

Point Grey Precinct Plan

Consultation Report

(Stage 1, December 2012)

14/01/2013



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Consultation Report - Stage 1

1. Background

The Great Ocean Road Coast Committee (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 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.

In 2009, as part of a masterplanning process to identify potential development options for Point Grey and the 'Slaughterhouse' site in Lorne, broad community consultation was conducted. This consultation process resulted in the publication of the 2009 '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.

This new 2012 planning process will consider and build on previous planning work, and in particular the 2009 process. As part of the new process, extensive opportunities for community input will be offered over three stages of consultation. This report details the results of the first stage of consultation held in December 2012.

For more information about the Point Grey Precinct Plan, visit www.gorcc.com.au

2. Purpose

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. Consultation Events

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.

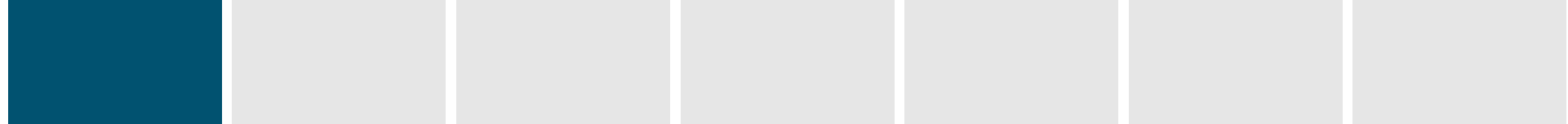
4. Promotion of consultation opportunities

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

5. 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.



6. What did we hear?

6.1 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.

6.2 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:

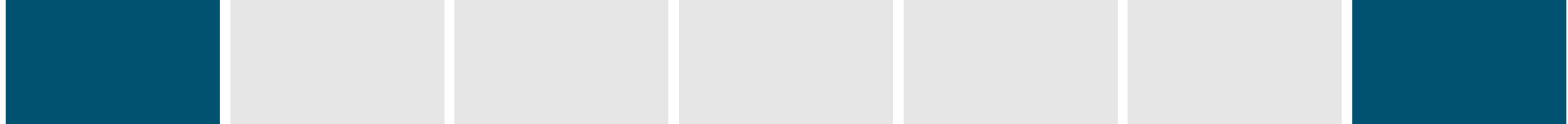
- Final outcomes not put on display
- All talk no action – waste of time
- Too much information to digest
- Too many people wanted their way
- Overdevelopment

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

(Comment from December 2012 consultation)

6.3 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.



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

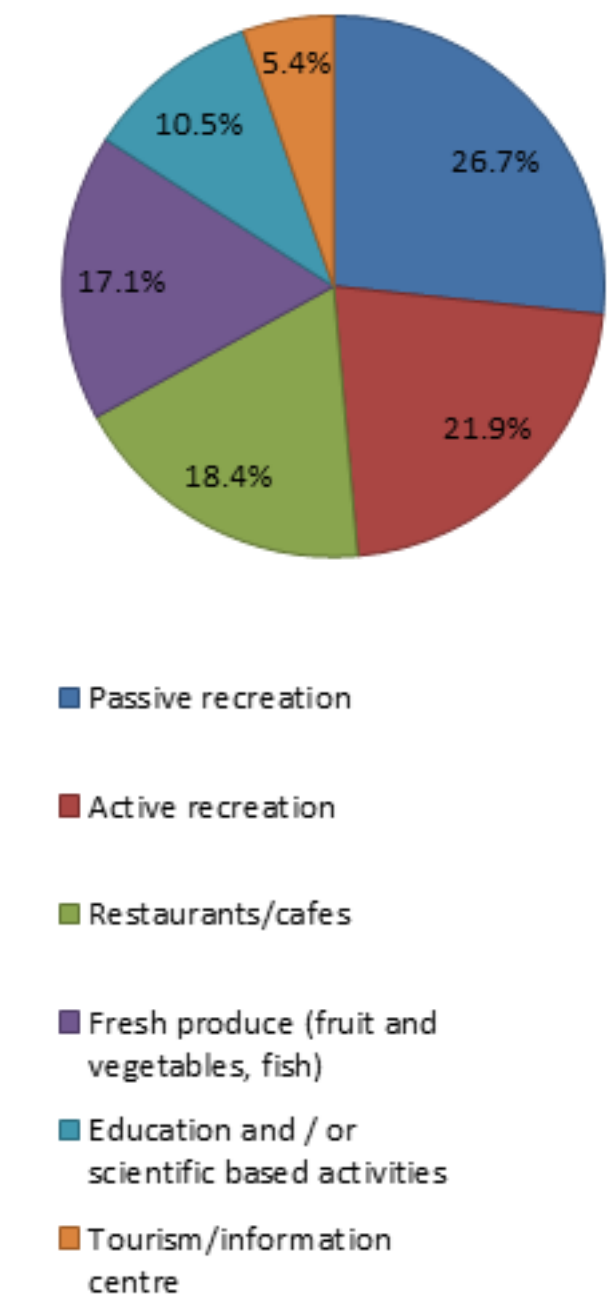
Passive recreation followed by active recreation was the most popular choice for what people would most prefer to see at Point Grey. Responses are summarised as follows:

- 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 1: What respondents want to see at Point Grey (% of all responses)



'Cheap food options such as ice cream or hotdogs and take away coffee'
(Comment from December 2012 consultation)

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

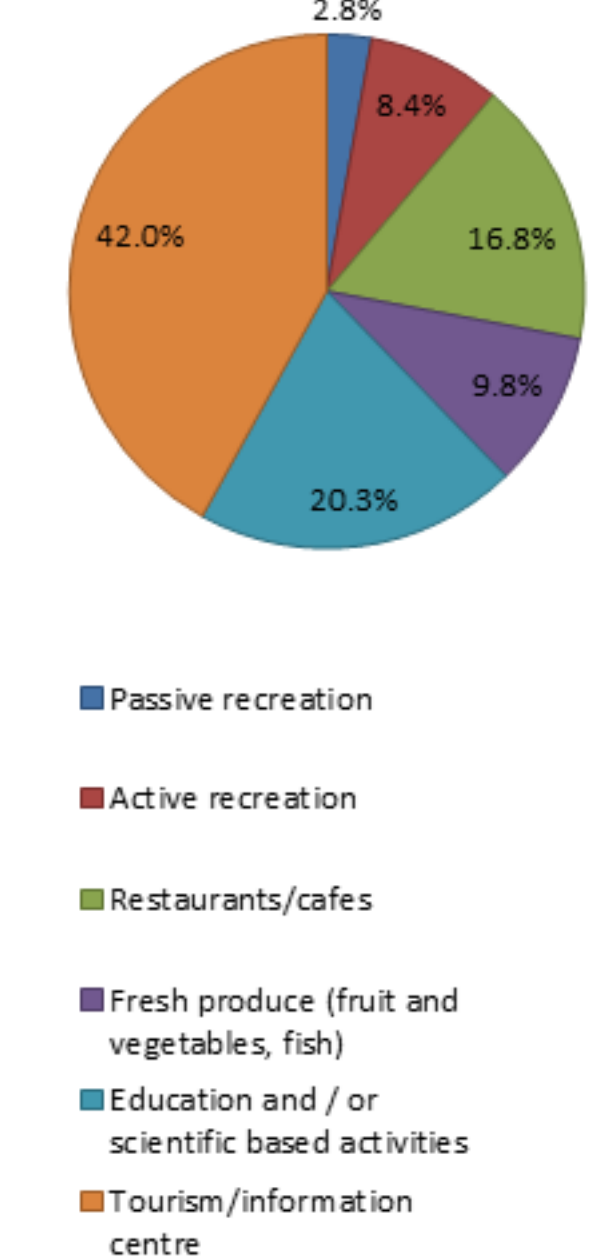
The tourism/information centre was the most common choice for what people would not like to see at Point Grey. Responses are summarised as follows:

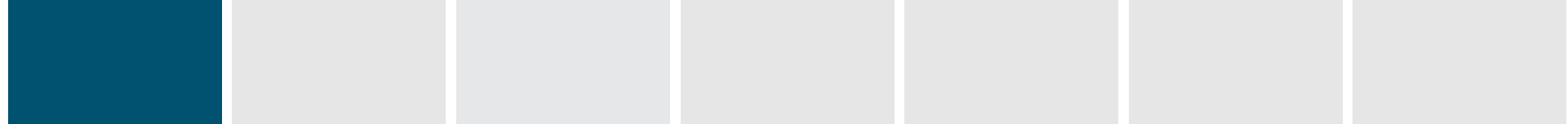
- Tourism/information centre – 60 respondents
- Education and/or scientific based activities – 29 respondents
- Restaurants/cafes – 24 respondents
- Fresh produce (fruit and vegetables, fish) – 14 respondents
- Active recreation (particularly jet skis, motor boats) - 12 respondents
- Passive recreation – 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 2: What respondents don't want to see at Point Grey (% of all responses)





6.6 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)

6.7 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.

6.8 What are the 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:

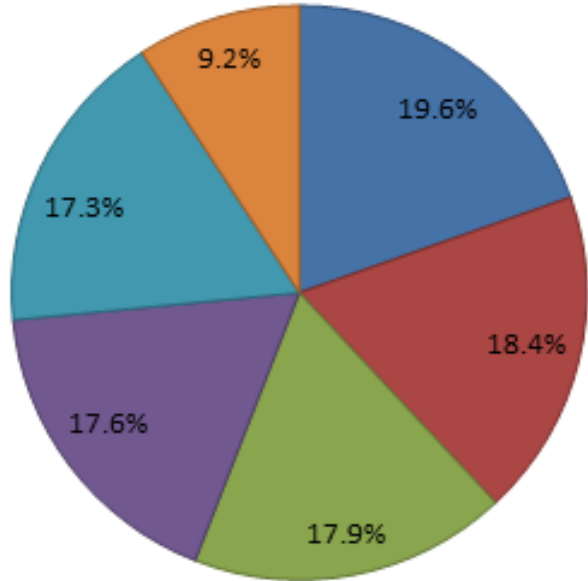
- Environmental constraints (storm surges, native vegetation, heritage) - 68 respondents
- Appropriate parking - 64 respondents
- Funding – 62 respondents
- Public and private land use – 61 respondents
- Balancing recreational activities - 60 respondents
- Access to Lorne – 32 respondents.

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

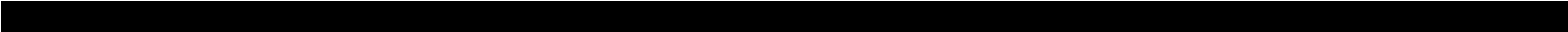
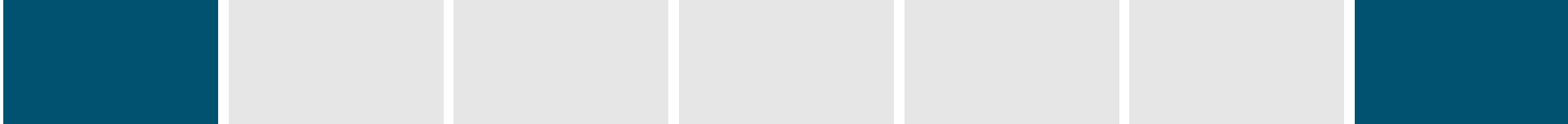
‘Keeping the atmosphere of Lorne as a fishing village with great walks around the coast and into the hinterland with its rivers and waterfalls.’

(Comment from December 2012 consultation)

Figure 3: 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



7. Next Steps

The feedback from this stage of consultation will be used to guide the development of preliminary ideas for the Point Grey Precinct Plan.

The second stage of consultation (see stage 2B in the overall project timeline opposite) will seek feedback on these preliminary ideas, and will occur during January and February 2013. Consultation opportunities will include Open House sessions which will be held on the 24th and 27th January on the Lorne foreshore and an online survey.

The overall timelines for the project is represented in Figure 4, opposite.

Figure 4: 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
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