

INDUSTRIAL DESIGN CRITERIA

Purpose. These design criteria are intended as a reference to assist the designer in understanding the City's goals and objectives for quality industrial development. These criteria complement the mandatory property development regulations contained in the Zoning Ordinance.

Applicability. The criteria apply principally to those uses located in an established businesses or industrial parks and those industrial uses visible from arterial and collector streets, frontage roads, and State highways. These criteria are advisory for permitted uses, but should be used in conjunction with uses subject to a site development permit, use permit, or planned development proposal to encourage quality design, while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

It is important to understand the intent and limitations of the graphic illustrations contained in these criteria. The photographs and drawings are for illustrative purposes only. They are not intended to dictate design solutions, but simply to help the designer understand basic concepts and, where appropriate, suggest possible solutions. To accomplish this, certain illustrations may be purposely exaggerated or may include elements that are not consistent with other criteria as illustrated or described in the document.

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INDUSTRIAL DESIGN CRITERIA

1. Site Planning Principles.

- a. The main elements of sound industrial site design include the following:
 - (1) Controlled site access.
 - (2) Service areas located at the sides and rear of buildings.
 - (3) Convenient access, visitor parking, and on-site circulation.
 - (4) Screening of outdoor storage, work areas, and equipment.
 - (5) Landscaped open space.
- b. Structures should be located on "landscape islands," where the office portion of the building does not directly abut paved parking areas. A landscape strip should be provided between parking areas and the office portion of a structure, where feasible.
- c. Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, and landscape can mitigate negative effects of industrial operations.

2. Parking and Circulation.

- a. The parking lot and cars should not be the dominant visual elements of the site. Where practical, large, expansive paved areas located between the street and the building should be avoided in favor of multiple lots separated by landscape and buildings.
- b. Site access and internal circulation should be designed in a manner which emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, and provide adequate maneuvering and stacking areas and consideration for emergency-vehicle and loading-facility access. Circulation routes and parking areas should be separated.

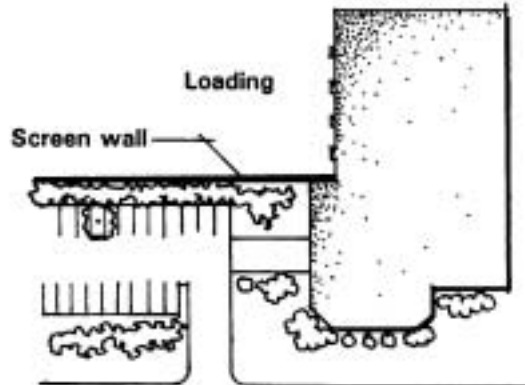
3. Loading Facilities.

- a. To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear or side of the building where special screening may not be required.
- b. When it is not possible to locate loading facilities at the rear of the building, loading docks and doors should not dominate the frontage and must be screened from the street or

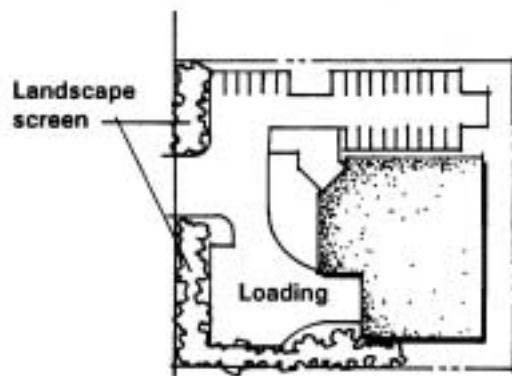
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residential district. Loading facilities should be offset from driveway openings. (See also RMC Chapter 18.41 pertaining to loading and screening.)



Use decorative solid masonry wall or other suitable technique to screen loading areas.



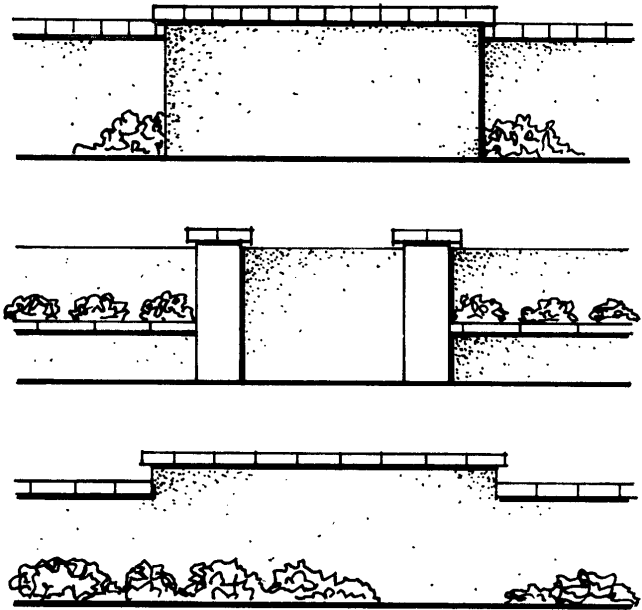
Offset loading areas from driveway openings.

4. **Landscape.** For industrial uses, landscape should be used to define areas by helping to focus on entrances to buildings and parking lots and defining the edges of various land uses; providing transition between neighboring properties (buffering); and providing screening for outdoor storage, loading, and equipment areas.
5. **Walls and Fences.**
 - a. Walls will serve a major function in the industrial landscape and will be used to screen automobiles, loading and storage areas, and utility structures. However, if not required for a specific screening or security propose, they should not be utilized. The intent is to keep the walls as low as possible, while performing their screening and security functions.
 - b. Where walls are used at property frontages or screen walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture and landscape.

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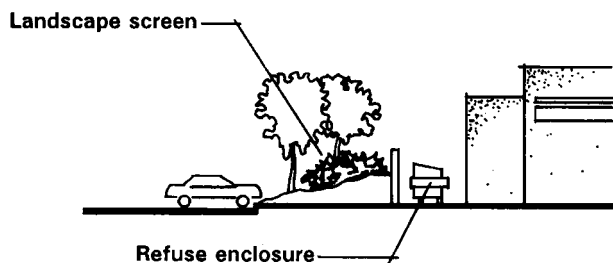
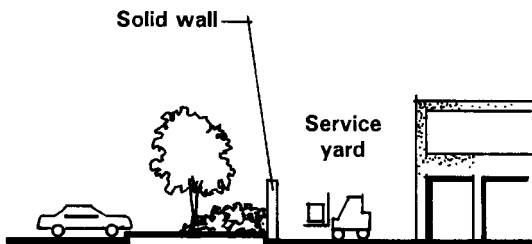
- c. When security fencing is required, it should be a combination of solid pillars, short wall segments of solid masonry, wrought iron, or similar quality materials.
- d. Long expanses of fence or wall surfaces should be designed to prevent monotony. Examples include:
 - (1) Vertical and/or horizontal articulation.
 - (2) Vegetative screening.
 - (3) Change of materials.



DESIRABLE WALL TREATMENTS

6. Screening.

- a. Screening for outdoor storage should be determined by the height of the material being screened. Exterior storage should be confined to portions of the site least visible to public view, particularly arterial and collector streets, frontage roads, and State highways.



- b. Where screening is required, a combination of elements should be used, including solid masonry walls (or similar durable material), berms, and landscape. Chain-link fencing with wood or metal slatting is an acceptable screening material for areas of a lot not visible from an arterial street or a State highway. (See Redding Municipal Code Section 18.40.130, Screening of Mechanical Equipment.)

7. Building Massing.

- a. Industrial structures often present unattractive and monotonous facades as viewed from main streets and adjacent residential areas. There are a variety of design techniques that can help overcome this situation. Some examples include:
 - (1) Vary the planes of the exterior walls in depth and/or direction.

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- (2) Vary the height of the building, so that it appears to be divided into distinct massing elements.
- (3) Articulate the different parts of a building's facade by use of color, arrangement of facade elements, or a change in materials.
- (4) Avoid blank walls at the ground-floor levels. Utilize windows, trellises, wall articulation, arcades, change in materials—textured and/or colored block or similar finished surface, landscape, or other features to lessen the impact of an otherwise bulky building.
- (5) Define entries within the architecture of the building.
- (6) Incorporate, if at all possible, some of the key architectural elements used in the front of the building into rear and side elevations where seen from a main street or residential district.



This photograph illustrates the use of columns, different materials, windows, and similar treatments to enhance the look of the building from the street.



This photograph illustrates the lack of good street presentation given its unarticulated wall and roof forms and monotonous materials.

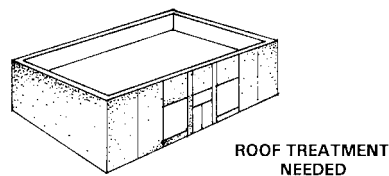
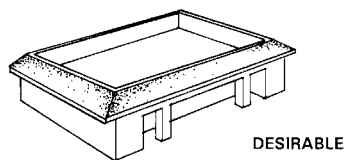
- b. Use berms in conjunction with landscape at the building edge to reduce structure mass and height along facades, where appropriate.

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8. Roofs.

Piecemeal roofs (used on a portion of the building perimeter only) should not be utilized; instead, roofs should wrap around the entire perimeter of the structure.



9. Lighting.

- a. Use lighting for security and safety of on-site areas, such as parking, loading, shipping, receiving, pathways, and working areas.
- b. Illuminators should be integrated within the architectural design for the buildings.
- c. As a security device, lighting should be adequate but not overly bright. All building entrances should be well-lighted.
- d. All lighting should be shielded to confine light spread within the site boundaries. (Also see RMC Section 18.40.090, "Lighting.")

