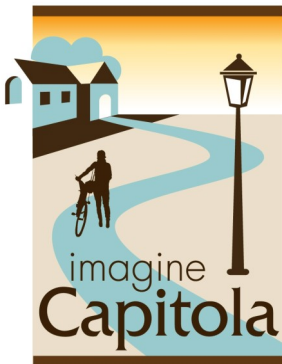




Draft General Plan Update Released for Public Review



Following an intensive three-year public participation process, the City of Capitola has begun public review of the draft General Plan Update and associated Environmental Impact Report (EIR). The public review and comment period began December 19, 2013, and concludes on February 19, 2014.

Under state law, each city and county in California is required to adopt a General Plan. The General Plan serves as a blueprint to guide future growth and represents the community's visions and values to govern land use and development policies. The General Plan provides a comprehensive roadmap for making decisions pertaining to land use, circulation, environmental resources, economic development, housing, safety, and noise.

The draft General Plan Update will replace the City's existing 25-year-old General Plan, which was adopted in 1989. The General Plan will provide an updated policy framework and consolidated land use designations intended to guide future growth in Capitola. The General Plan Update places an increased emphasis on sustainability and aims to preserve Capitola's distinctive coastal charm while allowing for moderated growth in targeted areas of the City.

Primary goals of the General Plan include:

- Preserve Capitola's unique community identity
- Protect and enhance existing residential neighborhoods
- Encourage environmental sustainability and preserve natural resources

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Public Art Project Coming to 41st Avenue

Installation of the glass panel sculptures for the 41st Avenue median public art project is anticipated to begin in February. The project, created by artist Troy Corliss, consists of large, colorful translucent crushed glass panels shaped as sails, kayaks and surfboards.

Approved by the City Council in March 2012, this project is the largest public art effort undertaken by the Art & Cultural Commission, with a budget of \$200,000. It is supported through the Public Art Fund, established in 2006 and funded by "2 percent for art" fees on

private development. No general fund money was used for the project.

Corliss and his crew have been fabricating the individual steel frames and encasing the colored crushed glass and silicon between clear protective Lexan panels. The completed sculptures will be mounted in the median strip along 41st Avenue from Gross Road to Brommer Street.

Watch the City's website and Community Television information scroll for time and date of the project's dedication ceremony.

WINTER 2014

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UPCOMING EVENTS

Martin Luther King Holiday

Jan. 20, City Offices Closed

Lincoln's Birthday Holiday

Feb. 12, City Offices Closed

Presidents' Day Holiday

Feb. 17, City Offices Closed

General Plan Comment Deadline

February 19

Capitola Village Easter Egg Hunt

April 19

City-Wide Garage Sale

April 19

Spring Garbage Clean-up Week

April 21-25

Memorial Day

May 26

City Offices Closed

Rod & Custom Classic Car Show

June 7-8

City Reinstates Emergency Housing Programs

The City of Capitola is pleased to announce that it has reinstated two important affordable housing programs: the Emergency Housing Assistance Program and the Security Deposit Program. The programs will remain available until July 1, 2014, or until available funding is depleted.

The Emergency Housing Assistance Program is administered by the Community Action Board of Santa Cruz County (CAB) and is designed to prevent very low-income Capitola households from becoming homeless due to an unexpected financial event --such as job loss, sudden disability, or major medical expenses -- that prevents them from making regular monthly rent or mortgage payments. The program provides one-time emergency grants for rent or mortgage payments. The grants are paid directly to the landlord or mortgage company to prevent eviction or foreclosure. In order to be eligible for this assistance, households must be at or below 50 percent of median income and must include children, a disabled person, or an elderly person. For more information, please visit the CAB website at www.cabinc.org or call CAB at 831-457-1741 to request assistance.

The Security Deposit Program is administered by the County of Santa Cruz Housing Authority and provides forgivable loans to low- and very low-income households to cover the costs associated with moving into a new rental unit. The program provides participants who are at risk of becoming homeless with funds needed for security deposits and last month's rent. Additional information can be found at the Housing Authority website at www.hacosantacruz.org/securitydeposit or by calling 831-454-5977.

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- Strengthen the local economy
- Promote fiscally-responsible municipal decision making
- Provide balanced transportation options including improved streets, parking facilities, sidewalks, bicycle facilities, and trails and pathways
- Protect the health and safety of the community and its residents
- Promote opportunities for residents to meet and gather in civic life

Capital Improvement Projects Include Parking and Sidewalks

The Department of Public Works continues to design and implement many projects throughout the City.

Lower Pacific Cove Parking Lot Project: The construction of a new 227-space public parking area is well underway. The project is currently scheduled for completion early this winter and should be fully operational for Spring Break.

Stockton Avenue/Esplanade Intersection Pedestrian Improvements: The preliminary re-design of the intersection is complete. The project will include improved lighting and better protection for pedestrians crossing Stockton Avenue.

Park Avenue Sidewalk: Currently in design, this project will complete a sidewalk along Park Avenue from Monterey Avenue to Cabrillo Street. The sidewalk will be on the north side of the street providing residents a safe pedestrian path to the Village.

38th Avenue Paving: Coming in spring will be new paving on 38th Avenue from Capitola Avenue to Brommer Street. The project also includes new bike lanes in each direction.

Finance Department Honored

The City is proud to announce that its Finance Department has been awarded the Certificate for Excellence in Financial Reporting by the Government Finance Officers Association (GFOA). The Certificate of Achievement is the highest form of recognition for governmental accounting and financial reporting.

The honor is awarded following a panel review of the City's comprehensive annual financial report. A formal presentation of the certificate is expected in early 2014.

This is the first time Capitola's Finance Department has achieved this level of recognition from the organization.

The public is invited to participate in the General Plan Update process. Electronic copies of the draft General Plan Update and draft EIR are available online at www.plan.capitola.com. Hard copies of the draft General Plan Update and draft EIR are available for review at the Capitola City Hall, 420 Capitola Avenue, and at the Capitola Library, 2005 Wharf Road. Hard copies may also be purchased for the cost of reproduction at Capitola City Hall.

Following completion of the public review period, staff will make necessary revisions to the draft General Plan and EIR and prepare the documents for adoption hearings. It is anticipated that public hearings before the Planning Commission and City Council will occur in March and April 2014.

Looking Back and Ahead with the Capitola Historical Museum

The Capitola Historical Museum enjoyed a very successful and busy 2013, filled with a new exhibit, book, curator,



Photo: Library of Congress

The Museum's next exhibit focuses on Hall of Famer Harry Hooper.

and even a YouTube channel. Attendance was up as well, with nearly 6,000 visitors.

The year-long exhibition "Picture This: Capitola-By-The-Sea" opened in the spring, featuring the best of the Museum's collection of historical photos. July marked the release of the book *Capitola* by Museum Director Carolyn Swift as she retired after two decades.

Frank Perry joined the staff as curator and will offer his first exhibit in 2014 featuring baseball great Harry Hooper (1887-1974). Hooper played for the Boston Red Sox in the early 1900s, served as Capitola Postmaster, and was a Capitola civic leader. The exhibition will explore Harry's world, from the playing field to the shaping of Cap-

tola in the mid-twentieth century. It will open this spring.

Our new curator also helped the Museum launch a Facebook page and YouTube channel. Volunteer Mary Harpin, a UCSC senior, hosted a 12-part weekly video quiz on Capitola history, which can be accessed at capitolamuseum.org. The contests are over, but you can still brush up on your Capitola history through these short videos.

Important additions to the collection during the year include an 1885 bathing suit and more than 100 historical photographs of Capitola from various donors.

In December, the Museum family bid farewell to longtime volunteer Ettamae Shaffer, who retired at age 94 and received a special proclamation from the City.

Please Remember: Only Rain Down the Drain

The City's storm drains are designed to carry only rain-water. They flow directly to Soquel Creek and into Monterey Bay without receiving any type of treatment. Storm drains are separate from the sanitary sewer system, which treats wastewater from your sink, toilet, and other indoor drains.

Whether you live right next to the ocean or not, polluted runoff from your home will eventually reach Monterey Bay through the storm drains or Soquel Creek. Even if polluted runoff doesn't immediately reach the storm drain or the water evaporates, the problem isn't gone. Pollutants still remain on the pavement and will be washed into the storm drain the next time it rains.

Storm water pollution is toxic to fish and other wildlife and it degrades our beaches and ocean. During the winter it is especially important to keep pollution from washing down the storm drains.

All residents should take extra precautions to control the following potential pollutants in water runoff:

Pet Waste: Dog waste left on the street or lawn does not just go away or fertilize the grass. The bacteria in dog waste is often washed down the storm drains and into ditches, creeks and the Monterey Bay, and can travel for miles in the water. Kitty litter dumped outside can also be washed into creeks. Bring plastic bags with you when you walk your dog. Pick up

after your pet to keep our beaches open, create a clean, sanitary play area for family activities, and ensure a healthier environment for us all.

Herbicides & Pesticides: The application of both herbicides and pesticides to your lawn and garden during the winter months can be very detrimental to the environment. Fertilizer can wash off the lawn and into the ground water, the nearest storm drain, or stream, adding unwanted nitrates to our local water bodies. Limited use and minimal application help protect water quality.

Car Maintenance: Keep your car maintained to prevent leaks of oil, antifreeze, and other fluids. Check your car regularly for leaks. Fluids from cars, such as oils, antifreeze, hydraulic fluid, and gas that leak on the roads, driveways, and parking lots only end up in our waterways.

Illegal dumping: Illegal dumping generally refers to any substance (other than rain water) that is dumped down or in a storm drainage system, or directly into a body of water. Paint, motor oil, and erosion material are examples of substances that are often dumped illegally. If you see someone dumping anything into a storm drain, please report the incident immediately by calling the Capitola Public Works Department at 831-475-7300.

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Named one of *Sunset*
magazine's best beach towns

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Grant Supports Women's Self-Defense Classes

The Capitola Police Department received another year of grant funding from Pacific Gas & Electric to underwrite our Women's Self-Defense Workshops. These classes are offered year-round through our Recreation Department.

The sessions are designed to increase personal safety through effective strategies, communication skills, and physical self-defense techniques. This workshop includes assertiveness, boundary-setting, body language, verbal techniques, and how to handle yourself in a variety of situations. Women and girls age 16 and up of all abilities are welcome.

Our instructor, Leonie Sherman, has been teaching women's self-defense for 13 years and has been named a community hero by the United Way for helping to decrease crime in Santa Cruz County.

The next workshop will be Jan. 27 and Feb. 3 and costs just \$5 for Capitola resi-

dents. Visit www.capitolarecreation.com to register.

Speed Display Signs Added To Increase Safety

Drivers on Park Avenue will notice two speed display signs between Coronado and Cabrillo Avenue. The Police Department and Public Works staff installed these signs in hopes of reducing speed concerns in and out of the City. Several local municipalities use these signs as a cost-effective way to slow traffic speed and reduce collisions. The signs are solar-powered and can be used in other areas of the City.

The Police Department also obtained a grant from the State's Office of Traffic Safety to purchase two additional signs. These will be placed near New Brighton Middle School to increase pedestrian and traffic safety in that neighborhood.