

The Barnyard Shopping Village *Backgrounder*

The Barnyard Shopping Village, built in Carmel in 1976, is a landmark on the Monterey Peninsula, featuring 50 merchants ranging from boutique shops, restaurants, salons, office spaces and art galleries. On January 10, 2004, The Barnyard was purchased by SIMA Barnyard, LLC, a California-based company. Currently, the new management of the shopping village, guided by General Manager, Stephanie Scholderer, is in the midst of collaborating with their merchants to plan and implement improvements to revitalize the property.

The Barnyard has proposed improvements to redesign and designate placement of all signage to and from the village with the goal of increasing visibility and charm. To accomplish this, The Barnyard is utilizing the services of accomplished designers to create new sign designs, which are both pleasing to the eye and functional in use. To complement these artistic enhancements, the barn roofs have already been replaced with attractive copper gutters.

Architects and designers have begun submitting plans to improve the design of the buildings, walkways and the grounds themselves. Architectural renderings have been commissioned which feature drawings highlighting the staining of each of the barns in an earthen palate color scheme, the addition of new teak benches, the renovation of stairs and walkways with decorative copper accents, additional restrooms and artistic displays to be featured throughout the village.

The Barnyard Shopping Village has completed the addition of an outdoor garden and patio area with a gas fireplace for Barnyard shoppers, merchants and the community. The Barnyard ownership and management will be working closely with appropriate local, County and State officials throughout this process.

The Barnyard Shopping Village looks forward to benefiting both its merchants and the Monterey Peninsula economy by beautifying its property and drawing visitors to this already popular shopping and dining destination.

###