

Target sets its sites on Capitola

City Council to consider application at Oct. 7 meeting

By TODD GUILD

OF THE REGISTER-PAJARONIAN

Target is looking into opening a store in Capitola.

If the company's applications are accepted, the store would be located at the Capitola Mall, in the former location of the Gottschalks store, which closed in April 2009 after 19 years, Capitola City Manager Jamie Goldstein said.

Before the store moves in, however, the 100,000-square-foot building would undergo a "relatively significant" series of improvements that could take up to a year, Goldstein said.

"We're a long way from the store opening," he said.

The proposal involves interior renovations to the building previously occupied by Gottschalks. In addition, Target is proposing exterior upgrades to the building's facade.

"I'm very pleased that Target has expressed an interest in the city of Capitola," Goldstein said. "This is one step in the revitalization of the 41st Avenue corridor."

Target spokeswoman Jenn Glass confirmed that plans were in the early stages, but, because the location has not been finalized, declined to comment further.

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"We are interested in bringing a store to Capitola," she said.

Plans to build a store in Scotts Valley fell through earlier this year.

Target's application will be considered by the city's Planning Commission at a hearing scheduled for Oct. 7 at City Hall at 420 Capitola Ave. in Capitola.

Capitola Chamber of Commerce Executive Director Toni Castro said the city would welcome the retail giant.

"We are delighted that Target is interested in coming to Capitola," she said. "The



Tarmo Hannula/Register-Pajaronian

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