

## Fremont getting huge auto shopping center

By George Avalos  
Staff writer

FREMONT — Santa Fe Pacific Realty Corp. has joined with at least seven automobile dealers to give birth to a huge auto mall planned for Fremont, Santa Fe said Monday.

The seven dealers making the move to the area of Interstate 880 and Durham Road control 16 individual dealerships, according to Santa Fe Pacific. They include Pasha Corp.'s eight-dealership autowest group, Don Signer Buick Inc. and Jim Moran Oldsmobile Inc.

Fremont residents are expected to enjoy multiple benefits from the project. The 92-acre auto center

will aid Fremont in maintaining \$2.5 million in sales taxes from automobile sales, said Susan Saltzer, a spokeswoman for Santa Fe Pacific.

In addition, consumers will be able to browse through a shopping center-like auto sales complex.

"Auto malls are a modern trend," said Stan Allen, executive vice president of the Fremont Chamber of Commerce. "They correspond to regional shopping centers for other forms of retail."

The benefits, however, won't stop with the consumer. Auto dealers also are licking their collective chops about the mall.

**"Fremont auto dealers and auto services generate more sales taxes than NewPark Mall. We hate to lose that to any community."**

—Fremont Chamber President John Juarez

"Virtually every auto center that I'm aware of has increased its new-car sales by at least 35 percent," said Don Signer, president and owner of Don Signer Buick.

Since a typical robust dealership

grosses \$20 million to \$25 million a year, the 16 dealers expected to join the planned mall at the outset could generate a combined total of at least \$320 million and as much as \$400 million in annual sales.

"The dealers in the auto mall will have increased sales and lower costs, since they will be able to do some joint marketing and sharing of facilities," said Stan Allen, executive vice president with the Fremont Chamber of Commerce.

In addition, the defection of Fremont Ford to a freeway location in Newark shook Fremont leaders, so the auto mall could be one way for the city of Fremont to counteract any erosion in the city's retail base.

"We were alarmed when we heard that Fremont Ford was moving to Newark," said John Juarez, president of the Fremont chamber.

"Fremont auto dealers and auto services generate more sales taxes than NewPark Mall. We hate to lose that to any community."

The center is part of Santa Fe's 696-acre Fremont Shores project, a planned complex that will be akin to a small city. After the initial entry of the 16 dealerships, Santa Fe Pacific also will attempt to include more dealers as well as retail outlets for auto goods and services, Saltzer said.

The Fremont Planning Commission and the Fremont City Council must still approve the project. Construction could begin at the site as early as this summer.

## Palo Alto company moves to Hayward

By Greg Berardi  
Staff writer

Scientific Technologies Inc. of Palo Alto will move 75 employees to Hayward on Feb. 1 in a consolidation of three Bay Area locations.

"It's just gotten too expensive for most engineers or professionals to live on the Peninsula," said Jim Ashford, a company vice president.

Scientific Technologies, a 17-year-old publicly traded company, will lease 27,000 square feet in the Britannia Business Center, which is near the San Mateo Bridge in west Hayward.

The company will locate its headquarters in the new building, which will also include manufacturing now done in Mountain View and Pacheco, near Concord in central Contra Costa County.

Not affected by the move are three manufacturing sites in San Diego.

Scientific Technologies, a holding company with subsidiaries that make a variety of high-tech products, employs 140 and posted sales of \$4.3 million through first nine

months. Spurred by rising land values and other factors, the company decided to move to the East Bay because of cheaper rents, a diverse workforce and the region's increasing importance in the high-tech world.

The company considered north San Jose, Fremont and Menlo Park over the past two years.

"We feel the East Bay is the Silicon Valley of the future," said Ashford.

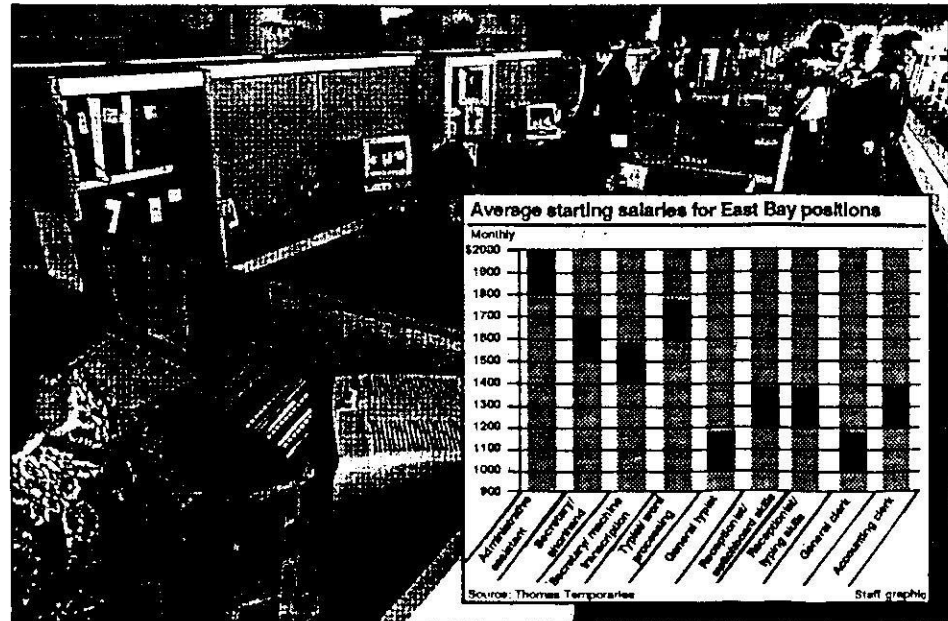
He said the reverse commute across the San Mateo Bridge wasn't a "negative" for its employees.

He doubted the company would lose employees in the transition and expected to hire about 10 more immediately and "15 percent" more next year.

Bob Bristow, developer of Britannia Business Center, said the business park is now almost entirely full. The other tenants include three high-tech companies.

Scientific Technologies becomes one of a growing number of firms leaving the Peninsula for the East Bay, primarily because of rising

## Where the money is



## Surging Dow rises 43 points

NEW YORK (AP) — The stock market staged a broad advance in heavy trading Monday, as investors focused on issues related to takeovers and pending dividend payouts.

Also bolstering the market was the dollar's relative stability against other currencies and last week's bond-market rally, which sent interest rates lower, making stocks more attractive, analysts said. Bond prices remained little changed Monday.

At the close, the Dow Jones average of 30 industrial stocks stood at 1,946.45, up 42.94 points from Friday, when the closely watched indicator picked up 24.20 points.

It was the second-biggest gain since a 76.42-point increase on Jan. 4.

Advancers outpaced decliners by about 11 to 4 among New York Stock Exchange-listed issues, with 1,137 higher, 436 lower and 396 unchanged.

Big Board volume totaled a hefty 275.25 million shares, making it the