

PARKS & RECREATION MASTER PLAN



The Town of
Weaverville
NORTH CAROLINA



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INTRODUCTION

In September of 2017, the Town of Weaverville partnered with Land of Sky Regional Council to develop a community directed, town-wide Masterplan for Parks and Recreation. This Plan creates a vision for a comprehensive approach to recreation facilities, recreational programming, open space, and trails to meet the needs of the community.

Going through a town-wide planning process is important for several reasons. The process provides a forum for residents to share:

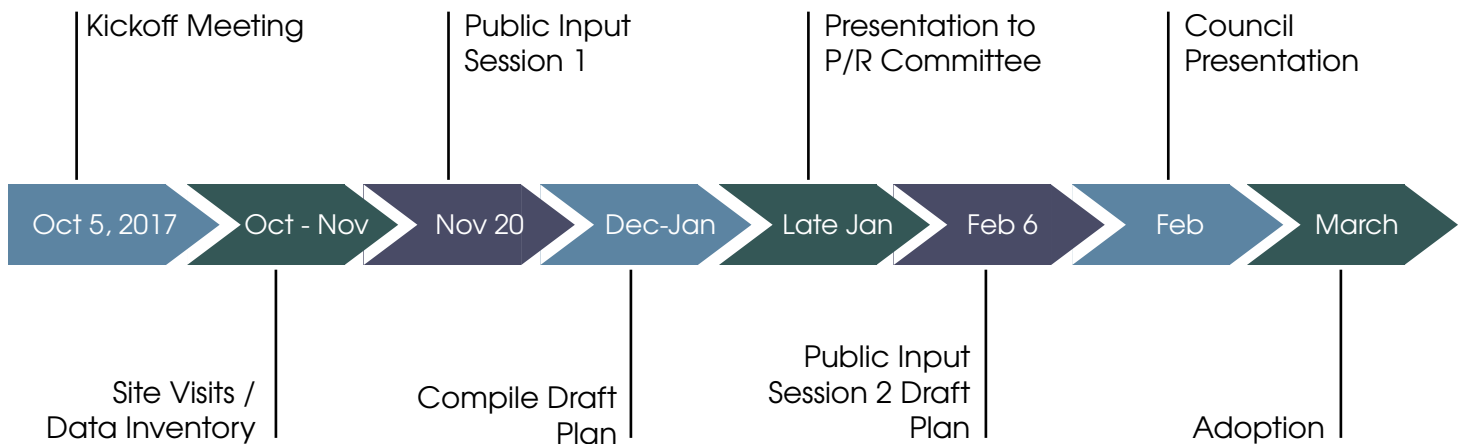
1. Their vision and priorities for their community;
2. Updates on current projects underway or needs for upcoming efforts;
3. Recommendations for programming and facilities.

The Plan also describes key factors and issues that may play a role in the development of the Weaverville Parks and Recreation system, such as facility condition or how frequently a site is used. This information will provide the foundation for the analysis of the existing park system and assessment of future community needs.

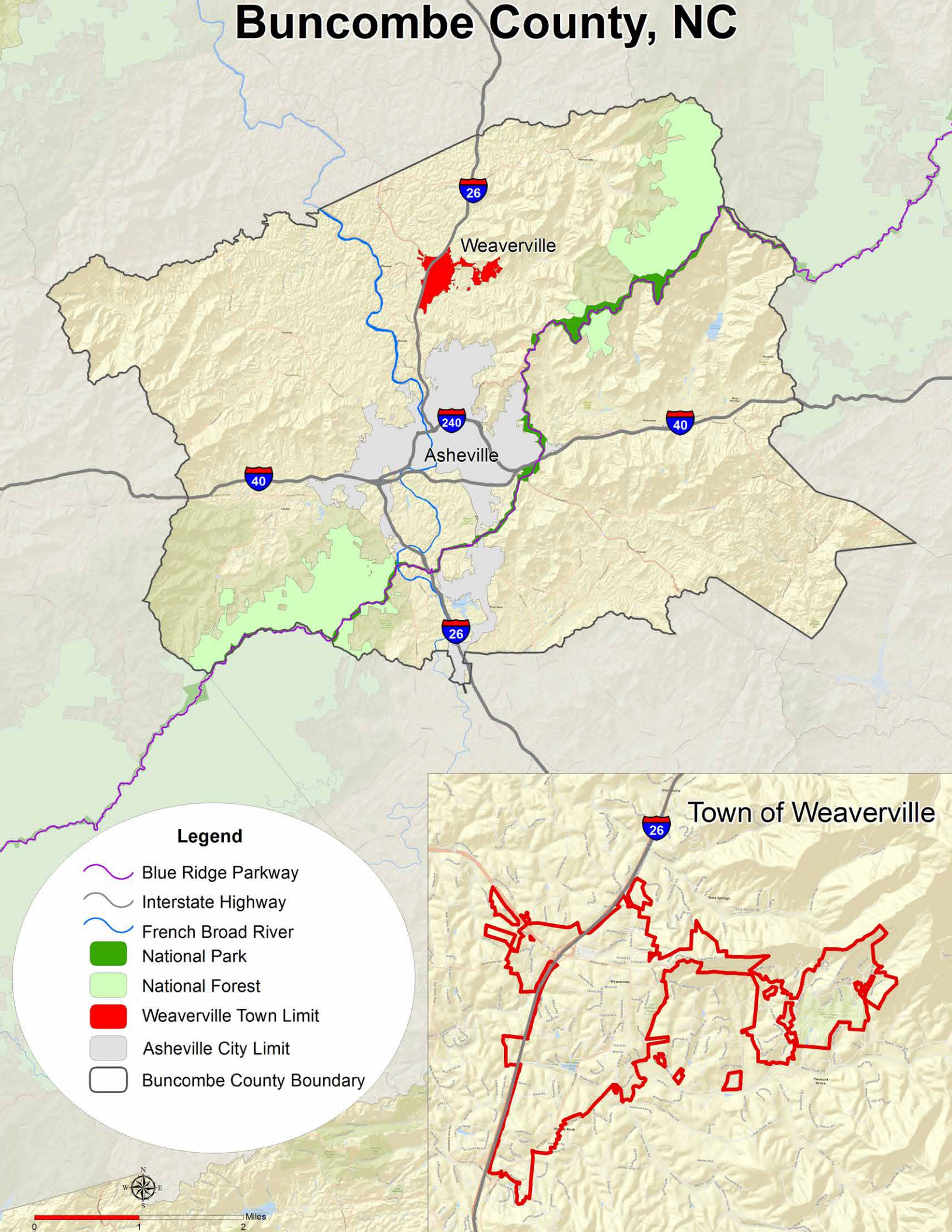
Finally, the Plan should be a living document and revisited annually to ensure priorities are still consistent with the needs and desires of the community.

As the Town continues to grow, maintaining and improving the quality of life offered to residents will be essential to preserving the character that makes Weaverville an attractive community.

FIGURE 1: MASTER PLAN TIMELINE



Buncombe County, NC



DEMOGRAPHICS

Weaverville is a small, fast-growing town in northern Buncombe County. Nestled in the Appalachian Mountains of Western North Carolina, Weaverville has established itself as a popular small-town in close proximity to a number of regional destinations, including the Blue Ridge Parkway, Pisgah National Forest, and Downtown Asheville. And like much of the rest of the region, Weaverville has seen its population increase.

POPULATION GROWTH

In the last 25 years, Weaverville has experienced significant population growth. Between 1990 and 2015, Weaverville grew from a population of 1,959 to 3,886 - an increase of an estimated 1,927 new residents. As shown in Figure 2, before 1990 the population growth rate was relatively slow and steady until it grew by 98% after 1990.

It should be noted that the population growth is not limited to the town limits. Asheville, Woodfin, and unincorporated areas near Weaverville are growing at similar - sometimes higher - rates. In particular, census tracts north and west of Weaverville have grown at more than twice the rate of the census tract that contains Weaverville. In terms of demand for parks and recreation opportunities, this is likely to translate to demand for park assets that outpaces population growth within the Town.

OLDER ADULTS IS A GROWING DEMOGRAPHIC

As of 2016, the largest age segment is between 65 and 69 (11.2%), and reflects Weaverville's attractiveness for retirees. While the five-county region has become an attractive destination for seniors, Weaverville has become a particular hot spot for seniors within the region. In 2016, 32% of Weaverville's population is 65 years and over - more than the five-county average of 20%.

With such a significant population of seniors, it's important to incorporate design features and

recreational opportunities that offer something for all ages. Many retirees desire communities that offer high quality recreational opportunities in order to maintain physical well-being. Some communities offer specific programming such as yoga, walking groups, and exercise classes. Park facilities that incorporate universal design principles and meet or exceed the American's with Disabilities Act compliance requirements are important so that the needs of populations of all ages and abilities can be met.

Weaverville has also established itself as a relatively high-income community with low poverty rates. In 2016, Weaverville had 1,757 households, with a median income of \$53,079 - higher than the Buncombe County median of \$46,902. Similarly, the poverty rate for individuals in Weaverville (5.3%) is much lower than the rate for Buncombe County (14.8%).

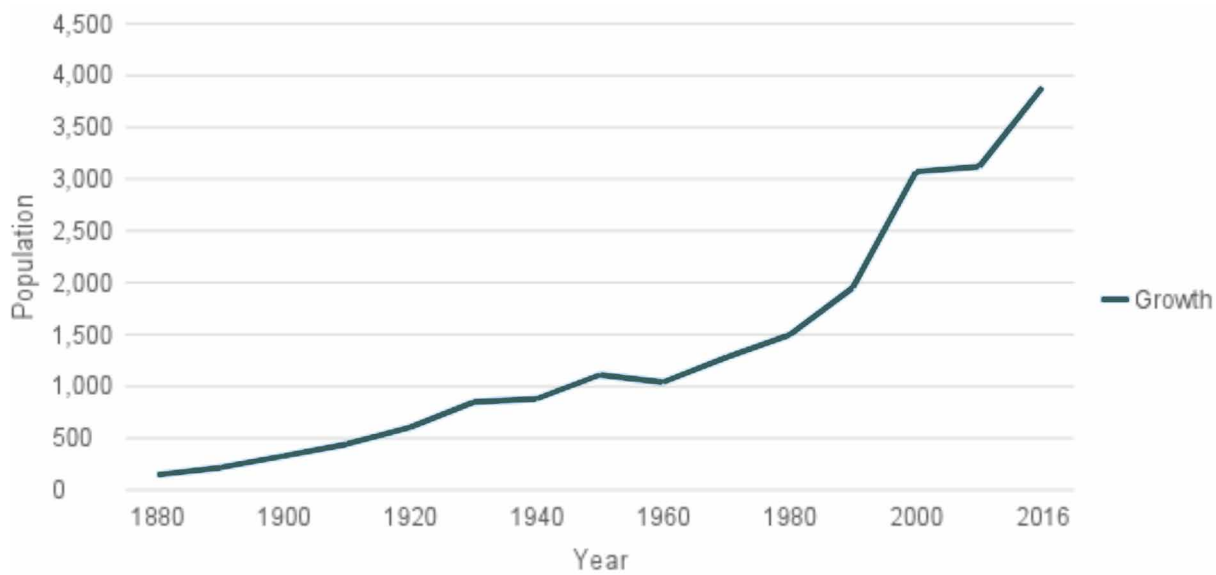
The Town of Weaverville and surrounding area are also home to one of the most vibrant and active art communities in North Carolina. Each spring and fall, local artists welcome the public into their studios to show off their craft during the Weaverville Art Safari. Each September local artists host Art in Autumn - a juried show for artists. Many members of the Southern Highlands Craft Guild are also based in Weaverville and the surrounding area.

KEY POINTS

- Population growth will increase demand for parks and recreation facilities and services.
- The growing aging demographic may require facilities that meet the needs of older adults including ADA compliant facilities and age appropriate amenities.



FIGURE 2: POPULATION 1880 - 2016



MAP 1: BUNCOMBE COUNTY POPULATION GROWTH 2000 - 2015





FIGURE 3: POPULATION BY AGE CATEGORY 2016

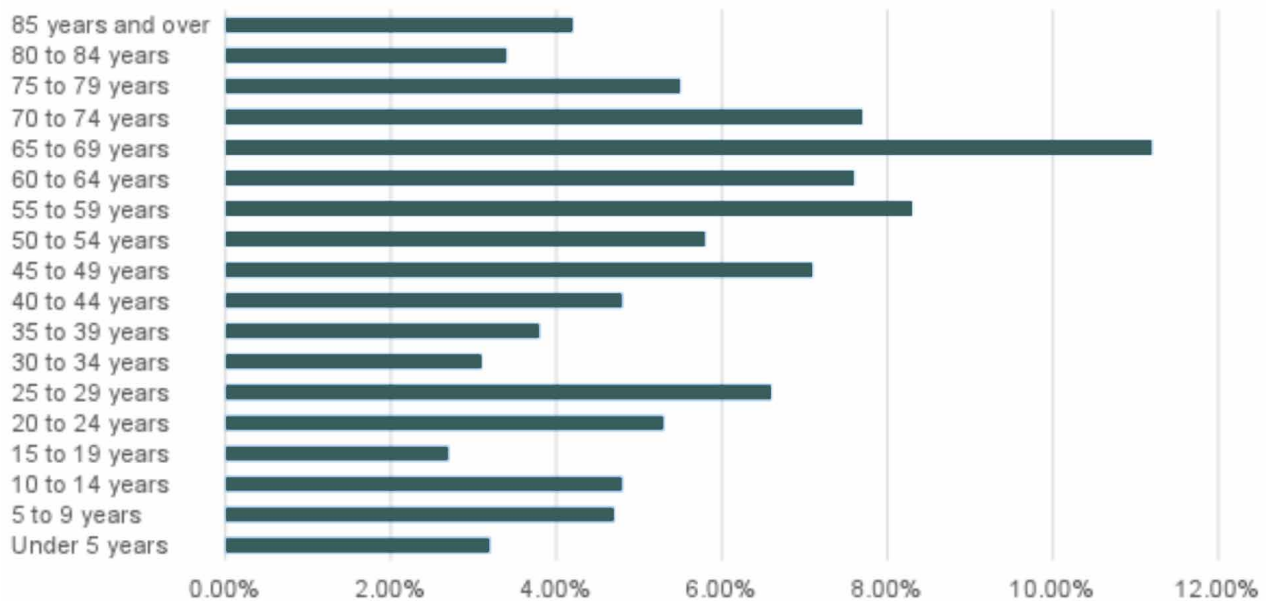


FIGURE 4: SENIOR POPULATION PERCENTAGE





PARK FACILITIES

The Town of Weaverville currently provides a number of recreational opportunities to its citizens and visitors through two major park facilities: Lake Louise and the Main Street Nature Park.

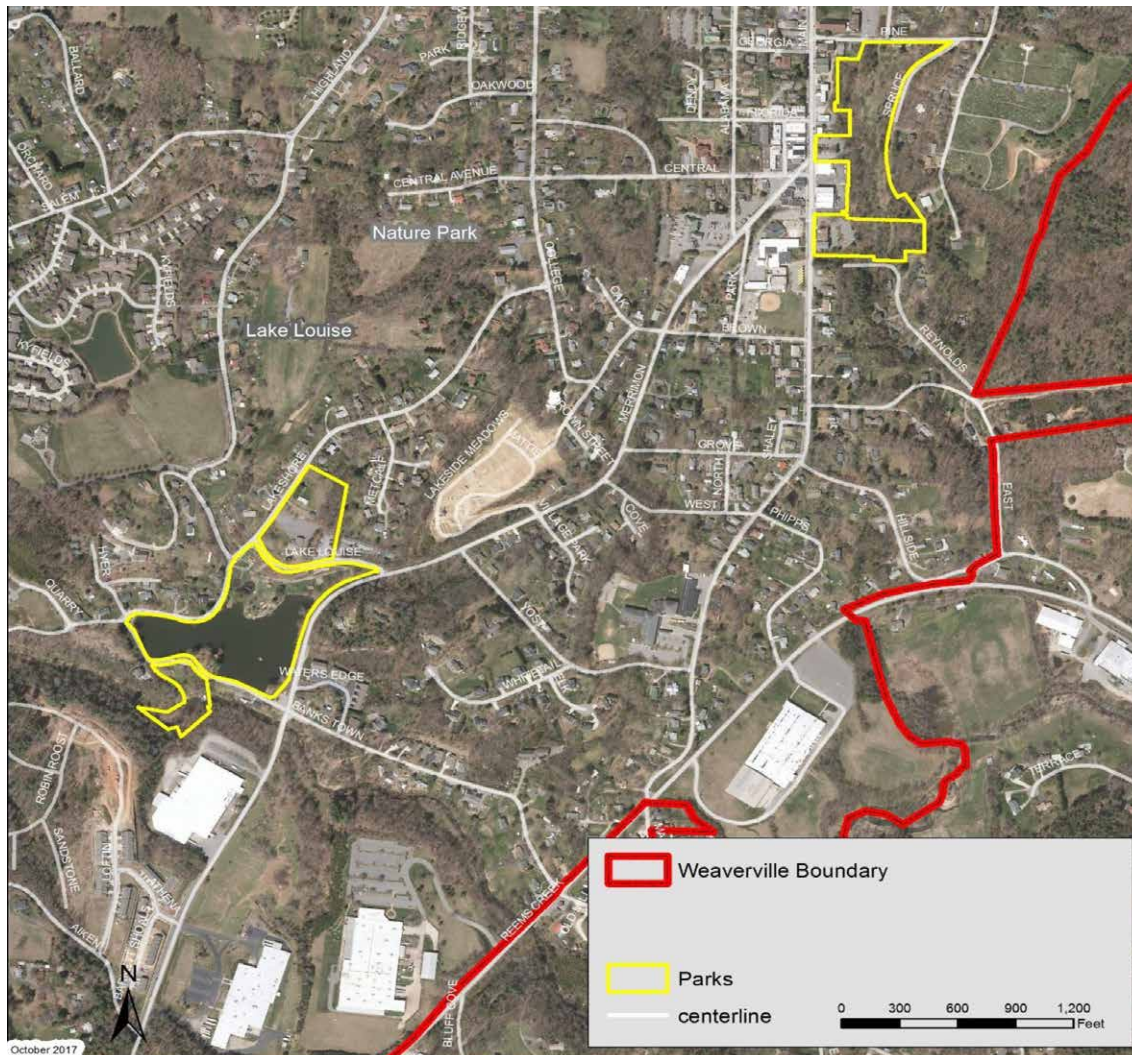
There are a wide range of other recreational opportunities in the surrounding region. Western North Carolina is well known for its bountiful recreational assets, including Pisgah National Forest, the Blue Ridge Parkway and Mountains-to-Sea Trail, and Great Smoky Mountains National Park.

For those looking for more sports-oriented or urban recreation, many of the neighboring municipalities have a range of opportunities.

For example the Karpen Soccer Fields, maintained by Buncombe County, are just outside town limits. The City of Asheville and Buncombe County also have a number of parks, playgrounds, and greenways that support a much larger population of residents and visitors.

To ensure the parks remain safe and in good condition for those of all ages, the Recreation Division of the Public Works Department is responsible for maintenance of the facilities. In order to help with maintenance, the Town has implemented rules to keep parks in good condition and ensure everyone's safety and enjoyment.

MAP 2: WEAVERVILLE BOUNDARY





LAKE LOUISE

[weavervillenc.org/
recreation](http://weavervillenc.org/recreation)

The Town owns and maintains Lake Louise as the centerpiece of its park facilities. The park, easily accessible and visible from Merrimon Avenue, showcases a stunning lake with walking trails, picnic shelters, and grills.

Those who have both a NC fishing license and a permit from the Town of Weaverville may fish in Lake Louise. Lake Louise is the prefect spot for a youngster to catch their first fish.

The Lake property was donated to the Town in 1936. The area was extensively renovated and improved in 1987 to become the park you see today. It has become a gathering place for residents of all ages.

Weaverville recently installed new exercise equipment at Lake Louise in 2017.

The 0.61-mile walking trail around Lake Louise is predominantly an ADA accessible gravel surface. From November 2nd until November 8th, 2017, the French Broad River MPO

conducted pedestrian counts on the trail that surrounds Lake Louise. As the data highlights in Appendix A, this trail is used frequently.

FORMER RECREATION CENTER

Until recently, Lake Louise was also home to the Weaverville Recreation Center. Due to a number of structural issues, the recreation center was demolished in December of 2017. During the demolition, much of the wormy chestnut and stone was salvaged by volunteers and town staff so that it may be used in the future center. Town staff is currently evaluating options for replacement.

The parking lot is currently used by the Weaverville Tailgate Market. The market operates on Wednesdays from 2:30PM to 6:30PM, April - December annually.

MAP 3: LAKE LOUISE PARK



MAP 4: RECREATION CENTER AT LAKE LOUISE PARK





MAIN STREET NATURE PARK

[weavervillenc.org/
recreation](http://weavervillenc.org/recreation)

11 Pine Street
Weaverville, NC 28787

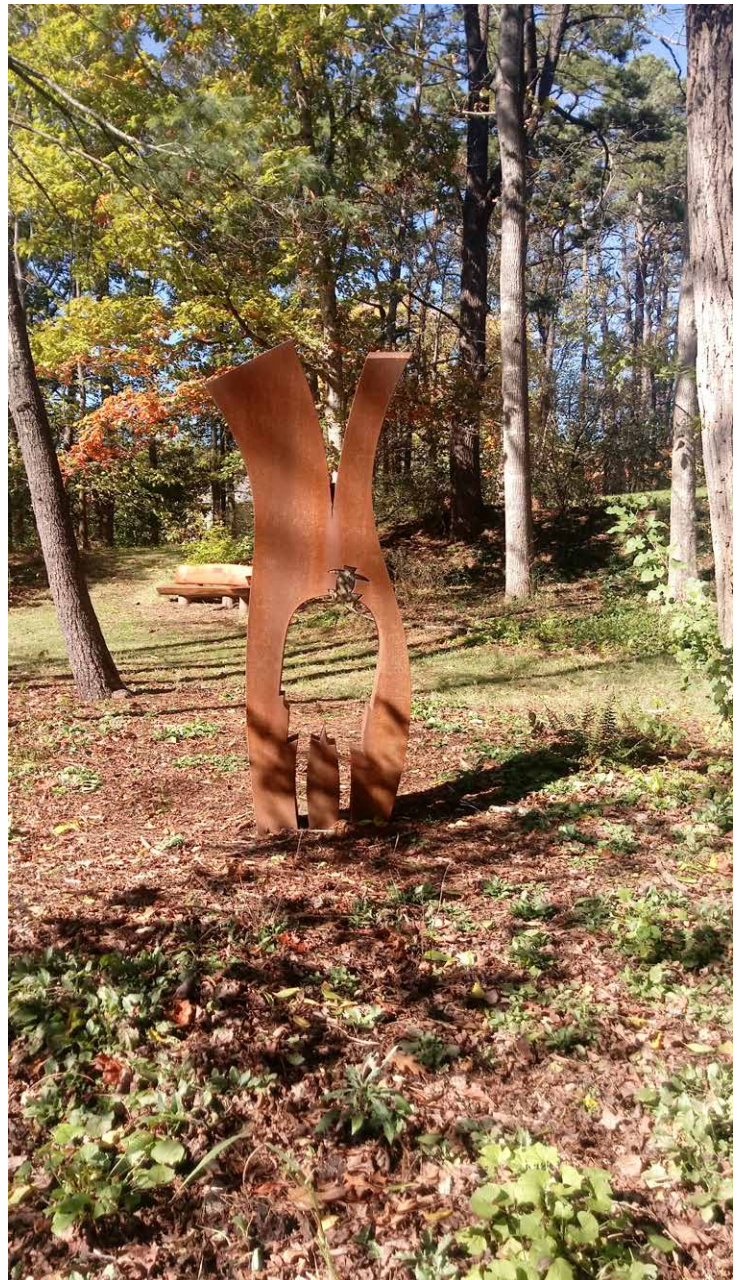
The Main Street Nature Park is located behind Town Hall and runs parallel to Main Street. The park provides 7.54 acres of passive recreation and wildlife viewing opportunities for residents. The unique characteristics of the park's natural beauty make it a place of solitude in town. There are several benches and sitting areas around the park for bird watching and relaxation. This facility has a walking trail that allows dogs on leash and is maintained by the Weaverville Public Works Department in cooperation with involvement by Conservation Board volunteers.

The sign shown above marks one of the trailheads at the parking lot of the Weaverville Town Hall. The nature park consists of natural surface trails that meander along the stream. Sculptures created by local artists are set throughout the park and provide a sense of community connection.

This park has been purposefully developed and maintained in a more natural condition such that area wildlife habitats are protected. It also serves as a demonstration facility creating natural habitats for flora and fauna.

KEY POINTS

- Main Street Nature Park's proximity to the thriving downtown creates opportunities to connect the two areas through events and culture.





PROPOSED REEMS CREEK GREENWAY

From the French
Broad River

To Beech
Community Club

During the development of the Buncombe County Greenways Master Plan in 2012, a potential segment of greenway was identified along Reems Creek, partially within the town limits of Weaverville. The planned greenway would connect the French Broad River to Weaverville and points east toward the Vance Birthplace and Beech Community, with a southern spur along Merrimon Avenue towards Woodfin. This section has been designated a “Primary Greenway Corridor” by Buncombe County and is part of the Connect Buncombe greenways initiative.

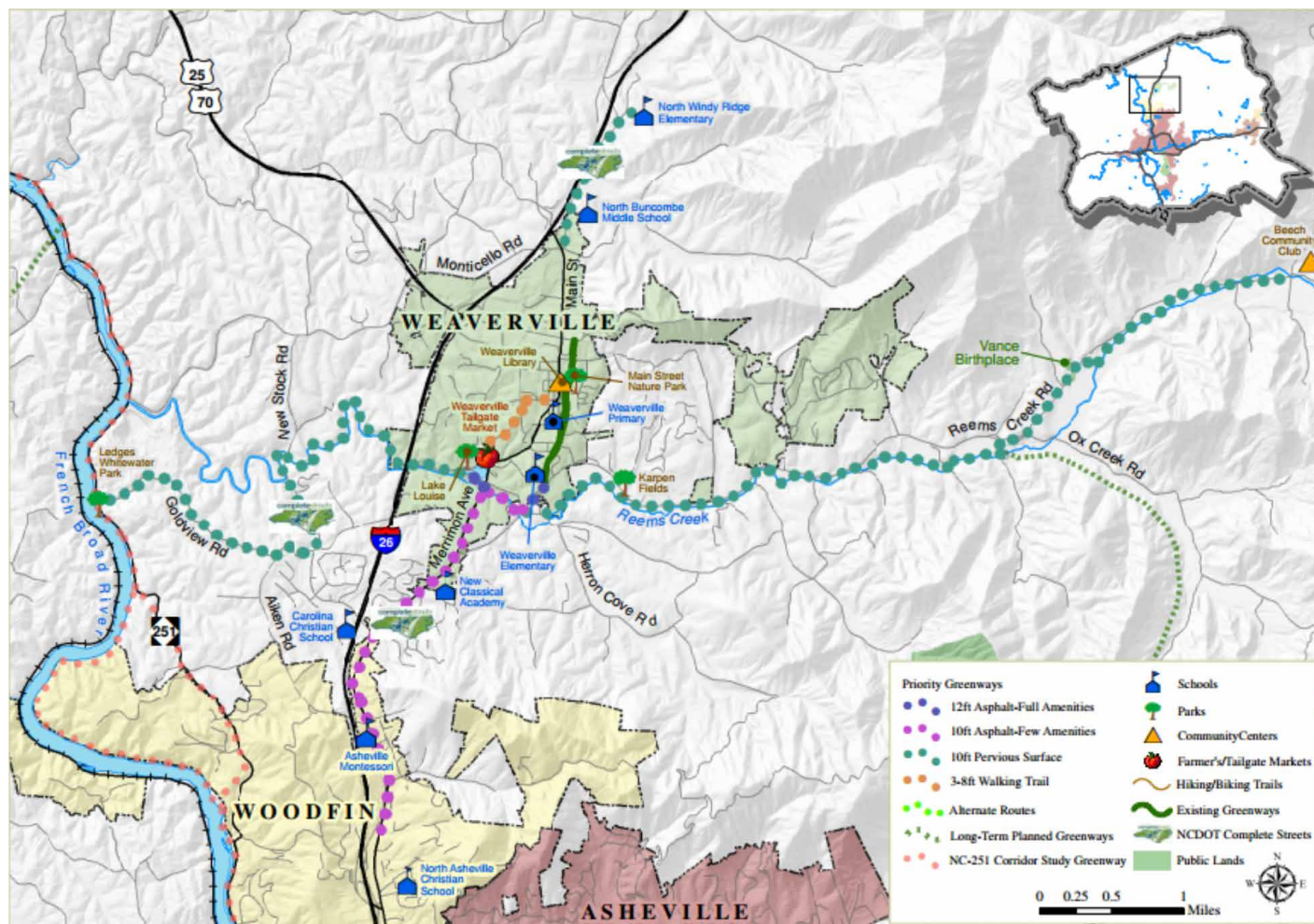
Since its inclusion in the Buncombe County Greenways Master Plan, the Reems Creek Greenway had a feasibility study completed in 2014 and Buncombe County has acquired federal funding from the French Broad River MPO to begin work on preliminary engineering in 2019 for a segment from the

western town limits to the Karpen Soccer Fields. There are no construction or right-of-way funds currently allocated to the project.

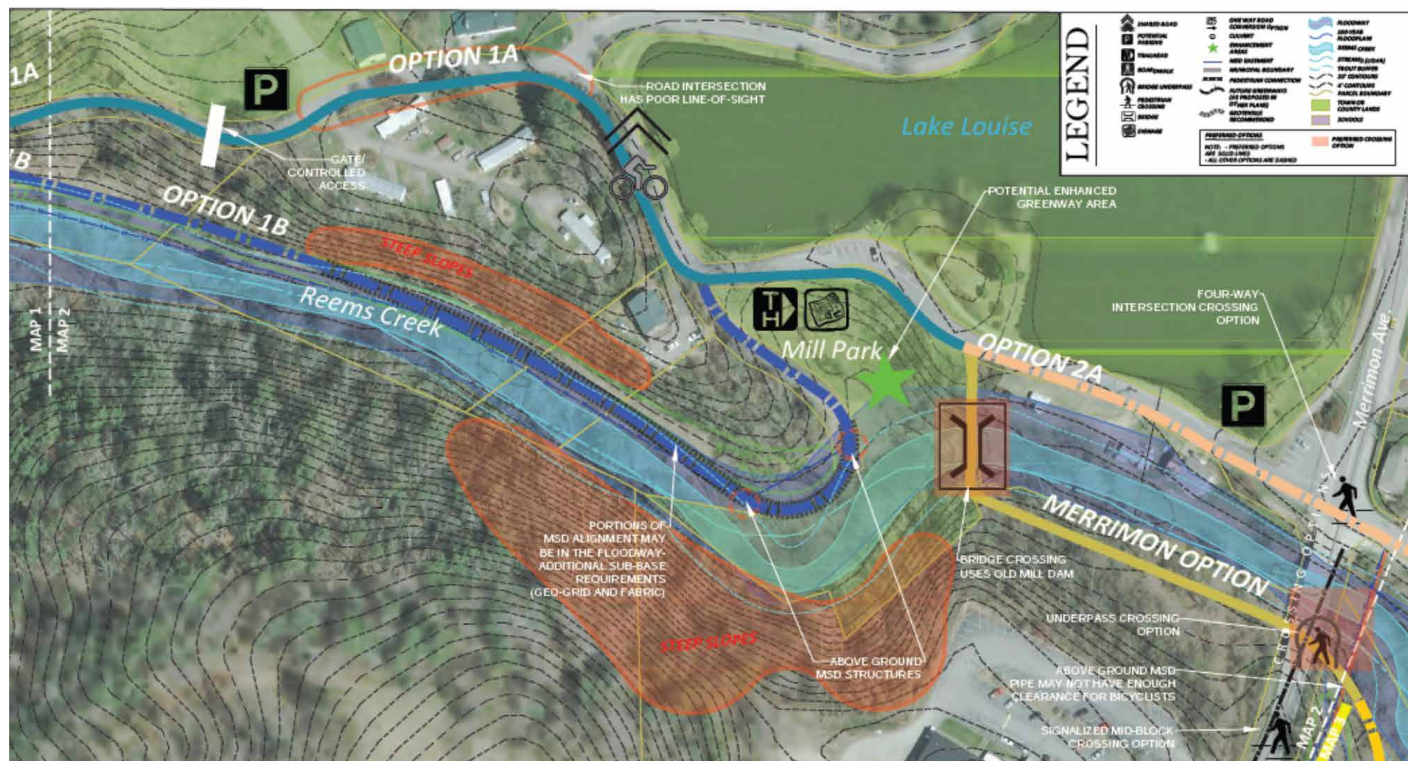
The Reems Creek Greenway will be a strategic addition to Lake Louise Park. It will provide enhanced pedestrian access to points east and west of the park while providing more recreational opportunities. The 2014 feasibility study analyzed various alignment options. Figure 8 below is taken from the Buncombe County Greenways Master Plan and shows the entire planned greenway corridor. Figure 9 is taken from the Reems Creek Greenway Feasibility Study and illustrates options for the greenway alignment through Lake Louise Park.

Weaverville is an active participant in the greenway project with staff support and financial contributions.

MAP 5: BUNCOMBE COUNTY GREENWAY MASTER PLAN



MAP 6: REEMS CREEK GREENWAY AT LAKE LOUISE - 2014 FEASIBILITY STUDY



FOCUS AREA MAP 2 | Lake Louise Area |



RECREATION NEEDS ASSESSMENT

OVERVIEW

A survey was conducted for the Parks and Recreation Masterplan to engage residents and make recommendations that are community-driven. This section provides a summary and analysis of the responses received. The central goal of the survey was to gauge interest, behaviors, and demographics from the Town of Weaverville's residents and visitors regarding parks and recreation and, more precisely, to act as a needs assessment to influence the development of a three to five-year Parks and Recreation Master Plan for the Town.

METHODS

The self-administered survey was available in print, hard-copy format, as well as online via the Town's electronic newsletter distribution list of 377 contacts, and accessible via the Town's website and social media sites. Approximately 96 percent of the completed surveys were submitted via the online survey mechanism. The online survey was initiated on September 18th, 2017 and closed on October 20th, 2017. Three reminders were delivered between initiation of the survey and closing of the survey on October 20th, 2017. The printed survey was available at the Buncombe County – Weaverville Library branch and was distributed to schools within the Town's jurisdiction. A copy of the four-page survey instrument is included in Appendix B and a detailed survey summary is available in Appendix C. A total of 424 surveys were collected. This represents just over 11 percent of the Town's population. All Census comparisons within this report are attributed to the United States Census American Communities Survey unless otherwise noted.

RESULTS

A set of 6 questions was designed to elicit demographic information from respondents including age, employment status, household income, gender identity and race or ethnicity. These questions were included to provide information about the Town's makeup and potential recreation needs or desires.

In addition to responding to the formal survey, respondents were given the opportunity to make general comments regarding the Town's parks and recreation amenities. These were reviewed and assimilated along with the formal questions to inform the key points on the next page.

PUBLIC INPUT

The Town of Weaverville hosted an open house on November 20th, 2017 at the Weaverville Town Hall. Approximately 20 residents attended to provide input on existing park facilities and needs for the future. During the session, residents were able to answer a series of questions. Table 1 provides an overview of the responses to those questions.

As reflected in both the survey results and the public input session, most residents visit Lake Louise more often. There is also strong need for indoor recreation space according to the input session. Residents were also given the opportunity to provide open ended input. Below is a list of the comments received.

- Improved public restrooms
- Dog Park
- Tennis courts
- Outdoor movies
- Ball fields
- Greenway connections
- Make farmers market more visible

KEY POINTS

- The vast majority of the survey respondents (76%) prefer Lake Louise Park for active recreation, while Main Street Nature Park is the preferred park for solo recreation and use for nature-related activities.
- Approximately 95 percent of survey respondents indicated that they would like to have indoor recreation space for adult and children's activities such as fitness, yoga, martial arts and health classes.
- The majority of respondents indicated that they would support the renovation or new construction of the recreation center, formerly known as the Clubhouse.
- The survey indicated support, based on informal comments and formal survey questions, for permitting leashed dogs in both parks, but strong support for allowing leashed dogs on the walking paths at Lake Louise Park. These responses also included the need for additional waste stations throughout the park. Further, there was moderate indication within the informal survey comments that survey respondents would like to see a dog park within or near Town limits.
- Many of the survey respondents were aware of the Connect Buncombe greenway initiative and responded overwhelmingly positively to the Town's active participation in this initiative.
- The survey responses indicated that the Town should continue to fund improvements and maintenance for both the Main Street Nature Park and the Lake Louise Park.
- The survey results indicated strong support for the construction of sidewalks down Merrimon Avenue from downtown to Lake Louise Park.
- The survey indicated strong support for improvements to the Main Street Nature Park with the addition of water fountains and restrooms, and improvements to existing trails.

TABLE 1: PUBLIC INPUT SESSION OVERVIEW

	Count
Most Visited Most Often	
Lake Louise	7
Main Street Nature Park	3
Facility Needs at Main Street Nature Park	
Accessibility	2
Rental Space	2
Special Events	4
Picnic Shelters	2
No New Facilities	1
Other: Awareness	4
Common Activities at Main Street Nature Park	
Picnics	1
Walking	5
Common Activities at Lake Louise	
Walking	7
Events	5
Market	3
Fishing	3
Need for Indoor Space?	
Yes	8
No	1
Comments	
Senior citizen space, Community space, After school programs	

On Tuesday, February 4, 2018, Land of Sky Regional Council presented the draft master plan to Town residents. Approximately 15 residents attended the session. During and after the presentation, residents asked questions regarding greenways, PARTF grant, indoor recreation space, dog policy, bikes, music stage, and events. The Town Manager, Planning Director, and Public Works Director were on hand to answer questions.





RECOMMENDATIONS

Based on the demographic analysis, public input, evaluation of existing facilities, and Town staff input, the following recommendations were developed.

1

Develop Maintenance Plan

2

Construct Indoor Recreation Space

3

Implement Recreation Programming

4

Build Multisport Surfaces

5

Support Greenways

6

Enhance Marketing Efforts



1: DEVELOP MAINTENANCE PLAN

The purpose of the Maintenance Plan is to clearly define the requirements and actions of the Town of Weaverville for maintaining parks, open spaces, trails, and recreation sites and assets over the next 10 years. The Maintenance Plan is intended to enable the Town of Weaverville to improve the identification, justification, and prioritization of maintenance requirements for park and recreation sites and assets.

Common elements of a maintenance plan:

- Parks and Recreation Department Maintenance Objectives
- 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

2: CONSTRUCT NEW RECREATION CENTER

Based on survey results, the majority of residents appeared to be pleased with the Town's outdoor recreation spaces, but did not agree that the Town has sufficient indoor recreation activity space.

A well-functioning recreation center can act as a hub for events, activities, and civic occasions. The former recreation center had a number of building code and safety health hazard issues and was demolished in December 2017. Based on survey results and community input, there is a strong interest in a new community building for indoor recreation and event space. The survey results and public input session also indicated that there is a need for better restroom facilities at Lake Louise. This issue can be addressed by including publicly accessible restrooms on the inside and outside of a new recreation center.

Some possible uses for a new recreation center include:

- Arts and crafts for all ages
- Sports and fitness classes for all ages
- Tennis and pickleball
- Summer camp
- Youth sports clinics
- Yoga and Martial arts
- Civic group meetings
- Farmers market
- Public restrooms
- Computer and internet access for the public and/or school students
- Community/bulletin board

3: IMPLEMENT PROGRAMMING

Programming can play a vital role in providing residents with recreational opportunities and engaging them in parks. The programs do not have to be run by the Town. The Town can partner with community organizations to lead the activities. The Town's main role can be to provide the indoor and/or outdoor space. For example, during the public input session, some residents expressed an interest in having a community movie night in one of the parks. The



coordination and marketing of such an event can be handled by community members and the Town can provide access to the park for the event, general oversight and maintenance.

Generally, park programming falls within the following categories:

- Mind body/balance programs
- Fitness programs
- Educational programs
- Day camps & summer camps
- Environmental education
- Teen programming
- Adult sports teams
- Active older adult programs
- Holidays & other special events
- Nutrition & diet counseling
- Outdoor movies

4: BUILD MULTISPORT SURFACES FOR BASKETBALL AND TENNIS AT LAKE LOUISE PARK

Hard playing surfaces are limited on Town-owned facilities. Consider installing a multipurpose court that can be used for basketball, tennis, or kickball. The surface could also be used for activities and events, particularly if it is located near public restrooms and/or a new recreation center.

5: CONTINUE TO SUPPORT GREENWAYS

Continue to work with Buncombe County Recreation Services to expedite the process of creating the Reems Creek Greenway. The Greenway will provide enhanced bike and pedestrian access to Lake Louise Park and provide added recreational amenities

for residents. Consider forming a Greenway Committee or active group to assist the town plan and implement connections and foster interest in residents. Stay informed and in contact with the French Broad River Metropolitan Planning Organization about funding opportunities.

6: ENHANCED MARKETING EFFORTS

Most of these marketing efforts build on existing Town resources. The Town has a website which can include more parks and recreation materials like maps and more details about amenities. The Town also has social media that can be updated more frequently with parks and recreation information. The recreation software is a longer term goal and may only be needed if the Town starts to manage park programming.

1. Utilize the Town's recreation software – Software, such as the new CivicRec, provides the option to communicate with current or past registrants via mass email or text alerts.
2. Social Media – Facebook, Twitter, Pinterest and other social media platforms are all easy, free ways to communicate with citizens.
3. Targeted flyers/postcards – Post flyers around town.
4. Discounts – Do special offers for event and space rentals. If the Town offers programs that charge a fee, then the town could offer discounted rates for special occasions.
5. Website – Provide more detailed information about each park, and also detailed maps. It is recommended to have a large format web page and smaller maps that residents can print out.

PARKS AND RECREATION IMPLEMENTATION CHECKLIST

- Renovate and improve existing facilities for all ages and abilities.
- Develop a maintenance plan for both the Nature Park and Lake Louise Park.
- Develop programming specific to the needs of the community. Identify who the responsible entities will be if not town staff.
- Identify opportunities for playground improvements.
- Identify financing options for facility improvements.
- Develop a marketing plan for parks and programs.
- Update the website with more park information and maps.
- Coordinate with Buncombe County Recreation Services to expedite the development of the Reems Creek Greenway.

APPENDIX A

PEDESTRIAN COUNT DATA

Pedestrian Counter Location: On the Lake Louise walking trail, south of the playground, directly east of Lakeshore Drive.

Equipment: EcoCounter Pyro Counter

The Counter is able to count bicyclists, pedestrians, skateboarders, rollerbladers, or anyone who passes within approximately 16.5 feet of the equipment. However, the device is unable to differentiate between users and simply counts them in one category.

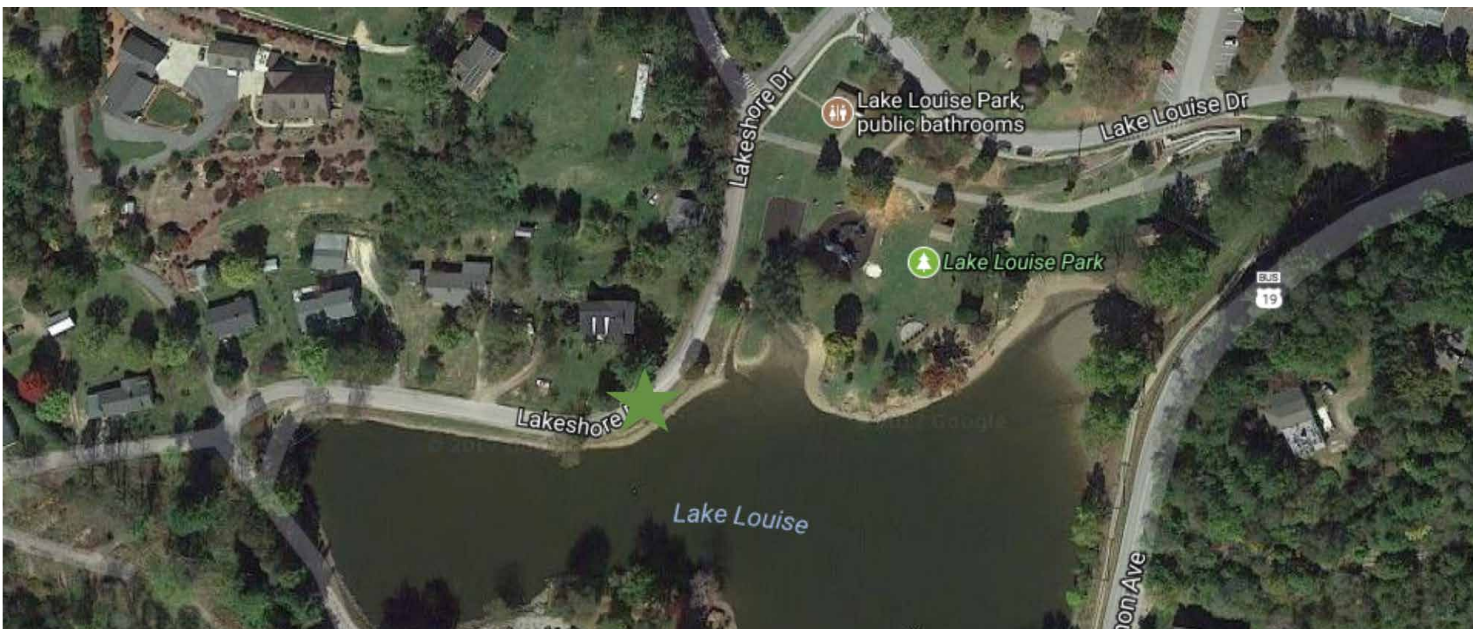
Possible sources of error include facility users walking side-by-side or very close to each other; this is likely to include people walking or running side-by-side, children being held by a parent or walking along side of them, or dense groups of users. It is unclear how many users are likely to have been missed due to these circumstances and there has been no effort to make up for this likely discrepancy.

Results:

TABLE 1: PEDESTRIAN COUNT OVERVIEW

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

MAP 1: LOCATION OF PEDESTRIAN COUNTER. IMAGE SOURCE: GOOGLE MAPS.



APPENDIX B

WEAVERVILLE PARKS AND RECREATION MASTER PLAN NEEDS ASSESSMENT SURVEY

The Town of Weaverville maintains two beautiful parks, Lake Louise Park and Main Street Nature Park, each unique in its characteristics. While the Town does not fund recreational program staffing, it offers passive recreation opportunities in both parks. For this purpose, we define passive recreation as those activities such as trails for walking or hiking, playground equipment and open spaces for picnics.

This survey will provide the foundation for the Town's first Parks and Recreation Master Plan. While the Town already has many recreational opportunities within its own parks, we want to make them even better! By completing this survey, you will help us understand what you like, don't like, and what we can do better. Even if you don't use our parks and trails, your feedback is valuable!

1. Which park do you visit most often?
2. Do you use recreation facilities offered by a private provider (i.e. Golds Gym, YMCA, etc.)?
3. If yes, please tell us why you use other recreational facilities.
4. Please respond to the following statements:
 5. Agree
 6. Disagree
 7. Don't Know
- I feel that the Town's parks, equipment and facilities are maintained well.
- I feel safe in visiting the Town's parks.
- Parking is adequate at the parks.
- The Town offers enough special events at its parks.
- The Town's existing park facilities need renovations or improvements. (Examples: restrooms, playground equipment, recreation center, picnic pavilions, outdoor exercise equipment.)
- Indoor recreation and activity spaces are sufficient within the Town.
- Outdoor recreation spaces are sufficient within the Town.
8. The Main Street Nature Park provides opportunities for walking, dog walking, and bird watching. It also serves as a demonstration facility for creating natural habitats for flora and fauna. The Town's Conservation Board has, in recent history, been responsible for making recommendations to the Town regarding the use of park facilities, development of park infrastructure and restoration of the native plant community. The following questions are directly related to the Main Street Nature Park.
9. Do you or anyone in your household visit the Main Street Nature Park in downtown Weaverville?
10. If you answered no to the previous question, please indicate why not below.
11. I'm not interested.
12. I lack information about the park.
13. The park is too crowded.
14. There is a general lack of parking.
15. There are better opportunities elsewhere.
16. The park is not pet friendly.
17. How often do you (or anyone in your household) visit the Main Street Nature Park?
18. How would you rate the Main Street Nature Park for passive recreation (i.e. walking, dog walking, bird watching, etc.)?
19. Please indicate which activities your or anyone in your household participates in at the Main Street Nature Park. You may check multiple activities.
20. Please check any of the following new facilities that you feel are needed at the



Main Street Nature Park, given that it will remain the Town's primary open space for nature-related types or recreation activities.

21. The Town of Weaverville maintains Lake Louise Park, which consists of the lake itself, which may be used for fishing, children's playground equipment, outdoor exercise equipment, a gravel walking trail, picnic pavilions/shelters, access to Reems Creek for passive recreation including hiking/walking, dog walking, photography, bird watching, etc. A beautiful waterwheel and fountain accent this property. The park also houses a recreation center, historically known as the Clubhouse. The Town cannot permit full use of the recreation center at this time because the structure does not meet building codes and is not accessible for those with disabilities (i.e. it is not ADA accessible).
22. Do you or anyone in your household visit Lake Louise Park?
23. If you answered no to the previous question, please indicate why not below.
24. How often do you (or anyone in your household) visit Lake Louise Park?
25. How would you rate the Town's current

amenities at Lake Louise Park?

26. Please check any of the following activities you or anyone in your household participates in at Lake Louise Park.
27. Please check any of the following new facilities that you feel are needed at Lake Louise Park.
28. Would you like to provide additional comments regarding the Town's parks and recreation amenities?
29. About you (optional)
30. Are you a resident and/or own property in the Town of Weaverville
31. What is your age?
32. Which of the following best describes your employment status?
33. What is your household income?
34. Which of the following best describes your gender identity?
35. Which of the following best describes your race and ethnicity?
36. How many people, including yourself, currently live in your household?

APPENDIX C

RECREATION NEEDS ASSESSMENT

Demographics

Seventy-seven percent (77%) of the survey respondents answered that they live or own property within the Town's jurisdiction.

Age

The majority of survey respondents (61.3%) categorized themselves as 55 years of age or older, while 38.2 percent categorized themselves as under 55 years of age, and less than one percent of respondents were noted as under the age of 18. The following table depicts a summary of survey respondents:

TABLE 1: AGE OF SURVEY RESPONDENTS

Age Category	Percentage
18 – 44 years	21.2%
45 – 54 years	17.0%
55 – 64 years	23.1%
65 – 69 years	17.9%
Over 70 years	20.3%

Employment Status

Approximately 51.9 percent of respondents listed their employment status as employed full-time, part-time or self-employed, while 40.1 percent were retired. Approximately 2.4 percent categorized themselves as unemployed, which is less than the 3.2 percent unemployment rate for Buncombe County as reported by the United States Department of Labor in April 2017.

TABLE 2: EMPLOYMENT STATUS OF SURVEY RESPONDENTS

Employment Status Category	Percentage
Employed full-time	31.6%
Employed part-time	7.1%
Self-employed	13.2%
Unemployed – Looking for work	1.2%
Unemployed – Not looking for work	1.2%
Retired	40.1%
Student	0.5%
Military	0.5%
Prefer not to answer	0.9%
No response / Other	3.8%

Household Income

Approximately two percent of survey respondents had a household income of less than \$24,000, another ten percent between \$24,000 and \$49,999 annually, 34.4 percent between \$50,000 and \$99,000 and over 27 percent above \$100,000. Approximately 26 percent of respondents chose not to provide information regarding household income.

TABLE 3: ANNUAL HOUSEHOLD INCOME OF SURVEY RESPONDENTS

Household Income Category	Percentage
Under \$24,000	1.9%
\$24,000 - \$49,999	10.4%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,000	17.2%
\$100,000 - \$124,999	12.7%
\$125,000 - \$149,999	5.4%
\$150,000 - \$174,999	3.8%
Over \$175,000	5.2%
No response / Prefer not to say	26.2%

Gender Identity

Approximately 59 percent of the survey respondents identified themselves as female, 35.4 percent as male and approximately five percent responded with other or they preferred not to answer.

Race or Ethnicity

The vast majority (86%) of survey respondents characterized themselves as Caucasian. Just over three percent identified themselves as Latino and/or Native American. Less than one percent of the survey respondents categorized themselves as African American and ten percent provided no response or preferred not to answer this question.

TABLE 4: AGE OF SURVEY RESPONDENTS

Race or Ethnicity	Percentage
African American	0.5%
Asian	0.0%
Caucasian	86.1%
Latino/Hispanic	1.7%
Native American	1.4%
No response / Prefer not to say	10.3%

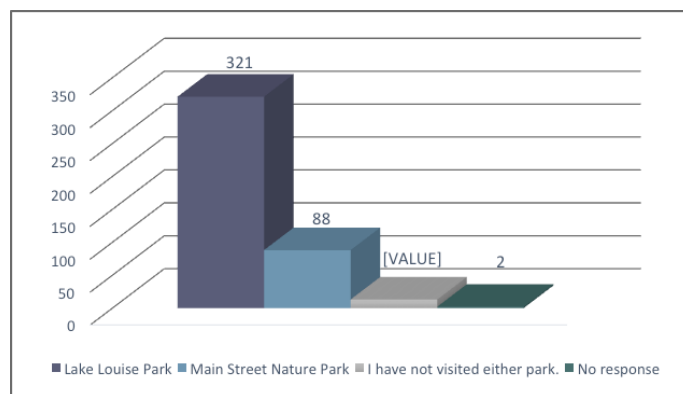
General Findings

The survey was developed to focus on 1) General parks and recreation use, 2) Usage of the Town's Main Street Nature Park and 3) Usage of Lake Louise Park. Questions in the survey were ordered in this manner.

Findings on General Parks and Recreation Use

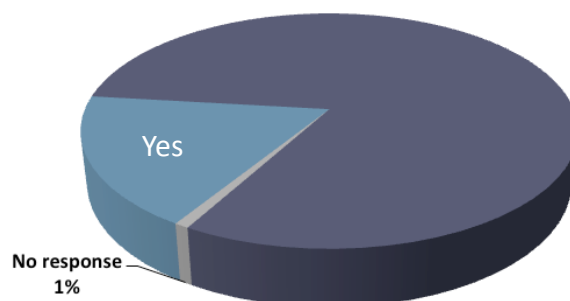
When asked which Town park they visited most often, the vast majority, 76 percent, answered that they visit Lake Louise Park most often, while 21 percent visit the Main Street Nature Park most often. The remaining 3.6 percent stated they have not visited either park or chose no response.

FIGURE 1: WHICH PARK DO YOU VISIT MOST OFTEN?



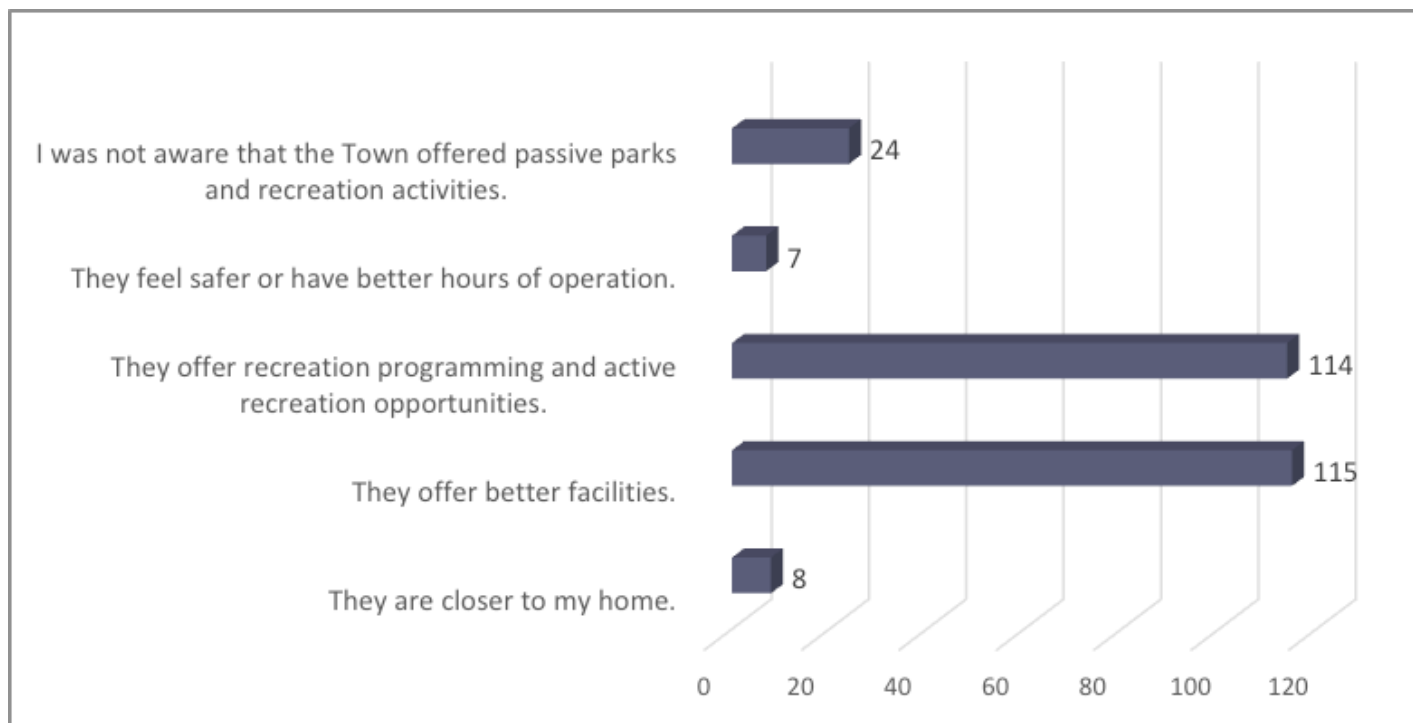
Next, the survey focused on gathering information regarding whether the survey respondents use private facilities, such as privately-owned gyms, non-profit recreation services, etc. If respondents replied yes, the survey set out to determine the reason for using other recreation opportunities to better assess how the Town's parks and recreation amenities may be lacking. Figures 2 and 3 depict these findings.

FIGURE 2: DO YOU USE RECREATION FACILITIES OFFERED BY A PRIVATE PROVIDER (I.E. GOLDS GYM, YMCA, ETC.)?



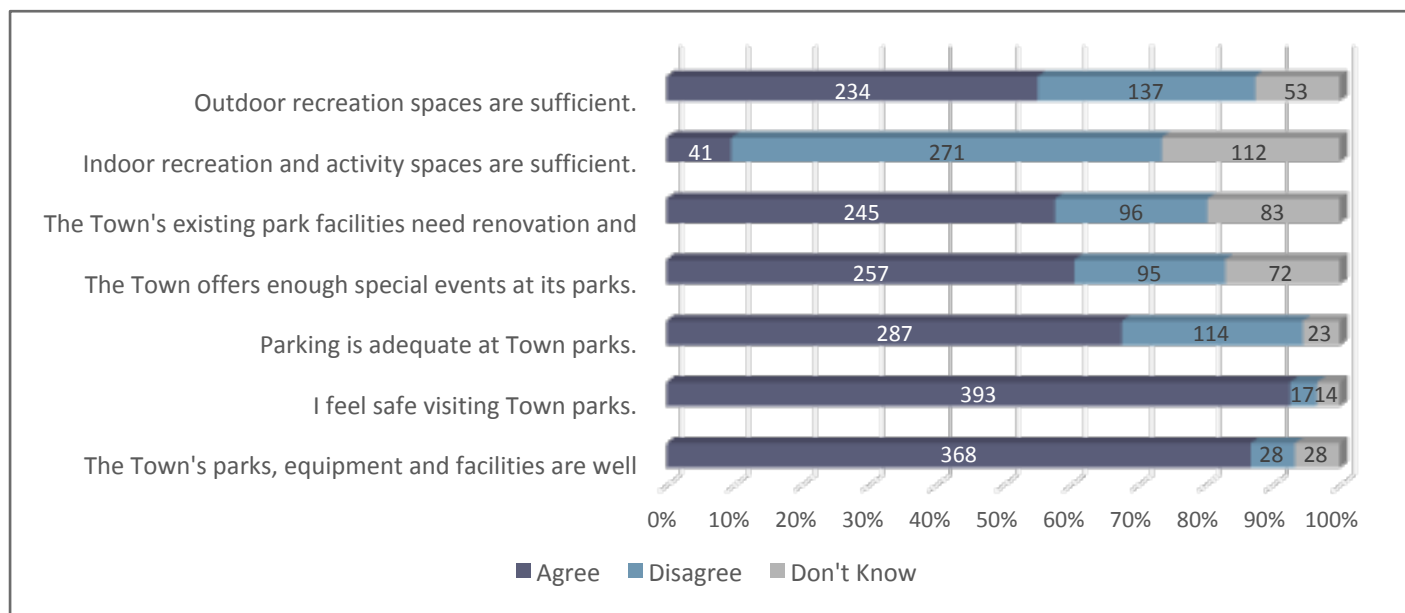
Of the 81 percent who do utilize a private provider for recreation services, the reasons are depicted in Figure 13.

FIGURE 3: IF YOU ANSWERED YES TO THE PREVIOUS QUESTION, WHY DO YOU USE OTHER RECREATIONAL FACILITIES?



As Figure 4 shows, the majority of survey respondents appeared to be pleased with the Town’s outdoor recreation spaces, but did not agree that the Town has sufficient indoor recreation activity spaces and that the existing facility (i.e. the recreation center) is in need of renovation and improvements.

FIGURE 4: HOW DO YOU RATE THE TOWN’S CURRENT RECREATIONAL FACILITIES?



that they visit Lake Louise Park most often, while 21 percent visit the Main Street Nature Park most often. The remaining 3.6 percent stated they have not visited either park or chose no response.

To determine how the Town could improve upon its recreation options, survey respondents were asked to answer why they use external recreational facilities. Of the respondents, 56 percent answered that other providers offer better facilities and recreation programming, fitness classes and active recreation opportunities. The Town does not currently offer these options due to lack of space and staffing. The majority of survey respondents agreed that the Town’s parks and equipment are well maintained and they feel safe when visiting the parks. Approximately 68 percent surveyed responded that parking is adequate at the parks and 61 percent responded that the Town offers enough special events at the parks.

Of all survey respondents, approximately 59 percent answered that they have visited Weaverville’s Main Street Nature Park located in downtown Weaverville. Forty percent responded that they have not, while less than one percent provided no response (Figure 5). For those who responded that they have not visited the Main Street Nature Park, the majority (42% aggregate) responded that they lacked information about the park and they found better recreational opportunities elsewhere (Figure 6). When asked how often survey respondents or those in their households visited the Main Street Nature Park (Figure 7),

70 percent responded that they visit the park monthly, while 23 percent responded that they visit the park weekly. Only 6.4 percent of respondents stated that they visit the park daily. In rating the Main Street Nature Park for passive recreation opportunities, survey respondents who visit the park rated the park as good and approximately 16 percent rated the park as excellent (Figure 8). Walking and general nature viewing were the top two activities that survey respondents participate in at the park (Figure 9).

The final survey question specific to the Main Street Nature Park was used to identify perceived needs for the park (Figure 10). Of those responses, 27 percent responded that the park meets their needs, while 24 percent responded that they would like to see picnic shelters at the park. The next largest percentage of 17 percent responded with ‘other’.

FIGURE 5: DO YOU OR ANYONE IN YOUR HOUSEHOLD VISIT THE MAIN STREET NATURE PARK IN DOWNTOWN WEAVERVILLE?

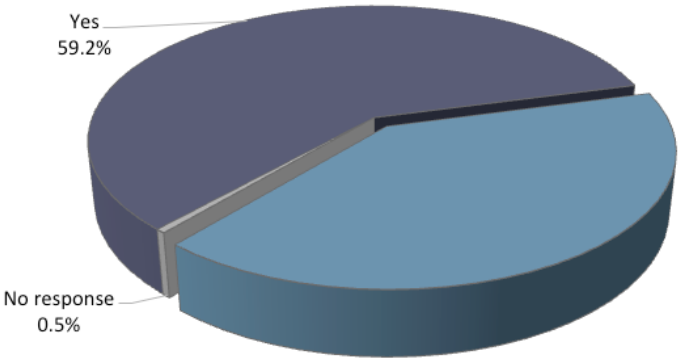


FIGURE 6: IF YOU ANSWERED NO TO THE PREVIOUS QUESTION, PLEASE INDICATE WHY NOT BELOW.

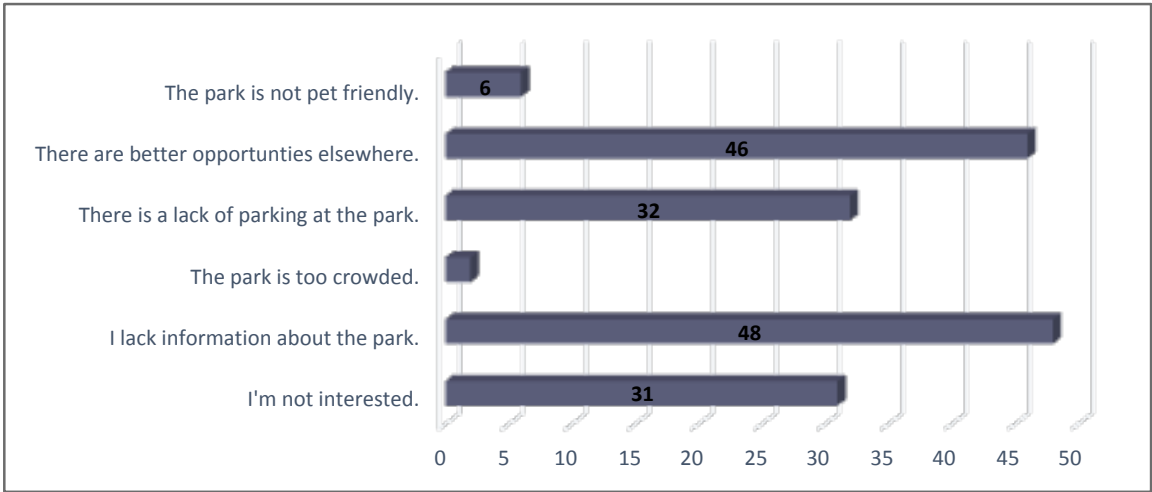


FIGURE 7: HOW OFTEN DO YOU OR ANYONE IN YOUR HOUSEHOLD VISIT THE MAIN STREET NATURE PARK?

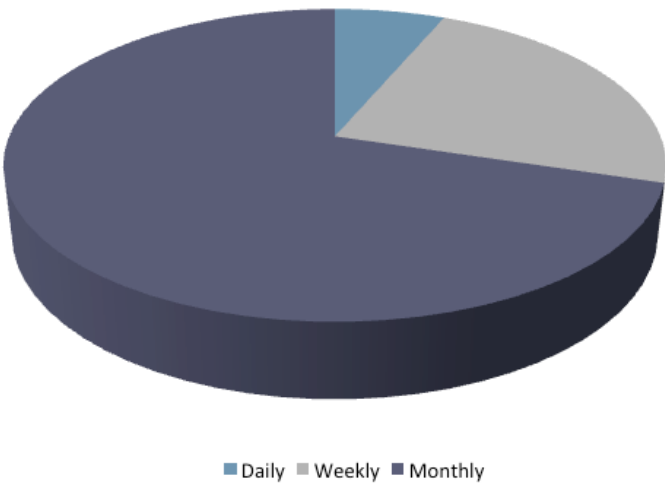


FIGURE 8: HOW WOULD YOU RATE THE MAIN STREET NATURE PARK FOR PASSIVE RECREATION (I.E. WALKING, DOG WALKING, BIRD WATCHING, ETC)?

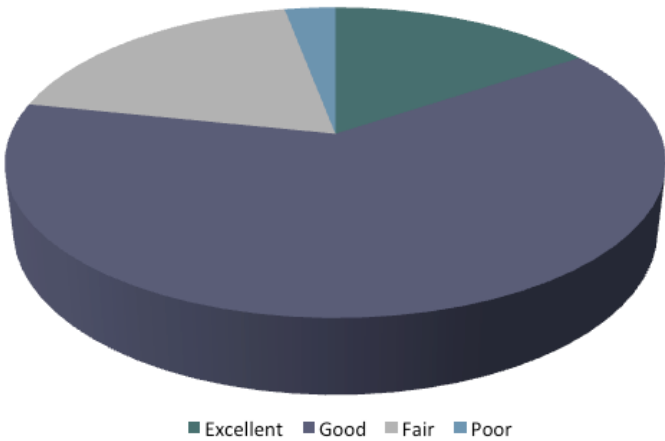


FIGURE 9: PLEASE INDICATE WHICH ACTIVITIES YOU OR ANYONE IN YOUR HOUSEHOLD PARTICIPATE IN AT THE MAIN STREET NATURE PARK.

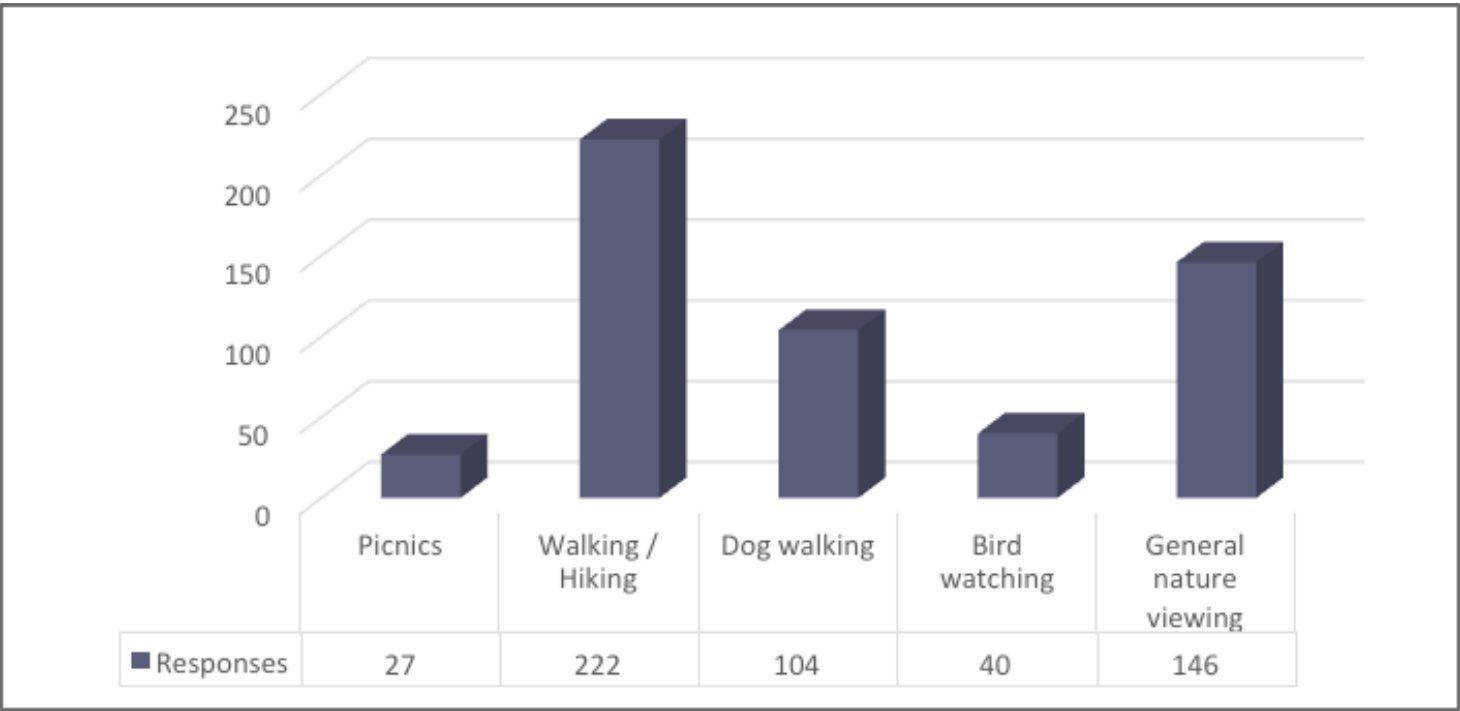
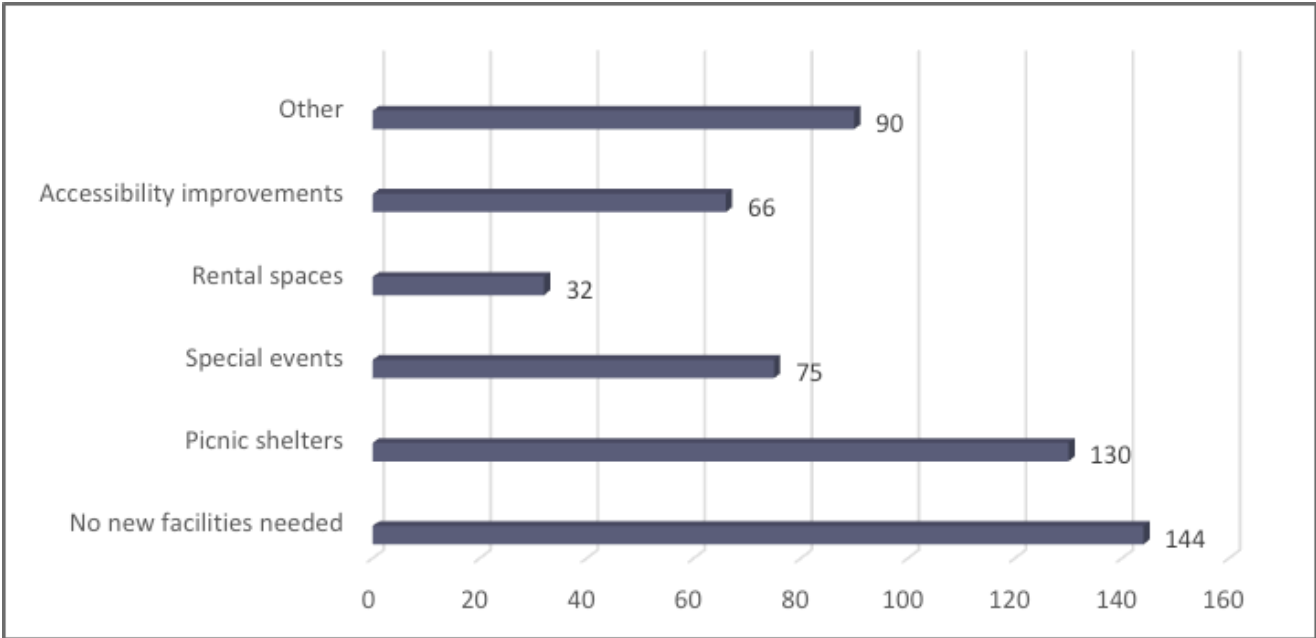


FIGURE 10: PLEASE CHOOSE FROM THE FOLLOWING NEW FACILITIES NEEDED AT THE MAIN STREET NATURE PARK, GIVEN THAT IT WILL LIKELY REMAIN THE TOWN’S PRIMARY OPEN SPACE FOR NATURE-RELATED RECREATION ACTIVITIES.



Other Comments Regarding Main Street Nature Park (Grouped into Similar Categories):

TABLE 6: OTHER AMENITIES NEEDED IN THE MAIN STREET NATURE PARK PER SURVEY RESPONDENTS

Other Amenities Summarized & Ranked	
	• Restrooms
	• Water fountains
	• Paved walkways
	• Wider trails / Improvements to trails
	• Off-leash dog park area

Findings Specific to Lake Louise Park

Of all survey respondents, approximately 92 percent answered that they have visited Weaverville’s Lake Louise (Figure 11). For those who responded that they have not visited the park, 36 percent indicated that they do not perceive the park as pet friendly. Another aggregate majority responded with ‘there are better opportunities elsewhere’ and ‘there is a lack of parking’ (Figure 12). This survey question also gave the opportunity for respondents to provide comments. These comments centered around dogs not being allowed on the trails and the lack of sidewalks to and around the park.

Forty-three percent (43%) of survey respondents answered that they visit Lake Louise Park weekly and 40 percent answered that they

visit monthly (Figure 13). In rating the park, 63 percent of survey respondents who visit the park rated the park amenities as ‘good’, 19 percent rated them as ‘fair’ 15 percent rated them as ‘excellent’ (Figure 14). Of the survey respondents who utilize Lake Louise Park, the majority (approximately 22%), use the trails for walking, followed by respondents who visit the park for Town-sponsored events and the Tailgate Market at 16 percent and 12 percent respectively. The next highest ranked activities include general nature viewing, the use of the children’s playground equipment and picnics (Figure 15).

The final question in the survey asked respondents to choose any ‘new facilities or amenities needed at the Lake Louise Park’. Multi-purpose indoor spaces for recreation and fitness was the top-ranked amenity at 13 percent. This was followed closely with 12 percent suggesting the addition of multi-purpose sports courts, such as tennis, pickleball, basketball, etc. The third in ranking, with approximately 11 percent, was the addition of more restrooms. Finally, additional parking and open outdoor spaces for yard recreation and greenways/greenspace followed with 10 percent and 9 percent respectively. See Figure 16.

FIGURE 11: DO YOU OR ANYONE IN YOUR HOUSEHOLD VISIT LAKE LOUISE PARK?

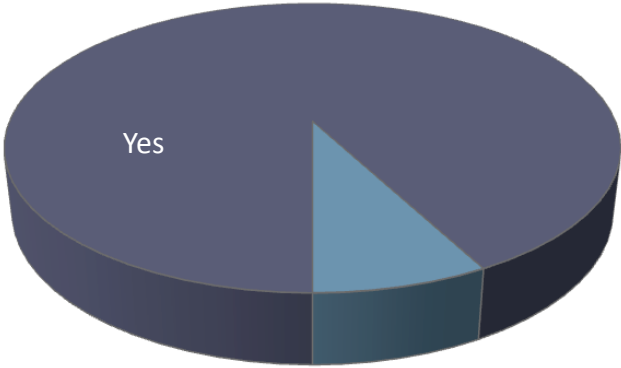


FIGURE 14: HOW WOULD YOU RATE THE TOWN'S CURRENT AMENITIES AT LAKE LOUISE PARK?

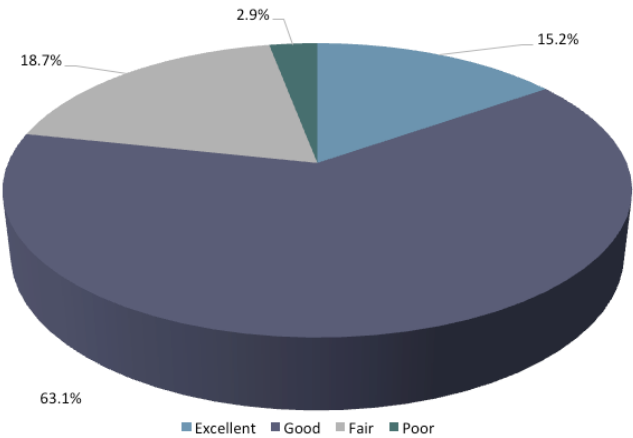


FIGURE 13: HOW OFTEN DO YOU OR ANYONE IN YOUR HOUSEHOLD VISIT LAKE LOUISE PARK?

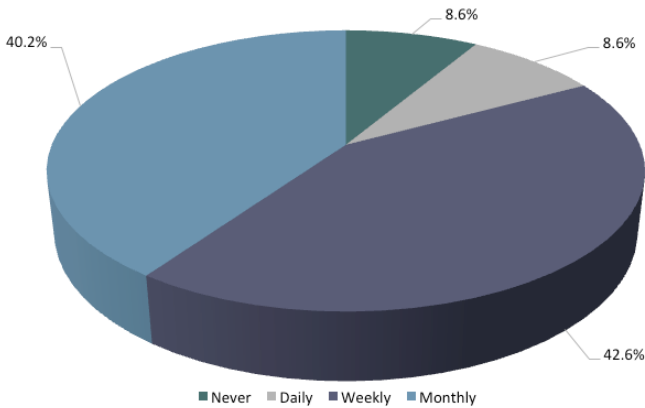


FIGURE 12: PLEASE INDICATE WHICH ACTIVITIES YOU OR ANYONE IN YOUR HOUSEHOLD PARTICIPATE IN AT THE MAIN STREET NATURE PARK.

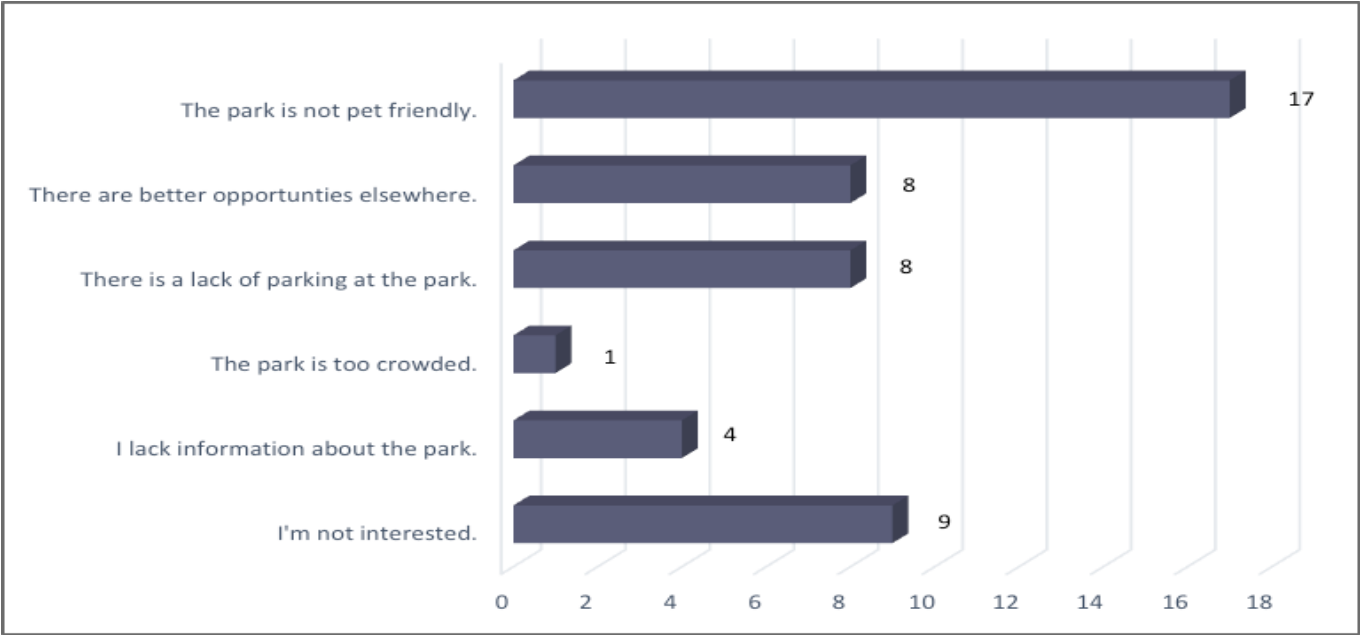
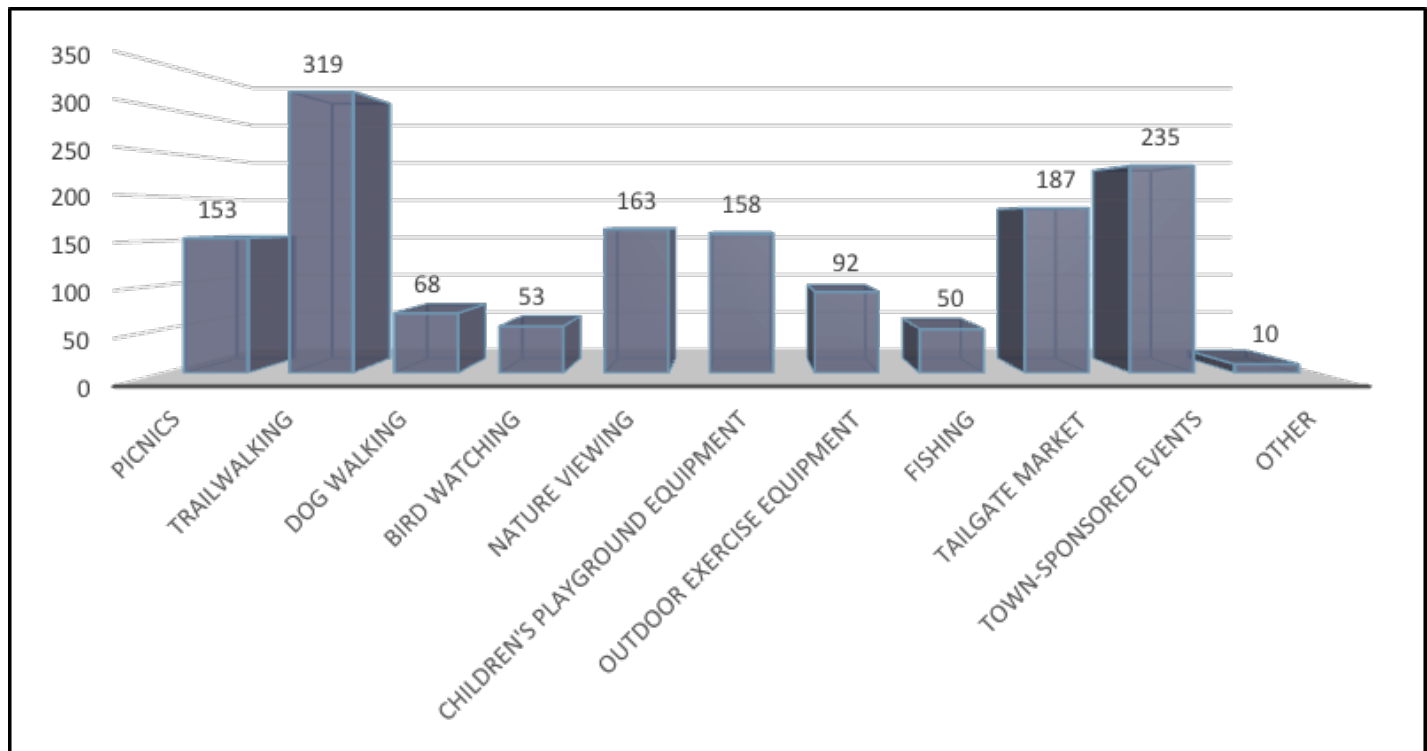
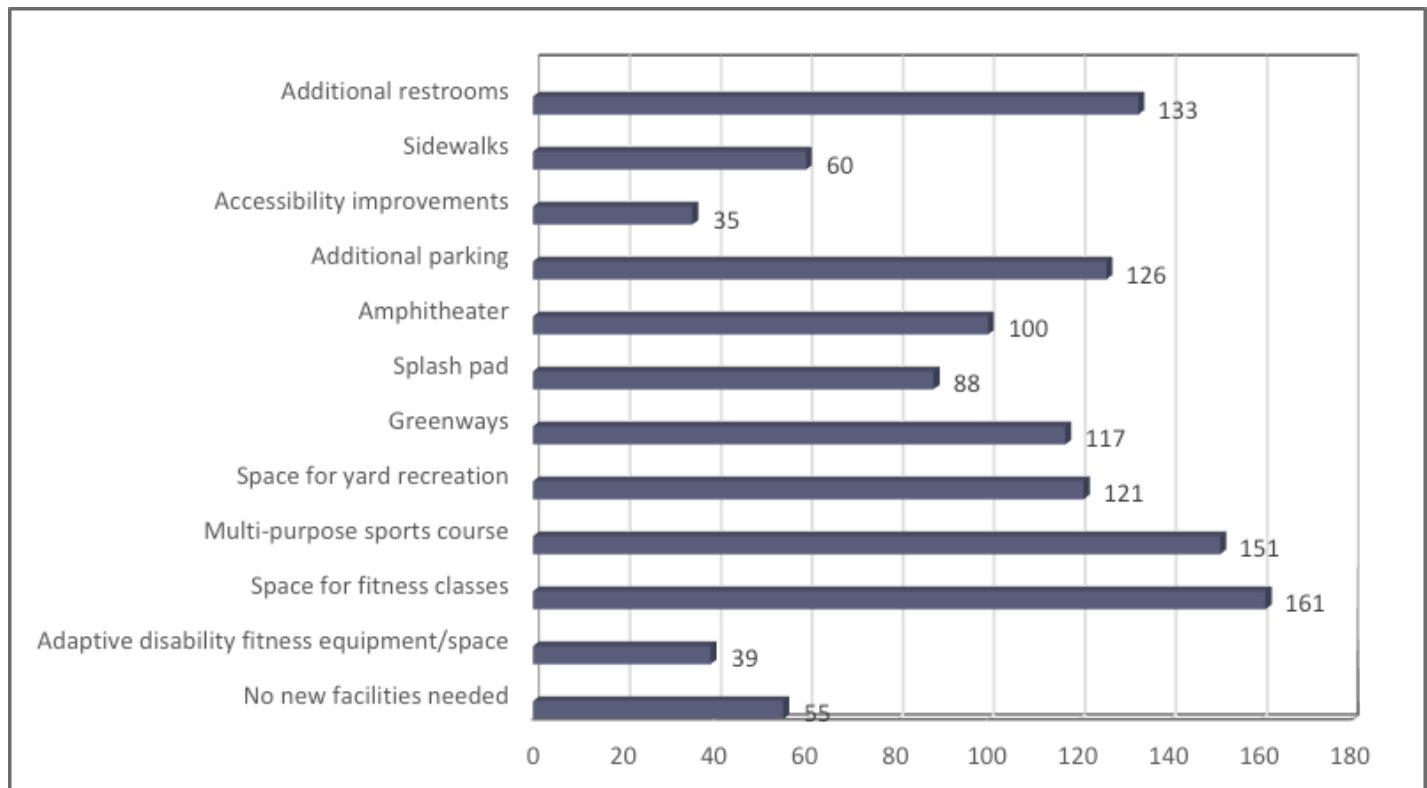


FIGURE 15: PLEASE INDICATE WHICH ACTIVITIES YOU OR ANYONE IN YOUR HOUSEHOLD PARTICIPATE IN AT LAKE LOUISE PARK.



16: PLEASE CHECK ANY OF THE FOLLOWING NEW FACILITIES OR AMENITIES THAT YOU FEEL ARE NEEDED AT LAKE LOUISE PARK.



Other Comments Regarding Lake Louise Park (Comments Grouped into Similar Categories):

Amenities listed under other not captured in the previous survey questions for new amenities, are summarized below:

TABLE 7: OTHER AMENITIES NEEDED AT LAKE LOUISE PARK PER SURVEY RESPONDENTS

Other Amenities Summarized	
• Construction of a new "Clubhouse" / Recreation Center • Improvements to trails / Paved trails • Dog walking permitted throughout the park, including on the trails • Spaces for toddlers / Improvements to children's outdoor play areas • Connection to future greenways • Improvements to restrooms / Extended hours for restrooms to be open	

