

Design Review Narrative
West Coast Self-Storage
August 6, 2021

RECEIVED

By Monet Sheikhal at 1:57 pm, Aug 09, 2021

SITE ADDRESS	970 Piner Road
APN	015-680-013 (New APN not assigned)
ACREAGE	0.955 acres; 41,382 square feet
GENERAL PLAN	Light Industry, Zoning is IL
APPLICANT / DEVELOPER	West Coast Self-Storage Attn: Steve Tangney, Vice President 39 Castletown Road Pleasanton, CA 94566 stangney@wcselfstorage.com
OWNER	NWB Santa Rosa, LLC 801 2nd Ave, Suite 1300, Seattle, WA 98104
PROJECT REPRESENTATIVE / CIVIL ENGINEER	Summit Engineering Attn: Demae Rubins 463 Aviation Blvd Suite 200 Santa Rosa CA 95403 demae@summit-sr.com
ARCHITECT	JACKSON MAIN Attn: Robin Murphy 311 First Avenue South Seattle, WA 98104 Robin.Murphy@jacksonmain.com
LANDSCAPE ARCHITECT	Johnson Rinehart LA Attn: Bill Rinehart 118 English St Petaluma Ca 94952 Bill Rinehart bill@johnsonrinehart.com
ELECTRICAL ENGINEER	Summit Engineering Attn: Nicholas Peters 463 Aviation Blvd Suite 200 Santa Rosa CA 95403 nicholas@summit-sr.com

EXISTING CONDITIONS AND SETTINGS

The project area is comprised of a single parcel totaling approximately 41,382 square feet. On July 1, 2020, the parcel was created with the recordation of Parcel Map No. 749. The parcel map served to separate 970 and 990 Piner Road into two separate legal lots of record. A 20-foot reciprocating access easement is on the shared boundary but is not yet supported by a physical driveway approach off Piner Road.

The site is bordered by Piner Road to the north, automobile repair services to the east and west, and a drainage channel to the south that is owned by the Sonoma County Water Agency. Parcel Map No. 749 calls out a 50' setback from top of bank of the drainage channel which is reflected on the site plan. The site is relatively flat with minimum elevation change across the property, (less than 2'). Existing improvements include a vacant office building, parking lot and landscaping. Existing trees are six Live Oak trees, which consist of four immature and two mature trees, along the Russell Creek trail. Access to the site is obtained by a single existing driveway from Piner Road at the northeastern corner.

HISTORY

A pre-application meeting was held on October 13, 2020 with various staff members. Monet Sheikhal was the planner on the call. A follow up call was held on October 15, 2020 with Ian Hardage to discuss fire requirements in more detail. Modifications to the plan have been incorporated into this submittal based on these comments.

PROPOSED SCOPE OF WORK/PROJECT DESCRIPTION

West Coast Self-Storage is an experienced developer and operator of self-storage facilities, with corporate headquarters in Everett, Washington. The company currently operates 74 self-storage facilities on the west coast and company has developed 16 new facilities in the past 10 years, primarily in Seattle, Portland, the Bay Area and Southern California. The company takes pride in developing high quality state of the art facilities with attention to design.

This application request seeks a design review approval of a new self-storage facility on a vacant lot. The facility will be a new 3-story, approximately 66,200+/- square foot storage building. A manager's office and toilet rooms would be located on the ground floor near the project entry. A caretaker's unit would not be provided and is no longer typical in modern self-storage developments due to advancements with security systems and cameras.

Storage units will have predominantly interior access to storage units. Upstairs units will be accessed from either of two elevators that will be centrally located in a covered loading/parking bay. The 3-story building will be climate controlled and contain various sizes of storage units. The allocation of storage units is provided on an accompanying sheet in the plan set. One unit will be designated as the trash unit and will contain 64-gallon trash and recycle bins that will be rolled out to the curb weekly. The trash enclosure is located inside the building, as shown on A1.00 and A2.01, near the restrooms. It was placed within the building to reduce storage tenants from overwhelming the trash cans with unwanted items.

The proposed development would be accessed from the existing driveway at the northeastern corner of the property. The driveway would access 5 parking and 2 loading stalls. The available parking onsite exceeds the parking requirements for self-storage (Sec 20-36.040). By our calculations we are meeting the zoning regulations.

The improvements along the project frontage include a new driveway apron, relocation of an existing power pole, new landscaping, and lighting. The existing sidewalk is to remain as is.

Parking outside the security gate will primarily serve self-storage customers that are visiting the rental office. 4 stalls are provided outside the gate. The rental office would include a retail sales area for moving related supplies such as boxes, bubble wrap etc. Existing tenants will primarily access their storage unit through the security gate keypad using their assigned PIN number to operate the gate. Once inside the secured area customers would park in the loading bay which has 2 oversized (11' x 30') loading stalls to accommodate rental trucks such as U-Haul trucks and standard parking stalls. Larger semi-trucks are not anticipated at the project site.

Hours of operation for the facility are typically 9:00am – 5:30pm for the rental office and 7:00am – 7:00pm for existing customers to access through the security gate.

Security at the facility is extensive and will consist of unique PIN code access for the entry gate, hallway entry doors, and the elevators. Additionally, the property would include cameras and a digital video recorder which will operate 24 hours per day. Cameras would be spaced throughout the building interior and the exterior including at the entry gate and in the elevators. The PIN code access is also linked to the property management software, so the property manager has a record of who is onsite at any given time.

The building design represents the current philosophy in self-storage, which in primarily multistory interior access with a central covered loading bay and architecturally pleasing features, including glass display windows on street-facing facades. Display windows have been incorporated into the frontage portion of the building along Piner Road to give architectural interest, variation, and reduce massing. Additional windows will be incorporated along the back side of the facility along the Russel Creek to provide additional architectural interest for those using the trail area.

Considerable care has been taken in the design of this project to not only meet the design guidelines but also to present a modern and interesting image along the commercial corridor. The choice of durable materials, including CMU steel and glass, reflects the commercial/industrial nature of the area, while the addition of windows, articulation, and patterns avoids a monotonous facade. Additionally, considerable care has been taken to incorporate the appropriate fire truck access into the project in accordance with comments from the Fire Marshal at the pre-application stage.

The project proposes a low energy use facility. The final design proposes to include occupancy sensors.

The proposed project is estimated to be valued at the following costs:

Design Costs (all consultants):	\$170,000
Estimated Permit Fees:	\$310,000
Onsite Hard Costs:	\$4,100,000
Offsite (street) costs:	\$98,000

DRAINAGE

Site drainage including roof drainage will be collected in underground storm drainpipes and will be conveyed to the bioretention facility located on the south side of the building. Overflow from the bioretention facility will discharge into the existing drainage inlet at the rear of the property and maintain the existing drainage pattern.

GENERAL PLAN CONSISTENCY

The property is designated as Light Industry in the General Plan. The Light Industry designation accommodates light industrial, warehousing, and heavy commercial uses. Uses appropriate to this land use category include auto repair, bulk or warehoused goods, general warehousing, manufacturing/assembly with minor nuisances, home improvement retail, landscape materials retail, freight or bus terminals, research oriented industrial, accessory offices, and employee-serving commercial uses, and services with large space needs, such as health clubs. Professional office buildings are not permitted. The existing structure and historical office use would not be permitted and would be considered legal non-conforming. However, the proposed self-storage (i.e., general warehousing) would be consistent with the Light Industry General Plan designation.

LAND USE ENTITLEMENTS/ZONING COMPLIANCE

The IL Zoning District indicates that a mini storage is a permitted use since it does not adjoin a residential district or a parcel with a residential use (the parcel to the south owned by the Sonoma County Water Agency is also within the IL zoning district).

Additionally, personal storage facilities must also comply with Section 20-42-180 of the Santa Rosa Zoning Code, which states:

- A. Limitations on location. A mini-storage facility shall be approved only on a regional street as designated in the Circulation Element of the General Plan.*
- B. Development standards. Each mini-storage project shall comply with all of the following standards.*
 - 1. Setbacks. Each building shall be set back a minimum of 25 feet from an arterial street right-of-way when located in a commercial zoning district and shall be set back a minimum of 20 feet from all other streets, unless a plotted building setback line would require a greater setback.*
 - 2. Landscaping, fencing. Where the site is adjacent to a residential zoning district, a 20-foot landscaped setback shall be provided on the parcel adjacent to the residential district and a 20-foot landscaped front yard shall be provided when within 100 feet of a residential district or across the street from a residential district. Landscaping shall be in addition to any architectural screening-type fence. A fence, when required, shall be solid or semi-solid, and constructed to prevent the passage of debris or light, and constructed of either brick, stone, architectural tile, masonry units, wood, or other similar material (not including woven wire) and shall not be less than five feet nor more than eight feet in height.*
 - 3. Manager quarters. A mini-storage project may include residential quarters for a manager or caretaker.*
 - 4. Aisle width: Aisle width shall be a minimum of 25 feet between buildings to provide unobstructed circulation.*

Although the Code speaks to outdated self-storage practices when single story projects were the norm, the proposed project would comply with the standards. The project is not in a commercial district, so a larger setback is not warranted. A residential use is not adjoining the property, but the application would incorporate appropriate landscaping and street trees along the frontage to soften and create a harmonious frontage that is compatible with the neighboring properties, which is consistent with the purpose and intent of the Zoning code.

Moreover, the proposed project would be located within an existing industrial area consisting of a variety of uses including wholesale/retail uses, cabinet shops, and industrial services including automotive repair shops. The physical and operational characteristics of a self-storage facility would result in minimal impacts from traffic due to the low employee density. The proposed development is compatible with adjacent building design.

Landscape plans consider the existing live oak trees on site. The two mature Live Oak trees will remain and be incorporated into the landscape along the Russel Creek Trail. The additional four small Live Oak trees may be removed due to the proximity of the emergency access road. If removal of any tree is required, that tree will be replaced.

ARCHITECTURE

The proposed project would have a superior architectural design consisting of a variety of materials and a significant percentage of glass integrated into the design along the street frontage. The building will have a compatible color scheme consisting of gray and blues, which are not high chroma in keeping with the local vernacular and enhancing the visual character of the environment. The design goal is to help define the use of the building, without making it appear to be something it is not. This is accomplished by a point counter point theme. The street façade includes 2 “glass tower” elements that help offset the non-street side of the building.