



Project information and background

Great Ocean Road Coast Committee

MEMORIAL ARCH PRECINCT MASTER PLAN 2016

Project rationale

A master planning project for the Great Ocean Road Memorial Arch is being conducted by the Great Ocean Road Coast Committee (GORCC) to identify a vision and plan for the future use and management of the precinct.

The master planning project (the project) will assess the area including its facilities, current site uses, stakeholders and all associated issues. The area attracts high visitation (often for a short but intense period each day) meaning that traffic and pedestrian safety issues will be areas of focus.

Several issues have been identified in relation to the area, with the GORC Committee recognising that there is a high level of community interest in this iconic precinct. Community feedback raising issues, opportunities and concerns in relation to the area has been received via several planning processes, most notably the 2005 Memorial Arch Landscape Concept Plan and the Fairhaven to Eastern View Master Plan (draft, 2015).

In response, the Committee has approved the preparation of a specific, detailed, stand-alone plan for this precinct. The process is supported by the Department of Environment, Land, Water & Planning (DELWP) and Surf Coast Shire (SCS) and the primary aim of the project is to resolve and address these issues through a multi-agency approach.

Project objectives

- Develop a master plan that improves use and management of the Arch precinct, and provides a vision and plan for the future.
- Analyse projected levels of climate change and coastal process impacts to determine a strategy that accommodates these impacts.
- Develop a stakeholder/user management strategy that addresses current issues at the precinct now and into the future.
- Determine a preferred option to address the issue of toileting at the precinct.
- Identify appropriate works to upgrade and enhance the area while considering people's accessibility, use and enjoyment of it, which are also in line with other key documents and strategies.
- Consolidate community and stakeholder feedback, and incorporate appropriate elements into a final master plan design.
- Determine whether any additional opportunities for future use and development exist.

Community and stakeholder engagement

Overview

A large range and number of stakeholders have an interest in the project, ranging from the local community (including residents, holiday home owners and businesses), through to local community groups and organisations, state government representatives and many others in-between.

Input from these stakeholders is critical to the success of the project and the final plan needs to reflect their desires for the precinct. The plan will be developed through a process which acknowledges their interests and concerns, is transparent and respects competing priorities.

A comprehensive consultation process that appropriately engages all relevant stakeholders, provides all interested parties information about the plan, and offers opportunities to contribute ideas and feedback to the process will take place. This may include (but will not be limited to) mechanisms such as surveys and submissions processes.

In addition to opportunities for the involvement of the broad public in the planning process, two separate groups of stakeholders are to be formed to provide a formal mechanism for the participation of key groups and individuals:

- Community Reference Group – comprising representatives from the local community, including residents, visitors, businesses, community groups, etc.
- Agency Working Group – comprising representatives from the main government bodies with a role in the project.

Agency Working Group (AWG)

Agencies and land managers with an interest in the precinct include:

- DELWP – overarching Crown land manager (State Government) and the ultimate approving authority.
- GORCC – delegated land manager of car park and beach access points.
- VicRoads – delegated land manager of the road reserve, including land within one meter of the reserve and pull over area.
- SCS – delegated land manager of land adjoining the Arch. SCS also manages the Memorial Arch, five plaques and one sculpture within the precinct.
- Parks Victoria – delegated land manager of adjoining Great Otway National Park.
- Great Ocean Road Regional Tourism (GORRT) – leads the development, marketing, advocacy and management of tourism for the Great Ocean Road region.
- Powercor – owns and manages poles and wires delivering electricity to adjacent homes/buildings.

Representatives of these bodies will be invited to take part in the AWG for the project.

Community Reference Group (CRG)

Nearby residents, relevant local community groups and organisations and the wider coastal community also have a keen interest in this iconic area and will play an integral role in the planning process.

A CRG has been formed to provide a structured mechanism for gaining input and feedback from community representatives during the development of the plan. This will be facilitated primarily via meetings of the group at key points during the process.

Members of the CRG are:

- Russell Barnes (Eastern View resident)
- Steven Sprague (Lorne resident, member of the Lorne CFA, business owner)
- Philip Rounsevell (Moggs Creek resident)
- Margaret MacDonald (Honorary Secretary, Friends of the Eastern Otways)
- Diana Trewenack (Eastern View resident)
- Joanne Bailey (Eastern View resident)
- Paul Shannon (Fairhaven Surf Life Saving Club)
- Barbara Fletcher (Committee Member, AIDA)

Key issues and considerations

The following key issues will be considered during the planning process.

- Tourism impacts and issues, including: 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) and inappropriate beach access/dune destruction.
- The need for a toilet or viable solution, such as encouraging tourist coaches to utilise existing public toilets (Fairhaven, Anglesea, Aireys Inlet, Urquharts Bluff).
- Insufficient number of rubbish bins and patrols.
- Lack of coordination between relevant management authorities, particularly regarding weed removal and management of the precinct.
- Insufficient communication between managing authorities and tourism companies.
- Lack of international signage to communicate site issues and appropriate behaviour.
- Current 80km speed limit and traffic safety.
- Undergrounding of power lines.

The GORC Committee has established a set of project parameters and key considerations for this project. These mainly relate to site limitations, coastal processes/climate change impacts and adaptation strategies. In summary:

1. The Arch precinct is located between the road and a narrow strip of dune coastal habitat. This habitat is inherently dynamic, with wave action and coastal processes impacting the site. This typically results in a seasonal cycle of beach erosion in winter and beach accretion in summer; however significant weather events can cause change at any time of the year.
2. In line with predicted sea level rise, major storm events and shoreline recession rates, erosion has the greatest potential to impact the Arch precinct, particularly regarding the amount of space that can support facilities and infrastructure into the future.
3. The project will explore projected climate change and coastal process rates and their likely impact within the precinct, and trigger points at which adaptation strategies must be implemented. It will also determine what infrastructure is appropriate on the site, in line with these projections and trigger points.

4. The duration of the final master plan should be no more than 10 years. This is to ensure the master plan's feasibility is not compromised as a result of climate change and coastal process impacts.

Anticipated project timeline

The below timeline is currently in the process of being confirmed. Please note that any dates provided are indicative only and subject to change. More detail will be provided shortly.

ACTIVITY	START	END
Issues and Opportunities Paper released	Tuesday 5 January 2016	Friday 26 February 2016
Consultation results analysis (report prepared)	Friday 26 th February 2016	TBC
Draft guiding principles and vision for the precinct developed for consultation with CRG and AWG.	TBC	TBC
GORC Committee consideration and approval of guiding principles and vision	TBC	TBC
Draft master plan developed based on guiding principles and vision and feedback received on Issues and Opportunities Paper as well as other inputs and considerations.	TBC	TBC
GORC Committee considers and approves draft master plan for public release.	TBC	TBC
Consultation on draft master plan (includes consultation with AWG, CRG, stakeholders and wider community)	TBC (expected to be late 2016 or early 2017)	TBC
Changes to draft plan incorporated based on feedback received from stakeholders and the wider community.	TBC	TBC
GORC Committee approval – final master plan	TBC	TBC
Approval process (State Government) – final master plan	TBC	TBC
Final master plan released.	TBC	TBC