



## **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:** NC Clean Water Management Trust Fund

**100' Buffer:**

No Recreation Activity, Except Crossings

**100' – 300'**

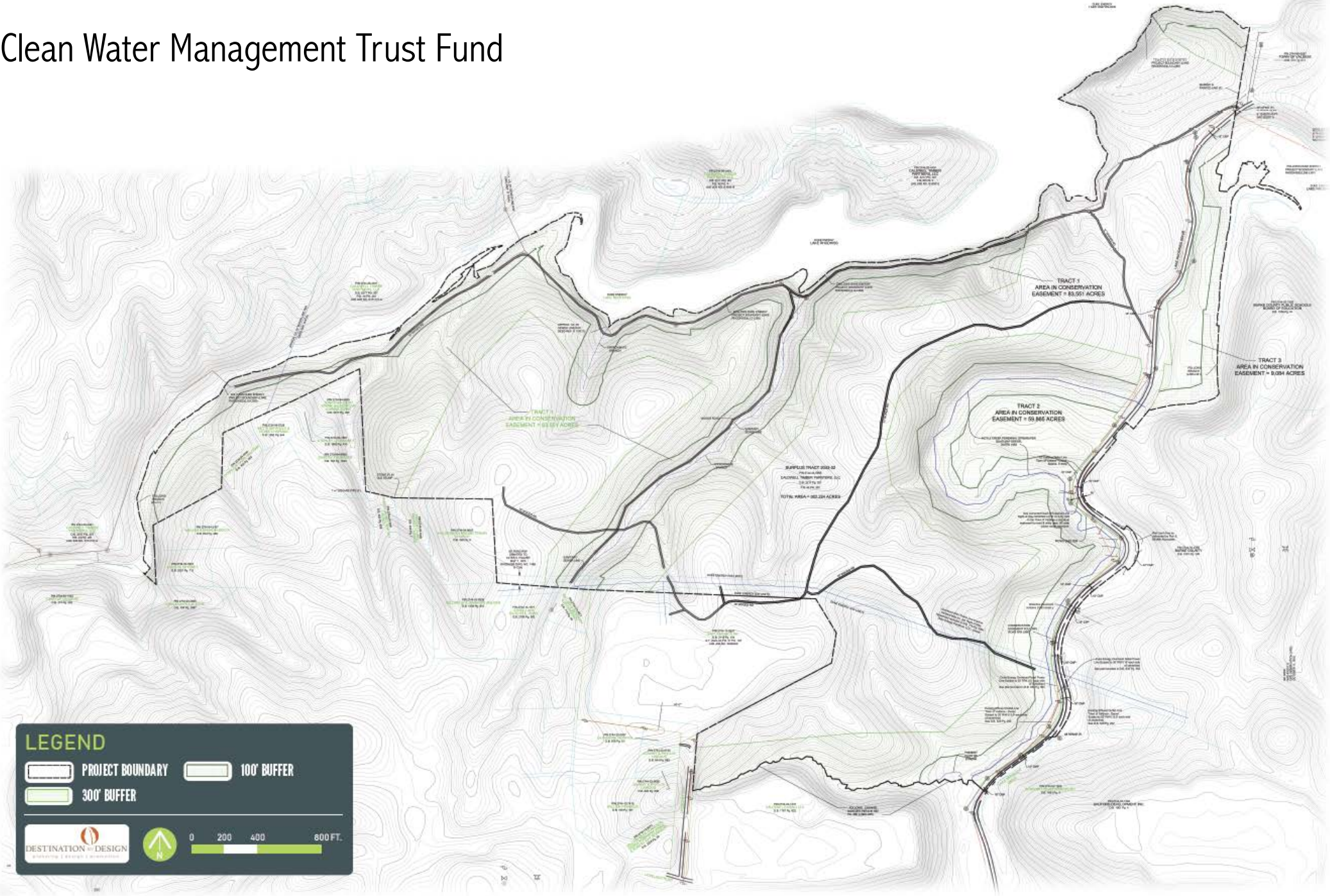
**Buffer:**

No Structures

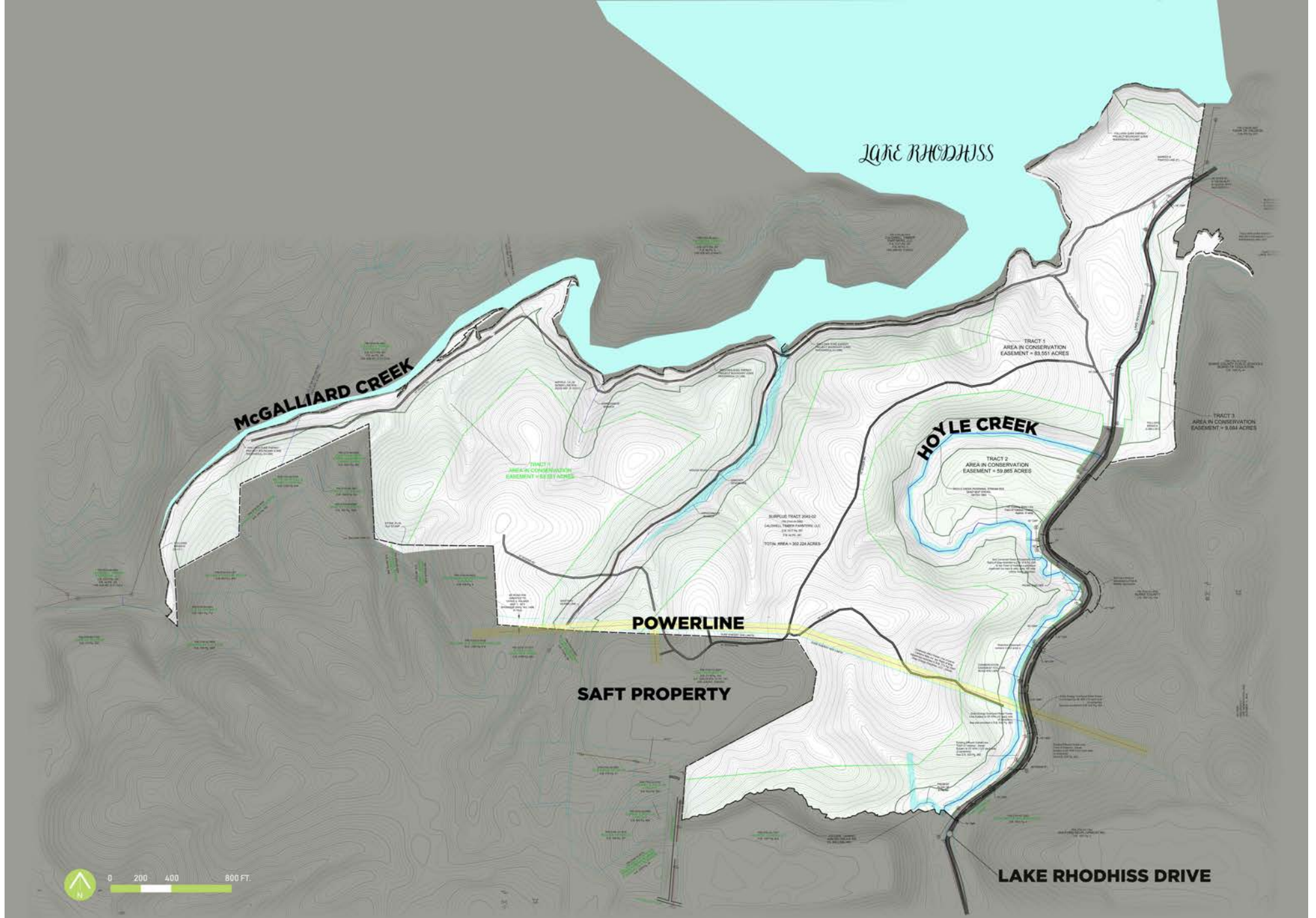
**Element**

**Occurrences:**

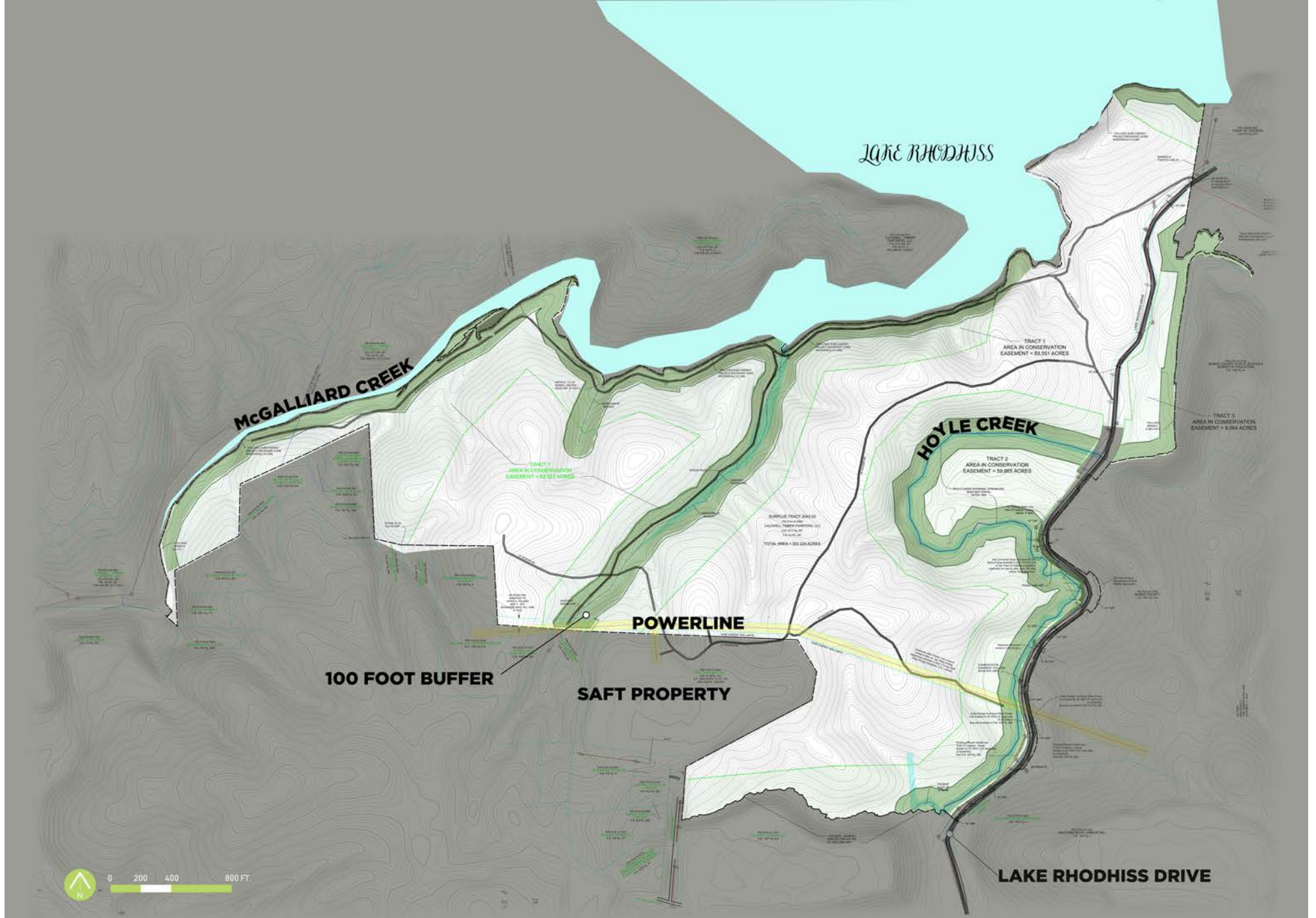
Undisturbed



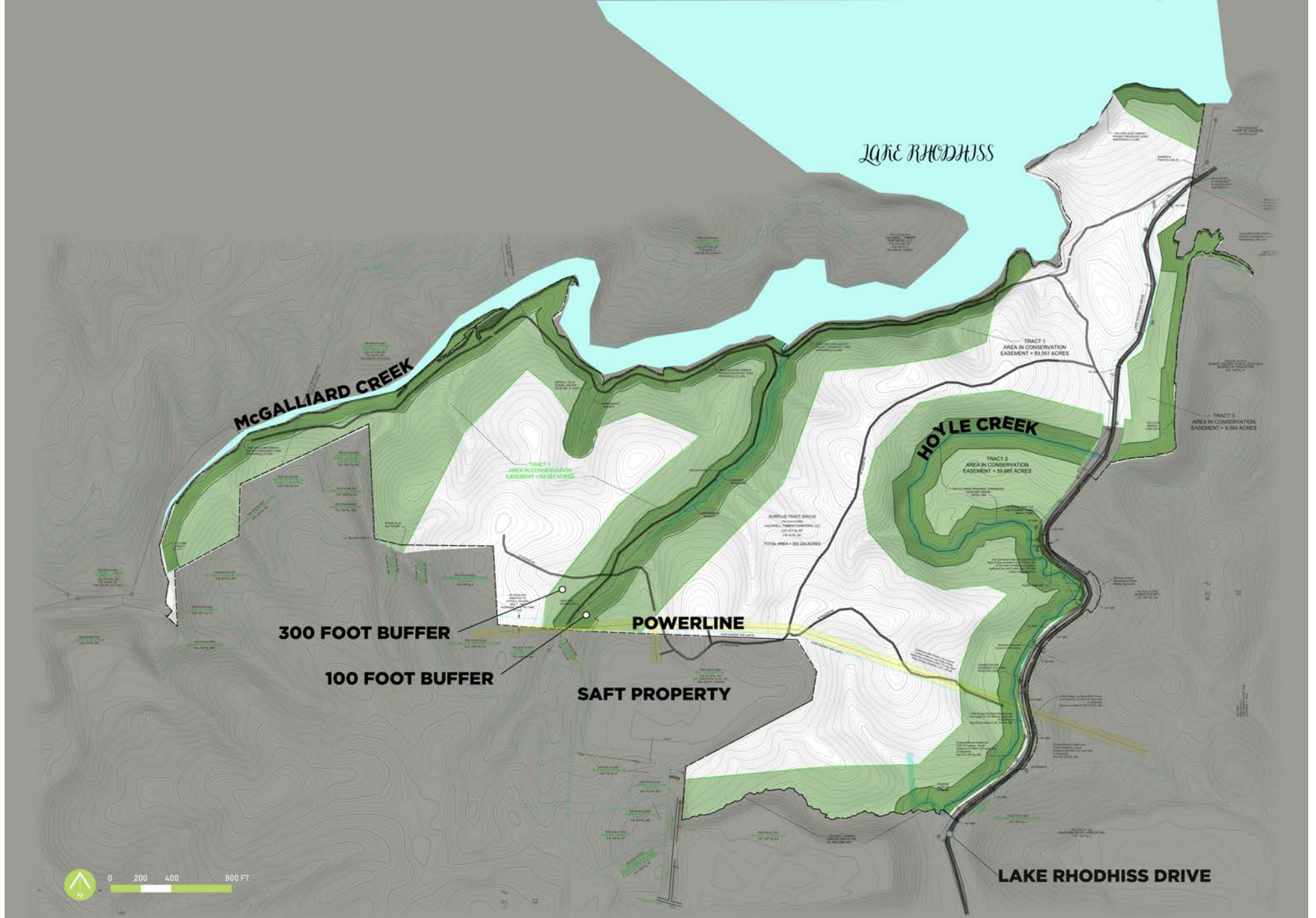




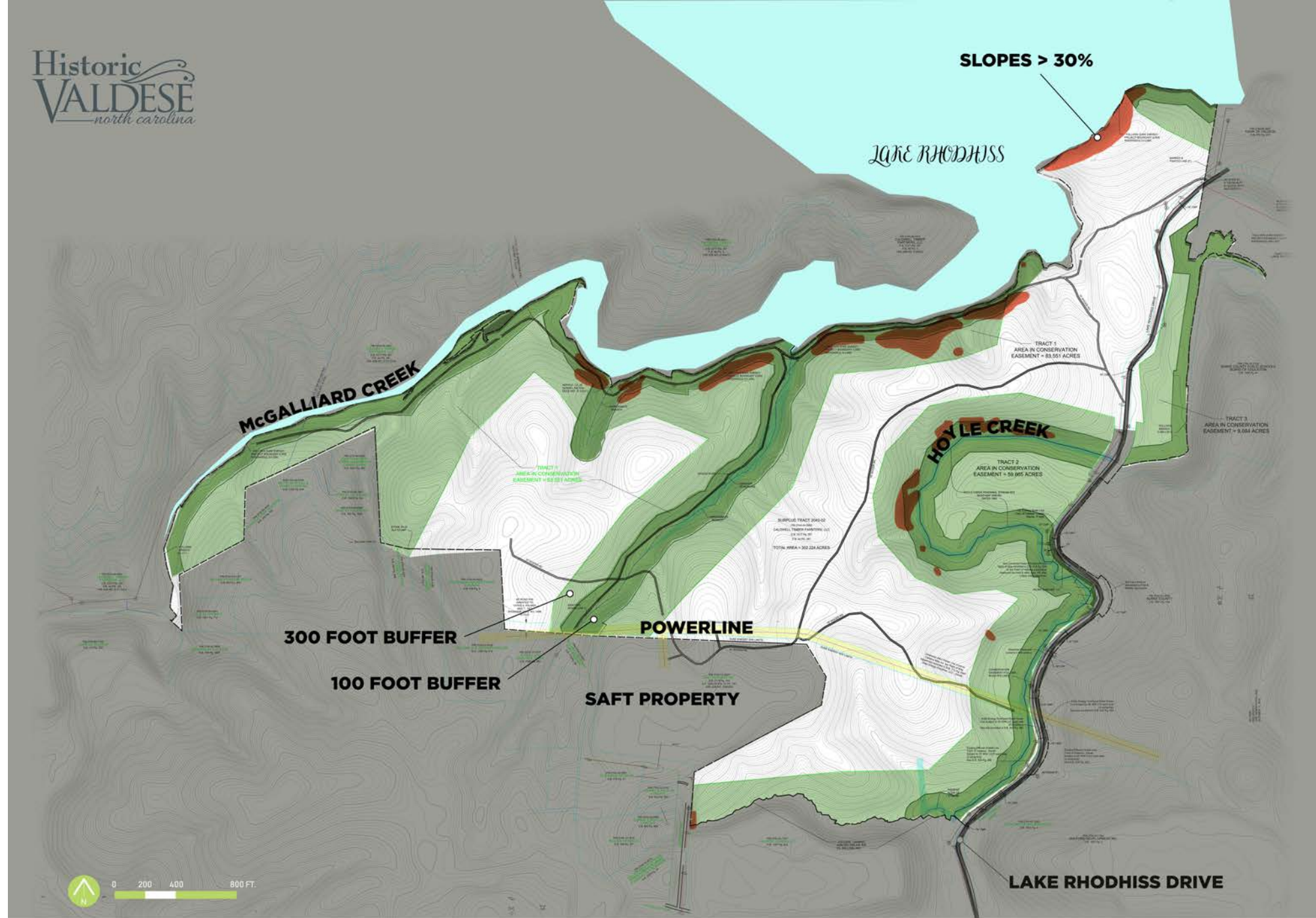




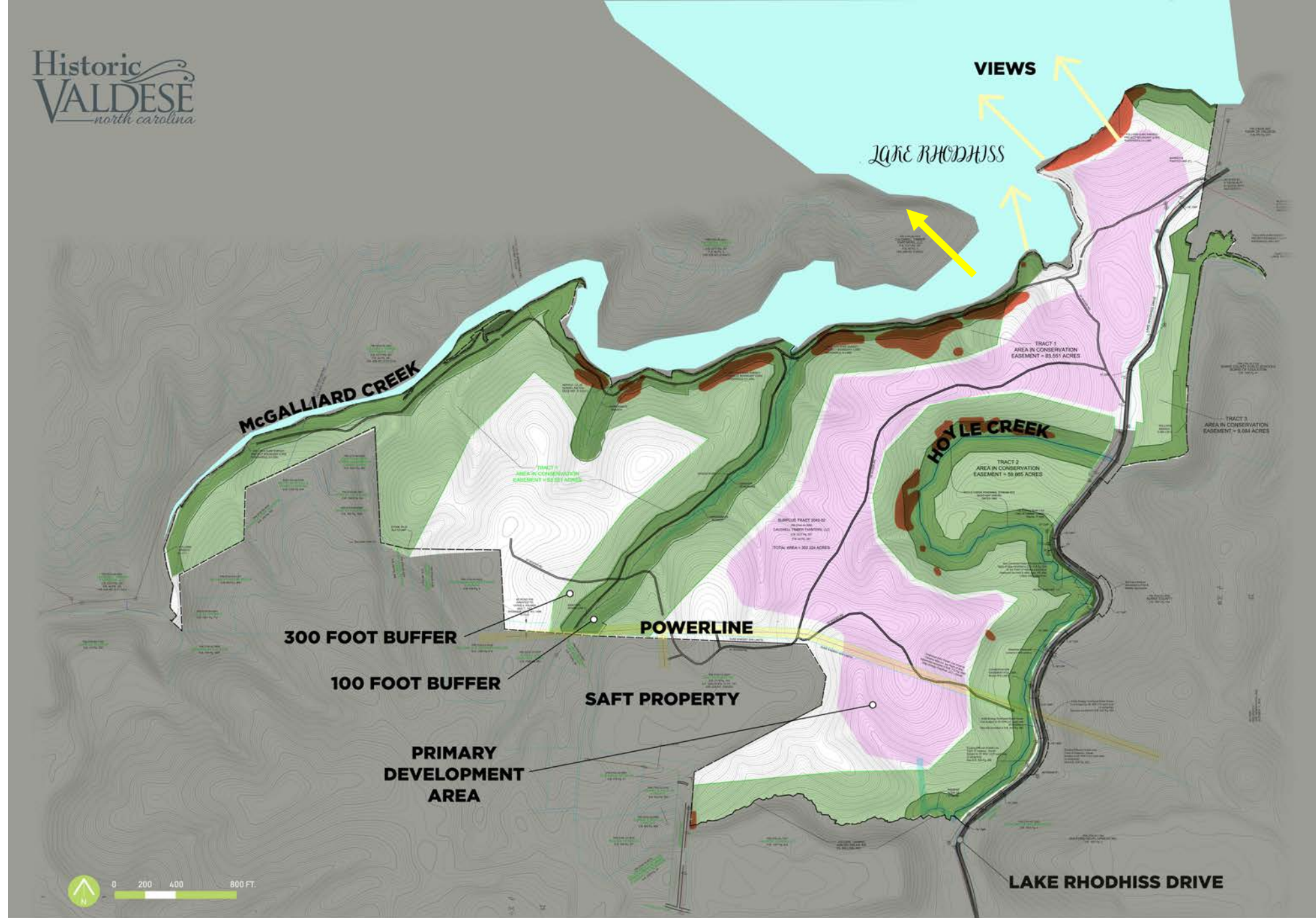














# What's the Program?

# Visitor Orientation and Donor Wall





# Visitor Orientation & Seat Walls





# Large Shelter/ Open Green





# Picnic Areas



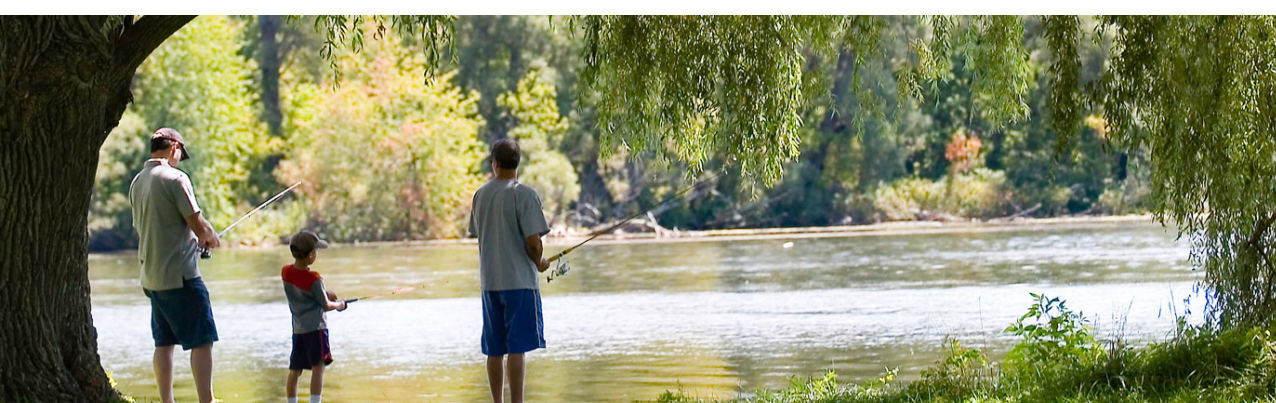


# Greenway/ Leisure Trails



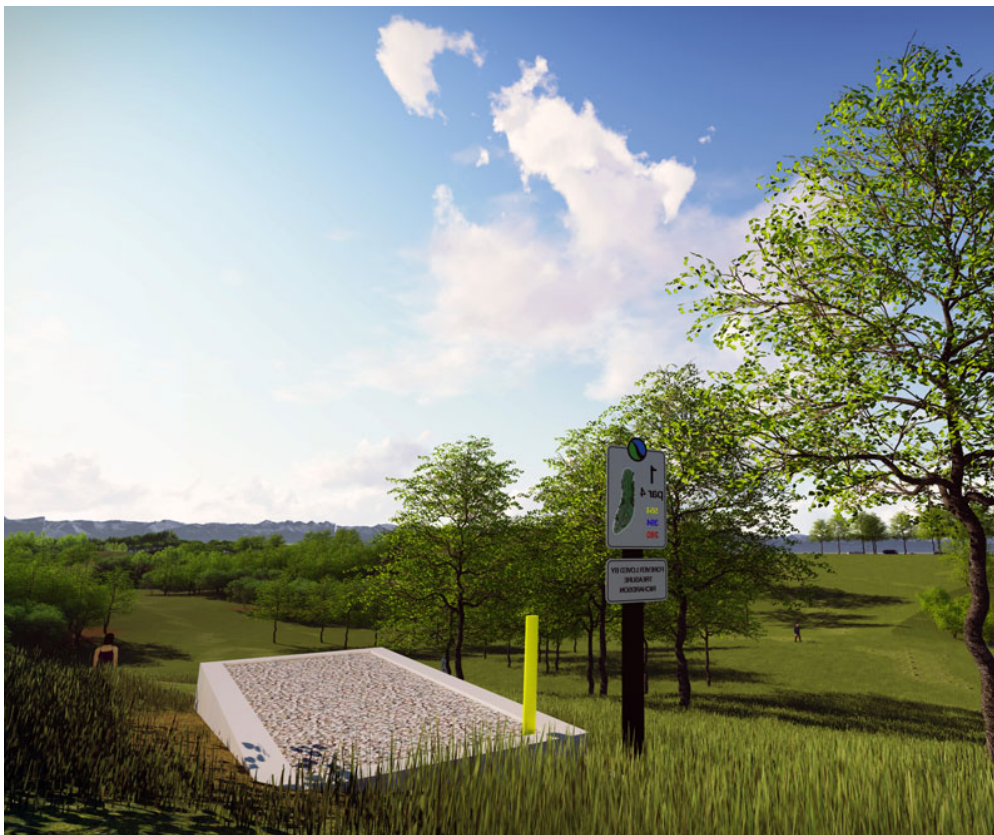


# Lakeside Activities





# Disc Golf





# Bi-level, Experiential Playground





# Mountain Biking





# Pump Track





# Outdoor Fitness





# Unique Features





# Trail System Opportunities





# Disc Golf Opportunities



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 8<sup>th</sup> Target, Harmony Bends. Columbia.



# Lakeside Opportunities





# Major Areas





Major Areas

1. Core





# Major Areas

- 1. Core
- 2. Noble Knob





Major Areas

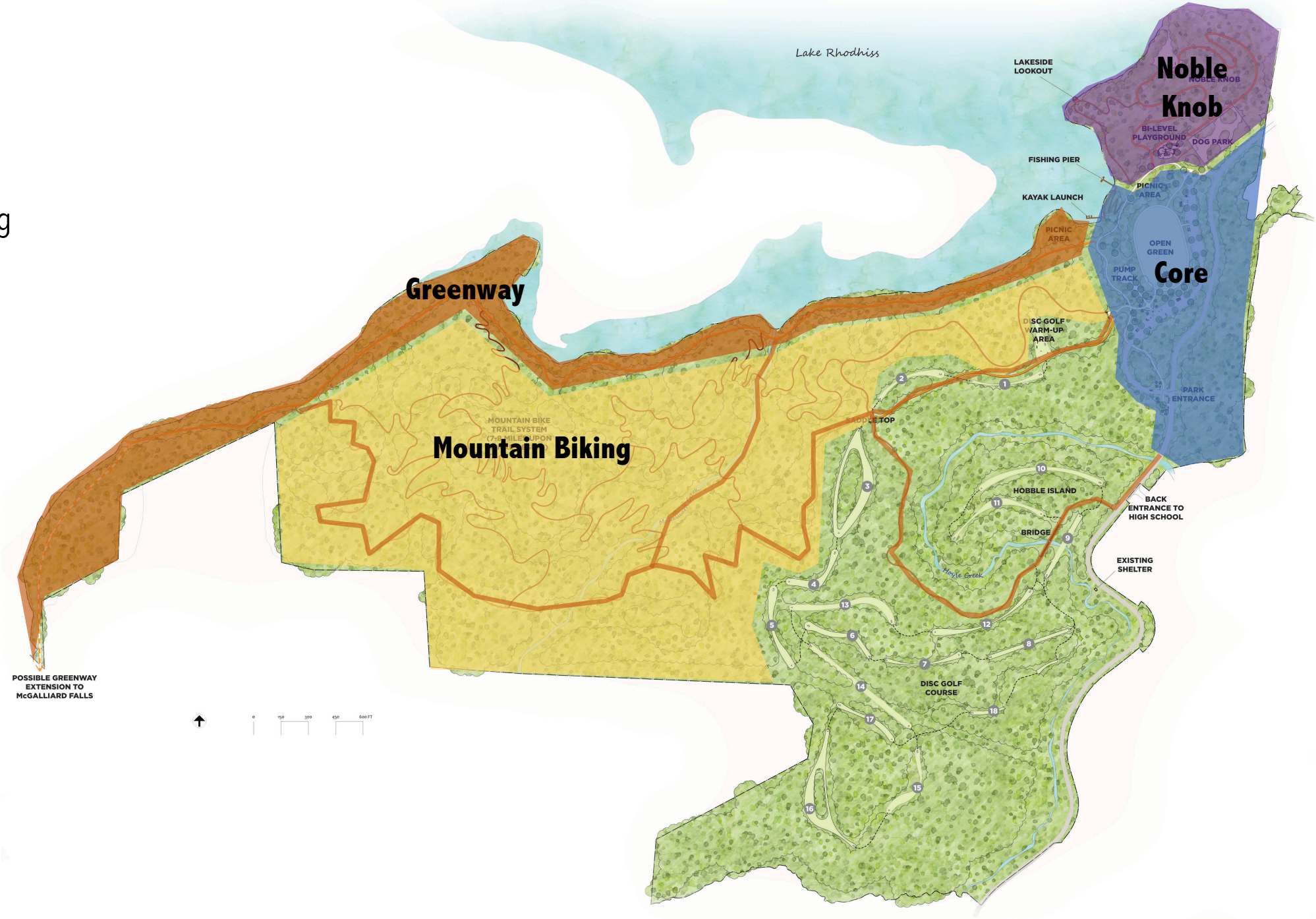
- 1. Core
- 2. Noble Knob
- 3. Greenway





# Major Areas

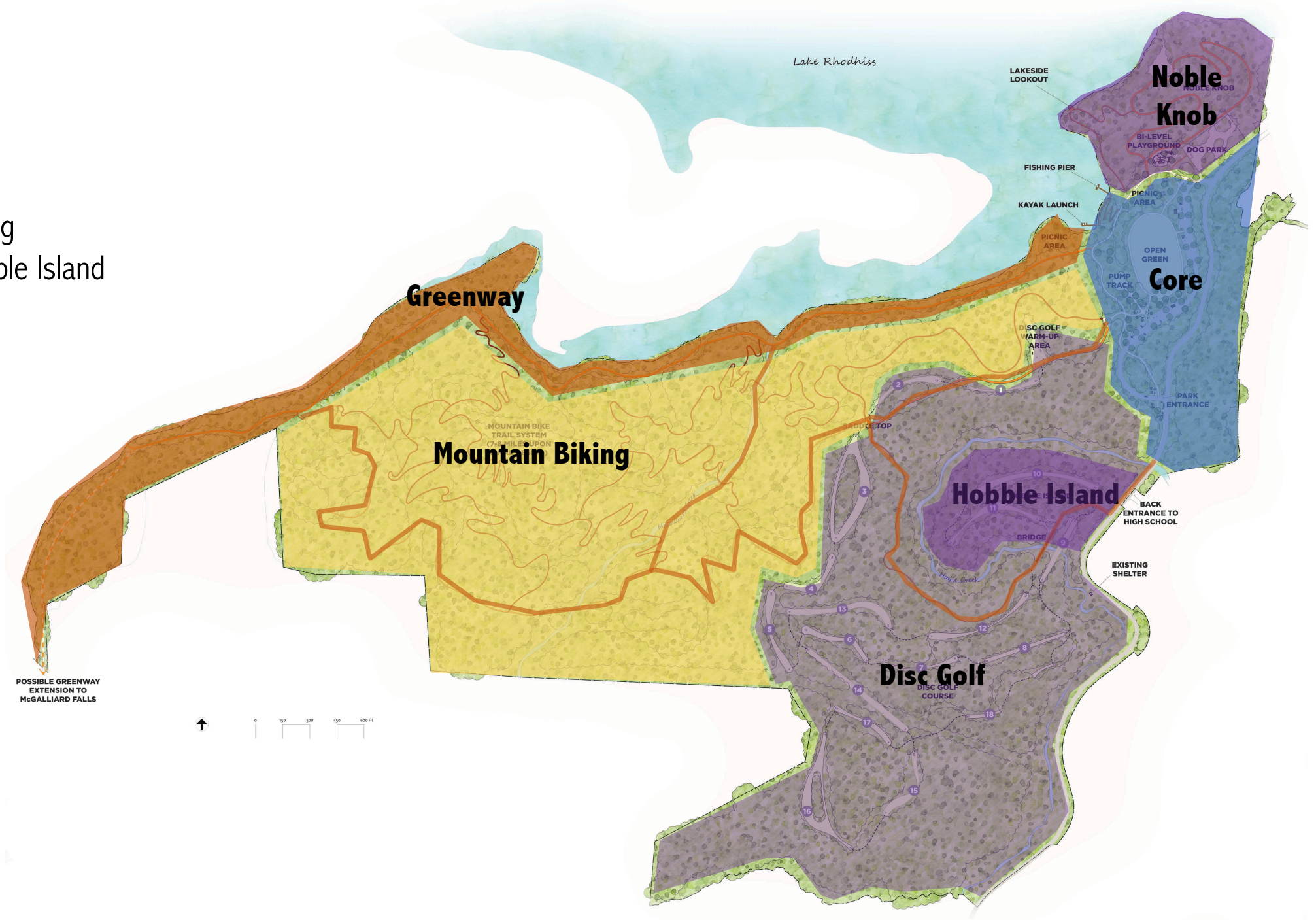
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## Major Areas

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





## Major Areas

1. Core
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5. Disc Golf/ Hobble Island

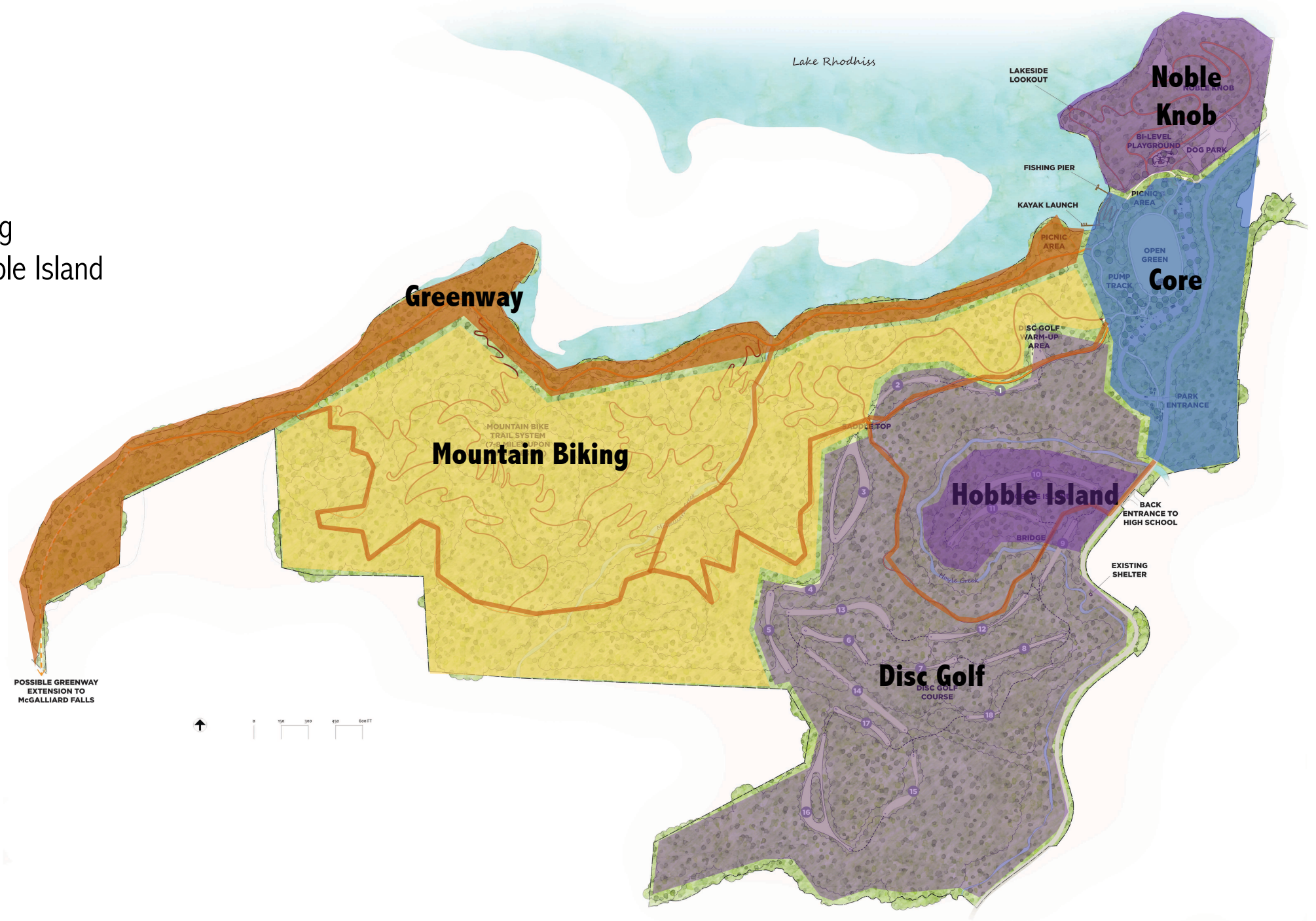
## Key Facts

Greenway:

- Unpaved: 3-4 miles
- Paved: .6 miles

MTB: 6-7 miles

Disc Golf: 18 Holes





# 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







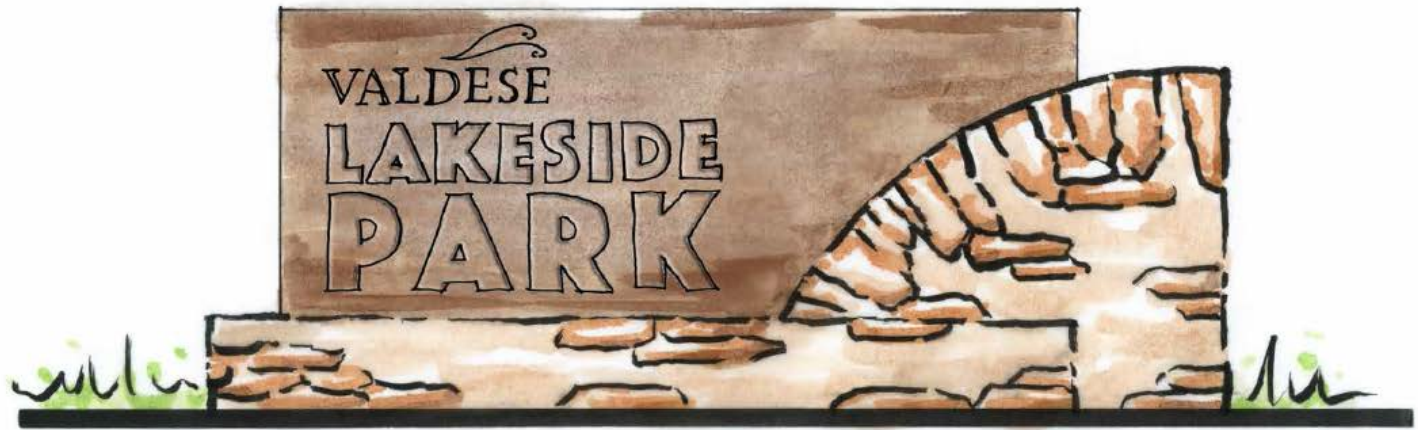


DISC GOLF START

PARK  
ENTRANCE











EXERCISE  
STATION  
(6 TOTAL)

BICYCLE  
PUMP  
TRACK

LARGE  
COVERED  
PAVILION

VISITOR  
ORIENTATION  
& DONOR  
RECOGNITION

← MOUNTAIN BIKE START

DISC GOLF START

123  
PARKING  
SPACES  
TOTAL





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

JUNCH



# Noble Knob







**LAKE  
SIDE  
LOOKOUT**

**NOBLE KNOB**

**BI-LEVEL  
PLAYGROUND**

**DOG PARK**

**FISHING PIER**

**KAYAK LAUNCH**

**PICNIC  
AREA**



# LEGEND

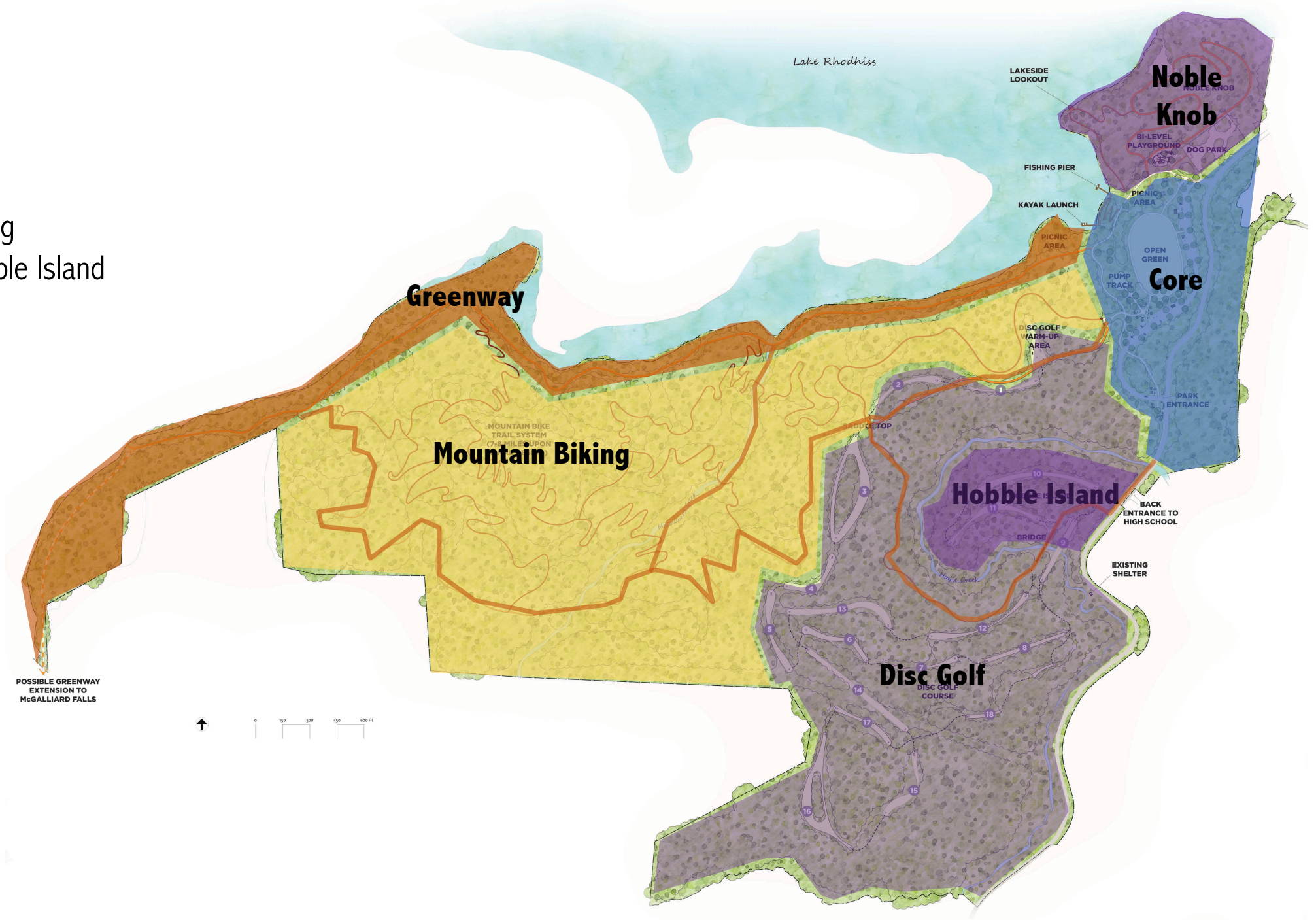
- PAVED TRAIL
- MOUNTAIN BIKE TRACK
- HIKING TRAIL
- GREENWAY or MULTI-USE PATH
- POSSIBLE FUTURE TRAIL EXPANSION





## 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)  $\times .33 = 743,334$
- 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

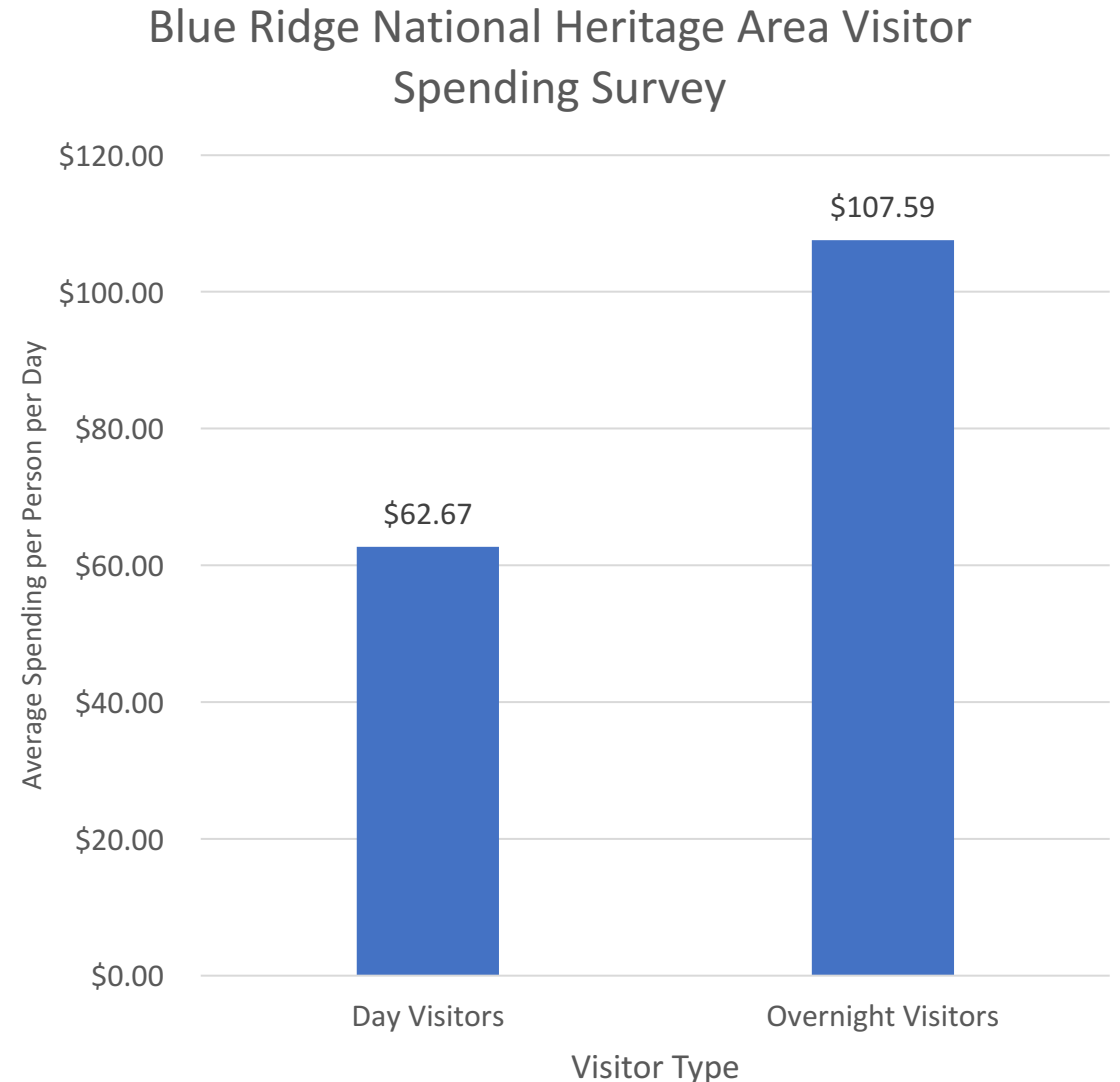
- 52% of disc golf players have College or Post Grad Education
- 85% have some college
- 18% earned \$100,000 a year or more





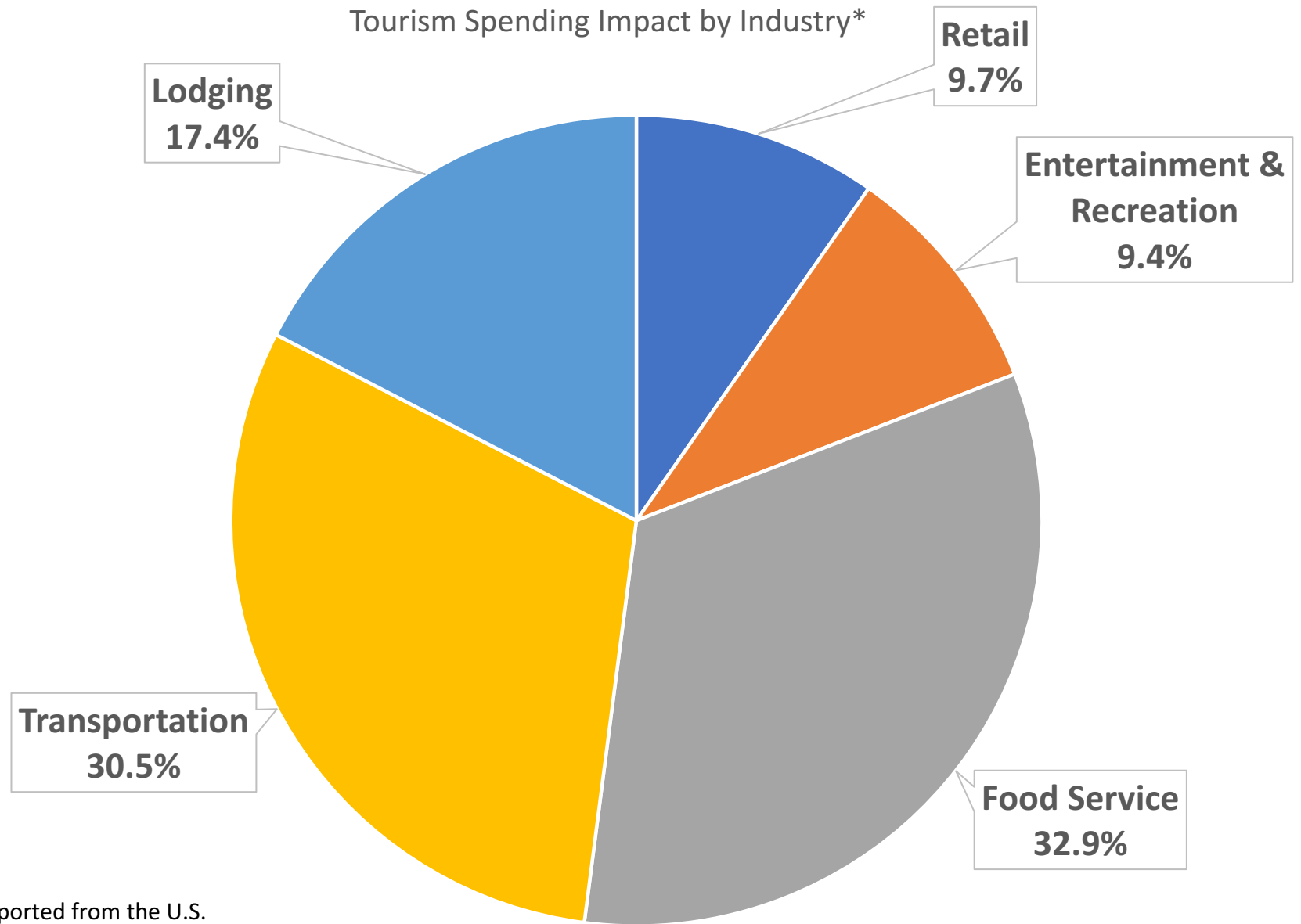
# Visitor Spending and Type

- 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





# Visitor Spending Breakdown



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

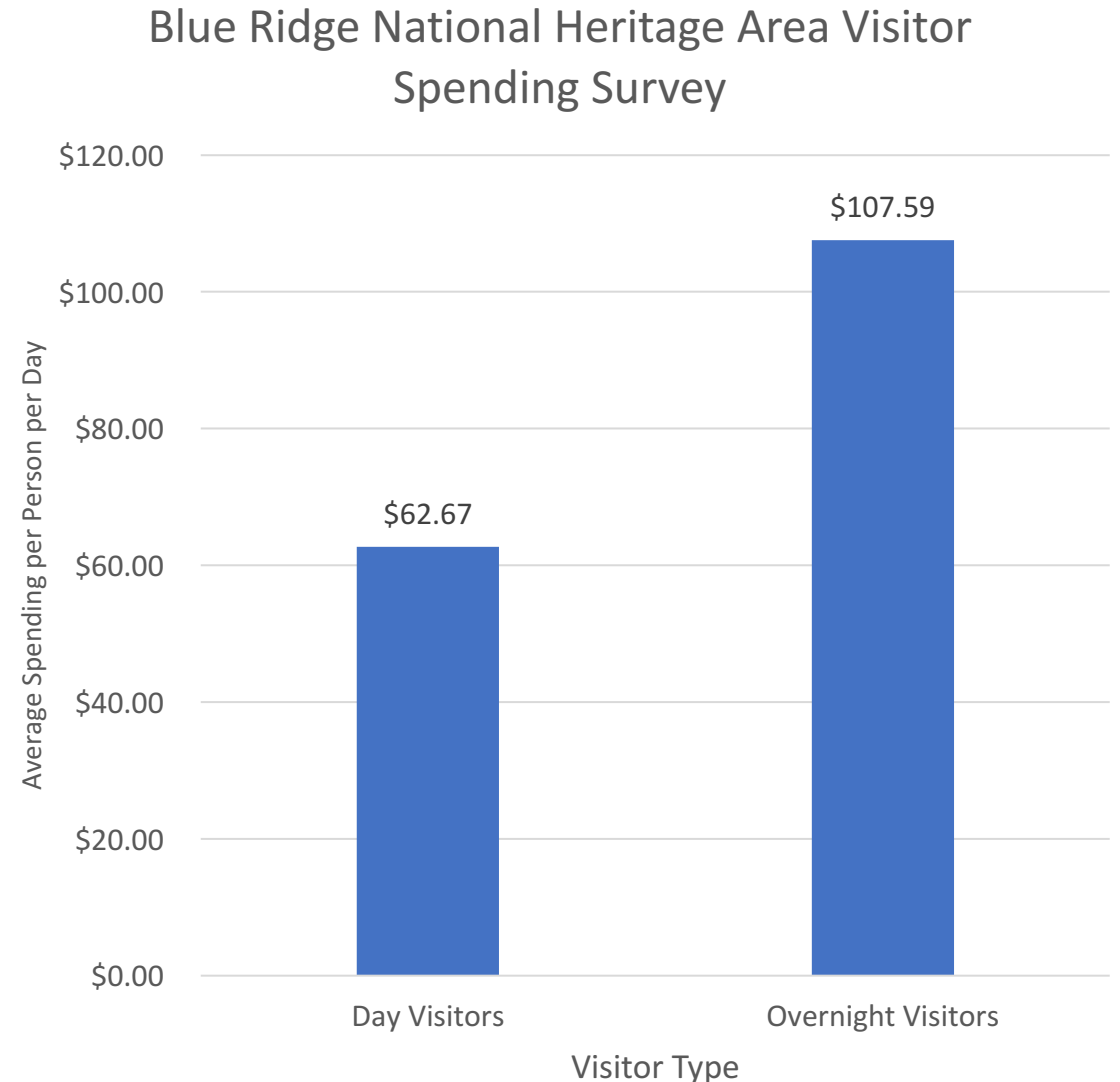
■ Retail  
■ Food Service  
■ Lodging

■ Entertainment & Recreation  
■ Transportation



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- A Virginia Creeper Trail (VCT) study found that 72% of non-local visitors were day visitors & 28% were overnight visitors
- **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

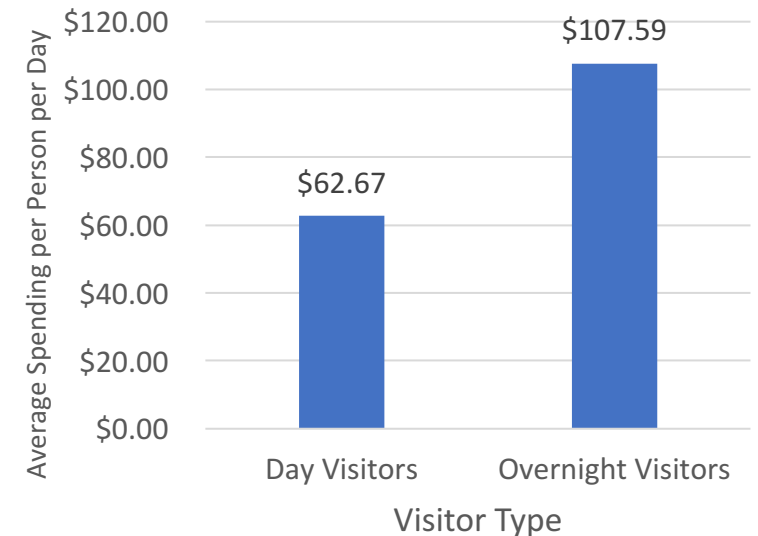
## 5% penetration rate

- $37,166 = \$1.11$  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





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