

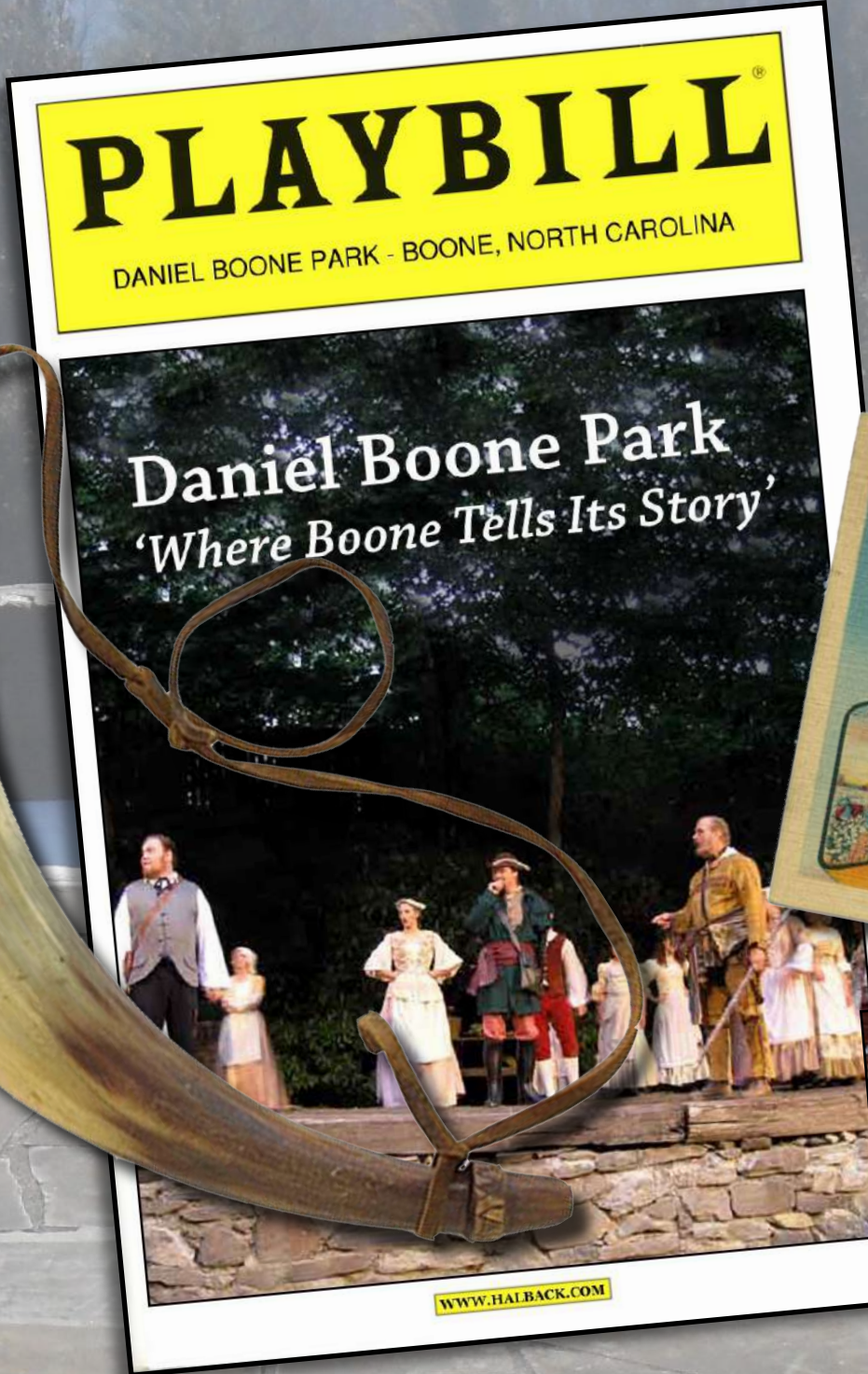


Daniel Boone Park
Where Boone Tells Its Story

11.16.0 Daniel Boone Park

Phases 3 & 4: Conceptual Master Plan

Executive Summary | April 12, 2012



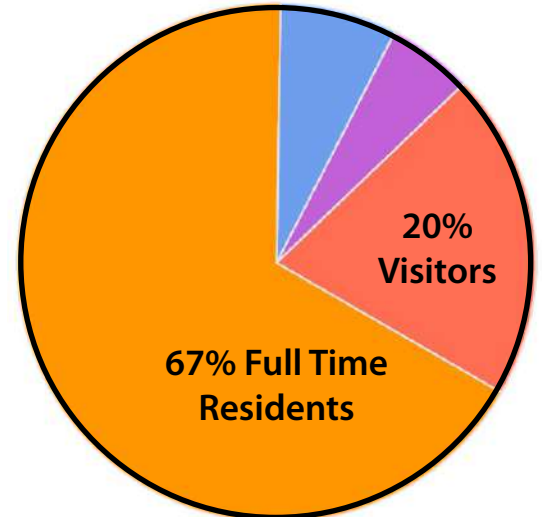
Executive Summary

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* outdoor drama 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).

Survey Summary

An online survey was conducted from January to April 2012. This survey allowed a wide "net" to be cast. As of April 12, there were 511 responses. Over two-thirds (67%) of the respondents were full time residents, while 1 in 5 (20%) were visitors. The remaining 13% was composed of part-time residents and students.



There are six main "takeaways" from the survey responses and stakeholder interviews conducted by the design team. These include the following:

- **Boone's Central Park:** Many respondents noted the central location of Daniel Boone Park and the opportunity to make it a large central park.
- **Horn in the West...and More:** Respondents noted their support of the *Horn in the West* outdoor drama. Many also noted their desire to have additional cultural, musical, and arts events in the amphitheater.
- **Permanent Farmers' Market:** The consensus in the survey was for the Farmers' Market to remain on the site, and many noted the need for permanent facilities.
- **Gardens & Trails to Connect the Site:** Many looked to gardens, trails, and pathways to create better connections throughout the site and to connect with the outdoor culture of Boone.
- **Minimize Impacts from Recycling & Maintenance:** Respondents noted the need to minimize the visual and auditory impacts from the recycling center and the Town of Boone maintenance yard.
- **Parking is Important:** The need for easily accessible and adequate parking, while not overwhelming the parklike nature of the property, was a primary logistical concern of the community.

Program Opportunities

Based on the community and stakeholder feedback, all program elements should ultimately relate to the central theme of the place where *'Boone Tells Its Story'*. This park has three distinctive areas of focus that the consultant team recommends building a program to encompass:

- **Organize:** The park should serve as the central location for *'organizing the visitor experience'* in the Boone area.
- **Celebrate:** This project can be the premier outdoor event space in Boone for celebrating the heritage, culture, and special events that make Boone unique.
- **Sustain:** Reflective of community priorities, this park should focus on sustainable practices.



Program Opportunities Diagram

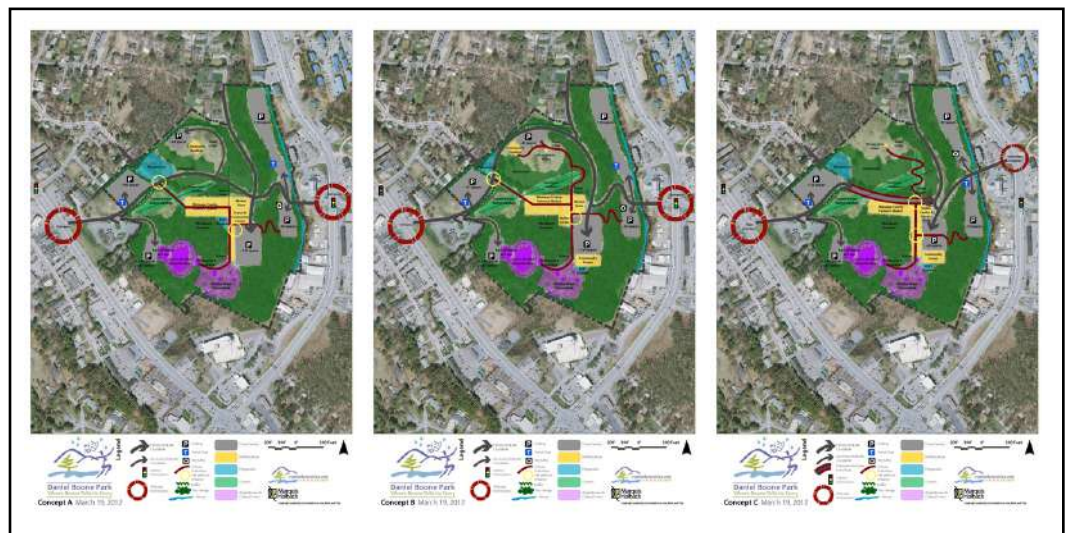


Alternative Master Plans

Three alternative master plans were developed to organize the program on the site of Daniel Boone Park. The plans explored a variety of methods to organize the visitor experience and to incorporate the program needs identified by the community and stakeholders.

Concepts A and B shifted Horn in the West Drive, which segments the site, away from Daniel Boone Native Gardens and added a new east entrance at the light at the 105 Extension. Concept C looked to maintain as much current infrastructure as possible by introducing traffic calming on the Drive.

All concepts noted the need for additional parking and / or a traffic management plan to support the expanded program.



Recommended Program

The recommended program for Daniel Boone Park is below for review and discussion.

CELEBRATE	Horn in the West Amphitheater	
	Seating Bowl (1,640 fixed seats)	16,000 sf
	Circulation / Ramped Areas	5,000 sf
	Restroom Buildings	1,100 sf
	Ticket Office Building	575 sf
	Concessions Building	800 sf
	Ticket Control / Plaza	
	Outdoor Pre-Event Space	
	Back of House	4,500 sf
	Men's and Women's Dressing	
	Laundry / Storage	
	Receiving / Circulation	
	Stage	4,000 sf
Open Space / Buffer		
CELEBRATE	Hickory Ridge Homestead	
	Tatum House (ca. 1780)	984 sf
	Frazier Cabin (ca. 1850)	1,006 sf
	WPA Cabin (ca. 1935)	313 sf
	Coffey House (ca. 1875)	623 sf
	Blacksmith Shop	144 sf
	Black Horse Tavern	367 sf
	Outdoor Classroom, Demonstration Areas, Open Space / Buffer	
ORGANIZE	Visitor Orientation & Community Center	
	Lobby / Orientation Space	800 sf
	Cultural Exhibit / Gallery	1,800 sf
	Rehearsal & Artisan Spaces	1,500 sf
	Banquet / Event / Meeting	5,000 sf
	Community Office / Administration / Mechanical, Electrical	1,800 sf
	Restrooms	1,200 sf
	Circulation / Miscellaneous	2,400 sf
SUSTAIN	Farmers' Market	
	Market Store & Commercial Kitchen	2,500 sf
	110 Vendor Stalls (12'x18')	
	Covered	3,500 sf
Open Plaza		
SUSTAIN	Daniel Boone Native Gardens	
	Ticket Pavilion	200 sf
	Maintenance / Garden Shed	200 sf
	Restroom / Dressing / Pavilion	1,200 sf
	Restroom / Strawberry Hill	320 sf
	Greenhouse	
Open Space / Buffer		
SUSTAIN	Strawberry Hill Arboretum	
	Trails and Greenspace	
Observation Tower		
SUSTAIN	Jaycee's Park and Playground	
	Parking	
	Lot 1 (west)	112 spaces
Lot 2 (middle)	128 spaces	
Overflow Parking (east)	167 spaces	

Conceptual Master Plan



Legend

- | | |
|--|---|
| <p>1 Horn in the West Amphitheater
Covered Stage & Back of House
Entry / Preshow Plaza
Ticket Office</p> <p>2 Hickory Ridge Homestead
The Orchard
Hickory Ridge Homestead</p> <p>3 Community Center</p> <p>4 Market Pavilion</p> <p>5 Farmers' Market Plaza</p> <p>6 Garden Pavilion</p> | <p>7 Daniel Boone Native Gardens</p> <p>8 Expanded Garden / Demonstration Area</p> <p>9 Woodland Gardens</p> <p>10 Strawberry Hill
Arboretum & Hillside Meadow</p> <p>11 Observation Tower & Stone Circle</p> <p>12 Playgrounds</p> <p>13 Parking Lot with Bioretention</p> <p>14 Overflow Parking</p> <p>15 Recycle Center & Maintenance Area</p> |
|--|---|

Horn in the West Amphitheater & Hickory Ridge Homestead

Visitors to the amphitheater will be transported back into the 1770s as they walk through **the orchard** of fruit trees after purchasing their tickets. The **Hickory Ridge Homestead** will be a true “pre-show” space, where reenactors can entertain patrons before the performances. Visitors then pass through a gateway to the amphitheater bowl. **Restrooms, concessions, and ADA-accessible ramps** are on either side, leading to the seating bowl. Seating capacity: 1,640 fixed seats + 300 temporary seats.



Some photographs by others.



Farmers' Market & Community Center

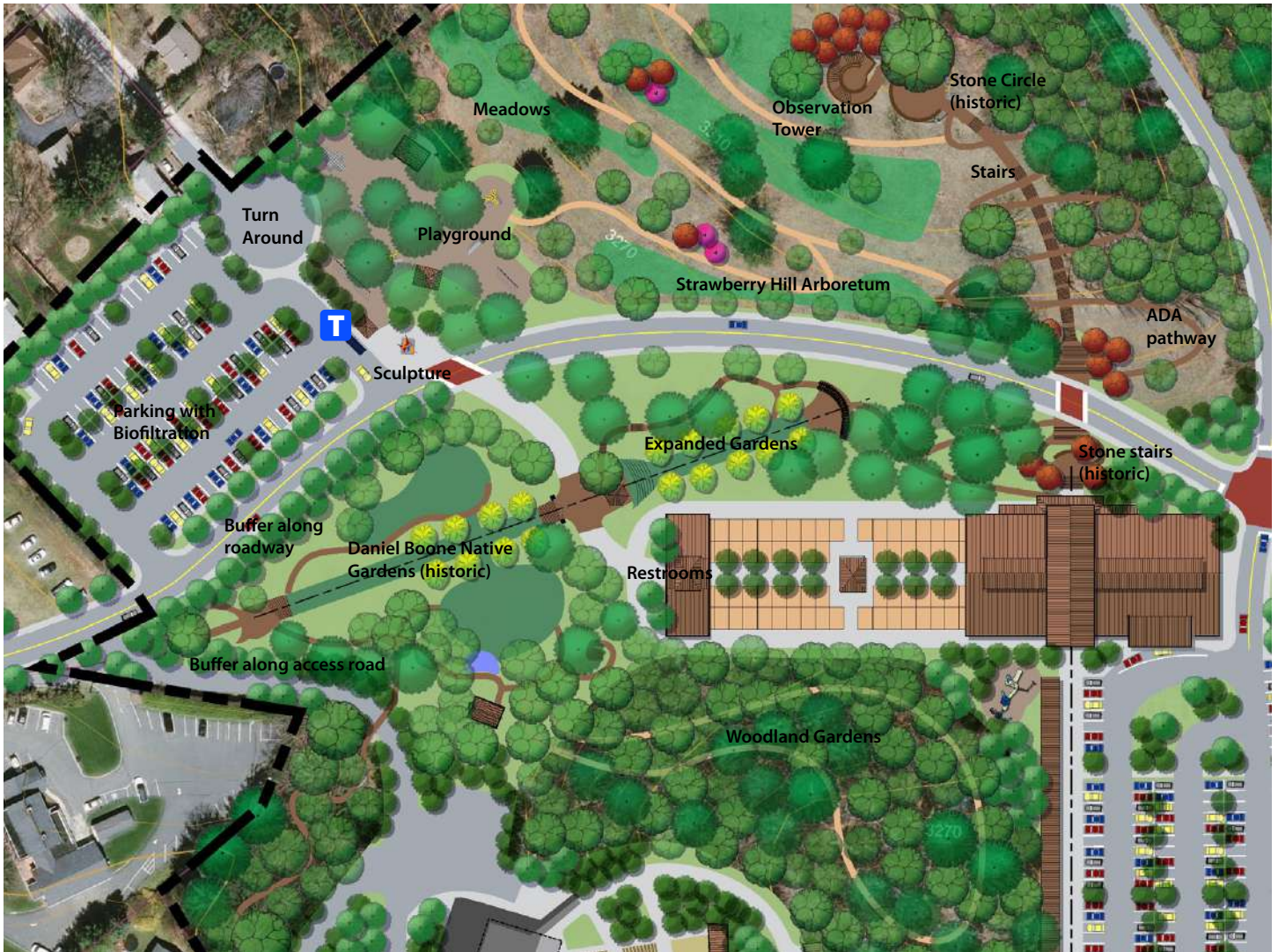
Horn in the West Drive is shifted north as it passes through Daniel Boone Park, which creates an expanded area for the **Farmers' Market** and a new **community and visitor center**. A **main pedestrian spine** runs north-south, connecting the market pavilion and community center with the Strawberry Hill arboretum (north) and Hickory Ridge / the Amphitheater (south). Additional covered market stalls run along this pathway.



Photographs by others.

Daniel Boone Native Gardens & Strawberry Hill Arboretum

The **Daniel Boone Native Gardens** are expanded across the flagstone landing at the iconic gates. The lawn is continued northeast, complete with demonstration gardens on either side. The shift in Horn in the West Drive away from the gardens allows for substantial buffering to block this roadway and the access road for the amphitheater. A new **ADA-accessible pathway** and a **grand staircase** from the existing stone stairs lead up the **Strawberry Hill arboretum** to the stone circle. A new stone **observation tower** allows visitors to take in the mountains surrounding Boone's central park.



Photographs by others.



Phasing & Conceptual Estimate of Probable 2012 Project Budget

The estimate below is provided for budgeting purposes. It is important to note that some items must be phased together. For example, the rerouting of the parkway (Horn in the West Drive) needs to occur prior to or in conjunction with the new community center and farmers' market. Other items, such as the amphitheater and Hickory Ridge, can move forward independent of other improvements.

Infrastructure	\$2,098,046
<i>Site Development – demolition, grading, retaining walls, sidewalks, landscaping, lighting</i>	
<i>Parkway</i>	
<i>Parking Lot w/ bio-retention – West</i>	
<i>Parking Lot w/bio-retention – East</i>	
<i>Overflow Parking</i>	
Structures / Facilities	
Amphitheater & Hickory Ridge	\$2,062,500
<i>Back of House</i>	
<i>Covered Storage</i>	
<i>Seating Bowl</i>	
<i>Pavilions, Restrooms, Concessions</i>	
<i>Site Features – walks, ramps, walls, lighting, paving, landscape</i>	
Community Center	\$2,100,000
Farmer's Market	\$1,111,000
<i>Covered Market</i>	
<i>Pavilions</i>	
<i>Market Plaza</i>	
Park Restrooms / Pavilions	\$ 500,000
<i>Garden Facility</i>	
<i>Miscellaneous Structures</i>	
<i>Maintenance / Recycle Complex</i>	
Park Elements	\$ 800,000
<i>Garden Expansion</i>	
<i>Arboretum / Strawberry Hill</i>	
<i>Stone steps, walks, trails</i>	
<i>Observation Tower</i>	
<i>General – landscaping, lighting, signage, furniture, playground, etc.</i>	
	Construction Costs
	\$8,671,546
	Contingency
	\$1,300,732
	TOTAL Conceptual Budget
	\$9,972,278

Notes:

- (1) Does not include FFE (fixtures, furnishings, equipment) items.
- (2) Does not include theatrical equipment (sound, lights, acoustics, sets, rigging, etc.).
- (3) Does not include professional services, permit, impact or connection fees.
- (4) Addition of partial covering over amphitheater seating bowl: \$800,000.
- (5) Assumes 2012 costs.

Daniel Boone Park Operations

There are opportunities for efficiencies and improved operations of Daniel Boone Park, which should be considered along with the physical improvements described herein.

- **Existing Operations / Leasing Arrangements**, through SAHA, DBNG, and subleases
- **Town of Boone (direct, active management)**, such as the cultural resources director position and Cultural Resources Board as proposed by Councilwoman Jamie Leigh and Councilman Rennie Brantz
- **Boone / Watauga Tourist Development Authority (TDA)**, which is the model often used around the US, including the St. Augustine Amphitheatre