
Rancho del Mar, Safeway projects completed

Rancho Del Mar shopping center in Aptos will celebrate its \$250,000 beautification project and the expansion of the Safeway store on May 16.

The event will include a "Walk for Life," co-sponsored by Dominican Santa Cruz Hospital, a ribbon-cutting ceremony at 10 a.m., and promotions by stores in the center.

The beautification project, which began a year ago, included repaving and re-stripping of the parking lot, painting of the buildings and addition of several planter boxes.

Safeway's expansion, started a year ago, brings the store's square footage to over 31,000, from 20,000.

The store added a deli, bakery, floral shop, and fresh-fish counter. The produce section was expanded, and now includes a salad bar.

Such additions are something Safeway is going to do "where there's space and the sales warrant it," said Frank Crivello, manager of the Rancho del Mar store.

A similar project was done at the Mission Street store in Santa Cruz, and the Safeway in Scotts Valley included all the "extras" when it was built several years ago.

"The overall response has been favorable," said Crivello, adding that business kept increasing even while the improvements were being done. Customers, he said, "held up very well" during the construction phase.

The "Walk for Life" begins at 9 a.m. with a trek around the shopping center. Doctors will speak before the walk, and blood-pressure checks will be given.
