



ADMINISTRATIVE POLICY

Number: V-3
Issued: 11/14/02
Jurisdiction: City Council

Use of Display Cases on the Municipal Wharf Entrance Gate

I. PURPOSE

To establish a policy and procedure for the use of the two display cases on the entrance gate to the Capitola Municipal Wharf.

II. POLICY

The display cases on the both columns of the gate are primarily for the use of any and all business establishments leasing space from the City, on the Wharf, for the purpose of advertising their businesses, with the exception noted below. In case of any dispute on the use of space the City Manager shall be the final authority. All advertising must relate directly to the businesses on the Wharf and shall be in conformance with the Capitola City Municipal Codes and shall be approved by the City Manager's office. The business establishments shall be responsible for the development, maintenance, and updating of the material in this case, including all associated costs. No other signage will be allowed around the gate area, and all other signage on the Wharf must comply with City ordinances.

From time to time, the City Manager may notify the businesses of the need to use 33% of either or both display cases. The City Manager's office must provide notice 10 working days in advance. The affected businesses will be responsible for clearing the required portion of the case as needed by the City. Once the City's needs are complete the business may resume utilizing the entire display case.

Any use of either display case other than designated above must first be approved by the City Council.

To receive approval for display, a written request must be submitted at least 30 days prior to display and all items recommended in the request for display must be identified and specifically described.

III. RESPONSIBILITY

The City Manager's office shall be responsible for implementation of this policy.

This Policy is Approved and Authorized by:



Richard Hill
City Manager