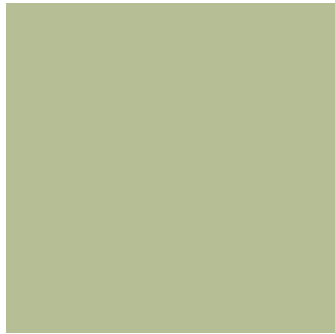


POINT GREY AND SLAUGHTERHOUSE SITE MASTERPLAN

OPEN PUBLIC SURVEY & SUBMISSIONS - INITIAL FINDINGS



Prepared by Village Well with Tony Hobba Architects
& the Great Ocean Road Coast Committee (GORCC)



INTRODUCTION

The Great Ocean Road Coast Committee (GORCC) engaged Tony Hobba Architects and Village Well to develop a masterplan to shape the future of Point Grey and the Slaughterhouse site in Lorne. As part of the consultation process, the public were invited to complete an online survey on the GORCC website (<http://www.gorcc.com.au>) from 2nd-23rd June 2009. The survey, which received a total of 28 responses, was designed to complement workshop processes to allow for data comparison between findings.

In addition to the online survey, many members of the Lorne community chose to send through specific submissions to the GORCC regarding the masterplan project.

The following provides an initial summary of outcomes of both the survey data and submissions received by GORCC that will help inform the masterplan. This information will be further detailed in the Place Essence Report which is currently being prepared by the consultant team.

Respondent Profile

Online survey respondents were asked to provide basic demographics to determine the extent to which they represented the wider Lorne community and to establish their relationship from Lorne to allow comparison between user groups.

The majority (80%) of respondents were aged from 46-65 yrs and were predominately male (62.5%) with females representing 37.5% of respondents.

The main groups of respondents were permanent Lorne residents (32%) or holiday home owners/ part time residents (32%). Visitors and those that both live and work in Lorne were also represented (both 16%). (Detailed analysis of survey results is underway and will be included in the Place Essence report with regards to respondent group relationships with the Lorne township.)

THE SURVEY & SUBMISSIONS

The survey questions asked of participants were as follows:

1. Which of the following best describes your relationship with Lorne? (Please choose no more than one option)
 - I am a visitor/tourist to Lorne
 - I am a permanent Lorne resident
 - I am a holiday home/part-time resident
 - I work and live in Lorne
 - I live in Lorne and work elsewhere
2. What do you think makes Lorne and its surrounding region special?
3. What, in your opinion, is currently missing from Lorne that could be considered at the Point Grey and Slaughterhouse sites?
4. In your view, what are some of the other possibilities that the Point Grey and Slaughterhouse sites could present to the Lorne community?
5. What makes Point Grey unique?
6. What are the top two challenges for Point Grey? (Please select any two of the challenges identified below or select 'Other' to add other challenges.)
 - Ease of access to/from the township (e.g. walk, drive, cycle)
 - Public and private land use
 - Retaining the historic and authentic qualities of the site
 - Funding for redevelopment and ongoing management
 - Appropriate car, bus and boat trailer parking
 - Balancing recreational activities (e.g boating, walking) with commercial activities (e.g. restaurants, retail)
 - Coastal management and climate change (e.g. sea level rise, storm surges, coastline protection, beach access)
 - Other (Please specify one or two other challenges only.)
7. What are the top two opportunities for Point Grey? (Please select any two of the opportunities identified below or select 'Other' to add other opportunities.)
 - Water-based activities
 - Improving coastal management
 - Protecting the natural environment
 - Enhancing historical assets
 - Creating a vibrant and active location
 - Creating something that can't be found anywhere else in the region
 - Improving accessibility
 - Other (Please specify between one and two opportunities only.)

THE SURVEY & SUBMISSIONS CONT.

8. What activities and uses would you like to see provided at Point Grey? (Please choose as many of the following options as you like and/or select 'Other' to provide your ideas.)
 - Active recreation (e.g. boating, fishing)
 - Passive recreation (e.g. promenading, picnics, walking)
 - Restaurants and cafes
 - Fresh produce (e.g. seafood, fruit and vegetables)
 - Retail activity
 - Education and/or scientific-based activities
 - Tourism/discovery centre
 - Commercial activity
 - Other (Please specify.)
9. What are the two things you least want to see happen at Point Grey?
10. If Point Grey had a personality: How would you describe it today? How would you like to be able to describe it in future?
11. Please use this box to make any other comments about the revitalisation of Point Grey.
12. What makes the Slaughterhouse site unique?
13. What are the top two challenges for the Slaughterhouse site? (Please select any two of the challenges identified below or select 'Other' to add other challenges.)
 - Access to and from the site
 - The steep slope of the site
 - Climate - harsh winds
 - Relationship with the caravan park (adjacent to the site)
 - Views - into and out of the site
 - Public and private land use
 - Bushfire management
 - Protecting the natural
 - Environment
 - Other (Please specify between one and two challenges only.)
14. What are the top two opportunities for the Slaughterhouse site? (Please select any two of the opportunities identified below or select 'Other' to add other opportunities.)
 - Access on foot from the township (e.g. via walking trails)
 - Nature-based tourism (e.g. guided tours, bushwalking, etc.)
 - Protecting the natural environment (i.e. as an example of bushland meeting coast)
 - Views - into and out of site
 - Sense of seclusion (e.g. no views to other buildings or township)
 - Increased local investment to assist in community building and foreshore management
 - Local employment opportunities
 - Other (Please specify between one and two opportunities only.)
15. What activities and uses would you like to see provided on the Slaughterhouse site? (Please choose as many of the following options as you like and/or select 'Other' to provide your ideas.)
 - Historical/cultural experiences
 - Passive recreation (e.g. picnics, barbecues)
 - Active recreation (e.g. cycling, walking)
 - Nature-based activities (e.g. guided tours)
 - Community-based activities (e.g. community nursery)
 - Education and/or scientific-based activities
 - Accommodation (e.g. hotel, lodges, cabins, camping)
 - Commercial activity (e.g. retail, restaurant)
 - Other (Please specify.)
16. What are the two things you least want to see happen with the Slaughterhouse site?
17. If the Slaughterhouse site had a personality: How would you describe it today? How would you like to be able to describe it in future?
18. Please use this box to make any other comments about the redevelopment of the Slaughterhouse site.
19. Your age group?
20. Your gender?
21. If you would like to receive further information about the revitalisation of the Point Grey and Slaughterhouse sites, please provide your details below.

Submissions to GORCC

Submissions were received from residents, part-time residents, a resident of nearby Jan Juc, Friends of Queens Park members, Lorne Historical Society Inc, Friends of Lorne and the concept plans, ideas and input provided by the Lorne Community Building Initiative (LorneCH).

The submissions were summarised under a framework of challenges and opportunities for the Point Grey and Slaughterhouse Sites having been distilled to key themes. These have been included in the Challenges and Opportunities section of this report.

CHALLENGES & OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Survey respondents were asked to select their top 2 challenges and opportunities from a list of possible challenges and opportunities for both sites. In addition participants had the option to provide additional challenges or opportunities that were listed. The following summarises the results.

Key Challenges for Point Grey

Key Challenges

'Retaining the historic and authentic qualities of the site' and 'coastal management and climate change (eg. Sea level rise, storm surges, coastline protection, beach access)' were both equally the top challenges identified by survey respondents (45%).

Additional Challenges Identified Through the Survey

Other challenges noted by survey respondents (40% of total responses) included the following:

- No or limited commercial activities
- Protection of the reefs
- Quality/maintenance of food and beverage outlets
- Leave it alone
- Clarification of goals for the project

Additional Challenges Identified via Submissions to GORCC

- No marina in Lorne
- Construction of a seawall on the existing Point Grey reef
- Broadening the footprint of existing buildings
- Consultation process inadequate
- No interpretive centre
- Design not in harmony with the area



Challenges for Point Grey - Survey responses

Ease of access to/from the township (e.g. walk, drive, cycle)		5.0%
Public and private land use		30.0%
Retaining the historic and authentic qualities of the site		45.0%
Funding for redevelopment and ongoing management		20.0%
Appropriate car, bus and boat trailer parking		15.0%
Balancing recreational activities (e.g boating, walking) with commercial activities (e.g. restaurants, retail)		30.0%
Coastal management and climate change (e.g. sea level rise, storm surges, coastline protection, beach access)		45.0%
Other (Please specify one or two other challenges only.)		40.0%

CHALLENGES & OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Key Challenges for Slaughterhouse Site

Key Challenges

The key challenge identified was **'protecting the natural environment'** (64.7%) followed by **'access to and from the site'** (41.2%) and **'climate-harsh winds'** (35.3%).

Additional Challenges

Other challenges noted by survey respondents (17.6% of total responses) included the following:

- Getting any development through
- Privatisation of crown land

Additional Challenges Identified via Submissions to GORCC

- No commercial development
- Perception that GORCC is required to raise revenue from the private sector
- Development of the site would set a precedence

Challenges for Slaughterhouse Site - Survey responses

Access to and from the site		41.2%
The steep slope of the site		17.6%
Climate - harsh winds		35.3%
Relationship with the caravan park (adjacent to the site)		11.8%
Views - into and out of the site		11.8%
Public and private land use		17.6%
Bushfire management		17.6%
Protecting the natural environment		64.7%
Other (Please specify between one and two challenges only.)		17.6%



CHALLENGES & OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Key Opportunities for Point Grey

All opportunities marked with an asterisk (*) were also received by GORCC as an email submission during the consultation phase of the project as well as in the survey responses from the same source.

Key Opportunities

'**Protecting the natural environment**' stood out strongly and the key opportunity for Point Grey (65%) followed by '**enhancing historical assets**' (35%).

Additional Opportunities

Other opportunities noted by survey respondents (15% of total responses) included the following:

- Leave it as is
- Changing attitudes
- A permanent centre for School and other education/activity groups*
- Retail outlet to complement the existing food retail businesses*
- A boat launching ramp*
- An all-weather shelter out at the end of the pier*
- Parking*
- Secure bicycle storage/parking*
- Public amenities*
- Secure storage for local residents for kayaks, canoes, surfboards*

Additional Opportunities Identified via Submissions to GORCC

- Interpretive Centre



Opportunities for Point Grey - Survey responses

Water-based activities		20.0%
Improving coastal management		20.0%
Protecting the natural environment		65.0%
Enhancing historical assets		35.0%
Creating a vibrant and active location		20.0%
Creating something that can't be found anywhere else in the region		20.0%
Improving accessibility		0.0%
Other (Please specify between one and two opportunities only.)		15.0%

CHALLENGES & OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Key Opportunities for Slaughterhouse site

The opportunity marked with an asterisk (*) was also received by GORCC as an email submission during the consultation phase of the project as well as in the survey responses from the same source.

Key Opportunities

The key opportunities identified were **'protecting the natural environment'** (64.7%) followed by **'access on foot from the township'** (29.4%) and **'sense of seclusion', 'nature based tourism'** and **'other'** (23.5%).

Additional Opportunities

Other opportunities noted by survey respondents (23.5% of total responses) included the following:

- Retention of open, undeveloped land
- Access
- Car parking
- Residential accommodation*

Additional Opportunities Identified via Submissions to GORCC

- Revegetation of site with indigenous species
- Residential development
- Accommodation and eco-tourism
- Recreation park for the community
- Extension/ relocation of the caravan park with an upgrade of facilities



Opportunities for Slaughterhouse Site - Survey responses

Access on foot from the township (e.g. via walking trails)		29.4%
Nature-based tourism (e.g. guided tours, bushwalking, etc.)		23.5%
Protecting the natural environment (i.e. as an example of bushland meeting coast)		64.7%
Views - into and out of site		11.8%
Sense of seclusion (e.g. no views to other buildings or township)		23.5%
Increased local investment to assist in community building and foreshore management		17.6%
Local employment opportunities		5.9%
Other (Please specify between one and two opportunities only.)		23.5%

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WHAT MAKES LORNE & ITS SURROUNDING REGION SPECIAL?

- Information boards

Survey respondents we asked to articulate 'What makes Lorne and its surrounding region special?'. Survey respondents valued the natural assets, geography and coastal village feel most highly. The following summarises responses under key themes.

- Lorne's natural assets
- The geography
- The coastal village feel
- Quality shops and restaurants

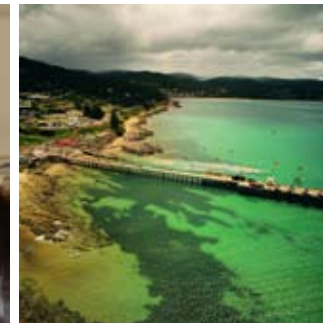
The key difference in the survey responses when compared to workshop findings is the introduction of retail mix, food and beverage as something which made Lorne special. This was not strongly identified by workshop participants.

WHAT IS MISSING IN LORNE?

Survey respondents we asked to articulate 'What, in your opinion, is currently missing from Lorne that could be considered at the Point Grey and Slaughterhouse sites?'. The following summarises the results under key themes.

- Nothing
- A place that tells the story of Lorne
- Public amenities/facilities
- Recreation opportunities/activities
- High quality dining experiences
- Shade on the foreshore
- Affordable accommodation
- Environmental education/sustainable building redevelopment
- Camping/caravan/cabin accommodation
- Safe boating access
- Places that are not tourist driven
- Community inclusiveness

The key things identified as missing from the Lorne township was a place to tell the story of Lorne, in terms of history or environmental heritage and public amenities or facilities. Equally, many felt that there was nothing missing from the Lorne township, or that they would not like anything accommodated at Point Grey or Slaughterhouse Site.



WHAT MAKES POINT GREY UNIQUE?

WHAT MAKES THE SLAUGHTERHOUSE SITE UNIQUE?

Survey respondents we asked to articulate 'What makes Point Grey unique?'. The following summarises responses under key themes.

- Natural assets
- The pier
- Views
- A destination for locals and tourists
- Village feel
- Untouched/developed
- Provides shelter
- A place for recreation
- History
- Location
- Pacific Hotel
- Existing traders
- Exposure to the elements with protection
- Access
- Recreational activities
- Food and beverage
- Commercial and recreational boating

Survey respondents we asked to articulate 'What makes Slaughterhouse Site unique?'. The following summarises responses under key themes.

- Its history
- It's undeveloped
- Location
- Views/open space
- Don't know
- A possible funds generator
- Exposed to the elements
- Has potential for development
- It's a gateway



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POINT GREY & SLAUGHTERHOUSE PERSONALITY

Survey respondents were asked to consider 'If Point Grey had a personality - how would you describe it today? How would you like to be able to describe it in the future?'. These statements will be used by Village Well to distil a unique Place Essence and vision for the sites. Responses have been summarised under key themes.

Point Grey Personality

NOW	FUTURE
Drab and ugly	Natural beauty
Natural beauty	Welcoming
Tired	Quaint and unique
Rugged	Vibrant
Quirky and quaint	True to Lorne
Welcoming	Peaceful
Peaceful	Passive
Passive	Interesting and connected
Rare	The best part of Lorne
Dull	Rugged

Slaughterhouse Site Personality

NOW	FUTURE
Wild, natural, rugged	Wild, natural, rugged
Unique and hidden	Environment
Unknown	Land use
Undeveloped	Peaceful
Great opportunity	Transport hub
Peaceful	A Lorne cultural centre
Underutilised	A survivor
Boring and uninviting	

WHAT ACTIVITIES AND USES WOULD WE LIKE TO SEE PROVIDED?

Survey respondents were asked to consider ‘What activities and uses would you like to see provided at Point Grey?’. Respondents were able to select as many from the list of options provided as well as provide additional uses or activities that did not appear in the list.

Activities and Uses at Point Grey

The key activity and use respondents would like to see at Point Grey was ‘**passive recreation** (eg. promenading, picnics, walking)’ (76.2%). Other key uses identified were ‘**fresh produce**’ (47.6%), ‘**restaurants and cafes**’ (42.9%), ‘**active recreation**’, ‘**education and/or scientific based activities**’, ‘**tourism/discovery centre**’ (all 38.1%) and ‘**other**’ (38.1%).

Additional Activities and Uses

Other activities and uses noted by survey respondents (38.1% of total responses) included the following:

- Nothing
- Historical/environmental centre
- Food offer
- Sufficient boating access
- Improved pedestrian access
- Environmentally friendly fishing/boating



Activities and Uses at Point Grey - Survey responses

Active recreation (e.g. boating, fishing)		38.1%
Passive recreation (e.g. promenading, picnics, walking)		76.2%
Restaurants and cafes		42.9%
Fresh produce (e.g. seafood, fruit and vegetables)		47.6%
Retail activity		9.5%
Education and/or scientific-based activities		38.1%
Tourism/discovery centre		38.1%
Commercial activity		4.8%
Other (Please specify.)		38.1%

WHAT ACTIVITIES AND USES WOULD WE LIKE TO SEE PROVIDED?

Survey respondents were asked to consider ‘What activities and uses would you like to see provided at the Slaughterhouse Site?’. Respondents were able to select as many of the list of options provided as well as provide additional uses or activities that did not appear in the list.

Activities and Uses at the Slaughterhouse Site

The key activity and use respondents would like to see at the Slaughterhouse site was ‘**passive recreation, eg. picnics, bbqs**’ (58.8%). Other key uses identified were ‘**nature-based activities**’ (52.9%) and ‘**active recreation eg. cycling, walking**’ (41.2%).

Additional Activities and Uses

Other activities and uses noted by survey respondents (41.2% of total responses) included the following:

- Camping
- Enjoyment and appreciation of the site
- Cabin style accommodation, environmentally sensitive and low cost
- Recreation
- No more accommodation
- Car parking, bus depot



Activities and Uses at Slaughterhouse Site - Survey responses

Historical/cultural experiences		35.3%
Passive recreation (e.g. picnics, barbecues)		58.8%
Active recreation (e.g. cycling, walking)		41.2%
Nature-based activities (e.g. guided tours)		52.9%
Community-based activities (e.g. community nursery)		29.4%
Education and/or scientific-based activities		29.4%
Accommodation (e.g. hotel, lodges, cabins, camping)		11.8%
Commercial activity (e.g. retail, restaurant)		11.8%
Other (Please specify.)		41.2%

WHAT DO WE LEAST WANT TO SEE HAPPEN IN THE FUTURE?

Survey respondents were asked to articulate what they LEAST desired at Point Grey and the Slaughterhouse Site.

What we don't want to see at Point Grey

The key things that are least desired by respondents at Point Grey are a marina/breakwater type development and/or additional commercial development.

- Marina/breakwater
- Additional commercial development
- Overdevelopment
- Sea wall
- Loss of local facilities
- More of the same
- High class boating
- More parking
- Nothing
- Interpretive centre
- Placating of the community
- Multi-storey development
- Boating removed
- Boat ramp

What we don't want to see at the Slaughterhouse Site

The key thing that is least desired by respondents at the Slaughterhouse Site is commercial development, or overdevelopment.

- Commercial development/overdevelopment
- Nothing
- Accommodation
- Loss of character
- Anything that is part-time
- Anything that impacts visually

WHERE TO FROM HERE?

All the feedback and information that has been collected and collated to date from workshops, the survey and submissions received by GORCC is being considered as part of the development of Place Essence Report currently being developed by the consultant team for the masterplan. This report will include detailed community engagement findings and other background information about the sites. This information will be made available for comment.

