



## TOWN OF LITTLE ELM, TX



**WE OFFER YOU  
THE OPPORTUNITY  
TO DEVELOP AN  
INNOVATIVE,  
MIXED-USE  
PROJECT ON THE  
SHORES OF  
LEWISVILLE LAKE  
IN THE HEART OF  
LITTLE ELM,  
TEXAS.**

**Project Orientations the  
week of May 31-June 10**

**Individual appointments  
available the week of  
May 31- June 10th, 2016**

**TO MAKE AN APPOINTMENT  
SEND A REQUEST TO  
[EDC@LITTLEELM.ORG](mailto:EDC@LITTLEELM.ORG)**



Prior to the last recession, the Little Elm Town Council set the creation of a Town Center, along Little Elm's original Main Street and along the Lewisville Lake waterfront, as a top priority. A Concept Plan was developed by a committee of community representatives working with Town Staff, the Town's Economic Development Corporation, Community Development Department, and planning consultants that called for an urban mixed-use development in the project area.

The Town Council has approved the creation of a Tax Increment Reinvestment Zone with participation by the Town, EDC, CDC, and Denton County. The EDC assembled and acquired property within the Lakefront which constitutes the core of the development. The remaining 19.58 acres on the north side of Main Street and Eldorado Parkway are focus of this request for qualifications.

### *The Changing Face of Little Elm*

Once thought of as a sleepy lakeside community, Little Elm is now known as one of the fastest growing communities in North Texas, with its population increasing nearly 1,000% between the years 2000 and 2016. Little Elm's population jumped from just over 3,600 at the 2000 US Census to its current level of approximately 35,209. This, coupled with the growth in adjacent communities of Frisco and Oak Point, as well as neighboring unincorporated areas, has created a current retail trade area of approximately 122,524 residents within a five mile radius of the proposed Lakefront area.

In addition to the overwhelming residential growth that has occurred in the area, tremendous Town, County and State resources have been invested in public roadways and infrastructure. The Lewisville Lake Toll Bridge created a transportation corridor along Eldorado Parkway that extends between IH-35 and US-75. This corridor is the middle route through the lake. The Texas Department of Transportation (TxDOT) has recently finished improving Eldorado Parkway through Little Elm and Frisco, converting the narrow two-lane rural highway into a six lane urban thoroughfare. The existing traffic counts are approximately 24,700 through the Lakefront and expected to increase to over 40,000 by the year 2020. FM-423 between US380 in Little Elm and Highway 121 in The Colony is undergoing a similar transformation estimated to be completed in summer 2017.

The Town of Little Elm has undertaken a major road improvement project within the Lakefront area that incorporates angled parking along



Main Street and re-aligns Lakeshore Drive with Clark Road creating a continuous collector road that reaches all areas of Little Elm North of Eldorado Parkway. In addition to this, the Town has incorporated a signalized intersection at Clark Road and Eldorado Parkway and we expect one to warrant a traffic signal at the intersection of Main Street and Eldorado with future development. The Town improved the water, sanitary sewer, and drainage to the entire site. The power lines are being buried in front of the Palladium Development on the northwest corner of Eldorado Parkway and Main Street.

Little Elm recently built a public safety building for Police and Fire within the Lakefront District, senior center, and a recreation center that is currently under expansion.

## Purpose of this Solicitation

---

The Economic Development Corporation is now seeking a Master Developer to construct a mixed use development with a heavy emphasis on entertainment, commercial, and office space, along with high density residential units and associated parking (with possible parking garage to increase amount of available space) and amenities within an approximately 20 acre area constituting an estimated project value between \$60 and \$100 million. The Town is looking for retail and/or office storefront directly along Main Street from Eldorado Parkway to Lakeshore Drive. This could be accomplished with vertical mixed use or other unique ideas to create a business/entertainment district. This area will be referred to as Phase Two of the Little Elm Lakefront.

The Town and the EDC acted as the master developer for phase one items. This includes Hula Hut, a destination Polynesian Mexican restaurant from Austin opening its 2<sup>nd</sup> location in Texas, and evolving into DFW's premier lakeside destination. The Lakefront is home to the award winning Cottonwood Marina, the biggest swim beach in North Texas, tournament quality sand volleyball courts, a Hydrous Wake Board Park, a lakeside amphitheater with frequent live music events in a cooler friendly park, a new boat ramp, lakeside beer garden with Towers Tap House, and Beard Park. Palladium is under construction with 240 apartment homes along with commercial development with a roof top bar expected to be finished within the next twelve months.





The major factors driving this project are the desire of the community to create a central place for area residents to shop, play, meet and gather; to stimulate economic development in a way that adds new businesses, meeting the needs of area residents; and to capture more local tax dollars that now go to businesses outside Little Elm. Pictures of existing development has been included as a starting point for discussions with developers.

Phase Two of the Lakefront will be constructed within an area assembled by the EDC made up of 3 primary parcels, identified within the image below. Parcels 1 and 2 are separated by Lakeshore Drive. Parcel 3 is a publicly dedicated unimproved park land. Parcel 1 is bordered on the west side by Lakeshore Drive, south side by Main Street, and east side by Eldorado Parkway.



1. Parcel 1 is controlled by the EDC. It is approximately 12.75 acres. The site has several existing structures that are in the process of being demolished. Obtaining a hotel with a conference center is major objective of Phase 2 development.

2. Parcel 2 is controlled by the EDC. It is approximately 5.06 acres. The site has an existing Little Elm ISD transportation facility that will be demolished in approximately 18 months. Site currently has a lease to the ISD until the new transportation facility is built on the west side of Town. Site is bordered by 2 tracts to the west of approximately 4.9 acres owned privately. The Town is interested in any proposal that would include redevelopment of these tracts in the future.

3. Parcel 3 is primarily owned by the Town and is approximately 1.76 acres of undeveloped park space and the community's historic water tower. The water tower is operational for irrigation supply but does not serve as a part of the Town's water supply. It is desired that this element, which was completely refurbished, be incorporated into the design of the Lakefront as a landmark. Any proposal should include how this park area will be incorporated into the proposed development and improved by the developer.

*In order to be considered for this project, the Master Developer must be highly seasoned in successful creation of mixed-use environments on a scale comparable to that required. Due to the need for a unified approach, the EDC will not consider submittals from entities capable of developing less than the entire project. However, the EDC will consider submittals from ventures consisting of commercial and residential developers that together can develop the project.*

The parcels identified in the previous diagram represent the current development opportunity, Phase 2, and will form the next piece of Lakefront in Little Elm. The core area will be developed with a mix of uses, a pedestrian-oriented environment linked to surrounding parks, trails and other municipal recreation resources including Little Elm Park and Trails to the west, Beard Park to the east and the Lewisville Lake waterfront to the south.

The key focus is the creation of a vital commercial/pedestrian presence downtown, with residential as a supporting use. Approaches wherein unique commercial uses should be incorporated within development.

In general, the following principles will guide the development:

### Economic / Financial

1. The Town will not fund project activities through the use of General Fund Resources. Tax increment, generated principally through the project, may be a source of funding if the intended uses are economically justified.
2. The Master Developer will be expected to build or negotiate with other developers to bring a hotel to the site and some type of year round entertainment (i.e. theater/bowling/etc.)
3. The preference is for vertical or horizontal mixed residential units including proposing a parking garage wrapped with high density residential.

### Land Use

4. All existing structures within the Phase Two project area will be demolished shortly. The Town's historic water tower will remain and is expected to be incorporated as a landmark within the ultimate design.
5. Unique Hotel with a small conference center for meetings and events within Lakefront.

6. Commercial, Office, Bars and Restaurants: All proposals will be judged by the minimum square footage of gross leasable area to be provided. Commercial spaces shall be in a range of sizes to accommodate a variety of tenants.
7. Residential: high density dwelling units shall be provided to help the office and commercial development along Main Street, but should not be the focus.
8. Other Uses: Other complementary uses, such as entertainment, professional office and hospitality are desired and expected.

### Urban Design

9. Maintaining sight lines incorporating lake views along Eldorado Parkway, as well as to the Town's historic water tower, from parcels north of Eldorado Parkway and extensive use of water features will be a key consideration in the selection of the Master Developer.
10. The Town of Little Elm will provide on-street, angled parking along Main Street and possibly Clark Street. Development will provide adequate off-street parking.
11. Buildings will generally be no taller than four stories with the typical being two to three residential floors above ground-level commercial or mixed in with commercial uses. One or two taller buildings may be permitted if these are for hotel or residential use.
12. Development should be designed to present an active face at pedestrian level along all streets – both internal and at the edges. Buildings adjacent to sidewalks or plazas should have a front door entry, windows and a possible outdoor patio.
13. Main Street, Lakeshore Drive and Clark Street shall be pedestrian friendly, while accommodating vehicular traffic. They should have trees, benches, outdoor seating, kiosks, park features, and other amenities.



The Town and EDC have acted as the developer on several items within the Lakefront. The images provided are for reference only.

## Palladium Development (Under Construction)

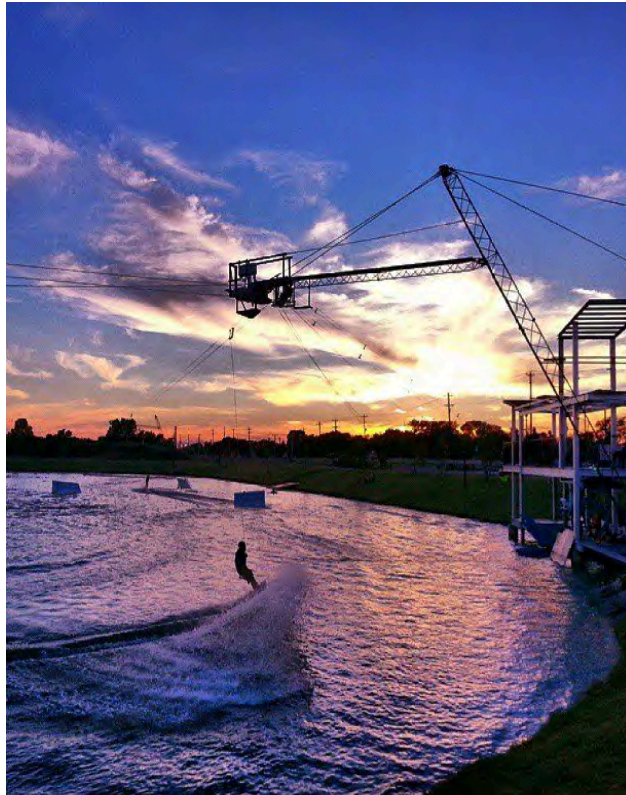




# Hula Hut



# Hydrous Cable Wakepark & Tower Tap House Restaurant & Bar





# Hydrous Cable Wakepark



# The Beach





# Beard Park





# Events



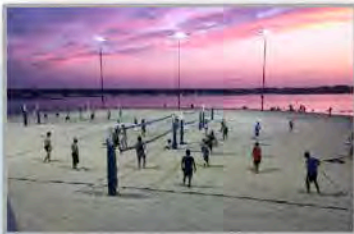
**LITTLE ELM**

## Town of Little Elm EVENTS CALENDAR 2016-2017

**June 2nd:** Schools Out! High school beach party

**June 4th:** Craft Brew & Cue  
Craft beer sampling, barbeque vendors, and bands. Kid friendly!

**June 17th:** Summer Bash with The Ticket!



**July 4th :** July Jubilee  
Bands, vendors and fireworks

**July 16th and 17th:** Big Texas Paddle Fest  
Largest stand up paddle race in Texas, expo, bands, and vendors



**September 22nd - 25th :** Autumn Fest  
4 nights of carnival fun. Bands, pageants and vendors



**October 20th - 22nd :** Pumpkin Hollow  
Carnival games, jack o' lantern lined trails, haunted trails and haunted



**December 3rd and 4th:** Santa Land  
Parade and tree lighting, Santa, live reindeer and elf houses



**March 4th :** Big Easy 5k  
Night time 5k glow run. crawfish and Mardi Gras Party, live bands and food.



**April 9th:** EGGtastic  
Egg hut, kite flying, games, rides, free hot dogs and lemonade



The Fun Never Ends in Little Elm

# LAKEFRONT



PAID FOR BY LITTLE ELM EDC



# Conceptual Design

Some conceptual designs were developed by the Town that provides guidance as to the general elements of the Town Center strategy. The elements of this design should be considered as a framework for future developers and not as a direct representation of the Town's intended design or use of the project area. Strong preferences will be given to streetfront retail and office along Main Street. The EDC is open to vertical mixed use to accomplish the retail and office along Main Street with continuing the Lakefront theme. The images provided are for reference only.



*All images are provided for illustrative and conceptual purposes only. Creativity in the overall project approach is desired.*



## Concept Street View

The following will also be addressed in the development:

- Attractive view opportunities for pedestrian and motorists.
- A maximum number of on-street parking spaces will be provided.
- Traffic speed will not exceed 25 mph so that pedestrians, bicyclists and vehicles can safely share the roadway.
- Shade for pedestrians through the use of canopy trees along the sidewalks.
- Street furniture such as pedestrian level lighting, benches, orientation maps and litter containers.



## Criteria for Selection

---

The Little Elm Economic Development Corporation (EDC) is seeking a Master Developer for Phase 2 of the Lakefront. The development group could be a joint venture. Except for a Hotel entity, other entities, qualified to develop only a portion of the project should not submit qualifications.

The EDC will evaluate the submitted qualifications based on the following criteria:

- Demonstrated successful experience of the development entity (not consultants to that entity) in planning, designing and developing mixed use commercial/residential projects. Additional consideration will go to developments with hotel and conference center experience. (30 points)
- Demonstrated successful experience of the development entity (not consultants to that entity) in negotiating complex real estate transactions with public entities. (20 Points)
- Experience working with proponents and the public in a collaborative, non-confrontational manner. (15 Points)
- Evidence of financial capacity and track record in securing financing for projects with development cost in the range of \$60 million or more. (15 Points)
- Background and accomplishments of key members in the development group (not consultants) in comparable projects. (10 Points)
- Quality and responsiveness to the EDC's request for qualifications and development approach. See *Submittal Requirements*. (10 Points)

## Next Steps

---

The following constitutes the remaining steps in the EDC's process. These steps and timelines may be adjusted as required by the EDC, at its sole discretion.

**May 31 – June 10, 2016:** Orientation weeks are for meetings with proposers that includes a tour of the site and response to inquiries.

**July 12, 2016:** Responses to RFQ are due by 5 PM.

**July 21, 2016:** EDC selects developers for interviews.

**August 16 to 19, 2016:** EDC interviews selected developers.

**August 31, 2016:** EDC will select developers to submit formal proposals and issues a Request for Proposal with exact contact details to selected

developers. In the proposal phase of the process, it is anticipated that the following will be requested:

1. Identification of consultants
2. Illustrative site plans and massing diagram (no architecture)
3. Financial pro forma
4. Financial proposal

**October 6, 2016:** Proposals due by 5 PM.

**October 27, 2016:** EDC selects developer with which to enter into an exclusive negotiating agreement.

## Limitation and Waiver of Protest

---

By responding to this RFQ, each proposer voluntarily and knowingly agrees as follows:

The EDC may amend or terminate selection procedures at any time at its sole discretion. Selection is at the sole discretion of the EDC.

The EDC is not obligated to enter into any agreement with any entity as a result of this process or provide any type of assistance (financial or otherwise) to any entity.

The EDC is not, under any circumstances, responsible for costs borne by proposers for preparing responses to this solicitation, or any costs associated with the selection process. **Each proposer shall bear its own costs.** Each proposer shall hold the EDC harmless from any and all liability, damage, claim, loss and/or expense incurred by or on behalf of the proposer in connection with or relative to this RFQ.

The EDC will not pay a finder's or brokerage fee to any entity representing or purporting to represent proposers.

All materials submitted in response to this solicitation will become the property of the EDC.

By submitting to this RFQ, each proposer expressly waives any and all rights that it may have to object, protest or seek any legal remedies whatsoever regarding any aspect of this RFQ and RFP, including, without limitation, the EDC's selection of a developer, the EDC's rejection of any or all submittals and any subsequent agreement that might be entered into as a result of this RFQ and RFP.





## Submittal Requirements

Please provide **ten hard copies and one soft copy** (delivered on CD or flash drive) of the following information (only) in the submittal of your qualifications, organized as follows:

- 1. Project Understanding:** Provide a narrative regarding the project concept and illustrative plan that demonstrates your understanding and response to development issues and the project, in general. The response should be no more than five pages, not counting illustrative materials, financial estimates, or similar accompaniments. The response should include a description of how you would work with the EDC to refine the illustrative concept provided in this solicitation, how the commercial component would be implemented, and any other matters that you wish to call to the attention of the EDC.
- 2. Key Entity / Team:** Identity of the entity that would be the developer of the project: Company name, legal status, address, phone, email and the primary contact for this solicitation. If a joint-venture, provide information for each member of the venture and an indication of the lead entity for the project. Identification of consultants including architects and planners is not required at this time.
- 3. Background and Experience:** Overall background and experience of the development entity (and any joint ventures) and statement as to why that entity is best qualified to undertake this project.
- 4. Completed Projects:** Identify three completed projects developed by the development entity that best exemplify the capabilities of that entity to successfully complete the Town Center project. For each project, provide the following: Name, location, designers/architects, mix of uses, background/history, absorption, price points, key tenants, current sales/leasing status. Provide photographs or other renderings and public agency contacts, if applicable.
- 5. Key Personnel:** Identify key personnel who would be involved in the project and their proposed roles. Provide resumes and professional references.
- 6. Financial Capability:** Describe your capacity to finance this project. Provide specific examples of comparable financings. Note: If the proposer is selected to proceed beyond the RFQ stage, the EDC will require review of the developer's audited financial statements along with details relating to anticipated funding sources. This information will be kept confidential.
- 7. Project Financing:** Identify hurdle rates of return that you will require to develop the project.
- 8. References:** Provide five references, including two public sector references and two financial references who can attest to the ability of your group to implement this project. Include name, contact information, and nature of the association. At least two of the references provided should be for individuals associated with any of the three projects noted in item 4, above.

In the interest of fairness to all respondents, the EDC will not accept any materials from respondents other than those identified directly above. Any communication from prospective respondents should be delivered via email to the EDC contact identified herein. Answers provided by the EDC, along with the original inquiry will be distributed to all developers to ensure that all parties have the full scope of information available. Sources of these inquiries will not be disclosed.

### Jennette Killingsworth

Executive Director of EDC  
Town of Little Elm, Texas  
100 West Eldorado Parkway  
Little Elm, Texas 75068  
[edc@littleelm.org](mailto:edc@littleelm.org)  
(214) 975-0455

#### Deliver Submittals to:

Economic Development Corporation  
ATTN: RFQ Response  
Town of Little Elm, Texas  
100 West Eldorado Parkway  
Little Elm, Texas 75068  
[edc@littleelm.org](mailto:edc@littleelm.org)

Qualifications Packages must be received no later than July 12, 2016. Submittals received after 5:00 PM on that date may not be considered, at the EDC's sole discretion.

*We thank you for your participation.*



#### PROJECT ORIENTATION MEETINGS

Week of May 31<sup>st</sup> – June 10<sup>th</sup>, 2016

Please Schedule

Location: Little Elm EDC  
Town Hall – 2<sup>nd</sup> Floor  
100 West Eldorado Pkwy  
Little Elm, Texas 75068  
[edc@littleelm.org](mailto:edc@littleelm.org)

