

3.4 Business & Light Industrial Parks and Buildings

I. GOALS

- A. To encourage “superior design” in business and light industrial parks.
- B. To encourage business and light industrial parks to respect the existing natural features of a site.
- C. To ensure that business and light industrial parks mitigate impacts that would negatively affect adjacent residential areas.
- D. To encourage business and light industrial parks to provide amenities for employees including: outdoor areas, pedestrian circulation for exercising and covered sitting areas.
- E. To provide pedestrian connections with public transit.
- F. To accommodate bicyclists.
- G. To encourage public art in large developments.
- H. To promote energy efficient design.
- I. To encourage Business & Light Industrial Parks and Buildings which are safe, contribute to a safe district, and support Police and Fire Department efforts to promote public safety.



Fig. 3.4.1 This building in the Santa Rosa Business Parks displays a strong sense of entry.



Fig. 3.4.2 The Lakes Business Park on Sebastopol Road incorporates a beautifully landscaped center court with pathways around a water feature.



Fig. 3.4.3 This sculpture at a business park along Stony Point Road enlivens the setting.

II. SITE DEVELOPMENT GUIDELINES



Fig. 3.4.4 This office complex on the corner of Cleveland Avenue and Jennings, incorporated the existing oak tree as a focal point of the design.

A. EXISTING CONDITIONS/ SITE CONSTRAINTS

1. Incorporate existing natural features such as trees, topography, creeks and riparian vegetation into the site plan. These and similar natural elements should be considered when developing a site plan. Every effort should be made to preserve dominant elements, such as mature trees, for example. When trees must be removed mitigation may be required. See the Appendix for Chapter 17-24 of the City Code which governs tree removal and replacement issues.
2. Integrate new development carefully into existing neighborhoods.
3. Mitigate noise through placement of buildings and sound barriers as needed, particularly when adjacent to residential neighborhoods. Refer to Chapter “17-16 Noise” of the City Code for noise limits.
4. Mitigate the noise of: compressors, delivery trucks, trash compactors, trash dumpsters handling, and other noise producing equipment or activities.

B. NEIGHBORHOOD & STREET PATTERN

1. When business & light industrial parks are located adjacent to a residential neighborhood they should include other uses beyond employment, such as: restaurants, other retail and neighborhood serving services, and when appropriate, residential.
When other uses are included close to employment, auto trips are reduced as lunchtime errands can often be accommodated on foot. Additionally, by including residential uses, some employees of the business park may be able to walk to work. Mixed uses create more ‘around the clock’ activity, improving the safety of areas.

2. Provide direct walkways, where legally permissible between business & light industrial parks and adjacent residential areas to reduce the need for automobile usage.
3. When business & light industrial parks are adjacent to residential areas, locate vehicular entries so as to minimize auto and service vehicle traffic through the residential neighborhood.
4. Provide a major entry to the off-street parking and truck access areas.
5. Design the buildings and landscaping to enhance the streetscape and create an inviting pedestrian experience along the sidewalk fronting the project.
6. Locate some buildings in buildings and light industrial parks near the street perimeter to reinforce the streetscape and screen parking.



Fig. 3.4.5 Restaurant within a business park.

C. GENERAL SITE CONSIDERATIONS

While business & light industrial parks may primarily be served by automobiles, pedestrians, bicyclists and transit riders must be considered.

1. Provide sidewalks and planter areas to serve as buffers between pedestrians and vehicles. Provide trees for shade as well as lower plantings to soften roadways and parking lots.
2. Create a well defined pedestrian circulation system throughout business and light industrial parks.
Many workers take the opportunity to walk at break times. Consideration should be given to walkway routes or loops that will support this activity.
3. Where transit stops exist in front of business & light industrial parks, provide a walkway from the stop to building entries.
Transit riders should not have to walk through landscaping, vehicles and parking spaces to access the buildings.



Fig. 3.4.6 Building placed along street screens parking.



Fig. 3.4.7 This pedestrian path in Fountaingrove Facilitates employees who walk for exercise during break times. Walking circuits should be incorporated in business park.

4. Provide the following in parking lots:
 - a. Entries and exits that provide safe passage to and from the street. Provide adequate sight lines and stacking distances.
 - b. Do not locate parking spaces along driveway entrances and exits to parking lots for a minimum of 15 feet from the back of sidewalk or 25 feet from the back of curb if there is no sidewalk planned. See Figure 4.2.4
5. When adjacent parcels are developed with business & light industrial parks, consider consolidated entries.
6. Provide bicycle parking to support those that bike to work.
7. Refer to Section 4.2 for Off-Street Parking guidelines.

D. LANDSCAPING

1. Provide an 8 foot planter between the curb and the sidewalk with ground cover and street trees along typical frontage streets. See section 1.2 and 1.3 for additional information on streets and sidewalk configuration.
2. Integrate new landscape design with surrounding landscaping.
3. Design on-site street furniture, accessories, and lighting to be consistent and uniform in its design.
4. Landscape and irrigate side yards.
5. Refer to Section 4.1 - Landscaping, for general requirements.



Fig. 3.4.8 Redwoods in planter strip at Santa Rosa Business Park on Tesconi Circle.

E. LIGHTING

1. Provide a uniform lighting level which assures safety and security at night.
2. Provide light standards or poles that are no taller than 16 feet.
3. Light spill-over onto neighboring properties should be insignificant. To ensure this, provide light fixtures with shielded light sources and cutoff optics. S
4. Avoid excessive illumination of a site.

As well as being an inappropriate form of advertising, excessively bright lights are hazardous to nighttime drivers as the intense light dilates the drivers eyes and once past the illuminated area, vision is hampered.



Fig. 3.4.9 A typical shielded light fixture.



Fig. 3.4.10 Utilitarian pre-manufactured buildings such as this are discouraged.



Fig. 3.4.11 Features of this building such as: roof overhang, steeper roof pitch, use of accent panels, and a sense of entry, contribute to an acceptable metal building.

III. BUILDING DESIGN GUIDELINES

A. GENERAL

1. Design buildings specifically for the sites they are intended to occupy. Designs should be unique to Santa Rosa.
Repetitive building designs used in other communities or other locations within Santa Rosa should not be reused.
2. Design buildings to fit in to the character and context of the surrounding area. Buildings should not be stylized or ornamented in a garish and conspicuous manner.
3. Design pre-manufactured metal buildings to avoid a generic, off the shelf appearance such as shown in Figure 3.4.10. The use of typical utilitarian design with exposed low pitch (1/2:12) roof, no overhang, single color, flat walls and unorganized window openings is discouraged. If metal buildings are to be used, one of the following design approaches should be employed:
 - a. The low pitch roofs should be hidden behind a parapet, or;
 - b. The roof pitch should be increased to a minimum of 3:12 and the overhangs should be increased commensurate with the scale of the building (+/- 3-4' overhangs), and;
 - c. Include features such as offsets in the wall planes, recessed entry areas, metal canopies, several colors, accent color bands, high clerestory windows, multiple siding profiles.

4. Occasionally business & light industrial parks will be located adjacent to residential uses. In these settings the buildings adjacent to the residences must respect zoning code setbacks and height limits. Additionally, care should be taken to design in a sensitive matter at the edge conditions. Issues to consider include: mass and scale relative to residences, residential privacy, providing buildings that are designed, detailed and articulated on all four sides (long blank back or side walls are discouraged), blockage of neighbors' views to significant vistas or important view corridors, and blocking sunlight from reaching adjacent yards
5. Design buildings to achieve a human scale and interest. This can be achieved by including elements which give persons a sense of their relationship to the structure, such as balconies, wall insets and reveals, etc.
6. Design buildings within business or light industrial parks to exhibit a consistent design theme or character. Freestanding buildings should be architecturally compatible with other buildings in the park.
This does not mean all buildings should be detailed in an identical manner, or that only one architectural style is used. However, the buildings need to be compatible.
7. Each phase of a phased development should attain a visual completeness. Temporary barriers/walls should be painted and trimmed to integrate with the permanent construction.



Fig. 3.4.12 This building has a poor sense of entry.



Fig. 3.4.13 This building has a strong sense of entry.



Fig. 3.4.14 This small business park in Berkeley, CA, has grouped doors and windows into a well organized visual composition. Green metal awnings are used to clearly define the entries. The use of both smooth and split-face block, combined with metal siding and a saw-toothed roof form add texture and articulation. This is a very successful design.

B. COLORS & MATERIALS

1. Select building colors to establish continuity and compatibility within the park. Colors should enhance the visual character of the environment of the proposed buildings. Building colors should not compete for attention. Building colors should not become “signing” of the building or site. Integral coloring (where the color is mixed into the material vs. being applied as a paint) of concrete, stucco, and similar materials is encouraged.
2. Use consistent building materials, colors, and textures within a park setting. Individual buildings may vary to reflect the character of the different businesses.
3. The use of highly reflective materials is discouraged. These materials may be considered as secondary or accent materials but their use is discouraged as primary or base finish material of a building.
4. Choose materials and colors thoughtfully and carefully detail connections and joining of materials. Avoid “false” or “decorative” facade treatments where unrelated materials are haphazardly placed on the building
5. When buildings are located in an area prone to graffiti, use wall materials and treatments that are easy to paint over or clean.

C. ENTRIES/ DOORS/ WINDOWS

1. Use building entries to protect people from the elements and create a “sense of entry” or focal point for the building.
2. Utilize doors and windows in an organized pattern to articulate wall surfaces.

D. ACCESSORY ELEMENTS, FENCING & ROOFTOPS

1. Screen service areas from streets and adjacent uses.
2. Incorporate vending machines, automatic teller machines, and other equipment into the design of the buildings.
3. Screen all roof top equipment. If the roof structure does not provide this screening, include an equipment screen in the design. The screen should be architecturally compatible with the building. The point of view for determining visibility shall be 5 feet above grade at a distance of 200 feet.
4. Integrate instructional and identification signage, miscellaneous storage boxes and other necessary items into the design of the building.
5. Design fencing, soundwalls, trash and recycling enclosures, service areas, and similar accessory site elements to be compatible with the architecture of main buildings.
6. Screen exterior trash, recycling, and storage utility boxes, wood service poles, electric and gas meters, fire sprinkler valves and backflow preventors and transformers, etc., from view wherever possible. Where screening is not possible, design the landscaping to mitigate the visual impact.



Fig. 3.4.15 This service area is effectively screened with a masonry wall that is planted with ivy.



Fig. 3.4.16 This building on Second Street features an equipment screen wall that nicely picks up the detailing of the fascia.

