

2

Precinct design principles



Mural on a local store on Heber Street, Moree
Courtesy of Destination NSW

2



These design principles outline the overarching design outcomes for the precinct.

- 2.1 Understanding the context of the precinct
- 2.2 Precinct design principles

The precinct design principles ensure the continued growth and innovation of agribusiness and industry through subdivision, built form and infrastructure design that minimises land use conflict and constraints and supports productivity and job creation.

Chapter 2 – precinct design principles, is made up of the following sections:

2.1 Understanding the context of the Moree Special Activation Precinct

Understanding the existing character of the precinct including its landforms, vegetation, items of cultural importance and vistas and views both within and from surrounding locations.

2.2 Precinct design principles

Overarching design aspirations and outcomes for the precinct, aligned with the master plan's guiding principles and the design considerations incorporated into each performance criteria.

2.1 Understanding the context of the precinct

Nestled on the banks of the Mehi and Gwydir rivers, Moree is the ancestral Country of the Gamilaroi people.

An agricultural powerhouse and home to some of Australia's most innovative and productive growers, Moree's gali-water resources and abundance of rich, black alluvial soil make it one of the most productive agricultural regions in Australia. Moree Plains Shire boasts a tightknit community of 13,159 residents, with 7,383 residing within Moree.

Moree's economy is dominated by the agricultural industry, contributing to 33 per cent (\$225.1 million) of Moree's Gross Regional Product. Productivity improvements reducing overall job numbers in primary industries is a key contributor to a reduction in Moree's population over the past 20 years.

Over the past 20 years, the population of Moree Plains LGA declined from 16,100 to 13,077, or 18 per cent. Most of this reduction occurred in the period 2001-2008, a period of significant weakness in cotton production. The decline in the period 2008-2020 was much less severe. The NSW Government's population projections for Moree predict a further reduction through to 2041. Job creation opportunities through the Moree Special Activation Precinct may lead to modest population growth for Moree in the order of an additional 4,500 people by 2041 or an increase of around 1.5 per cent per annum (Moree Plains Shire Council, 2021).

The Moree Special Activation Precinct provides an opportunity to develop the region as a yuul-food manufacturing and innovation hub with opportunities for intensive horticulture, early-stage processing and packaging of primary produce, and working ultimately towards vertical integration. The Moree Special Activation Precinct will have access to export terminals in Melbourne, Brisbane, Newcastle and Sydney thanks to its connection to Inland Rail.

Moree's strategic location at the junction of the Newell, Gwydir and Carnarvon highways provides direct interface with Sydney, Newcastle, Brisbane, Melbourne and Adelaide. Moree also has rail access to Newcastle and Botany Ports and connections to other regional centres in south-east Queensland and regional NSW. The Inland Rail project and planned expansion of the existing Moree Regional Airport within the precinct will strengthen its accessibility and enhance the precinct's capacity for supporting freight and logistics for local businesses.

Much of the precinct is cleared land and is used for broadacre cropping and industrial purposes. Within this highly modified landscape, there are still some patches of remnant native vegetation.

Moree and its surrounding region have a deep, complex and unique Aboriginal history, with the town located on one of the largest Indigenous nations in Australia, Gamilaroi Country. Connecting



01

- 01 Gateway North will build on the strategic intent of Moree Plains Shire Council's Moree Gateway (Puma Energy pictured at centre)
- 02 SAP Gateway South will strengthen the tourism opportunities for the Moree Water Park and Ski Lakes facility

with Country guidelines have helped to shape the master plan. Partnerships with the Indigenous community to activate land within the precinct will create empowerment and self-determination for local Aboriginal people.

The Regional Enterprise Zone includes previous Primary Production, Primary Production Small Lots and General Industrial Zones east of the Newell Highway.

The Regional Enterprise Zone also includes Moree Plains Shire Council's strategic gateway site located south of the town centre between the airport and the Newell Highway and replacing an Enterprise Zone (Gateway North).

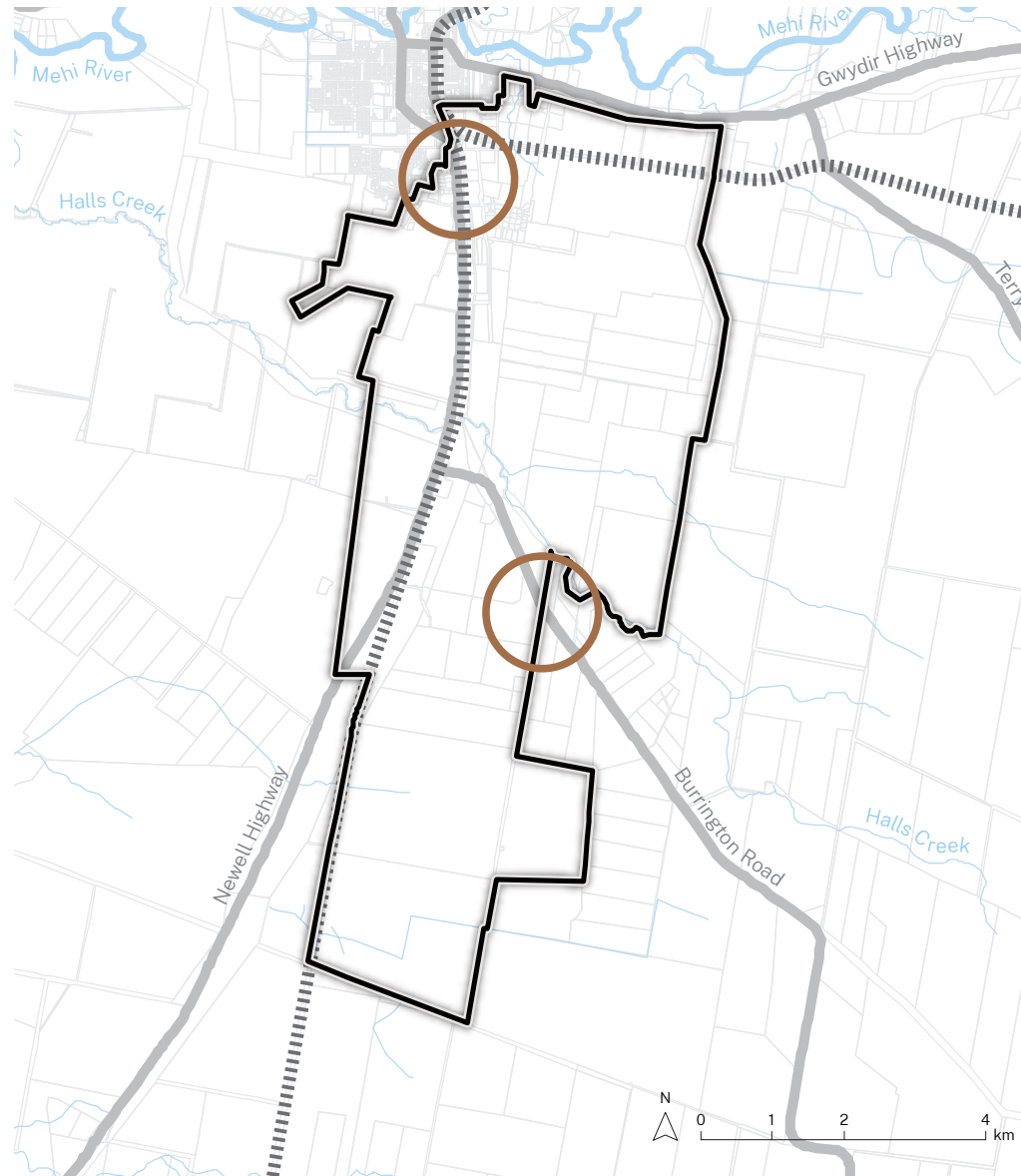
This area is high quality, flat and wugawa-flood-free and was designated to provide a new, mixed-use precinct and regional hub for transport, logistics and tourism industries. The location will showcase the town on the Newell Highway and create a new commercial hub for both the region and visitors with lots from 2,000 to 20,000 square metres.

Gateway North will build on the existing strategic intent by promoting this site for light industrial investment and ancillary uses and supporting it through building performance, design, landscape and wayfinding principles.



02

Figure 3: Precinct Gateways North and South



Gateway South will build on the significant investment made to date at the Moree Water Park and Ski Lakes, strengthening its relationship with the Travelling Stock Reserve (TSR), cultural site and mature dhulu-trees to provide a cultural and environmental community and tourism attraction. The Rural Activity Zone east of the Regional Enterprise Zone has also been formed to provide a transition between the industrial uses and sensitive uses to mitigate land use conflict. This zone will prohibit intensification of residential uses closest to the Regional Enterprise Zone.

The continued operation of Moree Regional Airport will be protected through the Special Activation Precinct as well as the function of the TSR traversing Crown Land.

Aerial photo of the Moree Special Activation Precinct (view looking south to north)





2.2 Precinct design principles



1

Clearly articulate and reinforce the precinct's point of difference, optimising investment return through smart design, siting and clustering of businesses leveraging direct access to the Inland Rail.

This will be achieved by:

- providing a range of lot sizes that are functional, flexible and energy-efficient
- building design and siting to support a range of operational requirements of industries and businesses
- providing first-movers with early infrastructure and support to immediately realise value-add outcomes to their businesses
- building on Moree Plains Shire Council's strategic intent of Gateway North to support small and local business associated with the Special Activation Precinct and airside development
- future proofing the later stages of the Special Activation Precinct so businesses can leverage the Moree Water Park and surrounding assets
- celebrating and activating the grain silos and other important places that represent Moree's strong agricultural history.



2

Celebrate the local community and township and their Connection to Country.

This will be achieved by:

- embedding Aboriginal cultural knowledge in the project's delivery
- retaining and preserving Aboriginal heritage items and places as part of a layered system of experiences to increase stewardship and awareness
- connecting a system of landscaping and wayfinding to celebrate the stories of local people and historic uses of the precinct
- respecting Country by incorporating local native dhulu-trees and vegetation that are suited to the area and resilient to the long-term effects of climate change
- incorporating local materials and colours in the landscape and building design to minimise visual impacts and promote a connection to place.



3

Provide a safe and efficient movement network that facilitates access to international markets by being a world class precinct with well-designed freight, a skilled workforce and convenient operations, leveraging Inland Rail and the Newell Highway.

This will be achieved by:

- building on and enhancing road, rail and pedestrian connections to Moree town centre and future residential areas, as well as surrounding regional centres
- anticipating infrastructure modifications to accommodate emerging technology in transportation
- designing efficient and connected transport routes that attract intended business clusters and minimise traffic and travel times, while increasing road safety
- designating land for freight and logistics and rail expansion
- ensuring adequate rail sidings are providing for efficient industry operations
- integrating blue and green infrastructure, as well as aspects of the local character within the street design and landscaping.



4

Establish a framework that introduces likeminded business partnerships to facilitate practical, innovative and sustainable gali-water, waste and energy practices.

This will be achieved by:

- creating circular economy opportunities wherever possible across the precinct including early mover expansion of services and for closed loop processing development
- co-locating businesses that can support each other symbiotically based on their resource and environmental needs, and incorporate universal design in the delivery of infrastructure, communications and services
- integrating climate resilience, gali-water, bioenergy and waste cycle management and ecologically sustainable development principles across the precinct
- incorporating gali-water sensitive urban design principles for the management of gali-water quality and efficiency
- utilising sustainable building products and integrated renewable energy generation systems.



5

Protect, promote and enhance the biodiversity, environmental and agricultural values within and surrounding the precinct.

This will be achieved by:

- identifying, protecting and strengthening:
 - existing vegetation communities by incorporating them into landscaped areas, vegetated setbacks, streetscapes and the public domain
 - creek lines and riparian systems through stewardship and raising awareness
 - agricultural productivity of land through business clustering
- meaningful connection of the travelling stock reserve, creek lines, environmental corridors and verges for the movement and sustainability of flora and fauna
- utilising green infrastructure for stormwater management, protecting and increasing biodiversity and mitigating climate change impacts.

Crowds gathered at Moree Secondary College for the 2019 Moree on a Plate Festival. Courtesy of Destination NSW



Render view looking south east over the early stages of the SAP subdivision and beyond (illustrative built form only)



