



Spring Lake 2020 is an economic development initiative driven by the Town to focus on projects and issues that have not received the due diligence deserved. It will be an on-going endeavor which will encompass a broad array of ventures, events and efforts.

Spring Lake 2020 will be launched with a three (3) day charette designed to provide up-to-date information on all projects impacting Main Street/downtown Spring Lake. This includes, but is not limited to, the revitalization of downtown, the impact of U-4444 overpass, the Odell Gate Project and everything in-between.

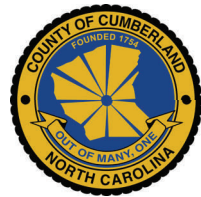
This charette is a design process allowing everyone in attendance to gain a better understanding of where we are, what will be transpiring and where we want to go. There will be an architect on hand who can render real time sketches of the ideas captured. All ideas are welcome during the brainstorming portion of the work groups. The goal of the first two days are to discuss what the participants want to see for Spring Lake by 2020. Day three discusses how to get there with more focus on technical aspects and design.

Town of Spring Lake
300 Ruth Street/ PO Box 617
Spring Lake, North Carolina 28390
(910) 436-0241



Special thanks to:

Cumberland County Planning and Inspections Department



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February 6-8, 2012
Spring Lake Municipal Building
Grady Howard Conference Room
Spring Lake, North Carolina

“A VISION IS NOT JUST A PICTURE OF WHAT COULD BE; IT IS AN APPEAL TO OUR BETTER SELVES, A CALL TO BECOME SOMETHING MORE”
 ~Rosabeth Moss Kanter



charette – [shuh-ret] – a collaborative community planning and design process that brings stakeholders together in intensive work sessions to develop plans for their neighborhoods or regions.

Monday, February 6, 2012

Day 1 of the charette is tailored towards those who own property and those who have a direct vested interest in Main Street.

As a courtesy, light refreshments will be made available for those in attendance both Monday and Tuesday. On Wednesday, a boxed lunch with beverage will be served.

- 5:30 pm.....**Sign-in begins**
- 6:00 pm**Introduction and Explanation of Charette - Pierre Lauffer, Regional Planner**
- 6:10 pm.....**Welcome and Opening Remarks - Mayor Chris V. Rey**
- 6:20 pm.....**General Presentation**
- 6:45 pm.....**Breakout Sessions**
- 7:50 pm.....**Wrap-up and Closing Remarks**

*time may be adjusted based on the working sessions' progress

Retail and Business Attraction

Tuesday, February 7, 2012

Day 2 of the charette is tailored towards community leaders, town partners, individuals in and around Spring Lake who have a commitment to the betterment, development and growth of Spring Lake.

Spring Lake 2020 is collaborative charette hosted by the Town of Spring Lake through the joint efforts of the Spring Lake Chamber of Commerce, it's affiliates and Kingdom CDC.

- 5:30 pm.....**Sign-in begins**
- 6:00 pm**Introduction and Explanation of Charette - Pierre Lauffer, Regional Planner**
- 6:10 pm.....**Welcome and Opening Remarks - Mayor Chris V. Rey**
- 6:20 pm.....**General Presentation**
- 6:45 pm.....**Breakout Sessions**
- 7:50 pm.....**Wrap-up and Closing Remarks**

*time may be adjusted based on the working sessions' progress

Community Attachment and Development

Wednesday, February 8, 2012

Day 3 of the charette is tailored towards a broad audience, to include those who attended day 1 and 2, and consists of breakout work sessions where brainstorming and feedback is collected to formulate plans moving forward.

During break out work sessions, it is important to remember that all ideas are welcome. It is the job of the facilitator to keep the group on topic and task, not group members.

- 9:30 am.....**Sign-in begins**
- 10:00 am**Welcome and Opening Remarks - Mayor Chris V. Rey**
- 10:10 am.....**Introduction and Explanation of Charette - Pierre Lauffer, Regional Planner**
- 10:30 am.....**Breakout Sessions**
- 12:00 noon.....**Lunch Break**
- 1:00 pm.....**Breakout Sessions**
- 3:30 pm.....**Wrap-up and Closing Remarks***

*time may be adjusted based on the working sessions' progress

Adaptive Reuse and Redesign