

✓Gottschalks plans to start Capitola store in September

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CAPITOLA — Gottschalks first "full-line" department store in Santa Cruz County will break ground at the Capitola Mall on Sept. 1, with a May 1990 opening targeted.

The \$5-million, 98,120-square-foot store will fulfill long-sought plans by Capitola officials for a fourth — and final — anchor department store at the county's only covered shopping mall. It is expected to be the crowning of last November's \$35-million mall expansion, which nearly doubled the size of the mall and included a J.C. Penney.

Gottschalks' owner Joe Levy said the company plans to retain all three existing Gottschalks stores in the county — in downtown Santa Cruz, Scotts Valley and Aptos. In fact, the 9,000-square-foot Aptos store is scheduled to be expanded by 50 percent within the next few months, he said.

Sales are running approximately 15 percent higher in both Santa Cruz and Aptos compared to the previous Leask's stores that operated there, Levy said.

"Our Santa Cruz County stores have met all our expectations and more," he added. "It's really one of our hot spots."

The Fresno-based Gottschalks bought out Santa Cruz-based Leask's last September. That sale included Leask's rights to build a store in Capitola.

Levy described the upcoming Capitola store "full line," in that it will include many amenities that Gottschalks other three stores in the county are without. For example, there will be home furnishings and a beauty salon, as well as expanded china, glass and silverware, and bridal registry departments.

The Capitola Gottschalks will have 93,214 square feet of actual retail space. It will be twice the size of the Santa Cruz store. By comparison, of the mall's other anchor stores, Penney's is 91,805 square feet, Mervyn's is 75,000 square feet and Sear's is 115,000 square feet.

The two-story Gottschalks will be built behind the existing mall, adjacent to Penney's. A two-story, 337-space parking garage will also be built between the store, Clares Street Loop Road and Capitola Road.

Capitola will be Gottschalks' 22nd store, and the fourth to open within the year. New stores are also

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CAPITOLA MALL



Gottschalks store will include curved glass-block facades and stained-glass dome.

opening in Antioch, Eureka and Yuba City.

The architectural firm of Feola Deenihan Archuleta in Glendale designed the new store.

It will feature curved glass-block facades at the main entries. Inside, both an elevator and escalator will be installed under a stained-glass dome.

Levy became interested in Capitola when he visited

as a representative of the California Transportation Commission back in mid-1987. It seems Levy attended the Transportation Commission's groundbreaking ceremony for the \$1.8-million Highway 1-41st Avenue interchange project.

Levy said Gottschalks' name recognition is a factor in its success locally.