POINT HOPE COMMERCIAL DESIGN PRINCIPLES

CHARLESTON, SOUTH CAROLINA

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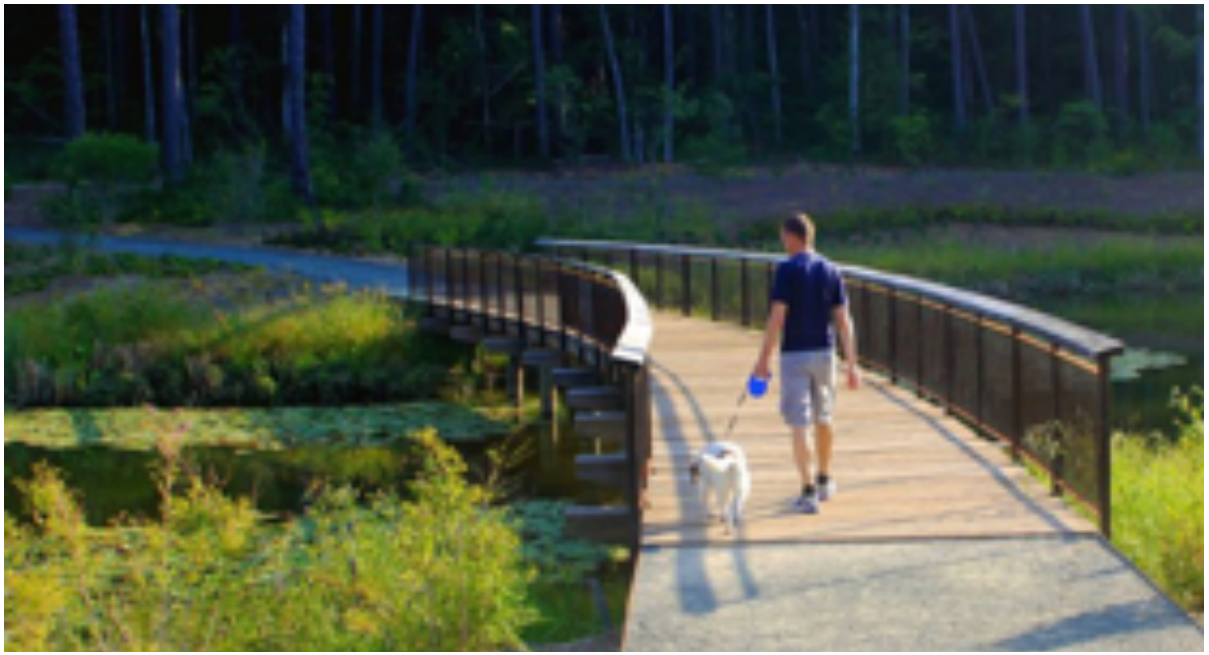
1. DESIGN VISION

1.1 OVERVIEW

Point Hope is comprised of over 9000 acres, located within the city of Charleston in Berkeley County, SC, stretching from the tributaries of the Cooper River to the north to the upper reach of the Wando River to the south, and bisected by the vehicular thoroughfare of Clements Ferry Road. It is an area of immense beauty with cultural and ecological significance. It is also an important area for the thoughtful economic growth and development of Berkeley County and the City of Charleston. The Master Plan for Point Hope recognizes its responsibility to provide opportunities for considered and sustainable economic development and simultaneously preserve and protect the beauty and ecological and cultural significance of the land.

The Master Plan seeks to establish a place—a new town—which includes the functionality and conveniences of modern life, but captures the essence of living in the Lowcountry. Point Hope is anchored by a mixed-use commercial district, Point Hope Village, that includes schools, retail, multifamily, and office uses. Along with two waterfront villages, and single and multifamily residential uses, all elements are thoughtfully interspersed with miles of marsh front and waterfront vistas.

The purpose of the Design Principles is to provide clarity and guidance related to the character and design of commercial office, retail, and multi-family building—and their associated sites—within Point Hope. Through this guidance, the Principles seek to foster the creation of a vital, mixed-use community that will become a lasting legacy for the region.



These two photos show the differing public realm experiences envisioned for Point Hope. Although one is more solitary and the other more vibrant, both offer a strong connection to the natural environment.

1.2 DESIGN VISION AND OBJECTIVES

Key components of the design vision include:

A. Innovation

Point Hope will be a community of the future. As the owner of the property, the Guggenheim family and corporate interests have a long history of innovation throughout our country. These Principles seek to continue this legacy. New development should be progressive in its approach, and should seek new methods incorporating sustainable practices, technology, architecture and site design, and interaction with the public realm.

B. Response to the Natural Environment

Point Hope's setting is what defines the Lowcountry: dense wooded areas mixed with live oaks, pines and other native species; widespread expanses of marshes fronting creeks and the Wando River; low-lying freshwater wetlands; an abundant and diverse array of wildlife. All new development must respect this environment, and should respond, conform and connect to the natural landscape as much as possible. This response may be broad, as in configuring a series of buildings' site placements and floor plans in orientation to the sun. Or it may be architecturally more specific, such as creating large expanses of glazing in key areas to connect the indoor spaces to those in the public realm.

Trails will provide public access to the environment throughout the Point Hope community.

Example indicating an innovative architectural approach in response to the environment: most notably, a large covered porch provides shade and restricts solar gain. A full façade of glass, protected by the porch, connects the interior to the exterior. Other key elements to consider are the use of wood detailing, large overhangs, and simple, but expressive, forms and detailing. Also of note are the expressive, exposed rafter tails.

1.2 DESIGN VISION AND OBJECTIVES

C. Recognition of History and Tradition

The history of the peninsula and Point Hope extends to the very earliest Native American settlements, and includes subsequent settlements that pre-date the nearby historic city of Charleston. The area includes important cultural resources, such as 18th century houses and historic cemeteries. Thus, the architecture that will define Point Hope should be rooted in history, tradition, and a sense of place. This recognition should be handled in an authentic manner, employing proper materials, proportions, and architectural elements. Faux-historic "elements," applied in a pastiche manner, should be avoided.

D. A Vibrant Public Realm

Creating active and diverse public spaces is critical to the success of Point Hope. The design and placement of the buildings, and the spaces they inhabit, will establish how the public will interact throughout the development. The relationship of the built environment to the streets, trails, and parks—all of which provide connectivity throughout the entire development—is paramount. In all of these areas, the pedestrian experience should be a primary focus.

Large sidewalks, open storefronts, awnings, street trees, sidewalk dining, and bicycle parking combine to create a vibrant public realm.

While the new commercial architecture does not necessarily need to be completely traditionally-based, it should nonetheless be rooted in the rich architectural history of the region. This example shows historically-inspired elements such as two-story porches extending across the sidewalk, a variety of massing styles, true storefronts at the street level, and architectural details including brackets, roof overhangs, exposed rafter tails and column bases. The signage, lighting, and sidewalk paving all provide an excellent pedestrian experience.

2. SITE DESIGN PRINCIPLES

2.1 DESIGN PHILOSOPHY

The existing natural environment should be protected and enhanced, and the approach of development should be in response to the existing conditions as much as possible. Site development, grading and drainage improvements should focus on minimizing impacts to the site, protecting water quality, and the continued use of natural drainage systems. The retention of existing trees is critically important.

Each specific development site should emphasize the network of trails throughout the community. The goal would be to increase access to those trails to create a viable connection throughout the community.

2.2 BUILDING PLACEMENT

Buildings should be sited so that they create an ordered relationship with one another and with the environment. Thus, response to the existing site conditions is important. In some cases, building placements should be consistent, in order to create a more formal public "street." In other cases, site conditions may dictate that building frontages and footprints are shifted to allow for the natural environment to take precedent. In all instances, the placement of buildings on a particular site should emphasize and create an active public realm, and where possible, will create a small-scaled "commercial village," appropriate to its context.

The buildings in this photo all incorporate storefronts which front a small public park. The majority of the parking is located elsewhere, but there are parallel spaces adjacent to the sidewalk, which provide a true feeling of an urban street.

This collection of buildings is a good example of a strong connection to the street and to the outdoors: over-scaled shopfront windows, clearly-delineated entry doors, and complete porches which overhang the sidewalk are all elements that serve to not only engage the public realm, but clearly show where the "front" is. Other items of note are the overall variety of scale between the three buildings, their varying roof pitches, the clear connection to nature, and the interplay between the buildings which allows for interstitial space to be used for seating, dining, etc.

2.3 PARKING AREA DESIGN

The pedestrian experience is critical. Where possible, parking areas should be located in secondary areas that are less visible from the public, so that the primary impact is pedestrian and not automobile oriented. Large expanses of parking are to be avoided; instead, parking should be broken into smaller areas, allowing for existing site features such as topography changes, grouping of trees, water features, etc., to help dictate the layout. Pervious materials for parking are strongly encouraged.

This is a parking area in front of a grocery store. It is successful because it employs hardscape and landscape elements to break up the more typical sea of parking often seen, and instead creates a much more pleasant pedestrian experience.

2.4 SERVICE, MECHANICAL UNITS AND LOADING AREAS

2.4.1 All service and loading areas are to be located to be minimally visible from the public. Where possible, those areas should be shared among various tenants, and separate access to those areas is encouraged.

2.4.2 Mechanical units shall be located and screened in a manner to minimize views of such areas from the public realm, and from adjacent buildings and roadways.

2.4.3 All garbage, refuse, and recycling containers shall be concealed from view from all adjoining properties and public streets. Trash collection or dumpsters shall be located and/or constructed so that containers are not visible from public roadways or common use private driveways.

2.4.4 Service access should not face any public roadway view. No refuse collection areas shall be allowed between a street and the front of the building.

2.4.5 Trash or dumpster enclosures shall be constructed of the same or complementary material as that of the building.

Here, a low brick wall, with simple detailing, is joined with a variety of landscaping materials to successfully screen a large parking lot from a busy road.

These images show various approaches to either emphasize pedestrian circulation or de-emphasize the scale of parking areas. Creative uses of paving materials, location of landscaping, and general organization allow for a much more pleasing pedestrian experience, and one which often allows for a better response to the environment. Large expanses of repetitive, unbroken parking areas—often seen in suburban shopping districts elsewhere—are strongly discouraged.

3. ARCHITECTURAL DESIGN PRINCIPLES

3.1 DESIGN PHILOSOPHY/ARCHITECTURAL CHARACTER

It is intended that the designer take advantage of the Charleston region's celebrated and popular architectural tradition. To that end, it makes sense to incorporate as much as possible of that character into buildings that meet contemporary economic and functional requirements.

Building design should reflect the South Carolina Lowcountry architectural tradition in window and door openings, glazing, details and finishes, colors, roof profiles, accessory features, landscape treatment, and, as much as possible, traditional building materials. Similarly:

A. Buildings should be elegantly proportioned, simple in their massing, and organized in their fenestration.

B. Intermediary spaces (porches, loggias, or piazzas) should be used to filter direct sun and heat, and provide protection from the rain. Significant roof slopes, prominent overhangs and eaves should be employed.

C. Natural light, ventilation, and shading should be reflected in the building orientation and its architectural expression.

D. Materiality will be expressive of, and appropriate to, the building type, and give the structure depth, character, and warmth.

E. Each building, when added to the composition that makes the whole, should contribute to the success of making it a better "place."

While the diminutive scale of this historic building is unlikely to be completely replicated in proposed commercial structures, it is important to note the building's simple proportions/ massing and shared connection to the environment. New architecture should employ similar methods to help relate to the historic precedents of the region.

These two buildings use several architectural elements derived from the vernacular of the region: pitched roofs, large porches and overhangs, brackets and other detailing, and roof elements (dormers and roof monitor). Additionally, there is a variety in size and scale between the two buildings. Adding to the pedestrian experience is the successful screening of mechanical units behind buildings and on roofs, availability of street furniture and bike parking, and use of quality paving materials.

3.2 BUILDING SCALE, FOOTPRINT, AND ARTICULATION

The scale and location of buildings is critical in order to create a vibrant and pedestrian scaled public realm. Buildings should be sited so that they create an ordered relationship with one another and with the streets. They must also obey certain parameters regarding their basic massing and articulation. This does not mean that the floor plate conventions of the commercial marketplace are not adhered to, but that when these requirements dictate excessively large dimensions and exaggerated proportions they should be mitigated through architectural devices and treatment.

As noted above, the architecture should be derived from the local tradition. This is not to imply that all buildings must look traditional; rather, their massing and general design approach should be inspired from the local forms. An over-designed, faux-historic approach is to be strongly avoided.

The intention is to make larger buildings appear smaller by breaking down their scale, to create a pedestrian scaled streetscape environment on the sidewalks and streets between buildings and groups of buildings, and to provide an architecture that relates to the region.

This building addresses the corner through the storefront extending to the side façade. Its height is mitigated by simple roof form, making the building appear smaller. Other elements to note are the detailing at the storefront, large expanses of glazing, and vertically-proportioned windows on the second floor.

This small school addition employs a contemporary interpretation of a porch, which serves as an outdoor classroom. Simple detailing and forms are used. Large, over-scaled windows and angular roof connect the interior to the exterior, and the naturally-stained wood decking adds to that effect.

This structure employs an open ground floor porch that serves as a loggia and provides ample shade for pedestrian circulation. The detailing of square columns, paneling, brackets, and large overhangs are notable.

These buildings are placed so that their porches encroach over the public sidewalk, allowing for a shaded circulation path. Each building is compatible with its neighbor, but is distinctive. All have well-proportioned and transparent storefronts, simple detailing, and classic proportions. The signage is also notable.

These two images show a small historic structure and a much larger grocery store. As with the house, the grocery store's scale is broken down into smaller masses, has appropriately-pitched roofs, employs a porch as a front entry element, and has very simple detailing. Even the color palette of the grocery store recalls the earlier architectural approach.

Here, the overly horizontal, window-less box of a typical suburban grocery store is transformed into a human-scaled, inviting building that relates to its context and addresses the street. The massing is broken into smaller elements, there is a true storefront of ample glass, the roof is pitched, and the materials and colors are well-suited. Additionally, the signage is creative, public dining, merchandising and seating areas are provided, and the lighting is inviting.

Example of a design rooted in the vernacular architectural tradition of the Lowcountry: square columns, pitched roof, large porches. The signage and lighting is scaled to the pedestrian.

This design shows a more progressive approach expressing connectivity of the interior spaces to the exterior, and vice-versa. More contemporary materials such as full-height glazing, exposed steel columns and framing, along with key planting areas, form an exterior "room" for the public.

This diminutive building is one-story, but it has excellent proportions through the simple use of a raised parapet behind a small shed roof and vertically-proportioned windows and column bays. The parapet also allows for signage placement and concealment of mechanical units.

3.3 EXTERIOR BUILDING MATERIALS

The materials used should reflect an emphasis on regional materials and construction, and should be of high quality. While each building is encouraged to have an individual design, the intent is to create a consistent vocabulary of enduring materials throughout the Point Hope community.

Encouraged materials include:

A. Cladding
- brick
- painted brick
- three-coat cementitious stucco
- exposed steel, if architecturally detailed and if appropriate to the building's style
- painted or stained wood
- cementitious (smooth finish) siding or panels
- metal panels/siding

B. Roofing
- standing seam metal
- corrugated or 5-v crimp metal
- flat/low slope roofing systems behind parapet

C. Windows
- wood/clad wood
- aluminum/metal
- glazing should be primarily clear with minimal
- tinting and reflectivity.

D. Awnings
- canvas
- metal

Materials to be avoided include:

A. Faux stone, or other simulated materials

B. Exterior Insulated Finish Systems (EIFS) or other synthetic stucco systems

C. Vinyl siding

D. Split face cmu or painted cmu

This grocery store uses several methods to enhance the public realm and make it appear less of a "big box." The materials—lapped siding and brick—are smaller in scale than typically used for this project type. The pitched roof and cantilevered awnings are used in dramatic fashion, and the large expanses of glazing allow pedestrians to see into the building. The front of the building is filled with street furniture and plantings, allowing it to be used as a gathering space and additional merchandise area.

In this instance, the interior and exterior spaces are connected: those dining inside are visually connected to the exterior dining space, and vice-versa. This connection occurs through windows that are broken into various proportions of a human scale. The architecture takes on a progressive, yet familiar, tone through its use of metal siding and brick materials, steel columns and railing colors, and variety of fenestration patterns. This approach would also work well in office and retail uses.

This structure has a simple but dramatic form due in part to its roof pitches. The large porch/ gathering area provides a connection to the exterior. The angled brackets and large porch overhang provide a delicate and playful edge to the street.

Here, this simple vernacular building holds the corner by continuing its storefront on two sides. Awnings are used only where needed to shade the sun. Street trees and brick paved sidewalks add to the pedestrian experience.

This is a drystack building (boat storage). It employs one material used in a creative manner—along with a good choice of color—to provide a striking structure for an otherwise utilitarian use, and it works well within its context.

The scale of this building is reduced by using varied materials, including vertical metal siding, exposed steel framing, wood slats, and standing seam metal roofing. Also note the large expanses of glass in key areas, as well as the subtle building lighting.

This photo shows a large retail store with a two-story open gabled structure addressing the public realm. Its use of vertical siding, translucent roofing panels, louvers, exposed steel framing, and active planting materials create a vibrant street presence much different from the typical suburban big box retail seen elsewhere.

This collection of retail structures employs metal and wood siding, various roof forms, public covered areas, and complementary but differing colors allowing for a diverse public experience. Also of note are the differing street tree types and clever signage.

3.4 ARCHITECTURAL LIGHTING

3.4.1 Overall, lighting should be limited, but as necessary for safety and code compliance.

3.4.2 In general, the lighting for buildings should be subtle and should complement the architectural character of the buildings. Exterior building lighting is an important component to establishing a friendly, fun commercial environment. In some examples it may be appropriate for lighting to celebrate a building's use, or a particular architectural feature, etc.

Building lighting on primary and street fronting facades shall be decorative in nature.

3.4.3 Building lighting should only be used in key areas. The primary purpose of the lighting of buildings is to identify the public access points. Up-lit, overly-lit buildings, and/or large/garish light fixtures are to be avoided.

3.4.4 All security lighting at the rear or sides of buildings shall be IES cut-off fixtures, Dark-Sky approved. Building mounted floodlights or "wall-packs" are not permitted unless meeting this criteria.

3.4.5 Lighting intended to illuminate the top of a pitched roof will not be permitted.

3.4.6 See also section 4.5 Site Lighting for more information.

Example of well-executed architectural lighting on a series of storefronts. The lighting is focused on key areas of signage and architectural forms, the light fixtures themselves are understated, and the overall effect is an evenly-lit but pleasing pedestrian experience.

This example illustrates the effect that thoughtful lighting design can create. The building's interior lighting spills to the exterior through large expanses of windows, effectively connecting the interior to the exterior spaces. The simple uplights highlighting the trees allow for a pleasant dining experience. Other items to note are the creative signage, use of a more progressive metal siding material, simple roof forms, street furniture, and multiple paving materials.

The lighting for this restaurant space effectively connects the interior to the exterior. Sconce lighting and low-voltage landscape lighting creates an outdoor "room" to be shared by patrons.

4. LANDSCAPE ARCHITECTURE DESIGN PRINCIPLES

4.1 DESIGN PHILOSOPHY

The planting design should employ a native palette to emphasize the sense of place. Landscape designs within Point Hope community should reflect this awareness by complementing the natural surroundings.

The retention of existing tree cover, hedge rows, and natural edge vegetation is extremely important as the basis for acceptable landscape design.

A common streetscape design theme will be carried throughout the project. This theme will provide for a shade canopy along all public roadways.

Here the landscaping is minimal, but still allows for a pleasant outdoor area. The use of progressive materials such as steel framing, stained wood, and metal combine with the climbing vines to soften the experience for diners.

The beauty of the natural elements should be respected. In this case, this magnificent oak impacts the street's edge and defines the building's placement.

4.2 APPROPRIATE PLANT MATERIALS

The plants chosen should employ native and indigenous plant materials to complement the existing landscape. See City of Charleston Zoning Ordinance Appendix A: Recommended Tree and Shrub Species for Parking Lot Landscaping and Landscape Buffers; and Appendix B: Recommended Native and Naturalized Tree, Shrub, and Grass Species for Landscape Buffers.

4.3 TREE REMOVAL AND PROTECTION

Existing trees and vegetation are recognized as valuable assets to Point Hope community providing a more healthful and beautiful place to live and work, as well as beneficial to attracting visitors, new residents and businesses. Removal of existing trees is discouraged and should be limited.

This small central courtyard is fronted by retail spaces, and works with the existing trees while also adding new plantings. The raised brick planting beds, brick pavers, and street furnishings add to the pedestrian experience.

4.4 SITE FURNISHINGS

4.4.1 Site furnishings shall be designed as an integral part of the site plan and complementary to the surrounding architecture.

4.4.2 Only "commercial grade" permanent furnishings will be permitted.

4.5.2 Residential-quality site furnishings are prohibited.

4.5.3 Bicycle racks are encouraged at all locations. Where large numbers of bicycles may be anticipated, appropriate design consideration shall be given to the location and organization of such bicycles.

4.5.4 Benches, ashtrays, planters and waste bins are required.

This photo shows an example of buildings connected to an active, diverse public realm and environment. Using mostly glass storefronts broken by simple detailing, the facades of the buildings form a welcoming edge to a central open space. The public area is informal, with natural tree planting, soft lighting, moveable furniture, and simple paving materials.

The outdoor spaces need not be formal. Here, vibrant canopies, a mix of seating types, and various lighting elements create an eclectic public area.

Street furniture should respond to its context. Here, classic rocking chairs invite the visitor to relax and enjoy the natural setting. The detailing of the varied paving and fencing materials, and custom light fixtures, should also be noted.

In this instance, the street furniture reflects the more formal setting. Similar to above, the paving materials are varied, depending on their location and use.

4.5 SITE LIGHTING

4.5.1 Adequate site lighting shall be provided to ensure the efficient and safe flow of pedestrian and vehicular traffic.

4.5.2 Driveways and intersections should be clearly identified. Particular attention should be given to lighting of building fronts on sidewalks as it relates to the overall lighting pattern and lighting intensity along the streetscape.

4.5.3 Any light source (lamp) shall have a color range between 2700 K and 3500 K and shall be consistent throughout the site. Fluorescent, metal halide and LED luminaires are acceptable light sources. Incandescent lamps may be used in wall mounted decorative light fixtures only. Sodium lighting is not permitted.

4.5.4 All parking lot lighting and pedestrian pole lighting shall be IES cut-off fixtures, Dark-Sky approved.

4.5.6 All site lighting shall be positioned to minimize visibility of light sources from any public view and shielded to prevent glare or spill over onto adjacent sites.

4.5.7 Pedestrian scaled light fixture housings, standards and supports shall be traditional in design, and finished in dark colors such as dark bronze, black, or Charleston green. Pedestrian scaled lights are those measuring 12' to 15' above finish grade.

4.5.8 Up-lighting from in-ground floods should be used to highlight special landscape or building features. Such lighting shall not cause glare or spill into adjoining properties.

Appropriate parking lot lighting will meet the night sky lighting standards.

Subtle lighting in this water feature creates a dramatic effect. Note also the lighting on the façade signage at the building.

5 SIGNAGE PRINCIPLES

5.1 DESIGN PHILOSOPHY

Signage in Point Hope community will take on many different forms based on the intended use. The signs used should be consistent with the overall palette of the development, and should contribute to the sense of place.

5.2 SIGNAGE MATERIALS AND TYPES

5.2.1 All signs shall be appropriate as pertaining to the scale, materials, and use of the associated particular building, and of the Point Hope community in general.

5.2.2 Unique, architecturally interesting signs which complement or enhance the public realm are encouraged.

5.2.3 Generic, "off the shelf," and corporate signs that are non-specific are discouraged.

5.2.4 Internally lit plastic signs are prohibited.

5.2.5 Internal sign cabinet illumination is not permitted; instead use ground lighting.

The community aesthetic is enhanced through the use of a variety of signage styles, materials and creative graphics. Signage incorporated into the building design adds personality and interest.

6.0 COLOR

6.1 COLOR DESIGN PHILOSOPHY

The colors chosen for new structures will be critical to the overall success of Point Hope. Just as with the architectural design direction and materials used, the colors selected should be derived from regional use, and should emphasize a collective sense of place.

The colors selected may vary depending on the building's use, location, and architectural design. The general intent is for the colors to complement the architectural design in a subtle manner. Overly bright, contrasting colors, or buildings with numerous differing colors, are strongly discouraged.

That said, the intent is not to create a muted environment consisting of dull tans and greys. There may be instances where the use of a strong color to emphasize a particular architectural element is warranted, or even encouraged.

6.2 COLOR PALETTE

A color palette drawn from the natural environment of Point Hope and Lowcountry should be used. Examples, though not limited to, include a variety of tinted whites and soft greens, blues and yellows.

6.3 COLOR USE IN PARTICULAR INSTANCES

6.3.1 Metal roofs should be Terne metal red, grey, silver, or black.

Fiberglass or asphalt shingled roofs should be grey.

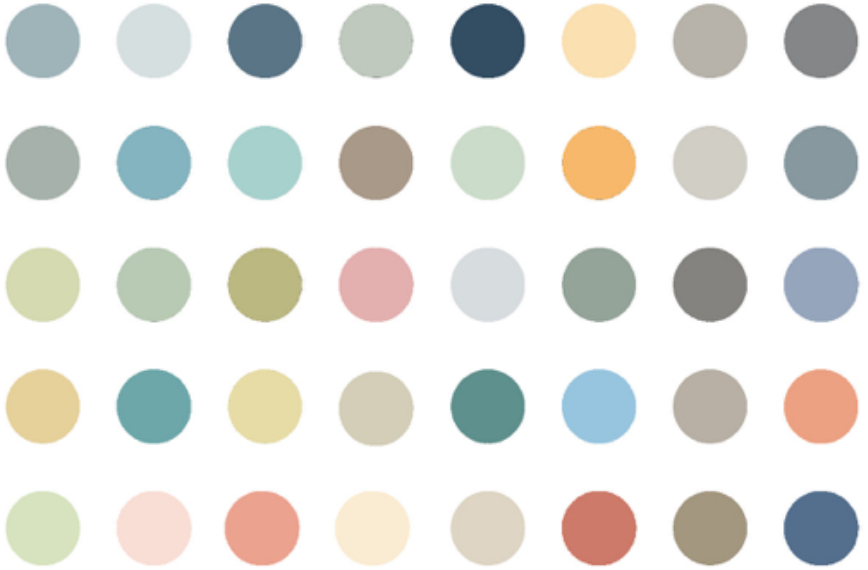
6.3.2 Utilitarian structures (mechanical and trash screening, etc.) should employ colors which diminish their appearance as much as possible. In many cases, these elements' colors should match the color of their adjacent materials. For example:

A mechanical screen on a roof should match the roof color.

An enclosure at grade at the rear of a structure should match the building material.

A fence screening a trash area and is separated from a building may be best suited in a muted and/or landscape color, in order to blend in with the surrounding elements.

Soft palettes of Lowcountry colors found in nature are used to create unity among buildings and the surrounding environment, while establishing a sense of place. Some color examples can be seen here.



Color can be used to accent and draw attention to important architectual elements. Below left, a punch of red draws attention to the building's front door. Bottom right, a large grocery store uses a simple and consistent color palette to reduce the impact and scale of the large building.