

Subway to join Aloha Shave Ice

Business-3

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New construction in line with city plan for major thoroughfare

By Jondi Gumz

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SANTA CRUZ » One sign of an improving economy is contemplated expansion projects getting underway. Such a project can be seen at the 76 gas station at 805 Ocean St., where owner Jatin "JP" Parikh says a Subway sandwich shop will open next to the existing food mart.

Parikh is further betting on recovery, putting up a 1,440-square-foot building for retail use on the northeast corner of the property, before signing a tenant.

The city zoning administrator approved the project two years ago.

Asked about his investment, Parikh estimated it at "a couple hundred thousand" dollars.

His family, based in Cupertino,

where he is a general contractor, bought the Ocean Street corner a decade ago for \$1.875 million.

He's handling construction himself, building a design by Salinas architect David Elliott which features a tower on the food mart addition and on the new retail building to give a fresh look to a major thoroughfare traveled by thousands of beachgoers every summer.

SUBWAY » PAGE 3



JP Parikh, owner of the 76 gas station at corner of Ocean and Water streets, is remodeling part of the station and building a separate 'spec' commercial building next to the station.

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Subway

FROM PAGE 1

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The design is in line with city planners' vision for a more attractive Ocean Street with trees, public art, trees and a safe place for people to walk, approved by the City Council in October.

Sean Camp, owner of Santa Cruz Fireplace and Hot Tub, 920 Ocean St., invested in a facelift when he moved a year ago from Soquel Drive into the former Mill and Cabinet Co.

"I put \$100,000 into it to make it the way it looks now," he said, appreciating the old-style 12,000-square-foot building. "I wanted to bring it back to life."

Wood stove changouts kept him busy last year but this month he opened something to bring in customers during the slower summer season: Aloha Shaved Ice.

He sells several varieties of the popular Hawaiian treat including organic, no-GMO and sugar-free, with prices starting at \$2.50.

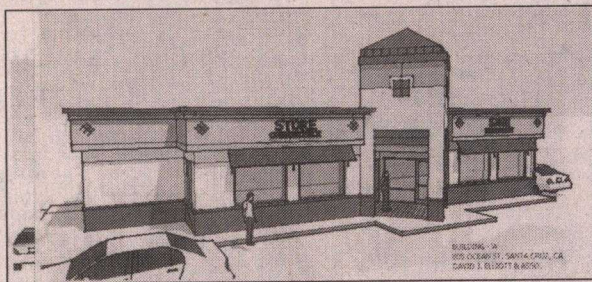
"In nine days we already have a diabetic following," Camp said.

He likes the Ocean Street location but wishes people driving toward Santa Cruz could turn left into the business.

"They have to do a U-turn," he said.

On summer weekends, the beach traffic is so heavy some avoid the street entirely and choose an alternate route such as River Street to reach downtown.

New buildings such as 111 Ocean St., a three-story condo development com-



CONTRIBUTED PHOTO

A rendering of a building being built at 805 Ocean St.

pleted this year, joined Fins Coffee, 1104 Ocean St., which opened in 2010, the 100-room Holiday Inn Express, 1410 Ocean St., which opened in 2009, and Marianne's Ice Cream, for decades a landmark in a bright red building at 1020 Ocean St.

But the street still has vacancies: the former Midas Muffler shop at 1218 Ocean St. is fenced off and 1118 Ocean St., formerly home to the Woodworm party shop and Spirit Halloween cos-

tume shop is for lease.

The vacant lot on the corner of Ocean and Water streets, next to the county government building, also is available.