

WATSONVILLE
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Kurt Ellison

The Crossroads shopping center on Main Street at Green Valley Road is nearing completion.

New movie theater coming to town

By LANE WALLACE
STAFF WRITER

The developers of the Crossroads shopping center at Green Valley Road and Main Street in Watsonville plan to build a four-screen movie theater in the second phase of the center, scheduled for construction next year.

If everything goes as planned, the theaters could open by the fall of 1990, said John Fry, a partner in the development firm, CDM Corp. of Watsonville.

CDM is nearing completion of the 40,000-square-foot first phase of Crossroads, which is on the southwest corner of Main and Green Valley, near Orchard Supply.

Construction on the 27,000-square-foot second phase, immediately south of the first section, could begin next spring, Fry said.

The first step for the developers is the rezoning of the second-phase land, a 3.8-acre parcel. It's now zoned high-density residential; CDM is asking for a commercial zoning.

The application will be heard by the city Planning Commission Monday, then will go to the City Council for final consideration. The city planning staff is recommending approval of the application.

There is precedent for CDM's request, since the city rezoned the first phase of the Crossroads from residential to commercial.

Fry said he expected the theaters to draw customers from Aptos to Castroville.

"It's a fairly substantial market," he said.

Watsonville has two theaters now, both downtown. Pajaro

Showplace, built in the early 1980s, has three screens. The Fox, built in the 1920s, has one screen and shows mostly Spanish-language films.

Fry said he plans to get an "established" theater operator, one who is familiar with the negotiations involved in getting films.

Opening of the first phase of Crossroads is planned for this September, leasing agent Carol Canaris of Blickman-Turkus Real Estate said Thursday.

Round Table Pizza is set to go in and has already signed a lease, and Togo's sandwich shop and Dick Bruhn's clothing store have signed letters of intent to lease. The Bruhn deal is contingent on a buyer or lessee being found for the present Watsonville store on Rodriguez Street, Canaris said.

Other shops planned for the first phase include a jewelry store, sports-clothes shop, a toy store, a private postal center and a candy store, Canaris said.

Across the street from Crossroads, at the northwest corner of Green Valley and Main, work is progressing on the 40,000-square-foot Pajaro Hill Center.

That center should be ready for occupancy in the fall, said Henry Salameh, project manager for the builder, Tom Hopkins Construction. The center will have one large building and four small ones. One of the small buildings is already under construction and will house a Sizzler restaurant. The Sizzler will be completed in late summer, before the main building.

Pajaro Hill will have a variety of retail stores and restaurants, Salameh said.

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