

**LAKECATIONS**  
VACATION RENTALS

## Lakecations Resort, LLC

The Next Generation of Outdoor Hospitality

**Prepared for:** Catawba County  
**Prepared by:** Todd Senff, Lakecations Resort, LLC  
**Date:** July 17, 2020







July 17, 2020

Lakecations Resort  
1648 Molly's Backbone Rd, Sherrills Ford NC 28673

RE: Rezoning Narrative

Todd Senff, Manager of Lakecations Resort, LLC, is please to submit the Lakecations Resort Rezoning submittal package for Catawba County PD-CD review.

Lakecations Resort is a proposed luxury outdoor hospitality resort in Catawba County that would encompass 11 parcels and a total of 131.92 acres.

Todd Senff, Owner of Lakecations Resort, LLC, respectively requests rezoning of 77.03 acres from R-80 Residential (minimum lot size of 80,000 square feet) and 54.89 acres from R-30 Residential (minimum lot size of 30,000 square feet) to Planned Development-Conditional Zoning (PD-CD).

When fully developed, Lakecations Resort will offer approximately 136 RV Sites and 227 Cabins for short-term rental to Catawba area residents and Lake Norman visitors from across the country. In addition, the Lakecations Resort will offer a wide-variety of resort amenities that will provide our guests with the opportunity to enjoy the vast natural resources of Catawba County while creating a low-impact development that is consistent with Sherrills Ford Small Area Plan's development principals.





## Executive Summary of Lakecations Resort, LLC's Plans:

Lakecations, LLC develops, owns and operates vacation properties around Lake Norman, NC. Since acquiring our first vacation rental property in 2016, we have grown into one of the largest and most successful vacation property companies in the area. Currently, we own and operate 7 luxury waterfront homes in addition to managing several vacation homes around the lake for others.

As an extension of our current vacation property offerings on Lake Norman, we are looking to develop a new Outdoor Hospitality Resort destination on approximately 100 acres in Terrapin Creek area of Mountain Creek Township in Catawba County, NC. By seamlessly combining the natural beauty of our area with our guest's favorite hotel experiences, we are aiming to deliver a one of a kind Resort that will:

- Establish the Catawba County area of Lake Norman as the **#1 destination** for visitors looking to escape to the outdoors for adventure and relaxation
- Redefine the outdoor adventure and camping experience for a new generation
- Create a destination that will **attract tens of thousands** of annual visitors to the local community
- Expand and support Catawba County's mission of creating **economic opportunity for the area while maintaining its rural character**
- **Work in collaboration with Catawba County's Park & Recreation** initiatives to further broaden the areas opportunities
- Assist in the education and promotion of outdoor activities & recreation

Lakecations Resort will provide guests with a variety of outdoor hospitality accommodations including the use of Tiny Homes, Tree Houses, Yurts, Cabins, and traditional RV spots. The resort will be supported by a wide variety of amenities and activities including an Aerial Adventure Park, Climbing Tower, Natural Amphitheater, Swimming pools, Recreation Center, Great Lodge, hiking/biking trails, and direct Lake Norman access for boating, fishing, kayaks, etc.

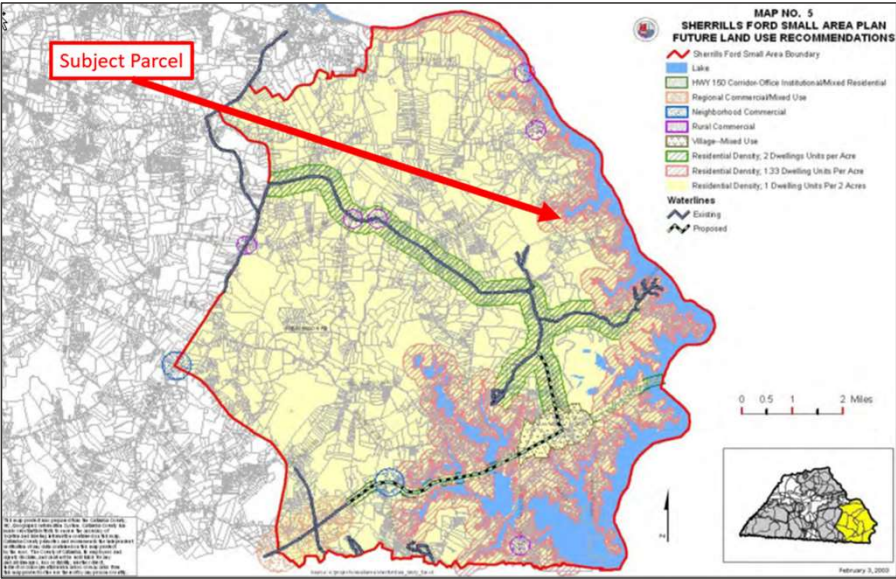


Hearthsides Grove, Michigan (Similar Concept – Nationally Ranked Luxury RV Resort)





Proposed Development Location:





## Planning Considerations

**Current Zoning:** The proposed development area encompasses 6 parcels and 99.57 acres. 78.42 acres of the area is currently zoned R-80 Residential which requires a minimum lot size of 80,000 square feet (1.83 acres per dwelling) and is considered a low-density “general use” district. Predominate uses are single-family houses and agriculture. The balance of the development area, 21.15 acres is currently zone R-30 Residential which requires a minimum lot size of 30,000 square fee (.75 acres per dwelling) and is considered a low-density residential district for single-family housing and agricultural.

**Land Use Plan:** The Sherrills Ford Small Area Plan, adopted on February 17, 2003, provides land use recommendations for the Sherrills Ford/Terrell community. Map 5, titled “Future Land Use Recommendations”, recommends the site be zoned for residential uses with a maximum density of one dwelling per two acres. While the proposed use could be considered inconsistent with the adopted land use recommendations of low density residential, we believe that our proposed is consistent with several of the other Guiding Principals/Plan Recommendations including:

- Lakecations Resort provides an outdoor experience for guests to stay close to nature while experiencing the local area. The Resort is **ecologically friendly** with minimal impacts to the property and do not require a lot of infrastructure to operate.
- The property will maintain a very **low-density development** area with a significant percentage of the total acreage devoted to open space.
- The size of the **heavily wooded property allows for increased setbacks and additional buffering** of the non-residential uses
- The property **will maintain the character of the existing area** by ensuring all the properties amenities, parking, and venues will be self-contained within the proposed development. Outdoor lighting will not be directly visible from adjacent properties.

### Utilities:

**Water Supply** – Public water is not currently available along Molly’s Backbone to the property. The developer will be responsible for engineering, permitting, and installing the water lines along Molly’s Backbone and within the Lakecations Development according to the City of Hickory and state specifications. Once installed and approved, the utilities will become park of the County’s system, maintained by the City of Hickory.

**Public sewer** is in front of the property. Connectivity would require a pump system subject to approval of the County. Preliminary engineering of wastewater system is underway.

**Power** for the Resort will be provided by Duke Energy Corporation



## Planning Considerations

### Access and Transportation

Molly's Backbone, Azalea Road and Roundstone Rd are considered a local residential roads by the Catawba County Transportation Plan. Local residential roads collect traffic from local residential subdivision roads and carry traffic to higher road system networks.

- Molly's Backbone is a 2-lane roadway. 2018 traffic counts were just outside of the site and the study measured a daily traffic count (ADT) count of 1300. An additional study was completed just southwest of the site near Sherrills Ford Rd, the study measured an ADT of 2500.
- The capacity of this span of Molly's Backbone is estimated to be approximately 10,000 vehicles per day (VPD) based upon the existing road width. Based on the proposed maximum density of the 353 units, the increased traffic associated with the development would not exceed the capacity of the existing roadway.
- The placement and configuration of the vehicular access points are subject to any minor modifications required to accommodate final site development and construction plans and to any adjustments required for approval by NCDOT in accordance with applicable published standards.
- The alignment of the internal vehicular circulation and driveways may be modified by the Petitioner to accommodate changes in traffic patterns, parking layouts and any adjustments required for approval by NCDOT in accordance with published standards.
- Vehicular access to the property shall be from Azalea Road and as generally depicted on the concept site plan. The placements and configurations of the vehicular access points shown on the concept site plan are subject to any minor modifications required to accommodate final site and construction plans and designs along with any adjustments required by the county and/or NCDOT for approval.
- As depicted on the concept site plan, the site shall be served by internal private roads. Minor adjustments to the locations of the internal private roads shall be allowed during the construction permitting process.
- The petitioner shall construct internal private roads to meet NCDOT public roadway standards.
- If required, a Traffic Impact Analysis (TIA) will be prepared and submitted to NCDOT for their review and approval.



## Planning Considerations

**Natural Resources:** Included in the Sherrills Ford Small Area Plan are recommendations on how to best manage the natural resources for the area. With the development of our Lakecations Resort, we would be in alignment with the Sherrills Ford Small Area Plan Recommendations including the following:

- “Consider strategic land purchases or development right purchases of highly visible undeveloped land. These sites could be acquired for future parks (both passive and active) in order to preserve wildlife habitats and provide community recreation opportunities.”
- “Encourage the County to partner with local organizations/corporations to increase recreation opportunities.”
- Begin to design and construct a lake-oriented pedestrian and bicycle system that links the currently segregated lake-area neighborhoods together.

### Mountain Creek Park – Catawba County

With the opening of much anticipated Mountain Creek Park including nearly 600 acres of parkland, we hope to expand upon the county’s vision for recreational development by creating a synergistic relationship with the county that will contribute to the success of both projects. Located approximately 5 miles away, Lakecations Resort will offer some complimentary recreational opportunities to county’s guests as well as provide naturally themed accommodations for those wanting to stay overnight.

It is our intention to provide a shuttle service to Mountain Creek Park for our guest to easily access the park’s amenities.





## Planning Considerations

**Economic Development:** In addition, the Sherrills Ford Small Area Plan also states several economic development principals that are served by our proposed development including:

- "The opportunity to develop locations for areas of lesser impact and still provide economic growth, balancing the rural character of the area with areas for economic investment for the future."
- "Ideal economic development for the area will be oriented toward smaller projects with lesser impact. Smaller business parks, light office/institutional, low-impact manufacturing, and service companies on sites of 30 acres or less would be preferred."
- "Providing more opportunities for a variety of job types in efforts to improve the employment base in Sherrills Ford."  
Our proposed project delivers on these principals by providing the area with a well planned and efficient development that encourages job growth, capital investment, tourism/visitor revenue, and increased sales tax generation...all with a low impact on the rural character of the area.

Once fully operational, we project the Lakecations Resort will host over 20,000 visitors annually, with projected gross revenues in excess of \$10 Million and over 100 new jobs created.

**Architectural Character:** Lakecations Resort architecture will be a unique art form that will combine the raw natural beauty of our undeveloped property with the feeling of a luxurious private escape. Whenever possible, we will maintain the natural landscape and compliment the developed areas with a simple and rustic style. The facades of accommodation options shall be covered with only with brick, stone, wood or siding consisting of wood or composite material. Vinyl products will be permitted only on soffits, fascia, window trim and door trim.

Later in this narrative are samples of the proposed architectural structures.



**LAKECATATIONS**  
**RV, Cable & Yurt Resort**  
**CONCEPT SITE PLAN**  
 Located in  
**Catawba County, North Carolina**

**Phase 1**  
 100 total cable yurts  
 100 cable yurts in site  
 100 yurts in site  
 100 total in site  
 30 park model cabins  
 4 500 yurts  
 10 Trailhouses

**Phase 2**  
 100 total cable yurts  
 100 cable yurts in site  
 100 yurts in site  
 100 total in site  
 30 park model cabins  
 4 500 yurts  
 10 Trailhouses

**Phase 3**  
 100 total cable yurts  
 100 cable yurts in site  
 100 yurts in site  
 100 total in site  
 30 park model cabins  
 4 500 yurts  
 10 Trailhouses

**Full-buildout**  
 100 total cable yurts  
 100 cable yurts in site  
 100 yurts in site  
 100 total in site  
 30 park model cabins  
 4 500 yurts  
 10 Trailhouses  
 2200% Improvement

**VICINITY MAP**  
 1/4" = 1 mile

**LEGEND**  
 SYMBOL DESCRIPTION  
 EXISTING PROPERTY LINES  
 PROPOSED ROAD PAVES  
 PROPOSED OPEN SPACE  
 PROPOSED UTILITY GAS  
 PROPOSED BY BACK-TO-TO  
 PROPOSED BY DRIVE-TO  
 PROPOSED PAVEMENT  
 PROPOSED FURNITURE  
 PROPOSED FURNITURE

**GRAPHIC SCALE**  
 0 100 200 Feet  
 1 inch = 100 feet

Phase 1	Phase 2	Phase 3	Full-buildout
170 total model cabins	170 total model cabins	170 total model cabins	170 total model cabins
100 covered parking spaces	100 covered parking spaces	100 covered parking spaces	100 covered parking spaces
20 public restrooms	0 public restrooms	20 public restrooms	20 public restrooms
136 total restrooms	0 total restrooms	0 total restrooms	136 total restrooms
30 park model cabins	30 park model cabins	30 park model cabins	30 park model cabins
4 30R units	4 30R units	4 30R units	4 30R units
10 Trailers	10 Trailers	10 Trailers	10 Trailers

Proposed Minimum Detached Setbacks:  
Front: 30'  
Side: 15'  
Rear: 30'



## FULL BUILDOUT IMPERVIOUS AREA CALCULATIONS

Date: 07/17/20

	Area (SF)			
	per Unit	Quantity	Area (SF)	Area (Ac)
<b>Total Site:</b>	-	-	<b>5,665,752.82</b>	<b>130.07</b>
Drive and On-street Parking :	960249.89	1	960,249.89	22.04
PM Cabin Sites w/ parking:	910	89	80,990.00	1.86
PM Cabin Sites w/ on street parking:	550	81	44,550.00	1.02
30ft Yurts w/ on street parking:	890	37	32,930.00	0.76
Back-in RV Sites:	881	107	94,267.00	2.16
Pull Thru RV Sites:	1050	29	30,450.00	0.70
Bath House & Guest Laundry:	2441	1	2,441.00	0.06
Welcome Center:	4281	0	-	0.00
Pickle Ball:	5353	1	5,353.00	0.12
Bocce Ball:	600	3	1,800.00	0.04
Cabana:	300	1	300.00	0.01
Pavilion:	6319	1	6,319.00	0.15
Plaza:	2703	1	2,703.00	0.06
Grotto/Rec Pool:	5892	2	11,784.00	0.27
Great Lodge:	12018	1	12,018.00	0.28
Splash Pad:	7140	1	7,140.00	0.16
Fire Pits:	616	15	9,240.00	0.21
Outdoor Movies/Stage:	2446	1	2,446.00	0.06
The Inn:	13820	1	13,820.00	0.32
Rec Center:	5306	1	5,306.00	0.12
Boat House:	4806	2	9,612.00	0.22
<b>Total Impervious Areas:</b>			<b>1,333,718.89</b>	<b>30.62</b>
<b>Impervious Cover Percentage:</b>	<b>23.54%</b>	343		

## OPEN SPACE CALCULATIONS

Date: 07/17/20

	Area (SF)			
	per Unit	COS NO.	Area (SF)	Area (Ac)
<b>Total Site:</b>	-	-	<b>5,665,752.82</b>	<b>130.07</b>
West Open Space :	1696284.00	COS 1 - 7	1,696,284.00	38.94
Playground Area:	280558.34	COS-8	280,558.34	6.44
East Open Space :	538287.22	COS 9 - 11	538,287.22	12.36
Drive and On-street Parking :	960249.89	COS-12	960,249.89	22.04
<b>Total Open Space Areas:</b>			<b>3,475,379.45</b>	<b>79.78</b>
<b>Impervious Cover Percentage:</b>	<b>61.34%</b>			





## **Lakecations Resort - Development Standards**

### **1. General provisions**

- a. These development standards form a part of the conditional rezone concept site plan associated with the planned development conditional development petition. The petition filed by Lakecations Resort, LLC (the "petitioner") to accommodate the development of an rv, cabin and yurt resort on approximately 131.92 -acre site located with frontage along azalea road, depicted on the concept site plan (the "site"). The site is further described as tax parcel number 461901266940.
- b. Development of the site shall be governed by the conditional rezoning concept site plan, these development standards and the applicable provisions of the Catawba County Unified Development Ordinance - UDO. (the "ordinance").
- c. Base information provided by Catawba County data.

### **2. Traffic/Transportation**

- a. Vehicular access to the property shall be from Azalea Road and as generally depicted on the conditional rezoning concept site plan. The placements and configurations of the vehicular access points shown on the conditional rezoning concept site plan are subject to any minor modifications required to accommodate final site and construction plans and designs along with any adjustments required by the county and/or NCDOT for approval.
- b. As depicted on the conditional rezoning concept site plan, the site shall be served by internal private roads. Minor adjustments to the locations of the internal private roads shall be allowed during the construction permitting process.
- c. The petitioner shall construct internal private roads to meet NCDOT public roadway standards.





## **Lakecations Resort - Development Standards**

### **3. Streetscape / Lighting / Landscaping / Utilities**

- a. Street lighting and street signage within the proposed development shall be private and per developer design as needed. The developer shall become responsible for monthly costs.
- b. Landscaping to meet minimum ordinance requirements, as outlined in sections 44-443.09 and 44-523(d-h).
- c. Street signs shall be consistent with Catawba County standards or approved equivalent. Decorative street signs may be installed (if desired) as long as they meet or exceed the minimum specification established by the county. Details shall be provided during construction documentation phase. Decorative street signs shall require approval by county engineering for placement in the street right-of-way.
- d. Traffic signs and traffic control devices placed on the municipal street system must conform to the appearance criteria of the manual of uniform traffic control devices. (Gen. Statute 136-30).
- e. Project shall follow sign regulations for planned development, Catawba County UDO section 44-443.12.
- f. Entrance monumentation shall meet UDO requirements.
- g. Entrance monumentation and on-site signs shall be permitted separately.
- h. Entrance monumentation and sign sizes / locations depicted on the plan are conceptual and subject to change.
- i. Water and sewer connections to be coordinated with Catawba County utilities & engineering department.
- j. Sidewalk (where applicable) and utility placement shall be in accordance with the county's standard specifications and details.
- k. Street trees shall be provided at a rate of 1 per every 40 linear feet of road frontage on each side of the street. Each street tree shall have a minimum caliper of 2 inches at the time of installation. See Catawba County UDO, section 44-523(h).
- l. Preservation of existing trees in open space areas and buffers shall be delineated and finalized during construction documentation.

### **4. Open space**

- a. The petitioner shall provide common open space areas as generally depicted on the conditional rezoning concept site plan, and that meets the requirements outlined in the Catawba County UDO, section 44-443.07.



## **Lakecations Resort - Development Standards**

### **5. Environmental features**

- a. The petitioner shall comply with Catawba County stormwater management standards. The location, size, and type of stormwater management systems depicted on the conditional rezoning concept site plan are subject to review and approval as part of the full development plan submittal and are not implicitly approved with this concept plan. Adjustments may be necessary in order to accommodate actual stormwater treatment requirements and natural site discharge points.
- b. No floodplain on site. Floodplain information obtained from FEMA firm panel 3710461900K. Effective date of study 03/18/2008.
- c. Stream/wetland information based on preliminary information obtained from "Waters of the US and Isolated Wetlands Delineation" prepared by Catawba County GIS data.

### **6. Architecture**

- a. Architectural treatment shall continue all sides of a building as 'four-sided' architecture.
- b. Ground floor elevations shall be treated with a combination of fenestration, clear glass, prominent entrances, change in materials, building step backs, artwork and landscaping. Blank walls shall comply to the ordinance.
- c. Building height shall not exceed 45'.
- d. Accessory structures shall be consistent with the principal building in material, texture, and color.
- e. The architectural character associated with the building(s) to be located on the site shall adhere to architectural standards for planned developments, as outlined in section 44.443.15 of the UDO.

### **7. Phasing**

- a. The site shall be constructed in 2 phases. Exact number and timing of phases shall be provided during construction documentation phase of the project.

### **8. Amendments to concept plan**

- a. Future amendments to the concept site plan and these development standards may be applied for by the then owner or owners of a particular tract within the site involved in accordance with the provisions in the ordinance.



## Lakecations Resort - Development Standards

### 9. **Binding effect of the concept site plan documents and definitions**

- a. If this conditional rezoning petition is approved, conditions applicable to development of the site imposed under the concept site plan and these development standards shall, unless amended in the manner provided under the ordinance, be binding upon and inure to the benefit of the petitioner and subsequent owners of the site and their respective successors in interest and assigns.
- b. Throughout these development standards, the terms, "petitioner" and "owner" or "owners" shall be deemed to include the heirs, devisees, personal representatives, successors in interest and assigns of the petitioner or the owner or owners of any part of the site from time to time who may be involved in any future development thereof.

### **General Notes**

1. Base information received from Catawba County GIS Information is preliminary in nature & should be verified for accuracy.
2. All site plan, zoning, and wetland information utilized in the preparation of this Concept Site Plan is considered to be preliminary in nature and subject to change and final verification.
3. Draft - Do not rely on this document.
4. Floodplain Information
  1. No floodplain on site - information obtained from FEMA FIRM Panel 3710461900K. Effective date of study 03/18/2008.
5. Stream/Wetland Information
  1. Stream/Wetland information is based on preliminary information obtained from "Waters of the US and Isolated Wetlands Delineation" prepared by Catawba County GIS data. For purposes of preparation of this Concept Site Plan, any proposed wetland areas and stream features depicted on the Concept Site Plan are considered to be preliminary in nature. The Concept Site Plan will need to be revised once all agencies approve on-site wetland/stream and appropriate jurisdictional boundaries. The Concept Site Plan will need to be revised once all agencies approved on-site wetland/stream locations.





## **Lakecations Resort - Development Standards**

### **Access Points/Driveways/Streets**

1. Proposed project site entrance locations are considered preliminary in nature and need to be verified for adequate sight distance.
2. All roadway and street systems are considered to be preliminary and will need to be verified for sufficiency to satisfy or exceed minimum requirements established in the Catawba County Unified Development Ordinance and applicable standards identified by NCDOT. Street connections are conceptual and may be subject to change based on agency input and review.

### **Proposed Onsite Roadways**

All onsite proposed roads shown will be private and can be used for bicycle activity. Therefore, they shall be also considered active open space for the purpose of this development plan.

### **Proposed Utility Easements**

All onsite proposed utility easements (if needed) will be developed and shown on the final construction plans.

### **Proposed Directional Signage**

Proposed onsite directional signage will be provided per owner discretion and shown on the final construction plans.

### **Proposed Entrance Signage**

Proposed Entrance signage will be provided at Owner discretion and permitted separately.



## Architectural Character – Grand Resort Center







## Architectural Character – Great Lodge







## Architectural Character: Tiny Hoses & Cabins Conceptual Design







## Architectural Character – Tree Houses Conceptual Design







**Architectural Character: RV Resort Area – Concept**







## Architectural Character – Aerial Adventure Park







**Architectural Character: Lakecations Resort Main Entrance Concepts**



Exit Only Gate Concept





**Architectural Character: Resort Amenities Concepts**

