

Hi Lisa, Lynn, Chris and Piers,

Friends of Moore River Estuary hope you are aware that Plunkett's Moore River Company has put the 2099ha they own at Moore River South on the market. The report was in the Australian Financial Review on August 13th and on JLL website as below.

PERTH

International EOI campaign launched for Moore River South 70km north of Perth

12 August, 2015

The largest coastal master-planned approved development site with ocean frontage currently offered in the WA market

One of Western Australia's largest master-plan approved development sites covering 2,099ha (5,187 acres) is to be the focal point of a major international expression of interest campaign by JLL on behalf of the Moore River Company Pty Ltd (MRC) in the coming weeks.

The Moore River South site is located in one of the state's most pristine coastal locations about 70km or around one hour north of Perth.

The property is being exclusively marketed by JLL Directors of Sales and Investments WA Philip Fogliani and Sean Flynn.

"This property is the largest coastal master-planned approved development site with ocean frontage currently on the market in Perth and we believe one of the largest englobo residential coastal development sites ever offered in Western Australia in recent years," said Mr Flynn.

"The Moore River South project area is located north of Two Rocks and south of Guilderton, where the Moore River meets the Indian Ocean. This land is just north of the existing metropolitan area boundary and is about one hour's drive from Perth's CBD. This unique position delivers the site a breathtaking 5.7km ocean frontage and picturesque 1.9km Moore River frontage, and the current planning framework incorporating substantial public open space and foreshore reserves take full advantage of these outstanding features," he said.

"This is a generational development opportunity the likes of which are rarely seen in Australia, let alone Western Australia. Consequently, we anticipate a strong response from both local and international developers and investors."

The site has been owned by the Moore River Company for some 54 years and reportedly grazed for many years before that, and therefore offers the buyer ongoing use and utility during residential development activities over the current subdivision approval area.

"The site is offered complete with approved Outline Development Plan covering about 452ha reflecting attractive residential, tourism and town centre retail/commercial uses, and a further 104ha of designated future development land," said Mr Fogliani.

"The current subdivision approval is in place for 1,938 lots which will accommodate around 5,000 future residents, leaving about 201ha zoned for 'Future Development'," he said.

The site benefits from strategic positioning adjoining Perth's high growth northern corridor, which is forecast to increase in population by over 180,000 people by 2036, and over 388,000 by 2050.

"Future designated land supply in the northwest corridor can, on the face of it, accommodate the anticipated forecast growth in population over the longer term," said Mr Fogliani.

"However, the scale of population growth in combination with existing and inevitable supply side constraints in releasing urban and urban deferred land in the area means Moore River South will be strategically positioned to meet some of the demand for prime coastal residential dwellings to be released in the 1,938 lot subdivision area contained within the approved Outline Development Plan."

According to Mr Fogliani, the future beach estate is perfectly positioned to tap into and attract a portion of the anticipated huge population growth in the northern corridor.

"The pristine coastal location and unique lifestyle afforded by the approved ODP and Subdivision at Moore River South will also undoubtedly attract demand from residential buyers outside of Perth's northwest corridor.

"There is truly no comparable offering in the WA market today at this scale and with this level of planning attached around an hour from the Perth CBD.

"The Moore River Company has invested a great deal of time, effort and money into securing the Outline Development Plan and Subdivision Approval, and an incoming owner will certainly benefit from the seller's meticulous efforts," he said.

The property is currently operated as a cattle farm and can be sold with all plant, equipment and stock in order to continue operations.

International Expressions of Interest close **2.00pm (WST) Wednesday, 22 October 2015.**

I have sent the JLL selling agents the email below and would be grateful of any ideas or potential buyers you may know.

Many thanks ,
Linda

Dear Phillip and Sean,

We read with interest in the AFR, that Moore River Company has employed you to find EOIs for their land in Gingin Shire. Your newspaper article was surely quite misleading in suggesting the site is 'shovel ready'?

I wonder if you are aware of the expense and difficulties awaiting any new investor?

This site may be only 12km up the coast from the metropolitan boundary at Two Rocks, but all this land, between the city boundary, Moore River, Indian Ocean, Woodridge rural estate and the Indian Ocean Drive is State Forest, Conservation or Nature Reserve, except the Plunkett corner.

The development site is a cul-de-sac with limited access. Fire control will always be a problem.

There is no likely connection with Guilderton except by a swim, a walk over the sandbar or a 20km drive.

It could be called 'West Woodridge' as services in the new suburb are never likely to serve the wider area who are already only half an hours drive from metropolitan services, Gingin and Lancelin.

Not only is water supply, sewerage and power not available to be tapped into from anywhere nearby, creating this infrastructure alone must be done to best practise standards.

To say that the twenty years that this plan has been proposed is 'controversial' is an understatement. It is strongly unwanted by the vast majority of residents and visitors of the area, despite the Planning Minister's and Shire President's approval (just look at the Public Consultation in the FMP).

We can assure any new investor that they will be under at least as much scrutiny as MRC has been.

Community consultation invariably shows a desire to protect Moore River Estuary just as it is.

Many thousands of us value our estuary in its current healthy state and do not believe it can stand a new 5,000 residents so near to it.

We also do not understand who would want to buy there when there is so much land, with services and employment, within the northern, coastal sections of the metropolitan area.

We know that you have a job to do but would refer you to the Gingin Shire Minutes at

http://www.gingin.wa.gov.au/images//assets/Uploads/Council-Meetings/PDF%20Minutes/2014/August_19_2014_Minutes.pdf to see how many conditions are yet to be met.

They show what has been approved, and we assure you, that any thoughts a new buyer has of applying for less onerous conditions will be met by strong community resistance.

The most forward thinking, sensible use of this land is to add it to the National Estate and create a Regional Park for Perth's north, over all this relatively undisturbed land. The small degraded areas would regenerate and the people of WA would be forever grateful to whoever made this possible (think Kings Park).

Should you find such a philanthropist, please let us know.

We are happy to discuss the future of this site with you or potential buyers as we are very concerned that only good decisions are made concerning this estuary and the land around it.

Wishing you well,

Linda

Linda Johnson - Convenor Friends of Moore River Estuary Inc.

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