

Design guidelines illustrate building forms that reinforce the historic context while avoiding imitation.



Warehouse type building



A coordinated wayfinding system helps visitors navigate Cannery Row and its integrated rails-to-trails path.

Services:

- Design guidelines
- Ordinance revisions
- Framework plan

Client:

Monterey Bay Aquarium Foundation and City of Monterey, California

Date: 2002

Cannery Row Conservation Program Monterey, California

Cannery Row is recognized internationally as a scenic waterfront corridor. The Monterey Bay Aquarium, and historical associations with John Steinbeck's colorful characters, attract millions of visitors every year. The area's popularity has led to opportunities and potential risks. While the City of Monterey supports revitalization and new construction, the City also seeks to ensure that redevelopment respects Cannery Row's 150-year history.

Winter & Company worked with the City to develop a plan to combine historic preservation and economic development strategies. The plan establishes a conservation overlay with design guidelines tailored to each of four distinctive subareas along the twelve-block corridor. Special incentives provide owners of historic properties with additional flexibility in building codes, permitted land use and parking.

The conservation program for Cannery Row promotes rehabilitation of existing historic buildings and construction of new infill buildings that reinforce the historic context while avoiding imitation. New buildings draw upon traditional industrial building forms while interpreting them in creative ways that reflect the area's informal design traditions. Both new and rehabilitated buildings house specialty retail establishments, restaurants and hotels that create a vibrant environment for visitors.



The Monterey Bay Aquarium helps attract millions of visitors a year to Cannery Row. It is built around an old cannery building, reflecting the area's informal industrial design traditions.

Cannery Row Conservation Program Monterey, California (continued)



The Cannery Row Conservation Program includes a framework plan that identifies key gateways, view corridors and nodes. It also provides streetscape designs that establish a coordinated identity for the corridor and strengthen its position as a special destination for visitors and residents.



The conservation program specifically addresses:

- Existing and new infrastructure
- Natural features and open space
- Existing and new buildings

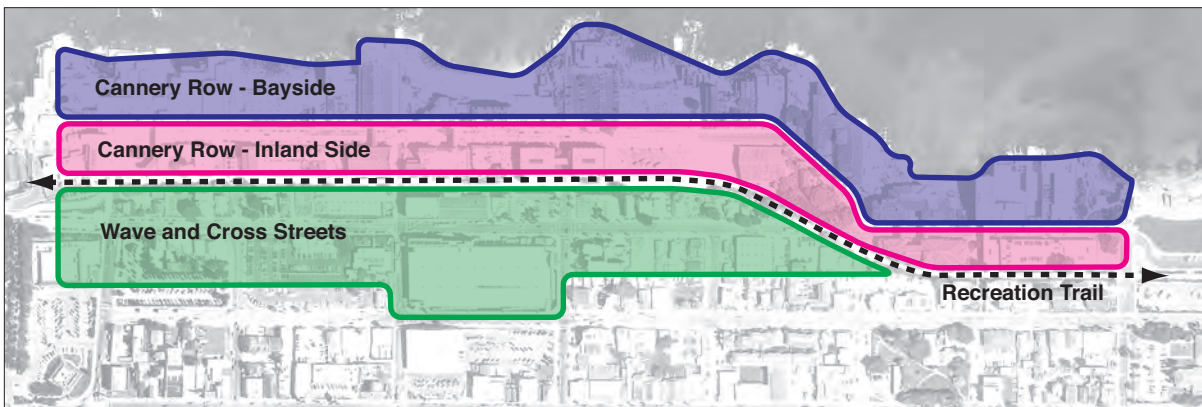
The historic context includes bridges over the street (top), which are reflected in some new infill (bottom).



The conservation program encourages preservation of industrial artifacts associated with the canning industry that are present throughout the area.



A new hotel along Cannery Row is divided into two wings to preserve an identified view corridor to the waterfront. An underground connection links both wings.



The Cannery Row Conservation district is divided into character areas that recognize the progression of contexts from the waterfront to downtown Monterey. Docks and canning facilities were located in the Bayside area with canned seafood transported via bridges over the street to warehouses on the Inland Side area. The warehouses opened to a rail line running along what is now the Monterey Bay Recreation Trail area. The Wave and Cross Streets area includes transitional uses and buildings between Cannery Row and downtown Monterey.