

# North West Wodonga

Regional Victoria

## Project Type

University/town integration

## Date

2006

## ESD Role

Urban designer

## Project Size

Approximately 150 hectares

## Client

City of Wodonga, Wodonga TAFE, & La Trobe University

## Implementation Status

Development plan approved by Council, being implemented by private developers



Northwest Wodonga includes Latrobe University at Wodonga, Wodonga TAFE, and about 80 hectares of raw land to the west, all with undeveloped frontages to the freeway from Albury/Wodonga to Melbourne. This growing area lacks a nearby urban centre of its own, with convenience retail, services and so forth. The two educational institutions lack local student and faculty housing, and acknowledge a dearth of urban amenity nearby to attract students and staff. Few knowledge-based businesses have constellated around the institutions, despite the excellent freeway frontage, on which knowledge businesses might capitalise.



Council, a consortium of landowner/developers, the University, and TAFE commissioned an Enquiry by Design in 2006, led by ESD. The EBD resulted in an indicative design supported in principle by virtually all participating stakeholders. Council converted ESD's indicative design into a development plan and adopted it within a couple of months. Detailed design and implementation by others is now under way for the new urban centre and surrounding neighbourhoods. Development of knowledge-based businesses along the freeway frontage is also advancing.