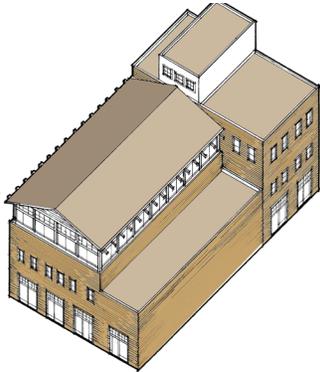


# PRESERVATION PLANNING SERVICES

1

MONTEREY, CALIFORNIA



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



*Warehouse type building*



*The conservation program encourages preservation of industrial artifacts associated with the canning industry.*



*New buildings draw upon traditional industrial building forms while interpreting them in creative ways that reflect the area's informal design traditions.*

## **Cannery Row Conservation Program**

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 fostered opportunities and risks. While the City of Monterey supports revitalization and new construction, it also seeks to ensure that redevelopment respects Cannery Row's history.

Winter & Company worked with the City to develop a conservation 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 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 industrial design traditions.*



Winter & Company

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# PRESERVATION PLANNING SERVICES 2

## MONTEREY, CALIFORNIA

The Cannery Row Conservation Program includes a framework plan. Important issues addressed include:

- » Protection of key view corridors
- » Protection of site features, including industrial artifacts
- » Consideration of site without structures that have cultural value



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.

### SERVICES:

- » Design guidelines
- » Ordinance revisions
- » Framework plan

### CLIENT:

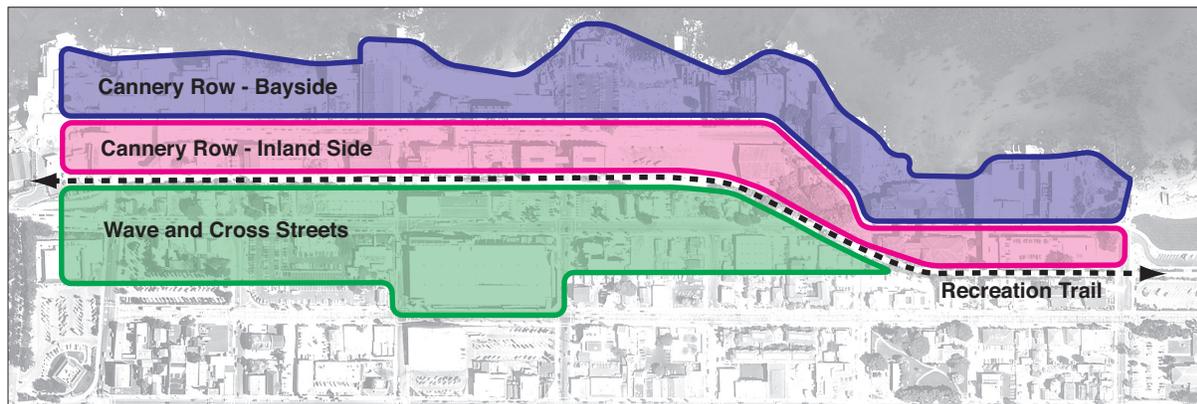
Monterey Bay Aquarium Foundation and City of Monterey

### DATE:

2002



The historic context includes bridges over the street.



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.

