

**CITY OF CAPITOLA**  
420 Capitola Avenue  
Capitola, Ca 95010

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U.S. POSTAGE  
**PAID**  
CAPITOLA, CA 95010  
PERMIT #13

**Dennis Norton** Mayor  
**Michael Termini** Vice Mayor  
**Stephanie Harlan** Council Member  
**Kirby Nicol** Council Member  
**Sam Storey** Council Member

**Jacques J. Bertrand** City Treasurer  
**Jamie Goldstein** City Manager  
**Pam Greeninger** City Clerk



Please email your comments or suggestions to [lmurphy@ci.capitola.ca.us](mailto:lmurphy@ci.capitola.ca.us)

**COUNCIL MEMBER INFO**

**CALENDAR OF CITY MEETINGS**

City Council meetings are held in the City Council Chambers, 420 Capitola Avenue. For all other meetings, locations or for more information call 475-7300 or watch Cable Community Channel 8 scroll. Dates are subject to change.

Recreation Dept.:  
[caprec@cruzio.com](mailto:caprec@cruzio.com)

City Web Site:  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

**Mayor**

**Dennis Norton**  
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**Vice Mayor**

**Michael Termini**  
[michael@triadelectric.net](mailto:michael@triadelectric.net)

**Council Member**

**Stephanie Harlan**  
[sharlan@sbcglobal.net](mailto:sharlan@sbcglobal.net)

**Council Member**

**Kirby Nicol**  
[www.wharfowharf.com](http://www.wharfowharf.com)

**Council Member**

**Sam Storey**  
[samforcapitola@att.net](mailto:samforcapitola@att.net)

**City Manager**

**Jamie Goldstein**  
Email all council at:  
[citycouncil@ci.capitola.ca.us](mailto:citycouncil@ci.capitola.ca.us)

The **City Council** meets the 2<sup>nd</sup> & 4<sup>th</sup> Thursday of the month at approximately 7:00 pm.

The **Planning Commission** meets the 1<sup>st</sup> Thursday of the month at 7:00 pm.

The **Museum Board** meets the 1<sup>st</sup> Thursday of the month at 5:30 pm.

The **Arc & Site Review Committee** meets the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month at 3:30 pm.

The **Art & Cultural Commission** meets the 2<sup>nd</sup> Tuesday of the month at 6:30 pm.

The **Finance Advisory Committee** meets the 2<sup>nd</sup> Tuesday of the month at 6:30 pm.

The **Commission on the Environment** meets the 4<sup>th</sup> Thursday of the month at 6:00 pm.

The **Traffic & Parking Committee** meets the 2<sup>nd</sup> Wednesday of the month at 6:30 pm.

**IMPORTANT NUMBERS**

**Administration: 475-7300**

**Animal Services: 471-1141**

**Building Dept: 475-7300 ext. 218**  
Americans with Disabilities Act (ADA)  
Building Permits/Inspections

**Cable TV: Charter Communications 1-866-731-5420**

**City Clerk: 475-7300 ext. 228**  
City Council Information  
Elections  
Agendas

**Community Development: 475-7300 ext. 216**

**Emergencies: 911**

**Fire (County): 479-6842**

**Garbage: Green Waste Recovery 1-800-665-2209**

**Library: 477-7240**

**Museum: 464-0322**

**Recreation: 475-5935**

**Parking Enforcement: 475-9274**

**Public Works: 475-7300**  
Street Repair  
Road Information  
Parks  
Sewer Emergency: 464-5462

**Police: 475-4242**  
Information: 475-4935  
Emergency: 911

\* RDA meets between 6-7 P.M. See agenda for time. City Council meeting commences immediately after RDA meeting at approximately 7 P.M.

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**NEWS CORNER**

**ART & WINE FESTIVAL:**  
Sep. 10th – 11th in the Capitola Village

**BEGONIA FESTIVAL:**  
Sep. 3rd – Sep. 6th  
[www.begoniafestival.com](http://www.begoniafestival.com)

**ART & MUSIC AT THE BEACH**  
Esplanade Park  
July 10 & 17, Aug. 7 & Aug. 21

**TWILIGHT CONCERT SCHEDULE**  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

**MOVIES @ THE BEACH!**  
8/26, 9/3, 9/9  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

**CAPITOLA MUSEUM HOURS:**  
Wed, Friday – Sunday 12-4pm  
Walking Tours Available call 464-0322

**HAVING AN EVENT?**  
Rent the Community Center  
Call 475-5935  
Check the website for more activities and events

**FOLLOW US ON TWITTER**  
go to [www.ci.capitola.ca](http://www.ci.capitola.ca) to sign up

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**CAPITOLA'S GENERAL PLAN UPDATE PICKING UP STEAM**

A City's General Plan provides a blueprint or a vision for the future, typically looking forward at development plans for the coming twenty-years or so. With its current General Plan dating back to 1989 the City of Capitola's long-range planning document has been in need of an update for quite some time. Under the City Council's direction, a General Plan update process is now well underway with six month of work under its belt.

A consultant team has been hired to work with planning staff to carry out the two to three year project and some major work has already been completed to gather background information and to begin the listening process with the community.

The City Council in January appointed an eleven member General Plan Advisory Committee which has been meeting regularly.

An initial Community Workshop was held at Jade Street Park on a rainy Saturday morning in March. 120 community members attended the workshop and outlined key Issues and opportunities that the new General Plan should address.

An easy way to catch up on General Plan activities is to visit the City's General Plan website at [www.plancapitola.com](http://www.plancapitola.com). The website provides access to the five community background "White Papers" that have been prepared, as well as meeting notes and audio files from of the past General Plan Advisory Committee (GPAC) meetings. The website offers a calendar of up-coming General Plan meetings and workshops as well.

**PLEASE PLAN TO ATTEND**

The next big activity in the General Plan update process will be a workshop focused exclusively on future plans for the 41st Avenue/ Capitola Mall area. The workshop will be an opportunity to review, in detail, future urban design alternative scenarios for the area. Let your ideas be heard!

**GENERAL PLAN UPDATE WORKSHOP**  
**Wednesday July 20th**  
**6:00PM to 9:00PM**  
**at the New Brighton Middle School Multi-Purpose Room**



## SIGN UP FOR EMERGENCY NOTIFICATION

In the event of an area-wide emergency, there are multiple resources to turn to in our community for notification beyond the radio or your TV. Reverse 911 has become a common name for the process of area notification by telephone from a communication center in the event of an emergency. When a notification message needs to be sent to a specific geographic area, a message will be recorded. A polygon of the notification area is drawn on a computer, or in other words, an outline is made in a mapping program. The program interfaces with a landline phone database to make those phone notifications to the area that is mapped on the program. Reverse 911 will call back if the line is busy during an initial call.

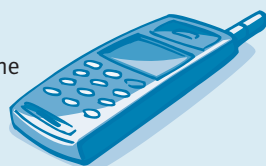
It is possible to get the same emergency notifications over a cellular phone or Voice Over Internet Protocol (VOIP) phone systems. Simply go online to <http://www.scecc.org/>, which is the Santa Cruz Regional 911, and click on "Register your Cellular or VOIP Phone For

Emergency Notifications!" and fill in the blanks. Your phone number will receive a call for notifications that regard the address you register.

We are using Facebook and Twitter to pass on our messages to people who "follow" us on their smart device or the Internet. "Friend" us at "Capitola Police Department" and we will pass notifications to you or follow us on Twitter.

Knowing your neighbors and communicating with them may solve potential issues in the event of a disaster. We encourage you to know your neighbors. Understand how you can help each other in the event of an emergency.

**"Friend" us at "Capitola Police Department"**



## PAID PARKING OPTIONS COMING SOON TO CAPITOLA VILLAGE

Parking meters along the Esplanade and San Jose Avenue will soon be replaced by 14 pay by space stations. These new pay stations will accept coins, dollar bills, and credit and debit cards for payment. The City will be numbering each parking space in the village which the user will then enter into the pay station. On screen directions will then guide the users to make the payment. Payment for any space can be made at any pay station; additional time can also be added to any space from any pay station.

To add time, you will need to keep your receipt and enter a code on the receipt that will identify which space you paid for initially. The pay stations are solar powered, water proof, and the faces will be illuminated for nighttime operation. The two hour parking limits will remain in effect throughout the village.

The City plans to eventually replace all the parking meters in the city with pay stations, ultimately allowing visitors parked in the Pacific Cove Parking Lot to pay for their parking in the village without having to return to their car.

### CONTROLLING RUNOFF FROM YOUR PROPERTY

Water running off your property, whether from a rain storm or irrigation water, pollutes your creeks, beaches, and Monterey Bay. Studies have found the pesticides, fertilizers, oils, and greases are all contained in typical runoff from private property. All these elements are considered pollutants that can severely affect ecosystems they enter. So what can you do to help...

The City is promoting a program called "Slow it, Spread it, and Sink it" developed by the Santa Cruz County Resource Conservation District which gives ideas and guidance in developing Low Impact Development standards to reduce the impacts of runoff. The program literature is available at the Public Works Department in City Hall and on the City's website at [www.ci.capitola.ca.us](http://www.ci.capitola.ca.us) under the Public Works tab.

City staff is available to assist you and answer questions you have on greening your property.



### CONSTRUCTION PROJECTS IN TOWN

**Rispin Work continues on cleaning up the Rispin Mansion and Grounds in preparation of creating the Rispin Park.** The first phase includes stabilizing the fire damaged building and constructing new pathways and trails to open the property up to the public. Subsequent phases will lower the wall along Wharf Road, restore the fountain, relandscape the gardens.

**Cherry Avenue Repaving** – following the 2011 Art & Wine Festival, Cherry Avenue will receive a much needed uplift that will repave the roadway from Fanmar Avenue to the east end.

**Clares Street Pedestrian and Streetscape Improvements** – Plans are now being developed for adding crosswalks and landscaping to Clares Street between Wharf Road and 41st Avenue. A community meeting on the proposed improvements will be held to receive input from the public. Look for information coming out later this summer.

## CAPITOLA FLOOD UPDATE

In late March of this year, due to the historic amounts of rain, the underground pipe that carries water from Noble Gulch Creek between Bay Avenue and Capitola Avenue failed, flooding the Pacific Cove Mobile Home Park and portions of Capitola Village. The pipeline failure caused significant damage to Pacific Cove Mobile Home Park and the Capitola Village, inundating homes and businesses.

When flood water receded, both the Village and mobile home park were left with a deep layer of mud, and a huge clean up job. The City, in partnership with other local agencies, business owners, and residents immediately mobilized to clean up our community. City crews worked long into the night, while residents and business owners, often with their own hand tools, hauled out mud and dried areas impacted by the flood. The City completed work to repair the failed drainage pipe and the Mobile Home Park was re-opened on April 29th.

During the flood the City's Police Station was also inundated. The Department was immediately relocated to temporarily into trailers in the Pacific Cove Parking lot, just behind City Hall, and repairs to the Station were initiated. The City expected the repairs to the Police Station will be completed in mid-July.

The Council Chambers at City Hall were also slightly damaged but remain operational. Total damages to City buildings and infrastructure is expected to exceed \$2 million. The City's Emergency Reserve Fund and the Contingency Reserve Fund were used to cover those costs not directly covered by insurance. The City is working with its insurance carriers, and the State Department of Emergency Services, however it remains unknown how much money the City will ultimately recoup.

The flood brought Capitola residents and City staff together, who did an outstanding job-organizing cleanup and assisting each other. Residents displaced at Pacific Cove were temporarily housed at the Capitola Inn and fed and clothed by local merchants and volunteers. These volunteers spent countless hours removing accumulated debris and mud.

In an effort to keep local businesses open, the City worked in partnership with Capitola-Soquel Chamber of Commerce to set up a tent in the Mercantile parking lot where businesses temporarily relocated while completing repairs to their buildings.

In light of the recent storm, the City is actively updating its emergency planning documents, and will be soliciting public input on the development of a Local Hazard Mitigation Plan. These documents identify know hazards and develop a strategy to mitigate them. Please go to the City's website to find information on how to provide input and obtain information about this important process.

## 41ST AVE. PUBLIC ART PROJECT



The Art & Cultural Commission brought forward to the City Council in January of this year a new Public Art Project for the medians along 41st Avenue from Gross Road to Brommer Street, the gateway to the City's commercial corridor.

The Art & Cultural Commission believes a Public Art Project on 41st Avenue would be an excellent location for displaying public art. The Commission envisions hiring one artist to create a cohesive series of sculptures that represent the spirit and natural resources of the community. This project would enhance the experience of traversing the city's main retail corridor and provide a unique visual experience to the community. This project would beautify and add much needed interest to this area as well as extend the City's public art focus from the Village into the commercial area of 41st Avenue.

The Commission will hold a community meeting on July 12, 2011 at the Jade Street Community Center, 6:00 to 7:30 pm to gather input from the community regarding their vision for this project. Your ideas will provide valuable information in the process. For more information please go to the City's web site at [www.ci.capitola.ca.us](http://www.ci.capitola.ca.us).

Funding required for this project is \$200,000. This project will not be paid for from the general fund, but rather from the Public Art Fund which was established in 2004. The Public Art Fund receives funding from building fees from capital improvement projects. The target date for project completion would be early 2012.

## FOOD WASTE COLLECTION COMES TO CAPITOLA

The City of Capitola Food Waste Collection Program is in full swing. Please visit these businesses who are participating in the program. If your business is interested in signing up for this service please contact Green Waste Recovery at 768-4750

**Donut Station** - 715 Capitola Ave.

**Trader Joe's** - 3555 Clares St # D

**Chili's Resturant** - 41st Ave.

**Dairy Queen** - 816 Bay Ave.

**New Leaf Market** - 1210 41st. Ave.

**Whole Foods** - 1710 41st Ave.

**Dharmas Restaurant** - 4250 Capitola Rd.

**Margaritaville** - 231 Esplanade



### 41ST AVE PUBLIC ART PROJECT

Community Meeting

July 12, 6-7:30pm

at Jade Street Community Center