

# Urban Outfitters plans store downtown

*Pacific Ave.*  
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**SANTA CRUZ** — Urban Outfitters, a retailer with a bent toward the subculture, has its eye, appropriately, on downtown Santa Cruz. After looking at Santa Cruz for years, the company is nearing completion of a deal to move into the long-vacant Woolworth's building on Pacific Avenue.

"It's a very young city, not just chronologically, but (it's) a youthful environment," said Wade McDevitt, real estate consultant for Urban Outfitters.

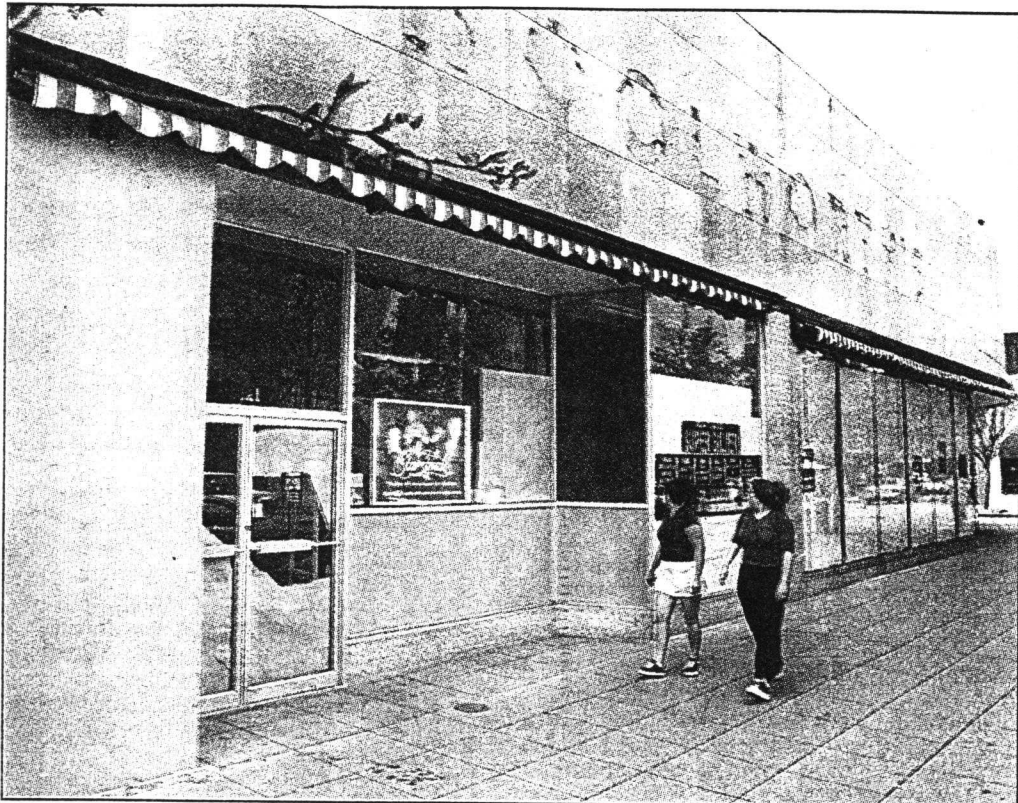
The company's 30 other stores are found in college towns. The primary market is 18-30-year-olds.

The store sells jeans, T-shirts, intimate wear, shoes and jewelry as well as used clothing. Urban Outfitters sells itself as a "one-stop shopping venue," a place for picking up funky housewares and novelties or just hanging out.

Urban Outfitters sells its own brands — Free People, Lucie and Co-Operative Mfg. Company.

The store began in 1970 as a hippie shop called Free People on the University of Pennsylvania campus. Its headquarters remain in Philadelphia.

It is now a publicly traded company with



Bill Lovejoy/Sentinel

The long-vacant Woolworth's building at Pacific and Walnut avenues is expected to soon house an Urban Outfitters store.

net sales of \$209 million for the 12 months ending Jan. 31.

Shoppers won't find Urban Outfitters in traditional malls. The company seeks unique, warehouse-like buildings and renovates them with a team of artists and store employees.

The company has found places like old auto dealerships to open its stores.

Local employees make most of the store's hand-made signs and props and choose music for the store.

The company has used "architecturally significant structures," in the past, McDevitt said, declining to specify its pending lease is for the Woolworth's building.

The location, however, was confirmed by Bob Scrivener, an agent with Wilson Bros. Realty in Santa Cruz, who is handling the lease for the site.

The spacious building, which for decades

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housed Woolworth's and its lunch counter, is in a prominent downtown corner location.

The five-and-dime store closed its doors in 1997 when the company shut 400 stores nationwide. The building is 6,300 square feet.

The neighboring Gap is also gearing up for an expansion to accommodate a children's clothes selection.

The Gap is expected to move temporarily into the old Cat-N-Canary

building across the street during the renovations, moving back to its regular spot on the mall when the remodel is completed.

The combination of Urban Outfitters and the Gap on the same block will likely appeal to not only UC Santa Cruz students but the growing number of high-tech company employees whose offices are relocating to the new buildings downtown.

Several high-tech businesses are filling the 1200 Pacific Avenue building and the Cooper House as they are completed.