Contents

What is the Wodonga CBA Revitalisation Plan? .......................................................... 5
Reflecting our community's pride and aspirations for the Wodonga CBA .... 6
Key drivers of the plan .................................................................................................. 7
A new urban framework for the CBA ................................................................. 8
Key benefits of this new urban framework ............................................................. 10
The CBA Heart - centred around three people-friendly precincts .................. 12
Future activator sites in these precincts ................................................................. 13
The three precincts in details ................................................................................. 15
1. Boulevard precinct ......................................................................................... 15
   Boulevard West - mixed-use precinct .......................................................... 17
2. Village precinct ............................................................................................... 18
3. Woodland Grove precinct ............................................................................ 21
The CBA Frame .................................................................................................... 23
Access, traffic and transport within the new CBA ............................................ 24
The planning context ............................................................................................. 26
Appendix one .......................................................................................................... 27

Produced with the assistance of the Victorian Government
What is the Wodonga CBA Revitalisation Plan?

Positioning Wodonga’s Central Business Area to realise its full potential.

This plan has the goal of strengthening Wodonga’s CBA as a highly attractive and functional centre for existing and new businesses, property investors, residents and visitors.

Wodonga’s new heart will be unlike any other regional capital in Australia. In keeping with its status as the northern gateway to Victoria, the new CBA will have a contemporary look and feel that will set Wodonga apart from all other regional centres.

Existing precincts will be enhanced by new urban design, better access and place activation strategies. Wodonga Council will guide this work through the provision of infrastructure and the development of new planning controls that are designed to encourage future investment.

There will be improvements in the public domain to help link the various precincts and to provide new and improved areas for community events and activities.

The CBA Revitalisation Plan will guide all the decision-making of council with respect to the CBA and will provide certainty for future investment.

As a community organisation, Wodonga Council cannot do all this alone; all levels of government and community stakeholders need to work in partnership to help Wodonga’s CBA to achieve its full potential.

Significant actions and priorities in the plan

The main part of the plan includes some of the significant actions that will commence the revitalisation of the Wodonga’s CBA.

For a complete list of all actions and priorities, please also refer to the full action plan at the end of the document.

This action plan contains the following priorities:

- ‘Heart starters’ – actions that will be commenced and/or completed within six months of the plan’s approval
- One-year priorities (2014-2015)
- Four-year priorities (2015-2019)
- Five-year plus priorities (2019+)

The CBA Design Guide – a companion document to this plan:

This plan is supported by its companion document the CBA Design Guide.

This provides the design and functional detailing that is required to underpin the physical development contained in the CBA Revitalisation Plan.

The CBA Design Guide will be referenced in the Wodonga Planning Scheme to provide the necessary statutory framework.
Reflecting our community’s confidence and growing pride in its city, the new Wodonga CBA will give form, function and meaning to the community’s vision for a welcoming, people-friendly, thriving, inclusive, healthy and sustainable CBA.

Round one consultation:

The council has worked collaboratively with CBA businesses and property owners and with the residents of Wodonga during previous consultations to gain an in-depth understanding of their needs and aspirations for the Wodonga CBA. This includes previous work undertaken by the High St Reference Group. These consultations have informed the development of the key drivers and concepts in the Draft City Heart Revitalisation Plan.

Round two consultation:

The council undertook extensive engagement on the Draft CBA Revitalisation Plan during February and March, 2014. In all, approximately 1000 people participated in a consultation activity. Of these, 220 people provided detailed written responses to the council. Many of those who did not choose to provide a written response said that the plan was “all good” and requested their verbal response be communicated to council.

A positive assessment of the Draft CBA Revitalisation Plan:

The feedback from the community on the draft plan showed very strong positive support for the plan. Many felt that their aspirations and values for the Wodonga CBA have driven the development of this plan.

The community identified the following as the most important to create a CBA responsive to their needs:

- A green CBA with a strong emphasis on high quality landscaping, that promotes enjoyment and year round comfort.
- The creation of key pieces of open space to add to the green image of the city and to provide places for other activities.
- The emphasis on pedestrian priority precincts to encourage people to walk around and make the CBA a more lively and people-friendly place.
- The provision of dedicated bike lanes to make the CBA safer for cyclists and add to the vibrancy of the place.
- Maintaining the ‘hub’ nature of the CBA, with continued provision for cars and car parking to support local business vibrancy.
- By-passing the CBA for non-CBA destination traffic.
- The need to create a ‘social heart’ for organized community activities and events, and make the CBA more friendly and lively at night with markets and pop-ups.
- More shops wanting to locate in the CBA as a result of the changes.
Key drivers of the plan

These key drivers will inform development and implementation of the plan.

1. Create a robust regional capital for increased economic, cultural and community activities.

Continue to expand business diversity, economic and employment opportunities in the CBA. Promote increased community, health, education and leisure activities that provide multiple reasons for locals and visitors to spend time in the CBA and to return often. Develop a new urban design framework that supports economic activity.

Encourage high quality accommodation for tourists and CBA residential developments that will provide the CBA with residential options appropriate for Wodonga’s growing population.

Ensure that future significant development and activities take place in the Wodonga CBA as the primary activity centre within the region.

2. Ensure a healthy and accessible city heart.

In recognition of its importance as the economic powerhouse for the local economy, as well as the focus of community life in Wodonga, continue to maximise connectivity and accessibility throughout the CBA for people of all abilities.

Recognise the importance to local businesses of encouraging more people to come to the CBA — including provision for increased numbers of pedestrians and cyclists — as well as providing continued vehicular access and parking within the CBA.

The built environment will also be designed to promote healthy and active living for people of all ages. In certain areas pedestrians and bikes will have priority over cars and new green links will be established to adjacent parks and existing cycle networks.

Importantly, the plan also supports the objectives of the Victorian Government’s Environments for Health: Municipal Public Health Planning Framework.

3. Dare to be different — continue to create a point of difference for the Wodonga CBA through innovation in future design and activities that help Wodonga to stand out from competitor centres.

Continue to be bold and brave in leading and working with others to develop buildings and spaces that exemplify both innovation and energy-efficiency outcomes.

Foster and grow the highly active and burgeoning arts and cultural life, centred on The Cube Wodonga and Arts Space Wodonga. Development and activities should identify opportunities to respect and celebrate the history and heritage of Wodonga.

Work with local developers to ensure all new developments reflect Wodonga’s creativity and innovation.

4. Create a CBA that welcomes all — locals and visitors alike.

The new CBA will welcome people of all abilities, including children and families, young people, singles, older people and people from culturally and linguistically diverse backgrounds. The public domain will be designed specifically to provide high levels of safety and amenity that provide year-round comfortable and people-friendly spaces. It will provide a variety of public domain stages on which to support, celebrate and grow year-round social, arts, cultural and community activities.

5. In partnership and participation with CBA stakeholders and the Wodonga community, the council will act as the key facilitator and influencer to guide the integration and implementation of this plan.

Through ongoing partnerships with, and engagement from, the Wodonga community, the Victorian Government, Places Victoria, developers, CBA stakeholders and Wodonga Chamber of Commerce, the council will guide the implementation of this plan. Opportunities will be created where the private sector, the not-for-profit sector and the public can work with the council to achieve this plan.
To achieve the required integration and to ensure the entire CBA’s future economic and social vitality, a new urban framework has been developed.

The new CBA urban framework has been carefully designed to deliver certainty for investment and a revitalised CBA, by providing a new approach to integrating economic activities (existing and new), community activities, vehicular transport, walking, and cycling.

The removal of the rail line and the creation of Junction Place have provided a strong impetus for the development of this plan, to align and integrate a revitalised CBA to the new emerging Junction Place, which is owned by Places Victoria.

The CBA Revitalisation Plan has been developed to enhance the long-term sustainability of Wodonga’s economy by focusing economic and planning attention on the central CBA. Several opportunities exist, which align with the five key drivers of this plan that will maximise the economic and social benefits that will result from the planned and ongoing CBA redevelopment and revitalisation.

A key feature of this plan is to ensure that all future CBA development must be underpinned by good urban design and amenity, to deliver an integrated and high quality CBA experience for businesses, property owner’s residents and visitors. Importantly, to maximise the likelihood of successful development and deliver an integrated, diverse and pedestrian-friendly CBA, three key anchor/activator sites will need to be connected to link the proposed three new central CBA precincts – see page 13.

A staged and integrated approach

The CBA Revitalisation Plan will provide certainty for investment by laying out a staged and integrated approach to CBA development. 41 per cent of Wodonga’s commercial zoned land is currently vacant. Core retail activity needs to be staged to ensure the pace of development increases in line with population and visitor growth. Any proposed major developments outside of the central CBA retail areas must demonstrate the broad economic benefits to ensure that there is no net loss of social and economic benefit to the central CBA.

The CBA Heart

The new CBA Heart will bring people together in a central hub defined by three key precincts. The heart will provide accessible and attractive spaces where residents and visitors will undertake many different types of activities that create economic and social vibrancy and vitality.

The Heart will see core retail activity concentrated in the three key precincts. In addition, the heart will include business, commercial, community and leisure activities as well as new residential living in CBD West and Junction Place.

The CBA’s major redevelopment opportunities are located within the Heart.

The CBA Frame

The Heart transitions to existing low-rise residential and broader commercial and light industrial uses that form the outer ring of the CBA. The Frame supports the Heart by carrying links to regional green spaces, walking and bike pathways.
The CBA Heart
Key benefits of this new urban design framework

Strengthening the economic and social heart of the CBA

This framework and the proposed urban design enhancements are designed to reinforce the importance of the CBA as greater Wodonga’s primary activity centre, where the most intensive economic and social and cultural activities will take place — centred in the Heart of the CBA.

Better integration with new future developments

This new approach will strengthen the integration of the CBA with proposed new developments at Junction Place, Mann’s Central and CBD West. It maximises the potential that these new developments will enhance the entire CBA as they become established.

Balancing CBA development

Current planned development is concentrated around the High St/Elgin Boulevard. This will focus people and economic activity around these areas. As developments occur elsewhere, foot traffic and economic activity may shift east-west along Elgin Boulevard. Some CBA developments need to focus on the southern end of High St to ensure that High St remains vibrant and generates north-south foot traffic. Until this occurs, strengthening the CBA cultural-civic precinct around The Cube Wodonga and Woodland Grove is an effective way that the council can help to maintain the vitality of High St by ensuring that the civic-cultural precinct remains a people-magnet at the southern end of High St. For this reason, council will undertake a master-planning exercise of this precinct to guide its growth and re-development.

Business activation within the CBA

This new structure will help to discourage future dilution of businesses away from the CBA. It will activate vacant land by providing more intense precincts to reinforce future levels of business, commercial and residential vibrancy within the CBA. New businesses will want to be located in the Heart of the CBA, rather than choosing to locate themselves away from these areas and away from the people that they will attract.

An enhanced public domain and social spaces

As Wodonga grows, the Heart will have an enhanced capacity to host a variety of new and expanded economic and social activities and events. Newly revitalised public domain and social spaces will attract people of all ages and abilities to participate in community activities and events — whether locals or visitors and tourists. This will also enhance safety and amenity that provide year-round comfortable and people-friendly spaces.

New CBA access, traffic and transport arrangements

The CBA will benefit from the concepts presented in the new Wodonga Integrated Transport Strategy (WITS). Car access and parking will be retained in the CBA, while pedestrian and bike access will be improved.

Significant actions

Create a public domain masterplan that will include the following:

- Advertising and wayfinding signs.
- The placement of interactive elements to make the CBA ‘child and family-friendly’ such as the provision of trampoline pavers and other enhancements.
- Creation of a sense of arrival at the gateways of the CBA to notify visitors entering by foot, bicycle, public transport or vehicle that they have arrived in an active, vibrant space.
- A public art guide, to encourage public art pieces and identify highly visible locations for public art works in the CBA.
- Landscaping.
- A cohesive approach to CBA lighting.
- Incorporate key principles of sustainability covering: energy efficiency; water harvesting & reduction of water consumption; reduction of embodied energy in developments; and use of recycled materials.
- All ability accessibility.
- Community safety.
Creating active streets in the Heart

Active streets can be achieved by maximising the variety of uses and activities that occur on them.

‘Active building frontages’ for retail and dining experiences can contribute significantly to activating streets. This can be achieved by visual engagement and interaction between the street, passers-by and ground floor uses. Cafes that are open to the street, place tables and chairs outside and/or that offer take away coffee at the front are good examples of active frontages. Similarly, retail shop fronts can place some primary functions at their entrances and can feature interesting window displays. These will attract people to linger on the street thereby contributing to activating street life.

Avoiding continuous blank walls along streets in the Heart

Continuous blank walls are the antithesis of ‘active frontages’. They deaden long segments of streets as well as breaking the continuity of activities that are vital to street activation. As such, continuous blank walls and similar treatments will be avoided in the Heart.

New buildings in the heart are all designed to contribute to the creation of great people spaces throughout the CBA. A high priority should be placed on creating buildings with ‘active frontages’; open, permeable buildings where internal and external activity are connected, providing spaces where people are visible, present and where there are ample opportunities for informal social interaction. This means ground floor ‘active frontages’ on key streets in the Heart and upper level verandahs and balconies that relate to the street for good safety, passive surveillance and interacting with people below.

Using built form and landscape to create climatically responsive spaces

Future buildings and landscape should be designed to create a climatically responsive heart; shaded areas that are exposed to western sun. In addition, landscape design could respond to climate by providing deciduous species where winter sunlight is desirable and deep canopy trees where shade is desirable.

Sustainability

A more sustainable CBA area can be created by encouraging, or mandating, that new buildings meet existing environmental accreditation systems such as Green Star or Enviro-development. Adopting these accreditation systems will enhance Wodonga CBA’s overall environmental performance and its reputation as an environmentally aware, progressive and contemporary centre.

Significant actions

- Prepare a design guide for Wodonga CBA that will specify how key benefits of the new urban framework should be applied to CBA developments and public infrastructure.
- As the CBA develops, the council will review how local laws can be used to encourage activation in the CBA (e.g. free to use pavements as outdoor seating areas).
The CBA Heart -
centred around three
people-friendly
precincts

The CBA Heart in detail

A newly activated mixed use CBA Heart for the Wodonga CBA — incorporating intensive retail, commercial, business and future new tourist accommodation and residential developments.

Expand the retail offering

There is scope for Wodonga to expand its retail offering. The current proposed developments in particular MANN Central are estimated to have the potential to capture 75 per cent of the current retail leakage to Albury. To further reduce the current retail leakage and to attract shoppers from Wodonga's broader catchment areas, there is a need to ensure that Wodonga retail develops a distinct or niche quality offering that is service-oriented and promotes new retail opportunities. Retail that simply replicates other centres or has poor amenity or character will not create sufficient incentive for Wodonga's broader catchment to visit the Wodonga CBA over other centres. A revised CBA offering is already underway and further opportunities exist on two other key redevelopment sites within the CBA. High Street will be a focus for revitalised retail, through improvement programs that are being developed for this plan that will be designed to improve the look and feel of High Street and to activate High Street shop frontages and pavement activities.

Expand the economic base through the development of non-retail sector.

The CBA Revitalisation Plan proposes to attract commercial and business tenants and prioritise and pursue non-retail opportunities that will build a diverse economic base in the CBA and the whole of Wodonga.

In addition opportunities exist in the following key areas:

- Business and visitor accommodation has been identified as an area for potential growth in the CBA.
- Cultural and recreation businesses and activities have the potential to expand and add new CBA vibrancy.
- With only a small number of entertainment and hospitality operator's currently based in the CBA, Wodonga has the potential to develop a sophisticated offering that differs from other centres.

Residential accommodation in the CBA

Wodonga is currently the fastest growing city in regional Victoria. The CBA has some prime sites in CBD West and Junction Place for new residential accommodation developments right the heart of the CBA. These will add new vitality, as new CBA residents seek new dining and entertainment experiences 'beyond the 9 to 5'.

CBA Heart radiates out from three newly activated precincts - Boulevard, Village and Woodland Grove.

The Heart encompasses Junction Place, Mann's Central and CBD West, as well as future new development opportunities that are located around the Heart.

The three precincts will host intensive retail, cultural, recreational, commercial, learning and other activities, all with a people-friendly focus.

Boulevard precinct – along Elgin Boulevard
Retail, cafe precinct.
Two-storey recessed balconies framing active retail and cafés along full length of the street.

Village precinct – along High St
Retail, services and cafe precinct.
Small-scale retail, arcades and activation.

Woodland Grove precinct – Hovell St
The civic and cultural precinct.
Woodland Grove — Green shady grove connecting cultural precinct to the Village precinct, family-friendly play spaces.
Temporary closure for major events.
Future activator sites in these precincts

Three future activator sites lie within these three precincts – at the northern, southern and eastern sides of the CBA. These will provide a focus for additional future activities and uses.

The northern activator — a future new development opportunity on High St at Elgin Boulevard

The realignment of Elgin Boulevard has provided a development site on the corner of High St (western corner) and Elgin Boulevard, which is expected to provide a mixed-use development opportunity of up to six storeys, directly opposite the new urban square located within Junction Place.

The southern activator — around the southern Woodland Grove (civic and cultural) precinct

Centred on The Cube and Arts Space Wodonga, more than 1.69 million visitations occur annually to this precinct, where a total of 590 people are currently employed.

This area has potential to grow significantly in the future, especially in conjunction with a potential library redevelopment and new events.

Wodonga Council has endorsed occasional temporary closures for major events on a trial basis and, if successful, this could become a future new civic/community square.

The continued future growth around this southern activator will ensure that people will have even more reasons to visit day and night. It will also help to ensure that the key walking link is strengthened between this area and the northern and eastern activator sites.

The eastern activator

A possible future eastern activator site exists on the corner of Hovell St and Elgin Boulevard, where a significant commercial development could take place.

Significant actions

- Prepare a CBA retail expansion strategy and business plan to:
  - Identify new retail market advantages and points of difference that Wodonga can realistically exploit in the short-term;
  - Identify new retail functions that Albury-Wodonga does not adequately provide and that can be supported by the Wodonga market; and,
  - Develop new retail-related functions that will attract Wodonga residents and workforce for regular retail shopping, over competitor centres.
- Review the council-owned CBD West site conditions to maximise the council’s opportunities for the sale of this site.
- Establish the ability to facilitate selected CBA medium-density housing with a focus on: apartments for life, student accommodation, affordable housing and senior housing.
- Increase the attractiveness of the CBA for new developments by ensuring the most appropriate planning processes and requirements are in place to facilitate that development.
- Continue to negotiate with a cinema provider to invest and locate in CBA.
The CBA Heart - centred around three people-friendly precincts
The three precincts in detail

1. Boulevard precinct

The realignment of Elgin Boulevard provides an opportunity to create a prominent east-west axis, hosting a range of mixed uses with a new cafe-retail precinct between High and Hovell streets. The newly created intersection between High St and Elgin Boulevard will be defined by key pieces of open space (urban square) and development that will address and express this prominent corner.

**Boulevard East — the retail cafe precinct**

From High St, east to Hovell St, defines a new east-west axis of the Heart, which brings the attractive views of ‘rural Wodonga’ right into the CBA, by framing the landscape view to Huon Hill.

The Boulevard precinct will become a more formal, but intimate space that benefits from proximity to this rural vista.

**The main features of this precinct will be:**

- Accentuated rural views to Huon Hill to balance the intensity of the urban development around the new High St/Elgin Boulevard intersection and development along Elgin Boulevard;
- Seasonal variations and the local micro-climate are part of the building design and landscape elements;
- Street design including angled car parking;
- Wider footpaths that allow for activities; and,
- Streetscape elements such as water features and sculptures along the Mann’s site edge — that will encourage children and young people to want to stop and play.

**Northern side of the Boulevard precinct**

An 'interactive edge' along the northern side of the Elgin precinct will ensure activation following development of the Mann's site. Interactive features for children could a small climbing wall, for example with appropriate ground surface finishes and even ‘trampoline pavers’.

**Southern side of the Boulevard precinct**

On the southern side of the Boulevard precinct, redevelopment will encourage ground-floor gallerias and first-floor recessed balconies, providing stages where internal and external activities take place — people are visible and present and social interactions are enhanced throughout.

The proposed urban form for developments along this section of Elgin Boulevard will be planned to frame this important rural view corridor towards Huon Hill — while maximising summer shading and entry of winter sun, therefore optimising year-round activity and comfort.

**Significant actions**

- Develop an early concept for precinct two (corner High St and Elgin Boulevard) to assist the council to achieve its preferred outcomes for this site.
Elgin Boulevard East
Boulevard West - mixed-use precinct

Boulevard West — mixed use precinct

Boulevard West will become prominent mixed-use precinct, with a high quality public realm.

A key feature of this precinct is the proposed new Junction Place urban square, with a ‘centre of town’ character, designed to be a people magnet.

The main features of this precinct will be:

- Junction Place will be one of three key public spaces in the city — part of a city triangle of three spaces and markers relating to and building on Woodland Grove and the water tower. The spaces are designed to reflect the following key activities and ‘themes’.
  - Frame views of Huon Hill from Junction Place.
- The design and built form of the public realm recognises the following priority of: the pedestrian (of all ages and abilities), then the cyclist, users of taxis, public transport users, private vehicles, service and delivery vehicles
- Recognition of the high visibility of the building and space on the corner — it is the major intersection in town.
- Include a ‘marker’ of the space on the corner, which relates to the Water Tower and acts as a way-finding device.
- Create an architecture that celebrates its positioning opposite Junction Place and works with the sunlight to provide winter warmth and summer shade — thermal comfort is key.
- Develop a green, leafy, well-landscaped character in the centre.
2. Village precinct

The Village precinct, extends along High St, from South to Lawrence streets, defines the primary north-south retail, services and cafe axis in the centre of the CBA. This part of the precinct will be enhanced with improved pedestrian and cycle connections and further shade planting and streetscape enhancements.

Traditional retail, services, cafes and destination retail mark this strip for a new level of retail intensity that will serve the community of Wodonga and beyond.

The main features of the Village precinct will be:

- A new interface that 'anchors' Junction Place to the CBA at Elgin Boulevard/High St intersection: a green urban square in Junction Place is home to an intensity of adjacent uses and activities.
- The new Mann's development on High St opposite Junction Place provides a further retail and an activity focus.
- The new development on the south-western corner of High St and Elgin Boulevard completes the integration of Junction Place to the CBA at High St and Elgin Boulevard.
- The redesigned intersection of High St and Elgin Boulevard provides the highest level of amenity at this important interface. Direct crossing points for all are vital to encourage the flow of people in all directions, to, from and within the Village precinct at this point.
- Ease-of-pedestrian crossing is accentuated by the design of this intersection. Pedestrian traffic signaling allows for 'all-points' simultaneous crossing — which maximises crossing convenience and safety for pedestrians. Spaces are provided for people to walk, cycle, push prams and use electric buggies and wheelchairs — safety and comfort are critical.
- Ample space is provided to access the buildings and spaces that line this intersection in all directions, to assisting the exchange and dispersal of people along each street.
- From South St to Elgin Boulevard — new 'design elements' highlight what is special and different about this section of the High St, where some destination retail stores attract people from a broad catchment (new urban design framework for the Village precinct).
- The Village precinct is anchored at its southern end by the Woodland Grove civic and cultural precinct, which provides a people magnet to draw people south along High St to participate in the activities and services provided in this growing precinct.

Significant actions

- Develop High St improvement program to improve building facades and improve amenity of the CBA (e.g. shop fronts upgrade program, shop front activation education).
- Develop a laneway strategy to work with laneway owners to activate laneway for new public uses.
- Design and build street canopies for the Village precinct that will demonstrate the new style of urban architecture for the CBA.
High St concept — north to Junction Place featuring a new design for Village precinct public domain canopies
High St laneway cross-section
3. Woodland Grove precinct

To strengthen vitality throughout the CBA, some future developments should focus on the southern end of the CBA, and on the revitalisation of High St, to generate north-south foot traffic and activity. If this does not occur, there is a risk that these new developments could draw the life out of High St and other parts of the CBA.

Activated people spaces

Wodonga is fortunate that its Woodland Grove civic and cultural precinct, centred on The Cube Wodonga and the council offices, is at the southern end of the CBA. The council can strengthen this southern end so that it will become a ‘southern anchor’ to ensure that people will move between both parts of the new CBA, to undertake more community-related activities at the southern end of the CBA.

An eventual new community square that links the Woodland Grove precinct and the Village precinct could strengthen the life of the CBA and provide added vitality to the businesses located along High St and in adjacent streets.

In addition to becoming a new focus for more activity in the civic and cultural precinct, a new community square will also allow opportunities for new events and for new businesses to be developed, commencing as ‘pop-ups’ that will service these events.

A revitalised High St Village precinct that links directly into the Woodland Grove precinct thus becomes the focus of north-south pedestrian traffic.
The main features of Woodland Grove precinct will include:

- Southern focal point of the water tower and southern anchor of The Cube Wodonga - an activity generator spilling arts, cultural, civic and people-focused activities on to the large shady open space across to Woodland Grove;
- Renovated and expanded civic and cultural hub to the east of Hovell St;
- A focus of cultural and social events around The Cube Wodonga, Arts Space Wodonga and Wodonga Library - day and night. These could include special events;
- A pop-up night market featuring food from the region, night-time arts and entertainment;
- Pop-up incubator retail associated with events that are programmed weekly;
- A focus for round the clock learning activities centred on the redeveloped library (learning and digital hub) and associated activities and learning spaces for people of all ages from the young to the old (Wodonga Council Plan);
- Civic uses retained to provide additional key activity anchors in this civic and cultural precinct;
- Strong expressions of Wodonga’s cultural heritage - with links to Wodonga’s strong rail heritage and the Bonegilla Migrant Experience (Cultural Services Plan 2012-2017 p. 24);
- Connection portal for the digital economy provides a learning focus to bring school children into the CBA for programmed learning activities and events through the Wodonga Library and Arts Space Wodonga;
- Positive interactions/exchange - social inclusion - meeting places;
- Child-friendly and playful elements for all people - residents and visitors;
- Public realms and landscapes that promote enjoyment and comfort for all e.g. sensory experience, summer shade, seating especially for older people and people with prams;
- Sense of creativity and wonderment - featuring creative elements on a range of levels; and,
- Many reasons for everyone to be there and return - both visitors and residents.

Significant actions

- Activate the Woodland Grove precinct through temporary closure of Hovell St for major events (e.g. pop-up markets and community events).
- In the long term, investigate enhancing the Woodland Grove precinct, by creating a community square to accommodate a wide range of activities for all.
- Prepare the civic and cultural precinct masterplan.
- Create incubation spaces for artists in the CBA through the redevelopment of Arts Space Wodonga.
The CBA Frame

Transitioning to an outer ring of existing low-rise residential and broader commercial and light industrial uses, linking regional green spaces, walking and bike links.

The CBA Frame defines the outer ring of the Wodonga CBA, where existing low-rise residential predominates, together with defined commercial and light industrial uses.

**The CBA Frame has the potential to include:**

An important aspect of the Frame is its improved links to adjacent green spaces, such as to Belvoir Park, and to provide a direct green link via Bank St to new CBA residential areas located in CBD West and Junction Place.

The Frame will also carry the bicycle links that will bring people directly into the Wodonga CBA and which could take them beyond to the historic site of Victoria’s rail memorial and the Bonegilla Migrant Experience. (Draft Wodonga Integrated Transport Strategy p. 11 and Wodonga Cultural Services Plan p. 14).

Future sites could be available in the Frame to host completely new uses.
The new Wodonga Integrated Transport Strategy (WITS GTA 2013) provides a blueprint for creating a better connected, more accessible, and healthy city.

**Key features will include:**

**Through traffic diverted around the CBA using the CBA for destination traffic only.**

Vehicle entry and parking in all areas of the CBA retained and improved — in strong recognition of their importance to the CBA economy in a regional capital city, where public transport options are limited.

Creation of pedestrian priority streets in the CBA Heart in Hovell St, High St and Elgin Boulevard (between High and Hovell streets). Each street will provide pleasant, traffic-calmed street environments for pedestrians and cyclists, where they have priority over cars - but where cars are still welcome to enter and park.

**Pedestrian and cycle linkages**

Pedestrian and cycle links within and to the CBA will be strengthened to improve walking and cycling as safe and attractive modes of transport, and for recreation.

A new network of shared paths and pedestrian priority areas will cater for all users — including pedestrians, bikes and mobility scooters — and bring locals and others from outer parts of Wodonga directly into the CBA.

The network will link with residential areas as well as adjacent green spaces and existing shared paths such as Belvoir Park and the House Creek trail.

The Draft Wodonga Integrated Transport Strategy has identified key gaps and barriers in the walking and cycling networks, and how these link into the CBA. As part of the WITS implementation, further consideration will need to be given to the development of any off-road shared pathways.

A new transport and community hub — on Lawrence St at The Cube Wodonga — will bring people to this part of the CBA, which will continue to be revitalised by The Cube Wodonga, the library and associated activity hub, which will be created by the new community square if a closure of Hovell St was to take place.

**Southern gateway roundabout**

The major roundabout at the intersection of High and Lawrence streets and Thomas Mitchell Drive poses a major barrier to effective pedestrian access.

The role of this roundabout as the key traffic entry point to Wodonga has changed since the development of the outer ring road and the new High St upgrades.

The WITS identifies options to upgrade roundabouts to improve traffic safety and pedestrian and cyclist priority. As part of the WITS implementation, further consideration will need to be given to roundabout upgrades.

**Traffic speeds**

The entire CBA heart is a 40kmh speed zone. Parking and single traffic lanes inherently make traffic speeds slower due to the time required to drive into and reverse out of angled parking spaces.

To maximise pedestrian priority in the three main precincts and reduce traffic speeds the following design elements are to be considered:

- Removal of median treatments to minimise crossing distances and maximise footpath widths;
- Removal of kerbs and other delineating features;
- Use of contrasting pavement material at key locations; and,
- Narrow lane widths and angle parking to reduce vehicle speeds.
Significant actions

- Conduct a community forum on creating a more walkable CBA – with presentations from City Of Melbourne and VicWalks.
- Undertake an amendment to the Wodonga Planning Scheme, as required, to incorporate parking requirements that respond to parking over time and ultimately implement the recommendations of the approved car parking strategy.
- Update the All Ability Accessibility Audit covering both public and private domains to inform the Public Domain Plan.
- Investigate techniques to introduce shared or pedestrian priority precincts to assist pedestrians to cross city heart streets legally and safely.
- Prepare a priority implementation plan in response to the Wodonga Integrated Transport Strategy.
The planning context

Victorian State Planning Policy Framework

The Wodonga CBA Revitalisation Plan is an essential policy tool that has been developed to ensure the Wodonga CBA is best placed to respond to growth and change in the city.

The plan is consistent with the requirements of the Victorian State Planning Policy Framework for major activity centres.

This framework encourages the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres, which provide a variety of land uses and are highly accessible to the community.

In line with this framework, the Wodonga CBA will retain its primacy in the hierarchy of activity centres as outlined in the current Wodonga activity centre hierarchy contained within the Municipal Strategic Statement.

The new plan gives clear direction to preferred locations for investment via the introduction of a new urban framework that concentrates intensive activities within three highly activated central CBA precincts.

The plan encourages a diversity of housing types at higher densities in and around the proposed CBA heart and frame.

It proposes to reduce the number of private motorized trips by concentrating activities that generate high numbers of (non-freight) trips in a highly accessible CBA, and by providing by-pass routes for non-CBA bound traffic.

The plan will improve access for pedestrians, cyclists and public transport via an integrated transport system that will connect people to jobs and services and goods to market. (Draft WITS – Wodonga Integrated Transport Strategy 2014)

The plan proposes to broaden the mix of uses and activities in the CBA, to include a range of services and activities that operate over longer hours.

Hume Regional Growth Plan

The plan is consistent with the requirements of the Hume Regional Growth Plan, by focusing growth and development in order to maximise the strengths of Wodonga.

Local planning

It is anticipated that the plan will be implemented primarily through changes to the Wodonga Municipal Strategic Statement and through the introduction of the Activity Centre Zone (ACZ) and other supporting planning tools. Local Planning Policy and a new design guide will accompany the suite of planning tools.

Significant actions

Undertake an amendment to the Wodonga Planning Scheme that references:

- The CBA Revitalisation Plan;
- Land use provisions for the CBA Heart and Frame; and,
- The CBA Design Guide.
A large range of documents pertain to the Wodonga CBA Revitalisation Plan. They are largely from Wodonga Council and background economic development work prepared recently for Places Victoria. These documents have been used to guide council staff and technical experts to documents that have official endorsement by the council or Places Victoria. These documents ensured that all those involved in the preparation of the Revitalisation Plan all are using the same information.

**CBA Economic Studies:**

1. Wodonga Central Business Area Business Analysis – Commercial and retail floor area profile Wodonga Council 2012
2. CBA Business and Property Owners’ Survey April 2013 Wodonga City Council
3. Junction Place Wodonga Commercial Options and Strategy; Urbis for Places Victoria 2012
4. DRAFT Wodonga Activity Centre Strategy Review; Urban Enterprise July 2012
5. Wodonga Economic Development Strategy and background information 2011-2013
6. Wodonga CBD Northern Precinct Redevelopment - Peer Review of Economic Analysis; Essential Economics for Places Victoria; December 2011
7. Wodonga Town centre – Project Commerciality & Implementation Assessment: Business Case; Biruu for Places Victoria; February 2012
8. Wodonga CBA – Retail Market Assessment; Macroplan for Wodonga Council; August 2007
9. Wodonga CBA: Masterplan Part 2 – 2006 Strategic Planning Report and associated urban design guidelines; Macroplan for Wodonga Council; August 2007
10. Wodonga CBA Part 3 – Implementation Strategy; Macroplan for Wodonga Council; August 2007

**CBA Master Plan and urban design guidelines:**

1. Wodonga Central Area Master Plan 2006 (Map) Key Design Principles
2. Wodonga CBA Master Plan; Buchan Group 2003
3. Wodonga Civic Precinct Master Plan Review; William Ross Architects for Wodonga Council; March 2011
4. Heritage Study Stage One; Wodonga Council; 2012
5. Infrastructure Plan CBA 2011; Wodonga Council

**Transport and accessibility:**

1. Wodonga Network Plan CPG 2012
2. Sustainable Transport Strategy 2010
3. Bicycle Strategy; Wodonga Council; 2008
4. DRAFT Wodonga Integrated Transport Strategy 2014

**Places Victoria Design:**

1. Central Wodonga Junction Place (Map) Framework Plan; Katsieris Origami for Places Victoria; April 2012
2. Central Wodonga Junction Place Precinct Principles and Design Guidelines; Katsieris Origami for Places Victoria; April 2012
3. Junction Place Staging Places Victoria Undated

**High St urban design and landscaping:**

1. Functional Design Brief High St Reference Group; Adopted by Wodonga Council; 2009

**Parking:**

1. Interim Car Parking Strategy; Cardno for Wodonga Council; 2012

**Cultural information:**

1. Cultural Services Plan 2012-2017; Wodonga Council

**Older people:**

1. Ageing Well Strategy and consultations strategy document and consultation information; Wodonga Council
2. Living Longer Loving Life Actions Strategy document — Action plan; Wodonga Council

**Young people:**

1. Youth strategy and consultation findings; Wodonga Council; 2010–2014
2. Wodonga Young People Action Plan; Wodonga Council; November 2011

**Child and family-friendly city:**

1. Child Friendly City Framework; Wodonga Council; 2012-16
2. Playground Strategy; undated