

Festival South – Design Approach

Festival South is a proposed shell warehouse development designed to provide a highly functional, efficient, and durable facility that supports modern logistics, storage, and operations. The architectural approach emphasizes operational efficiency, structural clarity, and a clean, contemporary aesthetic. Located south of the recently approved industrial warehouse development to the north, the design approach for Festival South was to incorporate similar design elements found in the northern development. Rather than an exact copy of the northern development, Festival South is designed to have its own unique character to reduce possible monotony in the overall development and neighborhood.

The most notable similarity between the two projects is the use of the color palette and the patterning. The entry features in Festival South do not incorporate the framing or boxing elements found in the project to the north. The entry features instead use overlapping layers to give three-dimensional character and connect to the dynamic patterning along the elevations. Unlike the northern development, Festival South makes use of a more dynamic pattern along the elevations but still uses a similar scale and rhythm. More breaks/steps are created in the tilt-up panels compared to the development to the north. These breaks are painted a darker color to create more depth to those panels and also create articulation in along the parapet.

CMBE Architecture



Mark Brodnick
Principal

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