

# The Reactor

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## Time for a business attitude

In 1970 Pacifica was served by three car dealerships, each one selling vehicles made in the U.S.A. Today Pacifica has no new car dealerships of any kind, though more cars are being sold on the Peninsula than ever before. The sales taxes generated by these cars now go to Colma or other cities.

In 1966 Pacifica had three branches of the Bank of America, one Wells Fargo Bank, a branch of the First National of Daly City, and a branch or two of Eureka Federal Savings. Today Wells Fargo is gone, Bank of America and Eureka bank limp along with one branch each. Only First National has two branches in this once competitive banking city.

In the early '70s Pacifica had 13 public elementary schools. Today eight serve less than half the students of only 20 years ago. In 1990 Pacifica was served by five drug stores, three locally operated. In 1993 there are three, one locally operated.

In 1970 there was a full service shoe store in Pacific Manor Village

which had served the community for 15 years. Today there is no shoe store in Pacific Manor. The two shoe stores in Linda Mar are self-service stores serving only a portion of the shoe market.

In 1990 Pacifica was served by a bicycle dealer. In 1993 there is none. In 1970 Pacifica had six competing supermarket operators. In 1993 Pacifica is served by only four.

Pacifica is going backwards commercially. We've been going backward for years. In spite of the brave words of multiple chamber committees, in spite of much positive thinking by mayors and council members, in spite of much talk about ocean-oriented commercial recreation, there is no doubt about it. We have a serious problem to overcome. Face facts. Not necessarily in order of priority, in my opinion we must:

- Remove all limitations on signs. Don't hobble our struggling businesses with our aesthetic prejudices.

- Persuade shopping center landlords to be realistic about their goals.

That means flat rate rentals, and lowered rentals. It means recognizing that a filled store is better than an empty store. It means realizing that Pacifica can no longer be a cash cow for landlords.

- Make the Chamber of Commerce an aggressive seeker after new business.

- Demand the City of Pacifica be an aggressive seeker after new business. Above all, conserve what we already have.

- Remove the City of Pacifica as an obstacle toward development, residential or business, and convert it into an enthusiastic proponent.

- Generate the enthusiasm of every citizen, and every citizen's organization, political group, service club, lodge and association toward the same goal.

- Encourage our legislators to seek a fairer division of the sales tax dollar, based on where the buyer resides.

- Reward those Pacificans who shop at home. Honor them. Show we appreciate them. Make them glad they shop in Pacifica.

- Encourage Pacifica businesses and especially city and district governments to shop at home.

- Encourage Pacifica's business community to be competitive enough so as not to drive business out of town. How can any business operator ask for business if he doesn't do business with the guy next door?