

21.09 INDUSTRY AND BUSINESS

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Context:

Wangaratta is a strategically located regional commercial, service and manufacturing centre with strengths in metal fabrication and engineering, trade and technical services, wine industry, textiles and timber processing. Economic growth in Wangaratta is complemented by small to medium size industries, many taking advantage of good transport linkages in the area.

The *Rural City of Wangaratta Municipal Land Strategy, June 2004* identifies land in North Wangaratta as having future potential for industrial zoning, use and development. This industrial area has land zoned to cater for a range of large, medium and small scale industrial uses.

The *South Wangaratta Urban Renewal Strategy 2012* identifies land in South Wangaratta as an appropriate location for a mix of land uses including bulky goods sales, accommodation and recreation.

Wangaratta is a vibrant commercial centre offering a large range of commercial and office functions. Wangaratta serves a large regional retail catchment, extending into southern New South Wales. The Wangaratta Central Activities Area is a significant business area, its performance enhanced through a range of retail, office, recreation, educational and other functions.

A multi-use agricultural and educational precinct is proposed in South Wangaratta. This precinct will comprise agricultural related rural, equine, educational, commercial, industrial, community and recreational uses and developments, including the a proposed Agricultural Centre of Excellence and the new Goulburn Ovens TAFE campus in Tone Road.

Issues:

Industry:

Overview:

- Although the traditional strength of textiles manufacturing is still of economic significance, this strength has weakened.
- The availability of zoned and serviced industrial land is important for investment certainty.
- There are opportunities for the growth of local economic industries, such as a wine industry cluster.

North Wangaratta:

- There is a shortage of industrial land in Wangaratta due to a surge in demand since 2003.
- The North Wangaratta industrial area has flexibility to respond to a range of future industrial uses, sizes and locational requirements, including opportunities for value adding industries.
- There are current limitations in the provision of reticulated water and electricity services in the North Wangaratta industrial area, with both services requiring upgrading.

Business:

- The vibrancy of the Wangaratta Central Activities Area is significant for the economic performance of the municipality. The emerging Faithfull Street precinct builds on the outdoor dining culture of the area.

- The Wangaratta Central Activities Area has office and professional services throughout the retail area, creating some pressure on the available area for retail uses. Unused upper storeys of existing commercial buildings have the potential for office use.
- There is further potential for office expansion on the periphery of the Wangaratta Central Activities Area
- There is potential for medium to large retail stores in the Wangaratta Central Activities Area.
- The existing bulky goods site in South Wangaratta offer opportunities for further expansion to serve Wangaratta's bulky goods retailing needs.
- The proposed Agricultural Centre of Excellence precinct in South Wangaratta offers significant opportunities for agricultural and educational related uses and developments. The precinct will boost the economic performance of Wangaratta.
- Redevelopment of the former Ovens College site offers opportunities to develop a civic precinct incorporating alternative accommodation such as serviced and/or short term accommodation.

Strategic directions:

Industry:

Overview:

- Develop an adequate supply of appropriately serviced land.
- Provide a range of diverse major industries.
- Develop a wine industry cluster servicing the needs of the regional wine industry.
- Recognise and strengthen Wangaratta as a strategically located regional commercial, service and manufacturing centre that has economic and social significance.
- Recognise and strengthen Wangaratta as a strategically located source of local and regional labour resources offering a quality lifestyle environment.
- Ensure an adequate supply of land for industry in appropriate areas.
- Enable adequate separation of industrial and non-industrial uses to avoid land use and amenity conflicts.

North Wangaratta:

- Protect and achieve the economic potential and performance of industrial land in the North Wangaratta industrial area.
- Develop and promote the North Wangaratta industrial area for a range of industrial uses and sizes, in accordance with the outline development plan for the area.
- Advocate for the upgrading of reticulated water and electricity services in the North Wangaratta industrial area as an urgent priority.

Business:

- Provide a range of diverse business enterprises.
- Maintain and enhance a thriving and vibrant retail sector, providing customer valued services.
- Enhance the economic performance of the Wangaratta Central Activities Area through provision of a range of retail, office, recreation, educational and other opportunities.
- Maintain the Wangaratta Central Activities Area as the primary retail and commercial focus area in Wangaratta.
- Recognise and provide for the potential for medium to large scale retail stores in the Wangaratta Central Activities Area.

- Facilitate the expansion and operation of office related uses on the periphery of the Wangaratta Central Activities Area.
- Identify, provide and protect main road locations outside the Wangaratta Central Activities Area for bulky goods, service business, warehousing and peripheral sales.
- Support expansion and development of a bulky goods precinct in South Wangaratta at 71 – 81 Newman Street, 2 & 4 Connell Street and 95 – 103 Tone Road, South Wangaratta.
- Support the development and use of the proposed Wangaratta Agricultural Centre of Excellence in South Wangaratta as a major multi-use agricultural, recreational, educational, commercial, industrial and community precinct.
- Facilitate planning and delivery of a Civic Precinct at the former Ovens College site to enable delivery of alternative accommodation.

Other relevant strategies and policies:

The following issues and clauses are relevant to this strategic direction:

- Urban design and development in the Wangaratta central activities area and South Wangaratta Urban Renewal Area:

Refer to Clause 21.06 Urban Development and Central Activities Area

- Tourism and general economic development:

Refer to Clause 21.08 Economic development and tourism

- Inter-modal transport and freight logistics facilities in Wangaratta:

Refer to Clause 21.11 Infrastructure and Community

- Goulburn Ovens TAFE:

Refer to Clause 21.11 Infrastructure and Community

The following policies are relevant to this strategic direction:

- 22.05-1 *Industrial land*
- 22.05-2 *Medical centres*
- 22.09 *Public Open Space Contributions*

Further work:

- Undertake a study to investigate the role, possible locations and design guidelines for bulky goods sales.
- Prepare a Development Plan (by Council or others) in accordance with the *South Wangaratta Urban Renewal Strategy* for the future Civic Precinct on the former Ovens College Campus.

