



1475 41st Avenue and 1404 38th Avenue Support Letter

From Matt <mattturnersc@gmail.com>

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

Matthew Turner
Santa Cruz, CA
March 3, 2026

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

Dear Members of the Planning Commission,

As a long-time Santa Cruz County resident and concerned community member, I strongly support the proposed Tesla dealership and associated improvements at 1475 41st Avenue in the King's Plaza Shopping Center.

This proposal to repurpose the former Rite Aid space for Tesla vehicle sales, service, and related employee parking represents a smart, forward-thinking opportunity for our community. Here are several key reasons why I believe this project should be approved:

1. Economic Benefits and Revitalization of 41st Avenue

The 41st Avenue corridor is a vital commercial artery in Capitola, and the city has been actively working on plans to enhance its economic vitality, mobility, and sense of place. Bringing in a high-profile, innovative retailer like Tesla will help breathe new life into an underutilized retail space, attract visitors and customers from throughout Santa Cruz County and beyond, increase foot traffic to nearby businesses, and generate additional sales tax revenue for the city.

2. Promotion of Sustainable Transportation

Tesla is a leader in electric vehicles (EVs), zero-emission technology, and renewable energy solutions. A local dealership will make it easier for Capitola and Monterey Bay area residents to access, test drive, purchase, and service EVs, accelerating the region's transition away from fossil fuels. This aligns perfectly with California's ambitious climate goals, reduces greenhouse gas emissions from transportation, and supports cleaner air in our coastal community.

3. Job Creation and Community Investment

The dealership is expected to create quality local jobs in sales, service, delivery, and administration. Tesla's presence will also draw investment into facility improvements, signage, and site enhancements that benefit the entire shopping center and surrounding area.

4. Badly Needed Sales Tax Revenue for the City

Sales tax is Capitola's largest single General Fund revenue source and is critical for funding essential city services such as public safety, street maintenance, parks, and beach access. With ongoing budget pressures, including projected shortfalls in coming years and the need for stable local revenue, this dealership would generate significant additional sales tax from high-value vehicle sales and service—providing much-needed fiscal relief and helping sustain vital community programs without burdening residents through other measures.

Capitola has already demonstrated forward momentum with multimodal improvements on 41st Avenue, Supercharger stations nearby, and a broader vision for corridor revitalization. Approving this Tesla dealership would be a natural and positive step in that direction, bringing modern, sustainable retail to a location primed for renewal.

I respectfully urge the Planning Commission to approve the Minor Design Permit, Conditional Use Permit, Sign Permit, and Coastal Development Permit for this project. I believe it will benefit our local economy, environment, and quality of life.

Thank you for your time and consideration.

Sincerely,
Matthew Turner