

Capitola City Council

Agenda Report



Meeting: June 23, 2024

From: Police Department

Subject: VDUBlicious Car Show

Recommended Action: Approve or deny a request for a new Major Special Event Permit from the VDUBlicious Car Club requesting to host a car show in the Capitola Village on August 10, 2024, from 7:00 am to 5:00 pm.

Background: In March 2024, the Capitola Police Department was approached by the VDUBlicious Car Club to host a one-day car show in the Capitola Village to display 200 vintage Volkswagens, as well as host three local non-profits (Second Harvest Food Bank of Santa Cruz County, Tim Brauch Foundation, and the Veterans Surf Alliance). This group held their first annual car show on Santa Cruz Wharf. The proposed event will be open to the public.

Special events are divided into two categories: major special events and minor special events. Major special events are those with more than 200 attendees or notable impacts on City services or a neighborhood. Minor special events are activities with fewer than 200 people and limited impacts. Minor special events can be approved by the City Manager, while all applications for new general special events must be presented to the City Council for review and consideration.

The City Council has the discretion to request a review of any special event if there is an identifiable concern related to past events.

This report and presentation aim to review the request made by the event organizer, Chris Kremer, identify any issues, and determine if any additional review should be required. The City Council may direct staff to issue a new special event permit to the event organizers if no concerns are identified.

Discussion: This event would require the posting of "no parking" signs on August 7, 2024, at 7:00 am for the entire Esplanade and 200 Capitola Avenue to 200 San Jose Avenue. The Swenson parking lot, located at 120 Monterey Avenue, will not be accessible from 7:00 am to 5:00 pm on August 10, 2024. The event coordinator has made contact with the Swenson management group and gained their approval to limit public access to their lot. The event organizers also coordinated with the Capitola Mercantile to close their lot to the public for the duration of the event.

The following roads will be closed to vehicular traffic on August 10, 2024, from 6:00 am to 5:00 pm.

- Stockton Avenue/Esplanade
- Monterey Avenue/Capitola Avenue
- San Jose Avenue/Capitola Avenue

The event organizer would manage the parking and access for the Vintage Volkswagen club members and the Capitola Police Department would assist with the placement of the bollards for pedestrian safety.

The event benefit organizer has requested to erect four 10x10 canopies within the event and the use of the bandstand for live music and announcements. The City currently has nine Major Special Events and 26 Minor Events planned for this calendar year. Summer weekends tend to be heavily congested time periods in the Capitola Village. The Police Department and Public Works staffing are impacted by all major events to support public safety.

Fiscal Impact: Estimated parking revenue loss for the Capitola Esplanade, including San Jose Avenue on August 7, 2024, from 0700 am to 5:00 pm. is approximately \$4,000.

Attachments:

1. Major Special Event Permit Application
2. Amplified Sound Permit Application
3. Map of Proposed Vehicle Staging and Road Closures

Report Prepared By: Sarah Ryan, Administrative Captain

Reviewed By: Julia Gautho, City Clerk, Andy Dally, Chief, Jim Malberg, Finance Director

Approved By: Jamie Goldstein, City Manager