

April start for Deer Park center

By BUD O'BRIEN

Work on the shopping center on the Deer Park property in Rio del Mar is expected to begin by April and the center should be open for business next fall.

That's what Clifford Swenson, president of the Carl Swenson Co. of San Jose, developer of the shopping center, told directors of the Rio del Mar Improvement Association Tuesday night.

Swenson appeared at the meeting to assure the community that, despite some rumors, the development was definitely going through. He told the directors the money for the property was in escrow and leases had been signed with a number of tenants, including the Flemming Corp., which will operate a De Luxe grocery market in the center.

Other tenants either already signed or committed to operating in the center, Swenson said, include Bank of America, Eureka Savings and Loan, a pharmacy and a liquor store. He said "we are making arrangements with Al Castagnola" to operate Deer Park Tavern, the restaurant that recently closed on the site. Castagnola is the operator of Castagnola's in Santa Cruz.

Swenson said the decision had been made to keep the present

building for the restaurant, although it will undergo extensive renovation.

Swenson said plans, being drawn up by architect Jim Ellmore, "are six to eight weeks away from completion." As soon as they're ready, he said, they will be submitted to the county for approval and the necessary permits to begin construction. That should be by April, he said, which would mean the center would be completed by September or October.

Swenson said he hopes to have the restaurant open by summer.

Directors also heard Grant and Lawrence Wrathall explain their plans for a radio station to serve the midcounty area.

Grant Wrathall said he and his brother had submitted applications to the county for permission to erect the necessary antennas on property on which the Cabrillo Golf Course is located, on Mar Vista Drive between Soquel Drive and the freeway.

Wrathall said the antennas (they hope eventually to erect three, although they will put up only one to begin with) will be the so-called "flagpole" type, which he said are the least obtrusive from an esthetic point of view, as well as the most expensive.

Wrathall said he and his brother have obtained a permit from the Federal Communication Commission for the 1,000 watt radio station. He said the hope is to eventually increase the wattage to 5,000, which would necessitate more than one transmitting tower.

In response to questions, the Wrathalls said the station would devote 10 per cent of its broadcast time to "public service and local news." As for programming,

they said it would be aimed at a "middle of the road" audience, steering clear of such extremes as rock and roll music. Their permit now allows only daytime broadcasting, but they said they hope to be able to get a permit for night broadcasting soon.

Grant Wrathall said it was the intention to make the radio station a "voice for the Aptos-Capitola midcounty area."

"We will be a sounding board for the community," he said.

The plans call for the building of the offices and studio on the golf course site, as well as the antennas, Wrathall said.

The brothers (Grant lives in Soquel and Lawrence in Santa Cruz) are the sons of Grant Wrathall Sr., who built the station that is now known as KDON and has operated stations in San Francisco.