



Guiding Principles for the Lake Lure Town Center:

As identified by the Town Center Focus Group & Land Design during Phase 1 of the Town Center Master Plan

- A welcoming entrance to the Lake Lure and Chimney Rock State Park
- Scenic views protected by open space
- Important vistas terminated by landmarks framed by architecture, trees and public space
- A strong visual and physical connection to the beach
- Natural assets protected and importance elevated through sensitive integration into the built environment
- A mixture of uses that make the Town Center equally appealing for visitors and residents; a vibrant destination for recreation, shopping, dining, and cultural activities; and supportive of a range of lifestyle choices
- Architectural and streetscape features designed with variety to add interest, repetition to ensure cohesiveness, and style to reinforce the character and sense of place
- Inviting, well-organized public realm comprised of formal and informal spaces suitable for a range of activities (i.e., events, community gatherings, farmers' and artists' markets, meditation, etc.).
- Connectivity that improves circulation, aids orientation, and increases visibility and access

- A street network that gives priority to the safe movement of pedestrians and bicyclists while maintaining an adequate level of mobility and minimizing congestion