



**Pt Grey Urban Design Framework.
Submission from Friends of Lorne 24 June 2025**

Friends of Lorne is a planning and environment conservation organisation. It was founded in 1966. We are dedicated to conserving the natural fauna and flora of Lorne whilst ensuring that there are services and activities suited to the needs of permanent residents, holidaying residents, campers and tourists.

Thank you for the opportunity to comment on the Urban Design Framework (UDF) which will govern the next steps in the Pt Grey planning process. We acknowledge also the group meeting held with our organisation on Wednesday 4 June where questions, concerns and contributions from our members were gathered up and addressed to the extent possible.

The purpose of this submission is to document our understanding, to record Friends of Lorne views/previous actions, to draw your attention to any missing material and to points not recorded in your own notes of the meeting of 4 June 2025. Below we refer to the full 42 page document, not the short guide.

1. [Additional Source documents to inform the planning process \(page 5\)](#)

There are several key additional documents which we believe should inform your work. Links are supplied, where possible.

- [Lorne Former Fishing Co-Operative Building. Adaptive Reuse Feasibility Report](#), RBA Architects and Conservation Consultants, St Kilda. August 2023. In correspondence with GORCAPA (9 October 2023) we were informed that the report would inform the next stages of your work. But it does not seem to have been used.
- *A Short History of the Fishing Industry in Lorne*. Sandra McComb. Published by the Lorne Historical Society (2021)
- [Application to Heritage Victoria \(HV\) for Nomination of the Lorne Fishing Co-op Building](#). Friends of Lorne and Lorne Historical Society. 9 April 2021. The application tabulates the significance of the Fishing Co-op Building relative to HV criteria, including details of the advice of an Expert Heritage Panel commissioned by the Surf Coast Shire which recommended a heritage overlay. The application was not successful for state level listing, but the building was considered to carry local level significance.

2 Telling of Fishing History

Friends of Lorne have been part of the group fighting to retain the co-op building since the original petition to the Victorian parliament by former Friends of Lorne President Lawrie Baker and our consequent involvement in helping his successful case at VCAT. The petition was signed by 1575 people. Nothing tells the history of the co-op building better than retaining the architecture of the 1949 building and letting a new generation be part of it. The UDF acknowledges that 75% of survey respondents think the site's strong and unique character resides in the look and feel of the existing buildings. (p11)

Not only does the building matter dearly to Lorne, we believe its retention is a tourism asset. Internationally, there is a growing trend towards cultural tourism. For example, a study in four coastal villages in North Carolina shows that one-way visitors express their values is by what photographs they take. The researchers examined the photographs visitors upload on social media¹. Second to photos of nature came photos of commercial fishing industry heritage - that is old boats, fishing industry buildings, and traditional fishing gear.

We note, however, that GORCAPA has concluded (based on two structural reports) that the cost of saving the building might exceed that building new.² We note GORCAPA's commitment to "respectful demolition and maximum material recovery." You also note that it is not until a full inspection has been carried out (pulling out and looking behind panels etc) that an accurate assessment can be made. None of the technicians have been able to do that yet.²

QUESTIONS: The two reports were independent. Do you mean that the consultants were unaware of each other's results? Will GORCAPA commit to reserving your final decision until you take into account the report by RBA Architects and Conservation Consultants? Also, can we receive a report-back once an in-depth inspection has finally been made?

We note a commitment to the site's post-European heritage and maritime history (p35). We understand that our suggestion to use of interpretive designer is being taken up.

3 The old crane

Our previous submissions to GORCAPA have asked for the return of parts of the old crane as sculpture. GORCAPA staff inspected the crane parts where they are currently stored as part of the co-design process. But we were disappointed to see no mention of this in the UDF. Separate funds would likely be needed to support the crane restoration. Our understanding is that community support in Lorne is sufficient to fund this as a community project. QUESTION: Can GORCAPA keep the crane in the forward plans?

¹ Kahkzad S. Promoting coastal communities through cultural tourism: the case of fishing communities in Brunswick County, North Carolina. *Journal of Heritage Tourism* 2017
<https://doi.org/10.1080/1743873X.2017.1391272>

² Response to Graham Brawn 3 June 2025. Letter from Christine Ferguson, Interim CEO, GORCAPA.

4 The size of the LAAC relative to the old/adapted/reimagined fishing co-op building (p31)

The LAAC is to be bigger. The reason for this could be added to the FAQs.

5 Coaches/large busses (p36)

We are pleased to see that the site is considered too awkward for large busses. The informality and easy flow of the site without large busses is something we currently value.

6 Boat washing

Pt Grey is an active maritime precinct. We note the absence of the boat wash in the UDF. It's not for Friends of Lorne to say what is the best location for the boat wash. That is a matter for the boat owners and users. But we can say that the ambience and feel of Pt Grey currently rests on the prominence of fishing and how the non-fishing public are drawn into all aspects of it. So, we regret the loss of any aspect of that which currently connects people to the fishing, up close and personal (especially to visitors and kids), such as the spectacle of the catch being unloaded and the casual conversations with strangers while hosing down a boat. While Lorne has lost its professional fishing fleet, we remain proud that amateur fishing is centre stage at Pt Grey and ask that new plans continue to enable this prominence in the designs.

Penny Hawe
President