



CASE STUDY

NOVEL PROVIDENCE FARM

A culinary haven for food lovers and aspirational chefs

PROJECT OVERVIEW

LOCATION

Charlotte, North Carolina

COMPLETED

October 2017

TYPE

Interior Corridor

SIZE

4 Stories
404 Units
15.32 Acres
4,437 sq ft clubhouse
2,185 sq ft fitness center

DENSITY

26.37 du/ac

CERTIFICATION

National Green Building Standard: Bronze

CHALLENGE

Novel Providence Farm is a culinary-inspired experience unlike anything else in Charlotte. Located 20 miles south of Charlotte, this unique, walkable neighborhood evokes a distinct blend of urban and suburban vibes where food lovers and aspirational chefs can cultivate the land and tap into their inner Gordon Ramsay while enjoying proximity to retail, restaurants and more.

Our client, Crescent Communities, was seeking to create a truly differentiated product in what has historically been a very homogeneous apartment sub-market. They started by researching consumer values, which led them to focus on experiential place-making that encourages community, education, and health. Their vision was to craft a food-centric culture that is an expression of these core values and a place that conveys a meaningful connection while incorporating sustainability and authenticity among the natural surroundings.

SOLUTION

Built on the site of an old orchard farm, this 404-unit development spanning over 15 acres joins an expansive master-planned community. Due to the heavily-treed topography, land experts were brought in to preserve as many trees as possible including a large walnut tree that was crafted into a 12-foot live-edge table in the clubroom, and individual charcuterie boards that were given to residents as move-in gifts. This amenity-rich development boasts gardens with edible plants and fruit tree orchard, a picnic park, outdoor kitchen with community Big Green Egg grill and a restaurant-themed 4,437 square foot clubhouse with commercial-grade chef's kitchen for resident events.

Combined with the unique foodie theme for the development - a community garden, commercial-kitchen, leasing office, and easily walkable restaurants - it is easy to see how this project stands out from the competition.

CHARLES SWANSON
Project Manager



1. Aerial view showing how Providence is part of a large master planned community with retail and dining destinations nearby
2. The central plaza emphasizes a traditional neighborhood look and feel
3. The patio and lounge area enriches the community with social engagement opportunities
4. A chef-inspired demo kitchen with commercial-grade appliances and cookware

“One of the many community features that allow Providence to feel more residential is the central plaza situated off of the site’s main thoroughfare,” says Charles Swanson, Project Manager. “With limited visible parking, interconnected paths to each block and gardens with sitting areas, I think we exceeded the goal of this development.”

Multiple outdoor areas come in the form of a sky deck with a grill, serene fire pit and seating as well as a ground-level patio near the central plaza with dining tables and stone fireplace next to a centrally-located enclosed dog park and agility course. A terraced resort-style saltwater pool and 2,185 square foot standalone fitness center include yoga, barre, and kickboxing classes.

“You can feel the work that went into the planning process,” Swanson noted. “It feels residential; it feels walkable, and nothing like a traditional surface-parked project. The parking is concealed behind the buildings, and you’re surrounded by top-tier amenities instead.”

However, the biggest differentiator at Providence is the diverse range of culinary programming. Guest farmers are frequently invited to host classes on various subjects such as cultivation and herb planting, and Charlotte-based chefs teach cooking classes utilizing local and seasonal ingredients. An on-site lending library of high-end, portable kitchen appliances is available for residents to rent as needed. Furthermore, the nearby Whole Foods even collaborated with the community to create a custom cookbook.

KEY HIGHLIGHTS

Providence Farm earned a 2019 silver Aurora Award for Best Multifamily Housing Community in up to 4 Stories For Rent category and an Honorable Mention at the 2019 Multi-Housing News Awards in the Development & Design (Low-Rise) category.

The project also achieved National Green Building Standard Bronze status with each building featuring an Energy Star Cool Roof to minimize a heat-island effect and reduce building cooling needs. All units have refrigerators, dishwashers and bathroom exhaust fans that are Energy Star-rated, as are 75% of the lighting fixtures.

ABOUT HUMPHREYS & PARTNERS

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