

EARTHQUAKE '89 - City of Santa Cruz

Downtown opens for shopping today

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SANTA CRUZ — While most Santa Cruzans were celebrating Thanksgiving Thursday, dozens of downtown merchants slaved from daybreak, preparing for the first day of the Christmas shopping season.

Some 40 downtown businesses will be open today in new temporary locations for the first time since they were shut down by the Oct. 17 earthquake.

As an added incentive to shoppers, parking tickets will not be issued until Monday, and volunteer "hosts" stationed at key intersections will help shoppers find their way through downtown.

Bleary-eyed workers stocked shelves Thursday and put finishing touches on displays beneath the airy domes of seven "Phoenix Pavilions" that now house dozens of displaced businesses. Despite obvious fatigue, workers were jubilant about meeting the opening deadline and buoyed by the attractiveness of their new quarters.

With three days of non-stop work, merchants have created a wonderland beneath the towering white tents.

"We're really excited, it's going to be wonderful here," said Deborah Conner, whose Folk Arts store was formerly housed in the Good Times building. "It feels like a carnival atmosphere."

Down the street, workers at Lily Wong's clothing and novelty store arranged thousands of delicate Christmas ornaments on racks and strung tiny lights along the tent's curving girders. Dozens of unpaid volunteers spent untold hours putting the store together, according to owner Margaret

Wilson.

"They were the most amazing workers," said an incredulous Wilson. "One volunteer, I don't even know her name, came and worked every day, and last night when she left presented us with a bottle of champagne."

Wilson's employees also responded with impressive loyalty.

"The woman managing this store is 21 years old, and she pulled all this together in three days," Wilson said. "(The workers) were here every day before I was."

The seven pavilions, labeled A through G, have been erected in city parking lots along Cedar Street. The pavilions are lined up in alphabetical order except for Pavilion G, located in front of Pavilion A near the Courtyard Commons at the northernmost end of the street.

A number of other uprooted businesses have moved into the vacant Bank of America building on the corner of Soquel and Pacific, and some have found temporary space in other locations.

Zoccoli's Delicatessen has a trailer near the corner of Cedar and Center streets, Kelly's French Pastry has moved in next to the Garage Grill on North Pacific Avenue, and the El Palomar Mexican restaurant has moved into the vacant Southern Pacific Depot on Washington Street that used to house Gandy Dancer's restaurant.

Logos Books and Records, which lost 2/3 of its Pacific Avenue building, has created an Earthquake Emporium in a vacant warehouse in the Ice Plant complex on Laurel Street. Logos will also be selling books from its Pacific Avenue location.

Please see DOWNTOWN — A24



Shmuel Thaler/Sentinel

Amy Middlekauf, front, and Zeisaj Adams ready Lily Wong's.

Downtown/ Mall begins to arise

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The following businesses will be open for business today:

PAVILION A

Santa Cruz Hardware

PAVILION B

Shandrydan

Cat 'N' Canary

Cantor/Wheat Gallery

Shen's Gallery

PAVILION C

Groff's Luggage and Leathers

Western Visions

The Artisan's Cooperative

Folk Arts

The Crystal Kaleidoscope

Act V

PAVILION D

The Antiques Collective

The Food Pavilion (will not open until Saturday)

PAVILION E

Body Options

Judi Wyant Antiques

Tenggara

The Hat Co.

Santa Cruz Nutrition Center

Natural Treasures

Indulgence

Bunny's Shoes

Pacific Trading Company

PAVILION F

Lily Wong's

Atlantis Fantasy World

Plaza Books

PAVILION G

Bookshop Santa Cruz

BANK OF AMERICA BUILDING

Bead It

Discount Records

Greenpeace

Universes Records

Santa Cruz Baseball Card Center

Rainbow Records

Eclectix

Pipelines

Max Dakota

Camouflage

Dell Williams Jewelers