22.18 WODONGA CENTRAL BUSINESS AREA

This policy applies to all land zoned Business and in particular, the Central Business Area.

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 major focus for investment in retail and commercial activity and such investment needs to be facilitated.

There is a need to ensure that the level of retail development is commensurate with the needs of the Wodonga community and that the level of escape expenditure is reduced. The Birallee shopping centre provides a community-neighbourhood role for Wodonga West and the centre planned for the Leneva area will ultimately provide a secondary centre servicing the Baranduda and Leneva communities. Other smaller retail facilities provide local roles.

Objectives

- To implement the findings and recommendations of the Wodonga Town Centre Study - May 1996.
- To provide greater flexibility and diversity in land use and economic development opportunities.
- To optimise land use and commercial development potential by encouraging the relocation of land uses that are incompatible with the Wodonga Town Centre Urban Design Framework Plan.
- To encourage a range of commercial, cultural, recreational and residential uses and developments that complement the mixed use function of the central area.
- To facilitate activities that will contribute towards the economic, social and physical integration of the city centre.
- To encourage a high standard of amenity, services and facilities in the city centre.
- Encourage the provision of carparking that promotes convenience and effective linkages with activity nodes.
- To ensure that new uses and developments reinforce and support the primacy of the role of the central business district.
- To encourage well designed, aesthetically pleasing buildings and works.
- To support private and public investment which has been made in the central business district.

Implementation

It is policy that:

- The Wodonga Central Business Area be planned and developed as the City’s major retail, business, commercial and community centre.
The planning of the Central Business Area be generally in accordance with the Wodonga Town Centre Study and Urban Design Framework Plan as adopted by Council, specifically the strategies relating to:

- regional road network.
- central area road network.
- improving shopping convenience and amenity.
- urban design.

Proposals for new free standing retail uses and developments be contained within the Central Business Area as defined by the inner ring road.

The Birallee Shopping Centre be limited to a retail floor area of 6,000 square metres.

Commercial development in the Middle Creek area be in accordance with an adopted strategic framework plan.