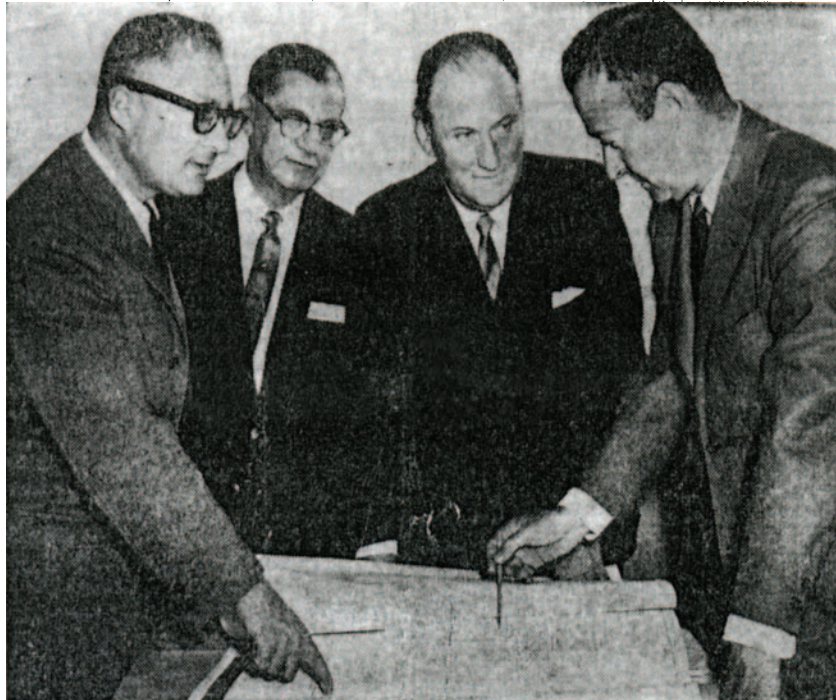


## Huge Center Planned by Southland Group

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**PLANNERS**—Southland syndicate shows plans for fourth in \$50 million series of seven upstate regional shopping centers—Evergreen Shopping Center in San Jose. From left: Atty. Frederick M. Nicholas; Harry Friedman, builder; Hap Smith, developer, and Herman Guttman, of Victor Gruen Associates, architects.

## Huge Center Planned by Southland Group

Extension of Southland stores on the periphery of building and development what will be San Jose's first know-how, backed by Los Angeles capital, into the enclosed, air-conditioned mall.

Active Northern California market is reflected in the announcement of plans for a \$15 million regional shopping center in San Jose.

The 68-acre Evergreen Mall Shopping Center will be the fourth in a projected \$50 million series of seven such giant facilities which are being developed upstate entirely by the Hapsmith Co. of Los Angeles and its Southland associates.

Hap Smith, president of the firm, said plans will shortly be completed by Southland architect Victor Gruen, for early construction by Contracting Engineers of Los Angeles, with financing provided by Los Angeles capital.

The newest Hapsmith center will contain 770,000 sq. ft. of facilities, including three large department

in early 1966, the new center at King and Tully Rds., adjacent to Bayshore Highway and Nimitz Freeway in fast-growing southeast San Jose, will serve a trading area whose present population is 170,000, projected to 271,000 by 1970 by that city's planning commission.

Initial tenant of the new center, with quarters already completed, is a Safeway market, according to Gunn Miller Co. of San Jose, exclusive leasing agent.

Evergreen Mall will be a continuation of the extensive upstate program of the Hapsmith group, which in the last few years built Lawrence Square in Santa Clara, Roseville Square in Sacramento, and the 65-acre Fremont Hub Shopping Center, just completed in Fremont, where General Motors recently established a new 2.5 million sq.-ft. assembly plant.

Meanwhile, the Southland developing group announced, surveys currently under way will determine locations for three additional major shopping centers for early construction in booming population areas of Northern California.