



Your Say  
Adelaide

The City of Adelaide invites  
engagement from the community about

# Urban Beach activation

## Project Summary

We would like to inform the community of a new proposal for an Urban Beach activation. We invite responses from stakeholders to gauge support for the event to proceed and whether there are any other measures that could be put in place to reduce the impact of the event.

Consultation closes **5pm, Wednesday 27  
September 2017**

### Included in this consultation pack:

- Project Information
- Submission Form
- Frequently Asked Questions
- Event Considerations

For enquiries, please contact Vesna Thon, **Project Consultant, City Events** on 8203 7060 or [v.thon@cityofadelaide.com.au](mailto:v.thon@cityofadelaide.com.au)

## Project Information

### Purpose

To inform the community of a proposal by Renewal SA for a temporary urban beach activation to be held in Pinky Flat/Tamtanya Wama and the River Torrens/Karrawirra Pari.

The new initiative aims to test the viability of summertime activities on the banks of the river and to explore suitable activities that do not involve water immersion.

This new urban beach project is intended to be a summer drawcard, designed to entice visitors and locals to the area.

### Background

The Adelaide Park Lands Events Management Plan 2016-2020 outlines Council's consultation and engagement requirements before a temporary event licence for the Park Lands is granted. City of Adelaide has a commitment and legislative requirement to consult with the public on events in Adelaide Park Lands that:

- Will occupy a significant portion of a Park for more than four weeks (including bump in and out); and/or
- Is seeking road closure of more than 24 hours to utilise an entire site
- Is a new event application that would have significant impact on the Park Lands or community.
- Major events that are proposed to occur in Victoria Park / Pakapakanthi (Park 16) or Victoria Square / Tamtanyangga (see Attachment A) are required to be consulted on due to the Community Land Management Plans (CLMP) for these parks not currently allowing for them.

This activation triggers the need for public consultation due to triggering items 1 and 3 above.

The concept of the activation aligns with South Australia'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 concept also aligns with the *Riverbank Authority Strategic Vision 2016* which encourages people to spend time on and around the water.

It is anticipated that there will be sand, on land water based play for children, outdoor recreational activities for all ages, fresh food and

beverage offerings and active sporting participation opportunities

### Project considerations

Please note that event scope and dates are subject to change. Should Administration deem that any alteration to this event causes significant variation from the event's original application to Council, public consultation will occur again for the event.

### Timeline

All feedback received as part of this process will be considered by Council's Events team as they work with Renewal SA on the event.

Following this public consultation, a report will be provided to both the Adelaide Park Lands Authority (APLA) and Council with the outcomes of the public consultation. The reports for the APLA and Council meetings will be submitted for the below meeting dates:

**APLA-** 21 September 2017 (preliminary findings of public consultation will be provided to APLA)

**Council-** 10 October 2017

Council has final decision making on the approval or otherwise of the proposed Urban Beach activation.

### Frequently Asked Questions

#### Who has submitted the proposal?

Renewal SA have submitted this proposal.

#### Where do I find out more details about the event?

Specific details of the event including purpose, location, times and offerings can be found in **Attachment A**.

#### This type of activation is new to the City. What are the objectives behind such an activation?

The objectives of the activation are as follows:

- To investigate whether an urban beach/city pool facility could be viable on the Adelaide Riverbank to inform future State and Local Government planning considerations;
- To challenge perceptions that the River Torrens/Karrawirra Pari is unusable as a water destination;
- To position the Adelaide Riverbank as a go-to destination for high quality recreation and entertainment at all times of the year;
- To link the Urban Beach activation with the longer term Place Strategy for the precinct;
- To support and encourage South Australian businesses

and entrepreneurs;

- To provide opportunity for the broader Adelaide community to engage with the Adelaide Riverbank;
- To deliver a unique and high quality activation demonstration project that caters for people of all ages both during the day and night.

## What is Council seeking feedback on?

Council is seeking feedback on the event management approaches taken to mitigate the effects of the Urban Beach activation. The event planning considerations have been included in **Attachment A** with the proposed corresponding event management approaches.

We invite responses from stakeholders to gauge support for the event to proceed and whether there are any other measures that could be put in place to lessen the impacts of the event.

## How do I provide my feedback?

There are a number of ways in which you can provide feedback:

### Submission Form

Complete the Submission Form to provide your feedback. Submissions must include the name and residential address of the respondent, and will be included in a report to Council which will be publically available. For events that have a legislative requirement to consult, including your name and residential address are mandatory.

### Online / Website

Council has a dedicated website that provides an opportunity for quick and efficient online feedback. Visit [yoursay.cityofadelaide.com.au](http://yoursay.cityofadelaide.com.au) for information about the project and online ways to provide your comments. Alternatively comments can be emailed to [yoursay@cityofadelaide.com.au](mailto:yoursay@cityofadelaide.com.au)

### Written Submissions

All written submissions must be received by 5.00 pm on Wednesday 27 September 2017 and should be addressed to:

Vesna Thon  
Project Consultant, City Events  
**Public consultation- Urban Beach activation**  
GPO Box 2252, Adelaide SA 5001

## What happens to my feedback?

- Submissions will be used to guide the event's planning and the approaches to specific event considerations will be amended where appropriate.
- Council will be provided with the outcomes of this public consultation process as part of their consideration to grant an event

licence for this event.

## How do I know my feedback has been received?

All feedback forms, submissions or correspondence will be acknowledged either by email or in writing so that you know your comments/feedback have been received.

## Contact person

For more information, please contact:

**Name:** Vesna Thon  
**Title:** Project Consultant, City Events  
**Phone:** 8203 7060  
**Email Address:** [V.thon@cityofadelaide.com.au](mailto:V.thon@cityofadelaide.com.au)

## Submission Form

Submissions close 5pm, **Wednesday 27 September 2017**.

It is Council's policy that for a formal submission to be received it **must** include your name and residential address. Formal submissions will be provided to Council and will be a publically available document. Mandatory information is marked with an \*asterix

\* First Name

\* Surname

\* Address

E-Mail

If a Business or Organisation, Organisation Name

Gender  Female  Male

Year of Birth e.g. 1980

Are you a City of Adelaide Ratepayer?  Yes  No

Please tell us how you participate in city life (tick all that apply):

- Work  Live  Shop  Play (e.g. Leisure, recreation, entertainment, dining)  
 Study  Tourist  Own a Business

Please indicate your main areas of interest (tick all that apply):

- Council Services & Programs  Open space & Recreation  City Design, Planning & Development  
 New & Future Projects  Social & Community Issues  Policy, Budget & Management Plans  
 Environmental Issues  Arts & Events in the City

Please indicate locations that are of interest to you as per the map to the left (tick all that apply):

- North Ward  Central Ward  South Ward

[Your Say Adelaide](#) is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the City that interest you. Would you like to be signed up to Your Say Adelaide online and be emailed when there is an opportunity to have your say on areas that are of interest to you?

- Yes  No

**Please Note:** If you've ticked Yes, you will receive an email to your nominated e-mail address above to confirm your new account.

# Urban Beach activation

Your Say  
Adelaide

**Q1. What is your level of support to grant a single year event licence to Renewal SA for the proposed Urban Beach activation? (pls tick):**

Refer to **Attachment A**, which details the event management approaches for the event before answering questions 1, 2 & 3

	Strongly Support	Support	Neutral	Disagree	Strongly Disagree
Urban Beach activation	<input type="checkbox"/>				

**Q2. What is your level of satisfaction with the event management approaches for the above event? (pls circle):**

Refer to **Attachment A**, which details the event management approaches for each event

Very Satisfied                      Satisfied                      Neutral                      Dissatisfied                      Very Dissatisfied

**Q3. Are there additional approaches that the event organisers can implement to improve the running of the event and minimise any impacts?**

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Written submissions must be received by: **5pm Wednesday 27 September 2017**

**ATT: Vesna Thon**

**Public consultation- Urban Beach activation**

GPO Box 2252 Adelaide SA 5001 or

[v.thon@cityofadelaide.com.au](mailto:v.thon@cityofadelaide.com.au) or [yoursay.adelaidecitycouncil.com](mailto:yoursay.adelaidecitycouncil.com)

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