



# lake lure town center master plan

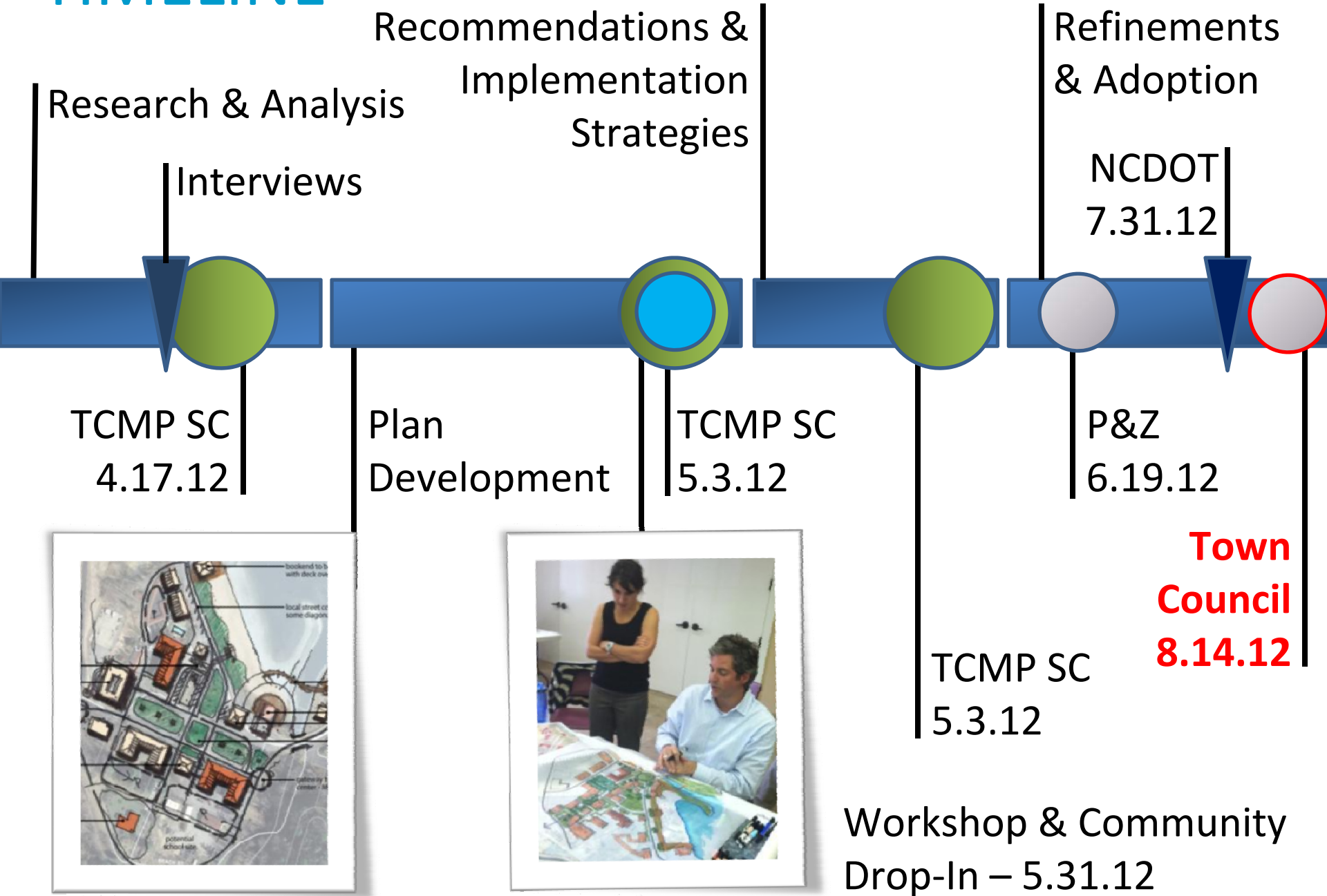
Town Center Master Plan  
Presentation to Town Council

August 14, 2012





# TIMELINE







# CONCEPT PLAN & GUIDING PRINCIPLES



A TYPICAL EXAMPLE OF SUBDIVISION  
ON ENLARGED SCALE



An aerial photograph of a lake and surrounding land, overlaid with a development plan. The plan shows a road network, building footprints, parking lots, and landscaped green areas. Three specific locations are highlighted with white arrows and text labels. The lake itself is a large, irregularly shaped body of water in the center. The surrounding terrain is a mix of forested hills and cleared land.

**TOWN HALL**

**LAKE  
LURE**

**LAKE LURE INN**





- A welcoming entrance to Lake Lure and CRSP





- A welcoming entrance to Lake Lure and CRSP



- A welcoming entrance to Lake Lure and CRSP



- Mixture of uses

- Equally appealing for visitors and residents (anchors), meets needs
- A vibrant destination: recreation, shopping, dining, cultural activities, etc.
- Supports range of lifestyle choices





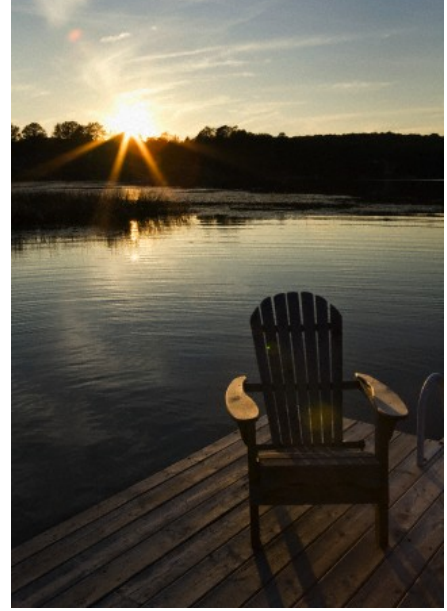
# • Architectural and streetscape features

- Variety to add interest
- Repetition to ensure cohesiveness
- Style to reinforce character and sense of place





- Scenic views protected by open space
- Important vistas terminated by landmarks framed by architecture, trees and public spaces
- Natural assets
  - Protected, impacts mitigated
  - Importance elevated through sensitive integration into built environment





- Inviting, well-organized public realm
  - Formal and informal
  - Range of activities





- A strong visual and physical connection to the beach

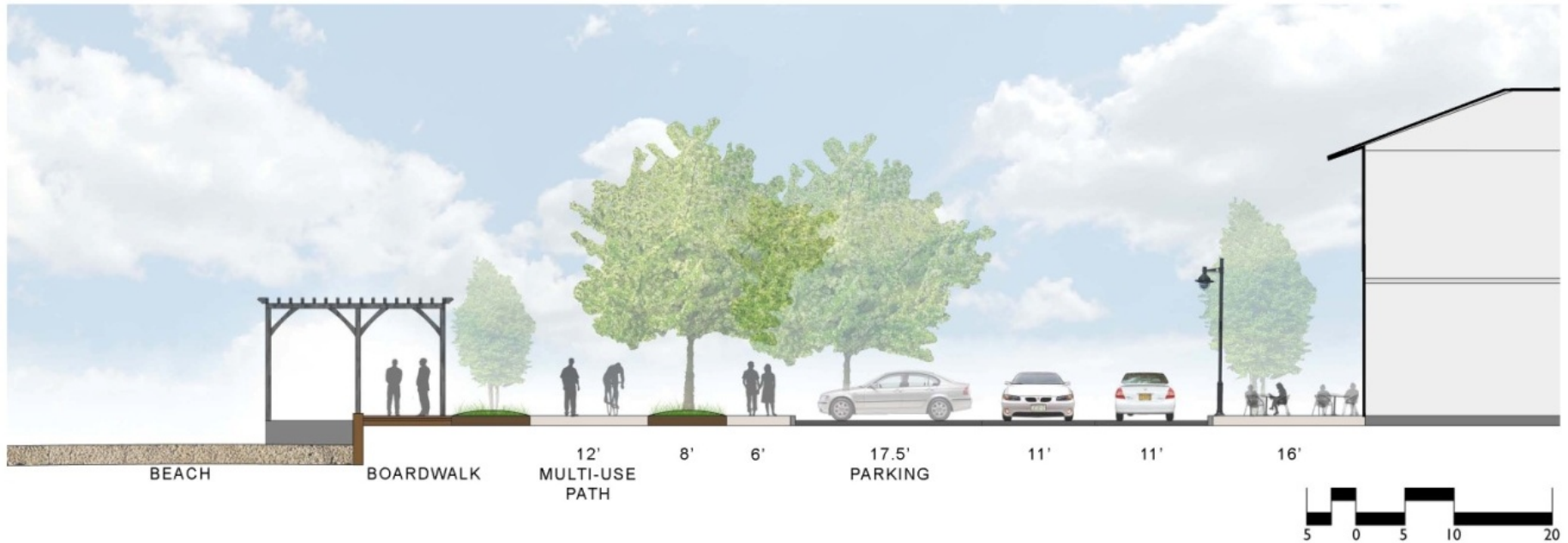




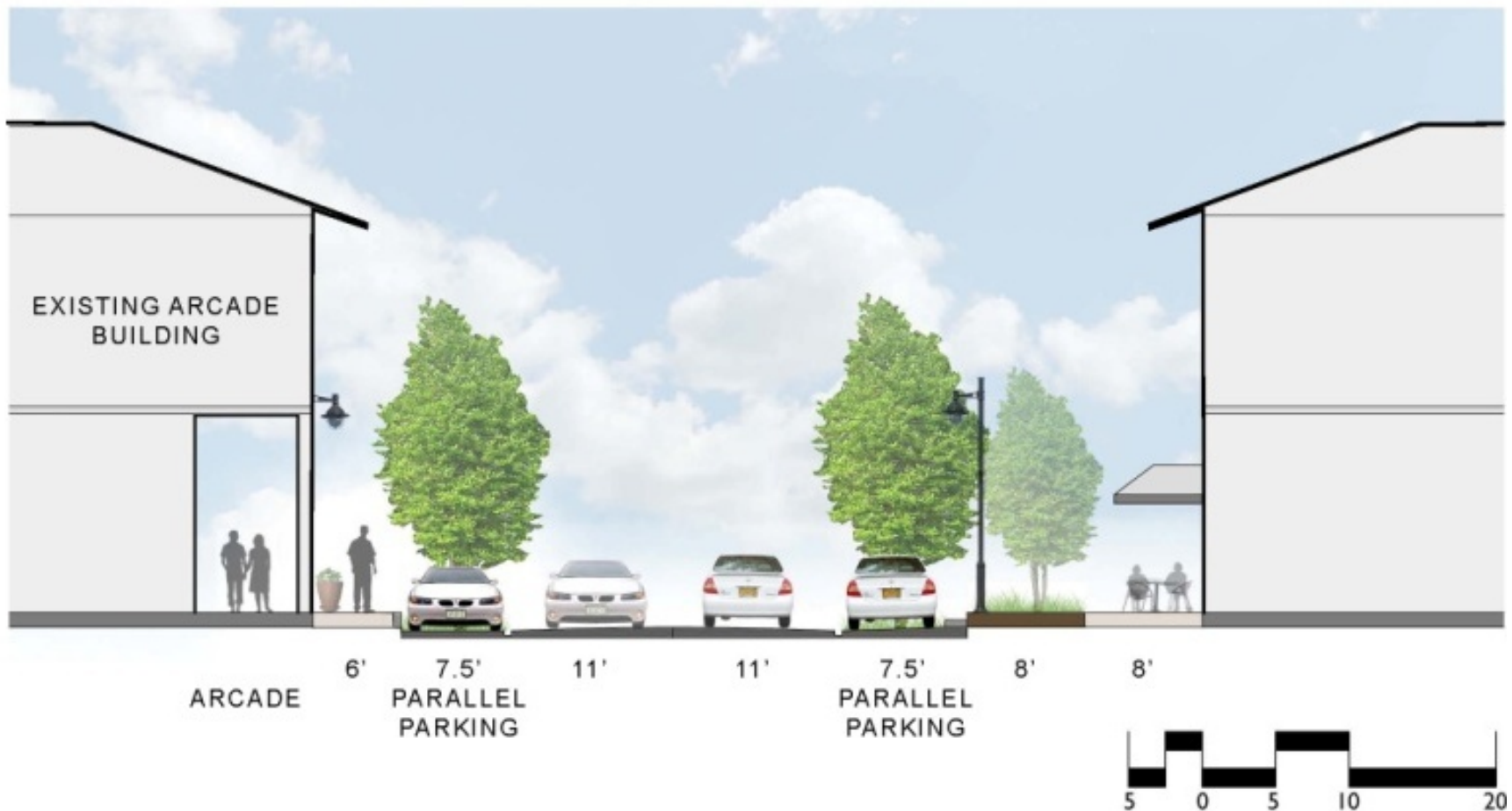
- Connectivity
  - improves circulation
  - aids orientation
  - Increases visibility and access
- Safe network
- Supports development
- Intuitive, easily navigated
- Alleys, arcades located/designed add sense of discovery
- Ample, and well-managed parking supply
  - events, weekends, seasonal





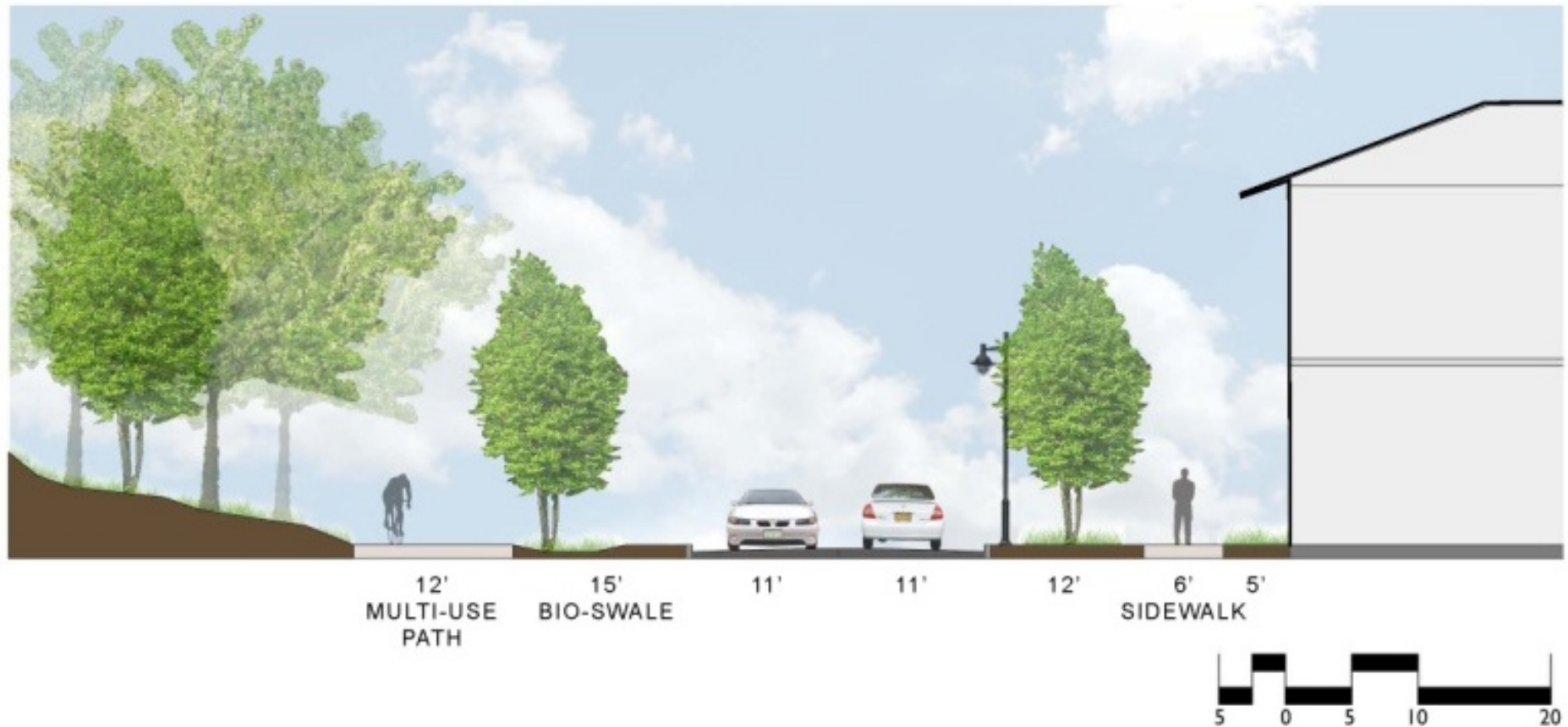


- Balanced, multi-modal network
  - Walkable
  - Bike-friendly
  - Accessible by boat (temporary/hourly boat parking)
  - Vehicular
- Gives priority to pedestrians and bicyclists



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# REFINEMENTS: NCDOT REVIEW



A TYPICAL EXAMPLE OF SUBDIVISION  
ON ENLARGED SCALE



- US 64/74A on new alignment
- Limited access facility
  - Safety
  - Minimize or mitigate potential impacts to Town Center
- Improvements to be phased
- All transportation facilities are conceptual, subject to engineering studies
- Multi-modal
- Combination of state and local roads (not all state-maintained)





# PRELIMINARY RECOMMENDATIONS



A TYPICAL EXAMPLE OF SUBDIVISION  
ON ENLARGED SCALE



# RECOMMENDATIONS

## PRELIMINARY RECOMMENDATIONS | NEXT STEPS

- **Adopt the Concept Plan & Guiding Principles**
- **Complete the Town Center Master Plan**
  - **Market Study**
  - **Branding & Branding Strategy**
  - **Concept Plan Update**
  - **Vision Book (Compilation)**
- **Conduct Preliminary Engineering Studies**
- **Coordinate with NCDOT**
- **Communicate, and Coordinate with Others (CRSP, TDA, Village of CR, property owners, business owners, etc.)**

The background is a detailed topographic map of a mountainous region. A solid blue diagonal band runs from the bottom-left to the top-right, partially obscuring the map. The map features various geographical labels such as 'Chimney Rock Mt.', 'Rocky Top Mt.', 'Cedar Mountain Road', 'Overlook Rock', 'Cottonwood Lake', 'Horn Lake', 'Lake Lure', 'Buckhorn Lake', 'Overlooking Lake', and 'Holt Golf Course'. The text 'RESOURCE SECTION' is centered in white on the blue band.

# RESOURCE SECTION

An inset map in the bottom-left corner shows a larger area with a grid of roads and a compass rose indicating North. The text 'A TYPICAL EXAMPLE OF SUBDIVISION ON ENLARGED SCALE' is located below the inset map.

A TYPICAL EXAMPLE OF SUBDIVISION  
ON ENLARGED SCALE





# BUSINESS CTR - 1





# BUSINESS CTR - 2





LAND USE | STUDY AREA



