

Westly, Austin

From: Holly Smart <smart.holly@gmail.com>
Sent: Monday, July 22, 2024 4:47 PM
To: PLANNING COMMISSION
Subject: Special Planning Commission Meeting Comments Tuesday July 23

Kickback
201 Monterey Ave Ste B
Capitola, CA 95010
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July 19, 2024,
City of Capitola
420 Capitola Ave
Capitola, CA 95010

To City Planning Commission and All Concerned Parties,

We feel that Code CMC 17.96.100 needs to be modified or dissolved as it is harmful to our local small businesses. Furthermore, we feel it should not be enforced until it is changed or aborted.

How is it that restaurants are given permission to have signs on public sidewalks and even take up public parking spaces in Capitola Village yet retail can not even utilize the walls of their private property?

Our business was established 28 years ago and we have been hanging our merchandise along our stairs to drive sales since we opened, as did the businesses who occupied the space of this historic building before us. Our displays are within property lines of the building, along the entry stairs under the second level of the building. Our stair merchandise hooks are well established, located within the building boundaries, above the public right of way and not on the sidewalk.

Our merchandise display assists in sales and foot traffic. The merchandise display along our stairs draws in a lot of traffic which is good for our business but also for all of Capitola Village. Locals stop by on their commute just because they see something they like. Once they stop they may visit other stores or grab a bite to eat.

With the high turnover of businesses in Capitola Village, all the empty storefronts and increased rent prices, I hope that the City of Capitola would help to support small businesses like ours, by allowing us to continue to drive foot traffic to our store and to Capitola Village with our front entryway merchandise display.

Perhaps changing or eliminating this code is too much work or will take a long time. If so there are plenty of codes that go unenforced. We believe this one should be among them.

Thank you for your time and thoughtful consideration regarding the modification/ termination/lack of enforcement of Code CMC 17.96.100 .

Sincerely,

Holly Smart Heller and Joe Heller

Owners, Kickback