

**City of Capitola planning department Thursday agenda topic Tesla dealership**

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**From** William Ow <williamgeorgeow@gmail.com>

**Date** Tue 3/3/2026 11:04 PM

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

Dear Members of the Capitola Planning Commission,

I am writing to you today with an appeal to cast your vote in favor of approving and welcoming the Tesla showroom and service center to the Kings Plaza shopping center on 41st Avenue.

This particular property holds immense personal and historical significance for my family. It is the very foundation upon which generations of hard work, creativity, and entrepreneurial spirit were built—truly, a jewel of our family's legacy. We have approached this decision with the utmost care and respect for its meaning to our long-earned reputation. Over a considerable period, we have thoroughly weighed every option and meticulously deliberated the profound opportunities and responsibilities that come with this decision.

Our family has always been committed to making this a bustling, desirable destination—the heart of 41st Avenue and the broader shopping region.

I genuinely believe that embracing this opportunity will bring immense success to Capitola. The energy, the buzz, and the significant attraction this globally recognized brand will create will be transformative. Most importantly, the established benefits in quality jobs and substantial sales tax revenue will be a significant and immediate boost to our community.

Santa Cruz County has long prided itself on being a community of forward-thinkers, having been early adopters of the electric vehicle concept to champion a better future for our environment. This new project will honor their efforts and allow them to business within our city.

The broader movement behind this company has consistently been a positive force, inspiring progress despite the recent political missteps of its leader.

We look forward to partnering with you to bring this exciting and prosperous future to Capitola.

Thank you,

William Ow

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