

Kohl's Aiming for Fall 2009 Opening in Capitola

by Linda Fridy

Kohl's department store is wasting no time following its Dec. 12 announcement that it will be taking over the spot in the Capitola Mall being vacated by Mervyn's. A

representative from the store's headquarters in Wisconsin has already met with the city and said the goal is a fall 2009 opening.

"We told them we would do everything as a city that we could to facilitate that process," said Jamie Goldstein,

Capitola's community development director.

He added that city officials encouraged the store to have its manager become involved in the local chamber of commerce and participate in discussions about economic development on 41st Avenue.

Kohl's describes itself as a family-focused, value-oriented store. It operates 1,004 stores nationwide, 90 of which are in California, and plans to open about 50 more stores in 2009.

It is taking over 31 former Mervyn's locations.

The Mervyn's department store chain, of which the Capitola store was one of the mall's original anchor retailers, filed for bankruptcy this fall and

culture emphasizes green building where possible and focuses its charitable activities on children's programs.

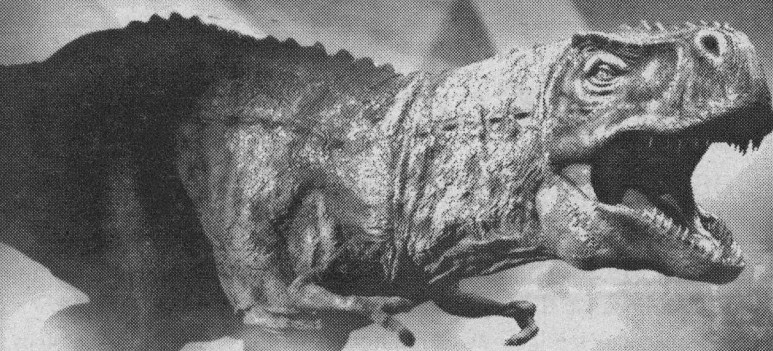
Kohl's has converted many of its sites to solar power, including 25 in California, and its distribution program is the largest in the world for a retailer, according to its website.

It scored what was considered a fashion coup in 2006 when it signed high-end designer Vera

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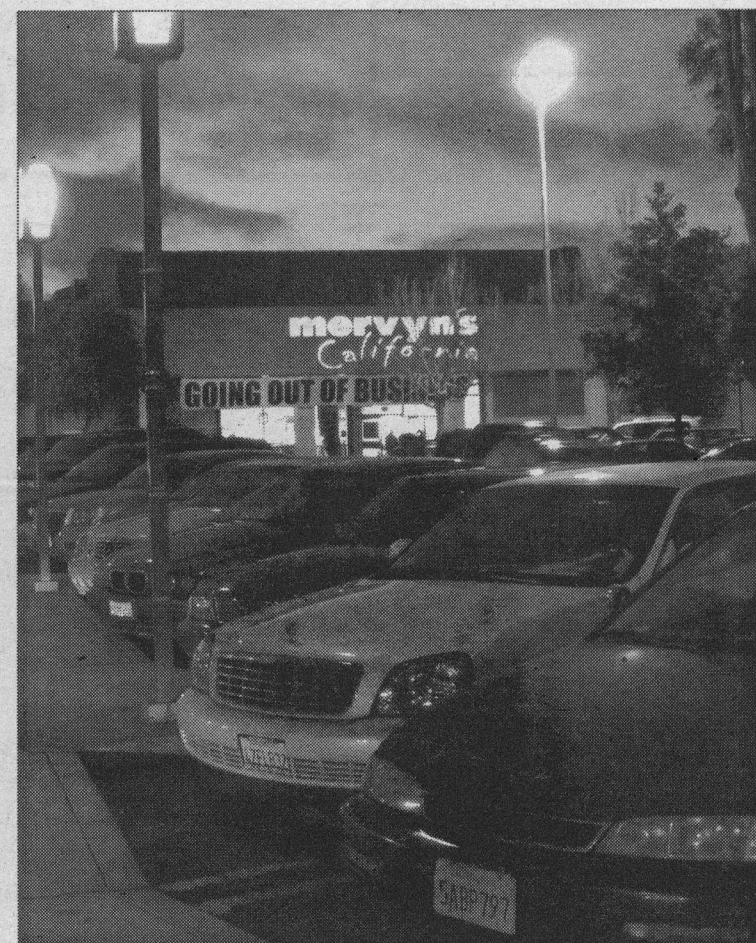
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Mervyn's last day was on Christmas week.

planned to close Dec. 23.

Kohl's nearest stores are in Campbell, Marina, San Jose and Gilroy. These locations are not connected to an indoor mall, as is the Capitola site.

The Dec. 17 meeting with Capitola focused on the processes necessary for the store to remodel and open, said Goldstein. No mention was made of adding a second story, as had been rumored.

The company's corporate

Wang to create an exclusive label for the chain. Wang established a reputation as a wedding gown designer with clients such as Sharon Stone, Jennifer Lopez and Jessica Simpson.

Her Simply Vera label for Kohl's ranges from women's clothing and accessories to household décor.

The chain also has exclusive agreements with sportswear maker Fila Sport and teen fashion label Mudd. ■