21.11 **ECONOMIC DEVELOPMENT**

The economic development vision for Wodonga is to be a leading national centre for Industry Commerce and tourism. To implement this vision a number of planning strategies in key areas are being applied.

Wodonga has enjoyed sustained economic growth over the last twenty five years. This growth has been generated through an expanded employment base, particularly manufacturing, retail, education, construction, tourism, commerce, recreation and personal services.

Continued broadening and review of the economic base is necessary so the City can adjust to structural economic changes in the national and global economy. The City will continue to work towards building an economic and business environment conducive to strengthening local business, growing tourism and attracting new employment. Albury Wodonga's strategic location on the Hume corridor between Sydney and Melbourne in a quality lifestyle and environmental region provides sustainable growth potential for Wodonga.

21.11-01 **Retail**

The population growth in Wodonga has led to significant retail expansion. This has been focused in and around the Central Business Area and to a lesser extent at the Birallee Neighbourhood Centre. Peripheral sales and service industries have proliferated along the major arterial roads including the northern precinct of High Street, Melbourne Road, Osburn Street and sections Thomas Mitchell Drive.

The main retail strategies for Wodonga can be summarised as follows:

- The Wodonga CBA, as defined by the Wodonga Town Centre Study, is the primary centre for retail, commerce and entertainment use and development.
- The Birallee Shopping Centre will remain a neighbourhood shopping centre providing retail services which serve the convenience requirements of West Wodonga. The Birallee Shopping Centre will not exceed 6,000 square metres of retail floorspace.
- A future Town Centre is planned for the Leneva growth corridor and is indicated on the Leneva Structure Plan. This future commercial area will serve as the secondary centre to the Wodonga CBA.

21.11-02 **Wodonga Town Centre Study 1996 and Urban Design Framework 1998**

The upgrade and revitalisation of the Wodonga Central Business Area is one of the Council’s key strategic initiatives. The planned transformation is outlined in both the Wodonga Town Centre Study and Urban Design Framework plan. These key strategic documents detail the strategies and public works required to achieve a revitalised Central Business Area.

The future vision plans show a new town park and major shopping centre on the railway land, through traffic diverted away from High Street and the street redeveloped to provide a heart to the city. New retail developments are planned along Elgin and High Street, linked to carparks by inviting pedestrian walkways and complemented by an attractive streetscape setting.

Figure 10 is a copy of the urban design framework for the CBA and this illustrates the vision for the future.
Strategic Actions

Major strategic initiatives for the Wodonga CBA include:

- Relocation of the Melbourne to Sydney Railway Line and expansion of the CBA onto the Railway Land.
- Diversion of traffic away from High Street and establishment of an inner ring road which also defines the boundaries of the CBA.
- Streetscape works throughout the CBA in accordance with the Urban Design Framework.
- Through traffic will be diverted away from High Street and the street redeveloped to provide additional carparking, improved safety, accessibility and amenity for pedestrians.
- Reinforcement of the presence and profile of the Civic Precinct.
- Improve pedestrian linkages to carparks.
- Create a tree lined boulevard to beautify Elgin Street.
- Establish a primary pedestrian linkage from High Street to Wodonga Plaza.
- Encourage the establishment of an entertainment precinct.
- Encourage retail expansion in accordance with urban design framework plan.
- Ensure the primary role, convenience and accessibility of the CBA is reinforced through discouraging retail and commercial expansion outside the CBA.
Wodonga Town Centre Urban Design Framework

FIGURE 10: Structure Plan
General strategies for the Central Business Area are:

- Support the promotion of retail, business and entertainment activities in the Central Business Area.
- Encourage a range of commercial, cultural, recreational, residential and entertainment based uses into the CBD.
- Optimise land use and commercial development potential by encouraging the relocation of uses which are inappropriate to the city centre.
- Support private and public investment in the CBA which contributes toward Wodonga becoming a regional centre of significance.
- Encourage good urban design and the incorporation of public art and cultural themes into the Central Business Area.
- Strongly discourage proposals for new free standing retail uses and developments on the periphery of the CBA or outside the CBA will not be supported.
- Commercial development at the proposed Leneva town centre should be in accordance with the Leneva Structure Plan and should be preceded by a detailed urban design plan for the Leneva town Centre.
- Complete a carpark development strategy and implementation policy.

21.11-03 Tourism

The City of Wodonga recognises that tourism is a key sector in the regional economy. The Planning Scheme will facilitate the expansion of tourism opportunities that complement the environmental objectives outlined in the MSS.

Strategic Actions

Support major tourism events, particularly those that are promoted by Investment Albury Wodonga.

Encourage the expansion of tourism opportunities in Bonegilla to complement the recreational resource of Lake Hume.

Implement the Gateway Island Strategy.

Assist in the development and improvement of the Regional Parklands system as a Regional Tourism resource.

Develop Huon Hill as the major lookout reserve for Wodonga and encourage tourism infrastructure on the Hill, which complements the objectives of promoting Wodonga as a tourist destination and protecting the scenic quality of the landscape.

Tourist based uses will be encouraged in Rural Areas where it is demonstrated these activities contribute to the local economy, and maintain the environmental quality and integrity of the landscape.

Continue to work in partnership with Investment Albury Wodonga and the City of Albury to foster the promotion of Albury Wodonga as a tourist destination.
21.11-04 Industry

The manufacturing sector employs 15% of the total workforce in Wodonga and unlike other regional cities, it remains a growth sector in employment. It is a significant part of the local economy and is expressed as a major land use activity in the physical form of the urban area. Wodonga has ten identified industrial areas and sufficient land to accommodate beyond 50 years growth (Refer to Wodonga Growth Structure Plan Figure 1).

Strategic Actions

Secure long term industrial land that is well serviced by infrastructure and clearly separated from residential areas.

Strengthen the capacity of Albury Wodonga to act as a major transport distribution centre, a base for company headquarters and as an educational and training centre.

Infill development for existing industrial areas.

Planning and developing a major new industrial park generally adjoining the existing industrial development at Baranduda.

Investigate the establishment of industries at Bandiana which may complement the existence of the Municipal Saleyards.

21.11-05 Wodonga West Activity Node/Enterprise Park  (*Refer to Figure 11*)

The Wodonga West Activity Node will be a national focal point for freight distribution and storage for the Hume corridor, Southern Riverina and North East Victoria. The Activity Node is an economic opportunity resulting from the relocation of coalsiding freight facilities in Central Wodonga and intermodal terminal at Baranduda. Potentially it will connect areas currently not linked to the national rail network serving a regional network between Shepparton, the Riverina and Wagga.

The proposed rail and road freight node will promote the use and development of land in the current Industrial 1 Zone and south of the Hume Freeway for agriculture, petroleum, storage, warehousing, handling and packaging operations.

Complementing the Activity Node is the proposed Enterprise Park that builds on the strengths provided by good access to the Hume Freeway and proximity to the Latrobe University and Institute of TAFE.

The Enterprise Park offers the opportunity for a mix of Business and industrial uses that offer a high visual presentation.

Opportunities for research and development and corporate offices will be actively encouraged in the Enterprise Park.

Strategic Actions

Pursue the rezoning of land in West Wodonga to allow the establishment of the Enterprise Park which will encourage development offering a high level of visual presentation.

Complete detailed design controls and a Development Plan Overlay to guide the future development of the area.

Encourage development and use of land at the western end of the enterprise Park that complements the Wodonga West Activity Node and visual presentation requirements for sites along major entry roads to Wodonga.
Figure 11 – Wodonga West Activity Node/Enterprise Park