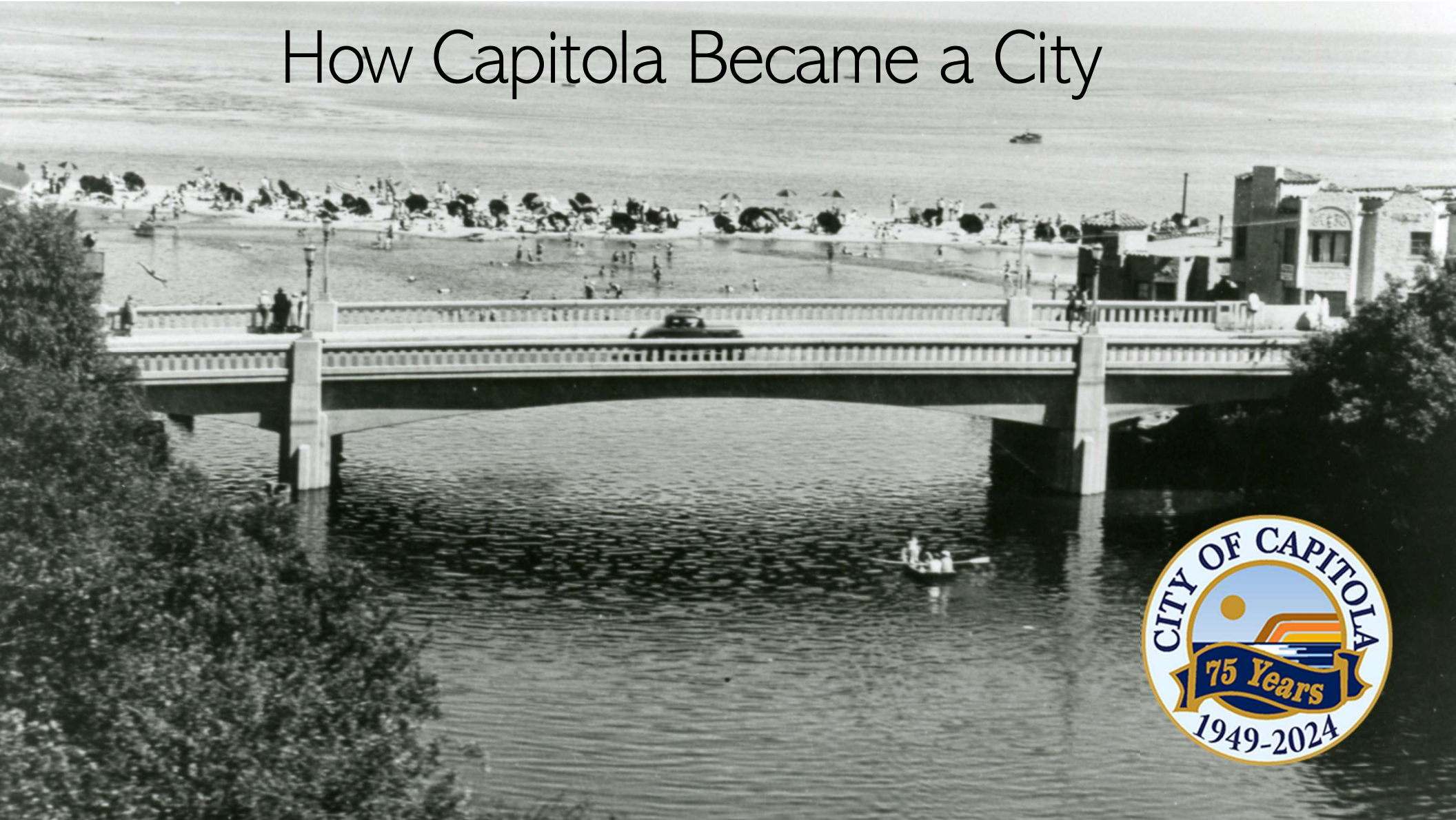


# How Capitola Became a City



# Soquel Landing to Camp Capitola to the City of Capitola

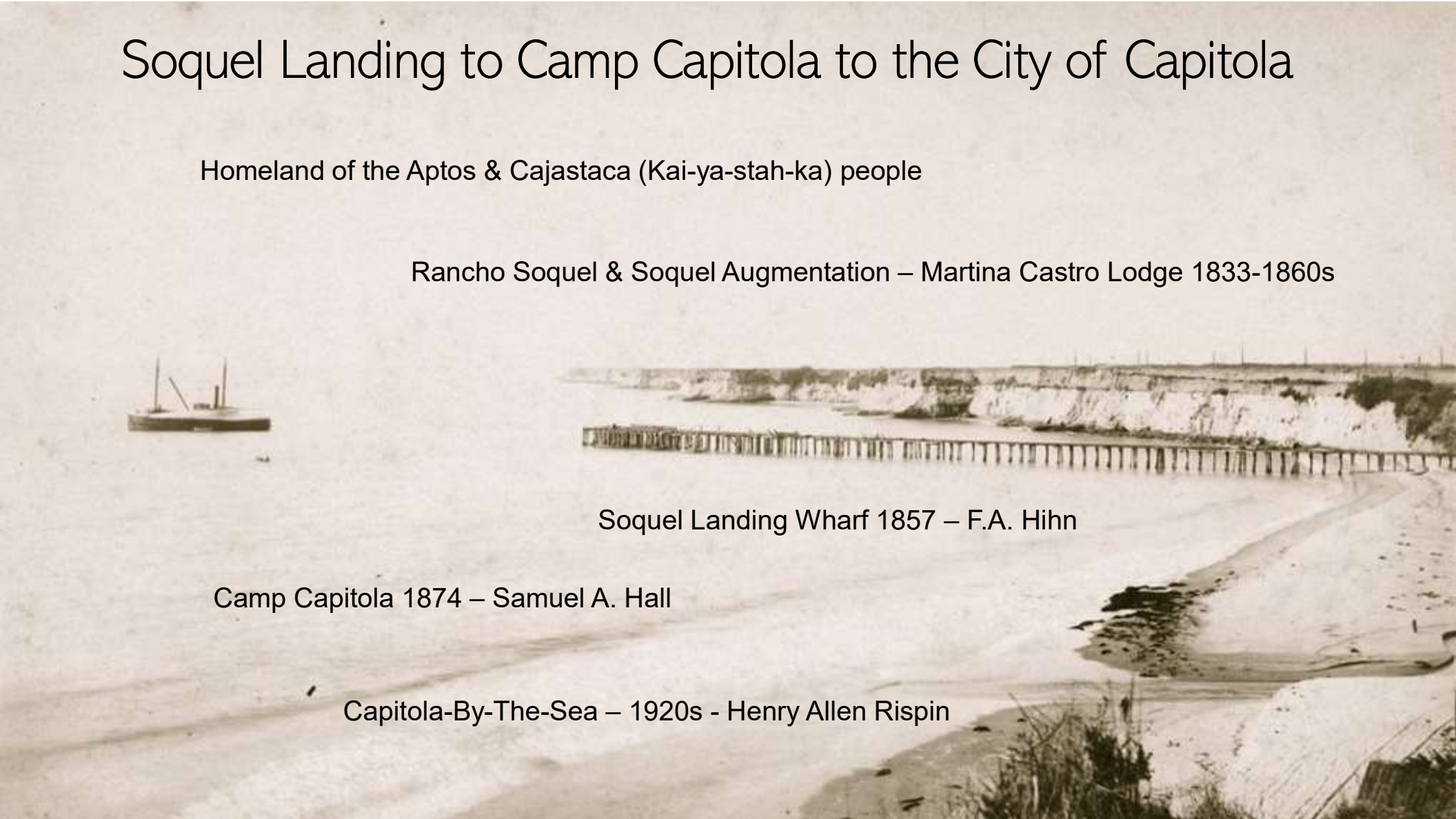
Homeland of the Aptos & Cajastaca (Kai-ya-stah-ka) people

Rancho Soquel & Soquel Augmentation – Martina Castro Lodge 1833-1860s

Soquel Landing Wharf 1857 – F.A. Hihn

Camp Capitola 1874 – Samuel A. Hall

Capitola-By-The-Sea – 1920s - Henry Allen Rispin



# Aftermath of the 1933 Fire

Hawaiian Gardens

Sneath's Grocery Store

Frank's Place

The Blue-and-White  
Restaurant



The surviving building was the Canepa Capitola Fish Market

The Blue Bell Restaurant

Casey's

Dickinson's Curios

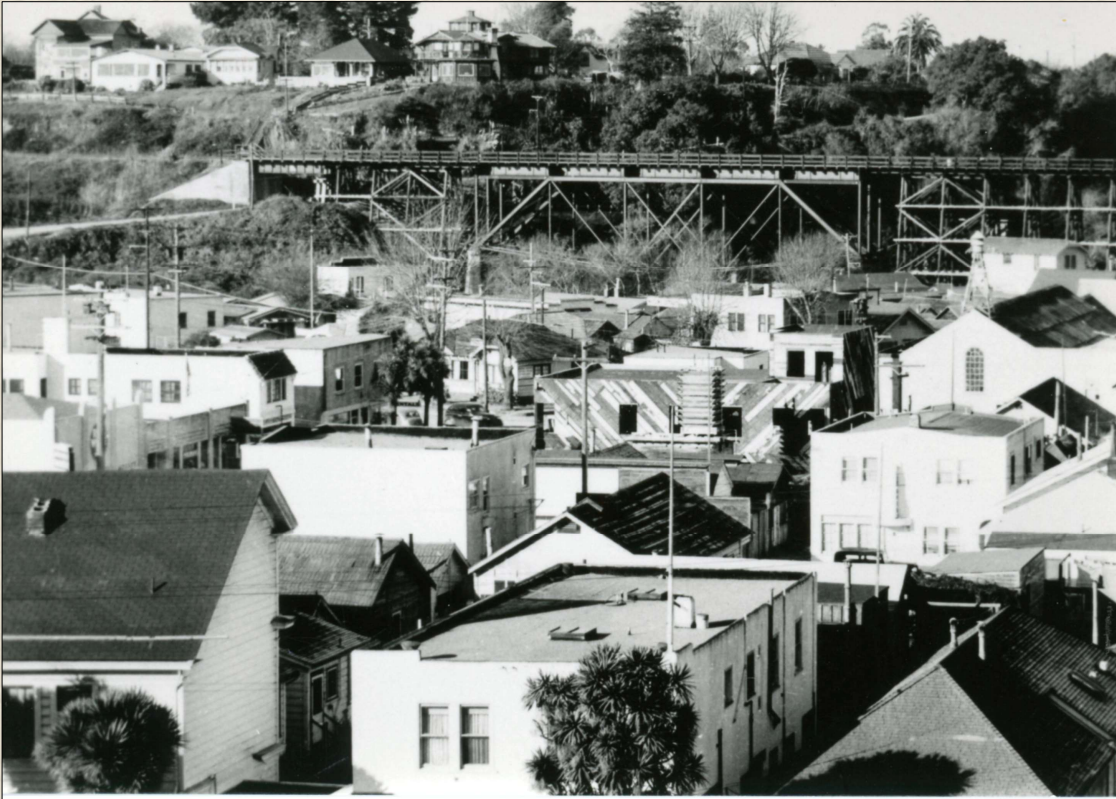
Harry Hooper Real Estate

Chinese Gardens

As historian Carolyn Swift put it,

*"... the fear of economic disaster aimed Capitola toward a whole new blueprint for its future."*

# Community Needs



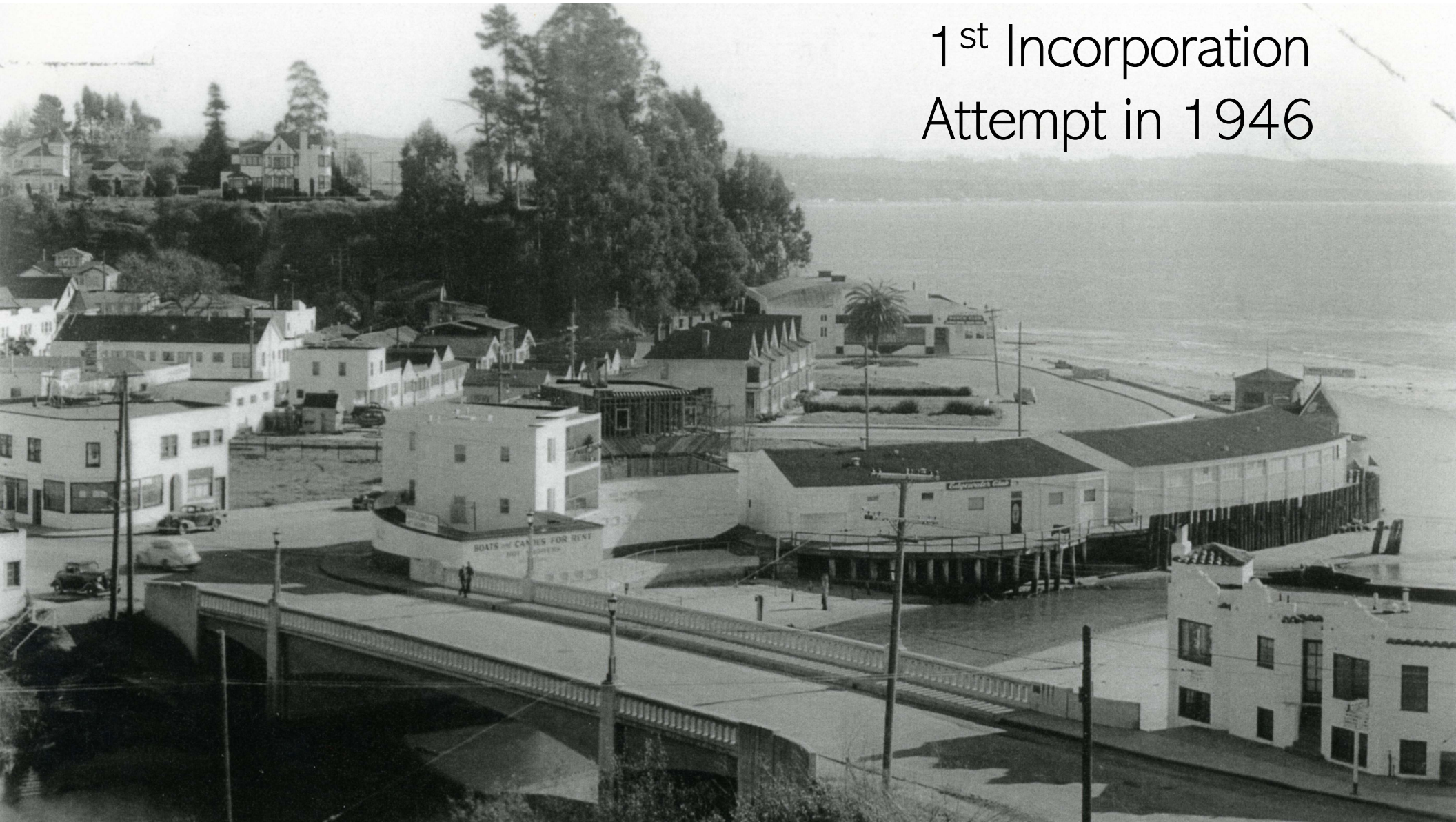
- Professional Fire Department
- Reliable Water Supply
- Replace Outdated Sewer System

1928  
Capitola Police  
Protection District



1967 – First Capitola Police Department

1<sup>st</sup> Incorporation  
Attempt in 1946



Soquel + Capitola ?





Highway 1 in 1949

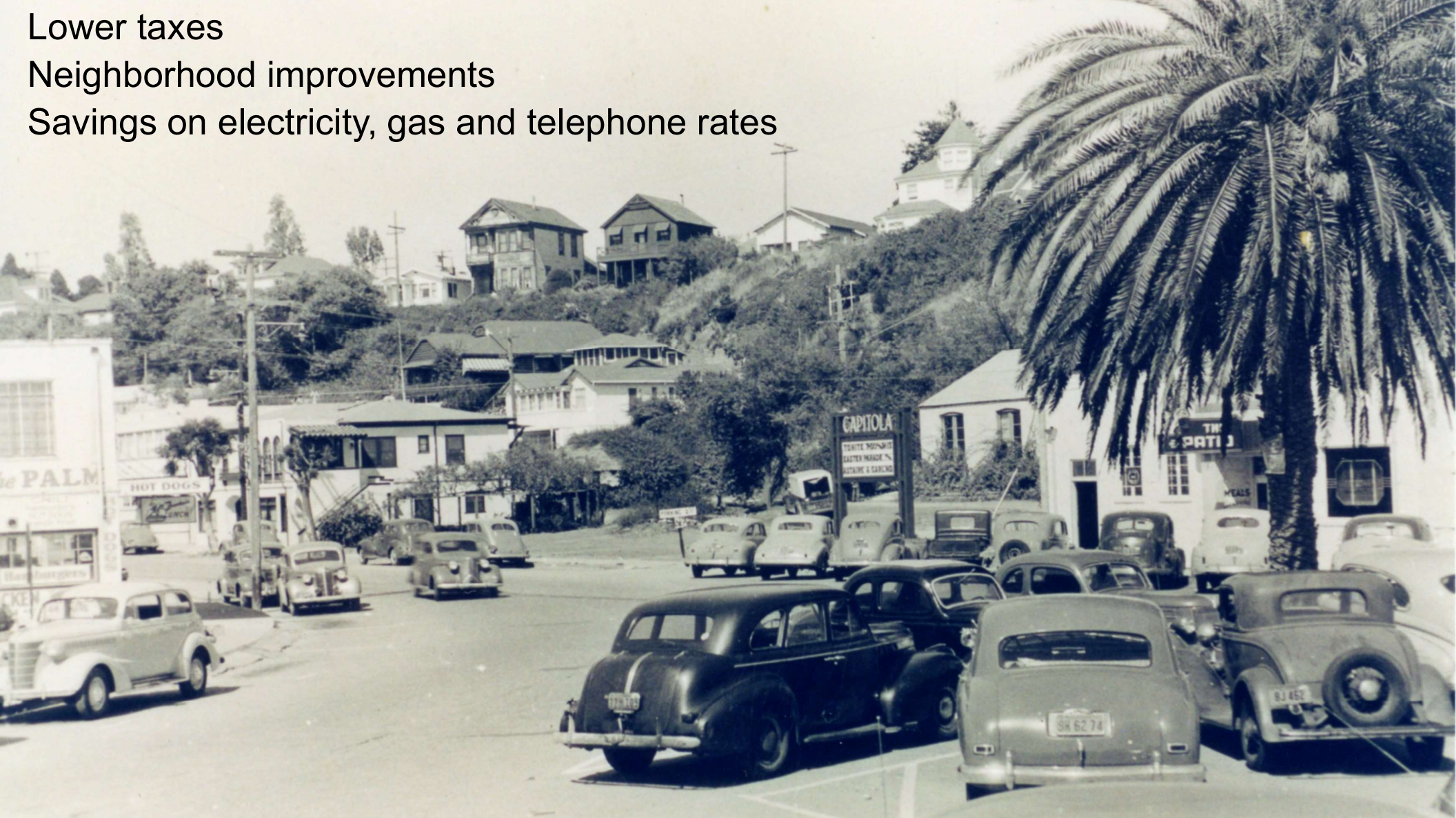


# The Capitola Improvement Club

*“Capitola could well be the ‘gem’ of the ocean cities but to beautify, we must first have local control. Then only can we control the quality of new growth. Do you like weed grown lots? Do you like the ‘Sometimes Lighted’ globes hung on telephone poles? Are you proud of the litter on the streets and beach that is such a joy to rats and consequently fleas? The Capitola Improvement Club is a group of people who really want to do something about it!”*

President Jack Rosensteel  
Publicity Chairman John Battistini

Lower taxes  
Neighborhood improvements  
Savings on electricity, gas and telephone rates



## Issue Number 1 - Sewage

*"At present nothing is being done to correct the sewer disposal plant which is causing the condemnation of the beach."*

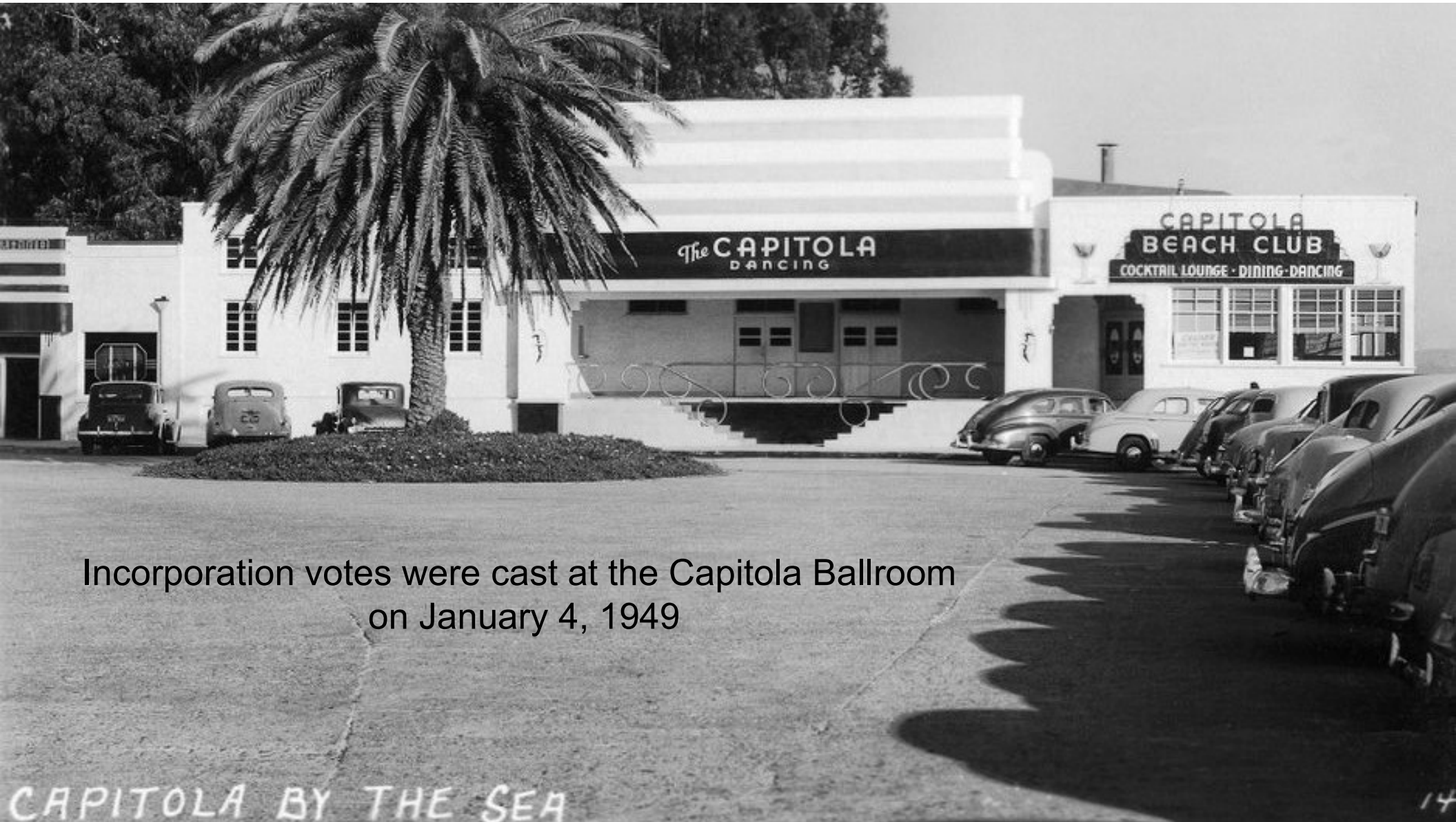
John Battistini

*"Those favoring incorporation had the beach closed at this time in order to scare the people and make them think we can't get a sewer system without incorporation ... [it is] a foolish plan."*

Firefighter Ed Huber

Collected signatures for an incorporation vote had to represent 25 percent of the land values between the beach and the freeway, and from 41<sup>st</sup> to Park Avenue.





Incorporation votes were cast at the Capitola Ballroom  
on January 4, 1949



Capitola's New City Officials



Sentinel-News  
**EDITORIALS**  
**Capitola Becomes A City**  
 The toot of the fire whistle last night heralded the incorporation of Capitola as voters of the seaside community voted 297 to 243 in favor of the incorporation.

Yea 297

Nay 243

Victory of  
 only 54 votes

Capitola officially incorporated on January 11, 1949

# First City Council Action

## BRADLEY MACDONALD TO BE CITY'S FIRST MAYOR

Bradley M. Macdonald, 258; Jack Rostensteel, 232; Harlan P. Kessler, 226; Harry M. Bowles, 208; and M. E. Adamson, 173.



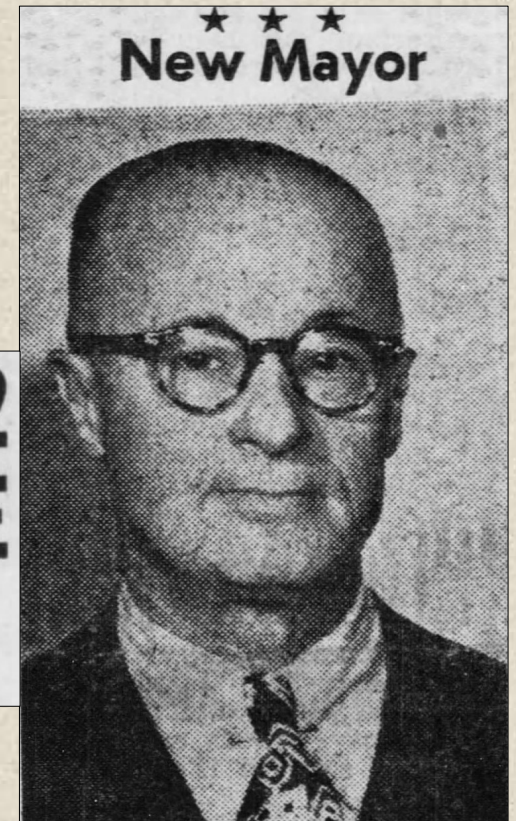
Brad Macdonald  
27-year-old restaurant owner

## NEW COUNCIL SPLITS 3-2 IN FIRST MAJOR VOTE

Move Surprises Crowd Of 120 At Initial Session Of City Council

Yea: Harry M. Bowles,  
M.E. Adamson,  
Harlan Kessler

Nay: Jack Rosensteel  
Brad Macdonald



Harlan P. Kessler  
63-year-old real estate  
and insurance agent

# Scrapitola

## Protest Made Of Capitola's Council Vote



Capitola Postmaster and baseball great, Harry Hooper (right) greets some gentlemen in front of his real estate office on Capitola Avenue.





Capitola's first city hall was a 1911 Craftsman Cottage at 127 Monterey Avenue, along Lawn Way. The building still stands, but is now a private home.



In 1950 Capitola City Hall was moved to 420 Capitola Avenue in a room behind and attached to the police department.

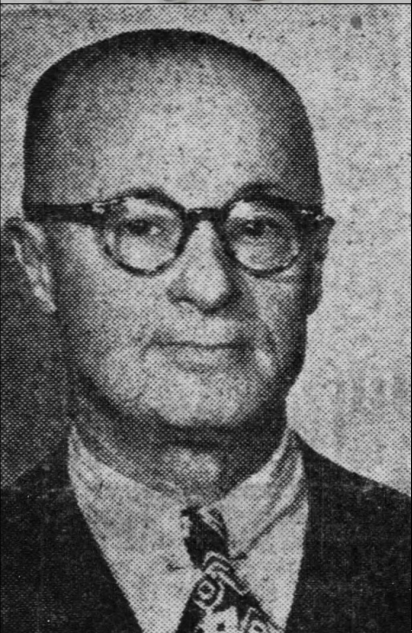
The present two-story city hall was built in 1977.



We should celebrate "... the spirit and identity that was so strong it proved Capitola able to rescue itself from just about anything ..." Carolyn Swift



## City Government



## COUNCILMEN SQUABBLE AT CAPITOLA AGAIN

