





# 41<sup>ST</sup> AVENUE CORRIDOR PLAN CONSULTANT CONTRACT

## **Background:**

The City's Housing Element identifies 41<sup>st</sup> Avenue for future, higher density housing development and improved appeal and functionality.

This effort to build upon prior studies:

- 2009 - 41<sup>st</sup> Avenue Corridor Economic Development/Mixed Use Revitalization Study
- 2011 – 41<sup>st</sup> Avenue/Capitola Mall Revisioning Plan



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## Implementation

- Permit Streamlining:
  - Reduced parking
  - Increase permitted uses
  - Administrative sign permits
  - Objective development standards
- Allowing Vertical & Horizontal Mixed-Use in CC, CR and M-U
- Introduced sidewalk standards
- Redevelopment funds toward Mall and Metro Transit Center



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	Corridor Study	Other
1. Establish a unified design theme and brand identity.	X	
2. Improve infrastructure to attract desired retailers.	X	
3. Develop “complete streets,” connecting the corridor with nearby neighborhoods.	X	
4. Enhance pedestrian and bicycle access.	X	
5. Relocate the Metro Transit Center.		X
6. Develop urban amenities to attract residential and mixed-use developments.	X	
7. Assess the feasibility of a public facility and parking structure.		X
8. Implement short-term improvements such as enhanced wayfinding, landscaping, and public spaces.	X	
9. Adopt placemaking strategies to integrate retail, dining, and entertainment, making the corridor more appealing for locals and visitors.	X	



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## **Purpose:**

Focus on City owned property and infrastructure improvements.

- Assess current infrastructure
- Identify and design placemaking and greenspace concepts
- Invite public and stakeholder feedback
- Identify traffic and safety improvements
- Conclude with a corridor plan that has a menu of improvement options with probable costs for each option



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## **Consultant:**

SWA Group – [www.swagroup.com](http://www.swagroup.com)

Kickoff to completion 4-5 months

Partnered with BKF – Engineering Firm & Volume Inc. – Branding/Activation

## **Qualifications:**

Alisal Identity Plan, Salinas – Lead Consultant

Pacific Avenue, Santa Cruz – Lead Consultant

Santana Row – Landscape Architect



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## Placemaking, Branding, Activation



## Landscaping





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## Enhanced Public Realm



Gabion retaining and seat wall with integrated bench.  
(Photo by: SWA)



Interpretive signage along trail.  
(Photo by: Heine Jones)



Caltrans standard cobra head for vehicular lighting.  
(Photo by: SWA)



Durable wood seating, ex. 'Rough & Ready Drifter Structure' by Streetlife. (Photo by: SWA)



Botanical markers can also educate users about native ecology. (Photo by: SWA)



Bollard lighting options are appropriate along trails.  
(Photo by: Michael Quinn)

Interactive Seating

Signs/Wayfinding

Lighting





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## Right of Way Improvements





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## **Phase I: Project Initiation and Background Analysis**

- Kickoff meeting w City staff
- Identify stakeholders
- Data, resources, and existing documents
- Site visit with SWA and staff to walk, bike, and drive the corridor
- Photo Inventory
- Develop base maps
- Review history, identify cultural conditions/influences, and economic context
- Identify opportunities and constraints
- Initial stakeholder outreach, revise schedule, visioning principles, bi-weekly team calls



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## **Phase 2: Visioning and Concept Development**

- Visioning and concept development
- Community meetings & engagements
- Preliminary corridor improvement concepts
- Integrated street design, placemaking, and greenspaces
- Infrastructure assessment housing, safety, utilities
- Stakeholder meetings – transit, regulatory agencies, advocacy groups
- Completed conceptual design
- Narrative document of theme
- Opportunities/constraints,
- Core values
- Bi-weekly team calls



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## Phase 3: Concept Design Refinement

- Present concepts to City Council
- Refine concepts and consider alternatives
- Second community outreach meetings
- Right of way improvements feasibility analysis
- Visual exploration and mood board to identify colors, typography, and imagery
- Renderings of improvements
- B-weekly team calls



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## **Phase 4: Finalization and Phasing Strategy**

- Development of priorities
- Phasing Plan
- Comprehensive final Corridor Plan Document
- Finalize maps, renderings, exhibits
- Community engagement summary
- Presentation to City Council outlining next steps
- Estimate of costs
- Menu of improvements



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## **Cost and Timeline:**

The 41<sup>st</sup> Avenue Corridor Plan cost is \$105,000.

\$35,000 REAP and \$75,000 General Fund

Kickoff to completion is 4-5 months

Two presentations to City Council at 50% and 100%



# HOUSING ELEMENT ANNUAL PROGRESS REPORT

## **Recommendation:**

Authorize the City Manager to execute an agreement with SWA Group for preparation of a 41st Avenue Corridor Plan in an amount not to exceed \$105,000, subject to City Attorney review and approval.