

## Program Summary:

Birkdale Village transformed an underutilized green space within a mixed-use development into a community hub featuring a concierge building as the central focus.

## Program Statement:

This modern community hub relied on a collection of three small-scale building types to create an invigorated atmosphere within a large neutral ground with mature oak trees in an existing mixed-use development. The development was originally built in 2003 and needed a transformation to activate the outdoor spaces and encourage social interaction.

The central focus of the project was a “concierge” building that acts as the information desk of the outdoor retail area, houses public restrooms, and provides a backdrop to the Plaza, or community lawn, that is regularly programmed with events. A request for an outdoor mounted screen quickly evolved in early planning efforts into the need for a stage to support anticipated programming. We saw a unique opportunity to engage the beloved oaks that were slated to be removed into the architectural expression, capping the building with a pronounced roof line that extends beyond the enclosed space to cover the stage. Two existing trees puncture the roof plane and become a prominent feature of the design.

**A-175.01**

Building Area: (sf)  
**3,600**

Cost per Square Foot:  
**\$240**

Construction Cost  
**\$864,00**

Date of Completion:  
**September 2022**

A-175.02

## THE SITE

Built on a 52-acre former equine farm, Birkdale Village is a pedestrian-oriented mixed-use development built in 2003 with multifamily set atop Main Street-style retail, office space and a movie theater, all surrounding a central town green spanning the property's length.

In 2022, ownership launched a revitalization project focused on enlarging and enhancing the public realm and implementing new experiential amenities.

At the heart of the Village sits a new 6,000-square-foot plaza anchored by Concierge.



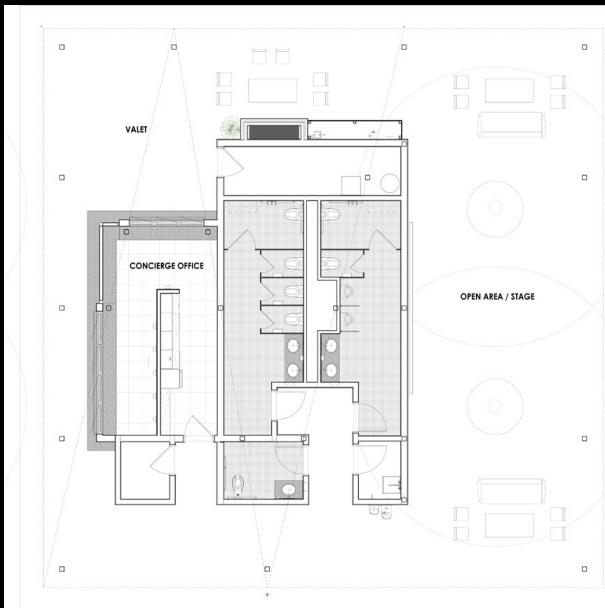
\*Coming Soon

# A-175.03

## CONCIERGE BUILDING

The concierge building serves as the gateway to Birkdale Village and acts as a central gathering point, prompting the architects to contemplate a distinctive and iconic sculptural roof design.

One side of the building functions as a practical hub, providing guests with information about the mixed-use development and offering amenities like public restrooms and valet parking. On the other side, The Plaza offers a versatile outdoor space for various activities.



# A-175.04

## CONCIERGE BUILDING

The plaza features a spacious lawn equipped with games, seating, and ample room for activities, serving as the primary gathering area.

Critical to the design of the concierge building was the preservation of two mature oak trees. The outdoor stage and sculptural roof were carefully constructed around the trees and root systems, allowing the building to seamlessly blend nature with architectural elements.



# A-175.05

## CONCIERGE BUILDING

The concierge building plays a pivotal role in activating and enhancing the exterior space, transforming it into vibrant, functional, and inviting environment.

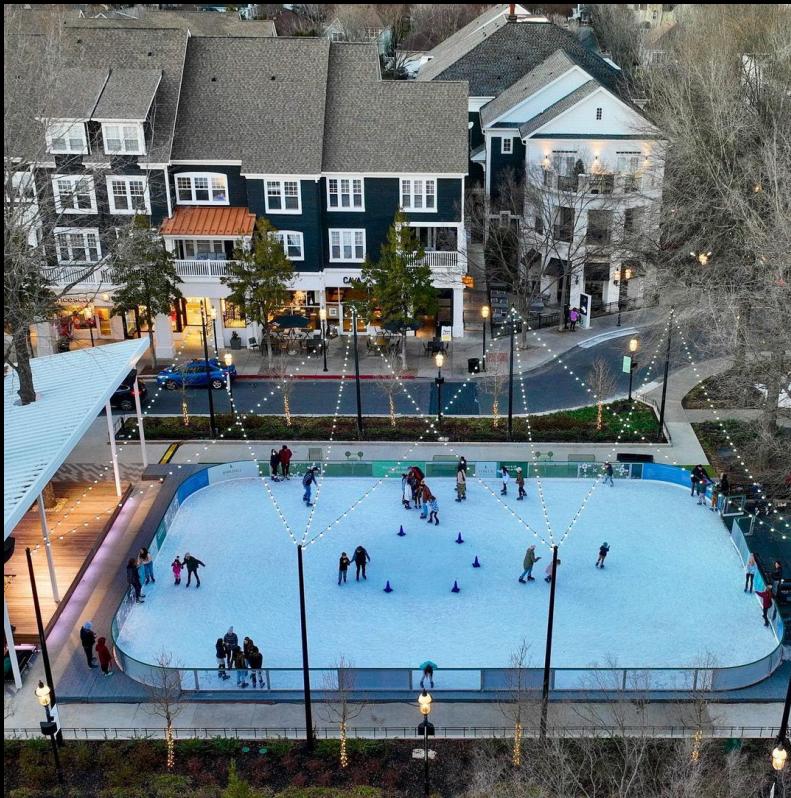
This versatile space accommodates various events, including outdoor concerts, fitness sessions, and recreational activities for families and friends.



# A-175.06

## CONCIERGE BUILDING

These outdoor activities change seasonally. In the winter, the concierge transforms to accommodate an ice rink.



# A-175.07

## CONCIERGE BUILDING

The building embraces biophilic design which can be a powerful tool in establishing a connection between architecture and the natural environment.

In a world that is increasingly disconnected from nature, spaces like these offer much needed respite – a reminder of our inherent connection to nature and the importance of preserving it for future generations.



# A-175.08

## CONCIERGE BUILDING

The architectural design incorporates translucent panels that filter in natural light during the day, suffusing its interior spaces with a soft, diffused glow.

At night, the same translucent panels transform the building into a lantern, drawing people in with its luminous presence.



# A-175.09

## CONCIERGE BUILDING

The goal of the Birkdale Village project was to breathe life into an underutilized public space.

Each small-scale building contributes its unique character and function, forming a unified whole that enhances the overall experience of the space. The buildings are carefully positioned and designed to complement one another, creating a sense of rhythm and flow as one moves through the outdoor spaces.

Collectively, the structures work to establish a dynamic community center, where a variety of activities and functions coexist in harmony, striking a balance between the demand for retail density and the preservation of open space and natural elements.



Project Name:  
Birkdale Concierge

Photographer(s):  
Lindsay Butler

**A-175.x**

Project Location:  
Huntersville, NC

Owner/Client:  
DDRTC Birkdale Village, LLC  
North American Properties  
Mike Lant  
Nick Lombardo  
Atlanta, GA

Architect(s) of Record:  
Bell Butler Design and Architecture  
Lindsay Butler  
2518 Saint Claude Ave  
New Orleans, LA

Project Team:  
Bell Butler Design and Architecture

Landscape Architect:  
Site Solutions

Consultants:  
Stability Engineering  
Chris Murphy

Synergy Consulting Engineers  
Steven Pinto  
Lorey Flick

General Contractor:  
Hoar Construction