

UNDER ONE ROOF



Town of Blowing Rock, North Carolina
Gateway & Wayfinding Study

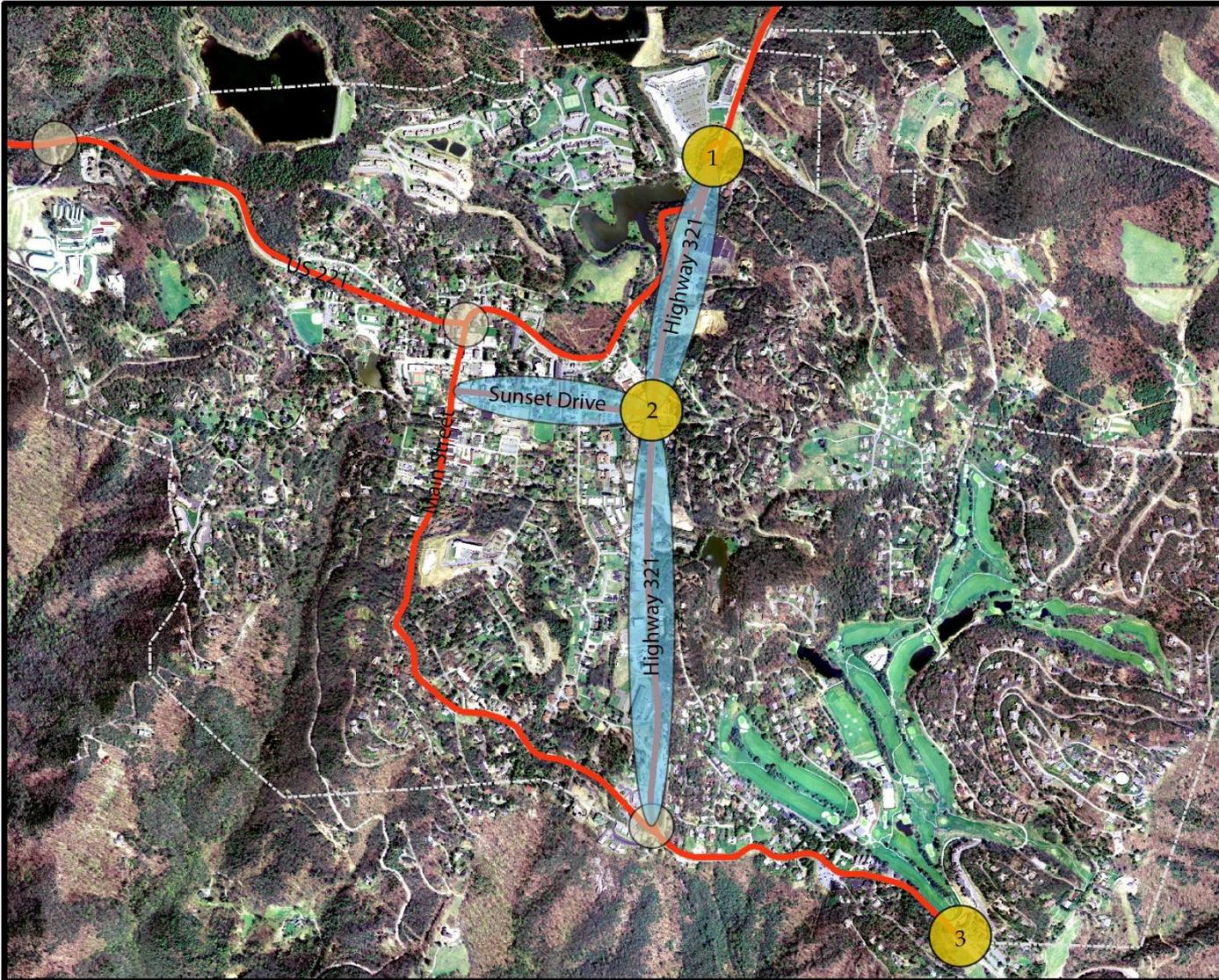
2014

Problem Statement



Study Area

Blowing Rock Gateway: Concept Map



0 0.125 0.25 0.5 Miles

Primary Node of Interest

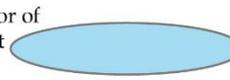


- 1: 321 and Main Street
- 2: 321 and Sunset Drive
- 3: 321 and Green Park Inn

Secondary Node of Interest



Corridor of Interest



Main Roads

City Boundary

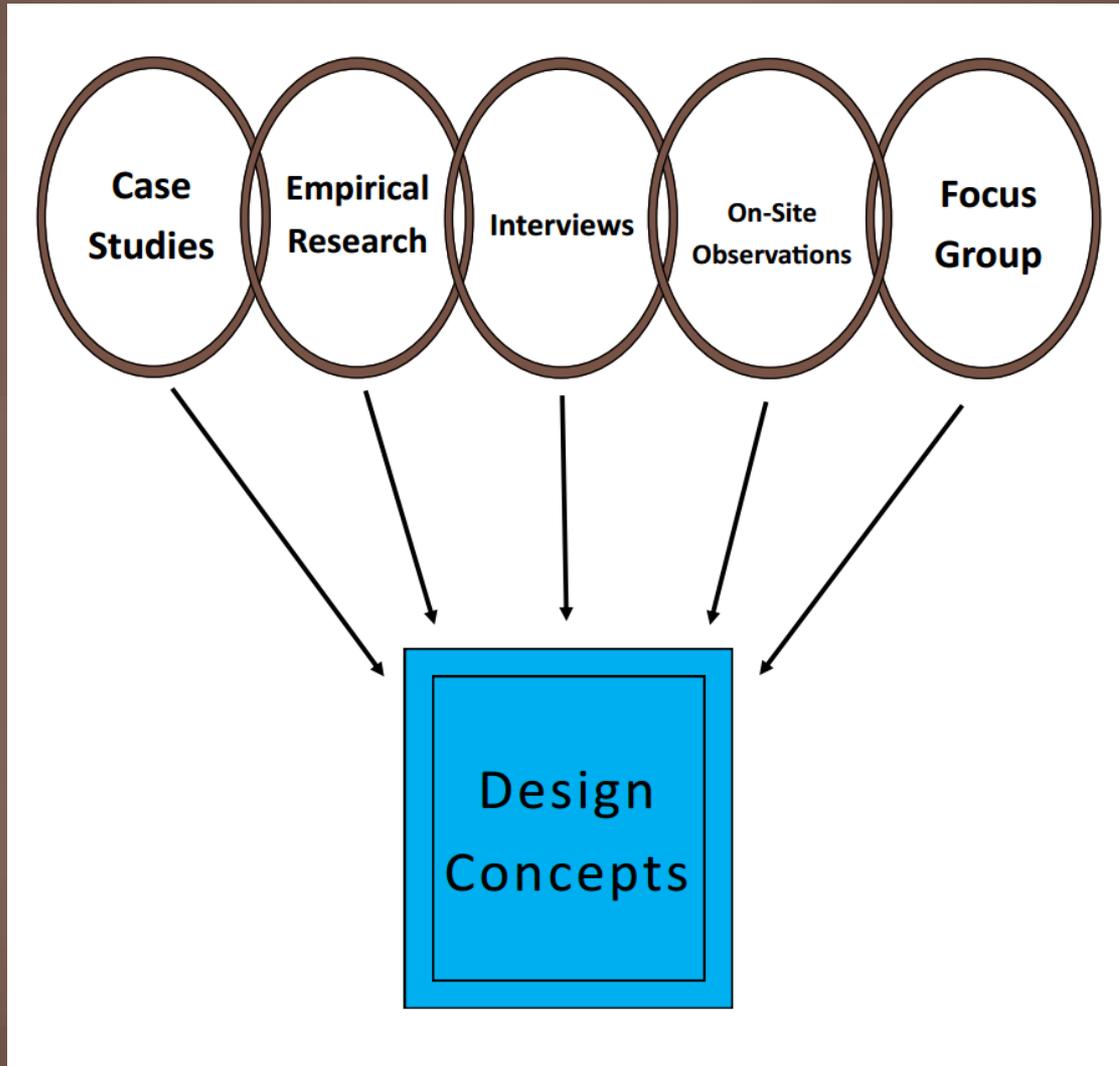
Vision Statement



Blowing Rock
North Carolina

Research and develop alternatives to **attract visitors** and **strengthen sense of place** and **promote community**.

Methods Work Flow



Essence of Blowing Rock

- ▶ Rustic
- ▶ Friendly
- ▶ Family Oriented
- ▶ Park Atmosphere
- ▶ Safe
- ▶ Stone, Wood, Metal

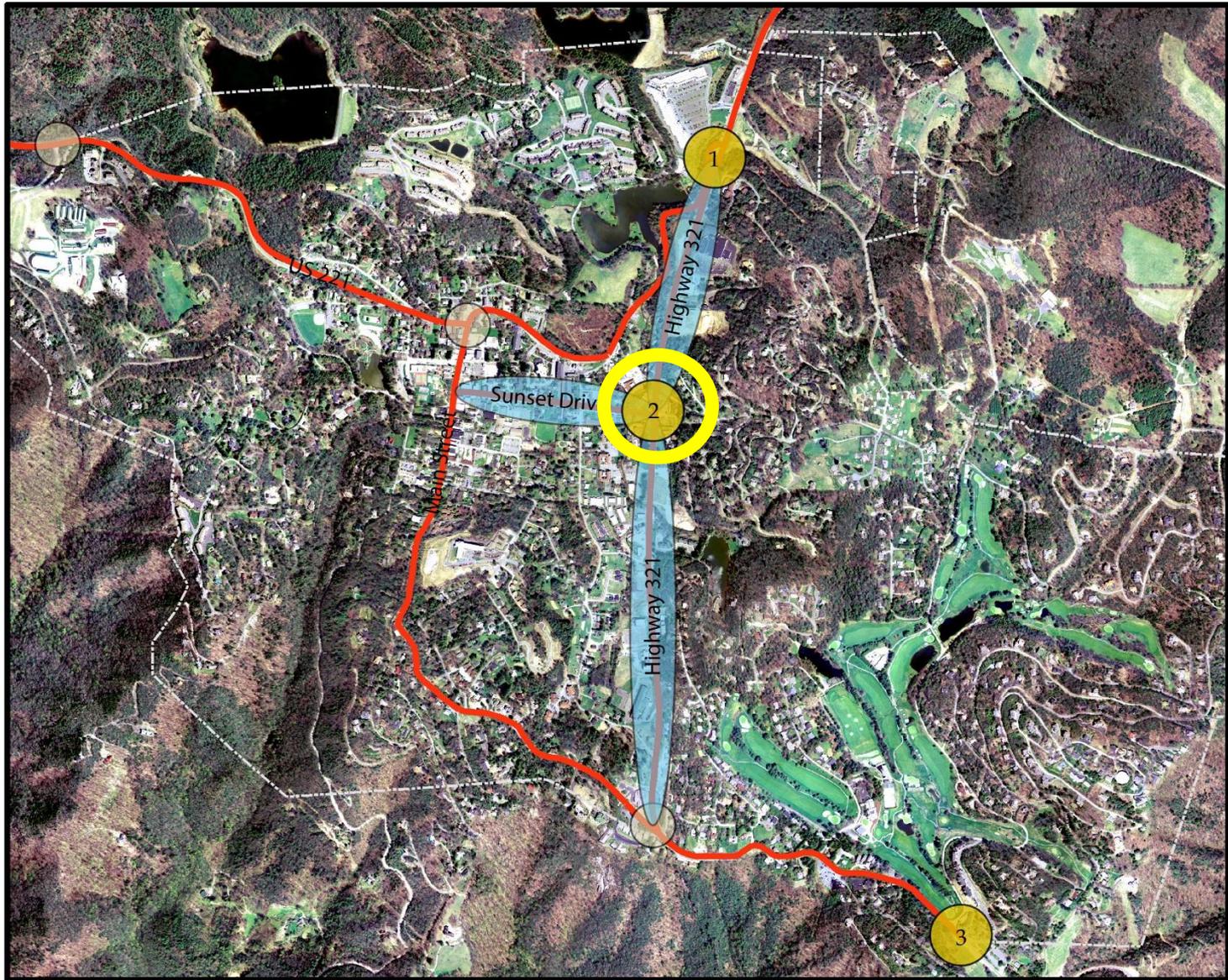


Findings/Results from Methodologies

Defining statement to guide our design concept-
“Under One Roof”



Blowing Rock Gateway: Concept Map



0 0.125 0.25 0.5 Miles

Primary Node of Interest



- 1: 321 and Main Street
- 2: 321 and Sunset Drive
- 3: 321 and Green Park Inn

Secondary Node of Interest



Corridor of Interest



Main Roads

City Boundary

Existing Context



© 2014 Google
© 2014 Google

Google earth

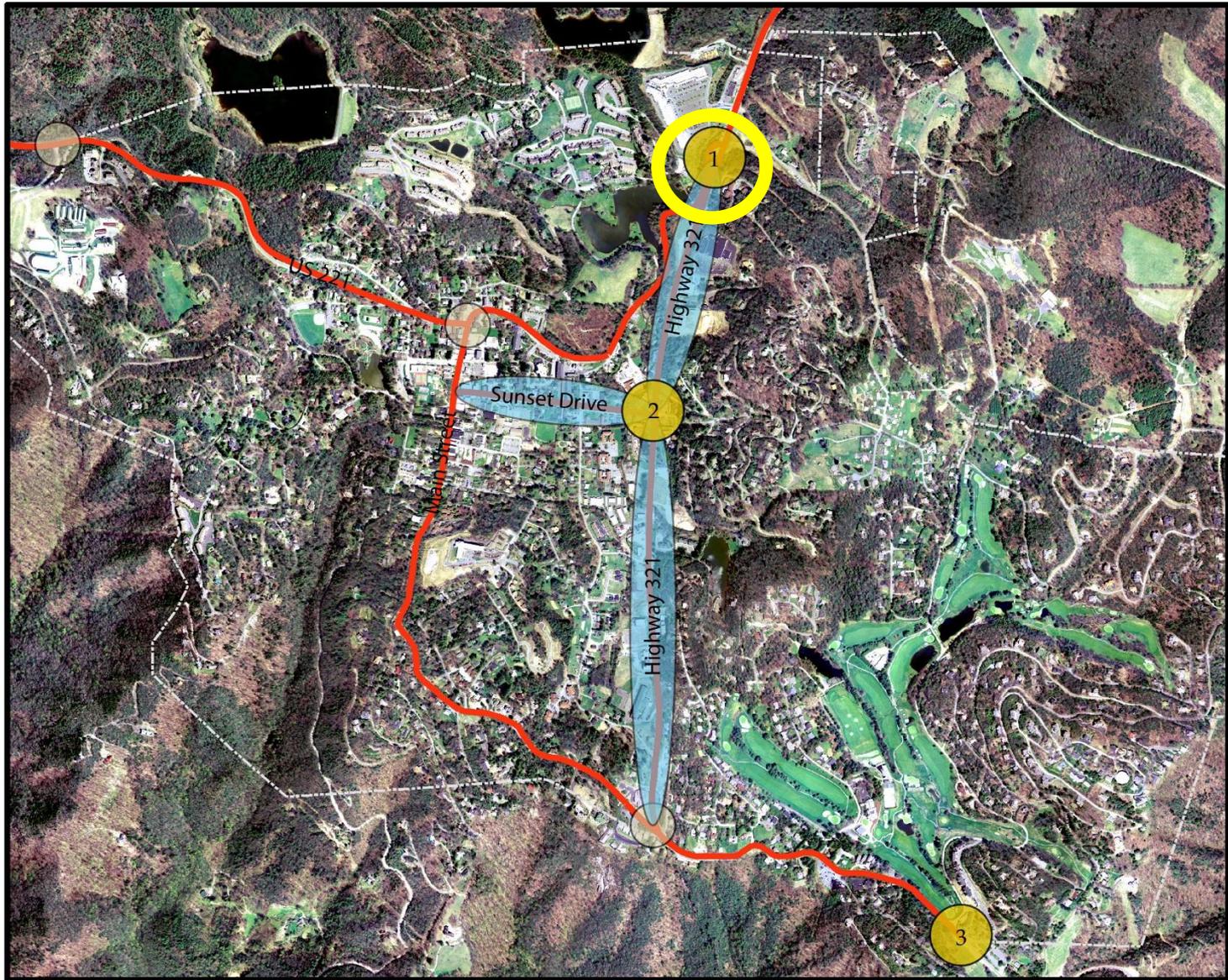
Sunset Drive



Sunset Drive



Blowing Rock Gateway: Concept Map



0 0.125 0.25 0.5 Miles

Primary Node of Interest

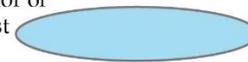


- 1: 321 and Main Street
- 2: 321 and Sunset Drive
- 3: 321 and Green Park Inn

Secondary Node of Interest



Corridor of Interest



Main Roads

City Boundary

Existing Context



Northern Border



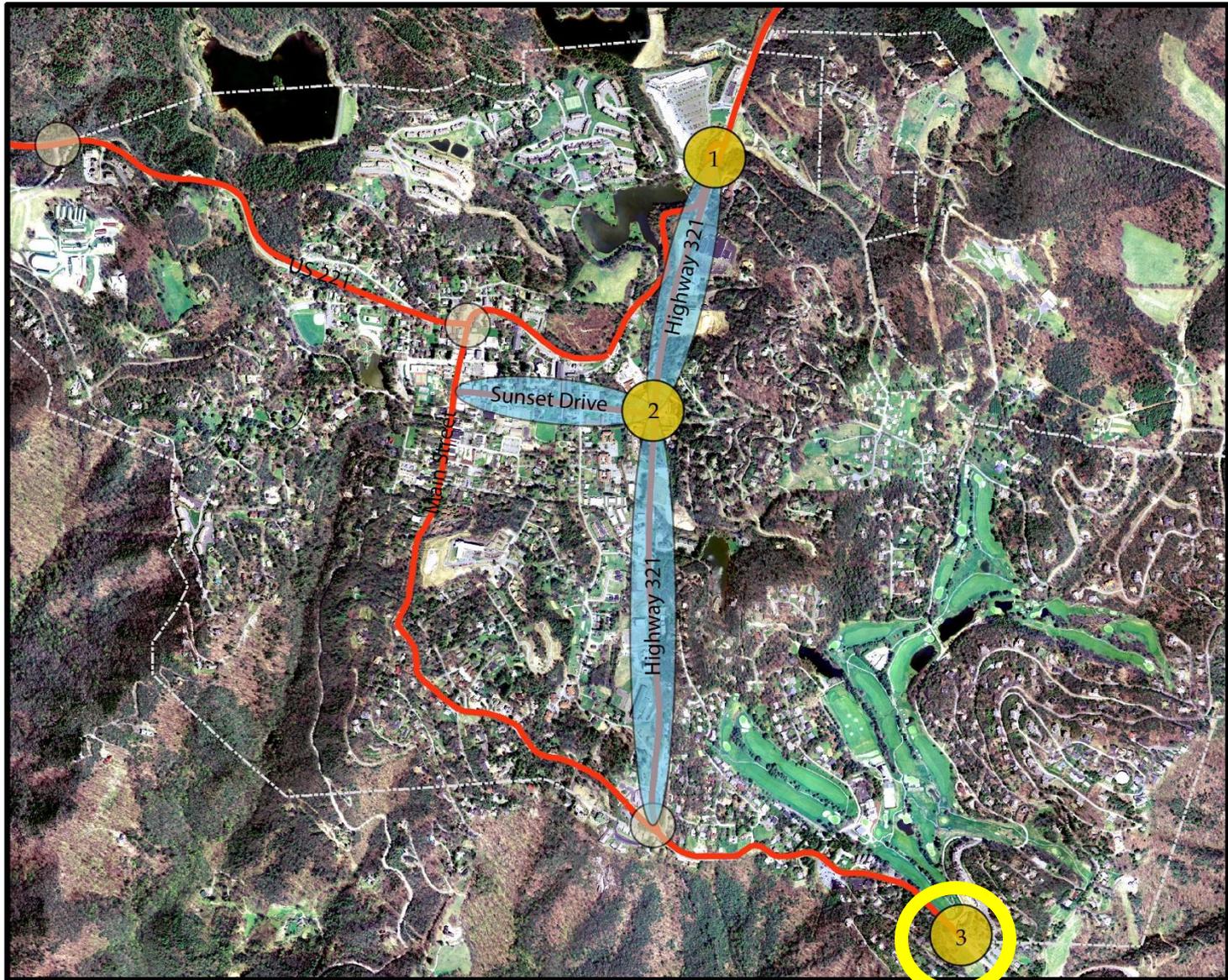
Northern Border



Northern Border



Blowing Rock Gateway: Concept Map



Primary Node of Interest



- 1: 321 and Main Street
- 2: 321 and Sunset Drive
- 3: 321 and Green Park Inn

Secondary Node of Interest



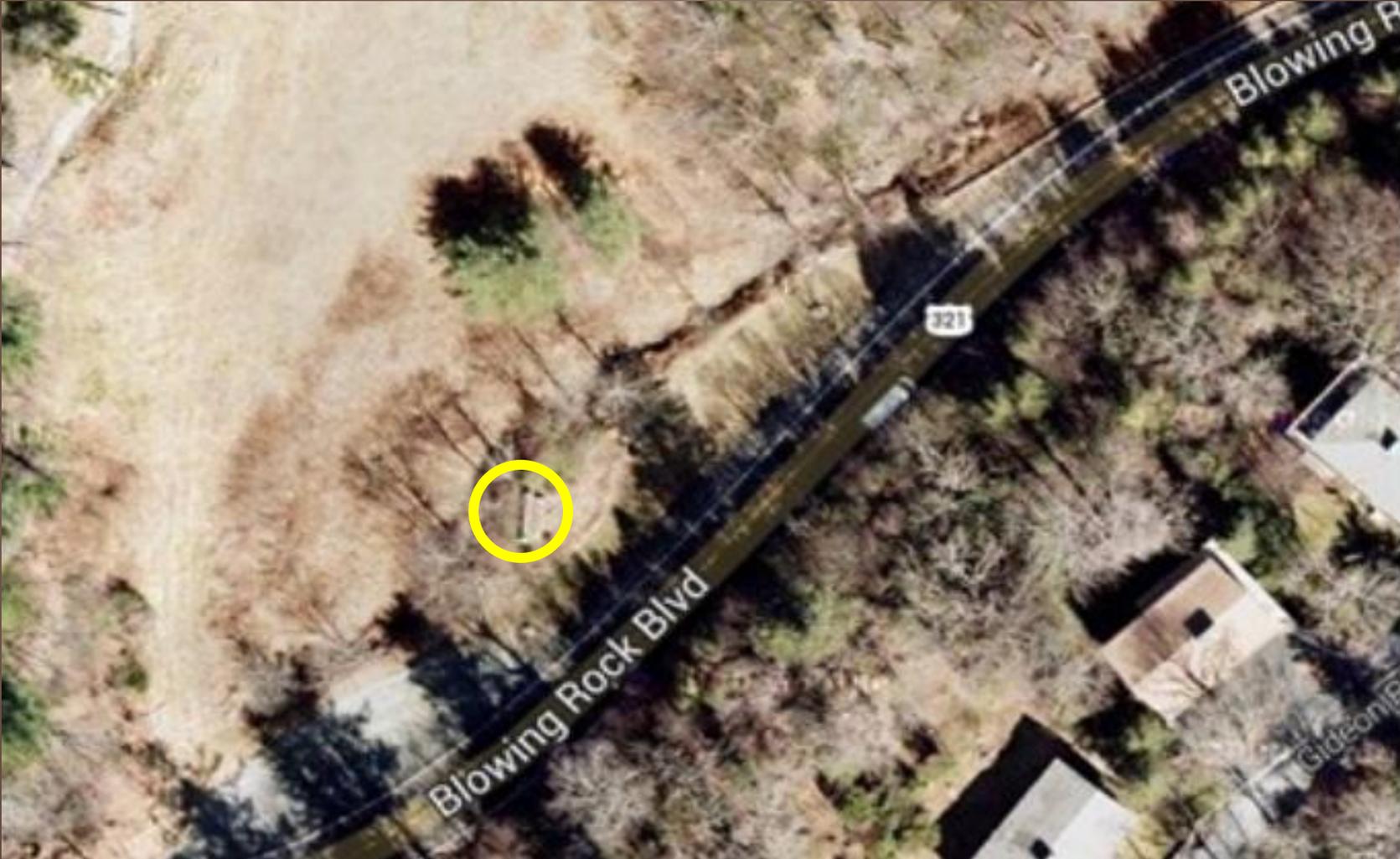
Corridor of Interest



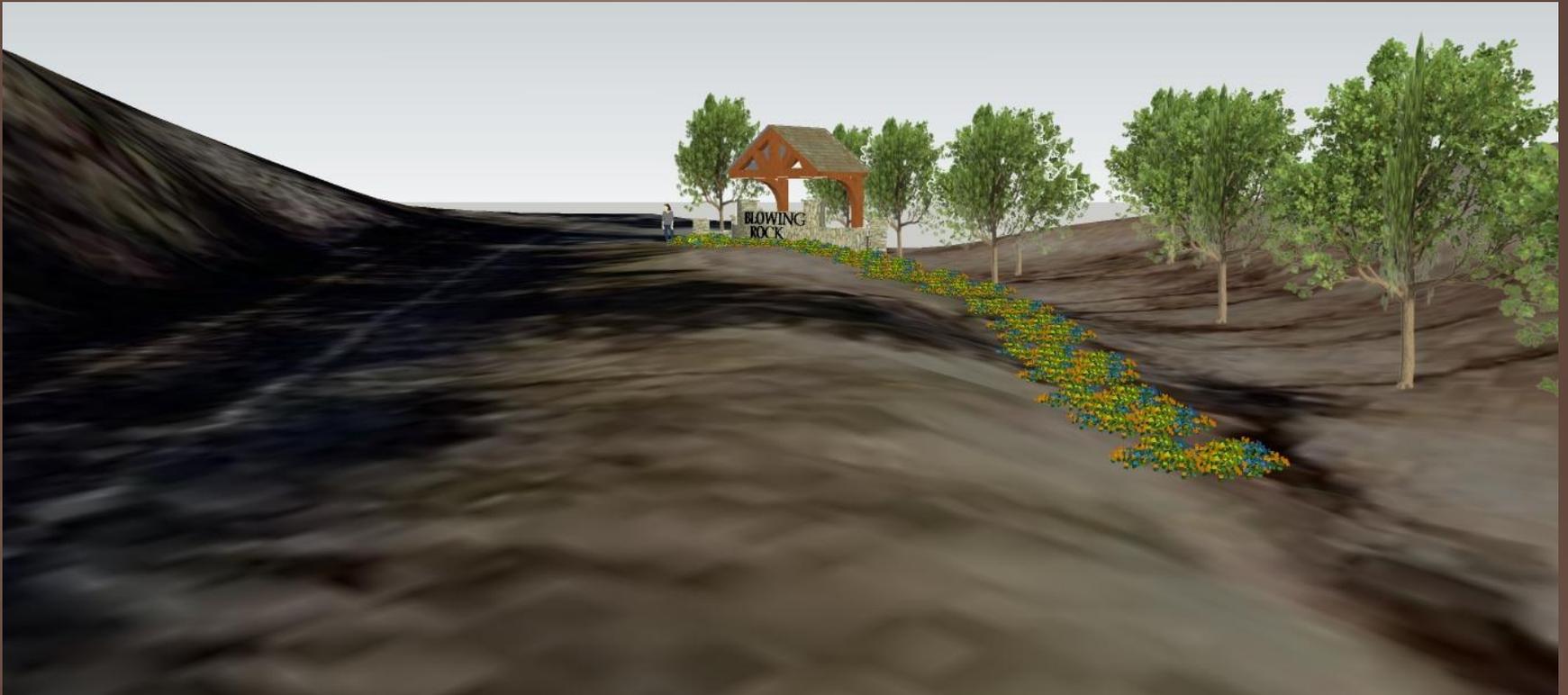
Main Roads

City Boundary

Existing Context



Southern Border



Southern Border



Welcome Home



Questions and Comments?