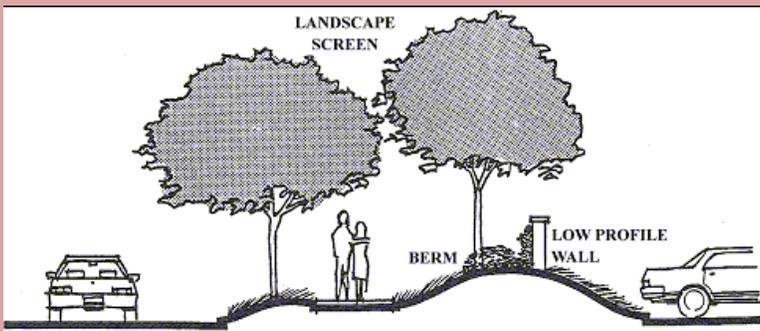


CALIFORNIA



THE CITY OF  
**McFarland**  
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# INDUSTRIAL DESIGN GUIDELINES



# I. Executive Summary

The McFarland Industrial Design Guidelines incorporate the newest and most effective methods available for solving common industrial problems in cities around the world, with tailored guidance and examples for the development market of McFarland, California. These guidelines derive from specific City Staff direction to encompass multiple areas of design, organization, and features of industrial sites. The decision to produce a set of Guidelines, rather than Standards, derives from the stated goal of the City of McFarland staff to remain flexible and accommodate potential changes in use, as large areas of the farmland surrounding the City are expected to undergo annexation into the City during July or August of 2020 and eventual conversion to industrial uses. [Map 1, Page vi]. In addition, the City plans to expand its Sphere of Influence in the coming year, and the City of McFarland staff engaged ongoing negotiations with the Kern Council of Governments and the Kern Local Agency Formation Commission. Due to this uncertainty, the Guidelines do not constrain development but rather offer helpful guidance to any prospective redevelopment or new development process either within the current McFarland city limits or in areas of planned or future annexation. Due to the overwhelming proportion of work in the Agricultural Industry, 80% of the current population, future growth in McFarland depends on diversification. Projections from the US Bureau of the Census and derived through the General Plan Update process (2020) suggest that the population of the City will increase to 24,000 by 2040, and industrial development stands to function as a key part of that process. While the residents of McFarland indicated a very strong preference for industrial development, even where that would consume productive agricultural land, it is also recognized by all parties that unfettered development which produces environmental damage and sprawl must be avoided at all costs. Rather, these guidelines assist the City Staff

of the City of McFarland, CA, in the current development process, with the recommendations included applicable upon adoption, with no direct cost to either City Staff or development professionals. Instead, the Guidelines promote industrial development with examples and text that desirable characteristics and conditions, focusing on eight key areas of industrial development.

- A. Site Planning, or the arrangement and location of buildings, features, parking, and drainage onsite;
- B. Architectural Design, covering form and function, the relationship between buildings, and the mass or bulk of industrial development;
- C. Site Compatibility, covers the process of transition between industrial properties and other uses and the effects of industrial traffic on surrounding streets and residents;
- D. Landscape Design, which indicates appropriate landscape form and use in the City of McFarland, with suggestions on using these options to increase sense of arrival, place, and reduce development and use impacts;
- E. Walls, Berms, and Fencing, can be combined assist the process of screening industrial uses from view or for security or noise reduction;
- F. Circulation, Parking, and Loading, allowing needed access to the property and organizing the impact of potential users on key roads and intersections;
- G. Signage, promoting the use of effective wayfinding and monument signage to increase business visibility and sense of place, as well as producing aesthetically pleasing industrial locations; and
- H. Lighting and Security, which promote design to improve the visibility, safety, and dark-sky compliance of industrial developments within the City of McFarland. Taken together, these guidelines will help promote development that benefits all. +

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## TABLE OF CONTENTS

<b>I. EXECUTIVE SUMMARY.....</b>	<b>i</b>
<b>1. INTRODUCTION</b>	
Application and Use of Design Guidelines .....	iv
Maps of McFarland and Regional Context .....	vi
<b>2. INDUSTRIAL DESIGN GUIDELINES</b>	
A. SITE PLANNING .....	1
B. ARCHITECTURAL DESIGN .....	3
C. SITE COMPATIBILITY.....	6
D. LANDSCAPE DESIGN.....	9
E. WALLS, BERMS, AND FENCING.....	11
F. CIRCULATION, PARKING, & LOADING .....	13
G. SIGNAGE.....	17
H. LIGHTING AND SECURITY .....	18
3. IDG Applicant Checklist .....	20
4. McFarland Industrial Zoning Quick Reference Table .	30
5. Glossary of Terms .....	31
Appendix A. References, List of Figures and Maps.....	33
Appendix B. LEHD OnTheMap Utility, City of McFarland Bureau of the Census Job Analysis .....	37

DRAFTED FOR THE CITY OF MCFARLAND, CA

ALISTAIR WILLIAM FORTSON

JUNE 2020

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## ACKNOWLEDGEMENTS

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Mayor/Chairperson: \_\_\_\_\_

Mayor Pro-Tempore: \_\_\_\_\_

Councilmember: \_\_\_\_\_

Councilmember: \_\_\_\_\_

Councilmember: \_\_\_\_\_

### City of McFarland Planning Commission

Commission Chairperson: \_\_\_\_\_

Vice Chairperson: \_\_\_\_\_

Commissioner: \_\_\_\_\_

Commissioner: \_\_\_\_\_

Commissioner: \_\_\_\_\_

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Obispo: Dr. William Siembieda

Adopted: \_\_\_\_\_

Resolution No.: \_\_\_\_\_

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# 1. Introduction: Application and Use of Design Guidelines

## USE OF THESE GUIDELINES

This document applies to potential Industrial development in the City of McFarland. Design Guidelines form an additional piece of the development process but do not replace appropriate review and control of development by City staff, the Planning Commission, and City Council. Instead, guidelines complement and give ideas for specific optional elements of building design and form, site planning and access, and other factors to improve exterior aesthetic value while providing practical space for required industrial activities. For example, a party can indicate their intent to develop a parcel of land where they would like to provide an industrial workspace to the Community Development Department, providing knowledge of the type of manufacturing, warehousing, or other workspace needed.

While a square building with the minimal amount of architectural variation might be the cheapest option, this does not satisfy current zoning regulations, and results in unpleasant and overly block-shaped massing of buildings. Poorly planned building sites also often include inefficient loading zones which compete with civilian traffic for roadway usage, exacerbated by a lack of wayfinding that limits immediate comprehension of the industrial space. Most simply, arrange parking areas to the side or rear of the main structure or complex with articulation and loading bays located away from major entrances. This helps reduce traffic conflicts and assists other effective site planning mechanisms.

A development applicant must follow federal

and state safety and inclusion standards. These guidelines should serve to supplement, rather than replace, relevant development standards. Given the visual options in the following design guidelines, a developer or design professional can understand and incorporate modern industrial techniques that provide lowered costs in terms of cooling, transportation, and maintenance, while also providing a more aesthetically pleasing workplace that members of the community will be able to take as a source of pride in their community. Given the option to provide visual enhancements and distinctive entrances, for example, a business might choose to provide these on exterior façades while side walls and loading areas can remain unadorned and entirely practical.

## GUIDELINES: BENEFITS AND OPPORTUNITIES

Well placed and strategic design alterations and architectural elements provide visually attractive structures while requiring a limited number of concessions from development professionals. In addition, some of the elements described, such as vertical and horizontal differentiation in wall form, allow for creative use of architectural elements to satisfy needed requirements. In areas with these requirements businesses have a clearer understanding of how to satisfy specific zoning requirements through the visual examples given. Guidelines help to limit confusion, allow for an expedited review process, and result in a visually attractive industrial sector.

McFarland, given the intent to provide in-

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dustrial development along the State Route 99 corridor, where visual appeal will be key to attracting future investment and development, will benefit from these practical suggestions on site planning and equipment. Applicants need not incorporate expensive materials where rearrangement or better design of the building accomplishes the intent of these guidelines. In fact, metal buildings with alternating paint schemes to indicate entrances and visual differentiation, such as vertical blocks of different color to break up a monotonous façade, or stylized brick/concrete fencing, berms, and landscaping, provide the benefits of architectural variation and screening needed at lower price points.

#### **WHERE THESE GUIDELINES APPLY**

These guidelines function as an additional layer of a complimentary development process, working with the McFarland General Plan and Development Code to produce effective and efficient developments. The industrial development guidelines will apply to all industrially zoned parcels in the City of McFarland, including but not limited to the M-1, M-2, and M-3 zones, including any added to the currently existing city limits in future annexation or zoning code updates. Industrial Design Guidelines also apply to any successor zoning that includes primary uses of manufacturing and warehousing in the City of McFarland. The specific applicability of these guidelines remains under the authority of City of McFarland Staff, and any prospective applicant may contact the City of McFarland Community Development Department for more information.

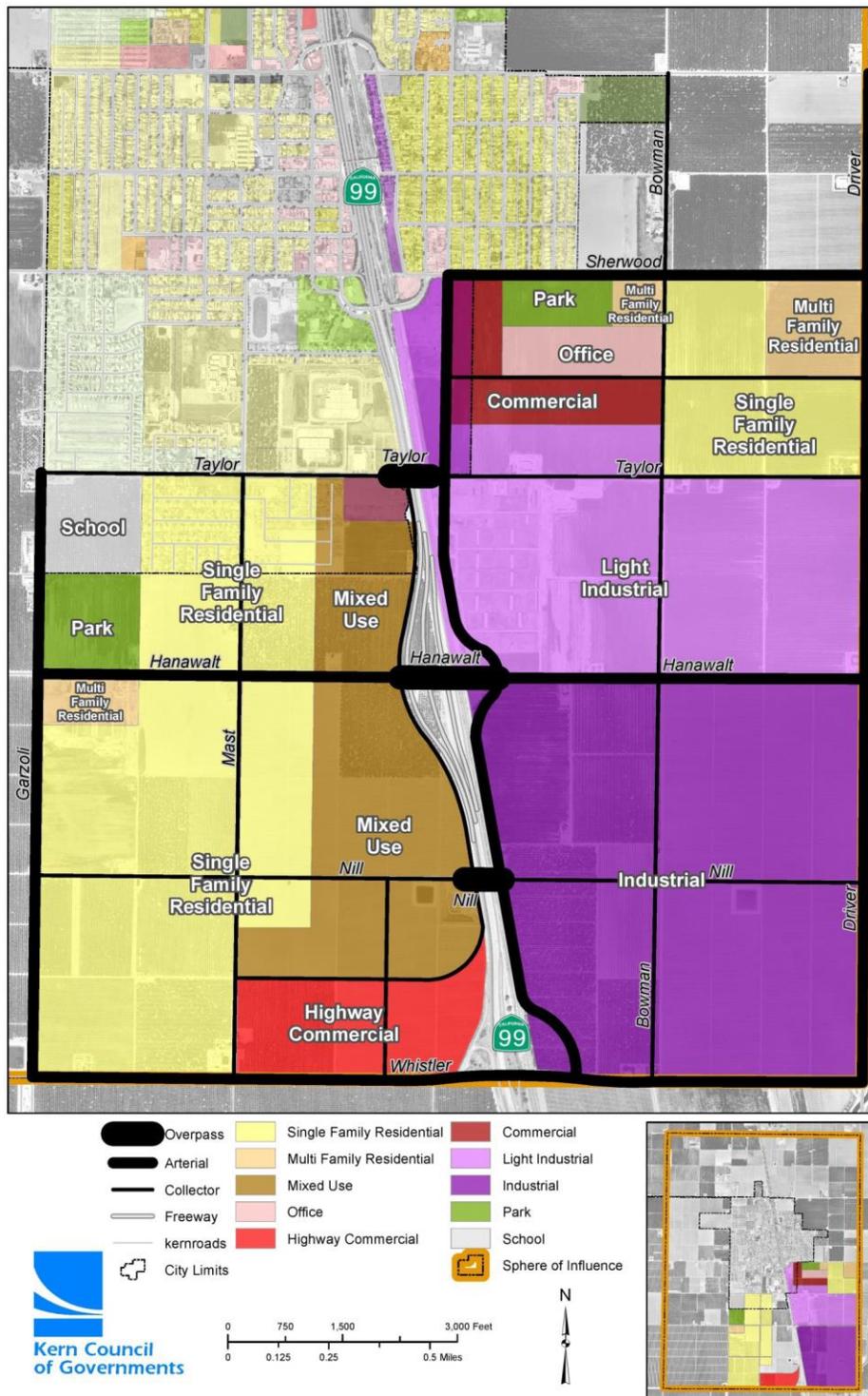
Maps of the City include Map 1, planned Whisler Road Annexation Pre-Zoning, on

page vi and indicate planned growth of industrial areas. A reproduction of the Proposed Sphere of Influence map from the Kern Council of Governments, found on Page vii, was provided by the City of McFarland during the General Plan Update and Background Report process, 2019-2020. See page viii, Map 4, for a broader context map of Kern County and McFarland highlighting McFarland's location, connections, and potential value.

#### **INFORMATION FOR APPLICANTS**

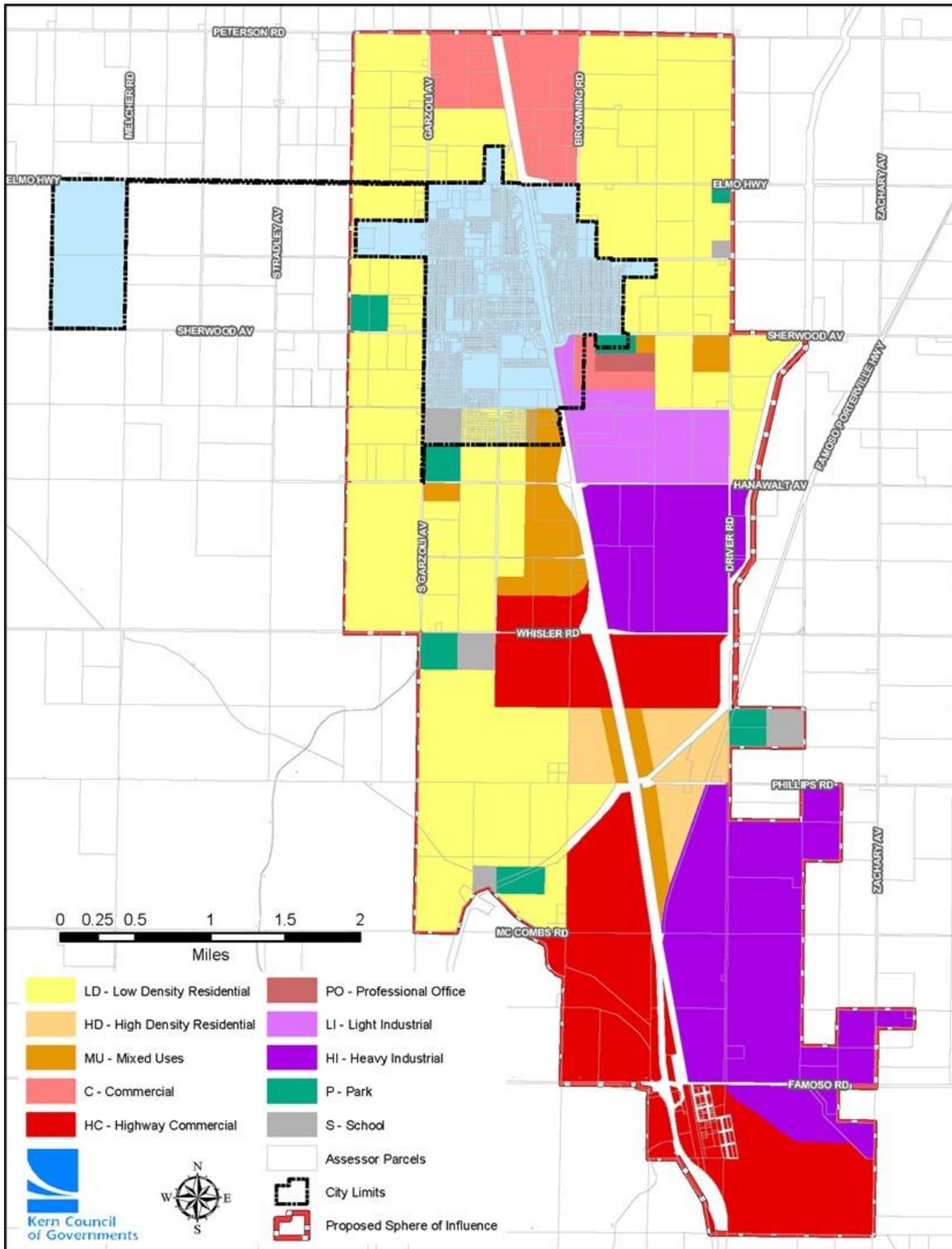
These design and site plan elements cover industrial developments in the City of McFarland and the City's planning area. Taken together, these guidelines provide examples of high quality and desirable industrial spaces. As guidelines, these outcomes also leave room for the developer to provide needed elements or functionalities in negotiation with City staff. Thus, no guideline includes the words *shall* or *must*, as restrictive language precludes alternate and creative designs that might accomplish the intended goals of this document. Seek to incorporate as many of the following guidelines and principles as possible to increase value and add beneficial screening to your property. Reviewers may exercise their judgement to permit alternate paths to effective, well designed development. Development, well suited to the agricultural and commercial context, will benefit from these guidelines as they shape the future development of McFarland. +

# Map 1. City of McFarland: Whisler Road Annexation Pre-Zoning



Map 1 – Depicts the southern border of the City of McFarland, marked by a thin dotted line, and the pre-zoning map of the new Whisler Road Annexation, expected to be completed in July or August 2020. Note the addition of ~700 acres of light- and Heavy-industrial zoning, to the east of SR 99. Kern Council of Governments and Kern Local Agency Formation Commission (LAFCO). This inset map does not include the most recent annexation to the West of Garzoli Rd (completed early 2020).

# Map 2. City of McFarland: Proposed Sphere of Influence



Map 2 – City of McFarland and the proposed sphere of influence, under negotiation with the Kern Council of Governments and Kern Local Agency Formation Commission (LAFCO). Proposed Sphere of Influence Map, Kern County LAFCO, Kern Council of Governments, as it appears in the City of McFarland documents provided to the Community and Regional Planning Program during the Background Report and General Plan Update Process, September 2019. This does not include the most recent annexation to the West of Garzoli Rd (completed 2020).

# Map 3. Kern County, CA and the City of McFarland

## Kern County, CA and the City of McFarland



Map 3 - Regional and County Context. See Inset for a map of California with Kern County highlighted in Red. See main map for the City of McFarland, Outlined in Red, as well as the context of the city with Bakersfield and surrounding urban and incorporated areas marked with a light outline. Scale per map as attached. Scale bar corresponds to main map. Drafted by Alistair W. Fortson in ESRI ArcMap 10.7, 5.28.2020

# INDUSTRIAL DESIGN GUIDELINES

PREPARED FOR THE  
CITY OF MCFARLAND, CA

*The pictures and policies that follow help depict productive and community-conscious growth for McFarland. Standards used in the creation of these guidelines include the National Association of Industrial and Office Parks, the American Planning Association, and sample codes from similar markets across California and other states.*

## IDG A. SITE PLANNING

*Site Planning includes the organization and scaled design of buildings on a site, the location and orientation of parking and access, and proper incorporation of surrounding uses or sensitive receptors such as schools and residences near potential industrial development.*



*Figure 1 - Landscaping accessible frontage in industrial sites adds aesthetic quality, site value, and cooling.*

### IDG A.1.

Design sites to incorporate landscaping and permeable areas, especially where these areas face outside traffic or civilian presence. These areas function as an important part of the industrial site, and facades of each building reflect the character of surrounding development. In green-field development, design setbacks and



*Figure 2 - Bioswales and other natural filtration systems can add drainage and additional value to a site.*

screening so buildings do not overwhelm their surroundings. [Figure 1]

### IDG A.2.

Large areas of industrial lots are dedicated to parking and landscaping. Where it is not possible to incorporate needed parking and permeable material on separate areas of the parcel, use permeable parking surfaces and green infrastructure such as Bioswales to replace other landscaping. [Figure 2] Fulfill requirements for landscaping with Bioswales or similar features on a square foot for square foot basis, since these efforts accomplish the primary goals of landscaped areas - namely shade and cooling factors, increased runoff capture and filtration, and drainage ability.



IDG A. Site Planning



Figure 3 - Buildings sited toward the street with connected paths that access sidewalks increase legibility, safety, and value of the property.

**IDG A.3.**

Buildings in industrial areas focused near the front of the lot reduce distance between the street and areas requiring access and curb cuts, lowering disruption to traffic and loading patterns. Incorporate existing street infrastructure. [Figure 3]

**IDG A.4.**

Locate at least 50% of parking areas to the side or at the rear of the development site, presenting the building to the street without a large gap between the street and buildings. [Figure 3] Cluster parking areas to reduce bulk. [Figure 4] If incorporated with cargo access lanes, this also reduces the distance to potential loading areas and reduces transportation conflicts.

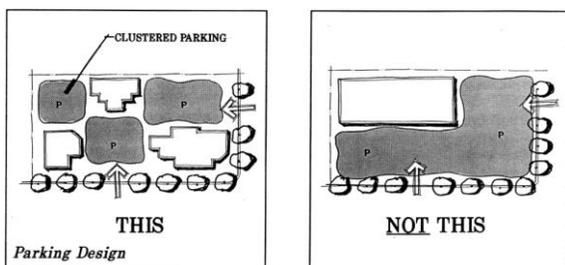


Figure 4 - Cluster parking to avoid massive areas of blank pavement. Note that only ~40% of the parking on the left fronts either access point from the street.

**IDG A.5.**

Scale industrial buildings to human physical capabilities to improve worker productivity, health, and overall results in the industrial workspace. Consider steps, doorways, railings, work surfaces, seating, shelves, fixtures, walking distances, and other features that fit well to the average person and their needs rather than automotive scale in areas where customers or pedestrians are likely to be present.

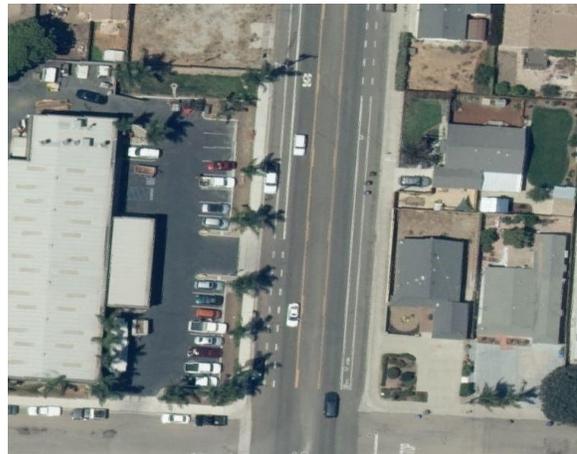


Figure 5 - Landscaping and active frontage in the setback offer buffers between industrial and other uses.

Where only industrial uses exist with no offsite access, design sites to protect workers and users from nuisance or damage while maintaining active industrial operations. [Figures 5 and 6] +



Figure 6 - Entry to new or redeveloped sites complemented by landscape and monumentation.



**IDG B. ARCHITECTURAL DESIGN**

*Building Design and Form covers the actual shape, façade, and massing (bulk) of industrial development in McFarland. These apply only to façades or entrances that face Highway 99, collector, and arterial streets. Building style and design that visually enhances the industrial area will benefit the whole community.*



*Figure 7 - Close view of an example industrial park, showing visual differentiation with materials, color, building shape and form, and client and delivery entrances. Note the comprehensible scale and landscape.*

**IDG B.1.**

Massing, referring to the overall height, depth, and density of a building, can reduce the attractiveness of an area by obstructing views, overwhelming the human scale, and making people uncomfortable in the built environment. To avoid unnecessary mass, incorporate varied heights and horizontal frontage distances in order to break up the perceived size of the building. [Figure 7] While still providing the same area, a building with articulation re-

duces visual impact and provides a more comfortable scale than buildings with no articulation. Consider building orientation, as angle and approach have a strong impact on perceived mass, particularly applicable when visible from Highway 99.

**IDG. B.2.**

Reduce the height and massing of visible office or façade portions of an industrial development, particularly where adjacent to residential uses. Buildings on industrial sites not fronting the street may be set to scale with industrial processes. Locate large or massive buildings in an envelope that minimizes offsite impacts. Include berms, screens, fences, and couch tall buildings among others to reduce the impact of sudden changes in height. Consider shadows cast by buildings on nearby uses and roadways. [Figures 7, 8, and 9]

**IDG. B.3.**

Locate potential nuisance use areas away from active edges of the site. Screen any



*Figure 8 - Note vertical treatment of materials and horizontal clarity through the strong separation of roof and riser material from the rest of the building. The lot also demonstrates effective site planning through the inclusion of differentiated commercial and passenger access. Note the entrance façade material. This helps wayfinding and designates the focal area of a building.*



**IDG B. Architectural Design**



*Figure 9. Corner and roofline variation, architectural bays and columns, combined with vertical blocks of different color paint and a grounding darker color effectively break up this large factory. Note that the parking and landscaped buffer zone complement the site.*

potential nuisance areas with berms, fencing, walls, and landscaping. [Figure 9] Architectural treatment of a building’s exterior also reduces bulk and produces effective industrial design reflecting local and regional values. [Figure 10]

**IDG. B.4.**

Incorporate visual relief above the roofline of a building in order to cover exposed air conditioning units or other necessary above-roof elements, thereby satisfying general development standards for screening these elements (McFarland MC § 17.134.020 et al.) from the public view. These raised elements also help break up and differentiate blank frontages. [Figures 7, 8, and 9]

**IDG. B.5.**

Include projected and recessed elements to provide architectural variety. This includes entryways, special functional areas, rooflines, and added decorative treatments such as murals and other features.

Vary the setback distance of buildings when more than one are proposed on the same frontage. [Figure 10]

**IDG. B.6.**

Incorporate improved design and entry functionality on all walls fronting Highway 99, collector, or arterial street façades.

Where the construction of a windowless wall remains necessary include articulated or enhanced site design using architectural features and landscaping to provide cover and reduce noise within and outside of the property. [Figures 7, 10, and 11.]

**IDG. B.7.**

Use offsets in the wall plane or roof line to break up walls fifty (50) feet long or more on façades fronting Highway 99, collector, and arterial streets. [Figures 7 and 10] Porches or recessed entries provide relief features in otherwise blank walls.

**IDG. B.8.**

Use architectural finish or detail elements to break up visual bulk in vertical and hori-



*Figure 10. Trim, lighting, and differentiation of form in this industrial building are critical to reducing bulk, creating effective form and scale. Note the use of agricultural barn elements to fit surrounding development.*



## IDG. B. Architectural Design

zontal planes when applied. [Figures 7 through 12] These prove most effective when used on the façade of buildings facing collector or arterial streets. Examples include but are not limited to wall cladding with materials such as brick, block, stone or stucco; applied trim such as wainscoting and columns; contrasting trim details or two-tone color schemes; cornices and applied decorative features; murals or artwork; and similar elements.

### IDG. B.9.

Dominant building colors drawn from the natural landscape, especially when low reflecting and subtle, benefit site aesthetics and visual appeal. [Figure 12]



*Figure 11. Metal, stone, and textured materials combine with fenestration to increase appeal and clarity.*

### IDG. B.10.

A setback of Sixty (60) feet or more, combined with the use of topography and other screening methods to block building frontages from the street, may satisfy IDG. B.1-B.9. Consult with the City of McFarland Community Development Department. +



*Figure 12. The 101 Logistics Park near Phoenix deftly demonstrates key architectural elements such as raised and varied roof heights, distinct and offset entryways, clear delineations between office and industrial spaces onsite, active corners, and vertical and horizontal architectural elements to break up the building's mass despite its large square footage. Note the use of low profile walls, drainage systems, landscaping, and color variation at different elevations to increase visual appeal.*



**IDG. C. SITE COMPATIBILITY**

*Site or Neighborhood Compatibility covers transitional zones between use types and between lighter and heavier industrial uses, protects residents and provides sufficient space and access for industrial workplaces. Well designed and screened industrial sites reduce use conflicts.*

**IDG. C.1.**

To the maximum extent possible within the constraints of existing or planned lots:

IDG. C.1.1.

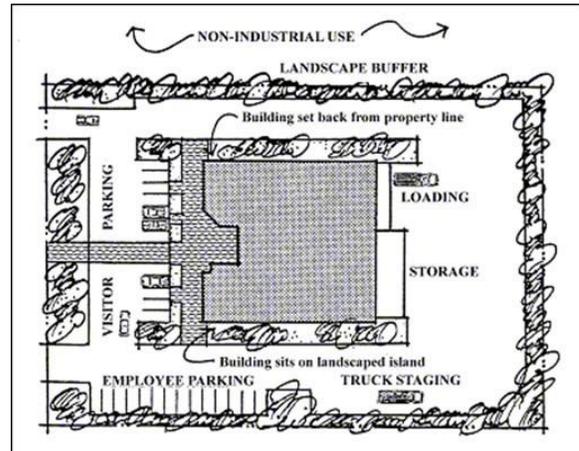
Orient site entrances and customer serving façades towards the major access drive or street. This does not apply to cargo access points or employee only entrances. [Figures 3, 5, and 13]

IDG C.1.2.

Orient structures to provide a safe and attractive street edge through varied setbacks with landscaping and clear lines of sight from all intersection areas, espe-



*Figure 13. Atypical design elements help increase interest and engagement, while street-facing pedestrian entries increase visibility, comprehension, and neighborhood compatibility.*



*Figure 14. Landscaping and site design including separation of visitors and employee parking act as effective buffers between industrial and other uses. Note the use of separated and screened loading/storage onsite.*

cially where an industrial building has the potential to produce or increase traffic in those areas. [Figures 14, 15]

IDG. C.1.3.

Consider screening that does not obscure lines of sight or access required for security and fire safety for all building and lot designs. Confer with the Kern County Fire Department for specific details on potential industrial Fire and Emergency Service needs for your proposed use.

IDG. C.1.4

Orient structures to screen outdoor storage areas from view, especially when adjacent to residential areas. [Figure 14]

**IDG. C.2.**

Consider lower height limits for buildings that border structures used primarily as residential dwellings, and ensure architectural cohesiveness in design. Determine the height of buildings by the relative



### IDG. C. Neighborhood Compatibility

width of the street. Limit the height of buildings at edges so surrounding uses are not overwhelmed; to do this, create no more than a forty-five (45) degree angle from the opposite edge of the right of way to the roofline of buildings on site. [Figures 15, 17]

#### IDG. C.3.

Consider human scale in all developments when adjacent to or fronting residential development. Reduce height to three sto-

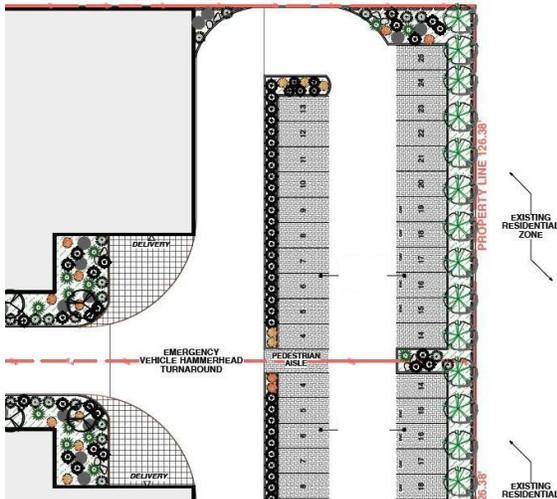


Figure 15. In this industrial site plan residential uses are located on the eastern edge of the property. The developer has used a combination of landscaping, berms, parking with pedestrian access, required drive aisles, emergency vehicle hammerhead turnaround, and effective site plan design to ensure compatibility with surrounding development.

ries or lower when in direct proximity to residential uses, with step-backs producing no more than a 45° angle before rising another story in the façade facing the sensitive use to prevent an overly massive front. Human scale here refers to buildings that do not exceed more than two or



Figure 16. The Tolleson Logistics Center, a new Class A industrial site in Arizona, demonstrates the principles of breaking the sight line through vertical and horizontal material differentiation, recesses into the wall indicating the main pedestrian entrance, and landscaping that separates the parking area from the main building. Other buildings can achieve the same effect through use of varied metal articulation or alternate blocks and patterns of paint. Note also that functional elements such as the drain downspouts on the left wall break up the shape and form of the building, and the strong color contrast between dark blue downspouts and the desert-tan shades of the building act to provide visual relief. Further, the loading area seen to the left, well screened by a wall and differentiated from the main entrance while still physically near the industrial office, draws visual interest with windows.

three stories, or have step backs in the upper floors to ensure no one front overly dominates its surroundings. Retain sight connection distance for passersby. [F. 17]

#### IDG. C.4.

Industrial building sites separated by one

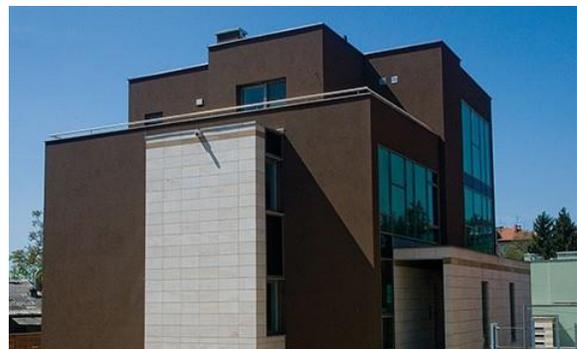


Figure 17. This large multistory industrial building feels less massive due to step backs, articulation, and variation of materials or colors, reducing the impact on neighboring development.



**IDG. C. Neighborhood Compatibility**



Figure 18. In industrial buildings bordering residences, increase compatibility through incorporation of architectural elements, visual relief, materials, and landscaping that match existing development patterns.

parcel or more from sensitive uses fall subject to similar controls as applicable pending Development Department review.

**IDG. C.5.**

Incorporate additional visual relief as height increases through setbacks, massing and bulk dislocation or arrangement, and the use of architectural elements such as separated buildings with corridors to provide access and visual relief at the ground level. [Figure 17]

**IDG. C.6**

Incorporate elements to increase visual breakup and appeal of the building such as vertical or horizontal cladding, accent (painted or material) or decking/fencing to provide visual interest and appeal through variation in all site designs and use monumentation to mark entries. [Figure 18]

**IDG. 3.7.**

For entrance areas to industrial parcels or developments, vary the floor or underlay layer from the rest of the project in order to clearly distinguish entry points for the public, for deliveries, and for outgoing traffic. For example, incorporate identical concrete materials to the rest of the parking area and roads with a changed stamping method to delineate entrances. Other options include ornamental brick, stone, or timber constructions. Another possibility includes a variation of material from permeable to impermeable to provide clear visual differentiation of the entrance area. [Figure 19] +

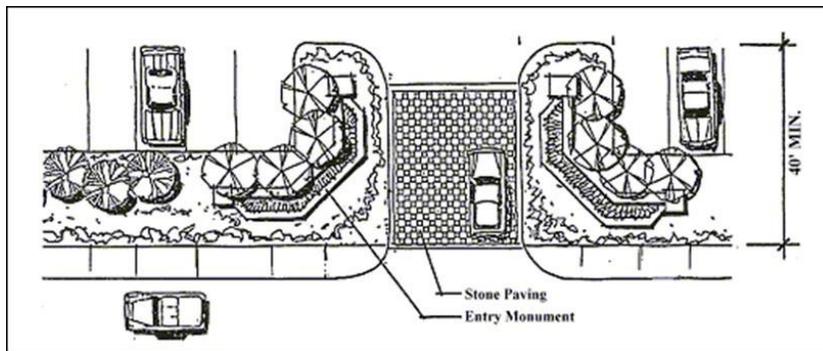


Figure 19. Increased legibility and sense of arrival to a site also lead to increased investment and pride of ownership for employees and visitors alike. Incorporate landscaping and entry monumentation where practical in industrial developments and redeveloped entries to existing sites. As shown, these act to encourage proper traffic flow and increase legibility in site design. See particularly the use of stone pavers to delineate an entryway and show areas of designated entry. Actual setbacks for industrial development can be found on Page 30, or see the McFarland Municipal Code, Zoning, M-1, M-2, and M-3 zones for specifications. Desert Hot Springs, CA, Municipal Code.



**IDG. D. LANDSCAPE DESIGN**

All industrial sites benefit from incorporation of trees, shrubs, and groundcover which suit the local area climate of McFarland. Landscaping provides shade, visual appeal, natural cooling for an industrial facility, lowers costs and creates a vibrant workplace environment, encouraging further investment. Landscaping acts as an effective and resilient sound barrier. Trees and woody-stemmed plants and shrubs used in landscaping have the additional benefit of sequestering carbon, to help fulfil state statutory requirements for carbon goals. Provide landscape consistent with McFarland Codes, California State Law, and the State's Model Water Use Efficiency Ordinance (MWELO).

**IDG. D.1.**

Use existing land features for drainage, especially where these functionally evacuate existing runoff. Where possible, fur-



Figure 20. The use of drought-tolerant landscapes such as this commercial building frontage increase screening and visual appeal while conforming to the McFarland Municipal Code and City drought response measures.

ther accentuate natural drainage patterns with Low Impact Development channels and water collection or drainage basin areas, especially for uses requiring secondary on-site treatment for point source pollutant discharge. See below for specific types and effects of both mechanical and biological Low Impact Development storm-water drainage. [Figure 21]

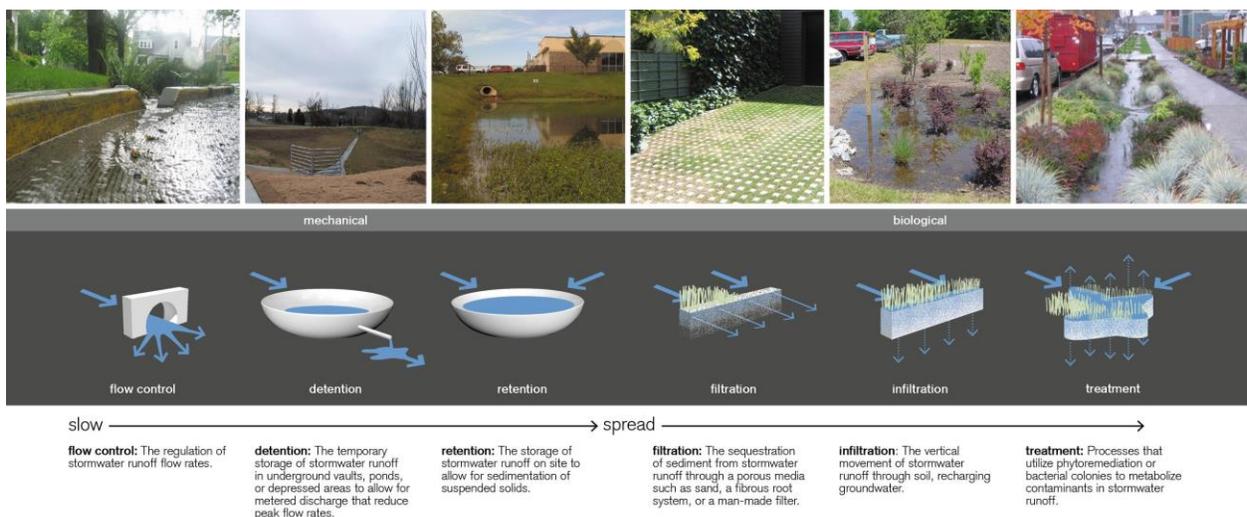


Figure 21. Low Impact Development drainage and retention strategies. Note that the items to the left mechanically slow or hold water for a time in order to allow initial filtration and reduce storm damage. In addition, the items on the right can be used to help filter and capture runoff at the source, and leads to a reduced need for expensive mechanical solutions. University of Arkansas Community Design Center. <http://landmark.edu/models/low-impact-development>



**IDG. D. Landscape Design**

**IDG. D.2.**

Plan landscapes to irrigation standards incorporated in the McFarland Municipal Code, and reduce overall water use. Plan to include landscaping elements that function at the lowest level of water use possible in order to reduce strain on water systems. Parcels that follow sustainable landscape patterns are cheaper to maintain and these plants cause less damage to the constructed materials onsite. See the McFarland Urban Forest Plan or similar for more on landscape suited to the McFarland climate. [Figures 20, 22]



*Figure 22. Use required features such as ADA accessibility ramps and safety features such as emergency vehicle turnouts as an opportunity to include drought-tolerant landscaping.*

**IDG. D.3.**

Retain existing healthy and mature trees in site plans for industrial development and redevelopment. [Figures 20, 22, and 23]

**IDG. D.4.**

Include canopy trees in planting areas, especially on South and Southwest facing façades, to provide added shade and energy efficiency benefit. [Figures 20, 23]



*Figure 23. Use new or redeveloped entries, with corresponding signage and effective landscaping, as opportunities to attract customers and investment.*

**IDG. D.5.**

When incorporating boulders or rocks as traffic calming or landscape accents, ensure the boulders are to scale with the project and of a natural color that complements the buildings and site as a whole.

**IDG. D.6.**

Design landscaping to complement architectural form, fit the designated use of the area, and incorporate plant species and materials that complement the style and form of industrial buildings.

**IDG. D.7.**

Consider the safety of all road users and reduce visual impairments in roadways through use of landscaping in areas that do not affect the sight triangle needed at an intersection. [Figure 23]

**IDG. D.8.**

Design open areas and spaces between buildings to balance paved and landscaped areas. [Figures 22, 23]

**IDG. D.9.**

Use permeable materials and landscape to capture runoff and use it for irrigation. +



**IDG. E. WALLS, BERMS,  
AND FENCING**

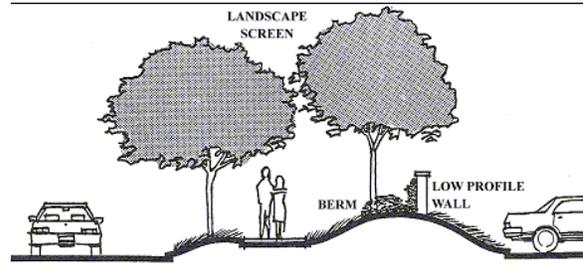
*Crucial to effective industrial development, walls, berms, and fencing provide screening from potentially noxious uses in heavy industry, especially when adjacent to existing or planned residential development. The incorporation of specific design elements and architectural motifs, even in metal or concrete designs, can reduce monotony of building form. In addition, the use of natural or artificially graded berms can increase aesthetics and provide remarkably effective screening and protection, reducing offsite visibility with minimal wall placement.*

**IDG. E.1.**

Where industrial uses border other parcels, a reasonable combination of walls, berms, and/or fencing combined with landscaping help form an integrated boundary between the industrial development and surrounding uses. [Figures 24, 25] On interior industrial streets or parcel boundaries with no sensitive uses nearby,



*Figure 24. Sound barriers, combined with landscaping, serve to not only deflect sound but also dampen it through the use of baffling and porous surfaces. This reduces noise to neighboring properties and conflicts between users. Also note the low landscaped berm, while architectural variation with pilasters, caps, and color add aesthetic appeal to the wall.*



*Figure 25. Combine berms, low profile walls, and landscaping to achieve effective screens for industrial uses. Also consider the use of partial solid and partial opaque materials such as brick and metal combination wall and fencing to achieve those goals. Choose an option that provides security and physically separates the use.*

consult the City of McFarland for specific screening requirements.

**IDG.E.2.**

Avoid materials such as chain link, chain link with vinyl or fabric slats, dog eared fences, barbed wire (cyclone) fences, or sheet metal, which can lead to blight, and avoid the use of harsh elements such as barbs or pickets visible from public streets.

**IDG. E.3.**

Incorporate high quality fencing materials, including decorative blocks, brick, stone, treated wood, and ornamental metal, in



*Figure 26. Note the use of pilasters and caps to add variation to this wall. Also note the use of baffling in the form of mixed stone and landscape to reduce noise reflected while providing an effective security barrier.*



**IDG. E. Walls, Berms, and Fencing**

key locations where these designs most benefit screening of outdoor storage and parking or at entrances. This particularly applies to parcels visible from adjacent uses, intersections, and high-visibility areas. Such elements provide relief elements in more standard walls and clearly delineate external property lines to reduce confusion in wayfinding. Use decorative gates or fences with landscaping to soften hard property edges where applicable.



*Figure 27. Ground level mechanical equipment screening reduces visual blight and adds security.*

**IDG. E.4.**

Screen mechanical, electrical, or communication equipment on the roof, side of building, or ground. [Figures 24 to 29]

**IDG. E.5.**

Conform fences and structural screens to existing improvement and development code requirements in effect in the City of McFarland, available in the McFarland Development Code and Improvement Code.

**IDG. E.6.**

Fences, walls, berms, landscaping, or a



*Figure 28. Trash and storage enclosures can complement building design and provide effective screening.*

combination of these features provide effective screening along streets where outdoor storage, equipment, or waste areas are otherwise visible. [Figures 27 to 29]

**IDG. E.7.**

Setbacks and other design elements such as internal berms or trenching, building orientation and site design, in combination with fencing and wall elements help offset severe visual impacts.

**IDG. E.8.**

Screen fire risers, backflow valves, and other equipment with fencing or landscaping, no taller than 3 feet in height, ensuring that the equipment remains accessible to the Kern Fire Department. [Figure 29] +



*Figure 29. Screen safety equipment such as this fire backflow valve with a cover and low landscaping.*



**IDG. F. CIRCULATION, PARKING,  
AND LOADING**

*Parking for employees, customers, or visitors and access for industrial inputs and products to and from each site form essential parts of any industrial development. Parking areas arranged or reorganized in future development projects to provide clear wayfinding and access for trucks and transportation also help protect other users of McFarland’s roads. As electric and autonomous transportation are expected to replace existing traffic in the next decades, consider how a charge station or autonomous hub could be included in the site, by leaving a suitable location for retrofit or by preemptive inclusion in long-term development plans. Avoid congestion and conflict between commercial/industrial cargo vehicles, employees, and residential traffic through effective loading area development. Effective parking site design reduces the impact of industrial traffic on pedestrians and other users and helps mitigate other effects of industrial development.*

**IDG. F.1.**

Designate parking lots located in the front half of the parcel or before the front of the principal structure, if set back further than the midline of the parcel, for the parking of passenger vehicles. Include no more than 50% of the total planned parking spaces in this area. [Figures 4, 5, 9, 12, 30]

**IDG. F.2.**

Fleet parking, equipment storage, and loading docks located adjacent to a collec-



Figure 30. An example industrial park site plan with articulated buildings where the parking areas, in white, complement and enhance site planning.

tor or arterial street cause unnecessary conflicts in use and traffic. Place loading areas to the side and rear of the lot or behind principal structures to reduce their impact. Where properties front on both a Collector (or higher) graded street and another street of a lower level, consider the Collector or higher-level street the front of the property for parking purposes.

**IDG. F.3.**

Landscaping and structural screens can reduce visual impact, vital when industrial



Figure 31. As shown, a landscaped berm with a lowered parking area can add value and reduce the impact on neighboring development through effective grading. Use landscaping more suited to the McFarland climate.



IDG. F. Circulation, Parking, and Loading

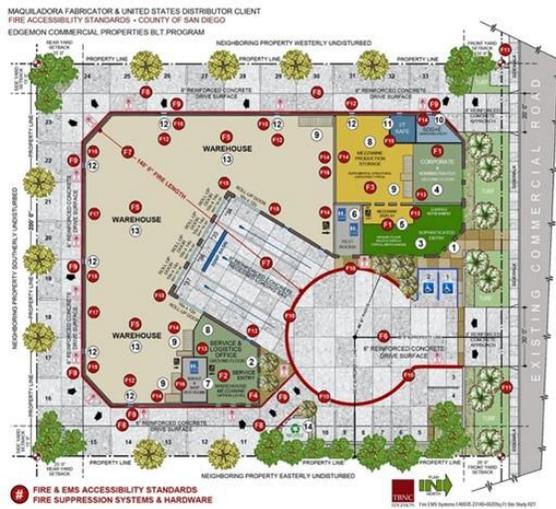


Figure 32. Industrial development plan with a warehouse and hardened loading apron. Inclusion of landscape buffers on all sides in addition to building articulation place the hardened loading surface in the center of the lot and reduce conflict on the existing roadway, at right. The red lines and dots indicate sample requirements for Fire and EMS access. For development in McFarland, consult the Kern County Fire Department or their successor agency as determined by the McFarland Community Development Department for specific requirements by parcel. City of Otay Mesa, CA.

parking abuts residential uses. See IDG. D., Landscape Design, the Urban Forest Plan, McFarland Municipal Code, and the Improvement Standards for landscapes suited to McFarland. [Figures 30, 31]

**IDG. F.4.**

Provide access entryways to industrial areas with sufficient width, turnaround areas (hammerhead or similar), and clearance for the largest piece of firefighting equipment required by the Uniform Fire Code. Public health and safety guide the design of access to all parcels. Applicants can confer with Fire officials - Kern County Fire Building Division or similar – before design commences on a project to understand

key local requirements for safe building design. Consider the ability for ladder trucks, industrial pumps, and foam retardant applicators to approach, set up key equipment and stations, and proceed with a response and containment strategy. Where specialized industrial firefighting equipment requires access, consult the City of McFarland staff or their designee to determine needed setbacks or plan adjustment to compensate safe response in disaster situations, pursuant to the policies of the McFarland General Plan and Local Hazard Mitigation Plan. [Figure 32]



Figure 33. Permeable bricks or pavers, such as these, help to delineate entry zones and capture runoff. Apply where use enhances wayfinding and water absorption.

**IDG. F.5.**

Construct parking areas and entries of permeable or drainable materials where possible, especially under areas designated for passenger vehicle parking. These materials can also be used for the entryways to create a sense of arrival. [Figure 33] For impermeable surfaces required onsite such as a hardened loading apron, the site can incorporate other Low Impact Develop-



**IDG. F. Circulation, Parking, and Loading**

ment alternatives such as collection ponds and storage/retention areas, bioswales and enhanced natural infrastructure to reduce the power and volume of storm- water, allowing for onsite pretreatment where required. [Figures 32, 34]

**IDG. F.6.**

Autonomous vehicles will become a major component of industrial and other traffic on roads, on project sites, and in the business marketplace. Consider elements that assist the retrofitting of parcels to include technological upgrades for their incorporation such as utility corridors that can be easily opened and rewired.

**IDG. F.7.**

Electric vehicle technology continues to decline in price and rise in viability and practicality. Add electric vehicle charging stations to your site, or, alternatively, identify a site suitable for such stations,

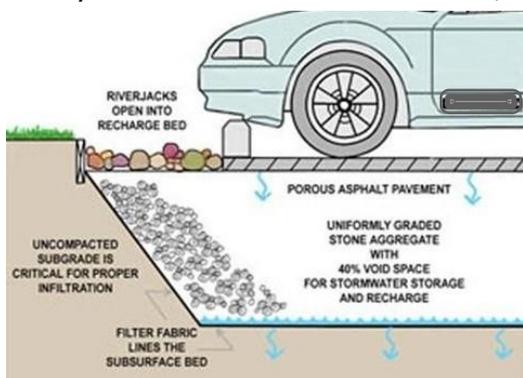


*Figure 35. Examples of industrial-grade electric vehicle charging stations. Expensive retrofits will not be necessary if planned into the site. Electric vehicle fleets reduce lifetime cost. (U.S. Air Force photo/Sarah Corrice)*

with sufficient potential power to supply a pay-by-charge station for passenger vehicles and/or infrastructure for electric trucks. These stations can be operated by the business or by a third party, and Kern County and the San Joaquin Valley Air Pollution Control Board offer grants to assist businesses with the design, implementation, and construction of Electric Vehicle Charging Stations. [Figure 35]

**IDG. F.8.**

Vehicular and Pedestrian Circulation and Access: Promoting the health and well-being of the community by encouraging physical activity, alternative transportation, and greater opportunities for social interaction represent key priorities. Demonstrate accessibility for all members of the community in site plans in public frontages and for employees or visitors to the site. Comply with all Americans with Disabilities Act (ADA) standards. Include shade canopies or similar features at bus



*Figure 34. Parking designs which incorporate LID principles also benefit landscaping and provide aquifer recharge. These parking areas, constructed with permeable asphalt or concrete rather than impermeable, lowers the cost of site maintenance, reduces the total amount of stormwater runoff, and allows for a greater collection and treatment of potential toxins before they leave the site.*



**IDG. F. Circulation, Parking, and Loading**

stops near the industrial site, and consider added pedestrian connections for McFarland’s population without car access.

**IDG. F.9.**

Produce circulation and street layout plans that comply with the McFarland Development Code and General Plan. Such features benefit industrial uses, allow for future use expansion, and reduce conflicts between adjacent properties. Design circulation patterns to minimize vehicular impacts on adjacent residential uses, if present. [Figure 36]

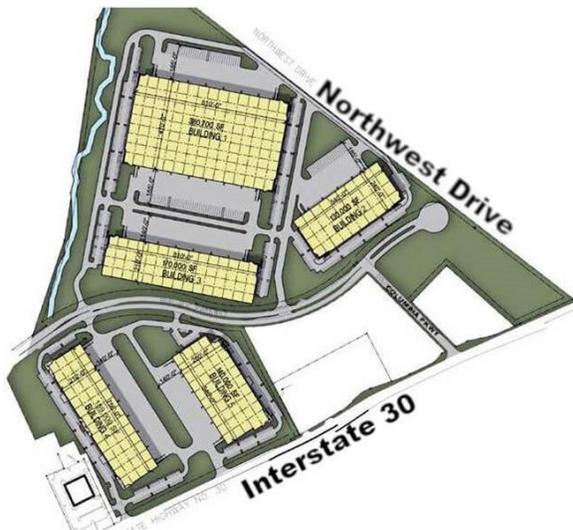


Figure 36. This sample property located along a highway frontage in Mesquite, Texas, indicates multiple successful aspects of intelligent site parking, circulation, and loading layout. Note intentional separation of passenger parking from industrial access points at the edges of the site while multiple access routes allow for calm, focused streams of traffic through the site. The turning radius allows emergency vehicles full site access, and provides tenants in buildings not fronting the road with easy turn/access capability for loading. Also note the variation in building form, shape, and orientation in the site, reducing the overall massing of the area. These development principles can significantly benefit McFarland development and lead to more investment potential at similar sites.



Figure 37. Do not design sites with empty, bare parking lots. These act as heat islands, increasing costs and injury risk for users. Redevelopment projects: add landscape, berms, or shade to provide variation and cover.

**IDG. F.10.**

Provide safe and efficient patterns of vehicle circulation and access that connects to the existing or future street network within the community in new and redeveloped industrial parcels. Consider an Improvement District agreement for utility and roadway installation that allows an initial investment by the industrial park developer to be recompensed by additional development projects utilizing these resources.

**IDG. F.11.**

Design circulation that allows the safe movement of pedestrians and bicyclists, separate from industrial traffic, and provide connections to the rest of the community, consistent with adopted plans.

**IDG. F.12.**

Provide an adequate length of stacking and staging for industrial facilities, e.g. loading docks, terminals, and similar activities. Design on-site circulation plans so they do not interfere with the normal movement of traffic (on or off-site) and/or inhibit pedestrian access to appropriate areas. [Figure 36] +



## IDG. G. SIGNAGE

*Signage is crucial to ensure easy identification of businesses by customers, employees, and vendors. Signage needs to be identifiable and attractive. In addition to the following guidelines, reference the McFarland Sign Ordinance for further specific and detailed code interpretation. All guidelines here are suitable for redevelopment or new development projects.*

### IDG. G.1.

**For specific requirements and standards on industrial signage, refer to the McFarland Sign Ordinance.** Locate signs in logical locations for building orientation and design such as site entries. Place signs away from architectural features so they do not block or detract from successful design elements. [Figures 19, 23, and 38]

### IDG. G.2

Include signage at heights and sizes visible to pedestrians to facilitate access to suitable building entrances.

### IDG. G.3.

Incorporate durable materials in signage, and ensure compatibility with the façade design where the signs are placed.

### IDG. G.4.

Include architectural motifs or materials in signage that match those used in the building(s). Signs that incorporate architectural elements of the new or redeveloped construction provide a sense of con-



Figure 38. Incorporate monument signage that includes, reflects, and complements the design, color, material, and architectural features of the building. Such signs increase legibility and add value.

tinuity and increase effective connections and wayfinding onsite. [Figure 38]

### IDG. G.5.

Illuminate signs to the lowest level possible for nighttime legibility. [See IDG. H.]

### IDG. G.6.

Provide wayfinding signage in public spaces or at entries to new or redeveloped sites for pedestrian uses where there are multiple tenants on one (1) property. [Figure 39] +



Figure 39. Wayfinding signs, such as the one pictured, are very useful for directing customers, employees, and cargo or materials deliveries, especially where more than one (1) industrial tenant occupies the site. In these cases, clear and legible signage helps all and leads to further investment and retention in industrial sites.



**IDG. H. Lighting and Security**

Industrial developments often require significant investment in lighting and security measures for operational success. Lighting and Security are necessary to ensure businesses are safe, properly lit, and designed with techniques that assist McFarland law enforcement and first responders. Consider the impact lighting and security may have on other properties and avoid harsh treatments that detract from the area, especially when visible from the public right of way. Sites with potential impact on residential properties deserve the greatest treatment. Effective security bolsters site compatibility and promotes needed functions.



Figure 40. Decorative, shielded lighting fixtures help increase security and safety for pedestrians onsite and prevent light spread to other properties.

areas and loading zones used during the night. Include after-hours lighting at building entrances for security. [Figure 40]

Figure 41. Dark Sky Compliant lighting fixtures and bulb suggestions for new or redeveloped properties.

**IDG. H.1.**

Provide adequate illumination for industrial work using international dark-sky association compliant fixtures and design. Design with uniform and glare free lighting to avoid uneven distribution, harsh shadows, and light spillage onto adjacent properties. [Figure 41]

**IDG. H.2.**

Use ornamental lighting to highlight pedestrian paths and entrances, especially in high-traffic ar-

BAD	GOOD			
	→			
Tip : Make sure the fixture is aligned horizontally and choose the intensity of the lamp wisely.				
	→			
Tip : A motion detector is ideal to use the light only when needed.				
	→			
Tip : Choose a light fixture where the lamp is hidden to reduce glare.				
	→			
Cool-white > 2700 K		Yellow « bug free »	Warm-white < 2700 K	Amber
Tip : Yellow light bulbs are an efficient and cheap way to reduce the negative impacts of light at night.				



IDG. H. Lighting and Security

**IDG. H.3.**

Include lighting in parking lots at all steps and ramps. Mount fixtures on poles or away from potential vehicle damage wherever feasible. [Figure 43]

**IDG. H.4.**

Install lighting so that the fixtures act to accent and complement architectural details. Use shielded sconces and angled up-lighting to illustrate the variation and texture of façade walls, establish patterns at night, and animate the building’s architectural features. [Figure 42]

+++++

**END OF THE MCFARLAND**

**INDUSTRIAL DESIGN GUIDELINES**



*Figure 42. These up-lighting fixtures serve to brighten, bring attention to, and emphasize the architectural form of this façade. Note how the light pattern enhances and reveals the pattern on the steel and concrete due to effective fixture placement and use.*



*Figure 43. Include decorative bollard lighting with shielding; these provide safety, security, and reduce glare.*



**3. INDUSTRIAL DESIGN GUIDELINE APPLICANT CHECKLIST**

*Applicants and/or Design Professionals are strongly encouraged to fill out this checklist and provide a completed copy to the McFarland Community Development Department to ensure prompt and accurate recommendations to decision-making bodies.*

<b>Industrial Design Guideline: A. Site Planning</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG A.1. Incorporates landscaping and permeable areas, setbacks and screening.				
IDG A.2. Permeable parking and Bioswales/natural drainage.				
IDG A.3. Focused lot development near highest rated road frontage of parcel.				
IDG A.4. Clustered parking - At least 50% of parking areas to the side or at the rear of the development site.				
IDG A.5. Development at Human Scale.				
<b>Industrial Design Guideline B. Architectural Design</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG B.1. Massing Treatment (variation, step-backs, similar treatment).				



**Applicant Checklist**

<b>Industrial Design Guideline: b. Architectural Design</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. B.2. Building Envelope placed to reduce impact of very large buildings.				
IDG. B.3. Potential nuisance areas screened with berms, fencing, walls, and landscaping.				
IDG. B.4. Screen all mechanical equipment.				
IDG. B.5. Vary setbacks and roofline when multiple buildings front a public street.				
IDG. B.6. Improved gateway design and wall coverage on major street façades.				
IDG. B.7. Visual relief on all walls more than fifty (50) feet in length.				
IDG. B.8. Contrasting/complementary materials and colors.				



Applicant Checklist

Industrial Design Guideline: B. Architectural Design	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. B.9. Dominant colors taken from landscape; nonreflective.				
IDG. B.10. Sixty (60) foot setback or greater with Screening removes need for B.1-B.9. Subject to MCDD Discretion.				
Industrial Design Guideline: C.	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. C.1.1. Major (customer, public façade) entrances oriented to street centerline.				
IDG C.1.2. Orient structures for clear sightlines from major public intersections.				
IDG. C.1.3. Screening allows Fire/First Responder access to parcel.				
IDG. C.1.4 Screen outdoor storage from view.				



**Applicant Checklist**

<b>Industrial Design Guideline: C. Site Compatibility</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. C.2. Buildings bordering residential structures are compatible.				
IDG. C.3. Consider human scale in architecture, where visible from Right-of-Way.				
IDG. C.4. If separated by one (1) parcel or more, requirement subject to McFarland CDD discretion.				
IDG. C.5. Building articulated to reduce mass as height increases.				
IDG. C.6 Incorporates Vertical and Horizontal accents when bordering residential uses.				
IDG. 3.7. Varied floor or underlay for wayfinding at Entrances.				
<b>Industrial Design Guideline</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>



Applicant Checklist

Industrial Design Guideline: D. Landscape Design	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. D.1. Use and expansion of Natural Drainage, if present.				
IDG. D.2. Water-wise and efficient landscaping.				
IDG. D.3. Retain existing mature trees.				
IDG. D.4. Shade/canopy trees, particularly on South and Southwest facing façades.				
IDG. D.5. Boulders or Rocks to scale with development; of natural color.				
IDG. D.6. Landscape complements building form and use.				
IDG. D.7. No visual impairment in public intersection sight triangle.				



**Applicant Checklist**

<b>Industrial Design Guideline: D. Landscape Design</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. D.8. Site balances paved and permeable areas.				
IDG. D.9. Capture runoff for irrigation or pretreatment.				
<b>Industrial Design Guideline: E. Walls, Berms, and Fencing</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. E.1. Reasonable screening when bounding sensitive uses.				
IDG. E.2. Avoids harsh or blight-prone materials (cyclone fencing, razor wire, sheet metal, barbs).				
IDG. E.3. Incorporates high-quality screening materials.				
IDG. E.4. Screen all mechanical equipment (building roof, sides, ground).				



Applicant Checklist

Industrial Design Guideline: E. Walls, Berms, and Fencing	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. E.5. Structural Screens and Fences conform to existing code requirements.				
IDG. E.6. Outdoor storage or waste receptacles well screened from public streets.				
IDG. E.7. Visual impacts screened from public streets.				
IDG. E.8. Screen fire equipment with low landscaping, ensure immediate first responder access.				
Industrial Design Guideline: F. Circulation, Parking, and Loading	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. F.1. Front 50% of the lot, or before façade, passenger cars. Less than 50% of total.				
IDG. F.2. Minimize fleet parking, equipment storage, & loading dock impacts to public streets.				



**Applicant Checklist**

<b>Industrial Design Guideline: F. Circulation, Parking, and Loading</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. F.3. Landscaping and structural screens conform to existing code and water use standards.				
IDG. F.4. Provide Fire and First Responders sufficient roadway width to access every part of the site.				
IDG. F.5. Construct parking areas and entries of permeable materials where possible.				
IDG. F.6. Consider future use of autonomous vehicles and retrofit of equipment, utilities on and between sites.				
IDG. F.7. Consider placement and power needs of potential Electrical Vehicle charge stations.				
IDG. F.8. Provide access to parcel for users of all mobility levels— e.g. shade, bus stops.				
IDG. F.9. Circulation and street layout plans comply with all applicable codes.				



Applicant Checklist

Industrial Design Guideline: F. Circulation, Parking, and Loading	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. F.10. Connect to existing street network, consider Improvement Districts for utility installation.				
IDG. F.11. Circulation allows safe access for active transportation (bicycles and similar)				
IDG. F.12. Provides adequate cargo stacking and staging facilities for the use.				
Industrial Design Guideline: G. Signage	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
IDG. G.1. Signs logically placed & complementary to building form.				
IDG. G.2 Where applicable, provide signs at pedestrian height for ease of use.				
IDG. G.3. Incorporate durable materials in signage.				



**Applicant Checklist**

<b>Industrial Design Guideline: G. Signage</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. G.4. Signs incorporate or complement architectural design elements used in the site.				
IDG. G.5. Signs illuminated to the lowest practical level at night.				
IDG. G.6. Provide wayfinding signage in public spaces or at entry of multi-tenant properties.				
<b>Industrial Design Guideline: H. Lighting and Security</b>	<b>Applicable</b>	<b>Not Applicable</b>	<b>Applicant Remarks</b>	<b>Staff Remarks</b>
IDG. H.1. All lighting fixtures for industrial parcels are International Dark-Sky Association compliant.				
IDG. H.2. Light pedestrian paths and parking areas.				
IDG. H.3. Light parking lots at all steps and ramps & mount fixtures to avoid vehicle damage.				
IDG. H.4. Shielded sconces and/or up-lighting complement architectural form.				



4. QUICK REFERENCE TABLE: MCFARLAND INDUSTRIAL ZONING

Zone	Height and Stories	Setbacks (Non-Residential)*	Lot Area	Parking
M-1	35 ft., 2 Stories	No Front, Back, or Side Setback	6,000 sq. ft. Minimum	Equal area to floor space in building
M-2	75 ft., 6 Stories	No Front, Back, or Side Setback	None	Not Covered
M-3	150 ft., 13 Stories	No Front, Back, or Side Setback	6,000 sq. ft. Minimum	Not Covered
All Zones	N/A	All Building(s) at least 40 ft from Street, 45 ft. from Minor Hwy., and 55 ft. from Major Hwy. Centerline.	N/A	No Common Requirements

*\*NB. In all industrial zones, if a building is proposed for exclusively residential uses, that building must comply with all provisions in the R-4 Zone, found in the McFarland Municipal Code, Chapter 17, § 92. These requirements in full may be found in the McFarland Municipal Code, Chapter 17, §§ 84 to 92.*

[https://library.municode.com/ca/mcfarland/codes/code\\_of\\_ordinances](https://library.municode.com/ca/mcfarland/codes/code_of_ordinances)



## 5. GLOSSARY OF TERMS

### Baffles or Baffling

Physical characteristics of a fence or other surface that protrude and catch and/or disperse sound waves as they move through the air, designed to dissipate the noise. Another example is a fire-arm silencer; panels inside the barrel act to baffle, or redirect, the gasses and reduce noise.

### Cap (Fence Design)

Fence or wall post caps consist of a covering that fits over the top of the posts, columns, or tops of a fence or wall and create visual differentiation from the single line of the fence top.

### Canopy Tree

A canopy is the top portion of a tree composed of branches and leaves or needles. 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. These benefits are increased if the canopy trees are located near building walls, especially on the northern and west façade of buildings to block late summer sun, often the hottest and most damaging. See the McFarland Urban Forest Plan for further details.

### Collector and Arterial; Streets

Terms that define volume of traffic and size of major streets within the city and its environs. For examples, see Perkins Ave, an arterial that facilitates a large volume in connection with SR 99, while 5th Street gives an example of a local or regional collector. Contact City staff or reference the McFarland Municipal Code and Improvements Code for a determination of specific streets by volume and use requirements and restrictions to consider for each zone.

### Façade (Design)

A vertical surface of a building, usually referring to the frontage facing an exterior street or access point. Identifiable materials on the façade that indicate entrance areas help to increase wayfinding ability.

### Heat Islands

The effect caused by large expanses of paved or otherwise developed areas that absorb sunlight and release this energy, increasing the heat effect by as much as 20 degrees or more near such areas. Break up development with landscaping and permeable areas to reduce or remove this effect and reduce cost.

### Human Scale (Development)

Development that considers the human eye and connection capability with



regard to building shape, form, and design. For example, consider building height, setbacks, access and orientation in terms of human ability to comprehend their surroundings and recognize human features – a distance of approximately 40 vertical feet. If adjacent to a property line, a building more than three stories in height looks overly massive and reduces the feeling of connectedness and safety needed along roadways. Include some form of architectural relief or vertical step-back to reduce the massing or imposing nature of the development.

## Improvement District (Development Finance)

A special financing agreement, usually brokered with the City on the understanding of future repayment, whereby the developer of a greenfield industrial parcel can pay into the project at a set rate to develop the utility lines and streets of an industrial park or development, and subsequent developments in the area can use the existing utilities, which results in efficient placement and use. As other parcels in the area are developed, the original installer begins to take in compensation and even profits from the other parties' use of an already sunken investment cost in the form of the roads and utility lines.

## Industry and Industrial (Development)

Industrial work includes the following uses, according to the US Census North

American Industry Classification System: Mining, Quarrying, and Oil and Gas Extraction; Utilities; Construction; Manufacturing; and Transportation and Warehousing. These can be found in the M-1, M-2, and M-3 zones in McFarland.

## Massing

An architectural concept. Refers to the perceived size and mass, or bulk, of a building. When a building has been located square on the lot relative to the street, and where no architectural variation exists, a building can look more massive and imposing than designed. If height and bulk are varied along the building, and if buildings in a row have varied setbacks, this reduces the perception of overall bulk and density, and maintains sufficient space for industrial activities.

## Screening

The use of walls, landscape elements, building form, or building site plan design to cover or obscure industrial activities from the public view. Screening of diverse types reduces the risk of offsite access, nuisance or tort claims, helps provide noise mitigation, and functions as a visual barrier to reduce aesthetic concerns.

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## LIST OF MAPS AND FIGURES

### FRONT MATTER

Map 1. City of McFarland: Whisler Road Annexation Pre-Zoning. Page vi.

Map 2. City of McFarland: Proposed Sphere of Influence. Page vii.

Map 3. Kern County, CA and the City of McFarland. Page viii.

Map 4. General Plan Conceptual Land Use Map. Nonbinding. Page 41.

### INDUSTRIAL DESIGN GUIDELINES

Figure 1. Industrial Park with Active Frontage. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 1.

Figure 2. Bioswales. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 1.

Figure 3. Street-Fronting Development. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 2.

Figure 4. Clustered Parking. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 2.

Figure 5. Buffer Zones. City of Grover

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## Appendix A. List of Maps and Figures

Beach, A. Rafael Castillo. Used with permission. Page 2.

Figure 6. Street Entry Development. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 2.

Figure 7. Industrial Park Development. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 3.

Figure 8. Sample Industrial Site Render. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 3.

Figure 9. Unilever Factory. City of Grover Beach, A. Rafael Castillo. Used with permission. Front Cover, Page 4.

Figure 10. Agricultural Inspiration. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 4.

Figure 11. Material Variety. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 5.

Figure 12. 101 Logistics Park, Avondale, Arizona. City of Avondale, Az. Front Cover, Page 5.

Figure 13. Atypical Industrial. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 6.

Figure 14. Landscape and Site Design. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 5.

Figure 15. Transitional Zone to Existing Residential Development. City of Grover Beach, A. Rafael Castillo. Used with per-

mission. Page 7.

Figure 16. Tolleson Logistics Center. City of Tolleson, Arizona. Used with permission. Page 7.

Figure 17. Step-Backs. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 7.

Figure 18. Compatible Development. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 8.

Figure 19. Monumental Entries. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 8.

Figure 20. Drought Tolerance. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 9.

Figure 21. Low Impact Development Drainage and Retention Strategies. University of Arkansas Community Design Center. <http://uacdc.uark.edu/models/low-impact-development>. Page 9.

Figure 22. ADA Access with Landscaping. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 10.

Figure 23. Entry Landscapes. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 10.

Figure 24. Sound Barriers. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 11.

Figure 25. Berms, Walls, and Landscaping. City of Desert Hot Springs, Municipal Code.

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## Appendix A. List of Maps and Figures

2019. Front Cover, Page 11.

Figure 26. Detailed Stone Wall. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 11.

Figure 27. Ground Level Mechanical Screening. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 12.

Figure 28. Trash Enclosure. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 12.

Figure 29. Fire Riser with Screening. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 12.

Figure 30. Sample site plan with Parking. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 13.

Figure 31. Landscaped Berm. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 13.

Figure 32. Industrial Loading Dock and Emergency Access Sample Site Plan. City of Otay Mesa, CA. Used with permission. Page 14.

Figure 33. Permeable Pavers. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 14.

Figure 34. LID Permeable Parking. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 15.

Figure 35. Electric Vehicle Fleet Charging Stations. Sarah Corrice. US Air Force. Los Angeles, California. Free reuse. Page 15.

36. Interstate 30 Development. City of Mesquite, Texas. Used with permission. Page 16.

37. Bare Parking Lot Example. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 16.

Figure 38. Monument Signage. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 17.

Figure 39. Wayfinding Signage. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 17.

Figure 40. Shielded Sconces. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 18.

Figure 41. Dark Sky Compliant Lighting. International Dark Sky Association. Page 18.

Figure 42. Up-Lighting Fixtures. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 19.

Figure 43. Dark-Sky Compliant Bollards. City of Grover Beach, A. Rafael Castillo. Used with permission. Page 19.

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# Appendix B. LEHD OnTheMap Utility, City of McFarland from the US Bureau of the Census - Job Analysis



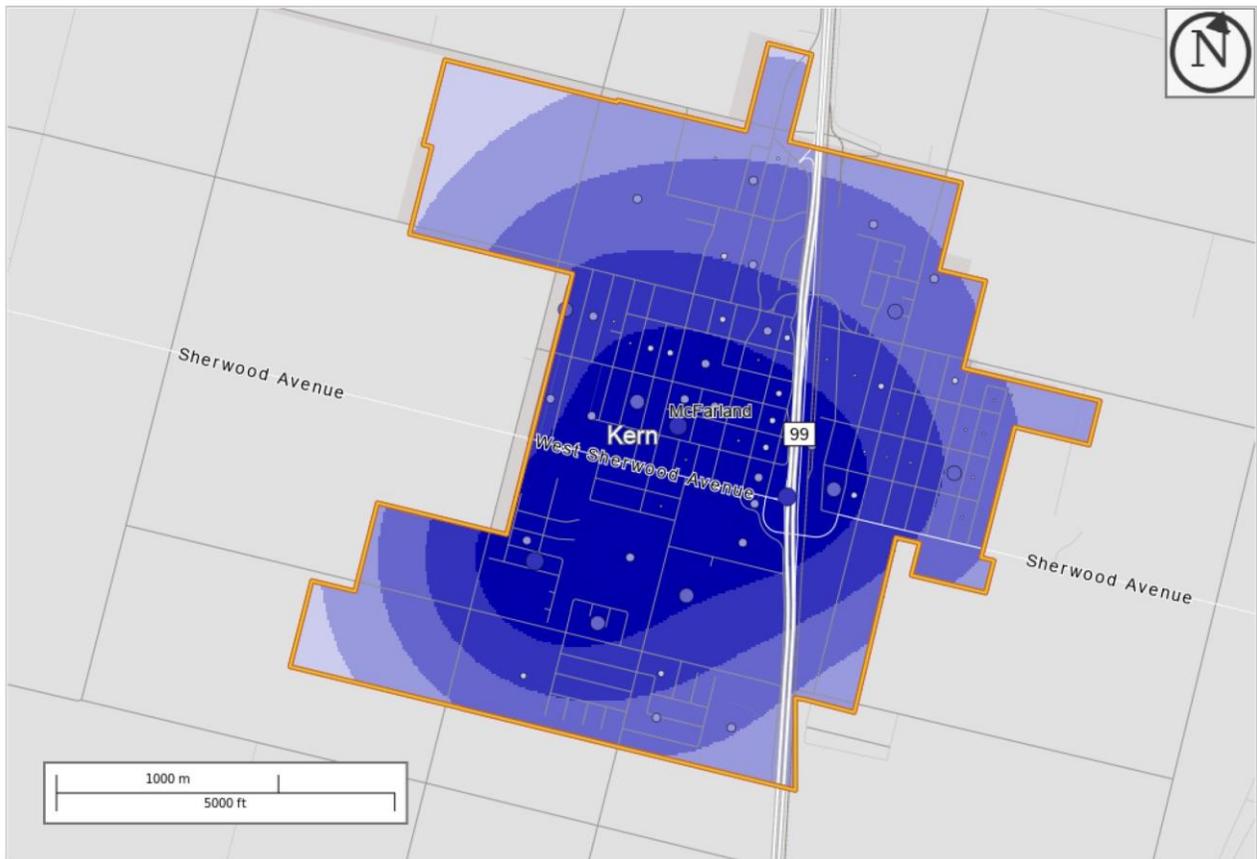
## Work Area Profile Report

All Jobs for All Workers in 2017

Created by the U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 04/18/2020

### Counts and Density of All Jobs in Work Selection Area in 2017

All Workers



#### Map Legend

##### Job Density [Jobs/Sq. Mile]

- 5 - 220
- 221 - 866
- 867 - 1,943
- 1,944 - 3,450
- 3,451 - 5,389

##### Job Count [Jobs/Census Block]

- 1 - 3
- 4 - 34
- 35 - 172
- 173 - 542
- 543 - 1,322

##### Selection Areas

- ▲ Analysis Selection
- ▲ Advanced Selection



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