WODONGA CENTRAL BUSINESS AREA

This policy applies to all land zoned Business and Comprehensive Development Zone 1 (CDZ1) included in the plan referred to in clause 21.11 in regard to the redevelopment of the Central Business Area.

Car parking policy applies to the area bounded by Watson Street, South Street, Hovell Street, Havelock Street, Lawrence Street, Hume Street and Stanley Street.

Policy Basis

Wodonga’s future development and prosperity is fundamental to the City’s continuing role as a major regional centre of North East Victoria. The Council aims to strengthen Wodonga’s role in the regional economy by facilitating improved economic development opportunities and job creation.

The city centre will be retained and consolidated as the municipality’s primary retail and business centre. This policy guides decision making in regard to the urban design and location of development in the Central Business Area, with the aim of supporting strategies to enhance the general levels of activity and the overall appearance of the City centre.

The existing Wodonga Central Business Area has a consolidated commercial precinct, with substantial expansion opportunities. Parking surveys have demonstrated that the current commercial precinct has an overall surplus of car parking supply over demand although this varies throughout the Central Business Area.

The significant redevelopment and expansion opportunities for the Wodonga Central Business Area create the ability to provide further consolidated car parking areas that can be shared between a range of different uses, with parking supply rates reflecting the opportunities for the shared use of facilities and parking demand rates of major regional centres, rather than on parking rates that are historically based and apply across the state.

Objectives

- To implement guidelines for the urban design and siting of development in the Central Business Area.
- To recognise the role and function of High Street as the main retail and business street of Wodonga.
- To support the strategy directions in clause 21.11 and to clarify the extent of discretion available with these directions.
- To recognise the significance and primary importance of streets and public spaces in regard to building design.
- To facilitate activities that will contribute towards the economic, social and physical integration of the city centre.
- Implement the findings and recommendations of the Wodonga Central Business Area Parking Precinct Plan, Ratio Consultants Pty Ltd, April 2003.
- Implement the findings and recommendations of the Wodonga CBA Master plan Strategic Planning Report, August 2007.
- Provide an equitable and consistent approach to car parking at a rate which is appropriate to the use of the land in the context of the Wodonga Central Business Area.
- Provide clear direction on the amount of parking likely to be required of applicants in the Wodonga Central Business Area, including the application of ‘cash-in-lieu’ payments.

**Implementation**

It is policy that:

- The Wodonga Central Business Area be planned and developed as the City’s primary retail, business, commercial and community centre.

- The planning of the Central Business Area be generally in accordance with the adopted version of the Wodonga Central Area Master Plan and its supporting guidelines.

- Land formerly comprising the Wodonga Railway Station and associated rail land be developed in a manner which is consistent with the purposes of the Comprehensive Development Zone 1.

- Streets and public spaces will be actively fronted with retail and office uses to occupy the street level, with the frontage of the premises to be a minimum 60% transparent (glazed). Solid wall treatments abutting streets or public spaces (excluding intra block car parking areas) will not be supported.

- Development will be encouraged to facilitate the practical integration of land uses in preference to single use development. This will be encouraged through the active support of multi level formats with three or more storeys.

- Development at the corner of Elgin Boulevard and High Street, be designed in a manner that supports the significance of this intersection as the heart of the Central Business Area. These corner buildings must address the corner, being a minimum of two storeys, as shown in the design guidelines for the central business area.

- The Civic Precinct will be encouraged to develop as a commercial office, entertainment and cultural hub of the central business area. Proposals that reinforce this role will be actively facilitated.

- Off street car parking areas are to be sleeved at the rear of buildings in preference to be located at the street boundary of a lot. In considering an application the responsible authority will place a priority on ensuring the frontage of any site is for a building, as opposed to parking or landscape treatments. The responsible authority may in some instances permit car parking at the frontage of site as an interim treatment as provided through an Agreement under Section 173 of the Planning Environment Act (1987).

- Where available detailed precinct plans applying to specific areas of the central business and as adopted by the responsible authority will be considered in regard to the siting and design of development. These plans will be used to guide specific locations of buildings, public spaces, car park areas and pedestrian links.

- An appropriate rate of car parking provision be made for commercial, industrial and community uses in the Wodonga Central Business Area in accordance with Clause 52.06 of this planning scheme.

- That urban design guidelines included in the Wodonga CBA Master plan Strategic Planning Report, August 2007, be considered and applied.