

# BIRDLAND PARK AND MARINA MASTER PLAN

PARK AND RECREATION BOARD MEETING



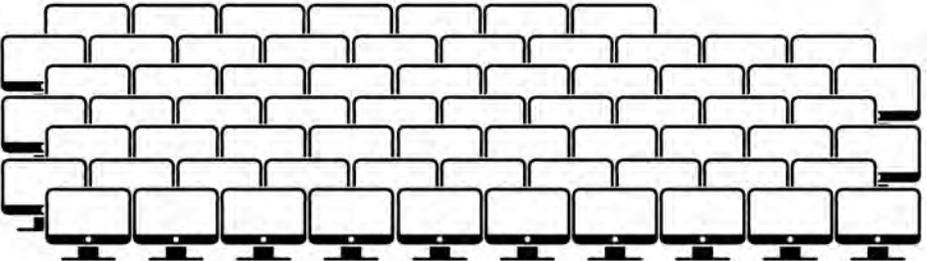
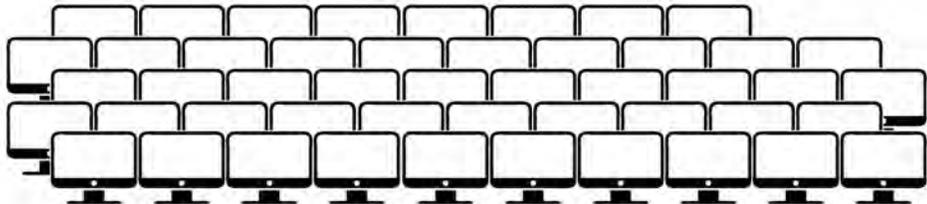
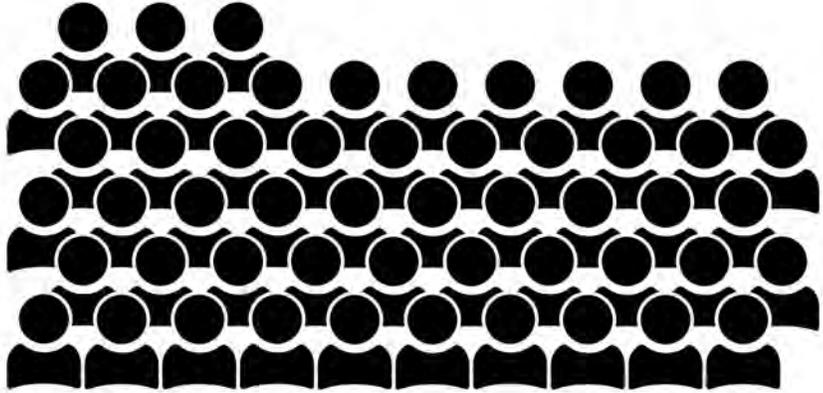


# STAKEHOLDER PROCESS – PROJECT ADVISORY COMMITTEE

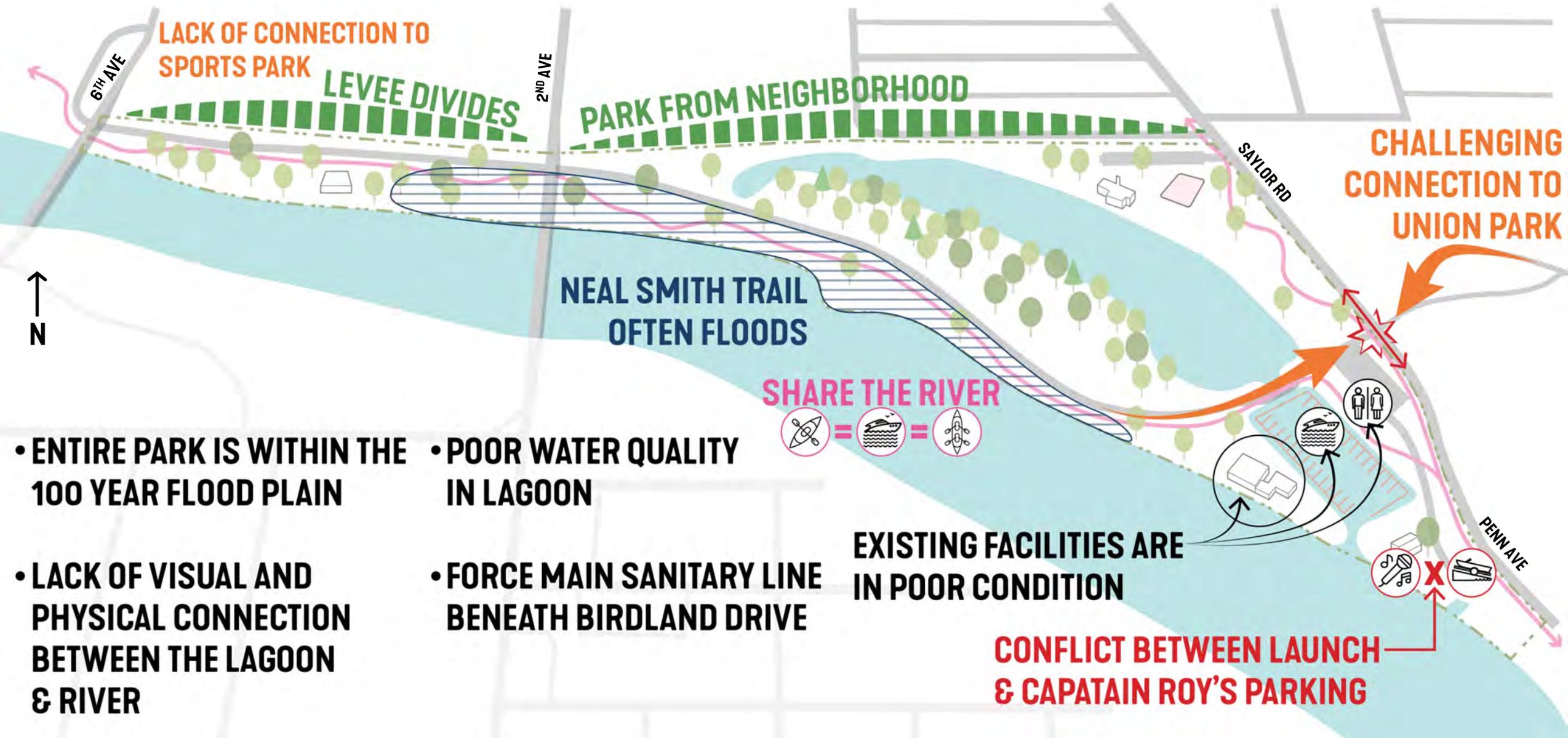
- Parks and Recreation Department
- City Manager's Office
- Engineering Department
- Facilities Department
- Public Works Department
- Finance Department
- Civil and Human Rights Department
- Community Development Department
- City Councilor Linda Westergaard
- Polk County Supervisor Tom Hockensmith
- Parks and Recreation Board
- Friends of Des Moines Parks
- Union Park Neighborhood Association
- Captain Roy's
- Birdland Marina Tenants
- Des Moines Rowing Club
- Des Moines Powerboat Club
- Central Iowa Water Trails

# PUBLIC MEETING PROCESS

- Public Meeting #1 = 53 Attendees
- Public Meeting #2 = 48 Screens  
(assuming 60-65 attendees)
- Public Meeting #3 = 67 Screens  
(assuming 84-90 attendees)



# SITE ANALYSIS



# COMMUNITY INPUT – WHAT WE HEARD

52% of respondents live within 3 miles

When visiting the park survey respondents

Arrive by...



61% Vehicle



20% Bike



10% Walk

When visiting the park survey respondents

Favorite Activities...

Survey respondents

Priority features at Birdland Park

1st

Trails

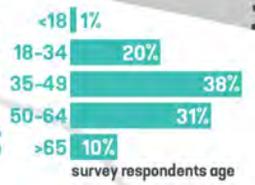
2nd

Paddlecraft

3rd

Enjoying Nature

128 PARTICIPANTS



How do you use Birdland Park?



Future amenities... survey respondents would like to see

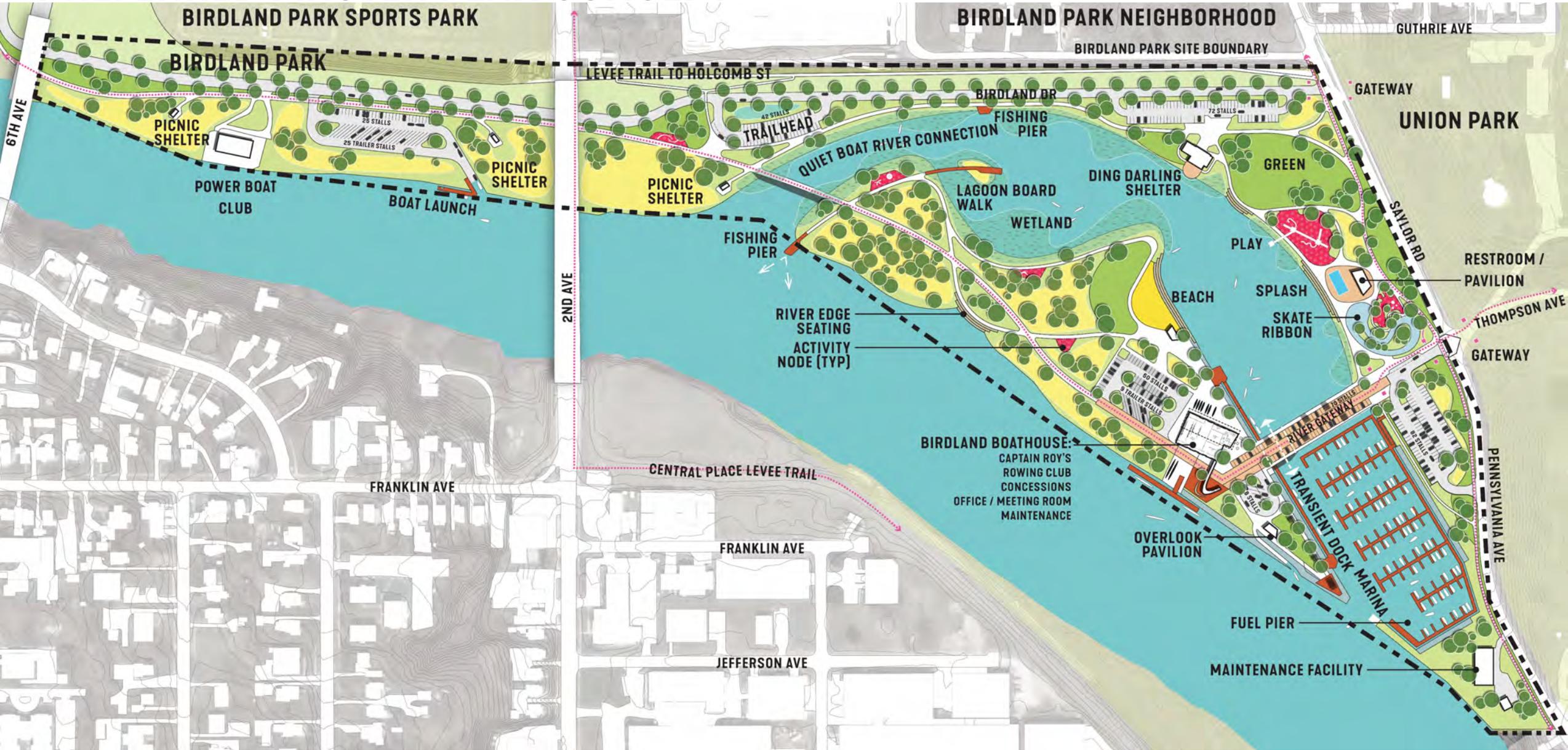
- "ice skating"
- "concessions & coffee"
- "bike & paddle rentals"
- "better restrooms"
- "clean river and lagoon"
- "improved marina & boathouse"

# DESIGN DRIVERS – WHAT DES MOINES TOLD US

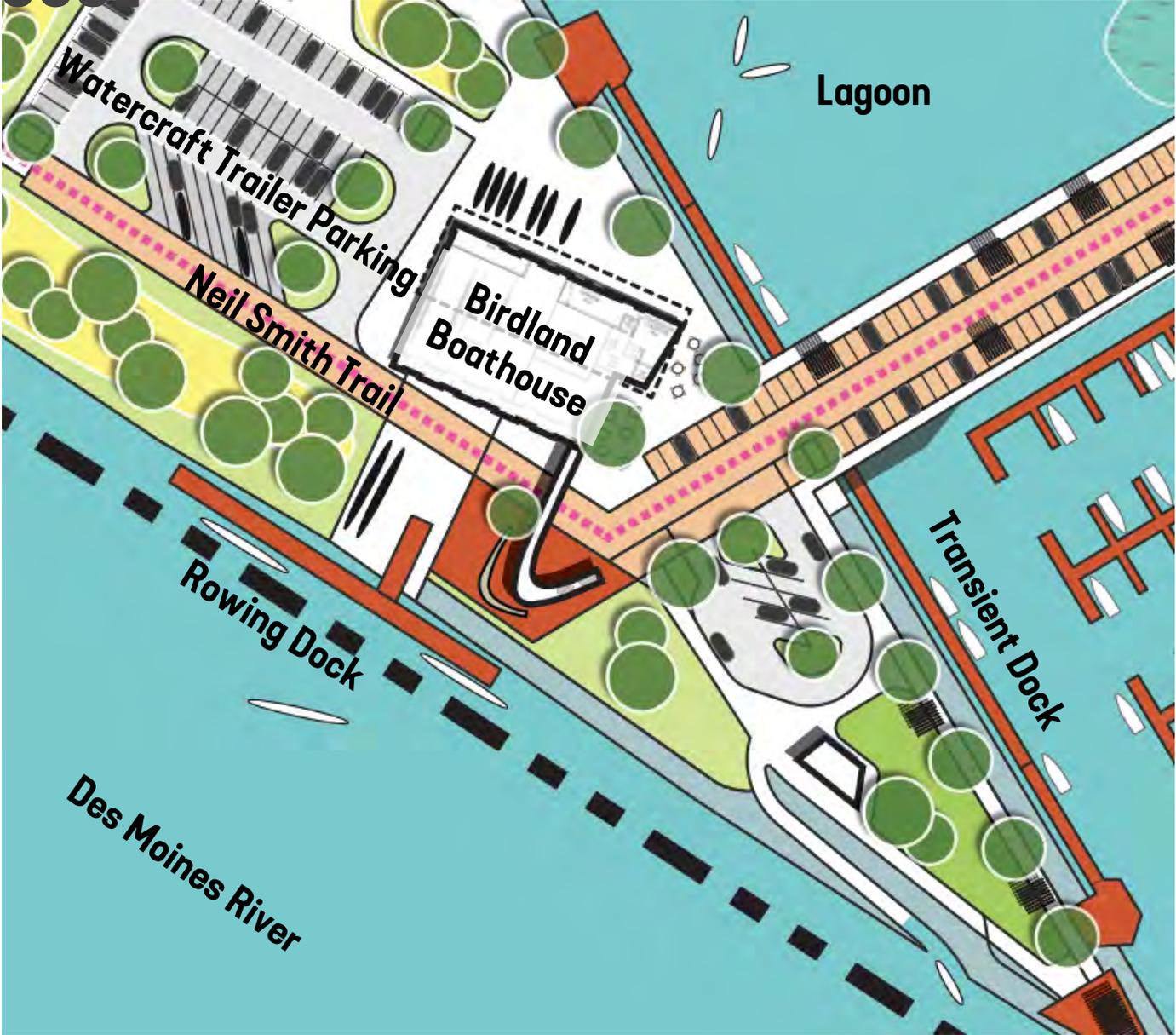
1. **Trails and Connections** are key to the how you use and how you want to use Birdland
2. **All forms of boating** – power, quiet (canoe/kayak and rowing) are equally desired at the park
3. **Socializing and community activity spaces** are part of what has made this park special and needs to remain as part of the fabric of this park.
4. View, experiencing and enjoying **the natural characteristics of this park** set it apart from other parks in the river, so close to downtown.
5. Explore opportunities for **Birdland Dr.** and the **Birdland Dr. Bridge**



# PREFERRED MASTER PLAN CONCEPT



# BIRDLAND BOATHOUSE



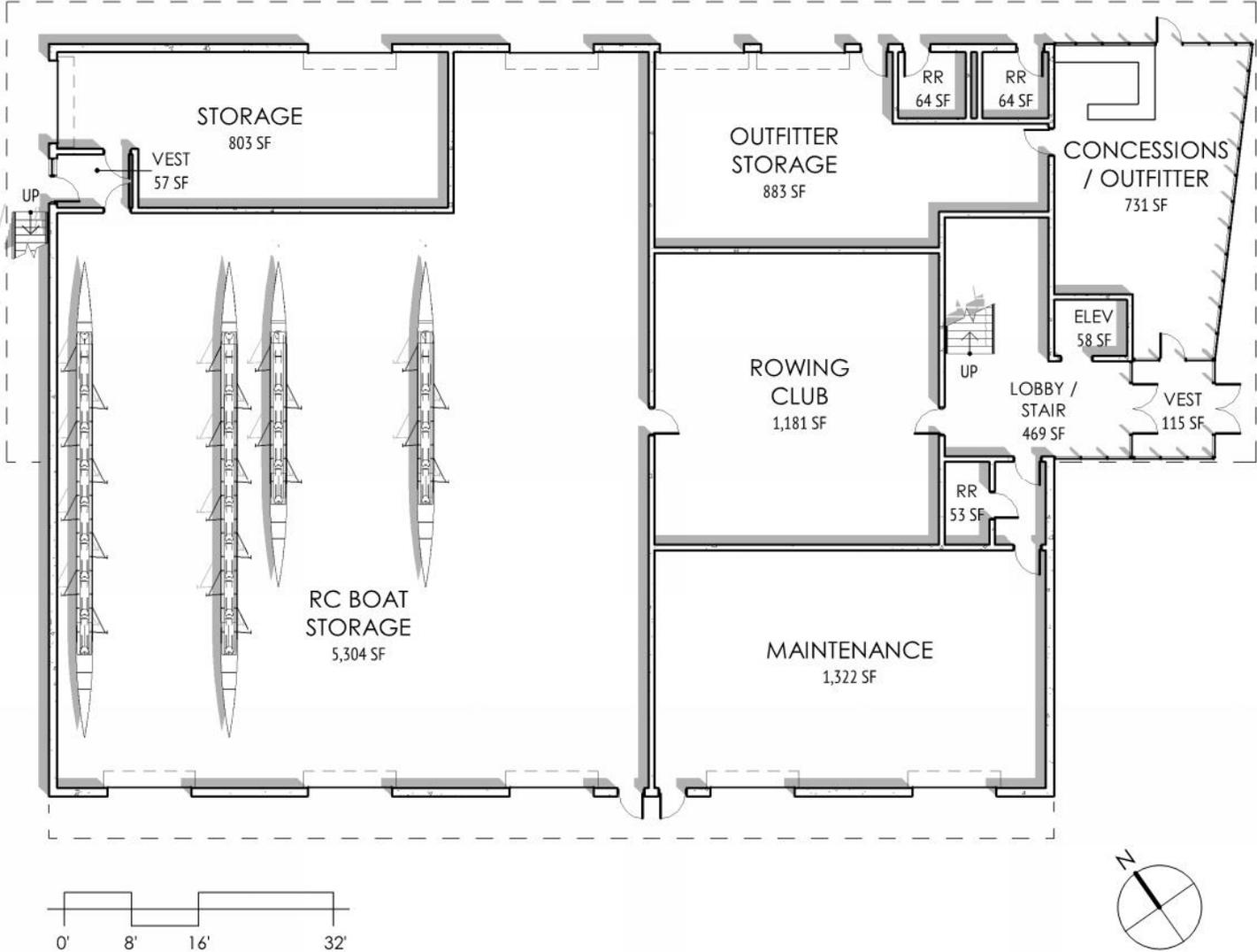
# BOATHOUSE PRECEDENTS



BIRDLAND PARK AND MARINA  
DRONE VIEW FROM + 20'-0"

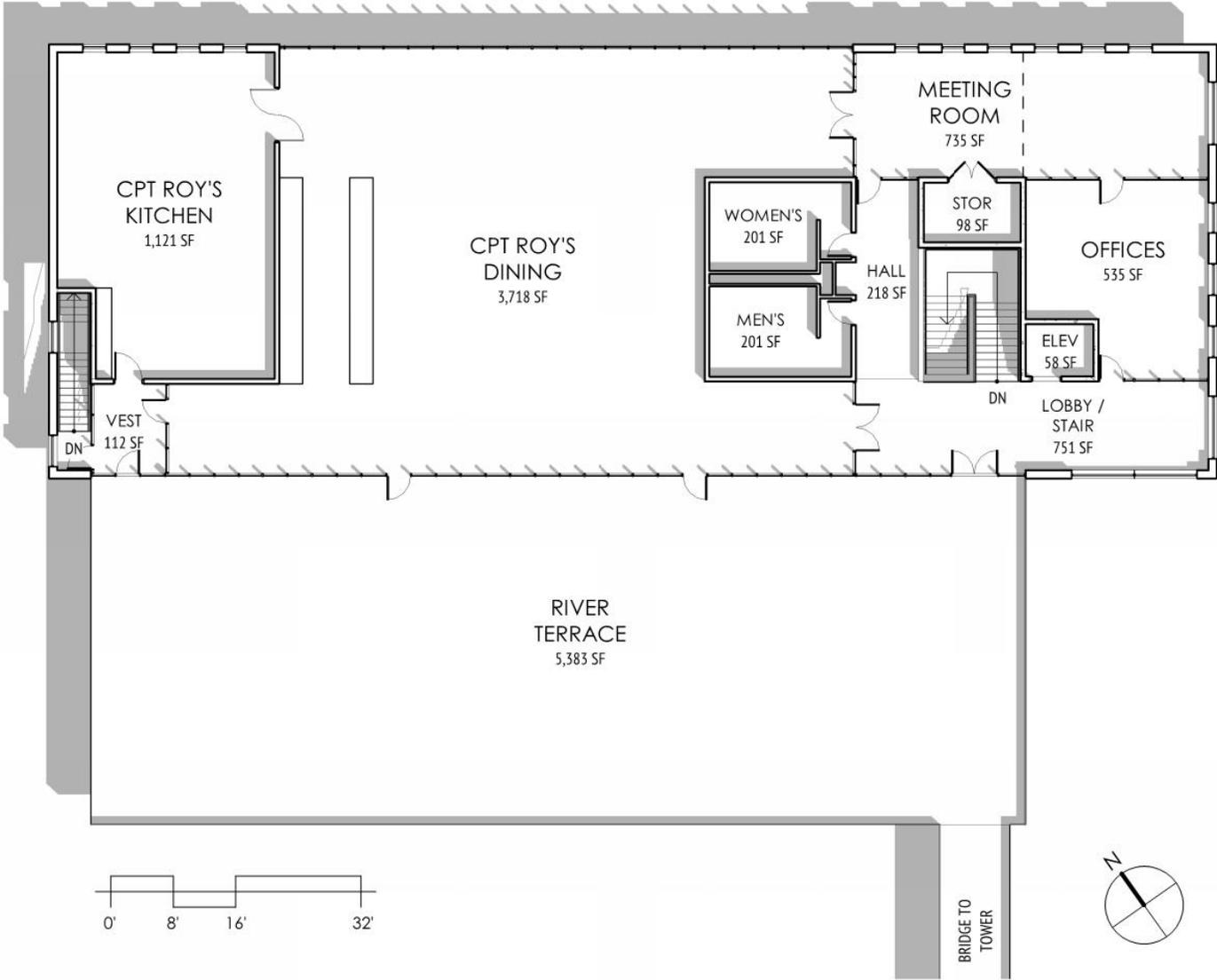
# BOATHOUSE

## 1<sup>ST</sup> FLOOR PLAN

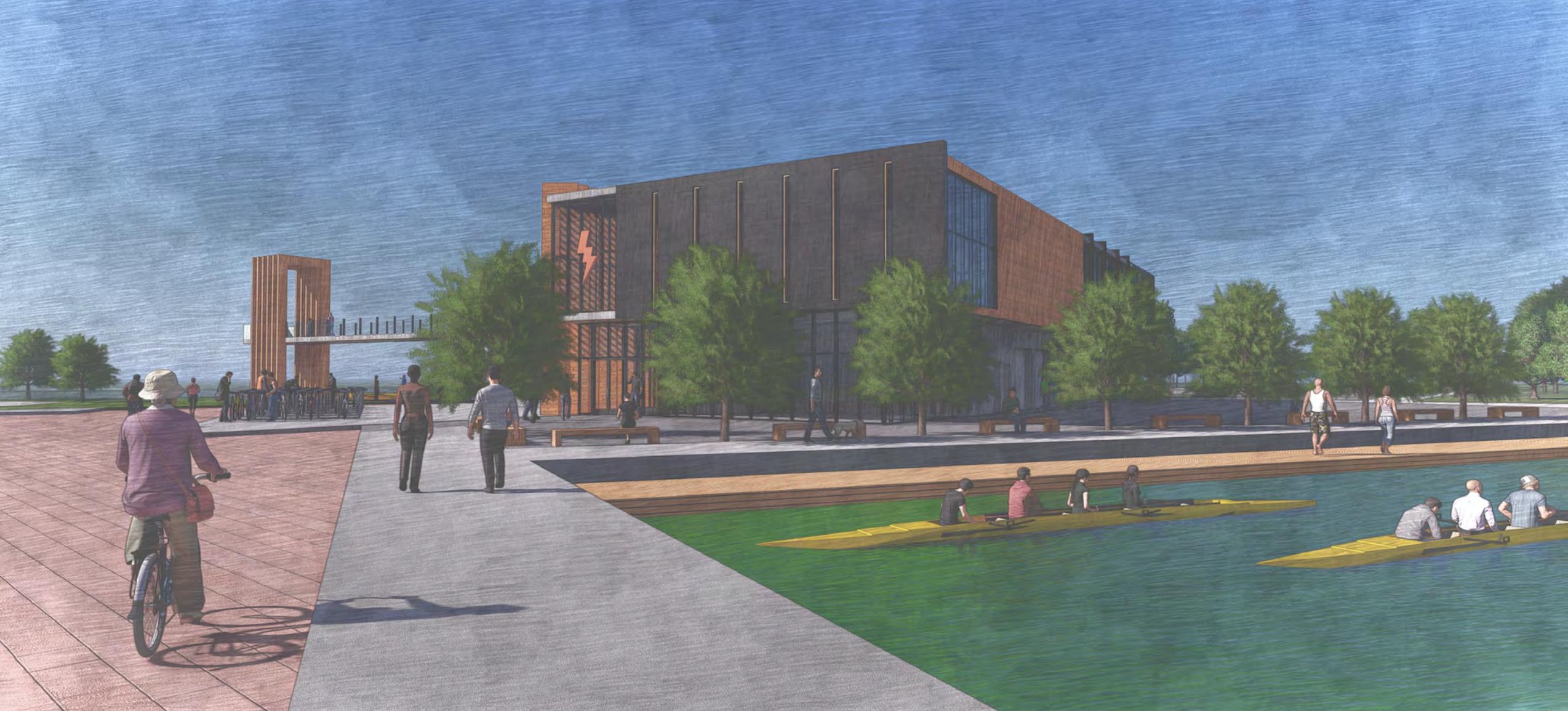


# BOATHOUSE

## 2<sup>ND</sup> FLOOR PLAN



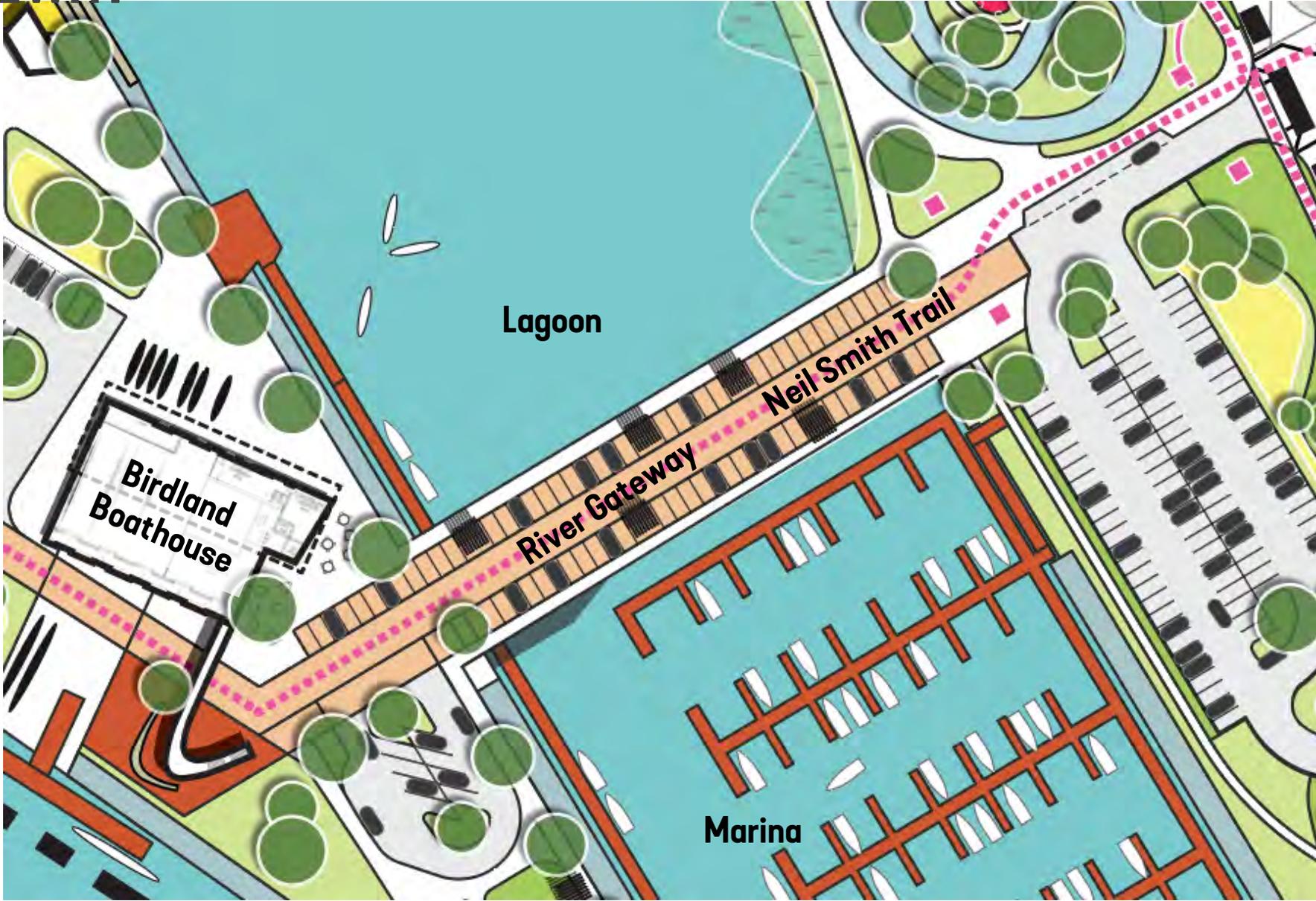
# BOATHOUSE



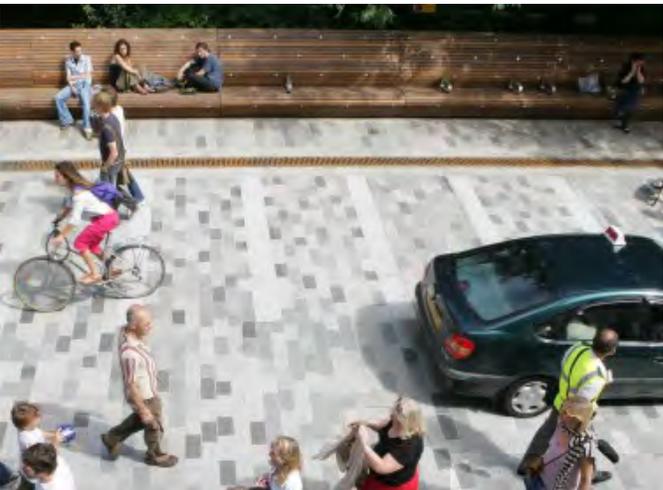
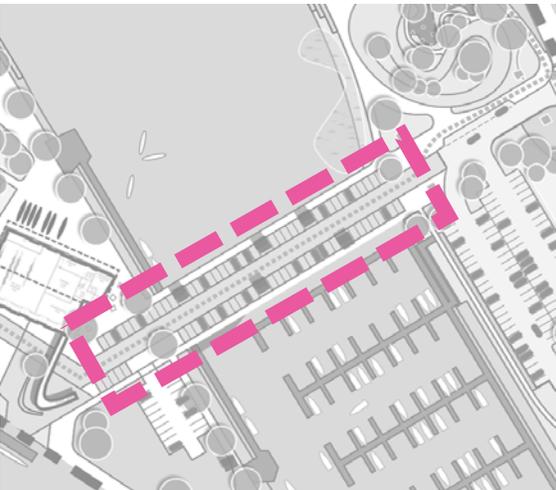
# BOATHOUSE



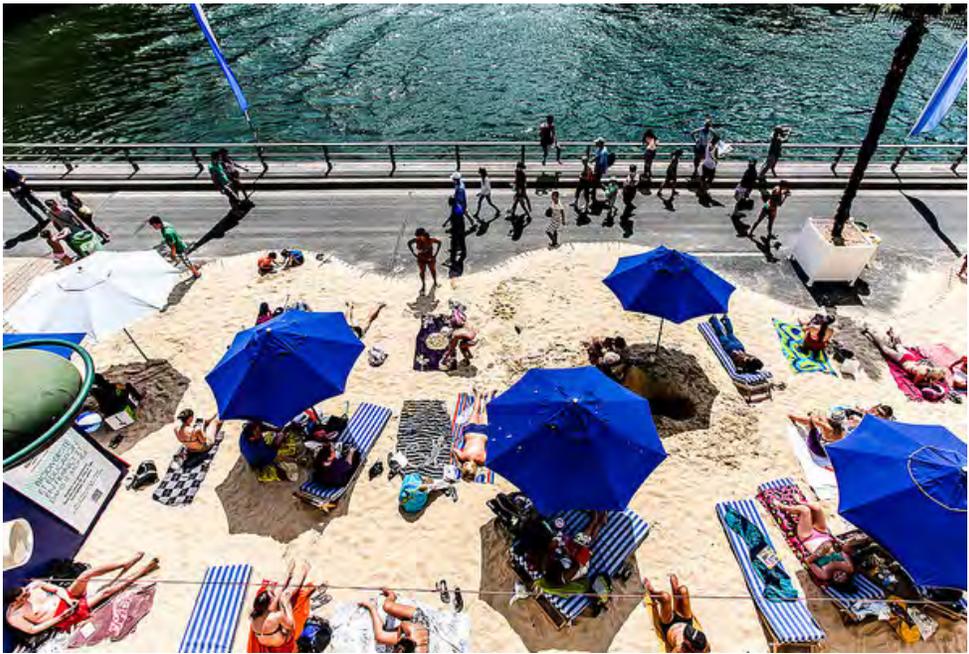
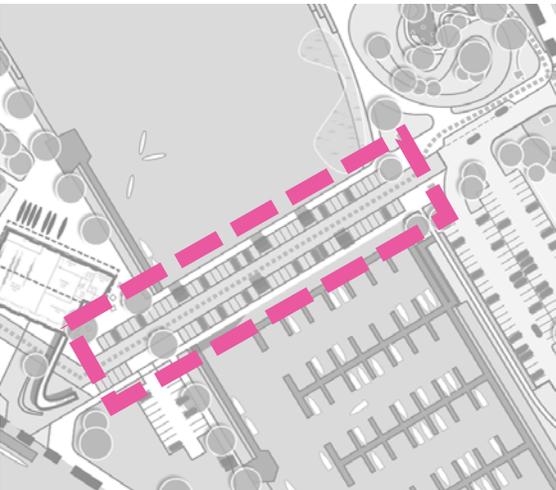
# RIVER GATEWAY



# RIVER GATEWAY (THE BRIDGE)



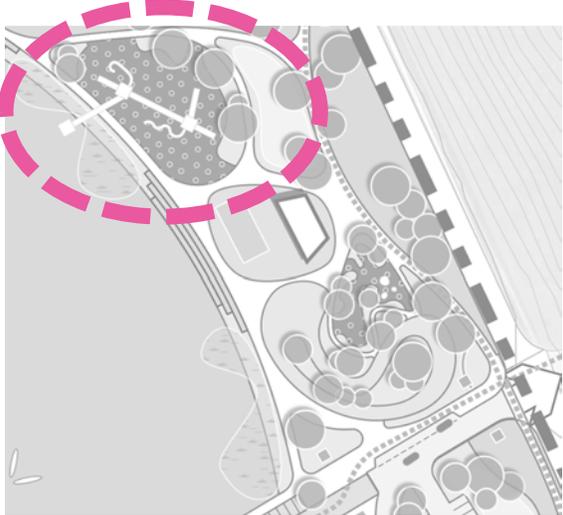
# RIVER GATEWAY (THE BRIDGE)



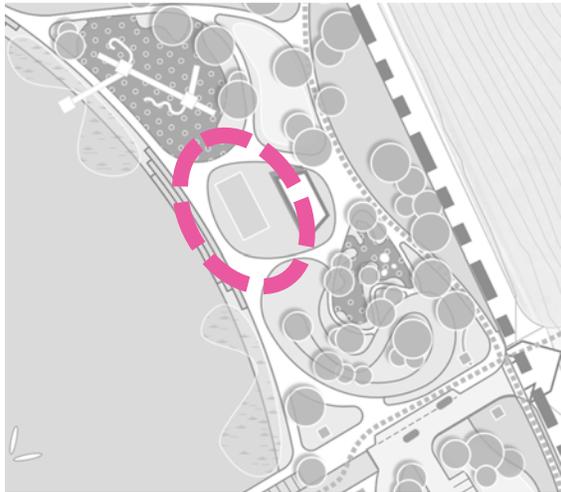
# DESTINATION PLAY



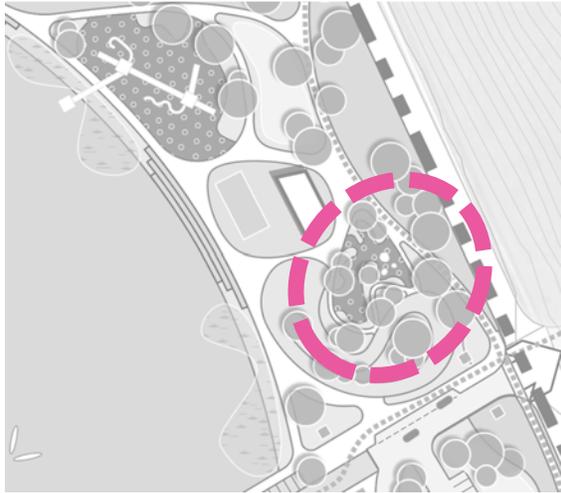
# DESTINATION PLAY (PLAY TOWER)



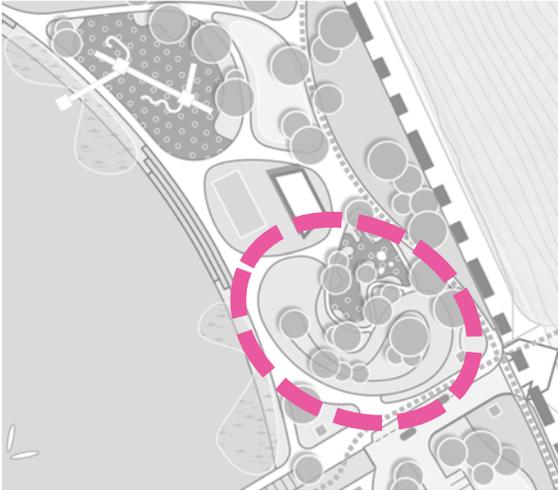
# DESTINATION PLAY (SPLASH)



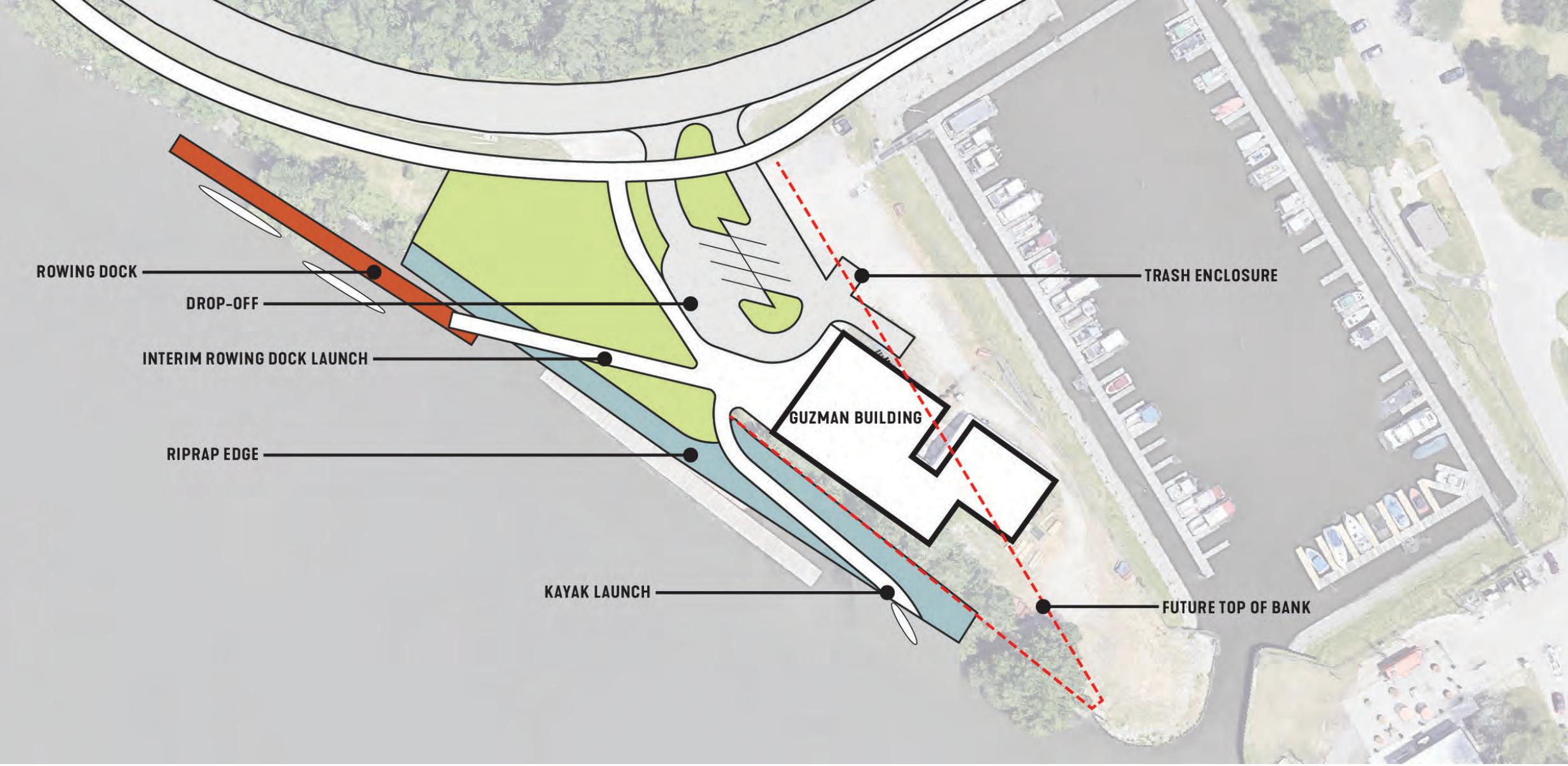
# DESTINATION (PLAY POD)



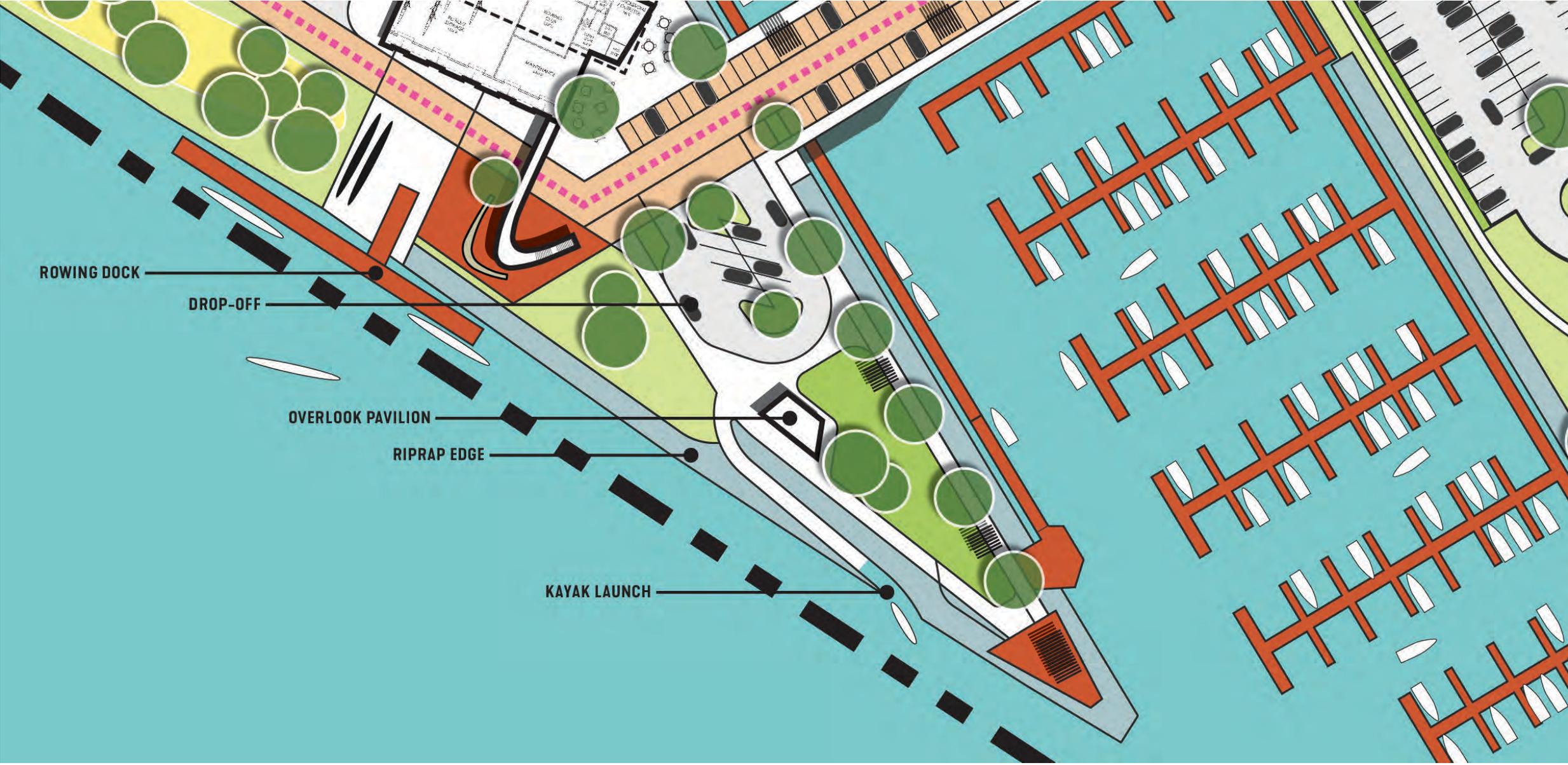
# DESTINATION PLAY (SKATE RIBBON)



# KAYAK LAUNCH – INTERIM CONDITION



# KAYAK LAUNCH – MASTER PLAN



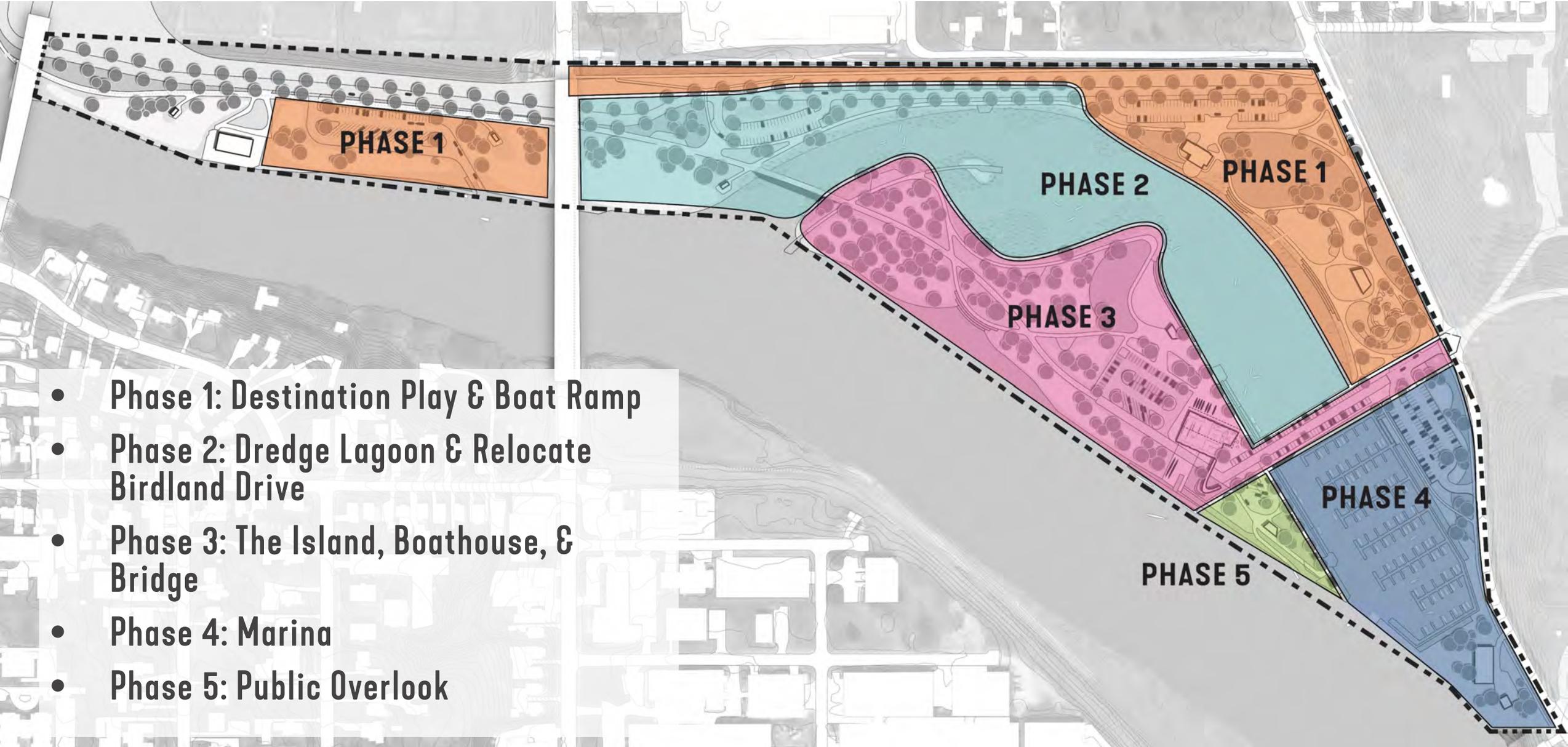
# EXISTING CONDITIONS



# MASTER PLAN



# MASTER PLAN PHASING



- Phase 1: Destination Play & Boat Ramp
- Phase 2: Dredge Lagoon & Relocate Birdland Drive
- Phase 3: The Island, Boathouse, & Bridge
- Phase 4: Marina
- Phase 5: Public Overlook

# PARK OPERATIONS ASSUMPTIONS

- INCLUDE STAFFING COST
- UTILITIES COST
- GROUNDS MAINTENANCE CARE
- PROGRAM COST
- BUILDING OPERATIONS
- COST OF GOODS SOLD
- CONTRACTUAL COST
- MARINA OPERATIONS COST FOR A YEAR ROUND OPERATION

**CONSERVATIVE COST ESTIMATE \$1,107,563**

# REVENUE OPPORTUNITIES FROM NEW REVENUE SOURCES

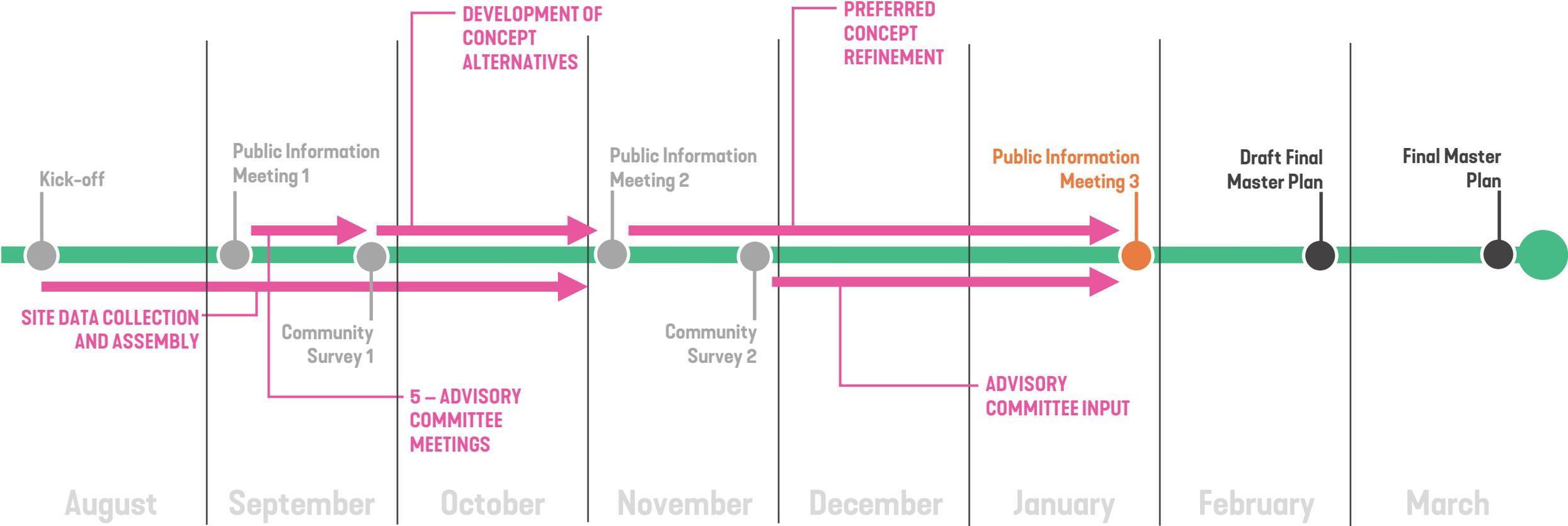
- MARINA
- PROGRAMS OFFERED IN THE PARK
- SHELTER RENTALS
- LEASE OF RESTAURANT SPACE, OUTFITTER SPACE, ICE RIBBON SPACE
- PERMITS FOR FOOD TRUCKS, EVENTS IN THE PARK, RETAIL MARINA STORE

**CONSERVATIVE REVENUE ESTIMATE \$1,467,496**

# PROBABLE GRANT OPPORTUNITIES TO ASSIST BUILDING THE PARK

- DREDGING GRANTS FROM FLOODING GRANTS FROM STATE AND FEDERAL MONEY
- ROAD IMPROVEMENT GRANTS FROM GAS WHEEL TAXES
- TIF FUNDS FOR IMPROVEMENTS OF PROPERTY VALUES AROUND THE PARK
- BUILD GRANTS
- **REDEVELOPMENT** FUNDS
- BRIDGE IMPROVEMENT FUNDS

# SCHEDULE



# QUESTIONS