



City of Capitola City Council Meeting

February 8, 2024



Housing Element Update

Background

6th Cycle Housing Element

- Adopted on November 9, 2023
- Comments from HCD on January 12, 2024
 - Not certified
 - Commitment for 75' Height and FAR exception parking garage



Housing Element Update

Mall Redevelopment – Incentives

Section 17.88: Incentives for Community Benefits

- Establishes incentives in exchange for community benefits
- Mall redevelopment qualifies as community benefit
- Current incentives:
 - Height increased from 40 to 50 feet
 - FAR from 1.5 to 2.0 on the mall site

Proposed
Height: 75 Feet
FAR: Add
Exemption for
Parking Garage



Housing Element Update

Housing Element

- Identifies 645 housing units on MGP portion of mall sites.
- 419 units are affordable.
- Consultants confirm 645 units feasible within 50 feet height limit and FAR of 2.0

Economic Feasibility

- Project may not be economically feasible with 419 affordable units
- Additional development necessary for economic feasibility



Housing Element Update

Request from Mall Owner

Increase Height

- Mall owner requests 75 feet height limit
- 60 - 75 ft results in 1,000 - 1,300 units.

Floor Area Ratio (FAR) Exception for Parking Garage

- Incentivize onsite parking amid state's decreasing/removing parking requirements.



Housing Element Update



50 Felker Street

63 feet

5 stories

35 units



150 Felker Street

**63 Feet
5 stories
35 units**



Housing Element Update



130 Center Street
74 feet
6 stories
233 units



Housing Element Update



130 Center Street
74 feet
6 Story
233 Units



Housing Element Update



324 Front Street (Cruz Hotel)

75 Feet

6 Stories

232 Rooms



Housing Element Update



324 Front Street (Cruz Hotel)

75 Feet

6 Stories

232 Rooms



Capitola Mall (2019 Conceptual Review)

75 Feet

6 Stories (1 commercial)

637 units



Housing Element Update



Capitola Mall (2019 Conceptual Review)

75 Feet

7 Stories

637 Units



Housing Element Update



820 Pacific Avenue

80 Feet

7 Stories

85 units



Housing Element Update



820 Pacific Avenue

**80 Feet
7 Stories
85 units**



Housing Element Update



100 Laurel Street

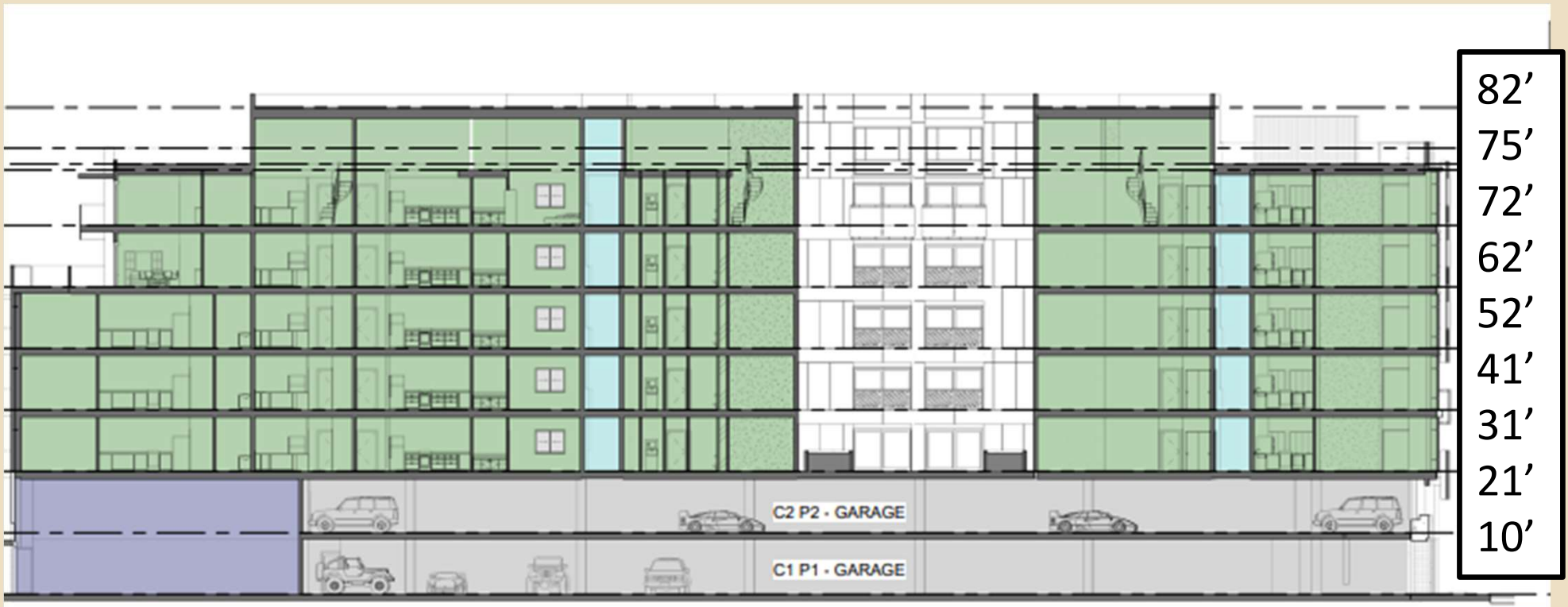
82 feet

7 stories

205 units



Housing Element Update



100 Laurel Street

82 feet

8 stories

205 units



Housing Element Update



530 Front Street

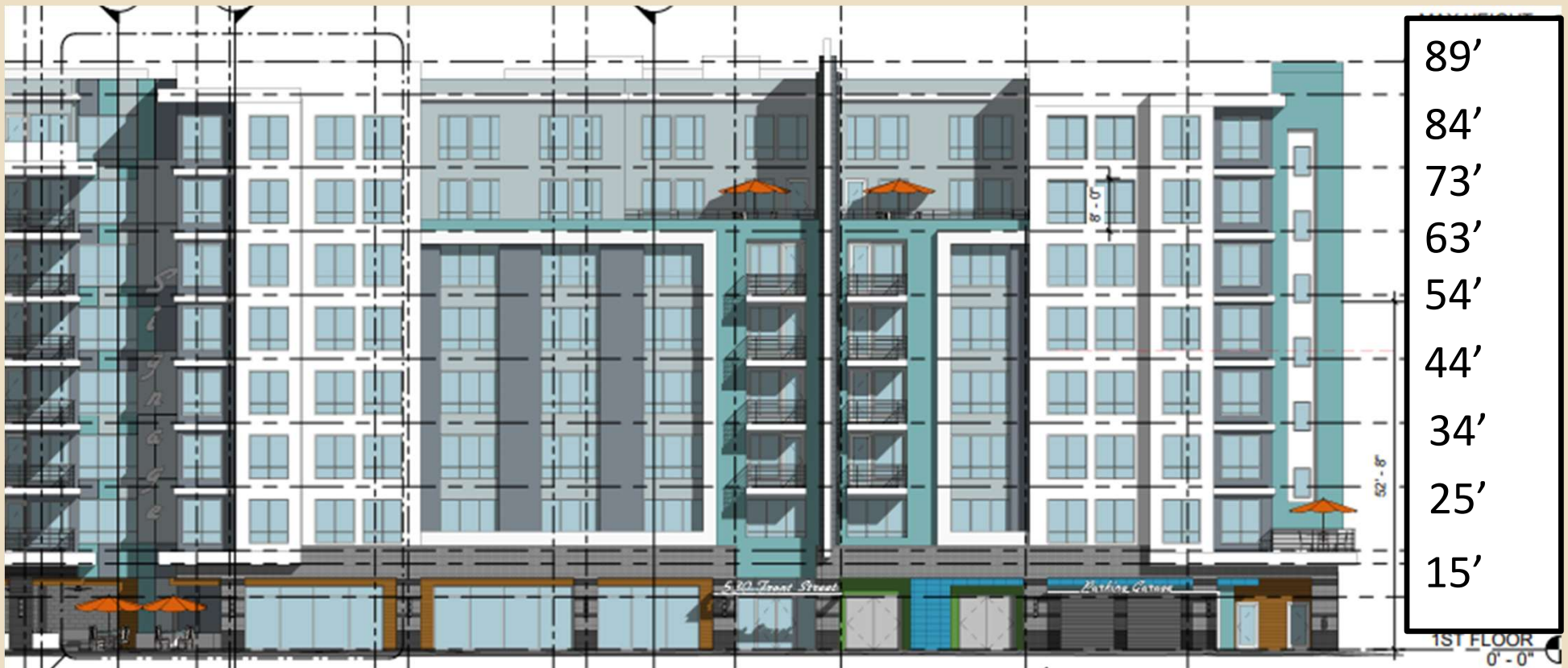
89 feet

8 stories

276 Units & 6,865 sf commercial



Housing Element Update



530 Front Street

89 feet

8 stories

276 units & 6,865 sf Commercial



Housing Element Update

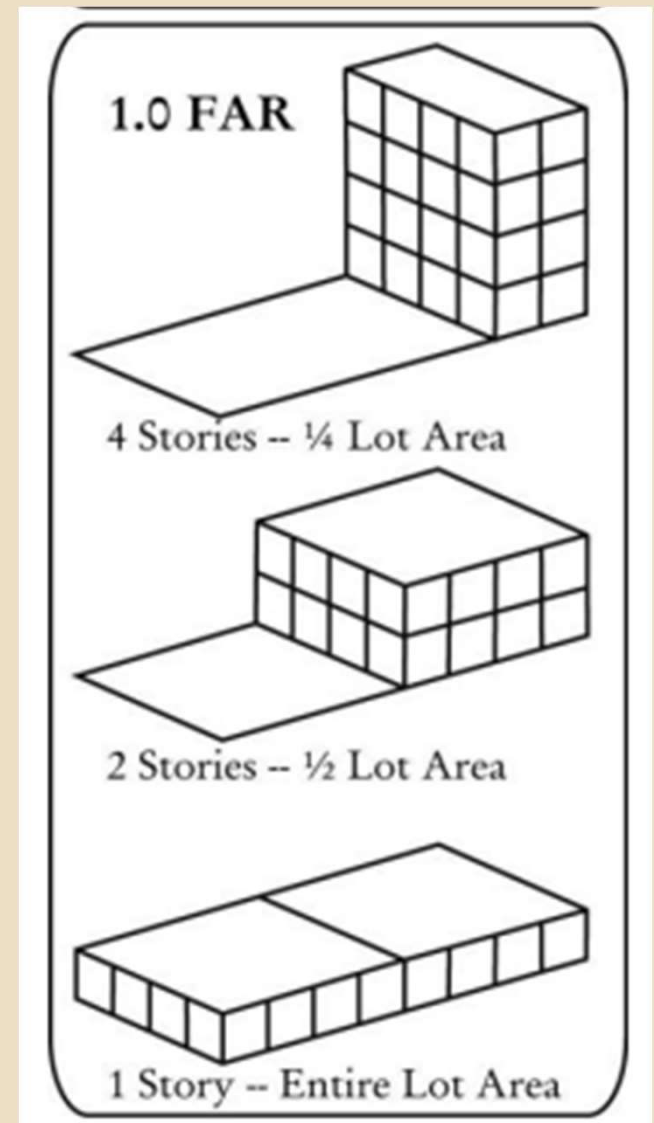
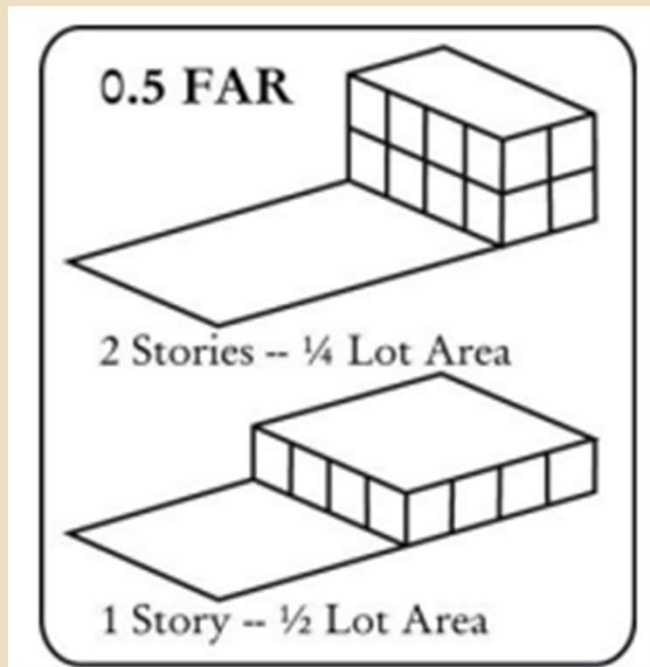
Floor Area Ratio (FAR) Exception for Parking Garage

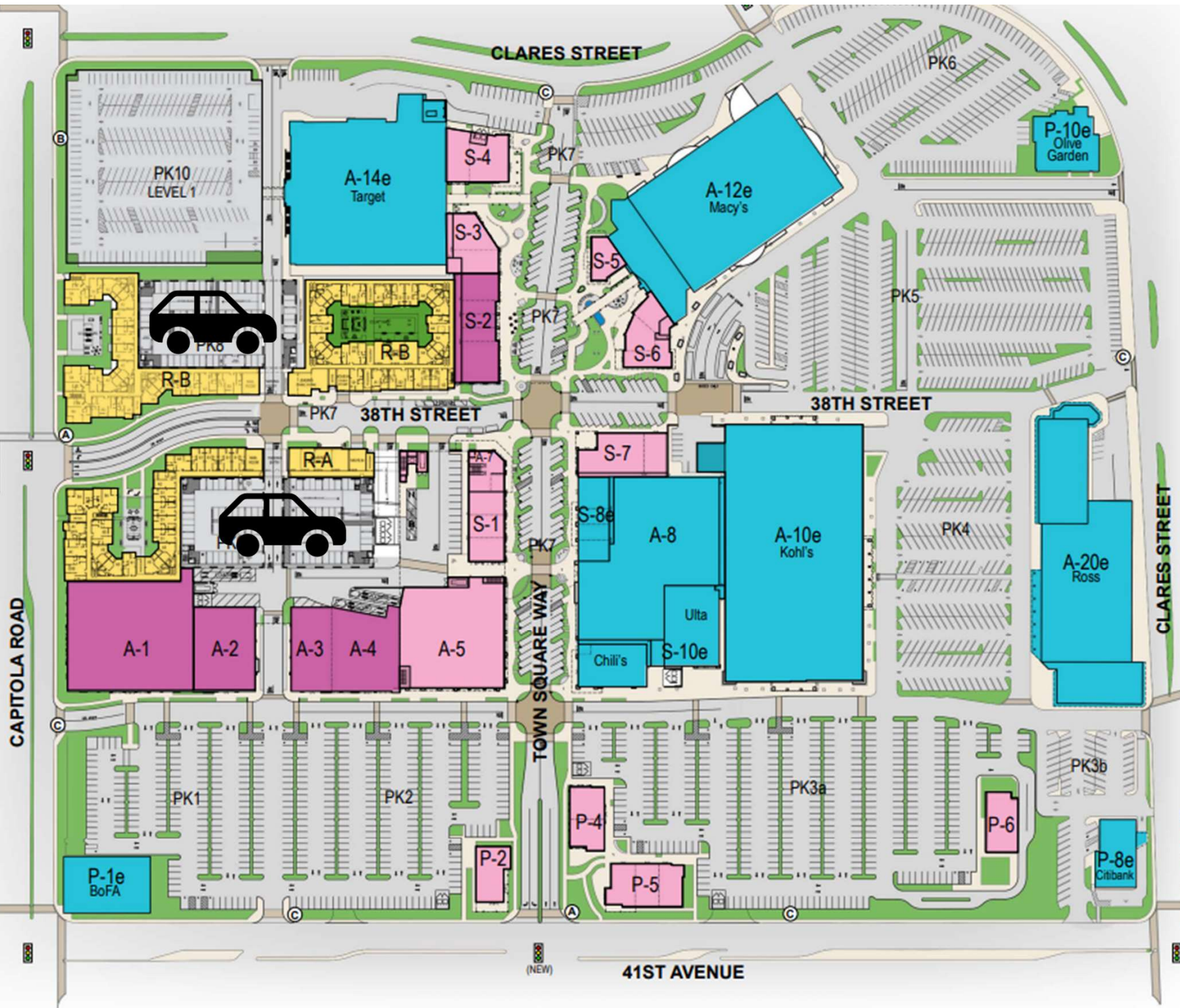


Housing Element Update

Floor Area Ratio:

**Gross Building Floor Area
Area of the Lot**

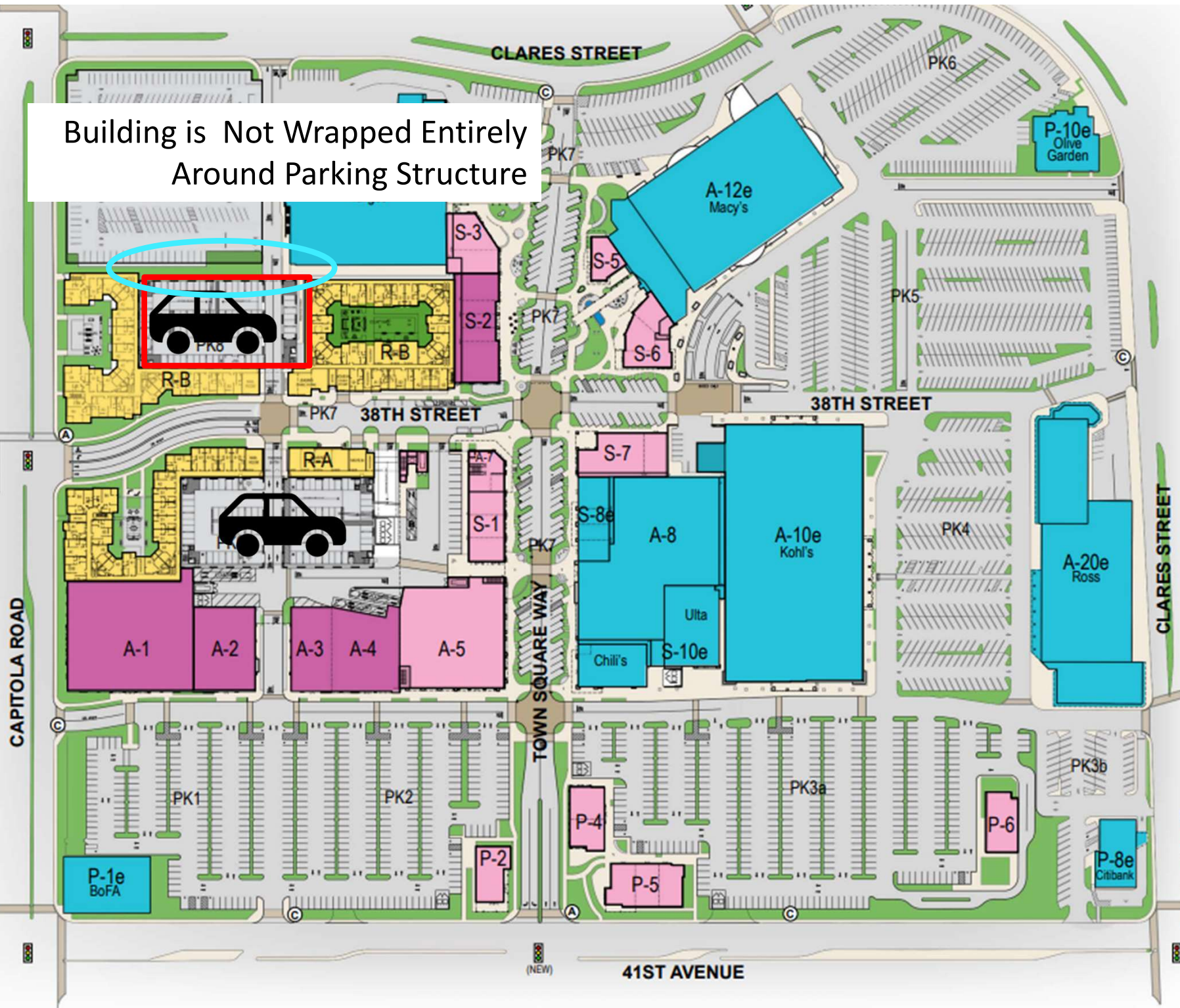




- PROGRAM**
- EXISTING RETAIL
 - PROPOSED NEW RETAIL (under residential)
 - PROPOSED NEW RETAIL
 - RESIDENTIAL
- PROPOSED SIGNAGE**
- (A) PYLON SIGN (40 ft)
 - (B) TARGET GARAGE SIGN
 - (C) MONUMENT SIGN (20')

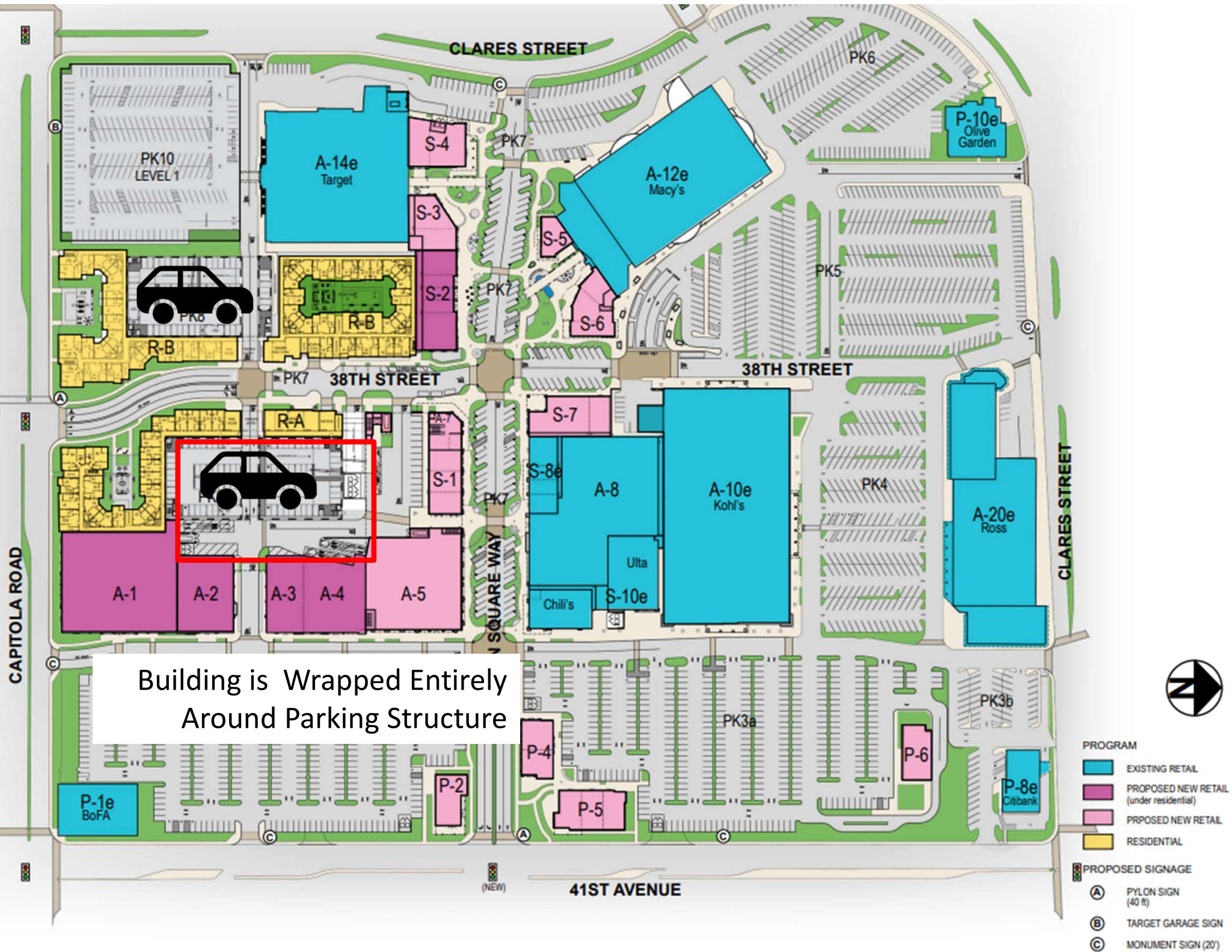


Building is Not Wrapped Entirely
Around Parking Structure



- PROGRAM**
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Building is Wrapped Entirely Around Parking Structure

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Housing Element Update



Wrapped



Not Wrapped



Housing Element Update

2/1/2023 Planning Commission Work Session

- Support 75' Height and FAR exception for Mall Redevelopment
- Visual impacts of height and parking garages can be mitigated through objective standards



Housing Element Update

Recommended Action

- Provide Feedback on Height and FAR at the Capitola Mall