



# CBD WEST

A significant development opportunity in Wodonga's central business area

Wodonga is ideally situated on the Murray River and is part of one of Australia's most diverse regions

## STRATEGIC LOCATION

Wodonga is strategically located about 300km north of Melbourne and 580km south of Sydney on the Hume Freeway.

The extensive transport network allows access to the northern, southern and western corridors of the eastern seaboard and in turn access to the whole of Australia. More than 75 per cent of Australia's population can be reached by next day transport shift, while a regional airport located just 10 minutes away provide regular and quick access to Melbourne, Sydney and Canberra.

Wodonga is ideally situated on the Murray River and is part of one of Australia's most diverse regions – north east Victoria, with its surrounding hills, rich agricultural valleys, wineries and historic towns.



# WHY WODONGA



## POPULATION

Wodonga services a regional population in excess of 180,000 people. Combined with its twin city Albury, Wodonga is Australia's 20th largest city and has a population of 92,009 residents.

Wodonga's population is expected to reach 57,634 by the year 2036, an increase of 21,609 persons (60 per cent) from 2011.

Wodonga is the largest and fastest growing centre in North East Victoria, and one of the fastest growing of the Regional Cities Victoria group.

The median age of Wodonga residents is 35, lower than the Victorian average of 37. The dominant household type is couples with dependent children, which account for 29.4 per cent of all households. 26.1 per cent of the Wodonga population is aged between 0 and 17 (compared with 23.5 per cent for regional Victoria) and 17.4 per cent are aged 60 years and over.

## THE OPPORTUNITY

CBD West is a prime site for new commercial and residential development right in the heart of the central business area.

The site will play a significant role in the development of the city and will form links with the Boulevard Precinct to its north, which is home to Junction Place; Village Precinct to its east, encompassing High St and the new Mann Central and Wodonga Place retail developments; and Wodonga Plaza to its west.

**LARGEST AND  
FASTEST-GROWING  
CENTRE IN  
NORTH EAST  
VICTORIA**

The site will play a significant role in the development of the city



# THE SITE

The parcels of land referred to as CBD West are located at 41 – 43 Elgin Boulevard and 24 - 26 Stanley St, and are 5673m<sup>2</sup> and 11,296m<sup>2</sup> respectively in size.

Both parcels of land fall within Precinct 4 of the Activity Centre Zone and are under Parking Overlay, Schedule 1. The parcels consist of two sites but three titles.

The Wodonga Council would encourage the development of two-storey minimum and six-storey maximum building heights and zero setback except where a 3m setback is provided for an external seating area or an entry court.

For planning permit requirements, please refer to clause 37.08 of the Wodonga Planning Scheme, or contract a council planner on 02 6022 9300.

Following community engagement at the time of relocating the old Stanley St swimming pool, where the community clearly enunciated its wishes for the future development of this site, and the recent rezoning of the Wodonga Central Business Area (CBA) to the Activity Centre Zone (Amendment C124), the objectives and preferred outcomes of the development of the site/s are described below.

- ◆ To encourage a range of retail, office, hospitality uses and residential uses at upper levels, where appropriate;
- ◆ To ensure the development promotes or improves pedestrian permeability between Junction Place (Precinct 1) and The Heart (Precinct 2);
- ◆ To establish an integrated open space that is accessible to uses of the activity centre;
- ◆ To achieve a preferred character for the precinct that comprises:
  - ◆ A low to medium rise precinct offering active frontages and upper level surveillance to the streets;
  - ◆ An internal network of linkages and communal spaces;
  - ◆ A tree-lined street setting with shaded walkways and partial screening of built form; and
  - ◆ Higher density residential development.



# THE SITE

Site	Land size	Zoning	Frontages
Site 1	11,311 m <sup>2</sup>	Commercial 1 ■ Mixed use ■	Stanley St (77.88m), Smythe St (60.96m)  Consists of six lots
Site 2	5673 m <sup>2</sup>	Commercial 1 ■	Elgin Boulevard (94.85m)  Consists of one lot
Total: 16,984 m <sup>2</sup>			

Both sites are flat and fully serviced by power, water, sewerage and drainage.



## A YOUNG AND ACTIVE POPULATION

- ◆ Median age is 37 in line with the Victorian average
- ◆ Dominant household type is couples with dependent children, which account for 27.6 per cent of all households.
- ◆ 24.6 per cent of the Wodonga population is aged between 0 and 17 (compared with 21.9 per cent for regional Victoria).
- ◆ 20.6 per cent are aged 60 years and over.

## HIGH LEVEL OF HOUSEHOLD INCOME

- ◆ Wodonga's median weekly household income of \$1273 is the highest of the Regional Cities Victoria group.

## CONTINUED DEMAND FOR AFFORDABLE HOUSING

- ◆ Median value of land per lot \$140,000, median house price is \$335,000, median unit price is \$204,000

## STRONG RESIDENTIAL DEVELOPMENT ACTIVITY

### Residential lots released

12-13	13-14	14-15	15-16	16-17
220	305	275	472	407

### Residential dwellings approved

12-13	13-14	14-15	15-16	16-17
286	346	434	382	369



#### STRONG AND RESILIENT ECONOMY

- ◆ Approximately 2696 businesses in Wodonga
- ◆ Broad range of industries
- ◆ Largest employment sectors are manufacturing, healthcare and social assistance, and public administration and safety
- ◆ Gross regional product valued at \$3.19 billion in December 2017

#### WODONGA REGIONAL RETAIL EXPENDITURE PROJECTIONS (\$M)

	2016		2021	
	Urban area	Surrounds	Urban area	Surrounds
Food	254.2	522.5	285.1	557.7
Non-food	210.8	431.2	242.6	472.4
Total catchment	1418.8		1557.8	

#### GROWING TOURISM SECTOR

- ◆ Tourism accounts for more than \$87 million of Wodonga's economic output.
- ◆ For every tourist dollar spent in Wodonga, almost half (\$0.46) is spent on accommodation and food services and retail trade.
- ◆ Eating out at restaurants has been the most popular activity for domestic overnight visitors to the region.

Encourage employment growth and economic activity for the municipality



## KEY OBJECTIVES

- ◆ Encourage the development of Site 1 to attract activities which fulfil a need in the community including, but not limited to:
  - (a) Residential;
  - (b) Mixed use; and,
  - (c) Employment.
- ◆ Encourage the development of Site 2 to attract activities which fulfil a need in the community including, but not limited to:
  - a) Residential;
  - b) Mixed use;
  - c) Entertainment and hospitality; and,
  - d) Commercial.
- ◆ Consideration to the Enquiry by Design (outlined on the next page);
- ◆ Encourage employment growth and economic activity for the municipality;
- ◆ Receive a satisfactory financial return and provide long term financial benefits to the council and the community;
- ◆ Ensure that contamination (if any) affecting the land is remediated to council's satisfaction and without risk to the council or the community; and
- ◆ Ensure that adequate car parking is provided in respect of any proposed development. The proposal must demonstrate how the proponent intends to advance each of these objectives.

# THE VISION

## ENQUIRY BY DESIGN

In 2008, consultancy Annand Alcock Urban Design was appointed to undertake the Enquiry By Design (EBD) process with a brief to determine the most appropriate use and development for the precinct.

As a result, council adopted design principles to guide future development of the site.

Expressions of interest should give consideration to the following design principles.

- ◆ Walkable community;
- ◆ Site accessible to general public;
- ◆ Connectivity to plaza and CBD;
- ◆ Realising economic return;
- ◆ Retail and residential mix;
- ◆ Diversity in demographics;
- ◆ Creative public open space that encourages social interactions;
- ◆ A safe neighbourhood;
- ◆ Small creative green spaces and activity areas;
- ◆ Reflects the character of Wodonga;
- ◆ Creative landscaping with mature trees;
- ◆ Encourages sustainable living principles by:
  - ◆ Reducing the carbon footprint;
  - ◆ Minimising water and energy use;
  - ◆ Conservation of non-renewable natural resources through efficient use and careful planning;
  - ◆ Minimising emissions, effluents and waste caused by the operations of the development;
  - ◆ Car parking minimised; and,
  - ◆ Adaptable building design.
- ◆ To retain and value the historical significance particular to the site e.g. history of sale yards and swimming pool.

A copy of the *Enquiry By Design* undertaken by Annand Alcock Urban Design is available on request.



# THE PROCESS

## PROPOSALS

Each proposal must be in writing and must include a completed, signed and dated registration form which contains the following information.

### Key contract terms

A written statement setting out:

1. Price, terms of payment (including the deposit).
2. Any other special conditions which form part of the terms on which the proponent is prepared to acquire and develop the land.
3. Any fundamental assumptions underpinning the offer.

### Description of the site

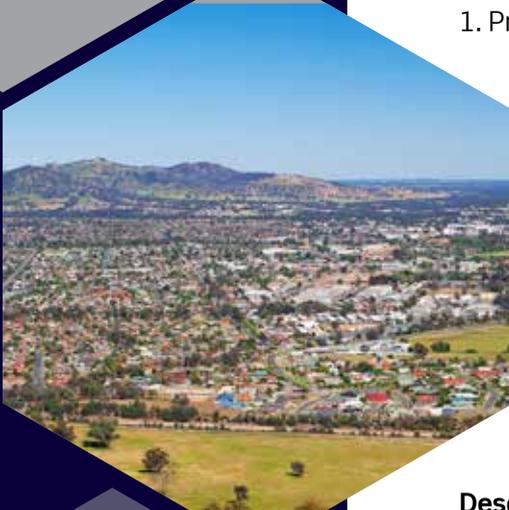
A written statement setting out:

1. What land is required for the proposed development - Site 1 and/or Site 2.

### Description of the proposed development

A written statement setting out:

1. A detailed description of the proposed activity to occur on the land;
2. Details of how the proposed development complies with the design guidelines;
3. Details of the proposed tenants (if applicable);
4. Indicative timelines for acquiring the land, substantially commencing the proposed development and practically completing the development; and
5. Any other information considered relevant by the proponent
6. Proponents capability and capacity to undertake the proposed development including:
  - Experience in property development; and,
  - Description of financial capacity.



## EVALUATION

In assessing each proposal received, council will use the following evaluation criteria (not listed in any order of importance and not necessarily being accorded equal consideration):

1. Proponent's ability to meet council's objectives;
2. Capability of the proponent to undertake the proposed development;
3. Financial capacity of the proponent to finance the proposed development;
4. Economic benefit that the proposed development will deliver to council and the community; and,
5. The timeframe in which the proponent intends to purchase the development land and carry out the proposed development.

Council reserves the right to assess the merits of each proposal by taking into account any matter, fact or circumstance which council may deem appropriate, in its absolute discretion.

On completion of assessment of proposals, a report will be submitted to council, whereupon council may, in respect of either or both of Site 1 and Site 2 decide to:

1. Negotiate by private treaty with any one or several of the proponents;
2. Proceed to a request for proposals process with short-listed proponents; or
3. Terminate this invitation.

## PROCEDURE FOR LODGEMENT

All proposals must be lodged by **Friday, June 29** COB, contain all of the information required within the attached expression of interest document; and, be placed in a sealed envelope clearly marked:

Chief Executive Officer  
Expression of Interest - CBD West  
Wodonga City Council  
104 Hovell St, Wodonga 3690

Please note: Facsimile or email proposals will not be accepted.

The council may request a proponent to provide further information at any time following receipt of proposals.



For further information on CBD West, contact:

**ADAM WISEMAN**

Manager Economic Development

Wodonga Council

Phone: (02) 6022 9205

Mobile: 0466 530 717

**[wodonga.vic.gov.au](http://wodonga.vic.gov.au)**