

Tesla Conditional Permit Approval: Objection

From Robert Morgan <rmorgan3135@gmail.com>

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To PLANNING COMMISSION <planningcommission@ci.capitola.ca.us>

Cc Herlihy, Katie (kherlihy@ci.capitola.ca.us) <kherlihy@ci.capitola.ca.us>; City Council <citycouncil@ci.capitola.ca.us>

Bob Morgan
March 4th, 2026

Capitola Planning Commission
City of Capitola
420 Capitola Avenue
Capitola, CA 95010

Dear Planning Commission Members,

I have objections to the proposed Tesla Dealership at 1475 41st Avenue.

I Broad Public Concern:

I am a thirty-year local resident who lives two blocks from Kings Plaza. My family are frequent shoppers at many of the businesses in the Plaza and often attend movies at the theater. I regret that the Community Development Department did not offer a more robust community conversation about the Tesla Dealership proposed for Kings Plaza. The application for the permit was submitted 9/25/2025, and public notification of the March 5th meeting was posted and sent to residents within 300 feet of the site around February 23rd, according to Planning administrators.

Tesla is a controversial brand. Its owner, Elon Musk, is man who embodies a well-documented grave moral depravity. Most recently in the newly released Jeffrey Epstein emails, he's quoted as asking when the next "wildest" party will take place on Epstein's Caribbean island; many of us have seen a video of him giving the Nazi salute in a nationally televised political event. This facility will encourage Tesla Takedown activists to protest at the Plaza. Certainly, a decision to place a Tesla Dealership in our neighborhood, headed by the majority shareholder of Tesla, a man of moral turpitude, would benefit from an expanded public discourse. Please consider pausing this application until the broader community can express their sentiments--I'm sure many will both oppose and welcome Tesla--more significantly, they will be given the opportunity to share their thoughts, an opportunity lacking in a minimally publicized and condensed timeline.

II

Practical Safety Concerns:

The benefits of utilizing the former Rite Aid space are clear--increasing tax revenue, occupying a vacant storefront, creating a more active economic dynamic in the Plaza, supporting EVs and eliminating greenhouse gas emissions by encouraging a fossil fuel free environment. The conditions of permit approval

help minimize the impact of the car dealership in a retail mall not designed to house a dealership and are welcome--car dealerships have traditionally been located at Auto Row next to Highway 1 and away from active retail spaces where people congregate. In my mind this is because of two primary safety issues:

1) Corridor safety. Large vehicle transport trucks utilizing 41st Avenue south of Capitola Rd. will be a new phenomenon for residents and cause both congestion and potential bike and pedestrian safety issues. The corridor is busy, a transit and bike corridor that already can be treacherous for drivers, bikers and walkers. Conditions could be required to limit the hours and days of delivery of Teslas.

2) Safety in a residential mall. I've seen no language in the Conditional Permit Application that cites any mention of test drives. In a personal communication, Ms. Hurley informed me that five parked Teslas will be parked in front of the dealership in parking spaces. These Teslas, I'm believe, will be used for test drives. My family owns EVs; they drive differently than gas cars, and my great fear is that a novice driver of an EV drives a Tesla into the crowded parking lot of Kings Plaza. Faced with more robust, immediate acceleration and a contemporary digital dashboard, a novice driver will be at a disadvantage when negotiating a parking lot filled with shoppers and shopping carts, families exiting the theater, people on bikes and walkers accessing businesses from parked cars. I urge the Planning Commission and staff to define specific conditions for test drives before any permit is approved. It's a safety concern. It would be a simple accommodation to require test drives take place from behind the building, or at the 1404 38th storage lot. Access to 38th and 41st Avenues would be easy with no shoppers, elderly or young families present with which to complicate a driver's first experience in a new EV. A crowded parking lot, demanding a driver's focused attention, is the last place a novice EV driver should begin a test drive.

Thank you for your time and consideration.

Respectfully,
Bob Morgan