

Point Grey Precinct Plan

Ideas Paper

For Public Consultation
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Prepared By	Michael Natoli
Reviewed By	
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Figure 1: Study Area



1. Introduction

1.1 Project Overview

GORCC has commenced a planning process to identify a suitable option for the future use and development of the Point Grey precinct in Lorne.

This new process will run over 2012 and 2013 and will include extensive community consultation. The process will consider and build on previous planning work and, in particular, work undertaken in 2009.

The plan will produce concept designs for the Point Grey precinct and identify a suitable and achievable development and implementation process. The planning process will also consider appropriate and potential funding opportunities for the implementation of the plan, with funding to then be sought to bring the plan to fruition.

PLEASE NOTE: The Slaughterhouse site is not being considered in this planning process.

The key objectives of the planning process are to:

- Identify appropriate uses for the precinct
- Produce concept designs for the layout of the precinct, its buildings and other infrastructure required for these uses
- Develop a realistic and achievable plan with appropriate funding, governance and other arrangements for the construction and operation of the new precinct
- Involve the community and other stakeholders in the process so that the plan reflects their needs and further builds their commitment to the project and precinct

It is hoped that through the eventual implementation of the resulting Point Grey Precinct Plan that the following outcomes will be achieved:

- New and improved community infrastructure and facilities for both locals and visitor to Lorne
- Increased accessibility and use of the precinct
- Improved management and protection of local environmental and cultural values
- Community education and awareness of values and history of area
- Increased visitation to the Lorne area, resulting in increased economic benefit for local businesses
- Greater local employment opportunities (eg during and post construction)

The project is supported by funding partners Regional Development Victoria and the Surf Coast Shire.

1.1.1 What is the Study Area?

The Point Grey precinct encompasses Point Grey and its core facilities including the Aquatic Club, the Lorne Pier, the 'Fishing co-op' and Restaurant, a public toilet and the supporting car park area (refer to Figure 1). The nearby Shelley Beach, Grand Pacific Hotel and other areas, including the Queens Park Caravan Park, are important adjoining facilities which will need to be considered in future planning with optimal linkages provided to the precinct.

The precinct is located approximately 1.2km from the Lorne town centre with access provided along the Great Ocean Road or the beach trail (Doug Stirling Trail).

1.1.2 How is the project being governed?

Located on public land, adjacent to the Great Ocean Road, the Point Grey precinct is the responsibility of the Great Ocean Road Coast Committee (GORCC) as specified under the *Crown Land (Reserves) Act 1978* and the *Coastal Management Act 1995*. GORCC is leading the project.

An Agency Working Group (AWG) will have a role in providing advice and coordinating input of key government bodies, while a Community Reference Group (CRG) will be a key source of input and feedback from the community.

Input from the broader community of Lorne will be sought through extensive engagement activities.

Tract Consultants is the lead consultant on the project and will be supported by a number of specialist sub-consultants to deliver the plan.

1.2 Purpose of this paper

This paper outlines important background information and identifies a number of preliminary thoughts and ideas for how the Point Grey precinct could be planned into the future.

The ideas are directed by a vision for the precinct and guiding principles to ensure the precinct develops in a way that is consistent with community and stakeholder aspirations.

This paper has been informed by background research, initial community consultation, CRG, GORCC and AWG feedback, information from past studies including the 2009 Place Essence Report and site visits.

The paper is being used to gain feedback on the principles and ideas that will then help in developing a draft plan for the Point Grey precinct.

The key components of the paper include:

- A summary of Stage 1a Community and Stakeholder Engagement
- A vision for the precinct
- Guiding principles for the precinct
- Preliminary layout scenarios for the precinct
- Ideas for the image and character of the precinct
- Information about how to have your say
- What the next steps in the project are

1.3 Structure of this paper

This paper consists of 3 key sections: These are:

- Background - Provides background to this paper
- Information to comment on - This is where we are seeking your feedback
- Next Steps - What the next steps in the project are



2. Context and Analysis

2.1 Overview

This section provides an analysis of the study area, including its strategic context and the key issues and opportunities to be addressed as part of the future planning of the precinct.

This information and community feedback obtained to date (eg from consultation phase 1b, 2009 Place Essence Report), has driven the vision, guiding principles, layout scenarios and image and character ideas included within this paper.

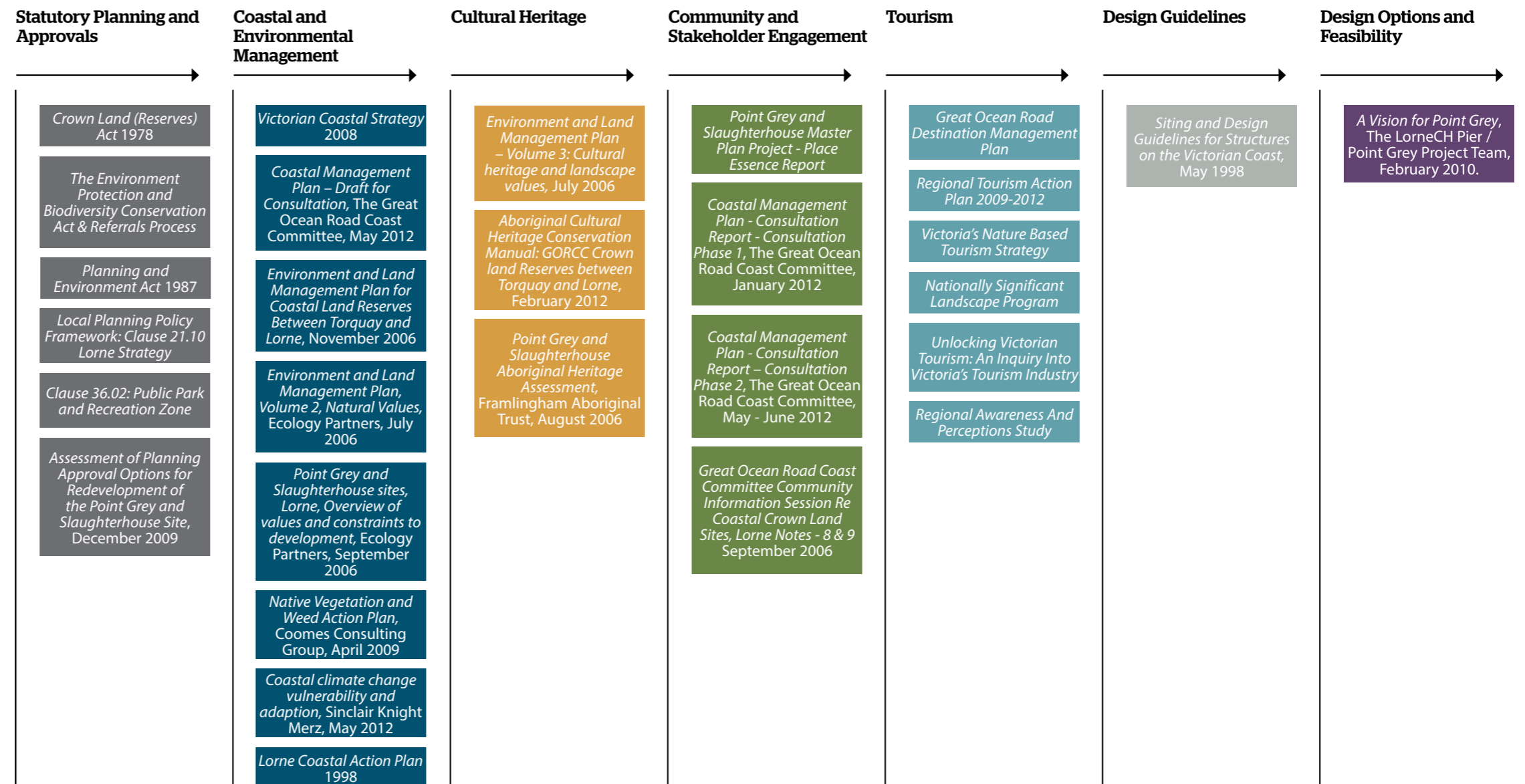
2.2 Strategic Context

The Point Grey Precinct Plan will be guided by a significant body of legislation, policies and studies that will need to be considered in the future planning and design of the precinct.

An important influence will be the 2009 Point Grey and Slaughterhouse Master Plan Project - Place Essence Report, which involved extensive consultation and developed a vision for the precinct. The Point Grey Precinct Plan will build on the findings of the Place Essence Report, where possible.

The following figure provides a summary of legislation, strategies, policies and studies directly influencing or impacting this project. Details of key influencing documents are also summarised in this chapter (refer section 2.3).

Figure 2: Strategic Context



2.3 Key Influencing Documents

The following documents in particular will significantly influence the development of the Point Grey Precinct Plan and have been considered as part of this paper.

2.3.1 Point Grey and Slaughterhouse Master Plan Project - Place Essence Report, 2009

In 2008, a masterplanning process was undertaken to identify potential development options for Point Grey and the 'Slaughterhouse Site' (which is located south of Point Grey).

The masterplanning process included broad community consultation, which was held in 2009 and resulted in the release of the 'Place Essence Report'.

The masterplanning process was discontinued in early 2010 before a draft masterplan was released due to the lack of economic feasibility associated with developing the Slaughterhouse site.



2.3.2 Crown Land (Reserves) Act 1978

The *Crown Land (Reserves) Act 1978* provides a legal framework for the acquisition and reservation of Crown land for a variety of public purposes, the appointment of Committees of Management (COM) to manage those reserves and for leasing and licensing of reserves for purposes approved by the Minister.

Under the Act the COM for any land reserved shall manage, improve, maintain and control the land for the purposes for which it is reserved and carry out works and improvements on the land.

Under the Act the COM may also grant licences to enter and use any portion of such land or any building thereon for any purpose consistent with the purpose of the reservation of the land; and may enter into agreements to operate services and facilities consistent with the purpose of the reservation.

The Act has now revised its provision for leases on Crown land from 21 years to a maximum of 65 years, for approved purposes.

2.3.3 Victorian Coastal Strategy, 2008

The *Victorian Coastal Strategy 2008* sets a long term vision for the coast and provides policies and actions to guide decisions about its management over the next five years.

Relevant Policies for the Point Grey Precinct Plan

- Plan for sea level rise of not less than 0.8 metres by 2100 and ensure development responds to climate change's risks and impacts (a new measure of 0.2m by 2040 has also been introduced)
- Protect cultural landscapes, heritage places, and archaeological sites and encourage re-use for community uses and coastal tourism
- Plan for and deliver sustainable and equitable recreational opportunities that respond to an identified demand to Crown land access, protect natural and cultural values, and optimise visitor experiences
- Plan for and deliver sustainable boating facilities and infrastructure that respond to demand, safety considerations, the protection and sustainable management of coastal processes
- Support development of sustainable nature-based tourism that benefits the local community, state and regional economies and heightens visitors' experience of the coast
- Ensure provision of buildings and infrastructure on coastal Crown land is coastal dependant, sustainable, accessible, equitable and meets community needs for coastal and water-based experiences
- Apply criteria for use and development on coastal Crown land when considering investment or development on coastal Crown land

2.3.4 Lorne Coastal Action Plan 1998

The *Lorne Coastal Action Plan (CAP) 1998* provides strategic coastal planning for the township of Lorne under the framework of the Victorian Coastal Strategy. The Victorian Coastal Strategy identified Lorne as an Activity Node requiring a strategic priority for improved facilities or need for detailed planning to direct use and future development to suitable locations.

The key role of the Lorne CAP is to build on existing plans and to develop, through a thorough consultation process, a framework for the future direction of the development and management of the Lorne coast.

Key messages for the Point Grey Precinct Plan

- The Lorne CAP provided early identification of the Point Grey site having development potential (provided that the Pier's visual & landscape significance is not compromised) and the need for further detailed planning to pursue these opportunities
- Possible uses identified for the site include commercial development and eco-tourism

2.3.5 Coastal Management Plan (CMP) - Draft for Consultation, The Great Ocean Road Coast Committee, May 2012

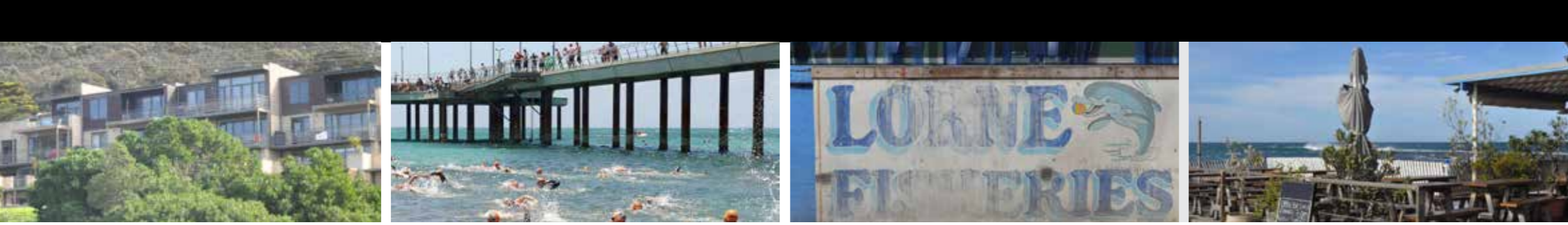
The CMP identifies priorities and provides direction for the sustainable management of coast governed by the GORCC. The CMP provided the following vision for the GORCC managed coast:

'Protect and enhance the breath taking and iconic coastline with its diverse community, natural environment and rich social and cultural history as custodians for current and future generations'

Key messages for the Point Grey Precinct Plan

- This vision and associated guiding principles, strategic responses to significant challenges, objectives and actions provide direction for the long term management of the GORCC coast. The action that this project specifically relates to is:
- 'Investigate and develop a plan for the suitable future use and development of the Point Grey precinct in Lorne'

Following broad consultation on the draft CMP, a final version was prepared and is currently with the Minister for Environment and Climate Change for approval.



2.4 Analysis, Issues and Opportunities

2.4.1 Overview

In order to understand the existing character and features to be addressed in the Point Grey Precinct Plan, an analysis of the precinct was undertaken. Information for this analysis was gathered from past studies including the Place Essence Report, desktop assessments, CRG, GORCC and AWG feedback and site visits.

The following provides a summary of this analysis and the subsequent key issues and opportunities identified.

2.4.2 Land Use and Events

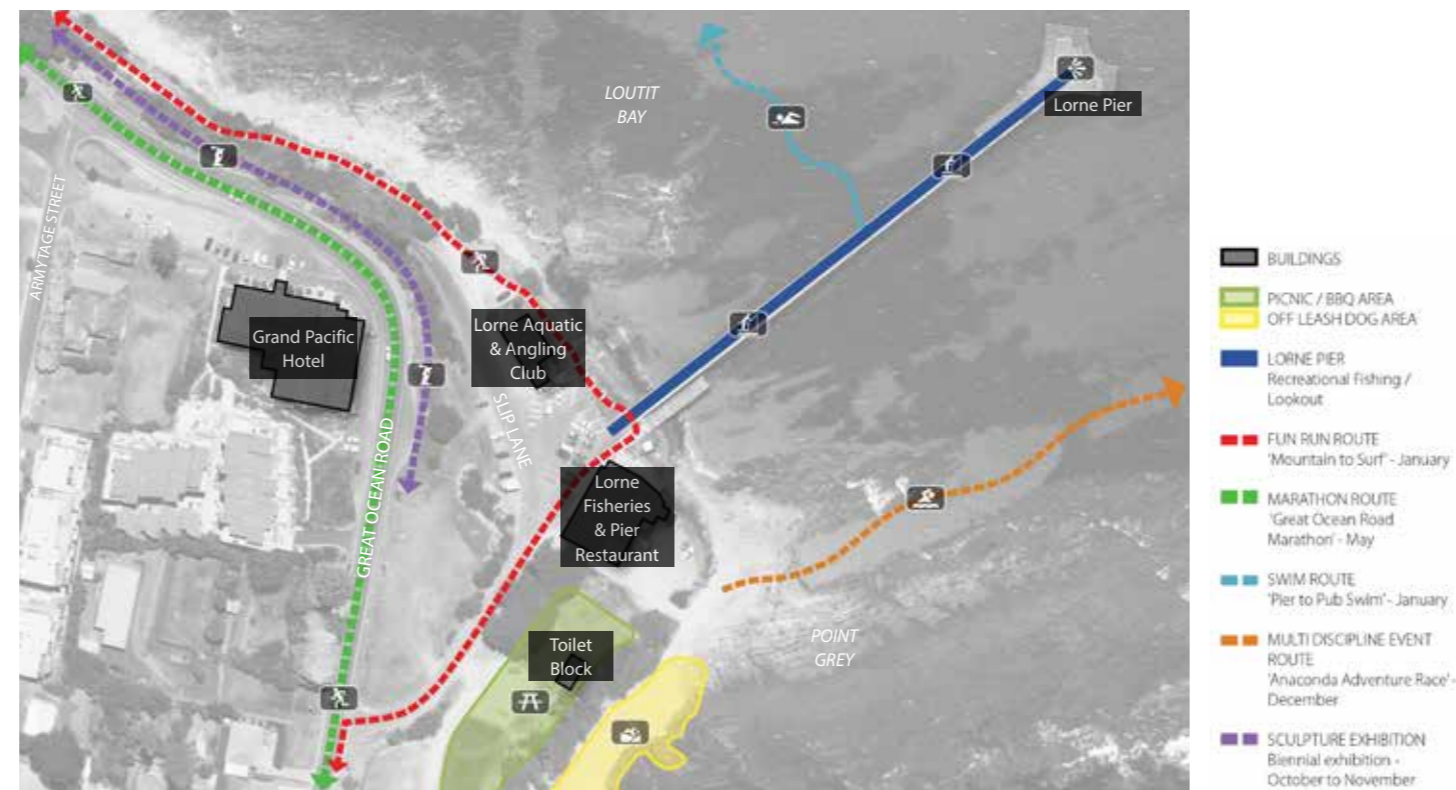
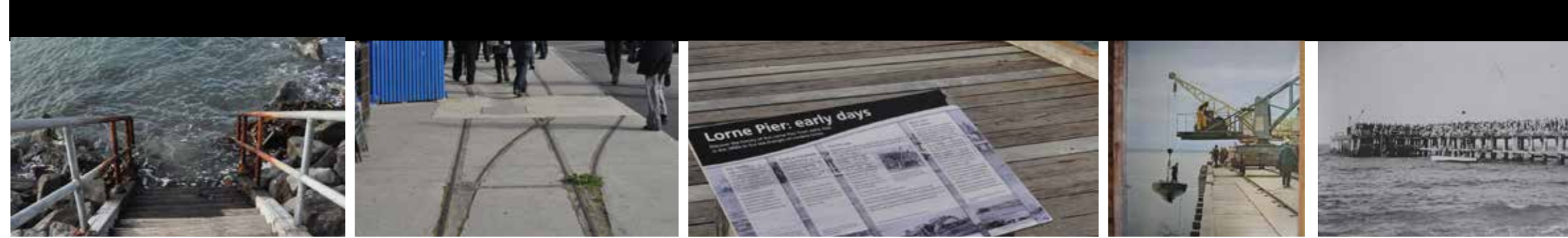


Figure 3: Land Use and Events

Summary of key issues, opportunities and constraints

- Future land uses will need to be carefully balanced to respond to community needs, and recreational and commercial opportunities
- Future requirements for existing land uses will need to be considered in master planning
- Opportunity to strengthen the relationship and linkages between the Point Grey site and other areas / land uses e.g. Grand Pacific Hotel, Shelley Beach, Queens Park Caravan Park etc
- Opportunity for flexible spaces that can accommodate a variety of land uses
- Future master planning will need to accommodate existing events and consider if there are opportunities for other events
- Opportunity for new plaza space to cater for events and provide a public gathering area
- Opportunity to utilise car parking and road areas as pedestrian circulation areas for large events



2.4.3 Precinct Infrastructure

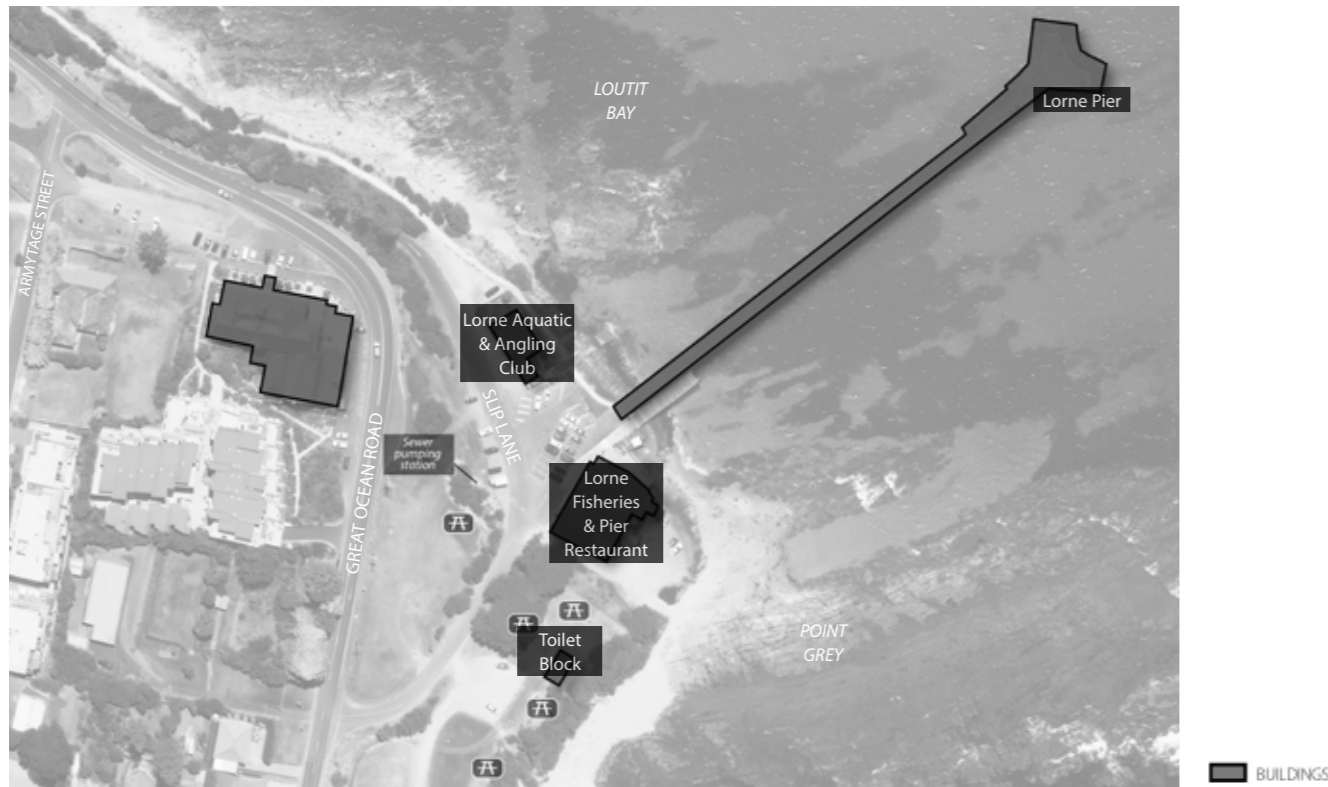


Figure 4: Precinct Infrastructure

Summary of key issues, opportunities and constraints

- Opportunity to provide for the shared use of facilities and to consolidate buildings and structures, and maximise land for public spaces
- The renovation or replacement of existing buildings within the precinct will need to be carefully considered
- Building styles and palette of appropriate materials will need to be carefully considered for the precinct
- Opportunity for the public toilets to be integrated into a new building
- The number and location of buildings within the precinct will need to be carefully considered
- Opportunity for additional picnic spaces, tables and seating in strategic locations
- Need to carefully consider the prominence of future buildings and structures - Will they be prominent or will the landscape setting be the dominant element?

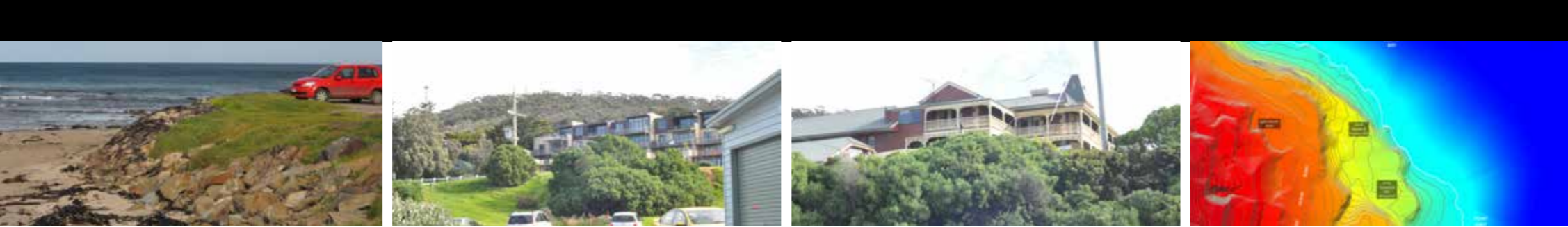
2.4.4 Cultural Heritage



Figure 5: Cultural Heritage

Summary of key issues, opportunities and constraints

- Opportunity to provide historical interpretation within the precinct to tell the story of the indigenous, logging, fishing and cultural history of the precinct
- Impacts of future development on existing indigenous middens site will need to be carefully considered
- Opportunity to provide connection to logging history within the precinct through selection of building materials
- Opportunity to integrate historical tramway tracks into future development and provide interpretation
- Need to carefully consider how historical interpretation is provided - signage, displays within a building, external display, dedicated building?



2.4.5 Climate

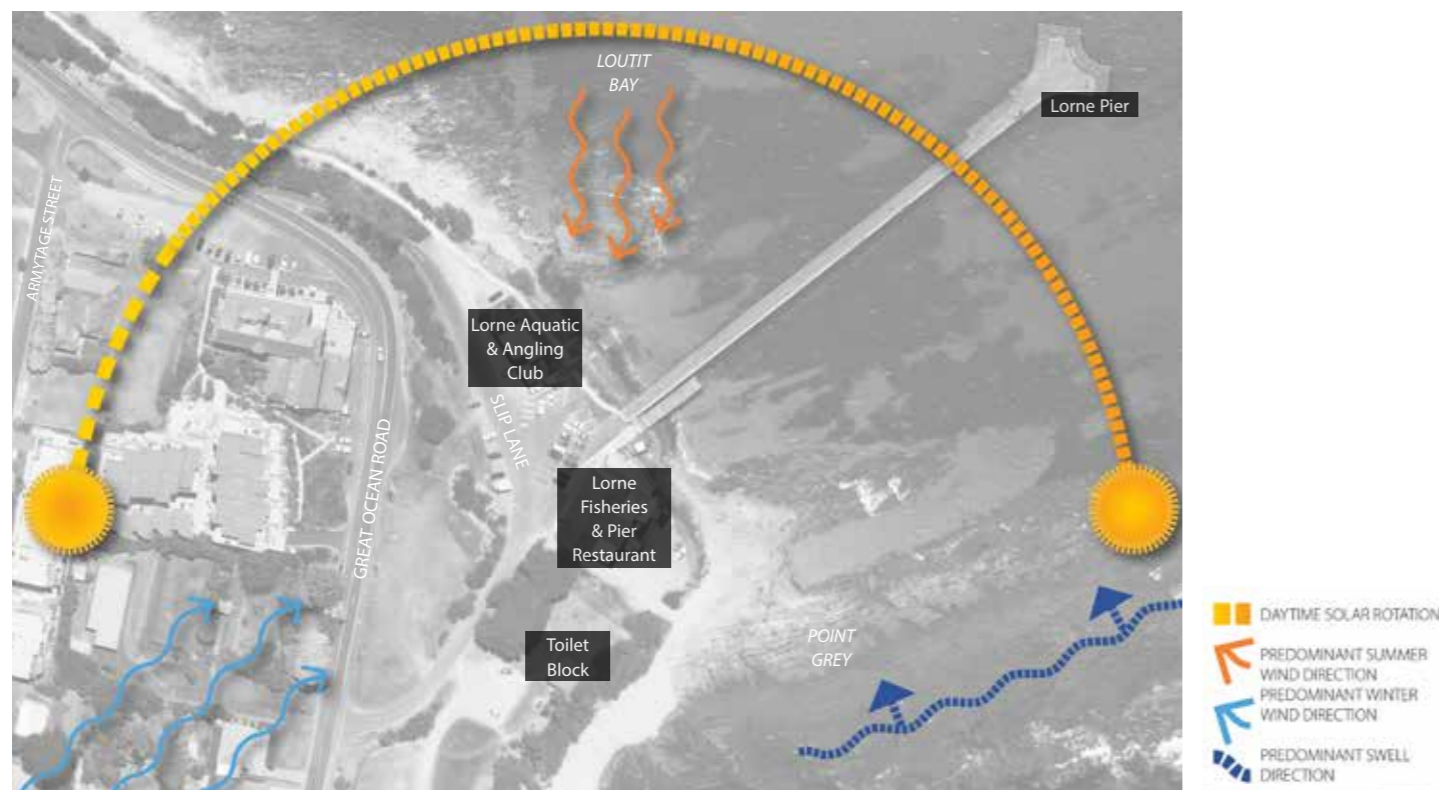


Figure 6: Climate

Summary of key issues, opportunities and constraints

- Existing 'fishing co-op' and restaurant provides good weather protection to public space near pier entry
- Future buildings will need to be carefully sited and designed to provide comfortable spaces for people.
- Opportunity to maximise northern aspect in the design of future public spaces
- Opportunity to incorporate passive energy generation into future buildings and structures i.e. wind, tidal and solar
- Opportunity to collect and / or treat rainfall on site through water tanks or water sensitive urban design techniques.

2.4.6 Topography and Views

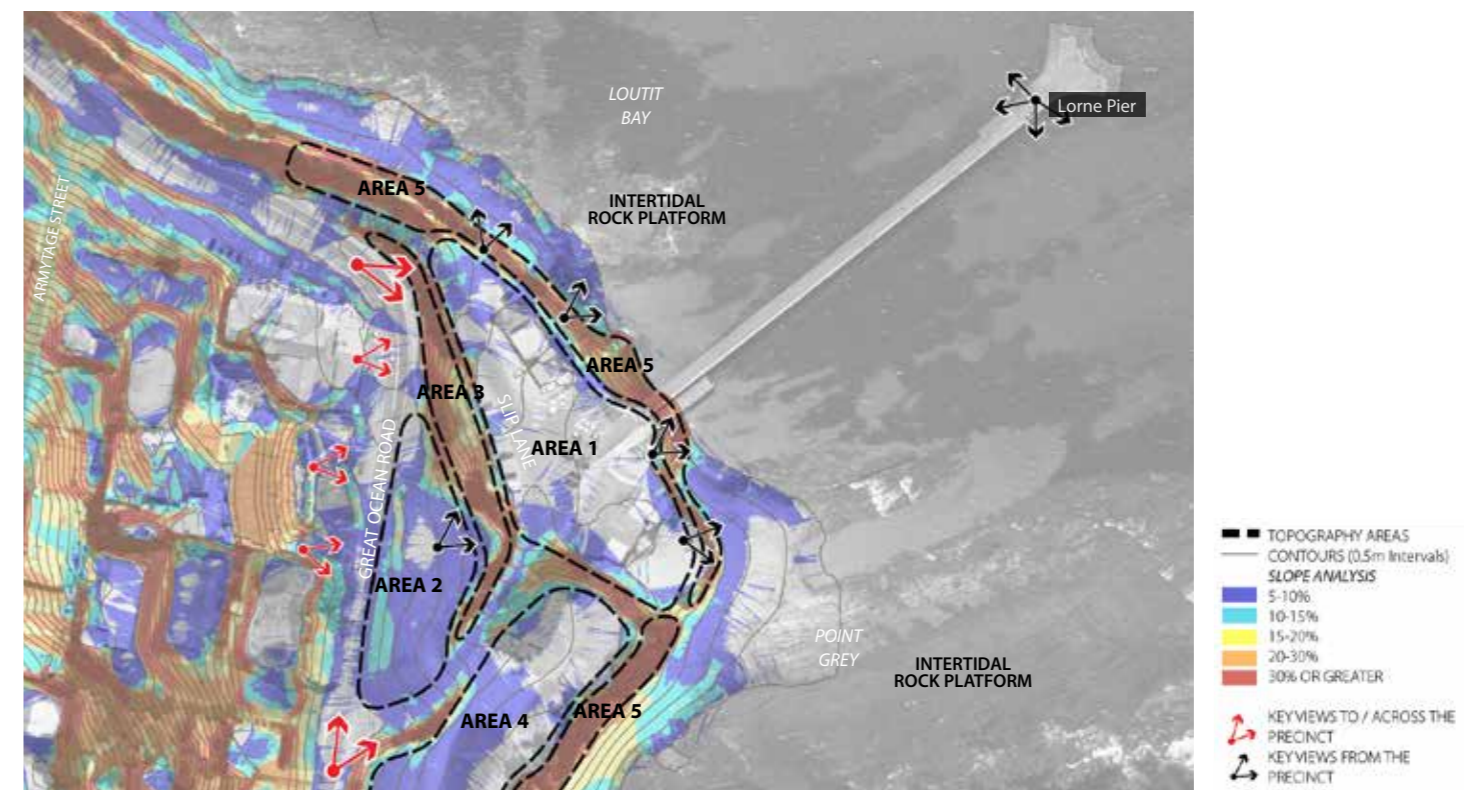
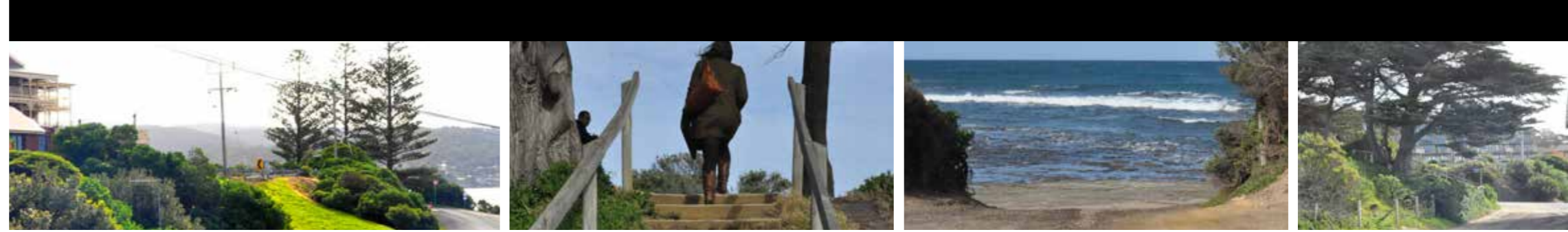


Figure 7: Topography and Views

Summary of key issues, opportunities and constraints

- Topography within the precinct is varied and will need to be carefully considered. General the precinct's topography can be categorised into the following areas:
 - Area 1** - Lowered flat area provides good functional area for buildings and pedestrian circulation. The low-lying nature of this area also enables buildings and structures to have minimal impact on key views
 - Area 2** - Gently sloping area is elevated and provides a good vantage point. This area is visually prominent particularly heading north east along the Great Ocean Road
 - Area 3** - Steeply sloping land needs to be carefully managed to prevent erosion. There may be opportunities to bench buildings into the slope with no visual impact on views to the site
 - Area 4** - Gently sloping land with lower elevation that relates strongly to Shelley Beach.
 - Area 5** - Small sea cliffs that will need to be carefully managed to minimise erosion from predominant swells
- Impacts on key views from surrounding areas need to be carefully considered
- Opportunity to provide more expansive views from key public viewing areas within the precinct



2.4.7 Vegetation



Figure 8: Vegetation

Summary of key issues, opportunities and constraints

- Opportunity to retain existing native vegetation and large trees within the precinct
- Opportunity to provide additional planting to strengthen environmental values and provide weather protection
- Siting and species of future vegetation needs to be carefully considered to minimise disruption to key views

2.4.8 Access and Circulation

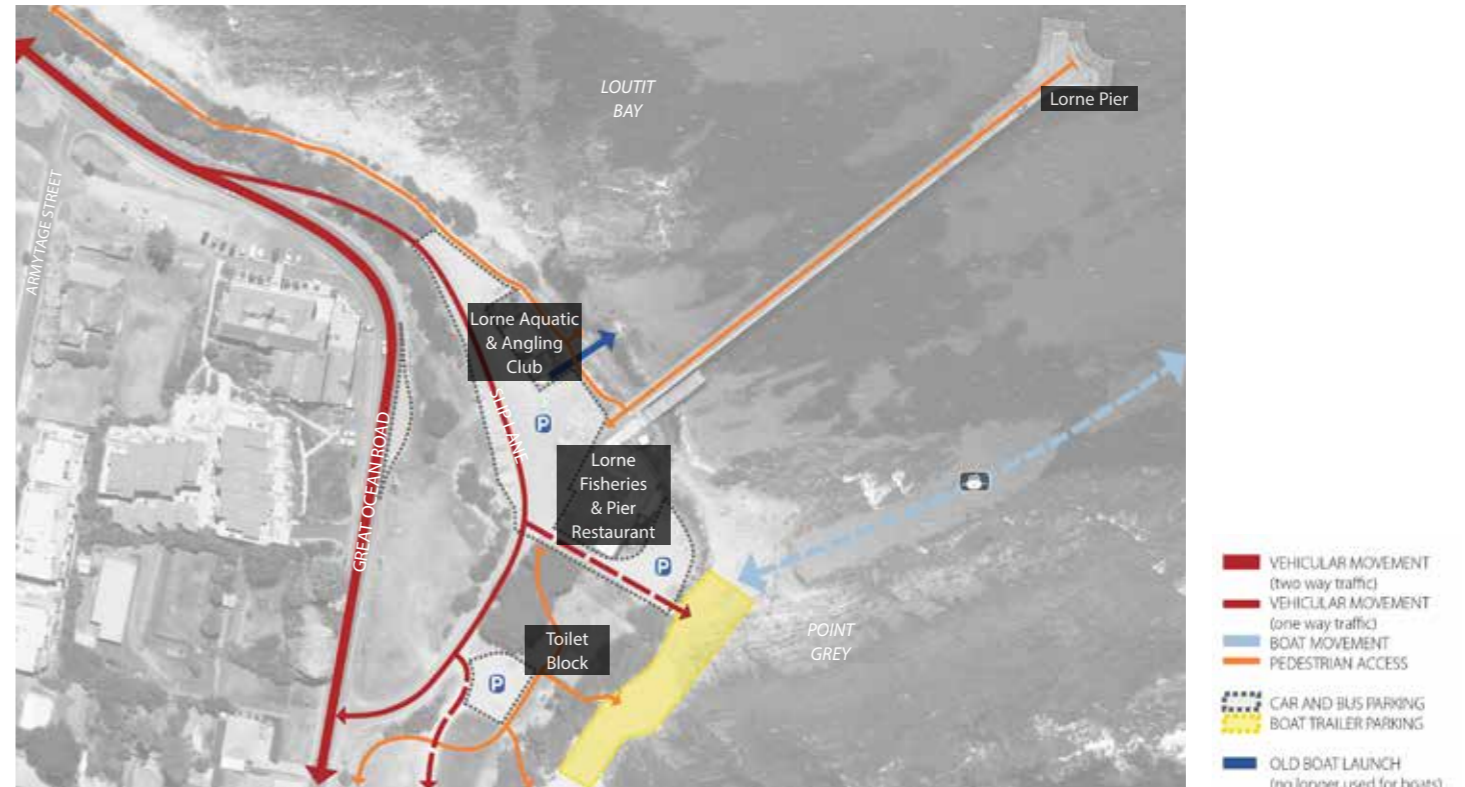


Figure 9: Access and Circulation

Summary of key issues, opportunities and constraints

- Opportunity to provide a continuous pedestrian link across the precinct to connect to Shelley Beach
- Opportunity to minimise vehicle access to the core of the site so that it becomes a space for people
- Opportunity to provide public plaza spaces within the core of the site around the pier entry
- The role of the northern vehicle entrance needs to be carefully considered
- The number of car spaces to be provided needs to be carefully considered and balancing land use requirements, seasonal influxes and ensuring vehicles do not dominate the precinct
- Opportunity to design car parking so that it better integrates with the coastal landscape setting
- Provision of bus parking within the precinct needs to be carefully considered
- Access to the boat launching facility will need to be maintained with no change. The Western Region Boating Coastal Action Plan classifies the facility as a 'local' level facility that is suitable only for minor improvements
- Opportunity to provide boat trailer car parking



3. Community and Stakeholder Engagement

3.1 Background

Community and stakeholder consultation is an important part of developing the precinct plan for Point Grey. It provides the opportunity to understand local values, aspirations and ideas for the precinct, whilst building on and updating work undertaken as part of the 2009 Place Essence Report.

Extensive opportunities for community input will be offered over three stages of consultation. The 3 main consultation phases where the community will be invited to have input are:

- Consultation Stage 1 - To confirm/update the findings of the 2009 Place Essence Report (Completed December 2012)
- Consultation Stage 2 - To inform the community of preliminary plan ideas and seek feedback with regards to these ideas
- Consultation Stage 3 - To inform the community of the preferred scenario for the future of the precinct and gain feedback on it

Additionally, two separate groups have been formed to provide feedback and input during the planning process. These are:

- The Community Reference Group - comprising representatives from the local community, including residents, visitors, businesses, community groups etc
- The Agency Working Group - comprising representatives from the main government bodies with a role in the project (ie Surf Coast Shire, Department of Sustainability and Environment, Regional Development Victoria)

This section is a summary of the results of community and stakeholder engagement undertaken as Consultation Stage 1, held in December 2012. For the full results of this consultation stage, please refer to the Consultation Report Stage 1, December 2012, available on the GORCC website.

3.2 Consultation Stage 1 Approach

The objectives of the December 2012 consultation process were to:

- Obtain feedback from the Lorne community on what they do and do not want to see at Point Grey.
- 'Check in' with the community as to previous consultation undertaken as part of the Point Grey and Slaughterhouse Master Plan Project - Place Essence Report (2009) and to confirm/update the findings of the Place Essence Report. Consultation opportunities were designed to gauge the community's response to the 2009 consultation process and to determine whether the vision and other important outcomes from the report still have the support of the community.
- Gather and consider feedback for use in the development of 'ideas' for the Point Grey Precinct.

3.2.1 What opportunities were offered to the community to participate in Stage 1 consultation?

Two main opportunities were offered to the community to participate in this stage of engagement. These were:

Listening Posts

'Listening posts' were held on 10th and 12th of December 2012 in Lorne, from 9am to 3pm. Stands were set up in front of the Lorne Post Office on the main pedestrian footpath offering community members an opportunity to 'drop in', learn more about the project and have their say.

Hard copy surveys were made available at the listening posts. Of the 190 hard copy surveys handed out, 60 were filled out while respondents were at a listening post and 14 were posted back in the mail.

Online Survey

An online survey was also made available on the GORCC website. The online survey contained the same survey questions as the hard copy version handed out at the listening post events. In total, 65 online surveys were submitted.

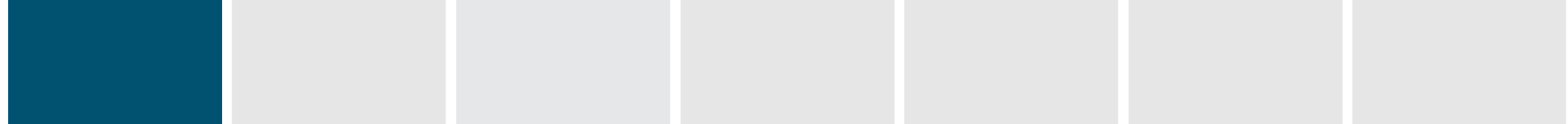
3.2.2 How was the community informed about the consultation opportunities?

Opportunities for the community to have input into the planning process through the Listening Posts and/or the online survey were communicated through a range of methods including:

- The GORCC E-Newsletter
- Signage displayed on the Lorne foreshore
- Public notices in local newspapers (The Lorne Independent, The Echo and the Surf Coast Times)
- Mail outs and email alerts to community groups and individuals
- Media releases resulting in coverage in local newspapers
- Social media (GORCC Facebook and Twitter)
- The GORCC website

3.2.3 Who did we hear from?

- In total, 139 members of the community (including permanent residents, semi-permanent residents, and visitors (both regular and day trippers)) submitted either a survey at a listening post (74 respondents) or an online survey (65 respondents).
- Overall, 25 respondents were in the age group of 26-45; 68 were in the age group of 46-65; and 38 were 66 and older.
- 76 respondents to the survey were male; 63 were female.
- In total, we heard from 55 permanent residents; 44 semi-permanent residents (both campers and holiday house owners); and 34 visitors (mostly regular visitors and some day trippers).
- 80 respondents were members of one of a range of Lorne community groups or organisations.



3.3 What did we hear?

3.3.1 How aware are you of the 2009 masterplanning process and the Place Essence Report?

Just under half (65) respondents were familiar with the previous consultation process undertaken in 2009 and the associated Place Essence Report which formed part of the 2009 masterplanning process.

3.3.2 What did you like or dislike about the 2009 masterplanning and consultation process?

Only a small number of respondents commented on what they liked or disliked about the 2009 consultation process. Examples of some of the comments regarding what respondents liked where:

- The public forums
- The level of consultation
- Some aspects of the initial concepts
- Consultation activities were well attended
- Issues clearly presented

Examples of some of the comments regarding what respondents disliked were:

- Final outcomes not put on display
- All talk no action – waste of time
- Too much information to digest
- Too many people wanted their way
- Overdevelopment

'It was well attended and the report document captured a wide range of views'

(Comment from December 2012 consultation)

3.3.3 How important is the redevelopment of the Point Grey Precinct to the Lorne community?

Almost half of the respondents (66) said the redevelopment of the precinct was 'very important' to the Lorne community, 30 said it was 'important' and 24 said it was 'not very important'. 8 respondents provided specific comments to this question under the 'other' option. A key theme of these comments was that the site should not be over developed.

3.3.4 What do you most want to see at Point Grey (opportunities)?

Passive recreation followed by active recreation was the most popular choice for what people would most prefer to see at Point Grey. Responses are summarised as follows:

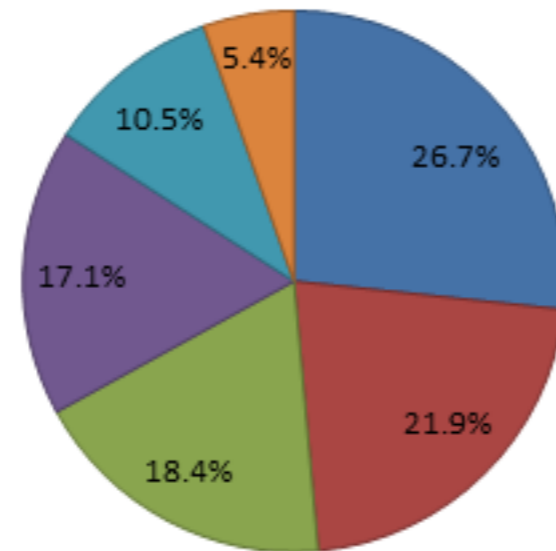
- Passive recreation (particularly walking tracks) – 84 respondents
- Active recreation (particularly fishing) – 69 respondents
- Restaurants/cafes – 58 respondents. Some emphasised they would like to see only one café or restaurant.
- Fresh produce (fruit and vegetables, fish) – 54 respondents. Of particular note, was that 11 respondents specified that they would prefer fish as the only fresh produce at Point Grey.
- Education and/or scientific based activities – 33 respondents
- Tourism/information centre – 17 respondents
- Other responses:
 - happy with what is currently there but provide beautification (4);
 - cultural/historic centre/displays (4);
 - improved boat ramp (2);
 - breakwater (1); and
 - bus parking (1).

Many respondents chose more than one option for what they would prefer to see at Point Grey.

'Development and recognition of historical values'

(Comment from December 2012 consultation)

Figure 10: What respondents want to see at Point Grey (% of all responses)



- Passive recreation
- Active recreation
- Restaurants/cafes
- Fresh produce (fruit and vegetables, fish)
- Education and / or scientific based activities
- Tourism/information centre

'Cheap food options such as ice cream or hotdogs and take away coffee'

(Comment from December 2012 consultation)

3.3.5 What do you not want to see at Point Grey?

The tourism/information centre was the most common choice for what people would not like to see at Point Grey. Responses are summarised as follows:

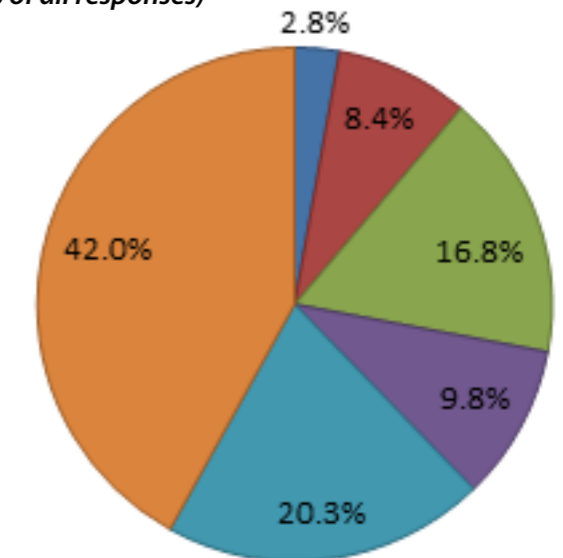
- Tourism/information centre – 60 respondents
- Education and/or scientific based activities – 29 respondents
- Restaurants/cafes – 24 respondents
- Fresh produce (fruit and vegetables, fish) – 14 respondents
- Active recreation (particularly jet skis, motor boats) - 12 respondents
- Passive recreation – 4 respondents
- Other responses:
 - over development/large scale development (11);
 - accommodation (9);
 - marina/breakwater (4);
 - buildings against foreshore blocking views (2); and
 - increased parking (1).

Many respondents chose more than one option for what they would not like to see at Point Grey.

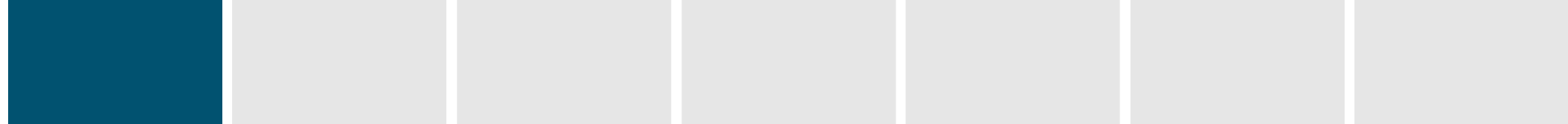
'Housing, high rise buildings.. motel accommodation'

(Comment from December 2012 consultation)

Figure 11: What respondents don't want to see at Point Grey (% of all responses)



- Passive recreation
- Active recreation
- Restaurants/cafes
- Fresh produce (fruit and vegetables, fish)
- Education and / or scientific based activities
- Tourism/information centre



3.3.6 What are the key features of the Point Grey precinct? What makes it special/unique?

The key features that a number of respondents identified as making Point Grey unique included:

- Point Grey's natural beauty
- The Pier
- Fishing
- History of the site
- Open space
- Great walking destination
- Views to and from Lorne township
- The restaurant
- The Fishing Co-op
- The Aquatic Club
- Coastal environment
- Rocks and waves
- Its lack of development.

The most popular responses were that Point Grey is unique because of its history, views, natural beauty and the Pier.

'It is a beautiful spot, with easy access, informal, inclusive and inviting and relatively low key, acting as a hub for fishing and boating, and as a destination for walks from the shopping area.'

(Comment from December 2012 consultation)

3.3.7 Key challenges for redevelopment of the Point Grey precinct

Respondents felt that environmental constraints would be the biggest challenge for the precinct, closely followed by parking, funding, land use and balancing recreational activities. The results were as follows:

- Environmental constraints (storm surges, native vegetation, heritage) - 68 respondents
- Appropriate parking - 64 respondents
- Funding – 62 respondents
- Public and private land use – 61 respondents
- Balancing recreational activities - 60 respondents
- Access to Lorne – 32 respondents.

Many respondents chose more than one of the key challenges listed on the survey.

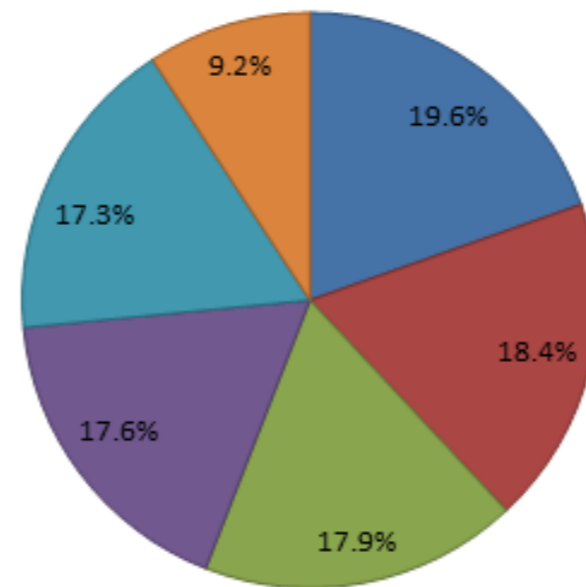
'Keeping the atmosphere of Lorne as a fishing village with great walks around the coast and into the hinterland with its rivers and waterfalls.'

(Comment from December 2012 consultation)

3.3.8 Is the Vision Statement from the 2009 Place Essence Report still relevant?

The majority of respondents (112 or 85.7% of respondents) felt that the Vision Statement arising from the 2009 consultation process for the Point Grey Precinct was still relevant.

Figure 12: What respondents believe are the key challenges for the redevelopment of the Point Grey precinct (% of all responses)



- Environmental constraints (storm surges, native vegetation, heritage)
- Appropriate parking
- Funding
- Public and private land use
- Balancing recreational activities
- Access to Lorne

3.4 How has this feedback been used?

The feedback from the December stage of consultation has been used to guide the development of preliminary ideas for the Point Grey Precinct Plan, as outlined in the following sections of this paper.

The feedback will also be retained for future reference during later stages of the project (eg development of the draft layout plan).

TO VIEW THE FULL CONSULTATION REPORT, VISIT WWW.GORCC.COM.AU.

4. Point Grey Vision

4.1 Overview

The vision provides a statement of the preferred long term future for the Point Grey precinct. It is an aspirational statement that conveys a sense of how the precinct will look, function and feel in the future.

The statement opposite is the vision contained within the 2009 Point Grey and Slaughterhouse Master Plan Project - Place Essence Report, which was developed through extensive community and stakeholder consultation.

As part of Stage 1b Community Consultation, the 2009 Place Essence Report vision was tested with the community to determine if this vision was still relevant and considered appropriate for the precinct. Of the 150 respondents to the survey, over 87.5% of respondents agreed that the vision remained appropriate and applicable to the precinct.

For this reason, the vision has been adopted directly from the Place Essence Report for this new project.

4.2 Why is the Vision important?

The vision is a statement that broadly articulates the community's aspirations for the precinct. The vision is supported by 13 guiding principles (refer to the following chapter), which provide more 'on the ground outcomes' to be achieved at the precinct.

The vision, along with the guiding principles, will be used to direct and assess all future planning and design outcomes within the precinct to ensure that future development is consistent with the community's aspirations. To remain viable and flexible the vision should continue to be tested periodically (at least every five years) to ensure it is still relevant to the community.

4.3 The vision

“The Point Grey precinct is a place...
... that is inviting and friendly... that caters for locals and visitors alike ... that is authentic and true to its character... that provides a strong sense of community ... where you can get a great coffee ... for memory making and celebration... for recreation, for fishing and water activities ... of stunning and beautiful natural assets ... to get close to the water ... that is accessible, affordable and connected to Lorne ... that is active all year round and leaves you wanting to return and stay longer ... a place that captures its history and tells its story.”



5. Guiding Principles

5.1 Overview

The Point Grey Precinct Plan will be guided by a set of 13 principles. These principles have been developed through initial stages of community and stakeholder consultation, analysis of the key opportunities and challenges for the precinct and based on the key findings from the 2009 Place Essence Report.

The principles are intended to integrate with the Point Grey Precinct Plan vision, providing more detail in regards to the 'on the ground' outcomes within the precinct. They have been used to guide the precinct Layout Scenarios in Section 6 and will be used in later detailed planning and design within the precinct.

5.2 Why are the Guiding Principles important?

The principles, along with the vision, will be used to direct and assess all future planning and design outcomes within the precinct to ensure that future development is consistent with the vision and the community's aspirations for the precinct.

These guiding principles may be refined following feedback on the Ideas Paper.

POINT GREY PRECINCT PLAN VISION
13 GUIDING PRINCIPLES

LAYOUT SCENARIOS
IMAGE AND CHARACTER IDEAS

FUTURE MASTERPLANNING

ASSESS AGAINST
VISION AND
PRINCIPLES

5.3 The Guiding Principles

PRINCIPLE 1

Future uses should largely reflect what currently exists (no significant increase)

What does this mean for the Point Grey Precinct Plan?

- The Aquatic Club, fish sales and restaurant should be included in any future plans, with consideration of future expansion requirements
- Any new land uses should be complementary to existing uses, while not significantly increasing the overall development footprint



PRINCIPLE 2

The precinct should be a public place and a community resource

What does this mean for the Point Grey Precinct Plan?

- The precinct should focus primarily on people
- Commercial uses within the precinct should be limited
- Future community uses / facilities / rooms should be inclusive, flexible and shared



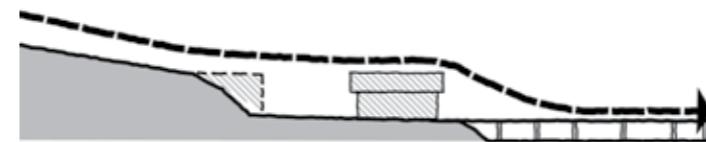
PRINCIPLE 3

The scale of new buildings should largely reflect the existing scale

What does this mean for the Point Grey Precinct Plan?

- Buildings should be 1-2 storeys in scale (roof line of existing restaurant is close to two-storeys in height)
- Opportunities should be investigated to embed buildings within the topography so that they are not visually prominent

Figure 13: Principle 3



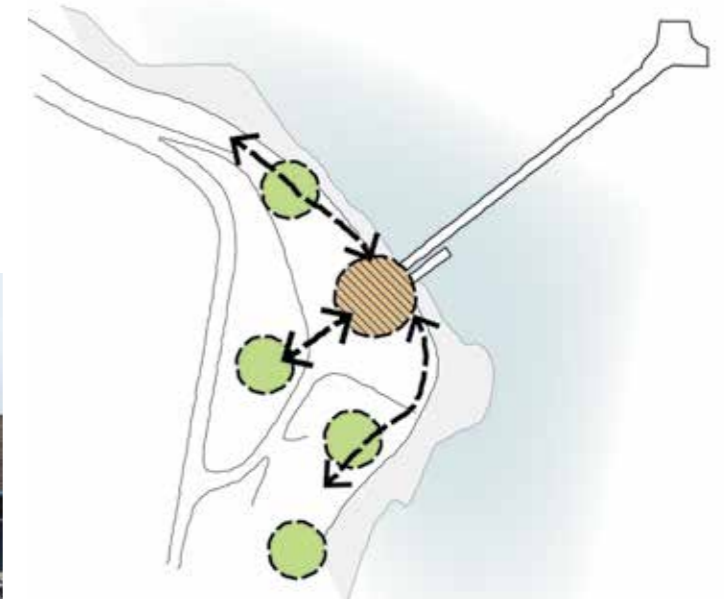
PRINCIPLE 4

The precinct must reflect its own unique character and identity and provide buildings, structures and public spaces that are simple, legible and uncomplicated

What does this mean for the Point Grey Precinct Plan?

- Pedestrian access should be logical and connect key features within the precinct
- Materials should reflect the local character and history of the precinct
- Buildings should be designed with simple forms

Figure 14: Principle 4



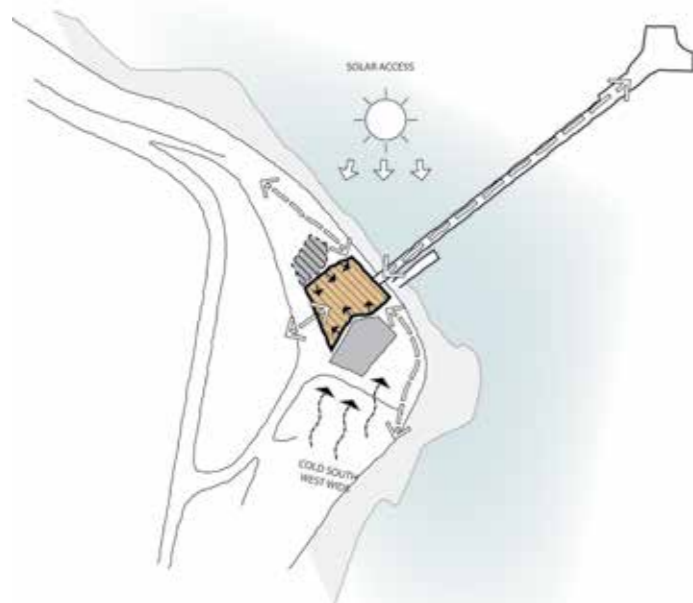
PRINCIPLE 5

The pier entry area and adjoining area must be a space for people to gather, interact and enjoy the surrounds

What does this mean for the Point Grey Precinct Plan?

- Surrounding buildings should engage with and open up to the public space
- The space should be protected from prevailing south west winds and rain
- The space should be of a size that feels comfortable for people and contained
- The space should maximise its northern aspect

Figure 15: Principle 5



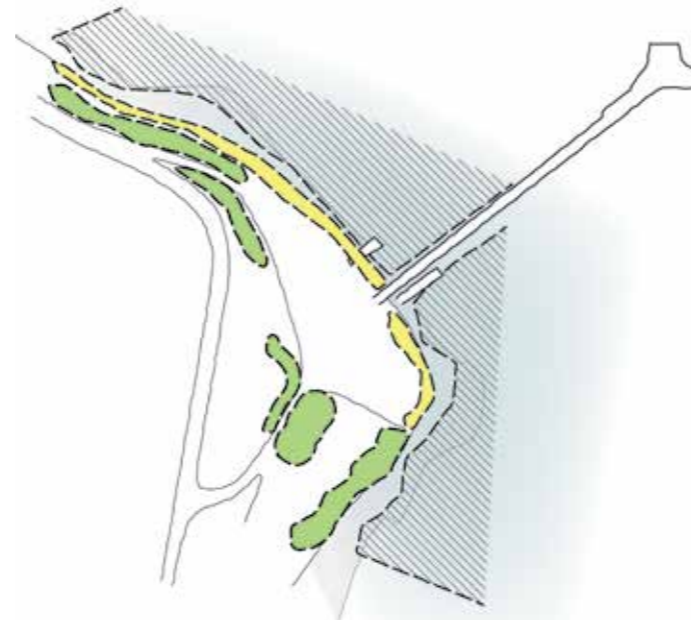
PRINCIPLE 6

The environmental and natural qualities of the precinct should be protected and enhanced

What does this mean for the Point Grey Precinct Plan?

- Sensitive environmental areas should be protected
- Significant vegetation should be retained where possible
- Revegetation should occur where possible whilst considering impacts on views out from the site
- The natural topography of the site should be retained where possible

Figure 16: Principle 6



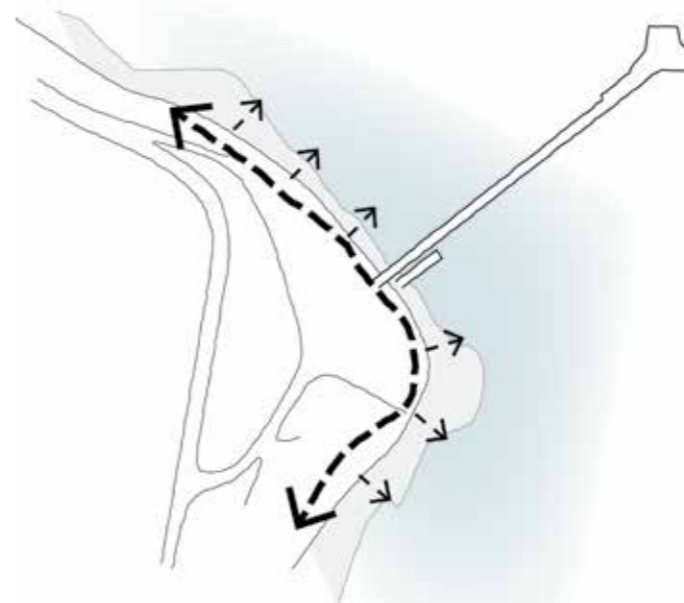
PRINCIPLE 7

The waterfront must be publicly accessible and enjoyable

What does this mean for the Point Grey Precinct Plan?

- A continuous public path along the foreshore should be provided
- Additional opportunities to engage with the water should be provided

Figure 17: Principle 7



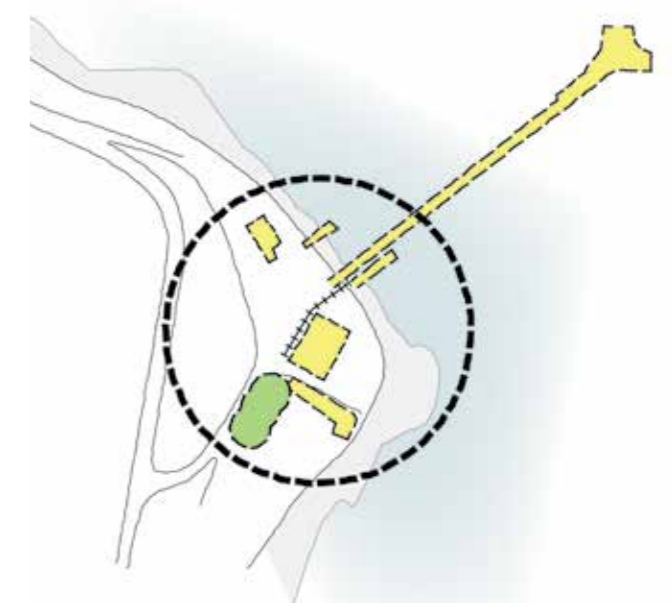
PRINCIPLE 8

The precinct should celebrate and interpret the historical and cultural values of the area

What does this mean for the Point Grey Precinct Plan?

- Interpretative material / spaces should be provided within the precinct to tell its story.
- The existing historical features (e.g. midden, tramway tracks) should be protected and enhanced.
- Materials and the design of buildings and spaces should celebrate the historic role and character of the precinct.

Figure 18: Principle 8



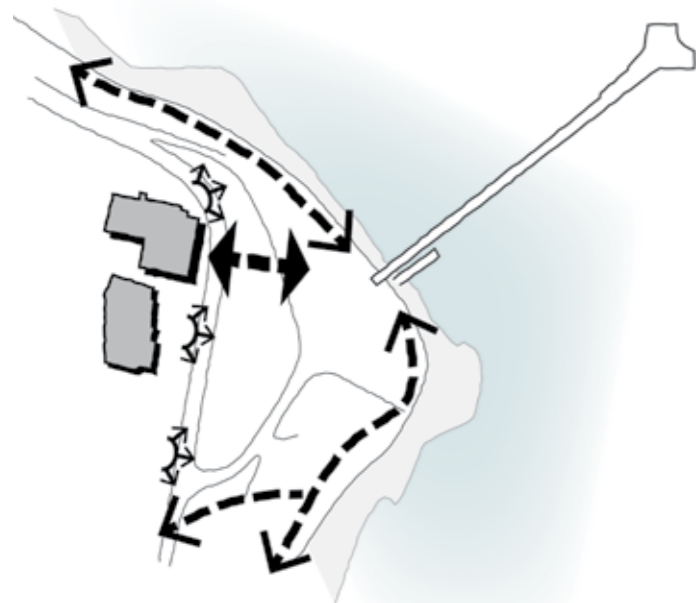
PRINCIPLE 9

The precinct and its surrounds should be considered together in an integrated way

What does this mean for the Point Grey Precinct Plan?

- A continuous path along the foreshore must be provided through the precinct to connect to the Lorne town centre and Shelley Beach
- Connections to the neighbouring areas/sites should be enhanced
- Ensure land uses within the precinct complement those within the town centre

Figure 19: Principle 9



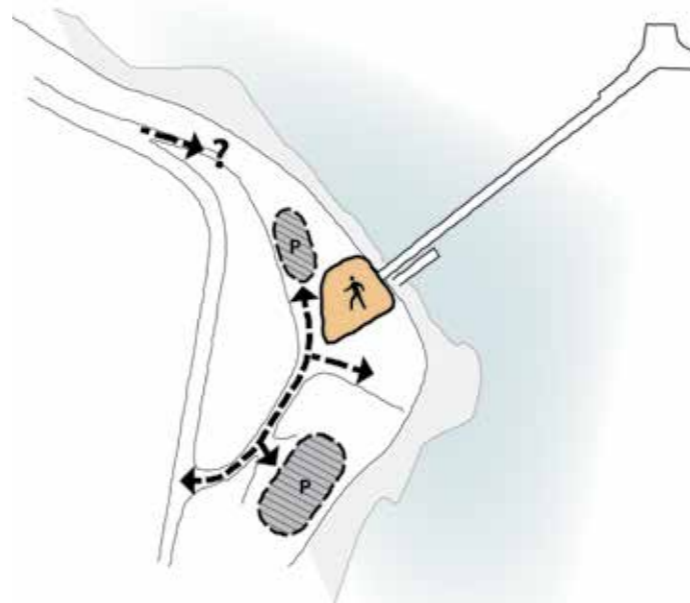
PRINCIPLE 10

Vehicle access and parking should be flexible and convenient but not dominate the core of the site

What does this mean for the Point Grey Precinct Plan?

- Car parking should not dominate key public spaces within the precinct
- Car parking and vehicle access areas should be designed so that they can be used for pedestrian circulation and events when needed
- Tourism (bus) visitors should be provided for if possible
- Service access to future buildings and facilities will need to be provided

Figure 20: Principle 10



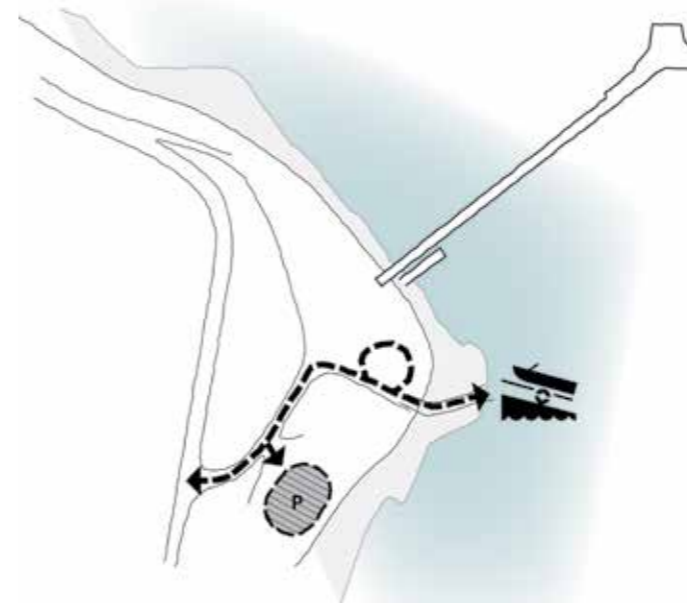
PRINCIPLE 11

Boat launching facilities should be retained

What does this mean for the Point Grey Precinct Plan?

- The launching facility will need to be retained with no change. The Western Region Boating Coastal Action Plan classifies the facility as a 'local' level facility that is suitable only for minor improvements
- Access to the boat launching facility must be provided
- Boat trailer parking should be provided within the precinct

Figure 21: Principle 11



PRINCIPLE 12

Future development within the precinct should utilise best practice Environmental Sustainable Design (ESD) techniques

What does this mean for the Point Grey Precinct Plan?

- Buildings and structures should maximise opportunities for passive energy generation utilising the unique climatic conditions
- Water Sensitive Urban design should be incorporated into the design of public space



PRINCIPLE 13


The Point Grey Precinct Plan must be deliverable

What does this mean for the Point Grey Precinct Plan?

- The plan must be of a scale and design that is economically viable
- The plan should be stageable and flexible so that it can respond to economic conditions and needs
- Future use and development should be consistent with relevant legislation, policies and plans
- The future use and development of the precinct should be supported by stakeholders







6. The Point Grey Precinct Layout Scenarios

6.1 Overview

The Point Grey Precinct Layout Scenarios provide an indication of how the site could be arranged into the future. They focus on the broad structure of the precinct – where buildings should go, how pedestrian access should be provided, where plaza and green public spaces are provided and how vehicles should circulate and park within the precinct. The scenarios have been guided by the vision and the 13 guiding principles outlined in Section 5.

A large number of scenarios were considered as part of this process, ranging from minimal improvements to existing buildings through to significant increases in land use and built form. Some of these scenarios were ruled out through the process as they were considered to be inconsistent with community feedback, the Point Grey Precinct Plan vision and the 13 guiding principles (see section 6.9).

6.2 Why are the Precinct Layout Scenarios important?

The scenarios are intended to help people visualise how the precinct may be used and developed in the future and generate thoughts and feedback (refer to section 8) for use in later stages of the project (eg development of a draft plan).

The scenarios are not intended to provide detailed design outcomes and do not provide detail on which particular land uses should be provided and where. These details will be investigated in the next stage of the project when a draft plan is developed.



6.3 Layout Scenario 01

“Facelift to existing buildings and new public plaza space”

Key Elements

- Minor facelift and works to existing buildings - paint and small scale maintenance or improvements
- New public plaza space created from the existing car parking
- New car parking areas behind the public plaza
- Existing green spaces to remain
- Relatively little cost* when compared to other layout scenarios

6.3.1 Pros:

- Small scale capital works funding/ expenditure required
- New public plaza is easily deliverable
- Uses to site do not change

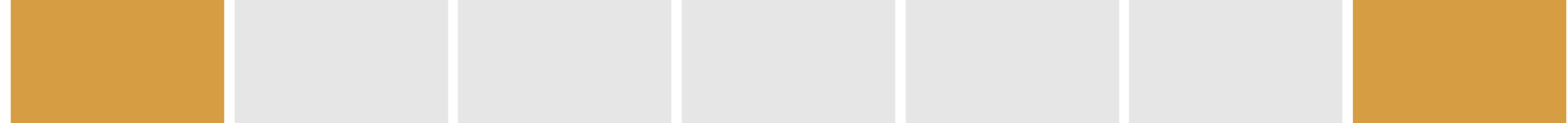
6.3.2 Cons:

- Represents only a temporary fix
- Expenditure may be wasted in the medium - long term
- Does not represent a sustainable future for the site
- Non-economic in an ongoing sense (generates no return)
- Doesn't meet expectations of some of the community
- May be considered to present a poor image of Lorne to visitors and tourists

Figure 22: Layout Scenario 01



* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.



6.4 Layout Scenario 02

“New integrated facilities within one building and new public spaces”

Key Elements

- Consolidation of existing and new facilities/ uses on site within a new building on the current ‘Fishing Co-op’ site
- New dedicated public open space to the foreshore with paved and lawn areas
- New rationalised carpark providing better located car parking provision
- New stand alone pavilion/ shelter/ picnic area to the foreshore
- Revitalised picnic and bbq area on top of the midden area
- Relatively low cost* when compared to other layout scenarios

6.4.1 Pros:

- New public spaces and picnic areas close to the foreshore
- Increased provision of open space areas
- New 2 storey building provides new facilities, restaurant
- Good weather protection to new open space/ plaza
- Car parking rationalised and improved

6.4.2 Cons:

- Potential for limited sense of enclosure around public space/ plaza
- 2 Storey built form might be considered too bulky/ large
- Access to upper level uses could be an issue
- Site potentially still dominated by car parking

Figure 23: Layout Scenario 02



* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.



6.5 Layout Scenario 03

“Two new buildings surrounding the plaza space”

Key Elements

- Creation of the key public space plaza as a high quality landscaped space at the start of the pier
- Creation of 2 new buildings either side of the new public space/ plaza adjacent to the pier
- Limited car parking to the lower level of the site - dedicated disabled and small general parking provision
- New, more efficient car parking to the southern end of the precinct
- Potential overflow car parking to upper grassed level
- Relatively low - medium cost* when compared to other layout scenarios

6.5.1 Pros:

- Good sense of enclosure and comfort to the public plaza
- Both buildings could be single storey if needed
- Car parking in convenient locations but not dominating the site
- Good views from all spaces and buildings
- Economic benefits of increased leasable space for uses

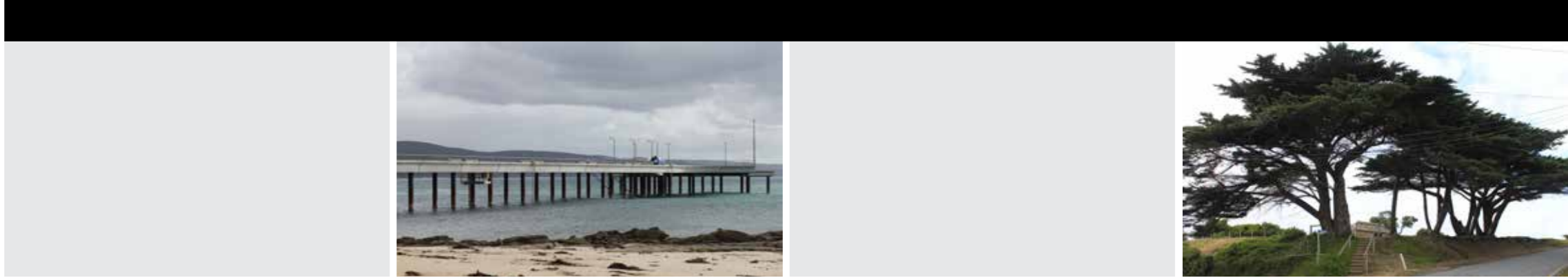
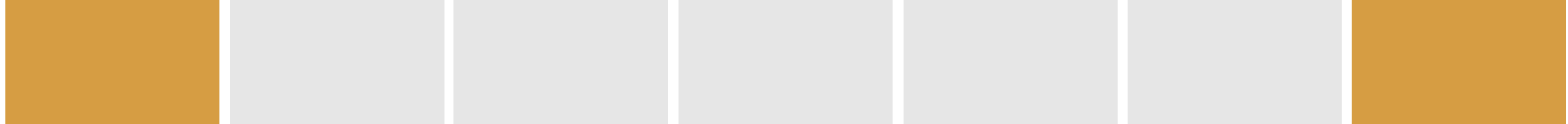
6.5.2 Cons:

- Creation of 2 buildings is potentially more costly
- Reduced car parking provision near pier
- Car movements may still dominate the site

Figure 24: Layout Scenario 03



* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.



6.6 Layout Scenario 04

“Two new buildings including a building set into the hill, and a new public plaza”

Key Elements

- Consolidation of existing and new facilities/ uses on site within a new building on the current ‘Fishing Co-op’ site
- New dedicated public open space to the foreshore with paved and lawn areas
- New rationalised carpark providing better located car parking provision away from the public spaces
- New facilities building set into the hill, providing multi-purpose spaces integrated with foreshore area
- Through traffic on site eliminated, a drop-off and small scale parking area is provided to lower level
- Relatively medium cost* when compared to other layout scenarios

6.6.1 Pros:

- New public spaces and picnic areas close to the foreshore
- New 2 storey building provides new facilities, restaurant
- Significant provision for community/ gallery/ civic spaces
- Good weather protection to new open space/ plaza
- Car parking provided away from public space

6.6.2 Cons:

- Removal of northern car entry may be an issue
- 2 storey built form might be considered too bulky/ large
- Significant building floor area could be costly and needs defined uses
- Vehicle circulation may still dominate the precinct

Figure 25: Layout Scenario 04



* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.



6.7 Layout Scenario 05

“Two new buildings, main building embedded into hillside”

Key Elements

- Single storey building embedded into hillside and smaller building located north of boat ramp access to provide shelter of public space
- Car park provided on top grassed area adjacent to Great Ocean Road and towards Shelley Beach
- Access to boat ramp and building servicing remains
- Large public space with expansive views
- Relatively medium-high cost* when compared to other layout scenarios

6.7.1 Pros:

- Opens up a views not previously available and reinstates the point as a public place
- All car parking removed from lower level of the precinct to provide greater pedestrian priority
- Buildings have minimal visibility from the Great Ocean Rd
- Large public plaza created

6.7.2 Cons:

- Public space will have little sense of enclosure - likely to not feel comfortable for people
- Buildings provide less protection from wind than scenarios with buildings in the location of the existing Restaurant / ‘Fishing Co-op’
- Less desirable for restaurant uses if set back from the water
- Car parking highly visible, diminishes view across the precinct and loses some of the upper grassed area
- Servicing / delivery / bins is challenging for larger building

Figure 26: Layout Scenario 05



* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.



6.8 Layout Scenario 06

“Major building embedded into hillside”

Key Elements

- Larger single storey building embedded into hillside
- Car park provided on top grassed area adjacent to Great Ocean Road and towards Shelley Beach
- Access to boat ramp and building servicing remains
- Large public space with expansive views
- Relatively high cost* when compared to other layout scenarios

6.8.1 Pros:

- Opens up views not previously available and reinstates the point as a public place
- All car parking removed from lower level of the precinct to provide greater pedestrian priority
- Buildings have minimal visibility from the Great Ocean Rd
- Large public plaza created

6.8.2 Cons:

- Public space will have little sense of enclosure - won't feel comfortable for people
- Building provides less protection from wind than scenarios with buildings in the location of the existing Restaurant / 'Fishing Co-op'
- Car parking highly visible, diminishes view across the precinct and loses some of the upper grassed area
- Less desirable for restaurant uses if set back from the water
- Servicing / delivery / bins is challenging

Figure 27: Layout Scenario 06

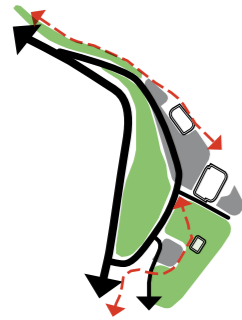


* Broad indication of costs are based on layout plans only. Further detail work is required to fully determine the size, difficulty and quality of treatments required.

6.9 Other Layout Scenarios

In addition to the previous six scenarios developed for the precinct there were some layout scenarios identified that are no longer being considered. These scenarios were considered to be inconsistent with community feedback, the Point Grey Precinct Plan vision and the 13 guiding principles. These scenarios and the reasons for why they have been ruled out are listed below:

“Facelift to existing buildings and spaces on site”



Key Elements

- Minor facelift and works to existing buildings - paint and small scale maintenance or improvements
- Limited new expenditure on capital works within the site
- Existing carpark and green space areas to remain

Pros

- Very limited funding/ expenditure required
- Easily deliverable
- Uses to site do not change

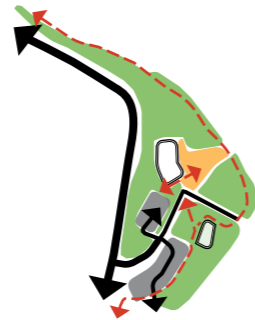
Cons

- Represents only a temporary fix and expenditure may be wasted in the medium - long term
- Does not represent a sustainable future for the site
- Non-economic in an ongoing sense (generates no return)
- Presents a poor image of Lorne to visitors and tourists

Why was this scenario ruled out?

This scenario is only a temporary fix and does not meet the expectations of the community. This is not consistent with community feedback, the vision for the precinct and the guiding principles.

“Major building embedded into hillside and new building in existing park area”



Key Elements

- Larger single storey building embedded into hillside
- Smaller building located up the top in the vicinity of the existing public toilets
- Car park provided on top grassed area adjacent to Great Ocean Road and towards Shelley Beach
- Large public space with uninterrupted views

Pros

- Opens up views not previously available
- All car parking removed from lower level of the precinct to provide greater pedestrian priority and create large public plaza
- Buildings have minimal visibility from the Great Ocean Rd

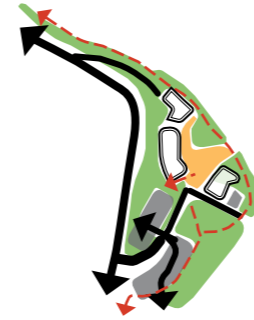
Cons

- Out of scale with an appropriate response to the site
- Reduced public realm spaces which is one of the primary roles of the site
- Car parking is highly visible, diminishes view across the precinct and loses some of the upper grassed area

Why was this scenario ruled out?

This scenario disperses key uses and reduces public space areas within the precinct. This is not consistent with community feedback, the vision for the precinct and the guiding principles.

“Significant additions to uses on site”



Key Elements

- Larger scale buildings and uses on site
- Potentially multiple food and beverage premises on site, angling club, function facilities, community rooms and facilities, gallery and interpretive centre and other uses
- Significant height and building footprint to new buildings

Pros

- Represents a good ‘economic return’ on the site
- Ability to capture multiple uses and to generate ongoing income from leases
- Potentially stageable over time

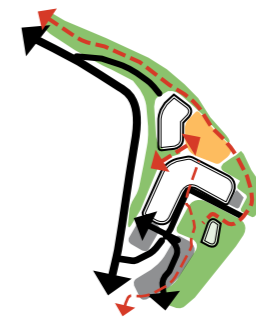
Cons

- Out of scale with an appropriate response to the site
- Reduced public realm spaces which is one of the primary roles of the site
- Car parking is highly visible, diminishes view across the precinct and loses some of the upper grassed area

Why was this scenario ruled out?

This scenario provides substantial areas for building and car parking. These reduce the public realm spaces and dominate the site. This is not consistent with community feedback, the vision for the precinct and the guiding principles.

“ Large scale development”



Key Elements

- Maximise commercial approach to the site, and its redevelopment
- Significant height and building footprint to new buildings
- Some car parking likely to be provided as a basement

Pros

- Represents a good ‘economic return’ on the site
- Ability to capture multiple uses
- Capitalises on the ‘iconic nature’ of the site

Cons

- Out of scale with an appropriate response to the site
- Reduced public realm spaces which is one of the primary roles of the site
- Car parking is a large issue for the site

Why was this scenario ruled out?

This scenario is dominated built form which reduces the public realm spaces on the site. This is not consistent with community feedback, the vision for the precinct and the guiding principles.



7. Image and Character Ideas

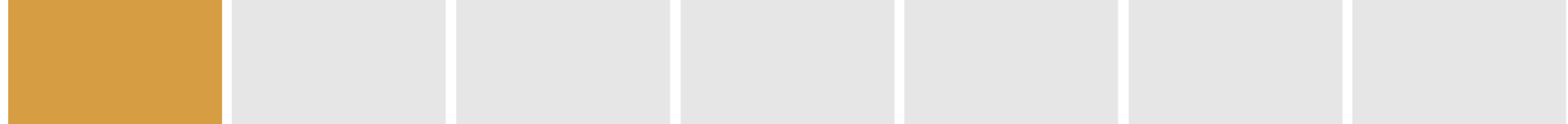
7.1 Overview

This section provides photo examples of other places to generate some thoughts and ideas on how the Point Grey precinct could look in the future. The photo examples cover buildings and structures, public spaces, walking trails, historical interpretation features, environmentally sustainable design, car parking and road treatments.

The photos are deliberately diverse in order to provide a range of design solutions for the precinct.

7.2 Why are the Image and Character Idea's important?

The photo examples are intended to help people visualise how the precinct may look and feel in the future and generate thoughts and feedback (refer to section 8) for use in later stages of the project (eg development of a preferred image and character palette for the draft plan).



7.3 Built Form and Structures



A.1 Built form imbedded in landform



A.2 Natural and light weight construction materials



A.3 Natural materials and simple forms



A.4 Use of glass providing views to water



A.5 Use of timbers and glass



A.6 Simple, contemporary built form



A.7 Rammed earth



A.8 Iconic built form. Form reminiscent of boat sail



A.9 Natural and light weight construction materials



A.10 Simple form that permits views through



A.11 Built form framing views to water



A.12 Iconic built form using corten steel

7.4 Play Opportunities



B.1 Nature based play encouraging children to discover the foreshore environment



B.2 Formal play spaces reminiscent of foreshore environment



B.3 Recycled materials imbedded into the landscape to encourage site exploration



B.4 Opportunities for water play

7.5 Passive Recreation



C.1 Lawn areas and facilities for picnicking



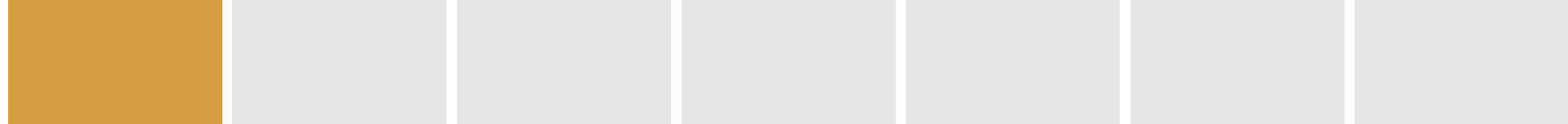
C.2 BBQ facilities



C.3 Undulating topography creating semi intimate spaces for various uses



C.4 Open lawn areas to read and relax



7.6 Foreshore Path



D.1 Existing foreshore path (gravel)



D.2 Timber boardwalk following form of embankment



D.3 Hardscape paving for all weather access



D.4 Timber board walk to navigate areas, where a path might not be appropriate

7.7 Foreshore Edge



E.1 Feature engineered embankment providing opportunities to engage with water



E.2 Hard engineered solution that provides opportunities to engage with water



E.3 Rock stabilised embankment, revegetated where possible



E.4 Existing foreshore edge (rock embankment)

7.8 Plaza / Feature Hardscaped Space



F.1 Open plaza with feature trees and limited items of furniture



F.2 Open plaza with feature paving materials



F.3 Gravel plaza space with low / ground cover planting to allow for views



F.4 Combination of materials and planting creating a contemporary plaza space



F.5 Feature paving materials and low / ground cover planting



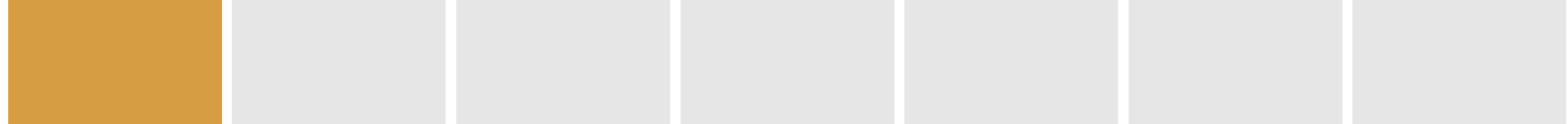
F.6 Open plaza with feature trees and limited items of furniture



F.7 Open plaza with feature trees and limited items of furniture



F.8 Open plaza combining lawn, tree and paving



7.9 Interpretation



G.1 Simple form using solid timber and historic images



G.2 Glass walls with interpretive information allowing views through to adjacent landscape



G.3 Interpretive shelter allowing for all weather access



G.4 Paving used to provide interpretation



G.5 Interpretive wall / structure providing shelter and all weather access



G.6 Interpretive fence / wall providing large amounts of information including images



G.7 Slim line interpretive signage, ideal for lookouts or views to selected features



G.8 Interpretive centre / structure providing shelter and all weather access

7.10 Artwork



H.1 Recycled timbers reminiscent of foreshore uses



H.2 Corten steel



H.3 Bold and visually interesting forms and colours



H.4 Simple and functional art pieces i.e seating

7.11 Car Parking Areas



I.1 WSUD in car parking areas



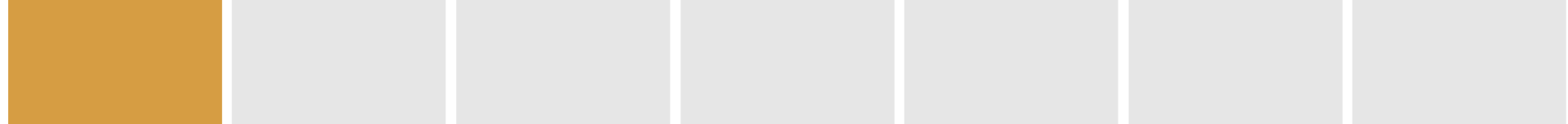
I.2 Permeable gravel parking areas



I.3 Change in paving material to indicate shared zone / areas



I.4 Parking on grass during events / peak periods



7.12 Materials



J.1 Timbers and recycled concrete



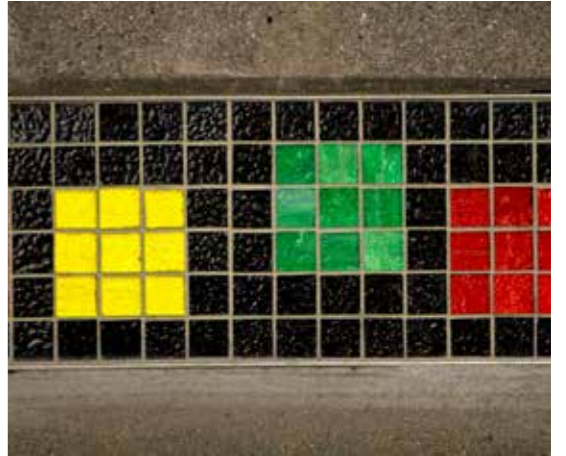
J.2 Natural timbers



J.3 Feature recycled timber



J.4 Recycled and robust materials



J.5 Small feature details / community art



J.6 Gravel and uncoloured concrete



J.7 Timber and uncoloured concrete



J.8 Solid and robust timbers reminiscent of working pier



J.9 Timber decking



J.10 Solid and bulky timbers

7.13 Sustainability



K.1 New technology / wave power



K.2 Water Sensitive Urban Design / Water sensitive design



K.3 Solar power



K.4 Water reuse and recycling



K.5 Water play / discovery learning

8. How can you get involved?

8.1 How to have your say

We are currently seeking your feedback on the preliminary ideas for the Point Grey Precinct Plan contained in this Ideas Paper. To have your say:

Visit an open house

Lorne Foreshore (grass next to the Surf Club car park)

- Thursday 24 January, 9am - 3pm
- Sunday 27 January, 9am - 3pm

OR

Fill out the online survey

- Visit www.gorcc.com.au and follow the links
- Survey closes 5pm Sunday 10 February 2013
- Hard copies of the survey are available at the open houses and on request

If preferred, you can also send a formal submission to GORCC (PO Box 53, Torquay VIC 3228).

8.2 How to stay informed

To subscribe to the Point Grey Precinct Plan Bulletin and receive regular updates throughout the planning process, go to www.gorcc.com.au or contact the GORCC office on (03) 5220 5055. The bulletin is available via email or post.

Information about the Point Grey Precinct Plan will also be published in the following locations:

- Articles and notices in the local media (e.g. Lorne Independent, the Echo, the Surf Coast Times etc)
- Information displayed at prominent locations in Lorne
- Events held on the Lorne foreshore (e.g. stands or tents with information)
- On the GORCC Website
- Through the GORCC E-Newsletter (sign up at the GORCC website)
- Posted on GORCC's Facebook and Twitter pages

9. Next Steps

9.1 What are the next steps?

The release of the Ideas Paper is a significant milestone for the Point Grey Precinct Plan and is part of the second stage of consultation for the planning process.

The Point Grey CRG, the AWG and the Great Ocean Road Coast Committee have provided their initial input and feedback so that this paper is informed by representatives from the local community and other key stakeholders. Stage 1 consultation has also been used to guide the development of ideas outlined in this paper.

The next stages of this project are as follows:

- Stage 3a - Preparation of the Draft Plan for Point Grey - Following this consultation period comments and feedback will be consolidated into a consultation report. This report and the comments received will be used to prepare a draft plan for the precinct, which identifies the preferred use and development of the precinct and other supporting information.
- Stage 3b - Draft Plan Consultation - The draft plan will be released for public comment during April (over the Easter holiday period). A range of opportunities will be made available for interested people to comment on the draft plan. Feedback on the draft plan will be used to prepare a final plan for the precinct as part of Stage 4 of this project

Check information on the GORCC website for further updates and how you can have your say.

Figure 28: Project timeline *

Stage	Description	Time
1a	Project Research and scoping phase (analysis of issues and opportunities, review of previous reports, etc)	Oct. 2012- Nov. 2012
1b	Consultation to confirm or update the findings for the 2009 Place Essence Report	Dec. 2012
2a	Consideration of feedback and development of ideas for the future of the Point Grey precinct	Dec. 2012- Jan. 2013
2b	Consultation on ideas for the Point Grey precinct	Jan. 2013- Feb. 2013
WE ARE HERE		
3a	Consideration of feedback and development of the draft plan	Feb. 2013- Apr. 2013
3b	Consultation on the draft plan	Mar. 2013- May 2013
4	Consideration of feedback and development of a final plan	May 2013- June 2013
5	Approval process for the final plan	June 2013 onwards
6	Funding sought for plan implementation	June 2013 onwards

*Note - Project timeline subject to change