

Capitola City Council

Agenda Report



Meeting: May 12, 2022

From: Public Works Department

Subject: Application from the Capitola Village and Wharf Business Improvement Association to Replace Arbor Sign at Stockton Avenue and Capitola Avenue

Recommended Action: Consider an application from the Capitola Village and Wharf Business Improvement Association to replace the sign hanging at the Stockton-Capitola Avenue arbor with a surfboard-style sign.

Background: In May 2019, City Council adopted Administrative Policy V-16 regarding decorations placed in public areas within Capitola Village (Attachment 1). Pursuant to this policy, the Capitola Village and Wharf Business Improvement Association (BIA) submitted a proposal to replace the existing sign hanging in the arbor at Stockton Avenue and Capitola Avenue with a new surfboard in April 2021. At that hearing, Council directed the BIA to update the sign and prepare a mockup of the proposed sign. Last month, the BIA submitted a new proposed sign for that location (Attachment 2), shaped like a surfboard but printed on aluminum.

The existing sign (Attachment 3), installed in 2005, welcomes visitors to Capitola Village and provides direction (in the form of an arrow) to public parking.

Discussion: The proposed surfboard sign would replace the existing decorative sign in the same location, which was installed as part of a 2005 sign program. That program included signs with the same design concept featuring historical images of Capitola, which were installed and currently remain in the Upper and Lower Beach and Village parking lots (behind City Hall), as well as wayfinding signs along Capitola Avenue, which direct visitors to Capitola Beach and the Village. Some of the wayfinding signs have since been replaced with new signs in a different design, but the signs in the upper parking lot remain and new duplicate signs for the lower lot are on order.

As detailed in the BIA request (Attachment 4), the proposed surfboard 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 allow crisp wording.

If approved, the City's Public Works Department will install the new sign.

Fiscal Impact: The Public Works Crew's installation costs can be covered with existing budgeted staffing costs.

Attachments:

1. Administrative Policy V-16: Village Streetscape Decoration
2. Proposed Surfboard Sign
3. Existing Village Arbor Sign
4. BIA email request

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Reviewed By: Chloé Woodmansee, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager