

11.16.0 Daniel Boone Park

Phase 1: Direction Setting

Executive Summary | February 3, 2012 Revised



A large graphic of a Playbill cover. The top section is yellow with the word "PLAYBILL" in large, bold, black letters. Below it, in smaller black text, is "DANIEL BOONE PARK - BOONE, NORTH CAROLINA". The main image on the cover shows a group of people in historical costumes standing on a stone wall in a wooded area. The text on the cover reads "Daniel Boone Park 'Where Boone Tells Its Story' January 27, 2012". At the bottom of the cover, the website "WWW.HALBACK.COM" is visible. A large, curved wooden object, possibly a horn or a piece of driftwood, is overlaid on the left side of the playbill.



Executive Summary

Introduction - *“Where Boone Tells its Story”*

Since the opening of the Horn in the West outdoor drama over 60 years ago, **Daniel Boone Park** has been the place **where Boone tells its story**. The Horn in the West celebrates Daniel Boone, an American patriot that serves as the town’s namesake. Over the decades, additional “stories” that reflect community values and priorities have been introduced. These range from the importance of native plants (at the Daniel Boone Native Gardens) to the renewed focus on local food (with the Watauga County Farmers’ Market).



Image provided by Steve Canipe

Project Goal -

“Organizing the Visitor’s Experience”

The goal of this planning project is to create a vision and conceptual master plan that will preserve and recreate the “bones” of Daniel Boone Park. Boone has the opportunity to **organize the visitor’s experience** both within the Daniel Boone Park and potentially to the entire High Country area. This vision will be a composed of recommendations for both physical improvements as well as additional program opportunities for Boone to tell its story to residents and visitors alike.

Existing Conditions

The 36.38 acres of town-owned land associated with Daniel Boone Park includes:

- (a) the Daniel Boone Theater (amphitheater),
- (b) the Daniel Boone Native Gardens,
- (c) the Strawberry Hill Arboretum,
- (d) the Jaycee’s Park and playground,
- (e) a large surface parking lot used for the Watauga County Farmers’ Market and others,
- (f) a town recycling center, and
- (g) a recently opened maintenance yard for the town’s Public Works department.

The Daniel Boone Park facilities were largely developed around 1952 by students from the North Carolina State University’s (NC State) School of Design. Many of the original facilities still exist, while others have been demolished or temporarily repaired.





Image from Watauga County Farmers' Market

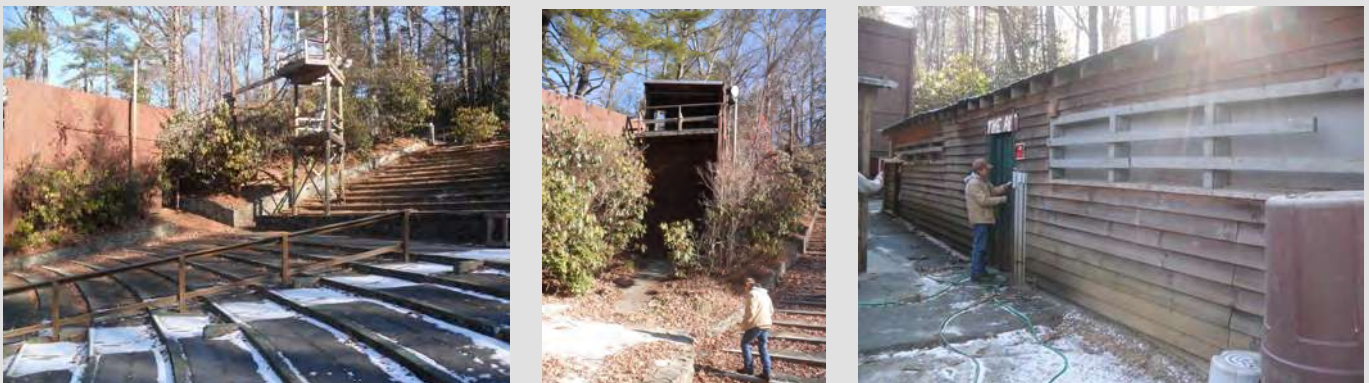
With over 60 years since the creation of the park, it is clear that all structures associated with the Daniel Boone Theater and associated areas have exceeded their designed lifespan. A 2004 study by WK Dickson noted extensive repair needs and numerous safety issues. A successive 2007 facilities survey produced by Greene Architecture also noted a number of building code violations as well as substantial deterioration to the largely wood facility. Many of the recommendations from this report were for temporary and costly corrections totaling nearly \$1 million.

The Marquis Halback design team performed a site visit in January 2012, where many of the same safety and structural issues were still evident.

Current and Proposed Activities

The facility is highly underutilized. With the exception of the weekly Farmers' Market in the large surface parking lot, the rest of the facility is used about 60 to 90 days out of the year. The Town of Boone has the

Selected Images from January 2012 site visit



opportunity to create a year round event and gathering space at Daniel Boone Park. The following chart lists a variety of both existing and proposed activities.

<i>Event Name</i>	<i>Length of Event</i>	<i>Existing/ Proposed</i>	<i>Time of Year</i>
<i>Horn in the West outdoor drama</i>	60 days	Existing	Mid-June to mid-August, approximately 50-55 shows
<i>Additional Theater / Musical Events (Local - Regional - National)</i>	210 days	Proposed	April to October
<i>Performing Arts / Film Festivals</i>	210 days	Proposed	April to October
<i>Watauga County Farmers' Market</i>	180 days	Existing	Early May to Late October, Saturday mornings
<i>Daniel Boone Native Gardens and Arboretum</i>	180 days	Existing	Early May to Late October, daily
<i>Expanded gardens and arboretum</i>	365 days	Proposed	Open year round
<i>Visitor / Community Center (info center - event rooms - community offices - collections - blackbox - catering kitchen)</i>	365 days	Proposed	Open year round
<i>Hickory Ridge Homestead</i>	60 days	Existing	Mid-June to mid-August, or as requested by schools
<i>"Haunted Horn" ghost trail</i>	7 days	Existing	Late October
<i>Boone Heritage Festival</i>	1 day	Existing	Mid-October
<i>Additional Events / Festivals / Weddings</i>	365 days	Proposed	Year round festivals, such as "Winter Wonderland"
<i>Jaycee's Park and Playground</i>	365 days	Existing	Open year round
<i>Expanded parks and recreation</i>	365 days	Existing	Open year round
<i>Recycling center</i>	365 days	Existing	Open year round
<i>Sustainability hub</i>	365 days	Proposed	Open year round

Partnership (and Funding) Opportunities

With the challenges of today's economic climate, partnerships are more important than ever. Existing partnerships and potential partnering opportunities include the following:

Watauga County / Town of Boone Tourism Development Authority: Tourist tax dollars can be invested into a facility oriented around tourism and orientation to both the Daniel Boone Park and the High Country area.

Appalachian State University: Existing programs, particularly in regards to sustainability and biology / horticulture, could dovetail with the gardens and users such as the Farmers' Market.

The Garden Club of North Carolina, Inc.: The Daniel Boone Native Gardens is one of three Garden Club facilities across the state.

North Carolina State University system: The state university system funds a number of gardens across the state, including the NC Arboretum in Asheville and the NC Botanical Gardens in Chapel Hill.

North Carolina State Parks: Potential opportunities to add to the historic landmarks in the system, particularly regarding the Hickory Ridge Homestead.

Institute of Outdoor Drama: Focused on preserving outdoor drama in the US, this Chapel Hill based organization is already associated with Horn in the West.

Watauga County Farmers' Market: The WCFM has recently been awarded grant funding to improve education and accessibility of local food in the Boone community.

Corporate Foundations and Trusts: A number of specialty foundations and trusts exist (Golden Leaf Foundation, Hewlett Foundation, etc.), focused on causes such as better nutrition, local food, and other causes. There are also options to explore appropriate recognition and naming opportunities.

Sustainable / Green Building Programs: Programs such as LEED, Green Globes, and the new SITES sustainability initiatives can bring additional resources and recognition to the project.

Governmental Grants: Appalachian Regional Commission, state, and federal grants could be pursued for transportation improvements, habitat restoration, and other economic development causes.



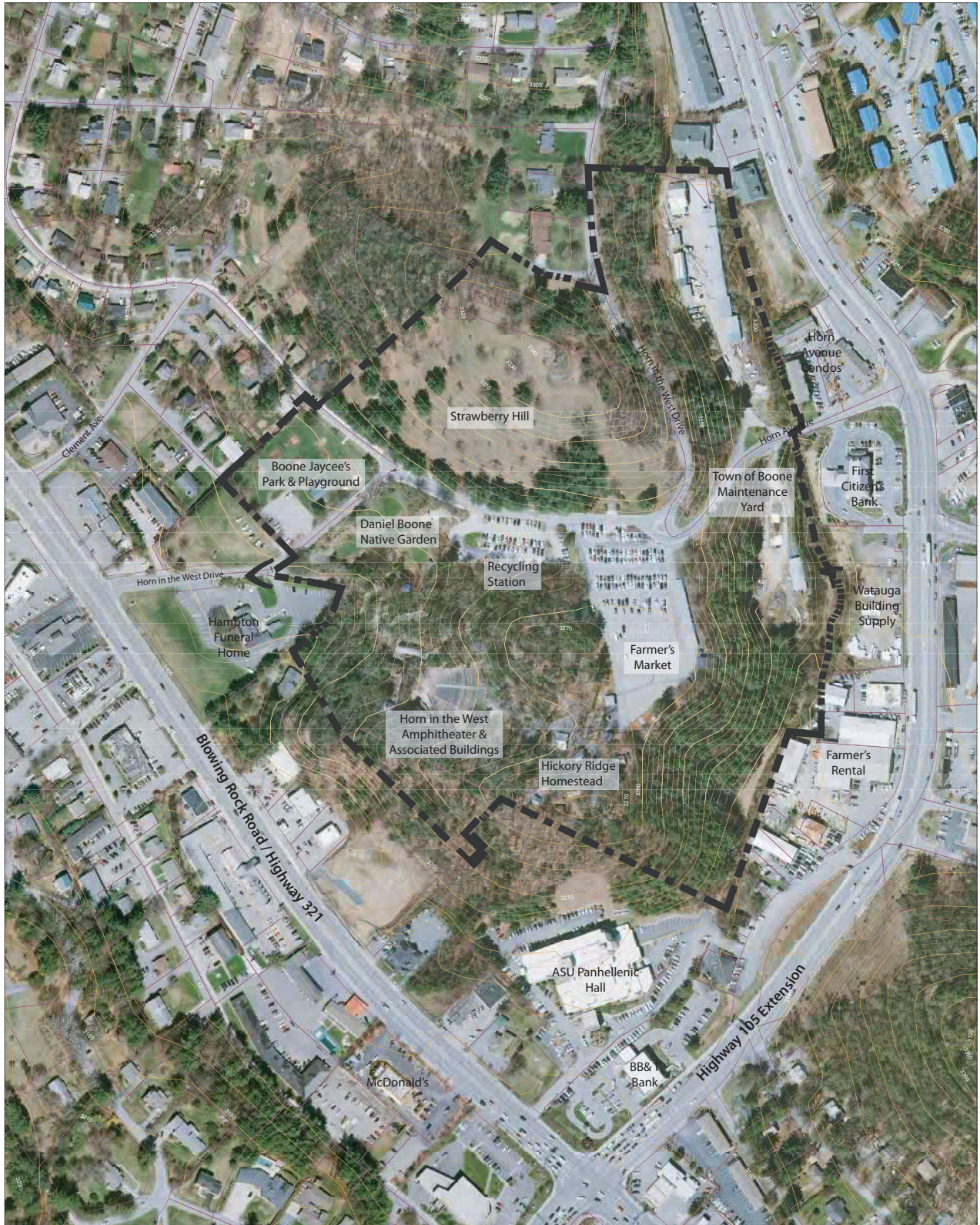


Daniel Boone Park Boone, North Carolina
Where Boone Tells Its Story! | **Context Map** January 30, 2012






Creating Compelling Environments to Live, Work, and Play





Daniel Boone Park Boone, North Carolina
Where Boone Tells Its Story! | **Base Map** January 30, 2012



Legend		Project Extents
		Property Boundary
		5' Contour Interval



Creating Compelling Environments to Live, Work, and Play





Daniel Boone Park Boone, North Carolina
Where Boone Tells Its Story! | **Framework Plan** January 30, 2012



	Project Extents		Park space with low use intensity
	Primary Gateway		Park space with medium use intensity
	Un-named Tributary to Boone Creek		Park space with high use intensity
	Existing Tree Canopy		Horn in the West medium use intensity
	Additional Buffer Needed		Horn in the West high use intensity
	Conflict Zone		Parking with high use intensity
	Stop Light		Use by Town of Boone
			Neighboring land use with low susceptibility to change
			Neighboring land use with medium susceptibility to change
			Neighboring land use with high susceptibility to change



Creating Compelling Environments to Live, Work, and Play

APPENDIX





Creating Compelling Environments to Live, Work, and Play

MEETING MINUTES

SUBMITTED BY: Teresa Buckwalter

DATE: 1/9/2012

PROJECT: Daniel Boone Park/ Horn in the West

PROJECT No.: 11.16.0

ATTENDEES: SAHA Billy Ralph Winkler
Steve Canipe
Dave Davis
Terry Hamilton
Virginia Roseman
Boone TDA Eric Woolridge, Project Director
Michelle Ligon
Halback Design Group, Inc. Fred Halback, HDG Project Manager
Jeremy Marquis
Teresa Buckwalter

DATE / LOCATION: 1/6/2012 - Horn in the West Administrative Office

PURPOSE: Above referenced **kickoff meeting** was held to discuss **goals, schedule and stakeholders**. This is a summary of the writer's interpretation of the meeting. Unless advised in writing to the contrary, it is assumed those in attendance are in agreement with the statements as set forth and work will proceed on this basis.

1. Project Goals
 - a. Fred Halback introduced the project as "The Place where Boone Tells its Story".
 - b. This phase of the project is focused on long-term visioning and the "big picture."
 - The project will develop a conceptual master plan (as opposed to focusing on the details).
2. Project Schedule
 - a. The team reviewed the schedule, which is only suggested and can be modified.
 - b. The team is in the data collection phase.
3. Project Directory and Stakeholders
 - a. Fred outlined the project directory and stakeholder list, requesting input from the Steering Committee for the expansion of the stakeholder list.
 - Billy Ralph Winkler suggested adding Barney Hampton, the funeral home owner. He will introduce Fred to Mr. Hampton as well.
 - The Arts Council should be coordinated with to "build bridges."
 - Billy Ralph asked for ASU, as a neighbor, to be included. He noted the cultural museum opportunity.
 - Billy Ralph and Terry Hamilton suggested all immediate neighbors have input in the process. This will likely occur through an invitation to attend the community workshop.
 - Michelle noted that festival organizers should be included (Jimmy Hunt - musical events, Sam Calhoun / High Country Press - Daniel Boone Days).

Halback Design Group, Inc.
Boone Office: 328 Shulls Mill Road, Boone, North Carolina 28607 | Ph:828.963.8002
 St. Augustine Office: 287 St. George Street, St. Augustine, Florida 32084 | Ph: 904.825.6747
 www.Halback.com
 LC0000391



Daniel Boone Park | Where Boone Tells Its Story

4. Organization – Steering Committee
 - a. HDG identified the Steering Committee established by the project team and asked for additions and changes. All were satisfied with the Steering Committee as is.

5. Project Extents
 - a. HDG reviewed the project extents, which looks at the property as an entire, unified project area, as opposed to individual components (Native Garden, Hickory Ridge, etc).
 - The Committee noted that the line between the Native Gardens and the Horn in the West can be sensitive.
 - b. Fred noted that the entrances to the property will be included in the extents.
 - c. Access to the stage may be possible through the adjacent funeral home's property.
 - d. HDG suggested dialoguing with the Town of Boone regarding re-purposing the maintenance yard, which is adjacent to the property.
 - This idea was endorsed by the Steering Committee.

6. Program Opportunities
 - a. Horn in the West Outdoor Drama Amphitheater
 - Note that the amphitheater is only used for the drama, which runs 50 days per year.
 - The amphitheater initially had 2,500 seats.
 - Fred noted that the amphitheater currently only serves a single purpose. HDG will be asking about its potential for other events throughout the process.
 - b. Theater / Musical Events / Performing Arts / Film Festivals
 - Note that to attract other acts or shows, a sound system and light system would need to be permanent. Local acts often need / prefer the sound/lighting system at a venue.
 - Regional acts often use a venue's sound/lighting system and add their equipment as needed.
 - National acts typically require between 3,000 to 5,000 seats, which may or may not be the correct fit for the Horn in the West amphitheater. They provide their own sound/lighting equipment.
 - The team noted that it was important to identify the niche that the amphitheater / park serves, and to be the best in that niche (versus being all things to all people).
 - One item that will come out of the process is a sample of an annual events schedule.
 - c. Watauga County Farmers' Market
 - Billy Ralph noted that the Farmers' Market brings people into the facility, thereby increasing visibility of Horn in the West / Daniel Boone Park.
 - The current Farmers' Market incorporates adjacent counties as well.
 - Eric identified that Heifer International is putting money into the local food movement in the area, making a good link to the Farmers' Market and/or a commercial kitchen.
 - A permanent market space could be added.
 - d. Daniel Boone Native Gardens and Arboretum
 - Note that the Gardens also have a staff person.
 - e. Visitor / Community Center
 - Potential for info center, event rooms, community offices, collections areas, blackbox theater, and a catering kitchen.
 - Note that High Country Host is not as active as before.
 - Eric, Dave, and Billy Ralph liked the idea of a visitor center.
 - "Community centers" are not run by the Town. Instead, they are run by Watauga County.
 - Terry suggested looking at Asheville has a good example of a multiple-building facility.
 - Eric noted that a quality interior space allows the Horn in the West / Daniel Boone Park to be the premier outdoor venue in Boone...with a good interior "backup" for inclement weather.



- There is currently a group looking at restoring the downtown theater, so it was noted that the blackbox and the project overall should be shown as in conjunction with community goals (not competing with other groups).
 - Rooms for lectures, workshops, and a commercial kitchen could be incorporated.
 - Ashe County has a good example of a commercial kitchen.
 - Commercial kitchens can get grant funding, such as from the Golden Leaf Foundation.
 - Dances –Contra dances are popular (residents must drive to either Valle Crucis or Cove Creek).
 - Virginia discussed wagon tours departing from the visitor center, but others noted that the Town of Boone does not allow horses on their streets.
- f. Hickory Ridge Homestead (and Museum)
- Dave Davis noted the importance of controlled access to a portion of Hickory Ridge in order to charge visitors a fee for story telling, etc., without interfering with the "pre show" aspects of the area.
 - Dave did not note a need for more buildings, but he did note the need for a winter workshop space.
- g. Events / Festivals / Weddings
- There is potential for events every week. Note that there are only 2-3 other events besides Horn in the West (Boone Heritage Festival, Halloween events, Farmers' Market).
 - ASU home games could have outdoor events at Daniel Boone Park (note potential conflict with the farmers' market).
- h. Parks and Recreation
- Strawberry Hill will be analyzed, but it may want to continue to be great open space.
 - Note that "Strawberry Hill" was named for wild strawberries that used to grow in the area.
 - Billy Ralph noted that there have been previous plans for developing Strawberry Hill, including the County library, post office, and the cultural museum.
 - Note that "JC's Park" may be the only Town-maintained park in Boone.
- i. Sustainability & Recycling Hub
- Dave noted that although they are generally in favor of a recycle hub, the noise of breaking bottles interferes with the drama.
 - Fred noted the opportunity for improved stormwater management.
 - ASU's Sustainability Program can link in well with the project. Note that the Solar Decathlon house was inspired by Tatum house (in Hickory Ridge Homestead).
- j. Filming Location
7. Next Steps
- a. The next step will be an online preference survey for stakeholders.
- HDG explained that an online preference / utilization survey will be developed and distributed to stakeholders.
 - The project team is requesting names for distribution of the survey to "cast a wide net."
 - The survey can also be posted as a link on a variety of websites, including the Town's website.





Creating Compelling Environments to Live, Work, and Play

MEETING MINUTES

SUBMITTED BY: Teresa Buckwalter

DATE: 1/26/2012

PROJECT: Daniel Boone Park

PROJECT No.: 11.16.0

ATTENDEES:

Watauga County Farmers' Market	Bill Moretz, President Susie Winters, Board Member PHARMN Jim Hamilton, Watauga County Extension Director
Boone TDA	Eric Woolridge, Project Director
Halback Design Group, Inc	Teresa Buckwalter

DATE / LOCATION: 1/24/2012 - Horn in the West Administrative Office

PURPOSE: Above referenced meeting was held to discuss the **Watauga County Farmers' Market (WCFM)**. This is a summary of the writer's interpretation of the meeting. Unless advised in writing to the contrary, it is assumed those in attendance are in agreement with the statements as set forth and work will proceed on this basis.

1. Project Goals
 - a. Teresa Buckwalter introduced the project as "The Place where Boone Tells its Story".
 - b. This phase of the project is focused on dreaming and the "big picture."
 - The project will view the area from "30,000 feet," as opposed to focusing on the details.
2. Project Extents
 - a. HDG reviewed the project extents, which looks at the property as an entire, unified project area, as opposed to individual components (Native Garden, Hickory Ridge, etc).
3. Program Opportunities
 - a. Teresa explained the idea of "Organizing the Visitor Experience" and outlined the program opportunities discussed at the SAHA kick-off meeting
4. Stakeholder Input:

Location for Market

 - a. Susie Winters explained PHARMN, a non profit established to help find the Watauga County Farmers' Market find a permanent home. This 501c3 also promotes cultural experiences such as art and music at the market, sustainable agriculture and the concept of an indoor market store.
 - b. The group worked with Watauga County Farmers' Market Board to conduct a planning process for a permanent home on another property in Boone, (on 321 at Deerfield Road)
 - c. The property they were most interested in did not work out due to ownership issues, but during the planning process, they realized that Daniel Boone Park would now be their top choice for a permanent home.
 - d. They noted that the Heritage Days at Horn in the West is the ideal that they are most interested in, offering the atmosphere of music, festival within a park-like setting.

Halback Design Group, Inc.
 Boone Office: 328 Shulls Mill Road, Boone, North Carolina 28607 | Ph:828.963.8002
 St. Augustine Office: 287 St. George Street, St. Augustine, Florida 32084 | Ph: 904.825.6747
 www.Halback.com
 LC0000391



Daniel Boone Park | Where Boone Tells Its Story

Space & Facility Needs

- e. Bill Moretz said that the maximum number of vendors Daniel Bone Park could handle is 105-110. Currently the market has approximately 85 vendors, so DBP would allow for some growth. Bill noted that at some point the market can't keep growing. He noted that among the WCFM Board there is not a consensus about how much to grow.
- f. Bill noted that each vendor needs approximately 12 x 18 feet.
- g. Bill said the ideal facility would be a covered area for visitors with vendors pulling up on either side., similar but larger than Ashe County Farmer's Market in West Jefferson.
- h. Bill identified the Rowan County Farmer's Market as also having a permanent structure that is very nice.
- i. The concept of a market store to sell goods year round is a priority for both Pharmn and the Farmer's market. They are currently applying for \$68,000 grant through FIG (farm incubation group) to USDA to go toward this building.
- j. Jim Hamilton identified the importance of a meeting space for Community Supported Agriculture (CSA) pick-up which is currently done at multiple locations throughout town.
- k. Jim noted the mission of promoting value added products which is turning raw material into retail goods (honey and beeswax being the most obvious example).
- l. For some value added products (such as salsa) a commercial kitchen is required. Bill noted that anything with acidic contents requires a commercial kitchen for production.
- m. The WCFM is getting a mobile cooler which will need a permanent location for storage.
- n. Bill noted the idea of hot food for market goers to be provided by a local non-profit, such as Mountain Alliance.
- o. Susie noted the need for office space on site for a market manager and grant coordinator (2 staff).
- p. Bill to provide attendance numbers (but they believe up to 3500 on a busy Saturday).

5. Next Steps

- a. Community Participation –Teresa explained the survey and requested that they distribute to vendors and those on their mailing list.
- b. Project schedule – Teresa explained the schedule and invited Bill to represent the WCFM at future Steering Committee Meetings.





Creating Compelling Environments to Live, Work, and Play

MEETING MINUTES

SUBMITTED BY: Teresa Buckwalter

DATE: 1/25/2012

PROJECT: Daniel Boone Park

PROJECT No.: 11.16.0

ATTENDEES:

Daniel Boone Native Gardens	Rebecca Kaenzig, President Bob Oelberg, Marilyn Wright
Boone TDA	Eric Woolridge, Project Director
Halback Design Group, Inc	Teresa Buckwalter

DATE / LOCATION: 1/24/2012 - Horn in the West Administrative Office

PURPOSE: Above referenced meeting was held to discuss **Daniel Boone Native Gardens (DBNG)**. This is a summary of the writer's interpretation of the meeting. Unless advised in writing to the contrary, it is assumed those in attendance are in agreement with the statements as set forth and work will proceed on this basis.

1. Project Goals
 - a. Teresa Buckwalter introduced the project as "The Place where Boone Tells its Story".
 - b. This phase of the project is focused on dreaming and the "big picture."
 - The project will view the area from "30,000 feet," as opposed to focusing on the details.
2. Project Extents
 - a. HDG reviewed the project extents, which looks at the property as an entire, unified project area, as opposed to individual components (Native Garden, Hickory Ridge, etc).
3. Program Opportunities
 - a. Teresa explained the idea of "Organizing the Visitor Experience" and outlined the program opportunities discussed at the SAHA kick-off meeting
4. Stakeholder Input:

The Following are comments made during the meeting:

 - a. Rebecca identified the access road to the Horn in the West as problematic since it bisects the gardens, disrupts weddings and gets muddy at various times of the year.
 - b. They want to erect a screen (a higher fence with broadleaf evergreen plantings) and the road compromises their ability to install the screen).
 - c. Dave Davies interjected that the original deed calls for road access.
 - d. The DBNG are in the middle of a master planning process conducted by Bob Oelberg to define the space better, develop a plant list and objectives for the various spaces in the gardens.
 - e. The DBNG board leases only the space south of the road –the garden proper, not Strawberry Hill. Although they are open to ideas of future expansion, they want to focus their limited resources at present on the immediate area. The lease is between the Garden Clubs of North Carolina and the Town of Boone.

Halback Design Group, Inc.
 Boone Office: 328 Shulls Mill Road, Boone, North Carolina 28607 | Ph:828.963.8002
 St. Augustine Office: 287 St. George Street, St. Augustine, Florida 32084 | Ph: 904.825.6747
 www.Halback.com
 LC0000391



Daniel Boone Park | Where Boone Tells Its Story

- f. Their mission is preservation, conservation and education of native plants. A major goal is to show homeowners how to best use native plants in their home landscape.
- g. Their master plan doesn't include locations for facilities needed. They identified the need for a restroom and place for wedding parties to change/stage. They would also like to have a shelter for weddings in case of rain. They also identified the need for a shed.
- h. Bob suggested a combined access to the maintenance yard for the gardens equipment, etc. with the Horn in the West or even the Town of Boone's maintenance yard.
- i. Bob will provide the project team with a copy of the original plans for the gardens.

The following are written answers to questions (answers provided by Rebecca Kaenzig):

- A. How many members belong to the Daniel Boone Native Gardens

We do not yet have a member's organization; we have a board of 15, and many volunteers.

- B. Do you have annual attendance numbers or an estimate of the number of people who visit the garden annually?

First we should say that we have no accurate way to count since we have not staffed the gate for several years. We have a donation box and we have a book that asks visitors to sign in. But we know many visitors neither contribute nor sign in. In addition, although the Gardens are accessible throughout the year (because we cannot lock them!!!) any records we have are only for May 1 –October 31. These numbers do not include attendance at special events such as weddings, memorials, fundraisers, camps or concerts, as no one thought of counting for these events.

- Season of 2011 2,500
- Season of 2010 NA
- Season of 2009 NA
- Season of 2008 2,500
- Season of 2007 3,310
- Season of 2006 2,801

- C. What types of events are held at the gardens?

- a. Weddings
- b. memorial services
- c. concerts
- d. children's programs (Arbor Day, camp groups, Horn in the West Saturday productions during July)

- D. What opportunities do you see to increase attendance in the future?

- a. We are trying to add educational programs (such as gardening with natives) , free programs (such as Yoga in the Gardens) and concerts *(we have a sponsor for a concert series by ASU Music School students)
- b. In addition we have added hourly rates and non-profit rates to our rate schedule so we can hopefully attract some more events

- E. Is Strawberry Hill a part of the Daniel Boone Native Gardens?

No. But we would love to have it so we could develop it.



F. Is there a Master Plan for Strawberry Hill?

Not that we are aware of.

G. What funding sources are you aware of for potential future enhancements?

- a. We are starting a Members campaign this year.
- b. We are pursuing grant money but we have no one who really knows how to do that in our organization.

H. Are there possibilities for partnerships private, public or institutional?

- a. We feel we are positioned to partner with the Horn the West for some things.
- b. We partner with NC Agricultural Extension for education programs.
- c. We have a partnership with the local Audubon Society; they are working with Master Gardeners on a bird and butterfly garden area and we will have monthly bird walks next season.
- d. The Garden Club of NC is our parent organization and offers some help.
- e. The Elizabethan Gardens in Manteo is a sister garden and we are considering partnering opportunities. Our initial move will be to have information on our brochures for the other garden.
- f. We partner with neighborhood yoga for the free yoga

I. What are the possibilities of expanding the mission of the Daniel Boone Native Gardens?

- a. Our mission is to preserve native plants and educate the public about native plants.
- b. Opening the gardens for events such as weddings , concerts and community events aids this mission.
- c. We are open to discussion about changes that might be suggested.

J. What are the space needs?

- a. We would love to have the Strawberry Hill area. We could put Greenhouse space there and develop the Arboretum to really function as such.
- b. Storage for garden equipment and things like table, chairs, tents, etc.
- c. Restrooms and a changing area for brides.
- d. A covered area for programs and for shelter in inclement weather.
- e. A small greenhouse for plant propagation.
- f. Improve the gatehouse to allow for a sales area.
- g. Handicapped access to all areas of the Gardens.

K. What are the facility needs for the Daniel Boone Native Garden?

- a. Mentioned above: restrooms, covered area, storage.
- b. In addition we need to secure the Gardens and provide screening from the road. This must be done to make the Garden provide the restful experience of being “away” from the Town but in the town.
- c. We need to get rid of the road that separates one part of the Garden from the rest; this road has been a fire access for the Horn; it is important to eliminate this road in the long term plan.
- d. An entry that funnels visitors so we can count them and collect entry fees
- e. Handicapped access to all areas of the Gardens

5. Next Steps

- a. Community Participation –Teresa explained the survey and requested that they distribute it to those on their mailing list.
- b. Project schedule – Teresa explained the schedule and invited Rebecca to represent the DBNG at future Steering Committee meetings.





Creating Compelling Environments to Live, Work, and Play

PROJECT DIRECTORY
DRAFT 01.11.12

Daniel Boone Park / Horn in the West (HDG 11.16.0)

Steering Committee

Name	Affiliation	Email Contact	Phone
Betty Bond	SAHA	johnbond828@gmail.com	
Billy Ralph Winkler	SAHA	Winkler3@bellsouth.net	828-406-2313
Cherry Johnson	Watauga County Arts Council	cherry@watauga-arts.org	
Eric Gustaveson	Town of Boone	eric.gustaveson@townofboone.net	
Eric Woolridge	Watauga County TDA	eric@exploreboonearea.com	828-266-1345
Jamie Leigh	Boone Town Council	jamie.leigh@townofboone.net	
Michelle Ligon	Watauga County TDA and SAHA	michelle@exploreboonearea.com	828-266-1345
Rebecca Kaenzig	Daniel Boone Native Gardens	Kaenzigr@appstate.edu	
Rennie Brantz	SAHA	brantzrw@appstate.edu	
Steve Canipe	SAHA	stevec_1@charter.net	

Stakeholders

Name	Role	Email Contact	Phone
<i>Southern Appalachian Historical Association</i>			
John Cook	Board Member		
Terry Hamilton	Board Member	twhamilton@yahoo.com	828-963-5411
Bettie Bond	Board Member	johnbond828@gmail.com	
Rennie Brantz	Board Member	brantzrw@appstate.edu	
Ross Cooper	Board Member		
Andy Stallings	Board Member		
John Grasinger	Board Member		
Michelle Ligon	Board Member		
Arvil Sale	Board Member		
Nancy Spann	Board Member		
Diane Terry	Board Member		
Billy Ralph Winkler	Past Active Board Member	Winkler3@bellsouth.net	828-406-2313
Steve Canipe	Past Active Board Member	stevec_1@charter.net	
Lindsey Henson	Asst. Office Administrator	HornOperations@hotmail.com	828-264-2120
Virginia Roseman	Director of Public Relations	SAHAreations@yahoo.com	828-264-2120

Halback Design Group, Inc.
Boone Office: 328 Shulls Mill Road, Boone, North Carolina 28607 | Ph: 828.963.8002
St. Augustine Office: 287 St. George Street, St. Augustine, Florida 32084 | Ph: 904.825.6747

www.Halback.com
LC0000391



Daniel Boone Park | Where Boone Tells Its Story

Dave Davis	Museum Curator	HornOperations@hotmail.com	828-264-2120
Julie Richardson	Director	HornDirector@gmail.com	404-276-1479

Daniel Boone Native Gardens

Rebecca Kaenzig	Board Member	Kaenzigr@appstate.edu	
-----------------	--------------	-----------------------	--

Town of Boone

Loretta Clawson	Mayor	Loretta.Clawson@townofboone.net	
Lynne Mason	Mayor Pro-Term	Lynne.Mason@townofboone.net	
Andy Ball	Town Council	andy.ball@townofboone.net	
Rennie Brantz	Town Council	Rennie.Brantz@townofboone.net	
Jamie Leigh	Town Council	jamie.leigh@townofboone.net	
Stephen Phillips	Town Council	Stephen.Phillips@townofboone.net	
Greg Young	Town Manager		828-268-6200
Jim Byrne	Town of Boone Asst. Manager		828-268-6200
Bill Bailey	Planning & Inspections Director		
Blake Brown	Public Works Director		
Eric Gustaveson	Town of Boone Public Works	eric.gustaveson@townofboone.net	

Watauga County Farmer's Market

Bill Moretz	Board Member		828-264-3424
-------------	--------------	--	--------------

Festival Organizers

Jimmy Hunt	Musical events		
Sam Calhoun	Daniel Boone Days		

Watauga County TDA

Eric Woolridge	Director of Tourism Planning	eric@exploreboonearea.com	828-266-1345
Michelle Ligon	Director of Public Relations	michelle@exploreboonearea.com	828-266-1345

Watauga County Arts Council

Cherry Johnson	Executive Director	cherry@watauga-arts.org	
----------------	--------------------	-------------------------	--

High Country Host

Millie Barbee			
---------------	--	--	--



ASU

Keith Martin	Theater Department	martink1@appstate.edu	828-262-8179
Neva Specht	Cultural Museum/History Dept.	spechtnj@appstate.edu	828-262-6879
Ged Moody	Sustainability Director	moodyge@appstate.edu	828-262-2665
Barry Sauls	Parking & Traffic Director		

Boone TDA**Downtown Boone Development Association**

Pilar Fotta

Boone Area Chamber of Commerce

Dan Meyers

Adjacent Neighbors

Barney Hampton Funeral Home

Project Team

Name	Role	Email Contact	Phone
Eric Woolridge	Project Director, Watauga TDA	eric@exploreboonearea.com	828-266-1345
Fred Halback	Project Manager, HDG	fred@halback.com	904-814-7954
Jeremy Marquis	Master Planning, HDG	jeremy@halback.com	904-540-6940
Teresa Buckwalter	Landscape Architecture, HDG	teresa@halback.com	828-719-0177



Project Schedule

Halback Design Group, Inc. | 11.16.0 Horn in the West
 Calendar revised 01/06/2012
January 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	Data Collection - Base Sheet				Kickoff Meeting 11am-12pm	
8	9	10	11	12	13	14
	Base Sheet Refinement		Event / Fundraising / Programming			
15	16	17	18	19	20	21
	Event / Fundraising / Programming					
22	23	24	25	26	27	28
	MLK Day					
	Framework Plan & Summary				Phase 1 FINAL	
29	30	31				
	Stakeholder Interviews Review & Comments					

Halback Design Group, Inc. | 11.16.0 Horn in the West
 Calendar revised 01/06/2012
February 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Stakeholder Interviews Review & Comments			
5	6	7	8	9	10	11
	Stakeholder Interviews		Case Studies			
12	13	14	15	16	17	18
	Program Diagram & Summary					
19	20	21	22	23	24	25
	President's Day	Phase 2 FINAL	Steering Mtg. 3-5pm Watauga County Library	Review & Comments		
26	27	28	29			
	Review & Comments		Conceptual Plans			

Halback Design Group, Inc. | 11.16.0 Horn in the West
 Calendar revised 01/06/2012
March 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
			Conceptual Planning Alternatives			
4	5	6	7	8	9	10
	Conceptual Planning Alternatives					
11	12	13	14	15	16	17
	Conceptual Planning Alternatives		Analysis Matrix			
18	19	20	21	22	23	24
	Public Wkshp. 5-7pm Watauga County Library	Consensus Conceptual Plan & Summary				
25	26	27	28	29	30	31
	Phase 3 FINAL Steering Mtg. 3-5pm Watauga County Library	Final Conceptual Master Plan Review & Comments				

Halback Design Group, Inc. | 11.16.0 Horn in the West
 Calendar revised 01/06/2012
April 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	Final Conceptual Master Plan			OPPC, Phasing, Permitting		
8	9	10	11	12	13	14
	Summary, Final Graphics, and Text Review & Comments		Phase 4 FINAL			Good Friday
15	16	17	18	19	20	21
	Easter		Town Council 6:30pm			
22	23	24	25	26	27	28
29	30					



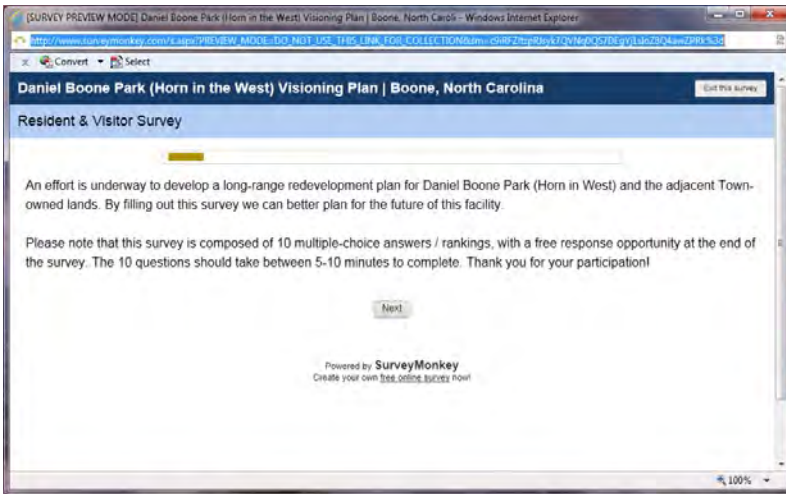
Preference Survey

Electronic Survey to Cast a "Wide Net"

Marquis Halback, Inc. is utilizing "SurveyMonkey" for an easy-to-use digital survey that will enable many respondents to share their thoughts, dreams, and expectations for Daniel Boone Park.

The web address for the survey is:

<http://www.surveymonkey.com/s/9GDVXNH>



Daniel Boone Park Visioning Plan | Boone, North Carolina

Resident & Visitor Survey

An effort is underway to develop a long-range redevelopment plan for Daniel Boone Park (Horn in West) and the adjacent Town-owned lands. By filling out this survey we can better plan for the future of this facility.

Please note that this survey is composed of 10 multiple-choice answers / rankings, with a free response opportunity at the end of the survey. The 10 questions should take between 5-10 minutes to complete. Thank you for your participation!

Daniel Boone Park Visioning Plan | Boone, North Carolina

Please tell us about yourself.

The following survey is made up of 10 questions. It should take between 5-7 minutes to complete. We appreciate your time and responses.

1. Please describe yourself.

- Full-Time resident
- Part-Time / seasonal resident
- Student
- Visitor



Daniel Boone Park Visioning Plan | Boone, North Carolina

Please describe your use and impressions of Daniel Boone Park.

2. For the following activities, how often do you visit Daniel Boone Park? Please select one response per activity.

	1+ time/week	1+ time/month	2-3 times/year	1 time/year	Only once	Never
Horn in the West outdoor drama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hickory Ridge Homestead Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daniel Boone Native Gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watauga County Farmers' Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boone Recycling Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jaycee park and playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberry Hill trails and open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Daniel Boone Park Visioning Plan | Boone, North Carolina

Please describe your use and impressions of Daniel Boone Park.

3. Do you visit the following alone or with others? Please choose the best responses (multiple are allowed) for each.

	Family	Friends	Out-of-Town Guests	Alone	I do not visit
Horn in the West outdoor drama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hickory Ridge Homestead Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daniel Boone Native Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watauga County Farmers' Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boone Recycling Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaycee park and playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strawberry Hill trails and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Daniel Boone Park Visioning Plan | Boone, North Carolina

Please describe your use and impressions of Daniel Boone Park.

4. Please describe your experience while visiting the following (one response per activity):

	Great	Good	Average	Poor	No Opinion
Horn in the West outdoor drama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hickory Ridge Homestead Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daniel Boone Native Gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watauga County Farmers' Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boone Recycling Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jaycee park and playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberry Hill trails and open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Daniel Boone Park Visioning Plan | Boone, North Carolina

Please describe your use and impressions of Daniel Boone Park.

5. Please describe the condition of the following facilities (one response per facility):

	Great	Good	Average	Poor	No Opinion
Horn in the West outdoor drama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hickory Ridge Homestead Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daniel Boone Native Gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watauga County Farmers' Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boone Recycling Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jaycee park and playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberry Hill trails and open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Daniel Boone Park Visioning Plan | Boone, North Carolina

How do you access Daniel Boone Park?

6. How often do you use the following entrances to Daniel Boone Park? Please select one response per entrance.

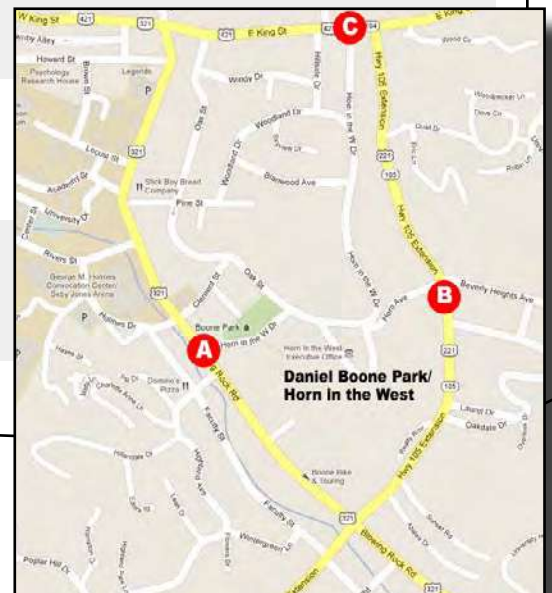
	Frequently	Sometimes	Seldom	Never
Entrance A: Blowing Rock Road / US321 (from south, connects with Horn in the West Drive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrance B: Hwy 105 Extension / US221 (from east, connects with Horn Avenue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrance C: King Street / US421 (from north, connects with Horn in the West Drive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Daniel Boone Park Visioning Plan | Boone, North Carolina

How do you access Daniel Boone Park?

7. Please describe the perceived safety and visibility of the following access points (one response per entrance):

	Great	Good	Average	Poor	No Opinion
Entrance A: Blowing Rock Road / US321 (from south, connects with Horn in the West Drive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrance B: Hwy 105 Extension / US221 (from east, connects with Horn Avenue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrance C: King Street / US421 (from north, connects with Horn in the West Drive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Inset from survey.



Daniel Boone Park Visioning Plan | Boone, North Carolina

How do you access Daniel Boone Park?

8. How often do you use Horn in the West Drive as a bypass? Please select one.

- Frequently (2-3 times/week)
- Sometimes (1 time/week)
- Seldom (1 time/month)
- Never



Inset from survey.

Daniel Boone Park Visioning Plan | Boone, North Carolina

What events and activities would you like at Daniel Boone Park?

9. Please rate your interest level in the following events and festivals that are / can be held at Daniel Boone Park. Please select one response per event.

	High Interest	Moderate Interest	Low Interest	Not Appropriate
Horn in the West drama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local music, theatre, and dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional / national music, theatre, and dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boone Heritage Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haunted Horn events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional community festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Daniel Boone Park Visioning Plan | Boone, North Carolina

What events and activities would you like at Daniel Boone Park?

10. Please rate your interest level in the following activities that are / can be held at Daniel Boone Park. Please select one response per activity.

	High Interest	Moderate Interest	Low Interest	Not Appropriate
Hickory Ridge Homestead and museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional cultural museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmers' Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails, playgrounds, and picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor center and welcome center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community meeting and event spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art studio, rehearsal spaces, and blackbox theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weddings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Daniel Boone Park Visioning Plan | Boone, North Carolina

Additional feedback?

11. Please provide any additional comments. Please press DONE to submit the survey. Thank you for your input.

