

# FRESH & EASY DOES IT



**Fresh & Easy Neighborhood Market signed a lease Thursday to move into a 14,000-square-foot building on the southwest corner of Seaside's City Center retail site.**

ORVILLE WENERS/The Herald

By **LAITH AGHA**  
Herald Staff Writer

Seaside has big news to celebrate during today's City Center grand opening party. A grocery store is coming to town.

Fresh & Easy Neighborhood Market signed a lease with the Oroscro Group to occupy a 14,000-square-foot building on the shopping center's southwest corner, the center's developer announced Thursday. The building has not been built, and a date for the store's opening was not announced.

The grocery store gives the city an anchor tenant to build around as it develops its downtown, said Diana Ingersoll, Seaside's deputy city manager.

"I see the store as a catalyst for the rest of the development of the West Broadway Urban Village," Ingersoll said. "It is actually an anchor to our downtown."

Fresh & Easy also addresses the absence of a supermarket in Seaside. Safeway in Del Rey Oaks and Save Mart in Sand City are the closest options for the city's residents.

The Urban Village is the city's vision for developing its downtown district. The targeted redevelopment area begins at



**Neighborhood Market**  
Fresh & Easy has more than 60 stores in California, Arizona and Nevada.

building a hotel and conference center at Del Monte and Canyon Del Rey boulevards.

Fresh & Easy, a subsidiary of British grocer Tesco — the fourth largest

Broadway Avenue and Fremont Boulevard, where the City Center is located, goes west on Broadway to De Monte Boulevard, then southwest on Del Monte to Canyon Del Rey Boulevard.

Baseball Hall-of-Famer Reggie Jackson's development team has proposed

building a hotel and conference center at Del Monte and Canyon Del Rey boulevards.

Fresh & Easy, a subsidiary of British grocer Tesco — the fourth largest

retailer in the world — opened its first store in November in Riverside County. It has since opened more than 60 stores in California, Arizona and Nevada.

Fresh & Easy could not be reached Thursday.

Pat Oroscro, project manager of the City Center, said Trader Joe's was originally courted to anchor the shopping center. But when that failed to pan out, the Oroscro Group turned to Fresh & Easy, which Oroscro said would appeal to a wide variety of local shoppers.

"It will appeal to someone who will

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shop at Whole Foods, who will shop at Trader Joe's, who will shop at Safeway," Oroscro said.

Much of the shopping center has remained empty since the first tenants moved in nearly a year ago, but it is gradually filling up. Of the City Center's 16

occupied, and negotiations are in the process for three of the vacancies, Oroscro said.

Starbucks, FedEx Kinko's, Washington Mutual Bank, Vivaz Beauty day spa, Erik's DeliCafe and Men-Ed's Pizzeria have opened for business in the center within the past year.

With the grocery chain signed on, Oroscro said, focus will shift to filling the rest of the spaces.

tenant," Oroscro said, "we are intending to go back to all of our first-choice (potential) tenants to communicate the change is coming to Seaside's downtown."

The grand opening event, 4 to 8 p.m., coincides with the city's "Hot Cars and Cool Nights" hot rod and classic car show.

The event will promote efforts to revitalize the Seaside-Sand City Chamber of Commerce.

and information booths by the Arts Habitat, Youth Summit and Monterey-Salinas Transit.

Signs went up Thursday in the shopping center's parking lot, designating two spaces for hybrid vehicles. Four more spaces will soon become hybrid-only, Oroscro said.

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