



HEARTWOOD

AT RICHMOND HILL

COMMERCIAL DESIGN GUIDELINES

04 SEPTEMBER 2024



A SENSE OF PLACE

This Commercial Design Outline establishes a tone and trajectory for the architecture, signage, and wayfinding at Heartwood. This document sets the stage for **ARCHITECTURE THAT RESPONDS TO THE CORNERSTONES** established at Heartwood to **CREATE A SENSE OF PLACE**.

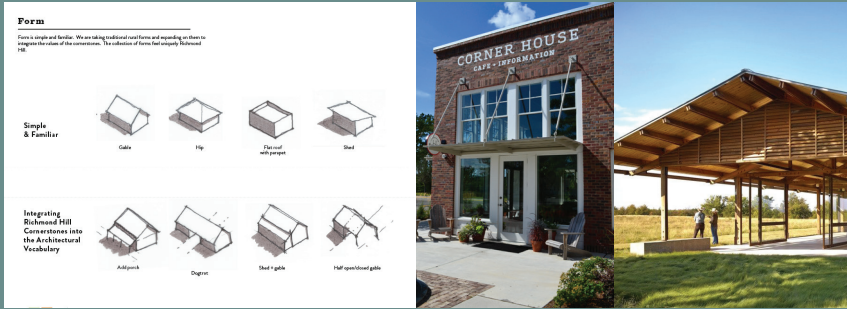


SAVANNAH BRICK + TIMBERTECTURE

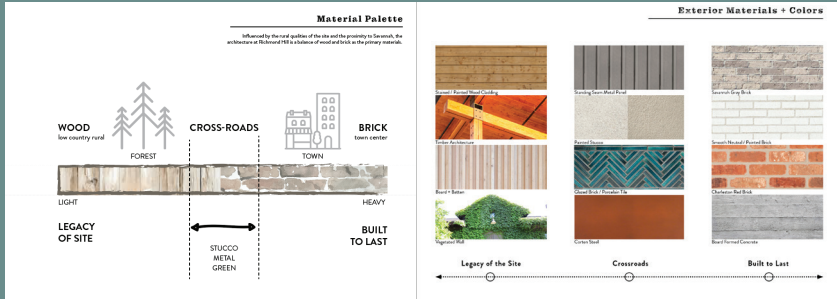
Savannah Brick + Timbertecture are the DNA of Richmond Hill. These two materials create a rich story that reflect the history and permanence of Savannah, the legacy of the site, and the Raydient Places brand identity. The balance of these two materials creates a sense of place that is uniquely Heartwood.

USING THE GUIDELINES:

- 1 Select a form that aligns with the target building typology and site context. Is the form rural or town inspired?



- 2 Determine the appropriate materials for the typology and site context. Wood, brick, or crossroads?



- 3 Add details to bring warm, inviting, and memorable qualities to the building.



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Form, Materials, and Details are our guiding principles that when used thoughtfully, help to establish an architectural vocabulary that feels unique to Heartwood

Form

Simple with familiar proportions
[town or rural]



Materials

Indigenous natural materials
[brick or wood]



Details

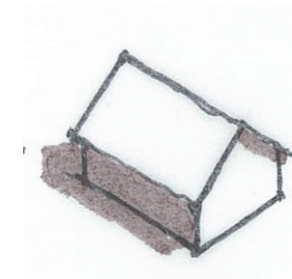
Regionally inspired details
[unique + distinctive]



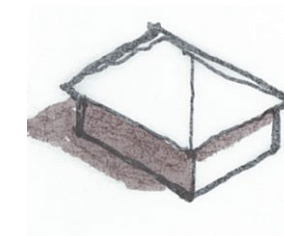
FORM

Form is simple and familiar. We are taking traditional rural forms and expanding on them to integrate the values of the cornerstones. The collection of forms feels unique to the region; positioned between Savannah and the Low Country.

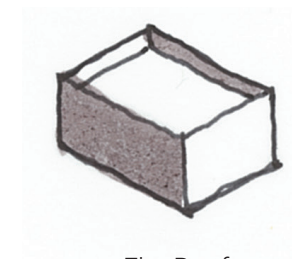
Simple & Familiar



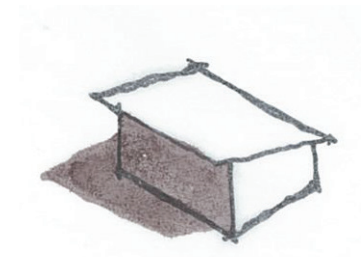
Gable



Hip



Flat Roof
with Parapet

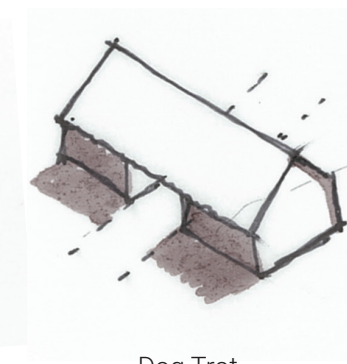


Shed

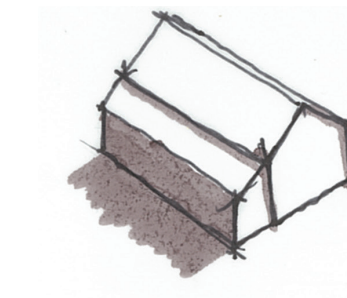
Integrating Richmond Hill Cornerstones into the Architectural Vocabulary



Added Porch



Dog Trot



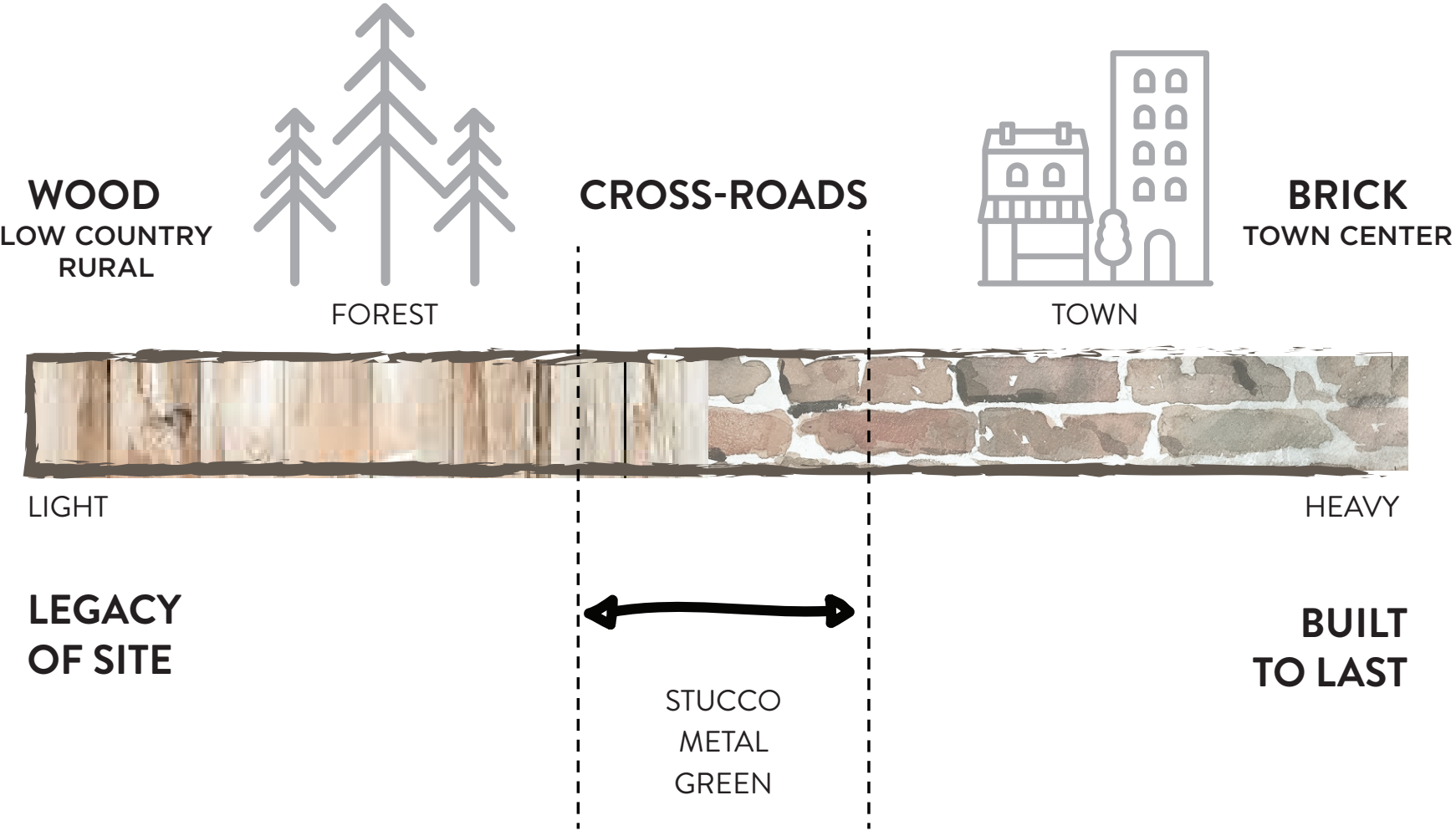
Shed + Gable



Half Open/Closed Gable

MATERIAL PALETTE

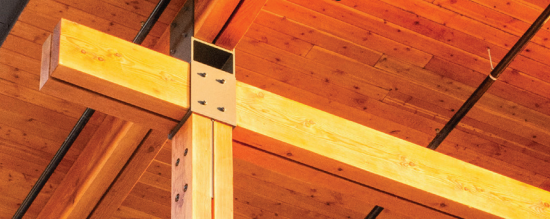
Influenced by the rural qualities of the site and the proximity to Savannah, the architecture at Heartwood utilizes wood and brick as primary materials with accents of complementary crossroad materials.



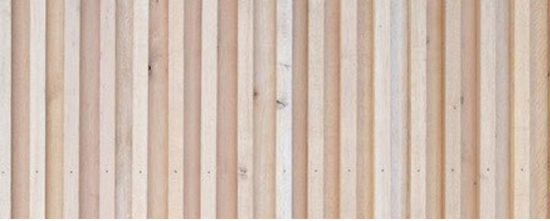
EXTERIOR MATERIALS + COLORS



Stained / Painted Wood Cladding



Timber Architecture



Board + Batten



Vegetated Wall



Standing Seam Metal Panel



Painted Stucco



Glazed Brick / Porcelain Tile



Corten Steel



Savannah Gray Brick



Smooth Neutral / Painted Brick



Charleston Red Brick



Board Formed Concrete





15A

Poplar Place
Traveler's Center, Hotel, Fast Food,
Casual Dining

15B

Pine Bluff
Industrial Warehouse, Industrial Flex,
In-Line Retail, Big Box Retail, Casual
Dining, Fast Food, Multi-Family

16

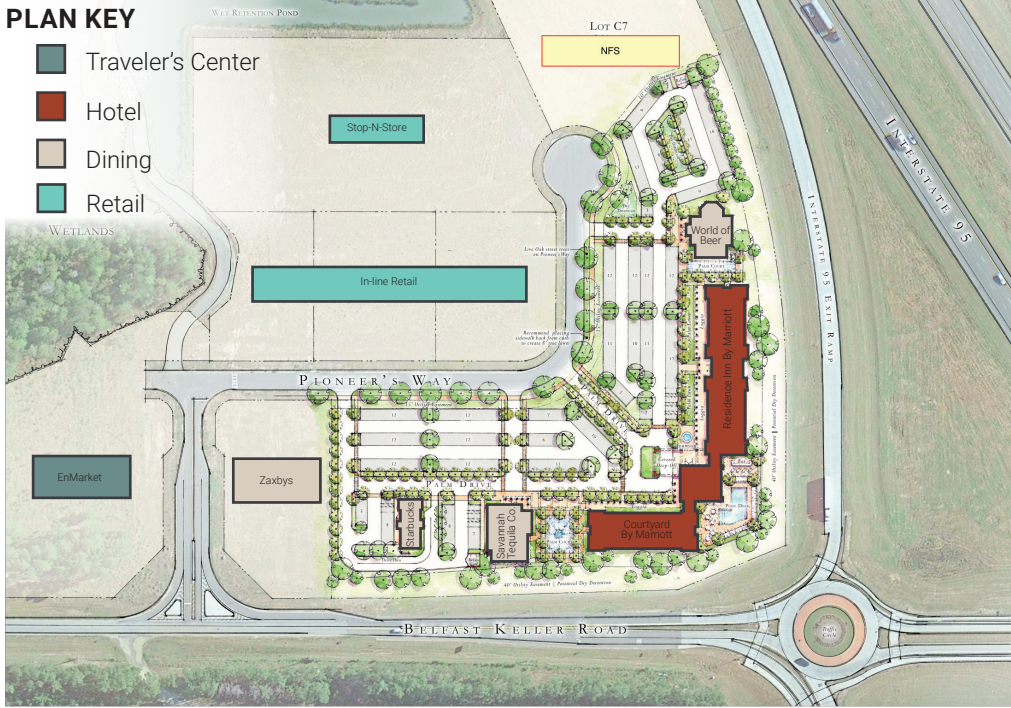
**Belfast Commerce
Park**
Industrial Flex and Industrial
Warehouses

3

The Arbor
Grocer, In-Line Retail, Multi-Family, Casual
Dining, Fast Food Dining, Big Box Retail

17A

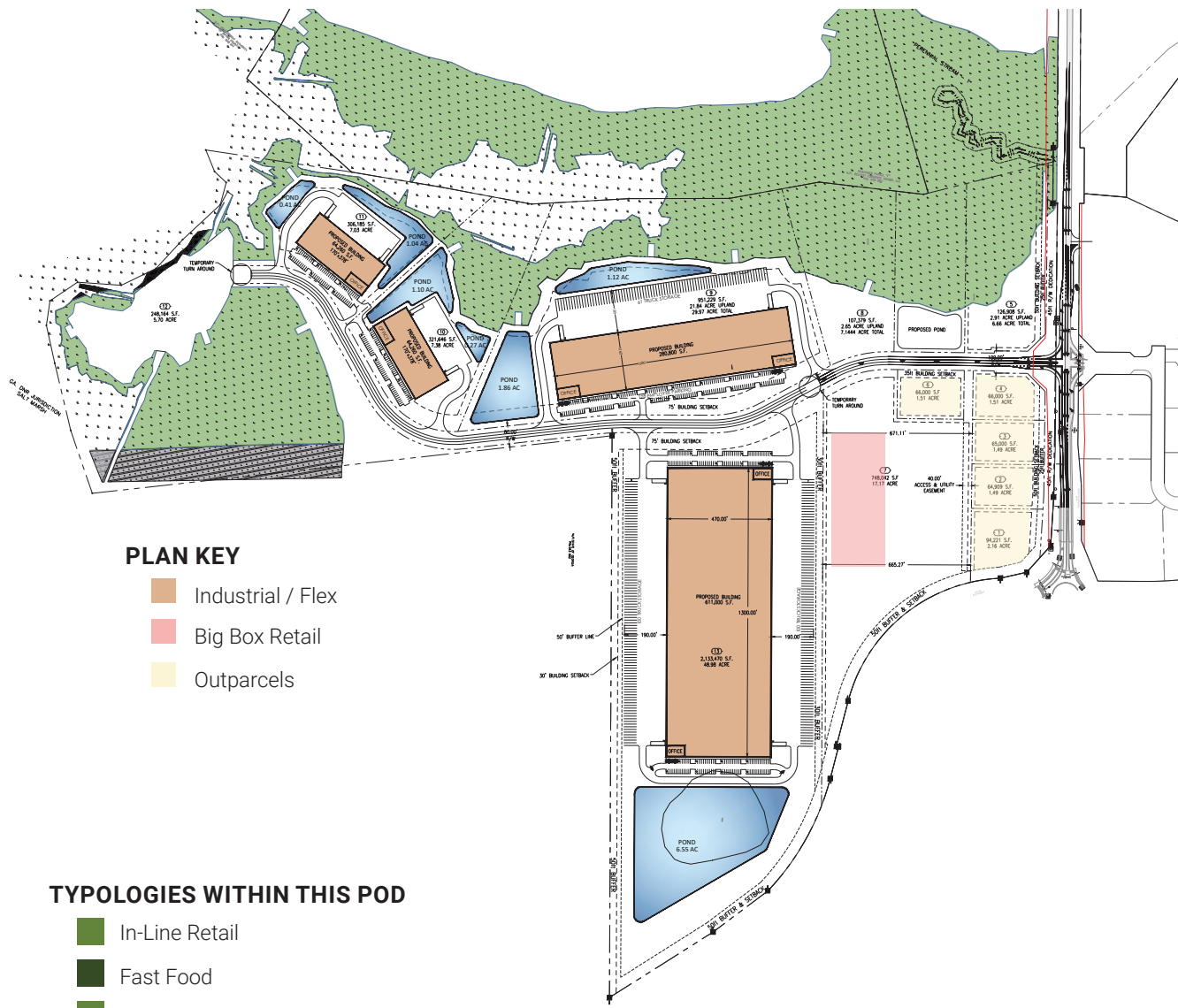
Outfitter's Village
Professional Services, Casual Dining, In-Line
Retail, Outparcel Retail, Childcare

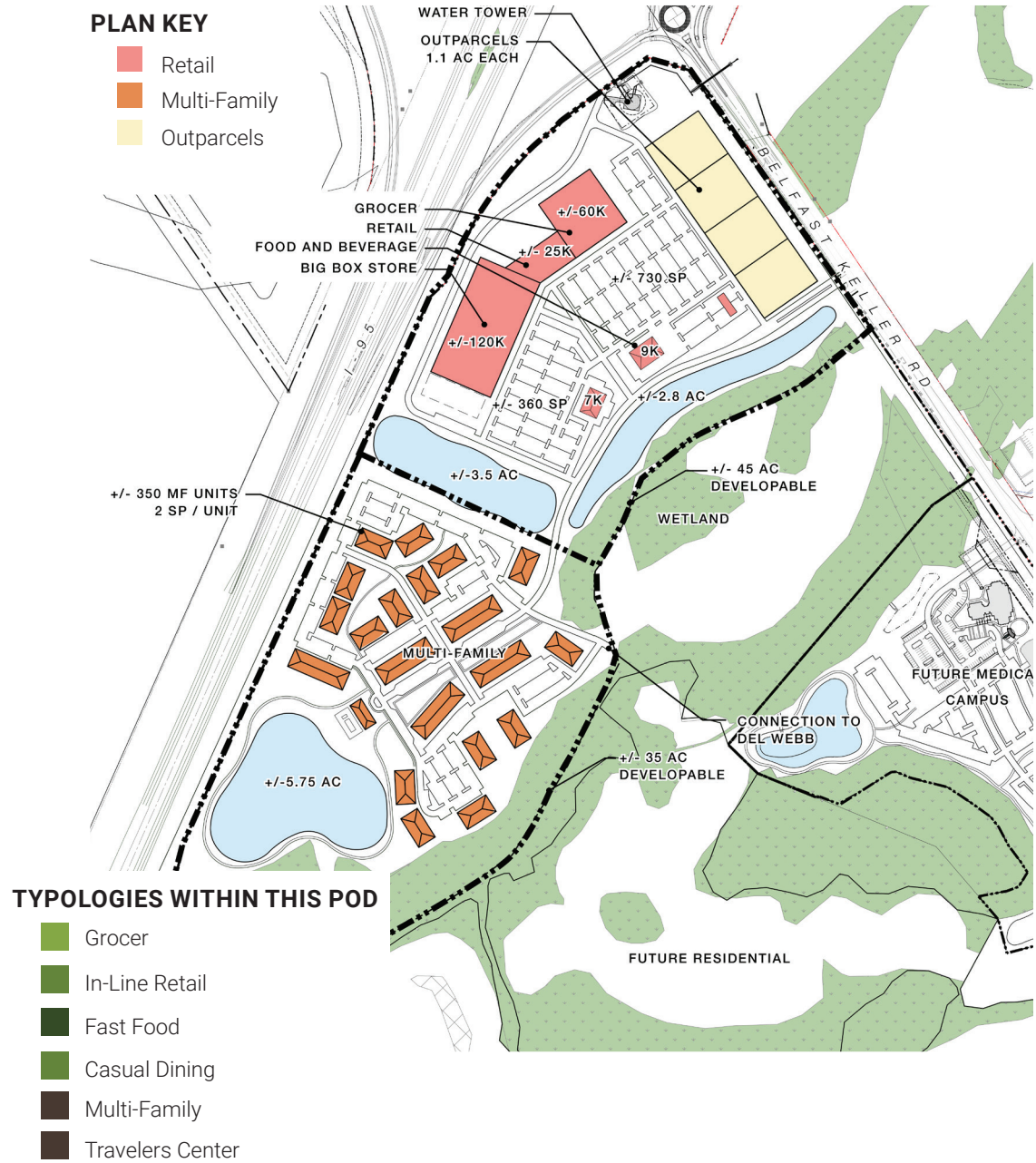


TYPOLOGIES WITHIN THIS POD

- Fast Food
- Traveler's Center
- Hotel
- Casual Dining

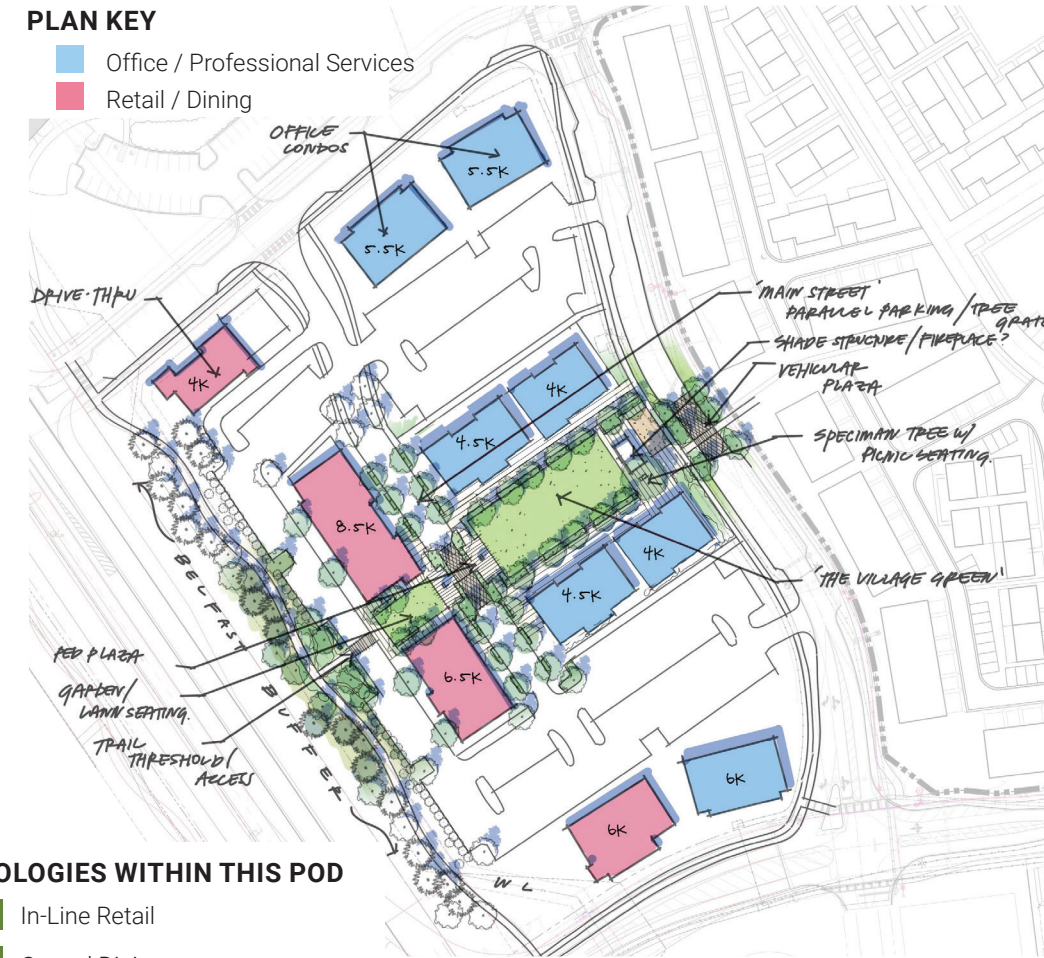






PLAN KEY

- Office / Professional Services
- Retail / Dining



TYOLOGIES WITHIN THIS POD

- In-Line Retail
- Casual Dining
- Professional Services
- Outparcel Retail
- Outparcel Office
- Child Care



THE OUTFITTERS + FUTURE AMENITIES



Secondary Elements

- Long, extended overhang producing shaded main porch
- Shaded side porch along length of building
- Secondary building mass more opaque



Fenestration + Openings

- Expansive storefront glazing with vertical proportions
- Framed window openings with decorative shutters
- Operable wall system to open to the outdoors



Roofs + Overhangs

- Simple gable roofs
- Exposed timber rafter tails
- Open frame trellis roofing
- Deep overhangs



Indoor - Outdoor Relationship

- Ample outdoor seating
- Vegetated wood screening walls
- Expansive openings framing a view to the outdoors
- Site-situated building mass facing key site elements



Signage + Graphics

- Simple building mounted signage
- Site-situated identity signage aligned with the architectural material palette



Unexpected Details

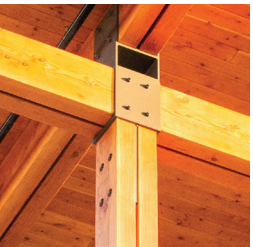
- Specialty sliding doors at dog trot
- Porch swings
- Wood slatted louvers at gable end

THE OUTFITTERS + FUTURE AMENITIES

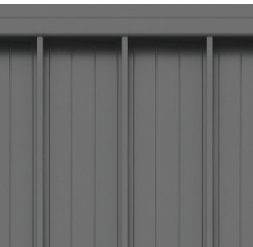


- Reverse Board and Batten Siding
- Wood Trellis Roof over 'Dog Trot'
- Dog Trot
- Standing Seam Metal
- Grand Lawn
- Contemporary Glazing with Vertical Proportions
- Timber Architecture
- Front Porch

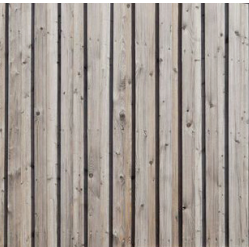
Example Materials
Inspired by rural Lowcountry architecture, the Outfitter Building is sheathed in wood siding with a distinct timber structure. The simple metal roof extends far beyond the expansive storefront glazing to provide shade and comfort to visitors.



Timber Architecture



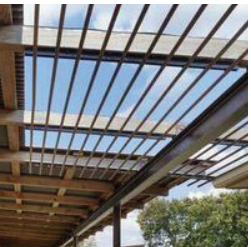
Standing Seam Roof



Reverse Board and Batten



Contemporary Storefront



Trellis Roof Framing

THE OUTFITTERS + FUTURE AMENITIES

Throughout the Heartwood community, residents in good standing of the Residential Property Owners Association (POA) will likely enjoy amenities also owned and maintained by the Residential POA. We envision all of our amenities to have a similar timber-texture style that feels as if it belongs in nature!



- Reverse Board and Batten Siding
- Standing Seam Metal
- Dog Trot
- Amenity Pool
- Screened Porch
- Timber Architecture

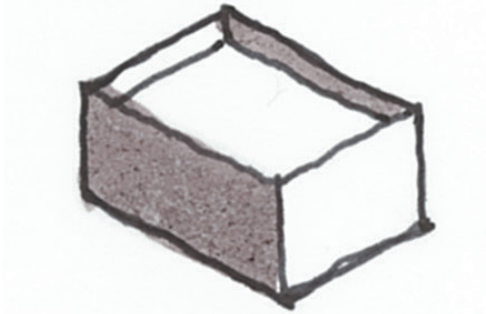
THE OUTFITTERS + FUTURE AMENITIES



The ideal architecture shown here balances classic masonry forms, details, and proportions with clean, contemporary, and welcoming gestures. The grocer will set the tone for our in-town market.

Form + Massing:

Straightforward Volume



+

Rhythmic Bays + Details



+

Pedestrian Scale at Entries



- 1 Textured Savannah Grey Brick Water Table
- 2 Lush Landscape Integrated onto the Facade
- 3 Smooth + Clean Light Grey Brick
- 4 Painted Graphics or Tile

- 5 Crisp White Steel Canopy + Storefront
- 6 Create Shade and Comfort

- 7 Moments of Warm Wood
- 8 Rhythmic Facade Composition





Secondary Elements

- Contemporary entry canopies
- Creative moments of masonry pattern and detailing
- Material enhancements at entries



Roofs + Overhangs

- Clean parapet edge
- Concealed roof line to enhance simple form



Signage + Graphics

- Contemporary painted signage
- Canopy mounted tenant signage
- Building mounted tenant signage



Fenestration + Openings

- Light fenestration with primarily vertical proportions
- Crisp white storefront in regular modules



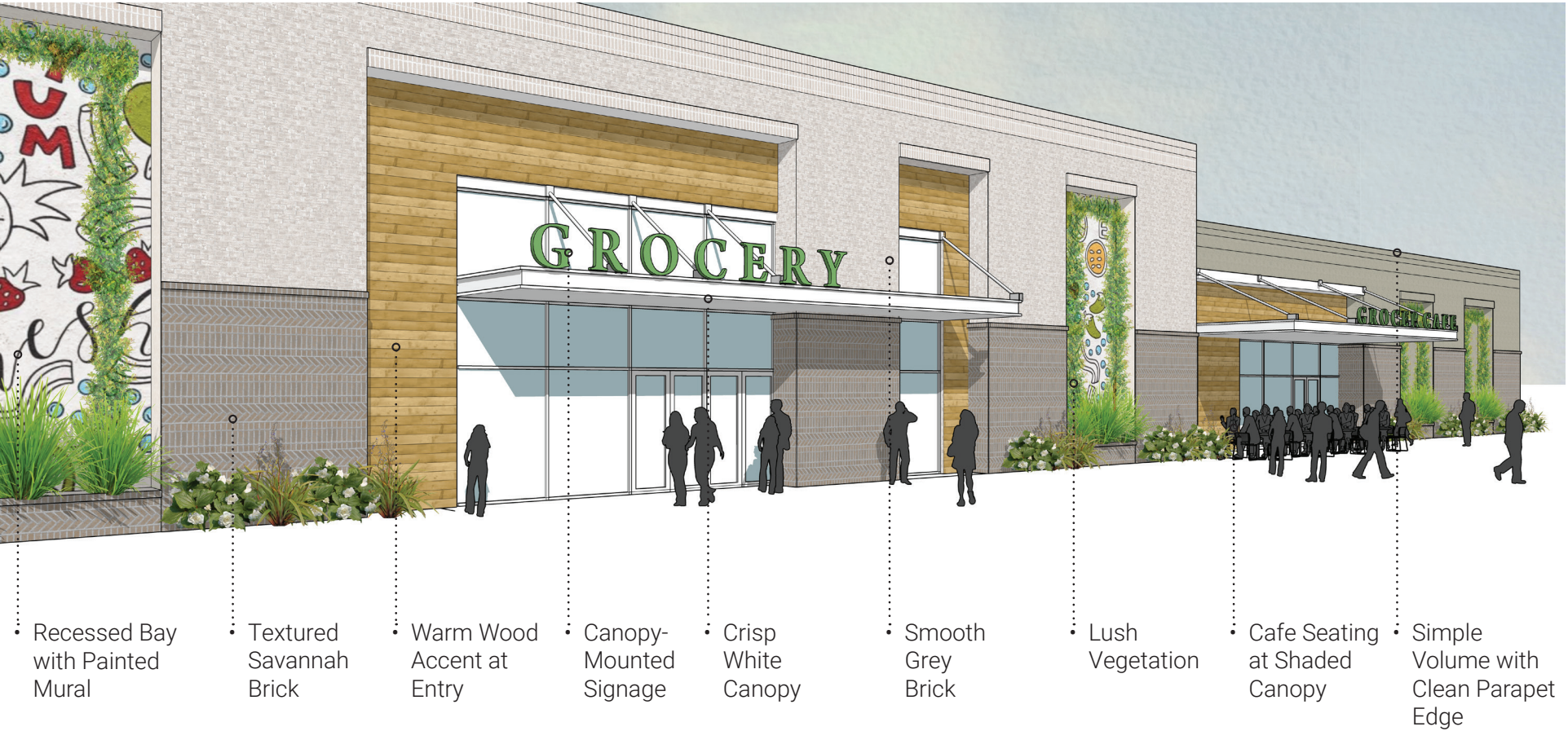
Indoor-Outdoor Relationship

- Casual landscape elements
- Cable trellis + lush plantings
- Provide shaded outdoor seating areas



Unexpected Details

- Mural/graphics/art
- Warm wood soffit/details
- Brick and tile detailing



Example Materials

The material palette for the Grocer evokes a sense of permanence and visual weight. Materials include a textured brick watertable, a clean wire cut brick above, and warm wood accents near the entry.



Textured Savannah Brick



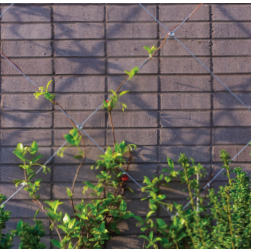
Smooth Grey Brick



Warm Wood Accents



Crisp White Fenestration



Lush Vegetation

IN-LINE RETAIL

Simple in form, we envision our in-line retail centers featuring clean painted brick, porches, and canopies, and the use of wood and trellis walls to accent and help break up large building mass.

Form + Massing:



+

Middle Tenant Articulation



+

Porches and Canopies



- ① Moments of Shade and Comfort
- ② Clean Lines at Parapet and Brick Coursing
- ③ Painted Brick Body
- ④ Warm, Textured Brick Water Table

- ⑤ Decorative Green Wall
- ⑥ Bright Clean Storefront



IN-LINE RETAIL



Secondary Elements

- Use of contemporary entry canopies at tenant entries
- Wood accents add warmth to canopies and trellises
- Articulation and depth change between tenants creates a more dynamic sidewalk experience
- Deep, generous side porches at building corners provide visual interest



Fenestration + Openings

- Variations in color and composition of storefronts are encouraged for unique tenant expression however, scale and proportion should remain consistent across the entire facade



Roofs + Overhangs

- Primarily clean, flat roof parapets
- Shed or gabled roof statement and/or raised parapet element at corner tenant expression
- Deep overhangs, canopies, and trellises for shade and comfort



Indoor - Outdoor Relationship

- Place making elements such as planters and pots are encouraged
- Accent walls, such as green walls and plant trellises add visual interest
- Porches, and canopies provide shade and comfort to encourage outdoor dining



Signage + Graphics

- Building mounted signage should be placed in accordance with overall building height at an appropriate scale
- Canopy mounted and blade signs are encouraged
- Painted graphics, tenant branded or artistic in nature, are encouraged



Unexpected Details

- Recessed areas for murals/graphics
- Green vines on columns
- Variation in storefront color



Example Materials

The palette for the In-Line Retail Tenants should feel fresh and inviting. The featured materials include textured and smooth brick, wood accents, and unexpected pops of color at storefront, signage, and accent areas.



Textured Savannah Gray Brick



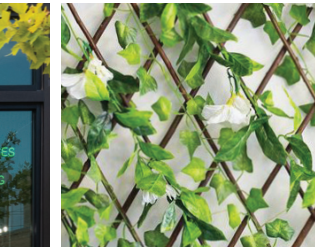
Smooth Painted Brick



Warm Wood Accents



Contemporary Storefront



Lush Vegetation

We envision fast food architecture to be tenant-driven prototypes with straightforward volumes dressed in neutral, locally inspired materials that represent the Heartwood character.



Form, Massing, and Scale

- Simple, clean, rectangular volume
- Classic, rhythmic proportions
- Clean parapet edge



Roofs + Overhangs

- Clean edge parapet
- Raised parapet at corner /entry



Secondary Elements

- Contemporary entry canopies
- Pop of color fabric awnings
- Material enhancements at entries preferred
- Wood details/screen elements are encouraged



Indoor-Outdoor Relationship

- Casual landscape elements with native grasses
- Outdoor seating with large shaded canopy or umbrellas



Signage + Graphics

- Building-mounted tenant signage
- Clean + simple signage in character with Richmond Hill aesthetic



Fenestration + Openings

- Generous storefront openings
- Regular, rhythmic articulation
- Masonry storefront sill near plantings

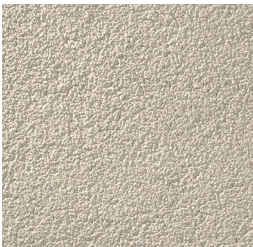


Example Materials

Elegant yet cost effective, the material palette at the Fast Food prototype is a collection of locally-inspired building materials in warm neutral hues. Warm textured brick anchors the form while generous windows and pops of color add vibrancy and life to the building.



Textured Savannah Gray Brick



Painted EIFS



Warm Wood Accents



Colorful Fabric Awning



Native Vegetation

While the Traveler's Center (Gas Station and Convenience Store) should feel comfortable and familiar, this is the first impression of Heartwood for visitors off I-95. The architectural expression should be simple and elegant with a limited material palette featuring primarily brick. Wood accents are encouraged.



Form, Massing, and Scale

- Simple, clean forms are preferred
- Balanced proportions with rhythmic bays are encouraged
- Clear base, middle, and top articulation is encouraged
- Provide brick watertable



Roofs + Overhangs

- Roof forms such as shed and gable are encouraged to blend with local vernacular
- Flat roof with simple parapet is acceptable but variation in roof levels is encouraged



Secondary Elements

- Appropriately scaled canopies and awnings create inviting feel
- Wood soffits at canopies are encouraged
- Brick relief and articulation at base, top, and at openings are encouraged



Indoor-Outdoor Relationship

- Outdoor tables with umbrellas are encouraged
- Provide trees and landscaping on site and add landscaping to base of building where applicable
- Vertical vine trellises are encouraged at solid walls



Signage + Graphics

- Building-mounted tenant signage
- Brand identity is encouraged at entries, canopies, and at pump station canopy
- Outparcel tenant signage sited in strategic locations



Fenestration + Openings

- Dark fenestration encouraged over clear anodized
- Use simple, contemporary storefronts with vertical proportions

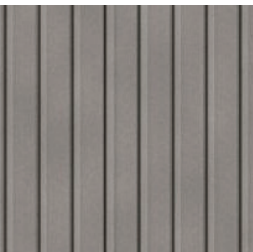


Example Materials

The material palette for the Traveler's Center prototype should be simple and straightforward. Brick is encouraged and should be incorporated at the watertable base and main mass of building. Other quality materials may be used in a natural, neutral color tone.



Savannah Gray Brick



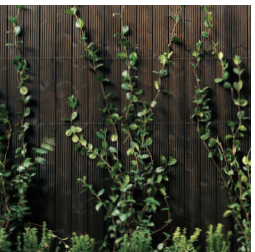
Standing Seam Wall Panel



Simple Entry Canopies



Contemporary Storefront



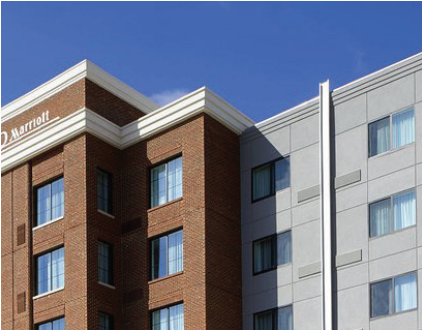
Green Wall Elements

Typical Hotel Prototypes feel “in-town” with their large masses and vertical proportions. An emphasis on the hotel entry and porte-cochere are encouraged to provide a warm welcome upon arrival to Heartwood.



Form, Massing, and Scale

- Simple, clean, rectangular volume
- Classic, vertical, rhythmic proportions
- Clean parapet edge
- Break up long stretches of elevation with articulation and relief (change in depth) along facade



Roofs + Overhangs

- Clean parapet edge
- Simple cornice detailing
- Screen rooftop equipment above parapet



Secondary Elements

- Welcoming entry porte-cochere
- Large ground floor windows
- Timber wood side porches and canopies are encouraged
- Brick detailing at human scale



Indoor-Outdoor Relationship

- Create outdoor amenity areas with shade structures, outdoor dining and lounge areas
- Porte-cochere as entry canopy and front porch



Signage + Graphics

- Clean building mounted brand signage
- Canopy mounted tenant signage



Fenestration + Openings

- Larger vertical windows at ground level
- Simple, clean windows provide rhythm across facade
- Welcoming, contemporary entry storefront in dark finish



Perimeter Landscaping Adds Softness

Textured Red Brick Watertable

Simple Windows

Welcoming Entry Porte-cochere

Canopy Mounted Hotel Signage

EIFS in Neutral Color

Simple Parapet/ Cornice Articulation

EIFS in Neutral Color with Brick Watertable

Example Materials

The material palette for the Hotel features a heavy masonry base with textured brick, a lighter middle with a lighter, neutral color material, and articulation at the top with a simple cornice detail.



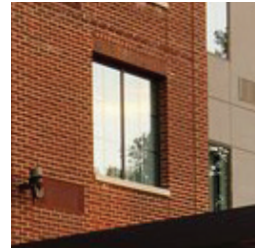
Savannah Gray Brick



Painted EIFS



Warm Wood Accents



Simple Clean Fenestration



Native Vegetation

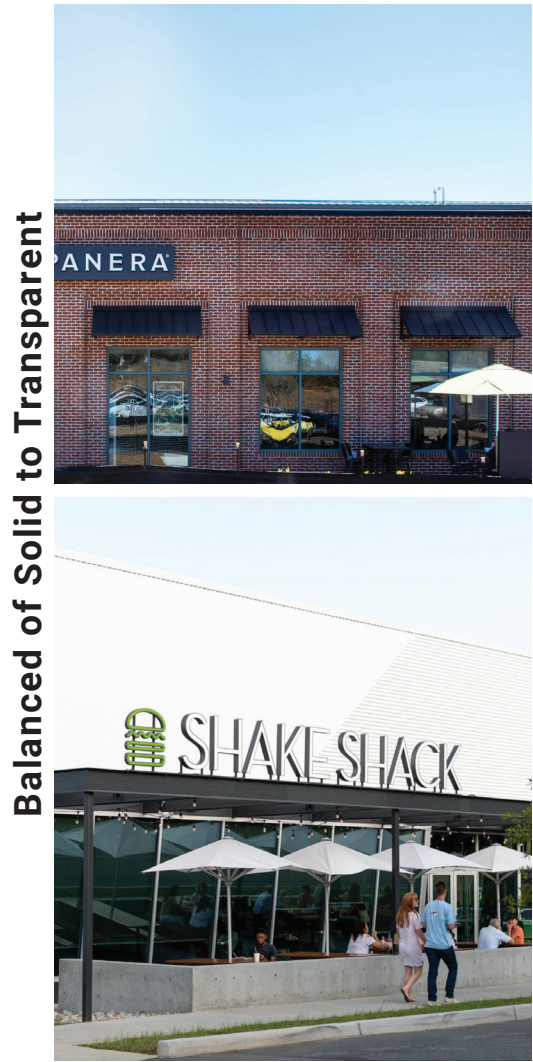
Fast-Casual Restaurants should feel fresh and inviting. With an emphasis on shaded outdoor areas and porches, dining alfresco is encouraged. Masonry and stucco forms pair well with clean storefronts and simple shade elements for a contemporary expression.

Form + Massing:



Simple, Modern Form

+



Balanced of Solid to Transparent

+



Pedestrian Scaled Shade Elements



- ① Green Wall Elements
- ② Simple Form with Corner Emphasis
- ③ Clean Parapet with Simple Articulation
- ④ Brick or Stucco Above
- ⑤ Textured Water Table Base
- ⑥ Shade + Comfort Outdoor Seating
- ⑦ Simple, Clean, + Contemporary Signage



Secondary Elements

- Smaller, secondary form with lower roof line and offset walls
- Trellis canopy provides shade and human scale



Fenestration + Openings

- Regular, repetitive storefront openings with vertical proportions
- Dark storefront mullions create appearance of a higher quality aesthetic
- Maximize transparency where possible



Roofs + Overhangs

- Clean lines at parapet
- Minimal overhangs at non-flat roof form
- Deep canopies provide shade and comfort



Indoor - Outdoor Relationship

- Generous shaded outdoor seating area
- Recessed masonry areas encourage planting



Signage + Graphics

- Illuminated painted tenant signage
- Canopy mounted tenant signage is encouraged
- Painted mural / sculptural elements encouraged



Unexpected Details

- Cable trellis vegetated walls
- Specialty tile detail at entry is encouraged
- Long welcoming community tables



Example Materials

Simple and straightforward, the neutral material palette is accented by warm wood tones and accent moments such as a feature tile at the building entry.



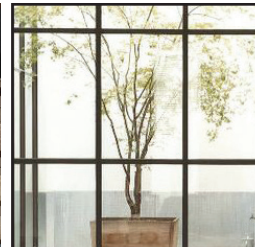
Smooth Gray Brick



Painted Stucco



Wood Trellis



Clean Minimal Storefront



Decorative Tile

Big Box Retail Centers will be part of our in-town market experience. The architecture should balance simple forms with classic proportions. Clean, contemporary details help bring down the scale and provide verticality to the massing.



Form, Massing, and Scale

- Simple, clean, rectangular volume
- Classic, rhythmic proportions
- Clean parapet edge
- Faux fenestrations to break up blank wall space



Roofs + Overhangs

- Clean edge parapet
- Raised parapet at corner /entry



Secondary Elements

- Covered canopies/trellis elements
- Material enhancements at entries
- Durable masonry watertable



Indoor-Outdoor Relationship

- Shade structure canopy or trellis for merchandise displays
- Casual landscape elements



Signage + Graphics

- Building-mounted tenant signage
- Clean + simple signage in character with Heartwood aesthetic



Fenestration + Openings

- Generous storefront areas at entry and exit points
- Regular, rhythmic storefront articulation



- Painted EIFS
- Brick Watertable
- Clean Storefront Expression
- Covered Canopy
- Trellis for Merchandise Display
- Decorative Louver Shutters
- Faux Fenestrations
- Fiber Cement Siding with Accent Trim

Example Materials

The material palette is simple and clean. Color, saturation, level of detail and generous storefront accents the entry points. Touches of wood at the underside of trellis and canopies create warmth. A neutral brick base is encourage for durability.



Painted EIFS



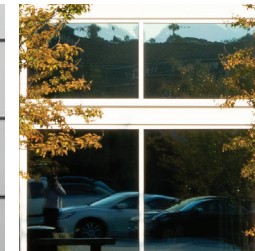
Smooth Gray Brick



Contemporary Canopy



Fiber Cement Siding



Generous Storefront

Multifamily architecture is inspired by the built to last historic Savannah townhomes that provide living close to town, but connected to nature. Simple and straightforward details create a calming, sophisticated, yet relaxed place to call home.

Form & Massing:

Simple Vertical Proportions



+

Rhythm and Articulation



+

Scale at Sidewalk



- ① Feature Elements at Corners
- ② Fiber Cement Siding
- ③ Wood Accents
- ④ Simple, Rhythmic Bays
- ⑤ Fiber Cement Cladding with Natural Look
- ⑥ Use Vegetation as a Facade Gesture
- ⑦ Emphasize Vertical Proportions
- ⑧ Gray Brick Base



Form, Massing, and Scale

- Simple parapet articulation
- Add depth with brick articulation (or other material)
- Covered balconies



Fenestration + Openings

- Simple articulation with vertical proportions
- Generous glazing for each unit



Secondary Elements

- Add corner moments
- Accents of wood
- Wrap around porches



Indoor-Outdoor Relationship

- Activate sidewalk with lush plantings
- Outdoor portico for circulation



Signage + Graphics

- Simple signage using natural materials surrounded by landscape
- Building mounted signage as desired



Unexpected Details

- Lowcountry Wood Details
- Natural & Neutral Textured Tones



- Corner Porch with Painted Steel Rail and Detail
- Warm Gray Brick Base
- Wood Look Fiber Cement Siding
- Green Vine Ground Level
- Simple, Vertical Windows
- Additive Porch Features
- Outdoor Stair/Breezeway with Wood Cladding
- Fiber Cement Siding

Example Materials

The material palette for the Multi-Family Living is simple in form but rich in texture. The palette is inspired by colors found in nature with moments of accent, contrast, and texture.



Stucco or Painted Brick Body



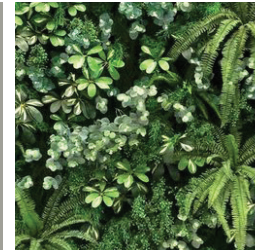
Fiber Cement Siding



Wood or Fiber Cement Siding



Corten Steel / Painted Aluminum



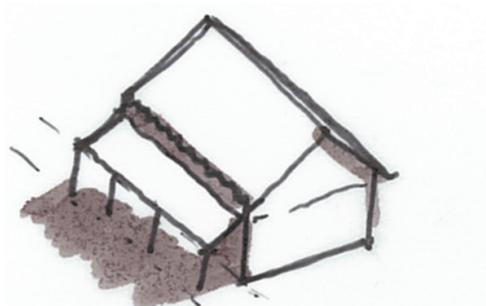
Green as a Building Material

OUTFITTERS VILLAGE

The Multi-Tenant Office boasts a warm and inviting ambiance that feels familiar. The neighborhood retail village at Heartwood is envisioned as the heartbeat of the community. Structures should have ample glazing and shaded porches that optimize natural light and promote a seamless indoor-outdoor experience. The gallery style portico fronting the green promotes a pedestrian “back porch” feel.

Form + Massing:

Welcoming Vernacular Form



+

Rhythmic Opening and Material Expression



+

Expressive Detailing at the Human Scale



- 1 Simple, Memorable Form

2 Traditional Southern Porch

3 Generous Glazing
- 4 Pedestrian Scale Signage

5 Punchy Accent Color

6 Residential Inspired Form
- 7 Potted Plants

8 Outdoor Seating with Pops of Color



Secondary Elements

- Traditional southern front porch
- Decorative mill-work features
- Exposed structural wood framing



Fenestration + Openings

- Light fenestration with primarily vertical proportions
- Operable roll-up garage doors
- Punchy storefront color



Roofs + Overhangs

- Simple gable roof form
- Covered pedestrian walkway along green



Indoor-Outdoor Relationship

- Blurring the line between indoors and outdoors with a traditional southern front porch
- Pots at tenant entries
- Outdoor seating with a pop of color



Signage + Graphics

- Pedestrian scale tenant signage



Unexpected Details

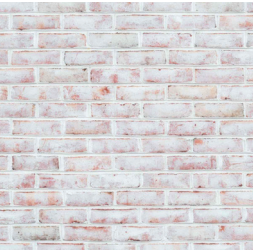
- Double doors with transoms
- Pops of color



- Punched Out Windows with Pop of Color
- Masonry Details
- Abundant Storefront
- Traditional Southern Porch
- Introduced Plantings
- Pedestrian Oriented Signage
- Exposed Wood Framing

Example Materials

Inspired by traditional Lowcountry architecture, this professional services concept boasts a material palette consisting of light masonry and detailed mill-work, topped with a standing seam metal roof. It is a balanced blend of traditional and contemporary.



Masonry Massing



Standing Seam Metal



Painted Wood Accents



Abundant Glazing



Lowcountry Detailing

OUTFITTERS VILLAGE

Our vision for this outparcel building is a 50-50 blend between town and rural. Its prominent location on the site makes it a 100% corner and brand builder. It is well detailed and provides an important balance of heavy and light with brick form and light roof expression.

Form + Massing:

Singular Form with Simple Roof



+

Small Rural Scale



+

Well Proportioned Openings



- 1 Simple, Memorable Form
- 2 Patterned Masonry Watertable
- 3 Wood Pop Out Frame Around Storefront



- 4 Interior Porch + Garage Doors
- 5 Punchy Accent Colors
- 6 Bold Witty Graphics
- 7 Lush Native Greenery
- 8 Seating with Pops of Color



Secondary Elements

- Contemporary entry canopy
- Masonry watertable with built-in planters
- Metal panel as accent material



Fenestration + Openings

- Light fenestration with primarily vertical proportions
- Operable roll-up garage doors
- Punchy storefront color



Roofs + Overhangs

- Simple gable roof form
- Metal roof extension at main entry
- Minimal canopies at entry door, drive thru window, and patio garage doors



Indoor - Outdoor Relationship

- Blurring the line between indoors and outdoors with an interior dining patio
- Cable trellis + lush plantings
- Outdoor seating with a pop of color



Signage + Graphics

- Painted badge sign
- Building-mounted tenant signage
- Painted graphic mural



Unexpected Details

- Roll up garage doors
- Pops of color at outdoor seating
- Wall mounted cable trellis



Example Materials

Located at the crossroads of town and rural with prominent site visibility, the material palette for the Outparcel is comprised of a simple masonry building mass paired with lighter, more expressive materials that add character and wit.



Masonry Massing



Standing Seam Metal



Warm Wood Accents



Punchy Color at Doors + Windows



Lush Vegetation



Form, Massing, and Scale

- Simple, clean volumes
- Classic, rhythmic proportions
- Neutral transition plane between tenants



Roofs + Overhangs

- Simple gable form with generous overhangs and exposed wood rafter tail details
- Parapet roof with complimentary coping at transitions between gables



Secondary Elements

- Lowcountry inspired standing seam shed canopies with wood bracket details



Indoor-Outdoor Relationship

- Casual landscape elements with native grasses
- Natural toned fence enclosures



Signage + Graphics

- Channel letters signage
- Accent fixtures for signage lighting



Fenestration + Openings

- Generous storefront openings
- Playful pop of color to contrast neutral building materials



- Painted Masonry
- Decorative Accessories
- Tenant Potted Plants
- Contrasting Transition with Simple Form
- Crafted Canopies
- Generous Glazing with Pop of Color Mullions
- Natural Wood Tones

Example Materials

Familiar and welcoming, this material palette pulls inspiration from the Lowcountry vernacular with earth tones accenting the simple massing forms.



Painted Brick



Standing Seam Metal



Lowcountry Accents



Punchy Storefront



Native Vegetation

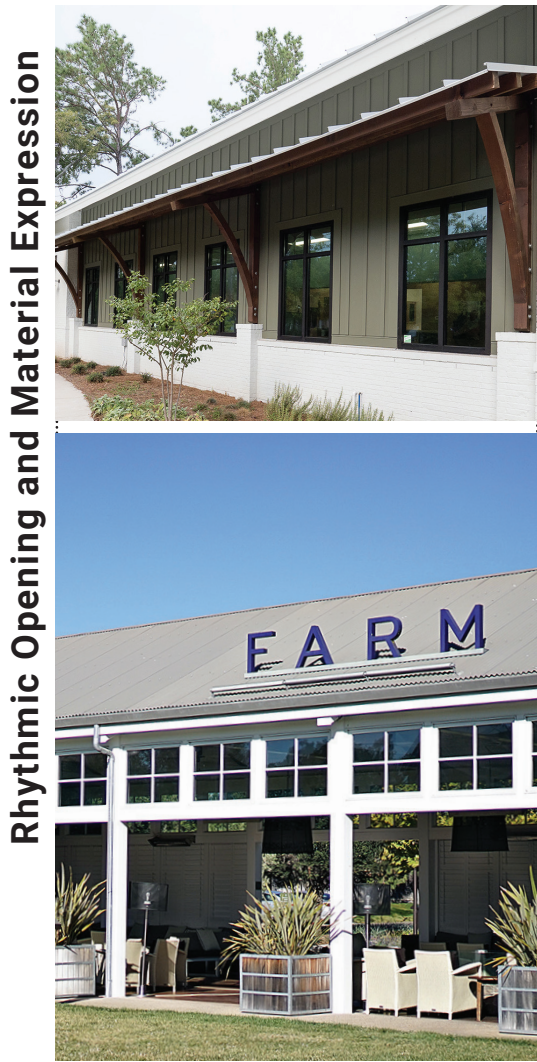
Child Care Centers should feel familiar and welcoming. Generous glazing and shaded porches maximize the daylighting to the classroom spaces and enhances the indoor-outdoor relationship.

Form + Massing:



Welcoming Vernacular Form

+



Rhythmic Opening and Material Expression

+



Expressive Detailing at the Human Scale



- 1 Vernacular Standing Seam Gable Roof
- 2 Exterior Timber Frame Detailing
- 3 Painted Brick Massing with Generous Openings to Maximize Daylight
- 4 Board and Batten Siding with Rhythmic Window Openings
- 5 Roof Monitors for Added Daylight
- 6 Shaded Side Porch at Outdoor Play Area
- 7 Lush Landscape Elements for Shade and Comfort



Secondary Elements

- Main gable form is intersected by secondary gable mass for single-entry expression.
- Side porch and entry massing provide covered areas of shade and rest.



Fenestration + Openings

- Regular, rhythmic storefront openings with vertical proportions
- Maximize transparency where possible for enhanced connection to outdoors
- Roof daylight monitors provide ample daylight



Roofs + Overhangs

- Clean lines at gable roofs
- Timber frame for warmth
- Deep canopies for shade



Indoor - Outdoor Relationship

- Large shaded outdoor porches adjacent to play areas
- Generous glazing for enhanced daylight in classrooms
- Native lush landscaping, potential for educational gardening



Signage + Graphics

- Outparcel tenant signage with material similarities to architecture provide continuity and flexibility
- Painted mural / sculptural elements encouraged for playfulness



Unexpected Details

- Earth tone paint scheme
- Rooftop monitors provide natural light and break up large roofs
- Exterior timber frame structure



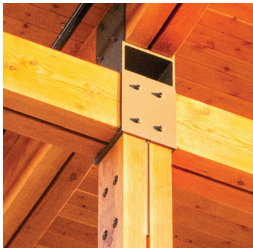
- Earth Tone Board and Batten Siding
- Outparcel Tenant Signage
- Roof Monitor
- Exposed Timber Frame
- Generous Glazing for Maximum Daylight
- Painted Brick
- Standing Seam Metal Roof
- Shaded Side Porch Overlooking Outdoor Play Area
- Lush Outdoor Play Area

Example Materials

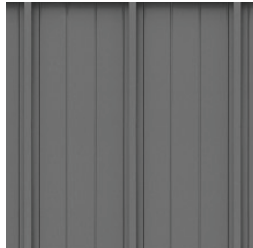
The material palette for the Child Care Center pulls inspiration from the rural vernacular with moments of playfulness and earth tone colors to accent the simple massing forms.



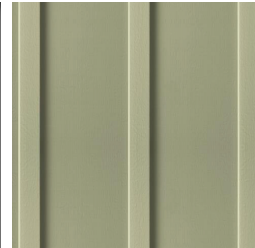
Smooth Painted Brick



Wood Timber



Standing Seam Metal



Board and Batten



Generous Glazing



Form, Massing, and Scale

- Simple, clean volumes
- Classic, rhythmic proportions
- Obvious larger massing to signify entry



Accents

- Natural tone colors to promote connection to nature
- Color blocking to break up long expanses of wall area
- Playful pop of color to be more prominent at main entry to contrast neutral building materials



Secondary Elements

- Large canopy complemented by storefront
- Emphasize highly visible corners with elevated design element, such as mural, green wall, or specialty finish



Indoor-Outdoor Relationship

- Casual landscape elements with native grasses
- Vertical vegetative trellis



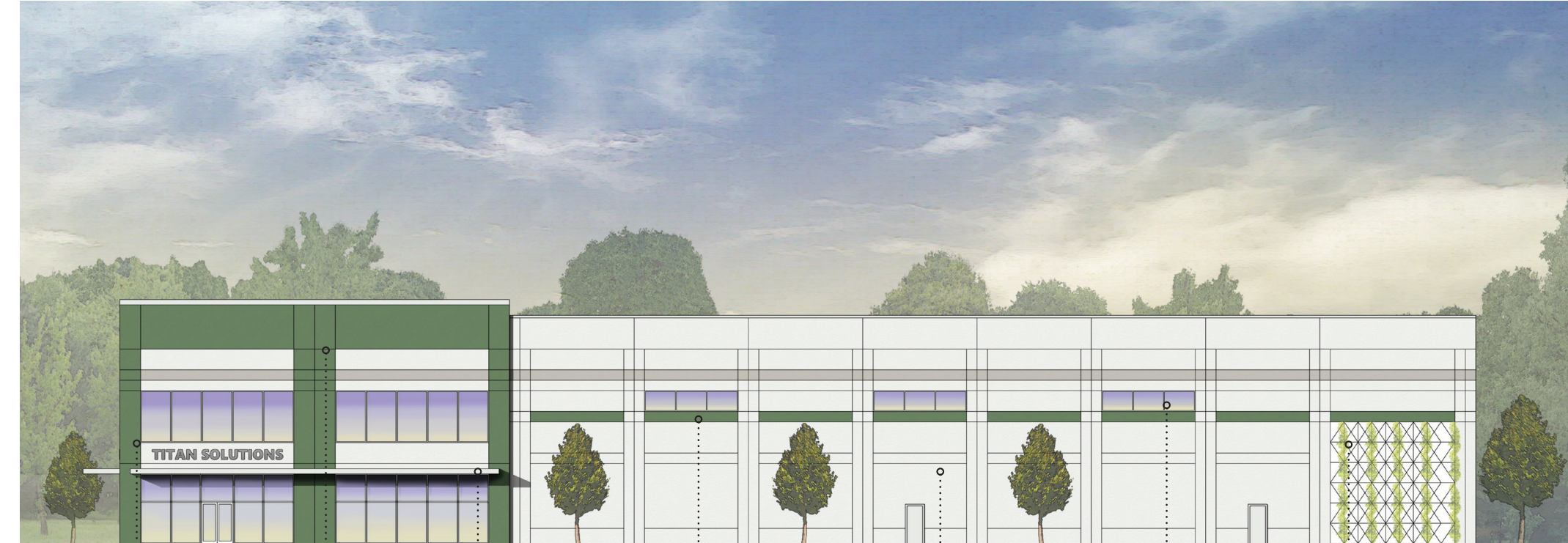
Signage + Graphics

- Channel letters signage
- Large scale balanced by building size



Fenestration + Openings

- Generous storefront at entries
- Punched openings, where possible for interior natural light and to break up blank walls



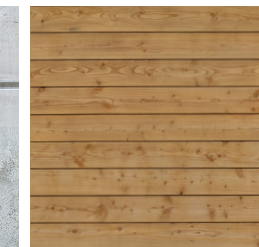
- Emphasized Entry Massing
- Nature Inspired Color Palette
- Entry Canopy
- Color Blocking to Break up Wall
- Rhythmic Bays to Increase Verticality
- Additional Glazing to Allow Natural Light
- Elevated Corner Treatment

Example Materials

The material palette for the Industrial Warehouse utilizes color blocking to break up large expanses and pulls inspiration from nature, accenting the simple massing volumes.



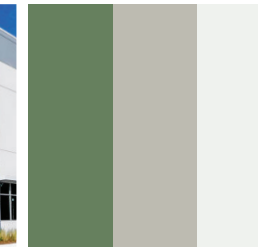
Tilt-up Concrete



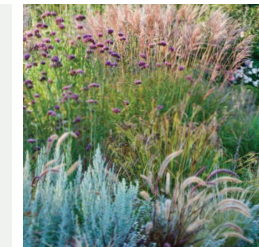
Warm Wood Accents



Large Fenestration at Entry



Nature Inspired Color Scheme



Native Vegetation



Form, Massing, and Scale

- Simple, clean volumes
- Classic, rhythmic proportions
- Primary Volume for showroom/public entry and secondary volume for storage and warehouse function



Roofs + Details

- Parapet roof with complementary coping articulation and transitions at material changes
- Lowcountry style; standing seam metal roof canopies, bracket supports, louvers and touches of wood



Secondary Elements

- Standing seam shed canopies with wood bracket details
- Elevated materials and articulation at showroom/public entry volume



Indoor-Outdoor Relationship

- Provide trees and landscaping on site and add landscaping to base of building where applicable
- Vertical vine trellises are encouraged at solid walls



Signage + Graphics

- Channel letters signage
- Accent fixtures for signage lighting
- Scale of signage to be proportional to size of wall



Fenestration + Openings

- Generous storefront openings, particularly at primary volume.
- Standard metal or dark mullions contrast natural tone building materials

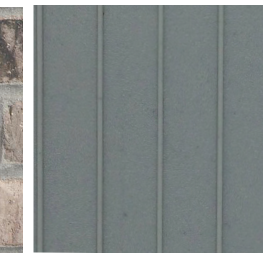


Example Materials

The Industrial Flex material palette draws detail inspiration from the Lowcountry vernacular with warm tones and various textures. Greenery is utilized to break up blank walls and add an element of nature.



Textured Savannah Gray Brick



Standing Seam Metal



Warm Wood Accents



Lowcountry Accents



Native Vegetation

Signage Material Palette

Building Tenant Signage Types

Building Mounted Tenant Signage

Suspended Blade Signage

Canopy Mounted Signage

Window Graphic Signage

Permissible + Non-Permissible Materials

67

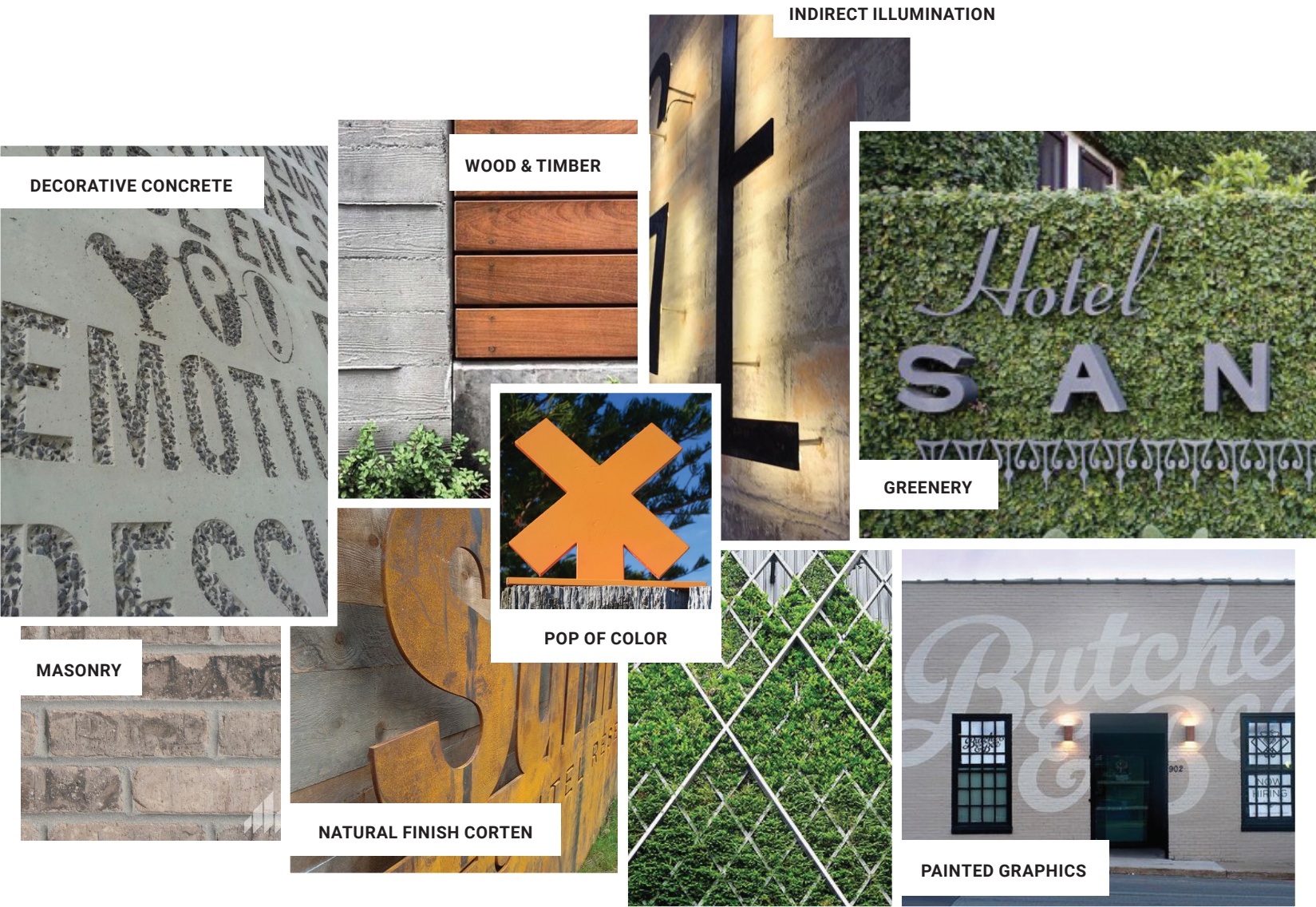
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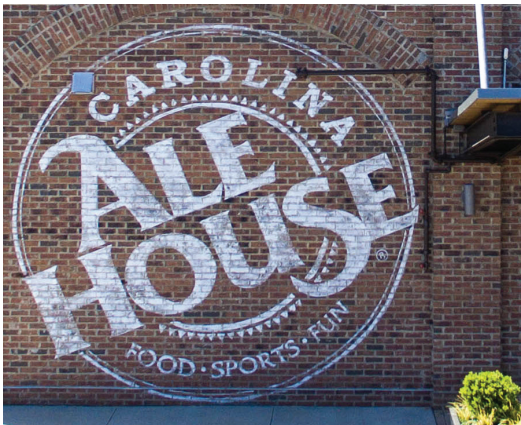
BUILDING TENANT SIGNAGE

Building-Mounted Tenant Signage

Building-Mounted signs are Flat Wall Signs that are affixed securely to a building wall. These signs should be legible and easily distinguished from other signage at each building / tenant and serve to guide and orient pedestrian and vehicular traffic going to the building.

Building-Mounted Signage should comply with the following guidelines:

- Signs shall be placed within a clear signable area.
- Sign locations shall respect the design of a building, including the arrangement of bays and openings.
- Signs shall not obscure windows, grillwork, piers, pilasters and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e... over a storefront opening)
- Raceways are discouraged; however, if required, raceway shall be painted to match surrounding wall surface.
- Signs should be placed on the building according to any/all local sign ordinances, see Richmond Hill Unified Development Ordinance, Article 16 - Signs. The maximum gross area of signs on any singular elevation shall be as indicated within the Sign Ordinance, based upon district and building size.
- **Outfitters Village** Building-Mounted signs can be halo-illuminated, internally, or illuminated from a remote lighting source for a softer and refined appearance.
- **Poplar Place and Pine Bluff** Building-Mounted signs at the are encouraged to incorporate halo-illumination; however, acrylic-faced internally-illuminated letters are acceptable.
- Individual brand colors and logo representation is allowed.
- Painted signs, logos, and badges are permitted.



BUILDING TENANT SIGNAGE

Perpendicular Blade Signage

Blade Signs are affixed perpendicularly to the face of a building. These signs bring creativity and fun to the streetscape and shall be oriented to pedestrians passing on the sidewalk in front of buildings. A Blade Sign is typically mounted adjacent to a storefront at or above the entrance within the first level streetscape environment.

Perpendicular Blade Signage should comply with the following guidelines:

- Blade Signs should complement the architecture of each building, or portion thereof, or relate to the design of a storefront.
- Signs shall reflect the character of each business while fitting comfortably with other adjacent signage.
- Signs shall be creatively designed with visually interesting elements.
- Signs shall have mounting hardware that is attractive and integral to the sign design.
- Signs can be internally illuminated from attached fixtures or illuminated by surrounding ambient lighting.
- Signs should be placed on the building according to any/all local sign ordinances, see Richmond Hill Unified Development Ordinance, Article 16 - Signs.
- Blade signs are limited to (1) sign per tenant located within a planned center, the maximum size shall be 6 square feet.
- Sign should be mounted directly to building facade
- Sign shall not extend more than 4 feet from the building or extend beyond the curb-line, whichever is less.
- Sign should have 9 feet minimum ground clearance at the lowest point.



BUILDING TENANT SIGNAGE

Canopy-Mounted Signage

Canopy signs are panels and/or letter forms that are attached to or project above the horizontal surface of an architectural marquee or canopy. They provide the main identity for tenants who occupy spaces where an entry canopy is part of the base building facade or a secondary identity for tenants occupying an entire building.

Canopy-Mounted Signage should comply with the following guidelines:

- Canopies must be sturdy and permanently attached to building or be a sound self-supporting detached structure.
- A sign can be placed on the face or top of an architectural canopy and shall not extend more than 24 inches above the highest point.
- Scale of sign must be visually appropriate in relation to the host canopy and the other building tenant signs.
- Copy area of canopy sign counts towards total signage allowance.
- May be internally-lit, externally lit, or not illuminated.
- Signs should be placed on the building according to any/all local sign ordinances, see Richmond Hill Unified Development Ordinance, Article 16 - Signs.



Window Graphic Signage

A Sign affixed to the outside or inside of a window which is visible from the exterior of the building. Window Signs are professionally painted, posted, displayed, or etched on interior translucent or transparent surfaces, including windows or doors. This type of signage generally contains only text but can express a special business personality (or brand) through the use of graphic logos or images combined with color.

Window Graphic Signage should comply with the following guidelines:

- All window signs should adhere to Richmond Hill Unified Development Ordinance, Article 16 - Signs.
- Permanent window signs should be designed so that visibility into and out of the window is not obscured.
- Window Sign area shall be included in the establishment's overall sign calculations.
- Window graphics are not to be internally or externally illuminated.



Monument Signage

A monument sign is a free standing sign located at a vehicular entry, typically displaying names or logos of tenants within a development. The sign can either be internally or externally illuminated and can be built with the materials outlined below.

- Painted Aluminum / Metals
- Corten Steel
- Brick Masonry
- Acrylic
- Concrete
- Wood: painted or natural hardwood

See Heartwood Standard Monument Sign Designs

BUILDING TENANT SIGNAGE

Non-Permissible Signage Materials + Design

Although not limited to these considerations, the following materials and methods are not permitted for use:

- Vacuum-formed plastic graphics
- Singular cabinet construction light boxes with acrylic faces
- Exposed raceways in a contrasting color to the mounting surface
- Internally-illuminated fabric awnings
- Signs with changeable plastic letters
- Flashing signage, Moving signage, Digital screen signage
- Signs extended above the roof parapet
- Post/Pole mounted highway identification signage
- Painted Fabrics
- Billboards
- Storefront window signage exceeding maximum allowable window area
- Sandwich board signs with removable plastic letters
- Neon / digital signage mounted to interior of storefront window



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