

CITY OF CAPITOLA
420 Capitola Avenue
Capitola, Ca 95010

Sam Storey Mayor
Dennis Norton Vice Mayor
Bob Begun Council Member
Kirby Nicol Council Member
Ron Graves Council Member

Jacques J. Bertrand City Treasurer
Richard Hill City Manager
Pam Greeninger City Clerk

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CAPITOLA

Currents



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Please email your comments or suggestions to lmurphy@ci.capitola.ca.us

COUNCIL MEMBER INFO

CALENDAR OF CITY MEETINGS

City Council/RDA 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

City Web Site:
www.ci.capitola.ca.us

Mayor

Sam Storey
samforcapitola@att.net

Vice Mayor

Dennis Norton
Dnortondesigns@msn.com

Council Member

Bob Begun
rbegun@sbcglobal.net

Council Member

Ron Graves
fishweeheart@netzero.net

Council Member

Kirby Nicol
www.wharftowharf.com

Email all council at:
citycouncil@ci.capitola.ca.us

The City Council meets the 2nd and 4th Thursday of the month at approximately 7:00 pm.

The Planning Commission meets the 1st Thursday of the month at 7:00 pm.

The Museum Board meets the 1st Thursday of the month at 5:30 pm.

The Arc & Site Review committee meets the 2nd and 4th Wednesday of the month at 3:30 pm.

The Art & Cultural Commission meets the 2nd Tuesday of the month at 6:30 pm.

The Finance Advisory Committee meets the 2nd Tuesday of the month at 6:30 pm.

The Commission on the Environment meets the 4th Thursday of the month at 6:00 pm.

The Traffic & Parking Committee meets the 2nd Wednesday of the month at 6:30 pm.

CAPITOLA BANS SMOKING

As of January 9, 2010 smoking is prohibited in the following outdoor public places: Beach, Esplanade, All City Parks, the Wharf, City Hall, and the Library.



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

SHOP CAPITOLA!

Esplanade Tile Project Book: Commemorative full color book of all tiles is available for sale at www.blurb.com/my/book/detail/974921

HOLIDAY SCHEDULE:

City Hall will be closed on Jan. 1 & 18, Feb. 15 & 22

EARTH DAY

April 22, 2010
www.ecocruz.org for events in Santa Cruz

NEW GARBAGE RATES

effective Jan. 1, 2010
Go to www.ci.capitola.ca.us to see the new rates

Recycle your Christmas Tree @ Jade St. Park the 1st two weekends in January.

REMINDER NOTICE:

Business License Renewal deadline was January 15, 2010. Contact the Finance Dept @ 475-7300

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“LOCATION, LOCATION, VACATION”

Although the phrase “location, location, location” has been done to death by realtors throughout the country, it’s getting a fresh twist from Capitola Historical Museum, which will feature “Location, Location, Vacation—The Landmark History of Capitola” for its new 2010 exhibit.

Coastal, seaside living is naturally about location, and Capitola history shines with tales fixed to memorable sights—from railroad tracks and wharf pilings to fossil beds and favorite old hangouts.

As a small and temporary vacation paradise, Capitola was established at the mouth of Soquel Creek in 1874. It gained its toe-hold along the sandy beach only because people who were suffering through the blistering summers of California’s hot inland valleys found the toll road through the mountains was worth the effort to get cool. For generations, Capitola owed its survival to that initial legacy.

Landmarks uncovered, built, or sustained over time are ones that have defined Capitola’s borders, given it identity, and inspired the seasonal visitor to love the village as if it were their own hometown. “Location, Location, Vacation—The Landmark History of Capitola,” will display with photographs the historical footprints of buildings both here and gone, allowing guests to pause at familiar places in unfamiliar times.



NEW CHIEF IN TOWN

The City of Capitola is proud to announce that William Michael Card (Mike) has been selected as the City’s new Police Chief. Chief Card began his law enforcement career with the City of Capitola in November 1973, as a part time dispatcher. In June 1, 1976 he was sworn in as a full time Police Officer, after completing POST required training at Gavilan College and has continued to climb the career ladder. On June 30, 2005,



Chief Card retired from the City of Capitola as a Police Captain to become the Police Chief of Sheridan, Wyoming.

Chief Card currently oversees the only twenty-four hour public safety operation in the county, with 32 police officers, four CSOs, twelve dispatchers, and a number of other staff, including administrative support, property officer and crime analyst. He has an open door policy for public and staff, and has made the Chief accessible with a more friendly approach.

“There is no doubt in my mind that Mike will be an excellent Chief of Police for the City of Capitola. He has the confidence of the Department and comes with broad community support,” said Hill. Chief Card is expected to assume his new duties as Capitola’s Chief of Police on January 4, 2010.

SHOPPING WITHOUT A PLASTIC BAG

Plastic bag litter and waste has been getting a great deal of attention in recent weeks. Some 19 billion single use plastic bags are distributed annually in California, and less than 5% are recycled. And while the useful life of these bags is most often measured in minutes, these non-biodegradable petro-chemical balloons can often remain a blight on the environment and a threat to wildlife for years. Plastic bags are a principal component of the litter that clogs our urban creeks, streams and bays. And plastic bags are a major component of the plastic litter that becomes marine debris. Marine debris kills thousands of marine animals every year, and the problem is getting worse.

People think of plastic bags as being free. Instead, they actually cost taxpayers millions every year. In San Francisco alone, City officials estimate that they spend \$8.5 million annually to deal with plastic bag litter. That equates to around 20 cents for every bag distributed in the city. Additionally: It costs the state \$25 million annually to landfill discarded plastic bags. Cities and Recyclers spend incalculable amounts removing plastic bags from their recyclables stream, where they jam machinery and add to the manual labor costs of recycling.

What can you do?? Try using a re-usable bag when you go to the store or go for take-out food. You can find fashionable, economical and cheap re-usable bags at most grocery stores.

CAPITOLA SPRING GARAGE SALE APRIL 24TH, 2010

REUSE & RECYCLE!! Mark your calendars for the 7th Annual City wide Garage Sale on April 24th. Email lmurphy@ci.capitola.ca.us by April 22. With your name and address and list of up to 3 types of items you will be selling. The Friday before the Garage Sale, a map will be available to the public at City Hall (420 Capitola Ave.) and on the web www.ci.capitola.ca.us listing all of the addresses of the garage sale participants.

HOUSING PROGRAM UPDATE

This Fall, City staff has concentrated on two main housing related projects, the Bay Avenue Senior Apartments and the City's Housing Element Update. The \$28 million dollar Bay Avenue Senior Apartment project is the most visible housing effort the City has undertaken in several years and, well worth a walk-by visit.

The project involves major rehabilitation of the 96 unit senior housing site, formerly known as the Silvercrest Apartments. In addition, 13 new units are being added to the site to provide additional senior housing opportunities and to make better use of the entire site.

The public/private partnership project is being lead by the non-profit developer, First Community Housing, and will provide 109 units of senior housing that will be permanently affordable to low and very low-income senior households.

The City's Redevelopment Agency has invested approximately \$1.6 million dollars in the project, while the City provided the project with an additional \$1.9 million in funding received through a federal housing program grant.

In order to avoid having to dislocate the existing residents the project is taking advantages of existing vacancies and completing the work in several phases. Construction on the first two buildings will be completed by February of 2010 with the balance of the work being completed by December 2010.

Another recent housing related activity has been the development of an update to the City's Housing Element. The Housing Element is a long-range planning document that is required by the State to be updated every five years.

Preparing the Housing Element Update has been a year-long process with numerous public hearings before both the Planning Commission and the City Council. The document evaluates Capitola's current housing needs and the constraints on housing production and sets Goals, Policies and Programs to direct and encourage the production of housing in the coming years.

The draft housing Element identifies housing opportunity sites to meet the State's 143 unit requirement and encourages the development of additional affordable housing units and higher density housing along the community's major transportation corridors. The Draft Housing Element has now been reviewed by the State and will be coming back to the Planning Commission and City Council within the next few months for minor revisions and final adoption.



POLICE CHIEF EHLE RETIRES

Capitola Police Chief Richard Ehle officially retired last April but continued on here at City Hall as the interim chief through December. Chief Ehle has been with the City for over eight years, but has been a cop for over 38 years. He started as a San Jose State police officer then moved on to the Oakland police department for the majority of his career followed by a four years with the state's correction department before landing here in Capitola. The Chief has many successes to count during his tenure in Capitola including the volunteer policing program, community police program, numerous grants, the establishment of the public safety foundation, modernized the department and of course the Capitola Rod & Custom Classic Car Show.

CAPITOLA ROD & CUSTOM CLASSIC CAR SHOW

The Capitola Rod & Custom Car Show will be held June 5-6, 2009 on the Esplanade in Capitola Village! Featuring over 320 Hot Rods, Muscle Cars, Coupes, Roadsters, Customs and Classics - vintage to 1972; Vendor Booths, Music, Raffle, Trophies, and more. Enjoy a weekend filled with awesome cars, great music, charming shops, restaurants for every taste, and good family fun at the beach! Call the Capitola-Soquel Chamber of Commerce at 831.475.6522 for more information or visit our website: www.capitolacarshow.com.

BUILDING OFFICIAL RETIRES AFTER 25 YEARS

Twenty five years ago Daniel Kostelec came to clean up the City of Capitola Building Department and build a nationally known dynasty in the Building Official world. Really..... he did! As Daniel prepares to retire at the end of the year, his long time office mate and soon to be Building Official, Mark Wheeler shares some thoughts about Daniel.

"To think that the Building Officials of major metropolitan areas know and recognize the Building Official of a small California beach town just over 1.5 square miles is remarkable if you ask me and a bit daunting as well," stated Mark.

Around City Hall Daniel is well respected as a source of historic building information not to mention his healthy living advice. An avid hiker and biker Daniel has rode his bicycle to and from the office for over 10 years now rain or shine as well as hosted the "Capitola Bike to Work Week" festivities. Daniel's example has been followed by others who now ride to work as well. Daniel's love of the outdoors has led to an annual hike to Half Dome on Columbus Day weekend for several years now providing employees, friends, family and citizens alike with the opportunity to experience something they might not have otherwise.

Happy Trails, Daniel!

CURRENT PLANNING UPDATE

While the downturn in the economy has reduced the number of development applications in recent months, the Community Development Department remains busy with development projects both big and small. With the majority of applications consisting of minor residential additions and remodels, there have been several significant commercial projects that have come through the planning process, some of which are under construction. Notable projects currently under construction include the Marriot Fairfield Inn, an 84-unit hotel on 41st Avenue, a new light industrial building at the end of Kennedy Drive, and the commercial-residential light house project at the intersection of Stockton and Riverview Avenues in the heart of the village.

An application for development of the Capitola Theatre site has been received and preliminary plans for a hotel are currently under review. The City Council recently approved demolition of the theatre structure, which should be removed in early 2010.

In addition to these projects, several use-permits have been issued for new businesses in town, hopefully a sign of economic recovery. Opening their doors in recent months, new businesses include Whole Foods Market, Kohl's, International House of Pancakes, Main Street Bagels, Michaels' Pizza, Toadal Fitness and Classic Chinese Medicine. Also, two longtime Capitola businesses have changed locations. Eric's Deli Café has moved across Kings Plaza Shopping Center to a space next door to the existing Kragens, and The Dance Center has moved from 41st Avenue to Bay Avenue, next door to the existing Dairy Queen.

CASH FOR BEVERAGE BOTTLES & CANS

Want to put a little "walking around" money in your pocket? Recycle those plastic bottles and cans then take the money shopping in Capitola! Thanks to California's Bottle and Can Recycling Law, Recycling for Cash is as close and convenient as your local Supermarket. Stores are required by state law to take back all empty beverage containers and pay a redemption value of 5¢ for each beverage container less than 24 ounces and 10¢ for each container 24 ounces or greater. You can also take your bottles & cans to the redemption center at the Nob Hill Market parking lot on Bay Ave. The hours are Tue. – Sat 11-6pm closed 2-3pm for lunch. When you bring your bottles; remove the lid, empty any contents, crush it, you can leave the label and bag them for your convenience. Remember to bring home and recycle beverage bottles that you empty while you're out.

GENERAL PLAN UPDATE

A General Plan is a city's long-term vision for its future. Its purpose is to provide a comprehensive document which expresses the community's development goals, infrastructure priorities and land uses policies. Preparing, adopting, implementing, and maintaining the general plan serves to:

- Identify the community's land use, circulation, environmental, economic, and social goals and policies as they relate to land use and development.
- Provide a basis for local government decision-making, including decisions on development approvals and exactions.
- Provide citizens with opportunities to participate in the planning and decision-making processes of their communities.
- Inform citizens, developers, decision-makers, and other cities and counties of the ground rules that guide development within a particular community.
- The General Plan is required to address seven mandated elements including land use, circulation, housing, conservation, open space, noise, and safety. Additional elements may be added to meet

the needs and goals of individual jurisdictions and may include such topics as water and energy, sustainable development and economic development.

• Capitola's first General Plan was adopted in 1964 and guided a period of intense expansion in the City. A second General Plan was adopted in 1974; followed 15 years later by the current General Plan, which was adopted in 1989.

• The current General Plan is now 20 years old and the City Council has directed staff to initiate the General Plan update process beginning in summer 2010. Based on this schedule, the initial public meetings for the new General Plan are likely to begin in late 2010.

In order to make sure the new General Plan is a viable long-term community vision, public input and advice is vital. Your participation and input will be an important step in the next General Plan update. If you would like to receive future notices about the General Plan update process, please email Danielle Uharriet at duharriet@ci.capitola.ca.us.