

CHAPTER 7

INDUSTRIAL

PURPOSE	7:1
ORGANIZATION	7:1
APPLICABILITY AND USE TYPES	7:1
• Light Industrial Development	7:2
• Heavy Industrial Development	7:3
SITE DESIGN	7:4
• Circulation	7:6
• Building Placement and Orientation	7:8
• Public Spaces and Pedestrian Amenities	7:10
• Landscaping	7:12
ARCHITECTURE	7:14
• Style and Design Details	7:16



PURPOSE

The City of Rancho Cordova recognizes the unique nature of industrial development. Industrial development is distinct from commercial, office, and civic buildings in that there are a limited number of users and visitors. Thus site and building design provisions herein are focused on the visual aesthetic from public rights-of-way and compatibility with surrounding development. Industrial development must balance operational needs with the desire for quality design that is aesthetically pleasing.

ORGANIZATION

The standards and guidelines provided in this chapter are divided into two sections: Site Design; and Architecture. The Site and Architecture sections are organized into subcategories (i.e. Site > Circulation). Each subcategory has one or more related design objectives. This design objective states what the community wants to achieve. Illustrations and photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

APPLICABILITY AND USE TYPES

The design objectives, standards, and guidelines within this section apply to two types of industrial development:

- Light Industrial
- Heavy Industrial

Each type of industrial development is described in more detail on the following pages.

LIGHT INDUSTRIAL DEVELOPMENT

Light Industrial development is generally characterized by engineering or limited manufacturing activities that occur within an enclosed building. Typical light industrial activities include printing plants, materials testing labs, data processing equipment assembles and power stations. Other uses include warehousing, storage, office, accessory retail and limited auto service uses. Types of uses include manufacturing as well as warehousing, assembly, and research and development. Light industrial uses do not typically create objectionable noise, smoke, odor, dust or other nuisances. Light industrial may include a single building with one or more users or a complex of several buildings.



This building is part of a larger light industrial park in El Dorado County, California.



A light industrial building located in Rancho Cordova, California.

HEAVY INDUSTRIAL DEVELOPMENT

Heavy industrial development is generally characterized by manufacturing or processing activities which may occur inside or outside of an enclosed building. Land uses would include those that are more land-intensive manufacturing uses conversion of raw materials into finished products, industrial manufacturing, warehousing, assembly, mining, and other uses (e.g., auto wrecking and auto painting) that may generate objectionable noise, smoke, odor, dust or other nuisances. Heavy industrial development may also include office research and associated functions.



Heavy industrial uses located in Sacramento, California.



SITE DESIGN

Intent – Provide the appropriate functional and aesthetic arrangement of buildings and site components for industrial buildings within the City of Rancho Cordova.

The Site Design section features the following subcategories:

- Circulation
- Building Placement & Orientation
- Public Spaces/Pedestrian Amenities
- Landscaping





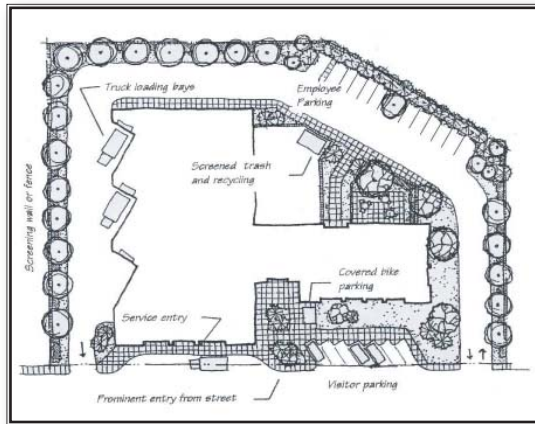
SITE DESIGN > CIRCULATION

DESIGN OBJECTIVE

Develop a circulation system that provides for the ease of circulation and safety for both motorists and pedestrians/bicyclists.

DESCRIPTION

Industrial projects should minimize conflicts between vehicles and pedestrians, between employee/visitor traffic, and truck shipping/delivery.



Do This: This site plan illustrates the preferred building placement and orientation for light industrial uses. There is a prominent entry that can be seen from the street as well as visitor parking located close to the entrance. The truck loading bays are located on the site of the building away from employee and visitor parking. (Ashland, Oregon)



Don't Do This: This industrial building is placed so the loading areas are fronting the public street. The visitor parking is adjacent to the loading area and the entrance to the building is not clearly identified. (Sacramento, California)

DESIGN GUIDELINES

1. Primary entry drives for automobiles, especially visitors, should be enhanced with ornamental landscaping, low-level decorative walls, monument type signs, and/or decorative paving to emphasize site access locations. The intent is to draw attention to the project ingress/egress and to enhance the project aesthetic and sense of identity.
2. Site access should promote safety, efficiency, and convenience and avoid conflicts between pedestrians, vehicles and delivery trucks.
3. Loading areas should be located in the rear of the building whenever possible.



Site access to this industrial project is designed to allow easy circulation throughout the site. (Courtesy LPA)



This water feature at the entrance to this project in Folsom, California emphasizes the site access to the building.

SITE DESIGN > BUILDING PLACEMENT AND ORIENTATION

DESIGN OBJECTIVE

Site design that incorporates significant existing natural features and takes into consideration adjacent uses and structures.

DESCRIPTION

Industrial projects should present an attractive appearance to the public and minimize any adverse impacts to adjacent properties.



Do This: The entrance to this industrial project in Davis, California is located close to the street and provides detailing to help it stand out from the rest of the building.



Don't Do This: This automobile wrecking yard located in Rancho Cordova is not properly screened. The stacked cars are higher than the existing fence and can be seen from the public right-of-way.

DESIGN GUIDELINES

1. Buildings should have a strong relationship to the street, including a functional public entrance that is also a visual focus for the building. In place of a street oriented public entrance, a strong pedestrian connection that establishes a sense of formal public entry may be substituted.
2. Industrial sites shall be designed to minimize the visual impacts of a large sea of parking, large industrial/mechanical equipment, and outdoor storage from public rights-of-way. Such undesirable visual impacts may be mitigated through proper placement and design of buildings, screen walls, and landscaping.
3. Industrial and warehouse development shall be screened and buffered from any adjacent incompatible uses by the use of intensified landscaping, increased setbacks, and appropriate building location as warranted.
4. Industrial buildings with bays and loading docks should be oriented so that the bays and loading docks do not directly face the primary street frontage.



The parking area of this site provides direct access to the street and connects with the building entrance. (Rancho Cordova, California)



Light industrial project in Rancho Cordova, California.

SITE DESIGN > PUBLIC SPACES AND PEDESTRIAN AMENITIES

DESIGN OBJECTIVE

Provide open areas and public amenities where employees can take advantage of recreational uses. Such improvements should be appropriate for the intended users.

DESCRIPTION

Outdoor public spaces and amenities used for sitting, eating, and gathering are an employee benefit and should be designed into the project where the project scope and the numbers of employees merit.



Do This: The restaurant/break area with seating, landscaping, shade canopies, and water feature is inviting and encourages active participation of the site by users. (El Dorado Hills, California)



Don't Do This: This café located in Rancho Cordova does not have an adequate public space for outdoor seating. There is no shade structure or dedicated area outside of the pedestrian right-of-way designated for seating.

DESIGN GUIDELINES

1. Industrial buildings shall feature one or more enhanced public space/pedestrian areas scaled according to size and demands of the particular user or facility. Examples of enhanced pedestrian areas include plazas, patios, courtyards, linear promenades, walking/jogging paths, terraces, or usable landscaped areas.



Visitors and employees can enjoy sitting outside in a well designed and maintained public area. Improvements include picnic tables, umbrellas, shade trees, turf areas, benches, and trash receptacles. The area is framed by landscape planters and shrubs for privacy and protection from parking lots and drive aisles. (Courtesy LPA)

SITE DESIGN > LANDSCAPING

DESIGN OBJECTIVE

Provide for attractive and functional landscape for purposes of screening, buffering, and softening of various site elements.

DESCRIPTION

Industrial uses typically have more *hardscape* and building coverage, resulting in smaller landscape areas than other types of uses. Landscaping has a variety of functions, including softening the hard edges of development, screening unattractive views, buffering incompatible uses, providing shade, and increasing the overall identity for the project.



Do This: This industrial building has extensive front yard landscaping that includes a water feature. (El Dorado Hills, California)



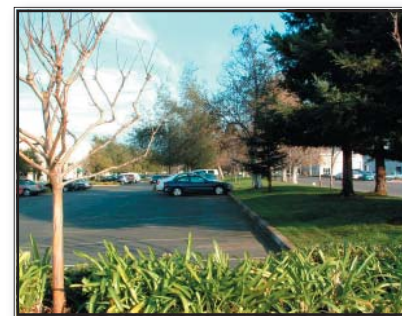
Don't Do This: The landscaping for this building consists of palm trees and plants placed in gravel. The landscaping does not enhance the building architecture or soften the edge of the building.

DESIGN GUIDELINES

1. Landscaping should be compatible with the overall design of the project in terms of scale, function, and design theme. Since most industrial developments are not known for their unique architectural design, landscape design is an inexpensive way to create project identity. Focus should be on the areas in view from public rights-of-way and project entries.
2. When appropriate for the type and size of industrial use, more intense landscaping and special landscape features should be provided at major focal points, such as project entries and pedestrian gathering areas.
3. The use of vines and screen walls (and other landscape) is strongly encouraged on large expansive building facades used to soften the appearance and to deter graffiti.
4. When industrial/warehouse uses are located adjacent to less intense uses, additional landscaping in conjunction with appropriate decorative walls and setbacks should be provided to mitigate potential adverse impacts.
5. New landscaping/landscape corridors shall be consistent with any existing landscaping/landscape corridor.



The landscape along the site frontage softens the appearance of industrial buildings along the street. (El Dorado Hills, California)



Landscaping along the perimeter of a parking lot is used to help screen the parking areas. (Rancho Cordova, California)



ARCHITECTURE

Intent – Promote architectural design at industrial buildings that establishes project identity and contributes to an enhanced character of Rancho Cordova. Allow various architectural styles to be used with an overall effect of cohesiveness and pleasant built environment.

The Architecture section features the following category:

- Style and Design Details





ARCHITECTURE > STYLE AND DESIGN DETAILS

DESIGN OBJECTIVE

Ensure that buildings with expansive facades incorporate design elements and details that relate to the scale of the human form and enhance the character of Rancho Cordova.

DESCRIPTION

The design elements should be faithful to the overall architectural theme of the building. Architectural details should be part of the design and not something applied as an afterthought.



Do This: This building utilizes windows and columns that enhance the building design.



Don't Do This: This industrial building lacks significant detailing. Only one material is used and the scoring does not provide enough detail to provide visual relief. Additionally, the windows are too dark. (Rancho Cordova, California)

DESIGN GUIDELINES

1. Front and street side facades of large buildings visible from a public street or adjacent residential property should include architectural features such as reveals, windows and openings, trellises, changes in color, texture, and material to add interest to the building elevation and reduce its visual mass.
2. Given the fact that most industrial buildings are taller than other non-residential buildings, the City encourages the incorporation of wireless facilities directly into the architecture/facade of buildings.



This medical building utilizes a trellis structure to add visual interest to the building elevation.



Awning are used to add interest to the façade of this industrial building.

AVOID

Architectural features that looked applied as opposed to part of the design.



INDUSTRIAL

