

# III. Office/Commercial/Park Industrial Development

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**Introduction** Guidelines in this section focus on those solutions that apply to the broad range of commercial developments, including office, commercial, and park industrial projects. These uses have been combined in this section for two primary reasons: 1) similar issues affect them, especially with regard to their interaction with residential developments and 2) there is a continuing and evolving trend towards mixed-used developments that contain a combination of these uses. It is recommended that these guidelines be reviewed in detail after making a complete review of ‘**All Development**’ (Section I).

## A. Land Use and Site Design

### 1. Site Planning a. Park Industrial Quality(III.A.1.a)

**Intent** - Develop park industrial areas that reflect a commitment to functional efficiency and quality appearance, particularly where they adjoin more sensitive uses.

**Related Policy Link** - LU Policy 8 (8.1)

**Solution** - The quality of park industrial districts should be improved and sustained by:

- Planning the site as a whole, even if only a phase is to be built immediately
- Establishing common themes for buildings, signage, walls, and landscaping treatments
- Separating customer and employee parking from truck/loading access
- Locating loading areas away from residential uses
- Establishing a unified streetscape treatment for park industrial streets, using such devices as common street trees, common sign design/location, and lighting systems
- Providing outside gathering places for employees
- Creating internal pedestrian walkways and circulation systems, linked to external walkways that access the development, and transit stops



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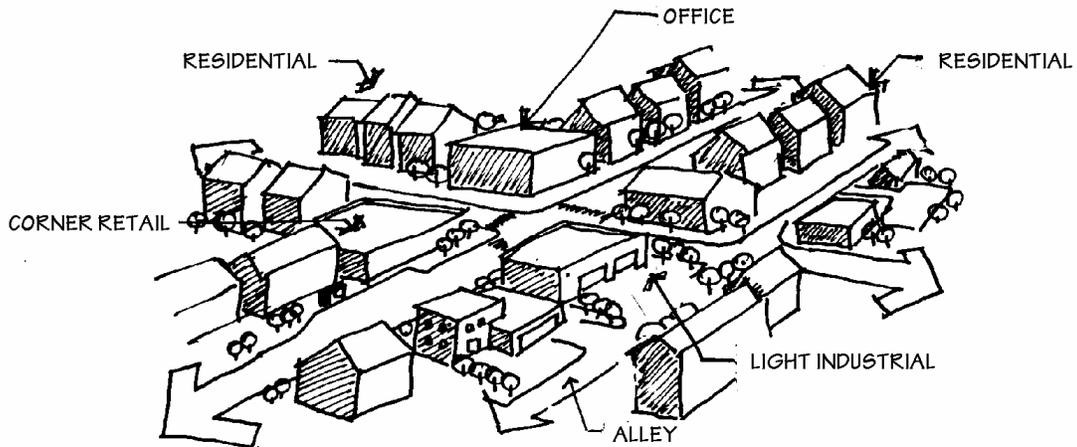
## b. Park Industrial Adjacent to Residential (III.A.1.b)

**Intent** - Develop campus-style park industrial site plans that are compatible with adjacent residential developments.

**Related Policy Links** - LU Policy 8 (8.1)

**Solution** - Design site plans for campus-style park industrial sites that meet the following criteria:

- Orient buildings so that building entries, office areas, and pedestrian-scale amenities are on the exposed sides of the facility
- Configure buildings and circulation to conceal loading docks, roll-up doors, mechanical equipment, and outdoor areas with a high level of vehicular activity
- Provide sufficient buffer space and landscape treatment to mitigate noise, visual clutter, or other negative impacts



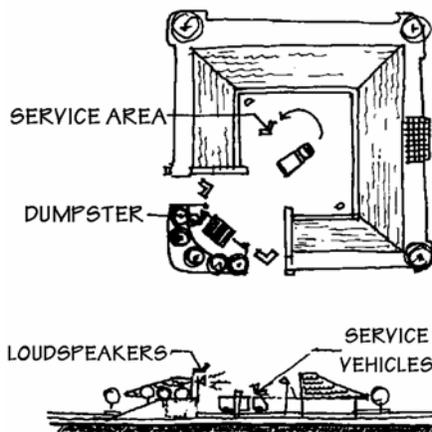
## c. Siting of "Undesirable" Elements (III.A.1.c)

**Intent** - Avoid siting elements that may cause conflict with residential neighbors close to residential property.

**Related Policy Link** - LU Policy 3 (3.9); LU Policy 5 (5.4)

**Solution** - Locate unsightly and noise-generating elements away from adjacent residential (existing or zoned) property. This applies to:

- Service lanes (drive-through) and loading zones
- Dumpsters and outdoor storage
- Guard dogs, loudspeakers, and other noise-generating uses

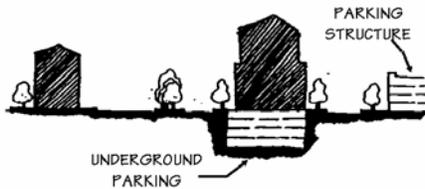


## 2. Open Space and Common Areas

See 'All Development' section.

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#### 3. Vehicular Circulation and Parking



##### a. Location of Parking Areas (III.A.3.a)

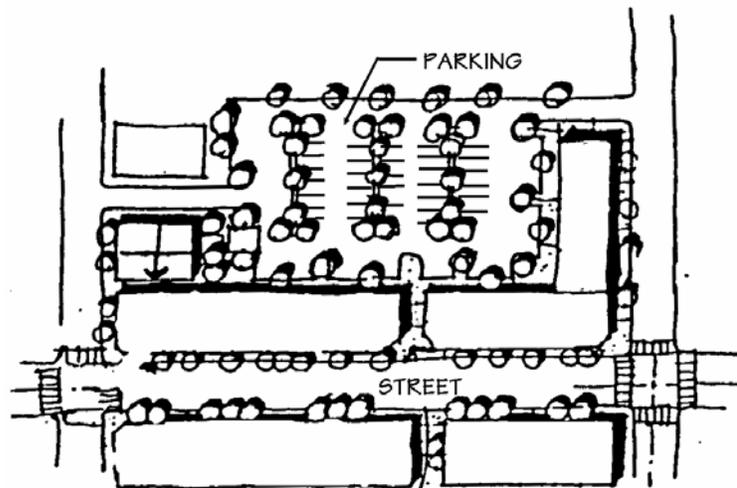
**Intent** – Give parking a low profile in order to improve the pedestrian experience and the overall aesthetic quality of the street.

**Related Policy Link** - CCD Policy 4

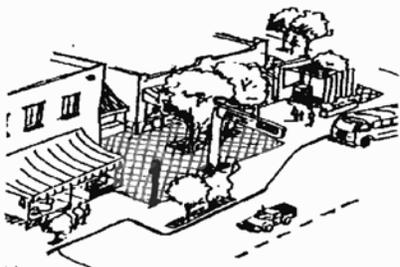
**Solution** – Propose innovative parking design solutions, especially in high pedestrian and transit use areas

- Encourage on-site parking to the rear or side of new developments
- In pedestrian-oriented districts, locate parking away from the building and pedestrian routes

Use underground parking where possible



#### 4. Pedestrian and Alternative Transportation Modes



##### a. Pedestrian Systems (III.A.4.a)

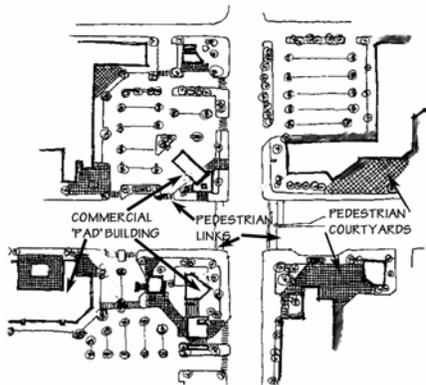
**Intent** – Establish safe, effective, and attractive pedestrian-friendly transportation systems which interconnect with residential, commercial, and recreational areas.

**Related Policy Link** - LU Policy 5 (5.4, 5.10, 5.12); CCD Policy 4 (4.2)

**Solution** - A pedestrian system should meet the following criteria:

- Connects all uses within the development
- Links the pedestrian system within the development to community-wide pedestrian and bicycle systems
- Connects pedestrian and bicycle paths to transit facilities and other amenities
- Connects neighborhood pedestrian paths to adjacent neighborhood and commercial areas
- Develops a landscape, materials, and lighting scheme which makes pedestrian systems safe and attractive

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#### ***b. Pedestrian Linkages Near Pad Buildings (III.A.4.b)***

**Intent** - Develop 'pad' buildings such as gas stations and convenience uses to be compatible with safe and effective pedestrian systems.

**Related Policy Link** - LU Policy 5 (5.3, 5.4)

**Solution** - Develop pad buildings that allow safe and efficient interaction with pedestrian systems:

- Define pedestrian areas within pad areas and link them to the overall pedestrian system for the development
- Enhance pedestrian links with landscape, lighting, and walkway materials
- Adjust the proposed site layout to minimize building interference with convenient pedestrian pathways

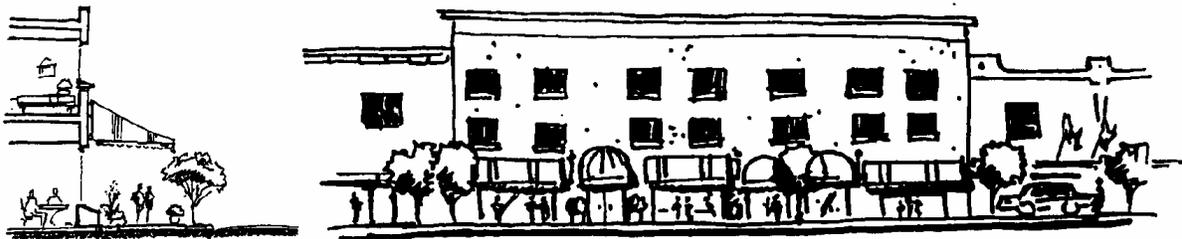
#### ***c. Pedestrian Street Level Experience (III.A.4.c)***

**Intent** - Improve the quality of the pedestrian experience at street level in multi-story commercial developments and provide an environment which invites visits to stores and other facilities.

**Related Policy Link** – LU Policy 5 (5.10); CCD Policy 4

**Solution** - Improve the experience of pedestrians through the following:

- Provide pedestrian-oriented amenities such as shaded seating areas and 'pocket parks'
- Avoid large unbroken wall surfaces; concentrate on relating to the human scale
- Provide customer services such as cafes, shops, rest areas, and transit connections
- Place windows in the majority of wall surfaces with views into lobbies, merchandise and artwork displays, and other business activity areas



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#### 5. Mixed-Use Opportunities and Use Transitions

##### a. Park Industrial in Mixed Use Areas (III.A.5.a)

**Intent** - Develop park industrial areas that are harmonious with other developments in the mixed-use complex and with adjacent properties.

**Related Policy Link** - LU Policy 6 (6.16)

**Solution** - Potential negative impacts of park industrial complexes should be minimized by the following:

- Develop park industrial areas as integral parts of the overall commercial and mixed-use area
- Utilize scale, materials, and elements common to adjacent uses
- Integrate pedestrian, landscape, signage, and lighting systems with the overall development

#### B. Community Character and Design

##### 1. Spatial and Functional Relationships

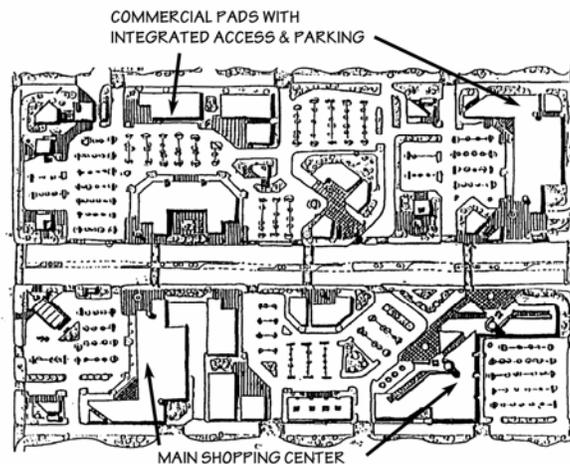
##### a. Integrate Commercial Pads into Shopping Centers (III.B.1.a)

**Intent** - Integrate convenience/commercial uses/gas stations with shopping centers.

**Related Policy Link** - LU Policy 5 (5.5)

**Solution** - Where designated for shopping center development, these uses should be integrated by ensuring:

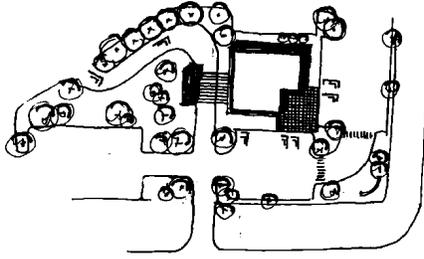
- They function as an integral part of the center
- They complement its overall design in terms of scale, materials, color, detailing, etc.
- Ingress/egress location and general circulation is compatible with that of the center



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#### b. Drive-through Windows (III.B.1.b)



**Intent** - Improve the appearance and safety of drive-through facilities such as fast food restaurants, pharmacies, and banks, with special attention to drive-through windows and access lanes.

**Related Policy Links** – CCD Policy 4 (4.2, 4.5); LU Policy 5 (5.5)

**Solution** - Improve the appearance of the restaurant by the following:

- Orient the drive-through window away from the street frontage
- Avoid large, featureless, walls, especially toward the street frontage
- Provide landscaping sufficient to soften the visual impact of vehicle stacking areas for drive-through windows
- Locate curb cuts so as not to interfere with pedestrian movement

#### 2. Form/Scale/Material/Color

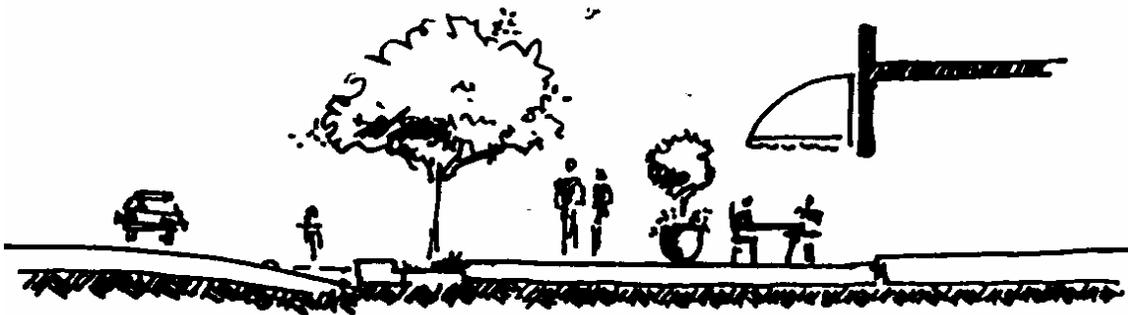
#### a. Pedestrian Scale at Street Level (III.B.2.a)

**Intent** – Create a street-level environment that encourages and supports pedestrian activity.

**Related Policy Link** - CCD Policy 4

**Solution** - Develop a pedestrian scale environment at street-level through the following techniques:

- Enhance the “eye level” experience with a variety of patterns, materials, textures, and color
- Provide retail and service activities on at least half of all street-level facades
- Provide occasional pocket parks, plazas, and seating areas with shade and landscaping
- Provide open views into interior working areas from walkways to create more dynamic visual interaction



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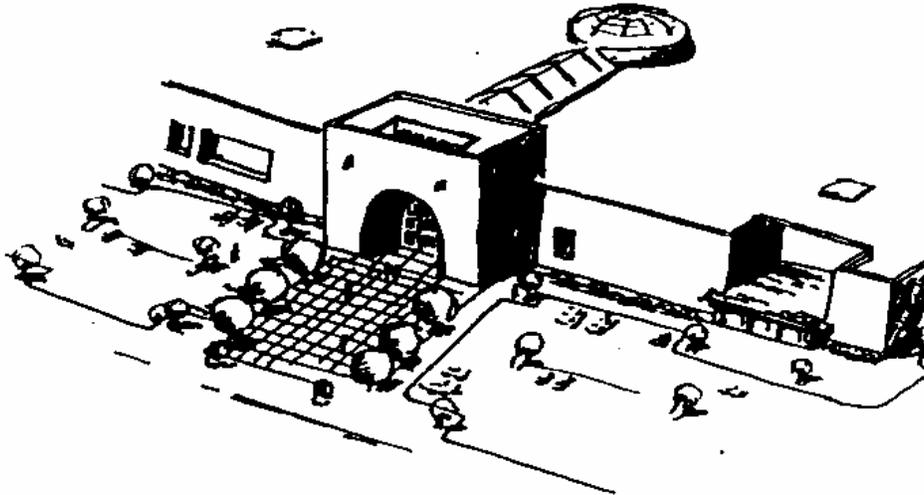
## ***b. Entryway Design Elements (III.B.2.b)***

**Intent** - Entryway design elements should contribute character and identity to buildings, and improve orientation and ease of use by customers.

**Related Policy Link** - CCD Policy 6

**Solution** - Each principal building on a site should have clearly defined, highly visible customer entrances featuring at least three of the following:

- Canopies, porticos, overhangs, recesses/projections, arcades, raised cornice parapets over the door, peaked roof forms, arches, outdoor patios, display windows
- Architectural details such as tile work and moldings that are integrated into the building structure and design
- Integral planters or wing walls that incorporate landscaped areas



3. *Buffering/Screening/Landscape Design* See 'All Development' section.

4. *Signage and Lighting* See 'All Development' section.

5. *Grading, Drainage, and Wash Treatment* See 'All Development' section.