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Two shopping centers planned for Capitola

By KATHY SALAMON STAFF WRITER

Capitola will be the host to two more large shopping centers on 41st Avenue.

Being proposed on the east side of 41st Avenue south of Capitola Road is a 43,000-square-foot center called Begonia Plaza that will feature a 14,000-square-foot Standard Brands Paint store serving as the center's anchor store. The other shopping center, the 30,000 square-foot Four-Star Center, will have half of its square footage taken up by Outdoor World.

Begonia Plaza will be located on a 3.4-acre parcel next to the Spa Fitness Center. Shaffer's Tropical Gardens, a fixture in the neighborhood since 1937, will be demolished in order to build the center.

The Four-Star Center is located on a 2.3-acre parcel near the Honda Dealership on 41st Avenue.

Developer of the Four Star Center is Don Starr. Keith Shaffer is the applicant to build the Begonia Center.

The proposed Outdoor World store at the Four-Star Center will be three times the size of the existing Santa Cruz store, which may or may not remain open. City Planner Susan Tupper said the concepts of the two shopping centers have been approved by the city's Architectural and Site Review Comittee, but a few minor architectural details still need to be ironed out.

The plans will come before the committee again June 11 for approval, and then go on to the city's Planning Commission.

Both shopping centers will have similar architecture with three buildings apiece. Retail tenants for the other buildings have not been determined yet.

Tupper said both shopping centers conform to the city's parking regulations. Begonia Plaza will provide 179 parking spaces, and the Four-Star Center will provide 118 spaces.

Traffic impacts, she said, will be mitigated by the developers with contributions to the city's 41st Avenue Improvement Plan which will eventually add an extra lane at 41st Avenue and Capitola Road and provide for a stop light at Jade Street and 41st Avenue.

"This pretty much completes that end of 41st Avenue,"
Tupper said

The estimated opening date for the two shopping centers is March 1987.