

✓ AUTO PLAZA - Capitola

There's an empty spot in auto row's future

CAPITOLA — When auto row opens here in December, it will contain three dealerships and a fourth landscaped parcel that will stand empty.

That fourth parcel is owned by Santa Cruz auto dealer Steve Bergstrom and was planned to contain his British Jaguar-Subaru dealership. Instead, the dealership will be moving to his proposed Scotts Valley auto center.

While Bergstrom's move was announced, it was not known what would happen to the already-approved parcel in Capitola. Bergstrom told The Sentinel it will remain vacant. He said it is not for sale.

Contractor Brian Bogard of Bogard Construction said the parcel would be landscaped only. It is the third one in line on auto row. Thus,

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there will be two auto dealerships — Marina Pontiac-Buick-Cadillac and Santa Cruz Porsche-Audi-Isuzu — a vacant parcel and then the Roy Baldwin Oldsmobile-AMC dealership.

Bergstrom's Capitola parcel is just 1½ acres in size and is the smallest of those involved in the 10-acre auto row project. Located next to Highway 1 between 41st Avenue and Wharf Road, it is scheduled to open in December. Grading on the \$8 million auto row project has already begun.

Dealerships for eight makes of cars rather than 10 will be leaving Santa Cruz and moving to Capitola. Bergstrom is hoping to move five Santa Cruz dealerships to Scotts Valley. The dealership relocations are expected to cost Santa Cruz some \$1½ million in tax revenue.