



Minutes of the Regular Meeting of the  
Zoning and Planning Board

Tuesday, October 15, 2013

Lake Lure Municipal Center

**ROLL CALL**

**Present:** Thomas M McKay, Chair  
Bruce Barrett  
Charlie Ellis  
Ric Thurlby  
John Moore, Town Council Liaison

**Absent:** John Wisniewski

**Also Present:** Shannon Baldwin, Community Development Director  
Sheila Spicer, Zoning Administrator  
Michelle Jolley, Recording Clerk

Chairman McKay called the meeting to order at 9:40 a.m. and gave the invocation.

**APPROVAL OF THE AGENDA**

Chairman McKay proposed moving 'New Business' ahead of 'Old Business' on the agenda while waiting on documents to finish printing.

**Mr. Ellis made a motion to approve the agenda as amended. Mr. Barrett seconded and all were in favor.**

**APPROVAL OF THE MINUTES**

**The minutes of the September 17, 2013 regular meeting were unanimously approved upon a motion made by Mr. Thurlby and seconded by Mr. Ellis.**

**NEW BUSINESS**

**(A) Review Amendments to Zoning Regulations: Sign Regulations: Sections 92.145-92.161**

Mr. Baldwin gave a brief overview of the proposed ordinance. Discussion ensued regarding sandwich board signs. During discussion, Mr. Braund stated the ordinance defines sandwich signs as either an A-framed or V-framed shape and he thinks this may be too limited. Chairman McKay commented he thinks the definition could be relaxed some. Mr. Barrett suggested the ordinance be amended to define the sign as an A-framed, inverted V-shaped, or similarly shaped movable sign.

**Mr. Barrett moved the Zoning & Planning Board to approve and send the Amendments to Zoning Regulations: Sign Regulations: Sections 92.145-92.161 to Town Council with amended changes. Mr. Thurlby seconded. All voted in favor.**

**OLD BUSINESS**

**(A) Discussion of Existing Concession Agreements**

Mr. Baldwin presented an overview of concession agreements review process and discussed documents in the packet relating to the concession agreements. Mr. Baldwin then gave an overview of the MSTA Study and Town Center Master Plan posters. He pointed out the Town is making improvements to the Town Center each year. Chairman McKay mentioned that the Town Center Master Plan has been a wonderful process for the Town and mentioned it represents a great opportunity for capital improvements.

Mr. Braund gave an overview of the current concession agreements and the proposed consolidated agreement. He mentioned the Town is six years into the current 10 year contract and there is nothing preventing us from continuing with the four remaining years as is. He stated there are some opportunities for the contract to be tweaked, enhanced, and improved. Mr. Ellis mentioned he spoke with Mr. Braund and Mr. Baldwin during a conference call the prior week. He stated they spent a lot of time talking about the concession agreement and decided it is probably not the role of the Zoning and Planning Board to relay to Town Council how much they should charge or how many years the lease should be. He pointed out the Town Council, Mr. Braund, and staff should make the decisions on the business points and he would like the Zoning and Planning Board to focus on the planning aspects of the agreement and how it would impact the public spaces.

Mr. Barrett asked Mr. Braund the status on the golf course since the lease ends this year. Mr. Braund answered that the golf course's two year contract is up in April and the Town is currently working on an extension to that contract. He stated he has unanimous support from the Town Council and Mayor to extend the contract for another period of time, to be determined. He mentioned there was a slight profit made in 2012, which was the first full year, and 2013 has been a very challenging year to them due to the amount of rainfall. He pointed out they will let us know at the end of the calendar year how they did financially

for 2013 and he expects to get a request from them by the end of the year to either keep the subsidy amount the same or ask for an increase.

Mr. Braund gave each Board member a picture he printed out of an entrance gate, which he showed as an example of what could be used as an entrance to the Beach. Lengthy discussion ensued regarding town center improvements.

The Board discussed the Lake Lure Tours concession agreement and then evaluated the projects they believe would enhance the town center. They expressed support for giving a 10 year contract to Lake Lure Tours if the Town could get nice, relevant improvements in return for the community. Mr. Baldwin asked the Board members to rank the projects, on a scale of 1-5 with 1 being the least important and 5 being the most important. Below are the improvements in a prioritized order based on the votes of the Zoning and Planning Board. This information will be forwarded to Town Council for consideration as the negotiations move forward. (The original evaluations are attached to these minutes.) Here's the summary rank:

1. Morse Park Bridge
2. Open and repurpose picnic area east of Pool Creek
3. New signage at Beach using new branding
3. Open Beach during off-season
4. New entrance gate at Beach
4. Trail system/Pedestrian circulation
4. Day slips (6-8 boats)
5. Remove old Pool Creek Bridge
6. Renovate public restrooms
7. Boardwalk improvements
8. Picnic shelter

Chairman McKay asked Mr. Braund what the concessionaire's top priorities are. Mr. Braund responded their main priority is open access to the Beach for a greater period of time. He stated their second priority is the improvement to the entrance and beach area. Bo Williams, agent for Lake Lure Tours, stated a huge enhancement would be opening the Beach up during the shoulder season. Chairman McKay asked Mr. Williams if there is an area available at the Beach that could be rented out, especially to larger groups, and if it would help the concessionaire. Mr. Williams commented that the sheltered picnic area could potentially be rented for smaller groups. He mentioned there have only been about three corporate events held at the Beach in the eight seasons he has been there. Mr. Williams stated if there was a sheltered area at the Beach, then it could potentially be advertised for a rentable area. Mr. Williams added that the Pool Creek Meadows are only used about once a year on July 4<sup>th</sup>. Mr. Ellis suggested the unused Pool Creek Meadows be taken from the concessionaire's control and used as an area that the Town could rent. Discussion held on Pool Creek Meadows and opening the Beach year-round.

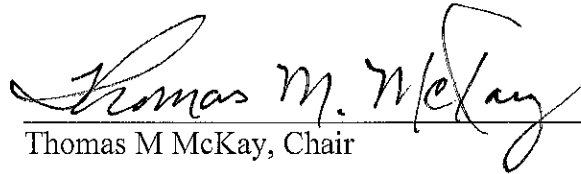
Mr. Barrett commented that he would like to see a conference center built in Lake Lure. He stated out this would bring revenue to the Town. Mr. Barrett mentioned he thinks it

would be a good idea to bring an indoor shooting range to Lake Lure. Mr. Braund pointed out there is an outdoor range owned by Tyrone Phillips just south of Highway 9. He also responded that in order to operate a conference center it would have to be subsidized. Discussion held.

**ADJOURNMENT**

**Upon a motion by Mr. Wisniewski and seconded by Mr. Thurlby, the meeting was adjourned at 11:54 a.m.** The next regular meeting is scheduled for Tuesday, November 19, 2013 at 9:30 a.m. at the Lake Lure Municipal Center.

**ATTEST**

  
Thomas M McKay, Chair

  
Michelle Jolley, Recording Clerk

10/15/13

Planning Board Meeting

RAW SCORE

Improvements (Please rank <sup>5</sup> highest and <sup>10</sup> lowest)

TABULATION

5525	<u>3</u> New Signage at Beach (Branding per Market Assessment and Brand Development Report)	4.25 ✓
5455	<u>1</u> Morse Park Bridge to Point of Rocks and Loop Trail Created (Per 1992 Concept Master Plan and Town Center Master Plan, Phase I)	4.75 ✓
4454	<u>3</u> Open Beach during fall/winter/spring seasons (per 2007-2027 Comp Plan and Market Assessment and Brand Development Report)	4.25 ✓
3535	<u>4</u> New beach entrance gate (for off-season use)	4 ✓
5454	<u>2</u> Open the picnic area east of Pool Creek and repurpose per Town Center Master Plan, Phase I)	4.5 ✓
5442	<u>5</u> Old Pedestrian Bridge over Pool Creek removed (per Town Center Master Plan, Phase I)	3.75 ✓
2335	<u>6</u> Renovation of the two public bathrooms located outside of gates at the beach.	3.25 ✓
1555	<u>4</u> Other: Trail System / Pedestrian Circulation	4 ✓
1334	<u>8</u> Other: Pic-Nic Shelter	2.75
3355	<u>4</u> Other: Day Slips (6-8 boats)	4 ✓
2433	<u>7</u> Other: Boardwalk Improvements	3

RANK

## Planning Board Meeting

Improvements (Please rank 5 highest and 1 lowest)

5 New Signage at Beach (Branding per Market Assessment and Brand Development Report)

5 Morse Park Bridge to Point of Rocks and Loop Trail Created (Per 1992 Concept Master Plan and Town Center Master Plan, Phase I)

4 Open Beach during fall/winter/spring seasons (per 2007-2027 Comp Plan and Market Assessment and Brand Development Report)

5 New beach entrance gate (for off-season use)

4 Open the picnic area east of Pool Creek and repurpose per Town Center Master Plan, Phase I)

2 Old Pedestrian Bridge over Pool Creek removed (per Town Center Master Plan, Phase I)

5 Renovation of the two public bathrooms located outside of gates at the beach.

5 Other: Trail System / Pedestrian Circulation

4 Other: Pic-Nic Shelter

5 Other: Day Slips (6-8 boats)

3 Other: Boardwalk Improvements

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## Planning Board Meeting

Improvements (Please rank...1 highest and 10 lowest)

- 2 New Signage at Beach (Branding per Market Assessment and Brand Development Report)
- 5 Morse Park Bridge to Point of Rocks and Loop Trail Created (Per 1992 Concept Master Plan and Town Center Master Plan, Phase I)
- 5 Open Beach during fall/winter/spring seasons (per 2007-2027 Comp Plan and Market Assessment and Brand Development Report)
- 3 New beach entrance gate (for off-season use)
- 5 Open the picnic area east of Pool Creek and repurpose per Town Center Master Plan, Phase I)
- 4 Old Pedestrian Bridge over Pool Creek removed (per Town Center Master Plan, Phase I)
- 3 Renovation of the two public bathrooms located outside of gates at the beach.
- 5 Other: Trail System / Pedestrian Circulation
- 3 Other: Pic-Nic Shelter
- 5 Other: Day Slips (6-8 boats)
- 3 Other: Boardwalk Improvements

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## Planning Board Meeting

Improvements (Please rank... 1 highest and 10 lowest)

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- 4 Open Beach during fall/winter/spring seasons (per 2007-2027 Comp Plan and Market Assessment and Brand Development Report)
- 5 New beach entrance gate (for off-season use)
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- 4 Old Pedestrian Bridge over Pool Creek removed (per Town Center Master Plan, Phase I)
- 3 Renovation of the two public bathrooms located outside of gates at the beach.
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- 3 Other: Pic-Nic Shelter
- 3 Other: Day Slips (6-8 boats)
- 4 Other: Boardwalk Improvements

1



## Planning Board Meeting

Improvements (Please rank. ~~5~~ highest and ~~1~~ lowest)

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5 Open the picnic area east of Pool Creek and repurpose per Town Center Master Plan, Phase I)

5 Old Pedestrian Bridge over Pool Creek removed (per Town Center Master Plan, Phase I)

2 Renovation of the two public bathrooms located outside of gates at the beach.

1 Other: Trail System / Pedestrian Circulation

1 Other: Pic-Nic Shelter

3 Other: Day Slips (6-8 boats)

2 Other: Boardwalk Improvements