as the community centre). People with sensory needs may find the Kurunjang Neighbourhood Activity Centre more user-friendly because of its quieter location, set back from Coburns Road, as well as the significant landscaping provision and quiet, shady places. Further improvements could be made by extending the bus service to maximise accessibility.
	**There should be enough rubbish bins to prevent litter**	Some respondents requested a good provision of rubbish bins to ensure a clean litter-free town centre	A new planning requirement can help to ensure enough rubbish bins are provided across the UDF site.

	**Pad sites (drive-through restaurants) should be removed or reduced**	Concerns focused on traffic, car dominance, and poor urban design outcomes.	Council acknowledges the negative impacts of drive-through convenience restaurants; however, some of the impacts can be mitigated or reduced by reducing building setbacks to Coburns Road, screening drive-through lanes with landscaping, and restricting vehicle access directly from Coburns Road. The UDF has factored for this by a range of planning requirements and guidelines.
	**Residential development should not be included in the town centre**	Key concerns include: • The centre should prioritise retail, services, and community uses • Residential uses may reduce space for shops, parking, or amenities • Housing is seen as incompatible with the desired function and character of the centre	Land on the periphery of town centres are good locations for residential development as it increases convenient access to day-to-day services. Further, the Melton North Precinct Structure Plan mandates the UDF to plan for residential development and integrating residential and mixed-use developments with town centres are consistently supported by state planning policies.
	**The UDF should be written in plain English and easier to understand**	Some respondents provided feedback about the complexity of the language, use of technical jargon and acronyms.	The UDF will be reviewed to remove jargon, include a glossary, avoid acronyms, clarify the purpose of each plan/map, and to avoid complicated language.

5. Conclusion and Next Steps

Council would like to thank everyone who shared their feedback. 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, the final Kurunjang Neighbourhood Activity 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 developers. 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.