



AMERICAN TIN CANNERY HOTEL AND COMMERCIAL PROJECT

October 25, 2022

125 Ocean View Boulevard | Pacific Grove, CA | 93950



AMERICAN TIN CANNERY

THE PAST

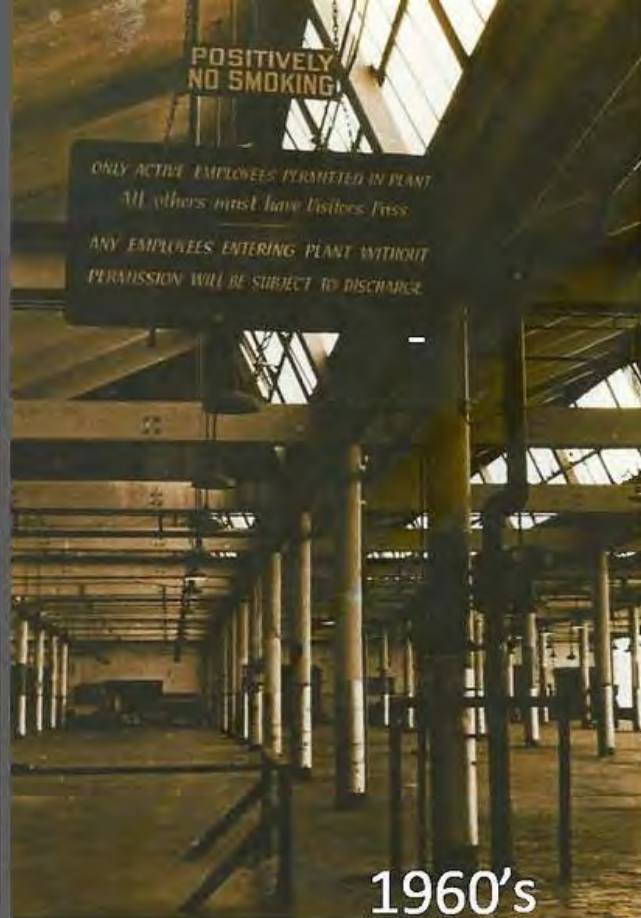
Original American Can Company Office Building
and Can Factory Buildings - Circa 1927



The story of development on the ATC site begins in 1927 when the American Can Company building was constructed. The factory, made cans used in Monterey's processed fish industry. This photo shows the original factory building with the familiar sawtooth roof and the factory office in the foreground.



1927



1960's



1970's



PRESENT



1950's



1980's

Since the American Tin Cannery was constructed in 1927, the property has been used for various manufacturing and retail businesses.



AMERICAN TIN CANNERY

THE PROJECT



This aerial view shows an overview of the existing ATC buildings.

The property sits within an urban context and is located within a developed area.



This aerial view shows an overview of the proposed ATC project. Note the rooftop garden atop the proposed Shoreline Wing includes passive open space for the public. It is designed to reflect the local natural environment and provides visual connection to the Monterey Bay.



CURRENT SITE



PROPOSED PROJECT



The project retains the original factory and office buildings shown on the lower left.

The Shoreline Wing, on the lower right, offers an expansive rooftop garden that provides connection to the natural environment including views of Monterey Bay that do not currently exist.

The upper-level Bluffs Wing replaces an asphalt surface parking lot.

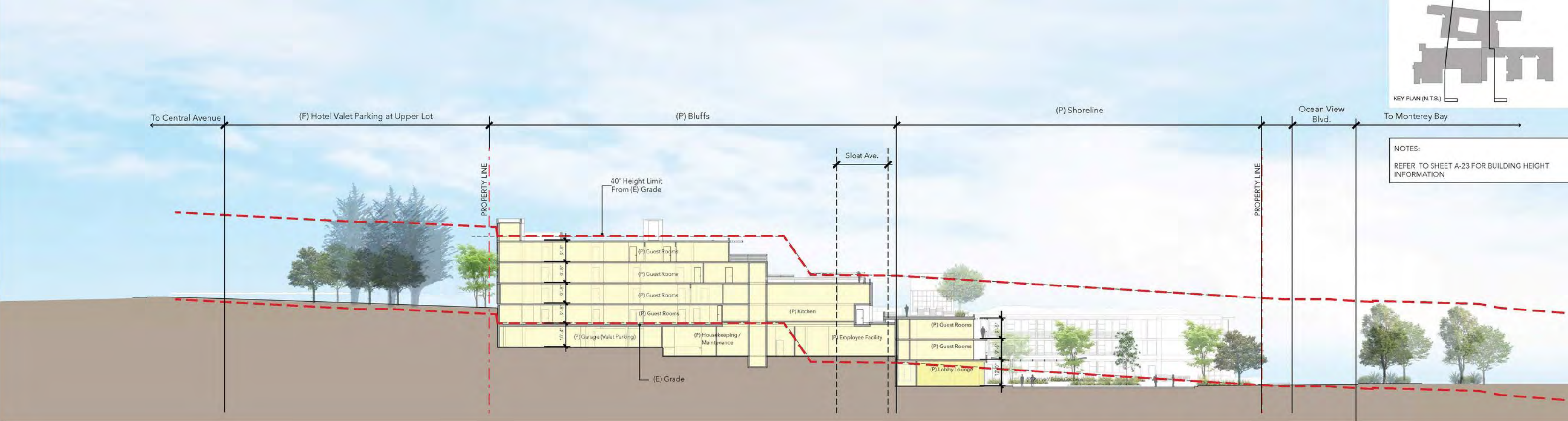


AMERICAN TIN CANNERY

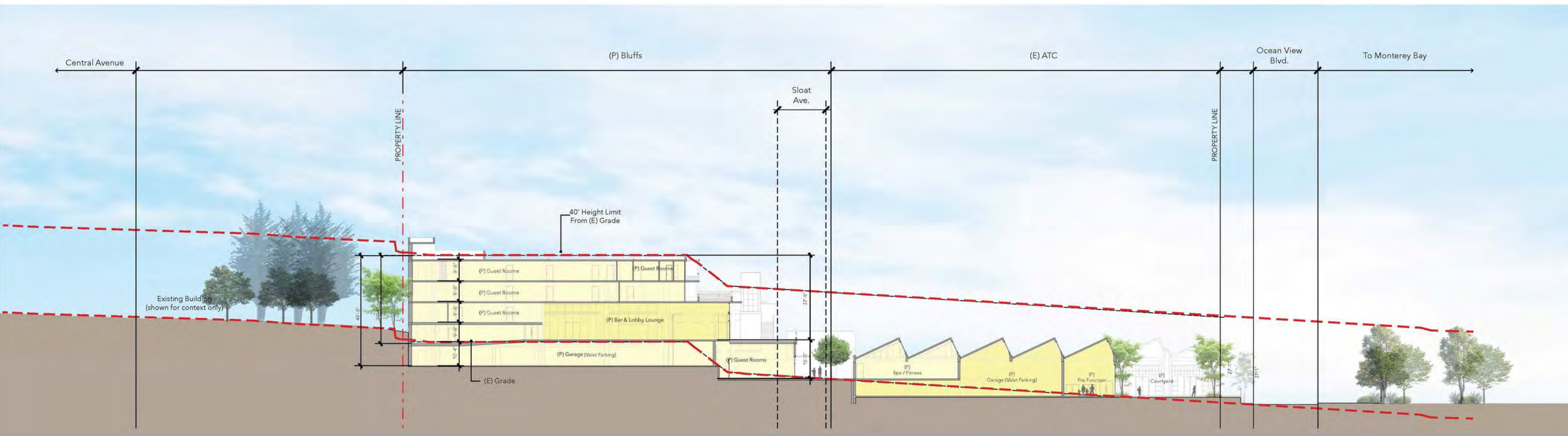
BUILDING MASS



NOTES:
REFER TO SHEET A-23 FOR BUILDING HEIGHT INFORMATION



Section 3

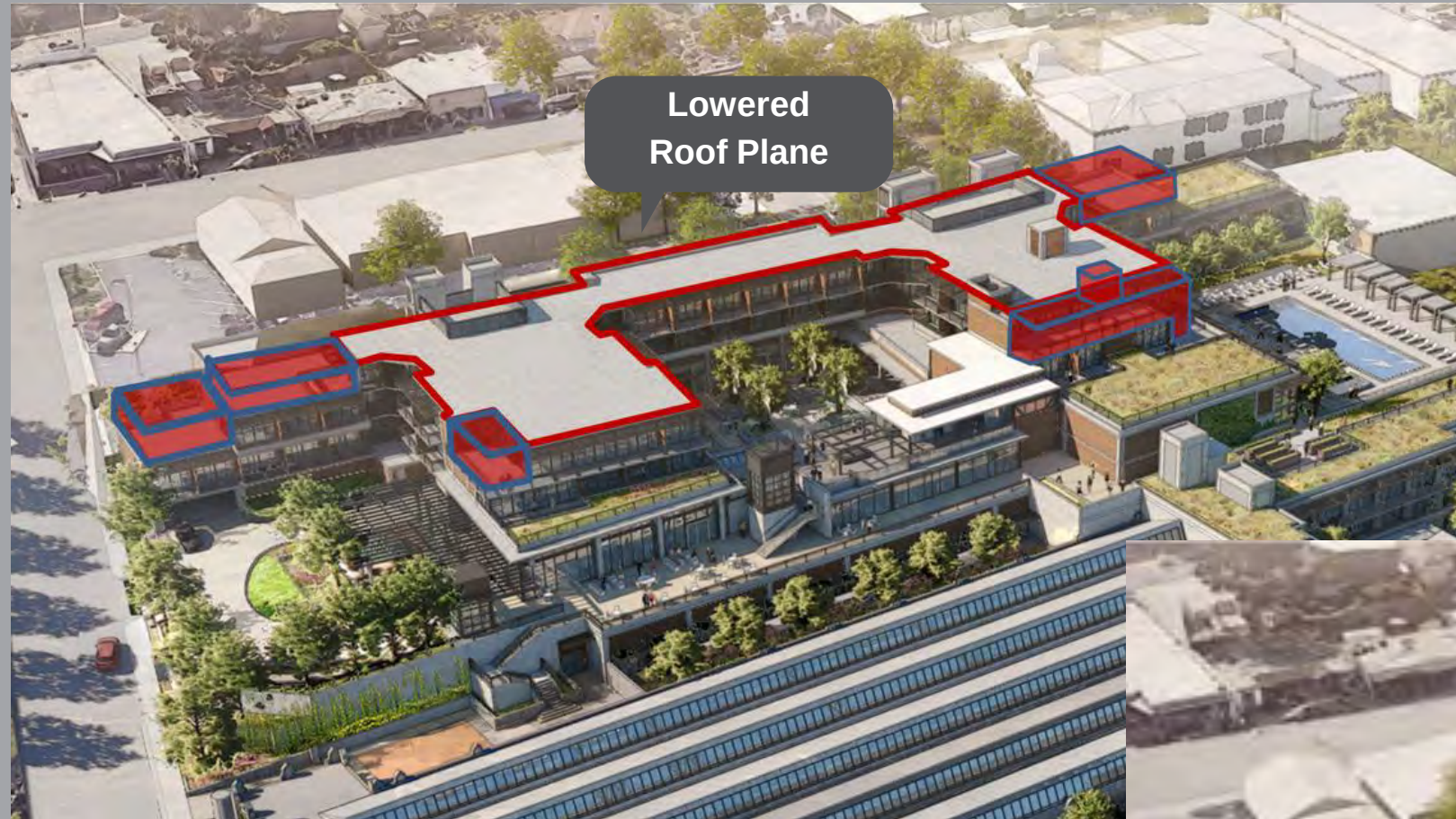


Buildings do not exceed 40' maximum height limit.



The Shoreline Wing is approximately 7' lower than the existing buildings. The project includes courtyards and setbacks creating pedestrian friendly frontage and breaking up the unrelenting mass that currently exists along Ocean View Boulevard.

BUILDING MASS REDUCTION



Areas shown in red have been removed and roof plane has been lowered to reduce building mass in response to comments received. The lower image reflects the revised building mass.



CANNERY ROW BUILDINGS

CONTEXT



Proposed American Tin Cannery Hotel and Commercial Project

Monterey Bay Aquarium

Intercontinental Hotel

Monterey Plaza Hotel and Spa

CANNERY ROW PROJECT SITES

PROPERTY		Proposed ATC Hotel and Commercial	Intercontinental Hotel	Monterey Plaza Hotel and Spa	Monterey Bay Aquarium
Total Project Site Area	Acres	5.59	2.43	3.15	3.3
	Square Feet	243,635	105,851	137,214	143,748
Total Guestrooms	EA	225	208	290	N/A
Building Size*	SF	270,380	203,076	281,766	322,000
Parking					
Spaces	EA	290	296	360	61**
Parking Area Square Footage	SF	83,109***	78,625	95,000	0
Project Total (Building + Parking)	SF	353,489	281,701	376,766	322,000
Project Massing					
Total Mass per Acre	SF	63,236	115,926	119,608	97,576
Mass Coverage	%	145%	266%	275%	224%
Comparative Mass/Acre to ATC		100%	183%	189%	154%

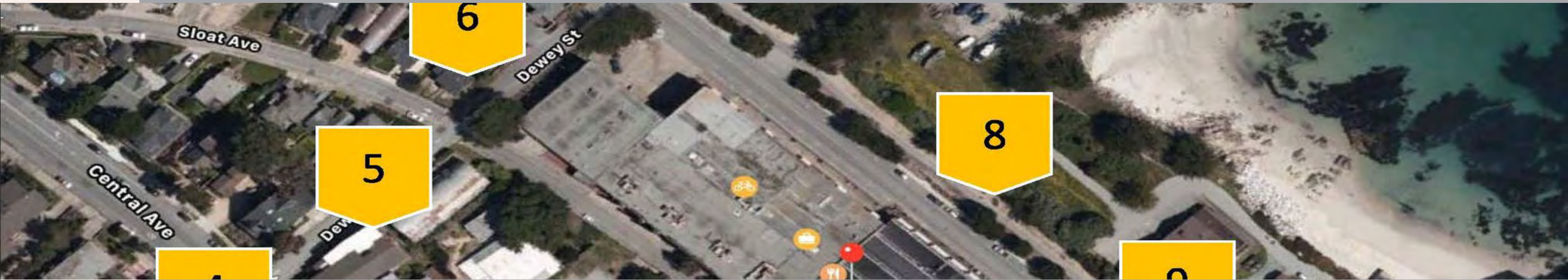
Building size and site data is derived from public records, including permits.

* Does not include Impervious Surface Area

** Aquarium onsite parking: 32 spaces. Foam Street lot: 29 spaces

*** Includes Upper Lot on Central Avenue

CANNERY ROW SITE AND BUILDING COMPARISON



ATC - PACIFIC GROVE PROJECT

PUBLIC VIEWS



A visual analysis of the project from multiple public viewpoints has been prepared.

Number coded locations are identified on the aerial photo.

PUBLIC VIEWS #1

Corner of Eardley Avenue and Lighthouse Avenue



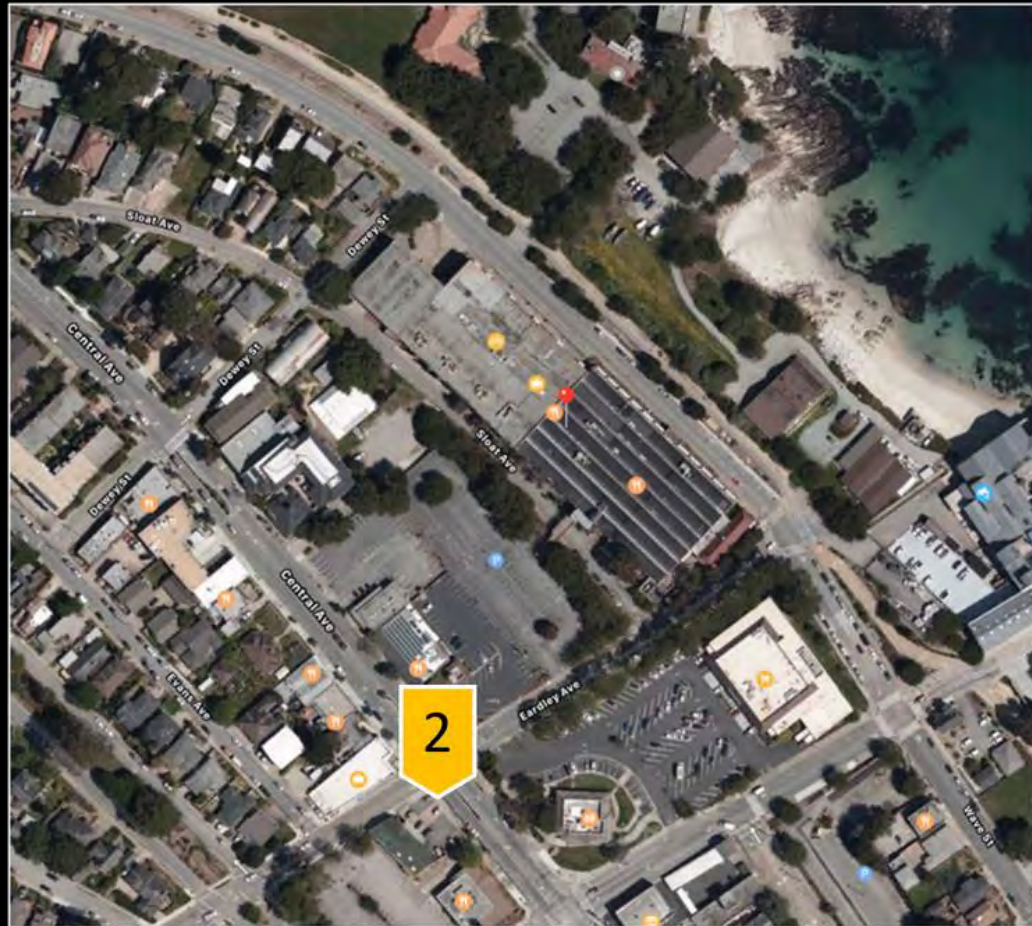
EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #2

Corner of Eardley Avenue and Central Avenue



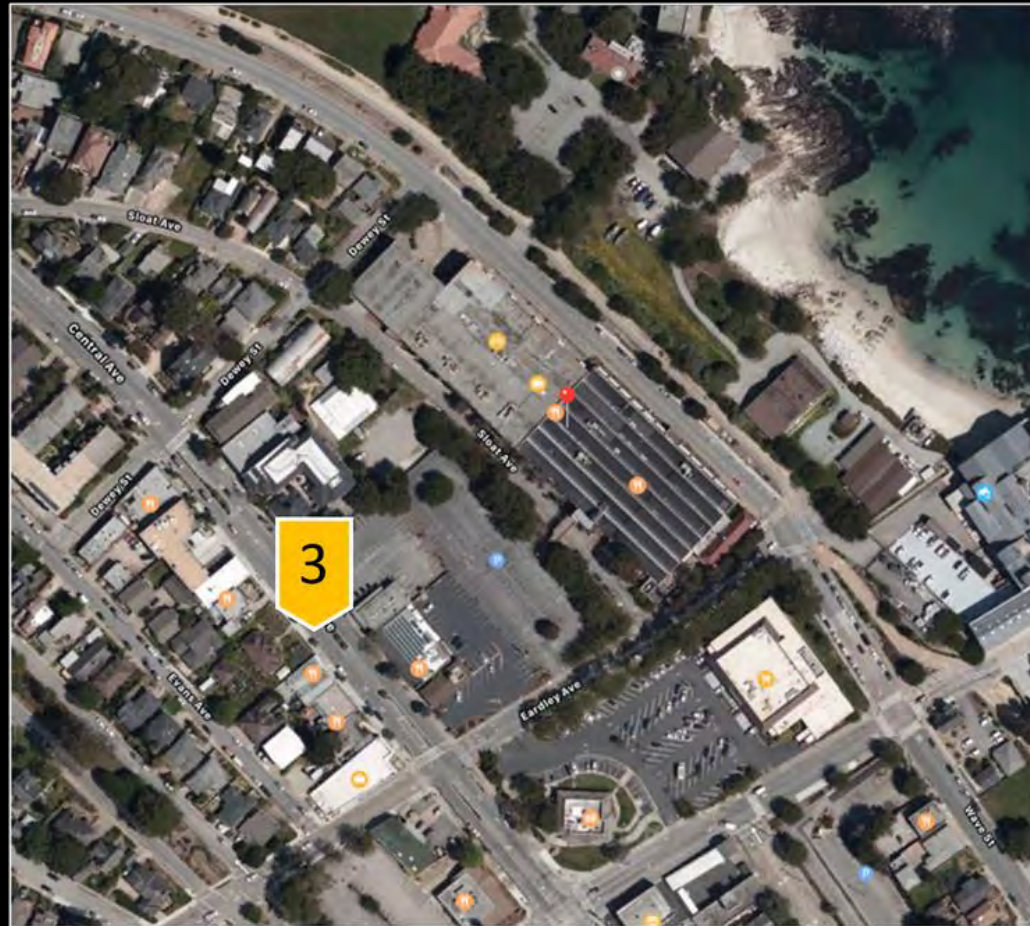
EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #3

View from Central Avenue



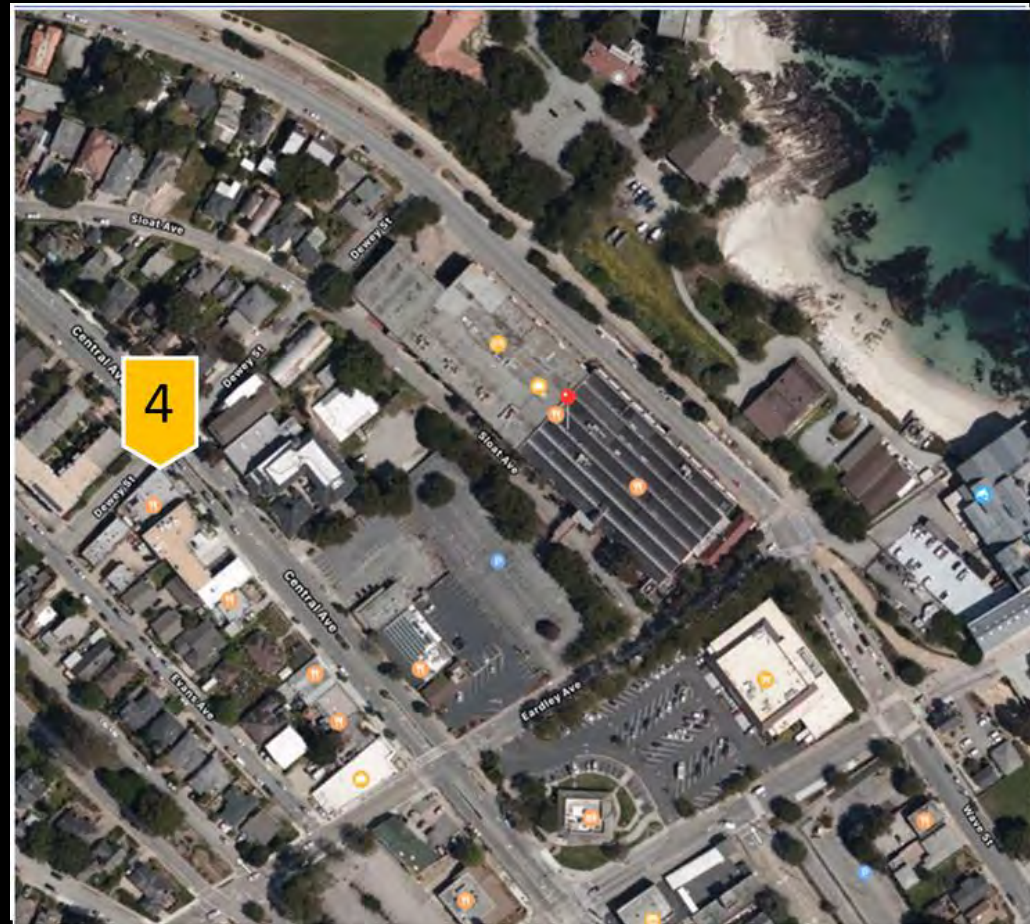
EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #4

Dewey Avenue traveling North from Central Avenue



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #5

Dewey Avenue traveling North approaching Sloat Avenue



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #6

Corner of Dewey Avenue and Sloat Avenue looking North



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #7

Corner of Ocean View Boulevard and Dewey Avenue



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #8

Ocean View Boulevard and the entrance to the Lower Wing



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #9

Ocean View Boulevard looking toward the American Tin Cannery Building



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #10

Corner of Ocean View Boulevard and Eardley Avenue



EXISTING VIEW



PROPOSED VIEW

PUBLIC VIEWS #11

Project Entrance on Eardley Avenue



EXISTING VIEW



PROPOSED VIEW



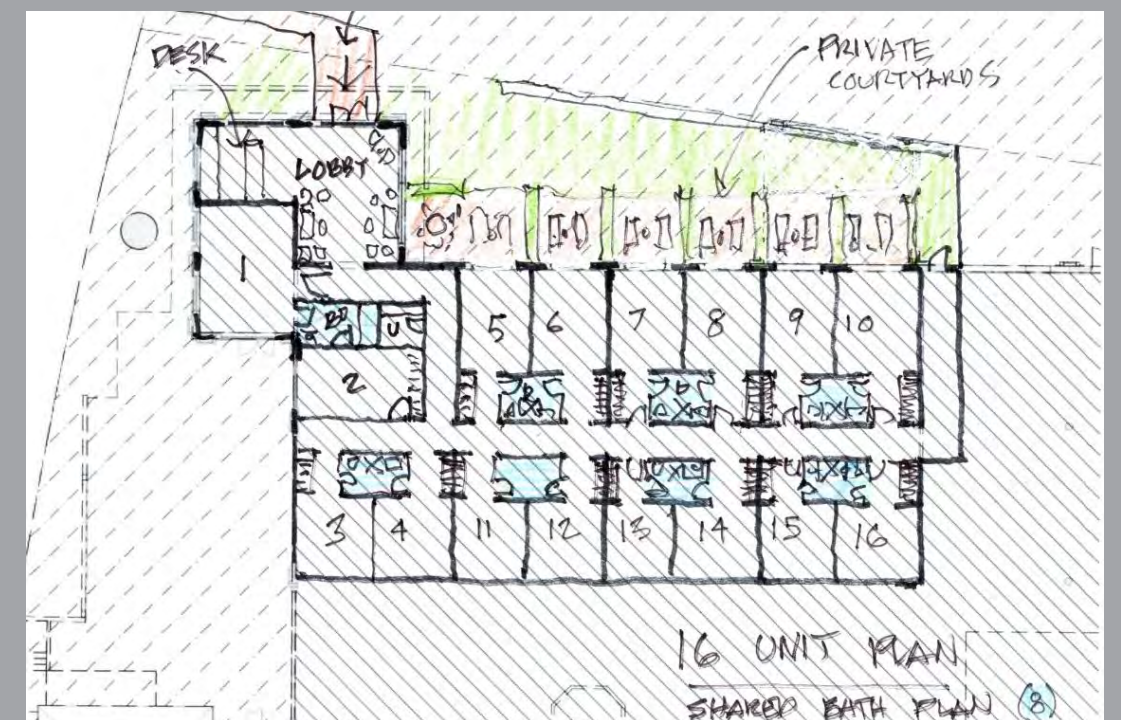
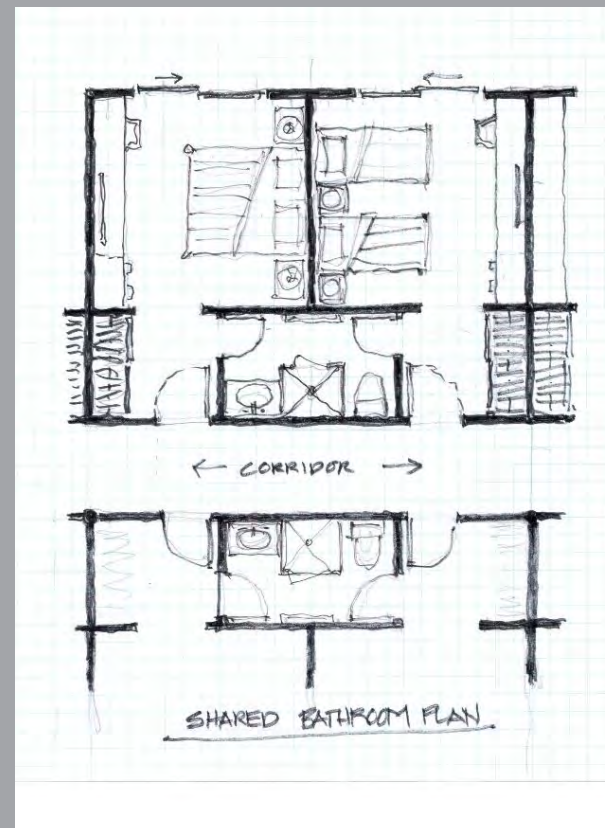
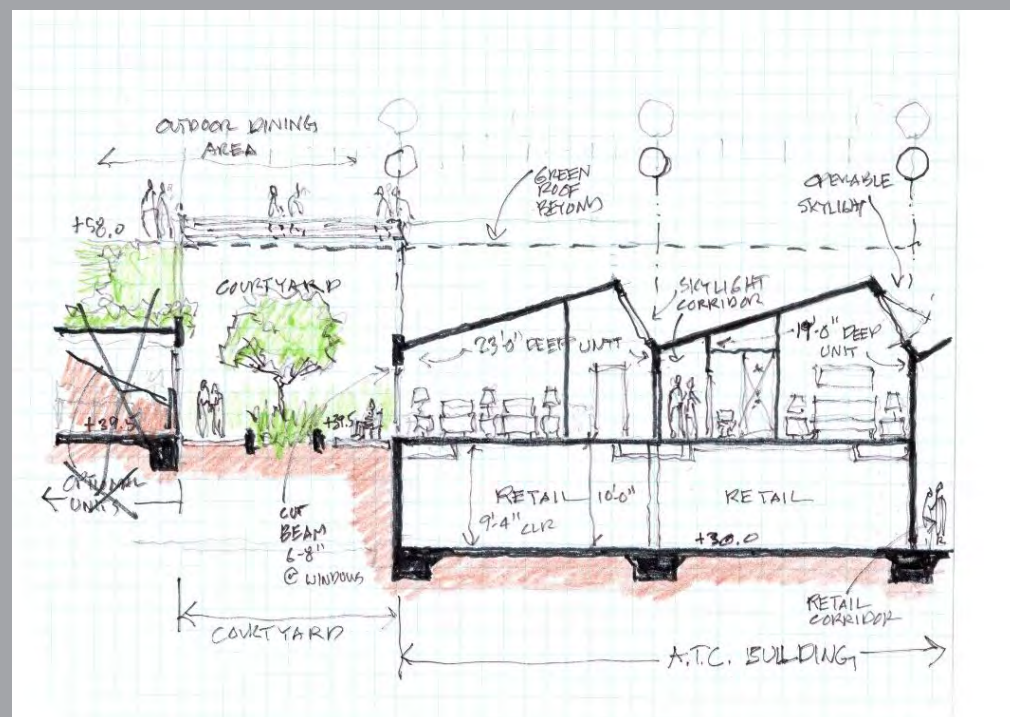
ATC - PACIFIC GROVE PROJECT

LOWER-COST VISITOR ACCOMMODATIONS

LOWER-COST VISITOR ACCOMMODATIONS (LCVA) PROPOSAL

The proposed Lower-Cost Visitor Accommodations Plan includes the following:

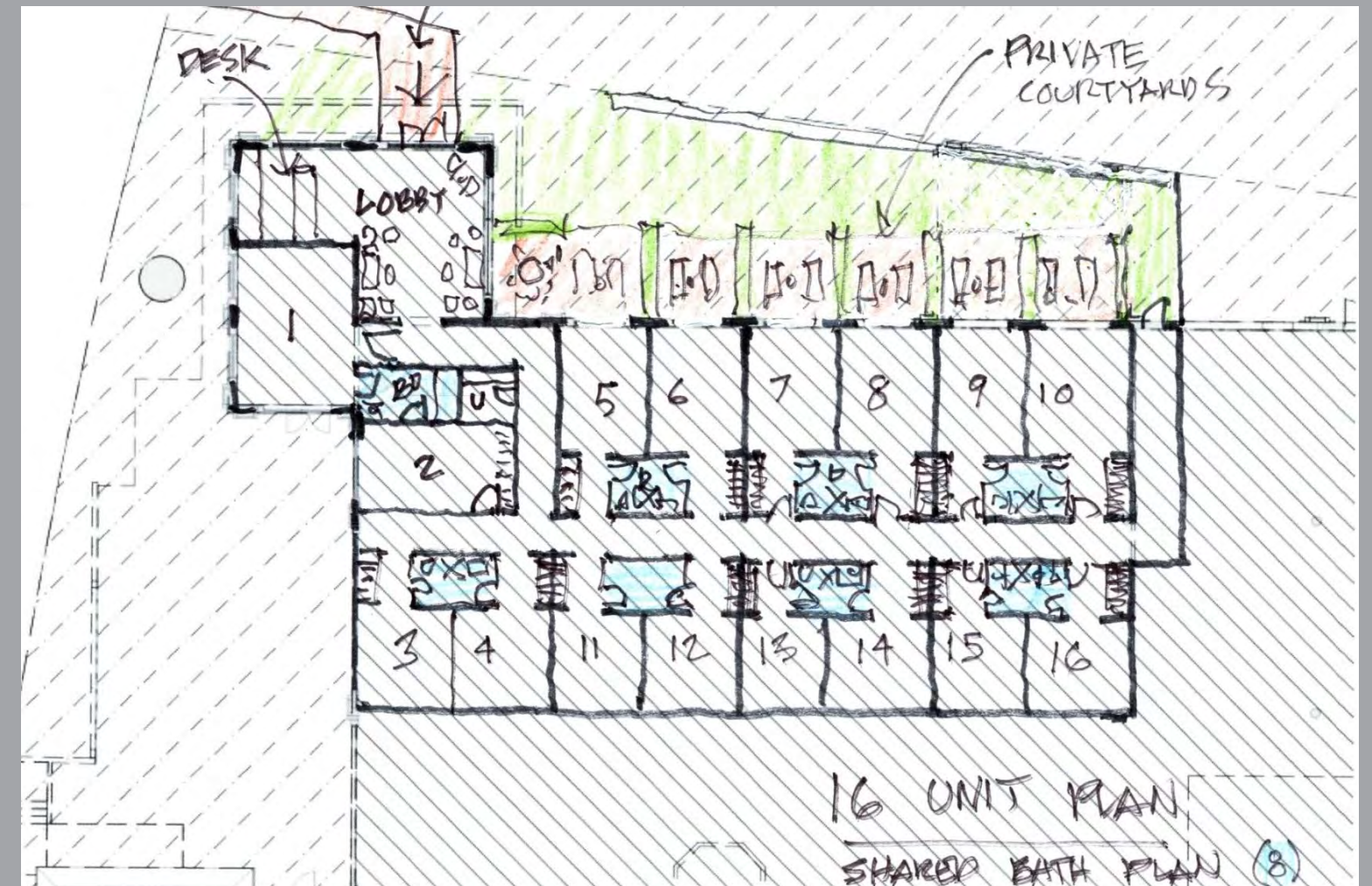
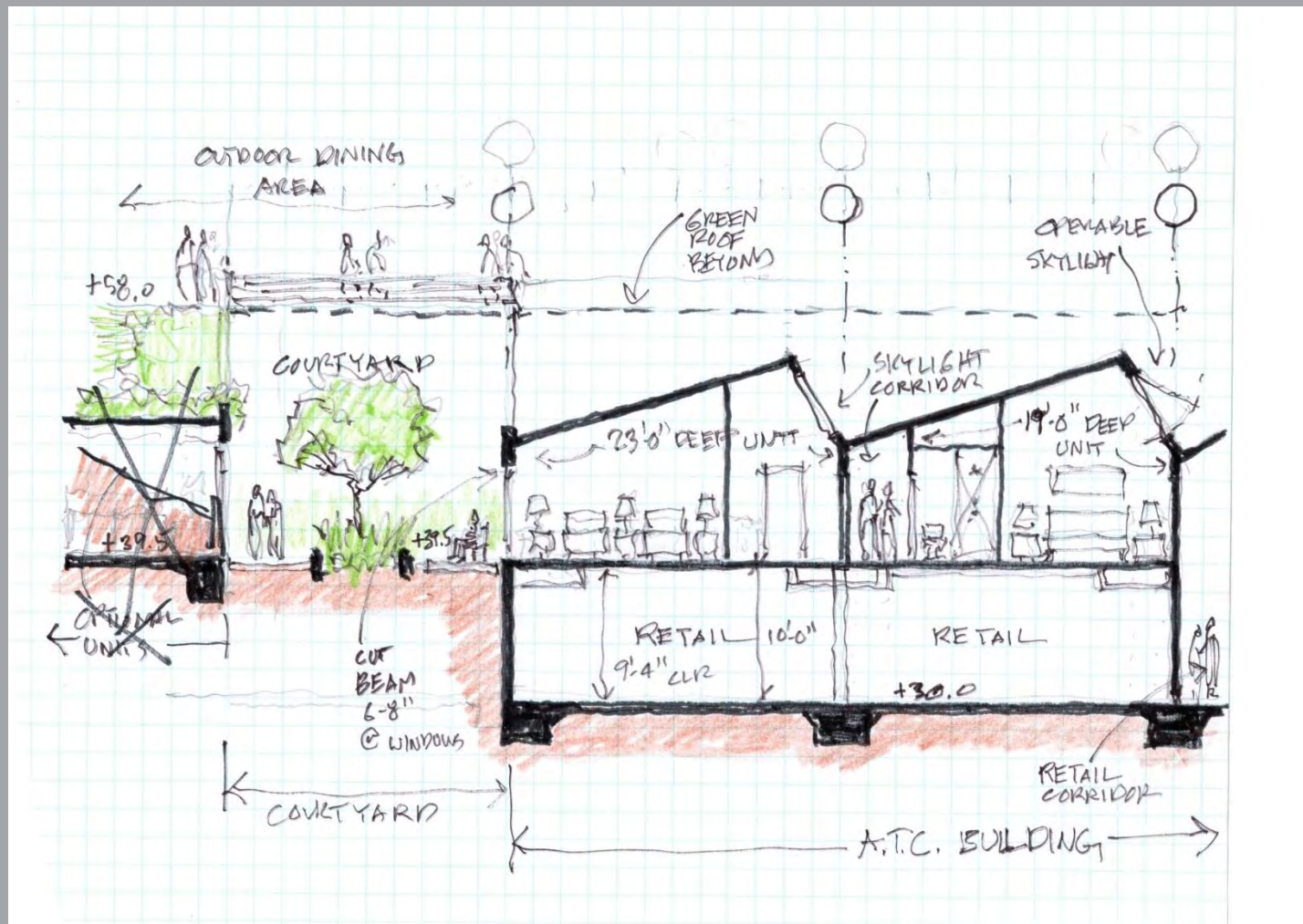
1. Onsite hostel program including 48 beds;
2. A contribution to the City of Pacific Grove, for the City to use towards establishing up to 25 additional lower-cost hotel and motel units within the city; and
3. A contribution to Rancho Cielo, a local non-profit focused on underserved youth, to be used to complete construction of a campground facility at Andrew Molera State Park and an endowment for operations of an over-night coastal education and camping program currently projected to serve 150 youth annually.



PROPOSED LCVA PROGRAM DETAILS

1. ATC – Pacific Grove On-Site Hostel Program:

- A. Reduce hotel keys by 8 from 225 to 217
- B. Create 48 hostel beds in 16 sections that are designed to accommodate individuals and families with a variety of sleeping options



PROPOSED LCVA PROGRAM DETAILS, CONT.

2. City of Pacific Grove Lower-Cost Hotel Development Program

- A. City will structure a grant program to provide funds to hotel and motel owners to encourage lower-cost visitor accommodations
- B. ATC will provide funding of \$2,000,000 for the City of Pacific Grove as grants to establish additional lower-cost accommodations in existing lodging locations within the city



City of
PACIFIC GROVE

PROPOSED LCVA PROGRAM DETAILS, CONT.

3. Rancho Cielo – Coastal Overnight Education and Experience Program

- A. ATC will contribute a total of \$1,000,000 to fund campground development and operations costs specifically for program participants
- B. \$150,000 will be used to complete construction of a campground facility at Andrew Molera State Park
- C. This facility will have the capacity to serve 500 youth annually
- D. \$850,000 will be set up in a restricted endowment to fund annual staffing transportation, and operations costs for the Rancho Cielo Overnight Education and Experience Program





ATC - PACIFIC GROVE PROJECT

PUBLIC ACCESS AND AMENITIES



Public access points and amenities are incorporated throughout the property. Locations are shown in orange.



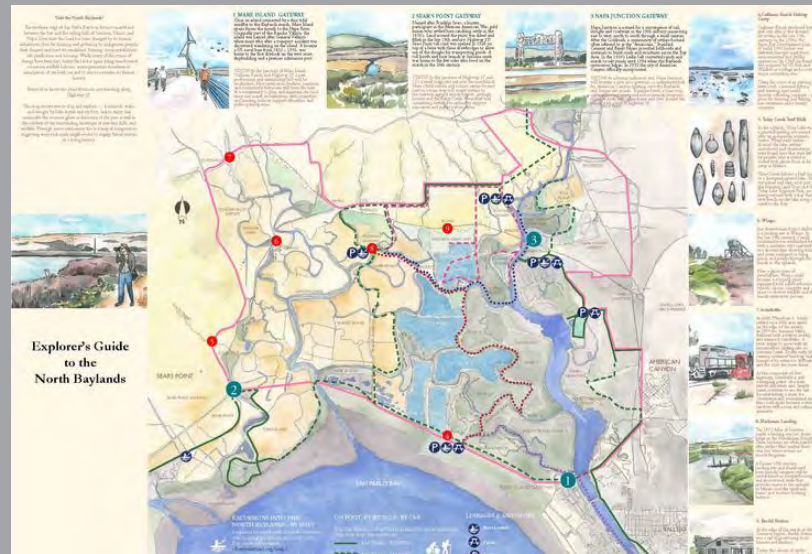
Public Bike Racks: 28



Example of Public Educational Kiosk



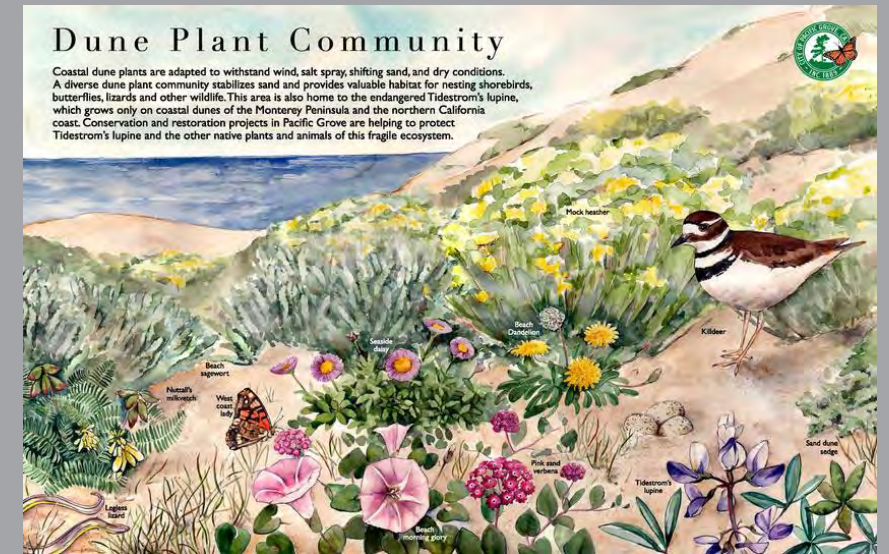
Public Spotting Scopes



Guided Coastal Interactive Activities



Example of Public Interpretive Displays and Signage



- Public Restrooms: 2
- Dedicated Onsite Public Parking Spaces: 35
- Public Access to the Coast

- Roof Garden Views of Monterey Bay
- Bike Share and Rentals
- New Crosswalk to connect with Monterey Bay Recreation Trail



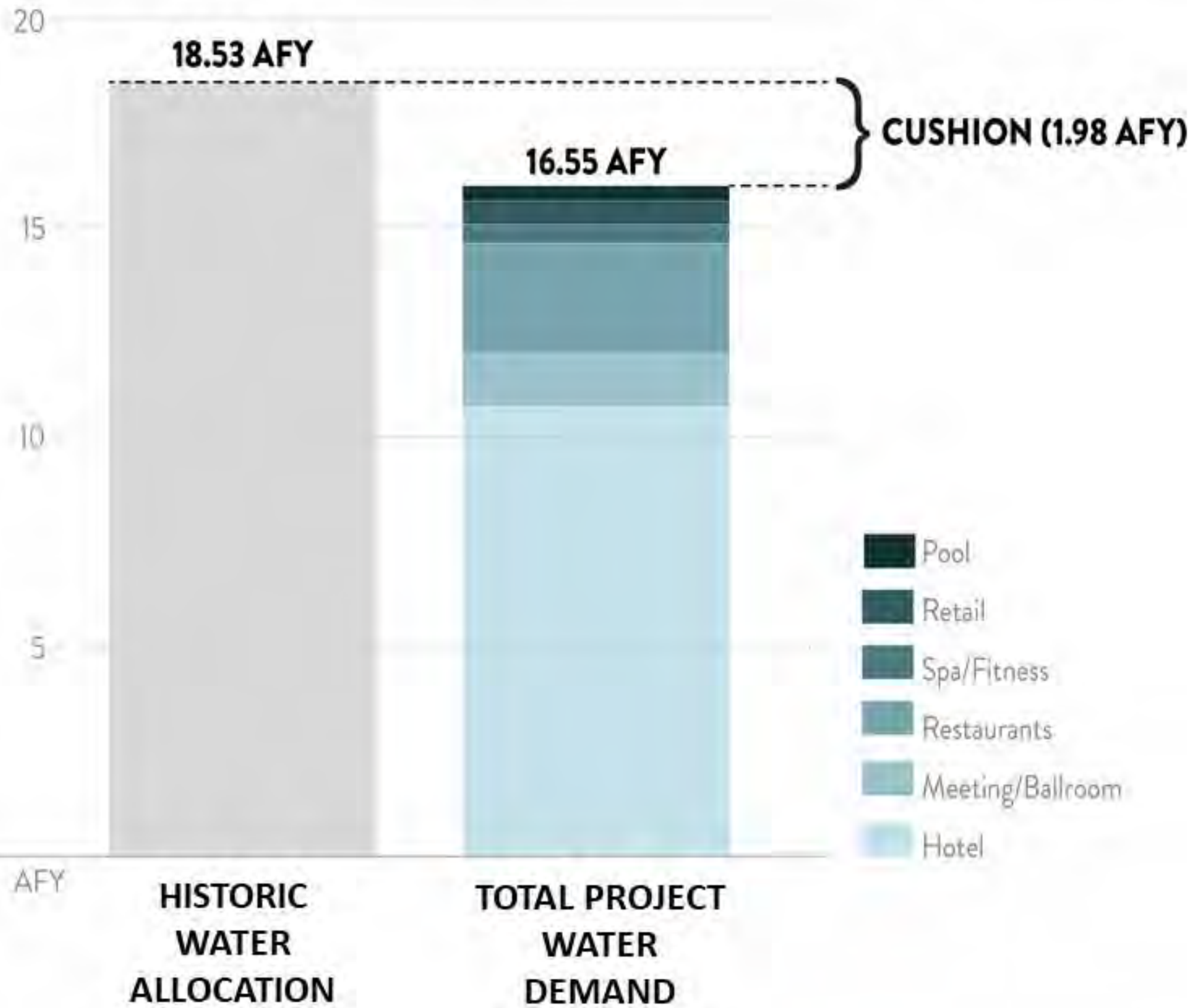
ATC - PACIFIC GROVE PROJECT

SUSTAINABILITY, WATER,
AND RELATIONSHIP TO THE ENVIRONMENT

WATER – KEY POINTS

- **The Monterey Peninsula Water Management District (MPWMD) retains permitting authority over the proposed American Tin Cannery (ATC) project and is the agency identified under the City of Pacific Grove Local Coastal Program (LCP)**
- **Per MPWMD, the property at 125 Ocean View Boulevard, Pacific Grove, has a verified Water Use Capacity of 18.53 acre-feet annually (AFA)**
- **A Determination of Special Circumstances was granted by the MPWMD Board October 15, 2018, based on the ATC project's documentation of prior uses and the project's proposed water conservation measures**

SUSTAINABILITY FEATURES DESIGNED INTO THE PROJECT



Gray Water Harvest



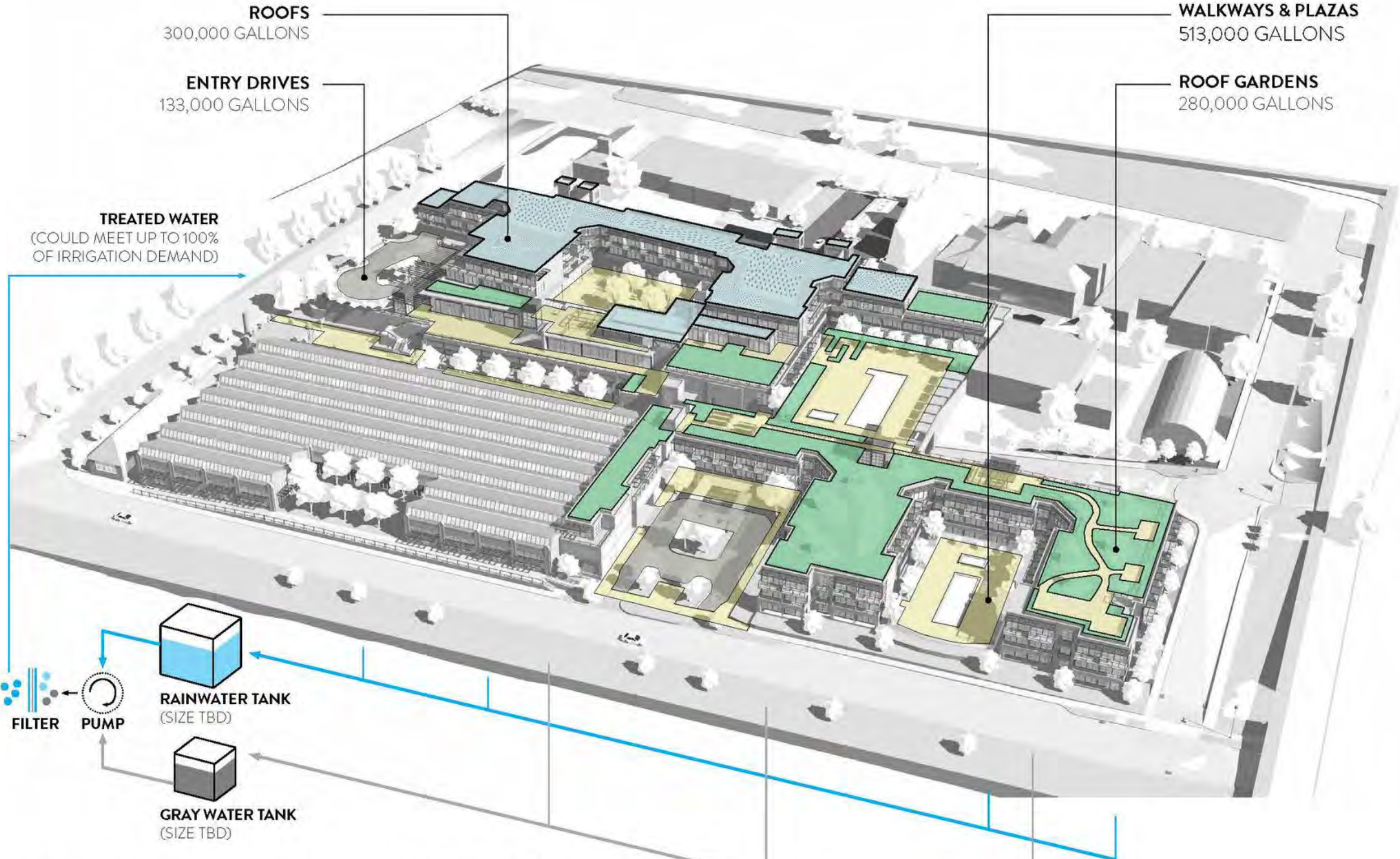
Offsite Laundry



Stormwater Harvest

WATER REDUCTION MEASURES

Graywater Harvesting and Rainwater Catchment Systems



SURFACE	Area SF	Area Sq In	Volume Hitting Roof	Volume Gal	Retention Factor	TOTAL Gal Capture	SHEET L-22 GAL
ROOF	25,704	3,701,376.0	73,028,148.5	316,139.2	1.0	300,332	300,000
GREEN ROOF	25,253	3,636,432.0	71,637,710.4	310,120.0	0.9	279,108	280,000
LEVEL 1, 2, 4 HARDSCAPE	46,335	6,672,240.0	131,443,128.0	569,017.9	0.9	512,116	513,000
ARRIVAL DRIVEWAYS	12,022	1,731,168.0	34,104,009.6	147,636.4	0.9	132,873	133,000

The use of treated graywater alone could reduce potable water use by 27% per day.

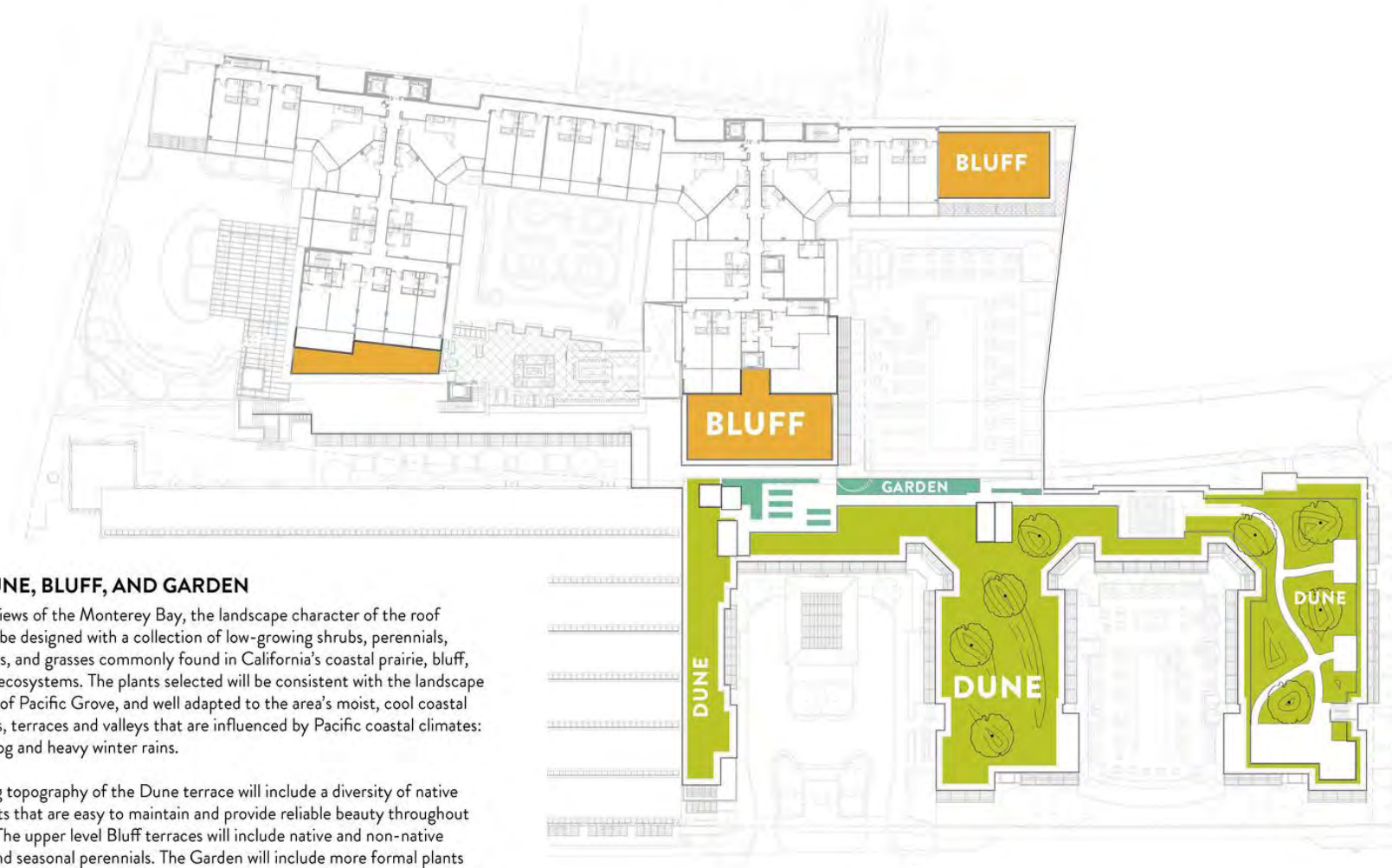
CONNECTION TO THE NATURAL ENVIRONMENT



LANDSCAPE DESIGN CONCEPT



The proposed project's landscape design results in an increase in native trees and reflects the natural environment of the area.



THE DUNE, BLUFF, AND GARDEN

Framing views of the Monterey Bay, the landscape character of the roof decks will be designed with a collection of low-growing shrubs, perennials, wildflowers, and grasses commonly found in California's coastal prairie, bluff, and dune ecosystems. The plants selected will be consistent with the landscape character of Pacific Grove, and well adapted to the area's moist, cool coastal hills, bluffs, terraces and valleys that are influenced by Pacific coastal climates: summer fog and heavy winter rains.

The rolling topography of the Dune terrace will include a diversity of native dune plants that are easy to maintain and provide reliable beauty throughout the year. The upper level Bluff terraces will include native and non-native grasses, and seasonal perennials. The Garden will include more formal plants that maintain the look and feel of the overall landscape character of the Hotel.



GREEN ROOF



Provides public access to an area of respite in the urban environment and expansive views to the Monterey Bay that are not currently available.

Projects Approved Under Condition 2 in Pacific Grove and Monterey

Project	ATC – Pacific Grove Hotel	Holman Building	Monterey Bay Aquarium Educational Center	Work Building on Alvarado	230 Lighthouse Mixed Use Project	520 Lighthouse Mixed Use Project	595 Munras Mixed Use Project	201 Cannery Row Condos
Location	Pacific Grove	Pacific Grove	Monterey	Monterey	Monterey	Pacific Grove	Monterey	Monterey
Year Permitted	In Progress	2015	2016	2014	2014	2018	2021	2008
Year Built						2020	2020	
Approved Project Description	Hotel consisting of 225 rooms, restaurants, meeting space and retail	Retail and up to 25 residential units; 3 of 5 floors are exclusively residential units	Demo'd existing building with 24,149 sq ft; replaced with 25,500 sq ft devoted to educational programming and marine research	Ground floor commercial and 21 residential units	32 residential units and 6,186 sq ft of commercial	Demo'd 3,472 sq ft building and replaced with 37,056 sq ft consisting of 10 residential units, ground floor commercial and underground parking	10 residential units and 4,950 sq ft of retail	5 residential condos and 1 commercial condo
Prior Use Including Underutilization	165,000 sq ft of commercial building including restaurants and retail. As of 4/21 had 3 restaurants operating and retail. In excess of 42 leases pre pandemic	All retail and office; most significant use was a department store that closed in 1993	Commercial including 3rd floor nightclub (closed since at least 2008); culinary school (closed) and minor ground floor retail	Commercial including ground floor restaurants and upper floor offices Destroyed by fire in 2007	Nine aged and dilapidated structures vacant and fenced	Single story commercial building with retail and restaurants	Vacant gas station site	Vacant parcel
Water: Historic Allocation Per MPWMD	18.53 af	7.828 af		3.74 af	1.706 af	2.866 af	1.288 af	
New Use	Project designed to conform to historical allocation	Historical uses were determined sufficient for new development	Historical credits will result in excess of 4.32 af	New uses are 5.33 af made up of historical allocation and 1.6 af from City's allocation	New uses are 3.065 af made up of historical uses and 1.358 af from City's allocation	Not clear from application in Planning Comm report shows 6.745 af. Does not show where it was acquired		

Change in use or Zoning	Not a change in use but potentially a change in zoning but does not show an increase in use applying definition of use consistent with other projects	Yes	Maybe but defined as commercial in construction; use more resembles school	Yes	Maybe depending on prior use of demolished structures	Yes	Yes	Yes
Comments	Property currently active with ongoing commercial activity including 3 restaurants as of April 2021, had 42 leases prepandemic and quasi public restrooms	Historical water credits not fully utilized for many years; change in use	Historical water credits associated with uses that had not been active for many years	Historical water credits associated with inactive uses along with change in use	Development supported by historical credits associated with abandoned uses	Expansion of existing commercial uses to mixed use supported partially by historical water credits	Utilized water credits from prior use that was vacant for many years along with a change in use	