



LB 406 – Lake McConaughy Region Design Workshop

September 27, 2021

Public Presentation No. 1

Plan. Preserve. Play.

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
- Development Strategy
- Initial Thoughts
- 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, Landscape Architect
- 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)

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LEGISLATIVE BILL 406

- Passed by One Hundred Seventh Legislature, signed by the governor May 25, 2021
- Established the Statewide Tourism and Recreational Water Access and Resource Sustainability (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. Mike Flood,
District 19



Sen. John McCollister,
District 20



Sen. Dan Hughes,
District 44



Sen. Anna Wishart,
District 27



Sen. Rob Clements,
District 2



Sen. Bruce Bostelman,
District 23



Sen. Mike McDonnell,
District 5



Sen. Tim Gragert,
District 40



Sen. Tom Brandt,
District 32



LAKE MCCONAUGHY REGION

Overview



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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.”



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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



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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

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	X
Golf Course	X		X	X	X
Waterfront Dining	X	X		X	X
Resort	X			X	
Non-Traditional Camping	X	X	X		
RV Campgrounds			X	X	X
Master-Planned Community	X	X	X		
Workforce Housing Solutions					

X = Present;  = Comp

BUILD UPON EXISTING ATTRACTIONS

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



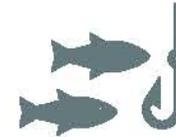
Non-motorized Trails



ATV Trails



Boat Access



Fishing

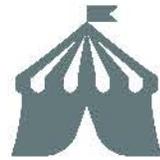
	Non-motorized Trails	ATV Trails	Boat Access	Fishing
Opportunity	<ul style="list-style-type: none"> Add new hiking/biking routes First designated water trail in State 	<ul style="list-style-type: none"> Expand attraction viable in shoulder seasons & off-peak 	<ul style="list-style-type: none"> Improve and expand marinas 	<ul style="list-style-type: none"> Improve access Protect natural habitat
Proposed Projects	<ul style="list-style-type: none"> Various new multi-use trails Water trail development 	<ul style="list-style-type: none"> New motorized trails (Lemoyne Bay to Otter Creek) 	<ul style="list-style-type: none"> Ogallala Beach Boating Access Project Repair of existing access facilities 	<ul style="list-style-type: none"> Angler access improvements Aquatic habitat improvements
Typical Project Cost	\$500,000	\$800,000	\$8 million	\$500,000

ENHANCE EXISTING ATTRACTIONS

Expand on existing attractions and support services to increase the number of visitors, attract visitors during the shoulder seasons, and enhance the visitor experience.

OPPORTUNITY FOR NEW CATALYTIC ATTRACTIONS

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



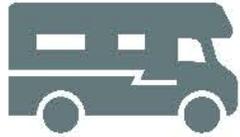
	Marina	Event Space	Destination Golf Course	Waterfront Dining
Description	Lakeside (south shore); Concessionaire agreement with NGPC for private operations	Standalone facility requires additional hotel rooms; Co-locating may enhance viability and reduce competition	Lakeside; Package as with existing premier courses in Western NE	In near-term, co-locate with resort and/or marina to enhance viability
Size / Capacity	200-400 slips; 20+ feet slips	200-300 guests	At least one 18-hole course, 100-200 acres	Minimum 2,000 SF
Other Supportive Uses	Boat rentals or resort-adjacent; Gas-service; general store; sit-down restaurant	---	Putting green; restaurant; bar; or part of larger resort	---
Other Notes	Will need lease agreement from CNPPID	Indoor/outdoor space for a variety of events;	Famous architect; part of a larger cluster of private destination golf courses	Outdoor dining; Boat docking

ADD NEW CATALYTIC ATTRACTIONS

Support construction of game-changing attractions to attract new visitors from various tourism segments to the region.

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 (RV)	\$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
Preferred Location	Ogallala	Lakeside
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.

ADD NEW RESIDENTIAL

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

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

Opportunities

- 200-400 slip marina
- 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 year-round 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

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. one-third of all responses)
- 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)
- Supporting Local Businesses and Growing the Economy
- Safety and Enforcement
- Enhancing Outdoor Activities: Fishing, Camping, Biking
- Affordable Housing/More Lodging
- More Recreation and Entertainment Event/Opportunities
- Leave It Alone



DEVELOPMENT STRATEGY



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DEVELOPMENT STRATEGY

- Take Care of the Asset (i.e. the “reason”)
 - Get to Par
 - Fund/catch-up on maintenance and infrastructure
 - Enhance the framework – make necessary improvements/enhancements
 - Fund and implement improvements identified in the park’s 20-year plan
 - Care about aesthetics – they matter!
 - Visitors have multiple destinations in which to choose from – small details matter
 - Fund/endow a higher level of maintenance, placemaking, and aesthetic enhancements
 - Curate a quality experience/brand – don’t leave things to chance
 - Extend concessionaire/vendor lease durations to encourage investment
 - Over time, enhance the “brand”/standards/performance requirements for vendors and concessionaires
 - New amenities/services
 - Aesthetics of operations
 - Support the “strategic direction”

DEVELOPMENT STRATEGY

- **First Impressions Count**
 - People are drawn to authenticity, charm, and uniqueness
 - Enhance Ogallala – the “front door”
 - Design guidelines
 - Landscape standards
 - Gateway/entrance enhancements
 - Signage and wayfinding
 - 1-way to 2-way conversion
 - Consistent branding from I-80 to the lake
 - Etc.

DEVELOPMENT STRATEGY

- Move the Needle in Concert with Other Initiatives
 - Push the Envelope with CNPPID
 - Encourage access agreements/leases from private property to the lake
 - Implement Catalyst Projects
 - Destination resort
 - Additional golf course(s)
 - Marina
 - Event/activity center
 - Walkable lakefront neighborhood(s)
 - Architectural icon/attraction
 - Authentic experiences
 - Execute the Development Program
 - Support services, lodging, housing, etc.



INITIAL THOUGHTS

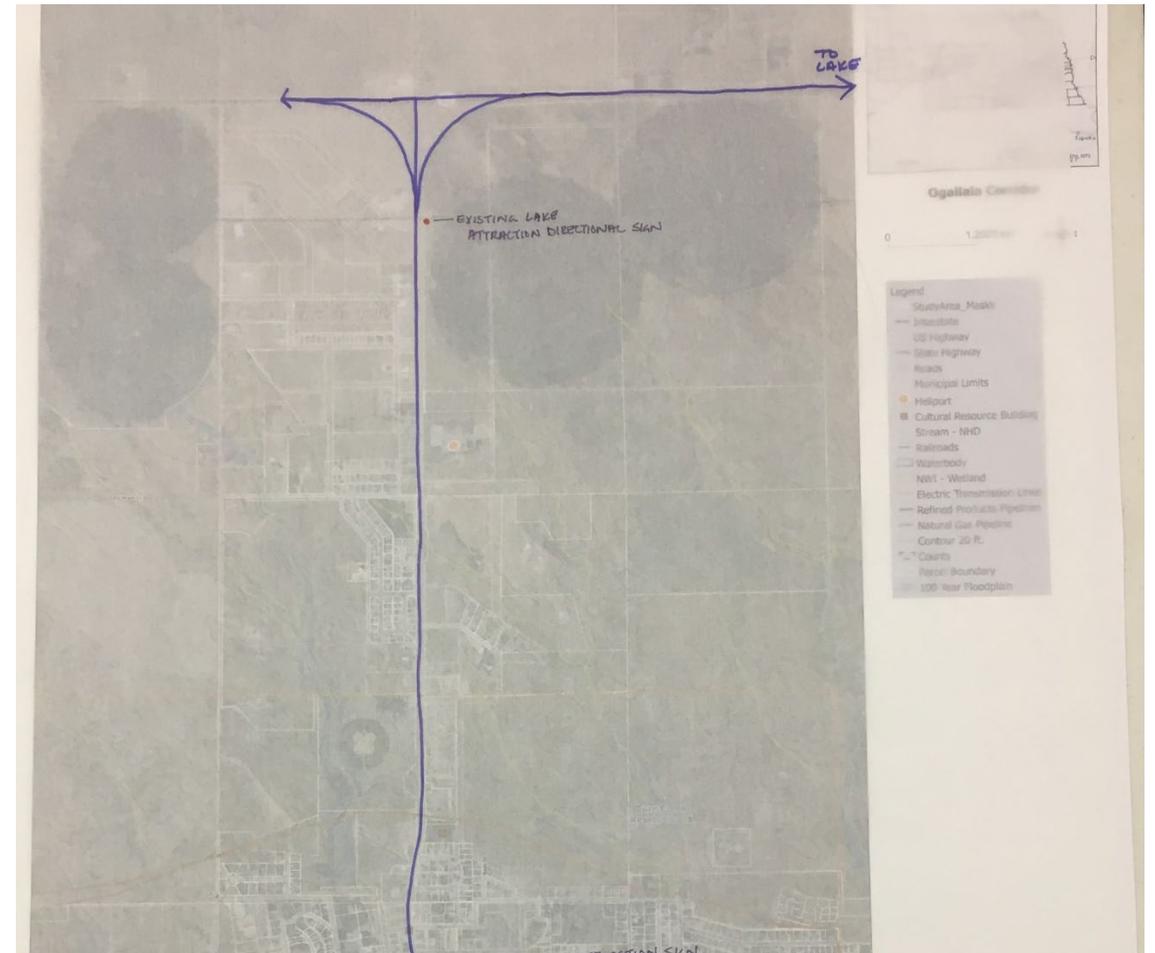
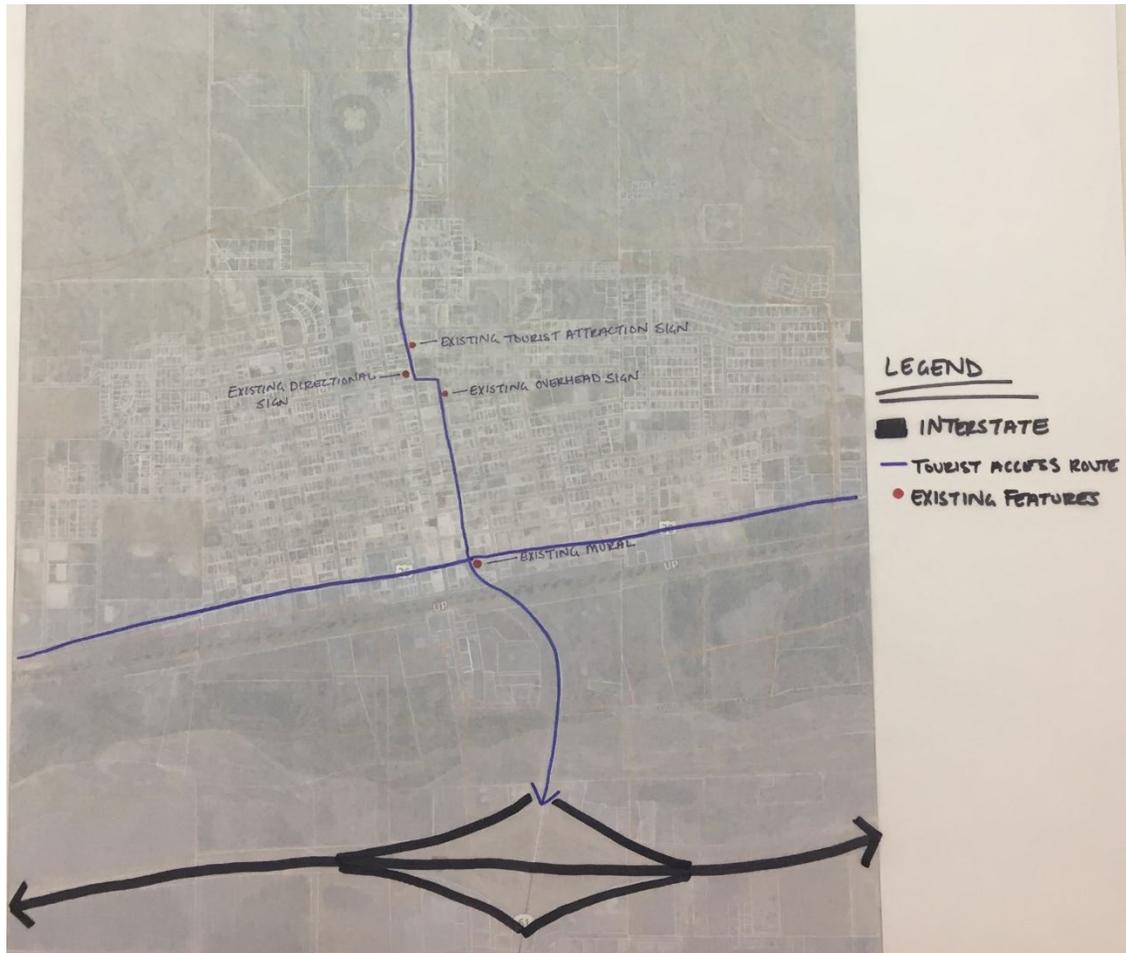




GATEWAY OPPORTUNITIES

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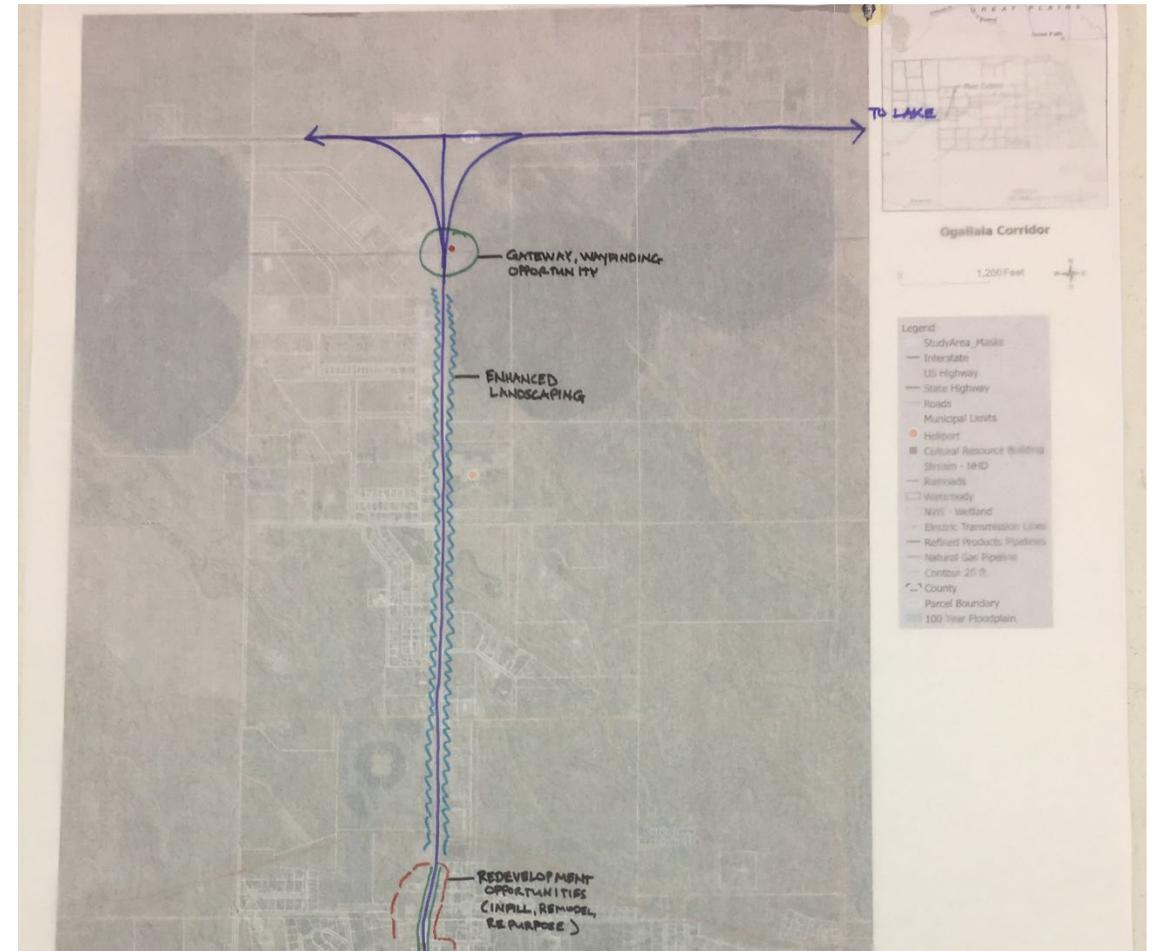
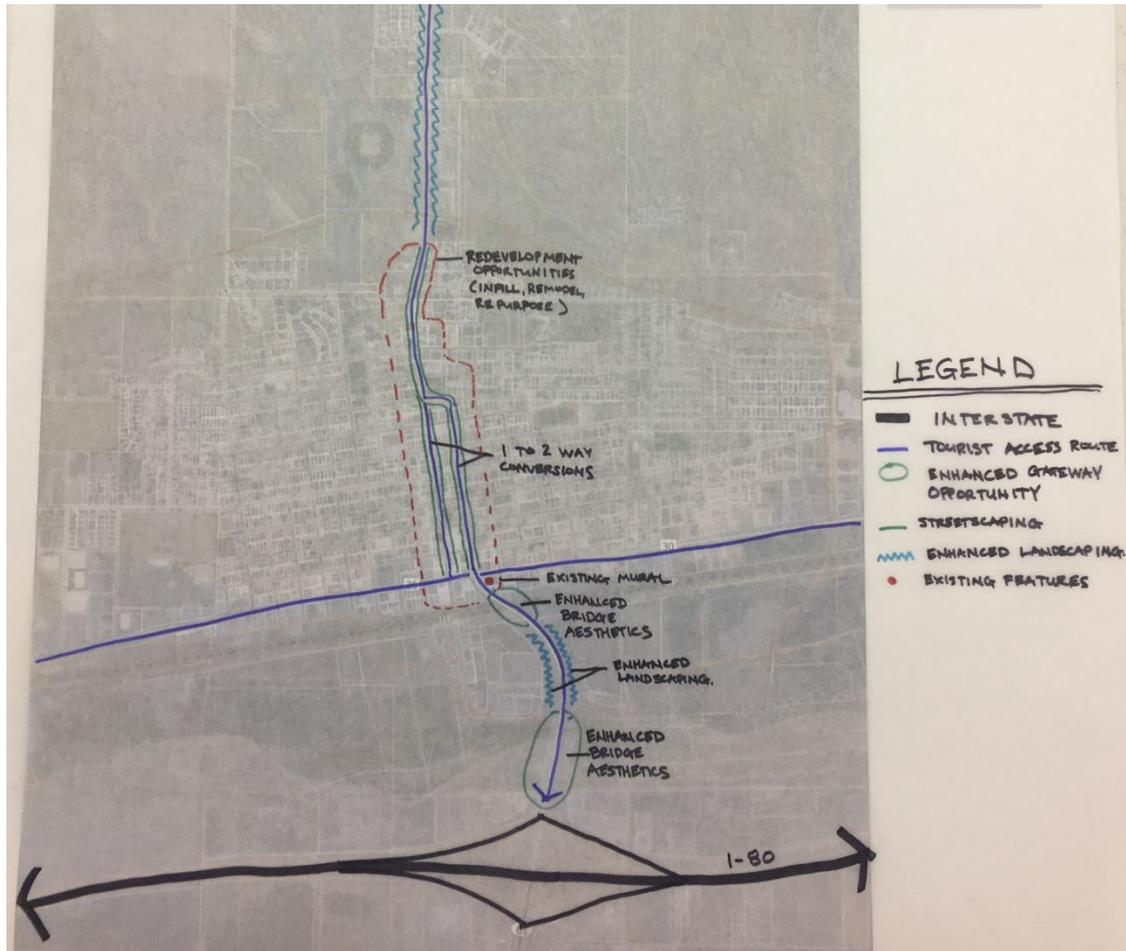
EXISTING GATEWAY LOCATIONS



EXISTING SIGNAGE/GATEWAYS



GATEWAY OPPORTUNITIES



EXISTING BRIDGE AESTHETICS



BRIDGE AESTHETICS



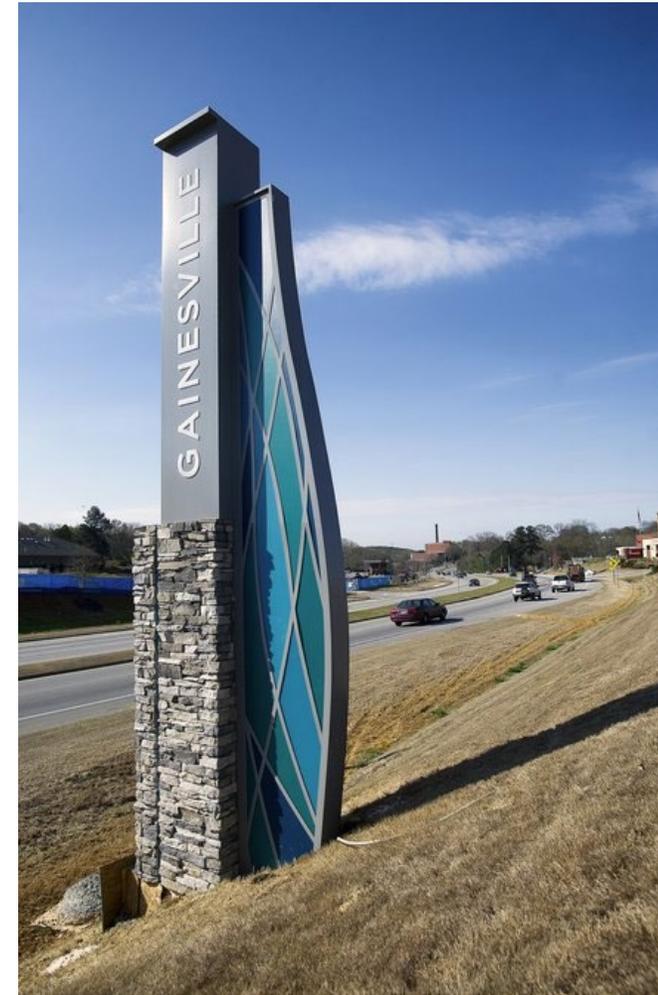
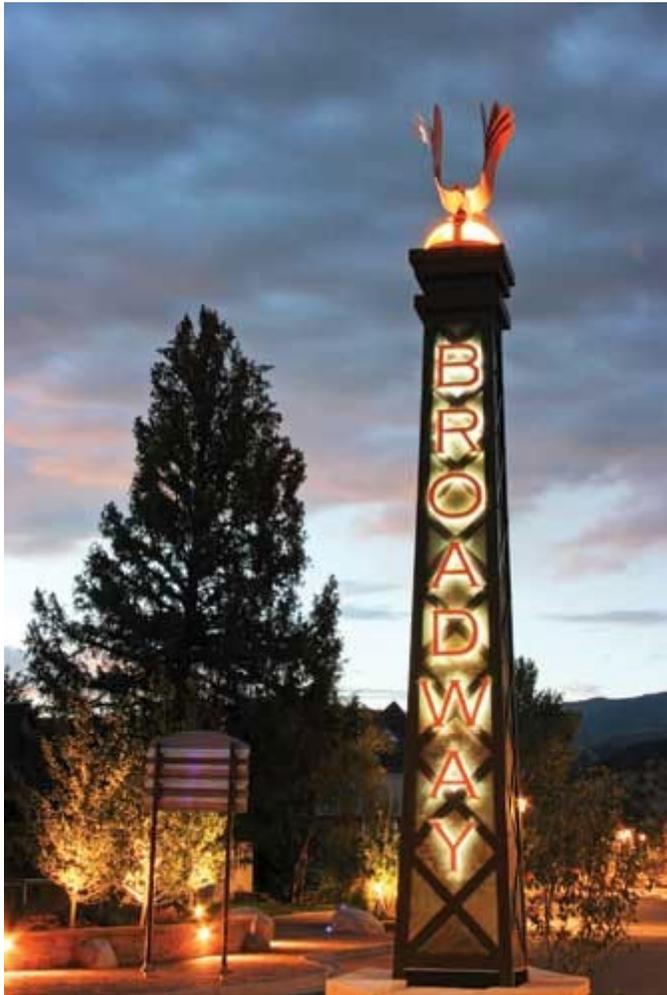
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LIGHTING



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GATEWAY FEATURES



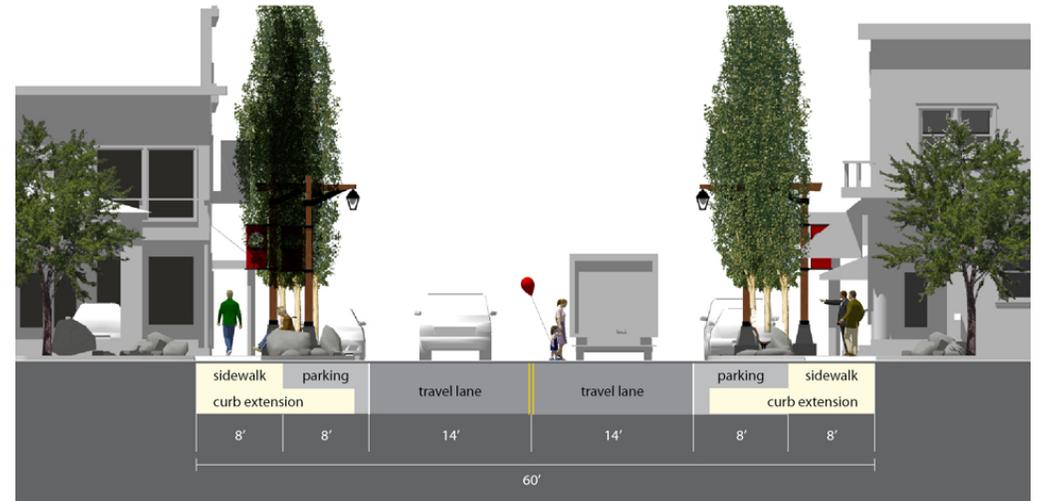
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PUBLIC ART



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STREETSCAPING



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ENHANCED LANDSCAPING



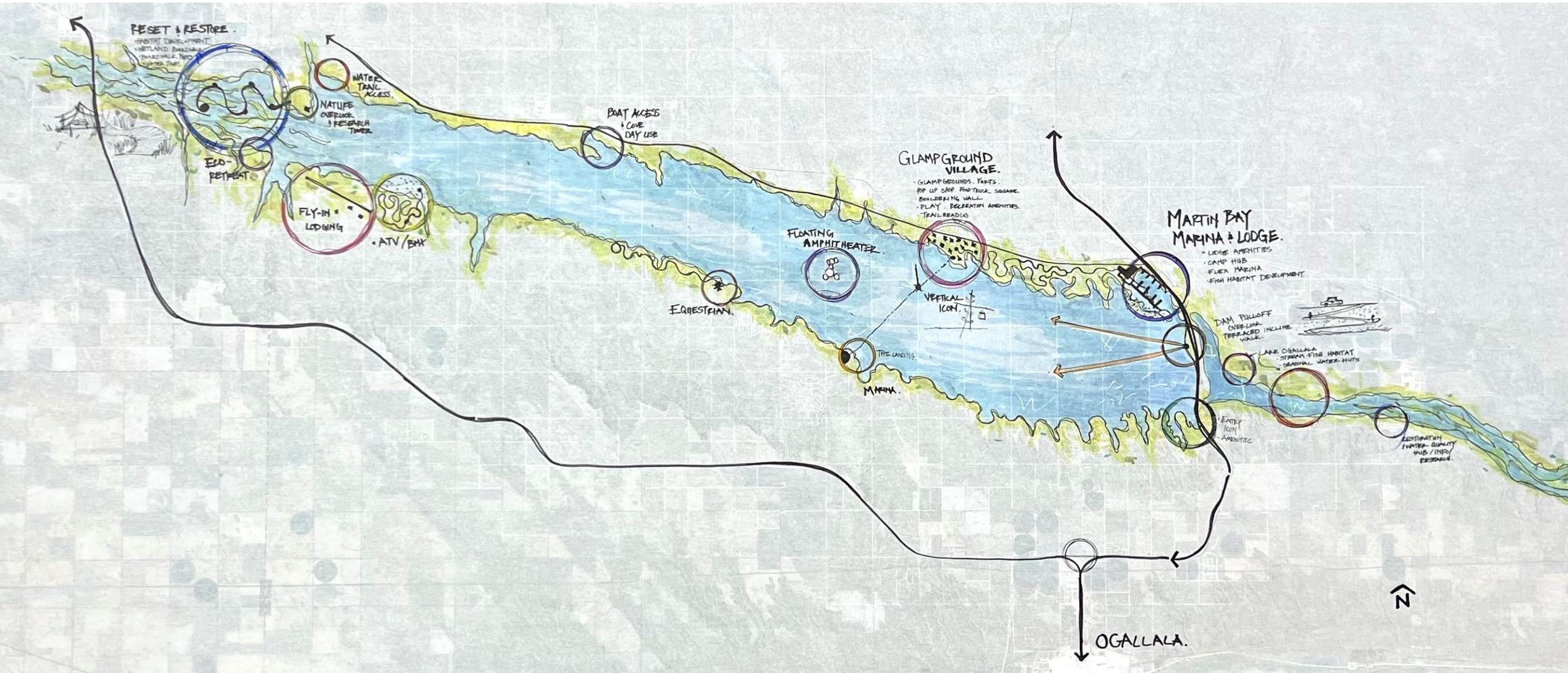
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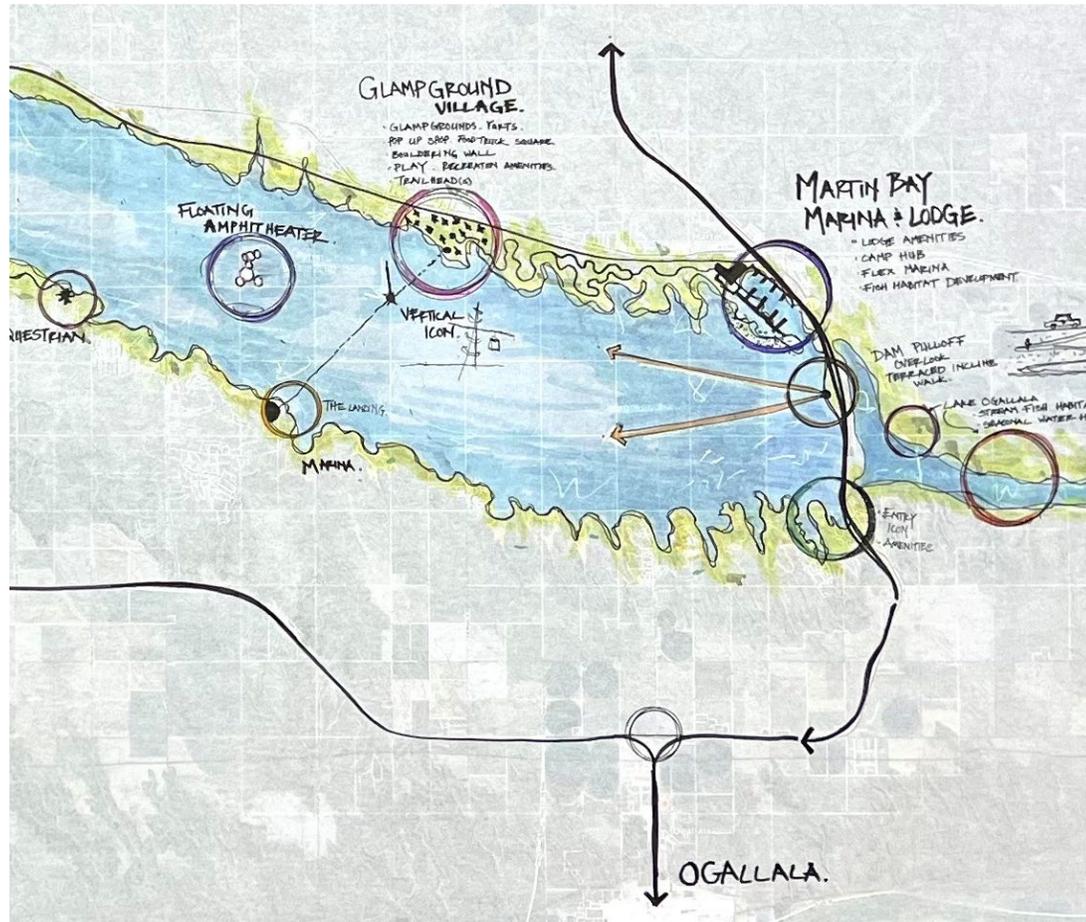
GAME AND PARKS OPPORTUNITIES

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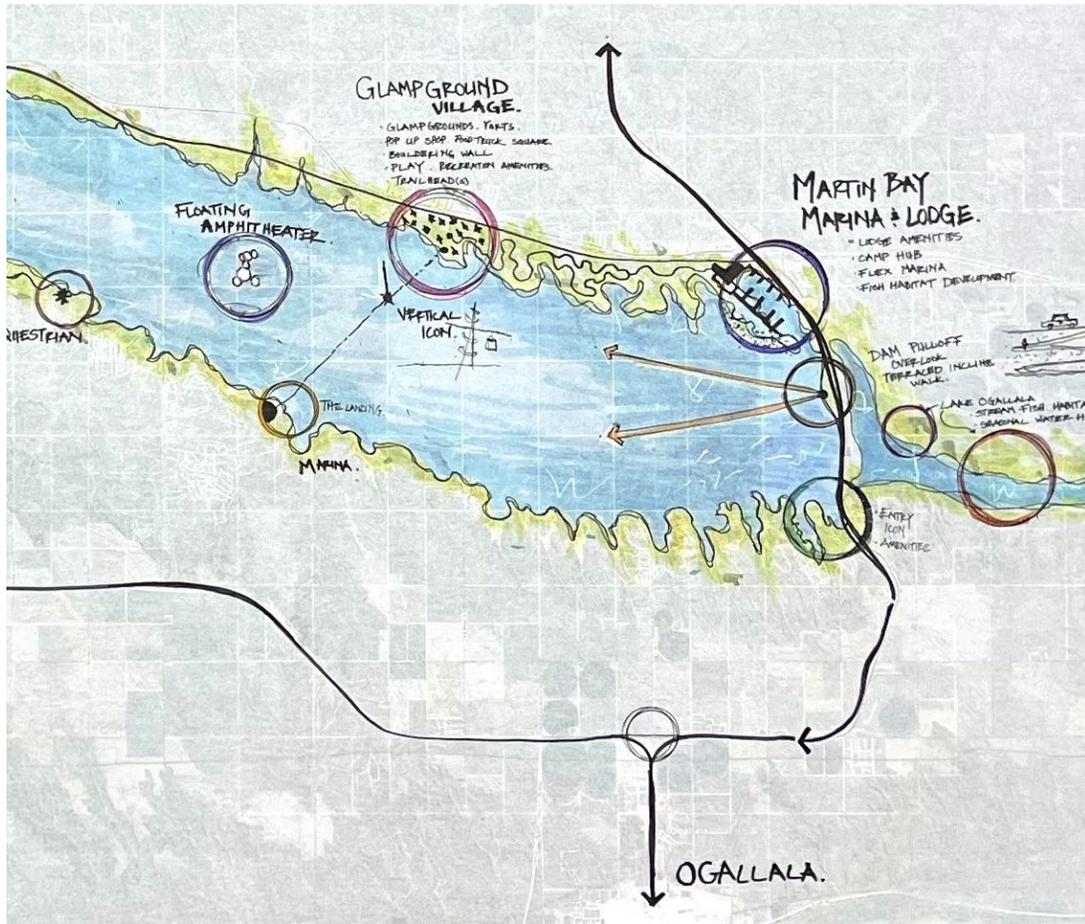
GAME AND PARKS OPPORTUNITIES



EASTERN LAKE MCCONAUGHY

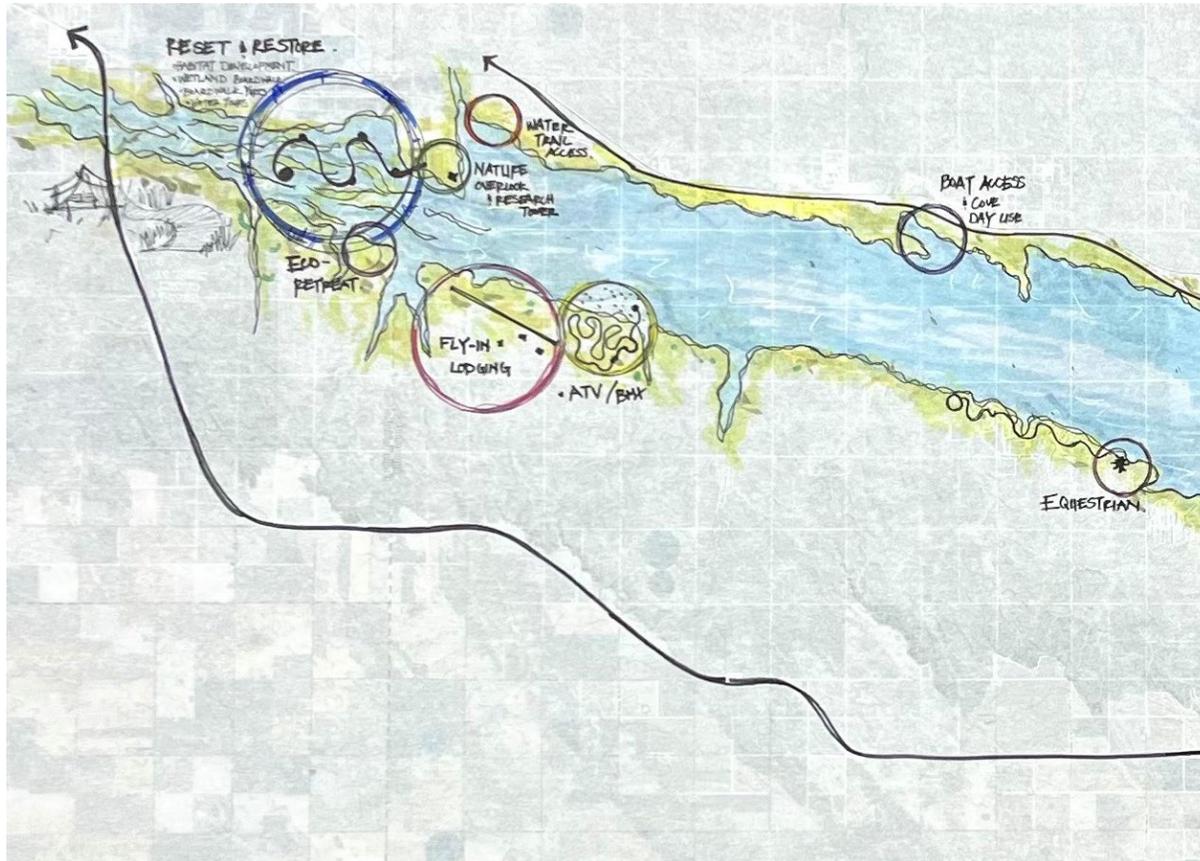


- Martin Bay
 - Marina
 - Lodging Hub
- Sandy Beach
 - Glamping Village
 - Recreation Amenities
 - Iconic Aerial Tram Connection
- Dam
 - Lake Overlook
 - New Water Access
- Improved Trail Connections
- Improved Walleye Habitat
- Iconic Project on South Shore*

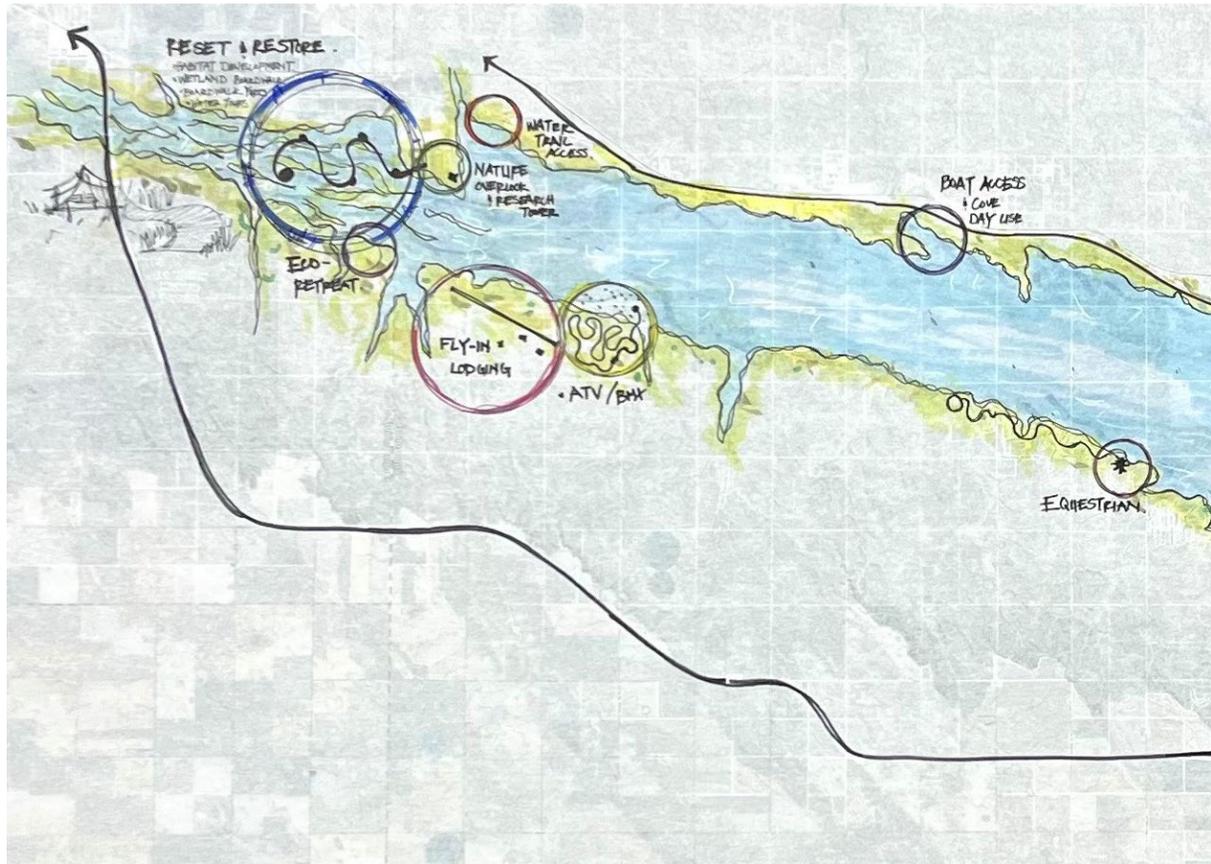


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WESTERN LAKE MCCONAUGHY

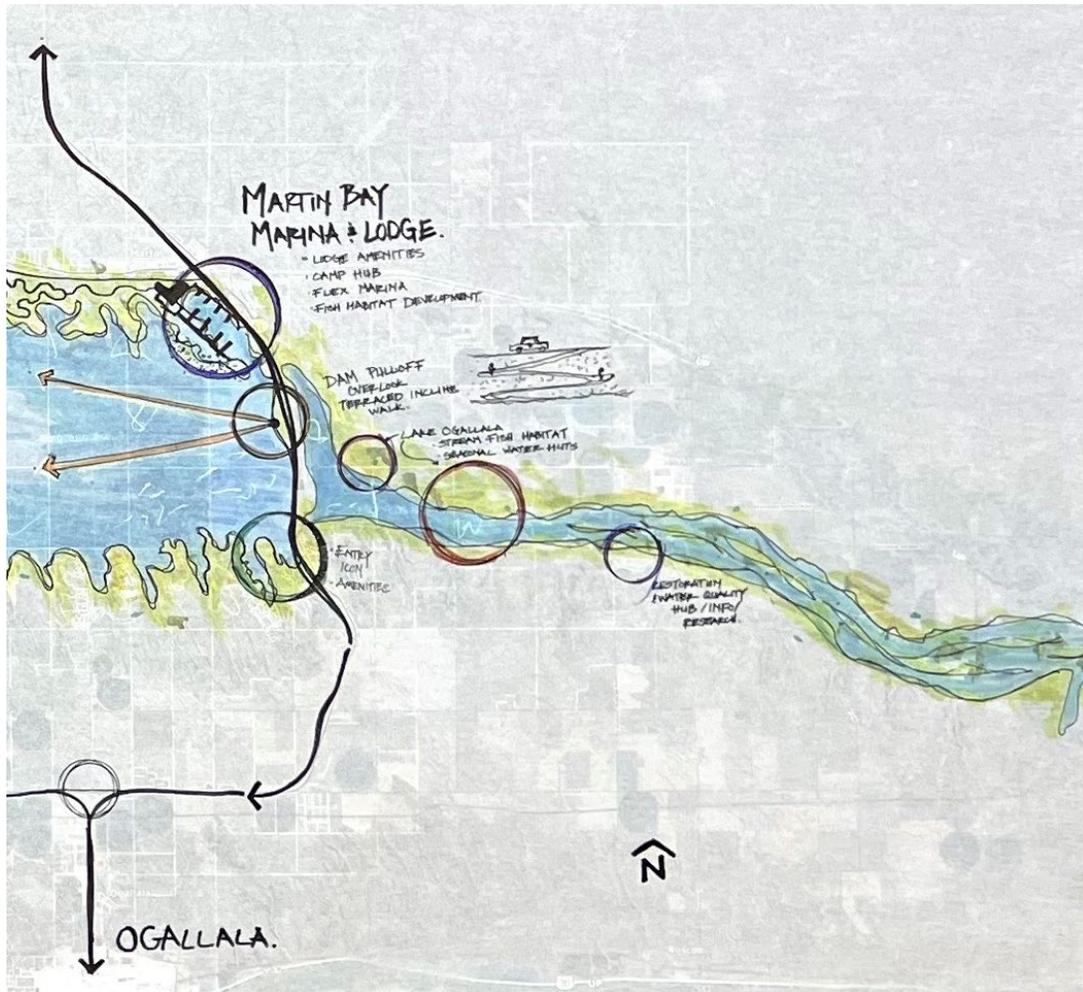


- Clear Creek WMA
 - Eco-Tourism
 - Nature/Culture Resource Center
 - Ecology and Habitat Preservation
 - Low Impact Boardwalk
 - Iconic Floating Camping
 - Air Boating, Kayaking, Paddle Boarding
- South Shore
 - ATV Trails
 - Equestrian Trails
 - Fly-in Lodging
- New and Improved Managed Vehicular Access Points

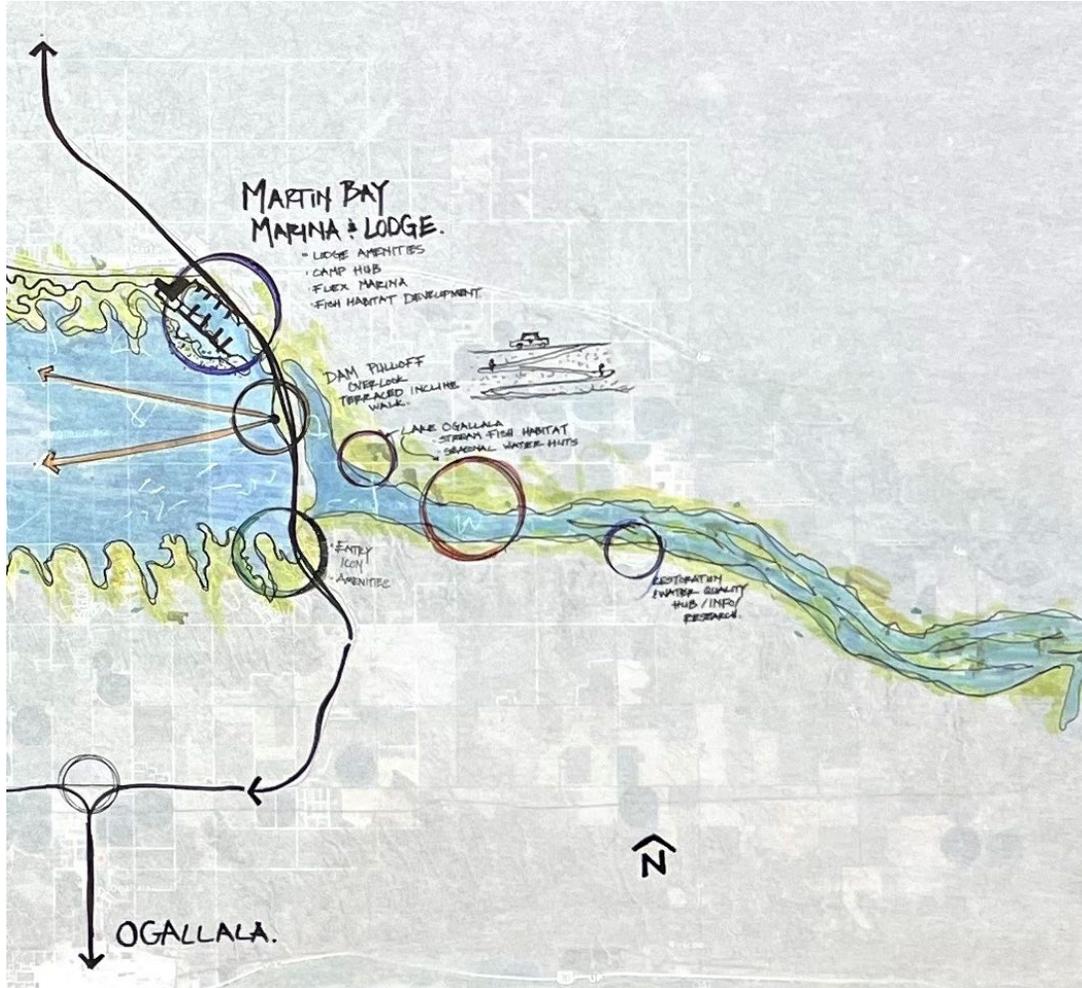


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LAKE OGALLALA



- Improved Camp Sites
- Improved Water Access
- Trout Habitat Preservation
- Equestrian Trails
- Seasonal Camping Facilities
- Boat House?





ICONIC DESTINATION

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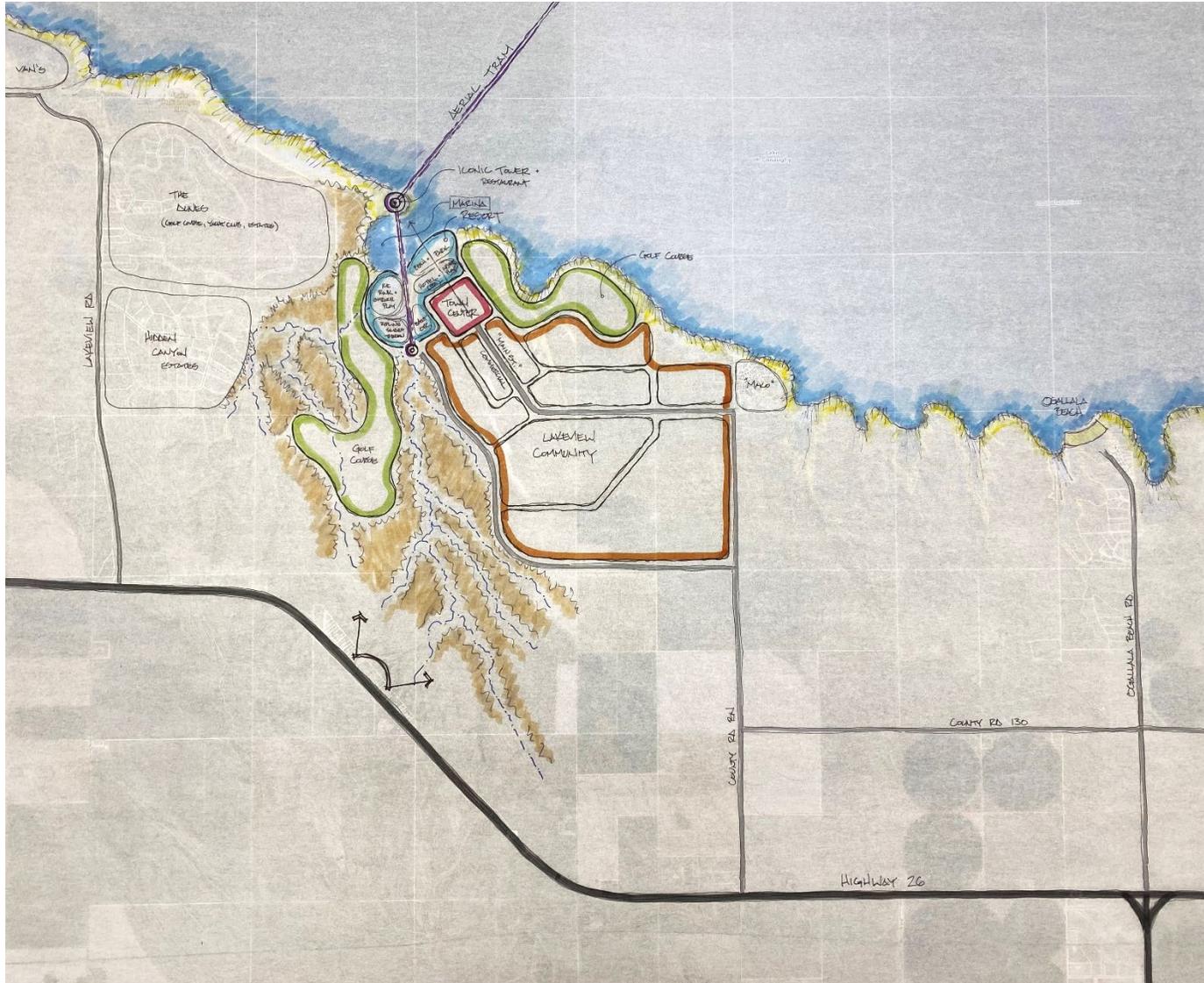
ICONIC DESTINATION

- Eco-Tourism
- Resort
- Lakeview Community
- Iconic Tower and Aerial Tram



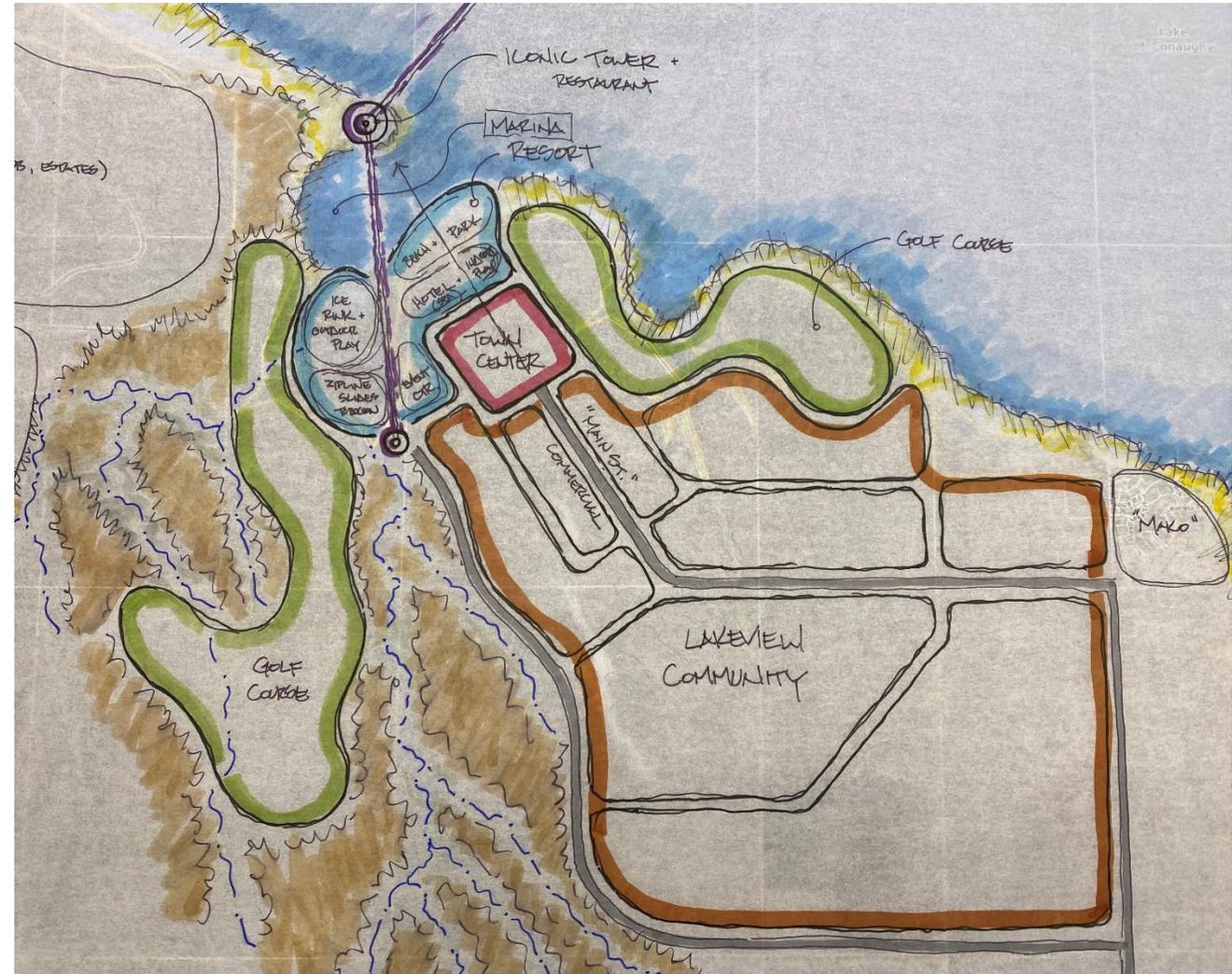
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ICONIC DESTINATION



ICONIC DESTINATION

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



WALKABLE NEIGHBORHOOD



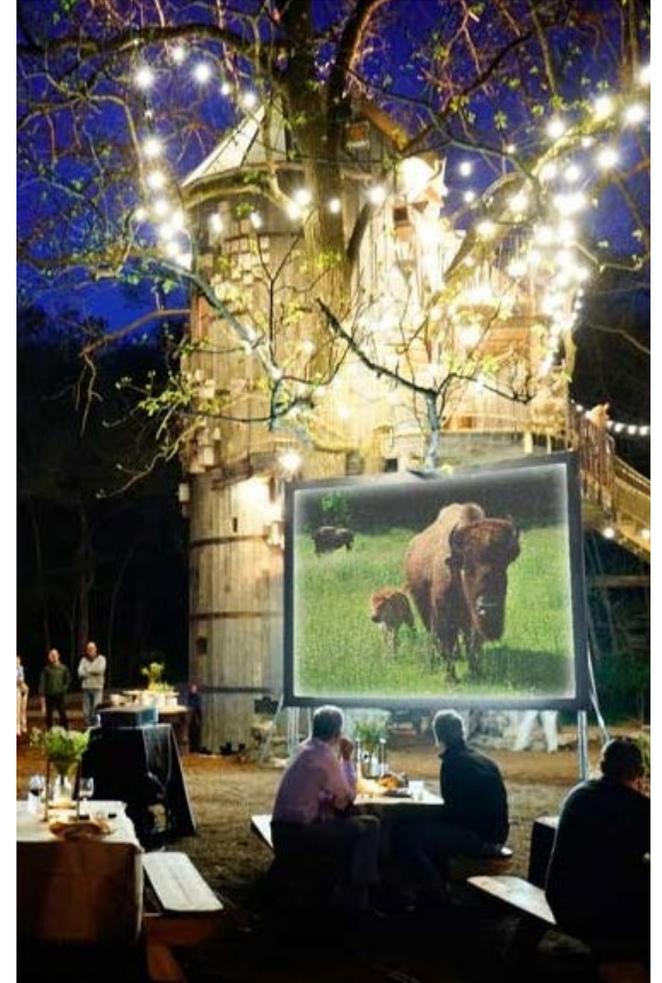
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VILLAGE CENTER



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DESTINATION RESORT



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EVENT CENTER



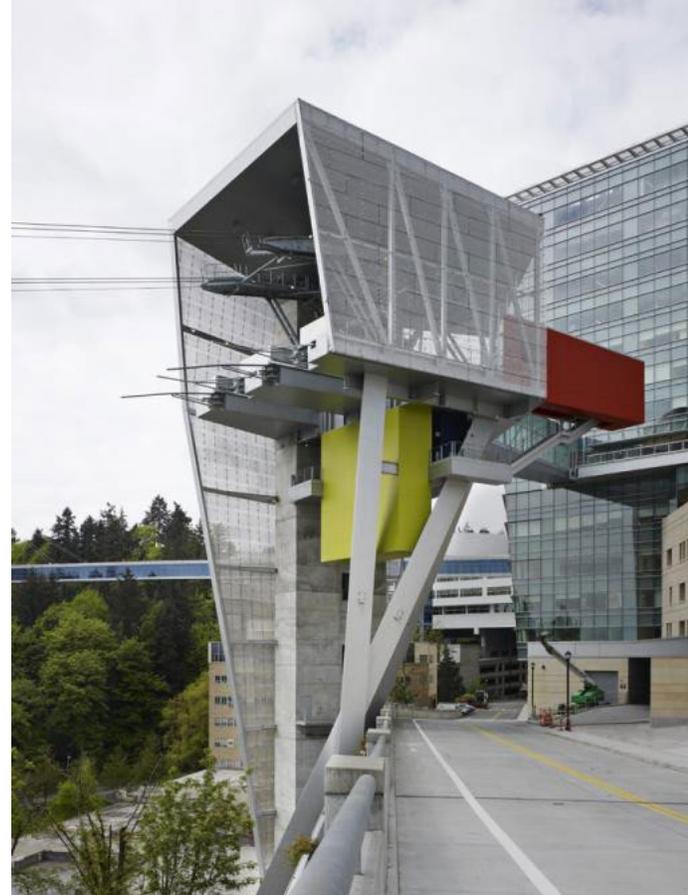
ICONIC TOWER



MARINA



AERIAL TRAM



ECO-TOURISM

- Golf Cart / ATV Drive
- Nature Experience





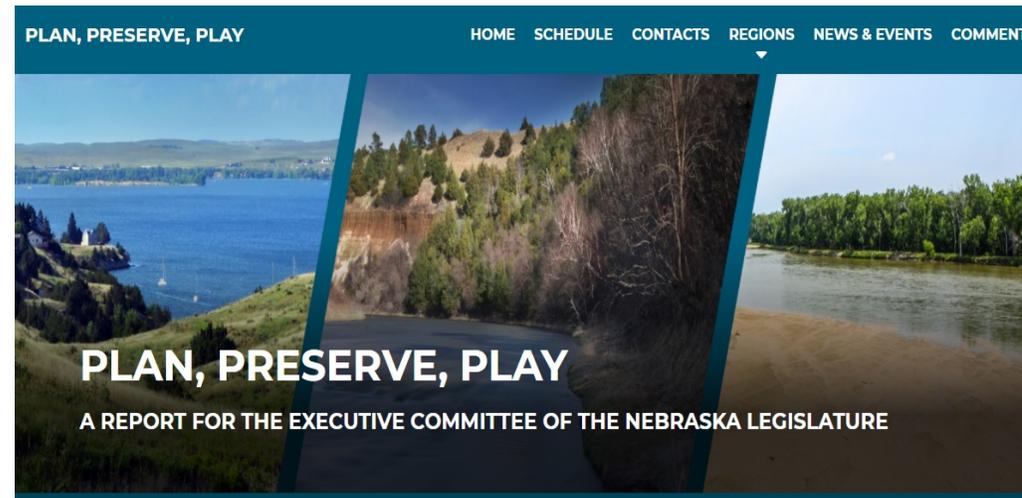
DISCUSSION



SCHEDULE

WEBSITE

- Information about the project, as well as a comment form, can be found at www.planpreserveplayNE.com.





THANK YOU!

www.planpreserveplayNE.com

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