

Veterans' Community Park

Master Plan Report
for the

City of
Marco Island
June 15, 2009



Kimley-Horn and Associates, Inc.
URBAN RESOURCE GROUP



ACKNOWLEDGEMENTS

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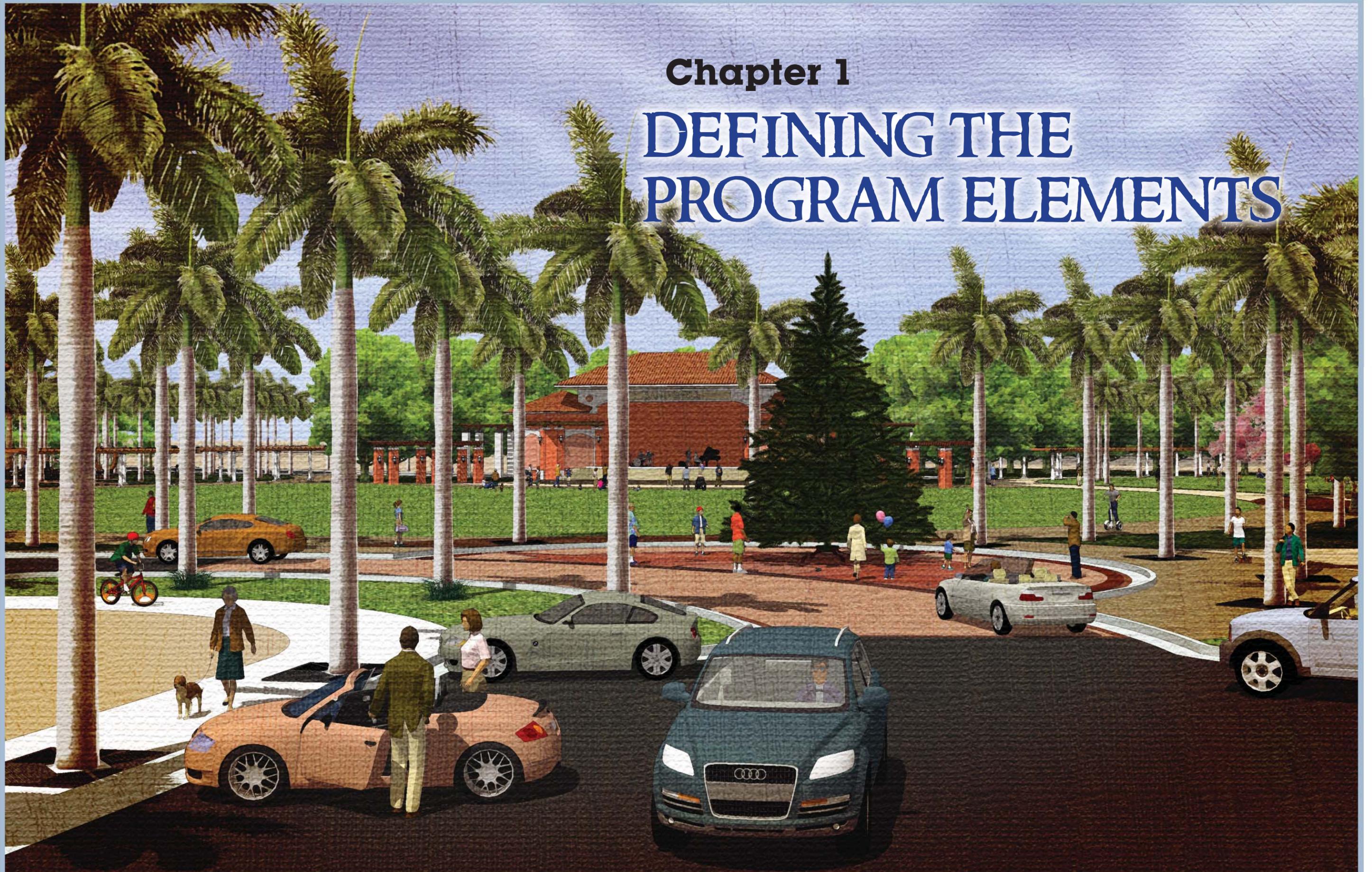
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Chapter 1

DEFINING THE PROGRAM ELEMENTS



I. DEFINING THE PROGRAM ELEMENTS

Committee Involvement

The park planning process began on October 21, 2008 with the first meeting between the Consultant, Kimley-Horn and Associates, and the Veterans' Community Park Advisory Committee. During this meeting, a number of design images were presented to the committee to serve as a catalyst for discussion and brainstorming of potential program elements. Topics presented during the discussion included:

- Parks use as a civic gathering space or town green
- Treatment of waterfront edge
- Internal park elements
- Bandshell
- Memorial elements
- Community Art

A number of additional items were also discussed that offered opportunities to capitalize on existing design elements, enhance pedestrian connectivity and opportunities to create or enhance views. Topics that were specifically mentioned included:

- Expand/tie into existing waterfront promenade
- Enhance visual and pedestrian connection to The Esplanade
- Enhance existing views and vistas within the site
- Soften views of adjacent uses

After a review of the design images and discussion of treatment of specific items, the Advisory Committee and Kimley-Horn and Associates established a set of guiding principles. These principles were set to establish a framework that would help guide the decision making process as the park moved through the various phases of design development.

The guiding principles that were established included:

- Provide for a multi-purpose campus
- Minimize recreation redundancies
- Capitalize on the waterfront
- Be consistent with the needs and wishes of the residents
- Capitalize on the proximity to the Town Center, create a walking district
- Celebrate Veterans
- Provide timeless design, last for generations
- Create a theme
- Incorporate arts and cultural activity



Community Involvement

The first community meeting was held on November 6, 2008 at the Marco Island Community room to solicit feedback from local residents for their vision of Veterans' Community Park. During the presentation a number design images similar to those presented to the Advisory Committee, were shown to generate ideas from the public for potential program elements to be included in the design of the park. Several specific topics were also discussed that would have a significant impact on how the park would be designed and implemented. These included:

- Treatment options for Elkcarn Circle (complete closure, temporary closure for special events or retain existing design)
- Architectural design theme
- Waterfront focus and features
- Veterans' design elements
- Multi-modal elements
- Implementation concerns
- Mixed-use options

At the end of the public meeting, each participant was given 3 stickers and asked to vote on a list of program elements that they would like to see become a part of Veterans' Community Park. The preferred program elements from the voting became the starting point for the design of the park.

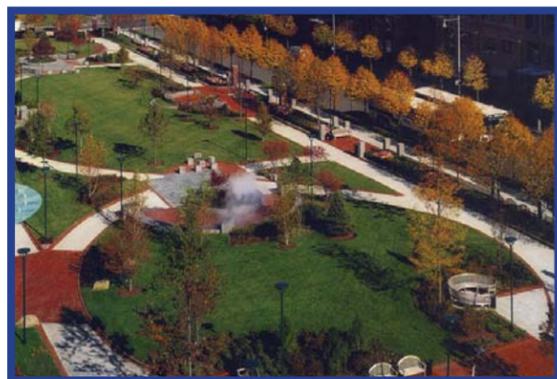
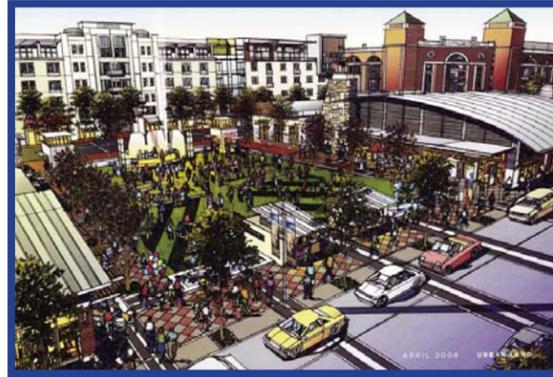
Some of the most popular program elements that were voted on included:

- Performing arts center
- Bandshell/amphitheater
- Flexibility of space to accommodate multiple events
- Veterans' memorial

These program elements would become the most significant factors in the spatial design of the park.



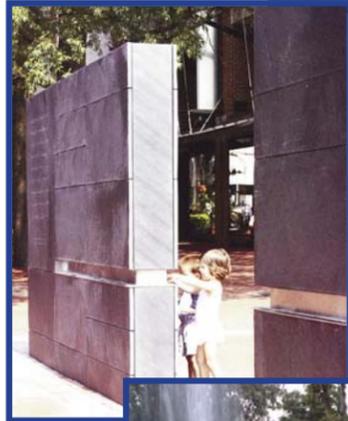
I. DEFINING THE PROGRAM ELEMENTS - DESIGN IMAGES



Civic Space/Town Green

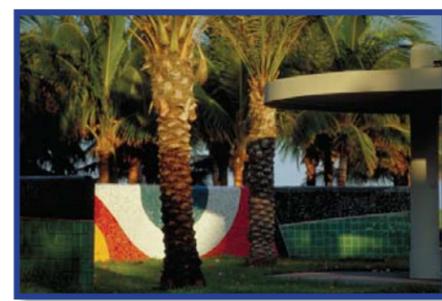
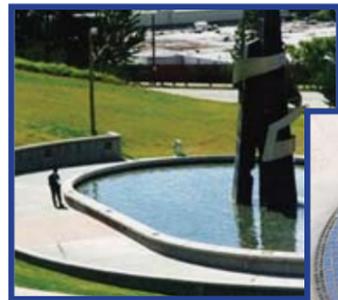
Waterfront Edge

I. DEFINING THE PROGRAM ELEMENTS - DESIGN IMAGES



Additional Park Elements

Band Shell



Memorial Elements

Community Art

Chapter 2

ALTERNATIVE DESIGN
DEVELOPMENT



2. ALTERNATIVE DESIGN DEVELOPMENT

Charrette Process

On December 3, 2008 Kimley-Horn and Associates held an internal charrette that included landscape architects, urban designers and planners from Sarasota, Miami Beach and Vero Beach offices as well as Rick Gonzalez, architect and president of REG Architects in West Palm Beach. After discussing a summary of the community identified issues that were related to the park site and the potential program elements that the public voted on, charrette participants were broken into three teams and started to develop alternative design concepts. Three concepts were generated during the charrette:

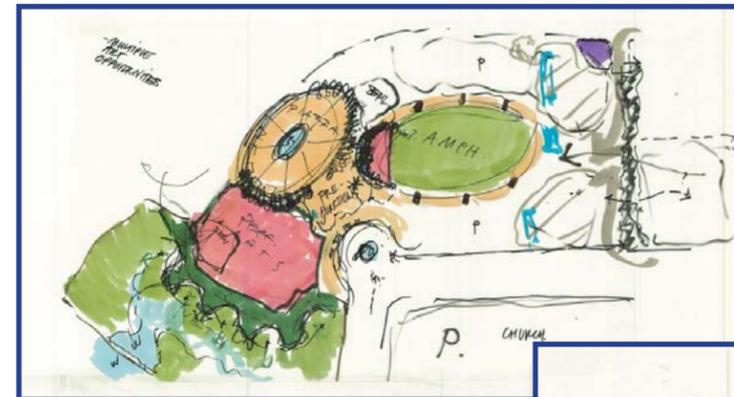
- The Piazza
- In the Round
- The Lake

These concepts were then presented to the Advisory Committee at the December 17, 2008 meeting and to the City Council on January 5, 2009.

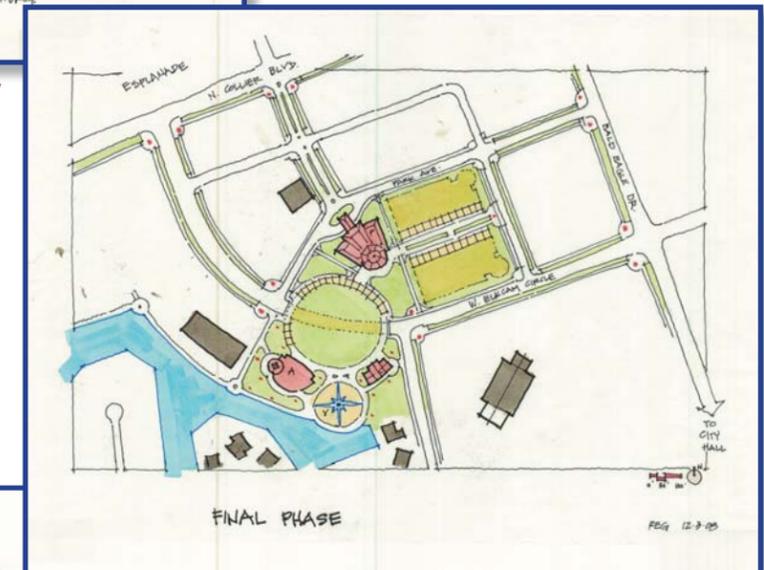
During the next Advisory Committee meeting on January 21, 2009 it became apparent that the preferred plan was "In the Round". Because of its layout, one major advantage of this plan was the ability to build the park in phases and sequence construction more efficiently.

The next public meeting was held on January 29, 2009. The three alternative design concepts were presented, but the majority of time was spent discussing the revised "In the Round" plan. Some of the comments and input received included:

- Issues related to circulation with the closure of Elkcam Circle
- Sound from the bandshell and its potential impact on neighborhoods to the south
- Providing additional access to the water



Preliminary sketch for "The Piazza"



Preliminary sketch for "In the Round"



Preliminary sketch for "The Lake"



Veterans' Community Park
 Master Plan Alternative 2 - In The Round



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Veterans' Community Park
 Master Plan Alternative 3 - The Lake

City of
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B - Flex Lawn "Rings"



A - Flowering Promenade



D - Amphitheater



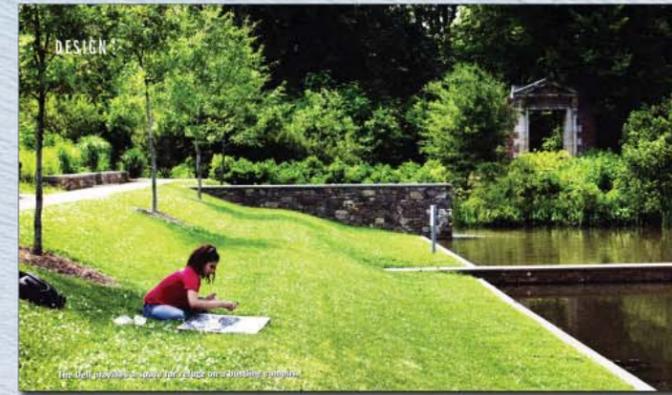
D - Amphitheater



E - Veterans' Island



C - Events Lawn



F - Sloped Lawn at Lake



C - Events Lawn



G - Lake



Veterans' Community Park

Master Plan Alternative 3 - The Lake

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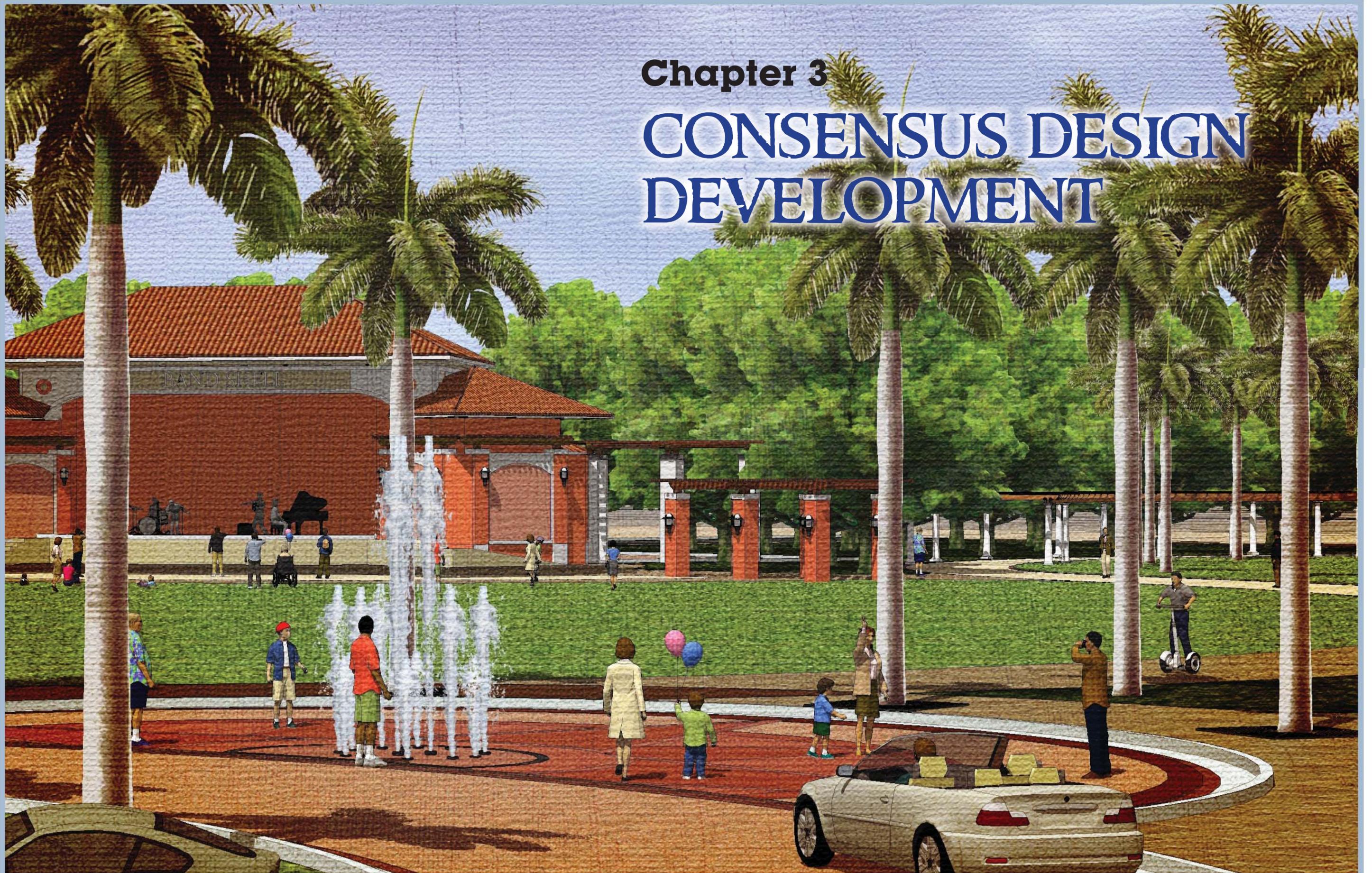
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Chapter 3

CONSENSUS DESIGN DEVELOPMENT



3. CONSENSUS DESIGN DEVELOPMENT

Building Community Consensus

The first Advisory Committee meeting for the consensus design development phase was held on February 18, 2009. The public was invited to attend and there was a large turnout of residents that participated and asked questions regarding the plan and expressed alternative plan refinements. The revised concept plan "In the Round" was presented again and comments and questions were received. Some of the concerns that were expressed included:

- Noise impact from the bandshell on neighborhoods
- Aesthetic design of the rear of the bandshell
- Traffic congestion resulting from special events

Following the first consensus design development meeting, minor changes to the revised "In the Round" plan were incorporated including expanding the open lawn to the waterfront and shifting the bandshell to the north.



Consensus Plan February 18, 2009
Features Include:

- 25,000 SF Veterans' Memorial and Plaza area anchoring the southwest corner of the park along the water
- 14,000 SF (footprint) Performing Arts Center
- 10,000 SF bandshell
- 1.3 acre amphitheater with seating for approximately 3,000-5,000 people depending on event and configuration
- .6 acre plaza adjacent to the water
- Extension of the waterfront promenade
- Palm court near Performing Arts Center for special events
- Flexible lawn space that could accommodate:
 - Special event parking – approximately 120-140 vehicles
 - Farmer's market – approximately 40 vendors including truck, trailer and tent
 - Arts festival – approximately 84 tents
- Streetscape improvements to enhance connection to North Collier Boulevard and Bald Eagle Drive.
- Approximately 160 on-street parking spaces
- Bioswale areas planted with native vegetation for stormwater treatment



Consensus Plan Alternative A

- Bandshell is shifted to the north.
- Includes .5 acre open lawn adjacent to water.



Consensus Plan Alternative B

- Bandshell is shifted to the north.
- Includes .6 acre plaza with small open space adjacent to water.



Veterans' Community Park

Master Plan Alternative 2 - In The Round

City of
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Veterans' Community Park

Master Plan Alternative 2A - In The Round



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Veterans' Community Park
 Master Plan Alternative 2B - In The Round

City of Marco Island

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A - Waterfront Promenade Swings



B - Promenade



H - Events Court



F - Site Sculpture



G - Palm/Bioswale Promenade



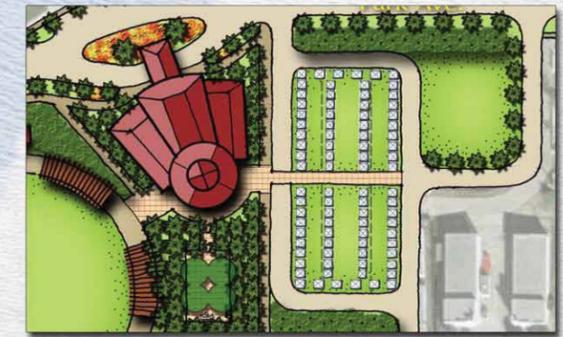
C - Veterans' Memorial



D - Amphitheater Arbors



E - Farmer's Market



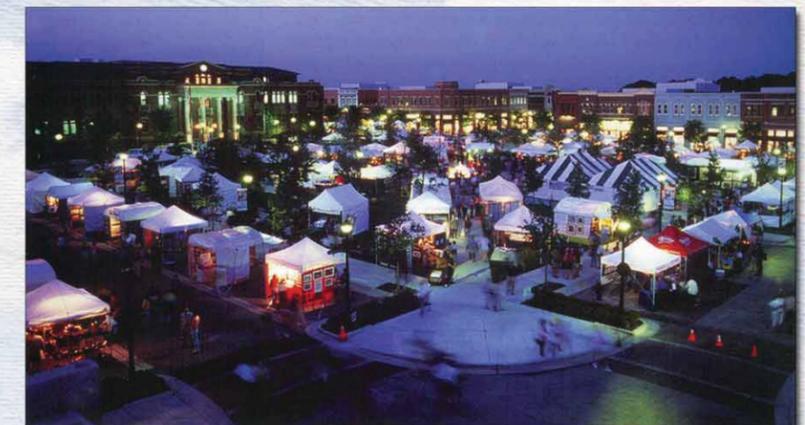
E - Art Exhibition



C - Veterans' Seatwall



I - Events Lawn



E - Events Lawn

Veterans' Community Park

Master Plan Alternative 2 - In The Round

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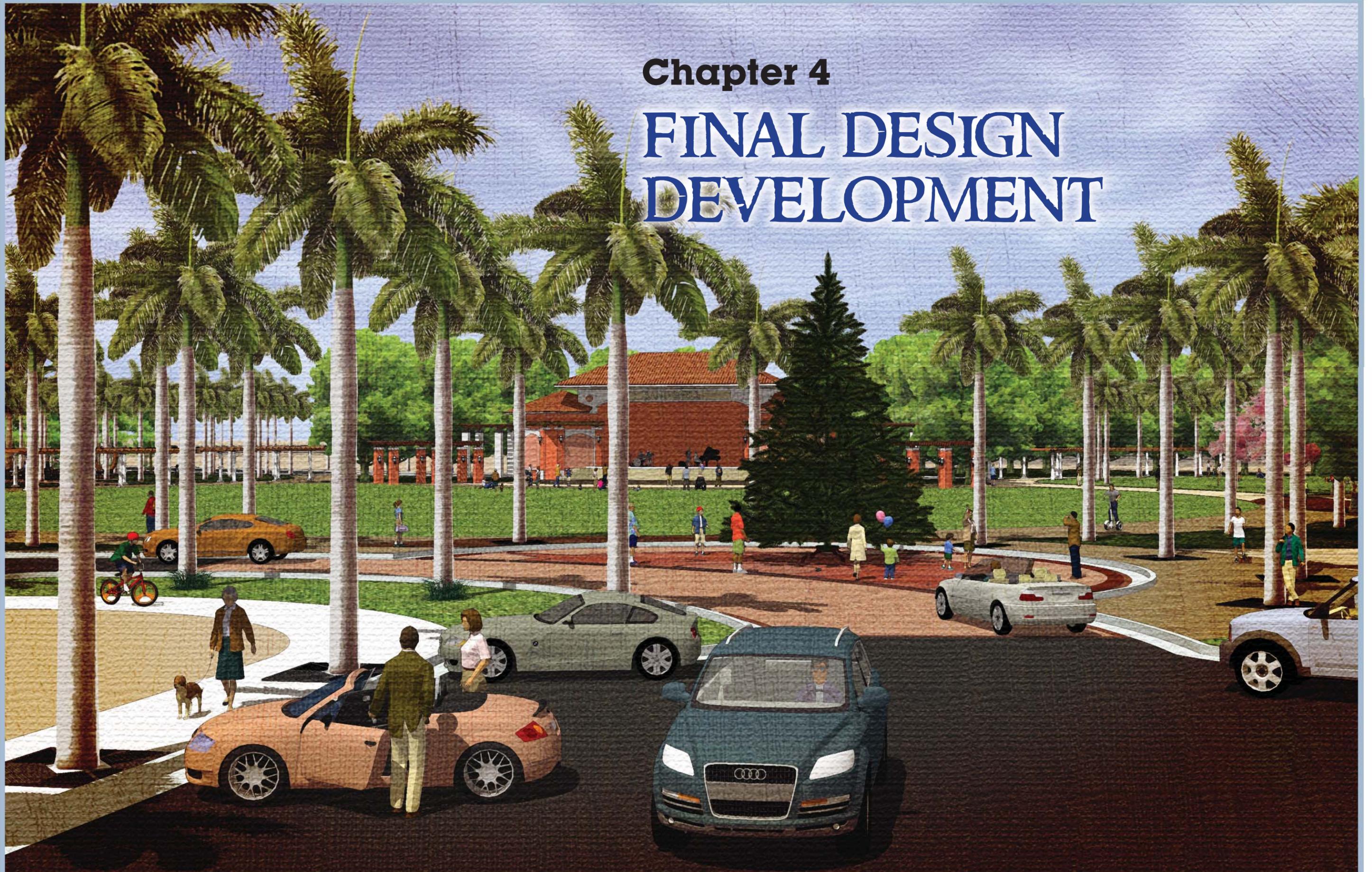
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Chapter 4

FINAL DESIGN DEVELOPMENT



4. FINAL DESIGN DEVELOPMENT

Refining the Performing Arts Center

Throughout the design process of Veterans' Community Park, the Performing Arts Center has been an evolving, and at times uncertain, design element. On Friday April 3, 2009 members of the Advisory Committee, Parks and Recreation Director Bryan Milk, members of the Arts Council in Marco Island, architect Rick Gonzalez and landscape architect James Pankonin, visited the Sugden Theater in downtown Naples. This nationally recognized theater is of a similar size and layout as the one proposed for Veterans' Community Park. A thorough tour of the theater, including rehearsal spaces, back of house service areas, set making shop and changing areas was conducted by executive director Jim Rideout. The tour was an invaluable experience for the Committee as it started to help define how the potential Performing Arts Center might look and function. After the tour and after studying the plans for Sugden Theater, the footprint and layout of the proposed Performing Arts Center was modified to reflect a layout with improved function and refined design elements based upon committee comments. Among the elements included the refined design are art gallery space and classroom space. This revised layout is included in the final master plan.



Green Team Review

As the final master plan was being developed, a Green Team Review was conducted with Kimley-Horn Staff including two LEED Accredited Professionals. This process served as an audit of the plan to make sure that sustainable design elements discussed in the beginning of the project, were being implemented into the final master plan. Opportunities that were identified to incorporate sustainable design elements include:

- Bioswales to help treat stormwater runoff
- Use of hardscape materials with a high solar reflective index (SRI) to reflect solar light and heat and reduce the heat island effect
- Maximize the use of native plant materials
- Tying into existing reuse main line to provide irrigation
- Use of porous paving in the proposed on street parking areas
- Potential use of a green roof in the concession/restroom building

A number of sustainable design elements were also identified that can be incorporated into the future Performing Arts Center including:

- Cisterns to capture rainwater that can be used to supplement irrigation or to aide in the flushing of toilets
- Grey water reuse system
- Solar panels on roof
- Roof materials with high SRI

Final Master Plan

Final Master Plan design elements include:

- 175 +/- on-street parking spaces (final phase, 195 interim)
- 1.3 Acre Farmer's Market/Festival Area/Events Lawn able to accommodate approximately:
 1. 40 tents, trailers and trucks for farmers market layout
 2. 84 tents for art festival layout
 3. 160 +/- parking spaces for special event parking
- .4 acre overflow event parking able to accommodate 50 +/- parking spaces
- .5 acre interim lawn area
- Palm court for special events
- 1.3 acre Great Lawn with seating for approximately 5,000 people (at 10 SF/person)
- .5 acre open lawn area adjacent to waterfront
- 25,000 SF Veterans' Memorial and Plaza area (including gathering space for 200-300 people and optional memorial fountain)
- 3,500 SF bandshell
- 1,700 SF concession/restroom building
- 28,000 SF Performing Arts Center
- Extension of the waterfront promenade to tie into the future Smokehouse Bridge and The Esplanade
- Streetscape improvements to enhance the connection to North Collier Boulevard and Bald Eagle Drive
- Bioswale areas planted with native vegetation for stormwater treatment





Veterans' Community Park

Master Plan - In The Round - Future Phase

City of
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A - Waterfront Promenade Swings



B - Promenade



H - Events Court



F - Site Sculpture



G - Palm/Bioswale Promenade



C - Veterans' Memorial



D - Amphitheater Arbors



E - Farmer's Market



E - Art Exhibition



C - Veterans' Seatwall



I - Events Lawn



E - Events Lawn

Veterans' Community Park

Master Plan Alternative 2 - In The Round

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4. FINAL DESIGN DEVELOPMENT



View of Veterans' Memorial from Water



View of Fountain Plaza from Elkcam Circle

4. FINAL DESIGN DEVELOPMENT



View of Veterans' Memorial from Great Lawn



View of Palm Court looking west

4. FINAL DESIGN DEVELOPMENT



Birdseye View of Bandshell and Great Lawn looking west



View of Promenade from water

4. FINAL DESIGN DEVELOPMENT



View of Community Arts Center



View of Bandshell from Great Lawn



View of Concession Building from Great Lawn

Chapter 5

**PHASING AND
IMPLEMENTATION**



5. PHASING AND IMPLEMENTATION

Funding and Construction Sequencing

With any park of this size and complexity, multiple funding sources are typically necessary to achieve a built park that is consistent with the design vision. Typically these funding sources can include:

- Bond funds
- Tax increment financing (TIF) revenue
- Recreational and trail grants
- Stormwater management mitigation funds
- State forestry grants
- Infrastructure enterprise funds
- Non-profit donations and grants
- Community donations or "in-kind" services

The construction sequencing of various park features and additional components hinges on securing the necessary funding sources. It is assumed that general construction of most park elements will be funded through a combination of sources listed above. In particular, the Veterans' Memorial and Performing Arts Center, will likely have a substantial portion of their funding through State and Federal grants and local donations.

Below is a summary of the anticipated phasing and additional components for Veterans' Community Park and approximate costs associated with each phase and component.

Phase 1. Re-routing of Elkcarn Circle to Park Avenue: \$50,000 +/-

Special emphasis should be given to maintenance of bicycle and pedestrian access through the park

Phase 2. Park infrastructure, streetscape, bandshell and great lawn, farmer's market/special events area, restrooms: \$9-11,000,000 +/-

Additional Components (to be built when funding is available):

- Veterans' Memorial and Plaza area: \$500,000-1,000,000 +/-
- Performing Arts Center: \$10,000,000-12,000,000 +/-

The following images represent views of possible construction sequencing and project phases for Veterans' Community Park. Accompanying each view is a breakdown of improvements included with that phase of construction and an estimated construction cost.

The image below represents the existing conditions of Veterans' Community Park. The paved parking area and grassed areas are currently being utilized on an interim basis for special events, festivals and parking.



View of Existing Conditions

5. PHASING AND IMPLEMENTATION

Phase 1: Re-routing of Elkcarn Circle to Park Avenue

- Re-route Elkcarn Circle to Park Avenue within one year
- Maintain or enhance existing sidewalk and bike path
- Allow residents to adjust to change in traffic flow and circulation
- Create more usable interim space for festivals and special events
- Build momentum for future park improvements

Estimated Cost: \$50,000



Phase 1

5. PHASING AND IMPLEMENTATION

Phase 2 - Key Components Include:

- 195 +/- on-street parking spaces
- 1.3 Acre Farmer's Market/Festival Area/Events Lawn
- .4 acre overflow event parking
- .5 acre interim lawn area
- Palm court for special events
- 1.3 acre event lawn with seating for approximately 5,000 people (at 10 SF/person)
- 3,500 SF bandshell
- 1,700 SF concession/restroom building
- .5 acre open lawn area adjacent to waterfront
- Streetscape improvements to enhance the connection to North Collier Boulevard and Bald Eagle Drive
- Utility modifications and improvements
- Extension of the waterfront promenade to tie into the future Smokehouse Bay Bridge and The Esplanade system
- Bioswale areas planted with native vegetation for stormwater treatment

Estimated Phase 2 Cost: \$9-11 Million

As this phase implements a substantial portion of the park masterplan, much of this phase is recommended to be implemented with community bond funds, leveraged to maximize possible State and Federal grants. The implementation of a substantial portion of the park at one time reduces mobilization and administrative costs that may be duplicated through an incremental construction of the primary program elements over time. Grant funding opportunities include:

- Florida Recreation Development Assistance Program
- Recreational Trails Program
- Education and cultural services funds
- Stormwater management improvement grant; Waterfront improvement funds.

In addition, the ongoing review to determine eligibility for creation of a Town Center Community Redevelopment Area may provide an additional or alternative source of bond revenues and grant opportunities in the future.



View of Phase 2

5. PHASING AND IMPLEMENTATION

Additional Components:

Performing Arts Center - Features Include:

- 28,000 SF Performing Arts Center
- Optional alfresco cafe/dining area
- Sculpture and art display areas
- Vehicular drop off area

Estimated Cost: \$10-12 Million

Reservation of a site for a future Performing Arts Center provides the opportunity to incorporate an additional "anchor tenant" to vitalize the park and town center area, while invigorating private support from the local cultural and performing arts community for the project. In addition to these private funds, opportunities exist to pursue a small portion of this funding through State and Federal grants in support of the arts.

Veterans' Memorial and Plaza - Features Include:

- 25,000 SF +/- Veterans' Memorial and Plaza area
- Pavilion and pergola
- Landscape enhancements
- Optional Memorial fountain
- Sculpture and art display areas
- Hardscape enhancements

Estimated Cost: \$500,000 - \$1,000,000

Throughout the community engagement process, representatives of local Veteran's groups have indicated their support for the Veterans' Memorial and Plaza area and discussed the potential contribution of elements such as military related statues, plaques and memorials. These donations should be coupled with additional City funds to implement this component of Veterans' Community Park.



Additional Components

5. PHASING AND IMPLEMENTATION



Veterans' Community Park Upon Completion