

CAPITOLA GENERAL PLAN

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INTRODUCTION

INTRODUCTION

The General Plan provides a vision for the future and establishes a framework for maintaining Capitola’s special identity over the next two to three decades. It establishes goals, policies, and actions that will guide conservation, growth, and enhancement in Capitola over the next 20 to 30 years. This chapter provides an overview of the purpose and contents of the General Plan, as well as a general description of Capitola and the General Plan Update process.

Purpose

In California, General Plans serve as the “blueprint” for all future development in cities. The General Plan provides the fundamental basis for the City’s land use and development policy, and represents the basic community values, ideals, and aspirations to govern a shared environment over the life of the General Plan. The General Plan addresses all aspects of development including land use, environmental management and sustainability, traffic and circulation, housing, parks and recreation, and other topics. The General Plan’s policies are implemented through the Municipal Code, which includes the Zoning Code, Buildings and Construction Code, Subdivision Ordinance, and other City regulations.

California Government Code Section 65300 requires that all jurisdictions adopt a General Plan that is comprehensive, internally consistent, and long-term. Although it is required to address the issues specified by State law, the General Plan is ultimately organized in a way that best suits Capitola. The Plan should be clearly written, available to all those concerned with the community’s development, and easy to administer. This document supersedes the previous General Plan, which was adopted in 1989.

The overall role of the General Plan is to:

- ◆ Define a realistic vision of what the City desires to be in 20 to 30 years.
- ◆ Express policy direction in regard to the physical, social, economic, cultural, and environmental character of the city.
- ◆ Serve as a comprehensive guide for making decisions about land use, mobility, protection of environmental resources, housing, safety, and noise.

- ◆ Provide the legal foundation for zoning, subdivision, and public facilities ordinances; other adopted citywide plans; and compliance with the California Environmental Quality Act (CEQA).
- ◆ Present a clear and easy to understand format that encourages public participation and understanding.

Development and conservation in Capitola's coastal areas is also regulated by Capitola's Local Coastal Program (LCP). All development located in Capitola's coastal zone must be consistent with Capitola's certified LCP in addition to the General Plan.

While this General Plan establishes a 20-30 year planning horizon, it is intended that periodic updates will occur as needed to reflect changing conditions and to keep the General Plan current with state law and the community's visions and values.

Organization and Contents

The General Plan includes this Introduction and five separate elements (with the State-required Safety and Noise elements combined into one element) that establish goals, policies, and actions for each given topic. The elements cover the topics required by California State Government Code Section 65302 as well as topics of particular interest to Capitola.

General Plan Elements

A brief explanation of each General Plan element is provided below:

- ◆ **Land Use Element.** The Land Use Element designates where lands can be developed for specific uses such as residential, commercial, industrial, natural/open spaces, public facilities, and mixed uses. It also provides development regulations for each land use designation and overall land use policies.
- ◆ **Open Space and Conservation Element.** The Open Space and Conservation Element combines two elements required under State law: the Open Space Element and the Conservation Element. It addresses general environmental sustainability and stewardship, climate change and greenhouse gas reduction, air quality, renewable energy sources and energy conservation, biological resources, water quality and conservation, food production, waste reduction, as well as parks and recreation.

- ◆ **Mobility Element.** The Mobility Element specifies the general location and extent of existing and proposed major streets and other transportation facilities. The Element is correlated with the Land Use Element to provide adequate pedestrian, bicycle, motor vehicle, transit, air transportation, and emergency access to serve both new and existing land uses.
- ◆ **Safety and Noise Element.** The Safety and Noise Element provides information about risks in Capitola due to natural and human-made hazards, and contains goals, policies, and actions designed to protect the community and its property from hazards. It specifically addresses risks associated with geologic and seismic hazards, bluff erosion, beach erosion, climate change, flooding and inundation, fire hazards, and hazardous materials. This Element also addresses noise problems, quantifies current and projected noise levels, and establishes noise compatibility guidelines for different land uses.
- ◆ **Economic Development Element.** The Economic Development Element addresses Capitola’s local economy, community identity, and the City’s fiscal health. It identifies economic challenges and opportunities, discusses the green economy, and sets forth policies to promote economic vitality while fulfilling the community’s vision of the City.

The **Housing Element** is provided under separate cover as it is updated more frequently and on a set schedule as required by State law.

Goals, Policies, and Actions

Each element of this General Plan contains background information and a series of goals, policies, and actions. Figure I-1 illustrates that policies and actions are at the same level of importance, and are both intended to support goals. In most cases, goals have both policies and actions. However, it is also possible for a goal to be supported exclusively by policies or actions. The following provides a description of goals, policies, and actions and explains the relationship between them:

- ◆ A **goal** is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- ◆ A **policy** is a specific statement that regulates activities in the city, guides decision-making, and directs on-going efforts as the City works to achieve a goal. A policy is on-going and requires no further implementation. The General Plan’s

FIGURE I-1 GENERAL PLAN COMPONENTS



policies set out the standards that will be used by City staff, the Planning Commission, and City Council in their review of land development projects and in decision-making about City actions.

- ◆ An **action** is a measure, procedure, or technique intended to help reach a specified goal. The City must take additional steps to implement each action in the General Plan. An action is something that can and will be completed. Taken together, the actions in this General Plan constitute a “to-do list” for the City of Capitola.

These goals, policies, and actions provide guidance to the City on how to direct change and manage its resources over the next 20-30 years.

The City and its Planning Area

Capitola is a small coastal community in Santa Cruz County located east of the City of Santa Cruz along Highway 1. With a land area of 1.7 square miles, Capitola is home to a population of around 10,000 residents. Capitola’s regional location is shown in Figure I-2.

Figure I-3 shows Capitola’s city limits and Sphere of Influence (SOI). The SOI is a boundary that typically shows areas that jurisdictions may annex in the future, and for which urban services would be provided. State planning law requires General Plans to include the jurisdiction’s sphere of influence. The SOI boundary also signals to the County and other nearby local and regional authorities that Capitola recognizes that development within this area may have an impact on the future of the city.

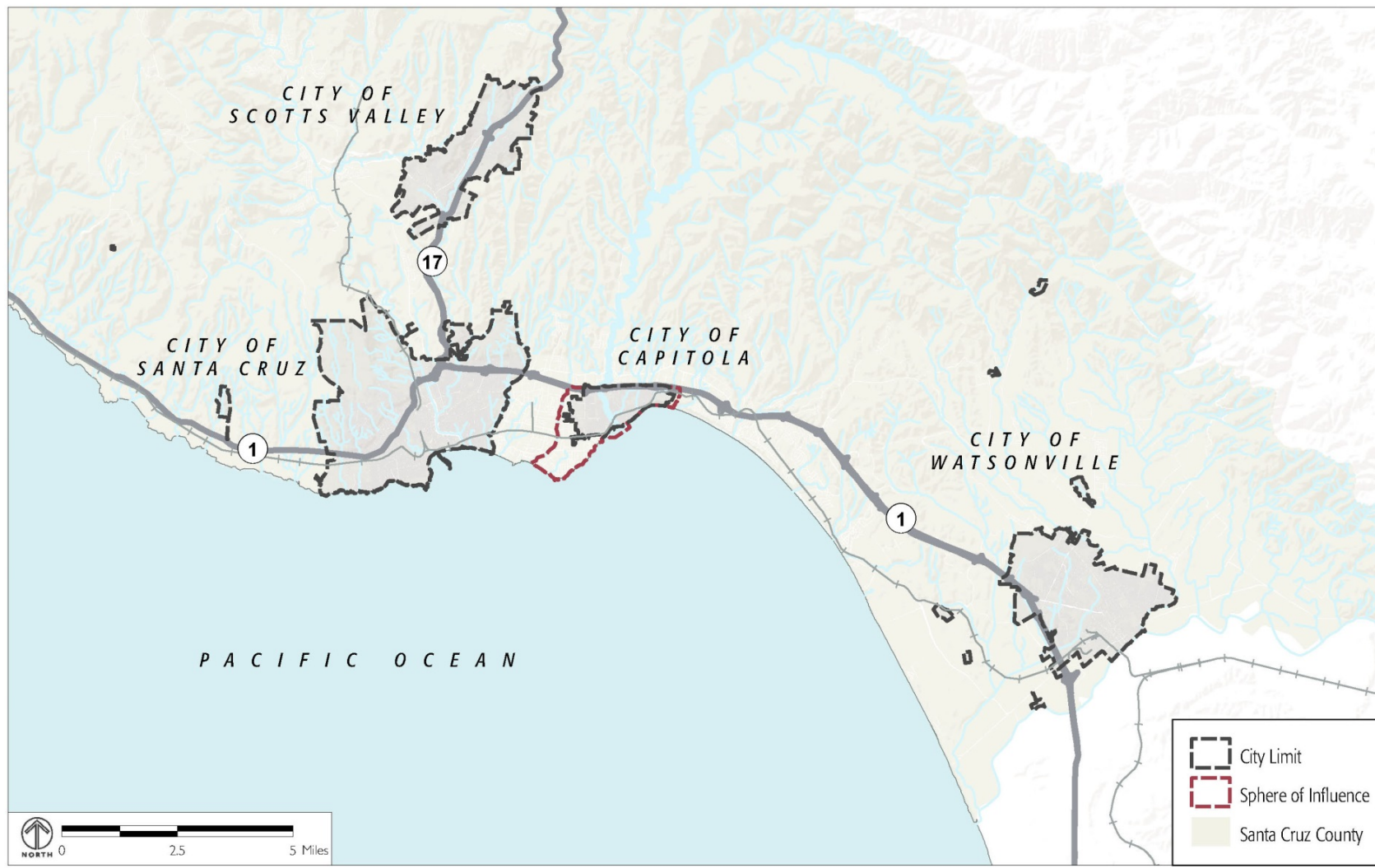
Community Overview

Capitola is a unique coastal community with its own special sense of place. The heart of Capitola is the Village, which features an assortment of single-family and multi-family residences, shops, restaurants, vacation rentals, and recreational amenities. A variety of residential neighborhoods contribute to a distinctive identity



Capitola Village, circa 1920

FIGURE I-2 REGIONAL LOCATION



Source: City of Capitola, 2010.

FIGURE I-3 PLANNING AREAS



Source: City of Capitola, 2010; The Planning Center | DC&E, 2013.

and family-friendly character of the community. Capitola is also home to the Capitola Mall and other region-serving retail establishments along the 41st Avenue corridor. Capitola's rich history, beautiful natural setting, and strong community identity help to create a special place that is highly valued by residents and visitors alike.

Capitola's History

Capitola's rich history provides a foundation to plan for the future. Below is a brief summary of Capitola's history, prepared by former City Historian Carolyn Swift for the General Plan Update.

Pre-History and the Colonial Period

Capitola's earliest history evolved around the wetland at the mouth of Soquel Creek. A tribal unit of about 200 native inhabitants, the Uypi, lived here for thousands of years. The name Soquel derives from these Ohlone people and identifies the range of their settlement along the coast, the creek, and its tributaries. When the Santa Cruz Mission was established in 1791, the Uypi were taken to the mission compound. Their culture persisted, but their traditional home sites were lost.

The territory that defines present-day Capitola was awarded in two Mexican land grants. The 1,473 acre Rancho Arroyo del Rodeo took in the west side of Soquel Creek, including Forty-First Avenue, and was given to Francisco de Sales Rodriguez in 1834. Rancho Soquel, spreading over 1,668 acres, was received in 1833 by Maria Martina Castro Lodge and her husband, Michael.

Early Development

Intelligent and ambitious, Frederick Augustus Hihn (1829-1913) arrived in California from Germany as the Gold Rush began. Settled in Santa Cruz by 1851, he soon owned sizable portions of the Soquel and Arroyo del Rodeo Ranchos. Among his 1856 acquisitions was a two-mile stretch between Borregas Creek and Soquel Creek and another parcel nearby that was part of Rancho Arroyo del Rodeo. This land was to become Capitola.

Construction of the 1857 wharf and the 1876 Santa Cruz-Watsonville Railroad was prompted by Hihn's investments in industry. Freighters made frequent landings at the wharf until the rail line was purchased and improved by Southern Pacific Railroad in 1881. Today, the wharf and trestle border and identify Capitola Village.

As soon as the wagon route to Capitola was linked to a turnpike over the summit in 1858, inland valley residents came to the beach to escape the summer heat. Samuel Alonzo Hall, lessee of the beach flat, recognized an opportunity coming with passenger rail service. Lumber for the trestle was delivered in May 1874, and several weeks later—with Hihn’s approval—Hall opened Camp Capitola. The vacation retreat was named for a heroine in fictional novels by author E.D.E.N. Southworth.

As Capitola profited, Hihn took direct charge of the camp’s development. Lots between Capitola and Cherry Avenues were subdivided in 1882. The first privately owned cottages were typically small, without foundations or plumbing.

Few of these early cottages survive. City and fire officials ordered a majority of them torn down in the early 1960s. The Hihn Superintendent’s Building at the corner of Monterey and Capitola Avenue was spared. Given a foundation and renovated in 1973, it is now listed on the National Register of Historic Places.

Today’s Depot Hill was defined in Hihn’s 1884 subdivision map. German-American families associated with the Turn Verein, a social and athletic club, built a cluster of houses on and near Cliff Avenue. A private family retreat known as the English Cottages was built in 1897 on the eastern end of the tract, between Railroad and Grand Avenues. The resort was renamed El Salto in 1911.

During the 1880s, Hihn invested \$5,000 in village improvements. Vacationers could rent lodgings or stay in the free campground. As Capitola expanded, the tents and older cabins were moved upstream. The tract gradually filled in with private homes and is now listed as the Old Riverview Historic District on the National Register of Historic Places.



The Hotel Capitola and Six Sisters

Above the wharf to the west, Hihn owned property halfway up the ridge, where he had located the railroad and trestle. Hilltop owner Dennis Feeley opened Camp Fairview in 1888. Hihn soon acquired it but added no amenities. The surrounding neighborhood was named the Jewel Box in the 1970s, its title inspired by Opal Cliffs.

Between 1894 and 1904, the 160-room Queen Anne/Colonial Revival-style Hotel Capitola, the Six Sisters duplexes, and similarly styled concessions along the ocean front were built. An electric streetcar line was then completed between Capitola and Santa Cruz, and a modern railroad depot was set at the top of the hill along Park Avenue. The resort reached a high point when Hihn promoted “Capitola by-the-Sea” as a setting for annual conferences. Lawn Way was his last Capitola project in 1911, and is listed in the Six Sisters/Lawn Way National Register Historic District.

Rispin Era

After Hihn’s death in 1913, Capitola was left to a daughter, Katherine Cope Henderson. She sold the resort in 1919 to (Henry) Allen Rispin (1872-1947). Backed by the Capitola Company syndicate of investors, Rispin intended to profit by subdividing and marketing lots on undeveloped tracts. Inside the village, he tore down many older structures and offered others for sale. Hotel Capitola was sold.

The ocean front was modernized with concrete and stucco. In 1920, the Esplanade was paved and curved out onto the beach. The Spanish Colonial Revival-



The Esplanade, Venetian, and Cliff Drive homes



Lawn Way cottages

style Venetian Court was developed in 1924 on the former site of a long-established fishing village at the base of the wharf. Venetian Court is now a National Register Historic District.

As Capitola prospered in the mid-Twenties, land use patterns changed in the surrounding countryside. Upstream on the creek's west side, Rispin had anticipated that his 1921 Spanish Colonial Revival/Mediterranean mansion would inspire construction of similar architectural styles nearby. The borders of the resort bloomed instead with flowers.

West of Capitola along Forty-First Avenue, James Brown became a worldwide producer of the tuberous begonia. The bulb and flower industry spread to neighboring tracts along Forty-First and between Capitola Road and Clares Street. Capitola Mall and Brown Ranch Marketplace now occupy the ranch and farm site.

The 250th Coast Artillery's Camp McQuaide was established in 1926-27 to the east of the resort and along Park Avenue. Adjoining it was an "airdrome" to become the Santa Cruz-Capitola Municipal Airport in 1934.

Overextended financially, Rispin sold the Hihn water system and began to ignore basic public services. The subdivisions of Riverview Terrace and Fanmar Terrace took shape in 1928. Rispin left abruptly in 1929, and another Capitola Company investor, Robert Hays Smith, assumed ownership of his properties. Smith himself was bankrupt within a few years. The Rispin Mansion was sold in 1940. From 1941 to 1959, it was a convent for the Order of Poor Clares. Purchased by the City in 1985, the mansion was scheduled for renovation when it burned in 2009. The building has been sealed and its exterior preserved. It remains listed on the National Register of Historic Places.

Sewer and street repairs, beach and creek pollution, adequate fire and police protection were all critical issues during the Great Depression. Hotel Capitola burned in 1929. An entire block was destroyed between Stockton and San Jose Avenues in 1933. Civic leaders began to discuss the need for municipal services.

After World War II, the Capitola Improvement Club was organized and campaigned for an incorporation election. Capitola became a city in January 1949, by a margin of 54 votes. Just completed, Highway 1 put a physical boundary between the two traditionally close communities of Capitola and Soquel.

Postwar Era

Postwar growth hastened new construction. Closed in 1954, Capitola Airport property was the City's first annexation in 1959, preparing for the Cliffwood Heights subdivision. The 1962 opening of the nearby Cabrillo College campus added pressure for housing. Capitola shifted from a community of retirees and vacation homeowners to students and young families.

In the early Sixties, a clover-leaf was built on Highway 1 and Forty-First Avenue, and the roadway was upgraded. King's Market at the corner of Capitola Road and Forty-First Avenue, built in 1963 by George Ow, Sr., set in motion the expansion of retail business along the improved corridor.

Debating the future of the beach flat and adjoining bluffs, the City Council evaluated benefits of multi-story high rises. Cliff Apartments were built in 1964 on a former City-owned park site at the end of Grand Avenue. That year, Capitola adopted its first general plan.

Panic set in as the City resort then faced the greatest challenge of its history. Santa Cruz Harbor construction created a breakwater that blocked the sand that normally drifted down the coast to replenish the beach. Waves undercut ocean front building foundations, the storm sewer was exposed, and cliff erosion accelerated. Capitola's vacation economy shrank accordingly. A rock jetty built near the eastern bluff finally helped restore the shoreline beach after 1969. It cost more than \$1 million to get the beach back.



The Elephant Train

During the crisis, Council members investigated ways to keep the tourist resort attractive. A 1965 citizen group submitted ideas supporting a “small, intimate family-scale style of buildings” and a “rustic and individual character” rather than a “slick, modernistic style.” One quickly adopted suggestion was to rename the business flat “Capitola Village.”

Before the beach returned, artisans and “long-hairs” settled into empty storefronts and opened businesses with counterculture charisma. By the early Seventies, the young entrepreneurs joined the Chamber of Commerce and took a role in planning and politics.

Capitola’s fortunes improved dramatically as the 1975 General Plan was drafted. In a controversial move, the city annexed 38 acres of the Forty-First Avenue Brown Bulb Ranch property. Sutter Hill Development Company then built a shopping center to be known as the Capitola Mall. Annexation was approved in March 1975, and the mall opened in 1977. Proposition 13 passed in 1976. Capitola benefited as revenue for cities shifted from property taxes to sales taxes.

The Council was able to lower taxes, increase staff, and build a new city hall. Projects over the next fifteen years included a school gym, central parking lot and metering system, a park-and-ride shuttle, Rispin Mansion and wharf purchases, plans for a new library, construction of the Jade Street Park complex, and the start of creek habitat protection.

The Capitola General Plan of 1989 followed two disasters. The 1982 flood and 1983 high tide drew attention to coastal hazards and planning development in the flood plain. Focus was given to historic preservation as builders increasingly applied to remodel or replace the Village’s older structures. An architectural survey was completed in 1987 and three National Register Historic Districts were created.

A \$35 million mall expansion doubled the retail shopping area in 1988. Forty-First Avenue was widened in the shopping district to a six-lane boulevard, attracting new businesses and a number of smaller shopping centers. The opening of the Capitola Auto Center further increased tax revenue base, allowing the city to move with confidence toward the new millennium in 2001.

Today Forty-First Avenue is the most traveled street in Santa Cruz County.



Sabra bar and restaurant

The General Plan Update Process

The process to update the Capitola General Plan began in 2010 and continued through 2014. During this period, a range of public input opportunities occurred to ensure that the updated General Plan reflects the community's vision for Capitola. The following outreach efforts were undertaken to involve Capitola residents and stakeholders in the process.

General Plan Advisory Committee

The General Plan Advisory Committee (GPAC) was comprised of 11 members representing various neighborhood groups, the Planning Commission, and various City committees. The GPAC's charge was to review the progress of key project milestones and provide direction at critical decision points. The GPAC helped to guide the development of the land use alternatives for specific geographic areas, as well as goals, policies, and actions that address the city as a whole. GPAC meetings were open to the public and allowed all interested community members to voice their opinions regarding the content and direction of the General Plan. In total, there were 19 GPAC meetings.

Public Workshops and Stakeholder Work Sessions

The following workshops took place to foster community participation in the General Plan Update process:

- ◆ **Issues and Opportunities.** This was the first formal public outreach event of the General Plan Update, and its goal was to educate Capitola residents about the General Plan Update process and solicit feedback from residents on key issues facing the community. Input from the workshop participants informed the overall vision, guiding principles, and major goals of the General Plan Update.
- ◆ **41st Avenue/Capitola Mall Re-Visioning Plan.** This workshop was focused on the 41st Avenue/Capitola area. Workshop participants provided input on three conceptual alternatives for the mall properties and the future of the corridor as a whole.
- ◆ **Bay Avenue Workshop.** This workshop was focused on the Bay Avenue area from Highway 1 to Capitola Avenue. Workshop participants provide input on key issues and options for this area of Capitola.
- ◆ **Village and Beach Parking Lot/City Hall Area.** This workshop was focused on the City and Beach Parking Lot/City Hall area. Workshop participants provided input about the vision for the future use of the City and Beach Parking Lot/City Hall site.

- ◆ **Draft General Plan Update Review.** This workshop provided the public with the opportunity to review and learn about the draft General Plan, and provide comments for the final draft.

In addition, work sessions were held with focused groups of residents, property owners, and merchants to obtain more detailed input on specific geographic areas within the city.

Environmental Review

The California Environmental Quality Act (CEQA) required the City to evaluate potential environmental impacts that could result from adoption of this General Plan. The results of this evaluation were compiled in a Draft and Final Environmental Impact Report (EIR). Additional technical information related to the General Plan, including traffic analyses, can be found in the EIR. The City Council officially certified the EIR when it adopted the General Plan.

Public Review and Adoption

A public review draft of the General Plan was published in December of 2013. The Planning Commission and City Council held three meetings to review and receive public feedback on the General Plan and its Environmental Impact Report between September and December 2013. The General Plan was ultimately adopted by the City Council on June 26, 2014.



2

GUIDING PRINCIPLES

GUIDING PRINCIPLES

This chapter presents guiding principles for the Capitola General Plan. These guiding principles are a statement of core community values to guide growth, conservation, and enhancement in Capitola through 2035. Guiding principles served as a benchmark for the preparation of the General Plan, and help to define the community's unique identity and key aspirations for the future.

These guiding principles were prepared based on public input from a community workshop on March 3, 2011. At this workshop participants described what they valued most about living in Capitola, and discussed the following questions:

- ◆ How would you describe the essence of Capitola's identity?
- ◆ What do you value most about living in Capitola?
- ◆ How can the City best strengthen, protect, and enhance Capitola's unique character?
- ◆ Are there any threats to Capitola's character and quality of life? How might the City address these threats?
- ◆ What is your overall vision for Capitola over the next 10 to 20 years?

Following the community workshop, the General Plan Advisory Committee (GPAC) crafted a set of General Plan guiding principles. These guiding principles were based on workshop input as well as GPAC members' sense of the unique values and aspirations of the community. After several rounds of revision, a final set of guiding principles were endorsed by the GPAC at a meeting on June 22, 2011.

Capitola General Plan Guiding Principles

- ◆ **Community Identity.** Preserve and enhance Capitola’s intimate small-town feel and coastal village charm. Ensure that all areas of Capitola, not just the Village, possess a unique, memorable, and high-quality identity. Promote Capitola’s reputation as a community that is sustainable, historic, welcoming, and family-friendly.
- ◆ **Community Connections.** Provide year-round opportunities for residents of all ages to meet and gather in public places. Enhance the ability for residents to engage in civic life. Ensure that all neighborhoods enjoy access to high quality community events, services, and amenities that foster community connections.
- ◆ **Neighborhoods and Housing.** Protect and enhance the quality of life within residential neighborhoods. Strive for neighborhood improvements that foster identity and build stability, inclusiveness, and interaction. Minimize impacts to neighborhoods—such as noise, cut-through traffic, and overflow parking. Ensure that infill development and neighborhood improvements are designed with careful attention to scale, minimized impacts, and community benefits
- ◆ **Environmental Resources.** Embrace environmental sustainability as a foundation for Capitola’s way of life. Protect and enhance all natural resources—including the beaches, creeks, ocean, and lagoon—that contribute to Capitola’s unique identity and scenic beauty. Reduce greenhouse gas emissions and prepare for the effects of global climate change, including increased flooding and coastal erosion caused by sea-level rise.
- ◆ **Economy.** Support a local economy that is vibrant, diverse, and dynamic. Create a brand identity for Capitola that is grounded in the city’s unique identity. Support all local businesses, “green” businesses, and employers that provide jobs for Capitola residents.
- ◆ **Fiscal Responsibility.** Practice fiscally responsible municipal decision making to avoid shifting today’s costs to future generations.
- ◆ **Mobility.** Provide a balanced transportation system that accommodates the needs of automobiles, pedestrians, and bicycles. Reduce dependence on the automobile with a complete network of sidewalks, trails, and pathways, and support development patterns that encourage the use of public transportation. Promote transportation options that are safe and convenient for all residents, including youth, seniors, and persons with disabilities.
- ◆ **Health and Safety.** Promote a safe and healthy community for people of all ages. Ensure that residents, businesses, and visitors are protected from natural and man-made disasters. Continue to provide excellent public services that support the public well-being while enhancing a sense of community.



3

LAND USE

INTRODUCTION

The Land Use Element establishes core policies to guide land use and development in Capitola. It identifies permitted land uses within the city and the allowed intensity of new development. The Land Use Element also describes the desired form and character of development, and how land uses can best preserve and enhance Capitola’s unique sense of place.

The Land Use Element describes a pattern of development in Capitola consistent with the General Plan Guiding Principles found in Chapter 2. The Element provides a roadmap for growth, conservation, and enhancement in Capitola consistent with basic community values. Like all elements in this General Plan, the Land Use Element is guided by the principle of sustainable development. The Land Use Element supports a pattern of development that protects natural resources, supports economic development, and promotes access to opportunity for all residents.

The Land Use Element is divided into three sections, which cover:

- ◆ **Land Use Background.** This section provides background information about existing land use patterns, historic resources, natural spaces, and parks and recreation, topics addressed in this element.
- ◆ **Land Use Map and Designations.** This section presents the citywide land use map and describes the land use designations that apply in Capitola. Land use designations identify the permitted land uses and intensity of development allowed in all areas of the city.
- ◆ **Goals, Policies, and Actions.** This section presents the goals, policies, and actions to guide land use and development in Capitola.

BACKGROUND INFORMATION

Existing Land Use

Within a small area of 1.7 square miles, Capitola contains a diversity of land uses. As shown in Table LU-1, over half of Capitola is occupied by residential uses. Single-family detached units make up 36 percent of the City’s housing stock. The remaining 64 percent of the City’s housing stock is comprised of apartments, condominium projects, and mobile home parks. There are more renter households than owner households in Capitola. Commercial and industrial uses occupy 21 percent of the city, primarily located along the 41st Avenue corridor. Open space and recreational uses, including New Brighton State Park and Capitola Beach, occupy 14 percent of the city.

TABLE LU-1 EXISTING LAND USE

	Acres	Percent
Residential	442	52%
Commercial and Industrial	176	21%
Open Space and Recreational	118	14%
Other	109	13%
Total	845	

Source: Santa Cruz County Assessor, 2010.

Residential Neighborhoods

Residential uses in Capitola are grouped together in neighborhoods, each with their own special character. The general boundaries of these neighborhoods are shown in Figure LU-1. Each neighborhood has a unique identity defined by its history, design character, land use mix, and natural setting.

- ◆ **41st Avenue/West Capitola.** The 41st Avenue/West Capitola neighborhood is comprised of an assortment of detached single-family homes, multi-family housing, and three mobile home parks. The area is known by some as the “North Forties” and includes the Trotter Street area. Housing constructed in the 1970s and 1980s creates a more modern feel to the neighborhood. The Rispin property, the Shadowbrook property, and the Capitola Library are located along the eastern edge of the neighborhood.

FIGURE LU-1 RESIDENTIAL NEIGHBORHOODS



Source: City of Capitola, 2010.

*Neighborhood boundaries are approximate.

◆ **Cliffwood Heights.** The Cliffwood Heights neighborhood consists primarily of detached single-family homes as well as multi-family housing on Monterey Avenue and Park Avenue. Homes are typically one or two stories occupying relatively large lots. Wider streets with sidewalks and newer homes contribute to a more contemporary feel to the neighborhood. Monterey Park, Cortez Park, and New Brighton Middle School are also located within the Cliffwood Heights neighborhood.

◆ **Depot Hill.** The Depot Hill neighborhood is nestled along Capitola’s shoreline and overlooks Capitola Village. Detached single-family homes on relatively small lots create an intimate feel. A high concentration of historic single-family homes, a variety of architectural styles, and a sidewalk exemption allowance contributes to the neighborhood’s coastal village feel. The Inn at Depot Hill and Monarch Cove Inn (formerly El Salto Resort) are located in the Depot Hill neighborhood.

◆ **Jewel Box.** The Jewel Box neighborhood is tucked in the northerly cliff, bounded by the Prospect bluff overlooking the Wharf and Village, located south of Capitola Road and east of 41st Avenue. East of 45th Avenue detached single-family homes occupy quaint lots. Vintage beach cottages and bungalows contribute to a coastal village feel in this community. Multi-family condominiums line the west side of 45th Avenue, with lawns between buildings. The Jewel Box neighborhood includes the West Cliff neighborhood and also contains two mobile home parks, the 10-acre Jade Street Park, School, and Community Center, and a few commercial establishments along Capitola Road.

◆ **Riverview Terrace.** The Riverview Terrace neighborhood is bordered by Soquel Creek, Capitola Avenue, Bay Avenue, and Center Street. The neighborhood contains a high concentration of historic homes, including many smaller cottages and bungalows. Many homes occupy small lots, with minimal setbacks and structures in close proximity to one another and the street. Narrow streets with on-street parking and no sidewalk contribute to a compact and intimate feel.



Residences in the Depot Hill (top) and Jewel Box (bottom) neighborhoods

- ◆ **Upper Village.** The Upper Village neighborhood contains a variety of housing types, including single-family homes, multi-family apartment complexes, and three mobile home parks. In many cases these different land uses are adjacent to or facing one another. Homes located closer to the Village tend to have a more historic and intimate character than those located closer to Highway 1.

Capitola Village

Capitola Village is the “heart” of Capitola and possesses the charm of an intimate coastal village. The Village is a true mixed-use district with a diversity of visitor-serving commercial establishments, public amenities, and residential uses. During the summer months, the Village is a popular tourist destination. Visitors are attracted by Capitola Beach, unique accommodations, and the historic village character. Village residents enjoy these amenities year round. The Village is pedestrian friendly, with human-scale architecture and a diversity of public gathering places. Capitola Village contains a high concentration of landmark destinations such as the Esplanade Park, Capitola Beach, the Six Sisters, the Venetian, and the historic Capitola Wharf.



Capitola Village

Mixed-Use and Commercial Districts

Beyond the Village, commercial areas in Capitola are focused around a number of mixed-use and commercial districts as shown in Figure LU-2. These districts vary widely in terms of their function, mix of uses, and general character. Some of these districts are primarily resident serving (Capitola Avenue, Bay Avenue), while others are more region serving (41st Avenue north of Capitola Road). All of these districts contribute to the economic vitality of Capitola and contribute to the community’s unique sense of place.

- ◆ **41st Avenue/Capitola Mall.** The 41st Avenue/Capitola Mall commercial district north of Capitola Road contains a number of region-serving shopping centers, including the Capitola Mall and Kings Plaza shopping center. Other land uses include the Brown Ranch Shopping Center, the Auto Plaza at the northern end of the corridor, the Whole Foods Market, the New Leaf Community Market, and a variety of other retail, office, and

FIGURE LU-2 MIXED-USE AND COMMERCIAL DISTRICTS



Source: City of Capitola, 2010.

*District boundaries are approximate.

service establishments. South of Capitola Road, 41st Avenue transitions to a smaller scale neighborhood serving commercial district which is beach-oriented and reflective of its proximity to the ocean. This corridor features the Fairfield Inn and Best Western hotels and is home to the O’Neill surf shop.

- ◆ **Bay Avenue.** The Bay Avenue area is a neighborhood-serving commercial district with stores and services for Capitola residents and some regional shopping destinations. Land uses include the recently renovated Nob Hill shopping center, a large vacant parcel north of the Nob Hill shopping center, the Capitola Plaza shopping center, the Quality Inn hotel, and Gayle’s Bakery.
- ◆ **Capitola Avenue.** The Capitola Avenue mixed-use district is characterized by an eclectic assortment of small-scale offices, personal services, retail, multi-family housing, a mobile home park, and single-family homes. The Capitola City Hall, police station, fire station, and historic museum border the Village at the southern end of this district.
- ◆ **Kennedy Drive.** The Kennedy Drive industrial district is occupied by light industrial and service establishments and the City corporation yard.

Public Facilities

Public facilities, such as schools, libraries, and emergency service facilities, are an important part of Capitola’s land use pattern. The location of key public facilities is shown in Figure LU-3. These facilities serve Capitola residents, visitors, and workers within the community.

Parks and Recreation

As shown in Table LU-2, there are eight City parks in Capitola, totaling over 18 acres. Eight of these parks are smaller neighborhood parks, and one park (Jade Street) is a larger park with a community center intended to serve the entire community. Although not a City park, New Brighton State Beach is



Mobile Home Park (top) and the Capitola Library (bottom)

also located within Capitola. The Soquel Union Elementary School District (SUESD), which owns the Jade Street park property, intends to construct a new elementary school on a portion of the Jade Street park property. Table LU-2 generally describes the amenities provided at each park. The location of these parks is shown in Figure LU-3.

TABLE LU-2 EXISTING PARKS

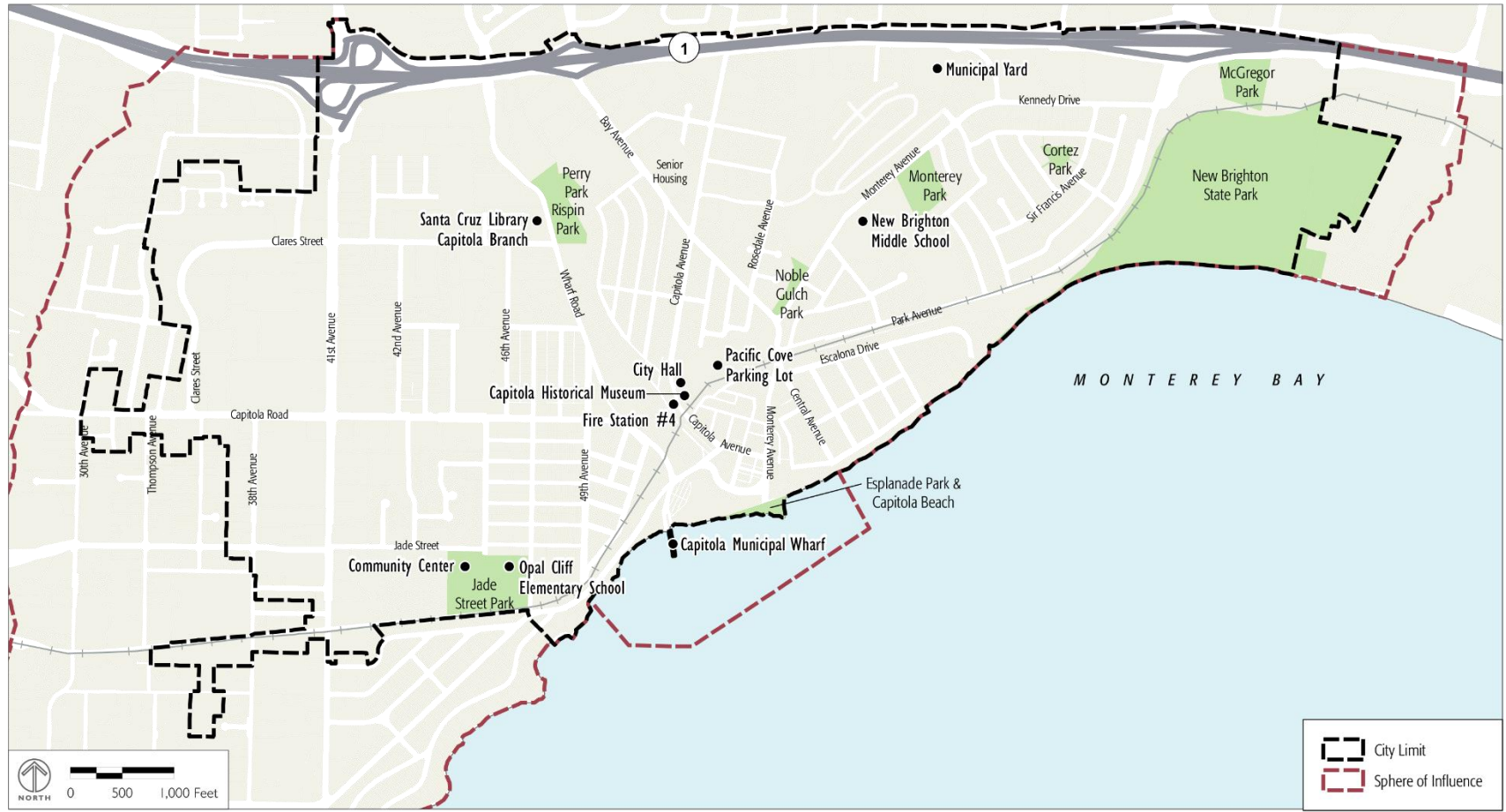
Name	Size	Type	Amenities
Cortez Park	1.1 acres	Neighborhood Park	Open field and playground equipment
Esplanade Park	1.2 acres	Neighborhood Park	Oceanfront seating and grassy field
Jade Street Park*	9.9 acres	Community Center and Park	Community center, open field, and athletics fields, tennis courts, playground equipment
McGregor Park	1 acre	Community Park	Bicycle, skateboard, and dog run amenities
Monterey Park	4.0 acres	Neighborhood Park	Baseball diamond and athletic fields
New Brighton State Beach**	86.5 acres	State Park	Picnic areas, camping, and trails
Noble Gulch Park	1.3 acres	Neighborhood Park	Open field and picnic tables
Peery Park	0.8 acres	Neighborhood Park	Soquel Creek wooded area
Rispin Park	5.7 acres	Neighborhood Park	Bocci ball court, sundial table, amphitheater, and gardens
Stockton Bridge Park	2,500 sq. ft.	Neighborhood Park	Walking trail, bench, interpretive signage
Total	111 acres		

* Property owned by SUESD.

**State park area within Capitola city limit

Source: City of Capitola, 2011.

FIGURE LU-3 PUBLIC FACILITIES AND PARKS



Source: Santa Cruz County and RBF Consulting, 2011.

Historic Resources

Historic and potentially historic resources in Capitola are described in detail in the Capitola Historic Context Statement and Architectural Survey. Preservation and enhancement of these resources is an important goal for the City of Capitola.

A significant number of historic places and structures contribute to Capitola's unique identity and coastal village charm. Many of these structures are commercial and visitor-serving buildings located in the central Village, such as the historic Superintendent's Building. Capitola also has many historic homes in residential neighborhoods, and even historically significant public infrastructure such as the Trestle and Stockton Bridge, and historic Capitola Wharf. Preservation of these resources is essential to retain Capitola's community character and historical context. Preservation of historically significant resources promotes tourism, enhances property values, and defines a community's sense of place.



Historic trestle crossing Capitola Avenue

Many of the officially designated historic structures are located in four National Register Historic Districts:

- ◆ **Old Riverview Historic District.** This district is located along the Soquel Creek just north of the Stockton Bridge and contains cottages adjacent to the Creek and the Riverview Pathway. The District includes houses on both sides of Riverview Avenue from Stockton Avenue to Bluegum Avenue.
- ◆ **Rispin Historic District.** The Rispin property is located along Wharf Road and Soquel Creek. The historic Rispin Mansion, currently vacant, is located within this district.
- ◆ **Six Sisters and Lawn Way Historic District.** The Six Sisters duplexes located on the Esplanade in the Village were originally built in 1903 and provide vacationers with oceanfront rental housing. The Lawn Way subdivision, located in the village center, was completed in 1911 and today features a high concentration of historic structures.

- ◆ **Venetian Court Historic District.** Located at the juncture of the Soquel Creek and the Capitola Beach, the Venetian Court was built in 1924 and consists of 24 residential units and a 19-unit hotel.

There are a number of designated historic structures in Capitola. Designated historic structures are historic structures that are listed or eligible for listing on the National Register of Historic Places, the California Historic Resources Inventory, or the Capitola Register of Historic Features. The majority of designated historic structures are located in the Village or along the Soquel Creek immediately north of the Trestle. Past surveys also have found many additional potential historic structures in Capitola. Many of these structures are concentrated in the Village and the Depot Hill neighborhood, in addition to structures found in the Jewel Box and Upper Village neighborhoods.



Rispin Mansion, circa 1936



Capitola Hotel and the Six Sisters, circa 1904

Land Use Map and Designations

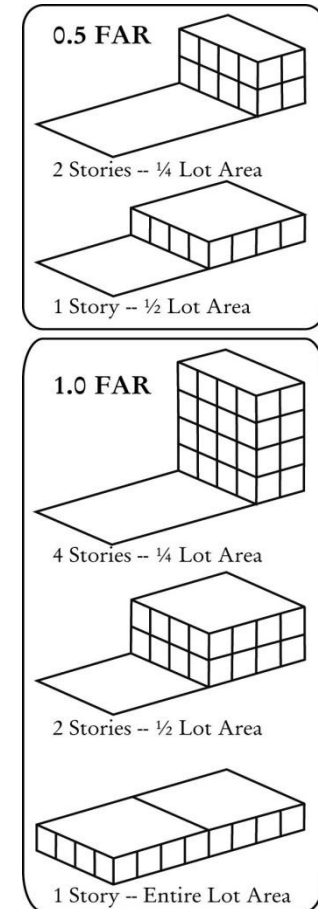
This section outlines land use designations for land within city limits, as shown in Figure LU-4. All new development in the city must conform to these designations.

This General Plan defines various land use designations by their allowable uses and maximum densities and intensities. The land use designations in the Land Use Element establish a range of densities and intensities of use in order to provide flexibility for development while still maintaining Capitola's existing character. The development levels listed here do not create entitlements to a specific number of dwelling units or amount of floor area. Densities on individual parcels may be lower due to site constraints or other City regulations such as minimum lot sizes as specified in the zoning code.

In this General Plan, standards of building intensity for residential uses are stated as the allowable range of dwelling units per gross acre; this means that the number of allowable units on a parcel can be calculated by multiplying the total number of acres by the allowable density. The zoning code also establishes maximum floor area ratios for residential uses.

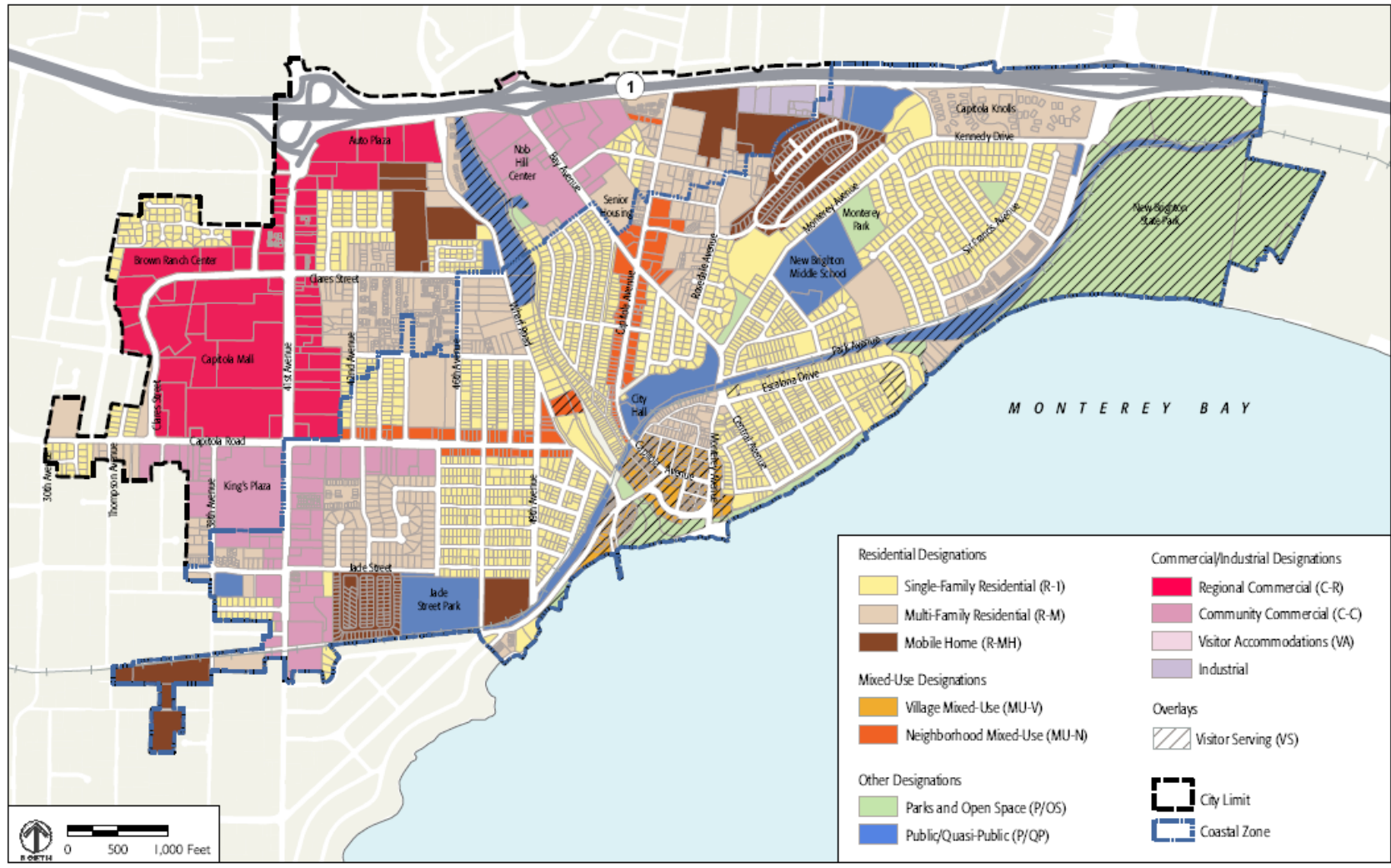
Standards of building intensity for non-residential uses are stated as maximum floor-area ratio (FAR) based on gross acreage. FAR is a ratio of the gross building square footage permitted on a lot to the gross square footage of the lot. Generally, FAR decreases as lot size increases. For example, on a site with 10,000 square feet of land area, a FAR of 1.0 will allow 10,000 gross square feet of building floor area to be built. On the same site, a FAR of 2.0 would allow 20,000 square feet of floor area. This could take the form of a two-story building with 100 percent lot coverage, or a four-story building with 50 percent lot coverage. A FAR of 0.4 would allow 4,000 square feet of floor area.

Residential uses in commercial and mixed-use land use designations shall be subject to FAR limitations. General Plan density limits shall not apply to residential uses in commercial or mixed-use land use designations.



Examples of floor-area ratio (FAR) calculation. FAR does not regulate building placement or form, only the spatial relationship between building size and lot size.

FIGURE LU-4 LAND USE MAP



Source: City of Capitola, 2018.

GENERAL PLAN LAND USE MAP
ADOPTED MARCH 14, 2019

Maximum FAR's for a land use designation are an absolute ceiling, not an entitlement. Other controls in the zoning code, such as maximum permitted height, building coverage, and parking, also limit building intensity. Variances for FAR limits established by the General Plan are not permitted.

The goals, policies, and actions contained in this Element provide direction on how the various land use designations should be developed to contribute to the overall character of Capitola. Allowed uses are generally characterized within each land use designation description of this General Plan. Additional use types may be permitted as specified by the zoning ordinance.

Residential Designations

- ◆ **Single-Family Residential (R-1).** The R-1 designation applies to residential neighborhoods primarily characterized by detached single-family homes. Permitted land uses include single-family homes and public facilities such as schools, religious institutions, parks, and other community facilities appropriate within a residential neighborhood. The maximum permitted residential density in the R-1 designation is 10 dwelling units per acre.¹
- ◆ **Multi-Family Residential (RM).** The RM designation applies to areas primarily intended for multi-family residential development. All residential uses are permitted in the RM designation, including single-family homes, duplex homes, townhomes, and multi-family structures. Public facilities, such as schools, religious institutions, parks, and other community facilities appropriate within a multi-family residential setting are also permitted. The maximum permitted residential density in the RM designation is between 10 and 20 dwelling units per acre depending upon the zoning classification (RM-L at 10 du/ac, RM-M at 15 du/ac, and RM-H at 20 du/ac maximums).



Jewel Box homes in the R-1 designation (top) and Fanmar Way homes in the RM designation (bottom)

¹ Maximum densities prescribed by the General Plan are not entitlements and may not be realized due to other development regulations, including but not limited to, minimum lot size, setbacks, height, and parking requirements.

- ◆ **Mobile Home Park (MH).** The MH designation provides areas for use as mobile home parks, a valuable source of affordable housing for Capitola residents. Mobile home coaches and other land uses typically associated with mobile home parks are permitted within the MH designation. A maximum of 20 mobile homes per acre are permitted in the MH designation.

Mixed-Use Designations

- ◆ **Village Mixed-Use (MU-V).** The MU-V designation applies to the central Capitola Village area and supports a vibrant pedestrian-friendly environment that is the heart of Capitola. A fine-grain mixture of commercial, residential, visitor-serving, recreational, and public uses are permitted in the MU-V designation. The maximum permitted FAR in the MU-V designation is 2.0, with an FAR of 3.0 permitted for a hotel if special criteria are met as established in Action LU-7.3.
- ◆ **Neighborhood Mixed-Use (MU-N).** The MU-N designation applies to pedestrian-oriented mixed-use areas with an emphasis on resident-serving stores and services. Permitted uses in the MU-N designation include single-family homes, multi-family developments, retail, personal services, community facilities, and other uses compatible with an eclectic neighborhood-oriented mixed-use district. The maximum permitted FAR in the MU-N designation is 1.0.

Commercial and Industrial Designations

- ◆ **Regional Commercial (C-R).** The C-R designation provides an area for general retail and services for Capitola residents and regional visitors. Permitted land uses include shopping malls, auto sales, general retail, personal and business services, restaurants, offices, similar commercial uses, and mixed-use residential projects. The maximum permitted FAR in the C-R designation is 1.5, with an FAR of 2.0 permitted if special criteria are met as established in Action LU-9.3.



Capitola Village in the MU-V designation (top) and Capitola Produce in the C-C designation (bottom)

- ◆ **Community Commercial (C-C).** The C-C designation provides an area for commercial uses primarily serving Capitola residents. Permitted land uses include general retail, personal services, restaurants, offices, and multi-family housing as part of a mixed-use project. The maximum permitted FAR in the C-C designation is 1.0, with an FAR of 2.0 permitted if special criteria are met as established in Action LU-9.3.
- ◆ **Industrial (I).** The I designation provides an area in Capitola for light industrial and other employment uses. Permitted land uses include manufacturing facilities, vehicle repair, research and development laboratories, administrative offices, warehouses, and homeless shelters. The maximum permitted FAR in the I designation is 0.5.

Other Designations

- ◆ **Parks and Open Space (P/OS).** The P/OS designation applies to public natural space, parks, and open space intended for recreational use and/or natural resource preservation. Parks, playgrounds, trails, recreational facilities, visitor centers, and other similar uses are permitted in the P/OS designation. There is no maximum permitted FAR in the P/OS designation.
- ◆ **Public/Quasi-Public Facility (P/QP).** The P/QP designation provides areas for public and community facilities serving Capitola residents and visitors. Permitted land uses in the P/QP designation include governmental offices, police and fire stations, community centers, schools, libraries, churches, and other similar uses. There is no maximum permitted FAR in the P/QP designation.



Capitola Historical Museum in the P/QP designation (top) and a Kennedy Drive building in the I designation (bottom)

Overlay Designations

- ◆ **Visitor Serving (-VS).** The -VS overlay designation applies to areas where additional visitor-serving uses are permitted in addition to the land uses permitted by the base designation. Additional visitor-serving uses permitted in the -VS designation include hotels, motels, hostels, bed and breakfast lodgings, campgrounds, resorts, and ancillary visitor-serving food and service establishments. The maximum permitted development intensity within the -VS overlay designation is determined by the applicable base designation.

GOALS, POLICIES, AND ACTIONS

COMMUNITYWIDE

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

Policies

Policy LU-1.1 Community Character. Ensure that historic and cultural resources are maintained and that all new development enhances Capitola’s neighborly feel, coastal village charm, and welcoming character.

Policy LU-1.2 Design Quality. Require all new development to feature high quality design that enhances the visual character of the community.

Policy LU-1.3 Compatible Development. Ensure that all new development is compatible with neighboring land uses and development.

Policy LU-1.4 Community Involvement. Encourage land uses that promote civic engagement, community interaction, and a sense of pride in Capitola.

Policy LU-1.5 Inclusiveness. Provide for a mixture of land uses that cater to the needs of people of all ages, backgrounds, and abilities.



Capitola’s coastal village charm draws residents and visitors

- Policy LU-1.6** **Balanced Community.** Ensure that land use decisions balance the needs, interests, and concerns of Capitola’s residents, visitors, and workers.
- Policy LU-1.7** **Economic Viability.** Ensure that land use patterns and new development enhance Capitola’s long-term economic viability and promotes sustainable (green) businesses.
- Policy LU-1.8** **Public Involvement.** Encourage project applicants to consult with neighbors early in the project application review and approval process.

Actions

- Action LU-1.1** **Design Guidelines.** Develop commercial and residential design guidelines that preserve Capitola as a unique coastal community and allow for development that will enhance the long-term economic viability of all of Capitola. Design Guidelines will address topics such as:
 - ◆ Unique characteristics and identity of specific residential neighborhoods.
 - ◆ Transitions between residential and non-residential land uses.
 - ◆ Sustainable building techniques.
 - ◆ Pedestrian-friendly commercial and mixed-use building design.
- Action LU-1.2** **Kennedy Drive.** Require new development projects in the Kennedy Drive industrial area to make physical improvements that enhance the visual qualities of the area.

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

Policies

- Policy LU-2.1** **Historic Structures.** Encourage the preservation, restoration, rehabilitation, maintenance, and adaptive reuse of important historic structures in Capitola.

Policy LU-2.2 Modification Standards. Use the U.S. Secretary of the Interior’s Standards for the Treatment of Historic Properties as a guide for exterior modifications to identified historic resources.

Policy LU-2.3 Preservation Incentives. Promote the maintenance, restoration, and rehabilitation of historical resources through the use of Federal Rehabilitation Tax Credits, State incentives including the Mills Act and the California Cultural and Historical Endowment, and the California State Historical Building Code and other incentives as they arise.

Policy LU-2.4 Public Awareness. Work with the Capitola Museum Curator to encourage public education and awareness of Capitola’s history and historical and cultural resources through public outreach, promotional materials, and other similar initiatives.

Actions

Action LU-2.1 Historic Structures List. Make regular updates to the City of Capitola Historic Structures List as new information becomes available, for example, during project review or if historic research yields additional information

Action LU-2.2 Public Outreach. Continue to work with schools, public agencies, and community organizations through contacts with Capitola Historical Museum Curator and the museum archives.

Action LU-2.3 Historic Preservation Guidelines. Develop Historic Preservation Guidelines to enhance and protect Capitola’s historic resources. Guidelines will clarify:

- ◆ Process and criteria to determine the historic significance of properties.
- ◆ Permits and approvals needed to make modifications to identified historic resources.
- ◆ Design standards and guidelines for modifications to a historic resource



Home on Depot Hill that contributes to Capitola’s identity as a quaint coastal village

- ◆ Incentives for historic preservation such as the federal/State Certified Local Government Program

Action LU-2.4 Local Register. Establish a local register of historic resources and a historic district on Depot Hill.

Action LU-2.5 Historic Preservation Program. Develop a comprehensive historic preservation program to strengthen the tools and resources available to protect historic resources in Capitola.

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

Policies

Policy LU-3.1 Land Use Diversity. Encourage the most diverse mixture of land uses that the market will support within the mixed use and commercial land use designations.

Policy LU-3.2 Walkability. Encourage development and land uses that enhance a pedestrian-oriented environment.

Policy LU-3.3 Infill Development. Support well-designed infill development on vacant and underutilized sites that enhances Capitola’s quality of life.

Policy LU-3.4 Transit and Pedestrian Access. Encourage new residential and employment development in areas well served by transit and within walking distance of stores, services, and public facilities.

Policy LU-3.5 Pedestrian and Bicycle Connections. Require new development to provide for pedestrian and bicycle connections between residential and commercial areas.

Policy LU-3.6 Street Closures. Allow occasional street closures to create public spaces for temporary community activities. Plan and manage street closures to avoid diversion of traffic and parking into adjacent residential neighborhoods.

Policy LU-3.7 Regional Outlook. Support land uses in Capitola that contribute to a more environmentally sustainable regional development pattern in Santa Cruz and the Monterey Bay area. Consider the benefits and impacts of new development in Capitola to neighboring jurisdictions and the region as a whole.

Policy LU-3.8 Intensity. Within the Village Mixed-Use (MU-V), Regional Commercial (C-R), and Community Commercial (CC) designations, allow additional FAR only when the project provides substantial benefits to the community and minimizes or mitigates adverse impacts on adjacent properties as described in this General Plan.

RESIDENTIAL NEIGHBORHOODS

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

Policies

Policy LU-4.1 Quality of Life. Ensure residential neighborhoods are walkable, safe, friendly, and provide a high quality of life for residents of all ages. Minimize unwanted noise and spillover parking in neighborhoods.

Policy LU-4.2 Neighborhood Diversity. Support diverse and inclusive neighborhoods for residents of all ages and backgrounds.

Policy LU-4.3 Existing Housing. Encourage the maintenance, rehabilitation, and improvement of the existing housing stock in Capitola.

Policy LU-4.4 Public Facilities. Ensure that adequate public infrastructure, facilities, and services are maintained in residential neighborhoods.

Policy LU-4.5 Neighborhood Amenities. Provide amenities within neighborhoods that support complete neighborhoods with unique identities.



High-quality residential architecture contributes to residents' quality of life

- Policy LU-4.6** **Natural Features.** Protect and enhance natural features, including trees, hillsides, natural habitat, and riparian areas, that contribute to the unique identity of individual neighborhoods.
- Policy LU-4.7** **Planning Projects.** Ensure that future planning efforts for non-residential areas carefully consider potential impacts on adjacent residential neighborhoods.

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

Policies

- Policy LU-5.1** **Neighborhood Characteristics.** Require new residential development to strengthen and enhance the unique qualities of the neighborhood in which it is located. Residential neighborhood boundaries are identified in Figure LU-1.
- Policy LU-5.2** **Development Impacts.** Ensure that new commercial and residential development, both within and adjacent to neighborhoods, minimizes impacts to residential neighborhoods through incorporation of design standards and mitigation measures.
- Policy LU-5.3** **Mass and Scale.** Ensure that the mass, scale and height of new development is compatible with existing homes within residential neighborhoods.
- Policy LU-5.4** **Multi-Family Transitions.** Ensure that new multi-family housing located adjacent to single-family homes respects the size, scale, massing, and appearance of neighboring properties.
- Policy LU-5.5** **Architectural Character.** Ensure that the architectural character of new development and substantial remodels complements the unique qualities of the neighborhood in which it is located and the overall coastal village character of Capitola.
- Policy LU-5.6** **Minimized Traffic.** Encourage new housing to be located and designed in a manner that minimizes increased vehicle traffic on local roads within residential neighborhoods.

Policy LU-5.7 Transportation Alternatives. Encourage new housing that supports increased walking, biking, and use of transit, and that minimizes increased vehicle trips in Capitola.

Actions

Action LU-5.1 Design Review. Development applications should be reviewed by a City appointed design review group (e.g., Architectural and Site Review Committee) as part of the approval process to ensure high quality design, harmony with existing community character, and to avoid or minimize impacts to surrounding land uses.

COMMERCIAL AND MIXED-USE DISTRICTS

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

Policies

Policy LU-6.1 Village Character. Maintain the Village as a vibrant mixed-use district with residences, visitor accommodations, restaurants, shops, and recreational amenities.

Policy LU-6.2 Residential/Commercial Balance. Maintain and protect a healthy balance of commercial and residential uses in the Village.

Policy LU-6.3 Businesses Diversity. Attract and retain a diverse assortment of small-scale businesses that appeal to local residents, and visitors. Encourage family-friendly businesses and activities that appeal to people of all ages.



Pedestrian activity in the Village

- Policy LU-6.4 Public Spaces.** Provide high quality public spaces available for the use and enjoyment of visitors and residents. Prioritize pedestrian access to these spaces and maintain amenities, such as seating areas, drinking fountains, restrooms, and landscaping, that invite and encourage pedestrian activity.
- Policy LU-6.5 Housing Types.** Maintain a diverse supply of housing types to support the Village as an area enjoyed by residents and visitors.
- Policy LU-6.6 Vertical Mixed-Use.** Encourage vertical mixed use (i.e. housing above ground floor commercial) as a way to increase the vitality and activity in the Village.
- Policy LU-6.7 Community Events.** Support and actively encourage community events that attract visitors and residents to the Village, including the historic Begonia Festival. Encourage events that occur during the winter months and in the early evening to attract visitors and increase activity during these times. Plan and manage community events to minimize impacts on residential neighborhoods.
- Policy LU-6.8 Quality of Life.** Continue to maintain a high quality of life in the Village by keeping sidewalks clean and proactively addressing noise, odor, and safety issues.
- Policy LU-6.9 Capitola Wharf.** Maintain the historic Capitola Wharf as a free access public fishing pier for the use and enjoyment of Capitola residents and visitors.
- Policy LU-6.10 Village Hotel.** Consider the establishment of an appropriately designed new hotel in the Village to enhance the vitality of the area.

Actions

- Action LU-6.1 Entertainment and Recreational Opportunities.** Pursue opportunities to increase the amount of entertainment and recreational amenities in the Village, particularly those that strengthen a connection to the natural environment and coastal setting.



Human-scale development pattern in the Village

Action LU-6.2 Residential Overlay. Continue to enforce the Residential Overlay Zone, which restricts certain areas of the Village to residential uses.

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

Policies

Policy LU-7.1 New Development Design. Require all new development to enhance the unique character of the Village.

Policy LU-7.2 Public Infrastructure. Ensure that all improvements to public infrastructure, including roadways, parking, sidewalks, bicycle facilities, public signage, and street trees, support a pedestrian-friendly environment and a distinctive sense of place.

Policy LU-7.3 Scenic Resources. Protect and enhance significant scenic views and resources that contribute to the unique identity and public enjoyment of the Village. Scenic resources include:

- ◆ The general pedestrian-oriented and coastal village character of existing development in the Village.
- ◆ Public and semi-public gathering places, including Esplanade Park, Lawn Way, Capitola Beach, Soquel Creek path, and the historic Capitola Wharf.
- ◆ Landscaping and streetscape amenities.
- ◆ Historic structures, including structures contributing to Capitola’s four National Register Historic Districts and structures listed on the official City of Capitola Historic Structures List.
- ◆ Natural features such as Capitola Beach, Soquel Creek and Lagoon, cliffs and bluffs, and vegetated banks.

Policy LU-7.4 Parking and Transportation Alternatives. Provide for additional parking and alternative transportation systems – such as an in-lieu parking fee program, a shuttle bus, remote parking, a new parking structure on the Beach and Village Parking Lot #1, and valet parking – to allow additional development and investment that increases vitality and activity in the Village.

Policy LU-7.5 Hotel Guiding Principles. Require any new hotel proposed on the site of the former Capitola Theatre to be consistent with the following core principles:

- ◆ The design of the hotel should respect the scale and character of neighboring structures and enhance Capitola’s unique sense of place.

- ◆ The hotel should contribute to the economic vitality of the Village and support an active, attractive, and engaging pedestrian environment.
- ◆ The maximum height of the hotel should remain below the elevation of the bluff behind. The bluff behind the hotel should remain legible as a green edge with existing mature trees maintained on site.
- ◆ The hotel design should minimize impacts to public views of the beach and Village from Depot Hill.
- ◆ Parking for the hotel should be provided in a way that minimizes vehicle traffic in the Village and strengthens the Village as a pedestrian-oriented destination. This could be achieved through remote parking, shuttle services, and valet parking arrangements.

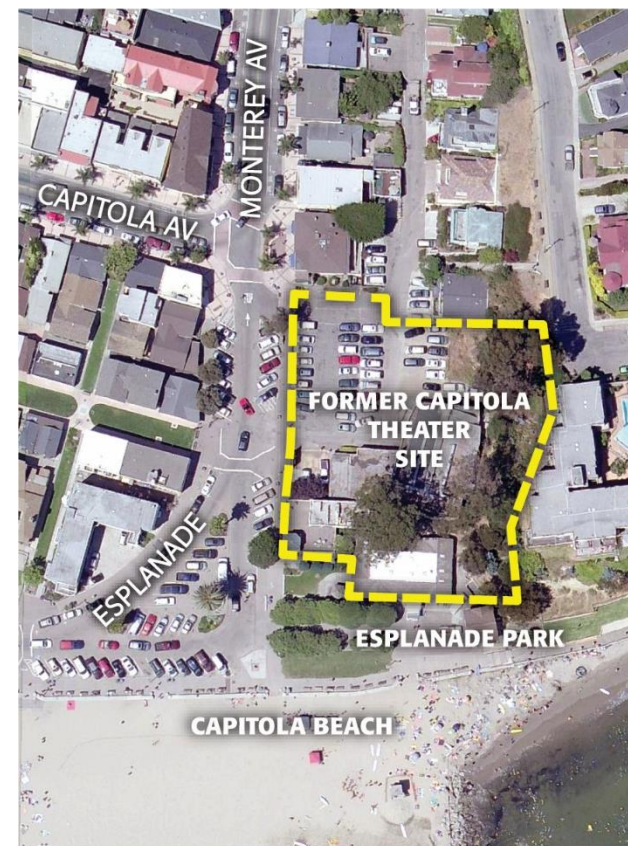
Actions

Action LU-7.1 Village Design Guidelines. Update the Village Design Guidelines to reflect current conditions and to encourage new development that will enhance the unique qualities of the Village. These guidelines will help to protect scenic resources, support economic development, and enhance the Village as an area for both residents and visitors. Guidelines will also address increased hazards from climate change, including sea level rise.

Action LU-7.2 Village Parking. Develop a program to provide alternative parking arrangements for visitor-serving uses in the Village.

Action LU-7.3 Hotel Floor Area Ratio. A Hotel in the Village at the former Capitola Theater site may be developed with a maximum FAR of 3.0 if authorized by the City Council. To approve a request for an increased FAR, the City Council must find that 1) the additional FAR results in a superior project with substantial community benefit; 2) the project enhances economic vitality; and, 3) the project is designed to minimize adverse impacts to neighboring properties.

FIGURE LU-5 POTENTIAL HOTEL SITE LOCATION



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.

Policies

Policy LU-8.1 Phased Mall Redevelopment. Encourage a phased approach to redevelopment of the Mall property. Early phases may include improvements to the Mall façade and front entrance, and new retail pads fronting 41st Avenue. These early improvements shall not conflict with the ultimate vision for the property, as represented in the 41st Avenue/Capitola Mall Vision Plan (see Figure LU-6).

Policy LU-8.2 Parking Lot Redevelopment. Encourage the development of commercial and mixed-use structures on existing Capitola Mall surface parking lots located adjacent to 41st Avenue and Capitola Road including both sides of 41st Avenue. New pad development along 41st Avenue should enhance the design character of 41st Avenue and support the long-term vision for the Mall as a pedestrian-friendly commercial destination. Ensure that parking lot redevelopment does not result in an inadequate supply of on-site parking that results in overflow parking in adjacent residential neighborhoods.

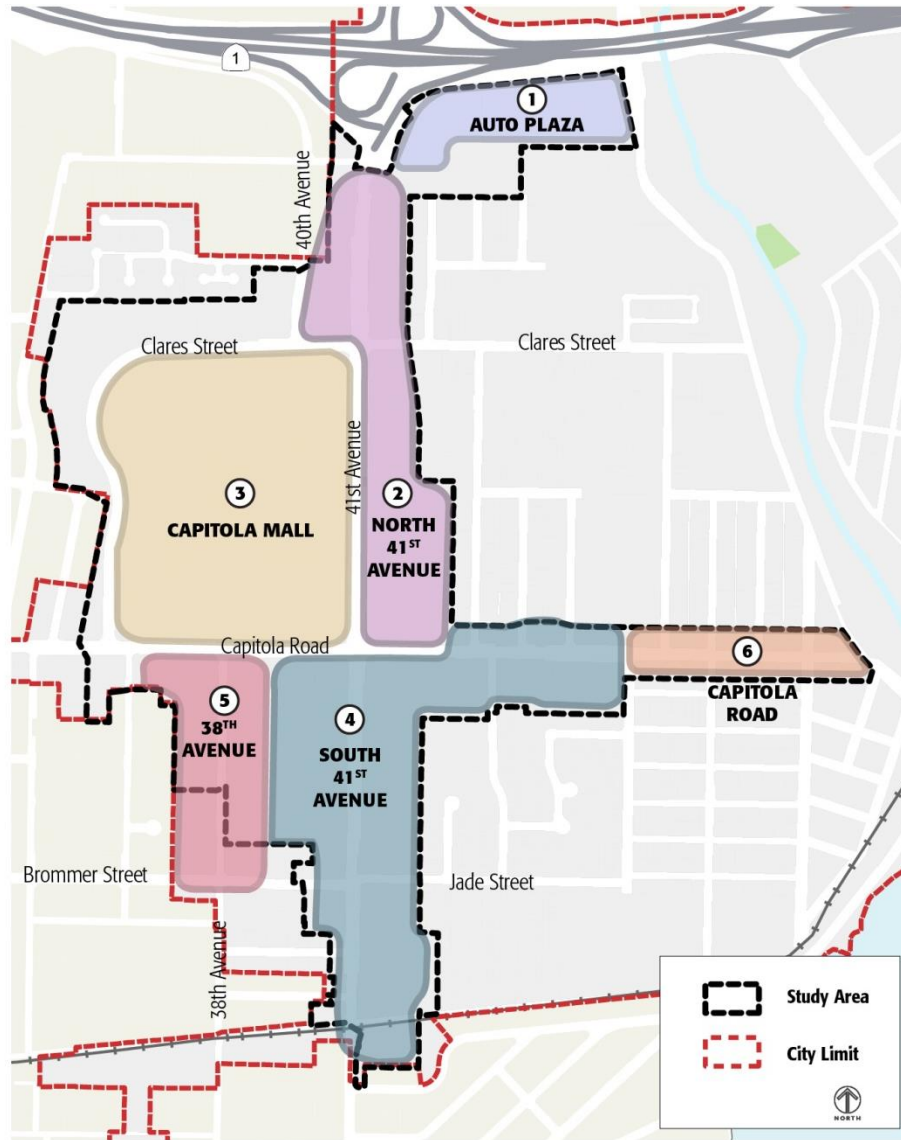
Policy LU-8.3 Metro Center Relocation. Support the relocation of the Metro Center to an alternative location on the Capitola Mall property that meets the operational requirements of Santa Cruz Metro and advances design goals for the Capitola Mall. Encourage the Metro Center to become a multi-modal facility with amenities for bicycles and integration with a possible future shuttle system in Capitola.

Policy LU-8.4 Public Gathering Places. Encourage the establishment of public gathering places on the Mall property—such as outdoor dining and courtyards—that provide space for people to informally meet and gather.



Surface parking lot at Capitola Mall

FIGURE LU-6 41ST AVENUE/CAPITOLA MALL VISION



- ① **Auto Plaza.** Support the long-term presence of auto dealers in areas adjacent to Highway 1.
- ② **North 41st Avenue.** Encourage new regional retail development along 41st Avenue that enhances the design character of the corridor.
- ③ **Capitola Mall.** Encourage the transformation of the Mall into a pedestrian-friendly commercial destination
- ④ **South 41st Avenue.** Encourage residential serving commercial, residential uses, and mixed-use development to increase pedestrian activity and support local businesses.
- ⑤ **38th Avenue.** Activate 38th Avenue with new multi-family housing, vertical mixed use, sidewalk-oriented commercial uses, and streetscape and infrastructure improvements.
- ⑥ **Capitola Road.** Strengthen connections to Capitola Village by improving pedestrian and bicycle facilities into the Village. Encourage uses that are compatible with the adjacent residential neighborhood.

Policy LU-8.5 **New Interior Street.** As a long-term vision for Capitola Mall, support the addition of a new interior street within the Mall property lined with sidewalk-oriented retail, outdoor dining, and pedestrian amenities. This new street should be connected with the existing street network surrounding the Mall property to enhance mall access for all modes of transportation.

Actions

Action LU-8.1 **Transit Center Relocation Funding.** Work with Capitola Mall owners and Santa Cruz Metro to identify funding for the relocation of the Transit Center.

Action LU-8.2 **Infrastructure Improvement Funding.** Identify funding sources for infrastructure improvements that will stimulate investment and redevelopment of the Capitola Mall property and provide urban amenities attractive to residential and mixed-use development.

Action LU-8.3 **Design Guidelines.** Update the 41st Avenue Design Guidelines to reflect the vision for Capitola Mall as described in this General Plan.

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

Policies

Policy LU-9.1 **Public Amenities.** Encourage new development to provide amenities that enhance the vitality of the corridor, such as outdoor dining and courtyards, public art, publicly accessible or semi-public gathering places, and bicycle and pedestrian facilities.

Policy LU-9.2 **Entertainment Uses.** Within the corridor, encourage the establishment of new entertainment and commercial recreation uses, and the expansion of existing entertainment uses.



Whole Foods Shopping Center on 41st Avenue

Policy LU-9.3 Destination. Establish 41st Avenue as an attractive destination with activities for families and people of all ages that occur throughout the day and night. Where feasible, incorporate public art into public spaces.

Policy LU-9.4 Retail Protection. Discourage professional and medical offices in key locations that may displace retail establishments and diminish the economic vitality of the corridor.

Policy LU-9.5 Neighborhood Impacts. Minimize negative impacts – particularly traffic, parking, and noise – on residential neighborhoods adjacent to the corridor. Incorporate design or mitigation measures into projects to avoid or minimize neighborhood impacts.

Policy LU-9.6 Residential Uses. Minimize residential exclusive uses north of Capitola Road to protect this area as a regional retail destination.

Policy LU-9.7 Village Connections. Provide pedestrian and bicycle improvements along Capitola Road east of 41st Avenue to strengthen connections between 41st Avenue and Capitola Village. Encourage uses on Capitola Road east of 41st Avenue that complement adjacent residential neighborhoods.

Policy LU-9.8 Public Spaces and Amenities. Encourage new development at the 41st Avenue/Capitola Road intersection to include public spaces and amenities to strengthen the intersection as a focal point and activity center for the corridor.

Policy LU-9.9 Streetscape Improvements. Improve the physical appearance of 41st Avenue through the installation of additional landscaping in the public right-of-way, enhanced Highway 1 interchange features, and improved bicycle and pedestrian facilities.

Actions

Action LU-9.1 Auto Plaza Access. During the Highway 1 High Occupancy Vehicle (HOV) lane project design phase, work with Caltrans to identify ways to enhance visibility from 41st Avenue. Possible improvements include improved signage and pedestrian connections.



Capitola Mall

Action LU-9.2 Auto Plaza Signage. Amend the Zoning Ordinance to allow more prominent signage for the Auto Plaza.

Action LU-9.3 Increased Floor Area Ratio. The City Council may authorize increased FAR for properties located within the 41st Avenue corridor as follows:

- ◆ Properties fronting 41st Avenue or the 41st Avenue/Capitola Road intersection, including the Capitola Mall property bound by 41st Avenue, Capitola Road, and Clares Street, with a Regional Commercial or Community Commercial land use designation may be developed at a maximum FAR of 2.0.
- ◆ Structures on properties fronting the east side of 41st Avenue must be set back a minimum of 100 feet from the property line abutting a residential property.

To approve a request for an increased FAR, the City Council must find that 1) the additional FAR results in a superior project with substantial community benefit; 2) the project enhances economic vitality; and, 3) the project is designed to minimize adverse impacts to neighboring properties.

Action LU-9.4 Retail/Office Mix. Take action to maintain an appropriate mix of retail and non-retail uses along the 41st Avenue corridor. These actions will include:

- ◆ Continuing to require a Conditional Use permit for offices, medical services, and other non-retail uses in the Regional Commercial designation.
- ◆ Amending the Zoning Code to require the Planning Commission to specifically find that a proposed non-retail use will not detract from the economic viability of the corridor.
- ◆ Preparing a study to examine the optimal socio-economic mix of retail and office/professional uses on 41st Avenue.

Enhancing Capitola's Commercial and Mixed-Use Districts

The General Plan envisions commercial and mixed-use districts to be vibrant and inviting areas that contribute to a high quality of life. To achieve this vision, these areas will need to become attractive destinations with a design character that is safe and inviting for pedestrians. New development in these areas, when it occurs, will need to be carefully designed to enhance Capitola's unique identity, minimize impacts to neighboring properties, promote transportation alternatives, and create a safe and welcoming environment for pedestrians. Mixed-use districts in Capitola include the Village and areas along Capitola Avenue and Capitola Road east of 41st Avenue. Below are general strategies that can be used in these areas to achieve these goals.

- ◆ **Compatibility.** The height, massing, setbacks, and design character of buildings should be sensitive to impacts on surrounding development.
- ◆ **Unique Identity.** Buildings should be designed to re-inforce Capitola's unique identity in a way that complements the community's historic character.
- ◆ **Visual Interest.** New development should incorporate finely detailed building façades that contribute visual interest to the streetscape.
- ◆ **Pedestrian Orientation.** Buildings should be oriented towards the pedestrian realm with active ground floor uses and inviting storefronts facing the sidewalk.



Windows, landscaping, and architectural detail add visual interest to the Nob Hill shopping center on Bay Street

- ◆ **Plazas and Open Space.** Semi-public outdoor spaces, such as plazas and courtyards, should be integrated into commercial development to help support pedestrian activity and connections to the public realm.
- ◆ **Connections to Adjacent Properties.** Shared facilities such as driveways, parking areas, plazas, and walkways should be used to improve connections and integration of adjacent properties.
- ◆ **Parking Location and Design.** Surface parking areas should not be located adjacent to a public street. If unavoidable, surface parking areas should be visually screened with buildings, landscaping, or low walls and fencing along the edge to the sidewalk. Parking should be designed in clusters, encouraging walking between multiple destinations. Parking lots should incorporate safe pedestrian walkways between buildings.
- ◆ **Vehicle Access.** Points of vehicle access (curb cuts) from the street to the property should be limited to the minimum number necessary to serve the property.
- ◆ **Pedestrian and Bicycle Access and Circulation.** Clear, safe points of access to sites should be provided for pedestrians and bicyclists as well as vehicles.
- ◆ **Public Transit Access.** Bus stops should be evaluated for convenience, safety, visibility, and covered shelter.
- ◆ **Sustainable Design.** Sustainable design practices should be incorporated into new development, including climate-appropriate plant materials, sustainable stormwater solutions, and solar orientation.



Buildings oriented towards the sidewalk support a pedestrian-friendly environment in the Village

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

Policies

Policy LU-10.1 New Development. Ensure that new development enhances the design character of the district, strengthens existing businesses, and minimizes impacts on adjacent residential neighborhoods. New development should occur in a manner consistent with Figure LU-7.

Policy LU-10.2 Bay Avenue Streetscape. Enhance the Bay Avenue streetscape in a way that improves the appearance of Bay Avenue, increases safety for bicyclists and pedestrians, and stimulates private investment within the area.

Policy LU-10.3 Tree-Lined Boulevard. Encourage a tree-lined boulevard streetscape character along Bay Avenue north of the Capitola Produce property. Encourage installation of drought tolerant and non-invasive street trees and landscaping along the Bay Avenue property frontage in conjunction with capital improvement or redevelopment projects.

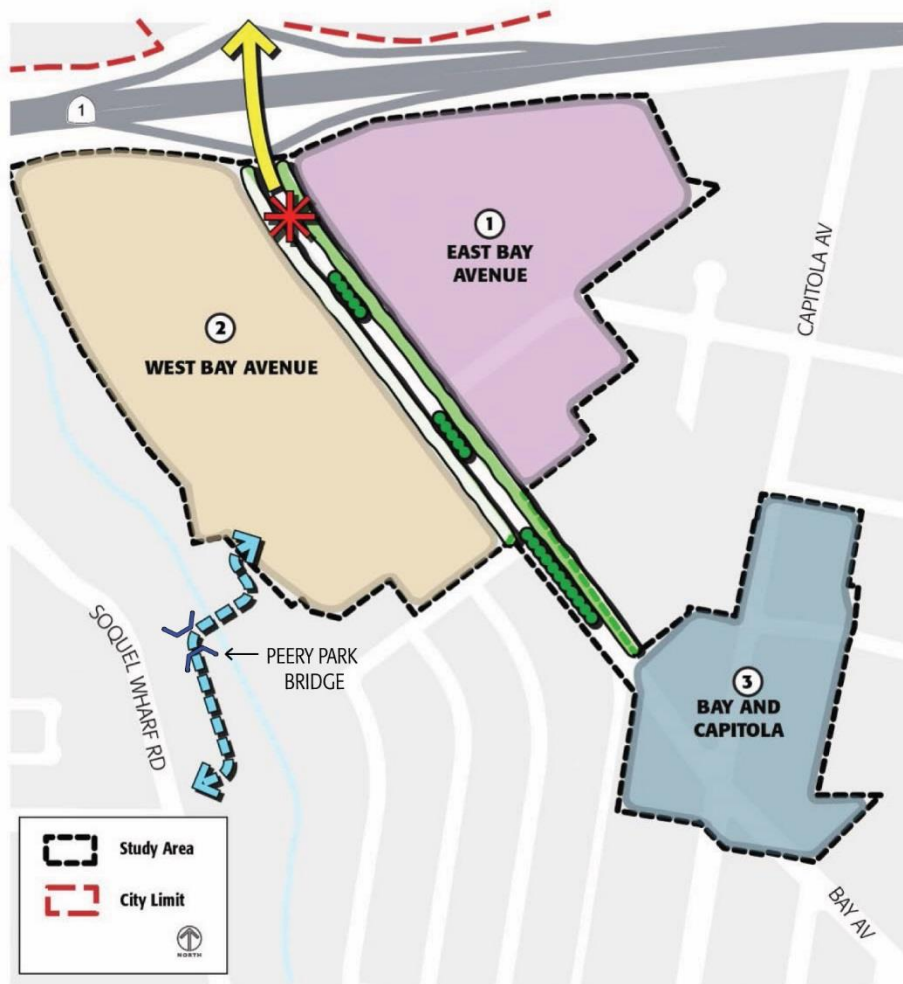
Policy LU-10.4 Highway 1 Interchange. Encourage Caltrans to incorporate an attractive landscaped gateway element and improved bicycle and pedestrian facilities as part of any significant renovation to the Bay Avenue/Highway 1 interchange.

Policy LU-10.5 Recreation Access. Maintain, and where feasible, enhance access to Soquel Creek, Peery Park, and the non-vehicular bridge over Soquel Creek, which serves as an important link to natural open spaces, the Rispin property, the Capitola Library, and Capitola Mall.



Capitola Produce Market

FIGURE LU-7 BAY AVENUE VISION



- ① **East Bay Avenue.** New development fronting Bay Avenue should incorporate street trees and landscaping to strengthen a landscaped boulevard streetscape character. Buildings should be oriented toward the street to support an active public realm along Bay Avenue and Hill Street.
- ② **West Bay Avenue.** Minimize new driveways on Bay Avenue through shared parking arrangements and joint use of existing Bay Avenue access points. Ensure that development on the Grimes property is carefully integrated with other uses in the area.
- ③ **Bay and Capitola.** Encourage a more urban design character with new development that invites pedestrian activity. Provide enhanced pedestrian amenities such as widened sidewalks and improved crosswalks. Where feasible, consider permeable surfaces for pedestrian improvements. If the Bay Avenue and Capitola Avenue intersection is reconfigured as a traffic circle, orient new development toward this new neighborhood focal point.

Actions

- Action LU-10.1 Medians.** Explore opportunities to install medians on Bay Avenue in locations where left turn movements for vehicles would not be restricted.
- Action LU-10.2 Roundabout.** Conduct a public process to study the feasibility of installing a roundabout at the Bay Avenue/Capitola Avenue intersection. The study shall consider impacts on traffic speeds, delays, and air quality.
- Action LU-10.3 Streetscape Master Plan.** Prepare a streetscape master plan for Bay Avenue that presents a unified design theme for the corridors and identifies specific improvements needed to implement this vision.

PUBLIC FACILITIES

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

Policies

- Policy LU-11.1 Area Vision.** Support the long-term use and improvement of the City Hall/Village and Beach Parking Lot area as described in Figure LU-8.
- Policy LU-11.2 Parking Solution.** Prioritize City efforts to utilize the Village and Beach Parking Lot /City Hall site as the location for additional parking to serve the Village.
- Policy LU-11.3 Multi-Use Parking Structure.** Maximize year-round use of the parking structure by considering multiple uses in the structure, such as for special events in the off-peak season.



Capitola City Hall

FIGURE LU-8 CITY HALL/PACIFIC COVE VISION



- ① **Capitola Avenue.** Consider renovating the existing City Hall and Police Department building to elevate governmental offices and police facilities out of the flood plain. Also, consider moving City Hall to a new location, either to a higher elevation portion of the property or to an entirely new site within the city. If City Hall is relocated, redevelopment of the current City Hall site shall be consistent with the character of the Central Village and in accordance with the Village-Mixed Use land use designation.
- ② **Upper Pacific Cove.** Utilize this area for additional parking to serve the Village, preferable in the form of a multi-story parking structure. The parking structure should be sensitively designed to be compatible with the surrounding neighborhood. Providing additional parking in this area to meet Village and surrounding area needs should be one of the City's highest priorities.
- ③ **Lower Pacific Cove.** Use this area for temporary parking to serve the Village. When additional parking is provided in the Upper Pacific Cove area, consider converting the Lower Pacific Cove area to a park/recreational/natural open space area. To the extent possible, daylight the stream that currently flows through a pipe under the site. Maintain the option that a portion of the site, particularly near Bay Avenue, could be utilized for a public or community facility.
- ④ **Monterey Avenue.** In the short term, maintain this area as undeveloped open space. Maintain the option to allow a public or community facility within some or all of this area.

Actions

Action LU-11.1 Parking Structure. Design, approve, finance, and construct a new parking structure in the location of Beach and Village Parking Lot #1 to serve residents and visitors to Capitola Village and Beach. The design of the parking structure should minimize impacts on neighboring properties, improve pedestrian connectivity between the parking structure and the central Village, and incorporate sustainable design features. This can be done by:

- ◆ Minimizing structure mass and reducing visibility from surrounding areas by constructing the structure below grade of the adjacent railway.
- ◆ Locating the main pedestrian gateway to the parking structure on Capitola Avenue as close to the central Village as possible, and designing this gateway to have an inviting presence on Capitola Avenue.
- ◆ Providing a secondary pedestrian entrance to the parking structure from Monterey Avenue.
- ◆ Enhancing pedestrian and bicycle connections from Monterey Avenue to Capitola Avenue and the central Village.
- ◆ Accommodating the needs of persons with disabilities to access the parking structure and to get to and from the central Village.
- ◆ Making sidewalk, lighting, and other improvements to Capitola Avenue and Monterey Avenue between the parking structure and the Village.
- ◆ Providing a shuttle connection between the parking structure and the central Village and beach.
- ◆ Incorporating photovoltaic panels and electric vehicle charging stations into the parking structure design.

Action LU-11.2 Multi-Use Parking Structure. Evaluate the possibility of using a new parking structure to host special events in light of cost implications and neighborhood impact issues.

Action LU-11.3 Phased Open Space Plan. Develop a phased plan to convert the temporary surface parking on the Beach and Village Parking Lot #2 to open space, park, or other public use during the process of constructing a new parking structure.

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

Policies

- Policy LU-12.1 Rispin Property.** Utilize the Rispin property (APN 035-371-01 & 02) as a site for park and natural open space uses that serve both residents and visitors.
- Policy LU-12.2 Library.** Utilize City library funds to construct and maintain a new public library within Capitola that is appropriately sized and located to serve the entire community. Consider relocating the library from its current location on Wharf Road if a superior site becomes available.
- Policy LU-12.3 Police Station.** Maintain the Capitola Police Station in a central location with easy access to all areas within Capitola. Consider relocating the Police Station from its current location on Capitola Avenue to a location outside of the floodplain if an alternative site becomes available.
- Policy LU-12.4 Fire Station.** Support the continued operation of a Fire Station in a central location in Capitola with easy access to all areas within the community.
- Policy LU-12.5 Capitola Wharf.** Maintain the historic Capitola Wharf as a free access public fishing pier with a restaurant for the use and enjoyment of Capitola residents and visitors.
- Policy LU-12.6 McGregor Property.** Utilize the McGregor property (APN 036-341-02 at McGregor Drive and Park Avenue) as a location for park and recreational uses and natural spaces to serve residents and visitors. Consider development of the site with visitor accommodations if recreational uses are relocated to a more central site within the city.
- Policy LU-12.7 Capitola Beach.** Prioritize the maintenance and enhancement of Capitola Beach as a safe, clean, and enjoyable destination for Capitola residents and visitors. Protect recreational activities on the beach such as swimming, sunbathing, surfing, and junior guard activities.

Actions

- Action LU-12.1 Rispin Property.** Actively seek grant funding to enhance public access to and enjoyment of parkland and natural open space on the Rispin property (APN 035-371-01 & 02).
- Action LU-12.2 Wharf Improvements.** Prepare a feasibility study to evaluate potential improvements for the long-term viability of the historic Capitola Wharf, including issues related to access, restrooms, public safety, maintenance, parking, signage, and sea-level rise.
- Action LU-12.3 McGregor Property.** Develop and implement a plan to construct a multi-use park, natural open spaces, and recreational improvements on the McGregor Property.
- Action LU-12.4 Wharf Parking.** Consider adjusting parking regulations in the Wharf area to increase opportunities for residents to access the wharf, particularly in off-peak periods.

PARKS AND RECREATIONAL FACILITIES

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

Policies

- Policy LU-13.1 Park Types.** Provide a diversity of park types, including active low-investment (e.g. playfields and picnic facilities), and passive recreational facilities (e.g. natural areas suitable for quiet reflection).
- Policy LU-13.2 Neighborhood Parks.** Maintain a network of neighborhood parks throughout the city with a variety of facilities that cater to the needs and interests of park users. Ensure that neighborhood parks contain facilities that cater to youth, seniors, and people of diverse socio-economic backgrounds.

- Policy LU-13.3 Sustainable Park Design.** Design, construct, and maintain park facilities in an environmentally sustainable manner. This can be achieved with techniques such as:
- ◆ Preserving sensitive species and habitats.
 - ◆ Designing environmentally friendly features into new recreational facilities.
 - ◆ Using reused, renewable, locally sourced, and recycled materials.
 - ◆ Employing integrated pest management practices as part of parks maintenance programs.
 - ◆ Utilizing drought-resistant and climate-appropriate landscaping with water-efficient irrigation controllers.
 - ◆ Integrating on-site stormwater management into park design.



Noble Gulch Park

- Policy LU-13.4 New Brighton State Beach.** Cooperate with the California Department of Parks and Recreation and other agencies to maintain, improve, and preserve New Brighton State Beach in a natural state to serve the region with a variety of nature-oriented and passive recreational opportunities.
- Policy LU-13.5 Ocean Recreation.** Maintain and enhance access to the waters of Monterey Bay and Capitola Beach as recreational amenities for residents and visitors.
- Policy LU-13.6 Beach Management.** Manage activities and uses in the beach area so that the beach continues to be a safe and enjoyable place for people of all ages and abilities.
- Policy LU-13.7 Beach Structures.** Prohibit permanent structures on the open, sandy beach area except for facilities required for public health and safety, to improve public access, or to maintain the health of the beach. Additions to the historic Capitola Wharf to improve public access and enjoyment are encouraged.
- Policy LU-13.8 Intergovernmental Cooperation.** Maintain partnerships and shared service agreements with local school districts and neighboring communities in order to enhance the range of opportunities available to Capitola residents and achieve cost savings.

- Policy LU-13.9 Special Use Facilities.** Support and encourage the location of special use recreation facilities, such as organic community gardens, dog parks, and skate parks, on available park or other public lands, where compatible with the existing and planned uses of surrounding properties.
- Policy LU-13.10 Soquel Lagoon.** Continue to allow and encourage recreational activities and events within Soquel Lagoon.
- Policy LU-13.11 Soquel Creek Access.** Maintain, enhance, and expand public access to Soquel Creek within Capitola Village.
- Policy LU-13.12 Jade Street Park.** Work cooperatively with the Soquel Union Elementary School District to ensure that when new school facilities are constructed on the Jade Street Park site, publicly accessible recreational facilities remain on a portion of the site.
- Policy LU-13.13 Monterey Park.** Develop Monterey Park as an active park site with neighborhood-serving recreational facilities and amenities.

Actions

- Action LU-13.1 Grant Funding.** Pursue all appropriate grant opportunities, including coastal access and natural open space grant programs, to fund improvements to existing parks and recreational facilities.
- Action LU-13.2 Safe Routes to Parks.** Identify improvements needed to fill gaps in the City’s sidewalk system and incorporate these improvements into the City’s Capital Improvement Program.
- Action LU-13.3 Beach Maintenance.** Continue to clean and improve the maintenance of the beach for recreational uses. Develop a program to continue to provide adequate public facilities such as restrooms, showers, and drop-off locations for beach-goers.



Capitola Community Center at Jade Street Park

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

Policies

- Policy LU-14.1 Range of Programs.** Provide a range of recreational programs and services to Capitola residents that cater to people of all ages, backgrounds, and activity levels. Continue to consider providing services and community grants to fund programs targeting seniors and special needs populations.
- Policy LU-14.2 Interjurisdictional Partnerships.** Continue to partner with other jurisdictions in the Mid-County area to maximize the diversity of recreational programs and activities available to Capitola residents.
- Policy LU-14.3 Community Interaction.** Support recreational programs that encourage the interaction of different segments of the Capitola population and help to strengthen a sense of community.
- Policy LU-14.4 Connection to Environment.** Encourage recreational programs that enhance the public connection to and appreciation of the natural environment.
- Policy LU-14.5 Community Events.** Continue to support community events such as the historic Begonia Festival that contribute to Capitola’s unique coastal identity.
- Policy LU-14.6 Year-Round Events.** Encourage community events in the Village during the winter months that contribute to the year-round vitality of the Village.
- Policy LU-14.7 New Brighton Middle School.** Work cooperatively with the Soquel Union Elementary School District to provide elementary and middle school facilities for the children who live in Capitola.



Capitola Begonia Festival

Actions

Action LU-14.1 Trails and Pathways. Maintain existing trails and pathways.

Action LU-14.2 Regional Trails. Cooperate with the Regional Transportation Commission to encourage connections with regional trails such as the Monterey Bay Sanctuary Scenic Trail.

Action LU-14.3 Coastal Recreation. Explore opportunities to increase coastal recreational activities in Capitola, particularly activities that support environmental awareness and stewardship of the marine and coastal environment.