

# 7. Point Grey

## 7.1. The Site

Point Grey is situated on the southern most entry point to Lorne on the seaward side of the Great Ocean Road. It is bound by the Great Ocean Road (GOR) on the west and ocean on all other sides. In view of the site's highly strategic location and the presence of a range of iconic facilities, as well as the associated recreational and cultural activities, it is an extremely important part of the Lorne "experience" and identity.

Current uses include a mix of community, recreational and commercial activities, the Lorne Aquatic and Angling Club, Lorne Fisheries and Pier restaurant, Lorne pier, boat launching facilities, car parking, public toilets, bbq and picnic facilities. Shelly Beach and the grassed open spaces and promontories connecting it to the Pier are also part of this precinct. Access is via the GOR and foreshore walking trail.

The entire Point Grey precinct is approximately 3.1Ha (31,500 m<sup>2</sup>) in size with an actual developable area of only 0.45Ha (4,500 m<sup>2</sup>). This developable area is located in the current vicinity of the pier environ to the north of the site and has been determined by the existing environmental and cultural constraints, together with a preliminary assessment of the effects of sea-level rise and storm surges.

The Lorne Pier is perhaps the best known attraction in Lorne and is the major activity generator (for both locals and visitors) at Point Grey. The current Pier was opened in 2007 after a full demolition of the previous structure. The Pier is popular for recreational fishing and is linked to the centre of Lorne by a foreshore walk which consolidates the role of the pier as an important recreational facility.

The Lorne Aquatic and Angling Clubhouse is located near the landward end of the pier. This facility supports the functions of the club and includes a small members bar and recreation space, as well as storing club equipment. The club owns a tractor for members to use at the boat launching area located on the beach approximately 100 metres to the east.

A building of approximately 600 m<sup>2</sup> is located on the eastern side of the landward end of the pier and includes the Lorne Fishing Cooperative and Lorne Pier Restaurant. The Lorne Pier Restaurant is a seafood restaurant which is aimed at the premium end of the market, while the cooperative located next door sells fresh seafood sourced primarily from Apollo Bay and Melbourne. Both the restaurant and cooperative are open for business throughout the year. A small car parking area is located adjacent to these traders.

With the exception of the Pier, the facilities at Point Grey are generally run down and/or in need of some form of renewal.

### 7.1.2. What Makes Lorne and its Surrounding Region Special?

The following statements were captured during the workshops and by survey respondents when asked 'What makes Lorne and its surrounding region special?'

- Its natural assets and geography – 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
- 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.

## 7.2. Community Aspirations

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

### 7.2.1. Aspirations for Point Grey:

- A year round destination for Lorne
- Provides 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
- Retains its charm, character and existing qualities
- Safe maritime and water access






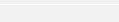
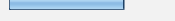
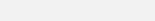
## 7.3. The Issues and Challenges

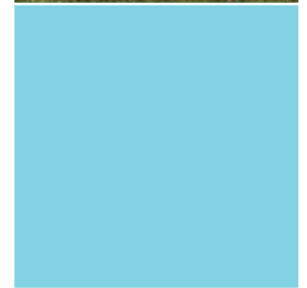
Issues for each site were identified during all the workshops. Participants were asked to write down on post-it notes what their top issues were for the sites. The responses have been collated into key themes. In addition, survey respondents were asked to identify what they thought the key challenges for Point Grey were.

### 7.3.1. Key Challenges for Point Grey

‘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%).

#### 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%
<b>Retaining the historic and authentic qualities of the site</b>		<b>45.0%</b>
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%
<b>Coastal management and climate change (e.g. sea level rise, storm surges, coastline protection, beach access)</b>		<b>45.0%</b>
Other (Please specify one or two other challenges only.)		40.0%





### 7.3.2. Issues for Point Grey

The following issues were identified through the workshop process and any additional challenges/issues identified by the survey responses and submissions to GORCC:

#### Overdevelopment

Avoiding overdevelopment or commercialisation 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 community's 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

#### 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? Could we just do nothing? What are the goals for the project?

#### Planning regulations/ government strategies

The restrictions and bureaucracy involved in planning regulations and strategies that may or may not align with community aspirations

#### 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

Quality 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

#### A marina/seawall

Negative response to the impact a marina or seawall may have on the environment

#### Design

Ensuring design is in harmony with the area



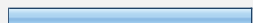




## 7.4. The Opportunities

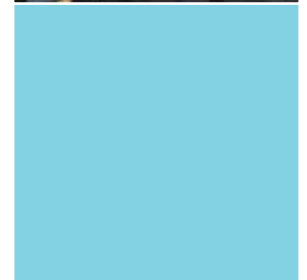
Opportunities for each site were identified during all the workshops. Participants were asked to write down on post-it notes what their top opportunities were for the sites. The responses have been collated into key themes. In addition, survey respondents were asked to identify what they thought the key opportunities for the sites were.

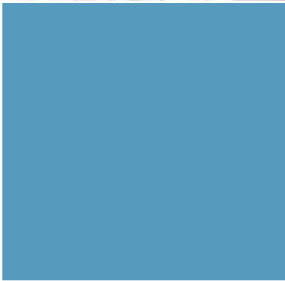
### 7.4.1 Key Opportunities for Point Grey

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

#### Opportunities for Point Grey - Survey responses

Water-based activities		20.0%
Improving coastal management		20.0%
<b>Protecting the natural environment</b>		<b>65.0%</b>
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%





## 7.4.2. Opportunities for Point Grey

The following opportunities were identified through the workshop process and any additional opportunities identified by the survey responses and submissions to GORCC:

### 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

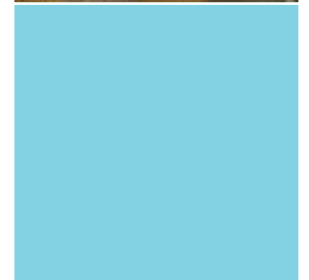
### A point of difference

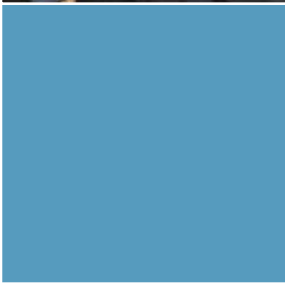
Making Point Grey a point of difference for the area

## 7.5. What Makes Point Grey Special?

The following statements were captured during the workshops and by survey respondents when asked 'What makes Point Grey special?'

- Is a destination for, locals, tourists and Lorne
- Strong history
- Community characters & organisations such as the existing traders
- Natural assets – land meets sea
- A place for recreation
- Maritime and water activities
- Views
- Authentic and local, a village feel
- Connection to Township
- Its location - a turning point and entrance to Lorne
- Events and celebration
- The pier
- Provides shelter
- Access and exposure to the elements with protection
- Food and beverage
- Untouched/developed
- The Pacific Hotel





## 7.6. The Point Grey Personality, Now and in the Future

Survey respondents and workshop participants 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?'. Responses have been summarised under key themes and arranged to reflect characteristics that should be retained, evolved, strengthened or introduced to reach the future personality for Point Grey.

### Point Grey Personality

NOW		FUTURE
People friendly Open Welcoming Dog friendly	<b>Maintain Strengthen Evolve</b> →	Comfortable Welcoming Open and accessible Friendly
Quirky and quaint Rare		Quaint and unique
Local and authentic Is an individual A fisherman		Authentic – true to itself, not overdone
Rugged and wild		Rugged
Natural beauty		Natural beauty
Laid back Peaceful Passive		Peaceful Passive
Has a nightlife		
A bit upper-class		
Tired, weathered a bit untidy Drab and ugly Has potential – stunning qualities	<b>Evolve a weakness into a strength</b> ⇒	The best part of Lorne Well presented Has developed style
Dull		Revitalised & energising Vibrant and diverse A destination
Multi-personality (confused)		Multi-personalities that work together Engaging
Tells us about itself		Tells more about itself
	<b>Introduce Develop</b> +	Interesting and connected
		Is well funded
		Environmentally aware
		Strong

## 7.7. Community Conceived Ideas for Point Grey

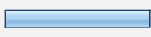
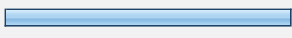
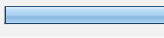
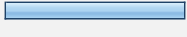

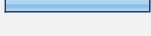
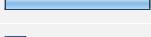


What kinds of activities and uses would we like to see provided?

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.

### 7.7.1 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%).

#### Activities and Uses at Point Grey - Survey responses

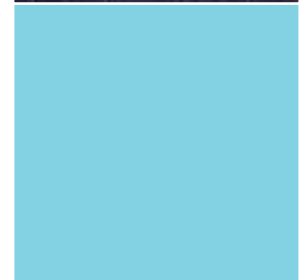
Active recreation (e.g. boating, fishing)		38.1%
<b>Passive recreation (e.g. promenading, picnics, walking)</b>		<b>76.2%</b>
Restaurants and cafes		42.9%
Fresh produce (e.g. seafood, fruit and vegetables)		47.6%
Retail activity		9.5%
Education and/or scientific-based activities		38.1%
Tourism/discovery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

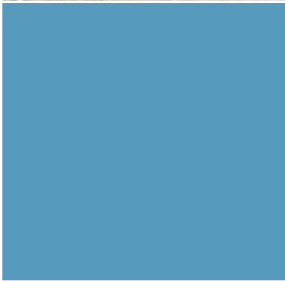
#### Additional Activities and Uses at Point Grey

##### From the surveys

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





### From the workshops

Workshop participants were taken through a small group work process which included mapping their ideas around activities and use, access, environment, governance and management. The following summarises the key ideas generated in regard to activities and use at Point Grey.

#### Activities

- The site is used throughout day and night
- Events – not large scale
- Kite flying
- Dog walking
- Recreational boating, fishing and other water activities
- Kids activities
- Weddings

#### Use

- Historical village – different but not separate from Lorne
- No accommodation
- One restaurant and one café (connected to the pier)
- Maintain open space and vistas
- Boating access
- Interpretive signage; user friendly – information
- Interpretive/education centres
- Recreational focus
- A meeting place
- Markets (community/fish market)
- BBQs, picnic areas
- Restaurant over water
- Affordable take away and fine dining
- Piazza space
- Sculpture walk (link Shelly beach etc and Slaughterhouse)

### 7.7.2. Access at Point Grey

Workshop participants were taken through a small group work process which included mapping their ideas around activities and use, access, environment, governance and management. The following summarises the key ideas generated in regard to access at Point Grey.

#### Ideas about access at Point Grey

- Limit impact visually of parking/minimise parking
- Pedestrians, continuation of walking tracks, elevated boardwalk, a starting point for walks, Walking tracks, old tramways
- Walking path out of reach of sea surges
- Parking underground into the bank
- Summer shuttle bus
- Pedestrian area and walking links (shared with bikes & well lit: use at night linked to township)
- Buses stopping point

### 7.7.3. Protecting the environment at Point Grey

Workshop participants were taken through a small group work process which included mapping their ideas around activities and use, access, environment, governance and management. The following summarises the key ideas generated in regard to the environment at Point Grey & Slaughterhouse.

#### Ideas about the environment at Point Grey

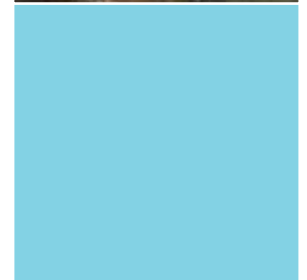
- Geological impact study
- Protection of intertidal platform
- Protection against climate change, sea levels surges
- Improve the environment generally i.e. Shelly Beach is currently being ruined
- Address the erosion problems

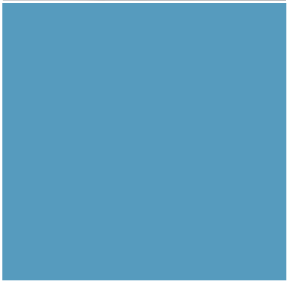
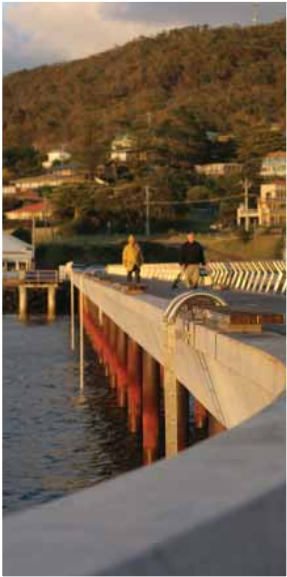
### 7.7.4. Governance at Point Grey

Workshop participants were taken through a small group work process which included mapping their ideas around activities and use, access, environment, governance and management. The following summarises the key ideas generated in regard to the governance at Point Grey & Slaughterhouse.

#### Ideas about the governance at Point Grey

- Good communication between DSE, GORCC, Shire, Tourism Board and community
- Inform and engage the community
- Community have a clear voice
- GORCC, community, local government and state government, partnerships





## 7.8 Bringing it all Together - Mapping Exercise for Point Grey

Workshop participants were taken through a small group work process which included mapping their ideas around activities and use, access, environment, governance and management. The following captures the ideas that were mapped out by the community on the site.

Traders Visioning Workshop



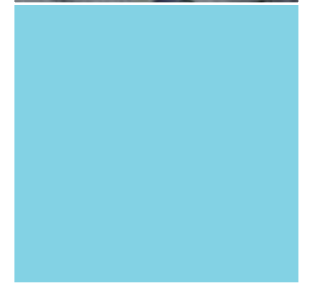
Broader Community Visioning Workshop



Stakeholders Visioning Workshop



Community Groups Visioning Workshop



## 7.9. What we do NOT want to see at Point Grey

Survey respondents were asked to articulate what they LEAST desired at Point Grey.

### 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

## 7.10. Point Grey 2020 Visioning

During the workshops, participants worked individually to develop 2020 Vision Statements. The following statements aim to capture the tone and key ideas that were articulated during this process.

### Point Grey in 2020 is a place...

*... that is welcoming, 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*

## 7.11. Point Grey Place Essence and Compelling Story

The Place Essence is a statement that is derived from a process of distilling the community values and story of the land in the context of global and local trends. It describes the essence of a place, as it exists today as well as its potential future. As such it directly informs its development and use in a way that ensures the key elements which make it unique and special are retained.

### 5.11.1. Point Grey Place Essence

#### ***'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*

### 5.11.2. Point Grey Place Principles

#### **A place of quality and beauty**

Quality of service, food, learning and nature within a majestic and beautiful seaside landscape.

#### **A place that tells its historic and environmental story**

A place of learning from the deep past to the present. The indigenous story and maritime origins of the site that make it unique historically provide a rich experience. Preserving the environment is a fragile process and visitors are made aware of how they can contribute.

#### **A place for memory making, celebrations and events**

A place to meet, play and celebrate. This is a place where you remember taking your first fishing trip, flying a kite as a child, competing in the 'pier to pub', or celebrating marriage, a true place of memory making.

#### **A place that exemplifies the seaside village atmosphere that makes Lorne special**

Small scale and connected to the rawness of the sea, Point Grey and its characters provide the experience of a real and tight knit coastal community that is rarely retained as towns become tourism locations.

#### **A place for recreation and fun**

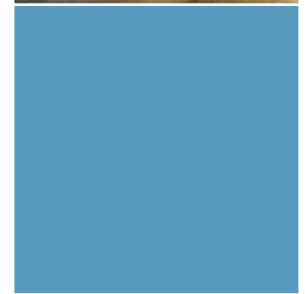
Where nature based activities abound. This is a place for diving, jet skiing, rock pooling, boating, fishing, promenading, whale watching and the list goes on.

#### **A place that is welcoming, publicly accessible and affordable**

A place that is easy to get to, and provides all the amenities required for universal access, for families and young children to the elderly. It is a place where everyone feels at home.

#### **A local place**

Run by the locals, loved by the locals. The current operators of the restaurant and fresh fish co-op are very much loved by the community and will remain an important part of the new Point Grey experience as they bring the fun, character and sense of place to the site. A local hang out as currently provided by the Aquatic Club is an important function on the Point Grey site and should be incorporated in some way. Franchises or large national retailers are not appropriate for this site.





## 7.12. Point Grey Market Assessment

### Development Considerations

In assessing development options for Point Grey, the following factors have been identified which will have an influence on the scale and nature of development on the site.

### Source of Patronage

Point Grey has the advantage of being exposed to multiple potential sources of patronage including:

- Residents of Lorne who throughout the year regularly walk to Point Grey along the coastal walk, utilise the Lorne pier, undertake water-based recreation etc.
- Visitors and tourists to Lorne who do the same activities on Point Grey, although primarily during peak holiday periods
- Members of the Lorne Aquatic and Angling Club who utilise the club facilities located adjacent to the pier
- Visitors and residents who make a purchase at the restaurant or fish cooperative
- Tourist using the Great Ocean Road and who stop at Point Grey to visit the pier and use public facilities such as toilets etc.

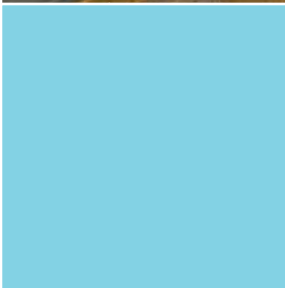
These factors mean that even during the off-peak season, there is a relatively consistent stream of visitors to Point Grey.



### Great Ocean Road

Point Grey is highly accessible from the Great Ocean Road, and so has potential to leverage from tourist-related traffic which utilise the road throughout the year (although there are significant seasonal fluctuations in traffic levels). If Point Grey offered enhanced facilities, additional visitation to the site could potentially be generated from Great Ocean Road traffic.

However, discussions with VicRoads indicate that the Great Ocean Road is nearing its effective capacity, and so the amount of tourist traffic passing Point Grey is not expected to increase significantly above existing levels.



### Tourism

As a tourist town attracting an estimated 923,000 visitor nights per annum, and with the Great Ocean Road receiving nearly 5 million day trips per annum, Lorne has significant potential to develop tourist-related industries. The accessibility of Point Grey, and the presence of long-standing attractions such as the pier and fishing cooperative, means that Point Grey may have the potential to accommodate appropriate tourist-oriented functions.

A key potential source of tourist visitation is the large number of tourist buses which pass through Lorne on their way along the Great Ocean Road to Cape Otway and the Twelve Apostles. In winter an estimated 20 or so bus groups pass through Lorne each day, with more than double this number during peak holiday periods.

Discussions with major bus tour operators who pass through Lorne suggest that there is only limited potential for these bus tours to stop at Lorne or Point Grey. The key attractions which drive demand for the bus tours are Bells Beach, Great Ocean Road, Cape Otway and the Twelve Apostles. The business model for these tours requires visiting Cape Otway and the Twelve Apostles as early as possible in order to allow for a timely return to Melbourne.



### Seasonality

Any development on Point Grey will need to recognise the seasonality of tourist visitation to Lorne and the surrounding Great ocean Road region. An advantage for Point Grey is that the existing restaurant, fishing cooperative and Lorne Aquatic and Anglers Club are all open year-round. Furthermore, the pier is a strong year-round destination for both residents and visitors to Lorne.



### Relationship with Lorne as a whole

Point Grey should operate in a complementary manner to the balance of Lorne, including the Lorne town centre. This means that development on Point Grey should leverage off the advantages offered by the site without unnecessarily duplicating or competing with retail and other functions located elsewhere in Lorne, and in particular in the Lorne town centre.



### Destinational Appeal

Point Grey has a long-standing commercial history and is already a well-known destination within Lorne and on the Great Ocean Road. Development on Point Grey has an opportunity to benefit from this existing level of awareness and high degree of destinational appeal which is already present. Any development on Point Grey should seek to enhance the reputation and appeal of Point Grey as a community space.

### Assessment Of Potential Uses

Based on the assessment of development considerations for Point Grey presented above, and the guiding principles described in Section 3.2, a number of uses have been identified which are appropriate for consideration in the Masterplan.



### Fresh Seafood

The existing Lorne Fishing Cooperative, in addition to being a successful business, provides a direct link to the history of the adjacent pier as the location for Lorne's former fishing fleet. It is understood that due to changes in operations over time, the Fishing Cooperative does not now require all of its existing space (approximately 300m2) and that a smaller tenancy of 100m2 to 150m2 is more than adequate. It is appropriate for the Masterplan to accommodate a new tenancy for the sale of fresh seafood of about this size.



### Restaurant

The Lorne Pier Restaurant benefits from its direct ocean-side location which includes views of the pier and across the bay. The continued operation of a quality, dedicated seafood restaurant is considered appropriate and desirable for Point Grey, and there is scope for a modest increase in the size of a restaurant tenancy to approximately 400m2.

This floorspace provision includes all dining and service areas and should be sufficient to accommodate approximately 150 sit-down guests. This is a relatively high capacity for a full-service restaurant and would allow an operator to achieve some significant economies of scale during periods of peak demand, while closing off under-utilised space during off-peak times. The design should seek to have exposure to ocean and pier views, and accommodate an outdoor seating area.

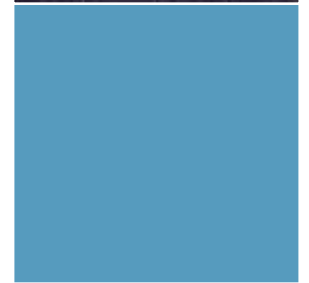


### Functions

In association with the restaurant, there is also considered strong potential for the operation of a function space, most likely in a first floor location directly above the restaurant. This function space could host wedding receptions, birthday parties, formal functions, small conferences and corporate gatherings etc. Potential also exists for the space to be used periodically for a range of community activities.

The venue would benefit from the excellent views afforded by a site on Point Grey, and proximity to the well known Lorne pier. Assuming a 400m2 function space, up to 350 people could be accommodated in a cocktail format, and approximately 250 people in a banquet style function (both indicative estimates only).

Given the limited amount of space available for parking on Point Grey, traffic and parking issues associated with large functions may require careful consideration.





### Takeaway Food

Currently a gap in the retail offer on Point Grey is takeaway food. Point Grey, and the pier in particular, are popular destination for walkers using the coastal walking trail from Lorne main beach, and would be regular users of such a facility, while day trippers using the Great Ocean Road are also considered a potential source of patronage. There is therefore considered strong potential for a small takeaway food outlet selling fish and chips, ice cream and other complementary foods.

Given the seasonal nature of visitation patterns to Lorne, it may be appropriate for the takeaway outlet to be opened only at peak times; however, where possible this should be discouraged. Only a small dedicated seating area (potentially outdoors) would be required for the takeaway food operator. An indicative tenancy size is approximately 60m<sup>2</sup> to 120m<sup>2</sup>. It is important that a takeaway food tenant has a high degree of exposure to the pier, main carpark and coastal walking trail.



### Tourist Operator

At present, Lorne does not have an activities-based tourist operator that directly leverages off the pier and Lorne's strong maritime tradition. Point Grey would be an ideal location for a nature-based tourism operator such as a fishing charter operator, dive boat, dive school etc. Such an operator could utilise the existing boat ramp and potentially be the catalyst for construction of the proposed lower deck on the Lorne pier.

A storage area would be required for equipment, while only a small shopfront tenancy of up to 80m<sup>2</sup> is likely to be required for administration and front desk operations. Alternatively, these shopfront functions could potentially be located in the main street of Lorne if required by space constraints on Point Grey. The advantage of providing an allowance for a tourist-based operator on Point Grey is that it has synergies with existing infrastructure and is consistent with the nature-based tourism objectives of State Government policy.



### Lorne Aquatic and Angling Club

The Lorne Aquatic and Angling Club is currently located in temporary facilities on the western side of the landward end of the pier. The club is an important part of the Lorne community and provides an excellent link between Point Grey and its maritime theme. Although the club is a popular social venue, it also has a serious role as a community organisation organising member activities and providing facilities such as a tractor for use at the existing boat ramp.

The Masterplan generates an opportunity to provide upgraded and dedicated facilities for the club. This could involve the construction of new and enlarged member rooms (say 200m<sup>2</sup> compared with approximately 130m<sup>2</sup> currently), as well as improved spaces for club functions such as storage of gear, including the boat ramp tractor and possibly a club boat. It is important however, that the operations of the club remain complementary with other functions on Point Grey

A possible opportunity is for the club to take some additional responsibility for the operation of the boat ramp. There are selected examples (particularly in New Zealand) of user-pays arrangements for boat ramps. At Point Grey, a small fee could be charged to have vessels safely enter or exit the water under the supervision of authorised persons. This arrangement at Point Grey would potentially improve the safety of the ramp, allow the usage to be limited to acceptable levels without removing public access, and provide a closer relationship between the club and aquatic activities on Point Grey.

Until the Western Coastal Board (WCB) finalises the Boating Coastal Action Plan for the western region of Victoria, due for completion in August 2009, this report cannot provide a definitive comment on the future use and management of the Point Grey boating facilities.



### Tourist Information/Cultural/Interpretive Centre

As an important focus for resident and visitor activity in Lorne, consideration has been given to the development of a facility providing visitors to Point Grey an opportunity to experience the history and culture of Lorne.

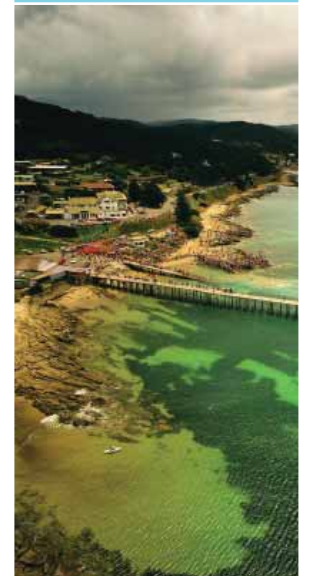
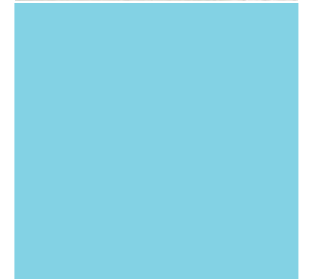
There is considered some scope for such a visitor facility at Point Grey given factors including:

- The prominence of the site and exposure to day trippers on the Great Ocean Road
- Proximity to other attractions and facilities on Point Grey, particularly the Lorne Pier
- Heritage and cultural value of the Point Grey site.

However, an interpretive facility would rely heavily on visitor traffic generated by tourists, and in particular day visitors passing along the Great Ocean Road. This includes visitors from bus tours passing the site who are unlikely to stop at Point Grey in large numbers. It is also important that any facility on Point Grey does not unnecessarily duplicate or compete with the activities of the existing Visitor Information Centre and other relevant visitor infrastructure in Lorne.

A further factor which potentially limits the achievable levels of patronage at such a facility is the location of Point Grey on the primarily “outbound” southern edge of Lorne from where it understood many visitors head towards Apollo Bay and return to Melbourne via inland routes. Visitor-oriented facilities would preferably be located on an “inbound” visitor entry point, or in the heart of a major town centre or tourist precinct.

Without more detailed feasibility analysis, it is not considered appropriate for the Masterplan to specifically advocate a significant visitor facility on Point Grey beyond general improvements to existing infrastructure. There may be scope for new interpretive features and basic visitor information; however, development of a substantial or staffed facility should only be undertaken when a clear opportunity has been identified.





## 7.13. The Possible Ways Forward (Scenarios)

The following diagram summarises the key ways forward identified through the community engagement process, as well as potential target markets and benefits environmentally, economically and for the community to assess the best ways forward. Various scenarios were developed due to the diversity of opinion within the community.

The key local user groups for the Lorne township have been identified as:

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Sea changers
- Young professionals/weekend visitors

The market segments that have been referred to in these scenarios are as follows (taken from Roy Morgan Nature Based Tourism Market research):

### Socially Aware

- Social issues orientated
- 35-49 years of age
- Politically/community active

### Visible Achievement

- Success and career driven
- 35-49 years of age
- Recognition and status seekers
- Good family living
- Wealth creators

### Traditional Family Life

- Retired middle Australia
- 50+ years of age
- Family focused lives
- Cautious of new things
- Passive income earners

### Young Optimism

- Young and progressive
- 18-25 years of age
- Experimental lifestyle
- Seek new and different things
- Trend setters

## Scenario 1 - Do Nothing

Maintain the status quo with required maintenance the only works carried out.

### Positives

- The characters and current offer loved by locals is retained
- Historical assets as they currently stand retained

### Negatives

- Limited opportunity for extra funding to support environmental protection
- Potential for further erosion
- Limited education opportunities
- Limited ability to protect some heritage assets such as aboriginal middens
- Will not attract any additional target markets to the region
- Safe boat access needs not addressed

### Target markets

This scenario appeals to the existing users of the site but does little to attract new markets.

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Young professionals/weekend visitors

### Benefits

#### Economic

There are few opportunities to improve the economic benefit of Point Grey to the Lorne Township without some upgrade/introduction of facilities.

#### Environmental

There are few opportunities to implement improved coastal management practices, particularly around boat launching and erosion.

#### Community

Apart from existing benefits provided by the public open space and Aquatic Club usage there is few opportunities to provide enhanced public benefits without some upgrade/introduction of facilities.

#### Cultural

The cultural and heritage assets are not currently showcased on this site. Without some program to improve these they may continue to deteriorate further.

## Scenario 2 - Minimal Upgrade

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.

### Positives

- The characters and current offer loved by locals is retained
- Potential to improve management of coastline and heritage assets
- Improved public facilities
- Potential to address safe boat launching

### Negatives

- Limited opportunity for extra funding to support environmental protection
- Limited education program opportunities
- Will not attract any additional target markets to the region

### Target markets

This scenario appeals to the existing users of the site but does little to attract new markets.

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Young professionals/weekend visitors
- Traditional family life

### Benefits

#### Economic

Upgrade of existing facilities and introduction of new facilities may provide some increase in visitors to the site, though would not be expected to be significant.

#### Environmental

Opportunity to improve maintenance of the coast, however not extensive funding sources to continue into the future.

#### Community

Provide for existing public benefits of the site plus further community facilities that are more functional.

#### Cultural

The cultural and heritage assets could be protected and better showcased, however little provision for education programs.

## Scenario 3 - Medium level development

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.

This scenario provides the most positive way forward and is further detailed in the recommendations section of this report.

### Positives

- The characters and current offer loved by locals is retained
- Funding and facilities for improved management of coastline and heritage assets
- Improved public facilities and amenities
- Safe boat launching facilities
- Increase in opportunities for active recreation
- Variety of price points, from high end dining to the affordable

### Negatives

- Careful implementation will be required to retain existing character of the site

### Target markets

This scenario appeals to the existing users of the site and provides the opportunity to attract new markets.

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Young professionals/weekend visitors
- Visible achievement
- Socially aware
- Traditional family life
- Young optimism

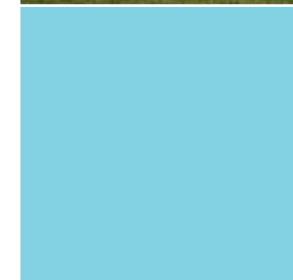
### Benefits

#### Economic

Upgrade of existing facilities and introduction of new facilities that will provide an attraction for additional target markets and tourism

#### Environmental

Opportunity to improve maintenance of the coast as well as potential funding for the ongoing maintenance of the site.





#### Community

Provide for existing public benefits of the site plus further community facilities that are more functional as well as a variety of activities that will provide more things to do in Lorne at all times of year, including an improved amenity for gathering events and celebration.

#### Cultural

The cultural and heritage assets could be protected and better showcased as well as opportunities for interpretive/education centre.

### Scenario 4 - High level development

Provide 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.

#### Positives

- Funding and facilities for improved management of coastline and heritage assets
- Improved public facilities and amenities
- Safe boat launching facilities
- Increase in opportunities for active recreation
- Variety of price points, from high end dining to the affordable
- Additional retail, tourism and food and beverage operators

#### Negatives

- Potential for the open public feel of the site to be impacted and/or a loss of character of the site
- Potential for impact on the environment and loss of open space
- Potential for reduced amenity for passive recreation

#### Target markets

This scenario appeals to new markets, however may not retain the existing users of the site as the local hub character may be lost.

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Young professionals/weekend visitors
- Visible achievement
- Socially aware
- Traditional family life
- Young optimism

#### Benefits

##### Economic

Has the potential to support the Lorne Township to become a year round destination through high level of activities and commercial development.

##### Environmental

Potential to provide funding for maintenance of the coast, however may impact on the natural assets due to level of development required.

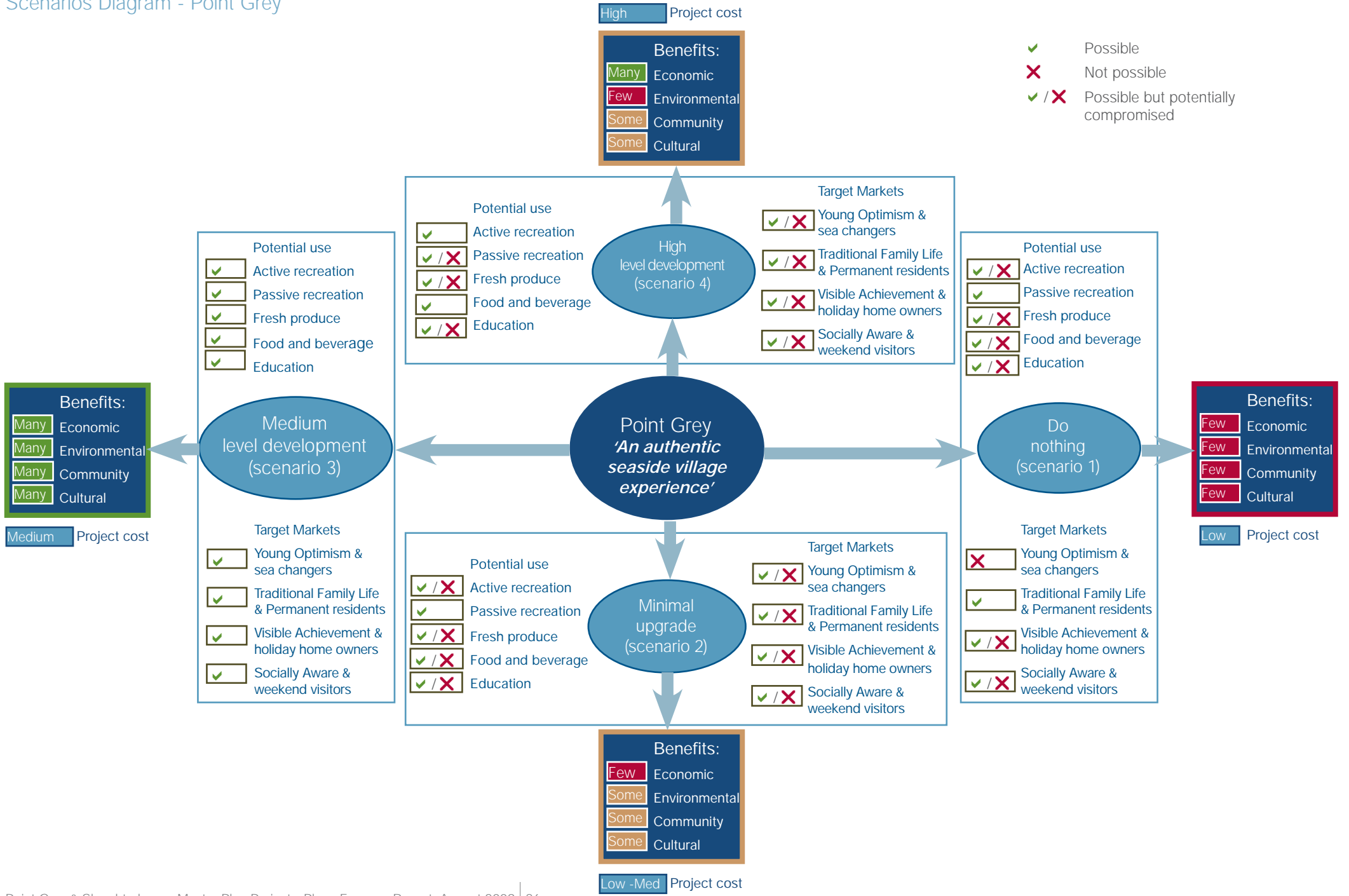
##### Community

Potential to provide wide range of community facilities for the township, however may not fit with the local character and uses valued by the community.

##### Cultural

Opportunity to showcase the heritage assets on the site, however may become too commercialised

# Scenarios Diagram - Point Grey





### LorneCH Concept Plan

As referred to in Chapter 6 Community Consultation, the LorneCH community action group developed a Concept Plan for the Point Grey site.

Their ideas and suggestions have been considered as part of this report and can be found throughout the scenarios articulated.

### Scenario 3 - Medium Level Development

This scenario most strongly addresses ideas by LorneCH in regard to:

- Upgrade of the Aquatic Club
- Potential for additional facilities such as historical education, community meeting rooms and function spaces.
- Variety of price points in food offer - inclusion of a cafe as well as restaurant
- Safe boat access
- Passive and active recreation - potential for ideas such as the lower deck to Lorne pier, lookouts and walking tracks to be included
- Improved public facilities and amenities - such as the public toilets
- Retention of the Fish Co-Op and potential for local characters loved by the Lorne community to remain onsite
- Tourist information - potential for a tourist operator to be located at the Point Grey site

The assessment of potential uses of the site also support the above ideas for activating the Point Grey site.