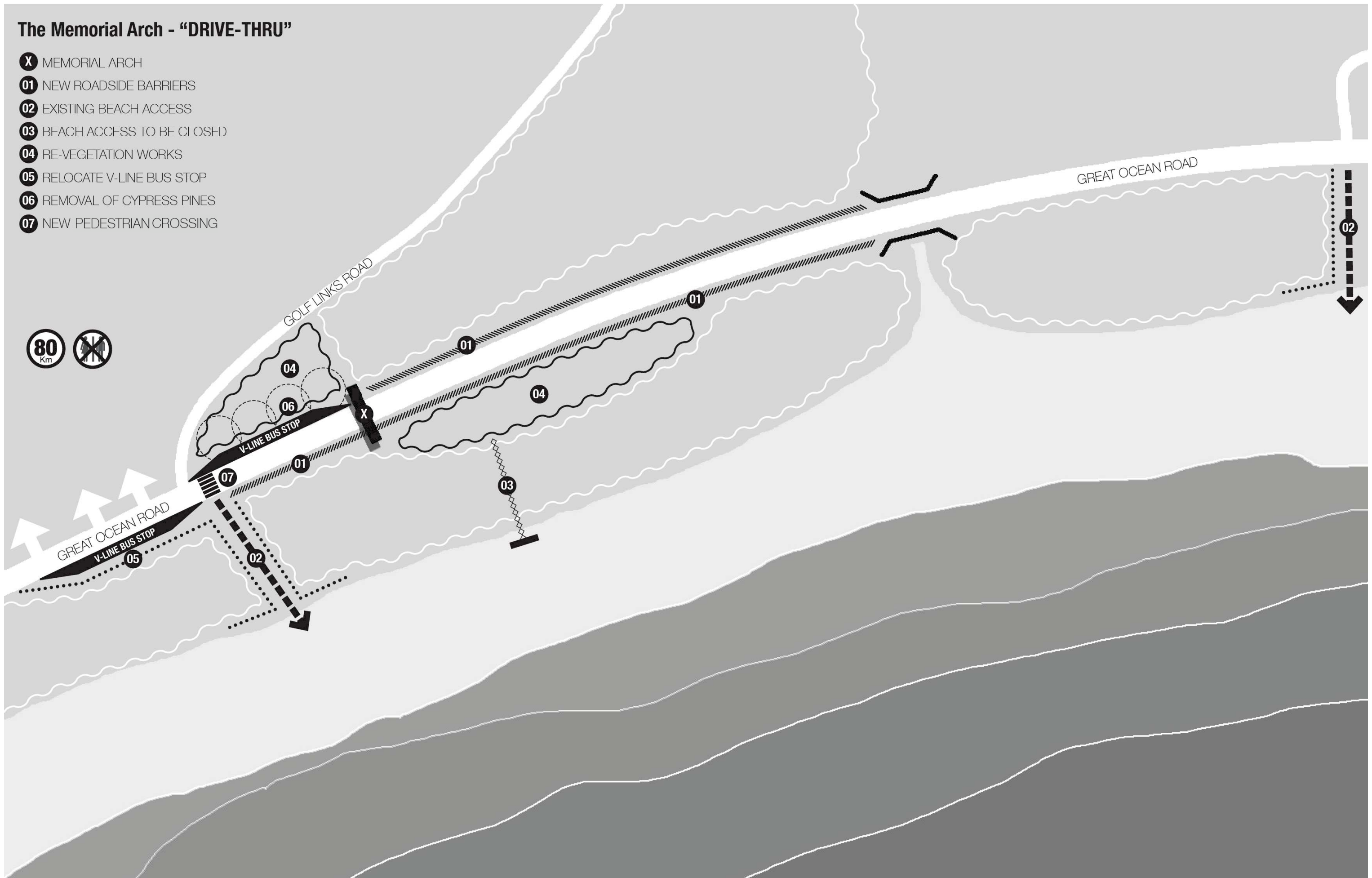


The Memorial Arch - “DRIVE-THRU”

- X** MEMORIAL ARCH
- 01** NEW ROADSIDE BARRIERS
- 02** EXISTING BEACH ACCESS
- 03** BEACH ACCESS TO BE CLOSED
- 04** RE-VEGETATION WORKS
- 05** RELOCATE V-LINE BUS STOP
- 06** REMOVAL OF CYPRESS PINES
- 07** NEW PEDESTRIAN CROSSING



4.1 ‘Drive Thru’

4.1.1 Overview and Design Intent

The ‘**Drive Thru**’ scenario is based upon the premise that the existing capacity of the site to support current, or future requirements and impacts of parking and visitor access to the Memorial Arch is not feasible or desirable. The proposition is to close the existing access, re-vegetate the roadside and return the Arch to a journey marker along the Great Ocean Road - an iconic gateway that is passed through, but not a destination to stop and experience up close. Specific elements include:

- The addition of roadside barriers, located as close to the road carriageway as possible would restrict all vehicles from stopping on the road shoulder. There may be opportunities to provide roadside barrier treatments that are integrated with the theme and character of the site, rather than generic treatments. (see opposite)
- The existing parking and pedestrian plaza area, beach access and all associated infrastructure would be removed and the area re-vegetated, rehabilitated and protected. The existing historical and interpretive signs and monuments near the Arch, including the Diggers Memorial statue and Great Ocean Road bronze plaque would be re-located off-site (see below).
- The existing local beach access adjacent Golf Links Road would be retained and dune area protected (fenced). Additional definition and traffic control measures will be provided to create a safer pedestrian crossing at this point.
- The existing V-line bus stop to the west of the Arch would be moved slightly west (approx. 25m) to resolve the conflict with existing beach access and to deter use of the stop for visitation of the Arch.
- Under this (and all) scenarios the existing Cypress Trees would be removed and the area re-vegetated.
- Under this (and all) scenarios there are no toilet facilities included. A review of broader context and prevailing feedback from consultation undertaken has been that the site does not have the environmental capacity to support toilets, and that existing provision close to the site can be better utilised and promoted.

4.1.2 Broader Context

The ‘Drive Thru’ scenario is predicated on providing certain experiences, information and amenities away from the Memorial Arch itself, therefore is strongly linked to the adjoining and broader context of the Great Ocean Road.

The **photo opportunity** that currently exists at the Memorial is an important part of the experience, and according to tour operators, a key priority at the Arch for their customers. It is critical therefore that a creative, alternative option is provided. Options to be explored include:

- A sign, poster or purpose built Memorial Arch representation for photo opportunity at another location which is an existing and convenient destination / stopping point.
- A digital technology service that would enable self portrait images to be embedded within a background image of the Arch.

Appropriate off-site locations for the existing **historical and interpretive signs and monuments** including the Diggers memorial statue and Great Ocean Road bronze plaque would be selected. Existing key attractions (3.1), Visitor Information centres (3.2) where there is a more aggregated historical narrative may be logical options. Digital technology such as app or radio based audio may be considered that provides an ‘in car’ description of the history and significance of the Arch.



The above images are precedents, or examples of how materials and design of any new elements would be chosen sensitively to complement the natural features of the site.

4.1.3 Assessment criteria

The ‘drive thru’ option addresses the assessment criteria as follows:

Access and Mobility

Vehicular and pedestrian access to the Arch have been removed - which is a limitation, however safety and accessibility conflicts which currently exist have been resolved accordingly. Access to the beach is reduced, however maintained and controlled for local access.

Facilities and Amenity

The removal of access will take away the need (and opportunity) for facilities and amenities at the site itself. With the removal of direct access to the arch, no consideration of toilet facilities have been made.

Cultural Heritage

The removal of historical monuments including the Diggers Memorial statue and bronze plaque directly associated with the Arch is a limitation, however well-considered re-location and re-interpretation may offset this. Protection of the Memorial Arch and its surrounds from over-development and impact as a result of excessive site use is a positive in relation to cultural heritage.

Ecology and Environment

The opportunity to protect existing dune systems and re-vegetate as a result of removing direct access is maximised under this scenario. The risk of future damage or impact by climate change and the dynamic nature of the dune system is reduced.

Management and Broader Context

This option reduces the requirements, issues and overheads for on-going management.

Financial and Commercial

This option reduces the scope for any commercial venture at the Arch, however those opportunities could be taken up off-site through re-located elements and experiences.