



## ADMINISTRATIVE POLICY

Number: I-7  
Issued: 3/14/02  
Revised: 9/12/02  
Revised: 12/9/04  
Revised: 6/28/07  
Revised: 4/26/12  
Revised: 10/27/16  
Revised: 8/24/2017  
Revised: 5/27/2021  
Jurisdiction: City Council

### MEMORIAL PROGRAM

- I. PURPOSE: To establish a uniform procedure for the purchase and placement of memorial items in the City of Capitola.

It is the intent of the City to allow citizens to memorialize loved ones while at the same time balancing the needs of the City. This policy is meant to emphasize the importance of the memorials while assuring that they are consistent with City policies and do not negatively impact City resources.

- II. POLICY:

1. The City has five approved memorial programs: Memorial Benches, Memorial Plaques on Capitola Wharf, Memorial Plaques on the Grand Avenue and Cliff Avenue railing, and Memorial Trees. The policy may be amended to add other programs as directed by the City Council.
2. Applications for a memorial item will be received and approved by the City Manager or his/her designee, with site selection review by the Public Works Department.
3. All memorial items costs, including asset materials, installation materials, staff time for installation and maintenance will be covered by the application fee. The applicable fees will be reviewed and adjusted annually by the City Council to ensure cost recovery.
4. Memorial assets become the property of the City of Capitola. Arrangements can be made with the City for the return of plaques upon request or the removal of the asset.

- III. PROCEDURE:

1. Customers may download or request information and an application for a memorial item. If required, City staff will send the customer an informational letter along with a list of currently available sites.
2. Customer will take a photograph of the desired location and submit along with application and payment. If necessary, City staff will coordinate with Public Works Department to schedule a site meeting for approval of exact location of the memorial item. A receipt will be issued, and the application

with a copy of the receipt and photograph are given to the City staff for ordering and the Public Works Department for installation.

3. Upon installation, the City staff will notify the customer.

#### IV. MEMORIAL PROGRAMS

1. Municipal Plaques: Memorial plaques may be purchased on a railing along the Capitola Wharf, Grand Avenue, or Cliff Avenue. All memorial plaque locations are subject to environmental conditions that may require plaques to be moved to a new location or removed and returned to the purchaser if no alternative location is available.

- a. Location:

1. **Wharf**: No more than one plaque will be placed on the top railing unless the additional plaque is for a relative. If possible, the City should be notified of this intent when the first plaque is purchased.

2. **Grand Avenue**: No more than one plaque for every eight feet of railing along Grand Avenue unless the additional plaque is for a relative. If possible, City should be notified of this intent when the first plaque is purchased.

3. **Cliff Avenue**: No more than one plaque for every four feet of railing along Cliff Avenue overlooking Capitola Village.

- b. Plaque: The plaques are made of bronze and are eight inches by three inches (8"x3"). The customer will determine inscriptions on the plaque, which will be ordered and installed by the City.

- c. Cost: The cost of the plaque, installation and maintenance is determined by their actual cost, and is reviewed annually by the City Council (see application for current cost).

- d. Maintenance/ Replacement/ Removal: The City will maintain plaques. The City of Capitola will determine when the plaque is no longer reasonable to maintain and needs to be either replaced or removed. Upon such determination, the customer will be notified by mail. The customer may elect to purchase another plaque or relinquish the site. If a reasonable attempt to contact the customer fails, the City will open the site for purchase after 60 days. If the plaque is missing or damaged, the customer may elect to purchase another plaque or relinquish the site. Replacement plaques will be charged at the City's direct replacement cost, not including maintenance.

2. Memorial Benches: A Memorial Bench Program was established in 1993. The primary purpose of the program was to aid the City in the maintenance of the benches along the Esplanade. The popularity of the program led to the expansion of the bench placements to include other areas of the City, as listed below. When the approved number of benches have been purchased, the locations are considered "full". Customers may choose the inscription for the plaque, the plaques will be ordered and installed by the City.

- a. Bench Locations:

1. Esplanade
2. Jade Street Park
3. Wharf
4. Cortez Park
5. Depot Hill
6. Monterey Park
7. Cliff Ave /Grand Ave
8. Noble Gulch Park
9. Prospect Avenue
10. Peery Park
11. McGregor Park
12. Cliff Dr.
13. Soquel Creek Park
14. Depot Hill Park
15. Riverview
16. Lawn Way
17. Library
18. Hihn Park
19. Capitola Road and Wharf Road
20. Rispin Park

- b. Maintenance, Removal or Replacement of Existing Benches: The City will maintain all benches. The City will determine when a Memorial Bench is no longer reasonable to maintain, or it is necessary to remove for any reason. Upon such determination, the customer will be notified by mail and the customer may elect to purchase another bench or relinquish the bench. If after a reasonable attempt to contact the customer fails, the City may dispose of the plaque and the bench location may become available for purchase.
- c. Plaque: The plaques are made of bronze and are ten inches by two inches (8"x2"). The customer will determine inscriptions on the plaque, which will be ordered and installed by the City.
- d. Cost: The cost of the bench, plaque, installation, and maintenance is determined by their actual cost, and is reviewed annually by the City Council (see application for current cost).
- e. Damage: If a plaque is damaged or unreadable, the customer will be notified by mail and the customer may elect to purchase another plaque or relinquish the bench. If a reasonable attempt to contact the customer fails, the City will proceed with removal within 60 days and make the bench available. If the customer does not wish to replace the plaque, another customer may purchase a plaque to be placed there and the original plaque will be returned if desired. Replacement benches will be charged at City's direct replacement cost not including maintenance.

3. Memorial Trees:

- a. An existing tree in the City may be memorialized with a plaque placed at the foot of the tree, mounted on a cement platform. Approval of memorializing an existing tree will be at the discretion of the Public Works

Department, unless it is deemed necessary by the City Manager to be approved by the City Council.

- b. A customer may purchase a new tree to be planted and memorialized with a plaque in the City with the approval of the Public Works Department and the City Council.
  - c. Plaque: The plaques are made of bronze and are 4” x 4”. The customer will determine inscription on the plaque, which will be ordered and installed by the City.
  - d. Cost: The cost of the plaque, installation and maintenance is determined by their actual cost, and is reviewed annually by the City Council (see application for current cost).
  - e. Maintenance/ Replacement/ Removal: The City will maintain plaques for the life of the plaque. The City will determine when the plaque is no longer reasonable to maintain and needs to be either replaced or removed. Upon such determination, the customer will be notified by mail. The customer may elect to purchase another plaque or relinquish the site. If a reasonable attempt to contact the customer fails, the City will open the site for purchase after 60 days. Replacement Plaques will be charged at the City’s direct replacement cost, not including maintenance.
  - f. If it is determined that the tree is to be permanently removed for any reason or is destroyed, the plaque will be returned to the customer. If a reasonable attempt to contact the customer fails, the City will proceed with removal.
  - g. Program Completion: The program will continue until it is determined by the Public Works Department and the City Council to be complete or it begins to negatively impact City resources.
4. Memorial space availability in previously “full” locations
- a. When a bench or plaque space becomes available in a previously “full” location, the City will follow a lottery procedure to determine who will have first right to purchase the memorial.
    1. The City will announce the location and number of memorial spaces available.
    2. The City will publicize the lottery information.
    3. The lottery will remain open for a minimum of four weeks.
    4. Interested parties will submit a complete memorial program application to enter the lottery.
    5. Upon the closing of the lottery, the City Clerk will randomly select those eligible for the memorial space.
    6. The eligible applicant will have two weeks to submit payment for the memorial.
    7. If applicant does not submit payment, another applicant name will be drawn.

---

Jamie Goldstein  
City Manager