

Gautho, Julia

From: Clark Cochran <clark.e.cochran@gmail.com>
Sent: Monday, February 23, 2026 11:27 AM
To: City Council
Subject: "Mall" Plans

Dear Mayor and City Council -

I, like many (most) Capitola residents, believed we would have a mall with residential apartments when the existing mall was redeveloped. Under the currently proposed development plans this is NOT true. It will be a new apartment complex only - a city within a city, increasing our population by 20+% and isolated from the rest of the city. Zoning restrictions are the only way Capitola can achieve at least a modest improvement in the developers current plan.

First we must have a hotel with meeting space and it must be operational prior to the mall's destruction. This is a fiscal requirement. You, our city council, must explain to all residents that without a hotel Capitola must raise taxes by a specific amount and reduce services, again with specifics listed. No surprises after the fact. Keeping a modest amount of retail would benefit this new apartment city and, if we know why residents travel to San Jose, Watsonville, and Marina for goods, brands, and services, maybe some of these companies can become part of a smaller mall. Leverage zoning height and area rules to achieve these priority goals, as they are our only leverage. Citizens must be made aware of the current situation and the city council must do everything possible to at least put a little lipstick on this pig.

- Clark Cochran
Capitola Full Time Resident