


COUNCIL COMMUNICATION

	Number:	21-135	Meeting:	March 22, 2021
	Agenda Item:	22	Roll Call:	21-0465
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Recommend adoption of the Birdland Park and Marina Master Plan.

SYNOPSIS:

Recommend adoption of the Birdland Park and Marina Master Plan which was developed by the SmithGroup consulting team in collaboration with City staff, the Project Advisory Committee and members of the general public.

FISCAL IMPACT: NONE

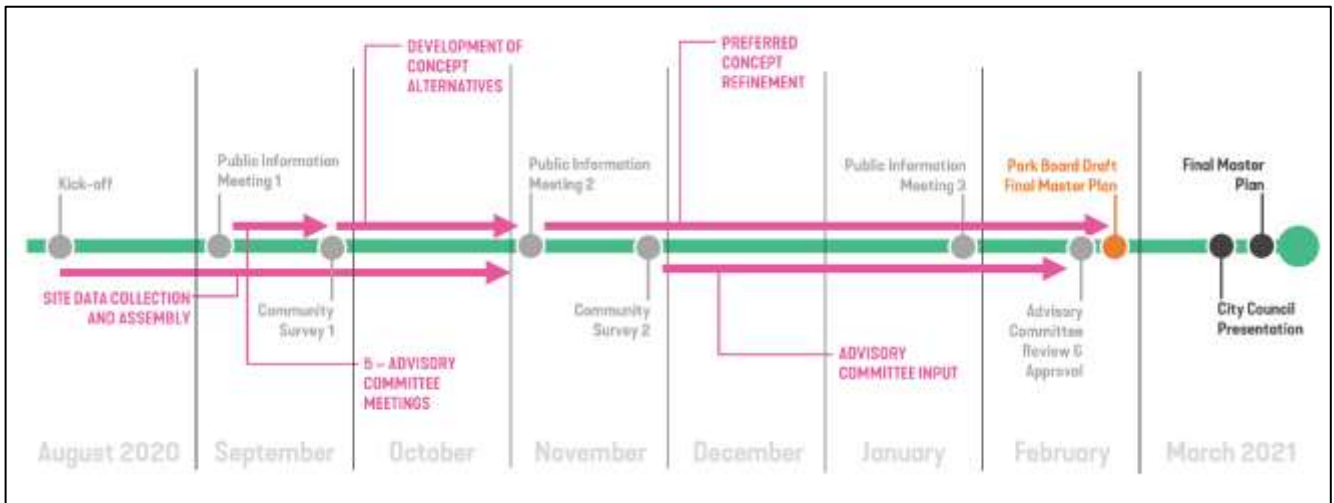
ADDITIONAL INFORMATION:

- The primary purpose of the Birdland Park and Marina Master Plan was to create a visionary and inclusive plan with clear and concise direction for City Council, City staff, the Parks and Recreation Board, and the public for the design, development, and enhancement of the Birdland Park and Marina study corridor including Birdland Drive.
- The Parks and Recreation Department solicited proposals in May 2020 for the development of a master plan for the corridor, receiving eight (8) proposals. An Evaluation and Selection Committee (made up of nine {9} staff from five {5} City departments) scored the proposals and selected three (3) teams to interview based on initial scores and actively participated in the interviews. The Evaluation and Selection Committee ultimately unanimously recommend that the SmithGroup team be awarded the contract.
- Informed by LiveDSM, the Parks and Recreation Department's comprehensive plan, this master planning project was to be community and stakeholder driven. To facilitate project feedback and achieve community buy-in or ownership from the neighborhood and everyday park users, three (3) public meetings were held at different phases of the project's development. The meetings garnered over 200 attendees and generated 350 plus follow-up survey responses.
- The consulting team and Parks and Recreation Department staff were also guided by the Project Advisory Committee comprised of 23 individuals representing 18 unique interest groups to attain additional stakeholder guidance and buy-in. The Project Advisory Committee was made up of representatives from City Parks and Recreation, Engineering, Public Works, Finance, Civil and Human Rights, and Community Development Departments, the City

Manager's Office and Facilities Division, City Council, Polk County Supervisors, Parks and Recreation Board, Friends of Des Moines Parks, the Union Park Neighborhood Association, Captain Roy's, marina tenants, Des Moines Rowing Club, Powerboat Club, and Central Iowa Water Trails.

- Based upon review of the site, existing City planning documents, and input from the first public meeting, the consulting team developed three (3) unique plan concepts to explore ideas with the public. The desired elements from each concept were then combined into a single preferred concept reinforced by public comment, survey responses, and advisory committee input. The major moves include dredging and reactivating the lagoon, opening a river connection for paddle craft, enlarging the marina up to a maximum of 150 slips, a 2-story Birdland boathouse and realigning Birdland Drive to reduce conflict between vehicular and bicycle and pedestrian uses. The boathouse is intended to house multiple, significant uses while providing expansive views of the river, downtown skyline and the surrounding park.
- This project also included a Program, Operational and Business Plan Report. The Pro Forma projects first year expenditures of \$1,188,254 and revenue of \$1,467,496, a 124% cost recovery. The project's cost recovery in years one (1) through six (6) ranges from 124% to 128%, but could be influenced by many factors.
- Given the complexity and scale of the plan, intentional sequencing or phasing is recommended to support improvements functioning on their own and are not contingent upon a subsequent phase. In total the project is estimated to cost \$54.4 million dollars spread across five (5) recommended phases.
- Birdland Park and Marina Master Plan - Recreation Amenities By The Numbers:
 - Trails - 1.2-miles existing - 3.1-miles proposed
 - Parking - 200 spaces existing - 361 vehicle and 34 trailer spaces proposed
 - Play Space - 12,800 square feet existing - 40,300 square feet proposed
 - Marina Slips - 63 existing - Up to 150 proposed
 - Ecological Restoration - 23.4-acres proposed
 - Five (5) new shelters/pavilions, three (3) fishing piers/overlooks, one (1) beach proposed
 - Two (2) paddling launches, two (2) rowing launches, one (1) powerboat launch proposed
 - One (1) new boathouse including Captain Roy's, rowing, an outfitter, and Parks and Recreation operations proposed
- A project webpage, dsm.city/business_detail_T6_R250.php, was developed on the Parks and Recreation Department website offering a repository of project information including links to digital public meetings, video recordings from prior meetings, downloadable exhibits such as the presentations slides from public meetings and the master plan concept, and updates on the plan adoption process.

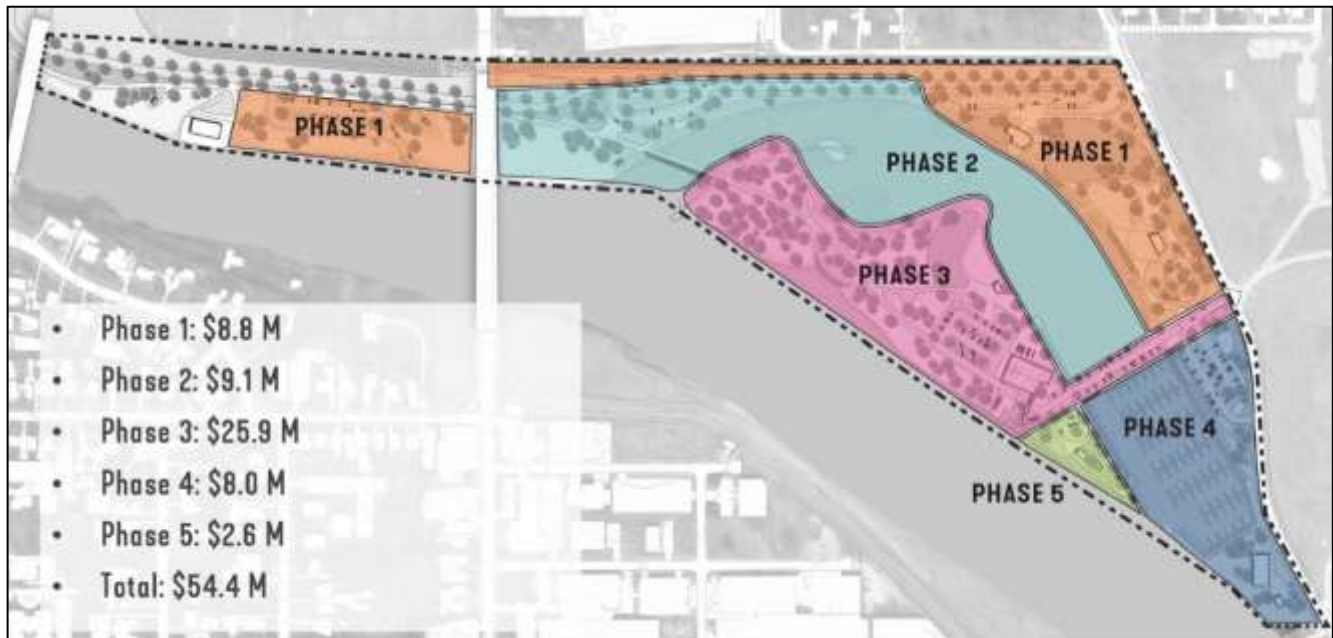
Project Timeline



Proposed Birdland Park and Marina Master Plan



Recommended Plan Implementation Phasing and Associated Costs

**PREVIOUS COUNCIL ACTION(S):**

Date: July 13, 2020

Roll Call Number: [20-1127](#)

Action: [Proposal](#) of SmithGroup, Inc. (John Kretschman, Director of Operations) for consulting services for the development of Birdland Park and Marina Master Plan and authorizing the City Manager to negotiate and execute agreement. ([Council Communication No. 20-318](#)) Moved by Gatto to adopt. Motion Carried 6-1. Absent: Boesen.

BOARD/COMMISSION ACTION(S):

Board: Parks and Recreation Board

Date: February 23, 2021

Resolution Number: 21-011

Action: Motion by Facto to approve the Birdland Park Master Plan. Second by Woodard. Motion carried.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Anticipated actions include grant application approval(s) and agreement(s), donation acceptance agreement(s), and multiple capital construction phases each of which would include a public hearing, receive and file bids, designate lowest bidder, and approve contract and bond; also, partial payments to the contractor and final acceptance of work.

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