

Corridor Study: 41st Avenue, Clares Street, and Capitola Road



City Council October 8, 2026

Background:

March 27, 2025, City Council authorized 41st Avenue Corridor Plan

- Initial outreach: Online survey; public workshop; stakeholder meetings

November 13, 2025: Draft corridor goals presented City Council

December 11, 2025: Council direction

- Expand to include portions of Clares Street and Capitola Road
- Additional traffic analysis/modeling and public outreach (survey, stakeholder meetings, and virtual community meeting)

May 7, 2026: Planning Commission review and recommendations

May 28, 2026, City Council review. Directed staff to seek additional public input with emphasis on property owners and businesses along the corridor

Survey for Corridor Study: 41st Avenue, Clares Street, and Capitola Road

807

Total Responses

Posted: August 1 – August 31, 2026

Complete Responses: 807

Survey Takeaways

Participants: 40% Capitola residents, 29% visitors, 9% work in Capitola, 4% corridor property owners, 1.5% corridor business owners, 16% other.

Overall: Participant feedback was generally aligned.

Landscape: Majority preferred **Mountains & Bluffs → Gateway to Shore**; 64% of business owners preferred **Gateway to Shore** (1.5% of participants).

Public Realm: 85% support street furniture and coastal hardscape improvements.

Clares Street: Negative sentiment toward removing a vehicle lane: 67% business owner; 58% employees, 52% residents, 41% visitors, 38% property owners.

41st Avenue: Least support for narrowing travel lanes, removing center turn lanes, and median public art.

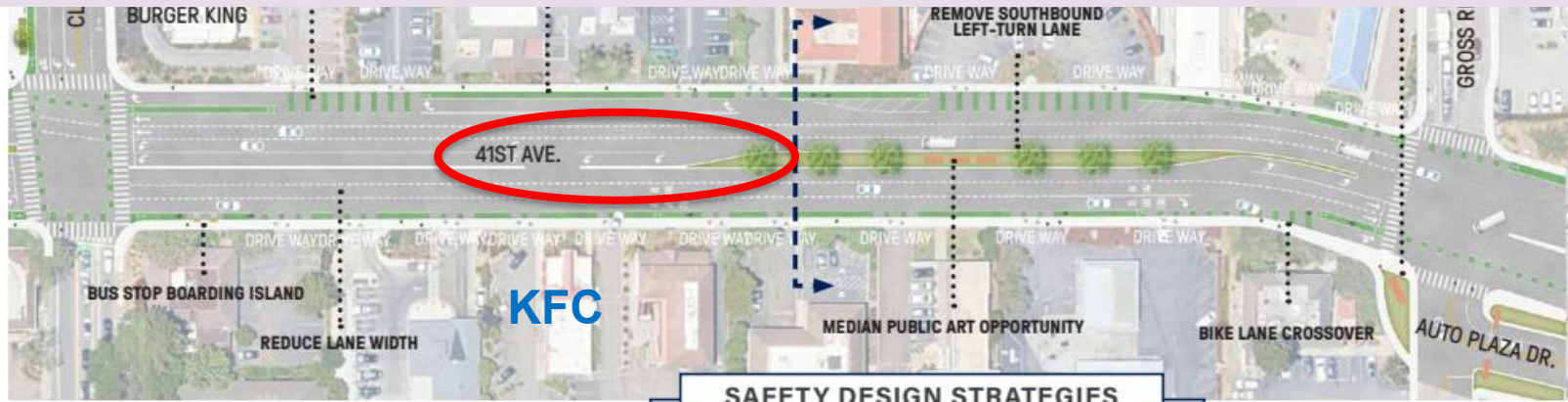
Key Concerns: Traffic/pedestrian safety, project coordination and scheduling, and access to 41st Avenue.

Latest Updates to Draft Corridor Plan

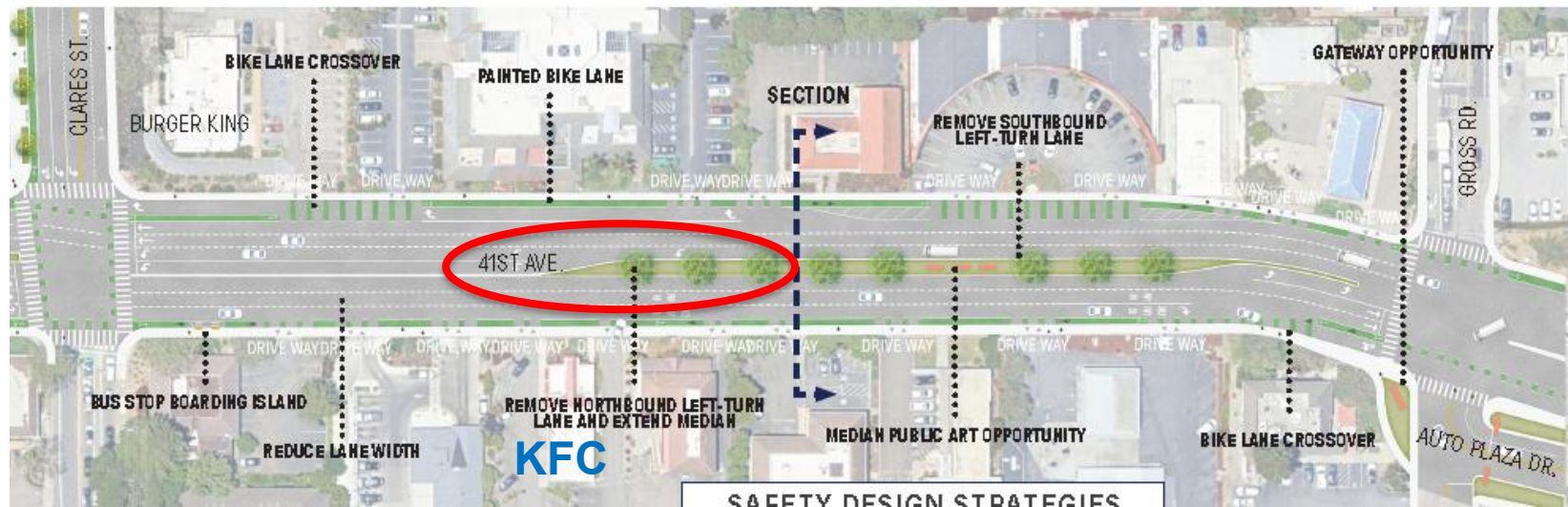
Section of Roadway		Description	Page
1	41 st Ave Zone 1	Close the south bound curb opening across from 2121 41 st Avenue and extend the center median. Police identified area as prone to accidents.	29
2	41 st Ave Zone 3	Keep southbound left-turn lane at 1440 41 st Avenue open.	37
3	41 st Ave Zone 3	Remove emergency vehicle access across from Alameda and extend the center median. Ambulances are no longer stationed on Alemeda.	37
4	Clares Street	Maintain two vehicle lanes in each direction and move Clares Street Lane reduction study to Appendix.	44-59
5	Clares Street	Note added to indicate the two mid-block crossings on Clares Street could be implemented ahead of redevelopment.	57
6	Clares Street	Note added for future zoning amendments to be considered to require all redevelopment along Clares Street (both sides of street) to dedicate frontage toward pedestrian and bike improvements at time of redevelopment.	46
7	Entire Corridor	Updated furniture recommendations based on survey results.	87
8	Signs	New signs to help identify the corridor. The 41 st Avenue Sign is based on the current City logo with a bluff replacing the Wharf, as are the conditions at the end of the street. The update also include safe route signs for bicycles which could be installed in the suggested safe routes identified in the plan.	76

1. 41st Avenue Zone 1: Close south bound curb opening across from 2121 41st Avenue and extend center median. Police identified area as prone to accidents

Previous Draft



Updated Draft

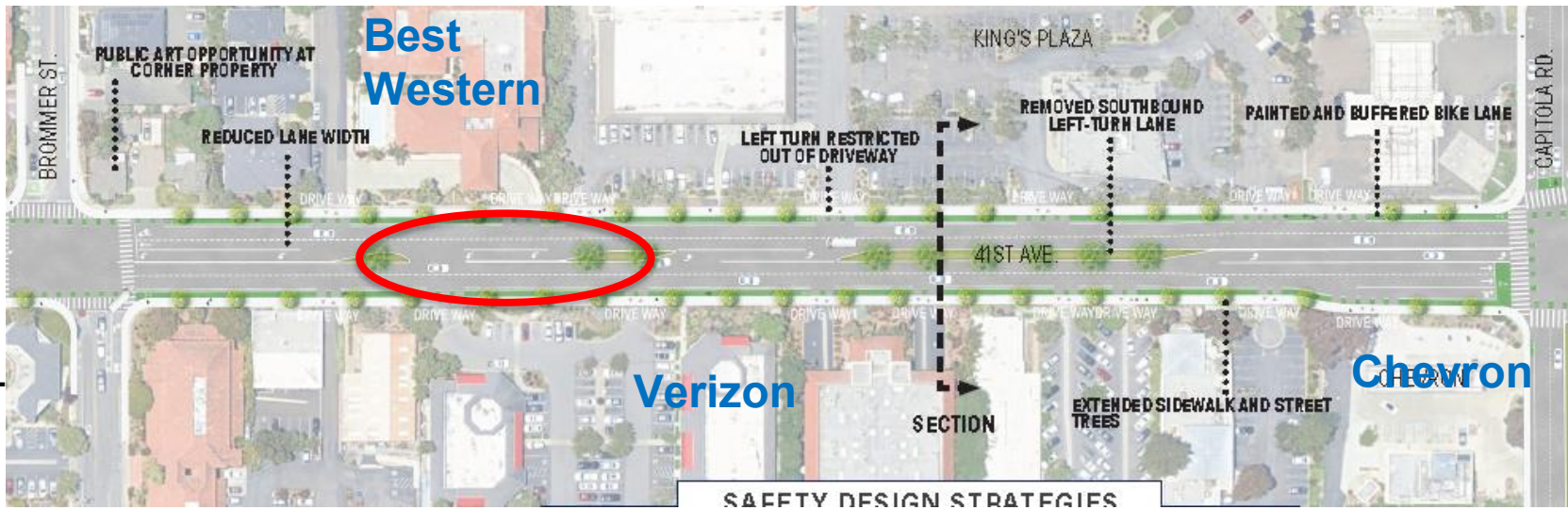


2. 41st Avenue Zone 3: Keep southbound left-turn lane at 1440 41st Avenue open.

Previous Draft

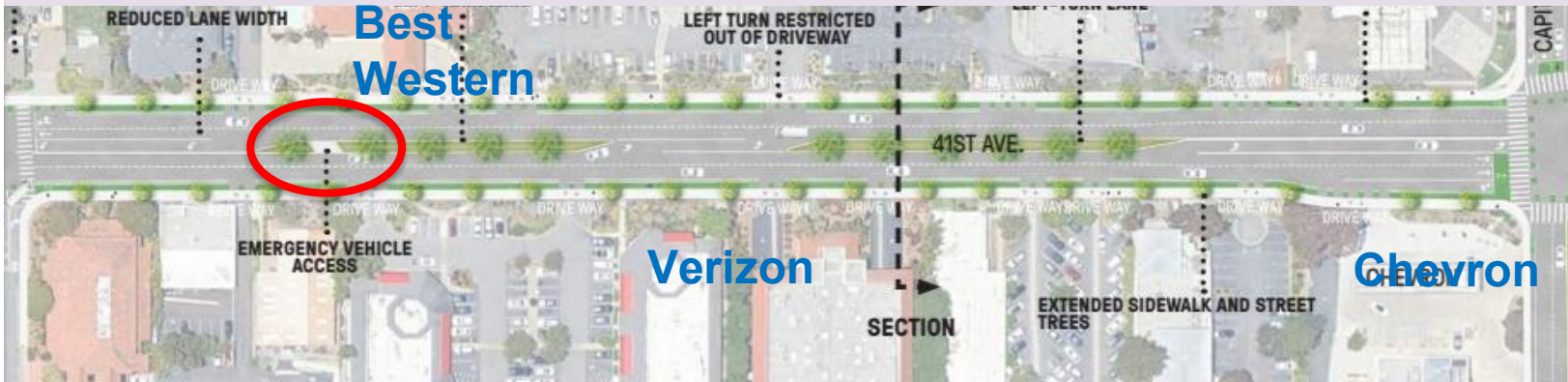


Updated Draft

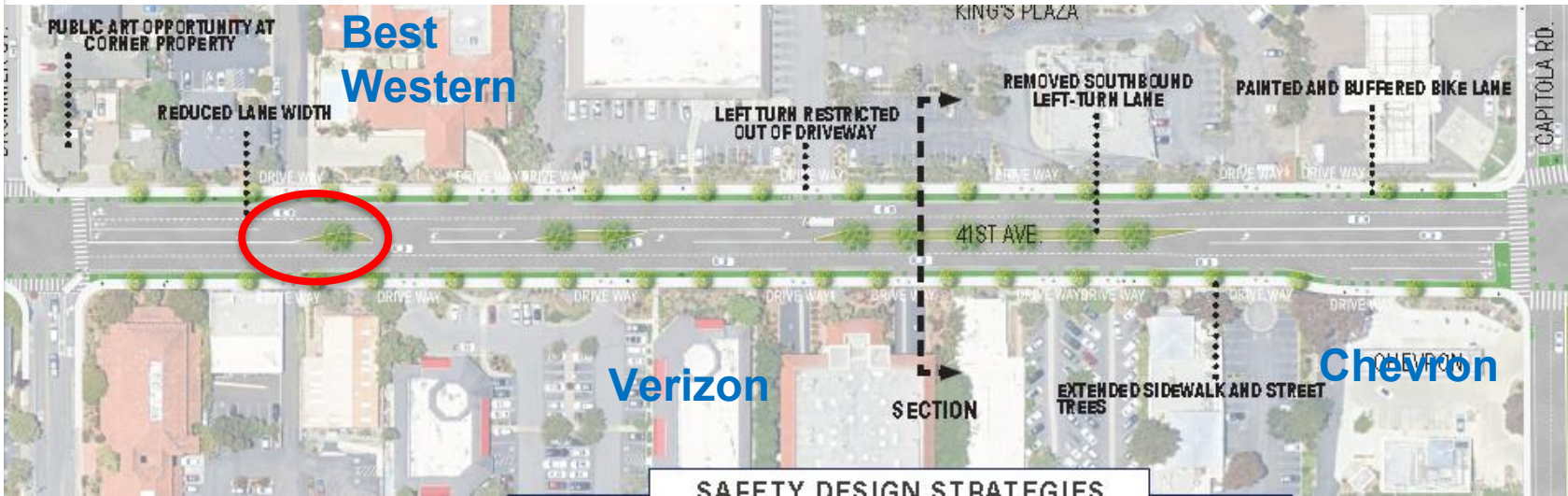


3. 41st Avenue Zone 3: Remove emergency vehicle access across from Alameda. Ambulances are not longer stationed on Alameda.

Previous Draft



Updated Draft



4. Clares Street: Maintain two vehicle lanes in each direction and move Clares Street Lane reduction study to appendix.

Previous Draft

Appendices 98

- A.1 City of Capitola Local Roadway Safety Plan
- A.2 Community-Wide Survey 1 Results
- A.3 Community-Wide Survey 2 Results
- A.4 Corridor Plan ROM Opinion of Probable Cost
- A.5 Corridor Traffic Volume Data

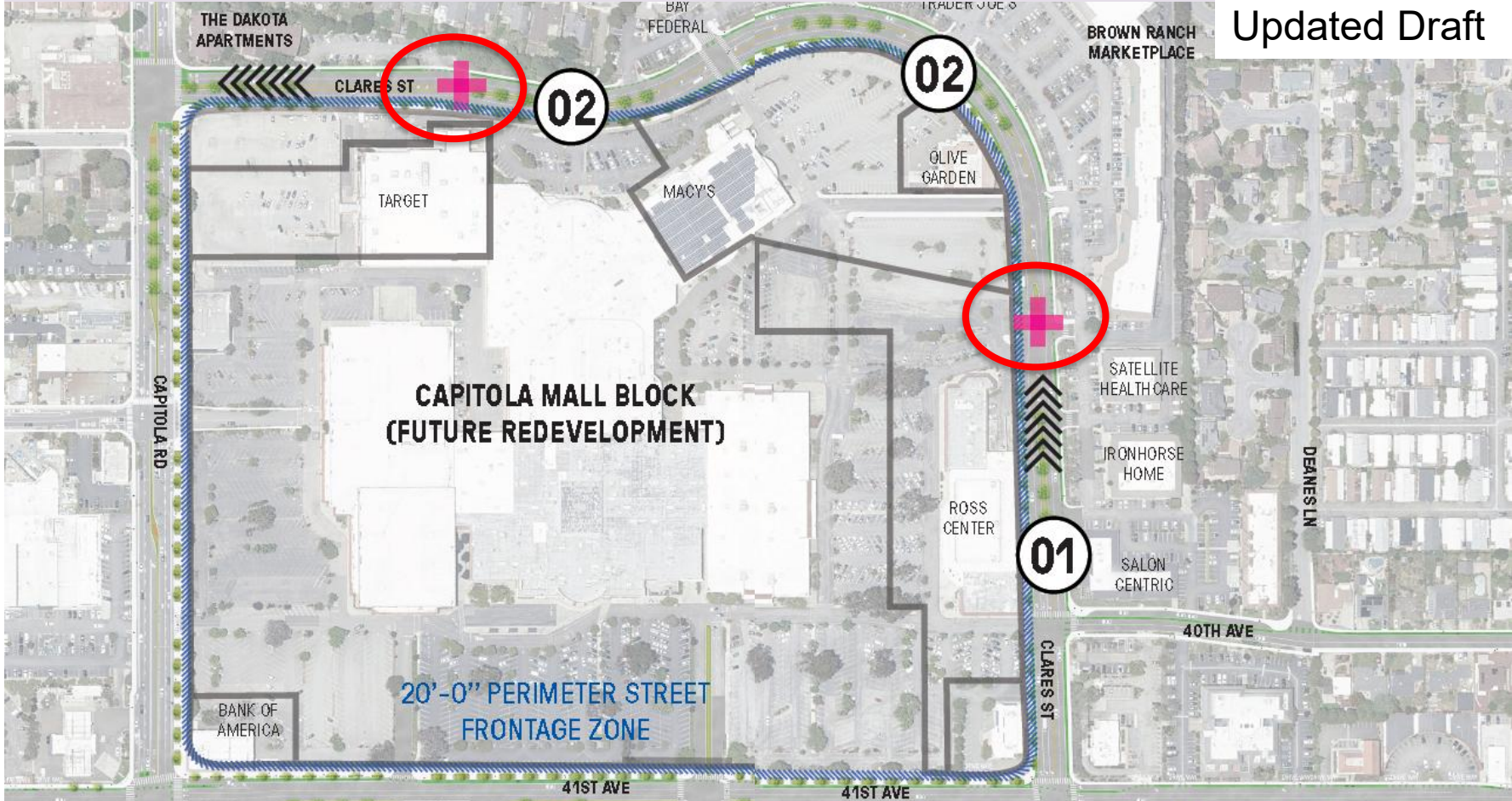
Updated Draft

Appendices

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- A.2 Community-Wide Survey 1 Results
- A.3 Community-Wide Survey 2 Results
- A.4 Community-Wide Survey 3 Results
- A.5 Clares Street Lane Reduction Study
- A.6 Corridor Plan ROM Opinion of Probable Cost
- A.7 Corridor Traffic Volume Data

4. Clares Street: Note added to indicate the two street crossings could be implemented ahead of redevelopment.

Updated Draft



6. Clares Street: Note added for future zoning amendments to be considered to require all redevelopment along Clares Street (both sides of street) to dedicate frontage toward pedestrian and bike improvements at time of redevelopment.

and 40th Avenue consist of 5 narrow travel lanes with bicycle sharrows on either side. This segment experiences heavy traffic, with vehicles frequently queuing at the signal to access northbound 41st Avenue toward the highway. Limited right-of-way constrains opportunities for roadway improvements.

The existing conditions between 40th Avenue and Capitola Road consist of two travel lanes in each direction and bicycle sharrows within the outer travel lanes. There is no room for bike lanes within the existing right of way.

the redevelopment of the Capitola Mall site. Per the recent zoning updates, redevelopment along the mall side is subject to the 20'-0" minimum pedestrian realm for street frontage improvements. The Clares Street improvement utilize this zone to increase the usable right-of-way, in order to add dedicated bike lanes while maintaining 2 lanes in each direction.

These improvements, however are dependent on redevelopment occurring on these parcels. Achieving full build-out in the near term may be challenging given that the majority of properties along Clares are not owned by the majority mall owner, Merlone Geier Partners

along Clares Street are: Target entry parking area, Macy's, Center, and Citibank. There is a low likelihood of all properties along Clares redeveloping at the same time.

Updated Draft

Therefore, to maximize opportunities for securing additional right-of-way, the plan recommends additional zoning code updates to establish requirements for frontage improvements on the opposite side of Clares Street as well. The proposed sections in this chapter identify additional right of way required to achieve the proposed improvements.



Updated Draft



SITEPIECES MONOLINE BENCH (WITH AND WITHOUT BACK)



VESTRE BLOC SUN BENCH



VESTRE VROOM BENCH



SITEPIECES MONOLINE SOLID SEATING



VESTRE BLOC BENCH



VESTRE CODE MODULAR BENCH



8. Signs. New signs to help identify the corridor. The 41st Avenue Sign is based on the current City logo with a bluff replacing the Wharf, as are the conditions at the end of the street. The update also include safe route signs for bicycles which could be installed in the suggested safe routes identified in the plan.



Corridor Plan foundation for future AB 1600 development impact fee program.

Identifies transportation, streetscape, multimodal, and other capital improvements to accommodate future development along the corridor.

In 2027, City Council broader discussion of economic development strategies and potential funding mechanisms

- Consider impact fee for corridor
- Impact fee requires a nexus study demonstrating the required relationship between new development, the identified improvements, and the amount of the fee, consistent with the Mitigation Fee Act.

Relationship to Active Transportation Plan

2024 – 2026	Bay Avenue Corridor Plan
2025 – 2026	41st Avenue Corridor Plan
2026 – 2028	Active Transportation Plan

ATP is intended to provide a citywide framework for walking, bicycling, and other active transportation improvements

41st Avenue and Bay Avenue are not primary focus of the ATP because corridor planning efforts for both corridors were already underway when the ATP began.

Corridor plans are intended to be revisited and updated as conditions, priorities, and broader planning initiatives evolve.

RELATIONSHIP STRENGTH		41st Avenue Corridor Study
● Directly informs or drives	○ Supports or contributes to	
● Indirectly supports	— No direct connection	Evaluates ...opportunitie s along the corridor.
Planning	Active Transportation Plan (ATP)	○
	41st Avenue Corridor Study	
	Stockton Bridge Alternatives Evaluation	—
	Trestle Feasibility Study	—
Programs	ADA Transition Plan	○
	Pavement Management Program (PMP)	○
	Local Road Safety Plan (LRSP)	○
	Sidewalk Infill Program	○
	Multi-Jurisdictional Hazard Mitigation Plan (MJHMP)	●

● Directly informs or drives

RELATIONSHIP STRENGTH

○ Supports or contributes to

◐ Indirectly supports

— No direct connection

41st Avenue Corridor Study
Evaluates ...opportunities along the corridor.

Current Projects	41st Avenue Multimodal Improvements	○
	Bay Avenue Safety Improvements	—
	Reposa Avenue Rehabilitation	—
	Cliff Drive Resiliency Project – Phase 1	—
	SS4A Implementation Projects (if awarded)	○
Future Projects	41st Ave / Clares Street Improvements	●
	Stockton Bridge Improvements	—
	Annual PMP Projects	◐
	Future Cliff Drive Resiliency Phases	—

Gateway Opportunity

Corner of 41st Avenue and Gross Road Extension

Site currently prepared with curb and gutter

Short-term: Plant cape rush or twig rush grasses and cover area with mulch

Long-term: Gateway Opportunity



Staff Recommendation:

Adopt resolution adopting the
41st Avenue Corridor Plan
as amended.



Crossing
outside
marked
crosswalk

Pedestrian Walkway
to Sommerfeld Ave

Opening in Median

Clares Street

Target

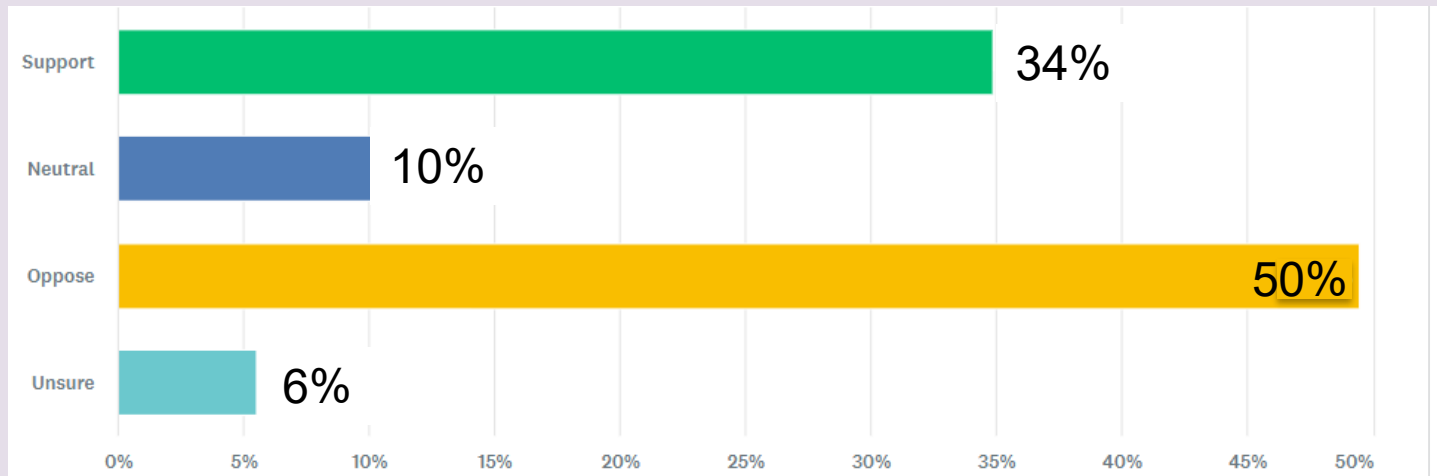
Food Court

Bay Fed



Clares Street Survey Takeaways:

Overall



By Response Category

Clares Street: Negative sentiment toward removing a vehicle lane:

67% business owner (6/9)

58% employees (33/57)

52% residents (133/258)

41% visitors (79/191)

38% property owners (8/21)