



urban design planning civil engineering branding landscape architecture

August 8, 2012

Town of Lake Lure Town Council
Lake Lure Town Hall
P.O. Box 255
Lake Lure, NC 28746

RE: Town Center Master Plan | Concept Plan

Dear Mayor Keith and Members of the Town Council:

It has been LandDesign's pleasure to assist the Lake Lure community in preparing an initial development concept, which is the first step towards the creation of a Town Center Master Plan. We commend you for taking this important step in protecting the long-term viability of the Town Center as a business location and ensuring a vibrant community center to be enjoyed by residents and visitors.

As you know, this concept plan was developed over a period of several months, engaging the Town Center Master Plan Steering Committee and many interested citizens, property owners, business owners and other stakeholders. It represents the community's preferences regarding future development by graphically depicting a set of guiding principles that were defined early in the planning process. The guiding principles, the concept plan and supporting imagery have been incorporated into a poster that conveys a variety of details ranging from building scale and orientation to circulation patterns. These details provide a basis for next steps in the process, such as conducting a market analysis to determine the types of uses that the market will support in the next 10-20 years as well as define proactive measures the Town can take to create a market for the uses the community desires. A complete list of recommended next steps are among the recommendations outlined in a memorandum prepared by LandDesign.

In a Steering Committee meeting on May 31, 2012, the draft concept plan and recommendations were presented. With valuable input from the committee members, LandDesign worked with Town staff to refine the details of the concept plan. Subsequently, the Lake Lure Planning & Zoning Board recommended it for adoption at the June 19, 2012 meeting.

A primary purpose of this initial step in developing the Town Center Master Plan was to communicate to NCDOT the community's expectations with respect to future circulation and development form. Therefore, in June, Town staff shared the concept plan with NCDOT staff involved in developing the Comprehensive Transportation Plan (CTP) that encompasses the Town Center Master Plan study area. While coordination with NCDOT has been relatively consistent throughout the planning process, this recent review of the plan by NCDOT was critical to ensure consistency between the CTP and this element of the Town Center Master Plan prior to adoption of the concept plan by Town Council. Town staff, LandDesign and other members of the project team attended an in-person meeting with NCDOT in Marion, NC (Division 13, District 1 office) on July 31, 2012 to receive feedback and answer any outstanding questions. While NCDOT's proposed transportation improvements are in harmony with the concept plan, a few clarifications discussed at the meeting have resulted in some minor revisions that have been incorporated into the concept plan. The clarifications reflected in the plan revisions, which should be taken into consideration in your decision regarding adoption of the concept plan, are as follows:

223 North Graham Street
Charlotte, NC 28202

V: 704.333.0325
F: 704.332.3246

www.LandDesign.com

Washington DC

Charlotte NC

Beijing PRC

- Future access to Chimney Rock State Park will be from US-64/74A, which will follow a new alignment.
- The realigned US-64/74A will be designed as a limited access facility to ensure safe access to the state park and minimize or mitigate potential impacts to the Town Center, such as traffic congestion.
- NCDOT's planned improvements will not be immediate; such improvements will be phased in over a period of time.
- All roadway improvements (facility type, alignment, dimensions, materials, etc.) will be subject to future engineering studies required prior to the development of final construction plans.

In addition, the memorandum prepared by LandDesign has also been revised. Though the memo is not intended to be adopted, it provides supplemental information that will be utilized in upcoming planning tasks. Therefore, it has also been updated to reflect the clarifications that were noted in the July meeting with NCDOT.

We appreciate your support for the Town Center Master Plan and look forward to its successful completion and implementation. So, it is with great enthusiasm that we are providing the documents referenced herein and look forward to making a brief presentation at your meeting on August 14, 2012.

Very truly yours,



Meg Nealon
LandDesign, Inc.