

A Village in the Pine Forest: Carmel-by-the-Sea



1916-2016

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1772 Carmel Mission Sketch by John Sykes (HML)

Two men— Spanish explorer Gaspar de Portola, charged with creating a chain of missions, presidios, and pueblos in Alta California in 1769, and Franciscan priest, Junipero Serra, who accompanied Portola on his overland expedition--- never could have imagined that, 147 years later, Carmel-by-the-Sea would materialize near the site of Serra's Carmel Mission San Carlos Borromeo del Rio Carmel.

The future village began seeing development in the late 1880's, when Santiago J. Duckworth purchased 324 acres from Honoré Escolle for a proposed Catholic summer resort. Duckworth filed a subdivision map for what he called Carmel City. Corner lots were offered at \$25, others for \$20, with business lots priced at \$50.

In 1889 Abbie Jane Hunter purchased seven Carmel City lots and founded the Women's Real

Estate Investment Company three years later, in order to sell lots for Duckworth. In 1899, she opened a bathhouse on Carmel's beach to attract tourists. She was instrumental in seeing the establishment of Hotel Carmelo on Ocean Avenue and Broadway, now Junipero Street. Her uncle, Delos E. Goldsmith, did the construction. Soon Carmel City was being promoted in newspaper advertisements and post card mailers as Carmel-by-the-Sea.

In time, Duckworth's Catholic resort would fail, causing him to sign over his unsold lots to Escolle. He in turn sold 713 Carmel lots to Dr. Walton Saunders, who also bought another 89.3 acres of Carmel land from the San Francisco and Pacific Glass Works. An assortment of vacant lots proved difficult to sell throughout the next decade.

The 1900's

The new century marked a turning point in Carmel's development. Like all stories, fate played a major role. Frank H. Powers, a partner in a San Francisco law firm, received a parcel of land in Carmel in lieu of cash for a legal bill. His descendent, Kirk Gafill, described his great-great-grandfather's "escapade" as follows:

"Frank took the train down to Monterey, and the stagecoach over what was then Monterey Hill and camped out by what were then the ruins of Carmel Mission. He woke up in the morning with the fog,



c. 1889 Hotel Carmelo
(Photography C. W. J. Johnson/HML)

walked around the ruins, wandered over through the pine trees down to the beach and saw the dunes and realized it was a very special place and in fact there was some value to the legal bill he had just collected."

Not surprising, Powers went ahead on November 21, 1900 and purchased 702 Carmel lots from Dr. Saunders, plus the 89.3 acres Saunders had acquired from San Francisco and Pacific Glass Works. The following year, Powers purchased an additional 916 Carmel lots from the Escolle Estate. By 1902 he had acquired more lots, including the Hotel Carmelo property. In total, Powers had amassed about 80% of the lots of what was to be Carmel-by-the-Sea.

Seeking a development partner, Powers joined in this business venture with James Franklin Devendorf, who was working for Dabney Oil Company, in San Francisco. Devendorf had spent 15 years in real estate development and had acquired land elsewhere, along with two lots in another Carmel subdivision. The partnership may have been loosely affirmed in November, 1900, when Devendorf deeded the two Carmel lots to Powers.

How these two men met is unknown, but in November 1902, they formed the Carmel Development Company. They opened an office on Ocean



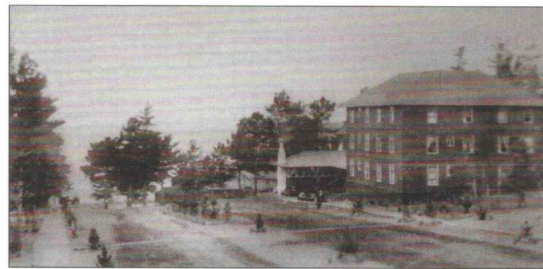
James Franklin Devendorf & Frank H. Powers (JG)

Avenue, with Powers putting up the capital and Devendorf putting in the man-hours on site, selling and managing the Company's lots.

One of their first projects was a spectacular one. They moved the Hotel Carmelo closer to the beach. Lifted onto logs, the hotel was physically rolled down Ocean Avenue to a location on Monte Verde Street. It reopened in 1903 as the Pine Inn.

Initially, lot sales were slow, but reasonable. A \$500 cottage could be secured for a deposit of \$10, or \$6 per month rent. By November 1904, the total value of lots sold was a promising \$63,110.

Two early residents were Emma Murphy and her son, Michael, whom Devendorf had promised a job building houses in Carmel. Nearly 17 years of age, Michael would become known as M. J. Murphy, the "Man who Built Carmel."



c. 1903 Pine Inn on Ocean and Monte Verde (HML)

The Ocean Avenue business district grew slowly. Arriving in Carmel in 1902, Louis Slevin opened the first general merchandise store. The next year, Frank Powers travelled to Washington D.C to petition the U. S. Postal Service for a village Post Office. The post office opened in 1904 with eight post office boxes. Slevin served

as the first Postmaster. Carmelites met at the post office daily, as there was no mail delivery in town. Today, in 2016, they still do.

More residents were discovering Carmel. In 1903 the first telephone service, called the Sunset Telephone Company, was established.

Carmelites developed into diverse religious groups, but not always based in a church. The Catholics continued to worship at the Carmel Mission. The Christian Scientists met at the Pine Inn in 1903. Pending establishing their own church the Methodists gathered for a time under the trees at Dolores and Sixth. In 1903, Frank Devendorf donated two lots on Lincoln Street and Seventh for a church building which was constructed in 1905. In 1940 this church became known as Church of the Wayfarer. In



1906 Sunset School (GOY)

1907 the Episcopalian community came together at various locations around town. Around 1953 Presbyterians began meeting at the Carmel

Woman's Club. They met there until their church was completed in 1954 on Junipero and Ocean.

The first library had operated out of Mrs. Helen Jaquith's cottage in 1904. The following year, Frank Powers formed the Carmel Free Library Association. The Carmel Development Company donated the use of a cottage on Lincoln and Sixth until a permanent library building could be constructed.

The first, and only, public school, Sunset School, opened in 1904. Two years later, it moved into a new Mission Revival style building with an enrollment of 48 students in eight grades.

Horse drawn stages dominated transportation over dirt roads in the early 1900's.

In 1903 the Carmel Dairy began operations, obtaining its milk from the Martin Dairy at Mission Ranch and Hatton Dairy at the mouth

of Carmel Valley. In 1916, Perry McDonald established the custom of placing cubbyhole structures called "milk shrines" on every other block throughout the village. Residents would leave their empty milk bottles with money and orders for the next day's delivery. The orders would be filled by morning. A typical "milk shrine" can be found on the grounds of the First Murphy House (current home of Carmel Heritage Society) located at Lincoln and Sixth.

The burgeoning village was in need of water. After the building of the San Clemente Dam on the Carmel River in the 1880's, a pipeline was trenched to and down Ocean Avenue as a water source. In 1905 the Carmel Development



c. 1906 Ocean Avenue looking east (GOY)

Company installed a pump at the Carmel River that pumped water into a large tank located at Mountain View and Ocean Avenue. Later, a holding tank brought public water to a trough in the middle of Ocean and San Carlos Street.

The Carmel Development Company placed advertisements in the San Francisco newspapers to encourage teachers, college professors, writers and artists to take up residence in the village. Many artists and writers sought new homes to replace the ones they had lost in the 1906 San Francisco earthquake and fire.

Carmel's earliest residents included George Sterling, Mary De Neale Morgan, David Starr Jordan, Arnold Genthe, Mary Austin, James Hopper, the MacGowan sisters, Sinclair Lewis,

and Herbert Heron, who would found the first community open-air theater in California a few years later. Playwright and community activist Perry Newberry and his poetess wife Bertha were part of the new arrivals, who would work to preserve Carmel's beach from commercial development, keep the village unpaved, and save all the trees. "Bohemia-by-the-Sea" was launched.

To attract artists to Carmel, Frank Powers' wife Jane, an accomplished painter, provided the impetus by working to create The Arts and Crafts Club in 1905. She was the group's first vice president. In 1907 two lots were purchased by the group on the east side of Casanova between Eighth and Ninth for \$600 and a clubhouse was built.

With so many trees, wood-burning fireplaces, and lanterns providing light, fire was always a dangerous threat in Carmel. In 1908 resident Robert Leidig organized 20 volunteers and a repository of 12 one-gallon buckets and 12 long-handled shovels. Carmel's volunteer fire department was ready for action at a moment's notice. The original fire signal was the ringing of the bell at the Methodist Church. Later, an alarm was installed in Goold's Garage.

The 1910's

During the early decades of the 20th century, more than half of Carmel-by-the-Sea's residents were artists, poets, writers, playwrights, actors, musicians, dancers, and designers. By 1911 the village had grown from a small rural community to a seaside township of over 400 houses. Early brochures advertised Carmel's uniqueness. Villagers proudly touted themselves as bohemians with a variety of eccentric and distinctive life styles.

Poet Robinson Jeffers and his wife Una, a capable musician in her own right, came to Carmel in 1914. Five years later, they purchased 16 lots for \$200 each on a windswept, treeless rise near the water on

Point Loeb (Carmel Point.) They hired M. J. Murphy to build a house made from native stone taken from the beach below. It was called Tor House. Having learned some masonry techniques, Jeffers himself added an adjacent structure he named Hawk Tower.

Carmel's only golf course, designed by Philip Wilson, was built on Carmel Point in 1913. His



Carmel Bus (GOY)

daughter Grace Wilson Thoburn described the course as "cluttered with gopher holes, several cows, and a flock of sheep." It was abandoned after World War I.

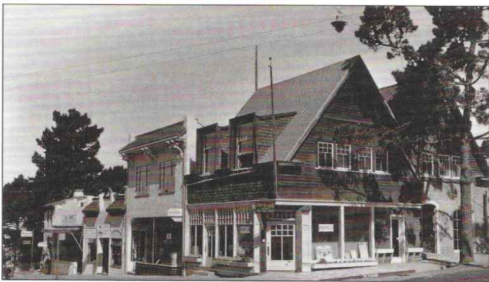
On February 3, 1915, the inaugural edition of a weekly newspaper, *The Carmel Pine Cone*, appeared. Editor and publisher William Overstreet, his wife Kathryn and daughter Phyllis had relocated to Carmel after the San Francisco Earthquake. The first edition advertised weekend trips from San Francisco by train to Carmel for \$6.25. The breakdown price: Round-Trip Train fare to Monterey— \$3.00; Round-Trip Stage to Carmel— 50 cents; Overnight Hotel Accommodations— \$2.50; Incidentals— 25 cents.

The first suggestion of breaking away from Monterey County and incorporating as a city appeared in *The Carmel Pine Cone* in August 1916. Some 50 residents of the village of Carmel petitioned the Monterey County Board of Supervisors to establish the City of Carmel-by-the-Sea. "We have the people; we have the homes, and we have the business concerns. We need street improvements, police and fire protection. These things may be obtained for

a very small additional tax, a tax which will more than be compensated... immediately following incorporation.”

On October 26, 1916, Carmel's voters decided. The front page of *The Pine Cone* on November 1st reported: “The best little city in California is what a majority of voters of Carmel determined... Two hundred and ten votes were cast, being about thirty short of the total number eligible to take part in the election. Incorporation won by a majority of 27.” The vote was 113 for incorporation and 86 against. On the day before, October 31st, the Secretary of State declared that a certified copy of the order of the Board of Supervisors of Monterey County, California was received, and the City of Carmel-by-the-Sea, California, was duly incorporated. Receiving the highest number of votes, A. P. Fraser was chosen as the first President of the Board of Trustees.

Following incorporation, fire duties were taken over by the City. A new electric siren was



Philip Wilson Building (HML)

installed, together with fire equipment in a tent on the southwest corner of San Carlos and Sixth. The current firehouse located on Sixth between Mission and San Carlos was completed in 1937.

Beginning in 1917, official City meetings were held in the Philip Wilson Building on the northwest corner of Ocean and Dolores. Rent for the new City Hall was \$17.80 a month. August “Gus” Englund was sworn in as City Marshal and Tax Collector. Carmel's one person police force patrolled the streets of Carmel on his horse Billy.

Several influential persons moved to Carmel-by-the-Sea following incorporation. Well known California architect Charles Sumner Greene arrived with his family in 1916. He purchased multiple lots on Lincoln south of Thirteenth,

where he built his home and studio using recycled brick. Following the end of the war, Greene designed the World War I Memorial Arch at San Carlos Street and Ocean Avenue. It would replace the water trough that had occupied the same location. The memorial's cornerstone was set on Armistice Day in 1921.

Around 1918, renowned sculptor, painter and writer, Jo Mora moved to Carmel and purchased an entire block of land at San Carlos and First, where he built his home and studio. Soon after his arrival, he was commissioned to create the Serra Cenotaph for the Carmel Mission,



Court of the Golden Bough Shops (CCW/HML)

which was completed in 1924. Mora's other works included a sculpture in the El Paseo Building patio at Dolores and Seventh and a statue of Father Serra sculpted in wood at Serra Avenue and Camino Del Monte.

Another influential person to arrive in Carmel at the end of the decade was attorney Edward Kuster. Closing his practice in Southern California, he moved to Carmel to pursue his true passion --- the theater. Kuster hired local building contractor Lee Gottfried to construct a stone house on Carmel Point near the home of Robinson Jeffers. Jeffers wife had formerly been married to Kuster.

The 1920's

Throughout the 1920's, the core of Carmel's business district would undergo significant change. Some feared this growth would be detrimental. Groups battled at City Hall over the idea of paving Ocean Avenue. According to the April 7, 1921 *Carmel Pine Cone*, activist Perry Newberry warned that such development would lead to “hurdy gurdys and peanut stands on our beautiful beach.” Two years later, the town's main street was finally paved.

The “Roaring Twenties” saw a number of new hotels open for business in Carmel. Alice Signor, and later, her nephews, Harrison and Frederick Godwin, operated Hotel La Playa beginning in 1921. Holiday House, built in 1905 as the home of Dr. Guido Marx, co-founder of Stanford’s School of Engineering, later opened as an inn in 1926. La Ribera Hotel (now the Cypress Inn) at the corner of Lincoln and Seventh opened in 1929.



Abalone League Carmel Point (GOY)

Recognizing the need for family recreation in the post-war era, Thorn Taylor and Talbert Josselyn arranged for informal softball games to be played in a field on Carmel Point. The first softball league in the western United States, called the Abalone League, was organized in 1921. A unique rule required that there be one woman and one child on each team. Whole families joined, though sometimes they played on different teams. Eventually, the games were moved to Carmel Woods. The league continued until 1938.

On December 6, 1925, 54 women met at the Pine Inn and became charter members of The Carmel Woman’s Club. Their goal was to provide community support for a variety of projects including beach cleanup and a library garden.

Dutch-born horticulturalist and photographer Johan Hagemeyer moved to Carmel in 1922. Purchasing a triangular-shaped lot at the corner of Mountain View and Torres, Hagemeyer hired Hazel Watrous to design and build his studio. In 1929, nationally-recognized photographer

Edward Weston arrived in Carmel and opened a studio near Hagemeyer’s. Weston placed a sign in his window that read: “Edward Weston Photographer, Unretouched Portraits, Prints for Collectors.” Today his studio is the location of the inn known as the Forest Lodge.

An attempt by out of town developers to build a hotel on Carmel Beach was thwarted in 1922. Carmel’s co-founder, J. F. Devendorf, was persuaded by Perry Newberry and other Carmelites to sell the sand dunes at the foot of Ocean Avenue to the City of Carmel for \$15,000. Devendorf also donated a vacant city block, known as Block 69 to the city. Later, it was developed through the efforts of the Carmel Woman’s Club, the Abalone League, and the P.T.A. to become Devendorf Park.

In 1923 Edward Kuster hired Lee Gottfried to design a 400 seat, indoor theater in Carmel. Opening a year later in June, The Theater of the Golden Bough was located at the rear of a courtyard on Ocean Avenue in the town’s center. It was the largest indoor theater on the west coast. Several other buildings surrounding it were built in a similar European Tudor style. Often called the “storybook style,” the group of buildings epitomized Carmel’s quaintness. Daisy Bostick, a local writer and society columnist for the newspaper *The Pine Cone*, wrote the following on April 5, 1924: "In Carmel-by-the-Sea, on Ocean Avenue, there is a group of little shops that might well be transferred to an artist's canvas labeled, A Bit of Old Europe. They have curving, graceful roofs, some with mottled colors, some thatched, some reflecting copper tints when the sun filters through the pine trees... over the sidewalk marking the entrance to the stone pathway between two of these shops, and projecting from a tree, is an old wrought iron sign representing a graceful bough, its leaves worked out in delicate tracteries and its main branch following the double curve of the line of beauty. It was the oldest and most beautiful of the signs in Lucerne, Switzerland, and was brought to Carmel with great expense and difficulty and

marks the entrance to the new Theatre of the Golden Bough.” The sign remains, in 2016, at the entrance to the Court of the Golden Bough.

Another man who influenced Carmel’s architectural development was Hugh Comstock. In 1924, he came to visit his sister Catherine and her husband George Seideneck, both accomplished Carmel artists. Comstock only planned to stay a short while, until he met, fell

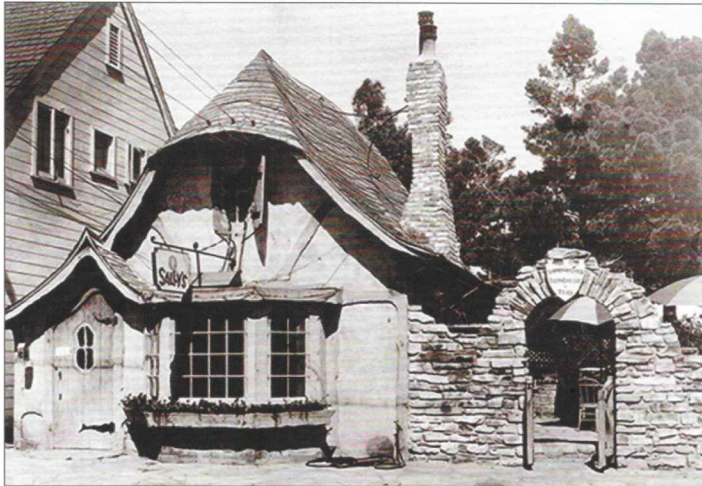
of capitalists headed by Paul Flanders, who had recently completed a beautiful residence in the vicinity of the property.”

Carmelites insisted on keeping their village as natural as possible. They did not wish to illuminate the business district with street lights. A 1925 ordinance also prohibited lighted neon signs. To this day, one such sign remains over the Carmel Drug Store on Ocean Avenue. It has never been lit. However, Christmas lights were an exception to the rule. In 1926 Carmel’s annual Christmas tree lighting began across from Devendorf Park.

To establish the policy that Carmel was inherently a residential village, the City Council in 1928 adopted by resolution, Ordinance 96, that declared the city to be primarily residential—a lasting principle that was spelled out on a sign hanging in the council chambers.

With so many writers making their home in Carmel, it was fitting that the town have a full service library. To supplant the existing converted cottage, patroness Ella Reid Harrison, widow of California Supreme Court Justice, Ralph Chandler Harrison, in her will left the city sufficient funds to establish a municipal library in the memory of her husband. In 1926 the Carmel Board of Trustees held a design competition for the library. There were nine entries. Though it was agreed that the library should be built in a Spanish Revival style, the board did not find any of the entries suitable. San Francisco architect, Bernard Maybeck was consulted. He agreed to work on the project along with local builder, M. J. Murphy. In 1926 Murphy’s plans and a color sketch by Maybeck were shown to the board. In July 1927 Murphy’s bid of \$20,373 for the work was accepted. The Harrison Memorial Library opened in 1928 and dominates the corner of Lincoln Street and Ocean Avenue.

Not to be ignored, on August 8, 1927, the Carmel artists group, led by Josephine Culbertson and Ida Johnson rented their first gallery space in the Seven Arts Building opposite the library. Membership was \$1 a



Sally’s (Tuck Box) built by Hugh Comstock (CCW/HML)

in love with, and married Mayotta Browne, the designer of the popular Otsy-Totsy rag doll. He built his first house in a whimsical fairy tale style to serve as a repository for his wife’s dolls. Comstock’s initial creation blossomed into a career. Everyone wanted to own a “fairy tale” cottage. Comstock went on to build a number of houses in the village. Among his most impressive designs are the original “Doll House,” now called “Hansel,” on Torres and Sixth, and the “Tuck Box,” which is located on Dolores Street in the central business district.

A large, forested tract of land located east of the village began to attract residents to the Carmel area in 1925. *The Carmel Pine Cone* of June 21st reported: “One of the largest and most important realty deals ever consummated in this vicinity took place last week when the probate court at Salinas confirmed the sale of 233 acres of land (for \$100,000) belonging to the Hatton estate. The purchasers of this splendid tract of land east of the Carmel City limits was a group

month. The Carmel Art Association, now permanently located on Dolores Street, is one of the oldest non-profit artist cooperatives in the United States.

From 1927 to 1929, three major buildings were added to Carmel's downtown. The Kocher Building (now the restaurant La Bicyclette), designed by Oakland architects Roger W. Blaine & David Olsen was built in 1927 at the corner of Dolores and Seventh for Dr. Rudolph A. Kocher as his medical office. In 1928 Blaine & Olsen also designed the El Paseo Building (now the restaurant Little Napoli) across the street for local businessman L. C. Merrill. A third building was designed and built in 1929 for Dr. Kocher with financing by Grace Deere



1927 Kocher Building (CCW/HML)

Velie Harper Harris, of the John Deere Family. It abutted the doctor's office down Seventh Avenue. Today this is the Cypress Inn

co-owned by Doris Day and Dennis LeVett.

Dr. Kocher and Mrs. Velie were key figures in the development of health care in Carmel. Together they later established a Metabolic Clinic in 1930 at the northeast edge of town. A few years later, the clinic (which is now closed) was converted to a 30-bed community hospital.

The 1930's

In the 1930s the village was dealing with the economic effects of the Great Depression, as well as the need to further improve its infrastructure. Good roads became a priority, as more people depended on automobiles for transportation. The October 24, 1930 issue of *The Pine Cone* stated that the downtown streets would be repaved. A month later, on November 14th the newspaper declared: "New Road to (Pacific) Grove is Now Open to Traffic."

The Christmas Day issue of *The Pine Cone* in 1936 reported: "Coast Highway (Highway One) to Open in June." It did, at a cost of \$8.5 million.

The Carmel Business Association was founded in 1931. To relieve some of the pain of the Great Depression, members came up with the idea of the "Carmel Dollar." Designed by artists Jo Mora and Catherine Seideneck, the dollars were first circulated in February of 1933. Backed by most of the Carmel merchants, the idea was to stimulate the local economy. All persons who worked for the city were paid in these Carmel dollars. The plan ultimately was abandoned.

In 1931, to accommodate the growing population, additional classrooms and an auditorium were constructed at Sunset School. However, Carmel students still attended high school over the hill in Monterey.

With the repeal of Prohibition in 1933, the City of Carmel was faced with how to handle the liquor issue. Carmel had been a dry city before the ban on alcohol, but a *Pine Cone* headline reported: "Beer Foams to Splash Legally as Carmel Goes Dripping Wet," City residents appeared ready to drink again.

At this time Dene Denny and Hazel Watrous, who founded the Carmel Music Society in 1926, began organizing new musical events in Carmel. In 1935 they held the first Carmel Bach Festival.

A noteworthy tragedy occurred on May 19, 1935. Edward Kuster's Theater of the Golden Bough, only ten years in operation, was destroyed by a fire. Arson was suspected, but never proved.

The 1940's

The 1940's were defined by World War II. The February 2, 1940 edition of *The Pine Cone* ran an opinion piece that read: "Twenty-five years ago tomorrow, the first issue of *The Pine Cone* was published. At that time, (during World War I) the German empire was beginning a submarine blockade of Great Britain. Today *The*

Pine Cone celebrates its 25th birthday, and Germany is blockading with submarines the ports of Great Britain.”

Carmel's carefree days were brought to an end with the Japanese bombing of the United States Naval Base at Pearl Harbor in 1941. Fears of a coastal invasion brought unrest to towns like Carmel. 418 Carmelites signed up for active duty. Under orders from the Army commandant at the Monterey Presidio, the village was evacuated for a day and forced under a cloak of darkness with mandatory blackouts during the first few weeks of the war. Residents installed blackout shades and painted the headlights of their vehicles. Sentries took up posts on the



1946 City Hall (CCW/HML)

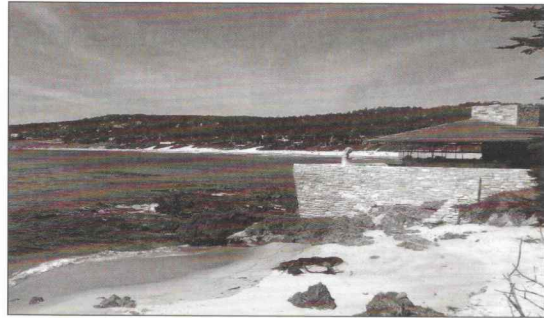
beach. The Manzanita Club on Dolores near Eighth became the USO Club. When word finally arrived that World War II had ended in 1945, the fire siren rang out with the church bell at All Saints chiming in unison.

On September 6, 1946, Mayor Fred Godwin and the Carmel City Council accepted an offer by All Saints Church to purchase their property on Monte Verde Street for \$10,000, including the rectory. The parish hall was to serve as a permanent City Hall. There was no record of any physical change to the building complex until 1953 when the church bell tower was removed. City Hall remains in this building to this day.

New residents flocked to Carmel after the war. Real estate costs reached unforeseen peaks in the mid to late 1940's. In 1945 a two bedroom

house on Casanova sold for \$4,000. The same house sold for \$8,500 in 1946 and \$14,000 a year later.

Having returned to the village after the fire that had destroyed his first theater, Edward Kuster opened a second playhouse on Monte Verde between Eighth and Ninth. On May 16, 1949, Kuster revived his 1935 production of "By Candlelight." It opened to a capacity crowd. However, in the pre-dawn hours of Saturday, May 21st, Carmel residents were awakened by the sounds of sirens. Fourteen years to the month, after the Theatre of the Golden Bough on Ocean Avenue had burned during a run of "By Candlelight," Kuster's playhouse was on fire. Once again, the crime of arson was suspected.



Mrs. Della Walker House designed by Frank Lloyd Wright (LAM)

The 1950's

The Carmel Youth Center opened in 1950, with the financial aid of Bing Crosby.

After two years of studying the social problems facing Carmel's growing senior population, the Carmel Foundation was established on April 21, 1950. Its vision was to provide a broad spectrum of activities, housing and services for its members. For most of its history, the Foundation provided 90% of Carmel's state mandated quota for low-income housing.

One year later, 12 year-old Leon Panetta (former Secretary of Defense and native son) gave a piano concert at the Carl Cherry Center for the Arts at Guadalupe and Fourth. A review of the performance in *The Pine Cone* read: "It will be interesting to follow the progress of this

young man. He certainly has great possibilities.”

Mrs. Della Walker took possession of her Frank Lloyd Wright-designed house in 1952. Located on Scenic Road, it was the only west coast example of a Wright design sited on the Pacific Ocean.

The boom from the 1940's post-war years carried over into the 1950s. In 1951 the Carmel city directory listed nine hotels, 21 restaurants, 19 clothiers, 17 gift shops, and one art gallery—the Carmel Art Association. Five years later, there were an additional 25 hotel/motel listings, seven restaurants, 16 clothiers, six gift shops, and two art galleries. These statistics provided evidence that the commercial district was changing.

In 1957 Carmel reached a population of 5,500. The average price of a home was \$20,000. Empty inland lots sold for an average of \$3,500, while lots on the coast sold for \$9,000. Architectural styles were moving away from the storybook and Spanish Eclectic toward the modernist Second and Third Bay Region styles. Some people considered these designs an affront to Carmel's tradition, especially the merchants who were conscious of the power that the storybook style buildings had in enticing tourists to the area.

One of those only-in-Carmel moments occurred in 1953, when the State of California insisted that all houses have address numbers. Carmelites threatened to secede from California, but then didn't have to carry out their plans.

Due to unprecedented growth, some residents felt threatened. Isolationism fast became the theme of the 1950's. An effort in 1956 to stop the tide of tourists flowing into Carmel gave rise to a citizens' committee that proposed to close Ocean Avenue to traffic and ban parking at the beach. Jokingly, City Councilman Francis Whitaker suggested changing all the streets to one-way --- out of town. An ordinance was passed to disallow short pants and bare chests within the village limits. Mayor Horace Lyon reassured the public that “It was all right to be half naked on the beach.”

In 1958 the Forestry Commission was established to protect Carmel's trees.

The Pine Cone characterized the 1950's as a period of rapid growth and the accumulation of wealth in Carmel. Comparing the town with its past, the paper noted that it had begun with the arrival of impoverished writers and unwanted painters, and was now a community of the well-to-do and the retired. “If Carmel's founders should return, they could not afford to live there.”

The 1960's

After fierce debate, the Carmel Plaza shopping mall, designed by Olaf Dahlstrand, opened its doors in 1960. Encompassing an entire city block at the southwest of Ocean Avenue and Junipero, it replaced the Carmel Movie Theater and a lumber yard. For the first time, nationally known stores like I. Magnin & Co. and Sambo's restaurant came into Carmel's business district. The Doud Arcade Building on Ocean contributed to the growth of retail sales, with seven shops on the street level.

In 1961, after the Pentagon Civil Defense Office set standards for bomb shelters, the city of Carmel set its own standards for family fallout shelters in the village.

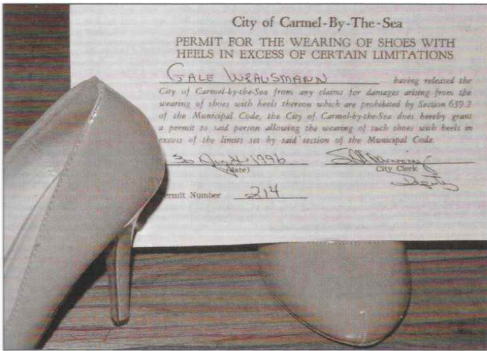
A year later, Carmel held its first Sand Castle Competition on the beach.

By 1963 there were 32 restaurants in town, including The Village Corner and the Little Swiss Café. The number of real estate agents working in Carmel had risen from 10 in 1947 to 31. That same year, City directories showed the number of hotels at 46. The Shell-by-the-Sea gas station at San Carlos and Fifth, designed by architect William Vaughan Shaw, was built in 1963-64. Shaw received the Governor's award in environmental design for the station. It blended in with Carmel's existing architecture.

Carmel Mayor Eben Whittlesey was invited in 1963, along with the Mayors of San Francisco and Los Angeles, as well as Chief Justice of the California Supreme Court, Earl Warren, to the

250th anniversary of Father Junipero Serra's birth in Petra, on the island of Mallorca in Spain. Petra was named the sister city to Carmel-by-the-Sea. Mayor Whittlesey, who was blind, delivered his speech at the anniversary celebration in Spanish by reading his notes written in Spanish Braille.

In the April, 1964 election, 1,330 votes were cast in favor of approving a \$575,000 bond to buy the Sunset School and convert it into a cultural arts center, in order to feature well known performing artists, as well as hosting the



High Heel Permit (LAM)

annual Carmel Bach Festival and numerous live music, concerts, dance, and theatrical events.

Seemingly on a quirky note, but to curb injury claims

against the city by persons navigating the bumpy tree root-lined streets, the Carmel City Council on October 9, 1963, voted to make it illegal for women to wear high heels without obtaining a special permit. The law required that anyone wearing shoes with heels in excess of two inches in height must first obtain a permit from city hall before walking around Carmel. A letter from the city's insurance agents pointed out that "quaint sidewalks are not compatible with high fashion." One wag commented, "How about no sidewalks?"

The late '60s saw Carmel overrun with an extraordinary influx of visitors who sojourned in Devendorf Park and on the beach, weather and tides permitting. Though some Carmelites thought they should be welcomed as the "New Bohemians," others thought of them as hippies and disagreed. "Keep off the Grass" signs were ignored, causing sprinklers to be installed to dissuade the youth from gathering in the park. Many took advantage by "showering." Finally, a unanimously adopted emergency ordinance

regulating the use of public property was adopted by the City on July 31, 1968. The ordinance made it illegal for people to "climb any tree, or walk, stand or sit upon monuments, vases, fountains, railings, fences, planted areas or upon any other property not designed or customarily used for such purposes, or to sit on any sidewalks or steps, or to lie or sit on any lawns." This included the lawn at Devendorf Park. The city council also adopted an ordinance prohibiting profane people language, and excessive noise from animals.

The 1970's

The abovementioned "New Bohemians" were delighted with the California Supreme Court's decision on January 18, 1971. *The Pine Cone* headline on January 21st read: "Sitting on the grass is legal now!" The Court had ruled 4-3 to strike down Carmel's 1968 emergency ordinance making it illegal for people, among other things, to sit on the lawn at Devendorf Park.

That same month, 100 residents gathered to support C. W. Fisher's demand to continue efforts against what some considered a problem with over-population. At the time, the population of Carmel was said to be around 4,500. The following month, on February 4th, *The Pine Cone* article on the meeting reported that "the group desired to resist overcrowding by objecting to any more freeways in the area and would do everything possible to prevent pollution of soil, air and water."

In 1971, *The Pine Cone* ran a special section presenting activist and later-Mayor Gunnar Norberg's "Heritage City" idea in which he proposed that the California Legislature create a special category for Carmel as a "human sanctuary" or "Heritage City," with the power to change commercial zoning to residential in order to exclude big developers and subdivisions. This would also enable Carmel to control the size and nature of businesses and to discourage or exclude chain stores. The intended result of the proposal would be to

maintain Carmel's traditional atmosphere of residents first and businesses second.

The Hog's Breath Inn, with partner Clint Eastwood, opened without fanfare in June 1972.

The following year, on March 1st, Carmel resident and cartoonist Bill Bates made his debut in *The Pine Cone*. His original drawings depicting daily life in Carmel appeared in the newspaper until his death in May, 2009. Today *The Pine Cone* features the Best of Bates.

Carmel received a windfall in 1972, when the heirs of the late Grace Flanders, the widow of Paul Flanders, agreed to sell 14.9 acres to the City for \$275,000. This property, along with the 17.5 acre Doolittle property became the Mission Trail Nature Preserve, whose entry is across from the Carmel Mission on Rio Road.

1976 brought a close to Carmel's Rinky Dink burger restaurant on Sixth across from the Fire Station, to make room for a bank parking lot.

In 1978 the citizens of Carmel passed an ordinance to make the mayor an elected position.

The 1980's

The change from having the City Council appoint a mayor to the public electing one occurred in 1980. Barney Laiolo, who had served as mayor from 1968 to 1972, became the first directly elected mayor of Carmel-by-the-Sea when he was elected again to serve as mayor in April 1980.

On March 26, 1981, the much read and discussed "Police Log" premiered for the first time in *The Pine Cone*. From that time forward, no barking dog, cat up a tree, or illegal gas leaf blower would go unreported.

In March of 1983, a disastrous storm blasted through Monterey County. Overnight, the slopes along Carmel Beach became beach cliffs. 16 large cypress trees fell, and five beach stairways were damaged or destroyed. Mayor Charlotte Townsend formed a Beach Task Force to repair the damage. Phase I, completed in 1985, consisted of beach clean-up, installation of

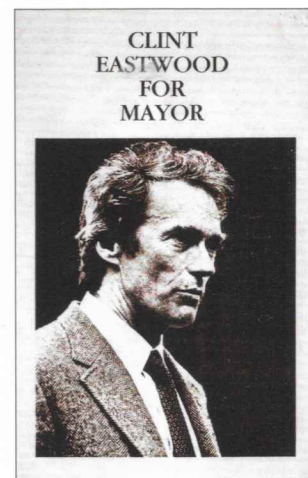
long-term stabilization of the bluffs, and a new storm drain system, all at a cost of \$816,283.

Acclaimed actor, movie director, and resident, Clint Eastwood, generated publicity, both locally and nationally, when the City Council returned his application for a new building next to his Hog's Breath Inn to the Planning Commission for a second review. The Council had felt that the building was too large and bulky and it did not fit well with the village atmosphere as mandated by the city's general plan. After months of negotiations and a pending lawsuit, compromise was finally reached. Eastwood received a building permit for the Eastwood Building on San Carlos Street in 1985.

The quirkiness of Carmel received further national attention after the City Council denied a permit to an ice cream parlor on August 23rd of

that same year. *The Pine Cone* reported that the Council had denied Carmel Creamery's application "because it would use too much water and generate ice cream spills and litter on the street." Even though ice cream was being sold in other parts of town, Carmel's reputation as the city that banned ice cream achieved widespread notice. Eventually, the Planning Commission was obliged to clarify the ice cream problem and passed an ordinance to permit the sale of ice cream cones in town.

"Clint Runs for Mayor" read the huge headline on the front page of the January 30, 1986, *Carmel Pine Cone*. The city's most famous resident decided to challenge two-term incumbent Charlotte Townsend for the seat. Two other mayoral candidates dropped out to back Eastwood, who said he would take city government out of the hands of the few and put



Clint Eastwood For Mayor (HML)

it into the hands of the many. A media center was set up at Sunset Center to field inquiries. In the April election, Eastwood won. As a result, City Council meetings had to be moved to the Carmel Woman's Club to accommodate the newly found interest in Carmel city government by the press as well as residents and visitors.

Contrary to some skeptics, Mayor Eastwood garnered many new supporters for his environmental concerns. When the historic Mission Ranch, a large parcel of grazing land on the outskirts of Carmel, was in danger of being replaced by condominiums, Eastwood purchased the property in December 1986.



1987 Pope John Paul II papal visit (CCW/Diocese of Monterey)

Vowing to keep the ranch's buildings and grounds as open space, he planned a modest upgrading to a restaurant and limited lodging.

A major event occurred in 1987 during Eastwood's time in office with the beatification of Father Junipero Serra. A scheduled papal visit to the Carmel Mission required months of planning on the part of the city, its police force, and its public works department. The huge crowds that Pope John Paul II would draw had to be managed. Accompanied by the Secret Service, the Pontiff had to be flown by helicopter from the Monterey airport to the Carmel Mission. The entire operation went as scheduled.

In January, 1988, following Phase I's initial shoreline repairs from the 1983 El Nino storms, Mayor Eastwood and the City Council approved \$825,000 for Phase II of the Beach Task Force Clean Up. This included constructing a new

bluff-top walkway beginning at Eighth Avenue and ending at Martin Way, together with the reconstruction of five stairways and the addition of handicapped ramps, benches, and landscaping with irrigation. The Scenic Walkway officially opened June 26, 1988 by Mayor Jean Grace. The Scenic Walkway, which is marked by a blue and silver ocean wave sign, is part of the 1,200 mile California Coastal Trail that runs from Oregon to Mexico.

The 1990's

In 1990 the Carmel City Council passed a new historic preservation ordinance to preserve the village's most significant buildings. That same year, M. J. Murphy's first house was in danger of demolition by developers. The Carmel Heritage Society, an organization founded in 1984, and the First Murphy Foundation raised \$16,000 to relocate the cottage. The house was declared historic and moved to City-owned property on Lincoln and Sixth. Known as the First Murphy House, it is home to the Carmel Heritage Society.



Moving of First Murphy House (HML)

The 1990s saw the continuation of several epic local battles. The Hatton Canyon Freeway project bordering Carmel, pronounced dead on numerous occasions, kept coming back for discussion. City owned Flanders Mansion was up for sale, and then it wasn't. Proposed renovations to Sunset Center prompted a new series of discussions related to the renovation of the Sunset School Auditorium into a center for the performing arts. Much of these deliberations revolved around the acoustics of the building and addition of a state of the art sound system. All conversations reinforced Carmel's reputation for passionate participation in local politics. On a more lighthearted note was the proposal to alter the 1939 prohibition against live music to allow musical groups of no more than

three performers.

In a decision that was hotly contested by many of the residents in 1992, the City Council approved an ordinance prohibiting the feeding of wild animals within the City limits, including raccoons, deer, squirrels, and pigeons.

In 1994 the Council gave its blessing to the Saint Bernard Project, a neighbor helping neighbor project that was conceived by Mayor Ken White.

That same year, "Don't Pave Main Street," a documentary on Carmel's history narrated by Clint Eastwood, premiered at the Golden Bough Theater.

In December, 1999, the Carmel City Council voted 3-2 to explore the possibility of selling Flanders Mansion, a property the city had owned since 1972.

The 2000's

In 2000, after more than 50 years of debate about proposed construction of a freeway through Hatton Canyon to relieve traffic gridlock on Highway 1, Caltrans abandoned the idea. The Canyon was turned into a park.

In the 2000 election, Sue McCloud challenged incumbent Mayor Ken White and won. Ms. McCloud served as mayor for six terms (12 years), the longest of any Carmel mayor since incorporation in 1916. As mayor in 2004, McCloud led the effort to assure local control of planning with adoption of the Local Coastal Plan.

"City Grieves with Horrified Nation" reported *The Pine Cone*, as the entire front page was devoted to local reactions to the September 11, 2001 terrorist attacks on New York and Washington.

In 2001, the residential volumetric design standards were adopted to limit the size of homes in Carmel and eliminate potential building of massive mansions.

That same year, architectural historian Kent Seavey was hired to survey the potentially historic buildings throughout the city and

prepare DPR 523 forms (Department of Parks and Recreation Building, Structure, and Object Record forms) for some 300 properties, both residential and commercial. The resulting historic inventory would serve as the basis for all future decisions by the City that affect historically significant buildings.

The Sunset Center closed for a \$17 million extensive renovation in 2001 to address acoustical issues, as well as deterioration of a significant historical landmark that had originally served Carmel village as an elementary school.

The first decade of the 21st Century brought multiple retirements and change. Co-owner Clint Eastwood sold the Hog's Breath Inn to a Palm Springs restaurateur in 2000, but remained the landlord of the property. In 2001, after 40 years in business, the Coniglio family closed the Mediterranean Market at the northwest corner of Ocean and Mission. In 2003, the Surf 'N Sand Pharmacy also closed after 40 years, leaving the Carmel Drug Store as the last independent pharmacy in town. After 50 years in the grocery business, Nancie and Merv Sutton sold their family store, Nielsen Bros., on the northeast corner of San Carlos and Seventh. It had been in Mrs. Sutton's family for more than 75 years.

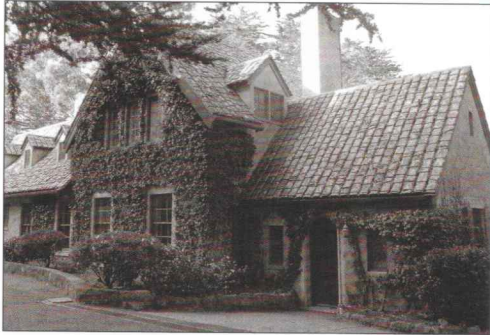
In July 2003 a restored Sunset Center opened in time for that year's Carmel Bach Festival. Chairs Bill and Nancy Doolittle and Vice-Chair Davis Factor, who headed the Campaign for Sunset, were instrumental in organizing and raising the funds for the \$21.65 million renovation. They were given the first-ever keys to the city for their work.

In 2004, Jack Galante, the great-grandson of Carmel's co-founder, James Franklin Devendorf, conceived an idea that was to become extremely popular by opening the village's first wine tasting room. Galante located it on Dolores Street behind Piccadilly Park in one of Carmel's quaint courtyards.

Carmel's United Methodist Church of the Wayfarer celebrated its 100th anniversary in 2004.

In order to help fundraise for repairs to the Carmel Fire Station, a group of community-spirited women prepared a spoof of the British film, "Calendar Girls," by posing for a calendar of their own. The 2005 Carmel Fire Belles Calendar brought in \$40,000 for the cause.

In 2007 Genie and Doug Freedman organized the first-annual Concours on the Avenue to benefit the Carmel Foundation and its senior



Flanders Mansion (LAM)

programs. 2009 saw the beginning of the Carmel International Film Festival.

In November 2009, after an extensive EIR process and contentious

lawsuits, Carmel residents voted 757 to 439 to sell Flanders Mansion. This effort was contested by the Flanders Foundation. The mansion still remains unsold.

The 2010's

By 2010 fewer families resided in town. Many homes in the village— some estimate 45%— are lived in by second-home owners. The population of Carmel dropped to 3,722.

In August 2010 the outdoor Forest Theater celebrated its 100th anniversary. Four years later, the theater was shut down to undergo ADA upgrades. Following a \$2 million renovation, it reopened in June 2016 with "The Borrowers— the Musical."

In 2011, after a surge of wine tasting rooms descended on Carmel, the city adopted a Wine Tasting Policy to establish criteria for the approval of permits for new wine tasting establishments. From 2011 to 2014, 18 applications were submitted, and 11 were approved. By March of that year, there were 18 tasting rooms operating downtown. On April 1, 2014, with selected exceptions, the city

had to establish an interim moratorium on new wine tasting rooms.

In early 2012, the six Monterey Peninsula cities formed a Joint Powers Authority (JPA) to address their common need for new water. Under the leadership of Carmel Mayor Jason Burnett and working with the major stakeholders in government, agriculture, business, and environment, this unprecedented cooperation worked in support of a solution as they have met water goals of reduced use, helped restore the vitality of the Carmel River, been innovative in plans for groundwater reuse, and will realize water gains from the conversion of the Rancho Canada golf course to parkland.

On February 28, 2012 Carmel was honored with an \$18.95 Express Mail United States postage stamp bearing an image of the Carmel Mission. The same year on July 3rd, Carmel City Council voted to designate a small two-way stretch of Scenic Road to be one-way.

Scenic was already one-way heading southbound from Eighth Avenue to Santa Lucia, this would make Scenic entirely one-way from Eighth around the point to Carmel River State Beach parking lot on Carmelo.

On September 11, 2012, a remembrance of 9/11 included a procession that carried a piece of the fallen World Trade Center from New York City to Devendorf Park. The following year the piece was placed there permanently. Memorials to World War II, Korea, and Vietnam servicemen from Carmel are there as well.

Carmel real estate had come a long way since 1902, when a \$500 cottage could be secured from the Carmel Development Company for a deposit of \$10 down. Clearly Frank Powers was right when he said there was value in the Carmel land he accepted in 1899 in lieu of cash for a legal bill. In 2012, an estate near the 10th



9/11 Memorial Devendorf Park (LAM)

hole of Pebble Beach Golf Course at the north end of Carmel Beach was on the market for \$79 million. With no immediate takers, the price was lowered to \$37.5 million in 2014 and sold for \$27 million in December 2015. This was a sales record for Carmel.

Also in 2013, the historic Carmel Mission Basilica's seismic retrofit work was completed. Three years later, the courtyard restoration followed suit. In future years, restoration work is planned for the Mission Orchard House, considered the oldest residential dwelling in California dating to 1774, and the Mission Museum that houses California's first library.

In March 2014, PG & E workers replacing a gas main at the corner of Guadalupe and Third, accidentally exploded a nearby house. Fortunately, no one was hurt.

After years of delay, and with available funds in 2014, the Planning Commission approved plans for new restrooms to replace the temporary ones at the south end of Carmel Beach.

Also in 2014, *Carmel Pine Cone* Reporter Mary Schley was nominated for a Pulitzer Prize for Local Reporting for her in-depth coverage of the grassroots effort by a local resident who collected 549 signatures in 10 days while standing in front of the Post Office. This petition to "terminate the current city administrator," was presented to City Council after a march on City Hall. The city administrator resigned that October. Mayor Jason Burnett contacted and convinced former Carmel City Administrator Doug Schmitz, who served from 1983 to 1992, to return to his old job at City Hall for the next two years.

In February of 2015, *The Carmel Pine Cone* celebrated its 100th year in continuous publication.

On September 23, 2015, Father Junipero Serra was canonized by Pope Francis.

After three years of planning by members of the Carmel Centennial Committee, made up of former Mayor Sue McCloud, Barbara Livingston, Merv Sutton, and Tom Brocato, the City opened

its 100th year celebration on January 8, 2016 with a Centennial Launch at the World War I Memorial Arch. The celebration highlighted two important items: the opening of Carmel's Time Capsule, and the unveiling of the new Carmel-by-the-Sea's "Welcome" sign. The year of festivities will culminate on October 29, 2016, with a parade, lunch at the Sunset Center, followed by a street dance on Dolores Street between Ocean Avenue and



Centennial Opening January 8, 2016 (LAM)

Seventh. Former Mayor Clint Eastwood will act as Parade Grand Marshal. He will ride in on The Wells Fargo Stagecoach. Award-winning composer turned winemaker, Alan Silvestri, will compose a special theme for the parade. Carmelites of all ages will gather to celebrate a significant milestone for the city.

This account of Carmel's history was compiled by Kathryn Gualtieri and Lynn A. Momboisse from multiple sources. Chief among them were the February 20, 2015 Centennial Edition of *The Carmel Pine Cone* and the 2008 Historic Context Statement for the City of Carmel-By-The-Sea. Other sources include the following: *The Carmel Pine Cone*, 100 Years in Paradise, 100 Years that Created Today's Carmel, *Herald Weekly Magazine*, 8/3/80, City of Carmel Historic Inventory Forms, and Carmel Heritage Society Archives.

Photographs were sourced from Glimpses of Yesterday (GOY), Carmel Centennial Website (CCW), Harrison Memorial Library Local History Department (HML), Jack Galante/Jane Galante Collection (JG), and Lynn A. Momboisse (LAM).

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