



RICHMOND HILL

COMMERCIAL DESIGN GUIDELINES
RICHMOND HILL, GEORGIA
31 JULY 2020

A Sense of Place

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



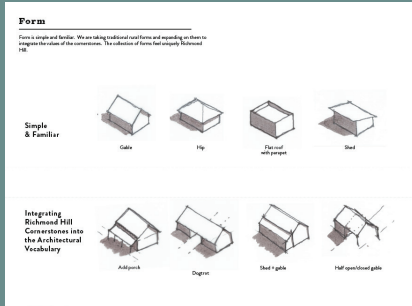


Savannah Brick + Timbertecture

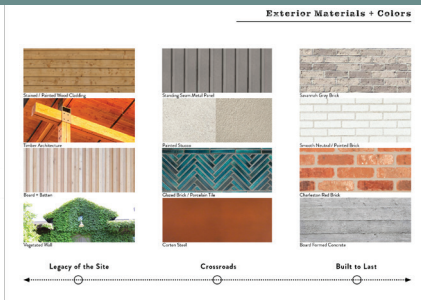
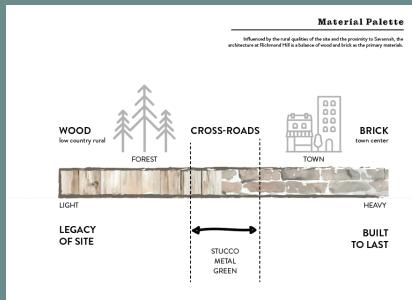
Savannah Brick + Timbertecture are the DNA of Richmond Hill. These two materials create a rich story that reflect the history and permanence of Savannah, the legacy of the site, and the Raydient Places brand identity. The balance of these two materials creates a sense of place that is uniquely Richmond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

Using the Guidelines:

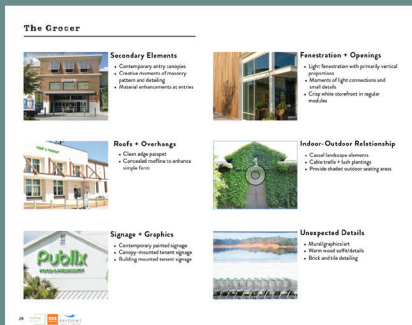
- 1 Select a form that aligns with the target building typology and site context
Is the form rural or town inspired?



- 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 Richmond Hill

Form

Simple with familiar proportions
[town or rural]



Materials

Indigenous natural materials
[brick or wood]



Details

Regionally inspired details
[unique + distinctive]

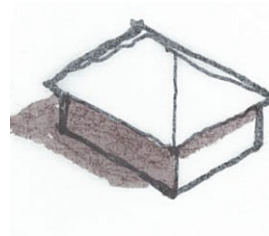


Form is simple and familiar. We are taking traditional rural forms and expanding on them to integrate the values of the cornerstones. The collection of forms feel unique to the region; positioned between Savannah and the Low Country.

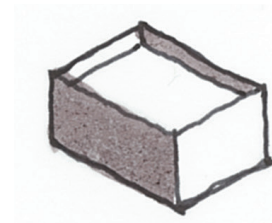
Simple & Familiar



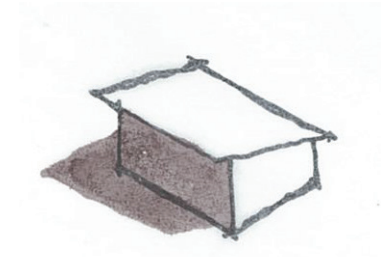
Gable



Hip



Flat roof with parapet



Shed

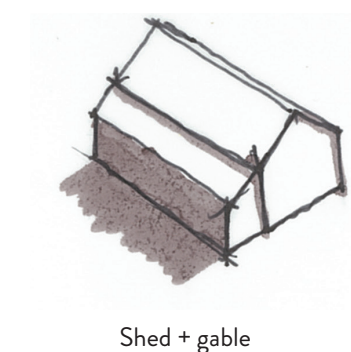
Integrating Richmond Hill Cornerstones into the Architectural Vocabulary



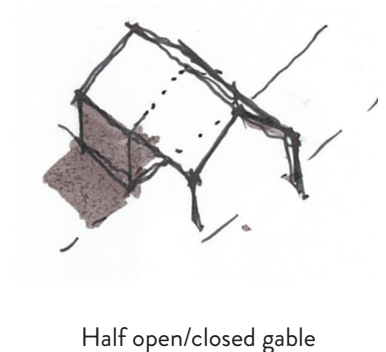
Added porch



Dogtrot



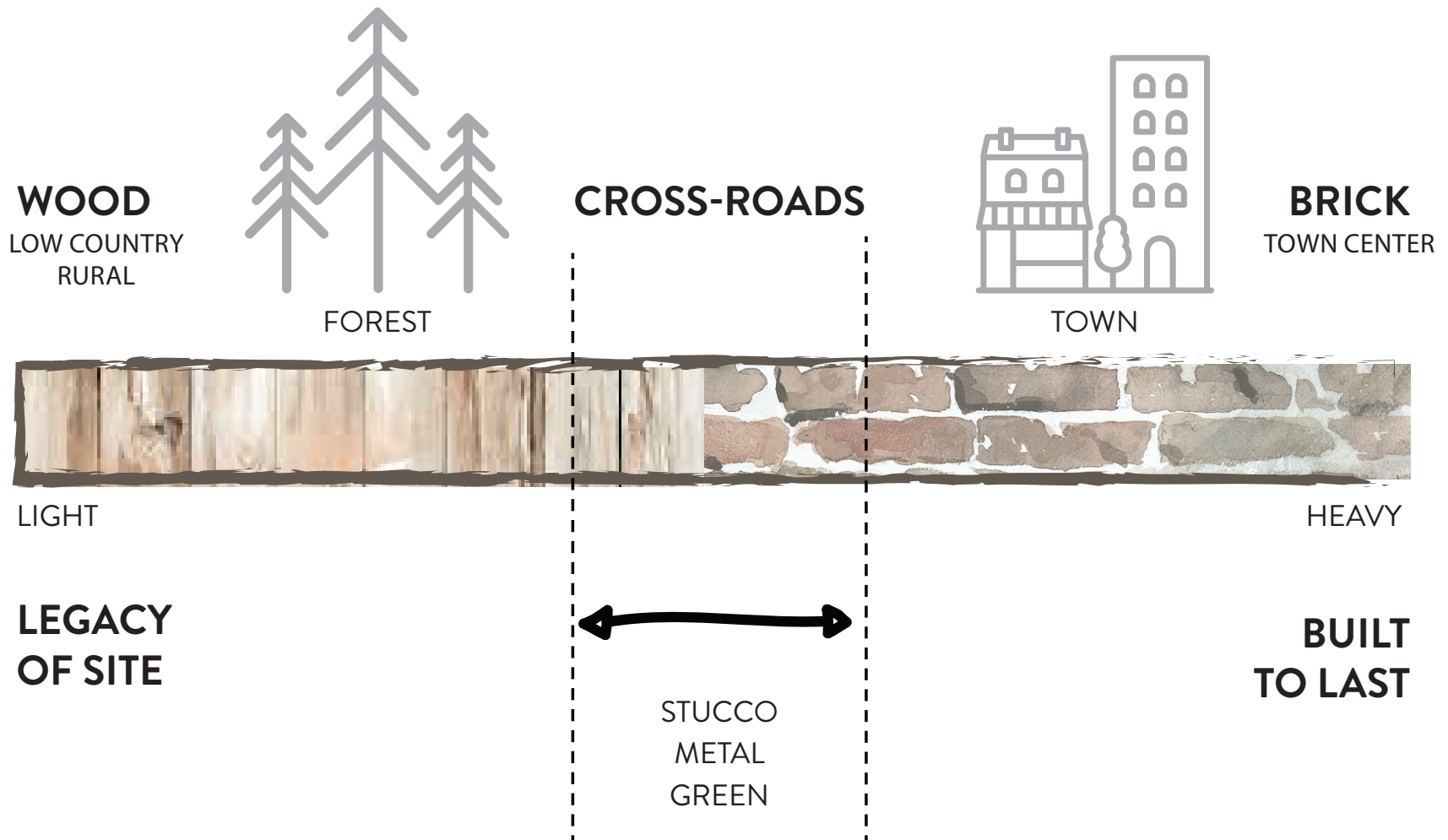
Shed + gable



Half open/closed gable

Material Palette

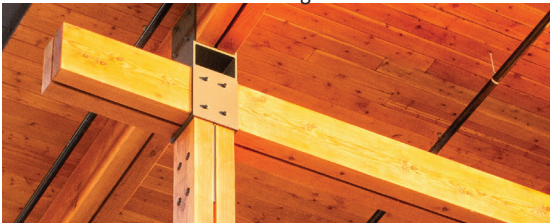
Influenced by the rural qualities of the site and the proximity to Savannah, the architecture at Richmond Hill utilizes wood and brick as primary materials with accents of complementary crossroad materials.



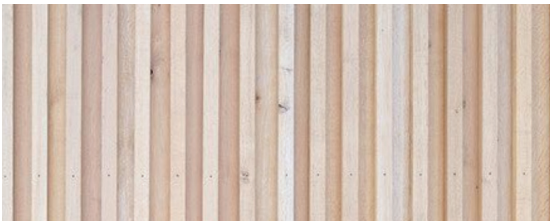
Exterior Materials + Colors



Stained / Painted Wood Cladding



Timber Architecture



Board + Batten



Vegetated Wall



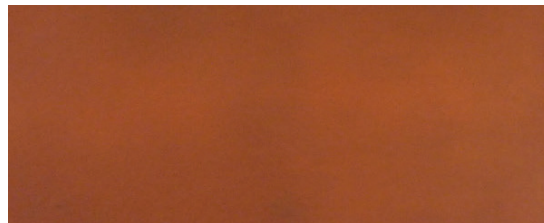
Standing Seam Metal Panel



Painted Stucco



Glazed Brick / Porcelain Tile



Corten Steel



Savannah Gray Brick



Smooth Neutral / Painted Brick



Charleston Red Brick



Board Formed Concrete

Legacy of the Site

Crossroads

Built to Last



Context / Areas of Focus



- 15A**

Interstate Commercial
Fast food dining, Hotels,
Traveler's Center / Gas station
- 17C**

Grocery Village Center
Grocer + adjacent tenants, Outparcels
- 17E**

In-Town Living
Multi-family residences
- 17A**

Outfitter's Park
Welcome Center + Outfitter
- 17B**

Medical & Wellness
Outparcel medical building
- 17D**

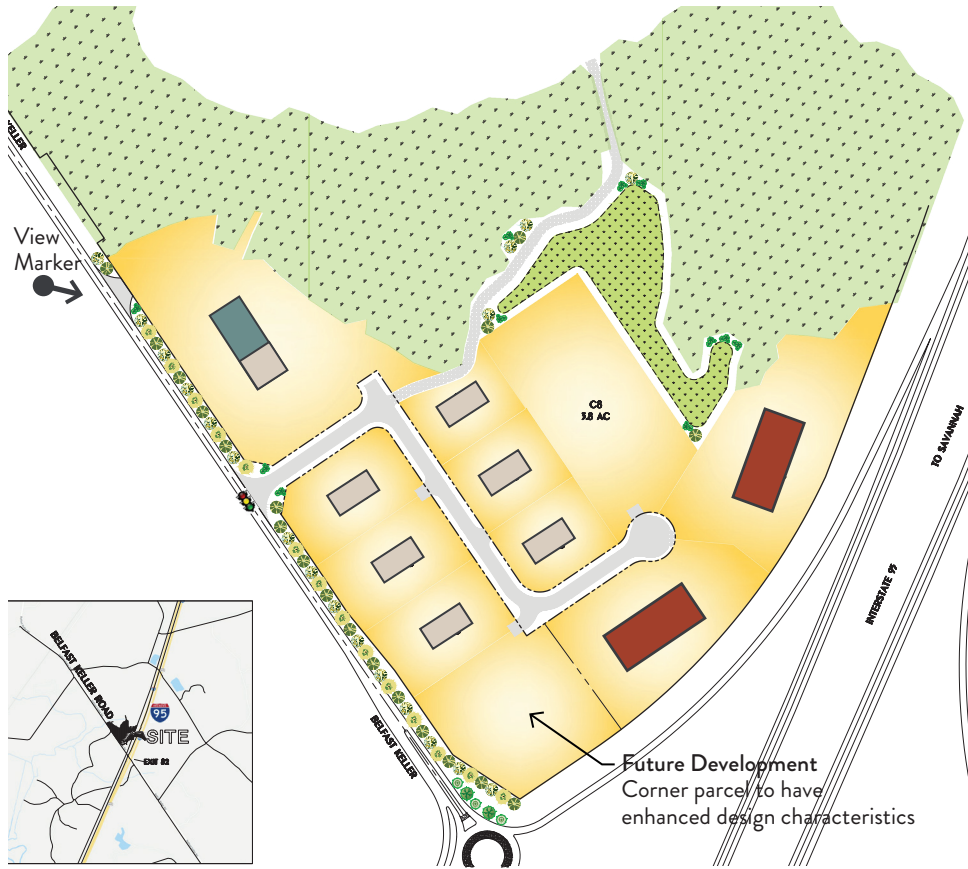
Commercial
Future development of multi-use parcel



- 15A Interstate Commercial**
Fast food dining, Hotels, Traveler's Center / Gas station



- 17C Grocery Village Center**
Grocer + adjacent tenants, food + coffee outparcels
- 17E In-Town Living**
Multi-family residences
- 17A Outfitter's Park**
Welcome Center + Outfitter
- 17B Medical & Wellness**
Outparcel medical building
- 17D Commercial**
Future development of multi-use parcel



15A INTERSTATE COMMERCIAL AREA

- Traveler's Center
- Hotel
- Fast Food



15A - Interstate Commercial



Traveler's Center

The Traveler's Center (Gas Station + Restaurant) should feel **COMFORTABLE AND FAMILIAR**. This is the first impression of Richmond Hill 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



- Textured gray brick
- Parapet with brick detailing
- Tenant signage
- Simple, storefront openings
- Metal canopy with wood soffit
- Standing seam wall panel with brick watertable
- Wall-mounted tenant signage
- Umbrellas and outdoor seating

Example Material Palette

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

Fast Food Prototype

The Fast Food Prototype is our **IN-TOWN QUICK EATS** as part of the 15A Interstate Commercial area. The architecture is a tenant-driven prototype with straightforward volumes dressed in neutral, locally inspired materials that represent the Richmond Hill 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

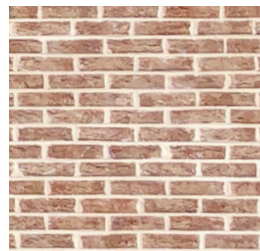
- Generous storefront openings
- Regular, rhythmic articulation
- Masonry storefront sill near plantings



- Warm Textured Brick
- Tenant Building-Mounted Signage
- Warm Wood Soffit at Entry
- Generous Storefront Openings
- Neutral color EIFS
- Colorful Fabric Awnings
- Welcoming Outdoor Seating
- Lush Native Vegetation

Example Material Palette

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.



Warm Beige/Brown Brick



Painted EIFS



Warm Wood Details



Colorful Fabric Awning



Native Vegetation

Hotel

The Hotel Prototype feels in **IN-TOWN** with its large mass and vertical proportions. An emphasis on the hotel entry and porte-cochere provide a **WARM WELCOME** upon arrival.



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



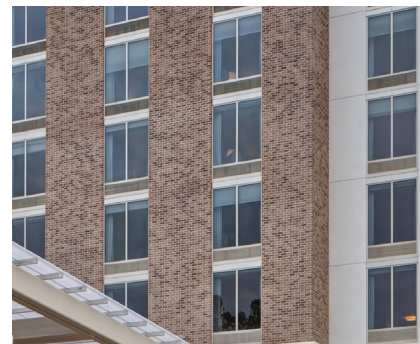
Indoor-Outdoor Relationship

- 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 Material Palette

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



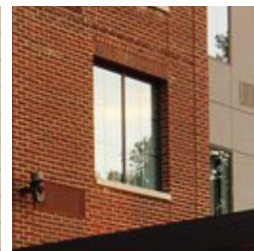
Textured Red Brick



Painted EIFS



Warm Wood Accents

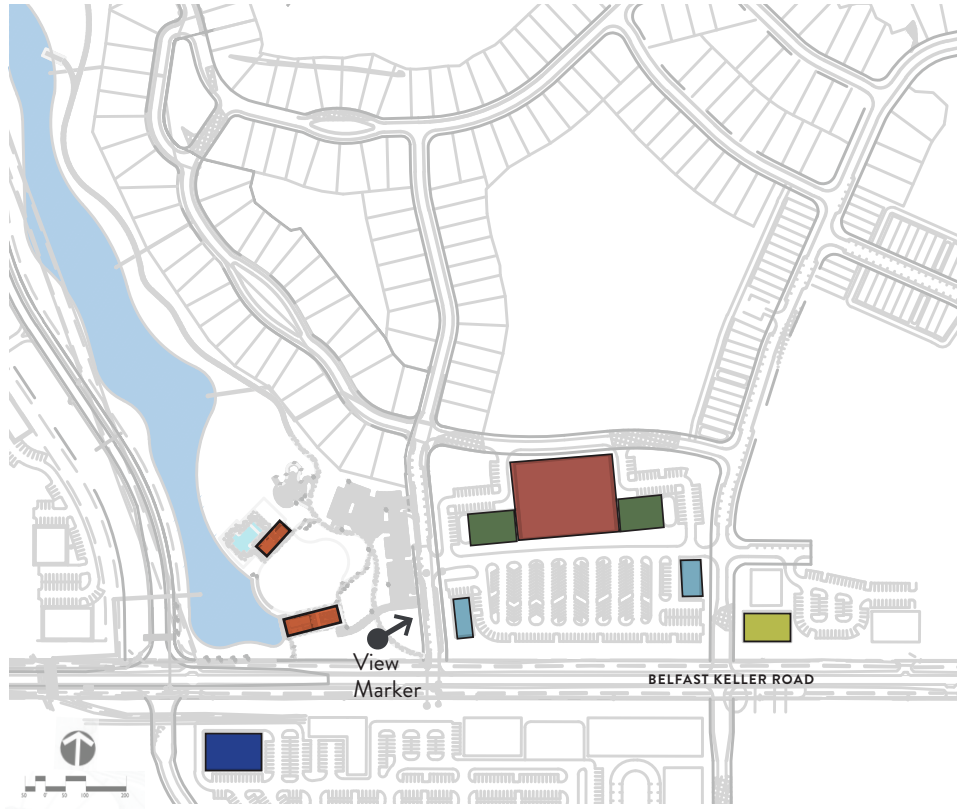


Simple Clean Fenestration



Native Vegetation

17C - Retail Village Center



17C VILLAGE CENTER

- Grocer
- Grocer Adjacent Tenants
- Outfitter Center
- Retail Outparcel
- Medical Outparcel
- Multi-Use Parcel



17C - Retail Village Center

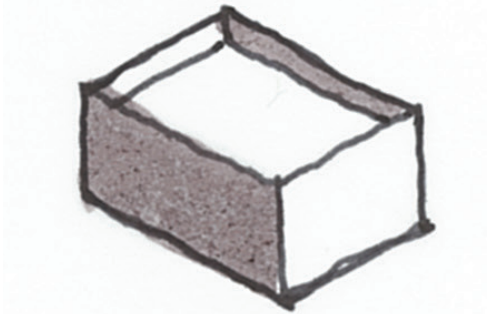


The Grocer

This 50,000 SF grocer is our **IN-TOWN MARKET**. As the largest building in the **VILLAGE CENTER**, this form is **BUILT TO LAST**. The architecture balances classic masonry forms, details, and proportions with clean, contemporary, and welcoming gestures.

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

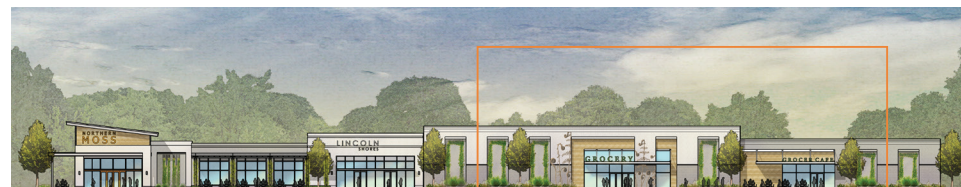
4 Painted Graphics or Tile

5 Crisp White Steel Canopy + Storefront

6 Create Shade and Comfort

7 Moments of Warm Wood

8 Rhythmic Facade Composition



Full elevation with focus area highlighted

The Grocer



Secondary Elements

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



Fenestration + Openings

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



Roofs + Overhangs

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



Indoor-Outdoor Relationship

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



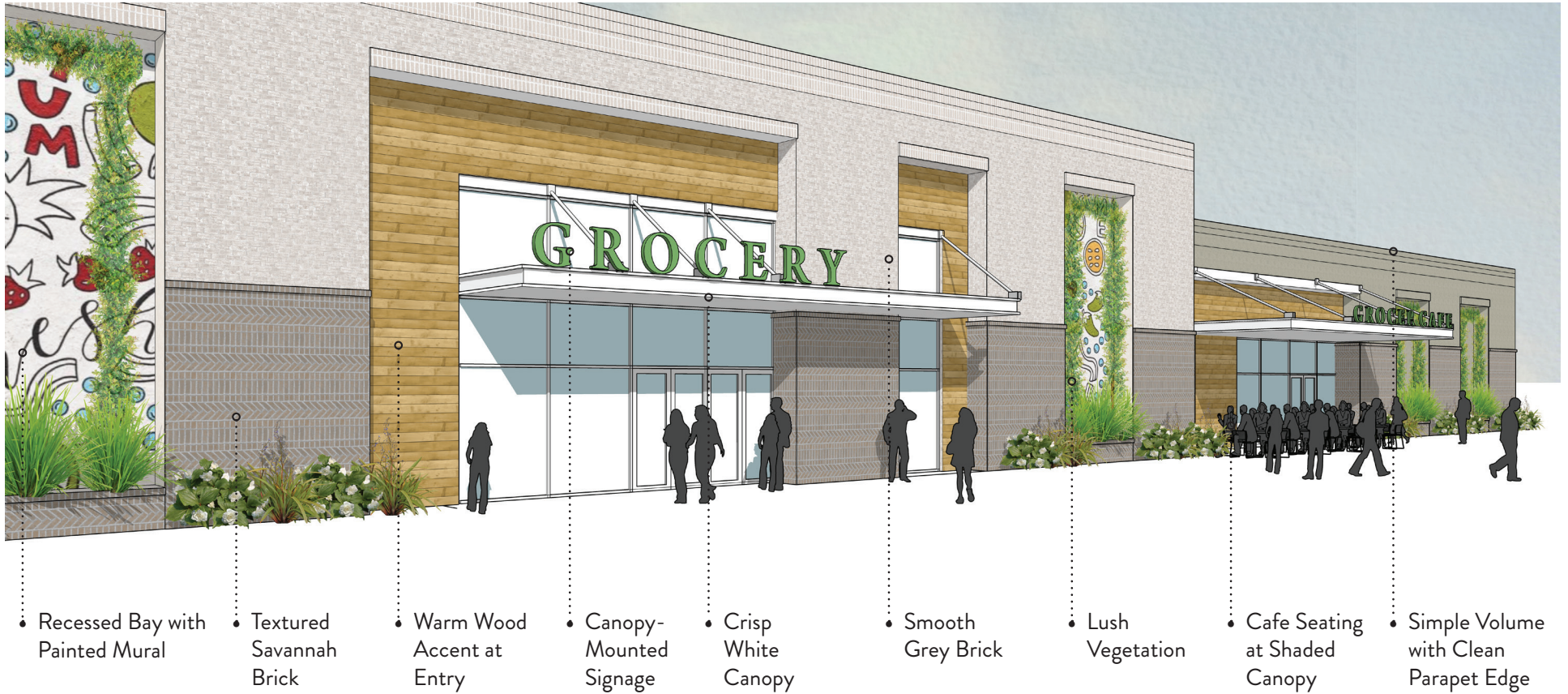
Signage + Graphics

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



Unexpected Details

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



Example Material Palette

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



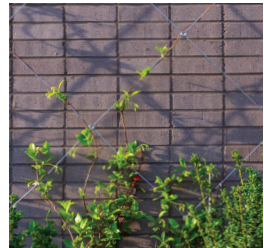
Smooth Grey Brick



Warm Wood Accents



Crisp White Fenestration



Lush Vegetation

Grocer Adjacent Tenants

The 9,500SF tenant areas flanking The Grocer are part of the **IN-TOWN MARKET**. Featuring a clean painted brick, the building is made of **SIMPLE FORMS WITH CORNER STATEMENTS**. Side porches and canopies provide shade and shelter. Wood and the use of trellis walls provide an accent and help to break up the large building mass.

Form + Massing:

Simple Mass with Corner Statement



+

Middle Tenant Articulation



+

Side Porches and Canopies



Grocer Adjacent Tenants



1 Side Porch with Warm Wood Soffit

2 Wood Clad Facade

3 Painted Brick Body

4 Warm, Textured Brick Water Table

5 Decorative Green Wall

6 Bright Clean Storefront

7 Moments of Shade and Comfort

8 Clean Lines at Parapet and Brick Coursing



Full elevation with zoomed in area highlighted

Grocer Adjacent Tenants



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 roof statement 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



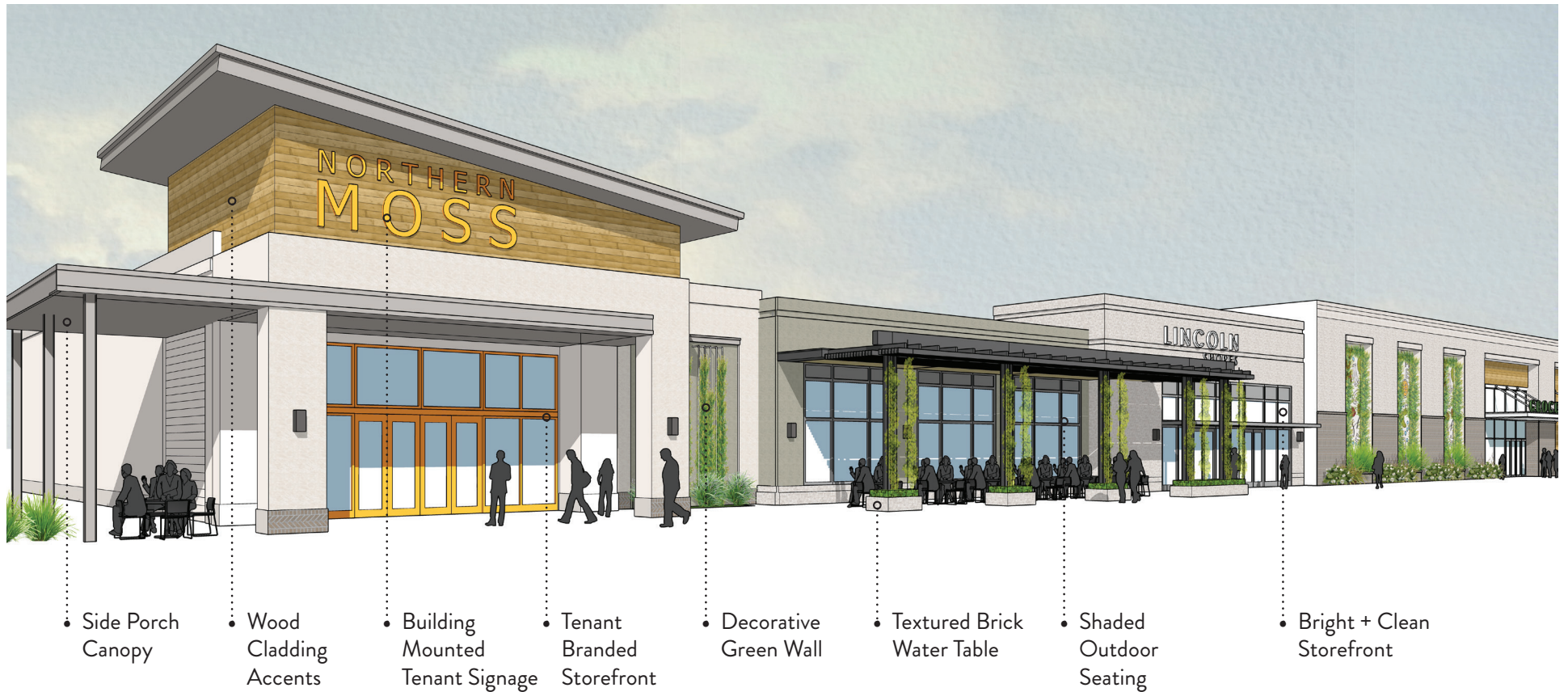
Signage + Graphics

- 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

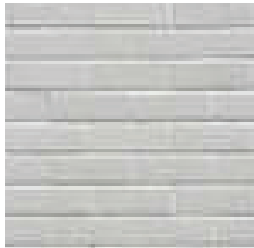


Example Material Palette

The palette for the Grocery Adjacent 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 Brick



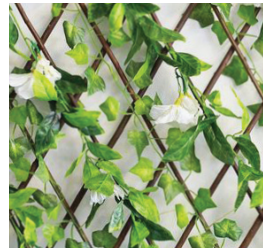
Smooth Painted Brick



Warm Cladding Accents



Contemporary Storefront



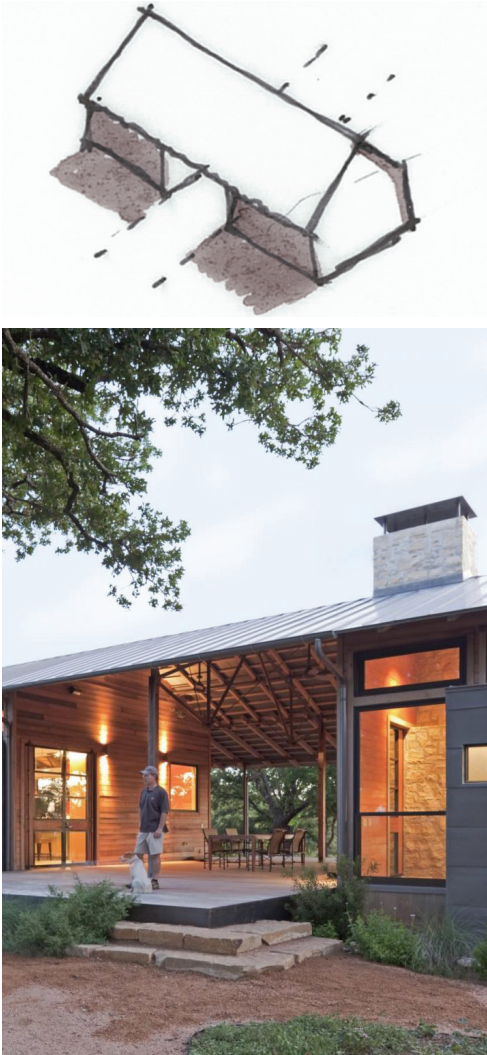
Lush Vegetation

Outfitter Center

This 5,000 square foot Outfitter Center holds the spirit of Richmond Hill's **CONNECTION TO THE FOREST**. Its light and airy wood expression links it to the pines of the Lowcountry and its **TIMBER HERITAGE**. It is an invitation to **ENJOY FAMILY, FRIENDS, AND THE OUTDOORS**.

Form + Massing:

Singular Vernacular Form



+

Light Expressive Overhangs



+

Human-Scaled Side Porches





1 Thoughtful Branding + EGD

3 Framed Views to the Outdoors

5 Generous Shaded Overhangs

2 Community-Focused Amenities

4 Wood as Featured Material

6 Light + Airy Feel

Outfitter Center



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 dogtrot
- Porch swings
- Wood slatted louvers at gable end



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

Example Material Palette

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



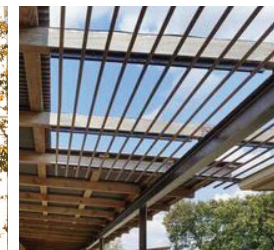
Standing Seam Roof



Reverse Board and Batten



Contemporary Storefront



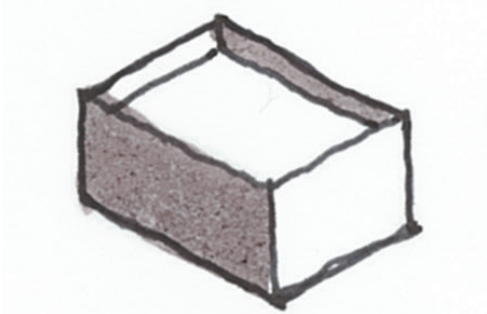
Trellis Roof Framing

In-Town Living

The Multifamily, 3-story garden walk up, architecture is inspired by the **BUILT TO LAST** historic Savannah townhomes that provide living **CLOSE TO TOWN, BUT CONNECTED TO NATURE**. Simple and straightforward, the multi-family is a calming, sophisticated, yet relaxed place to call home.

Form & Massing:

Simple Vertical Proportions



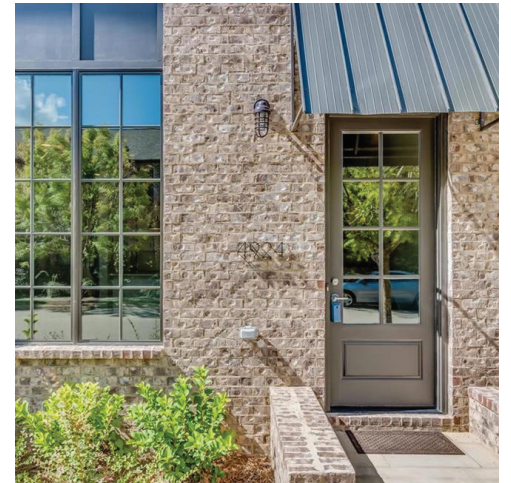
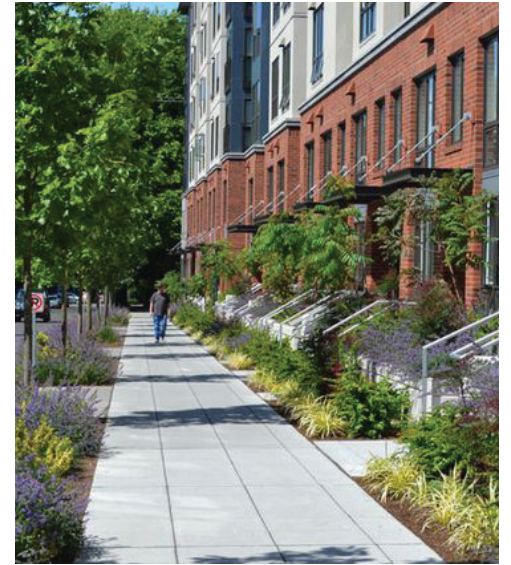
+

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

In-Town Living



Secondary Elements

- Add corner moments
- Accents of wood
- Subtractive and additive porches



Fenestration + Openings

- Simple articulation with vertical proportions
- Dark fenestration
- Proportional solid/glass percentage along main street frontages



Roofs + Overhangs

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



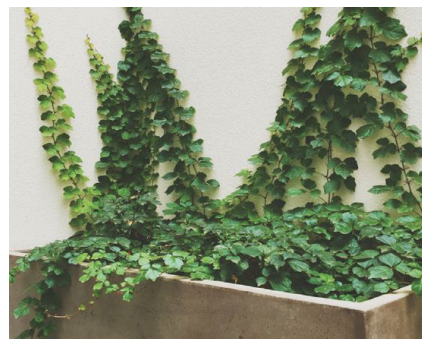
Indoor - Outdoor Relationship

- Create outdoor spaces as an amenity to residents
- Activate sidewalk with lush plantings
- Provide porches to overlook/activate street



Signage + Graphics

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



Unexpected Details

- Green as a building material
- Wood moments to add warmth
- Vibrant earth-tone accent colors



- 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 Material Palette

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



Stucco or painted brick body



Fiber cement siding



Wood or fiber cement siding



Painted steel / Prefinished aluminum



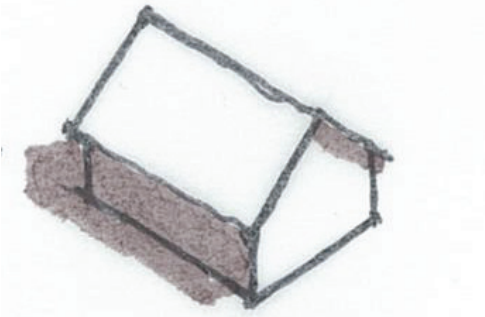
Green as a building material

Outparcel (Coffee)

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.

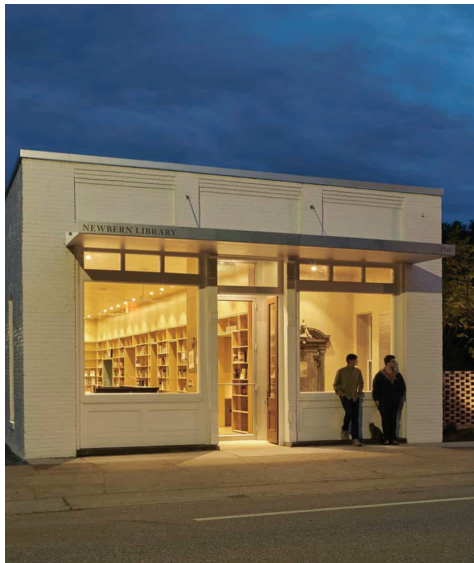
Form + Massing:

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

Outparcel (Coffee)



Secondary Elements

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



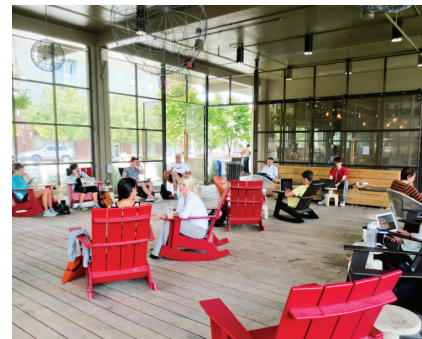
Fenestration + Openings

- 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

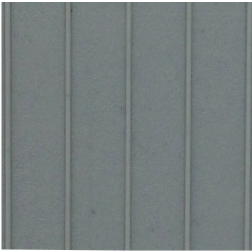


Example Material Palette

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



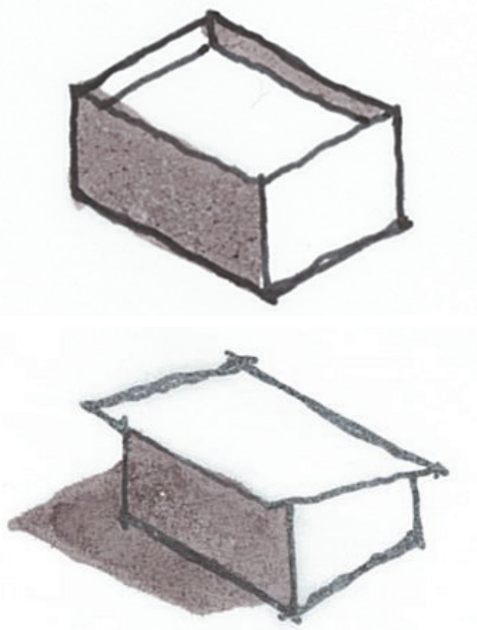
Lush Vegetation

Outparcel (Medical)

The 10,000 sqft Outparcel Medical Building balances **TWO COMPLIMENTARY CORNER ENTRY FORMS**. The materials are **WARM AND TEXTURED** integrating stucco and wood. The colonnade between the two entry forms provides shade and shelter with vertical green accents. The outparcel is **MORE RURAL LEANING** in materials but with a simple form.

Form + Massing:

Vernacular Forms with Simple Bridging Mass



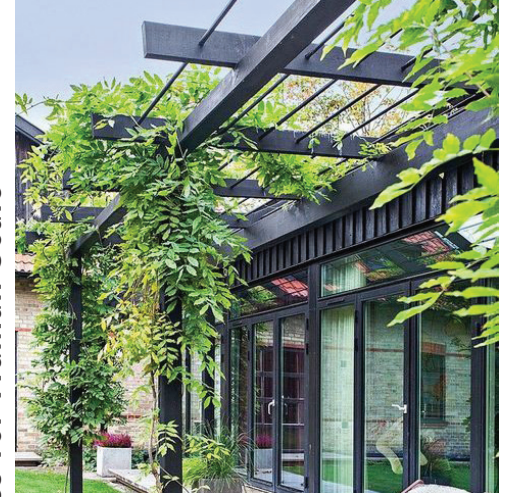
+

Contemporary Materials with Texture



+

Rhythmic Bays + Trellises for Human Scale





1 Vernacular Corner Forms

2 Vertical Wood Cladding

3 Savannah Grey Brick Blend

4 Lush Trellis Plantings

5 Indigenous Color Palette

6 Shade and Comfort

7 Simple, Clean, + Contemporary Signage

Outparcel (Medical)



Secondary Elements

- Open or semi-open trellis/canopy
- Secondary massing elements to be smaller in scale, more subtle in form, and clad in different materials



Indoor - Outdoor Relationship

- Lush landscaping elements to provide shade and comfort
- Trellis with seating acts as a porch feature
- Ample glazing provides enhanced connections to the outdoors



Roofs + Overhangs

- Shed roof with extended overhangs at corner entry expressions
- Smaller secondary mass to have a simple, flat roof parapet
- Flat, cantilevered canopies at tenant entries where appropriate



Fenestration + Openings

- Clean, large storefronts
- Pops of color at storefront provide welcomed contrast to neutral, natural building materials
- Recessed storefronts add depth and interest along a more planar facade
- Storefront glazing should have minimal reflectivity to encourage transparency



Signage + Graphics

- Building-mounted tenant signage located above entries
- Signage to be clean and simple when hosted against a rich material such as wood cladding
- Canopy-mounted signage acceptable if applicable



Unexpected Details

- Soft, native landscaping
- Planters at base of columns



Example Material Palette

Rural in form and material selection, the Medical Outparcel is a contemporary take on a timeless expression. The materials are neutral and vernacular to the Lowcountry region.



Savannah Grey Brick



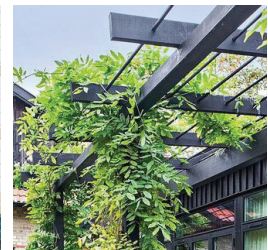
Vertical Wood Cladding



Standing Seam Roof



Punchy Storefront



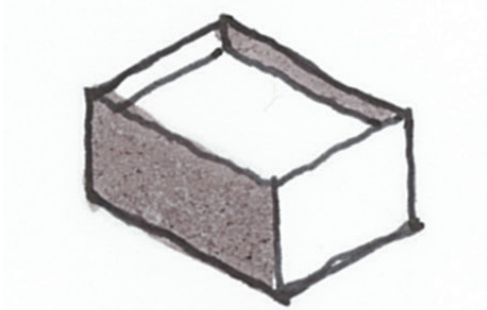
Vine-Wrapped Trellis

Fast-Casual

The Fast-Casual Restaurant is **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



+

Balance 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

Fast-Casual



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 Material Palette

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

Child Care

The Child Care Center is **FAMILIAR AND WELCOMING**. Generous glazing and shaded porches maximize the daylighting to the classroom spaces and enhances the indoor-outdoor relationship. The 10,000 sqft center is **RURAL LEANING** in form and material for a timeless and nature inspired feel.

Form + Massing:

Welcoming Vernacular Form



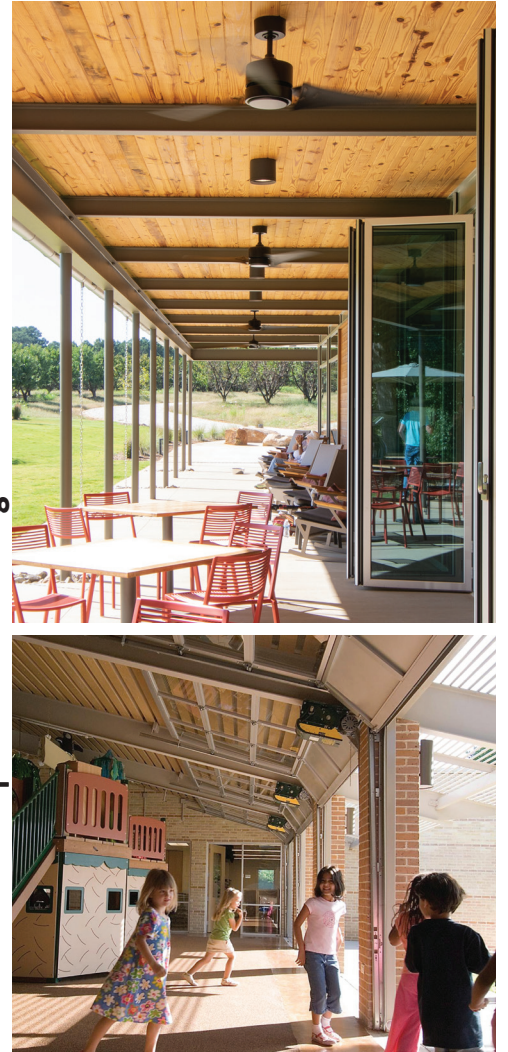
+

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

Child Care



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



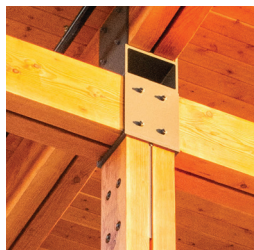
- Earth Tone Board and Batten Siding
- Outparcel Tenant Signage
- Roof Monitor
- Exposed Timber Frame
- Generous Glazing for maximum daylight
- Painted Brick
- Standing Seam Metal Roof
- Shaded Side Porch overlooking outdoor play area
- Lush outdoor play area

Example Material Palette

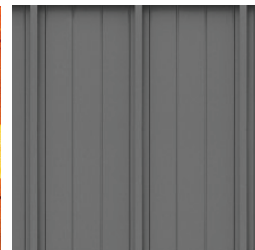
Familiar and welcoming, the material palette for the Child Care Center pulls inspiration from the rural vernacular with moments of playfulness and earth tone colors to accent the simple massing forms.



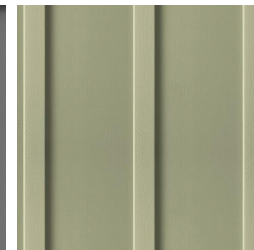
Painted Brick



Wood Timber



Standing Seam Metal



Board and Batten



Generous Glazing

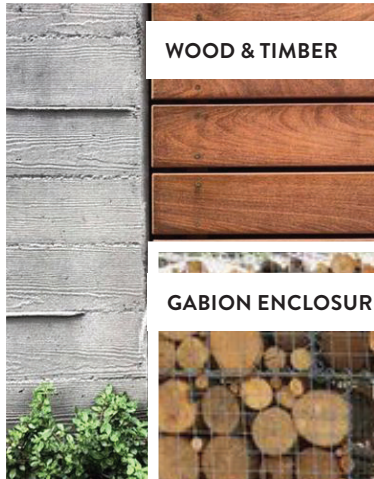
Signage Guidelines

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Sign Material Palette



DECORATIVE CONCRETE

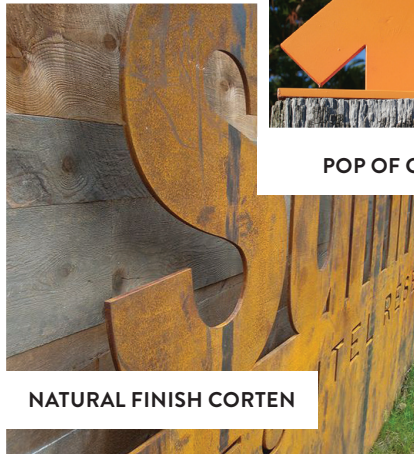


WOOD & TIMBER

GABION ENCLOSURE



POP OF COLOR

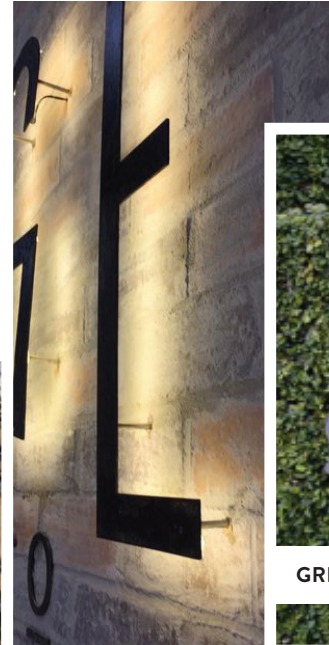


NATURAL FINISH CORTEN



TABBY

INDIRECT ILLUMINATION



GREENERY



PAINTED GRAPHICS

- of the land - natural
- in keeping with the local vernacular
- integrated with landscape material

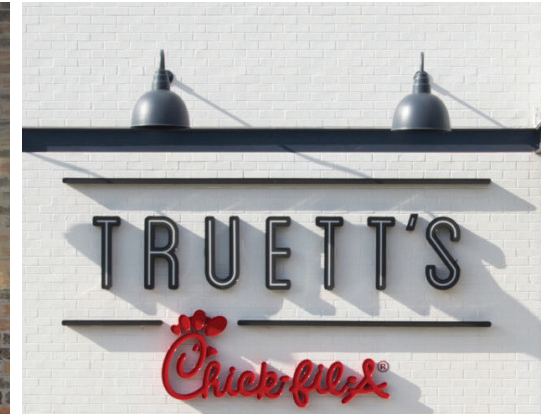
Building Tenant Signage

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)
- Letters should be individually pin-mounted
- 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.
- **17-C Retail Village Center.** Building-Mounted signs should either be halo-illuminated or illuminated from a remote lighting source for a softer and refined appearance. Here the use of acrylic-faced internally-illuminated letters is strongly discouraged.
- **15-A Interstate Commercial Development Area.** 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 in both the 17-C Retail Village Center and the 15-A Interstate Commercial Development Area.
- 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 such as geometric or irregular outlines with painted or applied letters, two or three dimensional symbols or icons and/or internal cutouts.
- 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 more restrictive.
- 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.
- Signage width should be a maximum of 10% wider than the opening below.
- Copy area of canopy sign counts towards total signage allowance.
- May be internally-lit, externally lit, or daylight
- 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:

- Window Signs shall be limited to 20% of the window area of any establishment.
- 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 Signs shall be applied directly to the interior face of the glazing or hung inside the window concealing all mounting hardware and equipment.
- Painted, frosted, and semi-transparent applications are preferred
- Window graphics are not to be internally or externally illuminated



Permissible Signage Materials + Design

Although not limited to these considerations, sign design should consider the following suggested materials:

- Painted Aluminum / Metals
- Natural finish metals to include bronze, aluminum, steel, stainless steel
- Corten Steel
- Etched and polished metals
- Cast metals/plaques
- Glass
- Tile / Terra Cotta
- Painted Signage (Applied Directly to Facade)
- Wood: painted or natural hardwood (small hanging signs only)

Sign design should consider the following suggested methods:

- Fabricated, crafted and assembled signs, combining several complimentary materials
- Layering, using materials in surprising ways materials
- Using new environmentally responsible materials
- Dimensional, sculptural or representational forms, cleanly executed and not embellished

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
- Internally-illuminated acrylic letter forms (17C only)
- 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
- Fabric banners
- Neon / digital signage mounted to interior of storefront window



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