



## **CITY OF LAKE GENEVA, WISCONSIN**



## **REQUEST FOR PROPOSALS FOR DOWNTOWN PARKING STUDY NEEDS**

Contact:

Dennis E. Jordan

626 Geneva Street, Lake Geneva, WI 53147

[djordan@cityoflakegeneva.com](mailto:djordan@cityoflakegeneva.com)

Phone: (262) 249-4098

Date of Issue: September 6, 2012

Proposals must be received by: October 5, 2012

September 6, 2012

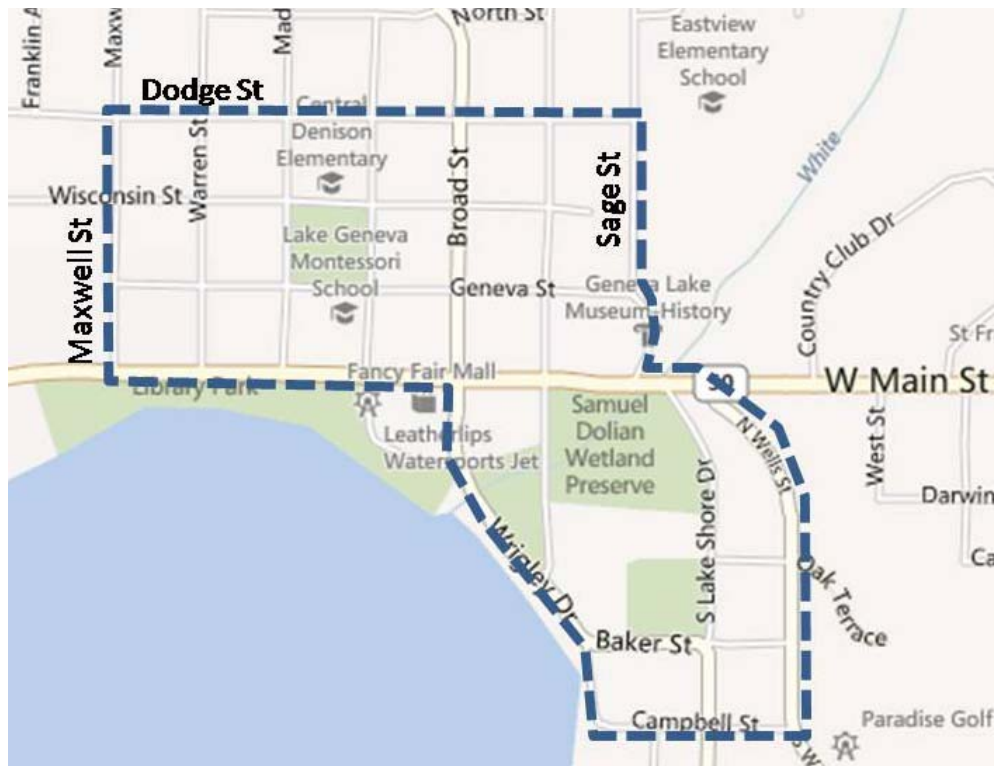
## I. Introduction

The City of Lake Geneva is interested in retaining a consultant to make recommendations regarding the need for additional parking spaces in downtown Lake Geneva. Recommendations are to be based on a comprehensive analysis of the impact to localized business and land use utilization from the current and future parking supply and demand in the study area delineated below. The results of the study and related recommendations will be presented to the City of Lake Geneva Parking Commission.

The boundaries of the study area are:

- From Maxwell Street east on Main Street to Wrigley Drive
- Wrigley Drive to Campbell Street
- Campbell Street east to South Wells Street and then north to Main Street
- Main Street to Mill Street and then north on Sage Street to Dodge Street
- Dodge Street west to Maxwell Street
- Maxwell Street south to Main Street

### Study Area



## II. Background

Downtown Lake Geneva is home to a wide variety of land uses and activity during the daytime and at night.

In 1996 the Southeastern Wisconsin Regional Planning Commission (SEWRPC) wrote the Central Area Parking Study City of Lake Geneva Walworth County, Wisconsin. The study concluded that parking in the summer was inadequate. Since that time, the City of Lake Geneva's population has grown by over 1,100 residents and the downtown area has expanded and added many destination retailers. The City is interested to learn what the estimated parking needs in the current environment are and what possible solutions are.

The City of Lake Geneva passed the Comprehensive Master Plan in December of 2009. The Comprehensive Plan recommended "to encourage the continued economic vitality of the downtown area, explore options to expand parking facilities, such as through the site review process or additional new municipal parking. Among the most important challenges listed were "traffic congestion and parking issues." The plan's listening groups recommended "redevelop upper stories in downtown area with additional parking" and a "parking garage northeast of City Hall." The survey found that "sixty-two percent of respondents would like to see the City construct a new parking ramp in Lake Geneva." "Numerous respondents commented that they would like to see more parking in the City as well as reduction of traffic congestion—potentially with expansion of the City's cab and bus services."

Transportation recommendations of the comprehensive plan included "explore options to increase parking downtown. Downtown parking has been raised as an issue throughout the planning process. Finding parking downtown in the busy summer months can be challenging as Lake Geneva is a very popular tourism destination. Existing downtown parking facilities include on-street metered parking, off-street metered parking, and time-restricted free off-street parking. The City also provides free parking within three blocks of the downtown. The City will explore a range of solutions to address this issue. Possibilities include new municipal/private surface parking lots, a municipal/private parking ramp, and municipal/private transit between a park-and-ride lot at the edge of the City and downtown. It is important to that that according to the results of the community survey conducted in the winter of 2008, 62 percent of respondents agreed that a parking ramp was needed in the downtown area. The City will consider pursuing a comprehensive downtown parking study to evaluate current supply, determine current and future demand, and evaluate potential parking alternatives."

TID #4 was created in 1995 and encompasses the waterfront area from Maxwell Street to Campbell south of Main Street. The City subsequently amended TID #4 in 2005 and again in

2008. The purpose of the TID #4 and subsequent amendments plans were to address several different issues peculiar to a downtown area. These issues included traffic and pedestrian circulation and safety, parking congestion and location, way finding signage for both the downtown and the Waterfront areas, elimination of blight due to inappropriate land uses, potential relocation of the boat launch ramp which was a major contributor for traffic congestion and potential redevelopment of underutilized sites.

### III. Discussion and FAQ's

Many City Councils have discussed parking needs, some steps have been taken, but a parking shortage continues. Some of the items that a study would need to address are:

- Most of the key City services are located in downtown, including City Hall, the Lake Geneva Public Library, the Riviera, the City Museum and the Post Office.
- Many businesses are located in downtown and need parking for their patrons. The City is concerned that there is safe parking for employees working downtown, parking for long vehicles that can block traffic when parked in angle parking spaces, parking for beach and boat patrons, parking for City residents visiting downtown and that there are enough handicapped parking spaces. Is there a need for a downtown parking ramp? Many City Councils have discussed a parking ramp, but have never gone forward with a project.
  - If so, what is the need:
    1. A shortage of parking spaces?
    2. An impediment to attracting new tenants to downtown?
    3. TIF District 4 funding participation can be utilized until 2017. However, the Common Council has expressed an interest to close the TIF sooner. This last year, the Council extended the spending period into 2013. In order to use TIF funds to build this ramp, the City would need to act soon. The option for a parking ramp?
- How can the design of a parking ramp fit into the downtown, as far as scale and visual aesthetics and avoid fragmenting the downtown? Will retail on the first floor strengthen
- Will a parking solution help to fill vacant business spaces in the downtown?
- If a parking ramp is built, how can sustainable solutions be incorporated into the design (e.g. renewable energy generators, electric vehicle charge stations, possible rooftop open space, etc.) while still making the ramp cost effective?

- If a parking ramp is built, what sort of continuous revenue streams, if any, should be put in place to cover future maintenance costs?
- Some believe that a parking ramp is only needed a few weekends a year in the summer; it will cost a lot and will not “pay for itself.” How will a parking ramp strengthen downtown parking year round?
- Other solutions to the parking shortage have included: providing public transportation and providing shuttle service to downtown from parking locations away from downtown

#### IV. Solicitation

The City of Lake Geneva is requesting proposals for a firm to assess the need for additional parking and propose solutions which may include a downtown parking ramp and the feasibility (including location, design, cost, and timing), additional parking lots, parking away from downtown, and public transportation. The proposal should include, at a minimum, the items listed under “Scope of Work” and “Elements of Proposal.” These sections are included for descriptive purposes and are not intended to limit the creative response of the consultant.

#### V. Scope of Work

To assist the City of Lake Geneva Parking Commission in determining the feasibility of various parking solutions, the City of Lake Geneva invites qualified firms to submit proposals to conduct the study as described below.

1. Document existing parking spaces within the study area, including day of week and time of day utilization based on utilization field counts conducted during 3 separate weeks during February, April and July. The City has just recently put in place a new parking metering system. Transactions for each metered space are entered into a centralized computer. Proposals using this data for metered parking spaces will be favored. Utilization field counts shall be organized by distinct locations and completed at one hour intervals from 6:00 am to 11:00 am, 2:00 pm to 5:00 pm, and 7:00 pm to 9:00 pm, and at 15 minute intervals from 11:30 am to 1:30 pm, and 5:30 pm to 6:30 pm from Monday thru Sunday. Collected data shall be analyzed and presented in graphical form in an individual section of the overall report.
2. Develop forecast for future parking demands based on anticipated land use and future development.

3. Quantify parking requirements for existing and projected future land use for the downtown area based on established zoning requirements for parking needs.
4. Establish localized correlation between parking supply and parking requirements, and identify associated deficiencies. Correlation shall consider day of week and time of day utilization, as well as future land use and parking demands.
5. Develop up to 3 proposals for meeting the need of additional parking, adequate handicapped parking, safe parking for employees working downtown, parking for long vehicles that can block traffic when parked in angle parking spaces, parking for beach and boat patrons and parking for City residents in the downtown.
6. Develop cost opinions for developing and maintaining the conceptual structure design including land costs, A/E design services, construction costs and operational costs.
7. Provide recommendations for funding development of a downtown parking ramp including consideration of fee based usage.

Consultant shall meet with City staff up to 3 times during the course of this evaluation to review findings and obtain concurrence and direction.

The results of this study shall be summarized in a report and presented to the City Parking Commission.

#### VI. Elements of Proposal

- Provide a statement of understanding of the project;
- Provide a narrative of project plan that meets scheduled time frame;
- Provide anticipated cost of services and estimated hours, broken down by each task (as identified below), to assist the City in choosing which tasks to pursue should sufficient funding for the entire study not be available. The overall study cost should be stated as a cost not to be exceeded including expenses to be billed at cost, and reference an attached fee schedule for hourly or other unit rates of cost;
- Provide anticipated time schedule;
- Provide unit cost for additional meetings;

- Identify the Project Team and provide resumes of key personnel (no more than 2 pages per person);
- Describe several examples of previous experience with studies of this nature and provide a brief description of the conclusions drawn and recommendations made in each case; and
- State date beyond which the terms of the proposal will need to be renegotiated.

#### VII. Available Information

The City of Lake Geneva will provide to the consultant the following information related to this study:

- City of Lake Geneva Parking Study
- City of Lake Geneva Smart Growth Plan
- Any other public information available upon request.

#### VIII. Schedule and Consultant Selection Process

Consultants will be given until **Friday, October 5, 2012 at 4pm** to submit a proposal to the Lake Geneva City Clerk at 626 Geneva Street, Lake Geneva, WI 53147. Proposals may also be emailed to the City Clerk at [mhawes@cityoflakegeneva.com](mailto:mhawes@cityoflakegeneva.com). After initial review, consultants may be asked to submit additional information or to make a presentation to the City of Lake Geneva Parking Commission.

RFP Issued	Sept. 6, 2012
Proposals Due	Oct. 5, 2012
Proposal Review / Consultant Interviews	End of October
Consultant Selection by Common Council	November 12, 2012
Notice to Proceed	Last week of November
Completion of Study	End of July 2013

This study will be coordinated by the City of Lake Geneva City Administrator, and the City expects the study to be completed by the end of July 2013, so that recommendations may be considered in the budget process for implementation as early as 2014.

- I. Please feel free to contact Dennis E. Jordan, City Administrator, with any questions at [djordan@cityoflakegeneva.com](mailto:djordan@cityoflakegeneva.com) or (262) 249-4098.



## **ADDENDUM - A**

The CONSULTANT will collect detailed parking utilization counts for off-street and on-street parking locations on a typical peak week day and a Saturday. The hours of the survey will be determined based on input from CITY staff. For the purposes of budgeting, the CONSULTANT should assume 10 hours of parking occupancy counts on a typical peak week day and 10 hours of occupancy counts on Saturday. The actual dates will need to be approved by the CITY prior to the CONSULTANT undertaking data collection.

Parking utilization counts should be conducted on two separate occasions once in the month of May and again during the month of July 2013.