

# Point Grey - Lorne Redevelopment

COMMUNICATIONS AND ENGAGEMENT REPORT

JUNE 2022



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# Communications and Engagement Report



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COAST & PARKS AUTHORITY

## POINT GREY – LORNE REDEVELOPMENT

### INTRODUCTION AND PROJECT BACKGROUND

From 14 February – 11 March 2022, the Great Ocean Road Coast and Parks Authority (the Authority), in partnership with the Point Grey – Lorne Redevelopment project's Community Co-design Group (CCDG), gathered community feedback on a revised concept design for the Lorne Fishing Cooperative building.

#### Short history

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.

In 2012, the Great Ocean Road Coast Committee (GORCC), with project partners Surf Coast Shire Council (SCS), Regional Development Victoria (RDV), and the Department of Environment, Land, Water and Planning (DELWP), commenced a planning process to identify a suitable and achievable option for the future use and development of the iconic Point Grey precinct.

In consultation with the community and key stakeholders, the Point Grey Precinct Master Plan was completed in 2015.

In September 2017, to progress the master plan concepts into detailed design, an Architectural Design Expression of Interest (EOI) commenced and was awarded. Community consultation was undertaken from March - August 2018 to test elements of the winning design. Overall, the feedback was supportive of the design for the redevelopment and informed detailed design and planning submissions.

GORCC applied for a planning permit in 2018, and after several amendments, this was issued in July 2020.

An objector appeal was submitted in August 2020, with a Victorian Civil and Administrative Tribunal hearing conducted in April 2021. VCAT denied a permit in March 2022.

The Authority assumed management of the project on its commencement date of 1 December 2020. In response to community concerns raised in 2020/21 regarding the design of the Lorne Fishing Cooperative building, the Authority initiated public meetings with community members and created a Community Co-design Group (CCDG) as part of the project. The purpose of the CCDG was to lead a refresh of the Lorne Fishing Cooperative building (the Co-op) design.

#### Community Co-design Group

The CCDG was comprised of a broad cross-section of the Lorne community, including representatives from the Committee for Lorne, Lorne Angling and Aquatic Club, Lorne Historical Society, Friends of Lorne, the Lorne Business and Tourism Association, and individual community members. Four local

architects are also members of the group and have worked closely with the new project architects for the Co-op building to further inform the development and design of the revised concept.

Building on community engagement to date, the CCDG helped inform and refine the revised concept design for the Lorne Fishing Cooperative building to ensure the community's aspirations were reflected in the development. The group worked within several parameters, including budget, time, site limitations, planning and statutory consents and grant funding requirements. The group also had input to the development of the engagement process and survey questions.

### **Community engagement: 14 February – 11 March 2022**

Feedback was sought on the revised concept design for the Co-op building through multiple channels, including two community consultation sessions, an online survey, and significant digital and media promotion.

In summary, the results highlight the following:

- Strong support for the revised concept design for the Co-op building
  - 73% of respondents either liked or loved the revised concept design
- Strong support for the design principles used to develop the revised concept design
  - 86% of respondents agreed with the design principles
- Strong support for materials used in the revised concept design
  - 79% of respondents either like or love what was presented
- Retention of the original Co-op building and / or reuse of the Co-op's materials
  - Strong support within comments for the building to retain as much of the original building as possible
  - Strong support for reusing building materials as much as possible
- Public toilets in the Co-op building
  - There was little support for the toilets to be located as per the revised concept design, with support for toilets to be relocated to the southern end of the building or removed altogether
- Views to the east and south
  - Comments stressed the importance of retaining the views. Some comments indicated that the building was too close to the coastal verge and shut off the views to the east and the south
- Continual pedestrian access / retain Shelly Beach access
  - There was strong support for continual pedestrian access past the front of the restaurant to the headland and Shelley Beach. Comments suggested the restaurant is too close to the edge, closing off the space behind and cutting off access and views behind.

- The crane
  - Many comments received on the crane throughout the survey responses with strong support for the crane to be reinstated within the new development
- Car parking
  - Survey respondents supported low impact car parking (visually and materially), away from Shelley Beach to preserve a natural look and feel. Strong community support for more spaces closer to the Co-op building, and more consideration for trailer and tractor parking.
- Existing public toilet near Shelly Beach
  - Eight comments were received on this theme, with strong support for the existing toilet block to be upgraded and refurbished
- Indigenous and European histories
  - 11 comments were received on this theme, with strong support for the histories of the site to be reflected in design and throughout the site.

## HOW WE ENGAGED

An online project profile for engagement was created, accompanied by an online survey to gather feedback. Project information was provided on the Authority's website including concept drawings ([click here](#) to view designs), video presentations by the architects of the revised Fishing Cooperative design ([click here](#) to view) and a video presentation of the community co-design process ([click here](#) to view).

In addition, two online webinars were offered with the project team.

Consultation was broadly promoted through the following channels:

- Website
- Media release
- Social media
- Posters at key locations in Lorne
- Surf Coast Times article
- Lorne Independent article

A total of 19,425 people were reached via online channels (see breakdown in table below). The survey received 58 responses. The first webinar held on Monday 28 February 2022 welcomed 50 participants and the second webinar on Saturday 5 March 2022 welcomed 15 participants.

Activity	Publish date	Channel	Reach / impressions (unique)
Video - Message from CCDG Co-Chairs	9/2/2022	Authority Vimeo	2,020
Post - Community engagement open	14/2/2022	Authority LinkedIn	459
Post - Community engagement open	14/2/2022	Authority Facebook	4,578
Post - Webinar #1 reminder (boosted)	24/2/2022	Authority Facebook	8,413
Post - Webinar #1 reminder	24/2/2022	Authority LinkedIn	322
Post - Webinar #1 reminder	28/2/2022	Authority Facebook	448
Post - Reminder #2	3/3/2022	Authority Facebook	232
Post - Reminder #2	3/3/2022	Authority LinkedIn	244
Video - Architect revised concept plan	2/14/2022	Authority Vimeo	2,149
Video - Community Webinar #1	7/3/2022	Authority Vimeo	41
Video - Community Webinar #2	10/3/2022	Authority Vimeo	22
Post - Final reminder survey closing	10/3/2022	Authority Facebook	336
Post - Final reminder survey closing	10/3/2022	Authority LinkedIn	161
<b>Total</b>			<b>19,425</b>

## ENGAGEMENT SUMMARY

Approach and description	Engagement level	Tools and techniques
<b>General communications</b>  Communications released through the Authority's website, media release, social media and regular updates in the Lorne Independent by CCDG Co-chair to increase project awareness.	Inform - Consult	<ul style="list-style-type: none"> <li>• Website</li> <li>• Media release</li> <li>• Newspaper article</li> <li>• Social media</li> </ul>

Approach and description	Engagement level	Tools and techniques
<b>CCDG Stakeholder engagement</b>  The CCDG met three times in the lead up to the engagement. The final concept design was a collaborative effort between the appointed architects and four local architects. The CCDG had significant input into what was presented and what the survey sought feedback on.	Consult - Inform	<ul style="list-style-type: none"> <li>• Stakeholder meetings</li> <li>• Emails</li> <li>• Website</li> <li>• Media release</li> <li>• Newspaper article</li> </ul>
<b>Community engagement</b>  A variety of techniques were used to capture feedback from the community on the revised Concept Design.	Inform - Involve	<ul style="list-style-type: none"> <li>• Website</li> <li>• Video presentations</li> <li>• Webinars</li> <li>• Online survey</li> <li>• Fact sheets</li> <li>• Social media</li> <li>• Media release</li> <li>• Newspaper articles</li> </ul>

## WHAT WE HEARD

### Community consultation sessions

A total of 65 people attended two online webinars:

- Monday 28 February, 5 - 6pm - 50 participants attended
- Saturday 5 March, 2 – 3pm - 15 participants attended

Feedback received during the sessions focused on two main areas:

### The revised Co-op design

- Will the committee look at other roofing material options?
- We'd like to see how the new Co-op design sits within the context of the precinct, and the interaction with LAAC building
- Will the current restaurant operators be able to continue, and what is the process for appointing restaurant managers?
- Have the designs considered that it's in a very windy location?
- Does the dining area extend over the ocean edge?
- Is the exhibition space too small and is there insufficient wall area for display?

## **The public toilets**

- Do public toilets need to be located in the Co-op building? If it is required, then can it have a smaller footprint? And, can the design be reorientated so the toilets are at the back (near the carpark), and the restaurant views face the ocean?
- The existing public toilet on top of hill is in a prime location, can it be demolished or replaced to make this site more visually appealing?
- Can public toilets be located on the hill near rain garden?

## **Online survey results**

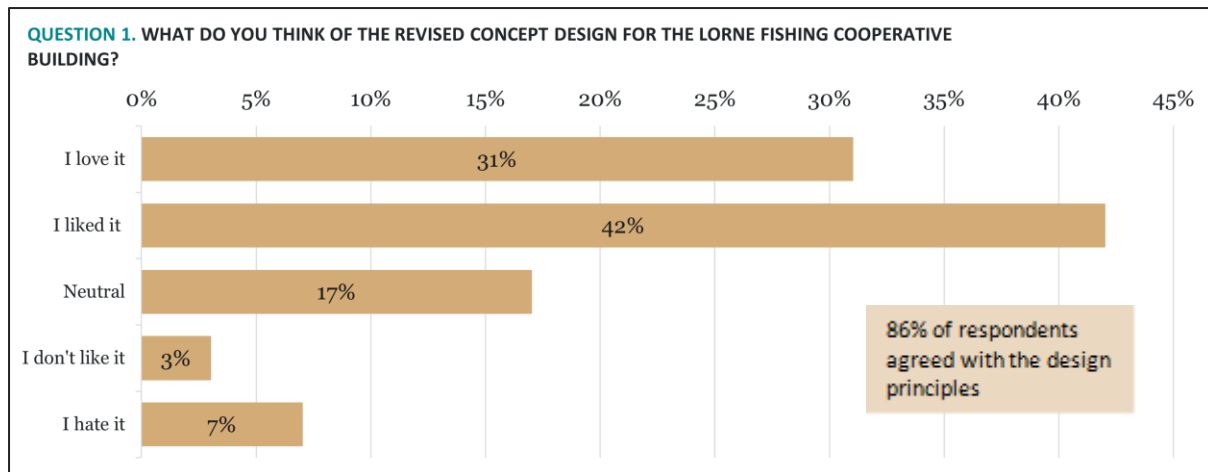
We received 58 online survey responses.

The majority of respondents identified as long-term locals or residents of Lorne – 29 respondents, 15 stated they were property owners, 8 lived nearby/ lived part-time, and 6 other.

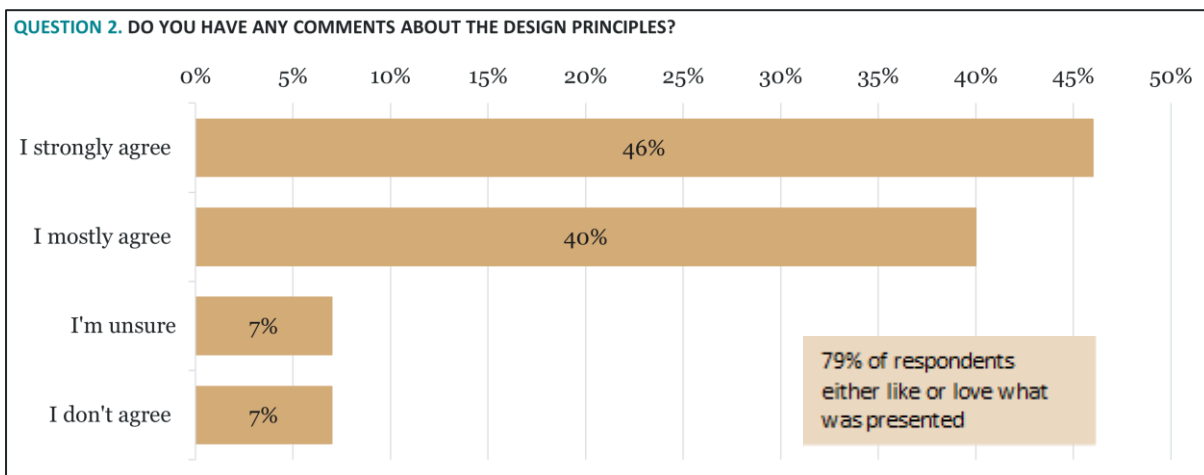
The survey asked questions seeking feedback on five main areas:

- Revised Co-op design
- Design principles
- Materials proposed
- Display space ideas
- Other general comments

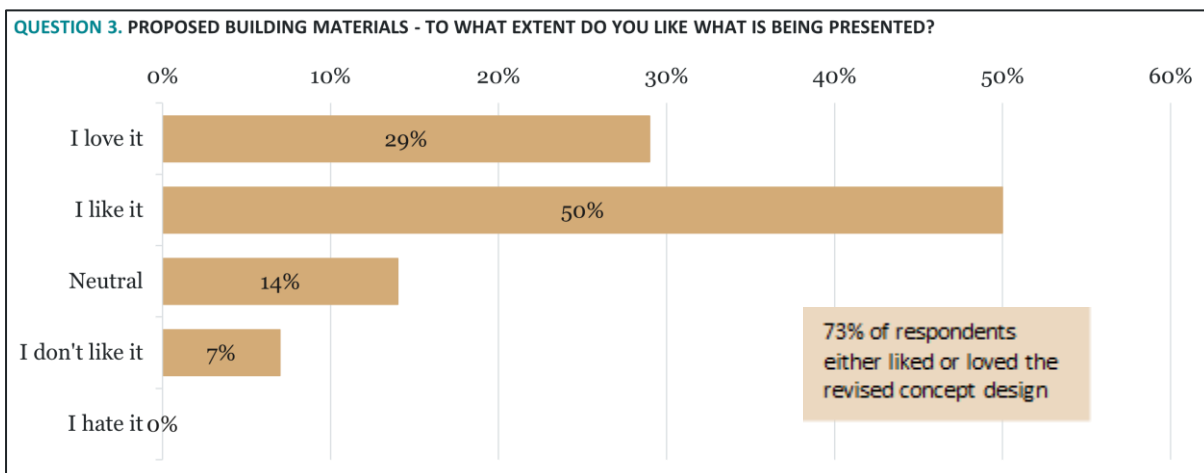
## Overall assessment of the revised concept design



## Overall assessment of the design principles



## Overall assessment of the materials proposed



### **Feedback on the display space**

Comments received on the display space were mostly positive, with 44 comments received for suggestions on how this space could be used. Comments on use of the display space included:

- Maritime displays/history
- Local indigenous history and story telling
- Lorne history
- Not to be used for markets

Eight responses regarded the display space as not necessary, noting there are other display spaces in town.

### **General comments**

General comments received on the revised concept design were mostly positive, with 19 comments in support of the revised concept design. Six respondents felt the design was inadequate or the development was not required, and a further 13 respondents offered other suggestions for how the site may be used. The main themes that emerged were:

- General appreciation for the CCDG process and the Authority's willingness to collaborate with the local community
- General feeling that the new design is much improved, and more in keeping with the precinct and township of Lorne
- Suggestions for other site uses included alternative public toilet locations, limit/reassess the car parking and ensure Shelly Beach access is retained

## Key themes

Key themes and associated comments that emerged from the online survey included:

### *Retention of the Co-op building:*

- Retain as much as possible of the existing Fisherman's Co-op building. Restore the old crane. Keep lighting very low. Retain some parking close to the revised building plan. Do not extend parking down to Shelley Beach. Support all proposals by the Friends of Lorne
- As long-term visitors to Lorne since our arrival in Australia 1972, we had really hoped that the fishing Co-Op building could be adapted and retained. Also, that the crane that raised and lowered the fishing boats could be incorporated into the design. Seeing the fishing boats on the pier this was such an important part of a visit to Lorne.
- Heritage is not just keeping and reusing the materials but being able to have some intact existing walls or parts. It will break our hearts to see the whole building levelled. Keep some bits (at high costs) in order for us to be able to say "this is our original building. Modified, updates and updated". Honestly, it means so much to us, its priceless. You have come so far with us GORCAPA (thank you). One extra step will make all the difference.

### *Reuse Co-op materials:*

- It is so good reuse what materials you can and to have the restaurant on the same footprint or almost
- Retention of the sandblasted bricks is great and assume as much of original front wall appearance is on the go? any iconic components should be kept. relocated within design maybe and re-used. especially loading bay area as in previous
- Re-use of the original materials where feasible is to be applauded, both from an historical point of view and for conservation and economic reasons.

### *Public toilets in the Co-op building:*

- Public toilets open from the outside are not great for a restaurant trying for cleanliness and not allowing patrons who may escape via several unseen entrances without paying. The current position of public toilets up on the hill near the carpark are surely sufficient for the public to use and are in a better position.
- Seems to be more toilets than should be needed. Although 2 are public toilets, they are taking up a lot of space.
- Please open up the entire foreshore to access from the Angler's club to Shelley Beach and put the toilets at the back.

### *Views to the east and south:*

- The view is paramount for all buildings including the LAAC.

- It's an unimaginative replica of an outdated building with a glass box on the end. It blocks the view and takes away public space for a closed off display area that we don't need.
- The new design is a hell of a lot better than the monstrosity that was proposed previously. I am still disappointed Lorne haven't realised what a treasure they have had in the 'old world' feel of the area as it is. It's a shame the outdoor dining area of the restaurant are losing the view they currently have now.
- The shed is too far forward on coastal edge of the site, which will preclude the magnificent through-vista to Shelly Beach and the escarpment. This means the sight/site experience stops at the shed.

*Continual pedestrian access / retain Shelly Beach access:*

- I am concerned that the foreshore at the point to the south east of the pier has been cut off from access by the restaurant. The rocks at the point are highly attractive and a haven for birds.
- I'd like the ability to be able to continue walking along the track from the SLSC (Beach) past the new development to Shelley beach, perhaps a board walk going past the front of the new restaurant could achieve this.
- The concept is excellent, the layout of the buildings poor as they cut off access to the point.
- The restaurant goes too far down to the sea. It should not take over the beachfront. You should be able to sit on the grass edge looking over the water without being in a restaurant. The surrounds need to be shown as to what access will be available for the disabled from car park. The restaurant should have a private booking section for events but never should the entire restaurant be able to be booked. That would then remove the local facility of the restaurant to public land venues.

*The crane:*

- I want to see the old crane as part of the revised concept plan. The cranes played a pivotal role in the port.
- Retain as much as possible of the existing Fisherman's Co-op building. Restore the old crane. Keep lighting very low. Retain some parking close to the revised building plan. Do not extend parking down to Shelley Beach. Support all proposals by the Friends of Lorne
- I love it all. And please include the old crane.

*Car parking:*

- We are very concerned about the added car parking. Especially in the area marked 3. This is a beautiful, grassed area which people love to walk along. We doubt you would need the 75 extra car parks - especially outside of the summer period & and this doesn't justify turning a beautiful, picturesque landscape into an ugly concrete scape which will ultimately encourage rubbish litter left behind by tourists. Please leave Shelley beach alone also. It would be devastating to see that parking area turned into an ugly concrete scape.

- The usual thorny topics of car parking etc aside - and it is possible to please all - I think the group have nailed it. It is in line with my long-aided views - so, well done. My only hope is that you preserve the Vera Lynn carpark area, as untouched as possible
- Retain as much as possible of the existing Fisherman's Co-op building. Restore the old crane. Keep lighting very low. Retain some parking close to the revised building plan. Do not extend parking down to Shelley Beach. Support all proposals by the Friends of Lorne

*Existing public toilet near Shelly Beach:*

- Public toilets open from the outside are not great for a restaurant trying for cleanliness and not allowing patrons who may escape via several unseen entrances without paying. The current position of public toilets up on the hill near the carpark are surely sufficient for the public to use and are in a better position.
- Better to retain some of the wild natural feel of Lorne's southern edge: prefer board walks to stop at the pier. Rather than public toilets attached to the restaurant refurbish existing toilet block. Like simple shed shapes.
- The public toilets should not be placed adjacent to the restaurant/café building. This cheapens the whole concept. An upgrade of the Shelly Beach toilets is more appropriate for public use

*Indigenous and European histories:*

- Should be place reflecting cultural history and heritage. Why do we need another restaurant and bar in town? Public BBQ, excellent toilets and tourism area should be prime focus. Toilet block should be removed from the midden site and heritage respected. All structures set back from coast due to rising water levels.
- I like the plans. I would like to see more representing the history of Lorne and the pier
- As long-term visitors to Lorne since our arrival in Australia 1972, we had really hoped that the fishing Co-Op building could be adapted and retained. Also, that the crane that raised and lowered the fishing boats could be incorporated into the design. Seeing the fishing boats on the pier this was such an important part of a visit to Lorne.
- This design does not demonstrate any connection or propose opportunity for indigenous history and stories to be reflected. The design seems to have a strong bias towards post-colonial history and architecture. None of these principles address creating a space for community use nor does it think about targeting a wide range of users through inclusive design responses. This proposal lacks variety of spaces, the kiosk seems quite unsuccessful and the layout in general does not appear to be community friendly. It is disappointing the project and those involved do not understand its role outside of a small local community or do not seem to consider this.

*General feedback on the revised concept design:*

- Pretty much nails it though a softer ambience will hopefully come during implementation

- It is just such a relief to finally have a great building that is right for Lorne
- Very happy the original design developed a few years ago was scrapped
- I am just so happy local people have been involved. They know very well what they want to retain the Lorne feel
- While recognising that the outer form of the Co-op became a not negotiable, I don't imagine the fullness of time will see it any more loved than the beacon design may have become. Maybe we are allowing too much weight to the wave of nostalgia for a world that won't come back.
- With thanks to all involved, and especially the local Lorne architects, the newly released design is a significant improvement on the previous 'Beacon' building design that featured in the planning application. The new revised design in my view honours the low-key industrial feel of the site, better reflecting/mirroring Fishing Co-operatives along the coast. The Fishermen's Co-operative building, old pier stub, crane and cuta boats are steeped in tradition and awash with tales of high seas that can continue in the future to be shared in a permanent display space. Point Grey also needs to see a return of the erstwhile much-loved crane to its true home. With the revised design concept praised, it is important to note that there was an honest and valiant endeavour by the community, its representative groups, and the CCDG most recently, to retain and re-purpose the existing co-op building. If this meant only some wall/s and features were preserved, strengthened and enhanced, the community would have understood, yet in very quick succession the possibility of retaining even the most recognisable wall appears to have been obliterated without an apparent technical justification made public, nor a cost-benefit disclosure. The option seemingly vanished. With the VCAT decision just released and understood to uphold the appeal, this turn of events in February 2022 toward 100% demolition may perhaps be revisited. On this basis, at a minimum, the design latitude taken in the current plans as regards the main feature west wall, would benefit from renewed scrutiny to reflect and rebuild what is at present stated as being 100% demolished more closely. The community is clearly happier, yet many still do not understand why the building must be demolished at all. Please anticipate there is still a strong core of the community who supported the VCAT appeal and will be watching for the design to reflect more accurately, or better still retain, the current industrial facade, and who will also be monitoring the wider re-use of building materials, should any demolition occur. This project shows favourable signs of a new way of operating by GORCAPA, engaging with and understanding the community, as well as the hope of educating everyone better on reasons for decisions. Please work to find the right way to move forward engaging with communities up and down the coast, as the CCDG has been a positive launching pad or springboard to drive plans for the Great Ocean Road.