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1. Introduction

Investment in our business community and the type of businesses that seek to relocate in Grover Beach should be a reflection of the image that is created in the built environment. High-quality site and architectural form attracts new industries, tenants, and entrepreneurs that share a desire to conduct business in a vibrant, economically sound community. The end result is an attractive development with strong economic prowess and employment base. This is reflected in the City’s Vision Statement for future development:

Grover Beach is known throughout California as a vibrant, economically sound and culturally diverse beach community, and a preferred place to live and visit on the central coast. Grover Beach is a model of community-based sustainability. All of the shopping needs of Grover Beach residents are provided within a five minute walk, or five minute drive. Residents and visitors prefer to walk or ride a bicycle; many visitors arrive by train. Local businesses provide stable, well-paying jobs that serve the local work force. City government remains dedicated to the preservation and enhancement of Grover Beach’s small-town character and quality of life. The City continues to provide a high level of public services and to foster a sense of community involvement. Lastly, Grover Beach is a City that continues to look to the future while embracing the diversity and character of its past.

These industrial design guidelines have been adopted to guide applicants in designing high-quality industrial development projects. These guidelines provide qualitative design criteria that should be incorporated into industrial development projects.

The Industrial Design Guidelines supplement the adopted General Plan and the City’s Development Code (The City’s adopted zoning ordinance) by offering more direction for proceeding with the design of a project. The design guidelines provide options, solutions, and techniques to achieve the goal of excellence in design. It is important to remember, though, these are not performance goals, nor zoning regulations or development standards. These guidelines do not supersede regulations in the Development Code. These development guidelines are not intended to be rigid in their application, but instead encourage diverse design opportunities, while maintaining design character and quality.
The purpose of this document is to:

- Communicate to the development community, in advance of an application, the design expectations of projects within the industrial zones;
- Facilitate the fair and consistent application of design objectives;
- Protect investment by encouraging consistently high-quality development;
- Encourage appropriate design context with surrounding neighborhoods;
- Facilitate safe, functional, and attractive development; and
- Foster a sense of community and encourage pride of ownership.

2. Application of Design Guidelines

The Guidelines are intended for the Community Development Department, as well as, review authorities, developers, architects, engineers, and community members to use in evaluating project applications along with relevant policies from the General Plan. These guidelines will apply to all new developments projects that require approval by decision-making bodies and planning staff. However, property owners wishing to make upgrades to existing buildings are encouraged to incorporate the Design Guidelines into their project design.

How to Use the Guidelines

Property owners, developers, designers, and contractors proposing new, re-use, or redevelopment in Grover Beach should first review the zoning of the property being developed and are encouraged to contact city staff to discuss their development proposal.

The provisions set forth in this document identify the desired level of design quality for all development. However, flexibility is necessary and encouraged to achieve excellent design. Therefore, the use of the words "shall" and "must" have been purposely avoided within the specific guidelines. Each application for development, however, should demonstrate to what extent it incorporates these guidelines.

Applications that do not meet specific guidelines applicable to that project should provide rationale for the design and explain how the project will meet the intent of the General Plan, the Development Code, and these Guideline objectives.
Relationship between the General Plan & Development Code

The approval process for new development is guided by the General Plan, Title IX of the Grover Beach Municipal Code, also known as the Development Code, and these design guidelines. The City of Grover Beach General Plan is the policy document that sets the development vision of the community. It provides policy direction for land use, transportation, open space and recreation, and infrastructure. The Grover Beach Development Code are the adopted ordinances that implement the General Plan by establishing land use and development requirements.

Where applicable

These industrial design guidelines are applicable to new, and redevelopment projects, where a use or development permit is required within the City’s Coastal Industrial (CI), Coastal Industrial Commercial (CIC), and Industrial (I) zones.
3. Industrial Design Guidelines

The guidelines are divided into eight sections:

A. Site Planning
B. Building Design and Form
C. Neighborhood Compatibility
D. Landscaping
E. Walls and Fencing
F. Off-Street Parking and Loading
G. Signage
H. Lighting and Security

Each topic includes a brief introduction with numerical guidelines. Not all the guidelines are pertinent to a proposed development. The design guidelines are intended to address some of the most common, overarching challenges in new or redevelopment of industrial properties within the City to assist in promoting quality development.

When you see this symbol next to a guideline, this indicates that this guideline is specific to redevelopment (adaptive reuse) sites within the City, in addition to new industrial building sites, and is critical to creating a successful space that meets the intention of this document.
Site Planning starts with a comprehensive analysis of the site, including elements that are outside of the site. Site Planning involves space planning and the organization of access, circulation, privacy, security, drainage, and other factors. Site Planning is a critical element to quality industrial developments within the Grover Beach.

A. Site Planning

1. Create a strong street presence by locating buildings near the front property line adjacent to the street at the minimum required setback.

2. Locate parking on the side of a building or the rear portion of the lot.

3. When adjacent to residential developments, locate buildings beyond the minimum required setback with additional space for landscaping, screening, and other buffering techniques.

4. Use variable setbacks where multiple buildings are proposed at the front property line adjacent to the public street.

5. Where an additional setback is utilized, incorporate street presence through the use of additional landscaping, gathering spaces for use by employees or customers, etc.

6. Provide direct paths of travel that encourage active transportation links including pedestrian paths, and bicycle access, etc.
7. Provide bicycle racks and/or lockers near building entrances to encourage alternative forms of transportation for employees / customers. 

8. Provide building entry(ies) along existing street frontages. 

9. Create a sense of entry and arrival through the use of special treatments such as stamped or colored concrete, pavers, and special plantings at driveways. 

10. Create main building entries and other publicly accessible areas accessible to persons of all mobility levels. 

11. Locate service areas at the sides or rear of buildings. 

12. Locate roll-up doors away so they are not visible from the right-of-way. 

13. For new or redeveloped sites, incorporate low impact development, and other drainage features with new landscaping to meet post-stormwater construction standards. 

14. Create inviting pedestrian environments, where appropriate.
B. Building Design and Form

1. Maintain a human scale for building design.

2. At public entrances to buildings, utilize architectural features such as awnings, canopies, trellises, or cornice treatments.

3. Differentiate ground floor from upper floors by utilizing changes in massing and architectural relief that add visual interest and diminish building height.

4. Articulate and vary building façades to add scale and avoid monotonous walls, especially when redeveloping existing facades by incorporating different textures, colors, materials, and distinctive architectural treatments that add visual interest.

5. Avoid using dull and repetitive façades for new and redeveloped projects.

6. Ensure compatibility of scale with building massing when using architectural elements such as entries, porticoes, cornices, and awnings.

7. Where the building mass cannot be broken up due to unique use constraints (i.e. manufacturing or warehouse space, building walls), reduce the appearance of massing through the use of texture, color, material

Industrial development’s character, image, and identification is based on the building design and form and how well buildings are located and oriented on a site to relate to one another. A building’s size, shape, height, mass, color, materials, texture, roof-line roof treatment, and entry placement provide a specific image and identification for future industrial development in Grover Beach.
8. Architecturally integrate exposed industrial systems and equipment as a design option where practical.

9. Incorporate windows and doors with well-designed trims and details as character-defining features to reflect an architectural style or theme consistent with other façade elements.

10. Consider roof design as a component of the overall architectural design theme.

11. Integrate varied roof lines through the use of sloping roofs, modulated building heights, stepbacks, or innovative architectural solutions.

12. Apply trim, metal and woodwork, lighting, and other details in a harmonious manner, consistent with the proportions and scale of the building.

13. Select quality building materials, such as trim and finishes that convey a sense of prominence.

14. Use white or reflective paint on rooftops and light paving materials or “green roofs” to reflect heat away from buildings and reduce the need for mechanical cooling.

Stepping back multi-stories, coupled with use of materials and varied roof likes, helps to alleviate bulk and massing in building design.

Trim, lighting, and other details are critical to keeping the building in portion and scale.

Redevelopment or “retrofit” of existing industrial buildings can breathe new life into older buildings. Here use of paint, new windows, entry feature, lighting, and trim takes helps to modernize existing buildings.
C. Neighborhood Compatibility

1. Ensure that new buildings are compatible in style, and/or architectural materials with existing structures in the surrounding neighborhood that respects the character of existing buildings with regards to height, scale, style, and architectural materials.

In some instances, industrial zones are located directly adjacent to existing residential neighborhoods. Likewise, as redevelopment and reuse occur in existing industrial buildings and parcels, careful attention to ensure harmony with existing residents needs to be taken into consideration by property owners and applicants.

New industrial buildings can respect surrounding residential development by incorporating architecture and motifs that compliment nearby development.

Avoid utilizing modular and pre-fabricated structures that are not compatible in scale and materials with existing development.

Here, parking and landscaping is utilized to create a transition to an existing residential neighborhood.
2. Create height and visual transitions between new and redeveloped sites, and existing residential neighborhoods. Transitions may include using stepping back upper floors of industrial structures, landscape buffers such as planting trees, shrubs, and vines to screen outdoor storage and odor or noise-generating functions of industrial uses.

3. Reinforce existing facade rhythm along the street, where it exists, by using architectural elements such as trim, material changes, bays, clerestory windows, and other design treatments that provide cohesion with surrounding buildings.

4. Use landscape features such as trees, shrubbery, planter boxes, climbing plants, vines, green walls, or berms, to soften views from the public right-of-way or screen work areas from existing residences.

5. Locate noise and odor-generating functions so as not to create a nuisance for nearby residents or adjacent neighbors.

6. Where noise intensive uses are located near residential neighborhoods, implement the use of noise barrier walls with landscape versus typical concrete blocks to absorb noise instead of deflecting noise.

As illustrated above, the building utilizes balconies, doors, and other trims to give an appearance of a residential building.

Trees, shrubs, and other landscaping items are used, coupled with large setback from the right of-way.

A noise barrier, as shown above, absorb noise rather than deflect, helping to alleviate surrounding noise sensitive uses.
Given the impact of industrial development appearance and landscape character, the City of Grover Beach is committed to achieving well designed, and well landscaped employment areas that benefits the workers, contribute to community character, creates a sense of place, and stimulates investment opportunities within the industrial districts.

D. Landscaping

1. Retain mature and healthy trees when developing, or redevelopment of a site.

2. Design landscaping to be architecturally integrated with the building and suitable to the functions of the space, while selecting plant materials that complement the architectural style and form of the building.

3. Design open areas to maintain a balance of landscaping and paved area.

4. Select drought tolerant, native landscaping to limit irrigation needs and conserve water by utilizing plant species consistent with Sunset West Garden Book Zone 16.

5. Facilitate stormwater capture, retention, and infiltration, and prevent runoff by using permeable or porous paving materials in lieu of concrete or asphalt. Collect, store, and reuse stormwater for landscape irrigation, where practical.

6. Plant street trees at 25-foot intervals. Select appropriate street trees that provide screening and ease of maintenance.
7. Provide canopy trees in planting areas for shade and energy efficiency, especially on south and southwest facing façades.

8. Add landscaping on-site for redevelopment or building re-use projects where applicable.

9. Create focal points through landscaping at the front of each site including trees and shrubs.

10. When incorporating boulders and other accents used in landscaping design, ensure they are to scale with the project, and of a natural color that complements the building and site.

11. Where a sidewalk does not currently exist, establish a new sidewalk along the length of the public street frontage.

12. Utilize parkway strips that incorporate low impact development features that can be used to capture stormwater runoff, while separate the vehicular curb from pedestrian uses.
Walls and fences help to screen activities, secure sites, and provide noise attenuation for surrounding residences. Applicants and property owners of new or redeveloped industrial sites are encouraged to consider a wide variety of fencing and wall design options.

E. Walls and Fences

1. Utilize high quality walls and fences for new, reuse, and redevelopment projects. This includes the use of stone, brick, wrought iron, vinyl, durable wood and other types of materials. Fencing should be consistent with the architectural theme or surrounding neighborhood context.

2. Break up long walls and fences through landscaping, spacing, massing, pilasters, offsets in the alignment of the wall or fence, and/or changes in material, color, or texture. Utilize caps on columns or fences to provide additional visual interest.
3. Use decorative gates and fences in combination with landscaping to soften hard property edges, where appropriate.

4. Design fences and walls to provide protection and screening without the use of harsh or unwelcoming elements such as barbs or pickets when visible from public streets.

5. Avoid using fencing materials such as chain link, chain link with vinyl or fabric slats, dog eared fences, or barbed wire (cyclone) fences.

6. Screen outdoor storage, work areas, and equipment from public streets through building orientation, fencing, and landscaping. Utilize building materials that are consistent with the architectural character of the development. Avoid materials such as sheet metal, barbed wire, chain link fencing with vinyl slats, and other materials that may cause visual blight.

7. Screen any mechanical, electrical, or communications equipment, whether on the roof, side of building, or ground.

8. Screen fire risers and other equipment with fencing or landscaping, no taller than 3-feet in height, and remaining accessible to the fire department.

Trash enclosures, similar to the one above, screen unsightly waste, as well as, compliment the architecture of the building.

Screening mechanical equipment reduces visual blight, especially when interfacing with residential neighborhoods.

Fire backflow prevention is screened with shrubs and a cover.
F. Off-Street Parking and Loading

1. Include specially treated pedestrian walkways, such as patterned/colored concrete, pavement blocks within parking areas.

2. Mitigate the impact of parking located within the front setback with the use of planting and landscaped walls tall enough to screen headlights, especially on sites that are redeveloped or re-used.

3. Utilize special driveway treatments at site entrance such as salt finished concrete with deep grooves, stamped or color concrete, pavers, and other types of materials.

4. Slurry seal and re-strip parking lots when proposing re-use or redevelopment of sites.

5. Maintain continuity of the sidewalk by minimizing the number of curb cuts for driveways.

6. Avoid backing from the public street onto the site for loading / unloading.

Off-street parking and loading areas are critical to the success of industrial sites as they provide areas for customers and employees to park their vehicles and receive critical materials to operate their businesses. The following are guidelines to help transition parking and loading areas.

Use pavers to delineate pedestrian paths from either the parking or to the public sidewalk.

Landscaping with trees and use of berms or lowering parking areas help to mitigate parking within the front setback.
7. When it is not possible to locate loading facilities at the rear of the building, avoid loading docks and doors dominance along the frontage of the property and screened from the street.

8. Ensure that loading areas do not interfere with on-site pedestrian and vehicular circulation by separating loading areas and larger commercial vehicles from areas that are used for public parking and public entrances.

Avoid loading areas where they are visible from the public right-of-way.

Well articulated garages help to define architecture and design of industrial spaces.

Parking lot lacking landscaping is prohibited within the City’s Development Code.
6. **Signage**

   1. Locate signs in logical locations based on building design. Place signs so they do not dominate or obscure the architectural elements of the building design.

   2. Include signage at a height and of a size that is visible to pedestrians and facilitates access to the building entrance.

   3. Select sign materials that are durable and compatible with the design of the façade on which they are placed.

   4. Illuminate signs only to the minimum level required for nighttime readability.

   5. Provide wayfinding signage in public spaces or at entries for new or redeveloped sites for pedestrian uses where there are multiple tenants on one (1) property.

   6. Utilize monument signage for multi-tenant developments, when feasible.

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Signage is essential to easily identify businesses for customers, employers, and vendors. Signage needs to be identifiable, yet attractive. Additionally, lighting and security is necessary to ensure businesses are safe, properly lit, and utilize techniques to assist Grover Beach law enforcement and first responders.
H. Lighting and Security

1. Provided parking lot lighting at all steps and ramps. Mount fixtures on low poles, located away from potential vehicle impact, wherever feasible.

2. Use ornamental lighting to highlight pedestrian paths and entrances while providing security by including after-hours lighting at building entrances.

3. Install lighting fixtures to accent and complement architectural details. Shielded wall sconces and angled uplighting can be used at night to establish a façade pattern and animate a building’s architectural features.

4. Utilize adequate, uniform, and glare-free lighting, that are international dark-sky association compliant fixtures, to avoid uneven light distribution, harsh shadows, and light spillage onto adjacent properties.

Uplighting can be used to accentuate signage, in addition to building features.

Decorative lighting fixtures that are shielded help to avoid light spillage on adjacent properties.
4. Glossary & Phrases

**Active transportation** - Any self-propelled, human-powered mode of transportation, such as walking or bicycling.

**Architectural Relief** - Method of molding carving or stamping in which the design stands out from the surface.

**Bays** - A section of a building distinguished by vertical elements such as columns or pillars. Often, a bay will protrude from the surface of the wall in which it is situated, thus creating a small, nook-like interior space, often of a rectangular or semi-hexagonal outline.

**Cap** - Fence or walls post caps are a covering that fits over the top of the posts, columns, or tops of a fence, wall, etc.

**Canopy trees** – The top portion of a tree composed of branches and leaves or needles. All trees have canopies, and all trees cast shade. But trees with tall trunks and dense, wide-spreading lateral branches create canopies that cast enough cooling shade to moderate the local environment, reducing temperatures in the shaded area by as much as 20 degrees.

**Clerestory Window** – Vertical windows, located on high walls, extending up from the roofline, designed to allow light and breezes into a space, without compromising privacy.

**Colored concrete** - Applying layers of color within concrete to achieve variegated or faux finish effects, such as antiquing or marbleizing.

**Dark-sky** – Techniques utilized to reduce light pollution, i.e. interference from artificial light in order to view the night sky.

**Daylighting** - Placement of windows, other openings, and reflective surfaces so that sunlight (direct or indirect) can provide effective internal lighting maximize visual comfort or to reduce energy use.

**Dog eared fences** – Wood fencing where the shape of the top of the boards have the corners sawed off, providing a “dog-ear” shape, or half-hexagonal shape, to the top of the boards.

**Façade** - The exterior faces of a building, often used to refer to the wall in which the building entry is located.

**Façade rhythm** – Patterns, elements or motifs at that are repeated at irregular or regular intervals throughout a building design.

**Focal points** – A design feature that draws attention and focus to a particular point or area of a building and/or site.

**Fabric slats** – Material made of cloth, vinyl, or other types of materials attached to a chain link fence to provide screening.

**Fire riser** – A pipe connected to a sprinkler system usually in a commercial building. In the event of a fire the fire department will connect hoses to this water source.

**Gathering spaces** - Generally open and accessible to employees, customers, and other common open space that is maintained by the property owner and/or tenants.

**Human scale** – The size, texture, and articulation of physical elements that match the size and proportions of human sight, and interaction.

**Light spillage** – Occurs when artificial light casts where it is not wanted nor intended.
Low impact development – The use of on-site natural features to protect water quality to replicate pre-development hydrologic conditions through infiltrating, filtering, storing, evaporating, and detaining runoff close to its source.

Massing – The perception of the general shape, form, and size of a building and how this influences the sense of space which the building encloses and defines both the interior and exterior spaces.

Modulated Building Heights – Variations in the heights of a building wall that break up the mass and bulk of a building.

Monotonous walls – Continuous façade with similar height, color, and texture creating no visual interest.

Motifs – A theme or predominant feature of a design.

Noise Barrier Walls – An exterior structure designed to protect inhabitants of sensitive land use areas from noise pollution.

Ornamental lighting – Decorative lighting means lighting fixtures of limited height and illumination provided primarily to enhance areas with a public use or pedestrian orientation, or to highlight key architectural elements, landscaping, fountains and similar design elements of a building or project.

Path of travel – a continuous, unobstructed way of pedestrian passage that connects sidewalks, streets, and parking areas, to an entrance of a building, and other parts of the facility or site.

Pavers – decorative method of creating pavement for entryways.

Pilaster – A shallow, non-structural rectangular column, attached to, and projecting only slightly from, a wall surface.

Property line – Any recorded boundary of a lot or parcel.

Rear portion – A portion of a lot or parcel that is generally includes the rear yard setback.

Redevelopment – For the purposes of the design guidelines, any new construction on a site that has pre-existing uses.

Re-use – For the purposes of the design guidelines, reusing a site or building for a purpose other than which it was built or designed for.

Roofline – The part of a building that rises above the building’s eaves. Rooflines can be highly decorative, with balustrades, pediments, statuary, dormer windows, cross gables, etc.

Scale – Building elements and details as they proportionally relate to each other and to humans.

Setback – The distance by which a structure, parking area or other development feature must be separated from a lot line, other structure or development feature. Setback areas are defined in the Grover Beach Development Code.

Shielded Wall Sconces – A type of light fixture affixed to a wall in such a way that it uses only the wall for support, and the light is usually directed upwards.

Stamped concrete – Patterned and/or textured or embossed within concrete to resemble brick, slate, flagstone, stone, tile, wood, and various other patterns and textures.

Stepbacks – Horizontal setback from the vertical building face of the top floor(s).

Wayfinding Signage – signage is utilized in helping to direct persons from point to point, or confirming your progress along a route.