

# City of Capitola Agenda

## CITY COUNCIL

Mayor: Stephanie Harlan  
Vice Mayor: Michael Termini  
Council Members: Jacques Bertrand  
Ed Bottorff  
Kristen Petersen  
Treasurer: Peter Wilk



## LIBRARY ADVISORY COMMITTEE

Chairperson: Gayle Ortiz  
Vice Chair: Lisa Steingrube  
Members: Toni Campbell  
Barbara Gorson  
Ariel Gray  
Stephen Walsh

## **SPECIAL JOINT MEETING CAPITOLA CITY COUNCIL/LIBRARY ADVISORY COMMITTEE**

**THURSDAY, MARCH 23, 2017**

**5:45 PM**

**CITY COUNCIL CHAMBERS  
420 CAPITOLA AVENUE, CAPITOLA, CA 95010**

*All correspondences received prior to 5:00 p.m. on the Wednesday preceding a Joint Meeting will be distributed to the City Council/Library Advisory Committee to review prior to the meeting. Information submitted after 5 p.m. on that Wednesday may not have time to reach the City Council/Library Advisory Committee, nor be read by them prior to consideration of an item.*

*All matters listed on the Joint Meeting Agenda shall be considered as Public Hearings.*

### **1. ROLL CALL AND PLEDGE OF ALLEGIANCE**

Council Members Kristen Petersen, Michael Termini, Jacques Bertrand, Ed Bottorff and Mayor Stephanie Harlan

Library Advisory Committee Members Toni Campbell, Barbara Gorson, Ariel Gray, Lisa Steingrube, Stephen Wash, and Chairperson Gayle Ortiz

### **2. ADDITIONAL MATERIALS**

*Additional information submitted to the City after distribution of the agenda packet.*

### **3. ADDITIONS AND DELETIONS TO THE AGENDA**

#### 4. GENERAL GOVERNMENT / PUBLIC HEARINGS

*All items listed in "General Government" are intended to provide an opportunity for public discussion of each item listed. The following procedure pertains to each General Government item: 1) Staff explanation; 2) Council questions; 3) Public comment; 4) Council deliberation; 5) Decision.*

A. Review of Library Schematic Design

**RECOMMENDED ACTION:** The Library Advisory Committee shall recommend approval by the City Council of the schematic design of the Capitola Branch Library by Noll and Tam Architects.

B. Discussion of Library Donation/Naming Parameters

**RECOMMENDED ACTION:** Provide direction regarding the types of naming opportunities the City will consider for the new library.

#### 5. ADJOURNMENT

**Note:** Any person seeking to challenge a City Council decision made as a result of a proceeding in which, by law, a hearing is required to be given, evidence is required to be taken, and the discretion in the determination of facts is vested in the City Council, shall be required to commence that court action within ninety (90) days following the date on which the decision becomes final as provided in Code of Civil Procedure §1094.6. Please refer to code of Civil Procedure §1094.6 to determine how to calculate when a decision becomes "final." Please be advised that in most instances the decision become "final" upon the City Council's announcement of its decision at the completion of the public hearing. Failure to comply with this 90-day rule will preclude any person from challenging the City Council decision in court.

**Notice regarding City Council:** The City Council meets on the 2nd and 4th Thursday of each month at 7:00 p.m. (or in no event earlier than 6:00 p.m.), in the City Hall Council Chambers located at 420 Capitola Avenue, Capitola.

**Agenda and Agenda Packet Materials:** The City Council Agenda and the complete Agenda Packet are available for review on the City's website: [www.cityofcapitola.org](http://www.cityofcapitola.org) and at Capitola City Hall and at the Capitola Branch Library, 2005 Wharf Road, Capitola, prior to the meeting. Agendas are also available at the Capitola Post Office located at 826 Bay Avenue, Capitola. Need more information? Contact the City Clerk's office at 831-475-7300.

**Agenda Materials Distributed after Distribution of the Agenda Packet:** Pursuant to Government Code §54957.5, materials related to an agenda item submitted after distribution of the agenda packet are available for public inspection at the Reception Office at City Hall, 420 Capitola Avenue, Capitola, California, during normal business hours.

**Americans with Disabilities Act:** Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

CAPITOLA CITY COUNCIL/LIBRARY ADVISORY COMMITTEE SPECIAL JOINT MEETING  
AGENDA  
March 23, 2017

**Televised Meetings:** City Council meetings are cablecast “Live” on Charter Communications Cable TV Channel 8 and are recorded to be rebroadcasted at 8:00 a.m. on the Wednesday following the meetings and at 1:00 p.m. on Saturday following the first rebroadcast on Community Television of Santa Cruz County (Charter Channel 71 and Comcast Channel 25). Meetings are streamed “Live” on the City’s website at [www.cityofcapitola.org](http://www.cityofcapitola.org) by clicking on the Home Page link “Meeting Video.” Archived meetings can be viewed from the website at anytime.



## JOINT MEETING CAPITOLA CITY COUNCIL/ PLANNING COMMISSION AGENDA REPORT

**MEETING OF MARCH 23, 2017**

FROM: Public Works Department  
SUBJECT: Review of Library Schematic Design

**RECOMMENDED ACTION:** The Library Advisory Committee shall recommend approval by the City Council of the schematic design of the Capitola Branch Library by Noll and Tam Architects.

**BACKGROUND:** Over the past four months Noll and Tam Architects has been developing the schematic design of the Capitola Branch Library. Two community workshops and seven Ad Hoc Design Advisory Committee meetings have been held. The schematic design of the library covers the fundamental building design including floor plans, building elevations, site plans, and exterior wall materials. The current design is based on the Council's previous direction to build an 11,700-square-foot library with a budget of \$13 million.

**DISCUSSION:** Attached are excerpts of the schematic design that was presented at the last public workshop. These pictures show the floorplan and interior and exterior renderings. The full schematic design package includes a full drawing set, preliminary specifications, and estimate. The complete set of documents is available for review in the Public Works Department. Upon approval of these schematic designs, Noll and Tam will begin working on the development design, which begins to refine the design further by detailing equipment, materials, HVAC systems, drainage requirements, etc.

With the approval of the schematic designs staff will begin the permitting and CEQA review process for the project. Adjustments to the schematic plans will be made during this process as additional information is received.

Staff will submit plans to the Planning Department upon approval of the schematic designs and will give an informational presentation to the Planning Commission in April. CEQA and planning review will follow, and the project is tentatively scheduled to be presented to the Planning Commission for a permit hearing in November.

**FISCAL IMPACT:** At a minimum, two special studies will need to be completed on the project. One will be a traffic impact and parking study, the second an archaeology study. Both studies are estimated to cost \$10,000 to \$15,000 and will be paid out of the library fund. At this time no other permitting costs are anticipated.

Library Schematic Design Approval  
March 23, 2017

1. Library Schematic Design Slides

Report Prepared By: Steve Jesberg  
Public Works Director

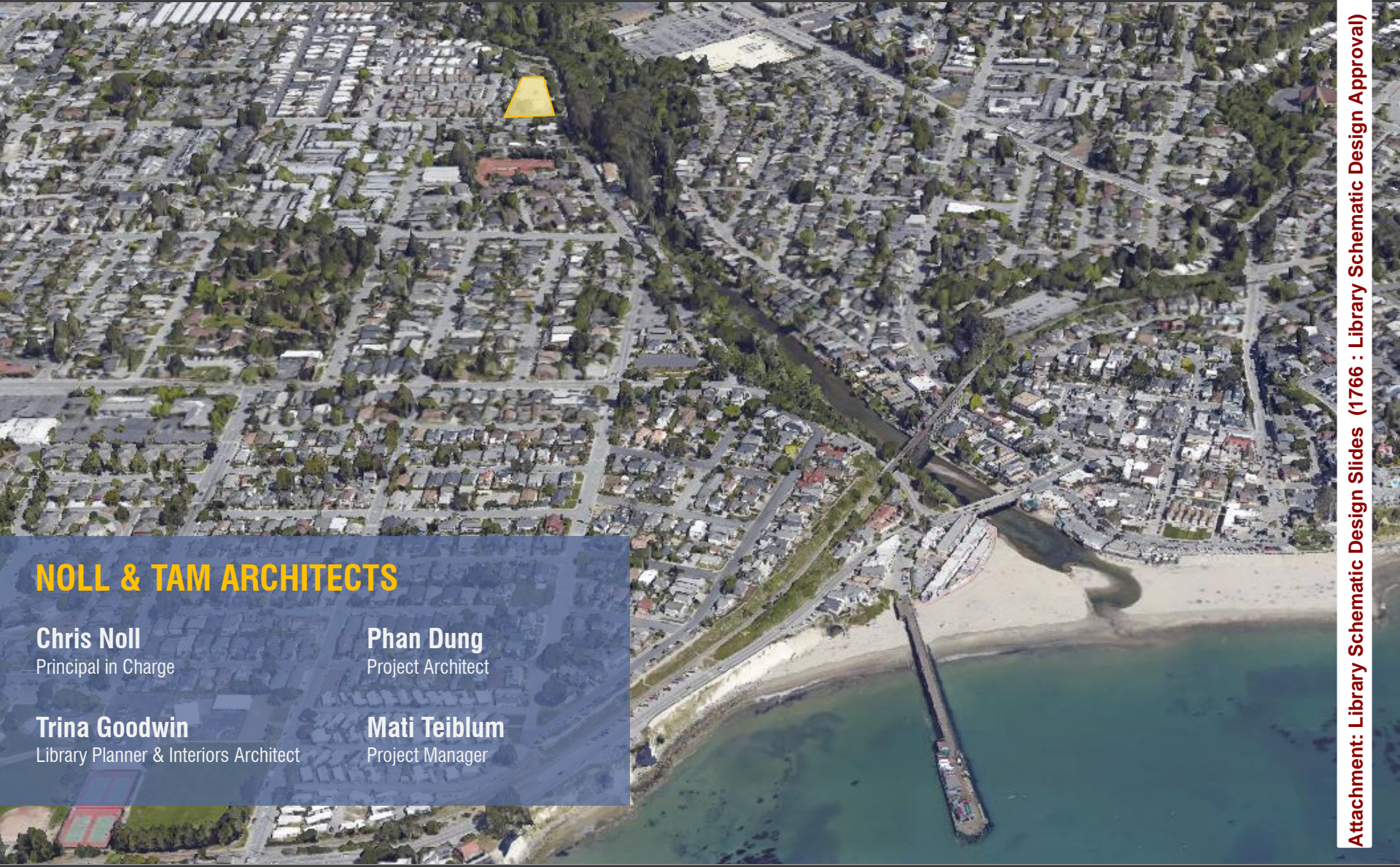
**Reviewed and Forwarded by:**



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Jamie Goldstein, City Manager

3/17/2017



**NOLL & TAM ARCHITECTS**

**Chris Noll**  
Principal in Charge

**Phan Dung**  
Project Architect

**Trina Goodwin**  
Library Planner & Interiors Architect

**Mati Teiblum**  
Project Manager

Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

MAIN ENTRY



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# KEY COMMENTS FROM COMMUNITY MEETING #1

## SITE:

- CONCERN ABOUT ADEQUATE PARKING
- PEDESTRIAN CONNECTION TO RISPIN & CREEK
- ENTHUSIASTIC ABOUT THE PORCH, DESIRE FOR QUIET OUTDOOR SPACE

## INTERIOR:

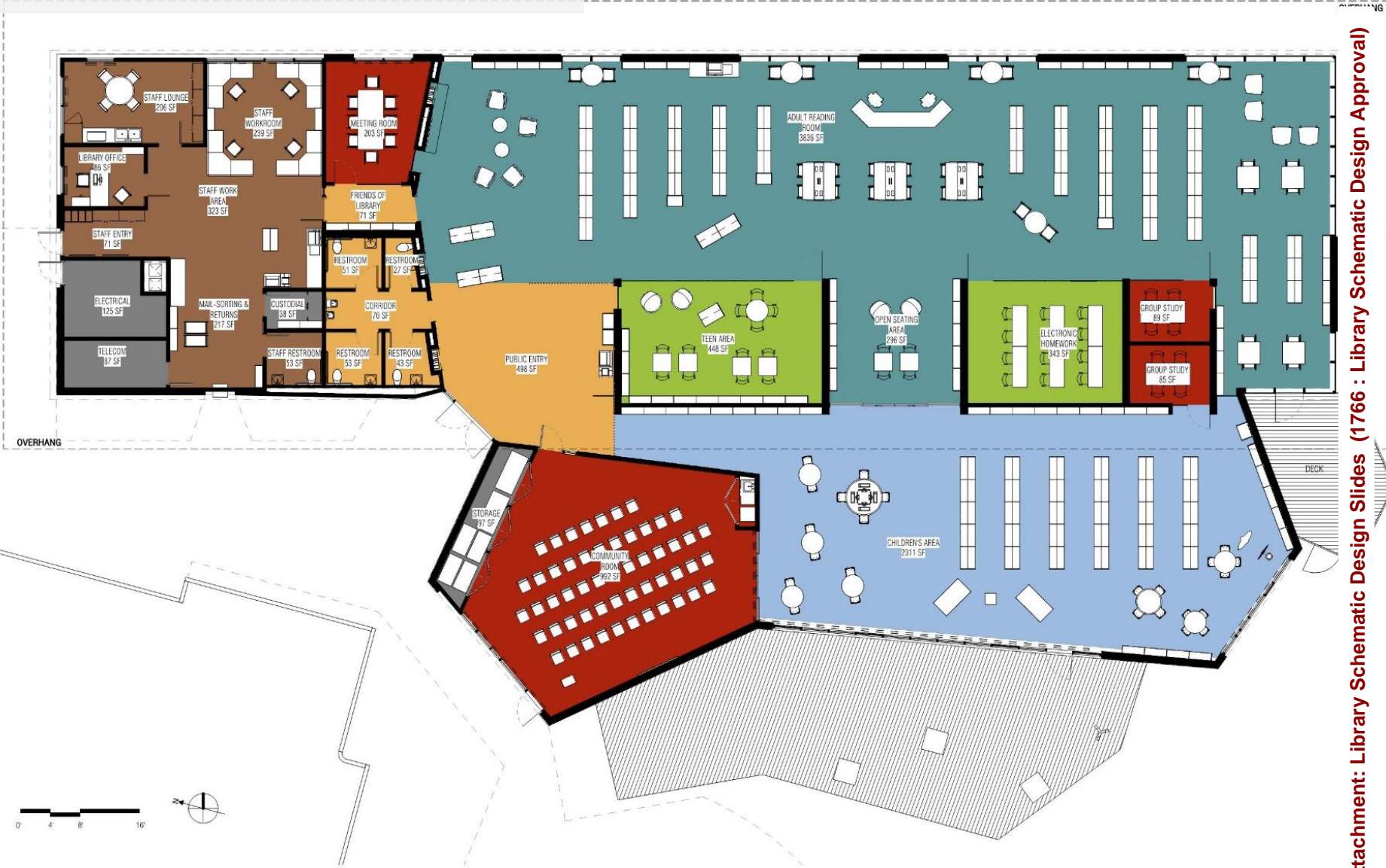
- PROVIDE FLEXIBLE SPACES
- PROVIDE DIGITAL ACCESS FOR ALL AGES
- BE MINDFUL OF ACOUSTICS

## EXTERIOR:

- PRIMARILY POSITIVE RESPONSE TO ALL DESIGNS
- MAKE SURE TO DESIGN A BUILDING UNIQUE TO CAPITOLA
- CONSIDER REFERENCES TO LOCAL FOSSILS
- SPECIFY DURABLE MATERIALS
- CONSIDER SUSTAINABILITY AND NET ZERO DESIGN



# FLOOR PLAN



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# ENTRY AND ENTRANCE TO COMMUNITY ROOM



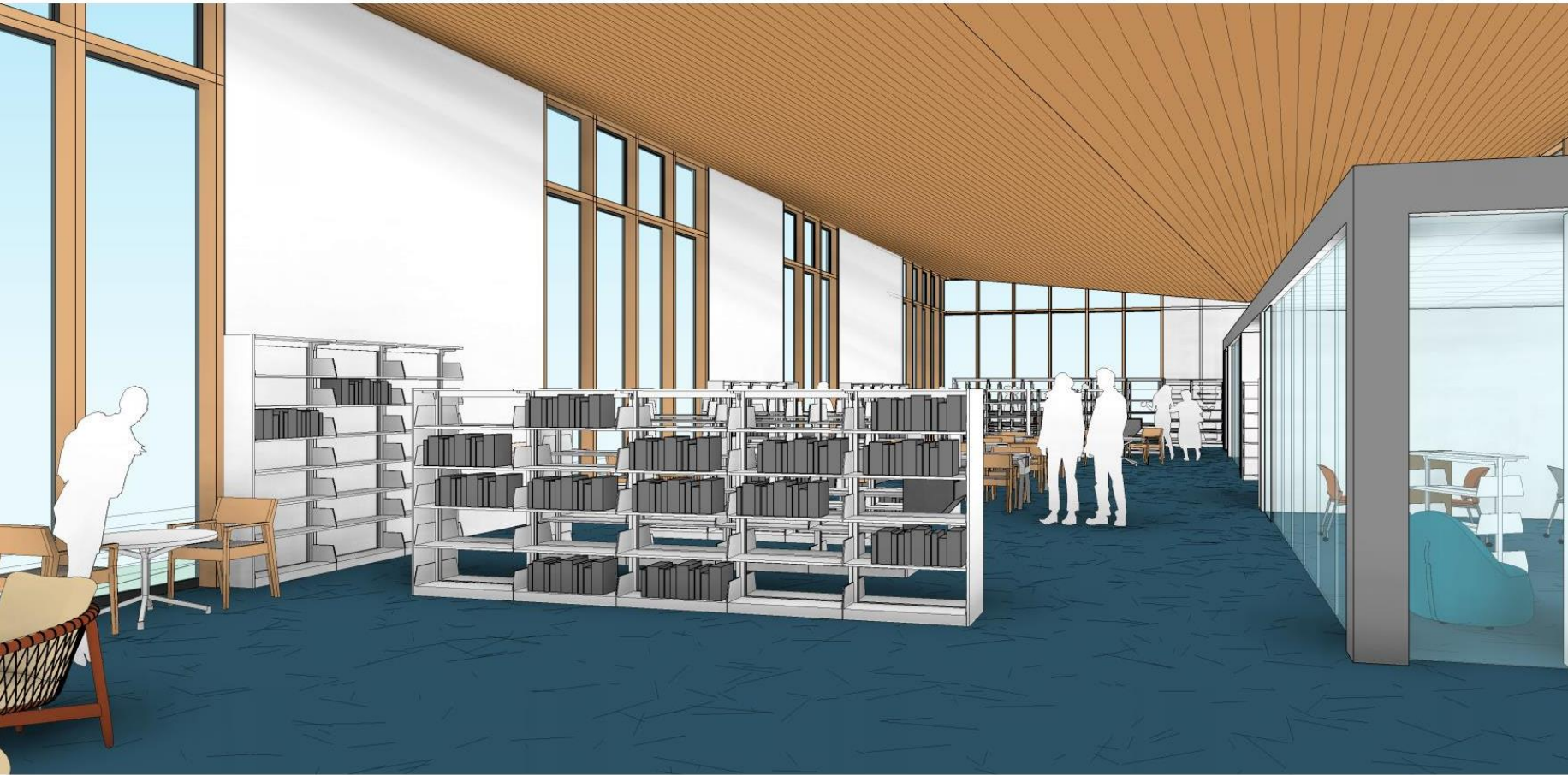
Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# ENTRY AND FIREPLACE



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# FROM ENTRY TO READING ROOM



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# FIREPLACE AND SEATING AREA



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# PUBLIC ENTRY FROM SERVICE DESK



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

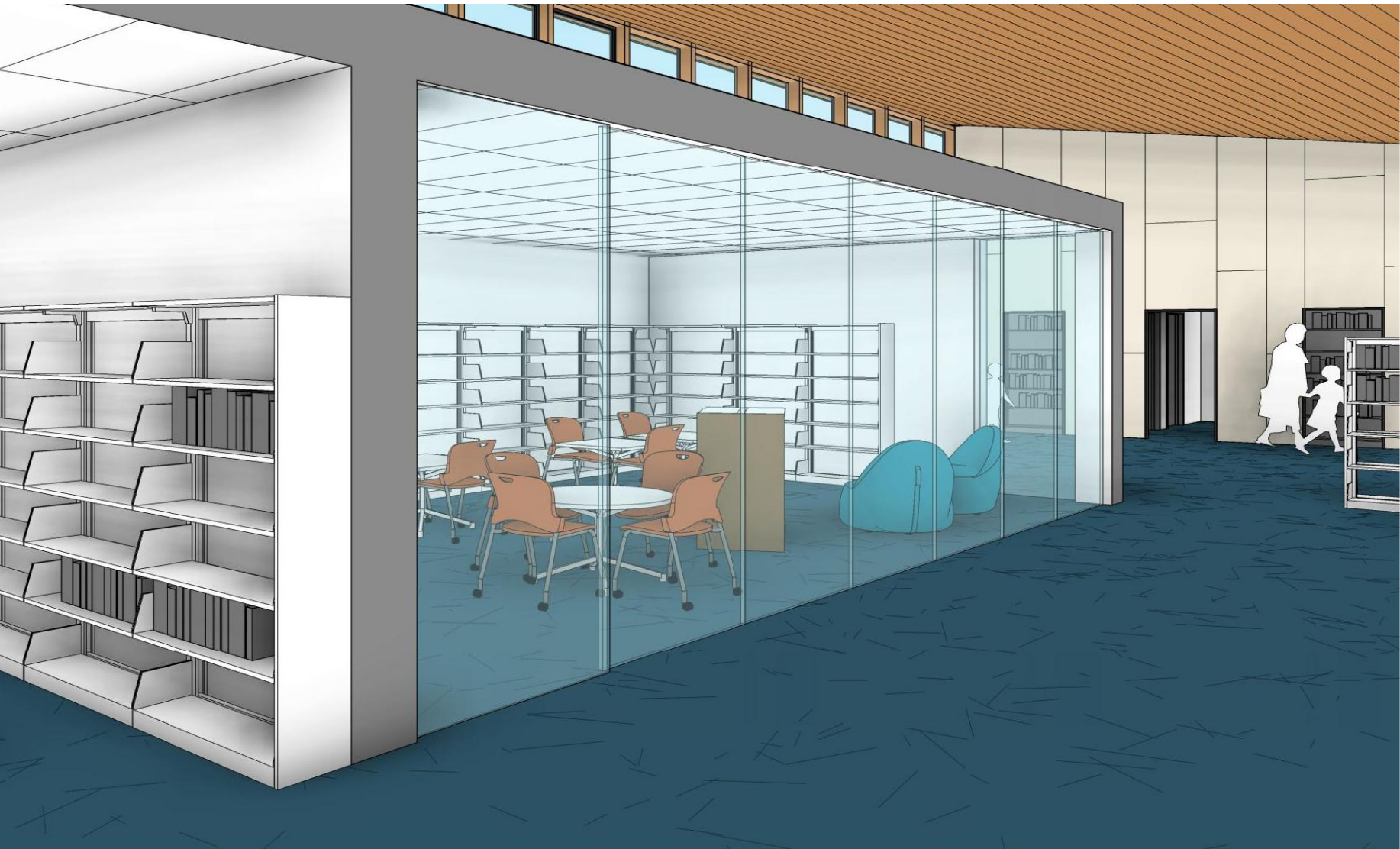
# SERVICE DESK TO TEEN AREA



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

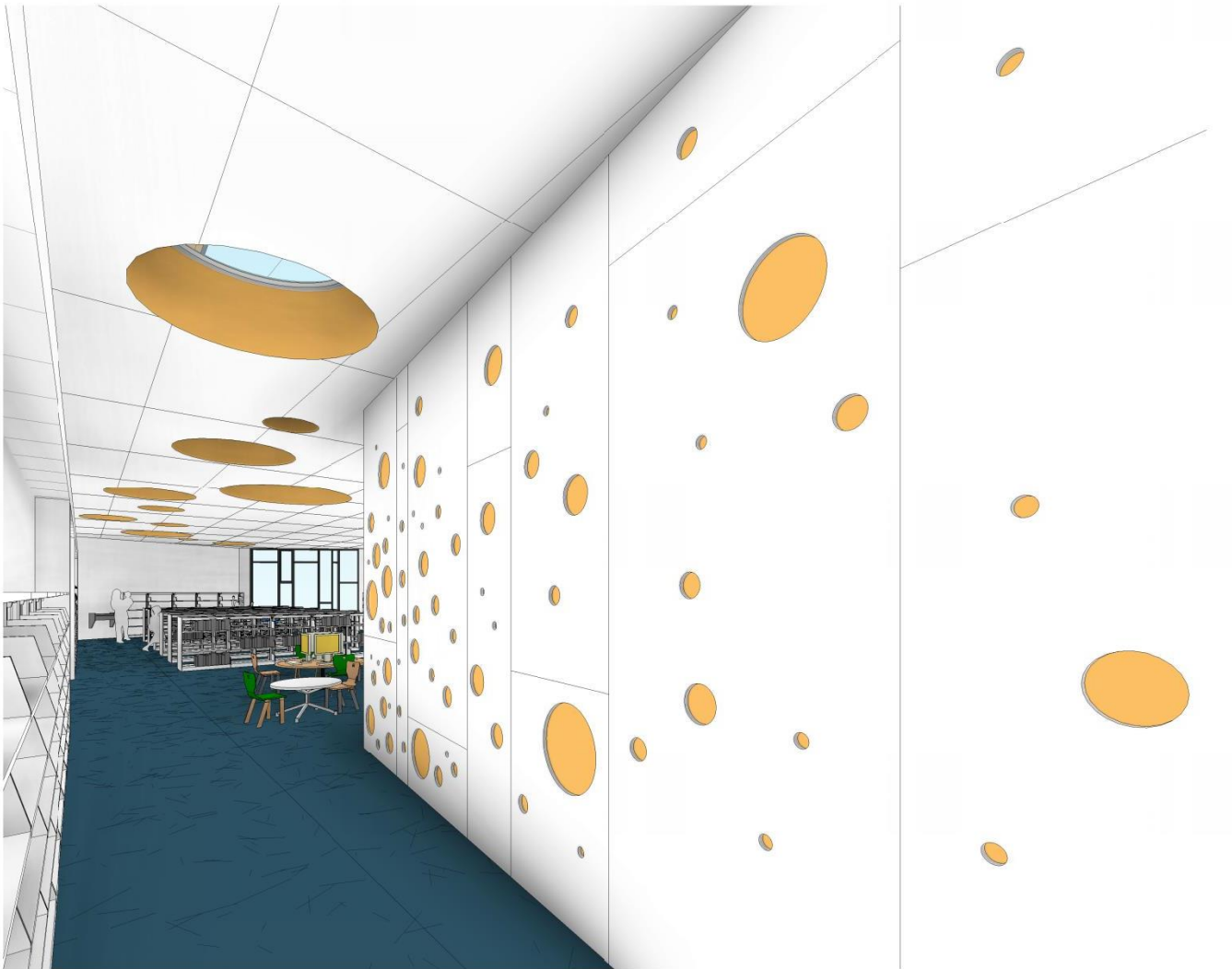


# TEEN ROOM



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# ENTRY TO CHILDREN'S AREA



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# CHILDREN'S AREA



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# CHILDREN'S AREA – SHIP'S PROW



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# COMMUNITY ROOM AND PORCH



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

VIEW FROM CLARES STREET



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

FROM CLARES & WHARF ROAD/DAY



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

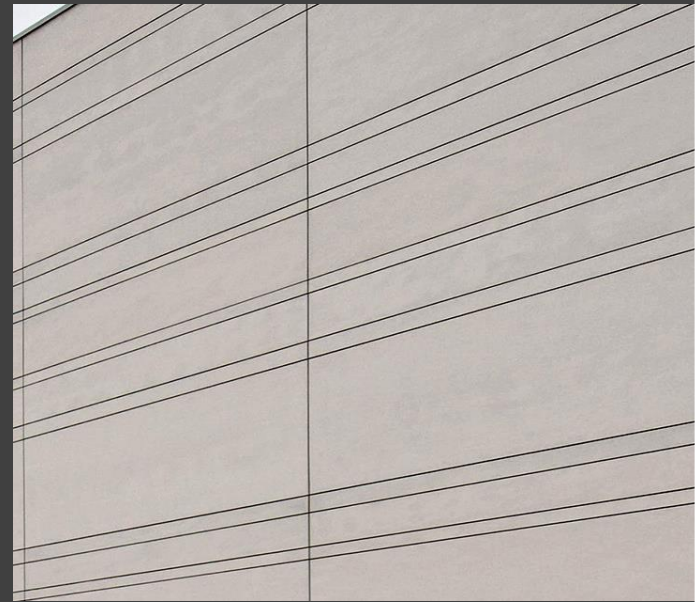
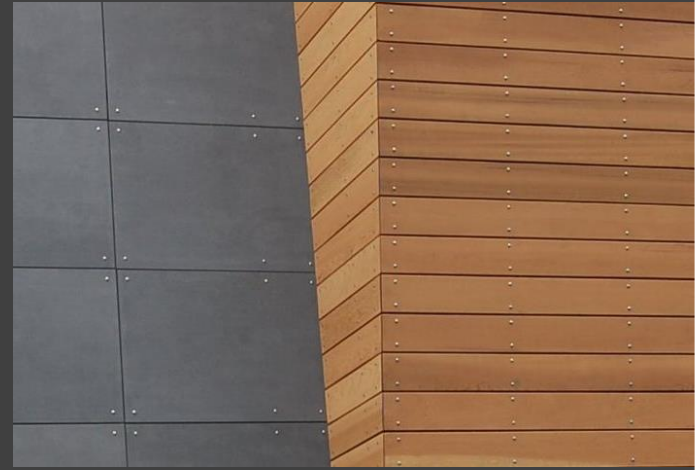
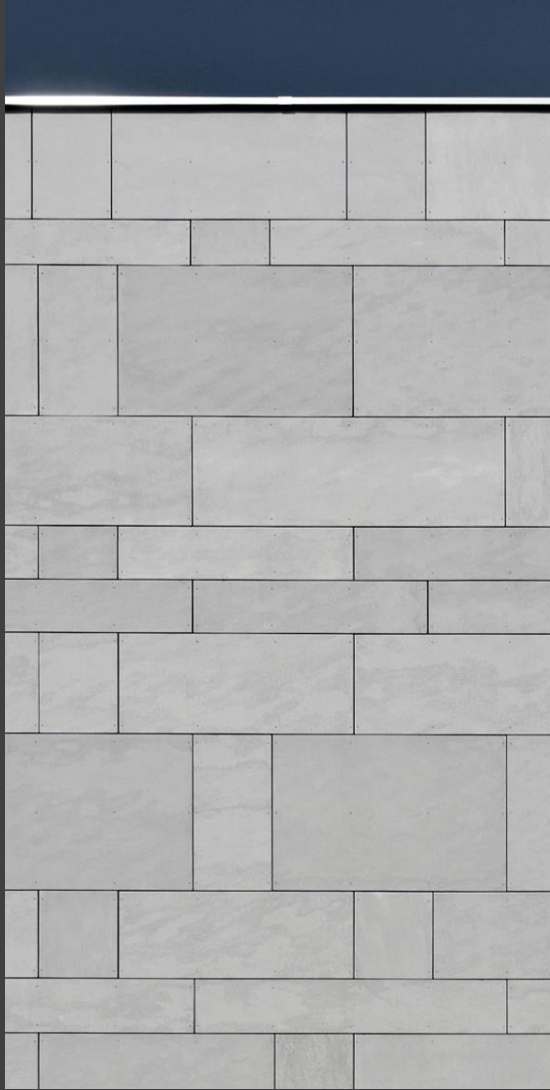
FROM CLARES & WHARF ROAD/NIGHT



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

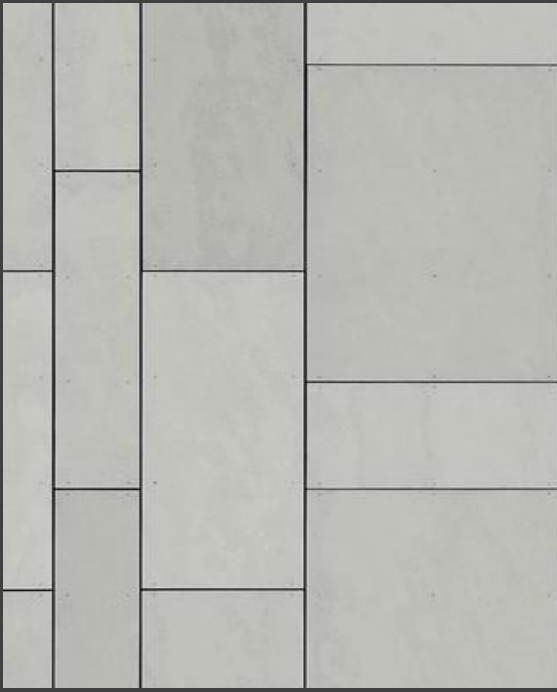
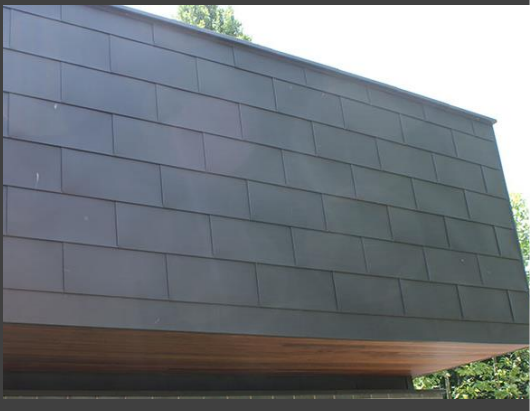


# EXTERIOR MATERIALS: MASONRY, WOOD, METAL



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)

# EXTERIOR MATERIALS: MASONRY, WOOD, METAL



Attachment: Library Schematic Design Slides (1766 : Library Schematic Design Approval)



# JOINT MEETING CAPITOLA CITY COUNCIL/ PLANNING COMMISSION AGENDA REPORT

**MEETING OF MARCH 23, 2017**

FROM: City Manager Department

SUBJECT: Discussion of Library Donation/Naming Parameters

**RECOMMENDED ACTION:** Provide direction regarding the types of naming opportunities the City will consider for the new library.

**BACKGROUND:** The City is currently developing plans for a new 11,700-square-foot Capitola Branch Library. Earlier this year the City Council approved a project budget change, increasing the total budget from \$10.6 to \$13 million. Part of the increased budget is anticipated to be generated through a fundraising campaign coordinated by the recently formed Friends of the Capitola Branch Library. Donor recognition and naming rights are important components of that campaign.

Last month the Santa Cruz Public Libraries (SCPL) adopted a Library Naming Policy (Attachment 1). That policy establishes the authority and process for philanthropic naming of Santa Cruz Public Libraries interior and exterior spaces, features, and major programs. The policy also assigns authority to local jurisdictions to adopt their own naming policies, consistent with the SCPL policy but tailored to each local jurisdiction.

**DISCUSSION:** The Friends of the Capitola Branch Library is beginning work to develop the fundraising plan for the new library. As part of that work it is important to understand how the City will consider recognizing donors.

While the SCPL policy limits the name of the specific branch library to its geographic location, other naming rights can be assigned at the City's discretion. The list below outlines other types of naming rights that would be consistent with the SCPL policy and have been utilized in other jurisdictions.

*Donor wall* - specific location within the library where donations are acknowledged. Usually incorporated into the overall library design. Designs vary from simple lettering to specific artistic pieces hung in recognition of donors. Attachment 2 includes examples of donor walls.

*Room naming* - specific locations within a library can be assigned a name. Based on the current design, naming opportunities at the Capitola Branch could include:

- Children's room
- Community room
- Group study rooms
- Meeting room

Discussion of Library Naming Parameters  
March 23, 2017

- Teen area
- Fireplace(s)
- Electronic homework area
- Outdoor areas

*Building name* - while the SCPL policy requires our library be named the Capitola Branch Library, the library building itself could be named in recognition of a significant donor. A local example of this approach is the Community Foundation of Santa Cruz County in the Jack and Elena Baskin Building.

In addition, some jurisdictions limit types of donor recognition to individuals, as opposed to corporation names. For example, it may be appropriate for a donor wall and some of the room naming opportunities to include the names of corporate donors, but inappropriate for other locations.

No final decision regarding naming rights at the Capitola Branch Library will be made at this meeting; however, identifying the types of naming opportunities the City may wish to consider, and who is eligible for those opportunities, will help the Friends raise money for the library.

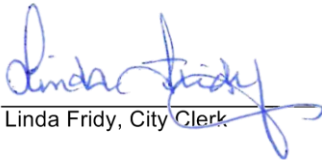
FISCAL IMPACT: Funding raised by the Friends of the Capitola Branch Library will help finance the new library project.

ATTACHMENTS:

1. SCPL Naming Policy
2. Donor Wall Examples

Report Prepared By: Jamie Goldstein  
City Manager

**Reviewed and Forwarded by:**



Linda Fridy, City Clerk

3/17/2017



## Library Naming Policy

JPAB Policy # 403

Adopted: 3/2/2017

Revised: xx/xx/xxxx

Five-year Review Schedule: 2022

### 1. Purpose

This policy establishes the authority and process for philanthropic naming or re-naming of Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and collections associated with specific branches. Philanthropic naming opportunities provide the Library with funds to meet strategic objectives.

### 2. Library Names

The Santa Cruz Public Libraries (the Library) name each branch according to their geographic location in the county, in order to identify each branch with either the neighborhood where it is located or the neighborhood that it primarily serves. This practice allows library users to easily determine the general location of a library facility they want to visit. Member jurisdictions may determine it appropriate to allow the Library building to be included in a naming policy.

### 3. Naming Criteria

Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and a collection associated with a specific branch may be named in honor of an individual, family, or entity. Naming or re-naming rights is the purview of the local jurisdictions (City of Capitola, City of Scotts Valley, City of Santa Cruz, and County of Santa Cruz) subject to review by the Library Joint Powers Authority Board (JPAB) consistent with this policy.

Naming opportunity is provided only to those that exemplify the attributes of integrity, civic leadership, and deep commitment to the Library and community, specifically where:

- a) the proposed honoree reflects the spirit, values, and mission of the Library in support of free and equal access to information for all.
- b) an individual has provided extraordinary service and support to the Library system.
- c) an individual donor has made a significant monetary contribution to the Library.
- d) an entity's financial sponsorship has allowed the Library to significantly advance the provision of programs, services, or collections.

### 4. Naming Process

Each jurisdiction shall develop, propose, and maintain a list of Naming Opportunities.

The JPAB shall review each jurisdiction's naming plan to ensure that residents have a unified library experience as they visit branches across jurisdictions, and that the plan is consistent with this policy.



The JPAB shall review each jurisdiction's naming policy to ensure the plan:

- a) is appropriately consistent with other approved naming plans.
- b) does not overly commercialize the library space.
- c) includes clear time limits outlined below.
- d) reserves the right to reject any naming proposal or donation from any individual, family, or entity.

Naming rights shall not extend beyond the normal life of any interior or exterior space or feature, major program, or collection associated with a specific branch, or twenty (20) years, whichever is less. In the event that a named Library interior or exterior space or feature, major program, or collection is significantly altered within (a) 75% of the expected lifespan, or (b) a timeframe agreed upon in the naming rights contract, the JPA jurisdiction will carry the name forward in a similar capacity. A jurisdiction's naming plan may include longer timelines for significant donations, subject to approval by the JPAB.

Naming rights contracts shall be reviewed and approved by the appropriate JPA jurisdiction and reported to the JPAB.

#### 5. Naming Revocation

Any naming opportunity authorized by a JPAB jurisdiction can be revoked only by a vote of that body.

If an individual, family, or entity for whom a naming commitment has been made violates the standards defined in section three (3. Naming Criteria) of this policy, the JPAB may recommend the removal of the individual, family, or entity's name from the naming opportunity, interior or exterior space or feature, major program, or collection associated with a specific branch.

Before taking such action, the JPAB jurisdiction shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the jurisdiction may expect under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name.

Where unforeseen circumstances make it impossible for a donor to complete a monetary donation commitment after associated name placement has occurred, the JPAB shall make reasonable efforts to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary and in the best interests of the Library to remove the donor's name choice from the naming opportunity.

# Donor Wall Examples



Attachment: Donor Wall Examples (1790 : Discussion of Library Naming Parameters)