
APPENDIX H

DR. ANTHONY KIRK UPDATED HISTORIC EVALUATION AND
RESPONSE TO REPORT WRITTEN BY DR. JONES
(DATED NOVEMBER 4, 2020)

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4 November 2020

Brandon Swanson
Interim RMA Chief of Planning
Monterey County Resource Management Agency
1441 Schilling Place
Salinas, CA 93901

Dear Mr. Swanson:

I recently reviewed a report written by Laura Jones, Ph.D., on 16 October of this year, as well as new materials on the Carmel Valley Shopping Center provided by the property owner. These documents confirm my belief that the resource is neither architecturally nor historically significant. This evaluation incorporates the material recently reviewed by me. If a building or a district is found not to be significant, it is not evaluated for integrity. "To be listed in the National Register of Historic Places [or the California Register of Historical Resources], according to Bulletin 15 of the National Park Service, *How to Apply the National Register Criteria for Evaluation*, a property must not only be shown to be significant under the National Register [or California Register] criteria, but it also must have integrity."¹ Since I did not find the shopping center to be significant, I did not evaluate the integrity of the property. Nonetheless, considering the controversy over the perceived importance of the shopping center, I thought it appropriate to evaluate the historic integrity of the shopping center. In my opinion the property has lost its integrity.

The Carmel Valley Shopping Center, or Mid Valley Center as it is also called, 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 1-13). The Shopping Center is a well-defined district, designed by the architect Olof Dahlstrand, with the possible exception of the former service station, Building E, which was likely designed by the Standard Oil Company. The district provides various goods and services to customers. 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 buildings 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

1. U.S. Department of the Interior, National Park Service, Bulletin 15, *How to Apply the National Register Criteria for Evaluation* (Washington, D.C., 1995), 44.

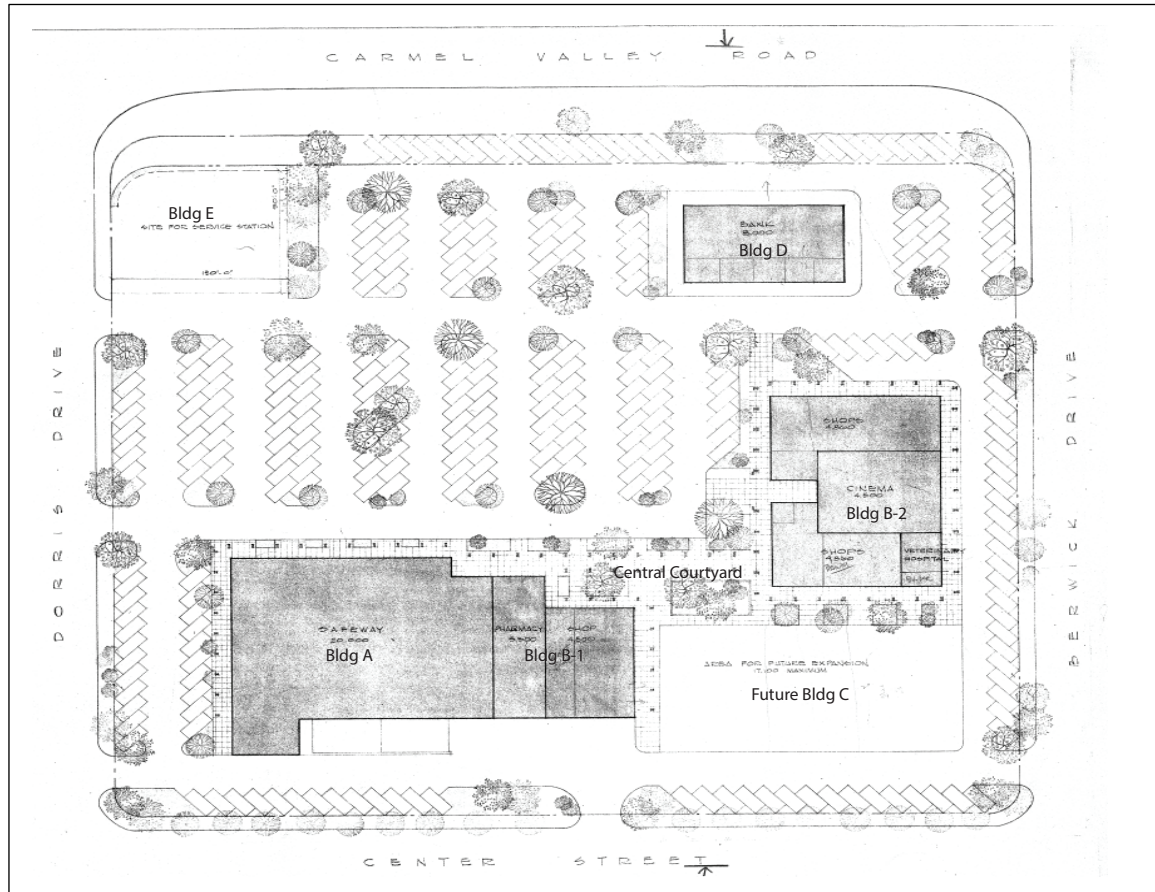


Figure 1. Olof Dahlstrand, Site Plan, 1965. *Courtesy Property Owner.*

concrete walls with an intaglio design, and a flat roof that is surrounded by a low-pitched shed roof, except for two sections on the south side, and 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, in Building B-1, are contemporary in character, their walls punctuated by fixed windows set in wooden sash. 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 of the shopping center, stands a one- and two-story stepped complex, Building C, with eight shops, which was constructed in three 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 a swimming-pool equipment shop. The plans show a hardware store occupying most of the space in the



Figure 2. Looking southwest at north side of Building A, 19 August 2019.



Figure 3. Looking southwest at east and north sides of Building B-1, 19 August 2019.



Figure 4. Looking northeast at west and south sides of Safeway, Building A, 19 August 2019.



Figure 5. Looking southeast at north side of Building C.



Figure 6. Looking southeast at north side of 1981 section of Building C, 19 August 2019.



Figure 7. Looking northwest at south and east sides of 1981 and 1982 sections of Building C, 19 August 2019.



Figure 8. Looking southeast at north and west sides of Building B-2, 19 August 2019.



Figure 9. Looking northwest at east side of Building B-2, 19 August 2019.



Figure 10. Looking northwest at south and east sides of Building D, 19 August 2019.



Figure 11. Looking southeast at north and west sides of Building D, 19 August 2019.



Figure 12. Looking northeast at south side of Building E, 19 August 2019.



Figure 13. Looking southwest at east and north sides of Building E, 19 August 2019.

adjacent section of the block. Later plans, however, reveal that this section, spreading over more than eight-thousand square-feet, was not constructed until 1981, more than a decade later. In early 1982 a 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, calls a noncontributing property.²

To the north is a large complex of shops, Building B-2, 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 Buildings B-1 and B-2.

To the northeast, just off Carmel Valley Road, stands Building D, a relatively small structure, comprising somewhat more than five-thousand square feet. The structure is rectangular in plan and is occupied by Ace Hardware. The original tenant was Crocker Citizens National Bank. No information is available on the date the bank vacated the building or if another tenant or tenants occupied the structure before it was leased to Ace Hardware. The long row of fixed-sash windows on the south side was painted and the drive-up window replaced by glass doors, at an unknown date. The exterior walls are clad with exposed-aggregate concrete on the north side and with stucco, decorated with wooden strips set in rectangular patterns on the north, south, and west sides. Entrance is

2. Ibid, 5.

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 Building E 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 from 1966 to 1982. When the center opened in the autumn of 1966, there were three tenants; Safeway in Building A, Steinmetz Pharmacy in Building B-1, and Valley Cinema in Building B-2. Early drawings produced by Dahlstrand attest to the vacancy of Buildings B-1 and B-2, the words "Temporary Enclosure" marking the images (figures 15 and 16). There was no comprehensive vision of the how the stores in the center should look. Doors and windows and their location were subject to the needs of future tenants. The architect's plans state that a wide variety of materials could be used, and great latitude was given to the developers and their tenants. "Exterior storefronts not indicated on elevations," wrote Dahlstrand, "to be constructed of anodized aluminum frames, glass, wood, clay block, and/or precast integrally colored concrete." It is unknown how many of the storefronts in Buildings B-1 and B-2 Dahlstrand designed and how many were added at a later date, possibly the work of other designers and contractors.

By the spring of 1967, a small section of Building C and all of Building D had been constructed, as had Building E, a service station that was leased to Standard Oil. Two additional tenants, a Tiki Home and Garden shop and a dry cleaners now occupied Building 1. Building C was home to two tenants, a laundry and a swimming-pool-supplies shop. Five more tenants had moved into Building B-2, leaving three spaces open. Crocker-Citizens occupied all of Building D, 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.

Over succeeding years various changes came to Carmel Valley Shopping Center. In 1977 Building C was enlarged by construction of an adjoining structure, 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 structure, close to the edge of the building. The work altered the surrounding area significantly, resulting in the loss of much of the courtyard between Buildings B-1 and C and between Buildings C and B-2 (figure 13 and 14). There was substantial modification of hardscape surfaces, such as walkways, planters, stairs and railings. There were, as well, alterations to the landscape through the creation of a recirculating stream of running water that was lined with boulders. All plantings were removed and replaced with both native and non-native plants. Ultimately the area had no relation to Olof Dahlstrand’s vision of this section of the shopping center.

In 1993 a permit to convert the Valley Cinema to new uses was issued. The work transformed the south side of Building B-2 (figures 16 and 17). No information is available on the date Crocker-Citizens National Bank vacated Building B-2, which was

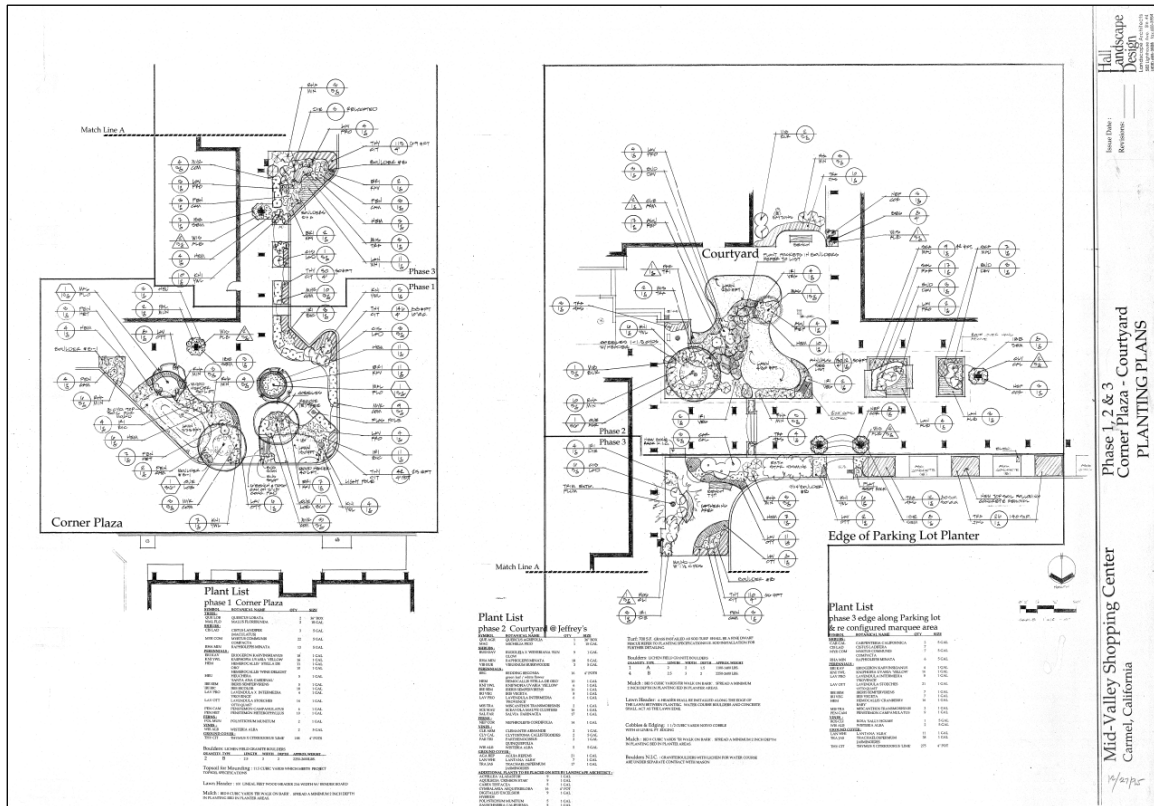


Figure 13. Hall Landscape Design, “Corner Plaza – Courtyard Planting Plans,” 27 December 1995. *Courtesy Property Owner.*

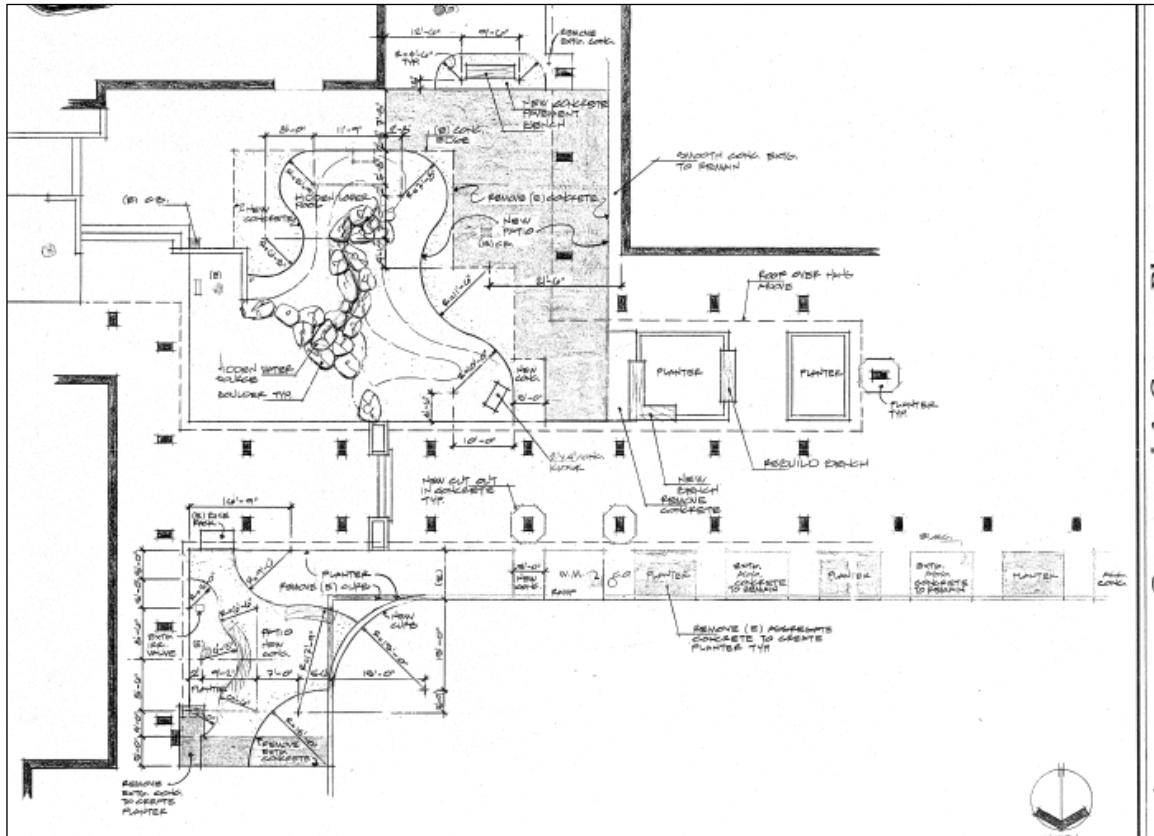


Figure 14. Central courtyard renovation, showing work done in 1995 to landscape the area between Buildings B-1 and B-2, and C. *Courtesy Property Owner.*

used by an ice-cream shop and later a yogurt shop. It was leased to Ace Hardware in 2015. The long row of fixed-sash windows on the south side was painted and the drive-up window replaced by glass doors. The following year, the fronts of two shops to the east of Safeway were radically altered, giving them a decidedly modern appearance. The recent evaluation of the shopping center by Page & Turnbull contains a table that lists building and planning permit records for the shopping center, excluding plumbing and electrical permits (figures 18 and 19).³ The original clay-block siding and clerestory windows, which appear in a 1965 drawing by Dahlstrand, were removed and modern siding and windows and electrical permits, for the period 1987 to 2016. It shows that in 1994 “new store fronts” were constructed, a clear reference to the two shops on the north side of Safeway.

The fronts were radically altered, giving them a decidedly modern appearance. The exterior walls were rebuilt, the large fixed-light windows flooding the interiors with natural light. One of the shops is currently vacant, while Hartford Optometry occupies the shop originally occupied by Steinmetz Pharmacy. In the summer of 2001 plans were drawn to convert the foyer and lobby of Valley Cinema to retail space. A Decorative

3. Page & Turnbull, Inc., Mid Valley Shopping Center, DPR 523A, B, and L, 29.

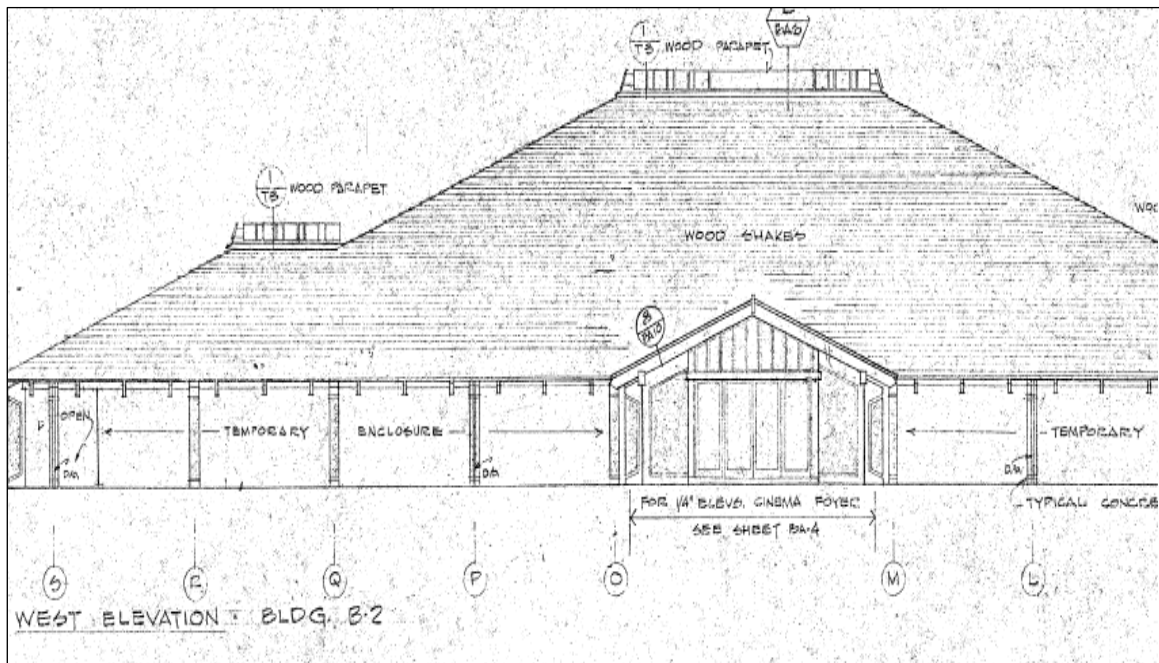


Figure 15. Olof Dahlstrand, looking east at west side of Building B-2 (detail), 12 October 1965. Note the “Temporary Enclosure” signs on the drawing. *Courtesy Property Owner.*

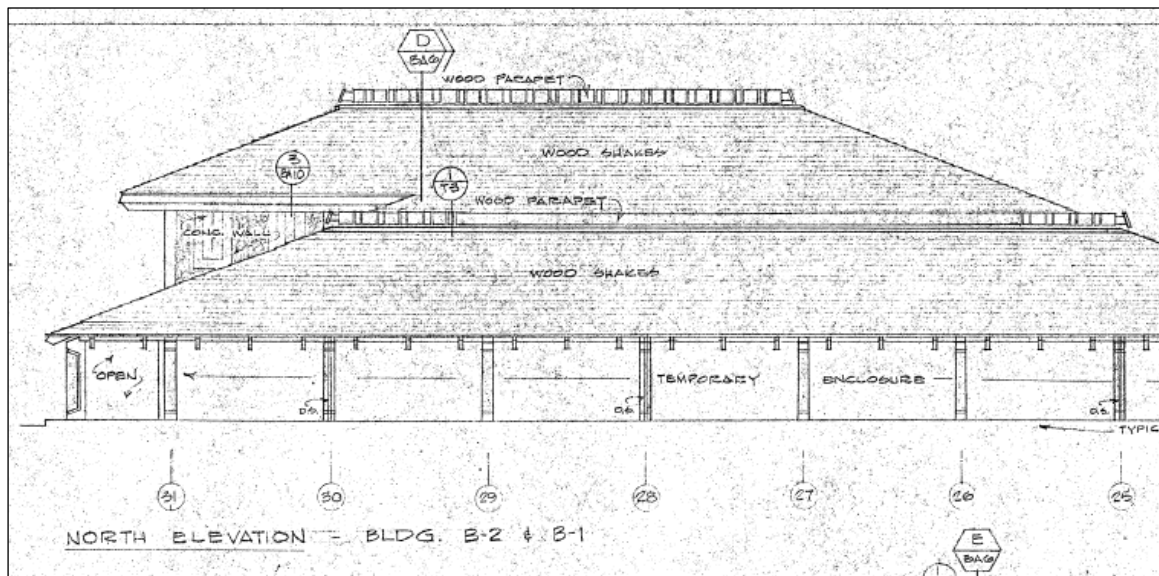


Figure 16. Olof Dahlstrand, looking south at north side of Building B-2 (detail), 12 October 1965. *Courtesy Property Owner.*



Figure 17. Olof Dahlstrand, Entrance to Cinema, Carmel Valley Shopping Center, 28 May 1965. *Courtesy Property Owner.*



Figure 18. Looking north at section of south side of Building 3, formerly the location of Valley Cinema, 19 August 2019

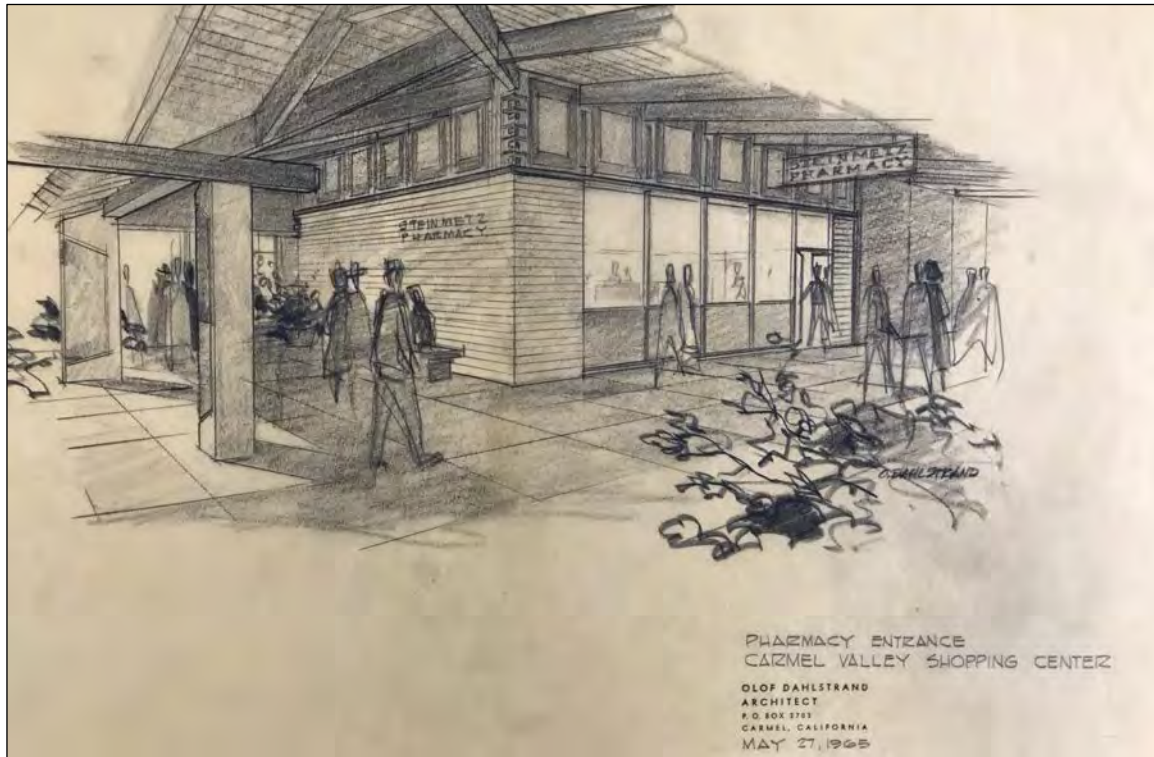


Figure 19. Olof Dahlstrand, Pharmacy Entrance, Carmel Valley Shopping Center, 27 May 1965. *Courtesy Environmental Design Archives, University of California, Berkeley.*



Figure 20. Looking southwest at the two shops north of Safeway, Building 1, 19 August 2019. Hartford Optometry is in the shop originally occupied by Steinmetz Pharmacy.

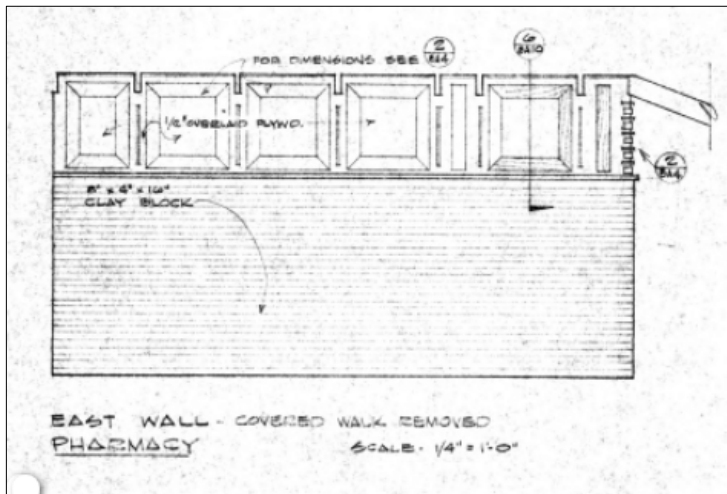


Figure 21. Olof Dahlstrand, Detail of the clerestory windows and clay-block, Steinmetz Pharmacy, Building 1, 22 October 1965. *Courtesy The Stanley Group.*

truss was constructed at the end of the cross gable. The space initially occupied by the theater itself was divided into two floors and fitted up with self-storage units, becoming Mid Valley Storage. In 2013 the gasoline pumps were removed from the service station at the northwest corner of the shopping center and the shop was remodeled to be used for automobile repair.

■ ■ ■

Carmel Valley Shopping Center was designed by the Wisconsin-born Olof Dahlstrand. Before beginning his architectural training at Cornell University in New York, he visited Taliesin, where he was taken 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 self-published book by William Welty, *Olof Dahlstrand: The Usonians, the Magnificent Seven of the East Bay* (San Francisco, 2007). These houses are not recognized as historic by the City of Oakland. Dahlstrand worked for Skidmore, Owings & Merrill, and produced 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.

Page & Turnbull takes the position that the shopping center is significant under Criterion C of the National Register of Historic Places and Criterion 3 of the California Register of Historical Resources “for its association with locally prominent architect, Olof

Dahlstrand.”⁴ Although the company does not use the word “master” in connection with Dahlstrand, it is readily evident that this is the section of Criterion C/3 under which it finds the resource significant. There is no discussion in the DPR of the “distinctive characteristics of a type, period, or method of construction” nor of “high artistic values,” the two other requirements for significance under Criterion C/3. “A master is a figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality. The property must express a particular phase in the development of the master's career, an aspect of his or her work, or a particular idea or theme in his or her craft,” according to National Register Bulletin 15.⁵

Page & Turnbull fails, however, to produce evidence that Dahlstrand was a master, citing a single mention in the 27 April 1962 *Eureka Humboldt Standard* to a proposed project by the “noted architect” that was never built.⁶ While countless designers may be described as notable, prominent, or successful, such a description does not make a master. Dahlstrand appears to have been successful in his design work and his career can certainly be described as interesting, but he did not rise to the prominence of a master, even at the local level. He is among the many architects mentioned in the Carmel context statement, where his first name is misspelled Olaf.⁷ The single work he designed that is mentioned in the *Context Statement* is the Wells Fargo Bank building, constructed in 1965. Although nominated in 2016, the building has yet to be placed in the inventory. It should be noted, as well, that the biography of Dahlstrand which appears in the context statement is limited to two sentences, far shorter than the sketches of most other Carmel architects.⁸ Dahlstrand ceased to work as an architect about 1993 and devoted the last two decades of his life to art, serving, as well, on both the Carmel planning commission and the city council.

Other sources make it clear that Olof Dahlstrand was not considered a master architect. He was never named a Fellow of the American Institute of Architects, an honor accorded designers “who have made outstanding contributions to the profession through design excellence, contributions in the field of architectural education, or to the advancement of the profession.”⁹ He is not among the 8,400 architects listed in the Pacific Coast Architecture Database, which includes designers in California, Oregon, and Washington.¹⁰ No examples of his work are included in the National Register of Historic Places, nor is there any mention of him in *Architectural Record*. Although an able architect, with an occasional flare of brilliance, Olof Dahlstrand was not a master. When he died at the advanced age of 97 on 17 July 2014, his obituary in the *Monterey County*

4. Ibid., DPR 523L, 39.

5. National Park Service, Bulletin 15, 17, 20

6. Page & Turnbull, Inc., Mid Valley Shopping Center, DPR 523L, 37.

7. Architectural Resources Group, *Historic Context Statement: Carmel-by-the-Sea*, prepared for the City of Carmel-by-the-Sea, updated ed. (1997), 48, 87, 105.

8. Architectural Resources Group, *Historic Context Statement*, 105

9. “Fellow of the American Institute of Architects,” Wikipedia, https://en.wikipedia.org/wiki/Fellow_of_the_American_Institute_of_Architects, accessed 1 November 2020.

10. <http://pcad.lib.washington.edu/persons/?page=7>, accessed 1 November 2020.

Herald called him “a talented architect and artist,” devoting a single sentence to his work as an architect and a single sentence to his work as an artist.¹¹

Nonetheless, Page & Turnbull considers him a master, though the firm is unable to provide evidence that the Carmel Valley Shopping Center expresses “a particular phase in the development of the master’s career, an aspect of his or her work, or a particular idea or theme in his or her craft.”¹² It makes reference to the influence the great designer Frank Lloyd Wright had on him, but Wright influenced countless architects across the country, most of whom would never become masters.

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 Register of Historical 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. 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.

In my opinion the Carmel Valley Shopping Center is neither architecturally nor historically significant. If a building or a district is found not to be significant, it is not evaluated for integrity. According to Bulletin 15, “To be listed in the National Register of Historic Places [or the California Register of Historical Resources] a property must not only be shown to be significant under the National Register [or California Register] criteria, but it also must have integrity.”¹³ Since I did not find the shopping center to be significant, I did not evaluate the integrity of the property. Nonetheless, considering the controversy over the importance of the shopping center, it is appropriate to evaluate the historic integrity of this resource.

Integrity is the ability of a resource to clearly convey its significance. Historic integrity is composed of seven aspects: Location, Design, Setting, Materials, Workmanship, Feeling, and Association. According to Bulletin 15, a property must “possess several, and usually most, of these aspects” to retain integrity. In an evaluation of integrity, the shopping

11. “Olof Dahlstrand, 1916-2014,” *Monterey County Herald*, 22 July 2014.

12. National Park Service, Bulletin 15, 20.

13. *Ibid.*, 44.

center must be shown to retain its “essential physical features” and should be “compared with similar properties”¹⁴

The Carmel Valley Shopping Center stands in the same Location where it was constructed. Although the surrounding area has evolved over the course of fifty-four years, the resource maintains its Setting. The Design of the district retains its initial form, plan, style, and spatial relationships. A variety of alterations to the five buildings, or blocks of shops, that compose the shopping center has resulted in the loss of integrity for three of them. Building 1, at the southwest corner of the shopping center, is where the largest tenant of the property, Safeway, is located. The Safeway store was photographed in the late 1960s by the architect of the shopping center, Olof Dahlstrand, or by a professional photographer. A photographic print in the Environmental Design Archives at the University of California, Berkeley, shows the store looking much as it does today, except for the replacement of the original Safeway sign and the construction of a low wall running along much of the glass façade, which is used to store shopping carts for customers. The new sign has the Safeway symbol or logo following the word Safeway, which the original sign did not. To the east of Safeway, in the same building, are two shops with storefronts that date to 1994. The drawings for the Carmel Valley Shopping Center in the Environmental Design Archives include an image by Dahlstrand, dated 27 May 1965, that shows the shops as the architect conceived them, while a drawing owned by the Stanley Group reveals important details of the one shop (figures 18 and 20). The current shops have store fronts that date to 1994 (figure 19). The exterior walls are composed of tall fixed-sash windows topped by significantly smaller four-light windows and set between square stucco-clad piers. The recessed glass doors are also crowned by small four-light windows. As such, the exterior walls are essentially glass walls, which flood the interiors with light. The shops have a distinctly modern look and stand in strong contrast to the older shops in the complex. The new construction required removal of all original materials and led to the loss of all traces of original workmanship. The two stores, which front on the center’s primary parking lot, are easily visible to shoppers and convey a distinctly different Feeling than the rest of the building. In my opinion, Buildings A and B-1 have lost their historic integrity.

Building C, to the east of Building B-1, was constructed in three phases. The first phase dates to 1966, when a small building encompassing 2,263 square feet of space, was constructed. It was leased to laundry and a swimming-pool equipment store. Fourteen years later, in 1981, a significantly larger addition was constructed to the east, and in 1982 a small second-story addition, containing 378 square feet was built. Building C has a distinctly different appearance that either of the two principal buildings in the shopping center, Building A and B-1 and Building B-2. Both of these resources are distinguished by a broad overhang of the roof that extends six to eighteen feet from the front of Buildings A and B-1 and eleven feet from three sides of Building B-2. The roofs rest directly on the buildings and on tall concrete piers with exposed aggregate on three sides. The roofs covering the Building C are either flat or flat with shed roofs on four sides. The structure is clad with sections of stucco enlivened with slender strips of wood

14. Ibid., 45.

overlay and T1-11 siding. The building lacks any distinguishing design features and does not appear to have been designed by the same architect responsible for the other buildings in the shopping center. The 1981 addition covered the east end of the original building, altering its design. The additions of 1981 and 1982 enlarged the building by a total of 71 percent. As such, nearly three-quarters of the structure is less than forty years old. The shopping center nomination prepared by Page & Turnbull, Inc., shows the Period of Significance to be 1966 to 1967. The original block of the building no longer maintains its integrity, due the 1981 addition, which led to a significant change in Design, the loss of Materials and Workmanship, as well as Feeling. Building C, which no longer maintains its integrity, is a noncontributing property.

To the north stands Building B-2, the largest structure in the shopping center, with a total area of 14,609 square feet. The original primary tenant was Valley Cinema, a 450-seat motion picture theater that occupied the center of the building. Two stories in height, the theater required construction of a roof that descended to cover the one-story shops that ran along three sides of the motion-picture theater. The Page & Turnbull nomination states that the “dramatic roof lines” of the shopping center echo “the surrounding hill slopes” and show the influence of Frank Lloyd Wright on Olof Dahlstrand.¹⁵ In fact, the single dramatic roof line in the complex was the result of designing a roof that would cover the two-story motion-picture theater, as well as the single-story shops set along three sides of it. Sited in the center of Building B-2, the theater was entered from the west through a fourteen-foot wide and fourteen-foot long foyer that led to doors opening to the theater lobby. A prominent marquee with the words Valley Cinema topped the cross gable and a huge “reader board,” which carried the name of the movie playing, along with other information, was set to the south of the foyer (figures 22 and 23). In 1993 Monterey County approved a permit to convert the foyer and lobby to retail space, and in the summer of 2001, plans were drawn by the Monterey architect George Ash to enclose these elements. The Valley Cinema marquee and reader board were removed, and a decorative truss was constructed in the cross gable (figure 17). The space formerly occupied by the foyer and lobby, which contained 793 square feet, was converted to indoor retail space. At a later date the theater was transformed into the two-story Mid Valley Self Storage, which is entered on the east side of the building. The work associated with closing the theater radically altered the exterior Design of Building B-2. It resulted in the loss of materials, workmanship, and feeling. In my opinion Building B-2 has lost its historic integrity.

To the northwest of Building B-2 stands Building D, which is leased to Ace Hardware. The design of the building was altered either by Ace Hardware or, possibly, by a previous tenant, who rented the space after the initial lessee, Crocker-Citizens National Bank, vacated the premises. The long row of fixed-sash windows on the south side was covered with opaque paint and the drive-up banking window on the north side was removed and replaced by a double glass door. These alterations have, to an extent, changed the design of the building, but they do not appear to have led to a loss of integrity.

15. Page & Turnbull, Inc., Mid Valley Shopping Center, DPR 523L, 39.



Figure 22. Looking southeast at the front of Valley Cinema, *Courtesy Monterey Herald, 24 September 1966.*



Figure 23. Looking east at the large sign, with the name of the motion picture playing, in front of the Valley Theater. *Courtesy Environmental Design Archives, University of California, Berkeley.*

Building E, which stands to the west was originally a Standard Oil Service Station. It was possibly designed by Olof Dahlstrand, but it is more likely that Standard Oil itself provided the plans. At an unknown date, the gasoline pumps were removed, and a fence was built extending north from the station, to allow for the concealed storage of trash. For some years the building has been leased to Carmel Valley Auto Service. The various alterations to the building over the years include the removal of significant Standard Oil feature, painting the station a new color, and the addition of a large roof screen. Building E has its integrity.

Four of the five buildings that compose the Carmel Valley Shopping Center do not maintain their historic integrity. According to Bulletin 15, a historic district may be composed both of “features that lack individual distinction and individually distinctive

Features that serve as focal points. It may even be considered eligible if all the components lack distinction, provided that the grouping achieves significance as a whole within its historic context.” In either case, the majority of the components that add to the district’s historic character, even if they are individually undistinguished, must possess integrity, as must the district as a whole (underlining added)”¹⁶

It is apparent that four of the five buildings that compose the Carmel Valley Shopping Center have lost their integrity. The shopping center no longer maintains historic integrity. As such it would be ineligible for listing, even if it were to be considered significant under Criterion C of the National Register of Historic Places and Criterion 3 of the California Register of Historical Resources. It also is not eligible for listing in the Monterey County Local Register of Historical Resources.

Sincerely yours,



Anthony Kirk, Ph.D.

16. Ibid., 5.