
Tesla 1475 41st Avenue and 1404 38th Avenue

From BreAnne Rhett <rhettbreanne@gmail.com>

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

To the Planning Commission of Capitola,

I am writing to express my support for the proposed Tesla showroom at King's Plaza in Capitola. I believe this project would provide meaningful benefits to our local community, strengthen the existing shopping center, and align with the sustainability values that Capitola and the greater Santa Cruz County area are known for.

King's Plaza has long served as an important commercial hub for Capitola residents and visitors. Adding a Tesla showroom would help revitalize and strengthen the shopping center by bringing consistent foot traffic to the area. Visitors coming to learn about electric vehicles would likely spend time at nearby restaurants, cafés, and retailers within the plaza and the surrounding area, supporting local small businesses and contributing to the overall economic vitality of Capitola.

Capitola is also a coastal community that values environmental stewardship. With the city's proximity to the Monterey Bay and the community's strong focus on protecting our natural environment, encouraging the adoption of clean transportation is particularly meaningful here. A Tesla showroom would provide residents the opportunity to learn about electric vehicles locally rather than traveling over the hill, helping more people transition to zero-emission transportation and supporting California's broader climate goals.

In addition, the proposed showroom would be a low-impact use compared to many other types of retail or commercial operations. Tesla showrooms are quiet, clean, and typically generate less noise and fewer operational impacts than many other businesses that could occupy the same space. This makes it a good fit for an existing retail center like King's Plaza and for the surrounding Capitola community.

The project would also bring local employment opportunities and contribute sales tax revenue that supports city services, infrastructure, and community programs. At the same time, it would help keep King's Plaza an attractive and active shopping destination for both residents and visitors traveling along 41st Avenue.

For these reasons, I respectfully encourage the Planning Commission to approve the proposed Tesla showroom at King's Plaza. I believe it would be a thoughtful addition that supports local businesses, reflects Capitola's environmental values, and helps ensure the continued vitality of this important commercial center.

Thank you for your time and consideration.

Sincerely,

BreAnne Rhett

Sent from my iPhone