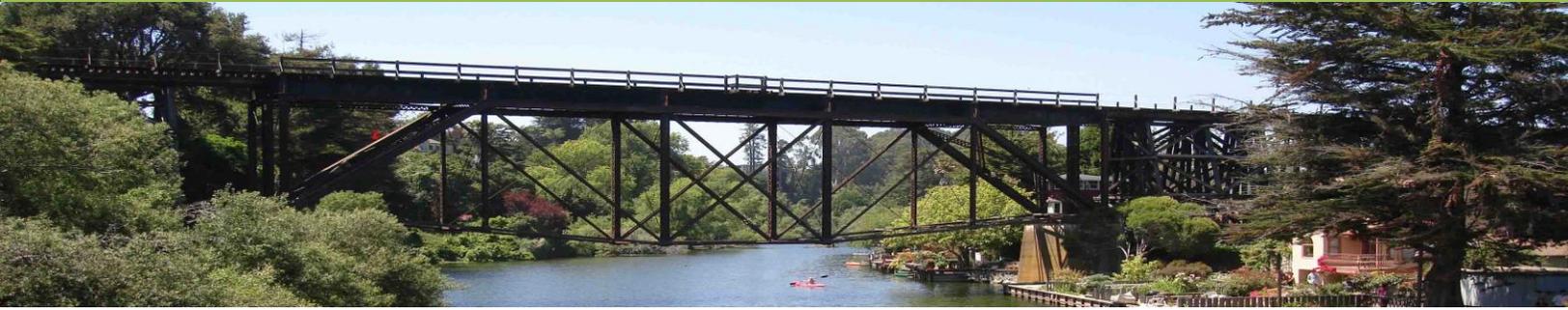


CVRA Newsletter

Summer 2011

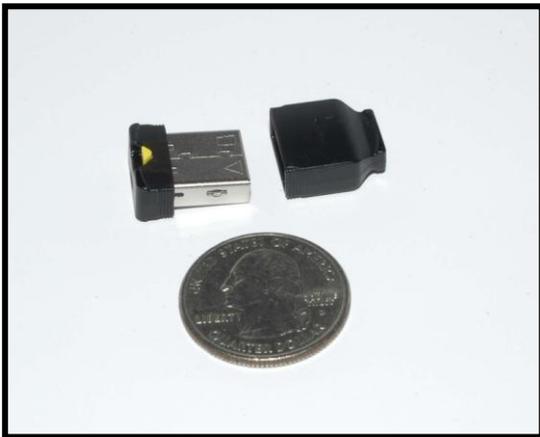


Membership Drive and Contest

By Darcy Horton

Grab your walking shoes, your cell phone, your email lists, your address books and whatever else you can think of to help you recruit new CVRA members. This is one contest you're going to want to win.

Gina Will of Aptos Technologies dba Bestan, Inc. (www.apstotechnology.com) has generously donated two of the smallest and coolest must-have USB flash drives you've ever seen as our prizes. They're so small that you can keep them connected to your laptop at all times, which makes them the perfect back-up solution.



Membership drive prizes are two of these new flash drives which are smaller than a quarter!

Starting on July 1st and ending on August 21st, the day of our Annual Summer Membership Party, we invite you to join us in adding new members to our CVRA roster. For each new member you recruit, you'll be entered into a random drawing for a 4 GB flash drive. The member who recruits the largest number of new members will win an 8 GB flash drive. Here's how it works:

- Between July 1 and August 21, collect the names, email addresses and street addresses (i.e., 200 Capitola Rd.) of new members and send them to Rich Diddy, our Membership Chairperson, at capitolacvra@gmail.com. Keep track of how many new members you submit.
- The random drawing will take place at the Annual Summer Party on August 21. Both winners will be announced, and the prizes will be awarded.
- Gina will even let the winners upgrade to 16 or 32 GB for a small fee. How cool is that?

CVRA 4th Annual Summer Membership Party!

Mark your calendars for Sunday, August 21st from 4 to 7pm for yet another fun summer activity. Once again Nels and Susan Westman have generously offered to host the party at their home at 507 Riverview Drive overlooking Soquel Creek. More details will follow.

Parking Permits

By Bob Lilley

Parking has always been an issue in Capitola. The needs of residents, business owners, and the tourists we attract must be kept in balance and met in a fair and equitable manner.

Capitola has five parking permit areas with different enforcement: Village, 7 Day, Depot Hill and Jewel Box, Fanmar and Terrace, and the Pacific Cove Parking Lot. These are the areas most impacted by lack of parking spaces. The purpose of the various parking permit schemes is to allow residents--both permanent and short-term--to have fair access to vehicle parking.

Village permits exempt holders from regulation in the two-hour zones and metered spaces. There are no exemptions on Capitola Avenue between Stockton and Monterey Avenues, the 24-metered parking spaces diagonal to the seawall on the ocean side of the Esplanade between Zelda's deck and the entrance to Esplanade Park, and there are no exemptions for the lower City Hall parking lot. These permits are renewed annually.

The 7-Day Permit area allows permit parking 7 days a week, year round. Visitors are not allowed to park in these areas without a visitor permit from a resident. These permits are renewed annually.

Depot Hill, Jewel Box, Oak Street, Beulah, Fanmar and Terrace are impacted mostly on the weekends, so their permits are issued only for weekends with slightly differing times and days between the areas. There are no parking meters in these areas.

The Pacific Cove parking lot provides parking for Village business employees and city staff. It also acts as overflow parking for Village residents.

Village permits are \$50 and have different restrictions based on the address and the number of vehicles registered to that address. Due to the nature of the issuance of these permits, we advise obtaining a copy of the parking permit regulations from City Hall.

Neighborhood permits can be purchased from the City for \$25. If you live in a neighborhood parking permit area, then you are eligible for a permit for each car registered to that address and two visitor permits. If your car is not registered to that address, then you can get only two visitor permits.

A copy of the Capitola Permit Parking Program in its entirety and a map of the areas is available upon request at City Hall.

Homeowners who feel their area is greatly impacted by visitors competing with residents for parking and would like their area made a permit parking area should send a letter describing the area boundaries and as many local resident signatures as possible to Steve Jesberg at the City of Capitola. The City will review your request and forward it to the Coastal Commission for consideration. They will, in turn, review your request, weigh it against the availability of public parking in the area and make their decision.

Capitola Wednesday Twilight Concerts (6pm -8pm)

- June 22: Mike Hadley & the Groove
- June 29: Cocktail Monkeys
- July 6: Wooster
- July 13: City Rocks
- July 20: Extra Large
- July 27: Mike Hammar & the Nails
- August 3: Mambo Tropical
- August 10: Fred McCarty
- August 17: Beach Cowboys
- August 24: Mark Russo & the Classy Cats
- August 31: Digbeats

Capitola Free Movies (7:30pm or dusk)

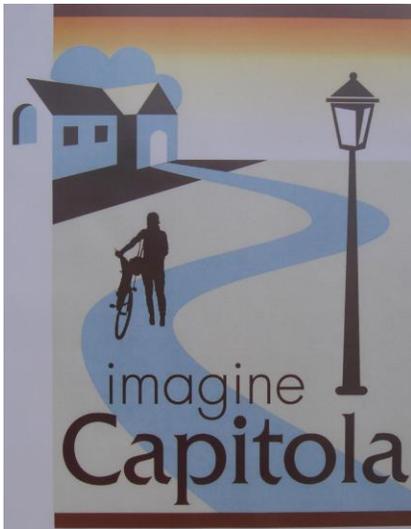
- August 26: The Incredibles
- September 9: Beetlejuice

Capitola Sunday Art & Music at the Beach (11am-6pm)

- June 5 and 19, July 10 and 17, August 7 and 21

General Plan Update

By Linda Hanson



The General Plan Advisory Committee held its second meeting in April, where the public input received at the first Community Workshop was reviewed. Several overarching themes were found to have come up in most of the separate discussion areas: Capitola's unique identity, protection of natural resources and water quality, diversity of businesses, bicycle and pedestrian circulation, alternate modes of transportation, and making sure the needs of all residents and neighborhoods are met. The GPAC will use this input to develop Guiding Principles for the General Plan Update.

A third GPAC meeting was held in May to brief the committee about the Housing Element of the General Plan, which deals with zoning and land use capacity for new housing. The state requires it be updated on a more frequent basis, so Capitola's 2007-2014 Housing Element was adopted in 2010. Although the GPAC won't be updating it, it is important that the other parts of the General Plan be consistent with the Housing Element.

At the fourth GPAC meeting, an overview of the 41st Avenue/Capitola Mall special study area was presented. The information discussed will be the subject of the second Community Workshop, which will be held at 6:00pm on Wed., July 20th at the New Brighton Middle School Multi-Purpose Room, 250 Washburn Avenue. Since the 41st Avenue area generates about 85%-90% of the city's revenues, and retail sales there have dropped over 40% in the last

decade, revitalization of the area should be of interest to all Capitola residents.

You can find more detailed information on the General Plan update at www.plancapitola.com.

Begonia Festival

By Darcy Horton



This year CVRA is doing something different for the Begonia Festival. Instead of creating another award winning float, which requires a ton of volunteer time and effort as well as space along the creek to create it, CVRA will design a wooden photo cutout (where you stick your head through a hole and have friends take your photo) to go with this year's theme of "Let's Dance." CVRA will feature a parody of the Village People and their classic song Y.M.C.A. with lyrics rewritten as C.V.R.A.

Margaret Kinstler, Rich Didday and Linda Hanson have generously offered their yards along the creek (323-327 Riverview Avenue) to work on and display the cutout. We'll need your help picking begonias and decorating the yard, so stay tuned for details.

Traffic and Parking Commission and Pay Stations

By Nels Westman

The Traffic and Parking Commission has not met during the last two months due to the focus of city staff on matters related to the recent storm drain failure and the Pacific Cove Mobile Home Park discussions. Shortly, however, the Commission will start working on the implementation of a Pay Station

parking system in Capitola Village, scheduled for the latter part of July.

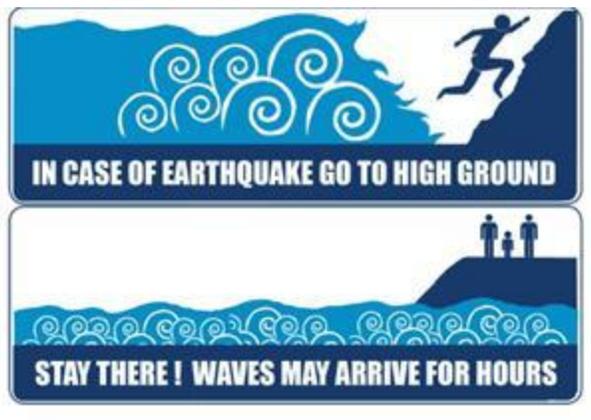
One hundred twelve of the current meters along The Esplanade and San Jose Avenue will be replaced with 14 Pay-By-Space stations, manufactured by Cale Parking Systems. An important feature of these Pay Stations is they accept payment by coin, dollar bills, and credit and debit cards. Every parking space in the new system area will be numbered. By entering this number at any of the 14 Pay Stations, parking fees can be paid or time added up to the 2 hour limit. The Pay Stations are solar powered, water proof for our marine environment and the faces will be illuminated for nighttime operation.

If successful the Pay Station system will be expanded to other parking areas including the Pacific Cove lot. Other features, such as paying with your cell phone, can be added to the system in the future.

As a service to all CVRA members schedule details and operating instructions will be emailed to all members as soon as they are made available by the City.

Tsunamis

By Linda Hanson



The early 2011 earthquake and tsunami in Japan made a lot of people wonder whether something like that could happen in Capitola. Fortunately, the answer is "not likely."

The fault that produced the Japan earthquake is a *subduction* fault, where one tectonic plate slides under another. That is the kind of fault that is likely to produce a huge tsunami. The faults in the Santa

Cruz county area are generally *strike-slip* faults—the sides slide by each other horizontally, and don't usually produce large tsunamis.

But even though a tsunami as devastating as Japan's isn't a likely scenario, that doesn't mean we couldn't get a sizable tsunami. The major risk comes from two places:

- 1) A major earthquake in Alaska's Aleutian Islands. With a 9+ earthquake there, we could get a tsunami as much as 30 feet above the tide level. Capitola would have about 5 hours warning to evacuate the inundation zone, which includes all of the central village and the areas along Soquel and Noble creeks.
- 2) A landslide in Monterey Canyon, the extremely deep valley in the middle of Monterey Bay. The maximum predicted tsunami in this case would be 15 feet above the tide level in Capitola, but the really bad news is that we would only have from 7-15 minutes before it would hit the city so no warning could be expected. Since the most likely cause of such a landslide would be a very strong or prolonged earthquake, the best bet if you experience a really major quake is to immediately move to high ground.

Fortunately for Capitola residents, high ground is plentiful and close at hand. Unless something truly catastrophic occurs, both Depot Hill and the Jewel Box would probably provide safety. If there isn't time to get to high ground, try to get to the highest floor of a nearby, sturdy-looking building.

If enough warning time exists, residents of the low-lying areas can expect to get reverse 9-1-1 calls warning them of the danger. For an extra layer of protection, you can add your cell phone to the reverse 9-1-1 list at www.scecc.org. You can also expect police cars out with sirens and/or loudspeakers. For up-to-date information during a tsunami watch or warning, try calling 2-1-1, the Santa Cruz information hotline.

One final thing to keep in mind if a tsunami does hit Capitola is that the first wave isn't usually the largest. So don't leave high ground to get a close look

at the beach until emergency personnel give the all-clear. For additional information on tsunamis, see www.tsunami.ca.gov or wcatwc.arh.noaa.gov.

Central Village Reps

- Margaret Kinstler (mmkinstler@aol.com)
- Linda Hanson (llhsf@sbcglobal.net)
- George Bergna (agbergna@charter.net)
- Laura Macleod (laura@familiamacleod.com)
- Alt: Heidy Kellison (heidy@cwo.com)

Upper Village Reps

- Gina Will (gina@bestan.com)
- Bob Lilley (bobitola@gmail.com)
- Michael Adams (Michael@adams321.com)

Riverview Terrace Reps

- Nels Westman (nels@bestwestman.com)
- Lewis Feinman (lewisfeinman@sbcglobal.net)
- Janet Russell (jrussell@davidlyng.com)

Depot Hill Reps

- Molly Ording (mollyording@yahoo.com)
- Darcy Horton (darcyhorton@aol.com)

Jewel Box Reps

- Linda Smith (vlrsmith@sbcglobal.net)
- Margaret Dixon (margaretd0595@aol.com)

Capitola Village Residents Association

Website: www.capitolaCVRA.org

Email: capitolaCVRA@gmail.com

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Vice President: Linda Hanson

Secretary: Molly Ording and Rich Didday

Treasurer: Linda Hanson

Membership Coordinator: Rich Didday

Newsletter Editor: Darcy Horton