

Johnson & Wales  
Academic Building  
Charlotte, NC

Architect:  
LS3P ASSOCIATES LTD.  
Charlotte, NC

General Contractor:  
RodgersDooley  
Charlotte, NC

Masonry Contractor:  
Gates Construction  
 Mooresville, NC

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**New Academic Building Establishes Urban Campus for World-Class University**

When Johnson & Wales administration decided to consolidate its Norfolk and Charleston campuses and relocate to Charlotte, they looked to LS3P Associates of Charlotte to master-plan the new campus and design its first academic building and culinary lab for its world-renowned culinary arts program. The Academic Building was a critical element in establishing the campus in an urban setting while also projecting an image of permanence and progressiveness. “As the first building in a new urban campus, the Academic Building creates a campus by defining the edge of

“The scale, color range and texture of the brick make this building unlike any other building in the city. Yet it still relates to its context through scale and color.”

*D. Patterson Campbell, LS3P ASSOCIATES LTD.*





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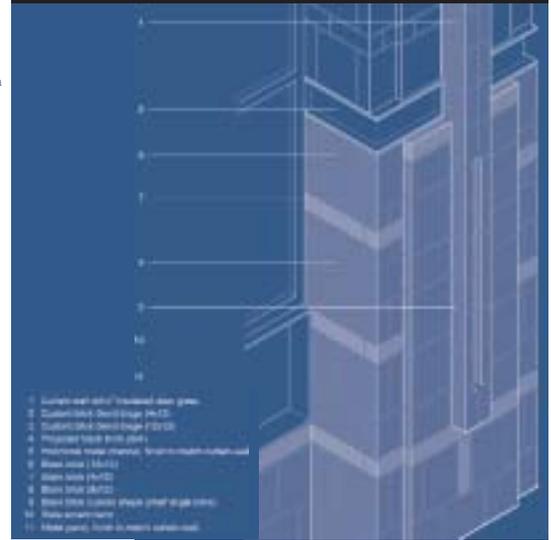
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**THE DETAIL FILE**

Take a closer look at how the Architect detailed this section.

Of course, this depiction is not to be construed as an exact detailing recommendation by the Brick SouthEast.



the existing open space and blending a new masonry palette with the existing pre-cast concrete buildings nearby,” explains D. Patterson Campbell, associate principal and senior project designer for LS3P Associates.

clad in brick marks this facility as an academic building within the urban context.

The design team used oversized brick units with a smooth glazed finish to carry out the gothic theme. The main body is composed of large 4"x12"x12" and 4"x12"x4" brick. A contrasting color and textured brick in various sizes, along with load-bearing slate and painted steel, comprise the base. “Originally, there were seven glazed custom colors created to generate this palette,” says Campbell. “From those, five colors were selected, each with a specified percentage to create the total range. The percentages were blended at the plant and simply installed randomly onto the building at the site.”

dard shapes with different bed depths to create variations in the façade planes. This technique keeps the back of the brick flush and at a constant distance from the sheathing, which also made for an easier and faster installation.

The new Academic Building is a dramatic addition to the western edge of downtown Charlotte. “One community leader said that this building will be photographed more than any other building in Charlotte,” Campbell says. “When university leaders direct first-time visitors to the campus, they tell them that the building is easy to spot and that ‘You’ll know it when you see it.’”

Using larger brick units solved the biggest design challenge: budget. Because there were fewer bricks to install, labor costs were reduced and the “in-the-wall” cost per square foot was comparable or less than that of standard-size brick. The design team used stan-



Influenced by urban design principles, the transparent north façade expresses the perimeter circulation and allows the movement of the students to enliven the street. This transparency allows all floors and their activities to be easily read within the urban context. The mass of the brick walls and piers is vertical in nature and pared down to its supporting skeleton, with lighter expanses of glass. The brick piers and planes provide frames for the windows and define the spatial components without disrupting their essential unity. The Academic Building is a modern interpretation of a collegiate gothic aesthetic that transcends traditional style by using brick in combination with clear glass and vertical metal accents. A symbolic bell tower