



City of Capitola

Village Merchant/Employee Parking Permit Guidelines and Regulations

• Village Merchant/Employee Yearly Parking Permit

Each eligible village business may apply for at least two village merchant/employee parking permits. The maximum number of village merchant/employee parking permits issued to any village business shall not exceed 35 percent of the total number of that village business's employees.

Village merchant/employee parking permits will be eligible for parking in the Upper and Lower Beach and Village Parking Lots and may be transferable among different vehicles. Village merchant/employee parking permits must be used only when the driver of the vehicle displaying the permit is working at the village business which holds the permit.

Parking permits are valid from January to December of each calendar year.

Parking permits may be purchased at the Capitola Police Department for \$50.00 each, beginning in mid-December.

• Village Employee Monthly Parking Permit

Under this program, employees will be provided an opportunity to purchase a monthly permit to park in the Lower Beach and Village Parking Lot located behind the Capitola Police Department.

Permits will be provided through an online purchasing program provided by ParkMobile. This program is separate from the ParkMobile parking app and can only be accessed through a link on the City of Capitola web page.

To purchase a permit, employees must be given a code from their employer.

Permits are valid for one calendar month and can be purchased as needed with no obligation to renew. If you would like to receive a reminder to purchase future permits, sign up for auto renewals (from the permit application screen). If you would also like to be charged automatically each month, sign up for auto payments (from the checkout screen).

You must provide the license plate number for the vehicle the permit is issued. You may enter two vehicles per permit. Once you have completed a purchase you will be emailed a paper permit that must be hung from the rear-view mirror or placed on the dashboard.

Cost of this permit is \$6.50 per month.

Instructions to purchase monthly permit:

1. Go to the City of Capitola's web page at www.cityofcapitola.org
2. On the top menu options, hover over City Services and click on Police.
3. On the left side menu click on Parking, then click on Village Merchant/Employee Parking Permit Program and Guidelines.
4. The next page will provide more information on the program from which you can click on the web link to the ParkMobile Permitting Site.

5. First time users will need to create an account, providing the following information:
 - a. Name and address
 - b. Phone number
 - c. Email address (very important as all communication will be emailed)
6. Once you have created your account, click on “Apply for a Permit”
7. Choose the only location available - “Lower Beach and Village Parking Lot (Spaces 750-999)”
8. The system will show the only permit type available - “Monthly permits”
9. Click “Start Application”
10. To sign up for convenient renewal options - Select “Yes” to receive a reminder email around the 23rd of each month to purchase the permit for the next month.
11. Enter license plate information and the code provided by your employer.
12. Follow the directions to purchase a permit using a credit or debit card.
13. You may select “Autopay” on the checkout page to automatically purchase future permits.
14. You will receive a confirmation email with the permit to print out.
15. If you do not receive the confirmation email, you can find and print your permit in the “Messages” section when you are signed into your ParkMobile account.
16. Hang permit from the rear-view mirror or place on the dashboard of your vehicle.

Questions regarding this program should be directed to the Public Works Department at 831-475-7300, Monday through Friday from 8:00AM-5:00PM.

Per Municipal Code 10.36.010 the Chief of Police has the right to suspend or revoke any permit issued by the City of Capitola for misuse.

It is illegal to back into any space in the Upper and Lower Beach and Village Parking Lots or any diagonal space. Front end of vehicle must be within 6 inches of the curb. (Ord. 10.36.220)

No vehicle longer than 20 feet may be parked in a regular space in the Upper and Lower Beach Parking Lots. Week day only RV/ Bus parking permits are available for purchase at the police department during regular business hours.

10.36.070 Storage of Vehicles on Public Streets: No person who owns or has possession, custody or control of any vehicle shall park such vehicle upon any street or alley for more than a consecutive period of seventy-two hours. Any vehicles parked or stored in violation of this section may be removed by the police department to the extent authorized by Vehicle Code Section 22651 provided the procedures set forth in Vehicle Code Section 22850 are followed. (Ord. 931 § 1, 2008; Ord. 841 § 1, 2002; Ord. 663, 1988; Ord. 204 § 9.4, 1963)

For further information, you may call the Capitola Police Department Records Division at 831-475-4242, Monday through Friday from 8:00AM-5:00PM or refer to the Capitola Municipal Code Title 10, which covers vehicles and traffic.