

RE: Compliance with Section 155.5603 Industrial Design Standards

To the Planning Department:

This letter serves to detail how our proposed project meets the City's design goals, specifically regarding the intent to minimize negative impacts on adjacent land uses and improve the appearance of industrial development at city gateways. This project consists of an addition to an existing building which is requiring Building Design Approval.

Regarding general operations and site arrangement, our design complies with the requirement that all business activities be conducted within a totally and permanently enclosed building. In terms of building orientation, we confirm that the facade containing the primary entrance faces the street from which it derives its address. This building is not intended for public access as it is a private business operation. Furthermore, no accessory structures or uses have been proposed to minimize impacts on adjacent uses and street.

To avoid the appearance of long, blank wall planes, the design incorporates facade articulation. Our design achieves this in two ways:

1. Horizontal articulation every 100 feet via wall offsets or material changes; The building is only 50 feet wide and we have chosen to offset at 15.5 feet from each end.
2. Vertical articulation every 30 feet via changes in wall surface, color, or material; The tallest element of this building is only 26'. However, the building has horizontal stucco reglets strategically placed to give the building a base, middle and cap of expression lines. These give the building a human scale and serve to make the building more attractive.
3. The building has flat roofs which are hidden from view from the street.

The primary entrance for occupants are clearly defined and highly visible. The main entry has a portico which is delineated by 2 vertical pilasters and a horizontal entablature above in a modern/contemporary styling. In addition the portico has a different color paint which gives contrast against the body of the building as well as the addition of stucco reglets giving the portico pilasters the same visual effect as stone cladding (but fabricated from stucco). At the top of the storefront door assembly, there is a projecting canopy which serves to shield the entry from rain as well as accentuate the entrance area. Additionally, we confirm that the ground level floor facing arterial/collector streets do not feature overhead doors, sliding glass doors, or removable panels.

Regarding exterior aesthetics, the primary facade materials have been selected to adhere to city code. We confirm that the project is not using vinyl, aluminum, corrugated metal, or unfinished tilt-up concrete on facades visible from arterial/collector streets.

Finally, the site layout addresses traffic and compatibility standards. Loading and service areas are separated from parking areas. Loading occurs on the North side of the property next to the building and service (trash) occurs at the rear east end of the property. Regarding off-street parking, we have maintained the existing one bay of parking at the front of the building, providing compliance with off-street parking requirements.

Regards,
Brian Bullock, AIA
AR95754

Brian Bullock, AIA

Brian@tbbg.net

561-846-1880

AAC
PZ24- 12000025
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