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# Marking progress on Pacific Avenue

## Building-by-building look at downtown

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SANTA CRUZ — Progress has been too slow for some people's taste, but reconstruction is occurring throughout the downtown.

While government and voter-approved tax money is used to rebuild Pacific Avenue's underbelly and give it a facelift, many private property owners also have moved forward.

Here is a list of buildings on the old Pacific Garden Mall that were destroyed in the Loma Prieta earthquake, and an indication of where each is in the rebuilding process:

- **Cooper House**, corner of Pacific Avenue and Cooper Street. The Zoning Board will consider the application for a five-story, retail/office complex on Thursday.

- **Loraine Andersen building**, which housed Shen Gallery on Cooper Street before the quake. Construction on the two-story building is nearing completion.

- **Lockwood building** in the 1000 block of Pacific Avenue south of Cathcart. Plans for a replacement project for the vacant lot near the Metro have been withdrawn.

- **Ford's department store** building on the corner of Pacific and Cathcart. No plans to rebuild have been submitted.

- **El Centro**, next to Cat N' Canary and the former site of the Good Times building. Plans for a four-story retail/housing complex have been approved. Ground-breaking is expected in November.

- **Plaza Books**, next to the old Ford's lot and across from the proposed El Centro project. No plans yet, but owner Hal Morris has voiced interest in getting the Redevelopment Agency involved in the project.

One option that may be considered is combining the Plaza lot with Ford's and creating a plot more attractive to a large retail store.

Such negotiations have not taken place while Ford's has concentrated on rebuilding its Watsonville store.

- **Gularte building**, which used to house the Acapulco Restaurant next to the Del Mar Theater. The four-story retail/housing replacement building has been approved.

- **Logos Books and Records**, next to Plaza Books and across from the Gularte lot. This replacement building was the first one approved by the City Council, in March 1990.

Construction on the three-story building is under way. Plans are for a bookstore in the basement and ground floor, with office space above.

- **Athletic Express building**, between the Logos and Lilly Wong lots. No plans have been submitted for rebuilding, although city officials expect a proposal soon.

- **Trust Building**, on the corner of Soquel and Pacific Avenue. After early concern it would have to be demolished, the historic building now likely will be renovated.

- **Elks Building** next to the Trust Building. The same people own the two buildings, and they have asked the city to OK demolition of the Elks Building so work can begin on the Trust renovation. The Zoning Board will hear the re-

quest Thursday.

- **Hihn Building**, on the corner of Lincoln Street and Pacific. A replacement project has been approved, but owner Gloria Welsh still is seeking financing for the three-story, retail/office building.

- **Melrose building**, next to The Vault and across from the Palomar. A building permit has been approved, but construction on the two-story retail/office project has not begun.

- **Rittenhouse Building**, three lots on Pacific at Church Street. No plans for rebuilding have been submitted.

- **Old Gottschalks building**, on the northwest corner of Pacific and Church Street. Purchased by the Keenan Land Co., a two-story retail/cinema project has been approved.

The company, however, has had trouble getting a commitment from a cinema company, and that has hindered financing arrangements.

- **Old County Bank Building**, on Cooper Street and Pacific. The City Council will be asked to loan developer Maynard Manson \$150,000 to save the historic walls that were preserved after the earthquake.

Redevelopment Agency officials said this loan will be enough to make the deal possible. If so, a three-story retail/office complex is proposed.

- **St. George Hotel**, between the old County Bank site and Zoccoli's Delicatessen. Ground-breaking on the three-story retail/housing complex will take place this morning.

The new building, which will have underground parking, is expected to be finished by September.

- **Wenzel building**, across from the St. George site. Construction on the two-story retail/office building has been completed.

- **Santa Cruz Hardware** site, next to the Wenzel building. The Rittenhouse family has submitted no plans for this site.

- **Zwerling building**, next to the vacant Rittenhouse site and the location of the old Chi Pants store. No plans for rebuilding have been submitted.

- **Moderne Life building**, just north of the Zwerling site. No plans for rebuilding have been submitted.

- **Plaza Lane building**, former site of the Penniman Title office on Plaza Lane. Plans for a two-story professional office complex have been submitted, and are expected to be reviewed by the Zoning Board in November.

- **Flatiron Building**, at the triangle start of the old Pacific Garden Mall. Plans for a replacement four-story building have been submitted, but the application is incomplete.

If approved, the historic building that was constructed in 1860 would be demolished.

- **Lau building**, former site of Bookshop Santa Cruz. Plans for a five-story building had been approved, but owner Ron Lau now wants to put up a three-story building.

These new plans are expected to be reviewed by the Zoning Board in November.

- **Zwerling building**, former site of the Coffee Roasting Co. A permit for a two-story building has been approved. Construction has not yet begun.

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