

# INDUSTRIAL CITYWIDE DESIGN GUIDELINES

Heavy Industrial, Limited and Light Industrial,  
Hybrid Industrial & Commercial Manufacturing  
Objective 2: Employ High Quality Architecture to Define the Character of  
Industrial Districts



Los Angeles  
Department  
of City Planning

## OBJECTIVE 2:

### Employ High Quality Architecture to Define the Character of Industrial Districts

#### Pedestrian Scale

- 1 Maintain a human scale rather than a monolithic or monumental scale.
- 2 At entrances and openings, include overhead architectural features, such as awnings, canopies, **trellises** or **cornice treatments** that provide shade and reduce daytime heat gain, especially on south-facing facades.
- 3 Differentiate the **ground floor** from upper floors. Changes in massing and architectural relief add visual interest and help to diminish the perceived height of buildings.
- 4 In non-heavy industrial areas, incorporate windows on ground floors facing pedestrian paths of travel to improve the pedestrian experience.
- 5 Utilize landscaping to add texture and visual interest at the street level. Landscaping should not create a barrier between pedestrians and the **building frontage** or views into buildings at the ground floor.

#### RECOMMENDED



Changes in architectural relief for visual interest and shade



Landscaping provides texture and human scale

#### NOT RECOMMENDED



Monolithic scale



Lack of architectural differentiation



Lack of landscaping



## Building Façade and Form

- 1 Vary and articulate the building façade to add scale and avoid large monotonous walls.
- 2 Architectural elements such as entries, **porticoes**, **cornices**, and awnings should be compatible in scale with the building massing and should not be exaggerated or made to appear as a caricature of an historic architectural style.
- 3 Where the building mass cannot be broken up due to unique use constraints, i.e. manufacturing or warehouse space, building walls should be articulated through the use of texture, color, material changes, shadow lines, and other façade treatments.
- 4 Architecturally integrate exposed industrial systems and equipment as a design option where practical.

### RECOMMENDED



Varied and articulated façade



Architectural elements in scale with building massing

### NOT RECOMMENDED



Large monotonous wall and lack of building articulation

## Objective 2: Employ High Quality Architecture to Define the Character of Industrial Districts

- 5 Organize massing to emphasize certain parts of the building such as entries, corners, and the organization of showroom or office spaces.
- 6 Incorporate and alternate different textures, colors, materials, and distinctive architectural treatments that add visual interest while avoiding dull and repetitive façades.
- 7 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.
- 8 Treat all façades of the building with equal architectural rigor, level of detail, and articulation.

### RECOMMENDED



Colors provide visual interest



Well-designed trim and details



Ground floor windows face the street

### NOT RECOMMENDED



Lack of windows, architectural detail or treatment creates dull and monotonous façade



### Building Façade and Form (cont.)

- 9 Integrate varied roof lines through the use of sloping roofs, modulated building heights, **stepbacks**, or innovative architectural solutions.
- 10 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 consistent with surrounding buildings.

#### RECOMMENDED



Varied  
roof lines



Architectural  
rhythm



Historic building  
with original  
building materials

#### NOT RECOMMENDED



Plain building  
inconsistent with  
adjacent historic  
architecture



Poor adaptation  
of original  
architectural  
features

## Building Materials

- 1 Approach stylistic details in a manner that is true to a style of architecture or common theme.
- 2 Apply trim, metal and woodwork, lighting, and other details in a harmonious manner, consistent with the proportions and scale of the building(s).
- 3 Select building materials, such as trim and finishes that convey a sense of permanence. Quality materials should be used, regardless of architectural style.
- 4 Apply changes in material purposefully and in a manner corresponding to variations in building mass.
- 5 Avoid the use of highly reflective building materials and finishes that direct heat and glare onto nearby buildings.

### RECOMMENDED



Material change varies sense of building mass



Harmonious detailing consistent with design style

### NOT RECOMMENDED



Material change accentuates rather than reduces sense of building mass

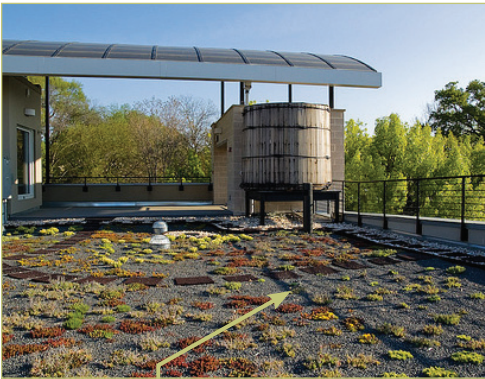


Large light wall surface will reflect glare

### Building Materials *(cont.)*

- 6 Climbing vegetation and green walls are encouraged as a method to provide articulation and visual interest to building facades.
- 7 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.
- 8 Use exterior surface materials that will reduce the incidence and appearance of graffiti.

#### RECOMMENDED

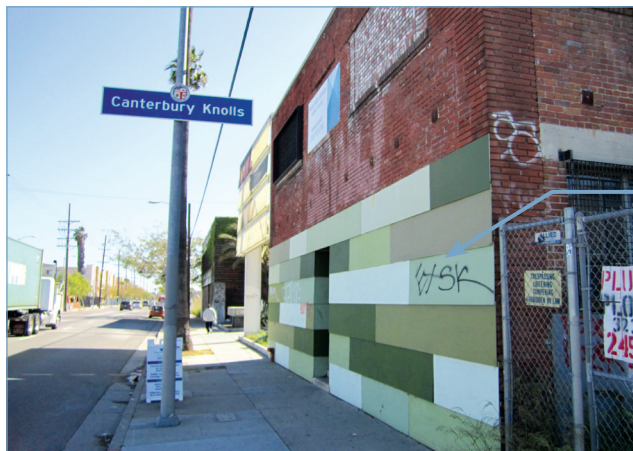


✓ Green roof reduces cooling costs and electricity use



✓ Use of climbing vegetation provides visual interest and reduces opportunities for vandalism

#### NOT RECOMMENDED



Unattended facade attracts graffiti



## Walls and Fences

- 1 Long walls and fences should be broken up by landscaping, pilasters, offsets in the alignment of the wall or fence, and/or changes in material, color, or texture.
- 2 Use decorative gates and fences in combination with landscaping to provide continuity at the street where openings occur due to driveways or other breaks in the sidewalk or building wall.
- 3 Design fences and walls to provide protection and screening without the use of harsh or unwelcoming elements such as barbs or pickets.
- 4 For all uses in industrial zones, materials such as chain link or barbed wire (cyclone) fences are strongly discouraged.

### RECOMMENDED



Fence and gate made from attractive materials and offset from sidewalk



Landscaping softens fence

### NOT RECOMMENDED



Unscreened, sharpened pickets



Long blank wall

## Walls and Fences for Heavy Industrial Uses

- 1 For large parcels located in heavy industrial areas, avoid uninterrupted walls and/or fences by providing a landscape buffer, which may be planted with shade trees, climbing vines, hedges, or similar living plant material.
- 2 Screen outdoor storage with building materials consistent with the architectural character of the main building. Avoid materials such as sheet metal and barbed wire.

### RECOMMENDED



✓  
Incorporating climbing vegetation and hedges breaks up the potential monotony of a long uninterrupted fence

✓  
Vegetation buffers pedestrians from traffic as well as industrial use



✓  
Outdoor storage area screened by a lattice fence compatible with industrial nature of neighborhood



## Special Design Considerations for Historic Properties

Ensure that any additions, alterations, or improvements to buildings designated as Historic Resources or otherwise identified as eligible Historic Resources as part of Survey LA, comply with the U.S. Department of the Interior's Standards for the Treatment of Historic Properties. Guidelines for preserving, rehabilitating, and restoring historic buildings can be found online at: [http://www.nps.gov/history/hps/tps/standguide/overview/choose\\_treat.htm](http://www.nps.gov/history/hps/tps/standguide/overview/choose_treat.htm)

### Preserve original building materials and architectural features.

Preserve, repair and replace, as appropriate, building elements and features that are important in defining historic character. Retain the original building continuity, rhythm, and form created by these features. Consult historic documentation and photographs of the building before commencing work.

- Original building materials and details should not be covered with stucco, vinyl siding, stone, veneers, or other materials.
- Materials, which were originally unpainted, such as masonry, should remain unpainted.
- Avoid hiding character defining features behind displays, signage, and/or building alterations and additions. Remove non-historic additions to expose and restore the original design elements.





**Repair deteriorated materials or features in place, if feasible.**

When it is infeasible to retain materials or features, replacements should be made with in-kind materials or with substitute materials that convey the same form, design, and overall visual appearance as the original.

**Design building additions on historic buildings to be compatible with the massing, size, scale, and architectural features of an historic structure or site, while clearly reflecting the modern origin of the addition.**

- Additions should be subordinate in massing to the main structure and located toward the rear, away from the primary façade.
- Within historic districts or eligible historic districts, new infill structures should harmonize in style, scale, and massing with the surrounding historic structures.
- New window and door openings should be located on a secondary façade. The arrangement, size, and proportions of historic openings should be maintained; avoid filling in historic openings, especially on primary facades.

