

Support for Tesla Dealership

From Janet Huh <janet.huh@gmail.com>

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

Janet huh
Santa Cruz CA
Date: March 3, 2026

To: Capitola Planning Commission / City Council

City of Capitola
4200 Capitola Road
Capitola, CA 95010

Subject: Letter of Support for a Tesla Sales and Service Center in Capitola

Dear Members of the Planning Commission and City Council,

As a longtime resident of Santa Cruz County, I strongly support establishing a Tesla dealership and service center in our community, specifically at the proposed location on 41st Avenue, the former Rite Aid site.

Tesla's presence would bring several important benefits to Capitola and the surrounding Monterey Bay area:

- **Economic growth and jobs** — A Tesla facility would create high-quality local employment opportunities in sales, service, delivery, and technical roles, many of which offer competitive wages and career advancement in the growing clean energy and automotive sector.
- **Environmental leadership** — As a coastal community that values sustainability, clean air, and protection of our natural resources, Capitola would benefit from expanded access to electric vehicles. A local Tesla center would make it easier for residents to transition away from fossil-fuel vehicles, reducing greenhouse gas emissions and improving regional air quality.
- **Convenience for residents** — Currently, the nearest Tesla stores are located farther away (such as in San Jose or other parts of the Bay Area). A Capitola location would reduce travel time for test drives, vehicle purchases, service appointments, and deliveries, making electric vehicle ownership more practical for families and individuals in Santa Cruz County.
- **Increased local commerce** — The dealership would attract visitors from nearby communities, supporting surrounding businesses in the 41st Avenue corridor, Capitola Village, and adjacent shopping areas in addition to increasing city revenue through taxes.

Tesla has consistently demonstrated a commitment to innovative, high-quality customer experiences and community-oriented facilities. I believe this project aligns well with Capitola's values: forward-thinking progress, environmental responsibility, and economic vitality.

I respectfully urge the City to approve the necessary permits and zoning considerations to allow this Tesla dealership to move forward. I am confident it will positively contribute to our community for years to come.

Thank you for your time and consideration of this important opportunity. I would be happy to discuss my support further if needed.

Sincerely,
Janet Huh