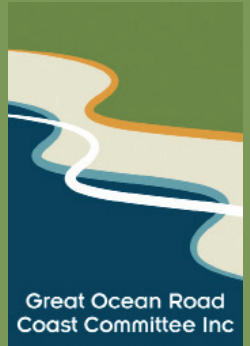




ERSKINE RIVER PRECINCT MASTERPLAN Consultation Report

STAGE 3 - (HELD OVER APRIL/MAY 2014)



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Part of the Erskine River Precinct.

1. Executive Summary

This report details the results of consultation activities undertaken in April and May 2014 as part of the third stage of consultation for input into the development of the Erskine River Precinct Master Plan. The objective of the consultation process was to gain feedback on the draft master plan and, in particular, on proposed directions for five different 'zones' within the Erskine River Precinct outlined in the document.

The five zones in the draft master plan were:

- Zone A: Erskine South Bank (this precinct includes Kia Ora Caravan Park and the GORCC depot)
- Zone B: Erskine North Bank (this precinct includes Erskine Avenue and the former quarry)
- Zone C Gateway (this precinct covers the entrance to Lorne on either side of the Great Ocean Road from the Deans Marsh Road roundabout to the supermarket)
- Zone D: Erskine Bend (this precinct includes the Lorne Visitor Information Centre and the Top Bank Caravan Park.)
- Zone E: Erskine Bend This precinct covers the area from the Top Bank Caravan Park around to Cypress Avenue.)

Feedback was collated via a survey which was made available both online and in hard copy. The draft master plan was made available for viewing both online and in hard copy at the GORCC Office, the Lorne Foreshore Caravan Park Office and at 'listening posts' which were held outside the Lorne Foodworks Supermarket and the Lorne Post Office over two consecutive days during the Easter school holidays. In total, 48 surveys were completed. Key themes emerging from the survey responses received were:

- Slightly over half (51%) of respondents were 'satisfied' or 'very satisfied' with the draft master plan overall, while 29% were neutral and 20% were 'unsatisfied' or 'very unsatisfied'.
- Strong support for the vision for the precinct outlined in the draft master plan was expressed, with 70% of respondents indicating that they 'strongly support' or 'support' the vision.
- Proposed directions for zones A, B and D were the most supported, with 64% or more of respondents indicating that they 'support' or 'strongly support' this section of the draft master plan.
- The proposed directions outlined for zones C and E were also supported by the majority of respondents (56% and 54% respectively). However, these zones attracted the highest proportion of respondents that indicated they were 'neutral', 'opposed' or 'strongly opposed' to a zone.
- When asked to indicate which proposed actions within the draft master plan should be the highest priority, the top three priorities were:
 1. Item C1: Gateway: More clearly define existing vehicle access and parking areas to create a dedicated walking trail, a parking area for walkers, long vehicle parking areas and areas for revegetation and weed control along the Erskine River.
 2. Item A1: Erskine South Bank: Modify the entrance area to Kia Ora Caravan Park to improve pedestrian connections, introduce landscaping and more clearly identify public parking areas.
 3. Item B2: Erskine North Bank: Provide access to the quarry including interpretative signage, a space for events, areas for revegetation, weed control, safety fencing and an all weather access trail.

Four submissions were also received on the draft master plan. Two were from individuals (Lorne residents) and two were from Lorne groups or organisations. All the feedback received will now be considered as part of the development of a final master plan for the precinct.

2. Introduction

Over the past 18 months, the Great Ocean Road Coast Committee (GORCC) has been undertaking a masterplanning process for the Erskine River Precinct in Lorne. As part of the planning process, extensive consultation with key stakeholders and the broader community has taken place over three separate phases.

This report details the results of the third stage of consultation which was held during April/May 2014 to gain feedback on a Draft Erskine River Precinct Masterplan.

3. About the Erskine River Precinct Masterplan

The Erskine River Precinct Masterplan will provide GORCC and the community with a vision and management directions for the precinct into the future.

The planning process has taken approximately 18 months so far, with a final Master Plan to be presented to the Committee for consideration in late 2014. GORCC is overseeing the project with specialist support from planning consultants led by Insight Leisure Planning.

The precinct is located on Crown land and includes the areas on each side of the Erskine River, from its mouth to the sea upstream to the old Lorne quarry. The precinct includes a number of activities and land uses including:

- The Erskine River Environs.
- The old Lorne Quarry site.
- The Swing Bridge (and associated cafe).
- The GORCC Lorne Works Depot.
- The Lorne Supermarket.
- Caravan Parks (i.e. Ocean Road, Kia Ora, Erskine River, Top Bank).

Detailed consideration of the river itself, including its water quality, is outside the scope of this project as its management is not within GORCC's responsibility. Additionally, the caravan parks in and around the Erskine River Precinct have their own Masterplan already in place. Therefore, this project does not include detailed consideration of the internal workings and layout of the parks, rather the focus will be on how each park can best be integrated with the broader precinct.

4. Consultation activities

5.1 Overview

Over April & May 2014 feedback was sought from a range of stakeholders & the wider community on the Draft Erskine River Precinct Plan.

The release of the draft plan was timed to coincide with the Easter school holidays - a period which sees large numbers visit the coast every year. The timing of this consultation phase meant that the opportunity to have input was offered to a wider range of coastal users, including campers, holiday home owners and visitors.

Feedback was sought via a community survey & submissions.

5.2 Community Survey

Feedback on the draft plan was sought via a survey which was made available both online and in hard copy. 48 respondents submitted a survey.

5.3 Submissions

Four submissions on the draft plan were also received. Two of these were from individuals (Lorne residents) and two of these were from community groups (the Committee for Lorne and Friends of Lorne).

5.4 Listening posts

'Listening posts' were held outside the Lorne Post Office (on Easter Saturday) and Lorne Foodworks Supermarket (on Saturday 26 April) from 10am-3pm over two weekends in April.

The listening posts were designed to alert community members to the project and the opportunity to have their say, provide an opportunity for face to face discussion and to gather feedback.

5. Promotion of consultation activities

Opportunities for the community to get involved in the consultation activities conducted were promoted via the following:

- Updates sent to project update subscribers via email and post (210 subscribers).
- GORCC E-Newsletter (1500 subscribers).
- Emails to Lorne Foreshore Caravan Park campers.
- Media release gaining coverage in local newspapers.
- Information on the GORCC website.
- Posters displayed across the Lorne Foreshore Caravan Park and Lorne township.
- Public notices in the Echo, the Geelong Advertiser and the Surf Coast Times.
- Social media notifications – GORCC Facebook and Twitter.

6. Survey results

6.1 Who we heard from

- The majority of respondents were aged over 55 years (61%).
- Whilst Lorne is characterised by a relatively high proportion of residents aged over 50 years (i.e. 35%), the age profile of the survey respondents does not reflect the entire population, specifically there is an under-representation of young people (under 25 years) in the survey responses. See Figure 1.
- The majority of respondents were male (75%).
- Survey respondents indicated a variety of connections to Lorne. The largest group represented were holiday home owners (46%) followed by permanent residents (31%) and then regular visitors (19%). See Figure 2.
- Most survey respondents nominated their primary place of residence as Lorne (32%). Other responses were:
 - Brighton 6%
 - Newtown 6%
 - Hawthorne 4%
 - Kew 4%

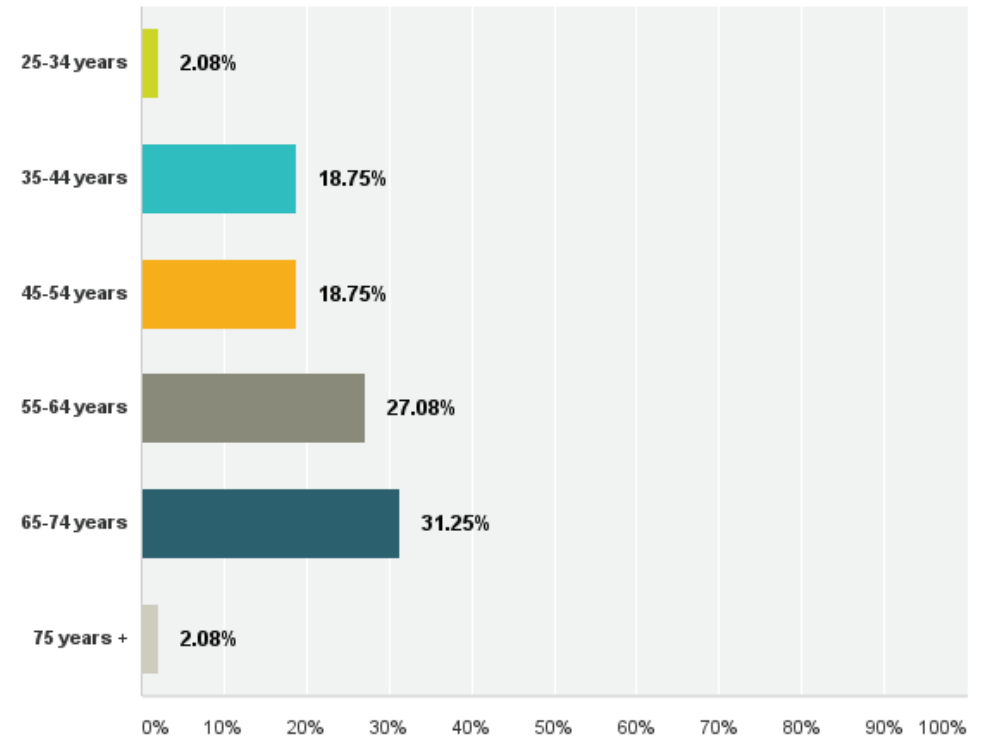


Figure.1. Age range of survey respondents.

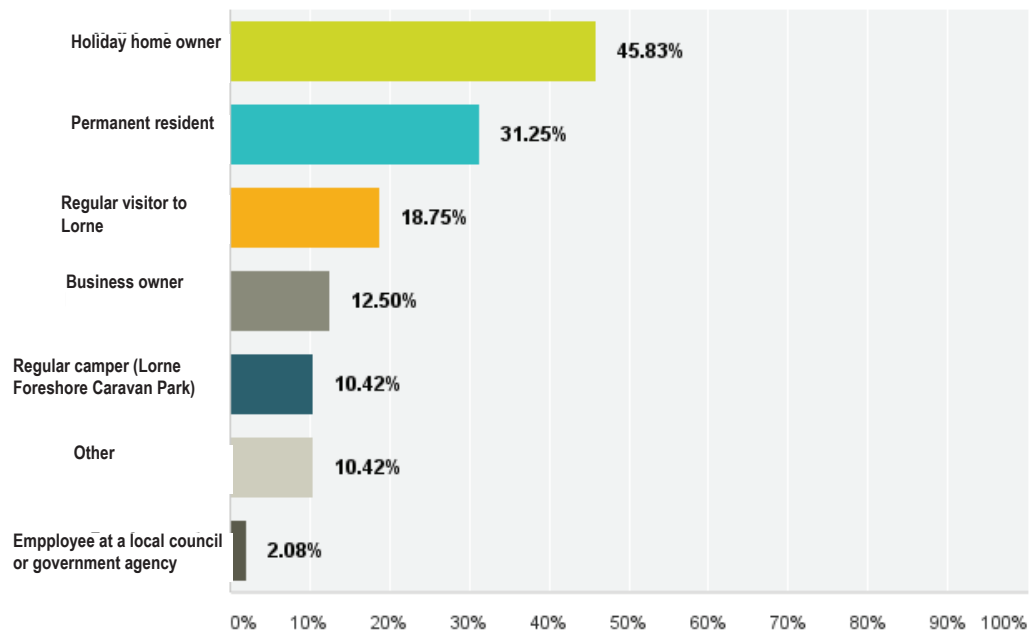


Figure.2. Primary place of residence of survey respondents.

- Many respondents (59%) were members of a local club or organisation connected to Lorne. The results included:
 - Aquatic Club 37%
 - Friends of Lorne 26%
 - Lorne Country Club 15%
 - Committee for Lorne 15%
 - Surf Life Saving Club 11%
 - Lorne Business Tourism Association 11%
 - Lorne Care 7%
 - Lorne Aquatic Angling Club 7%
 - Football 7%

6.2 Detailed Results

6.2.1 Overall satisfaction with the draft master plan

- Slightly over half (51%) of all respondents indicated that they were either very satisfied or satisfied with the draft master plan.
- 20% indicated that they were either unsatisfied or very unsatisfied with the draft master plan, while 29% were neutral.

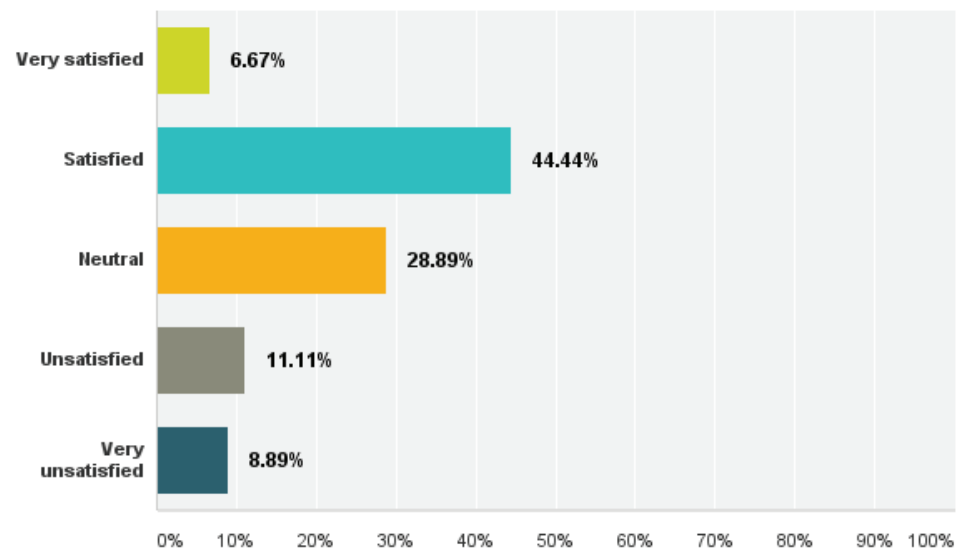


Figure.3. Overall satisfaction with the draft master plan

6.2.2 Feedback on the vision

There was strong support for the proposed vision as expressed in the draft master plan, 70% selecting that they 'strongly support' or 'support' it.

Less than one fifth (17%) indicated that they 'oppose' or 'strongly oppose' the proposed vision as expressed in the draft master plan. See Figure 4.

6.2.3 What respondents liked and disliked about the vision

Common responses regarding what respondents liked about the vision were:

- Improving the entrance to the town.
- Enhancing walking tracks and trails.
- Improving the amenity and appeal of the precinct.
- Indigenous landscaping.
- Improving the functionality of the supermarket area.
- Protecting and enhancing the river environment.
- Improved weed control and vegetation management.
- Improving informal recreation opportunities, including walking track and viewing platforms.
- Emphasis on the natural beauty of the precinct.

Common responses regarding what respondents disliked about the vision were:

- Concerned about future use of the former quarry site, particularly for events (i.e. noise, safety and pollution concerns).
- Do not replace caravanning and camping with expensive cabins.
- Retain camping as an integral part of the Lorne community and character.
- Focus on benefits for Lorne residents as a priority over visitors.
- Too much focus on car parking.
- Retain historic Cyprus trees where possible - too much focus on indigenous landscape. Support the current mix of exotic vegetation.

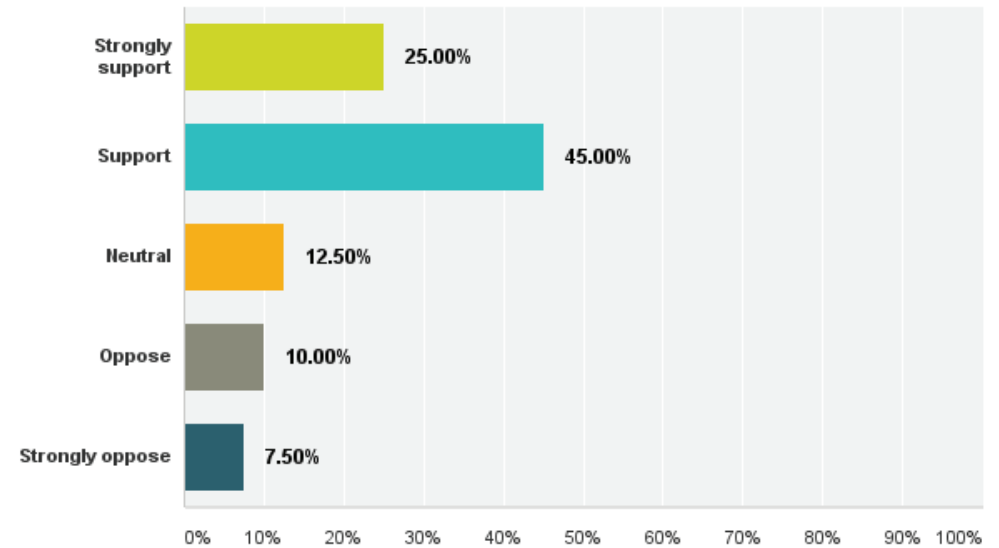


Figure.4. Level of support for the vision in the draft plan.

6.2.4 Overall satisfaction with the draft master plan

A number of comments were made in relation to possible other issues and opportunities that could be considered in the masterplan. Some of the key suggestions received were:

- Support a mix of vegetation character, including preservation of existing exotic trees (pines).
- Repair the Swing Bridge as an urgent priority.
- Minimise signage.
- Improve vehicle turning and parking options for caravans.
- Support improved pedestrian connections and access.
- Do not support additional shops or commercial facilities at the entrance to Lorne.
- Do not overly develop.
- Keep the 'peak' period in perspective.
- Consider additional public toilets at the Visitor Information Centre.
- Protect the existing character of Lorne.

6.2.5 Feedback on Zone A: Erskine South Bank (this precinct includes Kia Ora Caravan Park and the GORCC depot)

Most respondents (65%) expressed support for the proposed directions for Zone A. See Figure 5.

15% of respondents indicated that they opposed the proposed directions for Zone A, with the main concerns expressed relating to public access to the former quarry, removal of casual camping and fear of potential over-development.

Common themes that emerged from what respondents liked were:

- Improving the entrance area leading to Kia Ora caravan park.
- Clarity and improvement of the Rapids Walk.
- New pedestrian bridge crossing the river.
- Redevelopment / amenity improvements to the depot.

Common themes that emerged regarding what respondents disliked were:

- Removing camping areas from Lorne.
- Caravan sites close to the river to be replaced by cabins.

- 'Issues' associated with the depot site - respondents felt these were overstated. (these respondents indicated that the depot was not a big problem in Lorne.)
- Adding too many new elements (e.g. furniture and viewing platform will detract from the natural beauty of the area.)
- Location of the proposed new foot bridge (move it away from residences, more within the caravan park).
- Concerned about promoting use / access to the former quarry.
- GORCC Depot morphing into future shops / commercial activity if relocated.

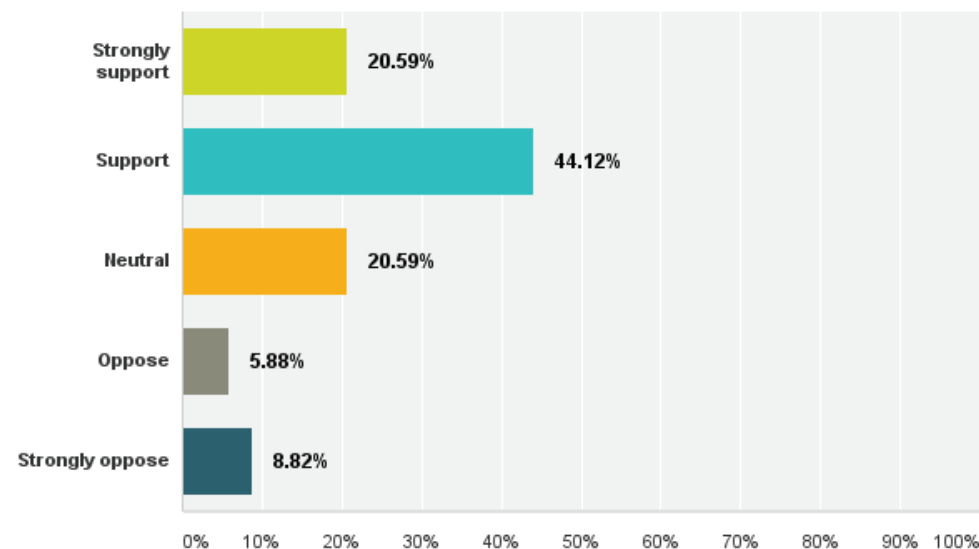


Figure.5. Zone A: Level of support for proposed directions outlined in the draft master plan.

6.2.6 Feedback on Zone B: Erskine North Bank (this precinct includes Erskine Avenue and the former quarry)

The majority of respondents expressed strong support for the proposed directions for Zone B with 64% of all respondents indicating 'support' or 'strong support'.

However, this zone also attracted the highest levels of opposition (compared to any other zone) with 24% of respondents indicating that they oppose or strongly oppose the proposed directions outlined in the draft plan. See Figure 6.

The main areas of opposition were expressed in relation to public access to the former quarry, removal of casual camping from Kia Ora, traffic management and location of the proposed new footbridge.

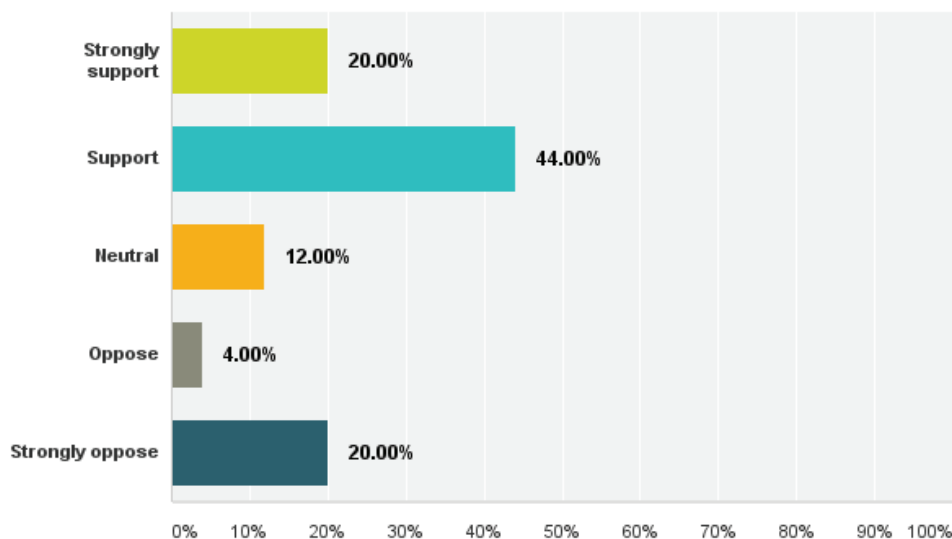


Figure.6. Zone B: Level of support for proposed directions outlined in the draft master plan.

Common themes that emerged from what respondents liked were:

- The focus on enhancing the natural beauty and appreciation of the area along with functionality improvements.
- Screening commercial activities.
- New pedestrian bridge and walking tracks.
- Providing access to the former quarry site and use for occasional events.
- Better separation of walking tracks and camp sites.
- Focus on environment and nature.
- Improvements to the river banks and surrounds.
- Improved car parking and traffic management.

Common themes that emerged regarding what respondents disliked were:

- Removing tents and camping from Kia Ora.
- Noise associated with use of the quarry.
- Use of the quarry for events.
- Traffic congestion.
- Allowing long-vehicles to park in this area.
- Keep the proposed new footbridge away from residences.
- Too much focus on vehicles and car parking.
- Too much focus on indigenous planting.

6.2.7 Feedback on Zone C: Gateway (this precinct covers the entrance to Lorne on either side of the Great Ocean Road from the Deans Marsh Road roundabout to the supermarket)

Over half of all respondents (56%) said that they 'support' the proposed directions in the draft plan for Zone C. A relatively high proportion of respondents were neutral on this zone (24%). 20% of respondents indicated that they oppose or strongly oppose to the directions proposed. See Figure 7.

The diverse response was reflective of the varying community views about the future of this area. For example, strong views were expressed for retaining camping and caravanning and equally strong views were expressed suggesting these activities be removed from the Erskine River site.

Common themes that emerged from what respondents liked were:

- Improvements to walking tracks and pedestrian functions.
- Improvements to car parking and traffic functionality.
- Better long vehicle parking.
- Rationalising signage and visual clutter.

Common themes that emerged regarding what respondents disliked were:

- Mixed views on the future of the Erskine River caravan park - some strong support for ongoing use/activity, others prefer complete removal of camping/caravanning and development as open space.
- Greater resolution of traffic congestion at the supermarket needed. Proposed scale of parking improvements are insufficient to address existing issues.
- Open up views to the river. More BBQ's and public amenities to encourage use of the river banks.

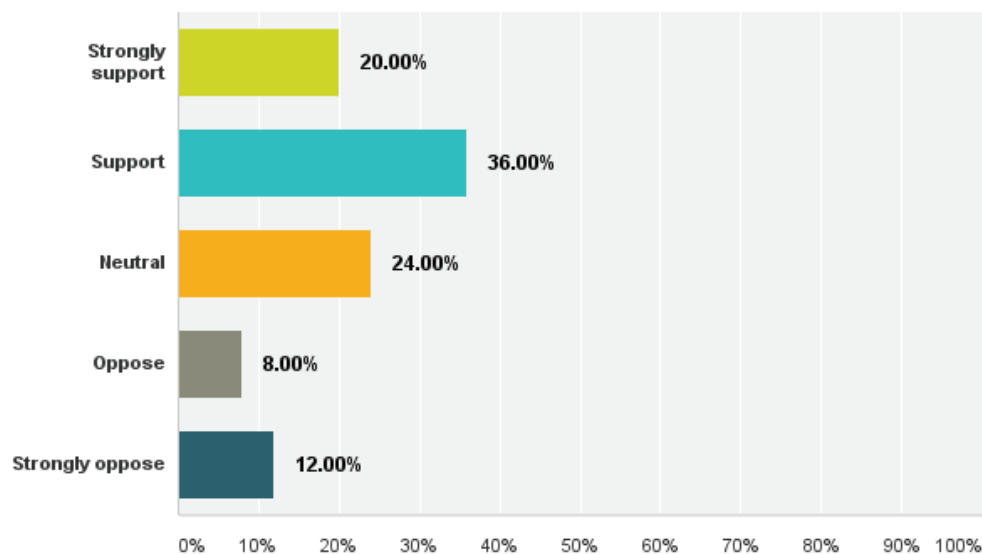


Figure.7. Zone C: Level of support for proposed directions outlined in the draft master plan.

6.2.8. Feedback on Zone D: Erskine Bend (this precinct includes the Lorne Visitor Information Centre and the Top Bank Caravan Park)

Most respondents (64%) said that they 'support' or 'strongly support' the proposed directions in the draft plan for Zone D. A very small proportion (4%) strongly oppose the proposed direction and 12% indicated some level of opposition. Key areas of opposition related to potential closure of Otway Street, installation of boom gates and desire to upgrade/improve public toilets including access hours. See Figure 8.

Common themes that emerged from what respondents liked were:

- Improving river water quality.
- Proposed improvements around the Visitor Information Centre.
- Upgrades to walking tracks, trails and footpaths.
- Improved pedestrian access to the Swing Bridge.
- Viewing and fishing platforms.

Common themes that emerged regarding what respondents disliked were:

- Do not support closing Otway Street. Concerned about resultant traffic congestion along Cyprus Avenue.
- Strong opposition to proposed boom gates.
- Upgrade existing public toilets and make them available for longer periods.
- Prefer to remove Top Bank Caravan Park.

7.2.8 Feedback on Zone E: Erskine Bend (this precinct covers the area from the Top Bank Caravan Park around to Cypress Avenue)

This zone attracted the highest level of neutral responses (33%). However, this zone also attracted the lowest level of opposition (13%). The majority of respondents (54%) indicated support for the proposed directions.

Areas of potential opposition included a preference to keep the south side of the river free of any structures (e.g. fishing/viewing platform) and desire to upgrade the Swing Bridge Cafe.

There were mixed views regarding larger vehicle access to this zone. However, it was acknowledged that, operationally, access for vehicles with trailers is required. There may have been some misinterpretation of the proposed turning road. This already exists, the draft plan does not suggest that this be enlarged, rather that it be retained. (See Figure 9).

Common themes that emerged from what respondents liked were:

- Retention of caravan park and camping.
- Removal of Ti Tree.
- Fishing and viewing platforms.
- Improvements to car parking and pedestrian functions.
- Improvements to the Swing Bridge area.
- Improved walking paths.
- Retention of Lorne Paddock.
- Better access to the beach and Swing Bridge.

Common themes that emerged regarding what respondents disliked were:

- Need provision for trailer parking near the Swing Bridge (e.g. kayaking, Go Ride a Wave etc).
- Do not support additional structures (e.g. platforms, picnic tables etc).
- Keep this side of the river free of structures.
- Do not encourage large vehicle access.
- Plan does not make improvements to the Swing Bridge Cafe (e.g. more under-cover seating areas).

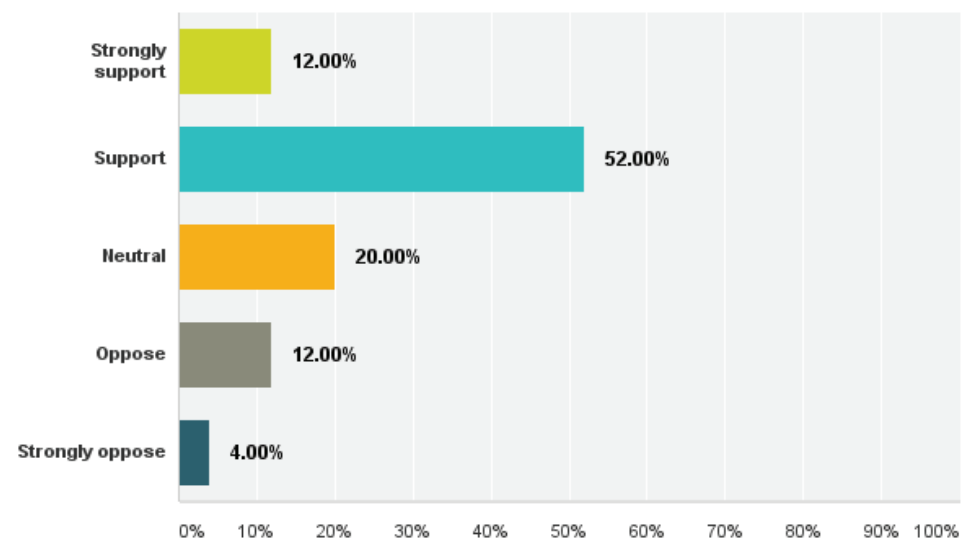


Figure.8. Zone D: Level of support for proposed directions outlined in the draft master plan.

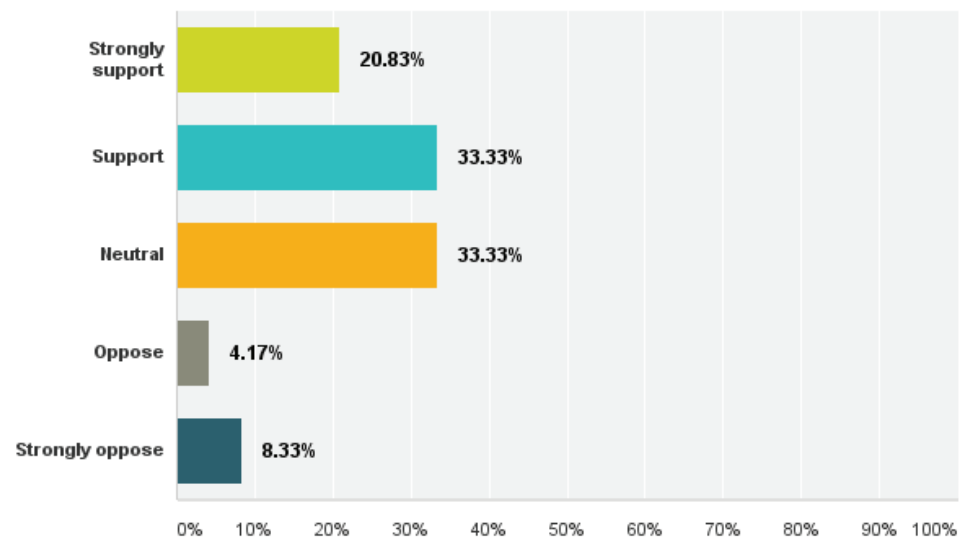


Figure.9. Zone E: Level of support for proposed directions outlined in the draft master plan.

6.2.9. Prioritisation of zones and proposed actions

Respondents were asked to indicate which 5 proposed actions in the plan they felt were the top priority. The most popular responses were (in order of popularity):

1. **Item C1: Gateway:** More clearly define existing vehicle access and parking areas to create a dedicated walking trail, a parking area for walkers, long vehicle parking areas and areas for revegetation and weed control along the Erskine River.
2. **Item A1: Erskine South Bank:** Modify the entrance area to Kia Ora Caravan Park to improve pedestrian connections, introduce landscaping and more clearly identify public parking areas.
3. **Item B2: Erskine North Bank:** Provide access to the quarry including interpretative signage, a space for events, areas for revegetation, weed control, safety fencing and an all weather access trail.
4. **Item E3: Erskine Peninsula:** Improve the swing bridge precinct including upgrading the pedestrian connections between the bridge and the beach.
5. **Item C2: Gateway:** Extend existing walking paths along the Erskine River to strengthen pedestrian links.
6. **Item A3: Erskine South Bank:** Improve the existing open space area along Erskine River including upgrading existing furniture, constructing paths to improve access for all, revegetation works and construct a viewing area with interpretative signage.

7. Summary of submissions received

In total, four written submissions were received on the draft plan. Below is a summary of key issues, comments or suggestions from submissions that were received.

| SUBMITTED BY: | SUMMARY OF KEY ISSUES, COMMENTS & SUGGESTIONS |
|-------------------------|--|
| The Committee for Lorne | <ol style="list-style-type: none"> 1. Support the general direction of the draft plan. 2. Suggest using the former quarry site to help address the affordable housing issue in Lorne, e.g. use for school camps and/or accommodation for seasonal workers. 3. Do not believe fishing and viewing platforms are a high priority, concerned about possible negative aesthetic impact. 4. Suggest including river edge picnic tables in wind protected locations. 5. Maintain or upgrade the playground on Cyprus Avenue. 6. Regarding the GORCC Depot: <ul style="list-style-type: none"> o Suggest GORCC could share other agency depots in Lorne. o If relocated, reuse the space for recreational benefit, not additional commercial shops. 7. Regrading traffic management: <ul style="list-style-type: none"> o Traffic management issues should be the responsibility of Vic Roads. o Suggest a detailed traffic management study needs to be undertaken outside the supermarket area. o Do not support closing Cyprus Avenue, prefer reinforcing a one-way system utilising Otway Street and Cyprus Ave. 8. Responsibilities for river signage and river management are not clear. 9. Support recommendations to continue to work with relevant agencies to improve river health and water quality. |
| Lorne Resident | <p>Support the general direction of the draft plan.</p> <p>Concerns raised in relation to section 7.2 Zone B: Erskine North Bank, in particular potential use of the former quarry for events or other 'multi' uses. Concerned about noise reverberation from use of the former quarry site impacting on residential amenity and natural values of the site. Other comments in relation to this site included:</p> <ul style="list-style-type: none"> o Concerned vehicle access will attract 'hoon' behaviour. o Concerned about safety of the rock face and potential rock falls causing injury to the public. o Do not believe Lorne needs another event space. o Support upgrading walking tracks and weed control. o Protect the natural values and character of the area. |

| SUBMITTED BY: | SUMMARY OF KEY ISSUES, COMMENTS & SUGGESTIONS |
|------------------|--|
| Friends of Lorne | <ol style="list-style-type: none"> 1. Support more walking tracks and upgrading the Swing Bridge precinct. 2. Suggest the main priority should be upgrading the streetscape in Zone C: Gateway Precinct from Deans Marsh Rd to the Supermarket. In particular removing caravans and camping from views as visitors enter Lorne. Prefer to see more native/natural landscape. 3. Do not support additional permanent buildings (e.g. Managers residence) in the Erskine River Caravan Park site. 4. The Ocean Road Caravan Park should be near to invisible from the road through dense indigenous landscaping. 5. Reduce the visual impact of the Supermarket through landscaping and relocation of car parking to along Erskine Avenue. 6. Improving the pedestrian safety crossing the GOR near the Supermarket is a high priority. 7. Support efforts to reduce pollution of Erskine River. |
| Lorne Resident | <ol style="list-style-type: none"> 1. Applaud some of the goals of the Master Plan including revegetation, weed control, walking tracks, improved public access, amenities and general upgrades, however do not support the proposed directions for section 7.2 Zone B: Erskine North Bank, in particular potential use of the former quarry for events or other 'multi' uses. Concerns relate to: <ul style="list-style-type: none"> o Echo chamber effect - noise pollution. o Potential damage to pristine river environment. o Fragile quarry walls causing safety concerns. o Capacity for crowd control, emergency management and safety. o Do not support additional traffic on Erskine Avenue. o Suggest better use of resources would be directed to additional revegetation works, not infrastructure in this area. o Existing adequate event space in Lorne. o Prefer to minimise hard surface treatments on the north bank of the river. o Suggest an Environmental Impact Statement may be needed for the former quarry site. 2. Would like to have had more time and notice to provide feedback. Suggest all residents should receive notice by registered mail. |

8. Next steps

All feedback received on the draft Erskine River Precinct Masterplan will now be used by the consultants to prepare a final version of the document.

The final masterplan will be provided to the GORC Committee for consideration and approval before it is released publicly. This is expected to occur in mid-late 2014 and will be widely communicated.

Once approved and released, the final masterplan will then be used by GORCC and other stakeholders to guide management of the precinct into the future.