

VISION

A WORLD CLASS VISITOR DESTINATION ON THE SHIPWRECK COAST

THE BIG PICTURE

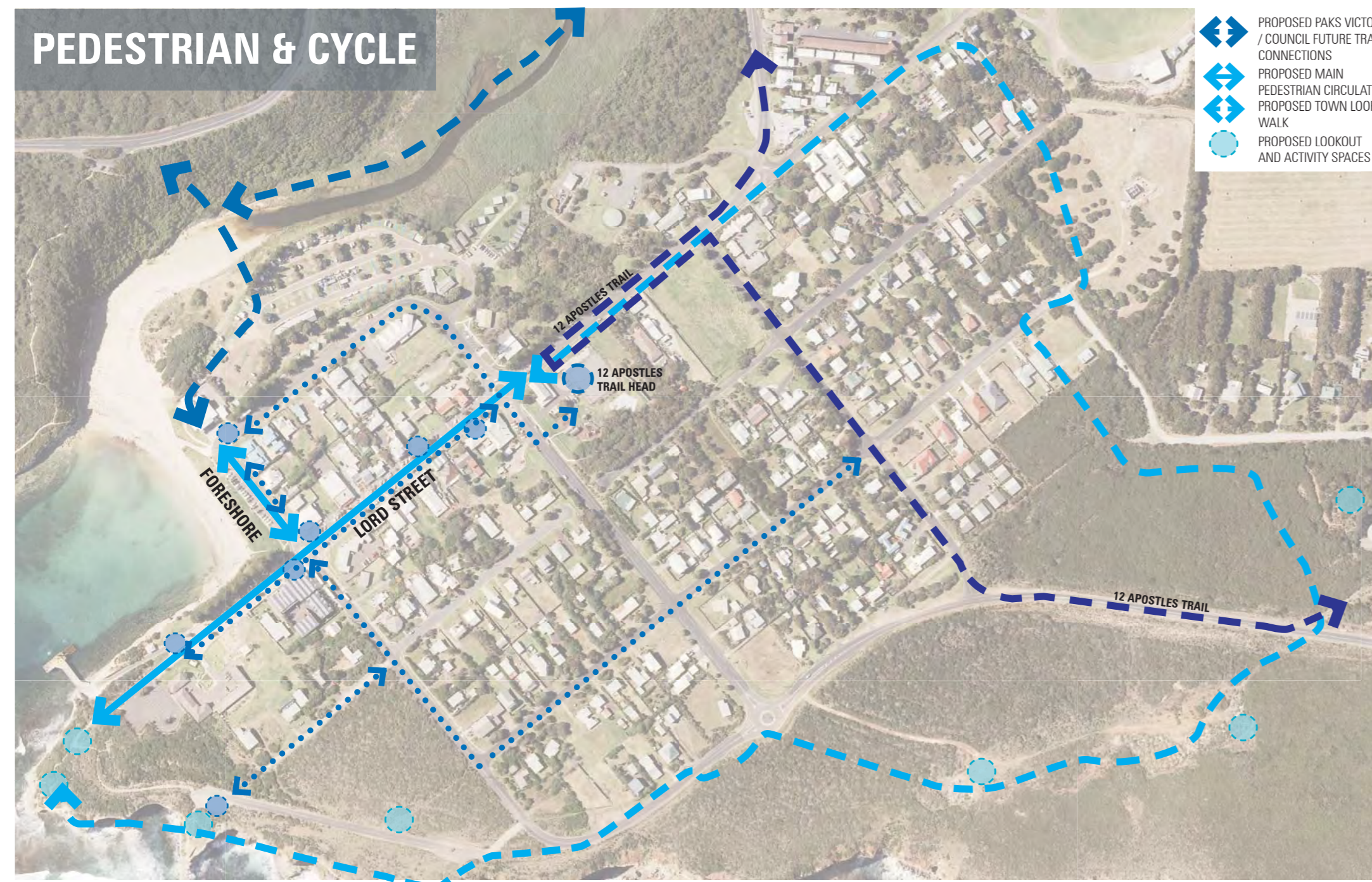


DESIGN PRINCIPLES:

1. CAPTURE PORT CAMPBELL'S UNIQUE RURAL, COASTAL AND HISTORIC CHARACTER
2. PROVIDE HIGH QUALITY PUBLIC REALM
3. CREATE A PEDESTRIAN FOCUSED TOWN CENTRE
4. RESPECT THE NEEDS OF LOCAL RESIDENTS
5. CAPTURE THE OPPORTUNITIES PROVIDED BY VISITORS TO THE SHIPWRECK COAST
6. CREATE AN ENGAGING AND MEMORABLE VISITOR EXPERIENCE
7. APPLY ENVIRONMENTALLY SUSTAINABLE DESIGN PRINCIPLES



PEDESTRIAN & CYCLE



PEOPLE FOCUSED

RESPONDING TO LOCAL NEEDS & CREATING A MEMORABLE PLACE FOR VISITORS FROM AROUND THE GLOBE



VEHICLE



ACTIVITY

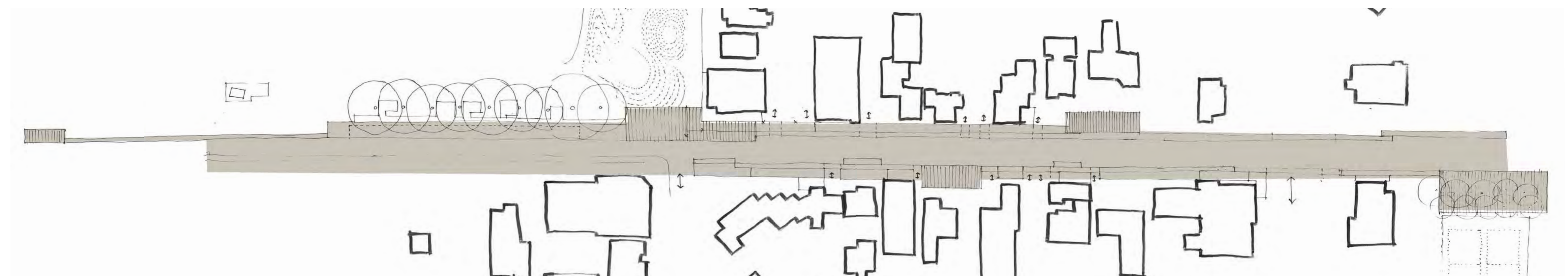


LORD STREET

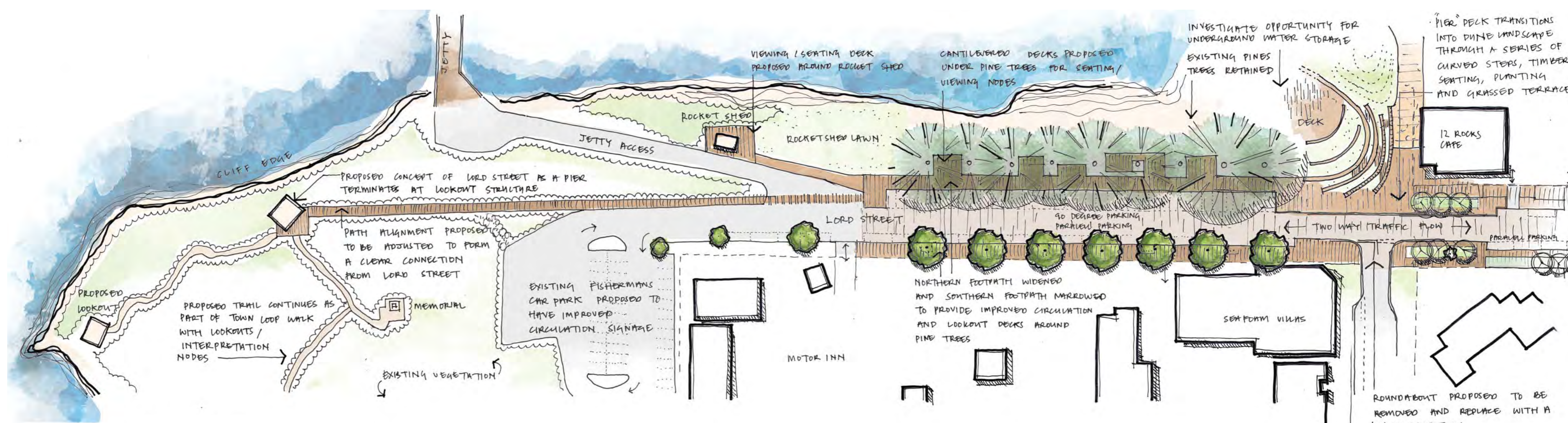


LORD STREET PIER CONCEPT:

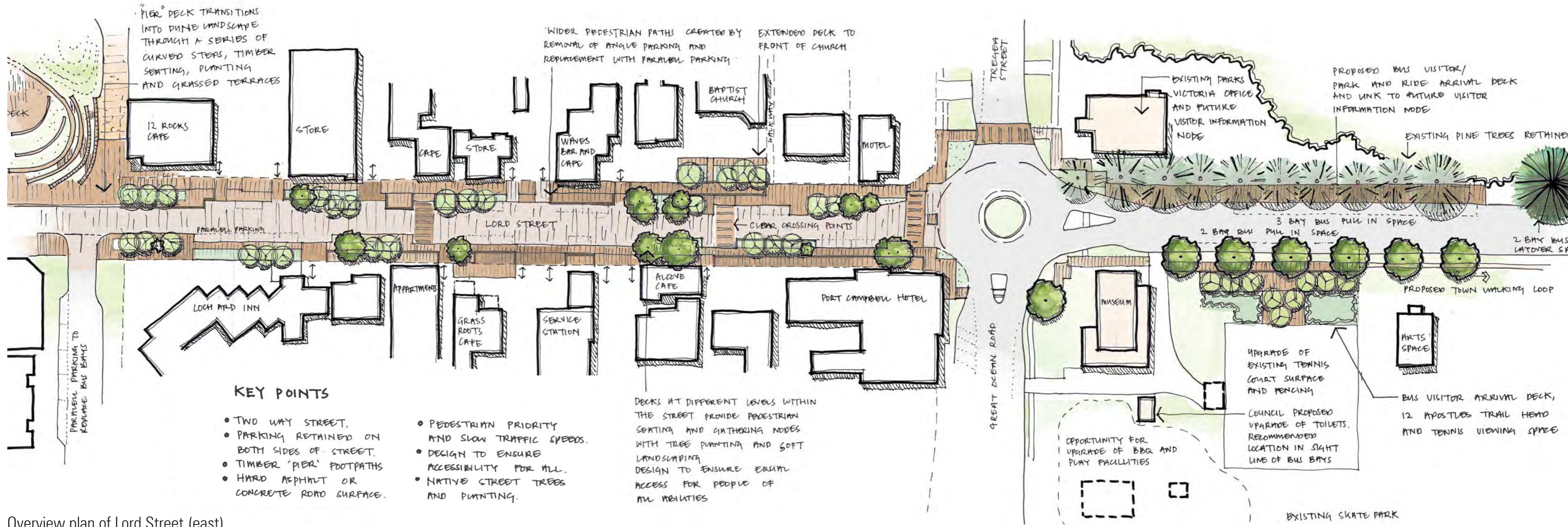
PROPOSED CONCEPT OF LORD STREET AS A PIER, FORMING A CONTINUOUS PEDESTRIAN PRIORITY CONNECTION FROM THE PUBLIC PURPOSE RESERVE TO THE HEADLAND. TO TIE TOGETHER THE MAIN COMMERCIAL AREA AND PROVIDE A VISITOR EXPERIENCE WHICH ENCOURAGES EXPLORATION OF THE HEADLAND AND PORT CAMPBELL SURROUNDS.



Landscape response
Drawing 1



Overview plan of Lord Street (west)
Drawing 2



Overview plan of Lord Street (east)
Drawing 3

LORD STREET

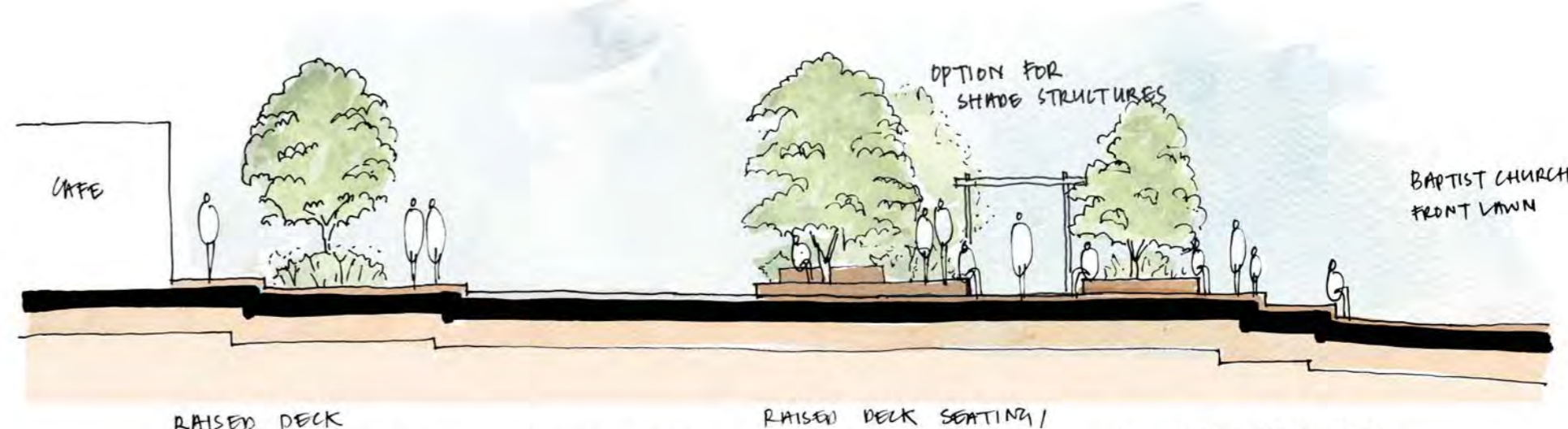


RAISED DECK
PEDESTRIAN FOOTPATH
AND SEATING /
GATHERING NODES WITH
TREE PLANTING

TWO WAY ROAD

PEDESTRIAN FOOTPATH
AND SEATING / GATHERING
NODES WITH TREE PLANTING

STORE AND
CAFE



RAISED DECK
PEDESTRIAN FOOTPATH
AND SEATING /
GATHERING NODES

TWO WAY ROAD

RAISED DECK SEATING /
GATHERING NODES AND
PEDESTRIAN FOOTPATH

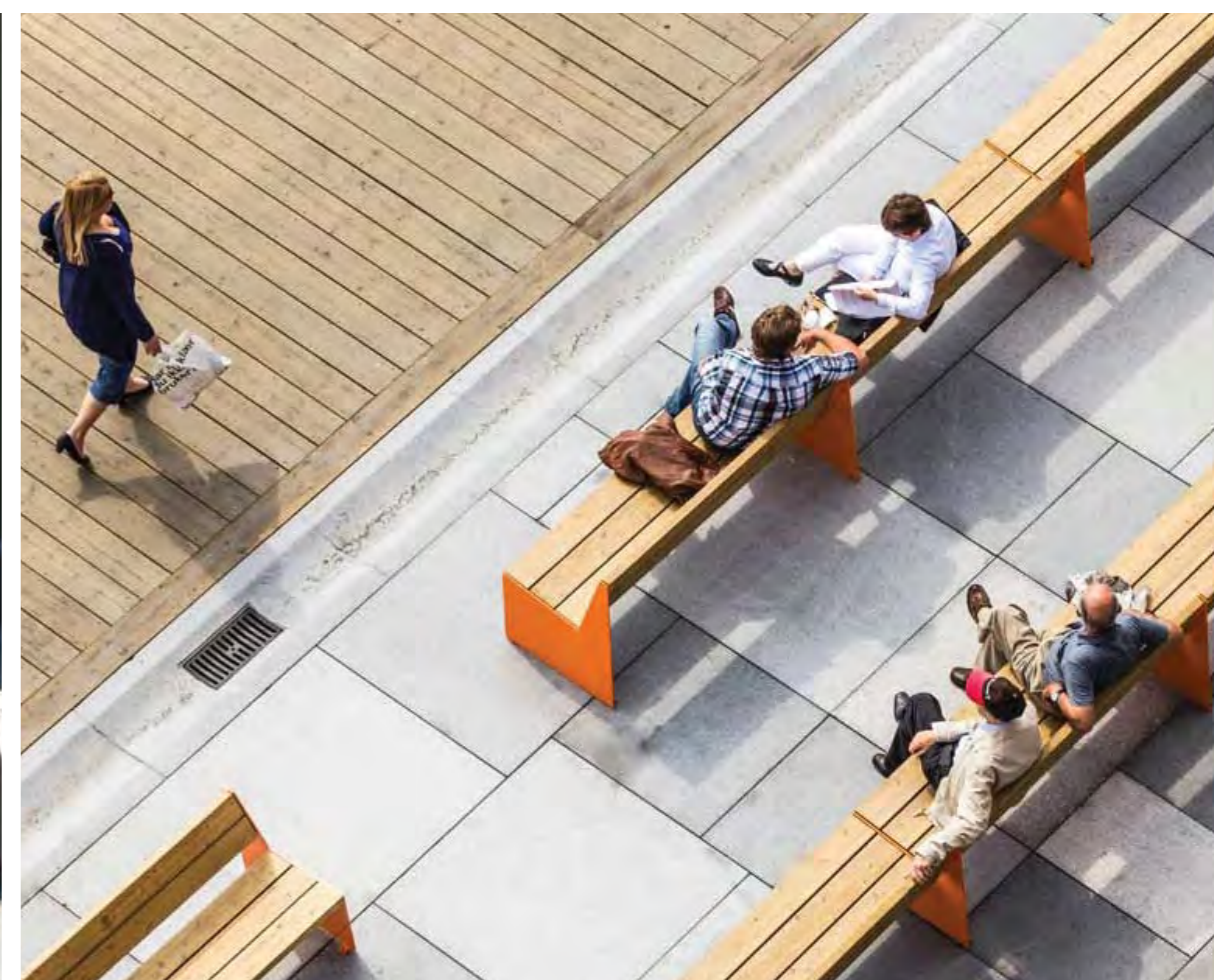
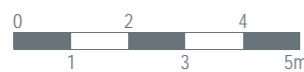
DECK EXTENDING INTO
BAPTIST CHURCH FRONT GARDEN

OPTION FOR
SHADE STRUCTURES

BAPTIST CHURCH
FRONT LAWN

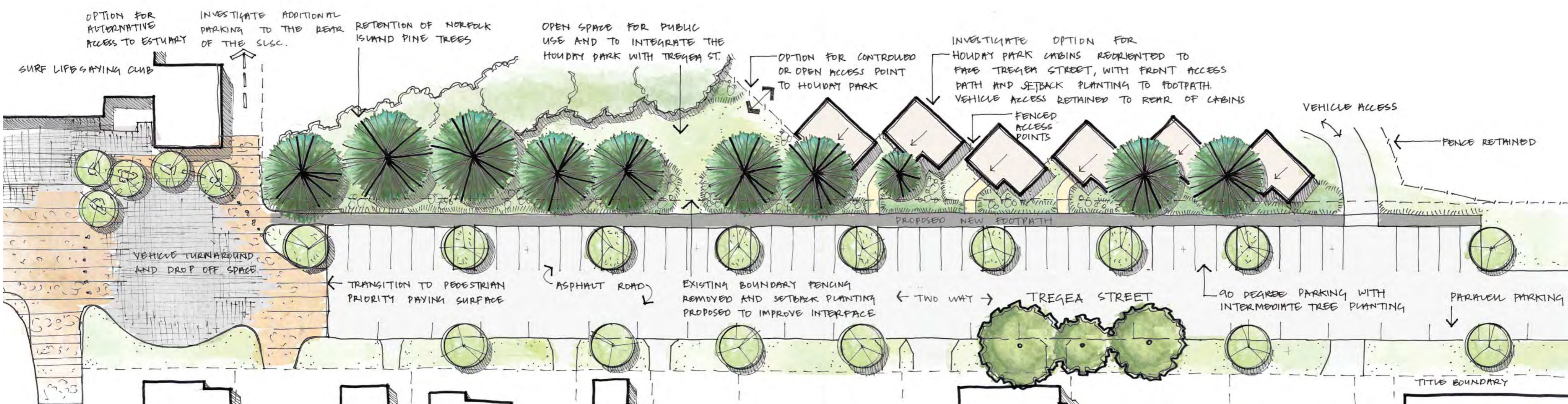
TIMBER SELECTION TO BE LOW MAINTENANCE
AND LOW COMBUSTIBILITY

Lord Street Sections
Drawing 4 & 5



Lord Street materiality

TREGEA STREET



Overview plan for Trega Street
Drawing 6



KEY POINTS

- TWO WAY STREET.
- ASPHALT ROAD SURFACE.
- NEW FOOTPATH TO WEST SIDE OF STREET.
- ADDITIONAL PARKING BAYS.
- PAVED TOWN PLAZA.
- OPPORTUNITY TO REORIENT HOLIDAY PARK CABINS AND IMPROVE THE INTERFACE TO TREGA ST.
- 90 DEGREE PARKING TO WEST SIDE OF STREET.
- PARALLEL PARKING TO EAST SIDE OF STREET.
- VEHICLE TURNAROUND SIDES FOR CARAVANS AND LONG VEHICLES.



EXISTING PINE TREES RETAINED

PROPERTY BOUNDARY

TREGA STREET

CABINS ORIENTED TO TREGA STREET WITH FRONT ACCESS AND SETBACK PLANTING

PEDESTRIAN FOOTPATH

PARKING BAY / TREE PLANTING OUTLAND

TWO WAY ROAD

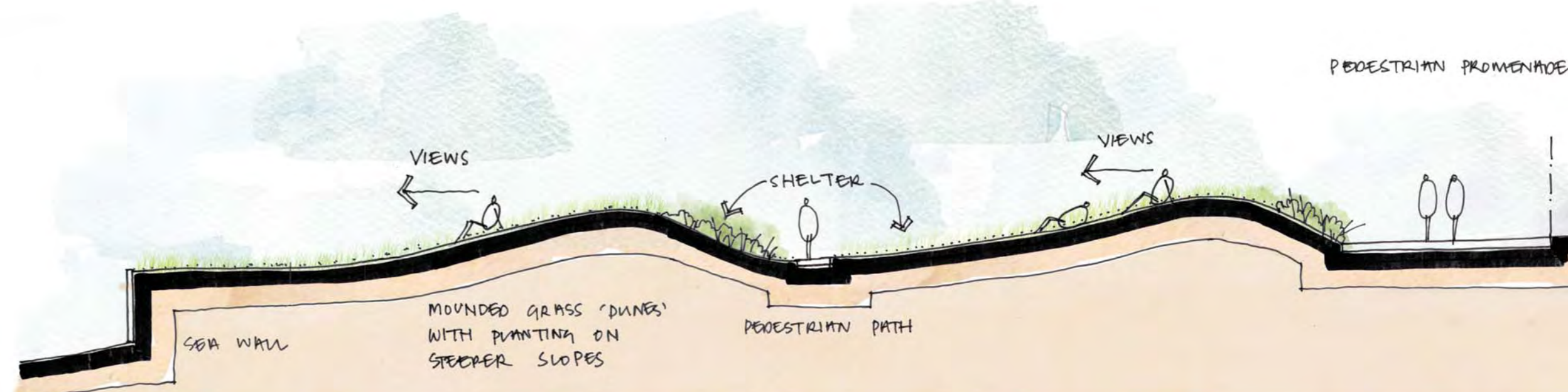
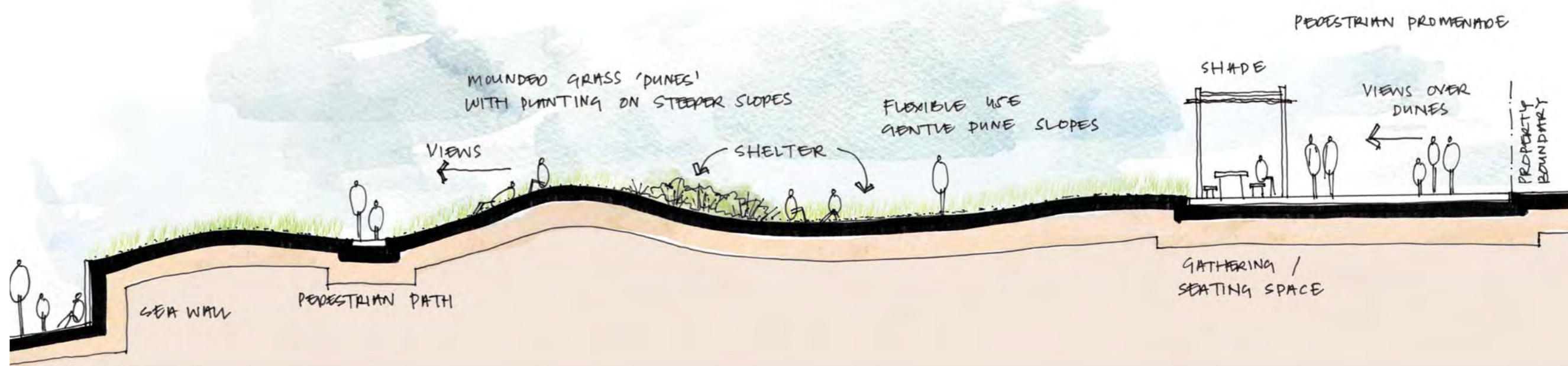
PARALLEL PARKING

Trega Street Section
Drawing 7

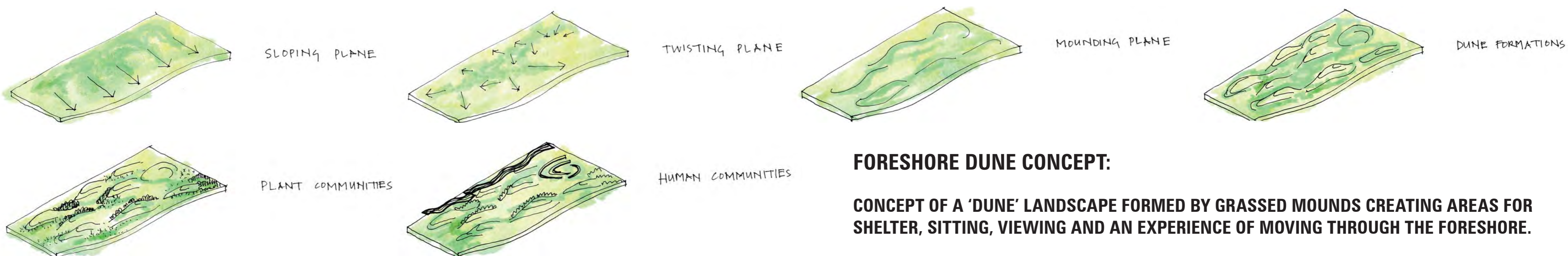


Trega Street materiality

FORESHORE



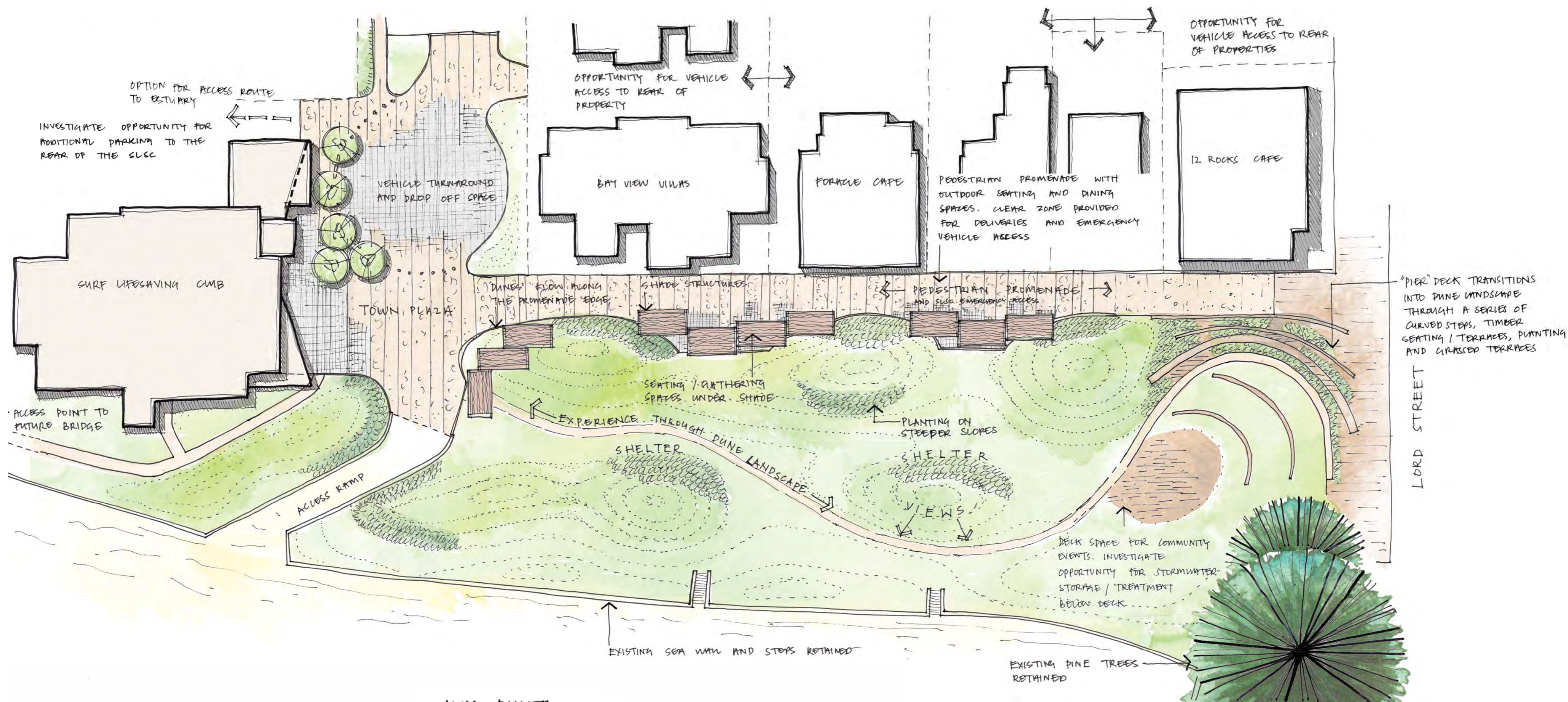
Foreshore Sections
Drawing 8



Landscape response
Drawing 9

FORESHORE DUNE CONCEPT:

CONCEPT OF A 'DUNE' LANDSCAPE FORMED BY GRASSED MOUNDS CREATING AREAS FOR SHELTER, SITTING, VIEWING AND AN EXPERIENCE OF MOVING THROUGH THE FORESHORE.



Overview plan for the Foreshore
Drawing 10

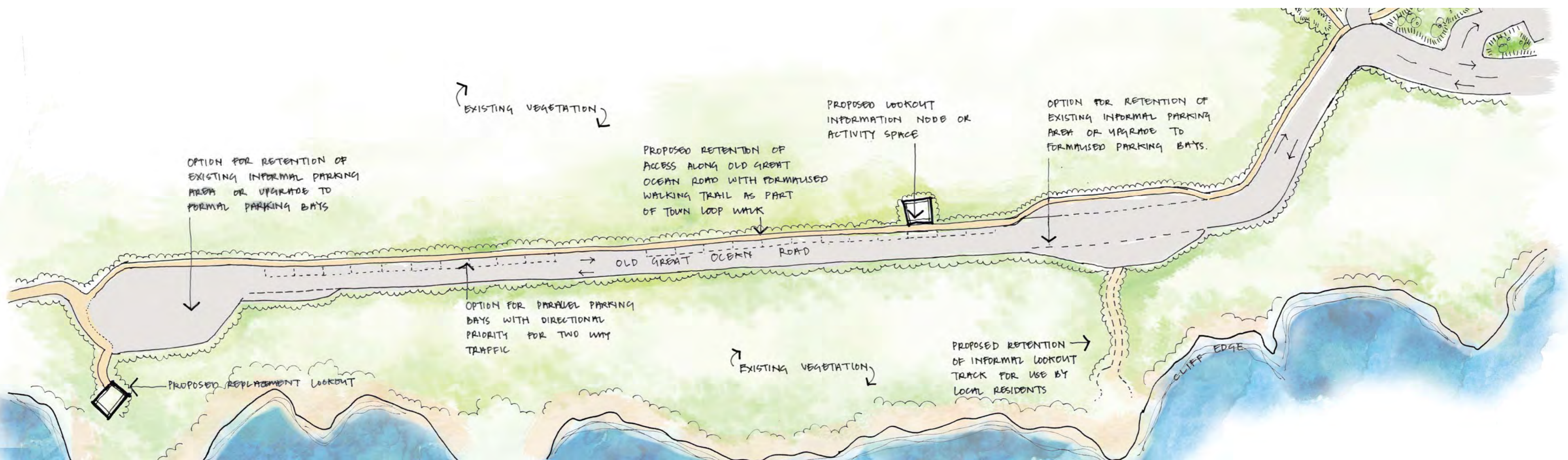
KEY POINTS

- VEHICLE TRAFFIC AND PARKING RELOCATED.
- ACCESS ALLOWED FOR DELIVERY AND EMERGENCY VEHICLES
- PAVED PEDESTRIAN PROMENADE WITH OUTDOOR DINING AREAS
- CUSTOM DESIGNED SHADE PERGOLAS AND OUTDOOR SEATING.
- URBAN 'DUNESCAPE' WITH OPEN GRASS AREAS, SHELTERED PLANTING AREAS AND OPEN VIEWS.
- TOWN PLAZA SUITABLE FOR MARKETS AND COMMUNITY EVENTS.
- AMPHITHEATRE GATHERING SPACE FOR EVENTS AND PERFORMANCES.

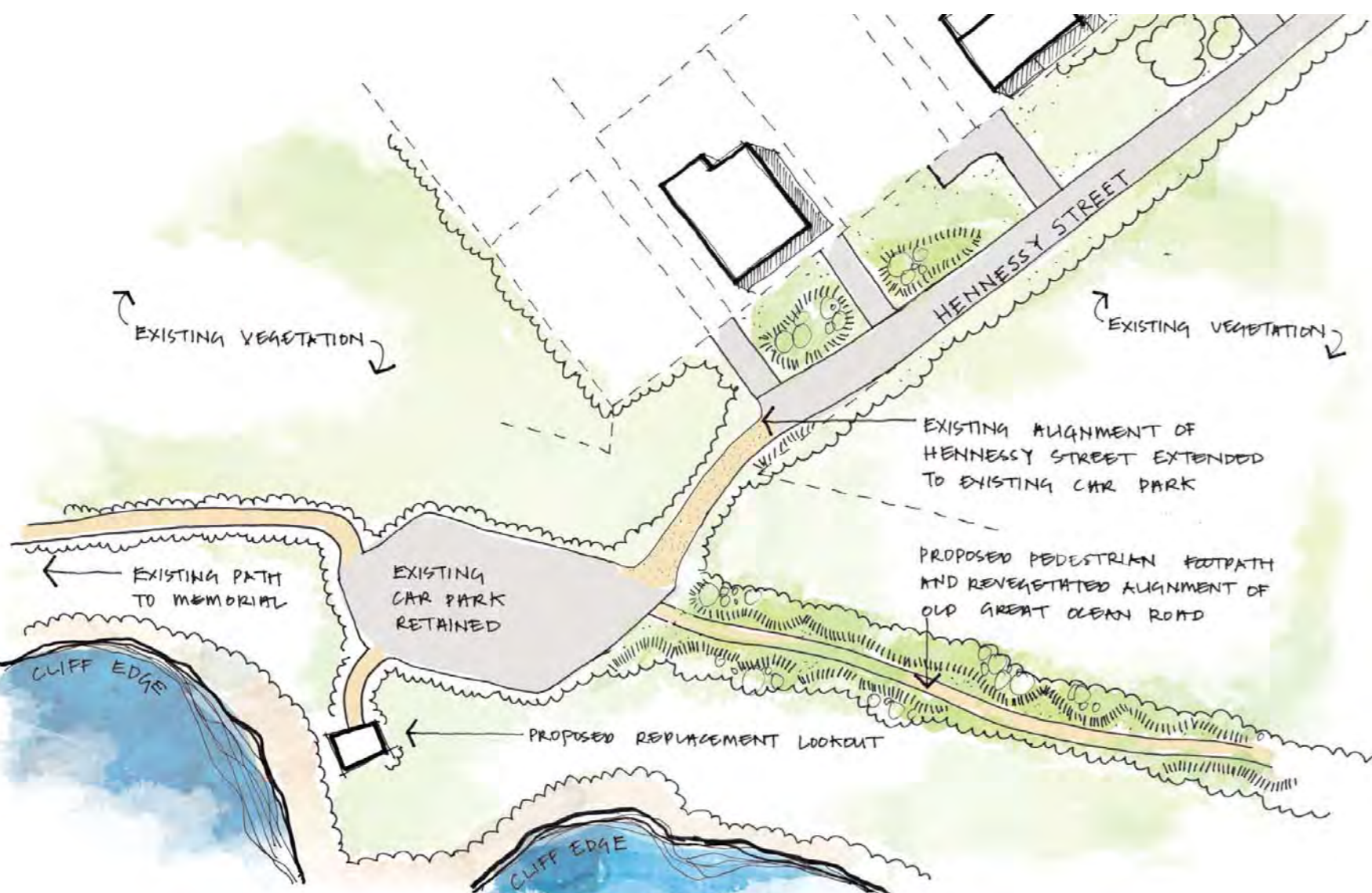


Foreshore materiality

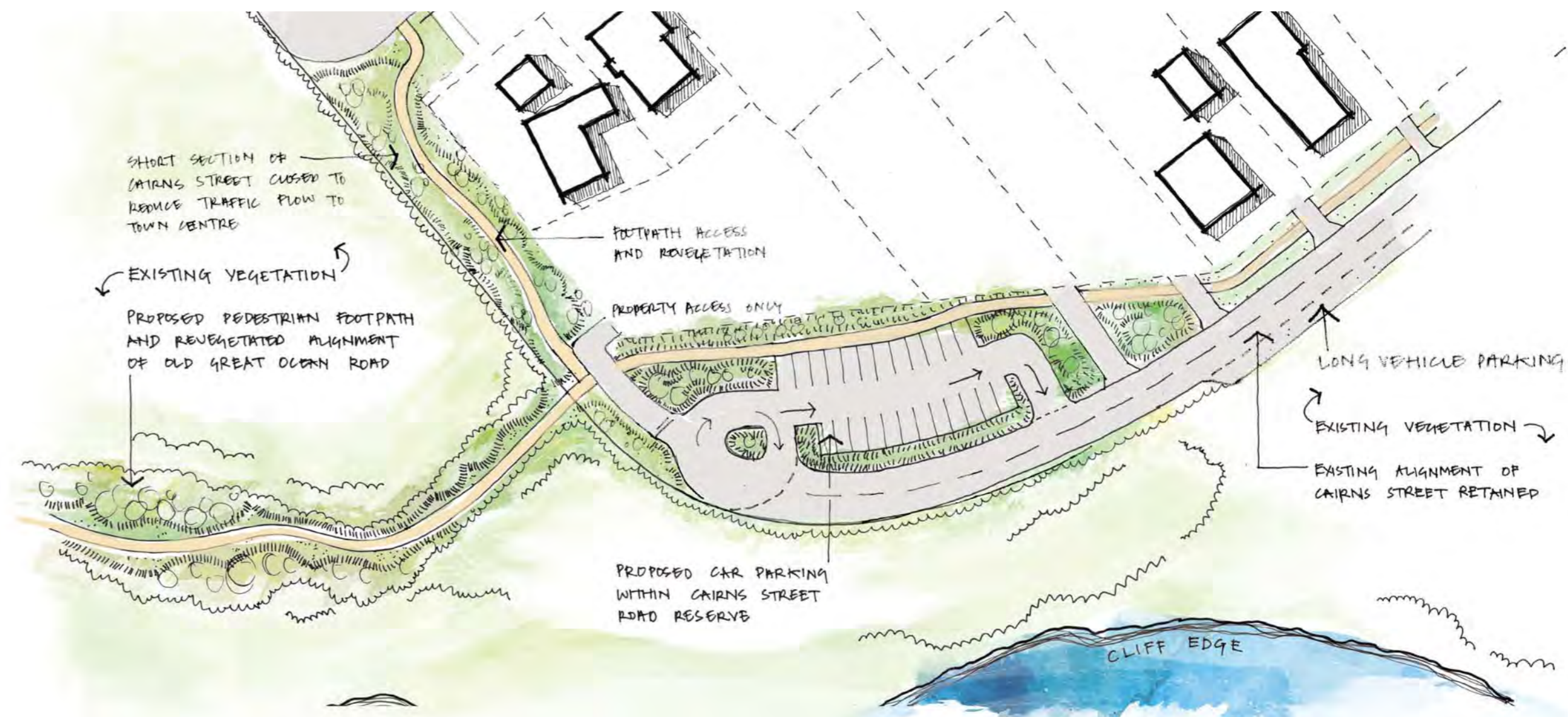
OLD OCEAN ROAD & UPPER CAIRNS STREET



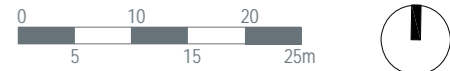
OPTION 1 Retention of access along Old Great Ocean Road
Drawing 11



OPTION 2 Alternative access to Old Great Ocean Road car park
Drawing 12

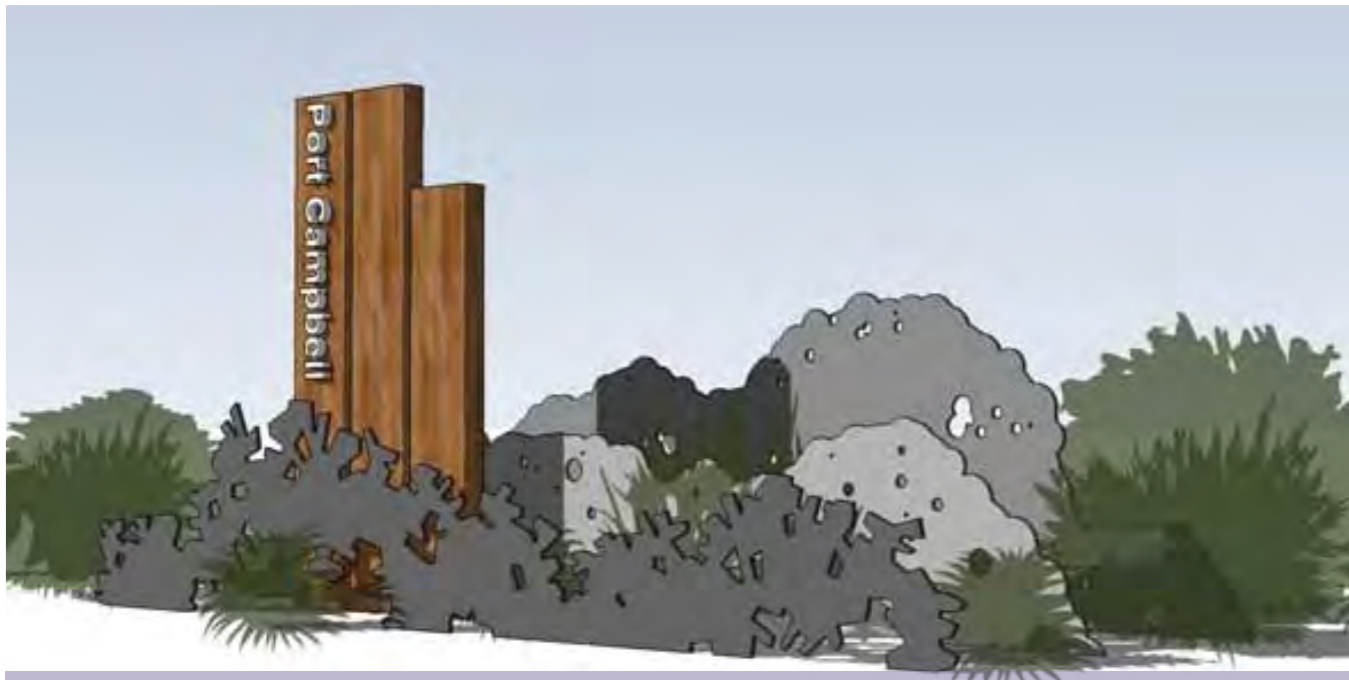


Opportunity for long-stay parking on upper Cairns Street
Drawing 13



GATEWAYS

INVESTIGATING OPTIONS FOR TOWN ENTRANCE GATEWAYS.



SIGNAGE IDEA



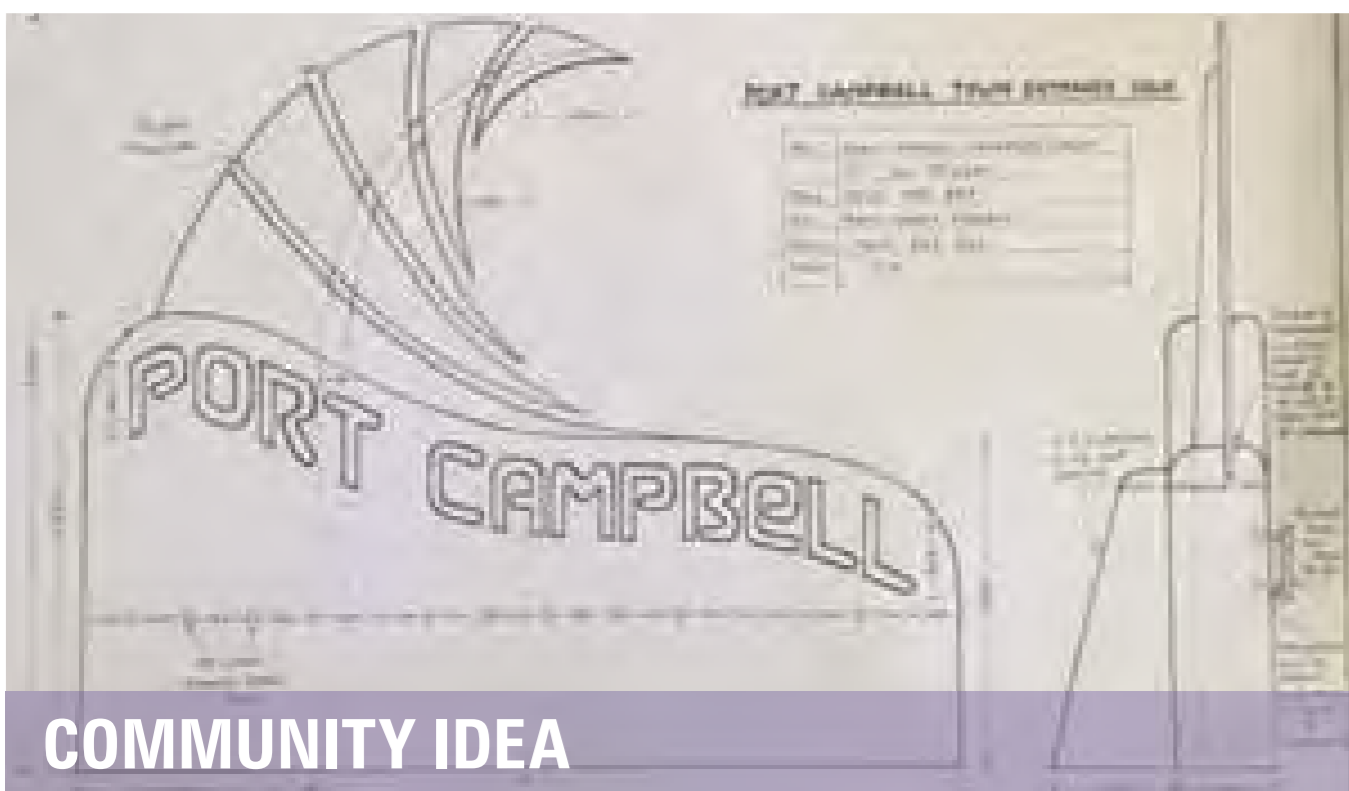
LANDSCAPE RESPONSE



TUNNELS



INFORMATION



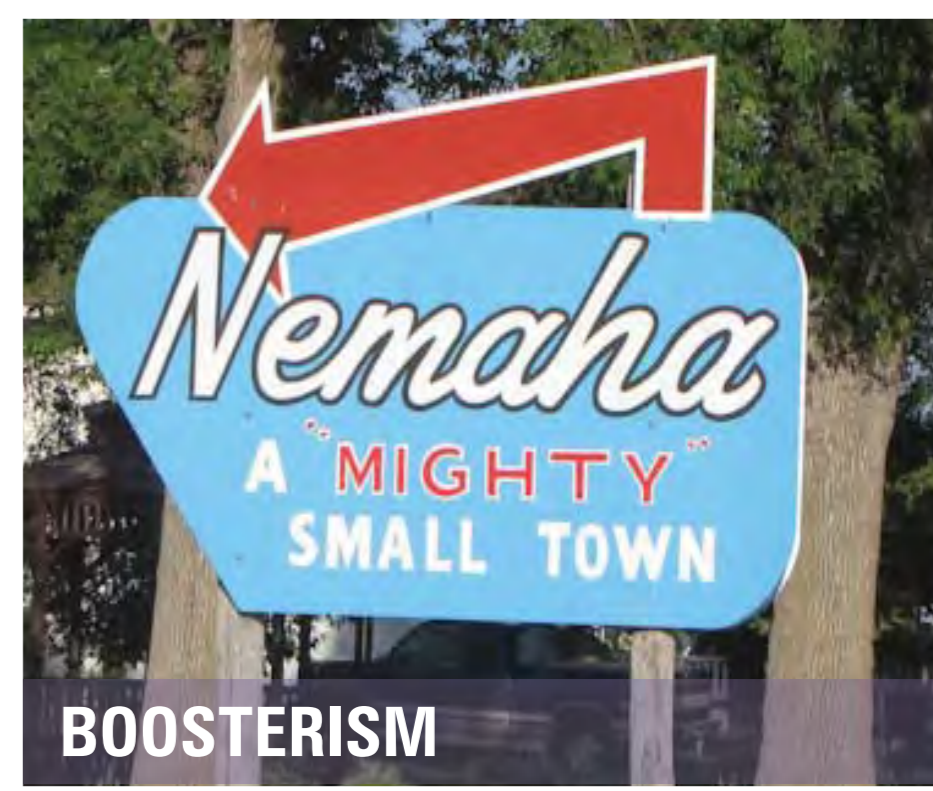
COMMUNITY IDEA



SYMBOLS



ROAD TEXTURES



BOOSTERISM



ART



SIGNS



VIEWS



MULTILINGUAL