

21.09 ECONOMIC DEVELOPMENT

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This clause provides local content to support **Clause 17 Economic Development** of the State Planning Policy Framework.

Specific references to individual activity centres and areas are also included at Clause 21.03 (Settlement) and 21.13 (Local Areas).

21.09-1 Economic Development

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Wodonga is strategically positioned to attract investment and employment. The *Hume Regional Growth Plan* seeks to build on the region's strengths and competitive advantages to expand and diversify the economy. For Wodonga, this means capitalising on the strategic transport links and educational facilities, the relationship with Albury, and the city's strong historical emphasis on providing for employment generating land uses. The resilience of Wodonga's economy is underpinned by the presence of many large, well established businesses, a large defence presence at the Latchford Barracks and Bandiana Army Base and Wodonga's recognised role as a transport and logistics centre.

Key industries in Wodonga include manufacturing, retail, health care, public administration (including defence) and logistics. Over the past decade strong population growth and the council's commitment to proactive economic development strategies have resulted in employment growth in the manufacturing and construction industries. Growth has also been strong in the transport logistics industries, due in large part to Wodonga Council's investment and development of a transport logistics centre (Logic) at the junction of the Hume Freeway and the Murray Valley Highway. Collectively, these initiatives have ensured that Wodonga has an ample and diverse supply of industrial land to meet the needs of a growing economy.

Wodonga's strengths in the education sector, driven by the presence of La Trobe University, Wodonga TAFE and a range of schools and community colleges, presents opportunities to increase access to higher learning, and diversify and value-add to employment sectors.

Agriculture, and in particular, grazing associated with beef cattle, sheep and milk products, forms a part of the city's economy, although it is less important than in surrounding areas in the region.

Key Issues

- There is an abundance of industrial land however some land is unsuitable for industrial development due to slope and environmental sensitivity.
- There is a shortage of small to medium size industrial lots which are in demand.
- Encroachment of sensitive uses on industrial land.

Objective

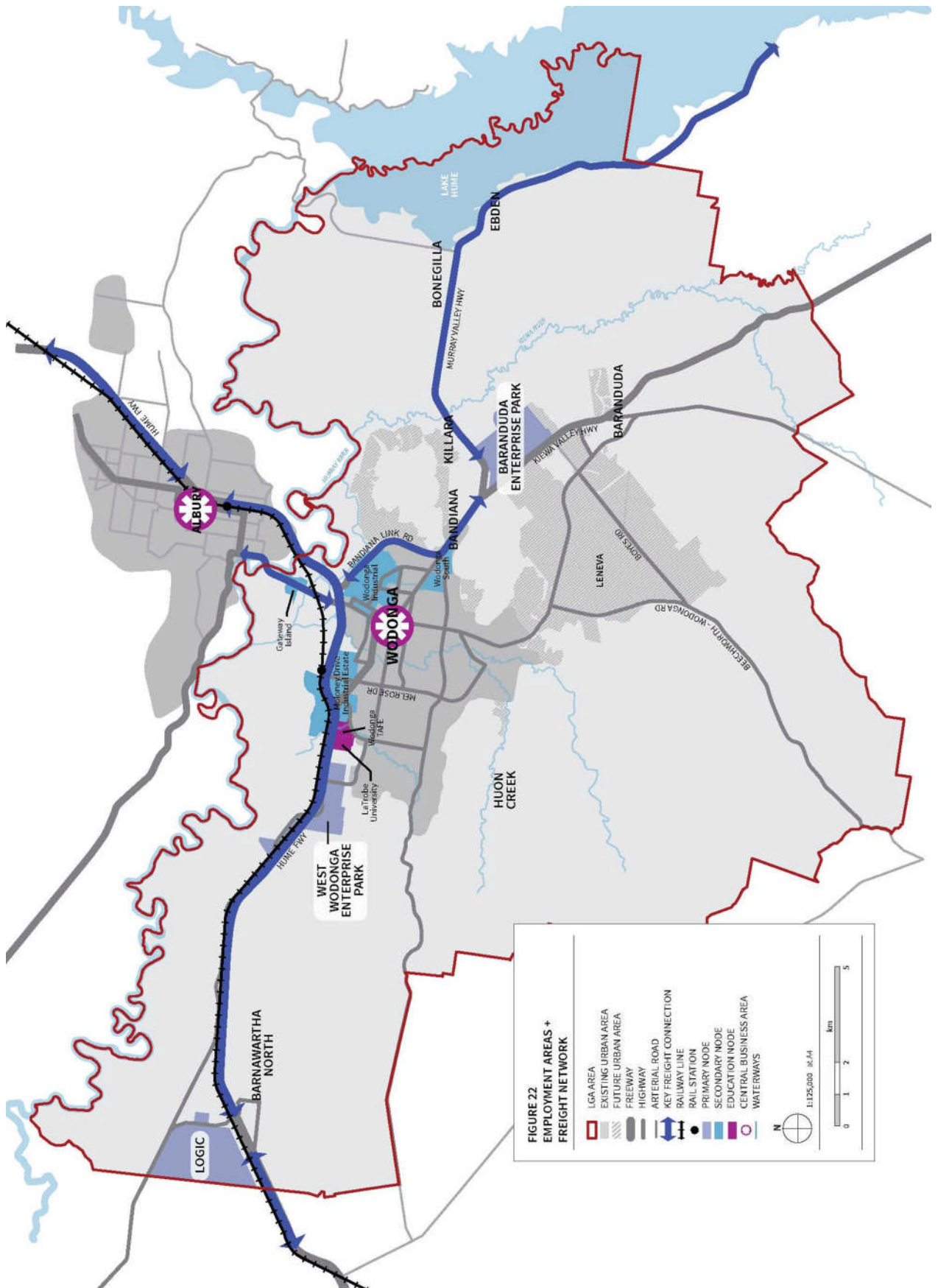
To promote growth, productivity and diversification of employment opportunities within Wodonga.

Strategies

- Reinforce the role of the primary employment nodes as the key location for industrial and logistics land uses.
- Protect zoned industrial land from encroachment of sensitive land uses that would compromise the effective and efficient operation of the land for employment purposes.

- Facilitate the supply of small industrial lots to encourage establishment of smaller businesses.
- Consider any requests for rezoning to facilitate industrial development within the city on a case-by-case basis. Proposals must demonstrate how they will positively contribute to the enhancement and diversity of Wodonga's employment base.
- Support expansion and diversification of Wodonga's tertiary education sector.

Figure 3 Employment areas and freight network



21.09-2 Design of Industrial Development

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Key Issue

- Some of Wodonga's industrial areas are unattractive.

Objective

To ensure that industrial use and development is well planned and presented.

Strategies

- Require that design responses to industrial development address elements including amenity and appearance.

Policy guidelines

Application requirements

An application for industrial development must be accompanied by a site analysis explaining how the proposed development responds to the site and its context.

Exercise of discretion

It is policy that:

- Buildings and open storage areas should not exceed 60 per cent of the site.
- The external finishes for walls of buildings should be of brick, stone, concrete, coloured metal or similar material.
- Buildings are designed and articulated to address the street frontages.
- Buildings at zero setback should provide 50 per cent glazed frontage with wall cladding of masonry or similar construction.
- Buildings set back at least 6 metres from the street frontage should be clad with materials other than a masonry finish.
- Where the site abuts land in a residential zone, buildings will have an acoustic treatment such as a solid concrete wall to buffer the impact of potential noise on existing dwellings.
- Storage areas are located at the rear of lots or otherwise screened with powder coated black mesh fencing to prevent being viewed from the street or adjoining public areas.
- Goods or materials (apart from sales displays) are not stored or displayed in locations visible from the street.

21.09-3 Tourism

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Tourism to the region, and to Wodonga as the primary service centre to the region, will play an increasingly important role in the future. Revitalising the central business area as a vibrant destination, with a range of seasonal and night time hospitality and entertainment uses, cultural facilities as well as high-end accommodation options, is central to supporting this growing industry, as is developing other recreation opportunities, such as cycling and access to Wodonga's hills and waterways.

Key issues

- Unrealised opportunities to expand tourism.

Objective

To facilitate the expansion of the tourism industry.

Strategies

- Facilitate actions that will revitalise the Central Business Area and enhance its role as an overnight tourism destination.
- Continue to promote Bonegilla Migrant Experience (Block 19) and Bandiana Army Museum as tourism and visitation destinations.
- Maximise linkages with and capitalise on regional tourism offerings such as cultural heritage tourism in Beechworth, Chiltern and Yackandandah, winery tourism in Rutherglen and the Victorian skifields.
- Facilitate sports tourism in appropriate locations.
- Facilitate nature based tourism opportunities including activation of waterways, Lake Hume, the Murray River, the hilltops, tracks and trails.
- Improve access to and provide tourism infrastructure at Huon Hill Wodonga's major lookout reserve which is sympathetic to the scenic quality of the landscape.
- Support tourism and recreational uses that develop in accordance with approved management plans for Lake Hume.

21.09-4

Implementation

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Further strategic work

- Prepare an industrial land use strategy.
- Consider preparing and implementing industrial design guidelines for industrial land other than Logic and Enterprise Park.
- Identify appropriate buffers around intensive industries to protect them from the encroachment of sensitive uses.
- Work with environmental agencies and other stakeholders to address odour issues in Wodonga and investigate suitable future site options for odour-emitting industries.
- Consider undertaking a review to determine whether the former rail corridor land south of Forrest Mars Avenue, west of Watson Street and east of House Creek should be zoned Industrial 3 Zone rather than Industrial 1 Zone.
- Prepare a Tourism Infrastructure Masterplan.
- Consider investigating the need for further tourist accommodation.
- Investigate planning mechanism to introduce freeway signage to promote Logic, the Bonegilla Migrant Experience and the City of Wodonga in consultation with VicRoads.