



Expansion plans show JC Penney store ad large enclosed mall area

# Capitola Mall expansion plans are OK'd in concept

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CAPITOLA — Construction of the planned Capitola Mall expansion may begin as early as next summer following the City Council's conceptual approval of the plan last week.

Planning Director Steve Russell said Friday the plan, pending final approval, shows two major department stores added to the mall. JC Penney will occupy one of the additional spaces; the mall is reportedly negotiating with Emporium-Capwell, among others, for the other spot. Plans to put a Macys into the fourth department store space — Mervyn's and Sears are the original two — fell through last year when that chain decided Santa Cruz County could not support one of its stores.

The plan also shows an additional 100,000 square feet of retail space. Russell said he believed the mall and its owners, Cypress Properties, would try to put in "upscale" shops featuring upgraded, perhaps more expensive merchandise.

The gross square footage of the mall would nearly double under the plan — from 381,098 to 737,603 square

feet. Parking space also would nearly double and a parking structure would be required for the fourth department store.

That portion of Clares street that now dead-ends into the mall will be connected to Capitola Road through a loop road.

Russell said the project next will go to an economic consultant who will work out financial details. The plan also will have to meet the 41st Avenue design guidelines — landscaping — adopted by the council.

A mall Environmental Impact Report was done in April 1982; a supplement may have to be prepared to that report. Plans will also have to pass through architectural and site review and city planning.

The review process is already under way and may be ready for City Council approval by early spring.

The Brown family, owners of the Brown Bulb Ranch property west of the mall; Cypress Properties, the purchasers; and City Manager Steve Burrell are waiting for the EIR before agreeing on final details on acquisition of the land needed for the expansion.

Burrell said city money will not

directly be involved in the land purchase. He stressed, however, that redevelopment agency money will fund a lot of work in the area around the mall — mainly in new roads and traffic control — that will benefit both the mall and the city.

Burrell also mentioned the re-vamping of the 41st Avenue—Highway 1 overpass and on-and offramps. Work is tentatively scheduled for the fall of 1986 and Burrell hopes it will proceed quickly enough to handle the increased traffic from the expanded mall.

He said he did not know whether Cypress Properties was actively pursuing Emporium-Capwell as the fourth department-store tenant. The city did a market study one year ago showing, he said, what kind of volume the mall could support. Copies of the study were sent to Macys, Emporium-Capwell and Nordstroms.

Macys has said it needs a permanent population base of 400,000 to put a store in an area, a population nearly double Santa Cruz County's. Tourists, Burrell said, were not included in Macys numbers.