Urban Beach Demonstration Project: Annexure A (Specification)

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Date: 4 September 2017
Introduction

Renewal SA is considering planning to create a temporary Urban Beach demonstration experience on the banks of River Torrens in the Adelaide Riverbank during November and December 2017, to test the viability of such a space on the banks of the river and explore suitable new non-immersive water activity.

The concept of the demonstration project aligns with SA’s economic priority to ‘Broaden culture, economic and sporting activities in the city at all times of the week, throughout the whole year, for people of all ages’.

The Urban Beach is an extension of a suggested city pool next to the river as identified in the Greater Riverbank Precinct Implementation Plan (produced in 2013), and water/river activation to encourage people to spend time on and around the water is a key deliverable outlined in the Riverbank Authority’s ‘Our Strategic Vision’ document.

‘A revitalized and activated Riverbank precinct is vital to the future growth and success of South Australia.’

Riverbank Authority Strategic Vision 2016

The Urban Beach demonstration project will aim to offer a new compelling and comprehensive offer to entice visitors and locals alike down to the Riverbank during the December 2017 and January 2018 summer period so they can embrace all the natural appeals this destination provides. It will offer a unique city experience with a cool urban summer appeal that will include a variety of day and night activities for families as well as the after work crowd.

It is anticipated that there will be sand, on land water based play for children, outdoor activities for all ages, as well as high quality food and beverage offerings and more active sporting participation opportunities.

Our Objectives

- Investigate whether an urban beach / city pool facility could be viable on the Adelaide Riverbank to inform further planning considerations.
- Challenge perceptions that the River Torrens is usable as a water destination.
- Position the Adelaide Riverbank as a go-to destination for high quality recreation and entertainment at all times of the year.
- Link the Urban Beach with the longer term Place Strategy for the precinct.
- Support and encourage South Australian businesses and entrepreneurs.
- Provide opportunity for the broader Adelaide community to engage with the Adelaide Riverbank.
- Deliver a unique and high quality activated demonstration project that caters for people of all ages during both the day and night.
The Brief

We invite you to provide a response for activation of the Urban Beach that delivers an outcome to achieve the demonstration project objectives and creates the desired experience for the Riverbank Authority.

- Curate and deliver a program of complementary and supportive activations in the Urban Beach operating under a self-sustaining and commercial business model;
- Work with Renewal SA’s selected Urban Beach infrastructure provider;
- Present a world class experience that is unique to South Australia, that mandates the delivery of a program of summer beach/river bank related activities incorporating Renewal SA’s beach area, that may include (but is not limited to);
  - staging and operation of appropriate physical games and non-immersive water activities;
  - a bar including summer cocktails;
  - food stalls which cater for a range of budgets and tastes; and
  - staging for music performances.
- Theme and dress the Urban Beach infrastructure with atmospheric lighting and appropriate theming to create an inviting, fun and relaxed summer recreational space;
- Deliver the full program of supporting summer activations in the defined area for the duration of 30 November 2017 through to 31 January 2018;
- Cater for both children and adults alike through a program of activities that will showcase the Adelaide Riverbank as a world-class destination;
- Provide upfront and ongoing activation consultation and management for the duration of the activations;
- Suggested activation program could include;
  - DJ and live music performances;
  - sand based activations such as dinosaur dig, sandcastle building competitions, beach volleyball, beach cricket, swing ball tennis, beach soccer, lifesaving skills;
  - non-immersive water based activities such as zorbing, kayaking, dragon boat racing, paddle boats;
  - all-ages family focused entertainment; and
  - wellness activities such as yoga, Pilates or Tai Chi.
- Work with key providers including peak sporting associations/clubs for the development and delivery of activities such as beach volley ball; and
- Work with existing Adelaide Riverbank stakeholders to integrate their offer into the Urban Beach demonstration project such as BBQ Buoys, Popeye, Paddleboats etc.
Urban Beach Demonstration Project Creative Execution

The Urban Beach demonstration project will entice visitors and locals alike down to the Riverbank during the December and January summer period by offering a unique city experience with a cool urban summer appeal that could include:

- relaxing hammocks, deckchairs, sun lounges;
- beach bar, fresh summer food menu;
- atmospheric lighting in the trees;
- umbrellas, parasols;
- potential adult and family zones; and
- DJ booth and live music staging.
Reference Images
Reference Images (continued)
Urban Beach day time entertainment ‘Look and Feel’.
**Location**
The host location for the activation is Pinky Flat which is situated next to Morphett Street Bridge and War Memorial Drive, demonstrated in the following images.

1.) Site overview highlighting the approximate location for the Beach. (Approx 80 m in length x 13 m in width)

2.) View from Morphett Street Bridge

3.) View from the Pinky Flat boat ramp
Scope of Work and Budget

Stage 1: Concept Phase
Interested Proponents will have a period of four (4) weeks to prepare a concept design and supporting business proposal.

Concept design proposal, to include:

1. concept statement including explanatory text;
2. response to the brief;
3. concept design sketches and/or benchmarking images;
4. site layout
5. business model; and
6. timelines outlining estimated time required to undertake installation on site.

Note: Renewal SA is under no obligation to accept/approve the concept proposal.

Stage 2: Installation & Activation Management
Following approval, the successful Proponent will be required to work with Renewal SA and the provider of the Urban Beach facility to aid with the installation and setup of the activation. The proponent will then be responsible for the ongoing management and operation of the activation.

The successful proponent will liaise at all times with the nominated Project Team member. They will also be required to develop a detailed risk management plan, including an outline of safe work methods and public liability insurance certificates for approval prior to bump in.

Operational Dates
The Urban Beach will be operational from 30 November 2017 to 31 January 2018

Stage 1: Concept Phase (September 2017)
- Concept Design Development 4 weeks
- Concept Proposal deadline 2.00pm 29 September 2017
- Assessment and contracting 2 weeks

Stage 2: Installation & Activation Management (November- February 2017)
- Suggested Activation Dates 30 November 2017 – 31 January 2018
- Suggested Bump in/out 22 November 2017 - 7 February 2018
Project Administration

Project Management

Throughout the project the successful Proponent will liaise with Keith Laird, Place Manager, Renewal SA, who is responsible for management of the demonstration project. The successful Proponent will be invited to attend the project management group responsible for delivering the activation and will be expected to work closely with Renewal SA and the successful proponent for the Urban Beach Demonstration Project infrastructure to ensure that all elements of the activation are integrated and successfully delivered.

Contact Details:

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Contract:

On commencement of the project a Service Level Agreement will be exchanged between Renewal SA and the successful Proponent, this brief will form a schedule of the contract.