

Pacifica! A Coastside Success Story

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Incorporation was not easy. Only one of the newspapers in the area, the Coastside Tribune, was for it. The older local publication, the Sharp Park Breakers, steadfastly opposed it. Hundreds of local citizens, especially many of the oldtimers, objected to incorporation. One man, E.L. Tong, fought against incorporation, and against the school district expansion, using every means at his disposal. As usual, the real reasons for such opposition, whatever they may have been, were hidden under claims of higher taxes. The modern equivalent is the all-purpose objection to any sort of development, residential or commercial, on grounds of too much traffic.

When incorporation did happen, it was driven as much by fear of

The Reactor

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piecemeal annexation by Daly City and San Bruno as by a positive wish for the benefits of a Coastside unified and working together.

One of the most active areas favoring incorporation was Westview. Westview residents were driven by the spectre of a garbage dump within sight of and downwind from their homes. The dump was planned by the city of San Bruno for Sharp Park road and Skyline. Daly City had already annexed the area along Highway One south of Thornton Beach, while denying plans for a dump. Later that section of highway was closed because of landslides and erosion, and was used for many years...as a dump.

Another Daly City dump was planned for the Bernardi ranch, near what is now Park Mall shopping center. A Daly City newspaper ran a front page article urging residents of Linda Mar to support this "solution" to the garbage problem. Needless to say, the new home owners of Linda

Mar rejected this out of hand.

There were some thrills and spills on our way to incorporation. One of our local heroines got to Redwood City just in time (at 4:32 p.m. on a Tuesday) to stop San Bruno's Skyline dump. Joyce Christian handed the "notice of intent to incorporate" to County Clerk John Bruning, freezing the situation for 50 days. There would be no dump if the Pacifica group could gather 3,000 signatures asking for an election. San Bruno had been forestalled by less than 24 hours.

Pacifica will have its problems in the future. If we continue to have citizens of the calibre of Jean Fassler, George Mason, Connie Mason, Ralph Barkey and the many others who took Pacifica through that difficult time, Pacifica will survive and prosper.

We will always have the E.L. Tongs, with their negative ideas and destructive approaches. They do a great deal of harm. They can be overcome.