

Town of Weaverville

Parks and Recreation Masterplan



Parks and Recreation Committee
January 25th, 2018

Overview

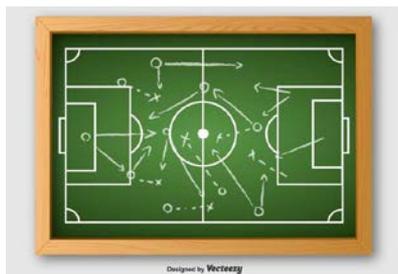
- Introduction
- Demographics
- Existing Park Facilities
- Recreation Needs Assessment
- Recommendations





Why do we need a masterplan?

- Examines existing conditions and plan for needs over a 5 to 10 year horizon
- Provides an opportunity for community input and buy-in
- Important for seeking grant dollars



Benefits of Parks and Recreation



- Supports economic development
- Promotes health and wellness
- Provides community gathering areas
- Beautifies the town
- Protects natural resources
- Provides safe recreation for kids and families



Town of Weaverville Parks and Recreation Master Plan

PROJECT TIMELINE

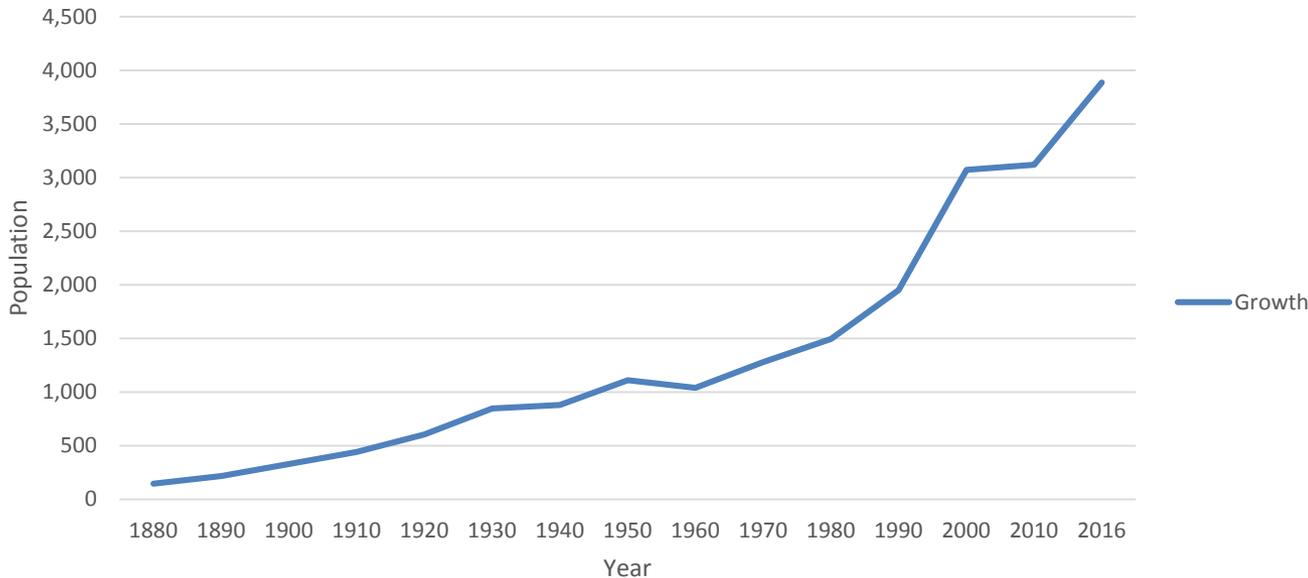




Demographics

- Population: 3,886
- 98% growth from 1990 to 2016

Population Growth: 1880 to 2016



- Median Income: \$52,263 (Buncombe: \$44,619)
- Poverty Rate: 7.59% (Buncombe County: 15%)

Demographics



Median Property Value

\$243,700



Average Property Tax Range

\$800 to \$1,500

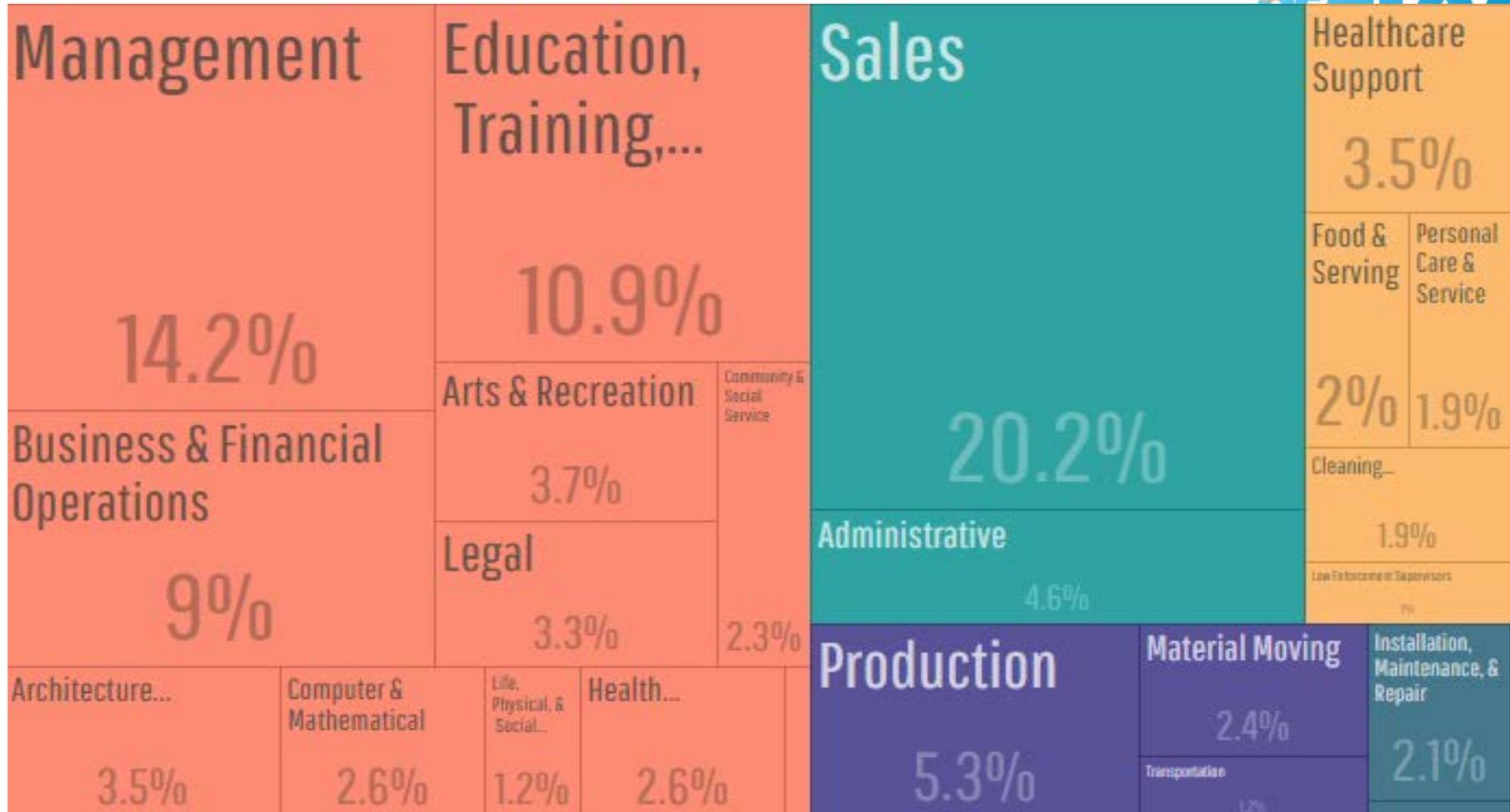


Number of Employees

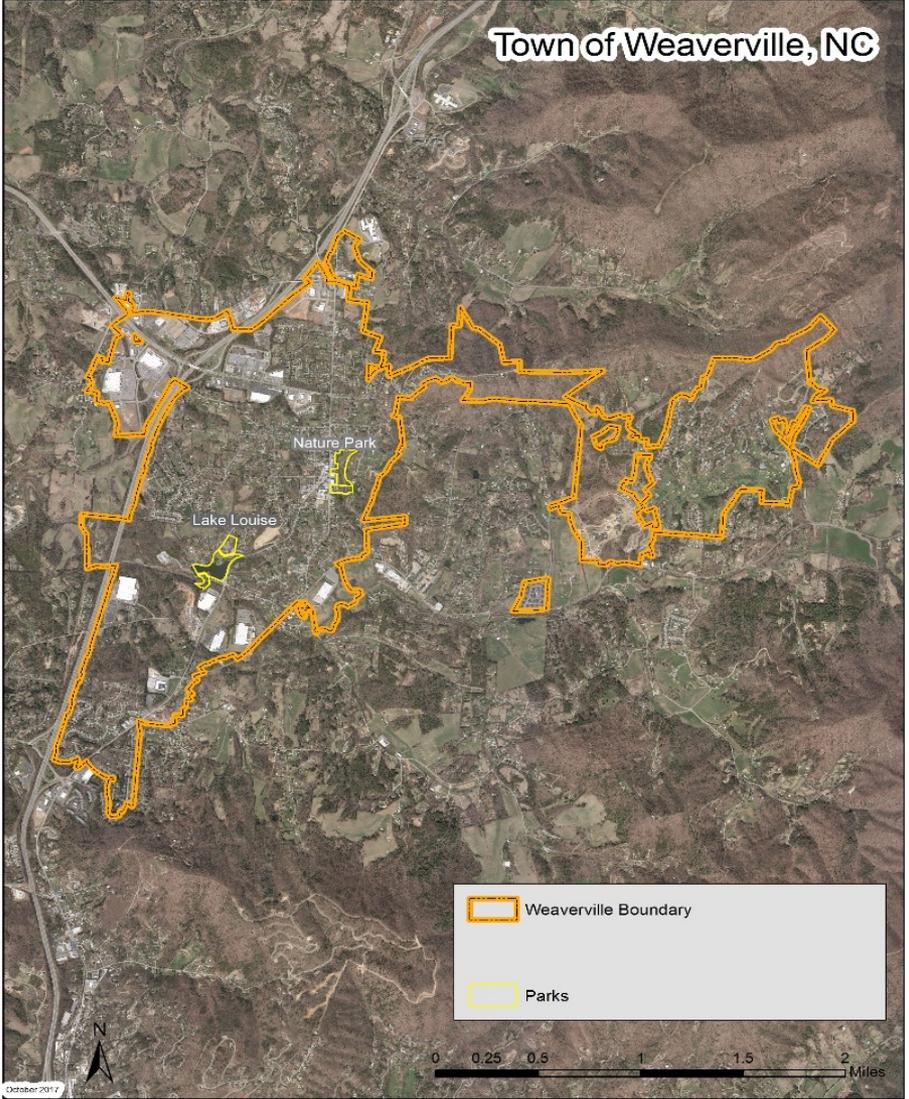
1,553
1.84% GROWTH FROM 2014



Most Common Occupations



Existing Facilities



Lake Louise Park



Features

- Lake Louise
- .61 mile walking trail
- Exercise equipment
- Pavilions
- Picnic areas
- Playground
- Community center has been demolished



Total Users	1,691
Users/Hour	10.1
Peak 24-Hour Usage	361
Peak Day	Sunday, November 5 th
Peak 2-Hour Usage	95
Peak 2-Hour Day & Time	3:00 – 5:00 P.M. Sunday, November 5 th

Community Center

- The Town is currently evaluating options to replace the community center
- Current site for the Weaverville Tailgate market



Main Street Nature Park

Features

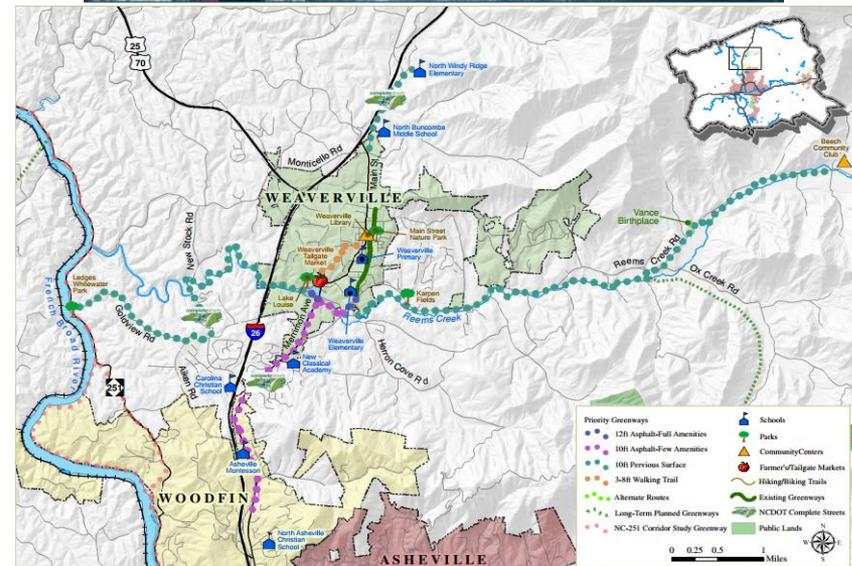
- Passive recreation
- Natural surface trails
- Small pavilion
- Scattered sitting areas
- Very convenient to downtown



Proposed Reems Creek Greenway



- Proposed trail
- Feasibility Study (2014)
- TIP Funding for Preliminary Engineering FY 2018
- No construction or ROW funds allocated



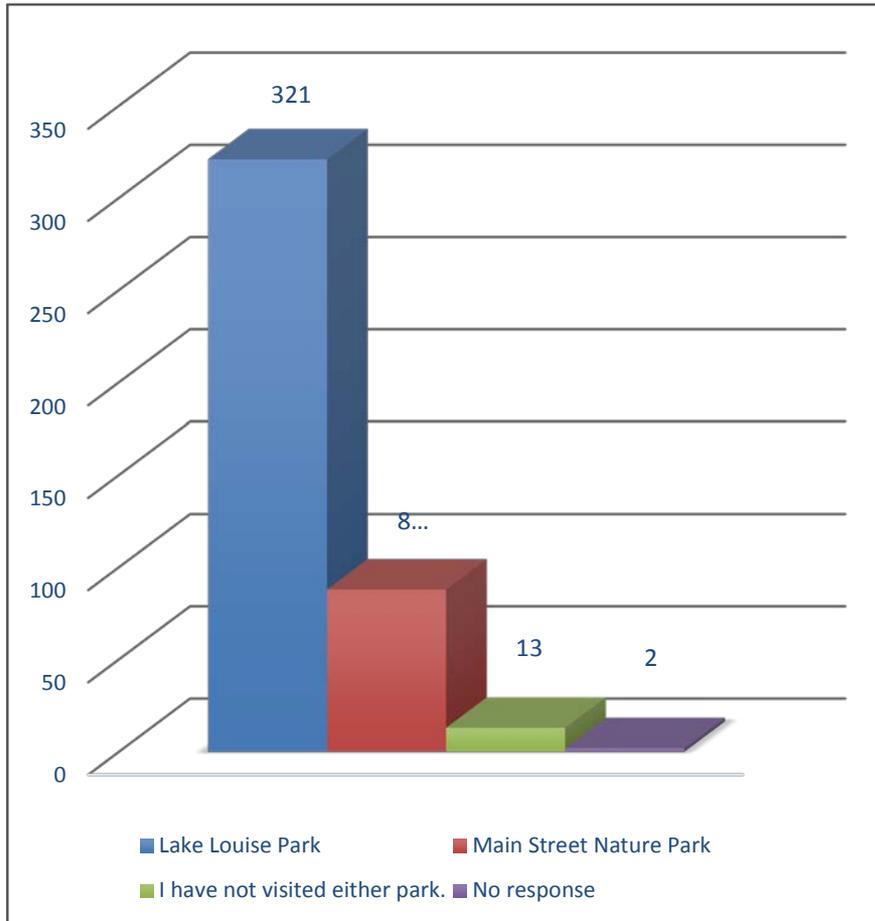
Survey Results



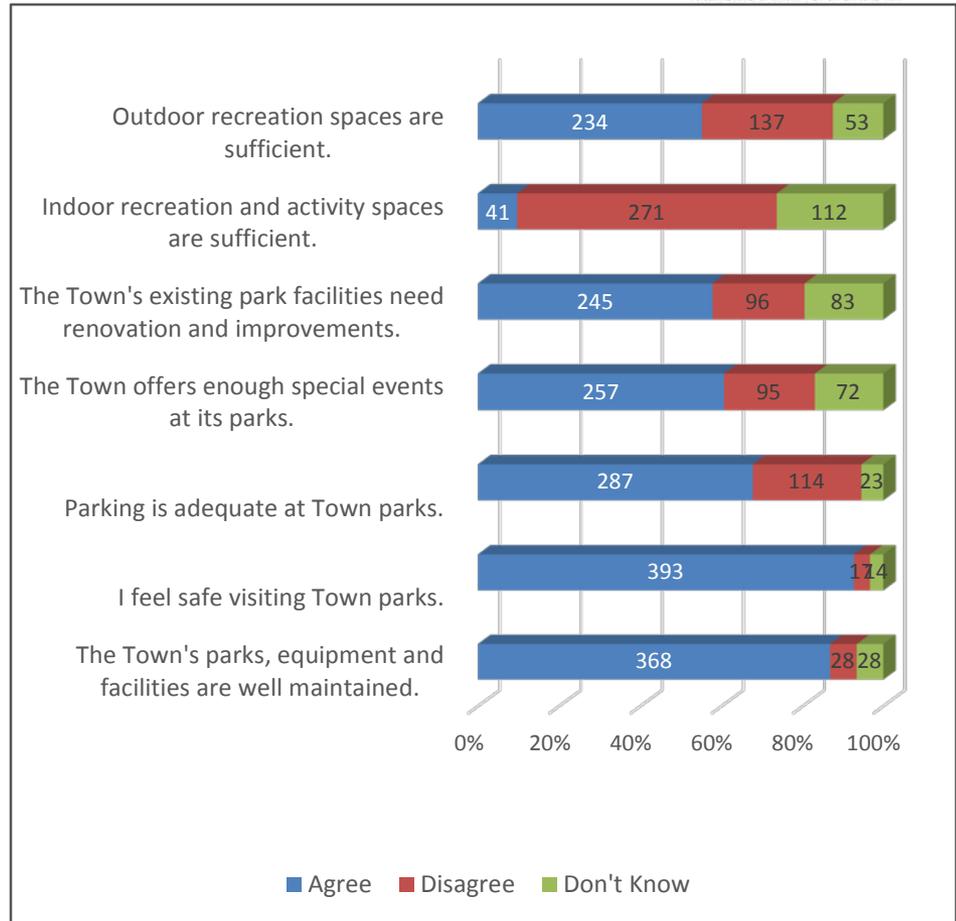
- Hardcopy and online via newsletter, website, social media, Town Hall
- 11% response rate
- 61% over 55 years old
- 40% retired and 52% at least part time or more employed
- Household Income
 - 12.3% under \$50,000
 - 34.4% between \$50,000 and \$100,000
 - 27% over \$100,000
 - 26% preferred not to say



Park Visited Most Often



Rating of Current Facilities

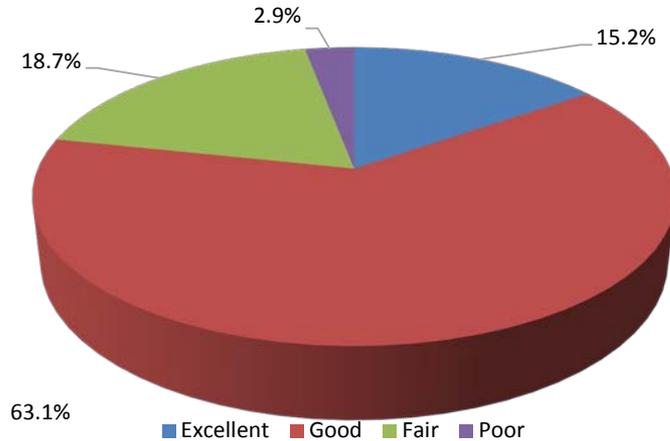




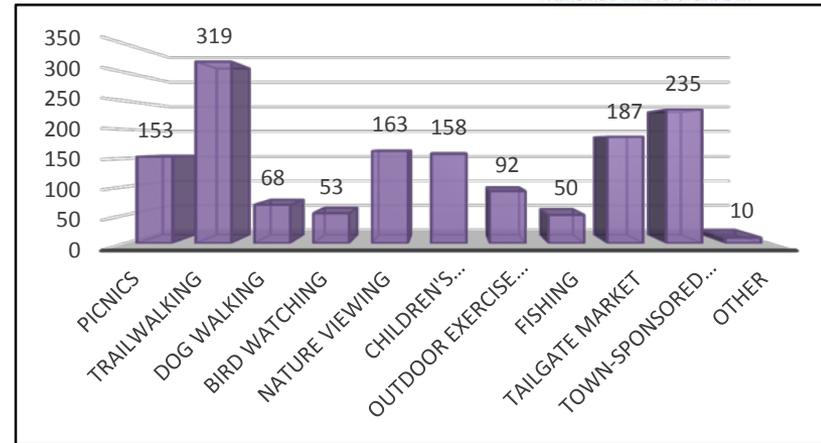
Survey Results-Lake Louise

- 92% of respondents have visited the park

Rating of Current Amenities



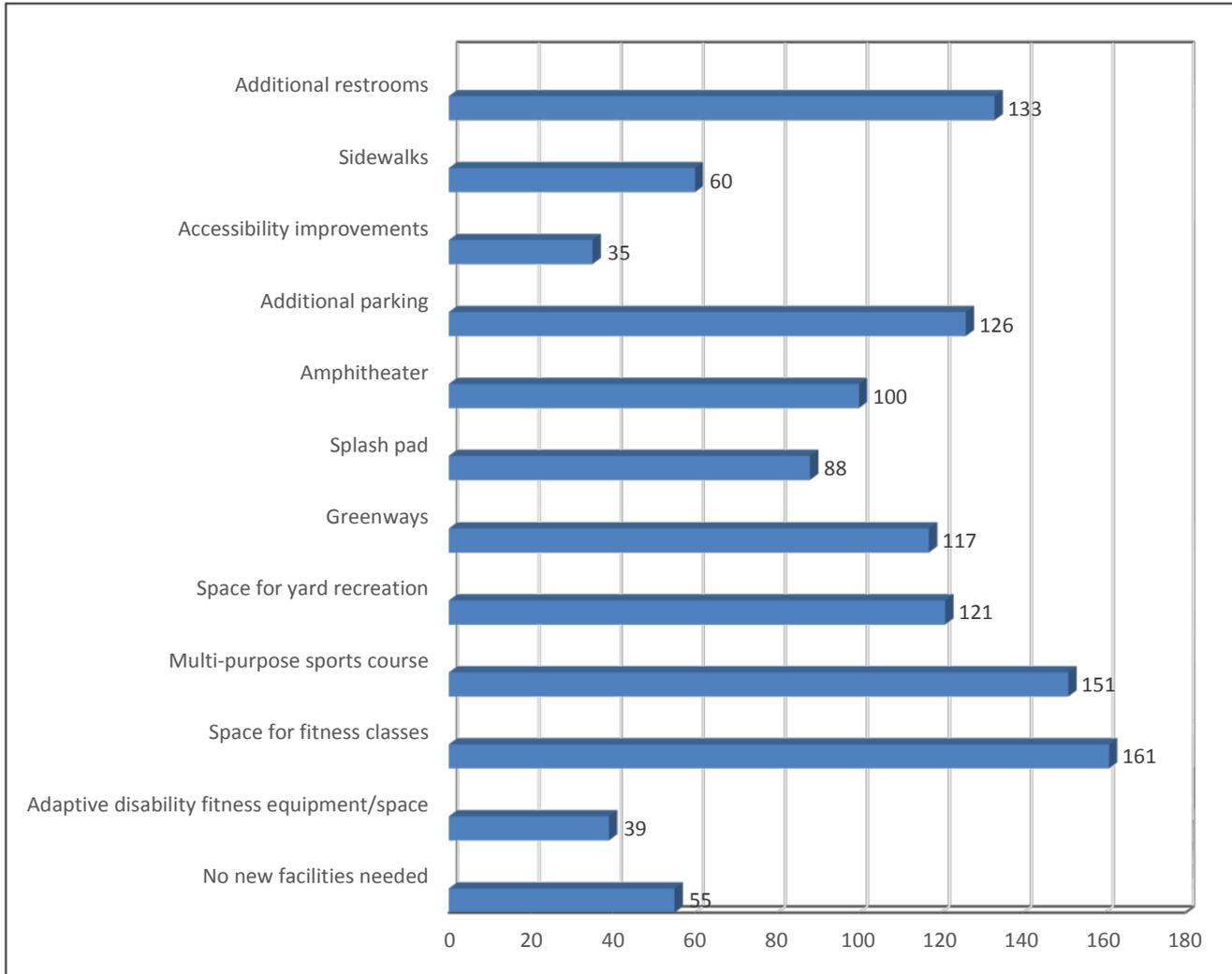
How People Use the Park



Survey Results-Lake Louise



Park Needs

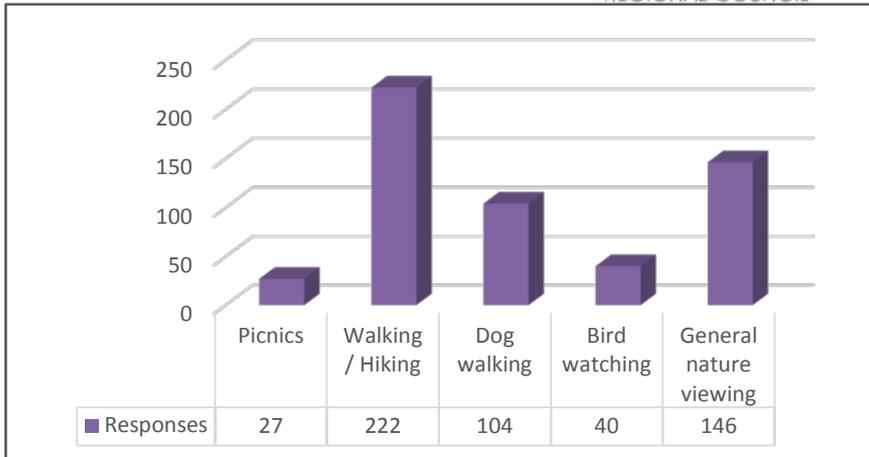
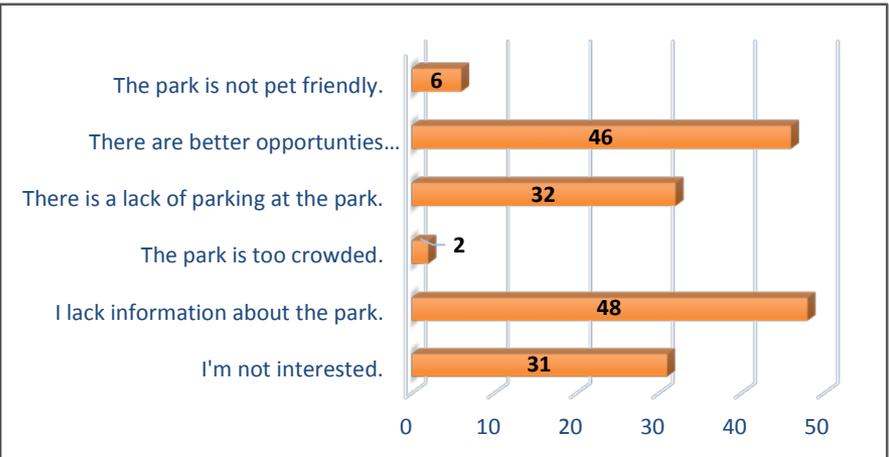


Survey Results-Main Street Nature Park

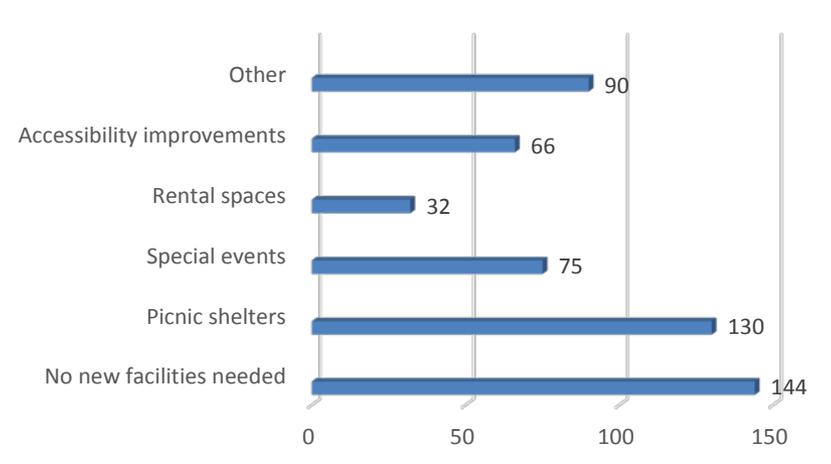


- 59% of respondents have visited the park
- For those that haven't, here are some reasons why:

How People Use the Park



Park Needs





Recommendations

• Recommendation #1: Maintenance Plan

- Objectives of Parks and Recreation Department Maintenance
- Recommended Best Practices
- Site and Facility Design Issues
- Specific Design Issues at Existing Parks
- Regular Maintenance
- Current Regular Maintenance Resource Requirements
- Projecting Future Requirements Capital Repair and Replacement
- Park Maintenance, Trail Maintenance, Open Space Maintenance, Facility Maintenance
- Priorities for Levels of Service

• Recommendation #2: Community Center Replacement

- Space for activities and events, bathrooms, classes, and rentals

• Recommendation #3: Implement Programming

- Fitness programs, Educational programs, Day camps & summer camps, Environmental education, Teen programming, Adult sports teams, Active older adult programs

Recommendations



- **Recommendation #4:
Enhanced Marketing Efforts**

- Utilize recreation software for programming registration and communication
- Social media
- Targeted flyers/postcards
- Discounts of facility rentals
- Town website



- **Recommendation #5: Consider
Creating Multisport Surfaces for
Basketball and Tennis at Lake
Louise Park**

- A multipurpose court that can be used for basketball, tennis, or kickball. The surface could also be used for activities and events.

- **Recommendation #6:
Continue to Support
Greenways**

- Continue to work with Buncombe County Recreation Services to expedite the process of creating the Reems Creek Greenway.



Questions?

