
Support for Approving Tesla Dealership #25-0464

From Jack Brown <jack.b.brown@gmail.com>

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

Dear Planning Commissioners,

I am writing to express my strong support for the proposed Tesla dealership planned for the King's Plaza Shopping Center at 1475 41st Avenue and the associated vehicle storage area at 1404 38th Avenue.

This project represents an exciting opportunity for the City of Capitola to strengthen its local economy while embracing the future of transportation. A dealership operated by Tesla will bring new jobs to the area, both directly through dealership operations and indirectly through service, logistics, and supporting businesses.

Just as importantly, the dealership will generate significant sales tax revenue for the city. Electric vehicles represent a rapidly growing segment of the automotive market, and attracting a high-demand brand like Tesla helps ensure that Capitola captures that economic activity locally rather than losing it to neighboring communities.

Tesla's retail locations have demonstrated their ability to drive strong commercial performance. For example, the Tesla showroom at Santana Row is widely recognized as the highest revenue-generating storefronts in the center. Bringing a similar presence to Capitola would strengthen the local retail environment and attract additional visitors to nearby businesses.

Currently, residents of Santa Cruz County who own or are considering a Tesla (such as myself for the last 12 years) must travel over the hill to Silicon Valley or drive south to Monterey for sales and service needs. Establishing a local dealership will greatly improve convenience for current owners while making it easier for prospective buyers to explore electric vehicles without leaving the county.

This project is a clear win for Capitola. It supports job creation, increases local tax revenue, enhances the retail vitality of the 41st Avenue corridor, and helps accelerate the transition to cleaner transportation.

I respectfully encourage the Planning Commission to approve the proposed permits and allow this project to move forward.

Thank you for your consideration.

Sincerely,

Jack Brown
Aptos, CA