



# lake lure town center master plan

FOR MORE INFORMATION: [WWW.TOWNOFLAKELURE.COM](http://WWW.TOWNOFLAKELURE.COM) OR 828-625-9983



The Town Center Master Plan is conceptual and subject to refinements per the results of future market analyses and engineering studies.

## LAKE LURE TOWN CENTER VISION

MASTER PLAN

A vision for the Town Center of Lake Lure emerged first in the 1926 plan by Earle Draper. Over time, only a few key elements of that original design were constructed, including the Lake Lure Inn.

The Town's 2007-2027 Comprehensive Plan recommends the continuation of development in the Town Center to strengthen its role as the heart of commerce and gathering place of the community.

Changes affecting the town, particularly those having a direct impact on the Town Center, include changing demographics, increasing popularity of the Lake Lure area as a recreational destination, transitioning of Chimney Rock Park into a North Carolina State Park, and increasing traffic

congestion. A master plan for the Town Center quickly became a priority when elected leaders realized that a plan was needed to give the community a voice, an opportunity to respond to the changes with ideas that will shape the Town Center into a place that serves the needs of residents and visitors alike.

Through an initial phase of the master planning process, the citizens, property owners and business owners have expressed opinions and expectations that have evolved into a set of guiding principles. A crucial step in the creation of the master plan, this illustration depicts the future of the Town Center if developed in accordance with those principles.

### SECTION DETAILS



## REINFORCE THE CHARACTER & SENSE OF PLACE



1 NATURAL TRAIL (PERIMETER OF TOWN)



5 BEACH FRONT/BOARDWALK DINING



9 ICONIC PEDESTRIAN BRIDGE



14 BOARDWALK SEATING



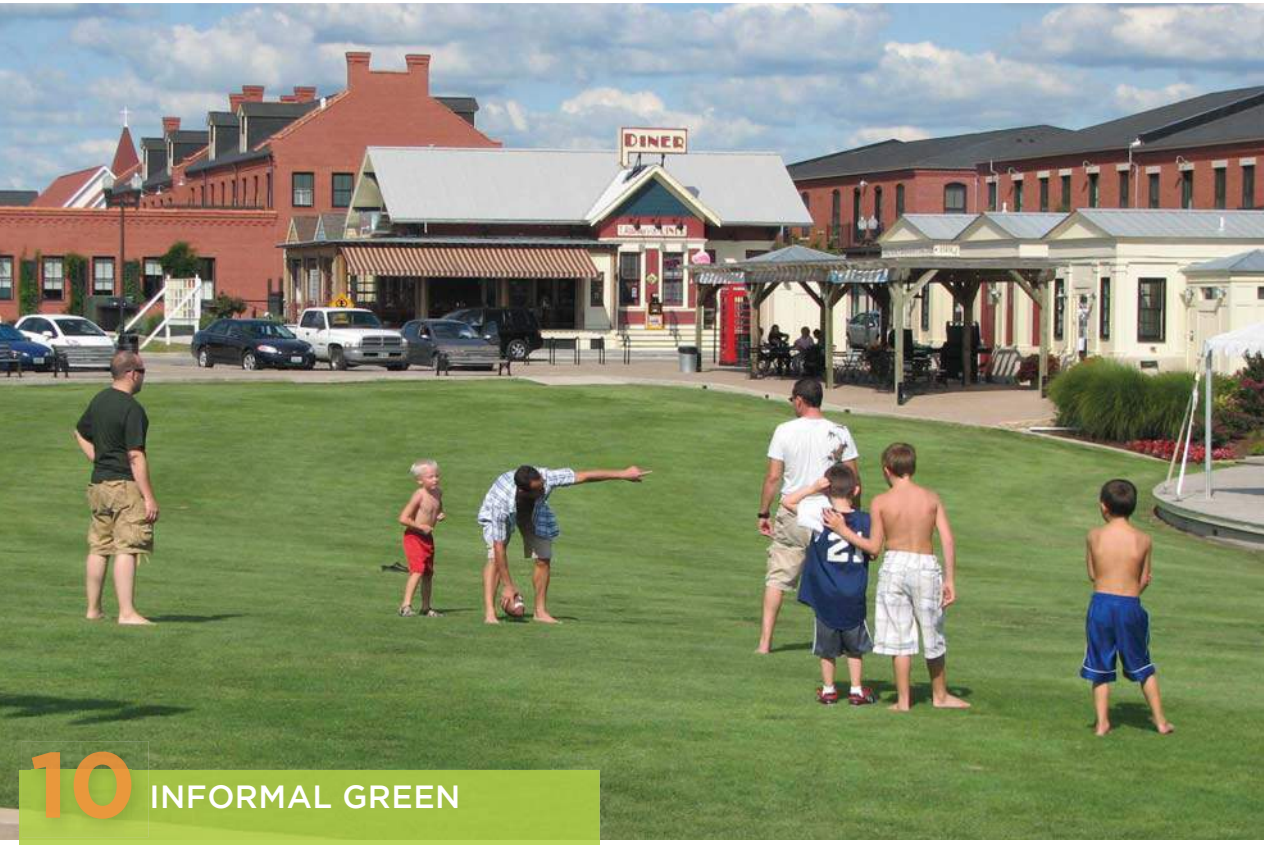
16 MEDITATION SPOT



2 INFORMAL GREEN



6 BEACH CABANAS



10 INFORMAL GREEN



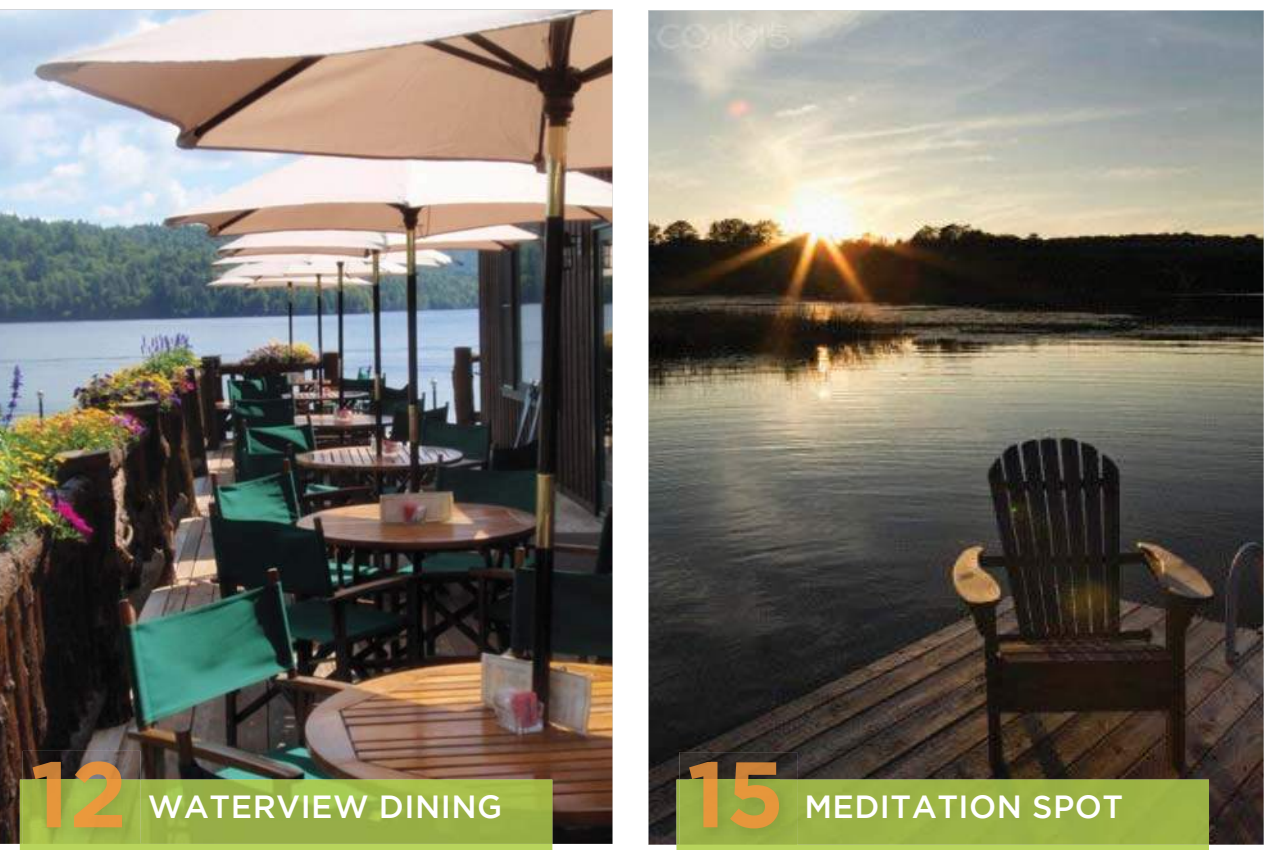
17 MULTI-PURPOSE BUILDING



3 GATEWAY ROUNDABOUT



7 FORMAL GREEN (HOTEL)



11 COURTYARD CAFES



12 WATERVIEW DINING



4 ARCADE/RETAIL STREET



8 AMPHITHEATER W/SCENIC VIEW OF RUMBLING BALD MTN



13 OAK TREE ALLEE PARK



LOOKING SOUTH

## GUIDING PRINCIPLES

- 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

PROTECTED SCENIC VIEWS

WELCOMING ENTRANCE

VISTAS TERMINATED BY LANDMARKS

INVITING & WELL-ORGANIZED PUBLIC REALM

VIBRANT DESTINATION

CONNECTIVITY

NATURAL ASSETS PROTECTED

CONNECTION TO THE BEACH