

WANGARATTA

Industrial Land Use Strategy



DECEMBER 2017

STRATEGY REPORT

PREPARED FOR



PREPARED BY



IN CONJUNCTION WITH
TIM NOTT & TERRACO

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INTRODUCTION

Purpose

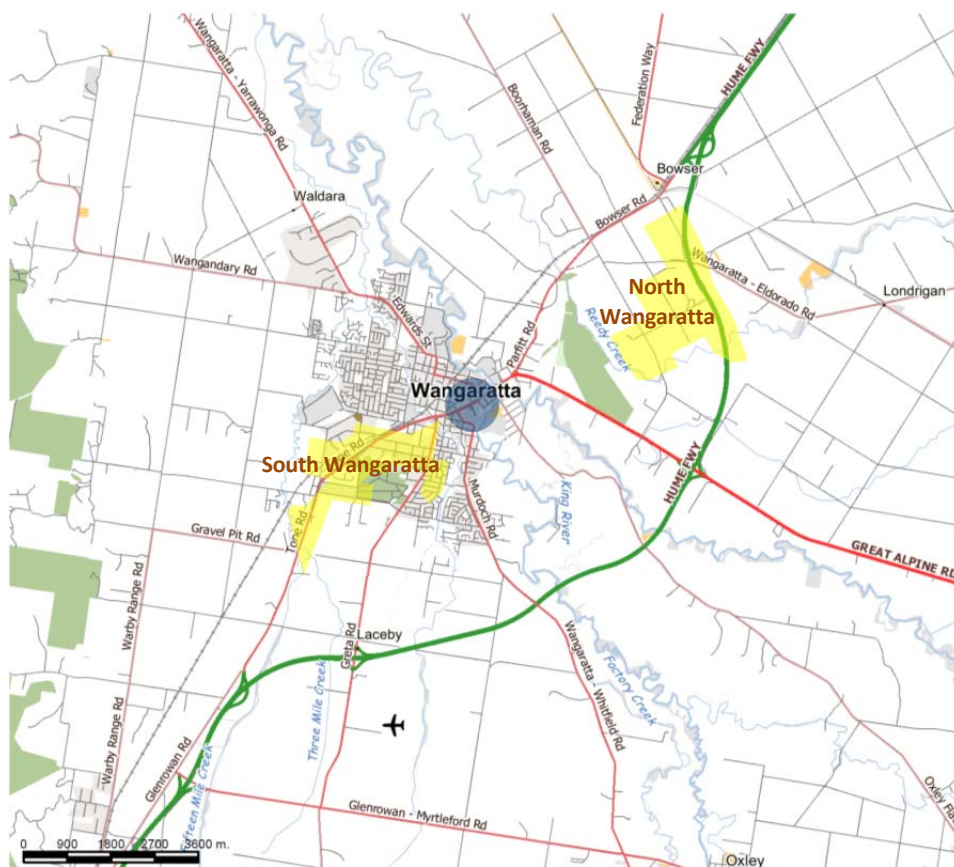
This Strategy provides a vision and planning framework for Wangaratta's industrial areas. The strategy will assist all users of the planning system in understanding Council's expectations about a range of land use and development matters relating to industrial development. The strategy also provides the strategic basis for changes to the Wangaratta Planning Scheme. The actions identified in the Strategy relate mainly to the next five years, however, it is expected that most of the objectives and strategies will be relevant for the next 20 to 30 years.

The project has been prepared for Wangaratta Rural City Council ('Council'), with assistance from the Victorian Planning Authority. The Strategy was prepared by Centrum Town Planning, Tim Nott and Terraco.

Study area

Wangaratta has large tracts of industrial land that are concentrated in two precincts, South Wangaratta and North Wangaratta, as shown in Figure 1, below. Both precincts are strategically located along national road and rail networks and have convenient access to other towns in the north east region. The precincts contain a large diversity of industries and businesses that play an important role in the local economy.

Figure 1 Local context and study area



Source: The State of Victoria, Department of Environment, Land, Water & Planning, 2016, Centrum Town Planning, 2017

Scope

The project focuses on land that is zoned Industrial 1 (IN1Z). The project also gives some consideration to land that is zoned Commercial 2 (C2Z), Mixed Use (MUZ) and Public Use Zone (PUZ) if it is being used or promoted for industrial development.

For convenience, the term 'industry' refers broadly to manufacturing, warehouse and other uses that are commonly found in industrial areas, as discussed in the *Wangaratta Industrial Land Use Strategy Background Report, June, 2017* (the Background Report). The term 'industry' does not refer to its VPP definition, unless noted otherwise.

Background report

The Strategy is based upon the findings of the Background Report. This report:

- describes the study area and project objectives in detail;
- explains the methodology for the project;
- reviews of statutory and strategic influences and their implications for the project;
- provides an overview of relevant statistical indicators;
- provides an analysis of land supply and demand;
- identifies issues and options for the land use strategy;
- explores opportunities that could emerge in the future;
- identifies key actions that need to be addressed in the Strategy.

The Strategy should be read in conjunction with the Background Report. The key findings of the Background Report have been summarised below to provide the context for the Strategy.

Key findings - general

- There are significant supplies of vacant industrial zoned land in Wangaratta, of which 190 hectares (82%) is considered to be notionally available for development, although some of this land is likely to be constrained by services or existing residential uses.
- Approximately 152 hectares (80%) of the land that is notionally available for development is located in North Wangaratta and 38 hectares (20%) is located in South Wangaratta.
- If constructed, a proposal for a large scale solar power facility in North Wangaratta will remove a substantial amount of land supply (62 ha) from the above figures.
- There are only a small number of new subdivisions in South Wangaratta where lots are fully serviced and available for development, however, this is likely to reflect low demand rather than high take up-rates.
- The likely demand for industrial land in Wangaratta can be accommodated by the existing supply over the foreseeable future. There is no need to rezone additional land at present, although the preferred long-term direction for industrial growth should be identified and protected.
- The industrial sector faces challenges associated with the relatively high cost of urban infrastructure, particularly drainage, roads and power. This issue is likely to be a product of relatively low demand and low land prices. It is a significant barrier to the funding and delivery of new projects by the private sector.

- Due to the cost of new infrastructure, opportunities to use existing serviced industrial land more efficiently must also be encouraged and protected.
- Council must continue to play an important role in industrial land development if Wangaratta is to capitalise on the many opportunities that could emerge in the future, although it needs to improve the delivery of land to the market.
- Wangaratta's broadacre industrial land would benefit from the development of a stronger planning framework, particularly in relation to infrastructure.
- More specific and useful guidance is needed to guide built form and site presentation in the Wangaratta Planning Scheme.

Key findings - South Wangaratta

- There is a risk that industrial uses could be affected by the encroachment of residential uses over the long-term in the south of the precinct. The strategic potential of land to the south east of Shanley Street should be protected.
- Large numbers of dwellings exist in the Industrial 1 Zone, and, whilst these are not causing major issues at present, changes to the planning framework should be considered to help Council in managing these issues if they arise in the future.
- Many dwellings exist in close proximity to long-established industries that require substantial separation distances, re-enforcing the need to ensure that suitable land is available elsewhere in Wangaratta for these businesses if they choose to relocate.
- There are pressures for land use change in some areas, particularly in the north of the precinct, such as a recent proposal to rezone part of the Australian Textile Mill site for residential uses.
- There is emerging demand from a range of businesses seeking high exposure, particularly on Tone Road. Higher standards of presentation should be encouraged in areas fronting main roads.
- The lack of infrastructure along major roads, such as Vincent Road and Newman Street, detracts from the appearance of these areas and is likely to affect their prospects for future development.
- The established industrial areas are generally well serviced, although drainage infrastructure is lacking at both the local and precinct level.
- Road network issues that are present in the study area include the need for trucks to travel through the town centre and issues associated with circulating within, and accessing the Freeway, within South Wangaratta.
- Council has a vision for improving freight movements and is actively planning and constructing the key north-west bypass route, although substantial additional grant funding is needed to complete this, and other projects.

Key findings - North Wangaratta

- Development is occurring slowly in the precinct and is likely to require up-front investment in services to stimulate new development.
- The precinct is ideally located to accommodate industries with large land or separation distance requirements, but these industries are generally associated with the manufacturing sector, which is in decline.
- Most of the land in North Wangaratta is in broadacre form, so is not immediately available for new industries without major investment in services and infrastructure
- The current strategic planning framework for North Wangaratta, which seeks to attract industries with large buffer requirements, is fundamentally sound but needs to be enhanced.

Key findings - rural areas

- Strategic directions are needed for potential future industrial development in the rural areas of the Municipality and at Wangaratta Airport.
- Land at Wangaratta Airport has potential for industrial development, but requires further feasibility work and infrastructure investment.

Key industry opportunities

- Textiles and clothing manufacture has been one of the defining industries for Wangaratta but is now quite small and is unlikely to generate significant employment growth or development in the future.
- Food production has a more positive outlook for the City, with animal products, beverages, timber and related supporting services having potential for further growth.
- Wholesaling and logistics has grown in Wangaratta and has further potential for growth given the close proximity of the Hume Freeway and the Melbourne to Sydney rail-line, as well as the capacity to efficiently service Melbourne and Sydney markets.
- The need for sustainable industry solutions will see an increase in demand for renewable energy. This potential has been confirmed through a proposal for a large solar power plant in North Wangaratta.

Key industry threats

- Substantial areas of vacant and serviced industrial land exist nearby with strong local markets that compete for investment with Wangaratta. Albury-Wodonga in, particular, is a key competitor.
- Future automation of many jobs may see a reduction in employment in current industries.

Conclusions

Based on the findings of the Background Report, key priorities for the Industrial Land Use Strategy are to:

- Provide strategic direction in relation to the following areas:
 - protection of industry from the encroachment of sensitive uses;
 - the re-use or redevelopment of older industrial areas;
 - the management of issues associated with existing dwellings in industrial zones;
 - industrial development in rural areas;
 - built form and site presentation;
 - infrastructure planning and funding;
 - protecting the long term potential for the expansion of industry in some areas.
- Adjust zoning in order to more accurately reflect the existing use and ownership of land and better accommodate highway-related uses.
- Provide general direction for Council in relation to the further development and promotion of its own industrial landholdings.

STRATEGIC DIRECTIONS

This section provides the strategic directions that form the main part of the Strategy. The strategic directions comprise:

- **Objectives:** what the Strategy seeks to achieve over the course of the plan.
- **Rationale:** a brief overview of the reasons for the objective, as identified in the Background Paper.
- **Strategies:** the recommended policy or planning position for achieving the objectives.
- **Actions:** practical guidance about how the strategies should be implemented.
- **Implementation:** details of who is responsible for implementing the actions, the groups and organisations who will act as partners and a suggested timeframe for delivering the action.

The following conventions have been adopted in identifying the suggested timing for implementation:

- Short-term: within 12 months
- Medium-term: from 1 year to 3 years
- Longer-term: from 3 years to 5 years or beyond
- Ongoing: an existing action that continues into the future

The strategic directions should be read in conjunction with the strategic directions plans provided in this report.

Vision

A vision statement has been prepared to provide the basis for the objectives, strategies, actions and implementation plan. The vision is as follows:

- *Wangaratta's industrial areas will be the focus of industrial and large scale commercial development in the Rural City of Wangaratta. These industries will service the local economy and interstate and export markets, capitalising on the town's strategic location.*
- *Wangaratta's industrial areas will accommodate a diverse range of businesses that are able to co-exist with one another without the encroachment of sensitive uses. North Wangaratta will be the focus for industries that require large landholdings or separation distances.*
- *Wangaratta's industrial areas will stimulate local business development and entrepreneurship, generate local employment and play a major role in the local economy.*
- *Wangaratta's industrial areas will contribute to the sustainability of the local community and the environment, by driving innovation, new technologies and sustainability solutions.*
- *Wangaratta's industrial areas will provide an attractive gateway to the town from the south and from the Hume Freeway, and exhibit high quality built form that embraces best practice sustainability principles.*
- *Wangaratta's industrial areas will respect, retain and support elements of the landscape character found within the surrounding area including the waterways and native vegetation associated with these areas.*

Objectives

The vision for industrial areas in Wangaratta is supported by a series of objectives. These form the basis for more detailed strategies and actions as set out in the 'Strategic Directions' section of the Strategy.

The objectives are described below under four themes:

Urban structure and land use

1. To protect industrial land as an important economic and employment resource.
2. To protect Wangaratta's industrial areas from the encroachment of sensitive uses.
3. To protect appropriately located and zoned sensitive uses from adverse amenity impacts caused by industry.
4. To promote highway-related uses in appropriate locations.
5. To promote the re-use and re-development of industrial land in appropriate locations.

Transport and infrastructure

6. To enhance and protect the local and arterial road networks used by industry.
7. To provide urban services to industrial areas in a timely and cost-effective manner.
8. To ensure that physical infrastructure is planned and funded in a co-ordinated and equitable manner.
9. To enhance pedestrian and bicycle infrastructure in industrial and commercial areas.

Environment and presentation

10. To improve the function and appearance of roads in Wangaratta's industrial areas.
11. To ensure that new industrial development contributes positively to the appearance of Wangaratta.
12. To protect important environmental values and manage environmental risks in future industrial development
13. To promote sustainability principles in all new industrial land use, development and subdivision.

Economic development

14. To support investment by existing industrial firms and attract new businesses to Wangaratta's industrial areas.
15. To encourage the efficient use of land and resources and maximise the benefits of clustering.
16. To ensure that there is sufficient land to accommodate the range of industrial activities with potential to invest in Wangaratta.

Urban structure and land use

Objective 1 *To protect industrial land as an important economic and employment resource*

Rationale Industrial land is an important resource for employment and economic outputs that must be protected and carefully managed. Wangaratta has good supplies of land and significant potential to accommodate new and growing businesses, although land needs to have the right size, location and services to allow businesses to reach their potential. The rural areas and townships of the Shire could also attract industry in the future, although industry in these areas needs to be carefully managed as it is usually preferable to locate industrial uses in fully serviced areas.

Strategy 1.1 **Strongly discourage proposals to rezone land from the industrial zone unless substantial net social, economic and environmental benefits can be demonstrated**

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Ongoing

Strategy 1.2 **Ensure an adequate supply of diverse land to accommodate demand over a 15 year period or based on industry trends**

Actions:

- a. Rezone the following land to ensure accurate assessments are made of future land supply and to better reflect the use and ownership of the land:
 - North East Water land, including the Wangaratta Trade Waste Facility, 35 Sandford Road, from IN1Z to PUZ1;
 - GOTAFE land in Tone Road from IN1Z to PUZ2;
 - Council owned land between Detour Road and Bourke Road in North Wangaratta from PUZ1 to IN1Z.
- b. Review land-take up rates and land supply every five years or more frequently in response to industry trends.
- c. Monitor subdivision activity and lot sizes to identify gaps in the land that is available for immediate development.

Responsibility Rural City of Wangaratta (Planning)

Partners DELWP

Timing Action a) Short term Action b) Longer term Action c) ongoing

Strategy 1.3 Encourage small-scale industries in rural townships that are compatible with surrounding land uses

Actions:

- a. Develop policy guidelines in the MSS to require any application for industry in the Township Zone to demonstrate that:
 - a good standard of road access is available or can be provided;
 - effluent can be contained within the site with an appropriate method of disposal or connection to a reticulated sewer network if available;
 - the potential for pollution to waterways and groundwater systems is minimized;
 - a reliable potable water supply is available in the absence of a reticulated water supply;
 - the impact on the visual amenity of the township is acceptable;
 - the impact on residential amenity is acceptable.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term

Strategy 1.4 Discourage industrial development in the Municipality's rural areas unless it is directly associated with agricultural production on the land

Actions:

- a. Develop policy guidelines in the MSS to:
 - avoid use and development of rural land for non-ancillary industry, warehousing and trade supplies;
 - avoid industrial, warehouse and trade supply use and development that adversely affects rural land uses;
 - avoid locating industrial uses in Declared Special Water Supply Catchment Areas.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term

Objective 2 *To protect Wangaratta's industrial areas from the encroachment of sensitive uses*

Rationale The ability to develop dwellings in the Farming Zone represents a potential threat to existing industries in Wangaratta. Residential development is occurring to the north west and south of Wangaratta. If not carefully planned, these uses have the potential to ultimately restrict future expansion opportunities for industrial development or industrial land use, over the long-term.

Strategy 2.1 **Discourage sensitive land uses near industrial areas that may restrict existing or future industrial development**

Actions:

- a. Protect the potential for long-term industrial expansion to the south east of Shanley Street.
- b. Develop policy guidelines in the MSS to discourage the development of dwellings and sensitive uses in the Farming Zone, generally bounded by Reith Road, Gravel Pit Road and land zoned SUZ7 (Reith Road Equine Precinct) as a 'strategic buffer' to Mackay Casings, the saleyards, Wangaratta Trade Waste facility and potential future industrial uses in this area, as shown in the South Wangaratta Strategic Directions Plan.
- c. Avoid future investigations for any residential development on all land within a 'strategic buffer' of 1,000 metres around the Mackay Casings plant and saleyards until an appropriate separation distance from can be confirmed. A reduced strategic buffer can only be considered if an odour assessment determines that a reduced buffer is acceptable.
- d. Require the 'agent of change' in the Mixed Use Zone in Tone Road and Low Density Residential Zone in Mason Street to incorporate suitable separation distances to the adjacent land, as appropriate.

Responsibility Rural City of Wangaratta (Planning)

Partners Action a)

Timing Action a) short term Action b) short term Action c) ongoing Action d) ongoing

Strategy 2.2 **Protect and promote North Wangaratta for industries that require separation distances from sensitive uses**

Actions:

- a. Develop policy guidelines in the MSS to discourage the development of dwellings and dwelling excisions in the Farming Zone generally bounded by Detour Road, Bourke Road and Bowser Road.
- b. Discourage dwellings and other sensitive uses in or near the strategic buffers to the Alpine MDF plant and Wangaratta Wastewater Treatment Plant, as shown indicatively in the North Wangaratta Strategic Directions Plan, until appropriate separation distances for these plants have been established.
- c. Encourage industrial land uses that require a buffer distance of 300m or less to locate in the South Wangaratta industrial precinct.
- d. Encourage industrial land uses that require a buffer distance of 300m or more to locate in the North Wangaratta industrial precinct.

Responsibility	Rural City of Wangaratta (Planning)
Partners	Action a)
Timing	Action a) short term Action b) short term Action c) ongoing Action d) ongoing

Strategy 2.3 Apply local policies to manage amenity impacts associated with existing dwellings in industrial zones

Actions:

- a. Develop and implement statements of local policy to manage issues associated with dwellings in the IN1Z in Tone Road or Vincent Road. The policy should include statements to:
 - avoid the excision of dwellings from industrial lots;
 - provide protection to existing industrial uses, when considering the re-development of adjoining or nearby dwellings;
 - avoid the expansion of dwellings towards industrial uses;
 - support the conversion of dwellings to non-residential uses; and
 - consider the strategic potential for the land to be used for other purposes, if identified in the MSS, when assessing the above matters.

Responsibility	Rural City of Wangaratta (Planning)
Partners	EPA
Timing	Ongoing

Objective 3 To protect sensitive uses from adverse amenity impacts caused by industry

Rationale Wangaratta has large areas of land zoned Industrial 1 (IN1Z) in Tone Road and Vincent Road that are used for dwellings. Whilst it is important that main purpose of the area remains for industry and complaints about industry are currently low, Council needs to monitor this situation and introduce clearer policies to manage any conflicts that may arise.

Wangaratta also has various long established industrial uses that are located within close proximity to sensitive uses in residential zones. Some larger sites are under pressure for re-use and redevelopment. The planning system is unlikely to be able to address amenity issues associated with these long established in a meaningful way in the short term, so other strategies and actions will be necessary.

Strategy 3.1 Manage adverse amenity impacts caused by existing industries in consultation with business owners and the EPA

Actions:

- a. Liaise with the business owners as a first step in resolving amenity related issues.
- b. Work with the EPA to provide business owners with advice on best-practice systems and technologies to minimise amenity impacts.

- c. Continue to record and action complaints through Councils Customer Records Management system that can be accessed internally by all relevant Council departments to ensure consistent and co-ordinated responses.
- d. Monitor the above mentioned register of complaints in order to establish trends and patterns that can inform future strategic planning initiatives.

Responsibility Rural City of Wangaratta (Planning)

Partners EPA

Timing Ongoing

Strategy 3.2 Protect the internal buffers of large industrial sites

Actions:

- a. Prior to approving the subdivision of large industrial sites which have internal buffers, require an assessment of the adequacy of existing separation distances and potential impacts on nearby sensitive uses or other forms of industry.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Ongoing

Strategy 3.3 Encourage inappropriately sited uses to relocate if on-site management of amenity related issues cannot be achieved

- a. Work with business owners to identify suitable alternative sites with acceptable separation distances (refer also to Objective 2).

Responsibility Rural City of Wangaratta (Planning)

Partners EPA, Rural City of Wangaratta (Economic Development)

Timing Ongoing

Objective 4 ***To promote highway-related uses in appropriate locations***

Rationale Tone Road is the busiest arterial road in the town. Its profile makes it a major drawcard for businesses seeking high exposure to passing trade. At present, there are relatively few sites along Tone Road that are actively used for manufacturing or warehouse related industries and the area is becoming attractive for a wide range of commercial uses. These uses should be encouraged as long as they do not unreasonably affect the primary retail function of the Wangaratta Commercial Activities Area.

Strategy 4.1 **Broaden the range of commercial uses that can be established on Tone Road****Actions:**

- a. Rezone the IN1Z land at 2-24 Tone Road from IN1Z to C2Z, as shown in the South Wangaratta Strategic Directions Plan.
- b. Rezone the land generally fronting Tone Road from IN1Z to C2Z, as shown in the South Wangaratta Strategic Directions Plan, subject to local policies that discourage shop uses that should locate in the Commercial Activities Area.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term

Strategy 4.2 **Prevent out-of-centre retail development that will detrimentally affect the Wangaratta Central Activities Area****Actions:**

- a. Develop local policies to strongly discourage any larger scale shop uses (500m² or greater) in the Commercial 2 Zone until a Commercial Areas or Retail Strategy has been prepared and demonstrates that the floor space will not have unacceptable impacts on the Wangaratta Central Activities Area.
- b. Prepare a Commercial Areas or Retail Strategy to assess the supply of, and likely future demand for, retail and office floor space in Wangaratta.
- c. Discourage the development of the Mixed Use Zone land on the corner of Mason Street and Tone Road for a major commercial development.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Action a) short term Action b) medium term Action c) ongoing

Objective 5 *To promote the re-use and re-development of industrial land in appropriate locations*

Rationale Wangaratta has a number of areas with older industrial buildings that provide cost-effective opportunities for new or expanding businesses to establish, however, these sites are often more difficult to adapt to modern requirements. Wangaratta also has some industrial areas that are small, poorly located, and unlikely to be appropriate for industrial uses over the long term. Existing use rights will allow existing industries to continue to operate indefinitely, however, alternative zones will ultimately encourage the land to be developed for more suitable uses. The future of the Australian Textile Mill site in Sisely Avenue is particularly challenging due to the nature of existing uses, proximity of residential uses and other strategic issues.

Strategy 5.1 **Encourage the re-use and improvement of existing industrial sites and buildings**

Strategy 5.2 **Rezone land to more appropriate zones where it is poorly located for long-term industrial development**

Actions:

- a. Rezone land in Roy Street East and Ashmore Street from IN1Z to IN3Z.
- b. Fix errors in the planning scheme, as described in the Background Report.
- c. Further investigate the potential for contamination in the IN1Z in Roy Street West.
- d. Subject to the above investigations, rezone the land in Roy Street West to an appropriate zone that is compatible with the surrounding area, taking into account the extent of any contamination and any remediation works required. If required apply an Environmental Audit Overlay (EAO).

Responsibility Rural City of Wangaratta (Planning)

Partners EPA, DELWP

Timing Action a) short term Action b) short term Action c) medium term Action d) medium term

Strategy 5.3 Encourage the redevelopment of surplus land at the Australian Textile Mill site to provide a transition to sensitive uses

Actions:

- a. Require the preparation of a development plan for the entire ATM site, prior to consideration of any rezoning or major development proposal on the site.
- b. As a first priority, allow the re-development of surplus land at the ATM site for light industrial uses such as warehouses and consider applying the IN3Z.
- c. Subject to the preparation and findings of a Commercial/Retail Strategy, allow the development of commercial (non-shop) uses on surplus land at the ATM site.
- d. Assist the landowner to carry out an extended and extensive 'Expression of Interest' process to attract commercial (non-shop), industrial, or other uses to the surplus land on the site to assist with the above processes.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Ongoing

Transport and infrastructure

Objective 6 *To enhance and protect the local and arterial road networks used by industry*

Rationale Industrial and commercial uses rely heavily on the road transport system. At present, trucks need to travel through the town centre, which impacts on amenity. There are also issues associated with circulating within South Wangaratta and accessing the Hume Freeway from South Wangaratta.

Council has a vision for improving freight movements developed through the *Wangaratta Freight and Land Use Study*, and is actively planning and constructing the key north-west bypass route, although substantial additional grant funding is needed to complete this, and other projects.

Strategy 6.1 **Improve connections between industrial areas and the arterial road network**

Actions:

- a. Implement the recommendations of the *Wangaratta Freight and Land Use Study*.
- b. Engage with the State Government to provide funding for infrastructure projects identified in the *Freight and Land Use Study*, including the north-west bypass route.
- c. Investigate the potential for a truck parking area in the South Wangaratta area.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Action a) Short term Action b) Ongoing Action c) Medium term

Strategy 6.2 **Protect the role and function of important freight routes in Wangaratta's residential growth areas**

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term or during the preparation of development plans.

Objective 7 *To provide urban services to industrial areas in a timely and cost-effective manner*

Rationale In Wangaratta, the relatively low cost of industrial land means that the cost of services often determines whether a new development is viable or not. Balancing these requirements with the need to improve the presentation and appearance of areas is a challenge for Council and other servicing authorities. Wangaratta has many industrial areas where drainage and other requirements do not meet current standards and major investment is needed to address drainage issues due to the flat terrain. New technologies such as solar power are likely to be increasingly important for industry and the planning system may need to provide some flexibility to consider these technologies as they emerge.

Strategy 7.1 **Require new industrial development to provide all urban services in accordance with authority requirements unless suitable alternative servicing arrangements are made**

Actions:

- a. Allow developments to negotiate alternative arrangements for services if these incorporate best-practice standards or new technologies.
- b. Encourage subdivisions that seek to rely on off-grid power solutions such as solar power.
- c. Undertake further consultation with the relevant electricity provider to encourage off-grid power solutions within the current planning scheme framework.

Responsibility Rural City of Wangaratta (Planning), Servicing authorities

Partners Rural City of Wangaratta (Infrastructure Services & Economic Development)

Timing Action a) Ongoing Action b) Ongoing Action c) Medium term

Strategy 7.2 **Require infrastructure that is commensurate with the likely usage and benefits**

- a. Establish clearer policies between Council's engineering and planning departments in relation to expectations for the delivery of footpaths, road and drainage treatments.

Responsibility Rural City of Wangaratta (Planning), Servicing authorities

Partners Rural City of Wangaratta (Infrastructure Services & Economic Development)

Timing Action a) Medium term

Strategy 7.3 **Progressively upgrade and install major items of drainage infrastructure to alleviate flooding issues in South Wangaratta.**

Actions:

- a. Consider the outcomes of the flooding study of urban rivers and creeks, commissioned by NECMA in collaboration with Council, for minor flooding levels and use it to facilitate the effective design of major pipelines and retardation basins.
- b. Undertake the following major drainage projects (not in priority order):
 - investigate and construct one or more significant retardation basin to address the current stormwater management problems experienced when the levels of Three Mile Creek are elevated;

- construct an upstream pipe network in Hay Avenue and Vincent Road and duplicate outfall line to One Mile Creek to alleviate flooding at the western end of Newman Street and Tone Road;
- enhance the North-West Outfall Channel (following completion of the flooding study).

Responsibility	Rural City of Wangaratta (Infrastructure Services)	
Partners	Rural City of Wangaratta (Planning & Economic Development), NECMA	
Timing	Action a) Short term	Action b) Ongoing

Objective 8 *To ensure that physical infrastructure is planned and funded in a co-ordinated and equitable manner.*

Rationale	Long term infrastructure planning has occurred only in a limited way in Wangaratta's industrial areas to date. Opportunities exist to improve this situation both at a relatively small scale and for larger areas. This approach could have a range of environmental, economic and other benefits. It has the potential to offer fairer development outcomes and can unlock the development potential of land.
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Strategy 8.1 **Prepare development and infrastructure plans for broadacre industrial land and pursue appropriate funding mechanisms**

Actions:

- a. Prepare a development plan and/or infrastructure assessment of land to assess infrastructure requirements and costs in the following areas, as shown in the South Wangaratta Strategic Directions Plan:
 - south side of Prestige Lane;
 - north side of Shanley Street;
 - south side of Racecourse Road.
- b. Apply appropriate funding mechanisms to implement the development plans listed above, including Section 173 Agreements or Development Contributions Plans, as appropriate.

Responsibility	Rural City of Wangaratta (Planning & Infrastructure services)
Partners	Servicing authorities
Timing	Medium term

Objective 9 ***To enhance pedestrian and bicycle infrastructure in industrial and commercial areas***

Rationale There is limited pedestrian and cycle infrastructure in the study area. Footpath treatments are unlikely to be warranted for more remote, larger format, industrial areas such as in North Wangaratta, however, the need is much greater in higher density industrial areas located near activity centres such as Tone Road and Greta Road.

Strategy 9.1 **Construct new footpaths and shared paths in high usage industrial and commercial areas, and to connect with residential precincts**

Actions:

- a. Support the construction of footpaths along Tone Road (south east) as a priority, in conjunction with VicRoads.
- b. Support the construction of footpaths along Newman Street and Vincent Road as part of future upgrading works.
- c. Support and pursue funding for a shared bicycle and pedestrian path along the west side of Three Mile Creek.

Responsibility Rural City of Wangaratta (Infrastructure services)

Partners Rural City of Wangaratta (Planning), DELWP, NECMA, VicRoads

Timing Action a) Short term Action b) Medium term Action c) Medium term

Environment and presentation

Objectives 10 *To improve the function and appearance of roads in Wangaratta's industrial areas*

Rationale: Roads and streetscapes make an important contribution to the overall appearance of urban areas, including industrial areas. There are a wide variety of road reserve treatments throughout the study area, which vary in their function and quality. In some areas, scattered native vegetation and good quality infrastructure makes a positive contribution to the area and creates a definable character. In other areas, however, the lack of formal treatments detracts from the appearance of industrial areas.

Strategy 10.1 **Explore options to fund and carry out progressive improvements to the road reserves of older industrial areas**

Actions:

- a. Formulate a priority list of roads where improvements to road seal, drainage infrastructure and shoulders should occur, beginning with collector level roads such as Sandford Road.
- b. Develop concept plans for road upgrades for the above streets to allow appropriate contributions from developers as part of the assessments undertaken in Strategy 8.1.
- c. Maintain significant indigenous street trees in Shanley Street and Sandford Road.

Responsibility Rural City of Wangaratta (Infrastructure Services)

Partners Servicing authorities, Regional Development Victoria, Rural City of Wangaratta (Planning)

Timing Short-term

Strategy 10.2 **Implement the findings of the South Wangaratta Urban Renewal Strategy and Masterplan**

Actions:

- a. Support regional initiatives to gain funding to implement the South Wangaratta Urban Renewal Strategy.
- b. Support the development of a bulky goods precinct in Newman Street, as recommended by the Strategy.
- c. Support and pursue the upgrading of Vincent Road and Newman Street including wider seal, line marked roadway with sealed shoulders to accommodate car parking and road verges to incorporate footpaths and street trees.
- d. Investigate the preferred funding mix for the above actions, including considerations of special rates schemes and Section 173 Agreements to levy contributions from land when it is subdivided.

Responsibility Rural City of Wangaratta

Partners Servicing authorities, State Government

Timing Short to medium term

Objective 11 *To ensure that new industrial and commercial development contributes positively to the appearance of Wangaratta*

Rationale: Traditionally, industrial development has given little consideration to how buildings relate to one another and how they contribute to the streetscape. In planning for new industrial development, responsible authorities must balance the practical requirements of businesses with the need to encourage development that contributes positively to the presentation of its urban areas. More specific guidance is needed in the Wangaratta Planning Scheme to guide built form and site presentation outcomes for industrial and commercial areas to assist in this process. The highest standards of presentation should be encouraged in areas that front arterial and collector roads because these areas make the greatest contribution to the overall appearance of the township.

Strategy 11.1 **Introduce planning provisions to improve the appearance of land fronting arterial roads in commercial and industrial areas**

Actions

- a. Apply the Design and Development Overlay to the IN1Z land fronting Tone Road and Greta Road, as shown in the South Wangaratta Strategic Directions Plan. The Design and Development Overlay should include the performance measures listed in the 'Design Guidelines for Industrial Zones' section of this document.
- b. Apply the Design and Development Overlay to the existing and proposed C2Z land fronting Tone Road and Greta Road, as shown in the South Wangaratta Strategic Directions Plan. The Design and Development Overlay should include the performance measures listed in the 'Design Guidelines for the Commercial 2 Zone' section of this document.
- c. Apply the design guidelines for major roads as per the local policy in the 'Design Guidelines' section of this Strategy.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term

Strategy 11.2 **Introduce and apply planning policies to improve the appearance of industrial land use, development and subdivision**

Actions

- a. Incorporate a new local policy for all use and development in industrial zones and the Commercial 2 Zone into the Wangaratta planning Scheme, as per the local policy in the 'Design Guidelines' section of this Strategy.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Short term

Objective 12 *To protect important environmental values and manage environmental risks in future industrial development*

Rationale Mature native vegetation on the waterways and in two nature conservation reserves in the study area provide a valuable corridor for wildlife. There is a need to make the width, ownership and management of these reserves more consistent. This will assist with the future planning and recreation role of these areas. These waterways are also areas of cultural heritage sensitivity under the Aboriginal Heritage Act 2006. It is expected that the areas covered by the Bushfire Management Overlay will be increased in the near future and will affect industrial areas in South Wangaratta for the first time.

Strategy 12.1 **Improve the treatment of waterway reserves in industrial areas for water quality, drainage biodiversity and recreation purposes**

Actions

- a. Work with NECMA and DELWP to achieve minimum 30 metre wide buffers along both sides of Three Mile Creek and Reedy Creek.
- b. Pursue common management of the creek reserves along Three Mile Creek and Reedy Creek, in consultation with NECMA and DELWP.
- c. Acquire land along Three Mile Creek and Reedy Creek through the subdivision process to achieve a minimum 30 metre reserve along both sides of these creeks.
- d. Apply and support the design recommendations in the proposed local policy for industrial developments relating to subdivision layout and waterways.

Responsibility Rural City of Wangaratta (Planning)

Partners DELWP, NECMA

Timing Long term

Strategy 12.2 **Assist industries in managing environmental risks associated with bushfire hazards**

Actions

- a. Explore the potential to develop a schedule to the Bushfire Management Overlay (BMO) that will streamline requirements for new industrial development, in consultation with the CFA.

Responsibility Rural City of Wangaratta (Planning)

Partners CFA

Timing Medium term

Objective 13 *To promote sustainability principles in all new industrial land use, development and subdivision.*

Rationale Industrial developments have the potential to make a major contribution to saving energy and water due to their scale and the nature of their operations. The planning system has a potentially important role to play in this area, although the Building Regulations will continue to provide the mandatory requirements for building standards.

Strategy 13.1 **Provide for new development that maximises energy efficiency and water re-use**

Actions

- a. Apply the new local policy for all use and development in industrial zones and the Commercial 2 Zone, as per the Local Policy in the 'Design Guidelines' section of this Strategy.
- b. Encourage the use of water tanks for the capture of water to be used in landscaping and for on-site amenities, and the re-use of water in industries.
- c. Consider relaxing some requirements of the Planning Scheme for new industries that demonstrate substantial contributions to energy efficiency and water re-use.
- d. Engage with North East Water to promote greater re-use of treated water from the Wangaratta Wastewater Treatment Plant for appropriate industrial processes or landscaping.

Responsibility Rural City of Wangaratta (Planning)

Partners N/A

Timing Ongoing

Economic development

Objective 14 *To support investment by existing industrial firms and attract new businesses to Wangaratta's industrial areas*

Rationale: Manufacturing and other activities on industrial land make a substantial contribution to regional income and employment. Even though Wangaratta's industrial sector faces a range of internal and external challenges, there are sectors with strong potential for growth. Council has an important role to play in supporting business through its economic development role and in promoting the district as a location for investment.

Strategy 14.1 Promote Wangaratta's industrial precincts to potential investors

Actions:

- a. Develop promotional material to make investors aware of the competitive advantages of Wangaratta's industrial precincts.
- b. Promote Wangaratta's industrial sector to Government investors to secure infrastructure improvements and to ensure that prospective investors seeking locations in Victoria through Government channels are made aware of Wangaratta's competitive strengths.
- c. In conjunction with the firms themselves, promote new investors and new investments to the local and regional community through Council media.

Responsibility Rural City of Wangaratta (Economic Development)

Partners Business owners, State Government

Timing Ongoing

Strategy 14.2 Strengthen the working relationships between Council and stakeholders in order to capture emerging development opportunities

Actions:

- a. Conduct regular forums with local real estate agents and others to identify opportunities to accommodate new or growing businesses and to test the state of the market.
- b. Institute a program of visits to industrial businesses by Council economic development staff to provide an exchange of information and to promote local firms to one another.
- c. Develop a comprehensive list of local businesses in order to provide targeted marketing of government programs and other assistance.
- d. Develop business networking program – business breakfasts and similar meetings - including topics of interest to industrial businesses in the region.

Responsibility Rural City of Wangaratta (Economic Development)

Partners Business owners, real estate agents

Timing Ongoing

Objective 15: *To encourage the efficient use of land and resources and maximise the benefits of clustering*

Rationale: The clustering of economic activities provides efficiencies in the use of resources for the firms involved and for the wider community by reducing the need for costly infrastructure. Clustering can also generate further economic development benefits by enabling firms to collaborate and create new business opportunities. Strong clusters become important investment destinations for business.

Strategy 15.1 **Encourage businesses to cluster in areas that will create efficiencies for investors and the wider community**

Actions:

- a. Encourage clustering of businesses in key sectors including:
 - animal products and services in proximity to the livestock exchange;
 - large-scale timber processing in North Wangaratta where wood waste can be absorbed by the Alpine MDF plant;
 - significant food producers and other industries with high water requirements in North Wangaratta close to the waste water treatment plant;
 - major freight transport providers in North Wangaratta, which has good freeway access and where truck traffic can largely be separated from residential traffic;
 - home-maker retail activity on Newman Street and Tone Road in South Wangaratta, to complement the existing Bunnings Site.

Responsibility Rural City of Wangaratta (Planning, Economic Development)

Partners State Government

Timing Ongoing

Objective 16: *To ensure that there is sufficient land to accommodate the range of industrial activities with potential to invest in Wangaratta*

Rationale: Demand for industrial land in Wangaratta is uneven. Typically, periods of slow steady industrial development are punctuated by significant demands from occasional large investors. The provision of a steady stream of serviced industrial lots by the private sector is problematic because of the uncertain holding times following investment. As with many regional councils, Wangaratta Rural City Council has previously undertaken the development of industrial lots to meet that gap in the market. Council has plans to continue to provide small serviced industrial lots at its land-holding in Murrell Street, South Wangaratta. Council also owns land in North Wangaratta which would be suitable for larger enterprises but must be rezoned.

Strategy 16.1 **Continue to deliver small serviced industrial lots in South Wangaratta**

Actions:

- a. Fund the next stage of the Murrell Street industrial estate to provide six new industrial lots ranging from 2,640 square metres to 5,856 square metres.
- b. Once these Murrell Street lots begin to be taken up, subdivide and service the final part of the Murrell Street industrial estate to provide similar sized lots (currently the remaining lot is 1.629 hectares).
- c. Monitor the take-up of smaller industrial lots throughout the town and adjust overall projections of demand as necessary (refer also to Strategy 1.2).
- d. At least five years prior to the projected complete take-up of Council industrial lots in Murrell Street, identify a new parcel of land for Council to purchase and to begin sub-dividing for new industrial occupiers. This land should be in South Wangaratta which is the preferred location for smaller enterprises because of its easy access to services and the local workforce.

Responsibility Rural City of Wangaratta

Partners State Government

Timing Action a) short term Action b) Medium term Action c) Ongoing Action d) Long-term

Strategy 16.2 **Prepare land in North Wangaratta for larger industrial investors**

Actions:

- a. Following rezoning, prepare and seek approval for a plan of subdivision for the Council-owned land between Detour Road and Bourke Road in North Wangaratta.
- b. Stand ready to service this land to enable an occupier to take up an allotment. Consolidate or further subdivide the lots to meet industry requirements, as appropriate.
- c. Following servicing of the land, intensify the promotional effort to market the land to potential investors.
- d. Work with telecommunications providers to ensure that the North Wangaratta industrial precinct has access to high speed broadband and mobile services.

Responsibility	Rural City of Wangaratta
Partners	State Government
Timing	Action a) Short term Action b) Ongoing Action c) Ongoing Action d) Medium term

Strategy 16.3 Investigate the potential for surplus land at Wangaratta Airport to be developed for industries that are compatible with, or can benefit from, an airside location.

Actions:

- a. Support the preparation of a new Aerodrome Masterplan and business case.
- b. If the new Aerodrome Masterplan and business case identify sufficient potential for growth, develop a detailed masterplan and other assessments required to service, develop and market the land, taking into all environmental constraints in particular flooding. This would preferably occur in close consultation with prospective industries.

Responsibility	Rural City of Wangaratta (Economic Development)
Partners	Rural City of Wangaratta (Infrastructure Services), State Government
Timing	Action a) Short term Action b) Ongoing Action c) Ongoing Action d) Medium term

Strategy 16.4 Protect opportunities for the establishment of a freight and logistics centre on or near the Sydney-Melbourne railway line to the south-west of Wangaratta.

Actions:

- a. Subject to ongoing interest from business, develop a feasibility study to determine the level of investment required to make the land available, including issues associated with flooding, grades, services and land acquisition. Use the South Wangaratta Industrial Area Outline Development Plan in the Municipal Land Strategy (2004) as a starting point for investigations.
- b. If the feasibility study identifies sufficient potential for growth, develop a detailed masterplan and other assessments required to acquire, service and develop the land.

Responsibility	Rural City of Wangaratta (Economic Development)
Partners	Businesses, State Government, VicTrack, ARTC
Timing	Long term

STRATEGY PLANS

WANGARATTA

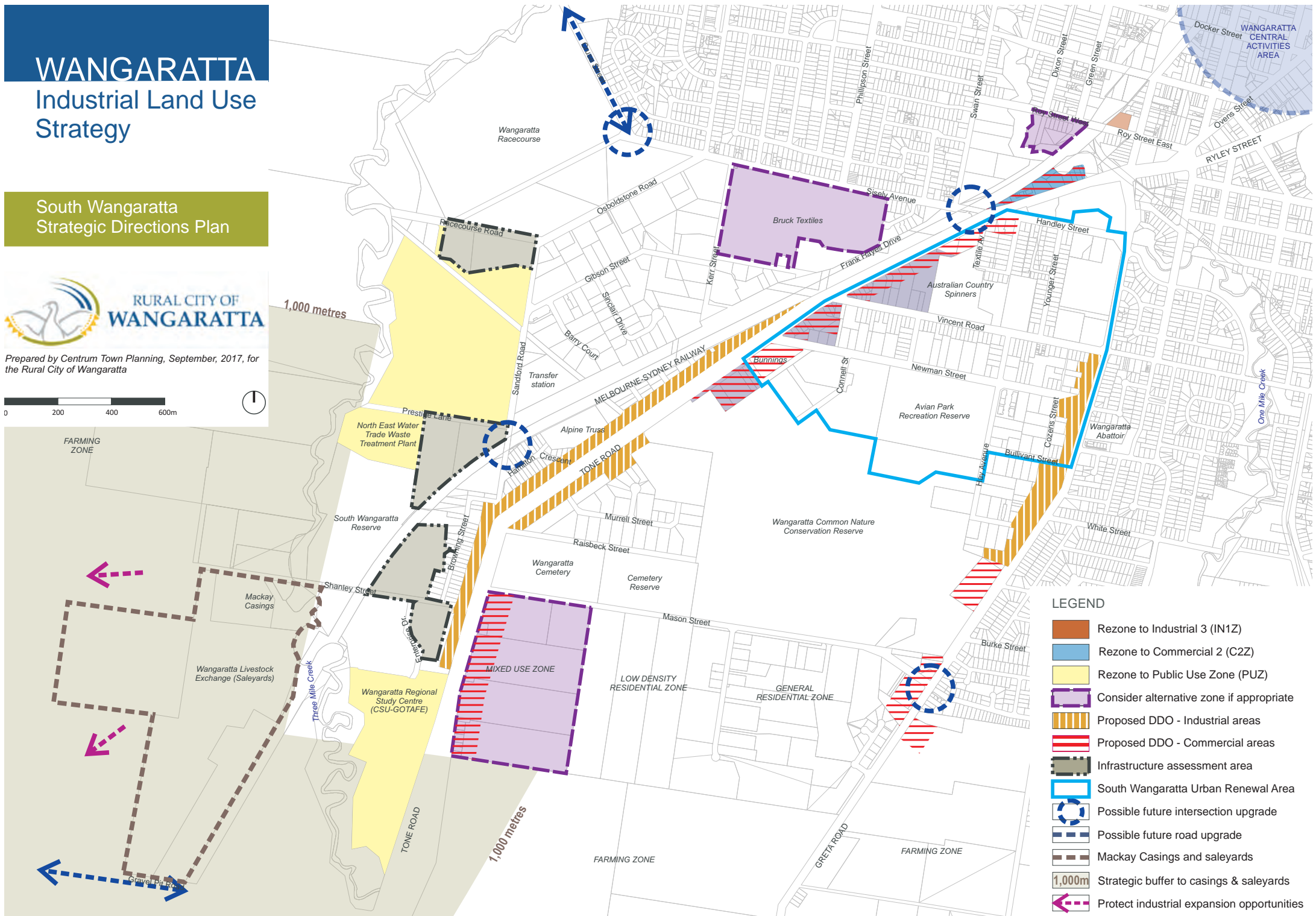
Industrial Land Use Strategy

South Wangaratta Strategic Directions Plan



Prepared by Centrum Town Planning, September, 2017, for the Rural City of Wangaratta

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WANGARATTA

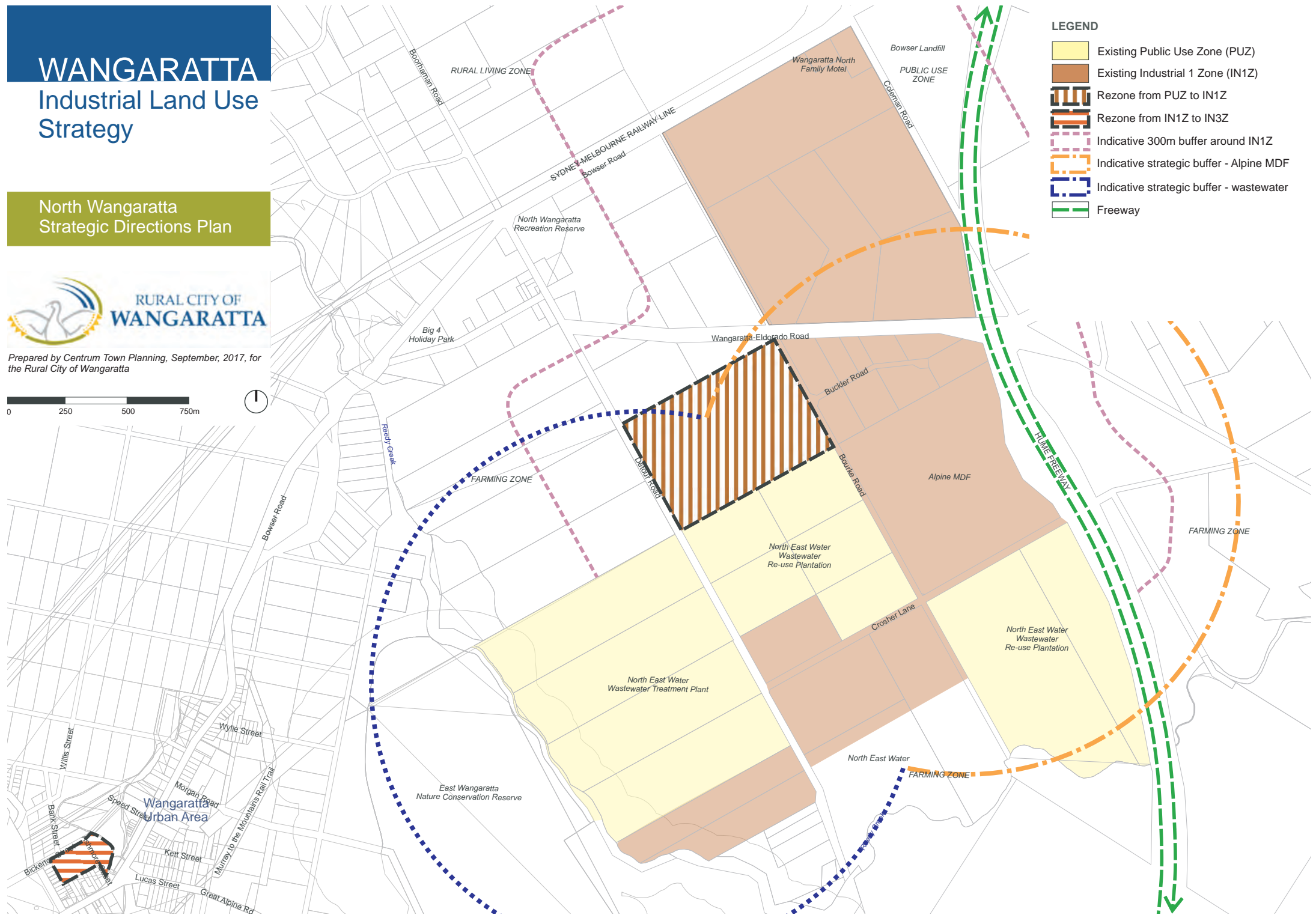
Industrial Land Use Strategy

North Wangaratta Strategic Directions Plan



Prepared by Centrum Town Planning, September, 2017, for the Rural City of Wangaratta

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IMPLEMENTATION

Responsibility

The main responsibility for implementing the report lies with the Planning Department of Council, in close consultation with Council's Economic Development Department.

The implementation of the Wangaratta Industrial Land Use Strategy 2017 will take a variety of forms, as detailed in the 'implementation' actions in the Strategic Directions section of this report.

Planning Scheme amendment

The key short term action to implement the strategy is to prepare a planning scheme amendment to implement the key recommendations of the Strategy in the Wangaratta Planning Scheme. This process should:

- update the Municipal Strategic Statement, as per the recommendations in the 'MSS Framework' section on the following page;
- rezone land, as per the recommendations of the Strategy;
- apply new schedules to the Design and Developments Overlay, as per the recommendations of the Strategy;
- introduce a new local planning policy for industrial and Commercial 2 Zoned land, as per the recommendations of the Strategy.

Regional planning

Opportunities exist to incorporate the key findings of the Strategy in any future reviews or updates of the Hume Regional Growth Plan and the associated section of the State Planning Policy Framework (Clause 11.12). This opportunity should be further explored with the Department of Environment, Land, Water and Planning (DELWP), at an appropriate time.

Funding

Various options for funding new infrastructure have been identified in the Strategy. Ultimately, Council will decide on the most appropriate forms of funding through its capital works program and other programs. The State Government through Regional Development Victoria and DELWP will also be key funding partners, for physical infrastructure and planning work, respectively.

Review

An important part of the implementation process for the Strategy is to ensure that the Strategy remains relevant as circumstances change and as new issues and opportunities arise.

It is anticipated that the key assumptions of the Strategy and its effectiveness will be evaluated as part of the four year review of the Planning Scheme, or as part of other appropriate review processes.

Implementation table

This table displays all of the implementation actions identified in the Strategy, in order of timing ('General implementation'). The short term actions are listed first. PSA refers to 'planning scheme amendment'.

The table also identifies the changes that need to be made to implement the Strategy in the Planning Scheme ('Planning scheme implementation').

Objective	Strategy	Action	General implementation			Planning scheme implementation			
			Responsibility	Partners	Timing	MSS	Local policy	Zones	Overlays
1	1.2	a. Rezone land to better reflect land ownership	RCOW (Planning)	DELWP	Short-term – PSA			Yes	
1	1.3	a. Develop policy guidelines in MSS for TZ	RCOW (Planning)		Short-term – PSA	Yes			
1	1.4	a. Develop policy guidelines in MSS for rural areas	RCOW (Planning)		Short-term – PSA	Yes			
2	2.1	a. Protect the potential for expansion – Shanley St	RCOW (Planning)		Short-term – PSA	Yes			
2	2.1	b. Policy guidelines in FZ	RCOW (Planning)		Short-term – PSA	Yes			
2	2.2	a. Develop guidelines to discourage sensitive uses in FZ	RCOW (Planning)		Short-term – PSA	Yes			
2	2.2	b. Discourage sensitive uses in buffers in North Wangaratta	RCOW (Planning)		Short-term – PSA	Yes			
2	2.2	c. Encourage uses with <300m buffers in South Wang.	RCOW (Planning)		Short-term – PSA	Yes			
2	2.2	d. Encourage uses with >300m buffers in North Wang.	RCOW (Planning)		Short-term – PSA	Yes			
2	2.3	a. Apply local policies to manage amenity impacts	RCOW (Planning)	EPA	Short-term – PSA	Yes	Yes		
4	4.1	a. Rezone IN1Z land in Tone Road	RCOW (Planning)		Short-term – PSA	Yes		Yes	
4	4.1	b. Rezone land fronting Tone Road to C2Z	RCOW (Planning)		Short-term – PSA	Yes		Yes	
4	4.2	a. Develop local policies to discourage shop uses in C2Z	RCOW (Planning)		Short-term – PSA	Yes	Yes		
4	4.2	c. Discourage commercial development in Mason St MUZ	RCOW (Planning)		Short-term – PSA	Yes			
5	5.2	a. Rezone land in Roy Street East and Ashmore St	RCOW (Planning)		Short-term – PSA			Yes	
5	5.2	b. Fix errors in planning scheme	RCOW (Planning)	DELWP	Short-term – PSA			Yes	
11	11.1	a. Apply DDO to IN1Z land in Tone Road and Greta Road	RCOW (Planning)		Short-term – PSA				Yes
11	11.1	b. Apply DDO to C2Z land in Tone Road and Greta Road	RCOW (Planning)		Short-term – PSA				Yes
11	11.1	c. Apply design guidelines for major roads in local policy	RCOW (Planning)		Short-term – PSA		Yes		
11	11.2	a. Introduce new planning policy for industrial areas	RCOW (Planning)		Short-term – PSA		Yes		
7	7.3	a. Consider outcomes of flooding study	RCOW (Infrastructure)	RCOW (Planning)	Short term				
9	9.1	a. Support footpaths along Tone Road	RCOW (Infrastructure)	VicRoads	Short term				
16	16.1	a. Fund next stage of Murrell Street industrial estate	RCOW		Short term				
16	16.2	a. Prepare for subdivision of land in Detour and Bourke Roads	RCOW		Short term				
16	16.3	a. Implement new Aerodrome Masterplan and business case	RCOW (Planning)		Short term	Yes			
4	4.2	b. Prepare a commercial areas/retail strategy	RCOW (Planning)		Medium term				
5	5.2	c. Investigate contamination in IN1Z in Roy Street West	RCOW (Planning)	EPA	Medium term				
5	5.2	d. If appropriate, rezone land in Roy Street West	RCOW (Planning)		Medium term			Yes	
7	7.1	c. Consult with power authorities about off-grid solutions	RCOW (Eco.Dev.)	Servicing authorities, RCOW (Planning & Infrastructure)	Medium term				
7	7.2	a. Establish clearer engineering policies	RCOW (Planning)	RCOW (Infrastructure)	Medium term				

			General implementation			Planning scheme implementation			
Objective	Strategy	Action	Responsibility	Partners	Timing	MSS	Local policy	Zones	Overlays
8	8.1	a. Prepare development plan/infrastructure assessments	RCOW (Infrastructure)	RCOW (Planning)	Medium term				
9	9.1	b. Support footpaths along Newman Street and Vincent Road	RCOW (Infrastructure)		Medium term				
9	9.1	c. Support and pursue funding for shared paths on Three Mile Ck	RCOW (Infrastructure)	DELWP, NECMA,	Medium term				
10	10.1	a. Formulate priority list of roads for improvement	RCOW (Infrastructure)	Servicing authorities, RCOW (Planning), RDV	Medium term				
10	10.1	b. Develop concept plans for road upgrades	RCOW (Infrastructure)	Servicing authorities, RCOW (Planning)	Medium term				
10	10.1	c. Maintain significant trees in Shanley St & Sandford Road	RCOW (Infrastructure)		Medium term				
12	12.2	a. Explore potential for BMO schedule	RCOW (Planning)	CFA	Medium term				Yes
14	14.1	a. Develop promotional materials	RCOW (Eco.Dev.)	Business owners, State Government	Medium term				
16	16.1	b. Plan for final stage of Murrell Street industrial estate	RCOW		Medium term				
16	16.2	d. Work with broadband providers to service North Wangaratta	RCOW (Eco.Dev.)		Medium term				
1	1.2	b. Review land take up rates and land supply	RCOW (Planning)	DELWP	Long term				
12	12.1	a. Work with NECMA and DELWP to achieve creek setbacks	RCOW	DELWP, NECMA	Long term	Yes			
12	12.1	b. Pursue common management of creek reserves	RCOW	DELWP, NECMA	Long term				
12	12.1	c. Acquire land along Three Mile Creek and Reedy Creek	RCOW	DELWP, NECMA	Long term	Yes			
16	16.1	d. Identify new parcel of industrial land for Council to purchase	RCOW		Long term				
16	16.4	a. Develop feasibility study into freight and logistics centre	RCOW		Long term				
16	16.5	b. Develop detailed assessments for freight and logistics centre	RCOW		Long term				
1	1.2	c. Monitor subdivision activity	RCOW (Planning)		Ongoing				
2	2.1	c. Maintain strategic buffer around Mackay Casings & saleyards	RCOW (Planning)		Ongoing	Yes			
2	2.1	d. Separation distances – MUZ in Mason St / Tone Road	RCOW (Planning)		Ongoing	Yes			
3	3.1	a. Liaise with business owners about amenity issues	RCOW (Planning)	EPA	Ongoing				
3	3.1	b. Work with the EPA and business owners	RCOW (Planning)	EPA	Ongoing				
3	3.1	c. Record and action complaints	RCOW (Planning)	EPA	Ongoing				
3	3.1	d. Monitor complaints	RCOW (Planning)	EPA	Ongoing				
3	3.2	a. Require assessment of buffers for subdivision	RCOW (Planning)		Ongoing	Yes			
3	3.3	a. Encourage inappropriate uses to relocate	RCOW (Planning)		Ongoing	Yes			
5	5.3	a. Allow re-development of ATM site for light industry	RCOW (Planning)		Ongoing	Yes			
5	5.3	b. Allow commercial uses at ATM subject to retail strategy	RCOW (Planning)		Ongoing	Yes			
5	5.3	c. Assist ATM landowner with EOI process	RCOW (Planning)		Ongoing	Yes			
5	5.3	d. Require development plan for ATM site	RCOW (Planning)		Ongoing	Yes			
6	6.1	a. Implement Wangaratta Freight and Land Use Study	RCOW (Infrastructure)	RCOW (Planning)	Ongoing	Yes			
6	6.1	b. Engage with State Government to fund priority projects	RCOW (Infrastructure)	RCOW (Planning)	Ongoing	Yes			
6	6.1	c. Investigate truck parking area in South Wangaratta	RCOW (Infrastructure)	RCOW (Planning)	Ongoing				
7	7.1	a. Allow alternative servicing arrangements if best practice	RCOW (Infrastructure)	RCOW (Planning), Servicing authorities	Ongoing				
7	7.1	b. Encourage subdivisions that rely on off-grid solutions	RCOW (Eco.Dev.)	Servicing authorities, RCOW (Planning & Infrastructure)	Ongoing				
7	7.3	b. Undertake major drainage projects	RCOW (Infrastructure)		Ongoing				

			General implementation			Planning scheme implementation			
Objective	Strategy	Action	Responsibility	Partners	Timing	MSS	Local policy	Zones	Overlays
10	10.2	a. Support funding initiatives for South Wang Urban Renewal.	RCOW	Servicing authorities, State Government	Ongoing				
10	10.2	b. Support development of bulky goods precinct in Newman St	RCOW	Servicing authorities, State Government	Ongoing				
10	10.2	c. Support upgrading of Vincent Road and Newman Street	RCOW	Servicing authorities, State Government	Ongoing				
12	12.1	d. Apply and support industrial policy	RCOW (Planning)		Ongoing	Yes			
13	13.1	a. Apply sustainability sections of local policy	RCOW (Planning)		Ongoing	Yes			
13	13.1	b. Encourage the use of water tanks	RCOW (Planning)		Ongoing				
13	13.1	c. Consider relaxing requirements to encourage sustainability	RCOW (Planning)		Ongoing				
13	13.1	d. Engage with North East Water to promote water re-use	RCOW (Eco.Dev.)	RCOW (Planning), North East Water	Ongoing				
14	14.1	b. Promote Wangaratta to government investors	RCOW (Eco.Dev.)	State Government	Ongoing				
14	14.1	c. Promote new investors and investments through Council media	RCOW (Eco.Dev.)		Ongoing				
14	14.2	a. Conduct regular forums with real estate agents	RCOW (Eco.Dev.)	Real estate agents	Ongoing				
14	14.2	b. Institute a program of visits to industrial businesses	RCOW (Eco.Dev.)		Ongoing				
14	14.2	c. Develop a list of local businesses	RCOW (Eco.Dev.)		Ongoing				
14	14.2	d. Develop business networking program	RCOW (Eco.Dev.)		Ongoing				
15	15.1	a. Encourage business clustering	RCOW (Eco.Dev.)	RCOW (Planning)	Ongoing				
16	16.1	c. Monitor take up of smaller industrial lots	RCOW (Eco.Dev.)		Ongoing				
16	16.2	b. Stand ready to service the land in Detour and Bourke Roads	RCOW		Ongoing				
16	16.2	c. Following servicing, intensify promotional effort	RCOW		Ongoing				
16	16.3	b. Develop detailed Aerodrome Masterplan if appropriate	RCOW		Ongoing				

Framework for MSS implementation

The suggested approach for incorporating the recommendations of this Strategy in the Wangaratta Municipal Strategic Statement is described below. The structure is based on the new MSS proposed under Amendment C75.

Clause 21.03 (Environmental and landscape values)

- Adapt and translate the general objectives, strategies and actions for industrial land into this clause, as appropriate.

Clause 21.08 (Economic Development)

- Include the key elements of the 'vision' for industrial land in this clause.
- Incorporate the key findings of the Background Report in the 'context and issues' section of this clause.
- Adapt and translate the general objectives, strategies and actions for industrial land into this clause, as appropriate.
- Include policy guidelines based on the actions of the Strategy, as appropriate.
- Identify the further strategic work identified in this Strategy in this clause, as appropriate.

Clause 21.10 (Infrastructure)

- Adapt and translate the general objectives, strategies and actions for industrial land into this clause, as appropriate.

Clause 21.11 (Local Areas – South Wangaratta Industrial Area)

- Create a new sub-clause titled 'South Wangaratta Industrial Area' and include the specific strategies and actions relating to South Wangaratta in this clause.
- Include the 'South Wangaratta Strategic Directions Plan' in this clause.
- Identify the further strategic work identified in this Strategy in the relevant sections of this clause.

Clause 21.11 (Local Areas – South Wangaratta Urban Renewal Area)

- Adapt the key findings of the Background Report in the 'context and issues' section of this clause.
- Update the 'South Wangaratta Urban Renewal Area' with relevant strategies and actions relating to infrastructure and appearance in this clause.
- Identify the further strategic work identified in this Strategy in relevant sections of this clause.

Clause 21.11 (Local Areas – North Wangaratta Industrial Area)

- Adapt the key findings of the Background Report in the 'context and issues' section.
- Update the 'North Wangaratta Industrial Area' section, with relevant strategies and actions relating to North Wangaratta.
- Include the 'North Wangaratta Strategic Directions Plan' in this clause.
- Identify the further strategic work identified in this Strategy in relevant sections of this clause.

Clause 21.12 (Reference documents)

- Include the Strategy as a reference document in this clause.

DESIGN GUIDELINES

Design and Development Overlay - Industrial zones with main road frontage

Design objectives

- To ensure that development is in keeping with Council's vision for development that contributes positively to the appearance of Wangaratta set out in Clause 21.XX of the Municipal Strategic Statement.
- To ensure that front and side setbacks are consistent and can be easily maintained and do not detract from the presentation of the area.
- To encourage the use of good quality building materials and creative, practical design solutions.
- To support development that makes efficient use of energy and water resources.
- To ensure that fencing, ancillary fixtures and the design and location of storage areas do not detract from the appearance of the area.
- To ensure that car parking and vehicle accessways do not dominate the front setbacks of new buildings.
- To minimise visual clutter and discourage signage that is obtrusive.

Buildings and Works

A permit is required to construct a building or construct or carry out works except for buildings and works relating to the following:

- An extension or alteration to an existing dwelling.
- A new outbuilding or extension to an existing outbuilding associated with a dwelling.

Front setbacks

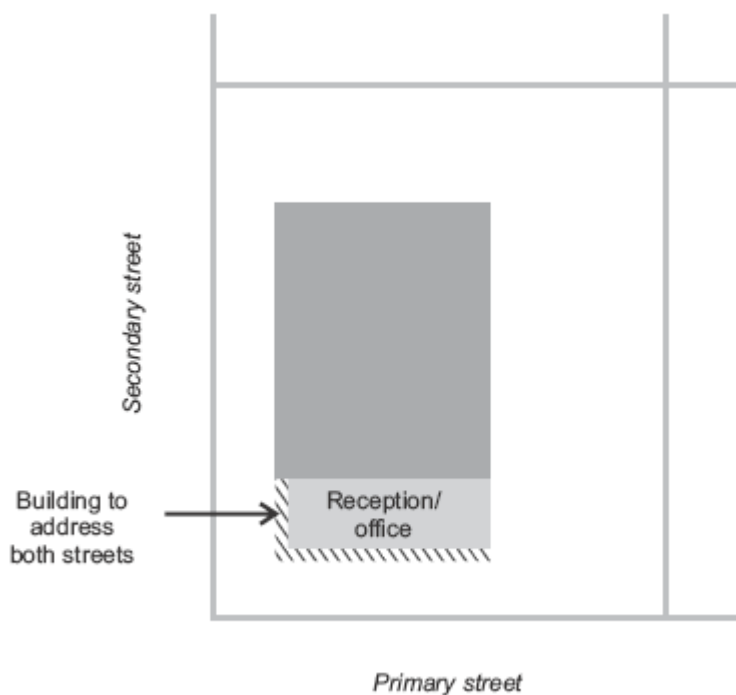
- Support setbacks between 5 and 25 metres, with the setback to be in proportion to the size and configuration of the site and designed to relate to the front setbacks of adjoining buildings.
- Support setbacks designed to include some landscaped areas and visitor parking within the frontage.

Side and rear setbacks

- Require setbacks of not less than 2 metres if buildings are not constructed to a boundary.

Relationship with street

- Require any reception, sales or office component of a building to be designed to address the street or both streets on a corner lot by incorporating elements of the front elevation such as doors, windows or verandahs (refer to diagram below).



Energy efficiency

- Support buildings that incorporate louvres, eaves or other design elements to shade large windows facing east, west and north.
- Facilitate building designs that allow for natural ventilation.

Colours, materials and finishes

- Require tilt slab concrete to be painted, rendered, patterned, articulated or otherwise treated to provide visual interest on walls that front streets.
- Avoid buildings painted entirely or substantially in corporate colour schemes or bright colours.
- Require main buildings that are constructed predominantly of colourbond to be designed to incorporate treatments which provide visual interest on exterior walls such as different paint colours, masonry walls or dado walls.

Car parking

- Support the location of customer and visitor parking within the front setback or at the side of buildings.
- Support the location of staff parking at the side or rear of buildings.

Require car parking at the front and side of buildings to be fully sealed with asphalt or concrete and constructed with drainage to the legal point of discharge

Internal footpaths

- Require pathways along building edges that adjoin customer parking areas.
- Require pathways to have a minimum width of 1.2 metres and be designed to accommodate disabled persons.

Landscaping & lighting

- Require all applications for new development to include a landscape plan.
- Support alterations and additions to buildings that are designed to retain the existing landscape features of the site.

Plant and equipment

- Support the screening or incorporation of plant and equipment into the roof design of any building, to minimise visibility from the surrounding area.

Utility areas

- Require waste disposal areas and facilities to be appropriately located at either the side or rear of the building or within the building and screened from view.

Fences

- Locate fences behind the building line of the main building.
- Support fencing constructed of black plastic coated or pool type and avoid barbed wire.
- Avoid the construction of fences entirely of solid materials such as brick or masonry.

Signage

- Support appropriately located signage on buildings and not on poles or similar structures.
- Require signage to not protrude above the front parapet.
- Avoid signage located on fences.
- Support signage that is visually compatible with the design of the building and the surrounding area.

Decision guidelines

- Whether the form, scale and design detail of the development is in keeping with the design objectives of this clause.
- The visual impact of the building when viewed from the street and from adjoining properties.
- Whether a different setback would be more appropriate taking into account the prevailing setbacks of existing buildings on nearby properties.
- Whether all areas of the site can be accessed and maintained.
- Whether pedestrian and vehicle access is safe, manageable and convenient.
- The appearance of the proposed fence and if it complements the building and surrounds.
- The need for a fence.
- The location and visual appearance of waste, storage, service and plant areas.

Design and Development Overlay - Commercial 2 Zone with main road frontage

Design objectives

- To support development that is in keeping with and contributes to Council's vision for high standards of industrial development as set out in Clause 21.XX of the Municipal Strategic Statement.
- To ensure that front and side setbacks are consistent, can be easily maintained and are landscaped to enhance the presentation of the area.
- To support new development that has a close visual and functional relationship with the street.
- To require the use of high quality building materials and innovative design solutions.
- To support new development makes efficient use of energy and water resources.
- To ensure that fencing, ancillary fixtures and the design and location of storage areas do not detract from the appearance of the area.
- To require that car parking and vehicle accessways do not dominate the front setbacks of new buildings.
- To require signage that minimises visual clutter.

Buildings and Works:

A permit is required to construct a building or construct or carry out works except for buildings and works relating to the following:

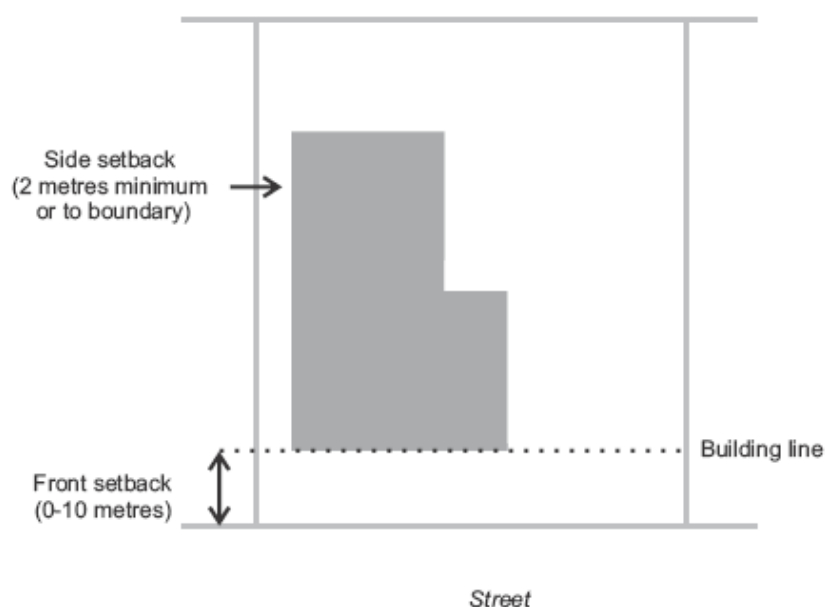
- An extension or alteration to an existing dwelling.
- A new outbuilding or extension to an existing outbuilding associated with a dwelling.

Front setbacks

- Should be 0 to 10 metres (refer to diagram below) unless the sites is very large.
- Respond to the front setbacks of the adjoining buildings unless the setbacks of these buildings are greater than 10 metres.
- Should be 0 to 5 metres on both the primary and secondary streets for corner sites.
- Should be landscaped, with a mix of suitable plants.

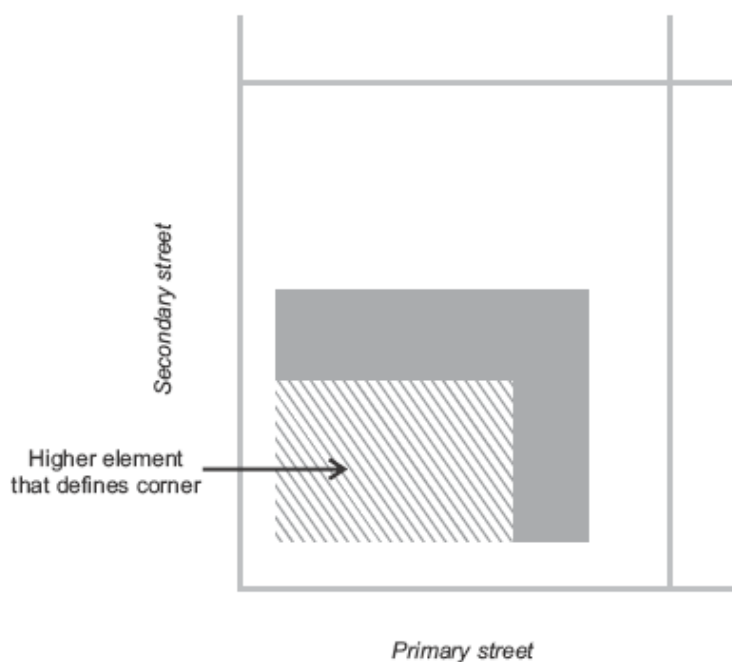
Side and rear setbacks

- Require setbacks to be at least 2 metres if buildings are not constructed to a boundary (refer to diagram below).

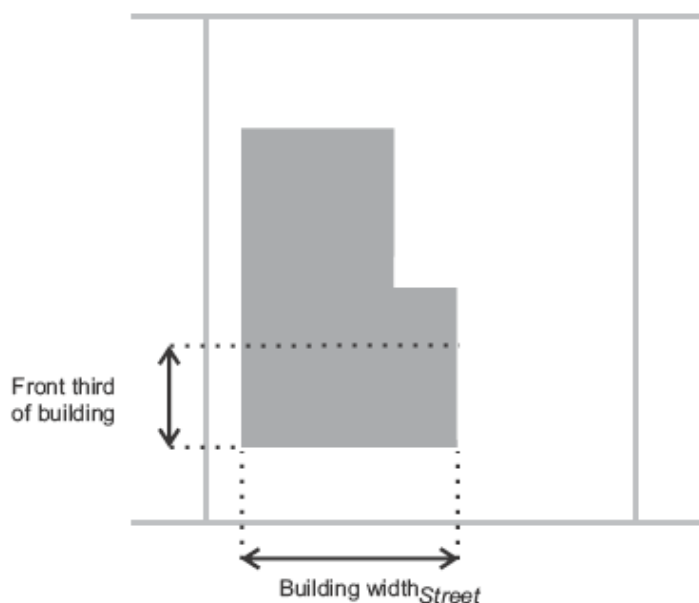


Scale and massing

- Support buildings on corner sites which include higher building forms or elements if they define the corner and are not used to display large signs (refer to example shown in diagram below).

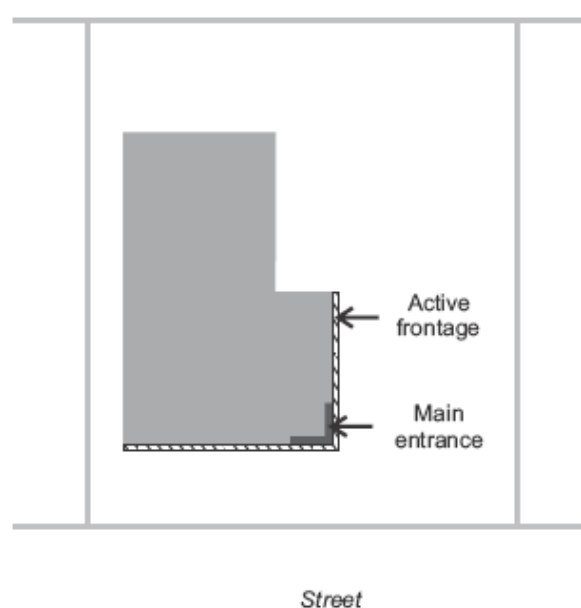


- Require that buildings which present to one street frontage incorporate a width that is equivalent to at least 50% of the lot frontage for the front third of the building (refer to diagram below).



Relationship with street

- Require main entrances to front the street or be located within the front third of the building (refer to example shown in diagram below).
- Support freestanding buildings that have substantial areas of 'active' frontages along at least two sides of the building (refer to example shown in diagram below).
- Support buildings on corner sites that incorporate areas of 'active' frontages along both streets (refer to photograph of 'inactive' frontage below).
- Support buildings constructed to both boundaries that have a substantial 'active frontage' along the street frontage (refer to photograph of 'inactive' frontage below).



Energy efficiency

- Support buildings that incorporate louvres, eaves or other design elements to shade large windows facing east, west and north.
- Facilitate building designs which allow for natural ventilation.

Colours, materials and finishes

- Avoid buildings painted entirely or substantially in corporate colour schemes or bright colours.
- Support main buildings constructed of brick, masonry or glass or suitable alternatives.
- Avoid main building constructed entirely or substantially of colorbond.
- Require tilt slab concrete on elevations that front streets to be painted, rendered, patterned, articulated or otherwise treated to provide visual interest.
- Require that the design of any front facade (including any entrance building) incorporate more than one material in its architectural articulation, with no single material to be used on more than 60% of the facade.

Car parking

- Support the location of car parking at the side or rear of new buildings.
- Require car parking to be fully sealed with concrete or asphalt and constructed with drainage to the legal point of discharge.
- Facilitate the incorporation of shade trees on the perimeter for smaller sites or located centrally within larger car parks.

Footpaths

- Should be constructed by the developer in the road reserve across the full frontage of the lot.
- Should be designed to link the street with the main entrance.
- Require any path to be raised above car park level or clearly marked as pedestrian paths.
- Should be provided along building edges that adjoin customer parking areas.
- Should have a minimum width of 1.2 metres and be designed to accommodate disabled persons.

Landscaping & lighting

- Require all applications to include a landscape plan.
- Require any lighting to be sited and baffled so as not to spill onto adjacent properties or roads.

Plant and equipment

- Support the location of plant and equipment at the back of the building and ensure that it is screened or incorporated into the roof design, to minimise visibility from the surrounding area.

Utility and storage areas

- Require waste disposal areas and facilities to be located at the side or rear of the building or within the building.
- Require outdoor display areas to be located at the side of the building and screened from view.

Fences

- Locate fences behind the main building line.
- Support fences constructed from transparent materials and avoid solid materials such as brick or masonry.
- Require security fencing to be constructed of plastic coated or pool type fencing and avoid barbed wire.
- Require fencing to not impede views of pedestrian paths.

Signage

- Require signage to not protrude above the front parapet.
- Avoid signage located on fences.
- Avoid signage located on poles or similar structures unless associated with very large sites or when signs identify multiple businesses.

Decision guidelines

- Whether the form, scale and design detail of the development is in keeping with the design objectives of this clause.
- The visual impact of the building when viewed from the street and from adjoining properties.
- Whether a different setback would be more appropriate taking into account the prevailing setbacks of existing buildings on nearby properties.
- Whether all areas of the site can be accessed and maintained.
- Whether pedestrian and vehicle access is safe, manageable and convenient.
- The appearance of the proposed fence and if it complements the building and surrounds.
- The need for a fence.
- The location and visual appearance of waste, storage, service and plant areas.

Local policy

This policy applies to applications to develop land in an industrial or Commercial 2 Zone.

Policy Basis

- This policy builds upon the Municipal Strategic Statement objective in Clause 21.XX to ensure that new industrial development contributes positively to the appearance of Wangaratta.
- New industrial uses and development should improve the appearance of urban areas.

Objectives

- To improve the appearance of all commercial and industrial areas, and particularly development along main roads and at identified gateway sites.
- To facilitate industrial development that is appropriate for its context.
- To support industrial development that does not detract from the appearance of urban areas.
- To require that sensitive land use interfaces are appropriately managed.
- To avoid shops that may undermine the role of the Central Activities Area.

Policy

It is policy that the following matters be taken into account when considering an application to use or develop land, including the subdivision of land and alterations to an existing building or works:

Context and setting for new subdivisions

Before preparing layouts for new commercial or industrial areas, a full site analysis should be completed, including an assessment of the relationship of the proposal to:

- The topography and physical features of the site and any elements of cultural or heritage significance.
- Surrounding roads, pedestrian and bicycle paths and public transport.
- Open space, creeks and floodway systems.
- Views from the site.
- The location of utilities.
- Existing and proposed shops and other community facilities.
- Energy efficiency principles.

Subdivision and road layout

New commercial or industrial estates should cater for the needs of the particular activities likely to be attracted to the subdivision. Requirements will vary with the intended use, however the design of new estates should:

- Protect and enhance significant natural systems.
- Avoid layouts which back onto open space and creek reserves.
- Be serviced by sealed roads.
- Actively dissuade heavy traffic from entering residential streets.
- Incorporate a road hierarchy that will accommodate the anticipated traffic volume and vehicle types.
- Incorporate roads with a geometric layout.
- Incorporate substantial landscaping and attractive buildings around the borders.
- Avoid locating smaller factory sites along highly visible main roads.
- Provide small convenience shops and open space in larger subdivisions.
- Incorporate large remnant trees within areas of open space or road reserves and further compliment with street tree planting.

Lot size, shape and orientation

A commercial or industrial subdivision should:

- Create lots that are relatively regular in shape unless to avoid an important natural feature.
- Create lots that enable buildings to be sited and aligned for solar efficiency.
- Provide layouts that group areas for small lots with shared parking and access.

Interface with other uses

The design of new commercial or industrial areas should:

- Separate the commercial or industrial area from residential neighbourhoods by significant open space or a main road.
- Incorporate buildings that front, rather than back, onto an abutting public open space reserve, creek or floodway.

Engineering services

Support lot layouts and open space design that incorporate:

- All services, including electricity supply underground.
- Road reserves that provide sufficient space for through-traffic, median strips if appropriate, on-street parking, garbage collection services, street tree planting, nature strips and footpaths.
- Stormwater design incorporating Water Sensitive Design treatments (WSUD), including grass pollution traps and wetland filters as appropriate.

Built form

The design of new buildings in a commercial or industrial area should:

- Complement the scale of nearby buildings.
- Support front setbacks that are consistent with nearby buildings.
- Create clear entrances to the street.
- Locate office components to the front of the building.
- Locate signage on buildings.
- Avoid buildings that are constructed completely of colorbond or metal cladding on sites that front the following major roads:
 - Vincent Road
 - Newman Street
 - Osboldstone Road
 - Sandford Road
 - Sisely Avenue
 - Shanley Street
 - Bowser Road.

If the new building abuts a residential zone, it should:

- Facilitate good sunlight access to any adjacent dwelling and its private secluded open space;
- Incorporate a set back from the lot boundary a distance not less than half of the height of the proposed building plus 1.5 metres

Dwellings in industrial zones

When considering an application to use, develop or subdivide an existing dwelling in an industrial zone, it is policy to:

- Avoid the excision of dwellings from industrial lots.
- Provide protection to existing industrial uses, when considering the re-development of adjoining or nearby dwellings.
- Avoid the expansion of dwellings towards industrial uses.
- Support the conversion of dwellings to non-residential uses.
- Consider the strategic potential for the land to be used for other purposes, if identified in the MSS, when assessing the above matters.

Shops in commercial zones

It is policy to avoid the development of shop uses in the Commercial 2 Zone unless they are directly associated with an adjoining industrial, trade supplies or restricted retail use.