

Activity Centre Program

COMMUNITY CONSULTATION
PHASE 2

Engagement Report Broadmeadows

MARCH 2025



Acknowledgement

We proudly acknowledge Victoria's First Peoples and their ongoing strength in practising the world's oldest living and continuous culture. The activity centres we are planning for are located on the lands of the Wurundjeri Woi-wurrung and Bunurong People of the Kulin Nation and we acknowledge them as Traditional Owners. We pay our respects to their Elders both past and present, and we acknowledge that they have never ceded their sovereign rights to lands and waters. We recognise their unbroken connection to Country, we celebrate their culture and history, and we honour their rights as custodians.

Introduction

This report details findings from Phase 2 engagement with the community on the Broadmeadows Activity Centre as part of the Victorian Government's Activity Centre Program. This follows on from Phase 1 engagement which took place earlier in 2024, where we asked the community about places in their local area that were important to them.

Overview of engagement approach

Feedback is presented in this report and other activity centre-specific reports, one for each centre. This report outlines who we heard from; what we heard; and the changes that have been made or other responses to key feedback received. This report is intended to be read in conjunction with the [Activity Centres Program Phase 1 Engagement Summary Report](#) which details the policy context and background as well as all the engagement activities to obtain community feedback.

The Engagement Summary Report details the processes followed and the methods that were used to consult the community. It also outlines what we heard from community and stakeholders regarding the Activity Centre Program overall, and the changes that have been made or other responses to key feedback received. This includes feedback gathered from all Engage Victoria pages and VPA engagement sources, including where feedback was provided on the program as a whole.

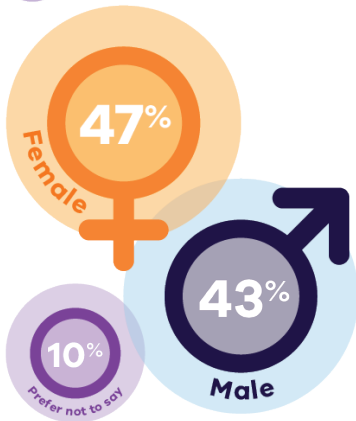
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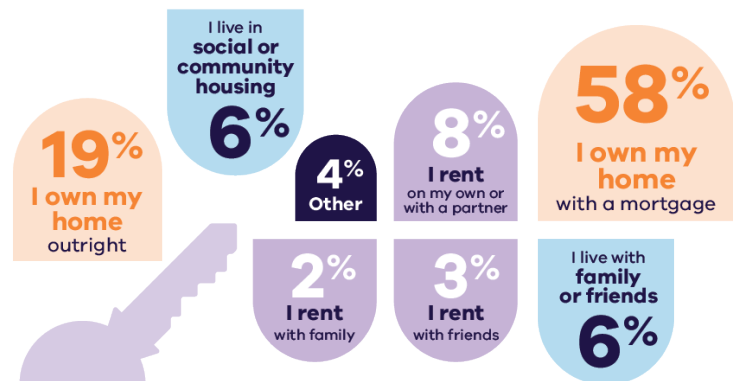
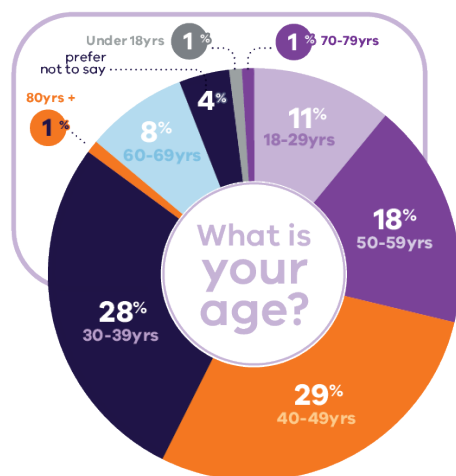
Who we heard from

We asked respondents to provide us with demographic information to understand who in the community has engaged with our consultation. Below is an overview of we heard from.

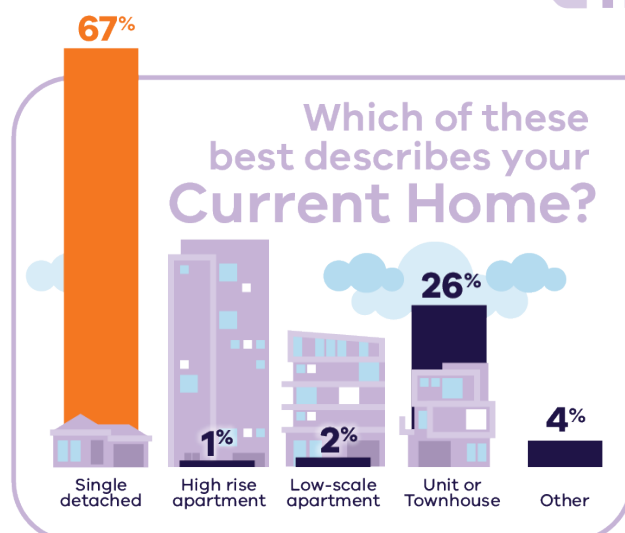
What is your gender?



What is your relationship to the Broadmeadows activity centre?

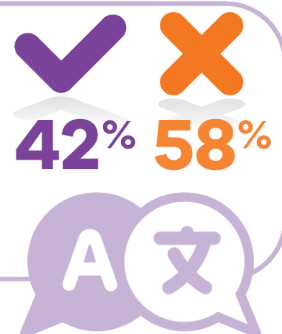


Which best reflects your living situation?



Which of these best describes your Current Home?

Do you speak a language other than English at home?



What we heard

The Broadmeadows community showed strong overall support for the proposed Broadmeadows Activity Centre and the necessity for more homes to be delivered close to public transport, jobs, shops and other services. There was strong support for the overall vision for Broadmeadows, including the idea of distinct precincts, and making it a more walkable suburb. The protection of sunny streets and parks; and improving main streets was important to most people. Streamlined planning process and infrastructure plans were also supported by most people who engaged with the project.

Key themes

The below are the themes we heard in the free text fields of the surveys as well as what community told us in their submissions.




Expand the local hospital and emergency department.

The need for mixed-use development and small businesses to create more vibrant and active public spaces.

Improved infrastructure, community services, and amenities to support the proposed housing growth.

Community services and infrastructure




More activities and business opportunities within the walkable catchment.

Mixed responses to extent of the catchment.

Desire for increased walkability to improve accessibility and inclusivity, allowing for ease of movement around the precinct and access to services.

Walkable catchments



Overcrowding, congestion, increased traffic and lack of parking.

Upgrades needed for public transport, including train station improvements, more frequent and reliable train services, increased parking, and new and frequent bus services.

New development should be timed with increased public transport infrastructure and capacity.

SRL station as a catalyst for development.

Traffic, transport, parking and congestion



Opposition to multi-storey development in the walkable catchments, with a preference for single storey detached family homes.

High-rise apartments will lead to higher rates of crime.

More homes and green spaces near the station, and improved public transport, especially on large sites.

Impacts of increased development on existing residents.

A lack of affordable housing and a need for increased housing supply near the shopping centre and train station.

Housing, property value and development



Enhance the public realm and improve greenery.

Increase green spaces and parks to enhance the overall liveability of Broadmeadows.

More open spaces, green links and cycling paths between neighbourhood hubs.

Protect sunny streets and parks.

Parks and green open spaces



Loss of sunlight and overshadowing due to high-rise developments.

Good design, architecture and built form that considers local context, heritage and community needs.

Increased building height near the station, but lower building heights (3–7 storeys) as a compromise between density and local amenity and streetscapes in the catchment area.

Building design and heights



Strong support for the need to speed up housing development and reduce costs.

Community input might be ignored, there is a need for genuine community engagement.

Streamlined planning process



Key stakeholders

The below is what we heard from the key stakeholder submissions for Broadmeadows. We received six submissions from key stakeholders about the Broadmeadows Activity Centre.

Hume City Council

- Supports the Activity Centres Program.
- Would like more certainty around roles and responsibilities of council versus State Government in the planning of activity centres and what is allowable.
- Desires more certainty around planning rules for developments within the activity centre.
- Desires greater certainty around the location of footpaths and parks and how infrastructure will be funded.
- Supports affordable housing and to understand how this will be provided by developers.

Other

- Airports want to make sure that their flight paths and airport activities will not conflict with development in the Broadmeadows activity centre.

Major landowners

- Expressed the need for clearer, consistent affordable housing requirements.
- Requirement for infrastructure upgrades in areas where population density is planned to be increased.
- Questions regarding more homes and height of the activity centre.

State agencies are being engaged separately from the public engagement process.

Community Reference Group

14 attendees

We reconvened Community Reference Groups as part of phase 2 engagement. A workshop was held to obtain community feedback and the below is what we heard:

Activity centre controls

Development feasibility: Investment in Broadmeadows hinges on feasibility, with concerns that contribution plans may deter developers. Collaboration with the state government was suggested to streamline the process.

Mixed-use developments: Attendees supported projects with retail/commercial spaces on the ground floor, recommending high-quality materials and vertical gardens.

Catchment

Catchment boundary: Views were mixed on the extent of the catchment boundary.

Design, local amenity and streetscapes: Emphasis was placed on preserving Broadmeadows' local amenity and streetscapes through quality architecture and diverse housing options, including multigenerational homes, mixed public-private housing, and the need for medical infrastructure.

Sustainability: Suggestions focused on solar access, greenery, and enforcing landscaping rules using sustainable materials.

Community infrastructure

Transport and connectivity: Attendees emphasised the need for better public transport, with upgrades to Broadmeadows Station and improved car, pedestrian, and cycling links, including more east-west connections and enhanced streetscapes.

Public open spaces: Calls for more and upgraded public spaces, especially in the east, with a focus on accessible parks and playgrounds.

Community spaces: Suggestions included creating community markets, arts venues, and multi-use facilities, as well as upgrading existing sites like the basketball stadium, town hall, and library.

Next steps

Once the Broadmeadows Activity Centre Plan is in place, landowners in the Broadmeadows Activity Centre will have clear new rules to follow if they want to build new homes on their land. Each landowner can decide if and when they want to apply for a planning permit (where required) to build new homes. If they don't want to change anything on a property, they don't have to. Landowners will have more opportunities to build more different types of homes on their property.

Over time there may be more homes being built in these neighbourhoods which also means more customers and opportunities for local businesses. It also means more Victorians will have the chance to find a home that's right for them.

The Activity Centres Program is now expanding to new activity centres near train stations or trams across Melbourne. This will support new homes to be built in areas with good existing transport capacity and leverage new capacity created through Victoria's Big Build investment in the Level Crossing Removal Program and Metro Tunnel project. Community feedback on the initial 10 draft activity centre plans has emphasised the importance of prioritising locations with good public transport. The new centres are well serviced by public transport, community facilities and shops and will support the supply of more homes across Victoria.

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