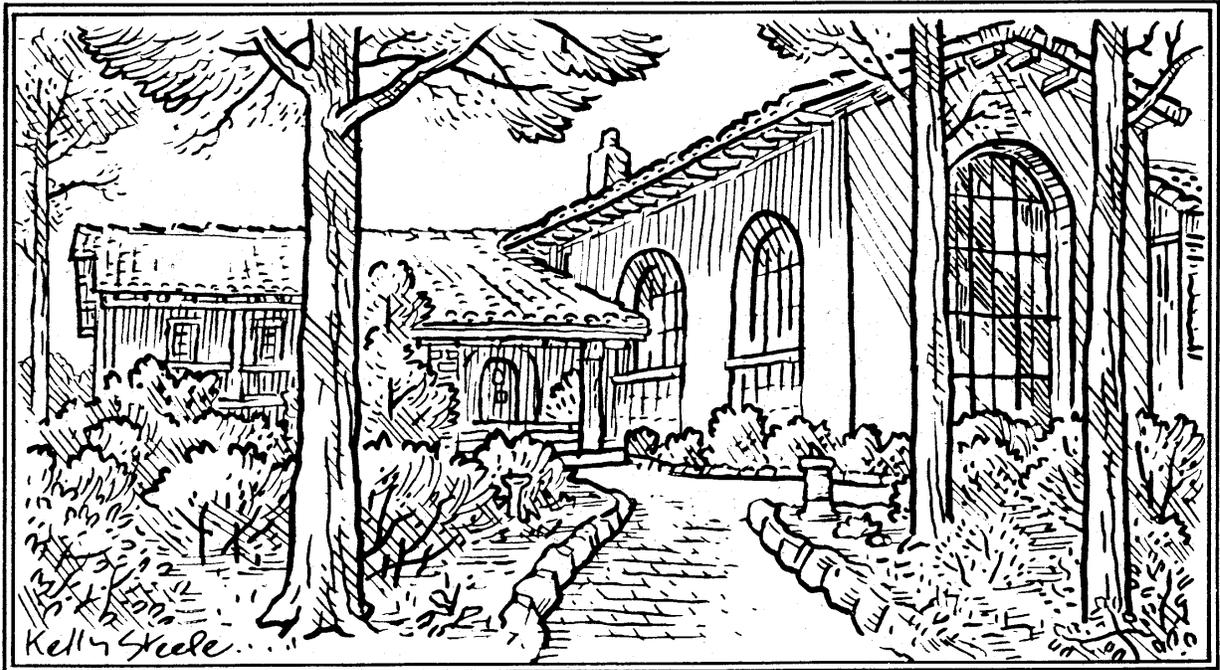

Introduction





INTRODUCTION, PURPOSE AND ORGANIZATION

Purpose and Content of the General Plan

The purpose of this General Plan is to favor the general interest over the special interest in order to give durability to the Carmel experience and our special quality of living.

This General Plan is a comprehensive statement of the planning goals and policies for the City of Carmel-by-the-Sea and its surrounding Sphere of Influence. By State law, each community must prepare, adopt, and periodically update its General Plan. Seven specific elements (information topics) are required by the California Government Code (Section 65302) and must be included in each General Plan. This Plan has been prepared in a manner consistent with the California Government Code. The seven required elements are Land Use, Circulation, Housing, Conservation, Open Space, Noise, and Safety. Other topics may be added at the discretion of the City Council.

Carmel's General Plan has been combined with its Local Coastal Land Use Plan to ensure coordination of these two policy documents. The Coastal Land Use Plan sets forth goals, objectives, and policies that govern the use of land and water in Carmel-by-the-Sea consistent with Chapter 3 of the California Coastal Act of 1976 (as amended through January 2003). Chapter 3 of the California Coastal Act contains coastal resources planning and management policies that address public access, recreation, marine environment, land resources, development, and industrial development. This General Plan/Coastal Land Use Plan, groups these topics within four Elements:

Community Character and Development. This Chapter of the General Plan covers topics required in the Land Use Element. This heading also includes policies for topics in sections 30244 and 30250 through 30254 of the Coastal Act.

Circulation. This Chapter or Element of the General Plan is one of the seven elements required by California Statutes. Several of the policies in this element also implement provisions of the Coastal Act.

Coastal Access and Recreation. This Chapter includes policies for topics covered in sections 30210 through 30224 of the Coastal Act.

Coastal Resource Management. This Chapter of the General Plan includes policies for topics in sections 30230 through 30243 and 30251 of the Coastal Act. (LUP)



Each of these Chapters begins with a discussion of the local setting and policy direction adopted by the City to address the requirements of the Coastal Act. Specific Goals, Objectives and Policies are then listed. Much of the background information and policy contained in this Coastal Land Use Plan is incorporated directly from existing plans and reports that address special topics. Each of these documents is attached as an appendix:

- *Forest Management Plan*
- *Mission Trail Nature Preserve Master Plan*
- *Final Results of the Environmentally Sensitive Habitat Area Study Conducted for the City of Carmel-by-the-Sea (ESHA Study).*
- *Historic Context Statement, Carmel-by-the-Sea*

Cross-references appear in each of these original source documents to facilitate future coordination of amendments. (LUP)

The Carmel-by-the-Sea General Plan also contains the following Elements that are not associated with the Coastal Plan:

Housing. This required element sets City policy and programs for housing construction and rehabilitation.

Public Facilities and Services. This is an optional element, not required by California Statutes. This element addresses the management and use of City-owned properties and facilities.

Conservation, Open Space and Scenic Highways. All three topics in this element are required by statute. Often they are addressed in separate elements but Carmel has combined them into a single element.

Environmental Safety. This is another required element. It covers topics related to earthquakes, fires, floods and other hazardous conditions.

Noise. This is an element required by statute. It addresses sources of noise in the community and establishes policies to protect noise-sensitive land uses.

Using the General Plan

A General Plan is an important land management tool for use by the community and its government officials. It provides a common base of understanding for everyone involved



in matters related to community conservation and development and it sets forth community goals as well as procedures and policies needed to achieve the goals. The General Plan performs the following functions:

- Integrates the environmental, social and economic needs and aspirations of the community with the community's natural setting.
- Serves as a basic legal document with narrative and policies to which a wide range of ordinances and rules governing the quality of life in and about Carmel must conform.
- Simplifies the decision-making responsibilities of Planning Commissioners and City Council Members by enabling the review of all proposals in light of a clear picture of desirable future development.
- Provides a common base of understanding that enables public agencies and private property owners to relate their projects to a common goal.
- Embodies policies and procedures essential to effective city management and the timing of public improvements; it thus provides a basis on which the annual city budget can be established.

The zoning of land must be consistent with the adopted General Plan (Government Code Section 65860). If the General Plan is amended or revised, the zoning of land must also be reviewed and amended for consistency. The zoning revision is done in conformance with the procedures set forth in the Zoning Ordinance. Zoning is one of the strongest tools for implementing the General Plan but it is not the only one. Other implementing mechanisms include the subdivision ordinance, specific plans, purchases, easements, and capital improvement plans. Reference to the Carmel-by-the-Sea General Plan should be a normal part of the decision making process of the Planning Commission and where appropriate, by the City Council. The Plan is a principal reference by which privately sponsored planning and development proposals should be evaluated. It is also a principal reference for proposals initiated and recommended by the Planning Commission to the City Council. Thus, revision of the General Plan is a serious matter and should not be done without careful thought. However, to be an effective management tool the Plan should be reviewed and updated periodically and any changes should be made only when it can be determined that an amendment will result in a revised Plan which is as good or better than the original.



Planning Process

General Plan Planning Process

In 1929, the Carmel City Council adopted Ordinance No. 96 that set forth a very strong policy statement to direct the future development in Carmel. The principle established in the 1929 policy has been and will continue to be a major factor in Carmel's planning decisions. This ordinance, now outlined in Title 17 of the Municipal Code, established the residential character of Carmel and specifically outlined the City's intent that Carmel should subordinate other activities in order to preserve the community's unique residential character. The 1929 ordinance stated the following:

“The City of Carmel-by-the-Sea is hereby determined to be primarily, essentially and predominantly a residential city wherein business and commerce have in the past, are now, and are proposed to be in the future, subordinated to its residential character; and that said determination is made having in mind the history and the development of said city, its growth and the causes thereof; and also its geographical and topographical aspects, together with its near proximity to the cities of Pacific Grove and Monterey, and the businesses, industries, trades, callings and professions in existence and permissible therein.”

In November 1946, the Carmel City Council passed an ordinance providing for a Planning Commission and the preparation of a Master Plan for the City of Carmel-by-the-Sea. Development of the Master Plan did not begin until eight years later when a professional consultant was hired who prepared, in conjunction with the Planning Commission, the Livingston Plan. This Plan was adopted in May 1957, as the General Plan for the City and was later amended in 1960 and 1961 by the inclusion of a Central District Plan. This first General Plan continued the community planning principles expressed in the Municipal Code adopted in 1929. In the process of preparing the General Plan, it became apparent that such a Plan would need to consider the surrounding area that was socially, culturally, geographically and economically related to Carmel. The Plan, therefore, included, an area bounded on the west by the Pacific Ocean, on the north by Pescadero Canyon and the Jacks Peak Ridge, on the east by a line generally from Jacks Peak to the Fish Ranch ridge, and thence westward down the ridge to the sea. The General Plan was revised and updated in 1973 after the Conservation, Seismic Safety, Scenic Highways, and Open Space Elements became mandatory General Plan elements under state law. Subsequent amendments occurred in 1975 and 1978. The General Plan adopted in February 1984 was a revision and update of the amended 1973 Plan. It was revised and amended by the General Plan Review Committee appointed by the City Council in May 1986. This General Plan was adopted by the Carmel City Council in the spring of 1988.



Citizen Participation and Public Review of the General Plan

General Plan Advisory Committee. As an essential part of the planning process for the 1984 General Plan, a General Plan Advisory Committee was appointed by the City Council. The Committee was established with an advisory function to provide input to the General Plan.

The primary functions of the Committee were to serve as a sounding board for consultant's reports and as contributors of concepts to be explored during the General Plan revision; to promote wide public participation by citizens of the community in the public workshops scheduled as part of the General Plan revision process; and to give Committee members special opportunities at the meetings on the General Plan to interpret and summarize the discussions. The General Plan Advisory Committee was first established as a small committee and later the City Council expanded the membership to eighteen members. The Committee worked on the General Plan for approximately seventeen months, from September 1981 through January 1983. The Committee, which generally met twice a month, reviewed data, policies, and information presented by the General Plan consultant and city staff. Individual members also submitted material for consideration by the Committee. The General Plan Advisory Committee deliberated carefully on all of the elements but considerable emphasis was given to land use issues. Minutes of the Committee meetings are available in the City Department of Community Planning and Building. The General Plan Committee meetings were open to the public and public input was encouraged.

Public Review of the Draft General Plan and EIR. The Draft General Plan and Draft EIR dated February 1983 received full public review and was in public circulation from February 1983 through May 4, 1983. Comments received on the Draft EIR and General Plan are summarized and responded to in the Environmental Impact Report. In addition, the Planning and Conservation Committee of the Planning Commission reviewed the Plan and comments on the Plan and made recommendations to the Planning Commission. The Carmel Planning Commission held public hearings on the Plan on April 20, April 27, and May 4, 1983. As a result of the public hearings and written comments received on the Plan, numerous changes were made. A Revised Draft General Plan, May 1983 was issued reflecting the changes that had been made to date. The May 1983 Revised Draft General Plan was reviewed by the Planning Commission on June 22, 1983, and forwarded to the City Council with some additional changes. The Carmel City Council held public hearings and study sessions on the Plan on July 21, August 30, October 11, November 22, and November 29, 1983. As a result of these meetings, other changes were made. The complete General Plan, February 1984 reflected all changes made. The Council adopted all elements of the Plan, except the Housing Element, on December 23, 1983. The City Council adopted the Housing Element on February 7, 1984.



General Plan Review Committee. In May 1986 the City Council appointed a five member “Blue Ribbon” Committee to critique the General Plan.

The specific charge given the Committee was to make recommended changes to the Plan that would simplify, clarify or make the document more concise. Further, the Committee had as an objective to make the Plan less punitive, less dependent on subjectivity and more practical in its application. The Committee met almost weekly for a nine-month period and presented amendments to the Planning Commission. The Planning Commission held five public meetings over a two-month period to receive public comment on the General Plan Review Committee recommendations.

Community Questionnaire. In an attempt to gain greater public opinion on a variety of community issues, the City formulated and mailed an advisory questionnaire to all registered voters in Carmel. The survey was first proposed in December 1981, by the General Plan Advisory Committee. The General Plan Advisory Committee members, Planning Commissioners, and Council Members developed a series of proposed questions over a period of two months. The Carmel City Council approved the final survey questions that were then mailed in July 1982. All responses received by August 1, 1982 were tabulated and the information was considered by the General Plan Advisory Committee and the consultant in developing the 1984 General Plan.

The City received 1,776 questionnaire responses, representing 45.5% of the 3900 registered voters who reside within the City limits. The record of response was excellent and represented a much higher response rate than most surveys of this kind. The response was greater than the 41.2% voter turnout in the 1982 city election. In summary form, the questionnaire results provided community consensus on a number of issues. A majority of the citizens returning questionnaires responded as follows:

- Supported a limit on the number of tourist oriented businesses; including but not limited to restaurants, art galleries, gift shops, and jewelry stores.
- Approved of the City exploring means of providing housing for low income residents.
- Favored allowing second food preparation areas in single family dwellings.
- Expressed having trouble parking in the downtown Carmel.
- Approved of a preferential parking program for residents within residential areas.



- Favored construction of a parking facility at the north end of the Sunset Community and Cultural Center.
- Opposed annexation of areas adjacent to the City.
- Supported more control of development in the commercial district.

A copy of the community conducted Questionnaire is found in Appendix A under separate cover.

Some questions may be raised concerning sole reliance on the results of questionnaires as a gauge of public statement. The General Plan Review Committee believed that the lack of factual information relevant to both sides of various issues may have tended to produce a subjective or emotional response on some of them. Some answers are inconsistent within themselves, an example being that only about 10% of the respondents use public transit regularly, yet 72% said it is adequate. Some replies previously considered to represent “overwhelming” feeling of the community may in fact be less positive when allowance is made for the phraseology of the questions and the number who failed to respond. The 1982 Questionnaire should be viewed with these caveats.

Coastal Plan Planning Process

In the general election of November 1972, the people of the State of California approved a ballot initiative known as Proposition 20, which established the California Coastal Commission and six regional commissions. The charge of these commissions was to manage the coastal zone as a resource of statewide interest through the exercise of permit authority. Under the provisions of Proposition 20, any proposed development occurring in the designated Coastal Zone required approval of a coastal use permit from the appropriate Regional Coastal Commission. (LUP)

In 1976, the California Legislature replaced Proposition 20 with the California Coastal Act. Under this Act, the Coastal Commission retains permit authority until each coastal city and county prepares a local coastal program that addresses statewide policies in Chapter 3 of the Coastal Act. These Local Coastal Programs (LCPs) include a policy document (Land Use Plan or LUP) and a set of ordinances and resolutions to implement those policies (Coastal Implementation Plan or CIP). Once these two documents are adopted by the local government and certified by the Coastal Commission, permitting authority is returned to the local government. (LUP)

Carmel is unique in terms of State coastal regulation. Under Proposition 20, the City was granted a “categorical exclusion” that exempted the City (except for approximately the



first line of lots inland from the ocean) from the Regional Coastal Commission's permit authority. Following passage of the 1976 Coastal Act, the City was granted another "categorical exclusion" that remained in effect until Carmel's Coastal Program was certified and adopted. The categorical exclusions were granted in recognition of Carmel's local ordinances and practices that, with few exceptions, were already consistent with the Coastal Act. (LUP)

The City was not, however, exempted from preparing a Local Coastal Program. Because the entire City falls within the Coastal Zone, all of Carmel's policies, practices, ordinances and plans must be in conformance with the requirements of the 1976 Coastal Act. The City achieved certification of a Land Use Plan in 1980 and nearly received certification of its Implementation Plan in 1983. However, disagreements over how to protect historic resources as part of community character stymied final certification of the LCP and resulted in loss of certification for the LUP. The City's efforts to complete its LCP were rekindled in the late 1990s and led to the certification of this document in December 2002. (LUP)

The overriding policies of the Coastal Act, relevant to Carmel, require that the City:

- Protect, maintain, and, where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and man-made resources.
- Protect special communities and neighborhoods, and retain their unique characteristics.
- Assure orderly, balanced utilization and conservation of coastal zone resources, taking into account the social and economic needs of the people of the state.
- Maximize public access to and along the coast and maximize public recreational opportunities in the coastal zone consistent with sound resource conservation principles and constitutionally and Coastal Act protected rights of private property owners.
- Assure priority for coastal-dependent and coastal-related development over other development on the coast.
- Encourage state and local initiative and cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses, including educational uses, in the coastal zone. (LUP)



Coastal Plan Work Program and Issue Identification

The first step in preparing the LCP began in early 1978 with a review of local issues of concern to the community, related to the coastal policy groups. Through this analysis, over twenty different areas were identified which offered a possible conflict with the Coastal Act. A Work Program was then designed to address these potential conflicts and was approved by both the City of Carmel and the Coastal Commission. (LUP)

In 2000, the City of Carmel-by-the-Sea conducted an additional issue identification workshop, which resulted in the publication of a report entitled: *Local Coastal Plan Policy Paper*. Specific issues raised at the public workshop included:

- Existing residential and commercial zoning district boundaries and basic purposes should be identified in the Coastal Plan and preserved.
- Existing patterns of land use and community character should be identified and strengthened with respect to commercial design, residential design, historic preservation, and civic design.
- Limited beach parking for tourists can be a problem, particularly when it is concentrated (such as in the Del Mar Parking Lot) or when it conflicts with adjacent residences. Parking policies should balance potential impacts on the residential character of the community with the potentially limitless demand for parking spaces.
- The urbanized forest is an important contributor to community character and should be protected and maintained. Policy responses to Pine Pitch Canker, oak diseases, development pressure, changing species mix and sensitive habitats are needed.
- The City's unique roadway design is a significant feature of Carmel's character and interacts with the urbanized forest. Many of the City's roads also function as part of the storm drainage system. These aesthetic and functional aspects of the City's streets should be documented and policies should be provided to guide future roadway repairs and reconstructions.
- Beach facilities for public use at Carmel Beach are limited but important. Restrooms, benches, stairways, and trash receptacles are provided for public use. Among these, restrooms are the most difficult to site. Policy direction on beach



facilities, including restrooms, is needed and should balance public needs, aesthetics and private property interests.

- Policies for construction at the beach, along Scenic Road and on North San Antonio must be included to guide future public improvements for aesthetics, safety and maintenance.
- Policies on coastal views must balance public and private interests consistent with preservation of community character. (LUP)

Amending the General Plan/Coastal Land Use Plan

The General Plan is a dynamic document because it is based on community values and an understanding of existing and projected conditions and needs, all of which continually change. The City of Carmel-by-the-Sea should plan for change by establishing formal procedures for regularly monitoring, reviewing, and amending the General Plan. The portions of the Plan with a short-term focus, such as some of the implementing policies, should be reviewed annually and revised as necessary to reflect the availability of new implementation tools, changes in funding sources, and the results of monitoring the effectiveness of past decisions. Indeed, Government Code Section 654000 (b) requires the planning agency to “render an annual report to the legislative body on the status of the Plan and progress in its implementation”. The Planning Commission will perform an annual review of the Plan. The entire Plan, including the basic policies, should be thoroughly reviewed at least every five years and revised as necessary to reflect new conditions, local attitudes, and political realities.” The Housing Element must be reviewed and updated at least every five years beginning in 1984. (Government Code Section 65588)

Obviously, the longer the interval, the greater the effort and extent of each revision. Twenty years is a reasonable time horizon for the General Plan but it should be re-evaluated in detail after ten years. This General Plan has been developed as a working Plan and its evaluation should be a continuing process. In the short term it is very important to review the Plan and see how it is working and to evaluate if the policies are accomplishing the stated goals and objectives. In the long term, it must be evaluated if community objectives and priorities change.

Amending any portion of this document that is part of the certified Coastal Land Use Plan requires approval from the California Coastal Commission. To aid the reader in identifying what is part of the Coastal Land Use Plan, and therefore subject to Coastal



Commission review, each goal, objective, policy and text paragraph that comes from the Coastal Land Use Plan is followed by the letters “LUP” enclosed within parentheses.

Goals, Objectives and Policies

Throughout this document goals, objectives, and policies are differentiated by an alphanumeric system. Goals, objectives, and policies are identified by the letters “G,” “O,” and “P,” respectively. The second character identifies the General Plan element in which the goal, objective, or policy is found. Thus, “P4-1” refers to the Coastal Access & Recreation Element, policy number one. (LUP)

Carmel-by-the-Sea Community Profile

Regional Setting

The City of Carmel-by-the-Sea is located in northwest Monterey County, California, along the Pacific Ocean. To the north of the City's planning area beyond Pescadero Canyon are the unincorporated area of Pebble Beach and the communities of Pacific Grove, and Monterey. Unincorporated Carmel Valley lies to the east and the mouth of the Carmel River, Point Lobos, and the unincorporated Carmel Highlands area are to the south. Also east of the City, Highway 1, one of two major north/south state routes in the county, is the primary roadway linking Carmel to the surrounding cities. Carmel is an area rich in coastal resources and cultural heritage in California and an area of nationwide visitor and historical interest.

Approximately one square mile in area, the City's elevation ranges from sea level to 500' above sea level, sloping gently from Carmel Bay up to Highway 1. Vegetation generally consists of evergreen trees in the City and along the coast, deciduous trees along the Carmel River, and coastal chaparral on the Carmel Valley hills. Various species of wildlife inhabit the area, especially in the reserves and in the undeveloped valley areas.

The climate, consistent with the rest of the Monterey Peninsula, is marked by its fairly moderate temperatures and fog. The seasonal rainfall occurs from November through April, while September and October are characterized by warm weather. Over the last 36-year period, based on a weather-year of 1 July through 30 June, Carmel and the Monterey Peninsula experienced moderate weather in terms of averages, but more extreme weather in terms of ranges. There was an average precipitation of 19", and a median of 17". On the other hand, the broad range of precipitation was from a low of less than 10" in 1976-77, to a high of about 41" in 1982-83. Then again, temperatures were a moderate monthly average maximum of 60 degrees F (January) to 72 degrees F (September); and a



minimum of 43 degrees F (January) to 53 degrees F (September). However, the absolute range was a low of about 23 degrees F (December 1972) to a high of about 104 degrees F (October 1987).

Physical Characteristics

The renowned scenic environment of the City of Carmel-by-the-Sea and Monterey Peninsula stems from its two dominant features: the coastline and the central ridge of wooded hills. The preservation of these two features is imperative if the scenic character of the Peninsula is to be maintained. The wooded ridgeline runs through the heart of the Peninsula separating the City of Carmel-by-the-Sea from Pacific Grove, Monterey and Carmel Valley. Numerous fingers of open space extend outward from this ridge to the sea, helping to define the Peninsula communities. The Carmel River originates at elevations of 4500 to 5000 feet and flows westerly through the Carmel Valley, emptying into the Bay at a point just south of the City. The Carmel River floodplain zone broadens near the river mouth. The City of Carmel-by-the-Sea, since its origin, has recognized the need for open space. As a result, the City owns most of the beach along its western boundary, open areas and several parklands within the city. Carmel Bay is designated as an Area of Special Biological Significance, requiring protection of species or biological communities to the extent that alteration of the natural water quality is undesirable.

Carmel gives the impression of having a considerable amount of additional open space from the abundance of trees and wide road shoulders in natural growth. Although some of the streets of Carmel, notably Ocean Avenue, were planted with trees, most of the village was tree covered long before there was a Carmel. There are numerous records by travelers passing through Carmel-by-the-Sea which mention a “village in a forest above a white ocean beach”; “a town whose citizens love trees”. Many of the trees are older than the town. The general impression of a forest comes from more than just the trees on the City streets, it includes those on private property, and the impression is created by fair-sized trees.

The interior of the City lies in a park setting. To maintain open space and permit landscaping without removal of trees, streets in the residential area are not constructed to full width but are built to a width not to exceed 30 feet.

The absence of formal sidewalks in the residential district also contributes to the forest-like atmosphere, and it is with traditional intention that the sidewalks be absent. Several small areas are dedicated to open space and landscaping. One parcel is located at the northwesterly corner of Forest Road and Mountain View Avenue. Another is a center island dedicated to Carmel in the county road at the Carpenter Street entrance to the City. Center islands in both Junipero Avenue and Ocean Avenue are devoted to open areas of



landscaping. The bequest for Harrison Memorial Library on Ocean Avenue requires that the grounds be landscaped and a formal garden occupies the area in front of the structure. The Carmel City Hall, Police Station, Department of Public Works, and Sunset Community and Cultural Center, as well as local churches, also display extensive landscaping. Piccadilly Park on Dolores Street between Ocean and Seventh Avenues is a recent addition to open space preserved by the City. Most private property retains the forest appearance due partly to the strong interests of residents in preserving trees and partly to the City Tree Preservation Ordinance.

“Mini parks”, small landscaped plots in streets' rights-of-way, are located along many streets throughout the residential zone. Some of these have old established trees located in the middle of the street rights-of-way (e.g., Junipero Avenue, south of Ocean Avenue). There are twenty established mini parks in the City, ten of which are located in the central business district (1987).

Economic Base

Visitor serving uses are the primary economic activity in Carmel-by-the-Sea. The largest category of taxable sales are in apparel, restaurants and bars and other retail stores (such as art galleries, jewelry stores, gift/novelty stores). These three categories account for 81% of total sales in Carmel-by-the-Sea. The high per capita sales in these categories (for example \$7,583 in Carmel versus \$238 statewide for apparel stores) indicates businesses primarily oriented toward visitors. Based on a comparison of Carmel-by-the-Sea per capita sales with those of a community similar to Carmel without a large visitor sector, it is estimated that of total sales, approximately 98% of apparel, 46% of restaurants and bars, 94% of home furnishings and appliances, and 84% of other retail are made to non-residents. Businesses in these three categories account for 72% of all retail stores in the community, a further indication of the strong visitor orientation of the local community. (Duffy, 1986)

In addition to the revenues generated by sales tax receipts, visitors also provide revenue through the hostelry tax. In fiscal year 1985-1986, the hostelry tax (based on receipts from the hotel/motel/lodge sector) and the sales receipts accounted for 60% of operating revenues. This is an increase from 56% in fiscal year 1982-1983. This compares with the property tax contribution that was 11% of total revenue in fiscal year 1985-1986. Although the City is predominantly a residential community, the revenues received from the short-term visitor trade are viewed as an important financial resource. (Department of Administrative Services, 1986).

The number of persons employed in Carmel in 1981 was approximately 3400, an approximate 2.5% increase since 1977, or an annual increase of 0.63%. The largest



percentage of those employed in Carmel, 71%, or approximately 2400 are in the retail/hotel/motel/restaurant sector. Carmel's employment number is expected to increase by 861 by the year 2020, based on a projection of new and intensified commercial space. (EIP, 1986)

Comparison of 1984 Per Capita and Taxable Sales in the Cities of Carmel-by-the-Sea and Del Mar, and the State of California

	Carmel- by-the-Sea	Del Mar	State of California
	Population (4,380)	Population (5,125)	Population (25,857,000)
RETAIL STORES			
Apparel Stores	\$ 7,583	\$ 164	\$ 238
General Merchandise Stores	465	*	655
Drug Stores	*	*	136
Food Stores	517	436	462
Packaged Liquor Stores	*	*	76
Eating and Drinking Places	5,545	2,993	626
Home Furnishings/Appliances	1,281	69	235
Bldg. Materials/Farm Implements	511	*	320
Auto Dealers/Auto Supplies	**	*	799
Service Stations	*	*	544
Other Retail Stores	7,312	1,354	855
RETAIL STORES TOTALS	\$23,213	\$ 5,017	\$ 4,946
ALL OTHER OUTLETS	1,982	3,124	2,626
TOTAL ALL OUTLETS	\$25,195	\$ 8,141	\$ 7,572

Notes:

* Exact sales totals are omitted because publication would result in disclosure of confidential information. Totals are included in the classification "Other Retail Stores."

** No businesses in this category

Source: California State Board of Equalization, California Department of Finance. Compiled by McDonald and Associates (1986)