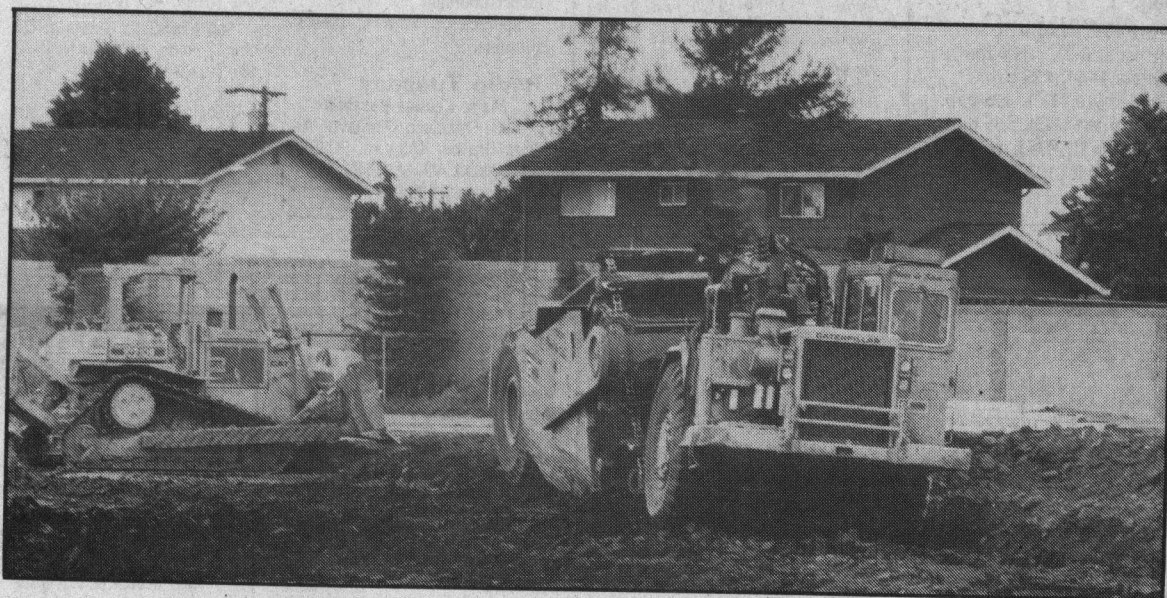


Future shops afoot



Shmuel Thaler/Sentinel

Construction crews clear way for Trader Joe's in the upcoming Brown Ranch Marketplace.

New stores hit Capitola Mall; Marketplace to open in spring

By DENISE FRANKLIN
Sentinel staff writer

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CAPITOLA — For shopaholics, Capitola Mall and environs will soon be offering more spots to loosen those purse strings.

Three new stores are coming to the mall proper, a new shopping center will be opening across from the mall next spring, and a Red Lobster Restaurant is proposed for Capitola Road.

The following stores are now open or scheduled to open soon at the Capitola Mall, according to mall manager Julia Walker:

- **Gourmet Affair**, a gourmet food store, opened Sunday in a former jewelry store near the fountain.

- **Structure**, a men's clothing store owned by The Limited, who also owns Express, a trendy women's clothing store now located at the mall. The store will be located in the new section of the mall next to Jay Jacobs and Lechters.

- **Lady Footlocker**, a women's sporting apparel and shoe store. Construction of the store, located next to Bombay Furniture in the new section of the mall, began last week.

These upcoming stores are in addition to Victoria's Secrets, an intimate apparel shop, which opened in May in the former House of Fabrics spot, and After-

thoughts, a costume jewelry store which opened in August next to Pacific Sunwear, Walker added.

Come next spring, Capitola Mall will no longer be the only kid on the block. That's when the first stores in the Brown Ranch Marketplace are expected to open, according to owner Barclay Brown.

The 83,000-square-foot shopping center will be located on the curve of Clares Street directly across from J.C. Penney.

Ground was broken and construction started last week on Trader Joe's, a grocery store that sells fancy food at discount prices; Drug Emporium, a chain store similar to Longs Drug Stores; Kinko's Copies, a copy center that will relocate from its smaller location on 41st Avenue; and Noble and Thomas, a home furnishings retail store and design studio.

Susanna Noble, owner of a design studio in downtown Santa Cruz and a retail store in Capitola Village, plans to relocate with partner Carolyn Thomas to the Marketplace.

The largest store in the Marketplace will be Drug Emporium, which claims to offer lower prices than competitors on drug store products. The chain operates 200 stores, the nearest one

in Modesto. It plans to open 10-15 new stores in Northern California over the next two or three years.

Trader Joe's is expanding from Southern California into Northern California. The closest stores are located in Cupertino and in the Almaden area of San Jose. Like Drug Emporium, it counts on large-volume sales in order to offer low prices.

Kinko's is also a chain operation, with 500 stores in the U.S. and Canada. It is moving to the Marketplace for more space. It will offer a variety of services including color copying, desktop publishing and Fax transmission.

At the same time these stores are scheduled to start business in March or April, the Roth family plans to open a Kiddie World Toys and a Kiddie World Furniture between the Marketplace and the existing Shearson Lehman Hutton Inc. office at Clares Street and 40th Avenue.

Plans to build a Red Lobster restaurant will go before the Capitola Planning Commission Sept. 15. The 7,964-square-foot restaurant, if approved, will be located just east of the Gottschalks parking structure and just south of the Sears Auto Center.