
[PDF] 2-23-2026 Special Meeting

From vlsmith@sbcglobal.net <vlsmith@sbcglobal.net>

Date Sat 2/21/2026 11:39 AM

To City Council <citycouncil@ci.capitola.ca.us>

 1 attachment (35 KB)

Feb 2026 Special Council Comments.pdf;

I am unfortunately not able to attend the Special Council Meeting on Feb. 23 due to family business that requires me to be in Texas. I am providing my comments in writing rather than in person for that reason. I designed these comments to be 3 minutes or less in length, and request that they be read aloud for the Public to hear during Public Comments on Item 4a. (NOTE: I am including the comments below as well as attaching them in a separate document.)

Dear Mayor, Councilmembers, and Staff – I am Linda Smith, former Planning Commissioner and long-time Capitola resident who could not be here this evening.

I have attended several public hearings regarding the redevelopment of the Mall property. In order to support our State Certified Housing Element and encourage feasible developer engagement, it is my understanding that tonight you will be voting on the adoption of changes to the Municipal Code and General Plan, including objective design standards specific to the Mall property.

My message is clear: Capitola needs the Mall property to redevelop in a way that provides economic stability and future growth. We need the Mall property to redevelop NOW! While an asset to the community in several ways, it has been underutilized and a non-contributor to Capitola's economic growth for many years.

Our Community & Economic Development team have worked diligently with the property owners and State Agencies to identify objective design standards that, when adopted, will provide a clear path for FEASIBLE development, with incentives to include hotel and retail facilities to optimize economic results for the City.

Our Council established an ad hoc committee to further engage with the property owners in an attempt to understand their development requirements and level of commitment. There is no project nor outline of a project on the table at this time.

The Public has been informed and engaged.

In your deliberations and decision making during the Special Meeting I ask that you:

- Think FORWARD. The world of retail is changing, and has changed. Developers are looking at dollars per square foot ROI and future growth potential. TOT revenue is growing in it's value to municipalities in CA, and Capitola is a destination city! We want to incentivize the developer to give us a significant hotel benefit with meeting space.

- Tough decisions have to be made. The Planning Commissioners deliberated energetically, and came to the right recommendation. It is now in your hands to confirm that what you have before you is a thoroughly vetted proposal with supporting evidence. Options for the developer are clear, and feasible development is evident.
- We must maintain our Housing Element Certification and move forward. Please don't inject further delays into this process.

Thank you.

Linda Smith vlrsmith@sbcglobal.net

Life is short -- Break the rules!

Forgive quickly..

Kiss slowly..

Love truly..

Laugh uncontrollably..

And never regret anything that make you smile!

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