



MID VALLEY SHOPPING CENTER SURVEY RESULTS

ABOUT THE SURVEY

In response to community concern about proposed changes and rebranding of the Mid Valley Shopping Center as "The Marketplace @ Carmel Valley," an ad hoc committee of the Carmel Valley Association created this dozen-question survey to learn how the community is reacting.

The survey was distributed widely, through social media, via groups, and posted on the CVA website. A total of 1,059 responses were received. The answers are anonymous, and only one response was accepted per email.



**<ORIGINAL
COLOR**

**NEW
WHITE>
PAINT**



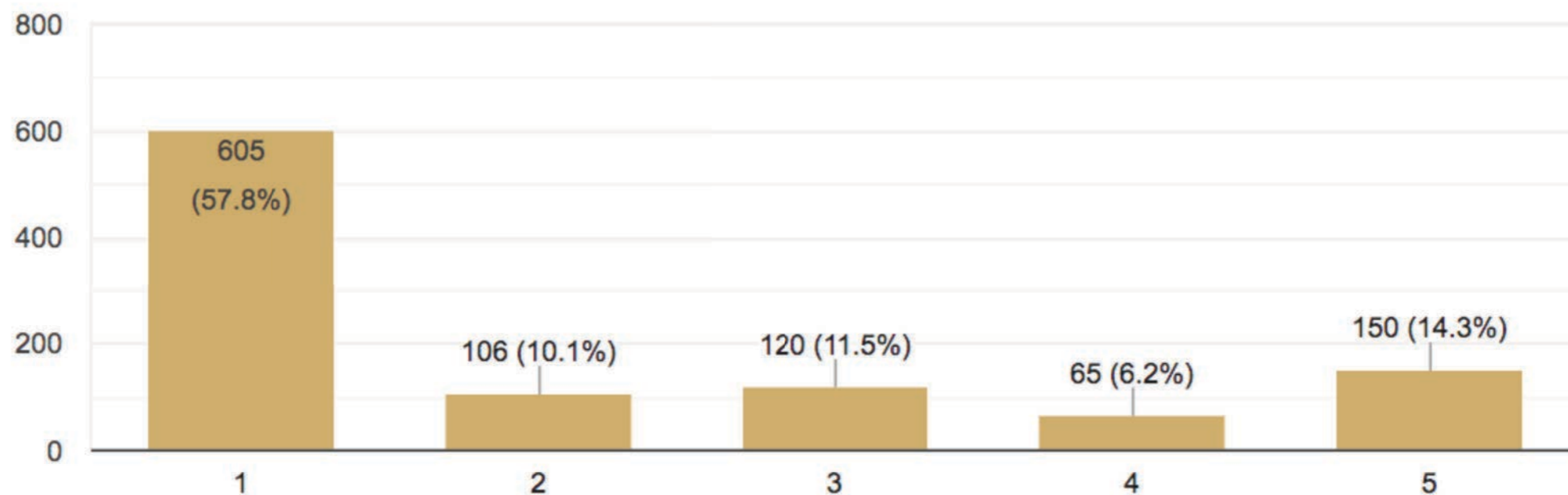
1. FACADE, WALLS & COLUMN

1= STRONGLY DISAGREE 58%
5= STRONGLY AGREE 14%

1. FACADE, WALLS & COLUMNS

The owner is proposing to cover the existing patterned concrete walls and exposed aggregate columns with white-painted vertical wood siding.

1,046 responses





2. Painted columns prior to stop-work order

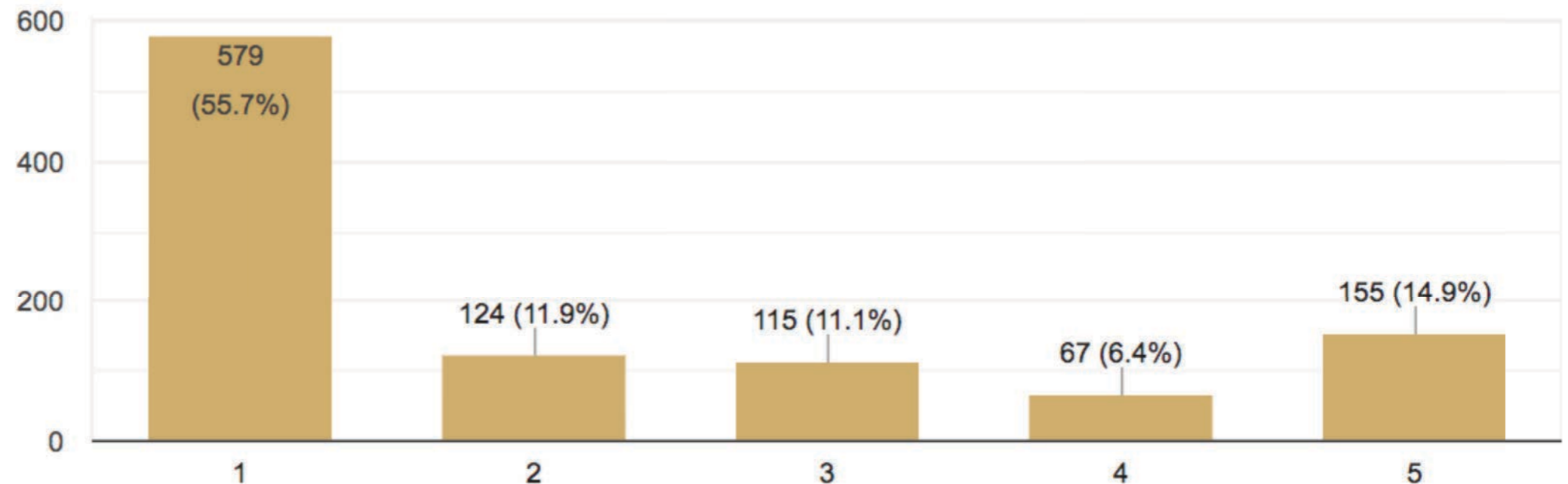
1 = STRONGLY DISAGREE 56%

5 = STRONGLY AGREE 15%

2. COLOR

The owner is proposing to paint the Center white with gray accents and adding wood siding on walls, panels, and columns.

1,040 responses





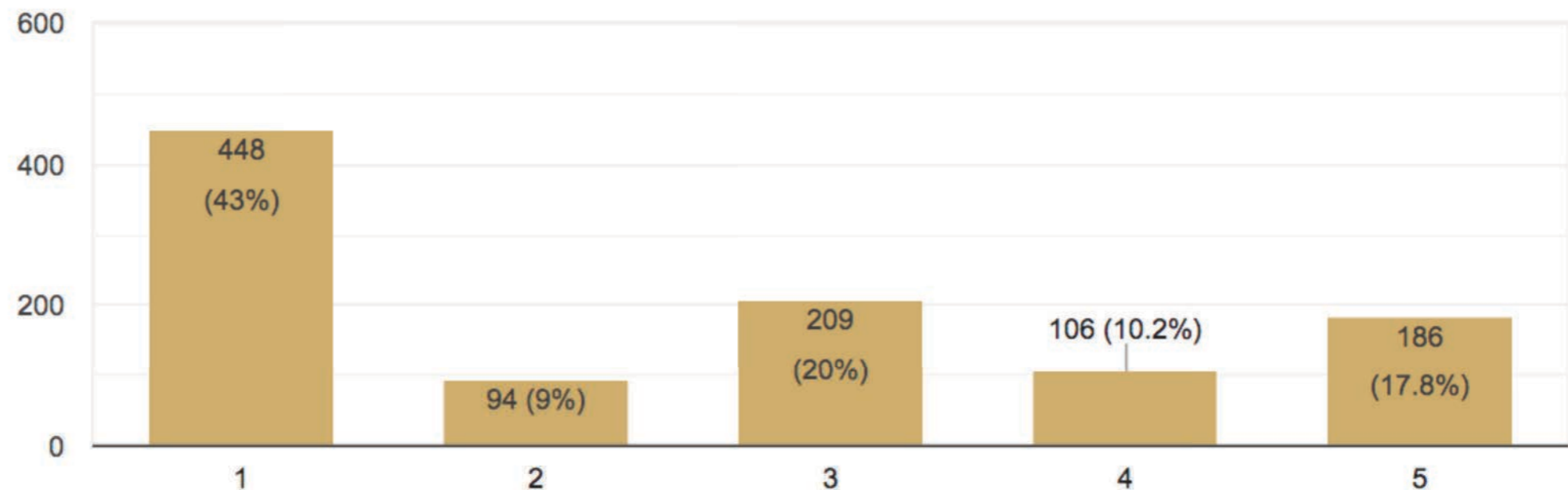
3. LIGHTING

1= STRONGLY DISAGREE 43%
5= STRONGLY AGREE 18%

3. LIGHTING

The new owner is proposing to replace the existing light standards, add more standards, and add strings of holiday-style lighting.

1,043 responses





*Water feature near
Jeffrey's*



4. PROPOSED LANDSCAPING

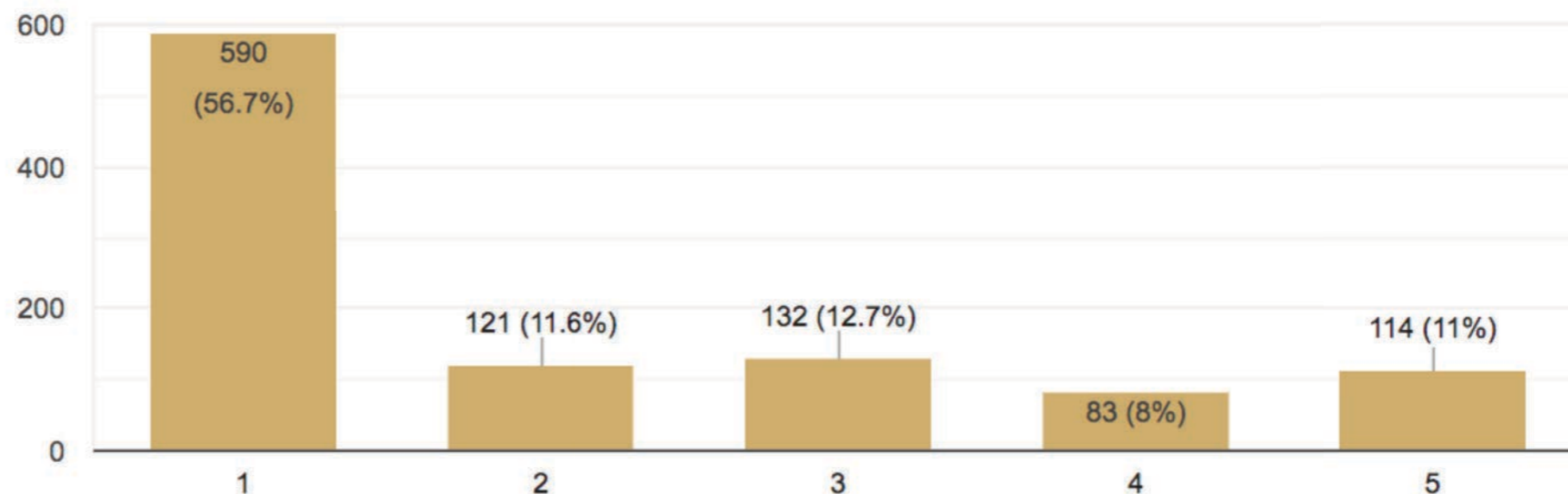
1= STRONGLY DISAGREE 57%

5= STRONGLY AGREE 11%

4. LANDSCAPING

The owner has installed non-native plants, including cactus, Australian plants, and is proposing grapevines and olive trees, surrounded by ranch fencing. Artificial turf is proposed for several areas. Some landscaped areas have already been cleared. The water feature pictured above is proposed to be removed.

1,040 responses





5. BREEZEWAY PROPOSED TO BE REMOVED

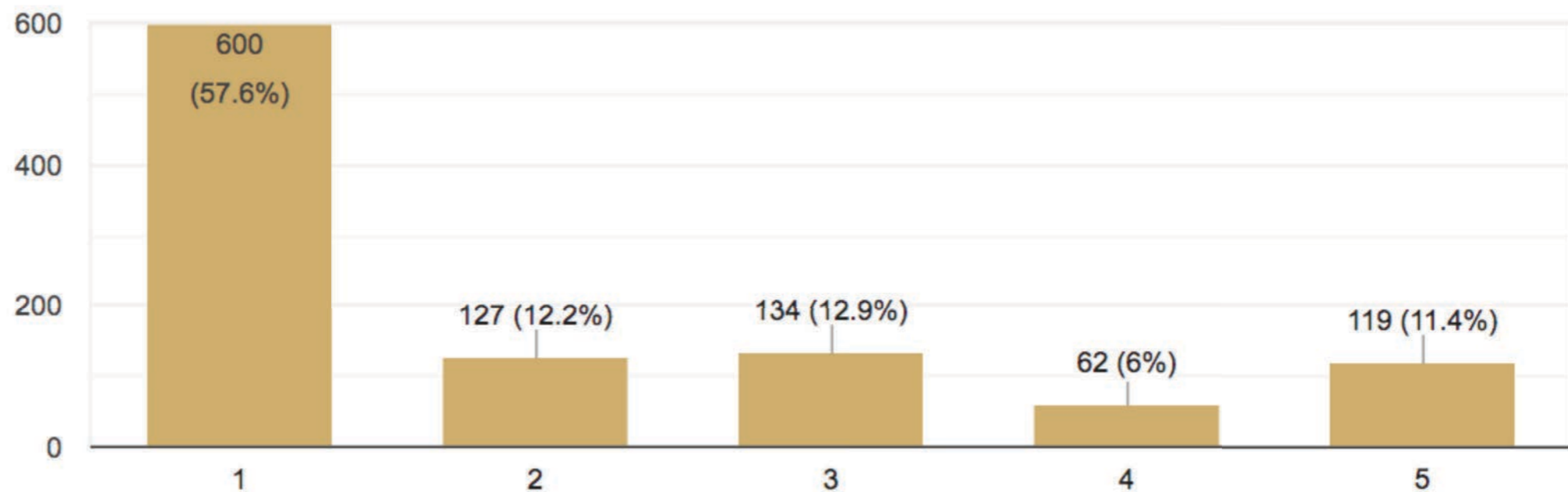
1 = STRONGLY DISAGREE 58%

5 = STRONGLY AGREE 11%

5. BREEZEWAY

The owner is proposing to remove the existing 1,638-foot breezeway connecting the Safeway building to the CV Roasting Co. building.

1,042 responses





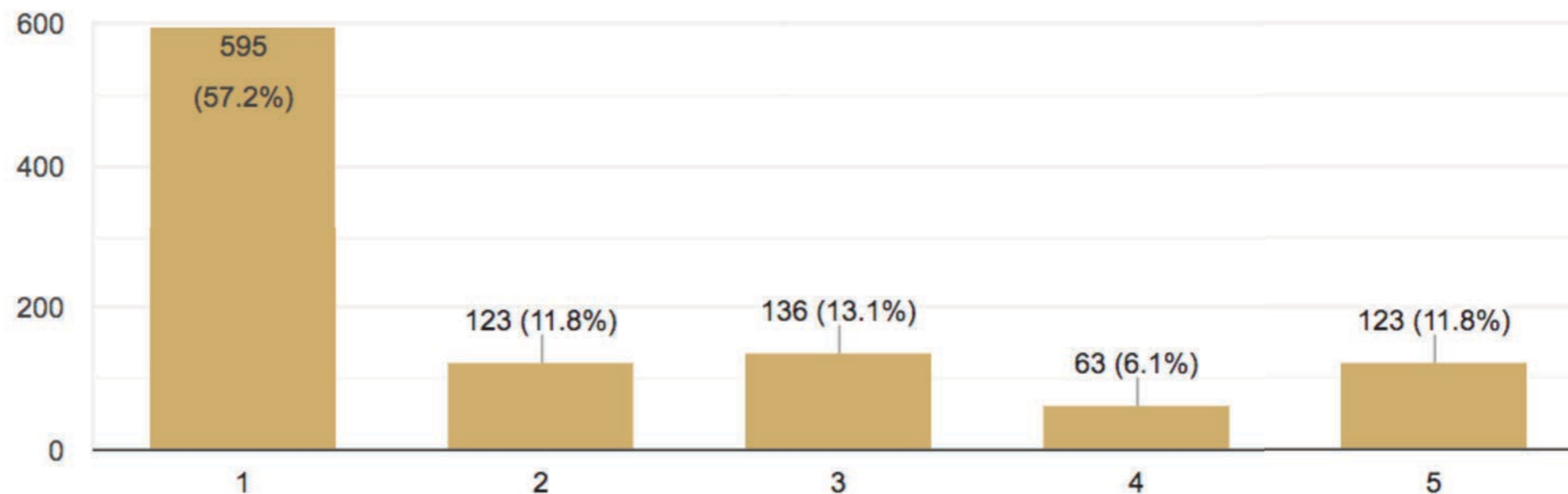
6. ROOFING ALTERATIONS

1= STRONGLY DISAGREE 57%
5= STRONGLY AGREE 12%

6. ROOFING

The owner is proposing to remove significant sections of overhanging roof over covered walkways. In addition, at 6 corners, the owner proposes removing roof protection and replacing with perforated gray metal grills.

1,040 responses





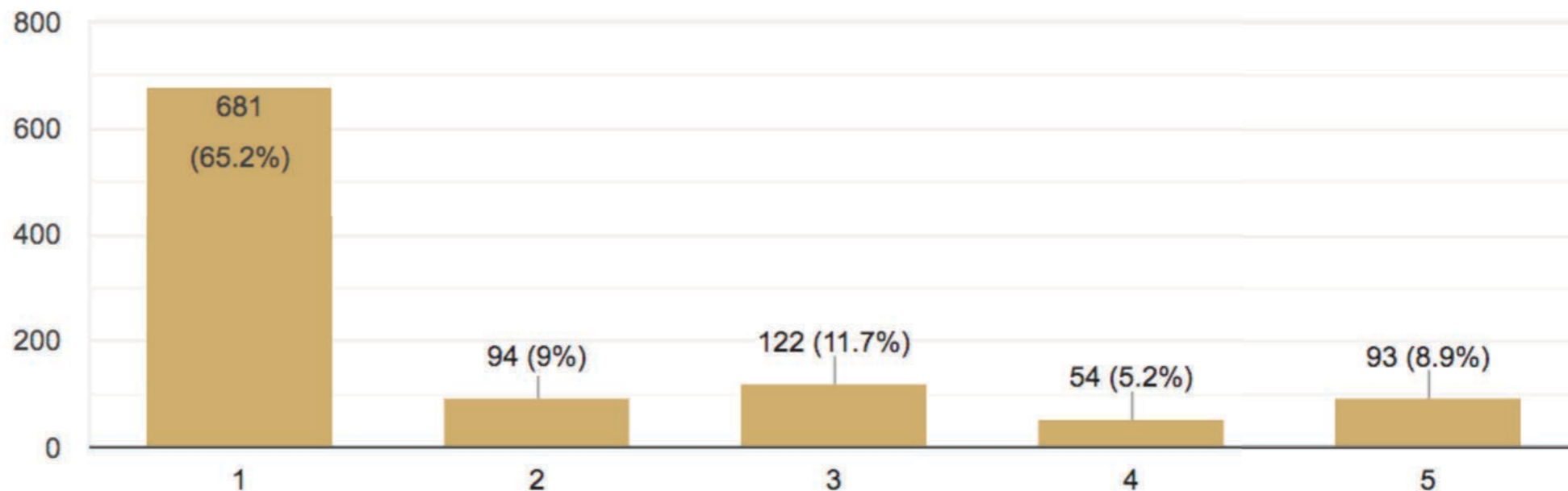
7. SIGNAGE

1= STRONGLY DISAGREE 65%
5= STRONGLY AGREE 9%

7. SIGNAGE

The owner is proposing a large red "Heart Carmel Valley" sign, large rooftop signs advertising "The Marketplace" and the addition of ranch fencing, banners, and flags visible from CV Road, Berwick Drive, and Dorris Drive.

1,044 responses





8. SOCIAL GATHERING AREAS

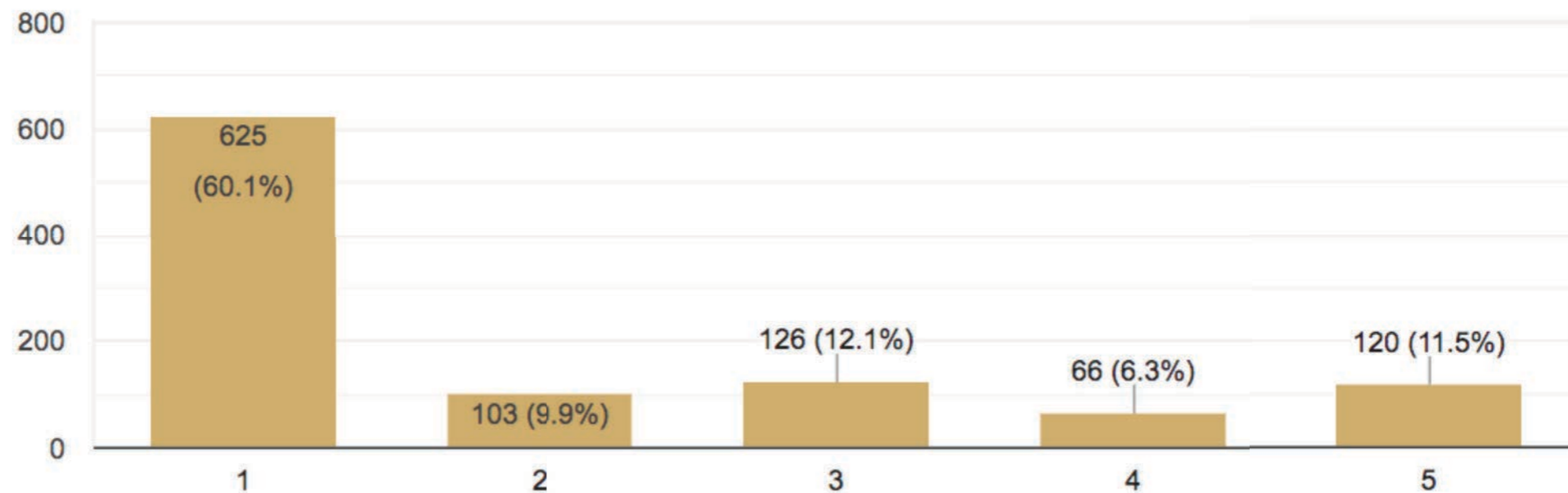
1= STRONGLY DISAGREE 60%

5= STRONGLY AGREE 12%

8. SOCIAL GATHERING AREAS

The owner is proposing the removal of existing planters and shade trees to create "Enjoyment Areas," "Gathering Areas," and "Outdoor Drinking Areas," which are described as including a fire pit, seating areas, bocce ball courts, and brightly colored umbrellas.

1,040 responses





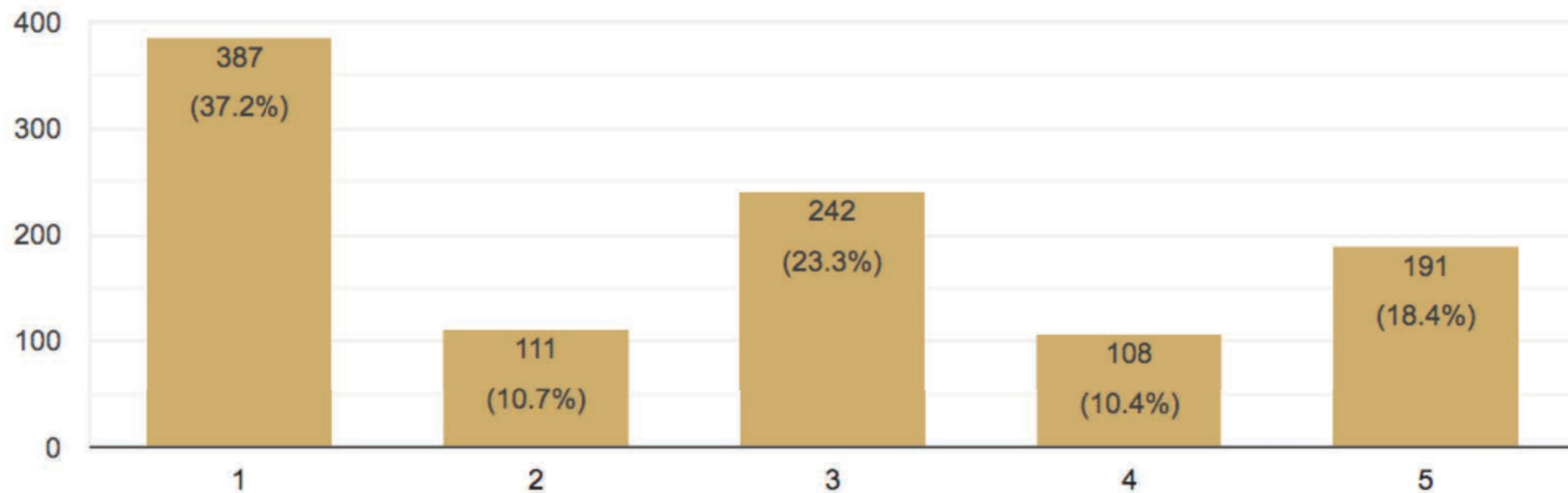
9. PARK CONCEPT ABUTTING ACE
HARDWARE BUILDING

1= STRONGLY DISAGREE 37%
5= STRONGLY AGREE 18%

9. COMMUNITY PARK

The owner is proposing a community park area in the Center.

1,039 responses

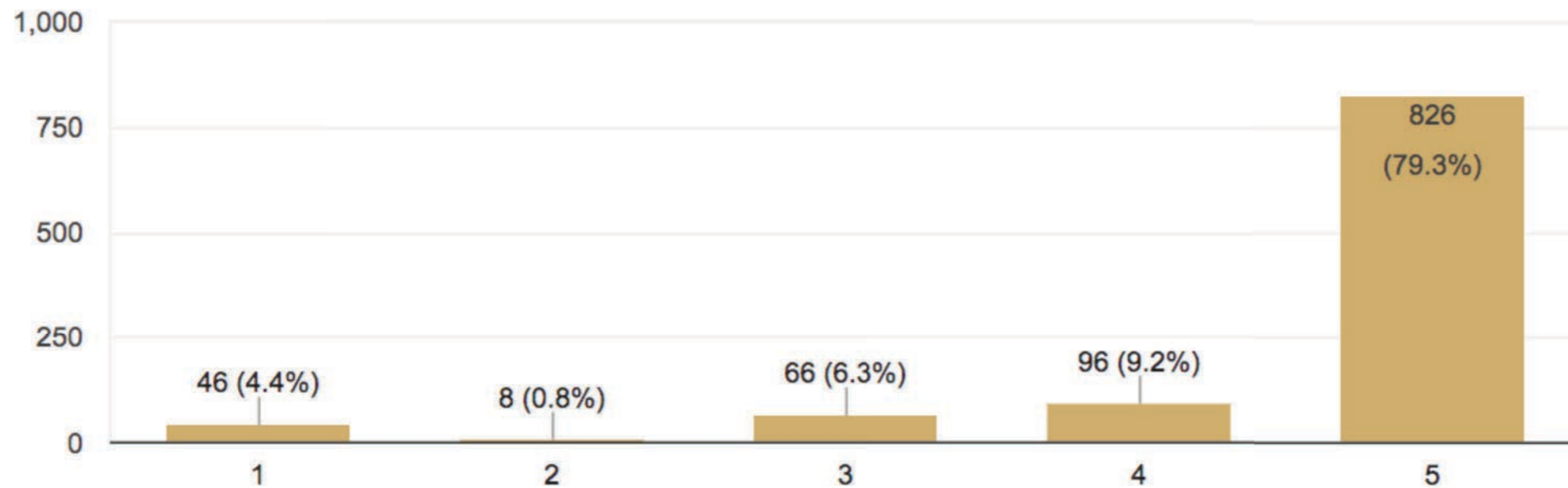


5= STRONGLY AGREE 79%
1= STRONGLY DISAGREE 4%

10. USAGE

Do you support maintaining the CV Mid-Valley Shopping Center as a resident-serving center?

1,042 responses



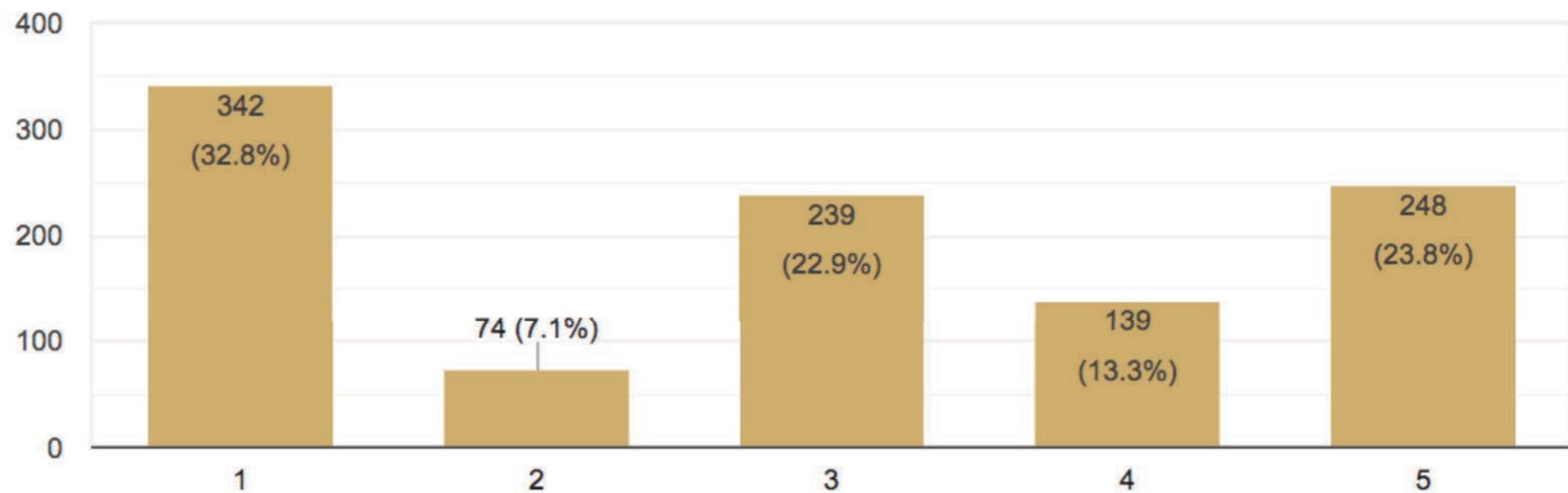
1= STRONGLY DISAGREE 33%

5= STRONGLY AGREE 24%

11. TRAFFIC

Would you support traffic mitigation, such as a roundabout or a signal, for areas near the Center?

1,042 responses





12. RETAIN INTEGRITY OF EXISTING ARCHITECTURE

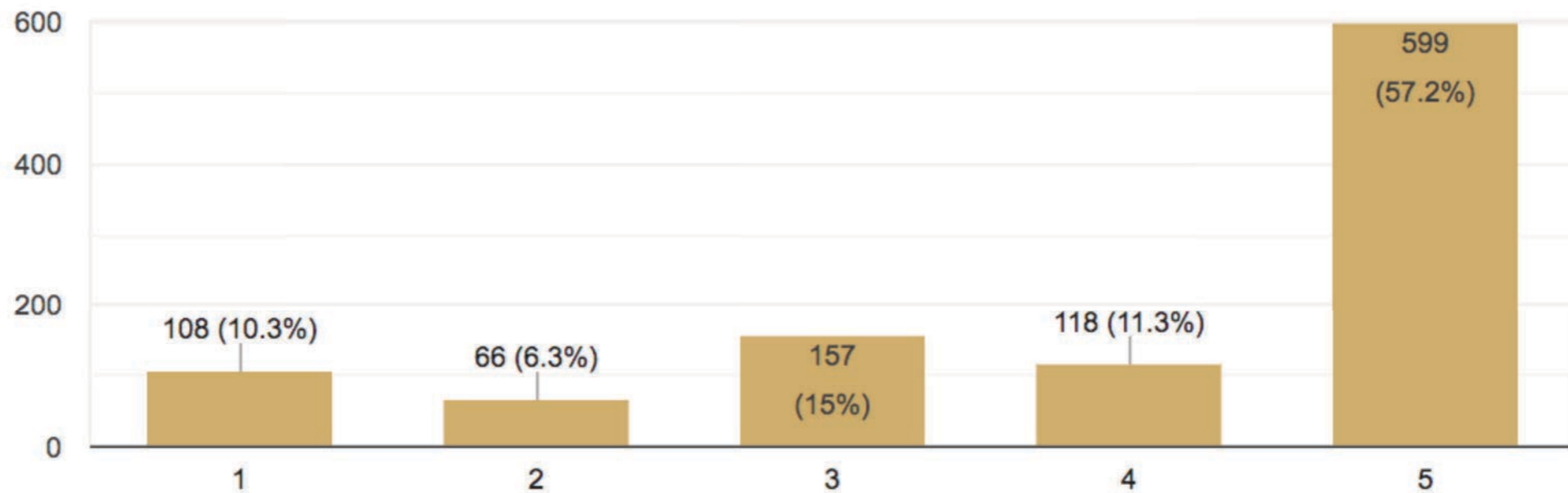
5= STRONGLY AGREE 57%

1= STRONGLY DISAGREE 10%

12. EXISTING ARCHITECTURE

Do you support substantially maintaining the current design and appearance of the Olof Dahlstrand designed complex, and its outdoor areas?

1,048 responses



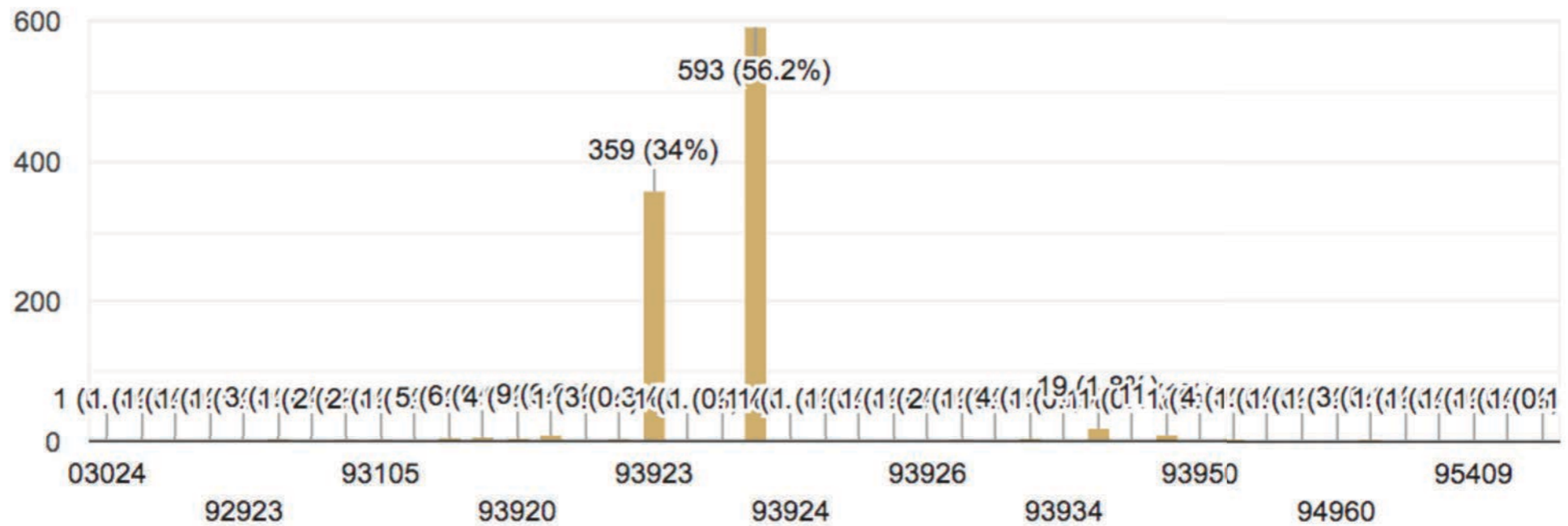
93924 56%

93923 34%

PERSONAL INFORMATION

YOUR ZIP CODE

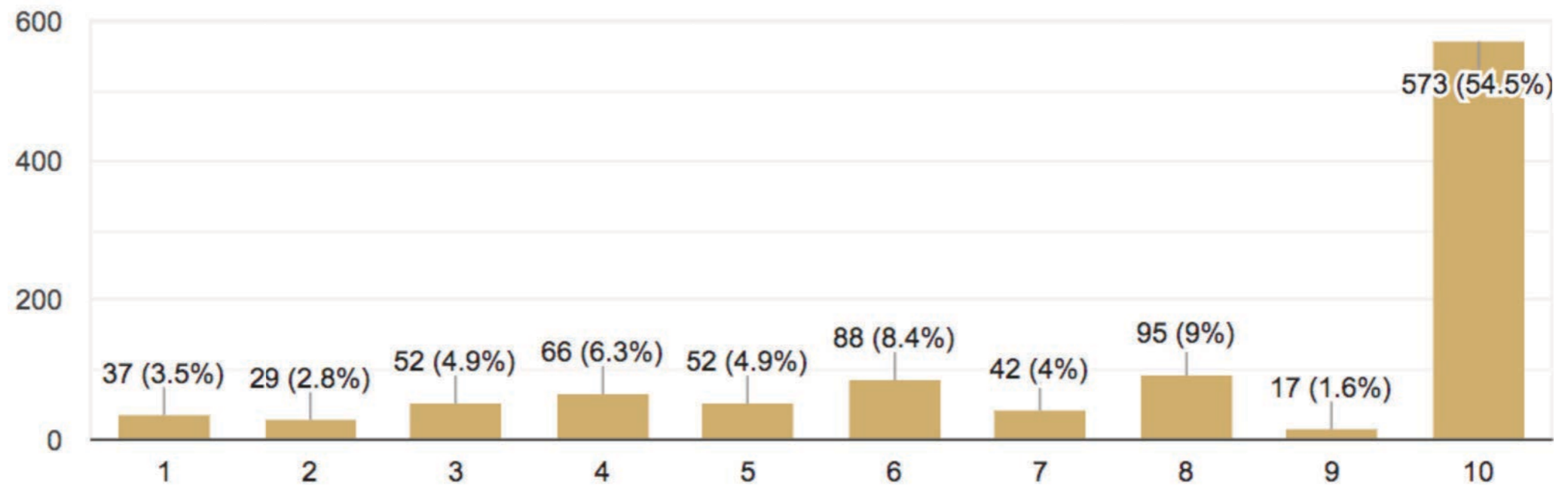
1,056 responses



10x per month 54%

Approximately how often do you visit the Mid Valley Center in a month?

1,051 responses



Thank you for your participation!



CARMEL VALLEY ASSOCIATION