

Program Summary:

An existing food court in a late mid century urban mall development is reimaged as a contemporary food hall.

Program Statement:

Politan Row at Colony Square is located in the heart of Atlanta in the namesake Colony Square mixed use development. The designers had access to extensive visual archives from the original development that was designed in the mid 60s and completed in 1974 and were inspired by the forms, textures, and spaces. The location of the food hall is in the original food court, which is a low rise building surrounded by four high rise towers containing residences, offices, retail and other amenities.

The space is organized with vendors ringing the perimeter anchored by a central bar and gridded wood ceiling. The ceiling is evocative of the space frame atrium that covered the original food court. During the redevelopment, a second floor was added above the food hall location eliminating much of the natural light allowed into the space. A motif of gridded LED lighting at the ceiling helps mediate the elimination of the atrium by providing a consistent light plane above. Food halls tend to be busy places, and a banquette mirroring the ceiling clearly defines the circulation zone from the seating areas. Domestic vignettes of seating provide some intimate, cozy areas amongst the bustle of the food hall.

The material palette uses lots of wood and warm, earthy colors contrasted with muted blues. Many of the design features and materials reference vertical textures and grids which were directly inspired by process photos of the construction of the original Colony Square development.

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Building Area: (sf)
18,800

Cost per Square Foot:
\$350/sf

Construction Cost
\$6,580,000

Date of Completion:
August 2021



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The warm wood gridded ceiling invites you into the food hall and serves as a focal point about which all the programmatic elements of the space are organized.

IA-255.03

FLOOR PLAN

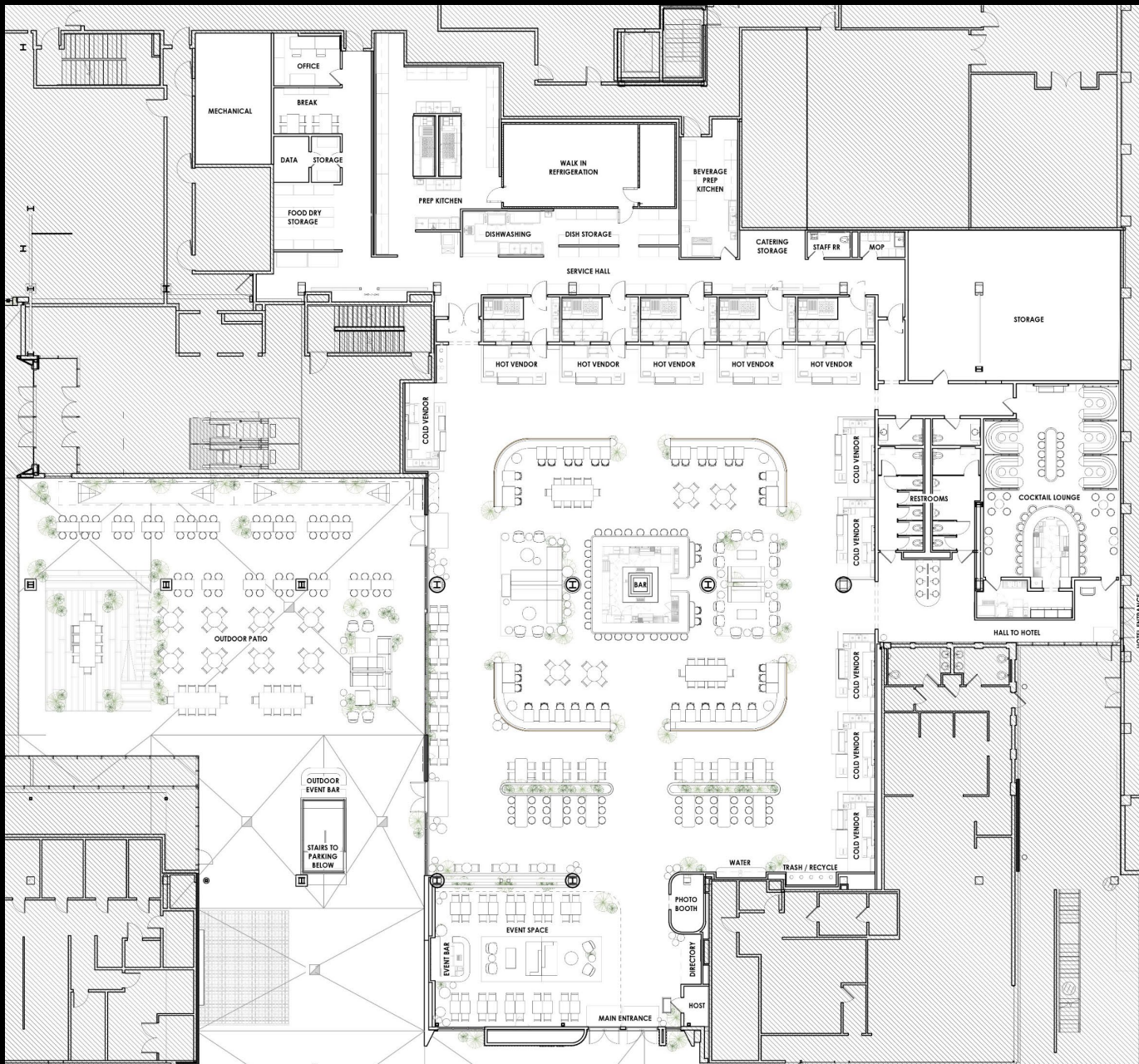
The floor plan shows careful consideration of both the front and back of house spaces that make up the food hall.

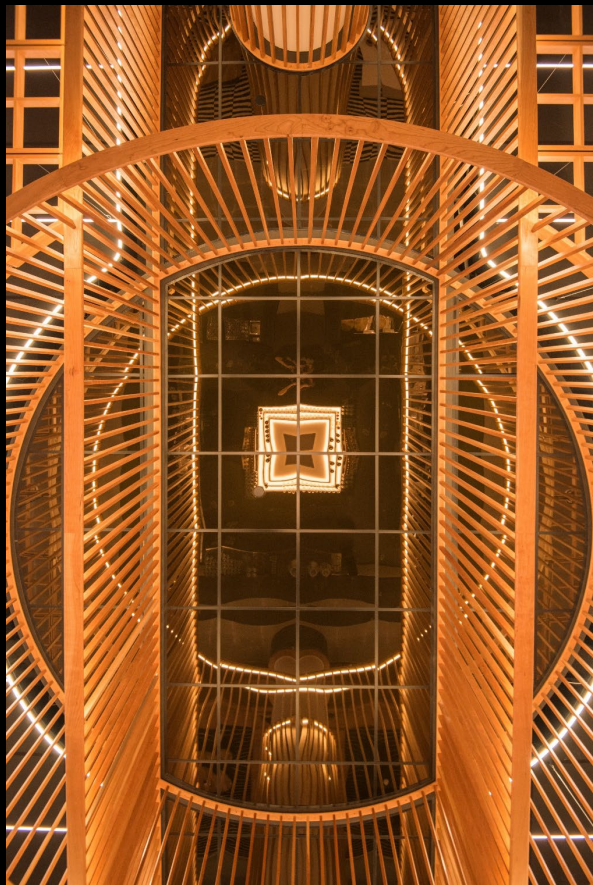
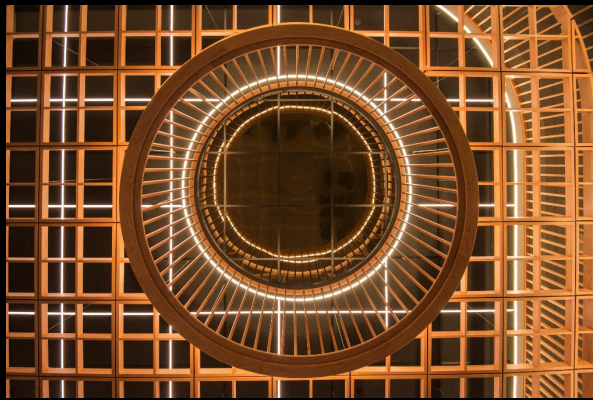
The main entrance is on axis with the central bar and gridded ceilings, which corresponds to the extents of the primary seating zone delineated by banquettes.

The vendors are found along the perimeter with the primary back of house spaces such as communal prep kitchen behind.

Just off the main entrance is a flexible event space that can be separated from the main food hall with a large theatrical curtain.

A row of built in planter grounds tables meant for working outfitted with plentiful electrical outlets.





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CEILING FEATURE

The ceiling feature that organizes the space is composed of budget conscious standard fissured acoustic ceiling tiles dressed up in LED lighting and a suspended wood grid below.

The wood grid is also a standard product, but the vertical accents that highlight the rounded forms are custom.

Circles and an elongated pill form punch through the plane of the wood grid and allude to the curved projected balconies that existed in the original food courts' mezzanine level.

These areas are highlighted by replacing the acoustic tiles with dark reflective mirror tiles, creating dynamic reflections that dance as people move through the space.



IA-255.05

LAYERED SPACE

The food hall is organized in a series of layered spaces as one approaches the central bar.

The entrance proceeds to an area conceived for working lunches around built-in planters, a circulation zone, followed by the ring of banquette seating.

The area immediately around the bar is softened by mixed lounge and dining height furnishings until one arrives at the bar in the absolute center of all the action.



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BAR

The bar welcomes patrons with soft edges of honed engineered stone providing a comfortable surface to linger at for food and drink.



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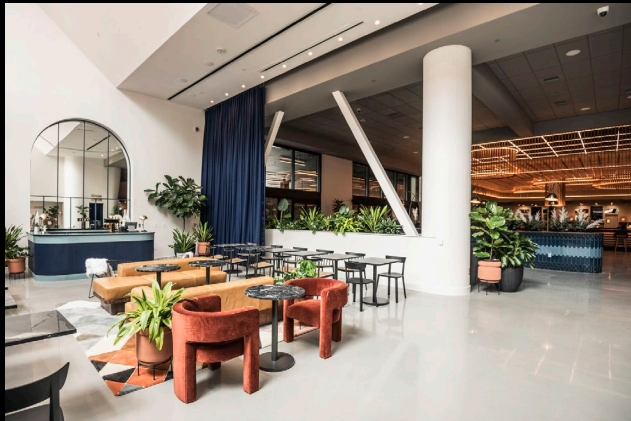
VENDOR

Vendors are unified by a common design with tiled monolithic forms. The base material palette matches the general materiality of the food hall. Vendors are encouraged to layer in signage and aesthetic treatments to express their brand identity.

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FLEX EVENT SPACE

Just off of the main entrance, the 'Blue Room' can be separated from the main food hall by theatrical curtains to serve private events.





IA-255.09

RESTROOMS

A solid surface sculptural vanity shared by the two restrooms appears to float above the concrete floor with suspended mirrors that provide playful optical illusions in the symmetrical space.



IA-255.10

MATERIALS

The materials throughout the space consist of warm honey colored wood and muted blues with neutral paints rounding out the palette.

Concrete floors provide polish and reflect the gridded lights creating a dynamic element that subtly shifts as you move through the space.



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FURNISHINGS

While perimeter banquettes are the dominant furnishings, areas of soft seating provide opportunities for varied seating experiences and soften the overall design arranged into domestic vignettes.



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ROUNDED BANQUETTE

The language of the custom millwork that caps the edges of the suspended wood grid ceiling is brought down to wrap the banquette, helping to differentiate the bar and seating area from the vendor queue.

The banquette is broken at cardinal points addressing the main entrance and outdoor patio while allowing traffic to filter into the interior and effectively demarcate circulation space from seating areas.



IA-255.13

A GATHERING SPACE

The resulting design pays homage to Colony Square's roots as one of the first shopping malls of its kind. The space feels at once nostalgic and futuristic, embracing a new way of gathering more consistent with contemporary food and drink culture.

Project Name:
Politan Row at Colony Square

Photographer(s):
Lindsay Butler: 2-13

Project Location:
Atlanta, Georgia

Owner/Client:
North American Properties, Politan Row

Architect(s) of Record:
(names and addresses)
Bell Butler Design and Architecture
1811 Hastings Place
New Orleans, LA 70130

Project Team:
Lindsay Butler
Alyce Deshotels
Megan Bell

Landscape Architect:
NA

Consultants:
Lighting Design: Rachel Levy Designs
MEP: Newcomb + Boyd
Structural: Stability Engineering

General Contractor:
Hoar Construction

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