This policy applies to the use and development of land within the Mixed Use Zone of the Wodonga Enterprise Park. The Wodonga Enterprise Park is located on McKoy Street Wodonga West.

Policy Basis

The Wodonga Enterprise Park is a key economic development initiative described in the Municipal Strategic Statement and will provide a location for a mixture of activities generally in accordance with the Land Use Structure Plan included in Clause 21.11-07 for the Wodonga Enterprise Park. The Structure Plan supports the theme of Wodonga Enterprise Park as a location to live, work and learn. The land use structure plan divides the park into a number of precincts that are intended to have regard to the location of the park on the major western entry point to Wodonga and to ensure objectives of enhancing the entry point into Wodonga and the appropriate mixing of land uses are successfully implemented.

The direct outlook of the Enterprise Park to the Hume Freeway adds to the significance of the site and need for development to achieve a high visual standard of presentation. This policy reinforces the significance of the Enterprise Park and highlights the need for the range of uses to be restricted to those that support the primary role and function of the Park.

Within the Mixed Use Zone of the Enterprise Park there are a number of land use precincts, shown on the land use structure plan, which are described as follows;

- The frontage area of McKoy Street is set aside for buildings that provide a high standard of visual presentation for the front elevation, providing a largely glazed front elevation and attractive landscape setting. Within this area there will be a mixture of light industrial and business uses. Retail development and bulky goods retailing is not supported in this precinct.

- A light industrial precinct is proposed in the western section of the Mixed Use Zone and will encourage a range of industrial and storage based uses.

- A residential precinct is proposed immediately adjoining La Trobe University and Victory Primary School and will provide a location for a mixture of residential densities, ranging from apartments to conventional residential lots.

- An opportunity is recognised for a street based neighbourhood activity centre to be provided within the residential precinct to provide a location for a range of convenience based retail uses. Retail uses within this precinct must be of a limited scale to ensure they provide services and goods for the surrounding residential and employment areas and not the wider city. For this reason the total area of retailing activities will be limited to 3000 square metres, inclusive of a supermarket that will be limited to 1500 square metres.

Objectives

- To ensure that all new use and development makes a positive contribution to the amenity of the area.

- To encourage a range of use and development that reinforces the role of the Enterprise Park as a mixed use precinct incorporating business, light industry, and residential.

- To create the best possible entry to Wodonga by ensuring development achieves a high standard of presentation.
To implement design and development guidelines for the Wodonga Enterprise Park and to clarify the preferred subdivision layout, design, landscaping, siting and traffic management requirements.

To ensure any retail development serves the purpose of meeting the convenience needs of the surrounding employment node and neighbourhood and not serve the role of a sub-regional centre.

To ensure development and use occurs in accordance with a development plan prepared for the area and adopted by the responsible authority.

**Implementation**

It is policy that:

- The use and development of land is to occur generally in accordance with the development plan and land use structure plan for the area.
- Development that is likely to detract from the amenity of the Park by way of appearance, will be strongly discouraged.
- Sites that can be viewed from the Hume Freeway and with direct frontage to McKoy Street must be designed to a high architectural standard. Buildings in this general area are to have an office style appearance with industrial shed type buildings or buildings with blank walls being discouraged if they can be seen from the McKoy Street road frontage. Buildings are to have a glazed frontage provided to no less than 50% of the McKoy Street frontage.
- The maximum lease-able floor area for the neighbourhood activity centre within the Wodonga Enterprise Park will be limited to 3000 square metres, inclusive of a supermarket that will be limited to 1500 square metres.
- The neighbourhood activity centre is to be a main street based centre with shops and buildings to front the street in preference to a pedestrian based mall;
- Development within the neighbourhood activity centre will be in accordance with the development plan and design guidelines provided through the Design and Development Overlay applicable to this area.
- Bulky goods and restricted retail uses are inconsistent with the objectives for the area and will be discouraged.

**Reference Documents**

- Albury Wodonga Enterprise Park – Light Industrial Design and Development Guidelines
- North West Wodonga Village Centre – Urban Design Guidelines;
- North West Wodonga Development Plan