

# Request for Proposal

Laketown Development



RFP No.: 20-6565  
Proposal Receipt Date: September 3, 2020  
Proposal Receipt Time: 4:00 pm

City of Kenner  
Department of Finance  
1610 Reverend Richard Wilson Drive  
Kenner, Louisiana 70062  
(504) 468-4049

**Table of Contents**

**Part I. Administrative Information**

1.1 Background.....3  
1.2 Schedule of Events.....3  
1.3 Inquiry Period .....3  
1.4 Proposal Submittal.....3

**Part II. Scope of Development**

2.1 Vision for Laketown .....4  
2.2 Stated Priorities.....4  
2.3 Site Description.....4  
2.4 Site Zoning.....5  
2.5 Existing Laketown Facilities.....5  
2.6 Site Reclamation History .....5  
2.7 Shore Stabilization .....6  
2.8 Access .....6  
2.9 Utilities.....6  
2.10 Permits, Codes and Ordinances .....7  
2.11 FEMA Base Flood Elevation for Structures .....7

**Part III. Selection Process**

3.1 Evaluation Criteria .....8  
3.2 Proposed Development .....8  
3.3 Financial Feasibility of Development.....8  
3.4 Qualifications and Performance History of Proposer .....8  
3.5 Financial Capacity of Proposer .....8  
3.6 Negotiated Terms.....8  
3.7 Cancellation of RFP or Rejection of Proposals .....9

# Request for Proposal

## **Part I. Administrative Information**

### **1.1 Background**

The City of Kenner (“Kenner”) is making a request for proposal (“RFP”) to obtain competitive proposals for the commercial development of a waterfront district on Lake Pontchartrain in Kenner, Louisiana (“Laketown”).

### **1.2 Schedule of Events**

Kenner reserves the right to adjust these dates.

<b>Event</b>	<b>Date and Time (CST)</b>
• RFP public notice	July 1, 2020
• Deadline to receive written inquiries	August 14, 2020
• Deadline to receive proposals	September 3, 2020
• Oral presentations	Scheduled if needed

### **1.3 Inquiry Period**

An inquiry period is set for all interested proposers to perform a detailed review of the RFP documents and to submit any written questions. All questions must be in writing by email to FINcontracts@kenner.la.us. Inquires must be received by the Inquiry Deadline date set forth in the Schedule of Events.

### **1.4 Proposal Submittal**

All proposals should be marked, outside of the envelope, box, or package, with the following information and format:

Proposal Name: Kenner Laketown Development  
Proposal No.: 20-6565  
Proposer Name: [Name of Proposer]

Each proposer shall submit one (1) signed original proposal along with four (4) additional copies or an electronic submission.

Paper proposals will be submitted to:

City of Kenner  
Department of Finance  
c/o Michael T. Wetzel, Director  
1610 Reverend Richard Wilson Drive  
Kenner, Louisiana 70062

Telephone: (504) 468-4049  
Electronic submissions be submitted to:

[FINcontracts@kenner.la.us](mailto:FINcontracts@kenner.la.us)

Proposer is solely responsible for the timely delivery of its proposal. Kenner will not consider proposals after the deadline.

## **Part II. Scope of Development**

### **2.1 Vision for Laketown**

Kenner wants to attract private commercial development to optimize the use of the available lakeshore for public access to Lake Pontchartrain (“Lake”). Ideally, the development would highlight the natural open water views, sunsets, boating, and fishing activities and to re-connect the public to the Lake. The type of development activities anticipated should be of a festive waterfront multi-use nature that may include restaurants, clubs, shops, kiosks, souvenirs, boating, and apparel. Proposals should be compatible with the existing Laketown facilities and have a lakeshore focus.

### **2.2 Stated Priorities**

To support the vision of a Laketown development, Kenner has established the following priorities on which proposers should focus:

1. Consider the existing facilities, develop new features, and provide for additional development
2. Emphasize recreation, dining, events, and shopping
3. Develop economic and employment opportunities
4. Balance commercial and civic uses
5. Optimize the use of the lakeshore for public access

### **2.3 Site Description**

A parcel of state owned water bottom located on the south shore of the Lake north of Kenner being the area known as Laketown, more specifically shown on plat of Louisiana State Lease #1298, containing approximately 40 acres, less the area being leased to Treasure Chest Casino. A copy of the state lease and plat is available by contacting [FINcontracts@kenner.la.us](mailto:FINcontracts@kenner.la.us).

### **2.4 Site Zoning**

The site is zoned by Kenner as the Laketown District in Section 6.14 of Kenner’s Unified Development Code. All proposed development within Laketown will be reviewed as a planned unit development including all parking and landscaping requirements.

### **2.5 Existing Laketown Facilities**

*Harbor* – The protected harbor with a public boat launch and adjacent trailer parking, gazebo, harbor overlook shelter and restroom is located north of Williams Boulevard at the entry to the site. The 8-foot deep harbor provides access to the Laketown site for day-use boating tie-up and special events.

*Laketown Recreation Area* – The 6-acre public recreation area with fishing pier, lighthouse concession building, picnic shelters, lakeshore open space and play areas is located west of the harbor.

*Mitigation Marsh* – The 7.3-acre mitigation marsh, located against the west shore of the development site, is a requirement of Kenner’s COE permit for the reclamation of the proposed development site and adjacent recreation area. The marsh is approximately one half filled with marsh substrate soils to lake elevation. The remaining marsh, half which is still open water, still needs to be filled and the total 7.3-acre substrate area planted and maintained by Kenner with Smooth Cordgrass, *Spartina alterniflora* to complete the permit requirements.

*Casino Boat Lease Area* – The privately owned Treasure Chest Casino gambling boat leases its water bottom area directly from the State of Louisiana, which is located in a slip east of the harbor entrance. Under an agreement with Kenner, the casino utilizes on-shore access roadways and the parking area south of the hurricane protection levee.

*Planned Stage* – The planned stage will be built in 2020 and will include an outdoor performance area for live performances located to the west of the boat launch and to the east of the mitigation marsh. A draft stage plan is available upon request from, [FINcontracts@kenner.la.us](mailto:FINcontracts@kenner.la.us).

## **2.6 Site Reclamation History**

Laketown was reclaimed and developed by Kenner in phases over the last 40 plus years. The reclamation process included trucked-in soil and concrete rip rap fill placed over the existing lake bottom soils and allowed to settle and consolidate in an uncontrolled manner under the weight of the fill material. This process displaced, to various degrees, the very unstable lake bottom soils as the fill was pushed in place. The most recent phase, completed around 2002, included the proposed development area west of the existing recreation facilities. The reclamation fill, like any major fill undertaking, is still in the process of consolidation and settlement.

All buildings, site structural foundations, paving designs, and utility placements shall be engineered and constructed utilizing detailed site geotechnical subsoil investigations, analysis, and appropriate design recommendations of qualified engineers.

The existing development site ranges in elevation between plus 4.0’ to 7.0’. The successful proposer will perform all necessary topographic surveys to confirm the existing grades on the site.

## **2.7 Shore Stabilization**

The existing shore stabilization on the north side of the proposed development site facing the Lake consists of broken concrete rip rap. Storm surge together with heavy onshore wind conditions displaces the rip rap and causes shore erosion. The lower shore against the west side at the mitigation marsh is similar in construction, but benefits from the breakwater on the west side of the marsh and does not require as much maintenance. Kenner chose to maintain the rip rap displacement within a 40' maintenance set-back, from the top of the lakeshore rip rap embankment, for the current low intensity, open-space land-use. No permanent structures or paving have been placed within the maintenance set-back. Permanent shore stabilization is required by a more intensive land use.

This 40' set-back area is part of the proposed development acreage. The placement of building structures, boardwalks and piers by the proposer against the shoreline should be designed in conjunction with a permanent shore stabilization structure.

## **2.8 Access**

Laketown is currently accessed from Interstate 10 via two (2) mile Williams Boulevard which crosses the levee onto the site. Williams Boulevard is on State Route (LA 49) up to its intersection with the Joe Yenni Boulevard, just south of the Laketown site.

The proposed development would need an additional access roadway adjacent to and north of the existing levee. Entry into the development site would be by a minimum of two locations along the extended access roadway. All public and private sites should be interconnected by pedestrian walks or docks. Roadway access shall accommodate all required parking, service access, construction access, utility access, site maintenance access, emergency and fire department access.

## **2.9 Utilities**

All new utility runs shall be placed underground on the site. The proposer shall be responsible for identifying the size and location of all existing utility infrastructure on and adjacent to the site.

*Water Supply* – The existing 8 inch water line serving the west side of the Laketown site should be expanded to serve the potable and fire protection requirements of the proposed development. A new lakeside water line extension of required capacity should loop across the levee and tie into the existing landside water lines near the Pontchartrain Convention and Civic Center.

*Sewerage* – The existing concession building and restroom pump sewage through a force main to the land side municipal sewer system. The proposed development shall make provisions to pump all sewage over the levee to the landside municipal sewer system. The proposed sewer system shall be reviewed for approval by Kenner and the State of Louisiana Department of Health and Hospitals. Successful proposer will prepare all necessary wastewater system capacity analysis to ensure the additional demands placed on the existing municipal systems do not exceed their functional capacity and do not adversely affect existing Kenner services. Any utilities which cross the levee shall be subject to permits and approval by the East Jefferson Levee District.

*Electrical/Communications* – The proposed development shall make provisions to secure and extend all electrical and communications requirements onto the site via underground service lines. Primary electrical transformers, electrical panels, controls, and communication equipment shall be elevated above the site’s FEMA base flood elevation. All such facilities shall be fenced and secured from the public and shall be placed and screened to fit in with the architectural character of the development.

*Site Drainage* – Proposed development plan needs to meet all necessary site drainage requirements and comply with City, State, and Federal ordinances relative to storm water detention and erosion control.

*Natural Gas Service* – Currently, there is no natural gas service on the west side of the Laketown boat harbor.

## **2.10 Permits, Codes and Ordinances**

The site reclamation, land use and layout was permitted by the Louisiana Department of Natural Resources, and the United States Army Corps of Engineers under a joint permit application for land reclamation and the recreation facilities that exist on the site. Modifications required by the new proposed development will have to be re-permitted under new joint permit applications submitted by the proposer(s).

Development construction shall conform to Kenner Zoning, Kenner Code Enforcement, the International Building Codes as well as all State and Federal regulations. All necessary access, parking, service areas, loading zones, fire lanes, landscaping, signage, drainage, building slab elevations and other necessary development provisions shall be required as provided for in the appropriate codes and ordinances.

All utility systems and infrastructure near or crossing the hurricane protection levee shall be reviewed and permitted by the United States Army Corps of Engineers and the East Jefferson Levee District. Vehicular access to the site is through the existing flood gate located at the top of the levee at the end of Williams Boulevard. Under emergency conditions due to the expectation of tropical/hurricane storm surges in the Lake, the flood gate will be closed by the East Jefferson Levee District for the duration of the tropical/hurricane event.

## **2.11 FEMA Base Flood Elevation for Structures**

The Laketown development site is located outside of the United States Army Corps of Engineers Hurricane Protection System. All building construction and equipment, site electrical transformers and electrical panels, shall be elevated above the required FEMA Base Flood Elevation.

## **Part III. Selection Process**

### **3.1 Evaluation Criteria**

Proposals will be evaluated on the following weighted criteria:

- Proposed Development .....35%
- Financial Feasibility of Development.....25%
- Qualifications and Performance History of Proposer .....20%
- Financial Capacity of Proposer.....20%

### **3.2 Proposed Development**

This criterion will account for thirty-five percent (35%) of proposer’s score. Proposers will be evaluated on how well their proposal addresses the priorities in Section 2.2 of the RFP. To demonstrate how its plan would emphasize these priorities, proposers may consider using narratives, studies, renderings, and market research.

### **3.3 Financial Feasibility of Development**

This criterion will account for twenty-five percent (25%) of proposer’s score. Proposers will be evaluated on the long term financial feasibility of the development. To demonstrate its plan, proposer may consider including market analysis, *Pro forma* development budget and operating projections, proposed financing and financing sources and uses, and details of all direct and indirect economic benefits to Kenner and Louisiana.

### **3.4 Qualifications and Performance History of Proposer**

This criterion will account for twenty percent (20%) of proposer’s score. Proposers will be evaluated by the qualification and experience of the owners and team members. Ideally, the successful proposer will have prior experience with governmental entities of a similar size, scope and budget. To demonstrate its plan, proposers may consider including previous projects references, narratives, budgets, and renderings. Proposers may also include basic resumes and descriptions of team members.

### **3.5 Financial Capacity of Proposer**

This criterion will account for twenty percent (20%) of proposer’s score. Proposers will be evaluated by evidence presented that proposer has access to financial resources to bring the project to fruition within a reasonable timetable. To demonstrate its plan, proposers may consider including narratives, recent audited financial statements, background information on potential lenders or investors, and letters of interest or commitments signed by investors.

### **3.6 Negotiated Terms**

Kenner will select a proposer to negotiate a lease, not to exceed ninety nine years, for the commercial development of Laketown with the Louisiana commissioner of administration, in accordance with Act 72 of the 2020 regular session of the Louisiana legislature. The selected proposer will be required to proceed expeditiously in negotiating and developing Laketown. If selected proposer does not agree to a lease with the State in a reasonable time, Kenner may elect to recommend another proposer or cancel the RFP.



### **3.7 Cancellation of RFP or Rejection of Proposals**

Issuance of this RFP is not a commitment by Kenner or the State to award a lease. Kenner reserves the right to reject any or all proposals received in response to this RFP. Kenner reserves the right to cancel this RFP at any time, in its sole discretion, if it is in the best interest of Kenner to do so.