

LB 406 – Lake McConaughy Region Design Workshop

September 30, 2021

Final Presentation

WELCOME

- Safety moment: emergency exits, 911, CPR
- Restrooms
- Refreshments
- Social distancing and available PPE

TODAY'S AGENDA

- LB 406 Study Overview
- Efforts to Date
- Market Assessment
- Survey Results
- Initiatives
- Discussion

MEET THE HDR TEAM

- John Engel, P.E., Water Resources Engineer
- Doug Bisson, Urban Design, Planning, and Landscape Architecture Principal
- Jen Cross, Site Design Leader
- Bill DeRoin, Architect
- Andy Gorham, Urban Design, Planning, and Landscape Architecture Leader
- Calvin Hean, Landscape Architectural Coordinator
- Troy Henningson, Landscape Architect

MEET THE HDR TEAM

- Alison Ingunza, Landscape Architect
- Alex Robinson, Landscape Architectural Designer
- Amanda Brandt, Public Involvement Coordinator
- Geoff Dickinson, SB Friedman Development Advisors
- Michael Ryzhov, SB Friedman Development Advisors



LB 406 - Statewide Tourism and Recreational Water Access and Resource Sustainability (STAR WARS)

LEGISLATIVE BILL 406

- Passed by One Hundred Seventh Legislature, signed by the governor May 25, 2021
- Established the <u>Statewide Tourism and Recreational Water Access and</u> <u>Resource Sustainability</u> (STAR WARS) Special Committee of the Legislature
- Authorized studies focusing on securing Nebraska's future **water supply** and strengthening Nebraska's **flood control infrastructure**, while also considering **economic and recreational opportunities**, including opportunities from increased tourism, in finding innovative solutions and winning opportunities for the State of Nebraska
- Transformational projects that enhance economic development and catalyze private investment that benefit residents, the region, and the state.

STAR WARS SPECIAL COMMITTEE



Sen. Mike Hilgers, *Speaker, District 21*



Sen. Rob Clements, *District 2*



Sen. Mike Flood, *District 19*



Sen. Bruce Bostelman, *District 23*



Sen. John McCollister, *District 20*



Sen. Mike McDonnell, *District 5*



Sen. Dan Hughes, *District 44*



Sen. Tim Gragert, *District 40*

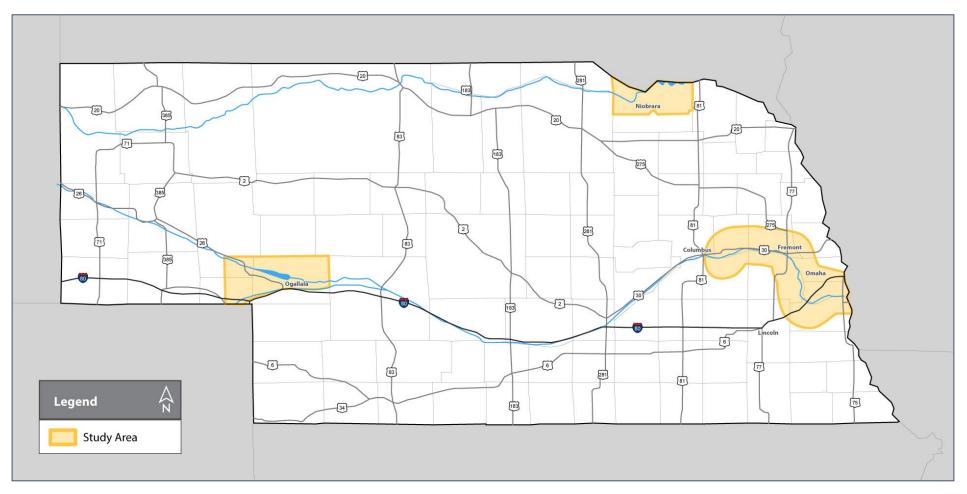


Sen. Anna Wishart, District 27



Sen. Tom Brandt, *District 32*

IDENTIFIED GEOGRAPHIC AREAS



LAKE MCCONAUGHY REGION

Overview

LAKE MCCONAUGHY PROJECT REGION



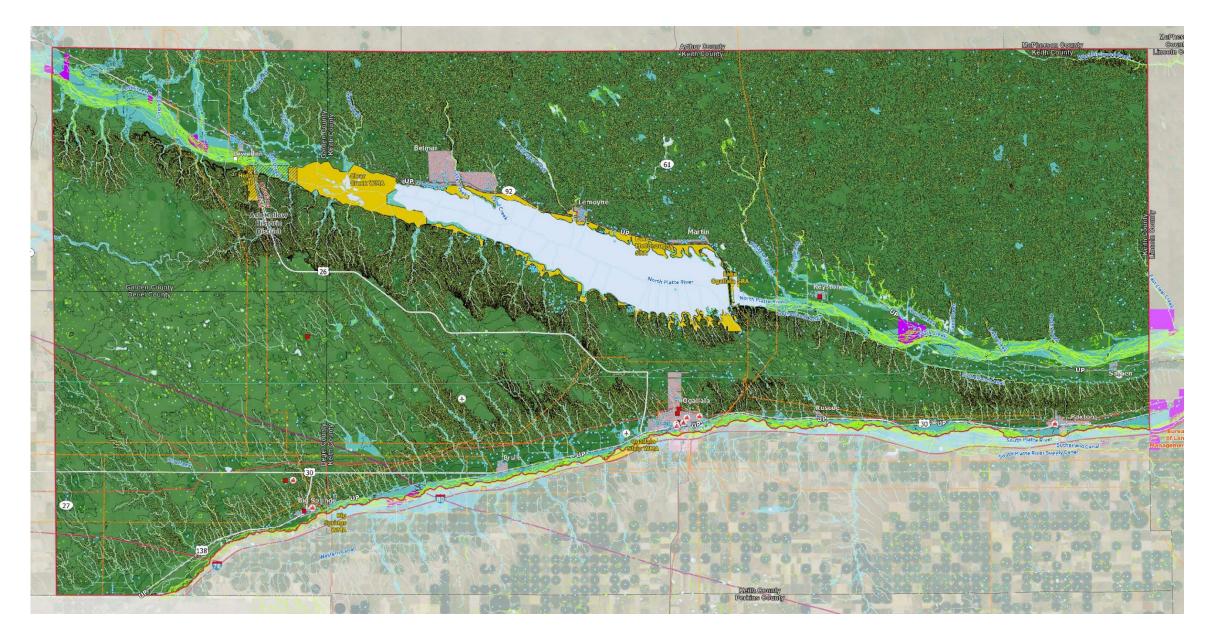
FROM LB406:

- Section 2.3 (a): "Studies shall be conducted on...(ii) The need to provide for public safety, public infrastructure, land-use planning, recreation, and economic development in the Lake McConaughy region of Keith County, Nebraska;"
- Section 2.3 (c): "The studies regarding Lake McConaughy in Keith County.....shall evaluate the outcomes and the economic benefits of proposed development and improvements to residents, the local region, and state tourism."

SETTING THE STAGE

- We will be discussing:
 - Economic development
 - Public infrastructure
 - Land-use planning
 - Recreation
 - Public Safety

- We don't be discussing
- Water supplies
- Water uses
- Lake McConaughy water operations



EFFORTS TO DATE

- Context Assessment
- Public Hearing & Tour
- Market Assessment
- Survey



CONTEXT ASSESSMENT

- Held August 12, 2021 at Lake McConaughy Visitor's Center
- Representatives from:
 - City of Ogallala
 - Keith County Board of Commissioners
 - Keith County Planning and Zoning Board
 - Keith County Area Development
 - CNPPID
 - Nebraska Game & Parks Commission
 - Local business owners
 - Audubon society
- Focused on opportunities; challenges; proposed/planned development; desired public realm conditions; utility, infrastructure and community facility needs; and precedents and best practices



PUBLIC HEARING & TOUR

- Tour of Lake McConaughy region on August 19-20th, 2021.
- Public Hearing August 20, 2021 in Ogallala
- STAR WARS Committee received testimony regarding the Lake McConaughy region
- Transcript available on the project website



MARKET ASSESSMENT

SB Friedman Development Advisors

LAKE MCCONAUGHY AREA TOURISM ECOSYSTEM

A vibrant tourism ecosystem consists of attractions, lodging and support services



- The Hospitality and Tourism sector is built on an interconnected web of various tourism assets including attractions, support services, lodging and places that provide opportunities for visitors to eat, sleep and play.
- To continue to grow the tourism ecosystem, the Study Area could enhance and encourage development of various tourism assets to extend the tourist season and establish the area as a year-round destination.
- Certain opportunities are likely most feasible when one or more other tourism assets are present.
- Co-locating assets could also help enhance viability of new tourism opportunities.

LAKE MCCONAUGHY

Lake McConaughy is a major regional tourism destination and the #1 attraction in the State

- The Study Area has a strong recreation & leisure tourism base due to the regional draw of Lake McConaughy/Lake Ogallala State Recreation Areas.
- Lake McConaughy/Lake Ogallala State Recreation Area is the #1 attraction in Nebraska and draws more than 1.9 million visitors annually, most of which (86%) come from out-of-State.
- Lake McConaughy's tourism draw includes its size (56 square miles), white sand beaches and shoreline camping.



ASPIRATIONAL DESTINATIONS

Successful tourism destinations exemplify how the Study Area can further develop its tourism assets

Destination	Lake Powell, Utah/Arizona	Blue Mesa Reservoir, Colorado	Lake Eufaula, Oklahoma	Lake Pend Oreille, Idaho
Description	Major man-made reservoir on the Colorado River located on the Utah/Arizona border.	Man-made reservoir on the Gunnison River, largest lake located entirely in Colorado.	Major man-made reservoir on the Canadian River, largest lake in Oklahoma.	Natural lake, largest lake in Idaho.
Distance to Nearest Major City	4.5 hours from Phoenix 4.5 hours from Las Vegas	4 hours from Denver	2 hours from Oklahoma City 3.5 hours from Little Rock	1 hour from Spokane 4 hours from Missoula
Size of Lake	254 sq miles	14 sq miles	160 sq miles	148 sq miles
Number of Annual Visitors	3.0M	1.0M	2.5M	2.0M
Population within 4-hour Driveshed	0.8M	2.5M	16.4M	1.8M

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ASPIRATIONAL DESTINATIONS

Lake McConaughy is missing several tourism assets present in aspirational destinations

	Lake Powell	Blue Mesa	Lake Eufaula	Lake Pend Oreille	Lake McConaughy
Marina	X	X	X	X	
Event Space	X			X	Х
Golf Course	Х		X	Х	Х
Waterfront Dining	X	X		×	Х
Resort	X			X	
Non-Traditional Camping	X	×	×		
RV Campgrounds			X	X	Х
Master-Planned Community	X	×	×		
Workforce Housing Solutions					

X = Present; O = Comp

BUILD UPON EXISTING ATTRACTIONS

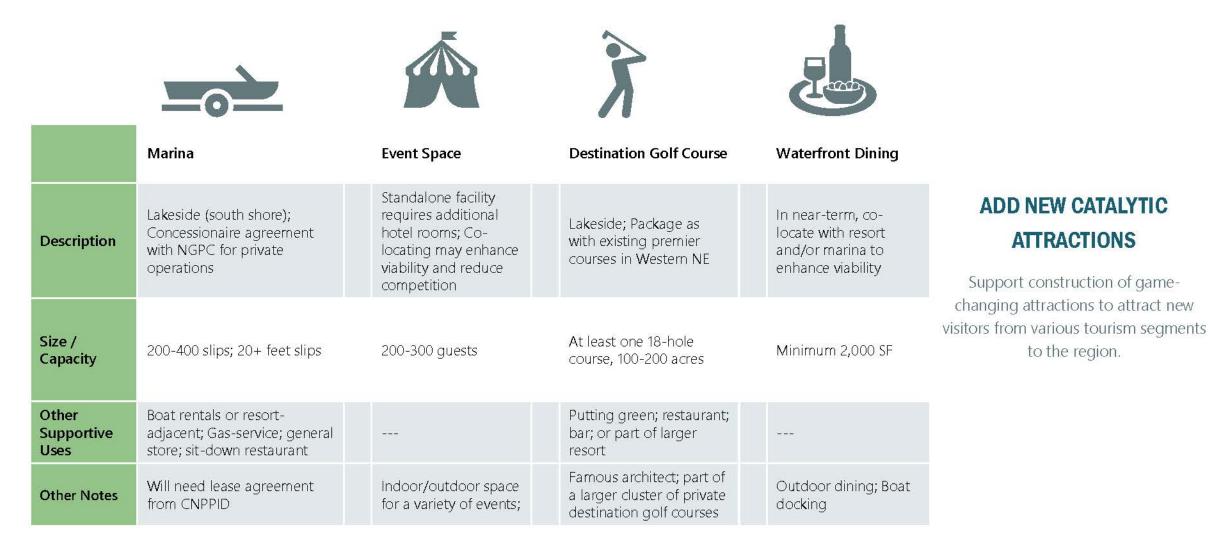
The SRA Capital Plan outlines projects that will strengthen the Study Area's existing attractions

	Non-motorized Trails	ATV Trails	Boat Access	Fishing	
Opportunity	 Add new hiking/biking routes First designated water trail in State 	• Expand attraction viable in shoulder seasons & off-peak	• Improve and expand marinas	Improve accessProtect natural habitat	ENHANCE EXISTING ATTRACTIONS Expand on existing attractions and
Proposed Projects	 Various new multi-use trails Water trail development 	• New motorized trails (Lemoyne Bay to Otter Creek)	 Ogallala Beach Boating Access Project Repair of existing access facilities 	 Angler access improvements Aquatic habitat improvements 	support services to increase the number of visitors, attract visitors during the shoulder seasons, and enhance the visitor experience.
Typical Project Cost	\$500,000	\$800,000	\$8 million	\$500,000	

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OPPORTUNITY FOR NEW CATALYTIC ATTRACTIONS

Key new attractions will complement existing activities and strengthen the tourism ecosystem





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OPPORTUNITY FOR ADDITIONAL LODGING

Additional lodging may extend the tourism season and attract new visitors to the Study Area





	RV & Traditional camping	Non-Traditional Camping	Resort
Location	Near Lake; could be leased via concessionaire agreement with NGPC within existing SRA/campground	Within existing SRA/campground; could be leased via concessionaire agreement with NGPC	Lakeside; Privately-owned land; Would require lease agreement from CNPPID for lake access
Rooms/ Sites	50-100	5-50	50-350
Acreage Needed	5-15		5-20
Price per Night	\$50-100 (R V)	\$75-200	\$200-300
Amenities	General store, recreation activity (pool/golf/event space), restaurant	Bathrooms, electricity	Dining, recreation activity (pool, golf, spa); could be co-located with marina. Include an event space



ADD NEW LODGING

Additional lodging is needed to serve any increase in peak-season tourism

OPPORTUNITIES FOR NEW HOUSING DEVELOPMENT

New housing can support existing workers and attract new residents to the region





	Workforce Housing - LIHTC	Master-Planned Community		
Form	Infill Development	Greenfield Development	ADD NEW RESIDENTIAL	
Preferred Location	Ogallala	Lakeside	Encourage new housing construction in a variety of formats and price points to support housing needs	
Total Units	10-20	Varies based on available land		
Unit Breakdown / Typology	Two- and three-bedroom units	Mix of typologies in walkable traditional neighborhood, including single-family detaches and townhomes		
Acreage Needed	1-2	>100 (phased over time)		
Amenities		Community club, pool, etc.		

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OPPORTUNITY SUMMARY

Catalyze an increase in private investment into tourism, recreation and economic development



ATTRACTIONS & SUPPORT SERVICES

Enhance and add attractions to increase the number of visitors to the Lake McConaughy Region

200-300 person capacity event space

18-hole destination golf course

2,000 + SF waterfront restaurant



LODGING

Provide diverse lodging options at a variety of price points to support yearround tourism

Opportunities

- 50-100 site RV park
- 5+ non-traditional camping sites
- 50-350 key lakefront resort



HOUSING

Encourage new housing construction in a variety of formats and price points to support housing needs

Opportunities

- 10-20 workforce housing units
- New, lakeside master planned community

Opportunities

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200-400 slip marina

DEVELOPMENT STRATEGY

Considerations to maintain and improve Lake McConaughy

- **Stabilize.** Catch up on deferred maintenance and infrastructure upkeep.
- **Build.** Fund and implement the improvements from the Park's 20-year plan.
- **Evolve.** Change concessionaire agreements to encourage long-term investment.
- Enhance. Establish brand and performance standards for vendors and concessionaires.
- Ensure all new and existing activities support a shared vision for the Lake.



SURVEY RESULTS

LOCAL & REGIONAL INTERESTS

- 297 Survey Responses
- 103 from Ogallala
- Approx. half from Keith County
- Rest: From the region, Nebraska and a handful of out of state (Colorado, Wyoming)

MAIN THEMES

- Natural Landscape Preservation (Trash Reduction)
- Water Access and Water Level Fluctuation
- Increasing Responsible Tourism
- Lengthening Tourism Season (Shoulder Season)
- Growing Economy without Hurting Local Businesses
- Safety and Enforcement
- Enhancing Outdoor Activities: Fishing, Camping, Biking
- Affordable Housing/More Lodging
- More Recreation and Entertainment Event/Opportunities
- Leave It Alone



PROCESS: DAY1PIN-UP





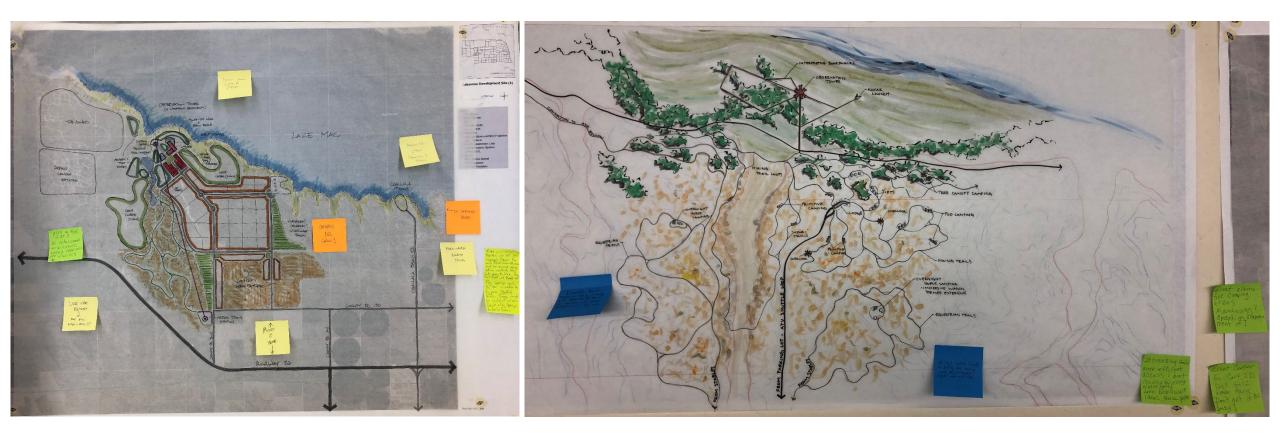




PROCESS: DAY 2 PIN-UP



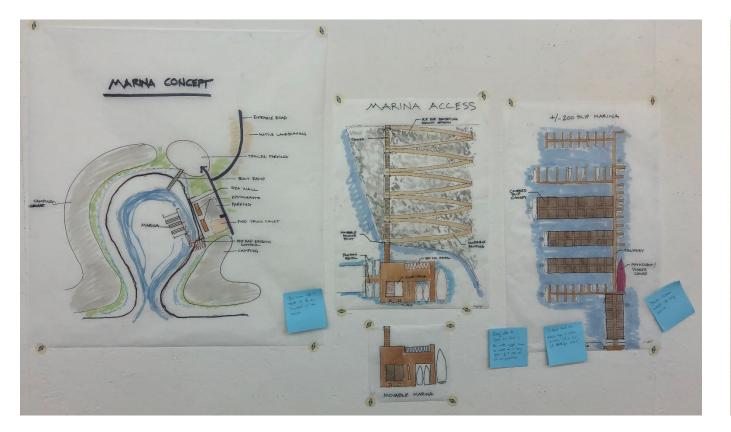






PROCESS: DAY 3 PIN-UP









INITIATIVES



KEY INFRASTRUCTURE INVESTMENTS

INFRASTRUCTURE REQUIREMENTS

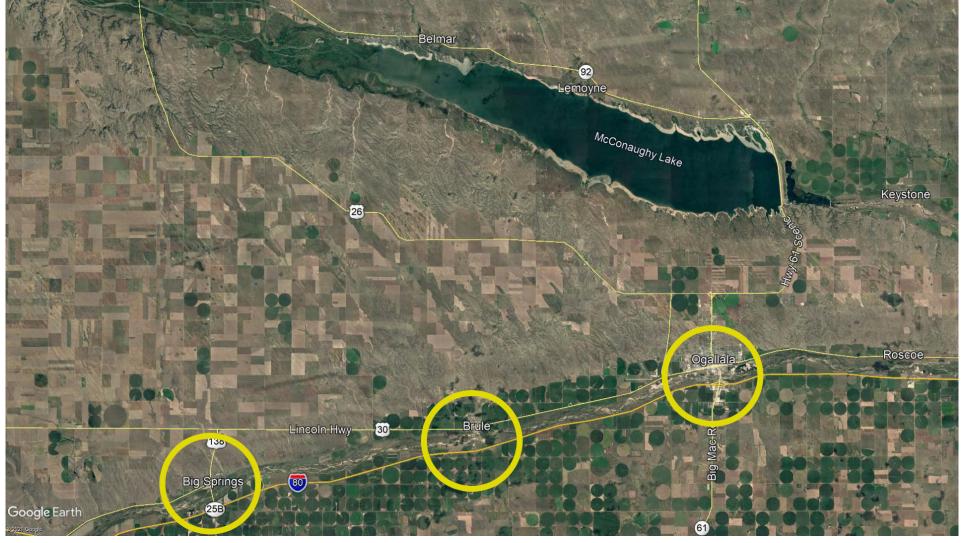
- Nebraska Game & Parks: Fund/Implement 20-year Plan
- Boat Access Strategic Dredging Initiative/Program
- Visitor Comfort Railroad Quiet Zones
- Life/Safety Enhance EMT Response
- Traffic Strategic Roadway Improvements
- Accommodate Future Growth Increase Utility Capacity (water, sewer, etc.)





NORTH-SOUTH CORRIDOR + GATEWAYS

INTERSTATE GATEWAY LOCATIONS



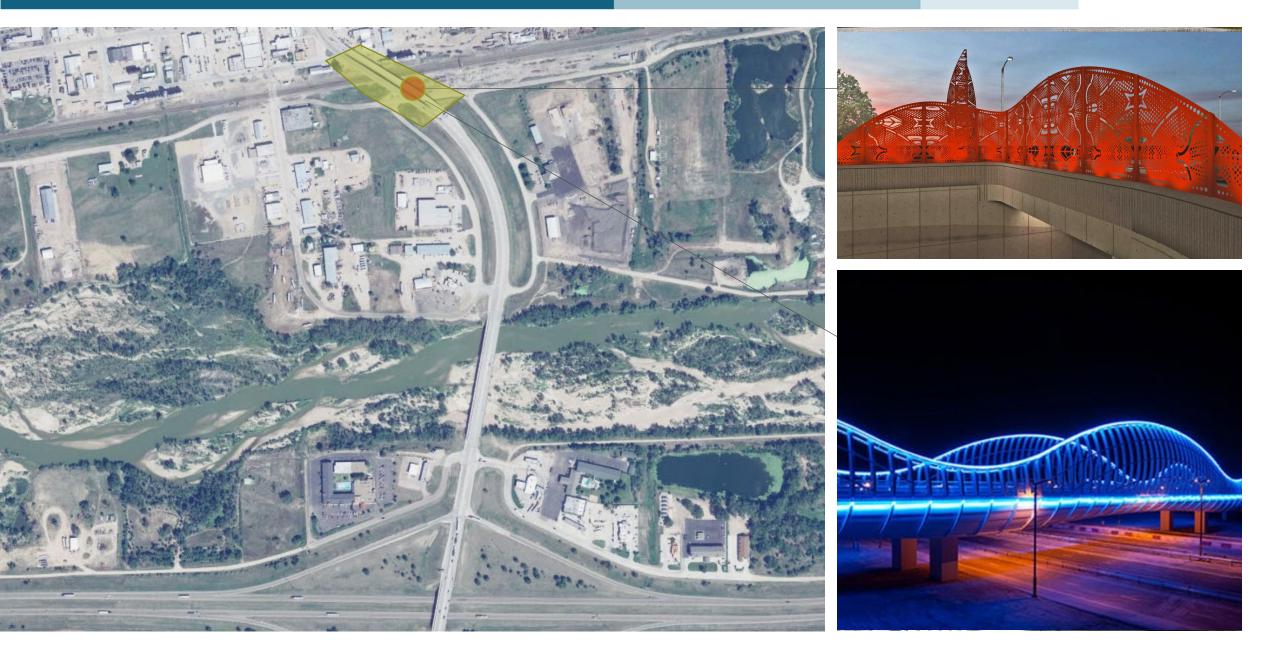
BRIDGE ENHANCEMENTS/AESTHETICS







Gateways–Ogallala Entrance



Gateways–Ogallala Entrance

LIGHTING





GATEWAY FEATURES

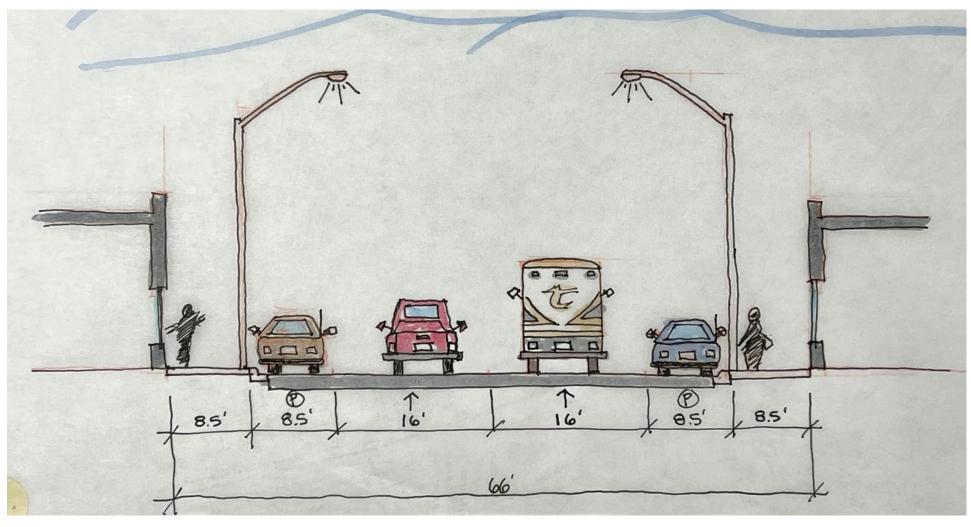


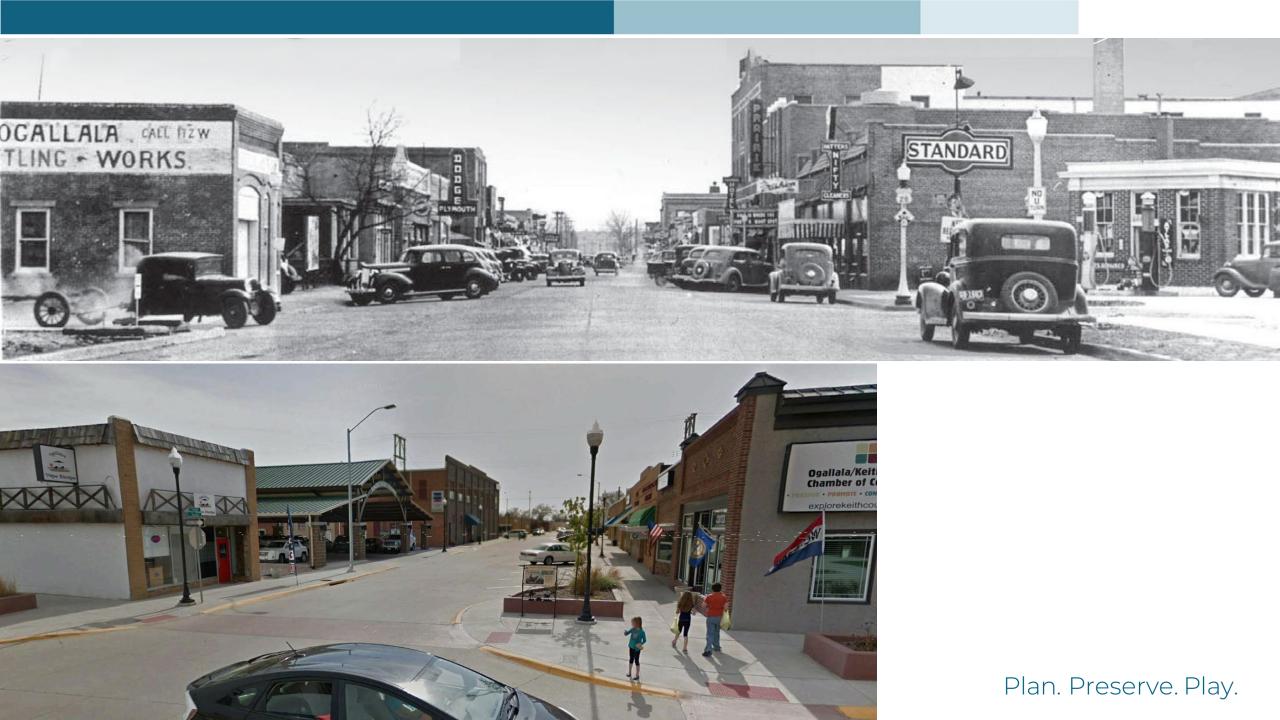


Gateways–Ogallala Entrance



DOWNTOWN STREETSCAPING





DOWNTOWN STREETSCAPING

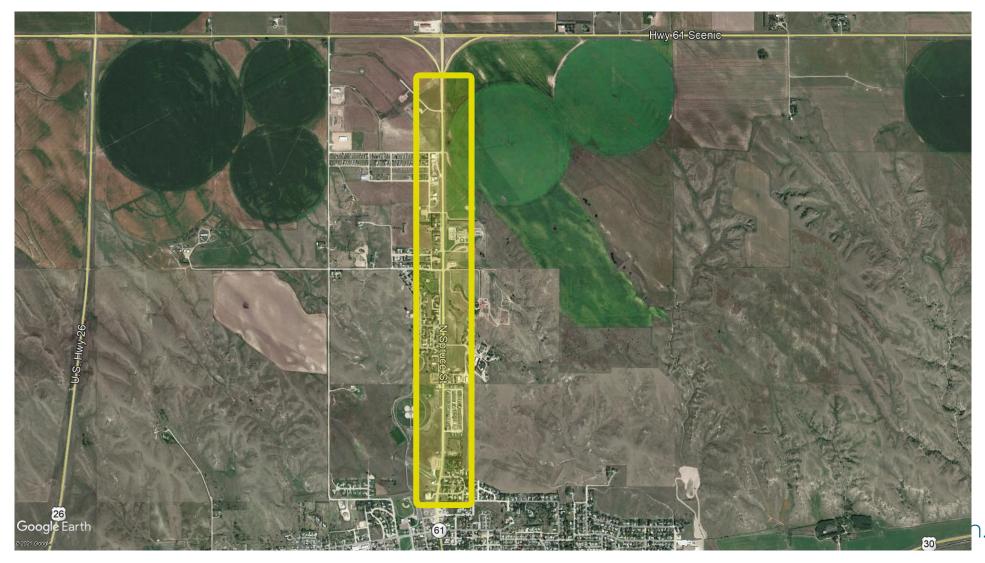




MANSION ON THE HILL MUSEUM



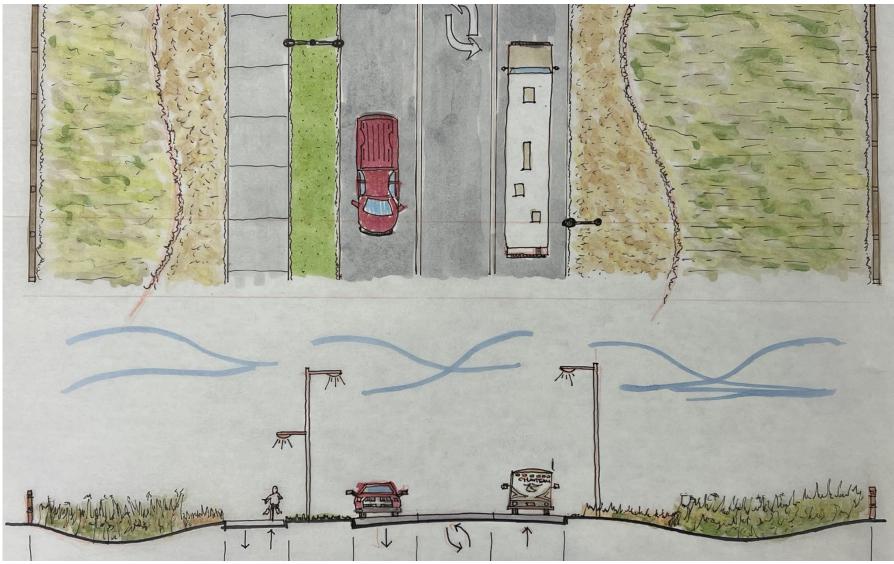
CORRIDOR ENHANCEMENTS



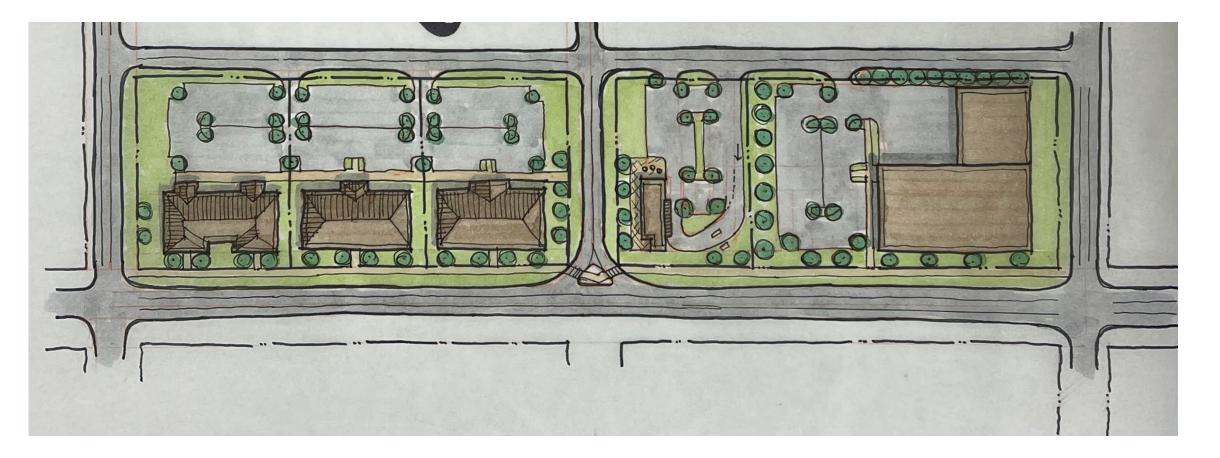
ENHANCED LANDSCAPING

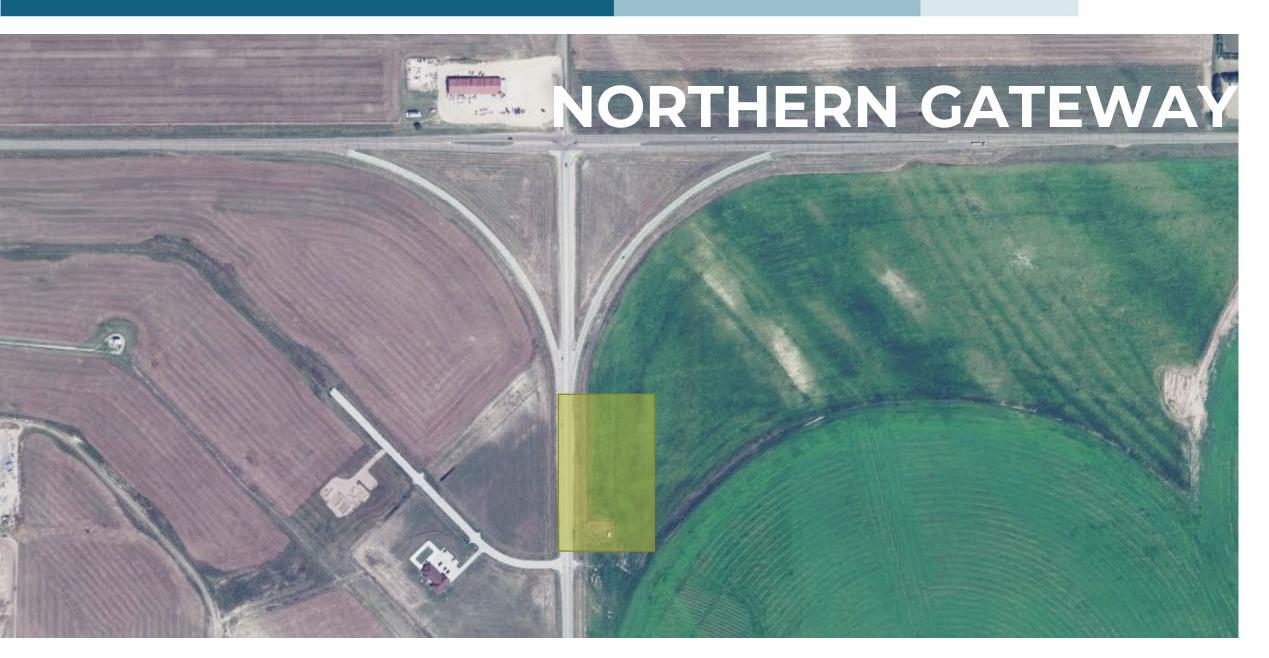


ENHANCED LANDSCAPING



HIGHWAY DESIGN GUIDELINES

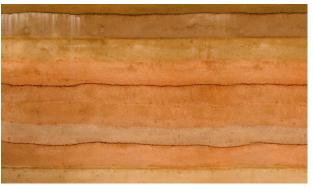




Gateways – Lake Entrance



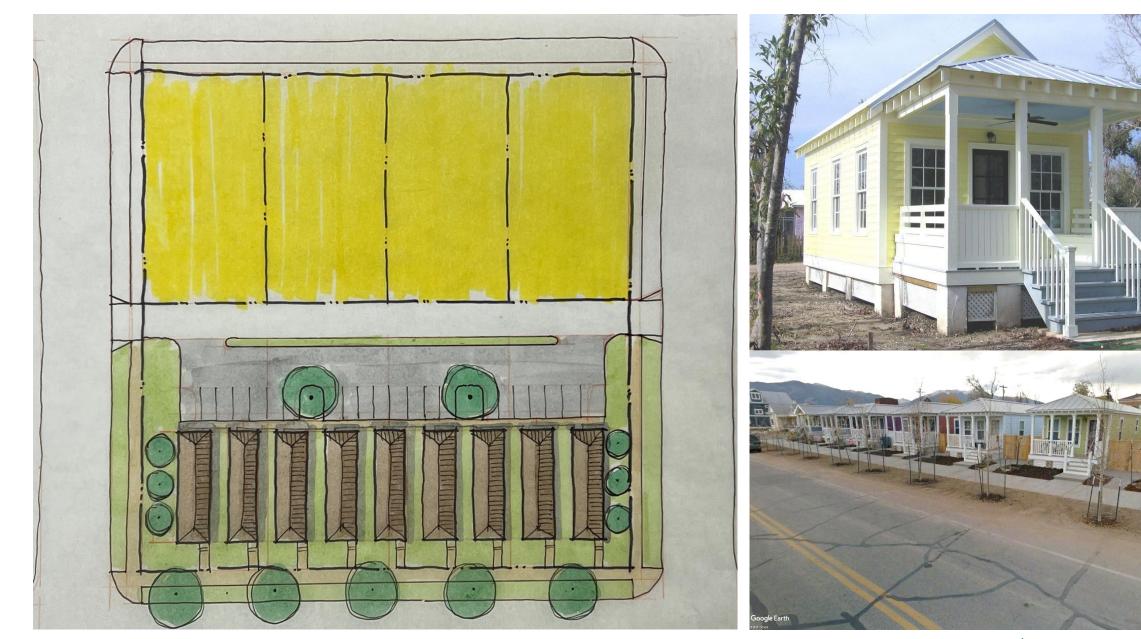




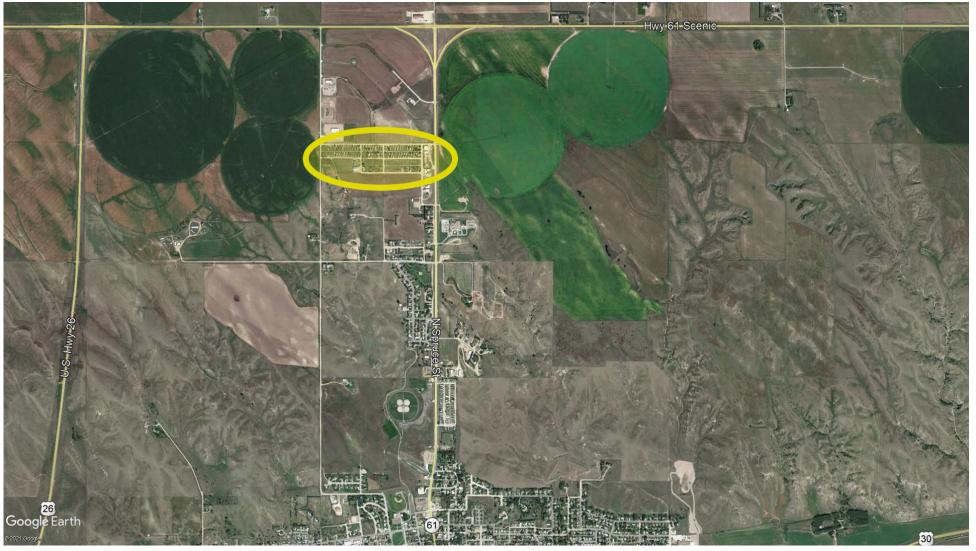
Gateways – Lake Entrance



INFILL / REHAB HOUSING



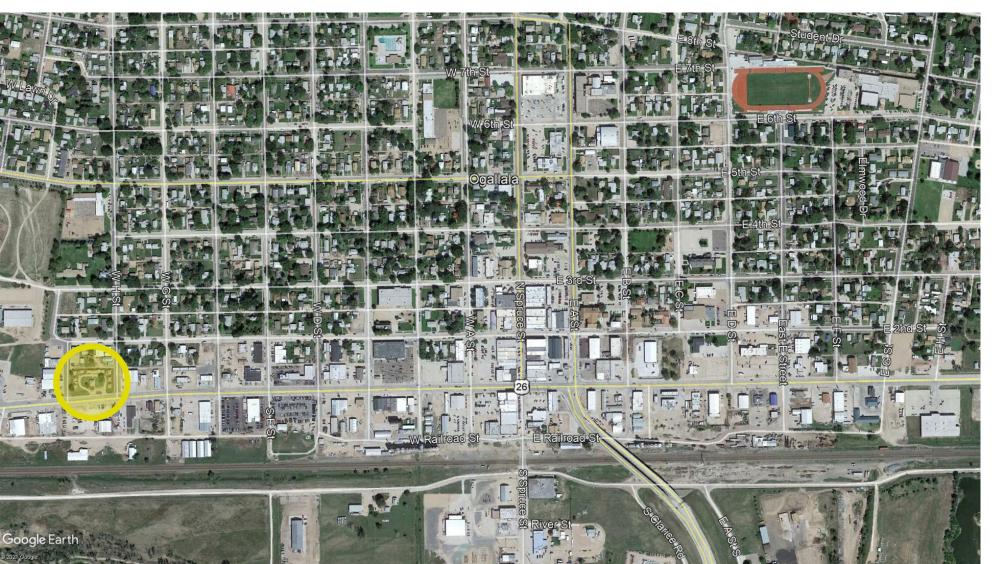
INFILL SEASONAL HOUSING



INFILL SEASONAL HOUSING



REHAB HOUSING



REHAB HOUSING



REHAB



REHAB



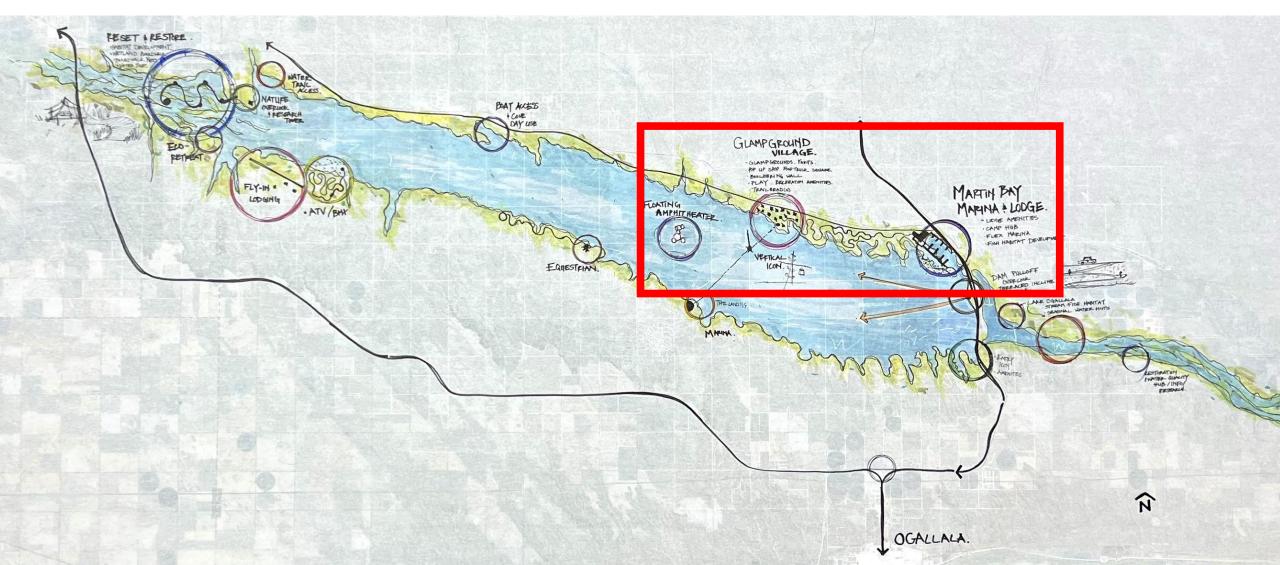
INFRASTRUCTURE REQUIREMENTS

- Access
 Enhancements
- Utilities (water and sewer)



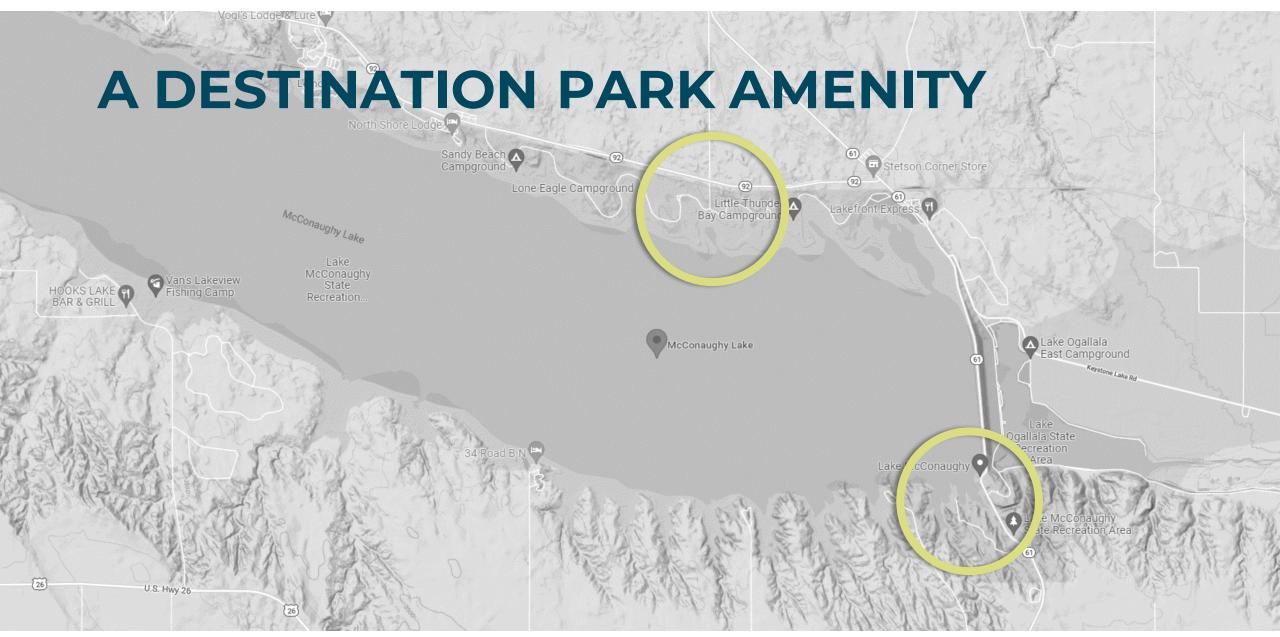
NORTH SHORE MARINA + PARK

NORTH SHORE AMENITIES



A DESTINATION PARK AMENITY

- Marina (100+ slips)
- Event Center
- Restaurant / Food Truck Plaza
- Tiered boardwalks
- Outdoor dining
- Glamp grounds
- Park overlook
- Day Use Amenities
 - Nature play, mini-golf, splash pad, hammock grove, etc.





PARKACTIVITY ZONE



INFRASTRUCTURE REQUIREMENTS

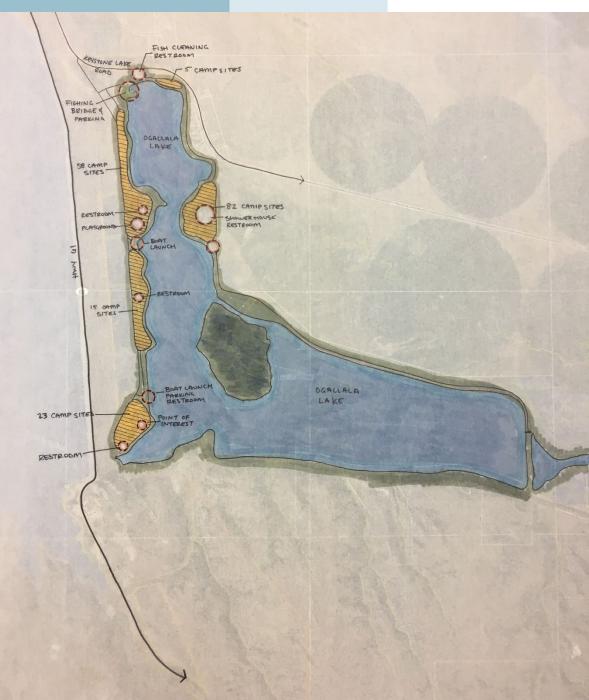
- Access
 Enhancements
- Railroad Quiet Zone
- EMT Enhancements
- Dredging
- Sea Wall



LAKE OGALLALA

EXISTING CONDITIC

- 82 ELECTRICAL
 CAMPSITES
- 100 BASIC CAMPSITES
- 1 PLAYGROUND
- 5 RESTROOMS
- 1 SHOWERHOUSE
- 2 BOAT / KAYAK / CANOE LANCH POINTS





REFERENCE IMAGERY



PEDESTRIAN BRIDGE TO CAMPGROUNDS



NATURE PLAY

M

Minnie Winnie



BOARDWALK TRAIL



BIRDING







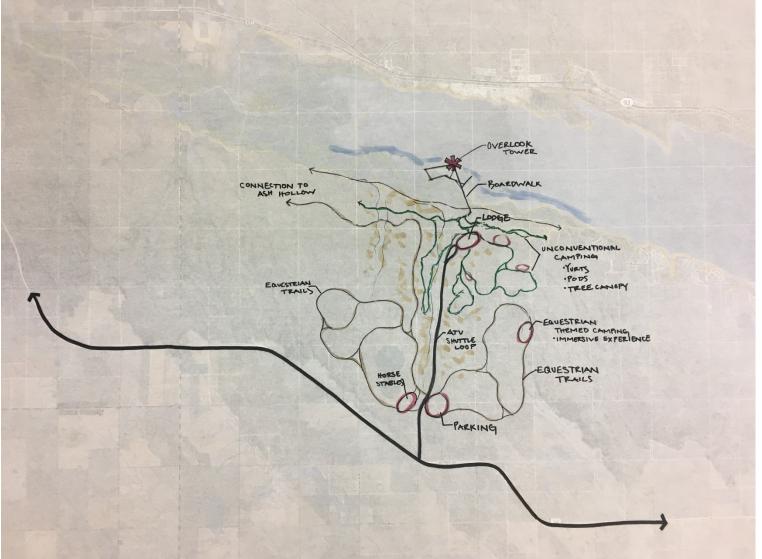
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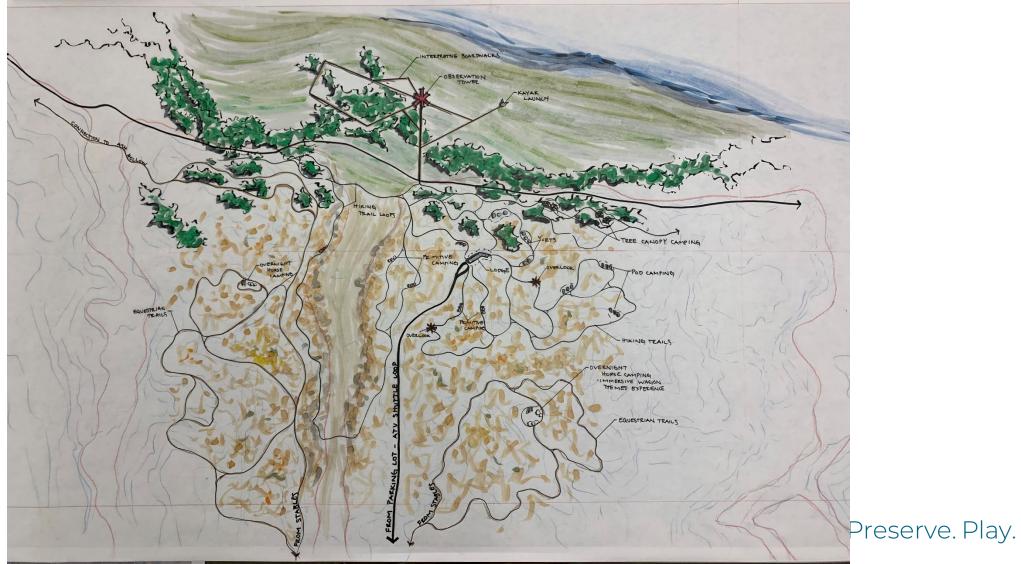


ECO TOURISM

CONCEPT DIAGRAM



CONCEPT DETAIL



SHUTTLE ACCESS



PLAINS SAFARI & PRIMITIVE CAMPING



EQUESTRIAN TRAILS



THEMED CAMPING / IMMERSIVE EXPERIENCE



HIKING TRAILS & OVERLOOK



TRAILS AND YURTS





TREE CANOPY CAMPING GLAMPING



TREE CANOPY CAMPING PRIMITIVE



INFRASTRUCTURE REQUIREMENTS

Access Enhancements



OBSERVATION TOWERS



A lcons

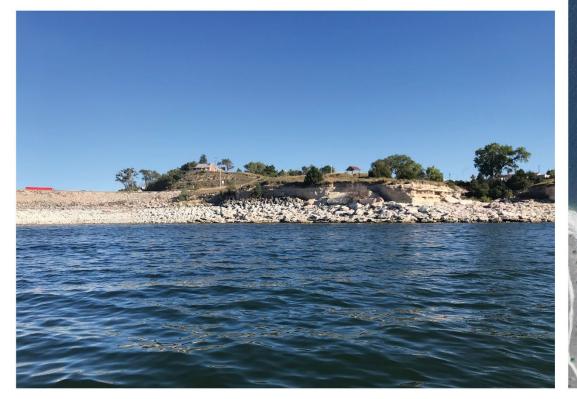
Major Destinations/Attractions Connected with Supporting Program/Parking \$\$\$



Significant Markers/Wayfinding Elements Embedded with Marinas, Campsites, Towns \$\$ C) Eco Platforms

Smaller Moments that Enhance Natural Views Trail Destinations / Minimal Support \$

HILLTOP SITE ICONIC OVERVIEW





Design Parameters

Natural / Minimal Design Multiple Elevation Points for Viewing Support Event Space / Gathering

<u>Advantages</u>

Best Views at Lake Mac Entry/"Front Door" Location Point Utilities Availability Utilize Natural Topography

<u>Challenges</u>

Expanding Parking / Accessibility Erosion / Soil Stability Tight Space for Larger Development

ICON Hilltop Precedents





ICON Hilltop Site Concept



DESIGN OPPORTUNITIES

- A Elevated Viewing Platform / Plaza
- **B** Event Center (300 Person Capac.)
- **C** Lower Viewing Platform
- **D** Connecting Stairs and HW Overpass
- **E** Improved Parking Access
- **F** Improved Concessionaire Area
- **G** New Signage / Wayfinding
- H Boardwalk Access Along Dam





Design Parameters

75'-100' Height Major Attraction / Destination Point Unique, Iconic Design Connection with Resort Development

<u>Advantages</u>

Connection to Other Resort Facilities High Visibility Focal Point for Development

<u>Challenges</u>

Cost and Infrastructure Upkeep Erosion / Soil Stability

ICON Tower Precedents



ICON Tower Resort Site Concept



DESIGN OPPORTUNITIES

- A Base or Tower Restaurant
- B Access to Water Level
- **C** Large Elevated Viewing Platform
- **D** Potential Tram or Zipline Connection
- **E** Proximity to Resort Parking / Facilities

Beacon Tower Site Concept





Design Parameters

25-40' Height Wayfinding / Branding Consistent Design Across Multiple Objects Connection with Campsites, Marinas, Towns

<u>Advantages</u>

Navigation / Wayfinding on Water Spread Interest Around Lake

<u>Challenges</u>

Cost and Infrastructure Upkeep Erosion / Soil Stability

BEACON Tower Precedents



BEACON Tower Concept



DESIGN OPPORTUNITIES

A Connection to Marina/Campsite/Towns

- **B** Height Visible Above Treeline
- **C** Proximity to Water

ECO Tower Site Concept





Design Parameters

10-20' Height Minimal Disturbance to Natural Features Natural Materials / Elements

<u>Advantages</u>

More Private, Discoverable Moments Spread Interest Around Lake Minimal Maintenance

<u>Challenges</u>

Access / Accessibility Awareness / Use

ECO Tower Precedents



ECO Tower Concept



DESIGN OPPORTUNITIES

- A Light/Transparent Structure
- **B** Lightly Touch the Ground

INFRASTRUCTURE REQUIREMENTS

- Access
- Wayfinding
- Slope Stabilization / Erosion Control





RESORT + MASTER PLANNED COMMUNITY

ICONIC DESTINATION

- Walkable Neighborhood
- Village Center
- Destination Resort
- Event Center
- Golf Course
- Iconic Tower
- Aerial Tram



WALKABLE NEIGHBORHOOD



VILLAGE CENTER









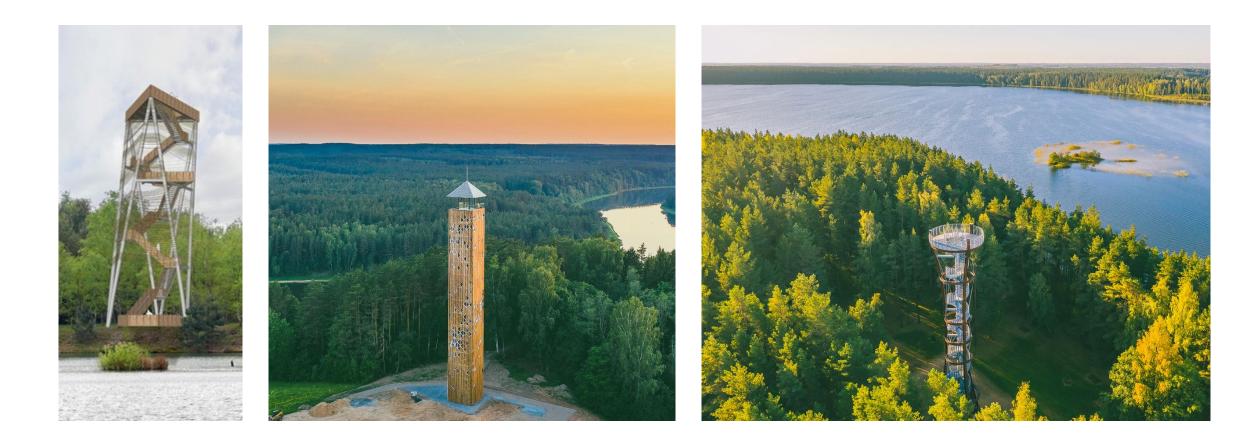
DESTINATION RESORT



EVENT CENTER



ICONIC TOWER



AERIAL TRAM



COMMUNITY GREEN









AIR BNB'S



Preserve. Play.

APARTMENTS









MISSING MIDDLE









TOWNHOMES









COTTAGE HOMES



POCKET NEIGHBORHOODS









VILLAGE HOMES



ESTATE HOMES



AGRI-HOOD AND RANCHETTES





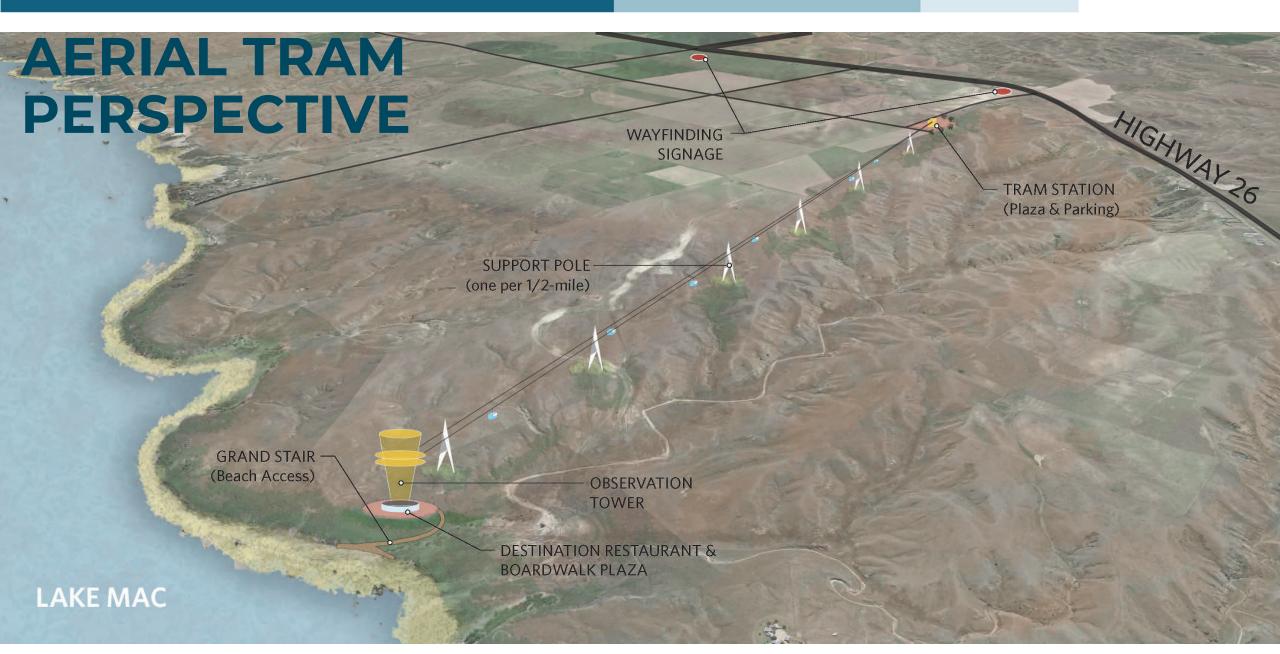


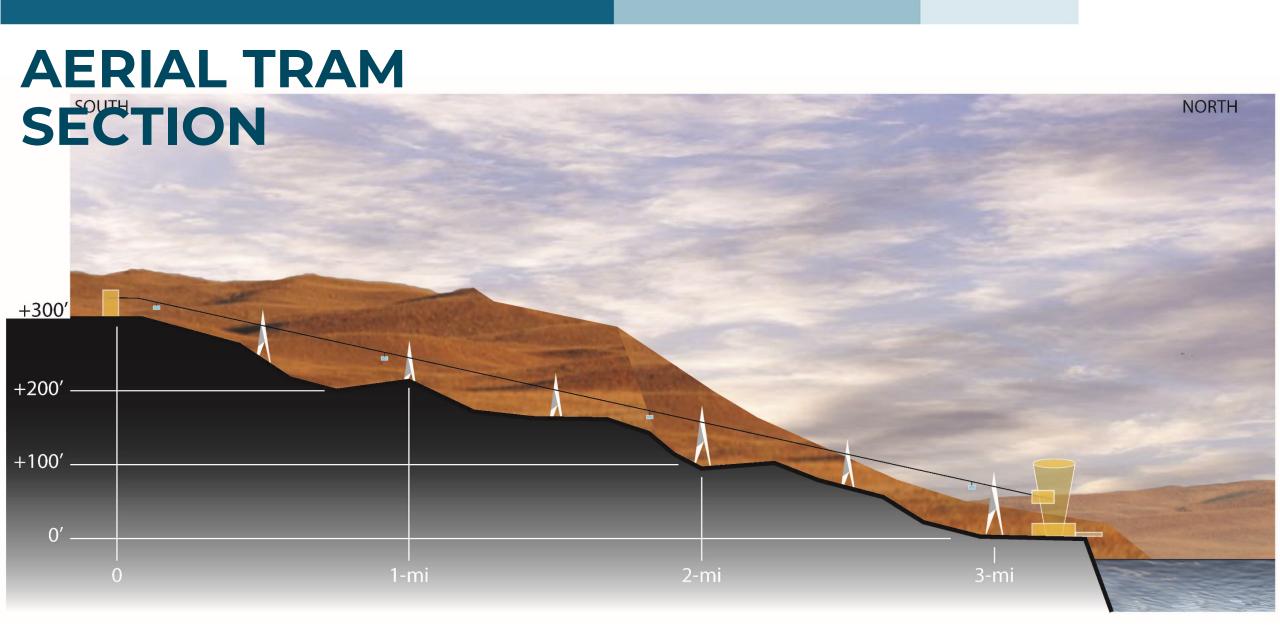




AGRI-HOOD







INFRASTRUCTURE REQUIREMENTS

- Access Road Improvements
- Utilities (water, sewer, etc.)







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Implementation

Planning

Consultant Team

SB Friedman Development Advisors

NEXT STEPS

Draft report will be submitted to STAR WARS Special Committee in **December** 2021

After this charrette week, we will:

- Refine drawings and concepts
- Develop preliminary cost estimates for key concepts
- Conduct economic impact analyses for key concepts

STAR WARS Special Committee

- Review the HDR report
- Define total funding amount, rules and requirements for Keith County investments
- Select priority projects

Project Lead Entity

 Work with STAR WARS Special Committee to advance priority projects

DISCUSSION



WEBSITE

• Information about the project, as well as a comment form, can be found at <u>www.planpreserveplayNE.com</u>.





THANK YOU!

www.planpreserveplayNE.com