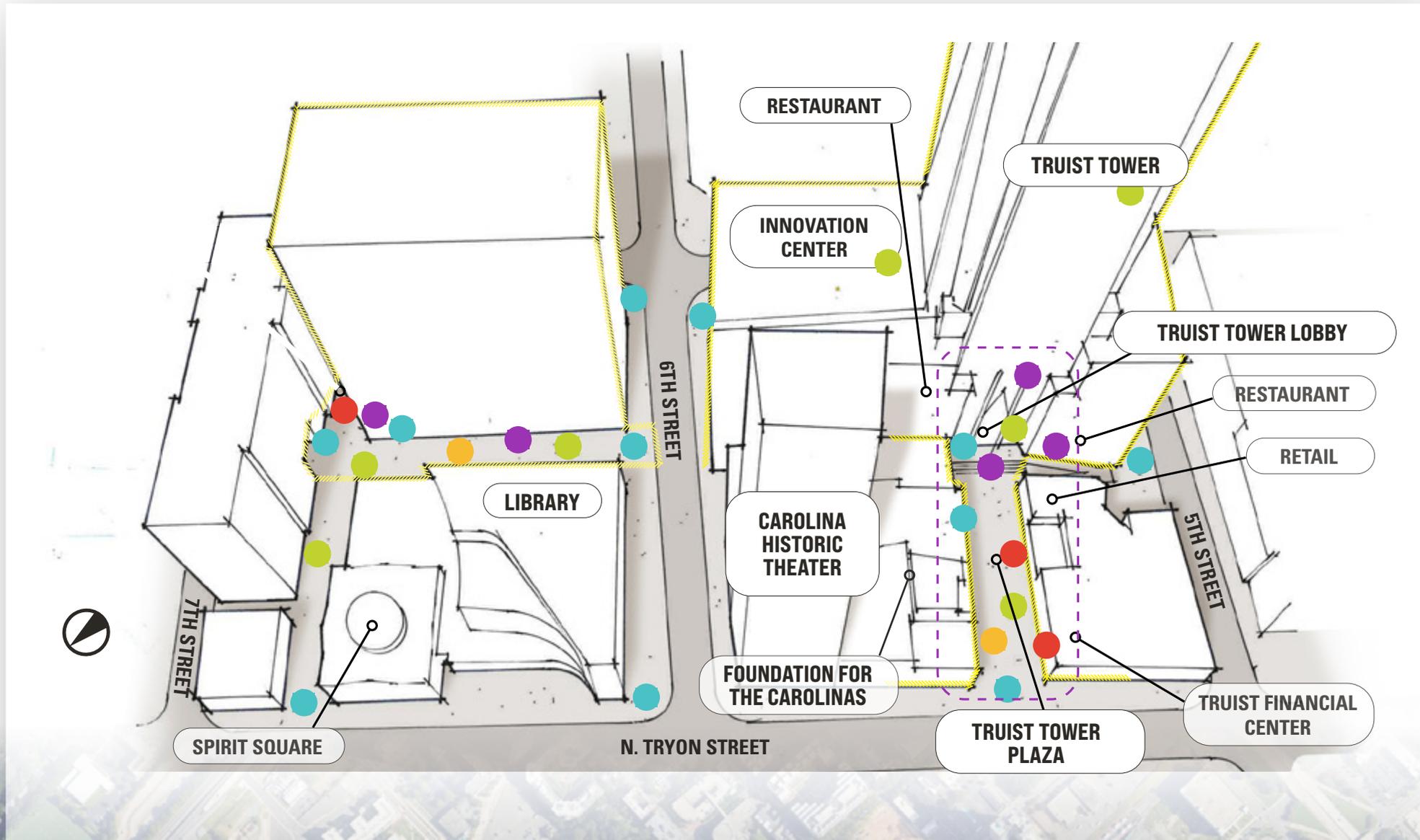


Truist Tower Plaza and Lobby Renovation



CREATING A CONNECTED, INCLUSIVE AND DYNAMIC PUBLIC SPACE

Nestled in the heart of Uptown Charlotte, the Truist Tower plaza and lobby transformation reimagines once-dismal spaces into vibrant, curated experiences for both the community and Truist team members.

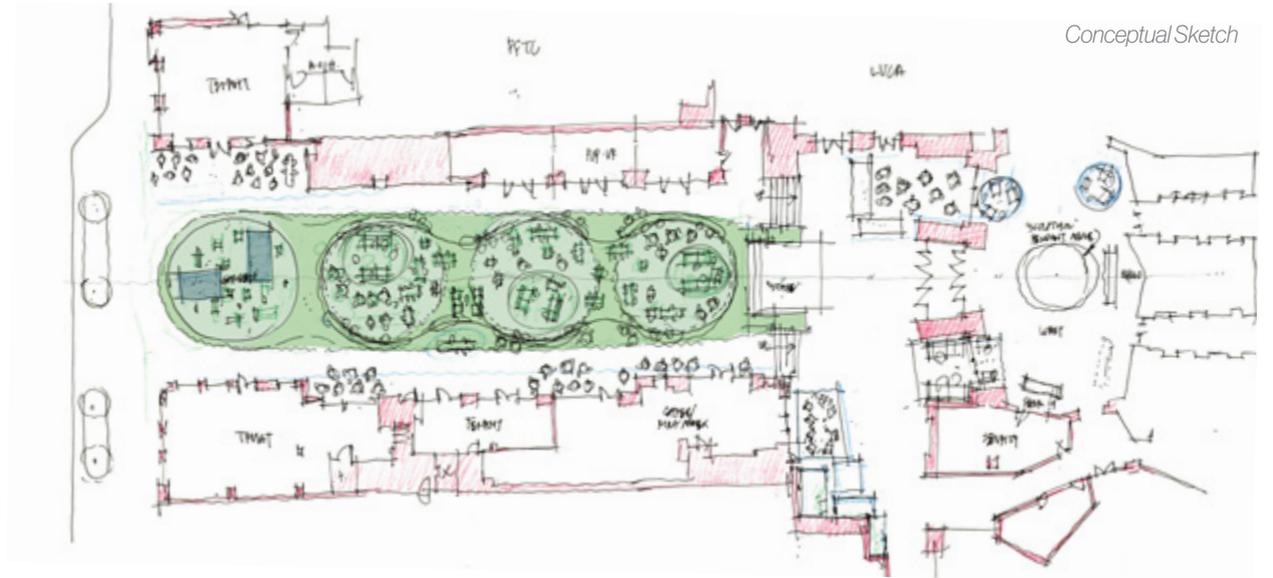
- 
PEOPLE AT THE CENTER
 Focus on humanity and support the whole person: body, mind, heart and spirit
- 
CREATE COMMUNITY CONNECTION
 Strong overarching concepts to inspire and build better lives and communities
- 
GRAPHIC CONNECTIVITY
 Design as a bridge to artfully link touch and technology
- 
EMBODY THE BRAND
 Places become part of the identity, from person to organization
- 
CREATE MEMORIES
 A meaningful layered experience of certainty, variety and delight

FROM THEN TO NOW

Rooted in a collaborative vision, the Truist Plaza was developed as a key public asset in Charlotte's 2040 Vision Plan, reinforcing the city's long-term goals for urban vibrancy, inclusivity, and connectivity. In partnership with Charlotte Center City Partners, the design team engaged community leaders to shape a space that is not only welcoming but also deeply integrated into the larger urban framework.



Existing Plaza



Conceptual Sketch

ARCHITECTURE

1. New waterproofing and pavers at lower plaza + improved drainage
2. Metal tree planters with integrated seating
3. Movable metal planters with built-in seating & low plantings
4. New stair and stage with integrated AV/sound solution
5. New stair and railings
6. Overhead catenary lighting

WAYFINDING / SIGNAGE

1. Monumental Sign
2. New Canopy Sign
3. New Directional Sign

FURNITURE

1. Movable Tables and Chairs
2. Lounge Furniture and Planters
3. Custom Curved Table

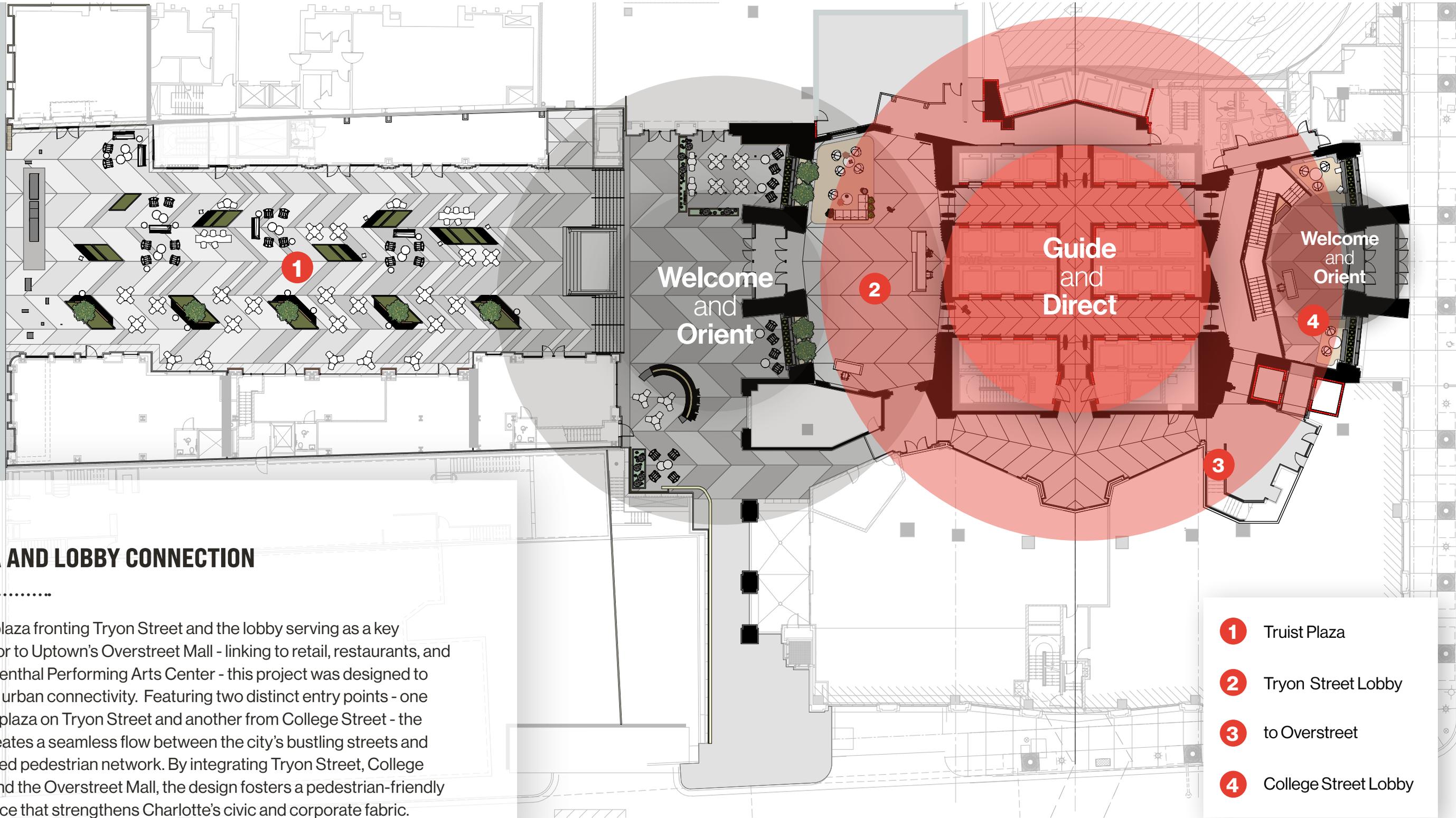
ARTWORK

1. Commissioned Large-Scale Sculpture





N. Tryon St



PLAZA AND LOBBY CONNECTION

With its plaza fronting Tryon Street and the lobby serving as a key connector to Uptown's Overstreet Mall - linking to retail, restaurants, and the Blumenthal Performing Arts Center - this project was designed to enhance urban connectivity. Featuring two distinct entry points - one from the plaza on Tryon Street and another from College Street - the lobby creates a seamless flow between the city's bustling streets and its elevated pedestrian network. By integrating Tryon Street, College Street, and the Overstreet Mall, the design fosters a pedestrian-friendly experience that strengthens Charlotte's civic and corporate fabric.

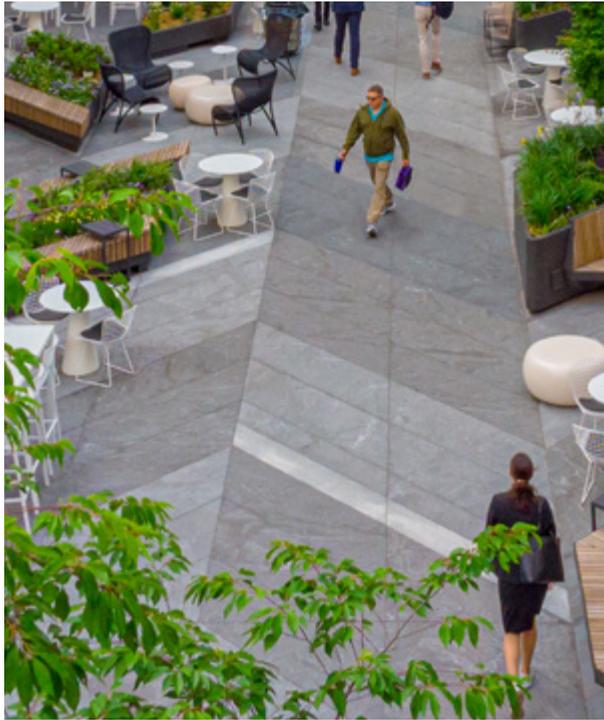
- 1** Truist Plaza
- 2** Tryon Street Lobby
- 3** to Overstreet
- 4** College Street Lobby



A FLEXIBLE FORUM

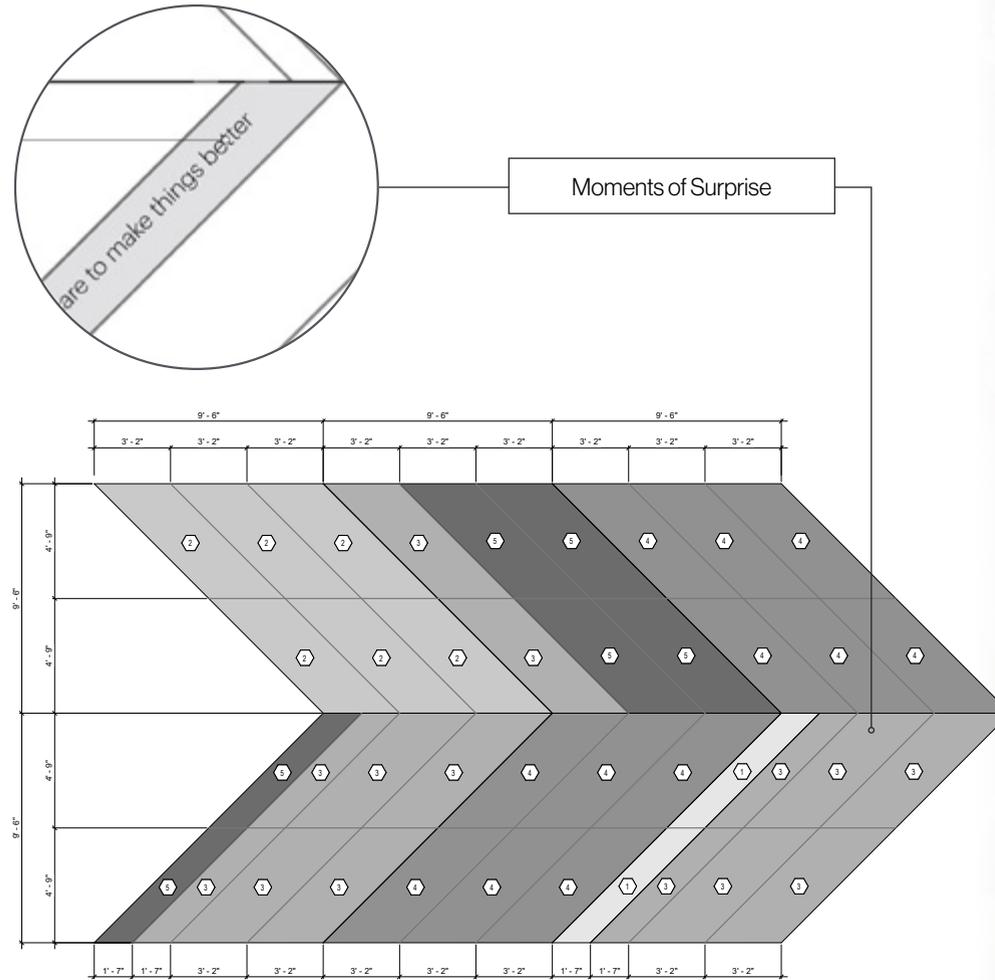
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The transformed plaza prioritizes flexibility and integrated technology, allowing it to evolve with community needs. Movable planters, adaptable seating, and a robust AV system accommodate a range of programming, from casual gatherings to city-wide events.

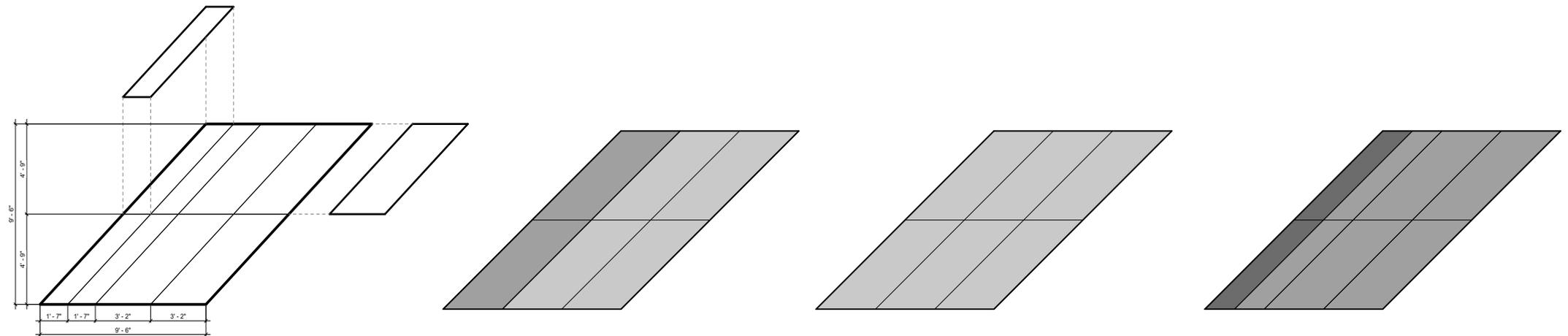


PATTERNS UNRAVELED

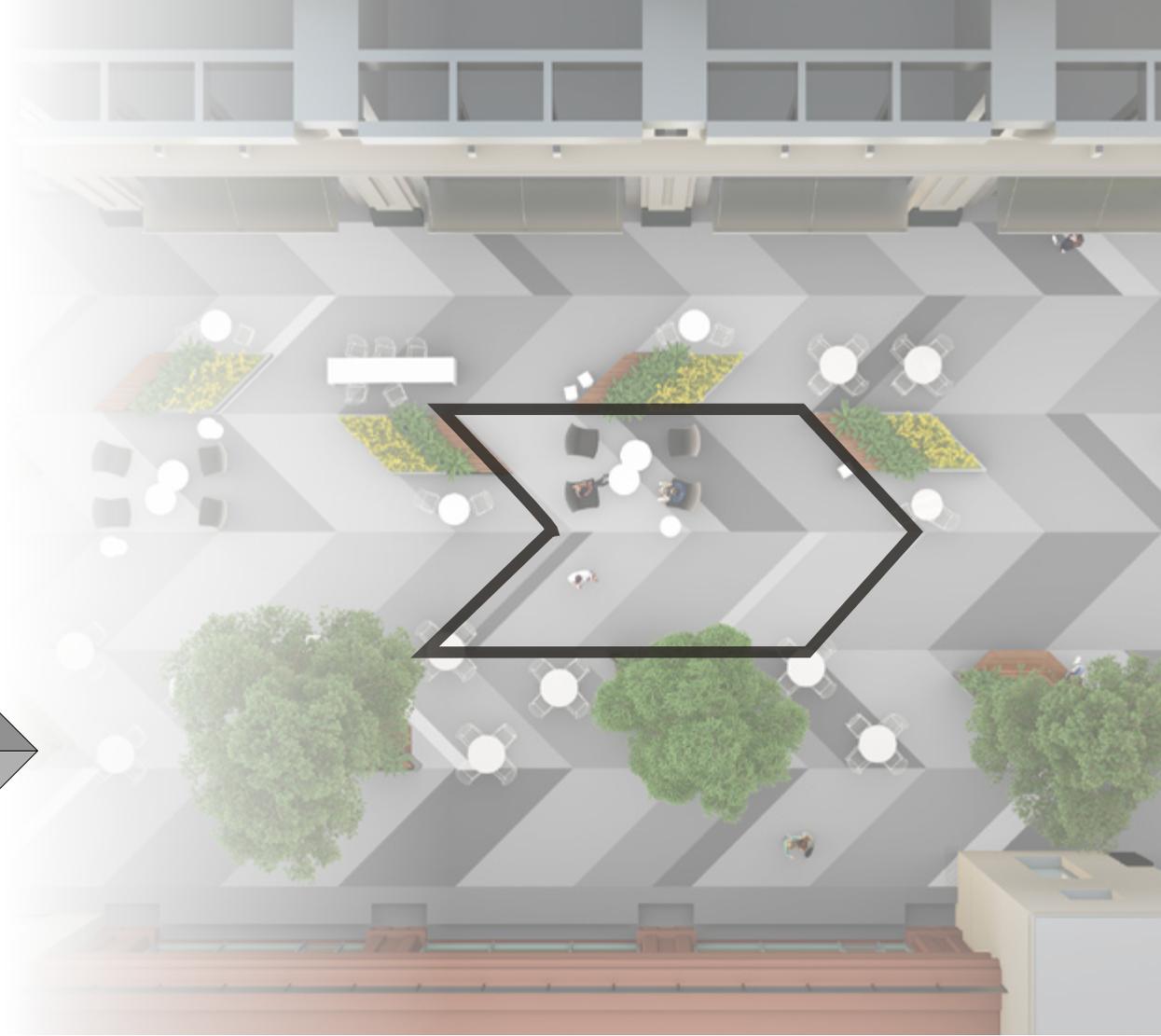
Building on the strong lines of the existing chevron pattern reflected at the entry and in the lobby, the new plaza paver design gradually dissolves into a playful, freeform gradient that stretches from the Truist Tower toward the city. This evolving motif reflects the spontaneous flow of people weaving through the space—sometimes converging, sometimes diverging—creating moments of surprise and delight.



Module for Mock-Up



Pattern Methodology for Pavers





AN ELEVATED ENTRY EXPERIENCE

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The lobby has been enhanced to create a more welcoming and dynamic entry experience. What was once a simple, functional space has been enhanced with thoughtful design elements. Seating areas, curated artwork, and clear wayfinding make the space more inviting and engaging. The new reception desk, highlighted by textile art, acts as a focal point, adding warmth and creativity to the environment.



HOSPITALITY IN DESIGN

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The reception desk serves as a central element of hospitality, emphasizing Truist's commitment to creating a warm and welcoming environment. Featuring textile art, the desk introduces texture and a sense of craft, inviting guests to experience Truist's values of care and connection from the moment they arrive.

A GATEWAY FOR CONNECTION AND COMMUNITY

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The College Street lobby redefines the arrival experience, blending hospitality, technology, and storytelling to create an inviting and intuitive space. As a key connection point between College Street and nearby amenities, the multi-tenant lobby welcomes a diverse mix of visitors. Thoughtful design elements - local art, soft seating areas for small gatherings, dynamic lighting and an additional reception desk - maintains a sense of warmth and security.



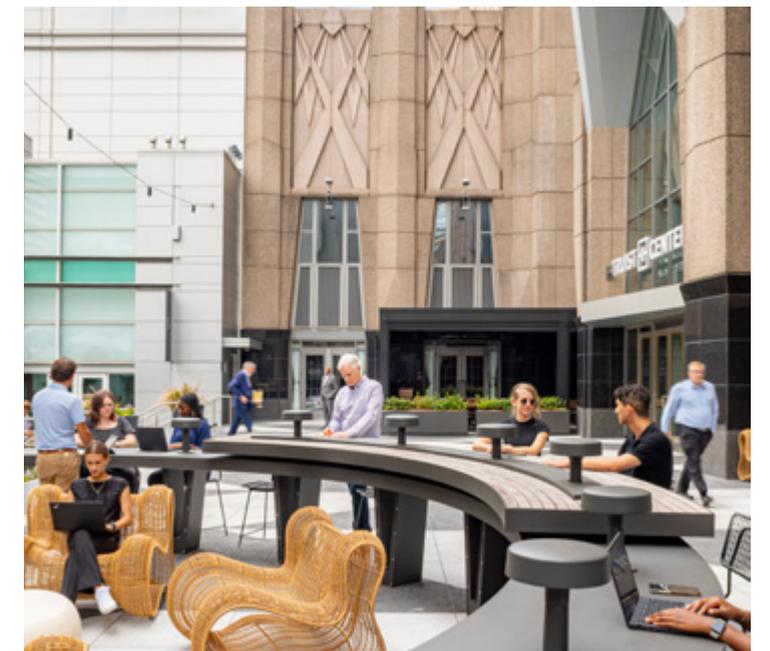


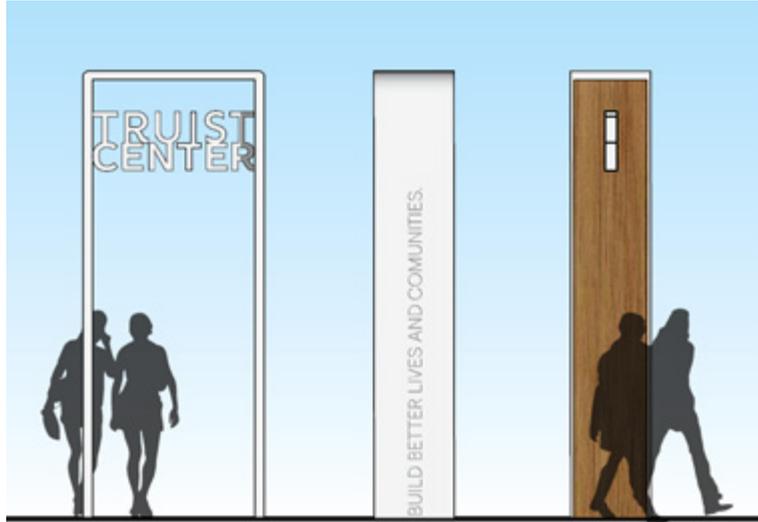
A PLAZA FOR THE COMMUNITY

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Designed as a welcoming, flexible space, the plaza invites both casual visitors and eventgoers to gather, connect, and engage with the city. Thoughtfully placed seating, lush greenery, and an open layout create an inviting atmosphere that seamlessly integrates with Charlotte's urban fabric.

Whether for work, social gatherings, or quiet retreat, every element is curated to enhance the experience of the space.





SEAMLESS & INTUITIVE WAYFINDING

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Wayfinding elements blend with the architectural and urban fabric, using consistent forms, materials, and spatial organization for a cohesive experience. Clear signage and intuitive circulation patterns ensure accessibility for all users, while open sightlines and strategic landmarks enhance navigation.

Anchoring the experience, a sculptural installation serves as both a gateway and a visual landmark, inviting people into the plaza while framing a striking view of the building. Designed with a steel frame and interwoven cables in various metallic shades, it creates dynamic experience for visitors to explore.

An interactive, large-scale public art display titled “Threshold” by artist Bryony Roberts will be installed in spring 2025—a sculpture designed to engage the community.





We are thrilled at the transformation and activation of the plaza and how it fosters not only our relationships with teammates and tenants but also the community. It directly supports Truist's purpose to inspire and build better lives and communities.

- Truist