

Capitola Mall welcomes Kohl's

By TODD GUILD

OF THE REGISTER-PAJARONIAN

CAPITOLA — Aimee Pool of Scotts Valley browsed through the aisles of the newly opened Kohl's department store in the Capitola Mall Monday morning as her 4-year-old daughter Hadley lounged in her stroller.

Pool said the store is a welcome addition to the mall, particularly in the wake of several business closures around Santa Cruz County.

She pointed to Gottschalks and Mervyns, which closed their doors earlier this year. In addition, the Disney store inside the mall has closed. Kohl's fills the location left vacant by Mervyns.

"Our mall's a ghost town," she said. "I've been going over the hill to shop."

Hundreds of customers flocked to the Capitola Kohl's Sunday morning, when the store officially opened its doors. On Wednesday, Kohl's will celebrate its grand opening, along with 36 other stores, 30 of which are in California, according to the company. The 47-year-old company, based in Menomonee Falls, Wis., has more than 1,000 locations in 48 states nationwide.

More than 150 people are employed at the Capitola store, and 4,200 people are employed by Kohl's statewide.

The Capitola store is slightly smaller than typical Kohl's stores, but carries the same merchandise.

Store manager Colin Johnstone called Kohl's a family values-oriented store, which features top-tier mid brands.

"We feel very welcome," Johnstone said of the opening,



Tarmo Hannula/Register-Pajaronian

ABOVE: Shoppers browse merchandise inside the newly opened Kohl's department store in the Capitola Mall on 41st Avenue Monday. A grand opening is set for Wednesday. **BELOW:** Kohl's is situated at the north end of the Capitola Mall on 41st Avenue at Claires Street.

and the response from customers. "The associates worked their tails off."

Kohl's joins Sears and Macy's as an anchor store at the mall.

The store will open 7 a.m. for Wednesday's grand opening, which will feature early-bird specials, and will have other specials throughout Saturday.

Normal hours of operation are Monday through Saturday from 8 a.m. to 10 p.m., and on Sundays 9 a.m. to 9 p.m.

