

# Bergstrom changes mind on auto center

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Auto dealer Steve Bergstrom has decided to move his automobile brokerage back to Capitola's Auto Plaza — this time in conjunction with his Santa Cruz Subaru franchise.

Last week Bergstrom, angered over the Capitola City Council's request that he increase the size of his proposed 4,500-square-foot building to make it like the others in the Auto Plaza at 41st Avenue and Highway 1, said he would leave his lot vacant. The other three automobile franchises occupy buildings of 20,000 square feet each.

Bergstrom said he didn't need a large building, with service bays and a parts department, because his business would be an "automobile brokerage" — buying and selling unusual old and new cars for clients — and not a franchise.

However, Capitola Mayor Michael Routh said yesterday that Bergstrom had apparently changed his mind and would redesign his plan to conform with the wishes of the City Council.

"He (Bergstrom) called me and asked what I wanted to see out there," Routh said. "We got together, and I told him I

wanted something more substantial, not something that could close down in 24 hours."

At the last City Council meeting, other council members said they were worried that Bergstrom's small building could not be used by automobile franchises that might succeed him.

Routh said that after an hour of negotiations, Bergstrom told him that he would move his recently purchased Subaru dealership to Capitola to operate side by side with the automobile brokerage.

"I checked with the other members (of the council) and that seemed to be amenable to everyone," Routh said.

Bergstrom's latest proposal will include a showroom, office space, service bays and a parts department. The total square footage for the Subaru franchise will be 16,000, Routh said, plus the area needed for the brokerage.

"I'm glad we took the hard line on this," Routh said. "It will make the project better and provide some additional revenue for the city."

The Subaru franchise will bring an estimated \$10,000 a month to the city in sales tax.

Bergstrom could not be reached for comment.