

November 18, 2019

Mr. Brandon Swanson  
Interim RMA Chief of Planning  
Monterey County Resource Management Agency  
1441 Schilling Place  
Salinas, California 93921

RE: Mid Valley Shopping Center Phase One Historic Assessment

Dear Mr. Swanson,

At the request of the Carmel Valley Association, Page & Turnbull has prepared a Phase One Historic Assessment in the form of Department of Parks and Recreation (DPR) 523A and 523B forms for the Mid Valley Shopping Center at 9550 Carmel Valley Road, Carmel Valley (**Appendix A**). Page & Turnbull's evaluation of the subject property finds that the Mid Valley Shopping Center is eligible for listing as an individual resource in the National Register of Historic Places (National Register) and California Register of Historical Resources (California Register). It is significant at the local level for its association with architect Olof Dahlstrand, and as a good example of the architect's work in a multi-unit commercial complex. Its period of significance is 1966-1967. In addition, the complex meets requirements for listing in the Monterey County Register of Historic Resources (Monterey County Register).

At the request of the Carmel Valley Association, Page & Turnbull also reviewed Anthony Kirk's September 18, 2019 letter report regarding the Mid Valley Shopping Center at 9550 Carmel Valley Road, Carmel Valley, Monterey County (APNs 169-234-007 and 169-234-008) (**Appendix B**). Our comments are provided in **Appendix C**.

The Mid Valley Shopping Center is not currently listed on the National Register, California Register, or Monterey County Register. The subject property is not listed in the April 5, 2012 Office of Historic Preservation (OHP) Directory of Properties in the Historic Property Data File for Monterey County, indicating that there is currently no formal evaluation on file for the address in the California Historical Resources Information System (CHRIS). Kirk's September 2019 letter report reached a finding that the Mid Valley Shopping Center is ineligible for listing in the National Register, California Register, or Monterey County Register as it lacks significance under any of the criteria for evaluation.

Page & Turnbull conducted a site visit to the subject property on October 11, 2019, to photograph and inspect the existing conditions of building exteriors and landscape elements. Additional research regarding the subject property was conducted at the University of California, Berkeley College of

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Environmental Design Archives, secondary sources regarding Monterey County architecture in the collection of Page & Turnbull, and using online databases including the UC Santa Barbara Aerial Photograph Collection, Online Archive of California, Ancestry.com, and historic California newspapers at Newspapers.com.

The following summary of the property's historic significance is excerpted from Page & Turnbull's evaluation of the its eligibility for the National Register and California Register:

The Mid Valley Shopping Center appears to be individually eligible under Criterion C/3 (Architecture) for its association with locally prominent architect, Olof Dahlstrand. The shopping center exemplifies Dahlstrand's use of form and material in a Wrightian-inspired design that respects the features of its surrounding natural environment. Though an undoubtedly commercial complex, Frank Lloyd Wright's influences can be seen in the use of naturalistic materials and dramatic roof lines echoing the surrounding hill slopes. Further, it is a unique example of the application of the architect's work to a large suburban commercial complex, with integrated vehicle parking and circulation in addition to pedestrian walkways and courtyards.

Page & Turnbull's attached DPR 523A and 523B forms for the property provide additional detail regarding existing conditions, the design and construction sequence of the complex, and context for evaluation of its historic significance. Following evaluation of the shopping center according to the criteria for listing in the National Register and California Register, Page & Turnbull provides an analysis of the shopping center's integrity and a list of its character-defining features. Based on our finding that the property is eligible for the National Register and California Register, the Mid Valley Shopping Center should be considered an historical resource for the purposes of the California Environmental Quality Act (CEQA).<sup>1</sup>

Please do not hesitate to contact Page & Turnbull with any questions regarding this evaluation at [kozakavich@page-turnbull.com](mailto:kozakavich@page-turnbull.com) or 415-593-3248.

Sincerely,



Stacy Kozakavich  
Cultural Resources Planner  
Page & Turnbull

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<sup>1</sup> California Code of Regulations Title 14, Chapter 3, Section 15064.5(a). Accessed at <http://www.parks.ca.gov/pages/1054/files/california%20code%20of%20regulations.pdf>.

Mid Valley Shopping Center, Carmel Valley [19216]

**APPENDIX A:**

**DPR 523A and 523B forms for the Mid Valley Shopping Center**

State of California — The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code \_\_\_\_\_ 3S and 3CS

Other Listings \_\_\_\_\_  
 Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 42 Resource name(s) or number (assigned by recorder) Mid Valley Shopping Center

P1. Other Identifier: N/A

\*P2. Location:  Not for Publication  Unrestricted \*a. County Monterey  
 \*b. USGS 7.5' Quad Seaside, CA Date 2018  
 \*c. Address 9550 Carmel Valley Road City Carmel Valley Zip 93924  
 \*e. Other Locational Data: Assessor's Parcel Numbers 169-234-007 and 169-234-008

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

The subject property is a one- and two-story commercial complex consisting of five commercial buildings within an approximately 6-acre parcel on the south side of Carmel Valley Road between Dorris Drive and Berwick Drive (**Figure 1**). Designed by architect Olof Dahlstrand and completed in 1967 with additions completed ca. 1977 and 1982, the one- and two-story complex was built in a modern style influenced by the work of Frank Lloyd Wright and following Dahlstrand's earlier Usonian-inspired residential designs in the San Francisco Bay Area. The complex features a complex roofline with flat and hipped roofs with deep overhangs, clad in shingles on hipped portions; roof overhangs with exposed rafters, and heavy beams; concrete piers with octagonal intaglio and exposed aggregate elements on three sides; rectilinear intaglio designs on aggregate walls; and landscaped courtyards and pathways that connect the businesses with seating and parking areas. Walls are clad with exposed aggregate, stucco, and scored plywood panels. The complex consists of five buildings, Building A through Building E, a covered walkway connecting Buildings A and C, and the associated landscaping including courtyards, pedestrian circulation areas, and parking and vehicle circulation areas.

*Building A*

Building A is an irregular rectilinear building containing the largest retail space in the complex, which was built to accommodate and is currently still occupied by a Safeway store and six smaller commercial spaces. (See Continuation Sheet, page 2)

\*P3b. Resource Attributes: (list attributes and codes) HP6: 1-3 story commercial building, HP29: Landscape Architecture

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5a. Photo

\*P5. Photo: View south toward Building A, October 11, 2019.  
 \*P6. Date Constructed/Age and Sources:  historic 1966-1982, plan drawings, historic newspaper articles.  
 \*P7. Owner and Address: The Stanley Group 2275 Winchester Blvd., Campbell, CA 95008  
 \*P8. Recorded by: Page & Turnbull, Inc. 170 Maiden Lane, 5th Floor San Francisco, CA 94108  
 \*P9. Date Recorded: 10/11/2019  
 \*P10. Survey Type: Intensive survey  
 \*P11. Report Citation: None

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (list)

\*P3a. Description (cont'd):

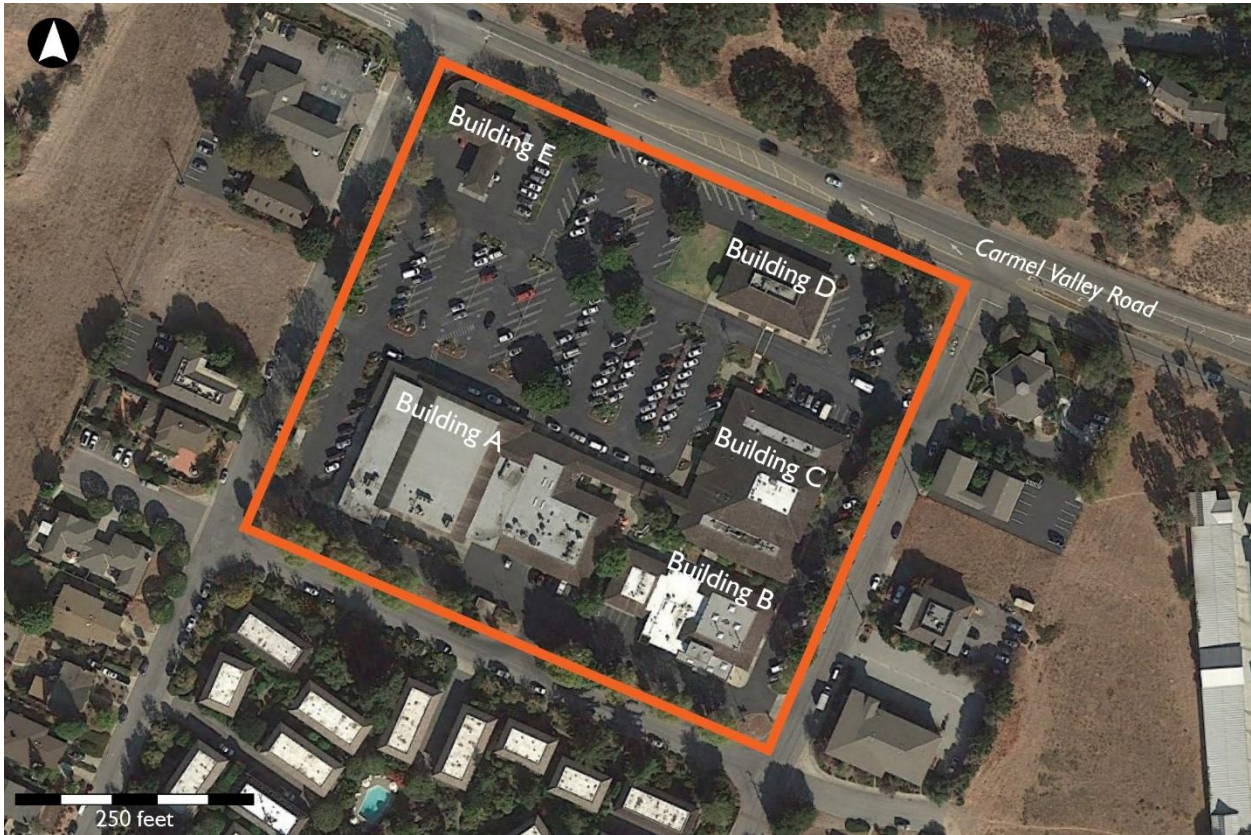


Figure 1. Mid Valley Shopping Center Building Locations. Source: Google Earth, 2019, edited by Page & Turnbull.

Building A is a large one- and two-story commercial building with a roughly rectangular footprint consisting of the largest retail space at the northwest, and smaller rectangular commercial spaces at the southeast side. The building is aligned at the rear of the property, with its long axis parallel to Carmel Valley Road. The primary façade of the Safeway store consists of expansive fixed aluminum-frame glazing set beneath the deeply overhanging shingle-clad roof (**Figure 2**). Hipped awnings clad in shingles intersect the eaves of the primary roofline at each side of the primary façade, and are supported by concrete piers.

The two storefronts to the southeast of Safeway have been modernized within recent decades, featuring a series of rectangular and square, wood-frame windows set between stucco-clad pilasters with wood-detailed capitals and trim (**Figure 3**). Storefronts at the recessed east portion of the northeast facade and the southeast façade of Building A feature full-height wood- and aluminum-frame glazing and glazed metal doors (**Figure 4**).

The high one-story northwest and southwest façades of the Safeway portion of Building A overlook a parking and freight loading area respectively. The hipped awning extends around the northwest corner of the building, and the façades feature exposed aggregate with an rectilinear intaglio design and flat, smooth pilaster-like details at regular intervals (**Figure 5 and Figure 6**). The lower hipped roof with deep overhang and concrete piers with exposed aggregate and intaglio extend across the southeast façade of Building A, which overlooks a passage between the courtyard and rear loading dock area (**Figure 7 and Figure 8**).



Figure 2. Building A, northeast façade of Safeway store, view southwest.



Figure 3. Building A, Two storefronts to immediate southeast of Safeway, view southwest.



Figure 4. Building A, northeast façade of southeast wing, view southwest. The edge of the covered walkway is visible at the upper right.



Figure 5. Building A, northwest façade and western portion of southwest façade, view northeast. Note intaglio wrapping around to rear of building.



Figure 6. Building A, central portion of southwest façade, including Safeway loading dock, view northwest.



Figure 7. Building A, southeast portion of southwest façade, rear of stores to southeast of Safeway, view northeast.





Figure 8. Building A, view northeast across southeast façade.

#### *Building B*

The one- and two-story Building B of the shopping center is smaller than the adjacent Buildings A and C, and is set at the rear, southeast corner of the parcel at the northwest corner of Berwick Drive and Center Street. It has a composite rectangular footprint, and is aligned with its long axis parallel to Carmel Valley Road. The storefronts primarily face the northeast. Building B consists of three segments constructed later than the adjacent Buildings A and C, and includes two rectangular hipped-roof portions connected by an L-shaped flat-roofed portion wrapping around the southwest façade of the southeast hipped-roof section. In contrast to Building A and Building C, the hipped-roof portions of Building B feature shallower roof overhangs, enclosed eaves, and widely-spaced, simple wood posts rather than concrete piers. The flat-roofed portion is different in character from other buildings in the Mid Valley Shopping Center, with narrow rectangular and ribbon windows and applied wood detail emphasizing the horizontality of its design.

The northwest, hipped-roof portion of Building B consists of storefronts with metal-frame glazing, featuring louvered upper lights at some locations, opaque panel kickplates, and glazed metal doors. The northeast-facing storefront of the central portion of Building B features similar glazing to that used throughout the building (**Figure 9**). Stucco-clad panels are ornamented with rectangular patterns of applied wood trim. Plywood panels are also used at some locations (**Figure 10 and Figure 11**). The flat-roofed one- and two-story central portion of Building B is primarily visible on the rear, southwest façade of the building. It features flat, cantilevered awnings at the first and second stories, narrow rectangular and rectangular ribbons of metal-frame windows. The stucco cladding features a rectilinear pattern of applied wood trim (**Figure 12**). The northeast-facing storefront of the central portion of Building B features similar glazing to that used throughout the building. The southeast, hipped-roof portion of the building features similar storefront glazing to the northwest portion of Building B, with scored plywood panel cladding and stucco segments between the storefronts (**Figure 13**).



Figure 9. Building B, western portion of northeast façade, overlooking courtyard, view southwest.



Figure 10. Building B, northwest façade, view southeast.



Figure 11. Building B, west portion of southwest façade, view northeast.



Figure 12. Building B, east portion of southwest façade and southeast façade, view north.



Figure 13. Building B, east portion of southeast façade and northeast façades, view west.

#### *Building C*

The one- and two-story Building C is located to the northeast of Building B, adjacent to Berwick Drive. It has a rectangular footprint with its long axis parallel to Berwick and Dorris Drives, set at a right angle to Buildings A and B. Like Building A, Building C has a symmetrically stepped, hipped and flat roof clad on its hipped portions with shingles (**Figure 14**). Deep roof overhangs and awnings feature exposed rafters and beams, and are supported by concrete posts of the same character as those at Building A. Storefronts are present on all facades of the building, and typically feature full-height fixed, rectangular metal- and wood-frame glazing with opaque panel kickplates and glazed metal doors. Louvered upper lites are present at some locations (**Figure 15 through Figure 20**). There is some variety in the configuration and materials of openings associated with the Building C storefronts, indicating incremental alterations made by various tenants. A cross-gable canopy within the roof overhang is roughly centered on the northwest façade over the entrance to the largest, two-story commercial space within the building. This entrance features an ornamental wood truss within the gable, and square and rectangular wood-frame storefront windows and doors similar in character to those to the southeast of the Safeway store in Building A (**Figure 15**). The central, two-story portion of the southeast (rear) façade of Building C lacks a hipped awning at the first story, and features a similar intaglio design to that employed on the northwest and southwest façades of Building A (**Figure 18**).

A covered walkway with a narrow, shingle-clad gabled roof connects the southwest corner of Building C to the northeast corner of Building A. It features heavy exposed rafters and beams, and is supported by concrete piers of the same style as present at Buildings A and C.



Figure 14. Building C, northwest façade, view south.



Figure 15. Building C, south portion of northwest façade, view southeast. Covered walkway attaches to Building C roof at right.



Figure 16. Storefronts at southwest end of Building C, view northeast.



Figure 17. Building C southwest façade, view southeast.



Figure 18. Building C, south portion of southeast façade, view west.



Figure 19. Building C, southeast and northeast façades, view southwest.



Figure 20. Building C, northeast façade, view southeast.

*Building D*

Located at the northeast side of the complex, Building D is a one-story building located adjacent to Carmel Valley Road, separated from Buildings A, B, and C by a large parking lot. It has a rectangular footprint, and is aligned with its long axis parallel to Carmel Valley Road. Building D is capped by a shingle-clad hipped roof with enclosed, overhanging eaves. A rectangular wood parapet at the center of the roof features an applied running band of diamond shapes. The primary entrance to Building B is located within the southeast façade, which features a concrete and exposed aggregate wall at its south end, full-height metal frame glazing with a glazed metal door slightly to the left of center, and stucco cladding with wood trim applied in a rectangular pattern at its north end (**Figure 21**). The northeast façade overlooks a driveway, and is stucco-clad with rectangular-patterned applied wood trim (**Figure 22**). Much of the façade is currently obscured by hedges planted near the building's foundation. A glazed metal double door is located near the west side of the northeast façade. The northwest corner of the building is dominated by a large, rectangular concrete block that intersects and rises above the roofline, featuring concrete, exposed aggregate, and a simple intaglio design on its northeast- and northwest-facing side. The southern portion of the northwest façade is similar in character to the northeast façade, with stucco cladding and applied wood trim (**Figure 23**). The southwest façade features seven evenly spaced concrete pilasters with an exposed aggregate and intaglio design on three sides matching that used on piers at Buildings A and C (**Figure 24**). The west portion of the façade features the applied rectangular pattern of wood trim typical of the northwest and northeast facades. The east portion of the southwest façade includes fixed rectangular metal-frame windows that have been painted with opaque paint. A single, glazed metal door is centered in the southwest façade.





Figure 21. Building D, southeast and northeast façades, view southwest.



Figure 22. Building D, northeast façade, view southeast.



Figure 23. Building D, northwest façade, view southeast.



Figure 24. Building D, southwest façade, view east.

*Building E*

Like Building D, Building E is separated from the other buildings across the large central parking area. It is an automotive service station, located at the northwest corner of the complex, near the intersection of Dorris Drive and Carmel Valley Road. The small, single-story building has a rectangular plan with a long rectangular canopy supported by wood posts extending as a cross gable from the eastern portion of the hipped roof along its southwest façade (**Figure 25**). The roof has a deep overhang and enclosed eaves, supported on the southeast façade by wood posts set in a rectangular concrete and exposed aggregate planter. The primary, southwest façade includes a storefront portion at its east half, with fixed, wood-frame glazing wrapping around to the southeast façade and a partially glazed wood entrance door. The lower portion of the façade is clad with exposed aggregate that has been painted. To the left (west) of the storefront, two glazed roll-up utility doors access the vehicle service area (**Figure 26**). At the northwest façade, the lower aggregate-clad portion of the building is stepped out from the façade to provide a planter. The northwest and northeast façades include fixed rectangular wood-frame windows (partially obscured on the northwest façade) and stucco cladding with a rectangular pattern of wood trim similar to that present on Buildings B and D (**Figure 27**). The southeast façade is partially obscured by a wood-fenced trash enclosure at the building's northeast corner. Two unglazed entrances on this façade, set beneath large louvered metal panels and to either side of a stucco panel with a rectangle of wood trim, appear to access restroom or office portions of the service station (**Figure 28**). A metal mechanical enclosure is located on the southeast facing roof slope.



Figure 25. Building E, southwest and southeast façades, view northwest.



Figure 26. Building E, roll-up doors at west side of southwest façade, view northeast.



Figure 27. Building E, northwest and northeast façades, view southeast.



Figure 28. Building E, southeast façade, view northwest.

#### *Site Features*

The five buildings at the Mid Valley Shopping Center are set within a discrete block with parking and pedestrian areas. The open central portion of the property, as well as narrow rectangular open areas at the perimeter of the property, are defined as parking areas by pavement striping and bookended by oval planted beds surrounded by low concrete curbs. The southwest portion of the site is devoted to delivery areas for the Safeway store and secondary entrances to businesses in Buildings A and B.

A rectangular lawn extends to the northwest of Building D. A large, central seating area featuring a two-level patio finished with smooth scored concrete, aggregate, and decomposed granite is located in the open space between Buildings A, B, and C, separated from the parking area by a covered walkway supported by concrete piers with exposed aggregate on three sides (**Figure 29 through Figure 31**). The open space includes wide, central steps between the two patio levels, and an irregular, curved lawn area with a linear stone feature. A second, smaller seating area consisting of a concrete and aggregate patio with curved planted beds is located at the northwest corner of Building C. Smaller planted beds are located at various locations along the pedestrian walkways of Buildings A, B, and C. Segments of each building feature hedges planted adjacent to the building façades. Beds with mature trees line the property boundaries on all four sides of the block.



Figure 29. Courtyard between Buildings A, B, and C, view northwest toward covered walkway.



Figure 30. Courtyard between Buildings A, B, and C, view east toward Building C.



Figure 31. Covered walkway between Buildings A and C, view southeast.

**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*Resource Name or # Mid Valley Shopping Center

- B1. Historic name: Mid Valley Shopping Center / Carmel Valley Shopping Center
- B2. Common name: N/A
- B3. Original Use: Commercial
- B4. Present use: Commercial

\*B5. Architectural Style: Wrightian-inspired modern commercial

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
The Mid Valley Shopping Center was developed beginning in 1965 by the Porter-Marquard Realty company of Carmel Valley, to occupy what was at the time an empty lot adjacent to Carmel Valley Road. Architect Olof Dahlstrand produced drawings for the proposed shopping center as early as the spring of 1965, showing various possible designs for the multi-building commercial center. These drawings are currently held in the Olof Dahlstrand Collection of the University of California College of Environmental Design Archives (CED). An April 1965 sketch of the theatre entrance and pedestrian walkway (**Figure 32**) suggests that these aspects of Buildings A and C were more fully realized than some other portions of the proposed plan, such as a hipped awning extending much of the length of the northwest façade of Safeway and parapets at the edge of the flat central roof portions of Buildings A and C shown on June 1965 drawings (**Figure 33**). Dahlstrand's drawings for the Crocker-Citizens National Bank (Building D) include a November 1965 option that was not selected by the developer (**Figure 34**), as well as a January 1966 version more similar to what was built the following year (**Figure 35**). (See Continuation Sheet, page 22)

\*B7. Moved?  No  Yes  Unknown Date: N/A Original Location: N/A

\*B8. Related Features: Landscape architecture, Parking lot

B9a. Architect: Olof Dahlstrand b. Builder: Unknown

\*B10. Significance: Theme Modern Commercial Architecture Area Monterey Bay Region Period of Significance 1966-1967  
Property Type HP6: 1-3 story commercial building Applicable Criteria: C/3

*Carmel Valley*

Members of the Rumsen group of Ohlone people occupied the Carmel Valley prior to European settlement of the region. Agricultural use of the valley lands by European colonists began following the 1770 establishment of the Presidio of Monterey and Mission San Carlos Borromeo, and the mission's 1771 move to the Mission San Carlos Borromeo del Rio Carmelo. During operation of the mission, a predominantly Native American work force raised crops and maintained livestock within the mission's vast land holdings. With the beginning of Mexican rule of Alta California and secularization of the missions in the first three decades of the nineteenth century, agricultural lands were divided into vast grants to prominent Mexican families. The subject parcel was located in what is known as the James Meadows tract, granted in 1859.

The character of Carmel Valley was predominantly agricultural until the early decades of the twentieth century, when subdivision of the larger land parcels and residential settlement brought commercial development and road improvement along Carmel Valley Road. (See Continuation Sheet, page 31)

B11. Additional Resource Attributes: HP 29. Landscape Architecture

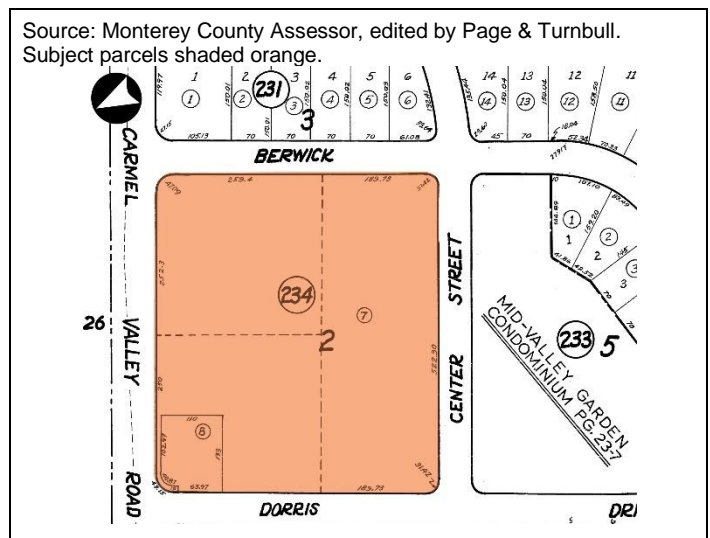
\*B12. References: See footnotes

B13. Remarks: N/A

\*B14. Evaluator: Page & Turnbull, Inc.

\*Date of Evaluation: November 18, 2019

(This space reserved for official comments.)





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\*Recorded by Page & Turnbull, Inc.

Resource Name or # Mid Valley Shopping Center  
\*Date November 18, 2019  Continuation  Update

**\*B6. Construction History (Continued):**



Figure 32. April 1965 drawing by Olof Dahlstrand of the proposed covered walkway and theater entrance (Building C). Source: CED.

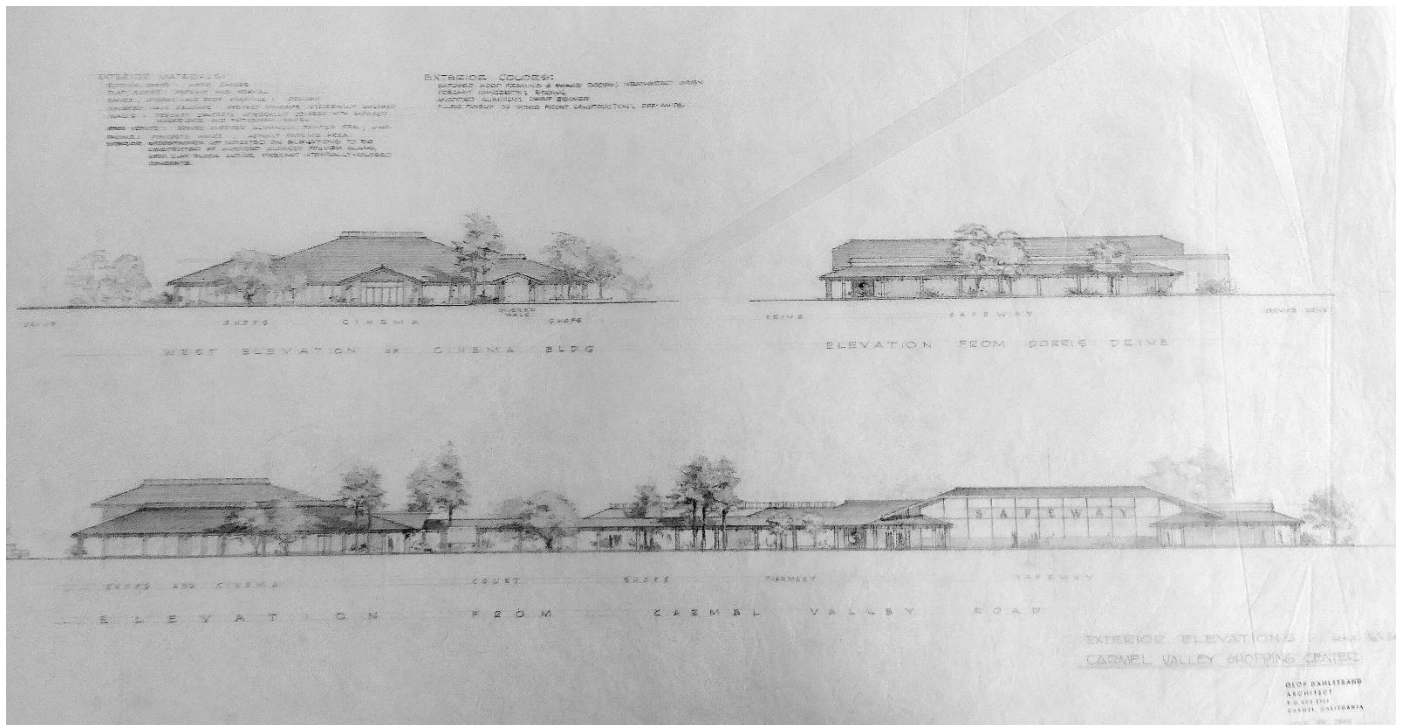


Figure 33. June 1965 elevations by Olof Dahlstrand of the proposed Mid Valley Shopping Center Buildings A and C. Source: CED.

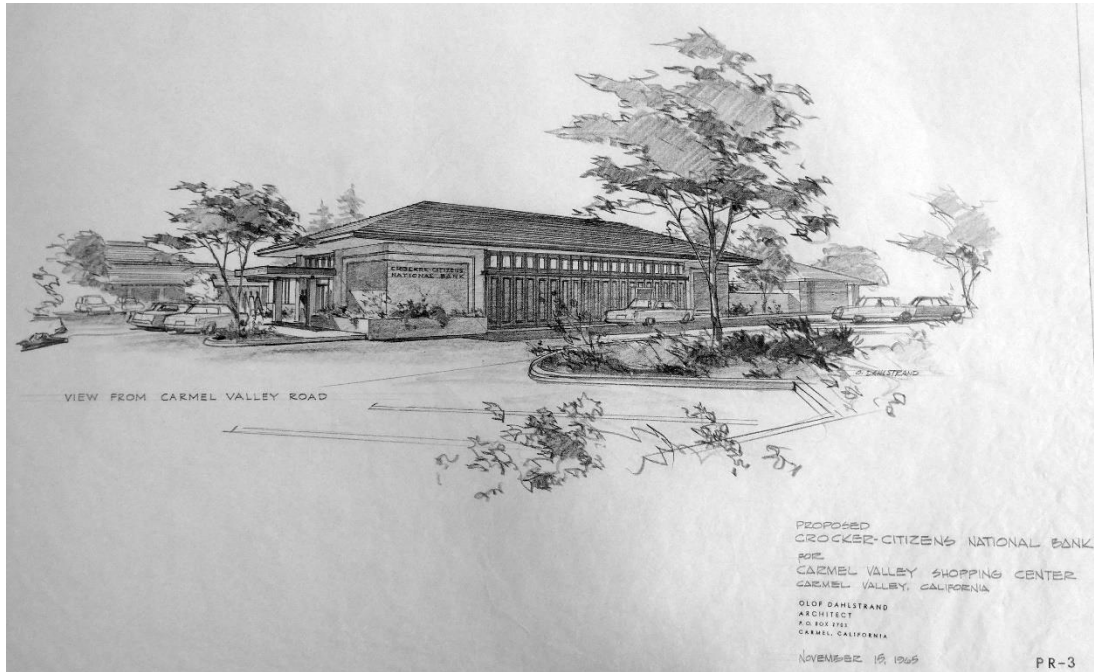


Figure 34. Proposed design for the Crocker-Citizens National Bank, drawn November 1965 by Olof Dahlstrand. This design was not constructed. Source: CED.

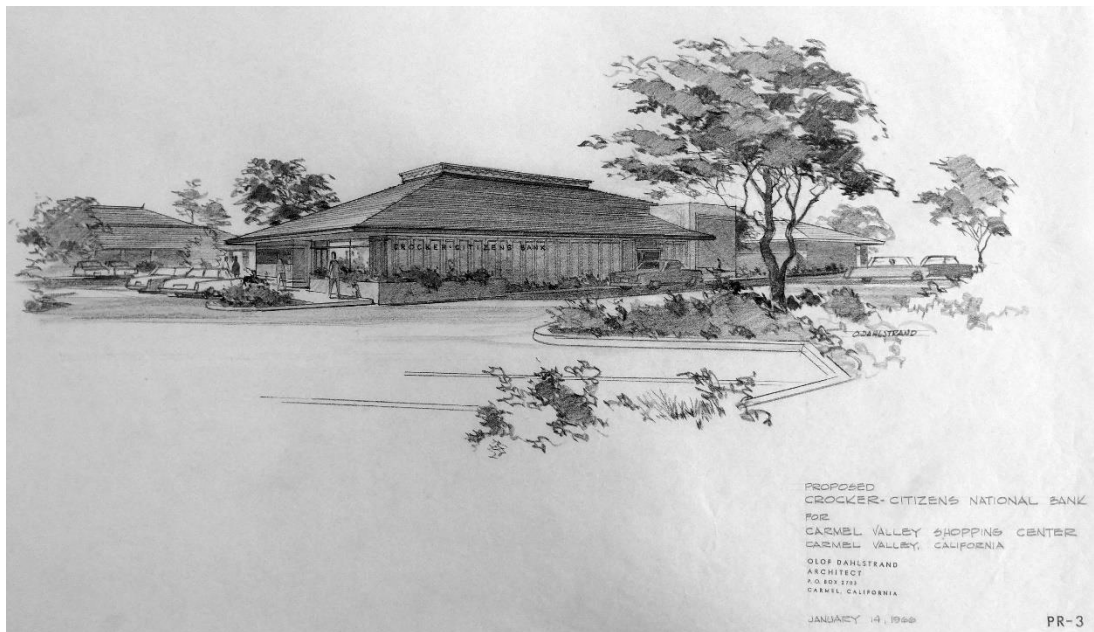


Figure 35. Proposed design for the Crocker-Citizens National Bank, drawn January 1966 by Olof Dahlstrand. This design resembles the bank as it was built in 1966.

The 1965 elevation drawings for Buildings A and C include Dahlstrand's notes on proposed exterior materials and colors as follows:

Exterior materials:

- Sloping roofs: wood shingles
- Flat roofs: asphalt and gravel
- Eaves, covered walk roof framing: redwood
- Covered walk columns: precast concrete, integrally colored
- Walls: Precast concrete, integrally colored with exposed aggregate and patterned finish
- Store fronts: Bronze anodized aluminum, painted steel, wood
- Paving: Concrete walks; asphalt paving area
- Exterior storefronts not indicated on elevations to be constructed of anodized aluminum frames, glass, wood, clay block and/or precast integrally colored concrete.

Exterior colors:

- Exposed wood framing and shingle roofs: Weathered grey
- Precast concrete: brown
- Anodized aluminum: deep bronze
- Filler panels on store front construction: off-white

A 1971 aerial photograph of the area shows that in that year, Buildings A, C, D, and E and the covered walkway between Buildings A and C had been constructed in their current locations (**Figure 36**). The configuration of the parking areas, planting beds within the parking lots, pedestrian crossing and lawn adjacent to Building D appear to have been very similar, if not identical, to today's configuration. The greatest difference between the 1971 photograph and today's shopping center is at the southeast corner, where the area now occupied by Building B, and the eastern portion of the courtyard between Buildings A, B, and C appears to have been a large lawn in 1971.



Figure 36. 1971 aerial photograph of Mid Valley Shopping Center. Source: Western Aerial Contractors, Inc., Flight ABG-1971, Frame 1mm-62. Collection of UC Santa Barbara Library, edited by Page & Turnbull.

Four photographs taken in about 1974 show the primary façade of the Safeway store in Building A (**Figure 37**), the southeast (rear) façade of what was then the Valley Cinema and shops in Building C (**Figure 38**), the northwest and northeast façades of what was then the Crocker-Citizens National Bank, Building D (**Figure 39**), and the covered walkway between Buildings A and C (**Figure 40**).



Figure 37. Building A, ca. 1974, view southeast.



Figure 38. Building C, ca. 1974, view north.

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

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\*Recorded by Page & Turnbull, Inc.

Resource Name or # Mid Valley Shopping Center  
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Figure 39. Building D, ca. 1974, view southeast.



Figure 40. Covered walkway between Buildings A and C, ca. 1974, view northwest.

Dahlstrand's 1976 and 1981 perspective drawings of the proposed Building B and Building B expansion are very similar to the extant building, suggesting that this architect was also responsible for the design of these later elements of the shopping center, as well as the design of the courtyard between Buildings A, B, and C (**Figure 41 through Figure 43**). Similarly, a ca. 1976-1981 oblique aerial view drawn by Dahlstrand shows the building configurations, overall style, and landscape features (**Figure 44**). If the landscaped courtyard between Buildings A, B, and C was built as depicted in Figure 42, the accessibility ramp required removal of a portion of the original staircase between patio levels.



Figure 41. 1976 drawing by Olof Dahlstrand, depicting proposed design of Building B, looking north across southwest and southeast façades. Source: CED.

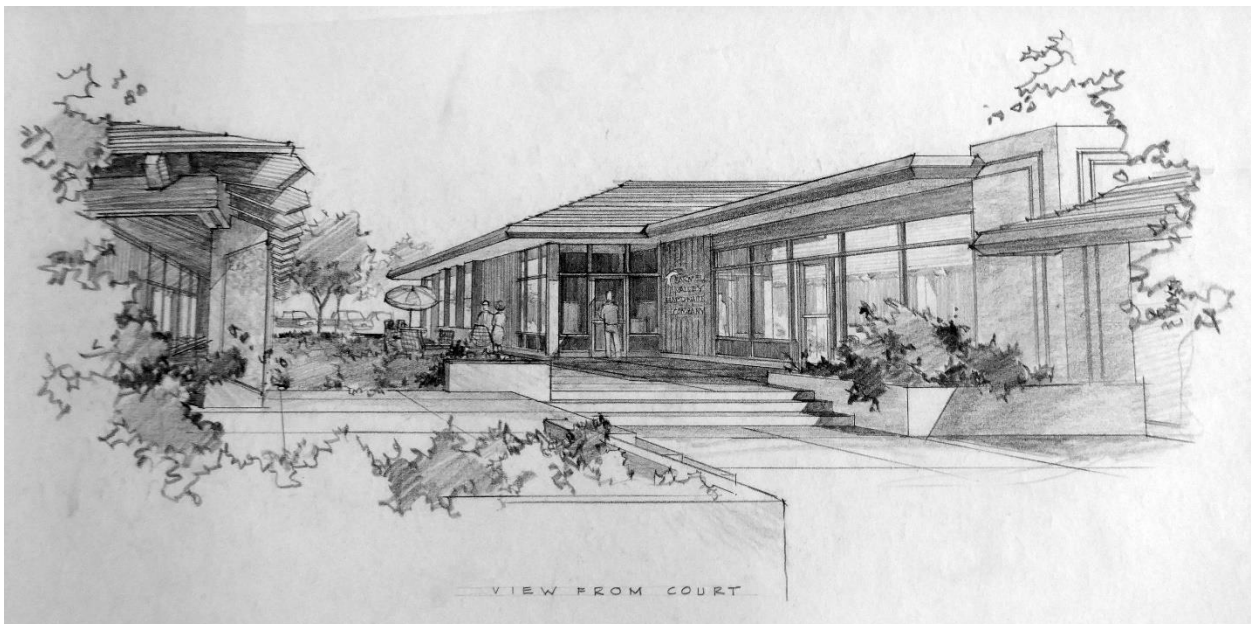


Figure 42. 1976 drawing by Olof Dahlstrand, depicting proposed design of Building B, looking southeast across northwest façade. Building C is at the left. Source: CED.

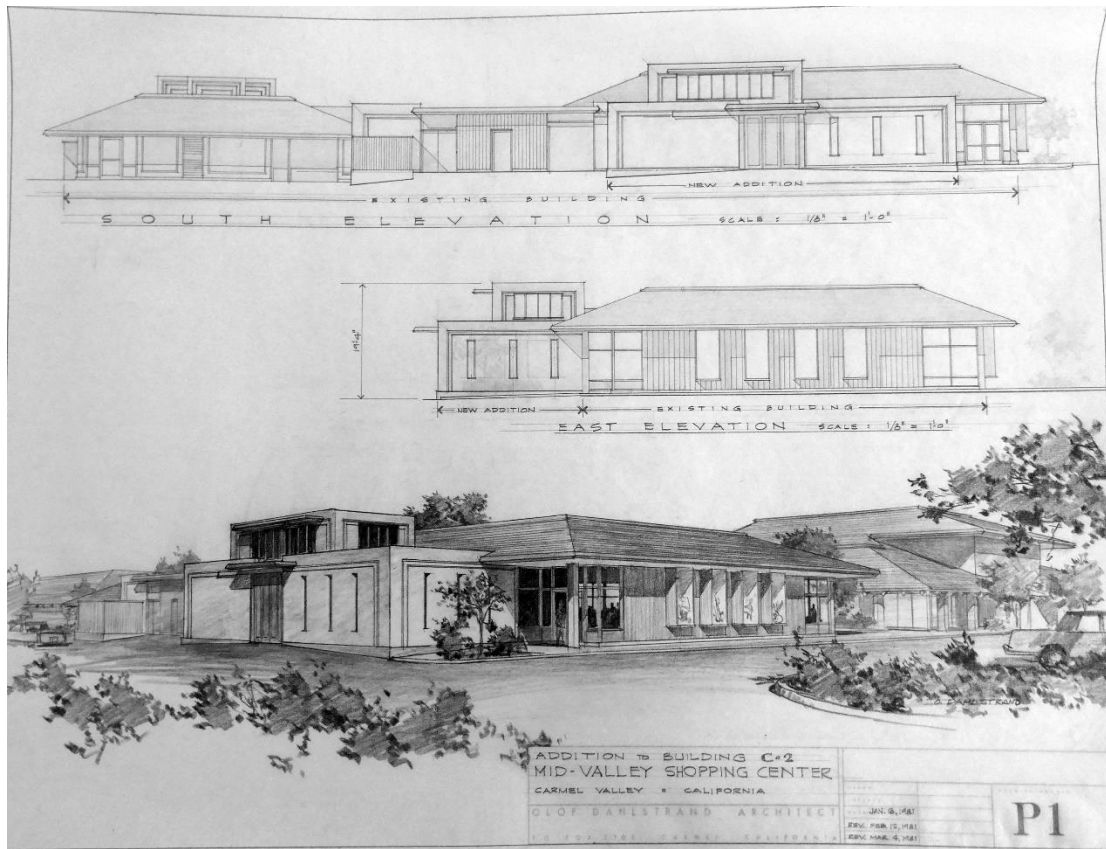


Figure 43. 1981 elevation and perspective drawings by Olof Dahlstrand, depicting proposed addition to Building B. Perspective drawing looks north across southwest and southeast façades. Source: CED.

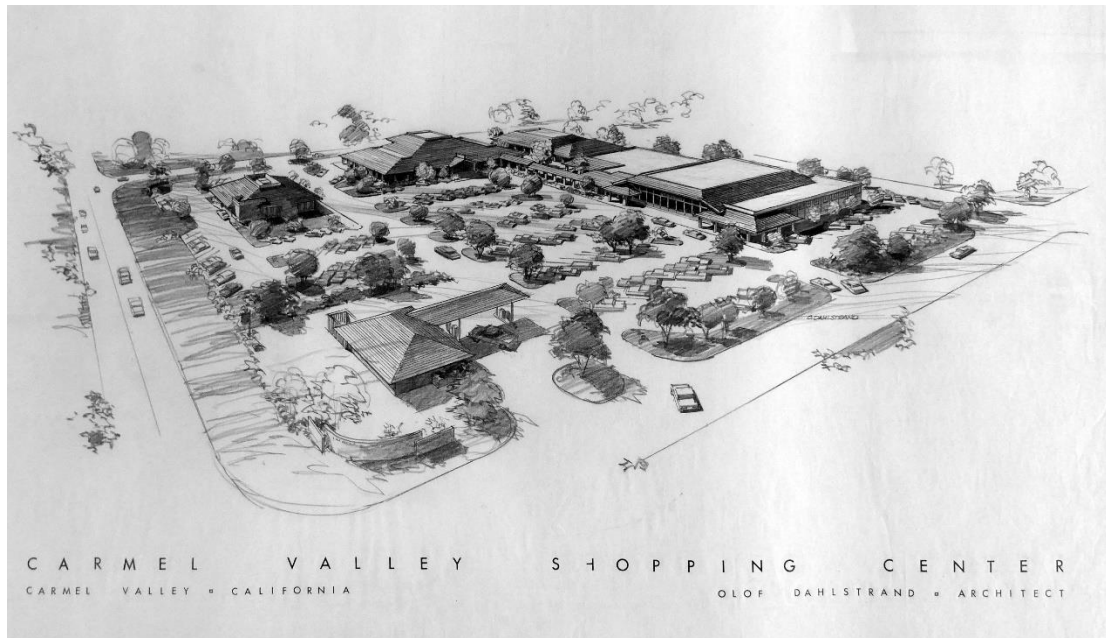


Figure 44. Undated drawing by Olof Dahlstrand, providing an oblique aerial view of the Mid Valley Shopping Center. The appearance of Building B, without the two-story addition, suggests that the drawing was produced between 1976 and 1981. Source: CED.

**State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
CONTINUATION SHEET**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

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Resource Name or # Mid Valley Shopping Center

\*Recorded by Page & Turnbull, Inc.

\*Date November 18, 2019  Continuation  Update

Building and planning permit records on file with the County of Monterey for the years 1987-2016 suggest that alterations from that time onward consisted primarily of interior tenant improvements to different stores. Table 1 lists building permit descriptions maintained by the County of Monterey for the parcel occupied by Buildings A through D of the shopping center. Plumbing and electrical permits have not been included.

**Table 1. Building Permits, Mid Valley Shopping Center, 1987-2016.**

Date	Permit No.	Contractor	Work Description
04/08/1987	ZA02778	Not listed	(Planning) On-site sign
08/12/1993	ZA04496	Not listed	(Planning) Commercial building addition.
08/17/1993	ZA93024	Not listed	(Planning) Use permit to convert existing theater into retail/office space; design approval
08/23/1993	DA92356	Not listed	(Planning) Entry door
03/18/1994	DA94007	Not listed	(Planning) Tenant improvements and sign
10/19/1994	DA94256	Not listed	(Planning) New store fronts
03/25/1997	DA970093	Lee Beardall	(Planning) Site improvements; trellis, enhanced entryway, enclosures; materials of redwood (trellis), teak (benches), and painted steel (enclosures) to match existing improvements
05/09/1997	DA970162	Sarjit Dhaliwal	(Planning) Allow non-illuminated enlargement extension of an existing building sign for Safeway store
02/24/1999	DA990063	Not listed	(Planning) Design Approval for construction of a six foot tall 11' x 11.75' tan color wood fence to enclose garbage containers at existing shopping center
07/16/1999	BP992114	Not listed	Retail space Type V-N-tenant improv.(2975)
07/24/2000	BP001934	Not listed.	Tenant Improvement Remodel for Interior
12/26/2000	BP003448	Not listed.	Tenant Improvement for B Occupancy Shop (500)
11/05/2001	BP012864	Buck & De Leon Construction, Inc.	Interior remodel
01/02/2002	BP020005	Salinas Steel Builders, Inc.	Tenant improvement to mini storage(8335)
02/11/2002	BP020323	Buck & De Leon Construction, Inc.	Interior changes(1240)
10/15/2002	BP022565	Alliance Roofing Company, Inc.	Reroof COMM(1530)Bur & Shake/white natural
05/28/2003	BP031353	Keehn Construction, Inc.	Tenant improvement-install non-load bearing wall, new flooring, int. Paint & replace elect wiring & service box 220 amps
10/13/2003	BP032717	Lang's Roofing	Re-roof comm bldg (animal hosp, video shop) - tear off t&g, replace with same (1130)
09/21/2004	BP042578	Alliance Roofing Company, Inc.	Reroof two buildings at shopping ctr w/same material.
07/07/2006	BP061660	Alliance Roofing Company, Inc.	Re-roof 9,741 sq.ft. Commercial bldg - remove and replace the existing roof with similar materials, class a built up, class a shakes. Cross street: Berwick
04/17/2007	BP070920	Michael Bryant	Interior tenant improvement: interior remodel of existing Safeway. The remodel consists of some fixture replacement and relocation. A few walls are to be demolished, none of these walls are structural load bearing. Overall decor will be updated. No building area added. Cross street: Carmel Valley Rd
05/16/2007	BP071173	Pacific Neon	Replacement of existing Safeway canel letters.
07/16/2007	BP071720	Alliance Roofing Company, Inc.	Reroof 20,000 square foot commercial building remove existing shake and replace with class a fire shake. Cross street: Dorris Road
07/06/2009	BP090989	John L. Bosio	Remodel the East portion of Existing 'Building 2' at the Mid Valley Shopping Center. The Project is to partition an existing currently vacant 5,419 s.f. Hardware Store into two (2) new retail spaces. Spaces (referred to as Spaces A & B). Space A will be 3,177 s.f. and Space B will be 2,242 s.f.. Space B will have one Bathroom, whereas Space A will not have a Bathroom under this permit, but shall be plumbed so that a future Tenant Improvement can provide for Bathrooms as necessary. CROSS STREET: BERWICK DR Revision submitted 06/16/2010.
11/09/2009	BP091845	Alliance roofing company.	Re-roof 4,398 square foot a portion of the existing two commercial buildings - remove and replace the existing built up roof, class a thermo plastic membrane roof .9lb s/f. Cross street: Dorris



**State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
CONTINUATION SHEET**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

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Resource Name or # Mid Valley Shopping Center

\*Recorded by Page & Turnbull, Inc.

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12/08/2010	10CP02067	Kettle Construction, Inc.	Interior non-structural tenant improvement of 1,340 sq ft to existing commercial space.
04/18/2011	11CP00506	Salinas Steel Builders	Remodel building number 3 at Mid Valley Shopping Center. The project proposes partitioning spaces 318 & 319. The work involves closing (2) existing openings 13 LF and dividing space of 1,579 sq ft to (2) separate spaces (1) at 1,000 sq ft and the other 576 sq ft. Note to Inspector: Verify ADA compliance as documented by the Architect on the Hardship Form attached to the approved plan sets.
09/15/2011	11CP01363	KRW Enterprises	790 sf tenant improvement for pharmacy waiting area. 1/12/12 Revision I: Plumbing revision and minor change of pharmacy layout.
06/08/2012	12CP00981	Salinas Steel Builders	Repair due to fire-damage of framing, electrical, roof framing, roofing material and construction of new 1 hr fire rated wall dividing tenant space.
07/24/2012	12CP01203	Richards Construction	Tenant Improvement to (e) building 3 at Mid Valley Shopping Center. The intent is to connect two spaces in order to expand (e) Ioli's Pizzeria (space 307) space connected is 306.
02/14/2013	13CP00260	ACG Construction, Inc.	Tenant Improvement remove shelving and construction of a 60 sq ft consulting room within existing footprint of Safeway pharmacy area.
02/19/2013	13CP00281	James Vocelka, Ability Venture, Inc.	Relocate (e) bathroom door and enlarge to meet accessibility, close (e) door to existing lease space next door. Construction (n) walls per plan. No changes to building enclosure or lighting, mechanical.
04/16/2013	13CP00693	Sage Building Solutions, Inc.	Demo existing partition walls, install new drywall at interior, and new accessible unisex bathroom in preparation for new tenant space (same occupancy). No exterior changes.
11/14/2013	13CP02064	3W Builders, Inc.	Add ceiling to existing 106 sq. ft. office to include 2 x 6 ceiling joists, insulation and 1/2" thick gypsum board. Also, modification of sprinkler head.
02/26/2015	15CP00493	Cianciarulo Construction Inc.	Commercial tenant improvement consists of taking out 6 interior nonbearing walls, remove existing 3 glass doors and replace with new 3 glass windows. Remodel the existing bathroom and demo the other existing bathroom approx. 1500 square feet remodel area.
04/03/2015	15CP00860	Not listed	Initial demolition for future tenant improvement under 15CP00493 to be limited to removal of electrical wire, conduit and fixtures. Removal of other materials will be done once a hazardous materials survey has been done and submitted to MBUAPCD.
08/24/2016	16CP02434	Salinas Steel Builders	"Lease space 308 interior remodel in preparation for future tenant improvement: 1. Accessible upgrades: two entrance doors to be accessible, adding accessible parking sign, new lighting exit ways, and upgrade alarm system to comply with current codes. 2. Remove existing interior partition wall approximately 7 foot height."
10/17/2016	16CP02994	Draper Construction, Inc.	"Tenant Improvement for existing 1253 sq. ft. for dental office use. Suite #: 108"

Though not specified in permits or drawings, several additional minor alterations are evident in comparison of the complex with historic photos. These include:

- Addition of an ornamental truss and renovation of business entrance within the open cross gable at the northwest façade of Building C.
- Conversion of drive-through teller window at northeast façade of Building D to double-leaf glazed door.
- Painting of large, fixed rectangular windows at east side of southwest façade of Building D;
- Removal of gas pumps at automotive service station;
- Installation of wood panels partially obscuring windows at northwest façade of Building E;
- Painting in incompatible color (white) of concrete and aggregate piers and rafters at Building C and the covered walkway between Building A and Building C;
- Removal of a section of roofing from a portion of the southeast façade of Building A.

**\*B. 10 Significance (Continued):**

As late as 1956, the location of the subject property and its immediate surroundings, between the Carmel River to the south and Carmel Valley Road to the north, was entirely agricultural (**Figure 45**). By the early 1960s, residential subdivision of the area was evident in the construction of Dorris and Berwick drives and Center Street, circumscribing the still undeveloped block (**Figure 46**). A few single-family homes completed along Berwick Drive by 1961, to the south of the subject property, heralded the development that would occur in the following two decades. By 1967, the County's Planning Commission was careful in overseeing development of the growing commercial enclave. In 1967, the new Valley Cinema ran afoul of the Commission when its reader board (which wasn't attached to the building itself) failed to conform to zoning regulations that total sign area be limited to 30 square feet. <sup>1</sup>

The open area to the southwest of the Mid Valley Shopping Center that is visible in the 1971 aerial photograph was, within two years, the site of the Mid Valley Gardens apartment complex developed by Porter-Marquard, the company who also developed the shopping center (**Figure 47**).

In the two decades following World War II, the rapid expansion of automobile ownership and suburban residential development brought the shopping center to the fore of American consumer development. While not early in the development of this type of commercial center, with its large parking areas and drive-through banking window, the Mid Valley Shopping Center epitomized the mid-century shopping destination reached by private automobile.

*Mid-Century Shopping Centers*

In the two decades following World War II, the rapid expansion of automobile ownership and suburban residential development brought the shopping center to the fore of American consumer development. Rather than growing around an older town center or transportation route, as was the case with urban central business districts, suburban shopping centers were entirely planned developments within which vehicle access and parking were central to the design.



Figure 45. 1956 aerial photograph, with area of the Mid Valley Shopping Center outlined in orange. Source: Aero Service Corp., Flight ABG-1956, Frame 4r-182. Collection of UC Santa Barbara Library, edited by Page & Turnbull.

<sup>1</sup> *Salinas Californian*, January 26, 1967, 19.



Figure 46. 1961 aerial photograph, with area of the Mid Valley Shopping Center outlined in orange. Source: Mark Hurd Aerial Surveys, Flight HA-LG, Frame 14. Collection of UC Santa Barbara Library, edited by Page & Turnbull.



Figure 47. 1971 aerial photograph, with area of the Mid Valley Shopping Center outlined in orange. Source: Western Aerial Contractors, Inc., Flight ABG-1971, Frame 1mm-62. Collection of UC Santa Barbara Library, edited by Page & Turnbull

*Mid-Century Shopping Centers (cont'd):*

A 1954 American Society of Planning Officials information report defines a shopping center as:

"[...] a group of retail stores planned and designed for the site on which they are built, located away from the central business district, to serve the shopping needs of new suburban and fringe growth. Every shopping center that we know of has a supermarket (a large retail grocery) in it, and the supermarket is either the largest traffic generator of the shopping center, or is secondary only to a department store in the center."<sup>2</sup>

The Mid Valley Center was not built early in the development of this type of commercial center, and not the first suburban shopping development in Carmel Valley – predated by more than a decade by the Airway Village and Valley Center developments approximately six miles to the southeast. The Mid Valley Shopping Center epitomized the mid-century shopping destination reached by private automobile. with its large parking areas and drive-through banking window

*Architect Olof Dahlstrand*

Born in Wisconsin in 1916 and educated at Cornell University, Olof Dahlstrand was influenced early in his career by the work of Frank Lloyd Wright, particularly the Usonian house concepts that attempted to bring the architect's vision and principles to homes accessible to middle-income American families. Dahlstrand moved to the East Bay of the San Francisco Bay Area in 1948. In his first years in California, Dahlstrand contributed to the architectural practices of Fred and Lois Langhorst and Skidmore, Owings & Merrill.

Dahlstrand's own early designs produced six houses in the East Bay cities of Orinda, Lafayette, Walnut Creek, Berkeley, and Point Richmond that were designed carefully in response to the clients' needs, the natural surroundings and topography, and Wright's Usonian principles. The Garneau Residence in Lafayette (1951), Knapton Residence in Berkeley (1951) (**Figure 48**), Thurston Residence (also known as the Brook House) in Berkeley (1954) (**Figure 49**), Valle-Riestra Residence in Walnut Creek (1956), Peterson Residence in Point Richmond (1957), and Smith Residence (1958) are each unique designs, but each share some characteristics favored by Dahlstrand in creating modern, livable family spaces. Integrally heated concrete floors, concrete masonry units on interiors and exteriors, clerestory windows, cantilevered eaves and balconies, broad horizontal battens on interior finishes, and expansive glazing sometimes meeting at mitered glass corners were features employed by Dahlstrand in multiple residential designs. Complex flat and low-pitched hipped and gable roof lines and stepped one- and two-story massing expressed the horizontal lines of the architect's work. An *Oakland Tribune* article described the design of the Knapton Residence in words that foreshadow much of Dahlstrand's residential work: "The house hugs the sloping hogsback site in a series of stepped up floor levels. The roof follows the slope in a natural flowing sweep."<sup>3</sup>

When Dahlstrand moved to Carmel in 1958, the city already had an established body of modernist and modern influenced architecture among its more traditional storybook-style cottages and shops.<sup>4</sup> William Wurster designed several homes for Monterey Bay area owners in the 1930s, and Gardner Dailey designed homes for himself and others, in Carmel in the late 1940s. Most notable for Dahlstrand was likely Frank Lloyd Wright's triangular, ship-like Walker House, completed in 1951 on a site overlooking Monterey Bay. The National Register-listed 1958 Connell House in Pebble Beach was designed by Richard Neutra, whose other local works include the 1939 Davey House in Monterey.

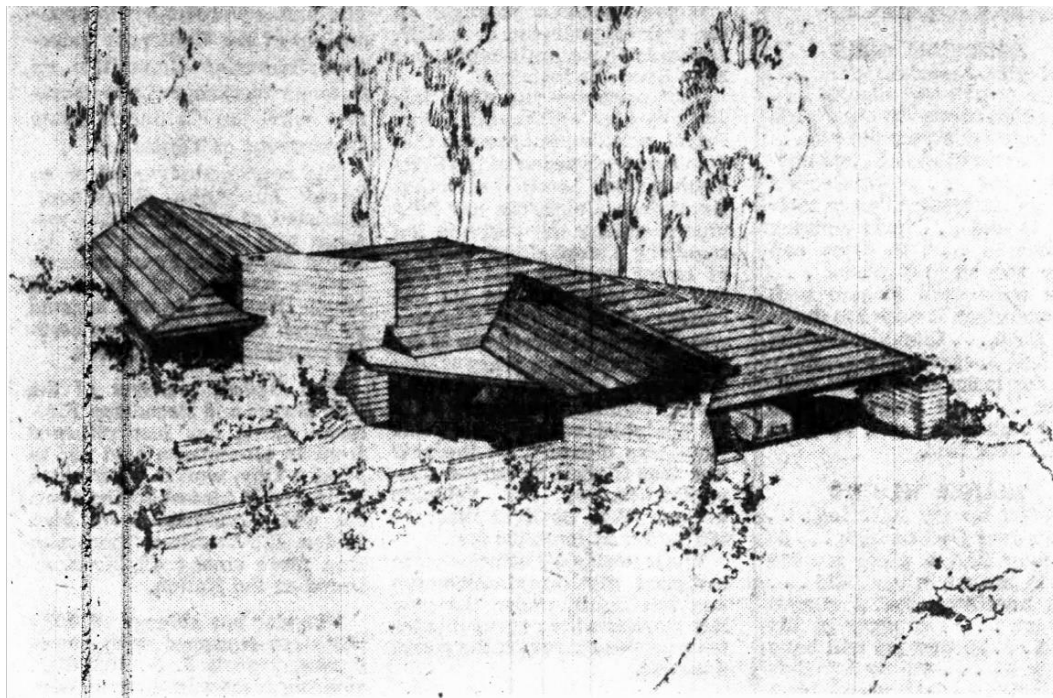
While Dahlstrand produced some single-family residential work in the Monterey Bay area (such as the Ruth Dodds Residence in Carmel Valley) he expanded his practice to include more commercial buildings after his relocation to Carmel. The Project Index associated with the architect's records in the UC Berkeley College of Environmental Design Archives includes a total of 35 projects that were confirmed to have been built between 1952 and 1983. Of these, 23 projects were completed in Monterey County, approximately half of which were commercial buildings. Dahlstrand's first shopping center in the area was the Carmel Plaza, centrally located in Carmel-by-the-Sea southwest of the intersection of Junipero Street and Ocean Avenue. Designed in multiple parts between 1959 and 1965, the portion of the much-altered center which today is most recognizably Dahlstrand's is the 1960 store at the southeast corner of Ocean Avenue and Mission Street which was originally designed for I. Magnin & Company (**Figure 51 and Figure 52**).<sup>5</sup>

<sup>2</sup> Planning Advisory Service, "Information Report No. 59: Site Design, Parking, and Zoning for Shopping Centers" (Chicago: American Society of Planning Officials, 1954), 1.

<sup>3</sup> "Home in the Hills Follows Nature's Pattern," *Oakland Tribune*, August 12, 1951, B-5.

<sup>4</sup> Teresa Grimes and Leslie Heumann, updated by Architectural Resources Group, *Historic Context Statement: Carmel-by-the-Sea*, (Carmel: Prepared for the City of Carmel-by-the-Sea, 2008), 41.

<sup>5</sup> The Department Store Museum, accessed at <http://www.thedepartmentstoremuseum.org/2010/11/i-magnin-co-san-francisco-california.html>.



"House of maximums" is this residence being erected on Berkeley hill site to achieve utmost in view, natural lighting, privacy and use. It was designed by Olof Dahlstrand, architect of Orinda, for the James H. Knaptons of Berkeley. House has stepped floor levels.

Figure 48. Drawing of Dahlstrand's 1951 design for the Knapton House, Orinda. Source: *Oakland Tribune*.



Figure 49. Thurston House, Orinda, built 1954. Source: Zillow.

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Figure 50. Dodds Residence, Carmel Valley, designed 1960-1961. Source: *Architecture of the Monterey Peninsula*.

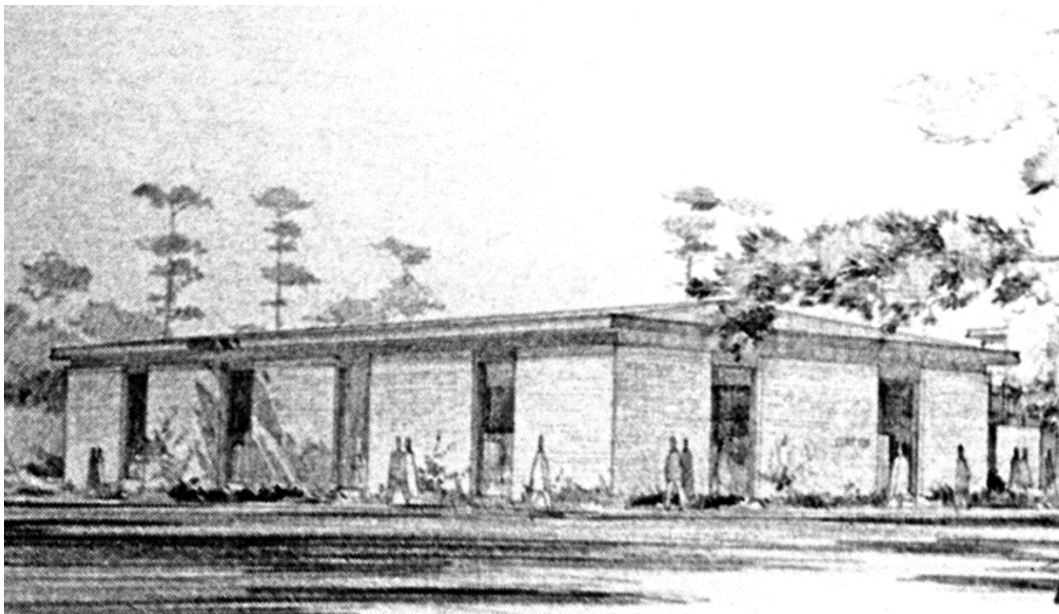


Figure 51. Drawing of Dahlstrand's design for the 1960 I. Magnin building. Source: Department Store Museum, Source: <http://www.thedepartmentstoremuseum.org/>



Figure 52. Former I. Magnin building designed by Dahlstrand, southwest corner of Junipero Street and Ocean Avenue, Carmel Plaza, Carmel-By-The-Sea. View northwest.



Figure 53. Wells Fargo building, Carmel-by-the-Sea, view southeast.



Figure 54. Wells Fargo building, Carmel-by-the-Sea, view northeast.

In 1962, Dahlstrand - then already referred to as a "noted architect" in the newspaper the *Eureka Humboldt Standard* - planned a four-story, ten-unit ocean-front apartment complex in the Carmel Highlands that would feature "native stone and stucco with redwood sash and trim" in a design intended to complement the natural surroundings. Facing opposition from the Carmel Highlands Association and review by the Monterey County Planning Commission's design advisory committee, it is not clear if the building was ever constructed.<sup>6</sup>

Arguably the most well-known of his Monterey County designs, Dahlstrand's 1965 design for the Wells Fargo Bank building on San Carlos Avenue in Carmel included elements, such as the hipped roof with broad overhang, use of exposed aggregate, and intaglio, which were also incorporated into the 1966-1982 designs for the Mid Valley Shopping Center (**Figure 53 and Figure 54**). Built three years after the Crocker-Citizens bank at the Mid Valley Shopping Center, Dahlstrand's 1969 Bank of America building in Hollister, California is similar in massing to Crocker Citizens, with a large, rectangular vault projecting through the hipped roofline. Without the intaglio and aggregate details, however, the building lacks the distinction of Dahlstrand's Carmel works.

By 1976, Olof Dahlstrand was recognized as a meaningful contributor to the Monterey area's architectural fabric. The 1976 publication *Architecture of the Monterey Peninsula*, published by the Monterey Peninsula Museum of Art, includes Dahlstrand and his design for the Dodds Residence in its compendium of architects whose work in the area was influenced by Frank Lloyd Wright.<sup>7</sup> Dahlstrand's work is recognized as part of the larger body of modernist architecture of the Monterey Bay area, included in such publications and presentations as Pierluigi Serraino's March 2019 lecture series for the Monterey Bay Chapter of the American Institute of Architects, "Which Modernism is the Monterey Bay?" and historian Kent Seavey's *Carmel: A History in Architecture*.<sup>8</sup> The 2008 update to the Carmel-by-the-Sea historic context statement, prepared for the City of Carmel, notes Olof Dahlstrand among the "Prominent architects and designers who worked in Carmel in the post-war era."<sup>9</sup>

Through his career, Dahlstrand was active in the professional architecture community and in local civic affairs. Dahlstrand provided publicity assistance to the Women's Architectural League of the East Bay in the late 1950s, and joined Carmel's planning

<sup>6</sup> "Eureka Developer Fights to Build \$500,000 Apartments in Carmel Area," *Eureka Humboldt Standard*, April 27, 1962, 1.

<sup>7</sup> Monterey Peninsula Museum of Art, *Architecture of the Monterey Peninsula* (Monterey, 1975), 77.

<sup>8</sup> Monterey AIA Calendar, accessed at <http://aiamontereybay.org/event/which-modernism-is-the-monterey-bay/>; Kent Seavey, *Carmel: A History in Architecture* (San Francisco: Arcadia Publishing, 2007), 113.

<sup>9</sup> Teresa Grimes and Leslie Heumann, updated by Architectural Resources Group, *Historic Context Statement: Carmel-by-the-Sea*, (Carmel: Prepared for the City of Carmel-by-the-Sea, 2008), 45.



commission in September, 1968.<sup>10</sup> He served on the city's council, and was named "Carmel Residents Association Citizen of the Year" in 2006.<sup>11</sup> Dahlstrand died in 2014.

#### *Owners and Commercial Tenants*

Original developers and long-time owners of the Mid Valley Shopping Center, the Porter- Marquard Realty company grew out of local realtor Paul Porter's post-World War II property acquisitions in the Carmel Valley.<sup>12</sup> Porter's initial purchases in the area focused on vacation homes and country clubs, intended to attract vacation property-owners and seasonal residents to the valley's bucolic surroundings. Before development of the Mid Valley Shopping Center and Mid Valley Garden Apartments, Porter's subdivisions in Carmel Valley included Rancho del Monte in the 1940s, Brookdale Drive in the 1950s, and Tierra Grande in the early 1960s. The Porter- Marquard company initially consisted of Paul Porter, Skip Marquard, and Mike Marquard. In the late 1970s, Paul Porter's daughter, Nancy Porter, joined the company, taking over management of the Mid Valley Shopping Center.

In addition to its original anchor businesses, Safeway and the Valley Cinema (originally operated by the Kindair Corporation), the Mid Valley Shopping Center provided commercial space to a wide variety of changing tenants over the years.<sup>13</sup> These have included restaurants and cafes, shops, medical and veterinary offices, and other services. A sampling of advertising in the Salinas Californian from the late 1960s to 1980 includes the following examples of the business types that occupied the center in its early decades: Bill Hitchcock's Ski Shop (ca. 1969-1970), Cinderella Carpets and Draperies (ca. 1972-1975), Monterey Savings and Loan Association (ca. 1973-1982), Carmel Travel (ca. 1973), Thunderbird Book Store (ca. 1975), The Pampered Hamper (ca. 1979), Farmers Insurance Agent Dick Atwood (ca. 1979), The Pool Man (ca. 1980), and Fireplace Shop (ca. 1980).<sup>14</sup>

#### **Significance Evaluation - National Register and California Register:**

Consistent with the County of Monterey Guidelines for Historic Assessments, the subject property is evaluated below for eligibility as an individual resource according to the criteria for the National Register of Historic Places (National Register) and California Register of Historical Resources (California Register). The National Register of Historic Places is the nation's most comprehensive inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. Typically, resources over fifty years of age are eligible for listing in the National Register if they meet any one of the four criteria of significance and if they sufficiently retain historic integrity. National Register criteria are defined in depth in *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*. Briefly, there are four basic criteria under which a structure, site, building, district, or object can be considered eligible for listing in the National Register:

Criterion A (Events): Properties associated with events that have made a significant contribution to the broad patterns of our history;

Criterion B (Person): Properties associated with the lives of persons significant in our past;

Criterion C (Design/Construction): Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction; and

Criterion D (Information Potential): Properties that have yielded, or may be likely to yield, information important in prehistory or history.

As the criteria for the California Register closely parallel and were patterned after those of the National Register but use numbers instead of letters, discussion below for each will refer to both registers simultaneously, with criterion number denoted as A/1, B/2, C/3, and C/4.

Criterion A/1 (Events): The Mid Valley Shopping Center does not appear to be individually eligible under Criterion A/1 (Events), as the complex does not bear significant association with any significant events, nor does it appear to have contributed to the broad patterns of history in Carmel Valley, the state, or the nation. The development of the complex occurred relatively early in the

<sup>10</sup> "Architectural League Meeting Tomorrow," *Oakland Tribune*, February 20, 1957, 32; "New Commissioner," *Salinas Californian*, September 6, 1968, 5.

<sup>11</sup> Mary Schley, "Wells Fargo Architect Dies," *The Carmel Pine Cone*, July 18-24, 2014, page 10A

<sup>12</sup> Information about the Porter- Marquard company drawn from Jeff Ohlson, "Carmel Valley's Early Land Developer: Remembering Paul Franklin Porter," *The Carmel Valley Historian*, June 2019, 4-5.

<sup>13</sup> "Tomblason Wins Contract," *Salinas Californian*, February 1, 1967, 11.

<sup>14</sup> *Salinas Californian*, November 20, 1959, 35; March 31, 1970, 17; March 14, 1972, 4; October 9, 1973, 13; October 4, 1975, 47; February 22, 1979, 8; June 13, 1979, 5; May 1, 1980, 26, May 2, 1980, 34.

residential subdivision of this portion of Carmel Valley, but its construction does not appear to have been a significant event or part of a significant pattern in the community's growth. Further, it is not an early or significant example of a Mid-Century shopping center complex as associated with the development of consumer culture and practice in California and the United States in the decades after World War II.

*Criterion B/2 (Persons):* The Mid Valley Shopping Center does not appear to be individually eligible under Criterion B/2 (Persons). The shopping center was originally constructed in 1966-1967 as a commercial complex with multiple retail and service tenants. While the founders and management of the Porter-Marquard Realty company, who developed and managed the property from the 1960s to recent years, were economically and socially active in Carmel Valley, research has not identified that they were significant contributors to local, state, or national history in a way associated with the subject property. In addition, the series of commercial tenants who occupied spaces in the complex do not appear to have made significant contributions to local, state, or national historic contexts. Therefore, the Mid Valley Shopping Center does not appear to be significant under Criterion B/2.

*Criterion C/3 (Architecture):* The Mid Valley Shopping Center appears to be individually eligible under Criterion C/3 (Architecture) for its association with locally prominent architect, Olof Dahlstrand. The shopping center exemplifies Dahlstrand's use of form and material in a Wrightian-inspired design that respects the features of its surrounding natural environment. Though an undoubtedly commercial complex, Frank Lloyd Wright's influences can be seen in the use of naturalistic materials and dramatic roof lines echoing the surrounding hill slopes. Further, it is a unique example of the application of the architect's work to a large suburban commercial complex, with integrated vehicle parking and circulation in addition to pedestrian walkways and courtyards. Most of Dahlstrand's work consisted of individual residential and commercial buildings. In contrast, this appears to be one of only two shopping centers designed by the architect. The other, Carmel Plaza, represents a more urban location designed for a primarily pedestrian clientele. While the multi-building courtyard style of the Mid Valley Shopping Center echoes the courtyards typical of Carmel's other commercial areas, Dahlstrand incorporated the parking needs of an increasingly suburban residential population in Carmel Valley.<sup>15</sup> Building B, built in 1977 and expanded in 1982, does not contribute to the shopping center's significance. While it appears to have been designed by Dahlstrand and has a generally compatible massing, style, and finishes, Building B does not possess many of the characteristics that define the original complex, such as open overhanging eaves with exposed rafters, and concrete and exposed aggregate with intaglio designs. Located at the rear of the complex's parcel, Building B does not contribute to the overall effect of the stepped, hipped rooflines of Buildings A and C when viewed from Carmel Valley Road. Therefore, the period of significance under Criterion C/3 is 1966-1967.

*Criteria D/4 (Information Potential):* The Mid Valley Shopping Center does not appear to be individually eligible under Criterion D/4. The buildings and associated features do not appear to possess construction types or materials which, with further research, would provide information important to understanding local, state, or national history. This evaluation addresses only above-ground built environment resources. Identification or evaluation of archaeological materials was not undertaken in this evaluation.

#### **Integrity:**

In order to qualify for listing in any local, state, or national historic register, a property or landscape must possess significance under at least one evaluative criterion and retain integrity. Integrity is defined by the California Office of Historic Preservation as "the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance," or more simply defined by the National Park Service as "the ability of a property to convey its significance."<sup>16</sup>

In order to evaluate whether a resource retains sufficient integrity to convey its historic significance, Page & Turnbull uses established integrity standards outlined by the *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*. Seven variables, or aspects, that define integrity are used to evaluate a resource's integrity: location, setting, design, materials, workmanship, feeling, and association. A property must retain integrity under most or all of these aspects in order to retain overall integrity. If a property does not retain integrity, it can no longer convey its significance and is therefore not eligible for listing in local, state, or national registers.

1. *Location* is the place where the historic property was constructed.
2. *Design* is the combination of elements that create the form, plans, space, structure and style of the property.
3. *Setting* addresses the physical environment of the historic property inclusive of the landscape and spatial relationships of the building(s).

<sup>15</sup> Teresa Grimes and Leslie Heumann, updated by Architectural Resources Group, *Historic Context Statement: Carmel-by-the-Sea*, (Carmel: Prepared for the City of Carmel-by-the-Sea, 2008), 45, 105.

<sup>16</sup> California Office of Historic Preservation, *Technical Assistance Series No. 7: How to Nominate a Resource to the California Register of Historical Resources* (Sacramento: California Office of State Publishing, 4 September 2001), 11; U.S. Department of the Interior, National Park Service, *National Register Bulletin: How to Apply the National Register Criteria for Evaluation* (Washington, D.C.: National Park Service, 1995), 44.

4. *Materials* refer to the physical elements that were combined or deposited during a particular period of time and in a particular pattern of configuration to form the historic property.
5. *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history.
6. *Feeling* is the property's expression of the aesthetic or historic sense of a particular period of time.
7. *Association* is the direct link between an important historic event or person and a historic property.

The Mid Valley Shopping Center retains six of the seven aspects of integrity.

The buildings have not been moved since their original construction, and thus the complex retains its integrity of location.

While storefront and minor façade alterations have been undertaken in the years since the building's original design and construction, the degree and nature of these alterations has been minor when considered in the context of the expansive scale and consistency of overall design of the complex as a whole. As stated in the historic context statement for the nearby city of Carmel-by-the-Sea, "Since it is the nature of commercial buildings that storefronts are frequently remodeled, such modifications do not necessarily compromise a building's integrity."<sup>17</sup> The construction and renovation of Building B in 1977 and 1982, while not identical to the main complex, appears to have been designed by the original architect in a compatible style. Further, they are in a visually inconspicuous location that does not detract from the complex when viewed from Carmel Valley Road, or the main parking or pedestrian circulation areas. Building B is not a contributor to the shopping center as a historical resource, but it does not detract from its ability to convey its original design. Therefore, the Mid Valley Shopping Center retains its integrity of design.

The Mid Valley Shopping Center was constructed to serve as a local shopping destination for the semi-rural and suburban community of Carmel Valley. Its broader surroundings retain this character. Within the subject parcel, the designed landscape of parking lots, planted beds, courtyards, and walkways appears to remain very similar to their appearance shortly after the construction of the center, as visible in a 1971 aerial photograph and ca. 1976-1981 drawing by Dahlstrand. With the exception of the loss of a grassy area at the southeast corner of the property at the time Building B was constructed, the configuration and overall appearance of the center has changed little in the past five decades. Therefore, the Mid Valley Shopping Center retains its integrity of setting.

The center appears to retain all of the distinctive concrete and aggregate piers and façade finishes that were part of Dahlstrand's original design for the complex, although some of the surfaces have been painted. Periodic alterations and upgrades to the Mid Valley Shopping Center have, however, necessitated replacement of storefront finishes, glazing, roofing, and landscape elements. As such, the Mid Valley Shopping Center's integrity of materials original to its period of significance has been compromised.

While workmanship can be difficult to discern in modern buildings constructed largely from manufactured components, this quality is evident in the materials and construction methods that Dahlstrand favored in his design for the Mid Valley Shopping Center. The intaglio and aggregate design elements on concrete piers and façades of Buildings A and C, exposed beams, boards, and rafters in the overhanging eaves and covered walkway, careful details stylistically linking the different buildings, such as applied wood trim on exterior panels, echoing the intaglio elements, all demonstrate the workmanship characteristic of Dahlstrand's design. The Mid Valley Shopping Center retains its integrity of workmanship.

While accommodating modern businesses, as discussed above in consideration of its integrity of design and setting, the Mid Valley Shopping Center retains its use and overall appearance of a mid-20<sup>th</sup>-century, architect-designed shopping center. The complex therefore retains its integrity of feeling.

Significant for its association with Olaf Dahlstrand, the Mid Valley Shopping Center is unmistakably recognizable as the complex depicted in the architect's early drawings of its original design and later alterations. Changes to individual storefronts and openings are visually subordinate to the overall form and repeated design elements employed by Dahlstrand and retained to the present. The Mid Valley Shopping Center therefore retains its integrity of association.

In summary, the Mid Valley Shopping Center retains its integrity of location, design, setting, workmanship, feeling, and association. Due to storefront alterations and maintenance and repair activities, its integrity of materials has been compromised. As discussed above, a resource must retain sufficient integrity to convey its significance. Through its thorough application of consistent design elements and forms, the shopping center retains its ability to convey its significant association with Olof Dahlstrand despite the loss of some original fabric in its five decades of operation. The Mid Valley Shopping Center therefore appears eligible for the National Register and California Register, significant under Criterion C/3 at the local level, with a period of significance of 1966-1967.

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<sup>17</sup> Teresa Grimes and Leslie Heumann, updated by Architectural Resources Group, *Historic Context Statement: Carmel-by-the-Sea*, (Carmel: Prepared for the City of Carmel-by-the-Sea, 2008), 52.

**Significance Evaluation - Monterey County Local Official Register of Historic Resources**

In Monterey County, the Local Official Register of Historic Resources (Local Register) is the "inventory of structures and areas designated by the Board of Supervisors as historic resources and historic districts."<sup>18</sup> Property owners may apply for historical designation within Monterey County for properties that meet the criteria for listing on the National Register or California Register, or which possess one or more of fourteen characteristics related to historical and cultural significance; historic, architectural and engineering significance; and community and geographic setting that are identified in Monterey County's municipal code Section 18.25.070.

In addition to its eligibility for the National Register and California Register, the Mid Valley Shopping Center also possesses the following characteristics for inclusion in the Local Register:

A.5. The resource or district proposed for designation represents the work of a master builder, engineer, designer, artist, or architect whose talent influenced a particular architectural style or way of life.

C.1. The proposed resource materially benefits the historic character of the community.

C.2. The unique location or singular physical characteristic of the resource or district proposed for designation represents an established and familiar visual feature of the community, area, or county.

Designed by Olof Dahlstrand relatively early in his long career and residence in the Carmel region, the Mid Valley Shopping Center maintains the appearance of Carmel Valley's mid-century growth as a residential center and has become a familiar visual feature along Carmel Valley Road.

**Character-Defining Features**

For a property to be eligible for national, state, or local designation, the essential physical features (or character-defining features) that enable the property to convey its historic identity must be evident. To be eligible, a property must clearly contain enough of those characteristics, and these features must also retain a sufficient degree of integrity. Characteristics can be expressed in terms such as form, proportion, structure, plan, style, or materials. The character-defining features of the Mid Valley Shopping Center include:

▪Site:

- Configuration and orientation of Buildings A, C, D, and E relative to Carmel Valley Road, Dorris Drive, and Berwick Drive;
- Central parking lot with parallel rows of angled parking punctuated by curved planting beds;
- Planted beds at perimeter of property on Carmel Valley Road, Dorris Drive, Center Street, and Berwick Drive;
- Courtyard with concrete steps, planters, and paved patio between Buildings A, B, and C;
- Pedestrian walkways and patios consisting of incised concrete and exposed aggregate;
- Covered walkway between Buildings A and C, consisting of gabled, shingled roof with exposed rafters and beams, concrete piers with intaglio and exposed aggregate pattern;
- Patio at north corner of Building C.

▪Exterior Façades of Buildings A, C, D, and E:

- Flat-centered hipped roof forms with shingle cladding and deep, overhanging eaves with exposed rafters;
- All concrete piers and pilasters with intaglio and exposed aggregate pattern;
- Expansively glazed primary façade at Building A;
- Intaglio and unpainted aggregate façade finishes on Buildings A and C;
- Parapet with diamond pattern on Building D;
- Applied trim pattern on panels of Buildings D and E
- Protruding concrete block element at northwest corner of Building D;
- Original anodized aluminum windows, where present;
- Hipped canopy at southwest façade of Building E.

<sup>18</sup> Monterey County Code of Ordinances, Chapter 18.25. Accessed at [https://library.municode.com/ca/monterey\\_county/codes/code\\_of\\_ordinances?nodeId=TIT18BUCO\\_CH18.25PRHIRE\\_18.25.030DE](https://library.municode.com/ca/monterey_county/codes/code_of_ordinances?nodeId=TIT18BUCO_CH18.25PRHIRE_18.25.030DE)

**Conclusion**

The Mid Valley Shopping Center was designed by architect Olof Dahlstrand and built in 1966-1967 as a suburban commercial center consisting of four buildings to accommodate a Safeway store, theater, bank, automobile service station, and several smaller retail and service tenants. Built in a style inspired by the work of Frank Lloyd Wright, Dahlstrand's design for the center features stepped, hipped rooflines echoing the surrounding hills and exposed concrete and aggregate piers and façade finishes. The complex appears to be eligible for the National Register under Criterion C and California Register under Criterion 3 for its association with architect Olof Dahlstrand, and retains sufficient integrity to convey its significance as a unique example of his commercial work. The complex, including Buildings A, C, D, and E and the associated landscaped parking and courtyard areas are significant at the local level with a period of significance of 1966-1967. In addition, the complex appears to be eligible for listing in the Monterey County Local Official Register of Historic Resources.

Mid Valley Shopping Center, Carmel Valley [19216]

**APPENDIX B:**

**Anthony Kirk, Letter Report regarding Carmel Valley Shopping Center, September 18, 2019**

*Anthony Kirk, Ph.D.*  
*420 Alberto Way, No. 13*  
*Los Gatos, CA 95032*  
*831-818-2929*

18 September 2019

Russel W. Stanley  
The Stanley Group  
2275 Winchester Boulevard  
Campbell, CA 95008

Dear Mr. Stanley:

On 30 July and 19 August 2019 I surveyed the Carmel Valley Shopping Center at 9550 West Carmel Valley Road, Carmel Valley, California (APN 169-234-007 and -008). I subsequently conducted research on the property and evaluated it for architectural and historical significance under the criteria of the National Register of Historic Places, the California Register of Historical Resources, and the Monterey County Local Register of Historical Resources. In my opinion, the property does not meet the criteria of any of these registers. As such, it does not comprise a historical resource as defined by the California Environmental Quality Act (CEQA).

The Carmel Valley Shopping Center, or Mid Valley Center as it is also known, comprises nearly sixty-eight-thousand square-feet of shops, together with a large central parking area and peripheral parking along the border of the complex (figures 1-8). The Shopping Center is a well-defined district, designed by an architect, with resources dedicated to providing goods and services. It is situated off West Carmel Valley Road and extends between Dorris and Berwick Drives to Center Street, which forms the southern border. The primary entrance is off Dorris Drive, with shops arranged in five blocks to the southeast by east, or east as its designated here for simplicity and clarity. The buildings form a U, the arms running along Carmel Valley Road and Center Street to the base at Berwick Drive. Block 1, at the corner of Dorris Drive and Center Street, contains a Safeway, the center's major tenant, and six shops, including a restaurant, Jeffrey's Grill. Safeway, which is characterized by a strong horizontal feeling, features a glass façade, exposed-aggregate concrete walls with an intaglio design, and a flat roof that is surrounded by a low-pitched shed roof that is finished with wood shingles. On the north side the roof extends some six feet or so past the exterior wall. The two shops immediately to the east of Safeway are contemporary in character, with stucco-clad walls punctuated by setback fixed-sash wooden windows. The three adjoining storefronts have either floor-to-ceiling windows set in wood sash or large fixed windows set in aluminum sash and topped by louvered windows. A flat roof, with a low-pitched shed roof on three sides, covers this section of the block. The shed roof is finished with wooden shingles and extends some eleven feet beyond the exterior walls of the block. It rests on a row of concrete piers that features exposed aggregate on three sides. The roof offers protection from the rain and provides shade throughout the year. To the east, at the southeast corner



Figure 1. Looking southwest at north side of Block 1, 19 August 2019.



Figure 2. Looking southwest at east and north sides of Block 1, 19 August 2019.





Figure 3. Looking northeast at west and south sides of Safeway, Block 1, 19 August 2019.



Figure 4. Looking southeast at north side of the 1967 section of Block 2, 19 August 2019.



Figure 5. Looking southeast at north side of 1981 section of Block 2, 19 August 2019.



Figure 6. Looking northwest at south and east sides of 1981 and 1982 sections of Block 2, 19 August 2019.



Figure 7. Looking southeast at north and west sides of Block 3, 19 August 2019.



Figure 8. Looking northwest at east side of Block 3, 19 August 2019.



Figure 9. Looking northwest at south and east sides of Block 4, 19 August 2019.



Figure 10. Looking southeast at north and west sides of Block 4, 19 August 2019.



Figure 11. Looking northeast at south side of Block 5, 19 August 2019.



Figure 12. Looking southwest at east and north sides of Block 5, 19 August 2019.

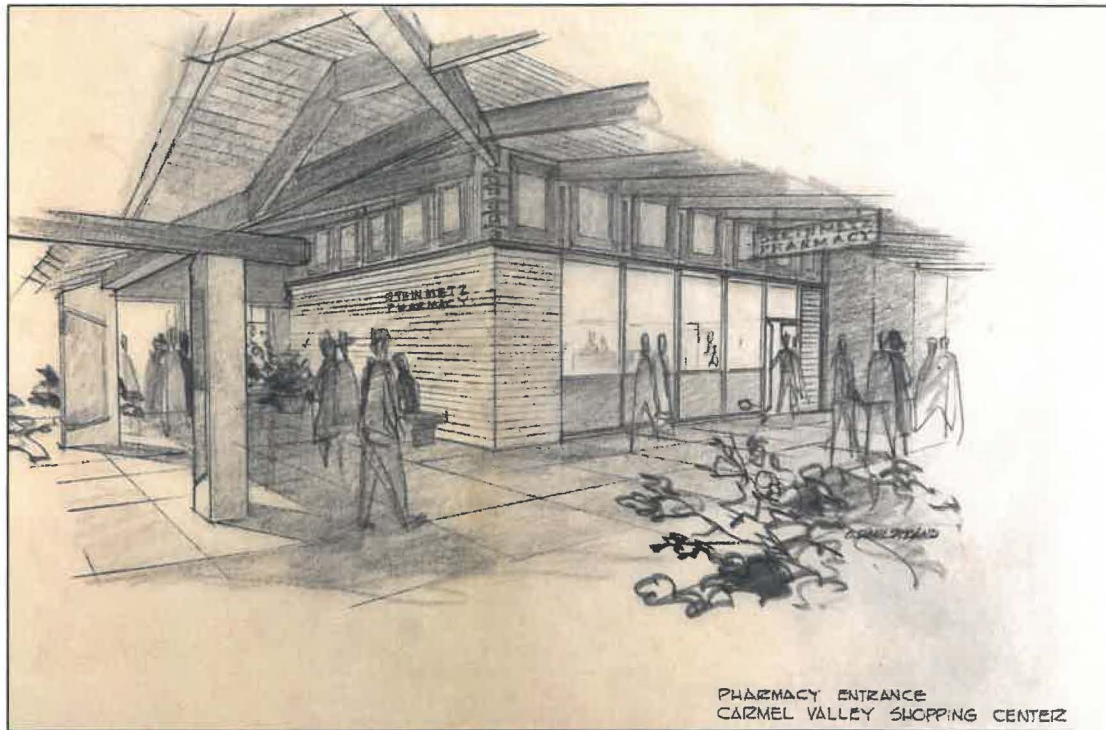


Figure 13. Olof Dahlstrand, Pharmacy Entrance, Carmel Valley Shopping Center, 27 May 1965. Courtesy Environmental Design Archives, University of California, Berkeley.



Figure 14. Looking southwest at two shops in Block 1, 19 August 2019. Their original appearance may be seen in Figure 13. The exteriors were radically altered about 1994.

of the shopping center, stands a one- and two-story stepped complex, Block 2, with eight shops, which was constructed in two phases. In the first phase, which dates to 1967, a small block of somewhat more than twenty-two hundred square feet was constructed and leased to a laundry and swimming-pool equipment shop. The plans show a hardware store occupying most of the space in the adjacent section of the block. Later plans, however, show that this section, spreading over more than eight-thousand square-feet, was not constructed until 1981, more than a decade later. In early 1982 the small second-story block, containing 378 square feet, was built. This complex has a significantly different character than the Safeway block or, for that matter, the large block of shops to the north. The exterior walls are clad with T1-11 panels and stucco siding. The stucco siding is enriched by slender wood strips arranged to form rectangles. Fenestration consists of large fixed windows set in aluminum sash, with either fixed lights or louvered windows above. Some of the louvered windows extend to the closed eaves. The flat roofs are for the most part surrounded by shed roofs that are finished with wooden shingles and extend four-and-a-half to six feet past the exterior walls. The small flat-roofed second story, which serves an office, is visible only from the rear of the block. The section of the block that was built in 1981 and 1982, is less than fifty years old, and, as such, it is what National Register Bulletin 15, *How to Apply the National Register Criteria for Evaluation* (Washington, D.C., 1997) calls a noncontributing property.

To the north is a large complex of shops, Block 3, comprising somewhat more than nineteen-thousand square feet. The one- and two-story block is rectangular in plan and distinguished on the ground floor by a wide overhang of the roof, extending some eleven feet past the exterior walls and supported by concrete piers with exposed aggregate on three sides. The overhang wraps the entire block, except for a section of perhaps thirty feet on the east side, at the back of the building. Mid Valley Storage, which is entered off Berwick Drive, occupies the heart of the building, commanding nearly nine-thousand square feet of space on two levels. Eleven shops open to the north, south, and west on the ground floor. Fenestration consists almost exclusively of aluminum-sash windows, chiefly tall single lights, with either louvered windows or fixed lights above, many of which extend to the eaves. At the southeast corner, fixed aluminum-sash windows are crowned by a board-on-board section of the exterior wall. The upper floor has no windows and is distinguished by exposed-aggregate walls with an intaglio design that is the same as that featured by Safeway to the southwest. The flat-topped hip roof covering the building steps down to narrow flat roofs on both the north and south sides and is finished with wooden shingles. A cross gable, at the center of the building, with a large decorative truss, extends west some seventeen feet. A covered walk, with a gabled roof finished with wooden shingles and supported by concrete piers with exposed aggregate, runs between Block 3 and the Safeway block.

To the northeast, just off Carmel Valley Road, stands Block 4, a relatively small structure, comprising somewhat more than five-thousand square feet. The block is rectangular in plan and is occupied by Ace Hardware. The exterior walls are clad with exposed-aggregate concrete on the north side and with stucco, decorated with wood strips set in rectangular patterns on the north, south, and west sides. Entrance is on the east side, with a double glass door set in a stretch of floor-to-ceiling aluminum-sash fixed

windows. A row of exposed-aggregate concrete piers runs along the south side. A large concrete block, with exposed-aggregate panels rises dramatically at the northwest corner of the building. A glass entrance door, which doesn't function, is set in the south side and another in the north side. The moderately pitched hipped roof is flat on top, with a parapet enlivened by triangles, and is finished with wooden shingles. It is characterized by closed eaves that extend some five feet beyond the exterior walls, except on the east side, where the eave extends some six feet.

To the west, at the corner of Carmel Valley and Dorris Drives, is Block 5 of the shopping center, occupied by Carmel Valley Auto Service. The building is rectangular in plan and contains an office and two repair bays. A canopy, which rests on the roof of the shop and four stout wooden posts, extends to the south some thirty feet. Trash is placed in a post-and-board enclosure that runs to the east from the back of the station. A low wall of exposed-aggregate concrete forms the base of the façade and wraps the east corner and the west corner, where the concrete forms a planter. The exterior walls are clad with stucco siding, decorated with wood strips set into rectangles. Fenestration consists of tall fixed single lights set in wood sash. Flush horizontal boards cover much of the windows in the south half of the west side. The hipped roof is characterized by significant overhang at the eaves and is finished with wooden shingles, as is the hipped roof that forms the canopy.

■ ■ ■

The Carmel Valley Shopping Center was the work of three local developers, who had purchased the land a decade earlier. It was constructed over the years 1966 to 1982. When it opened in the autumn of 1966, there were three tenants; Safeway and Steinmetz Pharmacy in Block 1 and Valley Cinema in Block 3. The theater, which filled the space currently occupied by Skinovation and Mid Valley Self Storage, was entered on the west side, through a wide passageway lined on either side with movie posters, which ran some forty feet or so to glass doors that opened to the foyer. By the spring of 1967, a small section of Block 2 and all of Block 4 had been constructed, as had Block 5, which was leased to Standard Oil as a service station. Two additional tenants, a Tiki Home and Garden shop and a dry cleaners now occupied Block 1. Block 2 was home to two tenants, a laundry and a swimming-pool-supplies shop. Five more tenants had moved into Block 3, leaving three spaces open. Crocker-Citizens occupied all of Block 4, which looked somewhat different than it does today. Tall fixed windows, set in aluminum sash, ran from the southeast corner of the building to near the glass door on the south side, a distance of some forty-five feet. A drive-up window was located near the west end of the north side.

An irate reader of the *Carmel Valley Outlook* wrote a long critical letter to the paper that was published on 6 March 1968. The letter stated that the goods and services to be offered at the Carmel Valley Shopping Center were currently already available in Carmel Valley. According to the writer, the three developers and their architect "have no concern for the Village [Shopping Center] businesses already struggling to make a living all year round, nor are they concerned with the ugly site they will create on such a



hazardous bend in Carmel Valley Rd. (namely a gas station). The only concern of these people is to make money for themselves.”

Over succeeding years various changes came to Carmel Valley Shopping Center. In 1977 Block 2 was enlarged by construction of an adjoining building, nearly four times the size of the original structure. Five years later a small second-story office was built on the south side of the block, close to the edge of the building. No information is available on the date Crocker-Citizens National Bank vacated Block 4, nor is it known if another tenant or tenants later occupied the building before it was leased to Ace Hardware. The long row of fixed-sash windows on the south side was covered with T1-11 siding and the drive-up window replaced by glass doors. In 1993 most of the Valley Cinema was converted to retail office space. The following year, in all likelihood, the exteriors of the two shops to the east of Safeway was radically altered, giving them a decidedly modern appearance. The exterior walls were rebuilt, with fixed-light windows flooding the interiors with natural light (figure 14). One of the shops is currently vacant, while Hartford Optometry leases the other shop. In 2000 the large space originally occupied by the Valley Cinema was again converted, with Mid Valley Self Storage dividing the room into two separate floors. A decorative truss was constructed in the cross gable and the passageway on the west side leading to the foyer was enclosed and leased to Skinovation, which provides skin therapy for clients. The interior of the theater was divided into two floors and fitted up with self-storage units. In 2013 the gasoline pumps were removed from the service station at the northwest corner of the center and the shop now focused entirely on automobile repair.

• • •

Carmel Valley Shopping Center was designed by the Wisconsin-born architect Olof Dahlstrand. Before beginning his architectural training at Cornell University in New York, he visited Taliesin, where he was stunned by the work of Frank Lloyd Wright. “I was overwhelmed,” he remembered late in life. “The architecture created an entirely different place I had never experienced before.” Following graduation in 1939, he practiced briefly in Wisconsin, then moved to San Francisco, where he served as an associate for the modernist architects Fred and Lois Langhorst. He became responsible for their practice when they took up residence in Europe. Much of Dahlstrand’s work reflected the influence of Wright, though his houses were not derivative of the master’s architecture. In the 1950s he designed a number of Usonian houses in the East Bay, which established his reputation and decades later led to the publication of a book by William Welty, *Olof Dahlstrand: The Usonians, the Magnificent Seven of the East Bay* (San Francisco, 2007). Dahlstrand worked for Skidmore, Owens & Merrill, while also producing renderings for architects such as John Carl Warnecke. In 1958 he moved to Carmel, where he worked on a variety of projects, including the design of banks, educational buildings, shopping centers, and office buildings.

In 1965 Olof Dahlstrand began design work on the Carmel Valley Shopping Center, located some six miles from the coast, on land that had traditionally been devoted to agriculture. The growth of subdivisions and custom homes, which began tentatively in

the 1940s and accelerated in the following decade, provides the context for understanding the development of shopping centers. The rise in population led to the construction of Carmel Valley Shopping Center, which opened to the public in October 1966, with three tenants and a total capacity of twenty-nine stores. At the time, two older shopping centers stood six miles to the east. The earliest had been built on the north side of Carmel Valley Road, across the street from the old Del Monte Milk Barn, once owned by the pioneer dairyman William Hatton. In 1946, the brothers Byington and Tirey Ford developed the nearby Carmel Valley Airport to serve aviators who wanted to land their planes close to where they lived. Only two “hanger houses” were ever built at what later became known as the Carmel Valley Vintage Airfield, but by 1947 the nearby shopping center, called Airway Village, comprised a grocery store, pharmacy, beauty shop, liquor store, barber shop, and soda fountain. A decade later, in 1954, a second shopping center opened across the street, some seventy feet south of Carmel Valley Road. Originally named the Valley Center, it featured eight shops. By the summer of 1956, work had begun on the second phase of construction, with two more phases planned for the future. Renamed Center Street Marketplace, it is today home to a grocery store and more than forty shops that offer a wide variety of goods and services.

A dozen miles to the west, strung along Highway 1, stand three shopping centers: the Crossroads, which was built in three phases beginning in 1968, when a Safeway and an animal hospital were established; the Barnyard Shopping Village, which dates to 1976 and offers services and merchandise at forty-five shops, including eight restaurants; and Carmel Rancho Shopping Center, established in 1972. Carmel Rancho and the Barnyard are set between Highway 1 and Carmel Rancho Boulevard, while the Crossroads is just south of the latter shopping center, on the far side of Rio Road. The three centers consist of shops that offer a variety of goods and services. Unlike Carmel Valley Shopping Center, however, alterations to the exterior of the shops requires the permission of the center’s management, either directly or through a committee. As a consequence, the character of these shopping centers is essentially the same as when they opened. The most charming by far is the Barnyard, its stores and restaurants set on a handsomely landscaped hillside, with paved paths and stairs leading to merchants at ten “barns.”

The Carmel Valley Shopping Center does not appear eligible for listing in the National Register of Historic Places nor the California Register of Historical Resources. It also does not appear eligible for the Monterey County Local Official Register of Historic Resources. It is not the oldest nor the largest of the six shopping centers in Carmel Valley. The two shopping centers to the east, Village Shopping Center and Center Street Marketplace, were built, respectively, nearly two decades earlier and a dozen years earlier. The Center Street Marketplace comprises nearly fifty shops and the three shopping centers along Highway 1 are all larger than the Carmel Valley Shopping Center. The Carmel Valley Shopping Center does not contain shops that offer specialty merchandise, nor is there a specific theme to the character of the buildings, as there is at the Barnyard. Several of the stores have had no tenants for several years. Although Jeffrey’s, in Block 1, is a popular restaurant, it is open only for breakfast and lunch. In part the difficulty faced by Carmel Valley Shopping Center is the near constant wind, blowing in from the coast. This condition limits the opportunities for sitting outdoors,

particularly in the evenings when the shopping center essentially closes down. It is clearly not a regional shopping destination. While the shopping center is associated with the development of Carmel Valley, there is no evidence that its association can be considered important, as required for Criterion A of the National Register and Criterion 1 of the California Register. In addition, the shopping center does not have meaningful association with an individual who was significant in national, state, or local history, as called for by Criterion B of the National Register and Criterion 2 of the California Register.

The Carmel Valley Shopping Center was designed by the California architect, Olof Dahlstrand (whose drawing, photographs, and papers are held by the Environmental Design Archives at the University of California, Berkeley). Safeway is the most attractive, and architecturally interesting, of the shops. Its form and general design are similar to other Safeways in California, such as the Safeway in the Marina district of San Francisco, which has a glass façade and a segmental roof that is far more attractive than the flat roof of Safeway in Carmel Valley Shopping Center. Some of the shops in Carmel Valley have significantly changed since they were built. In Block 1, the two shops immediately east of Safeway were radically altered about 1994; the exteriors bear no resemblance to what formerly stood here (Figures 13 and 14). Block 2 appears not to have been altered, but most of it dates to 1977 or 1982, making it a noncontributing resource, as earlier stated. The Valley Cinema, in Block 3, was closed in 1993, and ultimately the space was occupied Skinovation and Mid Valley Self Storage. The adaptation left the central section of the block with an entirely new appearance, the old inset entryway having been enclosed and a large decorative truss filling the terminus of the cross gable. Block 4, originally the domain of Crocker-Citizens National Bank, is today occupied by Ace Hardware. The building has suffered a variety of alterations over the years, most notably the loss of the ribbon of large windows that formerly defined the south side, as well as the loss of the drive-up window on the north side. If Monterey County had felt that Olof Dahlstrand was a significant architect, it would have required that the alterations cause minimum damage to the architect's work.

The only other shopping center designed by Dahlstrand in the general area is Carmel Plaza, which was constructed in the City of Carmel over the years 1959 to 1965. The architecture of the two-story block at the corner of Ocean Avenue and Mission Street is strongly reminiscent of the Spanish Colonial Revival style, popular in the 1920s and 1930s. The City of Carmel, which takes historic preservation more seriously than most small towns, has, unfortunately, allowed the Carmel Plaza to be significantly altered on some four or five occasions, most recently within the last twelve months. A far better example of Dahlstrand's work is the nearby Wells Fargo Bank building, located on the east side of San Carlos Street, between Ocean Avenue and 7th Street. Built in 1965, it is an excellent example of the Wrightian Organic Style of architecture. It incorporates exposed-aggregate concrete, a ribbon band of small fixed windows at the eaves, and long stretches of small multi-colored tiles. The cantilevered hipped roof sweeps to the south, the broad soffit providing ample coverage on rainy days for pedestrians on the south side of the building, next to the parking lot. The exposed-aggregate concrete, which forms the

north corner and stretches along a narrow alley on the north side, wrapping the northeast corner, is enlivened by simple intaglio designs.

Sincerely yours,

A handwritten signature in blue ink that reads "Anthony Kirk". The signature is written in a cursive, flowing style with a prominent loop at the end of the word "Kirk".

Anthony Kirk, Ph.D.

**APPENDIX C:**

**Page & Turnbull, Comments on Letter Report regarding Carmel Valley Shopping Center,  
Anthony Kirk, September 18, 2019**

## MEMORANDUM

DATE November 18, 2019 PROJECT NO. 19216  
TO Carmel Valley Association PROJECT Mid Valley Shopping Center,  
Carmel Valley  
OF FROM Stacy Kozakavich, Cultural  
Resources Planner / Historian,  
Page & Turnbull  
CC Jay Turnbull, Page & Turnbull VIA Email

REGARDING: **Comments on Letter Report regarding Carmel Valley Shopping Center, Anthony Kirk, September 18, 2019**

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Kirk's 2019 historic assessment of the Mid Valley Shopping Center is a brief, letter-style document completed to meet County of Monterey requirements for Phase One Assessments of resources that are found to be not significant. Following review of this document, Page & Turnbull finds that the following areas for improvement would align Kirk's report with current professional standards:

*Methods:*

- The letter report should provide footnotes or bibliographic references to support the author's statements and findings.
- The letter report should acknowledge or list the research repositories and sources used in preparing the report.

*Property Description:*

- Descriptions of the respective buildings would be clarified by including a labeled map or aerial photograph of the property.
- Descriptions of the architectural features of each facade or building would be clarified by including figure references in the text.
- Kirk's references to "plans" on page 9 of the letter report should be supported by footnotes or other bibliographic references, providing the title, date, and source of these documents.
- Discussion of the construction and alteration sequence of the subject property should be presented as a separate section from the description of existing conditions. This section should reference specific primary or secondary sources, such as dated plans by architects or builders, permit records, photographs, and notices in periodicals.
- Kirk's statement on page 9 that the 1981-1982 addition to the building is automatically a "noncontributing property" according to *National Register Bulletin 15*, as it is less than 50 years of age, is not entirely accurate. As discussed in the section of *National Register Bulletin 15* regarding Criteria Consideration G and in more detail in *National Register Bulletin 22: Guidelines for Evaluating and Nominating Properties that Have Achieved Significance Within the Past Fifty Years*, properties of exceptional significance at the local,

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PRESERVATION TECHNOLOGY

state, or national level may be individually eligible for the National Register. Further, features and buildings that are less than 50 years old may contribute to a property or district that itself is greater than 50 years of age in many circumstances, without the requirement that they demonstrate exceptional significance.<sup>1</sup>

- While acknowledging the covered walkway connecting Buildings A and C, the existing conditions description does not adequately describe the planned and landscaped complex. The shopping center, which including parking and circulation areas as well as courtyards, should be considered as a whole rather than as a group of buildings.
- Overhanging roof elements of Building A, which Kirk describes on pages 1, 9, as "shed" roofs may be more accurately described as "hipped."
- Figure 13, Olof Dahlstrand's May 1965 depiction of the pharmacy entrance at Building A, which Kirk includes to demonstrate the difference between the storefront's original appearance and its current condition, is a sketch for the proposed project which may or may not reflect the actual historical appearance of the storefront. As Page & Turnbull found in viewing the UC Berkeley College of Environmental Design Archive collection regarding Olof Dahlstrand's design for the Mid Valley Center, the architect prepared drawings for different alternative designs, not all of which were constructed. Reference to the figure should acknowledge that the design depicted in Figure 13 may have been a preliminary sketch.

*Construction and Tenant History:*

- Discussion of a property's construction chronology should refer specifically to available permits, plans, and historic photographs. These are not cited or reproduced in Kirk's report, and the research sources for the brief information that is described is not documented.
- Kirk identifies that the shopping center was "the work of three local developers" built between 1966 and 1982. These local developers are not identified by name. The report should include that the developing firm was Porter-Marquard Realty.
- Kirk's statement on page 11 the 1977 expansion included an adjoining building "nearly four times the size of the original structure" is misleading, as the expansion was relatively small compared to the original complex as a whole. This statement should be clarified.
- In contrast to Kirk's statement on page 11 regarding Building D that "the long row of fixed-sash windows on the south side was covered with T1-11 siding", the windows appear to remain in place, but have been painted. This detail should be confirmed and clarified.

*Historic Context:*

- Kirk provides a brief biographical overview of architect Olof Dahlstrand, who designed the Mid Valley Shopping Center, noting Dahlstrand's early exposure to the work of Frank Lloyd Wright at Taliesin, education, and work in the San Francisco Bay Area prior to his residence in Monterey County. Additional detail regarding Dahlstrand's career should be included to provide necessary context for evaluating the resource.

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<sup>1</sup> National Park Service, *How to Apply the National Register Criteria for Evaluation* (Washington D.C.: National Park Service, 1997); National Park Service, *Guidelines for Evaluating and Nominating Properties that Have Achieved Significance Within the Past Fifty Years* (Washington, D.C: National Park Service, 1998).

*Evaluation:*

- Kirk’s statement on page 12 that the Mid Valley Shopping Center does not have “a specific theme to the character of the buildings” does not acknowledge the Wright-influenced stylistic elements, forms, and materials that are consistently applied across Buildings A, C, D, and E of the original complex. The style of the complex as designed by Dahlstrand should be considered its character.
- Kirk’s finding, on pages 12 and 13, that the Carmel Valley Shopping Center does not appear eligible for the National Register, California Register, or Monterey County Local Official Register of Historic Resources includes several statements that are generally not considered relevant in evaluating the historic significance of a building, complex, or district. The following should not be included as part of the evaluation:
  - “The Carmel Valley Shopping Center does not contain shops that offer specialty merchandise.”
  - “Several of the stores have had no tenants for several years.”
  - “Although Jeffrey’s, in Building A, is a popular restaurant, it is open only for breakfast and lunch.”
  - The wind “limits the opportunities for sitting outdoors, particularly in the evenings when the shopping center essentially closes down.”
  - “It is clearly not a regional shopping destination.”
- On page 13, Kirk notes that the Safeway store at the Mid Valley Shopping Center is “similar to other Safeway stores in California, such as the Safeway in the Marina district of San Francisco” which he judges to be “far more attractive” than that of the subject property. As Kirk is undoubtedly aware, Wurster, Bernardi, and Emmons’ 1959 Safeway building at Marina Blvd. was the first of dozens designed by the firm in the following decades.<sup>2</sup> While Dahlstrand’s Safeway at the Mid Valley Shopping Center lacks the barrel-vaulted roof style which came to be a widely recognized feature of the chain’s stores, its design provides a cohesive anchor to the larger shopping center consistent with the architect’s approach. The building should be considered within the appropriate historic context for evaluation, rather than being aesthetically compared to other examples of its property type.
- Much of the evaluation of the building’s architectural significance is an integrity analysis. Kirk argues that alterations to the two storefronts to the immediate east of Safeway in Building A, alteration of the entrance to the former Valley Cinema in Building C, and removal of drive-up teller window and obstruction of south façade windows on Building D have damaged the Mid Valley Shopping Center’s integrity to the degree that it cannot be considered significant for its architectural style and association with Olof Dahlstrand. The letter report should state which elements of the center appear to remain unchanged or have been altered in ways that are compatible with the original design.
- The letter report ends abruptly with a discussion of comparative examples of Dahlstrand’s work. These should be presented in the earlier, historic context discussion of Dahlstrand’s architectural work rather than as a conclusion.

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<sup>2</sup> Mary Brown, *San Francisco Modern Architecture and Landscape Design 1935-1970: Historic Context Statement* (San Francisco: San Francisco Planning Department, 2010), 125-126.