

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

**Dennis Norton** Council Member  
**Kirby Nicol** Council Member  
**Sam Storey** Council Member  
**Stephanie Harlan** Council Member  
**Mike Termini** Council Member

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

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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/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](mailto:caprec@cruzio.com)

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

**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

**Council Members**

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

**january**

	date	time
City Council/RDA*	13, 27	7:00
Planning Commission	20	7:00
Museum Board	6	5:30
Art & Cultural Commission	11	6:30
Finance Advisory Committee	11	6:00
Traffic & Parking Commission	12	6:30
Arch & Site Review Committee	12, 26	3:30
Commission on the Environment	18	7:00

**february**

City Council/RDA*	10, 24	7:00
Planning Commission	3	7:21
Museum Board	3	7:00
Art & Cultural Commission	8	6:30
Finance Advisory Committee	8	6:00
Traffic & Parking Commission	9	6:30
Arch & Site Review Committee	9, 23	3:30
Commission on the Environment	N/A	7:00

**march**

City Council/RDA*	10, 24	7:00
Planning Commission	3	7:00
Museum Board	3	5:30
Art & Cultural Commission	8	6:30
Finance Advisory Committee	8	6:00
Traffic & Parking Commission	9	6:30
Arch & Site Review Committee	9, 23	3:30
Commission on the Environment	22	7:00

\* 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!!**

**HOLIDAY SCHEDULE:**  
City Hall will be closed on  
Jan. 17, Feb. 11 & 21

**NEW BUILDING DEPT  
COUNTER HOURS:**  
Mon – Thurs 1-4pm

**NEW POLICE DEPT. OFFICE HOURS:**  
Mon – 12:00 pm to 5:00 pm,  
Tues, Wed & Thurs – 8am to 5pm,  
Fri – 8am to 12pm

**EARTH DAY APRIL 22, 2011**  
[www.ecocruz.org](http://www.ecocruz.org)  
for events in Santa Cruz

**NEW GARBAGE RATES  
EFFECTIVE JAN. 1, 2011:**  
Go to [www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)  
to see the new rates

**RECYCLE YOUR CHRISTMAS TREE**  
at Jade St. Park the 1<sup>st</sup> two  
weekends in January

**REMINDER NOTICE:** Business License  
Renewal deadline was January 14, 2011.  
Contact the Finance Dept @ 475-7300

**INSIDE THIS ISSUE**

News Corner ..... 1  
Food Waste Collection ..... 1  
Winter Storm Drain Reminders ..... 1  
General Plan Update ..... 2  
Why is there a Police Car Here? ..... 2  
Wharf Road Mural ..... 2  
Tree and Forest Management ..... 2  
Ecology Action Needs Your Help! ..... 3

**FOOD WASTE COLLECTION COMES TO CAPITOLA**

The City Council approved a commercial food waste collection system last October which began in early December. The program is offered to commercial businesses primarily restaurants and grocery stores. As part of the overall effort to meet the state mandate to reduce the amount of waste sent to the landfill for disposal and the City's goal of a 75% diversion rate by 2010, the City has been working with Green Waste Recovery to develop a commercial Food Waste collection program. Food waste typically constitutes approximately 20 – 30% of the commercial waste stream. Currently the City is diverting 67% of its waste from the landfill through a variety of recycling programs. A food waste composting program has the potential to increase the City's diversion rate beyond 75%, meeting the City's established target.



The food waste will be collected by the City's hauler, Green Waste Recovery and brought to the Monterey Regional Waste Management District's landfill where they will compost the material.

The program will operate similarly to the County's food waste program, which was established five years ago. Green Waste will provide the collection service and leak-proof containers for the customers with a pickup schedule up to three times per week. For more information on how you can participate, please call Green Waste Recovery at (831) 768-4750.

**WINTER STORM DRAIN REMINDERS**

The City's storm drains are designed to carry only rainwater. Therefore, 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. During the winter it is especially important that we keep pollution from washing down in the storm drains. All residents should take extra precautions to control the following items:

**Pet Waste:** It is illegal to leave your pets' waste on all public property, including streets, sidewalks, parks and beaches. Please pick up all pet waste and dispose of it in the trash so that it does not get washed away in the next storm.  
**Herbicides & Pesticides:** The application of both herbicides and pesticides during the winter months can be very detrimental

to the environment. Large traces of these compounds are routinely detected in Soquel Creek as they are washed down the storm drains. Please limit their use and make sure any excessive application is manually cleaned up.

**Cars Fluids:** Now is a great time to have any fluid leaks from your car repaired. Fluids from cars, such as oils, antifreeze, hydraulic fluid, and gas that leaks on the roads and parking lots only ends up in our waterways.

If you see someone dumping anything into a storm drain please report the incident immediately by call the Capitola Public Works at 831-475-7300.



## CAPITOLA TO BEGIN GENERAL PLAN UPDATE

For the first time in more than 20 years, the City of Capitola is beginning an important process to update its General Plan. The update process will be a two or three year endeavor and the City will be reaching out to the community for help in creating this plan. The City is currently seeking people interested in serving on the General Plan Advisory Committee (GPAC).

The General Plan establishes the City's policies relating to development and conservation within Capitola. Capitola's current General Plan was adopted by the City in 1989. While the General Plan has served the community well, it is outdated and does not adequately address many issues identified by residents.

Some of the key issues to address in the General Plan Update will be:

**Enhancement of the 41st and Bay Avenue commercial corridors;**

**Parking and hotel development in the Village; and**

**Promoting environmental and economic sustainability.**

The General Plan Update process will also include the preparation of a Climate Action Plan, a Green Jobs Analysis, an updated Local Coastal Program, and an updated Zoning Code. The combination of the update will result in a new vision and strategy to address the needs of the community.

Throughout the process, the City will host meetings and workshops to obtain public input on key issues. The first public workshop for the General Plan Update is currently planned for March 2010. Information about General Plan Update events will be posted on the project website, [www.plancapitola.com](http://www.plancapitola.com). The City will also share information with residents through email updates, direct mailings, and other outreach materials.

The General Plan Advisory Committee will include eleven members, representing key stakeholders and all geographic areas of the city, who will help guide the preparation of the General Plan Update. All Capitola residents, regardless of previous experience serving on City committees, are encouraged to apply. The deadline is January 10, 2011, and the City Council is expected to appoint the GPAC members on January 27, 2011.

To obtain an application to serve on the GPAC, please contact Pam Greeninger, City Clerk at 475-7300 or [pgreeninger@ci.capitola.ca.us](mailto:pgreeninger@ci.capitola.ca.us). To sign up for email notifications, or for further information about the General Plan Update, contact Derek Johnson, Community Development Director, at 475-7300 or [djohnson@ci.capitola.ca.us](mailto:djohnson@ci.capitola.ca.us).

## WHY WAS A POLICE CAR IN MY NEIGHBORHOOD?

Do you ever wonder why the police officers were in your neighborhood? Now you can go online most weekdays and find out! The Police Department releases certain "Calls for Service" information in print form, some of which is never heard over the police band radio or police scanners.

Report summaries that the Capitola Police Officers have responded to as calls for service are posted on the Internet [HYPERLINK www.ci.capitola.ca.us](http://www.ci.capitola.ca.us). Reports are generated by our computer aided dispatch software, and contain the basic information that a dispatcher might see or take from a caller. Our clerks remove inappropriate information before posting a series of PDFs each weekday before the noon hour.

This information is not posted "live as it happens" because of the need to keep some investigations and information confidential, as well as juvenile names, certain numbers, etc. This necessitates the review of each call for service by the clerical staff at the Police Department before posting. The PDF reports are only posted to the Internet when the clerks are working, so you should not expect to find new postings on the weekends or holidays. This documentation that is now being posted should give the reader an idea of the activities that the Police Department is handling, and more specifically, what is happening in certain areas of our community at a certain time. When combined with the [HYPERLINK www.crimereports.com](http://www.crimereports.com) link on the City of Capitola Internet site, [HYPERLINK www.ci.capitola.ca.us](http://www.ci.capitola.ca.us), readers should have a comprehensive view of police activity in Capitola. This view does not contain activity that happened outside the city limits of Capitola, such as in Live Oak, Soquel, Aptos, Cabrillo College, etc.

Reference numbers are attached to each incident, should you desire to contact a detective or sergeant for additional details. Please go to the URL [HYPERLINK www.ci.capitola.ca.us/](http://www.ci.capitola.ca.us/) and look to the bottom of the page for the link on the right side near the [CrimeReports.com](http://CrimeReports.com) map.

## WHARF ROAD MURAL

The Wharf Road Mural which showcases an iconic view of Capitola was recently completed by local artist, John Ton. The mural was funded by the Public Art fund which is collected from a fee on commercial development to place public art throughout the City. Mr. Ton was selected after a comprehensive search process last summer by an Artist Selection Panel composed of local residents, artists, and Art & Cultural Commission representatives. The mural features a familiar view of the Venitians, Stockton Bridge, and lots of begonias. The Art & Cultural Commission meetings are open to the public, they meet the second Tuesday of the month at 6:30 in City Hall. Future Art Projects along the 41st Ave. corridor will be considered in January, please attend the meetings if you are interested in participating.



## TREE AND FOREST MANAGEMENT ORDINANCE

In January 2004 the City Council adopted the Community Tree and Forest Management Ordinance noting that trees are a valuable asset that enhance property values and make the City a more attractive place to visit and do business. The purpose of the ordinance is to establish a program to protect trees to create a sustained community forest within the City of Capitola. Trees help define the character of the City.



Recently, trees have been removed without permits and in violation of the City's Tree Ordinance. Significant civil penalties have been collected and several cases are pending.

Tree Permits are required for the following tree work: Pruning, trimming, removing, and/or performing any work, on a single occasion or cumulatively, over a three-year period, affecting 25% or more of the crown and/or volume of foliage and branches of any tree with a minimum six-inch trunk measured forty-eight inches above existing grade or at average breast height, and trees located within an environmentally sensitive habitat area.

The permit process entails submitting an application and fees to the Community Development Department, a staff site inspection and, if the following findings can be made for removal, then a permit is issued:

1. Tree removal is in the public interest based on one of the following: The health or condition of the tree, with respect to disease infestation or danger of falling; safety considerations; or where a tree has caused, or has the potential to cause, unreasonable property damage with existing utility services;
2. All possible and feasible alternatives to tree removal have been evaluated, including, but not limited to undergrounding of utilities, selective root cutting, trimming and relocation;
3. The Type, size and schedule for planning replacement trees are specified and shall be concurrent with the tree removal;
4. The tree removal would not be contrary to the purposes of the Community Tree and Forest Management Ordinance;
5. Replacement trees in a ratio of two to one shall maintain a canopy coverage of at least fifteen percent.

The effective date of the permit is ten working days following approval unless appealed. If findings cannot be made, then staff may require the applicant to provide a written evaluation and recommendations prepared by a certified arborist. The Community Development Director will make a determination which can be appealed to the Planning Commission.

As a reminder, trees illegally trimmed, pruned or removed are subject to civil penalties and liens. Before you do any tree work, call Community Development at 831.475.7300 to verify if you need a permit, your selected tree company has a valid CA D-49 license and a current business license to perform work within the city. The City of Capitola is committed to protecting Capitola's urban forest and the program helps ensure that the City will have a healthy urban forest for future generations.

## ATTENTION APARTMENT MANAGERS!

**Ecology Action is looking for apartment complexes in Capitola interested in improving their recycling. Free Materials and Assistance Provided!**

Apartment facilities all across the Monterey Bay Area are enrolling in a program to establish comprehensive recycling in order to reduce waste going to the landfill. The City of Capitola is partnering with Ecology Action, a local nonprofit environmental organization, to roll out a recycling program to apartment complexes in Capitola.

This free program starts with a site visit to establish trash and recycling service levels appropriate for your complex. This initial visit is then followed by one-on-one outreach to residents that provide them with all the information and motivation they need to increase their recycling levels along with free bins to use for collecting their recyclables. These free materials and services are provided at no cost to the site.

The Ecology Action team and our grant partners working on this project have found that the one-on-one education to residents is the best way to increase recycling. The estimated amount of money spent on education, equipment and materials per facility is approximately \$3,000 depending on the size of the facility. All this is free to you and has already helped participating sites increase their ability to recycle an additional 490 tons per year.

For more information about the Multifamily Recycling Project, the partners involved please visit the multifamily recycling project page on the EA website at the following link: [HYPERLINK http://ecoact.org/Programs/Zero\\_Waste/Multi\\_Family\\_Recycling/index.htm](http://ecoact.org/Programs/Zero_Waste/Multi_Family_Recycling/index.htm)

If you are interested in signing up or to learn more information about the project, please contact Angela Rocchio at (831) 426-5925 x 131 or [arocchio@ecoact.org](mailto:arocchio@ecoact.org)

\* The funder name was previously the Department of Conservation (DOC) and is now the California Department of Resources Recycling and Recovery (CalRecycle).

