MONTEREY COUNTY GENERAL PLAN

MONTEREY COUNTY, STATE OF CALIFORNIA

ADOPTED BY THE MONTEREY COUNTY PLANNING COMMISSION JULY 10, 1968

ADOPTED BY THE BOARD OF SUPERVISORS OF MONTEREY COUNTY OCTOBER 22, 1968
MONTEREY COUNTY
PREFACE

The Monterey County General Plan is an attempt to establish a county philosophy based on the values and desires of the people. This in turn becomes a valid basis for decisions by public bodies as well as private enterprise. Such a procedure is vitally needed in our rapidly changing environment. The General Plan is a study of the ever changing pattern of Monterey County—a mirror in which to review the past, to comprehend the present, and to contemplate the future. This plan reflects years of research and study as well as many other reports such as the continuing Facts and Figures, Recreation in Monterey County, Beach Acquisition, and other plans which are shown as separate documents because of the volume of material.

The size of Monterey County, its variety of climate, vegetation, and land forms make it imperative that only large land uses or broad proposals be used to portray geographically the objectives desired for the future development of the County. Accordingly, in addition to the maps, greater emphasis in the General Plan is placed on the text which conveys in words the objectives as well as the principles and standards recommended to make them effective. More detailed analysis of each section of Monterey County may be found in the previously adopted General Plans of each area which have been incorporated into and become a part of this Monterey County General Plan. Each of the sectional General Plans incorporate greater details of the elements contained herein as well as suggested methods of implementation for each area.

The success of this plan as a guide to future development of Monterey County will depend primarily on the imagination and daring of the people of present and future generations.
ORIGIN OF THE NAME

"The name is composed of the words, monte and rey, and literally means 'king of forests'. The harbor and country were so named in honor of Count Monterey, as well as for the beautiful forests of pine and other trees that surrounded the harbor and covered the hill-tops."

AREA OF THE COUNTY

"The area of Monterey is three thousand three hundred square miles and is within a fraction of the size of the State of Connecticut, and is greater than the combined area of the States of Rhode Island and Delaware."

"It possesses nearly a million acres of rich agricultural land almost unparalleled for productiveness. Until recently the greater portion of the county has been devoted to the raising of cattle and sheep and much of the best land is held by the original grantees, their assigns, or immediate descendents."

CLIMATE AND PRODUCTION

"There is a great diversity of soil, climate and productions, owing to the peculiar manner in which the country is divided by mountains, hills and valleys. The territory may be regarded as divided naturally into four sections, viz: The Santa Lucia Mountains in the western portion, following the coastline, the Great Salinas Valley in the central portion of the county, the Gabilan Mountains, with the smaller valleys enclosed by that range in the eastern portion of the county, and Pajaro Valley in the northern portion of the county. Monterey has long been known for its equable temperature."

REF: History of Monterey County - Elliot E. Moore Publishers 1881

The charm of Monterey County lies in its inherent beauty—its mountains, fertile valleys, rolling hills studded with oaks, cypress and pine trees that meet the ocean, a rugged shoreline and white sand beaches. Fortunately it has not experienced rapid growth, and the environmental features of the county have been maintained.
It is through the efforts of those who have endeavored to preserve the county and through the work of those who have lived here in the past that it has retained its natural appeal.

Today this heritage still exists, as exemplified by the people who live in the geographically different areas of the county; the ranchers of the Salinas Valley who have retained their agricultural lands which remain the dominant economic influence in the valley; the residents of the Monterey Peninsula, who, with many years of thoughtful progress behind them are still strong and sincere with ideals of how they wish the area to develop; and those who live on the coast south of Carmel and have expressed their wish to retain the dramatic appeal of the coastal area. It is through the ideals of the people of the past and the desires of the people of the present, the goals can be set for the future.....goals which will meet the impact of expanding populations and new ways of life, yet preserve the natural beauty of the county. Monterey County is unique in its history, the position it occupies in California today, and in the opportunity it affords for the future.

The major factors in the planning for Monterey County are the people, their activities and the land. For many years only a handful of people lived in what is now Monterey County. Their needs were small, and, because of abundance of land, there was little friction among them and they did little to change the character of the land. The "Golden Age" of the Californians was from 1830 to 1850, when the large ranchers were at their height. After the discovery of gold in California the way of life changed and more and more people settled in Monterey County.

From 1850 to 1880 the population continued to increase, and by 1880 there were 11,309 people in the area which is now Monterey County. Definite patterns of development appeared on the land—quiltwork patterns of agriculture in the Salinas Valley and urban-like settlements there and on the Monterey Peninsula. One can go back in history today by having direct contact with the people who remember the past. The people who are active in planning today are a connecting link with this past.

Much of the planning for the future involves "what to save", and it is through an understanding of the land and the people that the answers may be found.
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### PART THREE

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The following maps of Monterey County are referred to as a part of this text.

1. Historical
2. Population
3. Land Use
4. Circulation
5. Recreation
6. General Plan
7. Geography

* Indicates reference to maps that accompany this document.
ASSUMPTIONS

The objectives and principles of the General Plan are based on the assumption that there will be no major war, natural disaster or major economic depression, and that the population and economic activities will continue to increase at least at the same rate as during the past decade.
GOALS OF THE GENERAL PLAN ELEMENTS

To maintain the character and the natural amenities of Monterey County while providing for its inevitable growth.

To establish a compatible relationship between the expanding population of the county, its social and economic aspects and natural resources.

To provide for maximum individual freedom of choice of working place, dwelling place, a place to play and a choice of leisure time activity, yet protect the economy while recognizing and preserving the natural resources of the county.

To help maintain a balanced economy by providing logical areas for industrial development.

To employ different concepts of open space as a method of retaining the natural beauty and attractive appearance of the county.

To protect and promote the interests of the county as they relate to the surrounding region and state.

To coordinate state and federal developments with future plans for Monterey County.

To form a partnership between government and private enterprise.

To encourage the development of private general plans within the framework of the Monterey County General Plan.
The history of California had its beginning in Monterey County, "the undisputed link between California's romantic past and present progressive future." Here, the first Spanish landing in Monterey Bay was made by Sebastian Viscaino in the year 1602. In 1770 the Presidio of Monterey and the Mission San Carlos de Borromeo were established, and following this, the Mission San Antonio and Mission Soledad. Spanish, and later Mexican control of California continued at Monterey until the American flag was raised there in 1846. During this time large rancho grants were made, which marked the beginning of rural expansion and the first divisions of land in the County. Monterey lost some of its impact after the discovery of gold and when the state capitol was moved to San Jose. No longer the center of population or of state government, Monterey has grown gradually and with vision, having retained the importance of its romantic past.

In the years past much of California’s history has been allowed to weather away. However, more recently the people of California have come to realize their unique history, and have taken steps to preserve it. Fortunately for Monterey County, much of the romantic and historic charm of the past has been retained. Many of the old buildings have disappeared but, through the cooperation of individuals, historical groups, the County and State, fine examples have been preserved. Because of this recognition and its significance, it is important that the historical element be recognized, and measures taken to preserve buildings, sites and other examples of the colorful as well as cultural heritage of Monterey County.

OBJECTIVE
To retain the romance, culture and heritage of Monterey County by encouraging the restoration and preservation of historical buildings, sites, and other historical elements.

PRINCIPLES AND STANDARDS:
1. To encourage public and private enterprise in the preservation of the historical elements of Monterey County.
2. To recognize significant buildings, sites, and other historical elements, and to provide for their protection.
3. To encourage interest in the cultural heritage of Monterey County for the education and enjoyment of present and future generations.

* Ref: Monterey County the "Magnifico"

Although by 1880 there were definite signs of growth in Monterey County, a significant increase in population occurred between 1920 and 1930 — an increase which gathered momentum in the 1940's and has continued to the present.

The population of Monterey County will continue to increase, bringing attendant needs for capital improvements, such as schools, recreation areas, housing, water, roads, sanitary and public facilities and many other needs and services. Increased population will provide such benefits as buying power, additional jobs and numerous other environmental advantages. The needs will not originate from within, as external and internal influences will have an effect on the county.

If Monterey County continues to grow at the same rate of increase as it did between 1950 and 1960 it would have a population of 287,700 persons by 1970, 425,000 by 1980 and a projected 520,000 persons by 1985.

In addition to the people who live in Monterey County, there are a great number of visitors (four million per year) — persons who live outside the county and enter it for business, pleasure, or for some other purpose. Therefore, the facilities existing in Monterey County must be geared to accommodate a population far greater than those of the residents of the county.

The largest concentration of military personnel in Monterey County is on the Monterey Peninsula, where it constitutes approximately one third of the population. However, it is anticipated that the proportion of military population as compared to civilian population will decrease.

Population forecasts can only be estimates, as a change in the economic structure, a major conflict or an act of God could materially alter the present trends. However, due to its geographical location in expanding California, it is entirely possible that within the next twenty years Monterey County could experience an accelerated rate of growth far exceeding the boldest estimates.

NOTE: This report was published prior to the 1970 Census.
GENERAL LAND USE ELEMENT

Approximately 99.0% of Monterey County is unincorporated land, with 70.0% used for farmland, range land, forests, roads, urban areas and other uses. Federal lands, which include national parks and military reservations, comprise 28.6% of the unincorporated area, while state beaches and other state uses occupy .73%.

With continued growth there will be expansion of present land uses as well as the development of unused land in otherwise developed parts of the county. Economic factors and other pressures from within and outside the county will determine the rate of land use growth. For example, a change in government policy could affect the status of the military in the county, although it is not anticipated that the acreage or the military population will measurably increase.

Land annexed to incorporated towns and cities will add to the 1.0% of the county which is now incorporated, as well as incorporation of new urban areas. With proper planning these areas may continue to define their identity by retaining open space or features from natural boundaries within the cities and towns as well as between them.

There are various conflicts in land use in Monterey County, a notable example being the Salinas Valley, where the level land is not only productive agriculturally, but is also suitable for all types of building uses as well as transportation routes. Fortunately, however, sufficient land exists for all uses and through proper planning and compatibility of uses a well balanced county may be realized.

OBJECTIVE

To assure orderly and beneficial development of the county and to protect the character and the physical, economic and social stability of land use in Monterey County.

A place for everything and everything in its place.

PRINCIPLES AND STANDARDS:

1. To cooperate with urban, as well as other areas of Monterey County in establishing land use patterns and sound development while recognizing the personality and characteristics of individual communities.

2. The overall development of each community shall be accomplished in the most economical manner, consistent with providing conveniences, amenities and satisfactory services.

3. To encourage compact urban development with natural as well as artificial limits of growth established for individual communities.

4. To encourage annexation to existing cities where possible in order to provide needed utilities and other services as economically as possible.

5. Some parts of the areas shown as Rural Residential may be protected for a period of years as agricultural land until there is a demand for more concentrated use.

6. To avoid land use conflict through encouragement of planned developments.

7. To give all land uses protection and to provide for a balanced plan, giving each land use the consideration and protection it can rightfully expect.

8. To cooperate in the development of compatible land use patterns with surrounding counties.

Residential Land Use

Future population growth is expected to take place in or near the present centers of population, which will mean providing dwelling units for two and one half times the present population by 1980. Based on this assumption, Salinas, Northern Monterey County and the Monterey Peninsula will be the areas of the greatest urban expansion. It becomes apparent that unless desirable population densities are determined it will be difficult to control growth patterns and anticipate needed services. Densities based on community values will also provide a means of protecting desirable increases and still place the population expansion on locations most beneficial to the community.

OBJECTIVE

To encourage and direct residential growth which will provide a pleasant way of life and reflect the natural attributes of Monterey County.

PRINCIPLES AND STANDARDS:

1. Practical residential growth densities should be encouraged to promote development which retains the desirable characteristics of Monterey County.

2. The individual communities should each retain their own identity and personality with separation by open space or other techniques.

3. Unregulated growth and checkerboard developments on the fringes of cities should be discouraged.
4. The use of vacant areas and re-use of deteriorating areas within or near urban areas should be encouraged.

5. The entrances to urban areas should be enhanced and protected.

6. Site selection based on slope, vegetation and terrain rather than stereotype grid development should be encouraged in all areas.

7. Special treatment of areas of outstanding beauty, historical or scenic attractiveness should be encouraged.

8. Areas should be made available for all types of residential development, including mobile homes, resort hotels, row houses, apartments, etc.

9. Areas of integrated land use should be provided where conditions justify.

10. Development of housing should be encouraged for all income ranges.

11. Residential expansion should be directed toward non-agricultural lands.

12. General densities should be established on which to determine the size and type of public facilities needed for proper service. This will include public schools located to serve residential areas based on population expansions.

13. Professional offices should be considered as a compatible land use with multi-family dwellings.

14. Multiple family dwellings should be considered where appropriate to concentrate population rather than to indiscriminately spread residential areas into other land uses.

15. Residential neighborhoods should be secluded, but not isolated.

16. Residential growth should consider control of scenic areas, access, site location, and other desirable features at all times.

Commercial Land Use

At the present time the major commercial centers, with one exception, are the central business districts of the town and cities in the county. As the population increases and the urban areas expand, new commercial centers based on the purchasing power and needs of the expanded population will develop.

If the population increases are near the present centers of population, the central business districts will remain the dominant business and commercial areas. The outlying centers, which would fulfill the everyday needs of the people in the vicinity, should have grouped facilities to avoid stringing commercial enterprises along circulation routes.

In some sections of the county the outlying areas may grow faster than the cities, but even though the population tends to become decentralized, the central business districts should maintain a key position by providing for breadth of service.

The important factor is to prevent a serious imbalance of commercial development between the central business districts and the outlying shopping complexes.

With the increase in population the commercial centers should be in planned commercial districts, which, through proper planning and landscaping, would make the commercial centers harmonious with the surrounding properties and terrain.

OBJECTIVE

To provide for commercial developments which are in accord with other land uses and will conveniently and effectively serve the needs of the people.

PRINCIPLES AND STANDARDS:

1. Commercial uses should be grouped within compact areas and the size of the commercial uses geared to the potential market.

2. Commercial areas should be developed on economic needs and justifications.

3. The central business district of each urban center should be recognized as the dominant commercial and financial center for the surrounding trade areas. The civic, cultural and entertainment activities should be located adjacent to the central business district.

4. Wholesale storage and distribution areas and commercial terminals should be located near major transportation facilities.

5. Tourist facilities should be provided and expanded where feasible, and where necessity for this type of service to the travelling public is indicated.

6. To promote tourism through encouragement of resort facilities, both public and private.

7. Strip commercial development should be discouraged.

8. Provisions should be made to retain or protect areas needed for future commercial needs.
Where appropriate provisions should be made for the following types of commercial areas:

a. Neighborhood shopping areas.
b. Community shopping areas.
c. Regional shopping areas.
d. Central business districts.
e. Highway service areas.
f. General retail service areas.
g. Wholesale and distributive areas.
h. Professional offices.

Industrial Land Use

The requirements for industrial land uses are diversified because of the different classifications which may be considered industry. Agriculture traditionally remains the leading industry in the county, while agriculturally related industries are of additional importance. Non-agriculturally related industries will move to Monterey County as the population increases and the labor pool becomes larger. As industrial areas in the San Francisco bay area, Santa Clara Valley and in Southern California become more saturated, industry will look for new sites. The location of the county is advantageous for industry as it offers water, rail and highway transportation and is on a direct line between Los Angeles and San Francisco. With growth of industry there will be a new balance of economy.

Tourism, which is one of the major industries of the county, is based on natural scenery and recreation. The future success of tourism will depend upon the projection of natural resources which is the responsibility of the cities, county and particularly the state and federal governments. Today 15% of the county is in state and federal forests and parks, with Los Padres National Forest comprising a vast area for future recreational development.

In order to encourage continued development of the various types of industries it is not only necessary to provide for growth, but also for proper integration of land use. With this in mind all industry should be planned and landscaped to be compatible with surrounding properties and terrain.

OBJECTIVE

To encourage industrial developments which are economic assets and compatible with the character of Monterey County and with surrounding land uses.

PRINCIPLES AND STANDARDS:

1. Industry should be directed away from highly productive agricultural lands and located in areas most suitable for industrial purposes.
2. Industries should be encouraged to locate near urban centers, unless safety factors are involved.
3. Every effort should be made to reserve industrial property to satisfy future demands.
4. Industries should be screened to assure compatibility.
5. The diversification of industry should be encouraged.
6. Tourism should be encouraged as part of the county's industrial development.
7. Sufficient harbor facilities should be developed for commercial and recreational fishing.
8. Industrial districts should be encouraged and selection of uses compatible to the area recommended.
9. Planned industrial uses should be located in areas adjacent to major transportation facilities.
10. Industrial centers should be dispersed so they will not be concentrated and thereby create congested traffic problems.
11. Industries should be developed which do not create water, noise, or air pollution problems.
12. Research industries should give prime consideration to the Monterey Peninsula Area, where military and other technological facilities are located.

Recreational Land Use

The trend has been for the cities to develop playgrounds and parks for their own use. The county has limited its activities to participating on a matching basis with the state to acquire needed lands. While the county has shown an increased interest in the last few years in the development of inland and regional parks, the state and federal governments will probably continue to be the major contributor to development of recreation areas as well as the individual cities. It is also expected that private enterprise will be encouraged to develop as many recreational facilities as possible.
More parks and other forms of recreation will be required, not only to satisfy the increased population, but also the increasing amount of leisure time. Pleasure driving, which is a form of recreation, will increase with the greater numbers of automobiles and scenic highways.

By encouraging tourists and the continued development of recreational facilities, Monterey County could offer a playground which could continue to satisfy the needs of its residents as well as visitors. The recreational facilities of the county could also serve the needs of surrounding areas which will not or cannot provide their own.

The national publicity which has been given recreation, combined with the geographical location and natural attributes of Monterey County forecast an increasingly greater importance for all types of recreation in the county.

OBJECTIVE
To reserve land for recreational facilities, encourage private recreational development and other open uses in categories characteristic and beneficial to the residents of Monterey County as well as to meet tourist needs today and in the future.

PRINCIPLES AND STANDARDS:
1. Provide for the orderly acquisition and development and control of a comprehensive recreation system for Monterey County.
2. Recreational resources should be protected for the future as these resources are largely irreplaceable natural assets.
3. Encourage or provide recreational facilities and other open uses in central locations near all living and working areas and in areas of outstanding beauty sufficient to meet the varying needs of the people to be served.
4. Proper commercial recreational uses should be encouraged to augment public recreational programs, however board-walk or honky-tonk recreational facilities should be avoided.
5. The sites for recreation should be evaluated to assure they have maximum flexibility and adaptability to the constantly changing recreation needs and interests.
6. The development of waterfront property should be encouraged for all suitable types of recreational uses to meet the needs of local, regional and state wide residents.
7. The Monterey coastal area should provide harbors of refuge for recreational as well as commercial boating.

8. The river areas which provide the best recreational attractions should be preserved.
9. Recreation should take advantage of multi-purpose land, such as reservoirs and flood plains.
10. Encourage the development of a system of scenic highways by establishing special architectural site and landscape control and visual line control, thereby preserving areas of outstanding scenic quality.
11. Provisions should be made for adequate number of campgrounds, scenic turnouts and roadside rest areas.
12. Provisions should be made for driving, hiking and bicycle trails on local as well as state wide programs.
13. Adequate facilities should be provided for conventions, fairs and other public events.
14. To meet the demands of future populations advantage should be taken of prospective areas of sufficient size and location for parks, and other similar uses in proper locations.
15. The development of major recreational facilities to serve regional and state wide residents should be encouraged in the south part of Monterey County in addition to those proposed in other parts of the county.
16. The development of major recreational and other related uses should be provided for by private enterprise, and at all governmental levels including cities, the county, State and Federal agencies.
17. Encourage private recreational development as a supplemental program to provide for recreational needs.

Agricultural Land Use

The highly productive agricultural lands occupy but 7% of the total land in the county, yet agriculture is the greatest single source of income. Not only is agriculture important to the county, but to the state and to the nation. This is made evident by the fact that Monterey County is first in the nation in the production of lettuce, artichokes and strawberries.

The income from agriculture in 1967 was $199,094,860, which was an increase of $66,300,272 over the 1960 figure. There are approximately 150,000 acres of prime irrigated land in the county and in addition there are thousands of acres of dry farmed as well as range and pasture land. Particularly outstanding is the Salinas Valley, which contains the finest soil in the world, and is in the only area in the United States with a large level area of highly productive soils as well as ocean fog which is so desirable for succulent vegetables. Due to the climatic conditions and the lack of weather extremes, vegetables may be produced and marketed throughout the year.
A total of 218,731 acres were zoned exclusively for agriculture by July, 1968; of this area the major portion is in prime agricultural land. The continued increase in population, the accompanying growth in industry, highways, and other urban land uses is a continuing threat to the retention of agricultural land for agricultural purposes. With 100 to 150 acres of the county being urbanized annually, the safeguarding of agricultural lands is as essential as the protection afforded other types of land use.

**OBJECTIVE**

To preserve and protect the prime and productive agricultural lands and the agricultural economy of Monterey County.

**PRINCIPLES AND STANDARDS:**

1. Prime agricultural lands, wherever possible, should be separated and protected from other uses, and only those uses related to agriculture should be located on prime agricultural lands.

2. Agricultural uses should be encouraged as a means of providing open space.

3. Agricultural lands which are used for grazing and other purposes, although not considered prime soils, should be given protection.

4. Prime agricultural land must be recognized as an equal to other major land uses and given the protection it deserves as a developed use.

**CIRCULATION ELEMENT**

Monterey County will need adequate highways and freeways throughout the county to meet both internal and external needs. Consideration should be given to a new category of road which would consider both the right of way and landscape it traverses, as well as the protection of certain areas of historic and scenic nature. These would be scenic ways or scenic highways. Monterey County, except for a few minor exceptions, has a good basic road pattern. According to a study authorized by the State to determine road conditions in California, Monterey County had 1,257 miles of County roads in 1960, not including State roads. In 1967 the County’s total maintained road mileage was 1,314 and there were 272.68 miles of State Highways. Of the 1,314 miles 507.49 miles were in the County Select Road System and 806.51 miles were minor roads.

A good road pattern, well maintained, plays an important role in the economy of the County. Industry, tourism, commerce, and agriculture must be adequately served for a healthy economic climate. Each road from major to minor plays its part in establishing a safe and efficient network for the County. Without proper direction, the roadways in many instances establish land-use patterns and growth acceleration.

The rate of population increase in the future will increase the number of motor vehicles privately and commercially owned, while the number of miles that the individual automobile is driven each year will increase. The ratio of persons per automobile is constantly decreasing; and with the added increase in commercial vehicles expanded by industrial and commercial uses, circulation will become more complex.

Recreation is expected to grow in popularity; and at present, it accounts for between 35% and 50% of all travel. To meet this increase in mobility, the major roads in the County will have to be enlarged in a manner that will not impair natural beauty or destroy agricultural lands.

Major rights of way must be based on future population potential and projected community design as well as the function expected of the facility. These future rights of way must be located and protected against likely development which might otherwise preclude their construction or increase the cost so as to be economically undesirable.

Airports must be protected as part of the intercounty circulation system as well as a major transportation media nationwide. The growing trend toward interstate ownership of land for the agricultural industry as well as other industries is increasing the popularity of this means of travel. Airports must be integrated with good roads to provide efficient transportation. Although travel by rail has been declining in recent years, this, too, is an important traffic artery, especially for freight and long distance hauling and should be linked to other modes of transportation for efficient service. Further studies for other locations for regional airports, terminals and similar air transportation facilities should be made as part of an Airport Master Plan.

When a deep water harbor at Moss Landing is developed with highway and rail arteries to it, shipping of produce from Monterey County and raw materials to Monterey County will make this circulation link an important one for the county.

Current trends show no immediate need for a mass transit system other than the need for improved intra-urban facilities. However, the possibility of mass transit and inter-urban transit should be considered and provided for; and present rights of way which might be outmoded should be retained for future possibilities.

**OBJECTIVE**

To plan a circulation system which will provide safe, efficient, and economic movement of people and goods, yet recognize, incorporate, and retain the natural beauty of the County.

**PRINCIPLES AND STANDARDS:**

1. The plan should coordinate all thoroughfares and roads as well as all types of circulation facilities and terminals in the County, adjoining counties and states.
2. Thoroughfares should expedite movement of traffic and should be properly linked with local circulation facilities.

3. Highways running through areas having outstanding beauty, scenic qualities or historical significance should be treated as scenic highways, and considered as an integral part of the corridor through which they pass, providing sensitive treatment for the road and adjoining land as well.

4. Consideration should be given to the following types of transportation facilities:
   a. Air Terminals. Provision should be made for the establishment of air terminals and inter-city air facilities to keep abreast of future developments as new concepts arise.
   b. Railroad and Railroad Terminals. Provision should be made for abandoned rail-lines to be retained for future rapid transit possibilities.
   c. Passenger and Freight Highway Lines and Terminals.
   d. Ports for Water Facilities.
   e. Passenger Automobiles.

5. All roads should be attractive as well as safe and efficient.

6. Adequate road standards must be developed to meet all road requirements based on potential use and volume.

7. Future rights of way must be located and protected.

8. Consideration should be given to a circulation system which will provide arterials between residential areas and work areas.

9. All circulation systems should be oriented and designed to recognize the community values of the areas through which they pass.

10. There should be a balance between living and work centers to minimize commuting needs.

CONSERVATION ELEMENT

The natural landscape of Monterey County has an economic value as well as a scenic and aesthetic value, and these will increase in the years to come. Natural resources are irreplaceable and should be preserved and protected wherever possible.

The conservation of the natural landscape has continued to make the county a pleasant place in which to live as well as being a prime attraction for the tourists who travel great distances to visit its scenic and historic setting. These areas of outstanding scenic quality should be given special consideration, and in this way the aesthetic values will become economic assets.

The conservation of agricultural lands in the Salinas Valley is important to the economy of the county. Although many of the urban areas in the Salinas Valley are located on agricultural lands, it is possible to have orderly expansion of urban areas with relatively small losses of agricultural lands.

The conservation of the ocean resources off the coast of Monterey County is of equal importance to any of the other natural assets of the county, if not of greater importance. The ocean is and has been a prime attraction for tourists, it is and has been of great economic value to the county, it serves as a climatic control, and it is the greatest open space available anywhere.

OBJECTIVE

The conservation of all natural irreplaceable resources in Monterey County and its environs for practical purposes as well as for recreational uses and the preservation of its natural beauty.

PRINCIPLES AND STANDARDS:

1. Conservation programs should be developed at all governmental levels.

2. Open space programs should be expanded to protect the scenic vistas throughout the county.

3. The spectacular scenery of the Monterey coastal area should be conserved.

4. The Monterey County shoreline should be protected wherever possible for the enjoyment of the public.

5. All sources of water pollution entering Monterey Bay from Monterey County or other outside areas should be curtailed at their source.

6. Careful control of all structures along the ocean front and offshore should be maintained.

7. The areas of outstanding historic, scenic and cultural heritages should be conserved and protected.

8. Land should be integrated with the road to form scenic corridors along scenic highways.

9. Outdoor advertising should be restricted.

10. Open type land uses such as agricultural, grazing, or watershed areas should be encouraged.
11. Flood plains and watershed areas should be protected and wherever feasible used for recreational purposes.

12. Reservoir or water recreation reservoirs should be placed in the county to provide for water conservation, flood control and multi-purpose recreation uses.

13. Foothill streams and canyons are desirable water storage areas and should ultimately be planned for this use.

14. The importance of clean air to the people of the county, to agriculture, and to all other uses should be considered a valuable asset and should be protected at all times.

15. High topographic area necessary for electronic sites should be conserved for that purpose.

OPEN SPACE ELEMENT

Open space in the county may be achieved in many different ways, from scenic easement to outright dedication, and it is the diversification of usage that makes it most effective. The national forests provide broad expanses of open space, while the careful planning on a densely populated residential area may provide a proportionate amount of open space for relief and contrast. Open space may be used advantageously in conjunction with all types of land use as well as unused land. In a county such as Monterey, where there is a desire to retain the natural beauty and rural atmosphere, knowledgeable application of open space in planning is of utmost importance. If properly planned, it may be used to advantage in school yards, parks, recreation areas, agricultural lands, scenic highways and other places.

Agricultural lands afford a particularly advantageous method of providing large areas of open space. They form desirable separation between towns and cities in the Salinas Valley and are not only pleasant to view, but are also economic assets to the county.

Scenic highways should be regarded as scenic corridors, of which open space is an integral part, and protective measures should be taken to safeguard the natural attributes through which they pass.

OBJECTIVE

To retain the character and natural beauty of Monterey County by the preservation and control of open space.

PRINCIPLES AND STANDARDS:

1. To define natural urban areas of growth through the use of open space.

2. To encourage recreational facilities which will provide open space at all governmental levels.

3. To encourage the government to retain open space on the perimeter of military reservations and in other public areas.

4. To encourage the incorporation of open space in all types of development, including residential, commercial and industrial.

5. To help retain the rural atmosphere of the county through the use of open space.

6. To retain agricultural lands for open space as well as for economic reasons.

7. To protect the ocean frontage by encouraging waterfront acquisition and restrictive development.

8. To encourage open space through the clustering of development with passive and active recreational areas.

9. To inventory and locate natural areas worthy of special consideration and attention.

10. To establish open space patterns which will compliment the locations of future developments.

11. To define and establish the use of primary flood plain areas as open space.

ECONOMIC ELEMENT

The principle factors in the economic growth of Monterey County are population and employment, while the major sources of income are agriculture, manufacturing, military and tourism.

Although agricultural employment may decrease owing to greater efficiencies in harvesting and processing, agriculture will continue to retain its economic importance. As the County's population increases more manufacturing activities will locate in the County to serve new markets. Certain of these industries will produce goods and services for local consumption, while others will be basic industries which produce goods for export markets. Basic industries develop independently of service industries, attracting population and income to an area, which in turn expands the local market.

The development of basic industries in an area increase both the population and the income. However, economic growth in the County is not solely a function of the expansion in basic industrial lines. Tourism will increase and continue to be an important economic factor as the state becomes more urbanized and desirable recreation areas are less plentiful. Unless there is a change in military policy, military activity and employment will increase. The added population growth will require additional county and municipal agencies. The increased population as well as visitors to the area will increase the number of people employed in the service industries.
Economic growth will require changes in present land uses.

The public control of land for conservation, recreation, military and other land uses will continue, along with the expansion of private land ownerships for residential, commercial and industrial uses. In all cases development should proceed in an orderly manner to avoid costly expansion which would place an additional tax burden on the residents of Monterey County.

OBJECTIVE
To maintain a sound economy on which Monterey County can continue to prosper and grow.

PRINCIPLES AND STANDARDS:
1. To provide a tax structure favorable to agriculture, industry, commercial and residential growth.
2. To retain agriculture as an important economic benefit to the County.
3. To recognize and encourage tourism as an important economic factor.
4. To recognize the military as an important economic factor.
5. To provide for planned expansion of existing urban areas to prevent unnecessary expenditures.
6. To encourage industry which is compatible and an economic asset to the County.
7. To develop a plan based on sound economic principles.

PUBLIC FACILITIES AND PUBLIC BUILDINGS ELEMENT

Public facilities and public buildings are designed to serve existing and future populations, providing for the basic needs including sewerage, refuse disposal, drainage, rights of way, easements, community centers, public schools, libraries, police and fire stations and other public buildings and utilities. Public services and facilities and public buildings are included as elements of the State Planning Act.

The public services, facilities and public buildings which are included as elements of the State Planning Act are generally located within urbanized areas. The services in the rural areas are provided for by such agencies as the State and District Fire Departments, Federal or U.S. Forest Service and fire fighting facilities, Sheriff’s office, sub-stations for police protection, and schools.

It is important to the welfare of the residents and visitors to Monterey County that these facilities be properly located and that their functions be integrated with surrounding land uses. The needs for these facilities will increase with growth and they should be anticipated as well as provided for to meet population expansion.

OBJECTIVE
To recognize the necessity for and to locate public facilities and public buildings in anticipation of increased development.

PRINCIPLES AND STANDARDS:
Due to the detailed nature of public facilities and services, they are provided for and included in the more precise plans for specific areas of Monterey County rather than under the broader scope of the Monterey County General Plan.

OCEAN RESOURCES ELEMENT

All of the coastal counties in California have an interest economically in the future use of the ocean and its environs. The Monterey County coast line and the Monterey Peninsula however are unique in their environment and development and it is these unique qualities that have established the potential of Monterey County as a major center for oceanographic science and industry.

First discovered in 1602 by Viscaino and not settled upon until 150 years later, Monterey Bay’s 22 mile length has been a focal point for California life and activity. The bay features both shallow depths and rocky shores, sand dune beaches, and steep marine canyons. These features are part of what has drawn attention to Monterey Bay as a marine laboratory. The Monterey Canyon has a length of 90 miles and a depth of 12,000 feet which makes it the most spectacular of the underwater canyons off the California Coast. While the sandy beaches have been known primarily for recreation and commercial sand deposits, the tidal areas with rocks and shoals are famous for the variety and extent of sea life. Equal to the natural environment is the variety of human activities carried on throughout the length of the bay shoreline. Some of these activities and uses are already proving to be detrimental to use of the bay for scientific purposes.

Historically the ocean in Monterey Bay has meant fishing and shipping, the early settlements in Monterey County having been supplied entirely by sea. Although fishing has declined markedly at this time shipping, boating, and mineral recovery are still sources of employment directly connected with the sea, as is research and education. Both directly and indirectly the ocean front is the basis of the tourist and recreation industry as well as the magnet for much of the permanent population of the county. Military activity in the bay and ocean has been increasingly important with offshore firing ranges and amphibious landing practice available. One of the greatest values of the marine location of the county is its effect on agriculture and its influence on weather, water and soil.
Throughout the length of Monterey County there is a vast difference in the topography of the county along the coast. Starting at the mouth of the Pajaro River at the center of Monterey Bay which is the northerly extremity of Monterey County the topography changes from broad sandy beaches to spectacular rocky headlands as it traverses southerly to San Luis Obispo County. Although 14% of Monterey County lies in water areas, the largest portion of the population along the coast is found on the Monterey Peninsula from Marina to the Carmel Highlands. Further south the rugged topography does not lend itself to a high density of population. It is around the populated area of Monterey Bay that is found the harbors, beaches and facilities that are the basis of the economic and scientific interest. Interest in oceanographic study in Monterey County is increasing to the extent that it is becoming a major activity in importance to the entire coastal area. Presently engaged in oceanographic activity are the Hopkins Marine Station (Stanford University), the five California state colleges at the Moss Landing Marine Laboratory, the U.S. Navy, Stanford Research Institute and the U.S. Army. As official interest in ocean research continues to increase it is anticipated that industrial firms will enter into further research and production, necessitating vessels and ocean side location. The proposed breakwater and pier to be constructed at the Monterey Harbor will increase potential for berthing of large oceanographic ships. Also expanding activities is the U.S. Naval Postgraduate School. Interest in Monterey Bay as an ocean science center has been heightened by all these developments and the possibilities they hold for the future.

Moss Landing, located advantageously to the spectacular Monterey Canyon is one of the few all-weather harbors along the Pacific Coast. It has been a commercial fishing port for many years, has recreational mooring facilities, two of the largest industries in Monterey County and is recognized as having an excellent potential for all types of harbor oriented activities. Although the existing industries are located there for use of the water, Moss Landing is ideally suited for non-water oriented industries as well.

Wherever man has collected he has caused changes and frequently harm to the natural environment. The damage that man can do to beaches and harbors is readily visible to visitors of populated waterfronts. Urban areas generally produce waste. Mismanaged resources can cause conflicts in use of land and water. The Monterey area is not an exception and moreover is in a location to receive excesses from outside the area. Beyond the threat of pollution is the danger of conflicting uses which may or may not involve structures or fills that interfere with uses of water and the shoreline. Preserves may be necessary in order to ensure all uses a place in the ocean environment.

**OBJECTIVE**

Protection and conservation of the ocean environment.

**PRINCIPLES AND STANDARDS:**

1. Recognize the importance of the spectacular scenery of the Monterey County coast line as a tourist attraction.

2. Protect the shoreline and provide access to it as a valuable open space.

3. Carefully control structures along the ocean front and offshore to protect the beauty of the area.

4. Recognize the value of the ocean as a climate control to preserve the agricultural economy.

5. Protect Monterey Bay from all sources of pollution either inside or outside of Monterey County.

6. Encourage oceanographic research in Monterey County.

7. Explore the possibilities of greater use of the bay and tidal areas as food sources.

8. Protect the ecological balance in Monterey Bay and offshore waters.

9. Recognize that the ocean is a resource to be used for the benefit of the people of Monterey County, but not for exploitation.

10. The development of waterfront property should be encouraged for all suitable types of recreational uses to meet the needs of local, regional and state-wide residents.

11. The Monterey County coastal area should provide harbors of refuge for recreational as well as commercial boating.

12. Consider the ocean as a possible transportation route and provide ports for water facilities.

13. Sufficient harbor facilities should be developed for commercial and recreational fishing.

14. Research industries should be encouraged to consider the Monterey Bay area where military and other technological and oceanographic operations are located.

15. Water oriented industries should be planned for the greatest possible use without destroying the ocean environment or upsetting the ecological balance.

**EXTERNAL INFLUENCES**

The geographic, political, social and economic considerations of our people and their experience of living are not the separate property of Monterey County. "No man is an island" is also true of cities and counties and many external influences flow easily across our borders.
The external influences are products of sub-regional, regional, multi-regional or more distant areas. Influences considered in these terms form a more comprehensive and effective frame of reference in planning for the people of Monterey County.

**SUB- REGIONAL**

Monterey County is surrounded by Santa Cruz, San Benito, San Luis Obispo, Kings and Fresno Counties, all of which have a definite influence on this county.

The city of Santa Cruz and the area of Santa Cruz County to the north has the greatest sub-regional influence, sharing many common interests such as the tourist business, State beaches, circulation, transportation, trading areas and of course Monterey Bay, which is the focal point of this section of central California. Cabrillo College and the University of California at Santa Cruz add to the cultural background of the Monterey Bay area.

The city of San Luis Obispo in San Luis Obispo County may be considered the southern point of sub-regional influence at the present.

The two main roads which traverse Monterey County, Highway #1 and Highway #101, converge there. It is also the home of California Polytechnic College, which yields considerable influence on Monterey County, with many students from this area in attendance. Other factors which are important influences on Monterey County from San Luis Obispo County include the city of Paso Robles, which is the trading center for southern Monterey County; Hearst Castle; the Salinas River, which has its headwaters in San Luis Obispo County, and the Nacimiento River which starts in Monterey County, flows into San Luis Obispo County and returns to Monterey County at its junction with the Salinas River. During World War II, Camp San Luis Obispo and Camp Roberts played active roles in the southern part of Monterey County, but with the reduction in military personnel, their importance declined. However, in the event of a major conflict or a decided expansion of the military services, some of these areas could be readily reactivated.

The city of Hollister in San Benito County to the east and the surrounding rural population, while not great in number, relies on Monterey County as a trading area. The historical town of San Juan Bautista and Pinnacles National Park are both links in an overall park chain of great tourist interest.

**REGIONAL**

The area of regional influence may be considered as extending from Los Angeles to the San Francisco Bay area, and east to the San Joaquin Valley. Residents of the interior valleys for many years have considered the Monterey Peninsula as a vacation area to avoid their summer heat. The most important regional aspect is the increasing population and expansion which will bring pressures to Monterey County from the Los Angeles and San Francisco areas.

Approximately 1,600 newcomers arrive in California daily. Of these, Monterey County receives over two dozen. At the turn of the next century, a projected 80 million people will live in California, of which over a million will reside in Monterey County. The new population coming into the County will add new influences, while regional additions will have varying degrees of influence. Although the San Francisco Bay region is not growing in numbers as rapidly as Southern California, because of its proximity, population pressures on Monterey County from that region will be greater than those from the south. San Jose, which is close to the borders of Monterey County, is an area in particular which has expanded very rapidly.

Regional influences will be important because of the following factors:

**Recreation:** Monterey County, a landscape park in its natural state, will provide probably the most important recreation area for the leisure time activities of the future regional population. San Antonio Dam and Nacimiento Dam offer regional facilities, as do the State Parks and Beaches. It is possible for Moss Landing to provide in conjunction with a deep water harbor, a small craft harbor, and port of refuge.

**Tourism:** With the increase in leisure time, mobility, and income, regional visitors from San Francisco, the San Joaquin Valley, and from Los Angeles will seek out Monterey County in even greater numbers than they do today.

**Commercial:** Monterey County will become a greater trading area in a regional sense than it is today.

**Industry:** As industry in California expands, Monterey County will become a more important link in the industrial centers of this region.

**Open Space:** Conservation of agriculture, watershed areas, and integrated park systems will become more important in defining urban areas in the region and providing open space.

**Water:** California will expand its water conservation program with new aqueducts, and water preservation in Monterey County will be important not only to the County, but in the regional water supply program.

**Transportation:** Highway 101 will be used for regional traffic by the expanding population as well as Scenic Highway 1. Air and rail facilities will develop to meet new demands as well as ocean shipping facilities at Moss Landing. This includes a regional airport to be considered in an area of the county sufficiently undeveloped to accommodate a major transportation facility.
MULTIREGIONAL - STATE - NATIONAL

Although the influences in this category are limitless, for the most part, they should be considered as state and national influences, with the consequent effect that they have on the social and economic structure of Monterey County. It is recognized today that the economy of Monterey County is based on agriculture, tourism, the military and industry, all of which are dependent upon the economic status of California and the United States.

Agriculture: The agricultural economy of Monterey County is dependent upon the demand and prices for its products throughout the United States. While the market for agriculture may be considered regional for some products, the actual market is international in scope.

Tourism: The tourist industry is also dependent upon the stability of the nation. Although it is necessary to provide for regional tourism, it is a big business which must consider a broader scope of influence. The tourists which visit Monterey County come from all parts of the United States and the world, and recessions as well as "good times" have a marked effect upon the County.

Military: Monterey County has been fortunate to retain the economic stability of the military. The decisions for the continuation or expansion of the military, however, is a program which is decided upon in Washington.

Industry: Regional influences in California may place new industry in Monterey County. Most industry is based on an export market, which means that it is also dependent upon the demands and the economy of the country. This is true of the major industries which are located here today and those that will locate here in the future. Through increased industry, the harbor at Moss Landing is expected to become a major facility.

OBJECTIVE

To recognize and plan for a unified regional environment, while remaining cognizant of all external factors affecting Monterey County.

PRINCIPLES AND STANDARDS:

1. To encourage regional and other parks to provide recreation facilities and open space for the expanding population in California.
2. To provide a flexible general plan which will meet changes due to external influences.
3. To prepare for population increases brought about by population expansion of urban areas outside of the County.
4. To prepare for increased industrial activity due to external pressures and the geographical location of Monterey County.
5. To recognize the importance of the state and national economy and its influence on Monterey County.
SANTA RITA AREA
COMMUNITY PLAN

CARMEL-HIGHLANDS
MASTER PLAN

TORO AREA
MASTER PLAN
MONTEREY COUNTY PLANNING COMMISSION

MOUNTAIN AREA DEVELOPMENT PLAN

Central Salinas Valley General Plan

Moss Landing Area Development Plan

The Greater Salinas Area General Plan

Marina Master Plan

the peninsula tomorrow

MONTEREY COUNTY GENERAL PLAN

NORTH PLAN

MONTEREY COUNTY COAST
MASTER PLAN
FUTURE OF MONTEREY COUNTY

Geographically, Monterey County is typical of the State of California as a whole. It has a coastline, mountains, warm interior valleys, recreational and wilderness areas all of which are similar to the state in general. The growth of the county has also been similar to the growth of the state as a whole. Where some portions of the county have increased very rapidly in population, the general growth pattern has been a moderate but steady increase.

This type of growth has given Monterey County a greater opportunity to guide its development than many areas of the state. The county has pioneered and successfully administered conservation legislation such as agricultural zoning, billboard control, integrated lot size and open space zoning. It has facilities and resources for even greater opportunities now. It must meet the needs of both present and future population as well as provide for the many visitors from other areas. The county has locations and room for urbanization while conserving its beauty. However, continued growth must be directed to protect and enhance these intrinsic values of the county.

This Monterey County General Plan will provide a basic philosophy for future development. It must not be interpreted as a document for exact implementation. However, all means of implementation of the plan should be investigated to determine the best possible means of carrying out the spirit of the General Plan. The future success of Monterey County is based on imaginative, three dimensional planning that can only be possible through flexible but carefully controlled measures.

It must be recognized that planning ideas do not stay the same ——- it is a continual process through the use of new concepts and new techniques. As the title indicates, this is a general rather than a detailed plan. To be effective it must be tolerant of changing conditions and receptive to new concepts while at the same time retaining its integrity of purpose.

The adoption of a General Plan does not guarantee the success of the plan, nor will the plan materialize immediately. The success is brought about through decisions consistent with the objectives and goals of the General Plan.

Although the plan must be flexible and tolerant of changing conditions it cannot be so pliable as to defeat its intent and purpose. This plan should be adopted and reviewed periodically to keep up to date with changing times and policies.

Good planning is based on the day to day decisions of policy making which must be related to the plan if the plan is to be successful.

With this philosophy, the people of Monterey County, in partnership with those who develop and change the appearance of the land, will keep Monterey County one of the more enjoyable places in which to live.
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MONTEREY COUNTY CIRCULATION 1969 AND PROPOSED

The purpose of these studies was to make available to the State Legislature a report showing the number of miles of deficient roads in the cities and counties and the amount of money needed to alleviate these deficiencies. This report is based upon the cities and the counties to be used in study purposes.

MONTEREY COUNTY has an outstanding scenic road system as a result of these previous studies, and one which can be expanded for future traffic needs. The county's select road system is listed under categories of major road scenic, minor road scenic, major road minor, and minor road minor. This comprises the total highway system mileage of 1013 miles.

MONTEREY Bay at one time was a busy seaport, but its importance as a harbor for shipping has diminished and its traffic has been reduced to fishing boats and pleasure craft.

Commercial air travel is provided by the Monterey Peninsula Airport. It is the closest to the Monterey Peninsula and its traffic and air terminals will be established in the county. Salinas and King City airports are also important for freight, charter, outing, and private plane travel. One of the major airports in the Monterey Peninsula is the Salinas-Monterey Highway, which is a state highway in one mile. The Salinas-Harbor Highway is an official state highway in one mile.

The existing alignment of county roads is shown in the map of California. The map shows the existing alignment with the exception of an existing road that is under construction in the county road department. The existing alignment is shown as a combination of existing road improvements and a projection of existing road needs for the year 1969, 1970, or both. The county's first master plan is shown in a general sense, and the major roads are shown in a general sense.

The following elements are used to show existing roads and highways, which are shown by the alignment of the highways and highways. The highways and highways are shown by the alignment of the highways and highways. The highways and highways are shown by the alignment of the highways and highways.
MONTEREY COUNTY GEOGRAPHY

LOCATION

MONTEREY COUNTY EXTENDS NORTHWEST-SOUTHEAST PARALLEL TO THE PACIFIC OCEAN. BORDERS:

North: Santa Cruz County; South: San Luis Obispo County; East: San Benito, Kings, Fresno Counties. West: Pacific Ocean.

ELEVATION

0 TO 6,300 FEET. SEA LEVEL TO 5,464 FEET AT WHISPERING SEAS PEAK, WHICH IS LOCATED TWELVE MILES SOUTH OF THE SANTA LUCIA RANGE.

CLIMATE

AVERAGE TEMPERATURES 50°-65° F. MONTEREY COUNTY IS LOCATED BETWEEN THE COOLER AREAS OF THE NORTH COAST OF CALIFORNIA AND THE WARMER SOUTHERN CLIMATE. AVERAGE RAINFALL OCCURS BETWEEN NOVEMBER 1 AND APRIL 30. MEAN ANNUAL RAINFALL IS 14.15 INCHES. AVERAGE LENGTH OF GROWING SEASON, 225 DAYS.

TOTAL AREA

2,127,360 ACRES ON 3,265 SQUARE MILES, INCLUDING 1,900 ACRES OF SALINAS VALLEY. APPROXIMATELY 100 MILES OF THE ONE HUNDRED MILES OF CALIFORNIA COAST FORMS A FRINGE IN THE FLOOD AND REACHES A DEPTH OF ABOUT 3,000 FEET BELOW SEA LEVEL AT THE ENTRANCE TO MONTEREY BAY.

MOUNTAINS

The Santa Lucia Range is the western border of the county. The mountains rise abruptly from the Pacific Ocean. The Santa Lucia Mountains contain the most southerly groves of redwood in the Pacific Coast, while foothills give evidence that some 2,000 FEET OF EASTERN VALLEY SLIDE.

The Carmel and Sierra Madres are the eastern border of the county, separating the Salinas Valley from the interior valleys.

MOUNTAINS: MONTEREY

The entrance to the bay is slightly over 15 MILES IN CIRCUM. THE GREATEST LENGTH IS APPROXIMATELY 22-1/2 MILES AND THE WIDEST POINT ABOUT 7 MILES. ALTHOUGH MOST OF THE BAY IS RELATIVELY SHALLOW WITH A SERIES OF SLENDER BAYS, THE CALIFORNIA COAST FORMS A TROUGH IN THE FLOOD AND REACHES A DEPTH OF ABOUT 3,000 FEET BELOW SEA LEVEL AT THE ENTRANCE TO MONTEREY BAY.

VALEYS

The Salinas Valley is located between the Santa Lucia Range on the west and the Mono Range and more rugged Santa Lucia Mountain Range in the east. The valley is about 50 miles long and 2,500 ACRES OF BROAD BOTTOM LAND, IT IS TEN TO TWENTY MILES WIDE, AND APPROXIMATELY 130 MILES LONG, WITH A FIFTY MILE WIDE FLARM NEAR THE MOUTH AT MONTEREY BAY.

The Carmel Valley, which extends from Carmel Bay to 15 MILES INLAND, BARES IN HEIGHT AND CONSTITUTES 25,000 ACRES OF RESIDENTIAL AND CULTURAL LAND.

RIVERS

The Salinas River is 155 MILES IN LENGTH AND THE LARGEST SURFED STREAM IN AMERICA. IT ROUGHLY BISECTS THE COUNTY, FLOWING FROM SAN LUCAS BAY THROUGH MONTEREY COUNTY AND TERMINATING IN A MOUTH IN ALBUQUERQUE WHERE IT FORMS A TRENCH 34 FEET DEEP. THE LARGEST FLOOD CONTROL DAMS AND WATER CONSERVATION EFFORT FOR MONTEREY COUNTY IS MONTEREY-SAN LUIS OBIAPCOJJY LINE.

The Carmel River, which flows from headwaters in the Santa Lucia Mountains to the Salinas Valley and terminates in Carmel Bay. The Palos Verdes forms the northern boundary of the county, flowing into Monterey Bay at Parkside State Park.

NATURAL RESOURCES

Timber: Heavy tree growth is limited to the western slopes of the county. There are 15,000 ACRES OF COMMERCIAL FOREST PRIVATELY OWNED AND 3,000 ACRES PUBLICLY OWNED. PINE, EUCALYPTUS AND REDWOOD ARE FOUND IN THE COUNTY. THE MONTEREY PINE, BISHOP PINE, MONTEREY CYPRESS, AND DOMIN CYPRESS.

WATER CONSERVATION

The major flood control and water conservation effort for MONTEREY COUNTY IS THE GROVE FORMED BY THE MONTEREY AN ANILIN COMPANY. THE LARGEST FLOOD CONTROL PROJECTS ARE THE CONSTRUCTION OF THE SANTA LUCIA RESERVOIRS LOCATED IN THE MONTEREY COUNTY, RUNNING FROM SAN LUCAS BAY THROUGH MONTEREY TO MONTEREY BAY. THE CURTIS RESERVOIR CONSTITUTES 25,000 ACRES OF RESIDENTIAL AND CULTURAL LAND.

MAP OF MONTEREY COUNTY

The map shows the geography of the county, including the coastline, major rivers, and the Santa Lucia Range.
MONTEREY COUNTY HISTORICAL


THE NEXT RECORDED VISIT WAS IN 1562 WHEN SPANISH SAILOR SAVED INTO MONTEREY BAY. THIS IS A LANDMARK PONTED BY SIERRA VIZCAYA AND CLAIMED THE LANDS FOR SPAIN. MAKING IT A PORT FOR HISPANIC (THE POINT OF HISPANIC).

IN 1768, SOME 160 YEARS LATER, PONTUS AND LATER CARRAS, WITH A SMALL BODY OF MEN, TRAVELED OUTWARD FROM SAN DIEGO TO MONTEREY. THE ESTABLISHMENT OF THE MISSIONS IN WHAT IS NOW THE CITY OF MONTEREY, AND THE MISSION SAN CARLOS GABRIEL, IN CANDLES NEAR THE MOUTH OF THE CARMEL RIVER, MARKS THE BEGINNING OF THE "HISPLANIC PERIOD" OF ALTA CALIFORNIA. IN 1770 THE MISSION SAN ANTONIO WAS ESTABLISHED, AND IN 1771 THE MISSION SEQUOIA. BY 1253 THERE WERE FIVE LARGE MISSIONS, WHICH WERE THE FIRST REAL SUSTAINERS OF LIFE IN MONTEREY COUNTY.

HERCULS DESCENDED FROM SPAIN IN 1813 MARKED THE END OF THE "HISPLANIC PERIOD" AND DATING THE ERA KNOWN AS THE "THERIPE PERIOD." DURING THIS TIME THE PAPERS WERE DROWNED FROM THEIR MISSION PRECEDETS AND MISSION PROPERTIES WERE PLUNDERED.


IN THE CITY OF MONTEREY THERE ARE SOME FORTY EXAMPLES OF EARLY CALIFORNIA ARCHITECTURE MEANINGFUL, AND THESE HAVE BEEN CLASSIFIED INTO THE VARIOUS ERA OF HISTORY IN WHICH THEY WERE BUILT.

THEM ARE APPROXIMATELY 25 STRUCTURES BUILT IN THE "HISPLANIC PERIOD" AND APPROXIMATELY 13 EXAMPLES REMAINING OF THE "THERIPE PERIOD," WITH A FEW EXAMPLES OF THE "ACONIAN PERIOD."

THROUGHOUT THE COUNTY THERE ARE PLACES OF HISTORICAL AND SCIENTIFIC INTEREST WHICH DESCRIBE SOME OF THE GALLERIES AND ENTRANCES OF MONTEREY COUNTY. A LIVING RECORDING OF THE HISTORY AND HERITAGE OF THE MEXICAN NAMES THAT ARE A LEGACY OF THE SPANISH AND MEXICAN PERIODS. MANY ARE TIED TO THE EARLY CALIFORNIA MISSIONS, BUILT BY THE MISSION GOVERNMENT AND LATER CONFIRMED BY THE UNITED STATES.

PLACES OF HISTORICAL SIGNIFICANCE

THE CABRILLO, A GORE WITH PREHISTORIC INDIAN PAINTINGS. MONTEREY PURPOSES:

- SPANISH AND CIVIL SETTLEMENT FOLLOWING THE TREATY OF SAN CARLOS MISSION IN MONTEREY IN 1770.
- BATTLE OF POINT MONTARE, WHERE MEXICAN التأسيس اتت BATTERED THE SPANISH TROOPS AND KNOWN AS THE "HISPLANIC PERIOD."
- BATTLE OF THE ESPERANZA, WHERE MEXICAN التأسيس اتت BATTERED THE SPANISH TROOPS AND KNOWN AS THE "THERIPE PERIOD."
- BATTLE FIELD OF MONTE RAY, WHERE MEXICAN التأسيس اتت BATTERED THE SPANISH TROOPS AND KNOWN AS THE "ACONIAN PERIOD."
- BATTLEFIELD OF NATIVIDAD, WHERE MEXICAN التأسيس اتت BATTERED THE SPANISH TROOPS AND KNOWN AS THE "ACONIAN PERIOD."
- BATTLEFIELD OF LOS BURROS MINING DISTRICT. THE BATTLE OF MONTEREY SERVED AS A BATTLEFIELD, A TOWN THAT WAS LOCATED AT HILLTON. MONTEREY BAY.
- BATTLEFIELD OF MONTE RAY, WHERE MEXICAN التأسيس اتت BATTERED THE SPANISH TROOPS AND KNOWN AS THE "ACONIAN PERIOD."
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MONTEREY COUNTY LAND USE 1968

THE MAP SHOWS ONLY GENERAL LAND USES FOR THE 2,127,360 ACRES IN MONTEREY COUNTY. THE EXACT LOCATION AND SIZE OF LAND USE ARE SHOWN IN DETAIL IN THE MONTEREY COUNTY GENERAL LOCATION MAP. USE OF THE GENERAL LAND USES WHICH ARE SHOWN ON THE MAP:

UNMILITARY USE

THE URBAN AREAS, WHICH OCCUPY 12% OF THE COUNTY, INCLUDE INCORPORATED CITIES AND UNINCORPORATED AREAS OF CONCENTRATED HUMAN ACTIVITY, INCLUDING INDUSTRIAL AREAS, TOWNS, AND SUBURBS. THE URBAN AREAS CAST A SHADOW OVER THE REST OF THE COUNTY, CENTERING AROUND SALINAS AND THE MONTEREY PENINSULA.

AGRICULTURE

AGRICULTURE, WHICH OCCUPIES 25% OF THE TOTAL LAND AREA, IS THE MOST IMPORTANT BASIS OF LAW AND LIVELIHOOD OF THE COUNTY. MONTEREY COUNTY IS FIRST IN THE NATION IN THE PRODUCTION OF LETTUCE, STRAWBERRIES, AND ARTICHOKE DEVICES ENCOURAGES, MONTERR; COUNTY "LAITURS,

RURAL AND AGRICULTURAL RESIDENTIAL

THE AREAS IN THIS CATEGORY ARE RESIDENTIAL DEVELOPMENTS ON LARGE LOTS OF AGRICULTURAL USE. THE CONVERSION OF AGRICULTURAL USE INTO LOW RESIDENTIAL DEVELOPMENT ENDANGERES THE PROTECTION OF A RURAL ATMOSPHERE WHICH IS A DESIRED CHARACTERISTIC OF THE COUNTRY.

MILITARY USE

180,000 ACRES OF THE COUNTY IS UNDER MILITARY OWNERSHIP. MILITARY INSTALLATIONS AND BASES INCLUDE THE FOLLOWING: POINT DUME, PASSAGE OF MONTEREY, U.S. NAVAL POSTGRADUATE SCHOOL, CAMP ROBERTS (PARTIALLY IN SAN LUIS OBISPO COUNTY), HUNTER LIGGETT MILITARY INSTALLATIONS, BARKHURST NAVAL FACILITY, AND THE U.S. NAVAL STATION IN MONTEREY.

CONSERVATION RESIDENTIAL

CONSERVATION RESIDENTIAL AREAS ALLOW RESIDENTIAL DEVELOPMENT WHILE STILL RETAINING THE NATURAL SETTING AND ATMOSPHERE. SPECIAL TREATMENT AND REGULATION ARE DESIGNED TO ENSURE THAT DEVELOPMENT WILL NOT DEPRECIATE THE COUNTY'S NATURAL RESOURCES THAT ARE VALUABLE TODAY AND INEXPENSIBLE IN THE FUTURE.

VILESS, VANAGE, AND WATERSHED

CONSERVATION AND ENHANCEMENT OF LAND USE POLICIES ARE AN ESSENTIAL PART OF PLANNING FOR THE PROTECTION OF THE COUNTY'S ENVIRONMENT, THROUGH ENFORCING THE DESIGN AND USE OF THE COUNTY'S WATER SUPPLY IS IMPORTANT TO THE FUTURE OF THE COUNTY, AND AT PRESENT THERE ARE FOUR FLOOD CONTROL AND WATER CONSERVATION DISTRICTS WITHIN THE COUNTY.

PARKS AND RECREATION

MONTEREY COUNTY IS ONE OF THE NATION'S LEADING AREAS FOR YEAR AROUND RECREATION. THE PLEASABLE CLIMATE AND UNSURPASSED SCENERY HAS CONTRIBUTED TO THE POPULARITY OF THE COUNTY AS A RESIDENTIAL AREA, COMMUNITY COUNTY PAGES AND BEACHES.

INDUSTRIAL


LEGEND

PRIME AGRICULTURAL
[GREEN]
| MILITARY

| FEDERAL LAND |

| INDUSTRIAL AREA |

| RESIDENTIAL |

| FREEWAY |

| RAINFOOD |

| AIRPORT |

| RAILROAD |

SEE RECREATION MAP FOR STATE PARK LOCATIONS.
MONTEREY COUNTY POPULATION

MONTEREY COUNTY has not been affected with population pressures and the urban sprawl experienced in other counties in California. Yet, the county, during the past, since most of the county is unincorporated, the rural lands are extensively improved by extensive development. Early census records show that there were 1,025 residents in County and that in 1860 the population had increased to 1,823 persons. But that the approximately 24% of the population residing south of Gonzales, has the cities in Gonzales and south Monterey County.

There are many variables used in predicting future population, and in particular the urban and rural areas. Monterey County is geographically located between the San Francisco Bay Region and the Los Angeles Metropolitan Area. The most important factor being, in this area, the relative density in the Peninsula area and the city of Salinas.

It is anticipated that the majority of the County's land will be retained for agricultural use, grazing land, and forestry in the near fifteen years, and that most of the concentration of urbanization will take place in and around the Monterey Peninsula and the Salinas area.

The California State Dept. of Finance, estimated Monterey County's population at 196,331 (July 1, 1967 Residential Estimate). This represents 1.0% of the Department's estimate of 19,595,000 persons residing in the State.

LEGEND

LINE OF CENSUS
COUNTY DIVISION

POPULATION AREAS

CENSUS COUNTY DIVISION

APRIL 1, 1960

MARCH 1, 1964

STATE DEPT.

SALINAS

19,288

20,852

MONTEREY

12,814

13,263

PACIFIC GROVE

5,166

5,141

MONTEREY PENINSULA

CARMEL

13,503

14,506

CARMEL VALLEY

7,133

7,265

CASTROVILLE

5,205

5,104

CARTER

6,221

6,218

PACIFIC GROVE

30,168

31,107

SALINAS

6,519

6,407

SANTA CRUZ

6,084

6,536

ALTO

12,855

12,170

SANTA CRUZ PENINSULA

4,511

4,198

GONZALES

2,400

2,403

SANTA CRUZ PENINSULA

5,703

5,437

GREENFIELD

5,104

5,103

SANTA CRUZ PENINSULA

3,227

3,227

SALINAS

5,437

5,437

TOTAL POPULATION

196,331

225,216

MONTEREY COUNTY POPULATION ESTIMATES

MONTEREY COUNTY POPULATION OF 126,331 (JULY 1, 1967 PROVISIONAL ESTIMATE). This represents 1.0% of the Department's estimate of 19,595,000 persons residing in the state.
MONTEREY COUNTY
RECREATION
1969 AND PROPOSED

MONTEREY COUNTY HAS LONG BEEN RECOGNIZED AS AN OUTSTANDING AREA FOR YEAR ROUND OUTDOOR RECREATION. THE COUNTY'S FORESTS, BEACHES AND PARKS OFFER ENDLESS ACTIVITY TO THOSE SEEKING RENEWING STIMULUS. THE COUNTY'S BEAUTIFUL BEACHS AND RESERVOIRS PROVIDE A RANGE OF ACTIVITIES FROM SWIMMING TO BOATING. THE COUNTY'S FORESTS PROVIDE HIKING AND RIDING TRAILS.

THE MONTEREY COUNTY PARKS DEPARTMENT MANAGES A NETWORK OF PARKS AND RESERVES ACROSS THE COUNTY. THESE INCLUDE BEACHES, PARKS, AND FORESTS THAT OFFER A WIDE RANGE OF ACTIVITIES FOR VISITORS. THE COUNTY HAS LONG BEEN KNOWN FOR ITS MANY OUTDOOR ACTIVITIES.

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THE COUNTY'S FORESTS PROVIDE HIKING AND RIDING TRAILS.
MONTEREY COUNTY GENERAL PLAN

This document discusses the development and plans of Monterey County, including the general plan for the county, the objectives and strategies for various aspects of the area, and the natural resources and environmental considerations. The plan aims to balance growth with preservation and ensure a sustainable future for the county.

MONTEREY COUNTY GENERAL PLAN

OBJECTIVE
TO ENCOURAGE AND DIRECT RESIDENTIAL GROWTH WHICH WILL PROVIDE A PLEASANT WAY OF LIFE AND REFLECT THE NATURAL, ATTRIBUTES OF MONTEREY COUNTY.

COMMERCIAL LAND USE


OBJECTIVE
TO PROVIDE FOR COMMERCIAL DEVELOPMENT WHICH IS IN ACCORD WITH OTHER LAND USES AND WILL CONVENIENTLY AND EFFECTIVELY SERVE THE NEEDS OF THE PEOPLE.

OBJECTIVE
TO ENSURE THAT THE DEVELOPMENT OF COMMERCIAL LAND USE WHICH CAN BE COMPARABLE WITH THE CHARACTER OF MONTEREY COUNTY AND ITS ENVIRONMENTS AND ZONES.

AGRICULTURAL LAND USE

THE REQUIREMENTS FOR INDUSTRIAL LAND USES ARE DIVERGENT BECAUSE OF THE DIFFERENT CLASSIFICATIONS WHICH MAY BE CONSIDERED INDUSTRIAL. AGRICULTURAL TRADITION, HISTORY, AND THE NEEDS OF THE COUNTY WILL BE IMPORTANT IN DETERMINING WHERE INDUSTRIAL LAND USES ARE APPROPRIATELY LOCATED.

RECREATIONAL LAND USE

IN ORDER TO ENSURE THAT THE DEVELOPMENT OF RECREATIONAL LAND USE WHICH CAN BE COMPARABLE WITH THE CHARACTER OF MONTEREY COUNTY AND ITS ENVIRONMENTS AND ZONES.

HISTORICAL ELEMENT


OBJECTIVE
TO RETAIN THE BEAUTY, CULTURAL HERITAGE, AND HISTORICAL RECORD OF MONTEREY COUNTY BY ENCOURAGING THE RENOVATION AND PRESERVATION OF HISTORICAL BUILDINGS AND OTHER HISTORICAL ELEMENTS.

PERMANENT LAND USE

Although by 1876 there were definite signs of growth in Monterey County, a 300,000 increase in the population occurred between 1876 and 1900. In 1900, the estimated population of Monterey County was 25,000.

IN ADDITION TO THE PEOPLE WHO LIVED IN MONTEREY COUNTY, THERE ARE A GREAT NUMBER OF VISITORS WHO COME TO THE AREA FOR RECREATIONAL PURPOSES. THE COUNTY IS IDEALLY LOCATED FOR BUSINESS PLEASURE, OR FOR SOME OTHER PURPOSE, THEREFORE, THE FACILITIES MUST BE AVAILABLE TO A POPULATION FAR GREATER THAN PERMANENT RESIDENCE OF THE COUNTY.

OBJECTIVE
TO ENCOURAGE THE DEVELOPMENT OF PRIVATE GENERAL USES WITHIN THE FRAMEWORK OF THE MONTEREY COUNTY GENERAL PLAN.

ECOLOGICAL ELEMENT

THE ECOSYSTEM OF THE SALINAS WETLANDS Is THE MOST IMPORTANT WETLAND ENVIRONMENT IN THE COUNTY. THE ECOSYSTEM PROVIDES A VARIETY OF SERVICES TO THE COMMUNITY, SUCH AS PROTECTION FROM FLOODING AND PROVIDING A HOME FOR A GREAT VARIETY OF WATERFOWL.

OBJECTIVE
TO ENCOURAGE THE DEVELOPMENT OF PRIVATE GENERAL USES WITHIN THE FRAMEWORK OF THE MONTEREY COUNTY GENERAL PLAN.

CIRCULATION ELEMENT

MONTEREY COUNTY WILL NEED ADEQUATE HIGHWAYS AND FREEWAYS THROUGHOUT THE COUNTY TO MEET BOTH INTERNAL AND EXTERNAL NEEDS. CONSIDERATION SHOULD BE GIVEN TO A NEW CATEGORY OF ROAD WHICH WOULD CONSIDER THE NEEDS OF BOTH THE COUNTRY AND THE ENVIRONMENT.

OBJECTIVE
TO PLAN A CIRCULATION SYSTEM WHICH WILL PROVIDE SAFE, ECONOMIC, AND ECONOMIC MOVEMENT OF PEOPLE AND GOODS, YET RECOGNIZE, INCORPORATE, AND RETAIN THE NATURAL BEAUTY OF THE COUNTY.

CIRCULATION ELEMENT

THE NATURAL LANDSCAPE OF MONTEREY COUNTY HAS AN ECONOMIC VALUE AS WELL AS A CULTURAL VALUE. ITS RESOURCES ARE INVALUABLE AND SHOULD BE PROTECTED WHEREVER POSSIBLE.

OBJECTIVE
TO PROTECT THE EXISTING AND POTENTIAL WETLANDS IN MONTEREY COUNTY AND ITS ENVIRONMENTS FOR PRACTICAL PURPOSES AS WELL AS FOR RECREATIONAL USES AND THE PRESERVATION OF ITS NATURAL BEAUTY.