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A LAND USE PLANNING & DESIGN FIRM

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To: Philip Angelo, Senior Planner and Edgar Sanchez, Assistant Planner, County of Monterey Housing and Community Development Department

From: Ron Sissem, Senior Principal, EMC Planning Group

Cc: Michael Groves, AICP, President, EMC Planning Group; Sarah Wikle, Principal Planner, County of Monterey Housing and Community Development Department

Date: September 9, 2025

Re: Chualar Community Plan - Land Use, Economic Development, Mobility and Other Initial Community Planning Principles

Based on work conducted to date, a number of initial land use, economic development, mobility, and other planning principles have been identified by County staff and the Consultant team as a starting point for the community plan process going forward. These are presented to initiate discussion by the Community Advisory Committee (CAC), community and other stakeholders, and to elicit input from the same about additional principles to consider and/or whether those presented should be refined or modified. The list is a starting point, as planning principles will continue to be developed as the plan making process proceeds, particularly in response to input elicited as part of the community outreach process.

Some or all of the principles may ultimately be translated into community plan goals and objectives. The initial principles should be considered in the context that Chualar is classified as a Disadvantaged Community by the state and that addressing community needs in this context is a fundamental community plan principle.

County staff and the Consultant team intend to solicit initial thoughts from the CAC at its first meeting about these principles and to request that CAC members follow-up with County staff with additions, refinements, or other recommendations.

MEMORANDUM

Overarching Principle

Improve the quality of life for Chualar residents by addressing their housing, safety, health, and economic needs to support a stable, long-lasting community.

Land Use

1. Respect Chualar's rich cultural heritage and community identity in the community plan-making process. Consider land use planning in the context of enhancing community cohesion.
2. Consistent with goals in the County of Monterey Draft Housing Element, facilitate development of a variety of homes that meet current and future needs of people with all types of households and incomes.
3. Support community-serving commercial uses along Grant Street or other commercial nodes in Chualar, including a grocery store, retail, and community services for new and existing residents, as well as for visitors.
4. Create a viable pedestrian-oriented 'main street' or 'retail hub' destination as a focal point of community activity/identity.
5. Consider opportunities to redevelop or expand existing light industrial uses to the west of U.S. Highway 101 where such changes could be made compatible with other future growth to the west, if such growth is considered, through appropriate urban design and site design.
6. If new community growth is considered to the west of U.S. Highway 101, utilize land use, urban and mobility design to promote community cohesion through enhanced connectivity with the community area to the east of the highway.
7. Identify potential community park sites to include active and passive recreational amenities that are readily accessible to existing and future residents.
8. Integrate additional recreational amenities and parks into new residential and commercial developments to support community parks and recreation needs.
9. Prioritize infill development to reduce the need to convert Important Farmland (farmland classified as Prime Farmland, Farmland of Statewide Significance, and Unique Farmland) located outside the existing Chualar community area to urban use.
10. Where feasible, consider directing new growth to areas outside the existing community area that reduce potential conflicts with agricultural land preservation agreements, including agricultural

conservation easements and Williamson Act contracts, and with County agricultural land preservation policies.

11. Incorporate agricultural buffers in new growth areas to reduce community health and safety conflicts with adjacent agricultural uses.
12. Avoid new development in flood hazard areas to the extent feasible.

Mobility

1. Create a connected, walkable, and people-centered community by improving safety, comfort, and access for people of all ages and abilities. Streets should serve as welcoming public spaces that support daily movement, community life, and local economic vitality—for people walking, biking, taking transit, or driving.
2. Prioritize Safe Routes to School, addressing unsafe crossings, sidewalk gaps, and vehicle conflicts near the school.
3. Support infill development and local businesses through complete streets that reinforce Grant Street's role as a community hub.

Economic Development

1. Create development opportunities that allow Chualar to expand and capture market potential for needed new housing.
2. Establish a commercial zone in Chualar to meet longer-term goals for economic growth. Provide adaptability for a range of possible uses that could lead to job creation.
3. Improve economic mobility of Chualar residents by identifying opportunities for job-generating redevelopment or new development.

Planning for Caltrans' South of Salinas Corridor Improvements Project

1. Capitalize on local circulation improvements being planned as part of Caltrans South of Salinas Corridor Improvements Project to improve access to the existing community and potential new growth areas.
2. Reduce existing community mobility safety risks, air pollutant exposure and noise exposure from existing truck traffic within the community by collaborating with Caltrans and TAMC to reroute

truck traffic to the margins of, or around the community area, as part of the South of Salinas Corridor Improvements Project design.

Planning to Relieve Wastewater Treatment Capacity Constraints

1. Work with all involved stakeholders, including CSA 75, Monterey One Water and the California Regional Water Quality Control Board, to identify and leverage public funding for expanded wastewater treatment capacity to serve the existing community and future new growth.