

# LAND ALLOCATION COMPETITION

FALSTERBO STRANDBAD BEACH, HOTEL, SPA, AND CONFERENCE FACILITY



## INVITATION

Would you like to play a part in developing one of Sweden's most unique locations, right between the pinewoods and the sea at Falsterbo?

Vellinge Municipality would like to invite you to enter the land allocation competition for Falsterbo Strandbad Beach, hotel, spa, and conference facility.

The aim of the competition is to generate exciting and concrete proposals for a sustainable and attractive facility.

We welcome competition entries showing how the site will be laid out, the buildings designed, and the project conducted in relation to the existing buildings included in the land allocation competition. You will work in cooperation with the municipality on the impending planning process, as our partner on the journey. The winner will be offered the opportunity to buy the land and existing buildings, and to take part in the detailed planning work.

We look forward to receiving your competition entry!

# OVERVIEW



*Falsterbo Strandbad Beach is located on the Falsterbonäset isthmus – a unique location right on the seafront.*

# Vellinge Municipality – Facts & figures

Vellinge Municipality's geographical position could not be better, with easy access to and from other parts of both the county of Skåne and the continent. Copenhagen and the Skåne cities of Malmö and Lund are less than half an hour away from Vellinge Municipality, and there are ferry connections with Germany and Poland, too.

The municipality's population – which has grown every year since its formation in 1974 – was 36,499, as of 31 December 2020.

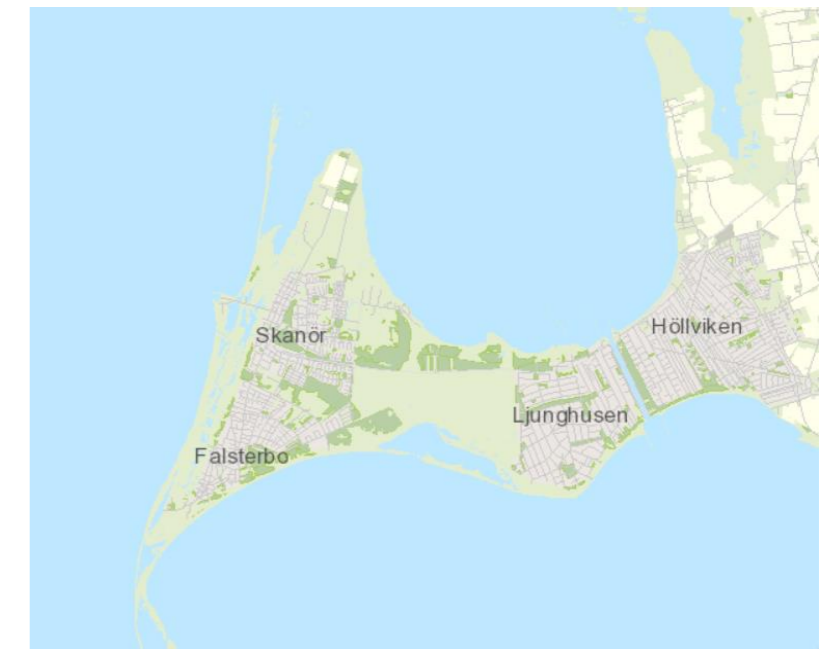
The municipality offers a wide range of activities and recreation facilities for tourists and locals alike, with some of Europe's best beaches and beautiful natural settings in which to wander.

The municipality is an entrepreneurial hub and is home to almost 5,000 small and medium-sized companies, primarily in the services and retail sector, although there are also a number of light manufacturing businesses, too.

Business is booming, with both well-established companies and a large number of new enterprises. Almost 300 new companies start here every year, and in 2018, Vellinge Municipality was named "New Enterprise Municipality of the Year".

The past decade has seen Vellinge Municipality continuously ranked very highly in the Confederation of Swedish Enterprise's corporate climate rankings. Tourism is an important part of Vellinge's trade and industry, and the last five years have seen the number of guest nights per annum in Skåne increase from 5 to 6.5 million. There is clear demand for additional overnight accommodation and conference options in Vellinge Municipality.

Vellinge Municipality has a higher percentage of protected natural areas, relative to total area, than any other municipality in Sweden. Over 60% of the total landmass is protected via ten nature reserves and there is also a 13,500-hectare marine reserve. Walking trails and cycle paths crisscross the entire municipality, so you have front row seats, wherever you turn. The municipality also has a well-developed network of hiking trails and long-distance cycling routes, thanks to the Östersjöleden, Skåneleden and Sydkustleden projects, and offers some fantastic opportunities for golfing enthusiasts, too. Three of the courses – Falsterbo, Flommen and Ljunghusen – are located on the coast in areas of outstanding natural beauty, while Söderslätt and Vellinge are beautiful inland courses. Vellinge is also home to what are perhaps the most beautiful beaches in Sweden – Falsterbo, Skanör, Kämpinge and Ljunghusen offer a total of 40 kilometres of chalk-white sandy beaches from which to choose, and Falsterbo beach was recently ranked amongst Europe's top ten beaches in the Rough Guides travel guide.



## A CLIMATE-FRIENDLY, SUSTAINABLE AREA

Falsterbo Strandbad Beach lies between the pinewoods and the sea. Nature is all around, and the beach is only a few metres away, but regular public transport schedules can carry you quickly, comfortably, and sustainably to Malmö and Copenhagen.

The miles of white of beaches, with their historic bathing culture, and the fantastic mature pinewoods create a real holiday feel. The Falsterbo Strandbad Beach site is home to an existing building, which will be included in the competition. The building, which is located in the pinewoods, forms a natural part of the environment with façade materials and a design language that melt into the surroundings, and offers excellent potential for combination with new buildings on the site.

The new buildings should be sustainably designed, both when it comes to material quality and to energy supply, and should also be designed to age gracefully over time.

The buildings should be designed from a financially, ecologically, and socially sustainable perspective, and should display a high level of sustainability ambition that helps achieve global, national, and municipal sustainability goals.

### **BEAUTIFUL BUILDINGS ARE SUSTAINABLE BUILDINGS!**

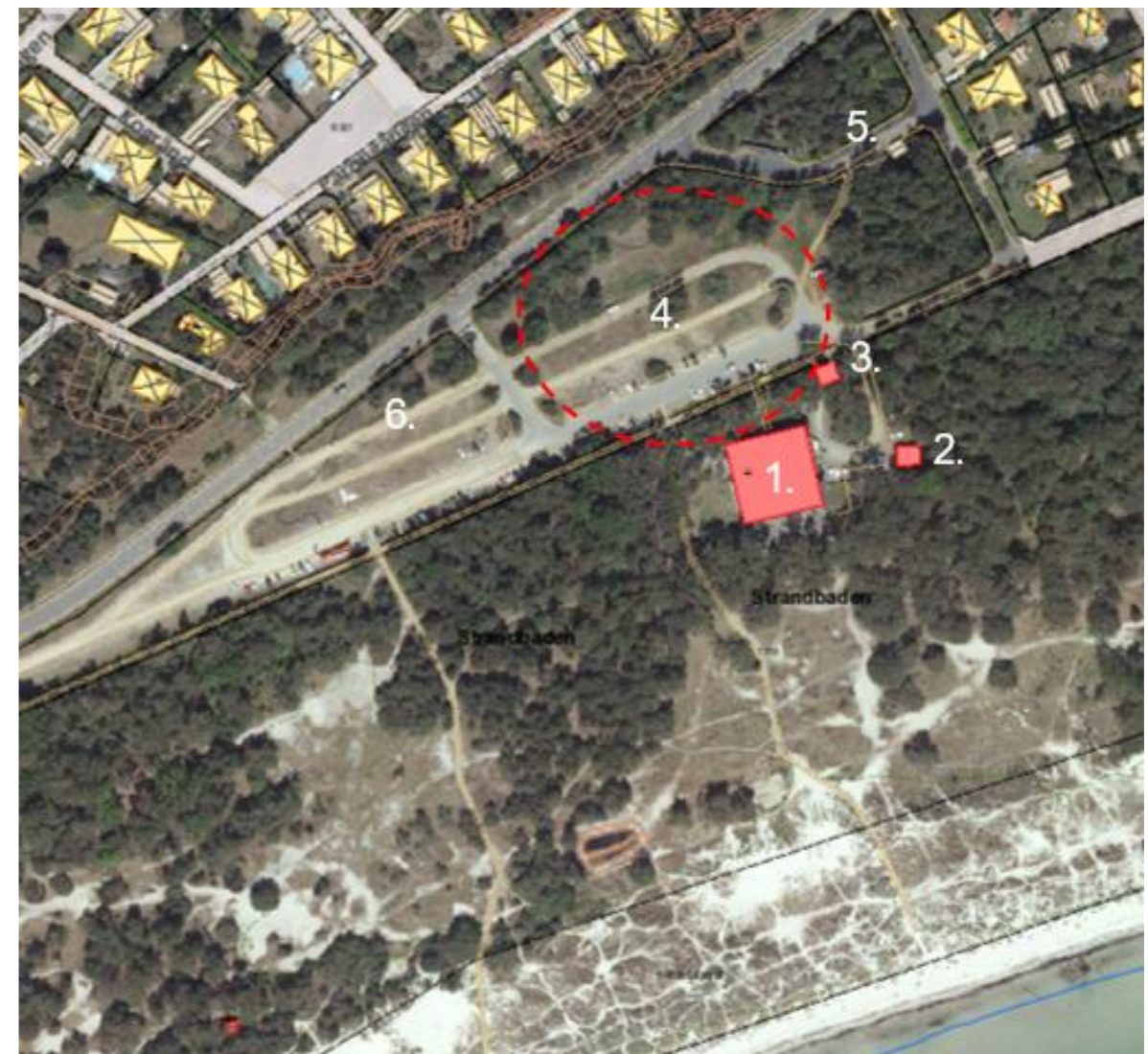
Beautiful buildings are sustainable buildings. Beautiful buildings, with good design and high-quality materials, can have long lives if they are treated with care. We want to create a beautifully fashioned environment that adds value to the site for the people who live and work in or visit the area. We are looking for a building that uses materials and design to create a feeling of blending into the environment, and a design that reinforces the site's identity and feels like a natural part of the pinewoods.



# STRANDBAD BEACH MAP

## INFORMATION ABOUT EXISTING CONDITIONS

1. Existing Falsterbo Strandbad Beach building, included in the land allocation, and which can be combined with a new building. There is no plan preparation for the existing building, and it will be included in the impending detailed development plan.
2. Ancillary building. Boiler room and storage areas.
3. Ancillary building. Public toilet owned by Vellinge Municipality.
4. Possible area for future development rights. The development right is estimated at ca. 2,000-4,000 gross building area, and building heights shall harmonise with existing development included in the competition.
5. Existing recycling station and bus stop.
6. Existing unsurfaced parking. The parking facility will remain the property of Vellinge Municipality, but use may be shared with future operations there.

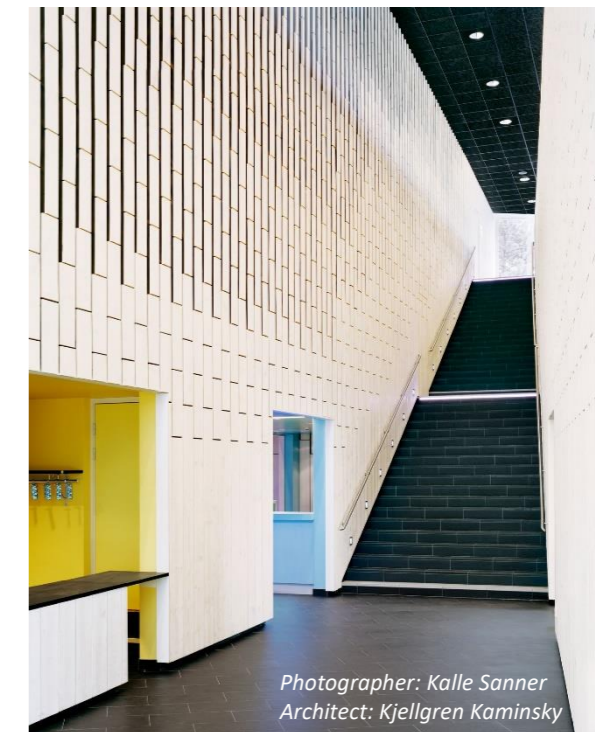
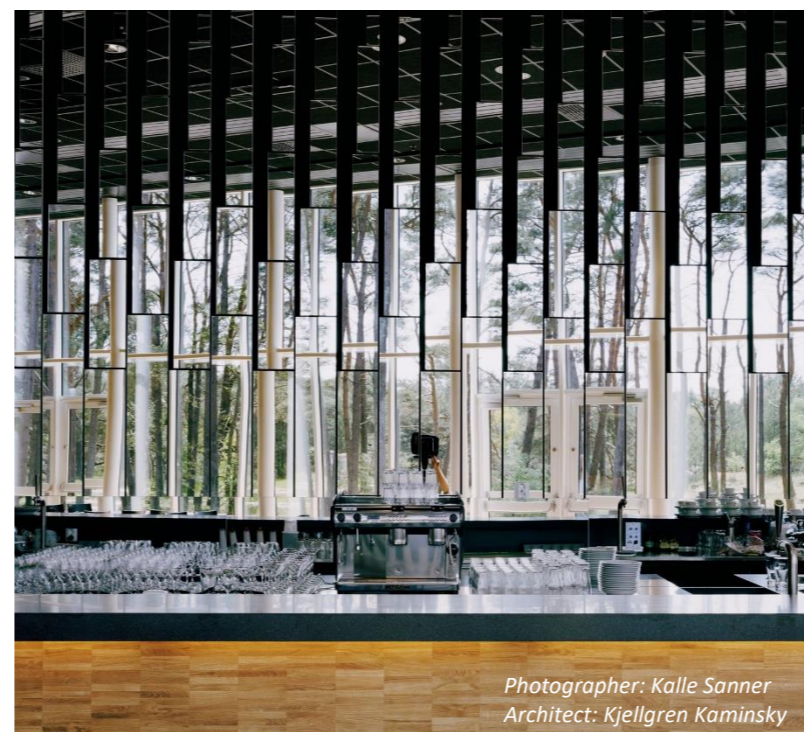


## EXISTING BUILDING

In 2006, Vellinge Municipality announced an international architectural competition to build a replacement for the Falsterbo Strandbad dance restaurant, which had been destroyed in a fire.

The winning proposal was designed by Kjellgren och Kaminsky Arkitektur. The Strandbad beach building was constructed in 2009 and is not located in the area for which detailed planning permission exists. The premises were rebuilt in 2016 and an extension added.

Falsterbo Strandbad Beach's existing building offers airy and spacious facilities, and a restaurant section with indoor and outdoor seating. The building is owned by the municipality and is rented out for photographic and art exhibitions. Find out more about the space, materials, layout and rebuild in appendix 2.



## THE COMPETITION – THE LAND ALLOCATION PROCEDURE

When the proposal submission period ends, the proposals received will be anonymised by means of the removal of all logos, company names, trademarks, etc., from the documents. The proposals will then be evaluated by a jury appointed by the municipality. After evaluation, the municipality will inform all those having submitted an expression of interest which proposals have been selected for further discussion and negotiation. A maximum of three proposals will be selected for further discussion. The originators of these three proposals will also be asked to present their proposal to the municipal board's working committee. Final allocation will be based on the municipality's overall assessment of the benefits of each proposal.

The acquisition of the property by the winner is subject to the land allocation agreement being approved and signed by the municipal board. Vellinge Municipality reserves the right to allocate land in the manner it deems to be appropriate. If the proposals submitted fail to meet the municipality's expectations, the land allocation process may be repeated.

### **EVALUATION OF PROPOSALS SUBMITTED**

The proposals submitted will be evaluated with regard to design, sustainability, finance, and feasibility. The evaluation process will judge the proposals on the basis of how they relate to and fulfil the specified parameters. The evaluation process will obtain the opinions of every member of the jury. Proposals will be rated on the following scale:

**Grade 1:** Very poor – the proposal contains numerous unacceptable deficiencies.

**Grade 2:** Poor – the proposal does not meet the municipality's ambitions for the area.

**Grade 3:** Approved – the proposal is acceptable and accords with our expectations.

**Grade 4:** Good – the proposal adds some value to the area.

**Grade 5:** Very good – the proposal is of the highest possible quality and adds considerable value to the area.

The proposals that offer the best overall solution will go forward for final negotiations.



## EVALUATION CRITERIA

An additional development right of around 2,000-4,000 m<sup>2</sup> gross building area, over and above the existing building, may be offered in order to achieve a good balance between the natural and developed environments. Future buildings can be combined with existing ones.

### **The municipality's evaluation criteria:**

**DESIGN** – building heights in harmony with existing buildings, in order to blend in with surroundings and the height of the pine trees. Natural materials that reflect the location.

**SUSTAINABILITY** – designed from a financial, ecological, and social sustainability perspective and characterised by high levels of sustainability ambition.

**FINANCE AND FEASIBILITY** – financial prerequisites and experience needed to complete the project.

### JURY

The jury comprises the municipal architect, municipal development officer, land and development officer, trade and industry officer, and external experts in hotels/conference facilities.

# TERMS & CONDITIONS, AND IMPLEMENTATION

## **COLLABORATION**

The development of Falsterbo Strandbad Bathing Beach shall be characterised by collaboration, dialogue, and creativity. The ongoing work on transforming the area around the existing building shall focus on the physical environment and its specific content, in order to achieve a seaside meeting place. This will necessitate close cooperation between Vellinge Municipality and the chosen developer for the purpose of collaboratively drawing up a detailed development plan and analysing the investigative work required during the work.

Once the winning entry has been chosen and land allocation agreement signed, the detailed development plan will be drawn up jointly with the municipality and be circulated for consultation, with the proposal's intentions worked into the detailed development plan. This will require active involvement during the detailed planning process.

## **FUTURE OWNERSHIP**

Vellinge Municipality will retain ownership of and be the principal for common land. The municipality will also own and be responsible for the operation and maintenance of roads, lighting, water and sewage, and surface water drainage installations for the common land within the detailed planning area. The development site and the existing Falsterbo Strandbad Beach building will be transferred to the developer.

## **IMPLEMENTATION**

The land and associated buildings will be transferred as found. The municipality will carry out the installation and defray the expense of expanding infrastructure, such as the rebuilding of roads, water supply and sewage installations, and lighting, etc., in common land within the development area. The cost of any relocation of pipes and conduits necessitated by the new building work shall be defrayed by the developer. The developer shall only acquire the development site, and the municipality will, by means of cadastral procedures, designate the development area as an individual property. The municipality will defray the real property formation costs. If the developer wishes to further divide up the property after taking position, responsibility for so doing shall lie with the developer. Water supply and sewage, electricity, and gas connections are laid in surrounding roads. The developer shall defray the cost of connection to the same.

## **LAND ALLOCATION AGREEMENT**

Once the land allocation competition is completed, a land allocation agreement shall be signed between the municipality and the developer.

The entry into an agreement by the municipality is contingent upon the developer possessing the experience and the resources required to complete the project and meet their financial undertakings. Vellinge Municipality will initially sign a land allocation agreement with the developer with a three-year term and the option for a further two-year extension. The agreement grants the developer an exclusivity period for drawing up a detailed development plan in cooperation with Vellinge Municipality and then acquiring the existing building, Falsterbo Strandbad Beach, and land for new construction work.

## TARGET TIMETABLE

- Competition entries shall be submitted to the municipality no later than **13.00 (CET)** on Monday, **12 November 2021**.
- The municipality intends to evaluate the proposals received during December 2021 and then to announce which proposals will go forward for discussion/negotiation.
- The municipality expects to conduct negotiations and discussions in January 2022.
- The municipality aims to be able to announce the winning proposal no later than February 2022.

The above timetable is preliminary and may be subject to adjustment.

## COMPETITION PROPOSAL CONTENT

The proposal documents shall include the following data:

1. A description of the concept, operations, and target group.
2. The type of buildings the developer intends to build in the area, the scale of the development, m<sup>2</sup> development rights, number of floors, and building heights.
3. Drafts showing the intended development. The draft/descriptive text shall show the choice of materials. The façade shall be described and illustrated. The site plan shall show parking solutions and entrances. The following drawings shall, at a minimum, be included in the proposal documents:
  - Rendering view, showing:
    - how the buildings interact with their surroundings and with the height of the pine trees.
    - the façade materials and design.
  - Site plan.
  - Ground-plan drawing for the development site. It is particularly important that the connection between the development site and the common ground is shown.
4. Ground-plan drawing showing any connection to the existing building.
5. Any renovation of the existing building.
6. Sustainability memorandum description.
7. Comparison objects, relevant to the intended development.
8. The developer's name, address, and corporate identity number.
9. The developer's contact person, their phone number and email address.
10. The developer's proposed purchase price for the property (the area) in its entirety.
11. The estimated m<sup>2</sup> gross floor area for the total development in the area.

All documents shall be submitted digitally on a USB flash drive. A printed copy shall also be submitted, without logos, in A3 format.

## ADDRESSING AND LABELLING

The proposal documents shall be received by the municipality no later than **13.00 (CET) on 12 November 2021**.

The envelope shall be labelled "*Förslag Markanvisning Falsterbo strandbad, hotell-, spa- och konferensanläggning*" ["Land allocation proposal for Falsterbo Strandbad beach, hotel, spa, and conference facility"].

Competition entries shall be submitted to:

MEX – Fastighetsavdelningen  
Vellinge kommun  
SE-235 81 Vellinge  
Sweden

Any questions should be submitted by email to:

Planning architect:

Rickard Persson  
[Rickard.persson@vellinge.se](mailto:Rickard.persson@vellinge.se)

Project Manager, Land and Development:

Martina Ljung  
[Martina.ljung@vellinge.se](mailto:Martina.ljung@vellinge.se)

Appendices:

Appendix 1: Vellinge Municipality Comprehensive Plan [Översiktsplan 2010 - 2050 — Vellinge Kommun](#)

Appendix 2: Data for existing Falsterbo Strandbad beach building

Appendix 3: Film of the area