

'New' Capitola Mall opens this week

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OK, CONSUMERS — on your marks, get set... **SHOP!**

Yes, the long-anticipated opening of expanded and revitalized Capitola Mall will be celebrated Wednesday. The \$35-million expansion will nearly double the size of the only covered shopping mall in Santa Cruz County, adding 304,575 square feet to the existing 381,098.

J.C. Penney will be unveiled during the 9:30 a.m. ribbon-cutting as the new anchor department store. Seventeen smaller stores are also opening.

Mall Manager Julia Walker says 25 new stores will open by Thanksgiving, another nine by next March and another anchor store — Gottschalks — in 1990. More than 100 stores will eventually be featured on the 50-acre site.

"I feel we've created an all-new mall," says John Gatto, vice president of Cypress Properties, developer of the mall. "We wanted a total project — not just an old mall with a new section added."

Shoppers who haven't been to the 41st Avenue mall in a while should be pleasantly surprised. Most of the mall — both inside and outside — has been revamped.

The \$5-million facelift of the old mall includes a new color scheme, lighting inside and out and installation of a dozen skylights. The exterior has been spruced up with the planting of 1,000 trees; the interior features a circular design theme with new wooden benches, free-standing plants and flower beds.

There's even been \$3.7 million worth of traffic-improvements to help shoppers get to and from mall. Those improvements include the \$2.3-million widening of the 41st Avenue-Highway 1 overpass \$1.2-million Clares Street Loop Road, which runs behind the mall.



Mannequins in new J.C. Penney store seem to be awaiting the crowds.

Special features of the "new" mall include a food court where 10 restaurants will be grouped around a central seating area, a transition court where the elevation changes, a seating area, and a promotion court where promotions, fashion shows and community events can be held. A special sound system has been installed there.

The existing fountain will remain, but

modified to reduce the noise of the water.

As for the number of stores, Gatto says, "We've increased both the quantity and quality of shopping. ... And Walker adds: "For the first time ever, residents will enjoy the benefits of having a local, major regional mall."

Gatto maintains the county has not had enough department stores "for at least 10 years."

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While he and mall store owners know they won't be able to completely plug the shopping "leakage" out of the county, Gatto says the mall now represents "more to more people."

According to Walker, the mall has lease commitments for 83 percent of all the available retail space. Gatto is confident the mall will soon be full.

Cypress Properties President Jay deBenedetti concedes he was "initially disappointed" when he heard Leask's department store owners were planning on selling their interest in a mall store to the Fresno-based Gottschalks. However, now he feels Gottschalks "will be very good for our shopping mall and the community in general."

"And, when it's all said and done, Santa Cruz County will finally, and I mean finally, have a place for everyone to go to satisfy the majority of their shopping needs."

Besides the 91,805-square-foot J.C. Penney, 17 smaller stores will open Wednesday. They include:

- Jay Jacobs, men's and women's clothing, 4,540 square feet.
- Wet Seal, junior contemporary clothing, 2,440 square feet.
- Track 'n' Trail, hiking shoes, 1,930 square feet.
- Leeds Shoes, 1,778 square feet.
- 5,7,9, petite women's clothing, 1,455 square feet.
- Expressly Portraits, 1,385 square feet.
- Software Etc., computer software, 1,350 square feet.
- Things Remembered, engraved glassware and other gifts, 1,288 square feet.

- Hudson-Goodman Jeweler, 1,220 square feet.
 - Merksamer Jewelers, 1,140 square feet.
 - J.W., unisex clothing, 1,253 square feet.
 - Wild Pair, shoes, 1,084 square feet.
 - Sports Stuff, 1,055 square feet.
 - Etcetera, women's accessories, 1,000 square feet.
 - A. Hirsh & Son, jewelers, 935 square feet.
 - Sabarro's, pizza, 690 square feet.
 - Hot Dog on a Stick, 420 square feet.
- Four new stores have already opened in the mall. They include:
- Miller's Outpost, jeans, 6,340 square feet.
 - Gold Hanger, clothing, 2,318 square feet.

- Ali Clares, clothing, 2,180 square feet.
- Crescent Jewelers, 1,383 square feet.

Opening by Thanksgiving will be another seven stores, including Connie Shoes, Everything Yogurt, Kits Camera, Launch Pad game center, Lechters housewares, Taco Time and Triple Treat.

Opening by March 1 will be: Best Jewelry, Expressions, Lane Bryant, Lerner's, Limited Express, Naturalizer Shoes, Petites West, Sam Goody Music and Site for Sore Eyes.

Existing stores that have already been remodeled to keep up with the new mall look include: Mervyns, Kay Bee Toys, Put-Ons, Pet Emporium, B. Dalton, Cookie Cupboard, Body and Sole, Radio Shack, York Gallery, Musicland and Kinney's.