



RICHARD GREEN/THE SALINAS CALIFORNIAN FILE PHOTO

Shoppers crowd the JC Penney at Northridge Mall in Salinas the Friday after Thanksgiving 2005, the first day of the holiday shopping season.

# Scouting out deals easy with area's shopping choices

*From inland to oceanfront, you're sure to find what you're looking for and more*

By **SUE DEROY BRENES**  
For The Salinas Californian

There's no shortage of places to spend your money in Salinas. The city continues to increase its number of shopping areas as its population grows. Some of the best national anchor stores, along with specialty shops, boutiques and antiques, keep Salinas Valley shoppers happy.

Here's a glance at your Monterey County shopping options:

■ At the heart of Salinas is **Oldtown**, (758-0725, [www.oldtownsalinas.com](http://www.oldtownsalinas.com)) situated along three blocks of Main Street and adjoining side streets.

Here, shoppers will find renovated, historic buildings, some with Victorian architecture, anchored by the National Steinbeck Center, 1 Main St. The addition of Maya Cinemas and the parking structure next to it just means there are more people headed to Oldtown.

"The theater has definitely changed the face of Oldtown," said Will Reynolds, one of the owners of Hullabaloo Restaurant. "People are starting to embrace it again, after it being out of the spotlight for a long time."

"It is a safe environment to come and enjoy the evenings. All sorts of new things are happening, like the First Fridays art walk. We think a farmer's

market is coming back, a sports bar is coming. ... We just think the more people down here, the better."

In Oldtown, you can buy everything from wine (A Taste of Monterey, 127 Main St., 751-1980) to furniture (Affordable Décor, 397 Salinas St., 759-8359) to shoes (Beck's Shoes, 354 Main St., 424-7569.)

■ **Northridge Mall** (449-7227, [www.shop-northridge-mall.com](http://www.shop-northridge-mall.com)) is on North Main Street just south of Boronda Road in Salinas.

Flanked on ends and centered by Macy's, Sears, Mervyns and JC Penney, it is the Salinas area's largest shopping destination and the only enclosed center in Monterey County, with 120 stores and restaurants. Northridge Mall has been in business since 1972.

"We have a very wide region of shoppers from as far south as King City and as far north as the south part of San Jose," said Greg Milsap, the senior property manager. "We get about 5 million visitors a year."

The mall has a wide selection of stores and is always bringing in new ones to attract new shoppers.

"We're really excited about the Hollister (store) that opened in January," for the younger crowd, Milsap said.

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