

Business

# Amazon Books plans new San Jose location



Santana Row

Amazon Books is coming to Santana Row, marking one of the rarest of occurrences in today's turbulent world of retail: a new bricks and mortar bookstore.

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SAN JOSE — Amazon Books is coming to Santana Row, marking a rare occurrence in today's turbulent world of Bay Area retail: a new bricks and mortar bookstore.

The new Amazon Books outlet was confirmed on Thursday by both Amazon and Federal Realty, the developer of the shopping center.

“We are excited to be bringing Amazon Books to Santana Row in 2017, and we are currently hiring store managers and associates,” said Deborah Bass, a spokeswoman for Amazon.

The Amazon Books store will be 5,500 square feet in size and will be located at the corner of Tatum Lane and Santana Row, according to Federal Realty. The future Amazon site will be in the location of a former Brooks Brother store.

“The ‘technology meets traditional shopping’ approach of Amazon Books reflects a greater trend towards a new retail strategy that appeals to the tech-savvy and fashion-forward Santana Row customer who appreciates boutique and innovative services,” Federal Realty stated in an email to this newspaper.

The new store from Amazon marks a return of a bookseller to Santana Row for the first time in six years. In 2011, Borders Books shut its doors as part of a company-wide liquidation and amid the economic devastation wrought by the Great Recession.

“We have six locations open,” Bass said.

Amazon Books [now is open](#) in San Diego, Seattle, Portland and Chicago, along with two locations in Massachusetts. The retailer also has six stores listed as coming soon. The first Bay Area stores are expected to be in Santana Row and Walnut Creek’s Broadway Plaza retail center, the list shows.

A Santana Row Instagram [post showed](#) that several people are enthusiastic about the prospects for a new bookstore in Santana Row, according to comments about the post.

“YESSSS” said Tamiruchi. Gracefulrose stated, “I just said that I missed having a bookstore at SR!! I’m so excited about this!” Samantharina posted bouquets as her comment. Alexisgauba said, “OMG we r going.”

Seattle-based Amazon has job openings for several locations in the Bay Area, according to the digital retailer’s site. These include a store manager in Santana Row and jobs in San Jose, Cupertino and San Francisco.

The Great Recession, combined with the steady rise of book sales through online portals such as Amazon.com, undermined the fortunes of numerous booksellers with a physical store presence. Borders, Waldenbooks, B. Dalton and Brentanos were among the high-profile bookstore chains that went out of business after the recession.

“Bookstores have closed all over the place, so it’s encouraging to see things coming from the other direction with Amazon Books entering the market,” said Matt Sweeney, a managing director in the retail division of Newmark Cornish & Carey, a commercial realty brokerage.

Increasingly, all retailers are under pressure to maintain both an online presence and physical stores, analysts said. And the same may hold true for primarily online retailers that may be seeking brick-and-mortar outlets.

“All retail has to be omni-channel,” Sweeney said. “You have to have brick and mortar sites as well as a strong internet channel. But it’s tough for bookstores. You can go to Amazon and order a book and have it show up a few days later.”

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