

9. Guiding Principles & Recommendations

9.1. Guiding Principles

In preparing the Place Essence report, a set of guiding principles have been developed through the process. These principles are intended to guide an outcome for the Masterplan which meets community expectations and contributes to appropriate development outcomes.

The principles, which are listed below, have been developed through the community consultation program, discussions with key private and government stakeholders, the project reference group and the professional experience and input of the Masterplan project team:

9.1.1. General (Across Both Sites)

Sustainable Development

Sustainable development outcomes must be achieved including best-practice environmental design. Appropriate consideration will also be made for heritage, cultural and ecological outcomes (including climate change).

Public Access

Promote public accessibility and high quality public infrastructure. Public access should be maximised, by, but not limited to:

- The provision of adequate open space, pedestrian access and public infrastructure
- Built forms, design and uses that don't overwhelm public access and public open space

Consistency with Policy

Promote desired outcomes arising from policies such as the Nature-based Tourism Strategy and Victorian Coastal Strategy.

Balance

An appropriate balance between the various outcomes and objectives sought for each site by stakeholders.

Commercial

Ensure that any commercial activities are viable and consistent with the achievement of a net community benefit. Promote development which is consistent with the tourist role of Lorne and which generates jobs and economic benefit to Lorne and the wider community.

Connectivity

Promote accessibility and connectivity between the Point Grey and the Slaughterhouse sites as key features of the Lorne coast.

9.1.2. Point Grey

A place that exemplifies the seaside village atmosphere that makes Lorne special.

- Maritime – Embrace the maritime theme of Point Grey by developing a “seaside village” theme which reflects its history as a fishing port, the pier, boating and other water-based recreation activities
- Small scale and connected to the rawness of the sea
- Retains its local characters

A place that is welcoming, publicly accessible and affordable, that is truly local

- Community – Recognise the importance of Point Grey to the local community and visitors to Lorne. This includes the Anglers Club, pier, picnic and bbq areas, public toilets, open space

A place of quality and beauty

- Space Limitations – Some significant physical constraints limit the scale and nature of development at Point Grey. The developable land on Point Grey is estimated at just 0.45 hectares out of a total site size of 3.15 hectares. This developable space is concentrated in the area at the base of the pier and will need to be shared between a range of uses.
- The quality of building should reflect the majestic seaside landscape

A place that tells its historic and environmental story, for memory making, celebrations and events

- Place for visitors to stop – The Great Ocean Road is an iconic tourist drive which generates significant visitor traffic throughout the year. Although Point Grey is already known as a stopping point for a share of visitors, there is an opportunity for the site to improve its capacity to meet the needs of passing tourist traffic.
- A location that provides a space for locals to gather and for small scale through to larger scale events such as the Pier to Pub swim
- Opportunity to tell its story for locals and visitors alike through site interpretation

9.1.3. Slaughterhouse

Protection of the natural environment, the opportunity to be immersed in nature

- Low Development Profile – Commercial development on the Slaughterhouse site should have a low visual profile and preferably not be visible to traffic on the Great Ocean Road.
- Protects the natural environmental assets of the site

A point of difference (from the Lorne Township)

- Tourist Accommodation – The site has been identified in the past as a potential location for tourist accommodation such as an eco-lodge or other similar eco-style facility. Such an outcome is also encouraged by government policies.
- An offer that is different from the existing offer in the Lorne township and supports the business sustainability of the town

Publicly accessible yet secluded

- Site Context – Ensure that the site's physical context is recognised, including the views over Bass Strait, proximity to Queens Park, integration with Queens Park Caravan Park and strategic location on the coastal walk between Lorne and St Georges River. Other relevant site considerations include development limitations associated with the steepness of the site and heritage considerations for the former tramway.
- Remains publicly accessible and retains views and vistas

A place that tells its historic and environmental story

- Retain heritage and cultural assets
- Provides education and interpretation opportunities

9.2. Recommendations

9.2.1. People Recommendations

'the community who lives, works and visits a place'

Governance

- Consider the development of a Community Reference Group for the Point Grey and Slaughterhouse Site Masterplan Project

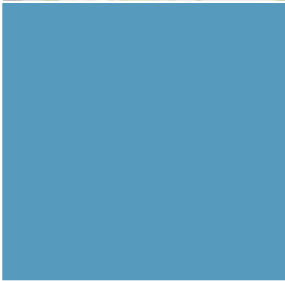
Point Grey

- Ensure constant engagement with the existing tenants at Point Grey and the LorneCH Point Grey project team. Their input will be invaluable to the process and they are passionate about the place which will support a successful delivery.

Slaughterhouse

- Most people do not understand the difference between nature based tourism and normal tourism accommodation. The community will need to be educated and have input into what Nature Based Tourism and its benefits mean to Lorne
- Be open about what offers are on the table as they come about, ensure the agendas of different organisations are clear and the process is transparent. The community has a history of mistrust of development and public/private partnerships due to previous projects around Lorne. Any further trust lost will result in a loss of any community backing.





9.2.3 Place Recommendations

‘the physical or tangible aspects of a location’

Point Grey and Slaughterhouse

- Connect Point Grey and Slaughterhouse sites through stories such as the interpretation of the tramway and industrial heritage of both sites.

Point Grey

- Retain the character of the seaside village. Use locally sourced materials and trades people where possible that will provide a hand crafted feel to the project.
- Provide a meeting and gathering space for the local community
- Retain an open and laid back feel to the site
- Investigate strategies for appropriate boat launching
- Provide opportunities to be close to the water

Slaughterhouse

- Any development to complement and fit into the ecology of the site
- Be low scale and low impact visually both within the site and to the Great Ocean Road
- Be unique/one off/special
- Maximise and maintain views

Built Form

- New buildings to be complementary to, and in a scale appropriate to, the existing environment and built form around them ie. The height of buildings should be appropriate to the layered landscape setting and context.
- Design of buildings should maximize north orientation and take full advantage of the unique value of the waterfront location and aspect.
- Buildings should support adjacent open spaces, both in their design and their associated uses and activities and be accessible to the public at ground level.
- Buildings should shape and or contain public open spaces by providing enclosure and shelter where necessary and or become landmarks to add character to the public space.

9.2.4 Product

‘the land use mix down to the mix of retail’

Branding and positioning

Branding and positioning the Point Grey and Slaughterhouse experience so that it can be marketed to a broader target market could provide significant benefit to the Lorne township, which could also be part of this branding process.

Point Grey

Product mix and use opportunities



Fresh Seafood retailing

A fresh seafood tenancy of up to approximately 150m² in size. This is consistent with the maritime theme of Point Grey and represents a continuation of a long-standing and successful commercial use.



Landmark Restaurant

Develop a landmark restaurant tenancy of up to approximately 400m² which has strong exposure to views of the ocean and the pier and includes a small licensed bar area. The restaurant should also include an outdoor alfresco seating area.



Function Space

In association with the restaurant tenancy, consider the creation of a function space of up to 400m² in size. This could be on a first floor location directly above the restaurant and cater to a range of social, corporate and community functions and could be utilised as part of the Slaughterhouse eco-accommodation offer.



Takeaway Food (providing diversity of price point)

Create a fast food tenancy of approximately 60m² to 120m² in size (subject to design and space considerations). Provide a limited amount of seating, potentially outdoors, and orient the tenancy so there is excellent exposure to pier and coastal walk users.



Tourist Operator

Enhance the nature-based tourism role of Point Grey through provision of a tenancy suitable for a tourist-related operator. This could be done in association with previously proposed construction of the lower deck on the pier to facilitate aquatic based tourism such as a dive boat or fishing charter.



Lorne Aquatic and Angling Club

The Aquatic Club can be provided with upgraded and dedicated facilities including new member rooms of up to approximately 200m2 in size. There should also be consideration of club needs such as storage for equipment etc. A possible opportunity is for the club to be given greater responsibility for the safe operation of the existing boat ramp.



Tourist Information/Cultural/Interpretive Centre

Although there is considered some scope for the development of a visitor facility at Point Grey, such a facility would rely heavily on tourist traffic passing on the Great Ocean Road. Bus tour operators, who pass the site in large numbers each day have expressed only limited interest in stopping in Lorne. The Masterplan does not advocate development of a significant interpretive facility at Point Grey beyond general improvements to existing infrastructure and basic interpretive features and tourist information. This may be an opportunity to attract some of the smaller bus operators to make Point Grey a more significant stopping point along the Great Ocean Road.

Slaughterhouse Site

Product Mix and Use opportunities

The following recommendations around product mix and use for the Slaughterhouse site should not compete against the current tourism/ accommodation product in the Lorne township, but rather target a new market. Any accommodation options also need to provide new community assets for the township.



Extension to Queens Park Caravan Park

A low development option for the Slaughterhouse site is an extension of the existing adjacent Queens Park Caravan Park. This would include the development of predominantly cabin-style accommodation on the appropriate areas of the Slaughterhouse site.



Integration with Caravan Park

Although the Slaughterhouse site has characteristics well suited to an eco-style accommodation development, the limited amount of developable land means that a standalone development on the Slaughterhouse site is not considered viable. Opportunities for an integrated development incorporating the adjacent Queens Park Caravan Park are therefore recommended.

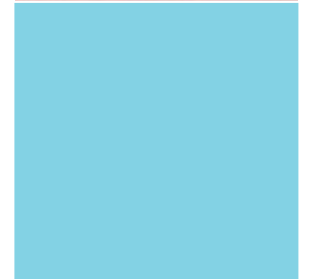


Mixed Eco-Style Accommodation

In order to maintain a relatively low-scale development profile and maintain affordable accommodation options, an eco-style development incorporating a mix of accommodation styles is recommended across the Slaughterhouse and Queens Park Caravan Park sites. This could include:

- Camping sites
- Backpacker accommodation
- Eco-lodge
- Self-contained cabins

The development would meet best-practise environmental standards relevant to each accommodation style.





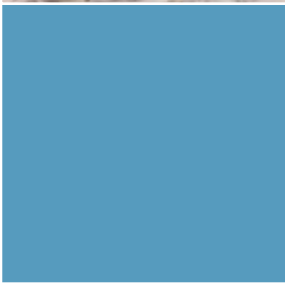
Eco-Style Hotel or Resort

A more generic hotel or resort style eco-tourism development is also possible across the Slaughterhouse and Queens Park Caravan Park site's, and is an alternative development option. While in commercial terms this would be a more simple development model, it is potentially at the cost of other objectives relating to low intensity of development, retention of low-cost accommodation and ensuring public access.



Coastal Walk

The former tram track should be improved and become part of a coastal walk linking Lorne, Point Grey, the Slaughterhouse site and St Georges River. This should include a grade separated pedestrian crossing of the Great Ocean Road.



9.2.4. Program Recommendations

'the events and uses that activate a space'

Management

- Consider the appointment of a volunteer place manager/ coordinator to facilitate the activities that occur on site and be a local point of communication. This is important to the success of the Point Grey site.
- Any funds generated by the lease rentals or other fees generated at both sites should be returned to GORCC, as the land manager, for use in maintaining the sites and the coast
- The risks and costs to GORCC, as the land manager, should be minimised over the short and long term to ensure sustainability of both sites

Connections

- Design and implement a wayfinding strategy that connects the 2 sites, the Lorne township and walking tracks.

Permanent Sculpture Walk

- Many community members loved the Sculpture by the Sea exhibition and would like to see the 2 sites and the Lorne township connected through arts and sculpture on a permanent basis. This could become a wow-factor must-do-in-Lorne experience.

Events

- Investigate what community events already occur in Lorne that could be accommodated and/or improved at either Point Grey or Slaughterhouse such as:
 - Sculpture by the Sea exhibition
 - Markets (farmers/art and craft)
 - Festivals (music/community)
 - Sporting events

9.2.5. Planet Recommendations

‘the impact and relationship with the natural environment’

Environmental education

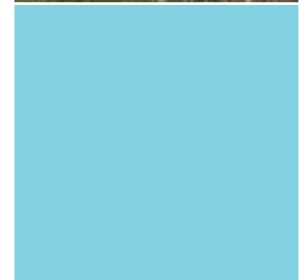
- Provide opportunities to involve the community in environmental initiatives such as revegetation of sections of the site will provide the opportunity to learn more about the local environment but also contribute to its protection.

Environmental Credentials & Aspirations

- Depending on the activities and or developments which may take place on Point Grey and the Slaughterhouse site, there are a number of best practice environmental rating systems and awards that should be targeted. These include:
- Green Globe 21 - A global sustainable tourism award available for tourism companies, operators and communities
- Ecotourism Australia “ECO Certification” - An Australian run standard assessing a specific project or areas Nature-based tours, accommodation and or attractions
- Sustainable Tourism Eco-Certification Programme (STEP) - An international Eco-Certification programme covering many tourism “products”

Opportunities

- Superb natural setting with access to beaches, coastline, forest and bushland.
- Significant potential for wind, solar and biomass power/heat, however in-ground heat pumps likely to be limited owing to geology of site.
- Site is likely to experience significant winds which will aid natural ventilation at times, particularly the summer, but may make it unsuitable at other times e.g. shoulder seasons.
- Coastal site should offer reasonable rainfall for collection, but also makes waste water and storm water treatment a critical issue, given proximity to ocean.
- The 2 sites may contain a mixture of uses such as retail, food and beverage, restaurant, social/sports clubs, visitor centre/museum and tourist resort. These mixed uses and close proximity may support use of site-wide energy strategies utilising the different energy and heat demand profiles.
- Other facilities may also be shared to reduce overheads and maintenance, such as water catchment and treatment and waste recycling and composting.
- Significant opportunity for social and educational benefits with nature walks, habitat protection and creation and designing facilities for locals and visitors.





ESD Recommendations

Strong protection of existing flora and fauna during construction, including minimal felling and clearance, relocation where necessary and stringent construction site standards e.g. waste, run-off, emissions.

Establishment of features to protect and enhance local ecology e.g. bioswales, permeable paving, animal and bird boxes, elevated boardwalks, maximal “soft” landscaping.

Utilisation of the natural elements, including openable windows for cross ventilation, especially focusing on eastern facades to use sea breezes and preferably remove the need for any air-conditioning to residential-style spaces, as well as other spaces.

Glazing and shading design should be optimised to promote daylight, summer sunshading and winter sun penetration. Eastern facades likely to have high glazing areas to maximise views, but these will be difficult to shade. West facing glazing should be easily reduced. Shading will be required to all north glazing. Balconies and verandas should be used to shade the larger glazing areas. Shutters could be considered where shading is difficult. Double glazing as standard.

Protecting the existing ecology of the site both flora and fauna will be a central theme if the facility is to claim eco-credentials in this location. Habitat retention will need to be maximized and there is opportunity to enhance some aspects of the site with attention to new planting regimes, weed clearance, animal shelters etc

Natural products should be considered for structural applications, including timber framing and mudbrick.

Low or zero carbon energy technologies should play a central role in the development, taking advantage of potential link ups between the 2 sites and the different energy use profiles for villas, shops, visitor centres etc.

Recycled/reclaimed items should be considered for external paving and furniture and natural products should be preferentially selected e.g. timber, natural stone, minimal plastic.

External lighting must be minimised, suitably controlled and downward facing.

Full recycling must be offered on-site.

Highly efficient water fittings as standard, with rainwater collection from all roofs for use in WCs.

If an eco-resort is desired, **grey/blackwater recycling** should be considered for irrigation, and possibly flushing, to minimize water use and sewer discharge.

Further Research and Investigation

1. Future Coasts - Coastal Vulnerability Assessment
2. Marine Mapping and Habitat Assessment
3. Wave modelling and sand drift.





10. The Next Steps

10.1. Where to From Here?

Your Feedback and the Development of a Draft Masterplan

Findings and recommendations from this report will inform the development of a Draft Masterplan, as will community feedback on the contents of this report, which is now publicly accessible.

Exhibition of the Draft Masterplan

The Draft Masterplan will be placed on public exhibition for further comment and input from the community.

Revising Workshop

Informed by the feedback and comments that the community has provided, Village Well will facilitate a 'Revising Workshop' which will provide further opportunity to contribute ideas and raise concerns about the Draft Masterplan.

Place Making Roadmap

The outcomes from the Revising Workshop and other feedback from the community will be collated and presented back in the form of a Place Making Roadmap which will spell out the directions for the Final Masterplan.

Final Masterplan & Development Guidelines

The final Masterplan and Development Guidelines for the 2 sites will then be developed taking all community feedback, Place Making, economic and environmental considerations into the outcome. The Final Masterplan and Development Guidelines will also be made publicly available upon completion.