



# COMMUNITY DROP-IN SESSION

THURSDAY 3 OCTOBER 2024

ARTHURS SEAT EAGLE

# WELCOME & OVERVIEW



1. Meeting Agenda
2. Speakers



# BACKGROUND & VISION



- A beloved attraction since the 1960s
- Current gondola ride opened in 2016
- Continued improvements
- Vision has always been to create a special place offering exceptional experiences
- As of today, the Arthurs Seat Eagle is known as a premier tourist attraction



# WORK TO DATE

- Established a sustainable and world-class tourist attraction
- Undertaken research and listened to customer feedback on what we do well and where we can improve
- Overwhelming feedback:
  1. Our customers generally love the Eagle
  2. Expressed a desire to experience more
- Confidence to develop ideas and concepts

# WORK TO DATE cont.

- Presented and discussed ideas with Government stakeholders including DoTP and Parks Victoria
- Engaged with expert consultants to advise on environmental, sustainability and community impacts
- In line with the State Government's Development Facilitation Program, we lodged a Planning Application in September 2024
- Con-currently commenced community engagement

# COMMUNITY ENGAGEMENT

- Established community database (separate from visitor database)
- Development section of website established with information on current upgrade status
- Issued community survey to the Mornington Peninsula community via:
  - Newsletter to entire database
  - Social media posts
  - Paid advertisements
- Community invited to attend in-person information session on 3 October

# COMMUNITY SURVEY OVERVIEW



- A survey was commissioned to understand community sentiment
- Issued on 31 July 2024 with a two-week response deadline
- The survey consisted of 20 questions and fields relating to:
  - Demographic data
  - Issues affecting the Mornington Peninsula and Arthurs Seat
  - ASE's performance on issues surrounding sustainability, accessibility, community and social benefits and the visitor experience
  - Desired additions and upgrades to the ASE from multiple-choice responses aligned to the masterplan proposal
  - Understanding and appreciation of ASE's role as a Mornington Peninsula tourism driver
- The survey generated 182 responses during a 14-day period

# COMMUNITY SURVEY FINDINGS

- Vast majority of respondents demonstrated a concern for the local environment and protection of the area's natural amenity (green space, trees natural habitats and biodiversity)
- Community is passionate about protecting the Peninsula from overdevelopment
- Respondents demonstrated an understanding of Mornington Peninsula's role as a tourism provider and ASE's role as a celebrated attraction
- Strong satisfaction with ASE and consensus is that it is a well-run family destination



# COMMUNITY SURVEY FINDINGS



- Suggested areas for improvement
  - Transport and parking
  - Accessibility for disabled elderly
  - Increased food and beverage options
  - More activity for visitors
- Most desired additions to include in an upgrade
  - Viewing observation spaces
  - Sustainable initiatives
  - Indigenous landscaping and greenery
  - Cultural & entertainment spaces
  - More food and beverage options

# PROPOSED UPGRADES

- Observation tower
- Upgraded dining and associated facilities
- Luge ride attraction
- Gateway Experience Centre



Example of observation tower



Example of immersive space

# OUR CONSULTANT TEAM

TRACT  
TOWN PLANNING



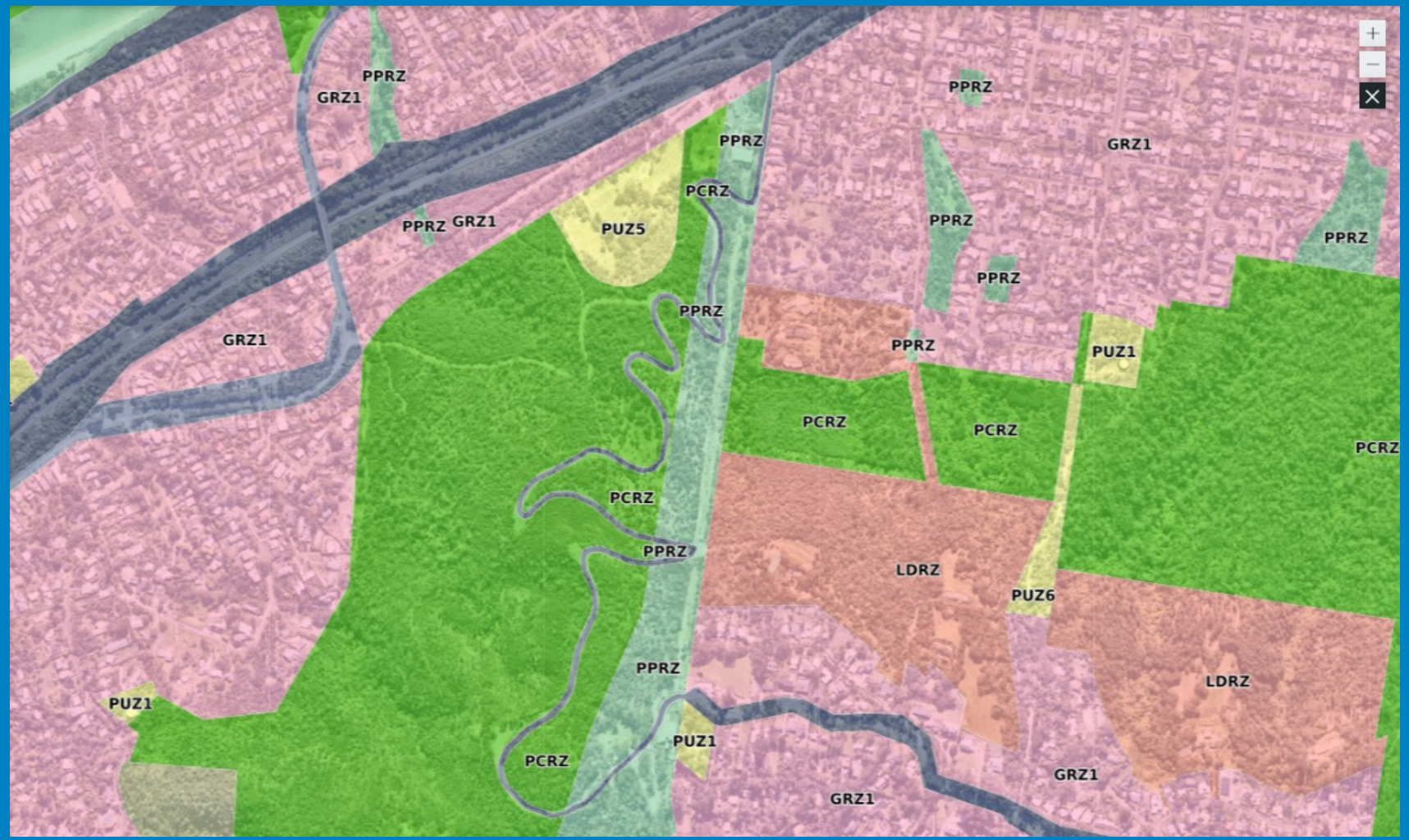
Ben Daly  
Planner

METIER3  
ARCHITECTURE



Andrew Norbury  
Lead Architect

# ZONING OVERVIEW



# THE PROCESS



- The Minister for Planning is the responsible authority for the land
- The Significant Economic Development pathway (Clause 53.22) seeks to facilitate projects that:
  - Make a significant contribution to Victoria's economy
  - Provide substantial public benefit, including jobs for Victorians
  - Achieve high-quality urban design, architecture and landscape architecture
- More rigorous application requirements including design review by the State Architect (OVGA) and early authority engagement including Department of Transport, CFA and Parks Victoria
- Formal notice period likely to occur in late 2024

# APPLICATION OVERVIEW

- Architectural Package
- Planning Report
- Landscape Concept
- Visual Impact Assessment
- Flora & Fauna Assessment
- Sustainable Management Plan
- Traffic Engineering Assessment
- Arboricultural Assessment
- Bushfire Management Statement
- Infrastructure & Servicing Report
- Landslide Risk Assessment
- Acoustic Report
- Waste Management Plan
- Wind Impact Assessment
- Operational Management Plan

# KEY ENHANCEMENTS

- ESD INITIATIVES – proposed rooftop solar, rainwater harvesting, high-performance glazing, appliances, and fixtures
- NATIVE VEGETATION – focus on vegetation retention and proposed net increase in native vegetation
- WILDLIFE PROTECTION – minimum and maximum clearances adopted for luge and habitat retention / creation
- CAR PARKING MANAGEMENT – improved via proposed scheduled ticketing system to better control demand
- LANDSCAPE VALUES – revegetation and improved paths under the gondola
- IMPROVED PUBLIC SPACES – a sequence of interconnected quality spaces



# THE MASTERPLAN



## Masterplan

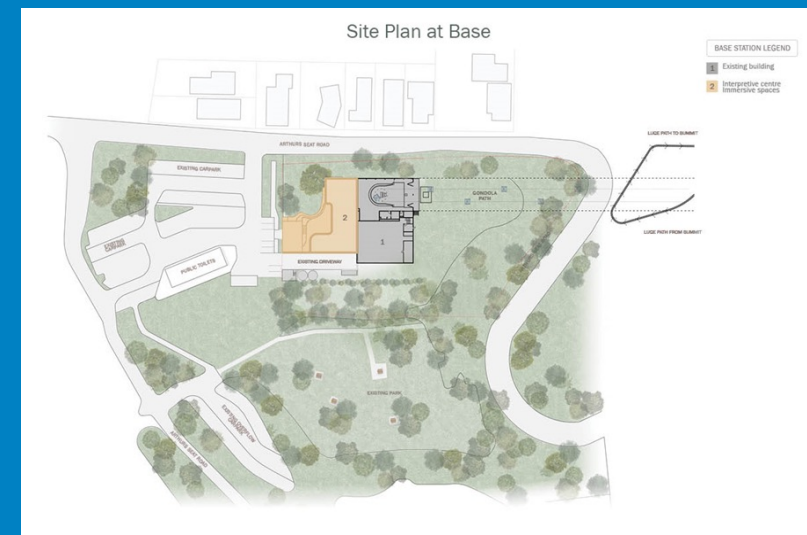
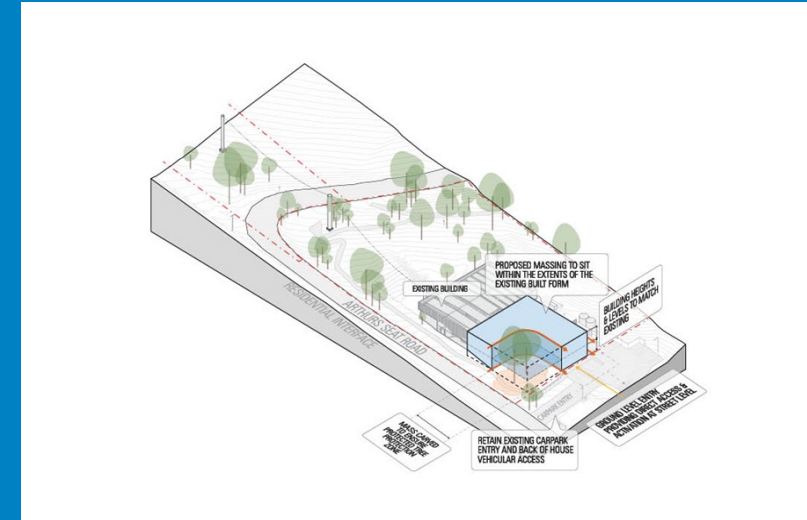
- Stage 1: Base Station Interpretive Centre
- Stage 2: Luge Ride attraction within the existing gondola corridor
- Stage 3: Summit Station, Observation Tower, Dining and Function Space



# BASE STATION

## Masterplan at Base Station

- Meticulous attention is paid to the contextual constraints of the site, ensuring that the proposed interventions sit cohesively within the surrounding streetscape
- Measures have been taken to provide neighbouring properties with enhanced privacy through thoughtfully designed landscaped buffers, facade articulations and screening solutions
- Light touch approach



# BASE STATION DESIGN PILLARS



- Design concept is deeply rooted in the historical narrative of Arthurs Seat and its surrounding coastal landscape
- Evoke a sensory journey for visitors which is reflecting of the site's historical significance and natural context

# LUGE RIDE ATTRACTION

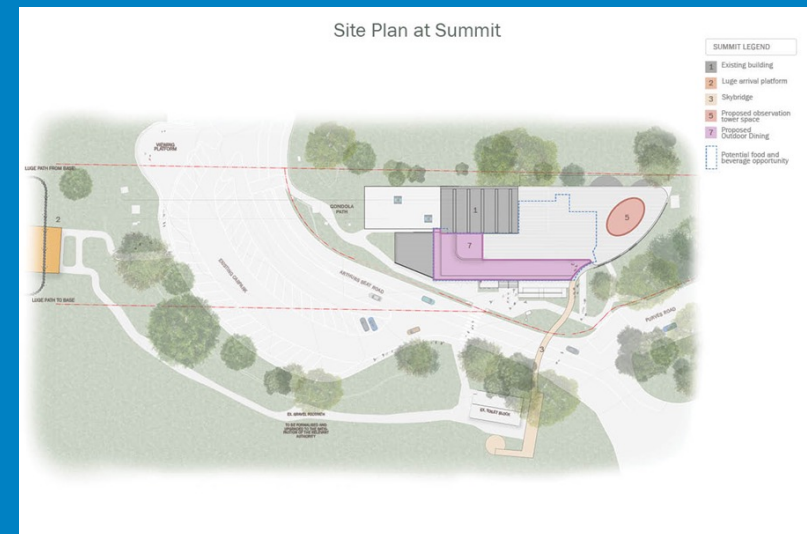
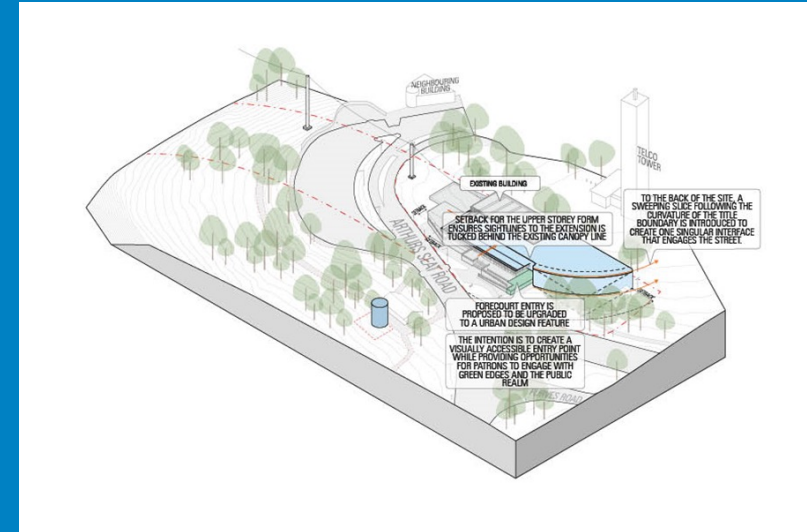


- Selected system has a light touch structure
- Designed with a focus to integrate with existing vegetation and wildlife
- Safety and access around luge path are of the utmost priority

# SUMMIT STATION

## Masterplan at Summit Station

- The proposed scale sits below the existing building envelope, ensuring preservation of the streetscape and its surrounding environment
- The masterplan focuses on providing circulation and connections from the existing summit station to site facilities and surrounding parklands

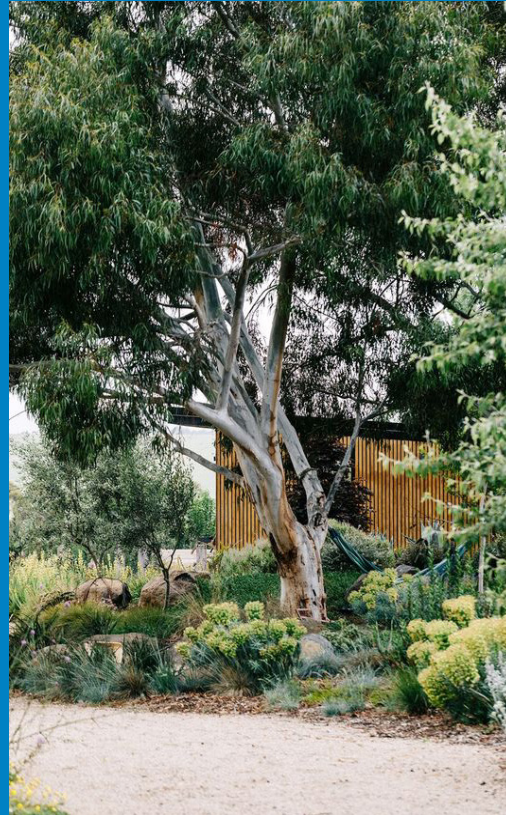


# SUMMIT STATION DESIGN PILLARS



- Primary focus is directed towards the integration of the forecourt entry with its surrounding landscaped gardens
- The softly curved façade mirrors the natural topography, enhancing the sense of arrival for patrons ascending from the Base Station

# LANDSCAPE DESIGN STRATEGY



# DEVELOPMENT PROCESS FROM HERE

- Q2 2025: Construction commencement (First Stage)
- Q2 2027: Construction completion (Final Stage)



# FACILITATED Q&A SESSION