

The Cannery Village Narrative

Cannery Commerce District 11/9/2018

Purpose:

A number of entitlements are being requested for the Cannery Village mixed use project inclusive of a Master Conditional Use Permit (Master CUP) which will allow a holistic pattern for each individual component of use in relation to the entire Cannery Commerce District at build out. The requested entitlements are described below and required for successful project implementation. The Master CUP is a critical need for the vision of the Cannery Village to be realized. The Master CUP would provide for long-term consistency and a vibrant commerce district as the ability to obtain an anchor tenant is critical for the success of the East Parcel of Cannery Village. The upscale 72 unit complex will serve as the anchor tenant for the West Parcel.

Attracting and retaining high quality tenants is difficult especially in the first lease cycle of a new commercial project. The Master CUP will ensure potential tenants certainties regarding the ultimate mix of tenants and/or for obtaining required City approvals. It will give the City, future tenants, and the developer more confidence in expeditious decision making. The Master CUP will also provide the desired flexibility to achieve a healthy mix of uses over the life of the project which will respond to the inevitable evolution of consumer demands over various economic cycles. A case in point is the Amazon effect which has impacted the retail development world in the last few years. The size and uses of retail anchors has changed drastically as shoppers shift to online buying and retailers continue to close shops as a reaction to this new retail shopping trend.

During leasing cycles it may be necessary to modify the exterior façades to allow for a different number of tenant sizes and entry points. Any façade modifications will stay within the Cannery Design Guidelines established.

The Master CUP for Cannery Village will provide more specificity and is intended to supplement the existing Cannery Commerce District Design Guidelines.

The entitlements being requested are aimed to provide additional housing options for young professionals beyond the originally planned 36 residential units, a reduction in medical office building space, as well as a revision to the Affordable Housing Plan to pay in lieu fees, all on the West Block. On the East Block, entitlements are being requested to to gain approval for revisions of the layout and reduction in overall square footage.

Site Design Approach:

The 15 acre Cannery Commerce District, to be identified as Cannery Village, will be comprised of mixed occupancy office, retail, fitness center and multifamily residential units totaling 182,350 sf. The Cannery Village's objective is to be a community gathering place that is family friendly, and provides key services and retail options to both nearby residents as well as Davis locals. The Cannery Village is divided by Market Avenue into two blocks referred to as the East and West Blocks. Primary

vehicular access is from the signaled intersection at East Covell Boulevard and Cannery Avenue. Secondary access will be from Market Avenue which will provide right-in and right-out access to and from East Covell Boulevard.

Market Avenue will act as the Cannery Village's main street identified by a Cannery Village archway. Pedestrians will dominate this area, activating plazas and seating areas to support shops and food tenants. There will be continuous pedestrian connectivity surrounding the site, including walkways from the transit plazas on East Covell to Market Avenue and continuing North through Market Park to the residential district. Long term bicycle parking will be provided in three locations: adjacent to the transit plaza on East Covell, on Market Ave at the intersection of Cannery Loop adjacent to Market Park, and amongst the collection of office buildings in center of the West Block. Bike racks will also be placed throughout the site adjacent to retail and office entries. A collection of historic elements salvaged from the former Hunt-Wesson cannery operation will be featured in pedestrian intensive locations. A store front will also be dedicated for use by the Center for Land Based Learning for sales of produce from the Cannery Urban Farm.

Consistent with The Cannery principles of providing easy navigation and access for all levels of mobility, in addition to compliance with CBC Title 24 and ADA requirements, the applicant has worked with staff to explore opportunities to further enhance mobility throughout the project.

The Cannery Village is requesting a revision to the original approved plan and is now proposing to construct a 3-story apartment building, totaling 72 apartment units, in addition to 12 residential loft units above a ground level retail building. The 84 residential units will consist of lofts, as well as 1 and 2 bedroom units, all at market rate. The residential units in the mixed-use area are in close proximity to public transit, bike connections, a community park and playground, and the retail and office uses.

Finally, this master plan attempts to incorporate many of the existing Valley Oak trees, and new deciduous shade trees will be planted to provide shade in the summer while still allowing good sun penetration in the winter.

The Cannery Village is designed to be accessed by multiple modes of transit. The East Block includes an attractively designed transit plaza for public transit options, bicycle parking areas are located throughout the site and Cannery Village will provide for a welcoming pedestrian experience as the buildings have been configured to include generous plaza areas that encourage walking throughout the site. Vehicular parking will be provided onsite and also along secondary public streets. Onsite vehicular parking and vehicle ingress/egress will be located away from primary pedestrian areas along Market Avenue and East Covell. The Cannery Village provides commercial uses which support the onsite multi-family units, the Cannery residential neighborhood to the north, and also the surrounding areas.

Building Design Approach:

The East Block will be predominantly retail uses. There will be a mix of one and two story structures with a maximum height of 48 feet for both East and West Blocks to accommodate pitched roofs and to fully screen mechanical equipment on two story structures. Building massing will vary along East Covell and Market Avenue. Retail shops, eateries and coffee shops along the east side of Market Avenue will be situated around the existing Valley Oak trees surrounded by exterior plazas and seating areas. The southerly most driveway has been eliminated to preserve the existing Valley Oak trees, and to enhance these plaza areas and minimize pedestrian conflicts. Retail uses along East Covell will screen parking areas and wrap the corner at Market Avenue.

The project master plan envisions a high-end fitness center anchor tenant of up to 25,000 sf in Building A, however the site could also be used for other soft goods retail anchor tenants. A loading area has been placed off of Cannery Loop Drive between buildings A and B for potential future use, which will be screened. While it is not known if a loading dock will be needed for immediate tenants, the plan is to provide the loading dock for the future. The space will be used as an additional outdoor gathering space until the loading dock is needed for tenant use.

The architecture style of the East Block will be a collection of structures influenced by agrarian farm and agricultural-industrial styles clustered to create a sense of place derivative of the residential forms, materials, and detailing reminiscent of Central Valley homesteads. Simple structures will have exterior architectural elements which include a combination of board and batten siding, stone, metal awnings, gridded windows, trellises, composition shingle and/or metal roofing, bracketed roof overhangs, low board-formed concrete walls, barn doors and gooseneck light fixtures. Building facades will vary in color and materials treatments. The color pallet will be limited to colors typically found on agrarian structures and compatible with the existing Cannery residential buildings. Roof forms will be primarily gabled and hip roofs with a variety of pitches as well as some flat roof areas for the larger Anchor tenants. A potential anchor tenant has its own design requirements, which is a more modern architectural style. The revised design of Building A blends both the modern touches of the potential tenant's design requirements as well as the agrarian farm and agricultural- industrial style planned for the development.

The West Block will be a mix of retail, residential, and office uses. There will be a mix of one, two, and three story structures with a maximum height of 48 feet to fully screen mechanical equipment. Building massing is intended to vary along East Covell and Market Avenue. The West Block will include 34,500 sf of office, a 4,500 sf restaurant pad, as well as medical office, retail, and 84 residential units. The two story structures may have office space over both retail and office uses. Similar to the East Block, retail shops and eateries will be surrounded with plazas and seating areas. Building K at the on Market Avenue is envisioned to be a two story mixed-use building of approximately 16,000 sf consisting of retail on the lower level and rental

apartments on the upper level. Several of the small buildings on the West Block will be office/medical buildings that will be for sale.

Parking areas will be provided convenient to commercial and office buildings. Residential buildings will have their own designated parking separate from office and commercial parking. The architectural style of the office structures on the West Block will be influenced by an agricultural-industrial style. The exterior architectural elements will be similar to the East Block. The color palette will be limited to colors typically found on agrarian structures and compatible with the existing Cannery buildings. Roof forms will be a mix of gable and hip roofs.

The multi-family housing units in building “S” consists of 72 housing units with unit configurations as listed above. The building massing is designed in a way to minimize the scale of the three stories buildings. Considerations in the architectural design include: stepping the buildings in plan to create visual interest, varied roof lines, and breaking-up the building in the smaller lengths with in material and color transitions. The material palette is similar the retail / office including the use of board and batten, corrugated metal, and horizontal siding but it allows for a variation in color to define its own identity. The residents will have access generous private balconies, a large communal courtyard with a pool, a community clubhouse, covered parking, secured bike storage, and long term personal storage areas. Roofs and parking canopies will be designed to be ready for photovoltaic panels for potential future use.

Sustainability Approach:

The Cannery Village apartment complex will be designed to meet equivalent U.S. Green Building Council LEED Gold standards, while all other Cannery Village structures will be designed to meet equivalent U.S Green Building Council LEED® Silver standards. Passive building design with effective daylighting and natural ventilation will be a primary goal. Zero Net Energy and Zero Net Water goals will drive the building design process to the extent feasible. At a minimum, the buildings will be future proofed for integration of ZNE and ZNW strategies when feasible. High performance windows, walls, roofs and energy efficient heating, cooling and water systems will be integrated.

Renewable photovoltaic systems will harness sun power for onsite outdoor lighting and part of the building electrical demand. Parking areas will include a minimum of 14 electric vehicle charging stations split between East and West Blocks with infrastructure to provide 41 additional stalls in the future. The Cannery Village will also include car-sharing services. Wood burning fireplaces will not be permitted. The district restaurant and business owners will participate in the Davis Waste Removal Commercial Food Scrap Pilot Program.

Cannery HOA Engagements:

The Cannery Village team has met with Cannery residents on multiple occasions to gather feedback and to provide updates on the project. In addition to hosting meetings with the HOA, the Cannery Village team also hosted meetings with a Cannery Steering Committee with a 3rd party facilitator. The purpose of the Steering Committee was to provide a forum where the development team and residents could work together to find solutions to resident's concerns with the project. Additional meetings were hosted including a recent Open House Informational meeting with the Cannery HOA.

Past engagements with Cannery Residents are listed below:

- Intro Meeting with Cannery HOA- December 4, 2017
- Townhall Meeting with Cannery HOA- March 13, 2018
- Meeting with Cannery Steering Committee facilitated by Orit Kalman- April 17, 2018
- Follow Up Meeting with Cannery Steering Committee- August 23, 2018
- Email with Cannery Village Presentation sent to Cannery HOA- September 2, 2018
- Open House Informational Meeting for Cannery HOA- November 5, 2018

As a result of multiple meetings, many changes were made at the suggestion of the residents. Some of these changes on the West Block include a re-design of building "S" with less units than previously planned, additional amenities(pool and clubhouse), additional parking, and improved traffic circulation. The site for a daycare center was also moved off of Covell to decrease exposure to traffic and transients. The East Block was re-designed to allow for more parking to accommodate food use tenants, and building "E" was added for a better pedestrian experience along Market Avenue. Larger outdoor common seating areas and wider pedestrian walkways were also created throughout the site. The Cannery Steering Committee was instrumental in suggesting changes, and were also involved in re-naming of the project from Cannery Marketplace to Cannery Village.

Entitlements Requested:

The following entitlements are requested in order to implement the Cannery Village, which is consistent with the overall vision for The Cannery mixed-use area and integrates City goals for housing, economic development, sustainability, and community character.

- Amendment to the Cannery Planned Development (PD#1-11) for the Neighborhood Mixed-Use District to reflect the additional units and increased square footage and to clarify the permitted and conditional uses;

- Amendment to the Cannery Development Agreement to reflect the additional units and development intensity, and revised affordable housing requirements;
- Update and revise the Cannery Final Planned Development and Design Guidelines to reflect the additional units, square footage, and building height;
- Update and revise the Cannery Affordable Housing Plan to reflect the additional residential units and a requirement to provide pay affordable housing in lieu fees for two affordable units for a total of \$150,000;
- Revisions to the approved Final Planned Development and Design Review for the Cannery Village Marketplace Mixed-Use Project to reflect the site layout and building changes on the West Block and minor adjustments on the East Block; and
- Revisions to the approved Conditional Use Permit (CUP) to allow the medical office/clinic use in a 12,000 square-foot, two-story building on the West Block. The CUP also includes the previous approval for a 25,000 square-foot building for an individual tenant on the East Block.