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## On the Eastside, small is beautiful

**BY TERRI MORGAN AND JONDI GUMZ**  
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Commercial real estate broker Ron Hirsch, who's worked in Santa Cruz County for more than 25 years, theorizes that "destination businesses" would rather be on 41st Avenue in Capitola than on Soquel Avenue in Santa Cruz.

There's too much traffic and not enough parking, so the businesses that do well on Soquel Avenue are ones that serve the needs of the neighborhood, he said.

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The above statement is from Ron Hirsch. You can view the whole article by visiting [www.santacruzsentinel.com](http://www.santacruzsentinel.com), select Archives (August 6, 2006). Article is posted in the Business section.