



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY



Energy,
Environment
and Climate Action



POINT GREY REDEVELOPMENT

ENGAGEMENT REPORT

Acknowledgement of Country

We acknowledge and respect the separate and distinct Eastern Maar and Wadawurrung Peoples as the Traditional Owners of the Great Ocean Road's land, waters, seas and skies and acknowledge their cultural knowledge that has led to sustainable practices and has cared for Country over tens of thousands of years.

We honour Elders past and present and express gratitude for their sharing of wisdom that has ensured the continuation of Culture and Traditional practices.

We are committed to genuinely partner and meaningfully build relationships that reflect self-determination and enable us to work together with Traditional Owners and Aboriginal communities to support the protection of Country, the maintenance of spiritual and cultural practices, and together deliver on their broader aspirations in the 21st century and beyond.



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PROJECT BACKGROUND

We have taken on delivery of three highly anticipated Geelong City Deal funded projects along the Great Ocean Road. This includes the Point Grey Redevelopment in Lorne.

The Point Grey Redevelopment is one of our highest priorities and we are keenly aware of the strong community support to see this project succeed.

The Point Grey precinct sits along the Great Ocean Road at the southern entry to Lorne. It includes the Lorne Pier, Lorne Aquatic and Angling Club (LAAC), Lorne Pier Seafood Restaurant, and the former Lorne Fishing Cooperative.

The redevelopment will provide new and improved facilities onsite including:

- A new Lorne Aquatic and Angling Club building
- space for casual hospitality offerings, including options for coffee, takeaway and al fresco seating
- Improved public realm spaces
- Improved connectivity; and
- Recognition of cultural heritage.

This project is being delivered as part of the \$500 million Geelong City Deal, which is a collaborative partnership to transform Geelong and the Great Ocean Road involving the Australian Government, Victorian Government, local councils, the Authority and key partners.

The Geelong City Deal is providing \$10.14 million, the Great Ocean Road Coast and Parks Authority (the Authority) is contributing \$2m and the LAAC is providing \$450,000, bringing the total project budget to \$12.59m.

We acknowledge and respect the Eastern Maar as Rights Holders of the area the Point Grey Redevelopment project is being delivered on and acknowledge their cultural knowledge that has led to sustainable practices and cared for Country over tens and thousands of years.

COMMUNITY ENGAGEMENT

After taking on the delivery of the Point Grey Redevelopment in July 2023 it was important to ensure community input was sought prior to any project advancement.

The Point Grey Community Reference Group was formed in late 2023, with its first meeting in December 2023. Members, with an expanded remit to take a precinct-wide view, have been tasked to provide input into the revised redevelopment proposal, and draft documents at key stages of the project. Alongside the formation of the Community Reference Group, we were committed to securing -a broader understanding of local and visitor values for the site.

The Community Values Survey was designed to reaffirm what local community members and visitors have expressed about the Point Grey precinct over many years and to understand any changes in community sentiment.

To ensure maximum reach, we published information on our website (69 page views), LinkedIn (673 impressions) and Facebook (4,000 users reached).

The Point Grey Redevelopment Have Your Say page had a record 2,226 visitors throughout the survey period.

The Authority's project team set up listening posts at both the Point Grey Pier on Sunday 17 March (meeting with 126 community members) and at the Lorne Foreshore Easter Market on Saturday 30 March (meeting with 100 community members). The purpose was to chat to locals and visitors alike about the Point Grey Redevelopment project, answer any project questions, and encourage people to submit their responses to the Community Values Survey.

General discussions during the listening posts found the following areas of interest / importance:

- Retain open views to the point
- Preservation of pier, LAAC, and recreation areas
- Improved toilet facilities
- Maintaining current site character, authenticity, history, and modesty
- Walking tracks and paths
- Refreshing the area / tidy up

COMMUNITY VALUES SURVEY

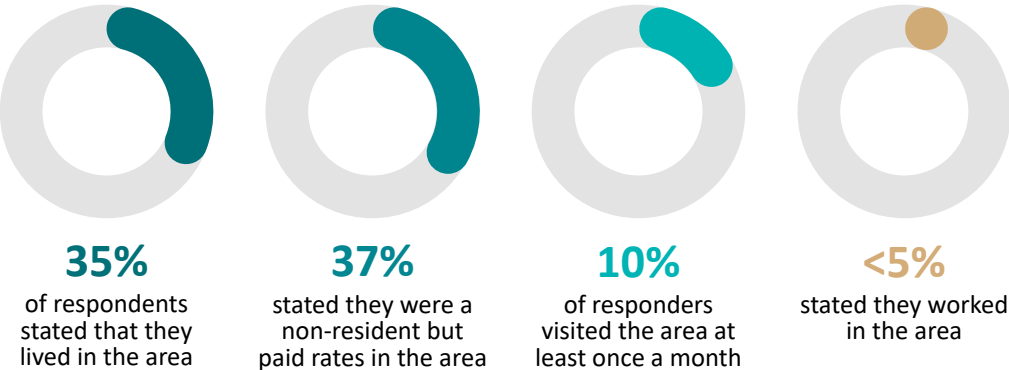
Securing community confirmation of local and visitor values for the precinct, to help shape the revised Point Grey Redevelopment proposal.

Both an online and paper-based survey was made available to the public from Friday 8 March to Friday 5 April.

Social media, local papers, corporate and community engagement websites, emails to key stakeholder groups, the provision of surveys to all campers at the Lorne Foreshore Caravan Park, and on-site listening posts were all utilised to ensure we captured as many responses as possible.

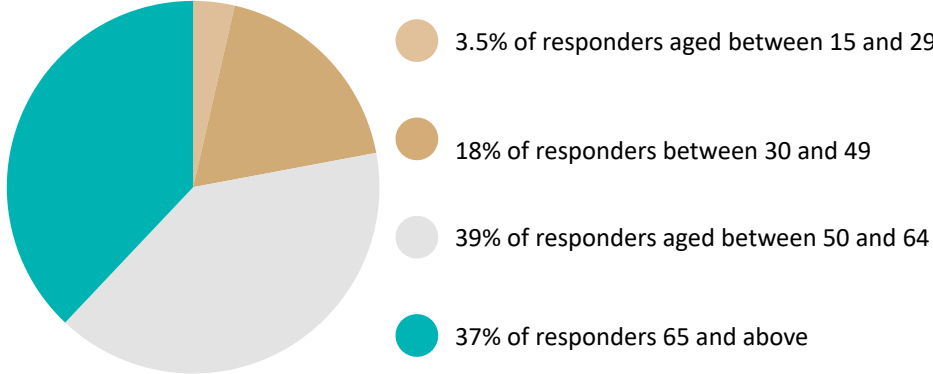
There was significant interest in the Community Values Survey, with 1,141 individuals submitting their responses.

The local community were strongly represented with:



436 responders provided 3232 as their post code which included both resident - homeowners and non-resident - holiday homeowners.

Majority of responders were aged between 50 and 64, with:



A summary of survey responses is outlined within.

The survey was broken into three sections, asking for community feedback on:

- The precinct
- The buildings
- Use and access of the precinct.



PRECINCT VALUES & CHARACTER

Point Grey has long been a place to gather, fish, eat, recreate, and enjoy the stunning views. We know Point Grey is a place of great significance for the local community and visitors alike. The following questions sought to confirm community values of the precinct.

Most respondents (80%) believe the views and vistas from the public open space areas of the precinct (not from buildings or venues) are one of the most important aspects of the precinct.

Responses were divided on whether the prime locations within the precinct, in terms of wind protection and views, should be used for public open space (49% agreement, 24% neutral, 26% disagreement).

A majority (71.9%) believe a strong 'sense of place' is felt at the Point Grey precinct.

The majority agree or strongly agree (72%) that maintaining green open space is essential to preserving the character of Point Grey.

There was general agreement (68%) that public and shared community spaces and furniture, such as seating, shade, toilets, barbeques, and lighting, are an extremely important site value that must be included in the precinct's redevelopment.

When asked about the history of the site:



As a commercial and recreational fishing hub, 86% of responders believe that this history gives Point Grey a strong and unique character that must be preserved.



High consensus (86%) that it is important that Point Grey's fishing history is represented within the precinct.



Just over half (51.59%) agree that Point Grey's logging history is important and should be represented within the precinct.

More than three-quarters (78.15%) of respondents strongly agree that the current look and feel of the precinct's buildings, as well as their maritime location, gives Point Grey a strong and unique character that must be preserved.



A strong sense of place was highlighted throughout the survey responses. Maintaining the character of the site is important, with emphasis on Point Grey as a community gathering space and support for unique, historically inspired or maintained building design.

Many responders shared a similar sentiment about the LAAC, in that it has developed into a very important part of the Point Grey precinct, serving as a **“recreational and social hub for many locals and regular visitors to the area”**. The LAAC was referred to as a **“pillar of the community”**, with a clear consensus that any relocation or major changes to the LAAC would lead to a **“disconnection with Lorne”**.

One responder provided a well-rounded summation of community sentiment, stating **“Point Grey is a special site. It still has the feeling of old Lorne. One of the few places left that does so. Keeping developments to a minimum would keep the old character feeling of this historic location”**.

There was general nostalgia relating to enjoyment of the previous restaurant / fish and chip premises, with strong feedback to not over-develop the site.

Overall, Point Grey is regarded as a **“high social value area”**.

Many respondents believe that the current buildings, especially the toilet block, are an **“eyesore”** and that **“some special landscaping would be lovely with minimal buildings”**. There was a widely held belief that redevelopment to the minimum extent necessary to maintain current uses is all that is required.

The majority of respondents believe that buildings should be retained and/or refurbished/renovated where possible/feasible, with historical items such as the **“trolley tracks”** preserved.

Most respondents believe that **“preserving essence is important”**, while some also welcome progress at the same time.

Below are some extracted comments relating to the precinct's values and character.

“We love it just how it is – If you change it you will destroy the charm.”

“Open feel, small footprint, and low height buildings are important.”

“Areas of historical and cultural significance must be maintained and not overdeveloped. The current areas must be maintained and not become homogenized development. The area must retain the character of old Lorne. We do not want it to become a Gold Coast, this is extremely important.”





BUILDINGS

The current buildings at the precinct include a public toilet block, the LAAC and the former Lorne Fishing Cooperative. The Point Grey Redevelopment must include a new LAAC building, provision for 'casual dining' offering, and public bathrooms.

A majority of responders (80%) strongly agree that two separate buildings for the LAAC clubhouse and the new food and drinks premises is preferred. This included surprise and frustration that the question was posed.

Rationale behind these responses included:

“The LAAC caters for the local community and its associated activities. Therefore, location should be preserved.”

“Climatic protection for the open space from easterly and westerly winds.”

“Maintain location of buildings for view and protection from southwest winds.”

“Must maintain the character of the two buildings.”

“Practical purposes.”

Less than one per cent of respondents stated that one building would be preferred.

The majority cited history, heritage, community, and character as determining factors in preferring two buildings.

More than three-quarters (77.43%) of responders strongly disagree with the statement that the LAAC clubhouse would be better placed adjacent to the boat ramp.

Rationale behind these responses included:

Wind exposure. Weather would minimize use of LAAC outdoor seating and enjoyment.

LAAC is a social club - to relocated next to the boat ramp would decrease amenity and remove current views of Loutit Bay.

Moving the LAAC would lead to a loss of connection and “feel”.

The current position of the LAAC is ideal due to “carparking and easier access”.

Boat ramp is for public use – “works where it is”.

Minority of responders (less than 2%) were impartial or believed it was best to leave this decision to design process.

Less than 1% stated the LAAC should be moved.

When asked about the character of Point Grey and how the buildings influence that:



88%

of responders agree that they should respect the natural surroundings and be modest in scale, with low building heights



80%

agree or strongly agree that the ability to socialise, recreate, eat and drink in proximity to the water is a special part of visiting the Point Grey precinct



60%

agree or strongly agree that building materials from the Fishermen's Coop should be incorporated into new buildings and precinct features, where feasible



64%

believe the precinct is an important tourist attraction locally and regionally, and regard to how tourists use the site must be considered in the redevelopment

When asked to make any further comments, the general sentiment about the buildings was to **“keep it simple”**, ensure **“good design”**, and **“reflect the current modest style”**. This should be done by ensuring **“low impact, low height, minimal development, and keeping with the community vibe”**.

There was a consensus that practicality and aesthetics should form part of the criteria, with a desire to see materials from present buildings preserved in some way. Many responders echoed the statement **“they (present building materials) add to the charm and history of the site... It would a great shame to lose any of that type of character”**.

It was important to many of those surveyed that the proposals **“try and maintain current seaside qualities”** as **“heritage and character are very important”**.

There were numerous comments sharing the view **“that the old Co-op Building is ugly and need not (should not) be retained”**. However, many would like to see a proposal that **“preserves the fishing-based design of the building”** as it **“is part of respecting the history”**.

Both the Coop building and the LAAC building were seen as important socio-cultural sites, with a strong call to ensure their character, “feel”, and history is maintained.

A large majority requested that the LAAC should stay in its exact location and many would prefer to retain its current understated and modest appeal.

There were some responders who shared the sentiment that **“If it ain't broke don't fix it”** or just **“leave it alone”**, while others argued for maintaining the current footprint and respecting the maritime charm of the precinct. This is well surmised by the following comment: **“The buildings should reflect the long history (Coop) and the more recent history (LAAC) of Point Grey. There is no need for two entirely new buildings as was proposed in the Beacon Project. Use the existing footprint and fabric of buildings where possible.”**



When looking at new proposals, the following points were cited as being important:

- Functionality
- Environmentally friendly
- Modest, low-rise
- Incorporation of current building materials where possible
- Keeping in character with the maritime history of the precinct
- Overwhelming preference for two buildings.

USE & ACCESSIBILITY

The precinct has a finite carrying capacity with competing uses. These questions aim to prioritise these uses and functions.

76% of responders believe that safe and logical pedestrian access into and throughout the precinct is a priority.

The majority (72%) of responders agree or strongly agree that universal accessibility within the precinct, including its buildings, is important.

When responding to the statement providing public open space for use by all should be a primary purpose of the precinct, responses were mixed - with the consensus being somewhat agreeable.

The idea that a functional boating facility should be a primary purpose of the precinct provided a mixed response, with the average being somewhat agreeable.

In relation to the hard stand areas (concrete/asphalt areas), responders were neutral as to whether boat maneuverability should be prioritised over car park number and pedestrian accessways.

A resounding 90% of respondents either agree or strongly agree that the annual Pier to Pub swim event is a highly valued, socially significant event. Being able to use Point Grey for the event's start is regarded as an essential component of its significance to the community.

The Lorne Pier is seen as a prized community asset by 93% of responders, not only as a tourist attraction but also by locals for social recreation and as a meeting place throughout the entire year.

Comments relating to use and access were varied, relating to both content and opinion. This is reflected by the comment that the project will need to "acknowledge all current stakeholders and "needs to be able to cater for all these groups. Locals, tourists, pier access, fishing, daily walk location, photo spot, angling club, grab a coffee, daily swim take off point, pier to pub annual swim just to name a few".

Other responses highlighted the idea that "there can and should be multiple uses for the precinct". With one respondent stating "walking, swimming, pier fishing, boat fishing, food and beverage services, and other pursuits can all be catered for within the space".

The pier was highlighted as an important part of "Lorne's historic character" with access to the pier being a priority for many individuals.

The following responses reflect this:

"We swim the pier to Pub each year. It is an iconic event and the location and connection to the pier and the anglers must be preserved."

"Many thousands of people over many years have fished from the pier and had great enjoyment from this pastime. I watched a six-year-old boy catch his first fish. His excitement and joy were contagious and a pleasure to see by all near him at the end of the pier."

"The design of Point Grey should facilitate access to the pier for both locals and tourists and consider that fishers and tourists and most locals will drive to the precinct."

There was a distinction between local use and tourist use. Some respondents believed that “Lorne residents [should] have the final say” and that “given locals are the main users of the precinct their views should be prioritised.” However, this sentiment was balanced by the idea that Point Grey should be “accessible and affordable for ALL” and the designs should “keep it public, not local private”.

Responses showed strong support for the existing layout, with many stating that they “love it just the way it is” and that the current layout works.

Areas of appreciation can be observed through the following comments:

The site is a “cultural and social space of high importance for locals and visitors of Lorne and the fishing and boating community.”

“People use this [site] all the time. Locals, tourists etc. They will continue to do this. All you can do is improve their facilities while not destroying anything. And honor the original users of the land!”

“I use the facilities to launch my boat and park my car while I am fishing. I value the current layout of the precinct and feel that a large new development is not needed.”

Again, there was some divide between encouraging further boating activity within the precinct. Some respondents felt that “we need a boat ramp” and that “boat access should be easy, especially for local and recreational fishermen who use this area all year round. This also provides interest and colour to the area.”. While others thought “the community approach to boating is about right. We don’t want to lose the area to a massive boat ramp nor park land”.

Responders were particularly invested in the conversation around vehicle access / parking, as reflected by the comments below:

“I’m sure increased provision of nearby car parking would be appreciated by visitors, especially those with disability.”

“I use the facilities to launch my boat and park my car while I am fishing. I value the current layout of the precinct and feel that a large new development is not needed.”

“Need to consider how fishermen can move their boats through the area safely.”

“Safe access to the ramp/channel and LAAC wash down area, without having to try and perform U-turns on the GOR, for the commercial and recreational fishing boats that use this area is important and a big safety factor.”

There were limited and mixed comments relating to the prioritisation of green space and recreation. However, the preservation of “*ocean and pier views*” were cited many times as being very important. It was a clear community sentiment that “*Shelly Beach is precious undeveloped green space and needs to stay that way*”.

When commenting on food and beverage offerings many respondents stated they enjoyed having a restaurant on the pier and that “*The retention of LAAC on its current site and a restaurant on the site where the previous Pier Restaurant was situated would be a perfect outcome.*”

However, many comments provided new community insights such as preferring any new cafe / restaurant “*not be too fancy*” with a “*decent outdoor area for dining*” and the idea that “*much of the area should be open to the public*”. With other sentiments aligning with the preference “*to see significantly enhanced facilities for self-catered picnics and BBQs rather than any increased capacity of expensive dining options or member-only facilities*”.



There was a general divide between the belief there should be a “seafood restaurant” and “the precinct ought to be able to be enjoyed for socialising frequently and inexpensively by all”.

Many comments echoed the importance of accessibility, pedestrian movements within the site, and connecting the precinct to the township as evidenced by the extracted comments:

“Our family run walk everyday and keep going around Point Grey to the George, or run/walk the Allenvale track back to the George and back through Point Grey and round to North Lorne. The ease of access to do these activities is paramount. The path around must remain unencumbered to allow pier to pub swimmers ease of access and the fishermen must have ease of access next to the anglers’ club.”

I love the current location, footprint, character, and charm. It is also easy access for our daughter who has a disability.

IN CONCLUSION

The overwhelming consensus was that ***“Point Grey is such an important part of Lorne’s character”***. Respondents were worried that the project may ruin the precinct’s ***“modest, historic atmosphere and appearance by building a new unsympathetic ‘landmark’ development”***.

It was stated multiple times that large structures would not be supported, and it is especially important to maintain the fishing history of the site. A simplistic, minimalistic design, in line with the maritime vibe, would be generally supported as ***“Lorne already has significant development on the water’s edge where people can gather, eat, drink, sleep and socialise”***. ***“Point Grey provides a contrast that has constant activity and significance in a historical low-keyed environment”***. The community ask for the project to ***“please respect that keeping it intact with minimal development is the better choice moving forward, as it adds contrast and peace to the developed Lorne Central”***.

Many community responders feel a ***“strong ‘ownership’ of the precinct”*** and believe that ***“this should be respected and valued”***. While inclusivity and accessibility for all were also stated to be important.

There was a high number of requests to ***“keep the LAAC clubhouse in the same position”*** and ***“retain two buildings on the site”***. With a general sentiment for the toilet blocks, parking, and bin area ***“to be thought out and placed not in prominent places or take over the area”***.

Views out to the ocean and the pier were highly valued and the majority of respondents were exceptionally proud of Point Grey’s heritage and character.

It became clear that ***“extreme caution needs to be taken”*** as many responders are fearful of ***“destroying what is an iconic, historic site which is intrinsically characteristic of what generations have enjoyed about Lorne”***.

It was strongly noted that ***“Point Grey’s unique feel, with the pier, the historic old fish co-op and the angling club adds character and a sense of history to Lorne”***.

THANK YOU AND NEXT STEPS...

We thank all survey participants for taking the time to reaffirm community values and sentiment.

Next steps will involve the Community Reference Group and key stakeholders, who will continue to participate in project workshops to learn more about the site's opportunities and constraints. This work will help to inform an updated draft proposal for Point Grey, with the subsequent draft being made available for broader community feedback.

This work will involve a thorough analysis of critical factors such as assessing carrying capacity, environmental values, public safety, local coastal adaptation planning processes, and compliance with relevant legislation and policies.

GET IN TOUCH

If you have further questions about the project, please visit the [Have Your Say](#) webpage.

The project team can be contacted at: haveyoursay@GreatOceanRoadAuthority.vic.gov.au.

