

# Logos reopens today

## Downtown stores reappear following 1989 earthquake

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SANTA CRUZ — Since Monday, workers have lugged thousands of books, records and compact discs from Logos Books and Records temporary location at Laurel and Chestnut streets to its new permanent location on Pacific Avenue.

The longtime downtown business is scheduled to reopen today in the same location as before the earthquake. Its three-story building is decidedly different, however.

The Logos' reopening is one of several developments along what used to be Santa Cruz's principal street of downtown commerce.

Next week, the Santa Cruz Coffee Roasting Co. is scheduled to open in the Palomar Inn, moving from its hole-in-the-wall on Walnut Street.

The Coffee Roasting Co. pioneered the single-cup coffee bar concept when it opened April 1, 1978 at its original location at 1549 Pacific Ave. The store was wrecked and two employees were killed in the October 1989 earthquake.

Thursday, craftsman hustled to complete counters, kitchens and other interior improvements in anticipation of a grand opening Wednesday.

Owner Colleen Crosby said she will close the Walnut Street store at 3 p.m. April Fools' Day and open the Palomar location simultaneously.

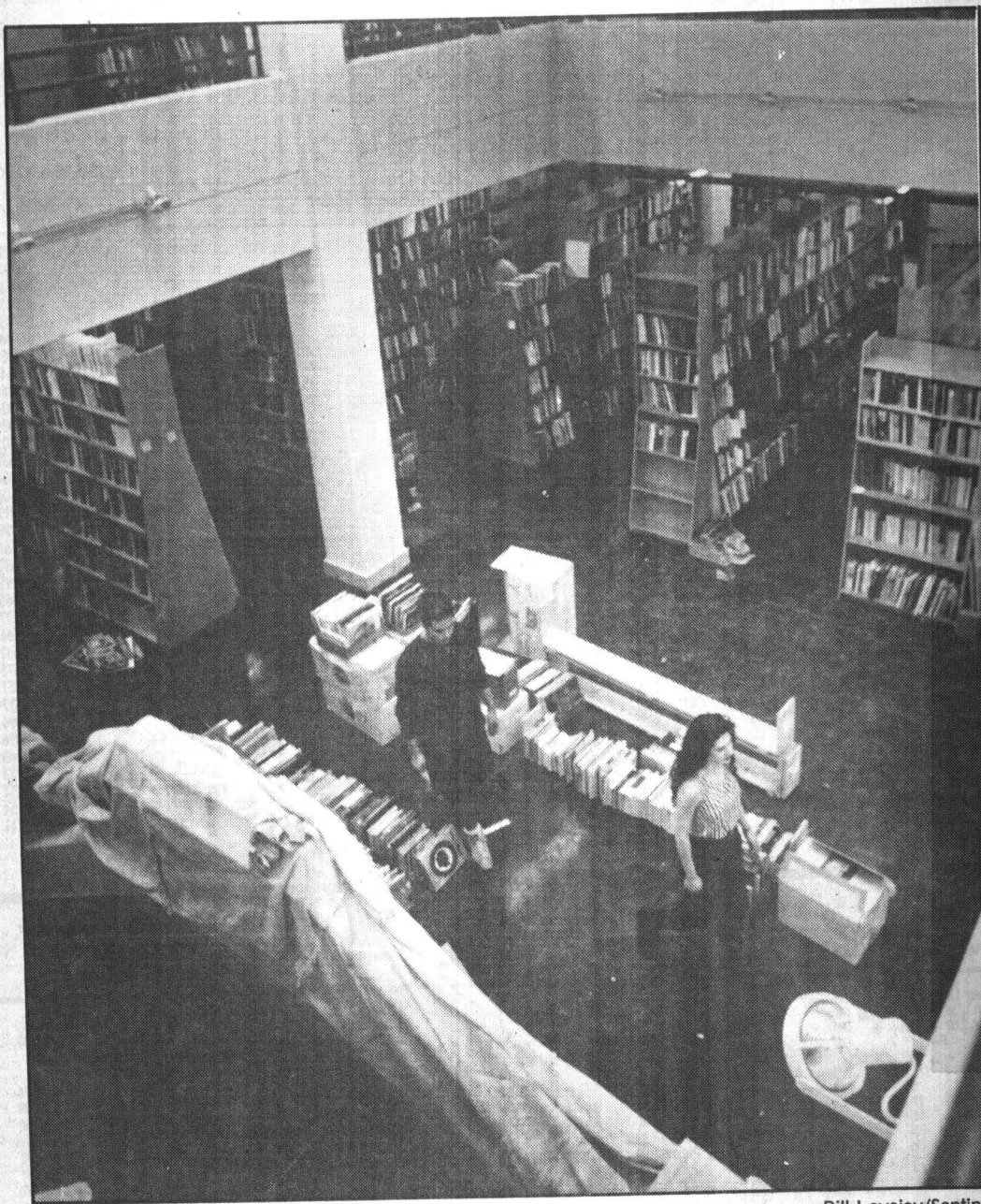
Next door in the newly refurbished Neary Building, Shen's Gallery has reopened. Scheduled to open soon are the Artisan's Co-op and Tenggara Imports. A block and a half to the south, preparation work began this week at Lincoln Street and Pacific Avenue for the new Hihn Building. Granite Construction Co. crews broke up and trucked away river-rock rubble foundations that supported the former Hihn Building.

Property owner Gloria Hihn Welsh said plans are to fill the site with compacted soil, preparing it for eventual construction. Building won't occur until more leases are confirmed and financing is arranged.

"We're just filling it now," Welsh said Thursday. "We're still waiting to hear from some people."

Welsh's plans were the second approved by the city for Pacific Avenue but difficulties in financing have slowed construction. Welsh was the first to put up a new building after the earthquake, opening on Walnut Avenue within a year.

A loan from the Small Business Administration was a key piece of financing. Be-



Bill Lovejoy/Sentinel

### Workers move books into new Logos Books and Record's store.

cause SBA regulations limit one disaster loan to a person, Welsh was not able to secure similar funding for the larger Hihn Building.

Logos owner John Livingston was the first to enter the city planning process and the first to receive a building permit. He also was helped along by an SBA loan. His bookstore occupies 11,000 square feet on the first floor and basement. He has 14,500 square feet of office space on the second and third floors.

Across Pacific Avenue from Logos, construction is scheduled to begin next week on the El Centro housing and retail project de-

veloped by the Santa Cruz Community Housing Corp. Project manager Bruce Van Allen said escrow is scheduled to close Tuesday on various loan agreements. If that occurs, construction can begin Wednesday, he said.

Architect Matthew Thompson said he expects to submit plans in two weeks for a building that will go up behind the stone facade of the old County Bank at Pacific Avenue and Cooper Street. Thompson said developer Barry Swenson's goal is to complete ground-floor retail space in both the corner building and the St. George Hotel to the north by Nov. 1.