Chapter 5 – Employment/Industrial

1. Introduction

The Employment/Industrial development Design Guidelines are intended to serve as a guide to developers, architects, and other design professionals in understanding the City's objective of providing for well-designed, attractive, quality development. The guidelines will be used by City staff to evaluate Business Park and industrial projects. The guidelines identify key architecture and site design elements that are important to the City.

While the guidelines establish the parameters necessary to ensure design excellence, they are also intended to give design professionals the latitude to provide creative, innovative solutions to design proposals. The guidelines provide for the flexibility needed to encourage creativity and innovation and accommodate difficult or unusual site design situations. (See also the Introduction, which includes a discussion of how flexibility is afforded in the design review process.)

Landscaping is used to minimize any visual impact.

2. Site Design

Intent: To assure that each office-oriented and industrial development provides outdoor amenities on-site for workers and visitors and supports alternative modes of transportation through an integrated pedestrian circulation system

A. In large multi-building projects such as business or industrial parks, master pedestrian circulation plans should be prepared to address connections between buildings and connections to supporting commercial land uses and open space.

B. In large multi-building projects, the site layout should be organized to provide functional employee courtyards and plazas, including shade structures and amenities between or in front of buildings.

Employee seating in shaded courtyard

C. Employee and public entries, office areas, and other prominent design features should be oriented to face streets and public areas.

D. The development shall be designed to facilitate the efficient use of energy through building orientation, window and door placement, landscaping, awnings, canopies, window treatments and other appropriate design solutions.

E. Public and visitor areas should be separated from truck delivery and maneuvering areas.

F. Site accessories such as bicycle racks, storage areas, trash receptacles, planters, benches, shade structures and lighting shall be designed as integral components of the project. The architectural character and use of materials for these elements shall be consistent with the overall project design. Such features shall complement but not interrupt connecting walkways.

G. Safe and convenient pedestrian walkways shall be provided between buildings and building entrances and parking areas. Pedestrian access shall be made to adjoining areas where the potential for interaction with the activities or services within these areas is likely.

H. Pedestrian walkways shall be accessible, safe, visually attractive, and well defined by decorative pavement, landscaping, and low-level lighting.

I. Bicycle parking facilities should be dispersed throughout larger sites and located in convenient and visible areas close to primary building entrances.

3. Site Access

A. Business parks should be marked by entry features such as monument signs, decorative paving, special lighting, public art, enhanced landscaping, etc.

B. Business parks shall be designed in consideration of employees and other pedestrians. Pedestrian access, amenities, and safe circulation shall be incorporated into the overall site design.

C. A continuation of pedestrian access should be provided when industrial developments are located adjacent to existing or planned open space. Where employment areas adjoin existing or proposed public transit routes, shaded, safe, well lighted and aesthetically pleasing connections to bus stop locations should be provided, and bus “pull-outs” should be incorporated where appropriate.

4. Parking and Vehicle Circulation

A. The parking lot shall not be the dominant visual element of a development as viewed from the street or other public area. Large parking areas directly in front of the building are discouraged, unless paved areas are broken up into smaller areas through the use of extensive landscaping, decorative paving, pedestrian walkways, garden walls, elevation changes or similar design features.

B. Parking areas and drive aisles should be configured so that they minimize conflicts with loading activities. Customer parking areas, including a portion of stalls provided for the disabled, shall be placed near the main public entry and outside of loading and yard areas where appropriate.

C. Adequate room is needed for trucks to maneuver and queue to unload. Dock-high loading doors should have a minimum clear area of 120 feet from the door to provide adequate truck maneuvering. Smaller areas may be considered in special cases if it can be shown on the site plan that adequate maneuvering areas and turning radii can be achieved.

D. The use of public streets for truck staging and queuing is not allowed.

E. Required parking stalls and drive aisles must be used exclusively for vehicle parking and circulation**,** remain unobstructed and cannot be used as areas for trailer storage, truck maneuvering (except drive aisles), outdoor storage or other outdoor activities.

Parking lots should not be the dominant visual elements of the site.

Parking visible from the public street shall be screened from view.

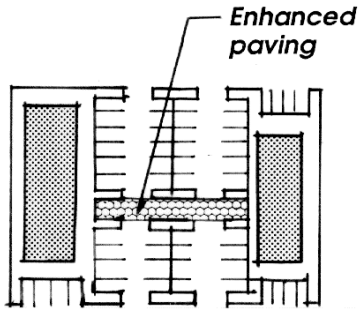
F. Parking adjacent to and visible from public view shall be screened from view through the use of earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.

G. Parking lots shall include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.

H. Canopy trees and other forms of landscaping in parking lots shall be used to break up the scale of large parking lots, provide additional shading and reduce "heat island" impacts.

I. Interior planting island fingers between parking spaces, at every 12 parking spaces shall be provided, to avoid long rows of non-shaded parked cars. The planting islands should be a minimum of 160 square feet (8' by 20') and be protected by a 6-inch high curb on all sides.

J. Once on site, vehicles should not be required to exit onto the street in order to move from one parking area to another on the same site. The use of reciprocal (common) driveways to provide access to two or more buildings is strongly encouraged.



Provide clearly paved pedestrian walkways within parking lots.

Pedestrian walkways should be visually attractive

5. Views and Screening

A. Ground-mounted utility cabinets shall be located where they can be screened from major streets and public areas. Cabinets and screen walls shall be painted to match the principal structure. Landscaping shall be provided in front of screen walls.

B. Screening is required between non-compatible land uses. Utilize landscaping and screen walls to minimize the visual impact of new development.

C. Where service electrical system (SES) panels may be visible from public view, panels shall be recessed into the building elevations and screened with doors, landscaping, or a solid wall (with landscaping) built of similar building materials and colors of the main development and equal to or exceeding the height of the SES panels.

D. If walls are not required for a specific screening or security purpose they should not be utilized.

E. Perimeter walls shall have a minimum of a ten foot of landscaped setback as a landscape buffer.

F. Perimeter walls are required to be architecturally enhanced and shall use materials and colors that compliment the project's architecture. Landscaping should be used in combination with all walls.

Offset walls along with landscape pockets prevent monotony.

G. Perimeter walls shall incorporate various textures, staggered setbacks, and variations in height in conjunction with landscaping to provide visual interest and to soften the appearance of walls. Perimeter walls should be broken up by pillars or staggered setbacks every 50 feet.

H. The maximum height of any perimeter wall or fence in the rear and side yards should be 8-feet measured from the high side elevation. Specialty walls such as screen walls, sound walls and retaining walls should have a maximum height dependent upon adjacent land uses. Walls over 6 feet may require additional architectural treatments if visible from public view.

I. When additional height is needed to provide adequate screening, berms within landscaped areas should be provided to reduce the perceived height of the wall as seen from public view. The berm/landscape area in front of the screen wall should be landscaped with shrubs and trees that will, at maturity, exceed the height of the wall.

J. Where screening is needed a combination of elements should be used including solid masonry walls, berms, and landscaping. The method of screening should be architecturally integrated with the adjacent building in terms of materials, colors, shape, and proportion.

K. Service areas, loading and storage areas, and refuse enclosures shall be oriented away from public street frontages or screened from public view.

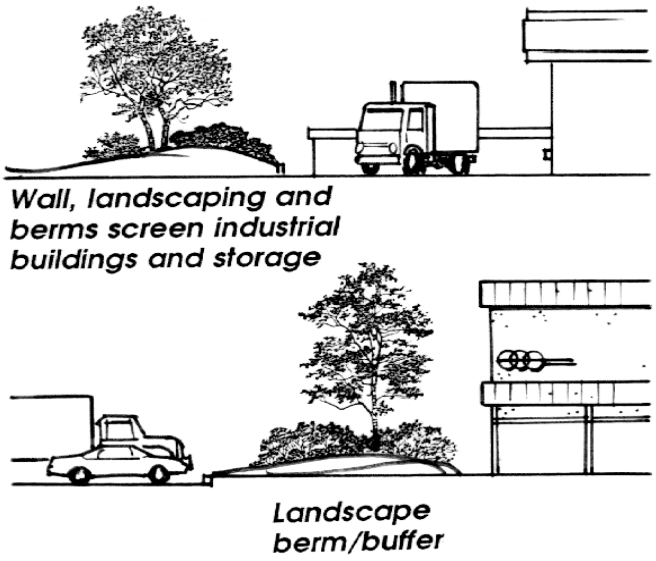
L. Trash containers shall be located within a decorative masonry wall enclosure with gates. The enclosure materials shall be designed to match the architectural design features of the development. The Trash enclosures shall also be buffered by landscaping when within public view. Trash containers are not required to be located within a walled enclosure when they are located behind screened areas and are not visible from public view.

M. Mechanical equipment screening should be integrated as part of a project's site and building design. Ground-mounted equipment should be completely screened from view of streets, highways, freeways, parking lots for customers and the general public, and connecting walkways through the use or combination of concrete or masonry walls, berming, and landscaping (with potential exceptions for significantly elevated roadways). Cabinets and screen walls shall be painted to match the principal structure and landscaping shall be provided in front of screening walls.

N. Roof-mounted equipment shall be screened through the use of parapets, screen walls, mechanical room enclosures and similar features. When screening is required the tops of screens should be at least as high as the equipment. The use of picket fencing, chain link fencing with slats and metal boxes as screening materials is not acceptable.

O. All noise emitting equipment shall be adequately enclosed to minimize noise impact on adjacent residential areas.

P. Solar panels and associated equipment should be screened from public view, or enhanced to compliment the architecture of the structure that it is attached to.



Two examples of screening industrial buildings

6. Loading and Outdoor Storage

Intent: To minimize the visual impacts of service areas as seen from the public way and from internal circulation systems that will be used frequently by visitors and the general public; While recognizing the service needs of a facility, to design these areas to appear consistent with the overall architectural character of the development. (See also Appendix A, "Four-sided Design for Buildings.")

A. Loading and outdoor storage areas should be located to the rear or sides of buildings and must not be visible from public view. Building mass is the preferred method for screening loading areas and outdoor storage areas. Where building mass is not utilized, a combination of screen walls, berms, landscaping and elevation changes shall be used to screen loading areas and outdoor storage areas from public view.

B. In cases where a building is adjacent to both a street and a freeway, loading and outdoor storage areas should be located in side yard areas. Screening from both the freeway and the street should be accomplished through the use of dense landscaping and screen walls or other methods that provide for effective screening. In situations where screen walls are ineffective due to grade differences between the site and the adjacent freeway, dense tree plantings shall be provided in a landscaped planter area with a minimum width of ten feet. Greater width may be required if necessary to provide adequate screening.

C. Any outdoor storage material height should be limited to 8 feet in height, and should be located at least 100 feet from street rights-of-way.

D. Sliding gates into loading areas visible from the street should be constructed with wrought iron or tubular steel and high-density perforated metal screening or equivalent durable material. The gate shall be painted to match or complement adjacent walls.

E. Where cargo and other storage containers are utilized on a recurring basis they shall be fully screened from public view.

F. Silos, tanks, and other ancillary structures that are permitted within the zoning district shall be painted to match the primary buildings on site.

G. If more than two dock-high loading doors are provided, then trailer storage spaces are to be provided at the rate of one space per four loading doors. Trailer storage spaces shall have minimum dimensions of 12 feet by 45 feet and should be located away from public view.

H. Bay doors and high activity areas should be located away from residential areas. The design of overhead doors should also minimize noise through devices such as rubber seals and/or other sound-dampening features.

I. Fixed hardware for rolling doors shall be located on the inside of buildings.

J. The use of barbed wire and razor wire and similar fencing/security materials are prohibited.

7. Building Architecture and Design

A. Building Design

(1) Energy efficiencies should be incorporated into the design of all new buildings.

(2) Buildings within the same planned business park shall be designed to provide a clear, unified, and easily identifiable image. Methods to achieve this include using similar architectural styles and materials, complementary roof forms, signs, colors, and decorative pavement.

(3) Consistent architectural style shall be used for a building and the site elements that relate to it (i.e. screen walls, planters, trellises, benches, bollards, garbage containers, street furniture, etc.).

Example of a quality business park building

(4) Long, unbroken building facades are prohibited. Building facades with varied front setbacks should be provided to give visual interest from public view. Facades should be articulated to provide a visual effect that is consistent with the character and scale of the area.

(5) Rear and side-wall elevations shall provide building offsets and architectural details similar to the front facade. All elevations generally visible from public view should reflect the overall design, colors and textures used on the front facade.

(6) Where the building mass cannot be broken up due to unique use constraints (i.e. large manufacturing or warehouse space) building walls should be articulated through the use of height variations, texture, color, material changes, shadow lines and other facade treatments.

A few examples of large industrial buildings in the City of Goodyear

(7) Pre-cast walls/tilt-up shall incorporate reveals, recessed panels, recessed windows, molding, and other architectural features to articulate the building exterior. All concrete pre-cast/tilt-up buildings should be designed to have an exterior appearance of conventional built structures utilizing surface treatments such as stucco, plaster, glass, stone, brick, or decorative masonry.

(8) Internalize roof drain elements within the building or apply an architectural feature where roof drains are visible from streets and public areas.

(9) Enclosed service/refuse areas and covered parking should be designed to be an integral part of the building architecture. The forms, colors, textures and materials used on the main building should be applied to all sides of these structures when visible to the public.

(10) Ladders for roof access should be mounted on the inside of the building or where they would not be visible from public view.

(11) Doors and windows should appear substantial and should not be flush with the exterior finish. Doors and windows should be inset at least 2-3 inches from the front face of the exterior finish.

(12) The following measures that promote environmental sensitivity and potential long-term cost savings are offered for consideration:

(a) Orient and design new structures and additions for minimum solar gain, reflectivity and glare, and to achieve an optimum level of energy efficiency;

(b) Shelter entries and windows and use architectural shading devices and landscaping to minimize cooling losses;

(c) Use energy efficient materials in doors and windows;

(d) Use energy efficient lighting;

(e) Mitigate urban heat island effects with cool roofing materials, shade trees and cool paving materials;

(f) Reference national programs for environmentally sensitive development methods such as Leadership in Energy & Environmental Design (LEED), International Energy Conservation Code (IECC) and Energy Star Labeled Buildings; and,

(g) Consider the integration of solar panels on roofs and parking lot shade structures.

B. Building Massing

Intent: To provide a sense of scale and visual interest to office and industrial buildings (See also Appendix B, "Building Form, Mass and Articulation.")

(1) Breaks in building mass should be used to provide visual relief for long building facades (200 feet or more) that are visible from public view. Substantial variations at massing breaks should include changes in height and the horizontal plane. Changes in materials, textures and the utilization of other architectural enhancements should be used at massing breaks.

(2) The extent and size of massing breaks and building projections should relate visually to the overall scale of the building. In most cases narrow breaks on large buildings will not provide the desired effect.

(3) Massing breaks need not be symmetrical, evenly spaced or uniform in appearance along an elevation. However, they must be designed in coordination with other enhancements provided along the facade in a manner that breaks up long stretches of flat and/or unarticulated building walls.

(4) When massing breaks, materials changes or other enhancements occur at the corner of a building which is visible from public view, the treatment should be wrapped around the corner to provide a finished appearance to the corner element.

(5) The use of entry/office elements as massing breaks is strongly encouraged, although a single massing break provided by the entry/office element will probably not be sufficient for longer building facades.

(6) Long flat, unarticulated, building facades along streets, freeways and other areas visible to public view should be avoided. The staggering of planes along an exterior wall elevation should be employed to create pockets of light and shadow, and to provide relief from monotonous, interrupted expanses of wall. Below are examples of some techniques that can be used to address this issue:

(a) Changes in texture, materials or color (color shall not be used as the exclusive method);

(b) Revealed pilaster and other reveals;

(c) Changes in plane, including building offsets (2 foot minimum);

(d) Ornamental metal canopies and/or grillwork;

(e) Recessed windows and other recesses, or other glazing techniques;

(f) Lattice, accent trees, or equivalent;

(g) Raised landscape planters;

(h) Recessed or projecting vertical column treatments.

(7) Architectural enhancements should extend to upper portions of building walls that are visible from public view. This provision includes the upper area of walls where the lower portions are concealed by screen walls associated with loading areas and outdoor storage areas.

(8) Facades having a recognizable "base" feature are encouraged. The base feature should be high enough to relate in proportion to the scale of the building. Examples of techniques that can be used are as follows:

(a) Richly textured materials (i.e. tile or masonry treatments), panels or reveals;

(b) materials and colors (color stripes are not acceptable as the sole treatment); and/or,

(c) Raised planters and other forms of enriched landscaping.

C. Building Entries

(1) Entry and office areas shall portray a quality appearance, relate visually to the rest of the building in terms of design and proportion, and should not appear as an added-on or unrelated element.

(2) Building entry and office areas shall be visually distinct and have a pedestrian orientation.

(3) Building entries and office areas should face and be oriented toward the street and incorporate window elements as a dominant feature.

(4) Main entries should be highlighted through the massing of the building. Entries should be emphasized by providing height differences or variations in the horizontal plane between entry/office elements and the rest of the building facade. Additional highlighting of office entries should also be provided through various architectural enhancements. This may include, for example:

(a) Recessed entries;

(b) Windows;

(c) Use of columns or colonnade;

(d) Arcades;

(e) The use of bollards and other similar accent details;

(f) Provision of plaza, courts, fountains, seating areas or similar pedestrian oriented detail;

(g) Enhanced landscaping design and materials;

(h) Freestanding or attached entry structures provided they are compatible with and related to the building architecture and do not look like add-on afterthoughts;

(i) Changes in materials and textures; and,

(j) Enhanced pedestrian surfaces;

Provide open space areas for employees and customers to utilize.

Building design using forms and shapes should be used to break up building mass.

D. Roof Elements

(1) Roofs should be integral to the architectural theme of buildings. Rooflines should include appropriate variations to avoid long, continuous planes. A full pitched roof over an entire industrial building is not realistic. However, where feasible and appropriate to the architectural style for the building, a pitched roof element should be provided over the entry and/or office portion(s) of the structure and/or the corners of the structure.

(2) The rooflines of buildings should consider the design of rooflines of preceding and future buildings. Roof lines may be used to help delineate building entries; introduce additional shapes, angles and shadows; and add visual relief to the tops of buildings, but should also be designed as an integral component of the form of the building, its mass and facade.

(3) Rooftop equipment shall be fully screened from public view on all four sides by architectural features integrated with the design of the building.

(4) Brightly-colored and highly reflective roof surfaces (including unpainted galvanized metal roofing) that is visible from public view is prohibited.

E. Building Materials/Color

Intent: To maintain a sense of continuity among materials and colors used throughout Goodyear, while also providing a distinct identity to each development and allowing for expression of individual businesses (See also Appendix C, “Building Materials,” and Appendix F, “Color.”

(1) Attractive, durable, quality materials shall be used. Predominant exterior building materials shall be of high quality, energy efficient, and durable. These include, but are not limited to:

(a) Brick;

(b) Stone, natural or faux;

(c) Integral color, sand blasted or stained textured masonry;

(d) Split-face or scored concrete masonry units;

(e) Textured tilt-up concrete panels;

(f) Stucco/EFIS;

(g) Metal roofs;

(h) Concrete and clay tile roofs.

(i) Light colored or reflective "cool roofs" (when not visible from public view);

(j) Clear and tinted glass;

(k) Architectural metal; and,

(l) Prefabricated steel panels and corrugated metal where architecturally integrated.

(2) The use of decorative masonry block such as split face or slumpstone is discouraged as a primary building material unless substantial articulation and detail is provided.

(3) The use of various building material (i.e. masonry, concrete texturing, cement, plaster, etc.) to produce effects of texture and relief that provide architectural interest are encouraged.

(4) Buildings should incorporate accent materials of a different texture or composition. Acceptable materials include glass, tile, decorative brick or stone, and painted metal accents.

(5) Material changes should not occur at external corners of offsets along a building facade. Material changes should occur at "reverse" or interior corners or as a "return" at least four feet from external corners.

(6) Materials should be chosen to withstand abuse by vandals or accidental damage by machinery. False facades and other simulated materials and ornamentation are discouraged. High maintenance materials such as stained wood, clapboard, or shingles are prohibited.

(7) Metal buildings shall be architecturally treated on all four exterior sides of the building. If utilized, metal buildings shall employ a variety of building forms, materials, colors and other architectural treatments to add visual interest. Exterior materials should include stucco, plaster, glass, stone, brick, or decorative masonry.

Lighter earth-tone colors help to reduce the perceived size of large industrial buildings.

(8) Light, neutral colors should be used on business park buildings to help reduce their perceived size. Contrasting trim and color bands that help break up the vertical monotony of flat walls are also required.

(9) The use of compatible colors in a single facade or composition is required. Compatible colors add interest and variety while reducing building scale and breaking up plain walls.

(10) For larger building surfaces, colors should be muted and subdued. Deeper colors may be used for accenting. Bright colors, and unusual patterns and color schemes are prohibited.

Various siding materials that provide architectural interest are encouraged.

8. Landscaping Guidelines

A. The project landscape theme shall be designed to complement and enhance project architecture.

B. Landscaping should be utilized to frame and enhance building entries and other prominent architectural features, and mask unarticulated walls and other elements of an elevation that are not visually interesting.

C. Shade trees shall be located throughout all paved parking areas and in association with pedestrian and employee amenities and gathering areas.

D. Landscaping should be in scale with adjacent buildings and be of an appropriate size at maturity to accomplish its intended purpose. In highly visible areas, taller and larger caliper trees should be utilized.

E. Landscaping should consist of water-efficient trees and plants. Proposed landscaping should be drought tolerant. Proposed landscape treatment should consider the site's unique natural character and landscape.

F. Landscaped areas shall provide sufficient clearance to fire protection features (i.e. connections, hydrants, and backflow preventers). In areas where hydrants are located the canopy height of trees should be a minimum 6-feet and the clearance radius around the hydrant should be a minimum of 7-feet.

G. Patios and pedestrian areas should be designed with architectural and landscape shade elements.

H. Retention basins that are visible from public streets and common open spaces shall be designed to avoid a "bathtub" or linear channel appearance. Highly visible retention basins should be contoured using a curvilinear design and landscaped with a combination of vegetative and non-vegetative materials.

I. Low-profile accent plantings should be provided at the base of monument signs.

J. If retaining walls are necessary in retention basins, they shall be terraced and landscaped to reduce their visual scale. The maximum height of retaining walls in retention basins shall be 4 feet.

K. Landscaping should be concentrated in areas visible from public view, and public areas within the site.

L. Landscaping should be grouped into larger areas, rather than distributing it into areas of little impact such as behind buildings, internal yard/loading areas and other areas outside of the public view. An exception to this provision occurs when such landscaping is needed for buffer or screening purposes.

M. The use of turf in landscaping areas should be limited to useable areas of sufficient size to allow for efficient watering.

N. Landscaping should be provided adjacent to the building walls facing the street or otherwise visible to public view to soften building massing. A minimum 5-foot-wide landscape planter should be provided along such building edges, except at main entries and office areas where 10 feet should be provided. The use of landscape elements adjacent to walls is also encouraged in business park areas to reduce their visual impact and opportunities for graffiti.

O. The use of berming adjacent to buildings to soften building mass is encouraged.

P. Perimeter landscaping should be provided in areas visible to public view and to identify the edges of parking areas.

Landscaping should be used to soften the edge of buildings.

Desert landscape design providing shade and color

Q. Parking lots adjacent to and visible from public streets must be adequately screened from view through a combination of undulating earth berms, low screen walls and changes in grade elevation whenever possible. Where berms are provided they shall have a minimum height of approximately 3 feet.

R. Screen walls and wing walls that are greater than 8 feet in height should be fronted by a landscape area at least 10 feet in width, in order to soften the mass of the wall and provide adequate space for berming.

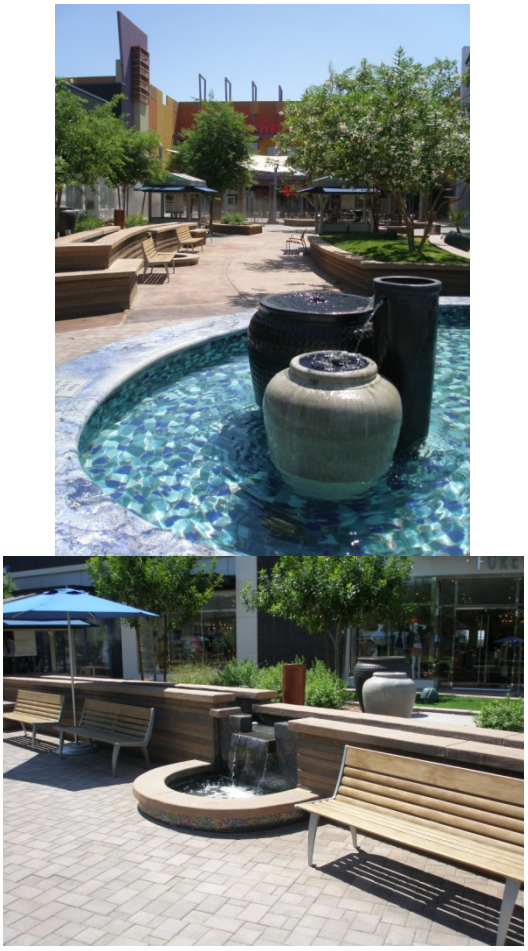
S. Create large planting islands at the ends of parking rows that are a minimum of 300 square feet, with a 6-foot wide minimum-planted width. They should be planted with shade trees, low shrubs and/or groundcover. They should be protected by a 6-inch high curb on all sides.

T. In larger centers provide walking paths or sidewalks within landscape strips to facilitate pedestrian movement to building entrances.

U. Parking lots should include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.

V. Water features are encouraged in locations where reclaimed water facilities are available and easily accessible.

W. Water features should be designed in a manner that visitors will have the ability to enjoy the cooling effects of the water. Consider summer evaporation loss and water conservation practices when designing and siting water features.



Design water features that customers and employees will be able to enjoy.

9. Exterior Lighting

A. Security lighting that is both effective and attractive to promote a safe and secure facility should be provided. Lighting fixture placement should provide the best illumination for outdoor areas such as parking, shipping and receiving, pedestrian walkways, employee amenities, and work areas.

B. The design of lighting fixtures and their structural support should be of a scale and architectural design compatible with on-site buildings. A lighting fixture standard theme should be provided throughout planned business parks.

C. The location, height and design of light fixtures should correspond to anticipated use. Lighting of pedestrian paths with bollards and generally smaller fixtures at a human scale is encouraged for use in illuminating changes in grade, steps, path intersections, seating areas and any other features along a movement path which, if left unlighted, would create an unsafe situation (See Article 10 Outdoor Lighting Standards for additional information).

D. The use of lighting to provide nighttime interest to the site and highlight architectural features is encouraged. Lighting an entire building or major portion of a building is discouraged. Night lighting of buildings may be used to highlight special building features, emphasize repeated or decorative elements, and use the combination of light and shadow to articulate the building facade. However, lighting that provides for the complete, undifferentiated illumination of a facade with bright light shall be avoided.