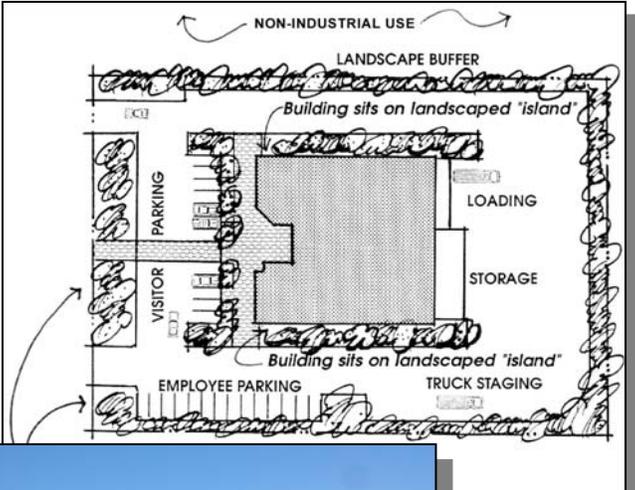


# CHAPTER 3

## INDUSTRIAL DESIGN GUIDELINES



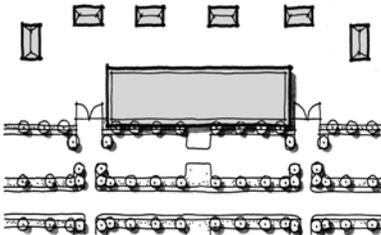
# SECTION 3.1 INDUSTRIAL DESIGN GUIDELINES FRAMEWORK

## 3.11 Introduction

The General Plan and Development Code identify three industrial land use classifications in the City of Fort Bragg, each with a distinct character and intensity level. The following graphics illustrate the basic characteristics of each district.

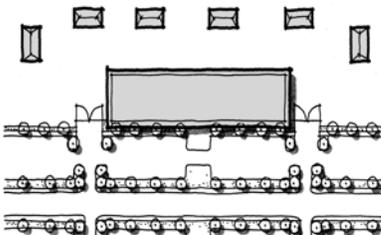
- **Light Industrial (IL)**

This designation is intended for a variety of commercial, manufacturing, wholesale and distribution, and industrial uses which generate little on-site customer traffic or high levels of noise, dust, odors or other nuisance characteristics. Light Industrial-designated land in Fort Bragg are primarily located north of Pudding Creek.



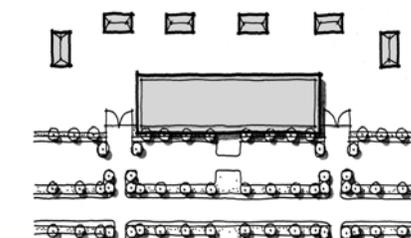
- **Heavy Industrial (IH)**

Heavy Industrial lands are intended for range of heavier industrial uses, including manufacturing, assembly and processing, and storage, and other uses incompatible with resident and visitor-serving uses. Land designated for Heavy Industrial are found at the north end of North Franklin Street, as well as a larger area along the highway north of Pudding Creek.



- **Timber Resources Industrial (IT)**

The Timber Resources Industrial designation is primarily for timber resource and forest products related manufacturing. It includes forest industrial uses including log yards, wood products manufacturing, storage of forest by-products, seedling nurseries, aquaculture and support activities relating to railroad lines, trucking and powerhouse operations.



## SECTION 3.2 INDUSTRIAL DESIGN GUIDELINES

***DESIGN PRINCIPLE:*** Industrial development should fit within the context of its surroundings, should not negatively impact adjacent uses, should provide quality architectural detailing and achieve an efficient/aesthetic arrangement of onsite facilities.

### 3.21 Introduction

This section will focus on general site planning and architectural guidelines for industrial and warehouse uses in Fort Bragg. The guidelines are intended to encourage the highest level of design quality and creativity.

### 3.22 Applicability

The design guidelines in this section are applicable to all new industrial and warehouse developments in the City as well as additions to and exterior remodeling of existing buildings where the improvements are visible from a public right-of-way. The guidelines are generally applicable to development in the following land use designations:

- IL – Light Industrial
- IT – Timber Resources Industrial
- IH – Heavy Industrial



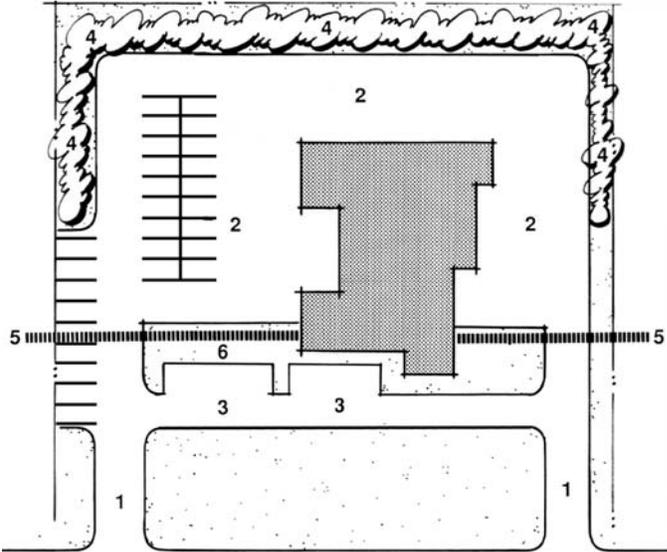
### 3.23 Site Planning

Site planning considers how the various components of a development (e.g., buildings, circulation, parking, open space, etc.) relate to adjacent streets and existing development, and how the various components relate to each other within the development site.

Building and Facilities Location

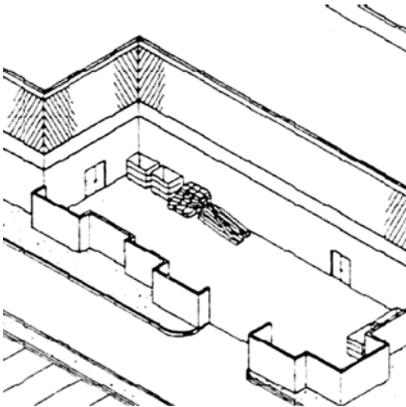
The main elements of a well-designed industrial site should include:

- controlled site access with appropriate maneuvering areas for trucks separated from general vehicle circulation (1);
- employee parking and service areas located at the sides and/or rear of buildings (2);
- convenient public access and short-term visitor parking at the front of the building (3);
- screening of storage, work areas, and mechanical equipment and buffering of adjacent land uses (4);
- emphasis on a well-designed main building entry and landscaping (5)



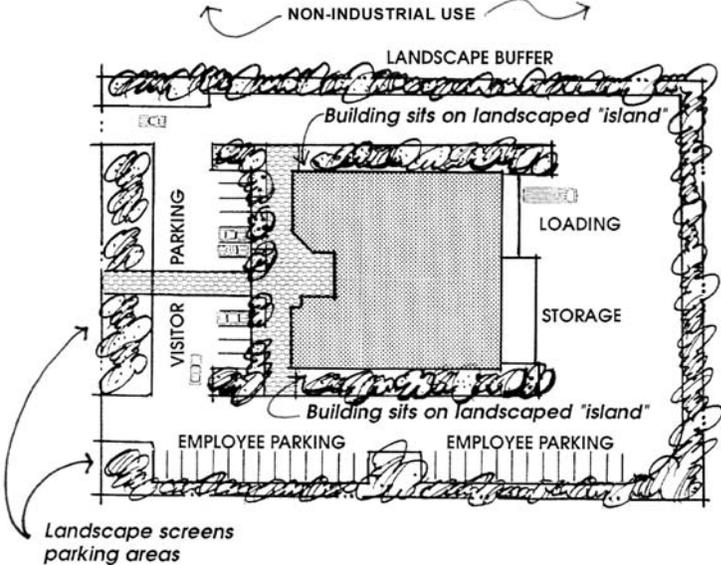
*Example of appropriate industrial site layout*

- Site elements such as buildings, parking, driveways, and out-door activities should be arranged to emphasize the more aesthetically pleasing components of the site (e.g., landscaping and superior architectural features) and disguise less attractive elements (e.g., service facilities, outside storage, equipment areas, and refuse enclosures) through proper placement and design of buildings, screen walls, and landscaping.

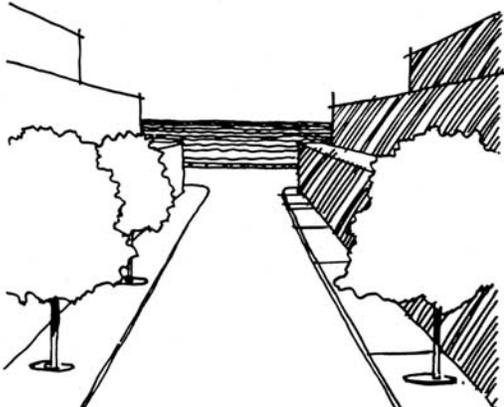


*Outdoor storage areas should be screened from view*

- Industrial and warehouse development should be screened and buffered from any adjacent incompatible uses in compliance with the Development Code. Intensified landscaping, increased setbacks, and appropriate building location should be utilized as a means of providing adequate separation between potentially incompatible land uses.



- Noise generating functions should be located as far as possible from adjacent properties, especially residential uses. Sound attenuation walls should be used where appropriate to mitigate/reduce noise.
- The number of site access points should be minimized and located as far as possible from street intersections in order to minimize points of potential vehicle conflict, especially between automobiles and trucks.
- Primary entry drives for automobiles, especially visitors, should be enhanced with ornamental landscaping, low-level decorative walls, monument-type signs, and decorative paving to emphasize site access locations.
- View corridors that offer unobstructed views of the shoreline and/or sea from public rights-of-way should be provided.
- Cluster development to avoid blocking viewsheds to the maximum extent possible. Development adjacent to or near public areas along the shoreline should be setback from the bluff.



Preserve ocean views

### Vehicular Circulation

- Site access and internal circulation should promote safety, efficiency, convenience, and minimize conflict between vehicles and large trucks. Appropriate maneuvering and stacking areas for trucks should be a primary consideration in the overall design of the circulation system.
- Uses such as distribution centers where large truck volumes are anticipated, should be planned with separate entry/exit drives for truck use only. Entry drives should be separated from exit drives a minimum of 100 feet when appropriate to accommodate safe truck maneuvering.
- The design and location of loading areas and dock facilities should minimize the interaction between trucks and visitor's automobiles. Access to loading and delivery areas should be separated from parking areas to the greatest extent feasible.
- The design and location of loading facilities should take into consideration the specific dimensions required for the maneuvering of large trucks and trailers into and out of loading position at docks or in stalls and driveways.



*Loading/delivery areas should be provided with separate access and circulation whenever possible*

### Parking Location

- Parking lots should not be the dominant visual element at the front of the site. Large expansive paved areas located between the street and the building should be avoided.
- Large parking areas (usually over 100 spaces) should be divided into smaller multiple lots and provided with canopy trees located throughout the parking area to reduce the visual impacts of large parking areas.
- Visitor parking spaces should be located to produce the shortest route of travel from a building entrance.

Pedestrian Circulation

- Pedestrian walkways should provide safe, convenient, and well-defined access between parking areas and the public sidewalk and the main public access to the building.
- Pedestrian circulation should be clearly delineated and separate from vehicle circulation. The use of landscaping, walkways, and decorative paving to delineate pedestrian circulation should be used to the greatest extent feasible.



*Pedestrian walkways should be well defined and landscaped with decorative paving*



3.24 Architecture

The architectural design of a structure must consider many variables, from the functional use of the building, to its aesthetic design, to its “fit” within the context of existing development. The following guidelines help buildings achieve the appropriate level of design detail on all facades, avoid blank/uninteresting facades, and provide for the proper screening of equipment and refuse areas.

Architectural Form and Detail

- If adjacent to a residential zoning district, additional building setbacks should be provided adjacent to the residential use to reduce the visual impact of the large-scale industrial buildings.

- The mass and scale of large, box-like industrial buildings should be reduced through the incorporation of varying building heights and setbacks along the front and street side building façades.
- Front and street side facades of large buildings visible from a public street should include architectural features such as reveals, windows and openings, changes in color, texture, and material to add interest to the building elevation and reduce its visual mass.
- Primary building entries should be readily identifiable and well defined through the use of projections, recesses, columns, roof structures, or other design elements.
- Service and loading doors should not be located on front or street side facades adjacent to a public right-of-way.



*Varying building massing and setbacks to reduce building mass and bulk is strongly encouraged*



*Facades should include windows and openings as well as changes in color and texture*



*Building entries should be well defined so that they are easily identifiable*

### Color and Materials

- A comprehensive material and color scheme should be developed for each site. Material and color variations in multi-building complexes should be complementary and compatible among buildings.
- Large expanses of smooth material (e.g., concrete) should be broken up with expansion joints, reveals, or changes in texture and color.
- Large expanses of highly reflective surface and mirror glass exterior walls should be avoided to prevent glare impacts on adjacent public streets and properties.
- Bright, contrasting colors should be used for small areas of building accents only.
- Materials and colors of wall and monument signs should be compatible with the main buildings on the site.
- Building walls that may be prone to graffiti should be treated with a graffiti resistant coating.

### Accessory Buildings

- The design of accessory buildings (e.g., security kiosks, maintenance buildings, and outdoor equipment enclosures) should be incorporated into and be compatible with the overall design of the project and the main buildings on the site.
- Temporary buildings (e.g., portable modular units) should not be located where they will be visible from adjoining public streets.
- Modular buildings should be skirted with material and color that is compatible with the modular unit and the main buildings on the site.
- The use of sea/train-type metal containers is discouraged. However, if used, such containers should be located to the rear of the site and completely screened from public view.



*Landscaping should be used to screen outdoor storage, loading/delivery and equipment areas*

### 3.25 Landscaping and Site Elements

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 aesthetic appeal of a project.

#### Landscape Design

- Landscape design should follow an overall concept and should link various site components together.
- Landscaped areas should incorporate a three-tiered planting system: 1) grasses, ground covers, and flowers 2) shrubs and vines, and 3) trees.
- The use of trees to create canopy and shade, especially in parking areas and pedestrian open space areas is strongly encouraged. The use of vines on walls to soften the appearance of buildings and walls and to deter graffiti is strongly encouraged.



*Landscaping should be used to soften and shade parking areas*

- More intense landscaping and special landscape features should be provided at major focal points, such as project entries and pedestrian gathering areas.
- When industrial/warehouse uses are located adjacent to less intense uses (e.g., residential or retail commercial), additional landscaping in conjunction with appropriate decorative walls and setbacks should be provided to mitigate potential adverse impacts.
- The front, public portions of buildings should be separated from parking areas by landscaping and pedestrian walkways.



*Separate parking areas from building with walkways and landscaping*

### Walls and Fences

- The colors, materials, and appearance of walls and fences, including walls for screening purposes should be compatible with the overall design character/style of the development.
- Landscaping should be used in combination with walls and fences to visually soften blank surfaces and to deter graffiti.
- Masonry walls and solid fences should be treated with a graffiti resistant coating.
- When security fencing is required adjacent to streets, it should consist of wrought iron, tubular steel, or similar material supported by masonry piers. The use of chain-link fence material is strongly discouraged.



*Use landscaping adjacent to wall to soften blank surfaces and deter graffiti*

### Outdoor Lighting

- The design and location of outdoor lighting fixtures should preclude direct glare onto adjoining property and streets in compliance with the Development Code. Illumination devices should be installed, directed, and shielded to confine light rays within the property.
- Outdoor lighting (e.g., location, height, and number) should be designed to foster security. Site and building entries should have enhanced illumination to increase visibility and safety.

### Refuse Storage and Utility Equipment

- Refuse storage areas should be located at the rear of the development and screened from public view in compliance with the Development Code.
- If refuse storage areas, fuel tanks, generators, and fire check safety valves cannot be located out of public view, the design of refuse storage areas should incorporate architectural screening elements and landscaping compatible with the design of buildings and landscaping on the site.