

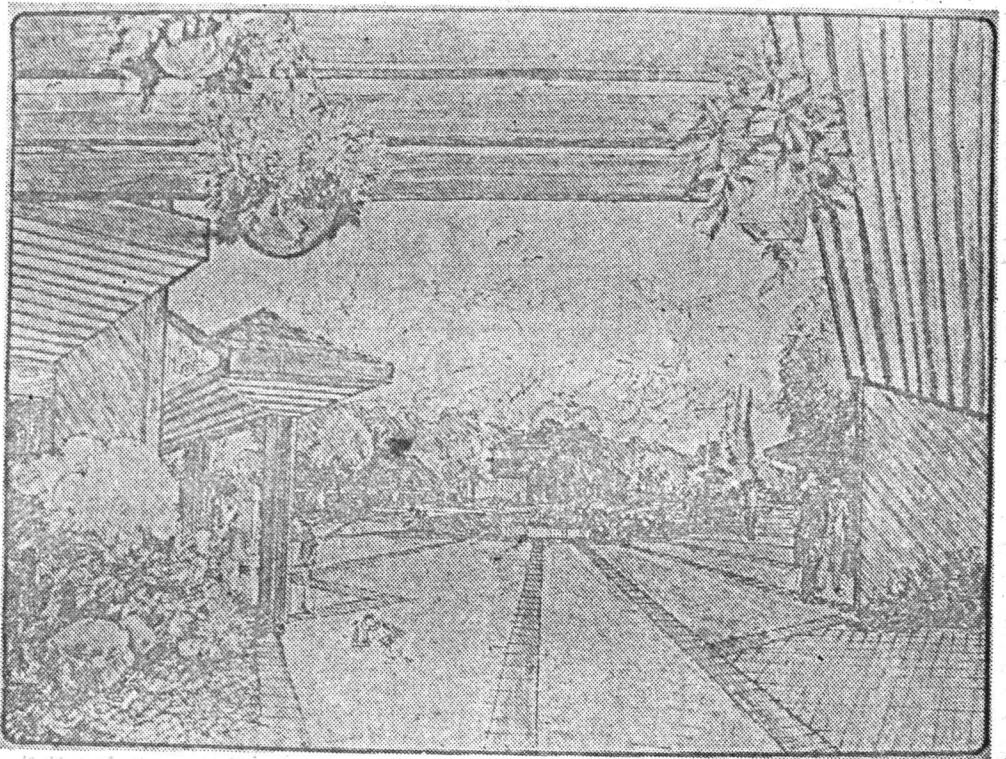
# Festivities

Today the hill marking the entrance to Rio del Mar houses a rustic barn. Wednesday, atop this hill the groundbreaking ceremony took place for the Deer Park Shopping Center that will join the barn atop the hill sometime next year. The pedestrian mall concept for the community center is shown in an artist's rendition below. Participating in the groundbreaking ceremony for the nine-acre complex are, from left to right, Supervisor-elect Marilyn Liddicoat; Henry Mello, former Watsonville supervisor and candidate for assemblyman; Dan Forbus (hidden), supervisor for the first district; Architect Jim Ellmore; Developer Cliff Swenson; Dolores Miller of the Rio del Mar Improvement Assn.; Bob Marani, originator of the idea for community-inspired development for the area; and Clayton Ward, president of the Rio del Mar Improvement Assn.



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## Groundbreaking Ceremony At Deer Park Center

Off to the side of the Rio del Mar turnoff from Highway 1 lies a country-like scene of an apple orchard, an old barn atop a hill and a large field of golden weeds.

Wednesday morning, men in business suits and women in high heels hiked through the weeds and rubble to a spot atop the hill to break the ground for a neighborhood shopping center tentatively scheduled to be completed in the spring of 1977.

The center will be highlighted by a Deluxe Food Market owned by Lou Alongi. Other businesses planned for the nine-acre center include a tobacco shop, Eureka Federal Savings and Loan, the Bank of America, a jeweler, a travel agency, a photography studio and a pharmacy.

Architect Jim Ellmore of Ellmore/Titus/Architects in Santa Cruz estimated that a total of 25 shops will eventually comprise the center.

The center's design features seven buildings on two tiers, an open air plaza, fountains and

landscaping by Roy Rydell, who is responsible in part for the parklike atmosphere of the Pacific Garden Mall.

Carl N. Swenson Co., Inc. of San Jose is the owner and developer of the property.

Wednesday's groundbreaking was the culmination of an idea brought to the Rio del Mar Improvement Assn. by Robert Marani, a Rio del Mar resident and community management consultant, in 1973. Marani at the time had taken an option on the property and asked the residents of the area what they would like done with the area that marks the entrance to Rio del Mar.

The pedestrian-oriented shopping complex is the result of compiling citizens' ideas for the area. The rustic barn and the orchard below will remain an integral part of the new Deer Park Center.

The famous Deer Park Tavern on the site will remain also, developer Swenson said during the groundbreaking, but the search is still on for