

Point Grey & Slaughterhouse

Master Plan Project - Place Essence Report



September 2009



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Great Ocean Road Coast Committee

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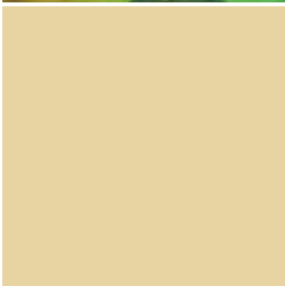
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1. Executive Summary

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.

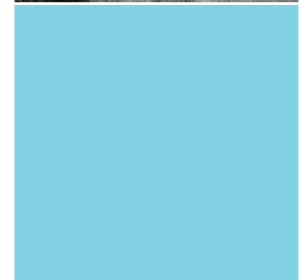
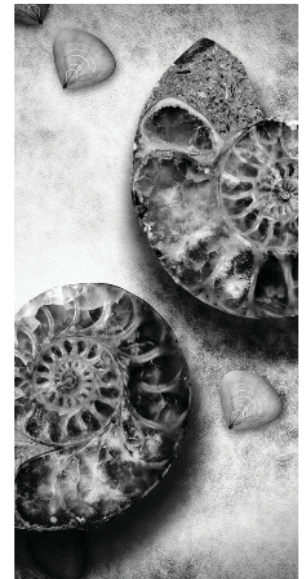
What do we Want to see at Point Grey?

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 revegation 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

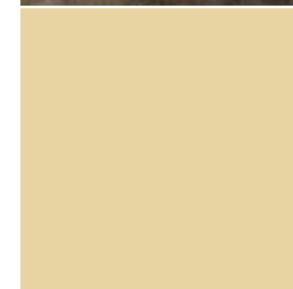
Benefits:		Scenario 1 – ‘Leave it Alone’ i.e. Do Nothing
Few	Economic	Simply leave the site as is with its grassed open space and surrounding vegetation. Continue existing management with no development.
Few	Environmental	
Few	Community	
Few	Cultural	

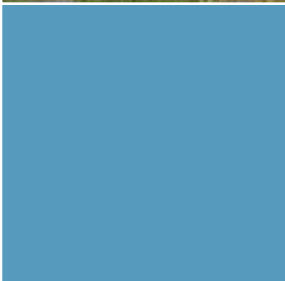
Benefits:		Scenario 2 – Revegetate and Become a Nature Reserve
Few	Economic	Revegetation and return of the site to its natural state through the removal of exotic plants and planting of indigenous flora.
Many	Environmental	
Some	Community	
Some	Cultural	

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





2. Background

2.1. Context – Why This Project has Come About

The majority of Victoria's coastline, ninety-six percent (96%) to be exact, has been acquired by the Crown in order to preserve public ownership and ensure it is reserved for public access and purposes.

As with any land appointed under the Crown Land (Reserves) Act 1978, a responsible Committee of Management is required to manage, improve, maintain and control this land for the purposes for which it is reserved.

The responsible land manager for this section of coastline, from Point Impossible east of Torquay to the Cumberland River, southwest of Lorne is GORCC; the Great Ocean Road Coast Committee.

In carrying out land management on behalf of the Crown and under the Crown Land (Reserves) Act 1978 and Coastal Management Act 1995, the Committee of Management must take all reasonable steps to give effect to the Victorian Coastal Strategy 2008 and any Coastal Action Plan applying to land under their management.

As identified in the 1998 Lorne Coastal Action Plan, Point Grey and the Slaughterhouse sites in Lorne were recommended as an important body of land requiring further investigation and planning for their future use and management.

In accordance with this recommendation, GORCC sought State Government support in 2007/2008 to explore the feasibility of redeveloping these two sites and consider options for improving site infrastructure, management and public amenity.

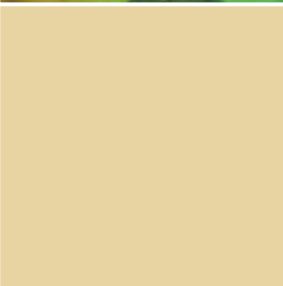
The outcome of this study identified the need to prepare a detailed masterplan for Point Grey and the Slaughterhouse sites in order to:

- Represent the interests of the community and key stakeholders;
- Provide a future vision to underpin its future use and management;
- Enhance tourism, recreational, public and commercial activities which integrate with the Lorne Pier and provide net community benefit; and
- Protect all significant environmental, cultural and social values.

These two sites have been coupled together as they adjoin one another albeit divided by the Great Ocean Road, have important historical and cultural ties and are both Crown land reserves in need of management plans for their future use, provision of amenities, maintenance, environmental preservation and enhancement. It was therefore considered very advantageous to consider these two sites in conjunction with each other especially when considering their potential future uses, coordination of community activities, trail networks and access to Queens Park accommodation.

This has been widely supported and backed by Tourism Victoria, the Department of Sustainability and Environment, Regional Development Victoria, local authorities and the Lorne community at large.

This Place Essence Report provides a summary of the works carried out in Stage 1: Community Engagement and Background Research of the Point Grey and Slaughterhouse Site Masterplan Project as described in the following 2.2. Methodology section and will be publicly available to the Lorne community for comments and feedback to inform the next stages of this masterplan project.



2.1.1. Who is Responsible?

Project Management & Consultancy

This project is managed by the Great Ocean Road Coast Committee, with the day to day running of the project by CEO, David Clarke.

A Project Steering Group (PSG) has been appointed to oversee the project and consists of the following members:

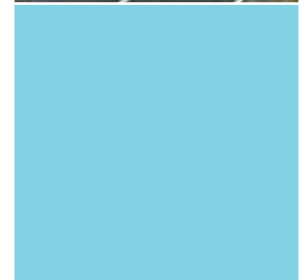
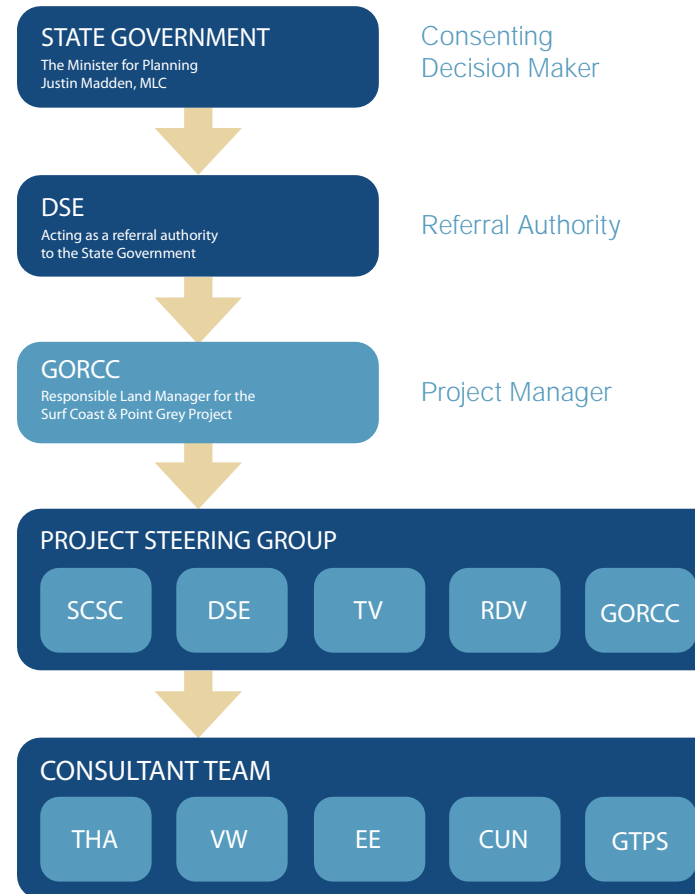
- **Mark Davies**, CEO, Surf Coast Shire Council (SCSC)
- **Richard (Dick) Forde**, Manager Tourism and Recreation, Department of Sustainability and Environment (DSE)
- **Nick Byrne**, Manager Infrastructure & Investment Projects, Tourism Victoria (TV)
- **Jim Demetrious**, Regional Development Victoria (RDV)
- **David Clarke**, CEO, Great Ocean Road Coast Committee (GORCC)

The project consultant team engaged to prepare the master plan for Point Grey and the Slaughterhouse site is lead by Tony Hobba Architects in collaboration with Place Makers, Village Well.

Essential Economics, Cundall Johnson and Partners, and Geelong Town Planning Services make up the balance of the team, with responsibilities and expertise divided as follows:

- **Tony Hobba Architects (THA)** - A locally based coastal architectural, urban design and landscape architectural practice with a strong ethos of sensitive integration of the built form into the natural environment.
- **Village Well (VW)** - Leaders in Place Making, Village Well will provide inclusive and broad consultation services coupled with the development of a Place Making Road Map that will help to inform decision on the site now and into the future.
- **Essential Economics (EE)**- High quality consulting services in urban and regional economics, market feasibility, economic impact assessment, tourism and policy development. Essential Economics will provide a sound financial basis to inform decisions on the site.
- **Cundall Australia (CUN)**- A global ESD planning and urban design consultancy, Cundall will prepare key recommendations to ensure that any recommendations made in the master plans are able to be realised in an environmentally sustainable manner.
- **Geelong Town Planning Services (GTPS)** - A locally based planning consultancy that will ensure that the recommendations of the master plan are able to be realised through the local and state planning frameworks.

Project Organisational Structure





2.2. Project Methodology

In order to provide a clear, community owned vision for Point Grey and the Slaughterhouse site, a robust and tested methodology has been developed and specifically tailored to the project in order to listen to, understand, align and inspire all stakeholders and community members.

Our approach stems from a Place Making approach to the creation of great places. This approach recognises:

- 1. A strong, thriving local economy is essential for any community to be sustainable.**

This includes ensuring that the business mix is sustainable, that the flow of capital is recycled through the community through local ownership and that there are collective systems in place to support individual and collective economic development.
- 2. Without a healthy natural environment, we cannot support a healthy economy.**

Village Well understands that for a place to express its uniqueness and integrity, the natural environment must be embraced and respected. All members of the community are stewards of the environment and Village Well works to ensure that the right tools are in place for that stewardship to be realised
- 3. A sense of place is intimately connected to our local community – the people, the physical environment and the culture.**

Village Well values the 'local' and a 'return to the village' as a sustainable and culturally nourishing, societal structure. Through this relocation vibrant, engaged self-reliant communities are grown.

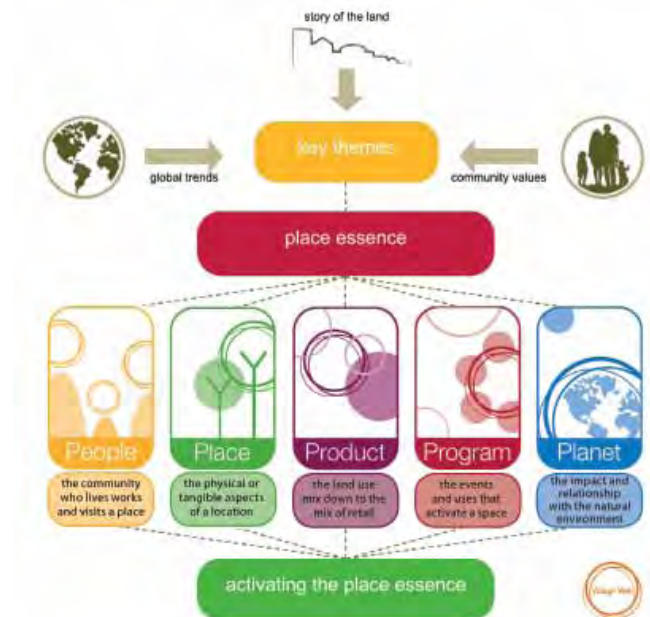
2.2.1 So What is Place Making?

Place Making is the art of creating great places. It is a powerful and holistic process of understanding, facilitation, innovation and activation that results in unique, resilient and vibrant communities. Place Making requires a unique process of analysis, engagement, innovation, research and project management that enables us to tap into community potential and discover the essence of a place that directly informs its development and use.

Village Well's robust Place Making Model allows us to consider all aspects of a project from global perspectives to individual values, across time and culture to deliver succinct and legible principles and recommendations for project owners to understand and implement.

This process includes a critical analysis of how places successfully operate from the five perspectives of People, Place, Product, Program and Planet; the 5 Ps of Place Making.

This Place Essence Report summarises the key findings from the community visioning process, background research and global trends as the first step in the Village Well Model for Place Making.



2.2.2. So What is a Place Essence?

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.

2.2.3. So What is the Masterplan?

The masterplan for this project aims to provide a future vision and guide future use and management of the Point Grey and Slaughterhouse sites in Lorne.

In essence, it is a document that describes, in narrative and with maps, potential development concepts and or management guidelines for a particular site. It is used to set the vision and development framework for the future use of a site, and coordinate the preparation of more detailed plans as required by local government to guide private and public development or by a developer on a specific project, in this case, Point Grey and the Slaughterhouse site.

The Point Grey and Slaughterhouse Masterplan is being developed to provide some preliminary ideas about how design issues and opportunities might be addressed for each of these sites. Even though these plans will contain enough detail for the community to be able to understand what is envisaged, they are not finished designs or 'blue-prints' for future development and will require additional expertise and consultation with the community to enable them to be further developed into detailed designs.

The Masterplan does, however, play an important role in the process as they provide documented concepts that can be developed into projects for implementation and funding.

2.3. The Process

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

For this to occur, a three stage methodology has been employed and summarised below:

Stage 1: Community Engagement & Background Research

- Conduct a series of focus group visioning workshops with key stakeholders, community groups and interested members of the community in order to engage everyone in the process and facilitate their ownership of the future vision and development outcome.

Stage 2: Place Making & Preliminary Future Directions

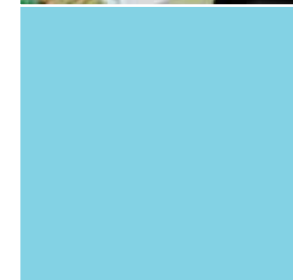
- Based on and informed by an initial site, community and market analysis assessing cultural, economic and environmental values, the engagement process aims to identify, develop and refine a clearly articulated Place Essence and authentic Place Story for the project.
- Develop a Draft Masterplan including development options that are informed by the clear Place Essence and Principles and articulate realisable solutions.

Stage 3: Final Master Plan and Development Guidelines

- Deliver a Final Masterplan and Place Making Roadmap that is informed by the rigorous and inclusive consultation processes, economic analysis and ecologically sustainable development recommendations.

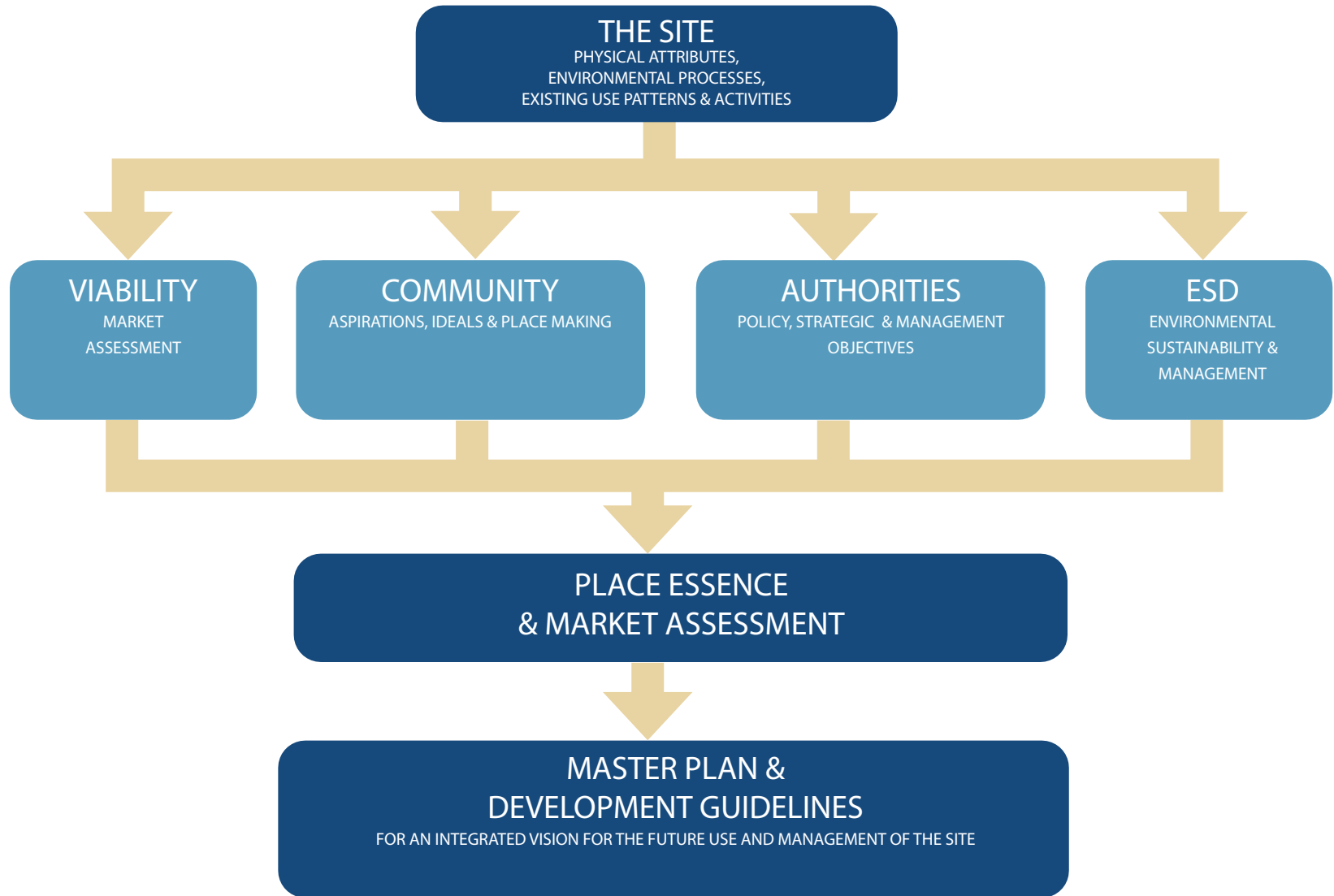
The above process will provide a solid community owned vision for the site and allow the next stages of the project to proceed with confidence.

A process map outlining the core activities to deliver the final Masterplan and Development Guidelines is illustrated in the succeeding pages.



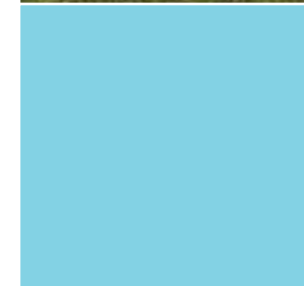
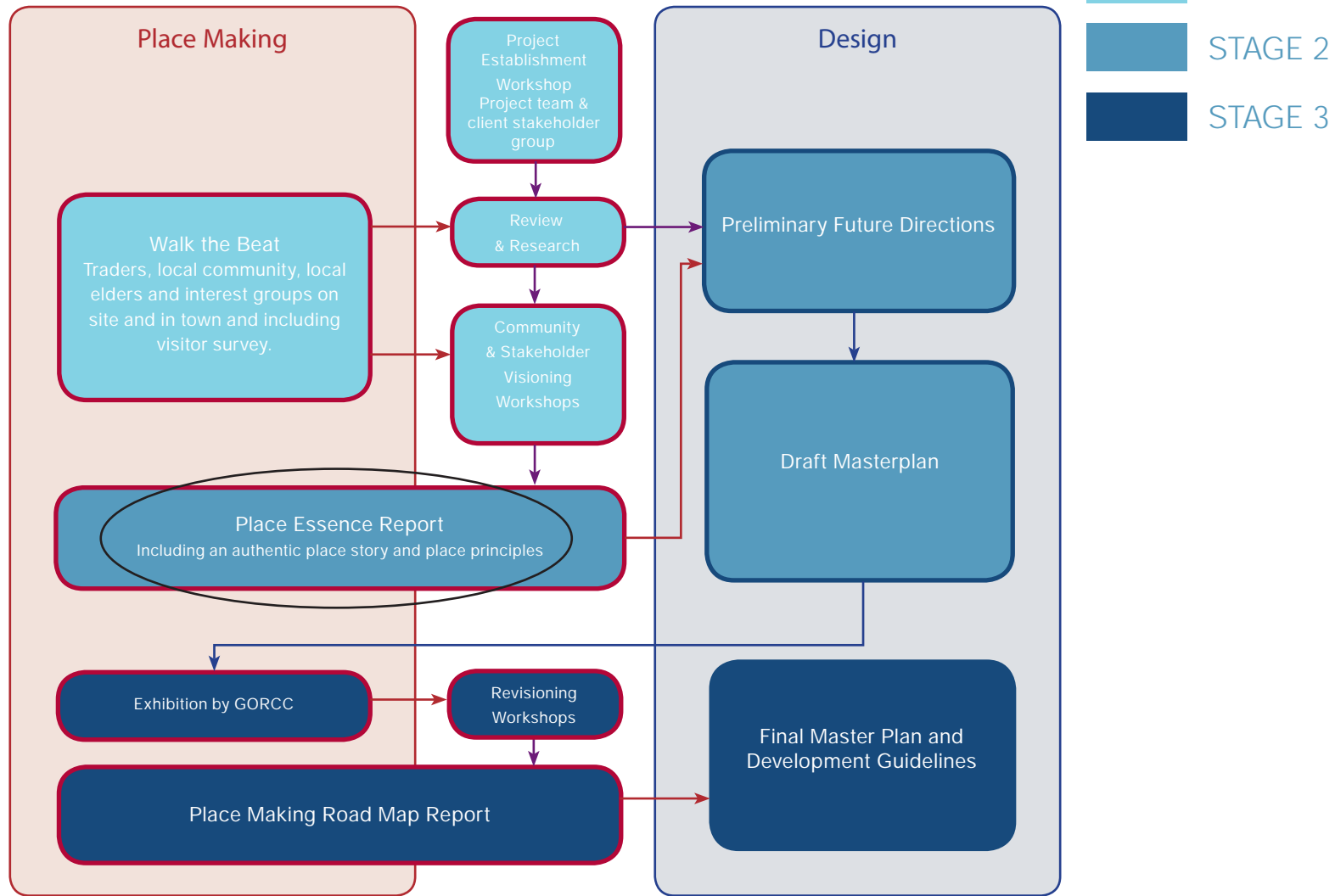


2.3.1. Process Map



2.3.2. Project Staging

The following diagram demonstrates the core activities to deliver the Final Masterplan and Development Guidelines for the Point Grey and Slaughterhouse Site Masterplan Project.





2.4. Global Trends

In the current economic climate many aspects of our lives, and the way that we normally do things, are being questioned and reconsidered at an unprecedented rate. Global and local trends and issues have an impact on the local and need to be considered at that level, bearing in mind the larger framework within which the local operates. A vision and masterplan that does not respond to change is not realistic and its implementation therefore not in itself sustainable. A vision and framework for the future of sites such as Slaughterhouse and Point Grey needs to be both realistic and idealistic. The following identifies the emerging global and local trends that are likely to have an impact on the Point Grey and Slaughterhouse Site Masterplan Project.

2.4.1. Peak Oil

Peak oil is a term used to describe the time when the world's oil supply reaches peak production. The concept is based on the observed production rates of individual oil wells and the combined production rate of a field of related oil wells. Some observers believe the high dependence of most modern industrial transport, agricultural and industrial systems on the relative low cost and high availability of oil will cause the post peak production decline and possible severe increases in the price of oil to have negative implications for the global economy.

While scientists debate when peak oil will occur, there is little denial that peak oil is a reality that will challenge social and economic stability unless appropriate preparations are made. As such, managing our finite resources is one of the biggest issues for our industrial economy and way of life over the next few decades, both in terms of future sustainability but also the impact on our consumption patterns. Peak oil is likely to be the biggest challenge since industrialisation.



2.4.2. Climate Change

Changes in climate patterns mean that extreme weather events such as heat waves, floods, storms, droughts and bushfires will become more frequent, more widespread or more intense impacting on homes and food production.

It is impossible to precisely predict what the impacts of climate change in Australia will be as they will vary with each region. However, best estimates indicate that by 2030 Australia will face:

- Around 1°C of warming in temperatures
- Up to 20 % more drought-months
- Up to 25 % increase in days of very high or extreme fire danger
- Increases in storm surges and severe weather events.

Australia is very vulnerable to the impacts of climate change. If levels of greenhouse gases continue to rise, the resulting climate change could lead to serious impacts on coastal communities, biodiversity, agriculture, water supplies, human health, transport and communications infrastructure.

(Figures sourced from: Australian Government, Department of Climate Change, www.climatechange.gov.au)

This is particularly relevant along the Victorian coastline, and based on current scientific projections by the IPCC, the Victorian Coastal Strategy 2008 identifies the need to:

- Plan for sea-level rise of not less than 0.8 metres by 2100, and allow for the combined effects of tides, storm surges, coastal processes and local conditions such as topography and geology when assessing risks

This will be reviewed in light of the results from the Future Coasts Program funded by the Victorian Government, which will provide detailed mapping of the Victorian coastline in order to assess the physical vulnerability of coastal areas to the impacts of sea level rise and extreme storm events.

Coastal Vulnerability Assessments for priority sites will then be used to guide any future use and management if these sites. In the case of Lorne and the Point Grey project site, these assessments are still to be completed.

2.4.3. Local Economies

As we consider the implications of peak oil and climate change, communities across the globe have started responding to the issues by acknowledging the importance of acting locally to reduce global impact. A grassroots movement, relocalisation, is strengthened by local economies, local food production and local energy production. Relocalisation is a 'strategy that aims to build societies based on the local production of food, energy, employment and goods, along with the local development of currency, governance and culture' (The Relocalisation Network 2008).

Michael Shuman, (an American economist and supporter of relocalisation) states "When you spend money locally you contribute to what economists call the economic multiplier." "That is, when I spend a dollar, say at a local pharmacy, that pharmacist pays people, they then take their dollar to a local grocery store ... you have a dollar that is circulating in the economy. The more times that dollar circulates and the faster that dollar circulates without leakage, the more income, wealth and jobs [it creates]. And it turns out that local businesses do this much better." (ABC, Radio National, June 2009).

An example of effective relocalisation, the Transition Town Initiative has been developed by Rob Hopkins. This initiative takes an integrated and inclusive approach to reducing the carbon footprint of an entire town, region or city. The Transition Model aims to assist and support towns and localities to implement their own Transition Initiatives.

In Victoria, many Councils have also taken up initiatives that incorporate elements of relocalisation, including:

- City of Yarra; developing a food security program
- Moreland City Council; providing long-term support of CERES (a community environment park)
- The City of Darebin; a transport strategy based on relocalisation and
- Surf Coast Shire, Transition Bell (Bells Beach), Transition Town Initiative.

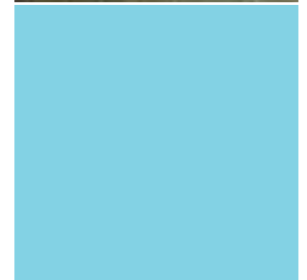
2.4.4. LOHAS (Lifestyles of Health and Sustainability)

Lifestyles of Health and Sustainability (LOHAS) describes the market place for goods and services focused on health, the environment, social justice, personal development and sustainable living.

In a study completed in 2007 by Mobium Group, it was estimated that a quarter of Australian Adults were willing to buy products and services that were more sustainable for the environment, better for themselves and benefit the community,

Globally, the LOHAS market is substantial, and it is rapidly growing. Worldwide, LOHAS is estimated to account for more than 100 million consumers and represents a marketplace worth more than \$US500 billion.

The global emergence of the LOHAS consumer is an innovation opportunity for businesses and communities. All consumer products and services have the ability to deliver compelling stories in the market for sustainability. From food to personal products, eco-tourism to home and building products, significant activity is happening.





2.4.5. Nature-Based Tourism

The nature-based tourism sector contributes \$23 billion (Tourism and Transport Forum, www.ttf.org.au) to the Australian economy each year.

According to Tourism Victoria, nature-based tourism is 'any tourism that relies on experiences directly related to natural attractions including eco-tourism, adventure tourism, wildlife tourism, extractive tourism (for example fishing and gold panning), and nature retreats' (www.tourism.vic.gov.au).

Victoria's Nature-Based Tourism Strategy 2008-2012, states that the direct and indirect contribution of the tourism industry to the Victorian economy is \$10.9 billion per year. 37% of domestic visitors and 77% of international visitors undertake at least one nature-based tourism activity during a trip, making nature-based tourism one of the most important markets within the tourism industry. It also states that nature-based tourism continues to grow at a faster rate than the overall tourism sector. Eco-tourism alone is growing globally at 20% per annum compared with just 7% for tourism overall.

Eco-tourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in eco-tourism activities should follow the following eco-tourism principles:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate

Any development that is aimed towards a nature based tourism product must consider that 'development in this sector must be managed in the correct manner in order to ensure that growth does not hamper the essence of the product'. (www.naturebasedtourism.net, Landsdelsutvalget, Norway)



Victoria's Nature-Based Tourism Strategy 2008-12 identified the following trends in nature-based tourism:

- There is growing concern related to the carbon emissions produced by long haul air travel in some international markets (UK and Europe).
- Consumers are seeking environmentally sustainable experiences that protect biodiversity and take steps to limit their carbon footprint.
- Short break stays of 2–4 days are increasing, with consumers undertaking one or two smaller breaks in favour of one long holiday.
- Consumers are seeking more experiences in unique locations, that are more memorable, engaging, intimate and highly personal.
- Travellers are increasingly interested in more socio-culturally acceptable tourism products, particularly local Indigenous cultures.
- Climatic events, natural disasters and international disruptions will affect travel behaviour and industry viability.

2.4.6. Other Trends Affecting Australian Place Makers

Demographic Changes

Population changes are resulting in shifts and challenges in resource allocation, community services, lifestyle choices, environmental impacts and business opportunities, altering established economic and cultural norms.

Population Dynamics

Rapid changes in population concentrations (eg. urbanisation, the rise and decline of different regional centres, sea-change, the growth and spread of the suburban fringe) continue to change market opportunities, regional priorities, resource consumption and ecosystems.

Economic Transformation

Economic changes continue to transform society with Australians becoming on average both wealthier and more in debt. Access to and use of knowledge is an increasingly key factor in economic success. The decline of manufacturing and the rise of information and resource sectors are key outcomes of these changes.

Globalisation

Globalisation continues to play a major role in Australia, with information, economies and politics outside the nation playing a critical role in shaping our future. Those with access to information, and the knowledge and power to use it, are playing an increasingly central role in shaping the future.

Polarising Populace

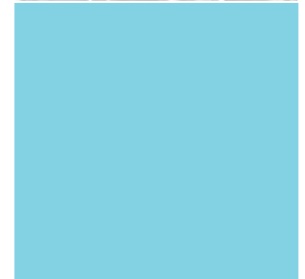
Australia may be becoming increasingly polarised as a common set of values and assumptions comes under challenge from changing population demographics, gentrification, income disparity, rising land value and political agendas.

Housing Stress

Housing rental and home ownership is becoming increasingly expensive, outstripping increases in average income, especially in areas close to public infrastructure and services. This leaves less disposable income, especially for those unable to afford close proximity to activity hubs, thus increasing economic polarisation.

Privacy vs Security

Local and global polarisation and insecurity presents a critical challenge to the delicate balance between privacy and security, as public spaces become increasingly private and monitored.







3. Legislative, Strategic & Policy Review

3.1. Legislative, Strategic & Policy Review

Critical to the successful delivery of the Point Grey and Slaughterhouse Masterplan is the way in which the project gives effect to and is framed by the relevant legislative, strategic and policy frameworks influencing these two Crown land reserve sites.

From a Legislative context, the Crown Land (Reserves) Act 1978 and the Coastal Management Act 1995 are the two relevant legal documents influencing this project and set the charter by which coastal Crown land is to be managed and coordinated within strategic planning objectives.

These planning strategies provide a Statewide policy basis and set of guiding principles for the future use and management of all public and private land throughout Victoria and therefore must be carefully considered throughout this masterplan process.

Most importantly, it is at the local level where these two sites must be sensitive to and directed by the Surf Coast Planning Scheme, the Lorne Coastal Action Plan (CAP) and stakeholder and community group sentiment where this project must respond to localised needs and expectations; is regionally and coastally relevant; and to all intents and purposes be owned and accepted by the community.

Details of the legislation, strategies and policies directly influencing or impacting on this project in particular are summarised in the adjacent diagram and outlined on the following pages.



3.1.1. Crown Land (Reserves) Act 1978

The Crown Land (Reserves) Act 1978 provides for the acquisition and reservation of Crown land for a variety of public purposes, the appointment of Committees of Management to manage those reserves and for leasing and licensing of reserves for purposes approved by the Minister.

The Committee of Management (COM) for any land reserved under this Act shall manage, improve, maintain and control the land for the purposes for which it is reserved and carry out works and improvements on the land provided that in the case of works or improvements on coastal Crown land:

1. It has the consent of the Minister administering the Coastal Management Act 1995;
2. The works are carried out in accordance with any management plan prepared under the Coastal Management Act 1995 which relates to the land; and
3. The works or improvements are being carried out solely to maintain the land.

The COM may also grant licences to enter and use any portion of such land or any building thereon for any purpose consistent with the purpose of the reservation of the land; and may enter into agreements to operate services and facilities consistent with the purpose of the reservation.

The Act notes that the leasing of Crown land must preserve the environmental, historic, recreation, tourism, natural resource, social and culturally significant values of the land.

It also requires DSE, Committees of Management and other land managers to lease land through an open, fair and impartial process and that the Victorian community benefits through improved social and economic outcomes without detriment to the public land values.

The Act has now revised its provision for leases on Crown land from 21 years to a maximum of 65 years.

3.1.2. Coastal Management Act 1995

The Coastal Management Act 1995 provides the framework for the coordinated strategic planning and management of the Victorian coast, including the establishment of a Victorian Coastal Council and Regional Coastal Boards, the preparation and implementation of management plans for coastal Crown land, and a coordinated approach to approvals for the use and development of coastal Crown land.

The key objectives of the Act include:

1. To plan for and manage the use of Victoria's coastal resources on a sustainable basis for recreation, conservation, tourism, commerce and similar uses in appropriate areas;
2. To protect and maintain areas of environmental significance on the coast including its ecological, geomorphological, geological, cultural and landscape features;
3. To facilitate the development of a range of facilities for improved recreation and tourism;
4. To maintain and improve coastal water quality;
5. To improve public awareness and understanding of the coast and to involve the public in coastal planning and management.

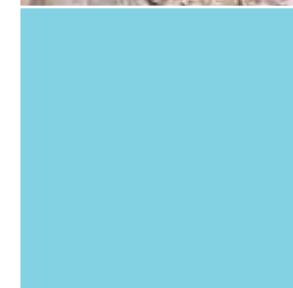
Under the Act, the **Victorian Coastal Council** is responsible for the development of the Victorian Coastal Strategy to provide for the long term strategic planning of the Victorian coast.

The Coastal Management Act 1995 also provides for a Committee of Management to prepare a management plan for coastal Crown land.

The responsible land manager for this section of the coast is **GORCC**, the **Great Ocean Road Coast Committee**.

In carrying out land management on behalf of the Crown and or under the Act, the Committee of Management of reserved Crown land must take all reasonable steps to give effect to the Victorian Coastal Strategy and any Coastal Action Plan applying to land under their management.

No use or development on coastal Crown land can occur without first obtaining the written consent of the Minister. A planning permit application can be referred to DSE as a referral authority, and is deemed an application for consent under the Coastal Management Act 1995.





3.1.3. Victorian Coastal Strategy 2008

The **Victorian Coastal Strategy 2008** sets a long term vision for the coast and provides policies and actions to guide decisions about its management over the next five years.

The Strategy has identified three key issues facing the Victorian coast and applies policies and actions over the next five years which focus primarily on **Climate Change, Population Growth** and **Marine Ecological Integrity**.

The core principles of this strategy are derived from the Coastal Management Act 1995 and are included in the State Planning Policy Framework in all planning schemes in Victoria to ensure decision making:

1. Provides for the protection of significant environmental and cultural values;
 2. Undertakes integrated planning and provides clear direction for the future;
 3. Ensures the sustainable use of natural coastal resources; and
- When the above principles have been considered and addressed:
4. Ensures development on the coast is located within existing modified and resilient environments where the demand for development is evident and the impact can be managed.

The purpose of the Victorian Coastal Strategy is to direct all planning and management that effects the Victorian coast. All land managers ie. GORCC, must take all reasonable steps to give effect to this strategy.

- The **Victorian Coastal Council's** role is to coordinate the implementation of Victorian Coastal Strategy and Coastal Action Plans
- The **Regional Coastal Boards** have the responsibility for development of Coastal Action Plans within their respective regions and must identify strategic directions and objectives for use and development.
- The **Committees of Management** shall, for their respective land, manage, improve, maintain and control the land for the purposes for which it is reserved. Any works and or improvements must have the consent of the Minister, be carried out in accordance with any management plan prepared under the Coastal Management Act 1995 and be carried out solely to maintain the land.



Key Messages:

- To identify then protect, conserve, improve and restore biological, ecological, physical and cultural integrity and diversity;
- Provide clear direction and resources for protection, management, development and the use of the coastal, estuarine and marine environment in a way that is sustainable;
- To use the coastal, estuarine and marine environment in an ecologically sustainable way which maintains the resources potential to meet the needs and aspirations of present and future generations;
- Any development on the coast is directed to appropriate areas within existing settlements and activity centres, is coastal-dependent and or have closely related uses, is directed to activity nodes and recreation nodes, and is high quality, well designed and sensitively sited;
- Development to enhance the community use, enjoyment and experience of special coastal values, and enhance the economic and social well-being of the community; and
- Coastal Crown land is a limited resource and must be used sparingly and wisely, and above all, preserve the natural asset.

Relevant Policies:

- Plan for sea level rise of not less than 0.8 metres by 2100 and ensure development responds to climate change's risks and impacts;
- Protect cultural landscapes, heritage places, and archaeological sites and encourage re-use for community uses and coastal tourism;
- Plan for and deliver sustainable and equitable recreational opportunities that respond to an identified demand to Crown land access, protect natural and cultural values, and optimise visitor experiences;
- Plan for and deliver sustainable boating facilities and infrastructure that respond to demand, safety considerations, the protection and sustainable management of coastal processes;
- Support development of sustainable nature-based tourism that benefits the local community, state and regional economies and heightens visitors' experience of the coast; and
- Ensure provision of buildings and infrastructure on coastal Crown land is coastal dependant, sustainable, accessible, equitable and meets community needs for coastal and water-based experiences.

3.1.4. Nature-Based Tourism Strategy 2008 - 2012

The focus of this strategy is on a coordinated approach to policy, planning, sustainable development and marketing of the nature-based tourism (NBT) sector directly related to natural attractions.

In particular, the strategy aims to stimulate and grow five identified nature-based tourism types including:

1. **Eco-tourism** (eg. guided nature interpretation and Aboriginal cultural heritage in nature);
2. **Adventure tourism** (eg. horse riding and kayaking);
3. **Extractive tourism** (eg. fishing, gold panning and fossicking);
4. **Wildlife tourism** (eg. native wildlife viewing and whale watching); and
5. **Nature retreats** (eg. eco-lodges).

The Nature-Based Tourism Strategy 2008–2012 proposes a partnership between industry and government that will provide a long-term approach to destination planning, development and management by focusing on key nature-based tourism destinations.

The key strategic directions identified to achieve this vision are:

- **Creating supportive frameworks and partnerships** - To create an 'enabling environment' to attract nature-based tourism investment and maintain the integrity of the natural environment;
- **Planning and managing sustainable destinations** - To foster sustainable practices including carbon reduction initiatives and strategies to maintain a healthy environment;
- **Developing authentic, memorable experiences** - To fill identified access, activity, amenity and accommodation gaps through public and private investment;
- **Facilitating viable and innovative business** - To increase the triple bottom line sustainability of the industry; and
- **Effective marketing** - To enhance the competitive positioning of Victoria as a destination with world-class natural attractions.

Key Messages:

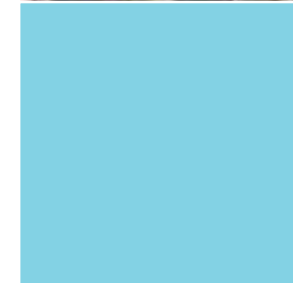
- To create a sustainable nature-based tourism industry, foster higher operating standards, encourage more business investment, boost and diversify regional economies, and improve the competitive positioning of Victoria as a nature-based tourism destination;
- For Victoria to develop successful nature-based tourism destinations and experiences, gaps in the five A's - Attractions, Access, Activities, Amenities and Accommodation must be addressed;
- Provide for longer-term leases of up to 65 years that match tenure to return on investment, excluding national parks and increase maximum licence terms to 10 years for tour operators on public land;
- Phase 1 to focus on the greatest immediate potential to trigger increased visitation and tourism yield for provincial Victoria and includes the Great Ocean Road (GOR); and
- Encourage private investment into sustainable nature-based tourism accommodation projects in the Otways and along Great Ocean Road.

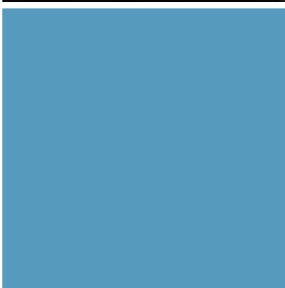
Policy & Planning Framework:

- Provides a statewide framework for the coordination, management and growth of Victoria's nature-based tourism industry.

Relevant Priorities (GOR):

- Consider options for competitive allocation of leases and licences for small-scale products with exclusive commercial access;
- Maintain existing mechanisms for site-specific legislation to facilitate NBT developments beyond current lease terms for public lands;
- Encourage destinations to commence planning, development and management of nature-based tourism;
- Review the impact of climate change on NBT and identify areas of vulnerability to climate change and priority adaptation responses.
- Encourage benchmark sustainable NBT accommodation projects in spectacular locations (through private investment);
- Provide high yielding commercial opportunities for a number of sites in Victoria that currently have high consumer awareness; and
- Develop a range of value added 'for fee' services to enhance the visitor experience on public lands, such as merchandising, food and beverage, and tourism parks passes.





3.1.5. Coastal Spaces Recommendation Report 2006

This report provides a series of recommendations which seek to improve and clarify strategic planning and tools for managing sustainable coastal development in non-metropolitan coastal areas and identifies opportunities for improvements through reform, partnerships, investment and other approaches.

Coastal Settlement Framework:

The Framework provides direction on which settlements have the capability to sustain and support spatial growth, identifies settlements which need to be managed within their coastal environments, and creates a framework to help guide infrastructure investment.

This report identifies **Lorne** as:

- A District Town - as all essential services are provided. A variety of accommodation stocks are available comprising of a number of hotel/motels, multiple caravan parks and other boutique establishments. It has a dominant business district with moderate employment base, is located on the coast and is a popular visitor destinations in summer
- Having Low Spatial Growth Capacity.

Tourism Developments Along The Coast:

To achieve coastal planning policy objectives and increase regional tourism investment in the right locations within non-urban areas:

- High quality visitor/tourist accommodation must respond to regional tourism product strength, outline the desired visitor experience to be achieved and demonstrates consistency with regional tourism strategies.
- Design should respond to the above and seek to minimise overall impact through being subordinate to the visual and environmental qualities of a particular locality and minimise the overall footprint of a development.
- Accommodation should be specifically designed to prevent conversion to permanent residential occupation to protect the future overall availability of accommodation stock.

Provide appropriate scale and intensity of use and development relative to a site to manage the provision of services such as water and sewerage.

Protecting Spaces Between Settlements:

The report highlights the importance of identifying, protecting and managing change within landscapes, particularly those identified as visually significant.

- **Lorne** has been identified as having **National Landscape Significance** as its coastal edge landscape is rated 'exceptional'.

Settlement Boundaries:

The need for strategically established settlement boundaries responds to the increasing pressure on fragile coastal environments and landscapes to:

- Establish the edge of a town so that the coastal and landscape values of non-urban areas can be protected and retained;
- Protect areas of environmental/landscape significance;
- Optimise the use of existing infrastructure and services within settlements to minimise resource use and costs;
- Meet community desires to have separate, clearly identifiable settlements; and
- Provide clarity on what is considered urban and non-urban.

Public Land Recreation Nodes:

Provides a framework for the future development of recreation nodes on public land, such as Point Grey, with the objective of:

- Providing access to recreation and water-based activities where a genuine need is identified, whilst limiting the scale and intensity of development to that which appropriate to the area.

Recreation Nodes are defined as areas that:

- Are located on Crown land; exhibit a high level of use and visitation, offer foreshore and marine access, contain recreational infrastructure and provide existing recreation facilities and or opportunities for redevelopment for the net community and public benefit.

3.1.6. Great Ocean Road Region Strategy 2004

The Great Ocean Road Region Strategy 2004 focuses on the sustainable development of the region through the balanced and managed growth of selected towns along the coast and inland. By focusing on land use and transport planning it aims to provide appropriate strategies and actions for managing growth and change across the region over a 20-year time frame.

Vision:

"The Great Ocean Road region will be vibrant, prosperous and beautiful. Its diverse natural and built environment will be universally recognised, protected and enhanced. It will continue to be a prime visitor destination with world-class standing. A strong, sustainably based economy will be the foundation for its continued prosperity. The changing lifestyle needs of the community will be acknowledged and accommodated"

Prevailing Messages:

As part of the Discussion Paper used to inform this strategy, a consultative process was undertaken with the key consultation messages being:

- Put the environment first;
- Manage the development and planning of tourism to ensure it does not diminish the region's natural values and assets;
- Protect scenic and landscape values;
- Manage the future growth of the region's townships to ensure the beauty, lifestyle and character of these towns are not lost or compromised;
- Improve access to the region while maintaining the tourist function of the Great Ocean Road; and
- Recognise the diverse local character of different parts of the region.

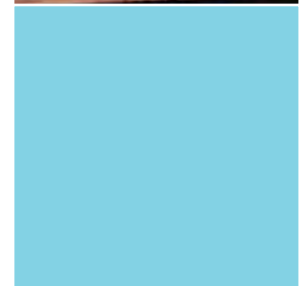
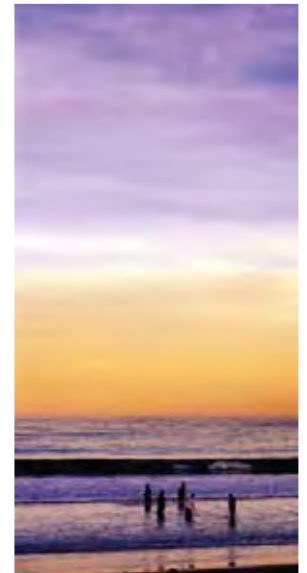
Key Directions:

The strategy is built around four key directions and is supported by strategies that will guide future action and decision-making:

1. **Environment** - Protect the landscape and care for the environment;
2. **Settlement** - Manage the growth of towns;
3. **Access** - Improve access and transport; and
4. **Prosperity** - Encourage sustainable tourism and resource use.

Relevant Initiatives & Actions:

- Review Coastal Action Plans and implement coastal action plan initiatives;
- Promote storm water management, vegetation retention, water-sensitive urban design, water conservation, waste management, energy conservation and heritage management.
- Recognise and preserve the Indigenous and non-indigenous cultural heritage of the region;
- Expand education, information provision and promotion of the region's environmental and cultural heritage values;
- Identify and protect township character;
- Preserve key vistas along the Great Ocean Road;
- Improve public transport services to link coastal towns with key tourism sites;
- Develop and promote strategic walking and cycling routes and associated infrastructure;
- Make towns more 'walker-friendly', improve pedestrian access to foreshore;
- Encourage high quality nature-based tourism investment to enhance the visitor experience;
- Encourage and facilitate more high-quality accommodation, including nature-based accommodation in key towns and suitable locations near visitor attractions;
- Encourage the tourism industry and communities to provide complementary services such as eco-tourism guides, accommodation, food and transport services;
- Protect the existing supply of Crown land camping grounds and caravan parks, ensuring maximum public availability;
- Sustain and enhance the regions natural assets through well-managed tourism development and planning;
- Promote industry standards and accreditation such as Green Globe 21 and the Eco Certification Programs and recognition programs that reward environmental responsibility; and
- Assist in facilitating regional priority projects for tourism attractions and associated visitor facilities.





3.1.7. Western Victoria Boating Coastal Action Plan

The Western Coastal Board (WCB) is preparing a Boating Coastal Action Plan (CAP) for the western region of Victoria, extending from Breamlea to the South Australian border. A final draft of this CAP is due for completion in August 2009.

The Western Coastal Region currently does not have a strategic boating facilities framework. The purpose of the WVB CAP is, therefore, to provide strategic direction and objectives for the use, development, management and funding of boating infrastructure and facilities within the region.

Successful implementation of this CAP therefore aims to provide the following outcomes consistent with the principles of Ecologically Sustainable Development as outlined in the Victorian Coastal Strategy:

- A vision for the future direction and management of recreational boating facilities in the Western Coastal Region;
- Regional strategic context and guidance for the location and scale of boating use and development in the Western Coastal Region based on environmental, economic, social assessment principles;
- Priorities for future public and private investment in the development of boating infrastructure in the Western Coastal Region to maximise benefits to current and future generations;
- Improved co-ordination of the provision and regulation of boating facilities, leading to improved decision-making; and
- Improved safety standards for boating launch and retrieval activities.

Lorne Classification - Current Situation

Within the current boating hierarchy for Victoria, Lorne's boating facility is considered a **Local Boating Facility**. This means it is a locally significant facility that provides boating access and meets the following criteria:

- Services a local catchment area for smaller populations ie. Lorne.
- Is publicly accessible.
- Provides a good quality level of service that caters for local access to boating but does not have a wide range of services or facilities.
- Does not generate major investment opportunities or responsibilities.
- Is not expected to provide a safe harbour.

3.1.8. Lorne Strategy Plan Review 2003 (revised 2004)

The Lorne Strategy Plan Review provides a framework for the future land use and development of Lorne over the next 20 years and acknowledges Lorne's continuing role as a coastal resort and activity node for the wider community as promoted by the State Government and Surf Coast Shire.

This strategy plan focused on a number of identified issues and offered a series of recommendations for Council to adopt as part of a revised Lorne Strategy Plan.

Council Adopted Recommendations

- Maintain and enhance the status of Lorne as a primary tourist destination and activity node whilst protecting its natural environment and scenic values (Recommendation 1.3, page 27).
- To promote Lorne and its hinterland as a year round tourist destination (Recommendation 4.1, page 109).
- To support tourism facilities and infrastructure where consistent with the hierarchy of principles in the Victorian Coastal Strategy (Recommendation 4.3 amended, page 109).
- Protect the fragile coastal and forest environment of Lorne and scenic landscapes by containing urban development within a clearly defined urban boundary.
- To encourage tourism facilities and infrastructure that compliments and enhances the commercial precincts and the tourism and recreational precincts identified in the CAP.

3.1.9. Surf Coast Planning Scheme 2008

The purpose of the Surf Coast Planning Scheme is to provide a clear and consistent framework within which decisions about the use and development of land can be made. It expresses state, regional, local and community expectations, together with the mechanisms to implement state, regional and local policies affecting land use and development.

Governing Act:

Planning Schemes in Victoria must seek to achieve the objectives of planning in Victoria as set out in Section 4(1) of the Planning & Environment Act 1987.

State Planning Policy Framework:

The State Planning Policy Framework seeks to ensure that the objectives of planning in Victoria are fostered through appropriate land use and development planning policies and practices which integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development.

Local Planning Policy Framework:

21.04 Strategic Framework

Due to Lorne being considered the premier resort town on the Great Ocean Road, any future development should recognise the need to maintain and enhance its reputation as a year round holiday resort and tourist destination, while protecting its scenic attractions, the lifestyle it provides for residents and visitors.

21.11 Lorne Strategy (relevant to project)

- Contain urban development within the defined settlement boundary.
- Preserve historic places and landscapes that contribute to the character and history of Lorne.
- Provide for a diversity of tourism, recreation, leisure and accommodation activities at the periphery of the core retail precinct.
- Encourage good pedestrian access between residential, community, commercial & recreational spaces, promoting community connectedness.

As documented on the Lorne Framework Plan, both Point Grey and the Slaughterhouse site are contained within Lorne's settlement boundary.

Zoning:

36.02 Public Park and Recreation Zone

The majority of Point Grey Precinct is located within the PPRZ zone whose primary purpose is to:

- Recognise areas for public recreation and open space;
- Protect and conserve areas of significance where appropriate; and
- Provide for commercial uses where appropriate.

A permit IS NOT required for a:

- Contractor's depot, heliport, office, retail premises or store as long as the use is by or on behalf of a public land manager under the provisions of the Crown Land (Reserves) Act, 1978.

36.03 Public Conservation and Resource Zone

The Slaughterhouse Precinct is located within the PCRZ zone whose primary purpose is to:

- Protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values;
- Provide facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes; and
- Provide for appropriate resource based uses.

A permit IS NOT required for a:

Camping and caravan park, caretaker's house, car park, informal outdoor recreation, interpretation centre or kiosk as long as the use is by or on behalf of a public land manager under the provisions of the Crown Land (Reserves) Act, 1978.

For both PPRZ and PCRZ a permit IS required to:

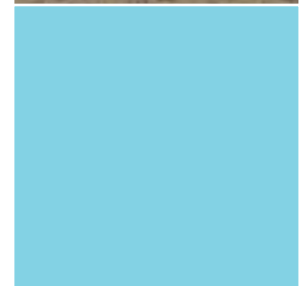
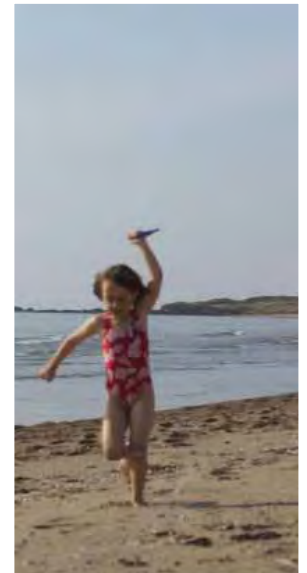
- Construct a building or construct or carry out works;
- Subdivide land.

Incorporated Plan

If an area is proposed to be redeveloped:

- An '**Incorporated plan**' can be developed to show how the land is to be used and developed and on consent from the relevant Minister, be attached as a schedule to this zone.

This plan must be consistent with the intent of the public land reservation under any Act and make reference to relevant policies and guidelines.





3.1.10. Lorne Coastal Action Plan 1998

The purpose of the Coastal Action Plan is to provide for strategic coastal planning for the township of Lorne under the larger framework of the Victorian Coastal Strategy. As part of this strategy, Lorne was identified as an Activity Node requiring a strategic priority for improved facilities or need for detailed planning to direct use and future development to suitable locations.

The major role of the Lorne CAP is to build on existing plans and to develop, through a proper consultative process, a framework for the future direction of the development and management of the Lorne coast.

Historical Recognition:

The Port of Lorne is recognised as an important commercial and recreational precinct which comprises the Point Grey environs, pier, commercial buildings and the open space of the carpark and surrounds.

A business plan was developed in 1996 which identified a number of areas of concern including:

- Recognition of the sites environmental sensitivity;
- Landscaping requirements;
- Refurbishment of existing buildings;
- Examination of a seawall; and
- Structural integrity of the pier.

Main Objectives:

- To conserve natural and historic features of state and local significance;
- To enhance the quality of life of local residents;
- To provide for a diverse range of recreational and tourism opportunities including the provision of infrastructure to extend the tourist season;
- To improve pedestrian links on the foreshore and between the main street and the foreshore;
- To increase the amount of public open space by returning the foreshore between the pool and surf club to open space and reducing year round foreshore camping; and
- To provide opportunities for commercial development in appropriate areas that recognise the natural attributes of Lorne for residents and visitors, particularly the unique environment created by the meeting of the mountains and the ocean.



Key Recommendations:

Shelly Beach

- Upgrade car park to improve parking and for coastal risk mitigation.

Slaughterhouse Site

- Review development options for the said mentioned tract of land.

Pier Environs

- Protect the Point Grey landscape and natural values;
- Refurbish the pier (completed 2007) ;
- Improve the appearance of existing buildings;
- Remove the existing concrete boat ramp;
- Landscape the site and improve pedestrian access and visual amenity; and
- Review development opportunities for the Pier area and make recommendations for appropriate development.

Slaughterhouse

This site was identified as having development potential provided:

- It is sympathetic to the natural environment of Queens Park; and
- Does not create adverse visual impact as you enter Lorne.

Possible uses identified include:

- Extension of Queens Park Caravan Park; Low level, high quality accommodation, Recreation area and Indigenous nursery and identification and protection of township character.

Point Grey

This site was identified as having development potential provided:

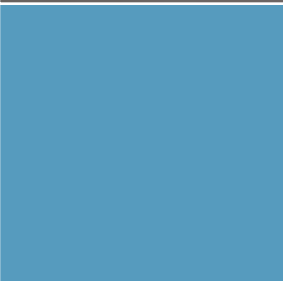
- That the Pier's visual & landscape significance is not compromised.

Possible uses identified include:

- Dining activities, commercial development and eco-tourism.



4. Local Situation Assessment



4.1. Local Situation Assessment

This chapter describes the current economic context for Lorne and the study area, and includes population and socio-economic analysis, estimation of tourist and other visitation levels, summary of the retail and commercial role of Lorne, and a review of employment data.

4.1.1. Lorne Population Trends and Forecasts

Historical Population Trends

Historical population trends in Lorne and across the Surf Coast Shire between 1996 and 2007 are shown in Table 4.1.1.1.

The permanent population in Lorne township declined from 1,100 residents in 2001 to approximately 1,020 residents in 2007 (the latest year for which official data is available), according to ABS Estimated Resident Population (ERP) data.

This decline in the population numbers has occurred despite the average of approximately 40 new dwelling approvals in the township over this time, as later noted in Table 4.1.1.2. This trend for a decline in the number of permanent resident shows that new residential development in Lorne is primarily being purchased by investors for short-term leasing, or as holiday homes, rather than owner-occupiers, and also reflects the trend for a decline in household size (meaning a declining population level can occur despite an increase in the number of dwellings).

Table 4.1.1.1 Lorne and Surf Coast Shire Population Trends, 1996 to 2007

	1996	2001	2006	2007
Population (no.)				
Lorne Township	870	1,100	1,020	1,020
Surf Coast West SLA	8,050	8,970	9,000	9,020
Surf Coast LGA	17,850	20,880	22,800	23,520
Average Annual Growth (%)				
Lorne Township		4.8%	-1.5%	0.0%
Surf Coast West SLA		2.2%	0.1%	0.2%
Surf Coast LGA		3.2%	1.8%	3.2%
Average Annual Growth (no.)				
Lorne Township		+50	-20	0
Surf Coast West SLA		+180	+10	+20
Surf Coast LGA		+610	+380	+720

Source: ABS, Essential Economics

Across the overall Surf Coast Shire, population growth has been relatively consistent since 1996, with most of the increase concentrated in the eastern part of the municipality. Although population growth was relatively strong in the period to 2001 for the Surf Coast-West Statistical Local Area (SLA), which includes the western parts of the Surf Coast Shire including Lorne, Anglesea, Fairhaven and Winchelsea, since that time only modest growth has occurred. This is largely due to the lack of new residential sites available in coastal towns such as Lorne and Anglesea, which is evident for Lorne in the dwelling approvals data presented in Table 4.1.1.2.

The Table shows new dwelling approvals in Lorne over the period 2001 to 2008 based on data from the ABS. New dwelling approval trends are also shown for the Surf Coast-West SLA, and for the Surf Coast Shire overall.

Table 4.1.1.2 Lorne and Surf Coast Shire - New Dwelling Approvals, 2001 to 2008

	2001	2002	2003	2004	2005	2006	2007	2008	Annual Average 2001-2008
Lorne Township	40	34	27	98	43	29	29	12	39
Surf Coast West SLA	187	154	156	213	147	116	150	86	151
Surf Coast LGA	414	378	352	540	492	511	436	418	443

Source: ABS, Census of population and Housing

The data shows that over the period 2001 to 2008, new dwelling approvals in Lorne peaked in 2004 with 98 dwellings approved for the year, and the number of approvals have been relatively modest since 2006. Just 12 dwellings were approved in 2008. These trends are likely to reflect the town's lack of available sites for new residential development.

This trend is also generally apparent for the Surf Coast-West SLA in which new dwelling approvals peaked in 2004 and have been in decline since.

On an overall basis however, strong and consistent levels of new dwelling approvals continue in the Surf Coast Shire, and this is primarily due to the development of new residential estates at Torquay and Jan Juc.

Forecast Population

Table 4.1.1.3 shows the historical, current and forecast population in Lorne, the Surf Coast-West SLA and the overall Surf Coast Shire between 2008 and 2030. The population projections have been prepared with reference to the following data sources:

- New dwelling approvals data 2001 to 2008 (See Table 4.1.1.3);
- Latest ABS official estimated resident population (ERP) estimates;
- Small area population projections prepared for the Surf Coast Shire by i.d Consulting in August 2008; and
- Population Forecasts prepared by the Department of Sustainability and Environment in the "Victoria in Future 2008" publication.

The permanent population of Lorne township is forecast to increase from 1,040 persons in 2008 to approximately 1,210 persons in 2030. This represents a relatively modest annual growth rate of 0.7% per annum and is forecast to be driven by a mix of infill development opportunities and the conversion of holiday homes to full-time owner/occupiers.

The forecast rate of population growth in Lorne is well below the increases expected in the Surf Coast-West SLA and the Surf Coast Shire overall. Over the next 25 years, population growth in the Surf Coast Shire is forecast to continue to be concentrated in the eastern parts of the municipality, particularly at Torquay.

Table 4.1.1.3 Lorne and Surf Coast Shire Population Forecasts, 2008 to 2030

	2008	2012	2021	2030
Population (no.)				
Lorne Township	1,040	1,120	1,200	1,210
Surf Coast West SLA	9,090	9,480	10,210	10,750
Surf Coast LGA	24,400	27,680	35,020	40,430
Average Annual Growth (%)				
Lorne Township		1.9%	0.8%	0.1%
Surf Coast West SLA		1.1%	0.8%	0.6%
Surf Coast LGA		3.2%	2.6%	1.6%
Average Annual Growth (no.)				
Lorne Township		20	10	0
Surf Coast West SLA		100	80	60
Surf Coast LGA		830	810	600

Source: ABS Estimated resident Populations, I.D, Essential Economics

4.1.2. Socio-Economic Profile

A summary of the socio-economic characteristics of permanent residents in Lorne is shown in Table 4.1.2.1 based on data from the ABS 2006 Census of Population and Housing. The socio-economic characteristics of Lorne residents have been compared against the Regional Victoria average. Note that this analysis relates to permanent residents of Lorne only, and does not include tourists, other visitors and non-permanent residents (such as holiday-home owners).

The data in Table 4.1.2.1 reveals the following about the demographic and socio-economic profile of Lorne residents:

- **Income** – average household income per capita levels in Lorne are 18% higher than the Regional Victorian benchmark, with a slightly higher than average proportion of households earning more than \$2,000 per week (11% for Lorne compared with 10% for regional Victoria).
- **Household Size** – Lorne has a lower average household size of 2.14 persons per household relative to the regional benchmark of 2.47 persons.
- **Age Structure** – the age profile of Lorne residents is significantly older than that for regional Victoria. Approximately 56% of the Lorne population is aged 45 years or older and this contrasts with regional Victoria with 43%. Just 21% of the permanent population in Lorne is aged 24 years or younger relative to the regional Victoria benchmark of 33%.
- **Origin** – Lorne has a slightly higher proportion of overseas born residents (15%) relative to the benchmark average (11%). English is overwhelmingly the dominant language spoken at home (spoken in 95% of households).
- **Dwelling Type** – a relatively low 71% of dwellings in Lorne are detached dwellings, which contrasts with 89% in regional Victoria. Semi-detached and apartment/unit dwellings make up 28% of all dwellings in Lorne relative to 10% in regional Victoria. Just 22% of dwellings in Lorne are occupied by permanent residents.

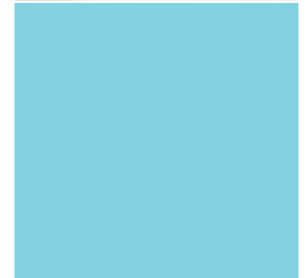




Table 4.1.2.1 Lorne Socio-Economic Characteristics, 2006

	Lorne Township	Regional Victoria
Income		
Mean household income per capita	\$25,387	\$21,492
Variation from Regional Victoria	+18.1%	
% of h'holds earning \$2,000pw or more	10.9%	10.3%
Average household size	2.14	2.47
Age Structure		
0-14 years	11.4%	20.4%
15-24 years	10.0%	12.4%
25-44 years	22.3%	24.5%
45-64 years	33.6%	26.7%
65 years and over	22.7%	16.0%
Median age (years)	48	39
Place of Birth		
Australia	85.4%	89.4%
Other Major English Speaking Countries	6.6%	5.3%
Other overseas born	8.1%	5.3%
% English only spoken at home	94.7%	95.2%
Occupied Private Dwellings		
Detached	70.7%	89.0%
Semi-detached	18.0%	3.5%
Flat/unit or apartment	10.1%	6.2%
Other	1.2%	1.3%
Dwelling Occupancy	22.4%	83.8%
Home Ownership		
Fully owned	51.9%	41.2%
Being purchased	21.7%	34.6%
Renting	26.4%	23.5%
Housing Costs		
Median housing loan repayment	\$1,285	\$1,011
Variation from Regional Victoria	+27.1%	-
% with repayments above \$2,000 per	30.8%	9.4%
Median rental payment (weekly)	\$211	\$146
Variation from Regional Victoria	+44.6%	-
Occupation		
Managers & professionals	40.1%	32.5%
Clerical & sales workers	31.0%	31.2%
Technicians & trades workers	19.0%	15.7%
Machinery operators & drivers	0.9%	7.2%
Labourers & related workers	8.9%	13.4%

Source: 2006 ABS Census of Population and Housing

Note: MESG Major English Speaking Countries - Canada, Ireland, New Zealand, South Africa, UK, USA

- **Home Ownership** – home ownership levels in Lorne (52%) are above the average for regional Victoria (41%). A lower than average share of dwellings occupied by permanent residents are being purchased or are rented (this does not include dwellings which are for temporary lease or are holiday homes).
- **Housing Costs** – the lifestyle advantages of Lorne and the competition between investors and owner/occupiers in the Lorne real estate market means that housing costs are significantly higher than average. Mortgage repayments in Lorne are on average 27% above the regional Victoria benchmark, while the median rental payment is 45% above average.
- **Occupation** – the occupational status of Lorne residents is dominated by managers and professionals, clerical and sales workers and technicians and trades (90%) compared with regional Victoria (79%), and a small proportion of local workers (10%) are labourers or other “blue collar” occupations compared with the regional Victoria figure (21%).

In general, the socio-economic profile of the permanent residents in Lorne reflects the town's status as a relatively wealthy coastal locality which has an older age profile and a higher share of retirees. There is a higher than normal share of unit and apartment style development, while housing costs in the township are well-above comparable benchmarks for regional Victoria.

4.1.3. Non-Permanent Population Analysis

In addition to the permanent population living in Lorne, a large non-permanent population are present in the town at any one time, and particularly during peak holiday periods. This non-permanent population will also need to be carefully considered in the Point Grey and Slaughterhouse Masterplan.

Holiday Homes

The low level of dwelling occupancy in Lorne (22% compared with regional Victoria's 84%) highlights the popularity of the area as a location for holiday houses. These holiday houses are typically used by owners on weekends and holiday periods, or in some cases are rented out for short periods to tourist visitors.

An estimate of the number of holiday homes in Lorne has been prepared by applying the typical dwelling vacancy rate for regional Victoria and assuming that the balance of vacant dwellings are holiday homes. This approach accounts for dwellings which are vacant because they are being renovated, or are between tenants, and so on.

Based on this analysis, Lorne is estimated to have approximately 930 holiday homes, as shown in Table 4.1.3.1. That is, of a total of 1,510 dwellings in Lorne, 61% are holiday homes occupied only periodically throughout the year.

Table 4.1.3.1 Holiday Homes in Lorne, 2006

Factor	Lorne Township	Surf Coast West SLA	Surf Coast LGA
Dwelling Vacancy rate	77.6%	58.6%	45.4%
Estimate Share of Holiday House (ie. Difference from Regional Victoria average of 16.2%)	61.4%	42.4%	29.2%
Total Dwellings	1,510	7,430	13,920
Estimated Holiday Homes	930	3,150	4,070

Source: ABS, Basic Community Profile

Visitor Nights

An estimate of the total number of visitor nights in Lorne has been prepared with reference to the estimated number of holiday homes and the capacity of commercial accommodation in the township as shown in the RACV accommodation guide.

On the basis of the analysis shown in Table 4.1.3.2 approximately 923,000 visitor nights per annum are spent in Lorne. This is equivalent to a permanent population of approximately 2,500 persons if this visitation is distributed evenly across the year.

Table 4.1.3.2 Summary of Non-Permanent Residents in Lorne, 2009

	Holiday Homes	Hotels, Motel and B&Bs	Caravan Parks or Camping Sites ¹	Total
Rooms/Properties	930	610	390	1,930
Room nights capacity	339,450	222,650	371,760	933,860
Occupancy rate	15.4%	43.9%	56.9%	-
Occupied room nights	52,220	97,800	211,500	361,520
Avg. persons per occupied room nights	3.8	2.0	2.5	-
Total visitor nights	198,440	195,600	528,750	922,790
Avg. length of stay	3.6	1.4	4.0	-
Visitors	55,500	139,700	132,200	327,400

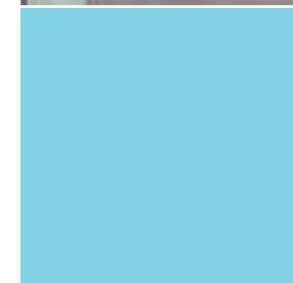
Source: RACV Accommodation Guide, RACV Tourist Park Guide, Tourism Australia,

ABS Small Area Accommodation Data, Essential Economics

1. Calculation reflects some sites are open temporarily during the year

During the peak holiday season, up to an additional 10,000 non-permanent visitors stay in holiday homes and in commercial accommodation in Lorne. This represents a peak population of approximately 11,000 persons in Lorne, or more than ten times the permanent population in the township.

This figure does not include day-trippers to Lorne who do not stay overnight in the town (although a share of these visitors may stay overnight in accommodation located elsewhere on the Surf Coast or Great Ocean Road).





4.1.4. Economic Profile

Understanding the economic profile of Lorne and the surrounding region will assist in identifying the commercial opportunities for the Point Grey and Slaughterhouse sites, as well as their potential to generate economic outcomes including employment and investment (in association with environmental, social and other considerations for the sites).

Employment by Job Classification

Employment in Lorne is dominated by the Retail Trade and Accommodation/Food Services categories which account for a total of 52% of employment generated in the township. These employment categories are closely associated with the tourism industry, and highlight the importance of tourism in Lorne in generating local employment and income.

This data is summarised in Table 4.1.4.1 and is compared with the Surf Coast-West SLA and the average for regional Victoria. The data is derived from the ABS 2006 Census of Population and Housing.

Table 4.1.4.1 Employment by Job Classification, 2006

Job Classification	Lorne		Surf Coast-West SLA		Regional Victoria	
	No.	%	No.	%	No.	%
Agriculture	0	0.0%	355	13.8%	8.7%	
Mining	0	0.0%	8	0.3%	0.5%	
Manufacturing	8	1.1%	111	4.3%	11.2%	
Electricity, Gas, Water & Waste	4	0.6%	103	4.0%	1.0%	
Construction	98	14.0%	264	10.3%	12.2%	
Wholesale Trade	0	0.0%	54	2.1%	3.7%	
Retail Trade	115	16.5%	395	15.4%	14.8%	
Accommodation & Food Services	248	35.5%	528	20.5%	4.5%	
Transport, Postal & Warehousing	0	0.0%	56	2.2%	3.7%	
Info. Media & Telecommunications	4	0.6%	18	0.7%	1.2%	
Financial & Insurance Services	11	1.6%	20	0.8%	1.8%	
Rental, Hiring & Real Estate	54	7.7%	158	6.1%	6.9%	
Administrative & Support Services	4	0.6%	22	0.9%	4.4%	
Public Safety & Administration	36	5.2%	146	5.7%	7.4%	
Education & Training	65	9.3%	163	6.3%	11.4%	
Health Care & Social Assistance	35	5.0%	118	4.6%	1.9%	
Arts & Recreation	14	2.0%	37	1.4%	3.6%	
Other	3	0.4%	15	0.6%	1.2%	
Total	699	100.0%	2,571	100.0%	100.0%	

Source: ABS Journey to Work 2006, ANZSIC, Essential Economics



Across the broader Surf Coast-West SLA, although tourism remains an important source of employment, a more diverse employment base is evident, including a higher share of jobs in Agriculture and Manufacturing. However, Retail Trade and Accommodation/Food Services employment generates approximately 36% of total employment in the SLA and this figure still exceeds the regional Victoria figure of 19%.

Unemployment Rate

The unemployment rate in the Surf Coast-West SLA, which includes Lorne, has been consistently lower than the average for regional Victoria over the past six years. The latest unemployment rate for Surf Coast-West (December 2008) is calculated at 2.5% relative to 4.9% for regional Victoria overall.

Table 4.1.4.2 Historical Unemployment Rate, 2002 to 2008 (Dec Quarter)

Unemployment Rate	2002	2003	2004	2005	2006	2007	2008
Surf Coast (S) - West	4.6%	4.5%	4.9%	4.7%	4.1%	3.4%	2.5%
Regional Victoria	6.4%	5.8%	6.2%	6.8%	6.2%	5.3%	4.9%

In view of the global financial crisis and the current economic downturn, it is expected that an increase in the unemployment rate for Surf Coast-West will become evident when updated small area labour force data is released.

4.1.5 Tourism

Lorne is located on the Great Ocean Road, which is one of Victoria's iconic tourist attractions. The Great Ocean Road Tourist Region, which extends along the western coastline of Victoria, and includes Lorne, generated a total of nearly 7.5 million visits in 2008, including 4.9 million domestic day-trip visitors, 2.4 million domestic overnight visits and 150,000 international overnight visitors (Tourism Victoria, Market Profile 2008). Based on estimated overnight visitation to Lorne of 327,000 persons (refer Table 2.6), approximately 13% of overnight visitors to the broader Great Ocean Road Tourist Region stay at least one night in Lorne during their visit.

According to information provided by Tourism Victoria, the following broad trends are apparent for the tourism industry in the Great Ocean Road Tourist Region and Lorne:

- The level of domestic visitation to the Great Ocean Road has declined by 5% over the period 1999 to 2008
- International overnight visitation to the Great Ocean Road has increased by 20% between 1999 and 2008
- The age profile of visitors to the Great Ocean Road tends to be slightly younger than for Regional Victoria overall
- The degree of seasonality in tourist visitation to the Great Ocean Road is high, with nearly two-thirds of all visitation generated during spring and summer seasons
- The main activities undertaken by visitors to the Great Ocean Road include eat out, go to the beach, sightseeing and visiting national and state parks.

Lorne itself is mainly seen as a destination for the domestic tourist visitation due to its popularity as a holiday home destination for Melbourne residents, and the fact that the major attractions of interest to international visitors along the Great Ocean Road (Twelve Apostles, Bells Beach, Cape Otway etc) are located some distance from the town.

Lorne contains a diverse range of accommodation options including caravan parks, B&Bs, backpackers, motels and hotels. The major tourist attractions and events include the Lorne Pier, the annual pier-to-pub swimming race, Erskine Falls, the Falls Festival, Teddys Lookout and the bi-annual Lorne Sculpture Exhibition.

The Regional Tourism Action Plan 2009-2012 has been developed by Tourism Victoria to refine and focus tourism actions and policies in regional Victoria. The plan supports other relevant tourism policy documents including the Victorian Nature Based Tourism Strategy 2008 and the Victorian Tourism and Events Industry Strategy. In relation to Lorne and the Great Ocean Road, the following actions are of particular relevance:

- Enhance the nature-based and touring experiences
- Support the Victorian Nature-Based Tourism Strategy 2008 which has particular synergies with the Great Ocean Road
- Developing iconic trails such as the Great Ocean Walk (Apollo Bay to Glenample)
- Create a Great Ocean Road Interpretive Centre
- Developing new high-end accommodation options
- Promoting the Great Ocean Road as a benchmark for sustainable tourism

This list of current actions and objectives of tourism policy for the Great Ocean Road are important considerations for the Point Grey and Slaughterhouse Masterplan. They also highlight the opportunity to appropriately take advantage of this year round visitation to the area, which could further enhance local job creation and economic benefits for the Lorne Township and other coastal villages along the Great Ocean Road.



Lorne Pier to Pub
(Flickr.com, Uploaded on April 15, 2007 by yolandev)





4.1.6. Lorne Town Centre

Retail and commercial functions in Lorne are primarily focussed along an extended strip of premises located on the western side of the Great Ocean Road between the small Foodworks supermarket located just north of the Erskine River and the Lorne Hotel approximately 900 metres to the south. Also, a restaurant and seafood co-op is located 1 km further east on Point Grey.

In total, approximately 9,020m² of shopfront floorspace in Lorne, including approximately 7,730m² of occupied retail floorspace. A summary of shopfront premises in Lorne is shown in Table 4.1.5.1 and is sourced from a floorspace survey undertaken by Essential Economics in June 2009.

Table 4.1.5.1 Lorne Shopfront Retail and Commercial Floorspace, June 2009

Category	No. of Businesses	Floorspace (m ²)	% of Retail Floorspace
Food, Liquor & Groceries	6	1,250	16.2%
Food Catering	26	3,270	42.3%
Total Food	32	4,520	58.5%
Apparel	22	1,800	23.3%
Homewares	2	80	1.0%
Bulky Merchandise	1	240	3.1%
General	13	980	12.7%
Total Non-Food	38	3,100	40.1%
Services	2	110	1.4%
Occupied Retail	72	7,730	100.0%
Vacant (vacancy rate)	3	530	6.9%
Non Retail	8	760	9.8%
Total Shopfront	83	9,020	-

Source: Essential Economics Floorspace Survey June 2009

The retail offer in Lorne is dominated by food-based retailing which accounts for 4,520 m² or almost 60% of total retail floorspace in the centre. Although this share of food retail is typical for a centre of this size, food catering (which includes cafes, restaurants and takeaway food outlets) accounts for most of the Food floorspace, with 26 businesses and 42% of total retail floorspace in the centre. This is an extremely high share which reflects the importance of the tourist sector for the Town Centre.



Lorne Town Centre has only a limited provision of fresh food and grocery retailers. The town has a small Foodworks supermarket and only one specialist fruit and vegetable store. It is likely that the permanent population of Lorne Township and surrounding areas would regularly travel to centres such as Torquay and Geelong in order to undertake a large share of their basic food and grocery shopping.

In terms of non-food, the business centre is characterised by a total of 22 apparel retailers. Most of these apparel retailers have a focus on serving the tourist trade. Only a limited number of non-food and retail services traders have a primary focus on serving the permanent population.

As of June 2009, the town had just three vacant tenancies, representing a retail vacancy rate of approximately 7% when expressed in floorspace terms. This is a relatively good outcome for the centre as most strong performing strip-based activity centres have a vacancy rate of between 4% and 8%.

During the non-peak tourist season in winter, a number of tourist-oriented traders in Lorne close temporarily due to the reduction in trade experienced over this time. This means that customer activity and the range of facilities available in the Lorne Town Centre is highly seasonal.

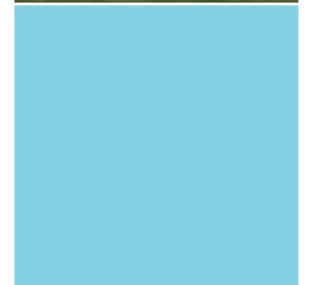
In addition to retail functions, the Lorne Town Centre also contains Westpac and Commonwealth bank branches, post office, real estate offices and a small number of professional offices.

4.1.7. Conclusion

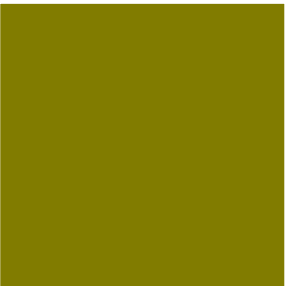
The Township of Lorne currently has a permanent population of approximately 1,040 persons. The permanent population has declined since 2001, despite the some new dwelling construction in Lorne, due to declining household size and the increasing popularity of the township as a holiday home location. The permanent population of Lorne is characterised by relatively high incomes and an older age profile, while housing costs are well-above the regional Victoria benchmark.

Over 60% of dwellings in Lorne are estimated to be holiday homes as these dwellings are only temporarily occupied throughout the year. The town also contains over 610 rooms in hotels, motels and B&Bs, while approximately 390 sites for caravans and camping are also available. During peak periods, up to 10,000 non-permanent residents, or ten times the permanent population, may stay overnight in Lorne.

Employment in Lorne is dominated by tourism-related jobs, while the unemployment rate in the area is only some 50% of the average for regional Victoria. The Lorne Town Centre is dominated by tourist-oriented traders, including 26 café, restaurant and takeaway business and 22 apparel shops. Only a small share of floorspace in the town centre is focussed on meeting the needs of the town's permanent population.







5. Lay of the Land

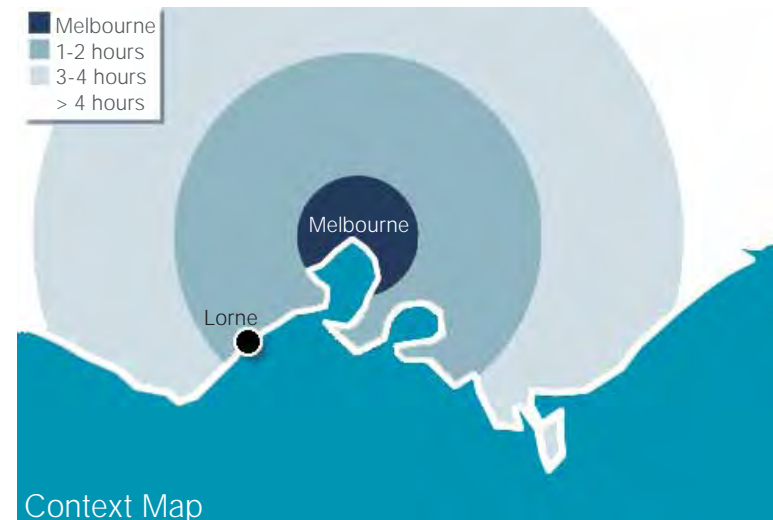
5.1. Site Context & Introduction to Project Site

The Point Grey and Slaughterhouse sites are situated within the township of Lorne approximately 140 km from Melbourne along the Great Ocean Road overlooking Louttit Bay and set within the natural amphitheatre of the Otway State Park.

Due to its proximity to Melbourne and being only a 2 hours drive west of the city, Lorne is one of Victoria's most popular tourist resort towns for not only the region, but also for interstate and international visitors.

This is further strengthened by its positioning along Victoria's premier touring route along the Great Ocean Road to the Twelve Apostles and its notoriety as being one of the best coastal drives in the world.

This brings to Lorne a number of infrastructure and servicing pressures and opportunities which need to be carefully considered to adequately provide for this increased patronage and visitation.



5.1.1. Township Classification

As part of the Victorian Coastal Strategy (VCS), Lorne is considered one of the '**Activity Nodes**' along this section of coastline.

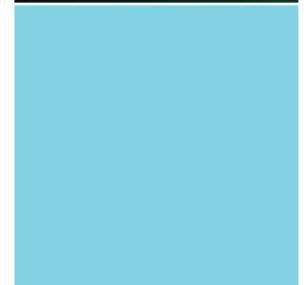
Essentially, this means Lorne is a focus area for access to the coast, services, and social interaction within its existing settlement and urbanised area which links and integrates the public and private realms.

5.1.2. Project Context

The VCS also recognises the importance of Recreational Nodes and although the Point Grey precinct is not officially recognised as a **Recreation Node**, it behaves in a way that is consistent with this classification as it:





- Is located on coastal Crown land, outside (not in this case) of activity nodes;
- Exhibits a high-level of use and visitation for recreation and water-related activities;
- Offers foreshore and marine access, and may contain boat ramps;
- Contains recreational infrastructure such as piers, fishing platforms, walking tracks, picnic and camping grounds, and lifesaving clubs; and
- Has identified strategic priorities for the provision of existing recreation facilities and provides opportunities for the redevelopment or expansion of facilities for the net community and public benefit.

The objective for recreation nodes is to provide access to recreation and water-related activities where a genuine need is identified through a strategic assessment, whilst limiting the scale and intensity of development to that which is appropriate to the area.





LEGEND

-  Settlement Boundary
-  Project Site
-  Activity Node
-  Recreation Node

CONTEXT
 POINT GREY & SLAUGHTERHOUSE SITE

5.1.3. Point Grey Precinct

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.

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 Lorne Pier are also part of this precinct. Access is via the GOR and foreshore walking trail.

The entire Point Grey precinct is approximately 3.1 Ha (31,500 m²) in size with an actual developable area of only 0.45 Ha (4,500 m²).

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.

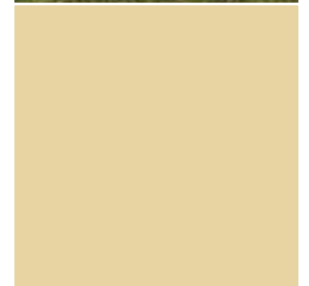
5.1.4. Slaughterhouse Precinct

The Slaughterhouse site is situated at the southern end of Point Grey adjacent to the Great Ocean Road and bounded by Queens Park Reserve and Caravan Park.

Currently the site contains no active use and is simply a cleared tract of brownfield land. Access is through the Caravan Park and or via a lower grassed services track.

The entire Slaughterhouse precinct is approximately 2.1 Ha (21,000 m²) in size with an actual cleared/developable area of only 0.78 Ha (7,850 m²).

The major development constraint for this tract of land is its steep slope and southeasterly aspect. Entry into the site is also a challenge as it relies on local street access adjacent to residential development.





LEGEND



Precinct Boundaries



Extended Consideration

QUEENS PARK
CARAVAN PARK

POINT GREY PRECINCT

SLAUGHTERHOUSE PRECINCT

PRECINCTS

POINT GREY & SLAUGHTERHOUSE SITE

5.2. Environmental Conditions

Lorne is nestled in a beautiful, heavily treed, amphitheatre encircling Louttit Bay which provides a considerable level of protection from the prevailing weather conditions. This includes its internal beaches which are largely protected from destructive waves and coastal erosion due to outlying reefs and geological landforms.

Its indigenous vegetation cover is largely intact and serves to provide an important screening of built form with important vegetative and wildlife links to the surrounding Otway State Park.

The Point Grey and Slaughterhouse site is, however, located at the southern most extremity of this bay at the base of the Queens Park Headland where it is at the brunt of the prevailing weather conditions. This provides for a very different set of experiences and characteristics to that of Lorne's bayside Town Centre and hinterland development.

5.2.1. Climate

Being situated along the coast, Lorne is blessed with having a more evenly balanced climate due to the tempering effect of the ocean. This provides for a mean minimum and maximum temperature of between 10.5 - 18.1C. Is also is subject to a very high mean annual rainfall or 700-900mm, due to its forested hills and proximity to the coast.

Aspect

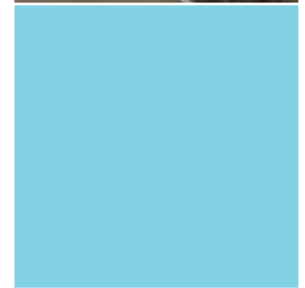
Both Point Grey and the Slaughterhouse site look out over Bass Strait in a predominantly East/Southeast direction. The only northern aspect being at the site of the existing Lorne Pier and surrounding development. This means that the majority of the two sites are in the shadow of the Queens Park Headland, significantly reducing the solar accessibility of the two sites.

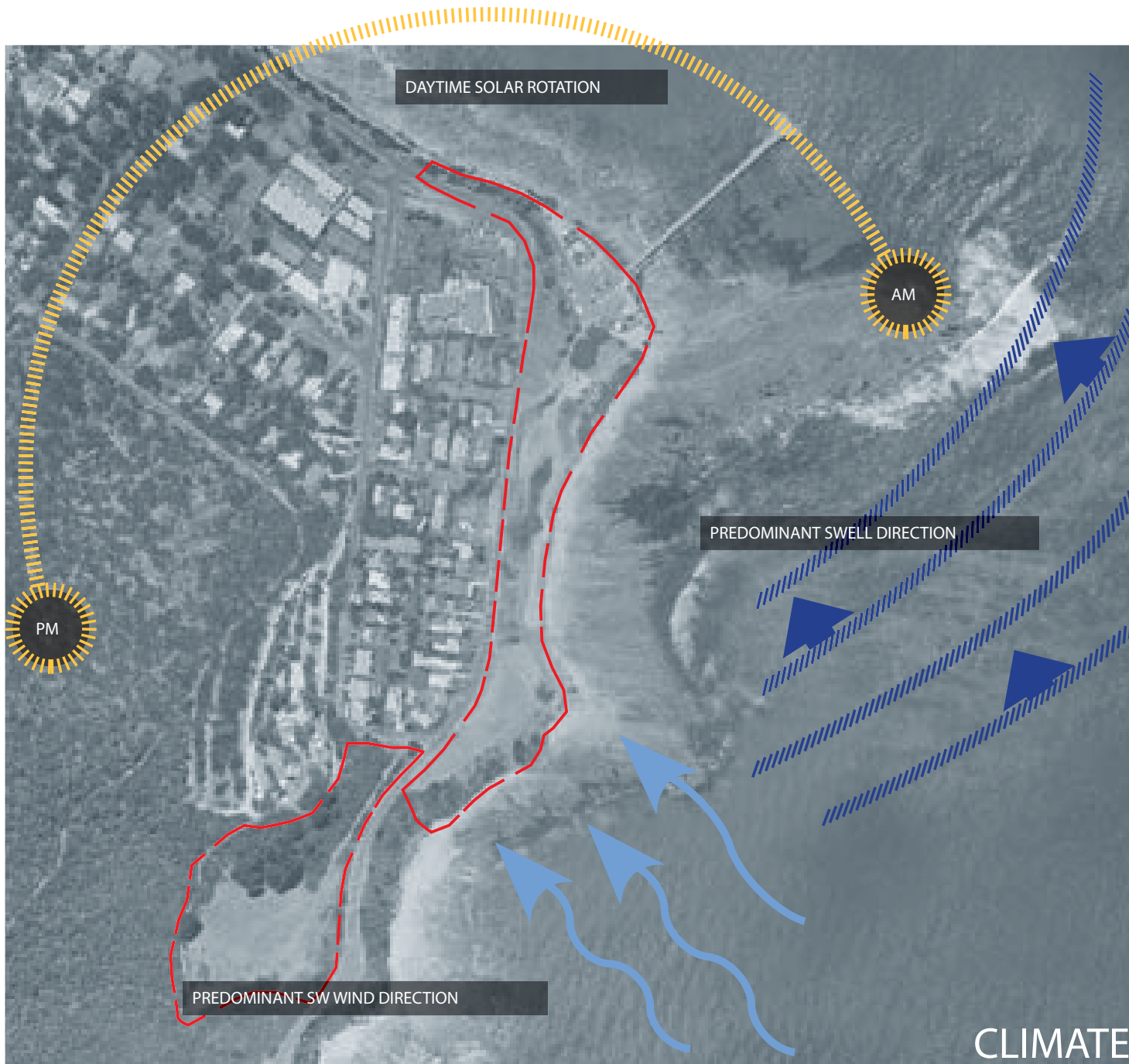
Prevailing Weather

The prevailing wind and swell direction is from the Southwest. This means that both sites are extremely exposed to the elements with little or no physical and or vegetative cover to ameliorate the conditions.





Tidal Influences

As evidenced already along Shelly Beach, this coastline is being impacted by higher than average tides and increased frequency and severity of storm events leading to coastal erosion and inundation of low lying areas.





LEGEND

-  Site Boundary
-  Daytime Solar Rotation
-  Predominant Swell Direction
-  Predominant Wind Direction

POINT GREY

Latitude: 38.53 °S
 Longitude: 143.98 °E
 Elevation: 4.5 m
 Mean Max. Temperature: 18.1
 Mean Min. Temperature: 10.5
 Mean Av. Rainfall: 700-900mm



Wind Speed & Direction Rose - 9am Annual



Wind Speed & Direction Rose - 3pm Annual

CLIMATE
POINT GREY & SLAUGHTERHOUSE SITE

5.2.2. Landform

Both Point Grey and the Slaughterhouse site are significantly controlled by their geographic location and topography.

Point Grey is characterised by its interface with the coastal foreshore, intertidal rock platform and marine environment, while the Slaughterhouse site is entirely land based and characterised by forested hills, exposure to the elements and fantastic views.

A number of different conditions exist on the subject sites and include:

Intertidal Rock Platform

- Providing important marine flora and fauna habitat and wave mitigation properties.
- Requires detailed marine mapping and assessment to properly ascertain the health and quality of the system.

Lowland Coastal Flats

- Land up to 4 meters above sea level and includes Shelly Beach car park and the Pier environs.
- These areas should be subject to further investigation in relation to their coastal vulnerability due to the predicted effects of climate change and subject to the results of the Future Coasts Program.

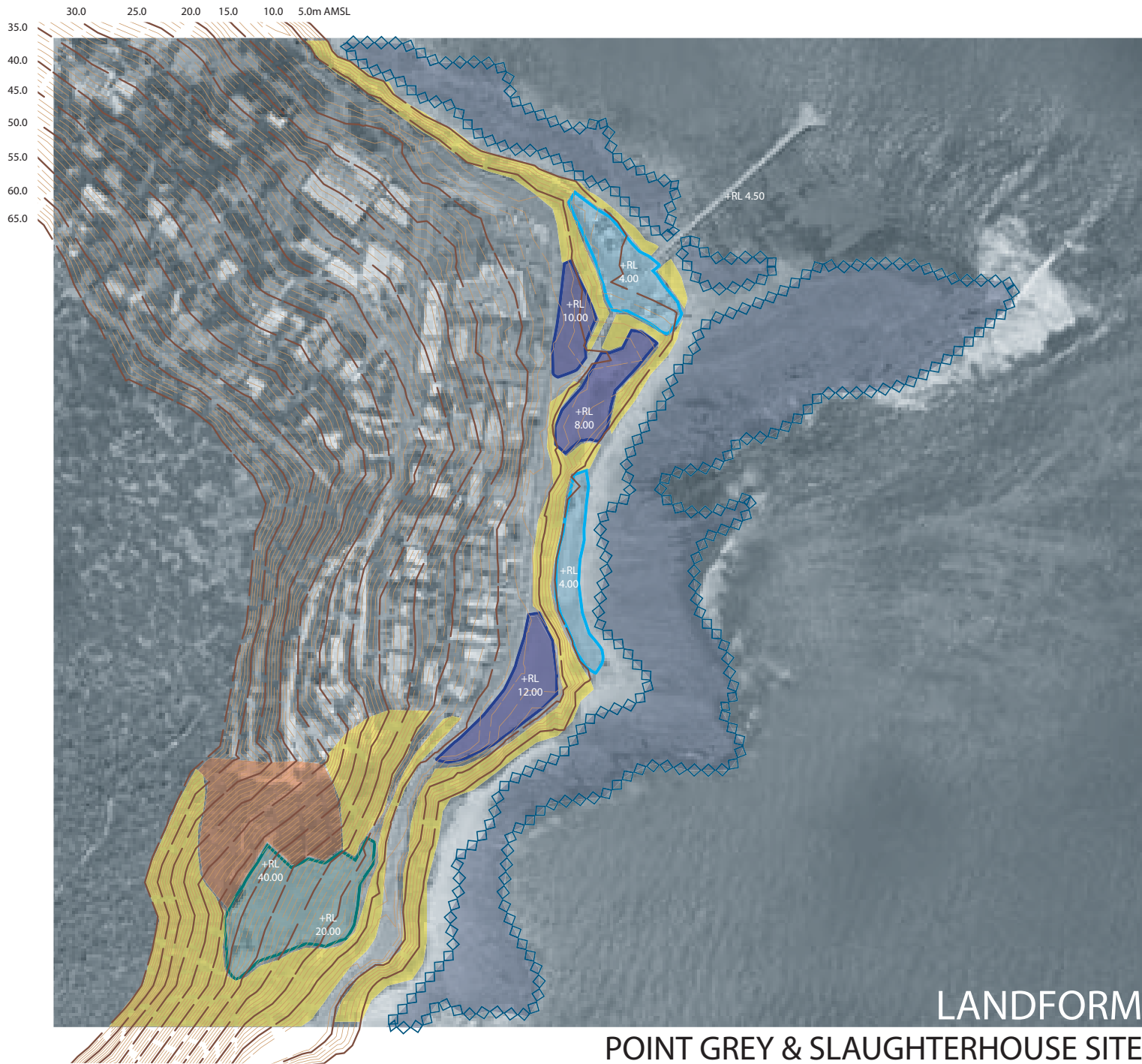
Raised Promontories

- Between 8 - 12 meters above sea level offering good views and open space opportunities.
- Three distinct promontories exist - two adjacent to GOR and one at the existing picnic ground area.
- As they are located adjacent to existing residential development, view sharing will need to be considered with any proposed works.

Slope

- Greater than 30%: Not suitable for development;
- 20 - 30%: Suitable for restricted development only; and
- 10 - 20%: Suitable for carefully considered development.





- LEGEND**
- >30% Gradient
 - 20 - 30% Gradient
 - 10-20% Gradient (Slaughterhouse)
 - Raised Coastal Promontories
 - Lowland Coastal Flats
 - Intertidal Rock Platform

LANDFORM
POINT GREY & SLAUGHTERHOUSE SITE

5.2.3. Flora & Fauna

Two flora and fauna studies, one land based and the other marine, have been recently conducted to identify and ascertain the relative health and value of habitat for each of the project sites.

Land Based Study

Both project sites fall within the Otway Ranges bio-region which is characterised by diverse, species rich vegetation.

However, due to both of these sites being significantly modified over time, only small remnant patch vegetation providing habitat for locally common indigenous fauna currently exist. Even though limited in extent, it does provide a degree of habitat connectivity within the local area and perform erosion control.

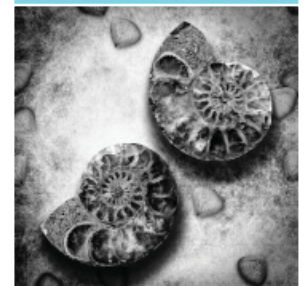
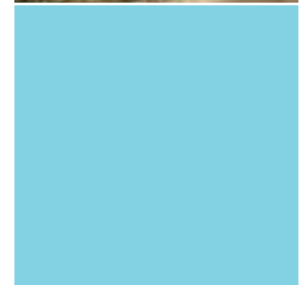
Point Grey was found to contain several patches of Coastal Heathland Scrub (EVC 161) of poor to moderate quality and areas of scattered indigenous shrubs.

While the Slaughterhouse site contained Coastal Headland Scrub (EVC 161) of moderate quality and a small patch of Shrubby Foothill Forest (EVC 45) which includes 3 No. Manna Gums.

Marine Based Study


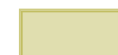
The principal habitats found in the area were beds of brown alga, sea grass, seaweeds and sponges. Detailed mapping indicating the spatial distribution of this vegetation was limited to the Lorne Pier only and requires further investigation to the south of the Pier extending to Shelly Beach.

Significant fauna included sea dragons and stingrays with fish populations being in good health. No exotic fish species were recorded.





LEGEND

-  Exotic Vegetation
(Monterey Cypress Pines)
-  EVC 45 - Shrubby Foothill Forest
(Manna Gums & Messmate Stringybarks)
-  EVC 161 - Coastal Heathland Scrub
(Coast tea-tree & native grasses)
-  Modified land / Grassed areas
(Exotic grasses & vegetation)

VEGETATION

POINT GREY & SLAUGHTERHOUSE SITE

5.3. Site Infrastructure, Land Use & Amenities

The existing site infrastructure and amenities at Point Grey are in dire need of upgrading as they are looking very tired and old and not very representative of a first class tourist destination.

The new Lorne Pier seems an anomaly on site, and should be used as the springboard for future upgrades and facilities redevelopment.

The Slaughterhouse does not have any site infrastructure and or amenities. Any proposed development will therefore require all new services and infrastructure to be provided.

5.3.1. Built Form

A number of separate buildings and services currently exist on the Point Grey site. These are all positioned towards the north, are generally single story buildings and or low level structures and consist of:

- **The Lorne Aquatic and Angling Club;**
- **A decommissioned boat ramp closed due to safety issues;**
- **The new Lorne Pier completed in 2007;**
- **Lorne Fisheries, fish shop and Pier Restaurant;**
- A sewer pumping station; and
- A public toilet block.

None of these buildings and or infrastructure are heritage listed, however the Lorne Pier has been nominated for listing on the Victorian Heritage Register.

Adjacent residential development is predominantly two to three stories, all of which overlook the Point Grey site to Bass Strait beyond. Any proposed redevelopment will therefore need to take into consideration view sharing and the impact of built form.

5.3.2. Zoning

According to the Surf Coast Planning Scheme Point Grey falls within the Public Park and Recreation Zone and the Slaughterhouse within the Public Conservation and Resource Zones. The objectives for each of these zones is provided below:

PCRZ - Public Conservation & Resource Zone

1. To protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values.
2. To provide facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes.
3. To provide for appropriate resource based uses.

PPRZ - Public Park & Recreation Zone

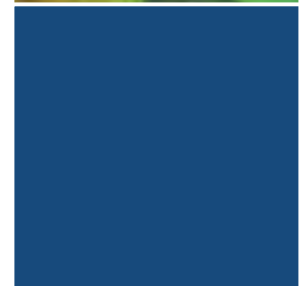
1. To recognise areas for public recreation and open space.
2. To protect and conserve areas of significance where appropriate.
3. To provide for commercial uses where appropriate.

R1Z - Residential 1 Zone (Adjacent to Subject Site)

1. To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.
2. To encourage residential development that respects the neighbourhood character.
3. In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.

RZ1 - Road Zone, Category 1 (Adjacent to Subject Site)

1. To identify significant existing roads.
2. To identify land which has been acquired for a significant proposed road.





LEGEND

- PCRZ Public Conservation & Resource Zone
- PPRZ Public Park & Recreation Zone
- R1Z Residential 1 Zone
- RDZ1 Road Zone - Category 1
- Adjacent Built Form
- Site Buildings
 - 1 Lorne Aquatic & Angling Club
 - 2 Closed Boat Ramp
 - 3 Lorne Pier
 - 4 Lorne Fisheries & Pier Restaurant
 - 5 Sewer Pumping Station
 - 6 Toilet Block

**BUILT FORM & ZONING
POINT GREY & SLAUGHTERHOUSE SITE**

5.4. Access & Movement Patterns

Being situated along the Great Ocean Road and coastal foreshore, both sites are well connected with a range of vehicular and pedestrian routes passing by. However, this does not necessarily translate into ease of access and legibility when entering each site.

5.4.1 Point Grey

Vehicular Access and Car Parking

- The main vehicular access into Point Grey (Lorne Pier) is via a one way slip lane off Mount Joy Parade/Great Ocean Road. It is not very well signposted or legible and is the cause of many would be visitors by-passing the entry altogether.
- A consequence of this, is that many vehicles try to enter the site via the one way exit point. This is compounded by the same Point Grey exit point doubling as an access point to Shelly Beach bbq and picnic car park.
- Car parking at the Lorne Pier is semi-formalised with line markings on the ground. During peak periods this system breaks down due to the influx of vehicles and car parking becomes opportunistic and congested. This also complicates service vehicles and bus parking as they do not have designated parking bays.
- The car park is also used as an informal turnaround point for large vehicles and buses due to there being no other place to turnaround this side of Lorne.

Pedestrian Access

- The main pedestrian access into Point Grey is via an all weather foreshore trail extending from the surf club to the Pier. This is an extremely popular walking route as it culminates with a promenade down the pier. It is also only a 10-15 minute walk into town.
- Access to Shelly Beach is either along the beach or down the gravel road. No pathway connects the two zones.

Boat Access

- The main boat access is via an informal sand cutting behind the Fisheries building to the beach causing erosion to the coastal dune.
- Water access is via a natural sand slipway within the reef. Boat trailer parking is on the beach and intertidal rock platform.

Emergency Access

- A designated Helipad for emergency use only is located on the southern most promontory overlooking Shelly Beach.

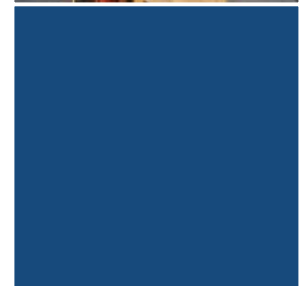
5.4.2 Slaughterhouse

Vehicular Access and Car Parking








- As the site is closed to any public access there is currently no main vehicular entry point, however two points of access do exist.
- The first access point is via a grassed road reservation at the base of the site and entered from Hird Street at its northern end.
- The second access point is entered off Armitage Street through the caravan park entry and grounds and via a fire access track exiting at the top of the site.
- Both of these access ways will need to be formalised if vehicular access is to be provided to the site.
- No car parking exists on site, however it has been proposed previously as being a site for overflow parking for greater Lorne.

Pedestrian Access

- The main pedestrian access into the Slaughterhouse site is also via the grassed road reservation at the base of the site and entered from Hird Street at its northern end.
- This is considered the starting point for the Tramway Trail. No connection to Point Grey and the Lorne Pier exists at present.
- An informal walking trail also exists at the southern end of the site and leads to Teddy's Lookout.





- LEGEND**
-  Vehicular Movement
 -  Boat Movement
 -  Pedestrian Movement
 -  Fire Access / Informal Trails
 -  Car & Bus Parking
 -  Boat Trailer Parking
 -  Emergency Helicopter Landing

CIRCULATION
POINT GREY & SLAUGHTERHOUSE SITE

5.5. Cultural Heritage

Point Grey and the Slaughterhouse site contain, in varying degrees, both Aboriginal and European heritage values. It is therefore very important to identify and protect these cultural and historic sites and places to ensure that they are properly referenced and managed well into the future.

5.5.1. Aboriginal Heritage

As documented within the heritage study commissioned by GORCC and authored by the Framlingham Aboriginal Trust in 2006, Aboriginal people's occupation of the study area is likely to have extended over thousands of years. This occupation would have taken the form of semi permanent and temporary camps used on a seasonal basis, making use of the diverse resources in the area.

Previous Studies

Within a 5km radius of the study area, a total of twelve Aboriginal archaeological sites have been recorded previously. Of these, ten are coastal shell middens, one an isolated artefact and one a burial site.

The results of these studies indicated that shell middens are the most likely site type to occur within the study area. Typically, such a site would be located on sand dunes close to the sea, in the vicinity of coastal rock platforms, and generally date back to a period 2000 years before the period of European settlement.

Project Site Study

Point Grey was found to have remains of a large shell midden adjacent to the Fisherman's Cooperative and a smaller shell midden site at the extreme western end of the study area.

The Slaughterhouse site, while in a more natural state, has no visual evidence of Aboriginal cultural materials and therefore assessed as having low Aboriginal archaeological sensitivity, based on the known distribution of registered Aboriginal sites within the wider area.

5.5.2. European Heritage

Ever since the mid 1850's, Lorne has been shaped by numerous rural, commercial and tourism activities and pursuits which have come and gone over the years, but provide a tangible link to Lorne's past.

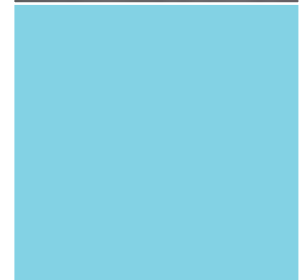
Some of these past activities and practices are still very much alive today, while others have been given meaning through stories and text.

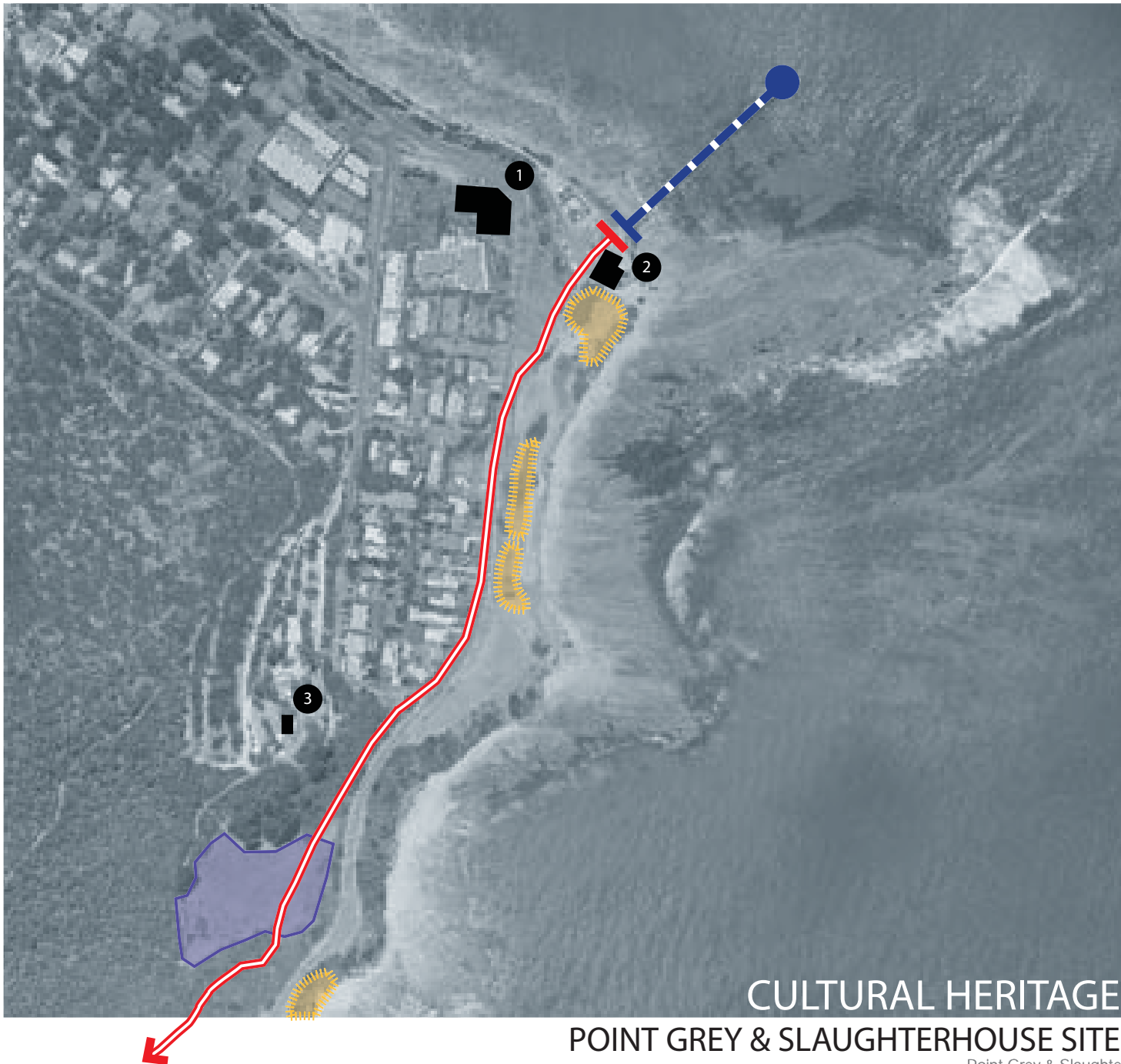
Both Point Grey and the Slaughterhouse site provide important links to Lorne's rich heritage and are seen through following site attributes:

- **Lorne Pier** - The first pier was built in 1879 in response for a safe place for the many small ships visiting the town to dock. There have been numerous iterations and or additions since to cater for a thriving commercial fishing industry with the final pier being reconstructed in 2007. This new pier is now for recreational use only.
- **Timber Industry** - Providing the main source of employment for the town at the time, the timber industry built a tramline from the mill near Allenvale, along the St Georges River to connect with the Lorne Pier in order to load the boats and ship to Melbourne. A walking trail following the existing tramline has now been erected to acknowledge this historic passage.
- **Fishing Industry** - The 1930's saw a thriving fishing industry with 25 couta boats working from the Lorne Pier. Up until the reconstruction of the new pier, couta boats were still stored on the deck of the pier to protect them from large seas. One commercial fishing boat is still operating from the pier.
- **Slaughterhouse** - Site of a pre-existing abattoir. Exact extent of facility and date unknown.

Historic Buildings


- The Grand Pacific Hotel, built adjacent to the pier in 1879, became the focal point for the town's resident and tourist population. It is operating as a hotel and function centre today.
- The "Spotters Hut", built in the 1940's as a viewing point during WW2. It is situated in the Queens Park Caravan Park and used as a place of group assembly.






LEGEND

 Sites of Aboriginal Cultural Heritage (Approximate location only)

 Slaughterhouse Site (Pre-existing abattoir)

 Historic Timber Tramway Route

 Lorne Pier (Commercial Fishing & Shipping Port)

 Historic Buildings

1 Grand Pacific Hotel

2 Fishing Cooperative

3 Spotters Hut

**CULTURAL HERITAGE
POINT GREY & SLAUGHTERHOUSE SITE**

5.6. Site Activation

Point Grey and to a lesser extent, the Slaughterhouse site are home to a number of highly recognised cultural and sporting events and also offer a selection of recreation activities. These include:

5.6.1. Events

The Lorne Pier to Pub Swim – January

- The world's largest organised ocean swim seeing 4000 thousand swimmers race the 1.2 kilometre course from the Lorne Pier to the Lorne Pub, which started as an informal challenge among Lorne Surf Life Saving Club members. Start line is at the Lorne Pier.

The "Mountain to Surf" Fun Run - January

- The NIB Lorne Mountain to Surf Run is a family oriented run open to entrants of all ages. Passes through Point Grey.

Great Ocean Road Marathon – May

- The GOR Marathon starts in Lorne and continues along the Great Ocean Road providing a very spectacular and challenging course.

The Lorne Sculpture Exhibition - October to November

- Is a free, community-supported, biennial exhibition of 25 major contemporary sculpture works and installations along the Lorne Foreshore from Lorne Pier to Mantra Resort. Culminates at Point Grey.

Anaconda Adventure Race – December

- The Anaconda Adventure Race is an off road, multi-discipline event taking competitors on an adventure filled journey through some of the most spectacular parts of Lorne, the Otway Ranges and Great Ocean Road. Start line is at the Lorne Pier.

5.6.2. Caravan & Camping

Queens Park Caravan Park

- Caravan and camping opportunities exist on a seasonal basis at this park which is located adjacent to the Slaughterhouse site and within 5 minutes walking distance to Point Grey.

5.6.3. Activities

Hiking/Bushwalking

- The Foreshore Walk - is a very popular walking trail along from the Town Centre to the Lorne Pier and back.
- The Historic Tramway Trail begins at the Slaughterhouse site and extends to the St Georges River.
- The Queens Park Reserve trail network connects into Tramway Trail and also an informal track leading from the Slaughterhouse to Teddy's Lookout.

Recreational Fishing

- The Lorne Pier provides an idyllic location for fishing over the water, without having to cast off the beach. It has always been and continues to be a favourite fishing destination.

Promenading

- The Lorne Pier also provides a unique "walk-over water" experience and provides fantastic views back to Lorne and along the coast.

BBQ & Picnic Areas

- Two BBQ and picnic areas exist within the Point Grey Precinct and are located at either end of Shelly Beach.

Wedding Ceremonies

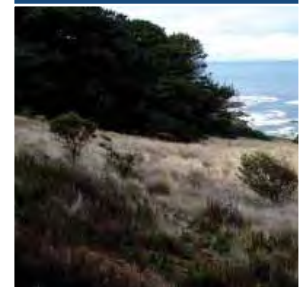
- Point Grey provides a popular destination for wedding ceremonies on its grassy open space areas overlooking Shelly Beach.

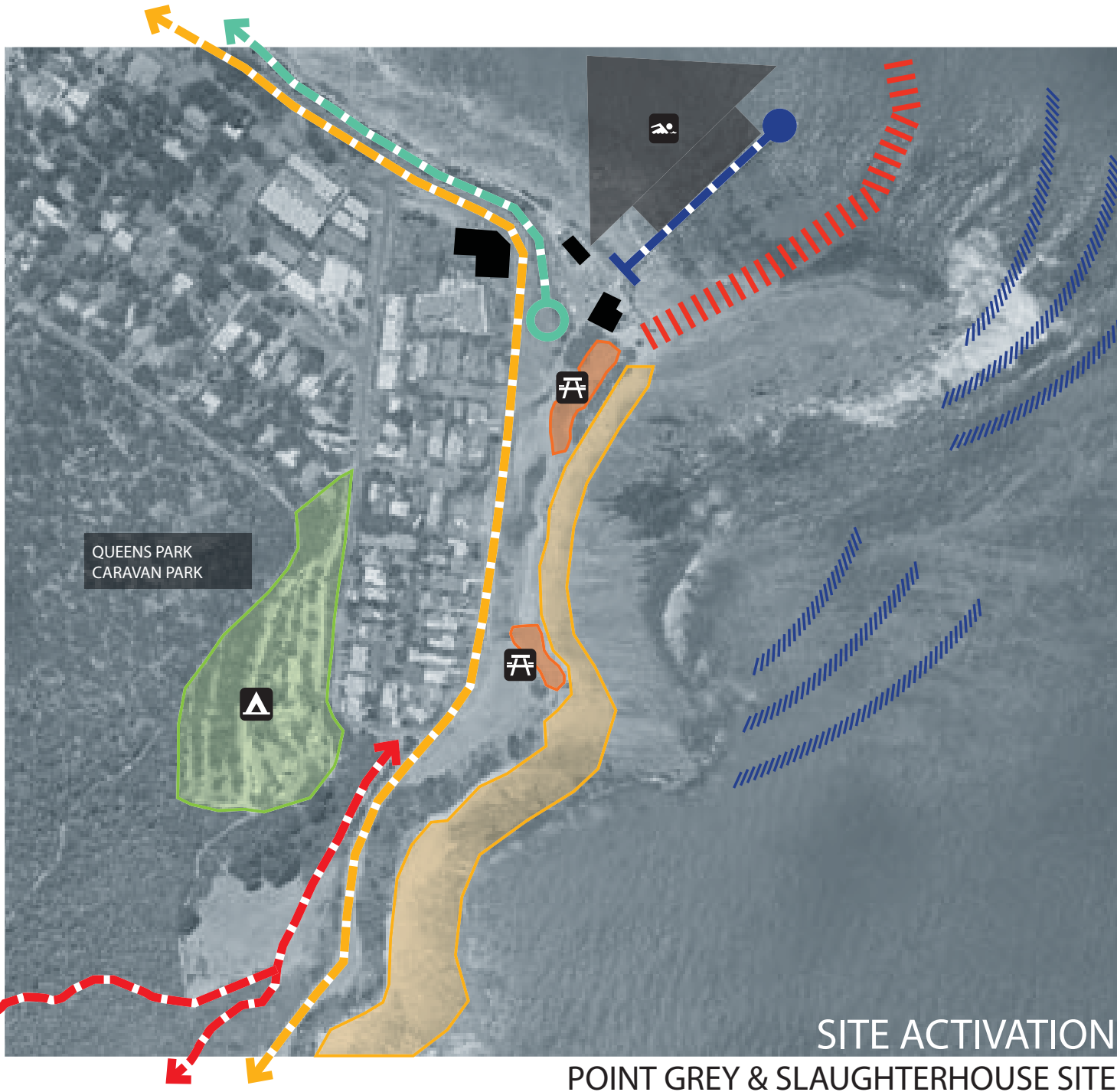
Surfing

- There are two surfing breaks located off Point Grey. They are both right hand breaking waves with the first location directly off the southern rock platform at Shelly Beach and the second off the main rock platform protecting the pier.












"Off-Leash" Dog Walking

- Point Grey and Shelly Beach allow dogs to be off leash during off season periods in a nominated "timeshare" dog zone.





LEGEND

-  Grand Pacific Hotel, Aquatic Club & Fishing Cooperative & Shop
-  Recreational Fishing & Boating, Visitor Promenading & Lookout
-  Biennial Sculpture Exhibition
-  "Mountain to Surf" Fun Run
-  Walking/Hiking Trails
-  Annaconda Adventure Race
-  Surfing Break
-  "Pier to Pub" Open Water Swim
-  BBQ & Picnic Areas
-  Queens Park Caravan & Camping
-  "Off-leash" Dog Walking

SITE ACTIVATION
POINT GREY & SLAUGHTERHOUSE SITE



6. Community Engagement

6.1 Community Engagement

6.1.1. 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.

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.

Whilst workshop participants and survey responses did include a cross section of the Lorne community that included visitors, residents and semi-permanent residents, it should be noted that Lorne also services a large visitor population. Due to project constraints this visitor population has not been widely represented within this process to date.

However, as the project progresses to the next stages of consultation there will opportunity to include a wider representation of visitors to Lorne to supplement the findings to date.

This is just the beginning...

This engagement process forms part of the first stage of the project and aimed to establish community aspirations, issues and opportunities and the possibilities for Point Grey. 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.

The following provides a summary of the Stage 1 community engagement outcomes that will help inform the masterplan for the future use of Point Grey and Slaughterhouse sites.

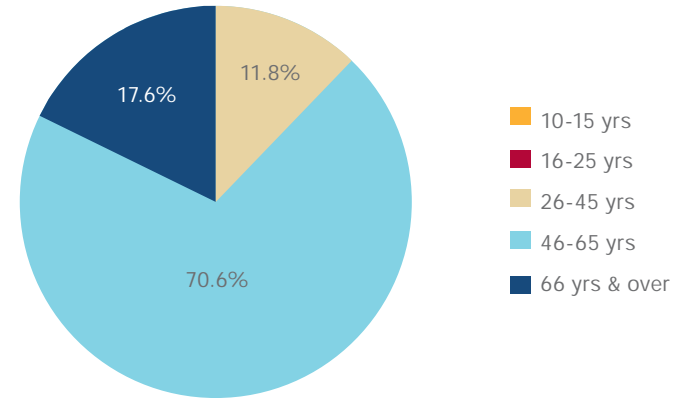
Whilst there has been consensus around many issues discussed throughout the community engagement process, there was also significantly divergent views about the future of both sites.



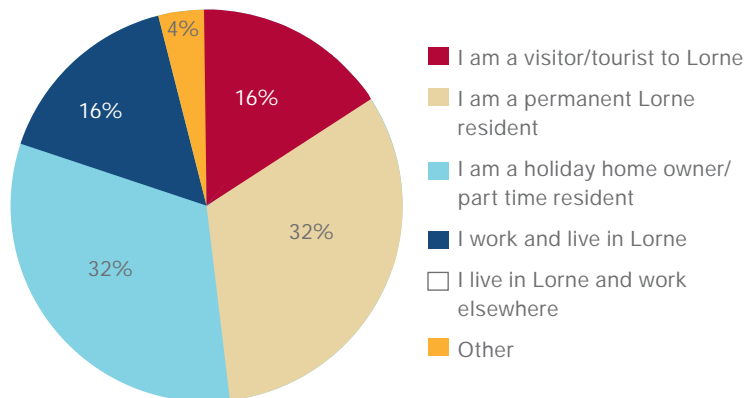
6.1.2 Survey Respondent Profile

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

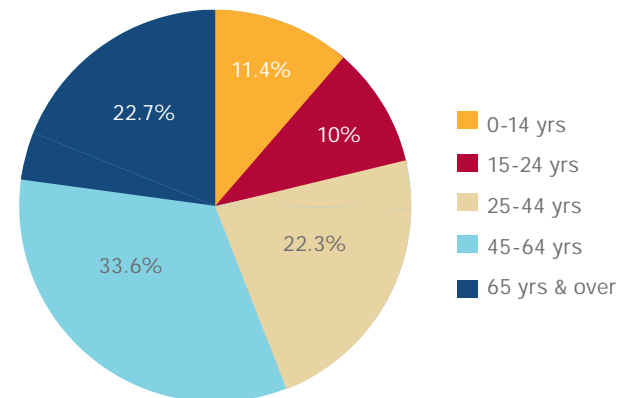
- The majority (80%) of respondents were aged from 46-65 yrs and were predominately male (62.5%) with females representing 37.5% of respondents.
- The main groups of respondents were permanent Lorne residents (32%) or holiday homeowners/ part time residents (32%). Visitors and those that both live and work in Lorne were also represented (both 16%).



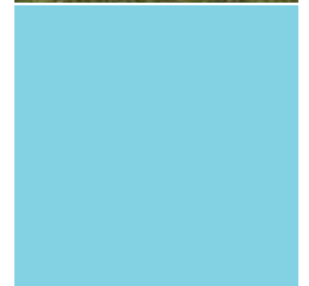
Age Structure - Survey Respondents



Relationship with Lorne - Survey Respondents



Age Structure - Lorne Township (ABS)





6.1.3 Submissions

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

Submissions were received from the following groups:

- Residents
- Part-time residents
- A resident of nearby Jan Juc
- Friends of Queens Park members
- Lorne Historical Society Inc
- Friends of Lorne
- Concept plans, ideas and input provided by the Lorne Community Building Initiative (LorneCH).

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



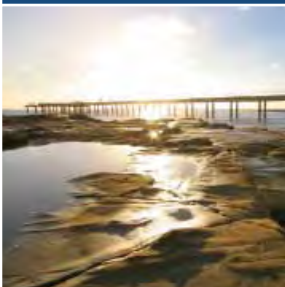
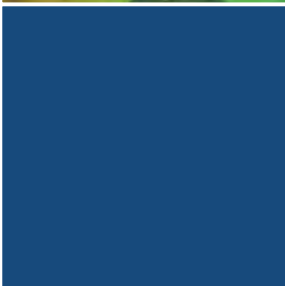
There has been some confusion amongst the community between the Concept Plan developed by LorneCH for Point Grey and the process of developing this Masterplan Project for both Point Grey & Slaughterhouse by GORCC. Whilst there have been some great ideas provided by LorneCH, this concept is not 'the masterplan' as referred to in this report. Key elements and ideas that were developed by LorneCH and presented in the Concept Plan have been considered as part of this report. These include the following:

- Safe boat access
- Upgrade of the Aquatic Club including function space, bar and beer garden
- Community meeting rooms
- Vehicle access (including tour buses)
- Some parking
- Lower deck to Lorne pier
- Lookouts
- Walking tracks
- Public toilets
- Interpretive/historical education
- Retention of the Fish Co-Op
- Tourist information
- Storage for boating and other equipment associated with water-based activities
- Restaurant and cafe
- Parks Victoria offices and storage

These ideas have been considered within the sites environmental context and examined as part of the community engagement and market assessment process.

A number of these ideas have been considered within this report and have been integrated as part of the project recommendations, while a few will require further assessment in terms of their feasibility, environmental impact and community acceptance for this project.





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 m²) in size with an actual developable area of only 0.45Ha (4,500 m²). 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 m² 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%
Retaining the historic and authentic qualities of the site		45.0%
Funding for redevelopment and ongoing management		20.0%
Appropriate car, bus and boat trailer parking		15.0%
Balancing recreational activities (e.g boating, walking) with commercial activities (e.g. restaurants, retail)		30.0%
Coastal management and climate change (e.g. sea level rise, storm surges, coastline protection, beach access)		45.0%
Other (Please specify one or two other challenges only.)		40.0%





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




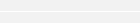



7.4. The Opportunities

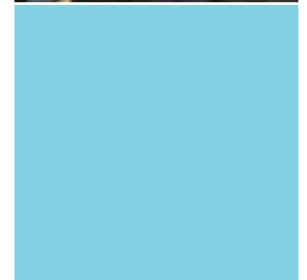
Opportunities for each site were identified during all the workshops. Participants were asked to write down on post-it notes what their top opportunities were for the sites. The responses have been collated into key themes. In addition, survey respondents were asked to identify what they thought the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

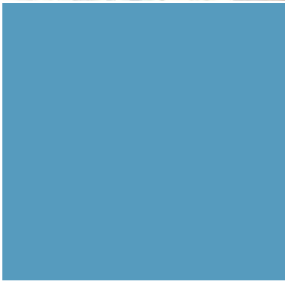
7.4.1 Key Opportunities for Point Grey

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





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

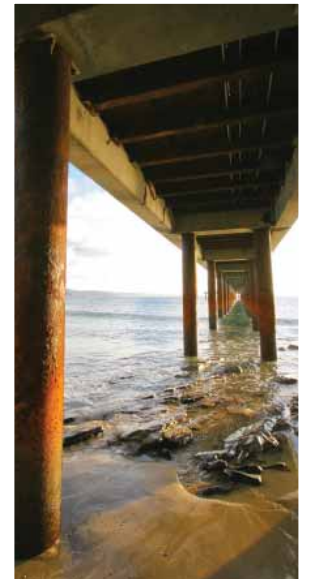
A point of difference

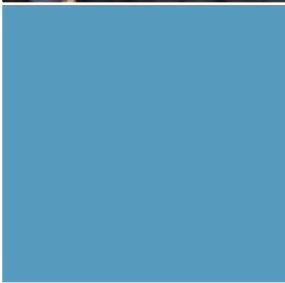
Making Point Grey a point of difference for the area

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	Maintain Strengthen Evolve →	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	Evolve a weakness into a strength ⇒	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
	Introduce Develop +	Interesting and connected
		Is well funded
		Environmentally aware
		Strong

7.7. Community Conceived Ideas for Point Grey

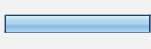

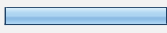
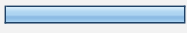

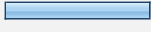
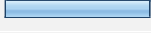


What kinds of activities and uses would we like to see provided?

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

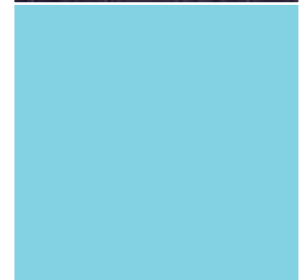
Active recreation (e.g. boating, fishing)		38.1%
Passive recreation (e.g. promenading, picnics, walking)		76.2%
Restaurants and cafes		42.9%
Fresh produce (e.g. seafood, fruit and vegetables)		47.6%
Retail activity		9.5%
Education and/or scientific-based activities		38.1%
Tourism/discovery centre		38.1%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

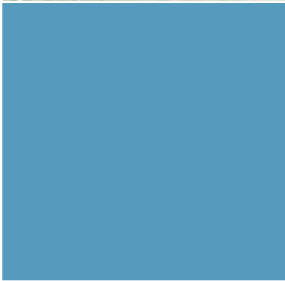
Additional Activities and Uses at Point Grey

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

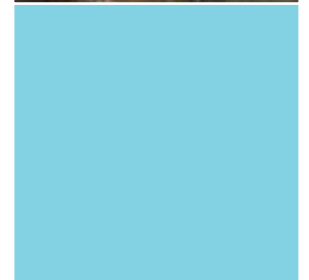
- Geological impact study
- Protection of intertidal platform
- Protection against climate change, sea levels surges
- Improve the environment generally i.e. Shelly Beach is currently being ruined
- Address the erosion problems

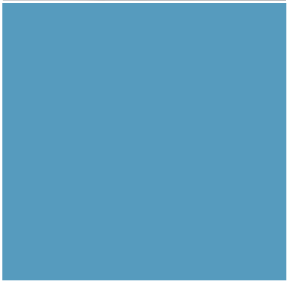
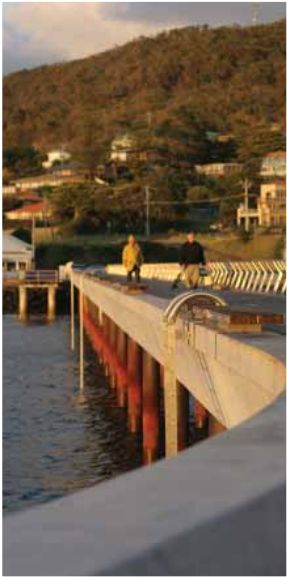
7.7.4. Governance at Point Grey

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



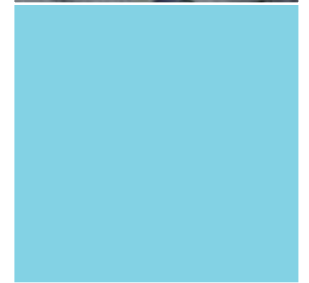
Broader Community Visioning Workshop



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

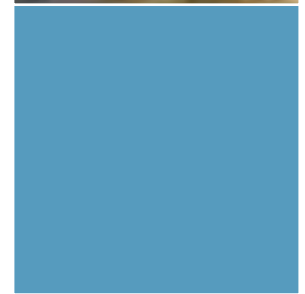
Where nature based activities abound. This is a place for diving, jet skiing, rock pooling, boating, fishing, promenading, whale watching and the list goes on.

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.

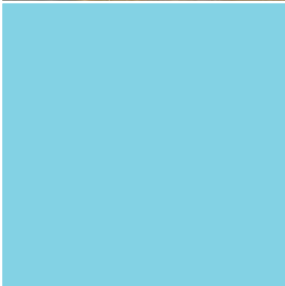
These factors mean that even during the off-peak season, there is a relatively consistent stream of visitors to Point Grey.



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.

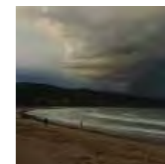


Tourism

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.

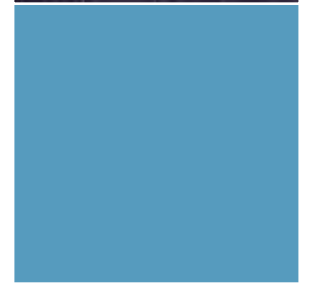


Functions

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 60m² to 120m². 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 80m² 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 200m² compared with approximately 130m² 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.

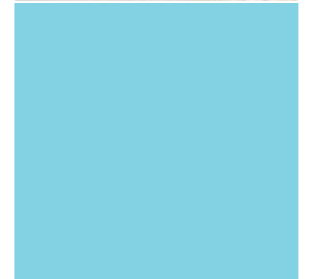
There is considered some scope for such a visitor facility at Point Grey given factors including:

- 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

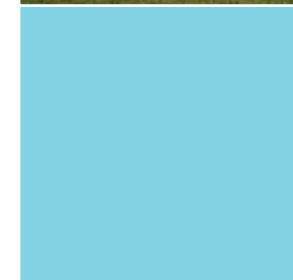
Benefits

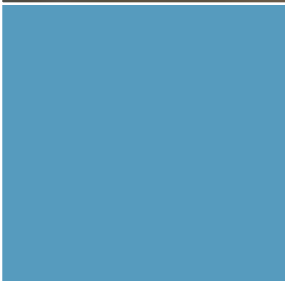
Economic

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.

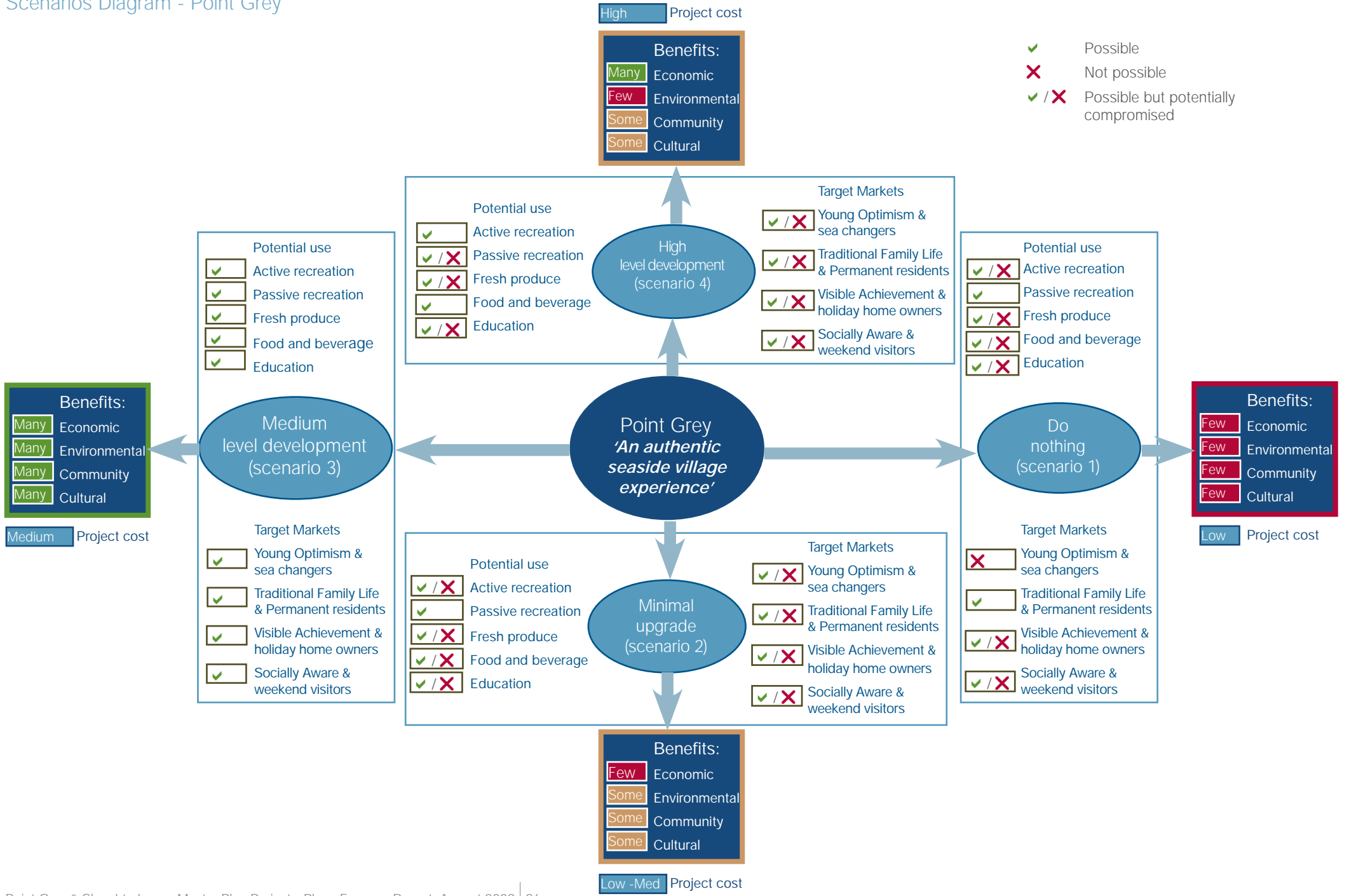
Community

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.





8. Slaughterhouse

8.1. The Site

The Slaughterhouse site is an undeveloped parcel of land located within Lorne's settlement boundary and situated at the southern end of Point Grey adjacent to the Great Ocean Road. It is bounded by Queens Park Reserve and Caravan Park on three sides with direct frontage to the Great Ocean Road to the south.

The site has excellent views across Bass Strait due to its elevation and aspect with much of the site having a steep decline towards the ocean. At present the site is largely not visible to traffic passing the site on the Great Ocean Road, and this contributes to the sense that the site is separate from the Lorne township urban area, and is not known or used by most of the locals.

Currently the site contains no active use and is simply a cleared tract of brownfield land which is only traversed by residents and visitors using the existing walking track linking Lorne to the Saint Georges River. Access is through the Caravan Park and or via a lower grassed services track.

The entire Slaughterhouse precinct is approximately 2.1 Ha (21,000m²) in size with an actual cleared/developable area of only 0.78Ha (7,850m²). The major development constraint for this tract of land is its steep slope and southeasterly aspect. Entry into the site is also a challenge as it relies on local street access adjacent to residential development.



8.2. Community Aspirations

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

8.2.1. Aspirations for 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
- Provides 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

8.3. The Issues and Challenges

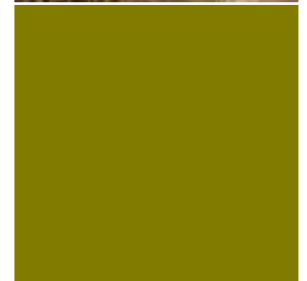
Issues for each site were identified during all the workshops. Participants were asked to write down on post-it notes what their top issues were for the Slaughterhouse site. The responses have been collated into key themes. In addition, survey respondents were asked to identify what they thought the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

8.3.1. Key Challenges for Slaughterhouse Site

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

Challenges for Slaughterhouse Site - Survey responses

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





8.3.2. Issues for Slaughterhouse Site

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

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

Funding

A perception that GORCC is required to raise revenue from the private sector

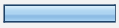

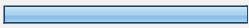





8.4. The Opportunities

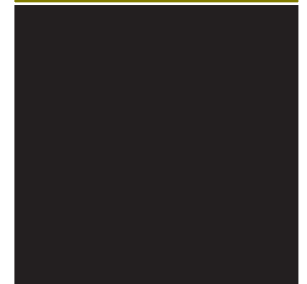
Opportunities for the Slaughterhouse site were identified during all the workshops. Participants were asked to write down on post-it notes what their top opportunities were for the Slaughterhouse Site. The responses have been collated into key themes. In addition, survey respondents were asked to identify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

8.4.1. Key Opportunities for Slaughterhouse Site

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

Opportunities for Slaughterhouse Site - Survey responses

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





8.4.2. Opportunities for Slaughterhouse Site

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

Revegetated/ natural environment

Revegetation of the area into a nature reserve with indigenous planting

Affordable housing

Provision of affordable housing for the community

Do nothing

Maintaining status quo

Public place/ accessible

Provision of a open and accessible 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 and upgrade of facilities

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

Car parking

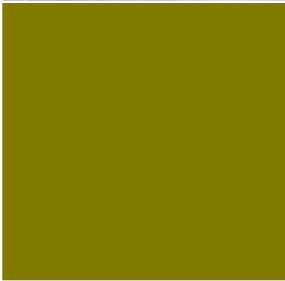
Possible car parking location

8.5 What Makes Slaughterhouse Site Special?

The following statements were captured during the workshops and by survey respondents when asked 'What makes the Slaughterhouse Site special/unique?'

- Its location
- The views and open space
- Exposure to the elements
- Has potential, for development or as a funds generator
- Sanctuary
- History
- Natural assets
- A gateway to Lorne
- It's undeveloped
- Not sure/don't know





8.6. The Slaughterhouse Personality, Now and in the Future

Survey respondents and workshop participants were asked to consider 'If Slaughterhouse 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 the Slaughterhouse site.

Slaughterhouse Personality

NOW		FUTURE
Wild, natural, rugged	Maintain Strengthen Evolve →	Wild, natural, rugged
Exposed Open and accessible		Open and accessible
Is separated – a recluse Unique and hidden		Still a bit of a recluse/ separated
Peaceful A sanctuary		Peaceful
Tells us about itself		A Lorne cultural centre
Has potential Great opportunity Prominent status Undeveloped		A destination Supports its community More optimistic
Place of transition		Sensitive
Feminine		
Neglected Frustrated		Is well looked after
Not sure who it is Unknown		Evolve a weakness into a strength ⇒
Boring and uninviting Underutilised	Friendly/welcoming	
Is under threat & threatens	Considered its connections Environment	
	A survivor	
	Introduce Develop +	Transport hub

8.7. Community Conceived Ideas for Slaughterhouse

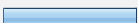

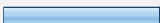
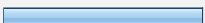
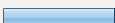



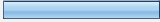
What kinds of activities and uses would we like to see provided?

Survey respondents were asked to consider 'What activities and uses would you like to see provided at Slaughterhouse?'. 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.

8.7.1. Activities and Uses at the Slaughterhouse Site

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

Activities and Uses at Slaughterhouse Site - Survey responses

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

8.7.2. Additional Activities and Uses at Slaughterhouse Site

From the surveys

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

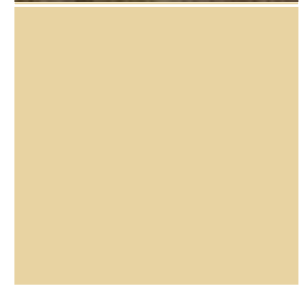
- Camping
- Enjoyment and appreciation of the site
- Cabin style accommodation, environmentally sensitive and low cost
- Recreation
- No more accommodation
- Car parking, bus depot

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 Slaughterhouse site.

Use

- No development
- Affordable and accessible
- Set back, low-key development
- Not private developer
- Indigenous usage, Indigenous use of site, e.g., Brambuck
- Telling the story of the history of the site – European and aboriginal
- Reception/ conference centre – weddings, learning, events
- Affordable, accessible
- Sustainable, eco-friendly
- Fitting with landscape
- Recreational parkland
- Low key amenities – BBQ, toilet facilities (ESD)





8.7.3. Access at Slaughterhouse Site

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 Slaughterhouse.

Ideas about access at Slaughterhouse site

- A constraint on use of the site
- Walking tracks – enjoy views, tell the story
- Walking – tramway track to Lorne, access to other walking tracks, some overnight walks
- Pedestrian access
- Maintenance of walking tracks
- Boardwalks
- Linking the pier – track system under Great Ocean Road and linking to existing system
- Pedestrian links between Point Grey and Slaughterhouse site

8.7.4. Protecting the environment at Slaughterhouse

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 Slaughterhouse.

Ideas about the environment at Slaughterhouse

- There are weeds to be removed at Slaughterhouse site and Queens Park
- Protect the Koala community
- Use environmentally sensitive design
- Use indigenous planting
- Facilitate long-term bush regeneration
- Revegetate the site, get rid of the pine trees

8.7.5. Governance at Slaughterhouse

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 Slaughterhouse.

Ideas about the governance at Slaughterhouse

- How can community input into management if there is private development? Need principles to ensure best outcomes/ benefits
- GORCC and friends and community advisory
- GORCC and community partnerships
- Community representation on steering committee



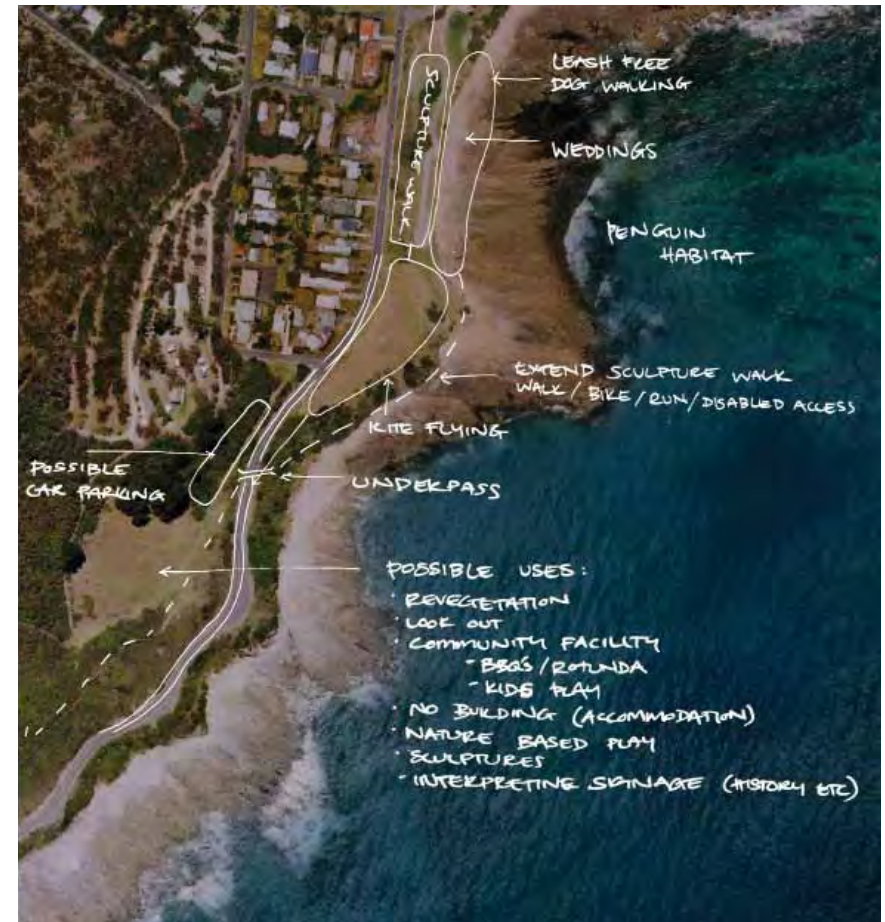


8.8. Bringing it all Together - Mapping Exercise for Slaughterhouse Site

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 sites.



Traders Visioning Workshop



Broader Community Visioning Workshop



Community Groups Visioning Workshop





8.9. What we do NOT Want to see at Slaughterhouse Site

Survey respondents were asked to articulate what they LEAST desired at the Slaughterhouse site.

What we Don't Want to see at the Slaughterhouse Site

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

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



8.10. Slaughterhouse 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.

Slaughterhouse in 2020 is a place...

... that respects the natural environment and wildlife

... that has a sense of history

... that is wild, natural and rugged

... that is a secluded oasis from Lorne

... that is open inviting and publicly accessible

... that is world respected for environmental sustainability

... that maximises its views to the ocean

... of cutting edge design

... that visitors travel from all of the world to experience

... for recreation

... to start a journey

8.11. Slaughterhouse 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.

8.11.1. Slaughterhouse Place Essence

'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.

8.11.2. Slaughterhouse Place Principles

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

The natural environment that surrounds Lorne is highly valued by the community and has been a protected asset by the township for generations.

Publicly accessible yet secluded

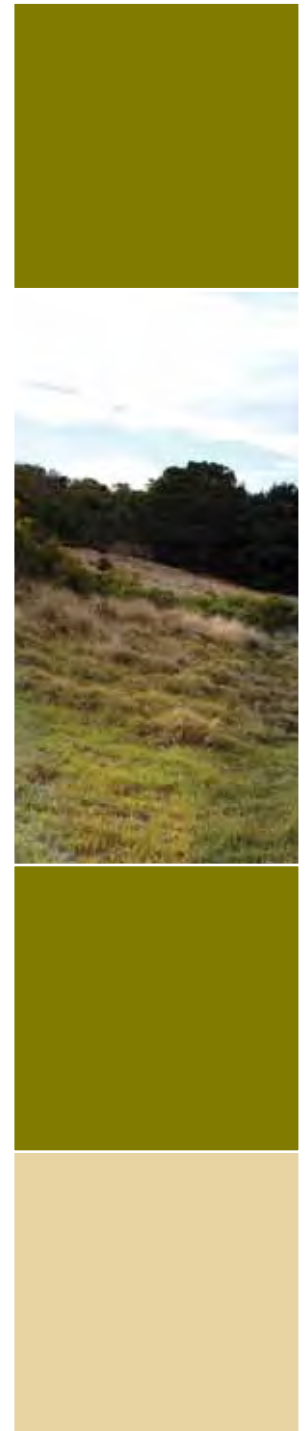
Open to vistas and the people of Lorne to experience accessible wilderness. It is open to all and has a sense of freedom.

A point of difference (from the Lorne Township)

A value add experience for Lorne. This site provides an anchor destination, a pulling power that will support Lorne to become a year round destination and supports business sustainability for the township.

A place that tells its historic and environmental story

Historical markers tell the early history of logging, meat industry and maritime history. Environmental education that links to the Point Grey site explains the fragile relationship between forest and coast and how visitors can contribute to its protection.





8.12 Slaughterhouse Site Market Assessment

Non-Development Options

It is important to recognise that the masterplan process has also considered the appropriateness of non-development options for the Slaughterhouse site that were raised by the community during the consultation phase of the project. The three non-development options are:

- Do nothing – this option involves simply leaving the site alone and not actively considering its future management or development
- Revegetate – return the site to its natural state
- Public Recreation Park – create a public reserve on the Slaughterhouse site including public amenities

These non-development options do not specifically require a market assessment as they are based on non-commercial outcomes for the Slaughterhouse site.

Development Considerations

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

Strategies to Promote Nature-Based Tourism

The Nature-Based Tourism Strategy was developed in 2008 by Parks Victoria, Tourism Victoria and the Department of Sustainability and Environment (DSE). Nature-based tourism is defined as “any type of tourism that relies directly on experiences directly related to natural attractions” (Nature-Based Tourism Strategy 2008, p.10).

Although Victoria has a competitive strength in particular tourism sectors such as regional food and wine, touring and events, at present the state does not have a high degree of nature-based tourism attractions compared with other states and competing overseas destinations (in particular New Zealand).

On this basis, the strategy seeks to promote opportunities for nature-based tourism which utilises Victoria’s natural attractions and contributes to economic activity and environmentally sustainable outcomes. The Great Ocean Road, including Lorne, is considered an important focus of the Nature-Based Tourism Strategy and the potential for some development on the Slaughterhouse site needs to be considered in this context.

Site Features

The Slaughterhouse has a number of features which will influence potential development outcomes, including:

Views - The Slaughterhouse site has excellent ocean views across Bass Strait, although the site is exposed to prevailing south-westerly winds.

Great Ocean Road -

Although there is direct frontage to the Great Ocean Road, a direct entry/exit point to the site is not available.

Isolation -

The location of the Slaughterhouse site provides a sense of isolation from the rest of the Lorne urban area despite actually being within the township boundary.

Queens Park -

In addition to having exposure to ocean views, the Slaughterhouse site integrates with Queens Park, which is a high quality nature reserve that includes the well known Teddys Lookout and a range of walking trails.

Heritage -

The former tramway which ran through the Slaughterhouse site to the Lorne Pier has been re-opened as part of a walking trail which runs parallel to the Great Ocean Road in the lower areas of the site.

Topography

Development on the Slaughterhouse site is heavily influenced by topographical challenges. Although the site is unencumbered and has limited native vegetation value, much of the site has a gradient of between 10 - 20%. Subject to geotechnical assessment outlining sub-surface ground conditions, this gradient will more than likely produce higher potential development costs as it is not uncommon throughout Lorne.

Given the presence of the historical tramway, the desire to limit development visibility from the Great Ocean Road and the location of potential entry points, any development on the Slaughterhouse site should occur on the western or "upper" end of the site adjacent to the Queens Park and the edge of the Queens Park Caravan Park.

Synergies with Adjacent Uses

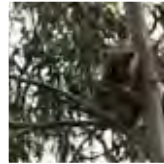
The Slaughterhouse site integrates well with the adjacent Queens Park Caravan Park, and the two sites share access points and physical features. The Queens Park Caravan Park is generally recognised as being under-utilised, and is only open on a seasonal basis.

Previous studies have advocated a combined approach to the future development of the Slaughterhouse and Queens Park Caravan Park sites. This approach is also advocated in the Masterplan for a range of factors including:

- The natural synergies and integration between both sites
- The greater development flexibility and design options offered by combining the sites
- Combined developable land of at least 2.5 hectares compared with 0.8 hectares for Slaughterhouse
- Achieving economies of scale through a combined development program, particularly in view of the limits on developable land on the Slaughterhouse site
- Potential to increase returns to the GORCC and the subsequent ability to fund high quality community infrastructure along the Surf Coast.

Assessment Of Potential Uses

Based on the assessment of development considerations for Slaughterhouse site outlined 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.



Extension to Queens Park Caravan Park

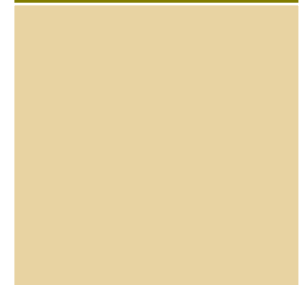
An option to consider is the simple extension of the existing Queens Park Caravan Park onto the adjacent developable areas of the Slaughterhouse site. This option has been considered in the past and represents an incremental and "low development" option for the Slaughterhouse site.

At present, the Queens Park Caravan Park is only occupied at peak periods and is considered relatively under-utilised. A Masterplan for the caravan park prepared earlier in 2009 proposes an upgrade to existing facilities including:

- Eleven new cabins (including car parking, decks and landscaping)
- Internal road improvements
- Improved amenities and utilities
- Landscaping

It is anticipated that these changes will improve the amenity of the caravan park to users and improve the economic performance of the site. These benefits may be further enhanced through an appropriate extension of the caravan park into the Slaughterhouse site.

Any extension of the caravan park onto the Slaughterhouse site is likely to include predominantly cabin-based accommodation due to the exposure of much of the site to prevailing winds which make it unsuitable for non-permanent structures.





In a caravan park environment, a higher density of cabin development is generally acceptable compared with a high quality dedicated eco-accommodation format. This is also reflected in the price point, with 3 star 2-bedroom cabin based accommodation in caravan parks typically achieving rates of between \$90 and \$150 per night, well-below that for high-end eco-tourist cabin facilities of \$250 per night and upwards.

There may also be some scope for a limited number of larger or higher quality (e.g. 4 star-rated) cabins on the more desirable sites with views, or along the tree line boundary with Queens Park. These could generate overnight rates of \$200 or more during peak times.

A key constraint to the viability of this option is the highly seasonal nature of caravan park accommodation demand, and that the Queens Park Caravan Park itself is only open on a seasonal basis. A possible option to maintain some activity on the site year-round, is by making a small number of cabins available for longer term leases (on say 6 month, 12 month or 24 month terms) to permanent residents.



Eco-Lodge or Nature Based Accommodation

The Slaughterhouse site has been identified as a potential location for eco-based tourism accommodation. Factors which contribute to the site's suitability for eco-tourist accommodation include:

- Integration of the site with native forest to the west and the coast to the east
- Prominent view lines over the coast
- Proximity to Lorne, yet sense of isolation
- Synergies with other nature-based activities along the Great Ocean Road.

Eco-tourism Australia, the peak national body representing the eco-tourism industry, provides accreditation for eco-tourism operators including accommodation. A list of accredited accommodation providers across Australia is provided in Table 3.1 (see over page).

Although the information in Table 3.1 does not include some eco-tourism accommodation providers who are not members of Eco-tourism Australia, the summary highlights the relative diversity of accommodation types and price points in the eco-tourism market. The analysis also shows that there appears to be a price premium in the market for eco-tourism accommodation options.

A general trend for eco-tourist accommodation apparent from a review of existing accommodation options is that they typically seek sites which are relatively exclusive and remote from urban centres. In this regard, an eco-tourism accommodation development on the Slaughterhouse site would need to maximise the sense of separateness from the balance of Lorne. This may conflict with other objectives of the Masterplan relating to public space and accessibility to the Slaughterhouse site.

In relation to the Slaughterhouse site, there are two potential development options for dedicated eco-tourist style accommodation which can be delivered in a range of accommodation standards (from 3 to 5 stars). These are:

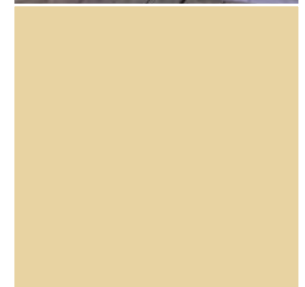
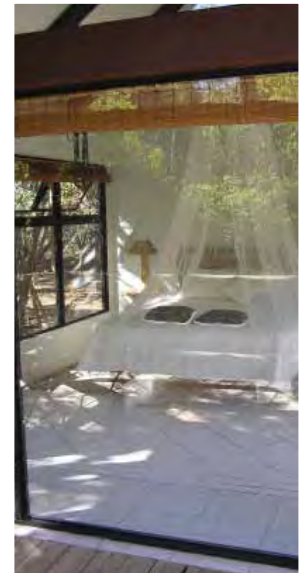
Cabin/Villa style: In the eco-tourism sector, this style of accommodation typically seeks to maximise the exclusivity and distance from adjacent accommodation units, particularly for the 4 and 5 star rated developments. Cabin/Villa style accommodation is primarily suited to the tourists who prefer an independent holiday experience.

Lodge Style: This style of accommodation is more integrated and involves rooms configured around common areas and facilities – similar to bed and breakfast style accommodation although on a larger scale. Facilities can include shared kitchen facilities, fully catered food and bar, recreation areas, conference/business area, day spa etc. Lodge or guesthouse style accommodation suits tourists seeking a more structured holiday, as well as the business and corporate sector.

Both these options for the Slaughterhouse site are constrained by the relatively modest amount of developable land, just 0.8 hectares out of a total site size of 2.1 hectares, and the relatively high cost of development associated with the topography of the site.

There is only physical capacity on the Slaughterhouse site for a small number of cabins (say up to 15), and no more than 25 or so rooms in a lodge or guesthouse style format. This is not considered sufficient capacity to generate commercial viability for a standalone cabin based eco-accommodation facility on the Slaughterhouse site, although a standalone lodge style development may be able to achieve sufficient scale - subject to more detailed feasibility analysis on construction and development costs etc.

A traditional hotel style development is not considered appropriate for the Slaughterhouse site based on the guiding principles of the Masterplan, results of the consultation program and the physical constraints associated with the site.





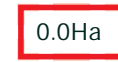
LEGEND



Precinct Boundaries



Extended Area Consideration



0.0Ha Estimated Developable Area

DEVELOPABLE AREA
POINT GREY & SLAUGHTERHOUSE SITE



Mixed Eco-Style Accommodation Option – Combined Sites

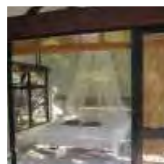
With the limitations associated with developing a standalone eco-tourist accommodation facility on the Slaughterhouse site, there is an excellent opportunity for considering the options for a development scheme across the combined Slaughterhouse/Queens Park Caravan Park sites. As already noted, there are strong synergies between both sites which would overcome many of development constraints present when considering the Slaughterhouse site in isolation. Given community expectations for a relatively low-profile development on both sites, and the need to retain low cost accommodation options in Lorne, the Masterplan should consider a development comprising a range of eco-style accommodation options.

It is apparent from Table 6.2.4.1 (following page) that a popular format for eco-style accommodation is a mix of relatively affordable camping or backpacker facilities, alongside higher-priced luxury options.

The Masterplan should therefore consider an integrated development of eco-tourist accommodation across the combined sites including a mix of types including:

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

A mix of accommodation types as identified above would ensure that affordable accommodation remains on the Queens Park Caravan Park site and that the eco-tourist development is accessible to a broad range of tourist and other visitor markets. On this basis, such a development would be an excellent opportunity to introduce the nature-based tourism policy objectives to as wide a market segment as possible.



As a general rule, the eco-lodge would require a minimum of approximately 20 rooms to achieve the economies of scale required to generate year round patronage and be attractive to the corporate and group-booking market. The lodge could incorporate dining facilities (required for a five star rating), common areas and small scale corporate spaces such as meeting rooms.

A full conference centre is not considered appropriate for the site given site constraints and possible conflicts with other on-site accommodation types. All accommodation styles should be designed to have a sense of distance and separation from each other, with the lodge and cabin-based accommodation located with maximum exposure to ocean and forest views.

The development would be to best-practise environmental standards relevant to each accommodation style. As a pioneer development in the state government's nature-based tourism strategy, the integrity of the eco-tourist brand should be reinforced by design which genuinely meets ecological and nature-based tourism principles, and which of itself generates a market awareness and patronage through the environmental credentials of the facility.

Hotel or Resort Accommodation Option – Combined Sites

A more generic hotel or resort style eco-tourism development across both sites is also possible, and should be considered as an alternative development option.

However, the disadvantages of this option are:

- Potentially more intensive development footprint
- Loss of low cost accommodation options
- Reduced public access (or perception of).

Nonetheless, subject to an appropriate design and development response, an integrated eco-resort style development is likely to be commercially feasible across the Slaughterhouse and Caravan Park sites.

Table 3.1 Eco-tourism Australia Accredited Accommodation 2009

	Accommodation Type	Capacity (units/beds)	Nightly Rates (indicative)	Comments
South Australia				
Adelaide Hills Wilderness Lodge	Teepee and Lodge	28/60	\$40 to \$400	30 minutes from Adelaide CBD. Limited conference facilities.
Baird Bay Eco Lodge	Self Contained Units	2/7	\$65 to \$280	West Coast of Eyre Peninsula. Seal and Dolphin Swim Tours available
Campwild Adventures	Cottage/Farmhouse	na	\$220	Kangaroo Island Tour, staying in an old Stone Cottage or local Farmhouse adjacent the Flinders Chase National Park
Cape Cassini Wildernes Retreat	B&B	3/12	\$285 to \$550	Kangaroo Island location - promotes other nature-based activities in the immediate area
Rawnsley Park Station	Units, Bunkhouse, Caravan,	na/100+	\$11 to \$380	Flinders Ranges, 4WD tours, walking, scenic flights & cycling
Saunders Gorge Sanctuary	Cottages, Nature Lodges, Camping	5/12	\$10 to \$160	75km from Adelaide on 1,364 Ha of private conservation area
Tasmania				
Quamby Pines	Self Contained Units	2/9	\$95 to \$110	Deloraine Tasmania, Farm Stay on 40 acres with bush block and trout fishing
Western Australia				
Forest Rise Eco Retreat	Chalet, Homestead	na	\$310 to \$525	On 240 acres of privately owned land in the Margaret River Region
Karijini Eco Retreat	Luxury Tents, Campsites	137/274+	\$25 to \$243	80km north-east of Tom Price WA in the karijini National Park
Munglinup Beach Park	Cottage, Apartment, Cabins, backpackers, Campsites	na	\$21 to \$132	110 km from Esperence WA
Ningaloo Reef Retreat	Luxury Tents	5/25	\$685	On North West cape 80km from Exmouth in the Cape Range National Park
Peppermint Park Eco Village	Studio, Cabins, Caravan, Campsite	na	\$27 to \$155	Busselton on 8Ha on the coast at Geographe Bay
Yelverton Brook Eco Spa Retreat	Eco Chalets	na	\$260+	Set in 100 acres of conservation sanctuary 270km south of Perth
New South Wales				
Alpine Habitats	Self Contained Units	18/72	\$220 to \$450	18 unit over 40 acres bordering the Kosciusko national Park
Angourie Rainforest Resort	Villas, Apartments	na	\$185 to \$285	On the mouth of the Clarence River one hour north of Coffs Harbour
Banjo's Bushland Retreat	Lodge	3/24	\$440 to \$660	5 Star lodges in 8 ha of Bushland two hours north of Sydney bordering a 400 ha nature reserve
Crystal Creek Meadows	Cottages & B&B	4/12	\$280 to \$340	Rural Spa and Retreat on a 16 acre property
Dargan Springs Mountain Lodge	Lodge	8/16	\$220	Two hours west of Sydney in the Blue Mountains and includes a Day Spa and Wellness Facility
Eaglereach Wilderness Resort	Self Contained Units	33/100+	\$250 to \$400	In the Hunter Region on 1000 acres
Ecopoint Myall Shores Resort	Villas, Cabins, Bunkhouse,	na	na	Surrounded on three side the Blue Mountain national Park 2 hours west of Sydney. 3 Lodges and cabins on 7 Ha of Bushland
Jemby-Rinjah Lodge	Lodges, Cabins	na	\$170 to \$860	
Kanimbla View Clifftop Retreat	Cottages, House	3/22	\$270 to \$750	Near Blackheath in the Blue Mountains
Lane Cove River Tourist Park	Cabins, Campsites	na	\$36 to \$121	10km from Sydney Harbour Bridge
Midginbi Hill Country Resort	Lodge, Bunkhouse, Campsites	2/128	\$10 to \$135	A working Cattle farm of 400 acres with horse riding, recreational fishing and Canoeing
Old Leura Dairy	Lodges, cabins	6/50		4 Star Accommodation in the Blue Mountains, emphasis on recycled material in Lodge Construction
Trial Bay Eco Tourist Park	Cabins & Campsites	23/152	\$15 to \$360	Surf school, Diving Available, One of the Big4 Camping Operators
Victoria				
Amarant Retreat	Suites	5/15	\$270 to \$1,550	Yarra Valley
Otways Tourist Park	Cabins, Caravans, Campsites		\$24 to \$130	Budget holiday park with a mix of accomodation types
Venus Bay Eco Retreat	Cabin	1/5	\$250	Bushland setting near Venus Bay
Phillip Island Eco Retreat and Day Spa	Cabin	2/8	\$155 to \$250	Set on 2.5 acres on western side of Phillip Island
Queensland				
Billabong Sanctuary	Cabins,Backpacker,Camping Sites		\$28 to \$85	Magnetic Island, associated with the Koala Park Wildlife sancturay immediately next door In land from the Gold Coast in the lamington National Park - Highland Rainforest
Binna Burra Mountain Lodge	Lodge, Cottage, Camping		\$25 to \$340	
Broken River Mountain Resort	Lodge, Studio	4/12	\$115 to \$180	
Capricorn Caves	Cabins, Camping	na	\$25 to \$120	85 Acres of land north of Rockhampton, Provide guided caving activities
Carnarvon Gorge Wilderness Lodge	Cabins	30/60	\$155+	In the Carnarvon National Park (298,000 Ha)
Couran Cove Island Resort	S/C Villas	na	\$99 to \$555	On 151 Hectares on Couran Island accessed by Ferry
Daintree Wilderness Lodge	Cabins	7/14	\$220 to \$300	cabins constructed on poles amongst Rainforest, only 7 cabins in total
Destiny Boonah Eco Cottage	S/C Cottage	1/4	\$240	On 200 Acres of farm/Bushland
Fur'n'Feathers Rainforest Tree Houses	Tree Houses	7/30	\$175 to \$235	Set in 100 Acres of Rainforest in the Highlands east of Cairns
Hidden Valley Cabins	Cabins	na	\$199+	100% Solar powered, Australia's first Carbon Neutral Eco Resort
Hinchbrook Island Wilderness Lodge	Lodge, Bungalows	na	\$245 to \$454	located in Australia's largest Island National Park
Northern Territory				
Wayoutback Desert Safaris	Self drive/Camp	na	\$160 to \$250	Guided self-drive Multiple day tours around Uluru and Alice Springs with bush camping

Source: Ecotourism Australia, other published sources, Essential Economics



Coastal Walk

The former tram track running along the eastern edge of the Slaughterhouse site is an excellent opportunity to link the Point Grey and Slaughterhouse sites through a continuation of the coastal walk which currently runs from the main beach of Lorne to the pier. It is recommended that, subject to funding, a grade-separated crossing of the Great Ocean Road is constructed to maximise pedestrian access and permeability. The walk to St Georges River should also be upgraded.

This outcome would enhance the nature-based tourism credentials of the Masterplan, and would generate significant synergies with any eco-tourist accommodation developed on the Slaughterhouse/ Caravan Park site.



Affordable Housing

In view of the high costs of housing in Lorne and the "crowding out" of housing opportunities for permanent residents in Lorne by investors and holiday home buyers, a potential option identified for the Slaughterhouse site in the consultation program was affordable housing.

Although the notion of providing affordable housing options in Lorne for permanent residents has merit, the Slaughterhouse site is not considered a suitable site for such development. This is due to factors including:

- The high cost of residential development due to the steepness of the site and the need for expensive infrastructure works to provide the required access to public utilities
- Conflicts with the Queens Park Caravan Park, immediately adjacent to the site
- Accessibility issues (need for road access etc)
- High land value (some of the best views in Lorne)
- Difficulty in designing a residential housing development that would have low visual and physical impact on Slaughterhouse site.

8.13. The Possible Ways Forward for Slaughterhouse (Scenarios)

The diagram in the following pages summarises the key ways forward (scenarios) 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

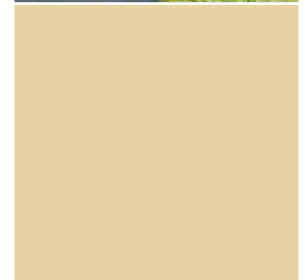
- Success and career driven
- 35-49 years of age
- Recognition and status seekers
- Good family living
- Wealth creators

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 – ‘Leave it alone’ i.e. do nothing

Many members of the Lorne community suggested the best thing to do with the Slaughterhouse Site was to simply ‘leave it alone’ and that there was little reason to consider its management or development in the future.

Positives:

- The site does not become overdeveloped
- There is no loss of public ownership
- Views are preserved
- Remains publicly accessible

Negatives

- Lack of environmental management i.e. growth of weeds
- Development of potential fire hazard
- Potential loss of historical assets due to lack of maintenance
- Potential loss of access to due overgrowth

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

Provides no additional economic benefit to Lorne Township.

Environmental

Does not actively impact on the environment, however there is a need for some environmental management to prevent overgrowth of weeds and fire hazards which would not be supported by this scenario.

Community

Public access would be maintained however may deteriorate without further maintenance and management of the site.

Cultural

The cultural and heritage assets may not be maintained without future management.

Scenario 2 – Revegetate and become a nature reserve

Revegetation and return of the site to its natural state through the removal of exotic plants and planting of indigenous flora.

Positives

- Increased quality of vegetation and biodiversity
- Retain opportunity for immersion in nature that is accessible from the Lorne township

Negatives

- Reduction of access to views
- Potential loss of history due to the commercial nature of the site in the past
- Potential to limit accessibility of the site
- Loss of opportunity for investment, employment etc

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

Provides no additional economic benefit to Lorne Township.

Environmental

Provides environmental benefit through the removal of non-indigenous planting and revegetation of the site providing more natural habitat for flora and fauna.

Community

Public access would be maintained however may be reduced due to revegetation

Cultural

The cultural and heritage assets may not be as easily accessed due to revegetation of the site. The industrial history of the site would not be retained. Some established non-indigenous planting that is valued by the community may be lost.

Scenario 3 – Public Recreation Park

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

Positives

- Quality amenity/public access to Lorne and greater community
- A potential tourism destination for walking trails

Negatives

- Potential for high usage to impact negatively on the vegetation and surrounds
- Experience not dissimilar to many other locations on the Great Ocean Road so may not attract additional visitors

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

Provides little additional economic benefit to Lorne Township.

Environmental

High levels of use may impact on the natural environment.

Community

Public access would be maintained and an additional public amenity provided for the Lorne township.

Cultural

The cultural and heritage assets would be maintained and easily accessed.

Scenario 4 – Nature based, eco-tourism experience

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 Pier and Slaughterhouse.

Positives

- Unique in the region (if not Victoria, Australia or internationally)
- To develop a world class boutique nature based eco-tourism product
- High brand destination value – wow factor
- International focus that could support the seasonal viability of the township
- Connect to Point Grey experience
- Can retain public access to the site
- Could showcase historic and cultural assets
- Provides environmental and cultural education opportunities

Negatives

- Potential impact on natural surrounds if not considered carefully
- Need to differentiate from existing Lorne accommodation product offer/experience
- Could result in a feeling the site is less publicly accessible/usable

Target markets

This scenario appeals to the existing users of the site and also attracts new markets

- Permanent residents
- Semi-permanent residents (holiday home owners)
- Young professionals/weekend visitors
- Sea changers
- Socially Aware
- Visible Achievement
- Traditional Family Life
- Young Optimism





Benefits

Economic

Provides opportunity to create a destination that could support the seasonal viability of the Lorne township and support coastal management practices.

Environmental

Relies on the protection of the natural environment to be a feasible Nature-based tourism experience.

Community

Maintaining public access and providing community amenities as part of the package is ideal.

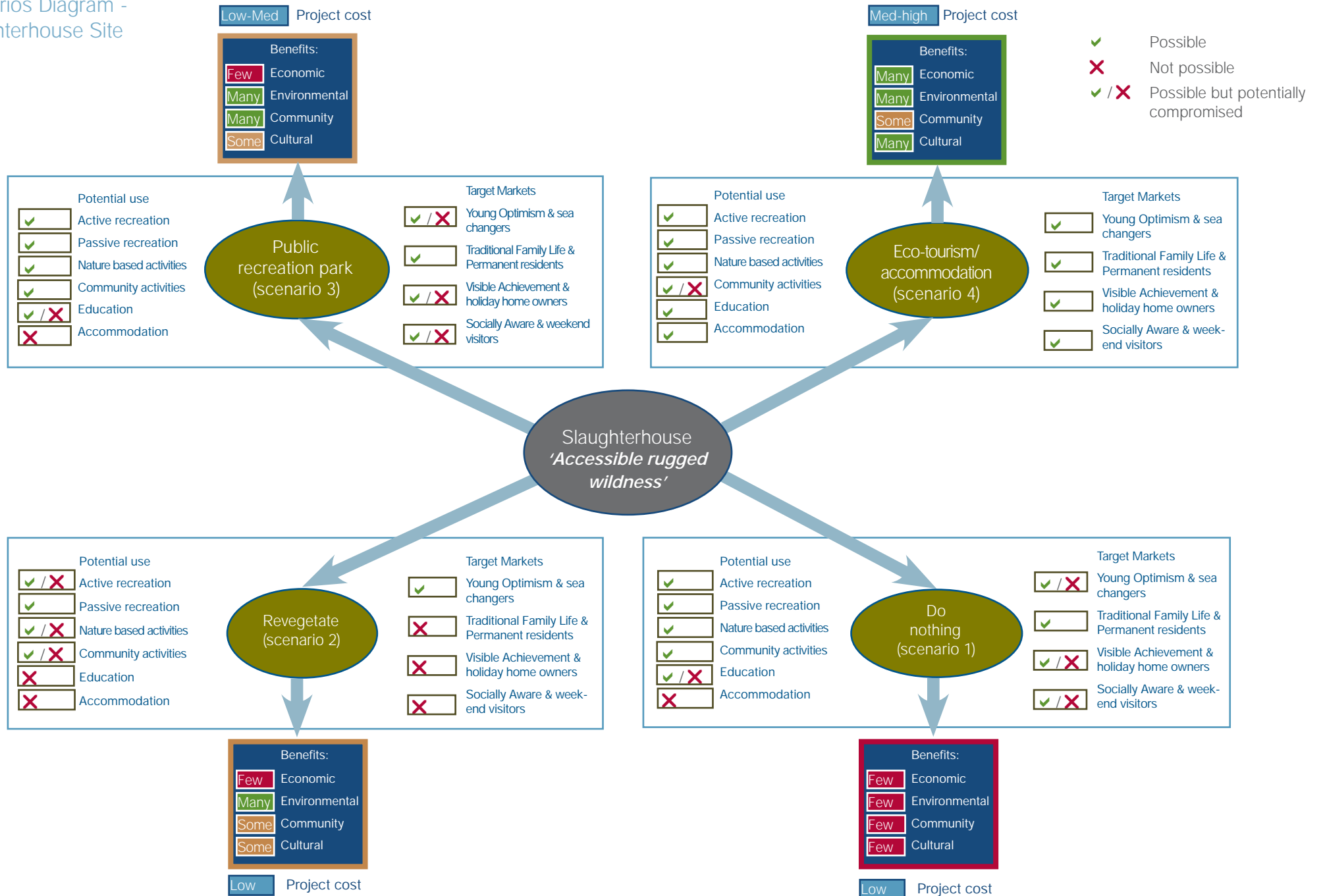
Cultural

Public access for environmental cultural education is still possible.

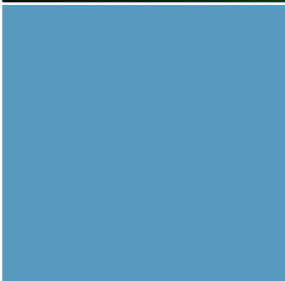
Affordable housing

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.

Scenarios Diagram - Slaughterhouse Site







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

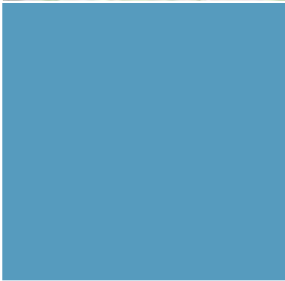
Point Grey

- 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.

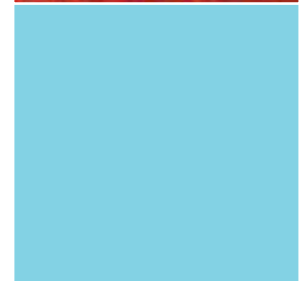


Mixed Eco-Style Accommodation

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.





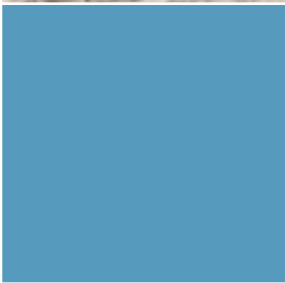
Eco-Style Hotel or Resort

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

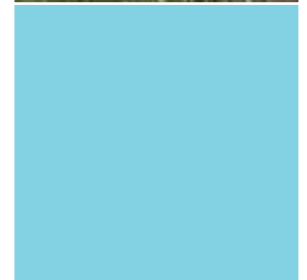
- Provide opportunities to involve the community in environmental initiatives such as revegetation of sections of the site will provide the opportunity to learn more about the local environment but also contribute to its protection.

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.