UNC CHARLOTTE
BELK PLAZA
RE-IMAGINED
"What attracts people most, it would appear, is other people."

William H. Whyte, American Urbanist
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?
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

Food + Beverage

Outdoor Dining Terrace

Central Fountain

Great Lawn

Counseling Center

Bosque

Macy

Colvard

Winningham

Rowe Edge Treatment
PROPOSED CONCEPT

MAKE A GREAT PLACE!

Great Lawn

Food + Beverage

Outdoor Dining

Terrace

Bosque

Central Fountain

Great Lawn

Rowe Edge Treatment

Colvard
DYNAMIC ENGAGING EDGES
PROPOSED CONCEPT

MAKE A GREAT PLACE
UNIQUE CAMPUS EXPERIENCE
PROPOSED CONCEPT
MAKE A GREAT PLACE!
Great Lawn
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AMENITY
REIMAGINE BELK PLAZA
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