

UNC CHARLOTTE

# BELK PLAZA RE-IMAGINED



UNC CHARLOTTE



# HISTORY

FROM WHENCE  
WE CAME...





# STORYTELLING

FROM WHENCE  
WE CAME... AND  
WHERE ARE WE GOING

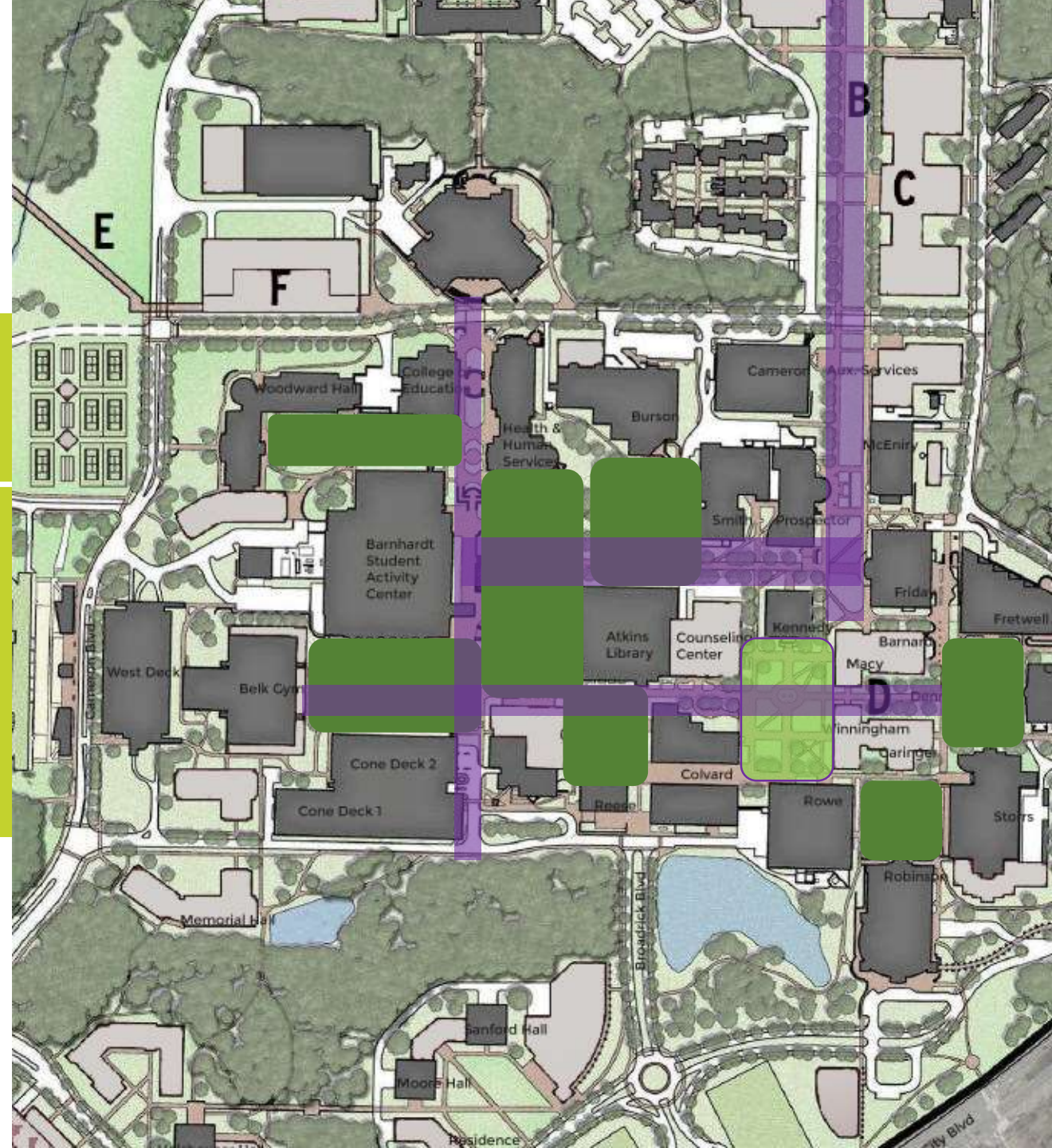




# CAMPUS VISION

A COLLECTION OF  
CAMPUS OPEN  
SPACES AND  
LINKAGES

*HOW IS BELK PLAZA UNIQUE?*





# MOVEMENT

CAN WE CREATE  
A BETTER BALANCE  
OF FLOW AND  
FRICTION?





# EDGES

CAN WE CREATE  
DYNAMIC EDGES  
THAT ENGAGE  
THE USERS?





# AMENITY

WHAT ELEMENTS  
SHOULD BE IN THE  
PLAZA THAT MAKE  
A UNIQUE CAMPUS  
EXPERIENCE?





# PROGRAM

A PLACE THAT  
EVOKES A CAMPUS  
LIFE MEMORY?





# PROGRAM

OR A CANVAS  
FOR THE ARTS?





# STYLE

IS IT ROOTED IN  
CLASSIC DESIGN?





# STYLE

*WHAT IS THE BALANCE?*

OR A MORE  
CONTEMPORARY  
EXPRESSION?

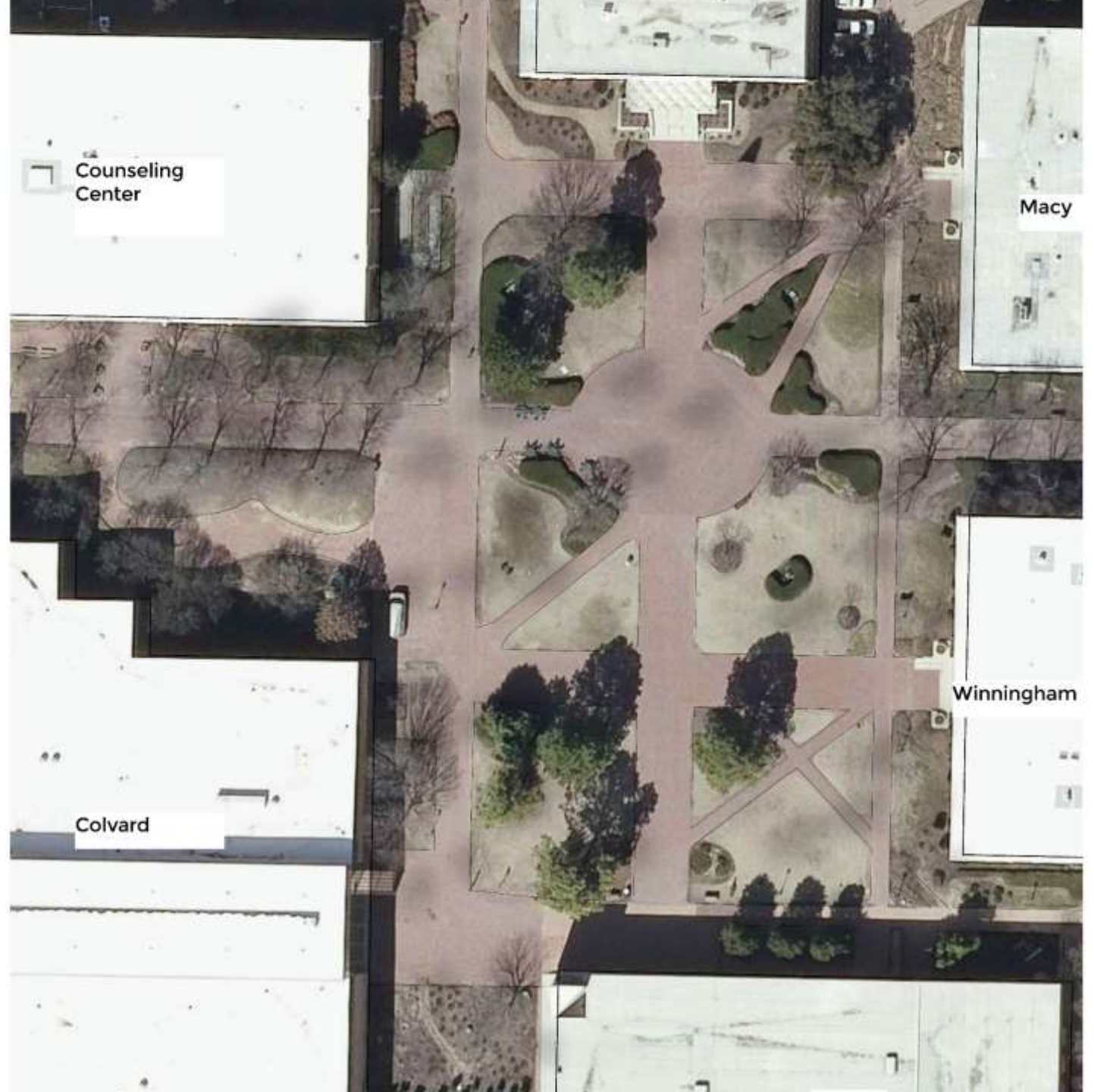




CONCEPTS FOR SPACE  
*AND*  
THE *big* IDEAS

EXISTING CONDITION

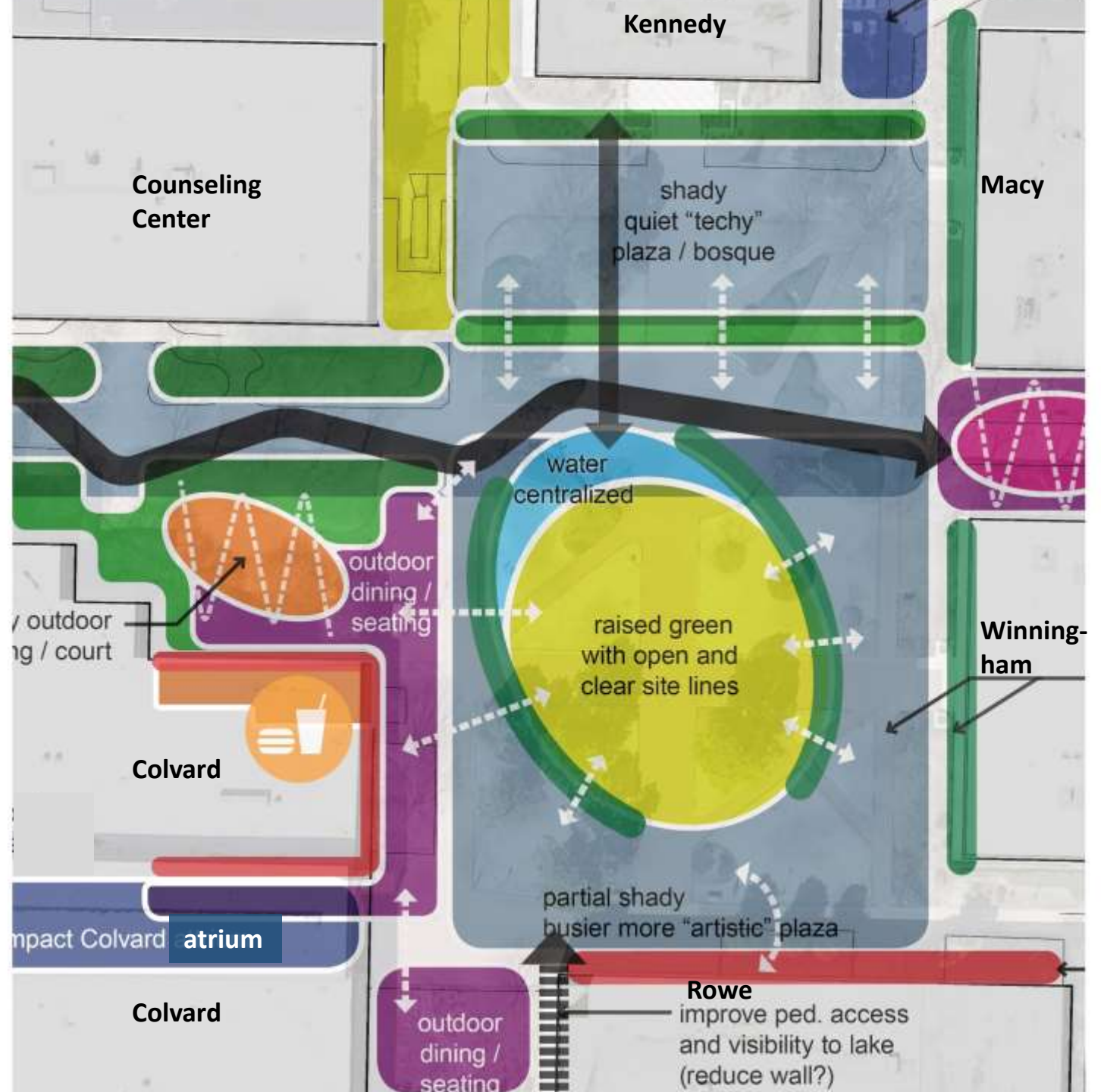
CREATE CAMPUS  
LIVING ROOMS...





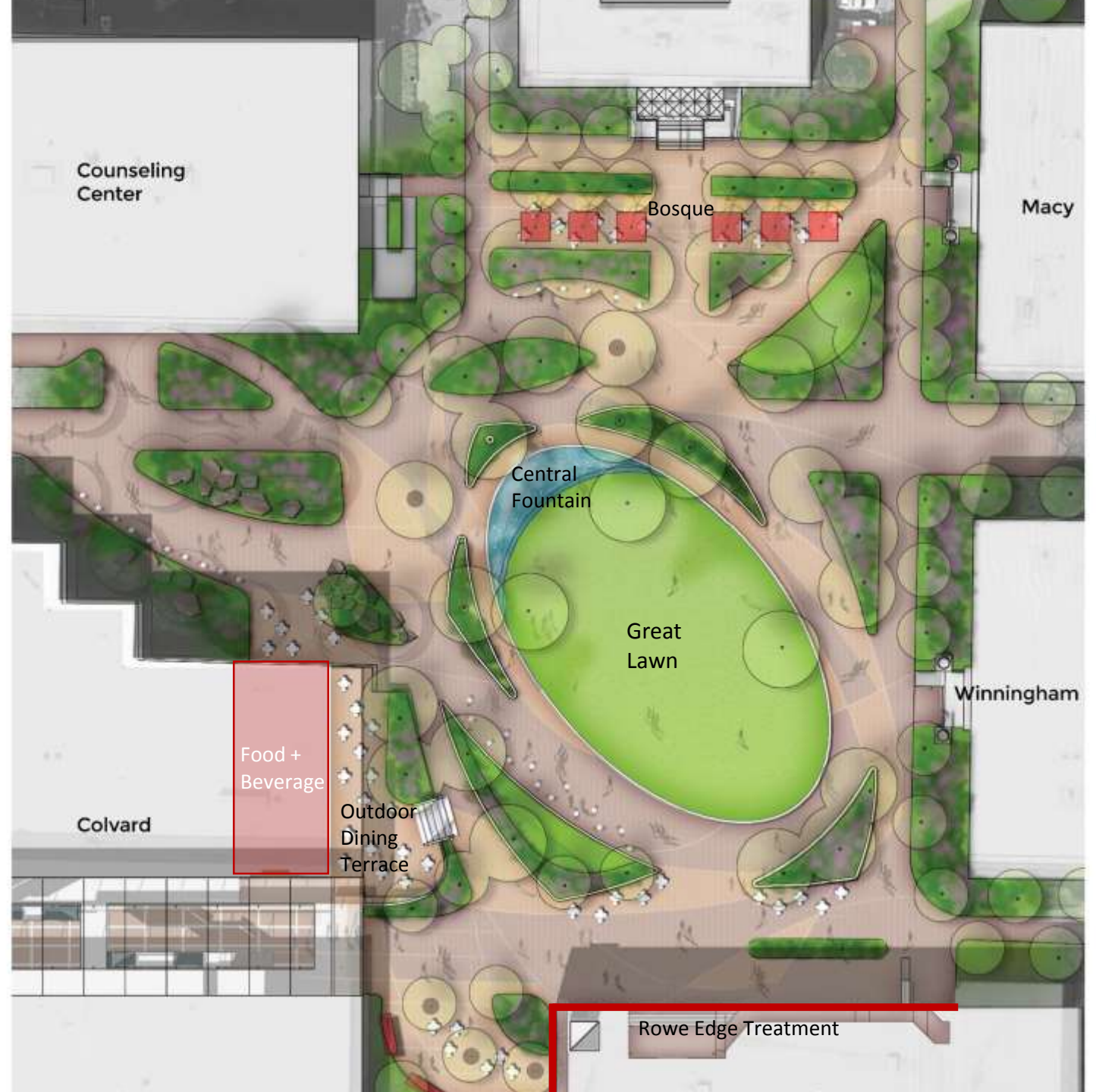
FUNCTIONAL HYBRID

... THAT FUNCTION AND  
FLOW TOGETHER



PROPOSED CONCEPT

MAKE A GREAT PLACE!









# FLOW AND FRICTION





# DYNAMIC ENGAGING EDGES





PROPOSED CONCEPT

MAKE A GREAT PLACE!





# UNIQUE CAMPUS EXPERIENCE







PROPOSED

MAKE A G



Rowe Edge Treatment



# AMENITY





# REIMAGINE BELK PLAZA





# REIMAGINE BELK PLAZA





# REIMAGINE BELK PLAZA





# REIMAGINE BELK PLAZA







WINNINGHAM

ROWE

MACY

COLVARD

CAFE

COUNSELING  
CENTER

KENNEDY





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