

**Town of Valdese
Town Council Meeting
Valdese Town Hall
Community Room
102 Massel Avenue SW, Valdese
Tuesday, May 1, 2018
6:00 P.M.**

- 1. Call Meeting to Order**
- 2. Presentation of Valdese Lakeside Park Master Plan**
- 3. Valdese Lakeside Park Proposed Budget**
- 4. Valdese Lakeside Park Financing**
- 5. Adjournment**



Lakeside Park: Draft Master Plan for Public Comment

Public Meeting

April 3, 2018

Overview

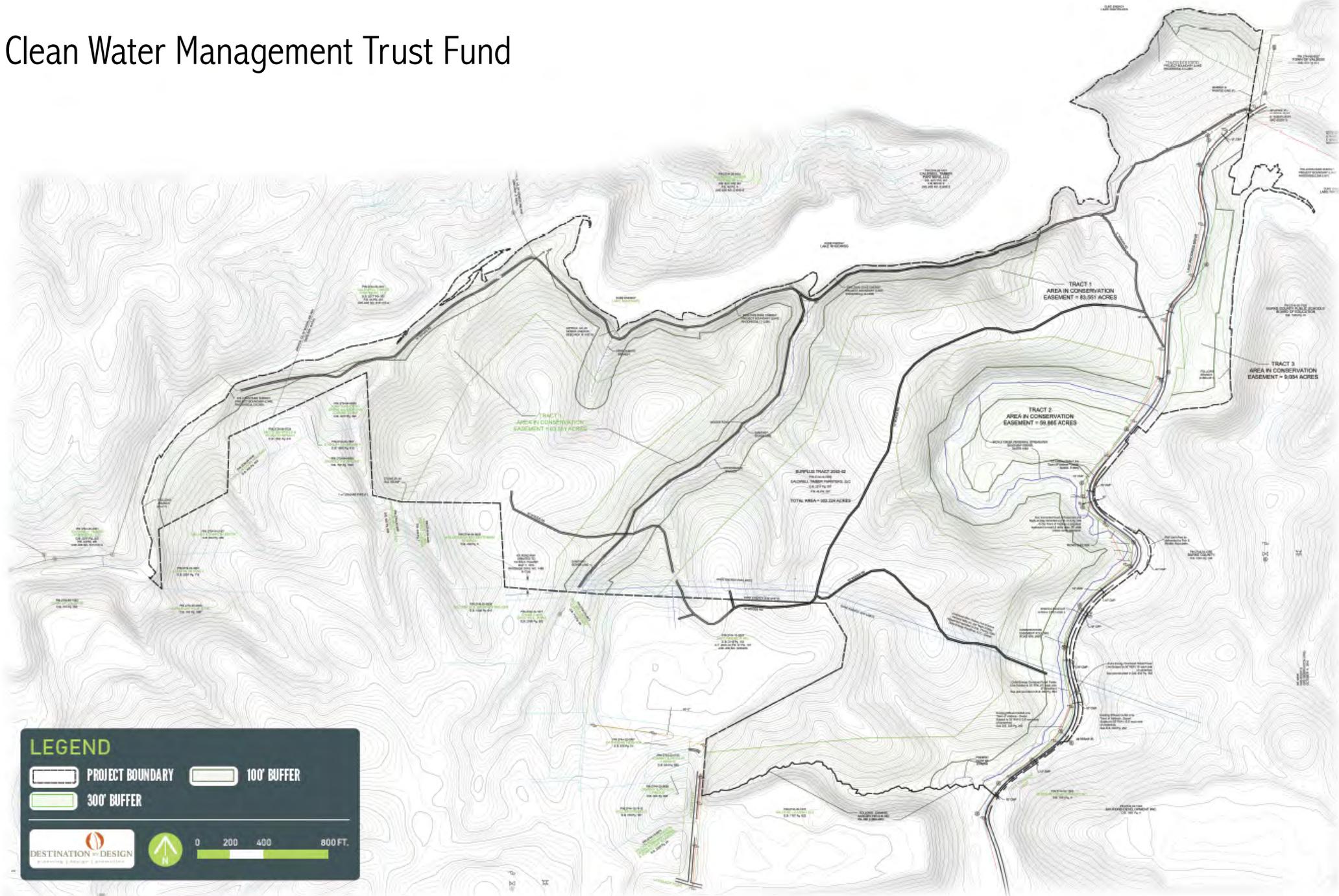
1. Opportunities and Constraints
2. Program: Key Features
3. Overview of Draft Master Plan
4. Economic Impact
5. Q & A

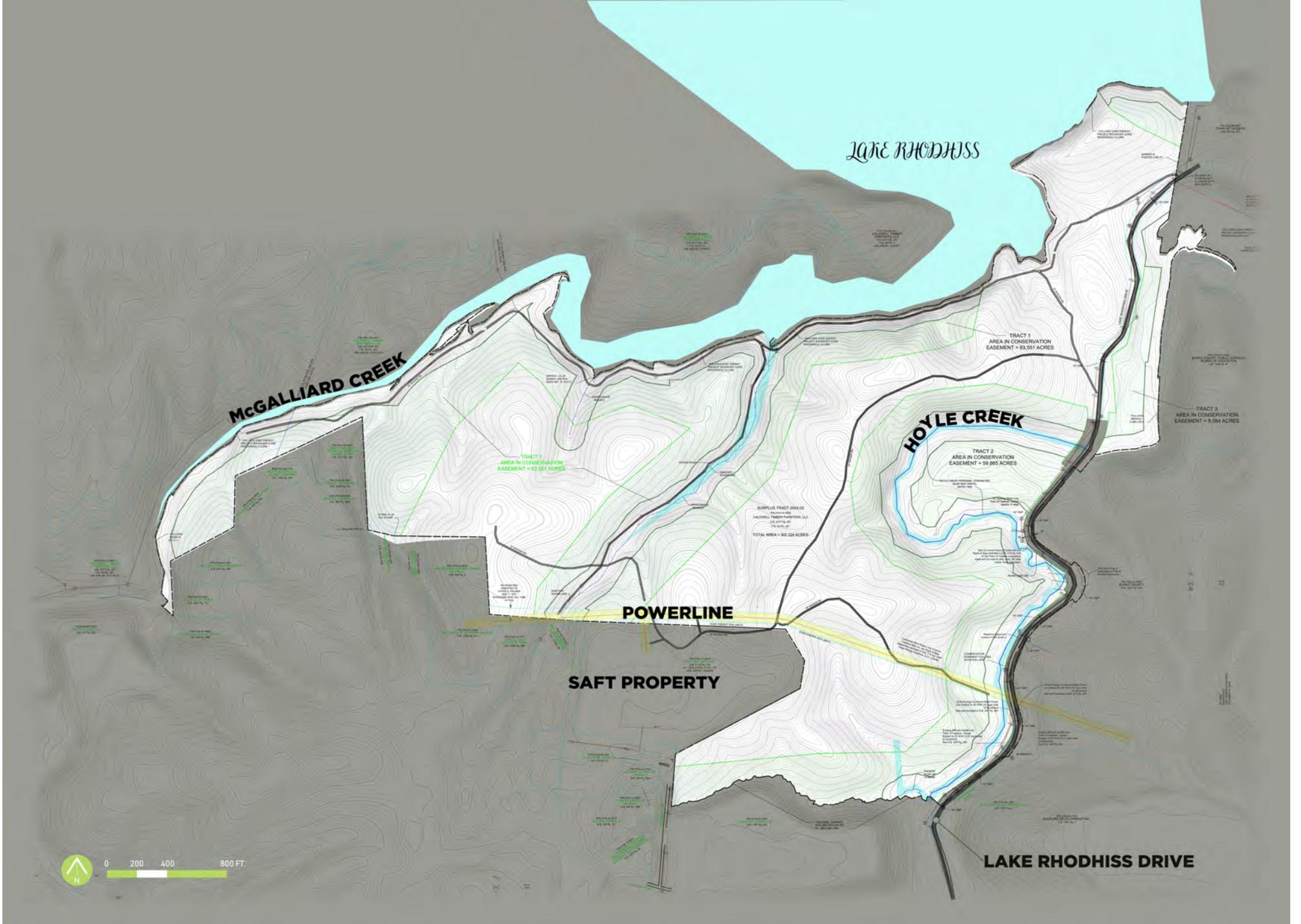
Constraints: ^{4 of 56} NC Clean Water Management Trust Fund

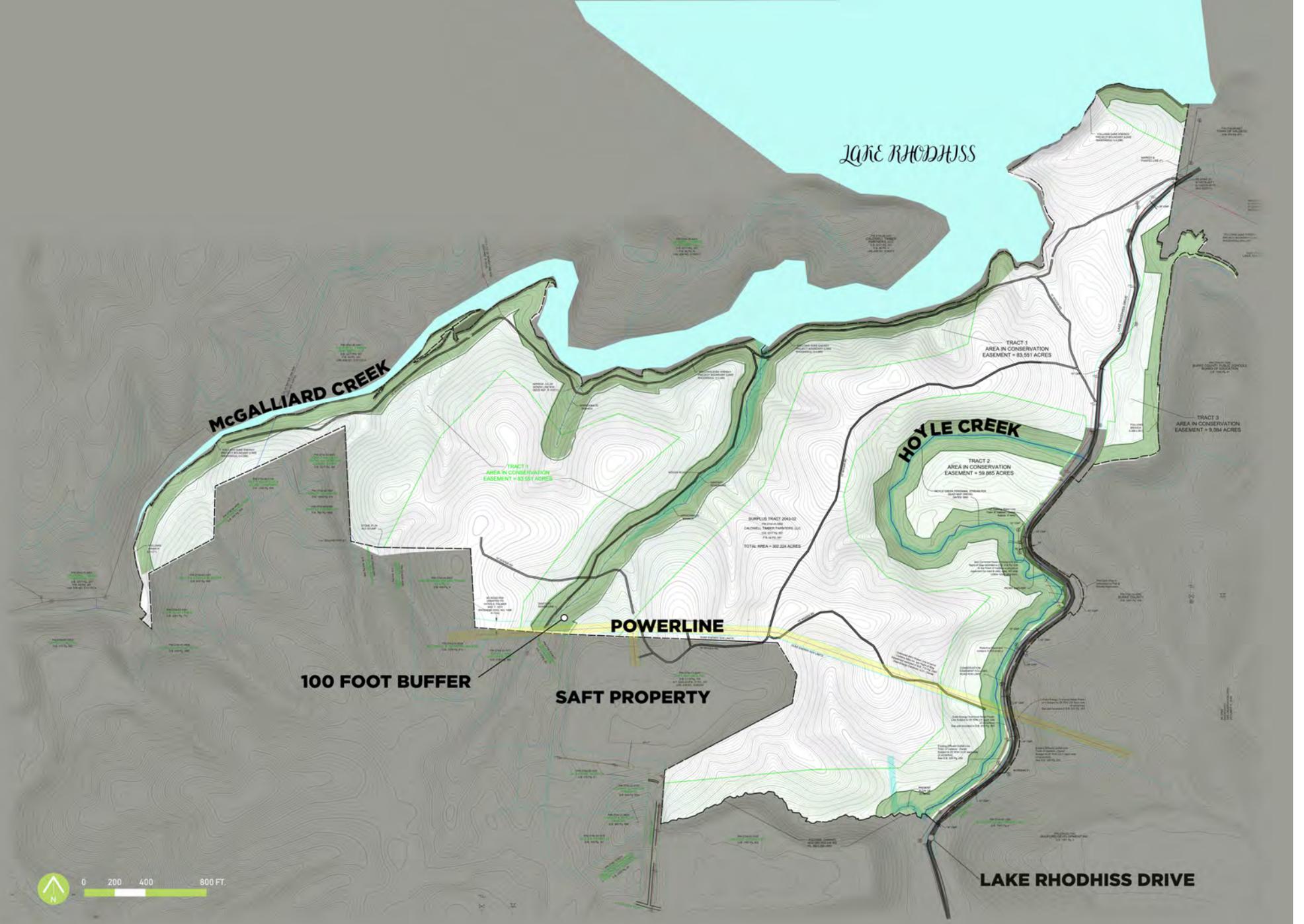
100' Buffer:
No Recreation
Activity, Except
Crossings

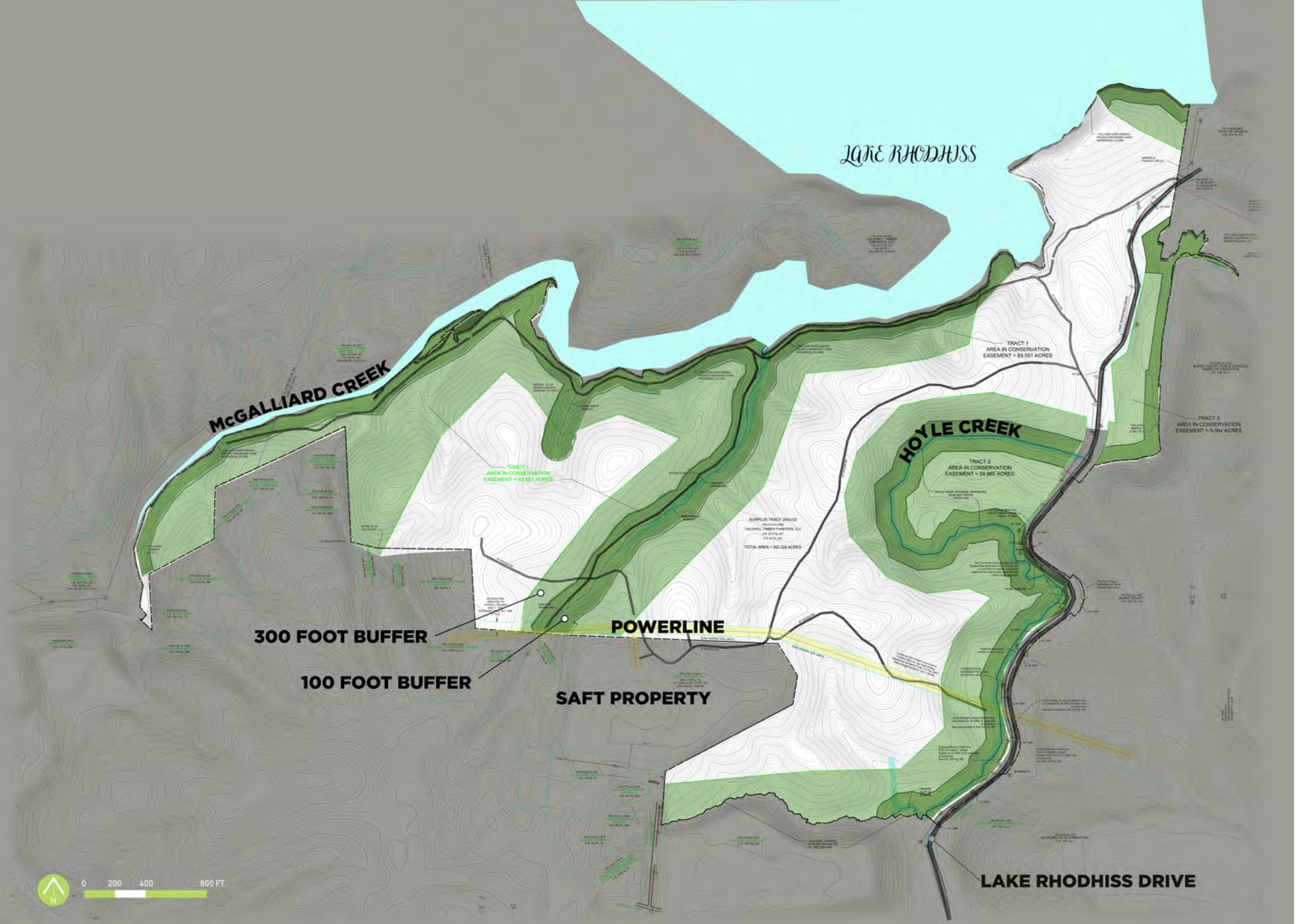
**100' – 300'
Buffer:**
No Structures

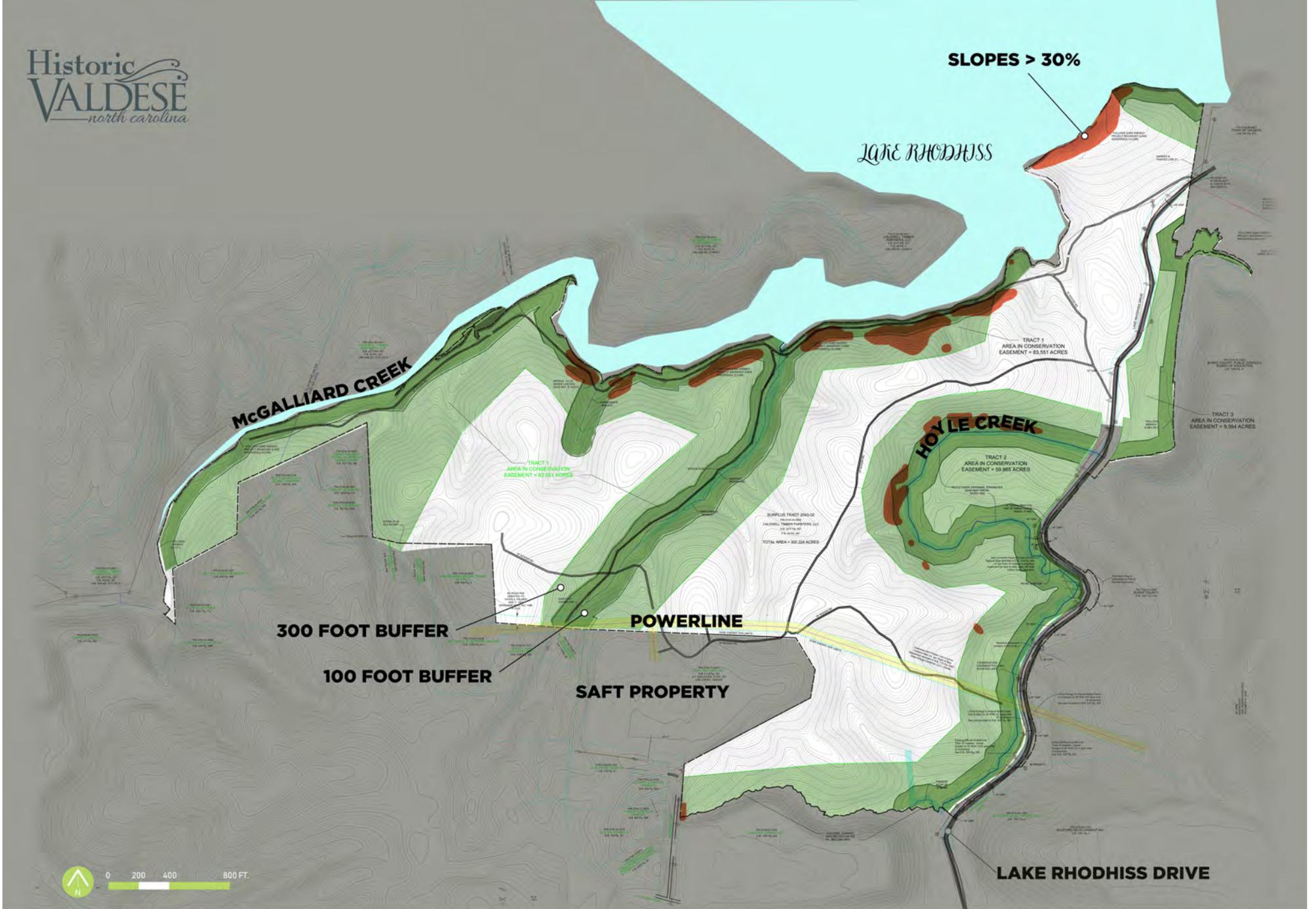
**Element
Occurrences:**
Undisturbed

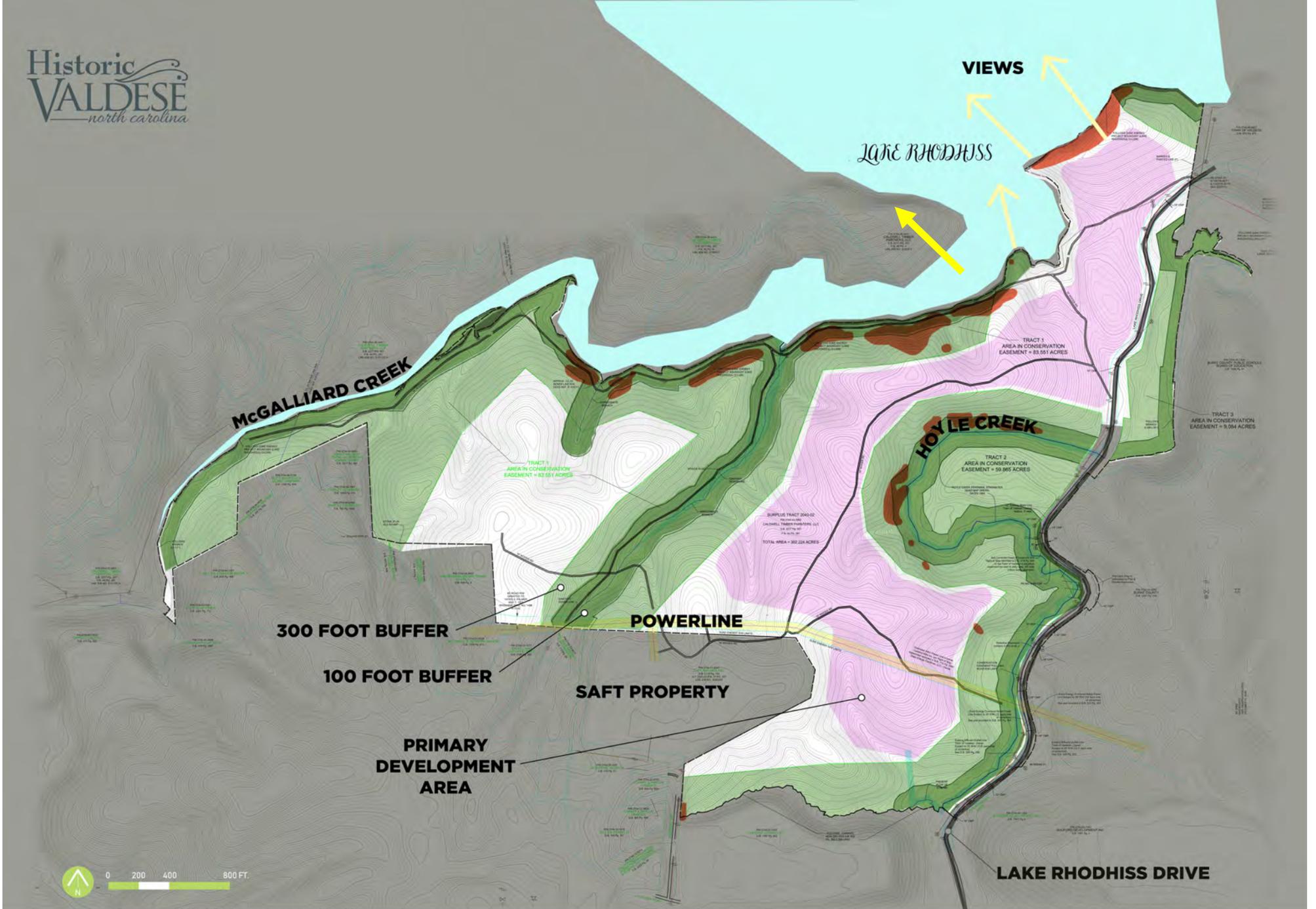












What's the Program?

Visitor Orientation & Seat Walls



Large Shelter/ Open Green



Picnic Areas



Greenway/ Leisure Trails

15 of 56



Lakeside Activities



Disc Golf



Bi-level, Experiential Playground



Mountain Biking

19 of 56



Pump Track



Outdoor Fitness



22 of 56

Unique Features



Trail System Opportunities

23 of 56



Disc Golf Opportunities

24 of 56



Valdese, NC



Selah Ranch, Mt. Vernon



Valdese



Valdese



Stairs at Harmony Bends, Columbia, Mo



Hobbs Farm, Carrollton, Ga. By John Houck



Harmony Bends, Columbia, Mo by John Houck



Topography at 8th Target, Harmony Bends. Columbia.

Lakeside Opportunities

25 of 56



Major Areas

26 of 56



POSSIBLE GREENWAY
EXTENSION TO
MCGALLIARD FALLS



Major Areas

1. Core



Major Areas

1. Core
2. Noble Knob



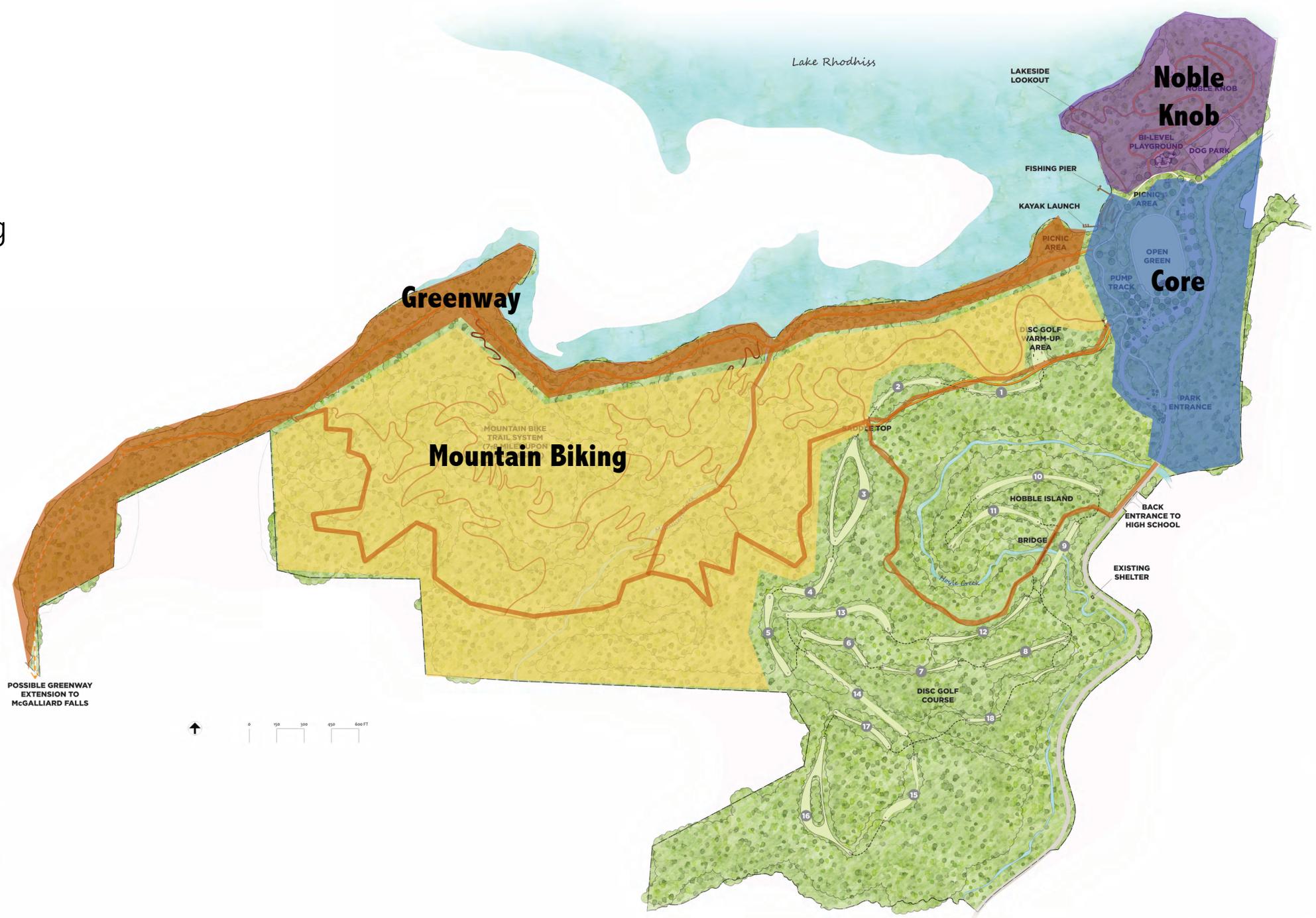
Major Areas

1. Core
2. Noble Knob
3. Greenway



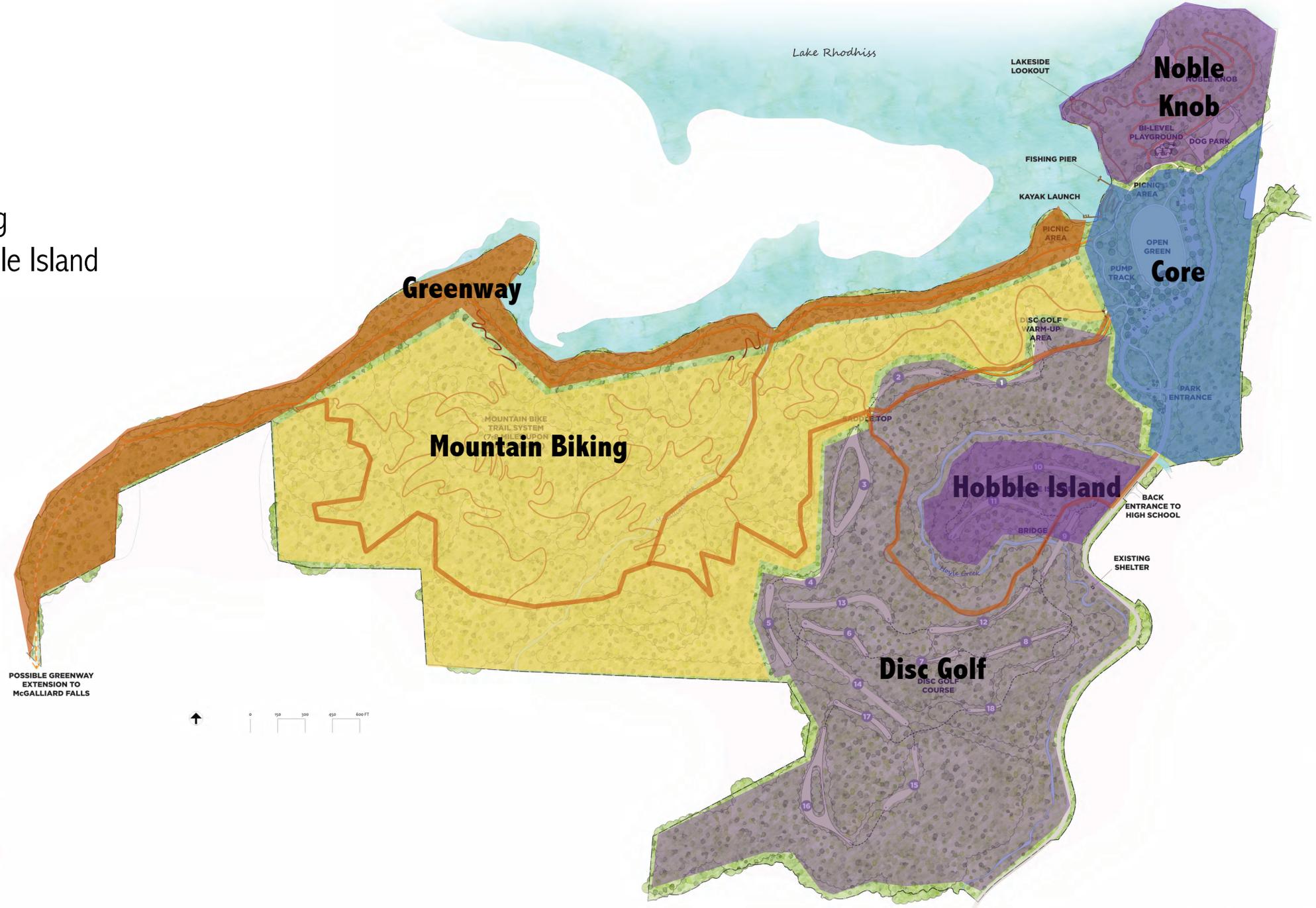
Major Areas

1. Core
2. Noble Knob
3. Greenway
4. Mountain Biking



Major Areas

1. Core
2. Noble Knob
3. Greenway
4. Mountain Biking
5. Disc Golf/ Hobble Island



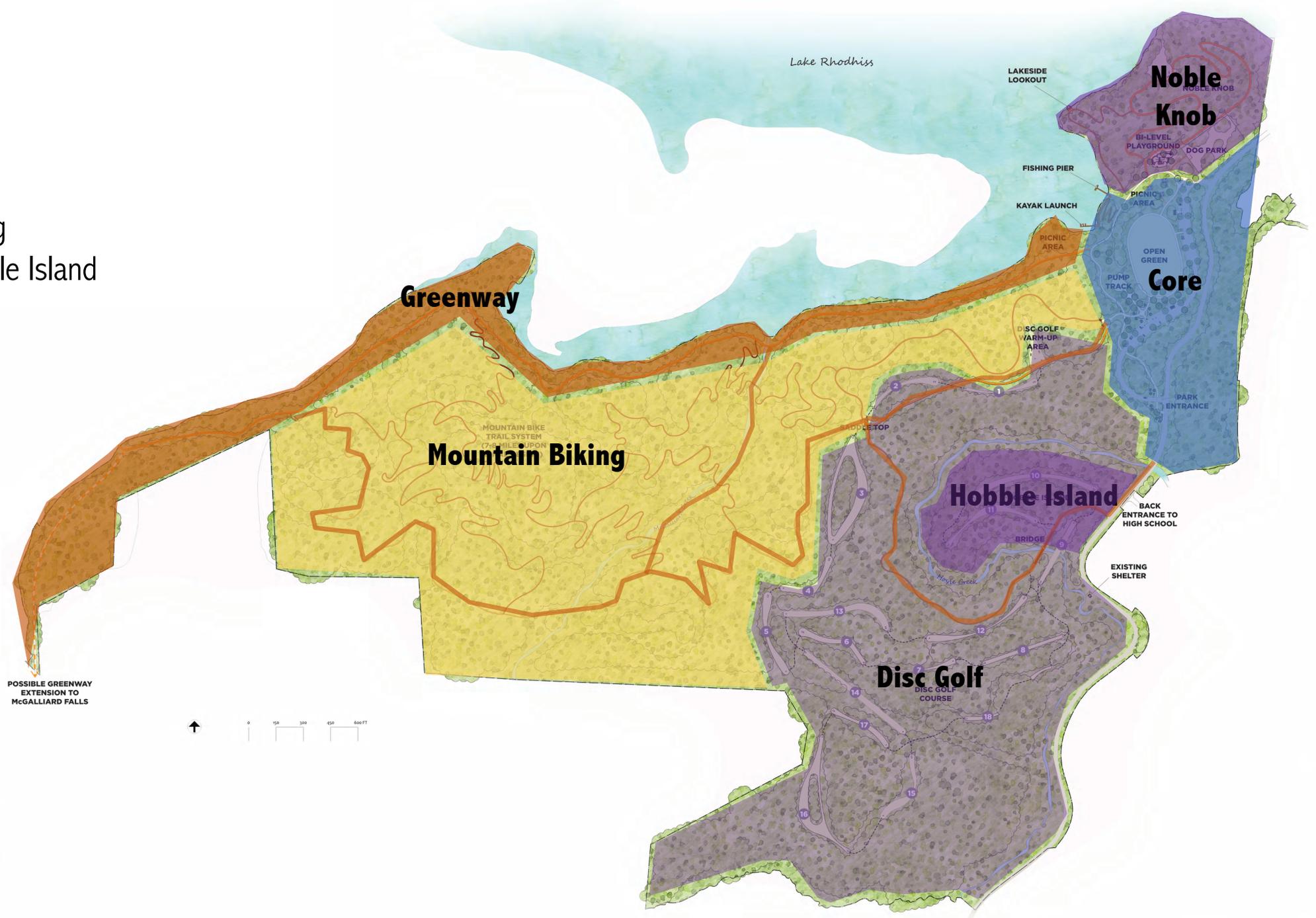
Major Areas

1. Core
2. Noble Knob
3. Greenway
4. Mountain Biking
5. Disc Golf/ Hobble Island

Key Facts

Greenway:

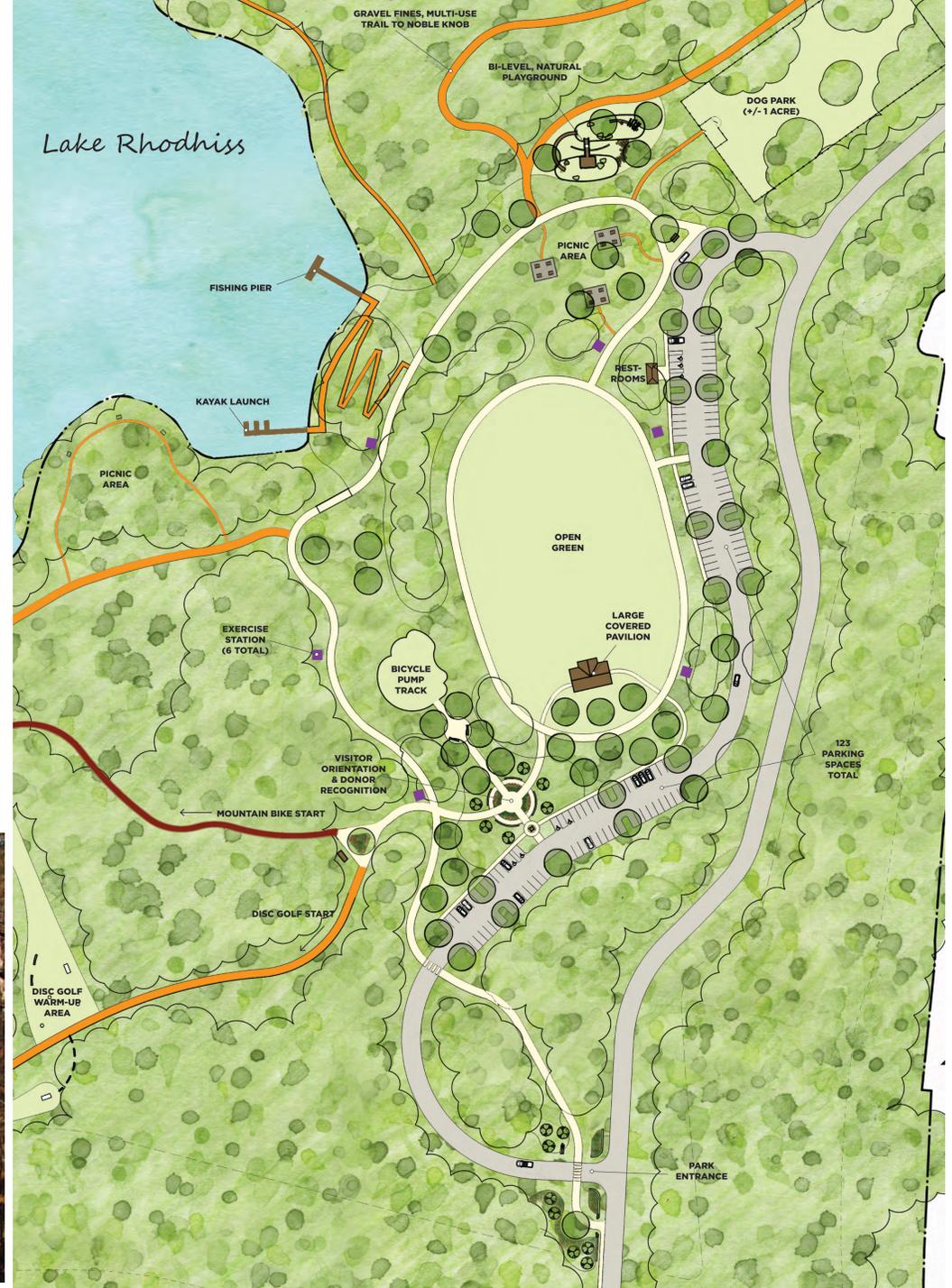
- Unpaved: 3-4 miles
 - Paved: .6 miles
- MTB: 6-7 miles
- Disc Golf: 18 Holes

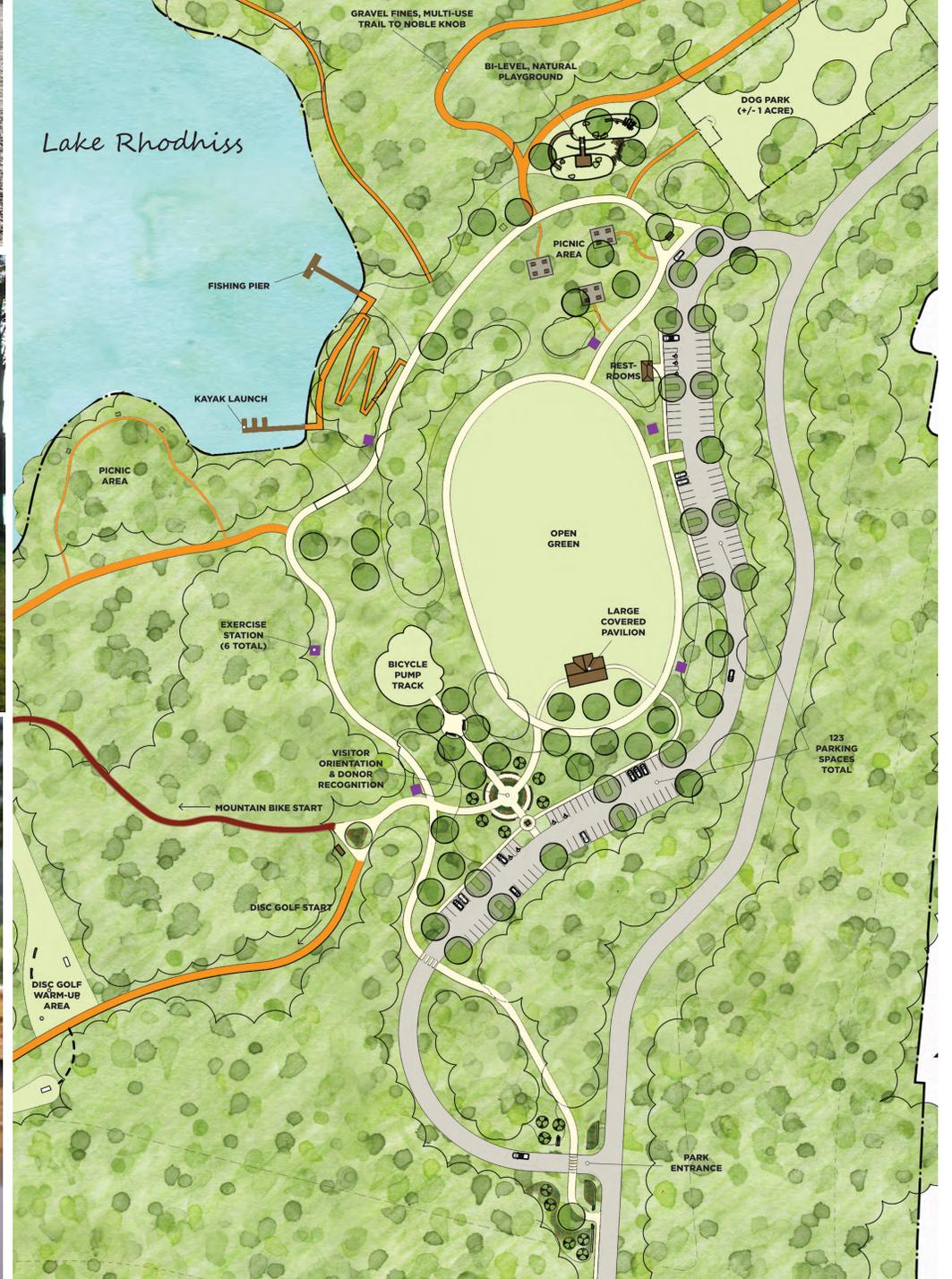


33 of 56

Core Area Features

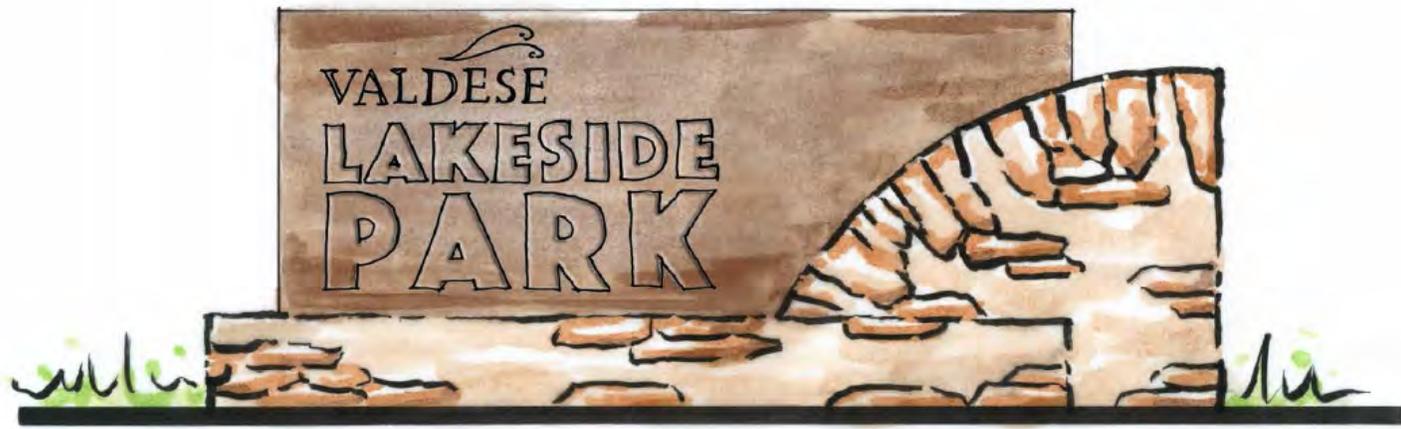
1. Parking Spaces: 123
2. Visitor Orientation
3. Restrooms
4. Open Green w/ .25 mile paved walk
5. Large Shelter
6. Picnic Tables
7. Outdoor Exercise Stations
8. Total Paved Trails: .6 miles
9. Pump Track
10. Kayak Launch + Pier
11. Dog Park
12. Playground





DISC GOLF START





**EXERCISE STATION
(6 TOTAL)**

**BICYCLE
PUMP
TRACK**

**LARGE
COVERED
PAVILION**

**VISITOR
ORIENTATION
& DONOR
RECOGNITION**

**123
PARKING
SPACES
TOTAL**

MOUNTAIN BIKE START

DISC GOLF START





FISHING PIER

KAYAK LAUNCH

PICNIC AREA

REST-ROOMS

OPEN GREEN

LARGE COVERED PAVILION

EXERCISE STATION (6 TOTAL)

BICYCLE PUMP TRACK

123 PARKING

GRAVEL FINES, MULTI-USE TRAIL TO NOBLE KNOB

BI-LEVEL, NATURAL PLAYGROUND

DOG PARK (+/- 1 ACRE)

PICNIC AREA

REST-ROOMS

PIER

JNCH



Noble Knob





**LAKESIDE
LOOKOUT**

NOBLE KNOB

**BI-LEVEL
PLAYGROUND**

DOG PARK

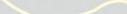
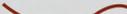
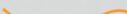
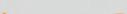
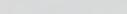
FISHING PIER

KAYAK LAUNCH

**PICNIC
AREA**



LEGEND

-  PAVED TRAIL
-  MOUNTAIN BIKE TRACK
-  HIKING TRAIL
-  GREENWAY or MULTI-USE PATH
-  POSSIBLE FUTURE TRAIL EXPANSION

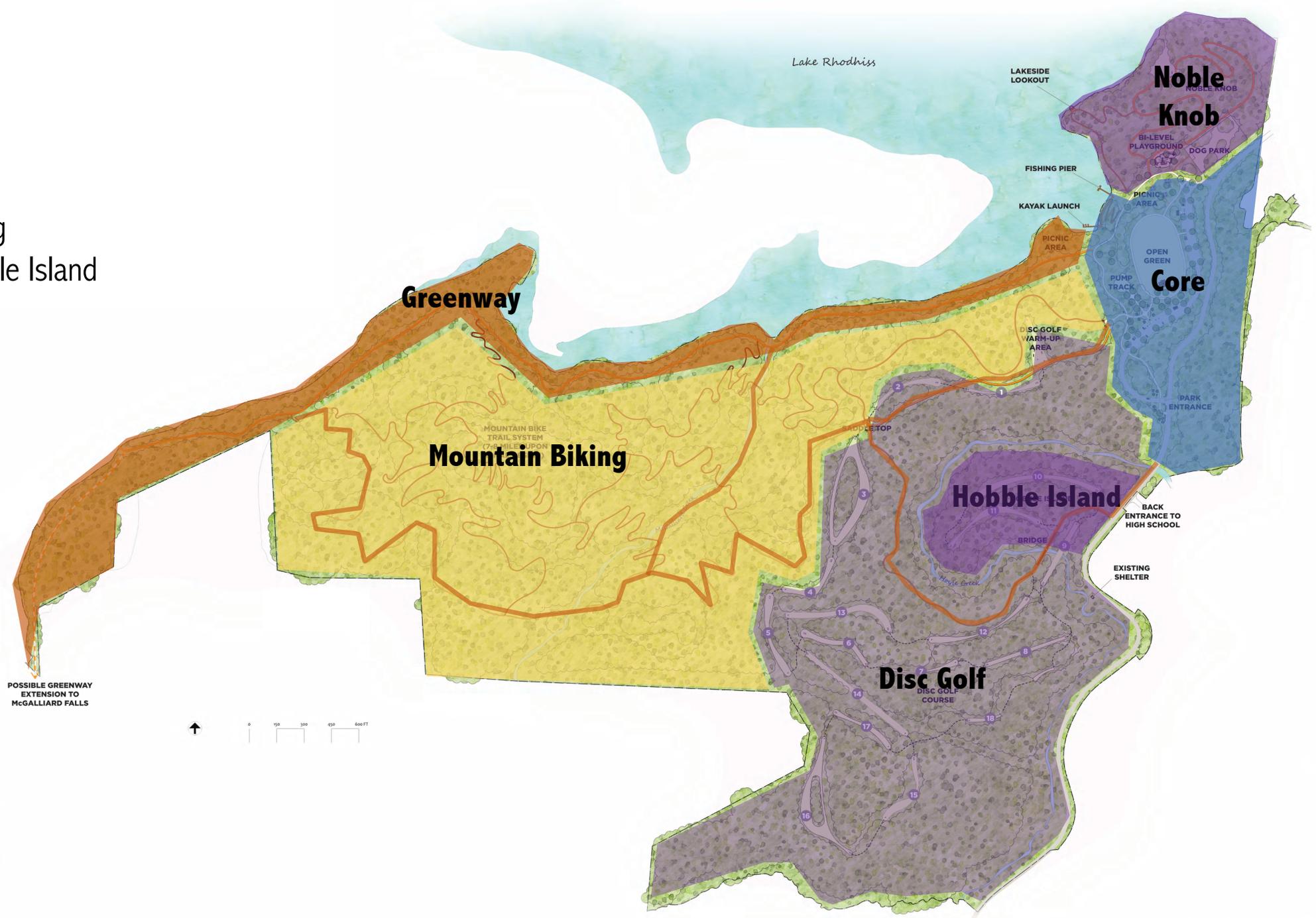


POSSIBLE GREENWAY EXTENSION TO MCGALLIARD FALLS



Major Areas

1. Core
2. Noble Knob
3. Greenway
4. Mountain Biking
5. Disc Golf/ Hobble Island



Economic Impact

Key Elements:

Good Data and Reasonable Assumptions

Economic Impact

1. The Market: Potential Visitors
2. Penetration Rate: To what extent can you attract your market
3. Visitor Type & Spending: Day Trip vs. Overnight
4. Projected Visitors X Spending = Economic Impact

Key Elements:

Good Data and Reasonable Assumptions

Market

- 2013 North Carolina Trail Use Survey: 33% of adult North Carolinians used a trail in the past 12 months
- 60 mile trade area population (2.25 million) X .33 = 743,334
- 3% penetration = 22,300
- 5% penetration = 37,166

NC State Parks Visitation

	Number of Annual Visitors (Averaged over last 3 years)	Park Acreage	Key Features
Lake James State Park	545,211	3,644 acres	Boating, swimming, fishing, 13 hiking trails (25 miles), camping
South Mountain State Park	270,995	19,830 acres	Waterfall, 20 hiking trails (40+ miles), campsites, 17 mile mountain bike loop trail, fishing, 33 miles equestrian
Grandfather Mtn. State Park	89,752	3,436 acres	8 hiking trails (12 miles), camping, big views
Elk Knob State Park	39,386	3,680 acres	4 hiking trails (6 miles) big views

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Disc Golf

- Visitation Range (typical): 13,000 – 20,000
- Houck Design:
 - Annual Visits: 40,000
 - Overnight: 4,000

Professional Disc Golf Association in 2015

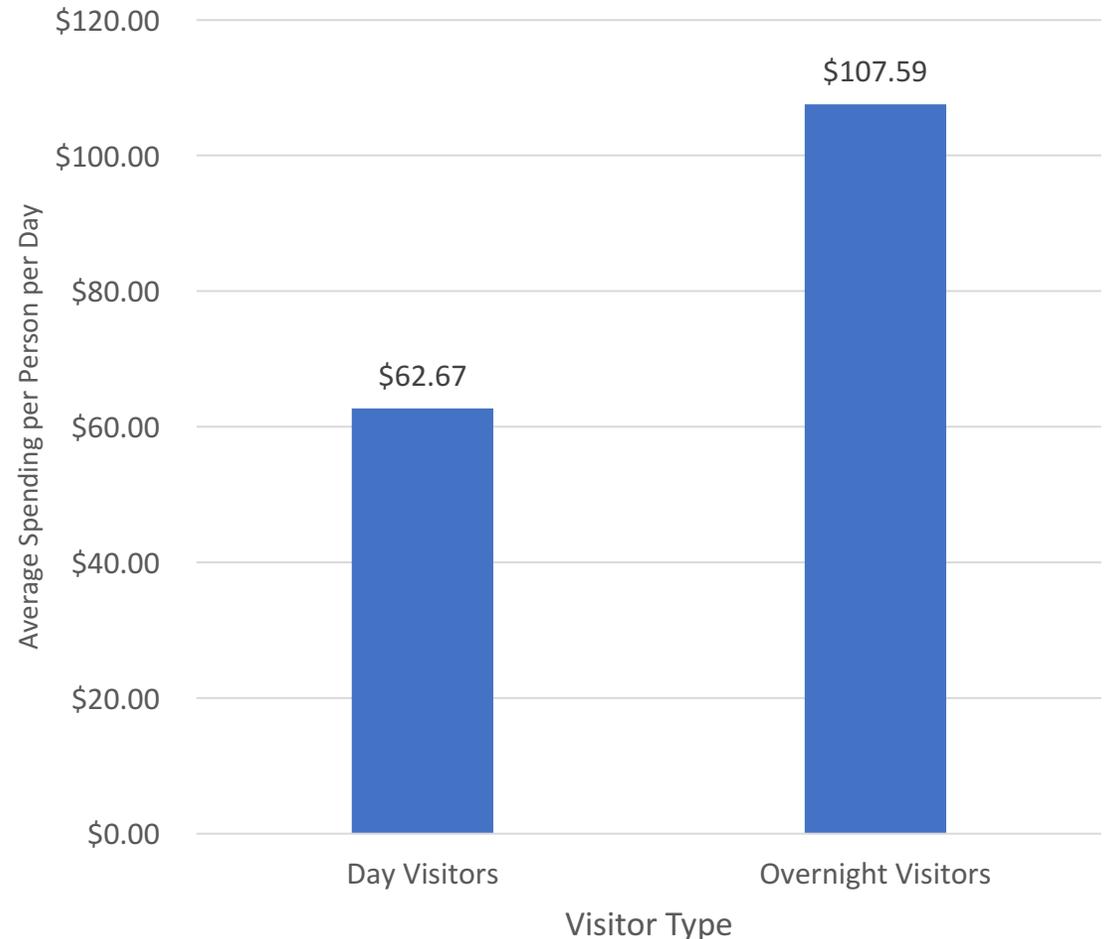
- 52% of disc golf players have College or Post Grad Education
- 85% have some college
- 18% earned \$100,000 a year or more



Visitor Spending and Type

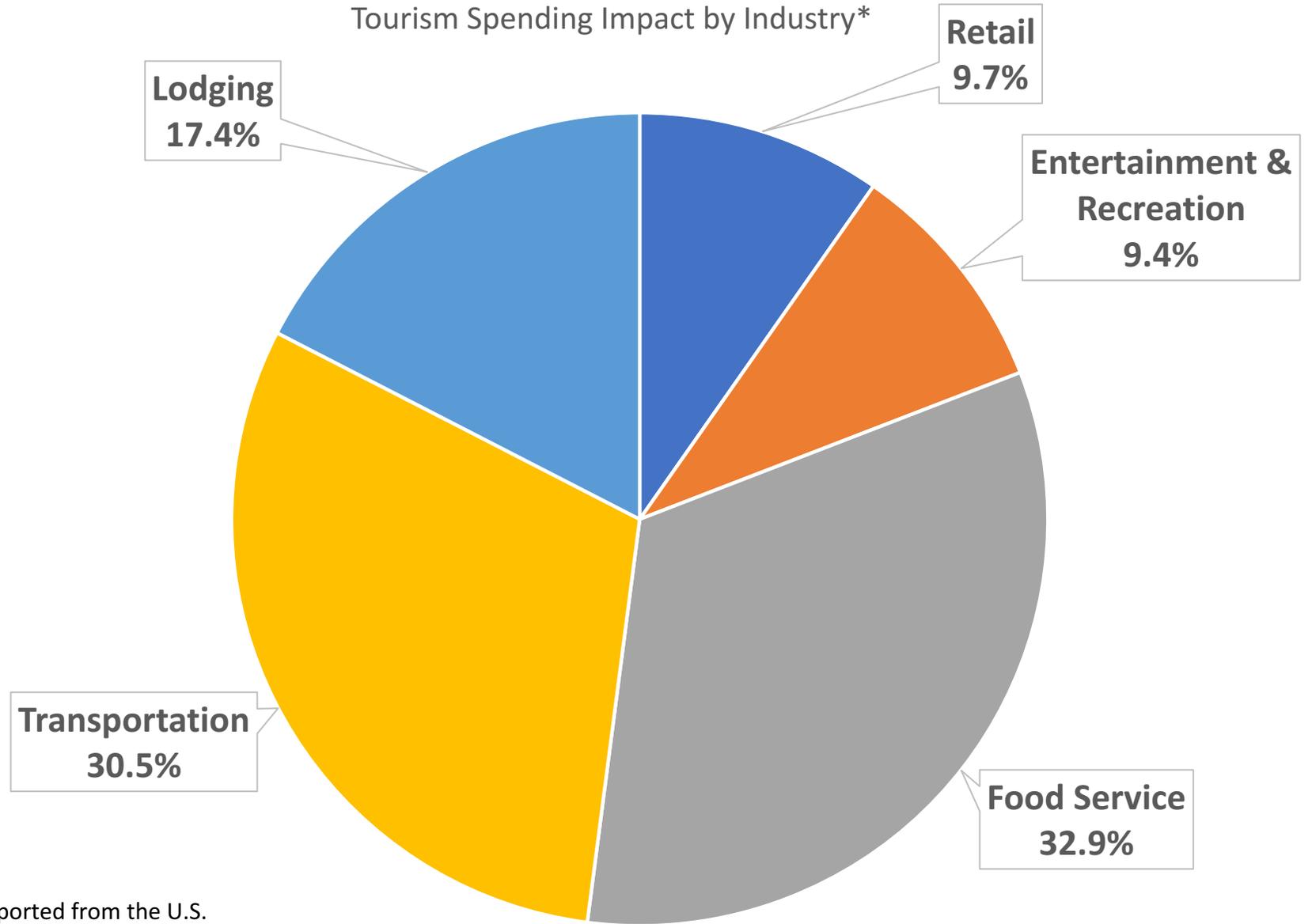
- Blue Ridge National Heritage Area (BRNHA) 2013 study
- 4,500 + visitors
- Day visitors: **\$62.67 per day**
- Overnight visitors: **\$107.59 per day**
- A Virginia Creeper Trail (VCT) study found that 72% of non-local visitors were day visitors & 28% were overnight visitors

Blue Ridge National Heritage Area Visitor Spending Survey



Visitor Spending Breakdown

Tourism Spending Impact by Industry*

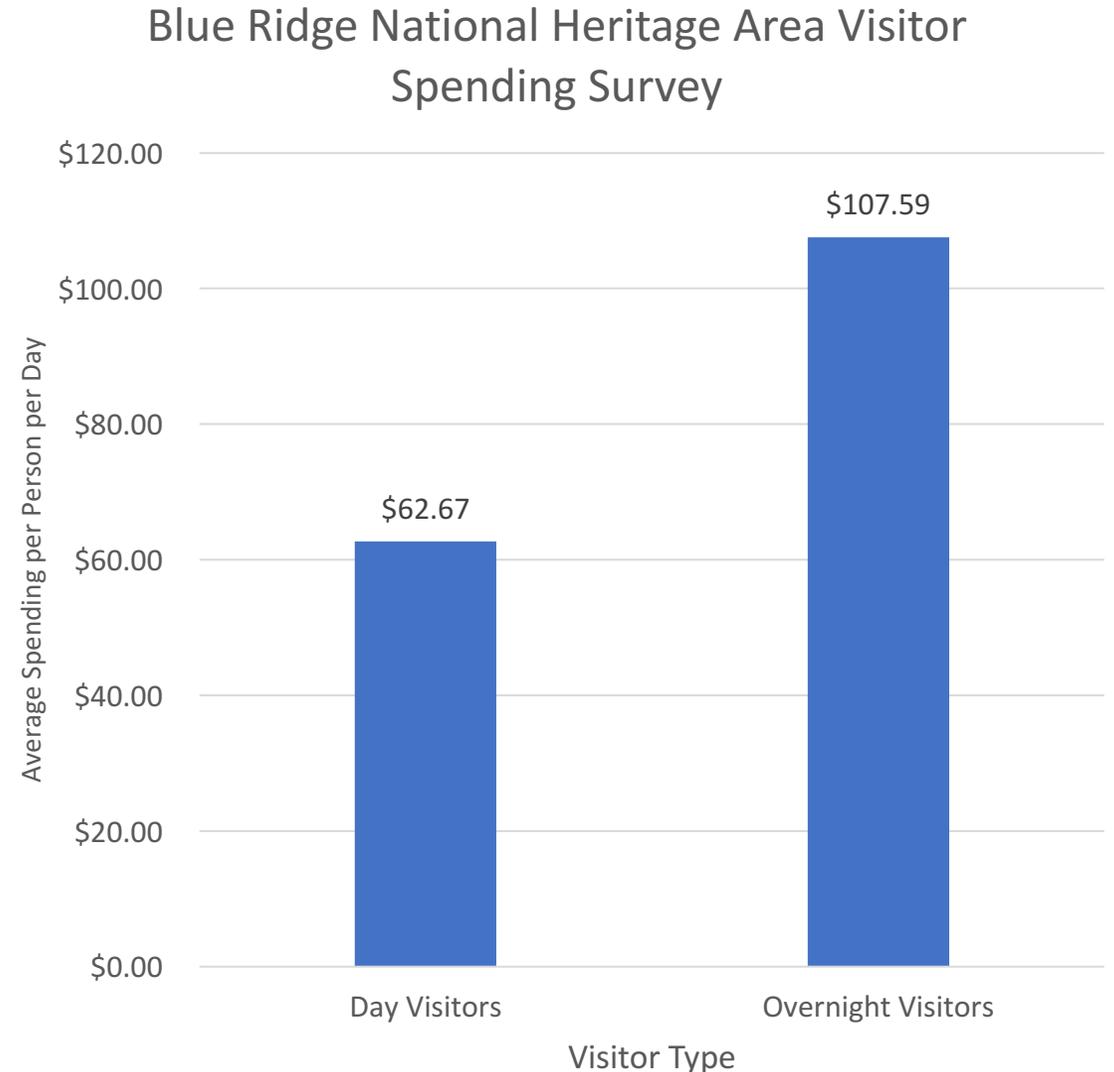


*Reported from the U.S. Travel Association for the NC Division of Tourism, Film, and Sports Development

- Retail
- Food Service
- Entertainment & Recreation
- Lodging
- Transportation

Visitor Spending and Type

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- **Lakeside: \$30**



Economic Impact Assumptions and Estimate

Assumptions

- Market = 33% of 60 mile radius
- Market Total = 743,334
- Spending = \$30

3% penetration rate estimate

- $22,300 \times \$30 = \$670,000$ Annual Impact

5% penetration rate

- $37,166 = \$1.11$ Million Annual Impact

Disc Golf

- $10,000 \times \$30 = \$300,000$ Annually

Blue Ridge National Heritage
Area Visitor Spending Survey



Economic Impact Estimate

\$970,000

\$1.41 Million



Conservative Annual Economic Impact

Other Factors:

- Health Benefits
- Quality of Life
- Job Retention/ Attraction



Lakeside Park: Draft Master Plan for Public Comment

Public Meeting

April 3, 2018



Preliminary Estimate of Probable Construction Costs: LAKESIDE PARK, VALDESE

UPDATED: APRIL 25, 2018

Prep Costs

Site Prep: Clearing, Grubbing, Erosion Control		LS		\$	54,500.00
Grading		LS		\$	190,000.00
Staking		LS		\$	15,000.00
Utility Install	600	LF	26.00	\$	15,600.00
Topo Survey				\$	18,000.00

Park Infrastructure

New Roads	23256	SF	\$	5.00	\$	116,280.00
Parking Lots	45471	SF	\$	5.00	\$	227,355.00
Parking Walkways	5562	SF	\$	5.00	\$	27,810.00
Parking Lighting	10	EA	\$	4,800.00	\$	48,000.00
Pavement Marking & Wheel Stops		LS			\$	62,000.00
Parking Lot Stormwater Infrastructure		LS			\$	15,000.00
Restroom Building		LS			\$	150,000.00
Picnic Areas	3	EA	\$	4,000.00	\$	12,000.00
Pavilion - large	1	EA	\$	85,000.00	\$	85,000.00
Fishing Pier (by others: NC Wildlife)		LS				
Kayak Launch (by others: NC Wildlife)		LS				
Viewing platform		LS			\$	75,000.00
Pump Track	1	EA	\$	15,000.00	\$	15,000.00
Awards ceremony plaza (remove pedestrian bridge) - donor wall/ entrance plaza		LS			\$	50,000.00
Directional Signage & Regulatory Signage	20	EA	\$	800.00	\$	16,000.00
Kiosks (with custom map design)	2	EA	\$	6,000.00	\$	12,000.00
New Entrance Feature (Sign and Walls)		LS			\$	26,620.00
Landscaping (materials and installation)		LS			\$	96,000.00
Playground		LS			\$	60,000.00
Dog Park (including fencing)		LS			\$	18,000.00
Pedestrian Bridges (Non ADA)	1	EA	\$	125,000.00	\$	125,000.00

Multi-Use Trails

Paved Trail	5735	LF	\$	70.00	\$	401,450.00
Unpaved Multi-Use Trail	7343	LF	\$	35.00	\$	257,005.00
Stormwater Infrastructure					\$	30,000.00

Mountain Biking Trail System

Single Track Trails	36960	LF	\$	5.00	\$	184,800.00
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Disc Golf Course

Disc Golf Design, Construction, and Trail System		LS			\$	120,000.00
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Subtotal					\$	2,523,420.00
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Mobilization (3%)					\$	75,702.60
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Contingency (7%)					\$	176,639.40
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Engineering, Permitting & Design (16%)					\$	403,747.20
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Total Estimate					\$	3,179,509.20
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LS= Lump Sum

LF= Linear Foot

SY= Square Yard

CY = Cubic Yard

SF = Square Foot