

ERNEST SWIGER CONSULTING, INC.

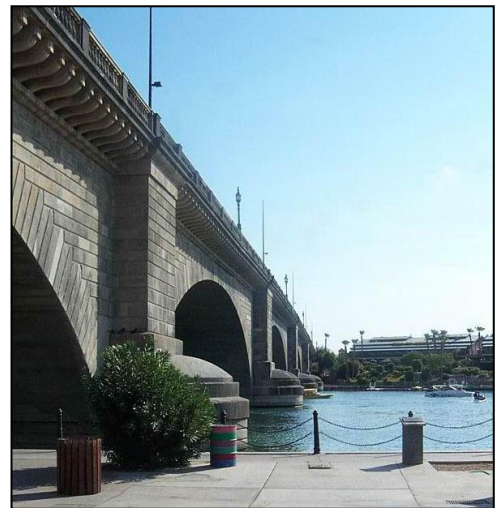
REDEVELOPMENT PLANNING & LAND USE

LAKE HAVASU CITY, ARIZONA – REDEVELOPMENT PLAN ANALYSIS AND DEVELOPMENT OF PLAN ALTERNATIVE

The Lake Havasu City Council had received a Redevelopment Plan for the Bridgewater Channel Area of City, but some Council members and City staff were not convinced of the financial viability of the projects put forward in this plan. This portion of the City is home to major attractions and resorts and is the center of the City's boating and marine activities. While the proposed plan provided for some development of tourist-related operations and facilities, the plan downplayed private investment and economic growth.

The City selected **SWIGER CONSULTING** to assess the financial and land use impacts of the proposal and to develop alternative plans for each of the eight redevelopment sub-areas along the Bridgewater Channel. In the first phase of the project, the consulting team estimated the extent of public and private investment required to execute the plan as presented, and went on to calculate the potential revenues generated for the City from this development.

In the second phase of the project the consulting team, which included O'Conner Construction Management to provide cost estimates for projects, called upon its experience and knowledge to prepare an alternative plan that was more development intensive, recognized the need to create financially attractive and revenue generating projects, and still enhanced the quality of life for residents. The team created a redevelopment scenario that included hotels, a regional convention facility, a Riverwalk-style shopping and dining venue, and an updated English Village shopping area to capitalize upon the presence of the historic London Bridge, shown here. This alternate scenario showed an increase of over fifty percent in private investment and the generation of twice the tax revenues for the City.



This scenario demonstrated that there are more financially viable development alternatives for the area – ones that will not only generate more revenues for the City, but which will be more attractive to developers and enhance the City's position as a tourist destination. The City has created new land use and zoning districts to accommodate new and more intensive development activity in this area.

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