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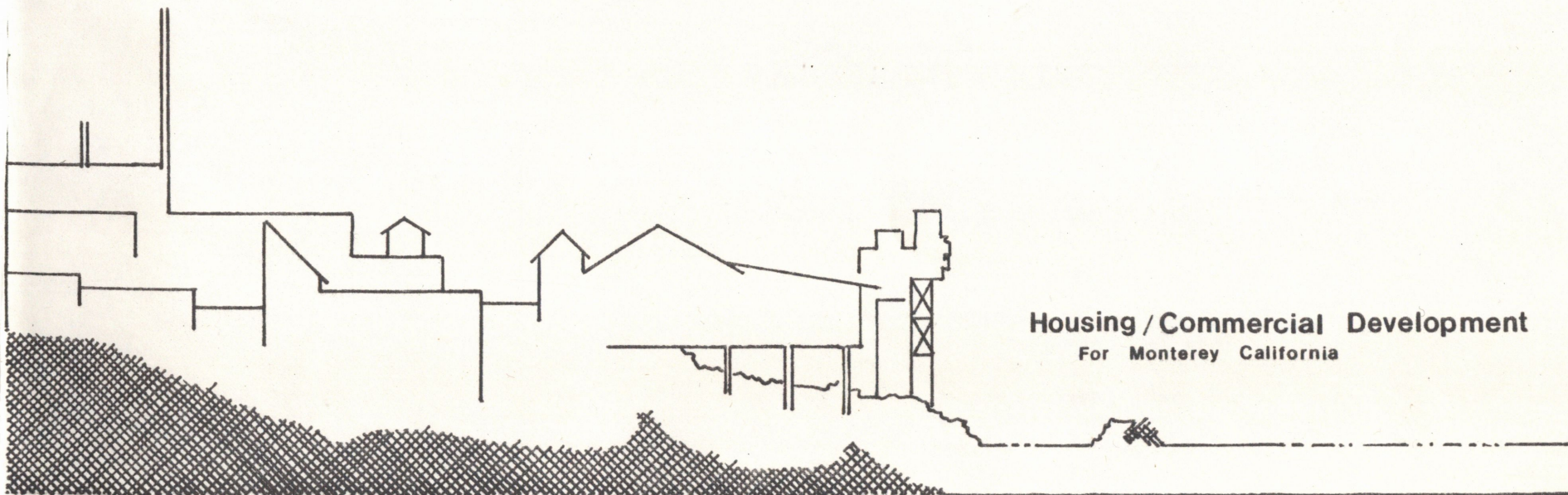
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A NEW LOOK

"ON"

CANNERY ROW



Housing / Commercial Development
For Monterey California

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A NEW LOOK ON CANNERY ROW

by

Michael Arsenio Soto

An undergraduate thesis submitted
in partial fulfillment of the
requirements for the degree

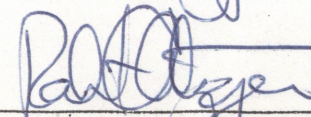
of

BACHELOR OF ARCHITECTURE

Approved:



Robert Utzinger, Advisor



Robert Utzinger, Director

Malcom Quantrill, Committee Person

MONTANA STATE UNIVERSITY
Bozeman, Montana

June, 1984

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To Mom and Dad . . .

OUTLINE

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TO PURSUE A MIXED-USE ENVIRONMENT
HARMONIOUS TO ITS NATURAL AND
HISTORICAL CONTENT, SUITABLE
FOR THE INTERACTION OF PLACES AND PEOPLE

"INTRODUCTION"

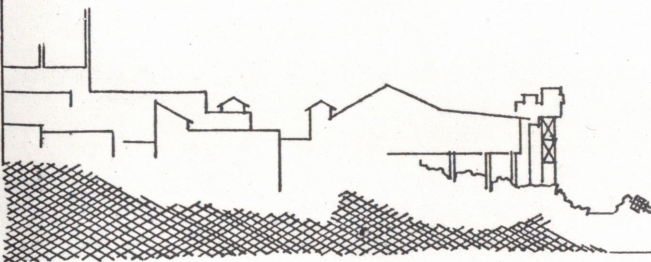
The recognition of "character in architecture" is too often misunderstood as a quality in design which is perceived from a particular work of architecture. This can be misleading because while much of a design's special character is in fact understood from a broad perspective, the true essence of architectural character is derived from an understanding of character in all formalities of design. For example;

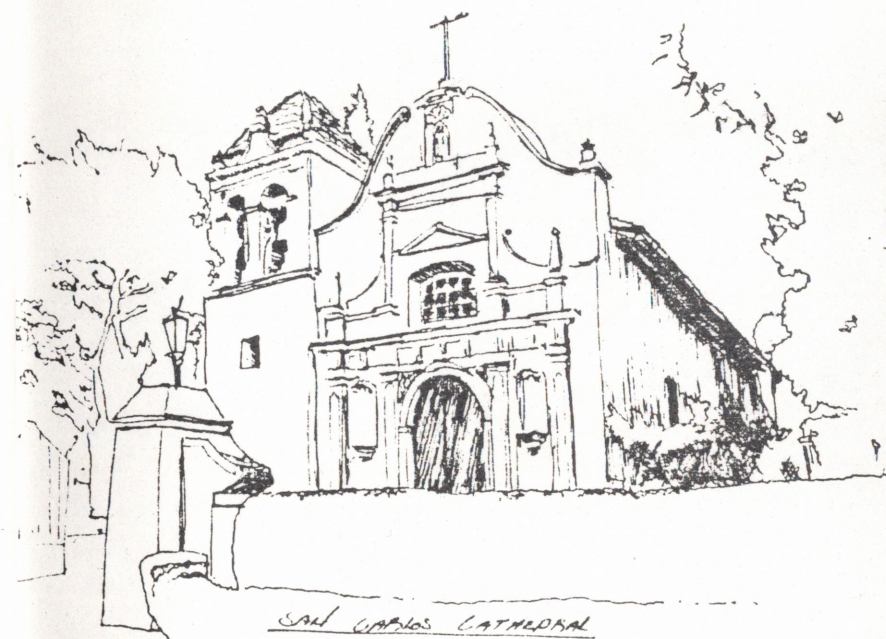
- site, nature, climatology
- form, space, order, scale, edge, pattern
- humanistic characters of path, materials, the five senses, place
- relationships the above make on each other = "image"

The essence of architectural character is also a derivative of the designer's ability and skill to interpret and execute character into an architectural problem. It is unfortunate at times that the society we live in will either dictate the designer's ability to establish an architectural solution or unrestricted the situation to a point where the multi-use of design opportunities clouds a cohesive solution. In either case, the end will usually result in design which is unable to meet its full esthetic and functional potential.

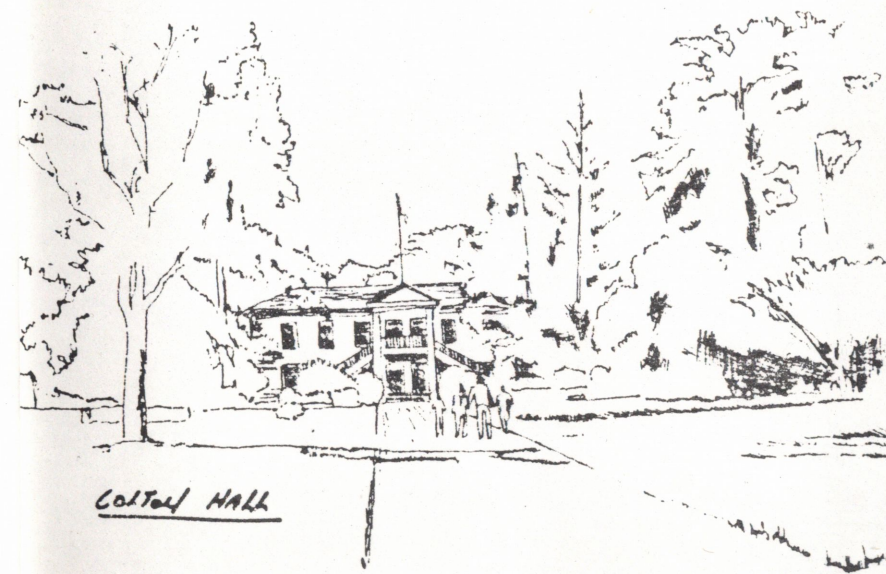
Therefore, it is my intention through this project thesis to explore, interpret, and execute a process of establishing character in architectural design at an urban scale. A process which will disclose that the importance of character in architecture is the understanding of, analyzation of, and execution of character into an architectural solution. It is my belief that through this understanding and progress, an architectural solution with a unique cohesive relationship of character and function can successfully be derived.

HISTORICAL SUMMARY





SAN CARLOS CATHEDRAL



COLTON HALL

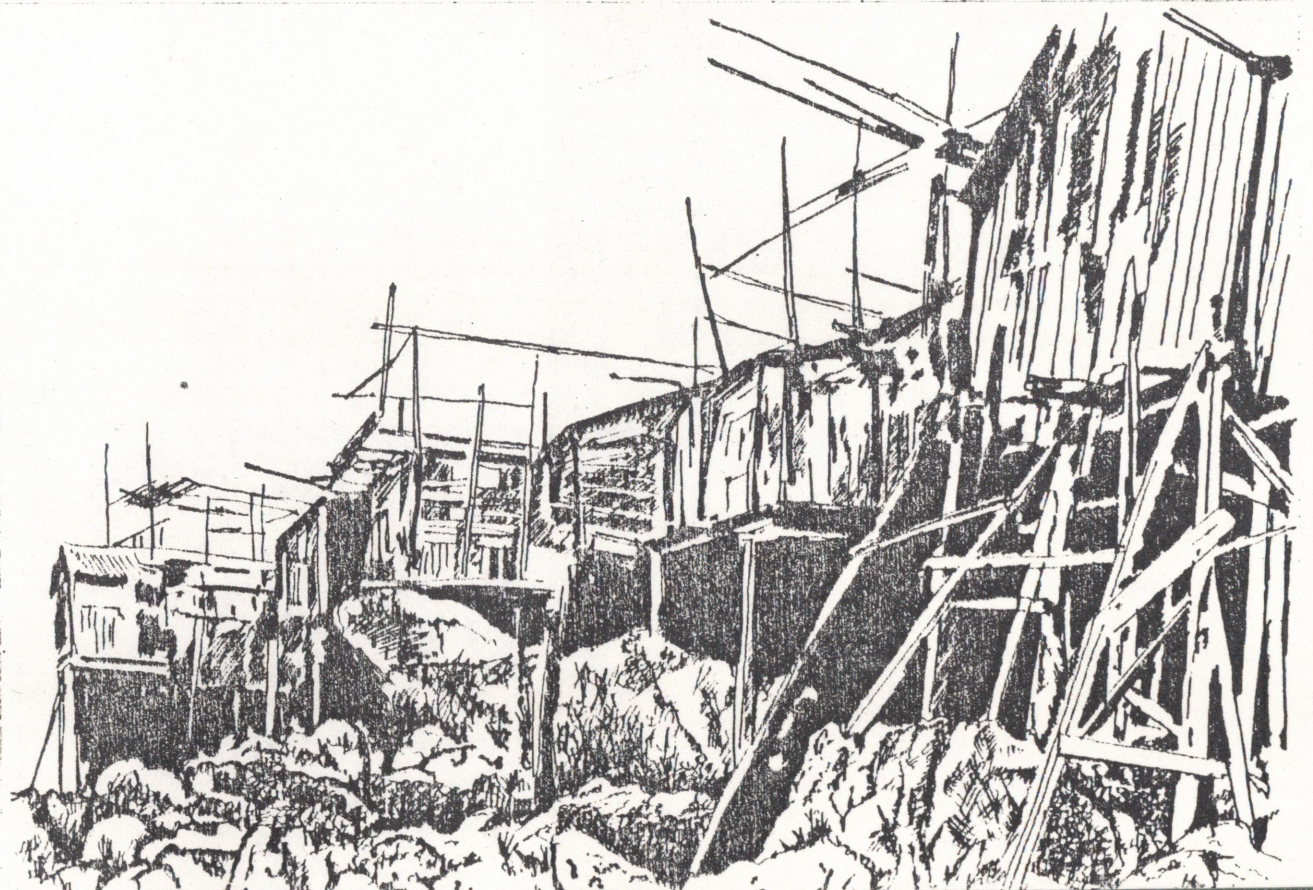
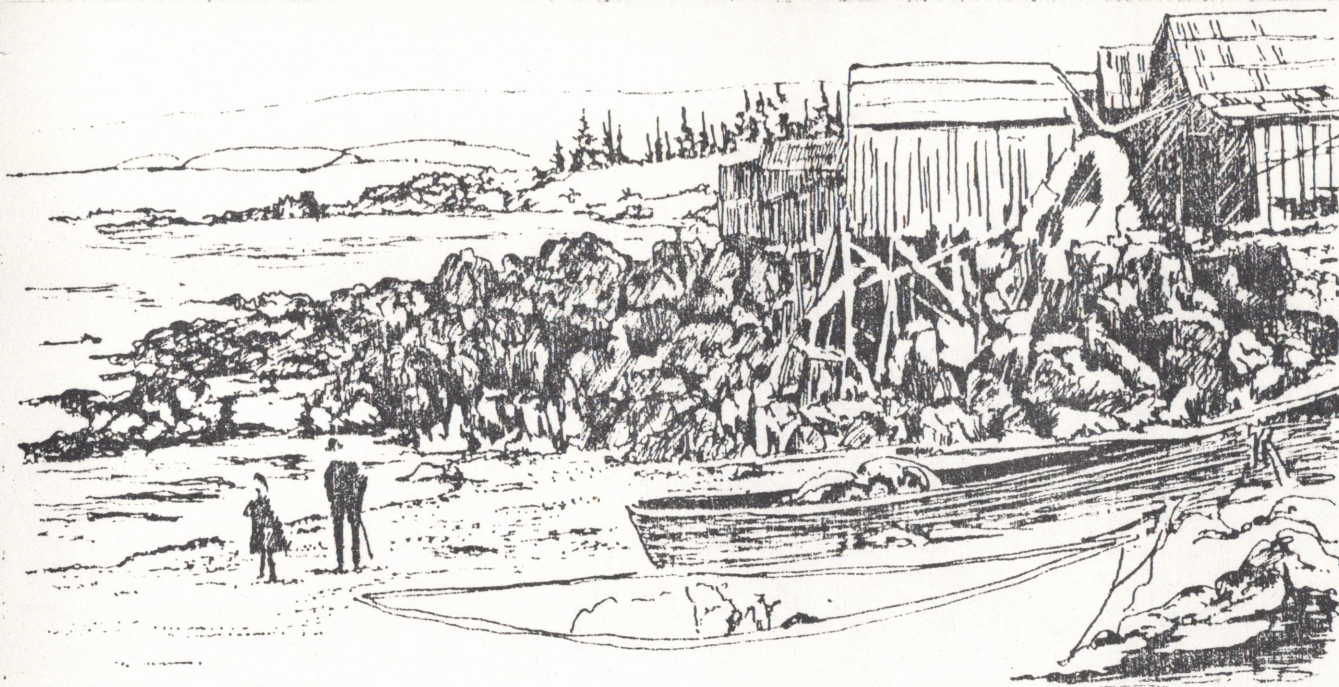
The first European visit to the Monterey coast occurred in 1542 by Juan Rodriquez Cabrillo, a Portuguese adventurer exploring the area for the king of Spain. But it wasn't until 1602 that Spain sent Sebastian Vizcaino to find a port of settlement along the California coast. He landed near the area where the presidio of Monterey now stands and claimed the region in the name of King Phillip III of Spain. He also named the bay in the honor of his sponsor, The Count of Monterey. Vizcaino later returned to Spain to report the region. However, at the time Spain was financially unable to settle the area.

Almost two centuries later, Spain set out to rediscover the area because of growing concern of other nations in the area. Settlement of the area began rapidly after 1770 with the erection of the Mission San Carlos De Borromeo. The area soon flourished with rich farms and ranches and hundreds of Indian converts at the mission. In 1821 Mexico obtained independence from Spain and claimed Monterey the Mexican capital of California.

The United States claimed Monterey on June 7, 1846, during the Mexican-American war and soon after claimed Monterey the capital, political, and social center of the vast territory which encompassed the now existing states of California, Nevada, Arizona, Utah, and parts of Colorado, New Mexico, and Wyoming. Colton Hall was erected and in 1849 became the first capitol of the new state of California.

Monterey had the potential of becoming the major political and commercial center of California. However, the gold rush hit and soon afterwards all communal growth left the Monterey Bay area.

Monterey's survival was now partially dependent on the whaling and fishing industry which brought an influx of Chinese fishermen from the San Francisco Bay area. It was these Chinese people who first set up a fishing village along the rocky stretch of shoreline on Monterey Bay. The foreign fishing techniques and lifestyles of the Chinese were appalling to the communities of Monterey and Pacific Grove. They cursed the Chinese as heathens and outcasts of the Christian society. So on May 16, 1906, the village was mysteriously burned to the ground, forcing the Chinese to move.

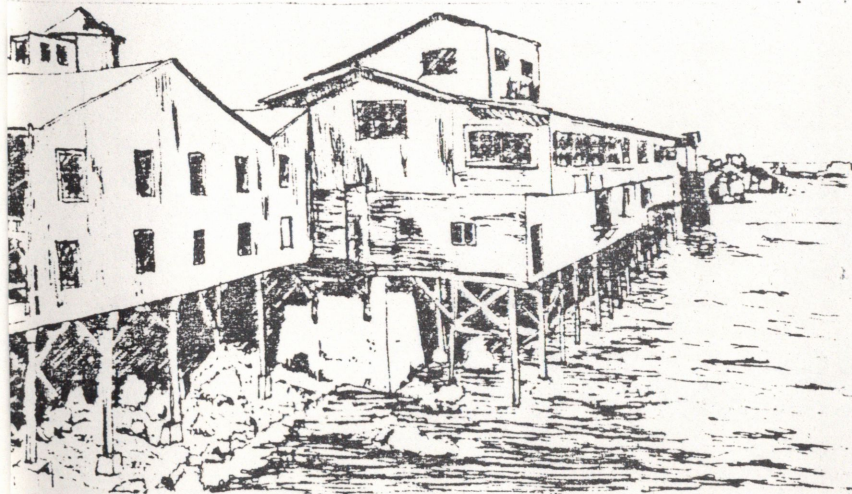


In 1905 an educated Norwegian named Knot Hovden took up a partnership with an ambitious business-minded man, Frank Booth, who had already set up a salmon cannery near the existing fishermen's wharf. This partnership was important to the community of Monterey because it was Hovden's innovative mind and Booth's interest in the schools of silvery sardines in Monterey Bay which would generate an industry along the rocky stretch of shoreline known for what was once a Chinese fishing village.

Hovden's first innovation was a soldering machine which was adaptable to the oval shaped sardine tin. This invention was a tremendous timesaver allowing Booth's cannery to produce five tons of fish per day. Soon afterwards, Hovden installed an automatic cooker and machine cutter. This increased the demand for fish which the sardine fleet was unable to meet. Booth and Hovden brought a Sicilian immigrant, Peter Ferrante, and his family, into the bay area. Ferrante and his brother-in-law had been raised by families engaged in fishing for three generations. The pioneer fisherman revolutionized the fishing industry by ordering a lamprey net from Sicily. The net proved to be a success and in a short time the fleet catches were quadrupled in size. By 1908 the size of the catches proved to be too much for one cannery, so three men formed their own corporation on the rocky shoreline of what is known today as Cannery Row. By 1910 the fishermen switched to larger motor launches--20-25 feet in length--and the migration of Italian fishermen increased.

World War I provided a demand for the product on the shoreline. This was the real beginning of Cannery Row. In 1921 the industry was granted permission to begin reduction of sardines and sardine by-products. This would increase the industry to a total of sixteen canneries and fourteen reduction plants by 1945, the peak of the sardine industry. This growth can be dramatized by the fact that the industry was worth \$100,000 in 1917 and by 1945 its worth totaled a tremendous \$22,000,000, employing 5,000 Montereyans.

Unfortunately, the years after 1945 marked a serious decline in the quantities of sardines available in Monterey Bay. The reasons were a combination of marine conditions and the unbalance of supply over demand. One by one the canneries and reduction plants were forced out of business and by 1962 the industry was nothing but a fond memory.

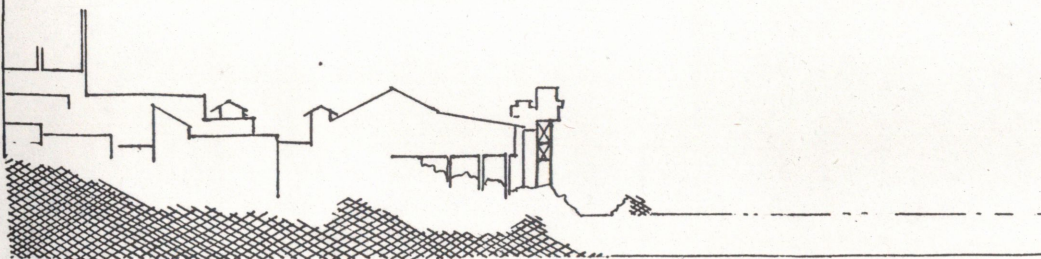


Monterey also had another factor which helped it to survive after the gold rush, this being its lovely seaside setting and its mild climate. The potential of a resort area was evident to the Pacific Improvement Company as early as 1870. The company wasted no time in exploiting the area into a resort/tourist spot by bringing the Southern Pacific Railroad into the area and developing the plush Del Monte Hotel which opened in June 1880. This exploitation also lured the "new millionaires" who had grown wealthy on mining, railroading, ranching and other industries of the growing west into the area to relax and squander their riches.

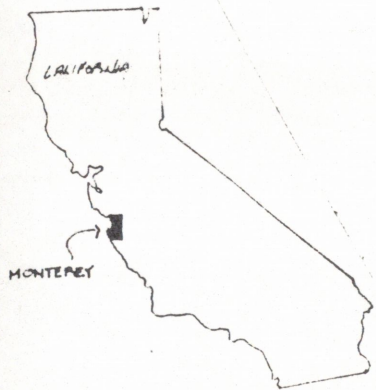
Today Monterey is a world-renowned area with a colorful and historical past. Its tourism potential, which began with the opening of the Del Monte Hotel, has since grown and is now the area's biggest industry--an industry which promises to bring continual growth and prosperity to the Monterey peninsula area.



LOCATION SITE ANALYSES



MONTEREYTHE CITY

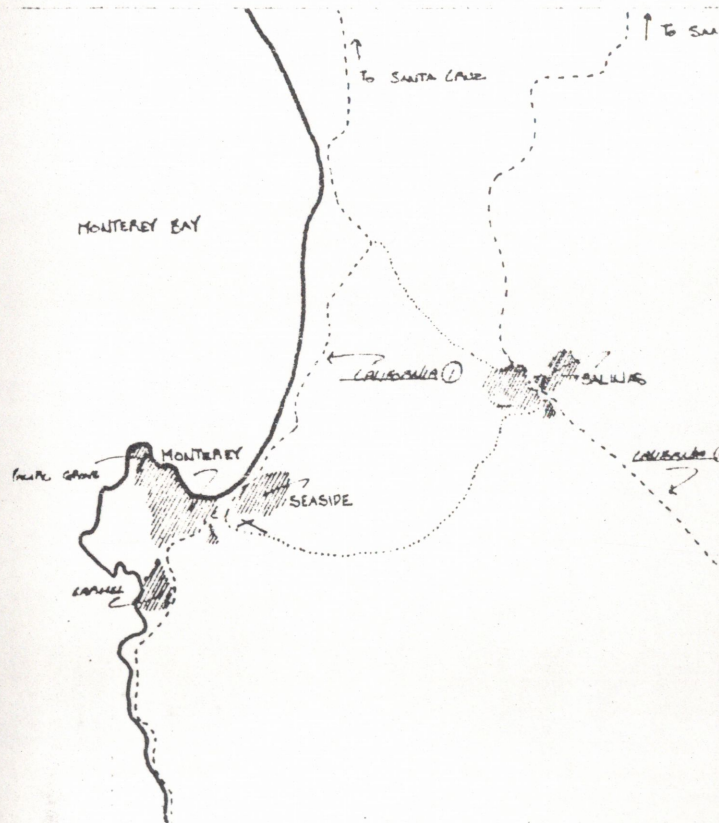


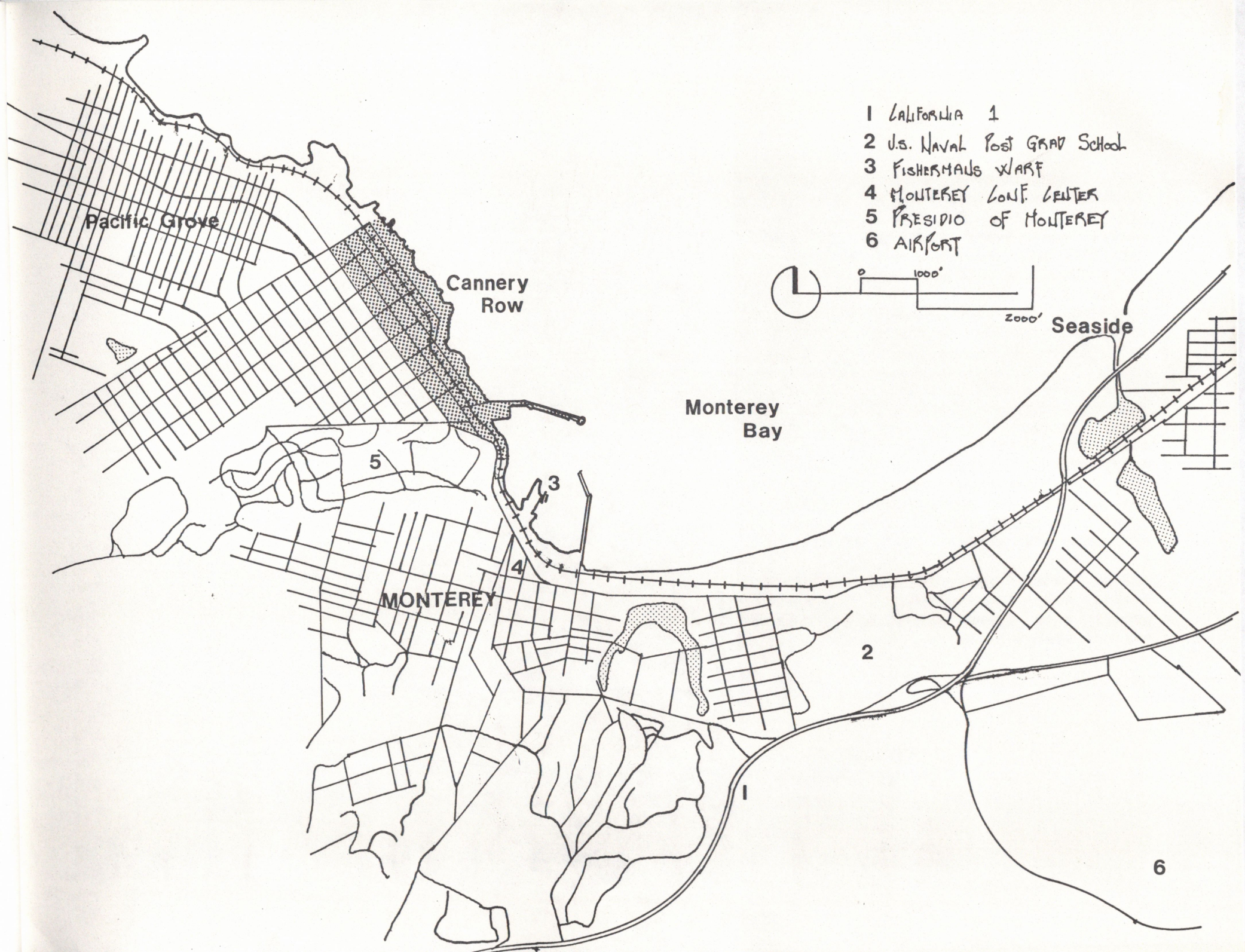
Monterey is a small city located on a peninsula in the north-central coastal region of California, 36° north latitude, 14° west longitude. The city has a population of 40,000 and faces the inside of the southernmost region of Monterey Bay. The metropolis area which encompasses Monterey consists of two major communities; Pacific Grove and Seaside. The three communities combined have a total population of 100,000+ people.

The scale of Monterey is small. The downtown buildings do not exceed five stories. The character of the city is colorful, and many of the buildings have well-kept, ornamented facades which have architectural qualities ranging from Victorian to Spanish Colonial. Within the city limits an interesting array of historical Spanish adobe buildings lay scattered. Most have been restored and are open to the public.

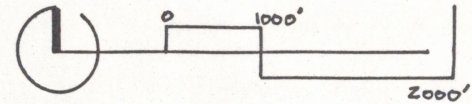
Monterey is also a military town; its several installations have a total of 36,000 servicemen and dependents: Fort Ord, The U.S. Naval Postgraduate School, Defense Language Institute, Coast Guard Station, and the Naval Auxiliary Landing field.

Due to its particular location and climate, Monterey is the ideal area for the rich to retire on huge estates among the dense green hills and professional golf courses. Monterey also attracts nationwide activities ranging from PGA tournaments to jazz festivals to art exhibits--all of which help generate an annual tourist industry of over four million dollars.





- 1 CALIFORNIA 1
- 2 U.S. NAVAL POST GRAD SCHOOL
- 3 FISHERMEN'S WHARF
- 4 MONTEREY CONF. CENTER
- 5 PRESIDIO OF MONTEREY
- 6 AIRPORT



Seaside

Monterey Bay

2

6

Pacific Grove

Cannery Row

5

3

4

MONTEREY

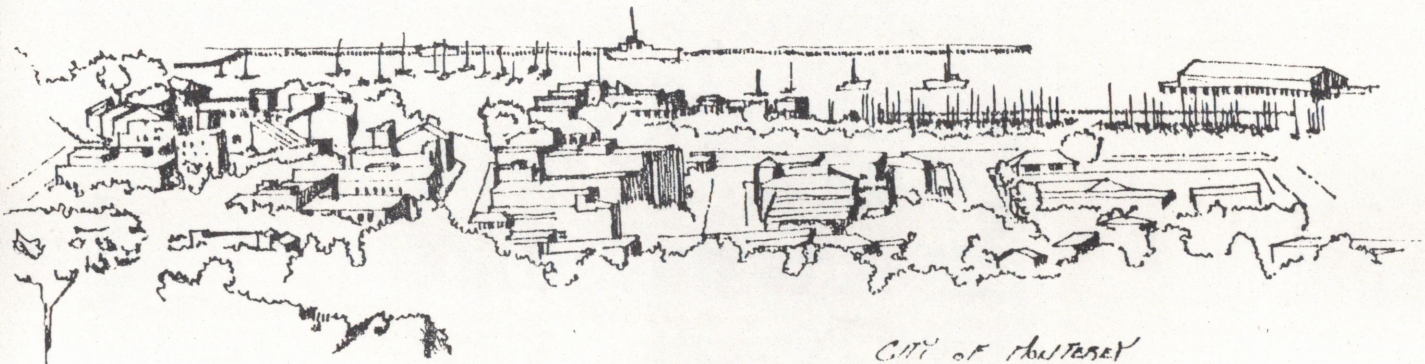
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SOCIETY

The people of Monterey make up a predominately free enterprise society. The numerous privately-owned businesses which serve the large inflow of tourist are the basis of this community's lifestyle. Monterey's society has a very strong financial base through its influx of tourists, the Military installations, and the number of affluent people who desire to reside in the area.

The citizens of Monterey also have a very self-conscious interest in the character of their city and in how it is perceived by its residents and its visitors. Examples can be seen by the efforts taken in preserving the existing historical adobe structures and linking them throughout the city into a state park. This was accomplished by defining a vehicular/pedestrian pathway throughout the existing city's street framework. Another example of the society's interest in the city's character is the Monterey Conference Center, a commercial visitor's accommodation development located between the city's waterfront and its C.B.D. This large development takes into consideration the city's unique historical character and scale while accommodating a large conference center with hotel, shopping mall, public open space and parking for 6,000+ cars.

Today the community of Monterey has a renewed interest in the nearby coastal region known as "Cannery Row." The area's historical background and physical qualities have a very strong potential of accommodating the commercial growth forecast in the city's near future.



CITY OF MONTEREY

ENVIRONMENT

Monterey's environment consists of a city located on a peninsula surrounded by hills which ascend rapidly to elevations exceeding one thousand feet and are dense with tall coniferous and deciduous trees. Monterey is situated along the utmost sheltered part of the bay making the city's waterfront protected from prevailing storm tracks which come from the west, south-west. This particular position on the peninsula gives the city a magnificent panoramic view of the open water and distant Santa Cruz mountains beyond.

The air quality of Monterey as well as the entire Monterey Peninsula area is very good due to the steady flow of fresh air which comes in off the coast. The fact that no major industries are located within miles of Monterey's city limits is also another reason for the area's clean air quality.

One of the peninsula's environmental qualities is the abundance of wildlife which is still prevalent in the area. On the magnificent coastal edge sea otters and sea lions are constantly sunning and swimming among the rocky shoreline. Many make themselves available for free handouts of fish from generous people on Monterey's fishermen's wharf. In the surrounding hills, black tail deer are a common sight to residents and visitors of the peninsula area. Aqua marine life also adds to the areas wildlife quality and offers skin divers and fishermen an array of water sporting opportunities.

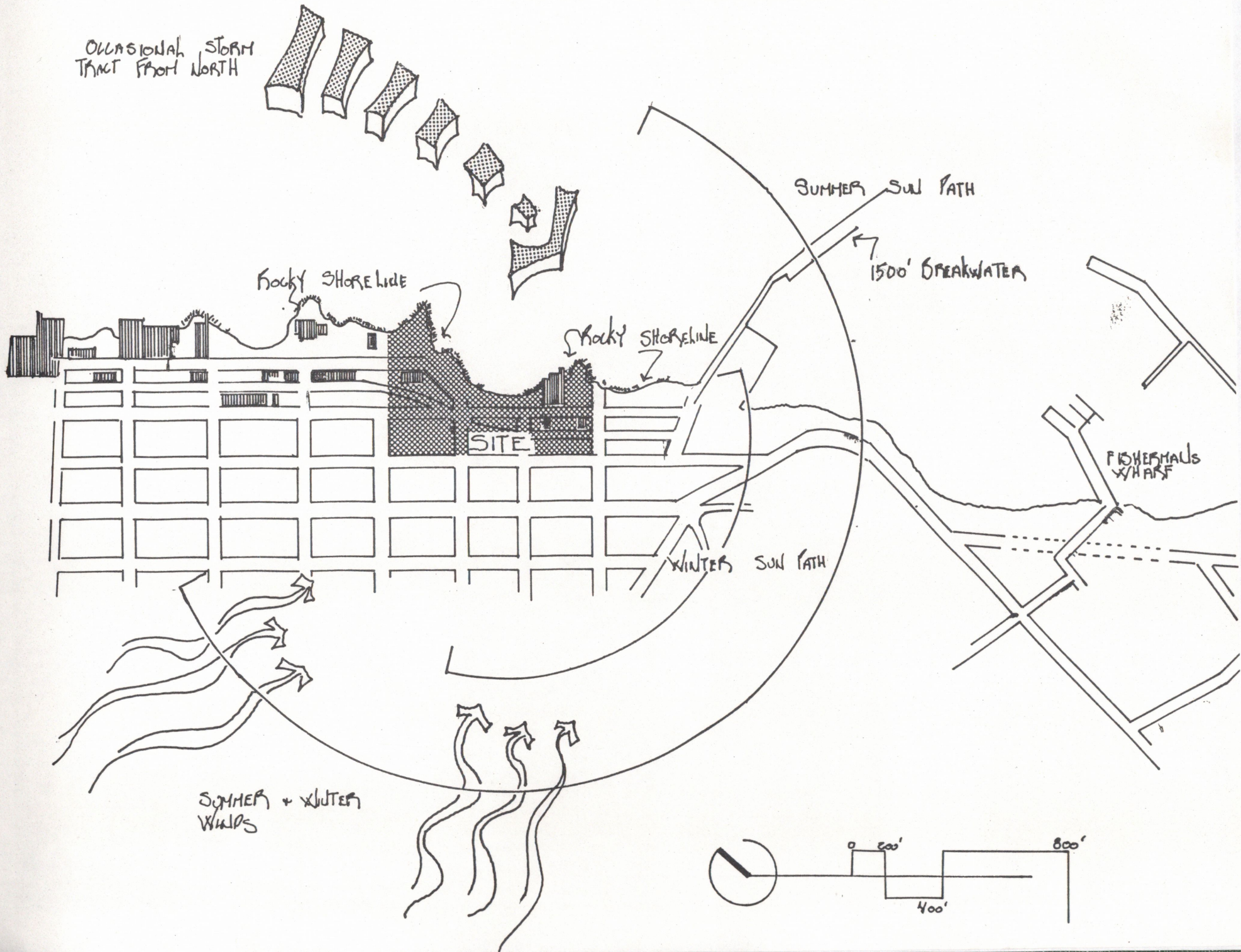


CLIMATE

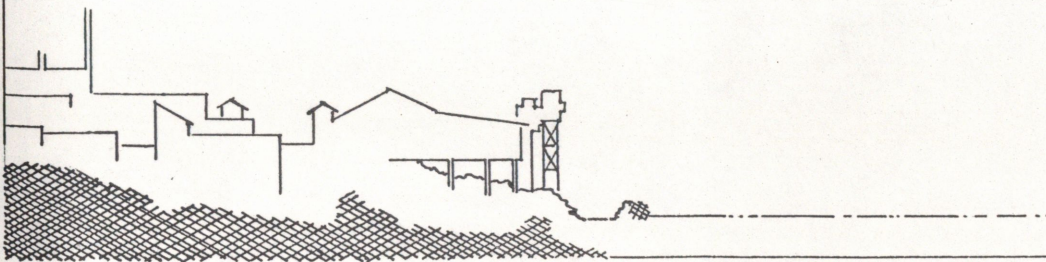
One of the special characteristics of the peninsula area is its remarkable year-round climate. Temperatures range from an average of 62° in September, the warmest month, to 51° in January, the coldest. In the winter, rainy days alternate with days of crisp sunshine; in summer, fogs cool the coast making it a haven for people who live and work in the nearby inland valleys. Spring and fall are also characterized by moderate temperatures with frequent periods of rainfall. Humidity is usually at its highest during these periods.

Storms which come off the coast from the west and southwest are usually accompanied by high gusty winds. Because of Monterey's sheltered position this seldom poses a problem for the community and waterfront. Occasionally storms will come from the north causing rough waters and heavy winds on the bay. Mudslides from the densely forested hills sometimes cause damage to residential structures during the heavy storms. Annual precipitation amounts to about twenty inches.

The area's sun angle altitudes range from 78° in the summer to 30° in the winter. Azimuth angles range from 120° in the summer to 60° in the winter.

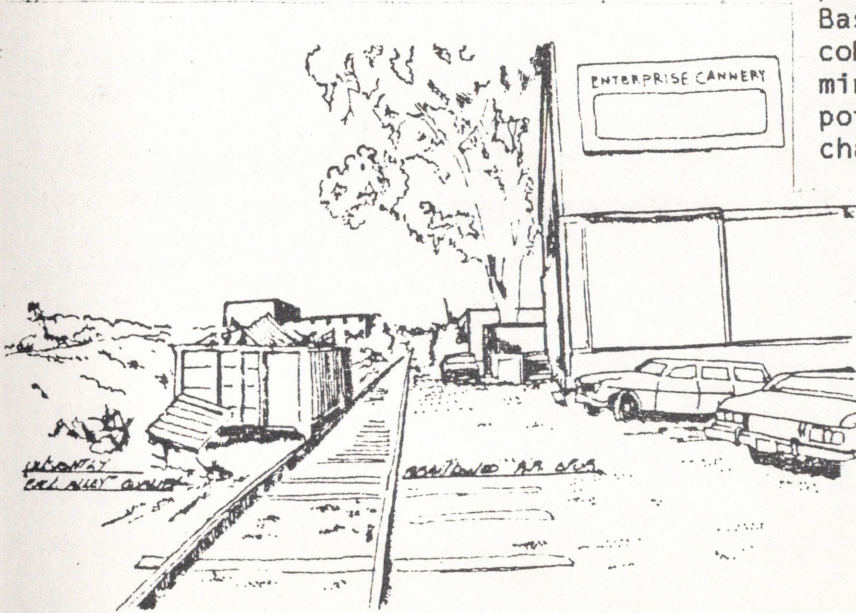


PLACE/CANNERY ROW



EXISTING CONDITIONS

An analysis of the existing conditions on Cannery Row's 200th - 400th block area identifies many major characteristics and problems that are reflective of the entire length of Cannery Row. Basically these existing conditions lack an overall unity of cohesive character and land use which makes it evident that a minor development along this area will be inadequate to the potential of a successful mixed-use area. In summary, the major characteristics and problems are as follows:

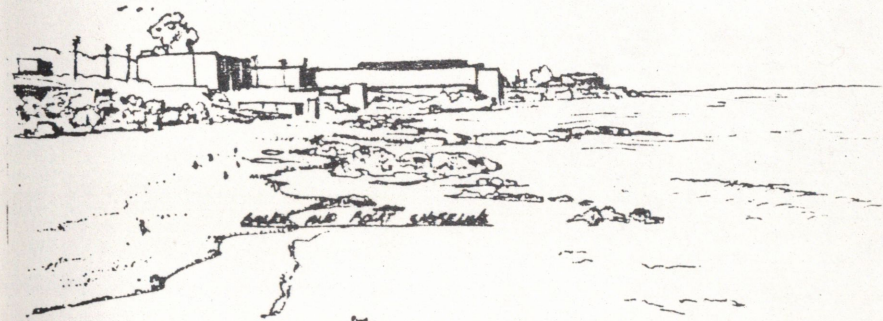


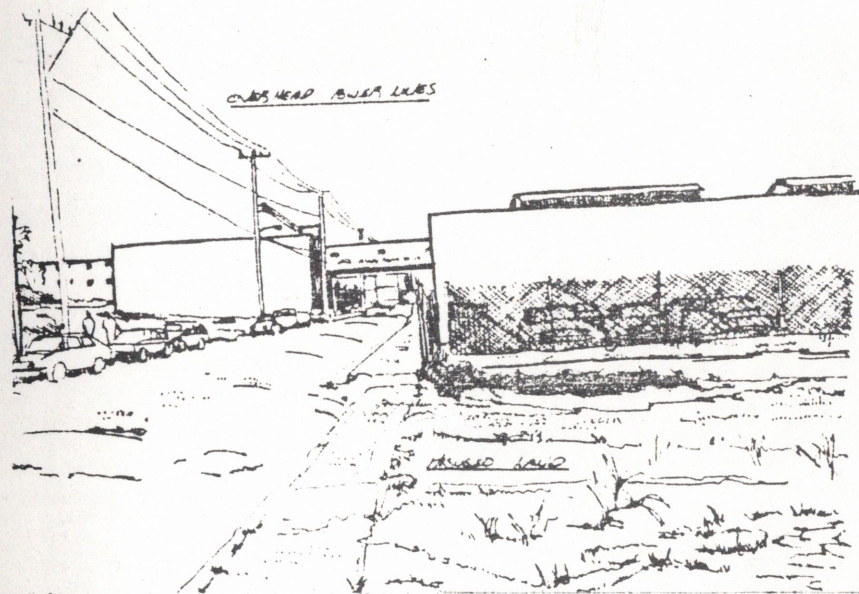
- * The area has a very strong coastal edge which is characterized by a combination of rocky shoreline and sandy areas. Much of the canneries' old structural pilings still exist along and inside the coastal edge, in an unsightly state.

- * Existing structures are bleak and lack character; some are in a rather dismal state which makes their reuse potential questionable. Since the existing structures represent about 25% of the original content, they stand in a rather autonomous state leaving large parcels of land unused and misused.

- * The abandoned Southern Pacific Railroad spur runs the entire length of the site. It has an unsightly, "back alley" quality due to its many years of not being used. The S.P. spur has an interesting relationship between Monterey's C.B.D. and the Monterey shoreline.

- * Vehicular approaches are undefined and not utilized to its full potential. Streets are broken and cracked and pedestrian sidewalks are not in any better shape. A complicated intersection exists on the point of Wave, Drake and 400th Cannery Row street.



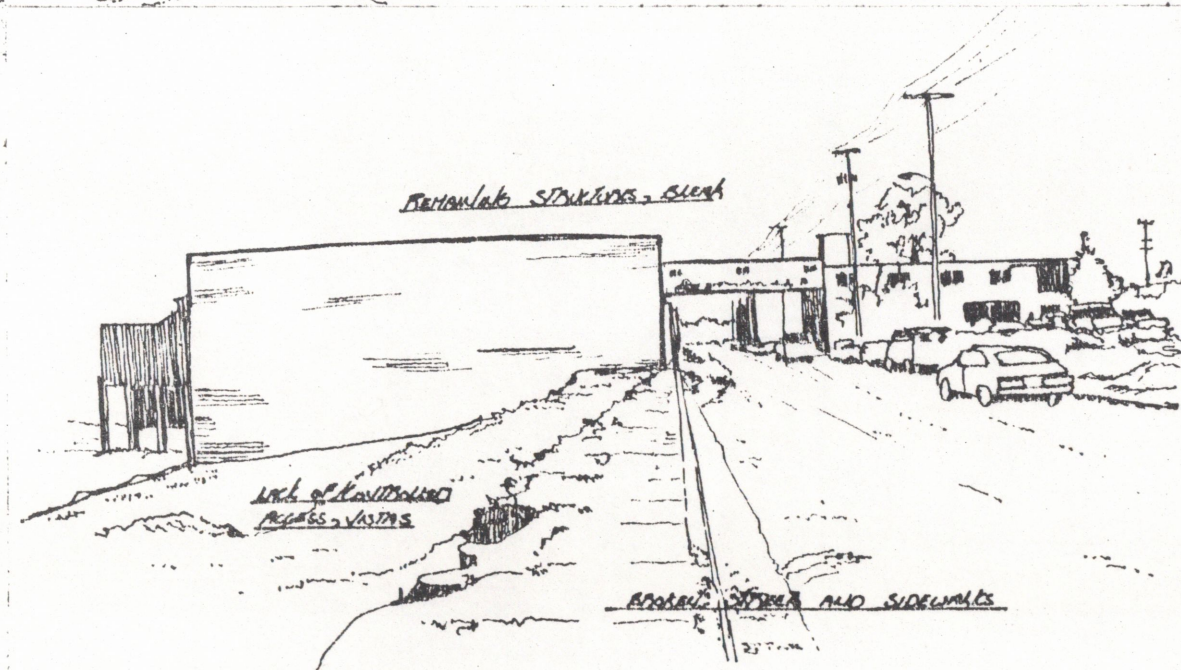


* Vistas onto the bay are abundant. However, a controlled access onto the shoreline is not apparent.

* The residential edge of the existing site lacks definition and character. Many residences are old and lack upkeep.

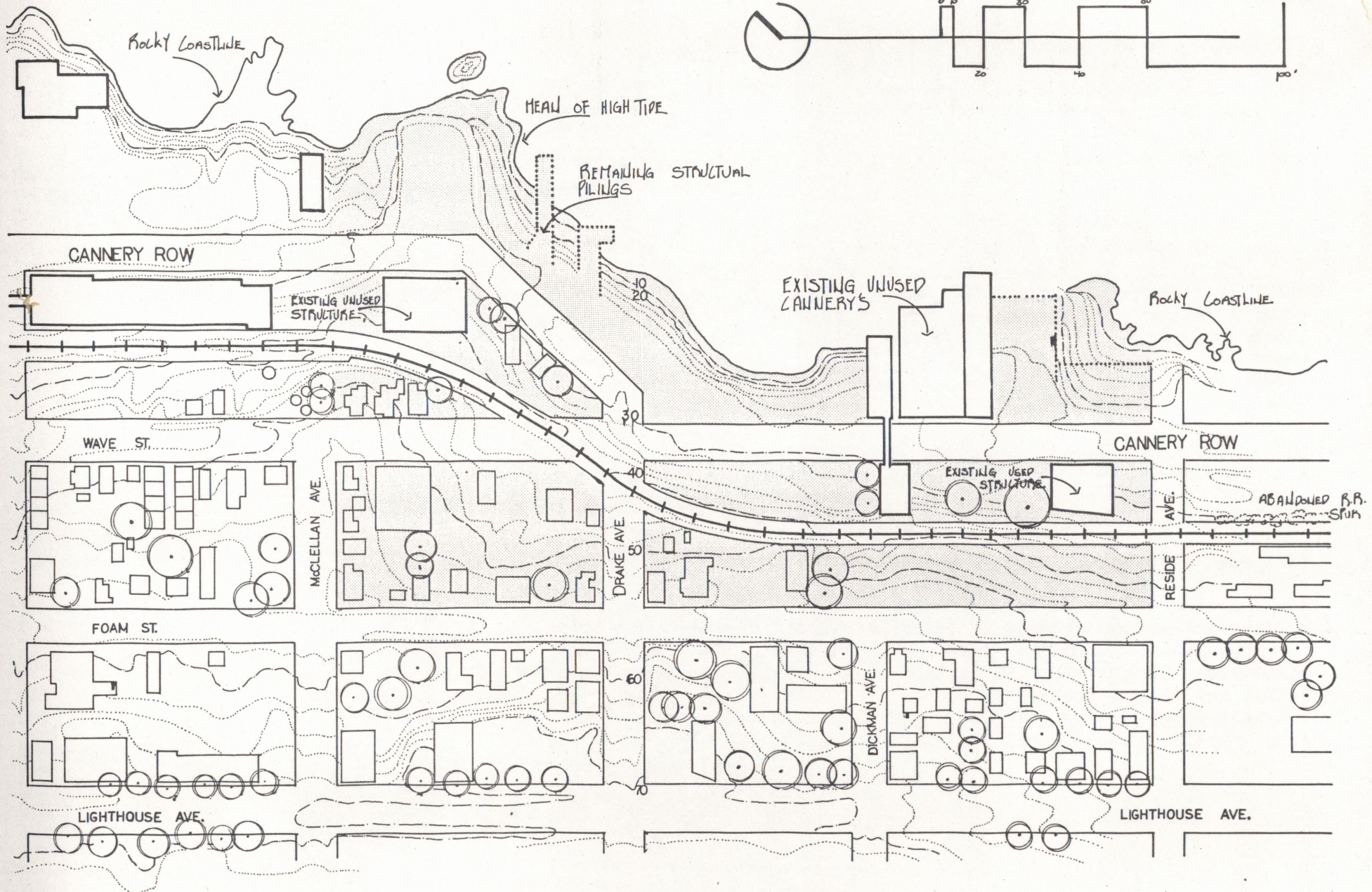
* Overhead powerlines run throughout the length of Cannery Row.

* The existing network of streets, approaches, and service entrances adjacent to Cannery Row are organized on a grid-iron format.



EXISTING CONDITIONS

- SITE; APPROXIMATELY 11.4 ACRES
- MEAN RANGE OF TIDE, 5 FEET
- CONTOUR INTERVAL IS 2 FEET



NON-EXISTING CRITERIA

In order to better understand the character of an industrial area such as existed in Monterey, an analysis of the area as it "existed" while the sardine industry prospered should be examined. This analysis will bring out some of the physical, architectural and sociological elements that gave Cannery Row the seedy, industrial waterfront character that it is best remembered for. In summary, the major elements are as follows:

* The buildings of Cannery Row were built as straight forward utilitarian structures with a real economy of means. Their primary purpose of existence was to produce a marketable product--sardines and sardine by-products. The industrial format of Cannery Row was also intermixed with a small amount of special use buildings. For example, a hotel, grocery, and a small laboratory appeared to add just the right amount of variety to the street's primary industrial expression.

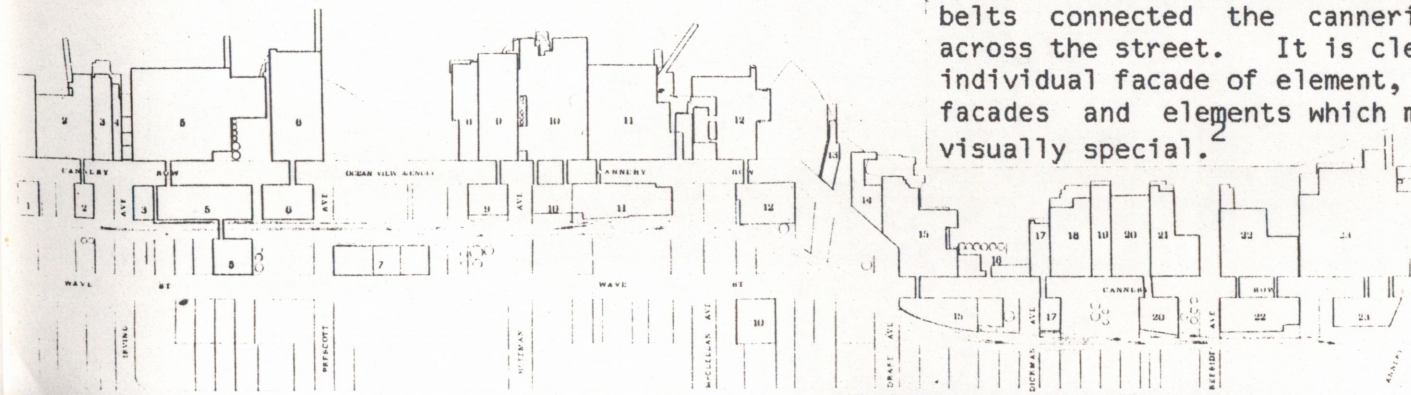
* The overall character of Cannery Row can be broken into two major categories, the walled street character and the ocean side character.

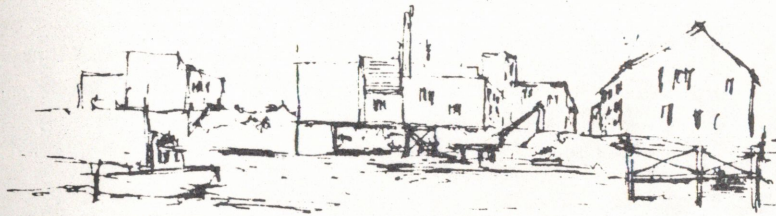
The walled street side, although modestly decorated, is basically a straight forward expression of use. It was composed of simple building facades since this was the "front" or public face of the cannery business. This simple walled street scene had a composition made up of a modest mix and scale of individual building elements and an interesting array of overhead conveyor belt systems. These conveyor belts connected the canneries to the storage warehouses across the street. It is clearly evident that it was not an individual facade of element, but the overall composition of facades and elements which made Cannery Row's street side visually special.

CANNERY ROW

CITY OF MONTEREY

SCALE 1" = 100'





The ocean side expression of Cannery Row is very much in contrast to its street side. This ocean side composition is made up of a variety of add-on and seemingly ad hoc shapes superimposed on the simple street side volumes of the industrial buildings. It was a direct way of meeting functional requirements without trying to put a face on it. This expression was left exposed based on the logic that no one (important) saw it anyway. An important part of this composition is that all the canneries had to be built over the rocky shoreline onto the water in one form or another. This was accomplished by bringing the buildings structure down through seawalls or down through structural pilings. In either case, the result was an expression of structural disarray over natural bugged shoreline.

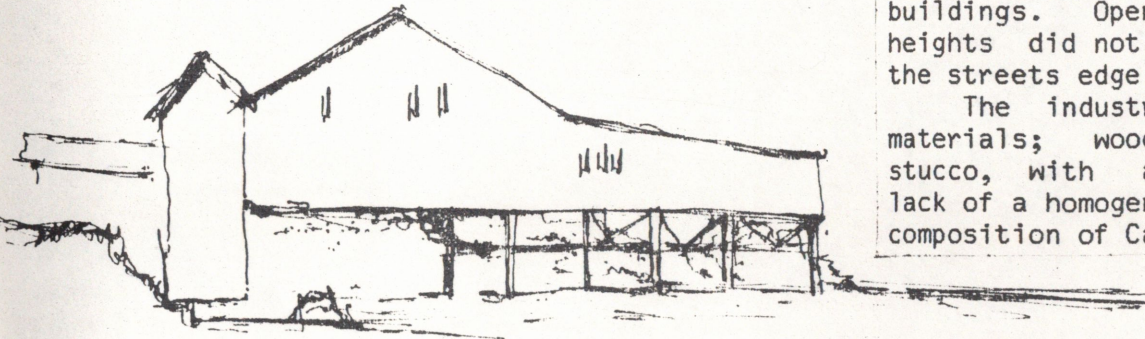
* The form of the industrial buildings of Cannery Row is broken down into two categories, the clustered forms and the liner forms.

The clustered forms are a result of the larger canneries which not only were involved in the canning of sardines, but also in the processing of sardine by-products. The variety of functions within the structures dictated an equal amount of building forms.

The linear forms were derived by the smaller businesses which were not involved with the entire realm of the sardine industry. The singular function dictated a singular form.

* The architectural characteristics of the industrial buildings were very minimal. Surface articulation was limited to window and entrance openings and to the occasional "touch" which was seen only on the street side of the buildings. Openings were used only where needed. Building heights did not exceed 35 feet and seldom stepped back from the streets edge.

The industrial structures were built from a variety of materials; wood, wood siding, steel, corrugated metal, stucco, with asphalt roofs and wood-shingled roofs. This lack of a homogeneous material was an element in the overall composition of Cannery Row.



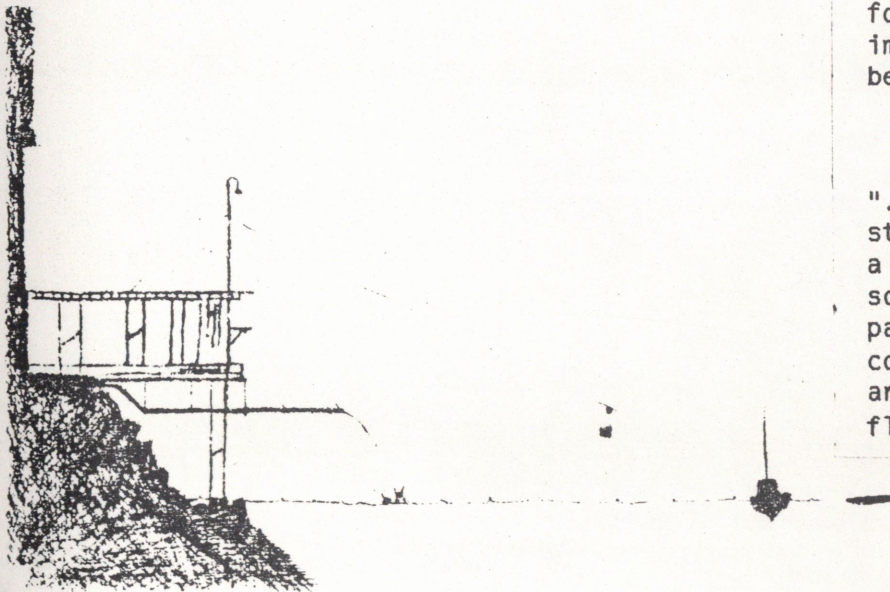
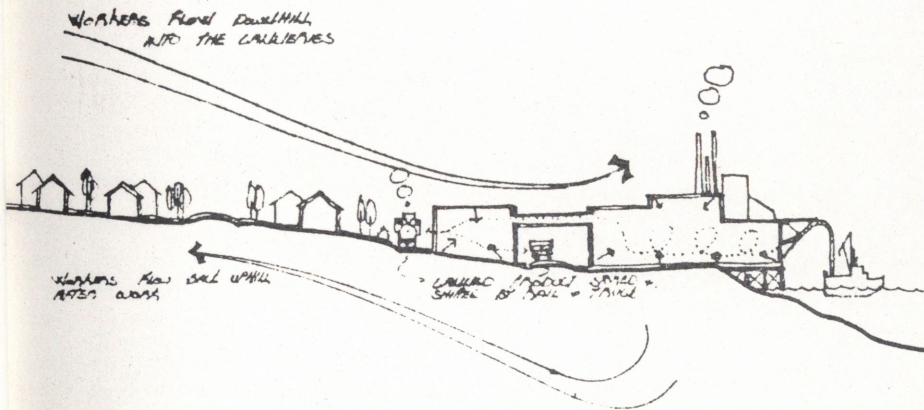
* The only public space provided by the canneries was on the street edge. Many parcels of land, both large and small, were left under-utilized or not used at all creating weedy lots, junk pile areas and open parking lots. Vistas onto the bay were very limited from the street edge.

* Cannery Row represented a socially blue collar district of Monterey. This district depicted a mixture of good disreputable natured citizens and social outcasts. The people of Cannery Row had one thing in common; they were all relatively poor and their lives revolved around the elusive sardines. This lifestyle of Cannery Row can best be understood through a quote by Augusta Fink, author of a book, *On The History Of Monterey*, "When the fishing boats returned and docked at the canneries, the whistles blew and the workers began streaming down the hill like ants converging on a lump of honey. Each whistle had a different tone and every worker knew which one belonged to his cannery."

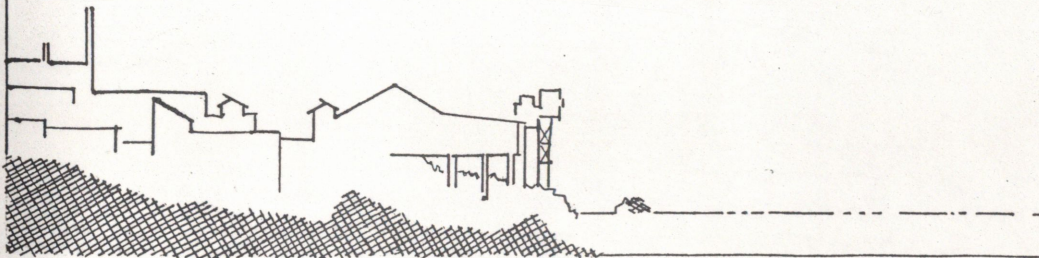
* Commentary:

Cannery Row in Monterey was truly a historical and special place. It possessed a special integration of social lifestyles, industrial character and harmonious setting not found anywhere else in the world. A place which was immortalized through the writing talents of one of America's best known authors, John Steinbeck;

" . . . Cannery Row in Monterey in California is a poem, a stink, a grating noise, a quality of light, a tone, a habit, a nostalgia, a dream. Cannery Row is the gathered and scattered, tin and iron and rust and splintered wood, chipped pavement and weedy lots and junk heaps, sardine canneries of corrugated iron, honky tonks, restaurants and whore houses, and little crowded groceries and laboratories and flophouses."



PROGRAM/PROBLEM

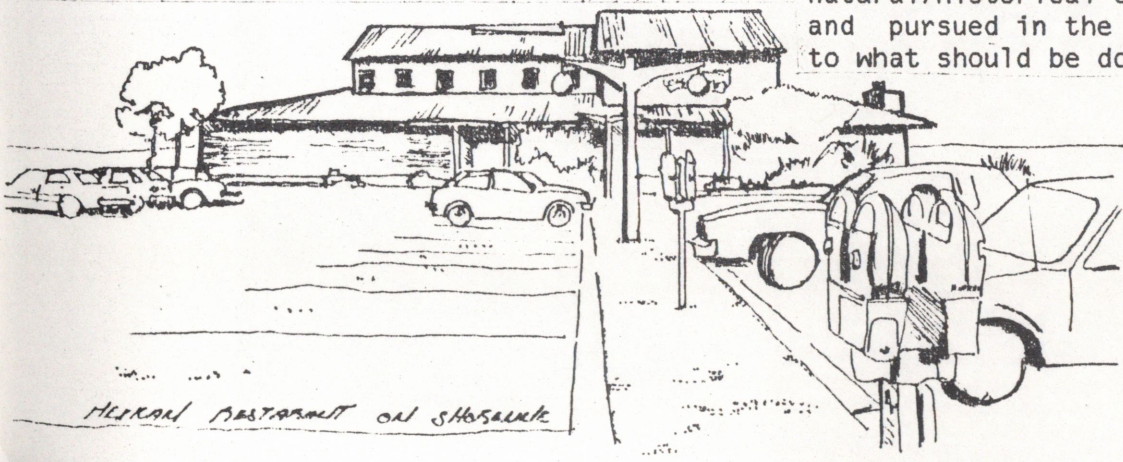


SCENARIO

Monterey in California has been faced for the last fifteen to twenty years with the question, "What to do?" with Cannery Row. Citizens of the area are concerned with the dilemma of whether purchasers of the property along Cannery Row will sacrifice the natural beauty and historical interest of this area in order to accommodate their own special interests. Indeed this is happening today with some of the recent projects started on Cannery Row. An example of this dilemma is the 214 seat Mexican restaurant which stands on the shoreline across the Hoffeman intersection. This building is foreign to the streetscape composition of Cannery Row because its parking lot sets it back far from the street edge into a freestanding position. It also is designed architecturally with elements foreign to Cannery Row. This makes it evident that it has no historical focus pertaining to what existed along Cannery Row.

This type of development along Cannery Row has raised many questions and concerns for the city and citizens of Monterey. It is the general consensus that future development should proceed toward encouraging and allowing more public utilization of the natural and historical assets encompassing Cannery Row.⁶

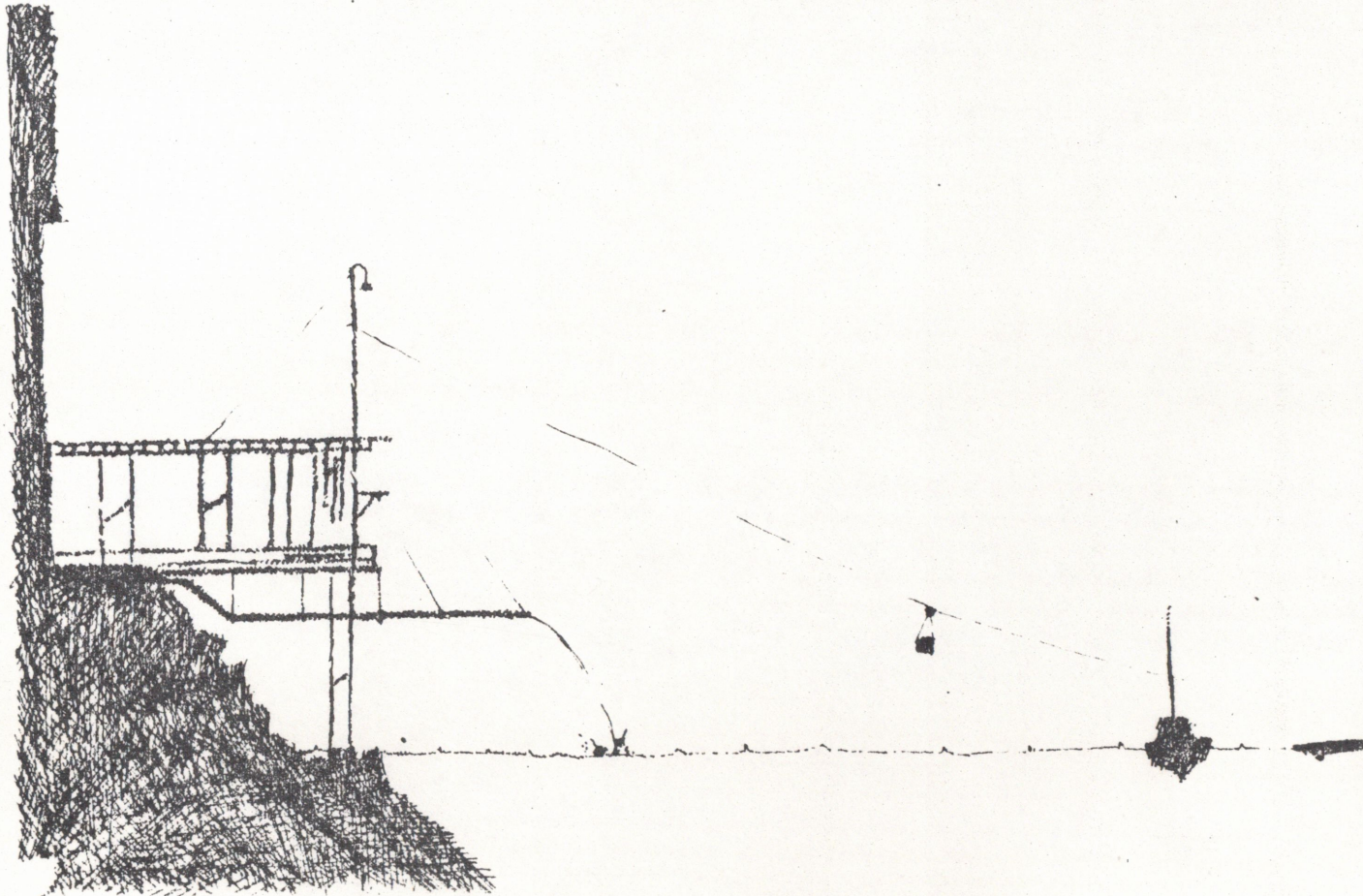
Therefore, as a hypothetical insight to this problem of, "who is Cannery Row for", the city of Monterey will take it upon itself to undertake a mixed use development (housing, commercial), along a section of Cannery Row for the purpose of satisfying the needs of its future users' community, tourist industry, and its natural/historical context. This development is to be looked upon and pursued in the direction of providing an example and solution to what should be done along the entire length of Cannery Row.



The project/problem will be analyzed, for introductory purposes, in the following categories;

- . needs
- . user/client
- . ecology
- . zoning considerations
- . general space allocations
- . form/function

With all this taken into consideration, the project of a mixed use development on Cannery Row shall be pursued.



NEEDS

The development should provide the following criteria for the community and users of Cannery Row;

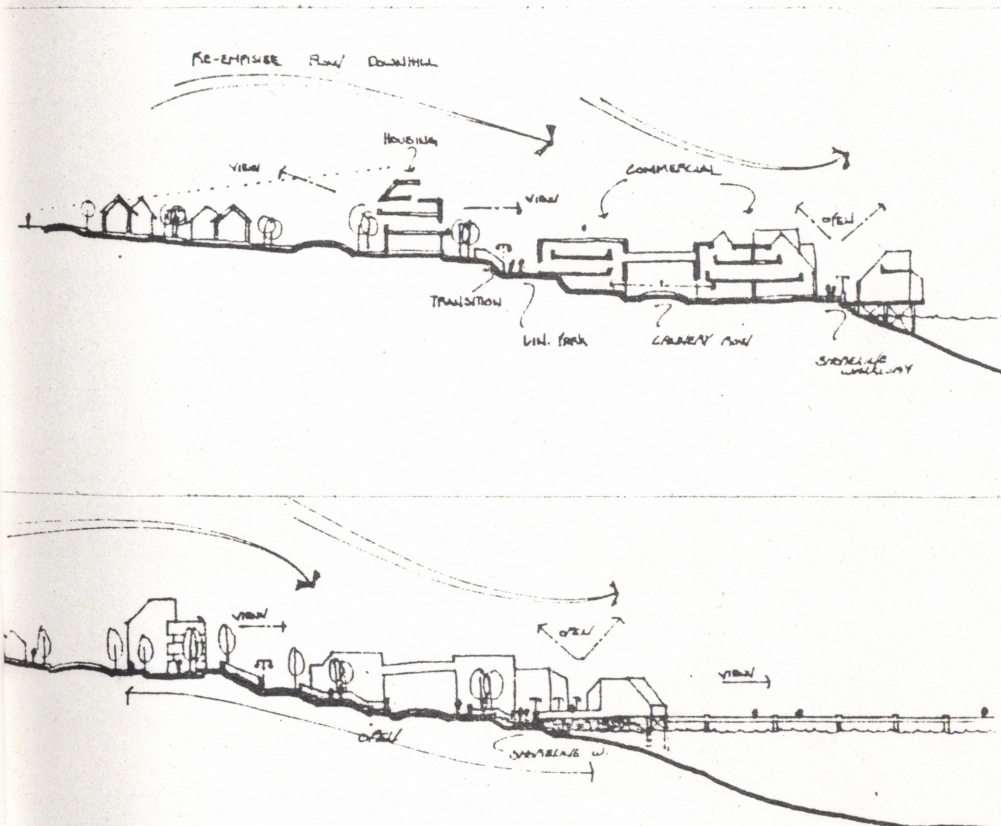
* To provide:

A development for the purpose of accommodating visitors/commercial activities. Categories would include speciality, commercial, general commercial, coastal dependent, transient residential and recreational uses. A development which strengthens the users and communities perception of a "new look on Cannery Row."

A overall improvement of the area, emphasizing building form and character. Allocating space for the purpose of generating public activity and to bring out the natural coastal edge and bay in order to strengthen and utilize the natural assets to the area.

Vehicular and pedestrian entrances into and through the area in order to accommodate the functional and esthetic criteria of this particular mixed use development.

Medium density housing in order to utilize the area to its functional potential and provide a means of keeping the scale of the entire area development down to a human scale. The housing should have adequate buffer and transitional zones; also visual and physical relationships to the commercial development bay area.



USER/CLIENT

The entire area along the 200th to 400th block area of Cannery Row and the 400th block of Wave Street was acquired by the city from property owners through purchases and land swaps. The commercial development will be leased to private business and the housing will be sold on a condominium type format.

The future users of this area have had input as to what uses should be allocated for Cannery Row. Therefore, it is left up to the architect as to where and how these spaces will fit into the proposed development on Cannery Row. Future users of Cannery Row have also expressed their opinions on how the new Cannery Row should look, and have therefore given the architect the freedom to develop the area through his knowledge, skills, and this given input.

The key element for the success of this major development is that it has the strong potential of returning interest on investment.

ECONOMY

The City of Monterey will finance the project through low interest loans and through its strong stable tax base. Additional funds are obtainable through the state in the form of historical rehabilitation programs.

The city anticipates this redevelopment project will be successful in attracting an even stronger tourist industry. Therefore, the return on its investment is expected to be strong and in the near future. General contributions from noteworthy citizens concerned with the preservation of Cannery Row have also been an asset to the development of this project.

ZONING CONSIDERATIONS

The City of Monterey has established the area know as Cannery Row under a separate section of the Monterey City Zoning ordinances. This section, listed as "C-R" - Cannery Row Zone, was developed with the intent of providing the area with the most potential for becoming a commercial visitor district. Many land use sections are outlined in black and white as to what should be done and how a development of this area should be perceived. However, at the end of this zoning provision, there is a clause which allows for variance permits to be filed and granted by the planning commission in order to permit the development of a project which is of outstanding design and carries out the purpose and intent of the Cannery Row land use plan.

Since the proposed development is strictly a hypothetical problem, this zoning provision of the area is taken only as a guideline in approaching the problem not as a restricting element of developing the project. In summary, a list of the zoning restrictions which were taken into consideration are as follows;

* The "C-R" program states that no such permit be granted for the following conditions.

- . warehouses
- . manufacturing, assembly, packaging or production

* It is the intention of the "C-R" program to provide vistas at points along Cannery Row in order to assure a maximum amount of space open to the bay.

* Building height; no building or structure shall exceed 35 feet in height as measured from Cannery Row Street...
- within 20 feet of a parcel(s) on which exists a historical structure, no building or structure shall exceed 1 story 15' in height above the height of the identified historical structure.

- ★ Recreational trails along the shoreline. A minimum width of 20 feet is required.
- ★ Vertical access to the rocky shoreline and promontory, a minimum width of 10 feet.

GENERAL SPACE ALLOCATIONS

The program for space allocations will be looked at in a "gross area" approach since no specifics have been given other than the general use categories. Therefore, the program will be divided and broken into its two major divisions, housing and commercial.

* HOUSING

The housing development for the proposed mixed use project on Cannery Row is a medium density, low scale proposal. Height restrictions limit the buildings to no more than 35 feet (3 stories), due to the topographical situation the site gives over the rest of the development. The residential edges on the site frame a site area of about 3.7 acres. Using mass model studies, a residential density of 20 units per acre has been proposed. This gives the site area an approximate total of 72 housing units. From this analysis, the housing program is as follows;

- * Housing will primarily be a mixture of two and three bedroom units and provide for middle-class family and non family residents. Quality neighborhood type of development is desired.

* 2 Bedroom Units	sq. feet
. living	350
. kitchen	80
. master bdrm.	180
. other bdrm.	125
. baths	50
. 1/2 bath	25
. stor./mech./laun.	80
. cir./entry	<u>50</u>
Total	940

Extra floor area for extrapolation brings the gross square footage to \$1000/unit

* 3 Bedroom Unit sq. feet

. living	400
. kitchen	100
. master bdrm.	180
. other bdrms (125x2)	250
. baths	50
. 1/2 bath	25
. stor./mech./laun.	85
. cir./entry	<u>50</u>

Total 1140

Extrapolation \$1200/unit

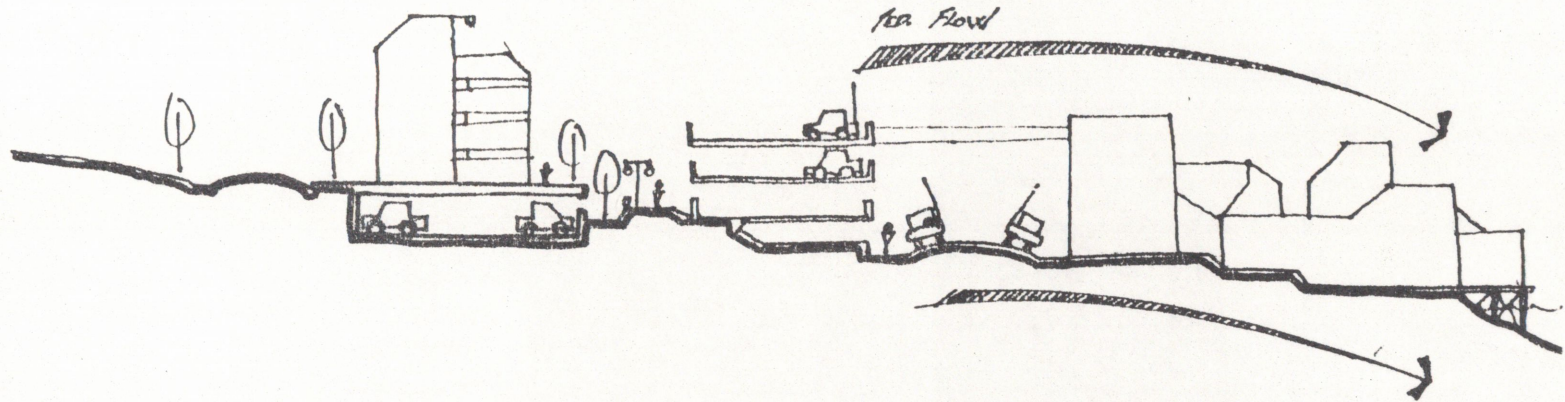
* Other Components sq. feet

Public open space	
10% of Res. Area	15,400
Semiprivate space/recreation	
15% of Res. Area	25,100
Parking 1.5 spaces per	
unit = 108 units @ 320	
sq. feet	34,560

* Architectural Intent

- . Utilization of the space between buildings in a way to encourage residents' interaction and semiprivate areas.
- . Provide strong vistas and means of pedestrian linkage onto commerical Cannery Row.
- . Scale and mass of residential structures reflect a neighborhood quality to the given area.

- Create parking areas with formal approaches to and from residential buildings.
- Create interest indoor and out with a variety of spaces and plans.



* COMMERCIAL

The commercial development for the proposed mixed use project is derived by looking at mass model studies, research and an analysis of the total site area proposed for development. The analysis of the area is as follows;

- * The commercial uses for the proposed development have been derived by the City of Monterey Planning Commission and are listed in the "C-R" zone proposal. Uses to be considered are;

- * Principal Uses

- . Antique shops
 - . Art galleries
 - . Retail boating supply shops
 - . Gift shops
 - . Restaurants, dancing - entertainment

- * Conditional Uses

- . Bars and dancing not pertaining to restaurant establishments
 - . Health spas
 - . Professional, administrative, and executive business offices
 - . Skin diving shops
 - . Sidewalk cafes
 - . Plant nurseries

- * Total commercial development area, approx. 7 acres = 308,000 square feet based on the building and site restrictions and the density shown in model studies. An approximate commercial component of the proposed development is calculated to be around 250,000 square feet.

- * Public open space is derived from 20% of building area approximately 50,000 square feet.

* Parking allocation of the area--approximately 200,000 square feet spaces--320 square foot each would give the site approximately 625 spaces.

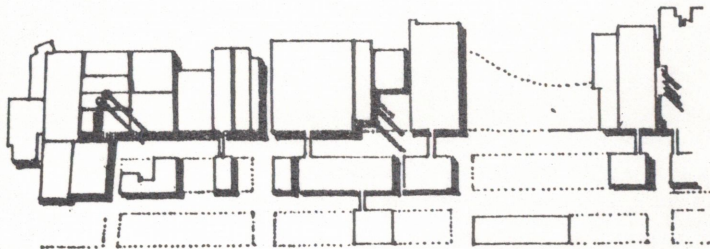
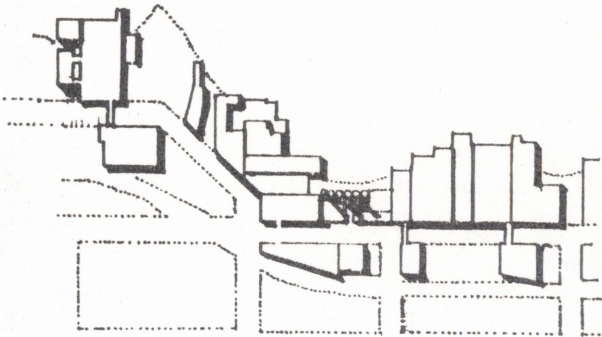
* Architectural Intent

- . Create a place for diversified shops and eating facilities to be incorporated, creating an active, and interesting commercial area.
- . Offer shopping and eating facilities that are different than the others in CBD and wharf area. Create an alternate shopping and eating area thus making it more attractive to users.
- . Emphasis on the pedestrian and the site.
- . Create a number of architectural spaces for gathering, leisure, display and esthetic enjoyment.
- . Discourage a major retail center or business.
- . A place of character and leisurely quality.

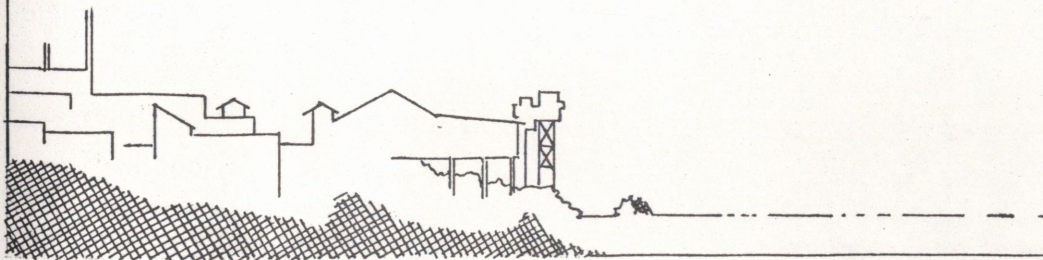
FORM/FUNCTION

The importance of form and function is an issue which is addressed in all architectural problems. It is clearly evident that one cannot exist without the others and the success of the architectural solution is a derivation of how the form works with the function or vice-versa. In many cases it becomes clearly evident that function can and will dictate the architectural form.

However, in pursuing a mixed use development for this historical area, it becomes evident that an approach in exploring form(s) of the development over its function is necessary in order to establish a special character/image which is desired for the new Cannery Row. Since the forms and functions of the canneries were the core of the character/image of Cannery Row, the absence of the sardine industries (function) leaves the forms wide open for an array of design exploration possibilities. It is with this in mind that the process of developing a new use for Cannery Row will be explored.



PROCESS/ALTERNATIVE SCHEMES

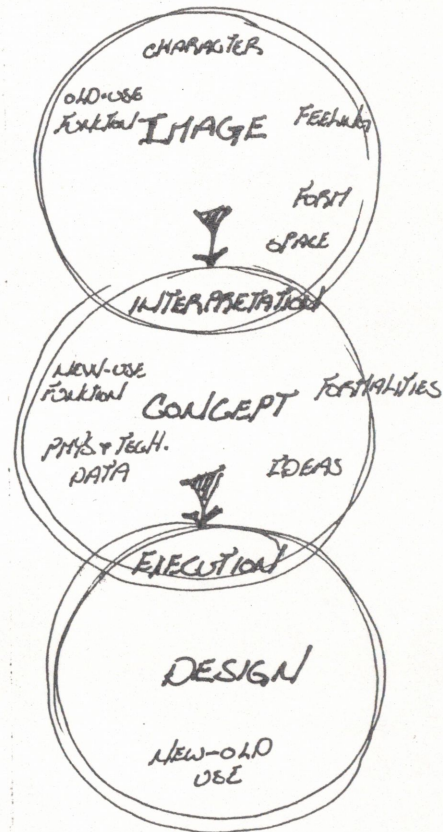


PROCESS/ALTERNATIVE SCHEMES

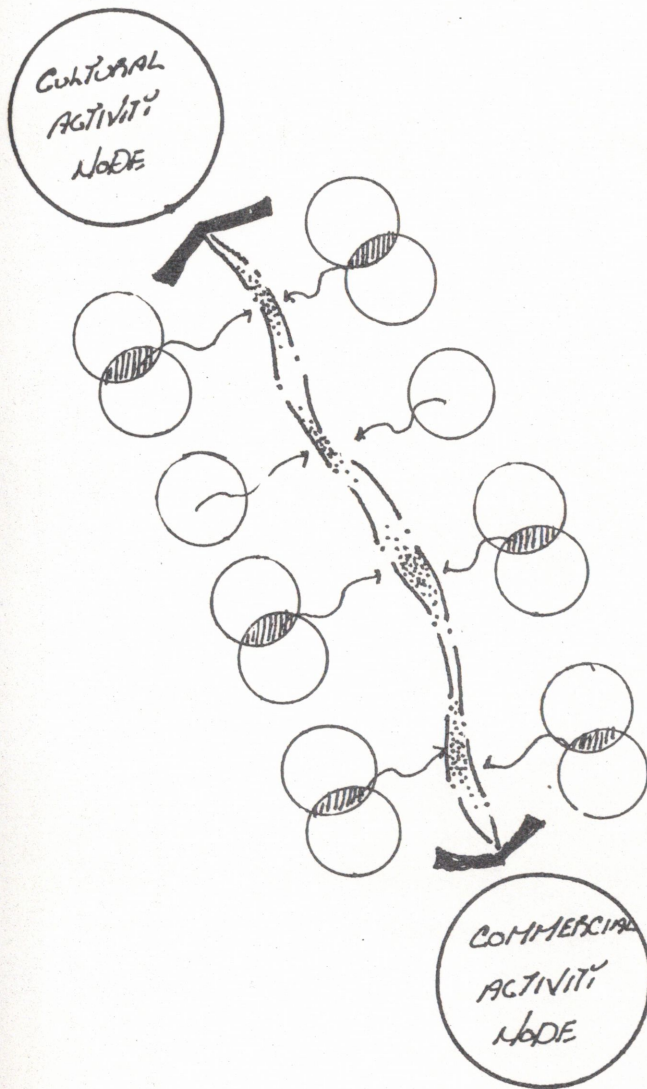
In order to understand and eventually arrive at a solution to this mixed use project an approach of analysis and study into design solution was undertaken. By using this approach, I believe that the most formulated and esthetic solution to the problem can successfully be derived.

This approach entails research, character study through sketches, conceptual formulation and design study through mass models.

The process is undertaken with intent to arrive at a number of study solutions for the purpose of evaluating and deriving the final solution to this mixed use development on Cannery Row.



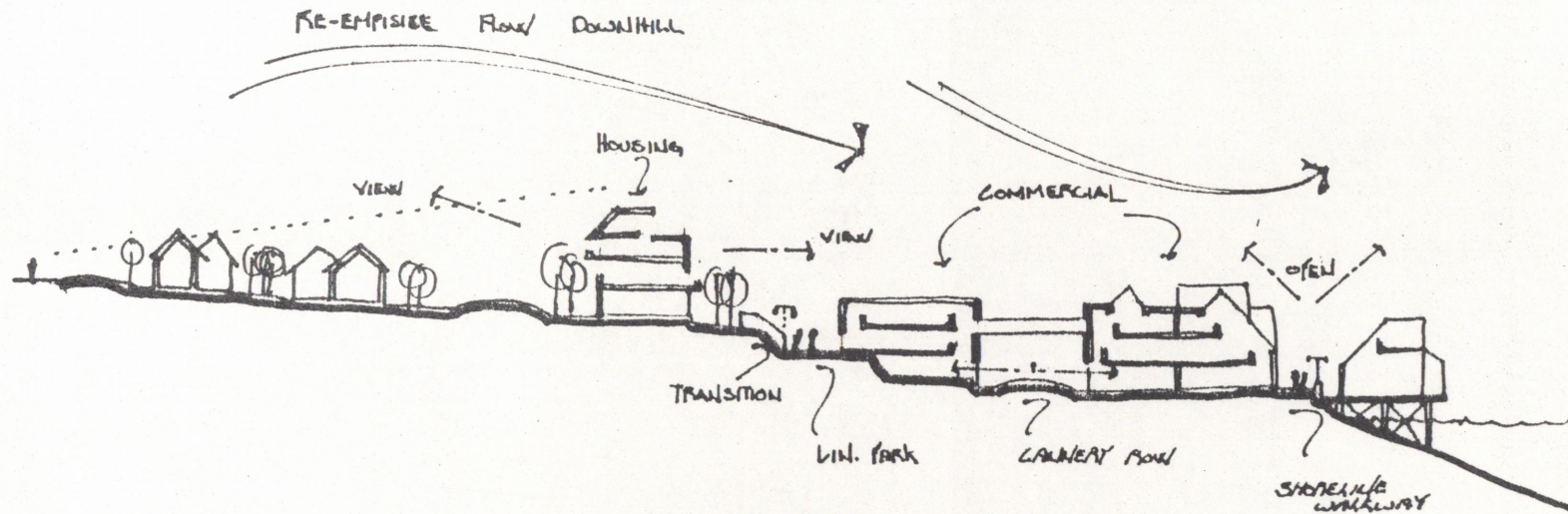
URBAN DESIGN GOALS



Based on the overview of all conditions encompassing the area of Cannery Row and its future role to the City of Monterey, the following guidelines of urban design goals have been formulated and are used as a base guideline for each of the conceptual design solutions.

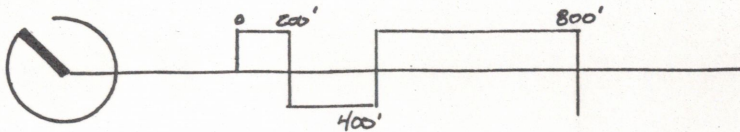
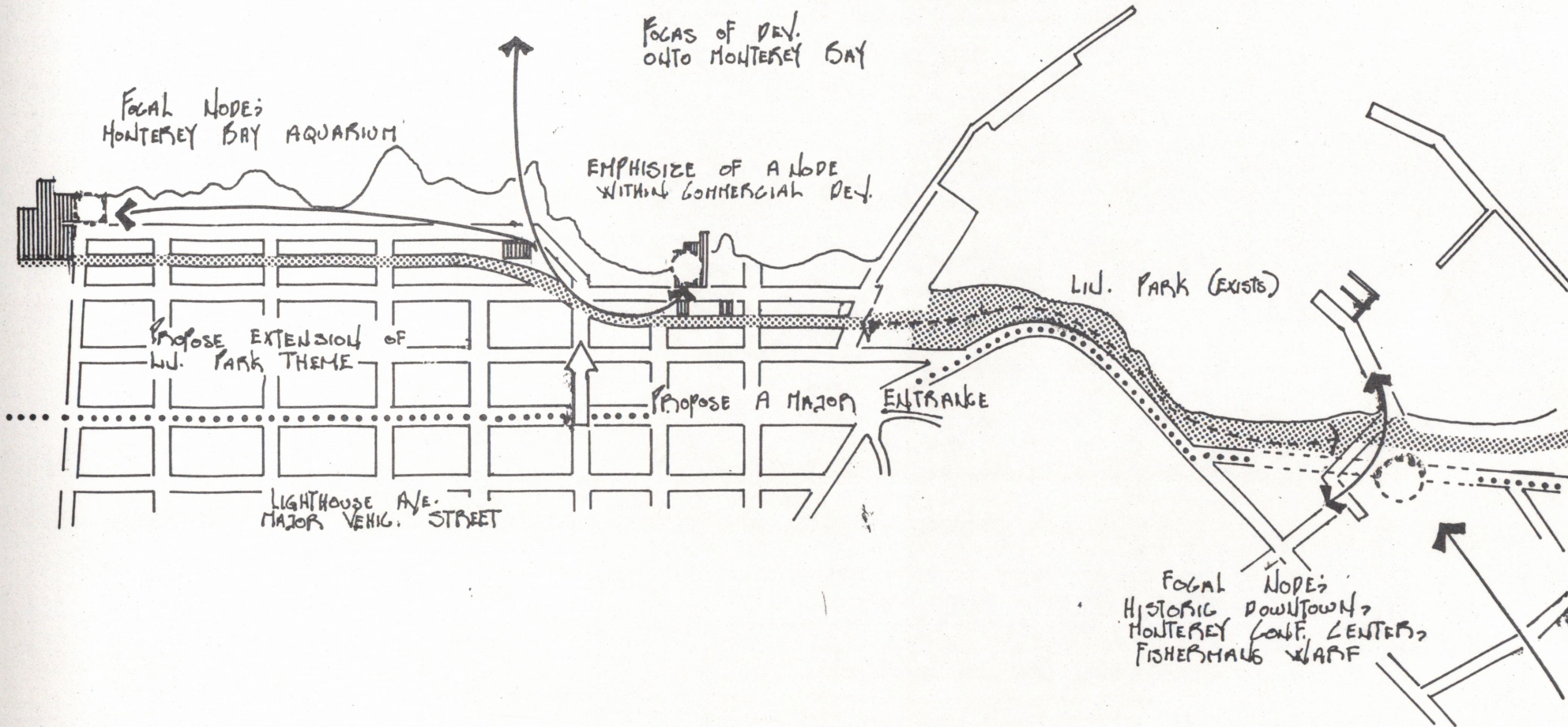
- . To provide a liner park which will run the length of the district known as Cannery Row in order to establish and maintain the following criteria.
 - . A mixed use area which is sensitive to the human in scale and character.
 - . To provide a pedestrian link from the city's CBD to the commercial/residential area known as Cannery Row.
 - . To utilize its potential as a buffer zone between commercial and residential areas.
- . To establish a central focal area (node) within the commercial development.
- . To establish a shoreline character which is reflective of what once existed. However, this must be done with the intent to be sensitive to the existing natural beauty of the shoreline.
- . To provide open areas along Cannery Row, thereby providing vistas onto the shoreline and out onto the bay.
- . To establish a vehicular/pedestrian system which will help strengthen the theme of walking downhill onto Cannery Row.

- To establish the character of the "walled street" which is the street front image of old Cannery Row.
- Using new forms within the context of the "old" in order to form a new image of Cannery Row.



URBAN DESIGN GOALS

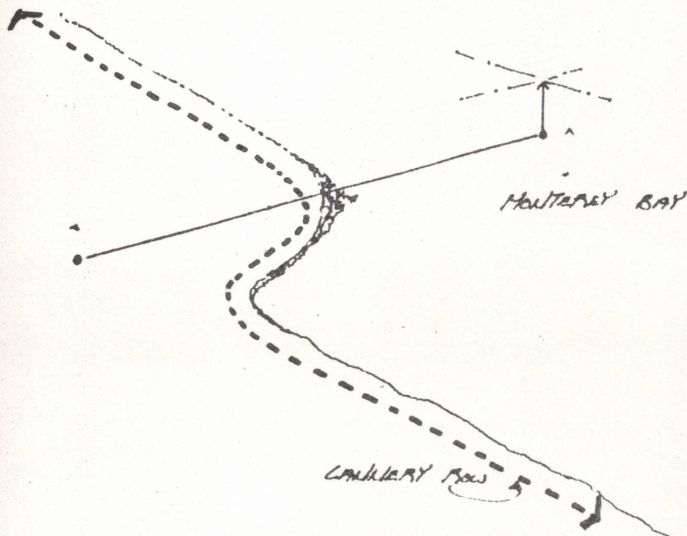
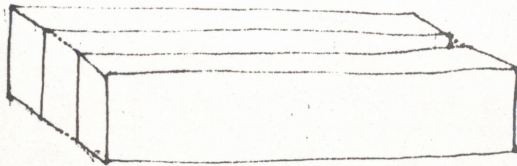
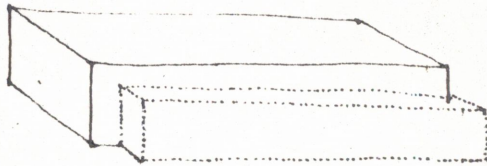
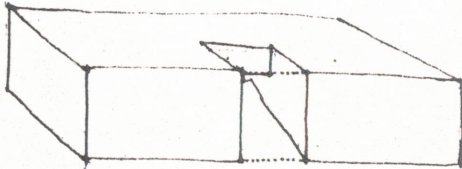
MONTEREY BAY



LINEAR FORMS



CLUSTERED FORMS



THEORIES

An analysis of architectural theories is important for this project thesis in order to help understand and execute the conceptual studies. In summary, these are a list of some of the important theories explored within the studies;

* SPATIAL ORGANIZATIONS

Since much of the content of Cannery Row no longer exists, the need to add forms to the existing must be accommodated. This can be done successfully, provided that the component forms are related to one another in a coherent and close-knit manner.

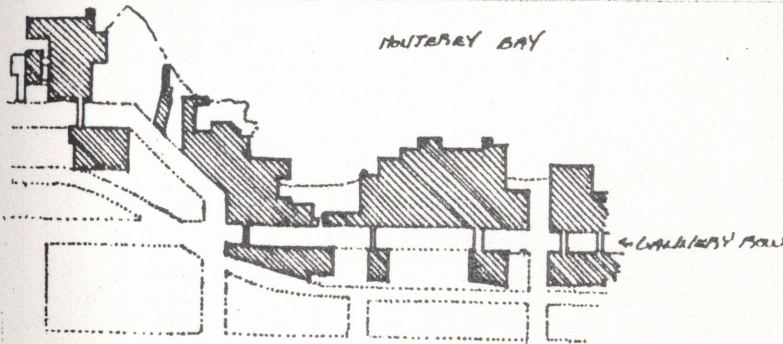
- This relationship(s) of additive forms applies to the past/existing characters of Cannery Row which are:

- 1) Linear forms: Forms arranged sequentially in a row.
- 2) Clustered forms: Forms that are grouped together by proximity or sharing of a common visual trait.

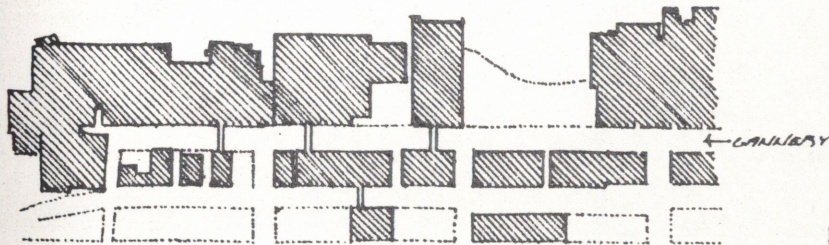
- Since the new use of Cannery Row contrasts with the old, the possibility of functions within the old context will dictate and transform some of the buildings dimensionally. This however should not be allowed if the formal identities of existing buildings are being sacrificed.

* Points which mark a position on the bay and shore. This point serves not only to draw a focus onto the bay, but also suggests an axis perpendicular to the line the 2 points create.

* Emphasizing the distinct regularity of the existing building while creating new forms and spaces. This requires the careful use of adding, subtracting and dimensional transformation of elements.

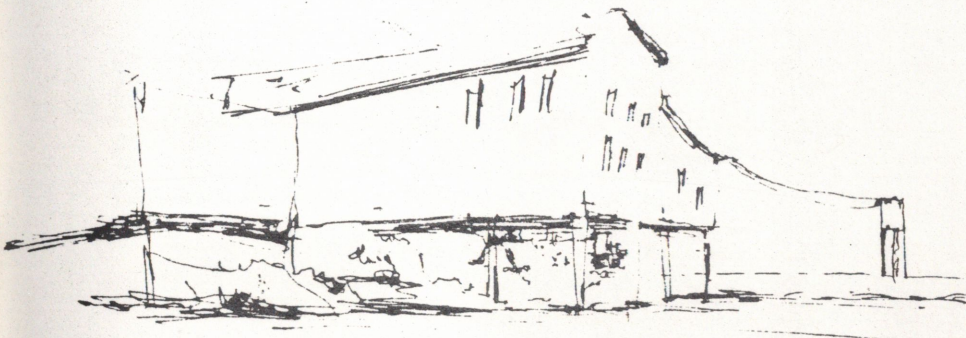


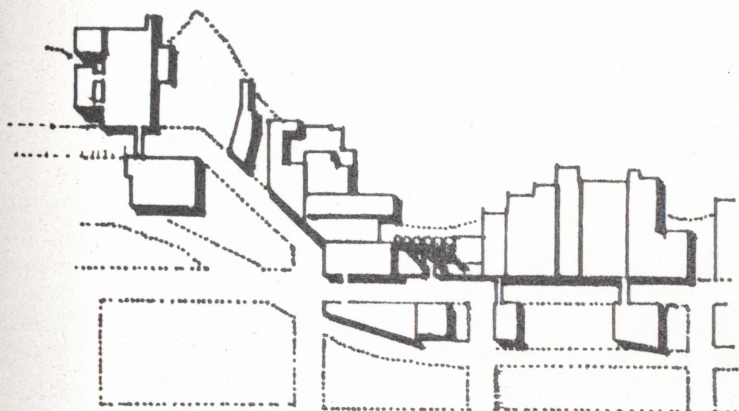
- It is very recognizable that the existing buildings seem to adapt readily to subtractive treatment. They will retain their formal identities well if their volumes are removed without deteriorating their edges, corners, and overall profile. The main catalyst for using the subtractive transformation of forms would be to create defined entrance(s) from the walled street side of the building and to allow the shoreline path its freedom to penetrate through the building(s).



* Form and Space: One of the prevalent characteristics of Cannery Row was the overall composition of form and space created by the industrial buildings and their juxtaposition to; each other, the shoreline and the streets they were adjacent to. This particular composition of positive and negative spaces is very perceivably an interpretation of positive, (building, forms) over negative (open) spaces. For example:

- Building forms over streetscape creating the "walled street" which was prevalent along Cannery Row.
- Building forms over shoreline creating the feeling of a "covered over" or "lost essence" of the shore's natural beauty.
- Building forms over open space creating some unsightly and useless pieces of land parcels.
- Walls over undefined window openings.





* Because of the commercial aspects involved in creating a new use for Cannery Row, some direct and specific intentions to utilize the symbolic relationships of form and space must be examined. These being;

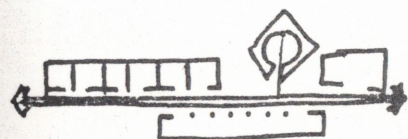
- . To perceive an attempt to allow more negative (openings) over positive elements in order to accommodate circulation, gathering and visual spaces. These are essential to a successful mixed use development.
- . To articulate the ground plane on various levels of the site.

* FORM

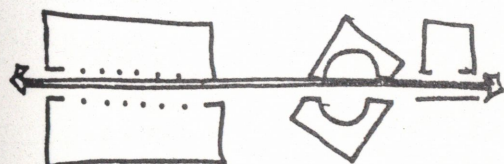
Another characteristic of old Cannery Row is the form of the buildings and the form(s) the buildings make among each other. Because of the rich sardine industry which was the life-blood of Monterey at the time, the buildings along Cannery Row had their form dictated by their industrial function. No attempt was made by the individual canning companies to address their buildings except at the street level along Cannery Row. This was done by the use of very simple facades and material changes. On shore, no distinct architectural interpretation is likely to be drawn from any one cannery building. However, because of the enormous number of individual canneries along the length of Cannery Row, some very distinct form organizations can be perceived. These are linear forms and clustered forms.

* Path and path space relationships

- . Pass by spaces
 - . The integrity of spaces is maintained.
 - . Configuration of path is flexible.
 - . Mediating spaces can be used.
- . Pass through spaces
 - . Path through a space axially, obliquely, or along its edge.
 - . In cutting through the space, the path creates patterns of rest and movement within it.



PASS BY
SPACES



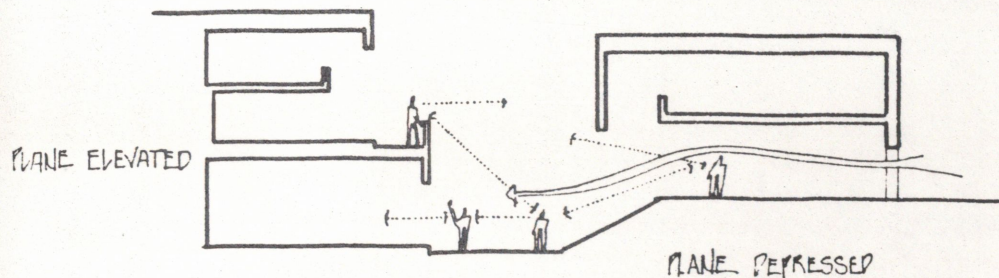
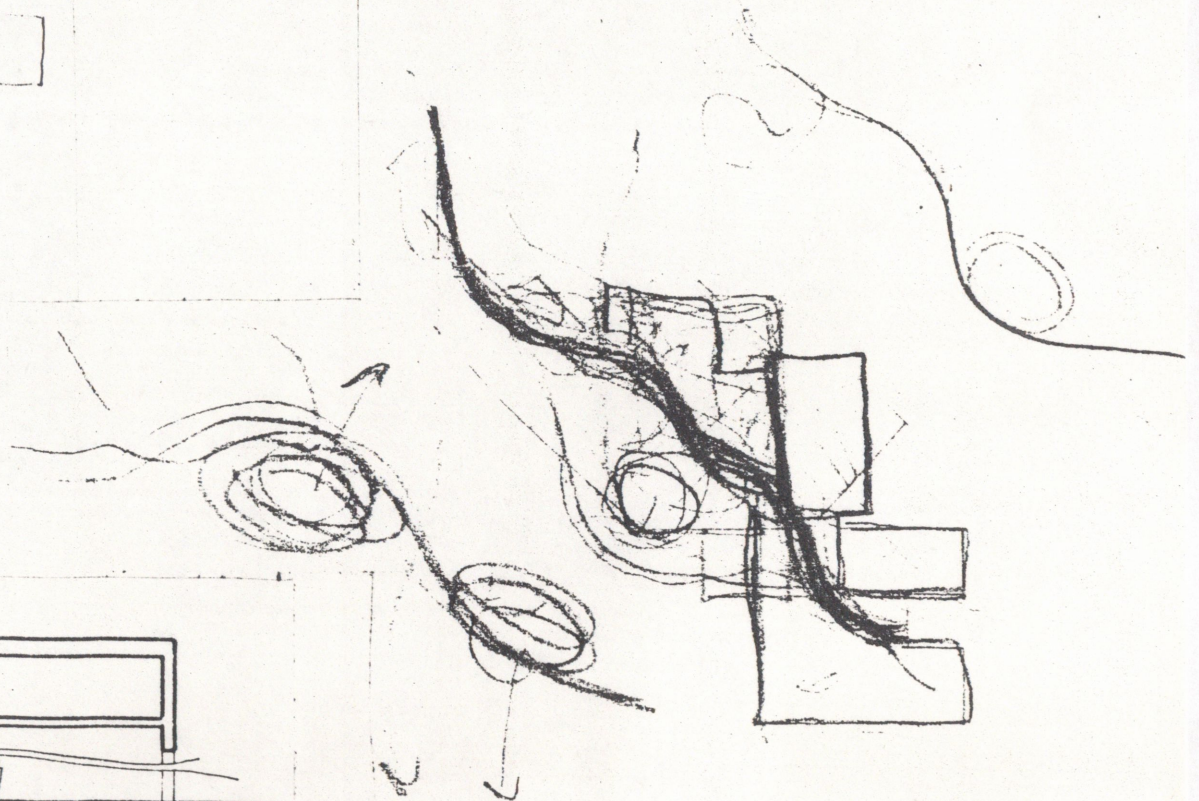
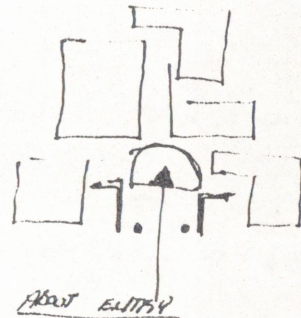
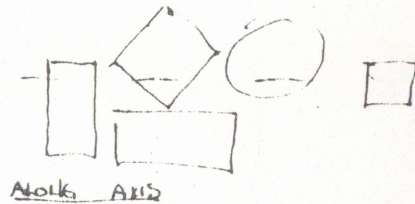
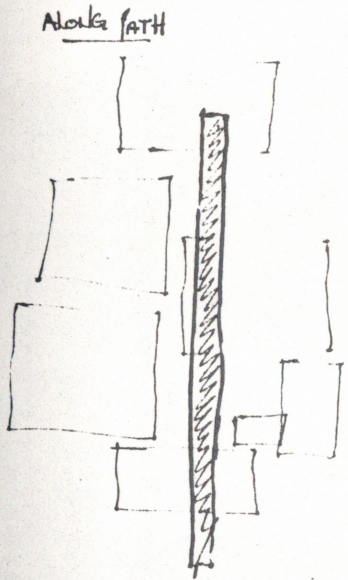
PASS THROUGH
SPACES

* Utilization of the form of the path in order to encourage different types of movement.

- . Widening it accommodates more traffic and creates spaces for pausing, resting and/or viewing.
- . Narrowing it encourages movement.

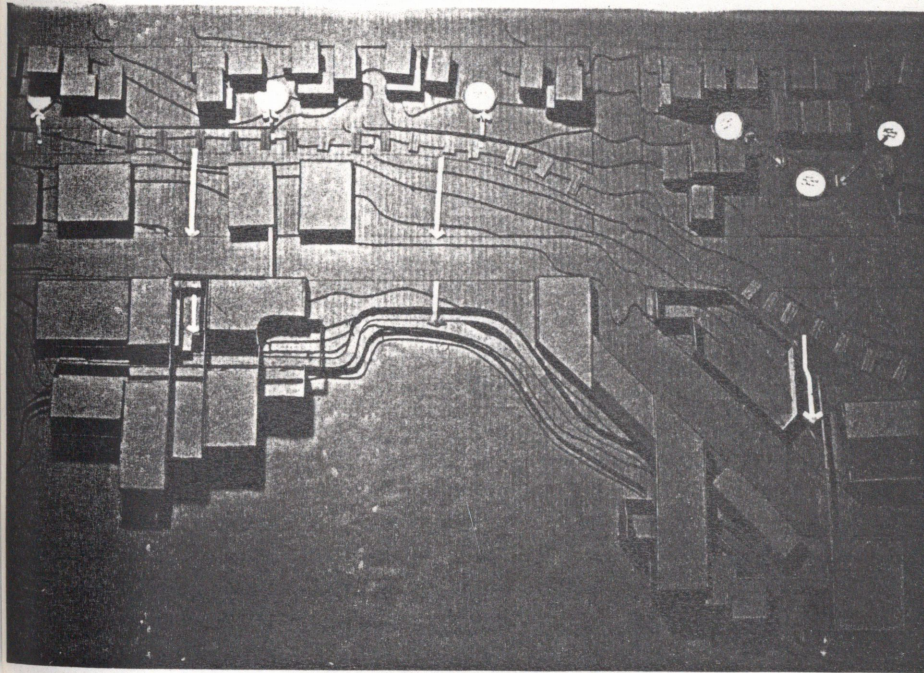
* Variety of circulation spaces in order to accommodate level changes and reinforce the path of movement.

* Using the datum ordering principles which utilize a reference element (path), and along other elements to form a composition around it.



SCHEME #1

The first scheme attempted to address the proposed development with the existing city's infrastructure in mind. The following goals and concepts are predominant within this schematic proposal.



- . Residents use transitional paths that link with the linear path which in turn transcends onto Cannery Row.
- . Attempting to define the commercial node within the existing group of linear buildings.
- . Opening up a major vista through Cannery Row and onto the bay.
- . Attempting to define a major vehicular entrance on Drake Avenue by proposing major parking structures on each side of the street.
- . Introducing a shoreline path which runs the entire length of Cannery Row. This path is allowed to pass through the buildings at a lower elevation than what exists at the street level. This helps to create interest within the development and to draw people onto the shoreline.
- . Emphasizing the walled street character which existed on Cannery Row.
- . Introducing overhead bridges which link buildings from one side of street to the other. This is attempting to relate back historically to when conveyor belts linked overhead on Cannery Row.

FOLAS

POSSIBLE SOLUTION:
FISHING PIER

Scheme one

SHORELINE PATH

VIEW

VIEW

VIEW

LOBBY

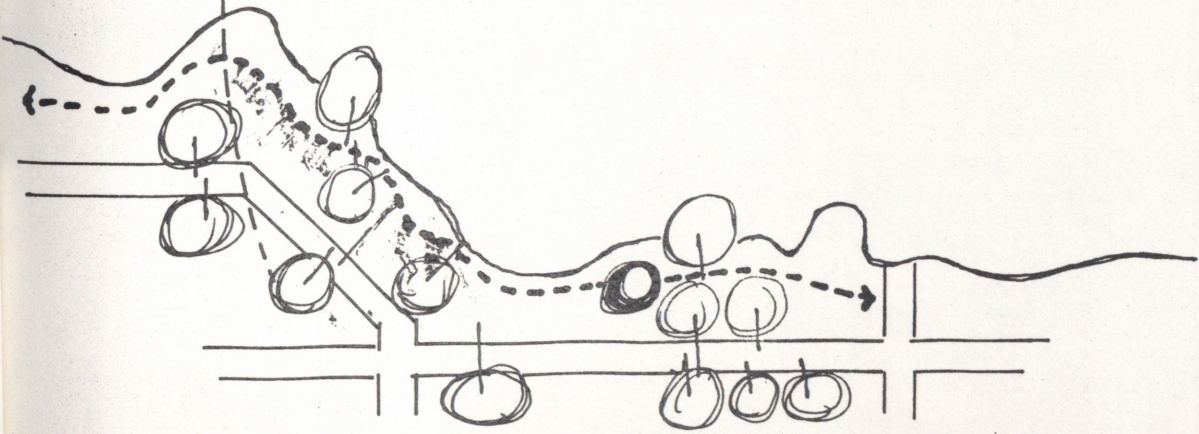
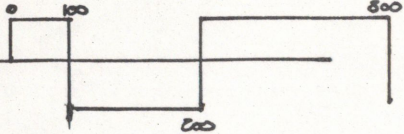
SHORELINE PATH

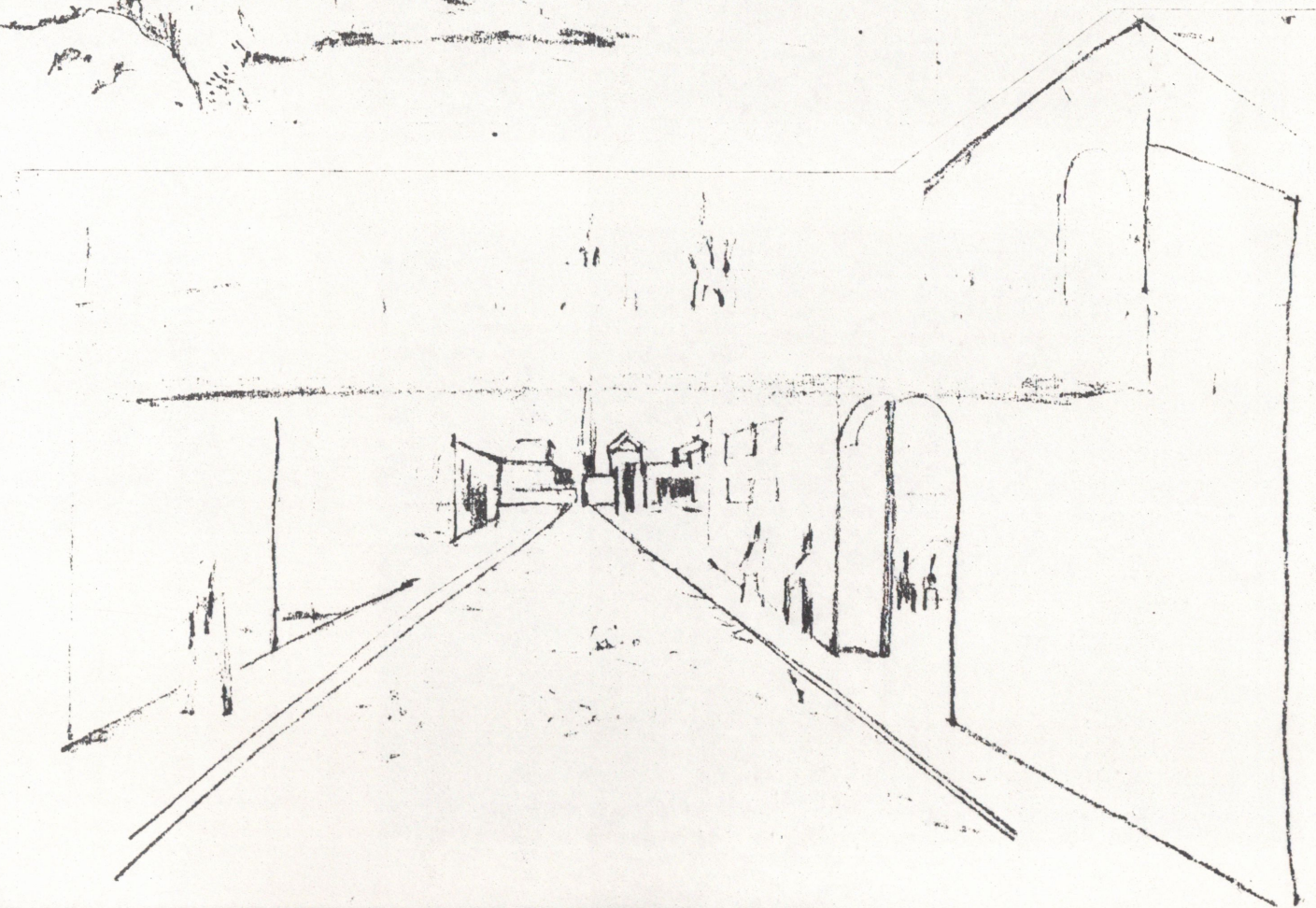
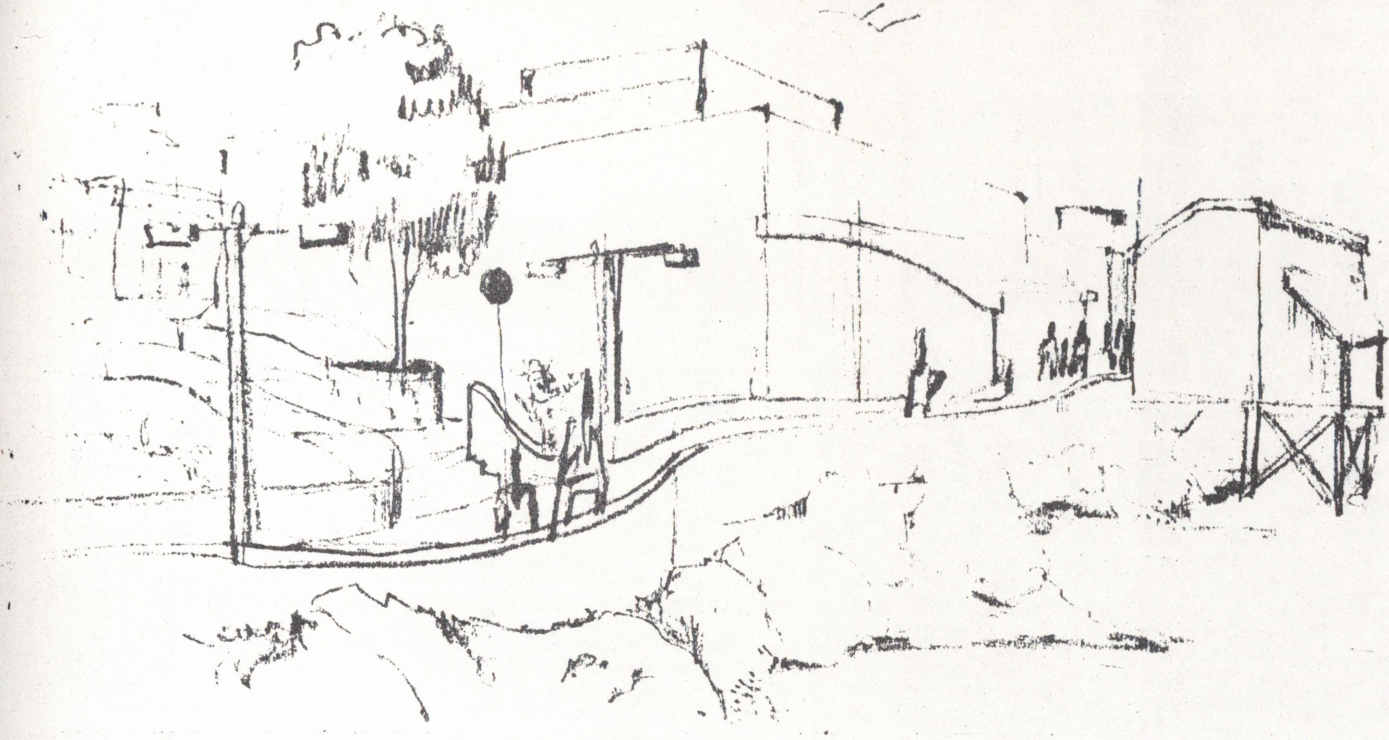
OPEN AREA

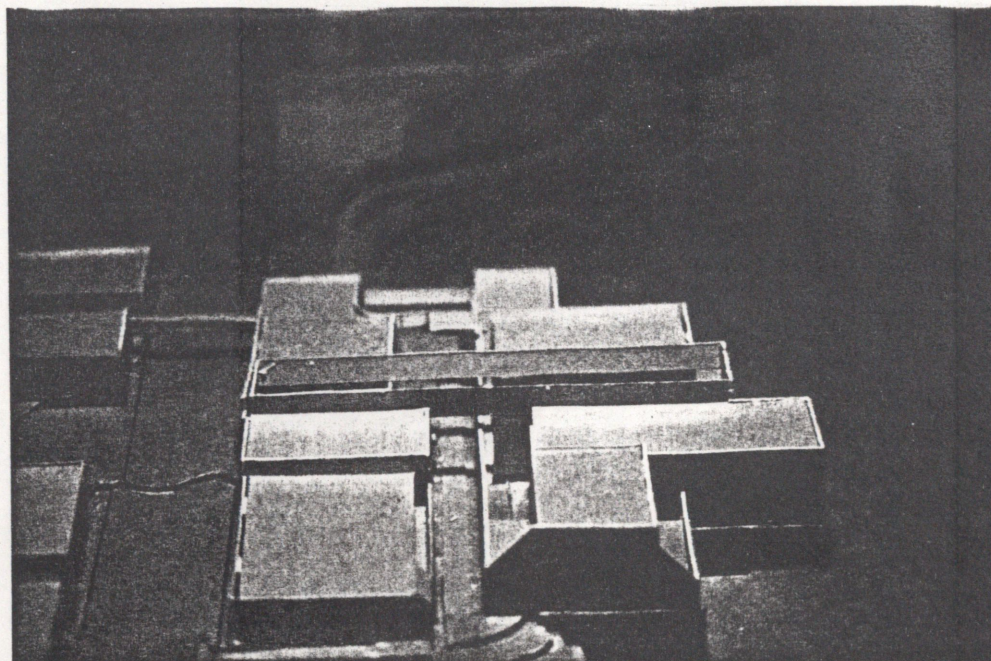
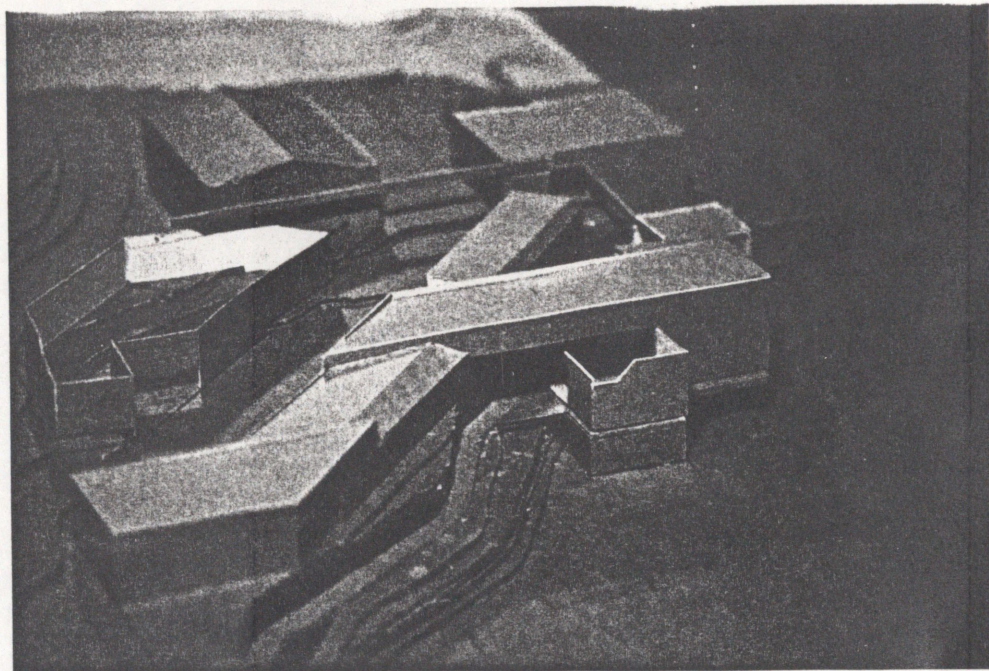
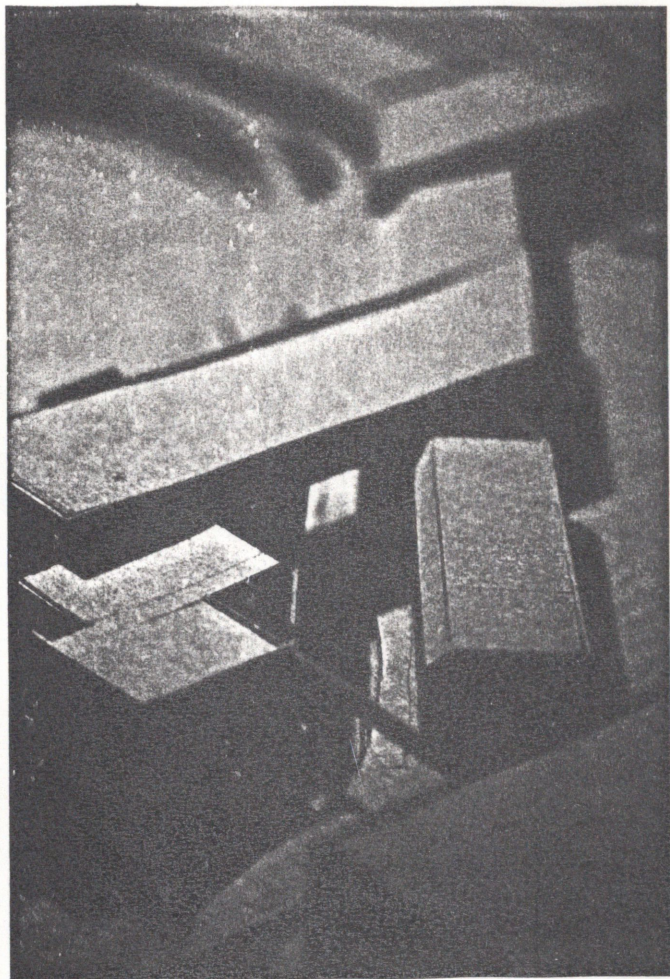
STREET FRONT / CHARACTER

HOUSING

HOUSING



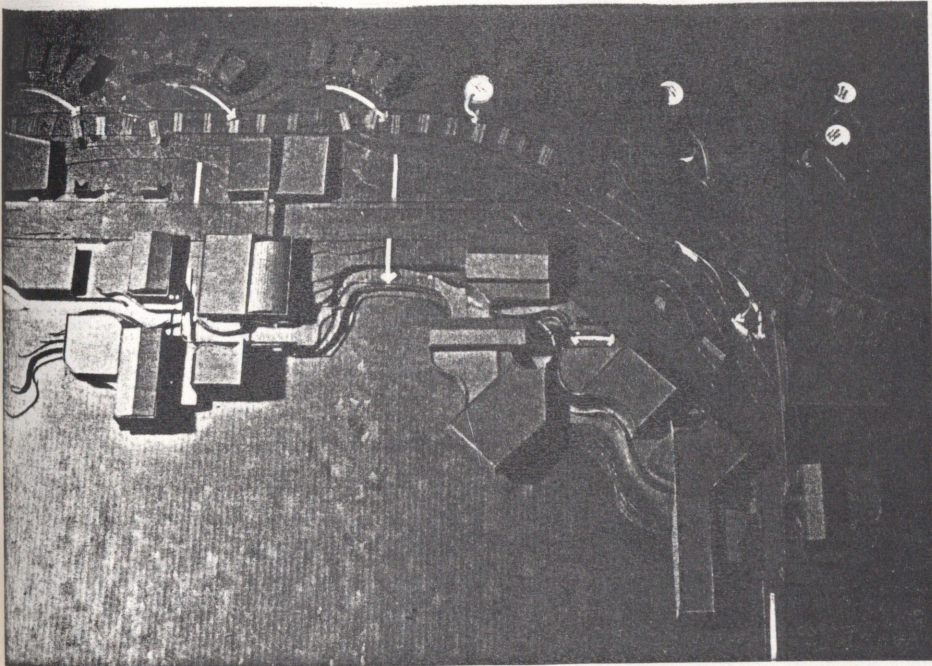




SCHEME #2

The second proposal attempted to develop the area with the same goals and concepts in mind as the first proposal. However, the shoreline path which was first introduced in the initial proposal is given more precedence than before. This changed areas of the development considerably, both visually and conceptually. The following lists areas which underwent this change.

- . The shoreline path was given the freedom to move along the coastal edge in a serpentine manner in order to emphasize movement.
- . The shoreline path helped introduce a free-form character to the buildings along the coastal edge, but maintaining the rigid walled street edge along Cannery Row.
- . Residential housing is now focusing on an open plaza area on the corner of Drake and Cannery Row, emphasizing a point which links across onto the fishing pier.
- . Attempting to show the relationships of clustered forms and linear forms.



POINTS MARK FOCUS IN SPACE. DEFINE LINES OF ORDER

FISHING PIER

Scheme two

Rocky Coast

FORM ORIGINALLY EXISTED

SHORELINE PATH

CLUSTER FORM

LINEAR FORMS

LOW PARK

PARKING DECK

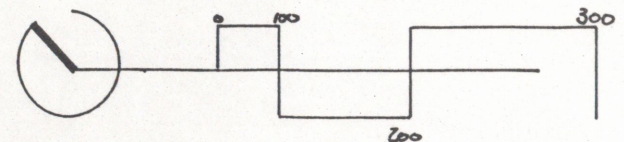
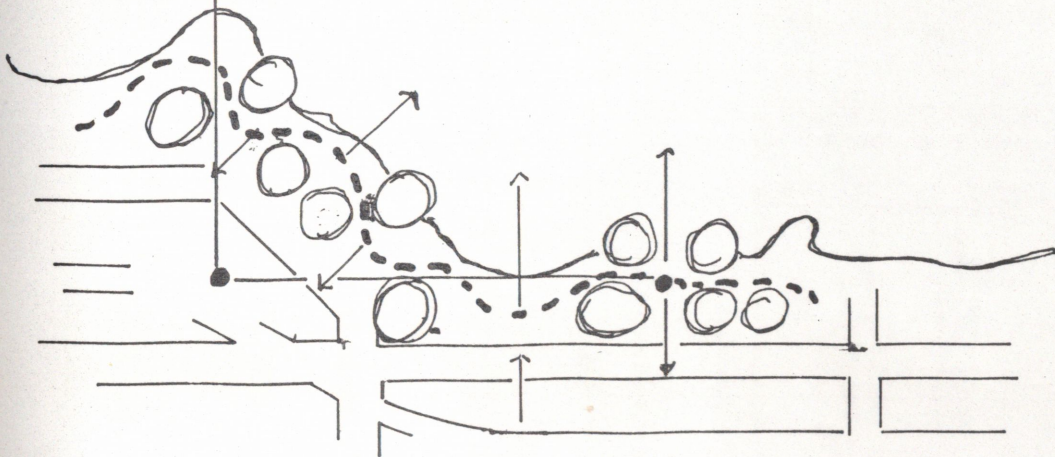
OPEN TO DAY

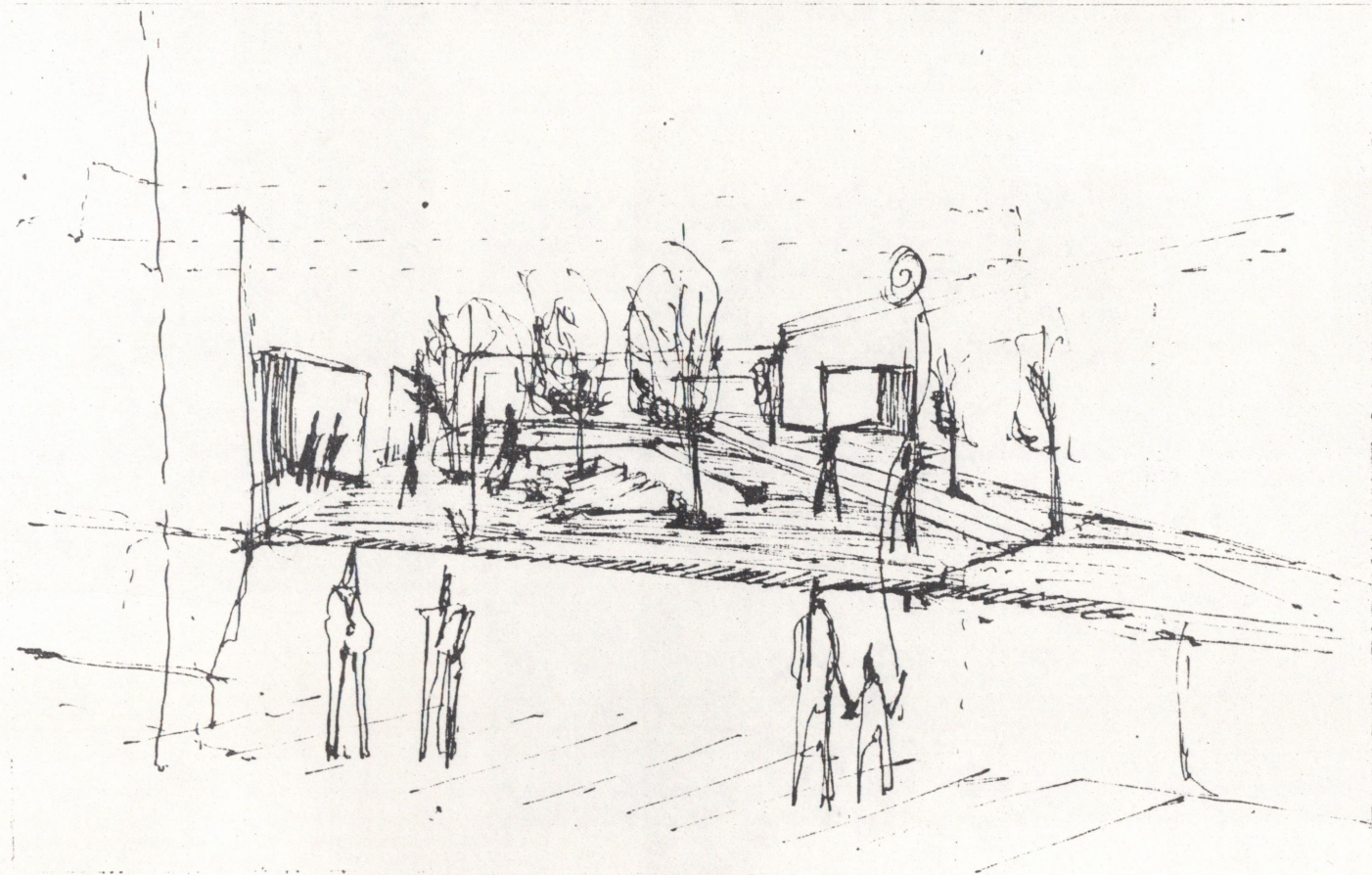
STREET FRONT CHARACTER

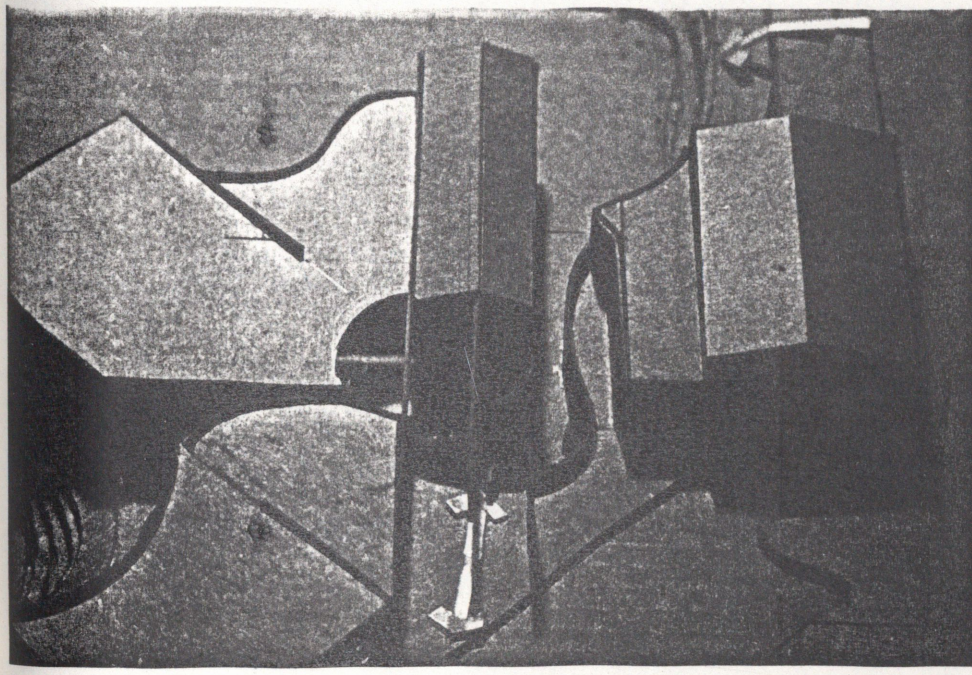
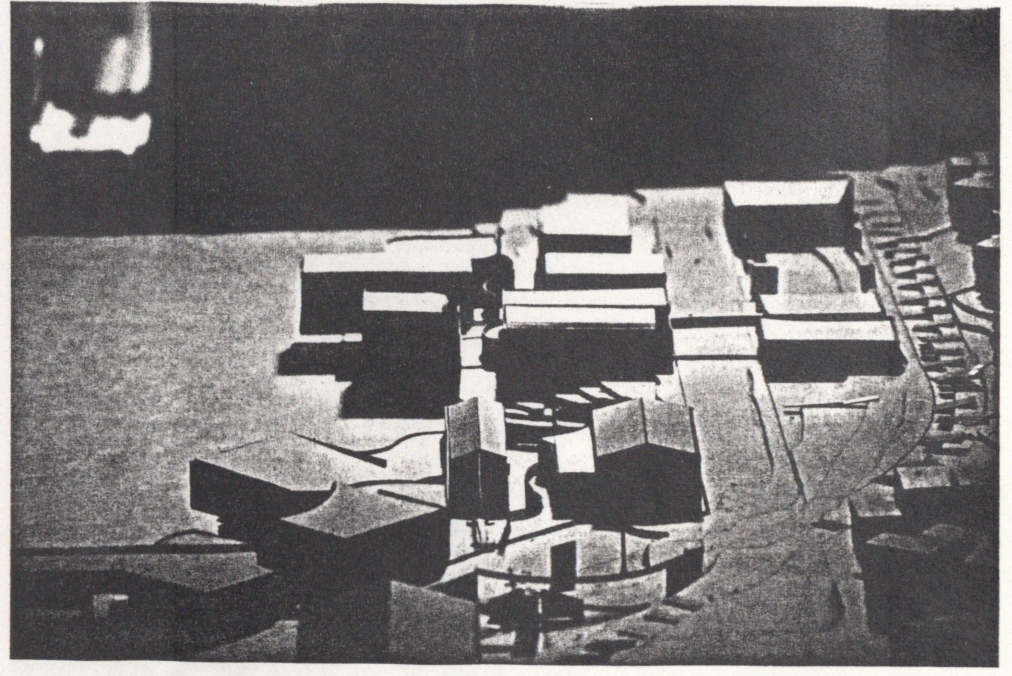
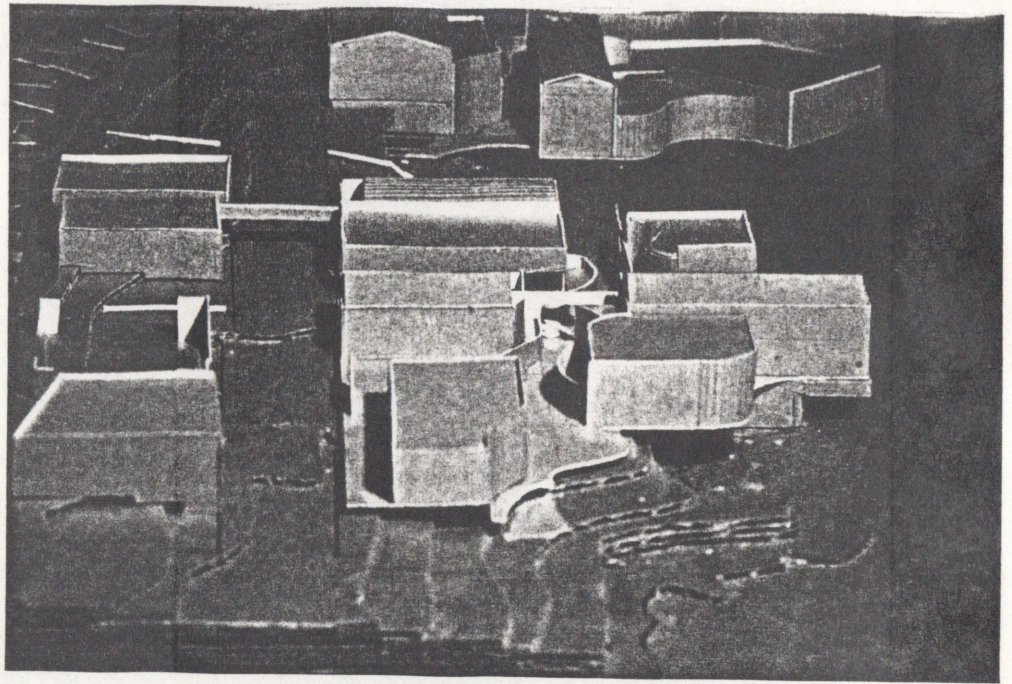
Park

LOW PARK

HOUSING FOLDS ONTO OPEN PLAZA AREA



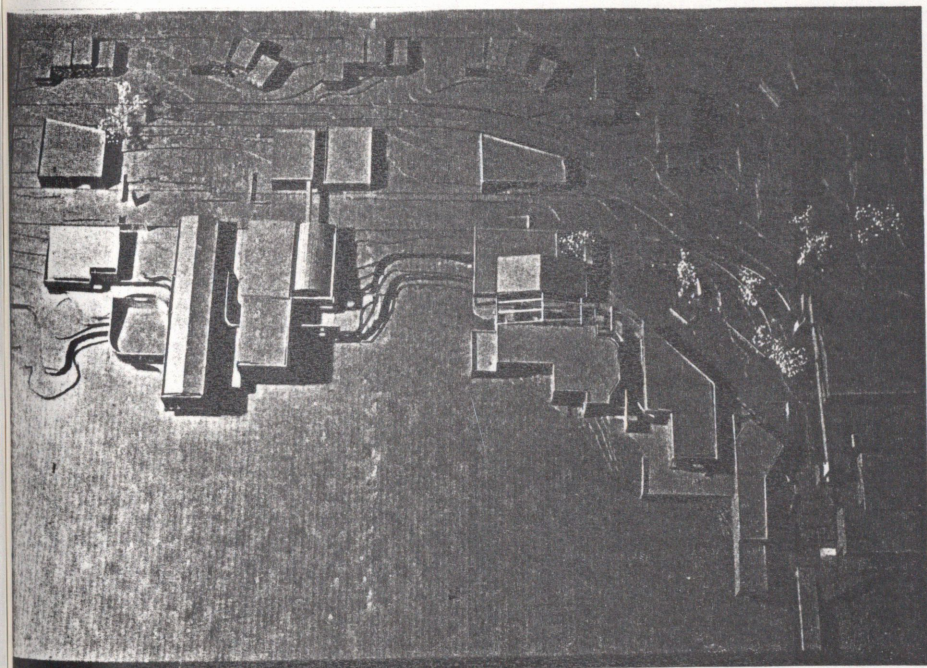




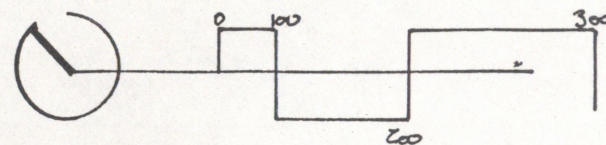
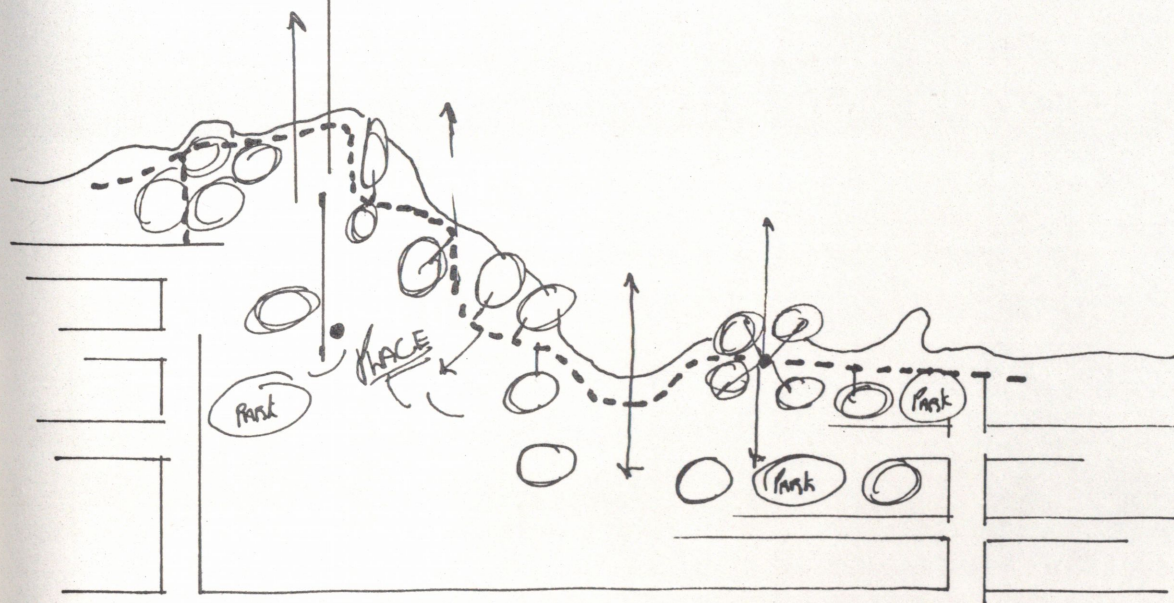
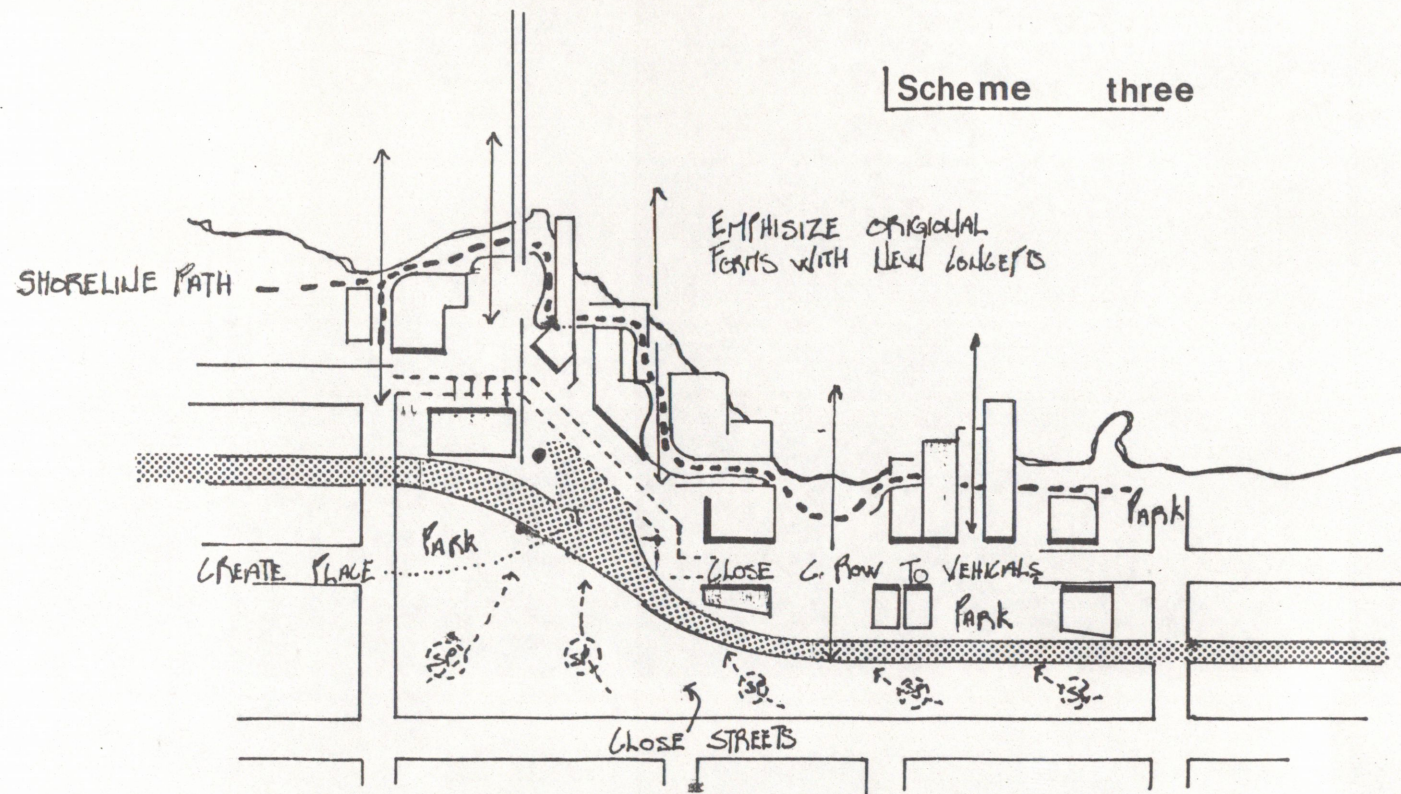
SCHEME #3

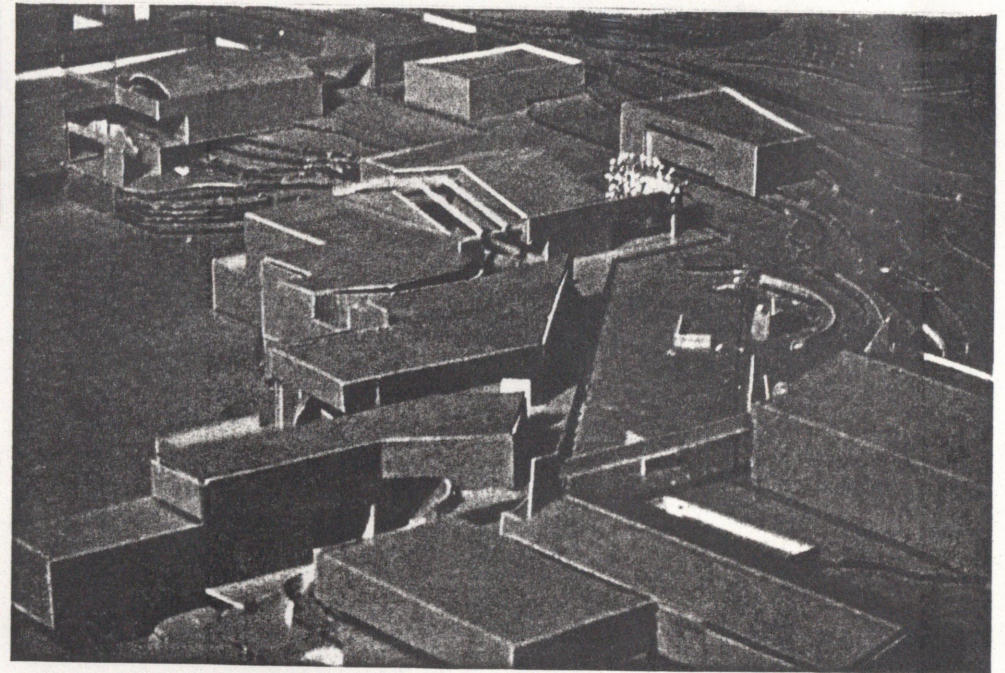
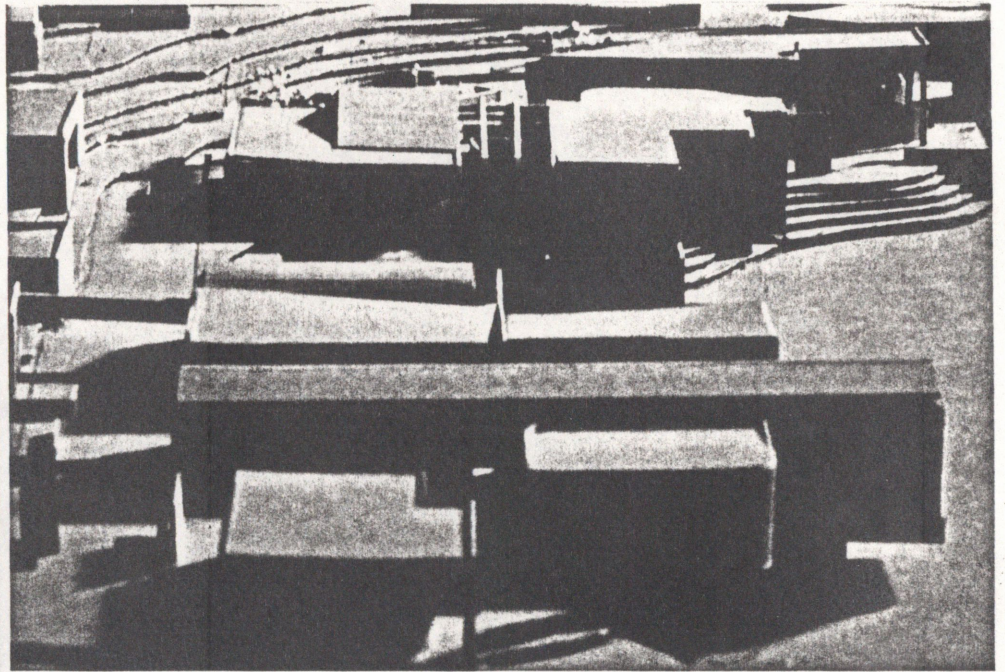
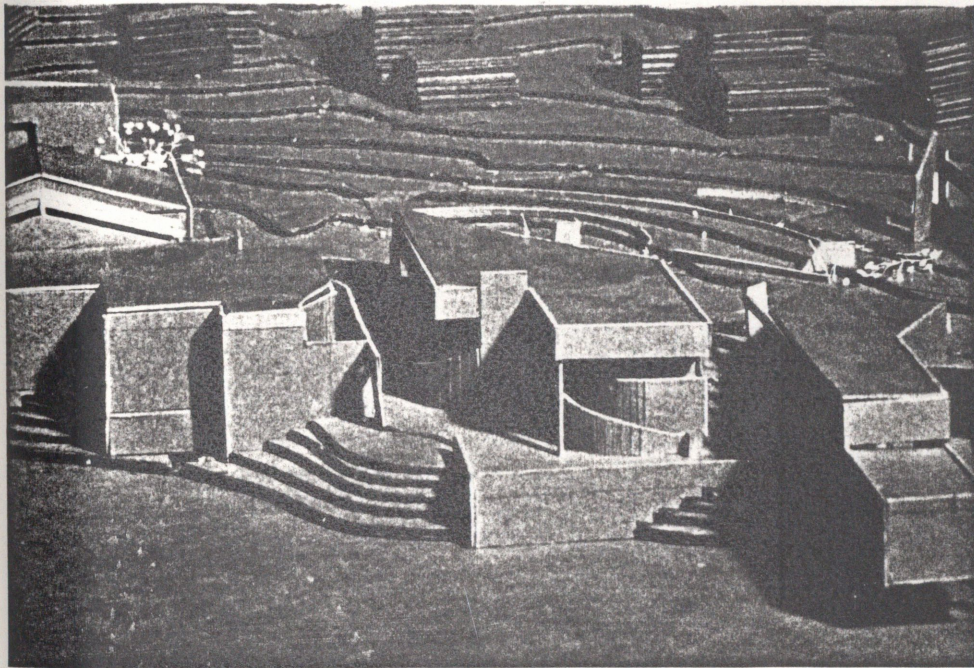
The third scheme addressed the difficulty of the intersection at Drake, Wave and Cannery Row Street. The solution introduced was to close off traffic on Drake and Wave, allowing the site to merge into a superblock. This gave the opportunity to propose a public green space on the site creating a place. Along with this the following measures were undertaken to accommodate and strengthen this initial concept of creating a place on Cannery Row.

- Parking structures eliminated, therefore spreading out the parking throughout the site.
- Allowing the linear park to flow into the public open space, therefore strengthening concept of following onto Cannery Row.
- Closing off public traffic on Cannery Row in order to introduce the possibility of a street mall along Cannery Row.
- Re-emphasizing original forms which existed along Cannery Row. However, allowing the freeform path to continue to pass through buildings.
- Strengthening open space with sculpture, open air theaters, benches and public bridge which links the Linear Path to the pier.

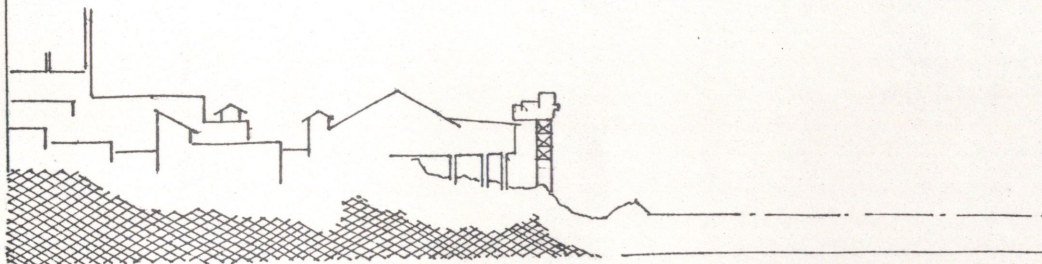


Scheme three





Final Solution/Project



With the aid of the three preliminary studies, a final solution of a housing/commercial development on Cannery Row can now be derived. The three preliminary schemes make it possible to explore goals and theories, therefore bring critical urban design issues into focus. The most important issues addressed in the final solution are as follows:

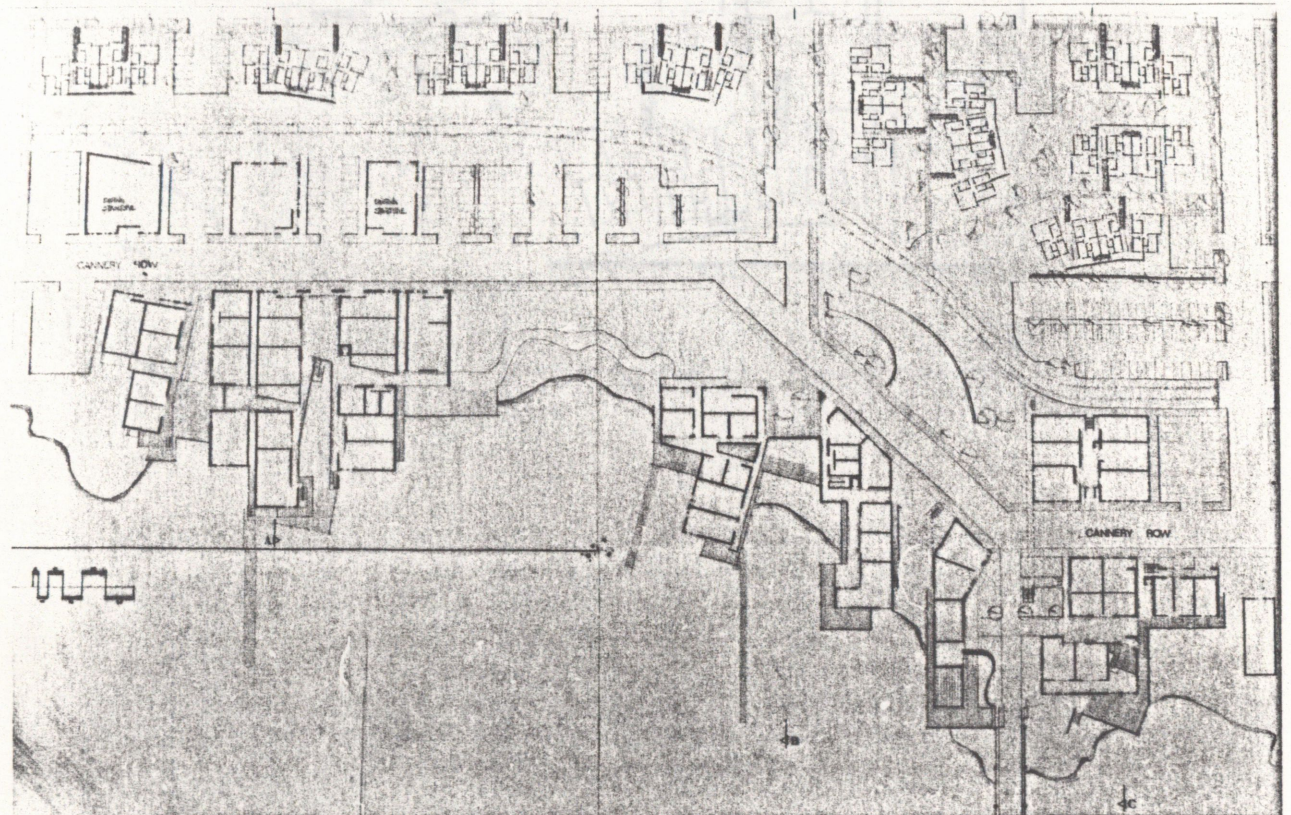
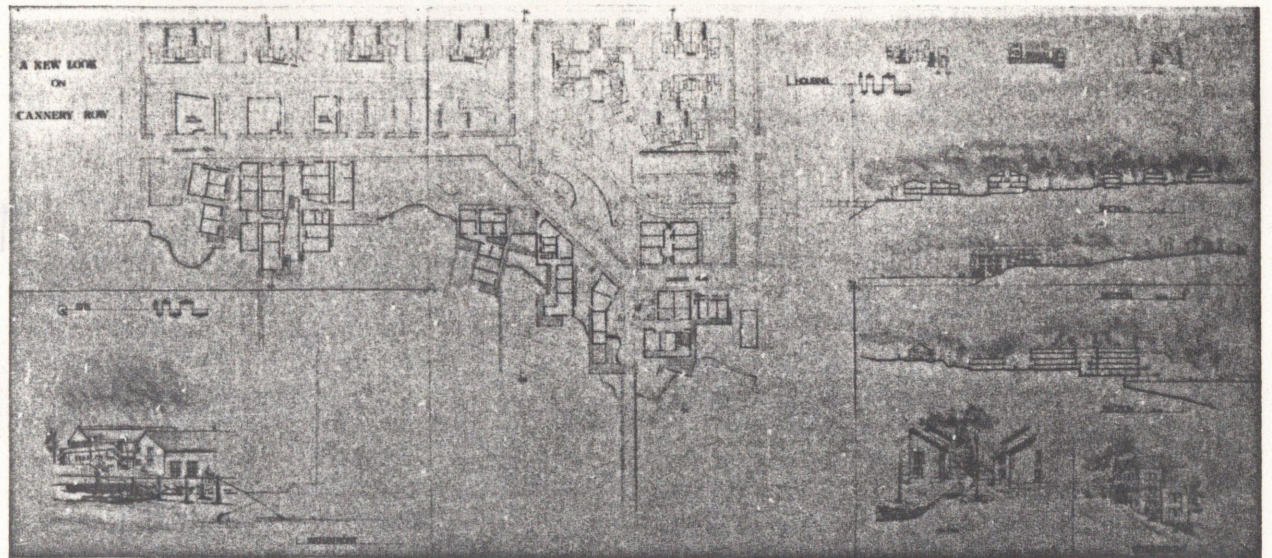
- . Housing;

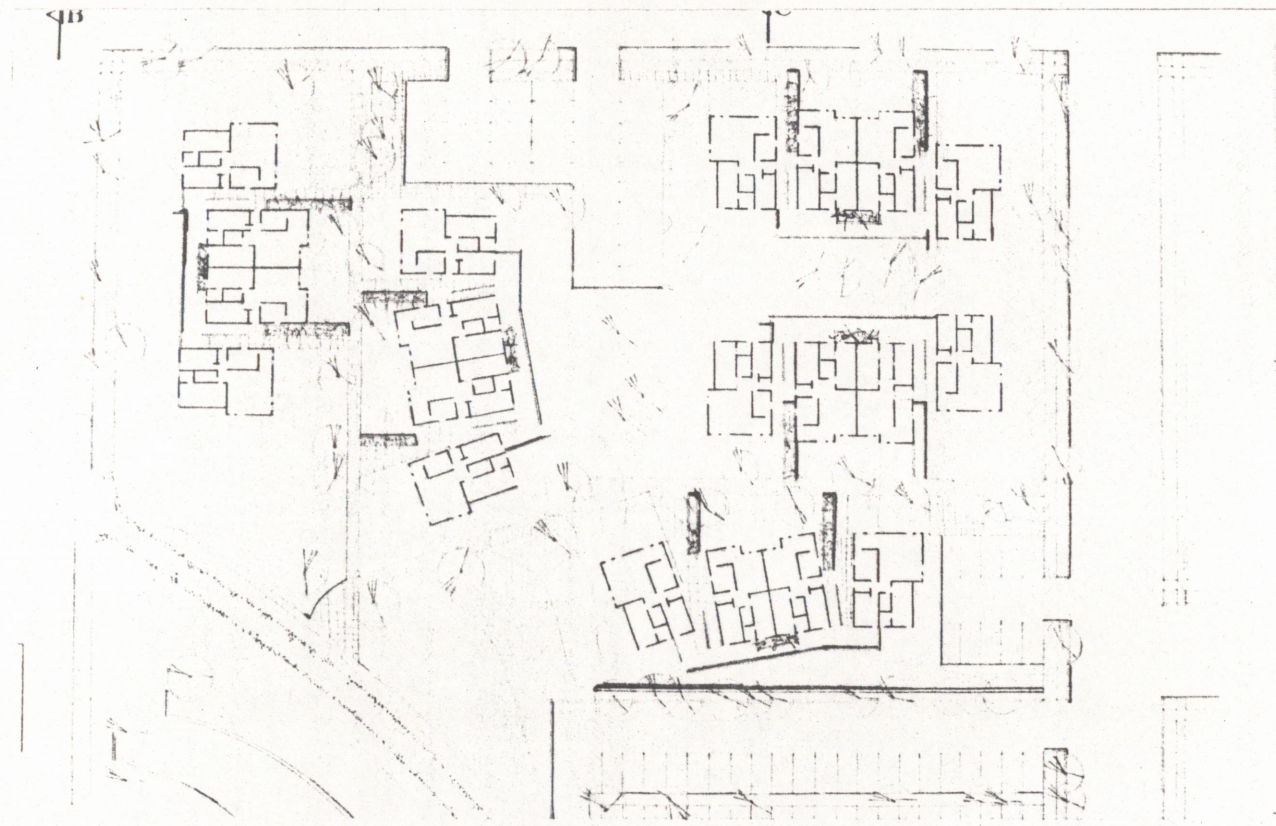
The density derived for the final proposal is 25 units per acre. This density allows for the maximum amount of housing while allowing for adequate on site parking facilities, open public space, semi-private/private space, and buffer zones. The design of the units allows for open plan living, efficiency, and variety. Site planning and housing design create a residential character and a variety of open spaces within this site. Each unit is no more than two levels in height allowing for a third bedroom loft in the roof rafters. this approach addresses the residential character and scale of the adjacent neighborhood edges.

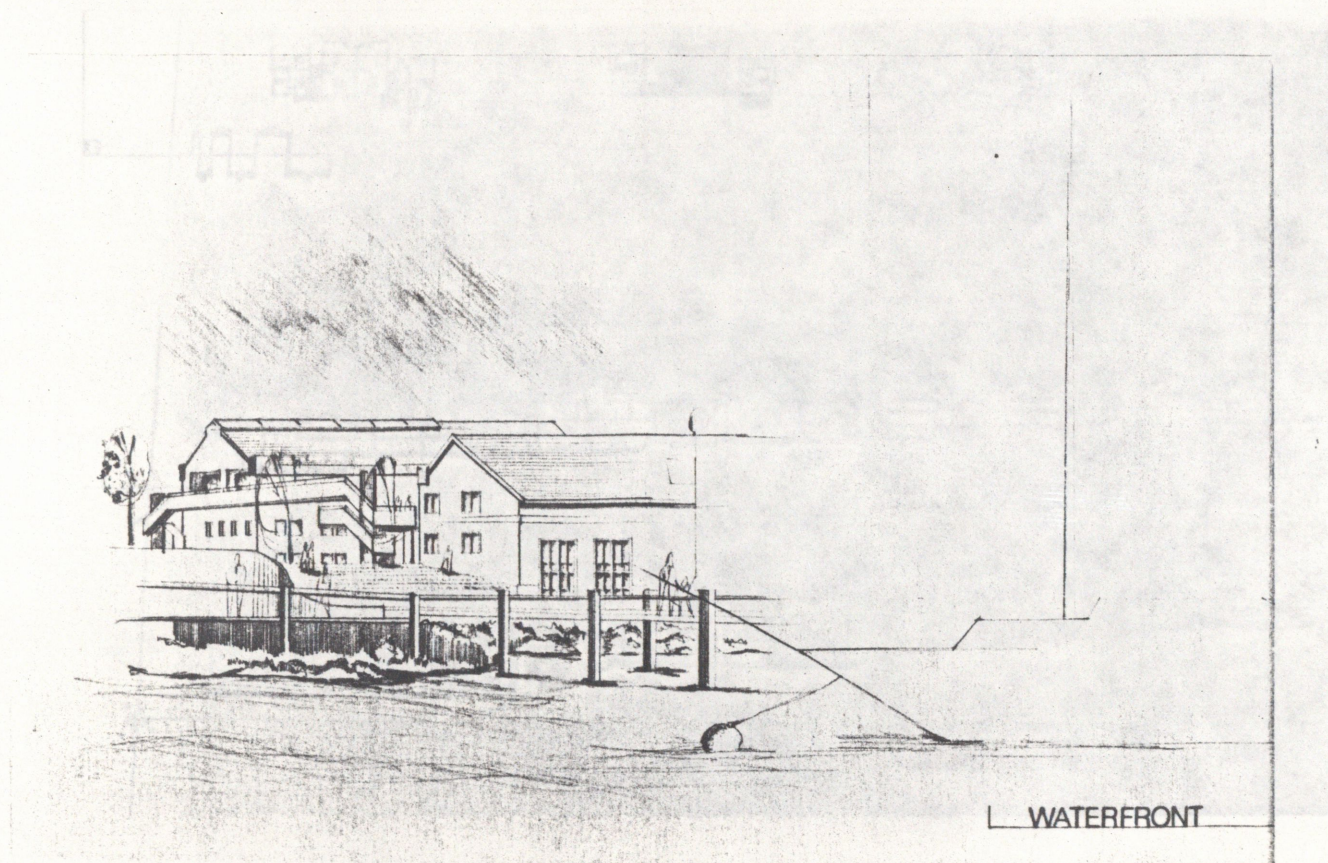
- . The corner of Drake Wave and Cannery Row allows traffic on Drake to continue north/south onto Cannery Row. However, traffic is discontinued on Wave east of McClellan Street. This allows traffic on Cannery Row to Flow east/west uninterrupted.
- . Overhead public walkways are used to connect commercial buildings on one side of Cannery Row to another. This element to development is reflective of the overhead conveyor belts which existed on Industrial Cannery Row.
- . The shoreline walkway which was used on all three schemes is still an element to the final proposal. However, it is addressed as a means of getting from one building to another. This is in contrast to the previous approach of using the walkway as a major pedestrian path which ran the entire length of Cannery Row.

- . The parking on Cannery Row is spread throughout the south length of cannery Row. However, open vistas are still provided for pedestrians on the linear park.
- . An open space is provided on the corner of Drake and Cannery Row to serve as a relief space within this particular urban environment. Its setting provides a major stairway onto an overhead walkway within a park setting.
- . The fishing pier extends 1200' onto the bay and is wide enough to accommodate limited vehicular traffic. A turn around point is provided at the end with a small bait shop.
- . The intent of the commercial building's design is to provide forms which direct themselves over the shoreline and onto the water. This allows specialty shops which relate to water activities to be in direct conjunction to the bay. Docks which extend further onto the bay provide a means for small pleasure craft to dock right next to the buildings. Larger craft are anchored further out on the bay at random. This approach is reflective of the waterfront activities which once existed on Cannery Row. Open space between the long buildings provide visual avenues which help to draw attention onto the waterfront activities.

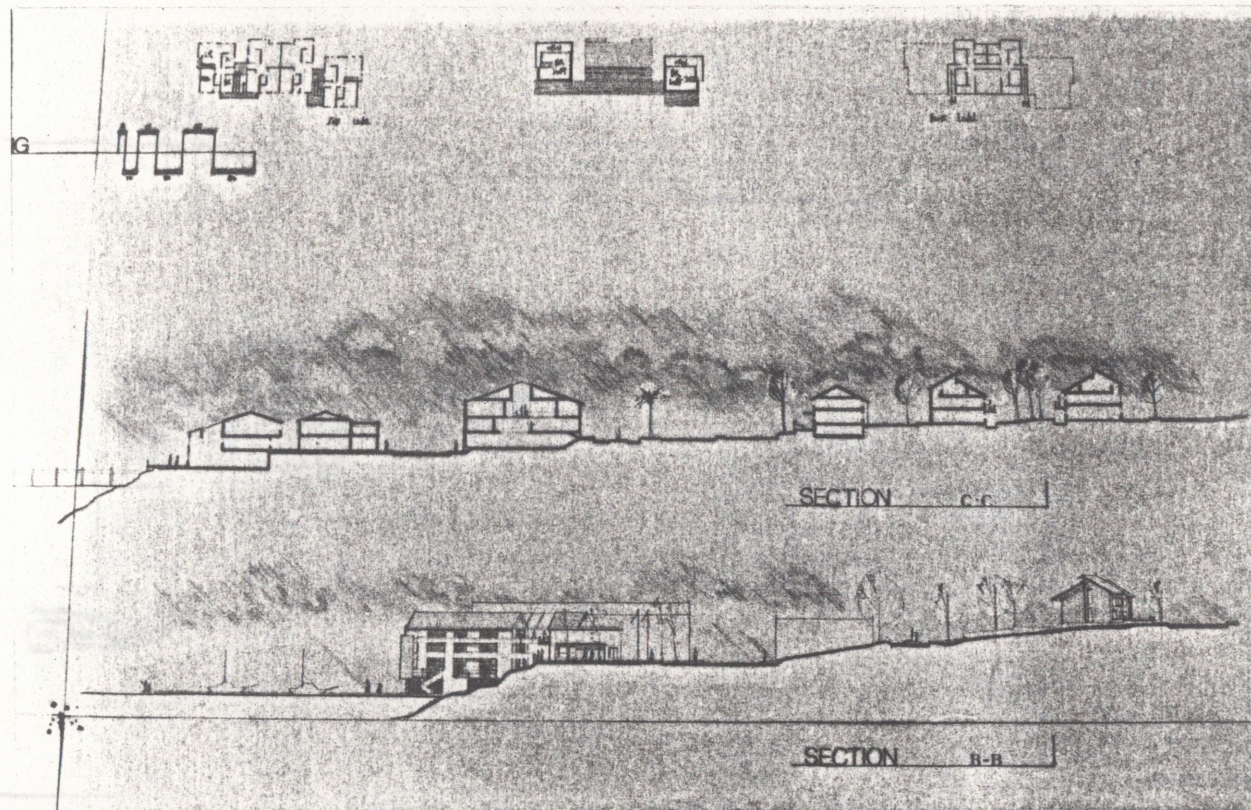
- . The public and emergency egresses are exposed on the outside of the buildings to provide visual elements to the waterfront side of the buildings. They also serve to help scale down the buildings.
- . The proposed waterfront character is to be reflective of the hustling activity which once existed on Historic Cannery Row. However, in contrast to this, the intent is to bring the public's interest to the waterfront as opposed to industrial Cannery Row which wanted the public attention away from the waterfront.
- . The proposed street front character of Cannery Row is to limit attention to the front facades of the building and accentuate openings and major entrances. This allows the public's east/west view of Cannery Row to be perceived as a straight forward expression of use. However, as the public continues along Cannery Row, the openings and visual avenues that the buildings create with one another draw the public's attention into and on the shoreline and its adjacent activities. Once inside the commercial buildings, the character becomes more interesting with open multilevels, grand staircases, large sky-lit open areas and colorful storefront awnings.
- . The linear park is approached by taking out the unused railroad tracks and rebuilding the balast which the tracks rested on. This provides a protective walking surface for pedestrians and is reflective of the railroad which was important to the lifestyle of industrial Cannery Row.

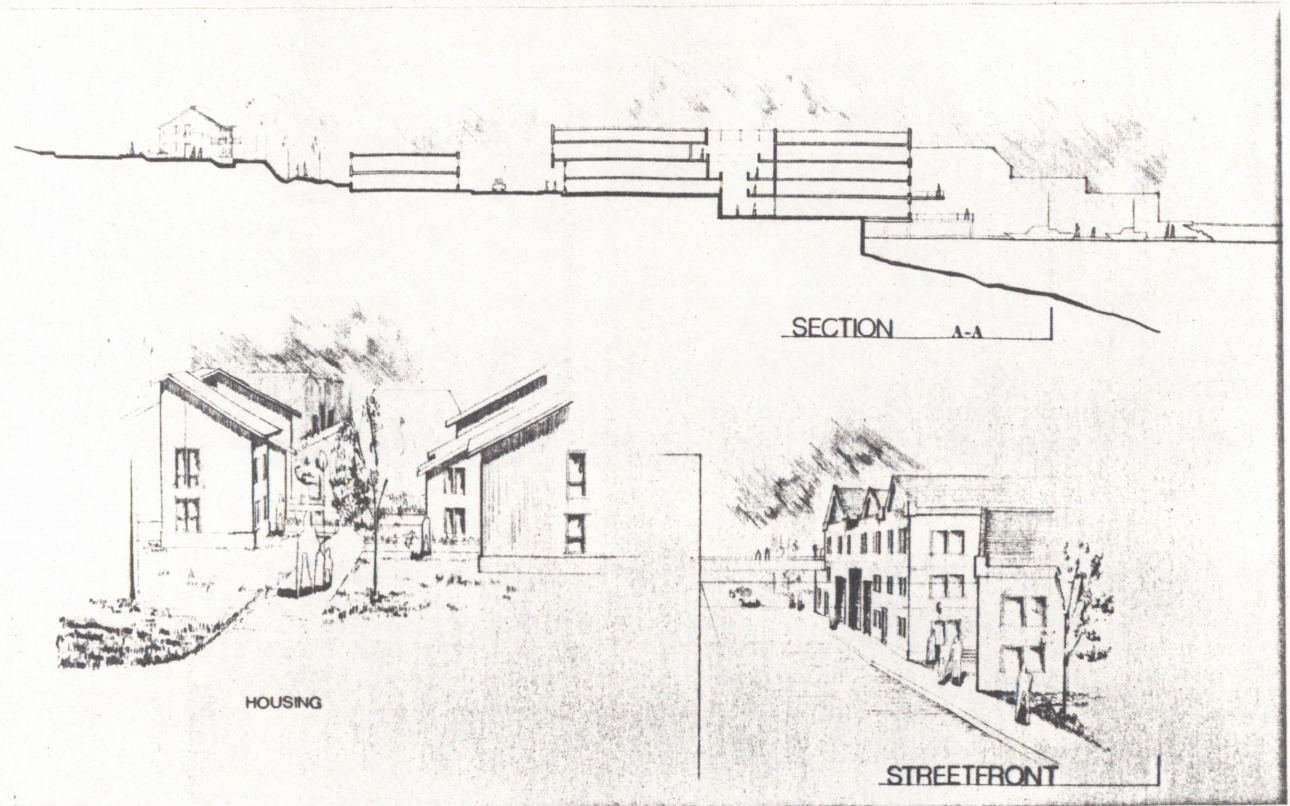


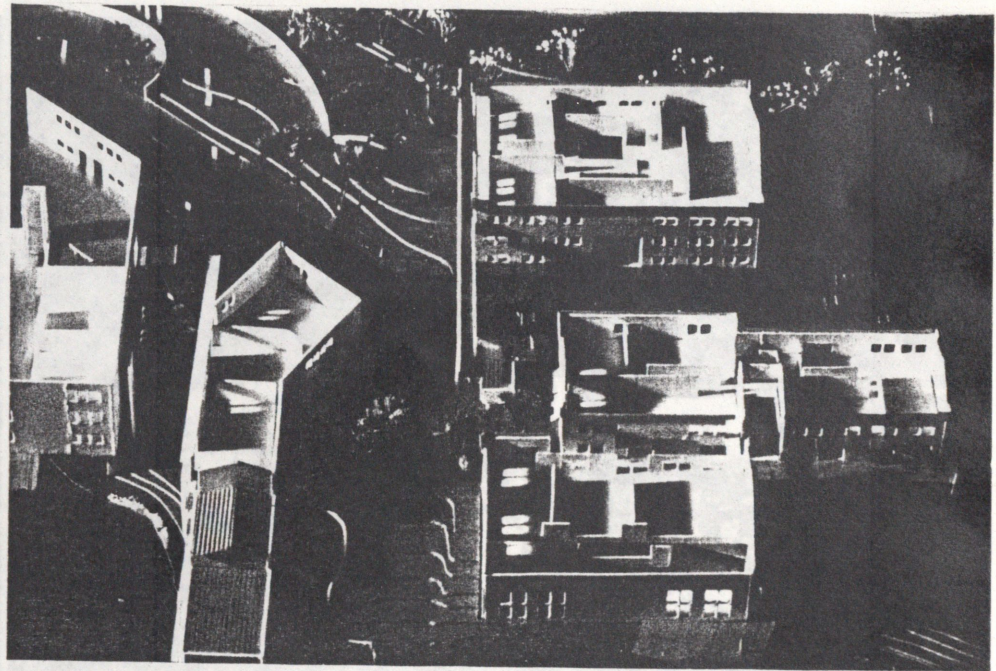
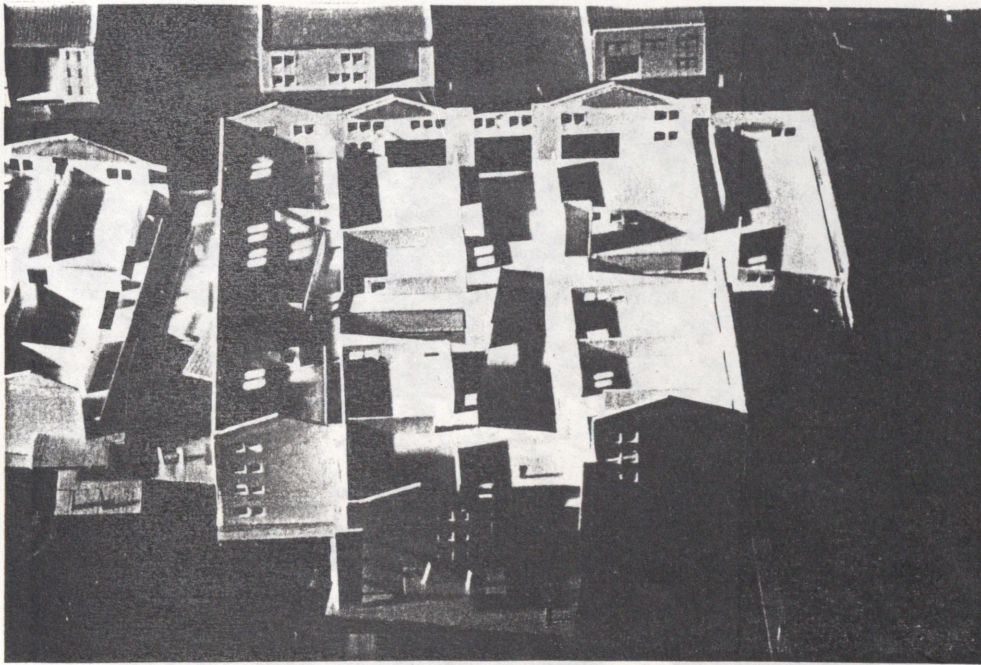
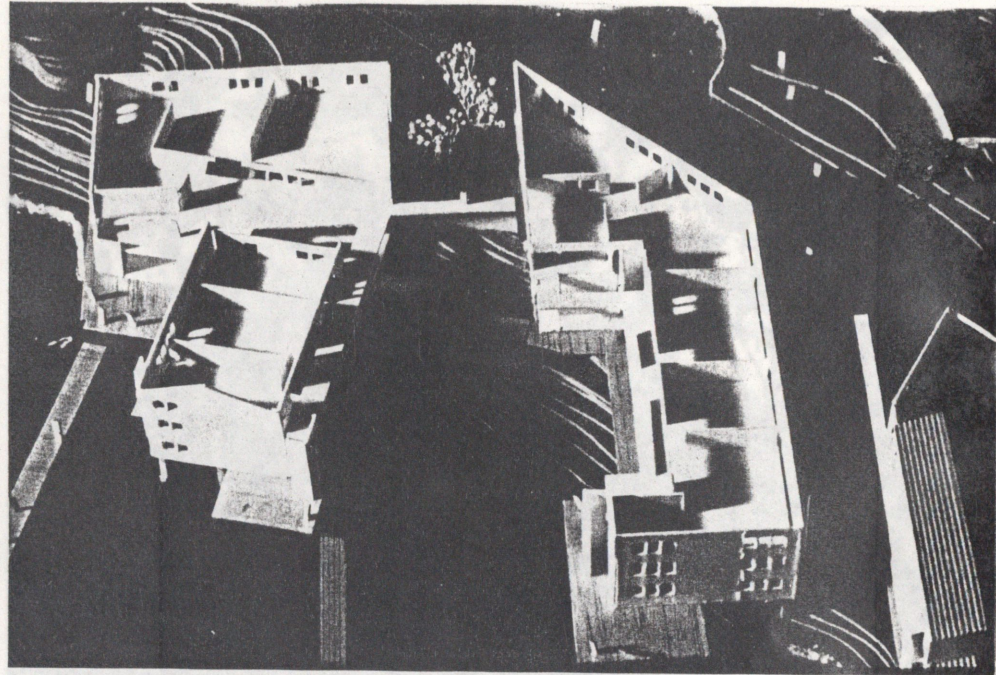
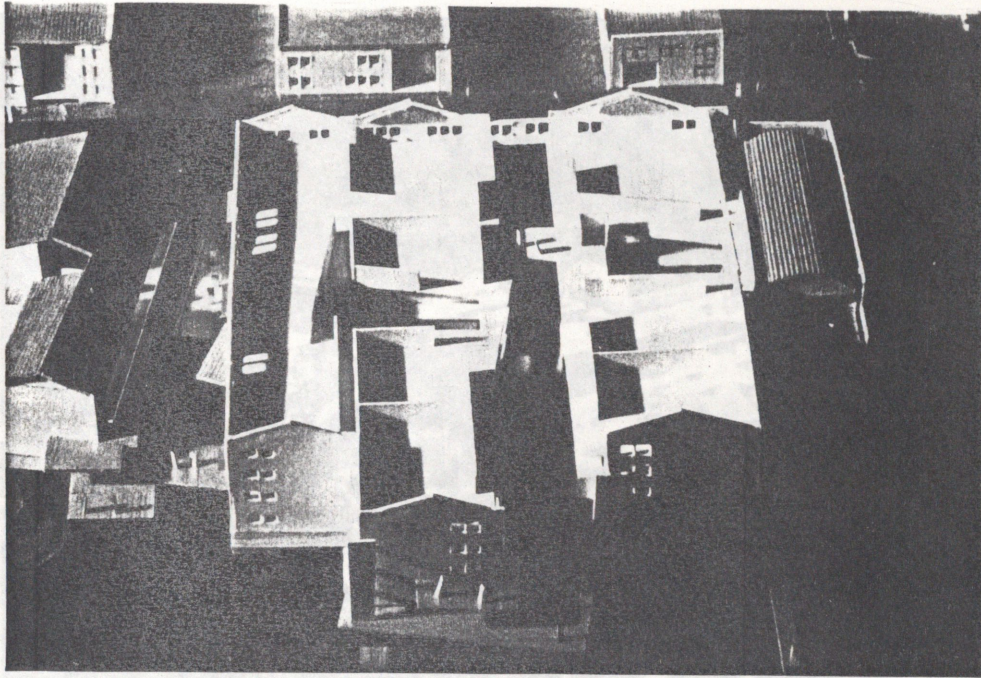


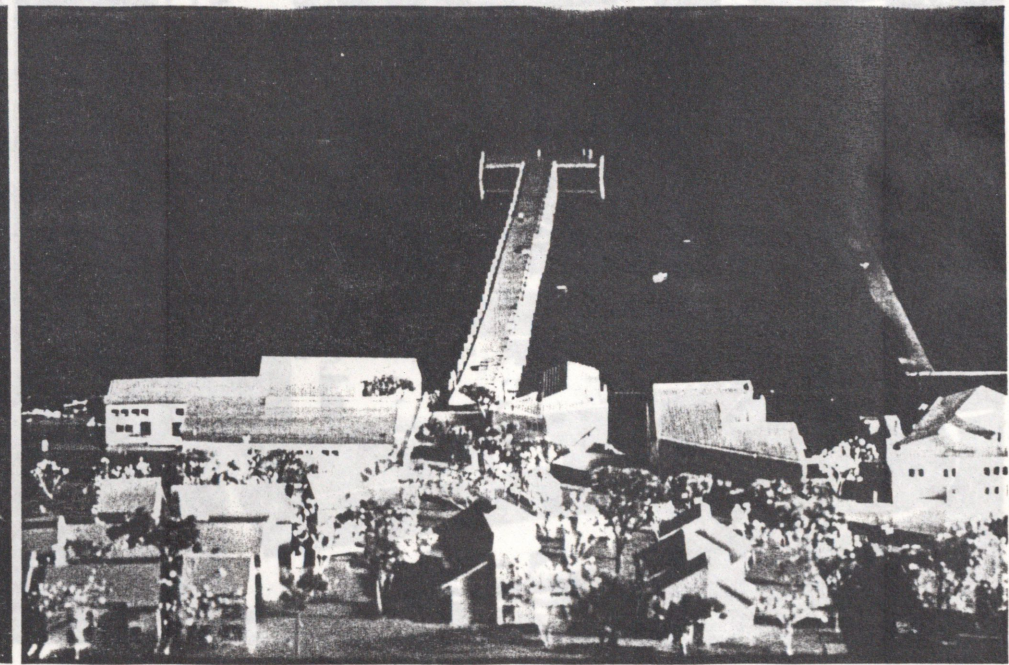
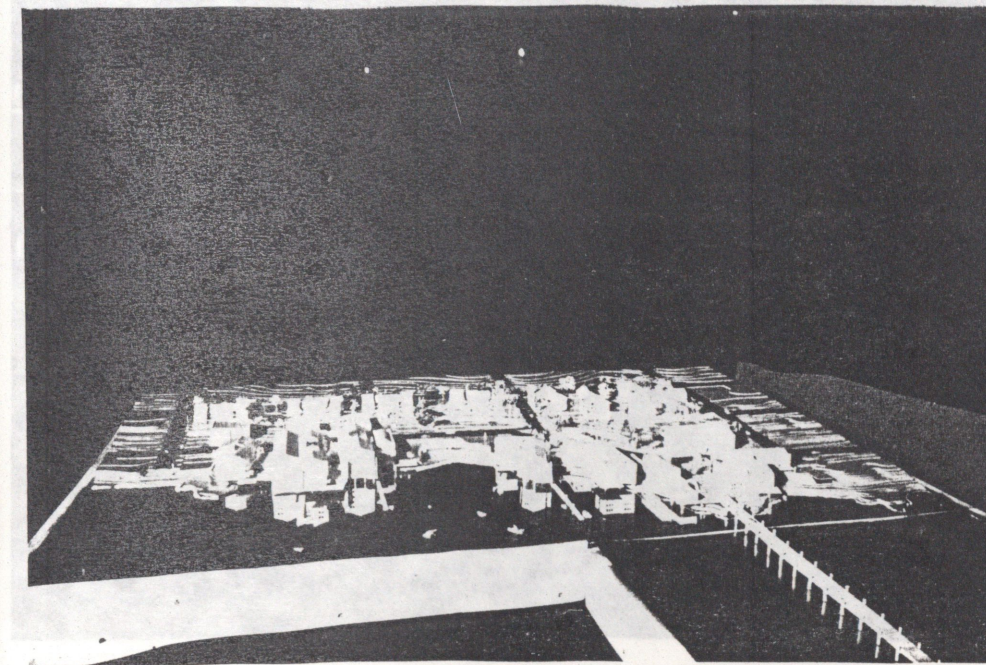
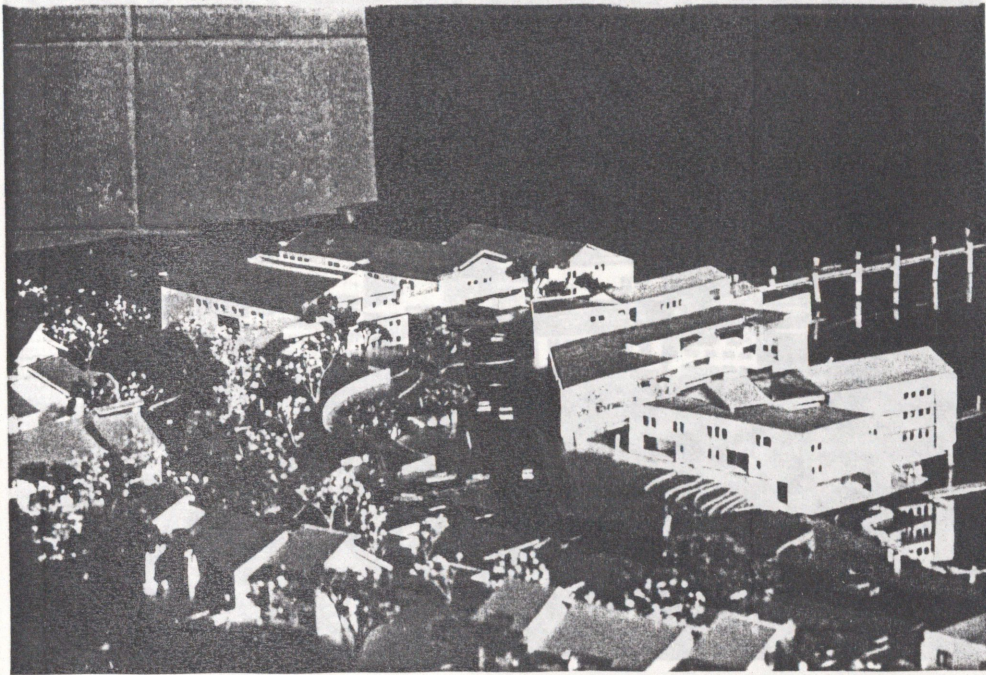


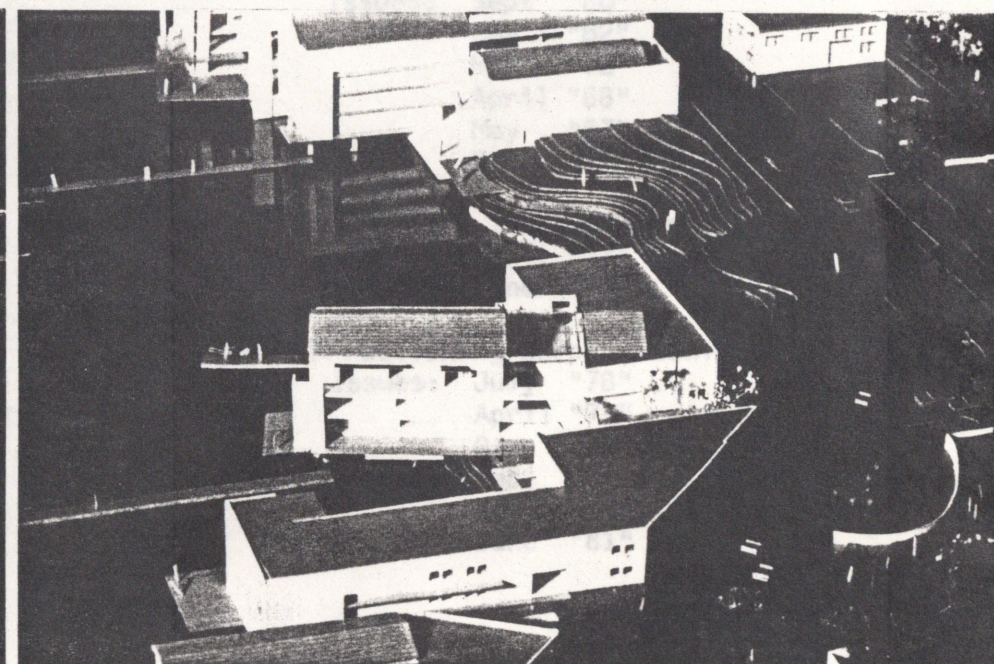
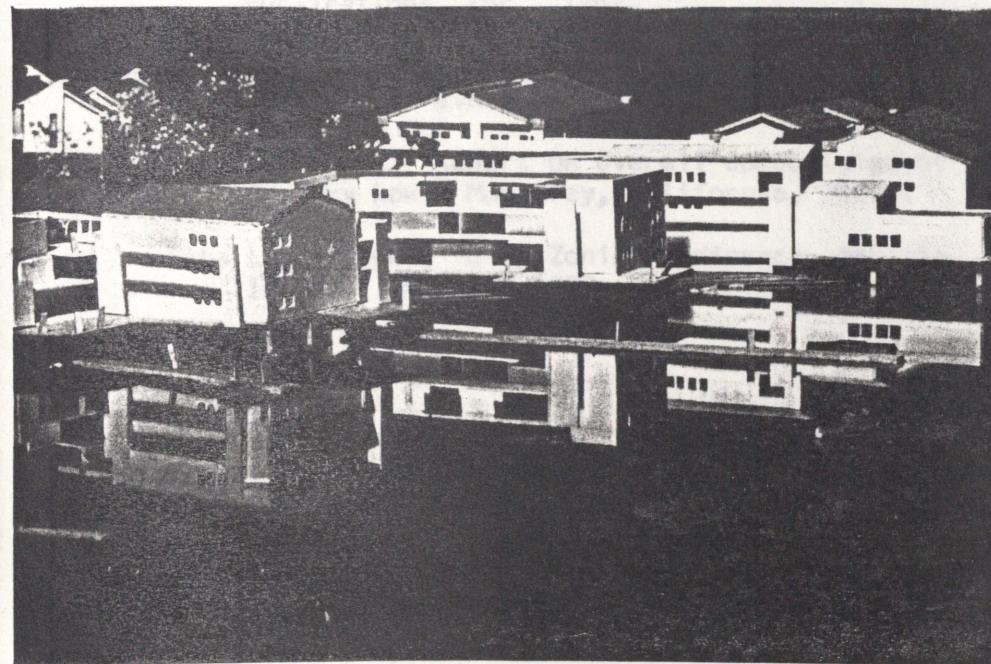
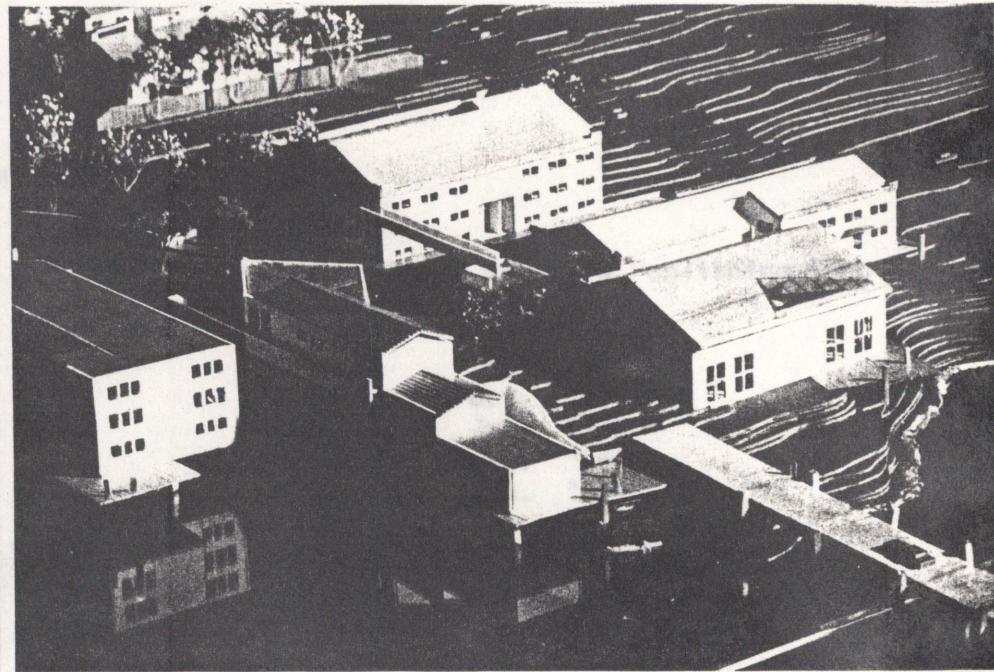
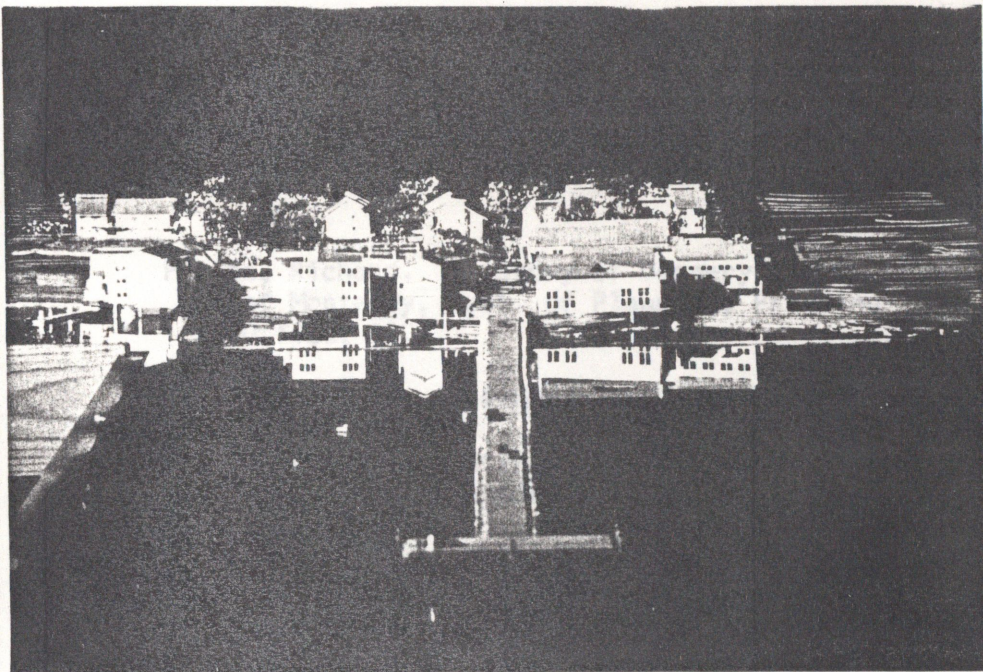
WATERFRONT











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FOOTNOTES

- 1 Richard Person, History Of Cannery Row, (City of Monterey, Printing Office) [1972] P. 10.
- 2 Russ Haisley, Report On The Overall Composition Of Cannery Row. Monterey, California, [1981] P. 2.
- 3 IBID., P. 1.
- 4 Augusta Fink, Monterey, The Presence Of The Past, San Francisco: Chronicle Books, [1972] P. 134.
- 5 John Steinbeck, Cannery Row, Viking Publishing Co. [1945] P. 1.
- 6 Richard Person, History Of Cannery Row, (City of Monterey, Printing Office) [1972] P. 43.
- 7 City of Monterey, City of Zoning Ordinance, Article 16 Sec. 38-115, [1982] P. 10.

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