



**LINCOLN COUNTY PLANNING & INSPECTIONS DEPARTMENT**  
302 NORTH ACADEMY STREET, SUITE A, LINCOLNTON, NORTH CAROLINA 28092  
704-736-8440 OFFICE 704-736-8434 INSPECTION REQUEST LINE 704-732-9010 FAX

To: Board of Commissioners  
Planning Board

From: Randy Hawkins, Zoning Administrator

Date: May 16, 2014

Re: CUP #338  
John Bailey, applicant  
Parcel ID# 30939 (easternmost portion)

*The following information is for use by the Lincoln County Board of Commissioners and Planning Board at their joint meeting/public hearing on June 2, 2014.*

**REQUEST**

The applicant is requesting a conditional use permit to operate an outdoor recreation facility, a paintball play area, in the R-T (Transitional Residential) district. Under the Unified Development Ordinance, an outdoor recreation facility is a conditional use in the R-T district.

**SITE AREA AND DESCRIPTION**

The proposed 30-acre site is located on the east side of Old Plank Road at Mariposa Road in Catawba Springs Township. It is part of a 182-acre parcel. It is adjoined by property zoned R-T and B-N (Neighborhood Business). Land uses in this area include residential, agricultural, business and industrial. This property is part of an area designated by the Lincoln County Land Use Plan as industrial.



# County Of Lincoln, North Carolina

## Planning Board

Applicant **John Bailey**

Application No. **CUP #338**

Property Location **Old Plank Road at Mariposa Road** Zoning District **R-T**

Proposed Conditional Use **outdoor recreation facility (paintball play area)**

### **FINDINGS OF FACT**

1. The use will not materially endanger the public health or safety if located where proposed and developed according to plan. YES \_\_\_\_\_ NO \_\_\_\_\_

FACTUAL REASONS CITED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. The use meets all required conditions and specifications. YES \_\_\_\_\_ NO \_\_\_\_\_

FACTUAL REASONS CITED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. The use will not substantially injure the value of adjoining or abutting property unless the use is a public necessity. YES \_\_\_\_\_ NO \_\_\_\_\_

FACTUAL REASONS CITED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. The location and character of use, if developed according to the plan as submitted and approved, will be in harmony with the area in which it is to be located and will be in general conformity with the Land Use Plan for the area in question. YES \_\_\_\_\_ NO \_\_\_\_\_

FACTUAL REASONS CITED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

After having held a Public Hearing on \_\_\_\_\_ and in light of the Findings of Facts listed herein, the following action was taken by the Lincoln County Planning Board:

\_\_\_\_\_

In recommending such Conditional Use, the following conditions were recommended by the Lincoln County Planning Board:

\_\_\_\_\_



### Conditional Use Permit Application

Lincoln County Planning and Inspections Department  
Zoning Administrator  
302 N. Academy St., Suite A, Lincolnton, NC 28092  
Phone: (704)736-8440 FAX: (704)732-9010

#### PART I

Applicant Name John Bailey

Applicant Address 1604 Mariposa Rd. Stanley NC 28164

Applicant Phone Number (803) 206 0654

Property Owner Name Elizabeth Mabry

Property Owner Address 1800 Clairmont Lake #130 Decatur GA 30033

Property Owner Phone Number (404) 634-2777

#### PART II

Property Location 1604 Mariposa Rd. Stanley NC 28164 (30 Acres on east side of Old Blank Rd)

Property ID (10 digits) 3681771763 Property size 30 Acres

Parcel # (5 digits) 30939 Deed Book(s) 943 Page(s) 291

#### PART III

Existing Zoning District RT

Briefly describe how the property is being used and any existing structures.

Existing two story rock house. Abandoned + unlivable.  
Small 1 acre field in front by road, rest of land is woods,  
not currently used for anything.

Briefly explain the proposed use and/or structure which would require a Conditional Use Permit.

Proposed use is a paintball "field" business + shop. Small 10 ft x 40 ft. office/shop would be added to field area, + small bunkers + obstacles would be added into the woods. Netting surrounding play area.

**\$750 APPLICATION FEE MUST BE RECEIVED BEFORE PROCESSING.**

I hereby certify that all knowledge of the information provided for this application and attachments is true and correct to the best of my knowledge.

John Bailey  
Applicant's Signature

4/21/14  
Date

**APPLICANT'S PROPOSED FINDINGS OF FACT**  
**FOR A CONDITIONAL USE PERMIT**

Application No. **CUP #338**

Applicant **John Bailey**

Property location **east side of Old Plank Road at Mariposa Road**

Parcel ID# **30939 (30-acre eastern portion)** Zoning District **R-T**

Proposed Conditional Use **paintball play area (private outdoor recreation)**

**PROPOSED FINDINGS**

1. The use will not materially endanger the public health or safety if located where proposed and developed according to plan.

**A driveway permit must be obtained from NCDOT. Adequate parking will be provided. The shop/office must meet the State Building Code. Barrier netting will be installed around the paintball areas.**

2. The use meets all required conditions and specifications.

**Private outdoor recreation is a conditional use in the R-T district.**

3. The use will not substantially injure the value of adjoining or abutting property unless the use is a public necessity.

**This is a 30-acre site. The paintball areas will be buffered from adjoining properties and from the road. The paintball areas will be open only during daylight hours.**

4. The location and character of use, if developed according to the plan as submitted and approved, will be in harmony with the area in which it is to be located and will be in general conformity with the Land Use Plan for the area in question.

**This is a largely rural area that includes a Duke Energy combustion turbine station and a racetrack. This property is part of an area that is designated by the Land Use Plan as industrial.**

# Lake Norman Paintball

## Executive Summary

Lake Norman Paintball is an exhilarating, safe, and professional facility that guarantees customer satisfaction with a one of a kind paintball experience. It offers a variety of fields, participant leagues, clean facilities, rental equipment, snack bar area, and equipment repair services. Our facility is developed on family owned property located off Hwy 16 and Hwy 73 and serves as a great location to many surrounding communities. Some of these communities include our neighbors around Lake Norman, Huntersville which is a convent 13 miles away and has a population 50,000, and Charlotte being a little over 20 miles away with a population over 730,000. Man Up shows to be the closest paintball facility to all of these neighboring communities, with the next closet facility being over an hour away.

The staff of LKN Paintball promise to give customers an invigorating experience with excellent customer service. LKN Paintball will be established and developed by owner Kirk Bailey who has over 9 years of experience managing and running successful restaurants. He's also played paintball for the past 14 years and is passionate about the sport and its culture. His track record of opening and maintaining successful businesses reflect that he obtains effective management and business skills required for running a successful paintball business.

LKN Paintball will be open on designated days during the week to the public for "walk on" play. There will also be reserved days for several social groups to develop both adult and youth leagues to play and network.

The initial management of facilities is Kirk Bailey and two to three part time employees. Kirk will be responsible for the design, building, development of the facilities, and hands on management of the daily operations. With speedy growth, other team oriented and customer focused staff members could join in management to ensure the best operations all the time.

## General Company Description

### *Mission*

The mission of LKN Paintball is to provide local residents an exhilarating, safe, and simply the best paintball facility in the region. It will provide excellent customer service, quality equipment, a clean and well-kept course, and cater to individuals or groups, in a safe and family friendly environment.

LKN Paintball will be located on a 30 acre parcel of land, with several different fields and scenarios. Throughout these fields, LKN Paintball will create a competitive environment that encourages safety, fun, and playing hard and fair. We will ensure customers have an exceptional experience and return time after time.

### ***Objective***

LKN Paintball will be a successful and well established facility located in the historical district of Lincoln County NC. We will provide a one of a kind paintball experience complimented with excellent customer service that will ensure customer loyalty. LKN Paintball strives to be the best paintball experience, and to potentially grow to other locations.

### **Keys to Success**

LKN Paintball has three main keys to success:

1. *Low overhead:* With no payments on the land and only 1 initial owner managing the business, and a couple wage employees, overhead can be kept extremely low.
2. *Location:* LKNPB will be the only paintball course within 1 hour. We will also be the closest location to uptown Charlotte and all its prospering Lake Norman communities, especially prospering Huntersville, Mooresville, and Cornelius. The Lake Norman communities are full of families with expendable income.
3. *Marketing:* With 9+ years of internal marketing, Kirk will use several social media groups he's connected with to promote. Grand opening campaign, sponsorships, bar promoting, and word of mouth will also greatly contribute.

### **Company Summary**

The paintball area site will be designed within a 30 acre piece of wooded land located off Hwy 16 and Hwy 73. The location is easily found off of two well traveled roads in the area, at an intersection where Mariposa Rd "dead ends" into Old Plank road. The parking lot for facilities will be directly by this intersection, with the shop and fields nestled in behind it in the front wood line. This area is centered between many small towns, Stanley, Denver, Lincolnton, Dallas; and flourishing new ones such as Huntersville, Gastonia, Charlotte, and Cornelius. Although only a few acres are required for the initial fields, this allows the facility to have privacy but also plenty of land to expand when needed.

Paintball has shown to be a growing sport over the past decade and is continuing to grow. The demand for a field in this area is high, which would make this the center stage of paintball for surrounding communities. Heavy growth in Huntersville, Denver, and Charlotte are bringing in high volume of people in paintballs common age range, 14-60, making this a prestige location.

**Company Ownership:** Kirk Bailey

## **Start-Up Summary**

During the start-up phase, many large events will occur, some simultaneously.

- \* Start an incorporated LLC business
- \* Obtain investment loan
- \* Develop release form
- \* Obtain business license, zoning permit, building permits and insurance
- \* Obtain small bulldozer and backhoe
- \* Start field construction (1 month time frame)
- \* Order all paintball equipment
- \* Finalize operating procedures
- \* Intensify marketing campaign
- \* Train on all equipment
- \* Fully complete construction of field and set up shop
- \* Open for business!!

## **Products and Services**

With people trying to encourage healthier behaviors and to cut back on the video games and couch lounging, paintball has shown to be a sport that's appealing to players of all ages and offers that real "Modern Warfare" experience. Having a range of players allows LKN Paintball to develop seasonal leagues which will serve as the core revenue. To maximize revenue, each league will be incorporated into each paintball season and vary from first time beginners to the pros of paintball.

LKN Paintball will also offer special event rental, walk on play, equipment rentals, equipment and paintballs to purchase, equipment repairs, as well as refreshments to purchase. All of which produce great profit margins.

## **Market Analyst Summary**

The prime market of a paintball facility can be up to 20-30 miles, especially with none North around a large city and surrounding areas like Charlotte.

The demographics for LKN Paintball are:

-2,450,000 for Charlotte and surrounding areas such as Huntersville, Gastonia, Concord, Cornelius, Denver, Stanley, and Dallas. All within 20 miles.

-47.8% are men

-Average household income \$50,500.

## **Strategy and Implantation Summary**

Perfect customer service at a paintball facility is imperative for its success. Our excellent staff and facilities will keep consumers coming back, and keep the positive word of mouth moving. A key starting point to this is excellent training and over 9 years of exquisite customer service record owner/manager Kirk Bailey has.

Our leagues are an important consistent part, and keeping them happy will bring in new customers as well as they bring friends to play. We will start the leagues through many social media networks Kirk Bailey is already heavily entwined in.

### **Competitive Edge:**

Our main competitive edge is our location. Being the only paintball facility in the Lake Norman area and the closest one to the nation's number one growing city, Charlotte, is a key to our competitive edge. Lake Norman's surrounding areas have many upper class families in the area, and are looking to get out and enjoy outdoor activities, with the financial backing to do so.

Residents in Charlotte and immediate surrounding areas fit the bill for which we'll be attracting as well, and being just a short 25 minute drive straight up HWY 16 makes us an easy choice for them to come here. Also, being just 8 miles away from Charlotte's large circle Interstate 485 will make us easily accessible for all.

With our excellent facilities and motivated owner and staff, we will attract numerous people from the surrounding areas, and keep them coming back. We will keep our fields and playing areas constantly maintained, and update them with new creative games and scenarios to keep the competitive edge over others.

Offering great corporate team building packages to many already made contacts in the Charlotte business community, will make us their first choice.

On top of these, we will use our contacts from social media paintball groups we're entwined with, as well as our contacts from Huntersville Kickball league we participate in to ensure we have a fast and competitive league instantly.

## **Management Summary**

Kirk Bailey will handle all management responsibilities.

Kirk has over 9+ years of management experience with multiple units, several over 1 million in revenue a year each.

With his business skills, great work ethic, and dedication they will grow LKN Paintball into a high revenue producing business for many years to come.

On top of our manager Kirk, we will recruit two-three hard working and dedicated part time employees to help run the day to day business. These individuals will be self motivated, management driven people who strive to make LKN Paintball the best in the business.

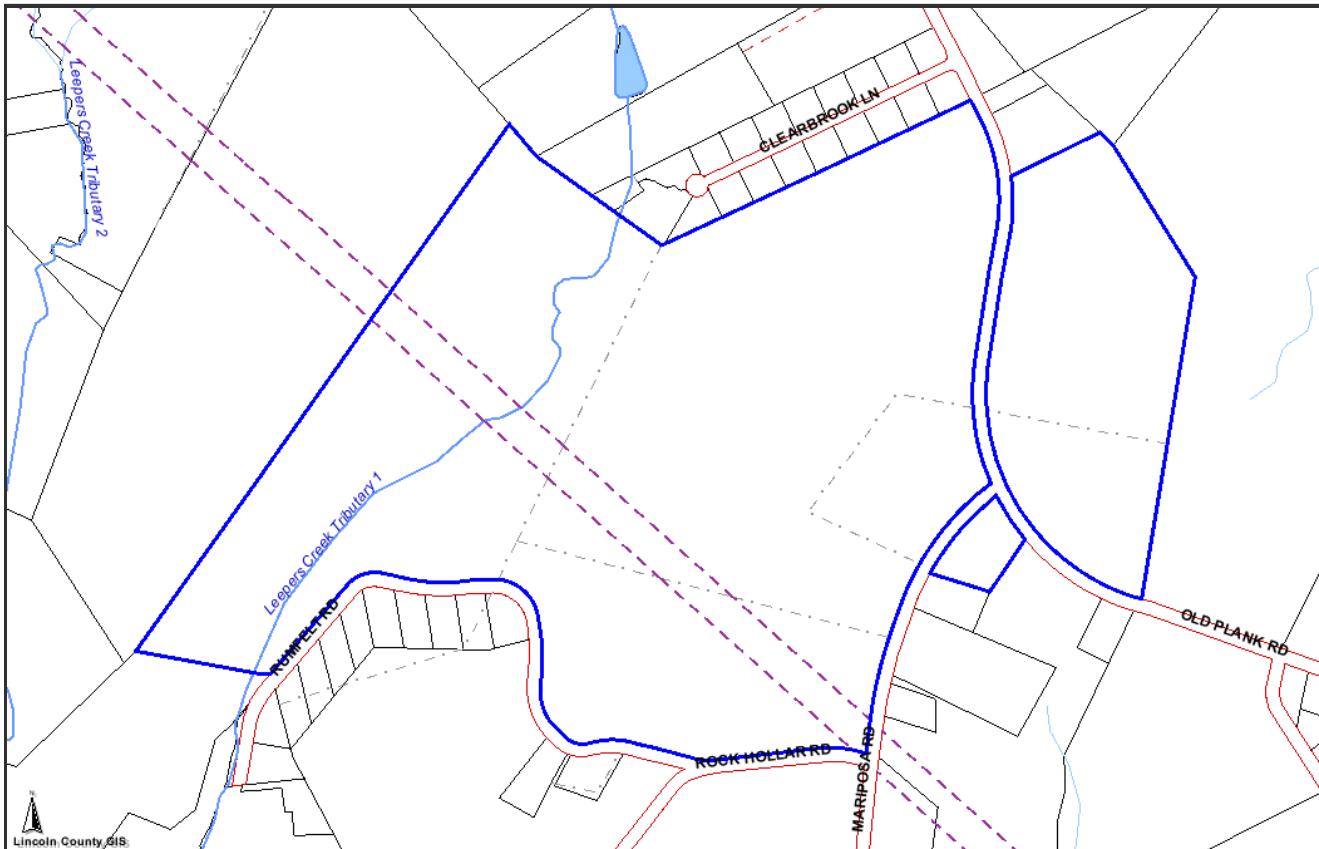


## Lincoln County, NC

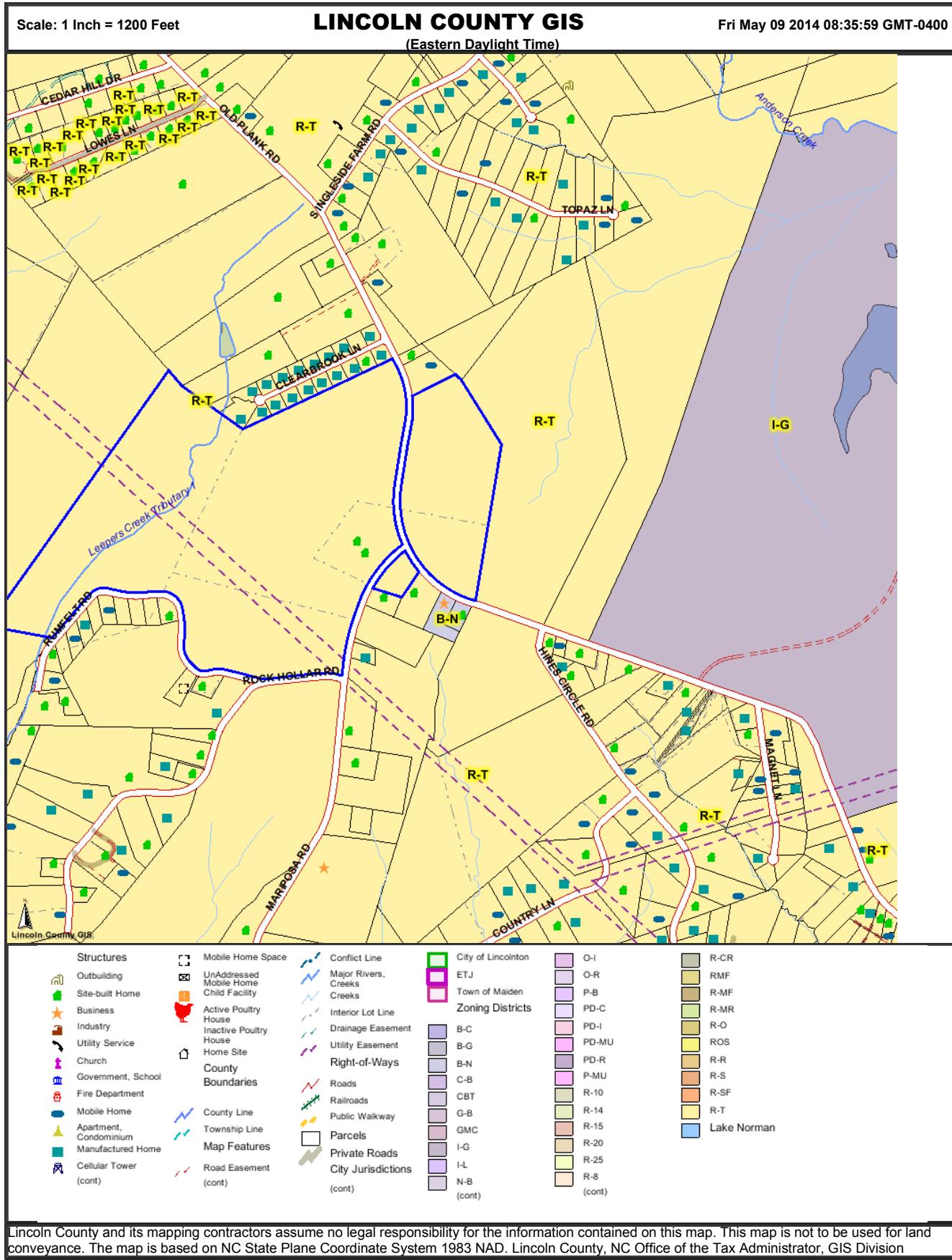
### Office of the Tax Administrator, GIS Mapping Division

Lincoln County and its mapping contractors assume no legal responsibility for the information contained on this map. This map is not to be used for land conveyance. The map is based on NC State Plane Coordinate System 1983 NAD.

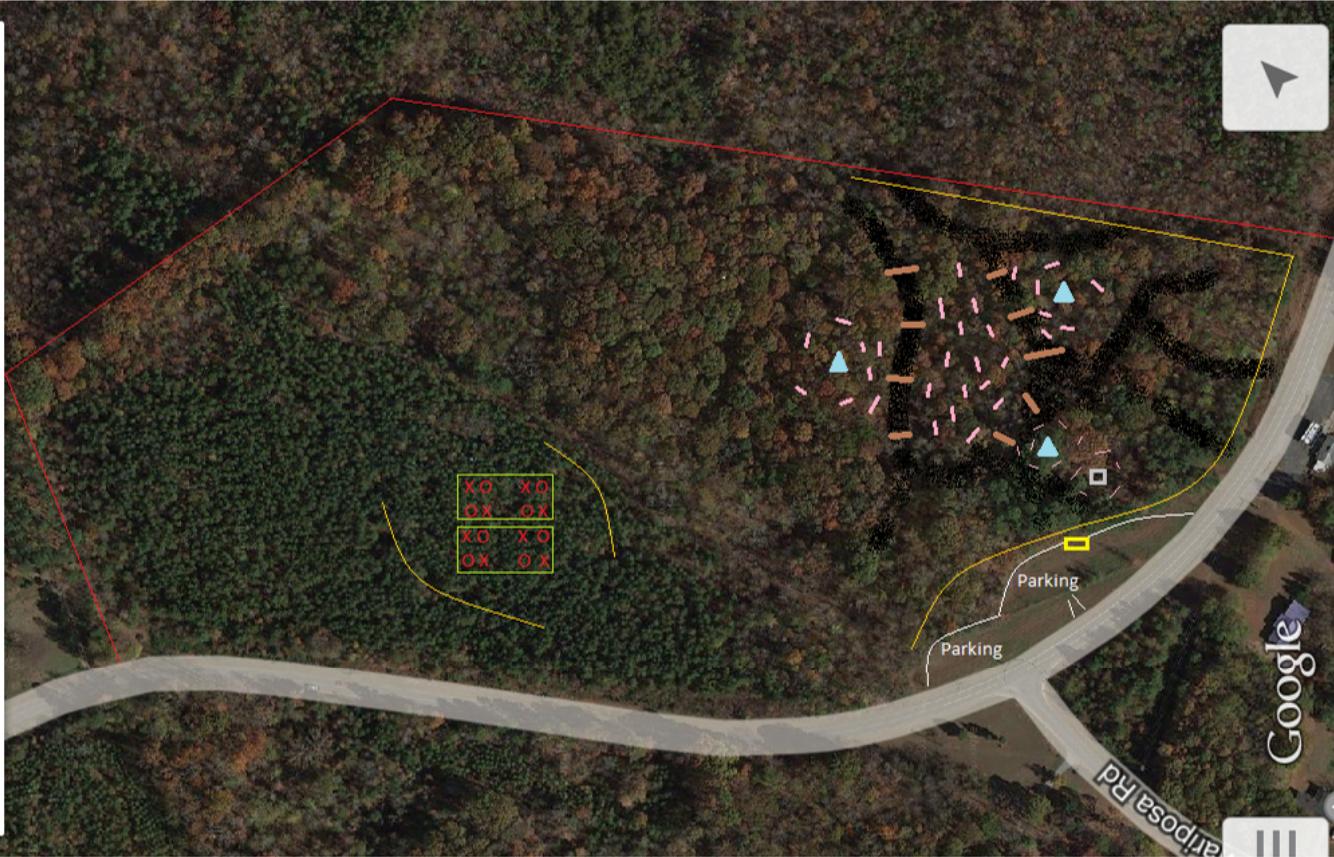
Date: 5/7/2014 Scale: 1 Inch = 800 Feet



PHOTOS		PARCEL INFORMATION FOR 3681-77-1763							
 <b>Photo Not Available</b>		Parcel ID	30939	Owner	MABRY ELIZABETH R				
		Map	3681-02	Mailing Address	1800 CLAIRMONT LK APT 130				
		Account	0115023	Recorded	DECATUR GA 30055-4099				
		Deed	943-291	Total Value	5/21/1996	Sale Price	0		
		Land Value	\$1,010,151		\$1,210,018	Previous Parcel			
<b>----- All values are for tax year 2014. -----</b>									
		Description	LAND RD 1511&1412			Deed Acres	186.5		
		Address	1604 MARIPOSAS RD			Tax Acres	182.54		
		Township	CATAWBA SPRINGS			Tax/Fire District	ALEXIS		
		Main Improvement		COLONIAL		Value	\$185,732		
		Main Sq Feet	3798	Stories	1.79	Year Built	1890		
		Zoning District		Calculated Acres				Calculated Acres	
		R-T		182.54				182.54	
		Watershed Class							
		Not in a watershed		182.54					
		<b>2000 Census County</b>							
		37109				Tract			
		37109				Block			
		37109							
		<b>FloodZone Description</b>							
		AE	SPECIAL FLOOD HAZARD AREA BASE ELEVATION DETERMINED -						
		100 YEAR							
		X	NO FLOOD HAZARD						
						Panel			
						3710368100	1.2		
						3710368100181.33			



12:46 PM 11%  
Verizon LTE  
Search



- Shop/Office
- House/Siege Scenario
- Fencing
- |    |    |
|----|----|
| XO | XO |
| OX | OX |

 SpeedBall Course
- Bridges
- Fort/Base
- Barricade/Obstacle/Shield