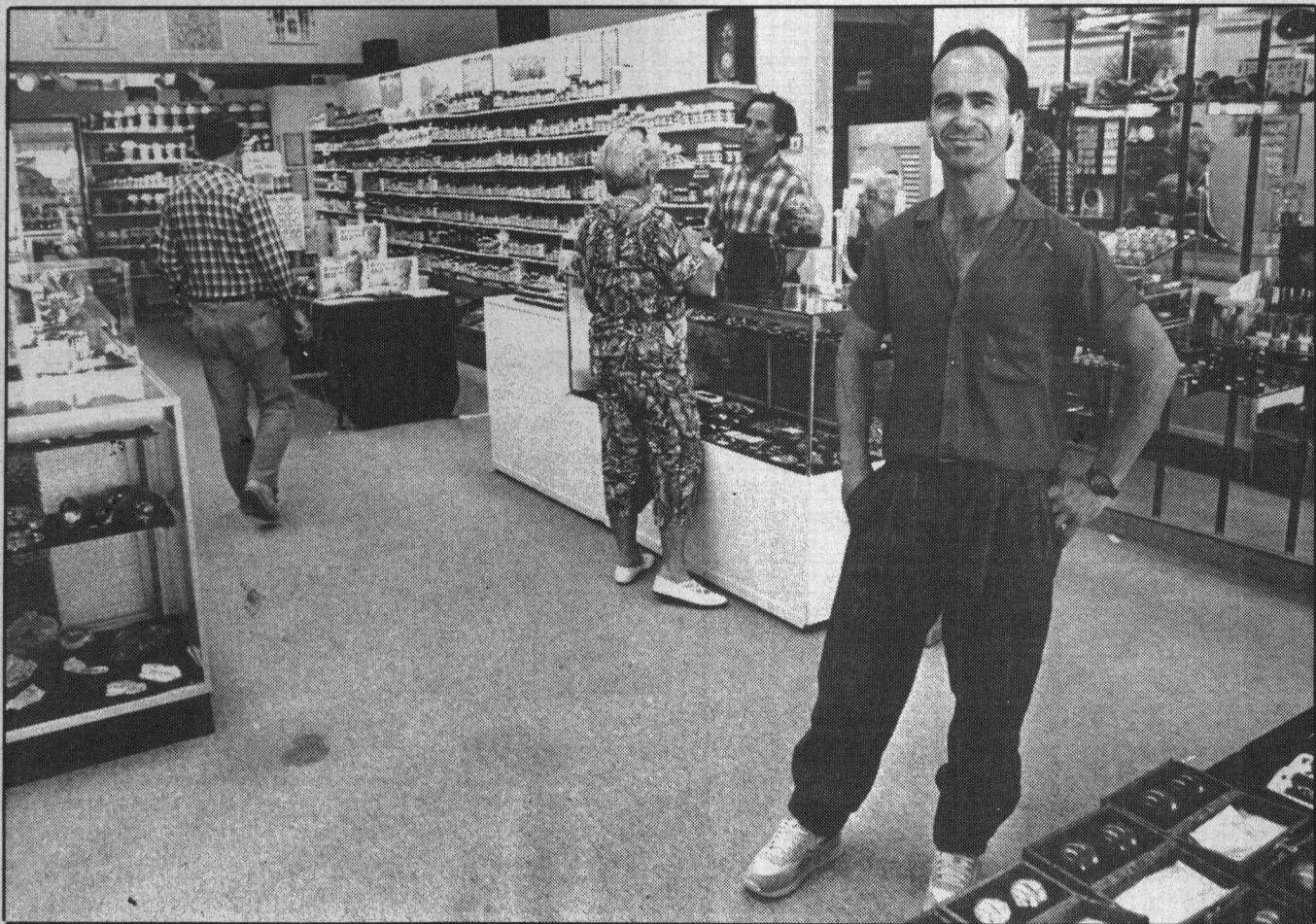


# Breaking camp



Dan Coyro/Sentinel

Michael Pecot, new owner of Natural Treasures, has a new business and a new location.

## More downtown businesses find homes outside pavilions

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**SANTA CRUZ** — More businesses are moving or planning to move to permanent quarters from the pavilions downtown.

For herbalist Michael Pecot, the move two weeks ago to a Pacific Avenue storefront at Walnut Avenue is the realization of a 12-year dream. That's how long Pecot has managed other people's businesses. Now he owns his own store.

Pecot's store used to be called Santa Cruz Nutrition and Natural Treasures and was located on Pacific Avenue for many years before the earthquake. Pecot, who managed the business for three years, bought it from Richard Bayer, owner for the past 11 years, and made the move.

Now called Natural Treasures, the store sells herbs, vitamins, rocks, jewelry and natural cosmetics. Pecot actually subleases from Kati Sutton, owner of East Meets West, a clothing store. The corner location at 1301 Pacific Ave. was formerly occupied by Chang-es, a women's clothing store.

Pecot said the experience of running businesses inside the tents showed

merchants how to take a big space and use it well.

"As difficult as it seemed (in the tents) we actually learned a lot," Pecot said.

Although the street outside his door is torn up, the new shopkeeper is optimistic. "This has been my dream," he said. "It feels good to have graduated."

Pecot has studied and practiced herbalogy for 20 years and sees his venture as a way to provide information to people as well as sell goods.

Joe Ferrara is another business owner looking forward to moving from the tents. "It is truly wonderful," said Ferrara, owner of Atlantis Fantasy-world.

Ferrara has signed a lease with the city of Santa Cruz to move to the ground floor of the parking garage at Locust and Cedar streets. His store, which features comic books and other collectibles, will occupy the northern most retail space, about 1,200 square feet with street exposure on both Cedar Street and the automobile entrance to the garage.

Jack and Sue Chaio, owners of the Little Shanghai restaurant, with locations in the food tent and the court-

yard behind Bookshop Santa Cruz, have also signed a lease to set up shop in the garage's retail space.

The stores join three others, Bookshop Santa Cruz, Western Visions and Judi Wyant Antiques that plan to move from tents to the under-construction St. George Hotel.

Ferrara said he was not daunted by a 40-plus page lease or with doing business with the city. "I'm not going anywhere and the city's not going anywhere," he said. Ferrara chose the garage space over five other possible locations. He said parking garage is the downtown's biggest selling point because of the pay-the-attendant parking system that will mean the end to parking tickets.

Ferrara said his contract calls for him to begin tenant improvement Sept. 12. He hopes to move in Nov. 1. He wants to retain the atmosphere of his pre-earthquake spot with some changes.

"It will be clean and light, but not overly gauche," he said. He plans to broaden his product line to include old movie posters and family-style video