

**21.09 ECONOMIC DEVELOPMENT**

22/12/2016  
C123

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 Industry**

22/12/2016  
C123

Wodonga has an abundance of industrial land available for development with a number of dispersed industrial land areas to accommodate in excess of 25 years of land supply. Industry and manufacturing is and will continue to be a significant part of the local economy due to Wodonga's strategic location on the national transport corridor.

**Key Issue**

- 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 support the expansion of industrial development in appropriate locations.

**Strategies**

- Support the diversification of the industrial base.
- Ensuring the timely and efficient delivery of infrastructure and services.

**21.09-2 Design of Industrial Development**

22/12/2016  
C123

**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% 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**  
22/12/2016  
C123

## **Tourism**

### **Key issues**

- Unrealised opportunities to expand tourism.

### **Objective**

To facilitate the expansion of the tourism industry.

### **Strategies**

- 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**

22/12/2016  
C123

**Implementation**

**Further strategic work**

- Consider undertaking an industrial land 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.
- 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.