22.26 ALBURY WODONGA ENTERPRISE PARK

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

Policy Basis

The Albury Wodonga Enterprise Park is a key economic development initiative described in the Municipal Strategic Statement and will provide a location for businesses with a focus on research, technology, technology based manufacturing, learning, corporate administration and telecommunications businesses. These uses will be developed in close proximity to residential development proposed for a precinct within the Enterprise Park. An emphasis of the Enterprise Park is to provide an area to live, work and learn providing the opportunity for operational synergies to be achieved between businesses, the campuses of LaTrobe University and Wodonga Institute of TAFE.

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.

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 location for research, technology, technology based manufacturing, learning, Corporate administration and telecommunications businesses.
- To create the best possible entry to Albury Wodonga by ensuring development achieves a high standard of presentation.
- To implement design and development guidelines for the Albury Wodonga Enterprise Park and to clarify the preferred subdivision layout, design, landscaping siting and traffic management requirements.

Implementation

It is policy that:

- The use and development of land is to occur in accordance with the design and development guidelines for the Albury Wodonga Enterprise Park.
- Industrial development that is likely to detract from the amenity of the Park or is unable to demonstrate a strong linkage to the role of the Enterprise Park as a location for research, technology activities, education, corporate administration and telecommunications, 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.
- The use and development of land is to be generally in accordance with urban design plans prepared for the Enterprise Park;
- The Enterprise Park will provide facilities for businesses and residences by allowing development of a range of ancillary commercial and retail, residential, recreational and community facilities and other development activities that will service the needs of the Enterprise Park workforce and respect the primary role of the Wodonga CBD.
Reference Documents

- Albury Wodonga Enterprise Park – Design and Development Guidelines
- Enterprise and Technology Park – Urban Design Masterplan (November 2001)