


# Proposed Recreational Lagoon at Fountain Park

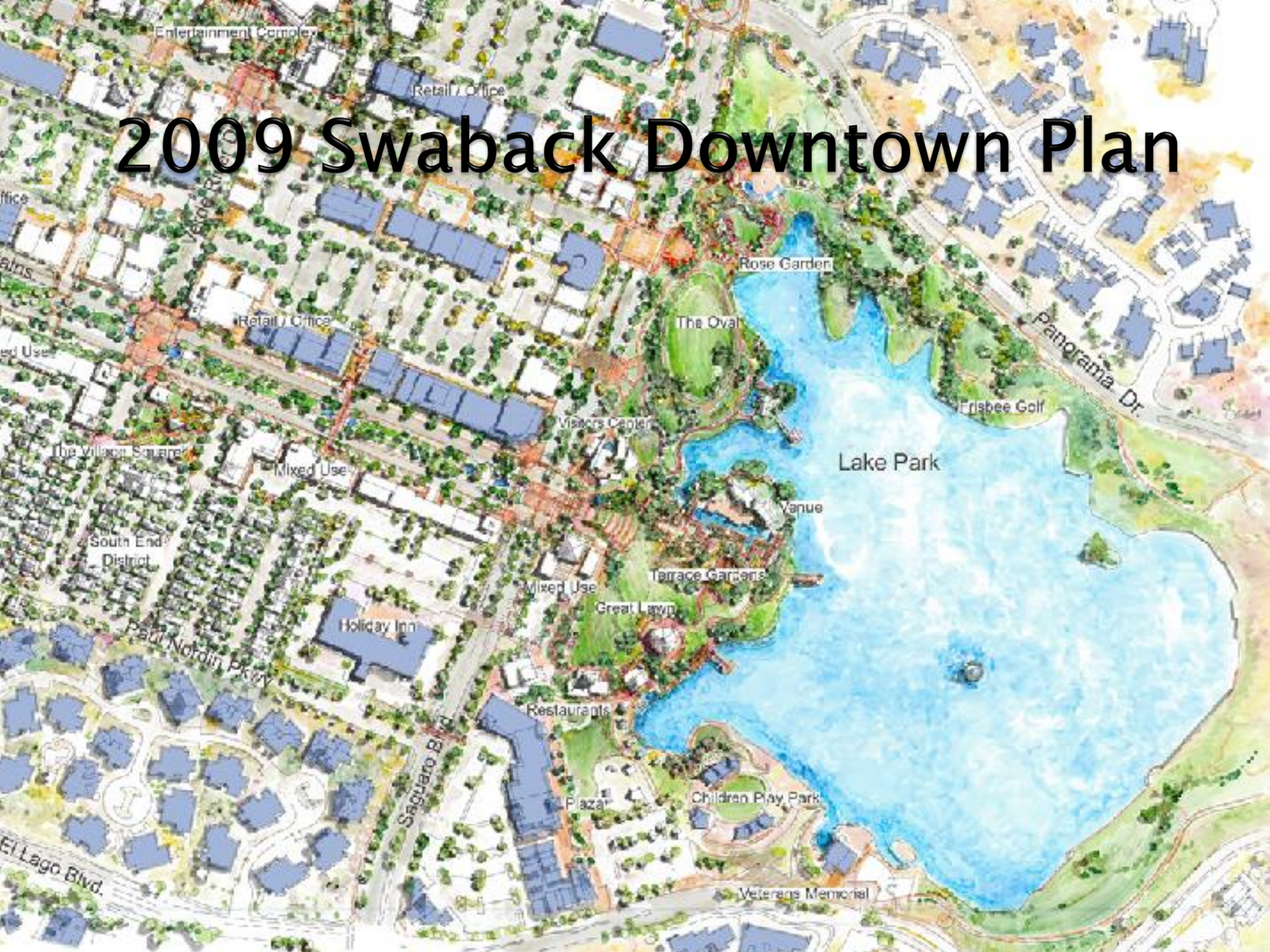
June 13, 2017



# Background

- ▶ In 2009 the town contracted with Swaback Partners to develop a Vision and Specific Area Plan for downtown
  - ▶ After numerous public meetings and citizen participation, the Town Council approved the downtown plan
  - ▶ Despite the downturn in the economy after 2009, several Swaback recommendations have been implemented including a linear park, the mixed use Park Place development, and Fountain Park improvements
  - ▶ The Swaback Plan envisioned Fountain Park serving as a focal point for the downtown which would include waterfront activities, restaurants and some commercial uses
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# 2009 Swaback Downtown Plan





Rose Garden

The Oval

Panorama Dr.

Frisbee Golf

Lake Park

Venue

Terrace Gardens

Great Lawn

Holiday Inn

Restaurants

Saguaro Blvd

Plaza

Children Play Park

Veterans Memorial

Office

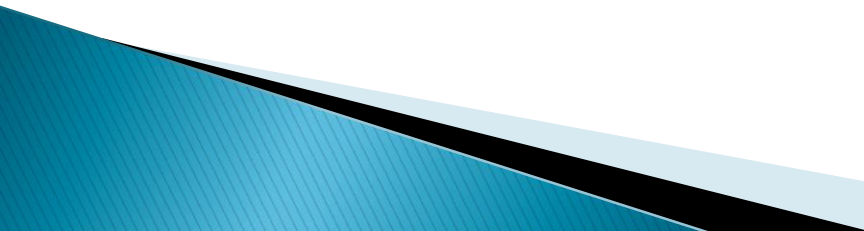
Visitors Center

Mixed Use

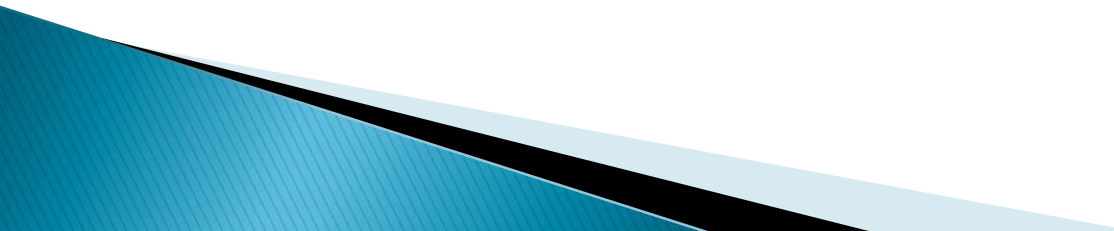
Mixed Use

Office

# Additional Background

- ▶ World renown Crystal Lagoons prepared a preliminary concept for a recreational lagoon in Fountain Park which is consistent with the Council–approved Swaback Downtown Specific Area Plan and approved 2017 Strategic Plan
  - ▶ Last December a work group was created to measure community support for a recreation lagoon at Fountain Park and to come back with a business plan
  - ▶ The work group was led by Councilmember Art Tolis and included several key business leaders in their respective fields
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# Additional Background

- ▶ The consensus of the work group is that the swimming lagoon, beach, and other amenities will energize Fountain Park and will create an activity hub to support downtown businesses
  - ▶ FH Sanitary District does not have any problems or concerns with the proposed project
  - ▶ Arizona State Parks Department has provided a tentative green light to the project based on information provided to the staff
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# FOUNTAIN HILLS - PRELIMINARY

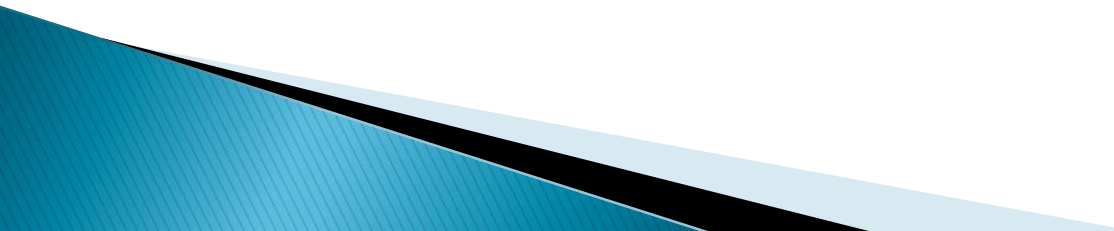


## Zoning

1. Crystal Lagoon (5.6 ac.)
2. Existing Lagoon
3. Beach
4. Club House
5. Boat House and Docks
6. Existing Amphitheater
7. Continuous Trail

# Proposed Crystal Lagoon Details

## Preliminary Information

- ▶ 5.6 acres surface area located south of the Great Lawn next to the amphitheater
  - ▶ \$600,000 per acre to build (\$3.5 to \$4 million)
  - ▶ Additional costs for dining/concession facilities, event space, boat house, restrooms, beach area, and other improvements
  - ▶ Lagoon operating costs of \$200,000 annually
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# Next Steps

- ▶ Contract with Applied Economics to analyze the project in terms of construction costs, operating costs, financing, operating revenues, and other financials to determine the feasibility of the project
  - ▶ Contract with Swaback Partners to evaluate the proposed site for the project from an architectural and engineering standpoint
  - ▶ The firms will coordinate their analyses with one another and Crystal Lagoons
  - ▶ The firms will present their findings and recommendations to Council in September
  - ▶ Based on information presented to the Town Council, the Council will then make a decision whether or not to move forward with the proposed project
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