



Bethany Place

Fellowship and Educational Spaces

Location: Chesterfield County, VA
Market Sector: Community
Size: 42,100 SF
Year Completed: 2023

Bethany Place Baptist Church engaged SMBW in the renovation of their existing building in an effort to better serve the community and church's needs, encourage growth and community involvement, and support a diverse range of programs.

The design of the space hinged on brand, user experience, flexibility and adaptability, and finding unique ways of serving the community.

DRIVERS

Bethany Place wanted a space that would help them stand out from other churches and give patrons a reason to want to join the church. Taking cues from hospitality design, the warm and inviting atmosphere and flexible multi-use spaces cater to the users and create a unique church experience.



APPROACH

Throughout the project, the design uses a light and modern approach with pops of color based off the church's signature blue and green brand. Each space aims to be exciting and interactive, and each room supports a variety of uses and programs. The adult classrooms have multiple layouts depending on the use, but each potential space fosters thoughtful and involved conversations in its own way, including seating 'nooks' along the corridor towards the adult wing for more private conversation space. The children's zone is full of flexibility with a whole open area for activities. The design team used modular furniture throughout the children's wing and youth lounge to allow for easier transitions between activities.

The design accommodated multiple amenity spaces for not only congregants but also the community. This includes a commercial kitchen for church and community events, Grab and Go kitchen for families, warming/public kitchen, clubhouse that can be rented out by the community, video and audio recording studio, youth lounge for teens, welcome center, and playground accessible to both the congregants and community. The church's Welcome Center is a bright and airy space, creating an excellent first impression for those new to the church or returning. This space also contains areas for marketing and mission material and a coffee bar.



MEASURING OUTCOMES

The design team hosted multiple programming sessions with church members and staff to accurately understand the church's needs. Even after the initial programming sessions, the Bethany Place 'task force' was very involved in the design, selection of furniture, and construction progress. As such, this space was truly influenced by its congregants. As the project progresses, the church and its members have communicated that they're very pleased with the design and the community-forward process.