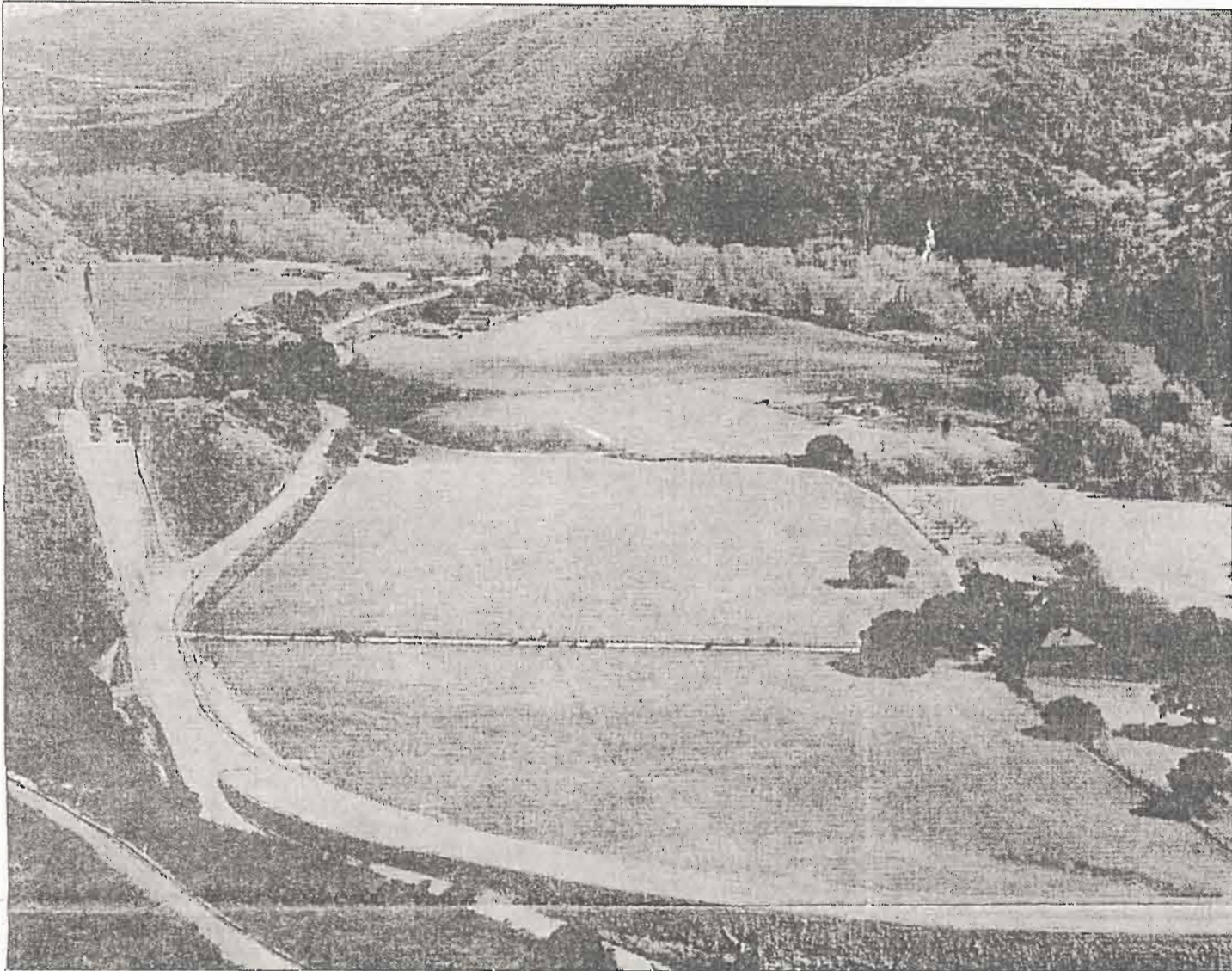


# Carmel Valley News

Carmel Valley Property Owners' Association

October, 1999

## Fifty years of defending the Valley's rural scenery



A bird's-eye view of rural Carmel Valley circa 1952.

*IN CELEBRATION of the 50th year of this association, we hope to present a brief history of the association activities, by decade. The obvious person to start this historical approach is Jan Ayres, one of the three founders of CVPOA.*

### The CVPOA in the 1950s

By JAN AYERS  
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 1940's, leading to the beginning of subdivisions.

Robles del Rio had been subdivided in the 1920's 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 first 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

## CVPOA — The next 10 years

By GEORGE BOEHLERT  
CVPOA President, 1999-2000

CVPOA'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 contribute 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.

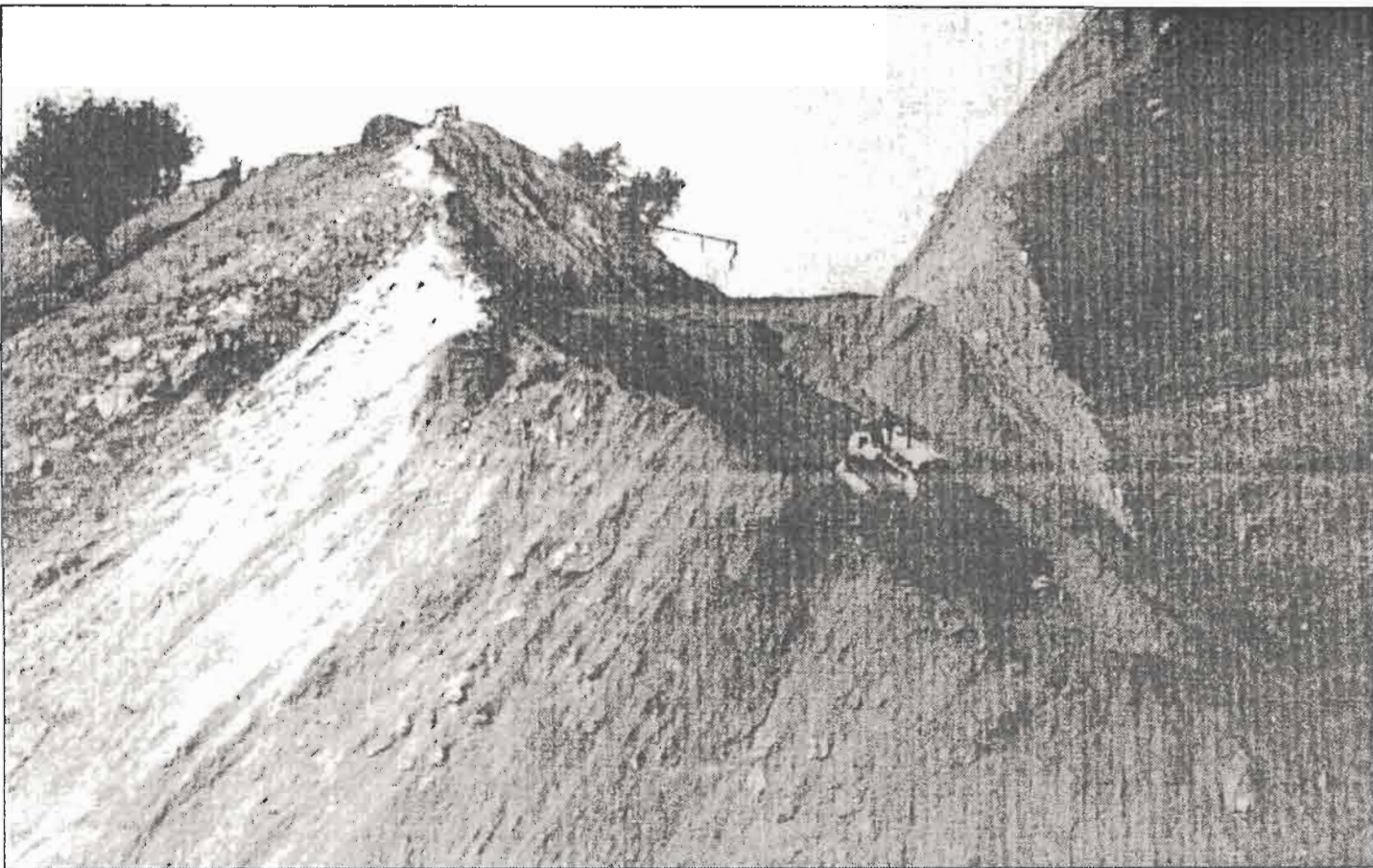
We cannot protect what we cannot define. In the next several years, a crucial element in defining the problem will occur with the revision of the Carmel Valley Master Plan (CVMP). One of the biggest challenges will be for CVPOA and for the Valley as a whole to participate in the revision of the CVMP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

#### Assuring Fairness in Governance:

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

See FUTURE next page

See 1950s next page



A caterpillar tractor breaks through the last ridge over Laureles Grade as the road is built in the 1940s.

## FUTURE

From front page

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 development of a city. 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 growing concern for how we treat our natural environment. In the next ten years, increased pressure for development will lead to greater public support for environmental protection. Appreciation of the aesthetic and educational value of Carmel Valley's 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 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 CVPOA play in the next decade?

As with any organization, CVPOA'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 CVPOA 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 CVPOA when we needed them?

Volunteer organizations are no more than the sum of their membership. CVPOA 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 this out, hopefully in the proper direction, but even the Board has its limitations. An informed, active, and involved membership is essential to CVPOA'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 CVPOA's objectives. Do something for your community.

## 1950s

From front page

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. In this 50th year of the Association, members still hope to play a positive custodial role in protecting and defending the natural resources and beauty of Carmel Valley, just as the first members envisioned.

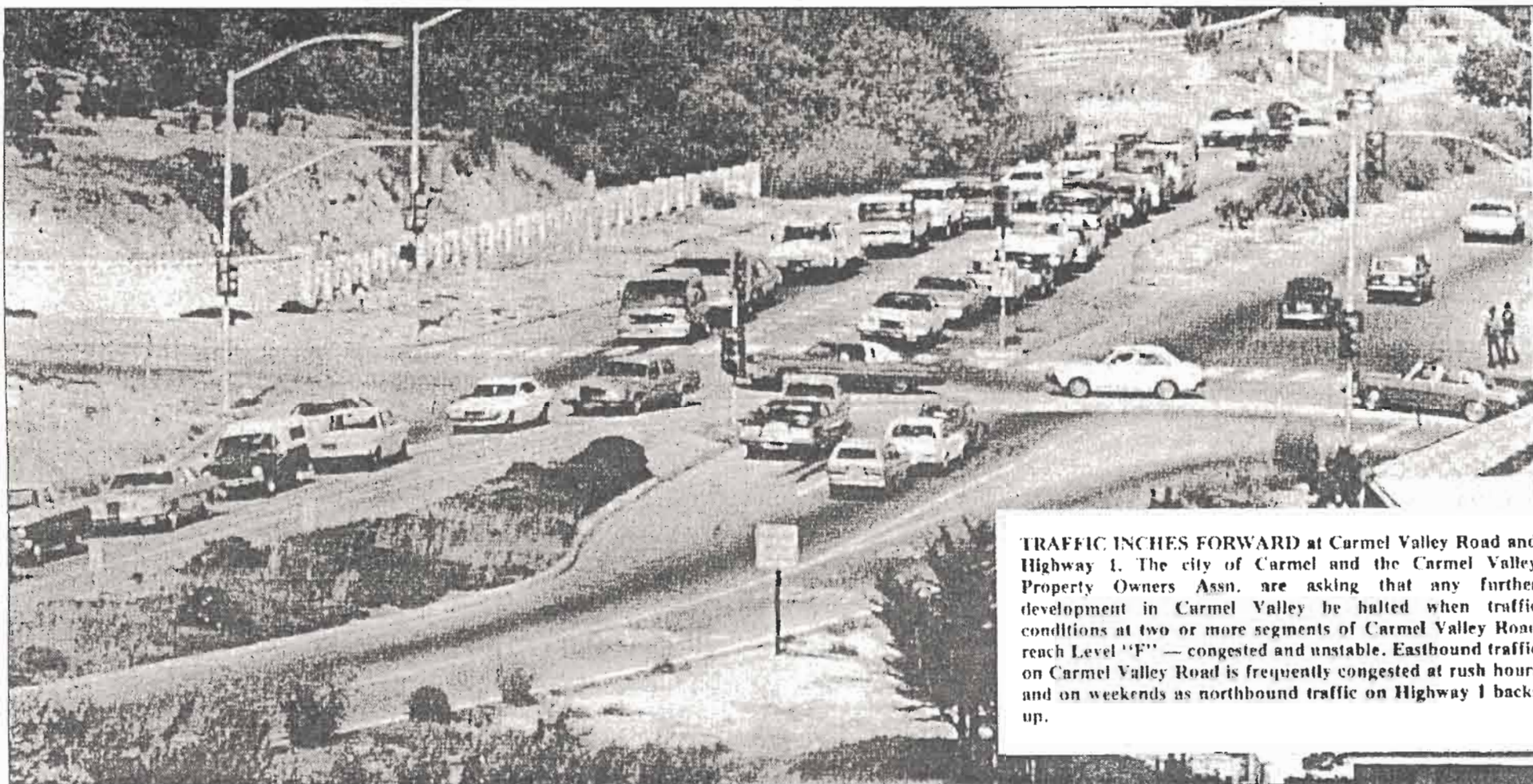
## The CVPOA in the 1960s

By JERRY FOOTE  
CVPOA President, 1985  
Carmel Valley Master Plan Committee  
Member

THE CVPOA was very active in Valley issues during the '60's, reflecting a growing community which was changing from rural to more urban development. George Brown, the retiring president of CVPOA, 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 CVPOA participation in a master plan for the Village. A very hot topic was the traffic and road problem. CVPOA 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 CVPOA's opposition to a proposed



**TRAFFIC INCHES FORWARD** at Carmel Valley Road and Highway 1. The city of Carmel and the Carmel Valley Property Owners Assn. are asking that any further development in Carmel Valley be halted when traffic conditions at two or more segments of Carmel Valley Road reach Level "F" — congested and unstable. Eastbound traffic on Carmel Valley Road is frequently congested at rush hours and on weekends as northbound traffic on Highway 1 backs up.

cement batch plant and a protest against Humble Oil Company's proposal to build a facility.

The events of 1965 showed that CVPOA 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 CVPOA activities.

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

## The CVPOA in the 1970s

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 CVPOA 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 pre-construction 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, CVPOA'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 CVPOA was concerned with the larger developments.

So, as the three of us continued our ruminations over refills of coffee, we realized that without the efforts of the CVPOA 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.

## The CVPOA in the 1980s

ROBERT GREENWOOD  
CVPOA President, 1984  
and JACK HANFORD

ONE EVENING during the Fall of 1989 the CVPOA 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 CVPOA 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 CVPOA 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 CVPOA 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 Valley today, than it might have been without your support for CVPOA?

## The CVPOA in the 1990s

ELEANOR AVILA  
CVPOA Historian

A GROUP OF US WERE discussing CVPOA's 50th Anniversary Year and the publicity we had sent out concerning each of the earlier 10-year periods, when an argument broke out about how we should report our successes and failures. There were several



The serenity of water as a refuge for fowl, fish and wildlife in the Carmel Valley.

who insisted that folks in the Valley would be only interested in our accomplishments... yet others insisted that we should write about the many battles we fought and lost to the Planning Commission and the Supervisors. 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. CVPOA 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. CVPOA 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, CVPOA expressed concern to the Board of Supervisors regarding changes in the permit process that seemed favorable to developers (i.e. application accepted as complete without technical proof of a long-term supply of water). 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. The County Subdivision Ordinance was amended regarding timing of water proof. Also in relation to water issues, the CVPOA held public forums on desalinization and the proposed dam project.

**LAND USE ISSUES**

A complicated lawsuit was filed in the '90's by the Careful Objective Development organization (Peter Marble, leader) against Mr. Markkula

and Monterey County over expansion of an airstrip in the Rana Ranch on Tularcitos Creek. CVPOA supported C.O.D., based on issues of wildlife, noise, safety, and questionable purpose of the airstrip. The enlarged airstrip was denied. CVPOA also played the role of watchdog in the Holt Ranch proposal, Carmel Greens, expansion and erosion at Saddle Mountain 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 CVPOA Land Use Committee presented several suggestions which would allow some development but still comply with the Carmel Valley Master Plan. A Citizens' Subdivision Evaluation Committee, along with public input, reviewed maps and ordinances and marked a 33-point scoresheet, sending it to the Board of Supervisors.

In 1995 the Eastwood-Williams partnership acquired, from Big Sur Land Trust, 397 acres of wildland adjoining the eastern boundary of Canada Woods, and also asked for permission to alter the scenic easement thereon. There were questions about building in the Monterey Pine forest — a "sensitive biotic resource." With unusual urgency; the Supervisors finally approved an increased Canada Woods project along with a small reduction in the Coast Ranch project — both areas under the same ownership.

The late '90's also saw another development approved — against the wishes of over 80% of CVPOA's voting membership. CVPOA opposed the Monterey Peninsula Water Management District decision in 1994 to annex September Ranch to the Cal-Am. water district. Nonetheless, it was approved by the P.U.C. 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 Carmel Valley residents along with the Sierra Club filed and won a lawsuit against the planned September Ranch subdivision. The appeal process will keep this issue active well in 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 Carmel Valley Master Plan. CVPOA conducted a series of forums up and down the valley to seek citizen and business views as to

what should be done and who would pay. Compilation and conclusions of the "stat" sheets from these meetings 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. In August of 1993 the Supervisors appointed the Carmel Valley Road Improvement Committee, composed of CVPOA members as well as developers, legal representatives, and others. C.V.R.I.C. discussed fees and policies in great detail over the next eight months, then recommended changes to the wording in the Carmel Valley Master Plan with the goal of limiting long-term traffic growth to a level that can be served without four-laning Carmel Valley Road. In February 1995 the Public Works Department submitted a plan of action to the Supervisors. Among other statements, the Public Works Department committed to allot a "reasonable portion of state and federal discretionary funds to improvements for the Carmel Valley Road." Early in 1999, funding for the controversial Hatton Canyon Freeway was finally denied, thus triggering more controversy over the possibility of a building moratorium being initiated before the end of the year.

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



**Carmel Valley Property  
Owners' Association**

*To Preserve, Protect, and Defend the Natural  
Beauty and the Resources of Carmel Valley and  
the County of Monterey*

- CVPOA is a non-profit coalition of homeowners and other residents of Carmel Valley.
- Established 50 years ago, CVPOA serves as a strong voice with regulatory agencies to represent the Valley by
  - monitoring and influencing the improvement, adoption and implementation of the Carmel Valley Master Plan
  - working to assure carefully planned and carefully controlled growth;
  - influencing the planning and provision of required public services;
  - providing a forum for open discussion of issues important to Carmel Valley residents and organizations.

**Join your neighbors in protecting Carmel Valley!**

**Membership Application**

Name \_\_\_\_\_

Address \_\_\_\_\_

Home phone \_\_\_\_\_ E-mail \_\_\_\_\_

|                                          |                                                     |
|------------------------------------------|-----------------------------------------------------|
| <b>Active Members</b>                    | <b>Associate Members</b>                            |
| Single     \$15 <input type="checkbox"/> | Homeowners Assoc.     \$25 <input type="checkbox"/> |
| Couple     \$25 <input type="checkbox"/> | Other group     \$25 <input type="checkbox"/>       |

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