

Design Review Narrative

West Coast Self Storage

December 7, 2021

SITE ADDRESS	2875 Sebastopol Road
APN	035-251-037 (New APN not assigned)
ACREAGE	43,497 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@wselfstorage.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: Tim Black 311 First Avenue South Seattle, WA 98104 tim.black@jacksonmain.com
LANDSCAPE ARCHITECT	Johnson Rinehart LA Attn: Bill Rinehart 118 English St Petaluma Ca 94952 Bill Rinehart bill@johnsonrinehart.com

EXISTING CONDITIONS AND SETTINGS

The project site is currently a partially paved, level, vacant lot with existing underground utilities. The site is bordered by Sebastopol Road to the south, Brittain Lane to the west, IG (General Industry) zoning to the north, and PI (Public Institution) zoning to the east. The project will also include street dedication and widening of Sebastopol Road. The site is relatively flat with minimum elevation change across the property, (less than 2'). Existing improvements include parking lot and landscaping. Access to the site is obtained by a single existing driveway from Sebastopol at the southeastern corner.

HISTORY

A pre-application meeting was held on August 17th with staff members from several City departments. Adam Ross was the planner on the call. Follow up calls were conducted with various City staff members to discuss project 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 a developer and operator of self-storage facilities, with corporate headquarters in Everett, Washington. The company currently operates 82 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 facilities that are high quality.

This is an application for Conceptual Design Review of a new self-storage facility on the North side of Sebastopol Road. The subject property is a flat parcel that is located at 2875 Sebastopol Road (Currently at 43,497gsf or 1.02 acres) with a pending ROW dedication along Sebastopol Road that will reduce this to 37,230gsf or 0.85 acres). There are no existing structures on the site, though there are a couple of paved areas, and fencing on site that will require removal. Additionally, at the Northeast corner there is a large bay tree, and the South side has a small Oak tree that will also require removal. Otherwise, the site is non-descript with blackberry thickets throughout.

The development consists of a new 3-story self-storage facility. The building size will be approximately 61,000± gross square feet with roughly a 20,300± sf footprint. The SE corner of the multistory building will have an office area to serve customers along with a secure restroom. Storage units will be predominantly interior access with a few exterior ones at grade from the parking area. Upstairs units will be accessed from two elevators that will be centrally located with access from a covered loading bay/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.

The proposed development would be accessed from the existing driveway at the southeastern corner of the property. The driveway would access 4 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 750 square foot 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 3 oversized (11' x 30') loading stalls to accommodate rental trucks such as U-Haul trucks and standard parking stalls.

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 is 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 Sebastopol Road to give architectural interest, variation and reduce massing.

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.

DRAINAGE

Site drainage including roof drainage will be collected in underground lines and treated in bioretention structures.

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 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. Appropriate setbacks shall be provided for the adjacent parcels with residential use.

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 provided according to the local standards. Including a fire lane 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. 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, and industrial services. 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.

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 a “glass tower” element that help offset the non-street side of the building.