

**FOR  
LEASE**

# 685 Cannery Row

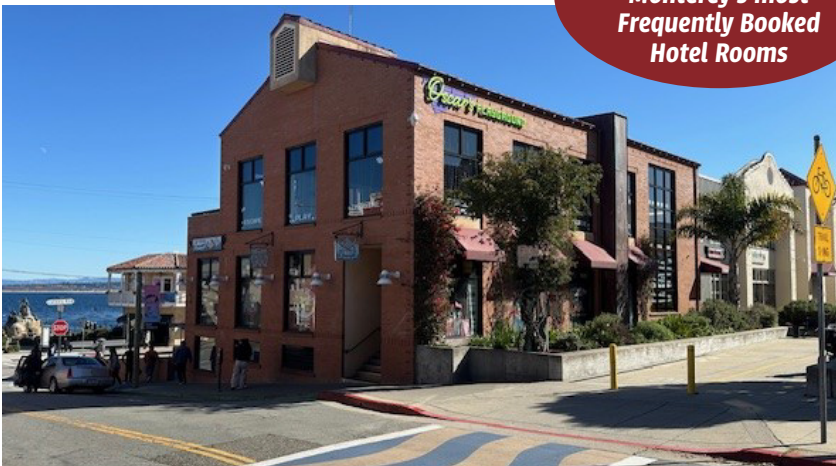
*Steinbeck Plaza One • Monterey, California*



**Prime Retail Property Located in the Heart of Monterey's Historic Cannery Row!**



**Within Walking  
Distance of over 800 of  
Monterey's most  
Frequently Booked  
Hotel Rooms**



## **PROPERTY DETAILS**

- Total Space Available: 4,016 SF
- Property Type: Retail/Restaurant
- 3-Story Retail Property
- Distinctive Clock Tower
- Upgraded Elevator Service Under Modernization
- Multiple Signage Locations Available
- Total Leasable Area: 35,347 SF
- Total Land Area: 0.37 AC
- Year Built: 1993
- Parking: Adjacent Parking Garage

SUITE	SQUARE FOOTAGE	RATE
101	2,808 RSF	\$3.20/PSF/NNN PER MONTH*
210	1,208 RSF	\$3.12/PSF/NNN PER MONTH*

\*Rate is triple net. Rent does not include: CAM, Reserve Fee, Ad Fund, or Utilities

**William Grimm**

Director of Leasing

(831) 649-2604

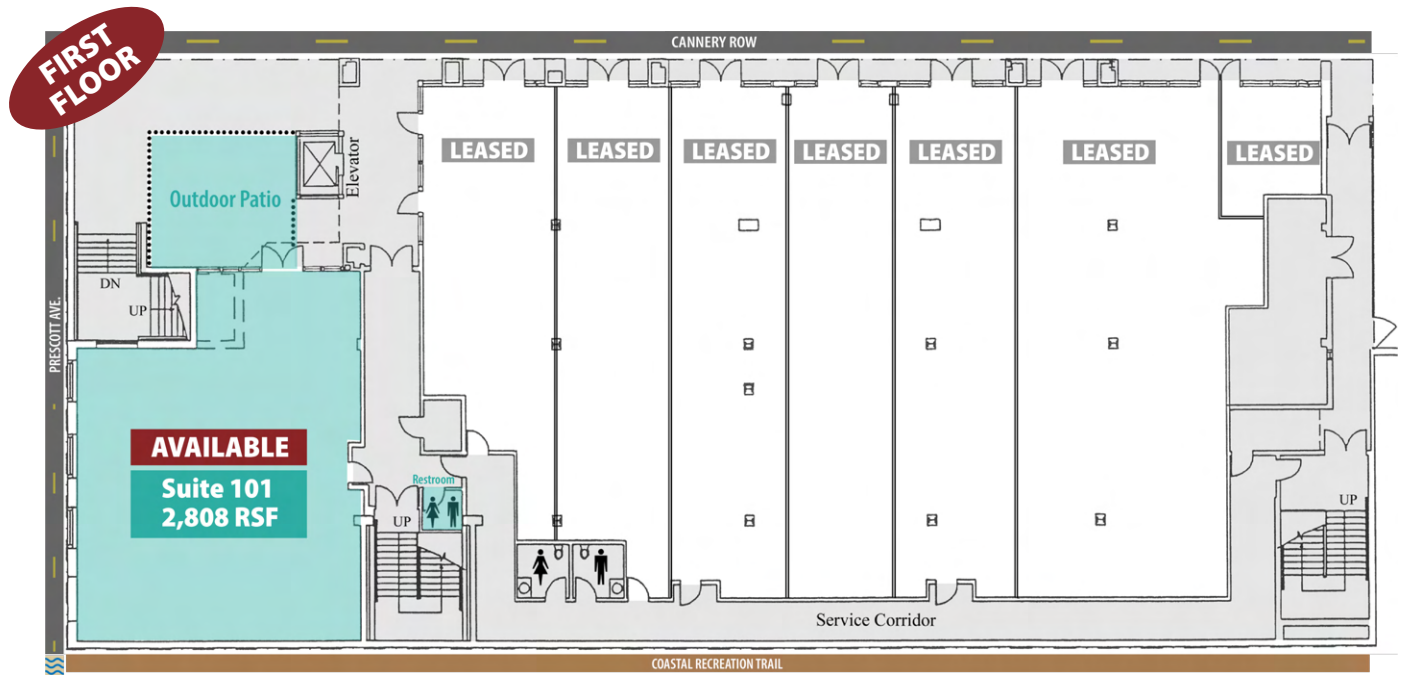
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# SITE MAP

## 685 Cannery Row

Steinbeck Plaza One • Monterey, California



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# SUITE 101

## 685 Cannery Row

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### CANNERY ROW FRONTAGE

#### SUITE 101 DETAILS

- 2,808 RSF including Outside Patio
- \$3.20 PSF/NNN Per Month\*
- Built Out Restaurant with Counter Area
- Fully Operational Kitchen
  - Ovens, Hood, Dishwasher
- Prior Johnny Rockets Location
- Suite includes a 542 SF Patio on Cannery Row
- Ocean Views
- Adjacent Parking in City Structure
- Rare Water Rights Provided
- Private Restrooms
- Within Walking Distance of over 800 of Monterey's most Frequently Booked Hotel Rooms

\*Rate is triple net. Rent does not include: CAM, Reserve Fee, Ad Fund, or Utilities



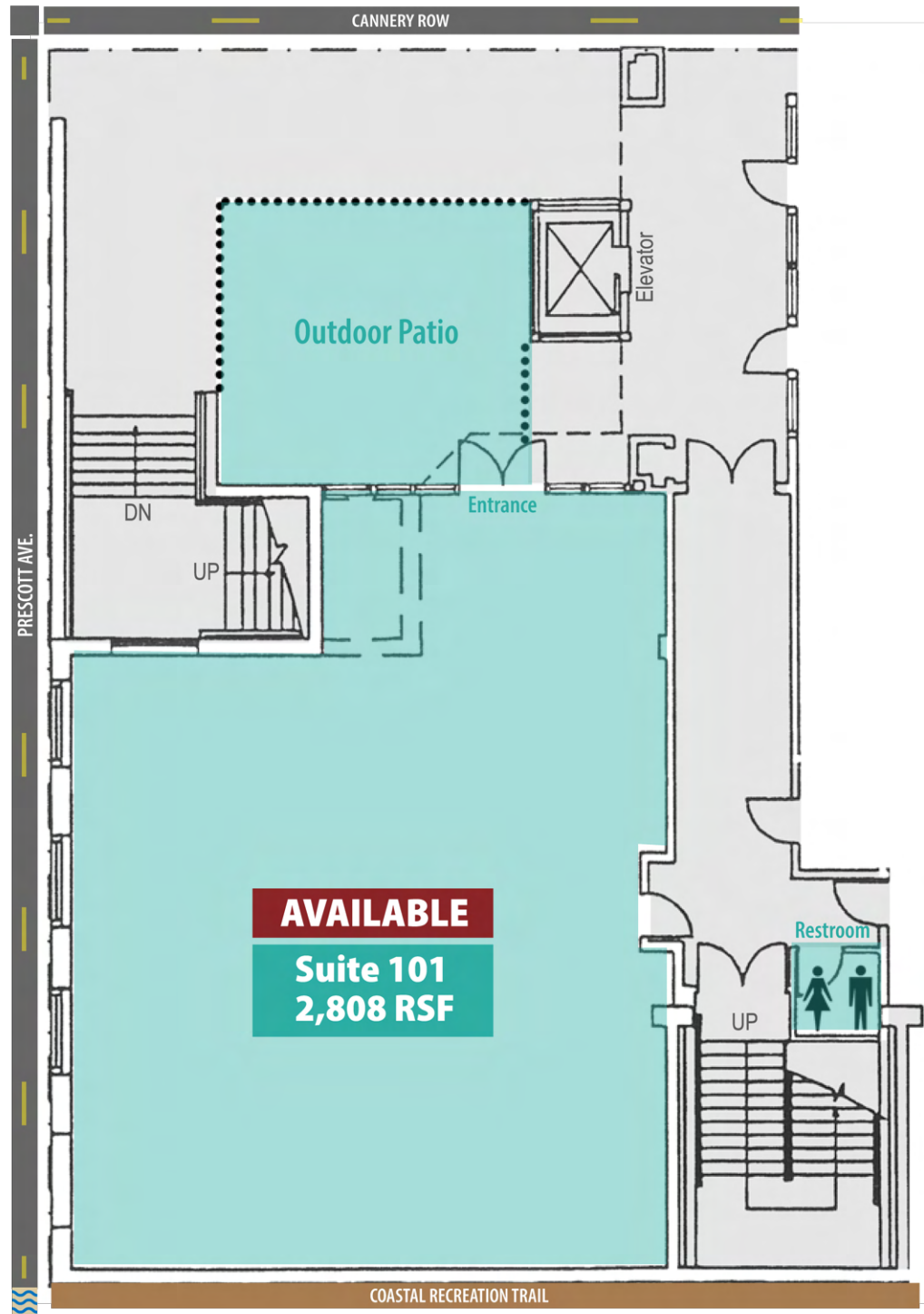
# SUITE 101

## 685 Cannery Row

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### FLOOR PLAN



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## SUITE 210

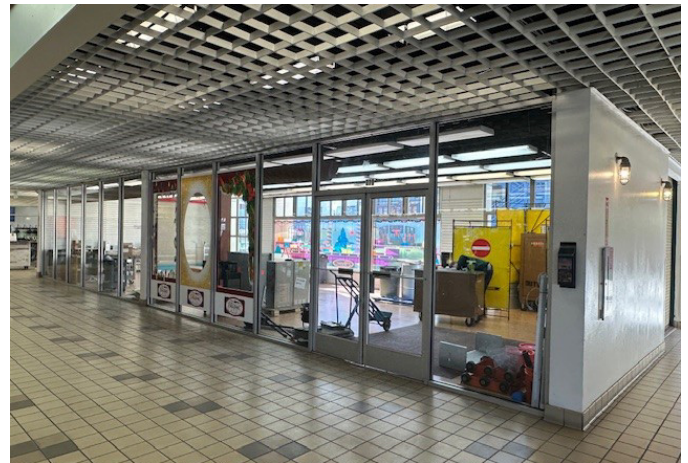
# 685 Cannery Row

*Steinbeck Plaza One • Monterey, California*

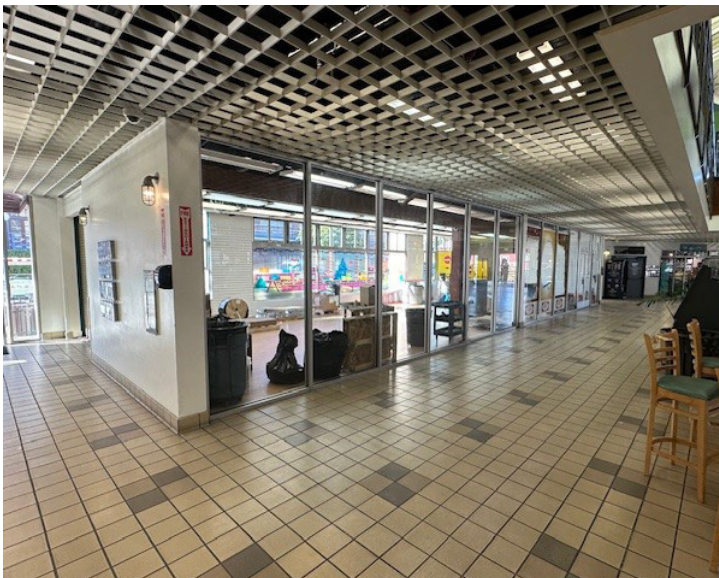


### SUITE 210 DETAILS

- 1,208 RSF
- \$3.12 PSF/NNN Per Month\*
- Full Build Out
- Recreational Trail Facing
- Two Roll-Ups
- Double Door Entry
- Recreational Trail Entry
- Signage on Cannery Row



\*Rate is triple net. Rent does not include: CAM, Reserve Fee, Ad Fund, or Utilities



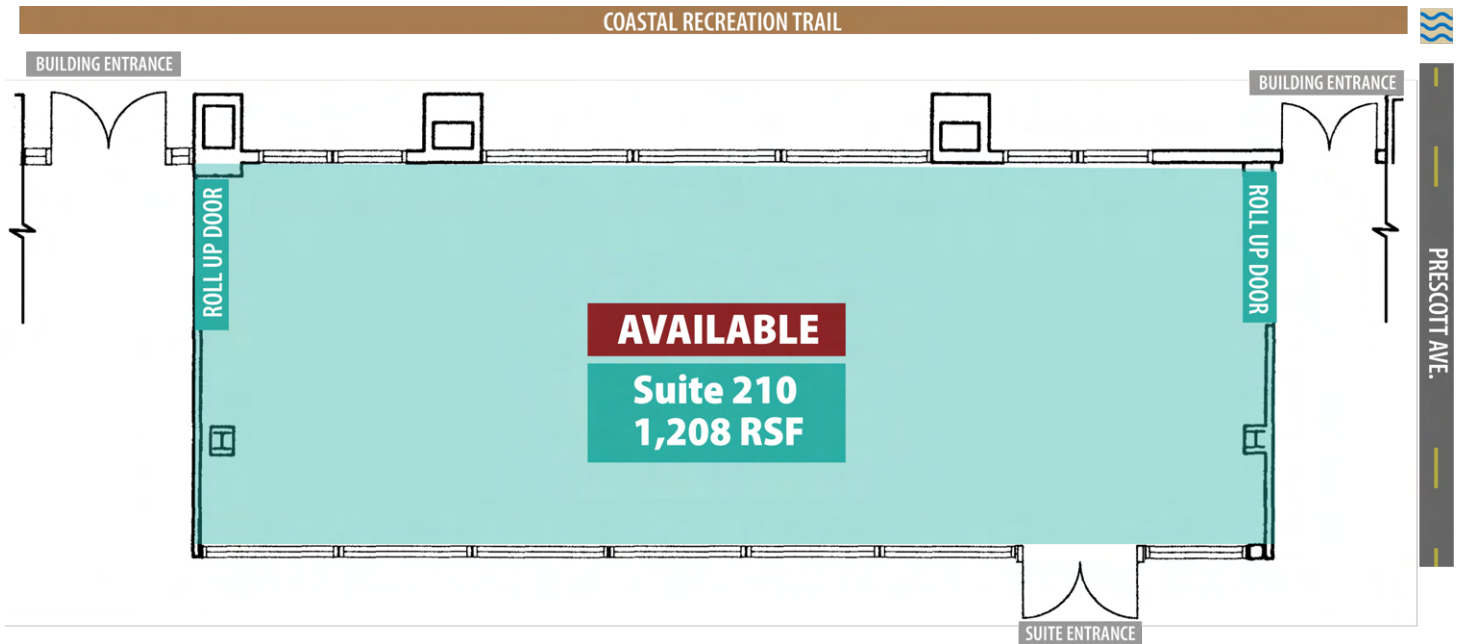
# SUITE 210

## 685 Cannery Row

Steinbeck Plaza One • Monterey, California



### FLOOR PLAN



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# RETAIL MAP

## 685 Cannery Row

Steinbeck Plaza One • Monterey, California





## PROPERTY INFO

# 685 Cannery Row

*Steinbeck Plaza One • Monterey, California*



## STEINBECK PLAZA ONE



### UNIQUE FEATURES

- Replicated "cross-over" connecting to Steinbeck Plaza Two, mimicking the original structures used by canneries to shuttle cans between buildings.
- Modern design that tastefully interprets the industrial heritage of old Cannery Row
- Central location overlooking Monterey Bay National Marine Sanctuary, offering scenic views.
- Part of the larger Steinbeck Plaza complex, which serves as a gateway to McAbbe's historic beach
- Proximity to other historical landmarks, such as Ed Ricketts's Lab (Pacific Biological Laboratories), which inspired locations in Steinbeck's novels.
- Proximity to Monterey Bay Aquarium and other tourist attractions

### PHYSICAL FEATURES

- **Architecture:** The design of Steinbeck Plaza reflects a tasteful, modern interpretation of Cannery Row's industrial heritage, blending contemporary elements with historical aesthetics.
- **Clock Tower:** A distinctive clock tower enhances the building's facade, serving as a recognizable landmark within the Cannery Row district.
- **Elevator Access:** The plaza is currently undergoing an elevator modernization project to replace the existing 30-year-old elevator with a modern, ADA-compliant design. The new elevator will feature wider doors, improved controls, and audible floor announcements to ensure safe and convenient access for all visitors. The project is expected to be completed by April 2025.

**These features combine to make Steinbeck Plaza One a unique blend of historical homage and modern commercial space, attracting both tourists and businesses to this iconic location on Cannery Row.**

### HISTORICAL SIGNIFICANCE

- Named after John Steinbeck, author of the novel Cannery Row (1945)
- Part of the area formerly known as "Sardine Capital of the World" in the 1940s
- Ocean View Avenue officially renamed to Cannery Row in January 1958

**The plaza hosts a diverse mix of local and regional businesses, including specialty shops, galleries, gift stores, entertainment & fun. Steinbeck Plaza One represents the ongoing revitalization of Cannery Row.**





## CURRENT TENANTS

# 685 Cannery Row

*Steinbeck Plaza One • Monterey, California*



**Steinbeck Plaza One** hosts a variety of specialty shops, galleries, and gift shops, contributing to its vibrant commercial environment. Notable tenants include:

**Adventures by the Sea:** Offering hybrid and electric bike rentals, as well as four-wheel family-style bike rentals, this shop caters to outdoor enthusiasts looking to explore the scenic Monterey Bay area.

**Sharky's Shirts:** A retail store specializing in apparel and souvenirs, providing visitors with a range of clothing options and memorabilia.



**Oscar's Playground:** An entertainment venue featuring a variety of arcade games, making it a popular spot for families and children.

**General Store:** Features a wide array of everyday necessities as well as mementos and gifts.

**Candy Factory:** Old-fashioned candy shop, offering an assortment of sweet treats.





## CANNERY ROW

Cannery Row in Monterey, California, has transformed from a bustling sardine canning hub to a vibrant retail and tourist destination. Today, it attracts over 6 million visitors annually, making it the top tourist spot on California's Central Coast. The area boasts a diverse array of specialty shops, including art galleries, clothing boutiques, souvenir stores, home décor outlets, gourmet food shops, and more. Many of these establishments are locally owned, contributing to the unique charm of the district. This high sales performance underscores the area's commercial vitality and its appeal to both retailers and consumers. The district's rich history, immortalized in John Steinbeck's novel Cannery Row, adds to its allure. The street was officially renamed Cannery Row in 1958 to honor Steinbeck and his work. Today, Cannery Row seamlessly blends its historical significance with modern attractions, offering visitors a unique shopping and cultural experience along Monterey's picturesque waterfront.

**As of 2024, Cannery Row in Monterey, California, continues to be a premier tourist destination, attracting over 6 million visits annually.**

### 2024 VISITOR STATISTICS

#### Total Visits

- 6.1 million year-to-date, reflecting a 7.7% increase compared to the previous year.

#### Visitor Demographics

- Median Household Income: \$94,400
- Median Age: 32.9 years
- Average Household Size: 3.21 persons

#### Visits by Day

- Saturday: 24%, Sunday: 19%, Friday: 14%, Monday: 11%, Wednesday: 10%, Tuesday: 9%

#### Average Length of Stay

- Approximately 181 minutes per visit.

Source: Placer.ai





## COASTAL RECREATION TRAIL

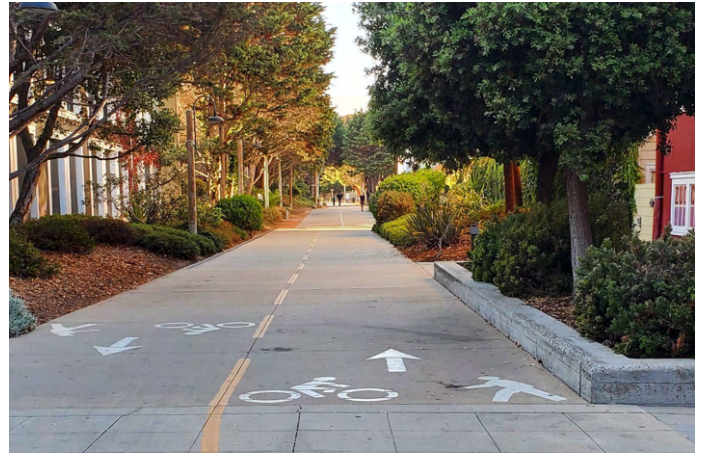
The Monterey Bay Coastal Recreation Trail is a scenic, multi-use pathway that runs along the coast of Monterey Bay and passes through the Cannery Row District. This 18-mile paved path stretches from Castroville to Pacific Grove. Every mile offers scenic vistas and wildlife viewing.

The section off Cannery Row is especially popular, offering stunning views of the bay and easy access to some of Monterey's top attractions, like the Monterey Bay Aquarium, Fisherman's Wharf, and various beaches and parks.

Established in 1986, the trail was developed by converting the former Southern Pacific Railroad tracks that once serviced the bustling sardine canneries of Cannery Row.

The trail is a popular route for commuters, residents, and visitors. On weekends, the trail can see upwards of 2,000 users per day, highlighting its significance as a recreational asset to the community.

Several local businesses offer bicycle, kayak, surfboard, paddle board, in-line skate and surrey (canopied quadricycles capable of seating up to six people) rentals along the path.



## **CANNERY ROW AND CANNERY ROW COMPANY**

In the late 19th and early 20th centuries, Monterey's Ocean View Avenue—now known as Cannery Row—emerged as a bustling hub for the sardine canning industry. The area attracted a diverse workforce, including Chinese, Japanese, Portuguese, and Italian immigrants, each contributing to the community's unique cultural fabric. The canneries thrived during World War I and II, with production peaking at 1.4 million cases in 1918. However, overfishing and changing oceanic conditions led to the industry's decline by the mid-20th century, leaving the area economically depressed and physically deteriorated. The Cannery Row Company's origins trace back to 1968 when restaurateurs Ted Balestreri and Bert Cutino opened The Sardine Factory in a former cannery workers' dining hall. Recognizing the area's potential, they partnered with Harry Davidian and George Zarounian in 1976 to form the Foursome Development Company, which later became the Cannery Row Company. Their collective vision was to rejuvenate the derelict Cannery Row into a premier destination that honors its historical roots while fostering economic growth.

Cannery Row Company is the leading owner and operator of 175,000 square feet of prime retail and commercial space along the historic Cannery Row in Monterey, California. With a diverse portfolio spanning over 90 tenants, we offer premium leasing opportunities in one of the most visited waterfront destinations on the West Coast. We specialize in curating a mix of national brands, boutique retailers, unique dining experiences, and entertainment venues to create an engaging and dynamic visitor experience. Whether you're looking for a flagship storefront, restaurant space, or specialty shop, our leasing team provides tailored solutions to match your business goals.

