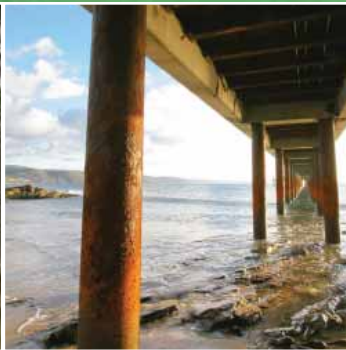
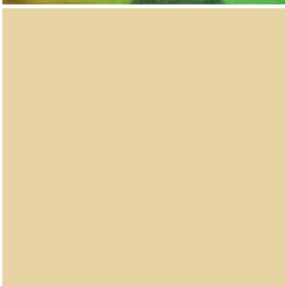


Point Grey & Slaughterhouse

Master Plan Project - Place Essence Report



September 2009



1. Executive Summary

About This Report

The Great Ocean Road Coast Committee (GORCC), the Committee of Management appointed to manage the coastal Crown land reserves between Torquay and Lorne, is the appointed land manager for the Point Grey and Slaughterhouse sites.

Bound by the Crown Land (Reserves) Act and the Coastal Management Act, it is their responsibility to plan for, and manage the use of, these two sites on a sustainable basis for recreation, conservation, tourism, commerce or similar appropriate uses in order to manage, improve, maintain and control this land for primarily public use and benefit.

In order to determine the future use and management of these two sites it was identified that a detailed masterplan was required to:

- Assess and make recommendations on a range of appropriate development proposals for the sites;
- Provide a framework for the future planning, development and facilitation of investment outcomes;
- Create a viable community and tourist precinct for the township that will induce new visitation to the town and region and enhance the resident and visitor experience;
- Facilitate new investment opportunities in the precinct that will result in net economic benefit to the town and region; and
- Make recommendations on an achievable delivery strategy for the proposals.

First and foremost, this masterplan process aspires to create a 'great place' which protects the environmental, social and cultural values of Point Grey and the Slaughterhouse site; and ensure that public and commercial uses and benefits are balanced, equitable and accessible.

For this to occur, a three stage process has been employed:

Stage 1: Community Engagement & Background Research

Stage 2: Place Making & Preliminary Future Directions

Stage 3: Masterplan and Development Guidelines

In particular, this Place Essence Report provides a summary of Stage 1 of the masterplan project and contains the:

- Global and local trends influencing the Great Ocean Road region;
- Legislation, strategies and policies directly influencing and impacting on this project;
- Current economic context for Lorne and the study area;
- Existing environmental conditions, site infrastructure, land-use and amenities, cultural heritage, community activities, access and movement patterns;
- Community values and story of the land to provide a Place Essence and compelling story for both sites; and
- Market assessment which informs the potential uses and development options for both Point Grey and the Slaughterhouse sites.

Community Engagement

The Process

Village Well has conducted workshops with traders, community members, community groups, key stakeholders and the Project Steering Committee with participation of around 150 members of the Lorne community. In addition, an online survey was made available through the GORCC website from 2nd June – 23rd June 2009 and received a total of 28 responses.

Known limitations of the engagement process include inability to engage or represent the entire tourist or temporary population of Lorne, but all efforts have been undertaken to represent the voice of the local permanent and semi-permanent population.

Throughout the next stages of the project, there will be further opportunities to consult with tourists and temporary visitors to Lorne.

This is just the beginning...

This engagement process forms part of the first stage of the project and aims to establish community aspirations, issues and opportunities and the possibilities for Point Grey and the Slaughterhouse site. Beyond this stage of engagement the consultant team will invite comment and feedback on this Place Essence Report in order to develop the next stage of the project, a Place Making Roadmap and Draft Masterplan. The Draft Masterplan will be further exhibited and open to comment by the community.

Whilst there has been consensus around many issues discussed throughout the community engagement process, there was also significantly divergent views about the future of both sites.

Point Grey

Place Essence for Point Grey

'An authentic seaside village experience'

Point Grey is best described as authentically local Lorne. A hangout that is loved by and for the locals, it is a place that is true to itself and its characters. This place attracts those that are searching for a real seaside village experience that is memorable for its simple pleasures and exposure to the elements. It is accessible and affordable, a meeting place and events space for celebrating Lorne and coastal life.

Community Aspirations

Point Grey should be a place that provides community benefit and acts as a year round destination for Lorne. A place that is open and publicly accessible with great amenity and facilities including safe maritime and water access. Point Grey's natural environment should be protected and its charm, character and existing qualities retained. Point Grey should tell its historical and environmental story with community involvement and pride. The food and beverage offer should provide a range of price points for visitors and locals alike.

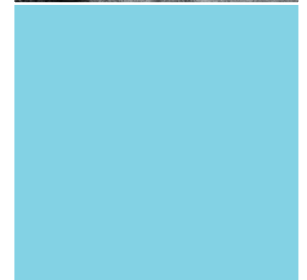
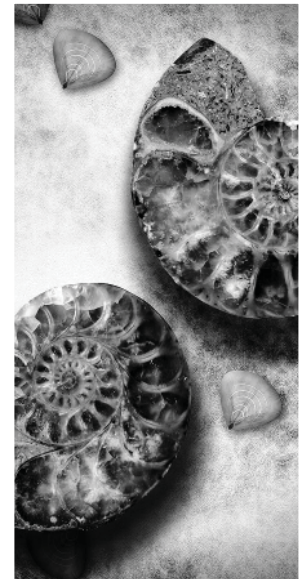
What do we Want to see at Point Grey?

The key activity and use responses (from the survey) were '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%).

Uses suggested in the workshops included function spaces, a place for gathering and events, more water activities and safe boating access.

What we Don't Want to see at Point Grey

- Large scale development/overdevelopment or commercialisation of the site
- A marina, breakwater or sea wall that would impact on the natural environment
- The removal of the maritime functions of the site, or an over gentrification i.e. 'should not just be upper class boating'
- A loss of local facilities or character
- More parking or more of the same





Market Assessment – Potential Uses for Point Grey

- Fresh seafood outlet
- Signature restaurant
- Community and private functions
- Takeaway food
- Tourist operator
- Lorne Aquatic and Angling Club with improved boating access
- Tourist information/cultural/interpretive centre

The Scenarios Moving Forward

The following scenarios are based on suggestions by members of the Lorne community as part of the engagement process. They are then assessed in terms of the feasibility and the benefits they present, economically, environmentally, culturally and to community development of the Lorne Township.

Benefits:		Scenario 1 - Do Nothing
Few	Economic	Maintain the status quo with required maintenance the only works carried out.
Few	Environmental	
Few	Community	
Few	Cultural	

Benefits:		Scenario 2 - Minimal Upgrade
Few	Economic	Provide upgraded facilities for the current operations on the Point Grey site, namely the Aquatic Club, Pier Restaurant, Fish Co-Op, boat launching and heritage assets.
Some	Environmental	
Some	Community	
Some	Cultural	

Benefits:		Scenario 3 - Medium Level Development
Many	Economic	Provide upgrade of existing facilities as well as additional uses including provision of a wider price range of food and beverage, educational opportunities, fresh produce and increased opportunities for passive and active recreation.
Many	Environmental	
Many	Community	
Many	Cultural	

Benefits:		Scenario 4 - High Level Development
Many	Economic	Provide and extensive redevelopment of the site to increase opportunities for use, tourism, commercial and community use including multiple food and beverage operators, multiple retail operators and multiple tourism operators.
Few	Environmental	
Some	Community	
Some	Cultural	

Slaughterhouse

Place Essence for Slaughterhouse

‘Accessible rugged wildness’

A place of seclusion and rugged wilderness, Slaughterhouse site is separate yet connected. The transition point between the town and its natural surrounds, a gateway to explore what lies beyond, its spectacular views and exposure to the elements are surprisingly accessible.

Community Aspirations

Slaughterhouse site aspirations were diverse. Many saw its use to be best left alone, revegetated or an environmental management plan developed whilst others saw it as an exceptional site that has the potential to provide a destination with community benefits for Lorne. If it was to be developed, the development would be a very carefully considered one that would provide public amenities and remain publicly accessible. The process around this site should be transparent and open in communication with the community. The site should remain a sanctuary that is somewhat hidden and should not impact on the gateway to Lorne.



What do we Want to see at Slaughterhouse Site?

The key activity and use respondents (from the survey) 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%).

Uses suggested in the workshops included revegetation of the site, affordable housing or a recreation park.

What we Don't Want to see at Slaughterhouse Site

- Commercial development/overdevelopment
- Inappropriate accommodation or additional accommodation to what is already offered in Lorne
- A loss of character
- Anything that is part-time
- Anything that impacts visually

Market Assessment – Potential Uses

- Extension to Queens Park Caravan Park
- Eco-lodge or nature-based accommodation
- Mixed eco-style accommodation – combined sites (Queens Park and Slaughterhouse)
- Hotel or resort accommodation – combined sites (Queens Park and Slaughterhouse)
- Coastal walk
- Affordable housing

The Scenarios Moving Forward

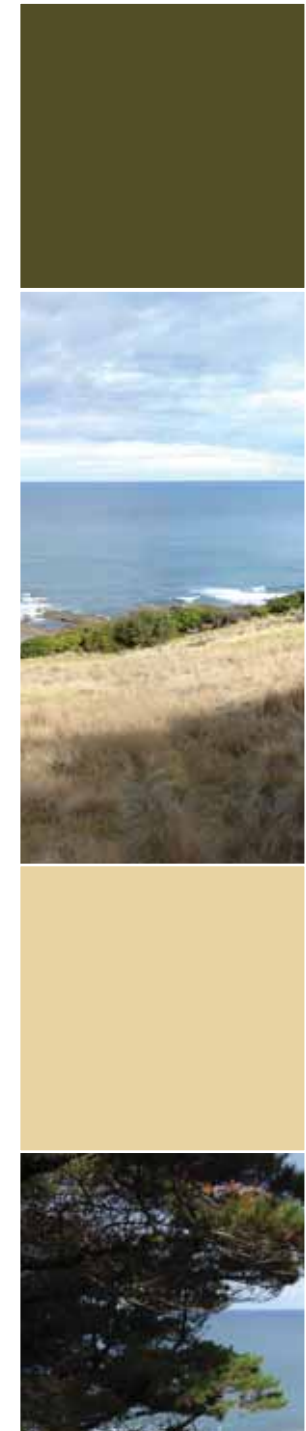
Benefits:		Scenario 1 – ‘Leave it Alone’ i.e. Do Nothing
Few	Economic	Simply leave the site as is with its grassed open space and surrounding vegetation. Continue existing management with no development.
Few	Environmental	
Few	Community	
Few	Cultural	

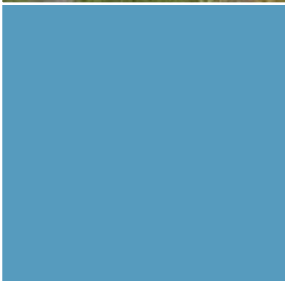
Benefits:		Scenario 2 – Revegetate and Become a Nature Reserve
Few	Economic	Revegetation and return of the site to its natural state through the removal of exotic plants and planting of indigenous flora.
Many	Environmental	
Some	Community	
Some	Cultural	

Benefits:		Scenario 3 – Public Recreation Park
Few	Economic	Create a public recreation park with walking tracks and public amenities, e.g., seating, Bbqs, historical markers connecting the past, starting points for connecting trails
Many	Environmental	
Many	Community	
Some	Cultural	

Benefits:		Scenario 4 – Nature-Based, Eco-Tourism Experience
Many	Economic	Develop a mixed eco-style accommodation offer with nature based tourism experience. Low scale, small footprint that does not compete with the current offer in the Lorne Township. In addition, an interpretive centre builds upon the sites history and the tramway story while providing an anchor for pedestrian circulation between the Lorne Pier and Slaughterhouse.
Many	Environmental	
Some	Community	
Many	Cultural	

Please note. The community also suggested another scenario for the Slaughterhouse site - affordable housing. Whilst this was highlighted within the consultation process, the feasibility of this occurring on Crown land reserve is very unlikely and subject to the recommendations of a Housing Strategy that is currently being prepared for the Lorne Township.





Guiding Principles

Point Grey and the Slaughterhouse site must be framed by and give effect to the relevant legislative, strategic and policy frameworks influencing these two Crown land reserves with particular emphasis given to Victorian Coastal Strategy, 2008. Other site specific principles include:

General (Across Both Sites)

- Maintain public access
- Consistency with policy
- Balance of uses
- Commercial viability
- Connectivity and accessibility

For Point Grey

- A place that exemplifies the seaside village atmosphere that makes Lorne special.
- A place that is welcoming, publicly accessible and affordable, that is truly local
- A place of quality and beauty
- A place that tells its historic and environmental story, for memory making, celebrations and events

For Slaughterhouse

- Protection of the natural environment, the opportunity to be immersed in nature
- A point of difference (from the Lorne Township)
- Publicly accessible yet secluded
- A place that tells its historic and environmental story