

# Media Release



EMBARGOED UNTIL 12.00 11 May

11 May 2018

## Point Grey – Lorne Redevelopment Design Competition Winner

The Great Ocean Road Coast Committee has great pleasure in announcing the winning design for the Point Grey – Lorne Redevelopment Architectural Design Competition.

The winning design was by a multi-disciplinary team comprising Searle x Waldron Architecture and Edwards Moore Projects, which was commended for: “demonstrating a deep and thorough understanding of and response to the local histories, peoples and environments within which the site is located. The submission deftly navigates the intimacies of scale and geometry, which together create a design response that is cohesive, responsive and adaptable.

A five-person jury that assessed the submissions included the award-winning Victorian architects John Wardle and Kristin Green, former GORCC CEO Richard Davies, urban designer and landscape architect Bronwen Hamilton, from the Office of the Victorian Government Architect, and Monash University manager of campus design, Jocelyn Chiew.

The jury commended all four teams for the time, resources and creative energy they have committed to this project and competition. In developing their submissions, all four teams have spent considerable time at Point Grey, developing an understanding of the site, its weather patterns, landscape and history, as well as its current use and future potential.

The jury found the winner had a “compelling design strategy for the site. This expression of place ties the future development of the site to its ancient occupation as a place of gathering.”

The design follows a community supported master plan that provided a framework for a project delivering 30 construction and 14 hospitality jobs with a significant multiplier for service and supply jobs.

Great Ocean Road Coast Committee Chairman Ken Northwood said he was very pleased to present a winning design of such high quality, ahead of further community consultation prior to seeking planning approvals.

“I commend the work of the winner and all entrants to the competition. We sought a design that reflects community aspirations; through the celebration of past communities, embracing present communities, and enticing future communities.”

“We heard that the community wanted something with a “wow factor” that encouraged the millions of tourists visiting every year to “stop, spend and stay” in Lorne. We also heard that the history of the site needed to be celebrated, and there must be strong connections to the town and the hinterland. This is a once-in-a-lifetime opportunity to create something truly unique and distinctive at one of the most outstanding sites on the Great Ocean Road.”

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*Caring for the coast and community*

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“We understand the importance of this project for both current residents and visitors to Lorne, but also future generations,” said Mr Northwood.

Mr Northwood thanked the jury for their contribution to this vital project for Lorne.

There will be ongoing community consultation with the Lorne community around the detail of the site plan. To register your interest in finding out more about the project and engagement opportunities, visit the Great Ocean Road Coast Committee website at [www.gorcc.com.au](http://www.gorcc.com.au).

Key points about the Point Grey – Lorne Redevelopment:

- a community supported master plan that provides a project delivering 30 construction and 14 hospitality jobs with a significant multiplier for service and supply jobs
- completed business case
- a \$6.9m project
- \$1.5m committed by the Great Ocean Road Coast Committee
- Project priority of G21, Surf Coast Shire and Great Ocean Road Regional Tourism
- The redevelopment will be ready to commence construction in 2019, subject to further funding.

The Great Ocean Road Coast Committee is a not-for-profit organisation that manages 37km of public land and coastline from Torquay to Lorne. All dollars raised through our commercial operations are reinvested back into the coastal environment, caravan parks and the community.

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