

SECTION THREE: INDUSTRIAL DEVELOPMENT

Part One: Introduction

I. Purpose and Intent

Industrial development plays a major role in the economic vitality of the region. Industrial development areas in Lawrence provide economic and employment opportunities for the prosperity of its citizens and the community.

Design standards and guidelines offer a vision for an approach to industrial design that can be beneficial both to developers and to the community. The concepts for industrial development encourage the highest level of design quality and creativity while emphasizing key design concepts such as, but not limited to, enhancing functionality for industrial uses; ensuring efficient multi-modal transportation systems; designing public spaces at a pedestrian-scale; creating visual interest; and ensuring that the overall aesthetic character of new developments are compatible with surrounding uses.

The purpose of these Industrial Design Standards is to facilitate industrial development in a manner which strikes a balance between requiring quality industrial projects and allowing creative, cost effective solutions for site and building development. Recognizing the utilitarian nature of industrial development, these standards and guidelines strive to:

1. articulate community design standards and guidelines for industrial development within the city of Lawrence to maintain the character and heritage of the community and neighborhoods within the community;
2. enhance the community's overall value and appearance;
3. promote well-designed projects;
4. ensure compatibility with surrounding uses;
5. enhance pedestrian safety and walkability in public spaces; and
6. encourage efficient transportation.

It is recognized that design professionals including architects, landscape architects, engineers, and land planners are trained to strive for creative excellence. The standards and guidelines established herein are not intended to restrict creative solutions.

II. Applicability of Standards

All development activities included in the Industrial Use Group in Section 20-403 of the *Land Development Code* for which site plan or development plan approval is required, are subject to these design standards. Additional standards and guidelines may also apply where a *Specific Plan as identified in Horizon 2020, Chapter 14, the City of Lawrence Downtown Design Guidelines, or an Urban Conservation Overlay District are adopted or approved.* Industrial developments subject to review under Kansas Statutes K.S.A. 75-2715 thru 75-2725, as amended (Kansas Historic Preservation Act) and Chapter 22 of the City Code (Conservation of Historic Resources Code) are subject to these Industrial Design Standards to the greatest extent practical. ~~*Additionally, industrial developments subject to review under the City of Lawrence Downtown Design Guidelines or under standards adopted as part of an Urban Conservation Overlay District are subject to these Industrial Design Standards to the greatest extent practical.*~~

Community Design Manual – Section Three: Industrial Development

These standards are in addition to the regulations contained in the city's *Land Development Code*. The standards will be used in reviewing projects to further the goals of the community's comprehensive plan, *Horizon 2020*, and any adopted specific plans. Where the provisions of these design standards conflict with provisions in the *Land Development Code* or adopted specific plan, the more site restrictive provision shall apply.

The level of applicability of these standards and guidelines for the development of industrial uses is dependent upon location, visibility, and character of the surrounding area. Design standards and guidelines vary based on the following:

1. High Visibility or Sensitive Areas:

The standards and guidelines should be applied to the greatest degree practical for properties within this category. Properties subject to this category are those with the following attributes:

- a. Properties located along or visible from arterial streets, collector streets, or highways, or
- b. Properties located adjacent to residential development, or
- c. Properties located along gateways identified in the Long Range Transportation Plan.

2. Secluded or Low Visibility Areas:

Properties or portions of properties located in secluded areas or in the middle of industrial parks with minimal visibility will be permitted the greatest flexibility and leniency in achieving the design standards and guidelines.

III. How to Use This Document

The Industrial Design Standards and guidelines are not intended to set a particular style of architecture or design theme. These standards set forth specific criteria that are organized in a format that contains design standards and guidelines. They encourage the establishment of a greater sense of quality, unity, and conformance with the community's urban form.

It is also important to note that the standards are not intended to delay or restrict development, but rather to add consistency and predictability to the development review process. Each subsection contains the following components, which should be applied as discussed.

A. Standards and Guidelines:

Standards express the community's desires for implementing the goals and intent of these design standards. These standards are statement(s) that explain the design intent for the guidelines that follow. Standards are the minimum requirements that each development project should strive to meet.

Guidelines describe ways to achieve the stated standard statement(s) and offer flexibility in meeting the standard. Not all guidelines will or are intended to be met.

The "shall" statements offer relatively little flexibility, unless choices are provided within the statements themselves. The "should", "recommended", or "encouraged" statements offer flexibility and indicate that the city is open to design features that are equal to or better than those stated, so long as the intent is satisfied.

Community Design Manual – Section Three: Industrial Development

When submitting a site plan for review, each standard must be addressed. A development application shall demonstrate how a project has responded to each standard. The applicant has the burden of proof to demonstrate how a proposed design satisfies the standards and appropriately addresses the guidelines. This determination will be made by the Planning Director.

B. Illustrations and Pictures:

The pictures, drawings, and diagrams in this document are intended to illustrate the intention of the individual guidelines. They are not intended to illustrate the only or even the best way to meet the minimum requirements. Applicants and project designers are encouraged to consider designs, styles, and techniques not pictured in the examples that fulfill the intention of the design standards.

IV. The Design Review Process

Consideration of these standards should be contemplated early in the design process and should be a collaborative effort with the developer and city staff. Developers are encouraged to meet with the Planning Director early to identify any major issues associated with these design standards and guidelines. The design review process authorizes the Planning Director to review, as a part of the site plan or development plan review process, certain development applications for conformance with adopted design standards. Any party aggrieved by the decision of the Planning Director may file an appeal in accordance with the provisions and procedures for appeals set forth in Sec. 20-1305 or 20-1311 of the *Land Development Code*.

Part Two: Development Standards & Guidelines

I. General Design Objectives:

The design of each industrial project in Lawrence should strive to:

- Establish attractive, inviting, imaginative and functional site arrangement of buildings and parking areas, and quality architecture and landscape.
- Consider the scale, proportion and character of development in the surrounding area.
- Minimize impacts of noise, light, traffic, smells and visual character on surrounding non-industrial properties.



II. Site Planning

These standards and guidelines are intended to promote a quality appearance for industrial buildings and the functional arrangement of buildings and site components.

A. **Grading**

STANDARD:

Site grading shall be completed in a manner that is functional and appropriate for its context.

GUIDELINES:

1. Industrial developments should be sensitive to their natural surroundings. Grading should follow natural contours as practical.
2. Erosion control measures such as terracing, grasses and plantings should be employed.

B. **Building Siting**

STANDARD:

The arrangement of structures, parking and circulation areas, and open spaces shall recognize the particular characteristics of the site and relate to the surrounding built environment in pattern, function, scale, massing, character and materials.

GUIDELINES:

1. Structure siting should take into consideration the context of the industrial area, the location of different uses, the location of major traffic generators, as well as the site's characteristics.
2. The placement and design of structures should foster pedestrian access and circulation from the street and parking area to the public entrance.
3. The building's primary facade should front along the primary street frontage

Community Design Manual – Section Three: Industrial Development

whenever practical.

4. The facade(s) of the building along the primary public street frontage, or other publicly visible side, should undulate in order to avoid long monotonous building facades and to create an interesting street scene.
5. Building placement that creates opportunities for plazas, courtyards, and recreational areas are encouraged in order to provide design opportunities for integrating the mass and scale of industrial buildings and offer employee and visitor amenities. Shade trees or architectural elements which provide shelter and relief from direct sunlight should be provided within plazas and courtyards. Landscaping, water features, and art should be incorporated into plaza and courtyard design.

C. Vehicular Access/Circulation/Parking

STANDARD:

The parking, access, and circulation systems shall provide for the safe, efficient, convenient and functional movement of multiple modes of transportation both on and off the site where pedestrian, bicycle, and vehicle conflicts are minimized.

GUIDELINES:

1. Conflicts between heavy trucks, employee and public vehicles, and bicyclists and pedestrians should be avoided.
2. Dead-end driveways should include adequate turn around areas.
3. Adequate areas for maneuvering, stacking, truck staging and loading, and emergency vehicle access should be accommodated on site. Designs which encourage the use of external streets for internal circulation should be avoided.
4. If appropriate, driveway entry locations should be coordinated with existing or planned median openings and driveways on the opposite side of the street.
5. Loading and service areas should be provided with separate access and circulation where appropriate based on an analysis of vehicular and truck volume.



Traffic separation

D. Multimodal Systems

STANDARD:

Multimodal transportations systems, such as transit, pedestrian and bicycle, shall be incorporated into all developments and designed to be safe and inviting.

GUIDELINES:

1. On-site pedestrian and bicycle connections from parking areas and streets to building entrances should be integrated into the site design through striping, materials, or separation.
2. Separation of heavy truck, vehicle, and pedestrian/bicycle traffic should be provided for safety and convenience of all modes of transportation.

Community Design Manual – Section Three: Industrial Development

3. Pedestrian access should be provided between or near transit stops and building entrances where applicable.
4. Bicycle parking spaces should be located near customer and employee building entrances.
5. Bicycle racks should not be positioned where they will obstruct building entrances or the flow of pedestrian traffic.
6. Pedestrian connections between sites should be encouraged.



Pedestrian and bicycle system

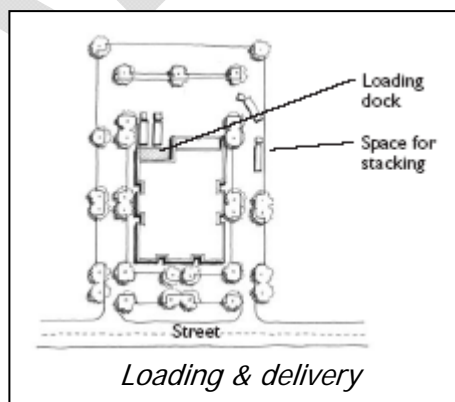
E. Loading & Delivery

STANDARD:

Loading and delivery service areas shall be located and designed to minimize their visibility from public view, to reduce circulation conflicts, and to mitigate adverse noise impacts.

GUIDELINES:

1. Loading and service areas should not be located between the building and the primary public street frontage.
2. When it is not possible to locate loading facilities and service areas on a non-street side of a building, loading docks and doors should not dominate the building facade and should be screened from all adjoining public rights-of-way with landscaping, screen walls or other means.
3. Loading and delivery areas should be separate from the employee/visitor vehicular access and circulation.
4. Loading and delivery service areas should be screened with portions of the building, architectural wing walls, freestanding walls or landscape planting.
5. Loading and unloading should be accommodated entirely on site.
6. Loading areas should be located so that the loading or unloading of trucks does not disrupt the smooth flow of traffic within the site.
7. Loading and service areas should be offset from driveway openings.



Loading & delivery located to the center of the facility

Community Design Manual – Section Three: Industrial Development

8. On-site space for stacking vehicles waiting to load or unload should be provided as necessary.

F. Utility and Mechanical Equipment

STANDARDS:

Utility and mechanical equipment shall be designed to minimize visual and noise impacts from adjacent public streets and adjacent non-industrial uses.

GUIDELINES:

1. When utility and mechanical equipment are to be installed within the front yard setback, they should be installed underground.
2. All screening devices should be compatible with the remainder of the site.
3. While windmills, solar panels, and similar “green” mechanical devices are not easily screened, their location on the site should respect any non-industrial use on adjacent properties.

G. Trash, Recycling and Exterior Storage Areas

STANDARDS:

Trash and exterior storage areas shall be integrated into the site to be consistent with the overall site and building design and screened from the most visible sides of the site.

GUIDELINES:

1. Trash and recycling storage should be enclosed adjacent to the main structure or located within separate freestanding enclosures.
2. Trash and recycling enclosures should be unobtrusive and conveniently accessible for trash collection but should not impede circulation during loading operations.
3. Trash and recycling enclosures should be located away from residential uses to minimize nuisance to adjacent properties.
4. Where trash compactors are used, they should be screened from public view, either within a trash enclosure or located within the building.
5. Trash, recycling and exterior storage enclosures should be constructed of materials to match or complement the building material.

H. Walls and Fences

STANDARD:

Walls and fences shall contribute to the visual quality of the project and character of the surrounding area when visible from the public street frontage or an adjacent non-industrial use.

GUIDELINES:

1. When not required for security, screening or grade transitions, the height of walls and fences should be minimized.
2. Landscaping should be used to soften the appearance of wall surfaces.
3. Walls and fences longer than 100 feet should contain periodic offsets



Fencing

Community Design Manual – Section Three: Industrial Development

- or architectural elements designed to prevent monotony.
4. Walls and fences should be designed in such a manner as to create an attractive appearance and complement the project's architecture.
 5. Gates provided in walls or fences should be aesthetically pleasing if viewed from the street.
 6. High perimeter walls, chain link fence, and walls topped with barbed wire, or razor wire should not be used adjacent to public street frontages or non-industrial uses.

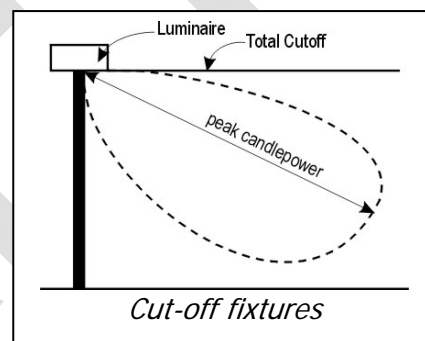
I. Lighting

STANDARD:

Exterior lighting shall be designed to minimize light pollution and provide for safety and security.

GUIDELINES:

1. Exterior lighting should be considered an integral part of the architectural and landscape design.
2. The design of the light fixtures and their structural support should be architecturally compatible with the theme of the development.
3. Pedestrian scale/decorative light fixtures are encouraged within plazas, courtyards, and building entrances.
4. Lighting sources should be kept as low to the ground as possible while ensuring safe and functional levels of illumination.
5. All fixtures should be cut-off fixtures that confine lighting to the subject site and shield the light source from view.



III. Architectural Standards

Architectural design shall seek to add to community character while providing flexibility to avoid rigid uniformity of design. A wide variety of design techniques are encouraged to promote the quality and attractiveness of the site.

A. Architectural Character

STANDARD:

Building design shall employ quality architectural elements.

GUIDELINES:

1. The selected architectural style/design should consider compatibility with the project's surrounding character, including harmonious building style, form, size, color, materials and roofline. In developed areas, infill projects should meet or exceed the standards of quality which have been set by surrounding development.
2. The designer should employ variations in form, building details, and materials in order to create visual interest.
3. Individual buildings within industrial/business parks should use similar and/or complementary colors, materials, roof forms, signs, decorative pavement, and architectural style.



Architectural design

B. Building Massing, Forms and Scale

STANDARD:

Buildings shall relate to the terrain and each other in their massing, forms and building heights.

GUIDELINES:

1. Buildings should have features and patterns that provide visual interest which reduces apparent mass and relates to the surrounding architectural character.
2. Buildings should be designed with elements, such as canopies, landscaping, appropriately scaled windows, etc., that relate to the human scale in public areas.
3. Vertical and horizontal offsets should be provided to minimize building bulk and add architectural interest.
4. Buildings should be segmented in distinct massing elements.



*Proportional windows
and pedestrian scale*

Community Design Manual – Section Three: Industrial Development

C. Building Facade and Roof Articulation

STANDARD:

Facades and roof articulation shall incorporate structural or design elements to break wall expanses and add visual interest to the roof line.

GUIDELINES:

1. Building windows should have a proportional relationship and be consistent with the design of the building facade.
2. Building facades should be articulated with architectural elements and details. The facade should include shade and shadow patterns that will render the facade more interesting and aesthetically pleasing.
3. Facades should incorporate structural or design elements to break wall expanses into smaller parts. Windows, doors and other openings should be incorporated into this rhythm.
4. Variable building elevations along linear street frontages are encouraged.
5. Various building forms should be employed to create visual character and interest.
6. Roof design should be an integral component of the overall building architecture. Long continuous rooflines are discouraged. Multiple roof planes and offsets are encouraged.



Building elevation variation

D. Building Materials

STANDARD:

Building materials and colors shall be used to create visual interest. When buildings are located within an industrial/business park, they shall utilize colors and materials which are compatible with and complementary to the design of the existing buildings of the park.

GUIDELINES:

1. Exposed gutters and downspouts should be colored to complement fascia or wall materials.
2. Various types of exterior building materials should be used to produce different texture, shade and shadow effects.
3. Use of accent materials and/or colors should be used on all street front facades of the building.

E. Building Entry

STANDARD:

Building entries shall be readily identifiable and relate to human scale.

GUIDELINES:

1. The main or public building entry should front the primary street.

Community Design Manual – Section Three: Industrial Development

2. Building entries should be readily identifiable. Use of elements such as recesses, projections, roof detail, columns, and distinctive materials and colors to articulate entrances is encouraged.
3. All building entrances should be well-lit.



Identifiable building entry

IV. Landscaping Standards

Landscaping for industrial areas is provided within each building site to: enhance the aesthetics of industrial developments; create a pedestrian friendly environment at building entrances; break up the mass of industrial buildings and soften architectural materials; provide screening of service structures and loading areas; buffer the line of site for taller structures; enhance the streetscape environment; define building and parking area entrances; provide shade and reduce the heat island effect; provide buffers between different land uses or site areas; filter drainage and stormwater runoff from parking areas and streets.

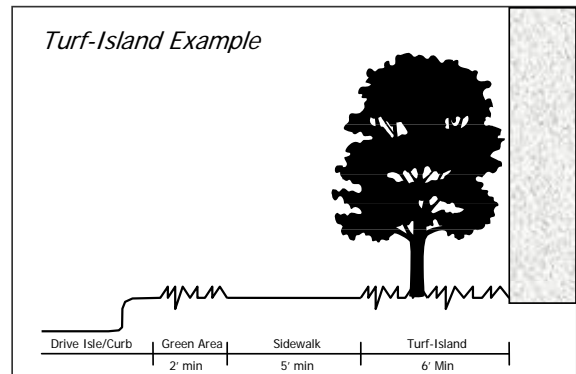
A. General

STANDARD:

Landscaping shall be incorporated to improve the character of the entire site by breaking up large areas of paving and softening building edges. Utilization of a variety of deciduous and non-deciduous plantings shall be used.

GUIDELINES:

1. Landscaping should be used to define entrances to buildings and parking lots, buffer less compatible adjacent uses, and screen outdoor storage, loading and equipment areas.
2. Landscaping should be in scale with adjacent buildings and of an appropriate size at maturity to accomplish its intended purpose.
3. Buildings should be located on 'turf-islands'. Except at loading and service areas, a minimum 12-foot landscape strip, including a sidewalk and other amenities, should be provided between the building, parking areas and drive lanes.
4. Employment of grade differential and/or berming in conjunction with landscaping should be used to reduce the appearance of building mass and height along street frontages.
5. Trees or large shrubs should not be planted under overhead lines or over underground utilities if their growth will interfere with the installation or maintenance of these utilities.
6. Landscaping materials should be spaced so that they do not interfere with the lighting of the premises or restrict access to emergency apparatus.
7. Existing healthy mature trees should be preserved whenever practical and incorporated into the overall landscaping plan.



Community Design Manual – Section Three: Industrial Development

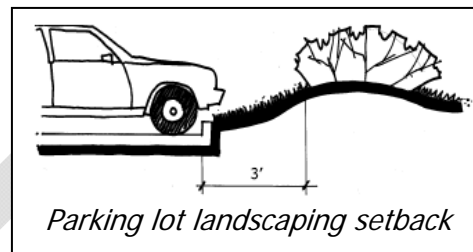
B. Parking Lot Landscaping

STANDARD:

Parking lots shall be designed to incorporate appropriate landscape plantings and grading.

GUIDELINES:

1. Parking lot landscaping should accent driveways, frame the major circulation aisles, and highlight pedestrian pathways.
2. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces and/or wheel stops.
3. Planting strips should be at least 3 feet in width.
4. Where head-in parking occurs, all shrubs should be located a minimum of 3-feet from the edge of the parking lot curb.



C. Plant Maintenance and Irrigation

STANDARD:

Landscaping shall be provided and designed to be maintained in a healthy and growing condition.

GUIDELINES:

1. Landscape areas should be large enough and wide enough to encourage plant health and match the growing conditions of the site.
2. Effort should be made to conserve water by utilizing native and drought resistant materials that match the growing conditions of the site.
3. Where native and drought resistant materials are not primarily used, automatic sprinkler controllers should be installed to ensure that landscaped areas will be watered properly. Drip irrigation to trees and shrubs are encouraged.
4. Sprinkler heads and risers should be protected from car bumpers. "Pop-up" heads should be used near curbs and sidewalks and should be setback from curbs at least 6-12 inches.
5. The landscape irrigation system should be designed to prevent run-off and overspray.

V. Signs

STANDARD:

Signs shall be consistent with overall project design but shall be subordinate to architectural and landscape elements. The size of signs shall afford businesses sufficient visibility and identification without becoming a dominant part of the landscape or interfering with vehicular movement along the public streets.



GUIDELINES:

1. Sign materials should incorporate the building materials and design features of the building which the sign serves.
2. Monument signs should be located in a planter setting within a landscaped area at least as wide as the sign is tall.

