

- **We've got a new look! — Page 1**
- **Scope of Work — Page 2**

- **Lease Negotiation Seminar — Page 3**
- **Merchants give ROMA input — Page 3**

- **Downtown Digest — Page 4**
- **Catalog on the way — Page 2**

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Downtown Connection

November, 1990

The Downtown Association of Santa Cruz

Volume 9, Number 7

A celebration of Santa Cruz's commitment to rebuild

Shoulder to shoulder crowds commemorated and celebrated the first anniversary of the Loma Prieta Earthquake in Downtown Santa Cruz. It was a commemoration of the losses suffered last October and a celebration of Santa Cruz's survival instinct and commitment to rebuild a prosperous Downtown.

The Downtown Association spearheaded the day's events after discovering that several different organizations had conflicting plans for the day. The Downtown Association acted as a liaison, disseminating information and event schedules to the public and media.

Media coverage of October 17 began a month earlier with telephone calls, interviews and Mall walks with local officials. In the weeks preceding October 17 The Downtown Association received calls from The New York Times, People, USA Today, The Washington Times, CNN, radio stations as far away as Oklahoma and news stations throughout the entire State of California.

Several Bay Area television stations broadcast live from

Please see Page Three

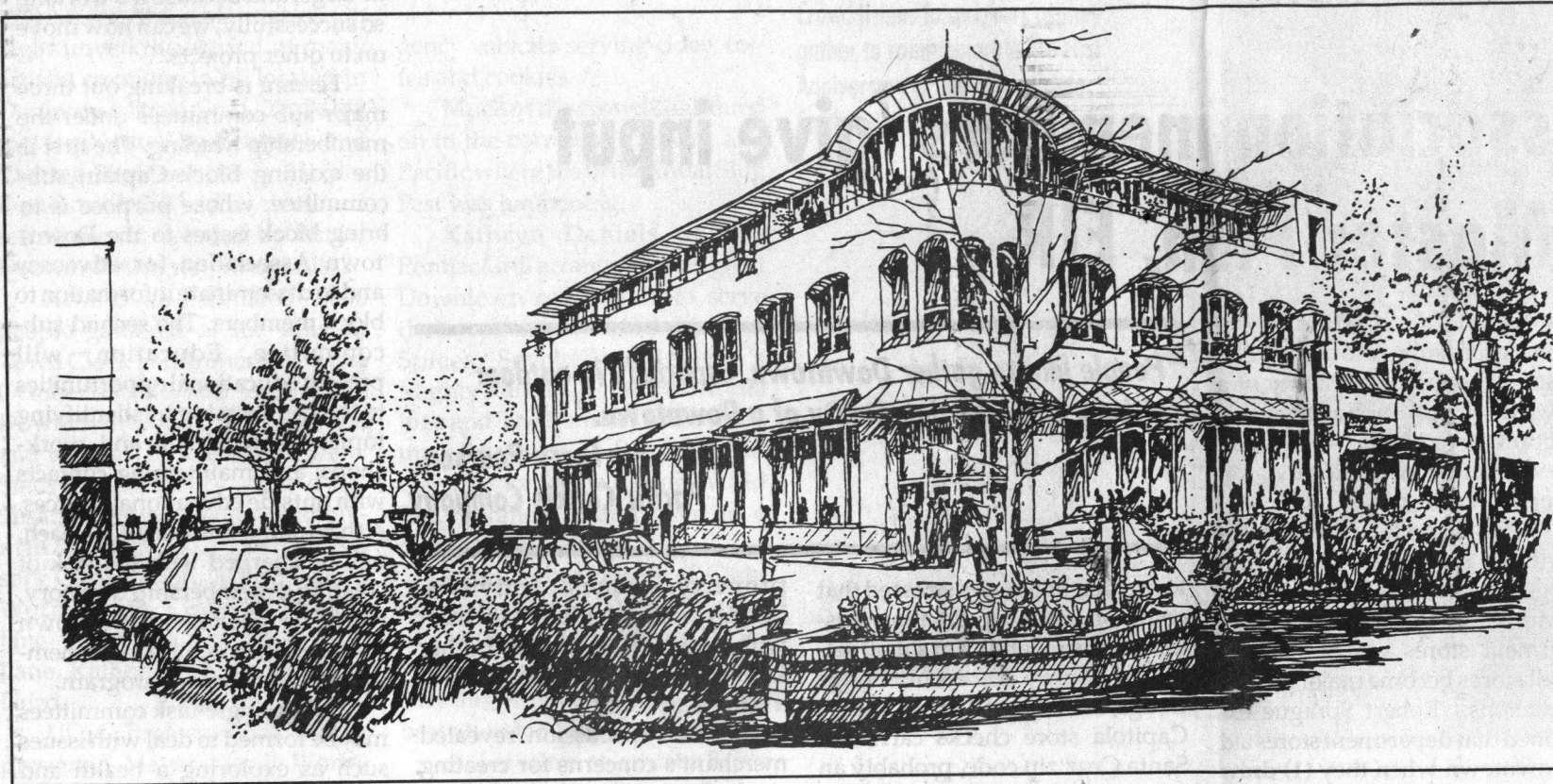


▲ A crowd of some 3000 gathered in downtown Santa Cruz to commemorate the first anniversary of the October 17, 1989 Loma Prieta Earthquake. Photos by Michael Pickard.

- At 5:04, the town clock bell and bells all over Santa Cruz County rang, commemorating the first anniversary of the Loma Prieta Earthquake.



Hihn Building site to become 'perfect office' for Downtown



The "perfect office for Downtown Santa Cruz," which will take advantage of the sun, weather, and downtown roof-top views is being designed for the Hihn Building site at Pacific and Lincoln.

"The building is actually 'U' shaped, rather than square, as it may appear from the street," said Mathew Thompson, architect. "There are a lot of surprises, such as second floor interior entry courtyards, third floor balconies, and third floor set-backs on the Pacific and Lincoln sides. The building is oriented to make the most of sunlight and views."

The ground floor entry is directly on the corner of Pacific and Lincoln. It will feature tall storefront windows and metal awnings. Ceramic tile will run along the base of the building, adding a distinctive color element. Ground floor tenants may be retail, restau-

rant, or a combination of both.

The second floor will be reached by an entrance on Lincoln at Pearl Alley. It will contain a typical office lobby with directory and elevator. The upper floors can also be accessed by a stairway on Pacific near Discount Records. That stairway will lead to a hidden sunlit courtyard, upon which third floor balconies will overlook. The third floor will be set back on both Pacific and Lincoln, giving the tenants additional access to the outdoors. "It is our intent to create the perfect Downtown Santa Cruz working environment, with all the fine finishes one would expect in a Class "A" office," said Thompson.

It is expected that the Hihn Building will begin construction in the early spring, and be completed before the end of 1991.

Retail project to begin in the spring

Keenan Land Company recently announced that its 46,000 square feet retail and cinema project in Downtown Santa Cruz will begin construction by Spring, 1991. Stores are expected to be open by the 1991 Holiday shopping season. Terranomics, the project leasing agents, are in final negotiations with two unnamed major tenants for the Downtown

project.

Both Keenan Land and Terranomics are excited about helping to rebuild Santa Cruz and rejuvenating the neighborhood atmosphere. According to Mr. Jack Bariteau, "we are looking forward to a chance to create a new community focus driven by retail, responding to the needs of the community and incorporating the

best categories of specialty retailers. It's a way to re-establish a unique and exciting format for the Downtown area."

The project, located on the central part of Pacific Avenue, includes the former Gottschalks building as well as the Pacific Western Bank building. Plans for the project will include a 2,200

Please see Page Two

New look is here for "Downtown Connection"

Surprise! The new "Downtown Connection" is quite different from our previous 8.5x11 format, and the changes provide us with substantial benefits!

Most noticeably, the newsprint-type paper is far less expensive than the white paper stock we used in the past.

We've applied to cost savings to this larger newspaper format, with more photos and graphics, and color on the front and back pages.

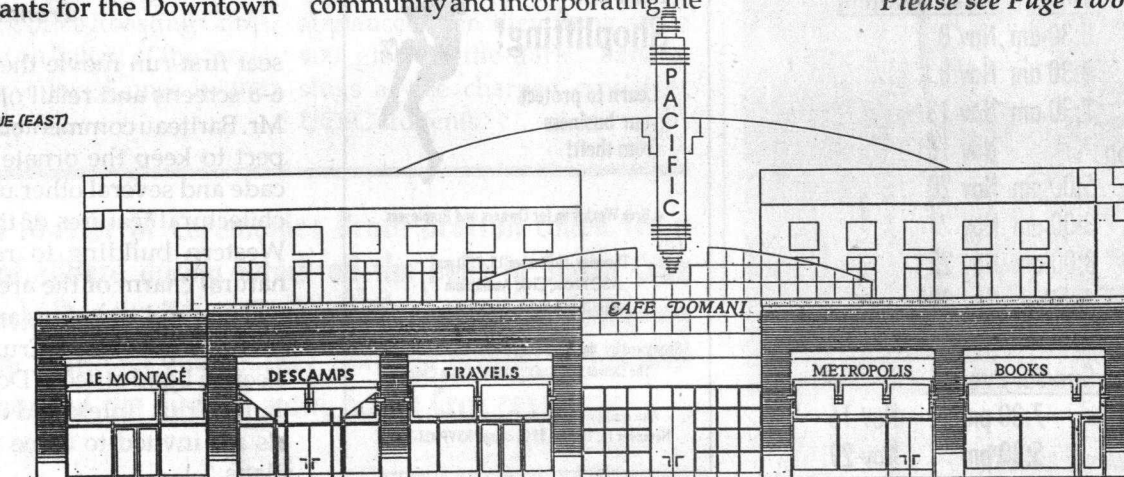
The larger format also allows advertising space. Rates are discounted for Downtown Association members. Please see the publishing block on page 3

for advertising rates.

We welcome guest articles and encourage your submissions by the 20th of each month. Space availability may require editing and content will be reviewed for suitability.

Look for further revisions as we improve our style to meet your needs!

PACIFIC AVENUE (EAST)



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