

# Auto row plans meet roadblocks

AUTO CENTER - Capitola

## ✓ Capitola's auto center built without incentives

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CAPITOLA — The city of Capitola didn't offer a dime to entice auto dealers into their auto center, according to City Manager Steve Burrell.

Instead, the car dealers came to the city searching for a good business location and permission to build, Burrell said.

"We basically formed an assessment district for them to

cover the cost of building roads and public improvements," Burrell said. "But they pay that back. Bonds are issued to pay for (the improvements), then the property owners pay the bonds back through taxes.

"We do the same thing for other neighborhoods," he said.

While the city welcomed the arrival of the car dealers, it never felt obliged to come up with a special deal for them, Burrell said.

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## Capitola/ Incentives not offered

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"Something else would have happened on that property," he said. "Sometimes it takes several years to make (a project) work. A lot has to do with timing on the part of the businesses."

Capitola never considered using redevelopment money as an incentive either, he said.

"Our redevelopment agency doesn't have that kind of money," he noted. "Our redevelopment projects have been real well defined, like drainage, street improvements, low-income housing, a library and other infrastructure work."

Burrell declined comment on the county's auto center package, saying "I haven't studied the offer, I really don't have an opinion yet."