

# DES MOINES MARINA CHALLENGES AND OPPORTUNITIES

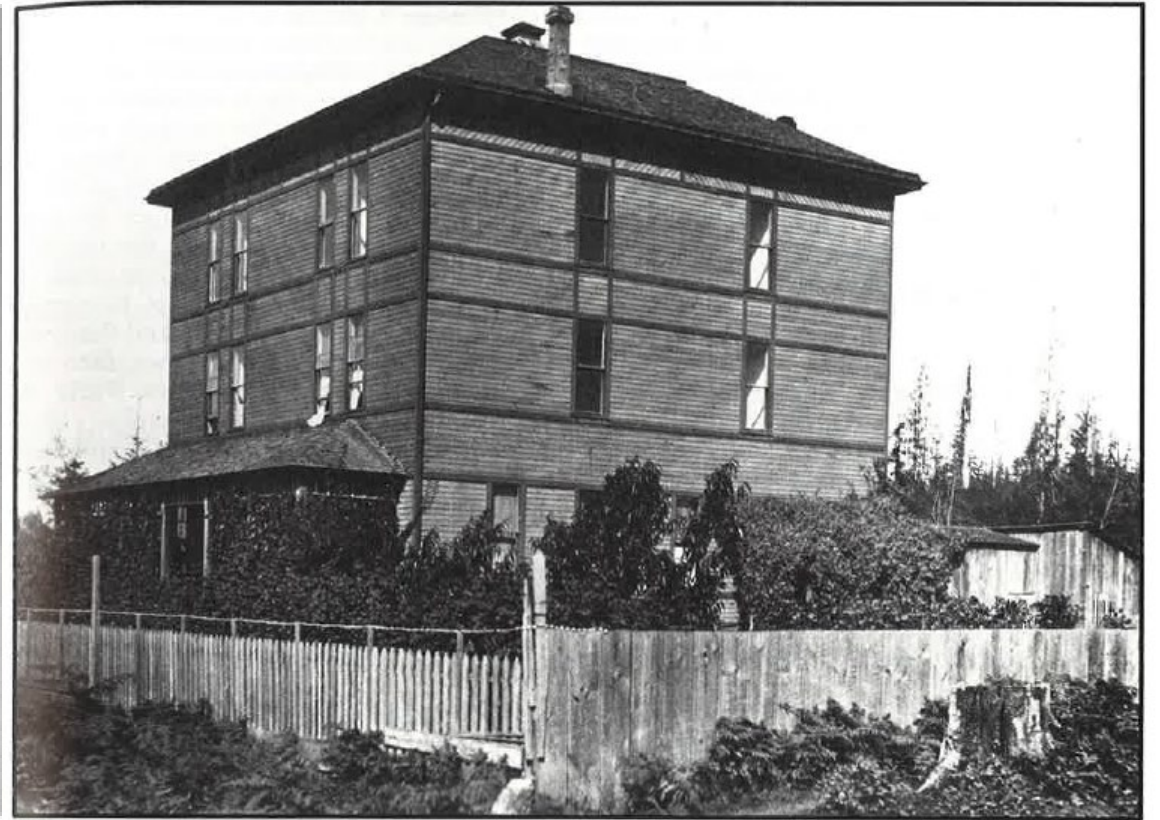
- History
  - Through the life of our City and Marina, there have been many efforts to appropriately enhance the value of our waterfront to our City and region.
  - Tonight we would like to recount a somewhat abbreviated history of those earlier efforts, and relate where we are today.

# THE EARLY YEARS/LANDSIDE



**Alder Beach Manor with the auto ferry "Vashon Island" at the end of the S. 227th St. dock**

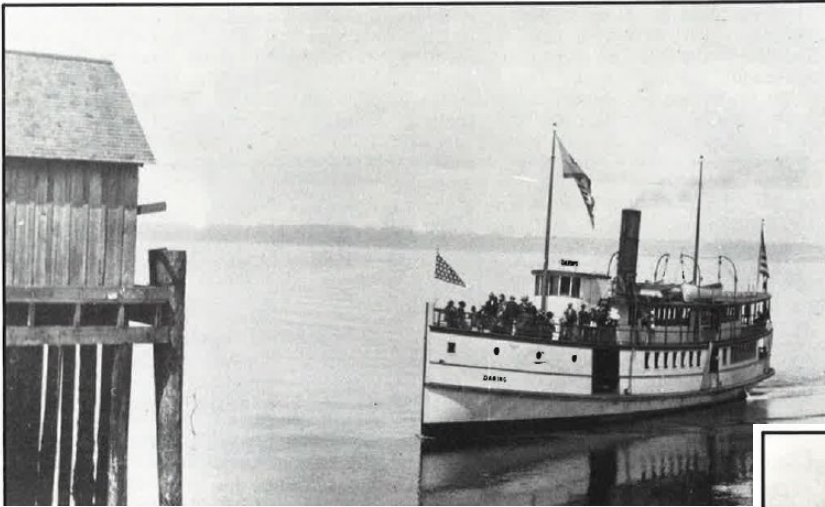
South 227<sup>th</sup> and 6<sup>th</sup> Avenue South



**Hiatt Hotel - Later the Draper Children's Home**

Corner of 6<sup>th</sup> and 226<sup>th</sup> Street

# THE EARLY YEARS/WATER SIDE



The "Daring," one of the many boats serving Des Moines



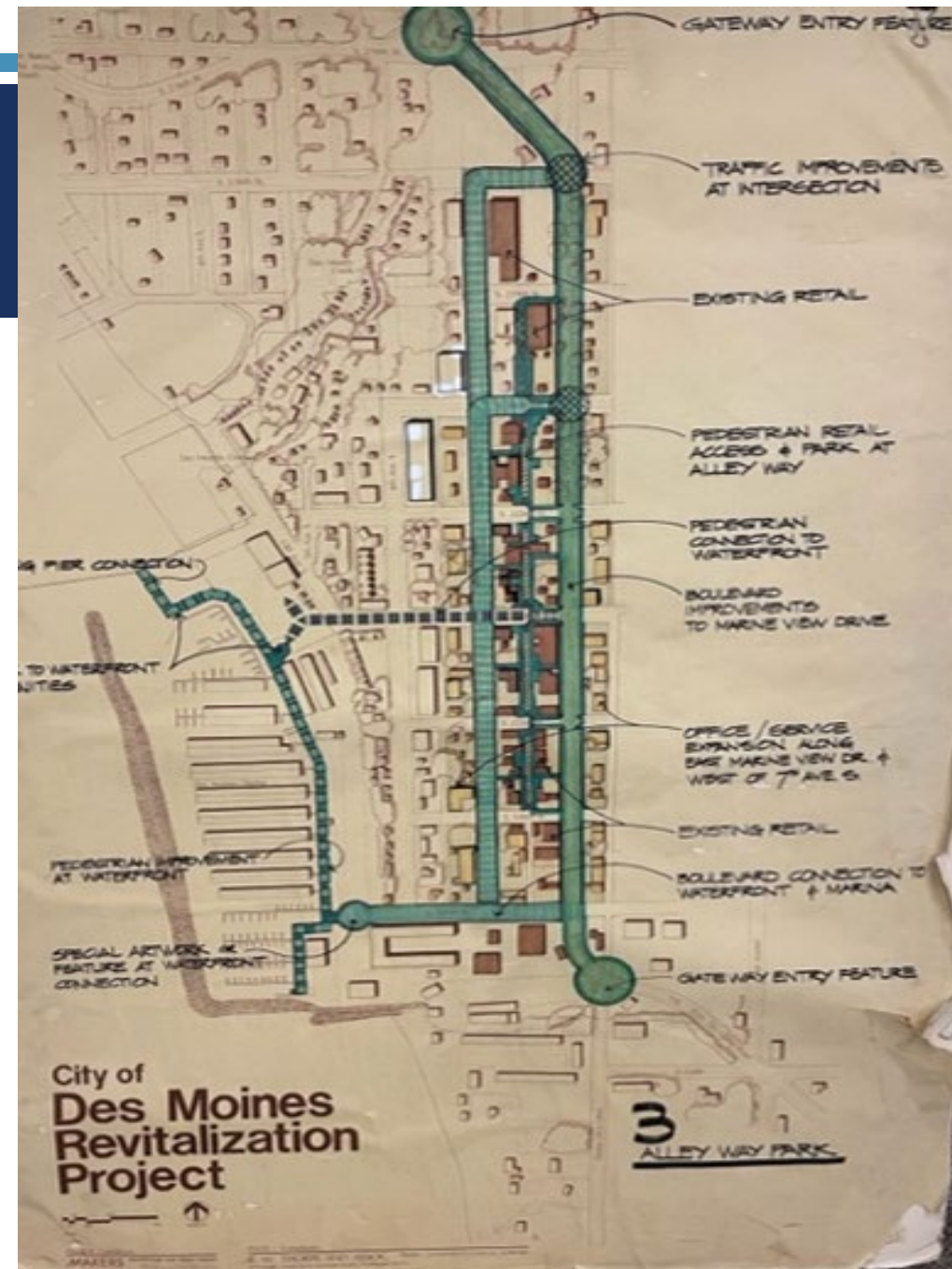
The auto ferry "Vashon Island" at Des Moines Dock on S 227<sup>th</sup> Street



Des Moines Logging Dock at S 227<sup>th</sup> Street, about 1920

# MID-1980 PLANNING

- The original poster board is placed at the back of the room tonight.
- The board highlights one of the most significant missing elements in our City and that is pedestrian access from the Downtown to the Marina, in a manner that can also accommodate children, strollers, walkers, and wheelchairs.
- That critical connection has evolved into the opportunity to create the Marina Steps.
- Landscape promenade from the North Bulkhead to Anthony's.
- In the 1970's and 1980's multiple large buildings were constructed with views of the Marina, but that also obstructed views for the rest of the City.



1984

# PLANNING

- There have been multiple attempts to find ways to maximize access, use, and development of the Marina.
- Let us review some of these planning efforts that ranged from interest in passenger ferry service to development on the Marina floor.
- Efforts to initiate passenger ferry service connecting Des Moines to Seattle began in the early 2000's and essentially led nowhere.

# UNIVERSITY OF WASHINGTON/LANDSIDE

2008



- In 2008 the University of Washington's Department of Architecture prepared a Marina District Enhancement Plan.

# UNIVERSITY OF WASHINGTON/LANDSIDE

2008



- The message of this comprehensive study was to move forward with Marina redevelopment.
- The conceptual building massing is consistent with what is currently recommended.

# ON GOING MARINA AND BEACH PARK DEVELOPMENT PLANNING

2008-2010

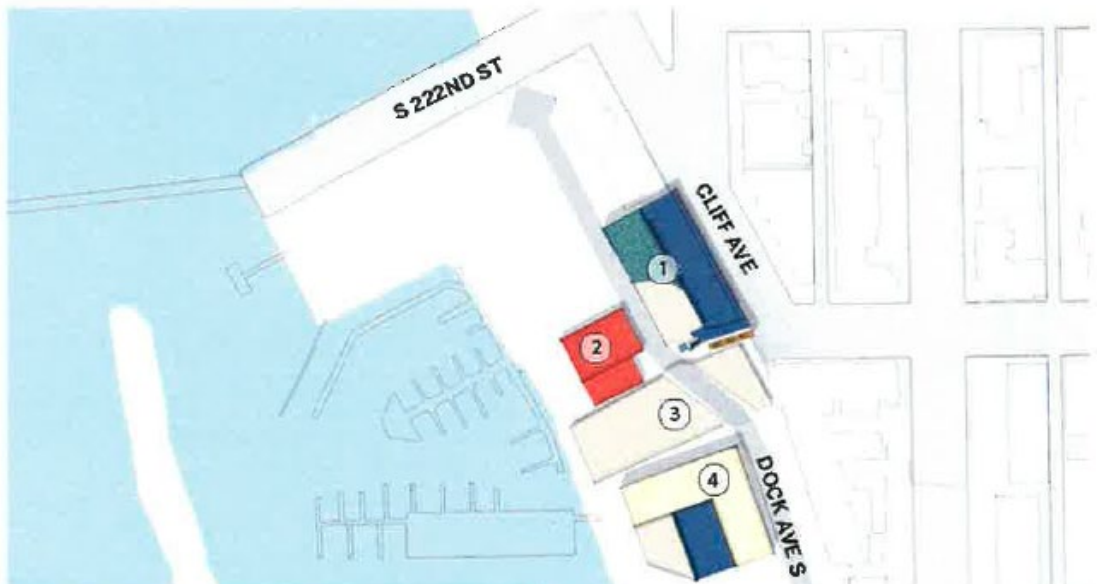
- At that time, documents addressing Marina water and landside development included:
  - Des Moines Comprehensive Plan
  - Marina Master Plan
  - 2010 Parks, Recreation and Senior Services Master Plan
  - Comprehensive Transportation Plan
  - Marina District Design Guidelines
- Each of these efforts involved comprehensive public input from our community.



# MARINA BEACH PARK DEVELOPMENT COMMITTEE

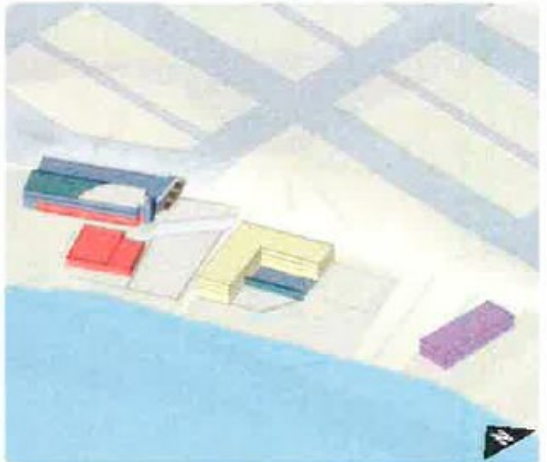
2012

- Following the UW study Council appointed a joint committee to review Marina and Beach Park Development.
- This joint committee, comprised of community members and Councilmembers, recommended development options for the Marina.
- They considered 4 development options and ultimately their recommendations were a hybrid, combining options 2 and 3, which are on the next slide.
- This committee presented their findings and recommendations to the City Council and engaged the community in their work.



**OPTION 2**  
 This option introduces a retail parking structure that is accessible from Cliff Avenue, strengthening the connection to downtown and provides a grand pedestrian overlook accessible from Cliff Street or the marina floor. The large central gathering plaza, hotel, and marina services are similar to option one.

- ① **RETAIL AND PARKING**  
 30,000 SF RETAIL, 200 STALL PARKING GARAGE
- ② **RESTAURANT AND RETAIL**  
 7,000 SF RESTAURANT, 3,500 SF RETAIL
- ③ **CENTRAL PLAZA**  
 20,000 SF
- ④ **HOTEL**  
 50,000 SF, 100 ROOMS
- ⑤ **MARINE INDUSTRIAL**  
 20,000 SF

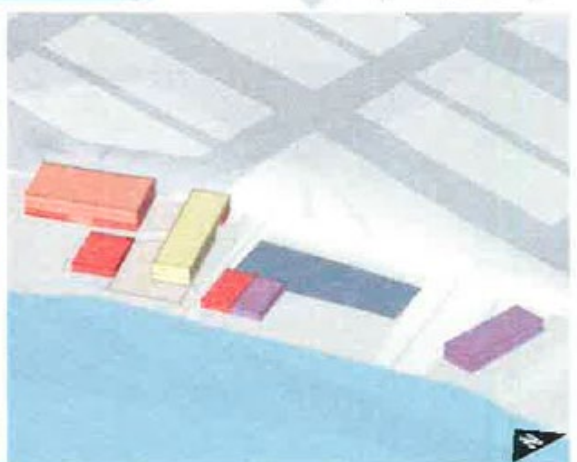


Des Moines Marina and Beach Park Development



**OPTION 3**  
 This option reconfigures the hotel to bridge over Dock Avenue, lessening any potential view impact of existing neighbors. The central gathering location is widened along the water with retail, hotel and restaurant uses to help activate it. A marina related retail building is located along the water with a large surface parking areas to the east.

- ① **MIXED USE OFFICE**  
 6,000 SF RETAIL, 26,000 SF OFFICE
- ② **RESTAURANT**  
 7,000 SF RESTAURANT
- ③ **HOTEL AND PLAZA**  
 38,000 SF, 75 ROOMS, 25,000 SF PLAZA
- ④ **RETAIL AND MARINA INDUSTRIAL**  
 30,000 SF, 100 PARKING STALLS
- ⑤ **MARINE INDUSTRIAL**  
 20,000 SF



Des Moines Marina and Beach Park Development



# SUMMATION OF EARLIER COMMITTEE RECOMMENDATIONS

2012

- It is noteworthy that option 2 called for a 100 room hotel and totaled about 90,000 square feet of commercial space.
- Option 3 called for approximately 115,000 square feet of commercial space, including a 75 room hotel.
- The City issued a Request for Qualifications from the development community and received 3 responses, all of which had in common the offer to develop the Marina as long as the City paid for it.
- Despite the many hours of community input, advisory committee input, City Council time and the cost of consultants, nothing ever came of these efforts.
  - The essential problem with the approach, at that time, was the decision to pursue a 99 year lease of Marina property to a developer.

# EFFORTS LEADING TO REQUEST FOR QUALIFICATIONS

2016-2020

- In 2016, Council hired new Administration with expertise and proven experience in economic development.
- At that time efforts continued to move the Marina redevelopment process forward.
- Since that time we have had 3 separate consultant studies reviewing market conditions, design options, and the potential for public/private partnerships.
- We have had 3 large community open houses to review development options and for our public to comment on those options.
- One notable meeting occurred on an Argosy Boat, moored at the Marina.



# COVID IMPACTS

2020

- The most recent process was interrupted by COVID and delayed us several years, even though Council, in the Fall of 2019, authorized City Administration to move forward in identifying Marina redevelopment partners.
- The unforeseen challenges resulted in significant delays across City programs, as resources were diverted to maintaining community safety and continuity of Government operations, including Marina redevelopment efforts.



# RULES OF THE ROAD

- As we have gone through this process we have conscientiously observed the Council direction that residential development is not an acceptable use in this development process.
- Zero residential despite that being the market sweet spot.

# EXCLUSIVE NEGOTIATING AGREEMENT

- March 2022 - Entered into an Exclusive Negotiating Agreement (ENA) with Developer (Embarcadero/McBride Cohen Group); received \$35,000 good faith fee.
- During negotiations, Developer expressed strong interest in expanding the development scope.
- We determined that any consideration of expanding the development footprint required Council approval and additional public input.
- The developer respected the City's decision, and in September 2022 - City terminated ENA and refunded \$35,000 good faith fee.

# CURRENT DYNAMIC

- As a result of COVID, and other national and international macro economic factors, including the war in Ukraine, cost of fuel, inflation, supply chain challenges, and shortages of labor, the lay of the land has changed.
- We believe, at this time, the City is in a better position to continue to pursue capital and infrastructure projects through public investment, and not to seek a private partner at this time.
  - Even though the Council, in 2019, had been open to consideration of selling the developable portion, to attract private investment, with the proceeds from the sale of the land being used to pay for the Marina Steps.
- It is becoming apparent that a public/private partnership may not achieve the timely outcomes that we seek.



# CRITICAL LINKAGE OF THE DOWNTOWN TO THE MARINA

- The Marina Steps are the heart of Marina redevelopment, which will link the downtown to the Marina.
- Critical additional phases include investment in Marina infrastructure, replacing docks, providing integrated access and utilization of the Marina, and the landside development.
- Continuing to invest in the public infrastructure on the landside will accomplish pedestrian connectivity all the way from the entrance to the Beach Park, with promenade development that will eventually link to Anthony's Home Port Restaurant.
- For example, tearing down the Wasson house, and creating open space and connectivity to the Beach Park, was a critical component establishing mobility and access.

# PUBLIC INVESTMENTS COMPLETED



It is important to recall the improvements and successes we have had to date including the transformation of Sound View Park, creating a great access point at the former Wasson location entering the Beach Park, the \$12M improvements to assure the integrity of the North bulkhead, the successful phase I of passenger ferry service, and the ongoing operation of the community shuttle linking the Angle Lake station to the Downtown and the Marina.

# FERRY SERVICE

2022

- Passenger ferry service in 2022 connecting Des Moines to Seattle was extremely successful and served over 14,000 passengers in a 9 week window.



# BUSINESS DEVELOPMENT

- Development of the Quarterdeck exemplified the value of establishing business opportunities at the Marina.
- Marina redevelopment will expand business opportunities in the downtown and at the Marina.
- This was proven by the experience of the passenger ferry, which increased local business.
- Hotels, for example, are excellent at creating positive economic impacts.
  - One study qualified that the value of hotel occupants to the local economy was significant.



# SKYLABS

- SkyLabs will now give a presentation on current time development possibilities.

# RECOMMENDATIONS

- We seek Council consensus to move forward with public works projects, to be included in the Capital Improvements Plan, for landside development of the Marina, and move forward with final design of the Marina Steps, and to go out to bid later in 2023.

