

Changing face of downtown

4-16-86

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SANTA CRUZ — Doors continue to revolve in downtown Santa Cruz this week with the sudden closure Tuesday of a bookstore cafe in the Cooper Street Plaza, the remodeling of Woolworth's on Pacific Garden Mall to provide space for a new clothing retailer, and preparation for the opening a new cafe in the space formerly occupied by Caffè Pergolesi.

The Upstart Crow and Co. bookstore and cafe closed its doors Tuesday and began moving out of its Cooper Street Plaza location. The

company is closing another store in Pleasanton and has already shut two others, reducing its California chain to 16 from 20.

"Unfortunately these are stores that just weren't profitable," Greg Buckner, president of Upstart Crow, said today. "We were very disappointed in downtown Santa Cruz traffic."

But Dena Robertson, manager of the plaza, said the location is a good one and will be easily filled. "I would not attribute the closure of the Upstart Crow to a local problem, but

Please see back of section

cause of democracy in Nicaragua

Downtown

Continued from Page A1

more to bigger problems in that company," she said.

Robertson said the plaza has some plans for the space, but none firm enough to reveal. She did say that a marketing survey they conducted showed a need for a restaurant in the plaza, and hopes to have a restaurant in the space.

Meanwhile, the 14,000-square foot F.W. Woolworth Co. on the Pacific Garden Mall began remodeling its space to a trimmer size of between 9,000 and 10,000 square feet in order to make way for a new clothing retailer.

Woolworth assistant manager Peter Loya confirmed rumors that both the Gap and the Banana Re-

public chains were negotiating for the nearly 5,000-square foot space. "We will know within a month what is going in there," he said. The store remodel is expected to take six to eight weeks, with the store remaining open for business during that time.

The Woolworth company has closed and remodeled a number of stores nationwide, and has attempted to give a "face-lift" to many locations. Loya described the Santa Cruz remodel as an attempt to upgrade the merchandise and the store's appearance.

Loya said the negotiations were leaning toward the Gap rather than the Banana Republic, but charac-

terized the deal as less than settled.

However, a spokesman for the San Francisco-based Gap characterized the deal as fairly firm. "Tentatively, barring any lease contract problems or construction delays, the Gap will open in Santa Cruz in mid-July," said Jim O'Donnell, executive vice president for the Gap.

Banana Republic spokeswoman Joann Snyder would neither confirm nor deny that the company was looking into the space.

Tandy Beal & Co. and Bookshop Santa Cruz continue to ready their new venture, Cafezinho, for a gala opening Saturday. The new cafe will occupy the space next to Bookshop Santa Cruz, which was recently vacated by Caffè Pergolesi.