



SUMMER 2013

VOLUME 11, ISSUE 2

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## General Plan Schedule Revised

Work continues on the update to Capitola's General Plan, the document that will guide development in our city over the next several decades. After reviewing the work that has been done, the City is shifting to a multi-stage approach and aiming for a fall release of the plan draft.

When efforts began on the revision, the initial idea was to revise the General Plan simultaneously with accompanying planning documents such as the Zoning Ordinance and Local Coastal Plan. They would then be approved as a package. However, while the public input and meetings built consensus toward a broad vision for the General Plan itself, more work remains to iron out agreement on specific design guidelines and development standards.

In June, the City Council agreed to separate the parts. Staff and consultants will roll

out a General Plan draft first this fall and then focus on details within the supporting documents, expected to come up for approval next spring. Work on the required environmental impact report will begin this summer.

The process will continue to draw from the work done by the General Plan Advisory Committee and public meetings. General Plan goals and policies will aim to preserve and enhance Capitola's unique identity while allowing for moderated growth in targeted areas of the City.

This divided approach will both speed the completion of the General Plan itself and keep the plan "general" in nature to allow appropriate flexibility for changes that will inevitably occur in the next 20 to 30 years.

Draft releases and meetings will be widely announced and comments encouraged.

## Summer Fun Keeps Coming in Capitola Village

Capitola Village hosts a variety of free events throughout summer set against the gorgeous backdrop of the Monterey Bay.

The popular Twilight Concerts each Wednesday evening through Aug. 28 feature outstanding bands and musicians. Hit the dance floor by the Esplanade Park bandstand, picnic on the beach, or enjoy a meal or treat from a local eatery while enjoying live music.

Select weekends offer



Sunday Art and Music at the Beach, with artisans selling their work and another opportunity to enjoy talented performers on the Esplanade stage. Family-friendly Movies at the Beach run for four weeks on Friday evenings starting Aug. 23, and include

free popcorn.

The 61<sup>st</sup> Annual Capitola Begonia Festival fills the Labor Day weekend with flowers, floats, and activities, and the Art & Wine Festival returns Sept. 14-15.

All of the great entertainment is free courtesy of generous local sponsors. Please thank them by supporting their businesses.

For additional information, visit [cityofcapitola.org](http://cityofcapitola.org), [begoniafestival.com](http://begoniafestival.com), and [capitolachamber.com](http://capitolachamber.com).

## UPCOMING EVENTS

### Twilight Concerts

Esplanade Bandstand  
Wednesdays 6 p.m.  
Through Aug. 28

### Sunday Art & Music at the Beach

Esplanade Park  
Art booths 11 a.m.–5 p.m.  
Bands 2-4 p.m. July 14 & 28,  
Aug. 4 & 18

### July 4th Holiday

City Offices Closed

### Wharf to Wharf Race

July 28

### Movies at the Beach

Aug. 23, Sept. 6, 13  
7:30 p.m. Esplanade Park

### 61st Annual Begonia Festival

Capitola Magic  
Aug. 31-Sept. 2

### Labor Day Holiday

Monday, Sept. 2.  
City Offices Closed

### 31st Annual Art & Wine

Sept. 14-15

## City Welcomes New Community Development Director

Capitola is pleased to welcome new Community Development Director Rich Grunow, who joined the City staff in April.

As community development director, Grunow oversees the planning and building departments as well as housing programs.

"I'm delighted to have the opportunity to work for such a great community. It's an exciting time to serve as the Community Development Director," he said. "I'm looking forward to working with City staff and the citizens of Capitola to complete updates to the General Plan and Zoning Ordinance and to promote positive change within the City."

Grunow brings 14 years of land use and environmental planning to his new post. Most recently the land use chief for San Diego County, he also worked for the cities of San Diego, Encinitas, and Solana Beach.



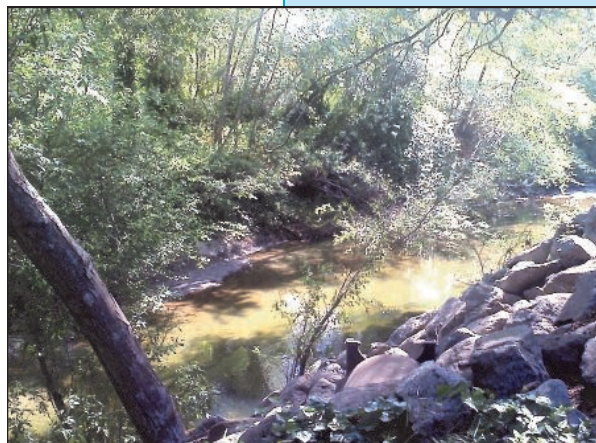
Community Development Director Rich Grunow

## Keeping Soquel Creek Clean

Capitola residents are encouraged to help keep Soquel Creek clean by following these two simple tips.

1. **Don't feed the birds.** As the seagull, pigeon, and other waterfowl populations increase along the creek and beach, there is a noticeable decrease in water quality.
2. **Don't put or rinse anything into the storm drains.** Storm drains are for storm water only. Allowing over-watering from landscaping, car wash rinse water, oils, paints, or any other liquids or debris into these systems adds to water quality problems. Sweep your driveways -- don't hose them down!

Water quality monitoring results are available online at Santa Cruz County's Environmental Health Services' web page under "current water quality data." These advisories are updated weekly throughout the year, with special advisories posted when problems exist.



## Q&A with Chief Rudy Escalante

Capitola Police Chief Rudy Escalante, a Santa Cruz County native, joined the department in April 2012. He shares some thoughts following his first year with the City:

### What accomplishment are you most proud of in your first year at Capitola?

*This year we were able to establish the Women's Self Defense classes, which we set up in partnership with the City's Parks & Recreation Department through funding from a competitive PG&E grant. The classes give residents a unique opportunity to grow their self confidence and self-esteem while learning to better protect themselves when confronted with difficult situations. Classes are scheduled again in July. To date, more than 20 residents have participated.*

### What challenges do you see for the police department?

*As with all aspects of local government, finances are a challenge. With City revenue constrained, and uncertain support from the state, we need to continue to focus on how to do more with less, while maintaining a high level of service to the community.*

### What advice would you give to someone interested in getting involved?

*In Capitola we have a number of terrific programs for people who would like to help. We have a Volunteers in Policing program where community members can receive basic training to help the department during our summer festivals. For younger members of the community, we have our Police Explorers, which offers basic training for volunteers between the ages of 14 and 20. That opportunity has served as a career entry point for a number of our current officers. Lastly, for those with less time to give, any support to the Capitola Public Safety Foundation is always a big help. The foundation has done many things over the years to help the department due to the generous gifts from so many of our residents.*

## Historical Museum Offers New Exhibit and Book

Capitola has always been photogenic. Even in 1875, when it was little more than a cluster of surplus tents set along the muddy banks of a stream, the early resort had enough magnetism to charm the professional photographer as well as the amateur. Interpretation of Capitola history has been shaped dramatically by shutterbugs of all ages and varying abilities over past 140 years.

Popular vacation spots almost always have at least one stunning overlook and a beautiful body of water. Capitola has been fortunate to have not only a span of gorgeous views, but also a repertoire of good quality images that shows how those vistas have changed over time.

*Picture this—Capitola by-the-Sea* is the title of the current Capitola Historical Museum exhibit that opened in April. The show pairs artifacts and photographs to explore resort history as it was shaped by the talents, viewpoints, and subject choices of photographers.

In this interpretive display of history and art, each picture plays a role in telling the story of the resort and how it grew to become the City of Capitola in 1949.



*This photo of the Esplanade from about 1955 includes the Andy Antonetti merry-go-round.*

The exhibit is further designed as a companion to a Capitola history book—one in the Arcadia Publishing Company's Images of America series—scheduled for release in early July.

Written by Museum Director Carolyn Swift in cooperation with the Capitola Museum Board of Trustees, the book is "dedicated to the City of Capitola and all its citizens and visitors who love and preserve the past."

Followers of past museum exhibits may recognize some of the titles given to the eight chapters: Oldest

Campground on the Pacific Coast; In the Company of Frederick Hihn; Welcome to the Hotel Capitola; Neighbors, Friends, and Local Heroes; Rispin, Rum-Running, and Religion; Guns, Gliders, and the National Guard; Capitola's Peril or Troubles in Paradise; and Just Beachy. Each chapter is a collection of photographs with explanatory historical text.

Books should be available for a \$22 donation at the Capitola Museum, 410 Capitola Avenue, by the second week in July.

## Museum Coordinator Carolyn Swift Retiring

After two decades of service, Coordinator of the Capitola Historical Museum Carolyn Swift has announced her retirement. Carolyn shared her creativity and passion for local history as she found and displayed artifacts from Capitola's past.

Her deep understanding of the development of Camp Capitola to today's City helped the community preserve and celebrate its past. Along with collecting, researching, and designing the

exhibit displays at the museum, Carolyn has served as a resource for the Planning Department, designed and led walking history tours, and presented popular talks. She completes her tenure with the City as author of a book about Capitola for Arcadia Publishing Company's Images of America series.

Carolyn's extensive knowledge of Capitola and her love of history have made the museum so successful. The

community greatly thanks Carolyn for her commitment and dedication to the City.

Would you prefer to receive your copy of *Capitola Currents* by email? If so, please send your request to [lfridy@ci.capitola.ca.us](mailto:lfridy@ci.capitola.ca.us). Be sure to include your regular mailing address as well if you do not want the printed edition in the future.

## City of Capitola

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

## City Council

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## Keeping July 4th Happy and Safe

### Overnight beach closures, extra policing will be in place

Each year, the City of Capitola works to balance the festive nature of July 4<sup>th</sup> with the inherent safety challenges the holiday creates. Our police department and City volunteers once again will be on hand to keep the day safe and fun by reminding visitors and residents that alcohol is not allowed on the beach and fireworks are prohibited throughout the city.

To maximize safety and minimize enforcement issues, Capitola beaches will close overnight.

- Police Department representatives will be stationed at Capitola Beach entrances starting at 11 a.m. with information about hours, alcohol and bans on pyrotechnics.
- Capitola beaches will close at 10 p.m. on July 4.
- A DUI checkpoint will be in effect within the city limits.
- Additional patrols will be added, especially along the cliffs and nearby neighborhoods.
- Light poles to help illuminate beach areas will be erected along the Esplanade and Wharf.
- Anyone caught violating the closure hours may be cited at a cost totaling more than \$120.

### Regular Meeting Schedule

The **City Council** meets on the second and fourth Thursday of the month. Public session begins about 7 p.m.

The **Planning Commission** meets on the first Thursday of the month at 7 p.m. in the Council Chambers.