

WATSONVILLE
P. Planning 1986-1989
DEVELOPMENT



Orchard Supply store manager Jack Shimonishi with a few of the store's 50,000 items.

Orchard Supply opening in Watsonville

By LANE WALLACE
BUSINESS EDITOR

Jack Shimonishi looked around at the workers scurrying around the new Orchard Supply Hardware store at Green Valley Road and Main Street in Watsonville.

"Most of them have been working 60 hours a week," he said, to prepare for the

store's grand opening Wednesday.

Shimonishi would like to have a 60-hour week. He and his top aides have been working much longer than that to get the store ready.

"I've been eating and sleeping Orchard Supply for the last couple of months," said Shimonishi, 30, an Aromas resident who had

been assistant manager of Orchard's Gilroy store.

The Watsonville store has 33,000 square feet of floor space, plus 17,000 more square feet in the nursery and loading area.

The Orchard store on 41st Avenue in Capitola has 27,000 square feet of floor space and limited areas for the nursery and loading dock.

Nurseries are one of Orchard Supply's fastest-growing departments, Shimonishi said.

Shimonishi expects the Watsonville store to draw some customers away from the Capitola store at first, but predicts the Capitola business will quickly build back up again.

The Capitola store, Shimonishi said, "is one of our leading stores."

The Watsonville store will sell about 50,000 items, Shimonishi said, "everything Orchard Supply carries."

The store has a staff of 86 workers, about 25 of whom worked at other Orchard Supply stores.

The new workers, most of whom live in South County or Midcounty, have been on the job for a month, Shimonishi said. "We've done a lot of on-the-job training," he said.

Opening a store in Watsonville has been "one of our dreams," Shimonishi said. Green Valley and Main "was a pretty logical" site, he said, noting how much

growth is going on in the north end of Watsonville.

"We feel we're in the forefront" of the north end growth, said Shimonishi. Watsonville Square shopping center is across the street, and grading has begun just south of Orchard Supply for the 40,000 square foot Crossroads Shopping Center, set to open next year.

A 45,000-square-foot shopping center, known as Pajaro Hill, is proposed for the northwest corner of Main and Green Valley, across the street from Orchard Supply.

The Orchard Supply project includes a second building that houses Pella Windows, Erik's Deli, Allstate Insurance and Founders Title.

REFERENCE

10/20/87
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WATSONVILLE
REGISTER-Pajaronian
August 20, 1987