

TO: JAMES L. APP, CITY MANAGER

FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: MISCELLANEOUS 05-003, ESTABLISHMENT OF INDUSTRIAL DESIGN GUIDELINES

DATE: MARCH 15, 2005

Needs: For the City Council to consider the establishment of Industrial Development Design Guidelines.

Facts:

1. The City's 2003 General Plan Update includes Land Use policies to guide new development.
2. The Update includes a specific goal and policy regarding the development of new design criteria to promote architectural excellence for industrial development projects.
3. The City Council's 2005/06 Goals Setting Workshop reaffirmed the goal to develop design guidelines to improve industrial development, particularly for metal buildings.
4. The City has conducted research and taken steps over several years to prepare Industrial Design Guidelines. The DRC provided input into the content of the proposed guidelines for Commission consideration.
5. The proposed Industrial Design Guidelines are provided in Attachment 2.
6. Staff determined that design guidelines are not specifically subject to CEQA as defined by Section 21065 of the CEQA Statutes, and the CEQA Guidelines as defined by Section 15061 (b)(3).

Analysis  
and  
Conclusions:

The City has had an on-going goal of developing and implementing Industrial Design Guidelines for several years. The City Council reaffirmed this goal at the recent Council Goal Setting Workshop in February 2005. The primary objective of Industrial Design Guidelines is expressed in the General Plan in Policy LU-2B, which encourages architectural and design excellence for industrial projects. As the City's industrial business sector grows and new industrial buildings are proposed, the City would like to obtain the best in architectural quality and site design.

New industrial development should be:

- attractive and well articulated;
- use quality building materials;
- complement development in the surrounding area.

To specifically achieve this goal, new industrial building development needs to avoid the appearance of big, boxy, stark building forms. This can be achieved by incorporating design features that accentuate entrances and other building openings, architectural treatments to break up large blank walls, including interesting cornice features, and by providing variation in rooflines.

Design guidelines for development are intended to provide general guidance to applicants to help them design high-quality development projects.

The proposed Industrial Design Guidelines are divided into two major sections: Site and Building Design. The section on Site Design provides direction on where to place buildings and other site features on property. It includes criteria on how to:

- design sites so that they respond and are sensitive to surrounding development;
- provide techniques to create attractive views from the public realm and other properties;
- place less attractive features on a site to reduce the visual appeal of development projects.

The section on Building Design criteria includes techniques to achieve well designed buildings that reduce:

- the appearance of building mass and bulk; unbroken building planes and rooflines;
- use an appropriate composition of colors and materials.

The objectives in building design criteria are to help create buildings that are visually interesting and that will transcend well over time.

Reference: Paso Robles General Plan and EIR, Paso Robles Zoning Ordinance, and CEQA.

Fiscal Impact: None

Options: After opening the public hearing and taking testimony, the City Council will be asked to take one of the following options listed below:

- a.** Adopt Resolution No. 05-xx approving the Industrial Design Guidelines.
- b.** Amend, modify, or reject the above option.

Attachments:

1 - Resolution No. 05-xx

RESOLUTION NO. 05-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
APPROVING INDUSTRIAL DESIGN GUIDELINES

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WHEREAS, the City of Paso Robles General Plan 2003 includes goals, policies and action items that promote the community's image and identity, and encourage architectural excellence for industrial development; and

WHEREAS, quality industrial development reflects high standards in the community and attracts further investment in the industrial business and employment base; and

WHEREAS, to implement the City's objectives for high quality industrial development, the City of Paso Robles initiated development of Industrial Design Guidelines; and

WHEREAS, the proposed Industrial Design Guidelines are intended to provide guidance for the architectural design of industrial buildings and site design; and

WHEREAS, the Industrial Design Guidelines provide design criteria for standard construction and metal building materials; and

WHEREAS, the Industrial Design Guidelines are intended to guide new development so that it is compatible with the best of surrounding development patterns and building forms; and

WHEREAS, these guidelines shall apply to all site and building design for all uses (manufacturing and non-manufacturing) development in the Manufacturing (M) and Planned Manufacturing (PM) zoning districts; and to all manufacturing, storage and wholesaling uses permitted in other zoning districts; and

WHEREAS, the Planning Commission held a duly noticed public hearing on March 8, 2005 and the City Council held a public hearing on March 15, 2005, to consider these Industrial Design Guidelines and to accept public testimony as provided in Exhibit A; and

WHEREAS, pursuant to the Statutes (Section 21065) and Guidelines (Section 15061 (b)(3)) of the California Environmental Quality Act (CEQA), and the City's Procedures for Implementing CEQA, these Industrial Design Guidelines are exempt from environmental review.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of El Paso de Robles does hereby approve these Industrial Design Guidelines.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 15<sup>th</sup> day of March 2005 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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Sharilyn M. Ryan, Deputy City Clerk

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL  
PROJECT NOTICING

Newspaper: Tribune

Date of Publication: March 2, 2005

Meeting Date: March 15, 2005  
(City Council)

Project: Code Amendment 05-003  
(Industrial Guidelines -  
City initiated)

WEDNESDAY, MARCH 2, 2005

**CITY OF EL PASO DE ROBLES  
NOTICE OF PUBLIC HEARING**  
NOTICE IS HEREBY GIVEN that the City Council of the City of El Paso de Robles will hold a Public Hearing on:

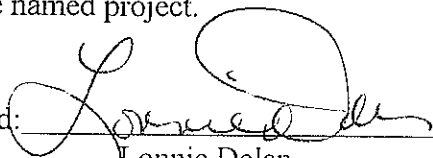
Tuesday, March 15, 2005.  
The hearing will begin at 7:30 p.m. at the City of El Paso de Robles, 1000 Spring Street, Paso Robles, California, in the City Council Chambers, to consider a Zoning Code Amendment for the following project: CA 05-003. This project is a Zoning Ordinance Code Text Amendment to establish Industrial Design Guidelines that will apply to industrial development projects.

This project is Exempt from the requirements of the California Environmental Quality Act. Written comments on the proposed zoning code amendment may be mailed to the Community Development Department, 1000 Spring Street, Paso Robles, CA 93446, provided that the comments are received prior to the time of the public hearings. Oral comments may be made at the hearing. Should you have any questions regarding this application, please call Susan Zaleschuk at (805) 237-3970.

If you challenge the Code Amendment in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at or prior to the public hearing.  
Susan Zaleschuk, AICP  
City Planner  
March 2, 2005

6147011

I, Lonnie Dolan, employee of the Community Development Department, Planning Division, of the City of El Paso de Robles, do hereby certify that this notice is a true copy of a published legal newspaper notice for the above named project.

Signed:   
Lonnie Dolan

## Industrial Design Guidelines

General Industrial Design Guidelines

The City's General Plan Land Use Element includes various goals, policies and action items that provide direction to, "... *promote the community's image and identity.*" The Plan also aims to, "... *promote architectural and design excellence.*" Action items in the General Plan include strengthening the design and construction regulations that apply to industrial projects.

These design guidelines were prepared to implement these goals, policies, and action items. They are also intended to provide the basis for meeting the purpose of the Business Park and Industrial Land Use Categories, to provide "...*areas of clean and attractive businesses and industries...*"

Investment in the business community and the type of businesses that seek location in Paso Robles are a reflection of the image that is created in the built environment. High-quality site and architectural form will attract industries that share the desire to conduct business in a community with high standards. The end result is an attractive community with a strong economic and employment base.

These design guidelines are intended to *guide* applicants in designing high-quality industrial development projects. These guidelines provide qualitative design criteria that should be incorporated into industrial development projects.

Applicability

These guidelines apply to site and building design for all uses (manufacturing or non-manufacturing) development in the Manufacturing (M) and Planned Manufacturing (PM) zoning districts. They also apply to all manufacturing, storage and wholesaling uses permitted in other zoning districts. All new construction, additions, remodels or other major site design modifications should also be designed according to these guidelines, and shall at a minimum, require discretionary design review by the Development Review Committee, if approval is not required by the Planning Commission.

A. Site Design Guidelines

Industrial site design guidelines provide guidance on locating site development features in a manner that is sensitive to any existing site development constraints, and so that they are functional and attractive and would not detract from development in the surrounding area.

## 1. Site Design

Industrial development should be designed in a manner that fits in with the surrounding development pattern and context. This refers to: the spatial relationship between structures and the public right-of-way; circulation patterns; existing vegetation and topography; the architectural elements in surrounding development; and the size and form of new structures in relationship to existing development. For instance, where new buildings and uses are similar to those on adjoining sites, the design should reflect similar setbacks, building heights and form, scale and mass, materials, compatible colors and landscape treatments. The intent is not uniformity, but compatibility.

Site components such as structures, parking areas, driveways, and outdoor functions should be arranged and located to emphasize the aesthetically pleasant components of the site such as existing mature trees and views, or superior architectural features. New buildings should be oriented toward the adjoining public streets, so that public entrances are a focal point on the building and site layout.

Consideration of these design elements assists new development to fit in with the existing context of development. However, if surrounding development is poorly designed, then the proposed new development should establish a more appropriate development pattern.

## 2. Site Landscaping

Street trees, sidewalks, and perimeter landscaping should be compatible with adjacent development to create continuity and visual linkage. It should be maintained in a healthy, thriving condition on the site.

Landscaped buffers between the street and buildings and between abutting property should be incorporated. Methods to buffer projects should include in combination, increased setbacks, landscaping, berms, etc. Setbacks from public streets or adjoining buildings should relate to the scale of the proposed structure; the larger the building(s), the larger the setback buffer should be. Taller or larger buildings should generally provide more landscaped setback areas than smaller buildings to help maintain scale. Building foundation landscaping should be provided around the base of structures.

Parking lot shade trees should be provided between every six parking spaces. Pedestrian walkways should connect parking lots to main building entrances. Enhanced colors and texture materials should be incorporated into walkway or sidewalks.

### 3. Parking Areas

Parking lots should not be the dominant visual element of the site. It is generally more visually appealing to locate parking lots along the side or the rear of buildings. Small customer-oriented parking lots may be appropriate toward the front of the site, however employee parking should be located to the rear of the site. To avoid large expanses of paved areas, large parking lots should be divided into smaller parking areas. Buildings should not be located in a manner that make them appear like “islands” surrounded by paved areas. Where possible, office portions and pedestrian entries to the buildings should have a minimum of five feet of landscaping areas separating them from paved areas.

The number of site accesses (ingress/egress) should be controlled in terms of the location and number of driveways to minimize traffic safety conflicts, street congestion, and unnecessarily disrupted street frontage. Where possible, adjoining properties should share access driveways to minimize the number of driveways along public streets. Shared service or secondary access alleys should also be considered. Use of an existing side street for primary or secondary access is encouraged as opposed to creating one or more new curb cuts on a collector or arterial street.

### 4. Screening

Buildings, walls, and landscaping should be arranged to screen less visually aesthetic components necessary for industrial development, including loading and service bays, storage areas, trash enclosures, mechanical equipment, and noise and odor producing functions. Service areas should be located at the sides and/or rear of main buildings, and screened with compatible architectural features and walls, and/or dense landscaping.

### 5. Trash enclosures

Trash enclosures should not be visually prominent from the public view of the site. They should be located in screened service areas, in locations away from view. (Trash enclosure design is included in Building Design below.)

### 6. Outdoor Amenities

All new developments should include usable outdoor open space whether located in setbacks or other areas. Open space should provide for ventilation, sunlight, and views. The City encourages “human-scale” development that incorporates site design and amenities such as courtyards, plazas, shaded arcades and functional landscaped areas



should link adjoining buildings and take advantage of outdoor as well as indoor space. These features can be located in areas with recessed facades or setbacks in excess of minimum standards. These areas may be designed for use by employees and/or customers. Pedestrian features such as benches, tables, fountains, artwork, and landscaping should be incorporated as focal points or relaxation area.

#### 7. Site Development Features and Constraints

The design of new industrial development should be sensitive to and incorporate existing natural constraints and amenity opportunities of the site. These features include sloped or steep topography, drainage or biological areas, existing trees, views, etc. This means that where possible, these types of features should be incorporated into the site design as amenities and/or not be disturbed.

### B. Building Design Guidelines.

#### 1. General Building Design and Construction Materials

Industrial building form and the type of construction materials used are significant factors in creating a development that is attractive and that fits in with the community. While the City does not advocate or prescribe specific architectural styles or forms (e.g. contemporary vs. historical), it would be appropriate for industrial building development to draw from local or regional design influences. For instance, the community is located in an agrarian region, where agricultural building forms may be appropriate. In addition, development located near the airport may consider incorporating aeronautical design motifs, or if near the railroad station incorporating railroad elements. In any case, building compatibility in terms of building form should respond to the natural environment or other existing influences depending on the location.

In multi-building complexes, a comprehensive architectural concept should be developed and maintained. Various site components should be unified through the use of similar design, materials, and colors.

#### 2. Entries

Building entries should be oriented toward the predominant public view, usually the street frontage. This allows the public to more easily determine where the front entrance is located, and provides a more attractive street frontage. In cases where other orientation is justified by overall design concept, such as toward a courtyard or plaza, care should be taken to avoid turning building entries completely away from the street.

Entries should be designed to be consistent with the overall architectural design, including colors and materials. Roll-up doors should not be oriented toward the primary public view.

### 3. Scale and Massing

The “*scale*” of a building refers to the relationship of a particular building mass, to other nearby or adjacent development. The overall scale of buildings as well as individual design elements and how they are integrated into a building design, affects whether it is “*in scale*” with surrounding development and the landscape. The amount of space on a site also dictates the extent to which a building is in scale with the surroundings. For instance, larger buildings may appear more in scale with a site if there is sufficient open areas or setbacks incorporated.

The height, width and depth of a structure create the overall “*massing*” of a building. Achieving attractive building massing for large structures is challenging, and requires extra creativity in architectural design. The larger the massing of a building with unbroken building walls and rooflines, the larger and more bulky it will appear on the site where it is located and in the surrounding area. Appropriate building massing is achieved when it does not dominate building elevations with large blank walls. Large expanses of block wall of any material or metal siding is strongly discouraged. (Metal building guidelines are specifically provided below.)

Landscaping enhances architecture, however, building design should not *rely* on landscaping to soften, buffer or otherwise provide relief for massive building form.

Massing can be reduced through several methods including, but not limited to:

- recessing building floors above the first story;
- providing vertical or horizontal offsets in the wall surfaces at regular intervals, including columns, projections, and recesses, (e.g. every 20 feet);
- reducing the overall size of buildings;
- incorporating other structures on the site with varying sizes;
- articulating details around doors, windows, balconies, plate lines, providing details such as “belly-bands”, recessed design

elements, interesting cornice treatment details, exposed expansion joints, reveals, change in texture, or other methods of visual relief;

- avoiding long, repetitive, monotonous facades – particularly those that repeat the same design element several times along the same elevation
- reducing overly large and tall roof designs;
- use of darker building color and varied wall treatments.

#### 4. Roof Design

Extremely large roof elements that predominate the other architectural features of building can appear visually overwhelming and excessive, massive, and generally unattractive. Thus, roof design should be “in scale” with the other building features. Rooflines for large buildings should be broken up and varied by providing change in the height of a portion of the roof(s), change in form, or other articulations. High pitched “A-frame” type rooflines and partial mansards should be avoided.

Roof mounted mechanical devices shall be screened from all public views, such as below a roof parapet.

#### 5. Trash Enclosures

All trash enclosures should be designed so that they are architecturally compatible with the building in use of colors and materials. Trash enclosures should use opaque materials that obscure views of the trash containers. Trash enclosure doors should be constructed from durable materials such as painted metal or chain link with plastic slatting. Trellis’ and foundation landscaping are strongly recommended. Trash enclosures should also provide adequate space for recycled materials containers. They should also be located away from public view to the extent possible.

#### 1. Metal Building Design

Metal building design for industrial buildings requires *extra* special attention to detail. Well-designed metal buildings can be attractive and fit in within the context of its surroundings if building form is well articulated and surfaces are judiciously mixed in with other materials, or textures, and colors.

Long, stark, and uninterrupted panels used for metal buildings should be avoided. Use of panels with continuous vertical seams should also

avoided. Other building materials should be incorporated into structural design to add contrast, variety, and visual interest in building form. Wall systems should use techniques that hide or disguise wall fastening systems and seams. Building features such as columns, curved metal corners, deep reveals at construction joints or other details should be incorporated into building design to add interest into the architectural design.

Window treatments can provide a key design element for metal buildings. Windows should particularly be incorporated along the street front elevation(s) to help metal buildings incorporate human-scale design elements that address the building to the street. Windows should incorporate changes in building plane by either recessing or projecting them as integral parts of the overall design them. Detailed window fenestration should be incorporated around windows including change in relief, color, pattern, and/or materials.

Unless downspouts are a legitimate part of the architectural design and details, they should be concealed, or if they are part of the design, they should be coated to match the wall color. Freestanding outbuildings should use forms, shapes and materials that are consistent with the main structure.

Entries should incorporate overhangs, recessed openings, canopies or other features to emphasize the entrance area. Utility doors, fire system standpipes and valves, loading docks, etc. should be concealed or blended in with the architectural design.

## 2. Colors and Materials

Building and roof colors play a significant factor in acceptability of metal buildings. Architectural panel profiles, shapes and surface coatings should be carefully considered when determining if a metal building would complement the building site and surroundings.

Colors should be coordinated with the structure and the color of materials used in surrounding development. Large expanses of light colored metal wall or roof materials should be avoided. Darker colors help visually reduce the impact of large metal buildings. Horizontal color bands, and wall projections and recesses, provide shadowing to accentuate differentiation for wall designs.

## 3. Roof Design

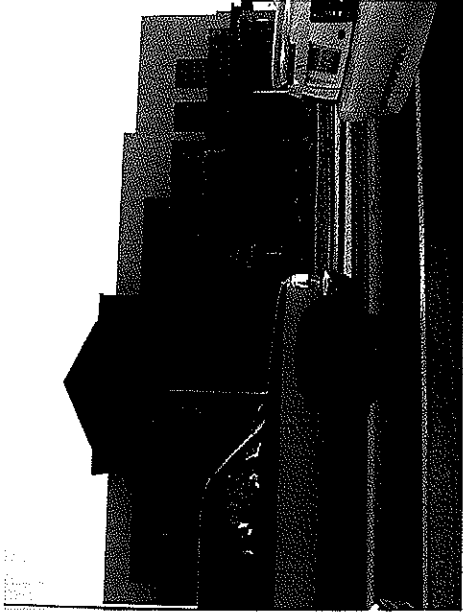
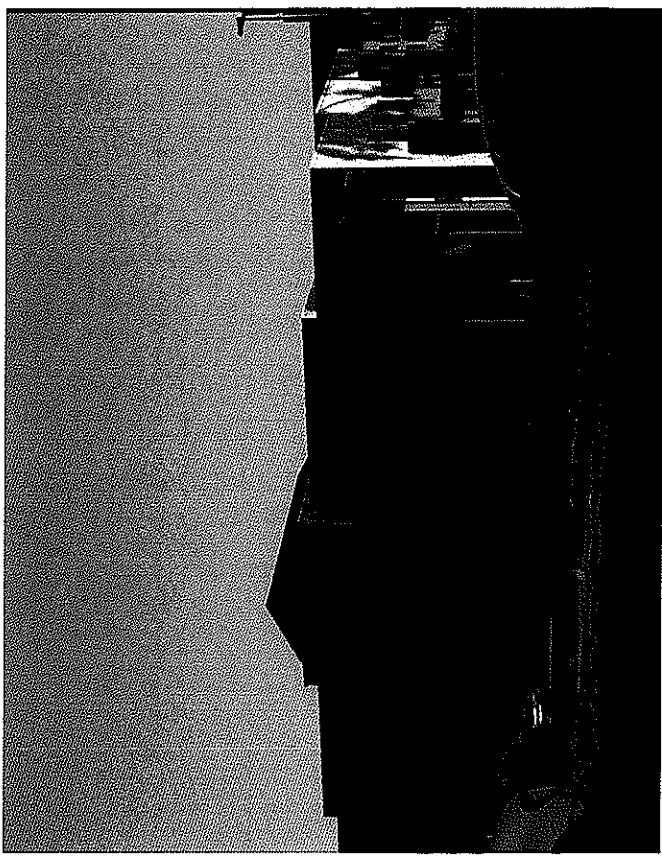
As with all building design, roofs, particularly metal roofs, contribute significantly to a building's appearance and character. Variety in roof shapes and colors should complement the scale of the building. Darker, non-glare colors help reduce the mass of metal roof designs.

Metal roofs can incorporate standing seam, tile and shake materials to create visual interest in design.

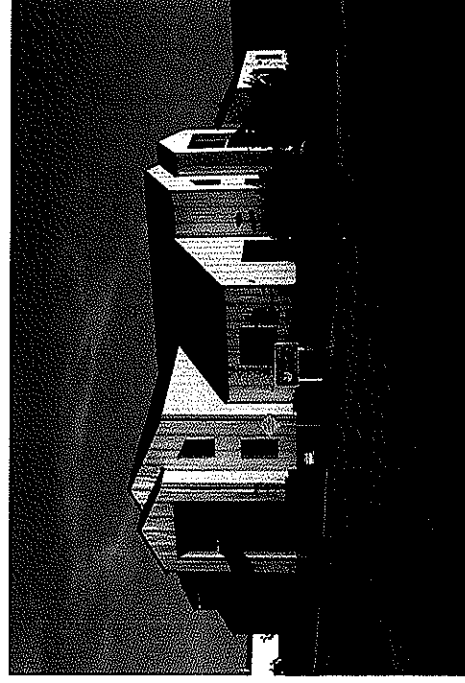
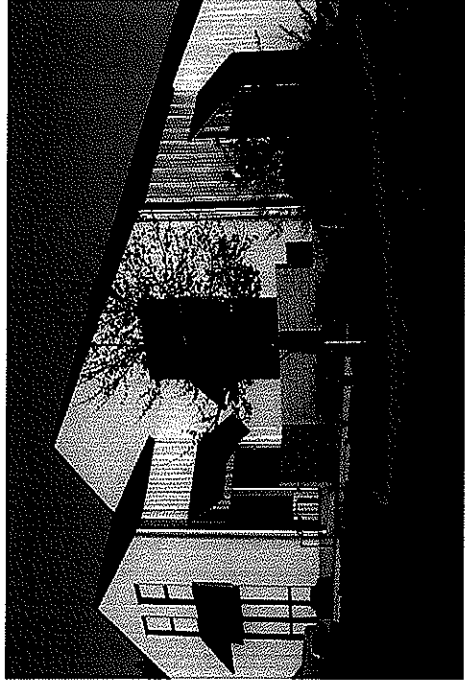
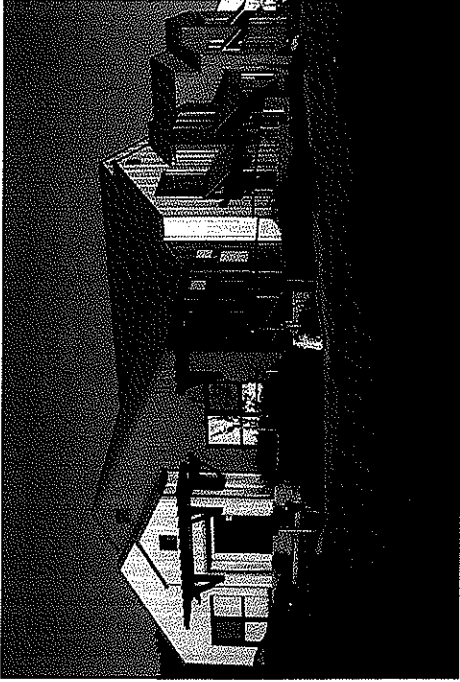
Process:

As provided in the Paso Robles Zoning Ordinance, all projects that require review by the Development Review Committee (DRC), may be referred to the Planning Commission for consideration. Projects that have been considered by the DRC twice may be referred to the Planning Commission for a determination.

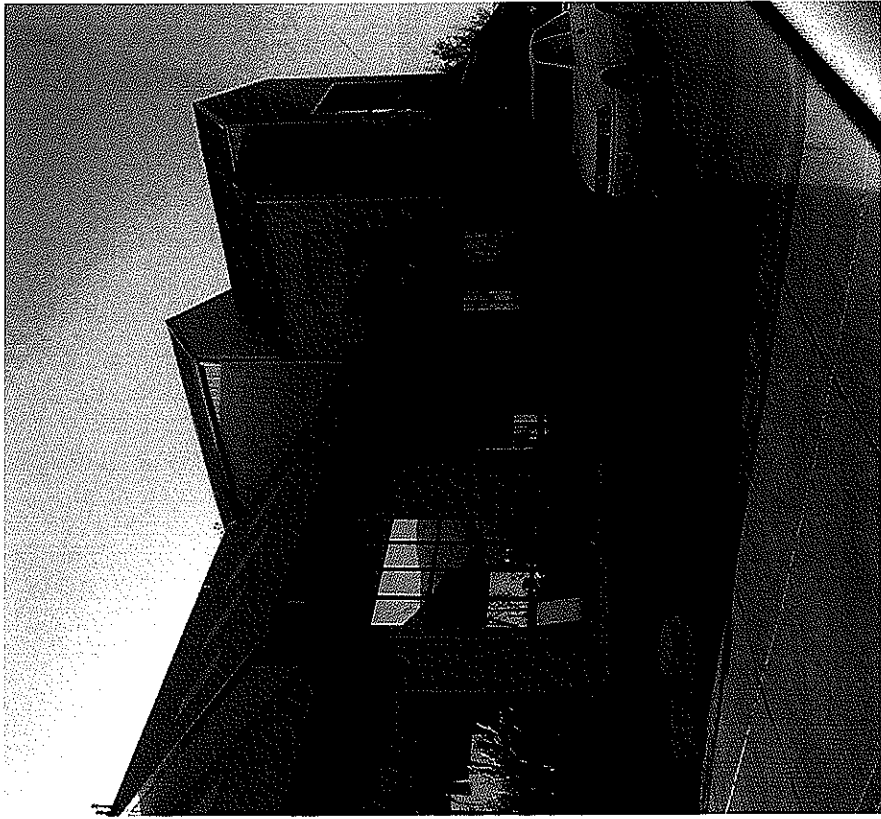
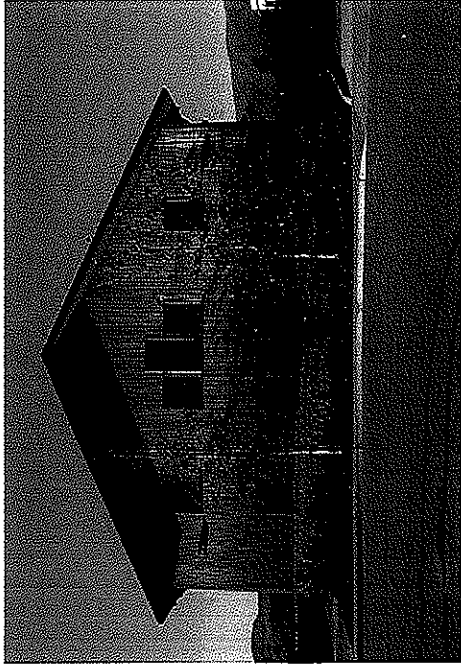
# Industrial Design Guidelines



# Metal Buildings

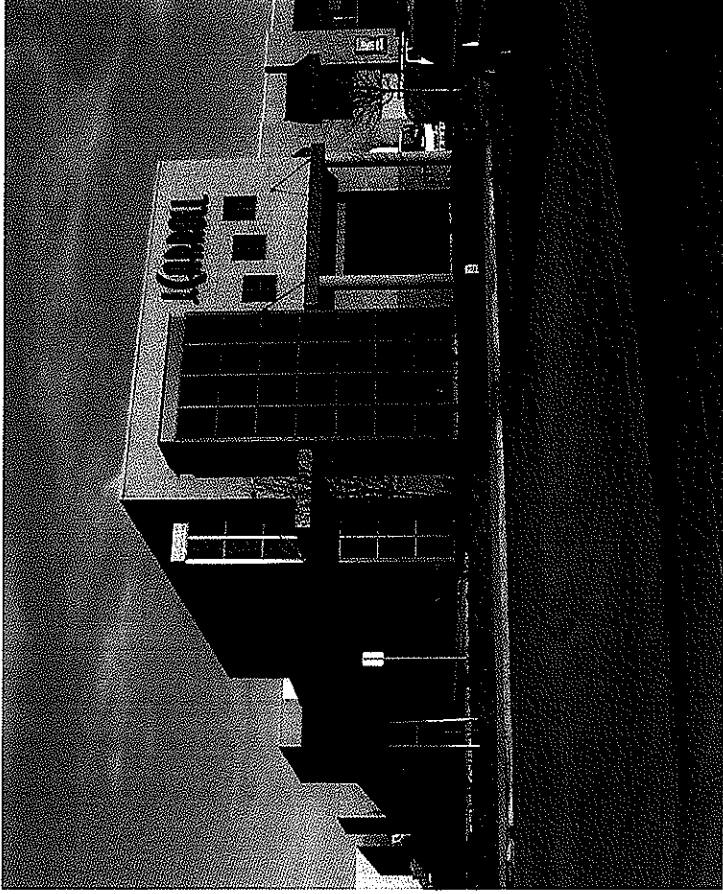


# Metal Buildings

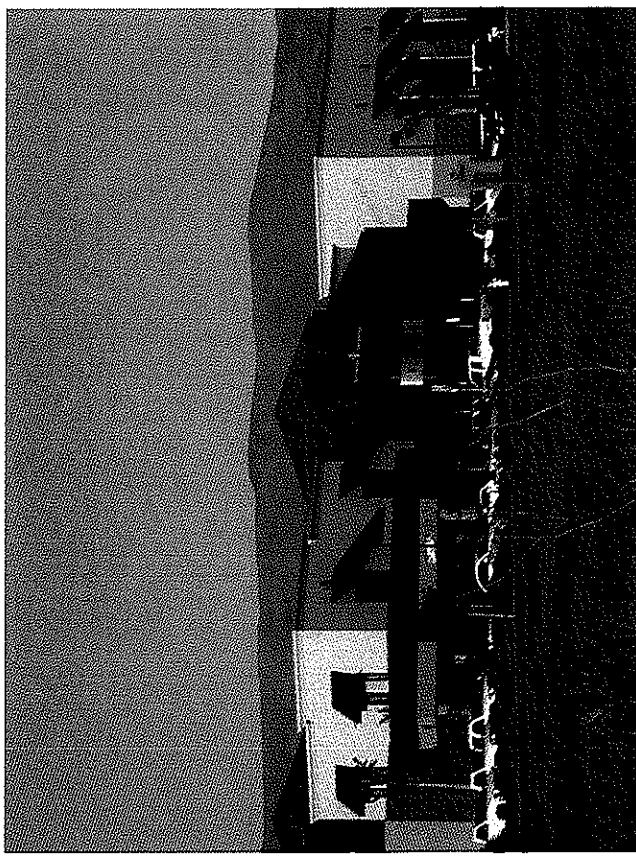
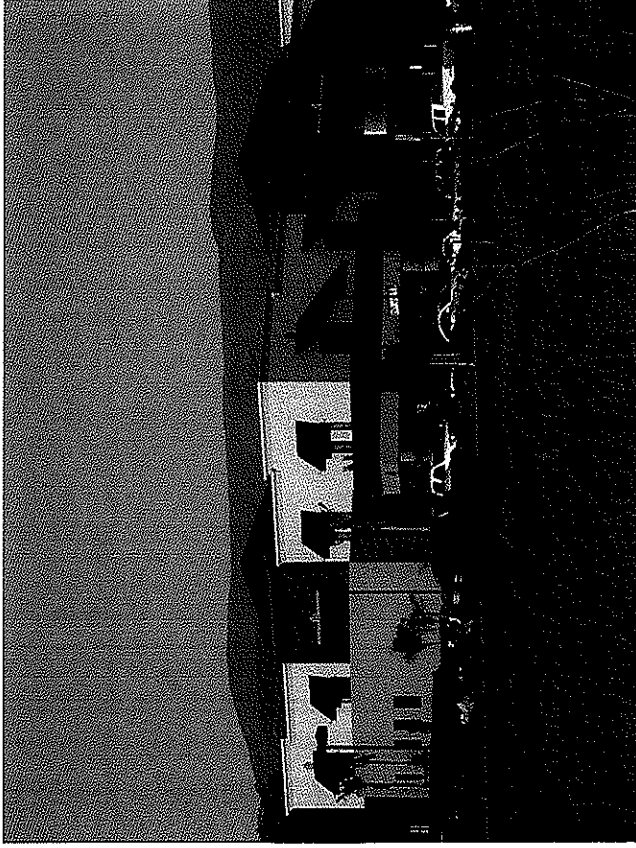




# Masonry Buildings



# Mixed Materials



# Regional Design Elements

