

## **HISTORY OF THE CITY OF GONZALES**

The town of Gonzales was established in 1874 on land previously deeded from Mexico to Teodoro Gonzalez, a member of the Mexican army. He left this land to his sons, who developed the layout of the town. The earliest recorded population of Gonzales was in 1894 when it was said 500 people resided here.

The town was incorporated in 1947. The Southern Pacific Railroad had been in place for almost two years when the town was established, with tracks connecting Soledad to Salinas. However, no stop was created until two local businessmen, George and Thomas Faw, convinced Southern Pacific to provide one some years later.

Gonzales was first an area with many dairies; then came the advent of row crop farming; and now the area has a wide range of agricultural businesses.

Probably the most significant change after incorporation was the relocation of U.S. Highway 101 in the 1960's. A U.S. 101 freeway bypass was aligned along an arc around the City's east side to provide convenient access while avoiding displacement of residents and businesses. Once built, the freeway and railroad defined a lens-shaped area which contained virtually the entire City, as well as several hundred acres of agricultural land.

As of January 1, 1995, the City's population was recorded at 6,108, with established neighborhoods and new subdivisions. The Monterey Vineyard and Canandaigua Wine Company facility at the south edge of town, serves as a landmark and is one of the largest wineries in the state. The City is planning for a population of 10,000 to 15,000 by the year 2015 if totally built out.

### **CHARACTERISTICS OF THE GONZALES MARKET REGION**

#### **Geography**

The Gonzales area is located in the heart of the Salinas Valley, approximately 120 miles south of San Francisco and 70 miles south of San Jose. Gonzales is 16 miles south of Salinas and 35 miles southeast of Monterey Bay.

The combination of climate, soil, terrain, and water has made the Salinas Valley one of the State's most productive agricultural regions for well over a century. The Valley is rich in history and has played a major role in California's cultural development and its folklore. Its farms continue to be major contributors to the State's economy and provide thousands of annual and seasonal jobs, as well as secondary jobs in food processing and agricultural businesses. At Gonzales, the valley floor is about six miles wide, with fields of lettuce, broccoli, asparagus, strawberries, grapes, nursery crops, and other field crops and vegetables planted nearly to the base of the Sierra de Salinas on the west and Gabilan Mountains on the east. The City is surrounded on all sides by prime agricultural lands.

The City is one of four small rural cities located in southern Monterey County along U.S. 101. The other South County cities, all located south of Gonzales, are Soledad, Greenfield, and King City. The California Correctional Facility, located half-way between Gonzales and Soledad, is a minimum, medium and maximum security complex that is part of the California prison system. It houses 6,900 inmates and has 1,300 full-time and 80 part-time jobs.

A major development that will have an impact on Gonzales is the doubling in size of the California Correctional Training Facility (CTF) at Soledad. Plans call for the new facility to employ 800 to 1,200 new employees. The prison is in the City of Soledad, but all operations are run by the State. Gonzales will provide police services on an "every other year" basis (Soledad on the other year). Gonzales shares revenues with Soledad for this subvention (the sharing of the police services).

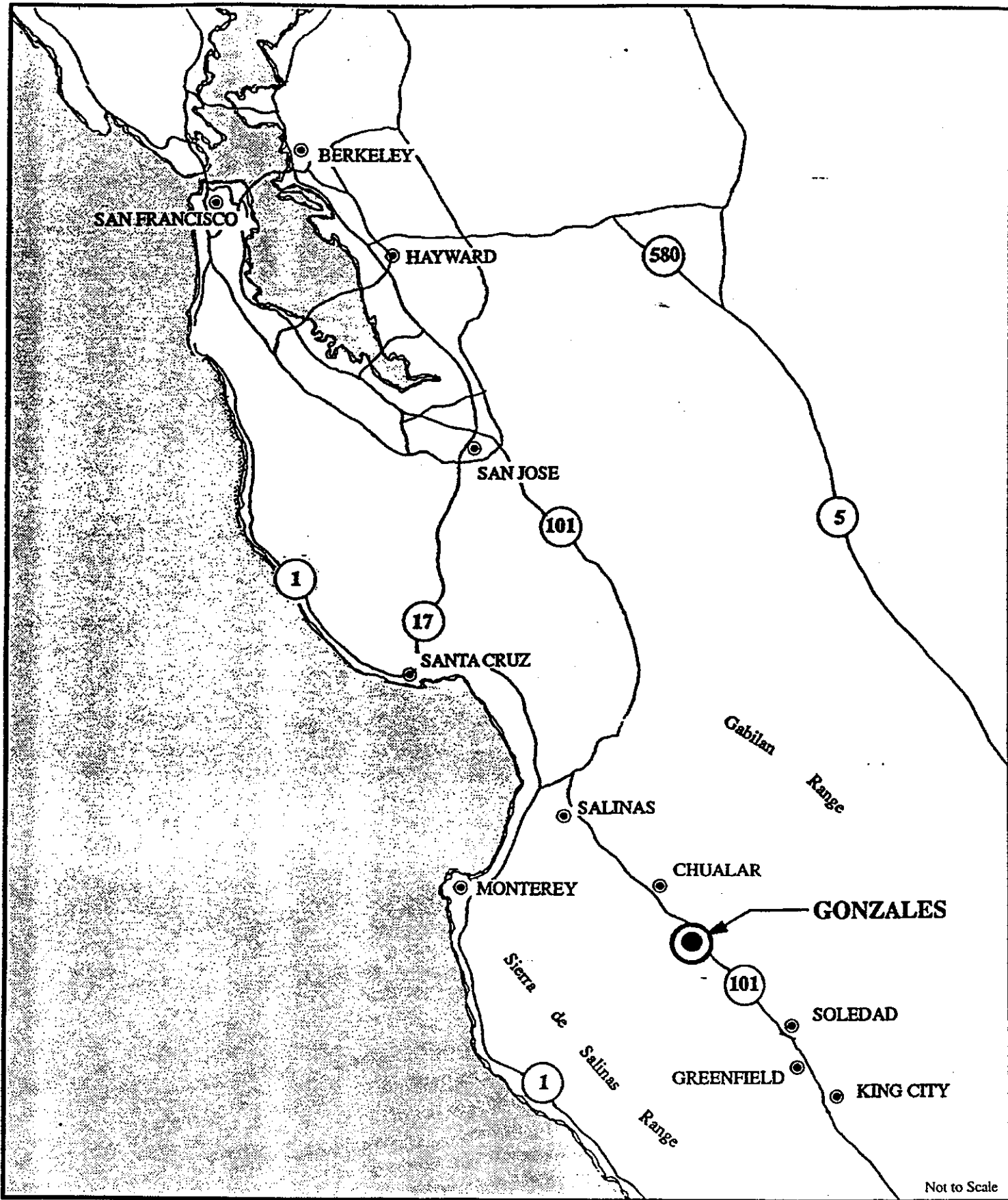
#### CLIMATE

Gonzales' 130 foot elevation, with the surrounding mountains to the east and west stretching nearly 5,000 feet tall, provides the setting for four seasons.

	<b>Average Mean Temperature by Season *</b>			
	<b>in Farenheit</b>			
	<b>Spring</b>	<b>Summer</b>	<b>Fall</b>	<b>Winter</b>
<b>High</b>	66.4	75.3	75.7	60.6
<b>Low</b>	41.5	52.3	46.5	35.1

Prevailing Wind: 7 m.p.h. from North (yearly average).  
Morning and evening coastal fog present during warmer months.

\* Source: U.S. Weather Bureau - 1990.



Not to Scale



**GONZALES**  
GENERAL PLAN

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## Market Characteristics

With the construction of the 273,032 square-foot Gonzales Shopping Center in 1991, the City broadened the variety of services available. The shopping center currently houses a Golden West Restaurant, car wash, video store, bakery, chiropractor, large grocery store, clothing store, dry cleaners, and several fast-food restaurants.

The older downtown area includes retail businesses, such as clothing stores, hardware stores, pharmacy, food markets, restaurants, a bank, post office and city hall.

The City is also home to the large Canandaigua Wine Company and the Monterey Vineyard, which attracts many tourists into the wine tasting room, and contains a gift shop and Ansel Adams gallery.

Agriculture is the number one industry in Salinas Valley, and the Gonzales area has some of the richest soil in the world for vegetable growing. Row-crop farming began in Gonzales around 1930, and the land surrounding the City now grows lettuce, carrots, sugar beets, tomatoes, broccoli, cauliflower, celery and grapes, among other crops. Packing sheds for area crops and vineyard services are abundant in and around the City.

The Dole Company has recently built a 200,000 square foot plant in the unincorporated area located between Gonzales and Soledad. The plant, which employs 800 full-time employees, processes and bags ready-to-eat salads.

Merchants and service businesses experienced a 30-percent increase in taxable sales receipts between 1990 and 1994. The single largest increase, 13 percent, occurred between 1992 and 1993. This coincided with the opening of a regional grocery outlet in the City's new shopping center.

## **UTILITIES, SERVICES AND INFRASTRUCTURE**

### **Electrical**

Pacific Gas and Electric is the sole provider of electrical service in the Monterey County area. PG&E offers a variety of services designed to help businesses remain competitive, including design assistance, energy management consultation, commissioning and access programs, new construction programs, enhanced industrial energy efficiency incentive programs, PG&E Energy Center, energy efficient rebate programs, thermal energy storage programs, clean air transportation incentives, and power enhancement services. PG&E has also designed a "Retrofit Lighting Program" that provides incentives for promotion of energy efficient industrial and commercial buildings. PG&E also offers free analyses of utility rates to ensure that customers are on the most cost-effective price schedule.

The company's headquarters for the Monterey County are located in Salinas, 16 miles from Gonzales, which means that planners and technicians are readily available to work closely with contractors and developers on projects of any magnitude.

### **Natural Gas**

Pacific Gas and Electric also is the sole provider of natural gas service in the Monterey County area. PG&E offers a wide variety of services similar to its electrical counterpart, including several incentive, rebate and assistance programs designed for residential, commercial and industrial customers.

### **Water**

The City provides water to all developed areas within the City limits through a series of groundwater wells. The City derives its municipal water supply from sources within the Salinas Valley groundwater basin. In 1995, the City supplied approximately 1,150 acre feet, 330 million gallons, to a population of 6,108. The city has two wells 900 feet deep and one well 600 feet deep. The user-class profile is approximately 59 percent residential, 5 percent commercial and 36 percent industrial. The 1995 water quality report to the State of California Department of Health Services reported that the City's water supply met all state and federal clean water requirements.

### **City Sewer**

The City of Gonzales operates a wastewater treatment facility. The plant currently processes 500,000 gallons of

effluent daily, and is permitted to treat up to 706,000 gallons daily. The City plans to increase the permit to process up to 1,200,000 gallons per day.

### **Trash Collection**

Trash collection is done by a private firm under contract to the City. The Johnson Canyon Landfill, 2.5 miles east of Gonzales, has a processing capacity of 64 tons of solid waste per day. The firm also has a recycling facility that collects glass jars and bottles, newspapers, aluminum cans and plastic bottles. The facility is also looking to expand its capacity to collect additional paper products.

### **Water, Sewer and Trash Rates**

#### Water Service Fee

	<u>Base Rate</u>
Residential - 5/8" Line	\$ 9.83
1" Line	10.44
1 1/2" Line	11.05
2" Line	11.66
2 1/2" Line	12.27
Commercial - 3" Line	12.94
4" Line	13.56
6" Line	14.18
Unmetered Service/Standby	14.80
Water - Fire Sprinkler	3.50

#### Variable Rate

Per 100 Cubic Feet (One Unit)

0 - 25 Units (Per Unit)	\$ 1.00
26 - 30 Units (Per Unit)	1.05
31 - 49 Units (Per Unit)	1.15
50 + Units (Per Unit)	1.26

#### Sewer Service Fee

Residential (Monthly)	\$ 14.12
Residential Lift Pump Station Users	15.14
Commercial (Monthly)	6.74
+ \$1.05 per 100 cu. ft. of water	

Industrial (Monthly) \$138.88  
+ \$1.05 per 100 cu. ft. of water

Utility Billing Late Charges - 10% of  
balance  
due

Garbage Collection Fees

Residential - Up to 4 cans per week  
(Monthly) \$ 6.44  
Each additional can 2.14

Commercial or Multiple Family  
Units.

1 Pickup Per Week/One Can \$ 4.67  
Two Cans 6.69  
Three Cans 8.70  
Additional 2.93

2 Pickups Per Week/One Can \$ 9.27  
Two Cans 6.69  
Three Cans 13.31  
Additional 2.93

3 Pickups Per Week/One Can \$ 13.94  
Two Cans 20.00  
Three Cans 26.05  
Additional 2.93

1 Cubic Yard Container  
1 Pickup Per Week \$ 40.43  
2 Pickups Per Week 61.66  
3 Pickups Per Week 82.95  
Overfilled Container 21.42

2 Cubic Yard Container  
1 Pickup Per Week \$ 61.66  
2 Pickups Per Week 93.57  
3 Pickups Per Week 82.95  
4 Pickups Per Week 125.40  
Overfilled Container 21.42

**CITY OF GONZALES  
POPULATION AND GROWTH**

**Introduction**

From 1980 to 1990, the City of Gonzales recorded a 61% increase in population, from 2,891 to 4,660, according to the decennial U.S. Census.

The California Department of Finance, which also calculates the City's population estimates on which tax subventions are based, certified Gonzales as having 6,108 residents on January 1, 1995.

In addition to the City of Gonzales, the remaining three South County cities of Soledad, Greenfield and King City have all experienced significant growth in recent years. Their respective populations on January 1, 1995, were as follows:

CITY	POPULATION	GROWTH RATE
Soledad	9,372	4.35%
Greenfield	9,159	5.22
King City	9,697	6.69

The rise in the Gonzales population is due to several residential subdivisions which have been developed since the late 1980's. The majority of residential development is located east of Highway 101, because this area could support the kind of large-scale affordable ownership subdivisions that were in high demand in Monterey County.

The first project east of Highway 101 was the Arroyo Estates subdivision which was started in 1989. It was immediately followed by Sunrise Ranch in the early 1990's. These developments were accompanied by a new shopping center on the northeast side of the Fifth Street/Highway 101 interchange. Within five years, 283 new dwelling units were built east of the freeway, increasing the number of units in the City by about 30 percent. Sales were brisk in the development, prompting a proposal for additional development east of the freeway.

In 1994, the California Breeze subdivision began with 72 homes completed during the first phase of construction. The second phase was started in 1995 and includes 131 homes. The final phase will include 114 homes.

Another 253-unit subdivision has been proposed north of Sunrise Ranch. Buildout of these projects alone will bring the total number of units east of the freeway to 853, nearly as many units as are currently located west of the freeway.



Ironically, the freeway that was aligned to skirt Gonzales' fringe may soon be running through the middle of town.

### Existing Land Use

The table below illustrates existing land use in Gonzales as of 1994. The City contains 600 acres, including the parcel which contains the City's wastewater treatment plant.

#### GONZALES LAND USE INVENTORY

USE	ACRES	% OF TOTAL
Residential	191	31.8
Single Family	(158)	(26.3)
Duplex/Triplex/Fourplex	(14)	(2.4)
Multi-family	(18)	(3.0)
Other	(0.4)	(0.1)
Commercial	18	3.0
Industrial	128	21.3
Public/Semi-Public (including wastewater plant)	78	13.0
Open Space	16	2.7
Streets/Highways/Railroad/Utilities	141	23.5
Vacant	28	4.7
<b>TOTAL</b>	<b>300</b>	<b>100.0</b>

**Source: Gonzales General Plan**

A number of observations can be made regarding the City's land use mix. First is the predominance of single family housing in residential areas. Gonzales is very much a City of single family detached homes, with such housing encompassing 83 percent of the residential total. Second is the relatively large area in industrial land uses. Approximately 21 percent of existing land area is in industrial use. The "average" California city contained approximately 5.6 percent of industrial land.

The core of Gonzales is the original townsite, extending four blocks by ten blocks, with streets aligned parallel and perpendicular to the railroad. West of the original townsite,

land uses are industrial in character, with packing sheds, agricultural implement and machinery shops, and similar uses predominating. East of the original townsite are the new subdivisions, Arroyo Estates, Sunrise Ranch and California Breeze. South of the original townsite, the City limits taper and form a right triangle. The area contains apartments, a large winery, a cemetery, a feed store, an electrical shop, a vegetable processing plant and vacant land.

#### **Future Land Use**

Most of the City's employment growth is anticipated in the industrial area west of Alta Street and north of Gonzales River Road. A variety of businesses will be accommodated here, including both agriculturally related and non-agriculturally related enterprises. The south Highway 101 interchange will also accommodate future industrial uses. This area is envisioned as accommodating highway-oriented commercial uses, such as truckstops or service stations, as well as industrial uses. To the north of the interchange, another 10 acres have been designated for commercial uses.

Areas identified for commercial development include 20 acres adjacent to the planned neighborhood southeast of the existing City. This vacant land could support about 283,000 square feet of floor space.

Industrial development can include industrial parks, light manufacturing, warehousing, wineries, auto and farm equipment sales or repair establishments, feed stores, lumberyards, construction supply companies, and similar and compatible uses. Land designated for industrial development, some of which is currently outside city limits, consists of 360 acres, including 132 acres of developed land and 228 acres of undeveloped land. Most of the undeveloped land is located west of the Santa Pacific railroad tracks, extending from the northern to southern City limits. Industrial areas include the 20-acre parcel south of the winery and the area around the South Alta/Highway 101 Interchange.

**CITY OF GONZALES INDUSTRIAL CHARACTERISTICS**

<b>INDUSTRY (Persons over age 16)</b>	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>% CHANGE</u></b>
Agriculture, Forestry and Fisheries . . . . .	437	673	54%
Construction . . . . .	48	37	(23%)
Manufacturing, Nondurable Goods . . . . .	43	95	121%
Manufacturing, Durable Goods . . . . .	34	18	(47%)
Transportation . . . . .	24	34	42%
Communications and Other Public Utilities . . . . .	6	27	350%
Wholesale Trade . . . . .	20	138	590%
Retail Trade . . . . .	115	124	8%
Finance, Insurance and Real Estate . . . . .	29	59	103%
Business and Repair Services . . . . .	20	123	515%
Personal Services, Entertainment & Recreation Services . . . . .	17	41	141%
Professional and Related Services:			
Health Services . . . . .	65	42	(35%)
Educational Services . . . . .	127	72	(43%)
Other Professional and Related Services . . . . .	40	12	(70%)
Public Administration . . . . .	40	151	278%

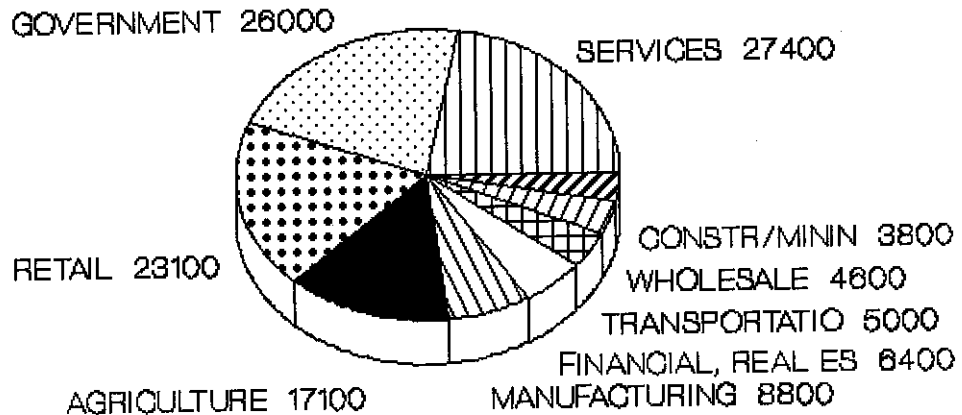
**MEAN TRAVEL TIME TO WORK**

Minutes	14	20	43%
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**SOURCE: 1990 Census Data - Summary Tape File 3  
1980 Census Data - Summary Tape File 3**

# COUNTY JOBS BY INDUSTRY

TOTAL: 122,200



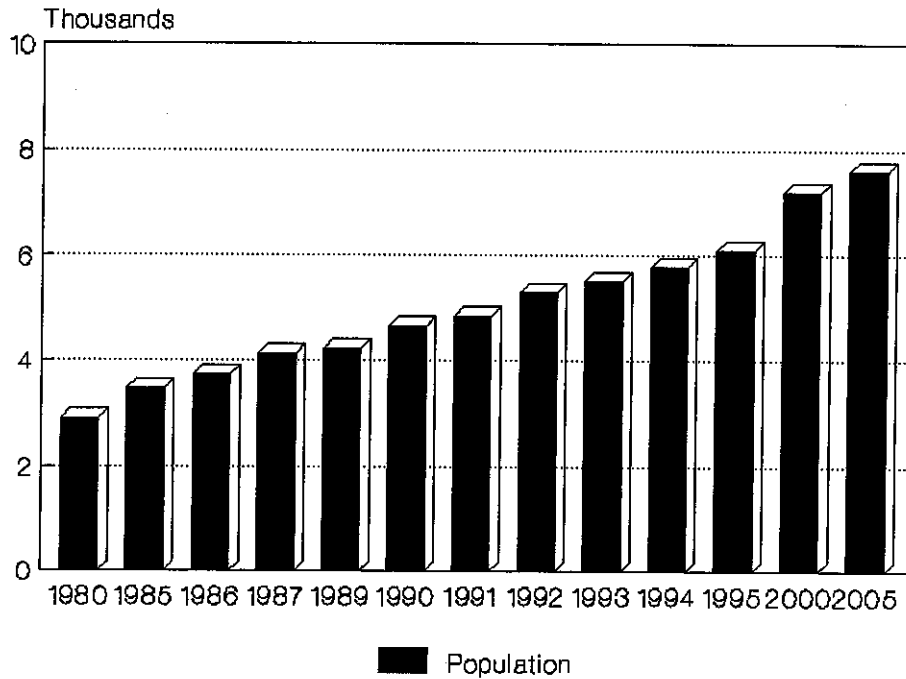
SOURCE: E.D.D. • 1/1/84

AGRICULTURE	17,100
MANUFACTURING	8,800
GOVERNMENT	26,000
CONSTRUCTION, MINING	3,800
RETAIL	23,100
FINANCIAL, REAL ESTATE, INSURANCE	6,400
SERVICES	27,400
TRANSPORTATION, PUBLIC UTILITIES	5,000
WHOLESALE	4,600

## Area Population Data

Charts representing historical populations of the City and projected populations of both the City of Gonzales and the other South County cities are included on the following pages.

# Gonzales Growth & Projections

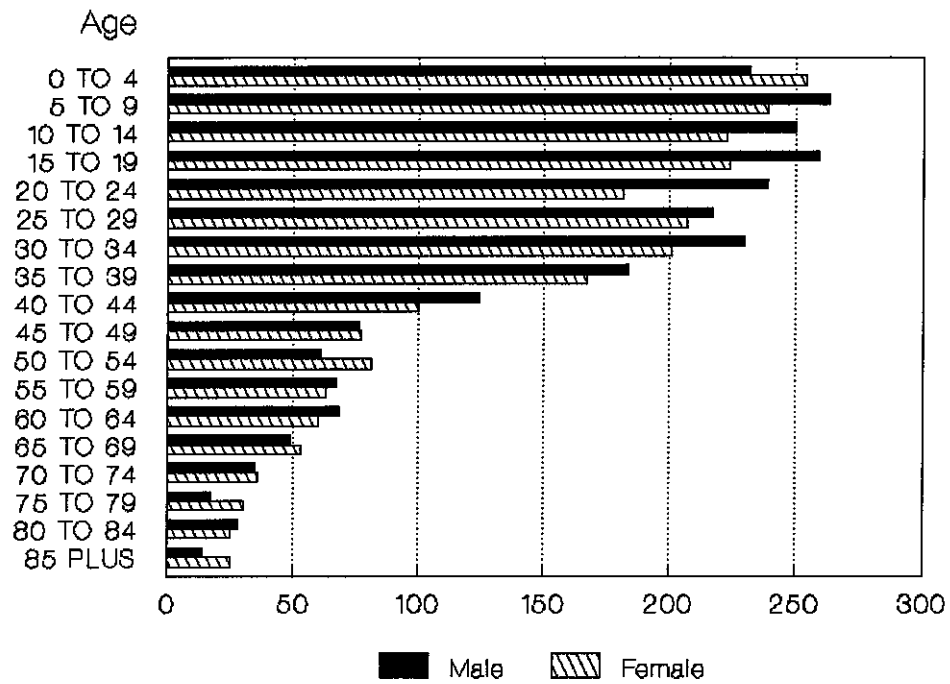


## CITY OF GONZALES HISTORICAL AND PROJECTED POPULATION

<u>YEAR</u>	<u>POPULATION</u>	<u>GROWTH RATE</u>
1980	2,891	
1985	3,463	19.7%
1986	3,731	7.7%
1987	4,129	10.7%
1989	4,223	2.3%
1990	4,660	10.3%
1991	4,859	4.3%
1992	5,345	10.00%
1993	5,529	3.8%
1994	5,749	4.4%
1995	6,108	6.2%
2000	7,200	17.9%
2005	7,600	5.6%

**SOURCES: UNITED STATES CENSUS  
CALIFORNIA DEPARTMENT OF FINANCE  
ASSOCIATION OF MONTEREY BAY AREA GOVERNMENTS**

# City Population By Age/Sex



## CITY OF GONZALES POPULATION BY AGE AND SEX

AGE GROUP	MALE	FEMALE	TOTAL
0-4	232	254	486
5-9	263	239	502
10-14	250	223	473
15-19	259	224	483
20-24	239	182	421
25-29	217	207	424
30-34	230	201	431
35-39	184	167	357
40-44	124	100	224
45-49	76	77	153
50-54	61	81	142
55-59	67	63	130
60-64	68	60	128
65-69	49	53	102
70-74	35	36	71
75-79	17	30	47
80-84	28	25	53
85+	14	25	39

Total                    2,413                    2,247                    4,660

SOURCE: 1990 Census Summary Tape File 1

**SOUTH COUNTY POPULATION BY ORIGIN**

	<u>Popu- lation</u>	<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>Asian or Pacific Islander</u>	<u>Other</u>
Gonzales	4,660	3,828	628	57	121	26
Soledad	7,146	6,394	523	18	189	22
Greenfield	7,464	5,763	1,501	44	79	77
King City	7,634	5,091	2,369	44	72	58

**SOURCE: 1990 Census Summary Tape File 1**

**POPULATION MINUS EXCLUSIONS**

Annual percentage change in population minus exclusions. January 1, 1994, to January 1, 1995, and total population January 1, 1995.

Date Printed 04/25/95

	<u>ANNUAL PERCENTAGE CHANGE 1994 TO 1995</u>	<u>POPULATION</u>		<u>TOTAL POPULATION 1-1-95</u>
		<u>1-1-94</u>	<u>1-1-95</u>	
<b>MONTEREY</b>				
CARMEL	2.27	4,412	4,512	4,512
DEL REY OAKS	0.18	1,689	1,692	1,692
<b>GONZALES</b>	<b>5.66</b>	<b>5,781</b>	<b>6,108</b>	<b>6,108</b>
GREENFIELD	5.22	8,705	9,159	9,159
KING CITY	6.69	9,089	9,697	9,697
MARINA	1.90	18,014	18,356	18,356
MONTEREY	0.96	27,630	27,894	32,587
PACIFIC GROVE	3.57	16,806	17,406	17,406
SALINAS	2.34	119,587	122,390	122,390
SAND CITY	0.51	197	198	198
SEASIDE	1.07	25,067	25,334	30,102
SOLEDAD	4.35	8,981	9,372	15,635
UNINCORPORATED	0.69	101,930	102,633	103,154
<b>MONTEREY COUNTY</b>	<b>1.97</b>	<b>347,888</b>	<b>354,751</b>	<b>370,996</b>

\* EXCLUSIONS INCLUDE STATE MENTAL INSTITUTIONS, FEDERAL MILITARY BASES AND STATE AND FEDERAL PRISONS.

**SOURCE: California State Department of Finance**

## GONZALES CITY DEMOGRAPHIC CHARACTERISTICS

### MARITAL STATUS (Persons age 15 and over)

	MALE	%	FEMALE	%
NEVER MARRIED	599	35.91%	421	27.49%
MARRIED (Except Separated)	950	56.95%	853	55.72%
SEPARATED	27	1.62%	49	3.20%
WIDOWED	28	1.62%	125	8.16%
DIVORCED	<u>64</u>	<u>3.90%</u>	<u>83</u>	<u>5.43%</u>
<b>TOTAL</b>	<b><u>1,668</u></b>	<b><u>100.00%</u></b>	<b><u>1,531</u></b>	<b><u>100.00%</u></b>

### FAMILIES

Number of Families	943
Persons in Families	4,150
Average Persons per Family	4.40

### HOUSEHOLDS

<b>1 PERSON:</b>	
Male Householder	46
Female Householder	87
<b>2 OR MORE PERSONS:</b>	
Married Couple Family:	
With Related Children	539
No Related Children	199
<b>OTHER FAMILY:</b>	
Male Householder,	
No Wife Present:	
With Related Children	40
No Related Children	20
Female Householder,	
No Husband Present:	
With Related Children	125
No Related Children	20
<b>NON-FAMILY HOUSEHOLDS:</b>	
Male Householder	25
Female Householder	12
<b>TOTAL HOUSEHOLDS</b>	<b><u>1,113</u></b>

**SOURCE: 1990 Census, Summary Tape File 1**



**GONZALES CITY DEMOGRAPHIC CHARACTERISTICS**

HOUSEHOLD TYPE AND HOUSEHOLD SIZE

	FAMILY HOUSEHOLDS	%	NON-FAMILY HOUSEHOLDS	%
1 Person	N/A	N/A	133	78.34%
2 Persons	145	15.38%	24	14.11%
3 Persons	163	17.28%	5	2.90%
4 Persons	214	22.69%	5	2.90%
5 Persons	166	17.60%	2	1.17%
6 Persons	107	11.35%	0	0
7 or More Persons	148	15.70%	1	.58%
TOTAL	<u>943</u>	<u>100.00%</u>	<u>170</u>	<u>100.00%</u>

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HOUSING UNITS

Occupied Housing Units	1,113
Vacant Housing Units	<u>109</u>
TOTAL	<u>1,222</u>
Average Persons Per Occupied Housing Unit	<u>4.09</u>

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VACANCY STATUS

For Rent	57
For Sale Only	13
Rented or Sold, Not Occupied	4
Seasonal, Recreational or Occasional Use	15
For Migrant Workers	0
Other Vacant	<u>20</u>
TOTAL	<u>109</u>

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SOURCE: 1990 Census, Summary Tape File 1

**CITY OF GONZALES INCOME CHARACTERISTICS**

<b>HOUSEHOLD INCOME</b>	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>% CHANGE</u></b>
Median Household Income	\$ 15,198	\$ 25,458	67.50%
Mean Household Income	16,150	30,611	89.54%

**FAMILY INCOME**

Median Family Income	17,039	\$ 27,948	64.02%
Mean Family Income	18,957	32,919	73.65%

<b>PER CAPITA INCOME</b>	5,322	7,834	47.20%
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**OCCUPATION (Persons over age 16)**

<b>Managerial and Specialty Occupations:</b>			
Executive, Administrative & Managerial . . . . .	18	81	350%
Professional Specialty . . . . .	76	29	(62%)
<b>Technical, Sales and Administrative Support Occupations:</b>			
Technicians and Related Support . . . . .	6	7	17%
Sales Occupations . . . . .	55	86	56%
Administrative Support, including Clerical . . . . .	186	217	17%
<b>Service Occupations:</b>			
Private Household . . . . .	10	22	120%
Protective Service . . . . .	11	96	772%
All Other Service . . . . .	107	118	10%
Farming, Forestry and Fishing . . . . .	331	585	77%
Precision Production, Craft & Repair Occupations . . . . .	95	126	33%
<b>Operators, Fabricators and Laborers:</b>			
Machine Operators, Assemblers & Inspectors . . . . .	64	115	80%
Transportation & Material Moving . . . . .	54	112	107%
Handlers, Equipment Cleaners, Helpers, & Laborers . . . . .	52	52	0

**SOURCE: 1990 Census Data - Summary Tape File 3  
1980 Census Data - Summary Tape File 3**

**QUALITY OF LIFE  
Community Services**

**Public Safety**

**Police Department Services, City of Gonzales** - Law enforcement is provided to the City by the Gonzales Police Department, which consists of one Police Chief, two Sergeants, one Corporal, six full-time Police Officers, a secretary and a part-time Animal Control Officer.

The City Hall offices have recently been relocated to a renovated medical building, allowing the Police Department to use all offices in the previous City Hall building.

The City of Gonzales also has the third lowest crime rate in the County, behind Del Rey Oaks and Sand City. Del Rey Oaks has a population of 1,670 and Sand City's population is 191.

**Fire Department** - Fire protection services are provided to the City of Gonzales through the Gonzales Volunteer Fire Department. The Department is equipped and housed by the City and currently has two engines, one ladder truck, one patrol unit. The 30 volunteer firefighters respond 24 hours a day. The Department also provides service to the surrounding Gonzales Rural Fire District and has a mutual-aid agreement with the County to provide backup as needed. The Department is currently supported by the City's Building Official/Fire Marshal.

**Health Services**

**Ambulance** - The trained Paramedics and Emergency Medical Technicians of Peninsula Medics maintain 24-hour coverage throughout the Gonzales area. The ambulance is stationed in Soledad, with an average response time of 8 to 10 minutes.

**Salinas Memorial Hospital** is located 17 miles north of Gonzales and is a 232-bed, acute-care facility. It is in the process of also establishing a Skilled Nursing Unit. A full-range of hospital services includes a 24-hour emergency room, physical therapy, laboratory services, respiratory therapy and nutritional instruction.

Medical services include family practice, internal medicine and gastroenterology, urology and podiatry clinics. The radiology department is equipped for x-ray, mammography and ultrasound.

**Salinas Memorial Hospital Heart Center.** The \$12 million Harden Memorial Heart Center was dedicated at Salinas Valley Memorial Hospital on August 14, 1987. The first heart catheterization was performed on December 9, 1987. The

first angioplasty was done on June 3, 1988. The first open-heart surgery was performed April 18, 1988.

A total of 6,042 catheterizations, 1,923 angioplasty procedures and over 965 open-heart surgeries have been performed since the official opening of the Heart Center. The Hospital expects to perform 2,000 heart catheterizations and 250 open-heart surgeries this year.

Currently, the Heart Center has 15 invasive cardiologists using the heart catheterization laboratory facilities, and there are plans to add 2 more catheterization laboratories.

**Gonzales Medical Center** is located on Fourth Street and was founded in the late 1940's. The Center provides General Family Practice and includes a full-time medical doctor and a physician-assistant.

### **Communications**

There is one local weekly newspaper published in the greater Gonzales area. The Gonzales Tribune was founded in 1891 and has a circulation of about one thousand subscribers. The City of Gonzales is also served by The Californian and The Herald, which are newspapers published in Salinas and Monterey, respectively.

There is also a weekly Hispanic newspaper, The El Sol, published in Salinas, free of charge, that is circulated in the Salinas Valley area, including South County.

Television reception is impacted by the mountainous terrain. Many residents, however, have adequate reception through cable and private satellite dishes. Falcon Cable TV Company serves the four South County cities of Gonzales, Soledad, Greenfield and King City.

There currently are three major television stations in the Salinas-Monterey area shown as follows:

<u>Cable Channel</u>	<u>Television Station</u>	<u>Network</u>
5	KCCN-TV	CBS Monterey
6	KSBW 8	NBC Salinas-Monterey
8	KCBA 35	FOX Salinas-Monterey
67	KSMS 67	Univision (Spanish)

### **Library**

The Gonzales Branch of the Monterey County Library is a full-service facility and is located at 851 Fifth Street. Telephone (408) 675-2209.

## Housing

Greater Gonzales offers a wide variety of housing options. In the City, there are both older homes and newly developed single-family residences, apartments, and a mobile home residential park area.

### Typical Housing Costs. #

Median Rental Costs Per Month (major area markets):

City of Gonzales.....	\$ 479
Soledad.....	407
Greenfield.....	439
King City.....	397

# Source: 1990 Census

Median Home Values (major area markets):

City of Gonzales...\$	123,700
Soledad.....	104,900
Greenfield.....	99,700
King City.....	117,200

# Source: 1990 Census

### GONZALES CITY HOUSING CHARACTERISTICS

VALUE (Specified by Owner Occupied Housing Units)

		<u>NO. OF UNITS</u>	<u>PERCENTAGE</u>
Less than	\$ 15,000	5	1.02%
\$ 15,000 to	\$ 19,999	2	0.41%
\$ 20,000 to	\$ 24,999	0	0
\$ 25,000 to	\$ 29,999	5	1.02%
\$ 30,000 to	\$ 34,999	2	0.41%
\$ 35,000 to	\$ 39,999	2	0.41%
\$ 40,000 to	\$ 44,999	0	0
\$ 45,000 to	\$ 49,999	2	0.41%
\$ 50,000 to	\$ 59,999	15	3.09%
\$ 60,000 to	\$ 74,999	25	5.14%
\$ 75,000 to	\$ 99,999	95	19.55%
\$ 100,000 to	\$ 124,999	95	19.55%
\$ 125,000 to	\$ 149,999	124	25.55%
\$ 150,000 to	\$ 174,999	76	15.64%
\$ 175,000 to	\$ 199,999	21	4.32%
\$ 200,000 to	\$ 249,999	11	2.26%
\$ 250,000 to	\$ 299,999	3	0.61%
\$ 300,000 to	\$ 399,999	3	0.61%
\$ 400,000 to	\$ 499,999	0	0
\$ 500,000 or More		0	0
TOTAL		<u>486</u>	<u>100.00%</u>

**SOURCE: 1990 Census, Summary Tape File 1**

**GONZALES CITY HOUSING CHARACTERISTICS**

**UNITS IN STRUCTURE**

	<u>OCCUPIED</u>	<u>VACANT</u>	<u>TOTAL</u>	<u>PERSONS PER HOUSEHOLD</u>
1 Unit Detached	705	79	784	3.82
1 Unit Attached	53	2	55	5.08
2 Units	32	2	34	3.91
3 to 4 Units	93	7	100	3.92
5 to 9 Units	39	2	41	4.18
10 to 19 Units	28	1	29	4.96
20 to 49 Units	129	15	144	4.95
50 or More	0	0	0	0
Mobile Home or Trailer	14	0	14	4.32
Other	9	0	9	5.67
<b>TOTAL</b>	<u><b>1,102</b></u>	<u><b>108</b></u>	<u><b>1,210</b></u>	<b>N/A</b>

**TENURE BY UNITS IN STRUCTURE**

	<u>OWNER</u>	<u>%</u>	<u>RENTER</u>	<u>%</u>
1 Unit Detached	504	96.92%	201	33.89%
1 Unit Attached	7	1.51%	46	7.76%
2 Units	1	0.19%	31	5.22%
3 or 4 Units	1	0.19%	92	15.51%
5 to 9 Units	0	0	39	6.57%
10 to 19 Units	1	0.19%	27	4.55%
20 to 49 Units	0	0	129	21.75%
50 Units or More	0	0	0	0
Mobile Home or Trailer	3	0.50%	22	3.71%
Other	3	0.50%	6	1.04%
<b>TOTAL</b>	<u><b>520</b></u>	<u><b>100.00%</b></u>	<u><b>593</b></u>	<u><b>100.00%</b></u>

**SOURCE: 1990 CENSUS, SUMMARY TAPE FILE 1**

## GONZALES CITY HOUSING CHARACTERISTICS

### CONTRACT RENT (Specified Renter Occupied Housing Units)\*

	NO. OF UNITS	PERCENTAGE
Less than \$ 100	10	1.79%
\$ 100 to \$ 149	19	3.39%
\$ 150 to \$ 199	32	5.71%
\$ 200 to \$ 249	28	5.00%
\$ 250 to \$ 299	23	4.11%
\$ 300 to \$ 349	33	5.89%
\$ 350 to \$ 399	50	8.93%
\$ 400 to \$ 449	37	6.61%
\$ 450 to \$ 499	84	15.00%
\$ 500 to \$ 549	77	13.75%
\$ 550 to \$ 599	44	7.86%
\$ 600 to \$ 649	57	10.18%
\$ 650 to \$ 699	30	5.35%
\$ 700 to \$ 749	19	3.39%
\$ 750 to \$ 999	17	3.04%
\$ 1000 or More	0	0.00%
TOTAL	580	<u>100.00%</u>

MEDIAN CONTRACT RENT    \$ 479

\* NOTE: The monthly rent agreed to, or contracted for, regardless of any furnishings, utilities or services that may be included. Rent is shown for occupied units for rent.

### TENURE BY RACE OF HOUSEHOLDER

OWNER OCCUPIED	<u>520</u>	
White	260	50.00%
Black	1	0.21%
Native American	2	0.42%
Asian/Pac. Islander	32	6.17%
Hispanic	225	43.20%
RENTER OCCUPIED	<u>593</u>	
White	155	26.14%
Black	15	2.53%
Native American	4	0.67%
Asian/Pac. Islander	12	2.02%
Hispanic	407	68.64%

SOURCE: 1990 Census, Summary Tape File 1

## **Recreation & Cultural Opportunities**

**Recreation Services** - The City of Gonzales contracts with the South County YMCA to provide recreation services to the general public. YMCA provides activities, including youth soccer, after-school children's programs, girl's softball, youth sports leagues and adult sports. It provides staffing to operate the Centennial Swimming Pool during the summer months. The YMCA also sponsors the annual Grape Stampede 10k race and barbecue, along with the Oldies Dance and other special events.

**The Gonzales Senior Center** - The City of Gonzales sponsors a Senior Citizens Center, which is operated through the YMCA. The Center provides activities to the senior citizens of Gonzales, including daily lunches, classes, special events, and field trips.

### **Recreation Facilities:**

- o Gonzales Square (Central Park) - 2.8-acre site featuring playground, individual and group barbecue pits, picnic tables, benches, basketball, sand volleyball and restroom facility. Suitable for large group barbecues.
- o Centennial Park - 7.9-acre site, including two baseball fields and a snack bar/restroom facility.
- o Centennial Swimming Pool offering seasonal swimming.
- o Gonzales Community Center which houses the Senior Citizens Center and Council Chambers.
- o Multi-Purpose Center, including a meeting room and day-care center.
- o Meyer Park - a 3-acre park with soccer field, basketball court and playground.

The South County YMCA Office is located in Soledad, (408) 678-1239.

## **Worship**

There are four churches in Gonzales.

Apostolic Church  
Gonzales Community Church (Presbyterian)  
Saint Theodore Catholic Church  
Trinity Episcopal Church



## **Area Organizations**

American Legion - Post 81  
American Legion Auxiliary  
Boy Scouts of America  
Cub Scouts of America  
Future Farmers of America  
4-H Club  
Gonzales Booster Club  
Gonzales Chamber of Commerce  
Gonzales Lions Club  
Gonzales Little League  
Gonzales Parent-Teacher Association  
Gonzales Rotary Club  
Gonzales Spartan Club  
Gonzales Young Farmers  
Independent Order of Odd Fellows  
Monterey Bay Girl Scout Council

**EDUCATION IN THE GONZALES AREA**

**Gonzales School Districts**

**Gonzales Union High School District.** The Gonzales Union High School District covers 260 square miles. It encompasses four elementary school districts (Gonzales, Chualar, Mission, and Soledad) and serves a population of approximately 30,000.

There is currently a proposal to unify the Gonzales Union High School District and the Gonzales Union School District. This consolidation would provide kindergarten through twelfth grade education within one consolidated district.

**G.U.H.S.D. School.** Gonzales High School educates students in grades 9 through 12. It is a comprehensive high school which is located in the City of Gonzales. It presently has a student population of 1,155 students and is fully accredited. The school also provides a student library and football stadium.

**Student Population.** The general student population will be decreasing by approximately half by the year 1998, due to start up of the Soledad High School in 1998. The Alternative Education Center, located in Soledad, is expected to increase in enrollment. It will serve an estimated 500 independent study students and over 100 continuing high school students.

**Gonzales High School  
Post-Secondary Education Plans  
Class of 1994**

	<u>Percentage of Graduates</u>	
Total Graduates	207	100%
Total Surveyed	175	85%

	<u>Percentage of Surveyed</u>	
4-Year College	46	26%
2-Year College	75	43%
Military	5	3%
Trade/Vocational School	8	5%
Work/Undecided	41	23%
Total		<u>100%</u>

**Facility Maintenance Program.** A Maintenance Assessment District was formed during the summer of 1994 to assist in the upkeep of the high school facilities.

Developer fees are collected to offset the impact that residential and commercial building have on the district facilities. Presently, the High School District receives \$1.72 per square foot for residential construction and \$0.28 per square foot for commercial/industrial construction.

**Gonzales Union School District.** The Gonzales Union School District consists of two schools located next to each other in the heart of Gonzales. The population of the school district is approximately 1,385 students. The Fairview Middle School educates students in grades 5th through 8th and has a population of 585; the La Gloria Elementary School teaches students in grades kindergarten through 4th and has a population of 800.

**Post Secondary Opportunities in the Area.** The Gonzales Union High School District offers adult residential and ROP classes. San Jose State University offers an extension facility at Salinas. Healds Business College and Central Coast College are located in the area. Hartnell College, a 2-year Community College offering an AA degree, is located in Salinas and offers many programs for the area residents. Hartnell College has approximately 7,000 students.

Monterey Peninsula College (MPC) is a comprehensive two-year community college located in Monterey offering an AA degree. The school offers programs in general studies, nursing, Parks & Recreation, and Fire Science Management. The school is also one of two community schools to offer a golf academy and courses in golf management. The school also has a police academy. MPC has approximately 8,000 students.

California State University at Monterey Bay commenced operations in the fall of 1995 and offers undergraduate programs in Arts, Human Communication, and Creative Technologies; Social and Behavioral Sciences; Collaborative Education and Professional Studies; Global Learning; Science, Technology, and Information Resources; Residential Learning, Wellness and Student Services.

The University offers Master's of Arts' programs in interdisciplinary studies, special studies, and education, and a Master's of Science degree in marine sciences. A Master of Arts in business administration is under development.

Chapman University is a private university located on the Monterey Peninsula. The school offers Master's programs in education, human resources, and psychology. The school is

tailored to the working individual and offers its courses in the evening and on Saturdays, within 40 miles of Gonzales.

Golden Gate University is a private university located in San Francisco with an extension facility located in Monterey. The school offers undergraduate programs in accounting, human relations and management, and graduate programs in finance, management, marketing, public administration, taxation and health management. The school is also tailored to the working individual and offers many of its courses in the evening, most within 30 miles of Gonzales.

## GOVERNMENT & PUBLIC SERVICES

### CITY OF GONZALES

City of Gonzales	City Hall
City Council	147 4th Street
Planning Commission	P.O. Box 647
Recreation Commission	Gonzales, CA 93926
Historic Preservation Commission	(408) 675-5000
Police Department	
Fire Department	
Parks & Recreation Services	Police Department
Water and Sewer Services	109 Fourth Street
Garbage Services	P.O. Box 647
Building Inspection	Gonzales, CA 93926
Planning Department	(408) 675-5010
Public Works Department	
Administration	

### Business Associations

Gonzales Chamber of  
Commerce  
P.O. Box 216  
Gonzales, CA 93926  
(408) 675-9019

Wells Fargo Bank  
346 Alta Street  
Gonzales, CA 93926  
(408) 675-3636

Bank of Salinas (Courier  
Service)  
301 Main Street  
Salinas, CA 93901  
(408) 422-6642  
(800) 660-1585

### Schools

Gonzales Union High  
School  
District Office  
501 Fifth Street  
Gonzales, CA 93926  
(408) 675-3964  
Superintendent:  
Dr. William Stratton

Gonzales Union School  
District Office  
300 Elko Street  
Gonzales, CA 93926  
(408) 675-2727  
Superintendent:  
Gordon Piffero

Children's Services Int'l  
Day Care Center  
225 Elko Street  
Gonzales, CA 93926  
(408) 675-2764  
Head Start  
550 Fifth St.  
Gonzales, CA 93926  
(408) 675-2764

**Health**

Gonzales Medical Group  
133 Fourth Street  
P.O. Box 646  
Gonzales, CA 93926  
(408) 675-3601

Alta Street Medical Clinic  
130 Alta Street  
P.O. Box 3005  
Gonzales, CA 93926  
(408) 675-9401

Gonzales Family Chiropractic  
851-H Fifth Street  
Gonzales, CA 93926  
(408) 675-2225

Dr. John Kistingler, DDS  
421 Center Street  
Gonzales, CA 93926  
(408) 675-3354

**Hospital**

Mee Memorial  
300 Canal Street  
**King City, CA 93930**  
(408) 385-6000

Salinas Valley Memorial  
450 E. Romie Lane  
**Salinas, CA 93901**  
(408) 757-4333

**Library**

Gonzales Shopping Center  
851-V Fifth Street  
Gonzales, CA 93926  
(408) 675-2209

**COUNTY OF MONTEREY & STATE OFFICES**

<b>Administrative Office</b>	240 Church Street
<b>Assessor's Office</b>	Salinas, CA 93901
<b>Board of Supervisors</b>	(408) 755-5065
<b>County Clerk</b>	
<b>Economic Development</b>	
<b>Office of Emergency Services</b>	
<b>Planning &amp; Building Inspection</b>	
<b>County Recorder</b>	
<b>Parks &amp; Recreation</b>	
<b>Sheriff's Department</b>	
<b>Tax Collector</b>	
<b>Agriculture Commission</b>	120 Wilgart Way
	Salinas, CA 93901
	(408) 758-3876
<b>Animal Control</b>	710 Old Stage Road
	Salinas, CA 93908
	(408) 755-4501
<b>California Employment</b>	342 Front Street
<b>Development Department</b>	Salinas, CA 93901-3608
	(408) 422-4731
<b>Health Department</b>	1270 Natividad Road
	Salinas, CA 93906
	(408) 755-4500
<b>Housing Authority</b>	123 Rico Street
	Salinas, CA 93907
	(408) 424-2892
<b>County Library</b>	Central Office
	26 Central Avenue
	Salinas, CA 93907
	(408) 424-3244
<b>Natividad Medical Center</b>	1330 Natividad Road
	Salinas, CA 93906
	(408) 755-4111
<b>Office of Employment Training</b>	318 Cayuga Street
	Suite 209
	Salinas, CA 93901
	(408) 755-3247
<b>Public Works</b>	312 E. Alisal Street
	Salinas, CA 93901
	(408) 755-4800

**Social Services**

1322 Natividad Road  
Salinas, CA 93906  
(408) 755-4650

**Water Resources Agency**

855 E. Laurel Drive  
Salinas, CA 93905  
(408) 755-4860



## TRANSPORTATION SYSTEM

### Highway Transportation

**Streets & Highways.** Gonzales is linked to other cities in the Salinas Valley by U.S. Highway 101, which runs in a north-south direction. The City is served by interchanges located a mile north of downtown, a mile south of downtown and at Fifth Street, about a quarter-mile east of downtown. The freeway was constructed as a bypass around the City, allowing Alta Street to become a "Business Route" and removing most regional traffic from City streets. A full complement of north and southbound ramps are provided at each interchange.

Gonzales is also linked to the County roadway system via the following two-lane local roads:

- Gonzales River Road provides a connection from Alta Street west to River Road (County Route G17), which, in turn, parallels Highway 101 along the base of the Sierra de Salinas foothills.
- Johnson Canyon Road provides an extension of Fifth Street east to Iverson Road, at the base of the Gabilan Range, which connects north to Old Stage Road.
- Old Stage Road runs north from the north Alta Street interchange.

Additional unimproved County roads skirt the edge of the City, providing local access to farms and farm residences. Most of these roads intersect at right angles and are located along the edges of farm parcels.

**Bus Connections.** Greyhound offers twice-daily service from the San Francisco area to the Los Angeles area, with stops in Salinas and Soledad. The bus also stops in Gonzales - two stops northbound and two stops southbound. Monterey Peninsula Transit operates "Rides," a demand-responsive service for seniors and the disabled that offers transportation to Salinas.

**Express Parcel Delivery.** All forms of surface express-parcel delivery are available in Gonzales, including United Parcel Service, Federal Express and bus.

**Bicycles & Pedestrians.** The flat terrain and wide streets of Gonzales are very conducive to bicycle use. There is a moderate to significant amount of pedestrian and bicycle traffic along most City streets between Alta Street and Highway 101. A large part of this traffic is composed of

children and teens going to and from the parks and schools located near the geographic center of the City. There are dedicated bike lanes in the California Breeze residential subdivision. In other areas of town, the streets are generally wide enough to accommodate bike traffic without interfering with vehicle traffic.

**Area Traffic.** Traffic counts conducted in April, 1992, indicate that peak hour traffic along Alta Street ranges from about 500 to 620 vehicles per hour (VPH). This is less than half of the practical capacity of the roadway. Along Fifth Street, peak volumes range from 250 to 425 VPH west of Highway 101 to just under 500 VPH at and east of the Highway interchange. Thus, up to 80% of the practical capacity is being used west of the freeway, while less than half the practical capacity is being used east of the highway.

**Rail Transportation.** The Southern Pacific Railroad owns the freight and passenger rail line running north-south through the Salinas Valley and flanking the west side of Gonzales. Regular freight service is provided on the tracks. The tracks are also used for AMTRAK service between Los Angeles and Seattle, although the nearest station is in Salinas. The AMTRAK train runs once a day in each direction.

**Air Travel. Monterey Peninsula Airport.** The airport is located on Olmstead Road in east Monterey, off Highway 68 between Highway 1 and Highway 218, and is 35 miles from Gonzales. The airport offers both short- and long-term parking adjacent to the terminal. There are also designated parking spaces for disabled individuals at the short-term parking lot.

The airport is served by a variety of major airlines, such as Alaska Airlines, American Airlines, Northwest Airlines, Reno Air Express, Skywest Delta Connection Airlines, United and United Express.

**Salinas Municipal Airport.** This City airport is for private planes in Salinas and is approximately 18 miles from the Monterey Airport.