

An architectural rendering of a modern, single-story building with a large, flat roof and a series of vertical supports on the right side. The building features a combination of brick and light-colored vertical siding. A paved walkway leads from a parking area on the left, where a silver car is parked, towards the building. Several people, including children on a scooter and adults, are shown walking along the path and sitting on the grass in front of the building. The sky is blue with scattered white clouds.

ASHE COUNTY PARKS & RECREATION

Family Central Expansion

October 2, 2023

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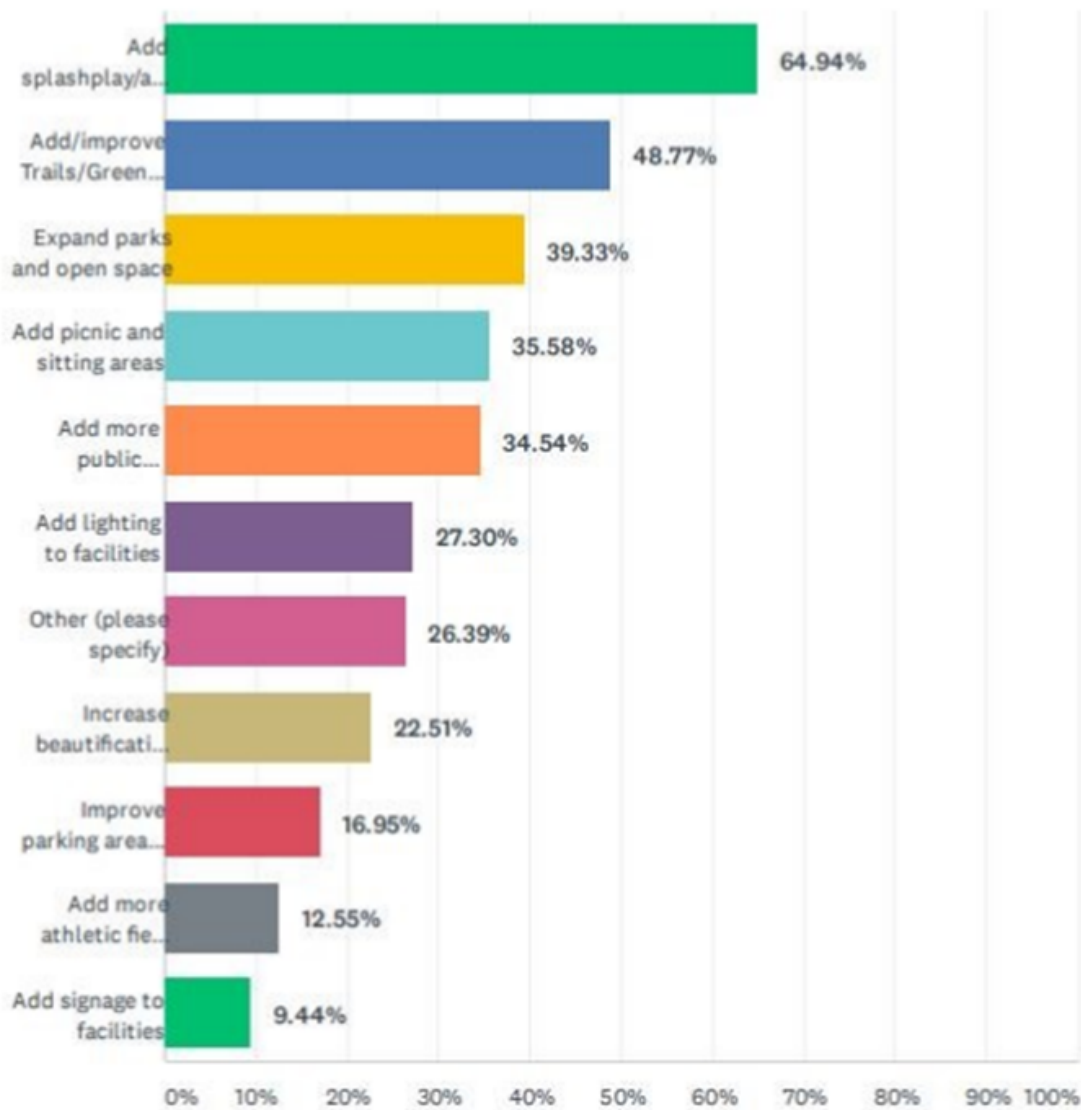
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2021 Master Plan Stats

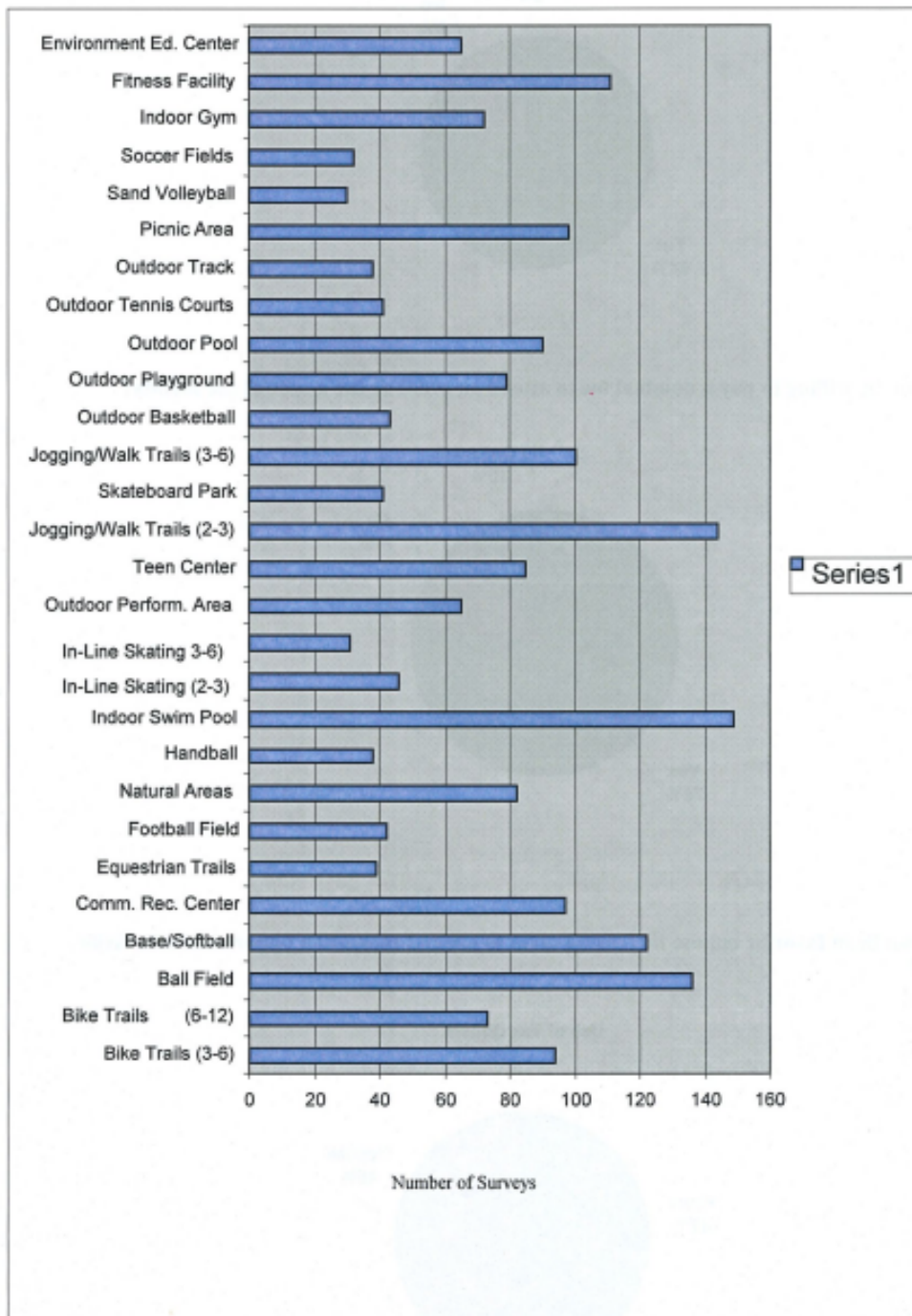
Q15 Check below improvements that could be made to EXISTING parks facilities:



2006 Master Plan Stats

Ashe County Parks and Recreation Comprehensive Plan 2006 -2026

Rank in order of importance the top ten facilities that could be developed in Ashe County. (One being the highest priority) Please consider other members of your household as well.



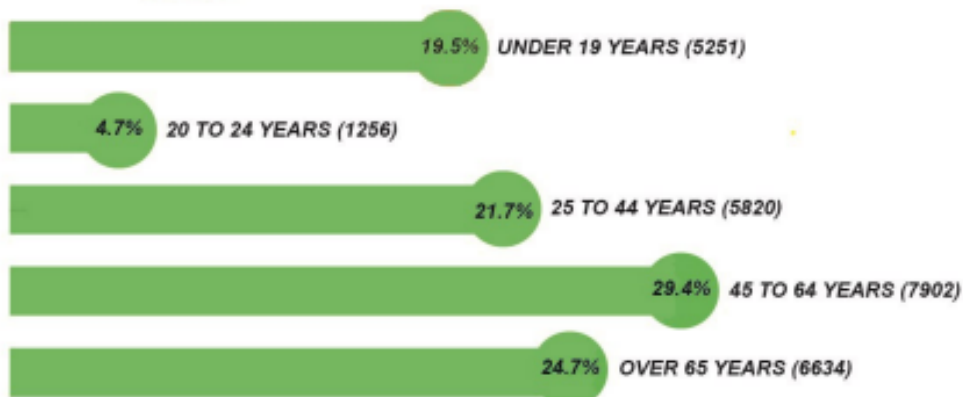
2019 Ashe County Demographic Profile



2021 Ashe County Comprehensive
Parks and Recreation Master Plan

DEMOGRAPHIC PROFILE

A review of the demographic information for Ashe County has been evaluated to better understand the characteristics of the community. It also serves as a tool to identify future trends and projections that may influence recreation and park planning. Information concerning age and gender are important factors in determining the needs for recreation in the community. The general demographic characteristics for full-time residents of Ashe County, is obtained by the 2019 US Census Bureau American Community Survey.



RACE	POPULATION	PERCENT
White	24,853	92.5%
Black or African American	197	0.7%
Hispanic	1,330	5.0%
Asian	113	0.4%
American Indian / Alaskan	110	0.4%
Hawaiian / Pacific Islander	26	0.1%
Total:	26,863	100%

Demographics from 2019 US Census Bureau ACS 5-year Estimates

2006 Ashe County Population Trends and Projections

Ashe County Parks and Recreation Comprehensive Plan 2006 -2026

SECTION 2 POPULATION TRENDS AND PROJECTIONS

2.1 Demographic Profile

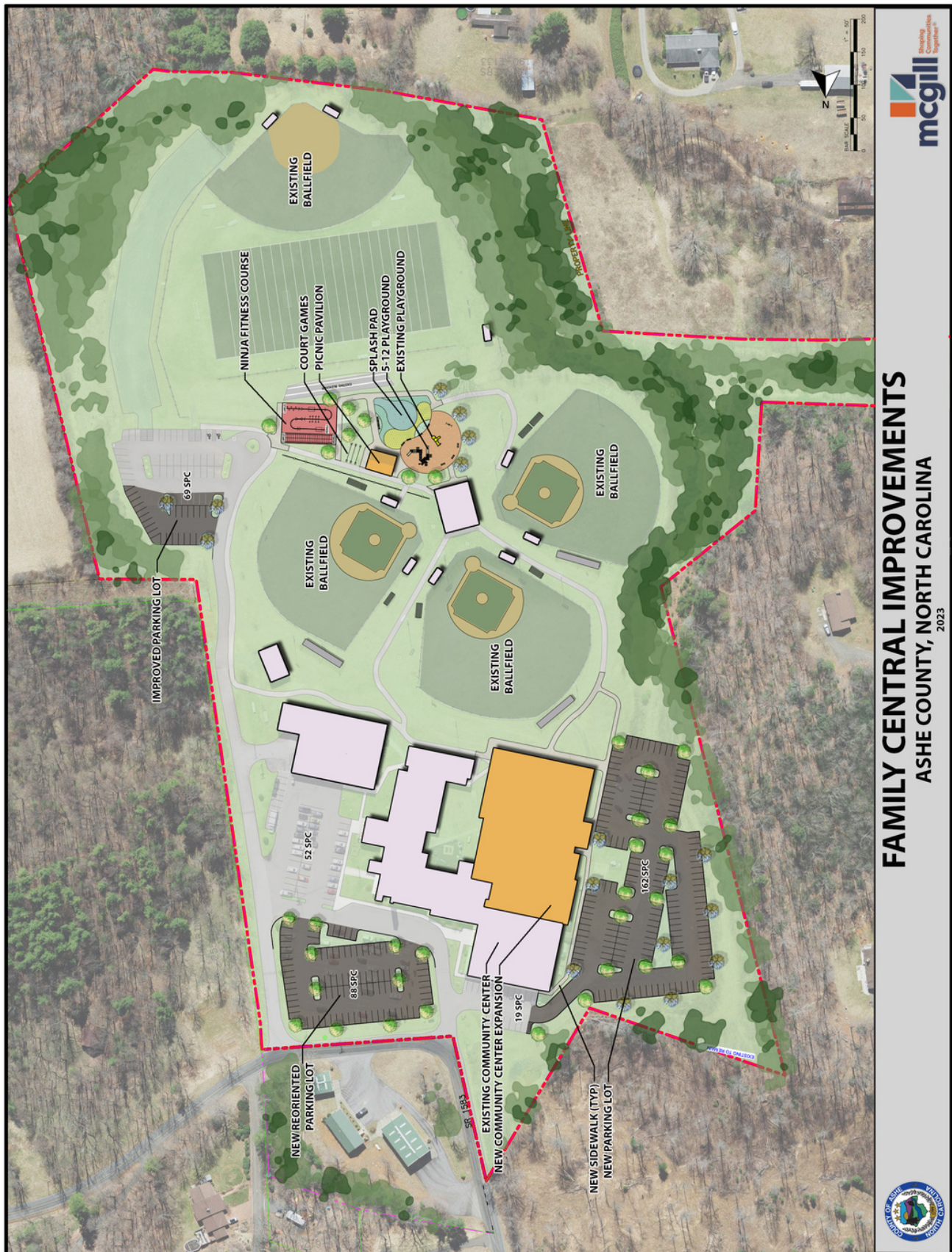
A review of the demographic information of Ashe County has been evaluated to better understand the characteristics of the community and to identify future trends and projections that may influence recreation and park planning. Information concerning the age and gender are important factors in determining the needs for recreation in the community. Statistics from the US Census Bureau and the High Country Council of Governments indicate that there will be moderate growth in Ashe County over the next ten (10) years. The table (below) contains the general demographic characteristics for full-time residents of the County as a whole – as ascertained by Census 2000.

CATEGORY	NUMBER	PERCENT
SEX		
Male	12,031	49.3
Female	12,353	50.7
Total:	24,384	100.0
AGE		
Under 5 years	1,295	5.3
5 to 9 years	1,295	5.3
10 to 14 years	1,358	5.6
15 to 19 years	1,439	5.9
20 to 24 years	1,269	5.2
25 to 34 years	2,950	12.1
35 to 44 years	3,644	14.9
45 to 54 years	3,728	15.3
55 to 59 years	1,572	6.4
60 to 64 years	1,457	6.0
65 to 74 years	2,328	9.5
75 to 84 years	1,490	6.1
85 years and over	559	2.3
Total:	24,384	100.0
RACE		
White	23,821	97.7
Black	185	0.8
American Indian/Alaskan	146	0.6
Asian	67	0.3
Some other race	165	0.6
Total:	24,384	100.0

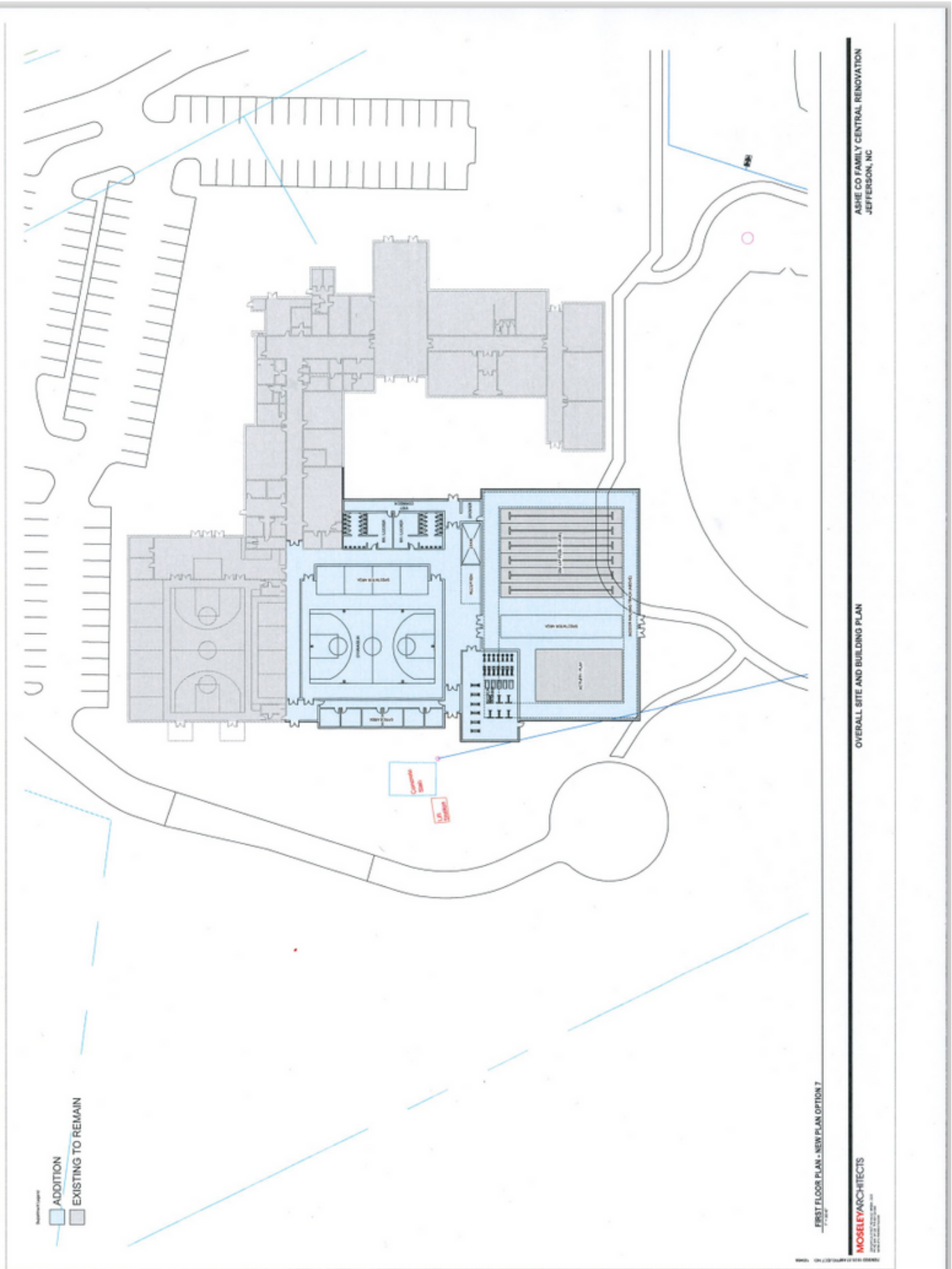
Source: HCCOG Data Center, 2000

The 2000 census population results revealed a significant characteristic of Ashe County's population: 18% are over the age of 65, compared to the State average

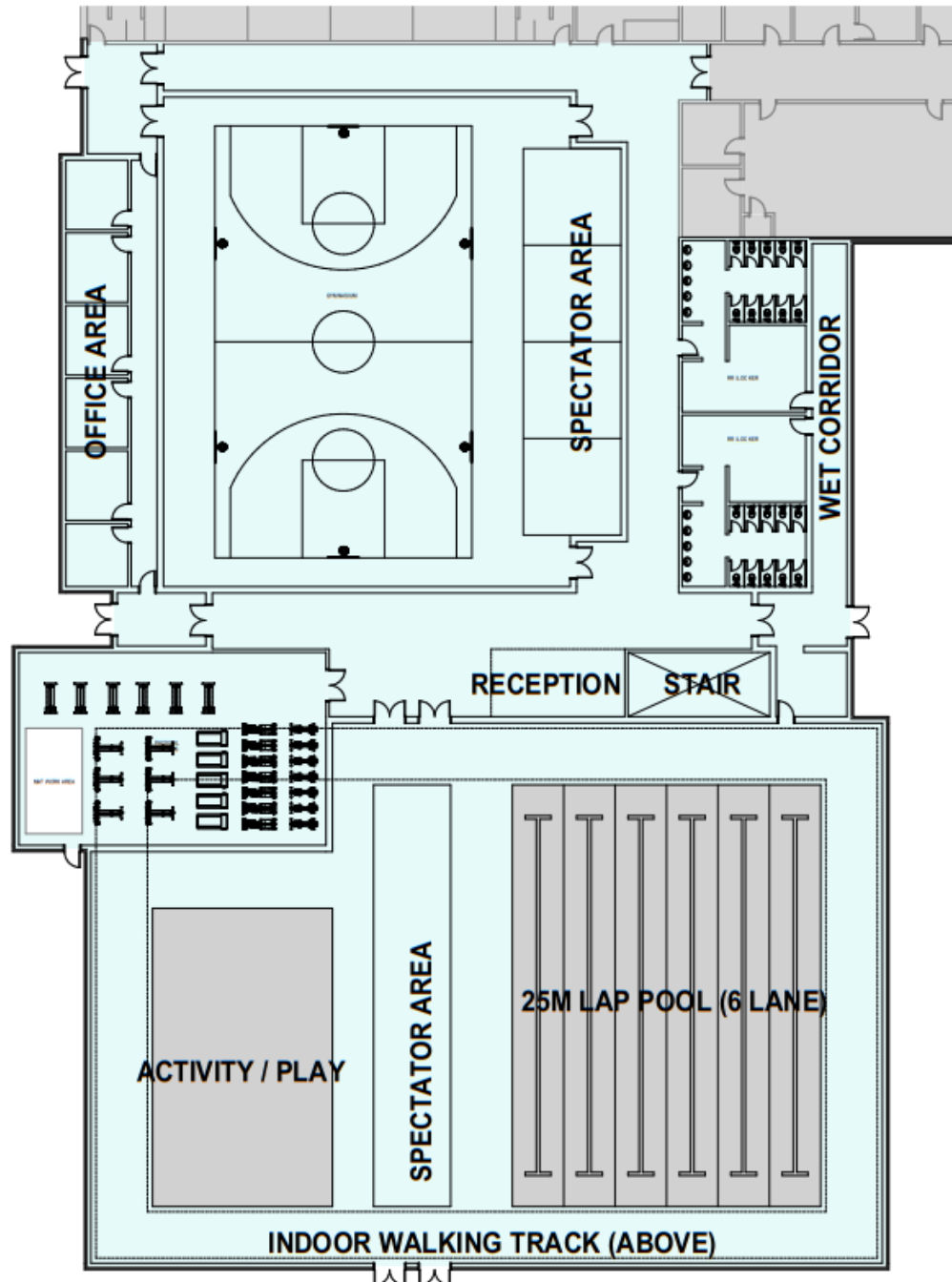
Overview Rendering of Potential Improvements



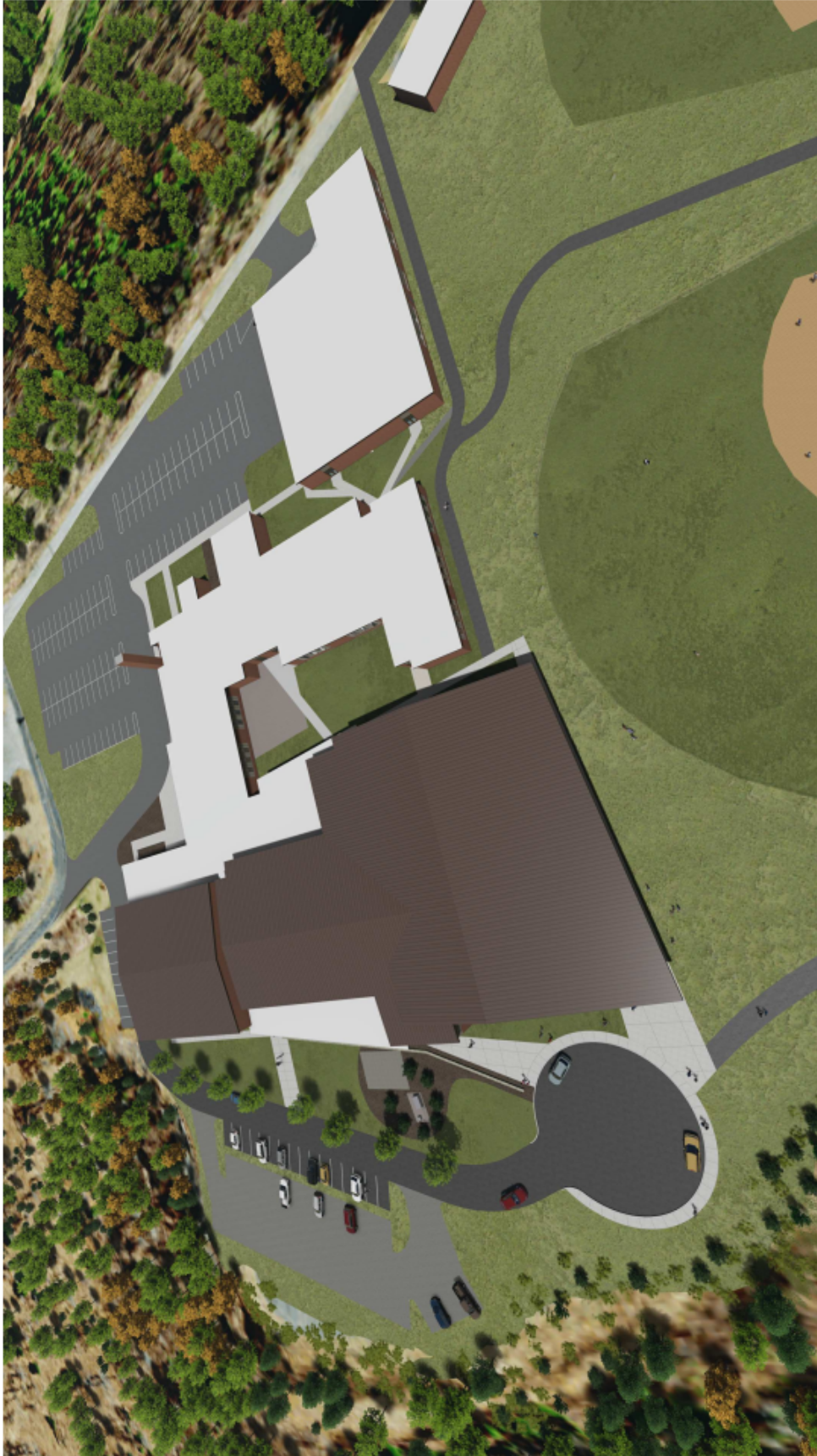
Overall Building Expansion Plan



Enlarged Building Addition Plan



Overall Aerial View



OVERALL AERIAL VIEW

ASHE CO FAMILY CENTRAL RENOVATION
JEFFERSON, NC

OVERALL AERIAL VIEW

MOSLEYARCHITECTS
ARCHITECTS
1000 W. 10TH ST. SUITE 100
JEFFERSON, NC 28645
704.333.1111
WWW.MOSLEYARCHITECTS.COM

Exterior View – Plaza Entry



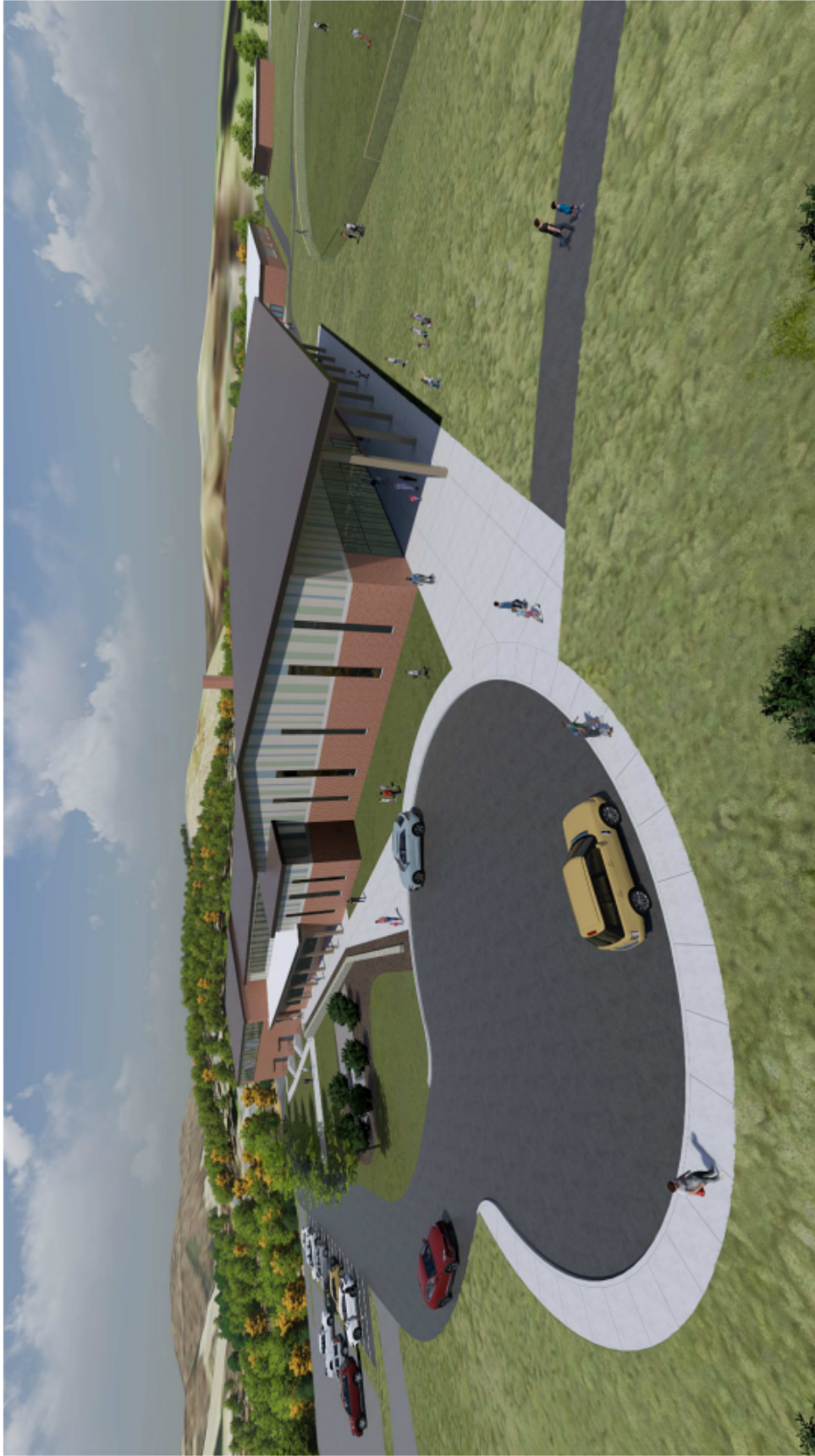
EXTERIOR VIEW OF ENTRY PLAZA

ASHE CO FAMILY CENTRAL RENOVATION
JEFFERSON, NC

EXTERIOR RENDERING - ENTRY PLAZA

MOSLEY ARCHITECTS
1000 S. 10TH ST. SUITE 100
JEFFERSON, NC 28645
704.335.1111
mosleyarchitects.com

Exterior View Drop Off – Aerial



EXTERIOR VIEW OF DROP OFF - AERIAL VIEW

ASHE CO FAMILY CENTRAL RENOVATION
JEFFERSON, NC

EXTERIOR RENDERING - SOUTH AERIAL VIEW

MOSELEY ARCHITECTS
1000 W. 10TH STREET, SUITE 100
JEFFERSON, NC 28645
704.336.1111
www.moseleyarchitects.com

Exterior View North – Drop Off



EXTERIOR VIEW OF DROP OFF LOOKING NORTH

MOSELEY ARCHITECTS
ARCHITECTS
1000 E. 10TH AVE. SUITE 100
JEFFERSON, NC 28645
704.333.1111
www.moseleyarchitects.com

EXTERIOR RENDERING - SOUTH ELEVATION

ASHIE CO FAMILY CENTRAL RENOVATION
JEFFERSON, NC

Facility Expansion Projections

Demolish: 5,300 square feet

Build: 36,000 square feet

Estimated Cost: \$20 million

Outdoor Recreational Improvements

Demolish: Old Brick Concession

Build: Ninja Fitness Course, Court Games, Picnic Pavilion,
Splash Pad and Additional Playground Space

Estimated Cost: \$1 million

Potential Facility On-going Costs & Revenue

Costs

Yearly Facility Budget: \$39,000–\$40,000

Additional Staff

Revenue

ACPR Capital Campaign/Community Donor Program

Membership Fees

Facility Rental Fees

FY 23/24 Watauga Aquatics Operational Budget – Maintenance/Supplies

106121-429000	OTHER SUPPLIES	\$6,700
106121-429005	POOL CHEMICALS	\$13,625
106121-435200	MAINTENANCE AND REPAIRS – EQUIPMENT	\$18,800
TOTAL		\$39,125.00

"Looking at our pool chemical and maintenance/repair costs in total we have roughly \$35,000 in budget. The bulk of this being our preventative maintenance contract...

They come to our facility quarterly and are really helpful if our Aquatics team has questions that come up as a contact.

As you are probably aware, our pools are saline-based meaning we use a lot of salt, muriatic acid, bleach, etc. so that is where a lot of the budget goes as well.

Lastly, we have \$8,000 included in case we have repairs/replacements that come up and as needed."

For more information, such as building operational costs, the County's complete budget can be found here:
[PowerPoint Presentation \(wataugacounty.org\)](https://www.wataugacounty.org/PowerPoint%20Presentation)

2023 Watauga Fee Schedule

Watauga County Parks and Recreation

Fees

Watauga Community Recreation Center Membership Fees

[To register online, please click here](#)

Watauga County Residents

Membership	Daily	Monthly	Annually	One Time Initiation Fee
Individual	\$10	\$35	\$350	\$20
Household	\$20	\$70	\$700	\$40
Senior (62+)	\$6	\$20	\$200	\$20
Youth	\$6	\$20	\$200	\$20
Dry Ticket	\$5	-	-	-
Card Replacement	-	-	-	\$10

Non-Watauga County Residents

Membership	Daily	Monthly	Annually	One Time Initiation Fee
Individual	\$15	\$53	\$530	\$30
Household	\$30	\$105	\$1050	\$60
Senior (62+)	\$9	\$30	\$300	\$30
Youth	\$9	\$30	\$300	\$30
Dry Ticket	\$5	-	-	-
Card Replacement	-	-	-	\$10

Membership Categories

Individual – One adult person age 19 or better

Household – Up to two adults permanently residing at the same address with their children under the age of 18. Children under the age of two are free.

Proof of residence is required – driver's license, bank statement, utility bill, or voided check. All paid memberships include group fitness classes, open gym activities, and aquatics classes. Specialty programming may require an additional cost.

WCRC Facility Rentals

Facility	Resident Rate	Non-Resident Rate
Community Room	\$100 per hour	\$150 per hour
Gym Court	\$150 per hour	\$225 per hour
Blue Water Room (meeting only; no swimming)	\$50 per hour	\$75 per hour
Salt Water Room (meeting only; no swimming)	\$50 per hour	\$75 per hour
Both Water Rooms (meeting only; no swimming)	\$100 per hour	\$150 per hour
Blue Water Party Room (12 or less swimmers)	\$150 per hour	\$225 per hour
Salt Water Party Room (12 or less swimmers)	\$150 per hour	\$225 per hour
Blue Water Party Room (13 or more swimmers)	\$175 per hour	\$263 per hour
Salt Water Party Room (13 or more swimmers)	\$175 per hour	\$263 per hour
Both Water Party Rooms	\$250 per hour	\$375 per hour

2023 Allegheny Fee Schedule

Be Happy, Be Healthy
Do it for YOURSELF!

Students

For Student Membership you need to be out of high school, between ages 18–24, and not a member on a family membership. If a full-time student over age 24, valid school ID must be presented.

- \$34 monthly
- \$374 annually
- \$32 monthly draft

Seniors

Senior Membership is for those 60 years of age.

- \$41 monthly
- \$408 annually
- \$38 monthly draft

Individual

Individual Membership is for Individuals from 25–59 years of age.

- \$47 monthly
- \$517 annually
- \$44 monthly draft

Joint

Joint Membership for couples of any age

- \$60 monthly
- \$660 annually
- \$55 monthly draft

Family

Family Membership includes 4 immediate family members only. After 4 members it will be an additional

- \$75 monthly
- \$10 for additional family members
- \$825 annually
- \$69 monthly draft



Additional Information

- Expansion facility will be on town water, sewer and natural gas.
- Expansion plan is multi-generational and 12-month functional.
- Ashe County High School Swim Team has to travel to Watauga and Alleghany counties to practice.