

# The Cannery Marketplace Narrative

Cannery Commerce District 3/14/2016

## Purpose:

**A number of entitlements are being requested for Cannery Marketplace 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 further below and required for successful project implementation. The Master CUP is a critical need for the vision of Cannery Marketplace to be realized. The Master CUP would provide for long-term consistency and a vibrant commerce district as the ability to obtain a larger anchor tenant is critical for the success of Cannery Marketplace. In marketing Cannery Marketplace, both small merchants and potentially larger users are desirous of certainty that the commerce district has the ability to attract an anchor tenant. Smaller merchants desire a larger anchor tenant neighbor as the larger tenant attracts customers to the center benefiting all merchants, as once customers arrive at the center they visit other businesses that they may not have originally intended to as part of their shopping experience. The Master CUP will also provide potential medium size and larger tenants confidence in knowing that their business enterprise can be maximized to the full potential of the Cannery Marketplace. The Master CUP can be a useful tool for the City as it can provide conditions of approval that are specific to different potential permitted users allowing for a proactive approach to Cannery Marketplace as it evolves throughout different market cycles in the decades to come. The Master CUP also provides City staff a tool that helps minimize the time and effort of individual tenants when they obtain their building permits.

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. 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 Marketplace will provide more specificity and is intended to supplement the existing Cannery Commerce District Design Guidelines.

## Site Design Approach:

**The 15 acre Cannery Commerce District, to be identified as Cannery Marketplace, will be comprised of mixed occupancy office and retail uses totaling 171,000 square feet.** The Cannery Marketplace is divided by Market Avenue into two blocks referred to as the East and West Blocks. Primary vehicular access is from the signalized 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 Marketplace main street identified by a Cannery Marketplace 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 and 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 four locations: adjacent to the transit plaza on East Covell, Cannery Loop adjacent to retail parking, at the north central portion of the Cannery loop road across from Market Park and central to businesses at the East 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. The operational plan will allow for temporary farm stand to be located in the West Block parking areas. 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 will work with staff to explore opportunities to further enhance mobility throughout the project. The project masterplan allows for up to 24 residential units between the East and West blocks. The Cannery Marketplace proposal seeks flexibility to convert office space to up to 36 residential units or build up to 36 residential units in lieu of office space on the West Block. The proposed net increase of 12 residential units on the West Block is consistent with the masterplan, providing market-priced rental opportunities of up to 36 units in the mixed-use area proximate to public transit, bike connections 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 but allow good sun penetration in the winter.

Cannery Marketplace 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 Marketplace 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 and East Covell. Cannery Marketplace provides commercial uses which support The Cannery residential neighborhood to the north and also the surrounding area.

## 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 45 feet for both East and West Blocks to fully screen

mechanical equipment on two story structures. Building massing will vary along East Covell and Market Avenue. Two story structures will allow for office space over retail. 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 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.

Larger retail tenants will be located to the north end of the site. In order to maintain flexibility over time, the project master plan envisions tenants up to 27,000 SF, by combining buildings A,B and/or C. Tenants are not known at this time, but Fitness, Soft Goods (i.e. house wares, clothing, linens), Electronics or Sporting Goods users are anticipated. A loading area has been located off of Cannery Loop Drive which will be screened by a solid full height rolling gate. 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 goose neck 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.

**The West Block will be predominantly office uses.** There will be a mix of both one and two story structures with a maximum height of 45 feet to fully screen mechanical equipment on the two story structures. Building massing is intended to vary along East Covell and Market Avenue. The West Block will include office flex and/or office condominium space, a 6,000 SF retail/restaurant, and some retail mixed use space. 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 northwest end of Market Avenue is envisioned to be a two story medical/office building of approximately 25,000 SF. Urgent Care may occupy space on the ground floor.

Small flexible office space and day care would make up the balance of uses on the West Block. Parking areas will be provided convenient to commercial and residential buildings. 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 West Block, except that corrugated metal siding will be added to the mix. The color pallet 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.

## Sustainability Approach:

**The Cannery Commerce District 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 4 electric vehicle charging stations split between East and West Blocks. The Cannery Marketplace 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.

## Entitlements Requested:

**The following entitlements are requested in order to implement the Cannery Marketplace, 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.**

- Approval of the Final Planned Development (FPD) finding that the proposed FPD is consistent with the Cannery Planned Development as required in Section 6 of Ordinance No. 2428.
- An Amendment to the Cannery Design Guidelines Chapter 7.4 – Special Conditions to allow for building heights up to 45 feet in height on the West Block of Cannery Marketplace.
- A Conditional Use Permit as established in Section 4 - C.5 in Ordinance No. 2428 allowing for the following Permitted Uses:
  - A Medical/Office building up to 25,000 square feet on the West Block identified as Building K on the Cannery Marketplace site plan.
  - A building of up to 27,000 square feet on the East Block allowing for Commercial Recreation and/or Specialty Retail. The space would be accommodated by combining all or a portion of Buildings A, B and C as shown on the Cannery Marketplace site plan.