

POINT GREY AND SLAUGHTERHOUSE SITE MASTERPLAN



INITIAL COMMUNITY ENGAGEMENT OUTCOMES



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



INTRODUCTION

The Great Ocean Road and Coast Committee (GORCC) engaged Tony Hobba Architects Village Well to develop a masterplan to shape the future of Point Grey and the Slaughterhouse site in Lorne. As part of this process, Village Well has conducted workshops with traders, community members, community groups, key stakeholders and the Project Steering Committee.

Consultation carried out to date includes:

- Establishment Workshop with Steering Group Committee 20th April 2009
- Community Groups Visioning Workshop 4th June 2009
- Traders Visioning Workshop 4th June 2009
- Stakeholders Visioning Workshop 5th June 2009
- Broader Community Visioning Workshop 6th June 2009

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. This information is currently being collated to provide further input that will support the information gathered through the workshop process.

The following provides a summary of initial consultation outcomes that will help inform the masterplan.

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COMMUNITY ASPIRATIONS FOR PT GREY & SLAUGHTERHOUSE SITE

Workshop participants were invited to express their aspirations for the Point Grey and Slaughterhouse Site. The responses across all groups were summarised under key headings forming the following aspirations that were identified for the 2 sites:

Point Grey:

- A year round destination for Lorne
- Provide community benefits
- Improved amenity and facilities
- Provision for food and beverage
- A place that tells its story (historical and environmental)
- A strong vision and commitment to the place – a legacy for future generations
- An open and publicly accessible place
- Community involvement and pride
- Protection of the natural environment
- Retain its charm, character and existing qualities
- Safe maritime and water access

Slaughterhouse:

- A potential destination
- Something potentially exceptional
- A place that has potential – however there are many voices as to its usage
- Careful consideration of development (low key)
- Improved accessibility
- Public amenities
- Provide community benefits
- Leave it alone
- Revegetate/maintain existing natural assets
- Community ownership and involvement
- Clarity and management of community expectations
- A sanctuary, it remains hidden
- A gateway to Lorne
- Improved aesthetics
- Improved connection with Queens Park
- Possible renaming of site (negative connotations of 'Slaughterhouse')
- A management plan for the site

ISSUES AND OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Issues and opportunities for each site were identified during all the workshops. Participants were asked to write down on post-it notes what their top issues were for the sites. The responses have been collated into key themes below.

Issues for Point Grey:

Overdevelopment

Avoiding overdevelopment of the site and developing the site in a way that enhances the Point Grey experience

Balancing use

Providing a balance of uses suited to the site for both locals and visitors

Community involvement

Involving the community in all decisions and ensuring community ownership throughout the process

Community expectations

Being able to manage and or implement the communities expectations

Natural Environment

Protection of the unique natural environment

Loss of history/ character

Preservation of the site's diverse history and character

Loss of public space/ access

Maintaining current public space, not losing public space to private development



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Financial management/ business sustainability

Finalising the expenditure for the development

A gateway

An entry/gateway to Lorne that could be negative or positive depending on the outcome

Vision

Lack of vision, need a vision to become a united community

Governance and management

Ensuring transparency of governance and management of the project

The project

Do we need this masterplanning process?

Planning regulations/ government strategies

Amenities/ maintenance of existing site

Preservation and continued maintenance of existing amenities

Destination

The Pier and Point Grey as destinations in the current context

Seasonality

Seasonal viability

Views

Maintaining the views

Access/ connections

Access and connections to the Lorne township and the Slaughterhouse site

Boating access

Improved boating facilities and access

Food and beverage

Food and beverage offer, including fresh seafood and the restaurant

Funding

Income to deliver the vision

Parking

Managing car parking and vehicle movement on the site

ISSUES AND OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Opportunities for Point Grey:

Safe boat access

Improving/ upgrading boat access or the provision of a small marina

Activities/ multi-use

Maximising spaces/ places

Better facilities/ amenities

Upgrade or redevelopment of existing facilities and public amenities

Memory/ pride

Celebrating the unique history of Point Grey and Lorne in any development

Access improvement

Improving access to/from the Lorne township and to/from the Slaughterhouse site

Environment (land meets sea)

Honouring where the land meets the sea and respecting the natural environment

Preserve open space/ views

Preservation of existing open space and maximising views

Existing business

Maintaining existing businesses on the site

Seaside village character

A village atmosphere that accommodates angling, national parks, restaurant and fishery

A gateway

Point Grey as a gateway to the township

Quality destination (all year)

Providing a year round destination, a total tourist experience and a great place to stop along the Great Ocean Road

Keep it simple

Keeping the development simple

Nature based activities

The opportunity for nature based and sporting activities

Education – historical and environment

Environmental and historic education centre/ information

Community ownership/ involvement

Appropriate development

Ensuring that any development is appropriate to the location and Lorne

Food and beverage

Different price points and offering at the Point Grey site such as take-away and affordable food and drink options or restaurant/café ideas

Small industry

An opportunity to develop further small industries

Retail/ tourism

A place to entertain tourists at restaurants, cafés and the fish co-op

Balanced harmonious activation

A mix of passive and active activation and building form that sits well within the environment

Accessibility

Proximity and ability to walk from the Township

A point of difference

Making Point Grey a point of difference for the area



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ISSUES AND OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Issues for Slaughterhouse site:

Overdevelopment

Potential for overdevelopment or development that is not sensitive to the history of the site

Vegetation/ environment

Destruction/ desecration or loss of vegetation and natural environmental assets

Leave it alone

Question as to whether we are able to simply leave the site alone

Loss of amenity

Loss of public amenity/ residential amenity

Exposed site

The exposed position of the site may not be attractive to developers or tourists and any structure must be sensitive to the landscape as it will be viewed from the Great Ocean Road

Indigenous activity

Such as the Brambuck Cultural Centre example at the Grampians

Community ownership/ loss of control

A culture of lack of trust in the involvement of the community in all decisions and ensuring community ownership throughout the process

A gateway to Lorne

Establishment of where the Lorne Township ends and how anything on this site might affect the experience of entering the Lorne Township

Lack of service connections

The current site is outside the Township and is not currently connected to services such as sewerage, water, electricity etc

Perceptions (slaughterhouse)

The name 'Slaughterhouse', negative connotations

Maintaining views

Maintaining views and ensuring that any structure does not impede the view

Affordable housing

There is not enough affordable housing in Lorne

Vision/ identity

Changing a 'local's' area to a tourist area

Loss of history

Preservation of history of the site

Ambience

Preservation or ambience and open space

Accessibility/ isolation

The slope/ steepness of the site and connection to the township and Point Grey

Community expectations

Ensuring the expectations of the community support the plan that is to be implemented

Connection with caravan park

Integration with Queen's Park Caravan Park (and adjacent residential areas)

Balancing public and private

Balancing the needs of private development and investment and public space/ amenity



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ISSUES AND OPPORTUNITIES FOR PT GREY & SLAUGHTERHOUSE SITE

Opportunities for Slaughterhouse site:

Revegetated/ natural environment

Revegetation of the area into a nature reserve

Affordable housing

Provision of affordable housing for the community

Do nothing

Maintaining status quo

Public place/ accessible

Provision of a public recreation park

World class/ wow factor

The creation of a world-class facility/ experience that people will come to see

History

Build on the history of the area, link the past with the future

Education

Community and tourist learning centre, building a learning institution (e.g., TAFE)

Gateway

Physical and visual connection between the entry/exit points of Lorne and provide a gateway experience

Community amenity

The provision of community amenity (e.g., BBQs, picnic facilities)

Access/ connection to Point Grey

Link the Slaughterhouse site to Point Grey and the Lorne township

Better utilisation/ activities

Better/ improved utilisation of a prime site

Flexible

Any buildings with multiple uses

Accommodation

Overnight or short stay accommodation, resort or retreat

Isolation

Isolation of the site not seen as a negative

Eco-tourism

Such as high quality eco friendly hotel/cabin accommodation, guided tours, environmental immersion opportunities or the extension of the Surf Coast walk

Extend/ integrate Queen's Park

Provision of overflow accommodation from Queen's Park Caravan Park

Source of funding/ community ownership

Appropriate low scale development

Any development to be appropriate low scale, but high quality design

A destination

The opportunity for a year round destination or something exceptional that would put Lorne on the map

Views

Maintaining views of the ocean, coastline and forest

Investment/ jobs

The opportunity for increased investment and local jobs



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WHAT MAKES LORNE SPECIAL?

The following statements were captured during the workshops when participants were asked 'What makes Lorne special?'

- Its natural assets – the amphitheatre, bush meets sea
- Respect for its environment
- A destination – internationally known, playground for western Victoria, iconic spiritual surrounds
- A strong local community – we are passionate and care about our place
- Is authentic – not just a “tourist town”, but a place for memory making and nourishment

WHAT MAKES POINT GREY SPECIAL?

The following statements were captured during the workshops when participants were asked 'What makes Point Grey special?'

- Is a destination for Lorne
- Strong history
- Community characters & organisations
- Natural assets – land meets sea
- Recreation space
- Maritime and water activities
- Views
- Authentic and local
- Connection to Township
- A turning point and entrance to Lorne
- Events and celebration
- Location



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WHAT MAKES THE SLAUGHTERHOUSE SITE SPECIAL?

The following statements were captured during the workshops when participants were asked 'What makes the Slaughterhouse Site special?'

- Its location
- The views
- Exposure to the elements
- Potential
- Sanctuary
- History
- Natural assets



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POINT GREY & SLAUGHTERHOUSE PERSONALITY

The following statements were captured during the workshops when participants were asked to think of the two sites as a person and the characteristics they would have both now and in the future. These statements will be used by Village Well to distil a unique Place Essence and vision for the sites.

Point Grey:

NOW	FUTURE
Tired, weathered a bit untidy	Vibrant and diverse
Multi-personality (confused)	Engaging
People friendly	Welcoming
Open	Comfortable
Local and authentic	Well presented
Is an individual	A destination
Has potential – stunning qualities	Has developed style
Tells us about itself	Friendly
A fisherman	Open and accessible
A bit upper-class	Strong
Dog friendly	Revitalised & energising
Rugged and wild	Authentic – true to itself, not overdone
Laid back	Environmentally aware
Has a nightlife	Multi-personalities that work together
	Tells more about itself
	Is well funded

Slaughterhouse site:

NOW	FUTURE
Is separated – a recluse	Wild and rugged
Wild and rugged	Still a bit of a recluse/separated
Neglected	Open and accessible
Has potential	Friendly/welcoming
Exposed	A destination
Accessible	Is well looked after
A sanctuary	Sensitive
Tells us about itself	Conservative
Prominent status	Supports its community
Feminine	Is laid back/low key
Frustrated	More optimistic
Not sure who it is	True to itself
Open and accessible	Has realised and holds a vision
Is under threat & threatens	Considered its connections
Place of transition	

WHAT WILL MAKE THIS MASTERPLAN PROCESS SUCCESSFUL?

The following statements were captured during the workshops when participants were asked 'What will make the project successful?'. Two major points of note were:

- Open transparent communication
 - Between stakeholders and the community
 - Bringing the information together and looping it back
 - Clearly explaining decisions
 - Being truly listened to
 - Documentation of the outcomes
- Recognition of the agendas affecting the project outcomes
 - Ensure the agendas of stakeholders and community members are established and taken into consideration to ensure a smooth process that respects views of all groups

2020 VISIONING, STRATEGIES AND ACTIONS

During the workshops, participants worked individually to develop 2020 Vision Statements and in small groups to brainstorm possible strategies and actions for Point Grey and the Slaughterhouse sites. During this process, the community and stakeholders generated many great ideas.

This information gathered from the workshops and other research conducted by the consultant team, will be used to inform the masterplan, taking into consideration the challenges and opportunities identified, and the unique geographic and cultural location of the sites and further background research.

This will be integrated into the Place Essence Report that will be fed back to the community as the next step in the masterplan process.

FREQUENTLY ASKED QUESTIONS ABOUT THIS PROCESS

David currently drafting responses.

To come...

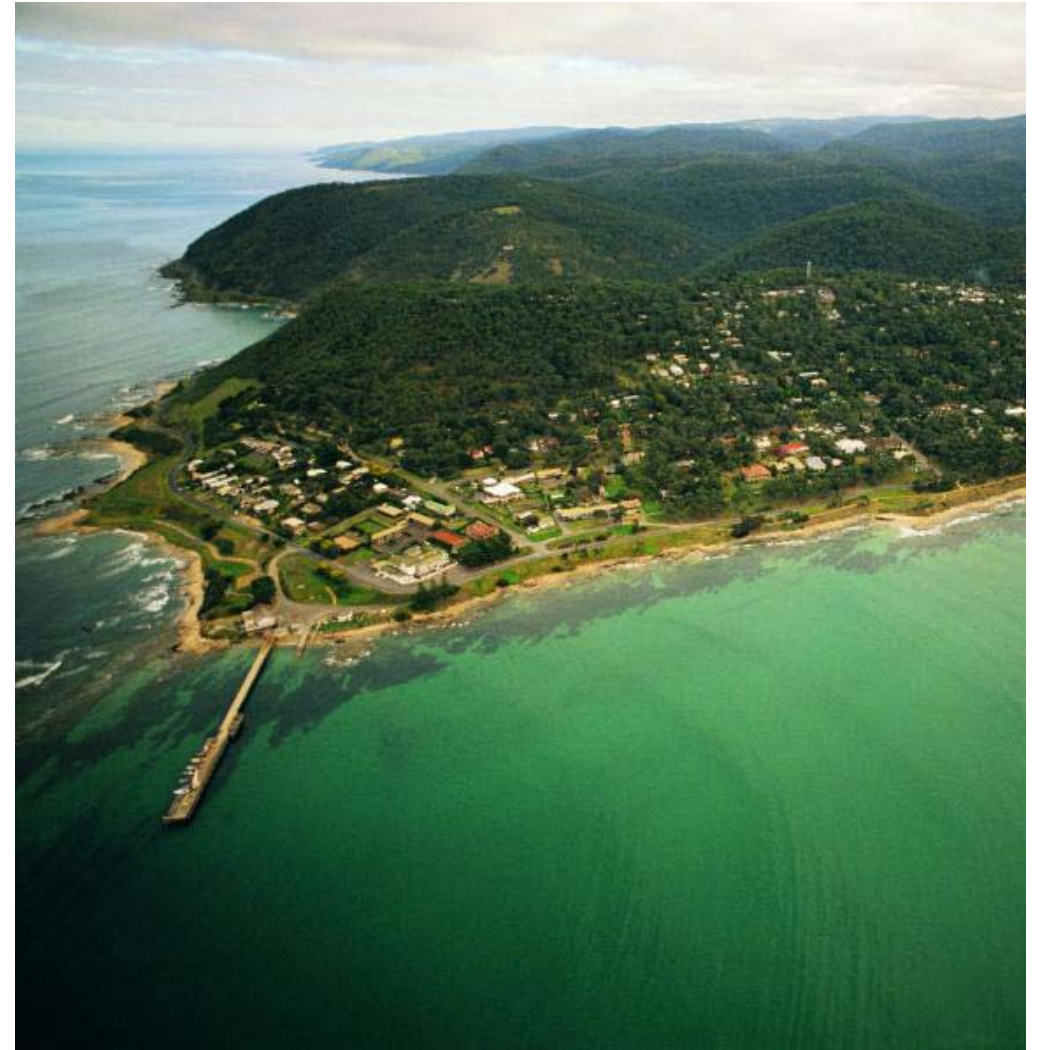


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