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 actively pursued.

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 strengthening of the economic base is necessary so the city can adjust to structural economic changes in both the national and global economy. The city will continue to work towards building an economic and business environment conducive to stimulating growth opportunities for 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.

Activity Centres Strategy

The continued population growth in Wodonga has increased the potential for retail expansion in the CBA. In recent years, there has been modest expansion in retail floor space in Wodonga with the expansion of the Birallee Shopping Centre and expansion of bulky goods outlets. Peripheral sales/bulky goods and service industries have proliferated along the major arterial roads including the northern precinct of High St, Melbourne Rd, Osburn St and sections of Thomas Mitchell Drive.

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

- The Wodonga CBA is the primary centre and activity node for retail, commerce and entertainment use and development, the type of retail development to be encouraged is detailed in clause 21.11-02.
- The Birallee Shopping Centre will remain a neighbourhood shopping centre providing retail and commercial services that serve the convenience requirements of West Wodonga.
- A neighbourhood activity centre has been identified to service the Enterprise Park area in North West Wodonga inclusive of a supermarket. The centre is required to be a street based centre, where the buildings are developed to the street edge with off street parking areas and a proposed supermarket sleeved behind the premises fronting the street. This may include buildings of two or more storeys, generally providing for smaller businesses rather than larger occupancies. The centre will also include a mix of office and business uses between the retail uses and La Trobe University. In supporting the vibrancy of this centre the Council will encourage a mix of cafés and restaurants to support the residents, employees and students in the area.
- A future town centre has been identified for development prior to 2016 at North Leneva, north of the intersection of Beechworth Rd and Baranduda Boulevard. During its initial stages of development, the centre will be limited to the scale of a neighbourhood activity centre and will be reviewed to increase in size commensurate with the growth of its immediate catchment. The centre is required to be a street based centre, where the buildings are developed to the street edge with off street parking areas and the proposed supermarket sleeved behind the premises fronting the street.
- A neighbourhood activity centre has been identified for the former defence land known as the White Box Rise Estate to service the south eastern neighbourhoods of Wodonga. The centre is required to be a street based centre, where the buildings are developed to the street edge with off street parking areas and a supermarket sleeved behind the premises fronting the street.
- Additional neighbourhood activity centres have been identified to service the planned residential growth of East Wodonga and Killara when these areas are developed. The centres identified for both Killara and East Wodonga will be the subject of further
analysis undertaken through the preparation of more detailed structure plans and economic analysis. Each of these proposed centres will be limited in scale to serve their respective neighbourhood clusters and ensure they are developed to fulfil a daily convenience role.

- A small range supermarket may be permitted in the Mixed Use Zone within the Baranduda township to service the convenience needs of this community.
- The zoning of land in High St north from South St to the Lincoln Causeway will be reviewed to provide the opportunity for a more mixed form of development incorporating commercial offices, residential development and peripheral retailing activities. A policy is to be applied to ensure that shops are limited in this area and the area is maintained for peripheral rather than core retailing activities.
- A second town centre is planned for the Leneva growth corridor and is indicated on the Leneva Structure Plan on the southern side Middle Creek. This future commercial area will serve as the secondary centre to the Wodonga CBA and will not be developed until there is a minimum of 4,000 dwellings in the Leneva Valley to ensure the North Leneva centre remains viable. Development of this secondary centre and its adjacent land will occur in accordance with, and only after, a detailed master plan prepared specifically for the Baranduda Town Centre and its surrounding land.
- New freestanding shopping centres, including free standing supermarkets or neighbourhood centres (excluding convenience shops) will only be supported in the locations specified in this clause.

For the purpose of this clause:

- A neighbourhood activity centre is described as a local convenience based shopping precinct with a limited commercial catchment and no larger than 3000 square metres in combined trade-able floor area or as otherwise specified in the schedule to clauses 32.04 and 34.01.

Bulky goods and large format retail uses will be encouraged in the following locations:

- the Wodonga central area in accordance with the Wodonga Central Area Master Plan 2006;
- Anzac Parade/Murray Valley Highway at the intersection with the Bandiana Link Rd and adjoining land on the proposed extension of Pearce St.

Bulky goods retailing will be generally discouraged in locations other than those specified in this clause.

Peripheral retail outlets, trade supplies and showrooms are located at the northern end of High Street, sections of Thomas Mitchell Drive and Melbourne Road. Expansion of these land uses will be investigated in the following locations:

- The north side of Melbourne Road from Kelly Street to Melrose Drive.
- Osburn Street from Hovell Street through to the Bandiana Link Road

21.11-02 Redevelopment of the Wodonga CBA (Refer to Figure 9)

The upgrade and revitalisation of the Wodonga CBA is one of the Council’s key strategic initiatives. The Wodonga Central Area Master Plan provides a strategic framework for the future redevelopment of the Wodonga CBA and its periphery. Following the relocation of the Melbourne to Sydney railway line the former Wodonga Railway Station and associated rail land were rezoned to facilitate redevelopment of the land consistent with the broad objectives for the Central Business Area. The Central Area Master Plan and Comprehensive Development Zone 1 ‘Central Wodonga - Redevelopment of Former Rail Land’ recognise the unique opportunity this provides for the positive transformation of the entire central area of Wodonga. The master plan is supported by research into important elements including urban design, economic/market analysis, traffic management, social/community aspirations and environmental constraints. A key principle for the development of the CBA is the need to provide active street frontages ensuring new developments are street rather than pedestrian mall based.
Strategic Actions

- Implement the Wodonga Central Area Master Plan 2006 and adopted urban design guidelines for the built form of development within the central area of Wodonga.
- Rezone the Melbourne to Sydney Railway Line and former railway land to the Comprehensive Development Zone 1 (CDZ1) to facilitate redevelopment of the land in a manner generally consistent with the Wodonga Central Area Master Plan and support the delivery of key road projects.
- Dispersion of through traffic away from High St and establishment of a permeable interconnected road and pedestrian network across the former railway land and throughout the CBA.
- The intensification of the CBA will be encouraged within the Business 1, Business 2 and Mixed Use Zones concentrated around the CBA through multi storeyed mixed use development encouraged up to six storeys in preference to single storey development sprawling beyond the core area of central Wodonga.
- Encourage core retailing activities to develop along Elgin Boulevard between Smythe St and High St.
- Encourage supporting retail and mixed uses north of Elgin Boulevard between Watson and Smythe Streets.
- Active promotion of mixed use development opportunities that encourage retail activity at the street level with commercial and residential uses on upper floor levels.
- All streets in the CBA will provide a continuous active edge at the street frontage, with buildings built to the property line and car parking sleeved behind development.
- Buildings in Elgin Boulevard and High St (as shown on the master plan) should be built to a minimum two storey scale to provide an attractive architectural scale to these street frontages.
- All buildings in High St and Elgin Boulevard must have a frontage to those streets and have a minimum 60% glazed and transparent shopfront.
- Landmark styled buildings as detailed in urban design guidelines supporting the Wodonga Central Area Master Plan and the Comprehensive Development Zone 1 are to be developed at the intersections of Elgin Boulevard and Watson St and Elgin Boulevard and High St.
- Good public transport linkages between the Wodonga CBA and the new railway station on Melrose Drive, Wodonga.
- Through traffic will be dispersed away from High St and the street redeveloped to provide additional car parking, improved safety, accessibility and amenity for pedestrians.
- Realign Elgin Boulevard at its intersection with High Street and develop the north west corner (within the land zoned CDZ1) for an urban square.
- The presence and profile of the civic precinct will be reinforced through redevelopment and landscape improvements.
- Car parking areas will be consolidated into large parking areas within each retail precinct, in preference to small site specific car parks.
- Multi storey development will be supported by strategically located deck car parking provided in locations sleeved behind development. Car parking including deck car parking may be located at the street edge where it is incorporated into the façade of a building and located at the first floor level or above (as detailed in urban design guidelines for the CBA).
- Opportunities will be provided for large format/bulky goods retailing to occur in and around the periphery of the CBA as identified in the Wodonga Central Area Master Plan and the Comprehensive Development Zone 1.
- Pedestrian linkages between car parks and activity nodes will be improved and actively fronted where practical.
Encourage high quality medium density residential units to be developed in the Wodonga CBA.

Ensure good urban design and architectural quality in the built for with the CBA to assist in creating ‘a sense of place’ and making Wodonga an attractive centre.

Support private and public investment in the CBA that contributes towards Wodonga becoming a regional centre of significance.

Encourage good urban design to develop the centre with active streets incorporating public art and cultural themes into the CBA.

Encourage two and three storey residential development within the precinct bounded by Watson/Stanley/Hume and Lawrence streets, in preference to single storey residential development options.

Implement design and streetscape improvement plans to provide an effective pedestrian linkage and actively fronted linear park connection from Elgin Boulevard to South St through to the Sumision Gardens.

The zones and overlays in this planning scheme will be reviewed to ensure the delivery of the directions provided in this clause in respect of the Wodonga Central Area Master Plan 2006.
Figure 9 – Wodonga Central Area Master Plan
21.11-03 Tourism

The Wodonga Council recognises that tourism is a key sector in the regional economy. The planning scheme will facilitate the expansion of tourism opportunities that have regard to the environmental objectives outlined in the MSS.

**Strategic Actions**

- Encourage the expansion of tourism opportunities in Bonegilla to complement the recreational resource of Lake Hume.
- Assist in the development and improvement of the regional parklands’ system as a regional tourism resource.
- Continue improvements to Huon Hill as the major lookout reserve for Wodonga and encourage tourism infrastructure on the Hill that supports the objectives of promoting Wodonga as a tourist destination, whilst protecting the scenic quality of the landscape.

21.11-04 Industry

The manufacturing sector employs 17% of the total workforce in Wodonga and, unlike other regional cities, it remains a growth sector in employment, increasing its share of employment from 1996 - 2006. Due to the strategic location of Wodonga, it will remain 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 11 identified industrial areas with sufficient land to accommodate well beyond 30 years of land supply for industrial land uses (refer to Wodonga Growth Plan Figure 1).

Most industrial areas have been well planned and where necessary are appropriately segregated from sensitive land uses. Wodonga has a land supply of almost 800 hectares identified for future industrial development, with 400 available at Wodonga and Baranduda and a further 600 hectares at the Logic site at Barnawartha North (including 200 hectares located in the Indigo Shire).

21.11-05 Logic Wodonga (Refer figure 10)

The Logic Wodonga site contains 394 hectares in the city of Wodonga and a further 220 hectares in the Shire of Indigo and is located 15 kilometres west of Wodonga on the north west corner of the full diamond interchange of the Murray Valley Highway with the Hume Freeway at Barnawartha North. Logic Wodonga is strategically located in terms of suitability for freight logistics having access to a full diamond interchange and rail line on what is Australia’s primary transport corridor. The strategic location of this site on the Hume Freeway and Murray Valley Highway offers the ideal location for major freight distribution activities and will provide a local presence for a number of nationally focused industrial activities. Logic Wodonga will ultimately provide employment opportunities for up to 9000 people and will be the major employment node in the Albury Wodonga region within the next 20 years.

Logic Wodonga will also incorporate a rail inter-modal facility to further enhance the efficiencies of the site and the transfer of goods from rail to road. The rail terminal is to be designed as a Standard Gauge terminal, with a siding length of up to three kilometres being planned, extending into the Indigo Shire.

Logic Wodonga is being established as a high quality park setting for major industry, with an emphasis being placed on the provision of landscaping both within the roadways and on individual sites. Landscape treatments are being used to soften the impact of large buildings on the rural landscape.
Figure 10 – Logic Distribution Centre

Site Plan
- Woolworths Distribution Centre
- Border Express
- First Right of Refusal
- PacLib Industrial
- First Right of Refusal
- Patrick Corporation
- First Right of Refusal
- Proposed Intermodal Container Terminal
- Proposed Container Park
- Proposed Buiks Terminal
- Proposed Service Centre
- Land available
- Reserved for Water Course
- Reserved for Gas Gate

Land sizes and layout indicative
Customised sites available

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Strategic Actions

- Develop Logic Wodonga as the major local base for industry with a national focus on manufacturing, distribution and storage of goods and products.
- Assist the Shire of Indigo in the preparation of a structure plan for the corridor of land between Logic Wodonga and the township of Barnawartha.
- Support the development of a service centre site to provide daily convenience services to employees and businesses located at the Logic Wodonga site.
- Discourage the location of businesses on the service centre site that do not primarily offer a convenience and service function to business and employees located at the Logic site.
- Discourage the establishment of residential or rural living activities within one kilometre of the Logic Wodonga site.
- Land outside the current Logic Wodonga boundaries, within the city of Wodonga, will not be rezoned to facilitate industrial or commercial development between the western boundary of the municipality and existing urban development at West Wodonga.

21.11-06 Baranduda and Bandiana

The corridor of land adjoining the Kiewa Valley Highway, bounded by Whytes Rd, the Valley Views Estate, Middle Creek and the defence land, is designated for the long term industrial land requirements of Wodonga. With improved road links facilitated by the Bandiana Link Rd and Hume Highway Albury Wodonga Bypass, the industrial land base at Baranduda and Bandiana will become more in demand. The parcels of land identified for future industrial development on the Wodonga Growth Strategy Plan provide a land resource of almost 200 hectares.

This area will provide a location for a mixture of local industries with a market focus that is predominantly within the region.

Strategic Actions

- Provide a Farming Zone Buffer between the Valley Views Estate and Baranduda Enterprise Park.
- In consultation with North East Catchment Management Authority, implement a reserve buffer zone for the Middle Creek corridor ensuring that the creek and its floodplain are wholly included in an open space reserve prior to adjoining land being developed for industrial purposes.
- Pursue a strategic road link between the Kiewa Valley Highway and future Leneva Centre to link with Baranduda Drive.
- Identify future opportunities for smaller service oriented industrial development sites to service the growing Leneva Valley.

21.11-07 Enterprise Park Wodonga (Refer to Figure 11)

Enterprise Park Wodonga is a well presented industrial estate located on the western gateway into Wodonga. Enterprise Park contains 80 hectares of land and is being developed in a number of precincts incorporating larger, more general industry at the western edge of the site and light industry to service industry on the southern and eastern edges of the site where the site adjoins residential and rural residential development. Development along the northern edge of the site is visible from the Hume Freeway and will be required to provide a high quality presentation.

Strategic Actions

- Encourage development of Enterprise Park that is in accordance with an approved development plan.
- Ensure development visible from the Hume Freeway achieves high standard of visual presentation.
- Encourage general industry at the western end of the Enterprise Park.
- Discourage residential development within the Mixed Use Zone that is located outside the areas designated on the approved development plan.
- Retain the opportunity for technology, research and development based activities to cluster on land adjoining the La Trobe University as shown on the Enterprise Park Land Use Structure Plan.
- Ensure land highlighted as open space on the land use structure plan is protected in the planning scheme for use as future parkland.