

# woorree new town

CLIENTS // KIAMA GROVE PTY LTD  
& POPPY CORP PTY LTD

## // STRATEGY

Greg Rowe and Associates was appointed to the Woorree New Town project after previous attempts by other planners had been unsuccessful in progressing the rezoning and structure planning of the significant 435ha landholdings.

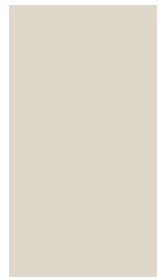
Greg Rowe and Associates worked with the Department for Planning and Infrastructure and the City of Geraldton-Greenough to progress a scheme amendment for the urbanisation of the land. Greg Rowe and Associates also reached consensus for the alteration of the long term urban designation of the land under the Northern Geraldton District Structure Plan to include a mixture of short, medium and long term urban classifications for the land.

## // DESIGN

Applying Transect design principles (developed by Andre's Duany), Greg Rowe and Associates was able to secure Council support for over 2,500 lots which ranged in size from 2,000 m<sup>2</sup> on the rural interface to 500 m<sup>2</sup> in the town centre.

Through the consultative design process, Greg Rowe and Associates secured an additional 1,000 lots in the overall yield, that would not have been possible if surrounding low density codes had been applied.

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**// DESIGN CONTINUED...**

In addition, due to the land's strategic location between the Chapman River and Moresby Ranges, Greg Rowe and Associates was required to undertake major road network planning, including determining appropriate locations for two river crossings. Previous studies had not resolved the final locations for the necessary crossings and Greg Rowe and Associates fast tracked the determination of this significant infrastructure and achieved Main Roads support.

Greg Rowe and Associates was also required to consider the redesigning of the site to accommodate overland drainage problems and constraining geographical elements.

The final masterplan also contained a neighbourhood town centre based on main street design, a local centre, two primary school sites and a range of open space opportunities.

Bridle paths were also included in the final plan as part of the commitment to neighbouring land owners.

Greg Rowe and Associates also managed a number of multidisciplinary consultants including environmental, engineering and traffic management to secure a timely lodgement of the structure plan.

**// PROJECT NAME**

Woorree New Town

**// SERVICE**

Design

**// AREA**

Mid West

**// CLIENTS**

Kiama Grove Pty Ltd  
Poppy Corp Pty Ltd

**WOORREE NEW TOWN****// CONTACT**

[www.greg-rowe.com](http://www.greg-rowe.com)

**// PERTH OFFICE**

Phone: 08 9221 1991  
Fax: 08 9221 1919

[gra@greg-rowe.com](mailto:gra@greg-rowe.com)

**// PEEL / SOUTH WEST OFFICE**

Phone: 08 9582 8288  
Fax: 08 9581 2588

[mandurah@greg-rowe.com](mailto:mandurah@greg-rowe.com)

**// MID WEST OFFICE**

Phone: 08 9956 0633  
Fax: 08 9965 0633

[geraldton@greg-rowe.com](mailto:geraldton@greg-rowe.com)

**// PILBARA OFFICE**

Phone: 08 9173 4333  
Fax: 08 9173 5333

[porthedland@greg-rowe.com](mailto:porthedland@greg-rowe.com)

GREG ROWE & associates

**GREG ROWE**

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