

MEMORANDUM

DATE October 29, 2019

PROJECT NO. 19261

TO Larry Bacon

PROJECT Mid Valley Shopping
Center, Carme Valley

OF Carmel Valley Association
27175 Meadows Road
Carmel, California

FROM Stacy Kozakavich,
Page & Turnbull

CC Jay Turnbull, Page & Turnbull
Christina Dikas, Page & Turnbull

VIA E-mail

REGARDING: Preliminary Opinion of Historic Significance – Mid Valley Shopping Center, Carmel

At the request of the Carmel Valley Association, Page & Turnbull reviewed Anthony Kirk's September 18, 2019 Historic Resource Evaluation (HRE) memorandum regarding the Mid Valley Shopping Center at 9550 West Carmel Valley Road in Carmel Valley, California, and conducted a site visit and limited archival research to develop a preliminary opinion regarding the property's historic significance and integrity.

Stacy Kozakavich of Page & Turnbull visited the Mid Valley Shopping Center on Friday, October 11, 2019, and photographed the exteriors of all buildings. Barrett Reiter of Page & Turnbull reviewed architectural drawings and photographs of the subject property in the Olaf Dahlstrand Collection (2008-01) of the University of California, Berkeley Environmental Design Archives on October 22, 2019. Page & Turnbull also conducted limited historic newspaper research using online databases.

The Mid Valley Shopping Center was designed by architect Olof Dahlstrand and completed in 1966, with additional construction at the southeast corner of the property completed ca. 1977 and 1982. The shopping center includes a Safeway grocery store, a former theater, and several retail stores and commercial services within an L-shaped complex on the southwest side of Carmel Valley Road between Dorris Drive and Berwick Drive. A hardware store, which occupies a building originally constructed for the Crocker-Citizens Bank, and an automobile service station are associated with the complex to the northeast of the main shopping center.

Based on our site visit and archival research, Page & Turnbull observes that the buildings and associated landscaping reflect a thorough and cohesive approach to the design of a suburban shopping center by a locally significant and prolific architect. The buildings and site retain a good degree of integrity relative to Dahlstrand's original designs, which appear to have included not only the original complex but also the 1977 and 1982 additions to the southeast portion of the shopping center. **Figure 1 through Figure 12** provide comparisons of historic drawings and photographs to current views, to demonstrate the center's current appearance relative to its original design and construction.



**Figure 3. ca. 1975 photograph of Safeway, Mid Valley Shopping Center.
Source: Environmental Design Archives, UC Berkeley.**



Figure 4. Safeway, Mid Valley Shopping Center, 2019. Source: Page & Turnbull



Figure 5. ca. 1970s photograph of Crocker-Citizens Bank building, view southeast.
Source: Environmental Design Archives, UC Berkeley.



Figure 6. Ace Hardware store (former Crocker-Citizens Bank), 2019, view southeast.
Source: Page & Turnbull



**Figure 7. 1965 drawing for Mid Valley Shopping Center Cinema, by Olof Dahlstrand.
Source: Environmental Design Archives, UC Berkeley.**



**Figure 8. 2019 view of former cinema portion of Mid Valley Shopping Center, from covered walkway.
Source: Page & Turnbull**



**Figure 9. ca. 1970s photograph of rear of cinema and shopping center, view northwest.
Source Environmental Design Archives, UC Berkeley.**



**Figure 10. 2019 view rear of former cinema and shopping center, view northwest.
Source: Page & Turnbull**

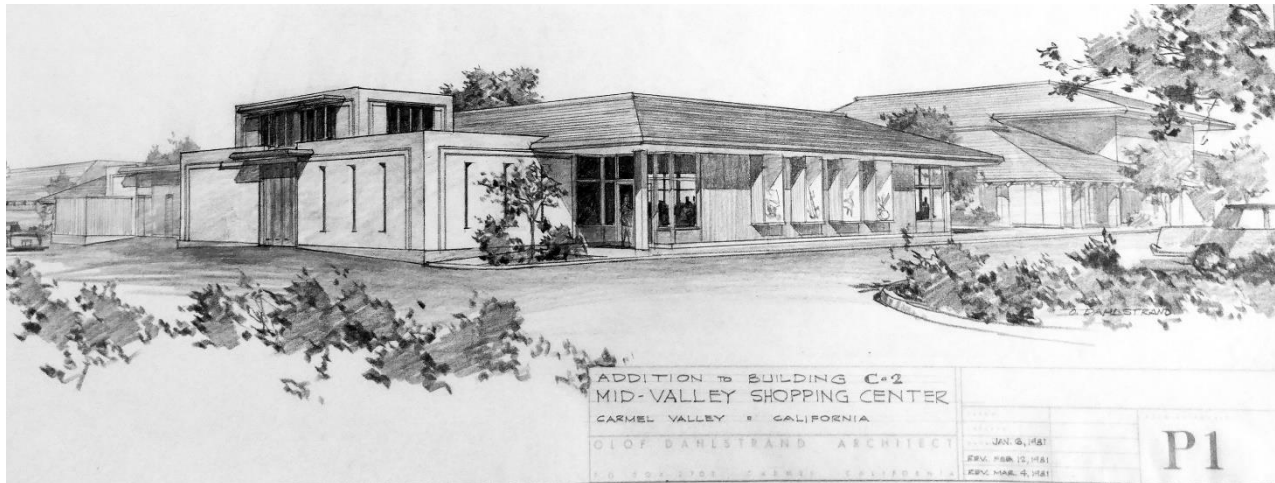


Figure 11. 1981 drawing by Olof Dahlstrand for addition to Mid Valley Shopping Center, view northwest.
Source: Environmental Design Archives, UC Berkeley.



Figure 12. 2019 view of ca. 1982 addition to Mid Valley Shopping Center, view northwest.
Source: Page & Turnbull

Despite alterations to the theater entrance and former bank building, as well as the recent painting of concrete pillars and some exterior facades with an incompatible white color, the center continues in its original use as a retail and service complex, retains the vehicle and pedestrian circulation patterns of its date of construction, and is able to effectively convey its original design.

Page & Turnbull's preliminary opinion is that the Mid Valley Shopping Center appears to possess sufficient significance and integrity to be eligible for listing in the California Register under Criterion 3, for its architectural style and association with architect Olof Dahlstrand. This preliminary opinion does not constitute a full resource evaluation, however. Page & Turnbull recommends that a report responding to the methods and findings of Anthony Kirk's HRE and including additional research and evaluation be prepared to adequately demonstrate the property's eligibility for listing at the state and local level.