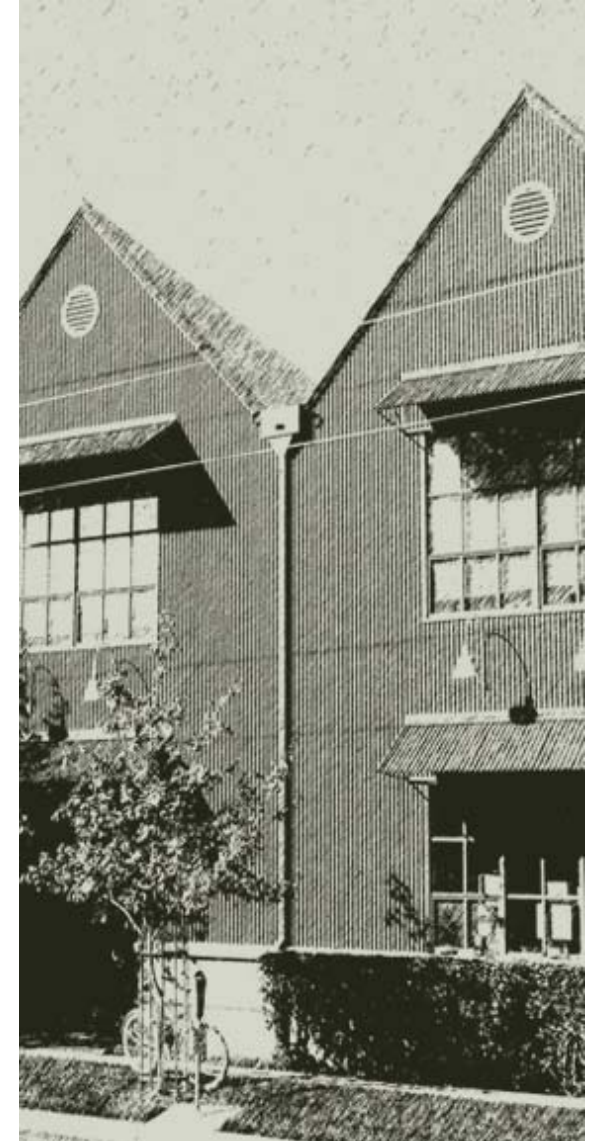


Chapter Contents

Purpose	6-2
Applicability and Use Types	6-3
❖ Light Industrial Development	6-3
❖ Heavy Industrial Development.....	6-3
(1) Site Design	6-4
❖ Building Placement and Orientation	6-5
❖ Circulation and Vehicle Parking	6-6
❖ Public Spaces and Bicycle/Pedestrian Amenities	6-9
❖ Landscaping, Screening, and Buffering.....	6-10
(2) Architecture	6-15
❖ Massing, Scale, and Form	6-16
❖ Design Concept, Style, and Details - Facades and Roofs....	6-18
❖ Design Concept, Style, and Details - Building Materials and Colors	6-19

chapter 6: Industrial Project Types



Purpose

Unlike the design of other types of development where aesthetics can take a stronger role, the design of industrial projects often dictates that functional or operational needs take precedent over aesthetics. The purpose of this chapter is to provide clear design guidance for industrial development to balance operational needs with the aesthetics of a given project and surrounding development.

Applicability and Use Types

The provisions of this chapter apply to two types of industrial development: Light Industrial and Heavy Industrial. Each type of industrial development is described below:

- ❖ Light Industrial Development
- ❖ Heavy Industrial Development



Light Industrial Development

Light Industrial development is generally characterized by operations involving light assembly and manufacturing, wholesaling, warehousing and distribution, agricultural and industrial processing within structures, and support commercial services. Light industrial operations may be conducted in a single building or within a complex of multiple buildings that are collectively known as an industrial park or office/industrial park.



Heavy Industrial Development

Heavy Industrial development is generally characterized by a full range of manufacturing, agricultural, and industrial processing, general services and distribution uses, including uses with outdoor equipment and product storage. Heavy industrial operations can often be more land-intensive, requiring the storage and conversion of raw materials, and/or large equipment. These projects may be conducted in single or multiple buildings, and less likely within an industrial park where a cohesive design theme may be apparent.

1 Site Design

Design Intent

Arrange buildings and site components on sites to appropriately balance functional needs with aesthetics.

The site Design section includes the following subsections:

- 6.1.1** Building Placement and Orientation
- 6.1.2** Circulation and Vehicle Parking
- 6.1.3** Public Spaces and Bicycle/Pedestrian Amenities
- 6.1.4** Landscaping, Screening, and Buffering

Design Guidelines (DG)

DG 6.1.11 - Orient building elevations with windows or primary building entrances to street views.

DG 6.1.12 - Locate large parking areas to the rear or sides of sites to minimize public views from streets.

DG 6.1.13 - Locate primary parking areas for employees or customers close to related building entrances.

DG 6.1.14 - Locate exterior storage, assembly, or other work areas to the rear of buildings and away from street frontages.

DG 6.1.15 - Orient service bays and loading docks to not directly face primary street frontages.

DG 6.1.16 - Locate ancillary industrial equipment (such as pressure tanks, compactors, dust vacuums, duct work, etc.) to the rear or sides of buildings.

Cross Reference: CMC Sections 19.60.060 H.2 and 19.70.090.

6.1.1 BUILDING PLACEMENT AND ORIENTATION

Design Objective

Building placement and orientation which recognizes functional needs while screening unaesthetic uses or views.



DG 6.1.11



DG 6.1.11 & 6.1.16- Ancillary industrial equipment is not visible from the front elevation



DG 6.1.13



DG 6.1.11 & 6.1.15

Design Guidelines (DG)

DG 6.1.21 - Provide the minimum area of paved access ways that is necessary for the safe maneuverability of loading and delivery vehicles.

DG 6.1.22 - Locate service bays, loading docks, and roll-up doors at the rear of structures, or along the sides if adequately screened from public views.

DG 6.1.23 - Ensure that loading areas are adequately screened from public views.

Cross Reference: Chico Municipal Code Sections 19.70.010, 19.70.090 B.3 and 19.70.090 B.5.b.

6.1.2 CIRCULATION AND VEHICLE PARKING

🔑 Design Objective

Efficient circulation of truck movements and convenient parking for employees and customers.



DG 6.1.21- Efficient site design minimizes paved area for parking and truck maneuverability



DG 6.1.22- Parking is located along the front of the building and service bays are located along the side



DG 6.1.22- Service bay located at the rear of building and accessed from rear driveway



DG 6.1.23- Landscaping helps screen service bays

Design Guidelines (DG)

DG 6.1.25 - Ensure that all loading and unloading areas are not within public right-of-ways and do not conflict with other traffic areas on-site.

DG 6.1.26 - When feasible, provide cross-access to adjacent non-residential properties for convenience, safety, and efficient circulation of motor vehicles.

DG 6.1.27 - Include safe and convenient bicycle/pedestrian connections to surrounding residential and commercial. Retrofit existing industrial developments with such design features where feasible.

DG 6.1.28 - Incorporate design features that promote use of alternative modes of transportation including pedestrian, bicycle, and public transportation.

Cross Reference: GP Policy LU-G-18 and CMC Sections 19.70.070 B and 19.70.090 B.5.c.



DG 6.1.24



DG 6.1.27



DG 6.1.27- This wide path provides a safe alternate route connecting nearby uses

Design Guidelines (DG)

DG 6.1.29 - Minimize the visual impact of vehicles by locating parking areas to the rear or side of commercial developments, rather than along the street frontages. Avoid elevating parking area grade.

DG 6.1.30 - Screen parking areas from street views.

Cross Reference: Chico Municipal Code Section 19.70.060 B.1.



DG 6.1.28



DG 6.1.29- The landscape mounding and hedge screens the parking lot from street views

Design Guidelines (DG)

DG 6.1.31 - Define employee or customer gathering areas with architectural elements such as special surface textures, seating, landscaping, art, water features, or lighting.

DG 6.1.32 - Provide covered or shaded areas for employees or customers for uses such as work breaks, lunches, events, and meetings.

DG 6.1.33 - Provide secure covered bicycle parking with compatible architectural design in all industrial developments.

DG 6.1.34 - Locate bicycle parking close to main entrances.

DG 6.1.35 - Provide design incentives, such as reduced parking requirements, for large employee-based industrial facilities that offer secure bicycle parking, lockers, and showers for employees.

Cross Reference: General Plan Policy T-I-6, T-I-8 and CMC 19.70.080.

6.1.3 PUBLIC SPACES AND BICYCLE/PEDESTRIAN AMENITIES

Design Objective

Appropriately scaled and visually appealing areas for employee or customer gathering, shelter, or rest.



DG 6.1.31



DG 6.1.31 & 6.1.32 Shaded seating and open space is provided for employees



DG 6.1.31



DG 6.1.33 & 6.1.35

Design Guidelines (DG)

DG 6.1.41 - Incorporate existing distinctive and/or mature trees and vegetation in landscape design.

DG 6.1.42 - Enhance existing trees and vegetation with new landscaping, giving priority to shade trees in parking areas.

DG 6.1.43 - Select landscape plantings that grow well in Chico's climate without extensive irrigation.

DG 6.1.44 - Maintain opportunities for safety and surveillance with appropriate landscape design.

6.1.4 LANDSCAPE, SCREENING AND BUFFERING

Design Objective

Attractive and functional landscape designs which enhance architecture and buffer or screen unaesthetic views.



DG 6.1.41, 6.1.43 & 6.1.44- The landscape materials support the architectural theme and complement building architecture



DG 6.1.44- The landscape buffers the industrial yard from street views

Design Guidelines (DG)

DG 6.1.45 - Utilize creeping vines or tall shrubs placed close to screen walls to soften views and dissuade graffiti vandalism.

DG 6.1.46 - Screen all loading areas abutting residentially zoned property with a minimum six-foot high solid, architecturally treated, decorative masonry wall treated on both sides and landscaping along the project side.

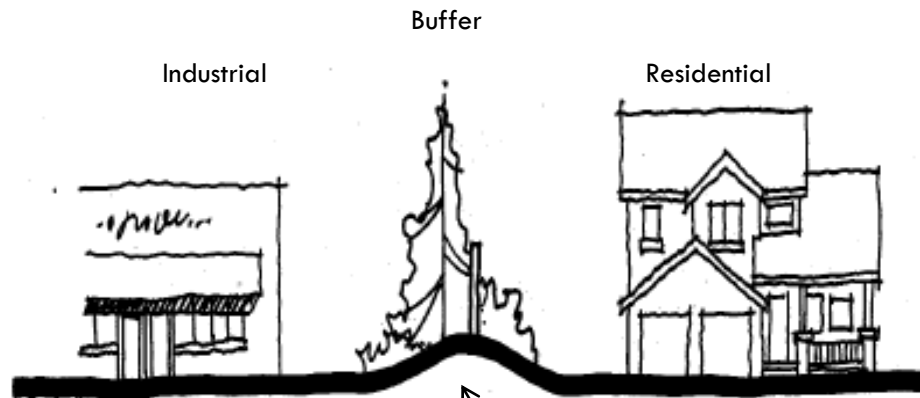
Cross Reference: Chico Municipal Code 19.70.090 B.6.



DG 6.1.45- Vines help soften stark masonry walls



DG 6.1.46- Architecturally treated walls create shadows and other visual interest



DG 6.1.46

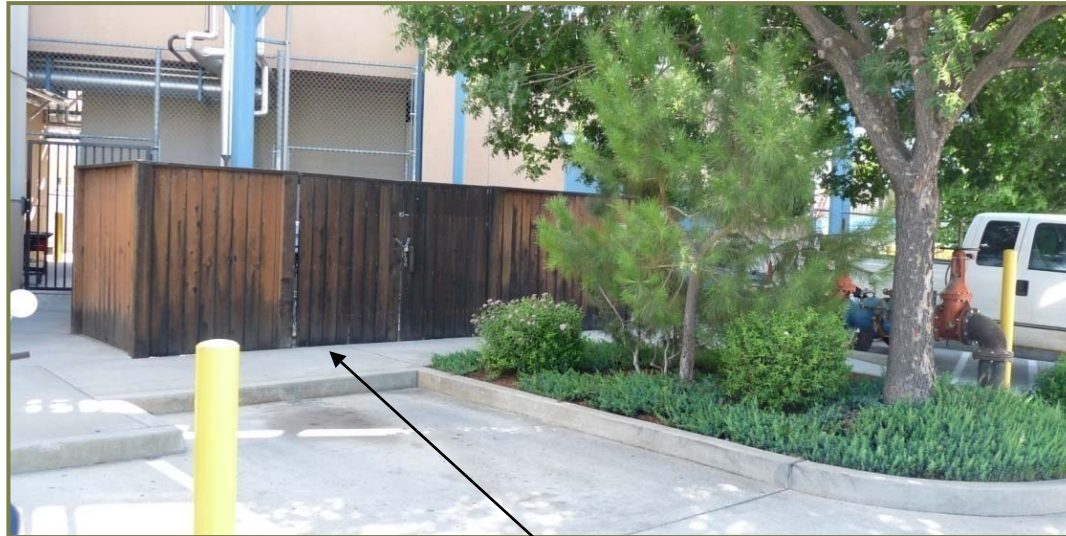
Buffering is achieved with a combination mounding, landscaping and use of a decorative wall

Design Guidelines (DG)

DG 6.1.47 - Locate utility equipment that cannot be placed underground within a building of the development, or in an unobtrusive location on the project site. Group multiple utilities equipment together and screen from view by architecturally compatible structures or fencing, and combine with landscaping when appropriate.

DG 6.1.48 - If visible from public views, place ground-mounted public utility equipment underground whenever determined to be feasible based on consideration of soil types, groundwater levels, maintenance access, and existing underground utilities or infrastructure.

Cross Reference: Chico Municipal Code Sections 19.60.060 and .120.



DG 6.1.47

Fencing is used to conceal utility equipment



DG 6.1.48

Design Guidelines (DG)

DG 6.1.49 - When not feasible to underground or architecturally incorporate, screen and buffer utility equipment from public views. Screening involves a structure that blocks views, while buffering involves softening the visual impact by use of landscaping and/or greater setbacks.

Cross Reference: Chico Municipal Code Sections 19.60.060 and 120.



DG 6.1.49- View is buffered with landscaping



DG 6.1.49- Architectural screen compliments building



DG 6.1.49- Wall screen softened with mounding and landscaping

Design Guidelines (DG)

DG 6.1.50 - Incorporate design features that foster a sense of security through features that may include:

- ◆ Landscaping, parking lot access, and pedestrian circulation improvements that facilitate surveillance from the street and from neighboring structures;
- ◆ Limited roof access;
- ◆ Visible and well-lit building names and street numbers for easy identification.

Cross Reference: General Plan Policy CD-G-44.



DG 6.1.50

Seat walls and shade trees provide opportunities for social gathering

This wide walkway is central to the site design and highly visible from the building



DG 6.1.50- Low landscaping facilitates high visibility

2 Architecture

Design Intent

Emphasize architectural identity of industrial projects with elements that appropriately balance functional needs with aesthetics and contextual compatibility.

The Architecture section includes the following subsections:

6.2.1 Massing, Scale, and Form

6.2.2 Design Concept, Style, and Details - Facades and Roofs

6.2.3 Design Concept, Style, and Details - Building Materials and Colors

Design Guidelines (DG)

DG 6.2.11 - Provide architectural function and interest through use of undulations in building masses.

DG 6.2.12 - Design primary building entrances as focal points. Examples may include recesses in building masses, building entries that “pop-out”, and storefronts utilizing deep roof overhangs.

DG 6.2.13 - Incorporate a human scale and form for building masses near primary entrances, street frontages, or where industrial projects transition to non-industrial uses such as residential or smaller scale commercial projects.

Cross Reference: General Plan Policy CD-G-37.

6.2.1 MASSING, SCALE AND FORM

Design Objective

Building forms which meet functional and aesthetic needs.



DG 6.2.11



DG 6.2.13



DG 6.2.12

Design Guidelines (DG)

DG 6.2.14 - Respect view corridors and natural vistas in the scale of industrial buildings.

DG 6.2.15 - Consider use of appropriate massing, fenestration, articulation, materials, and buffering to provide a pedestrian-level scale along facades or building areas that face public or pedestrian areas.

Cross Reference: General Plan Policy CD-G-37 and CD-G-39.



DG 6.2.14- Building placement, orientation, scale, and colors preserve foothill views



DG 6.2.15



DG 6.2.15

Design Guidelines (DG)

DG 6.2.21 - Utilize high quality finishes, details, or accents to add interest.

DG 6.2.22 - Consider greater roof pitches that are observable from street views, or varied rooflines, to add interest.

DG 6.2.23 - Utilize lighting as a design element that enhances building architecture and not as “attention getting” promotion. Limit illumination of buildings to a downwash or to not spill above the roof line.

DG 6.2.24 - Prioritize downwash techniques, rather than uplighting, to avoid light pollution into night skies.

Cross Reference: General Plan Policy CD-G-40.

6.1.2 DESIGN CONCEPT, STYLE, AND DETAILS - Facades and Roofs

Design Objective

Architectural interest through facade details and rooflines.



Design Guidelines (DG)

DG 6.2.31 - Utilize high quality material finishes, details, or accents to add interest.

DG 6.2.32 - Provide interest through material textures that add shadowing, or combinations of contrasting materials such as metal combined with masonry.

DG 6.2.33 - Select pre-manufactured colors of loading bays and roll-up doors that are coordinated with the exterior color of the primary structures.

Cross Reference: General Plan Policy CD-G-40 and Chico Municipal Code 19.70.090 B.3.

6.1.3 DESIGN CONCEPT, STYLE, AND DETAILS - Building Materials and Colors

Design Objective

Architectural interest through choice of building materials and colors.



DG 6.2.31, 6.2.32 & 6.2.33



DG 6.2.32



DG 6.2.33

This page is intentionally left blank