

REDEVELOPMENT AGENCY OF THE CITY OF FRESNO INDUSTRIAL DEVELOPMENT DESIGN GUIDELINES

INTENT AND PURPOSE OF THE DESIGN GUIDELINES

The purpose and intent of these Design Guidelines (“Guidelines”) are to establish uniform guidelines for the Agency’s review of land use and development entitlements and projects proposed within certain adopted redevelopment plan areas (named below), and all future redevelopment project area plans (the “Plans”) that include land designated or zoned for industrial use. The Agency will apply the Guidelines, for instance, to its review of the following for each Plan: Special permits, parcel maps, and text amendments to the zoning ordinance, from the Development Department; applications for street vacations from Public Works; and landscaping plans from the Parks Division. In addition, the Agency will use the Guidelines in negotiating development-related agreements, such as Owners Participation Agreements (OPAs), and Disposition and Development Agreements (DDAs). The adopted redevelopment project areas to which the Guidelines will apply are:

- Airport Area Revitalization Redevelopment Project Area Plan
- Chinatown Expanded Redevelopment Project Area Plan
- Convention Center Project Area Plan
- Freeway 99 - Golden State Boulevard Corridor
- Fruit-Church Redevelopment Project Area Plan
- Mariposa Redevelopment Project Area Plan
- Roeding Business Park Redevelopment Project Area Plan
- South Fresno Industrial Revitalization Redevelopment Project Area Plan
- Southeast Fresno Revitalization Redevelopment Project Area Plan
- Southwest Fresno General Neighborhood Renewal Area Plan
- South Van Ness Industrial Area Plan
- West Fresno Project Urban Renewal Area One
- West Fresno Project Urban Renewal Area Two
- West Fresno Project Urban Renewal Area Three

The Guidelines do not modify the Plans, and do not modify the General Plan, or any Community or Specific Plans, which the Plans incorporate. Any inconsistency between these Guidelines and any Plan or any of the Plans incorporated a Plan is unintentional, and will be deemed inapplicable and deleted from the Guidelines as to that Plan.

DESIGN FOR DEVELOPMENT

A primary objective of each Plan and Agency Plan implementation is to create a physically attractive and harmonious business environment within each Plan area for properties that are planned or zoned for industrial use. By developing and applying uniform development design criteria, the Agency seeks to create a quality business environment that encourages existing businesses to expand or remain within each Plan area, and attracts new industrial development to the Plan area and the City.

Existing businesses, which propose to expand, alter, renovate, repair or rehabilitate existing facilities, will be encouraged to design their projects in accordance with these Guidelines to the extent possible, given existing improvements, size and configuration of the site, and other such conditions. Those businesses entering a DDA or an OPA with the Agency will be required to comply with the Plan, and with the architectural, landscape, and site plans submitted to and approved by the Agency under these Guidelines.

These Guidelines may include and expand on some property development standards from the Fresno Municipal Code, and certain design elements which the architect/designer may ordinarily include in a project design. The objective is a relatively comprehensive set of guidelines, criteria, and information that expresses the Agency's goals and objectives for development within each Plan area.

Unless compliance is required under the Fresno Municipal Code, the Agency Executive Director, Redevelopment Administrator, or designee may waive or modify any Guideline when design flexibility will be beneficial to a Plan Area, will promote a diverse and higher quality business park environment, and is consistent with the Plan objectives, and with adopted plans and policies of the Agency and the City.

PROPERTY DEVELOPMENT STANDARDS

Compliance with these Guidelines is essential to achieve each Plan's goals and objectives. Each Plan prohibits property uses or structures that are incompatible with surrounding areas and structures, due to appearance, traffic, smoke, glare, noise, odor, or similar factors. Proposed development and redevelopment of property within each Plan area shall comply with the Plan, the general, community, and specific plans it incorporates, and with related property development standards and policies of the Agency and the City, including the City's Public Works Standards and Specifications.

ARCHITECTURE AND DESIGN

Architectural style or design of new buildings or building modifications within each Plan area shall be compatible with other buildings within the vicinity. Prior to submitting plans to the City Special Permit Review and Approval process, the owner and/or his or her architect or engineer is encouraged to consult the Agency in the preliminary planning and design stages to ensure that the project will be consistent with the Plan, the above development standards, and these Criteria.

BUILDING FORM AND MATERIALS

- Variation in building form is recommended to reduce the mass of building walls, accent entry ways and to create architectural interest.
- The sides of each building on a site, particularly buildings visible from multiple street frontages, shall be consistent in design and should be compatible with other development in the immediate vicinity which the Agency has approved.
- For exterior walls, use of masonry, textured concrete or concrete block, stucco, brick or other earthen material is highly encouraged.
- Architecturally enhanced metal buildings may be approved. Prefabricated metal buildings are discouraged. The Agency may consider approving a typical metal building under special circumstances, for instance, in areas appropriate for such structures or where the buildings are not visible from a public street or freeway.
- Wood, stone, concrete, metal and other materials may be used for accent and detailing.
- The use of pressed plywood or particle board, corrugated metal, fiberglass or plastic as siding or roofing will not be approved.

ROOFS

- Parapets and roofs shall be architecturally integrated into the design of the main building and shall be reflected in all sides of the building.
- Generally the placement of mechanical equipment, including satellite dishes and antennas, etcetera, on roofs is discouraged. Please see the Mechanical Equipment section for the placement and treatment of mechanical equipment.

COLORS

- Colors or color schemes must be consistent with the Plan and its objectives. Color schemes that will promote the sense of a unified planned business park are encouraged. Painting buildings in repetitive bold colors or painting buildings to serve as signs will not be approved.

BUILDING SETBACKS

- A minimum 20-foot setback shall be maintained along all public streets, unless otherwise approved by the Agency. In no case shall the setback be less than 15 feet. The setback area shall be landscaped with trees, shrubs and ground cover. An approved irrigation system shall be installed within the landscaped area.
- Property backing onto a major street, expressway, highway or freeway shall provide for a landscaped setback of not less than 10 feet, be landscaped with trees, shrubs and ground cover, and have an irrigation system as required by the Fresno Municipal Code.

LANDSCAPING

- Landscaping and irrigation plans shall be prepared by a licensed landscape architect, landscaping contractor, or other person who, upon Agency review, demonstrates by training and experience that he or she is qualified to prepare such plans. Modifications to an approved landscape design are permitted, subject to Agency approval.

- Landscaping and automatic irrigation systems shall be provided in accordance with Subsection 23, Water Efficient Landscape Standards, and Subsection 24, Landscaping, Section 12-306-N of the Fresno Municipal Code, and any amendments thereto.
- Landscaping and irrigation systems shall be installed before a certificate of occupancy is issued.
- Landscaping along street frontages should be designed to create a unified streetscape that provides continuity and contributes to the overall quality business park identity of the Project Area.
- Trees proposed within the landscape setback shall be consistent and compatible with the street trees planned and/or planted along the street frontage. The City's Parks Division has a list of approved street trees.
- To create a sense of a well-established business park, trees planted within the landscape setback, along the street frontage, are to be not less than the 15-gallon size (24 inch box trees are preferred).
- Provide for traffic and parking islands or peninsulas within off-street parking areas and other paved service areas to create additional planting areas for trees and ground cover where possible.
- All trees approved for planting shall be allowed to grow to and be maintained at the full natural size and height of the species. The use of chemicals, or any other means used to slow or stunt the growth of trees is prohibited.
- The owner/occupant shall properly maintain all landscaping to assure continuous healthy plant growth. Any unhealthy or dead landscaping shall be removed and replanted by the owner in accordance with landscape plans approved by the Agency.

LIGHTING CRITERIA

- Lighting standards and fixtures shall blend architecturally with the buildings and landscaping and other design elements as may be appropriate.
- Lighting may be used to highlight landscape features and pedestrian areas.
- All lighting fixtures shall be integrated into the building design or concealed flush with a grade and not visually apparent during the daytime.

WALLS AND FENCING

- Masonry walls consisting of materials, finishes and colors compatible with the main building and adjoining property shall be provided along the side and rear property lines and streets adjacent to property planned or zoned for residential use. The placement and height of all fencing shall conform to the requirements of the Fresno Municipal Code.
- Inordinately long walls or fences should be broken up by landscaping, pilasters, offsets in the alignment of the wall or fence, and/or changes in materials and colors.
- The design of walls or fencing along street frontages shall be consistent with fencing in the vicinity of the proposed project that has been approved by the Agency (wrought iron fencing with pilasters is preferred).
- Wrought iron fencing with sharpened spears or pickets for security purposes will not be permitted.

- The color of all wrought iron fencing shall be black. Spacing between pickets may be not less than 6-inches.
- Wire fencing for security is subject to Agency approval.
- Chain link fencing along side and rear property lines, when not visible from a public street or property planned or zoned for residential use, may be permitted with Agency approval.

OFF-STREET PARKING

- Where practical, parking areas should be located to the side or rear of the main building or buildings. The Agency will consider different arrangements of off-street parking for commercial development within an industrial district.
- Where the parking area is visible from a public street or highway, the area will be screened from view by landscaping and earth berms or decorative walls, or a combination of landscaping, earth berms and decorative walls. Landscape screens consisting of trees, shrubs, ground cover and earth berms are preferred.
- Provide parking lot shading in accordance with the Agency's Performance Standards.

SERVICE AND STORAGE YARDS AND LOADING DOCKS

Service and/or storage yards should include, but not be limited to, loading areas, refuse and recycle bins, trash compactors, equipment and material storage, utility cabinets and transformers. Such activities or equipment should be concentrated and located where they will not create a nuisance to adjacent properties and uses. These facilities, including all of the various activities and equipment just mentioned, must be shown on the site plan and construction plans. Unless otherwise approved by the Agency, such areas will be paved with asphalt-concrete.

SERVICE YARDS

- Centrally located services yards are preferred. However, dispersal of service areas on the site may be necessary if dictated by the particular use. Service yards will not be located next to properties planned or zoned for residential use.
- Service yards will be easily accessible to tenants and service vehicles and shall be located to minimize conflicts with other activities on the site. Public circulation shall be separated from service yards.
- All service yards and maintenance equipment must be enclosed and screened from off-site view. Screening may be accomplished with a combination of buildings, walls, landscaping, and landscaped earth berms.
- Walls and accessory structures shall be consistent with the building materials, finish and colors used in the main building or buildings.

STORAGE AREAS

- Outdoor storage shall be located within an approved storage area and permanently screened from view by a decorative wall, or other fencing, and landscaping, as the Agency may approve.
- Locate outdoor storage areas to the rear of proposed buildings, but away from properties zoned or planned for residential use.

- Storage areas adjacent to public streets shall be completely screened from view in the same manner as service yards. The height of stored materials shall not exceed the height of the required enclosure.
- Any Hazardous material storage shall strictly comply with federal, state and local regulations.
- Storage of equipment and vehicles shall be within a building or an enclosed storage yard.

LOADING SPACES

- The minimum number of loading spaces shall be provided in accordance with the City's Zoning Ordinance.
- Loading spaces and/or loading docks should be located to the side or rear of buildings to reduce the off-site view of the loading area or docks.
- Locate loading docks a minimum of 150 feet (75 feet if fully enclosed within a building) from properties zoned or planned for residential use.
- Whenever possible, loading areas and access doors should be oriented away from public streets, expressways, highways or freeways. If this is not possible, then they shall be screened from public view.
- All loading areas, access doors, docks, and truck circulation aisles should be fully screened from property planned or zoned for residential use by a minimum 6-foot high decorative masonry walls and 10-foot wide, heavily landscaped borders.
- Loading areas are not to interfere with on-site pedestrian and vehicular circulation. Separate loading areas from areas that are devoted to public parking and public entrances.
- Loading operations shall not be conducted on or from a public street.

UTILITY EQUIPMENT

- The preference is for all utility equipment or devices, such as gas and electrical meters, electrical service panels or cabinets, and fire service devices to be within a mechanical room. When this is not possible, such equipment or device should be placed to the side or rear of the building and screened from view by an enclosure consisting of walls, landscaped earth berms or landscaping or a combination thereof.

- Unless the Agency otherwise approves, transformers and other such equipment, excepting water backflow prevention devices, shall not be placed within required building and landscape setbacks adjoining a public street.
- Wherever a backflow prevention device or other such equipment is permitted within the landscape setback, the device and/or equipment shall be screened from public view by decorative masonry walls and/or dense landscape screens.
- Adequate access to utility equipment shall be provided and maintained in accordance with the requirements of the utility company.
- Walls and/or landscape screens should be consistent with the architecture of the primary building and the overall landscaping theme.
- All on-site utilities should be placed underground. Transformers should be located away from trash enclosures and loading areas.
- Existing overhead public utilities within the public right of way may be required to be placed underground by and at the expense of the owner-developer, in accordance with the Department of Public Works Standards and Specifications.

MECHANICAL EQUIPMENT

- Mechanical equipment is to be located and operated in a manner that does not disturb adjacent properties.
- Mechanical equipment including, without limitation, compressors, air conditioners, antennas, pumps, heating and ventilating equipment, emergency generators, chillers, elevator penthouses, water tanks, stand pipes, solar collectors, satellite antenna dishes, and communications equipment, are not to be visible from public streets and neighboring properties. Visibility from taller buildings with view of the proposed development is to be minimized.
- Mechanical equipment is not to be mounted on exterior walls or roofs unless enclosed or screened from off-site view and baffled to attenuate noise to a maximum of 60 dB at property line. Visual screens or enclosures shall consist of materials, finish and colors used in the main building.
- Ground mounting is acceptable when the equipment cannot be placed within a mechanical room and is appropriately screened from off-site view.
- Cellular phone antennas should be incorporated as an integral part of the building rather than placed on separate poles.

REFUSE AND RECYCLING

- An adequate number of refuse/recycle bins are to be provided for the project. In general, such facilities, including trash compactors, shall not create a nuisance for adjacent properties.

- All refuse and recycling bins and trash compactors must be within separate enclosures or a service yard. Access to these facilities must be clear of any conflicts with on-site circulation, loading and parking facilities.
- All enclosures are to be constructed of masonry walls and fitted with metal gates, in accordance with Public Works Standards and Specifications.
- Materials, colors and finishes of such enclosures shall be consistent with the main building.
- The use of other materials for enclosures may be considered where such enclosures are not visible from public streets and adjacent properties.

SIGNS

All signs, as defined in Section 12-105-S-16 of the Fresno Municipal Code, shall comply with the sign requirements of the C-1 District, Neighborhood Shopping Center, set forth in the City's Zoning Ordinance and the following standards:

General:

- A master sign plan for a planned industrial development or industrial-business park shall be submitted to the Agency for review and approval before submitting a master sign permit to the City Development Department.
- Signs are to be for identification and direction only - not for advertising.
- Signs and related graphics are to be an integral part of the overall architecture of the main building and site design.
- Color schemes are to be consistent with, and to complement other signs, graphics, and building color schemes in the vicinity, so as to achieve the desired compatibility and identity of a planned business park.
- Illumination of individual letters and graphics is preferred to the illumination of sign background. The light source of externally illuminated signs should not be visible.
- Freestanding signs or displays of products and materials addressing a highway or freeway will not be permitted.
- Pole, cabinets, or canned signs are discouraged.
- Other than the name and address of the occupant, no signs or advertisements may be attached, or affixed to, or painted on, any window.
- All signs shall be designed free of bracing, angle iron, guy wires, or similar means.
- All signs shall be maintained in good repair, including the display support structure. The backs of all signs visible to the public shall be suitably finished and maintained.

Detached Signs:

- Monument signs shall be used to identify businesses. A monument sign, no greater than 5 feet high by 8 feet long, consisting of individual letters,

displaying the name of the building, occupants or groups therein and street number may be permitted.

Attached Signs:

- The scale and design of attached signs are to be consistent with the size and architecture of the building.
- Signs are to be mounted to walls below the eave line and low enough to be visible under the canopy of mature street and on-site trees.
- Roof top signs will not be permitted.