



HH

INDUSTRIAL DISTRICT DESIGN GUIDELINES

CITY OF HAYWARD

ADOPTED MAY 28, 2019

This page intentionally left blank

TABLE OF CONTENTS

PURPOSE	1
DESIGN INTENT	1
DESIGN GUIDELINES	2
SITE ELEMENTS	
A. Site Planning	3
B. Pedestrian Connections	4
C. Landscaping, Walls, and Fencing	5
D. Employee Amenities and Open Space.....	7
E. Lighting.....	8
F. Utilitarian	9
BUILDING DESIGN	
G. Massing and Articulation	10
H. Entries	11
I. Windows and Doors	11
J. Colors and Materials	11
K. Signage	12
L. Shoreline Development.....	12
M. Design Interventions for Constrained Development.....	13
APPENDIX A	17

This page intentionally left blank

PURPOSE

The purpose of the Industrial District Design Guidelines is to facilitate the enhancement and improve the overall appearance of the Industrial Technology and Innovation Corridor by providing design direction for development. Design guidelines are intended to promote high quality site and building design, convey design expectations, and ensure consistent application of those expectations.

These Design Guidelines provide design direction for property owners, developers, designers, contractors, and architects as they are designing their projects so that they meet the intent of General Plan goals and policies. They also serve as the basis for project review by the City, assisting City staff and decision makers in evaluating projects. They are prescriptive to create a framework for design and to carry out the community's design vision—articulated in the General Plan—but flexible to allow for creativity and innovation in design and planning.

DESIGN INTENT

Development in the Industrial District is intended to be characterized by functional, well designed site and building development to improve the economic viability of properties and to enhance the visual character of the Industrial Technology and Innovation Corridor. Important features of development include coordinated landscaping along frontages and adjacent to open spaces, safe and clearly demarcated pedestrian connections, prominent entries with articulation and detailing, loading docks at the side or in the rear, and amenities such as recreational facilities, open space, benches, shelter and other features that enhance the employee experience.

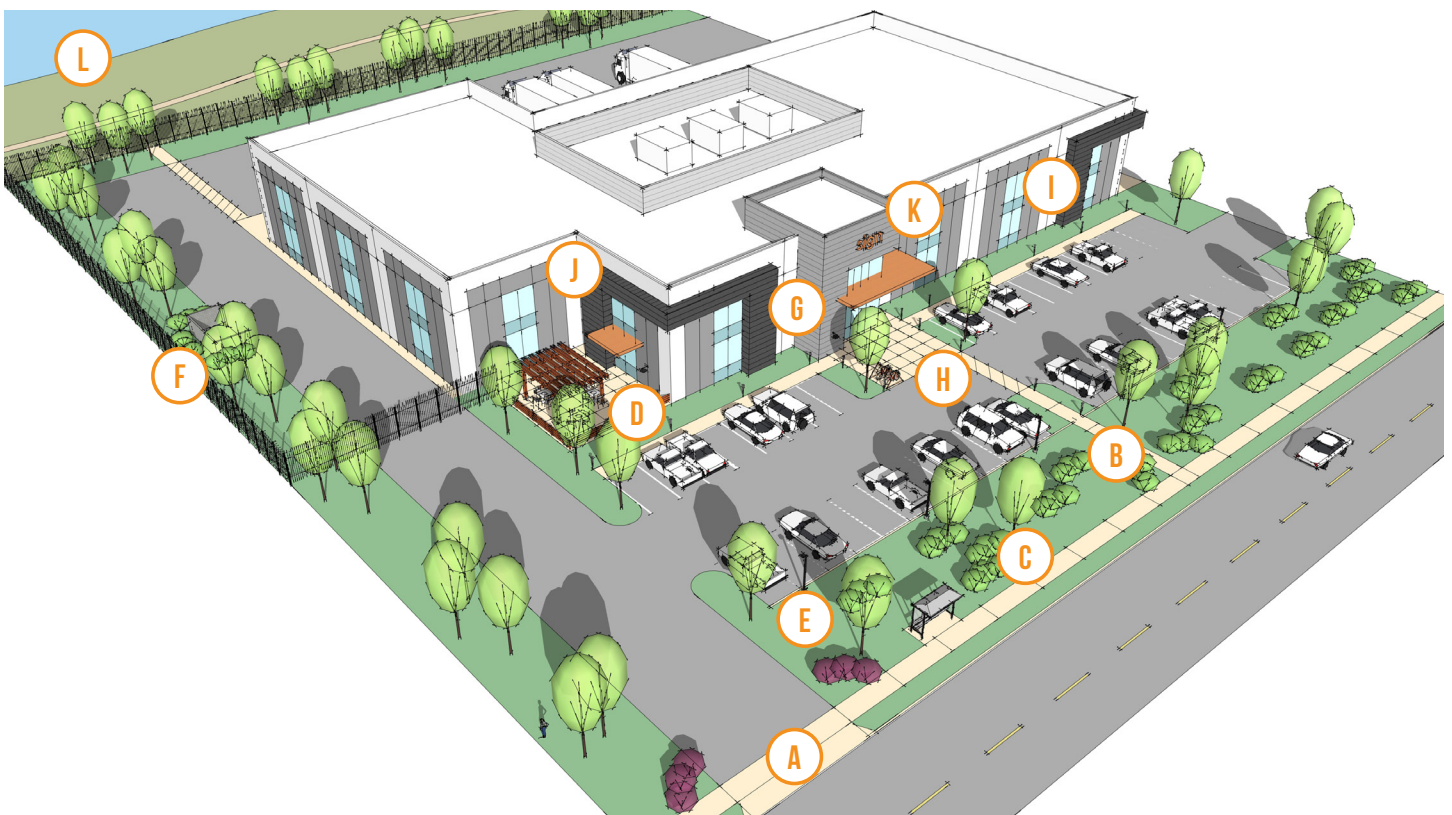


Example of recent industrial development reflecting current design characteristics.

DESIGN GUIDELINES

Design guidelines in this document address key design elements of development in the Industrial District highlighted in the illustration below. The letters in the illustration refer to corresponding sections of the Guidelines.

In certain cases, existing development, site characteristics, operational needs, or other factors may make strict application of design and development requirements impractical. Examples of design interventions to create visual interest and minimize visual impact in instances of such constraints are presented in **Section M, Design Interventions for Constrained Development**.



SITE ELEMENTS

- A** Site Planning
- B** Pedestrian Connections
- C** Landscaping, Walls, and Fencing
- D** Employee Amenities and Open Space
- E** Lighting
- F** Utilitarian

BUILDING DESIGN

- G** Massing and Articulation
- H** Entries
- I** Windows and Doors
- J** Colors and Materials
- K** Signage
- L** Shoreline Development

SITE ELEMENTS

A. SITE PLANNING

1. Highlight site entrances through driveway entry treatments such as unique paving treatments, accent landscaping, and signage that inform visitors of its location and enhances the overall project design.
2. Locate visitor parking to be clearly identifiable and provide ease of access to the primary entry of a building.
3. Connect site to surrounding amenities such as sidewalks, trails, or other opportunities to enhance area connectivity.
4. Orient buildings in order to allow for maximum daylighting, climactic, and other environmental condition opportunities to occur for interior work areas.
5. Where multiple buildings are located on a site, design buildings to create a cohesive visual relationship.
6. Where feasible, work with adjacent property and business owners to group employee amenities into nodes with pedestrian and other connections.
7. Incorporate unique design elements (such as decorative fencing, wall art and sculptures, creative bicycle racks, or benches and tables) as project features that complement building design or business.
8. Place bicycle racks and/or bicycle lockers adjacent to building entries where they are clearly visible in order to enhance safety and security.
9. Locate outdoor storage, loading docks, semi-truck bays, semi-truck parking, and other nuisance activities on the side of a building not directly abutting a residential use. If infeasible due to site constraints, angle outdoor storage, loading docks, semi-truck bays, semi-truck parking, and other nuisance activities away from residential uses. If infeasible due to site constraints, angle loading docks, semi-truck bays, and semi-truck parking away from residential uses.



Unique paving at driveway highlights site entry while building is oriented to allow for daylighting of interior work areas.



Bicycle rack placed near primary building entry as unique feature that complements adjacent business.



Indicates a Crime Prevention Through Environmental Design (CPTED) topic.

B. PEDESTRIAN CONNECTIONS

1. Provide easily identifiable pedestrian pathways that connect all buildings to parking areas, to the public sidewalk, trails, and trail access points, and to any open space areas or amenities, including transit stops.
2. Connect parking and building entries with landscape island walkways.
3. Design pedestrian paths with textured paving or other unique surface and accent lighting.
4. Ensure areas adjacent to pedestrian paths and connections provide for visual surveillance to enhance safety and security, especially at points of entry. Avoid dense hedges, dark corners, and other elements that can obstruct visibility.
5. Locate employee and visitor pathways throughout a site to minimize conflicts with truck driveways, storage, loading, and other operational areas.



Pedestrian pathways are easily identifiable and connect the building to parking areas and off-site sidewalks.



Landscaped islands provide clear pathways to primary building entry while minimizing pedestrian conflicts with vehicles.



Unique, colored paving clearly identifies pedestrian pathway through parking area.



Uniform landscape palette establishes streetscape character and complements adjacent property landscaping along the street.



Residential streetscape character (left) is maintained by industrial properties (right) through consistent tree and shrub type and placement.

C. LANDSCAPING, WALLS, AND FENCING

1. Use landscaping to complement and enhance the overall project design in order to provide an attractive frontage, screen or buffer adjacent sensitive land uses, frame building entrances or special design features, provide relief to continuous wall planes through use of trellises, green walls, and landscape frames, and to connect to adjacent development.
2. Use a uniform landscape palette to establish a coherent and consistent streetscape appearance in order to create a continuous street and landscape frontage. Where a continuous tree and landscape street frontage is not present, develop a landscape palette that can be continued along the street frontage of other properties in the future.
3. Ensure landscaping complements and extends the design of adjacent properties and amenities.
4. Use landscaping as a transitional element to continue the streetscape character of adjacent residential neighborhoods.
5. Maximize landscape areas on site with a mix of deciduous and evergreen trees and shrubs and locate to be balanced throughout the site.
6. Group trees and shrubs together to create strong accent points within the site, unless circumstances dictate otherwise.

7. Utilize accent landscaping to distinguish driveway entries, primary building entrances, employee amenity areas, trail access points, and other activity areas of a site.
-  8. Design landscaping adjacent to open space, trails, or trail access points to screen industrial development and operations but still maintain a sense of openness and visibility to allow for visual surveillance and enhance safety and security of users.
9. Use landscaping, fencing, walls or a combination of the two or other treatments to buffer sites when located adjacent to residential uses.
10. Design fencing as an integrated part of the site, rather than as a separate fence (i.e. planter wall, continuation of architectural wall), and ensure fencing design and material selection is as part of the overall development.
11. Minimize visual monotony in sound walls, masonry walls, or fences through changes in plane, height, material, or material texture or include significant landscape massing, where appropriate.



Accent landscaping utilized to create visual interest and highlight primary building entry.



Wall and fencing designed as integral part of a site through continuation of building materials, with landscape minimizing visual monotony.

-  a Screening of industrial development maintained through appropriate spacing of trees.
-  b Trees trimmed and up kept to maintain screening but also to allow for visual surveillance on trail.
-  c Low shrubs maintain sense of openness and visibility to enhance safety.



Example landscaping adjacent to open space, trails, or trail access.



Outdoor eating area located adjacent to indoor break areas and enhanced through use of scored concrete.



Outdoor employee area located to take advantage of sun access, while providing facilities such as barbecue, recreation areas, and outdoor patio.



Half court basketball for games between employees on breaks.

D. EMPLOYEE AMENITIES AND OPEN SPACE

1. Incorporate unique paving treatments, such as scored or colored concrete, pavers, or tile to enhance the appearance of outdoor eating areas.
2. Locate employee outdoor areas adjacent to indoor break areas.
3. Design outdoor employee areas to have sunlight during at least part of the day and offer wind protection, comfort, and safety.
4. Provide facilities such as walking paths, patios, barbecue areas, recreational facilities, or other such improvements that allow convenient use for outdoor enjoyment and/or recreation for employees.
5. Locate open space along the east, west, or southern block or building face, where feasible, and design to maximize exposure to the sun, especially from the southwest while protecting from wind (often westerly).
6. Use trees and berms along the windward side of outdoor employee areas as windbreaks.
7. Provide ample seating areas and tables. Provide shaded seating areas, in addition to areas with full sun access.
8. Size recreational spaces to be of sufficient size and area to accommodate the intended activity.



E. LIGHTING

1. Integrate exterior lighting that is architecturally compatible with the building style, materials, and colors.
2. Design exterior lighting to be shielded downward to minimize direct off-site viewing and to ensure light does not overflow onto adjacent sites.
3. Mount light fixtures at a height appropriate to the setting and project design. For example, use lower mounting heights for settings adjacent to sensitive land uses (residential, bay lands, or trails) and low, bollard-type fixtures within pedestrian areas.
4. Use attractive and well-detailed raised light pole bases compatible with a project design. Color concrete, sculptural elements, and other creative elements at the base of lights are encouraged.
5. Maintain site area intended to be lighted by locating light poles within raised curb planter areas to avoid conflicts with any parking lot trees.
6. Use vandal resistant well lighting for pedestrian and signage lights.



Light fixtures mounted at appropriate height for setting adjacent to building entry and shielded downward.



Low, bollard light fixtures placed to provide lighting within pedestrian areas.



Trash enclosure providing pedestrian entries enhances ease of use.



Utility equipment unable to be screened has been enhanced through an art mural.

F. UTILITARIAN

1. Site trash enclosures to minimize visibility from the right-of-way through placement, landscaping, and/or other screening.
2. Provide well lighted trash enclosures. 
3. Include a pedestrian entrance to trash and recycling enclosures in order to minimize the need for opening the larger access gates.
4. Paint all vents, gutters, downspouts, flashing, and electrical conduits, to match the color of the adjacent surface, unless intended to be used expressly as a trim or accent element.
5. Locate roof access to a building on the interior, rather than the exterior of a building.
6. Utilize parapets or other building elements to screen all roof mounted equipment from view.
7. Place mechanical/utility equipment inside of a building or screen with landscaping or other materials consistent with building design. In instances where mechanical/utility equipment cannot be located within buildings or adequately screened, treat it with art.
8. Select noise generating equipment, such as HVAC systems, refrigeration units, exhaust fans, and other mechanical equipment based on minimizing overall noise production and locate them away from adjacent residential uses.

BUILDING DESIGN

G. MASSING AND ARTICULATION

1. Desirable massing on street facing building elevations includes variation in wall plane, variation in wall height, and roofs located at different levels in order to minimize the overall appearance of the elevation. In general, building wall planes visible from a public street should not continue for more than 50-feet without a change in building wall plane direction of 2-feet or more.
2. Design massing elements to be properly scaled and in proportion to one another in order to provide a balance between horizontal and vertical emphasis.
3. Organize street facing building massing so as to emphasize interior uses of a building, such as the primary entry, building corners, or office space, through the use of varying roof height, windows, variation in materials, and other design treatments.
4. Provide articulation and detailing on all elevations of a building and include elements such as recesses, columns, score lines, reveals, trellises, windows, lighting, or other features to create shadow patterns and depth on building elevations. Reuse of existing buildings may also include wall art or sculptural art elements.
5. Minimize blank wall planes on all elevations through the use of wall plane variation, trim or reveals, entry and window openings, and/or varying colors and materials.



Street facing building elevation includes variation in wall plane, wall height, and roofs at different levels.



Articulation and detailing continue on side elevation through use of windows, awnings, and other detailing.

- a** Wall plane and roof height variation at corner creates emphasis on building massing.
- b** Interior use emphasized through window, primary entry, and office space location adjacent to the street.
- c** Blank walls minimized through use of reveals, window openings, and varying colors.



Current massing and articulation of industrial development.

G.2



Changes in height and massing provide variation and articulation. Vertical building elements break up what may otherwise be horizontal architectural composition.

J.1



Colors, materials, trim, windows, awning, and doors provide clear identification of building entry and reinforce building design.



Window proportions complement architectural style and clerestory windows are used to allow interior natural daylighting.

H. ENTRIES

1. Design entries so that they are clearly defined and distinguishable from street.
2. Incorporate architectural features such as awnings, canopies, trellises, and/or other treatments such as vertical architectural features or unique building colors or materials to clearly identify primary building entries.
3. Incorporate unique paving treatments, such as scored or colored concrete at primary building entries to enhance its appearance.

I. WINDOWS AND DOORS

1. Use window and door type, proportion, and colors and materials to complement the overall architectural style of the building.
2. Place windows on building elevations, such as clerestory windows, to allow for natural daylighting to occur within interior work areas and to break up massing and add articulation to a building.

J. COLORS AND MATERIALS

1. Select building colors and materials to reinforce building design, detailing, and architectural form in order to achieve harmony and continuity of the overall design.
2. Utilize accent colors for trim, windows, doors, and other key architectural elements, such as primary building entries, to add visual interest to a building.
3. Apply materials in a manner that corresponds to variation in building massing. Wrap outside corners to avoid a tacked-on appearance.
4. Use durable and high quality materials on building exteriors, especially in areas near ground level.

K. SIGNAGE

1. Coordinate project signage with the overall colors and materials palette for a project.
2. Reflect the type of business through sign design, shape, or graphic form.
3. Locate primary business signage prominently in relation to the primary building entry in order to be visible from the public right-of-way.
4. Design directional signage to be coordinated and clearly direct users to appropriate areas of a site, such as loading and receiving areas or visitor parking.

L. SHORELINE DEVELOPMENT

Development abutting Open Space and Flood Plain Districts are visually and environmentally sensitive and warrant additional site, architectural, and environmental considerations.

1. Incorporate landscape to frame and integrate the development into the surrounding area and provide sensitive, natural screening where appropriate.
2. Use building surfaces, materials, and colors to minimize reflectivity and integrate into the natural surroundings.
3. Incorporate pedestrian trail linkages to the Bay Trail using pathways, landscaping, and interpretive signage.
4. Design building elevations fronting the shoreline with articulation, off-sets, varied rooflines, and varied materials to increase complexity.
5. Minimize visibility of truck loading bays and dock doors from shoreline.



Project signage coordinated with overall colors and materials palette for the project.



Primary business signage located prominently above building entry to enhance visibility from the street.

M. DESIGN INTERVENTIONS FOR CONSTRAINED DEVELOPMENT

1. Use paint, materials, signage, landscaping, and other treatments to create or enhance visual interest, minimize visual impact at the street frontage, and otherwise meet the intent of the design and development requirements.

BEFORE



AFTER

Convenient bicycle parking provided near building entry.

Entry monument sign provides clear business identification, highlighted by accent landscaping.

Pedestrian pathway extended from building entry to sidewalk

Turf area replaced with bioswale to capture stormwater runoff.

New street tree continues existing streetscape character.



Site element improvements that could occur to enhance visual interest and minimize visual impact at the street frontage.

BEFORE



Entry enhancements provide clear identification and access.

Loading door enhanced through incorporation of art.

Simple landscaping treatments soften building.

Coordinated color and material palette enhances visual interest.

Deck creates usable employee or customer space.

AFTER



Street facing facade improvements that could occur to create and enhance visual interest.

BEFORE



AFTER

Recreational amenity for employees sized to accommodate intended activity.

Utility areas screened with low wall and vegetation.

A variety of seating provided with both shaded and sunny seating conditions.

Employee outdoor break area located adjacent to indoor break area.

Built up outdoor break area with accent paving and screening plantings.



Employee amenity improvements that could occur to enhance visual interest and otherwise meet the intent of design and development requirements.

This page intentionally left blank

APPENDIX A

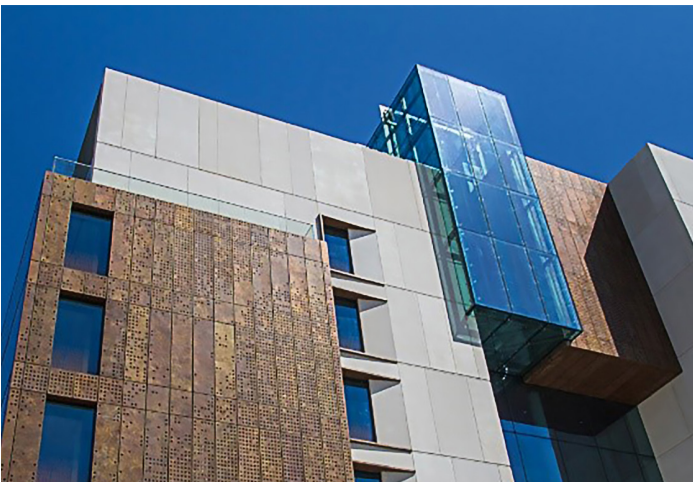


The following images convey examples of well-designed office development. These images are intended to be a point of reference for conveying desirable qualities of future office developments within the Industrial District area.

THREE- TO FOUR-STORY EXAMPLES



SEVEN- TO EIGHT-STORY EXAMPLES



This page intentionally left blank