

Great Ocean Road Memorial Arch Precinct Master Plan Eastern View, Victoria



Options Paper

July 2017

prepared for:



project partners:



Healthy Parks Healthy People®

GREAT OCEAN ROAD REGIONAL TOURISM LIMITED



consultant team:



Contents

- 1.0 Preamble**.....page 02
 - 1.1 Project Background
 - 1.2 Purpose of this paper
 - 1.3 Study Area

- 2.0 Vision Statement and Guiding Principles**page 03

- 3.0 Broader Context and External Influences**page 05
 - 3.1 Great Ocean Road - Key Attractions
 - 3.2 Great Ocean Road - Amenities and Visitor Information
 - 3.3 Great Ocean Road - Historic Markers
 - 3.4 Great Ocean Road - Photo Opportunities
 - 3.5 Great Ocean Road - Walks
 - 3.6 Great Ocean Road - Climate Change Vulnerability

- 4.0 Design Scenarios**.....page 13
 - 4.0.1 Introduction
 - 4.0.2 Assessment Criteria
 - 4.1 Drive Thru
 - 4.2 Snap Shot
 - 4.2 Rest Point

- 5.0 Next Steps**.....page 21
 - 5.1 Next steps

1.0 Preamble

1.1 Project Background

The Memorial Arch Precinct is located at Eastern View on the Great Ocean Road, and was erected in 1932 as a tribute to the World War One servicemen who built the Great Ocean Road. One of the area's best recognised historic landmarks, the Arch Precinct is a popular tourist destination.

The Great Ocean Road Coast Committee (GORCC) has commissioned a master plan for the Great Ocean Road Memorial Arch Precinct. As part of this process, a Scoping Report and Issues and Opportunities Paper have been undertaken, and an overarching Vision and Guiding Principles established. The process has included public consultation and on-going engagement with an established Community Reference Group (GRG) and Agency Working Group (AWG).

1.2 Purpose of this Paper

This options paper has been prepared in order to establish a preferred design direction, through the development of design options / scenarios, before commencing with the draft master plan. Since the preparation of the Issues and Opportunities Paper and Vision and Guiding Principles, a number of factors have influenced the need for an Options Paper, they include:

- A workshop involving representatives of the CRG and AWG was held in September. It was clear that further options needed to be explored without a clear management option gaining consensus.
- It has become apparent since the Issues and Opportunities Paper that there are broader contextual influences beyond the immediate Arch Precinct that impact the function and future design direction of the master plan. These broader influences require further exploration, mapping and identification in order to be discussed and viewed in context with design options.
- Additional studies and traffic data for the Arch Precinct has been gathered recently. This provides not only clear empirical data on vehicle types, numbers, movements, usage patterns etc. but has highlighted certain issues including safety risks, congestion and function of the carpark that require the exploration and testing.
- Further discussions and consultation with bus and tour operators has occurred since the development of the Issues and Opportunities Paper. The information obtained has highlighted issues such as broader touring routes along the Great Ocean Road, daily itineraries and tourism operations that dictate the usage of the Arch. The recently opened Great Ocean Road Chocolaterie & Ice Creamery at Bellbrae - which was highlighted as an additional attraction that will impact the Arch patronage, is an example of information received.

The paper will be used to gain feedback from stakeholders and the community. This feedback will then help in developing a preferred option and direction for the draft master plan for the Memorial Arch Precinct. It is important to note that the three design scenarios presented are not necessarily mutually exclusive. There may be ideas or options within any of the three scenarios that could potentially be combined or staged, therefore it is critical that the all aspects are considered in assessing the options and arriving at a preferred outcome.



1.3 Study Area

The Memorial Arch Precinct is located at Eastern View on the Great Ocean Road. The primary study area includes the roadside stop and parking area with interpretive memorials to the Arch, as well as the coastal dune system adjoining. Some options within this paper explore opportunities to the east and west of this zone, and the paper also considers broader context along the entire Great Ocean Road that may have an impact or relationship to the Memorial Arch.

2.0 Vision Statement and Guiding Principles

At the conclusion of the Issues and Opportunities Paper and following public and stakeholder consultation, the following project Vision Statement and Guiding Principles were developed. These are to inform the broad direction of the project and function of the Memorial Arch. All options developed within this paper are to be underpinned by this Vision and Principles.

The Vision

To preserve and recognise the Memorial Arch as an integral part of the Great Ocean Road experience, which:

1. Celebrates a key marker on one of the world's most scenic touring drives;
2. Respectfully commemorates the service of World War 1 veterans;
3. Enhances the precincts' natural environmental values;
4. Ensures collaborative and sustainable management of the site both now and in the future.

Guiding Principles

To protect and enhance natural environment values, by:

- Retaining the low-key, natural feel of the site;
- Protecting the dunes by improving native biodiversity;
- Maintaining unobstructed coastal views into and out of the site through sensitive site management;
- Ensuring ecologically sustainable development.

To preserve and respect cultural heritage, by:

- Recognising the historical significance of the Memorial Arch and the Indigenous significance of the area.

To celebrate and support an authentic, meaningful experience, by:

- Acknowledging the Memorial Arch's unique symbolism;
- Supporting a place that creates memories as part of the entire Great Ocean Road experience;
- Enhancing equitable access between visitors and residents.

To sustainably manage and balance visitation and use of the site, by:

- Recognising the current and future pressures and influences on the site;
- Developing strategies for visitation which mitigate impacts on the site;
- Exploring opportunities to utilise existing infrastructure and experiences along the Great Ocean Road to alleviate current site pressures;
- Developing a Memorial Arch business plan within the Great Ocean Road context, which reflects master plan outcomes and management agreements.

To create safe orientation in and around the precinct, by:

- Exploring opportunities to manage access and circulation within the site;
- Providing a clear and coherent layout in respect to all site limitations;
- Managing the speed, volume and impact of all modes of transport.

To develop and promote shared responsibility and collaboration, by:

- Developing and leading a coordinated approach for effective precinct management;
- Ensuring transparency between all stakeholders, agencies, residents and tourists.

3.0 Broader context and external influences

It has become clear that facilities and attractions along the Great Ocean Road such as rest and toilet stops, information, historical and cultural interpretation, tourist attractions etc. all influence the function and future direction of the Arch Precinct. These influences need to be identified and viewed in context with the development of design options.

It is important to understand how elements or features that are existing or proposed within the Arch Precinct, relate to those nearby or further along the Great Ocean Road. There may be scenarios where a certain function, opportunity or narrative could be provided in other ways or locations, rather than at the Arch itself. It is important to understand and test these opportunities.

3.1 Key Attractions

There are a number of key visitor experiences and attractions along the Great Ocean Road which combine to form the basis of many of the self drive and organised bus tour itineraries. The most popular of these being:

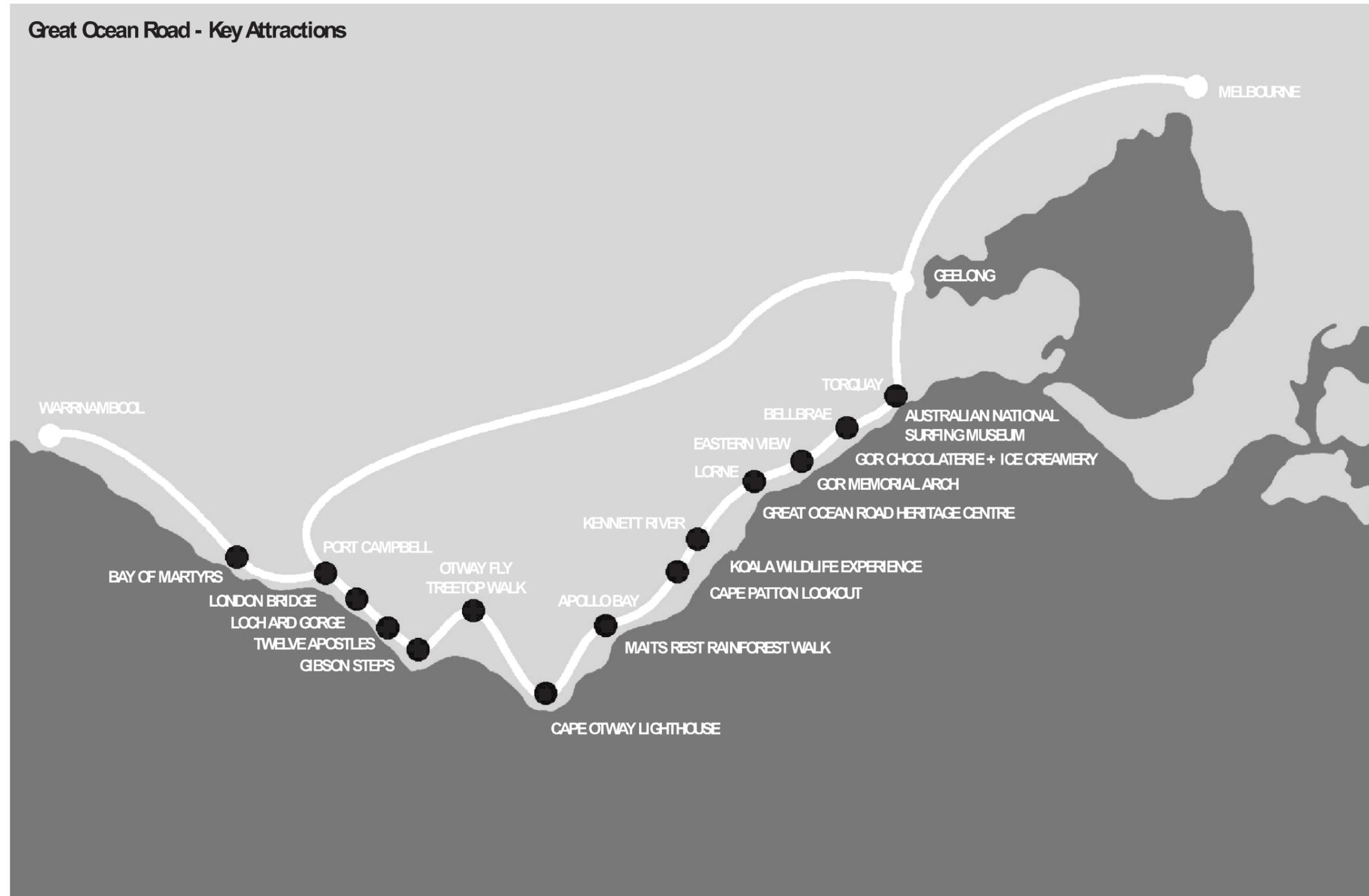
- The coastal and hinterland drive along the Great Ocean Road;
- The unique geological rock formations around Port Campbell;
- The chance to get up close and personal with Australian wildlife; and
- The visiting of many cultural and tourism attractions along the way.

As tourism development increases, these experiences and attractions are continuously expanding to provide the visitor and tour operator with a wider variety of “must see” destinations. With this added choice comes the possible reprioritising of tour itineraries and scheduling which may see some current destinations reconsidered to accommodate new experiences and attractions.

Some of these new tourism developments include:

- The Australian National Surfing Museum;
- Great Ocean Road Chocolaterie & Ice Creamery;
- Great Ocean Road Heritage Centre; and
- Otway Fly Treetop Walk

In addition, the Surf Coast Shire Council is currently working on a Torquay Gateway project which is considering an expanded Visitor Information Centre, Surfing Museum and Great Ocean Road interpretation as a 'Gateway' Visitor Site. This will see Torquay recognised more prominently as the start of the Great Ocean Road. It could also provide a photo opportunity in Torquay and potentially reduce the number of busses and cars stopping. This opportunity needs further exploration in connection to the Great Ocean Road Memorial Arch site.



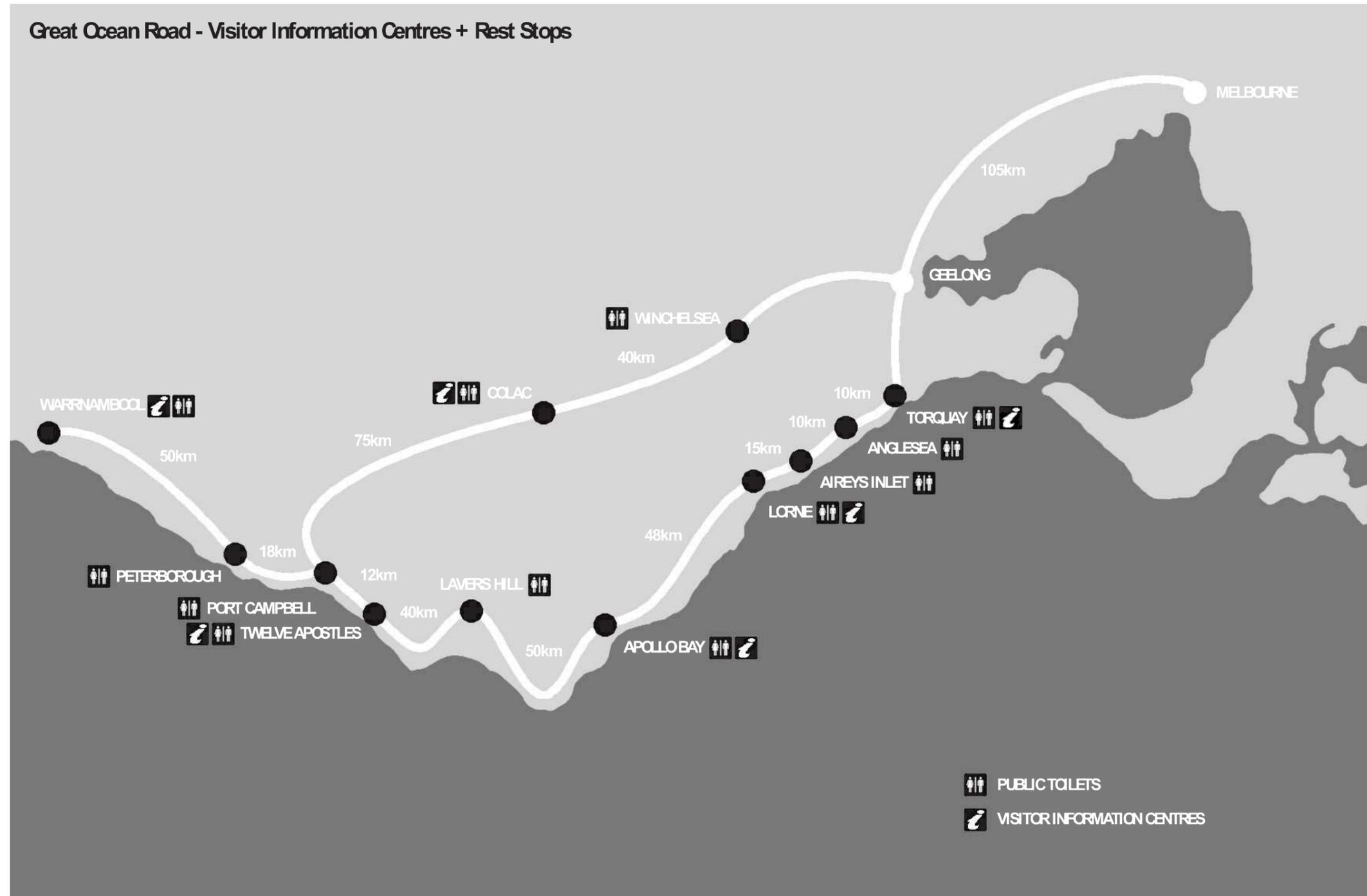
3.2 Amenities and Visitor Information

Not only providing reliable information on attractions, activities and up-to-the-minute advice on travel in the area; the Visitor Information Centres along the Great Ocean Road provide an important service to independent travellers on trip planning, advice and ideally extending their length of stay. There are also a number of public toilets and rest stops located along the Great Ocean Road. The distribution and availability of these rest stops along the Great Ocean Road is very important for trip planning as it helps determine where visitors can and should stop, not only from a personal comfort perspective but also from a local economic, environmental and social perspective. This is especially so for the myriad of popular Day Tours, which start in Melbourne at 7:45am and return at 8:30pm. Their very tight travel itineraries leave little time to stop en route and therefore coordination with existing rest stops is particularly important.

Toilet Facilities

Currently, there are provision of public toilet amenities in the coastal towns and visitor information centres along the Great Ocean Road.

Currently issues exist at the Memorial Arch with dune and roadside areas being used for toileting, leading to obvious problems with litter and hygiene. As well as there being little infrastructure or capacity, feedback from community and agencies suggests there is little support for installing public toilets at the site. **As such, none of the options presented within this paper include toilet facilities.** The strategic direction taken is that it would be better to direct visitors and tour companies to existing public toilets along the Great Ocean Road to address the current issue at the site.

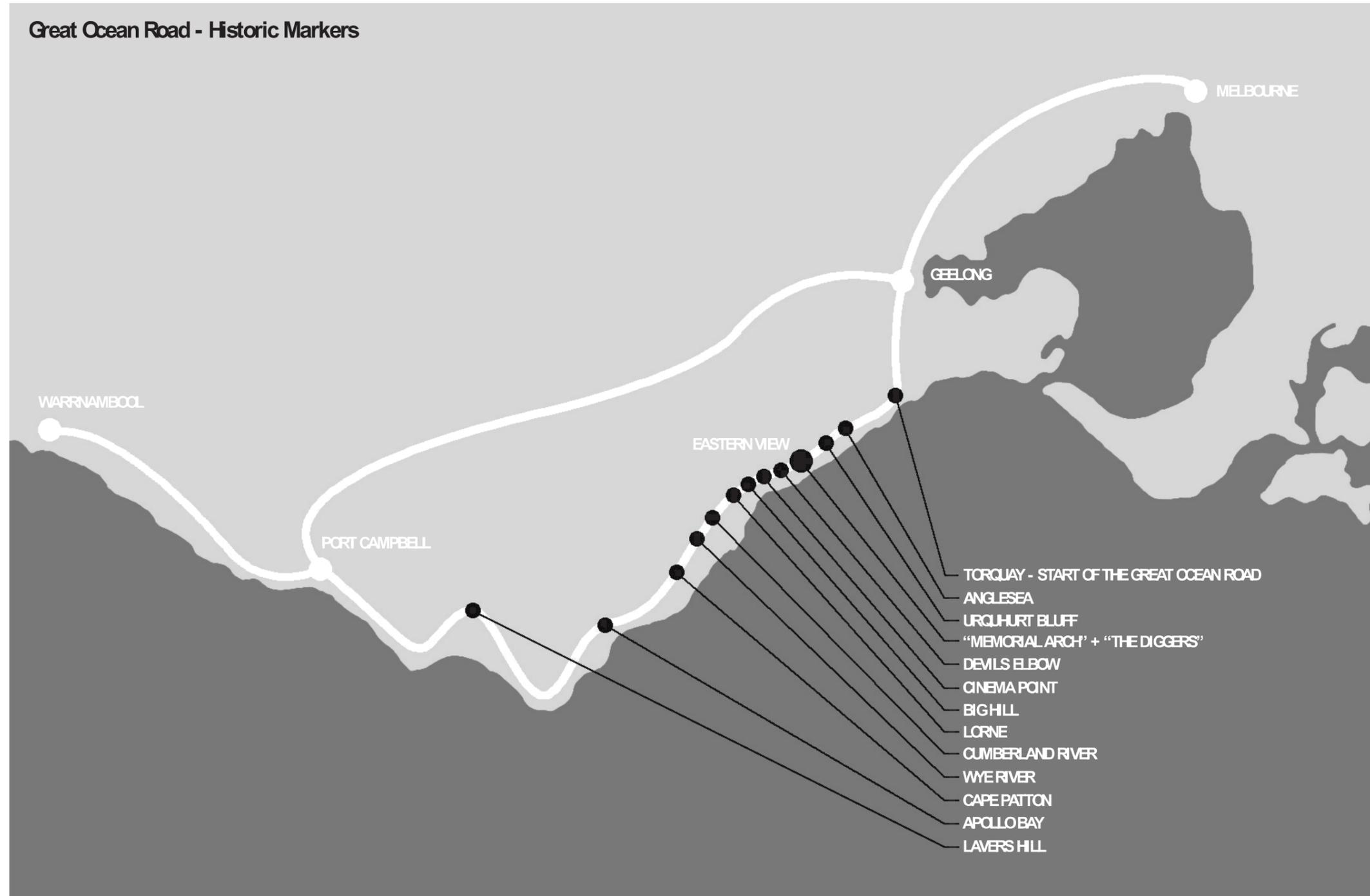


3.3 Historic Markers

In 2007, as part of the Great Ocean Road's 75th anniversary celebrations and as a tribute to those who built the Great Ocean Road, a series of thirteen commemorative bronze plaques and a statue at the Great Ocean Road Memorial Arch were unveiled.

The aim of these markers is to bring alive for travellers the stories of the people who lived and worked in the region. The series of plaques feature information on the broad history of the road including a detailed map of the area and information specific to the site they occupy.

Each marker location has been chosen for its significance in the building of the Great Ocean Road and its historical narrative. It is therefore essential that these historic markers are duly respected and any proposed changes and or development of any of these sites be sensitively considered.



3.4 Photo Opportunities

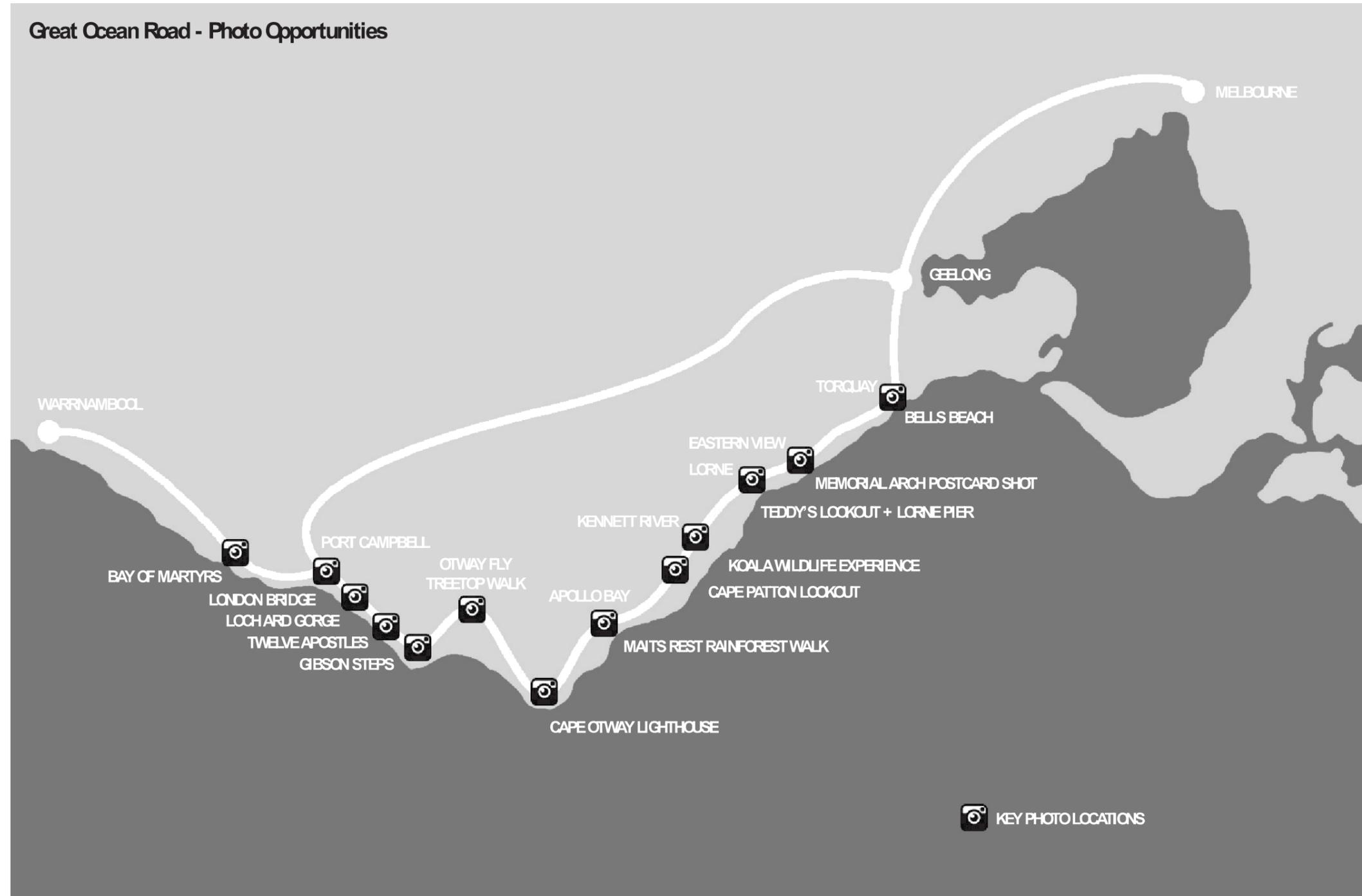
The photo opportunities along the Great Ocean Road are some of the most stunning and iconic in Victoria. Numerous scenic lookouts, landmarks, natural and wildlife experiences are dotted along this famed coastline, allowing sightseers to capture and share their most memorable experiences.

Some of the most popular postcard shots include:

- People surfing at Bells Beach Surfing Recreation Reserve;
- Standing in front of the Diggers Statue and Memorial Arch at Eastern View;
- Capturing forest, river and ocean views at Teddy's Lookout, Lorne;
- Taking in the natural beauty of Erskine Falls, Lorne;
- Spotting kangaroos, koala's and parrots en route and at Kennett River;
- Spectacular coastal views at Cape Patton Lookout;
- Experiencing the cool temperate rainforest at Mait's Rest Walk;
- Raw ocean views from the top deck at Cape Otway Lightstation;
- Birds-eye views from the Otway Fly Treetop Walk; and the
- Limestone stacks, cliffs and rock formations around Port Campbell.

As tourism visitation will only increase, the pressures on these unique and often fragile environments needs to be carefully considered, managed and suitably planned for the foreseeable future.

Balancing the carrying capacity of these sites with the possible introduction of alternative photo opportunities and or coupling with new tourism developments, would disperse and better distribute the concentration of these hot spots along the entire length of the Great Ocean Road.



3.5 Walks

Seen as one of the best ways to truly experience the inspiring landscapes along the Great Ocean Road region, the 100km **Great Ocean Walk** and 44km **Surf Coast Walk** provide point to point walking trails that lead you along sandy beaches, rugged coastline and forested hinterland and link back into a number of coastal towns along the Great Ocean Road.

A possible extension of the Surf Coast Walk to Cumberland River is under investigation by Surf Coast Shire who have allocated funding towards a feasibility study. This may provide a future opportunity for connections with the Memorial Arch.



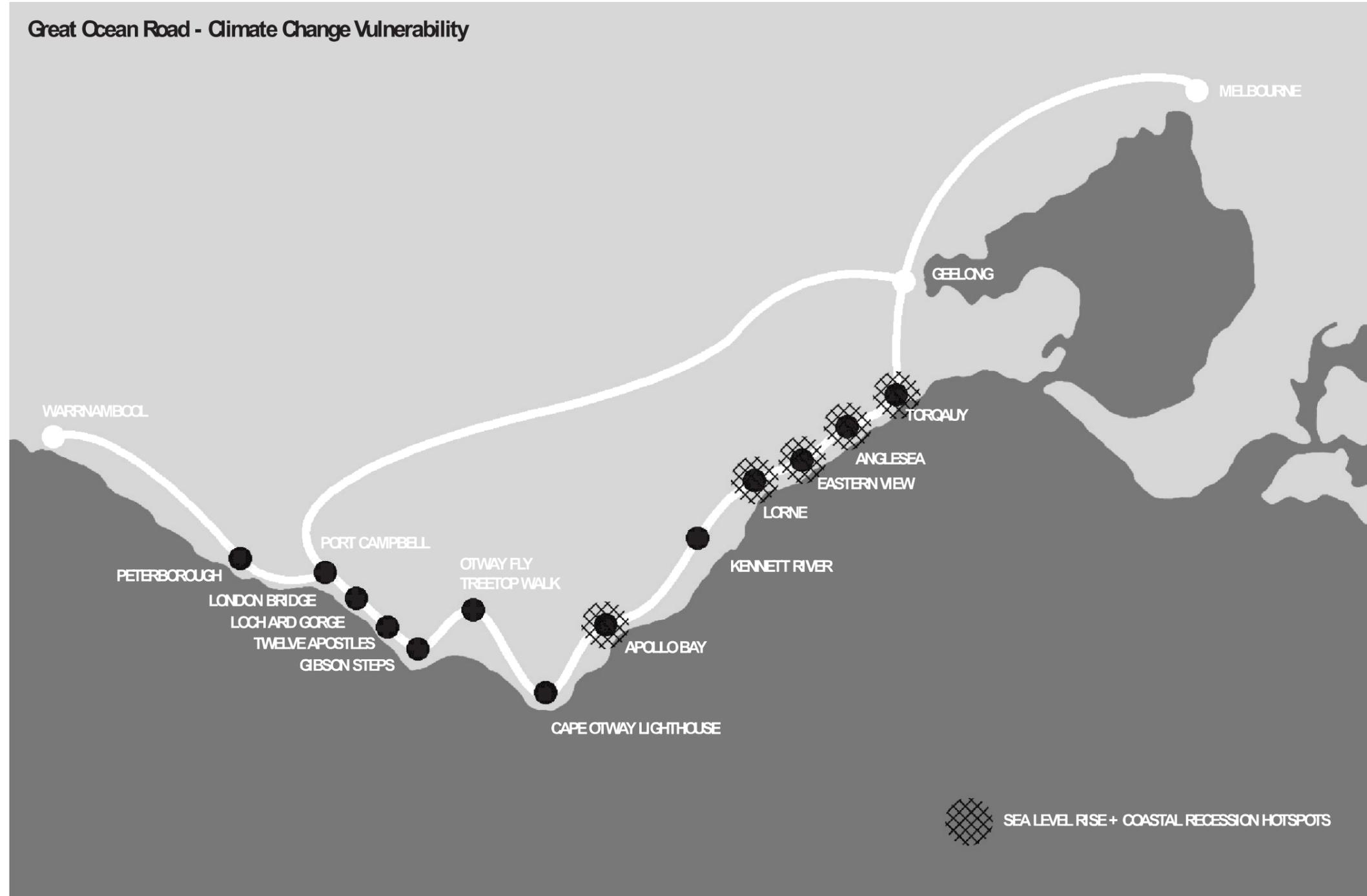
3.6 Climate Change Vulnerability

A changing climate brings with it the potential for significant changes to the Great Ocean Road's coast and marine environments. The Victorian Coastal Strategy acknowledges that sea level rise will inundate some coastal foreshores, some coastlines are expected to retreat and with a changing climate, more frequent storm events will become more intense and new areas will be more severely affected.

As part of SKM's "Coastal Climate Change Vulnerability and Adaptation" report commissioned by the Great Ocean Road Coast Committee, an assessment of climate change risk was undertaken that considered the exposure of assets to coastal hazards resulting from sea level rise as well as the consequences of that exposure. Of the six sections of the Surf Coast region's coastline, four sections were deemed to have a "high" risk of exposure from inundation, storm erosion and coastal recession with a sea level rise between 0.2m and 0.8m. The hot spots include:

- Point Impossible to Bells Beach;
- Point Addis to Urquhart's Bluff;
- Urquhart's Bluff to Spout Creek; and
- North Lorne to Cumberland River

Of particular relevance is the section of the Great Ocean Road between Moggs to Spout Creek, which affects the Memorial Arch Precinct. A whole-of-Great Ocean Road adaption planning strategy approach should be undertaken but this is outside the scope of this project.



4.0 Design Scenarios

4.0.1 Introduction

The Issues and Opportunities Paper identified and discussed a number of key issues associated with the Arch Precinct. At a broader level, it highlighted the fact that the Precinct is sensitive and constrained. Located between the road and a narrow strip of dune coastal habitat with wave action and coastal processes impacting the site, there is a limit to the amount of space that can support facilities and infrastructure into the future. In addition, the area experiences significant beach use and access over summer months, creating further issues for roadside and residential street parking. Specific issues associated with the use of the site included:

- Overcrowding during peak visitation times.
- Safety concerns associated with undefined parking areas.
- Toileting in the nearby dunes and residential areas.
- Littering.
- Unsafe pedestrian practices (standing on the road to take pictures).
- Inappropriate beach access.

Traffic surveys carried out since the Issues and Opportunities Paper provided data that supported the site investigations and anecdotal evidence gathered, and highlighted important issues including:

- Traffic volumes on the Great Ocean Road through the Memorial Arch are approximately 3,000 vehicles per day and comprised predominantly (approximately 90%) light vehicles (cars).
- The car park attracted considerable activity, with approximately 200 vehicles per day. Observations showed a range of illegal parking particularly by buses, creating congestion and meaning that the available capacity within the car park would be typically less than the theoretical capacity.
- The vast majority of traffic stopping at the Arch (approximately 75%) are travelling in an east - west direction.
- Whilst there are clear peak periods for large buses, overall the predominate visitors are small vehicles.
- There is considerable parking within the road shoulder as well as significant pedestrian activity on the Great Ocean Road which is considered to be a higher risk to pedestrian safety.

The resolution and mitigation of these issues, as well as opportunities arising, have been key considerations in the development of **three design scenarios**.

4.0.2 Assessment criteria

As part of a review and testing of all design scenarios, it is important that their merits are assessed against set criteria. The categories below have been established through the Issues and Opportunities Paper, and will be used as a way to test the scenarios. An overview of these categories as well as key issues associated with each are listed below:

Access and Mobility

This category focuses on pedestrian routes and movements throughout the site. Analysis undertaken has identified significant issues around safety, conflicts with the road and vehicle movements, as well as people moving through the dune system causing environmental damage. Parking and vehicle movements, turning, safety, congestion, overall capacity as well the ability to manage buses and larger articulated vehicles are all key factors.

Facilities and Amenity

This category includes the provision of public facilities for visitors. The key discussion issue based on feedback received to date appears to be around the issue of visitors going to the toilet in/around the precinct (i.e. using dunes and roadside areas) as currently no facility is available. Rubbish bin provision as well as management / collection has been identified as an issue.

Cultural Heritage

Clearly the Arch is an iconic and historically significant element associated with the Great Ocean Road - both the history associated with its construction and as a war memorial, and the journey experience for visitors. Key issues have centred around the need to preserve this narrative and experience, yet provide a more coordinated and integrated strategy.

Ecology and Environment

This focuses on the ecology of the foreshore edge and dune system - which are likely to face long term challenges from sea level rises and storm events. Vegetation, particularly the balance and provision of indigenous vs exotic species is a key issue and requires a sensitive approach.

Management and Broader Context

This category is concerned with wider responsibilities for management of the site (currently under multiple jurisdictions) as well as where the Arch 'fits' in the context of the Great Ocean Road journey and experience.

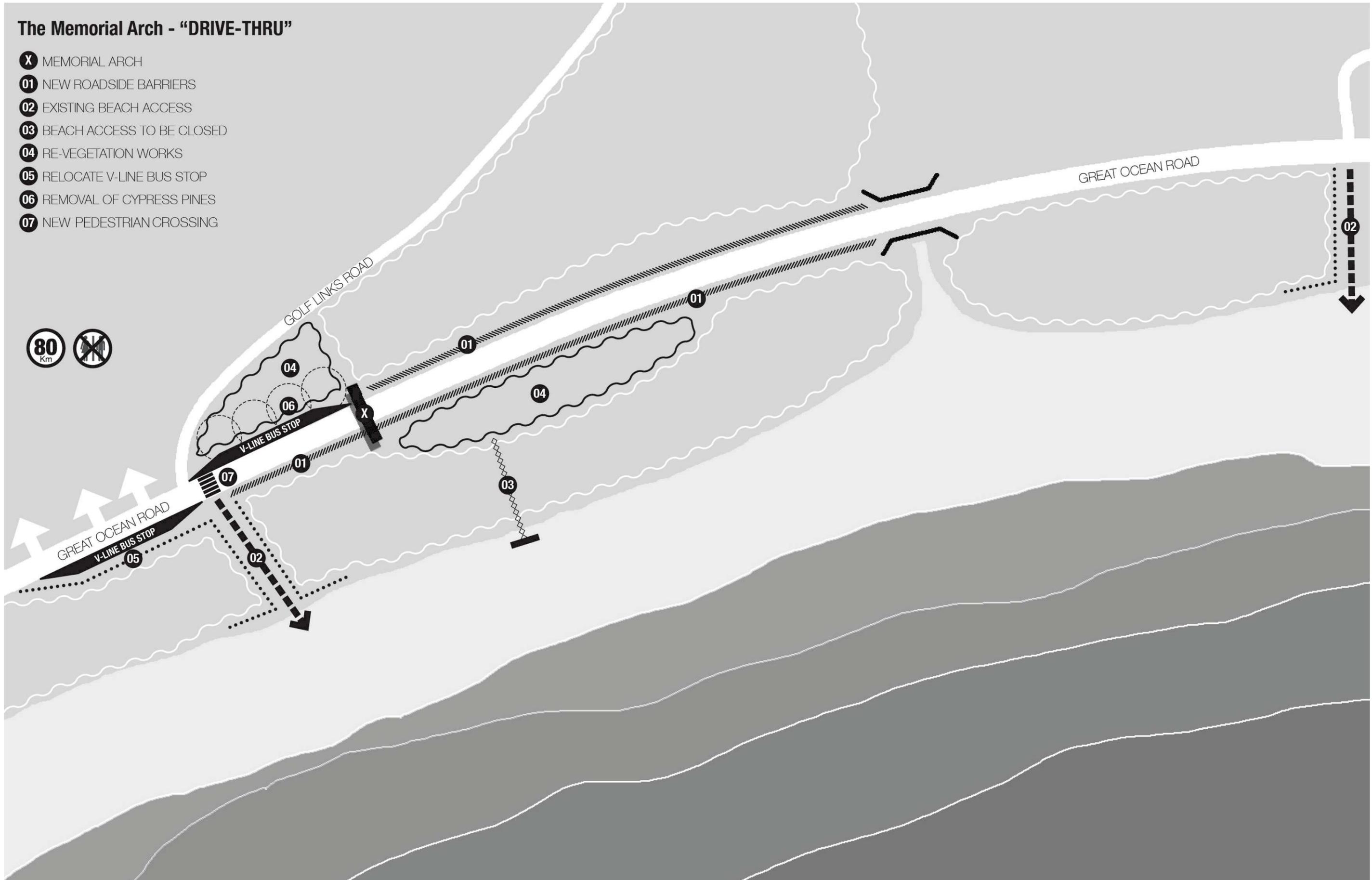
Financial and Commercial

This category looks at the financial and commercial opportunities that could be explored or benefits derived. Feedback and advice received to date suggest that the current function of the Arch Precinct has limited economic benefit to the region, nearby towns, local economy or the authorities responsible for management and investment.

The following three design scenarios have been discussed against all of these criteria with respect to how they address key issues and opportunities, and any key limitations that they present.

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
- 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

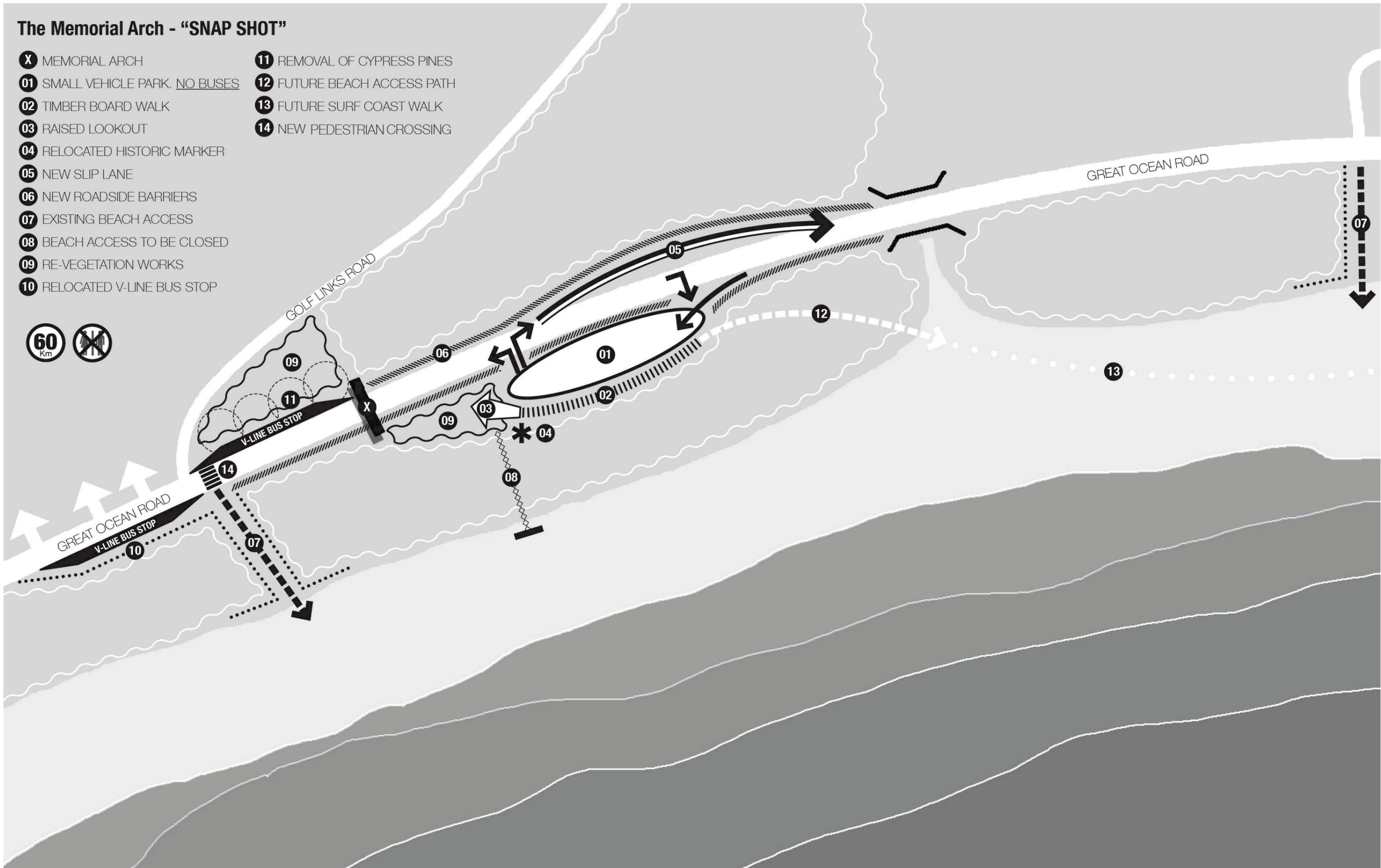
This option reduces the requirements, issues and overheads for on-going management.

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.

The Memorial Arch - "SNAP SHOT"

- X** MEMORIAL ARCH
- 01** SMALL VEHICLE PARK. NO BUSES
- 02** TIMBER BOARD WALK
- 03** RAISED LOOKOUT
- 04** RELOCATED HISTORIC MARKER
- 05** NEW SLIP LANE
- 06** NEW ROADSIDE BARRIERS
- 07** EXISTING BEACH ACCESS
- 08** BEACH ACCESS TO BE CLOSED
- 09** RE-VEGETATION WORKS
- 10** RELOCATED V-LINE BUS STOP
- 11** REMOVAL OF CYPRESS PINES
- 12** FUTURE BEACH ACCESS PATH
- 13** FUTURE SURF COAST WALK
- 14** NEW PEDESTRIAN CROSSING



4.2 'Snap Shot'

4.2.1 Overview and Design Intent

'Snap Shot' seeks to manage and control existing use of the site, whilst mitigating existing conflicts and risks. The key change from the existing arrangement is the removal of parking for large tourist buses and large vehicles from the Precinct, which has considered the traffic survey evidence that shows that the vast majority of site users are self-drive tourists in smaller vehicles, and the management of bus parking is problematic. Under this arrangement the existing parking space is retained in the current location but allows only small vehicles. The footprint of the existing parking area is not increased, and depending on the number and layout of spaces provided (the subject of future detailed design) there is an opportunity to reduce the existing footprint. Right and left hand turns into the car park are maintained, with the addition of a 'slip lane' eastbound for overtaking propping vehicles. A feature of the 'Snap Shot' scenario is far more defined and controlled access from the parking area via a boardwalk and raised viewing lookout designed for photo opportunities with the Arch as a backdrop. The existing pedestrian plaza area close to the Arch is removed, protected and re-vegetated. 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.
- The existing Diggers Memorial statue and Great Ocean Road bronze plaque is retained but re-located in a position integrated with the boardwalk and lookout. Other existing historical and interpretive signs near the Arch would be removed in their current form and re-interpreted as part of a combined narrative and integrated within the structure rather than stand alone (see image opposite).
- The existing beach access path from the carpark would be closed and re-vegetated, with the local beach access adjacent to Golf Links Road 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 are to be removed and the area re-vegetated.
- Under this (and all) scenarios there are no toilet facilities included.
- The speed limit is reduced to 60km/hr under this scenario.

4.2.2 Broader Context

The 'Snap Shot' scenario does remove some current experiences away from the Memorial Arch itself - particularly for tourist buses, therefore must consider adjoining and broader context of the Great Ocean Road.

As with the 'Drive Thru' option, the **photo opportunity** that currently exists for large tour bus patrons will be removed and a creative, alternative option 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.

While **historical and interpretive signs and monuments** including the Diggers Memorial statue and the Great Ocean Road bronze plaque would be retained at the Arch, it would be important to provide options for information, history and significance of the Arch to those tourists who may no longer access the site directly.



The images opposite 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.

4.2.3 Assessment criteria

The 'Snap Shot' option addresses the assessment criteria as follows:

Access and Mobility

Vehicular and pedestrian access to the Arch have been reduced and controlled to respond to the safety and accessibility conflicts which currently exist. Access to the beach is reduced, however maintained and controlled for local access. More defined and well-designed boardwalk and viewing areas have the opportunity to create safer and improved all abilities access.

Facilities and Amenity

The reduced access (no large buses) has led to toilet facilities not being deemed appropriate. There are opportunities for improvements to amenities at the site such as bins, signage, barriers, viewing areas.

Cultural Heritage

The Diggers Memorial statue and bronze plaque is retained within this scenario, and the opportunity for a more integrated location exists. The aggregation and re-interpretation of other historical and informative signage into a more single narrative is an opportunity to consolidate the unique symbolism and visitor experience of the Arch.

Ecology and Environment

The overall footprint of the parking area may not be reduced, limiting the opportunity to undertake significant re-vegetation and dune protection measures. The inclusion however of barriers, separated walking and viewing areas and reduced beach access all intend to improve the protection and quality of the environment.

Management and Broader Context

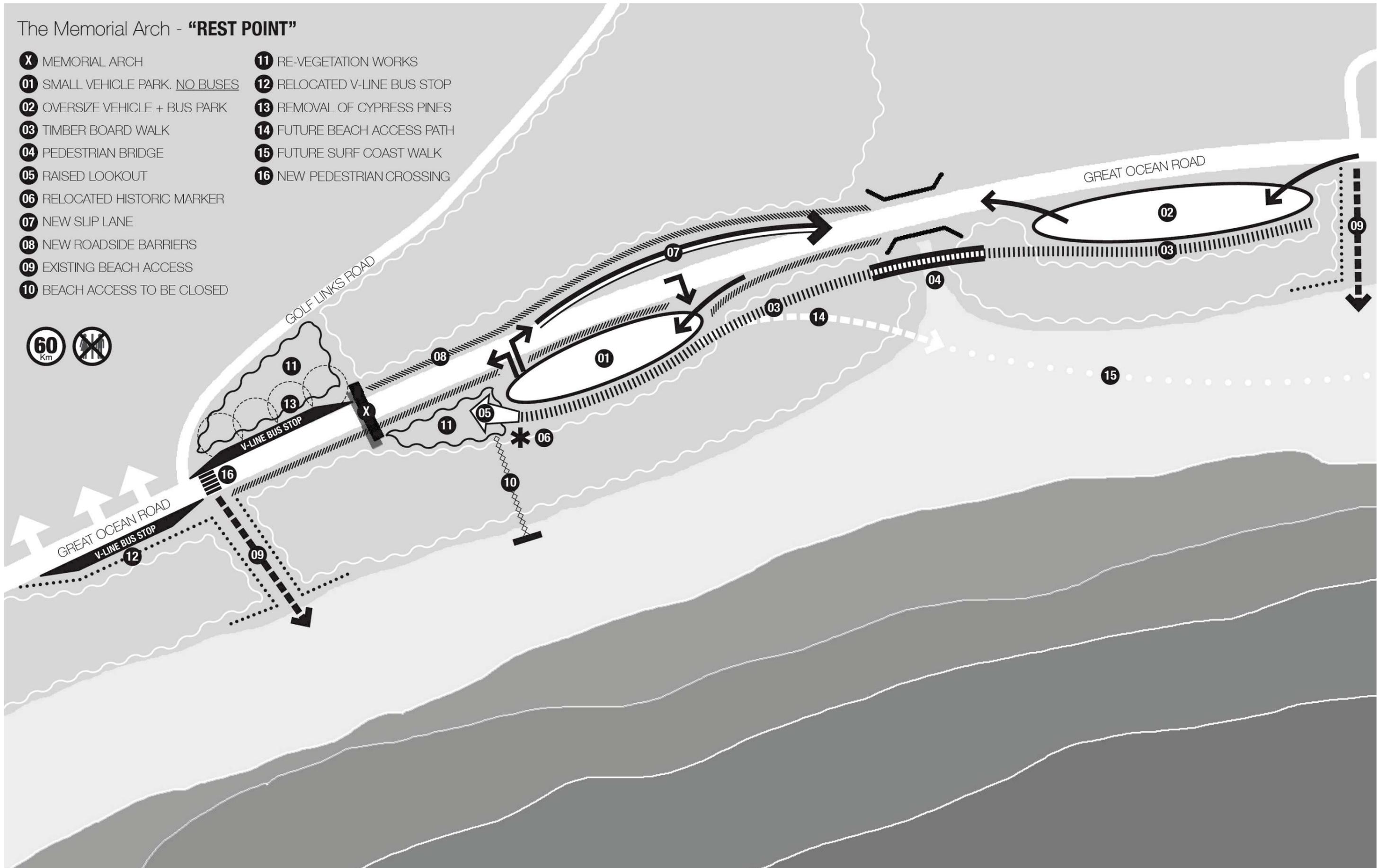
This option, with reduced access and the removal of large bus access has the opportunity to simplify and reduce the requirements, issues and overheads for on-going management.

Financial and Commercial

This option has some, if limited scope for any commercial venture at the Arch, however those opportunities could be taken up off-site through re-located visitor amenities and experiences.

The Memorial Arch - "REST POINT"

- X** MEMORIAL ARCH
- 01** SMALL VEHICLE PARK. NO BUSES
- 02** OVERSIZE VEHICLE + BUS PARK
- 03** TIMBER BOARD WALK
- 04** PEDESTRIAN BRIDGE
- 05** RAISED LOOKOUT
- 06** RELOCATED HISTORIC MARKER
- 07** NEW SLIP LANE
- 08** NEW ROADSIDE BARRIERS
- 09** EXISTING BEACH ACCESS
- 10** BEACH ACCESS TO BE CLOSED
- 11** RE-VEGETATION WORKS
- 12** RELOCATED V-LINE BUS STOP
- 13** REMOVAL OF CYPRESS PINES
- 14** FUTURE BEACH ACCESS PATH
- 15** FUTURE SURF COAST WALK
- 16** NEW PEDESTRIAN CROSSING



4.3 'Rest Point'

4.3.1 Overview and Design Intent

The 'Rest Point' scenario is an extension of the 'Snap Shot' arrangement but with the addition of bus parking further to the east of the current car park. This is an area currently disturbed and identified under existing GORCC Management plans for weed eradication. There is also an existing roadside lay over in the vicinity. The two parking areas are linked via a boardwalk and bridge, with a similar raised viewing lookout provided to capture views and photo opportunities of the Arch. The 'Rest Point' scenario is predicated on maintaining the current experiences and amenities at the Memorial Arch across a larger area to reduce conflicts and congestion.

In developing the 'Rest Point' proposition, the utilisation of the existing V-Line bus stop for tourist bus parking rather than creating a park to the east was considered, however it was felt that this location was less suitable. It is located on the departure rather than arrival side of the Arch for the majority of users, would create conflicts with public buses, may encourage visitors to access the Arch along the road or shoulder, and would not provide separation from tourism and local uses.

The 'Rest Point' proposition considers the precinct more broadly, and looks ahead towards the potential of future inter-connected walks with a series of nodes and destinations - including the Memorial Arch. It is envisaged that this scenario may be a longer term consideration, with the ability to be developed in stages.

Specific elements include:

- The addition of roadside barriers as per other scenarios.
- The existing Diggers Memorial statue and Great Ocean Road bronze plaque is retained but re-located in a position integrated with the boardwalk and lookout. Other existing historical and interpretive signs near the Arch would be removed in their current form and re-interpreted as part of a combined narrative and integrated within the structure rather than stand alone.
- The existing beach access path from the carpark will be closed and re-vegetated, with the local beach access adjacent to Golf Links Road 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 will 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 are to be removed and the area re-vegetated.
- Under this (and all) scenarios there are no toilet facilities included.
- The speed limit is reduced to 60km/hr under this scenario.

4.3.2 Broader Context

A key aspect in relation to the broader context is the consideration of future planned **walks** including a potential long term extension of the Surf Coast walk to Cumberland River. This provides the opportunity to see the Great Ocean Road as not only a driving route, but as a walking route with a new range of experiences, discovery and lower impact tourism.

Historical and interpretive signs and monuments including the Diggers Memorial statue and Great Ocean Road bronze plaque would be retained and re-configured at the Arch, as per the 'Snap Shot' scenario.



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.

4.3.3 Assessment criteria

The 'Rest Point' option addresses the assessment criteria as follows:

Access and mobility

Vehicular and pedestrian access to the Arch has not been reduced, but controlled and dispersed to respond to the safety and accessibility conflicts which currently exist. All vehicle types are catered for. More defined and well-designed boardwalk and viewing areas have the opportunity to create safer and improved all abilities access. Direct access to the beach for visitors may be a future addition. Local beach access is maintained and controlled.

Facilities and Amenity

While current access levels and anticipated visitor numbers may be maintained, toilet facilities have not been deemed appropriate. The opportunities to better utilise and promote existing facilities nearby and en-route would need to be taken. There are opportunities within this scenario for improvements to general facilities and amenities at the site such as bins, signage, barriers, viewing areas.

Cultural Heritage

The Diggers Memorial statue and bronze plaque is retained within this scenario, and the opportunity for a more integrated location exists. The aggregation and re-interpretation of other historical and informative signage into a more single narrative is an opportunity to consolidate the unique symbolism and visitor experience of the Arch.

Ecology and Environment

The overall footprint of the existing parking area may not be reduced, and further bus parking infrastructure would be provided that will limit any net gains for re-vegetation. The inclusion however of barriers, separated walking and viewing areas and reduced beach access all intend to improve the protection and quality of the environment. The provision of extensive constructed boardwalk, bridges and viewing areas may be at risk of future climate change impacts including storm surge and sea level rise.

Management and Broader context

This option does not reduce overall access and anticipated visitor numbers. The dispersion of facilities and infrastructure does expand the site area which may present more onerous requirements, issues and overheads for on-going management.

Financial and commercial

This option, with expanded and more dispersed facilities and infrastructure may present more scope for commercial ventures at the Arch.

4.4 'Other option'

The three scenarios or 'options' presented in this paper cover the main priorities and design directions that have been discussed and workshopped with the Agency Working Group, Community Reference Group and the Great Ocean Road Coastal Committee. There is however, opportunity for other ideas or options to be put forward for consideration.



5.0 Next Steps

5.1 Next steps

The release of this Options Paper is an important milestone in the development of the Memorial Arch Precinct master plan. This paper is to be presented to the established Agency Working Group and Community Reference Group, before the paper is opened to broader public consultation over summer to inform decision on most viable option for master plan design.

GORCC will:

- Undertake short term management options to address safety and environmental concerns.
- Work with agencies about alternate photo opportunity locations and better information about the promotion of amenities and facilities along the Great Ocean Road.