The Cannery at Railroad Square
SB 35 Application Checklist – Statement of Design Intent

Design Program
The Cannery at Railroad Square urban infill design program will include 129 units of 100% affordable housing consisting of 7 studios, 48 one-bedroom units and 74 two-bedroom units in a six-story building. The program also includes management and services offices, resident amenity spaces both indoor and outdoor, as well as bicycle parking and voluntary vehicular parking consisting of 52 spaces total which include 3 EV spaces and 3 Accessible spaces within that total. Resident amenity spaces will include a computer lab, a community meeting room with warming kitchen and adjacent outdoor patio, two courtyards with different characters, laundry rooms with access to the exterior and a tot lot, and a large shared back yard with various programming.

Outside of the building lot, the design program includes a new pedestrian promenade located between the Historic Cannery site and the Historic Plant 5 site from the future SMART road to the Prince William Creek Trail. Lastly, the design program provides for the restoration of several historic elements of the original Cannery including the brick wall, canopy and loading dock facing W. Third Street; the brick wall and loading dock facing the future SMART road, and the original water tower.

Architectural Design Approach
The Architectural Design Concept for the site planning, building design and supportive programs addresses three key goals for the families that will live at the Cannery at Railroad Square.

1. Community Connections at various scales.
Provide a range of spaces are provided for individuals, small groups, families and friends, and the promenade where the entire community can interact.

2. Healthy Living and the Sanctuary of Home.
Provide a safe home where individuals feel secure, free of dangerous materials, and where the natural environment is incorporated into the planning to promote health.

3. Intergenerational Integration and Civic Engagement
Provide an integrated building that encourages community at the building scale, with the architecture and programming fostering connections to the neighbors while celebrating the community’s history on this site.

The Cannery site perimeter boasts four unique conditions: the historic wall, dock and canopy along the busy W. Third Street corridor; the longer historic brick wall and dock facing the future SMART road and SMART site development (currently former railroad yards); the newly planned pedestrian promenade adjoining the former Historic Plant 5 site (anticipated for future
development) and the back yard that faces the Prince Memorial Greenway Trail public use along the Santa Rosa Creek.

The site plan strategy recognizes these four unique sides of the site and organizes three building wings from a front bar parallel with the longest historic wall. The three building wings coming off of the bar are organized by the public edges described above and the two resident courtyards that each wing is defined by. This parti breaks down the overall building masses facing the creek into three building wings of varying lengths to reduce the overall block massing into unique building forms addressing their position on the site. Units in each of the three wings have multiple and varied views of the shared backyard, the Prince Memorial Greenway Trail and the new public promenade. The varying lengths of the wings are also perceived as a sequence of unique masses in perspective as one travels from the north west along the creek trail to the W. Third Street bridge. The building wing along the public promenade is the shortest allowing for an opening of the view corridor as one moves from the SMART road down to the creek trail. The courtyard side of the front bar also provides ample glazing on each floor corridor for views to the courtyards, the backyard and creek trail while also providing ample natural light and orientation.

The design and development team’s approach is to provide a contemporary high quality 100% affordable housing development while celebrating the Cannery’s historic elements that are so important to the community. The approach ensures these elements can be seen clearly and in contrast to the proposed new building design behind them. Out of respect for the existing historic walls on two facades, the new building steps back to highlight them and then creates both unit patios and resident community patio spaces viewed through the openings of the original clerestory in the brick wall. The first floor of the building under the podium level houses the main entries, the garage and building systems spaces and lines the backyard with resident units and access points to the residents’ backyard. The second-floor houses not only residences but the shared resident community spaces, support services offices, and the two resident courtyard spaces. Floors 3 – 6 repeat the residential use and footprint. Outdoor amenity spaces for the residents on site and for the public promenade are described later in the Landscape Design approach.

**Building Modulation**

In plan the building perimeter is modulated on two sides first by the historic elements. The new building then is modulated with a series of building recesses, bays, windows and lobby openings, garage opening, balcony projections, parapet heights, and exterior grand stairs. The building modulation provides a number of simultaneous benefits:

- The longest historic wall, openings, and dock remain very visible and quietly for the most part in their original stature while the new building behind speaks to their next evolution in the community.
- The long dock has purposefully not been programmed to retain its original character for the community.
- The second floor stepping back from the historic walls provides private and shared patios to activate those spaces behind the clerestory.
• Building modulation provides both horizontal rhythms and vertical scale, proportions and shadows in keeping with the Objective Design Standards (discussed in more depth in the Statement of Objective Standards narrative)
• Living spaces have balconies offering private open space and views.
• Corner units have living spaces with windows on two sides improving daylighting and cross ventilation opportunities.
• Exterior Stairs provide a sculptural addition to the building modulation and reflect an industrial nature of the site’s history.
• The longest central corridor (floors 2-6) has ample daylight and views to the outdoor Amenities.
• Varying parapet heights contribute to a rhythm on the long facades while also screening small roof top equipment.

Promenade Façade

The Promenade façade is the public face of the residential development. Its articulation is at a larger scale (including the historic water tower), move civic and exposed to this important new public way. The main residential double height entrance lobby with outdoor arrival area, management offices, and exterior stair occur on this façade to activate the public realm. The double height glass walls and doors encourage the connection between indoors and out and allows the residents and larger community to engage in the public life of the building.

W. Third Street Façade

The W. Third Street façade is also a public face, but a secondary one for the residents. Similarly, the articulation is at a larger scale incorporating the brick wall, canopy and dock. Like the promenade façade, this façade is move civic and includes activity generating uses visible from the road and sidewalk. The second residential double height entrance lobby, bicycle storage, outdoor resident’s path to the backyard, and exterior stair occur on this façade to activate the public realm.

Building Materials

The new building materials and colors (depicted in the Materials and Colors board) combine economical cladding of sand finish stucco, accent colored areas of smooth plank siding, durable articulated vertical seam metal panels, exterior metal stairs and metal mesh stair and balcony railings to give the building diversity, visual texture, color, and a nod to the site’s industrial past without copying it. Colors were carefully selected looking at both the site’s history as a fruit packing Cannery, as well as for colors that would complement the historic brick and add a splash of more vivid color in select locations as a counterpoint to the field of historic brick variegated color.

Green Building Strategies

Construction materials and building systems are being selected for both durability and sustainability with an emphasis on resident comfort, healthy living environments, energy and water conservation. Storm water treatment areas on site connect water conservation efforts with the daily human circulation in the resident’s back yard. The common resident open spaces
(described in the following Landscape Design narrative) feature water wise plantings, communal areas, areas for exercise, play areas for children of different ages, deck space with a view outlook to the creek and public trail, and will provide a support infrastructure for self-reliance, fitness, and interdependence among residents. Lastly, the building mass configuration offers ample solar access to all units and all of the indoor and outdoor community amenity spaces.

**Landscape Design Standards**

The site landscape will comply with the following code, ordinances, and guidelines:

- California Model Water Efficient Landscape Ordinance and Santa Rosa City Code 20-34.060 Irrigation system Design.
- Russian River -Friendly Landscape Guidelines
- California Title 24 accessibility standards.
- City of Santa Rosa Crime Prevention Through Environmental Design Initiative.
- City of Santa Rosa Bicycle & Pedestrian Master Plan Update 2018.
- Santa Rosa City Code 20-30.080 Outdoor lighting
- Santa Rosa City Code 17-24.040 Permit category I – Tree alteration.
- Santa Rosa City Code 20-30.060 Fences, walls, and screening.

**Landscape Design Approach**

The landscape design of the site will serve the outdoor recreational needs of the residents, provide public access to the creek, soften and lessen the perceived height of the building with plantings, and be sensitive to the creek setting with wetland and wildlife compatible plantings.

The site landscape is organized into four types of spaces:

1. **East side landscape**: The landscape along the east side of the building that includes the historic loading dock and the streetscape. The street will be designed to City standards. The historic loading dock will be designed as an aesthetic gateway feature and not intended for either public or resident access. The historic loading dock will have limited plantings in order to keep views of the historic brick wall visible.

2. **North side public promenade**: The public promenade on the north will be a public access connection to Santa Rosa Creek Trail. Keeping with the industrial aesthetic of the cannery the promenade uses the old water tower as a beacon that draws the community down towards the existing creek. Accessible access with both stairs and ramps, lighting, and gates which will control access afterhours (these hours are yet to be determined).

3. **Private community spaces for residents**: The west side resident space consist of a large open space between the west side of the building and the Creek Trail which will consists of children’s play areas, picnic orchard, and firepit lounge over the bioretention area.

4. **On-structure courtyards**: Three on-structure courtyards will have diverse themes, one a spill-out area for the community room, the second a large flexible open space for group activities for
activities (dance, games, exercise) and looks out over the creek to the west, the third also looks over the creek to the west but will consist of a series smaller intimate seating areas for individual and small groups.

**Landscape Design Elements:**

**Lighting (see landscape photometric plan for light levels):**

The landscape lighting will light the outdoor social areas, walkways, and entrances. Up lights will be placed to highlight the east side brick façade. Emergency egress lighting at the exist in the west side outdoor space. All lighting will minimize backlight, unwanted up light, and glare to comply with International Dark Sky Association BUG rating system. The lighting design includes security of outdoor spaces, including good color rendition and even levels of lighting to prevent silhouetting.

**Planting (see landscape planting plan for selected species)**

The planting will consist of climate adapted low maintenance/low water use species. In general, the planting will work to provide shade, add color, soften the architecture, and provide a living and changing element to the site. The plantings in the west side open space will be both visually and environmentally compatible with the creek side setting and can serve as both food source or habitat for wildlife. Plantings in the public promenade will be designed to stand up to public use and have the ability to recover from injury.

**Visual Screening with Landscape**

The west side outdoor spaces have been designed, for the most part, to screen views from the trail to provide privacy for both the residents as well as trail users and promenade users with high planting along an ornamental iron fence. There are few places where the planting provides openings and to provide a dialogue between the two areas. These breaks in the planting provide a subtle connection from the trail to the residents so they do not appear walled off from the community. In contrast the south end of the eastside open space will be heavily planted to provide privacy screening for the residents from the road and the bridge.

**Site History in the Landscape**

The sites history as a cannery will be reflected in the landscape by keeping historic elements such as the water tower on the promenade and views of the east side brick facade left open. The site materials on the public promenade will be robust and slightly over sized to be in keeping with the industrial nature of the site. A picnic area in the west side open space will be planted with a bosque of fruit trees to resemble the orchards that once produced fruit for the cannery - hopes are we can find Luther Burbank varieties.
THE CANNERY AT RAILROAD SQUARE

LOT: 010-171-018
3 WEST THIRD STREET
SANTA ROSA, CA 95401

08.20.2020

SB 5 RESUBMITTAL

THE CANNERY AT RAILROAD SQUARE
08.20.2020

THE CANNERY AT RAILROAD SQUARE
LOT: 010-171-018
3 WEST THIRD STREET
SANTA ROSA, CA 95401

08.20.2020

SB 5 RESUBMITTAL

THE CANNERY AT RAILROAD SQUARE
LOT: 010-171-018
3 WEST THIRD STREET
SANTA ROSA, CA 95401

08.20.2020

SB 5 RESUBMITTAL