

Carmel Valley Perspectives

Sixth-decade anniversary publication of the Carmel Valley Association

August 2009

Sixty years of defending the Valley's rural scenery



A high-altitude photo shows how truly rural Carmel Valley was in 1963. The only visible county-approved subdivisions were Carmel Knolls, Rancho Rio Vista, Tierra Grande and Hacienda Carmel. There is no Barnyard, Crossroads Shopping Center, Carmel Valley Ranch or Mid-Valley retail center. Rio Road stops at Highway 1. (Photo courtesy Carmel's Harrison Memorial Library Collection)

In celebrating the 60th year of CVA, we reprint a brief history of Association activities published at the end of each decade. The obvious person to start this historical approach is the late Jan Ayres, one of three founders of the originally-named Carmel Valley Property Owners Association.

CVPOA in the 1950s

By Jan Ayres

Founding member of the CVPOA

When I was married in 1945, both my husband and I had horses, so we had to have a place zoned for horses. A friend of ours had persuaded Sam Fertig to cut 15 acres off of his thousands of acres (he owned from hilltop to hilltop—now what is Laurel Drive to the River Ranch adjacent to Garland Park). We were able to buy 8 acres. The zoning was “U”, which allowed about anything. The break-up of the big ranches began in the 1940s, leading to the beginning of subdivisions.

Robles del Rio had been subdivided in the 1920s into small lots, as were Paso Hondo and Lower Circle. I had become a member of the League of Women Voters and there were two other members (Orre Haseltine and Frances Andrews) living in the upper Carmel Valley. We got together and decided to observe the County Planning Commission and Board of Supervisors, where we found out that real estate brokers were asking for exceptions to the zoning. In 1947 we were able to get an ordinance passed by the Board of Supervisors establishing a one-acre minimum for a single family dwelling, and a set number of animals per parcel. This document was entitled “Regulations for K Districts.”

We three realized we would have to have an organization behind us, and so we got some people together in April of 1949, and formed the “Upper” Carmel Valley Property Owners’ Association, with the stated purposes of studying the problems of the Valley and disseminating accurate information to members. Below is a quote from the minutes of the first meeting, April 21, 1949.

“The meeting of this new organization was called to order at Holman’s Guest Ranch by Janet Ayres. She stated that the meeting was called by Valley residents who were interested in the welfare and development of the Valley. The aim of the group is to get the facts of problems and present them to the residents so that they are aware of the problems and are enabled to deal intelligently with them. Typical problems of the past have been zoning, the fire district, the dam, and school districts. Representatives could be appointed to attend the Board of Supervisors meetings, Planning Commission meetings, Tax assessment meetings, School Board, etc., and thus keep the Valley residents abreast of what is going on.”

The Board of the Carmel Valley Property Owners’ Association (“upper” had been deleted) decided in November of 1951 that we should ask the County Planning Commission to commence laying out a master plan for the future development of Carmel Valley. The master plan, as envisioned, would embrace road layout, parks, setbacks, types of zoning, and aspects of utilities and mail service. Therefore a Master Plan Committee was formed, including representatives from the CVPOA and from the business and professional groups.

In 1955 the Planning Commission submitted a short 5-page document entitled “Community Development Plan for Carmel Valley” to the Board of Supervisors. It basically designated four areas for commercial use—the Village, Mid-Valley Farm Center, Louis Wolter’s and the Valley mouth, with most of the rest to be devoted to homes and agriculture. A great deal more work was done by diverse groups of people, and as a result of CVPOA leadership, the Board of Supervisors adopted the first real Carmel Valley Master Plan in 1961. Future articles on the history of CVPOA will continue the story, but this is the first chapter.

1999-2009

CV’s decade of focus

By John Dalessio

CVA President, 2002-’03; ’07-’08

The period 1999-2009 was dominated by CVA’s efforts to protect the remaining rural charm of Carmel Valley, develop a more complete sense of community among Carmel Valley residents, help establish a fair General Plan for all of Monterey County, and investigate the possibility of and then support Carmel Valley’s efforts to become an incorporated town with its own governing body.

Why We Live Here

CVA works diligently and persistently at preserving Carmel Valley’s rural character. We monitor, attend to and represent Carmel Valley’s interests before the Board of Supervisors, the Planning Commission, the Monterey Peninsula Water Management District, and all other important bodies that can improve—or make worse—our quality of life. No other Carmel Valley organization maintains this constant vigilance that so has often protected the Valley’s rural nature.

Building a Community

Isolated neighborhoods can establish bonds, but they cannot protect themselves, nor sustain the linkages that form a community. CVA has been working to support businesses, community groups, organizations and interest groups throughout the Valley. We have established Carmel Valley

Voices, a monthly lecture/community series, participated in Sustainable CV efforts and emergency preparedness education, begun the process of bringing neighborhood groups together, worked to support local businesses by encouraging residents to shop locally and helped to ease obstructions (road and legislation) that harm our Valley. CVA was one of the lead groups that helped to preserve our special-needs community of Rippling River, and we are leading the effort to ensure that the Carmel Middle School retains a healthy environment and a vibrant Habitat Center. We helped to make the Carmel Valley Museum a reality.

The Town of Carmel Valley

In November the voters of Carmel Valley will be able to decide if they want to control their own destiny. The choice is this: we elect our own town council, allocate the use of our tax monies and resources ourselves, and together create a vision for what the majority of us desire. CVA is uniquely qualified to understand the importance of local control, due to our work with the county. If we don’t form a town, we let three Salinas Valley supervisors (a Board majority) continue to spend our money elsewhere and place their favorite developer’s projects in our neighborhoods.

If the Salinas Valley supervisors were to approve all of the projects presently in process—and they well might—it would more than double the traffic on Carmel Valley Road. That would ultimately lead to four-laning Carmel Valley Road and, even then, make escape from our homes during a

dangerous fire or flood a daunting challenge. Bottom line, if we do not become a town, we continue to be at the mercy of the out of town supervisors.

Monterey County

We favor incorporation because we who live here care the most about Carmel Valley’s future. We, the people of Carmel Valley, either take charge of what we have or we will surely lose it. This, however, does not mean that we abandon the County. County government is still working on a 20 (now 12?) year General Plan. CVA has been one of the dominant voices in this debate, advocating for a responsible County and local growth policy. We will continue to use our experience to encourage the County towards a fiscally and socially responsible General Plan.

The Future...

Is now. We have something special here: unsurpassed climate, views Everywhere—drive Carmel Valley Road with someone new and check their reaction—, friendly and unassuming folk, community organizations and businesses to suit every taste. The allure is so great that we cannot expect developers to ignore it. CVA has endeavored to save Carmel Valley for sixty years. However, the emergence of the Salinas Valley as Monterey County’s population center tells us must change our ways. It is NOW that Carmel Valley needs to be governed by people who live, shop, work and raise their kids here. It is not selfish to think this way; it’s survival.



Rosie's Cracker Barrel and Robles del Rio Post Office, 1948. Frederick Harbick, photographer, Lee Harbick Collection (Courtesy Monterey Public Library, California History Room)

So, as the three of us continued our ruminations over refills of coffee, we realized that without the efforts of the CVA we would be seeing today a Carmel Valley stripped of its beauty and rural charm, and without a number of dedicated residents who attended one meeting after another, there would be even greater traffic on Carmel Valley roads and more restrictions on the use of Carmel Valley River water.

Well, it was time to go and we resolved that our best efforts would be directed toward enlisting a larger membership because those large numbers make a difference at the County level—and we would all dedicate some part of our time to attending the Planning Commission and Supervisors' meetings whenever there were issues that endangered our beautiful life in this rural valley.

CVA in the '80s

By Robert Greenwood
CVPOA President, 1984
And Jack Hanford

One evening during the Fall of 1989 the CVA held an open meeting for residents of the Valley. Things were going along pretty well until the question and answer period when this huge, really big farmer stood up and demanded, "What have you really accomplished in the last ten years. All I

read is that there is more and more building in Carmel Valley and a greater use of roads and water every year! Why should I pay dues to CVA if you folks don't do anything to stop all this?"

Well, Max Chaplin, the president, is a pretty level-headed sort...so sensing that the entire audience wanted a definitive answer, he took a deep breath and started out... "It's true that CVA has lost a number of skirmishes in the past, but here's what we have achieved for all of us who live here: Early in the '80's we led the fight to prevent a stoplight at Carmel Valley Road and Robinson Canyon Road. Instead, the new Carmel Valley Ranch was required to finance the underpass which has proven so practical. We developed the concept of Service Centers to house contractors' equipment in the Valley. In '85 we opposed the Oppenheimer plan for 3,800 units on Rancho San Carlos and pressed for restrictions on Chateau Julien Winery. The following year we joined Carmel in shooting down the helicopter sightseeing tours.

Even though we fought the good fight against Carmel Valley Ranch's use of Cal-Am water, after they drilled their "aquifer" to 1,200 ft. (finding no significant water), the County granted them a Cal-Am connection. However, that year CVA worked with Alice Meyde to plant and beautify the median strip on Carmel Valley Road near the Middle School...what a difference that made!

Then in 1986 the 20-year Carmel Valley Master Plan finally went into effect. It provided for a County-appointed Citizens' Subdivision Evaluation Committee to examine all proposed subdivisions to ensure compliance with all plan policies...unfortunately, the Supervisors from the other districts paid little attention to many of the committee's complaints. Another battle we lost and won was the "Traffic Trigger" in the Master Plan which was intended to delay new subdivisions, but resulted only in the imposition of "road improvement fees" on developers.

We've successfully opposed proposals for new Cal-Am wells in the upper Valley, in favor of drawing more water from the lower Valley and reducing irrigation of golf courses...and now the County has initiated an EIR on proposed improvements to Carmel Valley Road.

Now folks, think about it. How much better is Carmel

CV(PO)A, by the decades

CVA in the '60s

By Jerry Foote
CVA President, 1985
Carmel Valley Master Plan Committee Member

The CV(PO)A was very active in Valley issues during the '60s, reflecting a growing community which was changing from rural to more urban development. George Brown, the retiring president of CVA, summed up some of the achievements of 1964, which included the slowing of subdivision activity until the question of population density was settled.

At the annual meeting in 1965, discussion included active CVA participation in a master plan for the Village. A very hot topic was the traffic and road problem. CVA opposed the proposal of the County Planning Department to form a major road south of Carmel River to Robinson Canyon. The question of four-laning the Valley road was debated widely, then in June of 1965 the Supervisors decided not to four-lane the Valley road from Dorris Drive to Panetta Road.

Other hot issues in the '60's included the CVA's opposition to a proposed cement batch plant and a protest against Humble Oil Company's proposal to build a facility.

The events of 1965 showed that CVA was an active part of the community, with a clear vision of the Valley of the future. It was fortunate that the organization had been formed earlier, enabling it to represent itself and to speak out clearly on matters of Valley concern. The coverage by the Outlook was excellent in keeping residents up-to-date on CVA activities.

The ever-increasing development in Carmel Valley would be a continuing challenge for CVA throughout the following decades.

CVA in the '70s

By Jack Hanford
One of the Old-Timers

A couple of old-timers and I were sitting around after breakfast at the Wagonwheel discussing what, if anything, had been accomplished by CVA efforts during the seventies. We remembered a number of instances where we had been particularly active...our participation with contributions toward the purchase of Odello West and the consequent saving of that open space forever; participation in the preconstruction of the mid-Valley Fire Station and the contract with the California Department of Forestry for a two-man response, to protect the entire mid-Valley area; continual appearances before the Monterey County Planning Commission and the Board of Supervisors in opposition to any number of new developments (we won some, lost others); our fight to prevent the building of Carmel Valley Ranch until the developers proved the alleged Tularcitos water stratum existed (it didn't!) and later when we argued successfully for reduction in the density of the Ranch. But the one effort that stood out above all the others was the up-date of the Carmel Valley Master Plan.

Adopted by the Supervisors in 1961, after six years of careful preparation, the Master Plan was first in the Nation for an unincorporated area within a county. In 1979, CVA's 1,039 members represented an important body when the revised Master Plan was proposed to the Planning Commission. Unfortunately, the pending Master Plan and a ban on new water hookups acted as a prod to potential developers, resulting in the escalation of small projects which mushroomed while CVA was concerned with the larger developments.



Valley today, than it might have been without your support for CVPOA?"

CVA in the '90s

By Eleanor Avila
CVA Historian

A group of us were discussing CVA's 50th Anniversary Year and the publicity we had sent out concerning each of the earlier 10-year periods. There were several who insisted that folks in the Valley would only be interested in our accomplishments, yet others insisted that we should write about battles we fought and lost. So this review of the '90's tells of both!

Water Issues

The Monterey Peninsula experienced continued drought conditions ('88, '91) causing great concern to Carmel Valley residents. CVA supported the Residents' Water Committee's petition to limit new water hook-ups, and filed an intervention document with the P.U.C. complaining that Cal-Am was over-drawing the Carmel River supply. CVA urged a temporary limit on new water connections, strongly recommended that residential and commercial sectors should share rationing more equally, but did not endorse an increase in Cal-Am rates to study a Canada de la Segunda dam for water storage. In 1995 the State Water Resources Control Board did order Cal-Am to cut back its pumping. Also in 1994-95, CVA expressed concern to the Board of Supervisors regarding changes in the permit process that seemed favorable to developers. Case in point: Carmel Greens, which was allowed to proceed without adequate proof of water. In August, 1995, the Planning Commission recommended to the Board of Supervisors that "proof of water" must be made prior to project approval.

Land Use Issues

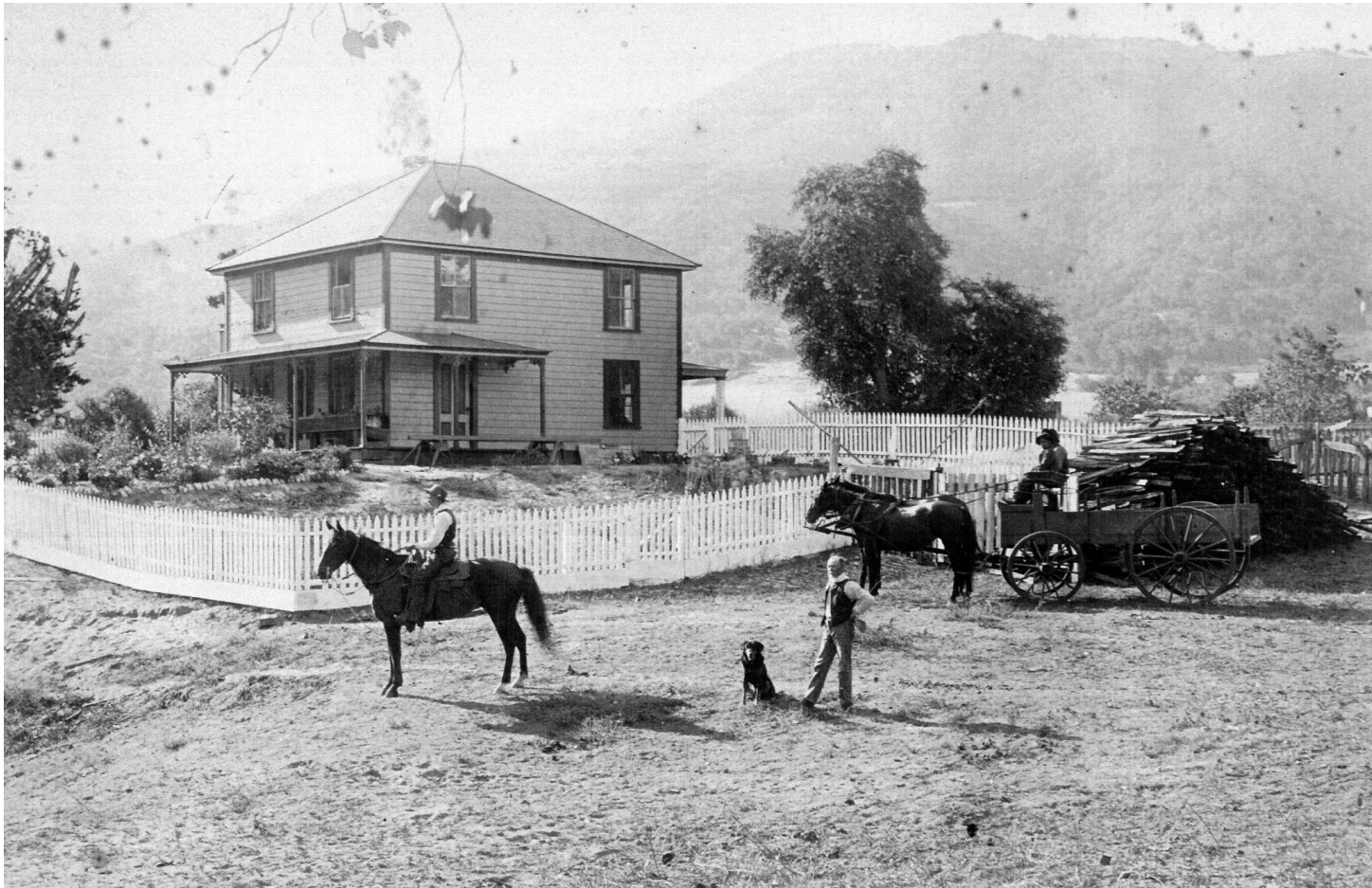
CVA played the role of watchdog in the Holt Ranch proposal, Carmel Greens, expansion and erosion at Saddle Mt. RV Park, and the Veeder subdivision proposal (land eventually acquired by Garland Park). A great deal of controversy arose over the various stages of the Canada Woods development. The CVA Land Use Committee and a Citizens' Subdivision Evaluation Committee reviewed maps and ordinances and marked a 33-point score-sheet, sending it to the Board of Supervisors.

In 1995 the Eastwood-Williams partnership acquired 397 acres of wildland adjoining the eastern boundary of Canada Woods, and also asked for permission to alter the scenic easement thereon. Even with questions about building in the sensitive Monterey Pine forest, the Supervisors approved (with unusual urgency) an increased Canada Woods project along with a small reduction in the Coast Ranch project—both areas under the same ownership.

Against the wishes of over 80% of CVA's voting membership, the Monterey Peninsula Water Management District annexed September Ranch to the Cal-Am water district. After heated hearings, the Board of Supervisors approved September Ranch in 1998, partly on the basis of a water transfer from an agricultural parcel on Schulte Road—a policy which a new County ordinance will be designed to prevent in the future. One year later, some active Valley residents along with the Sierra Club filed and won a lawsuit against the planned September Ranch. The appeal process will keep this issue active well into the next decade.

Roads and Traffic

Early in 1992 the "trigger mechanism" requiring a study of possible road improvements, was pulled when traffic on a segment of the Carmel Valley Road exceeded the level of service established in the C.V. Master Plan. CVA conducted a series of forums up and down the val-



Snively-Ollason Ranch House, ca. 1885 (Courtesy Monterey Public Library, California History Room)

ley to seek citizen and business views as to what should be done. Compilation and conclusions were given to the Board of Supervisors, and in August, 1992, the Supervisors elected to go for a number of road improvements rather than a massive widening effort. Early in 1999 funding for the Hatton Canyon Freeway was denied. Some relief has come in the form of two-laning the entrance to Carmel Valley at Highway 1.

Personnel

Although a great many members of CVA have devoted time to Valley issues, the presidents during the '90s deserve special commendation. Thanks to Max Chaplin, Allan Sandstrum, Roger Williams, Ileene Crane-Franks, Christopher Cayce, Jerry Clark and George Boehlert, the Association will continue to "preserve, protect and defend the natural beauty and resources of Carmel Valley and the County of Monterey."

The 50th Year Perspective

By George Boehlert
President, 1999-2002

CVA's first 50 years have established this organization as a leader in the effort to preserve Carmel Valley's rural atmosphere and quality of life. If 1999 is any measure, the next ten years will represent a highly dynamic decade for the Valley and its residents. In our 50th year, we have seen the Carmel River declared one of North America's ten most endangered rivers; the courts have overturned the Board of Supervisors' decision on water transfers and a major subdivision within the Valley, and traffic problems have finally led to a careful examination of limitation on growth and how the County government will treat Carmel Valley.

Over the next ten years, I see issues in the Valley being dominated by four things: maintaining a rural environment; assuring fairness in governance; promoting the natural environment; and developing a sustainable business community.

Maintaining a rural environment

A big part of the reason that many of us decided to live in Carmel Valley has to do with the rural atmosphere. "Rural atmosphere" means different things to different people—no clear definition exists. No freeways, little traffic congestion, large lot sizes, interspersed agriculture, hiking trails, horse trails, parkland, oak woodlands, a natural river, and other characteristics all seem to contrib-

ute to the vague sense of what defines rural. What threatens the Valley? In recent years subdivisions, excessive water extraction, loss of agriculture and increased traffic have all contributed to a decline in the rural nature of Carmel Valley.

We cannot protect what we cannot define. In the next several years, a crucial element in defining the problem will occur with the revision of the Carmel Valley Master Plan (CVMP). One of the biggest challenges will be for CVA and for the Valley as a whole to participate in the revision of the CVMP and to help define our vision of the "rural atmosphere" of Carmel Valley.

Assuring Fairness in Government

Carmel Valley is governed as a small part of the larger Monterey County—a part which contributes inordinately to the financial well being of the County through high property taxes. Carmel Valley residents are governed by County officials, most of whom have neither allegiance nor accountability to the Valley. Witness the frequency of decisions adverse to the Valley's interest with the 5th district Supervisor often the lone supporter of Carmel Valley.

Is autonomy the answer? Every decade or so, Carmel Valley makes a concerted effort to examine incorporation, and all such efforts have failed. Now, State law makes incorporation a major financial burden, increasing the difficulty of developing an autonomous entity, or city. Alternative approaches to local control have been tried over the last decade, including the relatively inefficient initiative process or the contentious legal challenge, leading to occasional victories followed by return to business as usual. In the coming decade, we will see further attempts to examine incorporation, and may well see eventual creation of a town. More likely, however, will be some form of compromise, in which the County concedes a greater deal of self-determination to Carmel Valley.

Promoting the Natural Environment

Development of a Carmel River watershed council, popularity of Garland Park and its trails, and federal protection of the Carmel River steelhead and red-legged frog populations all point to a growing concern for how we treat our natural environment. In the next ten years, increased pressure for development will lead to greater support for environmental protection. Appreciation of the aesthetic and educational value of Carmel Valley's

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natural environment will only grow as we understand what we have to lose.

Developing a Sustainable Business Community

The recent issue of growth limitation has focused attention on differences between attitudes of business and residents. At the present time, vacancies in commercial rentals are at a high level, but the perception among residents is that the business community persists in wanting new development. Residents are often critical of businesses such as wine-tasting rooms that add traffic to Carmel Valley Road. Many of these same residents, however, think nothing of making trips to Sand City or Del Monte to do their shopping, further adding to the traffic congestion at the mouth of the Valley. What is the solution?

A balance needs to be developed. Can Carmel Valley's business community focus less on the lucrative visitor-serving and development segments of their industry and become more attentive to services that meet the needs of residents? In response, residents should patronize Valley businesses to insure their economic viability. Working together, residents and business can improve this community.

What role will CVA play in the next decade?

As with any organization, CVA's influence fluctuates with the intensity of problems it faces. When things are going well, we all relax. Little seems to be threatening our lovely Valley. Worries are few. "Watchdog" organizations like CVA seem almost extraneous—membership falls, and the diligence of the watchdog function diminishes. This seems to have happened in the mid-1990s. Then, a few subdivisions and developments are approved; traffic gets worse, and suddenly, we perceive Carmel Valley as threatened. How could this happen? Someone must be to blame! Where was CVA when we needed



Charles Lindbergh, center of group, preparing to launch a Bowlus sailplane on a hill at Fish Ranch, March 1930 (Courtesy Monterey Public Library, California History Room)

them?

Volunteer organizations are no more than the sum of their membership. CVA has goals and objectives designed to protect the rural character and quality of life in the Valley. Carrying them out takes work—attendance at meetings (Planning Commission, Board of Supervisors, Water Board, etc.), writing letters and formulation of informed responses and positions. A strong Board of Directors can carry out this work, hopefully in the proper direction, but even

the Board has its limitations. An informed, active and involved membership is essential to CVA's impact as an organization.

Make sure your interests are represented. GET INVOLVED! Attend the Board meetings. Run for a Board position if you feel you can do a better job than the current Board. Until some of the issues noted above are resolved, members remain the key to meeting CVA's objectives. Do something for your community.

8: EIGHT GREAT REASONS to JOIN the CARMEL VALLEY ASSOCIATION

- **IF YOU LIVE IN CARMEL VALLEY** it's probably because you value its uniqueness -- its natural beauty and varied lifestyles. The **Carmel Valley Association** is the only community-wide organization devoted to *preserving and protecting* this special place.
- **THE CVA's PURPOSE IS TO REPRESENT THE INTERESTS OF** *all those who actually live or own property in Carmel Valley* and who seek to retain its distinctiveness. CVA has been doing this for 60 years and has about 800 members. It is *not* a political organization.
- **WE ARE COMMITTED TO MAINTAINING THE RURAL CHARACTER** of Carmel Valley. We support growth and development that is *orderly, well planned and consistent* with that character, when it can be *achieved responsibly* with respect to infrastructure such as traffic management, water resources, flooding protection, and emergency access.
- **CVA HAS A LONG, VIGOROUS AND EFFECTIVE RECORD** of providing County authorities with *competent and expert evaluation*, which sometimes has been crucial on such environmental and other resource issues as the lack of water, flood plain concerns, traffic impact and ecological issues that affect Carmel Valley.
- **WE ENGAGE IN AND SUPPORT PROJECTS** that *beneficially affect the lives of Valley residents* of diverse backgrounds and means, such as affordable housing. For example, CVA helped avert the closing of Rippling River.
- **WHETHER OUR COMMUNITY CONTINUES TO BE GOVERNED BY THE COUNTY OR BY OUR OWN LOCALLY ELECTED TOWN COUNCIL**, we'll see to it that the expressed views of the majority of CVA members on all key issues are *taken into account* in the governmental decision making process. We'll *continue to resist* the powerful external forces that may be at variance from the wishes of Valley residents.
- **OUR BOARD IS ELECTED ANNUALLY** by CVA members, and conducts its *monthly meetings* in public, and seeks to consider all shades of Valley opinion, and to *represent* faithfully the expressed majority view of its membership.
- **WE CONTINUE TO ENJOY LIFE** in the Valley, and to help community members stay informed, get to know their neighbors, discuss local events and issues, and express their views where they can be effective in helping to *preserve and protect the unique character of the Valley*. We send out quarterly newsletters and organize a free monthly gathering centered on entertaining and informative topics of local interest. Our annual picnic has become a popular community social event, this year on October 4, 11:30-3 at the Trail and Saddle Club. We welcome members' ideas on what else we might do to *enhance the pleasure of living in Carmel Valley*.

Please visit our website www.carmelvalleyassociation.org.
WE'D LOVE TO HAVE YOU JOIN CVA!

ANNUAL FEE: \$20 PER SINGLE MEMBERSHIP OR \$30 PER FAMILY
Any new members joining by September 20
are invited to the Oct 4 picnic at no cost

Name(s): _____
 Mailing address: _____
Additional contact (optional)
 Telephone: _____ Email: _____
 Send a check made out to CVA to: CVA, P.O. Box 157, Carmel Valley, CA 93924

CVA Presidents

1949	William Wood
1950	Ernest Dawley
1951	David Hoisington
1952	J.L.Underhill
1953	Harold Sand
1954	Paul Jones
1955	Ed Haber
1956	L.W. Klene
1957	Dudley Swim
1958	Claude Dillavou
1959	R.O. Bare
1960	Frant Fletcher
1961	J.L.May
1962	Jack Uzzell
1963	John Sigourney
1964	George Brown
1965	E.P.Tyner
1966	Rex Pryer
1967	C.L.Underwood
1968	Emil Hansen
1969	Roy Kaminske
1970	Ed Lee
1771	George Sackman
1972-74	Bill Brown
1975-76	Al Eisner
1977	Hannah Davidson
1978-79	Doug Despard
1980	Earl Moser
1981	Jack Sassard
1982-83	Richard Delsemer
1984	Robert Greenwood
1985	Jerry Foote
1986	Gene Erner
1987-88	RT Nimmons
1989-90	Max Chaplin
1991-92	Allan Sandstrum
1993-94	Roger Williams
1995-96	Ilene Crane-Franks
1997	Christopher Cayce
1998	Jerry Clark
1999-2002	George Boehlert
2002-03	John Dalessio
2004-07	Glenn Robinson
2007-08	John Dalessio
2009	Christine Williams