

## RENOVATION OR EXPANSION OF AN EXISTING PROJECT

DESIGN AWARD WINNER

### SouthPark Mall

Charlotte, North Carolina, USA



**Owner/Development/  
Management/Leasing  
Company:**

Simon Property Group

**Design/Graphic Architects:**

Bartlett Associates  
MegaStrategies  
LS3P Associates LTD.

**Production Architect:**

LS3P Associates LTD.

**Lighting Designer:**

MCLA-Inc.

**Landscape Architect:**

LandDesign

**General Contractors:**

FN Thompson  
Pinnix

#### A Retail Epicenter Reborn

SouthPark has long been a retail epicenter for a robust and growing region. Originally built in 1960, it was expanded and renovated in the early 1980's. But it had become tired and non-descript—and in need of a jumpstart. Simply put, it became necessary to reinvent SouthPark in terms of a more sophisticated tenant mix and an environment that would support a more upscale experience.

The result: SouthPark has been transformed into a diverse and elegant destination for shopping, dining and entertainment. And it will soon have living added to that list.

In the process of redeveloping its retail package, much attention has been paid to the strategic planning of its layout, its architectural finishes, its amenities, graphics. Classical motifs have been incorporated into the mall aesthetics, while modern stainless steel and glass canopies accent columns and entry elements. The dynamics of the new and old styles combine to create a nostalgic look of high fashion and classical chic.

The process of expansion and renovation was undertaken in phases. The first was to create a location for the Charlotte Summer Pops Concerts, a unique event for the mall—and Symphony Park was born. Then came East Plaza Gallery, a central outdoor glass feature with an 85-foot-tall glass dome.

Next, the existing mall was renovated, from its gray-tiled floor, replaced with rich tones of German limestone, to wood-trimmed cladding for columns, new soft seating areas, all-new planters and a new central fountain. The character of the mall is brighter, warmer and ultimately more sophisticated.

And SouthPark was expanded...in the form of a new luxury retail wing, 90,000 square feet in all, leading to new Nordstrom and Neiman-Marcus department stores. The new mall finishes were carried into the luxury wing with even greater detail and attention to creating an atmosphere of high fashion. High-end retail names like Tiffany, Louis Vuitton, Burberry and Frontgate were added to the roster. And SouthPark also benefited from a new food court, moved to an unused outside portion of the mall looking toward Symphony Park.

Finally, the package was completed when three parking decks for 4,200 cars was added, and a former Sears department store was acquired and demolished to make way for an outdoor lifestyles plaza surrounded by restaurants, a bookstore and a high-end sporting goods store.

SouthPark is a catalyst. Charlotte is becoming a world-class city, and SouthPark is making a major contribution to that effort.