

6.0 INDUSTRIAL DESIGN GUIDELINES

A. INTRODUCTION

The industrial design guidelines presented in this section focus on efforts to foster good design in order to create a quality built environment for the City, encourage reinvestment, and maintain the City's economic vitality in general. The design principles provided herein are applicable to the industrially zoned properties (CM, M1 and M2) located throughout the city. However, development that involves mostly commercial retail or office should incorporate the City's commercial design guidelines to the greatest extent feasible. The following design objectives should be considered in the aforementioned industrially zoned properties:

- Promote a high quality, attractive and functional design.
- Consider the scale, proportion and character of development in the surrounding area.
- Protect sensitive uses, such as residential uses, from impacts related to noise, light, odor, and traffic.
- Protect the surrounding area and community from the visual impacts associated with the function of the site and use.

B. ARCHITECTURAL GUIDELINES

I. STYLE

- a. A consistent architectural style should be used for a building and its related elements (i.e., exterior lighting, canopies, trellises, etc). Multi-building projects should also use a consistent architectural style.

- b. The architectural style of a proposed project should consider the style of adjacent uses, in cases where such adjoining uses reflect quality development as described in the provisions of these guidelines. When a proposed project abuts a parcel developed with commercial and/or residential uses, the architectural style should incorporate design elements of the adjoining uses, in cases where such adjoining uses reflect quality development as described in the provisions of these guidelines.
- c. The style should employ variations in form and significant architectural details to create visual interest.
- d. An attractive appearance to all facades should be provided through the use of quality materials and design details (i.e., windows, doors, trim, cornice, accents, etc.), which are provided throughout the structure.

2. MASSING

- a. A single, dominant building mass and long unarticulated building facades are not acceptable. Dividing the building into smaller, segmented massing areas is encouraged through the use of vertical and horizontal offsets.
- b. Massing breaks and building projections should relate to the building scale and minimize building mass.
- c. The massing and scale of a proposed building should consider the massing and scale of adjacent uses. When a proposed building abuts a parcel developed with non-industrial uses, the massing and scale should be compatible with that of adjoining uses.

3. BUILDING EXTERIORS

- a. Blank, unarticulated wall surfaces are unacceptable.. Exterior materials, including finishes, colors and accents (i.e. cornices, awnings, etc.) should be used and carefully selected to help reduce building mass, create visual interest and provide for a consistent design.
- b. High maintenance building materials such as stained wood, clapboard, or shingles should be avoided. False facades and other simulated materials and ornamentation should be avoided.
- c. The size and location of doors and windows should relate to the scale and proportions of the building elevation on which they are located, while helping to minimize building mass.
- d. Gutters and downspouts should be concealed, unless designed as a decorative architectural feature.
- e. Entryways should be well defined through the use of color, exterior finishes, accents and architectural features.

C. SITE DESIGN

I. BUILDING SITING

- a. The arrangement of structures should relate to the characteristics of the site and to surrounding uses and structures. Sensitive uses, such as residential I uses, should be buffered and protected by incorporating strategies such as appropriate building orientation and increased setbacks in project layout.
- b. Building entries and office areas should be fronted towards the adjoining street.

2. CIRCULATION AND PARKING

- a. Site access and internal circulation should promote safety, efficiency, and convenience. Conflicts between vehicles and pedestrians should be avoided.
- b. Continuous on-site circulation should be provided throughout the site. Dead-end driveways should be avoided. A vehicle entering a parking facility should not be required to enter a street or alley to move from one location to any other location within the same parking facility or premises.
- c. Design parking areas so that pedestrians walk parallel to moving cars, thus minimizing the need to cross parking aisles and landscaped medians.
- d. Parking areas should be screened by buildings and landscaping. Parking lots should be separated from buildings by a raised walkway and landscape planter.
- e. Parking areas should be arranged to minimize conflicts with loading activities.

3. LOADING, DELIVERY AND STORAGE

- a. Loading, delivery and storage areas should not face onto streets. Loading, delivery and storage areas should be sited so as to be concealed from public view through the placement of buildings, architectural wing walls and screen walls.
- b. When a proposed industrial project adjoins a sensitive use, such as a residential use, the placement of the loading, delivery and storage areas should be sited to protect and buffer the adjoining residential use from noise, light, odor and visual impacts.

4. LANDSCAPING

- a. Landscaping should be used to define entrances to buildings and parking lots, buffer incompatible and sensitive uses, such as residential uses, and screen storage, loading and equipment areas.
- b. Wherever an industrial use adjoins a sensitive use, such as a residential use, additional landscape buffering should be provided.
- c. Parking lot landscaping should accent drive entrances, frame major drive aisles and highlight pedestrian paths. Landscaped berms should be used along the portion of a parking lot which abuts a street, in order to screen the parking lot from the street.
- d. Landscaping should be provided along long wall expanses to soften the otherwise blank surface.

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