CAPITOLA CITY COUNCIL AGENDA REPORT

MEETING OF MAY 12, 2016

FROM: Community Development

SUBJECT: Resident-Initiated Community Visioning Process

RECOMMENDED ACTION: Accept presentation and "Vision Capitola" summary report from the project organizers.

BACKGROUND: The City Council authorized staff to provide technical and in-kind support for the resident-initiated Vision Capitola project on January 14, 2016. The project was a grassroots community visioning process intended to provide an overview of the community's priorities to help the City better understand community goals and expectations.

DISCUSSION: A group of Capitola citizens organized two community workshops in April 2016, which were held at the Jade Street Community Center. Their goal was to gather as many Capitola residents, business owners, commercial landowners, and other interested parties to answer two questions: 1) "What do you value most about Capitola;" and 2) "What would you like to see happen in the next 5-15 years."

The workshops were very well attended. Approximately 180 people attended the first workshop and 96 attended the second workshop. Oral comments from 121 speakers were recorded during the workshops and 102 comment cards were submitted. In addition, 101 comment forms were received from the Vision Capitola website and three were sent by mail. In total, 617 responses were received regarding what people valued most about Capitola, and 963 comments were submitted about what people would like to see happen in Capitola in the next 5-15 years.

The Vision Capitola sponsors have prepared a summary report (Attachment) outlining common themes and issues heard through the visioning process which will be presented to the City Council for their consideration.

As detailed in the report, many of the General Plan goals and policies were reaffirmed during the process, including maintaining the quaint character of the Village; preserving the high quality of life; maintaining and enhancing public spaces including streets, sidewalks, and parks; addressing traffic and parking problems, and revitalizing the Capitola Mall.

FISCAL IMPACT: None.

ATTACHMENTS:

1. Vision Capitola Summary Report

Resident-Initiated Community Visioning Process
May 12, 2016

Report Prepared By: Jamie Goldstein
City Manager

Reviewed and Forwarded by:

Jamie Goldstein, City Manager 5/6/2016

VISION CAPITOLA

CREATING COMMUNITY

May 2016

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

TABLE OF CONTENTS

Section I

- Summary Report

Section II

- Top Ten Comments about "What do you value most about Capitola"
- Summary of all comments about "What do you value most about Capitola"

Section III

- Top Ten Comments about "What would you like to see happen in the next 5-15 years"
- Summary of all comments about "What would you like to see happen in the next 5-15 years"

Section IV.

- Top Ten Exit Poll Comments
- Summary of Exit Poll comments
- Detail of Exit Poll Comments
- Transcription of Workshop #2 Speaker Comments
- Goals from the Capitola General Plan which were handed out in both workshops

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Section I

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA
SUMMARY REPORT

To: Capitola City Council

From: Vision Capitola

Date: May 12, 2016

Subject: Summary Report

Background

A group of Capitola citizens organized two workshops in April 2016 that were held at the Jade Street Community Center. The goal was to gather as many residents, business owners, commercial landowners and all other interested parties in Capitola together to answer two questions. 1. "What do you value most about Capitola?" and, 2. What would you like to see happen in the next 5-15 years?"

Participation

- **30** volunteers participated in the organization of the Vision Capitola Project as well as the publicity outreach and distribution of flyers to all Capitola neighborhoods.
- Approximate Workshop attendance was **180** people at Workshop #1 and **96** at Workshop #2. Approximately 40% of the attendees at Workshop #2 had not been able to attend Workshop #1.
- Comments were received from various sources. **101** emailed Comment Forms via our www.visioncapitola.com website. **3** Comment Forms via snail mail. Oral comments from **121** speakers at Workshops #1 & #2. **102** Comment cards handed in at Workshop #1.
- Total number of comments in response to the question "What do you value most about Capitola?" was **617** comments.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

- Total number of comments in response to the question "What would you like to see happen in Capitola in the next 5 – 15 years?" was **963** comments.

- While it is difficult to track duplication of participants, we believe over **300** Capitola residents participated in the Vision Capitola Project.

As you can see many people participated. One of the main reasons for the great turnout was a group of twenty five + people who hand carried approximately 5,000 flyers door to door over a two week period of time.

Purpose

Although this report contains a lot of data, our purpose was to present the results as clearly as possible. The details of this report represent a current picture of the deep feelings of belonging and love for Capitola. We hope you will enjoy reading it as much as we enjoyed the process of gathering it. It brought all who worked on the team and all who attended a strong feeling of community.

In addition, we trust the information you find here will help you in your tireless efforts on behalf of Capitola.

Heartfelt thanks go to the Core Team: Nels and Susan Westman, Gayle Ortiz, Rich Didday, Mick Routh, Katharine Parker, Steven Woodside, Jacques Bertrand and Sam Storey.
And to our team walkers and those who helped with the workshops: Ron Burke, David Kraemer, Kim Hogan, Teresa Green, Amie Forest, Karl Forest, Teal Forest, Matt Arthur, Jill Arthur, Will O'Sullivan, Ed Ortega, Niels Kisling, Molly Ording, Laurie Hill, Bruce Arthur, Dory Arthur, Vince Barabba, Lisa Steingrube, Leilani Williams, Keith Cahalen, MaryBeth Cahalen, Helen Bryce, Elizabeth Stearns, Jacques Hespel, and Christine McBroom.
The City of Capitola, especially Community Development Director Rich Grunow, the Capitola City Council and the Capitola Recreation Department

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Section II

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

"WHAT DO YOU VALUE MOST ABOUT CAPITOLA?"

TOP TEN LIST

MAY 3, 2016

Friendly, small town feeling and strong neighborhood identity Comments	104
Beautiful ocean and beach	76
A walkable/bikeable community for all including non-driving and handicapped persons	53
Natural beauty	46
Charming Village	40
Safe community, good police	37
Friendly, kind hearted people	36
Village festivals and free entertainment	21
Family oriented beach community	18
Beach town atmosphere	20

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

"WHAT DO YOU VALUE MOST ABOUT CAPITOLA?"

SUMMARY OF PUBLIC COMMENTS

MAY 3, 2016

This summary contains 617 comments received from members of the Capitola Community responding to the question, "What do you value most about Capitola." Comments were received as follows: 121 speakers at Workshop #1 & #2, 102 comment forms turned in at Workshop #1, 101 emails and 3 letters. Comments are listed in descending order according to the number of times they were mentioned.

Friendly, small town feeling and strong neighborhood identity	104 Comments
Beautiful ocean and beach	76
A walkable/bikeable community for all including non-driving and handicapped persons	53
Natural beauty	46
Charming Village	40
Safe community, good police	37
Friendly, kind hearted people	36
Village festivals and free entertainment	21
Family oriented beach community	18
Beach town atmosphere	20
Historic character	16

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Lots of locally owned businesses to support	14
Weather	12
Restaurants	11
City parks, open space and recreational opportunities	11
Clean air	8
Convenient to regional shopping	8
Capitola's commitment to the arts and culture	8
The Wharf	9
City's healthy, relaxed lifestyle. Live & let live.	6
Public Works Dept keeping city clean	6
Dog friendliness	6
Diversity: young families, seniors, working folks and wealthy sharing the joy of Capitola living	6
Eclectic mix of old residential and commercial buildings with occasional modern ones	5
Environmental awareness	5
Enjoy the animals and wildlife in this area	5
Community processes	4
Mix of large & small homes in neighborhoods	4
Jade Street Park including tennis courts	5
Library	3
Soquel Creek	3
Clear separation of quaint Village from 41st Ave commercial corridor	3
Mid-county location	3

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Community commitment to keeping Capitola small and special	2
Proximity to Cabrillo College for classes and farmers market	2
The energy of a popular tourist destination	2
Trees	2
City leaders are accessible	2
Capitola Museum	2

Colorful Venetian Court

Preservation of historic buildings

Current scale of Village

Large Eucalyptus trees in Monterey Park

Ocean oriented activities

No big box stores or large hotel chains

Slow moving Village traffic creates a pedestrian friendly beach ambiance

Mix of new and long standing businesses

Accessibility of Fire Dept

New parking lot

Curbside recycling

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Section III

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

"WHAT DO YOU WANT TO SEE HAPPEN IN THE NEXT 5 – 15 YEARS?"

TOP TEN LIST

MAY 3, 2016

TOP TEN MAJOR CATEGORIES

1.	Capitola Village	220 Comments
2.	Traffic & Circulation	188
3.	Capitola Mall	90
4.	City Infra-structure	68
5.	City Parks	64
6.	City Services	50
7.	Neighborhood Integrity	55
8.	Environment	54
9.	Parking	27
10.	Library	18

TOP TEN COMMENTS

1.	Revitalize Mall	39
2.	Support Trail WITHOUT trains	32
3.	Maintain existing scale and charm of Village. Do not over build	31
4.	Increased maintenance of streets and sidewalks	29
5.	Improve pedestrian safety citywide including flashing lights at *dangerous crosswalks*	25
6.	Add bike lanes and improve bicycle safety	23
7.	Open to smaller Village hotel if compatible with charm and scale of Village	22
8.	Reduce auto traffic in Village	20
9.	Pursue traffic calming measures citywide	20
10.	Increase water sustainability and conservation	15

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

"WHAT DO YOU WANT TO SEE HAPPEN IN THE NEXT 5–15 YEARS?"

SUMMARY OF PUBLIC COMMENTS

MAY 3, 2016

This summary contains 963 comments received from members of the Capitola Community responding to the question, "What would you like to see happen in Capitola in the next 5 to 15 years." Comments were received as follows: 121 speakers at Workshop #1 & #2, 102 comment forms turned in at Workshop #1, 101 emails and 3 letters. Major topics, subtopics and comments are listed in descending order according to the number of times they were mentioned.

CAPITOLA VILLAGE TOTAL COMMENTS - 220

VILLAGE TRAFFIC 68 Comments

Reduce auto traffic in Village	20
Make The Esplanade a pedestrian Mall with shuttle and disabled Parking access and including truck delivery hours	14
No cars in Village	9
Smooth traffic flow through Village	8
More "car free" days near The Esplanade during summer	6
Enhance pedestrian safety	6
More police presence to expedite traffic through Village at rush hour	2
Pedestrian controls at crosswalks to improve pedestrian and motorist safety	
No stop lights in Village	
No large tour buses on Esplanade	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VILLAGE DEVELOPMENT 56 Comments

Maintain existing scale and charm of Village. Do not over build	31
No new development in Village until existing traffic, vehicle noise and parking problems are effectively addressed	9
Residential remodel OK but no new commercial development.	4
Preserve residential mix in Village	3
Relocate restaurants from The Esplanade to the Wharf and replace with benches, family-friendly areas, improved beach access and no auto traffic and pollution.	2
Except for hotel on theater property, no major new development in Village	
No new development on existing Mercantile parking lot.	
Maintain beauty and health of beach environment while allowing smart economic Growth	
Reduce all development close to the beach to help area be greener, more natural and less commercial	
Add youth friendly businesses and activities to Mercantile property	
Better restaurants	
"Nicer infrastructure" in Village	

VILLAGE HOTEL 48 Comments

Open to smaller Village hotel if compatible with charm and scale of Village	22
No Village hotels at all	12
No large hotel	6
Village hotel should have remote parking with valet	5
All hotel parking should be on-site	
Small Depot Inn type lodging OK but no large hotel	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VILLAGE PARKING 15 Comments

Create more parking outside Village	4
Make Village more pedestrian friendly	3
Eliminate parking on The Esplanade	
No parking in Village	
Restrict Village parking to residents only	
Merchants and employees should park in city lot	
Consistent enforcement of parking rules	
Village resident parking very difficult even with Permit due lack of spaces	
Need more bike parking	
More Handicapped parking	

VILLAGE GENERAL 33 Comments

More attractive trash cans and more frequent emptying of trash containers	4
Do not obstruct views	3
More outdoor dining	3
City incentives for merchants to improve their businesses	2
Eliminate smell of garbage on The Esplanade	2
More frequent power washing of sidewalks	2
More events to attract local residents to Village	2
Expanded drop off zones in Village to help families	2
Explore new central garbage facility (maybe compactor system)	
Expand Esplanade Park	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Improve bathrooms in Esplanade Park and maintain well.

Overhaul and maintain showers in Esplanade Park

Consistent enforcement of city laws plus outreach by city to prevent degrading beach and Village with trash, dog poop, cigarettes and rowdy behavior

More police foot patrols

Continue Twilight Concerts

"Village Bucks" type system to promote Village merchants

More viable mix of businesses in Village

Allow dogs on Hooper's Beach

Put up hanging flowers in Village

Night Art Faire in Village

Create free wagon program to help families transport their stuff from parking lots to beach and back

TRAFFIC & CIRCULATION TOTAL: 188 COMMENTS

AUTO ISSUES 74 Comments

Pursue traffic calming measures citywide	20
Reduce traffic by operating shuttle buses between Mall and Village and parking facilities	12
Reduce "cut through" traffic citywide	7
Improve public safety by increased speed limit enforcement citywide	6
Build roundabout at Bay and Capitola Ave	6
Widen Highway 1 to reduce cross town commuter traffic	5
Improve quality of life of residents by effective enforcement of vehicle and motorcycle sound laws	3

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

No roundabouts	3
Use new technology electronic signs for traffic and parking management	2
Additional auto crossing over Soquel Creek	
Build traffic bypass over Soquel Creek from Rispin and connect to Highway 1	
Build traffic bypass Park Ave through Pac Cove over creek to Capitola Rd.	
Open 40th Ave to relieve traffic on Gross, Clares and 41st	
Reduce speed limit on 41st Ave and on narrow residential streets	
Slow down traffic on Clares between 41st and Wharf perhaps with medians and speed bumps	
Finish street improvements on Clares	
Traffic light at Bay and Hill as well as Bay and Capitola Ave	
Close Stockton St Bridge to cars	
One-way street plan in Jewel Box to calm traffic	

RAILROAD RIGHT-OF-WAY ISSUES **39 Comments**

Support Trail WITHOUT trains	32
Support Rail/Trail WITH trains	5
Use electric trains if rail included	2

PEDESTRIAN ISSUES **38 Comments**

Improve pedestrian safety city-wide including flashing lights at dangerous crosswalks	25
Improve pedestrian safety at Bay & Hill and at Bay & Capitola Ave	3
Easier pedestrian access to New Brighton beach	2
Build sidewalks on Park Ave and Hill St	2

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Wider, obstruction-free sidewalks	2
Improve safe routes to schools	
Improve pedestrian/school children safety in Bay/Capitola Ave/Plum area. Traffic calming measurers in same area	
Widen sidewalk on Wharf going up hill. Add sidewalks in other areas	
Add lights to bridge over creek by Nob Hill	

BIKE ISSUES **23 Comments**

Add bike lanes and improve bicycle safety	23
More bike racks	

OTHER **13 Comments**

Support safe, clean, healthy, environmentally friendly transportation	9
Oppose bus service cuts	5
Support county-wide efforts to develop alternative to auto	

MALL TOTAL: 90 COMMENTS

Re-vitalize Mall.	39
Create more entertainment opportunities in Mall including good restaurants, l live music, night club, adult classes, teen center, farmers markets, concerts and community events	13
Add residential uses above ground floor commercial	12
Add hotel to Mall	7
Better restaurants. More pet friendly uses in Mall. Shuttle between Mall and beach.	4

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Residential use above Mall should be affordable apartments	3
Insure plenty parking for all uses if Mall becomes mixed use	3
More open air Mall areas	2
Zip cars at Mall Transit Center	2
Get an Apple Store	
Encourage better mix of types of stores	
Convert Mall to parking with shuttle buses to Village	
Add drive thru such as In N Out	
Make Capitola Rd corridor between Mall and Village more bike and pedestrian friendly	

CITY INFRA-STRUCTURE TOTAL: 68 COMMENTS

Increased maintenance of streets and sidewalks	29
Underground overhead utilities.	10
Stabilize bluff and save pathway along Depot Hill bluff and Prospect	9
City wide high speed internet (optic cable or next gen technology)	5
City should negotiate with cable provider to offer better services and control cost to consumers	5
Re-pave Fanmar	3
Repair Noble Gulch mouth at Soquel Creek	
Replace Stockton Street Bridge to eliminate supports in creek to prevent flooding	
Require a thorough maintenance inspection and repair/removal of Trestle	
Repave Monterey and Kennedy	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

More frequent repainting and re-striping streets

Plant colorful Dwarf Ice Plant on hillside above the railroad tracks between Cliff and Prospect

Repair stairs to Hooper's Beach

PARKS TOTAL: 64 COMMENTS

RISPIN PARK 26 Comments

Finish Rispin Park	6
Develop Rispin Mansion building as a hotel/learning center/museum	5
Develop Rispin Park as art center with artists' work spaces and galleries in the building and outdoor displays	4
Upgrade Rispin Park and create entertainment venue	3
Enhance pedestrian and bike connection between Rispin and Nob Hill Center	3
Sell Rispin property for development. One time cash and future tax revenues	2
Develop Mansion as "Historic Play Structure"	
More park amenities (playground, picnic areas, pathways)	
Create youth hotel in mansion or on grounds	

JADE STREET PARK 11 Comments

Regular resurfacing of tennis courts at Jade St	4
City acquisition of Jade Street Park for park not school	2
Keep Jade Street Park green	
More tennis courts at Jade Street	
Resurface basketball courts at Jade Street	
Pickleball courts	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Artificial turf playing field with lights

MONTEREY PARK **9 Comments**

Build skateboard park in Monterey Park	7
Add bathrooms to Monterey Park	2

PARKS – GENERAL **18 Comments**

Increase Open Space	5
Enhance all city parks	4
Finish dog park/skate park at McGregor and add dog amenities at other city parks	3
Park in lower Pacific Cove when developed	3
Create a community garden	
More police oversight of parks to reduce loitering	
Properly light parks for safety	

CITY SERVICES TOTAL: 50 COMMENTS

Maintain strong police department	12
No new city hall but remodel existing city hall to move police upstairs if necessary	3
Move Police and Fire Depts out of flood plain	3
City be fiscally responsible.	3
More public bathrooms citywide	3
Keep strong focus on quality of life issues for residents	2
Enhanced city revenues through revitalized Mall and more hotels	2
Expand TOT revenue base and be less dependent on sales tax	2

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

More youth programs and facilities 2

Re-establish DARE program at New Brighton Middle School

Revisit building new city hall in upper Pacific Cove and remodeling existing to become all police dept.

Move city hall and police to another location

Move city hall to 41st Ave. Build expanded museum, cultural center, community center & mini park but no hotel in its place

Move city hall and build a hotel in its place

Enforce the laws that are on the books

Police focus on apparent increase in thefts and discarded hypodermic needles

Police should deal with homeless and "scary" people in Peery Park and Rispin Park

Increased police enforcement in Jewel Box area of laws regarding illegal RV's overnight parking/camping and rowdy behavior

More compassion for homeless

Staff person to monitor and enforce city codes (signage, etc.)

Spend less money on Village. It only results in congestion and traffic for residents

Enhance Capitola Museum

Council Members and Planning Commissioners should do ride along with police and public works to improve communication and decision making

Improved handicapped accessibility

Finish public works projects

Improve City website – more user friendly

Streamlined historic structure review process

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

NEIGHBORHOOD INTEGRITY TOTAL: 55 COMMENTS

Retain mix of house sizes in residential neighborhoods by stopping trend towards large houses on small lots	13
Continue and enforce policy of no vacation rentals in residential neighborhoods	11
Secondary Dwelling Units should be limited to affordable housing only	7
Preserve and protect neighborhoods	6
Develop policies to reverse trend towards second homes and vacation rentals in Capitola such as 10 mortgage subsidies for young families	6
Police should crack down on random fireworks in neighborhoods	2
Reduce vacation rentals citywide	
Homes along busy and noisy streets should be allowed to do vacation rentals because residents do not have quiet enjoyment of their homes	
No high density housing in existing residential neighborhoods	
Limit Secondary Dwelling Units to only largest residential lots and require dedicated off street parking plus owner must live in one of units	
Stop building large new homes which frequently get turned into group homes and boarding houses	
Keep neighborhoods involved in development and remodel approval process	
Identity signage at neighborhood gateways	
Screen RV's from view (even on private property	
Loosen rental rules	
Prevent people from parking and sleeping in RV's on residential streets overnight	

ENVIRONMENT TOTAL: 54 COMMENTS

Increase water sustainability and conservation	15

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Make beach, ocean and water cleanliness a priority	11
City promote programs to encourage good environmental stewardship	8
Plan for sea level rise	5
Support efforts to reduce airplane noise	2
Adopt policies to encourage healthy living for all citizens.	2
Require environmentally-friendly private development	2

Increase water storage capacity

Support plan to divert surplus water from Soquel Creek

Partner with all communities in Soquel Creek watershed plus organizations such as Trout Unlimited and Sierra Club to rejuvenate the creek habitat

Promote small retention ponds to recharge aquifer and end emergency drought Restrictions

Require cisterns on new development to capture rainwater

Subsidize rain barrel program

Expand no smoking rules citywide

Establish a compostable food waste recycling program

Enforce dog poop laws

PARKING TOTAL: 27 COMMENTS

Build parking structure in Pacific Cove	6
No parking structure	3
More marked spaces and diagonal parking citywide would increase parking capacity	3

Build parking structure on theater property

Reduce parking capacity and use prime land for other purposes

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Expand parking capacity so cars can be excluded from Village

Parking lot in Upper Village area for business customers and employees to relieve on street parking pressure on adjacent residential streets

Expand Neighborhood Permit Parking zones to all streets close to Village

Expand Neighborhood Permit Parking specifically to the McCormick area.

Do not reduce parking requirements for new development as it only makes things worse for existing residents

Make left turn movements at 41st & Capitola Rd simultaneous

More all-day auto and bike parking facilities citywide

Make parking regulations more favorable to residents

Need more bike parking

Free parking after 6 PM city-wide

Extra directional signs for parking during special events

Add pedestrian sidewalk exiting Lot #1 towards Monterey

More challenge lines to discourage problematic parking

LIBRARY TOTAL: 18 COMMENTS

Build New Library 14

Purchase real estate next to Library for future parking and expansion

Include coffee shop in new library which would also benefit Rispin Park users

New library should be small and intimate

Expand library parking to accommodate Rispin users

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WHARF TOTAL: 16 COMMENTS

Repair Wharf including permanent public bathrooms	7
Build new, larger Wharf to include boat storage/rental/lessons for kayaks, stand up paddle boards, small sailboats	2
Install aquarium	2
Relocate Wharf to be more integrated with The Esplanade	
Encourage sea life viewing from Wharf with open air restaurants and public areas	
Make Wharf pedestrian only but with access for disabled persons	
More businesses on Wharf	
Build a second Wharf with focus on community facilities: meeting rooms, weddings, funerals, celebrations, etc.	

41ST AVE CORRIDOR TOTAL: 15 COMMENTS

Focus commercial development on 41st Ave	4
Mixed use development on 41st from Capitola Rd to R/R tracks. Higher density and more diverse business mix on 41st from Capitola Rd to freeway	2
Zip cars at Mall Transit Center	2
Enhance 41st Ave corridor	2
Make 41st Ave corridor more pedestrian friendly	2
Create focus group representing all stake holders to develop strategies to make 41st Ave corridor better and more economically viable in the future	
Roundabouts on 41st Ave instead of traffic lights	
Redevelop King's Plaza with retail on ground and high rise housing above	

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

BAY AVENUE TOTAL: 3 COMMENTS

Improve aesthetics of Bay Ave gateway to Capitola. Possible arch	2
Enhance Bay Ave corridor	

OTHER COMMENTS TOTAL: 95 COMMENTS

QUALITY OF LIFE COMMENTS 29 Comments

Keep Capitola the same	10
Balance serving tourism with quality of life for year round residents	6
Adopt policies to improve lives of residents rather than cater to visitors	5
More owner occupied homes; fewer second homes	4
Fewer festivals and special events	2
Reduce quantity of road signs, particularly on Park Ave	
More public spaces – indoors and out	

DEVELOPMENT COMMENTS 28 Comments

More affordable housing	8
Limit new development in order to address needs of existing residents and taxpayers	4
All new development needs to be green and aesthetically pleasing, not so urban in design.	3
No more high density housing	2
Concentrate high density housing on 41st Ave and Capitola Rd corridors	2
Be sensitive to surrounding context in addition to FAR and lot coverage rules when approving new development.	

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Tailor growth policies to individual neighborhoods (i.e. Village different than 41st Ave)

Need more upscale hotel accommodations city-wide

Sensible Monarch Cove hotel solution

City acquire residential properties and convert to high end vacation rentals as revenue source. No more hotels

Promote sustainable growth

"No Growth" Initiative

No more cell towers

Rezone more land for high density, affordable housing and give preference to Residents and workers

PUBLIC PROCESSES COMMENTS **11 Comments**

City government should represent all neighborhoods	5
Have more town hall/workshop type meetings	3
City should strive for more diverse participation in community activities	2
Develop master plan for parks, open space, library and museum	

EDUCATION COMMENTS **3 Comments**

Support efforts to improve quality of education including New Brighton Middle School improvements	3

MISCELLANEOUS **24 Comments**

Encourage ethnic, economic and demographic diversity	4
Promote non-tourist industry jobs and businesses	2
More public art	2

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Strengthen historic preservation

Return residential bluff frontage to public open space

Either abolish the Transient Occupancy Zone in the Village area or apply it city-wide. Otherwise it is discriminatory.

Moratorium on public murals that compete with natural beauty. Support art Shows and similar events instead

Let citizens vote on what types of public art is going to be installed

More job opportunities for youth.

Encourage dramatic house colors like Venetian Court

Prohibit medical marijuana dispensaries

Moratorium on liquor stores and banks

"Even out" City's western boundaries

Lift restrictive e-cig/vaping laws

Start a farmer's market in lower Pacific Cove parking lot

Consolidate Central and Aptos/LaSelva Fire Districts

Encourage landlords to accept more Section 8 housing vouchers

Provide more affordable vacation housing such as youth hostels

Have reservation system such as Opentable.com for all Capitola restaurants

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Section IV

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VISION CAPITOLA

WORKSHOP #1 EXIT POLL RESULTS

TOP TEN LIST

MAY 3, 2016

At the conclusion of Workshop #1 each member of the audience was requested to vote for their choice of the top five comments in answer to the question "What would you like to see happen in Capitola in the next 5 – 15 years?". Approximately 180 persons attended the workshop. 102 cards were turned in. The following are the Top Ten choices:

1. Support Trail WITHOUT rail	32 Comments
2. Pursue traffic calming measures citywide	20
3. Reduce auto traffic in Village	19
4. Keep Capitola small, quaint, not over developed	18
5. Increase water sustainability and conservation	16
6. Add bike lanes/improve bicycle safety	14
7. Develop/complete Rispin Park	14
8. Increased maintenance of streets and sidewalks	13
9. Open to smaller Village Hotel if compatible with charm and scale of Village	12
10. Oppose bus service cuts	11

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VISION CAPITOLA

WORKSHOP #1 EXIT POLL SUMMARY

MAY 3, 2016

At the conclusion of Workshop #1 each member of the audience was requested to vote for their choice of the top five comments in answer to the question "What would you like to see happen in Capitola in the next 5 – 15 years?". Approximately 180 persons attended the workshop. 102 cards were turned in. This is a summary of the results of that poll in descending order of the number of times mentioned.

TRAFFIC & CIRCULATION TOTAL: 113 COMMENTS

RAIL RIGHT-OF-WAY	**35 Comments**
Support Trail WITHOUT trains	32
Support Trail WITH trains	3

AUTO ISSUES	**34 Comments**
Reduce/control traffic citywide	20
Reduce Speeding	2
Discourage traffic	1
Reduce traffic by operating shuttle buses btw Mall & Village lots	1
Pursue traffic calming measures citywide	1
Widen Highway 1 to reduce cross-town traffic	1
Reduce cut-through traffic citywide	1
Enforce speed limit enforcement citywide	1

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Enforce motorcycle/auto noise laws=quality of life	1
Safer streets	1
Less motorcycles	1
Improve Eastbound flow during commute time	1
Install stoplights at Nob Hill and Gayle's	1
Diagonal parking on Grace Street	1

PEDESTRIAN ISSUES	**19 Comments**
Make Capitola more pedestrian friendly	10
Improve pedestrian safety citywide	5
More sidewalks	1
Repair sidewalks	1
Increase walkability	1
Walking paths	1

BIKE ISSUES	**14 Comments**
Add bike lanes/improve bicycle safety; add Green Lanes	14

BUS ISSUES	**11 Comments**
Oppose bus service cuts	11

GENERAL	**1 Comments**
Implement shared transportation	1

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VILLAGE — TOTAL: 91 COMMENTS

TRAFFIC — 34 Comments

Reduce auto traffic in Village	19
No cars in village	8
More "car free" days near The Esplanade during summer	2
Close Esplanade to cars	1
Pedestrian controls at crosswalks to improve pedestrian and motorist safety	1
Reduce cars in village	1
Limit traffic at commute times	1
Part of Esplanade pedestrian only	1

GENERAL — 23 Comments

Maintain Beach	10
Improve bathrooms in Esplanade Park and maintain well	2
Keep the village the same-pure-small atmosphere	2
More ADA access	2
Eliminate smell of garbage on The Esplanade	2
More frequent power washing of sidewalks	1
Easy beach access	1
No more events	1
Keep village clean	1
Bring back merry-go-round	1

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HOTEL	19
Open to smaller Village Hotel if compatible with charm and scale of Village	12
No Village hotels	4
Hotel in Village	2
Small Depot Inn type lodging ok but no large hotel	1

GENERAL	TOTAL: 50 COMMENTS
Keep Capitola small, quaint, not over developed	18
More ethnic diversity	3
Balance tourism with quality of life for year round residents	3
Limit new development in order to address needs of existing Residents and taxpayers	2
Strengthen historic preservation	2
Moratorium on public murals	2
More family oriented things	2
Create jobs	2
More responsive leaders-wider representation	2
Maintain views	2
Park Ave. to Capitola Ave. bridge	1
All new development needs to be green and aesthetically pleasing, not so urban in design	1

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Incubator/mentors to work with youth	1
No high rise or large scale development	1
No tall buildings more than 3 stories	1
Support efforts to improve quality of education including New Brighton Middle School improvements	1
Family housing	1
More shopping	1
Permanent parking solutions in all areas for residents only	1
Buy small properties	1
Save money	1
Enforce fireworks ban	1

PARKS — TOTAL: 49 COMMENTS

RISPIN — 23 Comments

Develop/complete Rispin	14
Develop Rispin as art center with artist's works space, concerts; gallery In the building and outdoor displays	8
Finish Rispin	1

JADE STREET PARK — 9 Comments

City acquisition of Jade Street Park	6
Keep Jade Street Park green	3

MONTEREY PARK — 4 Comments

Don't build Skateboard Park in Monterey Park	1
Add bathrooms in Monterey Park	1

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Don't add bathrooms in Monterey Park	1
Keep trees in Monterey Park	1

GENERAL **13 Comments**

More open space	8
Enhance all city parks	2
More bathrooms in parks	1
Park in Lower Pacific Cove lot	1
Maintain the parks we have	1

ENVIRONMENT TOTAL: 35 COMMENTS

Increase water sustainability and conservation	16
Make beach, ocean and water cleanliness a priority	4
Plan for sea level rise	3
Use recycled water for landscaping	2
Sustainable development	2
Global warming strategy	1
Adopt policies to encourage healthy living for all citizens	1
Control noise pollution	1
Stay green	1
Limit new water hookups	1
Promote small retention ponds to recharge aquifer and end emergency drought restrictions	1
Establish a compostable food waste recycling program	1
Save heritage trees	1
Preserve Soquel Creek	1

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INFRASTRUCTURE TOTAL: 33 COMMENTS

Increased maintenance of streets and sidewalks	13
City should negotiate with cable provider to offer better services and control cost to consumers	7
City-wide high speed Internet (optic cable or next gen technology)	6
Save pathway along Depot Hill	4
Maintain city structures and infrastructures	1
Maintain streets and services before politically large projects	1
Sound wall by Capitola Knolls at freeway	1

NEIGHBORHOOD INTEGRITY TOTAL: 21 COMMENTS

Retain mix of house sizes in residential neighborhoods by stopping trend towards large houses on small lots	3
Preserve and protect neighborhoods	3
Want high density housing	3
Want low density housing	3
More low income housing	2
Reduce vacation rentals citywide	2
Police should crack down on fireworks in neighborhoods	2
Preserve beach access at Coronado St.	1
No more large apartments	1
Work on parking issues in all neighborhoods	1

WHARF TOTAL: 13 COMMENTS

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Repair wharf including permanent public restrooms	7
Install aquarium (small one like we had before)	6

MALL — TOTAL: 12COMMENTS

Revitalize the Mall	9
Add hotel to the Mall	2
More family activities	1

CITY SERVICES — TOTAL: 11 COMMENTS

Move police and fire departments	6
Continued safety	3
Move city hall and police to another location	1
Police focus on apparent increase in thefts and discard hypodermic needles	1

LIBRARY — TOTAL: 7 COMMENTS

Build new library	7

PARKING — TOTAL: 5 COMMENTS

Add parking throughout city	4
Strip more parking throughout city	1

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41ST AVENUE — TOTAL: 1 COMMENT

Get rid of sailboard art	1

SOQUEL CREEK — TOTAL: 1 COMMENT

Clean septic system for Soquel Creek	1

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Section V

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

WORKSHOP #1 EXIT POLL DETAIL COMMENTS

MAY 3, 2016

At the conclusion of Workshop #1 each member of the audience was requested to vote for their choice of the top five comments in answer to the question "What would you like to see happen in Capitola in the next 5 – 15 years?". Approximately 180 persons attended the workshop. 102 cards were turned in. For reference these are the detailed comments.

Each paragraph is one person's comments. They were written in sentence fragments hence they are listed in that way here.

Concerns; congestion, parking, speeding, the fire and police, overdevelopment, high density housing-hotel, sell Rispin mansion discourage automobiles

Cars out of Capitola Village as much as possible, emphasize resident quality of life, close Bicycle path no trains

Cars out of Village as much as possible, repair streets, sidewalks, works, emphasize citizens quality-of-life, keep Capitola a true village

Reduce cars in village at Esplanade to allow for more pedestrians, reduce traffic in village and bypass, enhance and encourage pedestrian areas in the city, build viable hotel, open Rispin and mansion area, functional rail and pedestrian trail, alternate cable service

Get traffic out of the village, develop a plan for a hotel mall area?, Build more bypass and Green lanes, develop Rispin Manor area–public access, create more diversity in housing jobs and family access

Parking, traffic, footpath trail, community voice, keep small hotel limits

Preserve the path on Depot Hill, develop a global warming strategy, develop a desalination strategy

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Connect railroad to bike and walking path, keep the Depot Hill path

Family, small, respect of community, no room-by-room rental, develop Rispin

Reroute traffic from bike trail on rail site, water conservation, limit traffic in village, limit new water hookups, Park Ave. to Capitola Avenue with a bridge

Bike trail on rail site, water conservation, limit traffic in village, limit new water hookups, put hotel in mall area not village

Water and ocean quality, education, safety, walking path, less cars

Bike and walk safe, safely expand bike lanes, Green lanes to and from all local schools, preserve Jade St. Park, mall revitalization, no trains or train parking St., Park and green areas

Concerns; traffic congestion, keeping a small town charm of Capitola, sustainable development

Keep traffic down; keep murals down

More people of color and other cultures living here

Aquarium on wharf, more bus service in Capitola, unique hotel, less waste on beach on the weekends, Artist at Rispin mansion, alternative to Charter

Short-term family rentals throughout Capitola, parking structure like Santa Monica 3rd Street, butterfly habitat, keep River, Steelhead, beach maintained

Maintain the sense of Capitola as a village, maintain the views from all Capitola, provide facility to display the works of local artists maybe in Rispin mansion, maintain the current homeowner/Renter ratio overall positive impression of Capitola

Biking/walking railroad trail, plan for sea level rise, increase "pluckfaststick" awareness, Use 41st Mall space for youth and start ups, honor, revere, save water

Art proposed to community, Community input before decisions are made at the council level, culture of preservation, taking traffic car/foot seriously, continue gathering residents, Preservation of ocean and village, water consciousness, traffic- do a think tank

Neighborhood homes not to be used commercially as vacation rentals, illegal fireworks in the summer and other noise like motorcycles with no enforcement,

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when having events more balanced with needs an input on neighborhoods, keep housing low density

Bike lane, green lanes-no parking in them, less cars in village more often, affordable housing, concerts and arts at Rispin property, no more building- keep our community quaint

Move the police and firefighters, don't block the views, making a place where you can walk or bike, protect the parks, small hotel, bike route, no garbage at the beaches, save the buses

Move police and fire to have a safe place, build a hotel so Santa Cruz and Aptos don't steal our revenue, keep all of Jade St. Park a park, create bike trail or railroad path and tracks, Close Village to cars at least during peak hours

Save the bus, more restrooms, preserve the village, keep Capitola clean, eliminate cut through traffic

Bike paths, clean the beach and the village, more bus routes, bathrooms in village and Parks, fix the Wharf

Traffic congestion, new library, update Capitola Mall, no smoking in town, aquarium on the wharf

Finalize Rispin property use, a good high quality Village hotel, keep bus service, more community events at New Brighten Center

Keep that uniqueness of the Village, do not allow the railroad, eliminate the commuter traffic, keep the town clean and solve the smell problem, find a way to reduce traffic, clean out the septic system on Soquel Creek

Hike and bike trail no rail, compost pick up with trash and recycling, high-speed Internet, keep the city bus route, get rid of the surf boards and sail art on 41st Ave.

Ensure heritage trees and open space are maintained, thoughtful consideration about more public transportation and reduction of traffic, responsive leadership elected officials, keep Jade St. Street unencumbered

Fix up mall, no Village Hotel it's a very small boutique hotel, no bathrooms at Monterey Park-will create homeless traffic on Monterey by the school

Agree with the plans for parks, water and mall, no rail yes to trail, water sustainability, hi- speed Internet, dump Charter

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

A designated biking, running, walking trail, repair the roads they are a mess, water sustainability, no railroad!! Environmental protection of the coastline

Infrastructure improvements, restrooms at Monterey Park, small aquarium on wharf, keep it as a pure village, let's high density no more two or 2 ½ story homes

A small aquarium on the wharf

Hotel in the village, real to trail, maintain the path on Depot Hill at the cliffs maybe a seawall

No rail service, no skateboard park on Monterey, sound wall along the freeway adjacent to Capitola Knolls, pave streets regularly, no hotels in the village

Bike and walk trail only, well paved streets, develop Rispin mansion, new library, limit cars in village

Hike and bike trail only, no train, water management

Beach access for all at Coronado Street, trail only no railroads, hi speed Internet for all, finish Rispin mansion, reduced cars in village

Wharf aquarium, continued safety, traffic Solutions, Family housing, better Internet and cable

Close the Esplanade to cars, more parking shuttles, Rail trail

Active and shared transportation choices, more shopping, preservation of the neighborhood character, preservation of neighborhood character, preserved beaches and creeks, high-speed municipal Internet access

Preserve neighborhoods, control traffic and parking, provide for public transportation

Complete the Rispin mansion, maintain the main beach, no hotel in the Village, more walking trails

A bike trail on the old railroad

Bus service maintained, u-verse city wide, hi speed Internet citywide, shuttle year around, plan for water, walking and bike trail

Traffic control, Infrastructure maintenance, open space, green space, local trails on railway corridor

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Clean the beach, paved streets, sidewalks, ADA accessible, bigger is not better when it comes to homes

Trail not rail, to eliminate cars from village, Open space preservation and more parks, more bike lanes, aquarium on the wharf

Rispin mansion art and music, bikes, no cars

Traffic concerns, water conservation, maintain smallness of village atmosphere, keep Jade St., Park a park

Preservation of oceanfront to prepare for ocean rising, safer pedestrian walkways, more shuttles bringing people from remote parking, limiting traffic through Village at commute times, preserve current open spaces-don't build on them

Bike trail-no train, water sustainability and storage, revitalization of the Capitola Mall and 41st Ave., reduced traffic through village, Green Lanes for bikes and safety, use Rispin Mansion grounds

Rispin Mansion for art and music

Bike and walk trail, flashing crosswalk in village Cliff Drive near entrance to village near Armida and Margaritaville, minimize traffic issues

Trail now must happen, we need the parking structure, we need to development with sustainability in mind, minimize traffic impact, relocate emergency services, close Esplanade to parking

Trail along the rail for bike and walk, no hotel, Rispin mansion development for concerts etc., bike lanes to encourage cycling, take care of the wharf

Traffic in and out of Capitola, retention of cottages zoning for retention of small parcels, open communication, new library, Rispin Mansion

Safety, parking, keep Capitola's charm, hiking and biking trail, don't obstructed ocean-village views

New library, rehabilitate the mall, use of Rispin property

Traffic, raise transient tax, keeping out developers a.k.a. Carpetbaggers, permit parking all locations for residents only, closing up Esplanade to traffic frequently

Capitola Mall with family activities, Rispin mansion as historic play structure, infrastructure and street repairs and wharf, new library, Charter alternative

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Wider representation, maintain neighborhoods

Bike and pedestrian trail no train, Green bike lanes, keeping Jade Street park a park, saving water– More small reservoirs, Rispin mansion turned into something great

Keep Capitola quaint, smaller hotel, preserve Depot Hill bluff

Bring back the merry-go-round, remove Zelda's deck-alcohol and replace with a merry-go-round

Infrastructure, safe streets, handicapped accessibility, keep open space, save the bus, improve bike lanes, new library, no parking in village, no cars in village

No hotel! Unless very high end and all parking on site, less traffic especially in the village

Minimize traffic, no cars in village, preserve open spaces and parks, biking walking paths, keep Capitola family friendly, public transport, library

Keep unique character of Capitola Village, save the trees at Monterey Park, protect our citizens quality-of-life, control noise pollution, more bicycle lanes and pass

Do not allow more vehicles and motorcycles in the area-help! Begonia annual festival-like it, we're fortunate to be close to nature do not put garbage into the ocean

Parking, keep good police and fire agencies, keep out the larger hotels and apartments, key open spaces, reroute traffic through the village

Protect neighborhoods from cross county traffic, reform Capitola Mall, protect and enhance the charming character especially in the Village, maintain streets and services before politically large projects, village anchor Hotel

No railroad just bike and hike past, no traffic in village, no more murals, keep the charm and character, don't overdeveloped

Keep Capitola walking friendly, reduce traffic in village, no more development in village, more bike trails less cars, save runoff rainwater for landscaping

More diversity/ethnicity, more room for bikes and sidewalks, water sustainability! Percolation ponds wherever feasible, water storage and careful use, unique European-style hotel in the Village, so much easier for tourists and less traffic, diagonal parking on Grace Street

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Keep small town flavor! Diverse population more people of color, low income housing, no tall buildings more than three stories

Keep Jade St. Park a park, traffic concerns, water conservation, keep village atmosphere, new development at mall

No high density housing, don't give in to the state! Keep any hotel development in village in perspective, purple pipe for landscaping, try to limit traffic congestion, walking/traffic safety

Respect and preserve historic structures, enhance walkability including the trestle throughout Capitola, move police department and fire station to safer ground, enhance safety for bikes and pedestrians, reduced traffic in part by preserving parking in lower Pacific Cove

Maintained beach access and clean beaches, maintain parks, bike paths/trails, police public areas for theft and hard drugs, more affordable housing and better jobs the cost of living is too high here!

Keep Capitola, Capitola! Bike rail trail, public trains-need both, don't let bus route close, relocate police and fire departments, keep beach clean

Protect ocean/beach, improve pedestrian/bike routes, East traffic-improve flow, make the Village pedestrian only, incubators/mentors for you work opportunities for our youth

Keep it quaint, improving roads, maintaining the beach, staying green, no hotel-buy up small properties and save money!

Traffic-especially speeding! Parking and striped parking, a stop light at the Nob Hill corner and Gayle's corner

Maintain the beach and wharf, fixing arm roads, control traffic, bike trail-yes! Keep us unique-special-paradise! No big hotels please!

Less traffic, make part of the Esplanade pedestrian only

Traffic control, clean beaches, Rispin development, no train-yes bike trail, maintain wharf

Water sustainability, subdue traffic, Jade St. unencumbered, Rispin as art place, protect wharf

Rail line into hiking paths, traffic management, preserve Jade St. Park, develop the Rispin mansion, revitalize the mall

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Traffic-in village and parking in neighborhoods, saving and storing water, keep ocean and beach clean, Rispin Manor developed-like art idea, keeping the character of place-respect of old, no high-rise or large-scale development

Keep Capitola Village feeling, easy beach access-fewer cars, make public use of Rispin property either a park or a hotel, bike – rail trail– no trains, repairs to streets and sidewalks

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

VISION CAPITOLA

Contemporaneous Notes by Susan Westman

Vision Capitola Second Workshop – Wednesday, April 27, 2016

Gayle thanked everyone who helped put the workshops together.

Nels talked about how the documents were put together.

Gayle indicated that we want to focus on items under Capitola's control.

We now need people to be specific. How do we achieve the goals mentioned in the comments? We want to provide the City Council with ideas to implement.

Bold headings refer to Top Ten list of comments from Workshop #1.

NO TRAIN ON PEDESTRIAN BIKE TRAIL.

This is not an item under the City's control but the RTC. What people in Capitola can do to express their opinion is to talk specifically with Dennis Norton who is the City's representative to the RTC or any other Council Member.

MAINTAIN THE SCALE OF CAPITOLA

Stay involved. Sign up to receive Planning Commission and Council agendas.

INCREASE WATER SUSTAINABILITY AND CONSERVATION.

The majority of these items are controlled by Soquel Creek Water district.

Cisterns in new developments.
Subsidy on rain barrels
More Education and awareness
Education about the aquifers

TRAFFIC AND PARKING

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Traffic being one way on Monterey has already been studied so we don't want to spend a lot of time on that idea.

What about the option of making the Stockton Street Bridge a pedestrian bridge?

There should be more police visibility during morning rush hours. More police in the Village during the construction in the Village.

More study about how an additional lane on Highway 1 would reduce cut through traffic.

Encouraging people to park in the parking lots. Signs about how many parking spaces there are available in the village. More direction to visitor about event parking.

San Monica has a large parking structure that allows for regular street closures.

Have jitney busses like Stanford.

Larger area for families to drop off supplies at the beach and more ADA parking.

Look at making the Village pedestrian while accommodating delivery vehicles.

More car free days.

What is the bigger problem? Commuters or Village traffic. These are different problems that require different solutions. It appears that congestion on weekends is the most irritating.

As a person who walked to the Village 99% of the time, it would be helpful if there were two loading zones for people to unload for the beach. It would be fun to have wagons for rent in the parking lots for family to move their stuff to the beach.

Cherry and San Jose Avenue. I hate speed bumps but maybe we need a few for morning commute traffic.

Tour buses on the Esplanade. They should not be there but no one was doing anything to stop them.

Capitola should work with the RTC and use their web site more. Cruz511.org.

Hire police offices direct traffic in the Village.

There was no beach in Capitola in the 1960's We need to balance the needs of the residents and Village merchants. Study of commute traffic showed a lot of

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people lived in Capitola. The beach is beautiful. Happy to put up with the traffic.

TRAFFIC CALMING MEASURES CITYWIDE

Crossing the street at Capitola Avenue and Bay you take your life in your hands. Maybe there should be a light. Drunk homeless man caused a real problem at this intersection last week. Live in the senior apartments. Very important that something be done at this intersection.

Gayle – the city is considering to put a roundabout at this intersection. Preliminary studies are underway and there will be lots of community input. No one seems to want to see traffic lights in Capitola. Preliminary community meeting in about 6 months.

The problem is cross county thru traffic. As a recently a resident of Topaz, I have seen afternoon traffic problems. Residential streets should be 34 feet with sidewalk. Topaz is smaller so it is not easy to walk down the street. Would like to see Topaz one way.

47th and Jewel. Traffic during the morning and afternoon has increased significantly. This impacts our quality of life.

Topaz traffic is not the tourist. It is often local residents. We don't have much police visibility on our street. I work from home and see it every day. I have called the police but don't want to be the only one calling.

I remember when Capitola used to have a reputation of being tough on speeders. It is now not know for catching people who speed through town. Park Avenue is 35 and then goes to 25 but no one slows down. Want to see more police presence during commute time.

Traffic is like water and it takes the path of least resistance. The RTC has been studying traffic on the local street. The RTC plans on building auxiliary lanes on the freeway. Hopefully this will make the freeway more appealing and reduce cut through traffic.

Lack of sidewalks on Hill Street is dangerous.

PEDESTRIAN AND BIKE SAFETY

Pedestrian lights should be installed at Bay and Capitola Avenue.

As part of the Library/Rispin plan there should be flashing lights at the crosswalk and improvements to Wharf Road.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Fanmar is not safe on the weekends because of too much cut through traffic. You can't even walk your dog. It is wild up there and there is no room for sidewalks.

City of Palo Alto really enforces speed limits. Capitola should be known for nothing more than 25 miles per hour and that this will be in forced.

Wharf Road has post to shield bike lane. Why are they there?

Public Works Director responded, "There was a series of accidents there. It was a trial to see if this would help to keep people out of the bike lanes. Has actually worked but some bikers don't like it.

Park Avenue needs sidewalk because it is a dangerous place to walk. Bikes come up behind you because you need to walk in the bike lanes. Saturday and Sunday there are bike groups that don't stop at the stop signs. Police were supposed to enforce bike rules and they don't.

Streets that do have sidewalks often have telephone poles, cracks, and bushes growing over the sidewalk. They need to be fixed.

There is a form where you can submit a comment on the City's web site. You can use this for reporting sidewalk problems.

Is there a plan to improve the sidewalks on Capitola Avenue where Pacific Framing is located? This is a very bad stretch of sidewalk.

Upper parking lot behind City Hall has no sidewalks for pedestrians to exit the parking lot. There needs to be some place for pedestrians to go.

Are their published maps of bike trails and sidewalks for Capitola? Reply "There are some on the RTC"S website. Cruz511.org. "

Possibly the Environmental Commission can work on developing maps for Capitola.

The RTC would like to encourage the development of maps that go through jurisdictions. Capitola should work with the RTC.

Live on Oak. People speed up and down. Walkers walk in the street and don't use the sidewalks even though they are available.

Is there still no skateboarding in Capitola Village? Some of the signs have come down.

Crosswalk on 47th and Capitola Road needs improvement.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

When someone does a major remodel they have to put in sidewalk. It should be in the City's plan that when streets are paved, they install sidewalks.

I would like the City to be more proactive in keeping the sidewalks repaired and free from cars encroaching on to the sidewalks. My neighbor has had a tree that covers the sidewalk for years and the City has done nothing about requiring them to trim the tree.

There are quite a few neighborhoods in Capitola that are sidewalk exempt. No *every place needs sidewalks.*

Sidewalks. Have to be careful what we ask for. Sidewalks come out of the pocket of the homeowner. The City does not pay for sidewalks. This could cost each of us a lot of money.

Riverview Avenue. One lane street with two-way traffic. Lots of pedestrians. Hard to pull out because it is hard to see.

Difference between parking lines and challenge lines. Riverview Drive needs to have challenge lanes to eliminate diagonal parking.

I have seen the Police Department SUV's parked in handicapped spaces. This is wrong.

Sidewalk on Wharf Road is really bad. Bridge over the Rispin needs lights. Public restroom at the sewer pump station smell bad.

When the mess on Rosedale is going to be fixed?

The City should put a schedule for street maintenance on the City web site.

Want speed bumps on Fanmar when it is repaved.

41st and 38th needs to be repaved.

HOTEL IN VILLAGE

I think a Village hotel should be a Boutique European style hotel. In scale with the Village.

Hotel was discussed a couple of years ago. Developer needed so many rooms. Nervous to decide how big it should be until there is a traffic plan.

Developer said he needed 75 rooms or economically it will never happen.

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European style boutique hotel. Britannia Arms is two stories and apartment across the street is 3 stories. So anything bigger than three stories would be too tall for the Village.

I only want to see a two-story hotel in the village.

I only want to see car parking be under the hotel.

Important for people to say how high they want it. They are coming backing with 72 units and 5 stories.

Fanmar residents are very impacted by parking. They need to have parking on site so they don't impact Fanmar.

What does the Coastal Commission say about the hotel?

I spoke to Coastal Commission and the Coastal Commission wants them to leave part of the bluff visible.

Any hotel is going to impact Fanmar, Depot Hill, and Riverview. It appears that these neighborhoods do not want 60 or 75-room hotel. Anything above 35 rooms would be a large hotel.

How many rooms were in the old historical rooms. Someone responded 150 rooms and someone else said 102 rooms.

Many years ago when Swenson purchased the property they talked to the neighbors on Cliff. We wanted limited number of rooms. Stepped back into the hill and now they are coming back with the same plan they had several years ago. They are going to start trying to wear people down.

Completely agree. I would be thinking no more than 30 rooms. Before a hotel is talked about the City should build a parking structure. Visually a parking structure would not have an impact. There should be a parking structure first.

Solution would be valet parking like they do in San Francisco. Roof top gardens would provide a good view for the residents on Cliff. Parking and traffic are the biggest issues with a hotel.

All comments you hear tonight are all comments that were made at previous hearings. What makes you think the Council is going to listen now.

Ritz Carlton in Half Mom Bay ended up short on parking. We have to make certain the City does not short us.

Don't see the reality of a hotel until the drought is over.

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CAPITOLA MALL

Santana Row would work for the mall. This would be a great place for a hotel. This would draw people to Capitola. Perhaps have a shuttle.

Making the corridors between Village and Mall more pedestrian and bike friendly.

REDUCED BUS SERVICE

Has the City looked into a shuttle between the Village and the mall?

Was tried for one year.

There needs to be more vib on 41st Avenue.

When I was a child there was a gaming center in the mall. Important to include a teen center in the new mall.

City of Portland has more a pedestrian friends feel than 41st Avenue. Giant parking lots on 41st make the area pedestrian unfriendly. There should be a village atmosphere with the new mall.

Capitola Road to freeway is not a friend place to walk.

RISPIN

Rispin Gardens are being redone. Library plans are available at City Hall.

Would like to see Rispin developed as a youth hostel.

Look forward to development of Rispin Park. Look forward to improvements to connect the two sides of town. Make the connection more appealing.

LIBRARY

There was a great party in the Village after the flood. That was a great community event. There should be an annual village party.

WHARF

Annual Wharf Festival to raise money for repairing and maintaining the Wharf.

Start to underground electrical line in Capitola.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

The important issue in town should be saving the walkway along the Depot Hill bluff.

I would like to see a tuff field at Jade Street with lights.

RV parking overnight on the streets should be restricted.

Prospect bluff needs to be preserved as well as the Depot Hill bluff.

Don't want AirB&B in residential areas.

What type of Video surveillance do you want to see in Capitola? This will be needed in the future.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Goals from the CAPITOLA GENERAL PLAN

Adopted – June 26, 2014

Land Use Goals

Goal LU-1 Maintain and enhance Capitola's distinctive identity and unique sense of place.

Goal LU-2 Preserve historic and cultural resources in Capitola.

Goal LU-3 Promote sustainable land use patterns that encourage transportation alternatives and reduce greenhouse gas emissions.

Goal LU-4 Protect and enhance the special character of residential neighborhoods.

Goal LU-5 Ensure that new residential development respects the existing scale, density, and character of neighborhoods.

Goal LU-6 Strengthen Capitola Village as the heart of the community.

Goal LU-7 Ensure a high quality and distinctive design environment in Capitola Village.

Goal LU-8 Support the long-term transformation of Capitola Mall into a more pedestrian-friendly commercial district with high quality architecture and outdoor amenities attractive to shoppers and families.

Goal LU-9 Encourage high quality development within the 41st Avenue corridor that creates an active and inviting public realm.

Goal LU-10 Maintain and enhance the Bay Avenue commercial district as a thriving destination with businesses that serve Capitola residents and visitors.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Goal LU-11 Utilize the City Hall/Village and Beach Parking Lot area for the benefit of the community.

Goal LU-12 Utilize key public facilities and properties in a manner that enhances the quality of life of Capitola residents.

Goal LU-13 Provide high-quality public parks that cater to the diverse needs and interest of Capitola residents and visitors.

Goal LU-14 Support recreational programs and community events that contribute to a high quality-of-life.

Open Space – Goals

Goal LU-15 Promote sustainability as a foundation for Capitola's way of life.

Goal LU-16 Reduce greenhouse gas emissions in Capitola as called for by Capitola's Climate Action Plan.

Goal LU-17 Support atmospheric conditions that are clean and healthful, provide maximum visibility, and meet air quality standards.

Goal LU-18 Promote increased use of renewable energy sources and alternative fuels.

Goal LU-19 Promote building techniques that increase energy efficiency and reduce consumption of natural resources.

Goal LU-20 Protect natural habitat and other biological resources.

Goal LU-21 Preserve and enhance Capitola's creeks and wetlands.

Goal LU-22 Provide for a high level of water quality.

Goal LU-23 Promote water conservation.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Goal LU-24 Promote local food production and distribution systems to encourage healthy eating and minimize transportation impacts associated with food production and distribution.

Goal LU-25 Reduce solid waste originating in Capitola.

Mobility Goals

Goal LU-26 Provide a balanced multi-modal transportation system that enhances mobility in a safe and sustainable manner.

Goal LU-27 Provide for "Complete Streets" that serve all modes of transportation, including vehicles, public transit, bicyclists, and pedestrians.

Goal LU-28 Provide a roadway system that enhances mobility and protects residential neighborhoods.

Goal LU-29 Provide a roadway system that enhances community aesthetics and promotes a high quality of life.

Goal LU-30 Provide for well-designed parking as part of a balanced transportation system.

Goal LU-31 Enhance access to and mobility within Capitola Village.

Goal LU-32 ve and expand public transportation services for residents, workers, and visitors.

Goal LU-33 Provide a complete network of bikeways and bicycle facilities in Capitola.

Goal LU-34 Provide high quality pedestrian facilities that support walking and the enjoyment of the outdoors in Capitola.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)

Safety Goals

Goal LU-35 Reduce hazards associated with flooding or inundation.

Goal LU-36 Minimize loss of life, injury, and property damage due to seismic and geologic hazards.

Goal LU-37 Protect lives and property from risks associated with urban fires.

Goal LU-38 Protect the community from the harmful effects of hazardous materials.

Goal LU-39 Maintain effective emergency response procedures to ensure public safety in the event of natural or man-made disasters.

Goal LU-40 Maintain a safe environment in Capitola through the enforcement of the law.

Goal LU-41 Minimize the community's exposure to excessive noise.

Economic Development Goals

Goal LU-42 Encourage stores, services and unique community character that serve both residents and visitors.

Goal LU-43 Provide businesses and jobs that create a healthy and stable local economy.

Goal LU-44 Expand and promote environmentally sustainable jobs and businesses in Capitola.

Attachment: Vision Capitola Summary Report (1412 : Resident-Initiated Community Visioning Process)