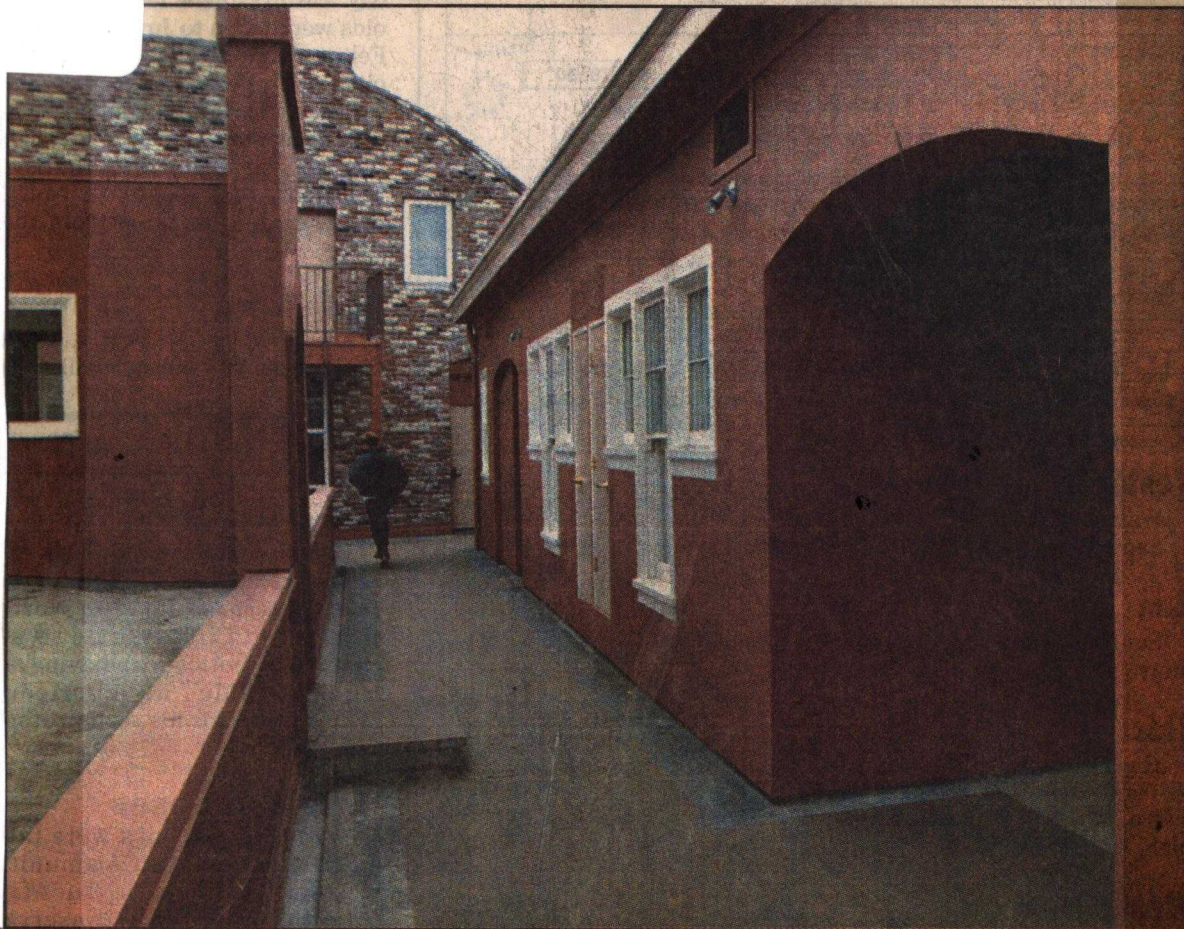


Jefsen building reopens

WATSONVILLE
BUILDINGS



An upstairs walkway leads to the front entrances of the new Jefsen residences.

Residents, retail tenants bring life back to historic building

By VICTORIA MANLEY

STAFF WRITER

WATSONVILLE — The historic Jefsen building is beginning to draw attention back to itself as tenants settle themselves in the apartments now for lease on the upper floors, and as potential tenants look at the vacant retail spaces along Main Street.

"There are tons of interest, and we're hoping to get things leased out," said Tom Nelson, a project manager for Barry Swenson Co., the developing company for the Jefsen building.

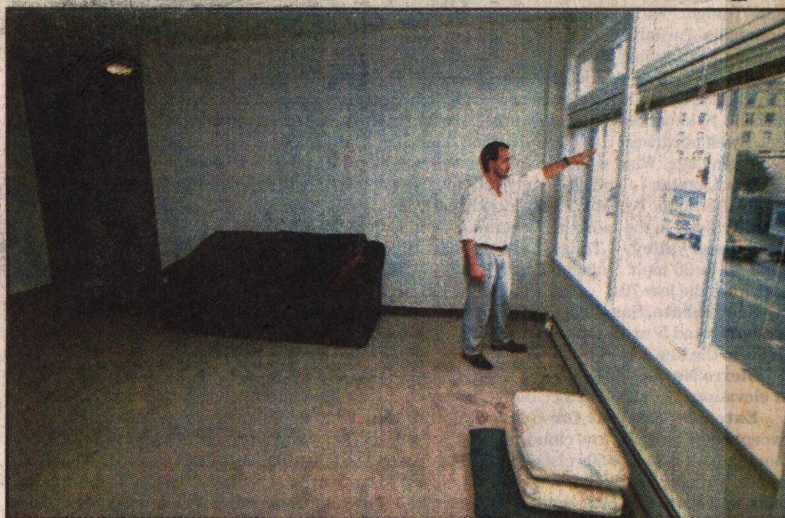
Nelson and other representatives of Barry Swenson Co. met with city officials and downtown business leaders earlier this week to discuss the progress of the Jefsen building.

"We're actively looking for tenants to fill the space," he said. "We're hoping to attract a mix of businesses."

Nelson said his company was hoping to find tenants that would create an atmosphere in the Jefsen building "where people go down there and have a downtown experience."

Half of the apartments — which range from studios to two-bedroom units — have been leased, and one retail unit has been leased to Candy Chaos, a candy store to be located along East Beach Street.

Nelson said there are "a few ne-



Tarmo Hannula

Wallace Ferreira, property manager for the recently remodeled Jefsen Building, 508 Main St., takes a view of Main Street from his living room window after moving into the quarters two months ago.

gotiations" currently underway for some of the other units on the retail floor, including negotiations for the unit on the corner of East Beach and Main streets to a "local, successful bagel" cafe.

"Our policy has pretty much been (to) give the people what they want," Nelson said. "We try to work as closely with the cities as possible."

He added, however, that he had "a gut feeling" that the most successful businesses to fill the Jefsen's ground floor would be ones that

would be tied to entertainment and recreation, and where people could visit and say, "I went downtown last night, partied and had a great time."

"I think it's going to take some young people and entrepreneurial spirit" to be successful, he said, suggesting places that would provide social outlets such as dancing. He also suggested that "new" ideas come to the Jefsen building, where people could enjoy a "downtown, urban living experience."