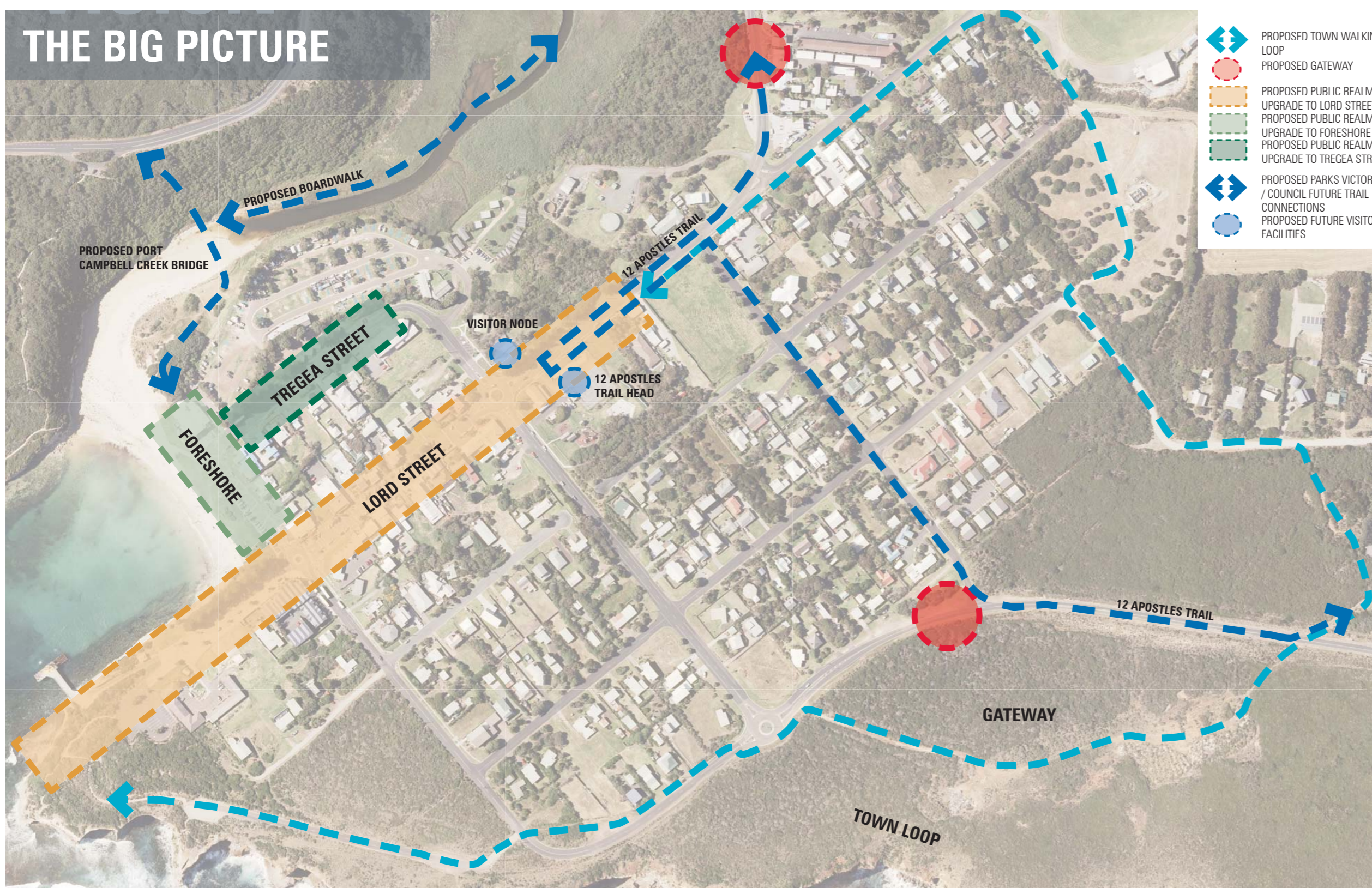


# VISION

## A WORLD CLASS VISITOR DESTINATION ON THE SHIPWRECK COAST

### THE BIG PICTURE

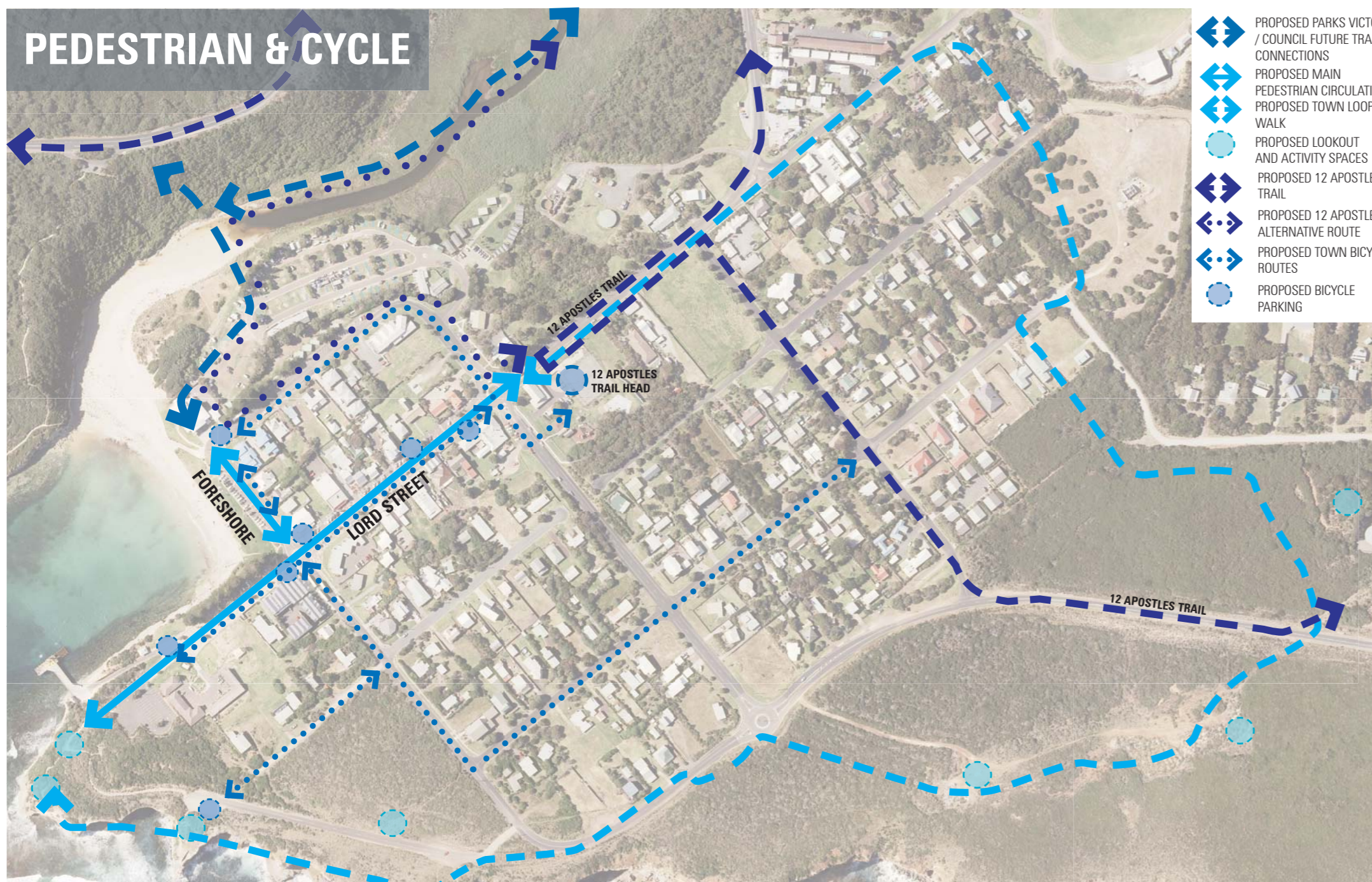


### DESIGN PRINCIPLES:

1. CAPTURE PORT CAMPBELL'S UNIQUE RURAL, COASTAL AND HISTORIC CHARACTER
2. PROVIDE HIGH QUALITY PUBLIC SPACES
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

NO NET LOSS OF PARKING



### ACTIVITY

