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Reimagining Vintage Office Design Competition Opens [Charlotte Center City Partners \(CCCP\)](#) and [CBI](#) Partnering to Launch a Dynamic Design Competition

September 5, 2023 – CCCP and CBI are pleased to invite teams to submit proposals for a design competition to reimagine vintage office to add a range of additional destinations and economic activities to strengthen Uptown as a regional asset.

“Downtowns across the country are being reshaped by the impacts of the pandemic and monetary policy,” said James LaBar, SVP of Economic Development for CCCP. “We believe a design competition eliciting innovative ideas is the most viable and Charlotte-informed way to learn how older office spaces can evolve to meet the ever-changing ways of working and learning, gathering with family and friends, and enjoying exceptional living and visitor experiences.”

The goal of the Vintage Office Design Competition is to identify, reimagine, and share how the future of Uptown can be better balanced with more attainable residences, experiential retail, modern work environments, and engaging civic uses.

“CBI believes that good design is good business,” said David Longo, Chairman and CEO of CBI. “The built environment, when leveraged correctly, will positively impact culture, collaboration, learning, and innovation. These elements are critical to the success of the organizations we serve.”

Both CCCP and CBI believe this competition is a remarkable opportunity to explore the potential for vintage office spaces. The competition’s objectives include:

- Share ideas and enable collective conversations to create and advance ideas for reimagining vintage office space in Uptown.
- Advance and promote viable submission-based solutions and innovations.
- Develop policy recommendations to help adapt vintage office for modern uses with greater public benefits.

“The potential for vintage offices being repurposed or repositioned has a series of challenges: from architectural complexity, financial puzzles, and cultural expectations,” said LaBar. “This is an exciting opportunity to transform Uptown’s vintage offices into more neighborhoods, better opportunities for local entrepreneurs, new hospitality venues for visitors, enhanced public spaces for non-profit investments, and pandemic-informed offices to attract and retain tomorrow’s businesses and talent for Center City and the Charlotte region.”

The highest scoring submittal will receive a \$15,000 prize. The next two highest scoring submittals will receive \$2,500 each. There is a 9-week window for submissions between September 5 – November 7, 2023.

Teams must be comprised of a property owner or building owner in Uptown, a design or development firm, and a construction company. Community, not-for-profit, and/or business partners will be an added benefit to all submittals.

Specifics for the submissions are on our website at <https://www.charlottecentercity.org/economic-development/reimagining-vintage-office-design-competition> Submissions will be evaluated by a committee of community member experts.

For more information or for interviews, please contact Moira Quinn.

About Charlotte Center City Partners

Charlotte Center City Partners boldly envisions and activates strategies and actions that will assure Charlotte Center City is a welcoming and equitable, economically vibrant, culturally rich, and beloved place for all. For complete information about Charlotte Center City Partners, visit www.charlottecentercity.org.

About CBI

CBI is a solutions-oriented organization focused on helping our clients leverage the power of the workplace. For complete information on CBI, visit [CBI – CBI Workplace Solutions \(cbi-nc.com\)](http://CBI – CBI Workplace Solutions (cbi-nc.com))