

Community Development Authority Village of Fontana-on-Geneva Lake

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175 Valley View Drive
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REQUEST FOR PROPOSALS *Lakefront Property Redevelopment*



Submission Deadline: Thursday, August 31, 2006 @ 4:30pm

For further information contact:

Joseph A. McHugh, CDA Executive Director
P.O. Box 200 | 175 Valley View Drive
Fontana, Wisconsin 53125
(262) 203-1541 | Direct Line
jmchugh@villageoffontana.com
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INTRODUCTION

Development Opportunity

The Village of Fontana-on-Geneva-Lake's Community Development Authority (CDA) is seeking innovative proposals for the lakefront property identified on Exhibits A and B, a parcel at the heart of Fontana's lakefront on Geneva Lake.

The CDA is looking for innovative ideas for the use(s) of the property and the Village of Fontana-on-Geneva Lake may consider a long-term lease for the building(s) with details to be negotiated with the selected individual or firm.

Village of Fontana Overview

The Village of Fontana on Geneva Lake (Fontana) is located on the western edge of Geneva Lake in Walworth County. With a year-round population of about 1,700 residents, Fontana offers the peace and serenity of small town life, but with easy accessibility from the Milwaukee, Chicago, and Rockford metro areas. It is a week-end destination for another 3,500 to 5,000 property owners and guests at any given time. Geneva Lake and the surrounding area offers a wide variety of services and recreational opportunities.

For additional information about the Village of Fontana, visit the official village website: www.villageoffontana.com

PROJECT BACKGROUND

Tax Increment Finance District No. 1

Wisconsin Statutes permit development authorities to promote redevelopment goals for vacant, blighted or underutilized properties by providing Tax Increment Financing (TIF) for public improvements to support new development, as well as to fund improvements to increase the functionality and attractiveness of the area. The Community Development Authority and the Village of Fontana created Tax Increment District No. 1 (TID #1) in September of 2001 for the purpose of constructing public improvements, to encourage redevelopment opportunities, to eliminate blighted conditions, diversify tax base and to promote other economic development activities.

“The Lakefront”

The Village of Fontana Community Development Authority and the Village Board have adopted a Redevelopment Plan that guides improvements within TID #1. In accordance with the project plan adopted at the inception of TID #1, the Planning and Design Institute, Inc., (PDI) has worked closely with the Community

Development Authority and Village staff on the development of a vision for the lakefront that:

1. Creates a Village landmark on Geneva Lake
2. Enhances the unique sense of place in the Village Center and improves the visual and architectural quality of the built environment
3. Provides safe and effective vehicular and pedestrian access to the lakefront through improvements of public space and facilities.
4. Encourages a low density, high quality tourism industry and encourages private investment in the redevelopment area, which diversifies the local economy through tax base and job creation.

As part of the lakefront vision, a new Beach House has recently been completed and a new Pavilion and Restroom in Reid Park is currently under construction, with an anticipated completion in the fall of 2006.

SITE INFORMATION

The site is approximately half an acre on Lake Street, adjacent to the lakefront and public parking lot. (See Exhibit B)

The surrounding area includes several restaurants, Reid Park, a public beach and the newly constructed Beach House, and the Abbey Resort Condominium Hotel and Spa.

Property Zoning

The subject property is located in the VCP (Village Center Preservation) Zoning District. In addition, the subject property is overlaid by the OLS-VC (Lakeshore Village Center Overlay) District. The overlay district is intended to apply to lakeshore properties located in the village center area the specialized regulations appropriate to their unique character and location, with particular recognition of their special impact upon the image of the village and consequently on the property values and general desirability of all properties within the village, as particularly regards the preservation of the maximum visual view of the lake from this area, which has a semi-public character.

OLS-VC Bulk & Area Regulations ⁽¹⁾

Minimum building setback from the shore of Geneva Lake:	50 feet
Maximum building height of a principal structure:	25 feet.
Maximum building height of an accessory structure:	15 feet

(1) Please note that the “bulk and area regulations” provided herein are for informational purposes only. Any proposed development will be reviewed for its conformance with the Village of Fontana-on-Geneva Lake’s Municipal Zoning Ordinances.

REDEVELOPMENT CONSIDERATIONS

Building Requirements

- 1.** The building(s) shall be a maximum combined total of approximately 6,100 square feet.
- 2.** At a minimum, the building(s) shall include 3,000 square feet of space that will be unrestricted and available for public and/or private activities and events.
- 3.** The building(s) shall incorporate kitchen facilities sufficient to service group functions.

Site Requirements

The site design shall include:

- 1.** A Public Plaza
- 2.** Pedestrian connections to Reid Park, the Beach House, and the parking lot
- 3.** Fully developed landscaping

SUBMISSION REQUIREMENTS

In order to provide consistent materials for evaluation, the CDA has established submission requirements. During the evaluation process, The CDA reserves the right to reject any or all proposals, or waive technicalities or irregularities and to accept any proposal if such action is believed to be in the best interest of the Village. The CDA further reserves the right to request additional information or clarifications, or to allow corrections of errors or omissions.

In addition, the Village of Fontana-on-Geneva Lake reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the submitter of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in any future agreement between the Village of Fontana-on-Geneva Lake and the individual or firm selected.

A complete proposal shall consist of twelve (12) bound copies of materials and one (1) unbound reproducible original. All submitted bound and unbound documents shall be no larger than ledger size (11" x 17").

Proposals shall include the following information:

- 1. Cover Letter.** Cover letters shall include a statement of intent describing responsible parties, goal(s) of the project, and general description. In addition, the cover letter shall include the name(s) under which business will be conducted, the business address and phone number, and the name and information of the primary contact person. An authorized officer or director of the entity submitting the proposal must sign the cover letter.

- 2. Proposed Development Program.** The development program must describe and illustrate the proposed development of the subject property. The development program must contain the following information if relevant to the proposal:
 - a. Site plan design that illustrates the building(s) location and the stated site requirements.
 - b. Building uses(s) with associated square footages with the following details per use:
 - i. Hours of operation
 - ii. Seasonal operational changes if appropriate
 - iii. Required vehicular access to the building(s), i.e. special deliveries
 - c. Architectural images for all sides of the building(s).
 - d. Two perspective sketches that illustrate the character of the proposed development.
 - e. Development schedule and phasing plan for the project.

- 3. Proposed Development Team.** Provide a listing of principal members of the development team with a brief narrative highlighting relevant experience. Describe your team's familiarity with the Village of Fontana-on-Geneva Lake, and include language describing why your team is best suited for this project.
- 4. Financial feasibility.** Provide the following documentation verifying financial feasibility:
 - a. Development budget for the proposed project including an explanation of the methodology for the estimates.
 - b. A list of sources and uses of funds that will include all sources, financing mechanisms, and uses of funds through all phases of development with the assumptions of the financing sources identified.
 - c. An Operational Plan summary including future estimates of revenues and expenses.
 - d. A statement of the expected value of the project.
- 5. Lease offer to the Village of Fontana.** The lease offer must be on a separate page and must include the price and terms proposed for a potential long term lease of the facility.

Note: *There is no expressed or implied obligation for the Village of Fontana-on-Geneva Lake or the CDA to reimburse submitting individuals or firms for any expenses incurred in preparing proposals in response to this request.*

SUBMISSION DEADLINE

Proposals are to be submitted on or before 4:30 pm on Thursday, August 31, 2006 to:

Joseph A. McHugh, CDA Executive Director
Fontana-on-Geneva Lake Village Hall
P.O. Box 200
175 Valley View Drive
Fontana, Wisconsin 53125

Proposals may be faxed or e-mailed to the CDA Executive Director for the purpose of meeting the deadline with the explicit requirement that the required submittals be sent via US Mail (or equivalent) and postmarked the same day.

EVALUATION CRITERIA

All proposals meeting the requirements listed herein shall be reviewed and evaluated by the CDA and support staff. The CDA reserves the right to request supplemental information to better evaluate the submitted proposal. Evaluations will be based on the following criteria:

1. Quality and attractiveness of the development, including the buildings, public space, and its relationship to the lakefront and surrounding uses
2. Ability to provide use(s) that provide a year-round activity on the lakefront and encourage tourism
3. Financial viability of the proposed project.
4. Developer's expertise, experience, and financial capacity.
5. Proposal's conformance with the needs and interest of the Village.

SELECTION PROCESS & SCHEDULE

Following submission, proposals will be submitted to the CDA and support staff for review. Discussion of the proposals will occur at the next duly noticed meeting of the Community Development Authority.

A tentative selection schedule has been established as follows:

RFP Issuance	July 27, 2006
Proposals Due (4:30 pm)	August 31, 2006
Distribution to CDA	September 6, 2006
Community Planning Workshop Present and Discuss Proposals (Saturday 9:00 am – 12:00 pm)	September 30, 2006
CDA Evaluation & Short List Selection	October 4, 2006
CDA Interview & Selection Process	October 2006

At the discretion of the CDA, submitters may be requested to discuss / present their proposal at the Half-Day Community Planning Workshop, or at a subsequent meeting. All expenses incurred in the preparation and presentation of proposals are the responsibility of the submitting entity.

STAFF CONTACTS

The following Village of Fontana-on-Geneva Lake staff members may be contacted to provide additional information:

For initial contact, and general CDA or project overview information:

Joseph A. McHugh, CDA Executive Director
(262) 203-1541 | Direct Line
jmchugh@villageoffontana.com

For public infrastructure and engineering related requests:

Craig Workman, Director of Public Works
cworkman@villageoffontana.com

For zoning and building code related requests:

Ron Nyman, Building Inspector & Zoning Administrator
ron@villageoffontana.com

EXHIBITS ATTACHED

Exhibit A: *Aerial photo of the Village Center w/ landmark features and the location of the site identified*

Exhibit B: *Aerial photo of the site w/ approximate dimensions*

Exhibit C: *Conceptual land plan prepared by PDI (Planning & Design, Inc.) that illustrates a possible vision for the site; including two new buildings, new vehicular circulation routes, redesigned public parking lot, pedestrian connections, and a public plaza.*
