

# Local

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## Earthquake 1989 - Santa Cruz County - Rebuilding Business is booming in Aptos

By KEITH MURAOKA

Sentinel staff writer

APTOS — While the effects of the earthquake are still visible in both downtown Santa Cruz and Watsonville, Aptos Village businesses are back open and looking much the same as before the Oct. 17, 1989 temblor hit.

Two more businesses opened recently in the 3,200-square-foot former Aptos Market. In all, a half-dozen new businesses have opened, along with three that returned to their same locations after repairs were made.

The remodeled and strengthened string of buildings are located in Aptos Village, across Soquel Drive from the Bay View Hotel. That portion of the village features buildings with western-style wooden walkways, wooden buildings and

porch-like overhangs.

Except for a new fence that covers a gap between the buildings — where two businesses that tumbled into the deep ravine of Aptos Creek three weeks after the earthquake have not been rebuilt — that part of Aptos looks much the same as before.

Like others, Aptos Supervisor Robley Levy is pleased to see “the heart of Aptos” back. Lucile Aldrich, long known as the unofficial mayor of Aptos, called it “absolute grand.”

Aptos Chamber of Commerce co-manager Karen Hibble added, “I’m sure for the (business) owners, it seemed like an awful long time. But, compared to the devastation in Santa Cruz and Watsonville, we’re just happy to have it back.”

In all, nearly \$500,000 in repairs

were done, including shoring up the buildings, putting in new foundations in some cases, and strengthening the structures all the way through.

Jim Broadwell, who owns buildings which house seven businesses, spent \$450,000, with \$350,000 coming in the form of a 4-percent Small Business Administration loan. Henri Jeanrenaud, who bought the other buildings after the earthquake, said he spent about \$30,000 to renovate the former Aptos Market.

Broadwell attributed his rebuilding accomplishments to “fast talking and a lot of hard work.”

Bob Monpague, owner of Cafe Sparrow, is just happy to be back. He admits there was a time when he questioned whether they would ever make it back. He and his wife,

Julie, bought the cafe just four months before the earthquake.

Other businesses that returned include Mark Allen Hair Design, Robert J. Goldspink Architects and Broadwell’s business, Monterey Bay Business Advisors.

New tenants in Broadwell’s buildings are American Savings Bank, Monterey Bay Pearl Co., Wright Financial and ECRA Structural Engineers. The newest tenants are those in Jeanrenaud’s building: Kakulama Art of Self Defense and Small Business Bookkeeping Service.

Sandy Hasset, owner of the bookkeeping service, said the Aptos Village location is perfect for her business.

Broadwell added, “All of Aptos takes its tenor from the village area. It’s great to have them back.”



Dan Coyro/Sentinel

Jim Broadwell, left, and Henri Jeanrenaud stroll through village.