

## Jesberg, Steve (sjesberg@ci.capitola.ca.us)

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**From:** Goldstein, Jamie (jgoldstein@ci.capitola.ca.us)  
**Sent:** Wednesday, April 13, 2022 5:30 PM  
**To:** Jesberg, Steve (sjesberg@ci.capitola.ca.us)  
**Subject:** Fwd: [PDF] Parking sign  
**Attachments:** surfboardparkingsign .pdf

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**From:** Carin Hanna <carinhanna@aol.com>  
**Sent:** Wednesday, April 13, 2022 4:34:23 PM  
**To:** Goldstein, Jamie (jgoldstein@ci.capitola.ca.us) <jgoldstein@ci.capitola.ca.us>  
**Subject:** [PDF] Parking sign

Hi Jamie,

The BIA board has voted on the final design for the parking sign at the intersection of Stockton and Cap Ave. Obviously this needs to go through the city. We are hoping since the general concept of a surfboard shaped sign has already been to the council and the only real objection was the wording, we are hoping we can see some sort of fast track on this. We took the council suggestions with minimal wording and predominantly international blue coloring. Could it go directly to the council rather than through Planning Commish? Also we hope not to get the Arts Commission involved to even further muddy the waters.

The sign will be produced by Pleasure Point Design. It will be a digital print laminated on aluminum as a real surfboard proved to be expensive and likely not look as crisp.

Please let me know what the next step will be. Summer's almost here.

Thanks, Carin