



# Beech Mountain, North Carolina

## Commercial District Master Planning Project

First Charrette Workshop Scrapbook  
May 6 - 9, 2025

[www.hillstudio.com](http://www.hillstudio.com)

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120 Campbell Avenue SW

Roanoke, VA 24011



HILL  
STUDIO



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CIVIC BY DESIGN



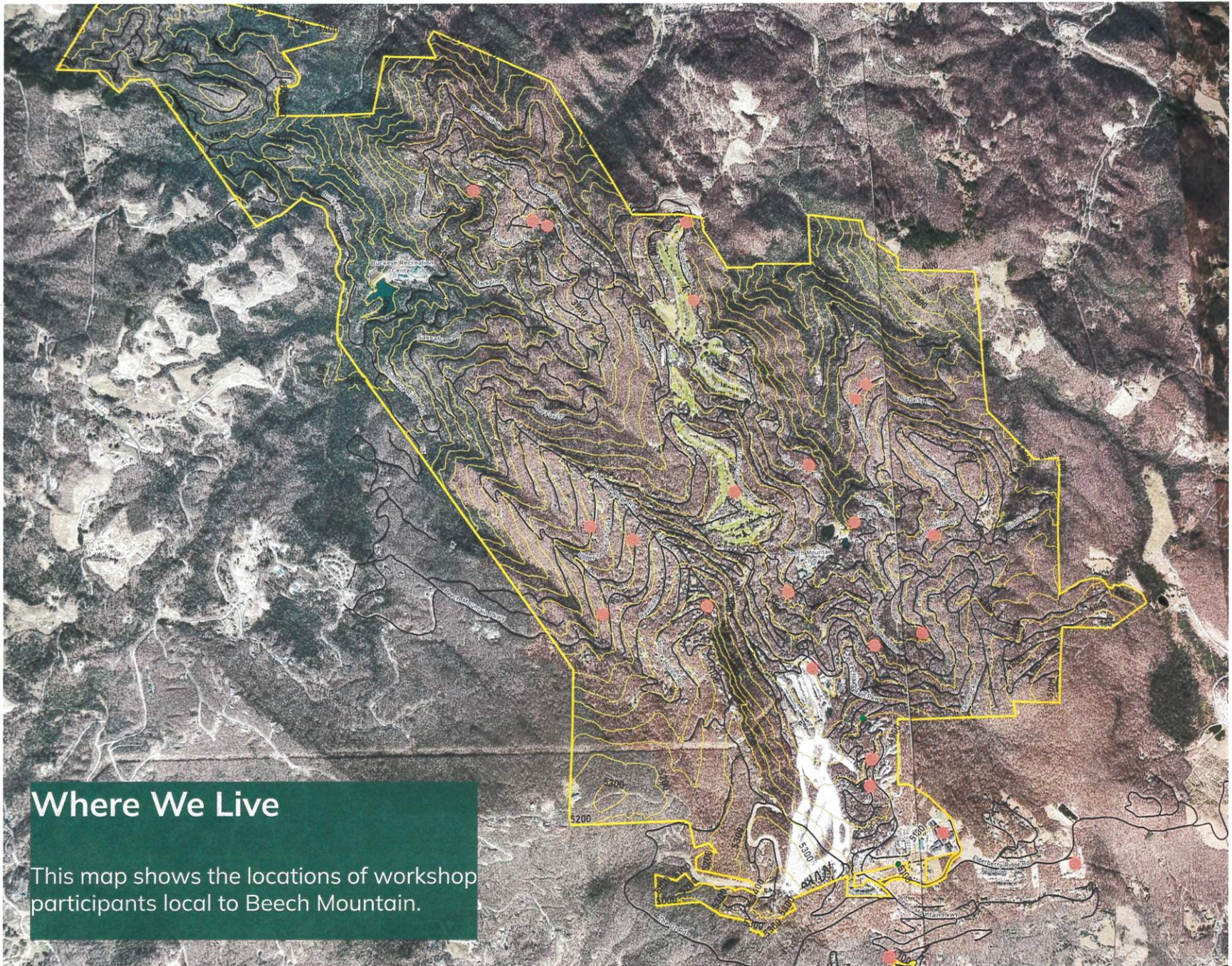
SARATOGA ASSOCIATES

# Introduction

This scrapbook encapsulates the ideas exchanged in the first of two Beech Mountain Downtown charrettes, scheduled for Summer, 2025. The first charrette familiarized the Design Team with the Site and Residents of Beech Mountain. Together we worked for four days on the possibilities - economic, physical and societal - for a downtown core in this highly scenic environment.

## Week 1 Observations and Key Ideas:

- Town leadership wants an actionable plan
- Town has reached full-time critical mass
- Some private landowners interested in a cooperative plan
- Town owns 40% of the Land in Study area
- Hurricane has dramatically changed parts of the town: time to rebuild
- Change IS Coming: Either make a plan for managed growth, or the growth manages us.
- Small block structure with interconnected streets and trails
- More than one entrance/exit to town center
- East Central Village Green
- A walkable village area featuring village scale buildings and courtyards
- Transforming the highway into a walkable Main Street
- Direct connections to ski slopes from new town center
- A continuous service boulevard with convenient parking for Main Street businesses
- Conversion of Town Hall into a visitor center at the base of the slopes and a new permanent Town Hall
- Variety of smaller resorts/hotels embedded in town center
- Sufficient parking but not as large open parking lots



**Where We Live**  
This map shows the locations of workshop participants local to Beech Mountain.

# Participatory Democracy



# Community Partner Input



Transform Beech Mountain from a resort town to a mountain destination.



Create a community gathering space in the center of Town.



Circulation and parking are keys to the commercial center's success.



Provide for a more walkable and pedestrian-friendly community.



Balance the needs of tourists, seasonal, and full-time residents.

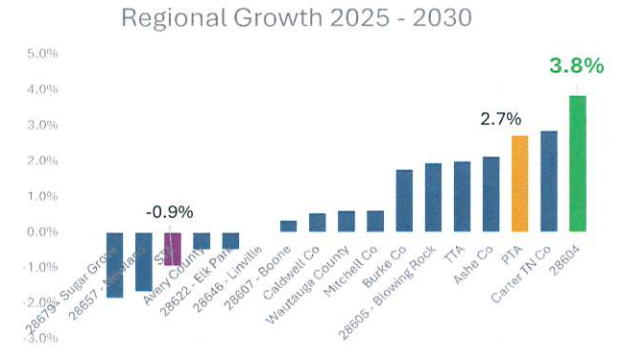
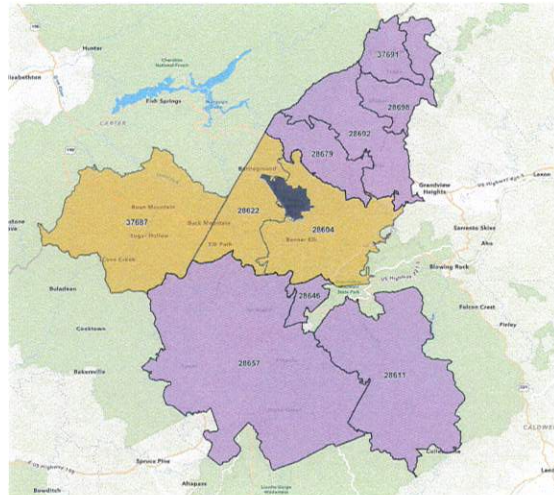
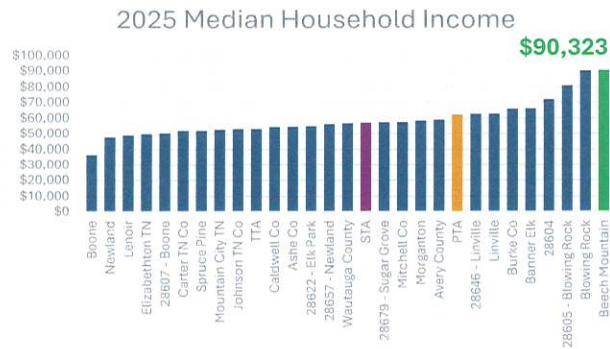


Build upon the assets already existing in the Town.

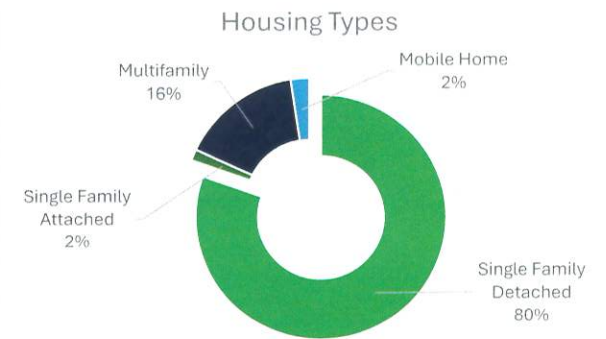
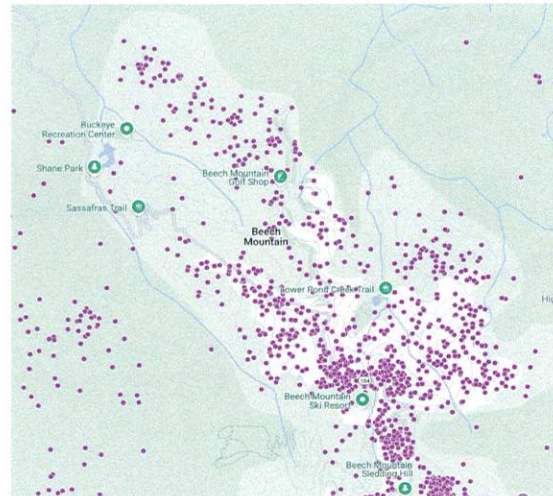
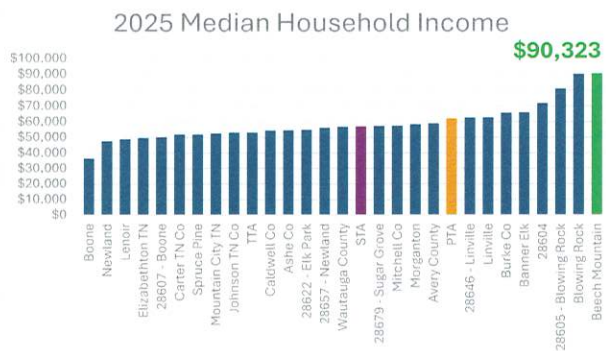


# Market Analysis

# Demographics

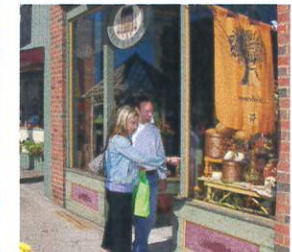


# Housing



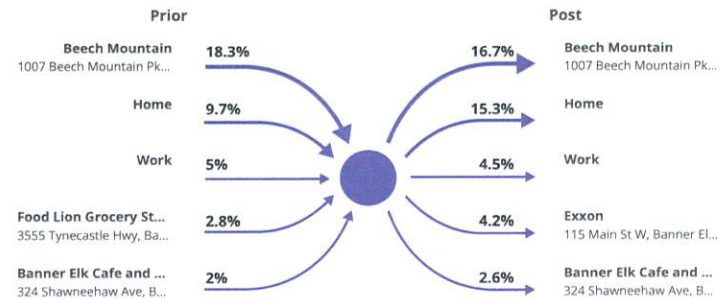
# Retail Demand

Store Type	Capture (Square
Furniture Stores	4,473
Household Appliances Stores	711
Electronics Stores	4,640
Grocery Stores	10,209
Specialty Foods	882
Beer & Wine	1,462
Health and Personal Care Stores	8,457
Gas Station	7,206
Clothing Stores	20,918
Shoe Stores	1,592
Jewelry, Luggage, Leather Stores	1,103
Sporting Goods Stores	3,828
Book Stores	664
Florists	351
Gifts, Office Supply, Stationery	292
Other miscellaneous store retailers	9,763
Full Service Restaurants	3,167
Limited Service Restaurants	21,998

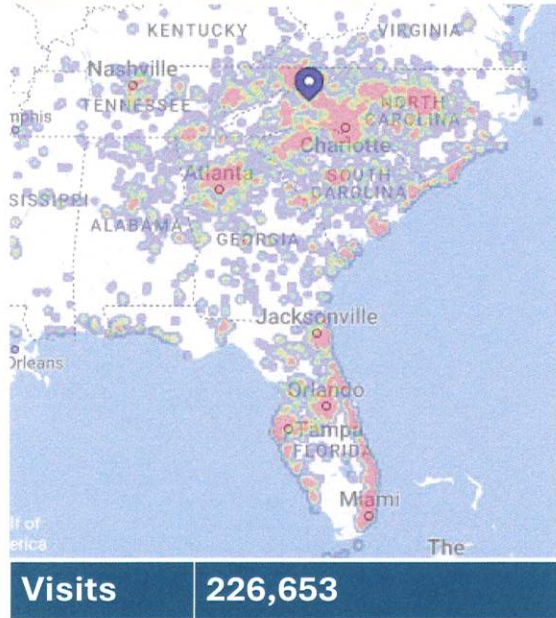


# Visitor Market

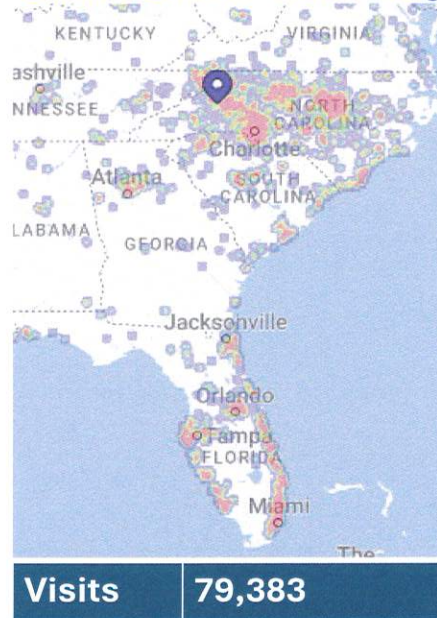
Metric	Result
Visits	462,849
Unique Visitors	202,700
Visitors Living > 50 miles	74.89%



Ski Season - Dec 15 – Mar 1

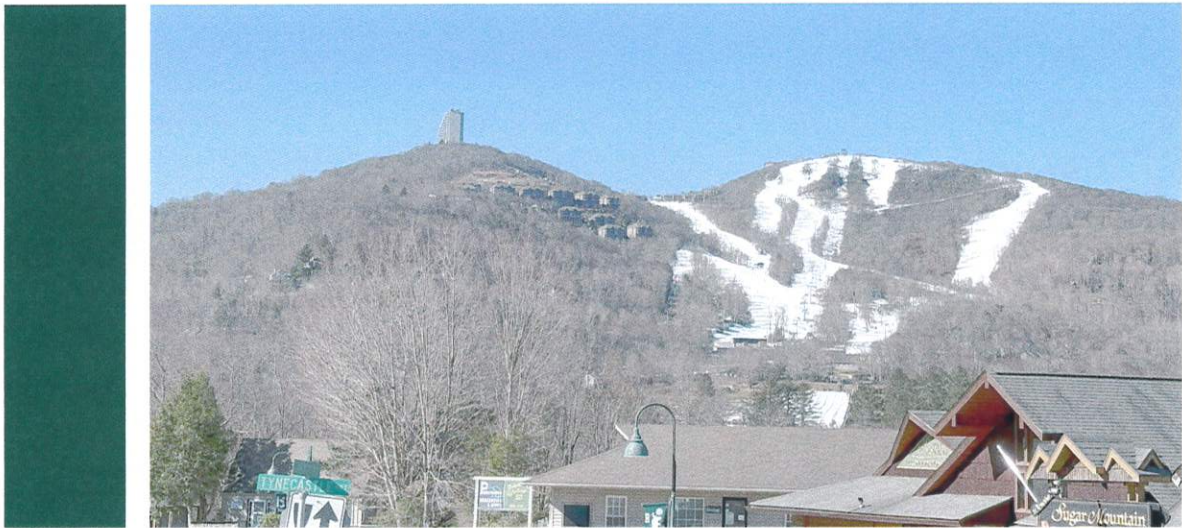


Summer Season – Jun 10 – Aug 15



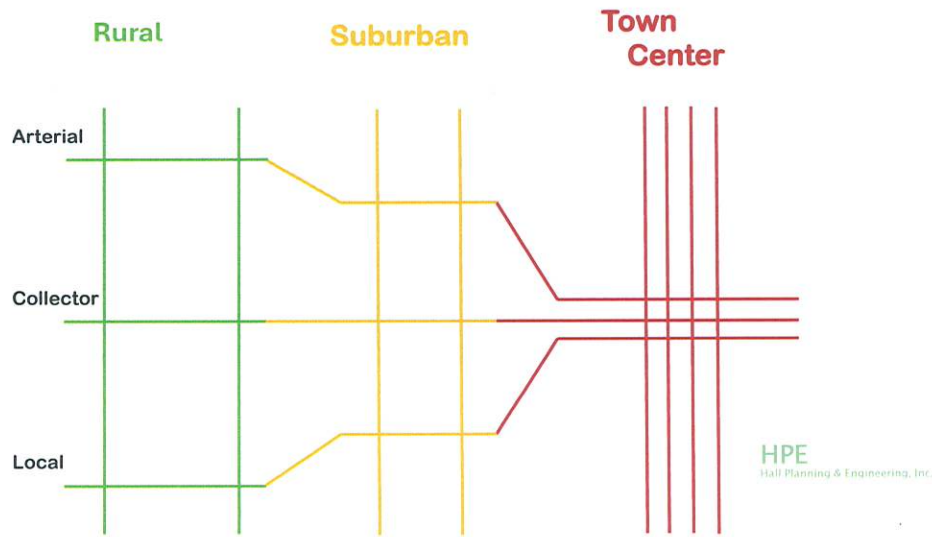
Leaf Season – Oct 1 – Oct 31





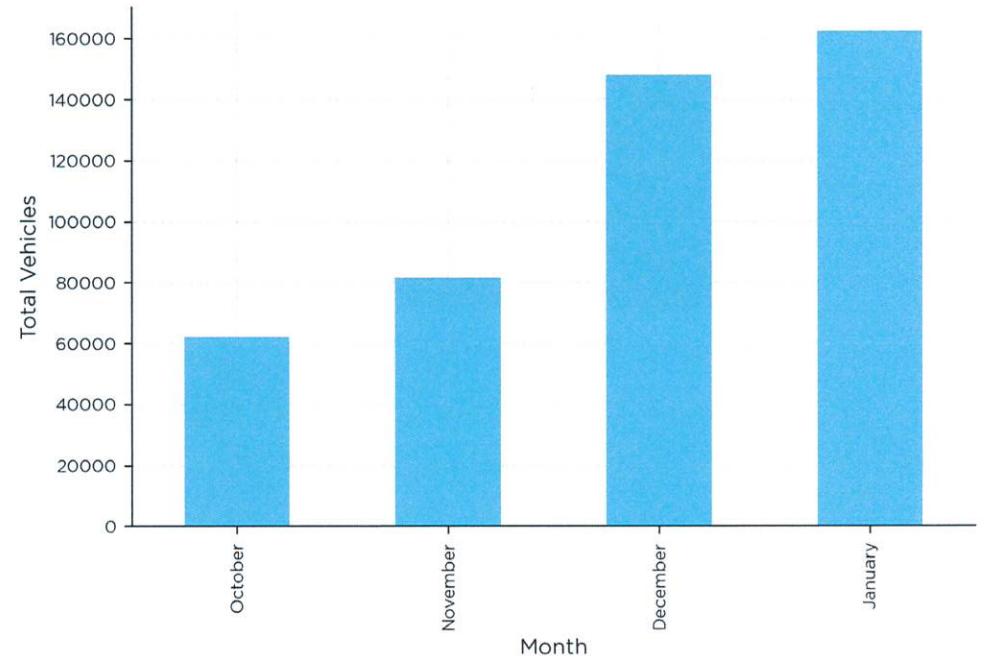
# Site Context and Analysis

# Walkability and Traffic



The graphic above shows the classification of streets as they become more interconnected towards the town center.

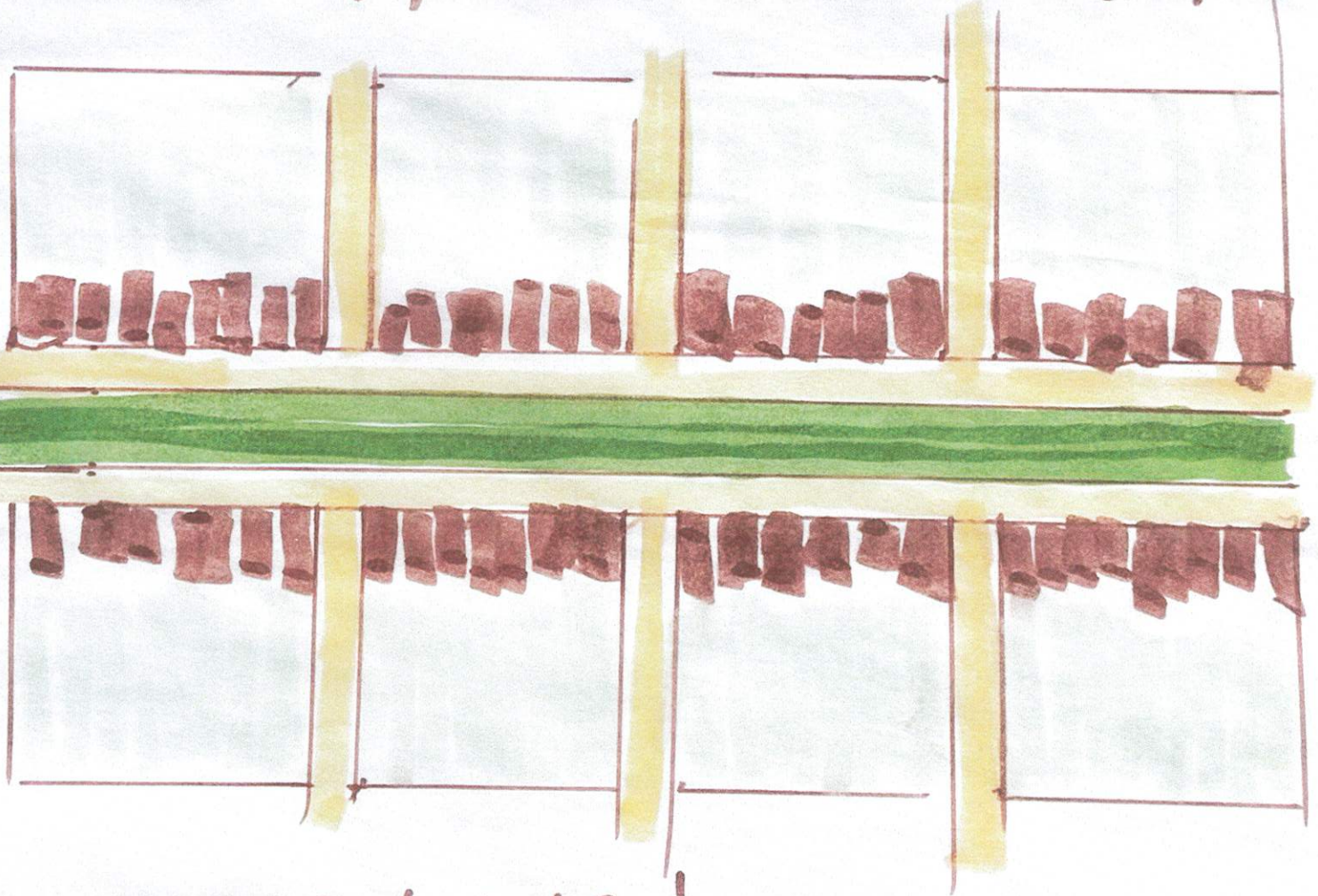
**Total Traffic by Month**



## Top 10 Walkability Factors:

- |                           |                              |
|---------------------------|------------------------------|
| 10. Street Trees          | 5. On Street Parking         |
| 9. Traffic Volumes        | 4. Lower Traffic Speeds      |
| 8. Sidewalks              | 3. Mixed Land Use            |
| 7. Narrow Streets         | 2. Buildings Fronting Street |
| 6. Interconnected Streets | 1. Small Block Size          |

STROLLING DISTRICT  
1/4 MILE, 1320', 5 MIN. WALK

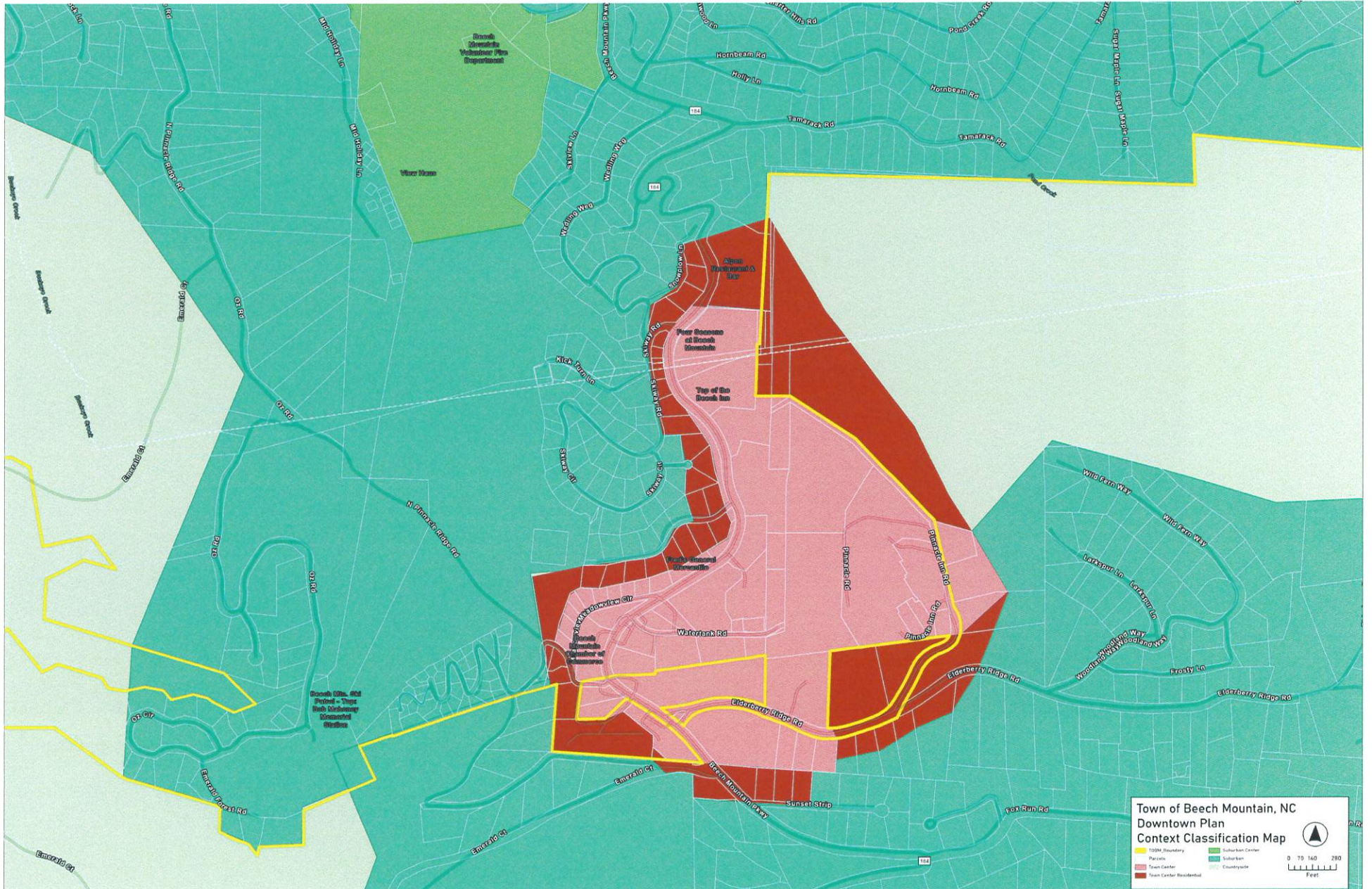


$$125,000 \text{ SF} \div \pm 50' \div 2$$

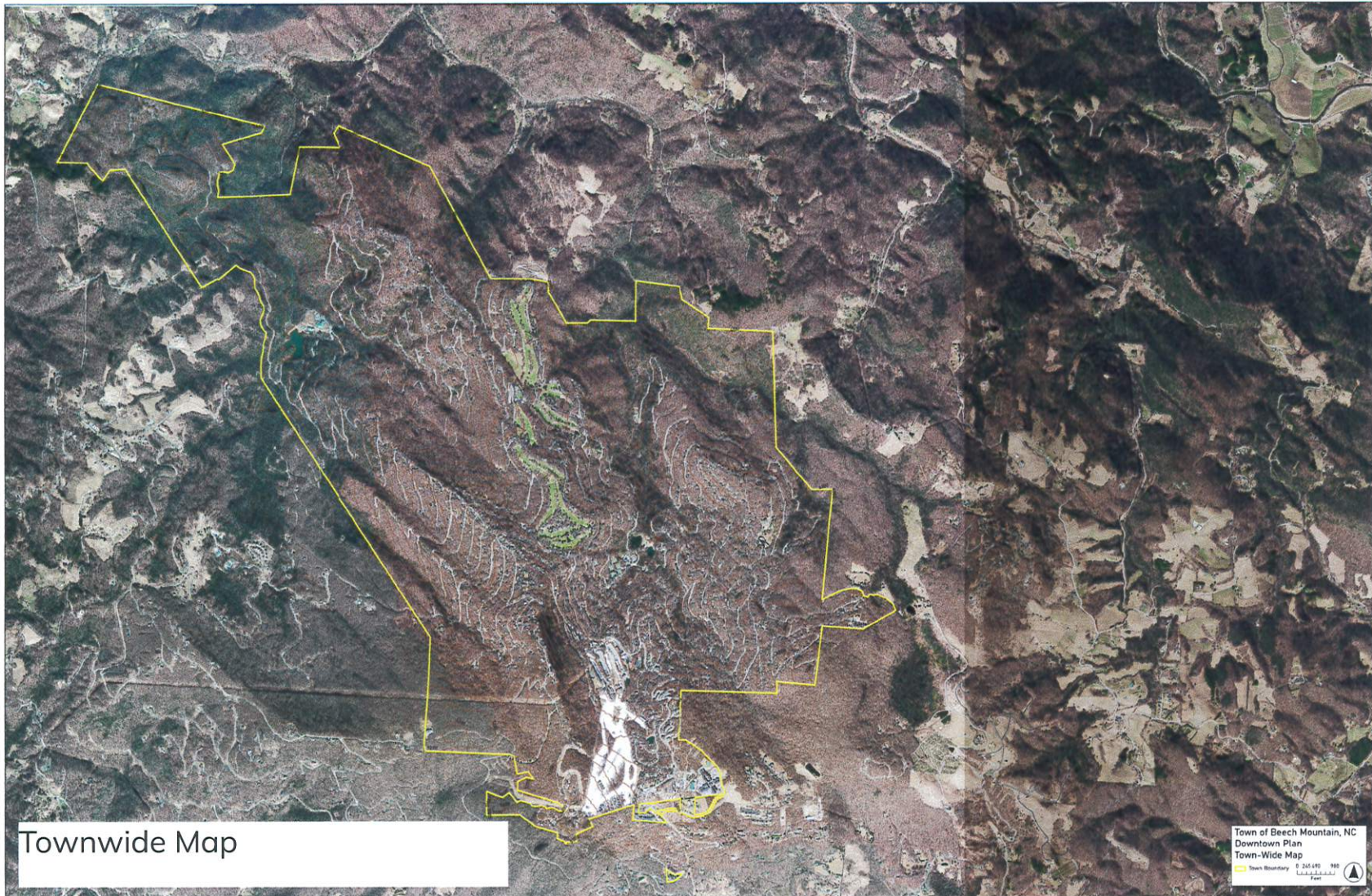
# Site Context

- TOBM\_Boundary
- Parcels
- Town Center
- Town Center Residential
- Suburban Center
- Suburban
- Countryside





# Site Analysis





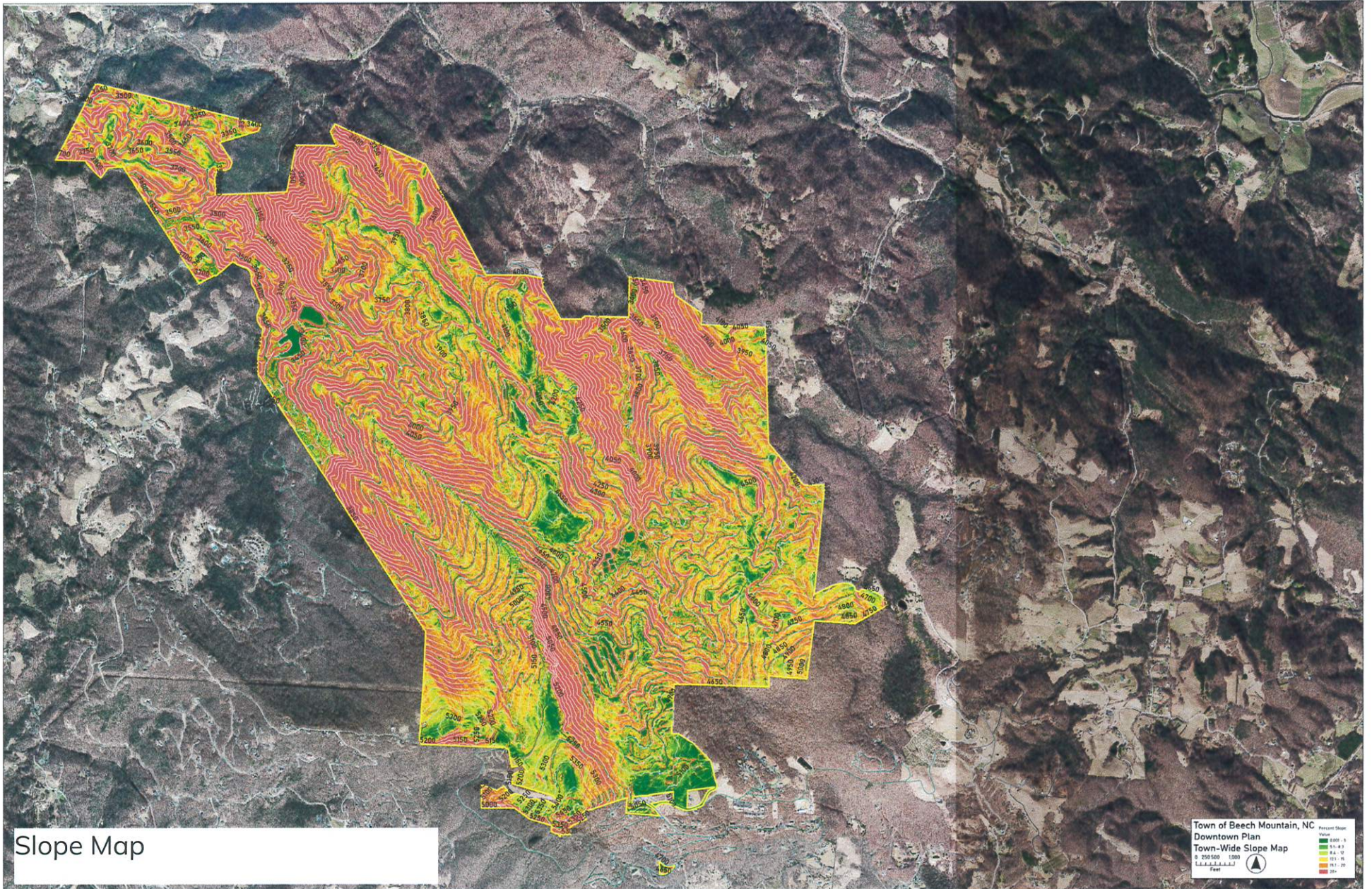
Downtown Parcel Map

Town of Beech Mountain, NC  
 Downtown Plan  
 Project Area Map

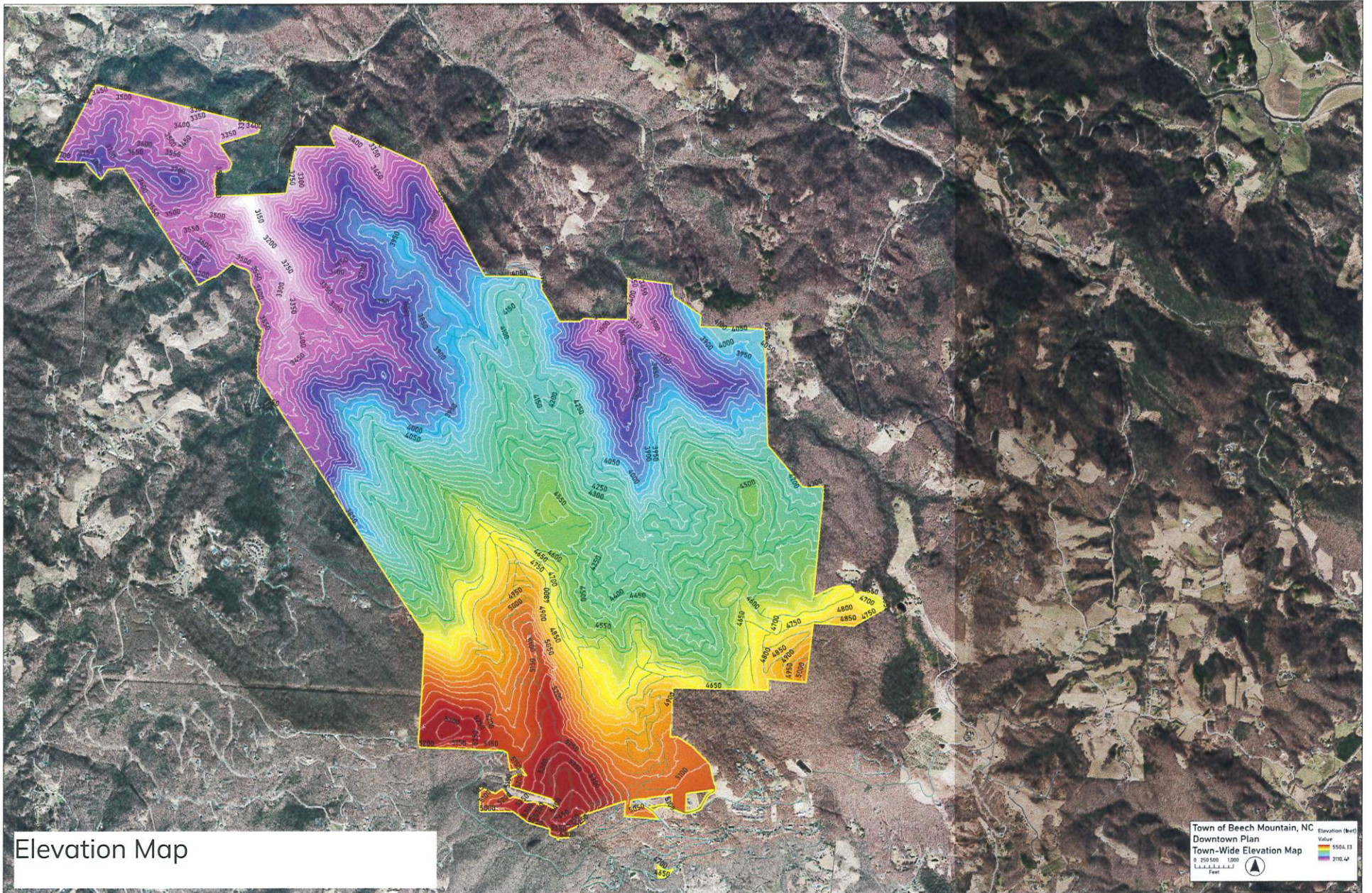
- Town Boundary
- Parcel Boundaries
- Parcels

0 25 50 100  
 Feet

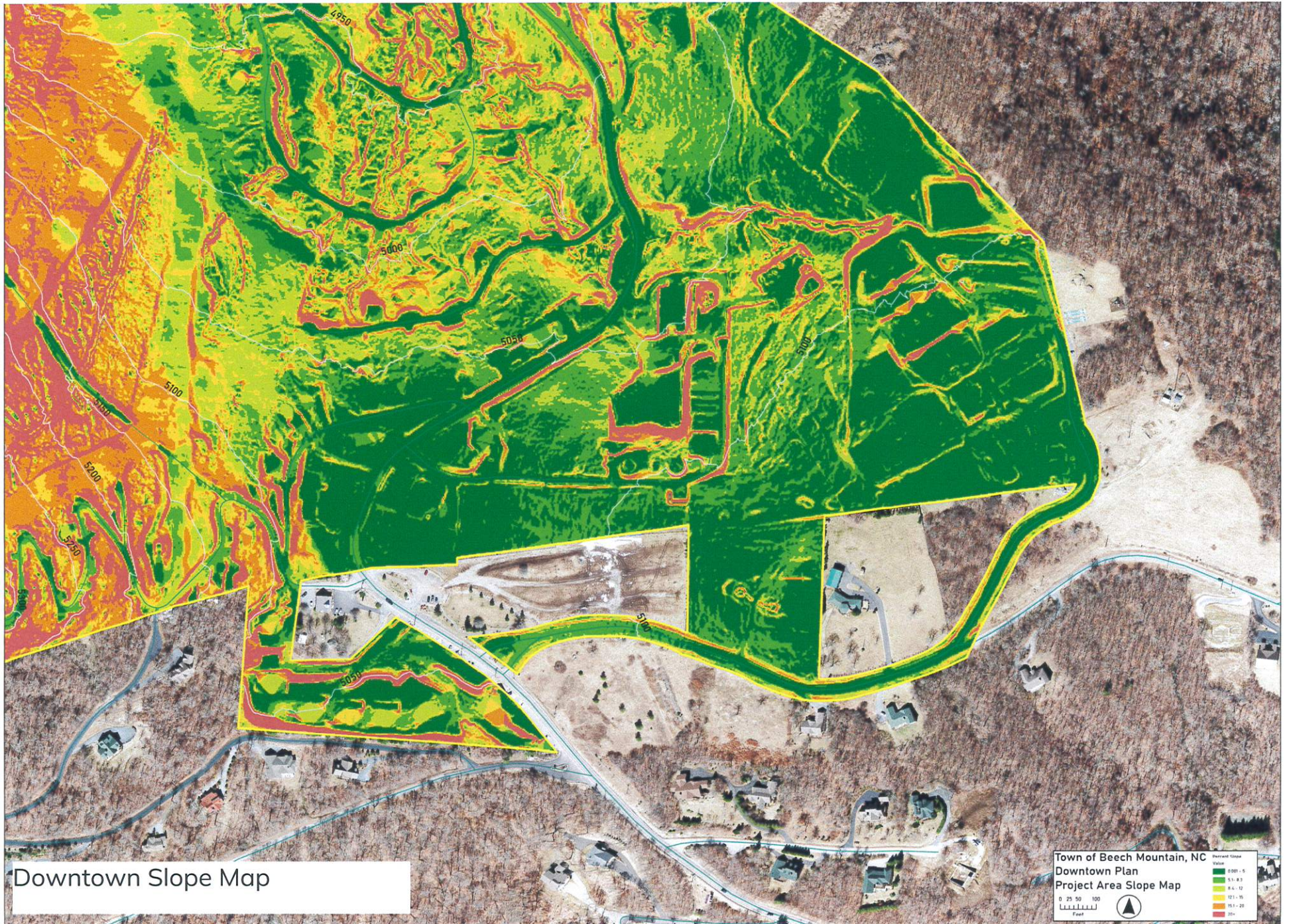
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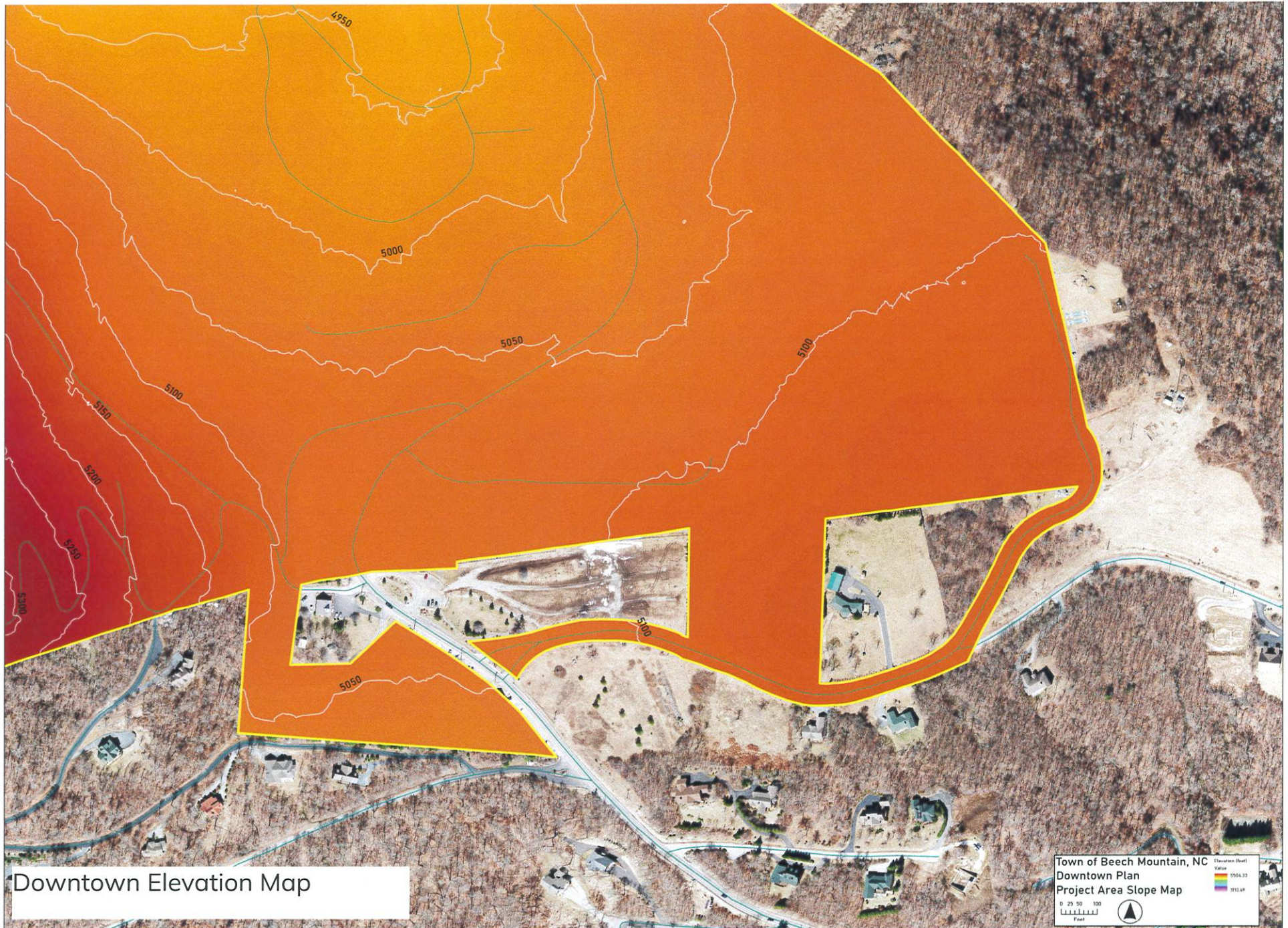
Slope Map



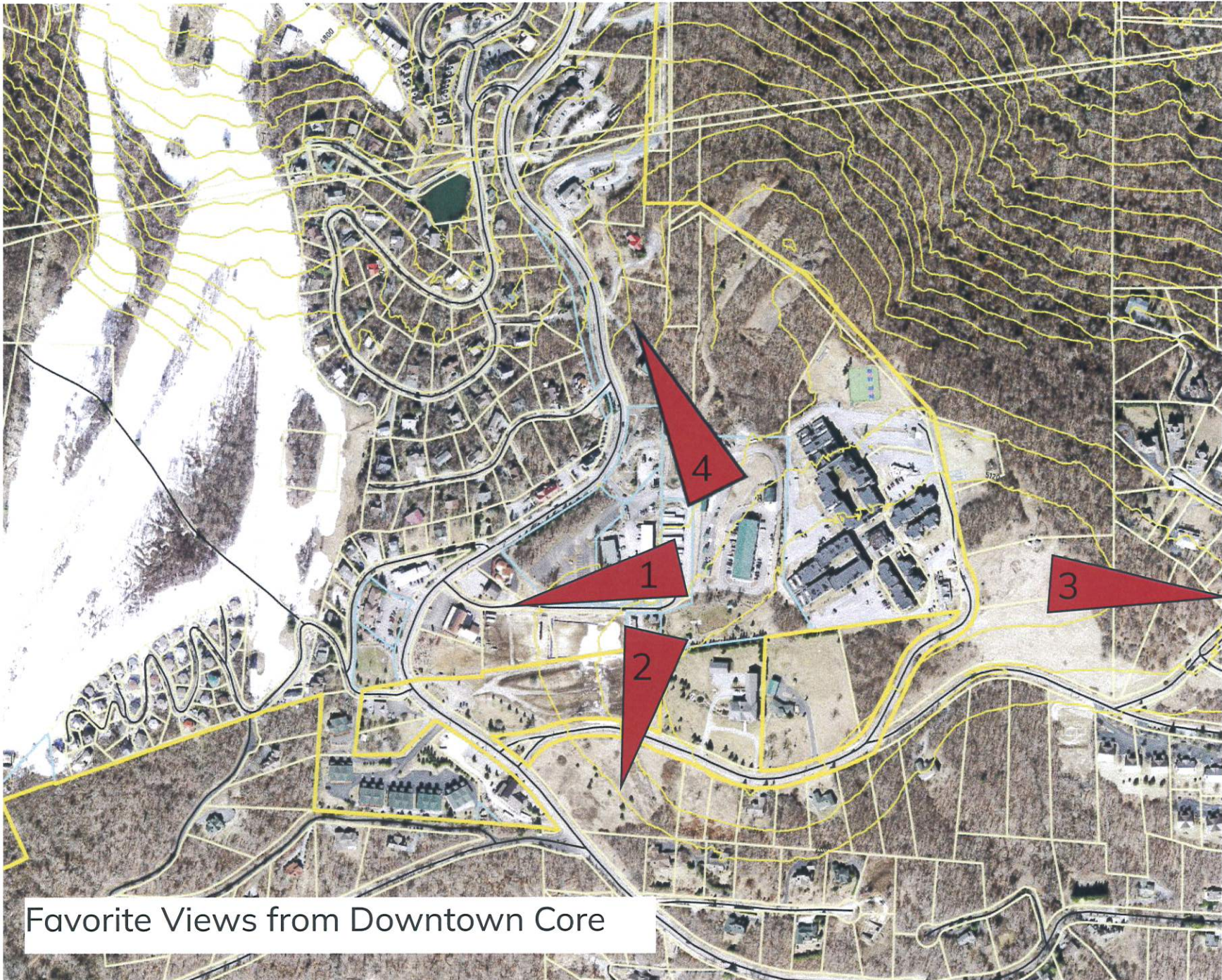
Elevation Map



Downtown Slope Map



Downtown Elevation Map



Favorite Views from Downtown Core

1



2



3

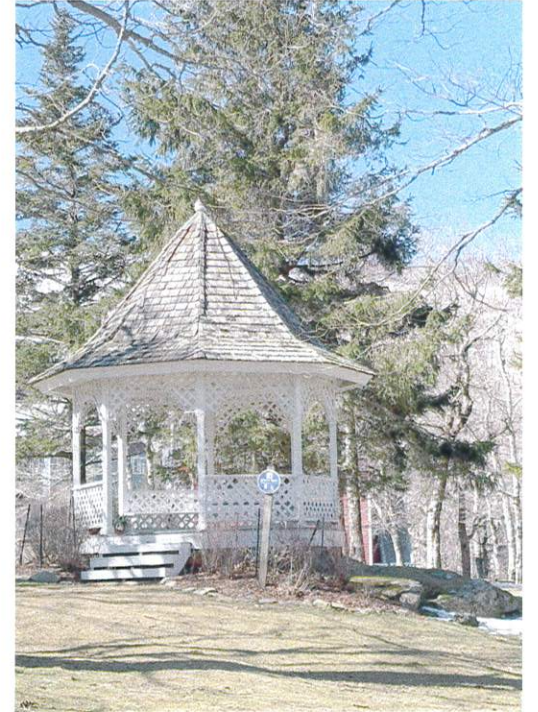
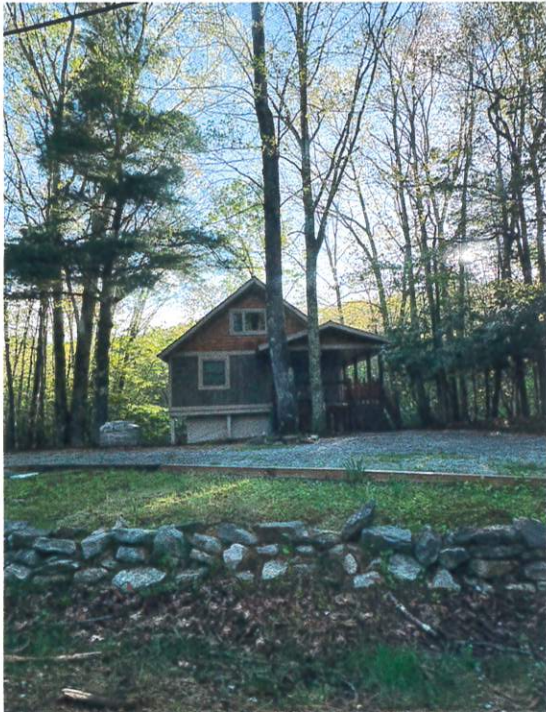
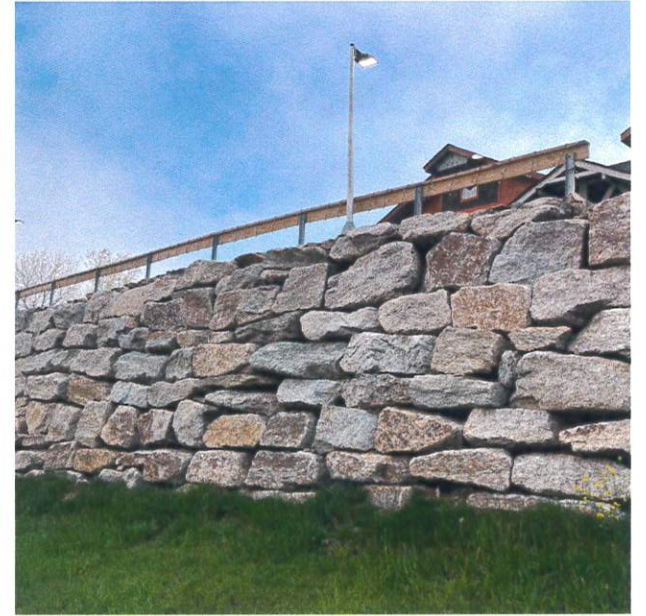


4





# The Workshop











# Trails



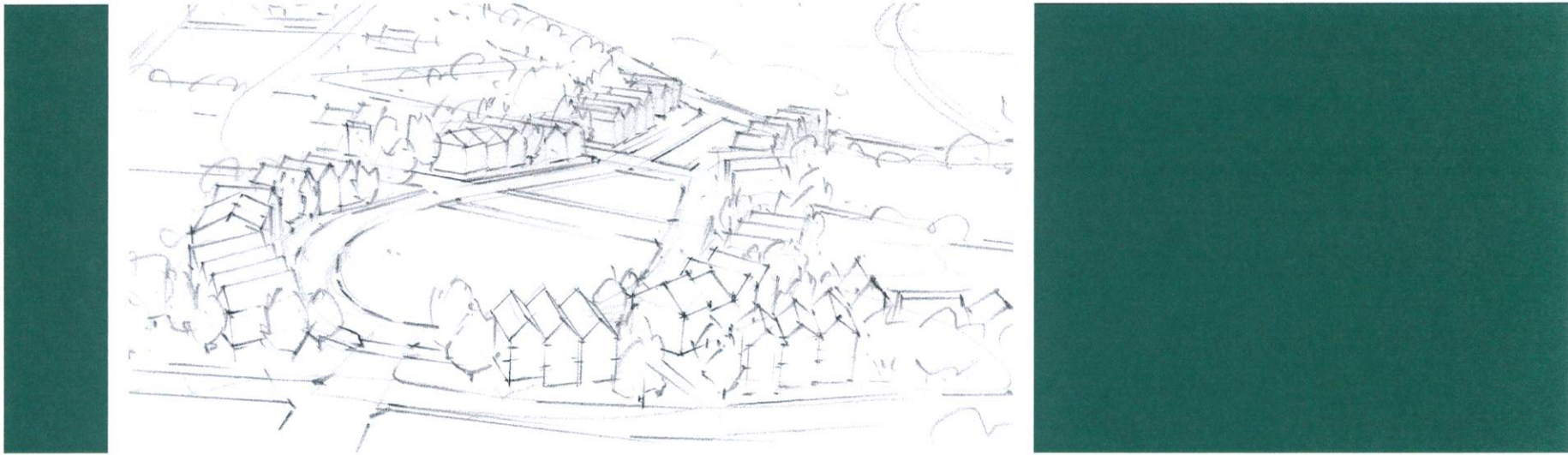
**Existing Landscape**



# Connectivity



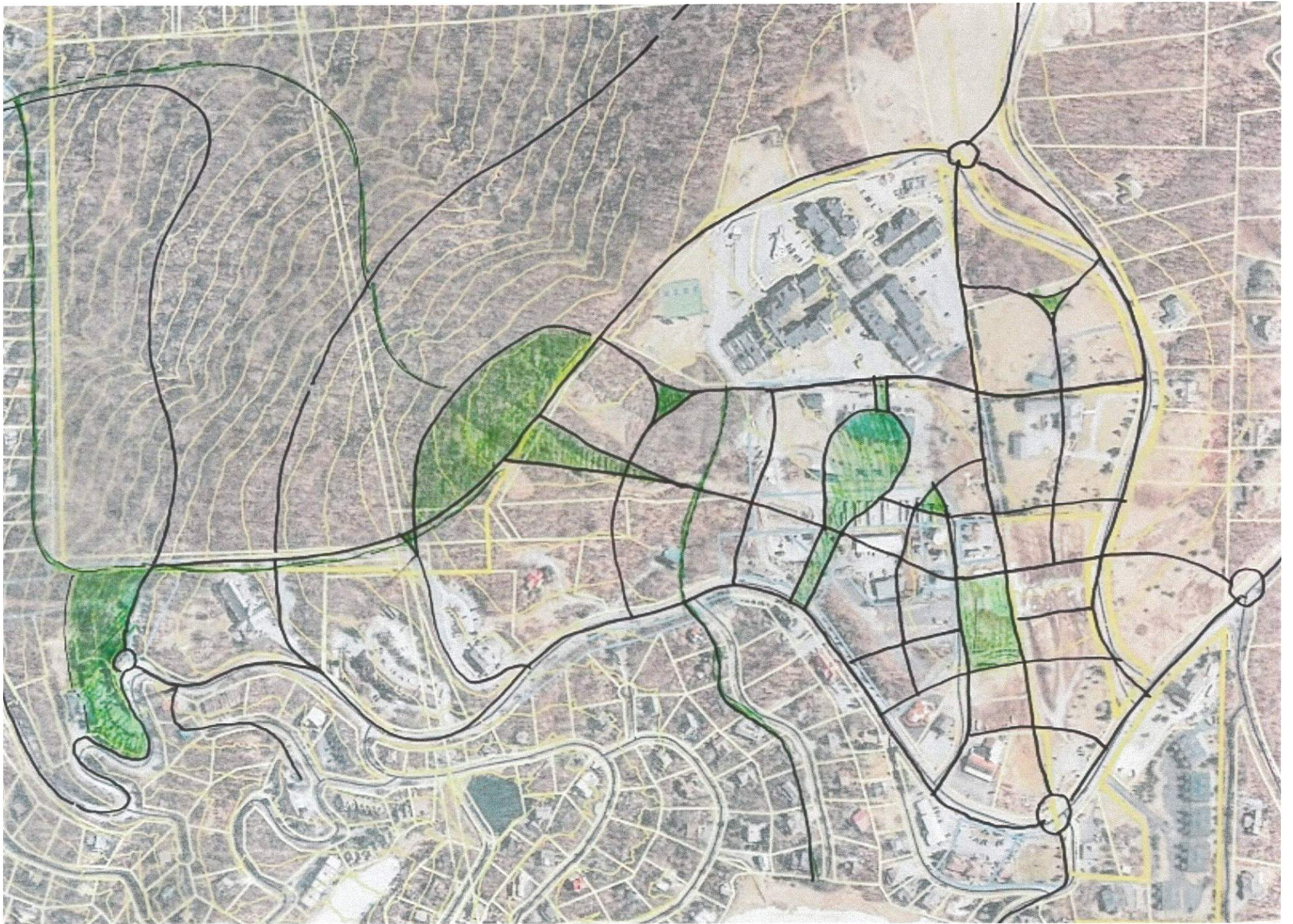
**Capacity**



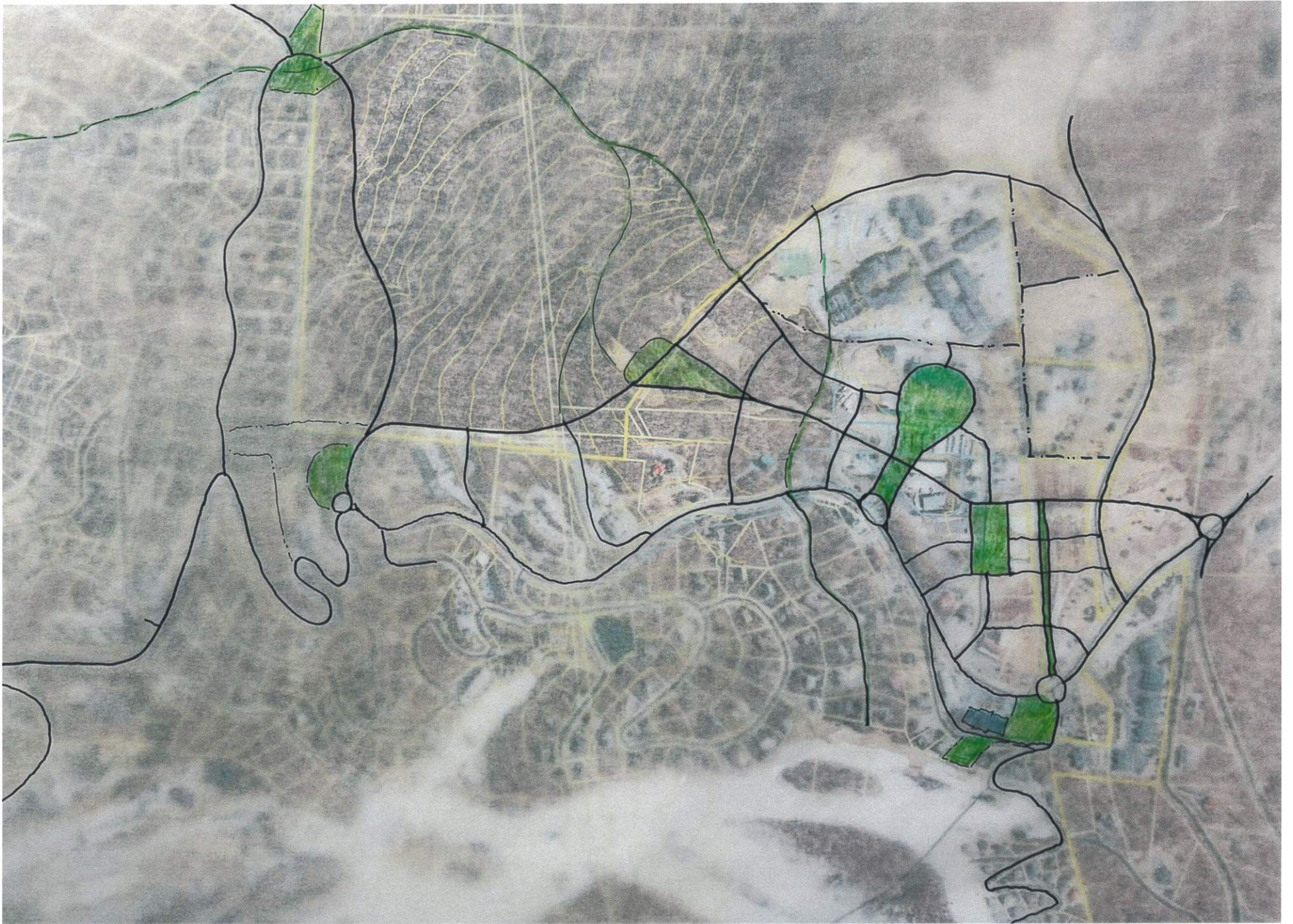
# Concept Plans

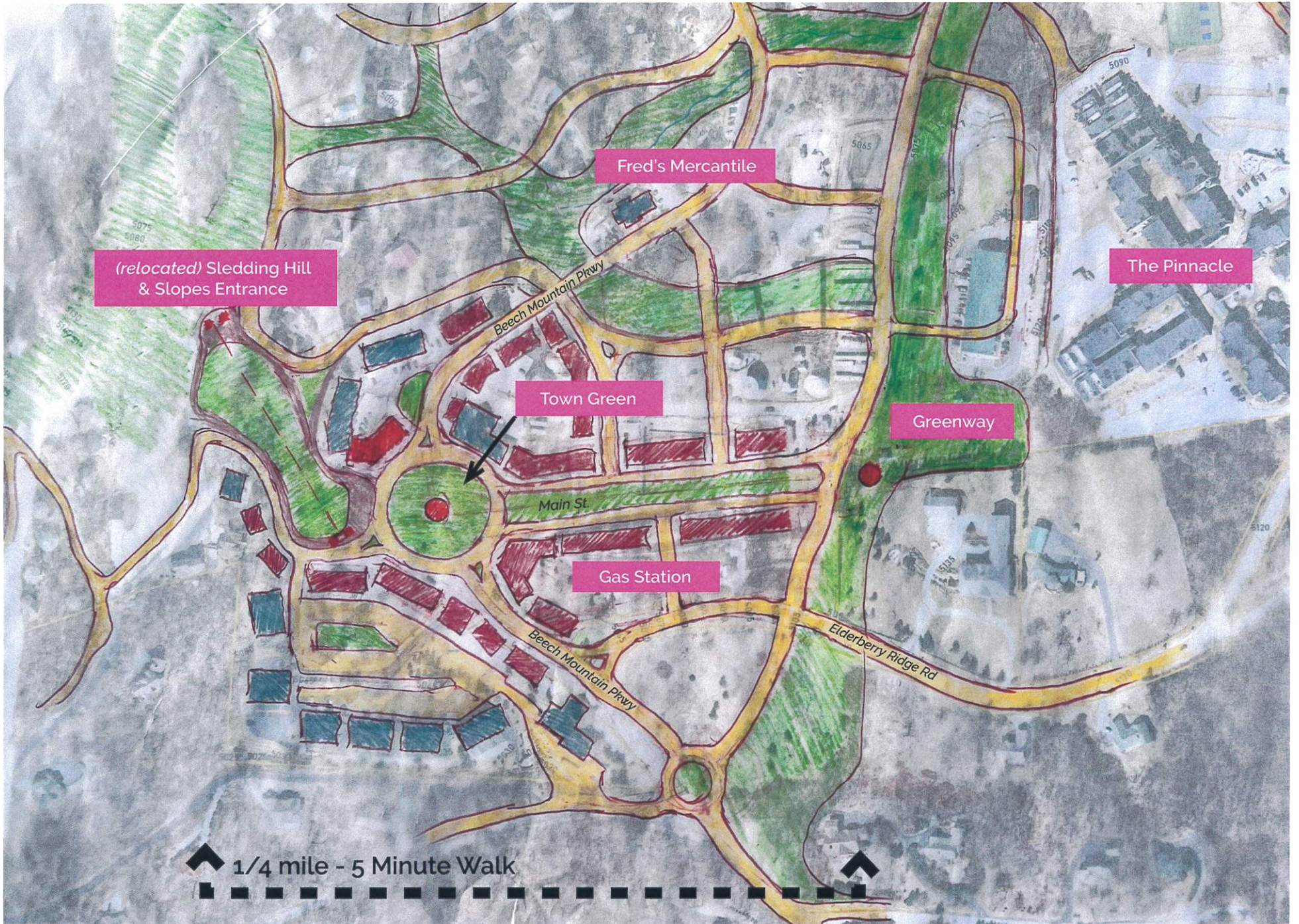
# Conceptual Site Plans

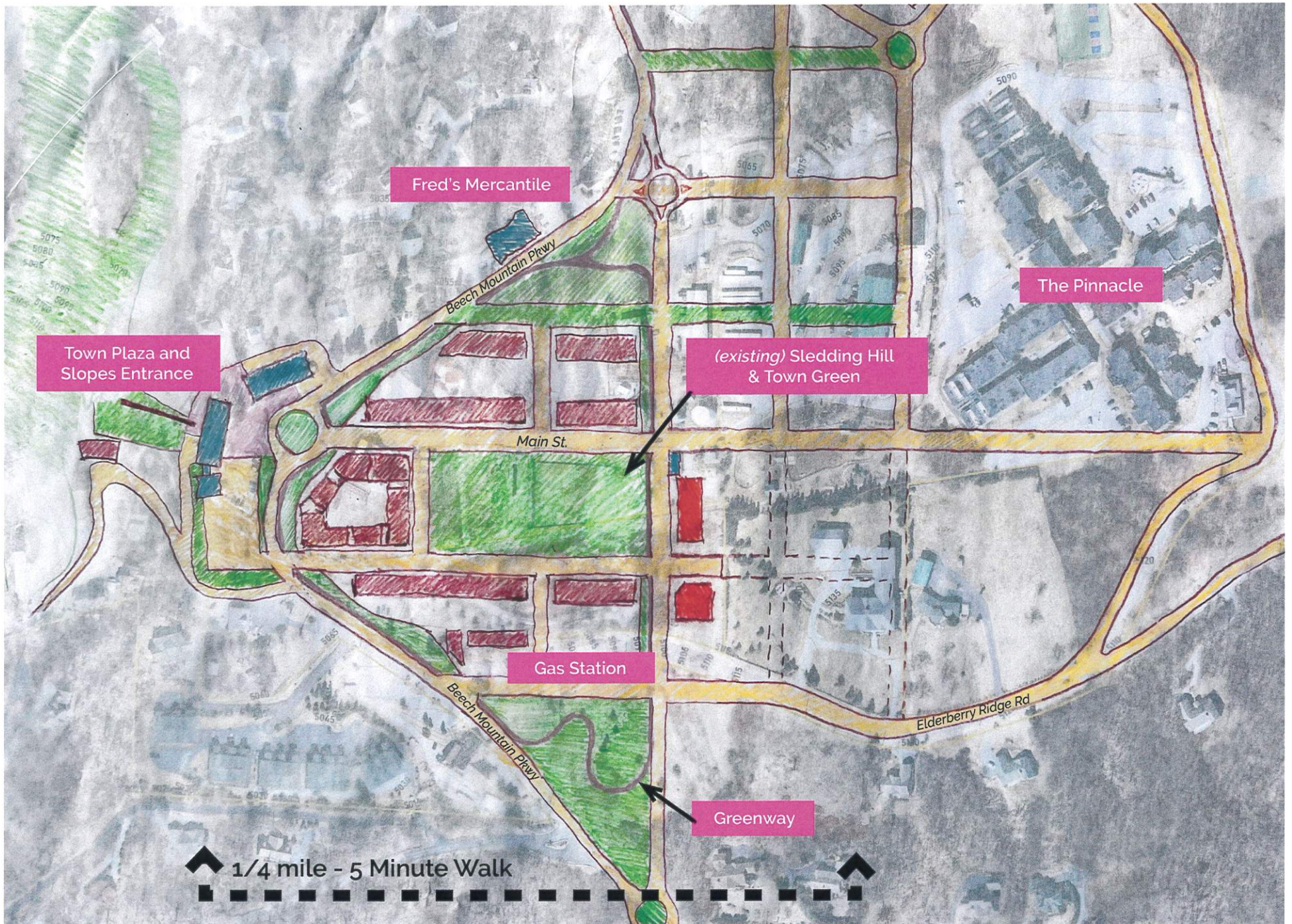
One of the problems that needs solving, regardless of a downtown, is a better circulation network through Beech Mountain. The Main Street by Town Hall is the only through street through this area, and during high-visitation periods, it creates inconveniences. During emergencies, this can put additional stress on first responders. A grid-like pattern is preferable, to relieve choke points and provide alternatives due to traffic jams or emergencies. In these three scenarios, planners experiment with a more robust vehicle circulation pattern for the central area of Beech Mountain. Notice also the use of roundabouts at key intersections (like the entrance to the resort) which can greatly alleviate turning backups.











Fred's Mercantile

The Pinnacle

Town Plaza and Slopes Entrance

(existing) Sledding Hill & Town Green

Gas Station

Greenway

1/4 mile - 5 Minute Walk





Left: St. Armands Circle in Sarasota, Florida used as reference for the Town Green

Below: Photo rendering of a proposed bike and scooter park



# Multi-Use Development Concepts

The sketches on the following pages represent initial attempts to site a new multi-use district as the heart of downtown. Sketches show the general size of commercial areas recommended by our economist, and volumes show initial sizes and general shapes of buildings to frame the extraordinary scenery. Note all schemes provide significant intentional greenspace, preservation of existing cherished landscapes and buildings, shared parking and good doses of connectivity.

