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Sherry Anne Boboricken
San Jose State University

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1988**

Boboricken, Sherry Anne, M.A.

San Jose State University, 1989

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**300 N. Zeeb Rd.
Ann Arbor, MI 48106**

**A COMPARATIVE ANALYSIS OF THE CENTRAL BUSINESS DISTRICTS OF
HOLLISTER, WATSONVILLE, SANTA CRUZ, AND LOS GATOS: 1960 AND 1988**

A Thesis

Presented to

**The Faculty of the Department of Geography
San Jose State University**

**In Partial Fulfillment
of the Requirements for the Degree
Master of Arts**

By

Sherry Anne Boboricken

August, 1989

APPROVED FOR THE DEPARTMENT OF GEOGRAPHY

Dr. Richard Ellefsen

Dr. David Schwarz

Dr. Bill Takizawa

APPROVED FOR THE UNIVERSITY

ABSTRACT

A COMPARATIVE ANALYSIS OF THE CENTRAL BUSINESS DISTRICTS OF HOLLISTER, WATSONVILLE, SANTA CRUZ, AND LOS GATOS: 1960 AND 1988

by Sherry Anne Boboricken

This study develops a method for analyzing the evolution of the retail area of central business districts in medium sized cities, and applies it for Los Gatos, Santa Cruz, Watsonville, and Hollister. These cities have evolved or are in the process of evolving from truly independent cities or market towns with small, well defined hinterlands, to cities that are functionally part of the built up metropolitan San Francisco Bay Area.

By analyzing the retail use of floorspace, the place of each city in the trend in retail development was shown. When all of the cities had independent markets, a large percentage of the total retail floorspace was utilized by convenience stores, and a small percentage was utilized by limited appeal stores. Los Gatos and Santa Cruz, being relatively closer to the large metropolitan area in 1988, showed a large increase in the percentage of limited appeal space and a significant decrease in the percentage of convenience floorspace.

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CHAPTER 1

INTRODUCTION

The retail goods and services in all towns, large and small, are readily separable into three general categories: mass appeal stores, limited appeal stores, and convenience stores. "With the Industrial Revolution, masses of people were forced into a money economy, but held at an extremely low level of ability to consume. Thus, the earliest of retailing establishments were rather general in nature, having to depend upon the selling of mass appeal goods." (Vance 1977, 410) Although mass appeal stores are no longer the exclusive type of retail establishment, they still use the majority of retail space. "As populations increased and disposable income improved, narrow appeal (limited appeal) goods could be introduced to trade." (Vance 1977, 410) As the population increased, convenience stores also appeared, supplying goods and services to "the immediate neighbors, who normally walk to (them) for purchases." (Hartshorn 1980, 345)

The total retail space in all towns is made up of varying percentages of each type. The mix among the three types of retail establishment is a reflection of the anticipated demand for different goods and services which in turn is a result of disposable income and the number of potential consumers. Retail centers catering to a large and wealthy clientele will have a different retail structure from those serving a smaller and more common market. It then is possible to extrapolate from the structure of the retail center the socioeconomic

characteristics of the market area it serves. If the relative proportion of the retail types is the same for a city over time, it is an indication that the population is uniform. If the retail configuration in more than one city is similar, the situation of the city will also be similar.

The type of retail business in the central business districts of cities changes for two different reasons. First, they change because the market itself changes. When a higher percentage of the population has a larger discretionary income, the demand for more limited appeal goods increases. Secondly, the percentages of retail types changes as a result of the change in the relative proximity of the city to a large urban population. As the large metropolitan area expands, peripheral cities become relatively closer to the large population. As a result of this, the size of a small city's hinterland¹ enlarges to include communities that were formerly more economically independent. This increase in the population of the hinterland allows for goods needing a higher threshold to be profitable. Either type of change will manifest itself in a different mixture of types of retail goods and services.

An analysis of this trend in retail development is useful in predicting the future retail land use of the central business district.

¹ A city's hinterland is the aerial extent of the influence of a city upon the surrounding area. The boundary is at the point beyond which a consumer would choose to shop in the next city.

A comparison of the proportion of convenience space, limited appeal space, and mass appeal space in 1988 to the percentages in 1960, demonstrates the direction that the cities are developing. Predictions can be made concerning the future of the Central Business District (CBD).

The purpose of this study is to look at the retail configuration of the Central Business Districts of Hollister, Watsonville, Santa Cruz, and Los Gatos for this period. All of the retail establishments in the CBDs of these towns, as in other towns, consist of a mixture of all three of these retail categories. The percentage of each type varies for each city. The percentages also change within each CBD over time, as the city evolves.

In 1960, all of the cities in the study were basically market towns, but now those closest to the metropolitan Bay Area have changed markedly. By analyzing the evolution that has taken place from 1960 to 1988, one can predict the downtown retail land use in the future as the Bay Area continues to grow. The Bay Area is steadily becoming one large, continuous city. Los Gatos in 1960 was an independent city, but now is adjacent to San Jose and to other west-bay cities. Downtown Santa Cruz is the center of a node connected to the San Francisco Bay Area by Highway 17. Hollister and Watsonville, however, are still truly independent cities with distinct hinterlands. As the contiguously built up area continues to expand, it is foreseeable that they too will become part this contiguous urban zone. Disposable income has also increased in all of the cities throughout the greater San Francisco Bay Area.

The comparison (between 1960 and 1988) of the retail

structures of the four cities show both spatial and temporal continua. Los Gatos, closest to the metropolitan area of San Francisco, has been absorbed and integrated into it and displays the most marked change in its retail structure. Santa Cruz, further away, but linked to the metropolitan area by a commuter highway, also has had significant changes in its retail make-up. Although not as dramatic as that in Los Gatos, the trend stemming from stronger links to the metropolitan area is clear. Hollister and Watsonville, far from the core of the metropolitan area, remain largely unaffected by it and still serve local market areas. Their retail compositions have changed the least since 1960.

The purpose of this study is to develop a method for analyzing the evolution of the retail area of central business districts in medium sized cities, and to apply it for Hollister, Watsonville, Santa Cruz, and Los Gatos, which have evolved or are evolving from truly independent cities or market towns with small, well defined hinterlands, to cities that are functionally part of the built up metropolitan Bay Area. As the geographer Harold Carter has stated: "The town as a unit feature of the Earth's surface has, like all other features, two associated aspects. The first is location or position, the second is form and internal structure." (Carter 1971, 7) Following this dictate, this study will look at the internal structure of the downtown and relate it to the relative location of the city. As the relative position of the city changes, so will its internal structure and land use. The techniques used in this spatial and quantitative analysis of urban retail land use should be universally applicable to the study of CBDs of other medium sized cities.

Both the increase in disposable income, and the increase in proximity to other cities should, theoretically, cause an increase in the percentage of limited appeal space. In Santa Cruz, and especially in Los Gatos, one would expect a much greater proportion of limited appeal stores which would need to draw upon the patronage of the surrounding cities in order to be profitable. Hollister and Watsonville should be able to support a greater percentage of limited appeal goods in the central business districts than they did in 1960 mostly because of an increase in affluence but partially because of propinquity to other cities.

The percentage of floorspace used by convenience stores should decrease in all of the CBDs from 1960 to 1988, as the pressure from increased rents forces them out of the CBD. The convenience stores that remain in the CBD should be moving towards the periphery of the retail area. The ratio of convenience space to limited appeal space is one of the best indicators of the position of the city's CBD in the trend of retail evolution.

Establishments selling mass appeal goods always dominate in the central business districts of medium sized cities. Further, the percentage of mass appeal retail space tends to remain fairly constant or increase slightly over time. As the CBD retail area evolves, the type of mass appeal store varies. The stores get smaller and become more specialized. The large department stores, which were once a major feature on the "main street," move out, frequently to malls. Even if these large department stores are replaced by other mass appeal stores, the stores tend to carry more specialized merchandise. As the downtowns

develop, a change in shopping periodicity would also be expected. The downtowns evolve into places where people come to shop on the weekends. This in turn produces a significant increase in the percentage of restaurants and cafes.

The percentage of limited appeal space also increases as part of this process. An increase in both discretionary income and the proximity of a city to a larger urban core allows for a greater percentage of limited appeal space within the CBD. As the stores become smaller and more specialized, they evolve into limited appeal stores. These limited appeal stores attract the weekend shoppers who come to purchase items which are not part of their everyday needs.

Convenience stores are a very interesting feature of the central business district. They have changed both in character and importance. In the past, they were frequently owned by a single family which lived adjacent to the store. Now, chain stores like 7-11 are replacing them. Epitomized by the "corner grocery store," they cater largely to the surrounding neighborhood. As the downtown evolves, they are among the first stores to be pushed out of the CBD. Although the amount of space they use has decreased, they still hang on to a considerably larger percentage of corner locations than their floorspace would indicate.

A comparison of the retail on the "main street" with the retail in the CBD as a whole is very useful. One would expect a higher percentage of mass appeal space on the main street because clustering proves advantageous to stores which sell mass appeal goods. They also tend to generate a more predictable and steady revenue and, therefore,

they can afford to pay the higher rents. Limited appeal and convenience stores command only a certain market regardless of location and, therefore, do not make significantly more money if they are located on the "main street".

This method of analyzing the CBDs of Hollister, Watsonville, Santa Cruz, and Los Gatos, applies a universal and comprehensive way of analyzing a CBD of a medium sized city. Any method of analyzing the retail area of the CBD must necessarily use a combination of spatial and quantitative analysis. The method explained in the following chapter utilized both statistical analysis and spatial mapping. This method determines where each city falls in the trend of development on the periphery of a large urbanizing area. Determining where these four cities fall in the trend, permits a forecast to be made about their future development and land use patterns. All of the cities are expected to continue to evolve in the direction they are already moving.

CHAPTER II

METHODOLOGY

Choosing the Cities and Time Periods

Four cities were chosen for the study: Los Gatos, Santa Cruz, Watsonville, and Hollister. All of these cities have approximately the same size central business districts; however, their nearness to the large urban core of the San Francisco Bay Area differs. Los Gatos is no longer an independent market city. It has become part of the contiguous built-up metropolitan Bay Area. With the outward expansion of the built-up area, Santa Cruz has become relatively closer to the urban core. It is now a retail node linked by the highway. Watsonville and Hollister, however, still have fairly well defined hinterlands. Their downtowns are patronized almost exclusively by local residents and the surrounding, largely rural population. Each city's location relative to the major urban core places it at a different, sequential point in the trend of retail development its CBD.

1960 was chosen as the base year because at that time all of these cities were independent market cities serving their immediate hinterlands. By 1960, the size of each CBD was also about the same size as it is now. The "main streets" were already built up. This is important because one sees the change within the CBD rather than the expansion of it.

Delineation of the Study Area - Retail

Since the objective of this study is to analyze and compare the retail space in the central business districts of the cities, all non-retail establishments were eliminated. Retail establishments include retail sales, retail services, and vacant retail stores. Offices that are not strictly retail establishments, such as lawyer's, doctor's, CPA's, and government offices, are not included. If optometry stores mostly sell glasses, they are considered a limited appeal retail store. For 1960, the name of the store is used to judge the function. In order to keep the areas studied for each city and time period comparable, no shopping centers or retail establishments above street level were included, since very few retail establishments exist on the second stories.

The Polk Directory for each city was used to determine the name and type of establishment for 1960 for each address (1961 was used for Hollister because no Polk directory was made for 1960). Vacancies that fell within the contiguous retail zone were counted as retail vacancies. The Polk directories allow for the re-creation of the retail area in the past. For each address, the Polk directory lists the name of the retail establishment and a brief description of its merchandise. The directory lists all of the addresses used at the time. By combining the knowledge obtained from the Polk directories with the floorspace obtained from direct field observation in 1988, this study determines the percentage of space used by each type of retail establishment.

Name, Address, Type of Establishment, and Floorspace

Three measuring options were considered for determining the importance of each establishment in this study: 1. the number of each type of establishment, 2. the length of street frontage, and 3. the floorspace area. Floorspace was chosen, because the number of establishments as well as the frontage length can be deceptive. The number of stores would exaggerate the importance of small stores and diminish the importance of large stores such as department stores. Rents are also determined by floorspace rather than by frontage space, making their profitability dependent on floorspace.

To determine the floorspace, aerial photographs were used. The aerial photographs were obtained from the Public Works Department or from the Engineering Department of each city. The aerial photograph for Hollister was at a scale of 1"= 200', Watsonville and Santa Cruz were at 1"= 100', and the only one available for Los Gatos was at 1"= 50'. At all of these scales the buildings were clearly seen and of a measurable size. The various scales did not affect the accuracy of the results. For the purposes of this study, 1"=50' was a little cumbersome because of the large number of sheets needed to cover the downtown area.

For 1988, the name, address, and type of establishment was obtained from direct field observation. After obtaining the aerial photographs, all of the stores and buildings were identified. A rough field map was made of each block, as well as writing the addresses directly onto the aerial photograph. The address, the name of the store, the type of store, and the estimated percent of building occupied were

noted on the field map.

The dimensions of each building were measured on the aerial photograph, multiplied to find the area, and calculated to scale. One half meter was subtracted to account for wall width. Direct field observation was used to negate the amount of area due to roof overhang. The length of the overhang was paced off on the ground. Buildings that are used by more than one store were proportioned by estimating the percent of the frontage that they take up by pacing off the longer distances and using a tape to measure the shorter distances. The floorspace determined by measuring the buildings on the aerial photograph are used for addresses that appear both in 1960 and 1988. Buildings in 1960 (1961) that were not on the aerial photograph, were given values approximating the size of that type of store. The retail area for stores in 1960 that could not be determined by the 1988 data had to be given some value. If the unmeasurable stores were all given the same value for floorspace, it would greatly exaggerate the floorspace of traditionally small stores such as gas stations and cigar shops.

If there were only a few stores of a specific type, the store with unknown floorspace was given an average of all stores: 250 m². If an address that existed in 1960 was eliminated by 1988, because a larger store had moved in that used more than one old store space, the 1988 floorspace was divided up evenly among the new addresses. If two or more different addresses exist in 1988 for one in the past, then the sum of the floorspace for all of the new addresses is used for the store in 1960. Buildings for 1988 that were not on the aerial photograph were

measured on the ground. Buildings that were obviously constructed or reconstructed between 1960 and 1988, even if they had an address that existed in 1960 and 1988, were given average values for 1960.

TABLE 1: Floorspace given to 1960 stores not on the aerial photograph

type of store	floorspace m2	standard land use value
beauty/barber	71	623
gas station	76	553
cigar shops	84	599
real estate	92	615
laundry/dry cl	96	621
florist	118	599
men's clothes	136	561
travel agents	138	492
shoe repair	144	625
women's clothes	159	562
body shop	163	641
cafe	163	581
bakery	165	546
antiques	169	593
bars	170	582
restaurant	194	581
furs	200	568
appliances	200	572
shoe stores	209	566
church goods	216	599
pharmacy	222	591
corner market	232	545
clothes	260	565
lumber	284	521
liquor stores	289	592
auto pts/tires	374	552
printers	374	633
furniture	549	571
thrift stores	581	593
car dealers	600	551
all others	250	

Classifications

Each store is classified in two ways. The first classification divides into three general categories: convenience, limited appeal, and mass appeal. Convenience stores are shops that are patronized mainly because of their location. "An isolated grocery or drugstore or tavern typifies this class." (Hartshorn 1980, 345) Convenience stores in general have a very low threshold and sell "low order" goods. They tend to have names which indicate their type, prices which are not competitive, and few or no promotional sales. This category includes the types of stores listed below.

corner markets (541)	mini florists (599)
gas stations (553)	hour photo (599)
lunch counters (581)	dry cleaners/laundry (621)
bars (582)	beauty salons/barber shops (623)
corner drug stores(591)	shoe repair shops (625)
liquor stores (592)	photo copy stores (633)
video stores (592)	watch repair (649)

Each store was also given its three digit classification from the Standard Land Use Coding Manual. These are the numbers listed above in parenthesis. Because video rental stores did not have a land-use code, they were given the same number as liquor stores (592) because of their ultra-convenience type.

Limited appeal stores sell merchandise or services which not everyone buys, either because of great expense or because of lack of

specific interest. This category includes pet stores, hobby shops, antique stores, specialty auto dealers, glass stores, etc. These stores have a high threshold and low frequency. (Hartshorn 1980, 344) Limited appeal stores are more diverse than convenience stores, but like convenience stores, they rarely have sales and do not necessarily have competitive prices. Mass appeal stores are shops which sell goods frequently purchased by most people. Stores selling such things as women's clothing are included in mass appeal even though not everyone buys women's clothes. Although these stores are sub-classifications, they are still part of the mass appeal classification of clothing. Mass appeal includes all or most of the types of stores listed in the following list.

clothing stores (561-566)	appliance stores (572)
supermarkets (541)	books, records etc. (594)
restaurants (581)	banks (611)
travel agencies (492)	car repair (641)
paint stores (523)	jewelers (597)
hardware stores (525)	florists (599)
department stores (531)	theaters (721)
car dealer's (551)	real estate agencies (615)

Specialty shops within these categories such as spiritual book stores, luxury auto dealerships, stores which sell uniforms, and specialty restaurants are classified as limited appeal stores. The above list does not cover all of the types of mass appeal store. If a grocery store in 1960 was small, it was considered a convenience store. If it was large, it was considered a mass appeal store. In 1988, large chain grocery stores, such as Safeway, were considered mass appeal stores. All others

were considered convenience stores.

Sorting the Data

Once the floorspace and type were determined for each store, they were sorted three different ways. The most useful for study was sorting by type: C for convenience, L for limited appeal, or M for mass appeal. Within each type, the stores were sorted by their Standard Land Use Manual classification. This sorting allows for the calculation of the total area and percent of sub-classifications within the type, such as banks, restaurants, and gas stations. Sub-classifications are useful for analyzing retail land use within the general type (C,M,L). The stores were also sorted by block for the purpose of spatial analysis and generating maps.

From the above sorted data, statistics were generated for each city's entire central business district and for the "main street". The "main street" is defined as the street with the greatest amount of retail floorspace. These streets are easily identified in all of the cities, frequently containing more than half of the total retail floorspace in the city. Calculations were made for each time period, of the number of store of each type, the total square meters of the type, the average floorspace of the type, the standard deviation of the average, and the relative proportion of each type. Values have also been calculated for the total retail area. These statistics allow for a comparison from 1960 to 1988, as well as a comparison of the "main street" to the CBD as a whole. A list of changes from 1960 to 1988 was also made for each downtown

and for the "main street".

Maps of the Retail Types for Each City

Illustrating the retail distribution, spatial maps were generated for each city and time period. The base maps for all of the cities were made from the aerial photograph at a scale of 1:6000 (1" = 500'). The street widths include the sidewalk space on both sides, because sidewalks are not part of the retail area. The area for each store is a percent of the total retail space for the block that it constitutes. Spaces have been left blank for non-retail land use, including parking lots. For each city, six maps were made: one for each year and for each classification--convenience, limited appeal, and mass appeal.

Pie Graphs

In order to analyze the CBDs quantitatively, six sets containing four pie graphs each have been generated from the statistics: one for each city, one for 1960 (1961), and one for 1988. Each pie graph is a circle divided by percent of convenience stores, limited appeal, mass appeal, and vacant retail space. The set for each city includes: one for the downtown in 1960, one for the "main street" in 1960, one for the downtown in 1988, and one for the "main street" in 1988.

CHAPTER III

AN ANALYSIS OF EACH CITY 1960-1988

LOS GATOS

1960-1988

Los Gatos is close to a number of cities, including San Jose. Its close proximity to the large population base of the Bay Area gives it a different character from the other cities in the study. Los Gatos' central business district consists of North Santa Cruz Avenue, from W. Main Street to Saratoga Avenue. Perpendicular to N. Santa Cruz Avenue the CBD extends for only one block to the east and to the west. The CBD also includes East and West Main Street from Pageant to N. Santa Cruz Avenue. (see map 1) A large part of the retail outside of the CBD in Los Gatos is located just north of the CBD and is not considered part of the CBD because of the mall configuration with off-street parking in front of the stores.

In 1960, the city reported 9,040 residents, making it larger than Hollister but smaller than either Santa Cruz or Watsonville. The downtown consisted of 26,228 square meters of retail floorspace. Eighty-three percent of the retail stores in 1960 were located within the CBD. (see table 2) By 1988, the amount of retail floorspace in the CBD grew by 22,151 square meters, or by over 84%. Most of this growth was off the "main street". The population grew to 27,950, a change of over 200% over 1960. Other than the downtown retail area, Los Gatos now has

TABLE: 2 DEMOGRAPHICS FOR THE CITIES

	HOLLISTER	WATSONVILLE	SANTA CRUZ	LOSGATOS
POPULATION 1960 ₁	6070	13290	25600	9040
POPULATION 1987 ₂	16800	28550	46900	27950
CHANGE IN POP	10730	15260	21300	18910
% CHANGE IN POP	177	115	83	209
PER CAPITA INCOME ₃ 1983	7034	8212	9808	17254
RETAIL STORES 1960	136	252	468	184
TAXABLE TRANS \$ 1960	9894	22786	43457	24560
# OF RETAIL IN CBD	131	189	182	152
% OF RETAIL IN CBD	96	75	39	83

1 Statistics 1960

2 Statistics 1988

3 Horner

several small, both mass and convenience type shopping malls. The per capita income in 1983 was \$17,254, more than twice that of Hollister or Watsonville, and more than \$7,000 greater than the per capita income in Santa Cruz.

Convenience

Like the other cities in the study, Los Gatos in 1960, had a substantial percentage, 23.3%, of convenience space within the CBD. Convenience stores were distributed throughout the downtown. Only one block had no convenience stores on it. (see map 1) The largest amount of convenience space was used by barber shops and beauty salons: 22.9%.

The next largest users were laundromats and dry cleaners (19.3%), corner

MAP:1

markets (12.7%), drug stores (16.4%), and bars (10.5%). (see table 3)

By 1988, there were several blocks which had no convenience stores on them. (see map 2) There are none on E. Main Street and only a couple on West Main Street. The central blocks of N. Santa Cruz Avenue also have almost no convenience stores on them. The percentage of space occupied by convenience stores decreased by more than half from 1960 to 1988. (see fig. 1; tables 4 and 5) The percent of convenience space on "main street" also decreased by more than 50%. No corner market stores remain in Los Gatos' downtown. Neither are there any gas stations in the CBD, but a few are located nearby on Saratoga Avenue because of the considerable traffic along it. The only two new types of convenience stores are video stores and manicurists. Barber shops and beauty salons increased to 35.2% of the total convenience space. The percentage of convenience space in laundry/dry cleaners increased to 32.3%. Bars and shoe repair shops still make up a small percentage of the convenience space. (see table 6)

Limited appeal

Eight point three percent of the total retail space in 1960 consisted of limited appeal stores. As expected, the "main street", N. Santa Cruz Avenue, had a slightly smaller percentage of limited appeal space: 7.7%. The ratio of limited appeal stores to convenience stores was .45; there was about twice as much convenience space as limited appeal space. Although several blocks have no limited appeal stores on them, there is no apparent clustering of these stores. (see map 3)

TABLE 3: CONVENIENCE STORES IN LOS GATOS IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
LOS GATOS MARKET	26 N. SANTA CRUZ AVE	541	C	291
S+A FOOD MKT	17 N. SANTA CRUZ AVE	541	C	248
CITY HALL MKT GRO	45 E. MAIN STREET	541	C	240
MALATESTA'S FLYING A SERV - gas ***	40 N. SANTA CRUZ AVE	553	C	76
HAPE'S AL CHEVRON SERV - gas ***	59 N. SANTA CRUZ AVE	553	C	76
CRIDER'S PAUL MOBIL - gas ***	155 N. SANTA CRUZ AVE	553	C	76
BOB'S RICHFIELD SERV - gas ***	335 N. SANTA CRUZ AVE	553	C	76
R + H RICHFIELD GAS STATION ***	27 W. MAIN STREET	553	C	76
SPEZIALE BROS TEXACO - gas	233 N. SANTA CRUZ AVE	553	C	65
DAVE'S DONUTSHOP	91 W. MAIN STREET	581	C	50
WILDCAT SPORT SHOP/KOZY KAFE	133 N. SANTA CRUZ AVE	582	C	306
BLACK WATCH - bar	142 N. SANTA CRUZ AVE	582	C	132
CLUB SEVEN TAVERN	7 N. SANTA CRUZ AVE	582	C	120
HAPPY DRAGON THE SOCIAL WELFARE	78 W. MAIN STREET	582	C	88
LOS GATOS PHARM THE	47 E. MAIN STREET	591	C	243
NORTHGATE CUT RATE DRUG STORE ***	349 N. SANTA CRUZ AVE	591	C	222
GREEN'S PHARM	218 N. SANTA CRUZ AVE	591	C	210
DUNCAN'S PHARM	29 N. SANTA CRUZ AVE	591	C	170
CORNER DRUG STORE	1 N. SANTA CRUZ AVE	591	C	162
GENE'S COUNTRY STORE LIQUORS ***	217 N. SANTA CRUZ AVE	592	C	289
SHAMROCK LIQUORS	49 E. MAIN STREET	592	C	95
FORD BROS CLNS	33 N. SANTA CRUZ AVE	621	C	345
GATITO CLEANERS	312 N. SANTA CRUZ AVE	621	C	214
VILLAGE LAUNDERETTE	368 VILLAGE LANE	621	C	180
GEM CITY FRENCH LNDRY	11 UNIVERSITY AVE	621	C	123
TIP TOP CLNS	216 N. SANTA CRUZ AVE	621	C	118
SELF SERV LAUNDERETTE	9 MONTEBELLO WAY	621	C	116
LOS GATOS CLNS	88 W. MAIN STREET	621	C	91
LARRY'S SHOE SERV/LILLY'S BARBER SHOP	12 N. SANTA CRUZ AVE	623	C	245
RUDY'S BARBER SHOP	29 E. MAIN STREET	623	C	154
VANITY FAIR BEAUTY SALON	50 N. SANTA CRUZ AVE	623	C	154
REYNOLDS BARBER SHOP	110 W. MAIN STREET	623	C	128
LEMONTE BEAUTY SALON	65 W. MAIN STREET	623	C	103
LLOYD'S HAIRCUTTING SHOP ***	272 N. SANTA CRUZ AVE	623	C	96
VILLAGE BARBER ***	332 N. SANTA CRUZ AVE	623	C	96
LITTLE VILLAGE BEAUTY SHOPPE ***	360 VILLAGE LANE	623	C	96
DENNY'S TAXI/JOE'S BARBER SHOP	139 N. SANTA CRUZ AVE	623	C	78
ROBERTA'S TOWN HOUSE BEAUTY SALON	34 N. SANTA CRUZ AVE	623	C	75
EL PATIO BEAUTY SALON	318 N. SANTA CRUZ AVE	623	C	71
BOONE'S BARBER SHOP	114 N. SANTA CRUZ AVE	623	C	60
LACANADA BUILDING- barber	3 N. SANTA CRUZ AVE	623	C	47
CATANIA JOHN SHOE REPAIR	23 W. MAIN STREET	625	C	106

STRINGER'S SHOE REPAIR ***	219	N. SANTA CRUZ AVE	625	C	7
D + D SHOE SERV	120	W. MAIN STREET	625	C	5

NUMBER OF CONVENIENCE STORES	44
TOTAL AREA M2 OF CONVENIENCE SPACE	6135
AVE M2 OF C	139
% OF C (AREA)	23.3
SD FOR C	79

MAP:2

Fig. 1

Percentages of retail land use in the CBD

LOS GATOS

LOS GATOS 1960

$L/C = 0.36$

LOS GATOS 1960
THE MAIN STREET ONLY

$L/C = 0.35$

LOS GATOS 1988

$L/C = 2.48$

LOS GATOS 1988
THE MAIN STREET ONLY

$L/C = 1.41$

TABLE 4: STATISTICS FOR THE CENTRAL BUSINESS DISTRICT IN LOS GATOS

STATISTICS FOR LOS GATOS IN 1960

NUMBER OF C	44	NUMBER OF L	17	NUMBER OF M	82	NUMBER OF V	9
TOTAL M2 OF C	6135	TOTAL M2 OF L	2188	TOTAL M2 OF M	16502	TOTAL M2 OF V	1463
AVE M2 OF C	139	AVE M2 OF L	129	AVE M2 OF M	201		
% OF C (AREA)	23.3	% OF L (AREA)	8.3	% OF M (AREA)	62.8	% OF V (AREA)	5.6
SD FOR C	79	SD FOR L	70	SD FOR M	190		
TOTAL NUMBER	152			% OF C (AREA)	23.3		
TOTAL M2	26288			% OF L (AREA)	8.3		
AVE M2 OF ALL	173			% OF M (AREA)	62.8		
% OF ALL	100			% OF V (AREA)	5.6		
SD FOR ALL	156			%L/%C	0.36		

STATISTICS FOR LOS GATOS IN 1988

NUMBER OF C	27	NUMBER OF L	52	NUMBER OF M	100	NUMBER OF V	7
TOTAL M2 OF C	2941	TOTAL M2 OF L	7307	TOTAL M2 OF M	18317	TOTAL M2 OF V	1187
AVE M2 OF C	109	AVE M2 OF L	141	AVE M2 OF M	183		
% OF C (AREA)	9.9	% OF L (AREA)	24.6	% OF M (AREA)	61.6	% OF V (AREA)	4
SD FOR C	77	SD FOR L	155	SD FOR M	156		
TOTAL NUMBER	186			% OF C (AREA)	9.9		
TOTAL M2	48439			% OF L (AREA)	24.6		
AVE M2 OF ALL	187			% OF M (AREA)	61.6		
% OF ALL	100			% OF V (AREA)	4		
SD FOR ALL	256			%L/%C	2.48		

CHANGE FROM 1960 TO 1988

CH IN # C	-17	CH IN # L	35	CH IN # M	18	CH IN # V	-2
CH M2 OF C	-3194	CH M2 OF L	5119	CH M2 OF M	1815	CH M2 OF V	-276
CH AVE M2 OF C	-30	CH AVE M2 OF L	12	CH AVE M2 OF M	-18		
CH % OF C AREA	-13.4	CH % OF L AREA	16.3	CH % OF M AREA	-1.2	CH % OF V AREA	-1.6
CH TOTAL NBR	34			% CH IN % C	-57.5		
CH TOTAL M2	22151			% CH IN % L	196.4		
CH AVE M2 ALL	14			% CH IN % M	-1.9		
				% CH IN % V	-28.6		
% CH TOT M2	84.3			CH L/C	2.13		

TABLE 5 : STATISTICS FOR THE CENTRAL BUSINESS DISTRICT IN LOS GATOS -- THE MAIN STREET ONLY

STATISTICS FOR LOS GATOS ON THE MAIN ST IN 1960

NUMBER OF C	28	NUMBER OF L	9	NUMBER OF M	64	NUMBER OF V	4
TOTAL M2 OF C	4189	TOTAL M2 OF L	1453	TOTAL M2 OF M	12294	TOTAL M2 OF V	1013
AVE M2 OF C	150	AVE M2 OF L	142	AVE M2 OF M	192		
% OF C (AREA)	22.3	% OF L (AREA)	7.7	% OF M (AREA)	65.5	% OF V (AREA)	5.4
SD FOR C	89	SD FOR L	80	SD FOR M	180		
TOTAL NUMBER	105			% OF C (AREA)	22.3		
TOTAL M2	18771			% OF L (AREA)	7.7		
AVE M2 OF ALL	179			% OF M (AREA)	65.5		
% OF ALL	100			% OF V (AREA)	5.4		
SD FOR ALL	157						
				%L/%C	0.35		
% AREA ON MAIN 71.4							

STATISTICS FOR LOS GATOS ON THE MAIN ST IN 1988

NUMBER OF C	16	NUMBER OF L	24	NUMBER OF M	74	NUMBER OF V	6
TOTAL M2 OF C	2053	TOTAL M2 OF L	2873	TOTAL M2 OF M	14957	TOTAL M2 OF V	992
AVE M2 OF C	128	AVE M2 OF L	120	AVE M2 OF M	202		
% OF C (AREA)	9.8	% OF L (AREA)	13.8	% OF M (AREA)	71.7	% OF V (AREA)	4.8
SD FOR C	92	SD FOR L	97	SD FOR M	168		
TOTAL NUMBER	120			% OF C (AREA)	9.8		
TOTAL M2	20875			% OF L (AREA)	13.8		
AVE M2 OF ALL	174			% OF M (AREA)	71.7		
% OF ALL	100			% OF V (AREA)	4.8		
SD FOR ALL	148						
				%L/%C	1.40		
% AREA ON MAIN 43.0954							

CHANGE IN LOS GATOS'S MAIN STREET FROM 1960 TO 1988

CH IN # C	-12	CH IN # L	15	CH IN # M	10	CH IN # V	2
CH M2 OF C	-2136	CH M2 OF L	1420	CH M2 OF M	2663	CH M2 OF V	-21
CH AVE M2 OF C	-22	CH AVE M2 OF L	-22	CH AVE M2 OF M	10		
CH % OF C AREA	-12.465	CH % OF L AREA	6.1	CH % OF M AREA	6.2	CH % OF V AREA	-0.6
				% CH IN % C	-55.9		
CH TOTAL NBR	15			% CH IN % L	78.7		
CH TOTAL M2	2104			% CH IN % M	9.4		
CH AVE M2 ALL	-5			% CH IN % V	-12.0		
% CH TOT M2	11.2			CH L/C	1.05		

Table 6: CONVENIENCE STORES IN LOS GATOS IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
MRS. FIELD'S - cookies	51 N. SANTA CRUZ AVE	546	C	91
BLACK WATCH - bar	141.5 N. SANTA CRUZ AVE	582	C	132
CARRY NATION'S - bar	8 N. SANTA CRUZ AVE	582	C	86
VIDEO ERA	218 N. SANTA CRUZ AVE	592	C	210
MAIN STREET VIDEO	33 E. MAIN STREET	599	C	147
FORD CLEANERS	33 N. SANTA CRUZ AVE	621	C	345
GATITO CLEANERS	312 N. SANTA CRUZ AVE	621	C	214
TIP TOP CLEANERS	216 N. SANTA CRUZ AVE	621	C	118
LAUNDRY MAT	9 MONTEBELLO WAY	621	C	116
SMART CLEANERS	11 MONTEBELLO WAY	621	C	116
PROFESSIONAL SERVICES - cleaners+alt.	114 ROYCE STREET	621	C	42
NEW REFLECTIONS - hair	236 N. SANTA CRUZ AVE	623	C	285
HAIR FASHION	210 N. SANTA CRUZ AVE	623	C	154
DIVA - beauty	65 W. MAIN STREET	623	C	103
FANTASTIC SAM'S - beauty	347 N. SANTA CRUZ AVE	623	C	98
OFF MAIN STREET HAIR SALON	296 N. SANTA CRUZ AVE	623	C	88
K. KRAKE - beauty	359 VILLAGE LANE	623	C	72
A LITTLE CORNER OF PARIS - beauty	341 VILLAGE LANE	623	C	71
COURTYARD HAIR DESIGN	59 N. SANTA CRUZ AVE	623	C	52
PAVILION - beauty	224.5 N. SANTA CRUZ AVE	623	C	50
LOCAL TALENT - beauty	359.5 VILLAGE LANE	623	C	36
LEN'S BARBER SHOP	114 ROYCE STREET	623	C	25
MARIO'S SHOE REPAIR	224 N. SANTA CRUZ AVE	625	C	50
LOS GATOS NAILWORKS	78 W. MAIN STREET	629	C	88
PERFECT NAILS	338.5 VILLAGE LANE	629	C	72
CLASSIQUE NAILS	336 N. SANTA CRUZ AVE	629	C	63
CULTURED NAILS	215 N. SANTA CRUZ AVE	629	C	17

NUMBER OF C 27
 M2 OF C 2941
 AVE OF C 109
 % OF C (AREA) 9.9
 SD FOR C 77

*** Establishment assigned approximate value for area

MAP:3

The percentage of limited appeal space tripled from 1960 to 1988. (see fig. 1) It grew from 8.3% to 24.6% of the total retail floorspace. The ratio of limited appeal space to convenience space increased dramatically from .36 to 2.48. There are now two distinct clusters of limited appeal stores. The first is along the north side of W. Main Street, and the other is on the east side of Village Lane. (see map 4) The majority of these limited appeal stores are antique shops. In 1960, there were only two small antique stores which together consisted of 267 m² of floorspace. By 1988, there were 14 antique stores consisting of 2240 m² of floorspace. Antique stores now take up 30.7% of the total limited appeal space. (see tables 7 and 8)

Mass Appeal

Almost two-thirds of the total retail space was used by mass appeal stores in 1960. (see map 5) No one type of mass appeal store dominates. Banks took up 5.7% of the space; various clothing stores took up 10.4%; restaurants took up 8.3%, and car dealerships took up 11.8%. (see table 9) Mass appeal stores are located throughout the CBD. There is, however, a relative absence of mass appeal stores on Village and parts of Main Street, which by 1988 will be dominated by limited appeal stores. (see map 6)

Mass appeal stores took up two-thirds of the total retail space in 1988. (see fig. 1) This is a slight decrease in percentage from 1960. The percentage of retail space used by banks grew from 5.7% to 12.2%. (see table 10) The percentage of space used by clothing stores grew from

MAP:4

TABLE 7 : LIMITED APPEAL STORES IN LOS GATOS IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
HANSEN'S NATURAL FOODS	225 N. SANTA CRUZ AVE	541	L	133
GINGER JAR ANTIQUES ***	32 E. MAIN STREET	593	L	169
BERG'S ANTIQUES	303 N. SANTA CRUZ AVE	593	L	98
STEVEN'S MUSIC CENTER	222 N. SANTA CRUZ AVE	594	L	103
VAULT, THE - art gallery ***	68 W. MAIN STREET	599	L	200
NERENBERG OPTOM	54 N. SANTA CRUZ AVE	599	L	166
NEOLITE CO SIGNS	23 E. MAIN STREET	599	L	162
VILLAGE CAMERA SHOP	318 N. SANTA CRUZ AVE	599	L	150
PIONEER CIGAR STORE	109 W. MAIN STREET	599	L	114
LITTLE VILLAGE NEEDLECRAFT STUDIO	364 VILLAGE LANE	599	L	96
GINA'S GIFTS- boutique	25 W. MAIN STREET	599	L	96
GOLDEN BUDDHA GIFT SHOP	307 N. SANTA CRUZ AVE	599	L	82
LOS GATOS PET SHOP	98 W. MAIN STREET	599	L	36
RHODA'S TREASURE NOOK GIFTS	284 N. SANTA CRUZ AVE	599	L	31
COLLIE DON STUDIO PHOTOG	236 N. SANTA CRUZ AVE	622	L	304
COOK'S REPAIR SHOP SAWS AND TOOLS	108 N. SANTA CRUZ AVE	649	L	208
QUICKWAY SAW FILER	34 E. MAIN STREET	699	L	40
NUMBER OF L		17		
TOTAL M2 OF L		2188		
AVE M2 OF L		129		
% OF L (AREA)		8.3		
SD FOR L		70		

*** Establishment assigned approximate value for area.

TABLE 8 : LIMITED APPEAL STORES IN LOS GATOS IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
FERRARI OF LOS GATOS	66 E. MAIN STREET	551	L	897
COTTONWORKS - boutique	49 N. SANTA CRUZ AVE	562	L	91
AMY'S CUSTOM TAILORING	338.5 VILLAGE LANE	567	L	36
SUMI'S TAILORING AND ALTERATIONS	116 N. SANTA CRUZ AVE	567	L	35
COSTUMES	338 VILLAGE LANE	569	L	36
CHART HOUSE - rest .	115 N. SANTA CRUZ AVE	581	L	229
ANTIQUES COLONY	140 W. MAIN STREET	593	L	655
MAIN STREET EXCHANGE - antiques	150 W. MAIN STREET	593	L	329
ANTIQUES	344 VILLAGE LANE	593	L	210
BRANNDY + OTERO ANTIQUES	348 VILLAGE LANE	593	L	210
ANTIQUES	3 MONTEBELLO WAY	593	L	169
ANTIQUES	334 VILLAGE LANE	593	L	140
JEAN NEUWARTS ANTIQUES	110 W. MAIN STREET	593	L	128
PATTERSON'S ANTIQUES	88 W. MAIN STREET	593	L	91
LES PIOSSON INTERIORS - antiques	110 N. SANTA CRUZ AVE	593	L	84
MARIA'S OF LOS GATOS ANTIQUES	112 N. SANTA CRUZ AVE	593	L	60
ANTIQUARIUM ANTIQUES	120 W. MAIN STREET	593	L	57
PRECIOUS OBJECTS GALLERY	39.5 N. SANTA CRUZ AVE	593	L	43
DE VILLAR GALLERY - antiques	98 W. MAIN STREET	593	L	36
CONOVER - antiques	45 W. MAIN STREET	593	L	28
BARE ESSENTIALS - body lotions, cards	54 N. SANTA CRUZ AVE	596	L	166
G. STEWART GEMOLOGIST + GOLDSMITH	3 N. SANTA CRUZ AVE	597	L	47
WOLF COMPUTER	105 N. SANTA CRUZ AVE	599	L	440
FAST FREDDY'S GAGS AND GIFTS	210 N. SANTA CRUZ AVE	599	L	215
PICTURES AND FRAMES	220 N. SANTA CRUZ AVE	599	L	210
STENCIL HOUSE	346 VILLAGE LANE	599	L	210
A TOUCH OF BRASS	108 N. SANTA CRUZ AVE	599	L	208
LOS GATOS OPTICAL - glasses, contacts	114 ROYCE STREET	599	L	208
TRENT POTTERY	118 N. SANTA CRUZ AVE	599	L	193
FRENCH CONNECTION - gifts	29 N. SANTA CRUZ AVE	599	L	170
CORNER STORE, THE - KITCHEN'S	1 N. SANTA CRUZ AVE	599	L	162
PUTTIN' ON THE RITZ	11 UNIVERSITY AVE	599	L	123
GATITO GALLERY	123 W. MAIN STREET	599	L	120
LOS GATOS YARN CO.	109 W. MAIN STREET	599	L	114
CATS SURF SHOP	145 N. SANTA CRUZ AVE	599	L	99
GINA'S - boutique	25 W. MAIN STREET	599	L	96
CONCOURSE ACCESSORIES - car things	14 N. SANTA CRUZ AVE	599	L	82
ANGEL DE LAS FLORES- gifts	318.5 N. SANTA CRUZ AVE	599	L	71
LOS GATOS BEAUTY OUTLET - makeup	305 N. SANTA CRUZ AVE	599	L	70
BEARS IN THE WOOD - cards + bears	59 N. SANTA CRUZ AVE	599	L	61
VILLAGE GARDEN - gifts	326 VILLAGE LANE	599	L	57
PURRSNICKETY	9 UNIVERSITY AVE	599	L	54
ANDRE'S PIPE GALLERY	137 W. MAIN STREET	599	L	53

CREATIVELY YOURS - silk flowers	350	VILLAGE LANE	599	L	50
DRAGGINWOOD + THE MAJIC CRYSTALS	322	N. SANTA CRUZ AVE	599	L	49
BUFFALO TRADING CO. - rock stuff	34	E. MAIN STREET	599	L	40
GHASTLY GALLIMAUTRY-majic + nov.	147	N. SANTA CRUZ AVE	599	L	34
JANE WOOD CONSERVATION PAINTINGS	290	N. SANTA CRUZ AVE	599	L	31
RUGHUT	6	UNIVERSITY AVE	599	L	26
TUMASON PORTRAITS	37	E. MAIN STREET	622	L	165
PHEONIX STUDIO - photography	112	N. SANTA CRUZ AVE	622	L	23
GRAY'S POODLES UNLTD. - grooming	364	VILLAGE LANE	699	L	96

NUMBER OF L	52
M2 OF L	7307
AVE OF L	141
% OF L	24.6
SD FOR L	155

*** Establishment assigned approximate value for area.

MAP:5

TABLE 9 : MASS APPEAL STORES IN LOS GATOS IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
WESTERN GREYHOUND LINES	145 N. SANTA CRUZ AVE	421	M	99
TRAVEL ADVISORS	56 N. SANTA CRUZ AVE	492	M	166
BERRYMAN + SON PLUMBING	32 N. SANTA CRUZ AVE	522	M	208
DIDUCA BROS INC PLUMBING ***	60 W. MAIN STREET	522	M	199
SORENSEN PLMB	21 W. MAIN STREET	522	M	109
LOS GATOS PAINT + WALL PAPER ***	131 N. SANTA CRUZ AVE	523	M	237
LOS GATOS HARDWARE INC	150 W. MAIN STREET	525	M	329
LOS GATOS EQUIP + SUPP	111 N. SANTA CRUZ AVE	525	M	233
TEMPLEMAN HDW	24 N. SANTA CRUZ AVE	525	M	208
CHRISLOW'S DEPT STORE	201 N. SANTA CRUZ AVE	531	M	945
SPROUSE REITZ CO. - variety store	25 N. SANTA CRUZ AVE	533	M	365
RAO'S SUPER MKT	206 N. SANTA CRUZ AVE	541	M	563
LOS GATOS SWEET SHOP	39 N. SANTA CRUZ AVE	544	M	98
LANSING'S HOMEMADE CANDIES	39.5 N. SANTA CRUZ AVE	544	M	43
POLLY PRIM PASTRY SHOP	55 N. SANTA CRUZ AVE	546	M	91
ABBOTT + GIBB DODGE-SIMCA CAR DLR	66 E. MAIN STREET	551	M	897
COUNTRYMAN CADILLAC OLDSMOBILE	331 N. SANTA CRUZ AVE	551	M	642
FRASER MILT PONTIAC CO - used cars	127 N. SANTA CRUZ AVE	551	M	412
LOS GATOS AUTO SUP	122 N. SANTA CRUZ AVE	552	M	573
WESTERN AUTO ASSOC STORE	11 N. SANTA CRUZ AVE	552	M	279
RUBIN CHAS M TAILOR/W.J. MEN'S	16 N. SANTA CRUZ AVE	561	M	84
VILLAGE STORE FOR MEN	336 N. SANTA CRUZ AVE	561	M	63
JAY VEE DRESS SHOP	220 N. SANTA CRUZ AVE	562	M	210
GLADYS ANN SHOP - women's clothes	33 E. MAIN STREET	562	M	147
NELL + MINA'S DRESS SHOP	19 N. SANTA CRUZ AVE	562	M	145
PETTICOAT LANE WOMEN'S CLOTHES	320 N. SANTA CRUZ AVE	562	M	125
MODE O'DAY - women's clothes	51 N. SANTA CRUZ AVE	562	M	91
CARMELLA'S DRESS SHOP	53 N. SANTA CRUZ AVE	562	M	91
FIESTA SHOP WOMEN'S CLOTHES	296 N. SANTA CRUZ AVE	562	M	88
WILLIAMS MRS SHOPPE -women's	130 W. MAIN STREET	562	M	78
CHILDREN'S SHOP THE	9 N. SANTA CRUZ AVE	564	M	113
CALICO SHOP - children's clothes	348 N. SANTA CRUZ AVE	564	M	26
HAWAIIAN FASHIONS LTD	47 N. SANTA CRUZ AVE	565	M	91
FELICE SHOE SHOP	137 N. SANTA CRUZ AVE	566	M	132
LEROY'S BOOTERY SHOE DLRS	324 N. SANTA CRUZ AVE	566	M	127
CORDONA SHOES	214 N. SANTA CRUZ AVE	566	M	112
ANTHONY THE TAILOR	359 VILLAGE LANE	567	M	108
SOMMER'S FURN	140 W. MAIN STREET	571	M	655
LOS GATOS THEATRE	41 N. SANTA CRUZ AVE	571	M	500
MICKELSEN'S FURN CO INC.	301 N. SANTA CRUZ AVE	571	M	333
VILLAGE FL COVERINGS	160 W. MAIN STREET	571	M	195
MADSEN'S LINEOLEUM	3 MONTEBELLO WAY	571	M	169
FINNS WALLPAPERS	242 N. SANTA CRUZ AVE	571	M	77
LOS GATOS SHADE SHOP	14 E. MAIN STREET	571	M	66

LOS GATOS APPLS/WESTERN UNION	8	N. SANTA CRUZ AVE	572	M	86
APPLIANCES BY WILKEY HOUSEHOLD	14	N. SANTA CRUZ AVE	572	M	82
MCCOOL RADIO + TV	5	N. SANTA CRUZ AVE	573	M	120
MACDONALD'S RADIO + TV	35	N. SANTA CRUZ AVE	573	M	85
LUCCHESI'S REST	316	N. SANTA CRUZ AVE	581	M	321
LIVE OAK INN REST	354	N. SANTA CRUZ AVE	581	M	290
VILLAGE CHUCHWAGON REST ***	340	N. SANTA CRUZ AVE	581	M	194
CLUB GATO TAVERL.G. GRILL REST	37	N. SANTA CRUZ AVE	581	M	170
PEGGY'S KITCHEN RESTR	35	E. MAIN STREET	581	M	140
LOOK INN REST	227	N. SANTA CRUZ AVE	581	M	96
JOW'S COFFEE SHOP	337	N. SANTA CRUZ AVE	581	M	70
SHORE POST CAFE	221	N. SANTA CRUZ AVE	581	M	60
BEATRICE FOODS CO - ice cream	46	N. SANTA CRUZ AVE	581	M	35
EL DORADO BOOK SHOP	52	N. SANTA CRUZ AVE	594	M	154
CRALL'S BOOK STORE	21	N. SANTA CRUZ AVE	594	M	132
LOS GATOS STATIONERS	81	W. MAIN STREET	594	M	89
PETERS JWLRY	13	N. SANTA CRUZ AVE	597	M	113
MIMINN'S JEWELRY	212	N. SANTA CRUZ AVE	597	M	83
NAVLET'S FLOWERS OF LOS GATOS	112	N. SANTA CRUZ AVE	599	M	83
LOS GATOS FLORAL SHOP	305	N. SANTA CRUZ AVE	599	M	70
WELLS FARGO BANK	150	N. SANTA CRUZ AVE	611	M	587
FIRST NATIONAL BANK OF SAN JOSE	308	N. SANTA CRUZ AVE	611	M	280
BANK OF AMERICA	196	W. MAIN STREET	611	M	81
BENEFICIAL FINANCE CO.	6	N. SANTA CRUZ AVE	612	M	74
LOS GATOS REALTY	41	E. MAIN STREET	615	M	218
JONES REALTORS	36	N. SANTA CRUZ AVE	615	M	150
FISHER BARBARA R. ESTATE	27	N. SANTA CRUZ AVE	615	M	149
MILLS REAL ESTATE	149	W. MAIN STREET	615	M	133
LOS GATOS SARATOGA REALTORS	345	VILLAGE LANE	615	M	127
REAL ESTATE (many)	350	N. SANTA CRUZ AVE	615	M	103
HAMSHER REAL ESTATE	49	N. SANTA CRUZ AVE	615	M	91
FREMIER REALTY CO.	58	N. SANTA CRUZ AVE	615	M	84
BENNETT REAL ESTATE	346	N. SANTA CRUZ AVE	615	M	76
WEST VALLEY REALTY	322	N. SANTA CRUZ AVE	615	M	49
ROSS WARNER REAL ESTATE	116	N. SANTA CRUZ AVE	615	M	35
L.G. AMBULANCE SERV/PLACE FUNERAL	115	N. SANTA CRUZ AVE	624	M	229
A W + LES AUTOMOTIVE SERVICE	120	N. SANTA CRUZ AVE	641	M	573
LITTLE VILLAGE PAINT + WALLPAPER	330	VILLAGE LANE	671	M	468

NUMBER OF M 82
 TOTAL M2 OF M 16502
 AVE M2 OF M 201
 % OF M (AREA) 62.8
 SD FORM 190

*** Establishment assigned approximate value for area.

MAP:6

TABLE 10 : MASS APPEAL STORES IN LOS GATOS IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Type Land Use Code	Area M ²
TRAVEL ADVISORS	56 N. SANTA CRUZ AVE	492 M	166
TRAVEL STORE	56.5 N. SANTA CRUZ AVE	492 M	166
FINNS WALLPAPERS	242 N. SANTA CRUZ AVE	523 M	77
LOS GATOS SHADE SHOP	14 E. MAIN STREET	523 M	66
RURAL SUPPLY - ace hardware	110 S. SANTA CRUZ AVE	525 M	484
LE BOULANGER - bakery	133 N. SANTA CRUZ AVE	546 M	306
GRUMB'S - bakery	81 W. MAIN STREET	546 M	89
ANRIENNE'S - women's clothes	130 N. SANTA CRUZ AVE	562 M	619
IDAMINA'S FASHIONS	11 N. SANTA CRUZ AVE	562 M	279
IDAMINA'S FASHIONS	17 N. SANTA CRUZ AVE	562 M	248
COTTON CLUB - clothes	52 N. SANTA CRUZ AVE	562 M	154
SCOFFE + LUS PINK PETTICOAT	320 N. SANTA CRUZ AVE	562 M	125
DESIGN MINE FASHION BOUTIQUE	307 N. SANTA CRUZ AVE	562 M	82
NUANCE OF LOS GATOS - clothes	130 W. MAIN STREET	562 M	78
VIDA CLOTHES	48 N. SANTA CRUZ AVE	562 M	70
L.F. ELEGANCE - women's clothes	114 ROYCE STREET	562 M	42
FASHIONS AND EXCESSORIES	42 N. SANTA CRUZ AVE	562 M	35
METRO - large women's clothes	55 W. MAIN STREET	562 M	28
SONA'S BOUTIQUE - women's clothes	114 ROYCE STREET	562 M	25
CHILDREN'S WORLD	301 N. SANTA CRUZ AVE	564 M	333
CAT + THE FIDDLE - child. clothes	139 N. SANTA CRUZ AVE	564 M	78
CHRISTOW'S - clothes	201 N. SANTA CRUZ AVE	565 M	693
BENELLON LOS GATOS - clothes	23 N. SANTA CRUZ AVE	565 M	370
CHRISTOW'S CLOTHESOUT CENTER	201 N. SANTA CRUZ AVE	565 M	186
PERIN'S - clothes	35 W. MAIN STREET	565 M	28
SCOTT'S SHOES	324 N. SANTA CRUZ AVE	566 M	127
WALKING EXPERIENCE - shoes	345 VILLAGE LANE	566 M	127
PEACOCK - shoes	330 N. SANTA CRUZ AVE	566 M	62
CALIFORNIA INTERIORS	25 N. SANTA CRUZ AVE	571 M	365
MARTINOS - furniture	111 N. SANTA CRUZ AVE	571 M	233
LOS GATOS PORCH - furniture	24 N. SANTA CRUZ AVE	571 M	208
LOS GATOS PORCH - furniture 2	32 N. SANTA CRUZ AVE	571 M	181
MAIDS QUARTERS	36 N. SANTA CRUZ AVE	571 M	150
ALTERNATING CURRENTS - lamps	149 W. MAIN STREET	571 M	133
CALIFORNIA INTERIORS	21 N. SANTA CRUZ AVE	571 M	132
DECOR - lamps	214 N. SANTA CRUZ AVE	571 M	112
WESTERN'S TV AND STEREO	122 N. SANTA CRUZ AVE	573 M	573
GOOD EARTH, THE - rest	206 N. SANTA CRUZ AVE	581 M	563
MANDARIN DELIGHT - rest	140 N. SANTA CRUZ AVE	581 M	321
PEDRO'S - rest	316 N. SANTA CRUZ AVE	581 M	321
VILLAGE HOUSE + GARDEN - rest, gifts	320 VILLAGE LANE	581 M	300
FLORILLO'S ITALIAN CUISINE - rest	354 N. SANTA CRUZ AVE	581 M	290
DOROTHY'S GOURMET PIZZA	25 E. MAIN STREET	581 M	180

PEASANT CHEF, THE - rest	368	VILLAGE LANE	581	M	180
HIGH-THAI - rest	27	E. MAIN STREET	581	M	165
POLCE SPAZIO - ice cream	29	E. MAIN STREET	581	M	154
CHARMP'S ELYSEES FRENCH CUISINE	27	N. SANTA CRUZ AVE	581	M	149
MARTINELLI'S - rest, deli	19	N. SANTA CRUZ AVE	581	M	145
SOUTHERN KITCHEN - rest	35	E. MAIN STREET	581	M	140
DOUBLE RAINBOW - icecream	137	N. SANTA CRUZ AVE	581	M	132
ROUND TABLE PIZZA	57	N. SANTA CRUZ AVE	581	M	115
LOS GATOS CAFE	344	N. SANTA CRUZ AVE	581	M	113
LOS GATOS COFFEE ROASTING CO.	91	W. MAIN STREET	581	M	100
MABEL'S LANTERN HOUSE - rest	39	N. SANTA CRUZ AVE	581	M	98
LA MAISON CROISSANT-deli	303	N. SANTA CRUZ AVE	581	M	98
MAIN COURSE, THE - rest	49	E. MAIN STREET	581	M	95
GILLEY'S COFFEE SHOP	47	N. SANTA CRUZ AVE	581	M	91
YOGURT CREATIONZ	151	N. SANTA CRUZ AVE	581	M	83
ANDALE TAQUERIA - rest	6	N. SANTA CRUZ AVE	581	M	74
LEXINGTON HOUSE - rest	337	N. SANTA CRUZ AVE	581	M	70
SHUSHI ON THE RUN - rest	114	N. SANTA CRUZ AVE	581	M	60
MMMM MICHAEL'S - deli	221	N. SANTA CRUZ AVE	581	M	60
CROWN BOOKS	37	N. SANTA CRUZ AVE	594	M	170
CHANTICLEER - children's books	23	E. MAIN STREET	594	M	162
HALLMARK - cards	9	N. SANTA CRUZ AVE	594	M	113
AQUARIAN TAPES + BOOKS	53	N. SANTA CRUZ AVE	594	M	91
CURIOUS BOOK SHOPPE	198	W. MAIN STREET	594	M	68
MAIN STREET PAPERY	23	W. MAIN STREET	594	M	65
ALEX'S SPORTS STOP	12	N. SANTA CRUZ AVE	595	M	245
BICYCLE SHOP	41	E. MAIN STREET	595	M	218
JEWELERS BENCH	236	N. SANTA CRUZ AVE	597	M	285
GOLDSTON JEWELRY INC.	50	N. SANTA CRUZ AVE	597	M	154
DETAGLE - jewelry	13	N. SANTA CRUZ AVE	597	M	113
MORTON JEWELERS	212	N. SANTA CRUZ AVE	597	M	83
YELLOW BRICK ROAD - jewelry	346	N. SANTA CRUZ AVE	597	M	76
PAULS MISTER JEWELERS	46	N. SANTA CRUZ AVE	597	M	35
DOMUS - kitchen supplies, gifts	40	N. SANTA CRUZ AVE	599	M	600
ACROSS THE BRIDGE - plants	45	E. MAIN STREET	599	M	240
JUST CLOSETS	134	N. SANTA CRUZ AVE	599	M	211
BOX, THE - cards, gifts	138	N. SANTA CRUZ AVE	599	M	125
TEX'S TOYS TOO	59	N. SANTA CRUZ AVE	599	M	110
NAVLETS FLORIST	222	N. SANTA CRUZ AVE	599	M	103
I'D RATHER KNOT - plants	151	N. SANTA CRUZ AVE	599	M	83
FRAMECOMPANY, THE	354	VILLAGE LANE	599	M	50
NATURE'S ALLEY - plants	108	N. SANTA CRUZ AVE	599	M	41
LUGGAGE CENTER	59	N. SANTA CRUZ AVE	599	M	37
BANK OF AMERICA	333	N. SANTA CRUZ AVE	611	M	642
WELLS FARGO BANK	150	N. SANTA CRUZ AVE	611	M	587
DOWNEY SAVINGS	127	N. SANTA CRUZ AVE	611	M	412
EUREKA FEDERAL SAVINGS	236	N. SANTA CRUZ AVE	611	M	320
BANK OF THE WEST	308	N. SANTA CRUZ AVE	611	M	280
CALDWELL BANKERS REAL ESTATE	333	N. SANTA CRUZ AVE	615	M	306
FOX + CARSKATON REAL ESTATE	350	N. SANTA CRUZ AVE	615	M	103

REALTY	7	MONTEBELLO WAY	615	M	102
VILLA REALTY	201	N. SANTA CRUZ AVE	615	M	33
LONCHAR AND CO REALTORS	201	N. SANTA CRUZ AVE	615	M	33
VILLA REALTY	201	N. SANTA CRUZ AVE	615	M	33
SPEEDY FOTO	347	N. SANTA CRUZ AVE	622	M	120
TV + VIDEO SERVICE - repair	23.5	W. MAIN STREET	649	M	41
LOS GATOS THEATRE	41	N. SANTA CRUZ AVE	721	M	500

NUMBER OF M	100
M2 OF M	18317
AVE OF M	183
% OF M	61.6
SD OF M	156

*** Establishment assigned approximate value for area.

10.4% to 20.7% of the total mass appeal space. Restaurants grew even more dramatically from 8.3% of the mass appeal space to 22.4%. Los Gatos is the only city in the study where real estate agency space increased in the percentage of the total mass appeal space: from 3.3% to 7.4%. There are no mass appeal car dealerships left within the CBD because they tend to need a large amount of space which would be prohibitively expensive. The only car dealership left within the CBD has changed to a limited appeal establishment.

The Main Street

In 1960, 71.4% of the total downtown floorspace was located on N. Santa Cruz Avenue between Saratoga Avenue and West Main Street. This section of N. Santa Cruz Avenue constitutes the downtown "main street" of Los Gatos. The average store is 179 square meters, slightly smaller than the average for the whole downtown. The main street had a smaller percentage of limited appeal space but a slightly larger percentage of convenience space than the downtown as a whole. There was a slightly larger percentage of mass appeal floorspace on the "main street", as well as vacant retail space. The ratio of limited appeal space to convenience store space on the "main street" is almost identical the ratio for the downtown as a whole: .35 compared to .36.

As expected, the composition of the main street differs from the downtown as a whole in that there is a greater percentage of mass appeal goods and a smaller percentage of limited and convenience space. (see fig.

1) The ratio of limited appeal space to convenience space grew

considerably on the "main street", although not as much as the ratio did for the entire CBD, from .35 to 1.41.

Other Changes

Not only has the type of the stores changed, but the character of the stores has also changed. There are more boutiques among the mass appeal clothing stores. They now have names like "Design Mine Fashion Boutique", "Nuance of Los Gatos", and "L. F. Elegance". Los Gatos has become a place to go on the weekends to shop, dine, and browse. As stated above, there was a huge increase in restaurants. These restaurants have also taken on a higher class appeal. Instead of Peggy's Kitchen and Joe's coffee shop, they are now Dorothy's Gourmet Pizza and Champs Elysees French Cuisine. (see tables 9 and 10) The downtown pedestrian traffic seems to increase greatly on the weekends, but this question is left for another study. Much of the retail in the CBD no longer caters to the everyday needs of the residents.

SANTA CRUZ

1960 - 1988

Santa Cruz is located on the Pacific Ocean, linked to San Jose by Highway 17. It is the largest city in its county. The city includes the University of California at Santa Cruz. It has a large local market but also caters to seasonal tourism and weekend shopping and dining.

Santa Cruz's Central Business District consists of the whole length of Pacific Avenue. It extends perpendicular to Pacific Avenue from Cedar Street to Front Street, including both sides of the streets. (see map 7) To the west of the downtown, there is a residential area. There is also a residential area to the south, but it is higher in elevation than the downtown is and somewhat cut off from easy access to the CBD. A river lies just northeast of the CBD.

In 1960, Santa Cruz had a population of 25,600. Although the population was twice that of the other cities in the study, the size of the CBD is similar to the size of the other CBDs. Santa Cruz had 53,866 square meters of retail floorspace, compared to 26,228 m² for Los Gatos, and 55,719 m² for Watsonville. The relative smallness of Santa Cruz's CBD is explained by the large retail area outside of the CBD. Only 39% of the retail stores in Santa Cruz were located in the CBD in 1960. (see table 2)

From 1960 to 1987 the population of Santa Cruz grew by 83%, to 46,900 residents. By 1988, the CBD floorspace had grown by 46.2%. Much of this growth took place off the "main street". Santa Cruz has

MAP:7

experienced both a quantitative and qualitative change in its Central Business District.

Convenience Space

In 1960, convenience stores took up 13.1% of the total retail space. (see fig. 2; tables 11 and 12) The largest percentage of convenience space, 20.3%, was used by bars and taverns. The next largest percentage of space was used by drug stores (14.6%), corner markets (14.5%), and liquor stores (10.9%). (see table 12) At first it seems surprising that there were only three convenience stores on Front Street. (see map 7) Then one notices the river to the northeast of the downtown separates Front Street from the residential area beyond.

By 1988, only 5.0% of the retail space was left in convenience goods. (see map 8) Convenience stores decreased in size, as well as in number. The remaining convenience stores have moved toward the periphery of the downtown. The only new type of convenience store in Santa Cruz is photocopying. The introduction of photocopying stores is most likely due to the large student population. There are no video stores in Santa Cruz's downtown, indicating that downtown Santa Cruz is no longer a convenience shopping area. Bars have the largest percentage of convenience space, 38.4%. This is followed by liquor stores at 19.6%, and beauty/barber shops at 10.6% of the total convenience space. (see table 13)

Fig. 2

Percentages of retail land use in the CBD SANTA CRUZ

SANTA CRUZ 1960

SANTA CRUZ 1960
THE MAIN STREET ONLY

SANTA CRUZ 1988

SANTA CRUZ 1988
THE MAIN STREET ONLY

TABLE 11: STATISTICS FOR SANTA CRUZ'S CBD

STATISTICS FOR SANTA CRUZ IN 1960

NUMBER OF C	44	NUMBER OF L	22	NUMBER OF M	115	NUMBER OF V	10
TOTAL M2 OF C	7077	TOTAL M2 OF L	4347	TOTAL M2 OF M	40140	TOTAL M2 OF V	2322
AVE M2 OF C	161	AVE M2 OF L	198	AVE M2 OF M	349		
% OF C (AREA)	13.1	% OF L (AREA)	8.1	% OF M (AREA)	74.5	% OF V (AREA)	4.3
SD FOR C	94	SD FOR L	102	SD FOR M	426		
TOTAL NUMBER	192			% OF C (AREA)	13.1		
TOTAL M2	53866			% OF L (AREA)	8.1		
AVE M2 OF ALL	282			% OF M (AREA)	74.5		
% OF ALL	100			% OF V (AREA)	4.3		
SD FOR ALL	346			%L/%C	0.62		

STATISTICS FOR SANTA CRUZ IN 1988

NUMBER OF C	31	NUMBER OF L	50	NUMBER OF M	184	NUMBER OF V	12
TOTAL M2 OF C	3957	TOTAL M2 OF L	9695	TOTAL M2 OF M	62212	TOTAL M2 OF V	2880
AVE M2 OF C	128	AVE M2 OF L	194	AVE M2 OF M	338		
% OF C (AREA)	5.0	% OF L (AREA)	12.3	% OF M (AREA)	79.0	% OF V (AREA)	3.7
SD FOR C	118	SD FOR L	174	SD FOR M	443		
TOTAL NUMBER	277			% OF C (AREA)	5		
TOTAL M2	78744			% OF L (AREA)	12.3		
AVE M2 OF ALL	283			% OF M (AREA)	79.0		
% OF ALL	100			% OF V (AREA)	3.7		
SD FOR ALL	380			%L/%C	2.46		

CHANGE FROM 1960 TO 1988

CH IN C	-13	CH IN L	28	CH IN M	69	CH IN V	2
CH M2 OF C	-3120	CH M2 OF L	5348	CH M2 OF M	22072	CH M2 OF V	558
CH AVE M2 OF C	-33	CH AVE M2 OF L	-4	CH AVE M2 OF M	-11		
CH % OF C AREA	-8.1	CH % OF L AREA	4.2	CH % OF M AREA	4.5	CH % OF V AREA	-0.6
CH TOTAL NBR	85			% CH IN % C	-61.8		
CH TOTAL M2	24878			% CH IN % L	51.9		
CH AVE M2 ALL	1			% CH IN % M	5.7		
				% CH IN % V	-14.2		
% CH IN TOT M2	46.2			CH L/C	1.84		

TABLE 12: STATISTICS FOR SANTA CRUZ'S MAIN STREET

STATISTICS FOR SANTA CRUZ FOR THE MAIN ST IN 1960

NUMBER OF C	23	NUMBER OF L	15	NUMBER OF M	81	NUMBER OF V	3
TOTAL M2 OF C	4130	TOTAL M2 OF L	2851	TOTAL M2 OF M	25911	TOTAL M2 OF V	615
AVE M2 OF C	180	AVE M2 OF L	190	AVE M2 OF M	320		
% OF C (AREA)	12.3	% OF L (AREA)	8.5	% OF M (AREA)	77.3	% OF V (AREA)	1.8
SD FOR C	100	SD FOR L	107	SD FOR M	348		
TOTAL NUMBER	122			% OF C (AREA)	12.3		
TOTAL M2	33507			% OF L (AREA)	8.5		
AVE M2 OF ALL	275			% OF M (AREA)	77.3		
% OF ALL	100			% OF V (AREA)	1.8		
SD FOR ALL	296						
				%L/%C	0.69		

% AREA ON MAIN 62.2

STATISTICS FOR SANTA CRUZ FOR THE MAIN ST IN 1988

NUMBER OF C	12	NUMBER OF L	24	NUMBER OF M	96	NUMBER OF V	5
TOTAL M2 OF C	1885	TOTAL M2 OF L	3890	TOTAL M2 OF M	29092	TOTAL M2 OF V	1439
AVE M2 OF C	157	AVE M2 OF L	162	AVE M2 OF M	303		
% OF C (AREA)	5.2	% OF L (AREA)	10.7	% OF M (AREA)	80.1	% OF V (AREA)	4.0
SD FOR C	158	SD FOR L	77	SD FOR M	342		
TOTAL NUMBER	262			% OF C (AREA)	5.2		
TOTAL M2	36306			% OF L (AREA)	10.7		
AVE M2 OF ALL	265			% OF M (AREA)	80.1		
% OF ALL	100			% OF V (AREA)	4.0		
SD FOR ALL	298						
				%L/%C	2.06		

% AREA ON MAIN 46.1

CHANGE FROM 1960 TO 1988 THE MAIN STREET ONLY

CH IN C	-11	CH IN L	9	CH IN M	15	CH IN V	2
CH M2 OF C	-2245	CH M2 OF L	1039	CH M2 OF M	3181	CH M2 OF V	824
CH AVE M2 OF C	-23	CH AVE M2 OF L	-28	CH AVE M2 OF M	-17		
CH % OF C AREA	-7.1	CH % OF L AREA	2.2	CH % OF M AREA	2.8	CH % OF V AREA	2.2
CH TOTAL NBR	140			% CH IN % C	-57.7		
CH TOTAL M2	2799			% CH IN % L	25.9		
CH AVE M2 ALL	108			% CH IN % M	3.6		
				% CH IN % V	122.2		
% CH IN TOT M2	8.4			CH L/C	1.37		

TABLE 13: CONVENIENCE STORES IN SANTA CRUZ IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
MISSION DRIVE-IN MARKET	601 FRONT STREET	541	C	284
LANDESS + TOUHY MARKET	707 PACIFIC AVENUE	541	C	279
MARINOS GRO ***	601 PACIFIC AVENUE	541	C	232
MCHUGH AND BIANCHI GROS ***	1553 PACIFIC AVENUE	541	C	232
PLAZA GROCERY	1534 PACIFIC AVENUE	541	C	137
PACIFIC COOKEI CO.	1214B PACIFIC AVENUE	546	C	84
MOBIL GAS ***	1102 PACIFIC AVENUE	553	C	76
LAYTON'S CHEVRON GAS STATION ***	2001 PACIFIC AVENUE	553	C	76
STRICKLAND'S FLYING A - gas station ***	534 FRONT STREET	553	C	76
POSTAL LUNCH REST ***	2027 PACIFIC AVENUE	581	C	163
SADDLE ROCK- bar,coffee,barber	1516 PACIFIC AVENUE	581	C	112
DELMARETTE FOUNTAIN - rest	1126 PACIFIC AVENUE	581	C	56
MANHATTAN TAVERN	1541 PACIFIC AVENUE	582	C	358
CLUB ALOHA TAVERN	1218 PACIFIC AVENUE	582	C	205
ANCHOR CLUB TAVERN ***	623 PACIFIC AVENUE	582	C	170
MIDWAY TAVERN	923 PACIFIC AVENUE	582	C	161
ARROW CLUB TABERN-REST	1003 PACIFIC AVENUE	582	C	146
THREE NINETY CLUB TAVERN	711 PACIFIC AVENUE	582	C	113
CLUB DEL MAR TAVERN	107 SOQUEL AVENUE	582	C	109
ACE CLUB TAVERN	821 PACIFIC AVENUE	582	C	106
ASTI CAFE - bar	715A PACIFIC AVENUE	582	C	71
MODEL DRUG STORE	1303 PACIFIC AVENUE	591	C	313
ECONOMY DRUG CO.	1117 PACIFIC AVENUE	591	C	304
MELVIN'S DRUG STORE	1415 PACIFIC AVENUE	591	C	254
FREEMAN'S BIG TREE PHARMACY	811 PACIFIC AVENUE	591	C	165
BONESIO'S LIQUOR	801 PACIFIC AVENUE	592	C	437
BUTLER'S FAMILY LIQUOR STORE	511 FRONT STREET	592	C	337
SANTA CRUZ FRENCH LAUNDRY	609 PACIFIC AVENUE	621	C	225
PAC AUTO LNDRY ***	690 PACIFIC AVENUE	621	C	139
SAM WO LAUNDRY	823 PACIFIC AVENUE	621	C	106
PACIFIC CLEANERS	825 PACIFIC AVENUE	621	C	106
DELUXE DRY CLEANERS AND TAILOR	719 PACIFIC AVENUE	621	C	60
CHICO'S HAIR DESIGN	1521 PACIFIC AVENUE	623	C	250
FEATHEREDGE BARBER SHOP	905 PACIFIC AVENUE	623	C	160
SIM'S BEAUTY SALON	1514 PACIFIC AVENUE	623	C	160
HOOVER'S BARBER SHOP	1009 PACIFIC AVENUE	623	C	146
HANSEN'S IVY BARBER SHOP	102 WALNUT AVENUE	623	C	106
POSTAL BARBER SHOP ***	2025 PACIFIC AVENUE	623	C	96
PALOMAR BARBER ***	1332 PALOMAR ARC	623	C	96
SIM'S BEAUTY SALON ***	1333 PALOMAR ARC	623	C	96
MOBLEY'S BARBER SHOP	115 WALNUT AVENUE	623	C	90
BEAUTY NOOK - beauty	1122 PACIFIC AVENUE	623	C	56

SAM'S SHOE HOSPITAL REPAIR	227	CATHCART ST	625	C	83
FINAGAL WATCH REPAIR	1332	PALOMAR ARC	649	C	46

NUMBER OF C	44
TOTAL M2 OF C	7077
AVE M2 OF C	161
% OF C (AREA)	13.1
SD FOR C	94

 *** Establishment assigned approximate value for area.

Limited Appeal Space

Since only slightly over eight percent of the total retail space was used by limited appeal stores in 1960, many blocks had no limited appeal stores. A small clustering of limited appeal stores appears on the south side of Walnut Avenue. (see map 9) The limited appeal stores include a variety of types of stores, but few could be called luxury item stores. There were a couple of pet stores, church supply stores, and music stores. (see table 14)

Limited appeal space grew from 8.1% to 12.3% of the total retail space. The concurrent drop in convenience stores increased the ratio of limited appeal space to convenience space from .62 to 2.46. Limited appeal stores now take up almost two and a half times more space than convenience stores do. The type of limited appeal goods has also changed over the years. There are now several luxury type stores, including two antique shops and two art galleries. Drug paraphernalia, New Age books, and crystal stores reveal Santa Cruz's liberalism. (see table 15) The limited appeal stores are distributed throughout the downtown. (see map 10) Many of them are in the "mall" area of Pacific Avenue. There is a small clustering of limited appeal stores on River Street near Pacific Avenue. Although the cluster of limited appeal stores that was on Walnut Avenue in 1960 still has three such stores in it, it no longer stands out from the rest of the CBD. The few limited appeal stores that have moved onto Front Street are non-luxury establishments. They include a camera shop, a store for recycled stereos, and a specialty auto repair garage.

TABLE 14 : CONVENIENCE STORES IN SANTA CRUZ IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Type	Land Use Code	Area M ²
NATURES BOUNTY - grocery	811 PACIFIC AVENUE	541	C	165
PACIFIC COOKEI CO.	1215 PACIFIC AVENUE	546	C	84
PACIFIC COOKIE CO. 2	920 PACIFIC AVENUE	546	C	35
SHELL - gas	300 FRONT STREET	553	C	20
DOUBLE RAINBOW - icecream	110 COOPER STREET	581	C	75
DELMARETTE FOUNTAIN	1126 PACIFIC AVENUE	581	C	56
BURRITO EXPRESS	920 PACIFIC AVENUE	581	C	30
HAMBURGER SHOPPE	314 FRONT STREET	581	C	23
TAMPICO LOUNGE - bar	820 PACIFIC AVENUE	582	C	512
FRONT STREET PUB - bar	516 FRONT STREET	582	C	296
LULU CARPENTER'S - bar	1545 PACIFIC AVENUE	582	C	165
BLUE LAGOON - bar	923 PACIFIC AVENUE	582	C	161
SILVER BULLET - bar	603 FRONT STREET	582	C	126
AVENUE, THE - bar	711 PACIFIC AVENUE	582	C	113
POET + PATRIOT IRISH PUB	320 CEDAR STREET	582	C	75
ASTI CAFE - bar	716 PACIFIC AVENUE	582	C	71
ECONOMY DRUGSTORE	907 CEDAR STREET	591	C	75
LIQUOR STORE	801 PACIFIC AVENUE	592	C	437
WAREHOUSE LIQUORS	511 FRONT STREET	592	C	337
PACIFIC DRY CLEANER	511 CEDAR STREET	621	C	183
ROYAL CLEANERS	108 LINCOLN ST	621	C	91
JOE'S BARBER SHOP	824 PACIFIC AVENUE	623	C	116
PERFECT CUT	823 PACIFIC AVENUE	623	C	106
CANET LTD - beauty	913 CEDAR STREET	623	C	77
HAIR STYLES ETC	2044 PACIFIC AVENUE	623	C	63
MINA'S - beauty	716 FRONT STREET	623	C	38
MALL BARBER SHOP	1540 PACIFIC AVENUE	623	C	18
JACK'S SHOE SERVICE	227 CATHCART ST	625	C	83
KINKO'S COPIES	412 FRONT STREET	633	C	161
UNIVERSITY COPY	429 FRONT STREET	633	C	119
FINGAL WATCH REPAIR	6 PALOMAR ARC.	649	C	46
NUMBER OF C	31			
TOTAL M2 OF C	3957			
AVE M2 OF C	128			
% OF C (AREA)	5.0			
SD FOR C	118

MAP:9

LIMITED APPEAL
SHOPPING GOODS
AND SERVICES

SANTA CRUZ, CA
CENTRAL BUSINESS
DISTRICT

1960

- LIMITED APPEAL STORES
- SMALL LIMITED APPEAL STORES

SCALE 1:6000

TABLE 15: LIMITED APPEAL STORES IN SANTA CRUZ IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Type	Land Use Code	Area M ²
HEBBRON-NIGH LBR CO. ***	512 PACIFIC AVENUE	521	L	284
SANTA CRUZ GLASS CO.	810 PACIFIC AVENUE	523	L	159
HEALTH + DIET FOODS	1374 PACIFIC AVENUE	541	L	154
THRASH MARINA SALES	124 RIVER STREET	559	L	329
SANTA CRUZ MUSIC CENTER	107 WALNUT AVENUE	573	L	263
MUSIC BOX - INSTRUMENTS	125 WALNUT AVENUE	573	L	257
TOWN CLOCK BILLIARDS	1382 PACIFIC AVENUE	582	L	154
ANTLERS CLUB CARD ROOM	111 SOQUEL AVENUE	582	L	60
GRAHAM MUSIC CO	1128 PACIFIC AVENUE	594	L	458
DELL WILLIAMS - jewelry, china	1320 PACIFIC AVENUE	597	L	388
GENSLER-LEE - diamonds	1123 PACIFIC AVENUE	597	L	88
AQUINAS SHOP - church goods ***	1130 PACIFIC AVENUE	599	L	216
SANTA CRUZ BIBLE HOUSE - church goods	1368 PACIFIC AVENUE	599	L	216
LACADA'S YARN SHOP	901 PACIFIC AVENUE	599	L	214
SANTA CRUZ PET SHOP	117 WALNUT AVENUE	599	L	178
ORR EDDIE HEARING AIDS	1220 PACIFIC AVENUE	599	L	112
PACIFIC AVE PET SHOP	1536 PACIFIC AVENUE	599	L	80
JOSLIN BROS TOBACCO	1539 PACIFIC AVENUE	599	L	95
VI PARK STUDIO + CAMERA SHOP	119 WALNUT AVENUE	599	L	125
DALY OPTOM	1129 PACIFIC AVENUE	599	L	230
FORTIER'S OPTICIANS	1330 PACIFIC AVENUE	599	L	142
HEALTH STUDIO OF SANTA CRUZ	1549 PACIFIC AVENUE	742	L	145
NUMBER OF L	22			
TOTAL M2 OF L	4347			
AVE M2 OF L	198			
% OF L (AREA)	8.1			
SD FOR L	102			

*** Establishment assigned approximate value for area.

Mass Appeal Space

In 1960, 74.5% of all the retail floorspace was used by mass appeal stores. This included a couple of very large department stores on Pacific Avenue, (see map 11) which together accounted for almost ten percent of the total mass appeal space. There was also a large car dealership and a large furniture store. (see table 16) These large stores brought the average size of a mass appeal store to 349 m² of floorspace.

Mass appeal grew from 74.5% to 79.0% of the total retail space. Bank space more than doubled from 4.2% to 9.1%. As one would expect from the growing student population, stationary and record stores grew from 2.7% of the total retail space to 7.0%. Restaurants grew from 6.2% to 16.1%. Clothing stores remained at about 15%. Real Estate offices, however, decreased from 3.0% to only .3% of the total mass appeal space. (see table 17; map 12)

The Main Street

Pacific Avenue, from Laurel Street to Mission Street, is considered to be Santa Cruz's "main street." This includes the addresses from 800 to 1599 Pacific Avenue. Just over 62% of the total retail space was located on the "main street" in 1960. The size of stores on average for the main street was slightly smaller for each type (C, L,M), as well as for all types combined.

The "main street" of Santa Cruz has been made into a "mall" area.

MAP: 11

**MASS APPEAL
SHOPPING GOODS
AND SERVICES**

**SANTA CRUZ, CA
CENTRAL BUSINESS
DISTRICT**

1980

■ MASS APPEAL
STORES

— SMALL MASS APPEAL
STORES

00 60 40 20 0 100
M

SCALE 1:6000

TABLE 16: LIMITED APPEAL STORES IN SANTA CRUZ IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Type	Area M ²
		Land Use Code	
SANTA CRUZ GLASS CO.	806 PACIFIC AVENUE	523 L	201
SANTA CRUZ NUTRITION CENTER	1374 PACIFIC AVENUE	541 L	154
WHOLE ANIMAL SOURCE STORE - pet food	911 CEDAR STREET	549 L	75
CYCLEIMAGERY - motorcycle things	401 FRONT STREET	559 L	94
BRIT-KNIT CO.	110 COOPER STREET	563 L	35
CAMOUFLAGE - clothes	1212 PACIFIC AVENUE	565 L	205
MODERNE LIFE - costumes	1531 PACIFIC AVENUE	569 L	314
DREAMSWEET - futons	1528 PACIFIC AVENUE	571 L	83
ACT FIVE - futons	110 COOPER STREET	571 L	75
RECYCLED STEREO PLUS	811 FRONT STREET	573 L	230
ECLECTIX - used goods, antiques	803 PACIFIC AVENUE	593 L	236
PAC. GARDEN MALL ANTIQUE COLLECTIVE	1526 PACIFIC AVENUE	593 L	228
UNION GROVE MUSIC	1013 PACIFIC AVENUE	594 L	233
FOUR WINDS MUSIC	320 CEDAR STREET	594 L	229
WESTERN UNION - cards	920 PACIFIC AVENUE	594 L	91
SKI SHOP	124 RIVER STREET	595 L	329
OUTDOOR WORLD	136 RIVER STREET	595 L	295
LENZ FRAME SHOP	142 RIVER STREET	599 L	654
CANTORWHEAT GALLERY - art	107 WALNUT AVENUE	599 L	263
ARTISANS	1364 PACIFIC AVENUE	599 L	216
PACIFIC TRADING CO.	1514 PACIFIC AVENUE	599 L	160
SHEN'S GALLERY - art	111 COOPER STREET	599 L	158
ROCK STARS - rocks	1007 CEDAR STREET	599 L	129
ROBERTS TRAVEL ACCESSORIES	1349 PACIFIC AVENUE	599 L	122
I NATURAL COSMETICS	108 WALNUT AVENUE	599 L	118
GRAPHFIX - art	1517 PACIFIC AVENUE	599 L	101
PIPE-LINE -drug para.	1121 PACIFIC AVENUE	599 L	88
DONNA'S FEATHERS, FINS + FUR - pets	1536 PACIFIC AVENUE	599 L	80
BEAD IT	805 PACIFIC AVENUE	599 L	29
WEBBER'S CAMERA	1396 PACIFIC AVENUE	599 L	326
CAMERA WORLD	710 FRONT STREET	599 L	43
ATLANTIS FANTASY WORLD	707 PACIFIC AVENUE	599 L	279
PACIFIC GARDEN IMPORTS	1110 PACIFIC AVENUE	599 L	138
FOLK ARTS	1110 PACIFIC AVENUE	599 L	138
TOOLS FOR FOOLS	516 CEDAR STREET	599 L	128
GIFTS AND ART GALLERY	110 WALNUT AVENUE	599 L	118
GATEWAYS - new age books + gifts	825 PACIFIC AVENUE	599 L	106
GREENPEACE - gifts	1012 PACIFIC AVENUE	599 L	91
CRYSTAL KALEIDOSCOPE	110 COOPER STREET	599 L	35
SUN SHADE OPTIQUE	1382 PACIFIC AVENUE	599 L	154
FORTIER'S OPTICIANS	1330 PACIFIC AVENUE	599 L	142
PACIFIC GOLD+ SILVER EXCHANGE	719 PACIFIC AVENUE	613 L	60
PIP PRINTING	809 PACIFIC AVENUE	633 L	254

SENTINEL PRINTERS	912	CEDAR STREET	633	L	174
BUGFORMANCE - VW parts + service	222	FRONT STREET	641	L	1012
HENNING'S FOREIGN AUTO REPAIR	116	RIVER STREET	641	L	645
LEN ROACH - mercedes repair	512	PACIFIC AVENUE	641	L	99
EXECUTIVE DETAIL SHOP	512	PACIFIC AVENUE	641	L	99
SHAYER SHOP - sharpening	115	WALNUT AVENUE	699	L	90
START - health club	113	LINCOLN ST	742	L	339

NUMBER OF L	50
TOTAL M2 OF L	9695
AVE M2 OF L	194
% OF L (AREA)	12.3
SD FOR L	174

TABLE 17 : MASS APPEAL STORES IN SANTA CRUZ IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
RIORDAN-WINETT TRAVEL AGCY	1376 PACIFIC AVENUE	492	M	154
FARRAR-HALBACH BUIK - used car sales	702 PACIFIC AVENUE	512	M	284
CIMARELLI'S PLUMBING CO.	209 LAUREL STREET	522	M	63
QUALITY PAINT STORE	939 PACIFIC AVENUE	523	M	659
SANTA CRUZ HARDWARE	1523 PACIFIC AVENUE	525	M	580
BYREN BROS HARDWARE	1531 PACIFIC AVENUE	525	M	314
JOHNSON'S HARDWARE	1214 PACIFIC AVENUE	525	M	168
LEASK'S DEPT STORE	1405 PACIFIC AVENUE	531	M	2235
JC PENNY	1101 PACIFIC AVENUE	531	M	1736
NATIONAL DOLLAR STORES - dept store	1111 PACIFIC AVENUE	531	M	726
WOOLWORTHS	1213 PACIFIC AVENUE	531	M	706
SEARS	1112 PACIFIC AVENUE	531	M	230
MONTGOMERY WARD	1510 PACIFIC AVENUE	531	M	92
VAN'S SUPER MARKET ***	611 FRONT STREET	541	M	1411
PURE FOOD CENTER - grocery	1547 PACIFIC AVENUE	541	M	855
MACFARLANE'S CANDIES	1363 PACIFIC AVENUE	544	M	172
BUBBLE BAKERY	1541 PACIFIC AVENUE	546	M	358
SPECIALTY FOOD SHOP - bakery	419 CEDAR STREET	546	M	249
PLAZA BAKERY	1540 PACIFIC AVENUE	546	M	43
FARRAR-HALBACH BUICK/CONTINENTAL	201 FRONT STREET	551	M	2896
CENTRAL ONE STOP AUTO DEALER ***	714 FRONT STREET	551	M	600
MAYCRINK PONTIAC-CADILLAC DEALERS	429 FRONT STREET	551	M	582
ALDERSON AUTO DEALERS	521 FRONT STREET	551	M	503
HOLLAND AUTO DEALERS	325 FRONT STREET	551	M	435
PROLO CHEVROLET CO, - auto dealers	920 PACIFIC AVENUE	551	M	91
SWEET SERV CO. - auto parts	504 FRONT STREET	552	M	648
TIRE SERV CENTER ***	525 FRONT STREET	552	M	374
BIBBINS TIRE SERV ***	2015 PACIFIC AVENUE	552	M	374
KELLEY'S SERV INC - auto parts	516 FRONT STREET	552	M	296
MACHINE SHOP SERV/AUTO PARTS	703 FRONT STREET	552	M	265
ABRAMS MORRIS STORE - men's clothes	1129 PACIFIC AVENUE	561	M	925
HUB,THE - men's clothes	1118 PACIFIC AVENUE	561	M	230
HARRIS BROS - men's clothes	1212 PACIFIC AVENUE	561	M	205
LEIBBRAHDT + PUGET - men's clothes	1216 PACIFIC AVENUE	561	M	112
RALSTON'S APPAREL - women's clothes	1329 PACIFIC AVENUE	562	M	248
MCCALL'S MAPLE SHOP	803 PACIFIC AVENUE	562	M	236
JAY VEE SHOP - women's clothes	1308 PACIFIC AVENUE	562	M	233
MODE O'DAY - clothes	1379 PACIFIC AVENUE	562	M	150
SWINK DORA DRESS SHOP	1367 PACIFIC AVENUE	562	M	132
TREND O' FASHION - women's clothes	1315 PACIFIC AVENUE	562	M	129
LAZETTE FEMININE APPAREL	1345 PACIFIC AVENUE	562	M	122
RITTENHOUSE LADIES APPAREL	1373 PACIFIC AVENUE	562	M	113

WOMAN'S SHOP	1535	PACIFIC AVENUE	562	M	100
CASUAL AIRE - women's clothes	1121	PACIFIC AVENUE	562	M	88
ADVENTURE IN TOYS	1113	PACIFIC AVENUE	564	M	242
MOHONDRO + SPECIALTY SHOP - child.'s	1360	PACIFIC AVENUE	564	M	216
SANTA CRUZ SPORTSWEAR CO	440	FRONT STREET	565	M	758
SCHIPPER-DILLON - clothes	1224	PACIFIC AVENUE	565	M	434
VETERANS SALVAGE SHOP - used clothes	809	PACIFIC AVENUE	565	M	254
LAD-N-LASSIE SHOP	1306	PACIFIC AVENUE	565	M	209
SANTA CRUZ DISCOUNT HOUSE	709	PACIFIC AVENUE	565	M	205
REEVE'S SHOES	1209	PACIFIC AVENUE	566	M	285
GALLEN KAMP'S SHOES	1201	PACIFIC AVENUE	566	M	242
KARL'S SHOE STORE	1125	PACIFIC AVENUE	566	M	187
SUTTON'S OF SANTA CRUZ - shoes	1349	PACIFIC AVENUE	566	M	122
NEW MODEL SHOE SHOP	1537	PACIFIC AVENUE	566	M	70
HABER'S - furniture	812	PACIFIC AVENUE	571	M	992
GENERAL FURN CO.	1001	PACIFIC AVENUE	571	M	800
MCCALLS FURN CO.	1010	PACIFIC AVENUE	571	M	146
HOME DECORATIVE SHOP	121	WALNUT AVENUE	571	M	143
MERCANTILE ACCEPTANCE CO.	701	FRONT STREET	572	M	622
SINGER SEWING CENTER	1325	PACIFIC AVENUE	572	M	248
SPARKY'S TV SALES AND SERVICE	1013	PACIFIC AVENUE	573	M	233
ORCHARD'S REST	1335	PACIFIC AVENUE	581	M	573
HILDA'S REST	221	CATHCART ST	581	M	310
CAFE CAMELEON	418	FRONT STREET	581	M	306
MOCK'S DRUGS-REST	1387	PACIFIC AVENUE	581	M	247
DICK'S FINE FOOD - rest	1116	PACIFIC AVENUE	581	M	230
COAST CREAMERY REST	806	PACIFIC AVENUE	581	M	201
ANVENUE GRILL REST ***	698	PACIFIC AVENUE	581	M	194
TAMPICO - rest	822	PACIFIC AVENUE	581	M	149
NEW CHINA CAFE - REST	1007	PACIFIC AVENUE	581	M	146
PALOMAR GRILL	1352	PACIFIC AVENUE	581	M	146
HABER'S THRIFT STORE FURNITURE	428	FRONT STREET	593	M	1689
FIELDS GENL MDSE USED	813	PACIFIC AVENUE	593	M	165
DON'S PLAZA STATIONERY STORE	1551	PACIFIC AVENUE	594	M	620
PALACE STATIONERS	1364	PACIFIC AVENUE	594	M	216
BOWMAN-FORGEY STATIONARY	1319	PACIFIC AVENUE	594	M	123
UNIVERSE RECORDS + TAPES	1214A	PACIFIC AVENUE	594	M	84
PAC BOOK SHOPPE	717	PACIFIC AVENUE	594	M	60
JOHNNY'S BIKE AND SPORT SHOP	1017	PACIFIC AVENUE	595	M	304
SPORTSMAN'S SHOP	1532	PACIFIC AVENUE	595	M	242
STEEN'S CREDIT JWLRS	1411	PACIFIC AVENUE	597	M	468
PLAZA JWLRY RET	1208	PACIFIC AVENUE	597	M	207
SHOCKLEY'S JWLRS	1205	PACIFIC AVENUE	597	M	177
PENNELL'S JEWELERS	1359	PACIFIC AVENUE	597	M	172
FRABONI JWLRS	927	PACIFIC AVENUE	597	M	161
ZELL CREDIT JEWELERS	1519	PACIFIC AVENUE	597	M	101
ALEXANDER'S JWLRS	1533	PACIFIC AVENUE	597	M	100
FERRARI THE FLORIST	1222	PACIFIC AVENUE	599	M	150
PALOMAR HOUSE OF FLOWERS ***	1332	PALOMAR ARC	599	M	118

FARMERS AND MERCHANTS NATIONAL BANK	1515	PACIFIC AVENUE	611	M	466
SANTA CRUZ SAVINGS AND LOAN	1407	PACIFIC AVENUE	611	M	400
BANK OF AMERICA	1134	PACIFIC AVENUE	611	M	325
COUNTY BANK OF SANTA CRUZ	1502	PACIFIC AVENUE	611	M	304
COUNTY FIRST NATIONAL BANK	107	COOPER STREET	611	M	179
DARROW REALTY	817	PACIFIC AVENUE	615	M	279
HALL REAL ESTATE	1545	PACIFIC AVENUE	615	M	165
BLAKE REALTOR	110	WALNUT AVENUE	615	M	118
BLAKE, C H REALTOR	110	WALNUT AVENUE	615	M	118
KOON REAL ESTATE	1348	PACIFIC AVENUE	615	M	106
RHODES AND VELLUTINE REAL ESTATE ***	128	LINCOLN STREET	615	M	92
PATTERSON REAL ESTATE	123	WALNUT AVENUE	615	M	71
FRUNJES + FALLIS REAL ESTATE	1210	PACIFIC AVENUE	615	M	69
RYSDAM REAL ESTATE	1120	PACIFIC AVENUE	615	M	56
KUXELL REAL ESTATE	107	CHURCH STREET	615	M	45
HARTMAN'S REAL ESTATE	805	PACIFIC AVENUE	615	M	29
BEACH HILL REAL ESTATE + HARTMAN'S RE	805	PACIFIC AVENUE	615	M	29
MISSION REALTY	515	CEDAR STREET	615	M	20
HOUSTON WALTER REALTY	420	FRONT STREET	615	M	17
LOTT'S AUTO UPHOL	820	PACIFIC AVENUE	641	M	512
PROLO CHEVROLET BODY SHOP - repairs	412	FRONT STREET	641	M	161
HOLIDAY MUFFLER SERV AUTO REPAIR	314	FRONT STREET	641	M	23
DEL MAR THEATRE	1124	PACIFIC AVENUE	721	M	784
SC BOWLING	1011	PACIFIC AVENUE	741	M	583
NUMBER OF M	115				
TOTAL M2 OF M	40140				
AVE M2 OF M	349				
% OF M (AREA)	74.5				
SD FOR M	426				

*** Establishment assigned approximate value for area.

TABLE 18 : MASS APPEAL STORES IN SANTA CRUZ IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
GREYHOUND BUS	423 FRONT STREET	421	M	344
RIODAN-WINNETT TRAVEL	1338 PACIFIC AVENUE	492	M	106
SANTA CRUZ TRAVEL	1519 PACIFIC AVENUE	492	M	101
CACACE + VICTORINO - plumbing + heating	413 FRONT STREET	522	M	382
CIMARELLI'S PLUMBING CO.	209 LAUREL STREET	522	M	63
KELLY-MOORE PAINTS	941 PACIFIC AVENUE	523	M	659
SANTA CRUZ HARDWARE	1523 PACIFIC AVENUE	525	M	580
FORD'S - clothes	1101 PACIFIC AVENUE	531	M	1736
WOOLWORTHS	1213 PACIFIC AVENUE	531	M	706
JC PENNY	231 CATHCART ST	531	M	445
ALBERTSONS - supermarket	700 FRONT STREET	541	M	1786
CARMEL CANDY COLLECTIONS	110 COOPER STREET	544	M	35
OLD WORLD BAKERY	609 PACIFIC AVENUE	546	M	225
BAGELRY	320 CEDAR STREET	546	M	162
CINNAMON SHOP - bakery	1014 PACIFIC AVENUE	546	M	142
KELLY'S FRENCH PASTRY	1547 PACIFIC AVENUE	546	M	61
PLAZA BAKERY	1540 PACIFIC AVENUE	546	M	43
OCEAN CHEVROLET	555 PACIFIC AVENUE	551	M	3154
TOYOTA	201 FRONT STREET	551	M	2896
ACURA - car dealer	130 CENTER STREET	551	M	822
ALTERNATIVE AUTO	513 PACIFIC AVENUE	551	M	252
TIRE SERVICE CENTER	131 FRONT STREET	552	M	692
KRAGEN AUTO SUPPLY	703 FRONT STREET	552	M	265
LOTT'S AUTO STERIO + UPHOLST.	600 PACIFIC AVENUE	552	M	240
ANDY'S AUTO - parts	901 PACIFIC AVENUE	552	M	214
WHEELS WEST - tires	703 PACIFIC AVENUE	552	M	212
PHILLIP NORMAN - men's clothes	1308 PACIFIC AVENUE	561	M	233
PRETTY MAMA - clothes	1100 PACIFIC AVENUE	562	M	569
CJ MARTIN'S - women's clothes	1329 PACIFIC AVENUE	562	M	248
SAFFRON - women's clothes	813 PACIFIC AVENUE	562	M	165
SAFFRON - women's clothes2	1350 PACIFIC AVENUE	562	M	137
REVELATION - women's clothes	1345 PACIFIC AVENUE	562	M	122
ANGELICA'S - clothes	1373 PACIFIC AVENUE	562	M	113
AMBIANCE - women's clothes	1220 PACIFIC AVENUE	562	M	112
AMPLE ANNIE - clothes	717 PACIFIC AVENUE	562	M	60
TRADER TOTS	2030 PACIFIC AVENUE	564	M	359
ANIMAL CRACKERS - children's shoes	1325 PACIFIC AVENUE	564	M	248
COTTON TAILES - children's clothes	810 PACIFIC AVENUE	564	M	159
GOTTSCHALDS - clothes	1405 PACIFIC AVENUE	565	M	2235
GAP, THE - clothes	1312 PACIFIC AVENUE	565	M	642
LOTUS + CO. - clothes	1541 PACIFIC AVENUE	565	M	358
CHANGES - clothes, shoes	1301 PACIFIC AVENUE	565	M	313
FACTORY OUTLET - clothes	125 WALNUT AVENUE	565	M	257
CHI - PANTS	1521 PACIFIC AVENUE	565	M	250

EXPRESS - clothes	1387	PACIFIC AVENUE	565	M	247
SHANDRYDAN -clothes,variety	107	COOPER STREET	565	M	179
TRIAD - clothes	1115	PACIFIC AVENUE	565	M	174
BODY OPTIONS - clothes	1379	PACIFIC AVENUE	565	M	150
CHI PANTS	121	WALNUT AVENUE	565	M	143
PANTS PLUS - clothes	1367	PACIFIC AVENUE	565	M	132
PACIFIC PACK + PANTS	1216	PACIFIC AVENUE	565	M	112
TROJENZ LTD. - clothes	1516	PACIFIC AVENUE	565	M	112
COGNITO - clothes	821	PACIFIC AVENUE	565	M	106
TENGGARA - clothes	1533	PACIFIC AVENUE	565	M	100
EARTH ANGEL - clothes	1535	PACIFIC AVENUE	565	M	100
WESTERN VISIONS - clothes	1539	PACIFIC AVENUE	565	M	95
CAT 'N' CANERY - clothes	1510	PACIFIC AVENUE	565	M	92
E POINT - clothes	1547	PACIFIC AVENUE	565	M	77
MAX DAKOTA - clothes	1210	PACIFIC AVENUE	565	M	69
CLOTHES HORSE - used clothes	507	CEDAR STREET	565	M	52
JACKSON'S SHOES AND THINGS	1306	PACIFIC AVENUE	566	M	209
PAYLESS SHOE SOURCE	1218	PACIFIC AVENUE	566	M	205
ATHLETIC X-PRESS SHOE FACTORY	1125	PACIFIC AVENUE	566	M	187
BUNNY'S SHOES	1512	PACIFIC AVENUE	566	M	169
KEN'S SHOES	1537	PACIFIC AVENUE	566	M	70
HAT CO., THE	1120	PACIFIC AVENUE	569	M	56
SOCKS SHOP SANTA CRUZ	1521	PACIFIC AVENUE	569	M	35
MCMAHAN'S FURNITURE	333	FRONT STREET	571	M	1105
HABERS APPLIANCE SERV. CENTER - furn.	428	FRONT STREET	571	M	1019
HABER'S - furniture	812	PACIFIC AVENUE	571	M	992
SPODICKS GENERAL FURNITURE CO.	1001	PACIFIC AVENUE	571	M	800
RUNDYAN'S - furniture	440	FRONT STREET	571	M	758
INSIDE - furniture	428	FRONT STREET	571	M	534
ID BUILDING - furniture	1515	PACIFIC AVENUE	571	M	466
APPLIANCE SERVICE CENTER	428	FRONT STREET	572	M	136
SINGER	113	WALNUT AVENUE	572	M	132
SOUNDWAVES - stereo	518	FRONT STREET	573	M	289
CATALYST - rest	1011	PACIFIC AVENUE	581	M	1166
ACAPULCO MEXICAN REST.	1118	PACIFIC AVENUE	581	M	692
HEINZ BIERGARTEN CAFE	1335	PACIFIC AVENUE	581	M	573
PIZZA CO.	429	FRONT STREET	581	M	484
CREPE PLACE	2037	PACIFIC AVENUE	581	M	453
BENTEN - japanese rest	1541	PACIFIC AVENUE	581	M	358
REBECCA'S MIGHTY MUFFINS - coffee	514	FRONT STREET	581	M	327
CHINA SZECHWAN RESTURANT	221	CATHCART ST	581	M	310
CAFE CAMELEON	418	FRONT STREET	581	M	306
EMI - KOREAN CUISINE	1003	CEDAR STREET	581	M	293
GATSBY'S - rest	821	FRONT STREET	581	M	287
ZACHARY'S - rest	817	PACIFIC AVENUE	581	M	279
GARAGE GRILL	2017	PACIFIC AVENUE	581	M	258
YESTERDAYS - deli	1415	PACIFIC AVENUE	581	M	254
POTATO WORKS - rest	1360	PACIFIC AVENUE	581	M	216
SCHLOTZSKY'S - rest	115	COOPER STREET	581	M	201
BUBBLE CAFE	1530	PACIFIC AVENUE	581	M	190

PERGOLES CAFFE	418	CEDAR STREET	581	M	187
CANTON HOUSE - rest	617	PACIFIC AVENUE	581	M	181
LILY'S MARLENE - coffee	1363	PACIFIC AVENUE	581	M	172
BROKEN EGG - rest	605	FRONT STREET	581	M	158
TAMPICO MEXICAN REST.	822	PACIFIC AVENUE	581	M	149
EL PALOMAR - rest	1344	PACIFIC AVENUE	581	M	146
COFFEE ROASTING CO	1549	PACIFIC AVENUE	581	M	145
BLUE MOON CAFE	1110	PACIFIC AVENUE	581	M	138
ZOOCALI'S DELI	1534	PACIFIC AVENUE	581	M	137
TOGOS - rest	1213	PACIFIC AVENUE	581	M	129
TACO BELL - rest	802	PACIFIC AVENUE	581	M	121
HOANG AHN - rest	2019	PACIFIC AVENUE	581	M	121
SWAN - rest	1538	PACIFIC AVENUE	581	M	119
FOSTERS FREEZE - rest	229	CEDAR STREET	581	M	118
OLD THEATER CAFE	106	WALNUT AVENUE	581	M	118
DONATELLO'S - ice cream	713	PACIFIC AVENUE	581	M	113
MARIANNE'S - ice cream, cafe	107	SOQUEL AVENUE	581	M	109
MONTEREY BAKING CO. + DELI	920	PACIFIC AVENUE	581	M	100
PONTIAC GRILL	429	FRONT STREET	581	M	98
UPPER CRUST - rest	1012	PACIFIC AVENUE	581	M	91
MANOFF'S RANCHO BURGER	142	WATER STREET	581	M	91
ERIK'S DELI - CAFE	712	FRONT STREET	581	M	89
CAFE BERE	1101	CEDAR STREET	581	M	83
CAFE ZIHNO	1547	PACIFIC AVENUE	581	M	81
LITTLE SHANGHAI - rest	1547	PACIFIC AVENUE	581	M	77
JACK'S - rest	202	CEDAR STREET	581	M	75
SANTA CRUZ PASTIES - cafe	4	PALOMAR ARC.	581	M	62
PIZZA MY HEART	111	SOQUEL AVENUE	581	M	60
ASTI CAFE	715	LAUREL STREET	581	M	50
SPEAKEASY ESPRESSO	5	PALOMAR ARC.	581	M	45
BENTO BAKI - rest	110	COOPER STREET	581	M	35
LONGS - drug, variety store	600	FRONT STREET	591	M	1951
RADER'S - pawn shop	1209	PACIFIC AVENUE	593	M	285
THRIFT CENTER	504	FRONT STREET	593	M	648
SALVATION ARMY THRIFT SHOP	322	FRONT STREET	593	M	127
DAISY - used clothes	817	FRONT STREET	593	M	52
PLAZA BOOKS/PAPER VISION	1111	PACIFIC AVENUE	594	M	726
BOOKSHOP SANTA CRUZ	1547	PACIFIC AVENUE	594	M	640
POOR RICHARD'S ALMANAC	521	FRONT STREET	594	M	503
RAINBOW RECORDS	1411	PACIFIC AVENUE	594	M	468
PALACE ART+ OFFICE SUPPLY	1224	PACIFIC AVENUE	594	M	434
LOGOS - bookstore	1117	PACIFIC AVENUE	594	M	304
DISCOUNT RECORDS + TAPES	1207	PACIFIC AVENUE	594	M	259
CHIMNEY SWEEP BOOKS	419	CEDAR STREET	594	M	249
GERGENS - HALMARK SHOP	1201	PACIFIC AVENUE	594	M	242
CYMBALINE - records	435	FRONT STREET	594	M	211
BOWMAN-FORGEY STATIONARY	1319	PACIFIC AVENUE	594	M	123
CONQUERING LION - records,etc	705	PACIFIC AVENUE	594	M	100
UNIVERSE RECORDS + TAPES	1215	PACIFIC AVENUE	594	M	84
JOHNNY'S SPORT SHOP	1017	PACIFIC AVENUE	595	M	304

SPORTSMAN	1532	PACIFIC AVENUE	595	M	242
SPOKEMAN - bicycles	501	CEDAR STREET	595	M	232
PACIFIC AVENUE CYCLES	709	PACIFIC AVENUE	595	M	205
DELL WILLIAMS - jewelry, china	1320	PACIFIC AVENUE	597	M	388
SPARKLE - jewelry and gifts	1205	PACIFIC AVENUE	597	M	177
SHOCKLEY'S JEWELRY	1359	PACIFIC AVENUE	597	M	172
ALEXANDERS JEWELRY	2046	PACIFIC AVENUE	597	M	139
STEPHAN'S FINE JEWELRY	102	WALNUT AVENUE	597	M	106
GENSLER-LEE - diamonds	1123	PACIFIC AVENUE	597	M	88
SANTA CRUZ JEWELERS	1122	PACIFIC AVENUE	597	M	56
VAULT, THE - jewelry	1341	PACIFIC AVENUE	597	M	53
LILY WONG'S - variety	1129	PACIFIC AVENUE	599	M	925
GROFF'S LUGGAGE	1384	PACIFIC AVENUE	599	M	154
NELSON'S FLOWERS	235	CATHCART ST	599	M	285
FERRARI FLORIST	1222	PACIFIC AVENUE	599	M	150
NELSON FLORIST	235	CEDAR STREET	599	M	128
BAY PHOTO TOUCH	117	WALNUT AVENUE	599	M	178
AUTOLAB - photo	119	WALNUT AVENUE	599	M	125
INSIDE-OUTSIDE SHOP	910	CEDAR STREET	599	M	90
MONTEREY SAVINGS	530	FRONT STREET	611	M	1083
WELLS FARGO BANK	74	RIVER STREET	611	M	862
BANK OF THE WEST	2020	PACIFIC AVENUE	611	M	665
COAST COMMERCIAL BANK	701	FRONT STREET	611	M	622
WORLD SAVINGS	1551	PACIFIC AVENUE	611	M	620
BANK OF AMERICA	1128	PACIFIC AVENUE	611	M	458
SECURITY PACIFIC BANK	104	RIVER STREET	611	M	344
PACIFIC WESTERN BANK	1502	PACIFIC AVENUE	611	M	304
PACIFIC WESTERN BANK2	25	RIVER STREET	611	M	253
SANTA CRUZ COMMUNITY CREDIT UNION	512	FRONT STREET	611	M	228
CALIFORNIA SAVINGS	1208	PACIFIC AVENUE	611	M	207
ROUNTREE REALTY	320	CEDAR STREET	615	M	75
LISSNER PROPERTIES	320	CEDAR STREET	615	M	75
UNIQUE HOMES + LAND	107	CHURCH STREET	615	M	45
RENT A DENT	512	PACIFIC AVENUE	639	M	175
OCEAN BODY SHOP	555	PACIFIC AVENUE	641	M	825
PUTNEY + PERRY AUTO PARTS + SERV	325	FRONT STREET	641	M	435
HOLLIDAY MUFFLER SERVICE	309	FRONT STREET	641	M	237
GOLD CAMEL - tv repair shop	1529	PACIFIC AVENUE	649	M	105
DEL MAR THEATRE	1124	PACIFIC AVENUE	721	M	784
MOVIE, THE	324	FRONT STREET	721	M	157
NUMBER OF M	184				
TOTAL M2 OF M	62212				
AVE M2 OF M	338				
% OF M (AREA)	79.0				
SD FOR M	443				

Automobile traffic has been limited on the "main street", and lush greenery has been planted in an attempt to encourage pedestrian strolling. The growth of retail space on the "main street" was only a modest 8.4%, while the total CBD retail area grew by 46.2%. The percent of the total area that is on the "main street" decreased over sixteen percent, from 62.2% to 46.1%. Over 80% of the "main street" retail area is now used by mass appeal stores. As expected, the "main street" has a slightly smaller percentage of limited appeal space. The percentage of convenience space on the "main street" is approximately the same for the "main street" as it is for the whole CBD: about 5%.

WATSONVILLE

1960 - 1988

Watsonville is located in Santa Cruz county, south of the city of Santa Cruz. The Central Business District in Watsonville consists of about six blocks along Main Street, from Riverside Drive to Ford Street. It extends to the east and to the west from one to two blocks perpendicular to Main Street. (see map 13)

The population in Watsonville was 13,290 in 1960, larger than either Hollister or Los Gatos, but smaller than Santa Cruz. Although the population of Watsonville was slightly more than twice the population of Hollister, the total retail space in the downtown was only about 45% larger. One quarter of the retail stores in Watsonville in 1960, were located outside of the CBD. (see table 2) From 1960 to 1988 the population of Watsonville more than doubled to 28,550 people. However, the downtown retail space decreased, indicating a retail growth outside of the downtown area. The average size store increased by 17 m². The size of the average store on the "main street" also increased due to an influx of a few very large mass appeal stores.

Convenience Space (see tables 19-22)

More than 15% of the total retail space was taken up by convenience stores. Convenience stores frequently occupied corner locations. About 50% of the possible corner locations throughout the downtown were taken up by convenience stores which accounted for only 15% of the total space. The convenience stores were distributed

TABLE 19: STATISTICS FOR WATSONVILLE'S CBD

STATISTICS OF WATSONVILLE 1960

NUMBER OF C	62	NUMBER OF L	15	NUMBER OF M	112	NUMBER OF V	14
TOTAL M2 OF C	8579	TOTAL M2 OF L	2105	TOTAL M2 OF M	35925	TOTAL M2 OF V	9110
AVE M2 OF C	138	AVE M2 OF L	140	AVE M2 OF M	321		
% OF C (AREA)	15.4	% OF L (AREA)	3.8	% OF M (AREA)	64.5	% OF V (AREA)	16.3
SD FOR C	85	SD FOR L	78	SD FOR M	304		
TOTAL NUMBER	203			% OF C (AREA)	15.4		
TOTAL M2	55719			% OF L (AREA)	3.8		
AVE M2 OF ALL	249			% OF M (AREA)	64.1		
% OF ALL	100			% OF V (AREA)	16.3		
SD FOR ALL	253			%L/%C	0.25		

STATISTICS FOR WATSONVILLE 1988

NUMBER OF C	39	NUMBER OF L	29	NUMBER OF M	113	NUMBER OF V	15
TOTAL M2 OF C	4865	TOTAL M2 OF L	4454	TOTAL M2 OF M	39261	TOTAL M2 OF V	3538
AVE M2 OF C	125	AVE M2 OF L	154	AVE M2 OF M	347		
% OF C (AREA)	9.3	% OF L (AREA)	8.5	% OF M (AREA)	75.3	% OF V (AREA)	6.8
SD FOR C	84	SD FOR L	110	SD FOR M	409		
TOTAL NUMBER	198			% OF C (AREA)	9.3		
TOTAL M2	52118			% OF L (AREA)	8.5		
AVE M2 OF ALL	266			% OF M (AREA)	75.3		
% OF ALL	100			% OF V (AREA)	6.8		
SD FOR ALL	335			%L/%C	0.91		

CHANGE IN STATISTICS FOR WATSONVILLE'S CBD

CH IN # C	-23	CH IN # L	14	CH IN # M	1	CH IN # V	1
CH M2 OF C	-3714	CH M2 OF L	2349	CH M2 OF M	3336	CH M2 OF V	-5572
CH AVE M2 OF C	-13	CH AVE M2 OF L	14	CH AVE M2 OF M	26		
CH % OF C AREA	-6.1	CH % OF L AREA	4.7	CH % OF M AREA	10.8	CH % OF V AREA	-9.5
CH TOTAL NBR	-5			% CH IN % OF C	-39.6		
CH TOTAL M2	-3601			% CH IN % OF L	123.7		
CH AVE M2 ALL	17			% CH IN % OF M	16.7		
				% CH IN % OF V	-58.4		
% CH IN TOT M2	-6.5			CH IN %L/%C	0.67		

TABLE 20: STATISTICS FOR WATSONVILLE'S MAIN STREET

STATISTICS FOR WATSONVILLE'S MAIN STREET 1960

NUMBER OF C	43	NUMBER OF L	10	NUMBER OF M	83	NUMBER OF V	11
TOTAL M2 OF C	6112	TOTAL M2 OF L	1331	TOTAL M2 OF M	28304	TOTAL M2 OF V	3038
AVE M2 OF C	142	AVE M2 OF L	133	AVE M2 OF M	341		
% OF C (AREA)	15.8	% OF L (AREA)	3.4	% OF M (AREA)	73.0	% OF V (AREA)	7.8
SD FOR C	90	SD FOR L	79	SD FOR M	323		
TOTAL NUMBER	152			% OF C (AREA)	15.8		
TOTAL M2	38785			% OF L (AREA)	3.4		
AVE M2 OF ALL	262			% OF M (AREA)	73.0		
% OF ALL	100			% OF V (AREA)	7.8		
SD FOR ALL	269			%L/%C	0.22		
% AREA ON MAIN 69.6							

STATISTICS FOR WATSONVILLE'S MAIN STREET 1988

NUMBER OF C	18	NUMBER OF L	18	NUMBER OF M	71	NUMBER OF V	11
TOTAL M2 OF C	2300	TOTAL M2 OF L	2739	TOTAL M2 OF M	25999	TOTAL M2 OF V	1906
AVE M2 OF C	128	AVE M2 OF L	152	AVE M2 OF M	366		
% OF C (AREA)	7.0	% OF L (AREA)	8.3	% OF M (AREA)	78.9	% OF V (AREA)	5.8
SD FOR C	91	SD FOR L	90	SD FOR M	474		
TOTAL NUMBER	118			% OF C (AREA)	7.0		
TOTAL M2	32944			% OF L (AREA)	8.3		
AVE M2 OF ALL	279			% OF M (AREA)	78.9		
% OF ALL	100			% OF V (AREA)	5.8		
SD FOR ALL	388			%L/%C	1.19		
% AREA ON MAIN 63.2							

CHANGE IN WATSONVILLE'S MAIN STREET 1960-1988

CH IN # C	-25	CH IN # L	8	CH IN # M	-12	CH IN # V	0
CH M2 OF C	-3812	CH M2 OF L	1408	CH M2 OF M	-2305	CH M2 OF V	-1132
CH AVE M2 OF C	-14	CH AVE M2 OF L	19	CH AVE M2 OF M	25		
CH % OF C AREA	-8.8	CH % OF L AREA	11.7	CH % OF M AREA	5.9	CH % OF V AREA	-2.0
CH TOTAL NBR	-34			% CH IN % OF C	-55.7		
CH TOTAL M2	-5841			% CH IN % OF L	344.1		
CH AVE M2 ALL	17			% CH IN % OF M	8.1		
				% CH IN % OF V	-25.6		
% CH IN TOT M2 -15.1				CH IN %L/%C	0.97		

TABLE 21 : CONVENIENCE STORES IN WATSONVILLE IN 1960 BY STANDARD LAND USE CODE

Name of Establishment		Street Address	Standard Land Use Code	Type	Area M ²
FARMER'S MARKET - grocery		321 RODRIGUEZ ST	541	C	296
DAYLITE MKT GRO	***	235 MAIN STREET	541	C	232
EAKER BROS FOOD MART		30.5 E. 5TH STREET	541	C	124
BIG FIVE SERVICE STATION - gas	***	102 E. LAKE AVE	553	C	76
BERGMAN MOBIL - gas	***	134 E. LAKE AVE	553	C	76
FRANK'S CHEVRON - gas	***	222 MAIN STREET	553	C	76
GENE'S UNION SERV.	***	369 MAIN STREET	553	C	76
BOKARIZA SHELL - gas	***	601 MAIN STREET	553	C	76
COX CHEVRON - gas		189 MAIN STREET	553	C	35
B+H FLYING A - gas station		570 MAIN STREET	553	C	15
MCKIBBEN'S MOBILE SERV		655 MAIN STREET	553	C	15
TAYLOR'S HOT DOG STAND		22 MAPLE AVE	581	C	18
CORRAL THE - bar		436 MAIN STREET	582	C	471
TOWNE CLUB - bar		538 MAIN STREET	582	C	339
BUSY BEE TAVERN		259 MAIN STREET	582	C	238
CAESAR'S TAVERN - bar		184 MAIN STREET	582	C	201
EL PALOMAR CLUB - bar	***	190 MAIN STREET	582	C	170
EL PALOMAR POOL HALL	***	192 MAIN STREET	582	C	170
UNIVERSAL BAR	***	205 MAIN STREET	582	C	170
CENTREAL CLUB TAVERN	***	240 MAIN STREET	582	C	170
MY PLACE - bar	***	250 MAIN STREET	582	C	170
PALACE BAR AND GRILL - bar	***	269 MAIN STREET	582	C	170
PALACE CLUB ROOM	***	269 MAIN STREET	582	C	170
REX CLUB TAVERN	***	277 MAIN STREET	582	C	170
ROYAL CLUB TAVERN	***	420 MAIN STREET	582	C	170
LARRY'S COCKTAIL LOUNGE\REST	***	10 W. LAKE ST	582	C	170
PAJARO ROOM COCKTAIL LOUNGE	***	13 W. LAKE ST	582	C	170
CLUB MIRAMAR - bar		522 MAIN STREET	582	C	130
PAJARO GOLD - bar		17 W. LAKE ST	582	C	121
MARK, THE - bar		24 E. LAKE ST	582	C	96
PROGRESS CLUB TAVERN		506 MAIN STREET	582	C	75
LOG CABIN - bar		534 MAIN STREET	582	C	65
JOHNSON'S DRUGS		500 MAIN STREET	591	C	251
STEIHAUSER + EATON DRUGS		325 MAIN STREET	591	C	230
MAY WAY PHARM	***	139 E. LAKE AVE	591	C	222
HUMBLE DRUG CO	***	247 MAIN STREET	591	C	222
PRESCRIPTION PHARMACY		408 MAIN STREET	591	C	102
CORNER DRUG STORE		359 MAIN STREET	591	C	85
PAJARO VALLEY FAMILY LIQUOR	***	16 W. LAKE ST	592	C	289
GREEN CELLAR LIQUORS		251 MAIN STREET	592	C	215
KOKKA LIQUOR STORE		180 MAIN STREET	592	C	152
WATSONVILLE LIQUOR STORE		11.5 ALEXANDER ST	592	C	92
OLIVERIUS CLEANERS		460 MAIN STREET	621	C	265

WATSONVILLE LNDY + DRY CLNRS ***	212	MAIN STREET	621	C	139
SEQUOIA LNDY + DRY CLEANER ***	18	MAPLE AVE	621	C	139
DO-IT YOURSELF LAUNDRY	123	E. LAKE ST	621	C	123
PARISIAN CLEANERS	11	ALEXANDER ST	621	C	114
PLAZA-PARIS BEAUTY SALON ***	27	ALEXANDER ST	623	C	96
CALIFORNIA BARBER SHOP ***	255.5	MAIN STREET	623	C	96
STAR BARBER SHOP ***	260	MAIN STREET	623	C	96
ROYAL BARBER SHOP ***	422	MAIN STREET	623	C	96
MAIN BARBER SHOP ***	552	MAIN STREET	623	C	96
RESETAR BEAUTY SALON ***	9	W. LAKE ST	623	C	96
ADKINS BARBER SHOP	458.5	MAIN STREET	623	C	95
DORIS BEAUTY SHOP	228	UNION STREET	623	C	85
DELUXE BARBER SHOP	504	MAIN STREET	623	C	75
ODA BARBER SHOP	186	MAIN STREET	623	C	71
BLUE BIRD BARBER SHOP	530	MAIN STREET	623	C	65
KUT N' KURL - beauty	209	E. LAKE ST	623	C	64
RESETAR BARBER SHOP	465	MAIN STREET	623	C	40
HELTON'S SHINE SHOP ***	275.5	MAIN STREET	625	C	71
HERMAN'S CAR WASH ***	535	MAIN STREET	641	C	76
NUMBER OF C	62				
TOTAL M2 OF C	8579				
AVE M2 OF C	138				
% OF C (AREA)	15.4				
SD FOR C	85				

TABLE 22 : CONVENIENCE STORES IN WATSONVILLE IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street	Address	Standard Land Use Code	Type	Area M ²
EL CHARRITO GROCERY	29	ALEXANDER ST	541	C	329
DAILY MEAT MARKET - grocery	329	RODRIGUEZ ST	541	C	153
PAJARO VALLEY FISH MARKET	114	UNION STREET	541	C	67
CHEVRON - gas	189	MAIN STREET	553	C	20
MOBIL - gas	570	MAIN STREET	553	C	15
LA FUENTE - rest	5	MAPLE AVE	581	C	37
HOT DOGS	22	MAPLE AVE	581	C	18
LA FRONTERA CLUB - bar	178	MAIN STREET	582	C	322
PASA TIEMPO CLUB - bar	259	MAIN STREET	582	C	238
EL BOHEMIO CLUB - bar	249	MAIN STREET	582	C	215
CAESAR'S CLUB - bar	184	MAIN STREET	582	C	201
LA POBLANITA - bar	180.5	MAIN STREET	582	C	152
EL TENAMPA II - bar	24	E. LAKE ST	582	C	96
JOHNSON'S DRUGS	500	MAIN STREET	591	C	251
BEACH STREET VIDEO	13	E. BEACH ST	592	C	128
OTI VIDEO RENTAL	313	MAIN STREET	592	C	120
INNER CITY VIDEO	25	W. LAKE ST	592	C	119
5TH STREET LAUNDROMAT	18	E. 5TH STREET	621	C	273
IDEAL DRY CLEANERS	200	UNION STREET	621	C	263
E. LAKE WASH AND DRY - laundry	359	E. LAKE ST	621	C	123
COIN LAUNDRY	107	UNION STREET	621	C	115
TOWNTRY FASHIONS	548	MAIN STREET	623	C	207
ANA'S BEAUTY SALON	28	W. BEACH ST	623	C	175
YUAI BEAUTY SALON	115	E. LAKE ST	623	C	150
UNIQUE HAIR STYLIST SALON	443	MAIN STREET	623	C	109
CHICO + FRIENDS CUTTING HAIR	408	MAIN STREET	623	C	102
VOGUE HAIR DESIGN	25	E. LAKE ST	623	C	97
DORIS BEAUTY SHOP	228	UNION STREET	623	C	85
LUPES HOUSE OF BEAUTY	3	W. BEACH ST	623	C	84
HAIR'S THE PLACE	23	W. LAKE ST	623	C	72
ODA BARBER SHOP	186	MAIN STREET	623	C	71
MARY'S BEAUTY SALON	629	MAIN STREET	623	C	66
SILVER SHEARS	30	E. 5TH STREET	623	C	65
KUT N' KURL	209	E. LAKE ST	623	C	64
BARBER SHOP	267	MAIN STREET	623	C	63
VI'S BEAUTY SALON	540	MAIN STREET	623	C	61
LEONARDO'S STYLING	521	MAIN STREET	623	C	47
RESETAR BARBER SHOP	465	MAIN STREET	623	C	40
NORM'S SHOE SERVICE	11	W. BEACH ST	625	C	52
NUMBER OF C	39				
TOTAL M2 OF C	4865				
AVE M2 OF C	125				
% OF C (AREA)	9.3				
SD FOR C	84				

through out the downtown. Almost all of the blocks have at least one convenience store. There was a small clustering of convenience stores on the south end of Main Street by Riverside Drive. The small block between Alexander Street and Union Street was also dominated by convenience stores. (see map 13)

By 1988, the retail area in convenience stores decreased to 9.3%, a decrease of more than a third. The drop in convenience space was even greater for the "main street", which decreased to only 7.0%. (see fig 3) Gas stations, bars, liquor stores, and drug stores all decreased in importance. In fact, no liquor stores remain in the downtown today. The percentage of beauty salons and barber shops increased from 11.4% to 32.0%. (see table 22) The area used by corner markets and laundromats changed only slightly. The clustering of convenience stores at the south end of Main Street still exists in 1988, but only one store on Alexander Street is still a convenience type store. (see map 14)

Limited Appeal Space

Limited appeal stores only took up 3.8% of the total floorspace in 1960. The ratio of limited appeal space to convenience space was .25 for the downtown as a whole and .22 for the "main street". The percentage of space limited appeal stores took up per block ranged from 0% to 63%, but the great majority had less than 10%. The blocks with high percentages of limited appeal were off the "main street" or on the very edge of the downtown. (see map 15) Very few of the limited appeal stores in 1960 appealed particularly to the wealthy.

Fig. 3

Percentages of retail land use in the CBD WATSONVILLE

WATSONVILLE 1960

$L/C = 0.25$

WATSONVILLE 1960
THE MAIN ST ONLY

$L/C = 0.22$

WATSONVILLE 1988

$L/C = 0.91$

WATSONVILLE 1988
THE MAIN ST ONLY

$L/C = 1.19$

MAP: 15

LIMITED APPEAL SHOPPING GOODS AND SERVICES

WATSONVILLE, CA
CENTRAL BUSINESS
DISTRICT

1960

LIMITED APPEAL
STORES

SMALL LIMITED
APPEAL STORES

SCALE 1:6000

The two largest limited appeal stores were glass stores. The only stores that even came close to being luxury type stores were one antique shop, a couple of camera stores, and a gift shop. Three of the limited appeal stores are cigar stores, which tend to be on the convenience side of limited appeal. (see table 23)

Space in limited appeal stores more than doubled during this time period. The ratio of limited appeal space to convenience space increased to .91 for the downtown as a whole and to 1.19 for Main Street. The new shopping area in La Manzana, which was built in from 521 Main Street along a walkway, now has several limited appeal stores. (see map 16) One would expect this type of development to attract limited appeal stores because, although they are not really on the main street, they have a main street address. One of the stores here is a Reggae shop which seems too limited for Watsonville today. It has only opened recently and its success is doubtful. Stores with extremely limited appeal are still rare in Watsonville. For instance, there are no antique shops here. (see table 24)

Mass Appeal Space (map 17)

Sixty-four percent of the total retail space consisted of mass appeal stores. (see fig. 3) These stores ranged in size from only 16 square meters to 1814 square meters. The average was 321 m², more than twice the average of the other types. In 1960, there were nine auto dealerships within the CBD. Six of them were even located on the "main street". It is difficult to tell how large they were, because more than half of them have been torn down and replaced.

TABLE 23 : LIMITED APPEAL STORES IN WATSONVILLE IN 1960 BY STANDARD LAND USE CODE

Name of Establishment	Street	Address	Standard Land Use Code	Type	Area M ²
WESTERN UNION TELEG CO.	30	E. 5TH STREET	442	L	65
WATSONVILLE GLASS CO	630	MAIN STREET	523	L	330
COAST GLASS CO	18	E. 5TH STREET	523	L	273
GOLDEN RICHSHA CATERERS	11D	ALEXANDER ST	549	L	109
SCHMAUS LUDWIG - tailor	28	E. LAKE AVE	567	L	120
CACTUS SPORTLAND SHOOTING GAL	261	MAIN STREET	573	L	115
TWO SIXTY FIVE CLUB - card room	265	MAIN STREET	582	L	100
COOT'S ART SMOKE SHOP	267.5	MAIN STREET	592	L	63
GLAD'S THIS'N THAT SHOPPE - antiques	22	E. 5TH STREET	593	L	207
A1 LOCK SHOP	548	MAIN STREET	599	L	207
STEPICK'S CAMERA SHOP	450	MAIN STREET	599	L	130
SANTI'S CAMERA SHOP	445	MAIN STREET	599	L	109
REX CIGAR STORE	***	277.5 MAIN STREET	599	L	84
JACK'S CIGAR STORE	***	424.5 MAIN STREET	599	L	84
IDA'S GIFT SHOP	443	MAIN STREET	599	L	109
NUMBER OF L		15			
TOTAL M2 OF L		2105			
AVE M2 OF L		140			
% OF L (AREA)		3.8			
SD FOR L		78			

*** Establishment assigned approximate value for area

TABLE 24 : LIMITED APPEAL STORES IN WATSONVILLE IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
WESTERN UNION - telegraph	629 MAIN STREET	472	L	66
HEALTHWAY - grocery	117 E. LAKE ST	541	L	153
ORIENTAL STORE	205 E. LAKE ST	541	L	71
MICHAEL'S OF MONTEREY BAY CATERING	17 W. LAKE ST	549	L	121
DAVIS AUTO PARTS - equip, mach shop	245 RODRIGUEZ ST	552	L	518
TUXEDOWORLD	27 W. LAKE ST	561	L	167
GOLDEN BUTTERFLY - boutique	11E ALEXANDER ST	562	L	42
DORI'S BRIDAL WORLD	337 MAIN STREET	563	L	260
TOUCH OF ELEGANCE - bridal	518 MAIN STREET	563	L	153
BRIDAL VEIL	447 MAIN STREET	563	L	109
RELICULAS EN ESPANOL	261 MAIN STREET	594	L	233
JANSEN MUSIC	446 MAIN STREET	594	L	117
CECILIA'S JEWELRY AND GIFTS	521 MAIN STREET	597	L	45
STONEMOUNTAIN QUALITY FABRIC OUTLET	410 RODRIGUEZ ST	599	L	168
WATSONVILLE HEARING AID CENTER	600 MAIN STREET	599	L	70
STEPICK'S CAMERA SHOP	459 MAIN STREET	599	L	241
FOTOGRAFIA WATSONVILLE	521 MAIN STREET	599	L	47
BLOOSOMS AND BALOONS	637 MAIN STREET	599	L	165
DOUBLE PLAY BASEBALLCARDS +COMICS	30A E. 5TH STREET	599	L	65
REGGAE SHOP	521 MAIN STREET	599	L	45
MORRIS PLAN - loans, finance	538 MAIN STREET	612	L	339
CREDIT + COLLECTION BUREAU OF WAT.	321 RODRIGUEZ ST	612	L	296
DORI'S PHOTOGRAPHY + FORMAL WEAR	341 MAIN STREET	622	L	214
TANNING CO.	46 BRENNAN ST	629	L	18
PENGUIN PRINTING	510 MAIN STREET	633	L	139
RAPID OFFSET PRINTING	22 E. LAKE ST	633	L	96
SHOP TOWEL RENTAL	460 MAIN STREET	639	L	265
U-HAUL RENTALS	637 MAIN STREET	639	L	165
HENSLEY'S JEWELRY REPAIR	629 MAIN STREET	649	L	66
NUMBER OF L	29			
TOTAL M2 OF L	4454			
AVE M2 OF L	154			
% OF L (AREA)	8.5			
SD FOR L	110

Mass appeal space increased from 64.1% to 75.3%. (see map 18)
Much of this increase is due to the decrease in vacancies. (see fig. 3)
Restaurants increased modestly in importance, from 7.1% to 9.4%.
Banks, however, increased dramatically from only 2.3% of the total retail space to 11.5% of it. (see tables 25 and 26)

The Main Street (Main Street)

All of Main Street, from Riverside Drive to Ford Street, is considered "the main street." In 1960, the only significant difference between Watsonville's whole downtown and Main Street, is the amount of vacant space. The downtown as a whole had 16.3% of the total retail space vacant, while the "main street" only had 7.8% of its retail space vacant. The stores off of the "main street" were larger on average than the stores on the "main street." 75% of the number of stores were on the "main street", while only 69.6% of the area was.

The main street had slightly less (under 1%) limited appeal space and slightly more convenience space that the downtown as a whole did in 1960. The dominance of Main Street as the retail area has decreased in importance. In 1960, 74.9% of the retail area in downtown was along Main Street. In 1988, it decreased to only 59.6%. The non-main street expansion has been primarily along Rodriguez Street, and along the east-west streets. Near First Street, a considerable section of Main Street retail buildings has been torn down. The average size store on Main Street is slightly larger than for the whole of downtown because the absence of a shopping mall has promoted the development of large department and variety stores on the "main street".

TABLE 25 : MASS APPEAL STORES IN WATSONVILLE IN 1960 BY STANDARD LAND USE CODE

Name of Establishment		Street Address	Standard Land Use Code	Type	Area M ²
GREENE TRAVEL SERVICE		21.6 BRENNAN ST	492	M	110
WATSONVILLE PAINT CENTER		540 MAIN STREET	523	M	207
HARRISON'S COLOR CORNER - paint		143 E. LAKE ST	523	M	67
ACE HARDWARE		317 MAIN STREET	525	M	594
TREICHEL'S HDW + PLUMB		315 MAIN STREET	525	M	45
J.C. PENNY		501 MAIN STREET	531	M	1348
FORD'S DEPT STORE		407 MAIN STREET	531	M	1176
RASCO F S + CO - dept store		470 MAIN STREET	531	M	897
NATIONAL DOLLAR STORES		349 MAIN STREET	531	M	681
WOOLWORTHS		447 MAIN STREET	531	M	109
SEARS CALATALOG SALES ***		429 MAIN STREET	532	M	260
LEW'S VARIETY STORE ***		201 MAIN STREET	533	M	260
PURITY STORES LTD - grocery		559 MAIN STREET	541	M	1814
PURITY STORES - grocery		133 E. LAKE ST	541	M	920
WATSONVILLE LOCKERS - meat		625 MAIN STREET	541	M	560
DALY BROS DRY GOODS		345 MAIN STREET	541	M	329
BEATRICE FOODS INC ***		519 MAIN STREET	541	M	260
PAC BROKERAGE CO. - frozen foods		629 MAIN STREET	541	M	66
PAJARO VALLEY FISH MARKET		114 UNION STREET	542	M	67
MOOR'S CANDIE'S		463 MAIN STREET	544	M	40
NEW YORK BAKERY ***		218 MAIN STREET	546	M	165
PAJARO VALLEY BAKERY ***		523 MAIN STREET	546	M	165
LAWSON IMPORTED CARS ***		9 E. 5TH STREET	551	M	600
HADEN FORD SALES - used cars ***		200 MAIN STREET	551	M	600
PORTOLA MOTORS AUTO DEALERS ***		245 MAIN STREET	551	M	600
FRANICH CONTINENTAL LINCOLN ***		566 MAIN STREET	551	M	600
ZAR MTRS USED CARS ***		645 MAIN STREET	551	M	600
MOORIARTY CHEVROLET - car dealer		35 E. LAKE ST	551	M	613
HANSEN PONTIAC - auto dealers		640 MAIN STREET	551	M	494
ZAR MOTORS - auto dealers		637 MAIN STREET	551	M	330
CROWLEY + TRAUlsen AUTOS		25 W. LAKE ST	551	M	119
FERGUSON'S AUTO SUP		516 MAIN STREET	552	M	461
SWEET SERV - auto parts ***		38 ALEXANDER ST	552	M	374
SETHEY'S TIRES ***		40 E. LAKE AVE	552	M	374
WESTERN AUTO - parts		439 MAIN STREET	552	M	278
ALEXANDER'S MEN'S CLOTHES		353 MAIN STREET	561	M	334
SYLVAN'S MEN'S CLOTHES		301 MAIN STREET	561	M	328
TOGGERY - men's clothes ***		280 MAIN STREET	561	M	297
YOUNG'S MEN'S WEAR		428 MAIN STREET	561	M	109
MORTON GENE MEN'S WEAR		441 MAIN STREET	561	M	109
ANITA SHOP - women's clothes		437 MAIN STREET	562	M	465
CLASSIC SHOP - women's clothes		337 MAIN STREET	562	M	260
FASION THE - women's clothes ***		427 MAIN STREET	562	M	159
JUSTIN APPAREL SHOP - women's clo		412 MAIN STREET	562	M	148

BARTLETT GENE - women's clothes	446	MAIN STREET	562	M	117
MODE O'DAY - women's clothes	471	MAIN STREET	562	M	110
MARY ELLEN SHOP - women's clothes	357	MAIN STREET	562	M	85
LADY FAIR SHOPPE - women's clothes	205	E. LAKE ST	562	M	71
OLANDER'S - children's clothes	433	MAIN STREET	564	M	784
WATSONVILLE TOYLAND	135	E. LAKE ST	564	M	731
WATSONVILLE OUTLET - genl mdse ***	275	MAIN STREET	565	M	260
G.B. FAMILY WEAR	311	MAIN STREET	565	M	164
JOHN'S SHOE STORE	434	MAIN STREET	566	M	304
VAN'S SHOES + REPAIR	12	E. LAKE ST	566	M	298
KARL'S SHOE STORE	339	MAIN STREET	566	M	254
FORBES SHOES ***	425	MAIN STREET	566	M	209
MCMAHAN FURN	543	MAIN STREET	571	M	1607
SWEENEY'S USED FURN ***	242	MAIN STREET	571	M	549
HOFFMAN INTERIORS - furniture	23	E. LAKE ST	571	M	450
DEWORKEN FURN CO	19	E. LAKE ST	571	M	339
UNION FURNITURE CO	55	BRENNAN ST	571	M	275
GOOFRICH TYPEWRITERS + OFFICE SUPP	440	MAIN STREET	572	M	235
SINGER SEWING MACH CO	430	MAIN STREET	572	M	218
HUNTING BYE REFRG + SUP CO.	115	E. LAKE ST	572	M	150
DEE'S SEWING MACHINE + VAC CENTER	510	MAIN STREET	572	M	139
JANSEN'S MUSIC RADIO	435	MAIN STREET	573	M	392
ROYAL GRILL - rest	418	MAIN STREET	581	M	467
WING'S CAFE - rest	178	MAIN STREET	581	M	322
MIRAMAR GRILL	526	MAIN STREET	581	M	247
NOOK CAFE - rest	550	MAIN STREET	581	M	207
EL MICHOACAN - rest ***	272	MAIN STREET	581	M	194
PETER PAN CAFE - rest ***	621	MAIN STREET	581	M	194
STAR CAFE ***	229	MAIN STREET	581	M	163
MORELIA CAFE ***	256	MAIN STREET	581	M	163
RESETAR HARVEST ROOM - rest	15	W. LAKE ST	581	M	163
LA POBLANITA CAFE	180.5	MAIN STREET	581	M	152
FOSTER'S - rest	652	MAIN STREET	581	M	132
GOLDEN EAGLE CAFE	263	MAIN STREET	581	M	115
YMCA SALVAGE STORE ***	302	UNION STREET	593	M	581
RED FRONT SURPLUS ***	227	MAIN STREET	593	M	260
GOODWILL - used goods	22	E. LAKE ST	593	M	96
JOHNSON STATIONERY	341	MAIN STREET	594	M	214
VALLEY SPORT SHOP	202	E. LAKE ST	595	M	337
SHARP'S SPORTING GOODS	536	MAIN STREET	595	M	143
ALDOUS + HOER JWLR	323	MAIN STREET	597	M	320
DANZZKER JWLR AND LOAN CO ***	252	MAIN STREET	597	M	260
JOLLEY'S JWLR	442	MAIN STREET	597	M	169
MORRIE'S CREDIT JWLR	316	MAIN STREET	597	M	78
YARDAGE SHOP - material	426	MAIN STREET	599	M	218
FLOWER GIFT SHOP	531	MAIN STREET	599	M	239
JENKEL DAVIDSON OPTICAL GOODS	629	MAIN STREET	599	M	66
PAJARO VALLEY BANK	326	MAIN STREET	611	M	640
BANK OF AMERICAN NATL TRUST + SAV	400	MAIN STREET	611	M	201

MIEDL REALTY CO	***	424	MAIN STREET	615	M	92
STOUT REALTY CO	***	632	MAIN STREET	615	M	92
BOSWORTH REAL ESTATE		5	E. LAKE ST	615	M	72
CONSOLE + KRATZ REAL ESTATE		629	MAIN STREET	615	M	66
KANE REAL ESTATE		30A	E. 5TH STREET	615	M	65
WATSONVILLE PROPERTIES		30B	E. 5TH STREET	615	M	65
ANDERSON REAL ESTATE		30.5	E. 5TH STREET	615	M	65
HALL + SON REAL ESTATE		129	E. LAKE ST	615	M	16
FOX MOVIE THEATER		304	MAIN STREET	621	M	224
WHITE'S MEMORIAL CHAPEL		609	MAIN STREET	624	M	641
ZAR MOTORS BODY SHOP	***	643	MAIN STREET	641	M	374
WILLIE'S SHOE SHOP - reprs		109	UNION STREET	641	M	284
YOUNG'S INSIDE GARAGE		440.5	MAIN STREET	641	M	235
HOUSEHOLD APPL SERV	***	544	MAIN STREET	649	M	260
FRANK'S RADIO SERV		107	UNION STREET	649	M	115
COOTS ART RADIO SHOP		267	MAIN STREET	649	M	63
LINDGREN RADIO SPEED SERVICE		40	W. LAKE ST	649	M	51
AMIZICH BROS PLUMBS\INSULATION		117	E. LAKE ST	662	M	153
CENTRE THEATRE	***	223	MAIN STREET	721	M	518

NUMBER OF M	112
TOTAL M2 OF M	35925
AVE M2 OF M	321
% OF M (AREA)	64.5
SD FOR M	304

 *** Establishment assigned approximate value for area

TABLE 26 : MASS APPEAL STORES IN WATSONVILLE IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street	Address	Standard Land Use Code	Type	Area M ²
YELLOW CAB CO.	30	E. 5TH STREET	429	M	65
BOB GROSS TRAVEL	343	RODRIGUEZ ST	492	M	161
GREENE TRAVEL SERVICE	21.6	BRENNAN ST	492	M	110
WATSONVILLE PAINT CENTER	548.5	MAIN STREET	523	M	125
HARRISON'S COLOR CORNER - paint	143	E. LAKE ST	523	M	67
ACE HARDWARE	317	MAIN STREET	525	M	594
FORD'S - dept store	407	MAIN STREET	531	M	3268
J.C. PENNY - dept store	501	MAIN STREET	531	M	1348
WOOLWORTH'S	451	MAIN STREET	531	M	1060
FREEDOM FOOD CENTER	133	E. LAKE ST	541	M	920
FLOR DEL VALLE MARKET	100	UNION STREET	542	M	790
WATSONVILLE LOCKERS - meat	625	MAIN STREET	542	M	200
BAKERY THRIFT STORE and storage	330	RODRIGUEZ ST	546	M	572
BAKE-RITE BAKERY	21	E. BEACH ST	546	M	261
MAIN STREET BAKERY	521	MAIN STREET	546	M	47
GRAND AUTO	401	RODRIGUEZ ST	552	M	620
WATSONVILLE TIRE SERVICE	27	FIRST STREET	552	M	382
SWEET SERVICE CO. - auto parts	480	UNION STREET	552	M	372
TOWNSEND'S AUTO PARTS	307	RODRIGUEZ ST	552	M	353
WESTERN AUTO	439	MAIN STREET	552	M	278
WATSONVILLE JEANS	347	MAIN STREET	561	M	681
DICK BRUHN MEN'S STORE	347	RODRIGUEZ ST	561	M	653
CALIFORNIA FASION WEAR FOR MEN	437	MAIN STREET	561	M	465
LAZY DAY - men's cloths	428	MAIN STREET	561	M	218
HELEN'S CORNER - clothes	531	MAIN STREET	562	M	239
ERNIE'S LADY FAIRE SHOPPE	441	MAIN STREET	562	M	109
LYDIA'S CHILDREN'S WEAR	463	MAIN STREET	564	M	40
FAMILY BARGAIN CENTER - clothes	333	MAIN STREET	565	M	836
WATSONVILLE FASIONS	426	MAIN STREET	565	M	218
G.B. FAMILY WEAR	311	MAIN STREET	565	M	164
CASA ORTIZ - clothes	257	MAIN STREET	565	M	63
JOHN'S SHOE STORE	456	MAIN STREET	566	M	751
ZAPATERIA HERMANOS - shoes	345	MAIN STREET	566	M	329
CANADA SHOES	301	MAIN STREET	566	M	328
VAN'S SHOES + REPAIR	14	E. LAKE ST	566	M	298
MCPAHAN'S FURNITURE	553	MAIN STREET	571	M	1607
CARPET HOUSE	516	MAIN STREET	571	M	461
FURNITURE	19	E. LAKE ST	571	M	339
BURDICK'S APPLIANCES + TV	433	MAIN STREET	572	M	784
BAKER BROS. FURNITURE - appl.+video	55	BRENNAN ST	572	M	275
MAYTAG APPLIANCES	550	MAIN STREET	572	M	207
DERRICK'S MAYTAG	555	MAIN STREET	572	M	207
SINGER + KIRBY VAC. + SEWING	445	MAIN STREET	572	M	109
HUNTING'S REFRIGERATOR + AIR COND.	119	E. LAKE ST	572	M	106

RADIOS	314	MAIN STREET	573	M	70
LEJANE'S - rest	418	MAIN STREET	581	M	467
RICO POLLO - rest	353	MAIN STREET	581	M	334
JALISCO - rest	323	MAIN STREET	581	M	320
LA FOGATA - rest	109	UNION STREET	581	M	284
PHILIPPINE GARDENS - rest	26	W. BEACH ST	581	M	175
RUBEN'S - rest	458	MAIN STREET	581	M	166
DAIRY QUEEN	130	E. LAKE ST	581	M	148
KINGS GARDEN - rest	412	MAIN STREET	581	M	148
CHOPSTICK - rest	508	MAIN STREET	581	M	139
PIZZAMIA	34	W. BEACH ST	581	M	133
SUPER BURITO	652	MAIN STREET	581	M	132
CLUB MIRAMAR - bar	522	MAIN STREET	581	M	130
MIRAMAR GRILL	526	MAIN STREET	581	M	130
EL POLLERO - rest	168	MAIN STREET	581	M	117
MIRAMAR BANQUET ROOM	526	MAIN STREET	581	M	117
RESTAURANTE JALISCO	263	MAIN STREET	581	M	115
NOOK CAFE	106	E. LAKE ST	581	M	107
EL FRIJOLITO - rest	11B	ALEXANDER ST	581	M	92
TACO BUENO	720	MAIN STREET	581	M	91
EXPRESSO ICE CREAM AND COFFEE	521A	MAIN STREET	581	M	75
MORELLA MEXICAN FOOD	312	MAIN STREET	581	M	70
LA FONDITA - rest	30	E. 5TH STREET	581	M	65
LA MAZANA DELI	521	MAIN STREET	581	M	47
PLAYITA DEL SOL - rest	315	MAIN STREET	581	M	45
LA FIESTA - rest	9	W. BEACH ST	581	M	36
RESTUARANTE PLAYAS NOVIELLERO	251	MAIN STREET	582	M	215
PHARMACIA INTERNATIONAL	325	MAIN STREET	591	M	230
GOODWILL - thrift shop	470	MAIN STREET	593	M	897
ST. VINCENT DE PAUL THRIFT STORE	135	E. LAKE ST	593	M	731
SALVATION ARMY THRIFT SHOP	23	E. LAKE ST	593	M	450
TAYLORS OFFICE SUPPLIES	436	MAIN STREET	594	M	471
POOR RICHARD'S ALMANAC BUSINESS	25	E. 5TH STREET	594	M	440
FELIX'S RECORD SHOP + VIDEO	327	MAIN STREET	594	M	170
DISCOTECA MEXICO - records	261	MAIN STREET	594	M	115
ROMANE JEWELERS	471	MAIN STREET	594	M	110
WATSONVILLE CYCLERY	202	E. LAKE ST	595	M	337
MORELIA SPORTS SHOP	517	MAIN STREET	595	M	47
DON ROBERTO JEWELERS	339	MAIN STREET	597	M	254
JOLLEY'S JEWELRY	442	MAIN STREET	597	M	169
GONZALES JEWELERS	316	MAIN STREET	597	M	78
PAKMAIL	434	MAIN STREET	599	M	304
FLORIST	5	E. LAKE ST	599	M	72
FREDDY'S ONE HOUR PHOTO	450	MAIN STREET	599	M	130
GREAT WESTERN BANK	630	MAIN STREET	611	M	992
SUMITOMO BANK	558	MAIN STREET	611	M	749
WELLS FARGO BANK	326	MAIN STREET	611	M	640
WATSONVILLE FEDERAL SAVINGS	35	E. LAKE ST	611	M	613
BANK OF AMERICA	567	MAIN STREET	611	M	610

HOUSEHOLD BANK	318	UNION STREET	611	M	366
MONTEREY SAVINGS	375	MAIN STREET	611	M	256
PACIFIC WESTERN BANK	400	MAIN STREET	611	M	201
PAJARO VALLEY BANK	655	MAIN STREET	611	M	90
BURGSTROM/KRAMER REALTORS	21.16	BRENNAN ST	615	M	110
NETWORK REAL ESTATE	600	MAIN STREET	615	M	70
HANSEN PROPERTIES	629	MAIN STREET	615	M	66
WATSONVILLE PROPERTIES	30B	E. 5TH STREET	615	M	65
QUINTERO REALTORS	5	CARR STREET	615	M	53
HALWARD REALTORS	40	W. LAKE ST	615	M	51
DAVIS MEMORIAL CHAPEL - funeral h.	609	MAIN STREET	624	M	641
QUALITY, AUTO , BODY REPAIR SHOP	335	RODRIGUEZ ST	641	M	1116
GOLDEN STATE AIR + RADIATOR	469	UNION STREET	641	M	518
AAMCO	640	MAIN STREET	641	M	494
DON FISHER MOTORS - repair	639	MAIN STREET	641	M	327
KAY'S GARAGE	259	RODRIGUEZ ST	641	M	174
H + S SERVICE GARAGE	25	FIRST STREET	641	M	129
PAJARO SHOW PLACE	425	UNION STREET	721	M	637
FOX MOVIE THEATER	304	MAIN STREET	721	M	224

NUMBER OF M	113
TOTAL M2 OF M	39261
AVE M2 OF M	347
% OF M (AREA)	75.3
SD FOR M	409

HOLLISTER

1960(1961) - 1988

Hollister is located southwest of Gilroy and south of San Jose. The downtown extends for eight blocks along San Benito Street and perpendicular to it for about a block on both sides. (see map 19) Almost all of the retail stores in Hollister are included in the downtown area. (see table 2) The central business district is bounded on the east by the industrial zone, and on the north and west by residential areas. To the south there is farmland and highway -- with a little "non-downtown" retail space. Along this highway, a growth in retail is underway, including small shopping malls and restaurant chain stores.

The population of Hollister in 1960 was only 6070, making it the smallest city in the study. Almost all of the retail stores were in the downtown retail area. (see table 2) There were 38,335 square meters of retail space in Hollister's CBD. Almost all of the retail stores in Hollister, 96%, were in the CBD. The average size of the stores changes significantly with type. As one would expect, the convenience stores tended to be the smallest (ave 156 m²); the limited appeal stores were in the middle (ave 264 m²), and the mass appeal stores, which include the large department stores, were the largest (ave 368 m²). The high standard deviations, however, make size an unreliable indicator. For all types of stores, the average size was slightly smaller for the "main street" (San Benito Street). This would be expected because rents tend to be higher on the "main street."

MAP:19

N

The population of Hollister from 1960 to 1987 increased by 177% to 16,800 people. This large change in population was accompanied by only a small increase in the retail area of the central business district: 7.6%. This inequality caused a significant decrease in the amount of vacant space since the increase in population was not accompanied by much construction of retail buildings. There has also been a recent increase in the amount of retail space outside of the downtown.

Convenience Space

More than a fifth of the total retail space in Hollister's central business district (CBD) was convenience. (see fig 4) Of the 42 possible corner store locations, one half of them were convenience type stores. The percentage of convenience stores per block ranges from 0% to 100%. The blocks with all convenience stores have very little total retail space and tend to fall on the edge of the downtown area. (see map 19) The large percentage of convenience stores and their distribution throughout the downtown area indicate the multifunctionality of Hollister's downtown.

Convenience stores from 1961 to 1988 decreased in the percentage of the total retail space used by about a third. (see fig 9) The decrease in convenience space was fairly uniform throughout the downtown, with only a slightly larger percentage eliminated from San Benito Street. (see map 20) But the decrease in convenience space was not uniform for all types of convenience stores. In 1961, 15.9% of convenience space consisted of corner markets. By 1988, the percentage

Fig. 4

Percentages of retail land use in the CBD HOLLISTER

HOLLISTER 1961

$$L/C = 0.18$$

HOLLISTER 1961
THE MAIN ST ONLY

$$L/C = 0.06$$

HOLLISTER 1988

$$L/C = 0.97$$

HOLLISTER 1988
THE MAIN ST ONLY

$$L/C = 0.76$$

MAP : 20

CONVENIENCE
SHOPPING GOODS
AND SERVICES

HOLLISTER, CA
CENTRAL BUSINESS
DISTRICT

1988

CONVENIENCE
STORES

SMALL CONVENIENCE
STORES

SCALE 1:6000

N

decreased to only 7.8%. Gas stations decreased even more dramatically from 10% to 2%. Convenience restaurants and bars also decreased significantly. Beauty salons and barber shops however, increased from 12% to 20%. Video rental stores, which did not exist in 1961, now account for 18% of the convenience space. Liquor stores and drug stores have remained fairly constant. (see tables 27 and 28)

Limited Appeal Space

Only 5.5% of the retail area however, was limited appeal. (see map 21) On San Benito Street it was a mere 1.2%. The large lumber store on Seventh Street accounts for much of the total. The only other limited appeal stores are: Western Union telegraph, a glass store, a vending machine store, a health food grocery, a saddle shop, and a photography studio. (see tables 29 and 30) The ratio of limited appeal stores to convenience stores is only .18 for the downtown as a whole and a mere .06 for the main street. (see fig. 4)

By 1988, the percent of retail space in limited appeal goods more than tripled to 13.8 %. The ratio of limited appeal space to convenience space grew from .18 to .97, i.e. to an almost equal amount of each. (see map 22)

Mass Appeal Space (maps 23 and 24)

The mass appeal stores, for almost any downtown, account for the vast majority of the retail space. In 1961, 68.9% of the total downtown retail floorspace was taken up by mass appeal stores. (see fig.

TABLE 27 : CONVENIENCE STORES IN HOLLISTER IN 1961 BY STANDARD LAND USE CODE

Name of Establishment		Street Address	Standard Land Use Code	Type	Area M ²
CAPUTOS MARKET - grocery		203 HAWKINS ST	541	C	314
PUB DRIVE-IN MARKET		756 SAN BENITO ST	541	C	267
SAVE-MORE-MKT - grocery		355 SAN BENITO ST	541	C	236
MISSION FOOD MARKET		307 SAN BENITO ST	541	C	232
GUILHAMET'S PALACE MARKET		728 SAN BENITO ST	541	C	150
GRAHAM'S MARKET		636 SAN BENITO ST	541	C	115
FARM MILK-DRIVE IN ***		4 SAN BENITO ST	545	C	232
LANGDON GAS STATION		140 4TH STREET	553	C	302
LAWRENCE GAS STATION		5 SAN BENITO ST	553	C	167
CONLEY'S TEXACO SERVICE STATION		249 SAN BENITO ST	553	C	93
CHEVRON GAS STATION ***		395 4TH STREET	553	C	76
NICK'S GAS STATION		821 SAN BENITO ST	553	C	75
BILL'S SERVICE - gas station		125 SAN BENITO ST	553	C	52
UNION GAS STATION		102 SAN BENITO ST	553	C	37
PETREE SHELL GAS STATION		763 SAN BENITO ST	553	C	26
UNION GAS STATION		710 SAN BENITO ST	553	C	6
NICKS LUNCH REST		801 SAN BENITO ST	581	C	200
VILLA PACE REST & BAR ***		202 4TH STREET	581	C	194
F & F DONUT SHOP		510 SAN BENITO ST	581	C	112
DING-A-LING CAFE		380 4TH STREET	581	C	80
BRAND CLUB - bar		219 SOUTH STREET	582	C	215
SAN BENITO AND TAVERN		220 4TH STREET	582	C	176
KING PIN COCKTAIL LOUNGE		304 SAN BENITO ST	582	C	170
SMOKE HOUSE - bar		427 SAN BENITO ST	582	C	165
ACME CLUB - bar		419 SAN BENITO ST	582	C	141
JOHNNIE'S BAR		525 SAN BENITO ST	582	C	125
PAINES CLUB - bar		202 5TH STREET	582	C	120
RUSTIC GARDENS - bar		321 4TH STREET	582	C	101
VICTORIA CLUB - bar		201 5TH STREET	582	C	83
WHALEN DRUG		501 SAN BENITO ST	591	C	461
WAPPLES PHARM ***		434 SAN BENITO ST	591	C	222
HOLLISTER PHARM		520 SAN BENITO ST	591	C	195
AICHELE'S LIQUOR STORE ***		203 4TH STREET	592	C	289
DABO LIQUORS ***		220 6TH STREET	592	C	289
VIEIRA'S LIQUORS		898 SAN BENITO ST	592	C	182
J AND L LIQUOR STORE		417 SAN BENITO ST	592	C	141
WASH AND DRY - laundry		204 HAWKINS ST	621	C	293
UNION FRENCH LNDRY		216 3RD STREET	621	C	236
MODEL FRENCH LAUNDRY ***		127 5TH STREET	621	C	139
SAN BENITO LAUNDROMAT ***		59 SAN BENITO ST	621	C	139
STANLEY CLEANERS		713 SAN BENITO ST	621	C	111
FASHION CLEANERS		611 SAN BENITO ST	621	C	102
SQUARE DEAL BARBER SHOP		215 5TH STREET	623	C	319
		100			

RALPH'S BARBER SHOP		441	SAN BENITO ST	623	C	133
FASHIONETTE BEAUTY SALON		748	SAN BENITO ST	623	C	129
BENNETT BARBER SHOP		632	SAN BENITO ST	623	C	115
WHARTON'S BARBER SHOP	***	242	5TH STREET	623	C	96
MEDA'S KUT OR KURL BEAUTY	***	342	5TH STREET	623	C	96
MADELINE'S BEAUTY SHOP	***	634	SAN BENITO ST	623	C	96
CURTIS BARBER SHOP	***	509	SAN BENITO ST	623	C	96
MODERN BEAUTY SHOP		701	SAN BENITO ST	623	C	45
BROWN THELMA BEAUTY SHOP		214	5TH STREET	623	C	21
PAUL'S SHOE SERV - repair	***	321	6TH STREET	625	C	71
NUMBER OF C			53			
TOTAL M2 OF C			8278			
AVE M2 OF C			156			
% OF C (AREA)			21.6			
SD FOR C			91			

 *** Establishment assigned approximate value for area

TABLE 28 : CONVENIENCE STORES IN HOLLISTER IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Land Use Code	Type	Area M ²
BROTHERS MARKET	756 SAN BENITO ST	541	C	267
SEVEN-ELEVEN	915 SAN BENITO ST	541	C	192
BEACON - gas and auto repair	250 SAN BENITO ST	553	C	60
76 - gas and auto repair	102 SAN BENITO ST	553	C	37
CHEVRON - gas	375 4TH STREET	553	C	21
EXXON - gas	5 SAN BENITO ST	553	C	13
MOBIL - gas	710 SAN BENITO ST	553	C	6
BJ'S CHILI DOGS	125 SAN BENITO ST	581	C	18
BRAND CLUB - bar	219 SOUTH STREET	582	C	215
SILVER BULLET - bar	220 4TH STREET	582	C	176
SMOKE HOUSE - bar	427 SAN BENITO ST	582	C	165
OFFICE, THE - bar	321 4TH STREET	582	C	101
WHISKY CREEK SALOON	201 5TH STREET	582	C	83
PENNY WISE DRUG	549 SAN BENITO ST	591	C	465
WHALER DRUGS	501 SAN BENITO ST	591	C	461
LYNN'S LIQUORS	204 HAWKINS ST	592	C	293
RIGHETTI LIQUORS	310 FIRST STREET	592	C	293
DUBO LIQUORS	801 SAN BENITO ST	592	C	275
HOLLISTER VIDEO	217 4TH STREET	592	C	420
AMERICAN VIDEO MOVIE RENTAL VIDEO	211 5TH STREET	592	C	269
BOB'S VIDEO	435 SAN BENITO ST	592	C	237
PATTI'S MINI FLORIST	510 SAN BENITO ST	592	C	112
PHOTO CORNER	443 SAN BENITO ST	599	C	55
COLONIAL CLEANERS	701 SAN BENITO ST	599	C	45
GRANNY'S WASH + DRY	355 SOUTH STREET	621	C	110
MARTINIZING DRY CLEANERS	231 3RD STREET	621	C	101
B + R BARBERSHOP	231 3RD STREET	621	C	101
CALIFORNIA HAIR CLUB	215 5TH STREET	623	C	208
HAIR ELITE	853 SAN BENITO ST	623	C	174
BEAUTY DEN	206 5TH STREET	623	C	139
BILL'S BARBER SHOP	748 SAN BENITO ST	623	C	129
JOHNNIE'S BARBER SHOP	632 SAN BENITO ST	623	C	115
NANCY'S BEAUTY SALON	326 5TH STREET	623	C	96
NEW IMAGE - hair and tanning	625 SAN BENITO ST	623	C	93
MARY'S KUT OR KURL	437 SAN BENITO ST	623	C	78
SPECIAL EFFECT - beauty	222 5TH STREET	623	C	40
ROSE - beauty salon	225 6TH STREET	623	C	29
SKIN AND HAIR SYSTEMS	340 SOUTH STREET	623	C	29
BARBER SHOP	375 3RD STREET	623	C	29
ESPINOZA SHOE REPAIR	214 5TH STREET	623	C	21
	439 SAN BENITO ST	625	C	78
NUMBER OF C	41			
TOTAL M2 OF C	5849			
AVE M2 OF C	143			
% OF C (AREA)	14.2			
SD OF C	121			

MAP: 21

**LIMITED APPEAL
SHOPPING GOODS
AND SERVICES**

HOLLISTER, CA
CENTRAL BUSINESS
DISTRICT

1961

LIMITED APPEAL STORES
 SMALL LIMITED APPEAL STORES

80 60 40 20 0 100
 M

SCALE 1:6000

TABLE 29 : LIMITED APPEAL STORES IN HOLLISTER IN 1961 BY STANDARD LAND USE CODE

Name of Establishment		Street Address	Standard Land Use Code	Type	Area M ²
WESTERN UNION - telegraph		334 5TH STREET	472	L	60
MCKINNON LUMBER CO		217 7TH STREET	521	L	566
SAN BENITO GLASS SHOP	***	238 SAN BENITO ST	523	L	250
RELIABLE VENDING MACHINES		218 5TH STREET	534	L	42
LEE'S HEALTH FOOD CENTER		326 5TH STREET	541	L	96
FEHLMAN'S SADDLE SHOP	***	244 SAN BENITO ST	596	L	250
BOROVICH PHOTOGRAPHY		349 SAN BENITO ST	622	L	236
NUMBER OF L		7			
TOTAL M2 OF L		1500			
AVE M2 OF L		214			
% OF L (AREA)		3.9			
SD FOR L		180			

*** Establishment assigned approximate value for area

TABLE 30 : LIMITED APPEAL STORES IN HOLLISTER IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard	Type	Area M ² Land Use Code
WANITA RAUTMANN'S DANCE ACADEMY	211 6TH STREET	383	L	260
SAN BENITO GLASS	217 4TH STREET	523	L	420
COAST COUNTIES GLASS INC.	101 5TH STREET	523	L	318
J + A SMALL ENGINE REPAIR AND SALES	139 4TH STREET	525	L	266
MCKINNON LUMBER CO.	217 7TH STREET	527	L	566
R+R CUSTOM SEWING + JEWELRY REP.	512 SAN BENITO ST	567	L	146
VIDEO MAS - spanish videos	320 5TH STREET	592	L	96
STEPHENS + POLETTI MEDICAL SUPPLIES	335 SAN BENITO ST	599	L	609
PETS R US	728 SAN BENITO ST	599	L	150
BILL'S BULLPEN	414 SAN BENITO ST	599	L	136
JUDY'S CRAFTS AND FABRICS	400 SAN BENITO ST	599	L	135
BARONESS BEAUTY SUPPLY + BOUTIQUE	525 SAN BENITO ST	599	L	125
HEALTH WISE	627 SAN BENITO ST	599	L	50
HOT HOUSE EXPRESS -plants, gifts, bask.	324 5TH STREET	599	L	96
FRENCH'S GIFTS - KITCHEN + BATH	202 5TH STREET	599	L	120
HOLLISTER OPTOMETRIC CENTER	347 6TH STREET	599	L	125
JOHN BORGES PHOTOGRAPHY	230 5TH STREET	622	L	249
BALZ PHOTOGRAPHERS	404 SAN BENITO ST	622	L	135
BEN CAPUTO PRINTING CO.	330 SAN BENITO ST	633	L	210
CHEROKEE NICKEL PRINTING	520 SAN BENITO ST	633	L	195
KWALITY GRAPHICS	611 SAN BENITO ST	633	L	102
SWARTZ AUTO UPHOLSTRY	125 4TH STREET	641	L	187
ROWE UPHOLSTERING	220 5TH STREET	649	L	40
MANG HO KWAN MARTIAL ARTS SCHOOL	717 SAN BENITO ST	683	L	182
HOLLISTER SCHOOL FOR THE ARTS	721 SAN BENITO ST	683	L	182
HOLLISTER FAMILY FITNESS CENTER	650 EAST STREET	742	L	503
ROVELLA'S GYM	328 4TH STREET	742	L	101
NUMBER OF L	27			
TOTAL M2 OF L	5704			
AVE M2 OF L	211			
% OF L (AREA)	13.8			
SD FOR L	150

MAP: 22

**LIMITED APPEAL
SHOPPING GOODS
AND SERVICES**

**HOLLISTER, CA
CENTRAL BUSINESS
DISTRICT**

1988

**LIMITED APPEAL
STORES**

**SMALL LIMITED
APPEAL STORES**

00 20 40 60 80 100
M

SCALE 1:8000

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MAP: 24

**MASS APPEAL
SHOPPING GOODS
AND SERVICES**

**HOLLISTER, CA
CENTRAL BUSINESS
DISTRICT**

1988

**MASS APPEAL
STORES**

**SMALL MASS APPEAL
STORES**

00 20 40 60 80 100
M

SCALE 1:6000

4) The percentage of space used by stores selling mass appeal goods increased only slightly--by less than one percent. In 1988, mass appeal took up 69.4% of the retail space. Less space off the "main street" was taken up by mass appeal stores in 1988 than in 1961. During these 28 years, changes within the mass appeal category have also been significant. Restaurants in 1961 took up only 4.5% of the mass appeal space, but now constitute 12.1% of the space. The service part of mass appeal (the 600s in the Standard Land Use Coding Manual) has increased greatly. In 1961, there was only one bank in Hollister; now there are four. This is a change from only one percent to almost eight percent of the total mass appeal space. (see tables 31 and 32)

The Main Street - San Benito Street

San Benito Street, from Haydon Street to Santa Ana Road, is considered the "main street" in Hollister. Just over 50% of the total retail area in the downtown is on the "main street". The "main" street in 1960 had slightly less convenience space and significantly less limited appeal space than the whole downtown has. (see tables 33 and 34) The limited appeal space to convenience space ratio for the main street is only .06. There is 17.5 times more convenience space than limited appeal space.

From 1961 to 1988, the percentage of limited appeal space on the main street increased from just over one percent to ten percent. The percentage of convenience space decreased even more than it did for the whole downtown. In 1988, the percentage of convenience space

TABLE 31 : MASS APPEAL STORES IN HOLLISTER IN 1961 BY STANDARD LAND USE CODE

Name of Establishment		Street Address	Standard Type	Area M ²
			Land Use Code	
GREYHOUND - bus station		380 4TH STREET	421 M	79
ACME TAXI		417 SAN BENITO ST	429 M	141
LADD HARDWARE STORE		620 SAN BENITO ST	525 M	320
BROWN & CHAPPELL CO - hardware		328 4TH STREET	525 M	101
BAUGHMAN'S DEPT STORE		544 SAN BENITO ST	531 M	1163
SCHULZE DEPT STORE		340 6TH STREET	531 M	408
J C PENNY CO - dept	***	310 4TH STREET	531 M	250
RASCO DEPT STORE	***	528 SAN BENITO ST	531 M	250
CORONET VARIETY STORE		221 5TH STREET	533 M	696
HOLT'S VARIETY STORE		642 SAN BENITO ST	533 M	242
TRI-WAY MARKET		829 SAN BENITO ST	541 M	1106
SHOPPERS SUPER MARKET	***	212 6TH STREET	541 M	250
HOLLISTER BAKERY		750 SAN BENITO ST	546 M	174
MODEL BAKERY	***	537 SAN BENITO ST	546 M	165
BISHOP'S AUTO DEALERS		201 SAN BENITO ST	551 M	2970
HOLLISTER GARAGE AUTO DLR		396 4TH STREET	551 M	1370
JONES CHEVROLET - new cars	***	372 4TH STREET	551 M	939
JONES CHEVROLET - used cars	***	371 4TH STREET	551 M	600
TIFFANY AUTO DEALERS		800 SAN BENITO ST	551 M	245
ANDERSON TIRE SERVICE		335 SAN BENITO ST	552 M	609
HOLLISTER AUTO PARTS - retail		139 4TH STREET	552 M	266
ABBS AUTO SUPPLY		400 SAN BENITO ST	552 M	135
WESTERN AUTO SUPPLY		609 SAN BENITO ST	552 M	116
SCHIPPER'S - men's clothes		610 SAN BENITO ST	561 M	254
WARDROBE - men's clothes		515 SAN BENITO ST	561 M	250
MEN'S MART - clothes	***	414 SAN BENITO ST	561 M	136
LEPAINE'S MEN'S WEAR		404 SAN BENITO ST	561 M	135
MCCONNELL & O'NIEL - men's clothes		619 SAN BENITO ST	561 M	102
MODE O DAY - women's clothes		422 SAN BENITO ST	562 M	421
TOWNTRY FASHIONS-women's	***	440 SAN BENITO ST	562 M	159
AD-DOE FASHIONS - women's clothes		625 SAN BENITO ST	562 M	93
BOOTERY THE - shoes	***	411 SAN BENITO ST	566 M	250
HAROLD'S SHOES		512 SAN BENITO ST	566 M	146
SHAW'S SHOE STORE		220 5TH STREET	566 M	40
BLACK-COOPER FURN CO		648 SAN BENITO ST	571 M	611
HOLLISTER FURNITURE CO	***	731 SAN BENITO ST	571 M	549
GUNNELL FURN STORE		813 SAN BENITO ST	571 M	422
P&L USED FURNITURE		730 SAN BENITO ST	571 M	408
ED'S FURNITURE - used furn		250 SAN BENITO ST	571 M	60
ROWE'S UPHOL SHOP		206 5TH STREET	571 M	139
BOBS TV & APPLS	***	894 SAN BENITO ST	572 M	250
ROYAL REFR CO - appliances		230 5TH STREET	572 M	249
COLBURN'S RADIO & TV		217 4TH STREET	573 M	840

RYVAN & CHINN TV AND APPL ***	738	SAN BENITO ST	573	M	250
CITY TV	623	SAN BENITO ST	573	M	102
PAINE'S CATERING	421	EAST STREET	581	M	609
BAYWOOD CREAMERY - rest	737	SAN BENITO ST	581	M	390
LEE'S RESTR	140	SAN BENITO ST	581	M	258
LAS PALMAS CAFE ***	338	3RD STREET	581	M	194
NEW CHINA CAFE	410	SAN BENITO ST	581	M	165
PROGESSO TAMALES PARLOR - rest	230	3RD STREET	581	M	160
R&M SECOND HAND STORE ***	405	SAN BENITO ST	593	M	250
MAURO STATIONERS	438	SAN BENITO ST	594	M	513
MUENZERS CYCLERY & SPORTS	211	5TH STREET	595	M	269
MADDUX JEWELERS	430	SAN BENITO ST	597	M	168
PARKER & JOHNSON JEWELERS	534	SAN BENITO ST	597	M	85
HOLLISTER GARDEN SHOP - nursery	853	SAN BENITO ST	599	M	174
WENDINGS FLOWERS	722	SAN BENITO ST	599	M	150
GOULART'S FLOWERS - florist	615	SAN BENITO ST	599	M	102
HOLLISTER NATIONAL BANK	500	SAN BENITO ST	611	M	329
VANHEUSEN REALTY ***	240	5TH STREET	615	M	92
STARK REALTY ***	206	SAN BENITO ST	615	M	92
HOLBROOK REAL ESTATE	334	5TH STREET	615	M	61
BLACK-COOPER-OTTESON MORTUARY	363	7TH STREET	624	M	683
GRUNNAGLE'S FUNERAL HOME	870	SAN BENITO ST	624	M	460
ANDREWS AUTO BODY SHOP - rep	125	4TH STREET	641	M	187
SAUFNAUER PLUMBING & HEATING	339	7TH STREET	662	M	595
BAGGETT AND CO - plumbing	140	5TH STREET	662	M	367
STATE THEATRE	705	SAN BENITO ST	721	M	619
GRANADA THEATER	336	5TH STREET	721	M	461
HOLLISTER BOWLING ALLEY ***	306	SAN BENITO ST	741	M	500
NUMBER OF M	71				
TOTAL M2 OF M	26394				
AVE M2 OF M	372				
% OF M (AREA)	68.9				
SD FOR M	416				

 *** Establishment assigned approximate value for area

TABLE 32 : MASS APPEAL STORES IN HOLLISTER IN 1988 BY STANDARD LAND USE CODE

Name of Establishment	Street Address	Standard Type Area M ² Land Use Code
FAST TRAVEL	327 5TH STREET	492 M 182
HOLLISTER TRAVEL	530 SAN BENITO ST	492 M 85
BAUDER CO. PLUMBING + HEATING	140 5TH STREET	522 M 367
RADIO SHACK	623 SAN BENITO ST	524 M 102
TRUE VALUE HARDWARE	339 7TH STREET	525 M 595
ACE HARDWARE	620 SAN BENITO ST	525 M 320
J. C. PENNY - dept store	372 4TH STREET	531 M 939
FORD'S - dept store	544 SAN BENITO ST	531 M 698
SEARS-CATALOG SALES	713 SAN BENITO ST	531 M 111
BALER GROCERY	211 3RD STREET	541 M 1103
CHOCOLATE PEDDLERS	243 6TH STREET	544 M 78
EL NOPAL BAKERY + TORTILLA FACTORY	216 3RD STREET	546 M 236
BISHOP MOTORS - sales and repair	201 SAN BENITO ST	551 M 2970
TIFFANY MOTOR CO.	800 SAN BENITO ST	551 M 245
TOP QUALITY USED CARS	125 SAN BENITO ST	551 M 34
STAR AUTO SUPPLY	55 SAN BENITO ST	552 M 495
KELLY'S AUTO PARTS	203 HAWKINS ST	552 M 314
HOLLISTER AUTO PARTS	140 4TH STREET	552 M 302
LACEY AUTO PARTS	120 6TH STREET	552 M 187
DICK BRUHN MEN'S CLOTHES	517 SAN BENITO ST	561 M 250
FASHION ENCORE- women's clothes	420 SAN BENITO ST	562 M 148
FASION TREE - women's clothes	535 SAN BENITO ST	562 M 124
SHIRLEY'S - women's cloths	619 SAN BENITO ST	562 M 102
PEPPERMINT PONY- childrens clothes	628 SAN BENITO ST	564 M 156
GINGERBREAD HOUSE - children's cloths	334 5TH STREET	564 M 61
WE R KIDS - children's clothes	334 5TH STREET	564 M 60
FAMILY BARGAIN CENTER - clothes	725 SAN BENITO ST	565 M 579
FORD'S - clothes	340 6TH STREET	565 M 408
SCHIPPERS' CLOTHES	610 SAN BENITO ST	565 M 254
PANTS PLACE	355 SAN BENITO ST	565 M 236
HOLLISTER WESTERN CLOTHES STORE	722 SAN BENITO ST	565 M 150
MODE O' DAY - clothes	459 SAN BENITO ST	565 M 106
DICK BRUHN SHOES	515 SAN BENITO ST	566 M 250
SHOE PLACE	349 SAN BENITO ST	566 M 236
BLACK - COOPER FURNITURE	648 SAN BENITO ST	571 M 611
CHARLIE'S INTERIORS-drapes, wallpaper	730 SAN BENITO ST	571 M 408
RON'S WINDOWS, WALLS + FLOORS INC.	219 SAN BENITO ST	571 M 395
FACTORY DIRECT FURNITURE	750 SAN BENITO ST	571 M 174
FORTINO'S APPLIANCES	829 SAN BENITO ST	572 M 1106
ENTERPRISE ELECTRIC CO. appliances	542 SAN BENITO ST	572 M 270
PAINE'S RESTUARANT AND COCKTAILS	421 EAST STREET	581 M 609
SAN ANDREAS BREWING CO.	737 SAN BENITO ST	581 M 390
KENTUKY FRIED CHICKEN	140 SAN BENITO ST	581 M 258
LAS PALMAS - rest.	445 SAN BENITO ST	581 M 217
DON PEDRO'S MEXICAN RESTUARANT	204 4TH STREET	581 M 214

A + W - rest	203	SOUTH STREET	581	M	192
NEW CHINA CAFE	410	SAN BENITO ST	581	M	165
PROGRESSO REST.	230	3RD STREET	581	M	160
COZY CUP CAFE	380	4TH STREET	581	M	159
JOHNNIE'S BAR AND GRILL	526	SAN BENITO ST	581	M	148
PARADISE INN - rest	905	HAWKINS ST	581	M	148
KIM'S PLACE - rest.	419	SAN BENITO ST	581	M	141
NINO'S PIZZA	419	SAN BENITO ST	581	M	141
WOODEN SPOON - rest	257	6TH STREET	581	M	116
DELI, THE	636	SAN BENITO ST	581	M	115
CHEUNG SHENG RESTUARANT	201	6TH STREET	581	M	105
DOMINO'S PIZZA	615	SAN BENITO ST	581	M	102
HAPPY DOGS - rest.	441	SAN BENITO ST	581	M	78
NEW AND USED	813	SAN BENITO ST	593	M	422
MAURO STATIONERS-office equip.	438	SAN BENITO ST	594	M	513
BOOKSTORE, THE	642	SAN BENITO ST	594	M	242
MJENZER CYCLERY + SPORTS CENTER	221	5TH STREET	595	M	696
MADDOX JEWELRY	430	SAN BENITO ST	597	M	168
JOHNSON JEWELERS	534	SAN BENITO ST	597	M	85
HOLLISTER-GOULARTE FLORAL	609	SAN BENITO ST	599	M	116
COUNTRY VILLAGE FLORIST	850	SAN BENITO ST	599	M	105
BANK OF AMERICA	320	SAN BENITO ST	611	M	850
WELLS FARGO BANK	375	6TH STREET	611	M	546
WORLD SAVING	575	SAN BENITO ST	611	M	413
CALIFORNIA FIRST BANK	500	SAN BENITO ST	611	M	329
COMTEMPO REALTY	898	SAN BENITO ST	615	M	182
J.B. HOWARD REAL ESTATE	420	SAN BENITO ST	615	M	125
WAGNER REAL ESTATE	350	5TH STREET	615	M	108
BOZZO REAL ESTATE	321	SAN BENITO ST	615	M	78
DE ROZA REAL ESTATE	843	SAN BENITO ST	615	M	77
HALL REAL ESTATE	540	MONTEREY ST	615	M	77
PIONEER REALTY	218	5TH STREET	615	M	42
BLACK, COOPER, SANDER FUNERAL HOME	363	7TH STREET	624	M	683
GRUNNAGLE-AMENT-NELSON FUNERAL H.	870	SAN BENITO ST	624	M	460
HOLLISTER GARAGE - auto repair	396	4TH STREET	641	M	1370
TEXACO - auto repair no gas	759	SAN BENITO ST	641	M	26
T+T AUTO REPAIR	130	6TH STREET	641	M	293
EAST STREET SERVICE CENTER - auto rep	424	EAST STREET	641	M	279
HOLLISTER TRANSMISSION + AUTO REP.	5	SAN BENITO ST	641	M	154
ANDRE RADIATOR SERVICE	336	3RD STREET	641	M	94
HOLLISTER MUFFLERS	249	SAN BENITO ST	641	M	93
SHOW CASE MOVIE THEATER	705	SAN BENITO ST	721	M	619
GRANADA THEATER	336	5TH STREET	721	M	461
NUMBER OF M	88				
TOTAL M2 OF M	28611				
AVE M2 OF M	325				
% OF M (AREA)	69.4				
SD FOR M	387				

TABLE 33: STATISTICS FOR HOLLISTER'S CBD

STATISTICS FOR HOLLISTER'S CBD IN 1961

NUMBER OF C	53	NUMBER OF L	7	NUMBER OF M	71	NUMBER OF V	11
TOTAL M2 OF C	8278	TOTAL M2 OF L	1500	TOTAL M2 OF M	26394	TOTAL M2 OF V	2163
AVE M2 OF C	156	AVE M2 OF L	214	AVE M2 OF M	372		
% OF C (AREA)	21.6	% OF L (AREA)	3.9	% OF M (AREA)	68.9	% OF V (AREA)	5.6
SD FOR C	91	SD FOR L	180	SD FOR M	416		

TOTAL NUMBER	142	% OF C (AREA)	21.6
TOTAL M2	38335	% OF L (AREA)	3.9
AVE M2 OF ALL	270	% OF M (AREA)	68.9
% OF ALL	100	% OF V (AREA)	5.6
SD FOR ALL	319		

%L/%C	0.18
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STATISTICS FOR HOLLISTER'S CBD 1988

NUMBER OF C	41	NUMBER OF L	27	NUMBER OF M	88	NUMBER OF V	5
TOTAL M2 OF C	5849	TOTAL M2 OF L	5704	TOTAL M2 OF M	28611	TOTAL M2 OF V	1083
AVE M2 OF C	143	AVE M2 OF L	211	AVE M2 OF M	325		
% OF C (AREA)	14.2	% OF L (AREA)	13.8	% OF M (AREA)	69.4	% OF V (AREA)	2.6
SD FOR C	121	SD FOR L	150	SD FOR M	387		

TOTAL NUMBER	161	% OF C (AREA)	14.2
TOTAL M2	41247	% OF L (AREA)	13.8
AVE M2 OF ALL	256	% OF M (AREA)	69.4
% OF ALL	100	% OF V (AREA)	2.6
SD FOR ALL	309		

%L/%C	0.97
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CHANGE FROM 1961 TO 1988

CH IN # OF C	-12	CH IN # OF L	20	CH IN # OF M	17	CH IN # OF V	-6
CH M2 OF C	-2429	CH M2 OF L	4204	CH M2 OF M	2217	CH M2 OF V	-1080
CH AVE M2 C	-13	CH AVE M2 OF L	-3	CH AVE M2 OF M	-47		
CH % OF C AREA	-7.4	CH % OF L AREA	9.9			CH % OF M	
AREA	0.5	CH % OF V AREA	-3.0				

CH TOTAL NBR	19	% CH IN % C	-34.3
CH TOTAL M2	2912	% CH IN % L	253.8
CH AVE M2 ALL	-13.8	% CH IN % M	0.7
% CH IN TOT M2	7.6		

CH %L/%C	0.79
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TABLE 34: STATISTICS FOR HOLLISTER'S "MAIN STREET"

STATISTICS FOR HOLLISTER'S "MAIN STREET" IN 1961

NUMBER OF C	27	NUMBER OF L	1	NUMBER OF M	42	NUMBER OF V	10
TOTAL M2 OF C	4048	TOTAL M2 OF L	236	TOTAL M2 OF M	13109	TOTAL M2 OF V	1913
AVE M2 OF C	150	AVE M2 OF L	236	AVE M2 OF M	312		
% OF C (AREA)	21.0	% OF L (AREA)	1.2	% OF M (AREA)	67.9	% OF V (AREA)	9.9
SD FOR C	89	SD FOR L	0	SD FOR M	243		
TOTAL NUMBER	80			% OF C (AREA)	21		
TOTAL M2	19306			% OF L (AREA)	1.2		
AVE M2 OF ALL	241			% OF M (AREA)	67.9		
% OF ALL	100			% OF V (AREA)	9.9		
SD FOR ALL				%L/%C	0.06		
% area on main	50.4						

STATISTICS FOR HOLLISTER'S MAIN STREET IN 1988

NUMBER OF C	21	NUMBER OF L	13	NUMBER OF M	56	NUMBER OF V	3
TOTAL M2 OF C	3075	TOTAL M2 OF L	2357	TOTAL M2 OF M	17427	TOTAL M2 OF V	605
AVE M2 OF C	146	AVE M2 OF L	181	AVE M2 OF M	311		
% OF C (AREA)	13.1	% OF L (AREA)	10.0	% OF M (AREA)	74.3	% OF V (AREA)	2.6
SD FOR C	132	SD FOR L	135	SD FOR M	420		
TOTAL NUMBER	93	% OF C (AREA)	13.1				
TOTAL M2	23464	% OF L (AREA)	10				
AVE M2 OF ALL	252	% OF M (AREA)	74.3				
% OF ALL	100	% OF V (AREA)	2.6				
SD FOR ALL	343					%L/%C	0.76
% area on main	56.8						

CHANGE IN THE MAIN STREET FROM 1961 TO 1988

CH IN # OF C	-6	CH IN # OF L	12	CH IN # OF M	14	CH IN # OF V	-7
CH M2 OF C	-973	CH M2 OF L	2121	CH M2 OF M	4318	CH M2 OF V	-1308
CH AVE M2 C	-4	CH AVE M2 OF L	-55	CH AVE M2 OF M	-1		
CH % OF C AREA	-7.9	CH % OF L AREA	8.8	CH % OF M AREA	6.4	CH % OF V AREA	-7.3
CH TOTAL NBR	13			% CH IN % C	-37.6		
CH TOTAL M2	4158			% CH IN % L	733.3		
CH AVE M2 ALL	11			% CH IN % M	9.4		
% CH IN TOT M2	2.2			CH %L/%C	0.71		

decreased to 13.1%. Vacant space decreased from 9.9% to only 2.6%. Most of this space was filled by mass appeal stores, which increased their percentage of the total floorspace from 67.9% to 74.3%. The sum of limited appeal space and convenience space increased by less than one percent. Although the space occupied by establishments selling limited appeal goods increased on both the "main street" and in downtown as a whole, the percent of limited appeal space is significantly less on the "main street" than for the downtown as a whole. Although San Benito Street has 56.8% of the total retail floorspace, it contains only 41.3% of the total limited appeal space.

CHAPTER IV

A COMPARISON OF ALL THE CITIES

The same trend in retail development is observable in Los Gatos, Santa Cruz, Watsonville, and Hollister, but the cities are at different stages. From 1960 to 1988, they have all increased the percentage of limited appeal space and decreased the percentage of convenience space in their Central Business District retail areas. Although the percentage of mass appeal space is affected by this trend in retail development, it varies more with the amount of retail that exists outside of the Central Business District.

The sum of the percentage of limited appeal space and the percentage of convenience space ($L + C$) is an inverse function of the amount of retail space that exists outside of the CBD. If there is a lot of retail space outside of the CBD, then there will be relatively less limited appeal and convenience space within the CBD. If there is very little retail space outside of the CBD, then there will be comparatively more limited and convenience space within the CBD. Since Hollister has very little retail space outside of the CBD area, it has more limited appeal space and convenience space in the CBD.

Santa Cruz has a large amount of retail outside of the CBD and, therefore, has a smaller proportion of convenience and limited appeal space. The significant growth of retail space outside of the CBD between 1960 and 1988 in Los Gatos, however, has not been

accompanied by an increase in the percentage of mass appeal space because of the huge growth in limited appeal space. Los Gatos is evolving into a limited appeal specialty shopping area.

The largest growth in percentage of mass appeal space has been in Watsonville (11.2%), which has experienced considerable growth in the northern part of the city. The next largest percent increase has been in Santa Cruz (4.5%) which is also growing significantly outside of the CBD. Hollister has grown only slightly outside of the downtown area and shows only a slight increase in percent of mass appeal area: 0.5%. Los Gatos has a 1.2% decrease in mass appeal percentage, although it has a slight increase in total floorspace. Since Hollister appears to be starting to grow outside of the CBD, it is likely that some proportion of limited appeal and convenience space will move away from the downtown.

In figure 5, the proportionating of the CBDs for the various cities in 1960, appears to be fairly similar. They all have about 2/3 mass appeal space. Convenience space is quite large for all the cities. The most noticeable difference among the cities is the large amount of vacant space in Watsonville. Although some amount of vacant space is needed in a dynamic society, this high an amount appears unhealthy.

By comparing figures 5 and 6, one notices that the breakup of retail by type on the "main street" is more like the composition of the entire CBD of that city than it is to the other "main streets". The differences between the entire CBD and the "main street" for each

Fig. 5

Percentages of retail land use in the CBD
1 9 6 0 - 1 9 6 1

HOLLISTER 1961

WATSONVILLE 1960

SANTA CRUZ 1960

LOS GATOS 1960

Fig. 6

Percentages of retail land use on THE MAIN STREETS 1960-1961

HOLLISTER 1961
THE MAIN ST ONLY

WATSONVILLE 1960
THE MAIN ST ONLY

SANTA CRUZ 1960
THE MAIN STREET ONLY

LOS GATOS 1960
THE MAIN STREET ONLY

city are quite comparable. The "main streets" have a slightly greater percentage of mass appeal space and a slightly smaller percentage of both limited appeal and convenience space. This is true for 1988, as well as for 1960. (see fig. 7 and 8)

The comparison of the pie graphs for 1988 with the pie graphs for 1960 clearly shows the trend all of the CBDs are following. (see fig 5 and 7) All of the CBDs show a substantial increase in the percentage of limited appeal space. This decrease was so great that in all cases it reflects an absolute drop in convenience floorspace. The percentage of limited appeal space grew considerably in all of the CBDs over this time period. As a result of these changes, the L/C ratio for all the cities increased. The limited appeal/convenience space ratio is particularly important because it shows the extent of the movement away from convenience stores toward limited appeal stores. It also reduces the effect of varying amounts of retail outside of the CBD. Although Santa Cruz and Los Gatos had higher L/C ratios in 1960 than Hollister or Watsonville, the division between the cities is not as distinct in 1960 as it is in 1988. In 1960, the ratio for Hollister was 0.18, Watsonville was 0.25, Los Gatos was 0.36, and Santa Cruz was 0.62. By 1988, the two groups are much more distinct. The L/C ratio for Watsonville was 0.91 and for Hollister it was 0.97. This means that there is almost an equal amount of both limited and convenience space. The CBDs of Los Gatos and Santa Cruz both greatly surpassed the point of even distribution. The ratio for

Fig. 7

Percentages of retail land use in the CBD 1 9 8 8

HOLLISTER 1988

WATSONVILLE 1988

SANTA CRUZ 1988

LOS GATOS 1988

Fig. 8

Percentages of retail land use on THE MAIN STREETS 1988

HOLLISTER 1988
THE MAIN ST ONLY

$L/C = 0.76$

WATSONVILLE 1988
THE MAIN ST ONLY

$L/C = 1.19$

SANTA CRUZ 1988
THE MAIN STREET ONLY

$L/C = 2.06$

LOS GATOS 1988
THE MAIN STREET ONLY

$L/C = 1.40$

Santa Cruz is 2.46, and 2.48 for Los Gatos. There are almost 2.5 times more limited appeal space than convenience space.

The same change is not as clear if one only looks at the percentage of limited appeal space in each CBD. In 1960, the division between the cities was distinct. Watsonville and Hollister have just under 4% limited appeal space, while Santa Cruz and Los Gatos have just over 8%. In 1988, as expected, Los Gatos is clearly the leader with 24.6% limited appeal space, almost doubling the percentage of limited appeal space in the other cities. By looking exclusively at the limited appeal percentage, however, Hollister would be second in the trend with limited appeal space at 13.8% of the total retail area. (see fig. 7) This relatively high percentage of limited appeal space, as stated above, largely reflects the lack of retail outside of the CBD in Hollister. Santa Cruz, conversely, shows a relative lack of limited appeal space because of the high percentage of retail space outside of the CBD. Likewise, if one looks at the smallness in the percentage of convenience space as an indicator of development, the results would also be deceptive. The ranking of the cities according to the smallness of the percentage of convenience space would be: Santa Cruz, Watsonville, Los Gatos, then Hollister. Los Gatos went from the highest percent of convenience space to the second highest percent. (see statistics tables)

In Santa Cruz and Los Gatos the movement of convenience stores to the periphery of the CBD from 1960 to 1988 can be distinctly seen.

(see maps 13 and 16; 19 and 22) Many of the central blocks which had a significant number of convenience stores now have very few or no convenience establishments on them. Although this type of movement may be occurring in Hollister and Watsonville to some extent, it is not very noticeable. Convenience stores appear to be diminishing in number fairly evenly throughout the CBD. (see maps 1 and 4; 7 and 10) Convenience stores still show a preference for corner locations. They are located on a much greater percentage of corner lots than their percentage of floorspace would indicate.

As people from the surrounding area travel to Santa Cruz and particularly to Los Gatos to shop at limited appeal stores, a clustering of these stores has appeared. Santa Cruz is beginning to show a clustering of limited appeal stores in the northern, "mall" area of Pacific Avenue. (see map 17) It is likely that limited appeal space will continue to grow in this part of the CBD. Los Gatos now has two distinct clusters of limited appeal stores: one on Main Street and one on Village. (see map 23) In Los Gatos these stores are predominantly, although not exclusively, antique stores. (see table 31)

For all of the cities, convenience stores on average were smaller than either limited appeal stores or mass appeal stores. Their averages range from 109 m² to 161 m². Limited appeal stores range in average from 129 m² to 214 m². Mass appeal stores range in size from 201 m² to 372 m². Although these averages are significantly different, their standard deviations are so large that using store size

would not be a good way to predict type. The average size store in Los Gatos was smaller than the average size store in the other cities. Because the cost per square meter of floorspace has increased in Los Gatos, stores must either become smaller, move to a lower rent area, or generate more revenue. Los Gatos is also the only city in the study with no large department store within the CBD. Hollister, Watsonville, and Santa Cruz, all have large department stores on the "main street." Because Los Gatos is close to other cities, the residents have numerous shopping centers close by to choose from. The residents of the other cities in the study, however, must drive long distances to find an alternative.

The increase in disposable income in all four cities has an impact on the amount of space that the city can support of individual types of stores. Part of the increase in financial institutions and restaurants can be explained by this market change. As people have a greater disposable income, they can afford to eat out more frequently. Santa Cruz and Los Gatos have had the highest percent increase in restaurant floorspace partially because of the increased income. Gas stations and corner drug stores have decreased or disappeared from the CBDs because they are unable to compete for space with higher profit generating establishments. Large chain stores, like "Longs," have taken away much of the market from convenience type drug stores. They are more profitable, carry a greater variety of goods at cheaper prices, and have become truly mass appeal retail

establishments. They are also rarely located within the CBD, but are frequently found in small shopping centers, located at major intersections. One such store in Los Gatos is located in this type of shopping center just outside of the CBD on the southern corner of Saratoga Avenue and N. Santa Cruz Avenue. Grocery stores have also changed to large mass appeal stores located close to, but not usually in, the CBD. These market changes are true for all of the cities in the study.

The names of the clothing stores are indicative of the character of the downtown. The stores in Hollister have simple names. The department stores are part of well known middle class chains. For instance, Hollister has a JC Penny, a Ford's department store, a Family Bargains Center, Pants Place etc.. Watsonville also has similar stores: a JC Penny, a Ford's, Watsonville Jeans, GB Family Wear etc.. Although Santa Cruz has a JC Penny and a Ford's, it also has stores called Ambience, Angelica's, Revelation, etc. A Ford's or JC Penny would not fit the character of Los Gatos. It has Idamina's Fashions, Andienne's, LF Elegance, Sona's Boutique, etc. This difference was not so apparent in 1960.

The limited appeal space in Los Gatos and Santa Cruz has grown, not only in total floorspace, but also in the degree of limited appeal. In 1960, the limited stores in all four cities were mostly marginally limited appeal stores. There were music stores, craft stores, glass and lumber stores, pet stores, and camera shops. In Hollister and

Watsonville, this description still fits with very few exceptions. In Los Gatos and Santa Cruz, limited appeal establishments have become much more limited. There are antique stores, fancy restaurants, boutiques, and art galleries. (see tables) It is unlikely that either Los Gatos or Santa Cruz could support so many extremely limited appeal stores if they had to depend on only the patronage of the residents of the city. Of course, the less limited limited appeal stores also exist in Los Gatos and Santa Cruz.

Because Santa Cruz and Los Gatos are now relatively closer to the large metropolitan population, the retail floorspace in the CBD has grown considerably. The retail floorspace in Santa Cruz's CBD increased by 46% and the floorspace in Los Gatos's CBD increased by 84.%. Hollister's CBD only increased by 8% and Watsonville's floorspace decreased by over 6%. If more people shop in the CBD of a city, it can support a greater amount of retail area. Population change, of course, accounts for part of this growth, as it does for Hollister, but it cannot be the only factor. Although Los Gatos has had the highest percent population change, it is only about 25% greater than the population change in Hollister. (see table 1)

CHAPTER V

CONCLUSION

This study has applied both a quantitative and spatial method for analyzing the development of retail space within the central business districts of medium sized cities. The statistical data, and the pie graphs which were generated from them, produced the needed information for a quantitative study. Numbers, however, have no spatial quality to them. For this reason it was necessary to generate maps of the central business districts for the different time periods. The categories into which the retail space was divided--convenience space, limited appeal space, and mass appeal space--are general enough to allow for this method to be universally employed in studying other CBDs, or even in a study of these CBDs sometime in the future.

As stated in the introduction, the changes in the retail area of the CBDs are the result of both market changes and changes in the relative location of the city to a large metropolitan market. The movement from convenience drug stores and grocery stores to larger, mass appeal stores is mostly a result of market changes as is the increase in banking space. The increase in the percentage of restaurant space is a result of both market and propinquity changes. All four of the cities show an increase in the percentage of restaurant space, but the change is much greater in Los Gatos and in Santa Cruz. The increase in the percentage of limited appeal space is also a result of both factors. The extremely limited appeal

stores, however, can only survive because of their propinquity to the large metropolitan area. The population of the cities is not large enough to support such limited appeal stores.

The comparison of Los Gatos, Santa Cruz, Watsonville, and Hollister from 1960 to 1988, has clearly shown the trend in the development of the retail in central business districts. In the beginning, the CBDs contained mostly mass appeal space, a considerable amount of convenience space, and very little limited appeal space. Over time, the percentage of convenience space decreased, and the percentage of limited appeal space increased, to approximately equal amounts of each. The CBDs of Watsonville and Hollister are presently at this stage. As development continues, convenience space continues to decrease in percentage, and limited appeal increases in percentage. Convenience stores move to the periphery of the CBD. Limited appeal stores begin to cluster. Limited appeal stores also become much more limited in appeal. This is the present stage of the CBDs in Los Gatos and Santa Cruz. In the future, one would expect the percentage of convenience space to stabilize at some small percentage. Limited appeal space should continue to grow and cluster. Limited appeal stores will probably become more and more specialized. Mass appeal space throughout the stages has remained fairly constant. One would expect this percentage to remain fairly stable or decrease slightly as the increase in limited appeal space continues to grow. Watsonville and Hollister will also continue to evolve in a similar way along this same trend. The speed of their development is largely

dependent on the outward growth of the San Francisco Bay metropolis. As the Bay Area continues to grow, the population of Watsonville and Hollister should increase because the cities will be in commuting distance of the major employment center.

Many related studies can be done to help understand the retail development of central business districts. A study of shopping frequency and periodicity would be helpful. In an isolated city one would expect a much more even distribution of shoppers throughout the week than one would expect in cities like Los Gatos and Santa Cruz which attract largely weekend shoppers. A comparison of retail rents would also be useful in understanding the transformation of the downtown. A knowledge of the amount of sales and prices charged would also be useful. The information found in the present study should be helpful for continuing the analysis of the evolving central business district.

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