City of Capitola

CORRIDOR PLAN

41st Avenue
Clares Street
Capitola Road

May 2026

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swa

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Contents

1. Introduction

1.1 VISION

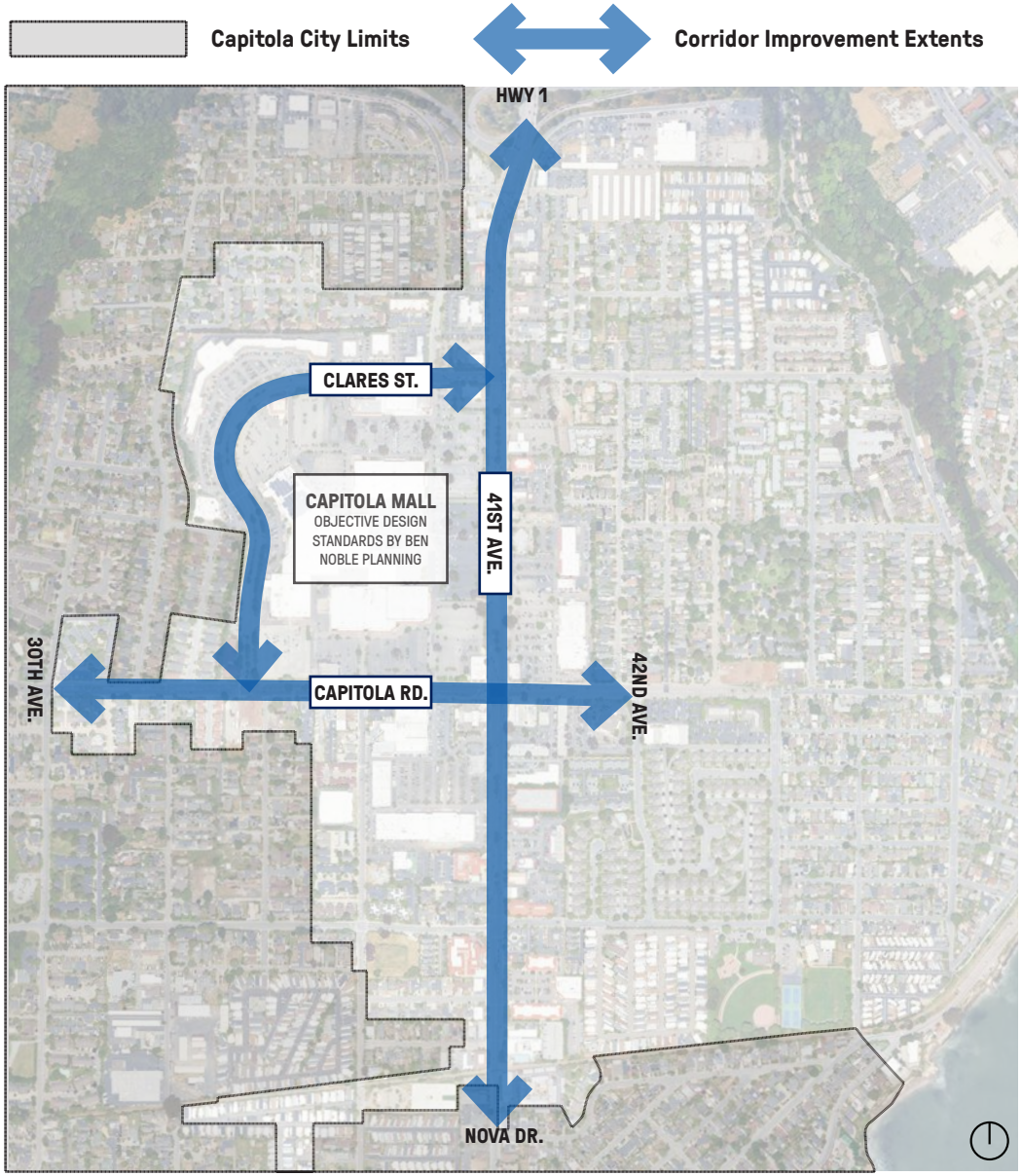
The Corridor Plan for 41st Avenue, Clares Street, and Capitola Road envisions a safe, inclusive, and vibrant street network that reflects Capitola's identity, supports all travel modes, and fosters local business and community.

This Plan provides guidance for future improvements to Clares Street, 41st Avenue, and Capitola Road. These three corridors surround the current Capitola Mall site and serve as important thoroughfares for the City of Capitola today.

Over time, it is anticipated that the plan area will experience redevelopment with the Mall itself as a catalyst site under the new zoning to allow for higher density residential and mixed-use.

The vision outlined in this Corridor Plan includes enhancement to the circulation network to address safety concerns of today, while expanding to accommodate the future evolution of the area. The realization of this vision will involve public-private partnerships between the City of Capitola and the property owners along each of these three corridors.

This is a long term vision and will be implemented incrementally as funding and partnership opportunities become available. These concepts are planning-level and subject to refinement based on site constraints and operational needs.



1.2 PROJECT PROCESS

The Corridor Plan has been developed through an iterative process with input from the broader Capitola community, key stakeholders within the plan area, and City of Capitola department staff.

The initial scope of the Corridor Plan was 41st Avenue only, with Clares Street and Capitola Road added to better capture the circulation network that influences 41st Ave.

1.2.1 COMMUNITY ENGAGEMENT

Initial steps in the engagement process included gathering input on the existing impressions and challenges. The results of these early listening exercises were synthesized and finalized into the Corridor Plan vision and community goals included in this document.

These guiding principles directly informed the corridor improvement concepts presented by the design teams during subsequent engagement activities where community members were given the opportunity to provide further input on refinement.

10.08.25 Community Workshop

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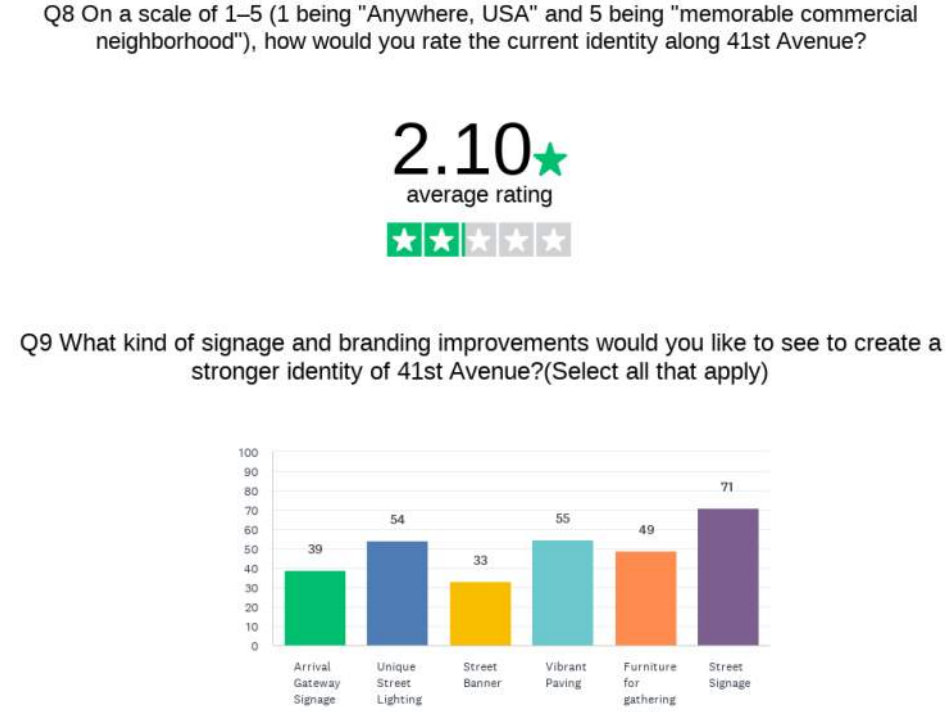


Survey responses about the identity of 41st Avenue

Throughout the project, a variety of different engagement formats and strategies were utilized to reach a broad audience and maximize the opportunities for input. These included the following:

- Community-Wide Survey 1 of 2 (08.14.25-12.02.25)
- In-Person Community Workshop (10.08.25) This event was combined with outreach for the Capitola Mall Objective Design Standards. The focus was on learning from participants and community goal definition.
- Online Community Workshop (03.18.26) This event provided a final opportunity for the design team to share preferred improvements for each corridor and gather input on Clares Street options placemaking topics.
- Community-Wide Survey 2 of 2 (04.03.26-*04.20.26*)

1.2.2 STAKEHOLDER MEETINGS

In addition to broader community outreach, the project team also sought targeted feedback from key stakeholders within the study area.

Throughout the project, several virtual stakeholder meetings were held with the following groups:

- 41st Avenue Property Owners
- Clares Street and Capitola Road Property Owners
- Capitola Mall Owner/Developers
- Capitola Mall Objective Design Standards Consultant Team
- Santa Cruz METRO
- Santa Cruz County Regional Transportation Commission
- County of Santa Cruz Public Works

The collective feedback received from these groups was invaluable for testing assumptions and refining corridor improvements.

1.2.3 AGENCY APPROVALS

At the conclusion of the planning process, the Corridor Plan *will be* presented to a series of City commissions for final review.

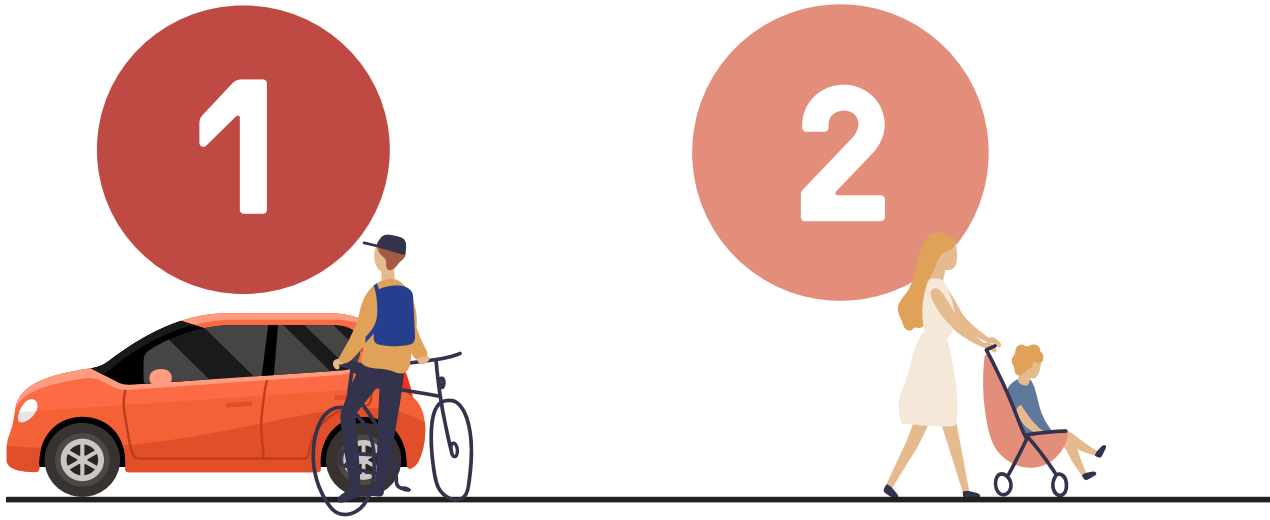
- Art & Culture Commission (03.10.26) This presentation provided an opportunity for the commission to provide feedback on the wayfinding, public art, and other placemaking components of the Plan.
- Planning Commission (05.07.26) The design team facilitated an in-depth discussion on the recommended improvements in the Corridor Plan for final revisions prior to presenting the plan to City Council.
- *City Council (05.28.26) The Corridor Plan will be presented for adoption.*

1.3 COMMUNITY GOALS

The planning process was built on a core set of goals that were identified based on preliminary feedback from the community. These five goals reinforce the stated vision for the Corridor Plan and will guide the future implementation of proposed improvements.

For each goal, a set of specific design strategies are identified. Within the three streets—41st Avenue, Clares Street, Captiola Road—there are zones where certain strategies may be more viable than others. Meanwhile, there are other high-level strategies that should be implemented throughout the entire plan area.

A toolkit of strategies is intended to be flexible while providing guidance for future improvements that results in a cohesive streetscape that may be implemented in phases.



Multi-Modal Street

Encourage multi-modal transportation while maintaining the Corridor's regional circulation.

Design Strategies:

1. Reduce lane widths
2. Enhance bike lanes
3. Improve pedestrian experience
4. Improve public transit access
5. Design for everybody
6. Encourage alternative transit

Safe & Healthy Street

Ensure safe travel for all members of the community.

Design Strategies:

1. Provide high visibility crosswalks
2. Reduce left-turn lanes
3. Widen sidewalks
4. Incorporate bulb-outs & curb extensions
5. Provide shade from tree canopy
6. Direct cyclists toward safer roadways

Memorable & Quality Public Realm

Promote and express Capitola's unique identity as a regional destination.

Design Strategies:

1. Define gateways
2. Add street furniture
3. Incorporate distinct brand and character
4. Add cohesive planting palette
5. Enhance street lighting and paving

Public Realm Activation

Stimulate local economy by providing public spaces that support businesses.

Design Strategies:

1. Activate street frontage
2. Attract and retain businesses
3. Incorporate public art
4. Support businesses through wayfinding
5. Add street parking

Design for Future Development

Provide community-centered amenities to support neighborhood vitality.

Design Strategies:

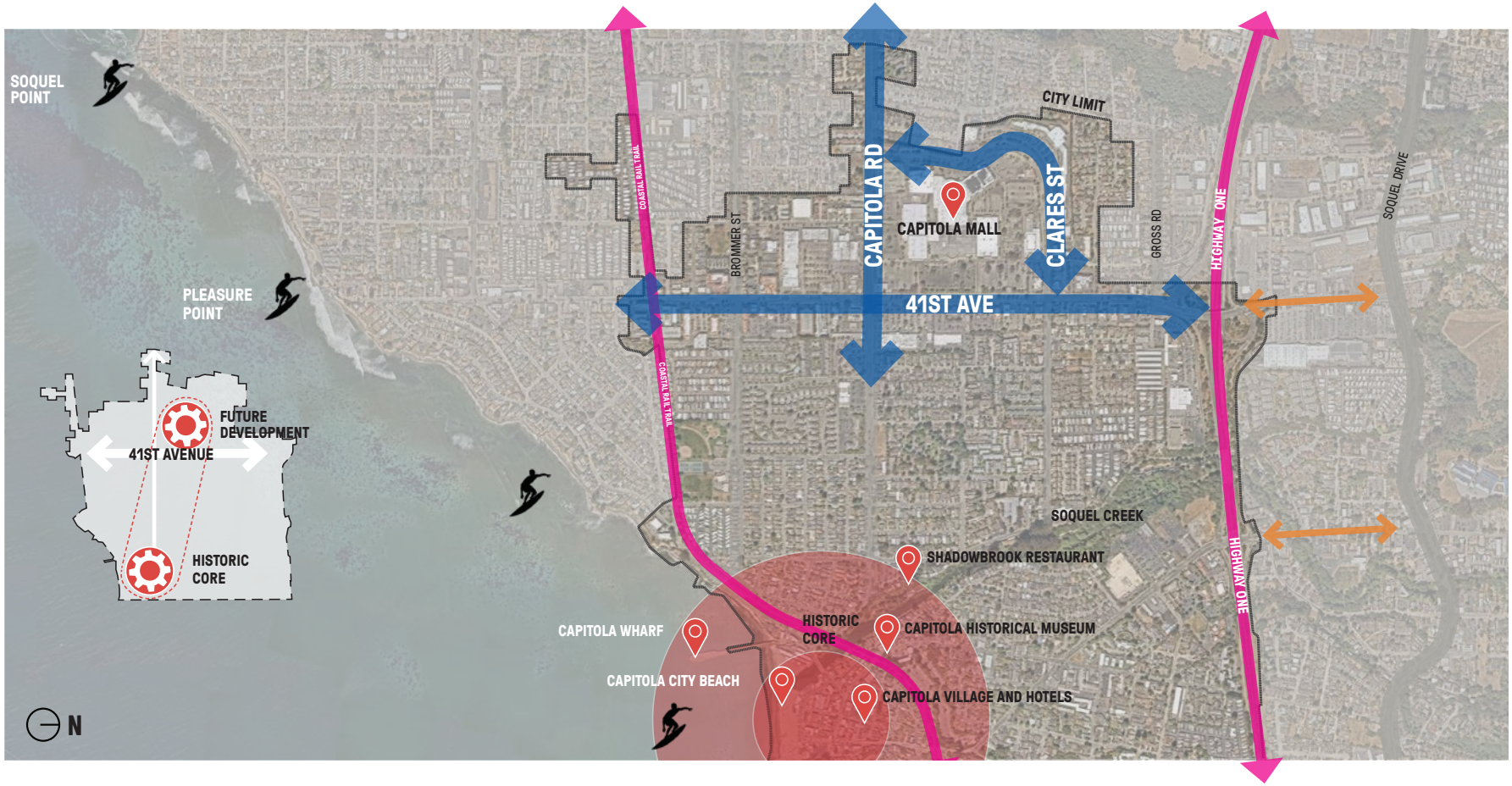
1. Incorporate green space & pocket parks
2. Add flexible community spaces
3. Attractive and inviting design
4. Create spaces for seating and shade

2. Plan Area Analysis

2.1 PLAN AREA CONTEXT

The analysis of the plan area includes the broader circulation network around the Capitola Mall with a focus on the three primary corridors. 41st Avenue serves as the primary commercial and transportation corridor in Capitola, heavily trafficked as it connects north to south from Highway 1 toward Pleasure Point, it is a regional destination for shopping and services. Capitola Road connects east to west, from Santa Cruz to the historic core of the Capitola Village while Clares Street wraps the mall to provide additional access to retail and between local neighborhoods.

Despite its role as a center of economic vitality, the plan area is largely auto-centric and suburban in form with wide streets and fast traffic speeds. The network formed by these corridors and the surrounding streets currently lacks multi-modal infrastructure and a quality public realm.



2.2 PAST AND CURRENT PLANNING EFFORTS

This Plan builds upon previous and ongoing planning efforts by the City and the County that include traffic safety, active transportation, and other public-realm oriented explorations.

The findings of these studies are integrated into the Plan to inform the proposed improvements for each of the three commercial corridors. While the plan area is limited to the City of Capitola, largely in the zone around the Capitola Mall, the broader county context is critical for understanding how the plan area functions within larger circulation networks.

Additional recently completed projects within that have focus on the corridors specifically are described further within each respective section of Chapter 3.

2.2.1 COUNTY ACTIVE TRANSPORTATION PLAN (ATP)

Completed in 2022, the County of Santa Cruz ATP outlines a vision for biking and walking routes throughout the community.

Informed through public input, the plan analyzes existing conditions, establishes goals, and provides recommendations for infrastructure improvements and programs. It also includes prioritization and funding.

2.2.2 CITY OF CAPITOLA LOCAL ROAD SAFETY PLAN (LRSP)

The Local Roadway Safety Plan (LRSP) evaluates traffic safety conditions throughout Capitola using five years of collision data and community input. The purpose of the plan is to better understand the factors contributing to collisions within the City and to identify strategies that can reduce severe and fatal crashes.

Collisions involving pedestrians and bicyclists represent a significant portion of severe injury crashes within the City. State safety ranking data also indicates that Capitola experiences relatively high rates of pedestrian and bicycle crashes compared to jurisdictions of similar size.

To address these trends, the LRSP identifies both location-specific and systemwide strategies. The plan highlights several locations where crash patterns suggest that additional safety evaluation may be warranted. These locations are presented as case studies illustrating potential approaches the City could consider when evaluating future safety improvements.

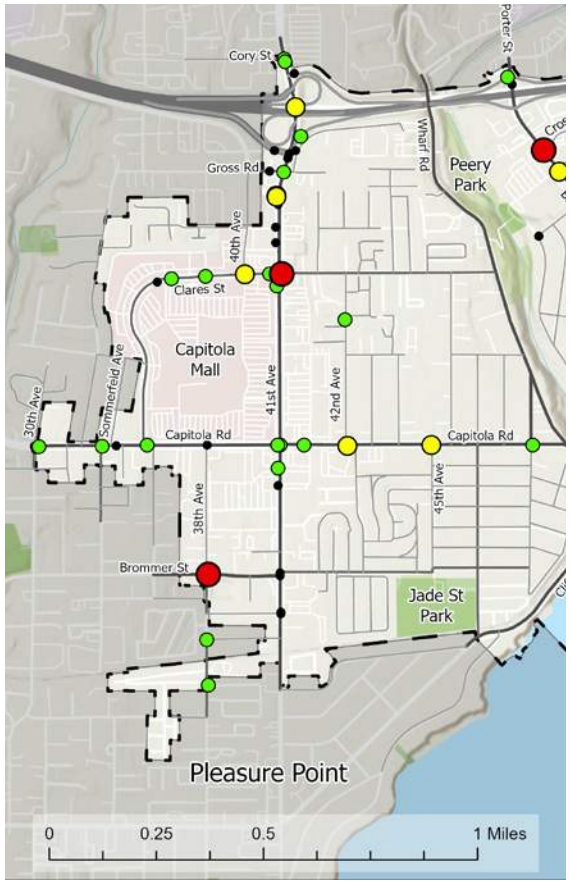
The plan also recommends a range of potential safety strategies. These include infrastructure improvements such as enhanced pedestrian crossings, traffic calming treatments, improved visibility at intersections, and improvements to bicycle facilities where feasible.

The network screening analysis identified the high-severity crash locations within the City of Capitola. Based on the network screening analysis, the highest number of crashes occurred at the following locations.

- Signalized Intersections:
  - 41st Avenue and Capitola Rd (6 crashes)
  - 41st Avenue and Clares St (6 crashes)
- Unsignalized intersections:
  - 41st Avenue and Cory St (4 crashes)
- Roadway Segments:
  - 41st Avenue from Gross Rd to Clares St (5 crashes)

Refer to Appendix A.1 for more detail from the plan.

CRASH DATA ANALYSIS BY KIMLEY HORN. FULL-SIZE MAPS IN APPENDIX A1.



CRASH DATA ANALYSIS BY KIMLEY HORN. FULL-SIZE MAPS IN APPENDIX A1.

CRASH DATA ANALYSIS BY KIMLEY HORN. FULL-SIZE MAPS IN APPENDIX A1.

2.2.3 CITY OF CAPITOLA ACTIVE TRANSPORTATION PLAN

The City of Capitola launched the Capitola Active Transportation Plan on March 12, 2026 to establish a comprehensive framework to improve walking and bicycling safety, connectivity, accessibility, and climate resilience Citywide. A technical consultant will provide planning and analytical services necessary to support key findings and recommendations related to:

- Inventory and mapping of existing bicycle and pedestrian facilities
- Safety and collision analysis
- Identification of barriers and connectivity gaps
- Level of Traffic Stress and comfort analysis for pedestrians and bicyclists
- Development of a connected active transportation network
- Preparation of project recommendations and prioritization framework
- Development of planning-level cost estimates and implementation guidance

2.2.4 CITY OF CAPITOLA OBJECTIVE DESIGN STANDARDS (ODS) FOR CAPITOLA MALL REDEVELOPMENT

Zoning Code Chapter 17.57 includes the Objective Design Standards for Capitola Mall Redevelopment. The chapter contains design standards for buildings as well as the public realm, including the street frontage and open space.

The Objective Design Standards (ODS) apply at the time redevelopment, with specific requirements for 41st Avenue, Clares Street, and Capitola Road - referred to as perimeter streets - to incorporate a landscape buffer, pedestrian clear paths, and enhanced building frontage areas, as further described in section 3.1.3.

2.2.5 COUNTY COASTAL RAIL TRAIL SEGMENTS 10 AND 11 PROJECT

The County of Santa Cruz is leading the development of a 4.2 mile bicycle/pedestrian path extending along the Santa Cruz Branch Line corridor as part of the larger Coastal Rail Trail. Segments 10 and 11 will extend from 17th Avenue in Live Oak to State Park Drive in the Seacliff Neighborhood.

The project is expected to complete final design in 2027 and begin construction 2027-2030. The corridor plan was developed in coordination with the Coastal Rail Trail project to ensure a cohesive design approach where the two efforts overlap, prioritizing user experience, safety, and overall corridor functionality.

2.2.6 SC METRO RAPID CORRIDOR PROJECT

The Santa Cruz METRO is a regional transportation improvement effort aimed at making transit more reliable and accessible. The project focuses on Route 1 and Route 2 corridors between Watsonville and Santa Cruz, with targeted investments such as bus stop improvements, roadway upgrades, and transit priority strategies.

These improvements aim to reduce travel time on major corridors in the County by up to 40% and increase multi-modal safety by evaulating traffic conditions and priorities, engaging with community needs, and improving transit infrastructure and amenities corridor-wide.

2.3 EXISTING CIRCULATION NETWORK

2.3.1 STREET TYPOLOGIES

Principal Arterial
30 mph / striped bike lane / 6-2 lanes

Major Collector
25 mph / striped bike lane or sharrow / 4 lanes

Minor Arterial
25 mph / striped bike lane or sharrow / 2 lanes

Local Road
25 mph / 2 lanes

Capitola City Limits

Santa Cruz RTC Coastal Rail Trail

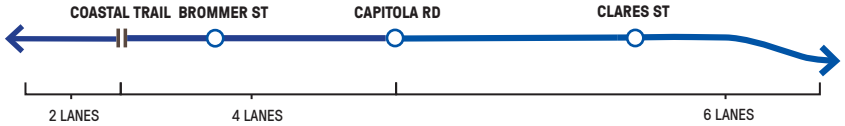
Reference: City of Capitola Engineering and Traffic Study 2020

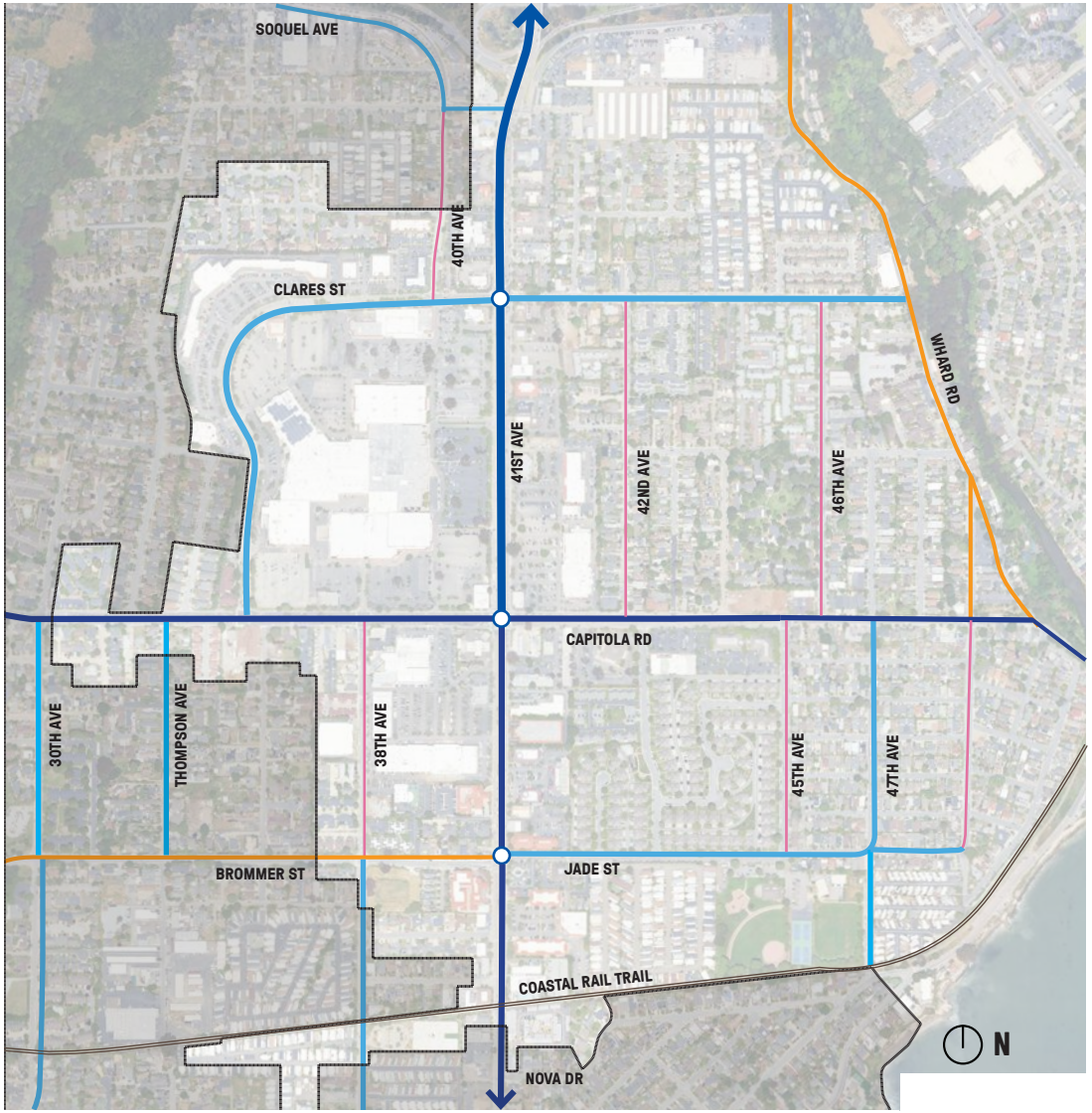
41ST AVENUE AT CLARES STREET

41ST AVENUE AT BROMMER STREET

CLARES STREET

CAPITOLA ROAD





2.3.2 TRANSIT NETWORK

2 Line
bus every 15-20 minutes

3 Line
bus every 30 minutes

73 Line
bus every 60 minutes

55 Line
bus every > 60 minutes

Bus Stop

Capitola Mall Transit Center
2 bus stops / 3 shelters

Capitola City Limits

41ST AVE AND CAPITOLA RD

41ST AVENUE AT KING'S PLAZA

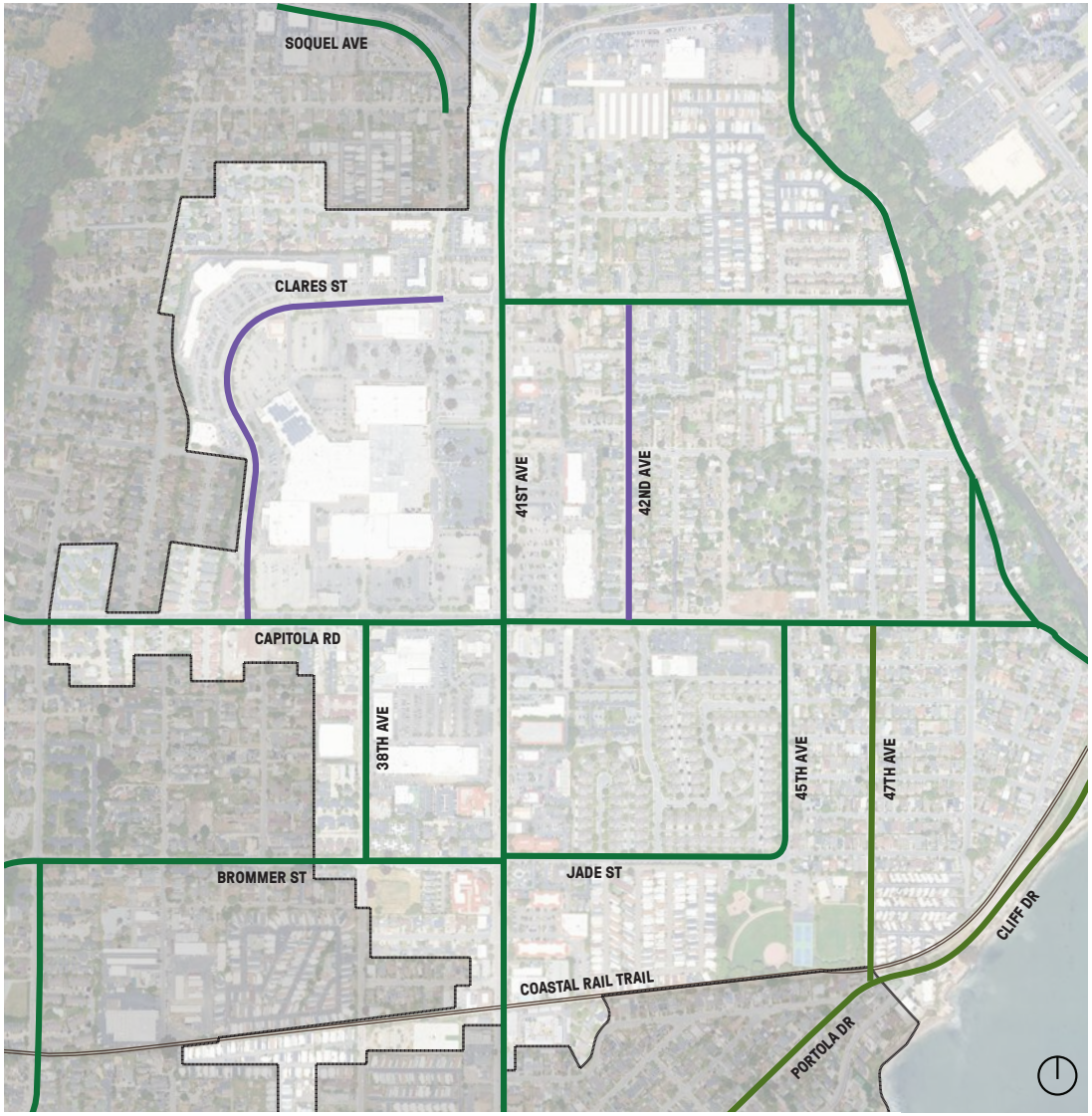
CAPITOLA MALL TRANSIT CENTER

2.3.3 BIKE NETWORK

Bike Lane
Existing portions of the roadway designated for bicycle travel through striping and signage.

Shared Road
Existing roadways without dedicated bicycle lanes or signalization, but with bicycle sharrows.

Capitola City Limits




CAPITOLA ROAD AT 41ST AVENUE


41ST AVENUE


CLARES STREET


CLARES STREET AT 41ST AVENUE

3. Corridor Improvements

3.1 PROPOSED CIRCULATION NETWORK

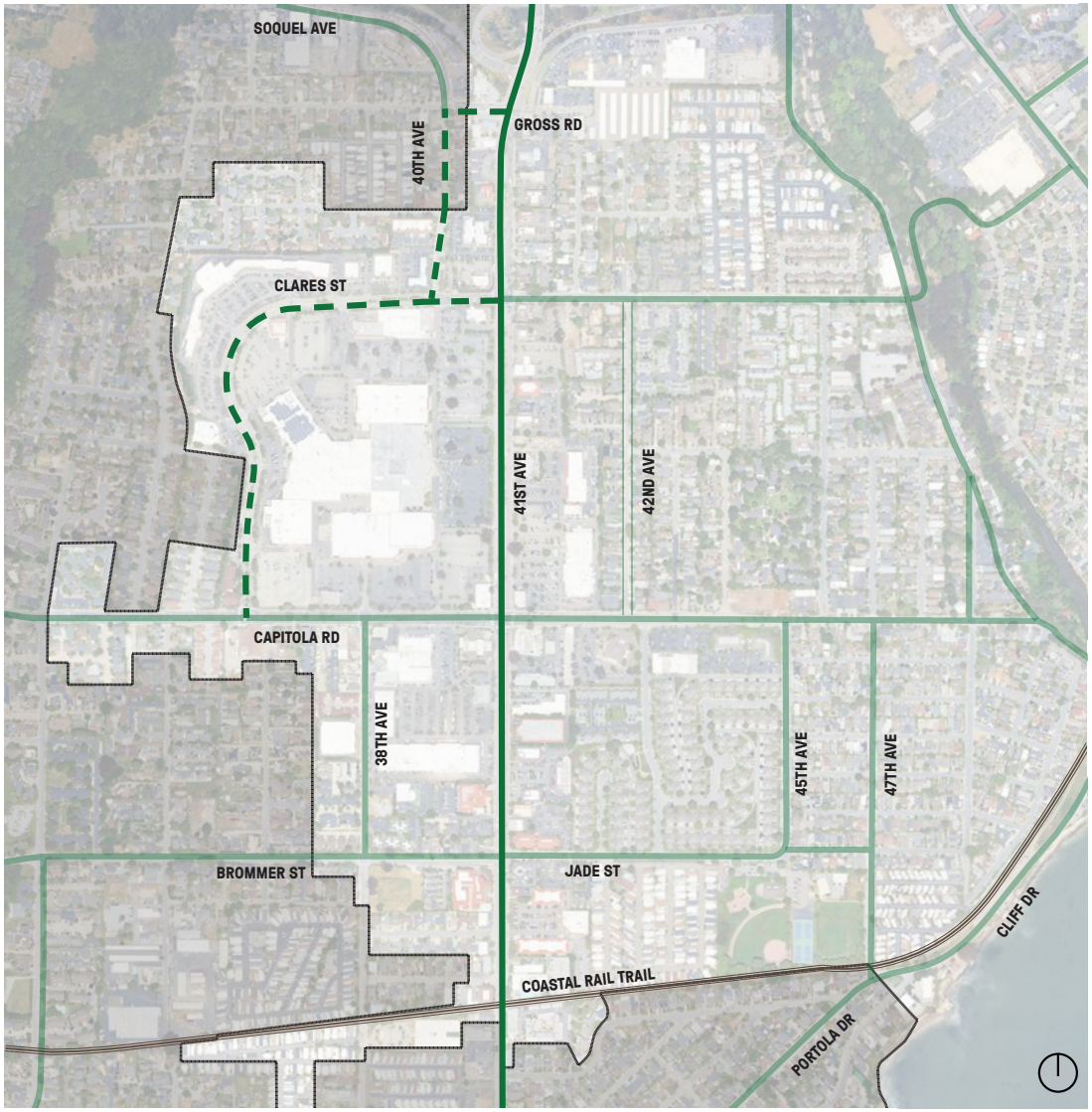
3.1.1 OVERALL DISTRICT

This chapter outlines specific design strategies for each of the three primary corridors within the plan area. The collective vision is to provide a comprehensive and connected circulation network for bikes and enhance the public realm experience for pedestrians. The proposed improvements are conceptual and may be implemented incrementally.

The proposed improvements aim to close existing gaps in the bicycle network and enhance safety throughout the corridor. While improvements apply to the full length of each corridor, a key priority is to provide alternative bicycle routes beyond 41st Avenue, particularly in the northern portion of the plan area.

Currently, Capitola Road and Jade Street/Brommer Street provide multi-modal east-west connections. Clares Street east of 41st Avenue is also a complete street with protected bike lanes and enhanced crosswalks. Improvements to the west end of Clares Street will provide improved connectivity on the west side of 41st Avenue. North-south alternatives to 41st Avenue include 38th, 40th, 42nd, 45th, 47th (the Avenues) and Wharf Road. However, the Avenues are fragmented, resulting in a gap in north-south connectivity between Clares Street and Capitola Road.

In 2026, the City launched a city-wide active transportation plan (ATP). Improvements to north-south multimodal connections between Clares Street and Capitola Road should be identified within the ATP.



Existing Bike Lane
Existing portions of the roadway designated for bicycle travel through striping and signage.

Existing Sharrow
Existing roadways designated for shared motor vehicle and bicycle use with sharrow markings.

Proposed New Bike Lane
Proposed portions of the roadway to be designated for bicycle travel through striping and signage.

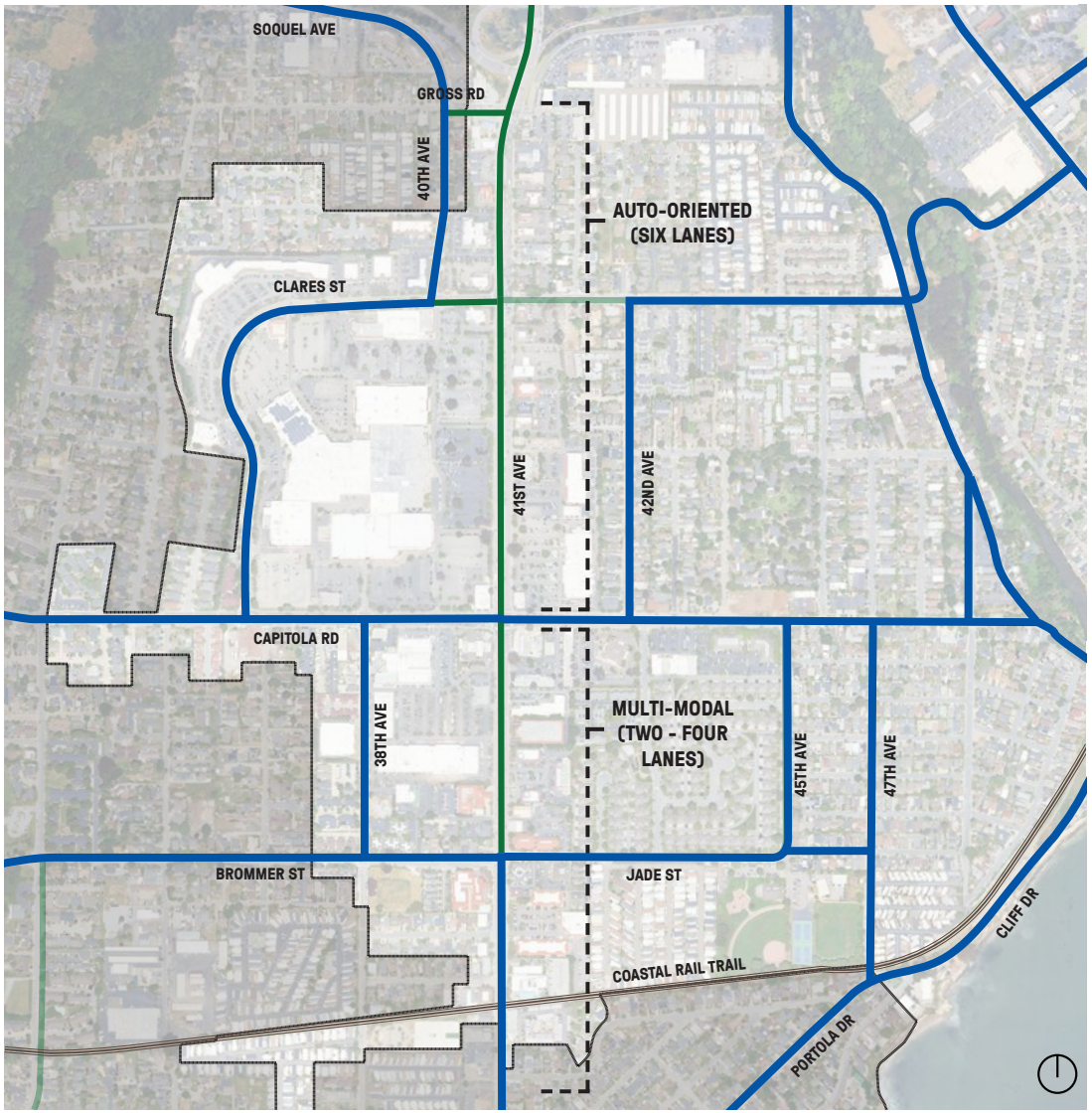
Proposed Enhanced Bike Lane
Existing designated bike lanes to be enhanced through striping and/or buffering.

3.1.2 CORRIDOR TRAFFIC FLOWS AND BICYCLE STRATEGY

41st Avenue is primarily an auto-oriented corridor. While the Corridor Plan proposes bicycle and safety improvements along its entirety, a key goal of the proposed circulation network is to provide alternate bicycle routes and focus active transportation improvements to the more pedestrian-scaled southern segments of 41st Avenue.

The proposed bike network is intended to allow cyclists to bypass the northern segments of 41st Avenue, where proximity to the highway and higher traffic volumes make bicycling less comfortable, and redirect them toward lower-stress routes along the periphery of 41st Avenue.

The map to the right highlights the preferred alternate route, rerouting bicycles off of the northern segments of 41st Avenue. The Highway 1 overpass includes seven drive lanes and three traffic lights in close proximity, creating challenges for cyclists. Recommended alternatives to cross Highway 1 include the Capitola Avenue bridge, the Bay Avenue underpass, or taking Soquel Avenue west to the pedestrian bridge (Whale Bridge).



Existing Bike Lane
Existing portions of the roadway designated for bicycle travel. Outside of study area.

Proposed Enhanced Bike Lanes Along Auto-Oriented Corridor
Existing designated bike lanes along auto-oriented corridor to be enhanced through striping and/or buffering as part of the Corridor Plan.

Preferred Alternate Bike Route
Preferred alternate route down 41st Avenue, using proposed bike network.

The preferred alternate bike route should be clearly identified through wayfinding signage placed at key intersections and along the route.

The proposed bicycle and safety improvements along 41st Avenue, Clares Street, and Capitola Road include design strategies such as painted bike lanes, painted buffers, bike boxes, and advanced stop bars. These improvements are intended to establish a foundation for additional bicycle infrastructure where appropriate, including bike lane delineators in locations where painted buffers provide sufficient space.

SCC PACIFIC COAST BIKE ROUTE SIGN

EXAMPLE BIKE ROUTE WAYFINDING SIGNAGE

ZICLA ZEBRA DELINEATOR

INTERSECTION BIKE BOX

3.1.3 CAPITOLA MALL OBJECTIVE DESIGN STANDARDS FOR PEDESTRIAN REALM AND CONCEPTUAL LAYOUT

Future redevelopment of the Capitola Mall block is subject to objective standards included in the Capitola Zoning Code Section 17.24.035: Capitola Mall Redevelopment and Chapter 17.57 Objective Design Standards for Capitola Mall Redevelopment. These sections establish standards for redevelopment on all parcels within the Capitola Mall block.

The zoning code identifies 41st Avenue, Clares Street, and Capitola Road around the Capitola Mall block as "Perimeter Streets" and anticipates a future grid of roadways inside the block referred to as "Internal Streets". The image to the right shows the existing Perimeter Streets as well as a conceptual grid of where Internal Streets may be developed based on ownership patterns.

Perimeter Streets Pedestrian Realm Zone
Per Zoning Code Objective Design Standards

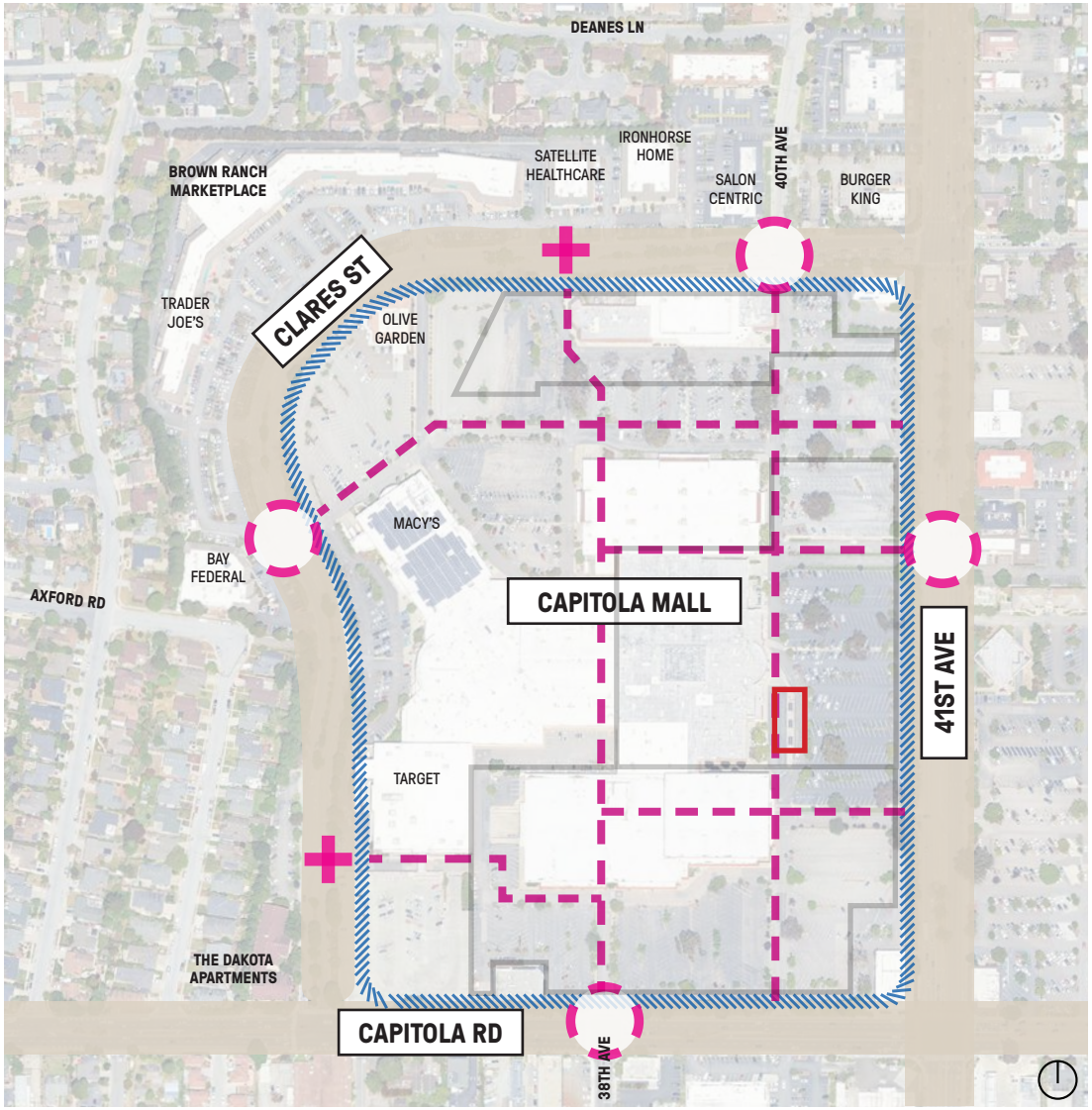
Parcel Boundaries
Existing property boundaries within Mall block

Internal Streets [Conceptual]
Shown for example purposes only. Pending future development application

Primary Perimeter Street Intersections
Per Zoning Code Objective Design Standards

Potential Mid-Block Crossings
Refer to 3.3 Clares Street Improvements for more.

Capitola Mall Transit Center [Existing]
2 bus stops / 3 shelters



Currently, there are only two midblock crossings on Clares Street. The corridor plan introduces two potential midblock crossings, also included in the conceptual layout.

If a mall redevelopment project abuts one the Perimeter Streets, the property owner must install street frontage improvements within a 20'-0" minimum "pedestrian realm." This zone measures from the property line and includes the following:

- Landscape / Street Furniture Zone
- Pedestrian Clear Path
- Building Frontage Zone

The remaining public right-of-way between the property line and the curb varies in its width and character depending on the location.

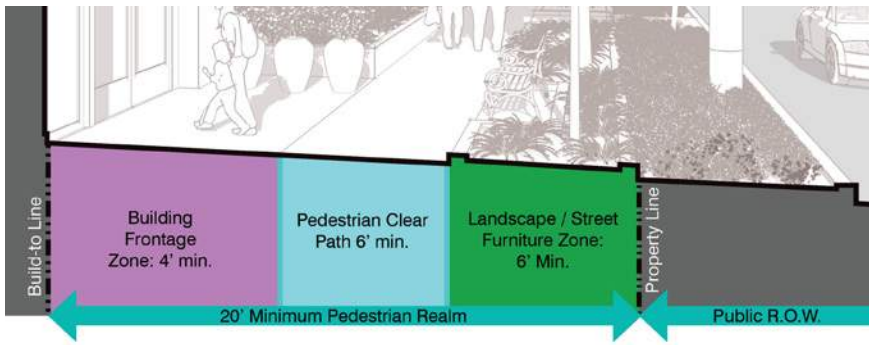
Throughout the different segments of the Plan, the 20'-0" Pedestrian Realm zone is utilized in 2 different ways to aid the corridor improvements.

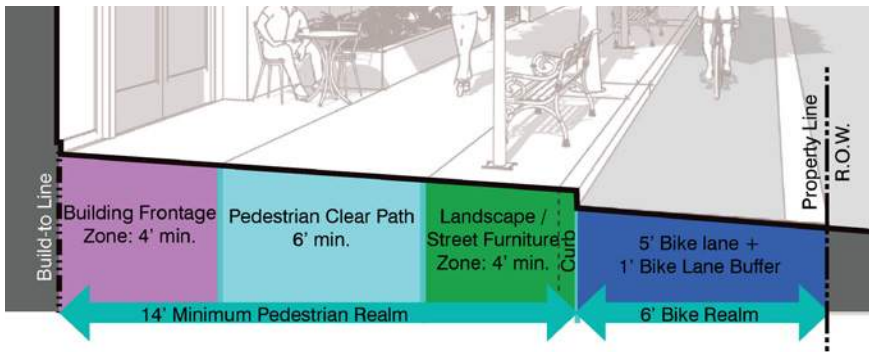
1. *Extended Landscape Zone*: The existing curb is maintained, and the remaining public R.O.W. is utilized as part of the landscape / street furniture zone.

2. *Extended Right-of-Way*: The existing curb is relocated to the property line to provide additional width for proposed corridor improvements.

3. *Enhanced Bike Infrastructure*: The existing curb is relocated inward beyond the property line, creating additional dimension for the proposed bike lane and related improvements.

The proposed future improvements within the Corridor Plan reflect the requirements of this pedestrian realm.





EXTRACTED ZONING CODE AMENDMENTS - FIGURE 17.57-4: PERIMETER STREET PEDESTRIAN REALM

3.2 41ST AVENUE

The extent of improvements for 41st Avenue are from Highway 1 to the north, to the City limit at Nova Drive to the south.

41st Avenue is a high volume corridor, serving as an arterial between Capitola Road and the highway interchange. Further south, 41st Avenue narrows and slows as it gets closer to the RTC Coastal Rail Trail, and the residential neighborhoods toward Pleasure Point.

The primary use for 41st Avenue will continue to be vehicular with proposed improvements that continue to accommodate the high traffic volume. However, safety improvements such as narrowing lanes, reducing left turns, and improving the visibility of bike infrastructure can still have an impact.

The segment of the corridor immediately adjacent to the Capitola Mall site is considered in the zoning code as a "Perimeter Street" with the potential for an expanded pedestrian realm through future redevelopment.

This anticipated growth also presents an opportunity for the plan area to become a new district, with 41st Avenue taking on a new, distinctive identity. As discussed further in Chapter 4, wayfinding and public art can enhance the corridor as a connector between the north and south gateways.

3.2.1 RECENT AND PLANNED IMPROVEMENTS

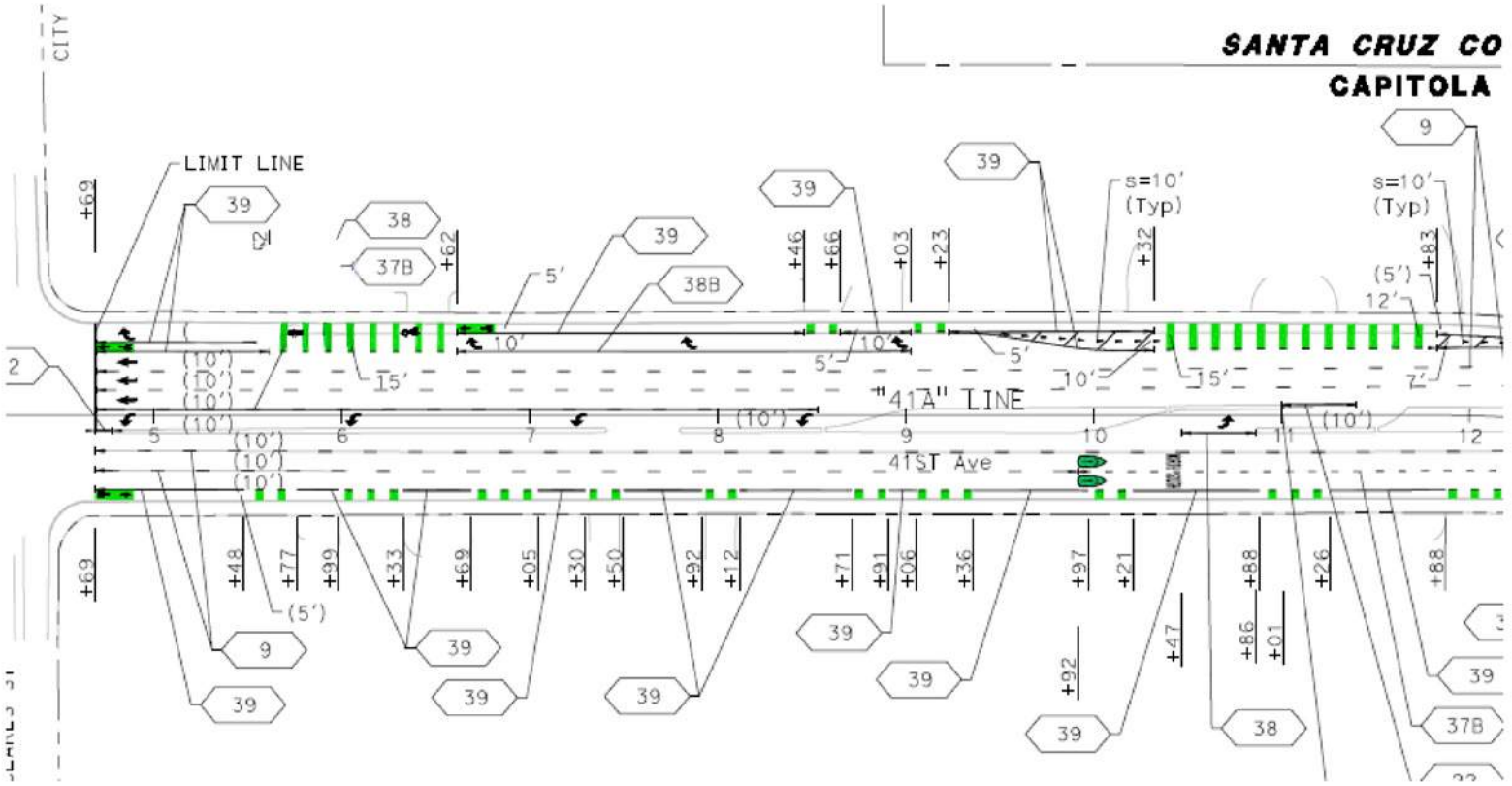
Concurrent with the Corridor Plan, the Public Works department is coordinating with Caltrans on a project for 41st Avenue Pavement Rehabilitation and Multimodal Improvements at the north end of the corridor.

Separated into two parts, the project will be begin with improvements that are outside of the limits of this study, at the on and off ramps of Highway 1. The second part however, extends to the intersection of Clares Street and will include re-striping and re-painting of bike lanes.

This work is consistent with the improvements shown for Zone 01 in the sections that follow, and will be an important catalyst project for future enhancements to the 41st Avenue corridor.

Benefits

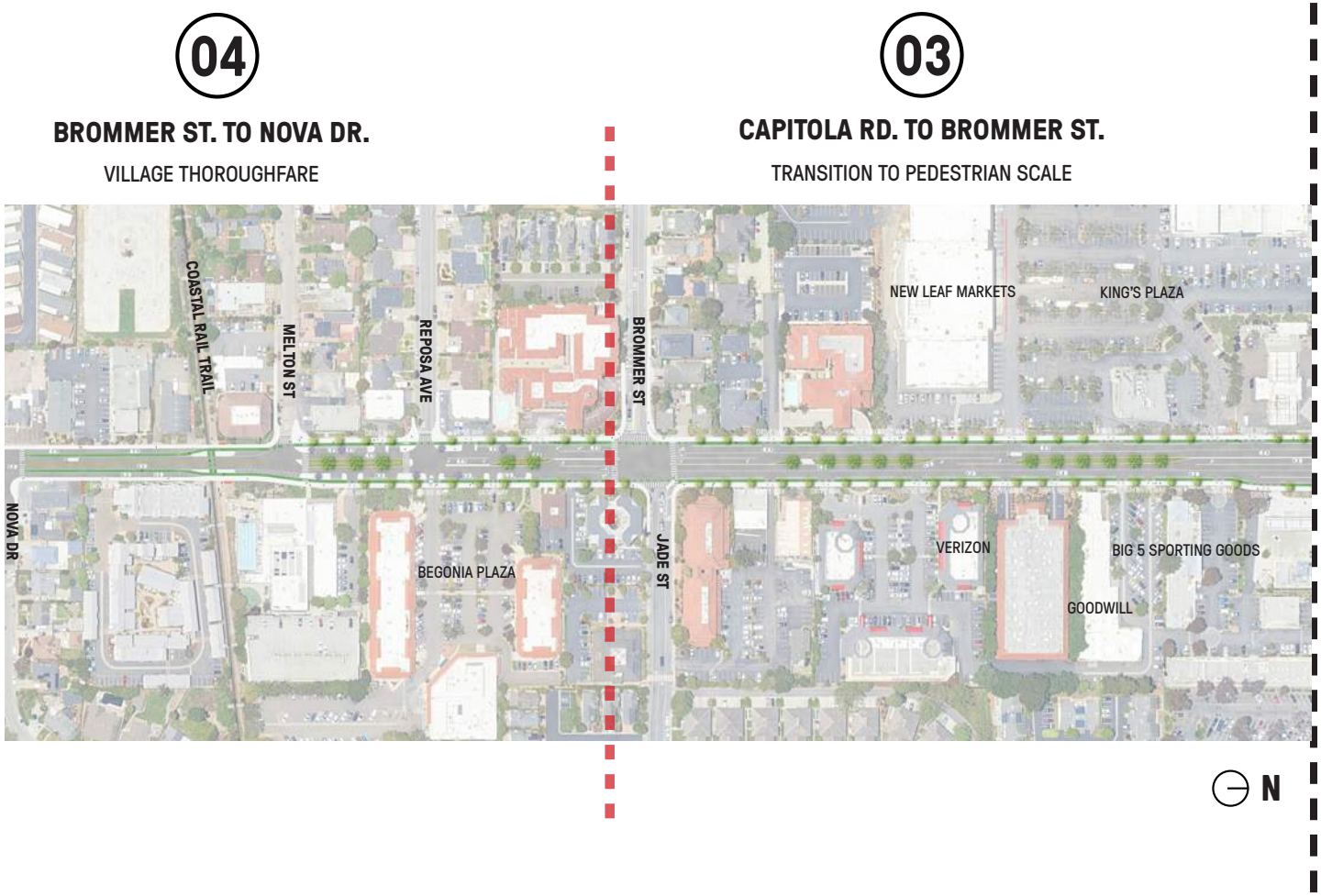
- Improved pavement condition
- Enhanced multimodal safety
- Corridor continuity



3.2.2 OVERALL IMPROVEMENTS SUMMARY

The improvements for 41st Avenue are described through the following four zones.

Due to the existing conditions and context along 41st Avenue, improvements in Zones 01 and 02 are more traffic-oriented, focusing on maintaining vehicular right-of-way while using restriping strategies to improve safety and traffic flow. Improvements in Zones 03 and 04 place greater emphasis on the pedestrian scale, with an expanded public realm, enhanced streetscape conditions, and improved bicycle infrastructure.



02

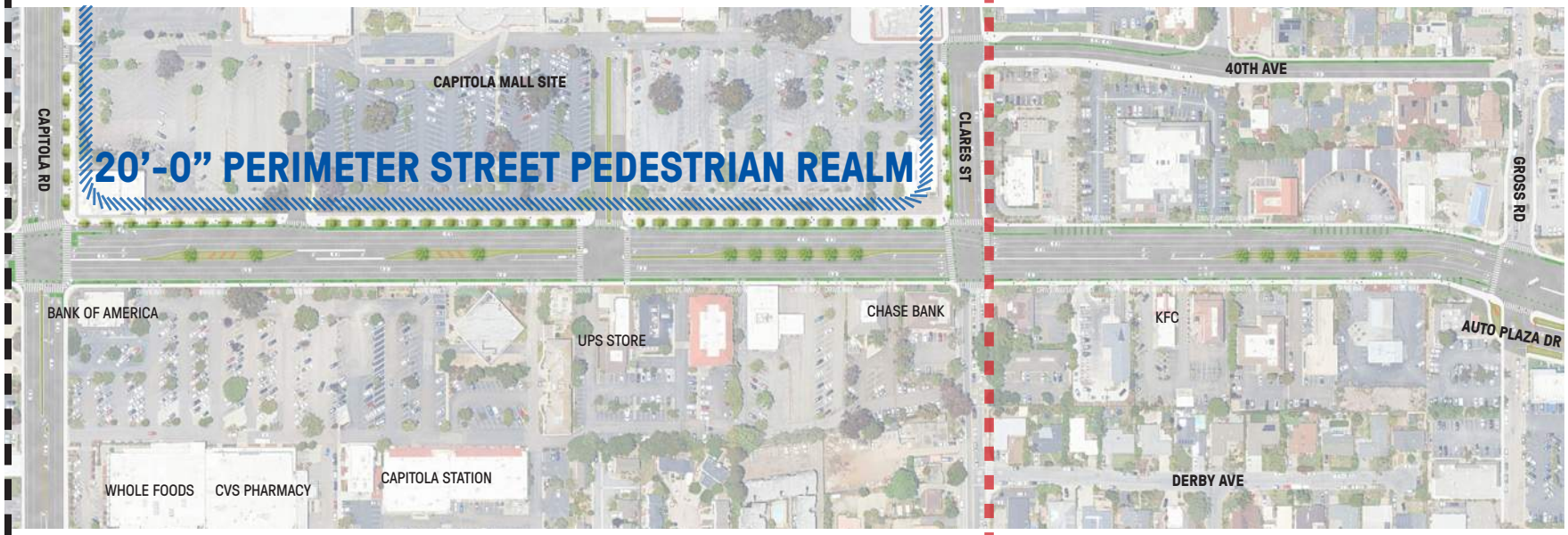
CLARES ST. TO CAPITOLA RD.

ACTIVATING THE RETAIL EXPERIENCE

01

HIGHWAY ONE TO CLARES ST.

TRANSITION FROM HIGHWAY TO AVENUE



3.2.3 HIGHWAY ONE TO CLARES STREET

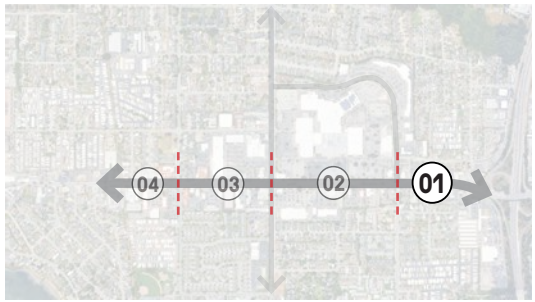
EXISTING CONDITIONS

The existing conditions from Highway One to Clares Street include narrow sidewalks, numerous curb cuts, wide lanes with unprotected bike lanes, car-centric street retail with some dedicated parking, and sparsely planted small trees.

FIGURE 3.1 HIGHWAY ONE TO CLARES STREET

Existing photos and opportunities

PROPOSED IMPROVEMENTS



KEY MAP

FIGURE 3.2 EXISTING CONDITIONS

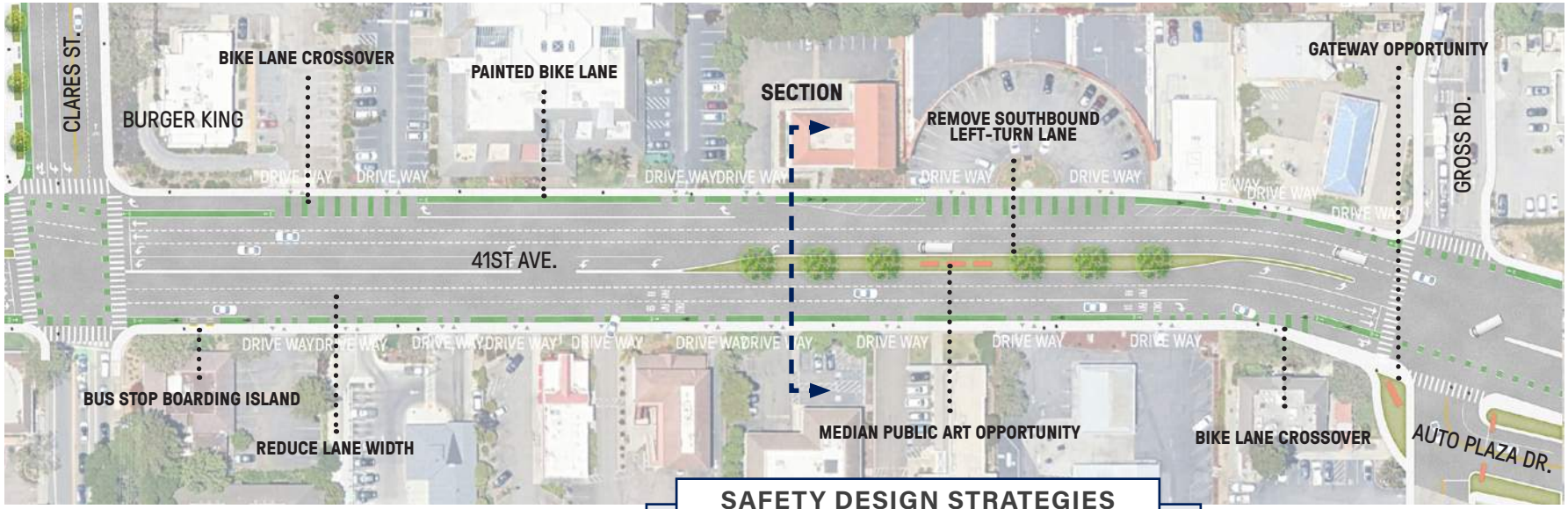


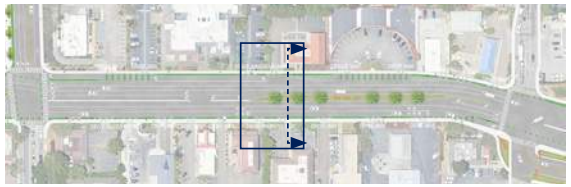
FIGURE 3.3 HIGHWAY ONE TO CLARES STREET

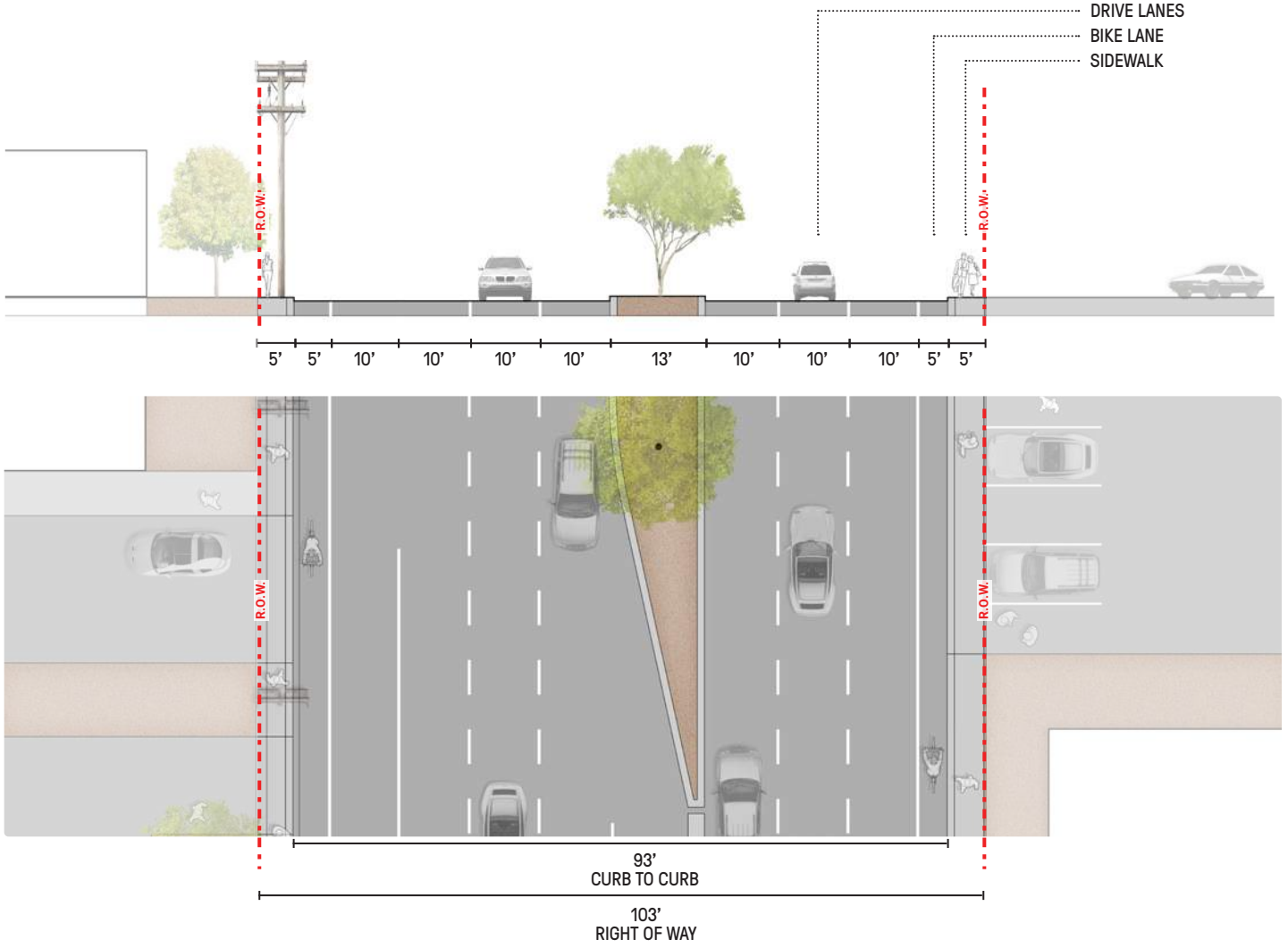
Illustrative plan of the proposed interventions

ZONE 01

41ST AVENUE

SECTION - TYPICAL EXISTING

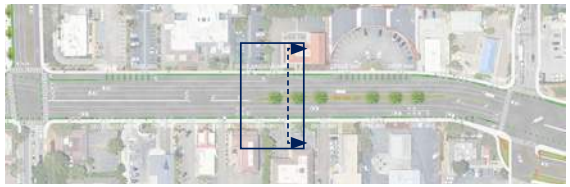


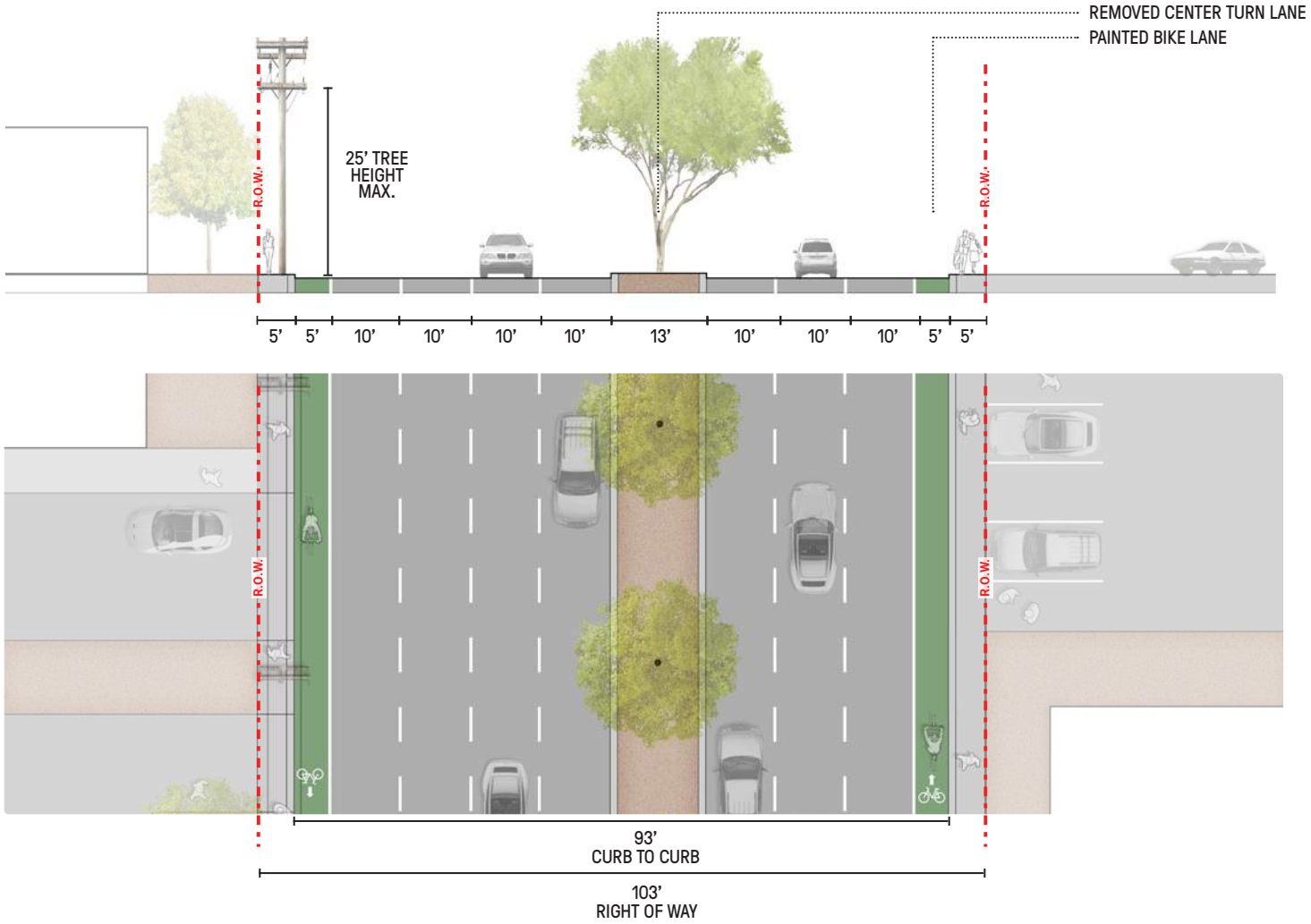


ZONE 01

41ST AVENUE

SECTION - PROPOSED





3.2.4 CLARES STREET TO CAPITOLA ROAD

EXISTING CONDITIONS

The existing conditions from Clares Street to Capitola Road include minimal curb cuts with the large parcels on either side, car-centric street retail with large surface lots, and densely planted mature trees. Zone 02 is the portion of 41st Avenue considered a "Perimeter Street" in the zoning code and requires frontage improvements on the mall side upon redevelopment, as shown in the plan.

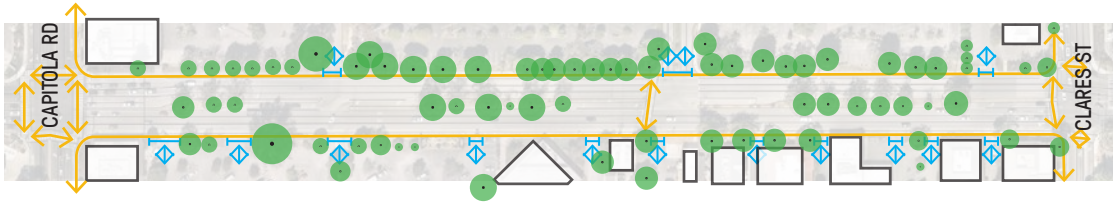


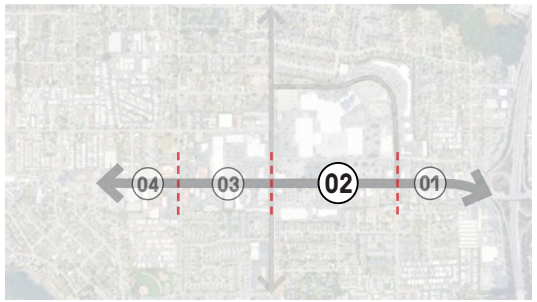
FIGURE 3.4 CLARES STREET TO CAPITOLA ROAD

Existing photos and opportunities

ZONE 02

41ST AVENUE

PROPOSED IMPROVEMENTS



KEY MAP

FIGURE 3.5 EXISTING CONDITIONS

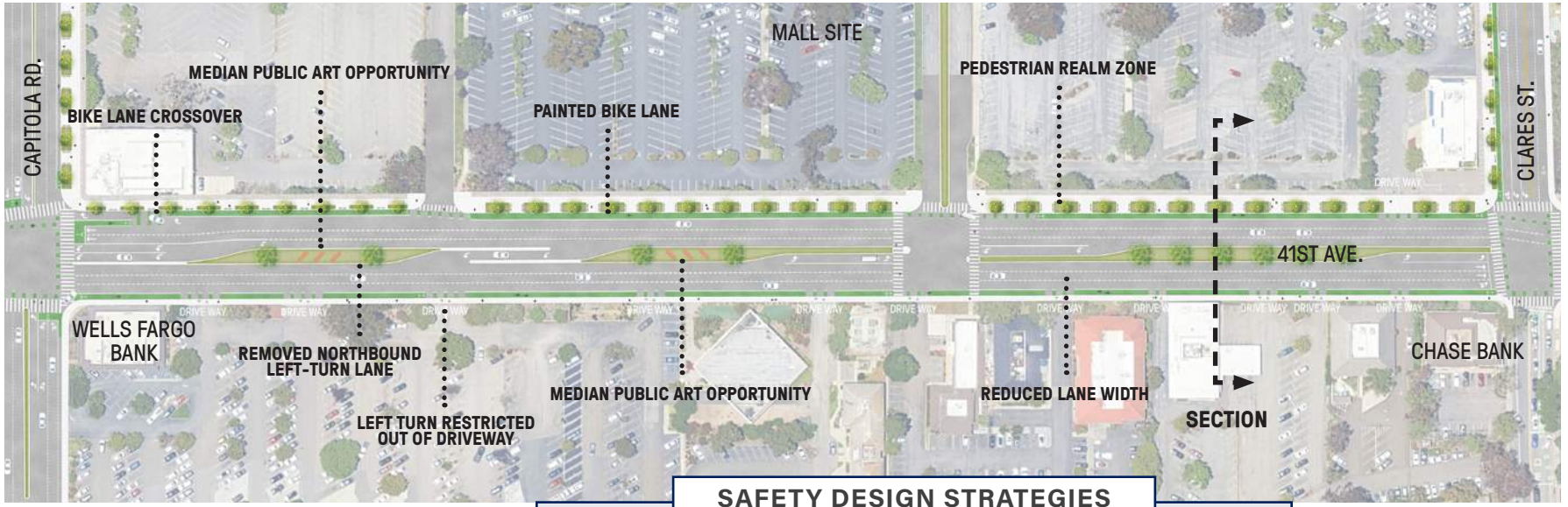


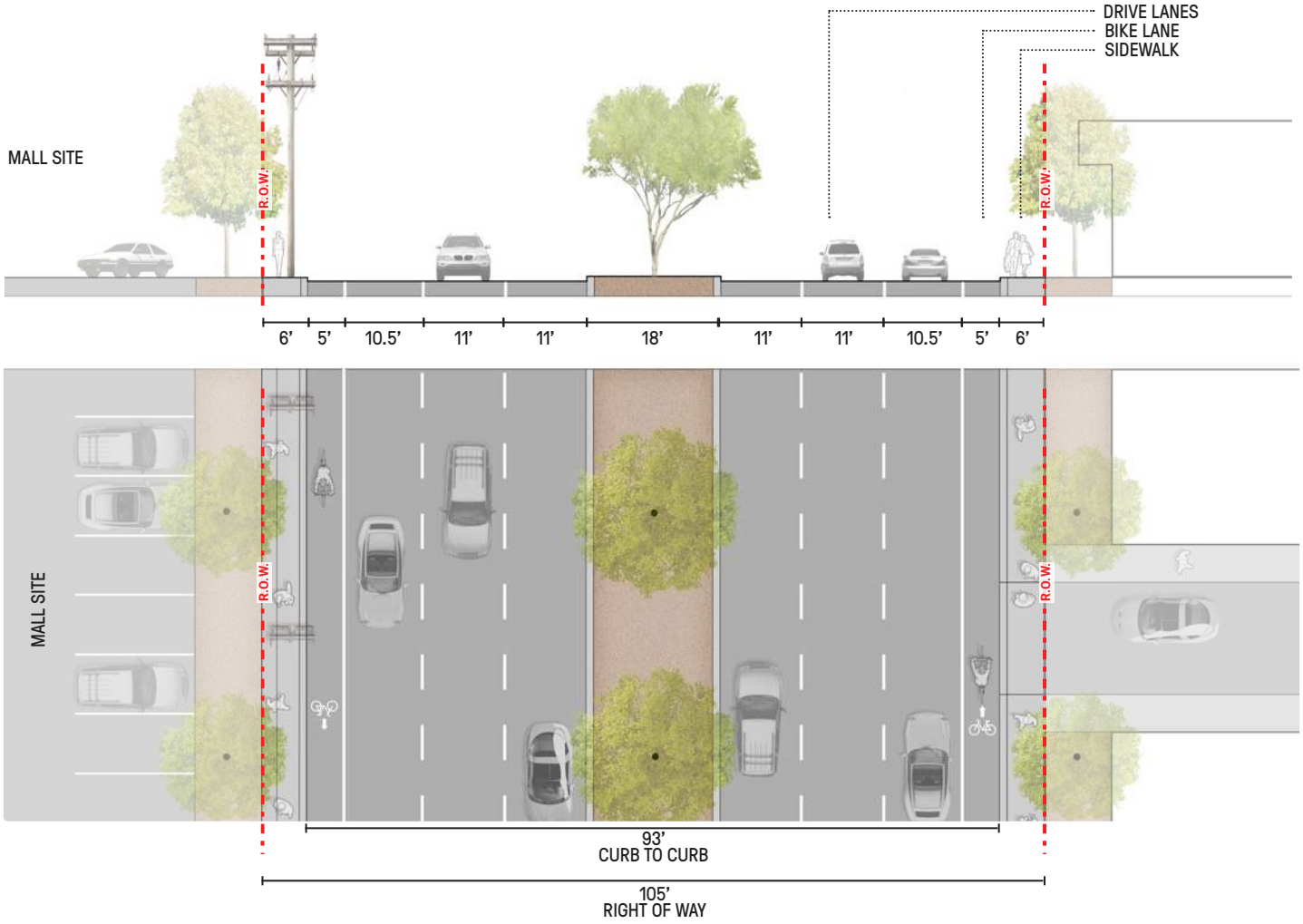
FIGURE 3.6 CLARES STREET TO CAPITOLA ROAD

Illustrative plan of the proposed interventions

ZONE 02

41ST AVENUE

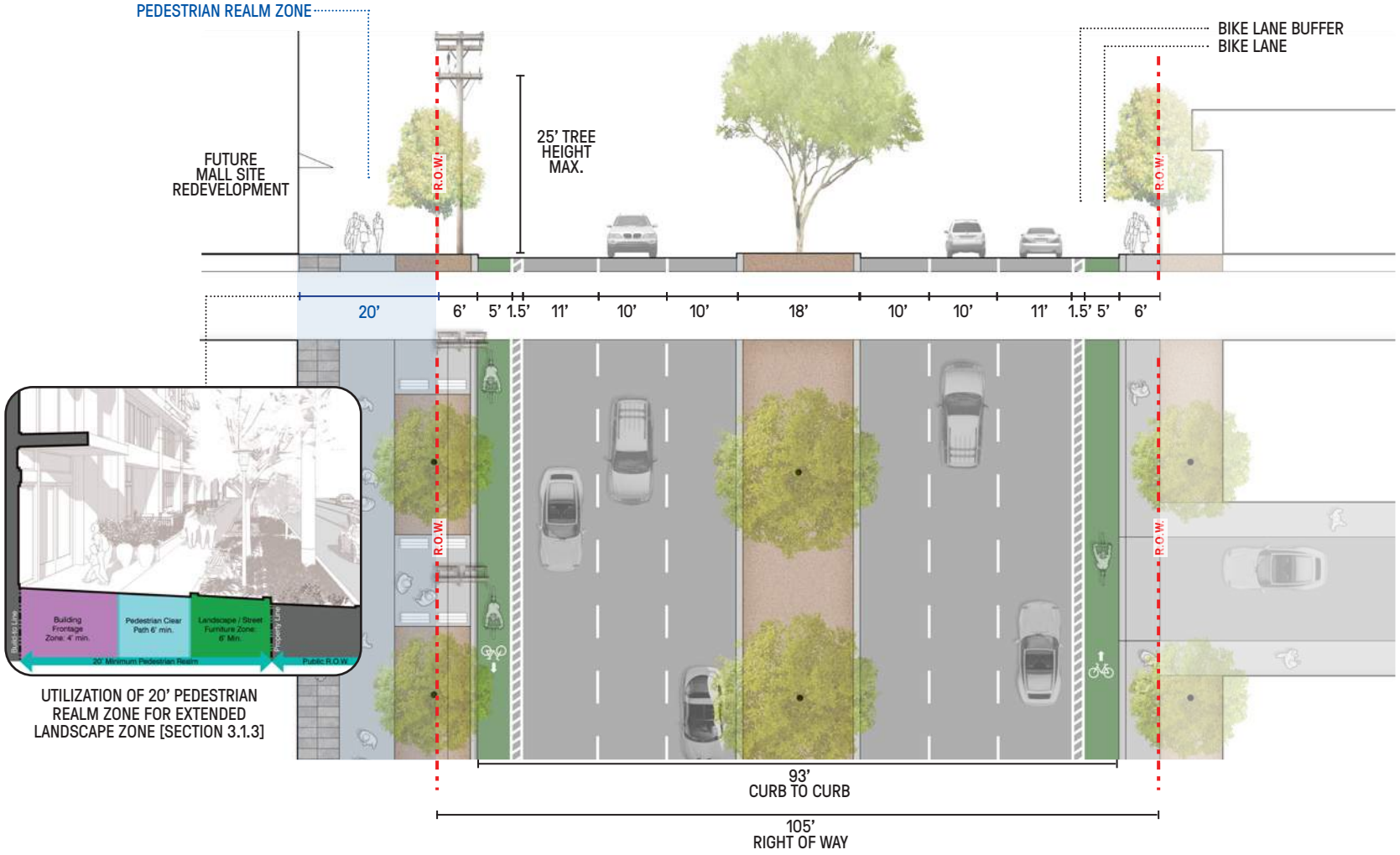
SECTION - TYPICAL EXISTING



ZONE 02

41ST AVENUE

SECTION - PROPOSED



UTILIZATION OF 20' PEDESTRIAN REALM ZONE FOR EXTENDED LANDSCAPE ZONE [SECTION 3.1.3]

3.2.5 CAPITOLA ROAD TO BROMMER STREET EXISTING CONDITIONS

The existing conditions from Capitola Road to Brommer Street include multiple curb cuts, narrower lanes, the beginnings of more pedestrian-friendly retail, and evenly planted mid-size trees.

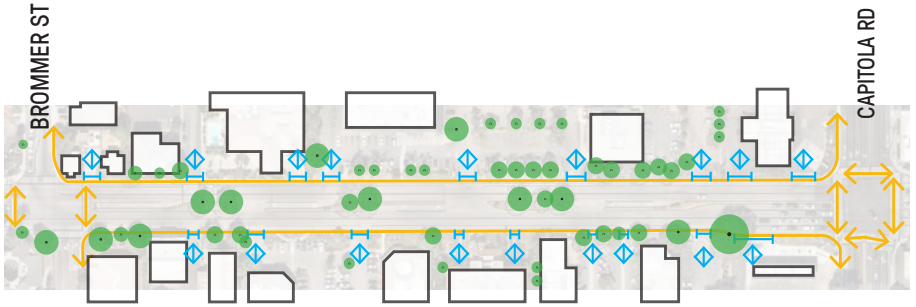


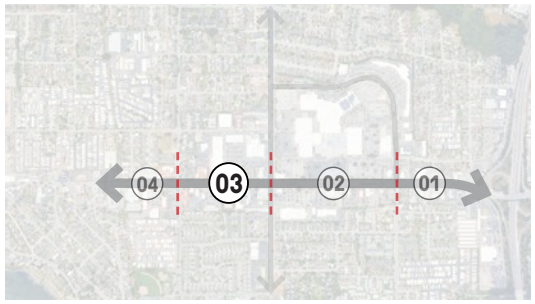
FIGURE 3.7 CAPITOLA ROAD TO BROMMER STREET

Existing photos and opportunities

ZONE 03

41ST AVENUE

PROPOSED IMPROVEMENTS



KEY MAP

FIGURE 3.8 EXISTING CONDITIONS

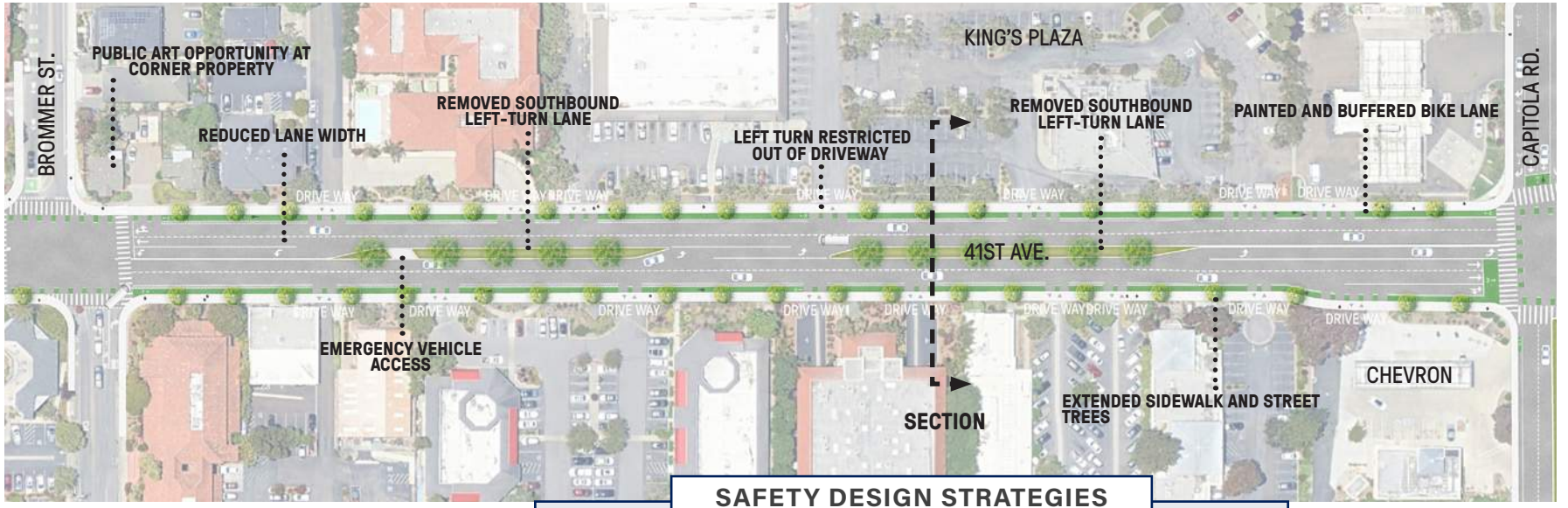


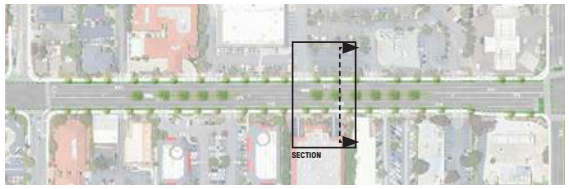
FIGURE 3.9 CAPITOLA ROAD TO BROMMER STREET

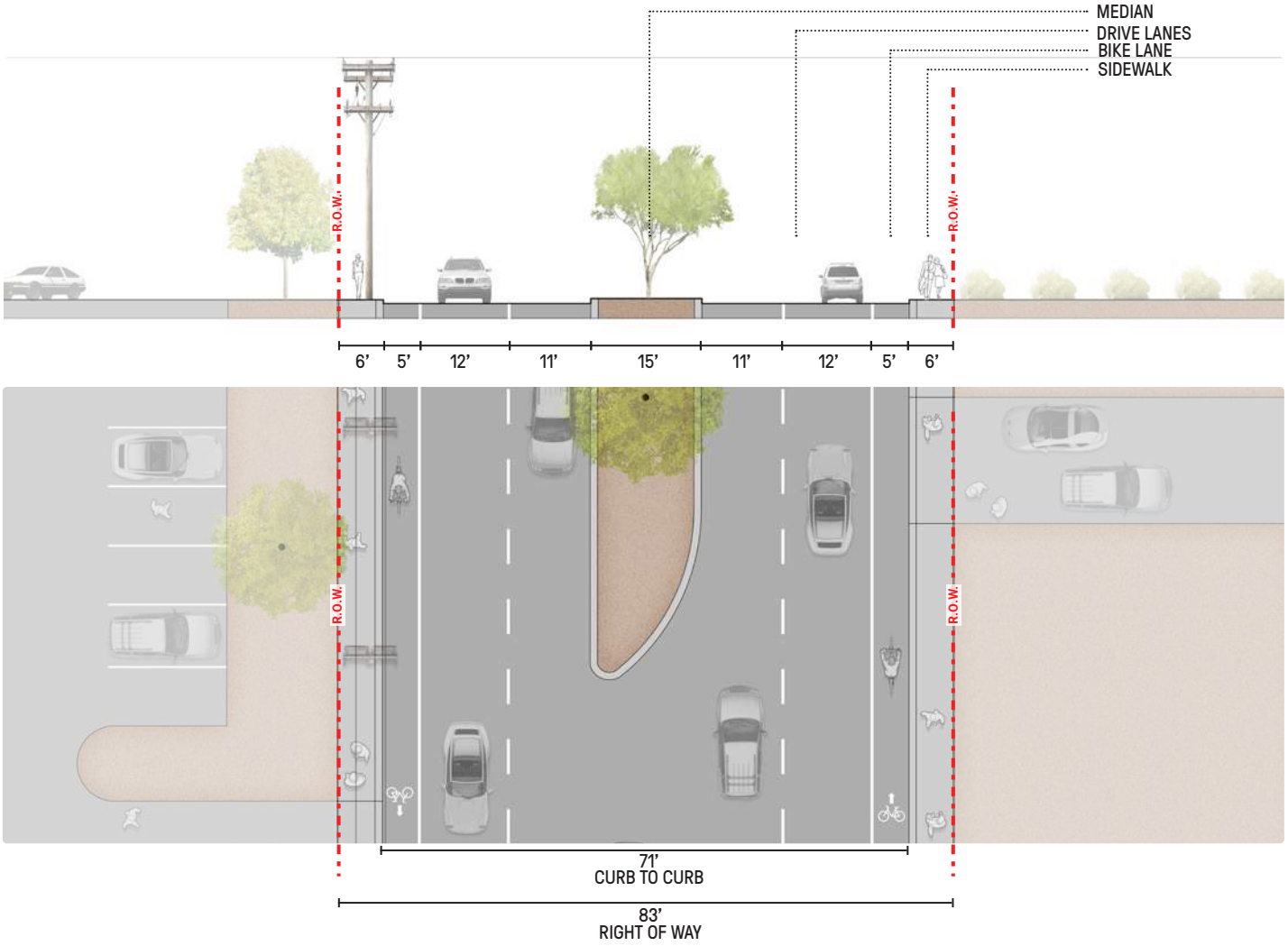
Illustrative plan of the proposed interventions

ZONE 03

41ST AVENUE

SECTION - TYPICAL EXISTING

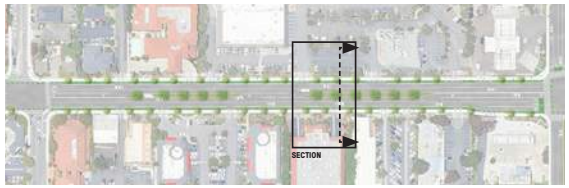


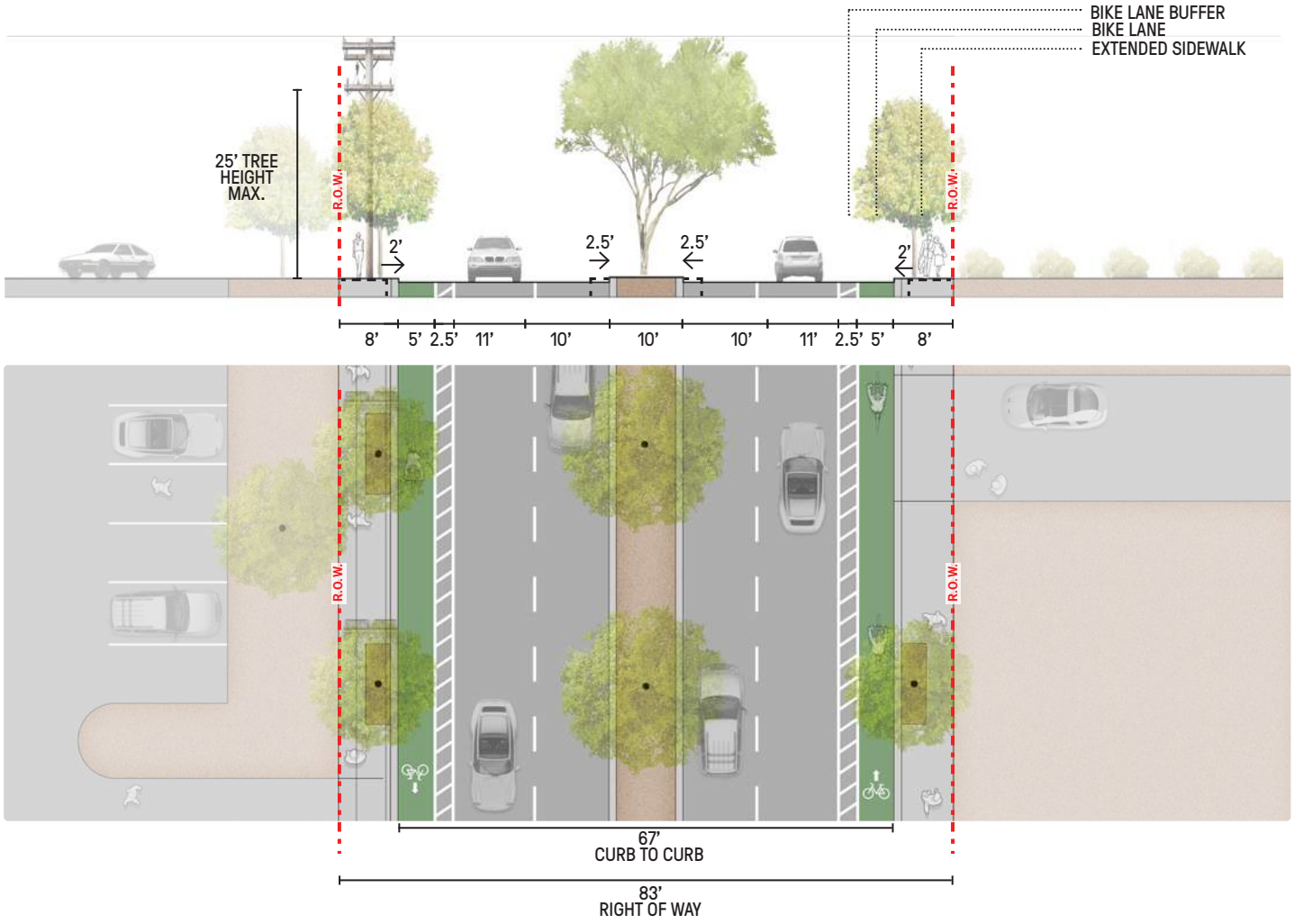


ZONE 03

41ST AVENUE

SECTION - PROPOSED

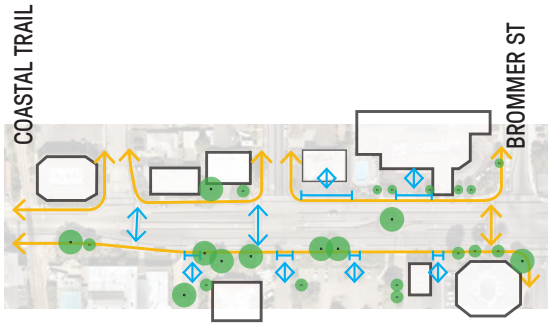




3.2.6 BROMMER STREET TO NOVA DRIVE

EXISTING CONDITIONS

The existing conditions from Brommer Street to Nova Drive include multiple curb cuts, narrower lanes, pedestrian-friendly retail, and evenly planted mid-size trees.



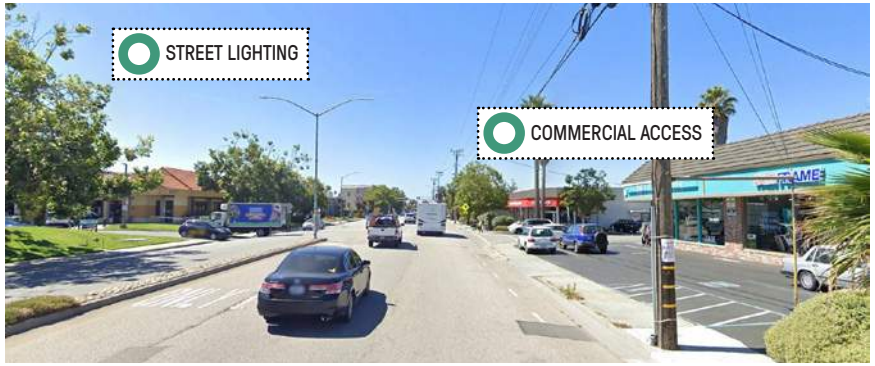


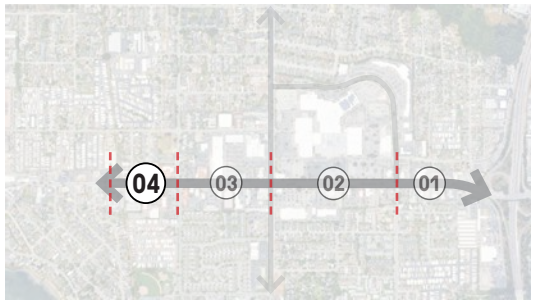
FIGURE 3.10 BROMMER STREET TO NOVA DRIVE

Existing photos and opportunities

ZONE 04

41ST AVENUE

PROPOSED IMPROVEMENTS



KEY MAP

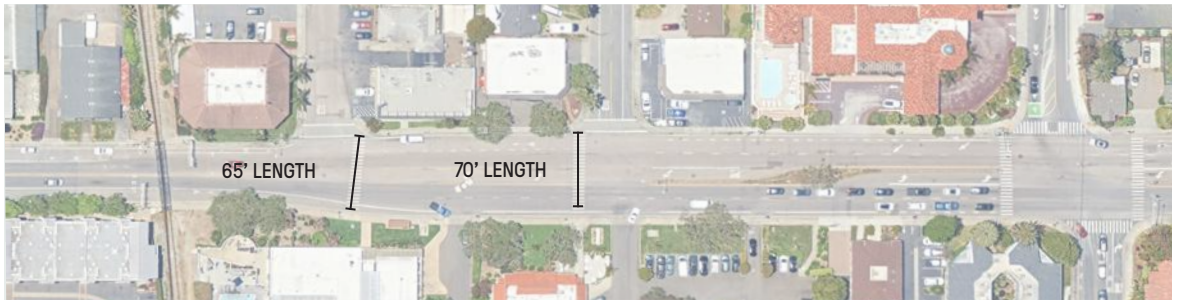


FIGURE 3.11 EXISTING CONDITIONS

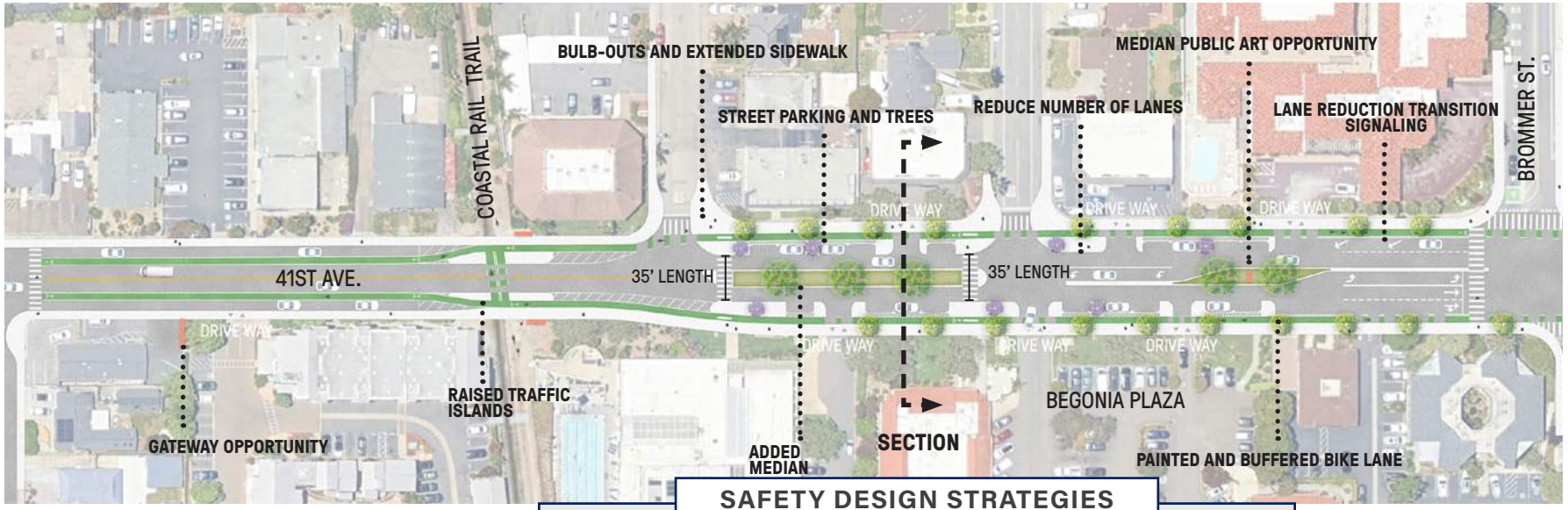


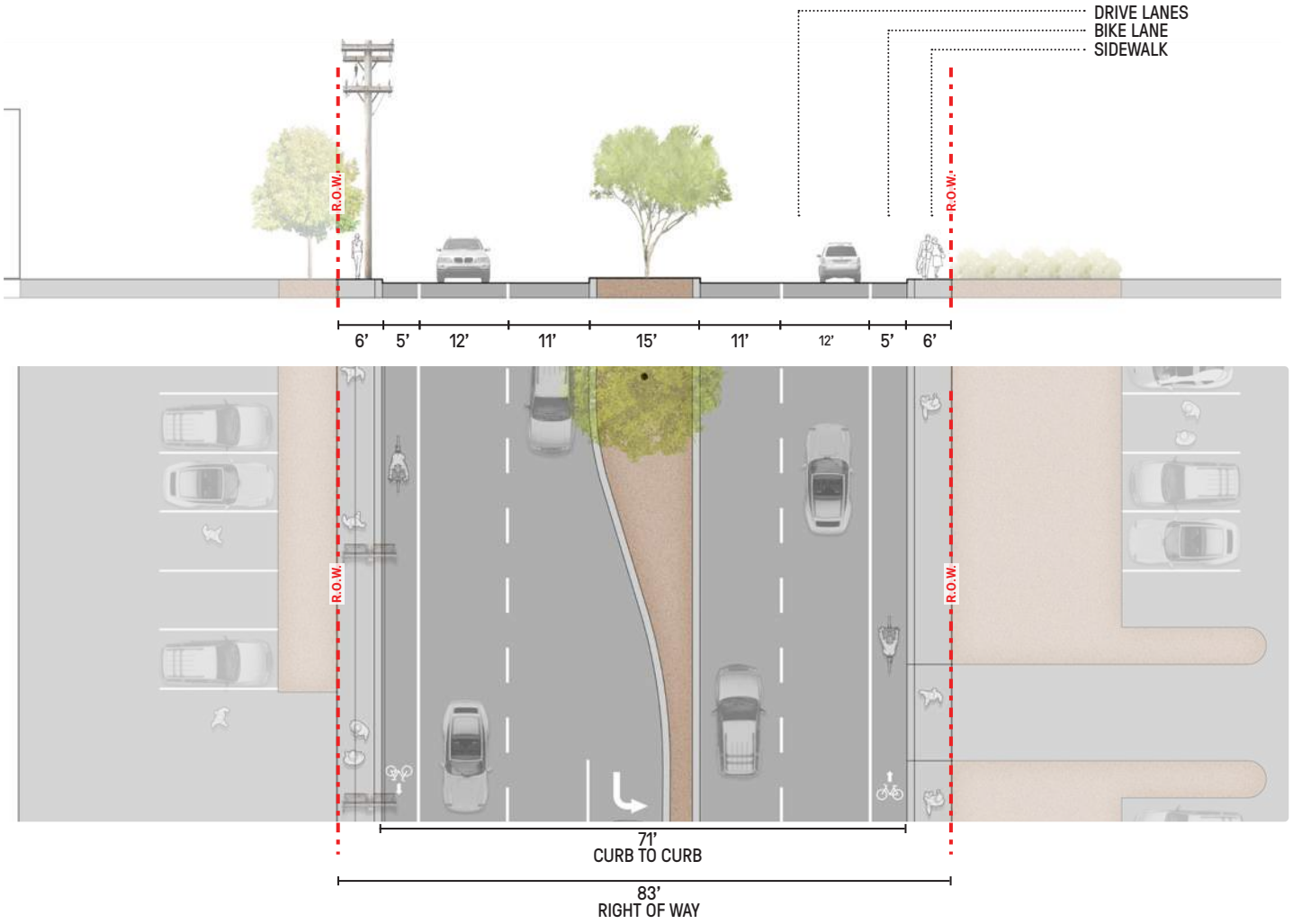
FIGURE 3.12 BROMMER STREET TO NOVA DRIVE

Illustrative plan of the proposed interventions

ZONE 04

41ST AVENUE

SECTION - TYPICAL EXISTING

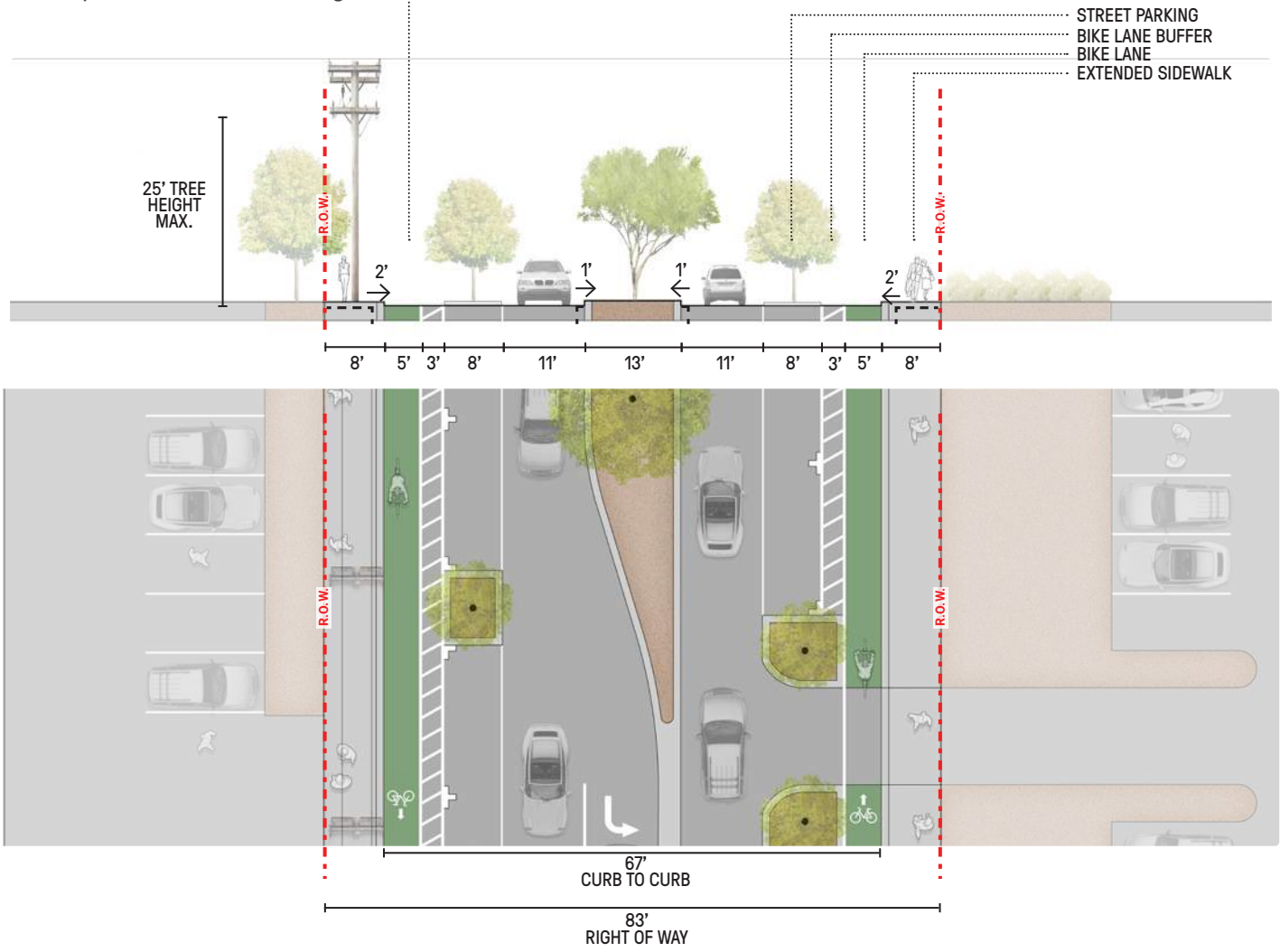


ZONE 04

41ST AVENUE

SECTION - PROPOSED

Note: The bike lane was placed behind the on-street parking due to limited available roadway width. This configuration provides a safer separation (Class IV Bikeway) between bicyclists and moving traffic while avoiding conflicts with the bike lane buffer and required vehicle door swing area.



3.3 CLARES STREET

The extent of improvements for Clares Street are from 41st Avenue to Capitola Road. This entire portion of Clares Street wraps the Capitola Mall site and therefore is considered a "Perimeter Street." Across from the mall site, this stretch of Clares also serves a series of additional retail centers.

With a continuous center turn lane and two travel lanes in each direction, the overall road width encourages higher than desirable travel speeds. This presents challenges to cyclists as the bike infrastructure on this portion of Clares is limited to a "sharrow" in the right lane.

Additionally, the curving geometry of the street and limited crossing opportunities make Clares Street challenging for pedestrians as well. The intersection with 40th Avenue is a particularly hazardous intersection today.

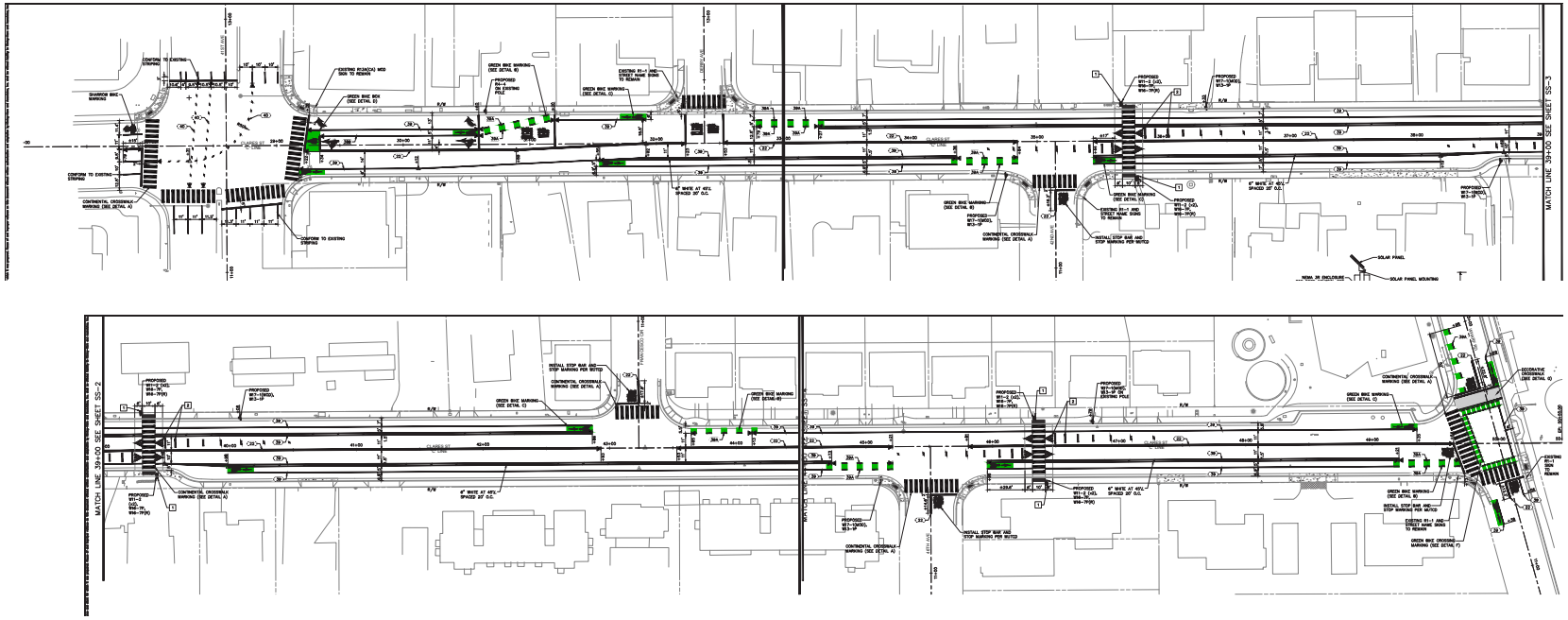
Proposed improvements transform Clares into a complete street to better serve the needs of all users. Leveraging future redevelopment to expand the pedestrian realm and reallocating space for dedicated bicycle infrastructure will improve the overall multi-modal network.

3.3.1 RECENT AND PLANNED IMPROVEMENTS

In 2022, the City Public Works Department completed traffic calming improvements to Clares Street between 41st Avenue and Wharf Road, just to the east of the study extents for this corridor plan.

Improvements included enhanced bicycle infrastructure such as dedicated and painted lanes, as well as crossovers and bike boxes at intersections. Pedestrian improvements such as elevated crosswalks and speed humps were also incorporated. These enhancements have been well received by the community since implementation and form an important east-west portion of the broader bicycle network.

Extending Clares Street bicycle improvements across 41st Avenue will be critical to closing the gap in this east-west connection. While extremely space-constrained, the proposed improvements for Zone 01 in the sections that follow aim to achieve this.



3.3.2 CLARES STREET OVERALL IMPROVEMENTS SUMMARY

01

41ST AVE. TO MIDBLOCK

INTERSECTION + CONNECTION TO NETWORK ON 40TH

TRANSITION TO COMPLETE STREET

02

MIDBLOCK TO MIDBLOCK

COMPLETE STREET

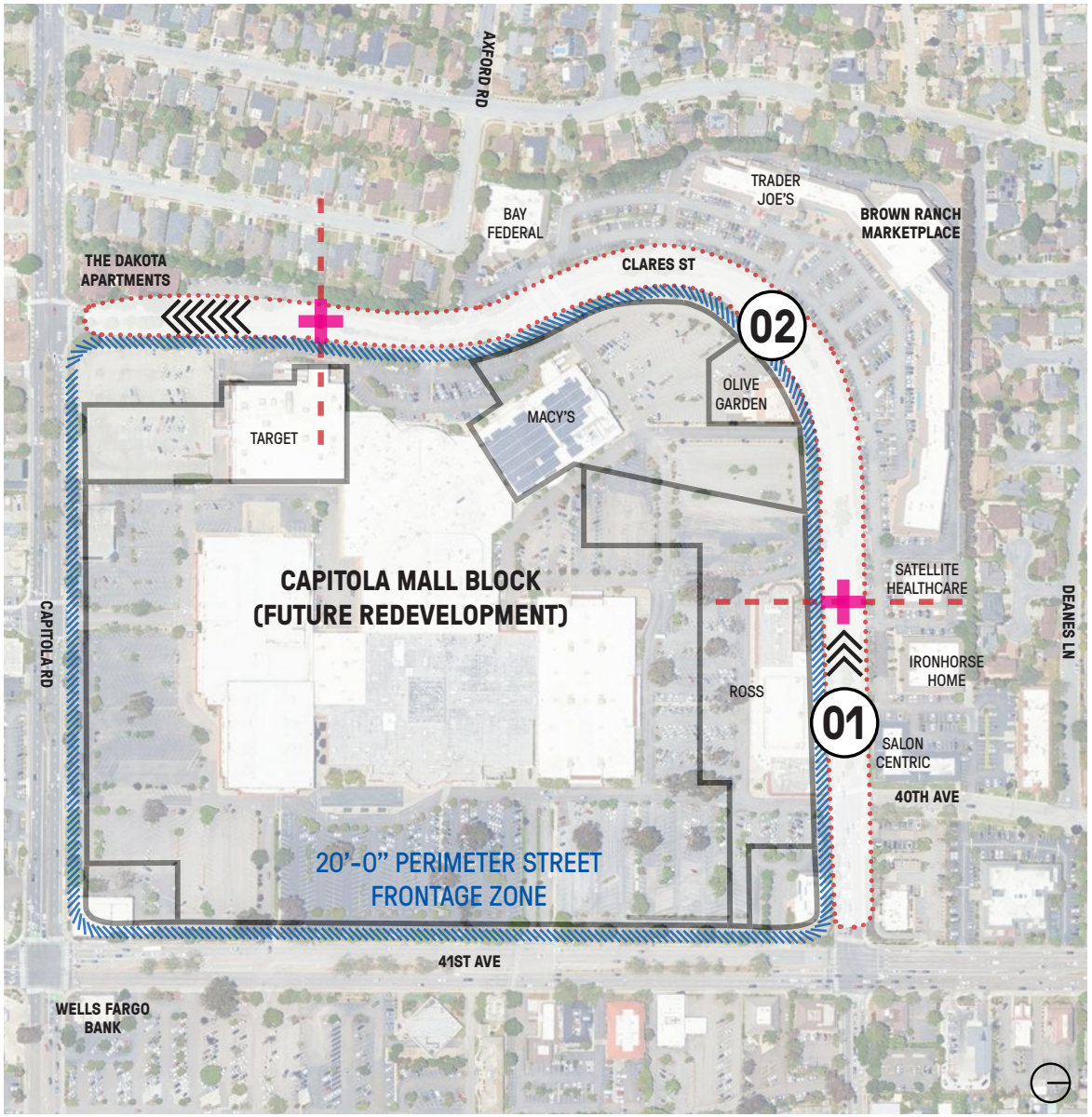
TYPICAL MIDBLOCK CONDITION

[NEAR-TERM AND LONG-TERM PLANS PROVIDED, SEE SECTION 3.3.4]

Transition Between Different Travel Lane Configurations

Proposed New Mid-Block Crossings

Parcel Boundaries
Existing mall property parcel boundaries.



3.3.3 CLARES STREET OVERALL EXISTING CONDITIONS

The existing conditions between 41st Avenue 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 developed roadway.

Redevelopment along the mall side of Clares is subject to the 20'-0" minimum pedestrian realm (section 3.1.2); however full build-out presents unique challenges as the majority of properties along Clares are not owned by the majority mall owner, Merlone Geier Partners (MGP).The five separately-owned parcels along Clares Street are: Target/MGP food court entry parking area, Macy's, Olive Garden, Ross Center, and Citibank. There is a low likelihood of all properties along Clares redeveloping at the same time and installing the 20'-0" pedestrian realm. Therefore, near-term improvements propose safety strategies that can occur before and during different phases of mall site development.

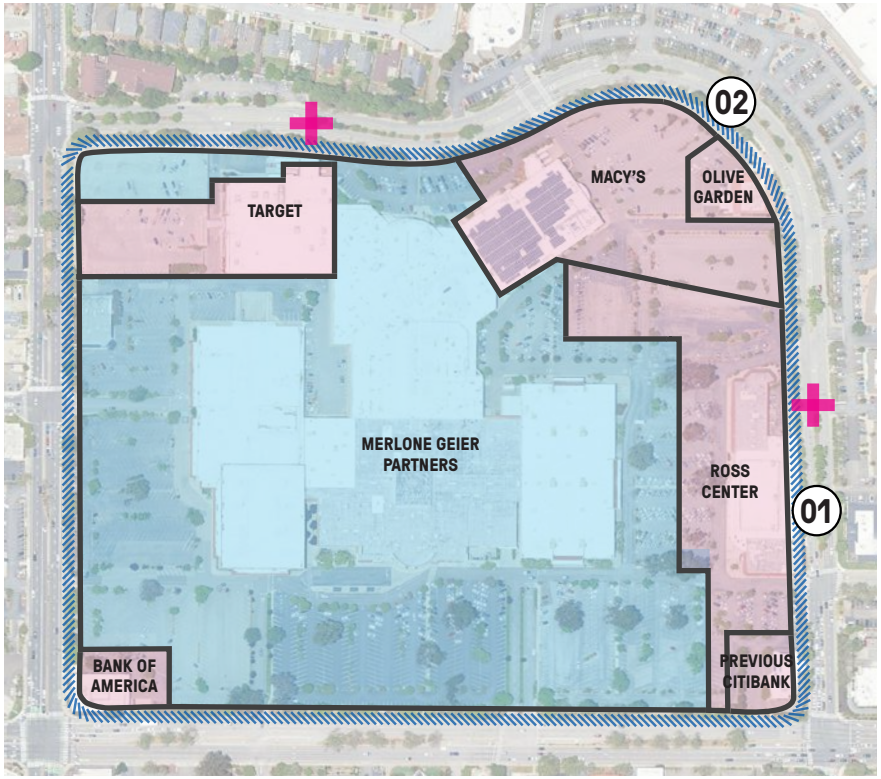
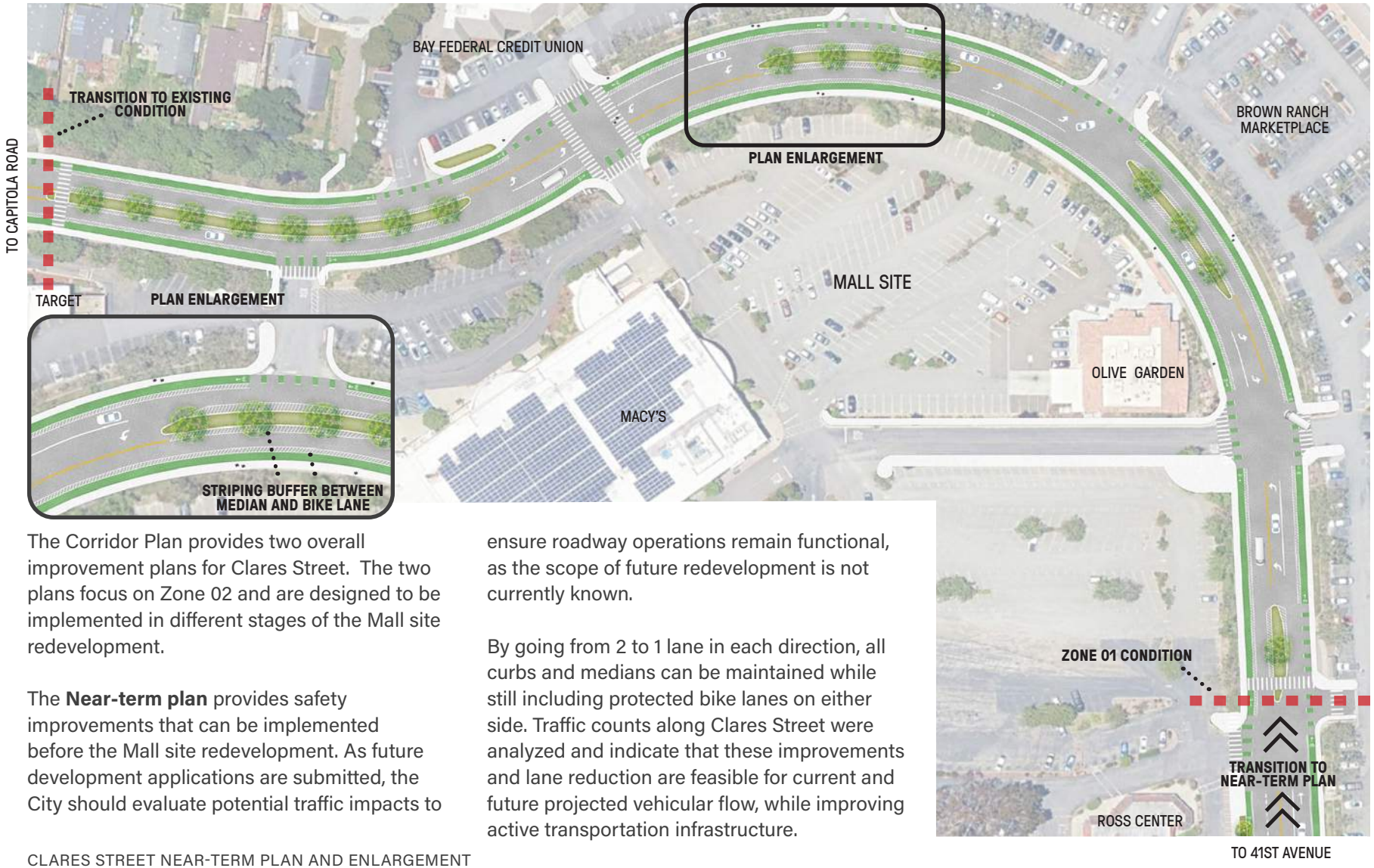


FIGURE 3.14 CLARES STREET
Property Ownership Map

Merlone Geier Partners-Owned Parcel

Separately-Owned Parcels

3.3.4 CLARES STREET NEAR-TERM VS LONG-TERM IMPROVEMENT PLANS



The Corridor Plan provides two overall improvement plans for Clares Street. The two plans focus on Zone 02 and are designed to be implemented in different stages of the Mall site redevelopment.

The **Near-term plan** provides safety improvements that can be implemented before the Mall site redevelopment. As future development applications are submitted, the City should evaluate potential traffic impacts to ensure roadway operations remain functional, as the scope of future redevelopment is not currently known.

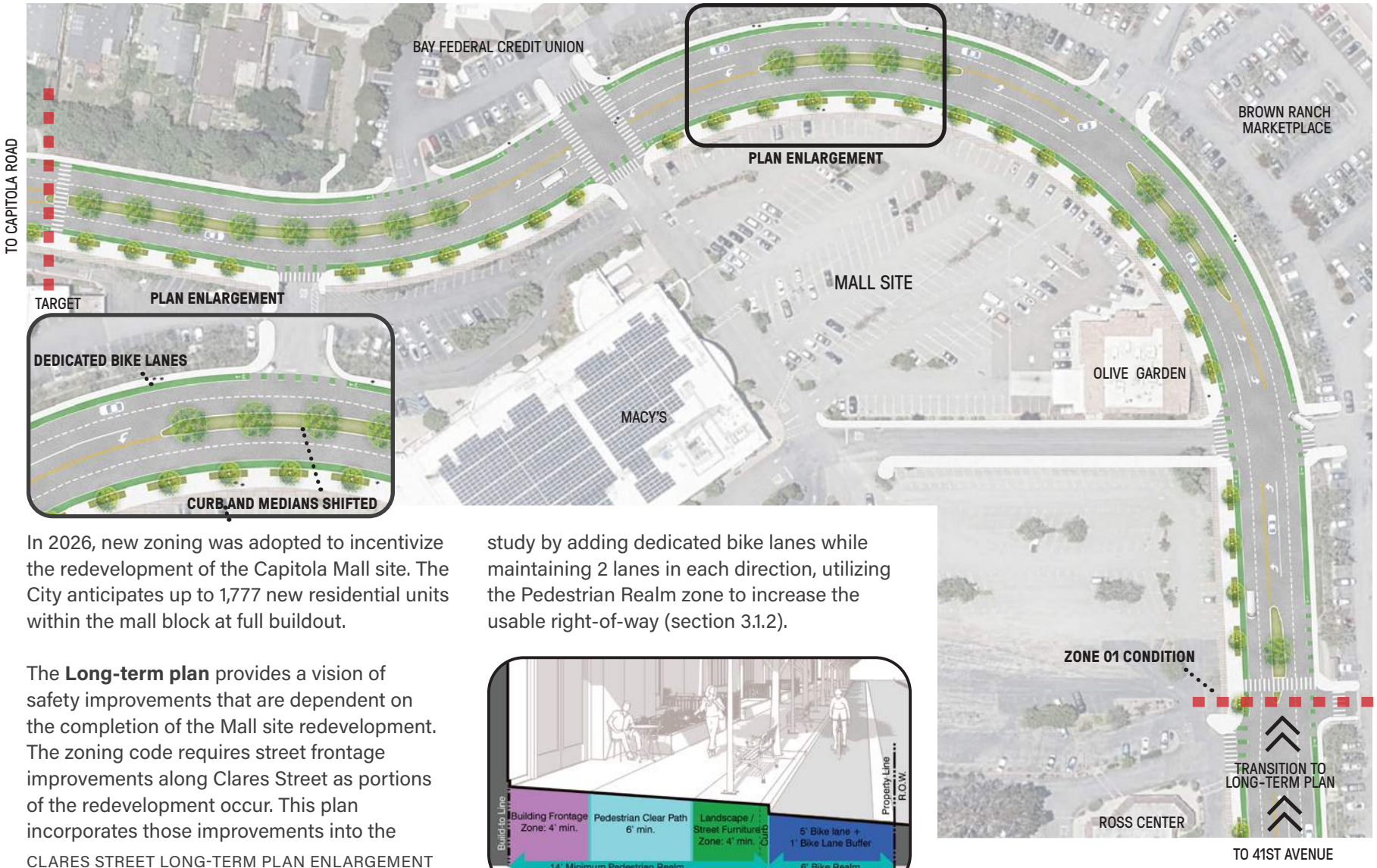
By going from 2 to 1 lane in each direction, all curbs and medians can be maintained while still including protected bike lanes on either side. Traffic counts along Clares Street were analyzed and indicate that these improvements and lane reduction are feasible for current and future projected vehicular flow, while improving active transportation infrastructure.

CLARES STREET NEAR-TERM PLAN AND ENLARGEMENT

In-depth overview provided in section 3.3.6

LONG-TERM IMPROVEMENT PLAN

CLARES STREET



In 2026, new zoning was adopted to incentivize the redevelopment of the Capitola Mall site. The City anticipates up to 1,777 new residential units within the mall block at full buildout.

The **Long-term plan** provides a vision of safety improvements that are dependent on the completion of the Mall site redevelopment. The zoning code requires street frontage improvements along Clares Street as portions of the redevelopment occur. This plan incorporates those improvements into the study by adding dedicated bike lanes while maintaining 2 lanes in each direction, utilizing the Pedestrian Realm zone to increase the usable right-of-way (section 3.1.2).

CLARES STREET LONG-TERM PLAN ENLARGEMENT

In-depth overview provided in section 3.3.7

3.3.5 41ST AVENUE TO MIDBLOCK PROPOSED IMPROVEMENTS

Note: In Zone 01, improvements between 41st Avenue and 40th Avenue are dependent on redevelopment of the properties on the south side of the street. Upon future redevelopment, a new bike lane and sidewalk will be required within the Pedestrian Realm zone on private property.

KEY MAP

FIGURE 3.15 EXISTING CONDITIONS

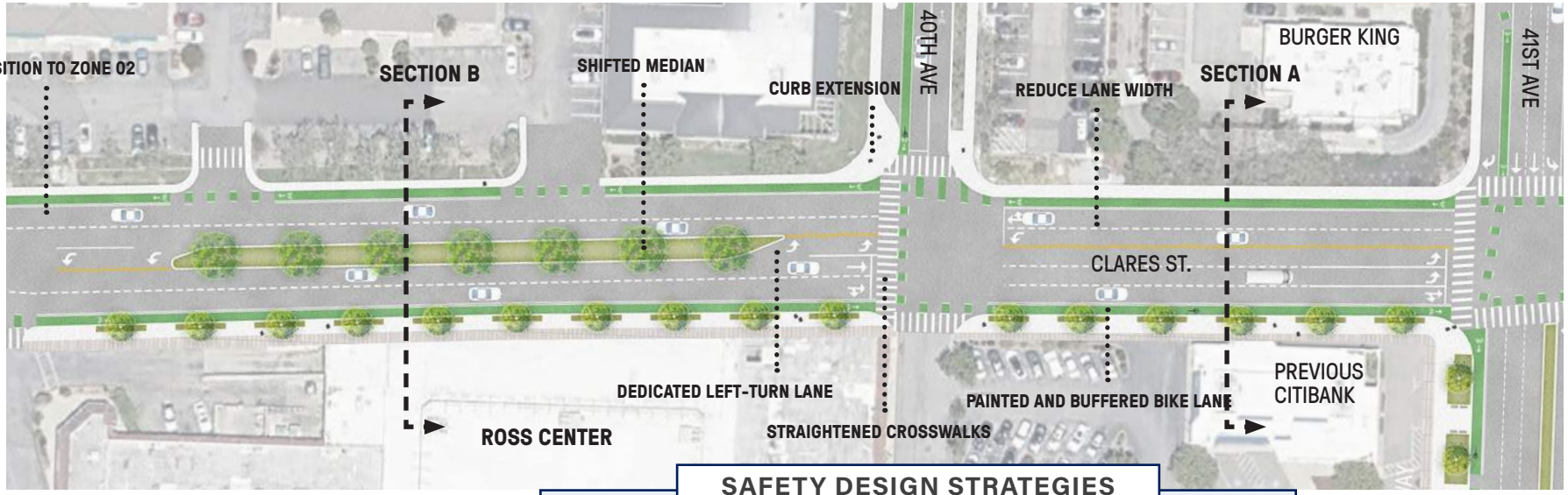


FIGURE 3.16 41ST AVENUE TO MIDBLOCK

Illustrative plan of the proposed interventions

40TH AVENUE PROPOSED IMPROVEMENTS

Note: In Zone 01, improvements to 40th Avenue between Deanes Lane and Clares Street may occur as funding becomes available. The intersection shown will be straightened and curbs extended to provide safer pedestrian crossing. As a preferred alternate route, an improved bike lane is proposed.

KEY MAP

FIGURE 3.17 EXISTING CONDITIONS

FIGURE 3.18 40TH AVENUE BICYCLE IMPROVEMENTS

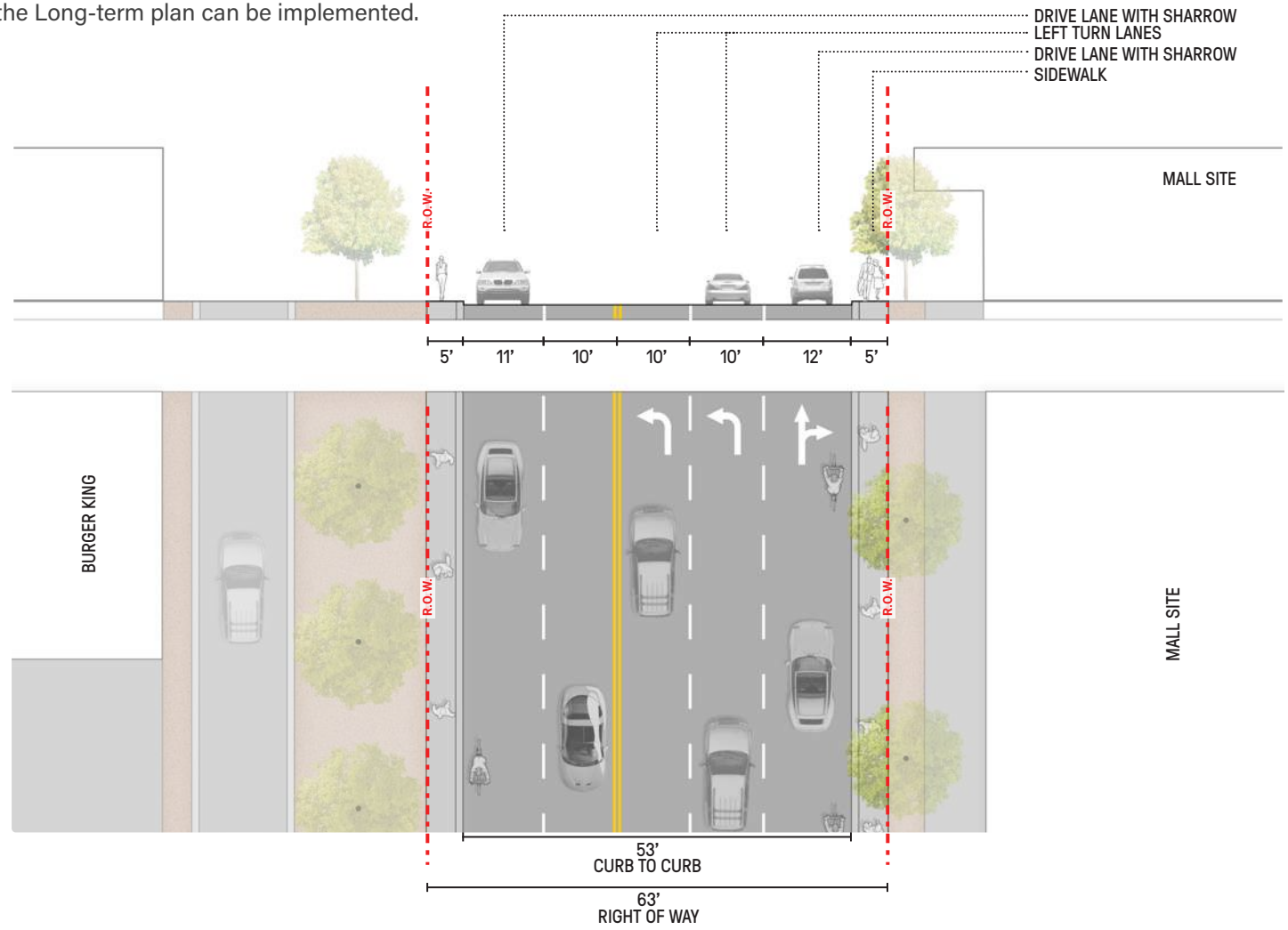
Illustrative plan of the proposed interventions

ZONE 01 EXISTING AND NEAR-TERM

CLARES STREET

SECTION A - EXISTING TYPICAL AND NEAR-TERM

Note: The existing right-of-way between 41st Avenue and 40th Avenue is highly constrained. With five lanes and no center median, there is no room to install dedicated bike lanes. Because of this segment's heavy vehicular use, lane reduction is not an option. As an interim strategy, bicyclists are recommended to use 40th Avenue until the Long-term plan can be implemented.

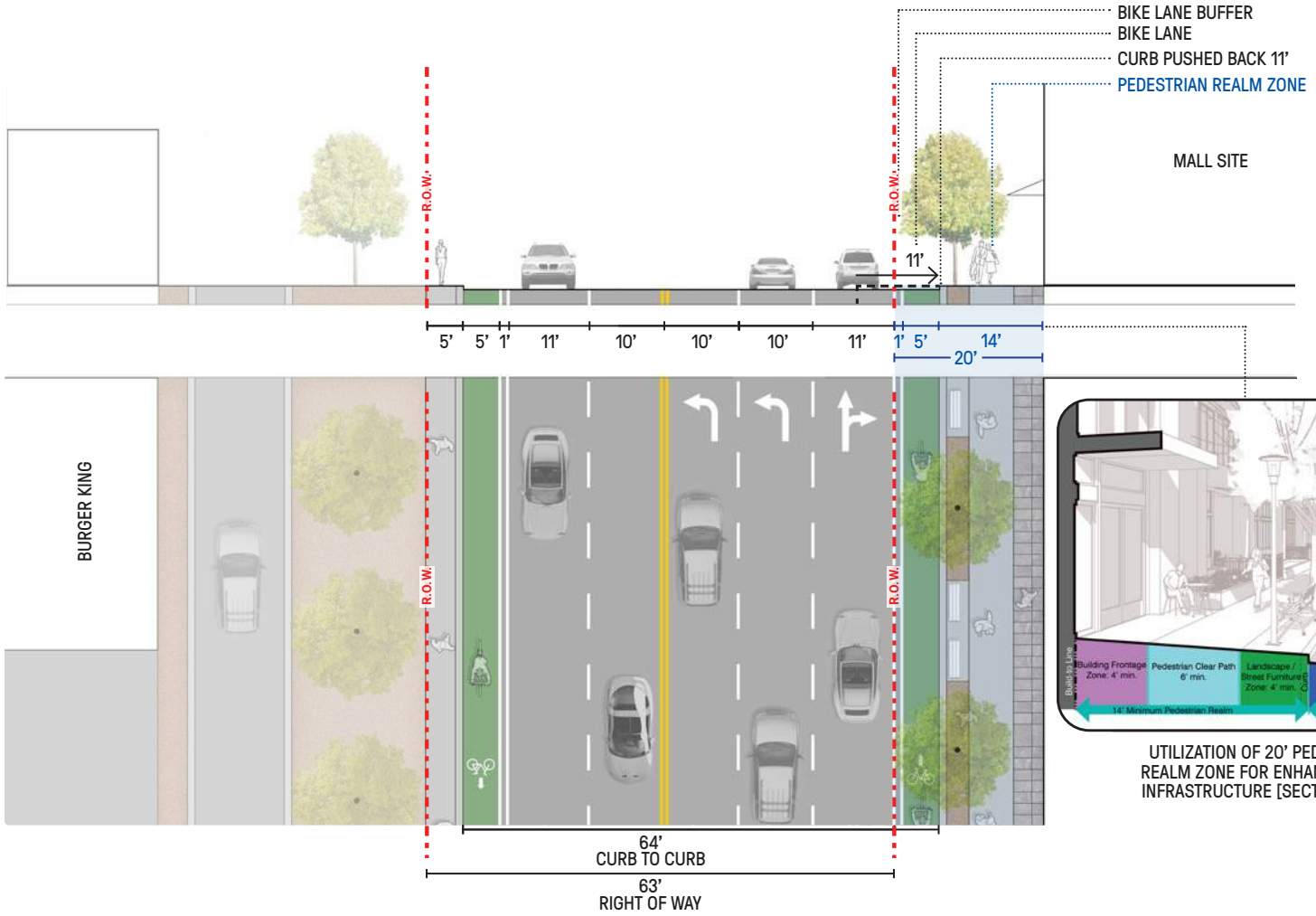


ZONE 01 LONG-TERM

CLARES STREET

SECTION A - PROPOSED LONG-TERM

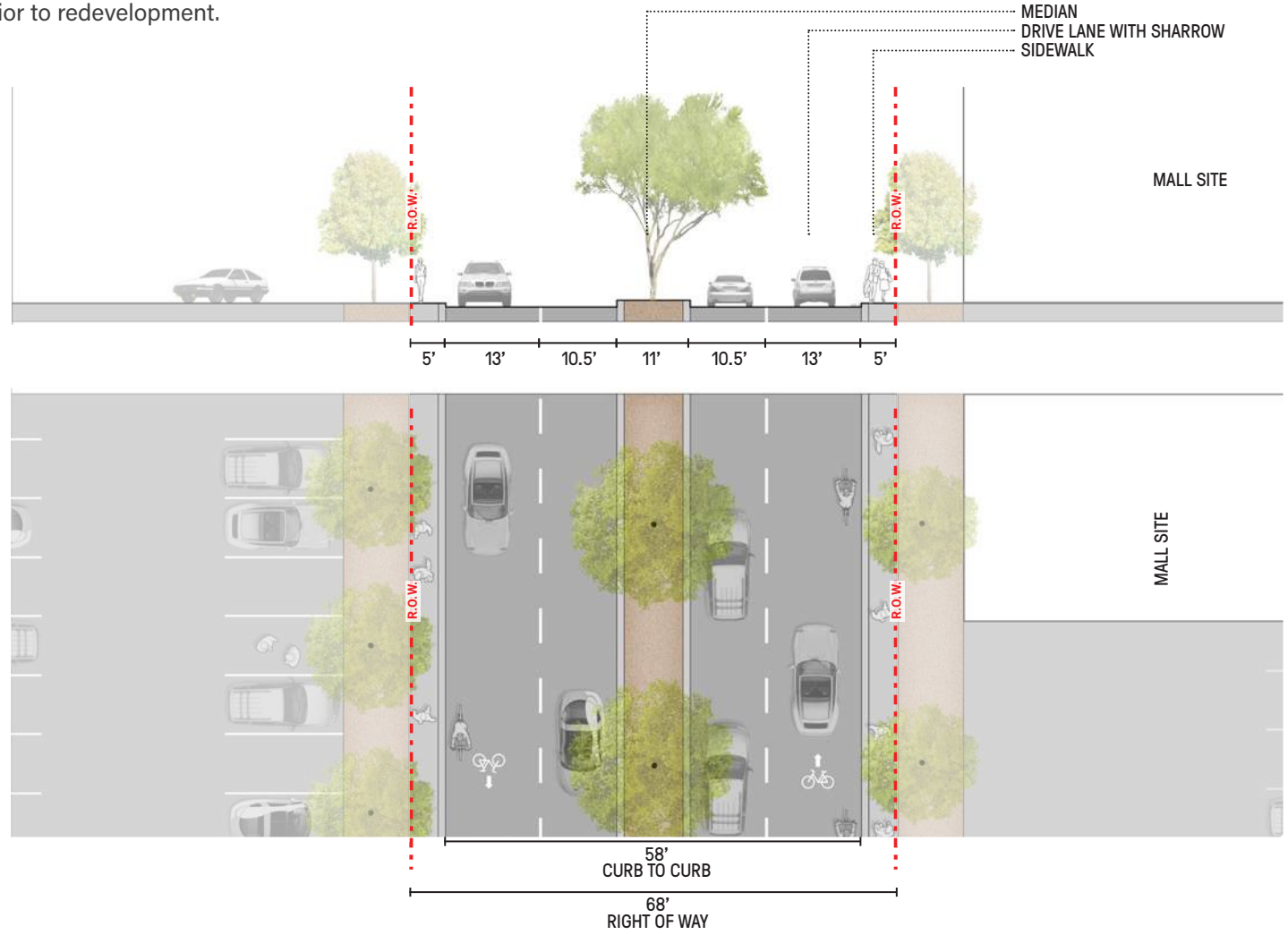
Note: Improvements to this segment are dependent on redevelopment of the properties on the south side of the street. Upon future development, a new bike lane and sidewalk will be required within the Pedestrian Realm zone on private property.



UTILIZATION OF 20' PEDESTRIAN REALM ZONE FOR ENHANCED BIKE INFRASTRUCTURE [SECTION 3.1.3]

SECTION B - EXISTING TYPICAL AND NEAR-TERM

Note: The existing right-of-way between the proposed midblock crossing and 40th Avenue is also constrained. During peak hours, this segment experiences excessive queuing from the 41st Avenue intersection. Also, the Ross building is located 5'-10' from the property line. For these reasons, no modifications are recommended to this segment prior to redevelopment.

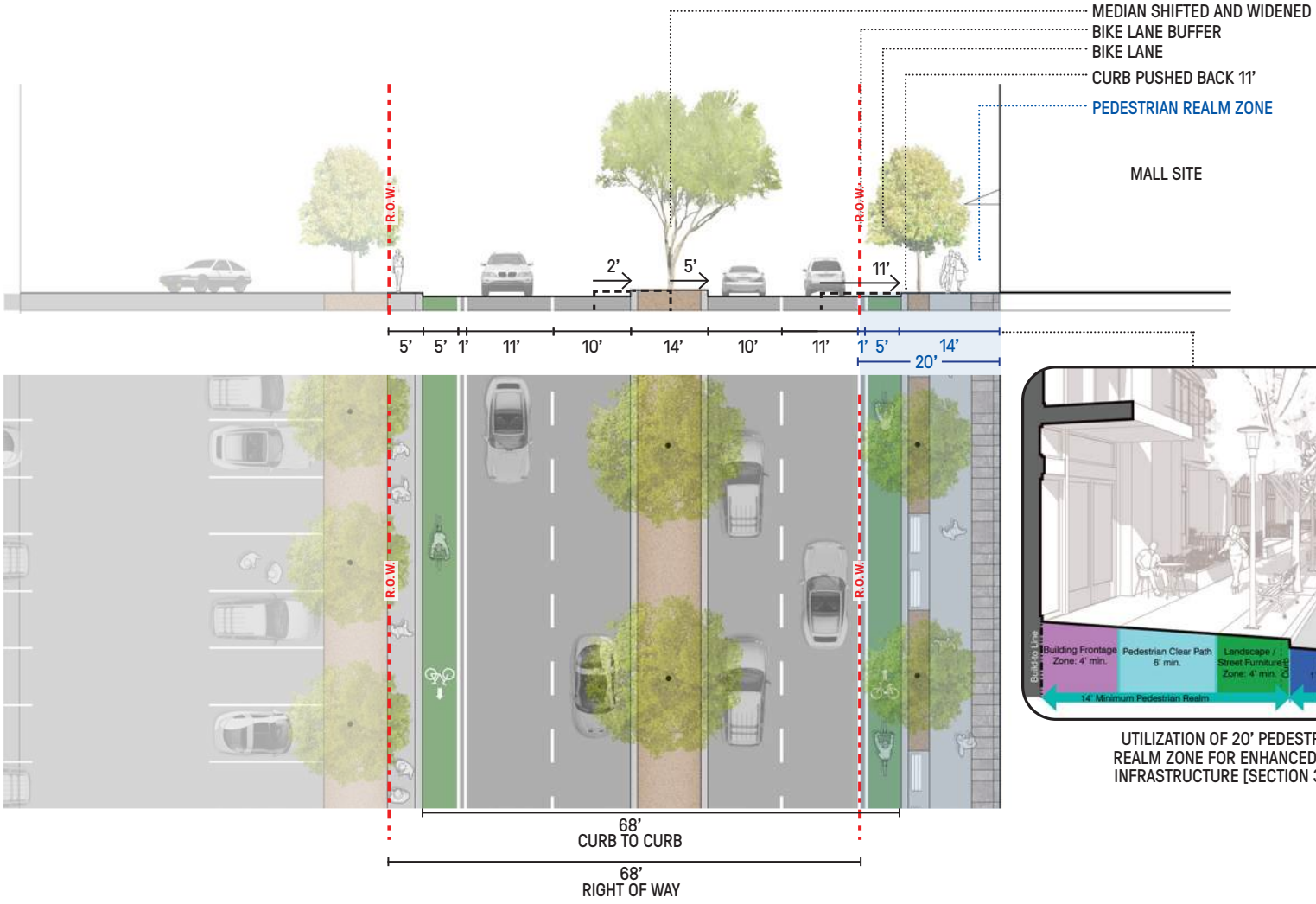


ZONE 01 LONG-TERM

CLARES STREET

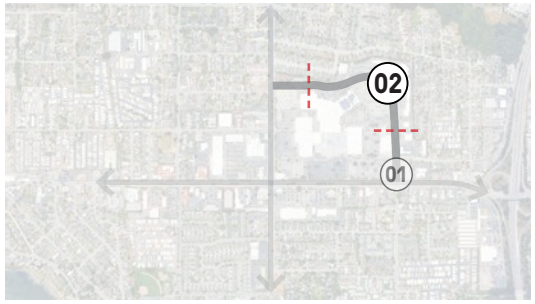
SECTION B - PROPOSED

Note: Improvements to this segment are dependent on redevelopment of the properties on the south side of the street. Upon future redevelopment, a new bike lane and sidewalk will be required within the Pedestrian Realm zone on private property.



UTILIZATION OF 20' PEDESTRIAN REALM ZONE FOR ENHANCED BIKE INFRASTRUCTURE [SECTION 3.1.3]

3.3.6 MIDBLOCK TO MIDBLOCK PROPOSED IMPROVEMENTS



KEY MAP

FIGURE 3.19 EXISTING CONDITIONS

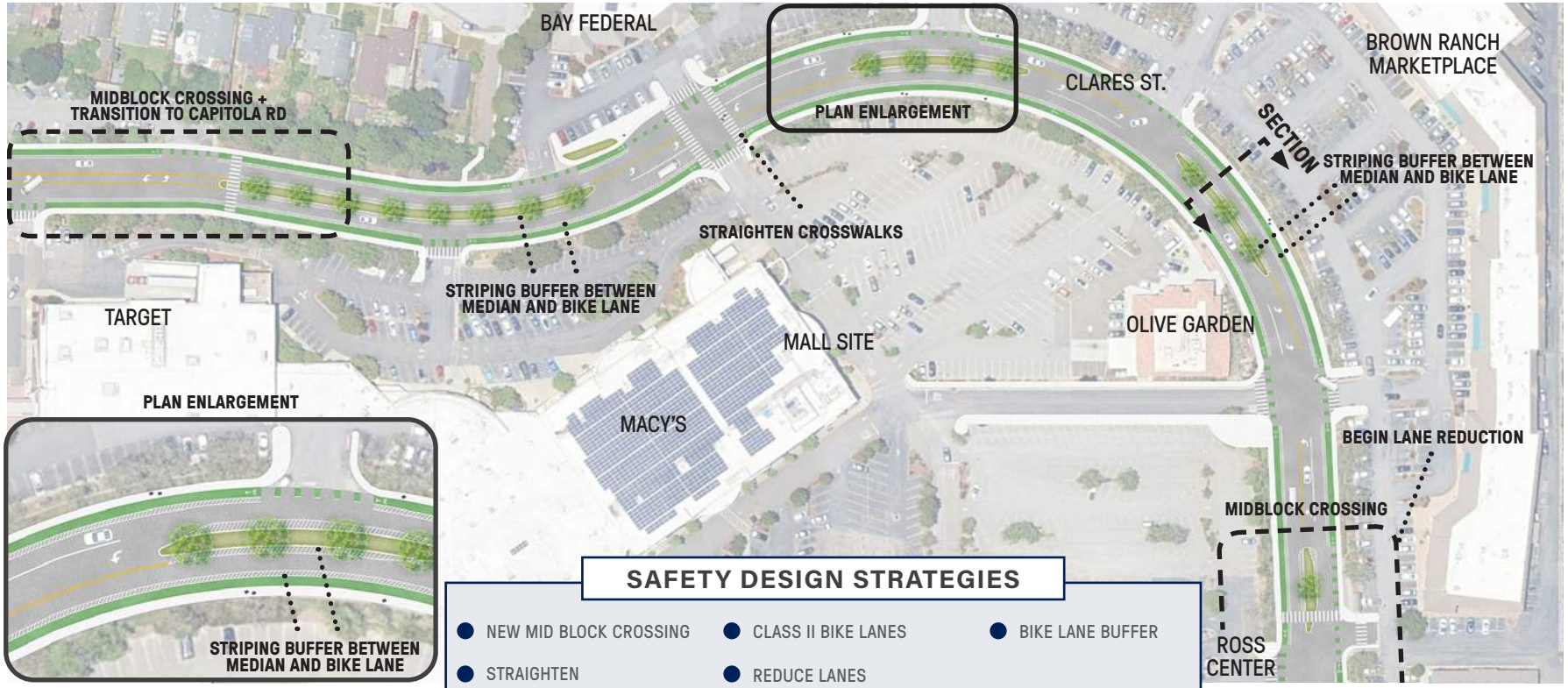


FIGURE 3.20 MIDBLOCK TO MIDBLOCK

Illustrative plan of the proposed interventions

ZONE 02 NEAR-TERM

CLARES STREET MIDBLOCK

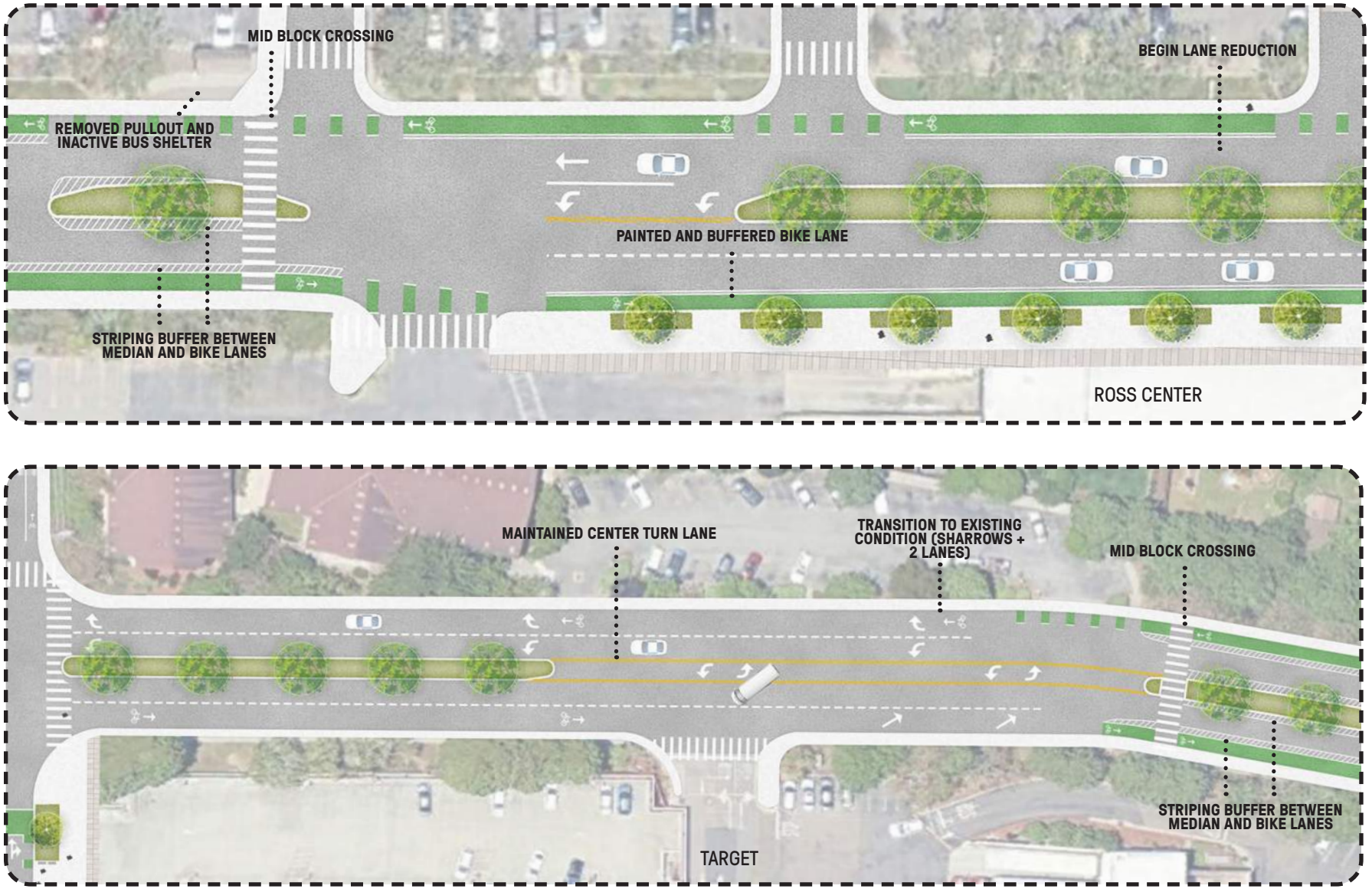


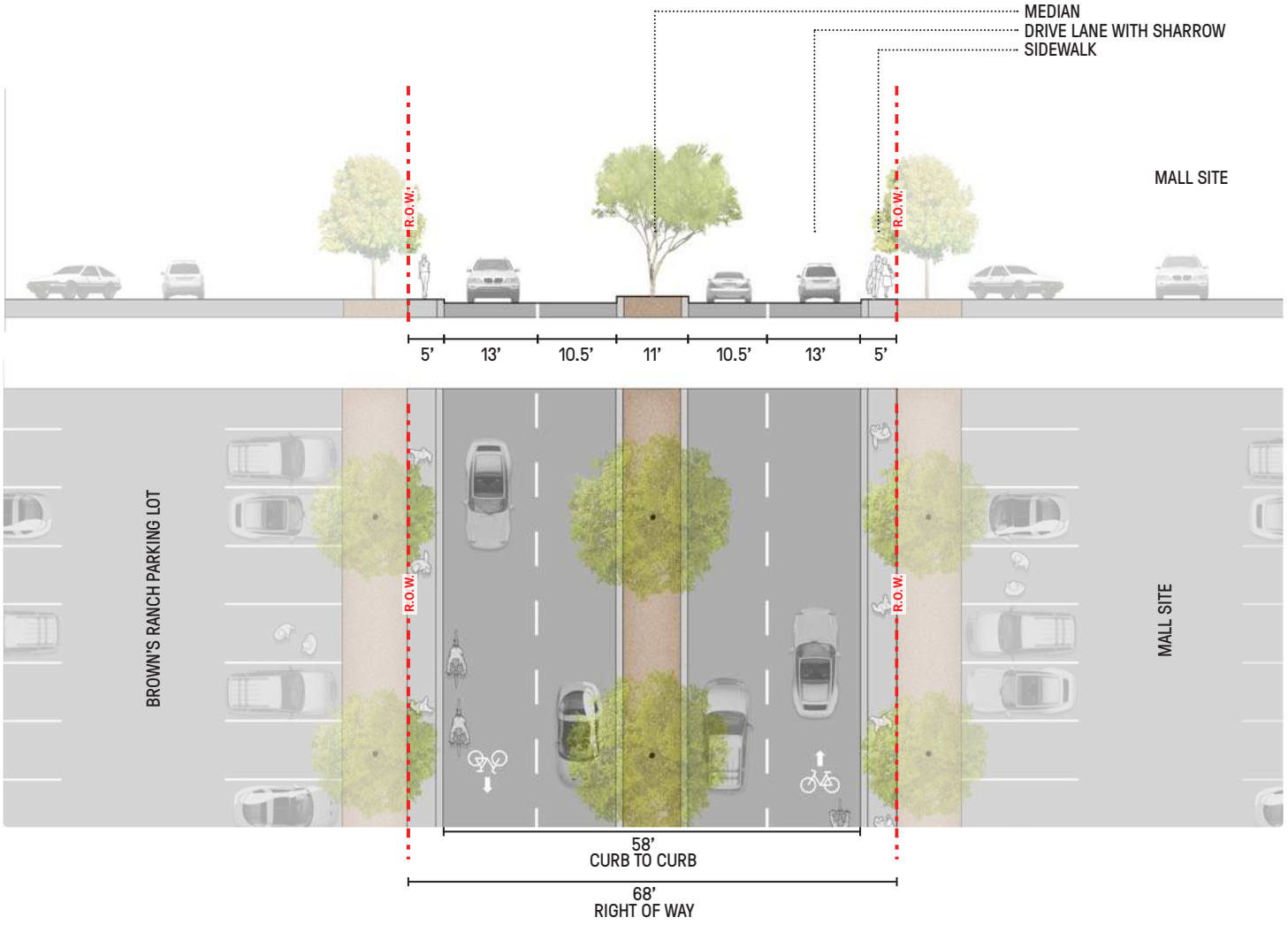
FIGURE 3.21 MIDBLOCK CROSSINGS + TRANSITION

Illustrative plan of the proposed interventions

ZONE 02 EXISTING

CLARES STREET

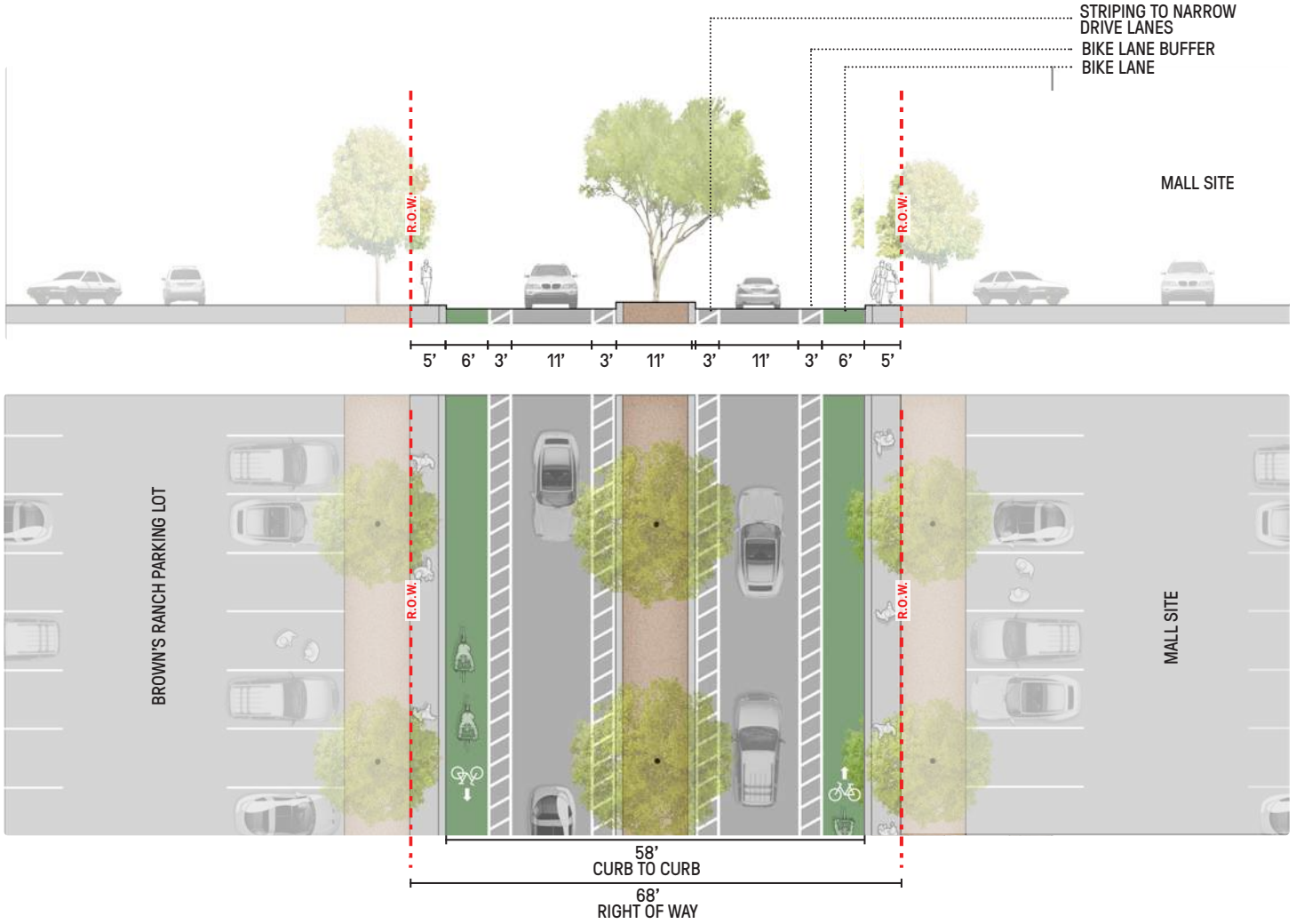
SECTION - EXISTING TYPICAL



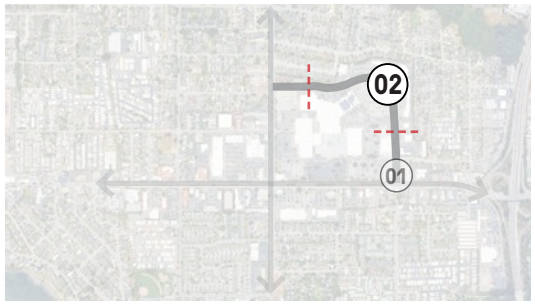
ZONE 02 NEAR-TERM

CLARES STREET

SECTION - PROPOSED



3.3.7 MIDBLOCK TO MIDBLOCK PROPOSED IMPROVEMENTS



KEY MAP

FIGURE 3.22 EXISTING CONDITIONS

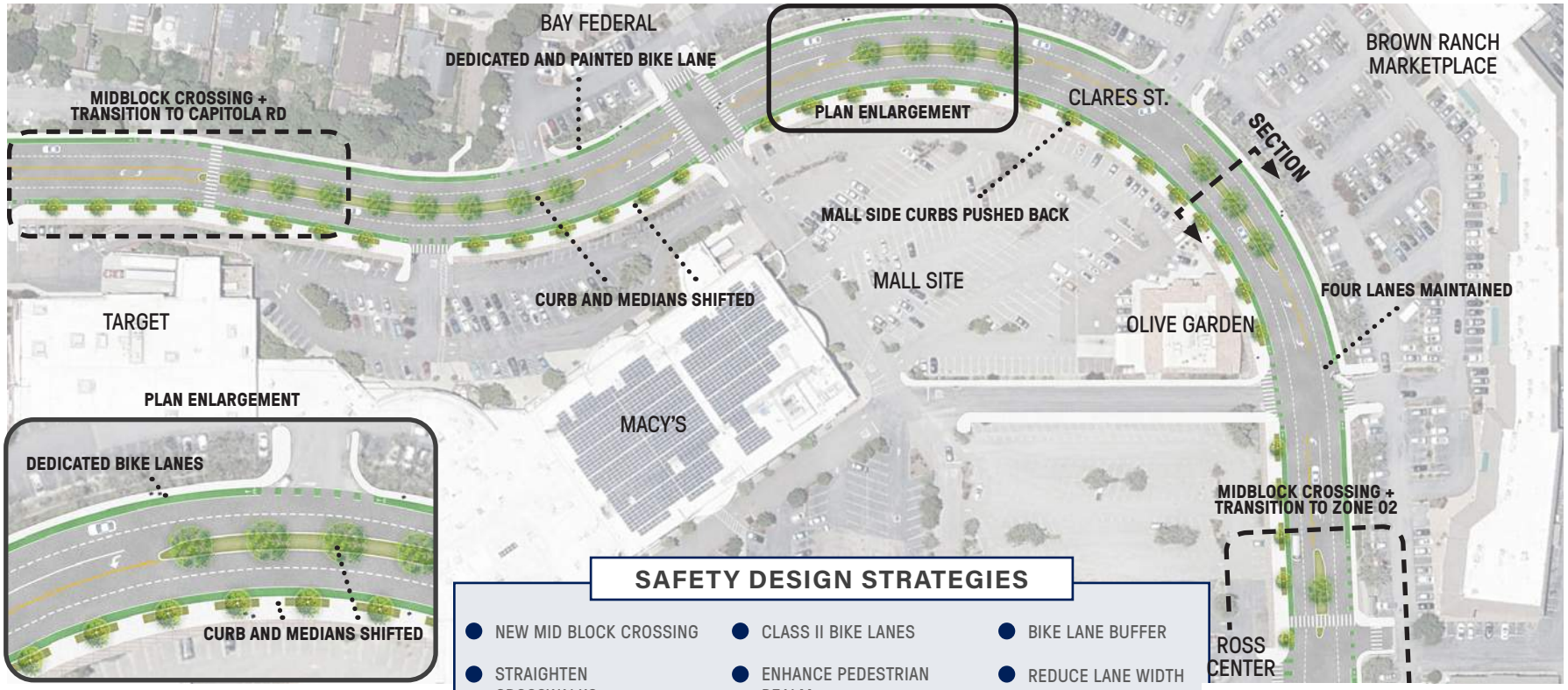


FIGURE 3.23 MIDBLOCK TO MIDBLOCK

Illustrative plan of the proposed interventions

ZONE 02 LONG-TERM

CLARES STREET

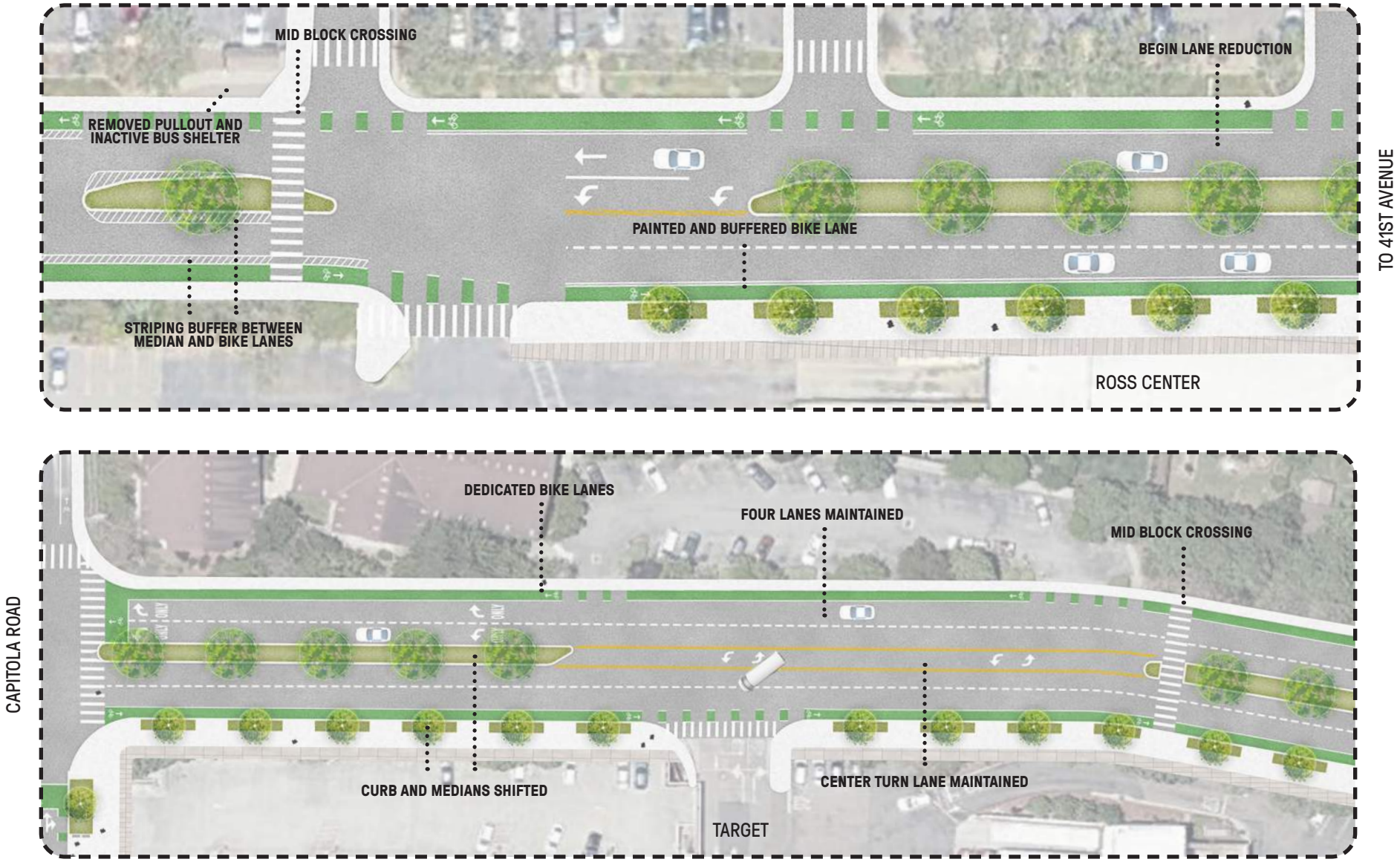


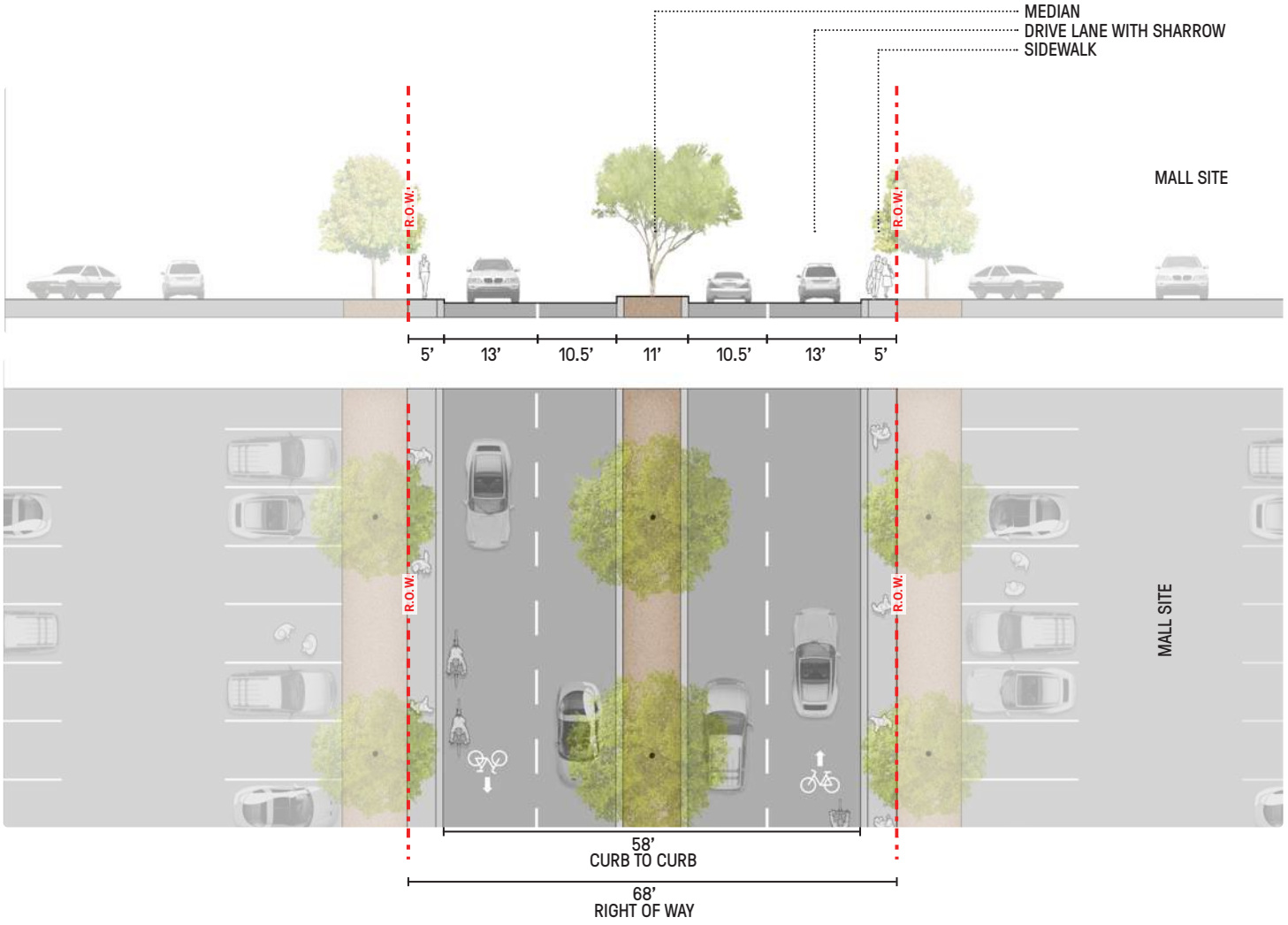
FIGURE 3.24 MIDBLOCK CROSSINGS + TRANSITION TO CAPITOLA ROAD

Illustrative plan of the proposed interventions

ZONE 02 EXISTING

CLARES STREET

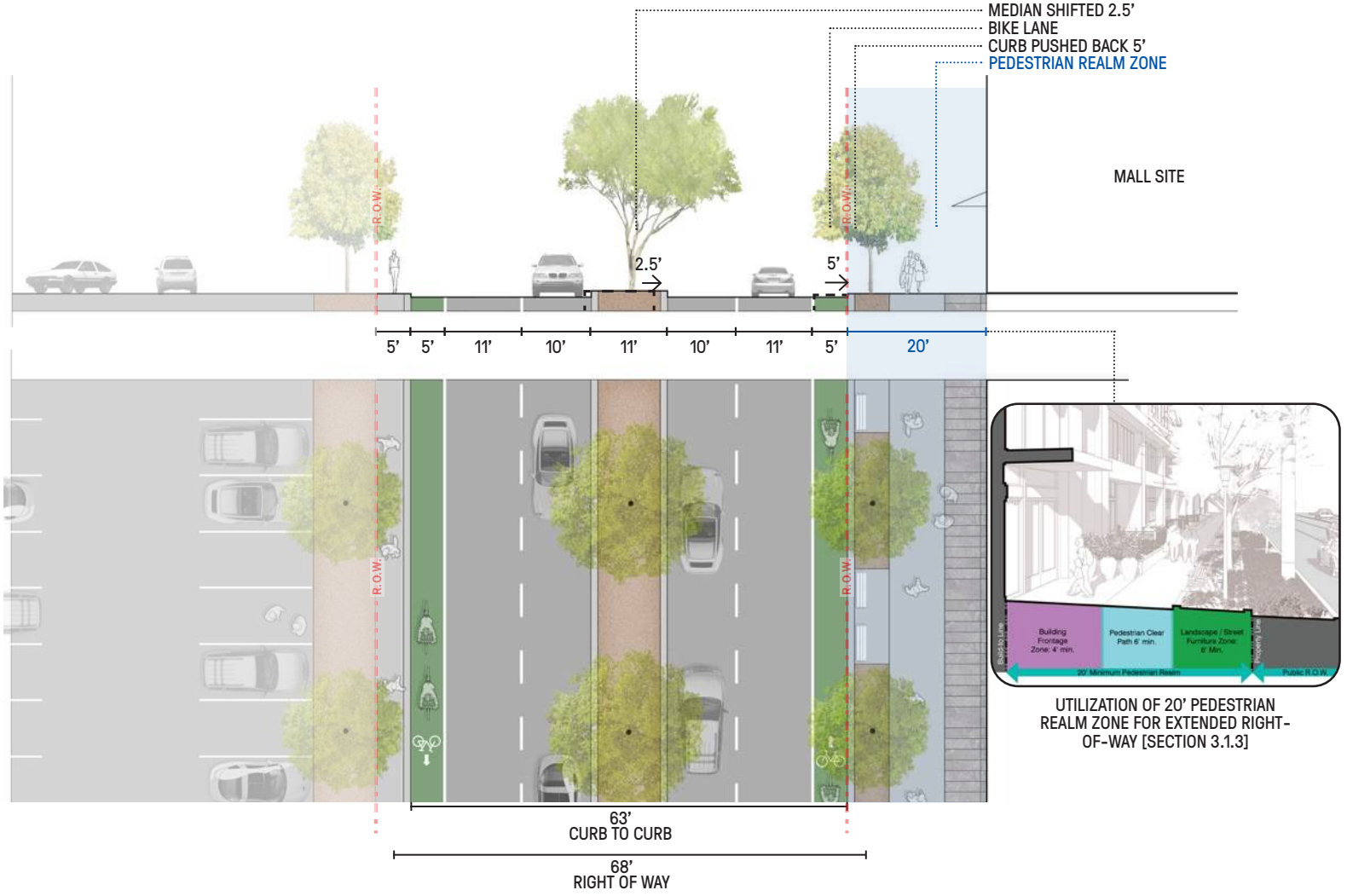
SECTION - EXISTING TYPICAL



ZONE 02 LONG-TERM

CLARES STREET

SECTION - PROPOSED



UTILIZATION OF 20' PEDESTRIAN REALM ZONE FOR EXTENDED RIGHT-OF-WAY [SECTION 3.1.3]

3.4 CAPITOLA ROAD

The extent of improvements for Capitola Road are from the City limit at 30th Avenue to 42nd Avenue. The majority of this stretch of Capitola was recently improved in 2023.

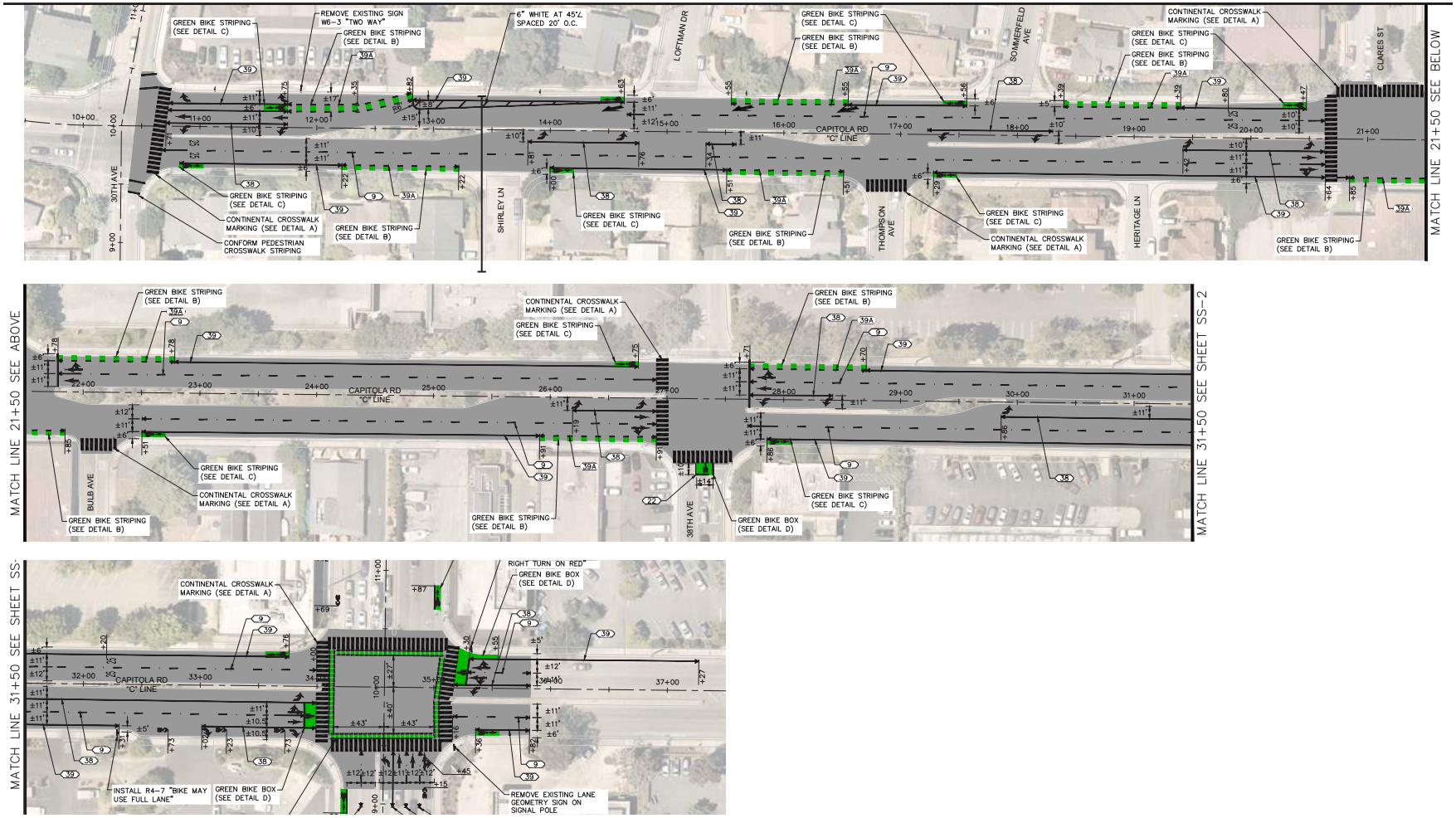
Further modification to curbs, lane width, and road striping however are not proposed in this section of the corridor plan.

This is an important east-west connector for the City of Capitola, particularly as it functions as a gateway for traffic coming from the west. The plan includes placemaking opportunities and enhancements to the existing median to strengthen the identity along the length of the corridor.

Additionally, the block between Clares Street and 41st Avenue is adjacent to the Capitola Mall site and therefore is considered a "Perimeter Street" with the potential for an expanded pedestrian realm through future redevelopment. The improvements proposed are consistent with those shown in Zone 02 of 41st Avenue, creating a consistent treatment at the intersection of the two significant corridors.

3.4.1 RECENT AND PLANNED IMPROVEMENTS

The Capitola Road Pavement Rehab project from 2023 included enhanced bicycle infrastructure from 30th Avenue to the intersection with 41st Avenue. These improvements have been well received by the comment are the corridor plan does not anticipate the need for any further improvements or replacement of the street in these blocks.



3.4.2 OVERALL IMPROVEMENTS SUMMARY

The improvements for Capitola Road are described through the following three zones.

01

30TH AVE. TO CLARES ST.

WESTERN GATEWAY

02

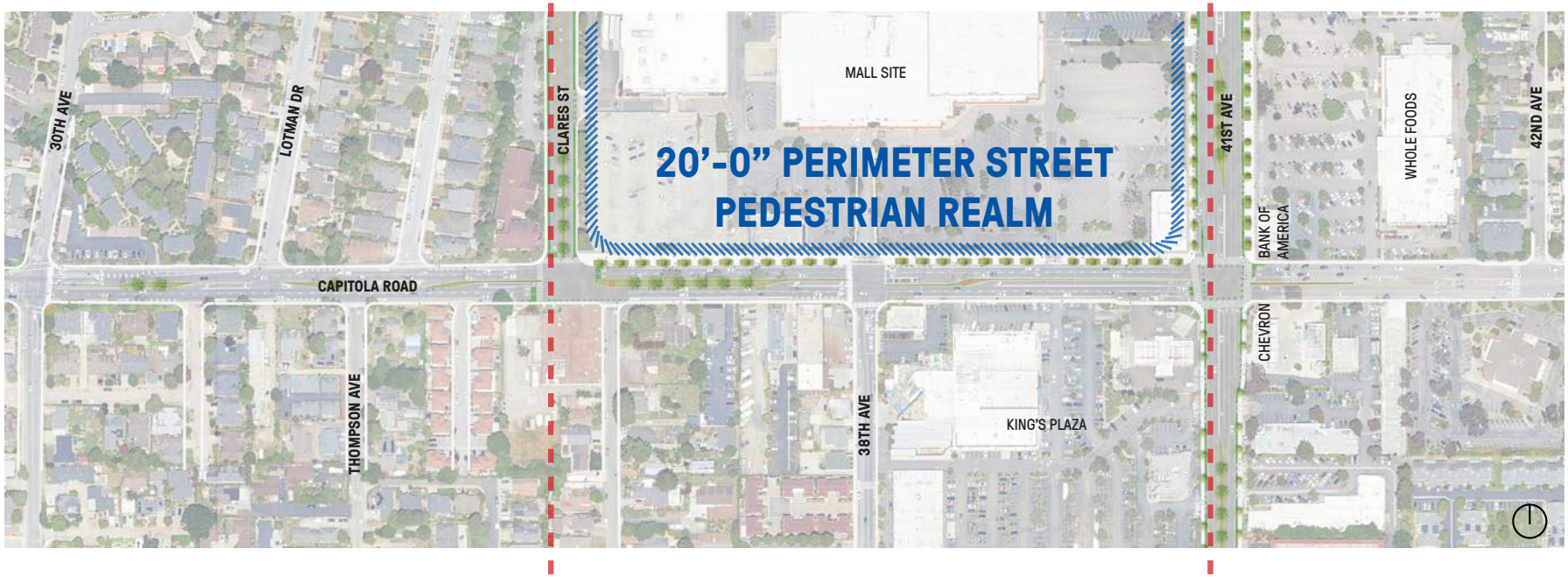
CLARES ST. TO 41ST AVE.

PEDESTRIAN REALM ZONE

03

41ST AVE. TO 42ND AVE.

EASTERN GATEWAY



3.4.3 30TH AVENUE TO CLARES STREET

KEY MAP

FIGURE 3.25 EXISTING CONDITIONS

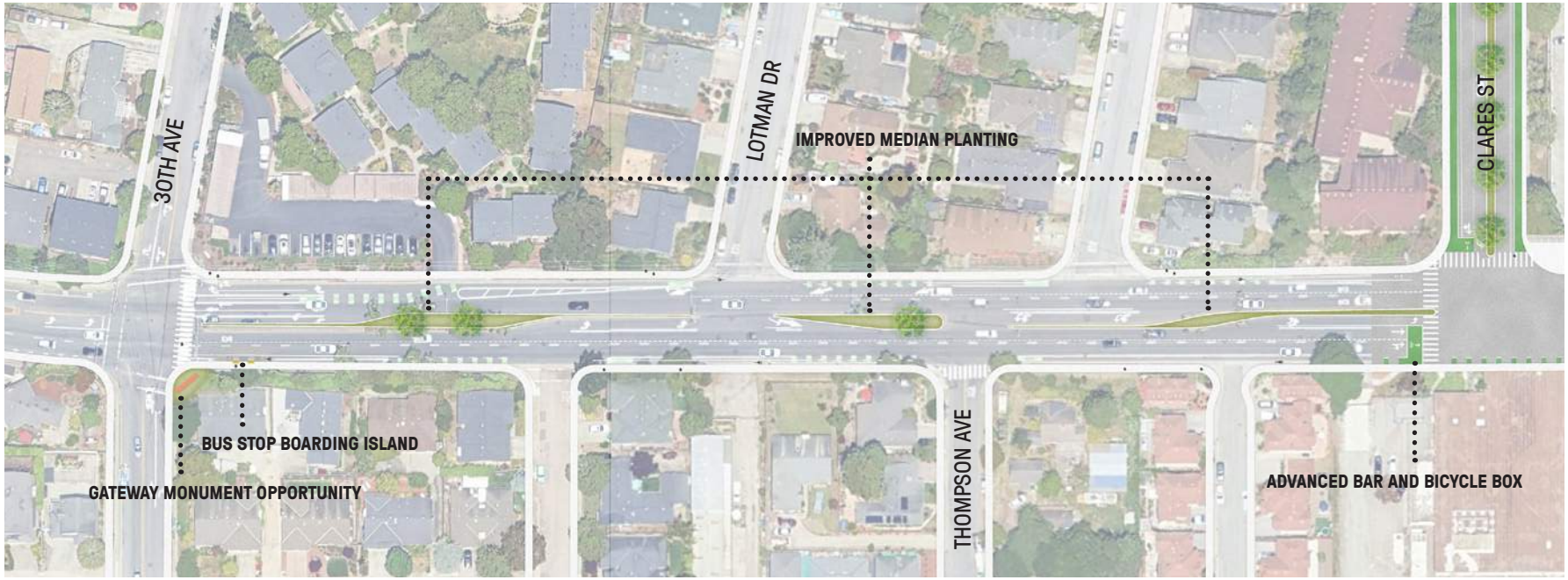


FIGURE 3.26 30TH AVENUE TO CLARES STREET

Illustrative plan of the proposed interventions

3.4.4 CLARES STREET TO 41ST AVENUE

KEY MAP

FIGURE 3.27 EXISTING CONDITIONS

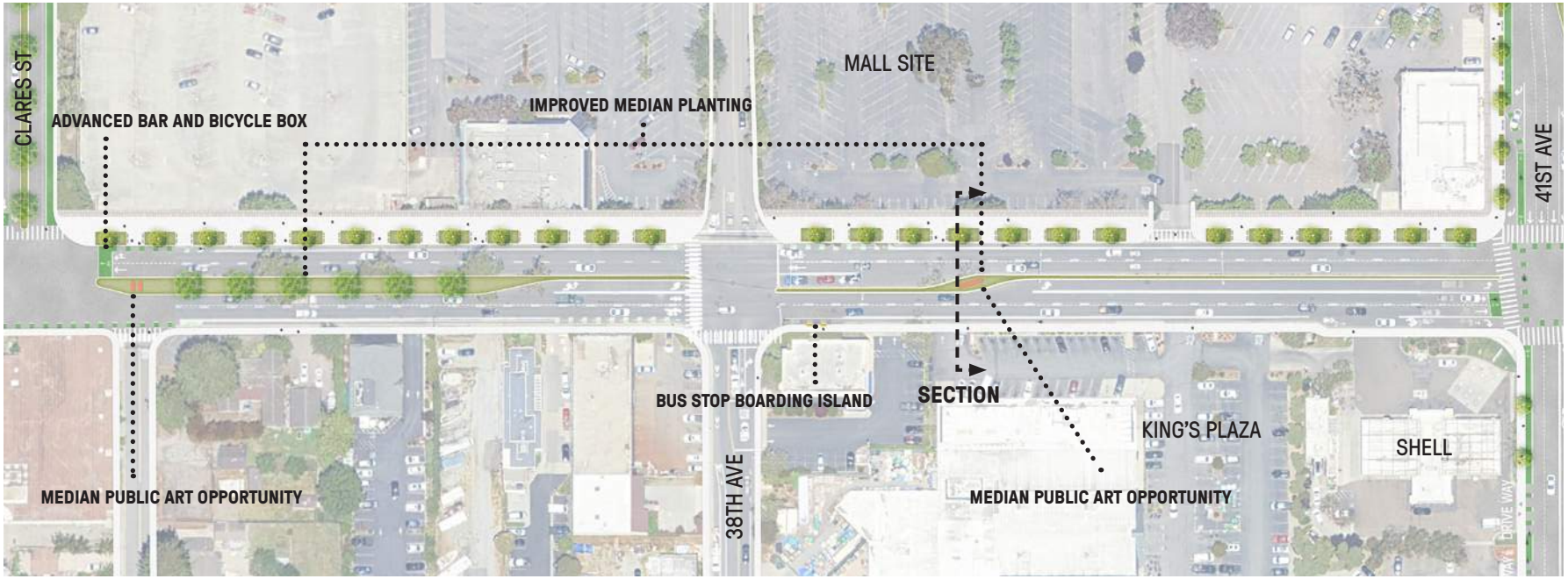


FIGURE 3.28 CLARES STREET TO 41ST AVENUE

Illustrative plan of the proposed interventions

3.4.5 41ST AVENUE TO 42ND AVENUE

KEY MAP

FIGURE 3.29 EXISTING CONDITIONS

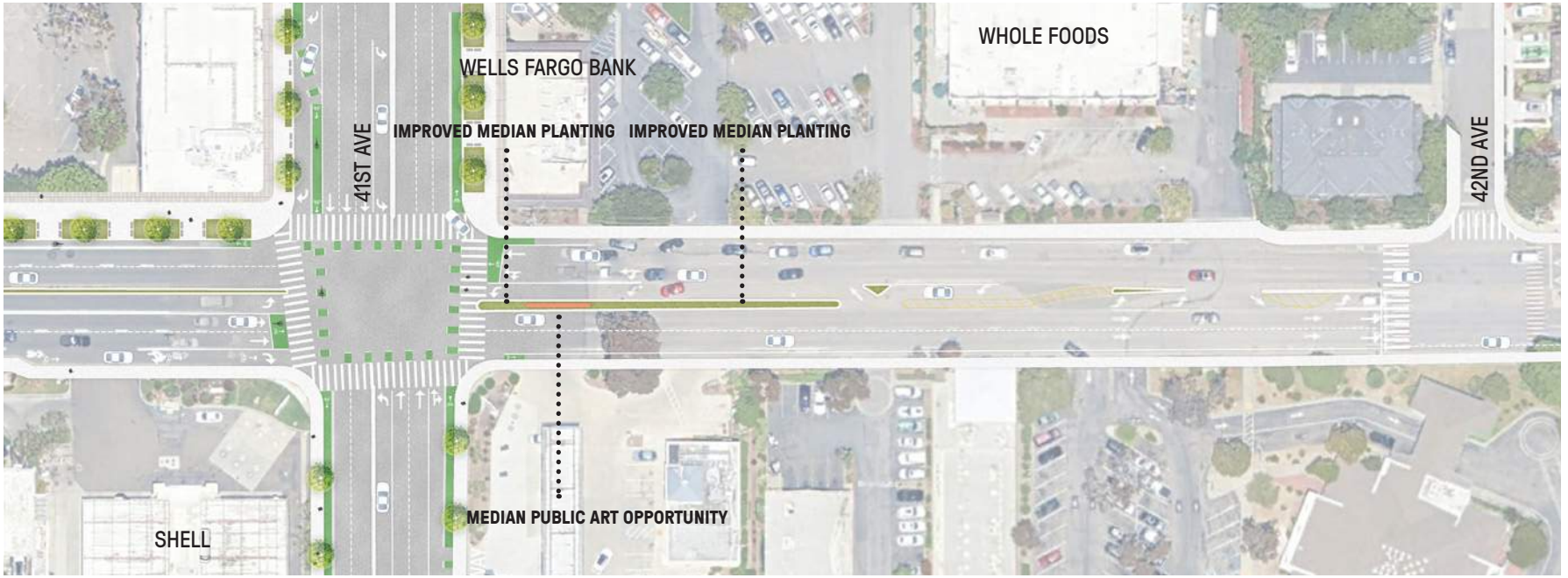


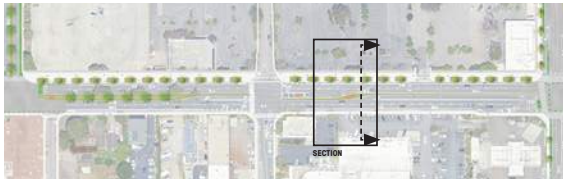
FIGURE 3.30 41ST AVENUE TO 42ND AVENUE

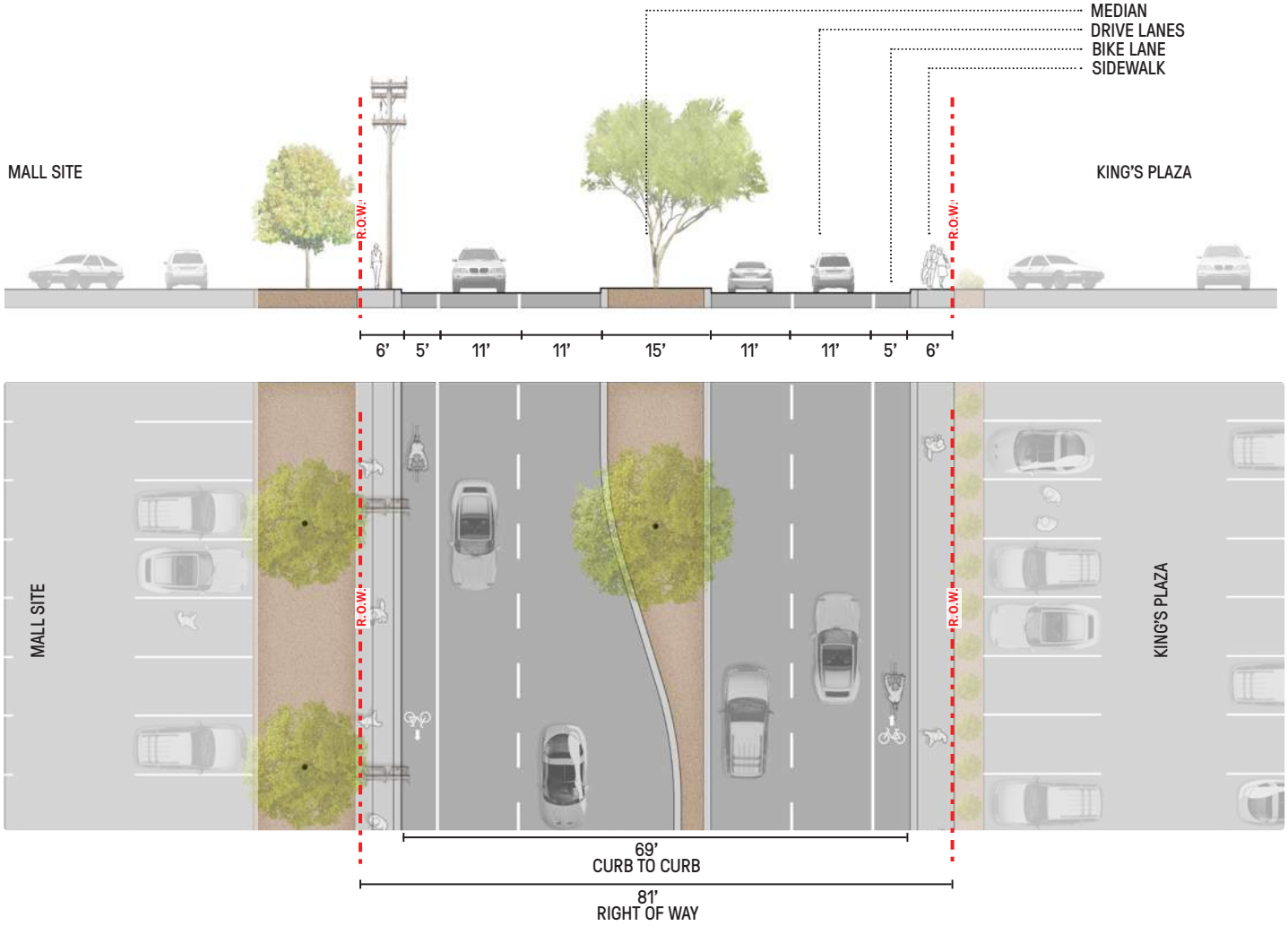
Illustrative plan of the proposed interventions

ZONE 02

CAPITOLA ROAD

SECTION - TYPICAL EXISTING

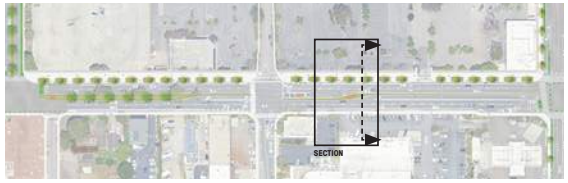


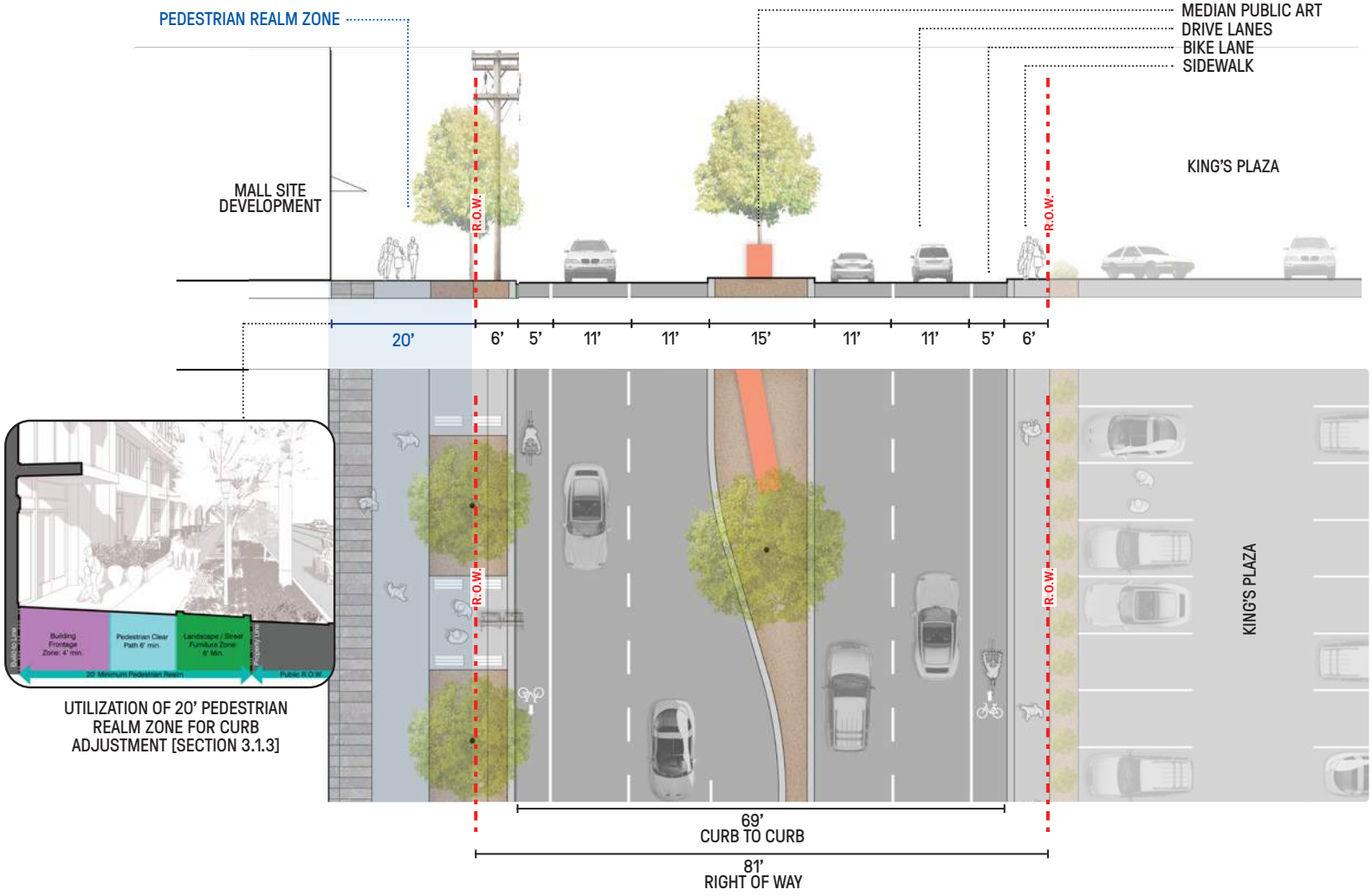


ZONE 02

CAPITOLA ROAD

SECTION - PROPOSED





3.5 OVERALL CORRIDOR DESIGN STRATEGIES

In addition to the typical sections for each corridor and sub-zone, there are a number of conditions that are common throughout the entire plan area.

The following vignettes focus on key design strategies that may be deployed in many instances. Each condition includes a best practice to follow, to serve as a guide for future implementation.

It is understood however, that these are still conceptual in nature. Construction drawings will be developed for each phase of corridor improvement implementation, at which time best practices and typical conditions will be replaced with detailed engineering solutions.

Note: Sidewalks adjacent to existing or planned bus stops on 41st Avenue and Capitola Road must be a minimum of 8' wide. Where full 8' sidewalk width is not feasible, 8'x4' ADA landing pads must be installed.

PAINTED BIKE LANES

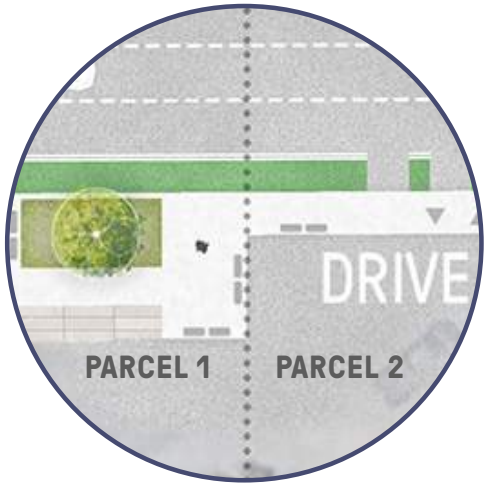
Paint, stripe, and signal bike lanes, including through intersections.

ADA BUS STOP BOARDING ISLANDS

Where sidewalks and bike lanes are constrained, bus stop boarding islands must be installed for accessibility.

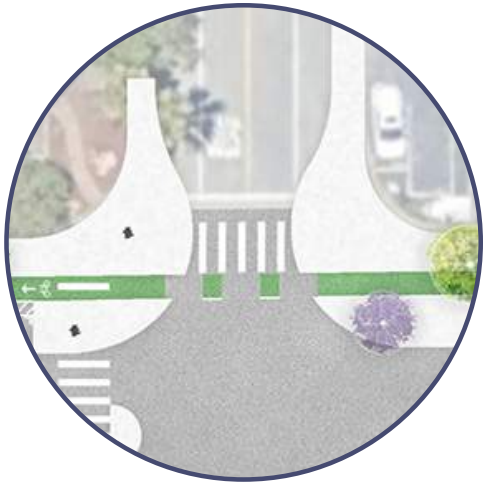
BIKE CROSSOVER

Utilize striping and signaling where appropriate for safe cyclist-vehicle interaction



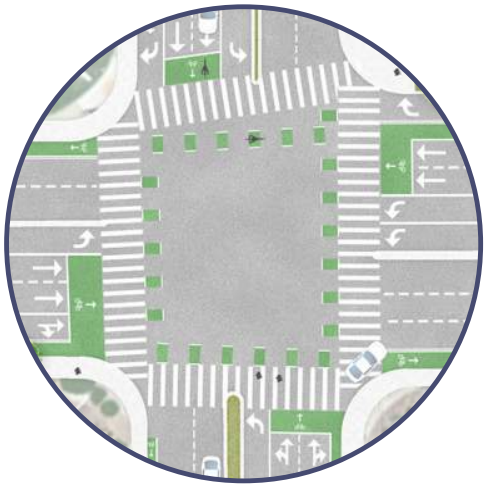
PEDESTRIAN ZONE PHASE TRANSITIONS

Seamless transition between parcels with pedestrian realm zones and parcels without.



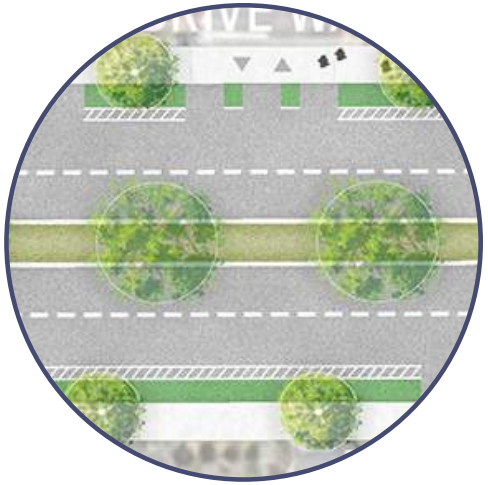
BULB-OUTS (41ST ZONE 04)

Provide bulb-outs to reduce crossing distance and protect bike lanes and street parking, and increase the pedestrian realm.



HIGHLY VISIBLE CROSSWALKS

Straighten and standardize crosswalks across the corridor and introduce advanced stop bars and bicycle boxes at major intersections.

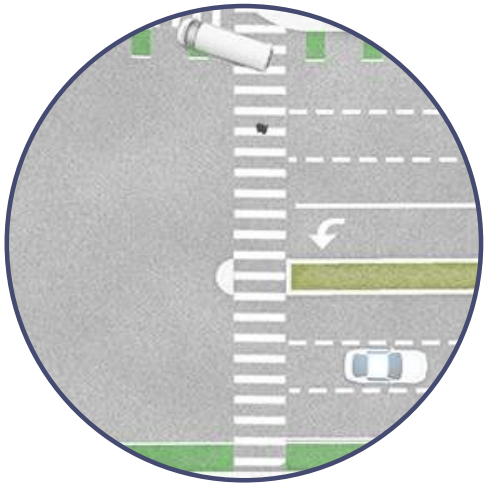


MEDIAN TREES

Create consistent tree row along medians and applicable sidewalks.

STREET PARKING (41ST ZONE 04)

Provide on-street parking and bike lane buffer to reduce to 2-lane roadway.



PEDESTRIAN PROTECTION ISLAND

When at medians and major intersections provide a protection island for pedestrians.

REDUCE CENTER TURN LANES

Reduce unprotected turn pockets and utilize intersection U-turns.

3.6 CORRIDOR DESIGN STANDARDS & GUIDELINES

3.6.1 OVERALL CORRIDOR PEDESTRIAN REALM DESIGN GUIDELINES

Throughout the plan area, there are several core guidelines that should be followed for the design of the pedestrian realm, as defined by the area from back of curb.

Roadway improvements should comply with street design standards and requirements of the City of Capitola the Central Fire District of Santa Cruz County, and applicable state a federal design guidance (e.g., Caltrans Complete Streets Guide and Caltrans Bikeway Facility Design Manual). Similarly, all bicycle improvements should comply with applicable state and federal design guidance including but not limited to the Caltrans Complete Streets Design Guidance and the Caltrans Bikeway Facility Design Manual.

a) Accessibility. Public realm improvements should incorporate the principles of universal design and ensure all sidewalks, crossings, curb ramps, etc. comply with California Building Code ADA standards.

b) Wayfinding and Signage. Consistent wayfinding and signage along each corridor is key to defining the corridor and district character (section 4.1). At intersections, directional signage should also be considered to provide navigational guidance to pedestrians, bicyclists, and vehicles. For consistency with the regional bicycle network, signage should match Santa Cruz County Regional Transportation Commission (SCCRTC) signage implementation program.

c) Crossings. Pedestrian comfort and safety require consistent and clear street crossings.

i. Standard painted crosswalks in most cases are sufficient, but at key intersections or gateways, they could be enhanced with paint or stamped asphalt patterning (section 4.1.2).

ii. Design considerations at new mid-block crossings (section 3.3.2) may include Rectangular Rapid Flashing Beacons (RRFBs), HAWK signals, raised crosswalks, etc.

iii. Based on crash data, advance stop bars for vehicles should also be implemented before crosswalk and bicycle box at key intersections (refer to LRSP).

d) Hardscape. The default for pedestrian paving should be city standard gray concrete for ease of maintenance. At key intersections and within the Perimeter Street landscape furniture zone (section 3.1.2), accent paving can be used to differentiate a dedicated site furnishing zone separate from the path of travel. Refer to the hardscape material palette (section 4.3.1) for examples.

e) Furnishings. Furnishings such as bicycle racks, seating, and trash receptacles should be selected in consultation with the City, with a consistent palette installed throughout the plan area. (section 4.3.2).

Specific standards regarding frequency of different fixture types varies depending on the corridor zone, as detailed in the following design standard sections. The following guidelines, however, apply to all corridors:

i. Furnishings should maintain a minimum 5-foot clearance around driveways, fire hydrants, and transit stops.

ii. Bicycle racks should comply with City of Capitola standards, preferably with some version of the inverted "U" rack design, supporting the frame at two points. Prioritize locations near destinations along corridor.

iii. Seating/benches should feature a minimum depth of 18-20 inches, height of 17-19 inches, and length of 4-6 feet. Prioritize locations in the shade.

iv. Trash receptacles should have a minimum 30-gallon capacity with lids

to control litter and stormwater entry. Placement of trash and recycling should comply with City of Capitola waste management policies.

v. Furnishing colors and materials should be durable, vandal resistant, and low maintenance.

vi. Selected furnishings should support the district branding concept and be chosen from the furnishing material palette provided (section 4.3.2). Once a given fixture has been selected, all future phases of implementation shall match (ex. same bench, same bike rack, etc.).

f) Lighting. Roadway and intersection light levels should be reviewed based on recommendations in the LRSP and updated to ensure adequate lighting is provided at all crosswalks. For additional pedestrian-scale lighting, refer to section 3.6.3 for low-traffic zones.

g) Understory Planting. Planting design must refer to sections 4.3.3 and 4.3.4 depending on the selected district branding concept and should be developed in consultation with the City to ensure that maintenance requirements are met.

i. Plant selection should maximize native and adapted species that are drought tolerant.

ii. Plant selection and placement should maintain sight lines, avoiding plants that exceed 30" height at all intersections.

h) Street Trees. Street tree selection must refer to sections 4.3.5 and 4.3.6 depending on the selected district branding concept. Street trees should be updated along all corridors, as indicated in the proposed improvement plans – at back of curb and within medians, where applicable. Street tree species should generally be consistent along each street, however there may be differentiating factors such as the following:

- Signature specimens at gateways, key intersections
- Unique species in medians
- Smaller species as required by utility restrictions (ex. under PGE power lines)

Specific standards regarding typical tree spacing varies depending on the corridor zone, as detailed in the following design standard sections. The following guidelines, however, apply to all corridors:

i. Tree well size: minimum 4 feet each direction.

ii. Planter well surfacing: tree grates, permeable pavers, decomposed granite, understory plants, or similar treatments as determined by City.

(i) Green Infrastructure. Green stormwater infrastructure to capture and treat runoff may be incorporated into the planters at back of curb to comply with the Municipal Regional Stormwater Permit requirements. Silva cells at tree wells may also be considered in space constrained conditions.

3.6.2 HIGH-TRAFFIC PEDESTRIAN REALM DESIGN GUIDELINES

Several zones within the 41st Avenue, Clares Street, and Capitola Road corridors are considered high-traffic. Defined as portions of the corridor with wider streets, more travel lanes, and higher traffic speeds, these occur at:

- 41st Avenue - Zones 01 and 02
- Clares Street - Zone 01
- Capitola Road – Zones 01, and 02

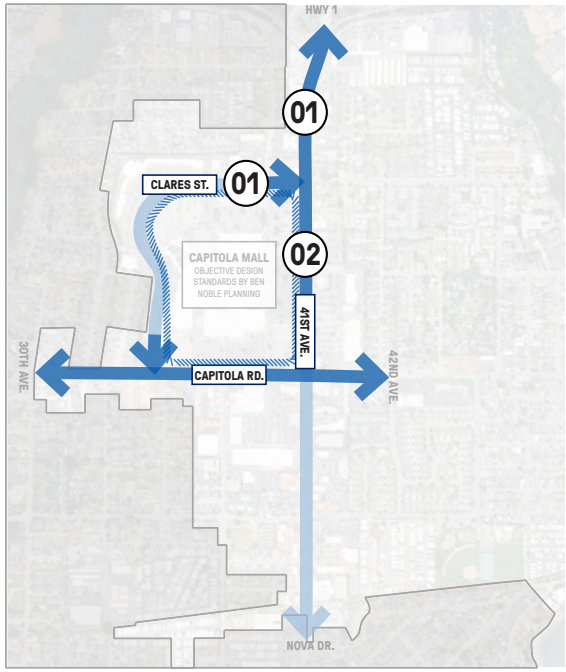
Standards should apply to improvements on both sides of the corridors within these zones. The more vehicular nature of these zones is reflected in the following design standards:

a) Furnishings. Furnishings shall be installed consistently along corridors, prioritizing intersections with more pedestrian-oriented spaces or circulation routes

i. Seating/benches shall be spaced at 250-500 ft intervals, or at a minimum of two locations per corridor block, whichever results in more frequent placement.

ii. Trash receptacles shall be spaced at all intersections and transit stops.

b) Street Trees. Street trees shall be installed at consistent spacing, allowing for adjustments at utilities, light poles, driveways, and other disruptions. Trees shall be spaced no more than 35'-0" O.C.



3.6.3 LOW-TRAFFIC PEDESTRIAN REALM DESIGN STANDARDS

Other zones within the 41st Avenue and Clares Street corridors are considered low-traffic. Defined as portions of the corridor with narrower streets, fewer travel lanes, and slower traffic speeds, these occur at:

- 41st Avenue - Zones 03 and 04
- Clares Street - Zones 02

Standards should apply to improvements on both sides of the corridors within these zones. The more pedestrian nature of these zones is reflected in the following design standards:

a) Furnishings. Furnishings shall be installed consistently along corridors, prioritizing intersections with more pedestrian-oriented spaces or circulation routes

i. Bicycle parking shall be spaced every 50-100 ft, or within proximity to key destinations along the corridor.

ii. Seating/benches shall be spaced at 100-250 ft intervals, or at a minimum of three locations per corridor block, whichever results in more frequent placement.

iii. Trash receptacles shall be spaced at 100-250 ft intervals, or at all intersections and transit stops, whichever results in more frequent placement.

b) Street Trees. Street trees shall be installed at consistent spacing, allowing for adjustments at utilities, light poles, driveways, and other disruptions. Trees shall be spaced no more than 25'-0" O.C.

(c) Lighting. Pedestrian lighting shall be provided in the landscape/street furniture zoe consistent with the following standards.

i. Fixtures shall have a mounting height of 12 to 16 feet.

ii. All luminaires shall be full-cutoff or shielded to prevent glare and light spillover.

iii. Light poles shall be located a minimum of 2 feet behind the curb.

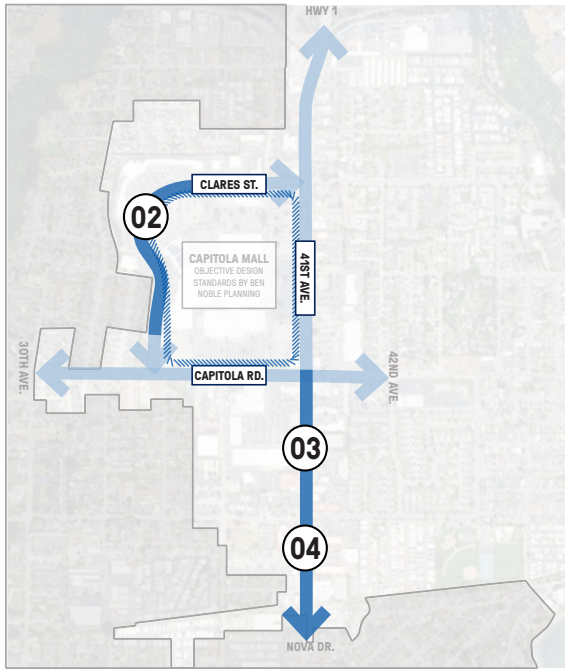
iv. Poles shall maintain a minimum 5-foot setback from driveways, intersections, and other furnishings.

vi. Lighting shall not obstruct the pedestrian through-zone or accessibility features such as curb ramps.

vii. A minimum vertical clearance of 7 feet shall be maintained above all sidewalks.

viii. Light poles and fixture shall comply with City standard specifications and shall be selected to be durable, vandal resistant, and low maintenance.

viv. Preferred fixture to be: LUMCA Lio Urban Cozy Lighting. 14 feet. Dark grey. LIO-60/120V. Optional banner to be considered as part of wayfinding and branding concept. Alternative fixtures to be considered if consistent with the overall wayfinding and furnishing palettes provided (section 4.3.1-4.3.2). Once a given fixture has been selected, all future phases of implementation shall match.



4. District Placemaking

4.1 WAYFINDING

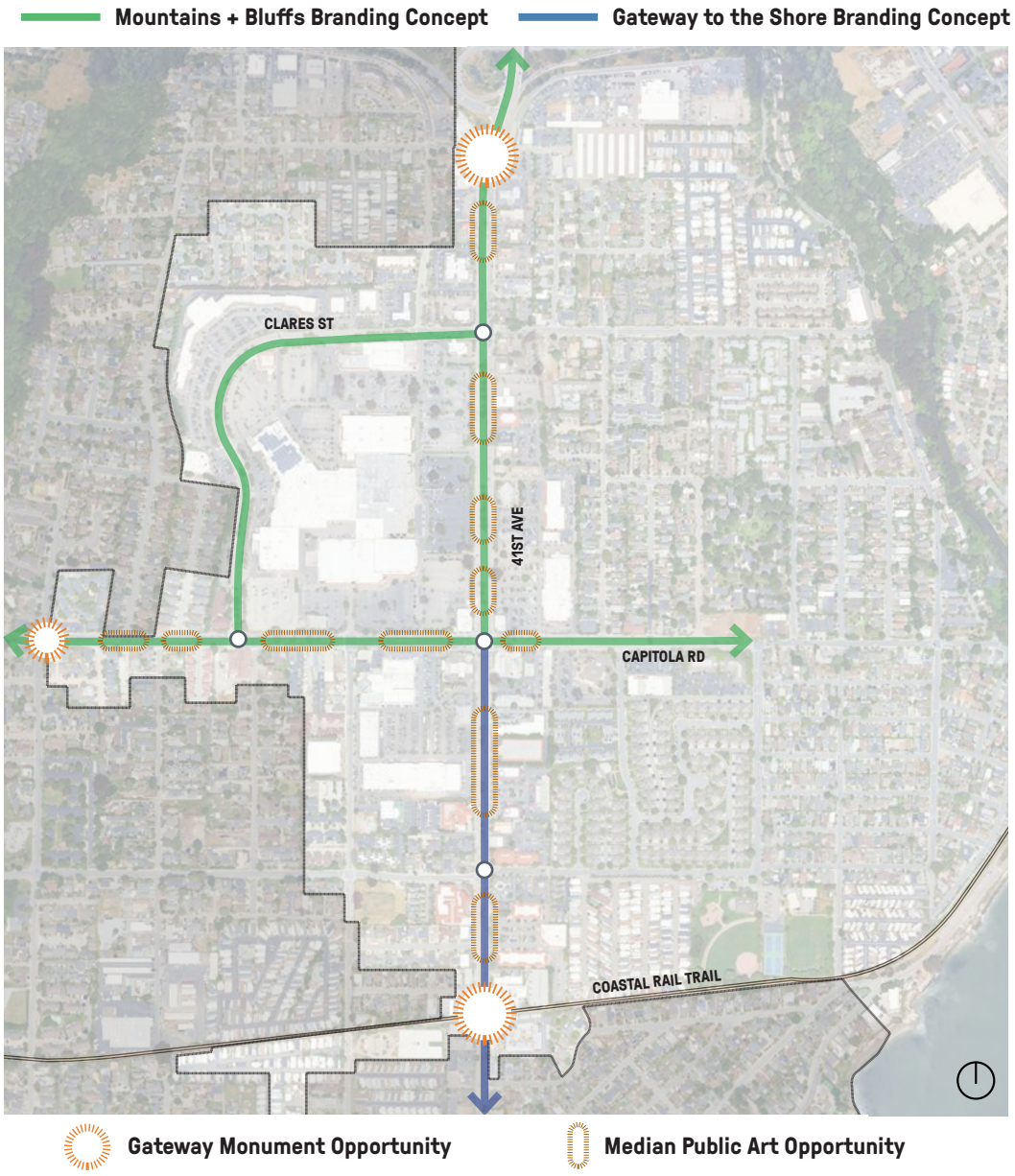
During initial outreach, the community highlighted a lack of identity of the plan area, with the feeling that 41st Avenue in particular could be a retail thoroughfare located anywhere. It was noted there is a general lack of connection to the Capitola context and culture.

The redevelopment on the Capitola Mall site serves as a catalyst for transforming the identity of the district. Surrounded by important regional connectors —Highway 1, the Coastal Rail Trail, Capitola Road— there is ample opportunity for improved wayfinding along these corridors.

To the north and south end of the 41st Avenue study extents, primary gateway monuments should be considered to anchor the district. Meanwhile, at the interface between county and city on Capitola Road, a secondary gateway could be considered to welcome local cut-over traffic into the City of Capitola.

The improvements in the previous chapter include enhancements to the medians along the corridors as well. These spaces offer additional opportunities for public art to bring activation and local expression to the district.

As the corridor moves closer to the water, the branding concept (section 4.2) transitions from "Mountains + Bluffs," which emphasizes a connection to the surrounding landscape and hillside character, into "Gateway to the Shore," which introduces a more coastal, beach-oriented identity.



4.1.1 GATEWAY MONUMENT + SIGNAGE

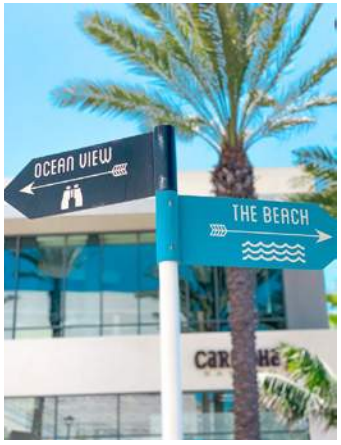
Developing a cohesive wayfinding and signage strategy is crucial to establishing a district identity.

Community input during the planning process demonstrated an interest in natural materials that reflect the coastal influence. This study acts as a guide, however future artists will need to be selected to incorporate the overall branding strategy for the district.

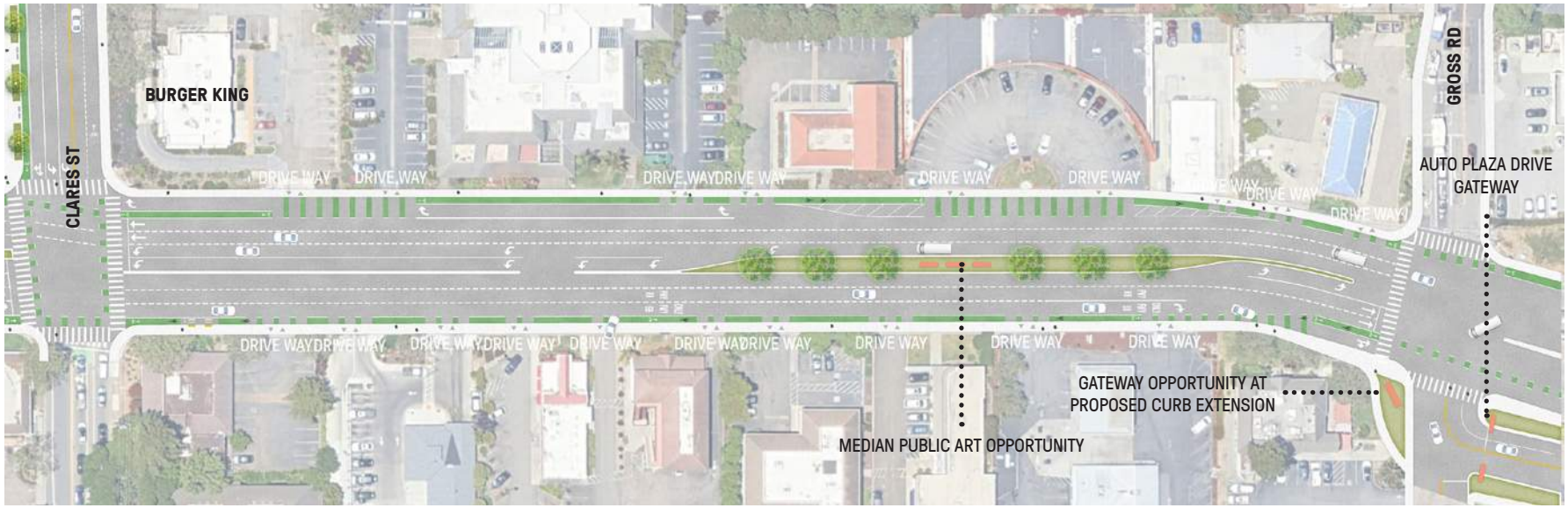
Wayfinding should include a hierarchy of different elements, such as the following:

- Primary Gateway Monument(s): focused on 41st Avenue and the highest volume entry points to the district
- Secondary Gateway Monument(s): more appropriate for Capitola Road and other more local-oriented entries
- Directional & Informational Signage: distributed throughout the corridors to provide direction between key destinations and other districts - regionally and within Capitola
- Paint and color strategy

The wayfinding and signage strategy can also be complemented through public art.



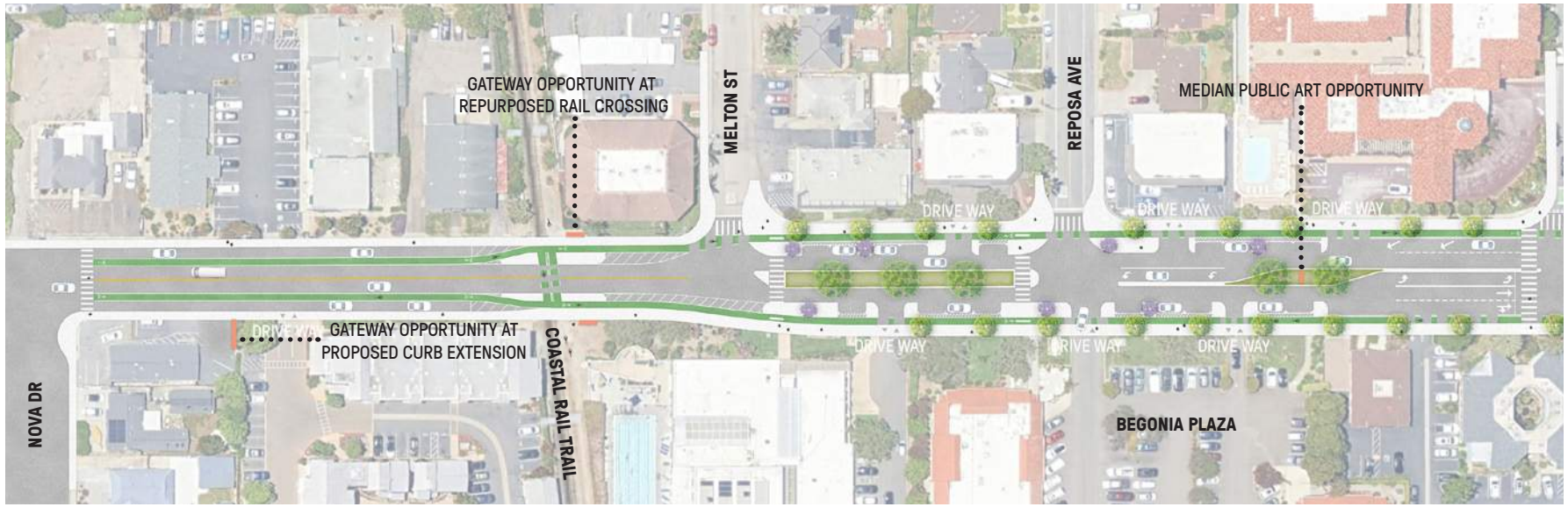
41ST AVENUE ZONE 01 - NORTH PRIMARY GATEWAY MONUMENT OPPORTUNITY



GATEWAY OPPORTUNITY AT CURB EXTENSION - ALTERNATE STYLES

GATEWAY OPPORTUNITY AT AUTO PLAZA DRIVE

41ST AVENUE ZONE 04 - SOUTH PRIMARY GATEWAY MONUMENT OPPORTUNITY



GATEWAY MURAL WALL OPPORTUNITY AT SIERRA UTILITY PARKING LOT

GATEWAY OPPORTUNITY AT RAIL TRAIL CROSSING (COORDINATION WITH RTC)

CAPITOLA ROAD ZONE 01 - WEST SECONDARY GATEWAY MONUMENT OPPORTUNITY

GATEWAY OPPORTUNITY AT 30TH AVENUE INTERSECTION - ALTERNATE STYLES

4.1.2 PUBLIC ART OPPORTUNITIES

Collaboration with existing city-wide public art initiatives is a great way to incorporate more cultural expression into these corridor, particularly as future redevelopment may provide funding.

The type and format for public art can be determined through future study, however it should be coordinated with wayfinding and branding to reinforce a consistent identity for the district.

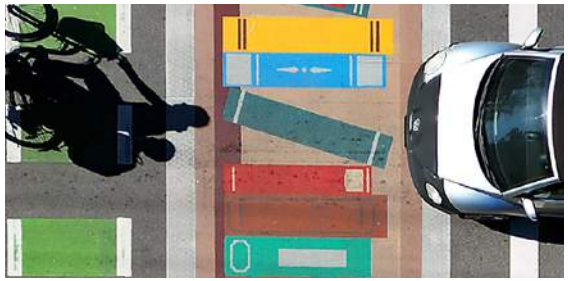
Within each corridor, there are a range of locations that could support different forms of public art installations:

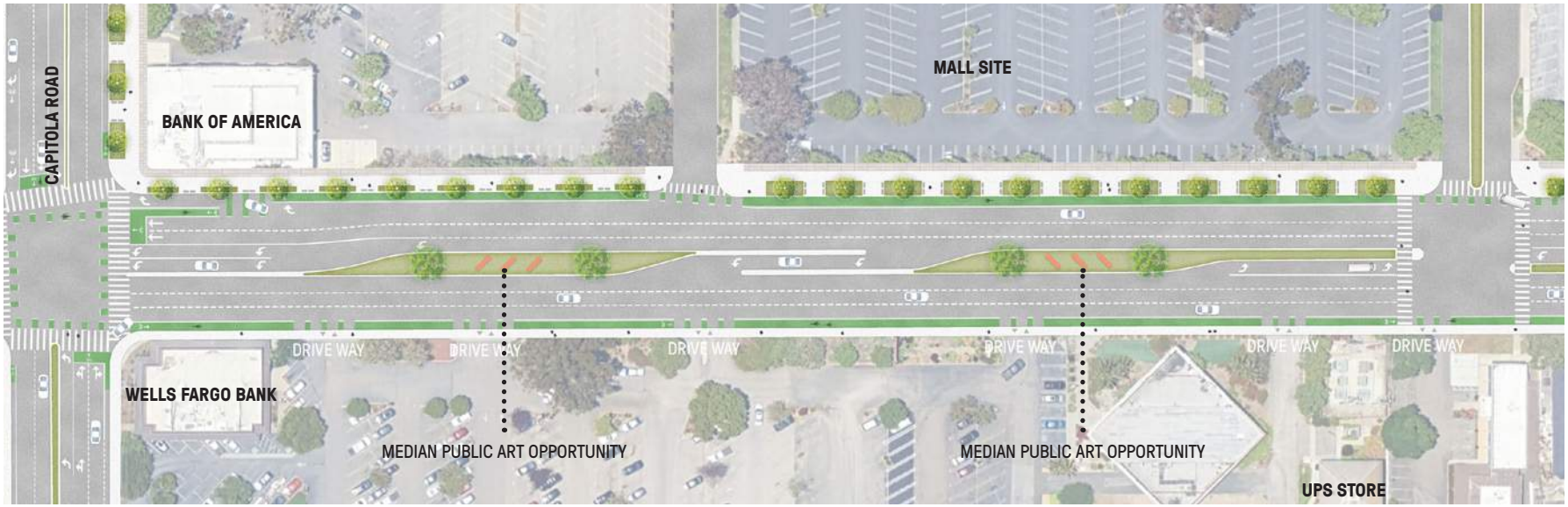
- Existing Art Program: Existing public art along 41st Avenue presents an opportunity to create a more cohesive corridor experience. By grouping artworks more strategically, the district can support a broader variety of art while reinforcing a consistent visual identity. This art program could also be updated as part of the district branding strategy and expanded to additional median locations, particularly along Capitola Road and potentially Clares Street.
- Crosswalks: all corridors include safety enhancements to crosswalks. Crosswalk design could be considered as well (ex. Clares Street and Wharf Road)
- Infrastructure: the amount of existing infrastructure (ex. poles, vaults, enclosures) to remain on these corridors is significant and could be enhanced through a public art program.
- Street Frontage: As adjacent properties redevelop, the street edge presents an opportunity to incorporate public art. Future development may provide dedicated spaces for installations in visible, accessible locations.

4.1.3 OPEN SPACE OPPORTUNITIES

The City of Capitola has limited property along the study corridors other than within the right-of-way. As properties redevelop, street frontages offer an opportunity to expand the corridor's open space network.

The City should encourage redevelopment projects to incorporate publicly accessible pocket parks, plazas, and landscaped gathering areas along the corridor frontage where feasible, enhancing the pedestrian experience and supporting a more active public realm.





41ST AVENUE ZONE 02 - MEDIAN PUBLIC ART OPPORTUNITY

4.2 BRANDING CONCEPTS

4.2.1 GATEWAY TO THE SHORE

CAPITOLA'S COASTAL PROMENADE

This concept applies to Zones 03 and 04 of 41st Avenue.

This concept follows the natural descent to the ocean, using paving, planting, and signage to create a flowing rhythm toward the coast. Drought-tolerant species like lavender, agave, and muhly grass bring color and texture, while soft curves, faded hues, and surf-inspired details reflect Capitola's coastal identity.

VERTICAL ICONS: A LAYERED PLANTING STRATEGY

Palms define the skyline, grounded by a textured understory of silver groundcovers, succulents, and grasses like Dymondia, Senecio, and Aloe. This layered palette offers seasonal interest and a refined coastal feel at the pedestrian scale.

CMY: 42, 18, 25, 0

CMY: 96, 56, 37, 15

CMY: 9, 44, 85, 0

CMY: 0, 81, 95, 0

CMY: 69, 27, 87, 10

4.2.2 MOUNTAINS + BLUFFS

CONNECTION TO THE MOUNTAINS

This concept applies to Zones 01 and 02 of 41st Avenue and the entire study area of Clares Street and Capitola Road.

This concept reimagines 41st Avenue as an inland extension of the Santa Cruz Mountains. Native plantings transition from foothill species like manzanita and salvia to coastal textures like sea thrift and beach strawberry—marking a journey through surf culture, ecology, and watershed history.

RESTORING THE BLUFF: A NATIVE PLANTING STRATEGY

Inspired by Central Coast bluffs, the planting palette features low, wind-tolerant natives like ceanothus, buckwheat, and hummingbird sage. These resilient, low-maintenance species support pollinators and echo Capitola's shoreline ecology.

CMY: 58, 32, 98, 13

CMY: 39, 22, 93, 1

CMY: 42, 18, 25, 0

CMY: 7, 62, 56, 0

CMY: 37, 44, 26, 0

4.3 MATERIAL PALETTES

4.3.1 HARDSCAPE PALETTE

The hardscape palette shall support a continuous pedestrian experience throughout the district. In key locations, special paving or permeable alternatives can be considered to indicate different uses or destinations.

STANDARD SIDEWALKS

The majority of sidewalk improvements will be city standard gray sidewalk for cost considerations and ease of maintenance.

SPECIAL PAVING CONDITIONS

In some areas with higher pedestrian traffic, at activation nodes, or within the street furniture zone, a special paving treatment may enhance the public realm experience and support the corridor identity.

Materials, paving patterns, and finishes should reflect the selected branding concept for the district, for example soft curves, subtle variation, and weathered tones reflecting Capitola's surf culture and seaside identity.

PERMEABLE PAVING

While special paving may include permeable pavers, other areas of passive use might be appropriate for permeable options such as decomposed granite. Accessibility standards and guidelines should always be met, but this variation in surfacing can lower cost and improve the overall pedestrian environment.

SPECIAL PAVING EXAMPLE - PAVER FURNISHING ZONE

STABILIZED GRAVEL AREA AROUND TREE WELL

SPECIAL PAVING EXAMPLE - THERMOPLASTIC APPLICATION

DG SHOULDER ALONG SIDEWALK

SPECIAL PAVING EXAMPLE - CURVED UNIT PAVERS

PERMEABLE PAVERS AROUND STREET TREES

4.3.2 FURNISHING PALETTE

Furniture selection shall consist of a mixture of standard and unique models that best fit with the adjacent land use along each corridor.

The branding concept may inform furnishing aesthetic, and a cohesive palette shall be applied to the whole district. Color selection is also a good way to tie together a range of furnishing elements.

SEATING

Seating is placed to create a welcoming public realm with opportunities to pause. Maintenance considerations should inform product selection, with sustainable hardwoods or thermally modified woods as a good option for incorporating wood accents.

BIKE RACKS

Bike racks shall be integrated to support multimodal access while remaining visually consistent with the district character. Standard fixtures come in many forms or a custom design could be considered in collaboration with public art and other district branding/wayfinding.

TRASH RECEPTACLES

Trash and pet waste stations shall be selected for durability and ease of maintenance. These should be placed in higher pedestrian traffic areas, and intersections with neighborhoods.

VESTRE BLOC BENCH VARIATIONS

VESTRE CODE MODULE BENCH

LANDSCAPEFORMS FGP LITTER

LANDSCAPEFORMS PLAIN-WELL LITTER

SITEPIECES MONOLINE CORE BIKE RACK

LANDSCAPEFORMS LOOP BIKE RACK

LANDSCAPEFORMS REST BENCH

SITEPIECES MONOLINE BACKED BENCH

4.3.3 GATEWAY TO THE SHORE UNDERSTORY PLANTING PALETTE

In addition to the hardscape and furnishing palettes, the plant selection will also reinforce the selected branding concept identity.

For the **Gateway to the Shore** concept, the understory aims to evoke the ocean with a monochromatic cool palette, broken with seasonal contrasting color accents. The species selection is balanced between more structural succulents and agaves, as well as grasses that achieve more fluid movement.

All final plant selection shall take maintenance into consideration, as well as the suitability of a species for the given context. The plants recommended here are all drought tolerant, and either native or climate adapted to this region. No known invasive plants should be specified under any circumstances, and water intensive plantings should be avoided.

EXAMPLE: FOXTAIL AGAVE (AGAVE ATTENUATA)
(PHOTO BY: ABLE NURSERY)

EXAMPLE: FOUNTAIN GRASS (PENNISETUM ALOPECUROIDES)
(PHOTO BY: KOHOUTOVA)

EXAMPLE: LAMB'S EAR (STACHYS BYZANTINA)
(PHOTO BY: HIGH COUNTRY GARDENS)

EXAMPLE: BLUE FESCUE (FESTUCA GLAUCA)
(PHOTO BY: GARDENER DIRECT)

SUCCULENTS, AGAVES

Succulents and agaves have a sculptural form, and can be placed strategically within the landscape for a more iconic planting design.

These specimens shall be considered at the gateways to the Corridor, as well as at key intersections.

GRASSES

Grasses are used to provide movement and textural contrast to bold succulents and agaves.

Selected species shall emphasize clean form, fine texture, and drought tolerance, softening hardscape edges and reinforcing a coastal gateway character.

EXAMPLE: CORAL ALOE (ALOE STRIATA)
(PHOTO BY: SWA)

EXAMPLE: PEACH SORBET BLUEBERRY (VACCINIUM CORYMBOSUM)
(PHOTO BY: SWA)

EXAMPLE: BLUE GLOW AGAVE (AGAVE 'BLUE GLOW')
(PHOTO BY: PINTEREST - AGAVE BLUE GLOW)

EXAMPLE: DEER GRASS (MUHLENBERGIA RIGENS)
(PHOTO BY: SWA)

BOLD COLORS

Bold, high-contrast planting are to be used to establish a strong visual identity at key moments along the corridor.

Place strategically to highlight gateways, intersections, and gathering areas, reinforcing a vibrant arrival experience and enhancing visibility.

CALIFORNIA NATIVES

California native species provide valuable ecological benefits, require lower maintenance, and contribute to the vibrancy of the overall streetscape.

Chosen natives will emphasize structure, texture, and seasonal interest, reinforcing the coastal identity of the corridor.

FIGURE 4.1 SELECTION OF RECOMMENDED PLANT SPECIES

- FOXTAIL AGAVE (AGAVE ATTENUATA)
- BLUE GLOW AGAVE (AGAVE 'BLUE GLOW')
- SPIDER ALOE (ALOE X SPINOSISSIMA)
- CORAL ALOE (ALOE STRIATA)
- KANGAROO PAWS (ANIGOZANTHOS SPP.)
- LAMB'S EAR (STACHYS BYZANTINA)
- ROCK PURSLANE (CALANDRINIA GRANDIFLORA)
- CALIFORNIA LILAC (CEANOTHUS SPP.)
- WHITE VALERIAN (CENTRANTHUS RUBER)
- PEACH SORBET BLUEBERRY (VACCINIUM CORYMBOSUM)
- FAIRY IRIS (DIETES GRANDIFLORA)
- CALIFORNIA POPPY (ESCHSCHOLZIA CALIFORNICA)
- BLUE FESCUE (FESTUCA GLAUCA)
- ATLAS FESCUE (FESTUCA MAIREI)
- SUN ROSE (HELIANTHEMUM 'HENFIELD BRILLIANT')
- CONEBUSHES (LEUCADENDRON SPP.)
- DEER GRASS (MUHLENBERGIA RIGENS)
- FOUNTAIN GRASS (PENNISETUM ALOPECUROIDES)
- AUTUMN JOY STONECROP (SEDUM 'AUTUMN JOY')
- BLUE CHALKSTICKS (SENECIO MANDRALISCAE)
- WOOLY BLUECURLS (TRICHOSTEMA LANATUM)

4.3.4 MOUNTAINS + BLUFFS UNDERSTORY PLANTING PALETTE

In addition to the hardscape and furnishing palettes, the plant selection will also reinforce the selected branding concept identity.

For the **Mountains + Bluffs** concept, the understory is inspired by the dynamic textural plant community of coastal bluffs. Warm, rustic tones dominate the palette while individual species selection contribute to cohesive palette.

All final plant selection should take maintenance into consideration, as well as the suitability of a species for the given context. The plants recommended here are all drought tolerant, and either native or climate adapted to this region. No known invasive plants may be specified under any circumstances, and water intensive plantings shall be avoided.

EXAMPLE: DIAMOND HEIGHTS CEANOTHUS (CEANOTHUS GRISEUS VAR. HORIZONTALIS 'DIAMOND HEIGHTS')
(PHOTO BY: ELKHORN NURSERY)

EXAMPLE: CAPE RUSH (CHONDROPETALUM TECTORUM)
(PHOTO BY: VERTGROW LANDSCAPING)

EXAMPLE: ISLAND BUSH POPPY (DENDROMECON HARFORDII)
(PHOTO BY: ANNIE HAYES)

EXAMPLE: TWIG RUSH (BAUMEA RUBIGINOSA)
(PHOTO BY: SWA)

TEXTURES

Layered plant textures guide the experience along the Corridor, shifting from coarse, woody foothill species to finer, softer coastal forms.

This transition reinforces the feeling of movement through ecological zones, grounding the corridor in California's coastal landscape.

RUSHES

Rushes are used to evoke coastal wetlands and watershed systems that historically shaped the Capitola landscape. Planted in drifts along the corridor, they reinforce a trail-like, naturalized character while providing texture, seasonal change, and visual continuity as the palette transitions from inland foothill species to coastal plant communities.

EXAMPLE: LILAC VERBENA (VERBENA LILACINA)
(PHOTO BY: SWA)

EXAMPLE: BEACH STRAWBERRY (FRAGARIA CHILOENSIS)
(PHOTO BY: OREGON STATE UNIVERSITY)

EXAMPLE: DWARF COYOTEBRUSH
(BACCHARIS PILULARIS 'PIGEON POINT')
(PHOTO BY: OREGON STATE UNIVERSITY)

EXAMPLE: WHITE YARROW (ACHILLEA MILLEFOLIUM)
(PHOTO BY: THE WATERSHED NURSERY)

RUSTIC TONES

Muted, earth-driven tones anchor the Mountains + Bluffs palette in the natural colors of California's foothills and shoreline.

Soft greens, silvers, and weathered hues create a calm backdrop that reflects native landscapes and trails.

CALIFORNIA NATIVES

California native species provide valuable ecological benefits, require lower maintenance, and contribute to the vibrancy of the overall streetscape. Chosen natives will emphasize structure, texture, and seasonal interest, reinforcing the coastal identity of the corridor.

FIGURE 4.2 SELECTION OF RECOMMENDED PLANT SPECIES

WHITE YARROW (ACHILLEA MILLEFOLIUM)

DWARF COYOTEBRUSH (BACCHARIS PILULARIS 'PIGEON POINT')

LILAC VERBENA (VERBENA LILACINA)

BERKELEY SEDGE (CAREX DIVULSA)

CAPE RUSH (CHONDROPETALUM TECTORUM)

TWIG RUSH (BAUMEA RUBIGINOSA)

ELEGANT CLARKIA (CLARKIA UNGUICULATA)

ISLAND BUSH POPPY (DENDROMECON HARFORDII)

BEACH STRAWBERRY (FRAGARIA CHILOENSIS)

BLUE WILDRYE (ELYMUS GLAUCUS)

CREEPING WILD RYE (ELYMUS TRITICOIDES)

CALIFORNIA FUSCHIA (EPILOBIUM CANUM)

CALIFORNIA FESCUE (FESTUCA CALIFORNICA)

BLUE OAT GRASS (HELICTOTRICHON SEMPERVIRENS)

DOUGLAS IRIS (IRIS DOUGLASIANA)

DIAMOND HEIGHTS CEANOTHUS (CEANOTHUS GRISEUS VAR. HORIZONTALIS 'DIAMOND HEIGHTS')

COYOTE MINT (MONARDELLA VILLOSA)

CALIFORNIA GOLDENROD (SOLIDAGO VELUTINA SSP. CALIFORNICA)

4.3.5 GATEWAY TO THE SHORE TREE PLANTING PALETTE

Paired with the understory palette, iconic tree species can enhance the selected branding concept and define a district identity.

PALM TREES

Highly visible markers, palm trees would define a clear axis for the **Gateway to the Shore** concept. Most appropriate as a median tree, palms don't offer shade benefits to sidewalks. Alternatively, they can be intermixed with mid-size trees.

Given the overhead utility lines on these corridors, some street trees will need to be smaller species (to remain under 25'-0").

All final plant selection should take maintenance into consideration, as well as the suitability of a species for the given context. The plants recommended here are all drought tolerant, and either native or climate adapted to this region. No known invasive plants may be specified under any circumstances, and water intensive plantings shall be avoided.

EXAMPLE: QUEEN PALM
(SYAGRUS ROMANZOFFIANA)

EXAMPLE: HYBRID FAN PALM
(WASHINGTONIA X FILIBUSTA)

EXAMPLE MEDIUM-SIZED TREE: CHINESE PISTACHE
(PISTACIA CHINENSIS 'RED PUSH')

EXAMPLE SMALL-SIZED TREE: NEW ZEALAND CHRISTMAS TREE
(METROSIDEROS EXCELSA)

4.3.6 MOUNTAINS + BLUFFS TREE PLANTING PALETTE

Paired with the understory options above, a native tree palette can enhance the selected branding concept and reinforce the district identity.

OAK TREES

For the **Mountains + Bluffs** concept, a variety of oak trees could be considered for the tree palette. At gateway locations, larger specimens such as Coast Live Oaks could anchor the corridor. Meanwhile other more column oak species may be more appropriate as street trees.

To continue with a predominately native California palette, additional medium- and small-sized trees can be utilized in more space constrained locations.

All final plant selection shall take maintenance into consideration, as well as the suitability of a species for the given context. The plants recommended here are all drought tolerant, and either native or climate adapted to this region. No known invasive plants may be specified under any circumstances, and water intensive plantings shall be avoided.

EXAMPLE: COAST LIVE OAK
(QUERCUS AGRICOLIA)

EXAMPLE: SHUMARD OAK
(QUERCUS SHUMARDII)

EXAMPLE: PLATANUS RACEMOSA AND HYBRIDS
(CALIFORNIA SYCAMORE)

EXAMPLE SMALL-SIZED TREE: MARINA STRAWBERRY TREE
(ARBUTUS 'MARINA')

Appendices

A.1 CITY OF CAPITOLA LOCAL ROADWAY SAFETY PLAN (LRSP)

The full study can be downloaded here.

The following excerpts directly apply to this Corridor Plan and are included for reference:

- Table 5 - Capitola Engineering Countermeasure Toolbox (p. 51-54)
- Table 6 - Case Study Locations (two locations within the study area) (p. 55-56)
- Table 7 - Countermeasures for Selected Case Study Locations (p. 57)

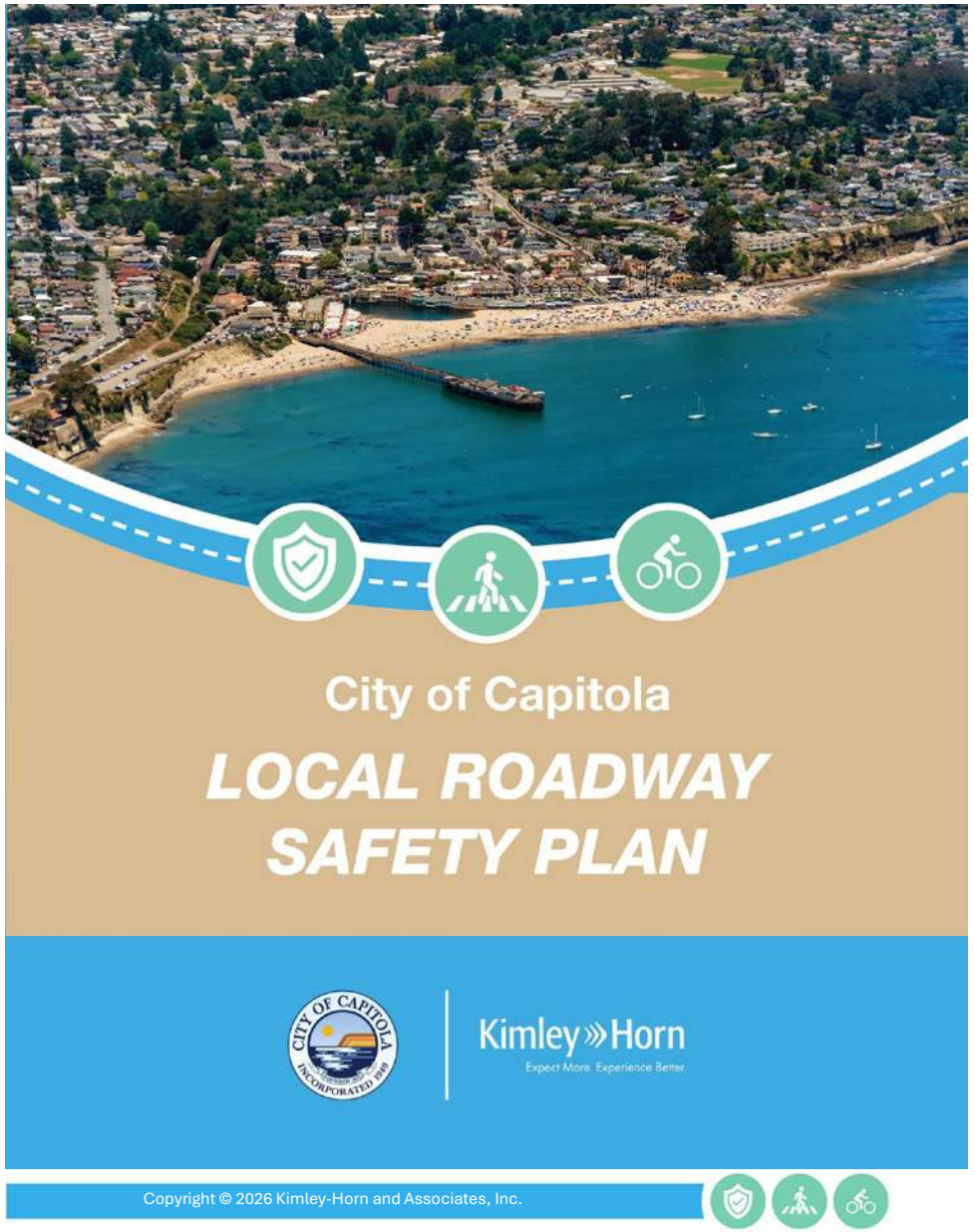


Table 5 — Capitola Engineering Countermeasures Toolbox

Countermeasure	Also Addresses		Crash Modification Factor (CMF)	Crash Reduction Factor (CRF)	CRF Applies to			Caltrans Funding	Cost to Implement
	Pedestrian	Bicycle			All	Nighttime	Pedestrian and Bicycle		
Signalized Intersections									
Modify signal to provide a Leading Pedestrian Interval (LPI)	X		0.4	60%			X	90%	$
Install Left Turn Lane, Add Left Turn Phase			0.45	55%	X			90%	$$$
Install High Friction Surface Treatment (HFST)			0.45	55%	X			90%	$$$
Install intersection lighting			0.6	40%		X		90%	$$
Pedestrian scramble	X		0.6	40%			X	90%	$$
Curb extensions	X		0.63	37%			X	N/A	$$
Install pedestrian median fencing on approaches	X		0.65	35%			X	90%	$$
Protected left turn phase			0.7	30%	X			90%	$$
Convert signal from pedestal-mounted to mast arm			0.7	30%	X			90%	$$$
Install signs with LED borders as advanced warning			0.7	30%	X			90%	$$
Install raised median on approaches			0.75	25%	X			90%	$$
Pedestrian countdown signal heads	X		0.75	25%			X	90%	$
Signal ahead warning signs			0.85	15%	X			N/A	$
Retroreflective backplates			0.85	15%	X			90%	$
Improve signal timing (coordination)			0.85	15%	X			50%	$$

Countermeasure	Also Addresses		Crash Modification Factor (CMF)	Crash Reduction Factor (CRF)	CRF Applies to			Caltrans Funding	Cost to Implement
	Pedestrian	Bicycle			All	Nighttime	Pedestrian and Bicycle		
Advanced stop bar before crosswalk and bicycle box	X	X	0.85	15%			X	90%	$
Install raised pavement markers and striping			0.9	10%	X			90%	$
Flashing yellow arrow			0.94	6%	X			N/A	$
Convert intersection to roundabout (from signal)			Varies	Varies	X			90%	$$$
Convert intersection to mini/compact roundabout (from signal)			Varies	Varies	X			90%	$$
Install a raised intersection	X		Not Available	Not Available			X	N/A	$$
Unsignalized Intersections									
Install High Friction Surface Treatment (HFST)			0.55	55%	X			90%	$$$
Pedestrian Signal or Pedestrian High Intensity Activated Crosswalk (HAWK)	X		0.45	55%			X	90%	$$$
Install all-way STOP control			0.5	50%	X			90%	$
Directional median openings to restrict turning movements			0.5	50%	X			90%	$$
Reduced Left-Turn Conflict (R-CUT) intersections			0.5	50%	X			90%	$$$
Pedestrian refuge island	X		0.55	45%			X	90%	$$
Install splitter-islands on minor road approaches			0.6	40%	X			90%	$$
Crosswalk lighting	X		0.6	40%		X	X	90%	$$
Install splitter-islands on minor road			0.6	40%	X			90%	$$
Add intersection lighting			0.6	40%		X		90%	$$
Colored bicycle lanes		X	0.61	39%			X	90%	$
Curb extensions	X		0.63	37%			X	N/A	$$$

Countermeasure	Also Addresses		Crash Modification Factor (CMF)	Crash Reduction Factor (CRF)	CRF Applies to			Caltrans Funding	Cost to Implement
	Pedestrian	Bicycle			All	Nighttime	Pedestrian and Bicycle		
Install/upgrade pedestrian crossing with	X		0.65	35%			X	90%	$$$
Rectangular Rapid Flashing Beacon	X		0.65	35%			X	90%	$$
Install left-turn lane			0.65	35%	X			90%	$$
Install flashing beacons as advanced warning			0.7	30%	X			90% (if beacons are utilized)	$$
Upgrade pavement markings			0.75	25%	X			90%	$
Install raised median on approaches			0.75	25%	X			90%	$$
Clear sight triangles			0.8	20%	X			90%	$
Install right-turn lane			0.8	20%	X			90%	$$
Install/upgrade intersection			0.85	15%	X			90%	$
Install flashing beacons at stop-			0.85	15%	X			90%	$$
Convert intersection to roundabout			Varies	Varies	X			90%	$$$
Retroreflective strips on sign posts			Not Available	Not Available	X			90%	$
Install a raised intersection	X		Not Available	Not Available			X	N/A	$$$
Partial street closure or diagonal diverter			Not Available	Not Available	X			N/A	$$
Full street closure	X	X	Not Available	Not Available	X		X	N/A	$$
Roadway Segments									
Improve pavement friction (High Friction Surface Treatment)			0.45	55%	X			90%	$$$
Install chevron signs on horizontal curves			0.60	40%	X			90%	$
Remove or relocate fixed object outside of Clear Recovery Zone			0.65	35%	X			90%	$$$
Install pedestrian median fencing	X	X	0.65	35%			X	90%	$$

Countermeasure	Also Addresses		Crash Modification Factor (CMF)	Crash Reduction Factor (CRF)	CRF Applies to			Caltrans Funding	Cost to Implement
	Pedestrian	Bicycle			All	Nighttime	Pedestrian and Bicycle		
Install bike lanes	X	X	0.65	35%			X	90%	$
Add segment lighting			0.65	35%		X		90%	$$
Install/upgrade pedestrian crossing (with enhanced safety features)	X	X	0.65	35%			X	90%	$$
Install raised pedestrian crossing	X	X	0.65	35%			X	90%	$$
Install rectangular rapid flashing beacon	X	X	0.65	35%			X	90%	$$
Install curve advance warning signs (flashing beacon)			0.70	30%	X			90%	$$
Install dynamic/variable speed warning signs			0.70	30%	X			90%	$$
Install curve advance warning signs			0.75	25%	X			90%	$
Install impact attenuators			0.75	25%	X			90%	$$
Install centerline rumble strips/stripes			0.80	20%	X			90%	$$
Install edge line rumble strips/stripes			0.85	15%	X			90%	$$
Install/Upgrade signs with new fluorescent sheeting (regulatory/warning)			0.85	15%	X			90%	$
Install delineators, reflectors and/or object markers			0.85	15%	X			90%	$
Speed feedback signs (mobile or fixed)	X	X	Not Available	Not Available			X	Opportunity for OTS funding	$$
Install lane narrowing treatments (extend curb inward/extend median)	X		Not Available	Not Available	X			N/A	$$
Install a chicane, deviation, or angled slow point			Not Available	Not Available	X			N/A	$$$
Install speed hump			Not Available	Not Available	X			N/A	$$

$$$ Requires design and construction of extensive infrastructure improvements

$$ Requires procurement and/or minor construction activities

$ Requires limited staff resources and can be implemented in-house with current engineering and/or maintenance staff

9.1.3. Case-Study Locations

The network screening analysis identified the high-severity crash locations within the City of Capitola. The network screening analysis tables for intersections and roadway segments are summarized in **Appendix A** and **Appendix B**. Based on the network screening analysis, the highest number of crashes occurred at the following locations.

- Signalized Intersections:
  - 41st Avenue and Capitola Rd (6 crashes)
  - 41st Avenue and Clares St (6 crashes)
- Unsignalized intersections:
  - 41ST Avenue and Cory St (4 crashes)
- Roadway Segment
  - 41st Avenue from Gross Rd to Clares St (5 crashes)

Several of the highest crash locations identified through the network screening analysis are located along 41st Avenue and Bay Avenue, which remain the City's highest priority corridors for roadway safety improvements. These corridors are already the focus of ongoing City safety improvement efforts and capital projects. Because improvements are currently being advanced along these corridors, they were not selected as case study locations in this LRSP. Instead, the case studies presented below focus on additional locations identified through the analysis where conceptual countermeasures may help inform future project development and funding applications.

The case-study locations selected are shown in **Table 6**.

Table 6 — Case-Study Locations

Case Study Location	Crashes	EPDO	Notes
Signalized Intersections			
Capitola Road and 30th Avenue	4	30	• 1 Broadside crash • 2 Rear-End crashes • 1 Pedestrian crash • 2 Aggressive crashes • 2 Impaired crashes • 2 Dark crashes
Capitola Road and Clares Street	3	28	• 1 Rear-End crash • 2 Bike crashes • 1 Aggressive crash • 1 Impaired crash • 1 Dark crash
Unsignalized Intersections			
Esplanade and San Jose Avenue	3	29	• 1 Broadside crash • 1 Rear-End crash • 1 Pedestrian crash

Case Study Location	Crashes	EPDO	Notes
			• 1 Aggressive crash • 1 Impaired crash • 1 Dark crash
Esplanade and Stockton Avenue	3	187	• 1 Pedestrian crash • 2 Bike crashes • 1 Impaired crash • 1 Dark crash
Segments (Major Arterials)			
Park Avenue from Washburn Ave to Wesley St	4	209	• 1 Severe Injury crash • 2 Rear-End crash • 1 Hit-Object crash • 1 Pedestrian crash • 2 Aggressive crashes • 1 Impaired crash

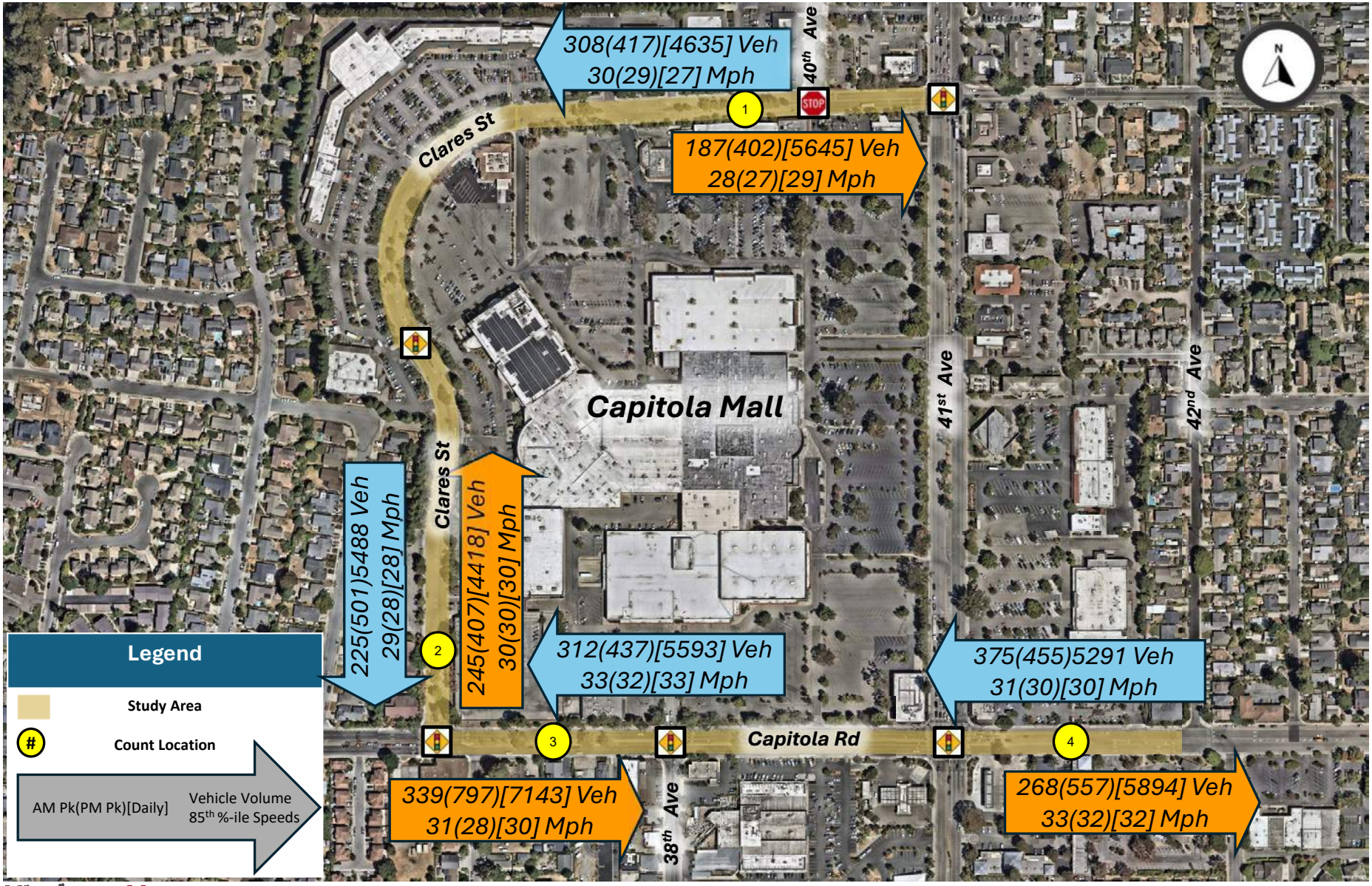
A total of five case study locations (2 signalized intersections, 2 unsignalized intersections, and 1 roadway segment) were selected for further analysis and recommendations. For each of these locations, recommended countermeasures were developed to provide a case study to organize projects when applying for funding. While the crash analysis identified higher crash concentrations along corridors such as 41st Avenue and Bay Avenue, those corridors are already the focus of ongoing City safety improvement efforts. The case study locations were identified through the analysis process based on their crash histories, the observed crash patterns, and their differing characteristics to illustrate systemic safety countermeasures that the City can employ to achieve the most cost-effective safety benefits. The recommended countermeasures are listed in **Table 7**. These countermeasures are intended to illustrate possible safety improvements and would require further evaluation and design before implementation.

An additional set of low-cost countermeasures is also recommended for systemic implementation across the City. These improvements include installing retroreflective signage and traffic signal backplates, as well as a recommendation to follow the requirements of Assembly Bill (AB) 413 to restrict parking within 20 feet of crosswalks on the vehicle approach side with the goal of improving visibility for all road users (also known as daylighting)[5]. AB 413 was signed into law on October 10, 2023, with ticketed enforcement being permitted following January 1, 2025. While daylighting may be conducted with low-cost treatments such as signage, painted curbs, or raised delineators, it is recommended that the City also conduct outreach to inform the public about this new law and its impact in removing parking spaces.

[5] AB-413 Vehicles: stopping, standing, and parking. October 10, 2023. Available at https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202320240AB413

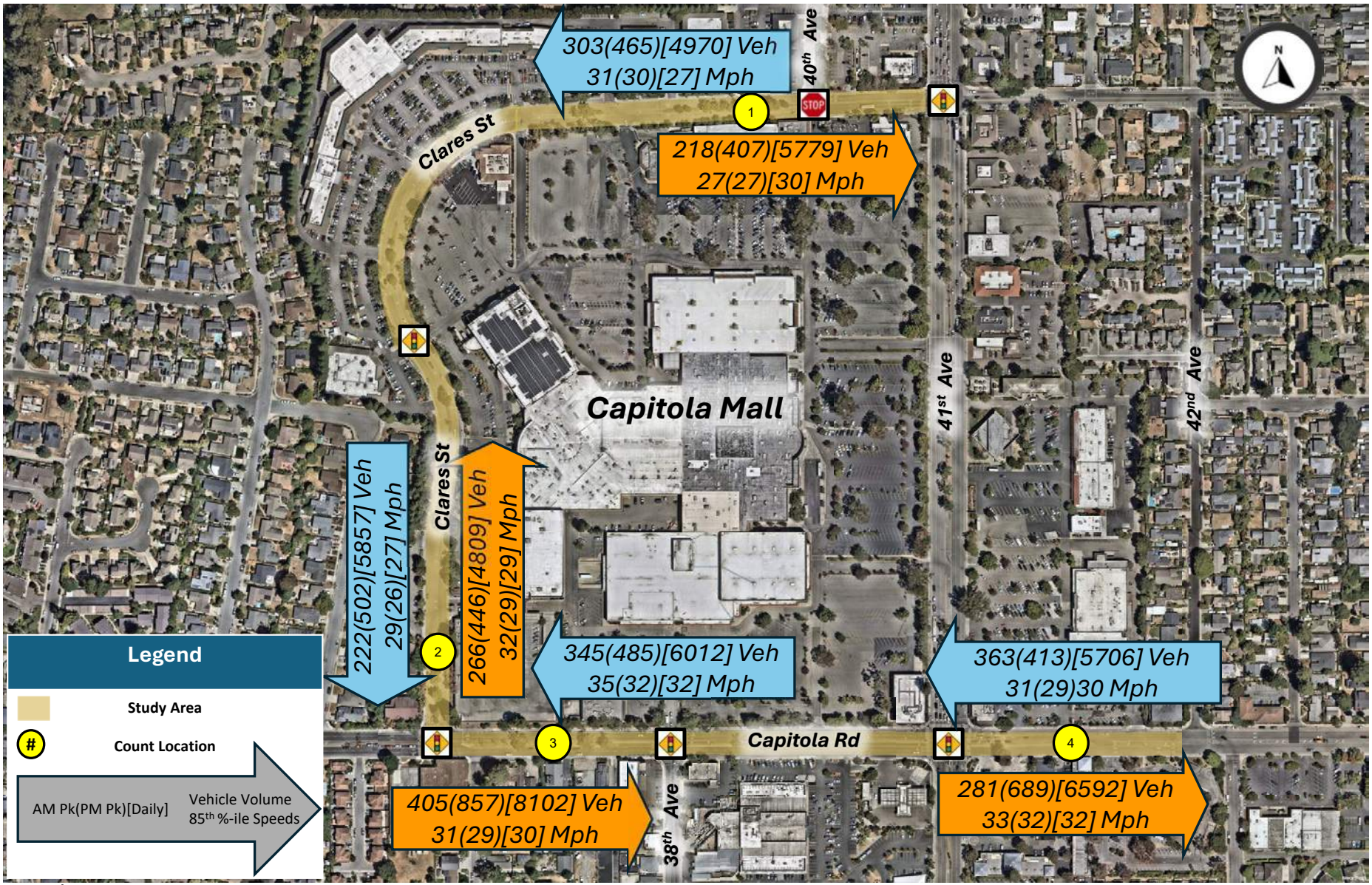
Table 7 — Countermeasures for Selected Case Study Locations

Countermeasure	Crash Reduction Factor (CRF)	Cost
Capitola Road and 30th Avenue		
Upgrade to high-visibility crosswalks	25%	$$
Implement Leading Pedestrian Interval (LPI)	60%	$$
Upgrade signal heads to incorporate retroreflective backplates	15%	$
Advanced stop bar before crosswalk and bicycle box	15%	$
Increased enforcement of speeding and aggressive driving	-	-
Capitola Road and Clares Street		
Implement Leading Pedestrian Interval (LPI)	60%	$$
Upgrade signal heads to incorporate retroreflective backplates	15%	$
Advanced stop bar before crosswalk and bicycle box	15%	$
Increased enforcement of speeding and aggressive driving	-	-
Esplanade And San Jose Avenue		
Add intersection lighting	40%	$$
Install raised pedestrian crossing across Esplanade	35%	$$
Install sharrows and bike route signage	-	$
Rectangular Rapid Flashing Beacon (RRFB)	35%	$$
Increased enforcement of speeding and aggressive driving	-	-
Esplanade and Stockton Avenue		
Add intersection lighting	40%	$$
Install/upgrade intersection warning/regulatory signs – Do Not Enter sign at Southern Riverview Ave intersection approach	15%	$
Bulb-out at Esplanade on either side	-	$$
Increased enforcement of speeding and aggressive driving	-	-



Kimley»Horn

Figure 1
Segment Volumes and Speed (Average Weekday)



Kimley»Horn

Figure 2
Segment Volumes and Speed (Friday)

A.2 COMMUNITY-WIDE SURVEY 1 (8.14.25-12.02.25)

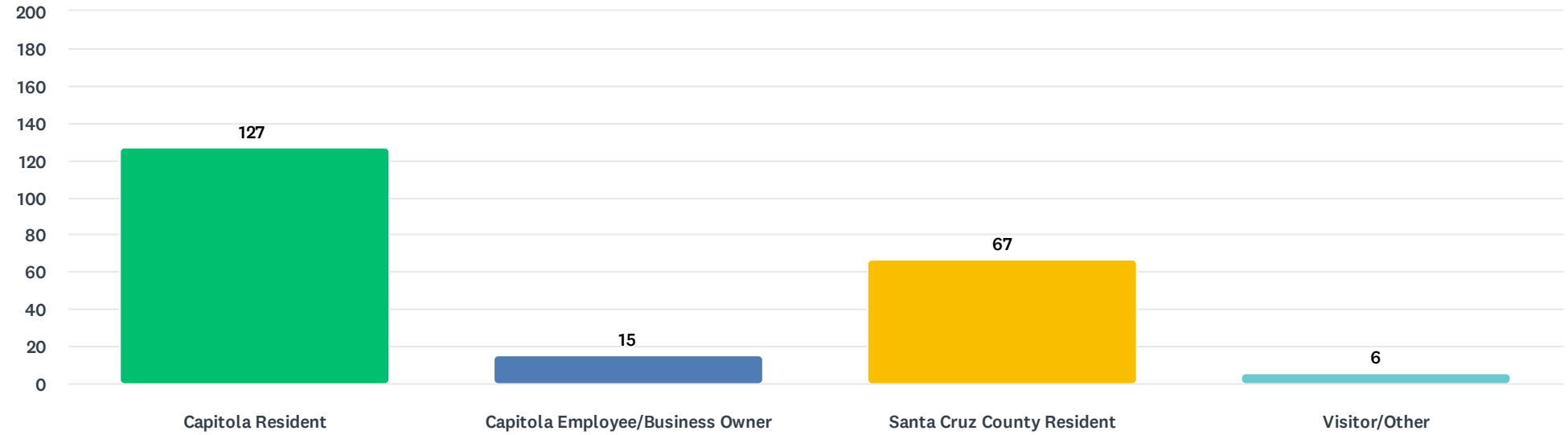
The first community outreach survey was conducted to gather input on existing conditions, corridor experience, and future improvement priorities along 41st Avenue. The survey results provided a planning-level understanding of needs and preferences, helping form a basis of community opinion for the development of corridor concepts, streetscape strategies, and mobility recommendations for the Corridor Plan.

The survey consisted of 10 multiple-choice questions based on the initial community goals of the Plan.

Q1

211 responses

Which best describes you?

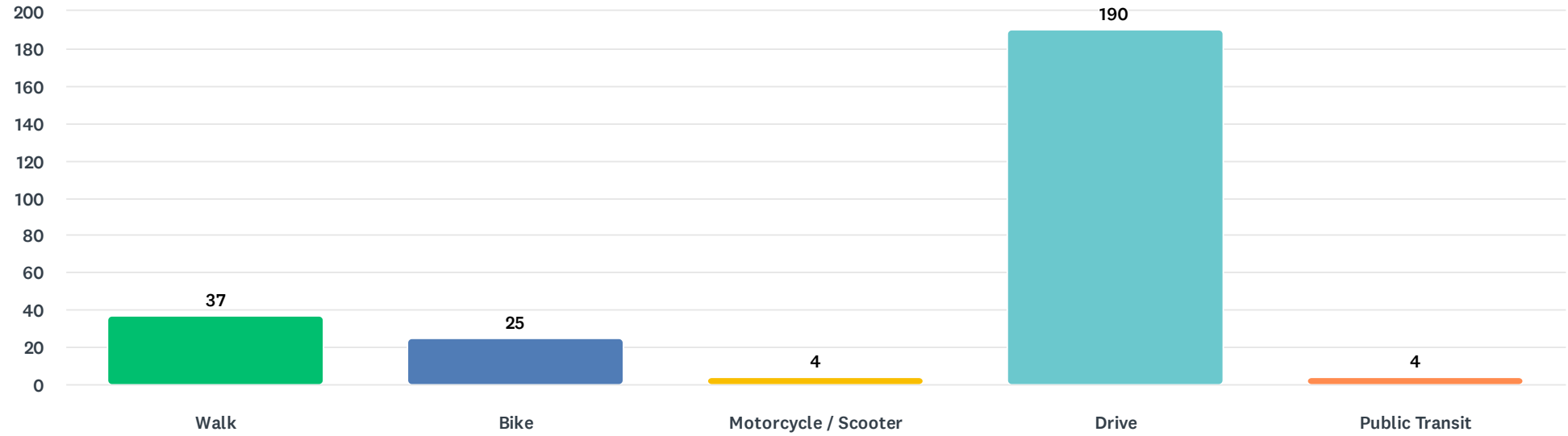


Answer Choices	Percentage	Responses
Capitola Resident	60%	127
Capitola Employee/Business Owner	7%	15
Santa Cruz County Resident	32%	67
Visitor/Other	3%	6
Total		215

Q2

211 responses

Which mode of transportation do you typically use when traveling along 41st Avenue?

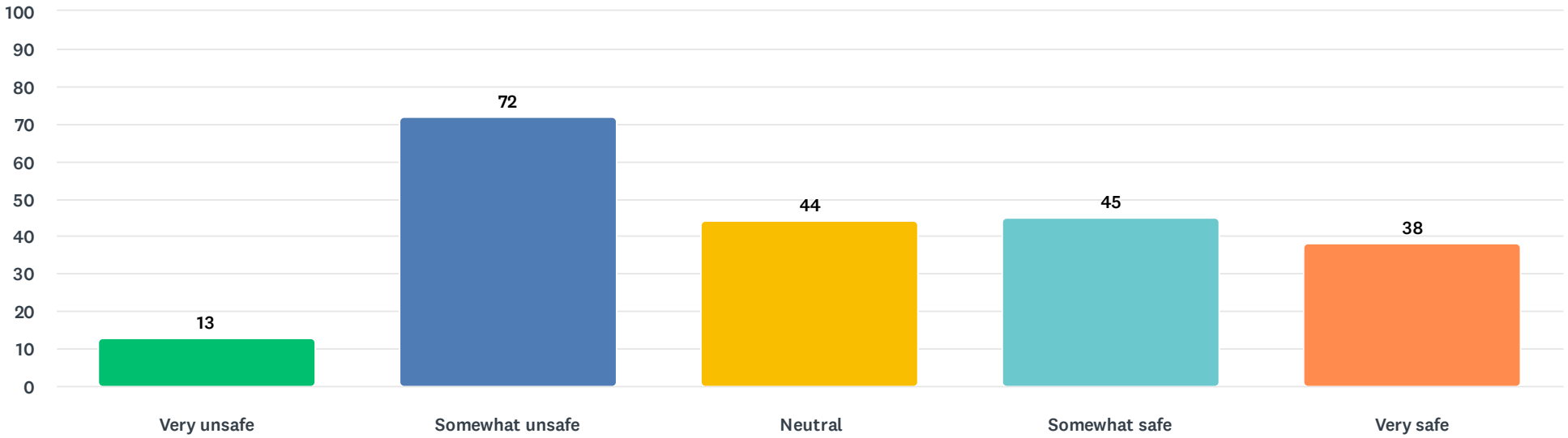


Answer Choices	Percentage	Responses
Walk	18%	37
Bike	12%	25
Motorcycle / Scooter	2%	4
Drive	90%	190
Public Transit	2%	4
Total		260

Q3

212 responses

Following the previous question, how safe do you feel when traveling along 41st Avenue?



Answer Choices	Percentage	Responses
Very unsafe	6%	13
Somewhat unsafe	34%	72
Neutral	21%	44
Somewhat safe	21%	45
Very safe	18%	38
Total		212

Q4

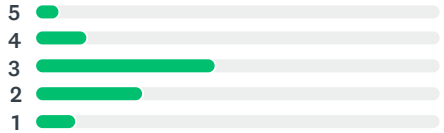
169 responses

On a scale from 1–5 (1 being terrible, 5 being excellent), how would you rate your transit experience along 41st Avenue?

2.78

/5

Average Rating

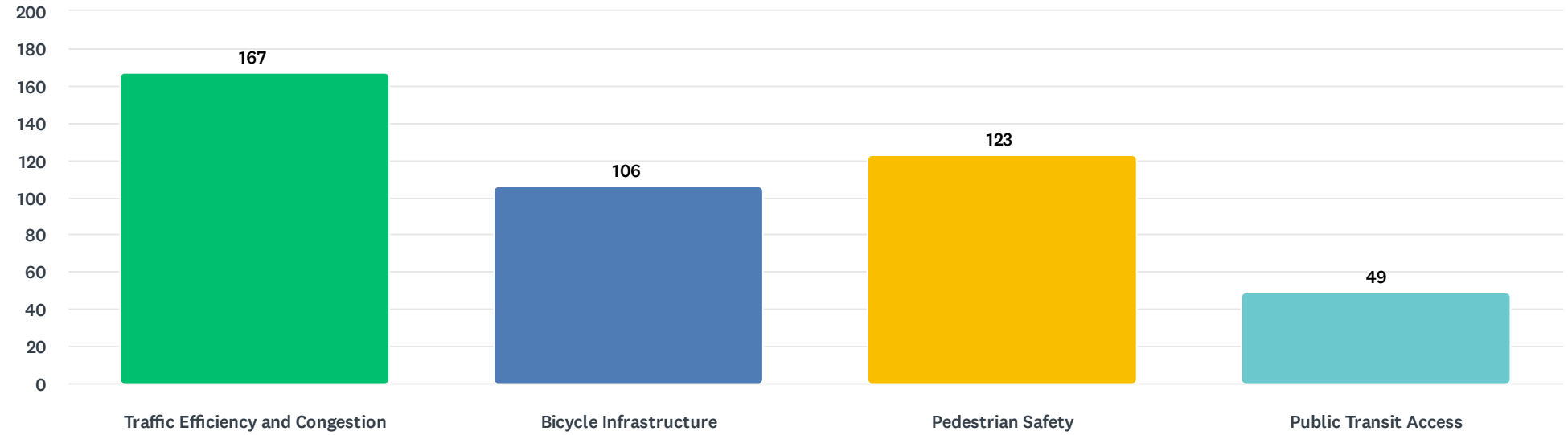


Rating	Percentage	Responses
1 / 5	10.06%	17
2 / 5	26.63%	45
3 / 5	44.38%	75
4 / 5	13.02%	22
5 / 5	5.92%	10
Average2.78		169

Q5

196 responses

What improvements would you like to see on 41st Avenue? (Select all that apply)



Answer Choices	Percentage	Responses
Traffic Efficiency and Congestion	85%	167
Bicycle Infrastructure	54%	106
Pedestrian Safety	63%	123
Public Transit Access	25%	49
Total		445

Q6

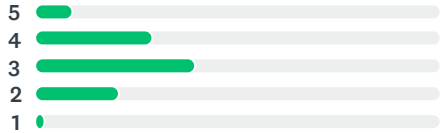
122 responses

On a scale from 1–5 (1 being terrible, 5 being excellent), how would you rate your overall experience accessing businesses along 41st Avenue?

3.21

/5

Average Rating

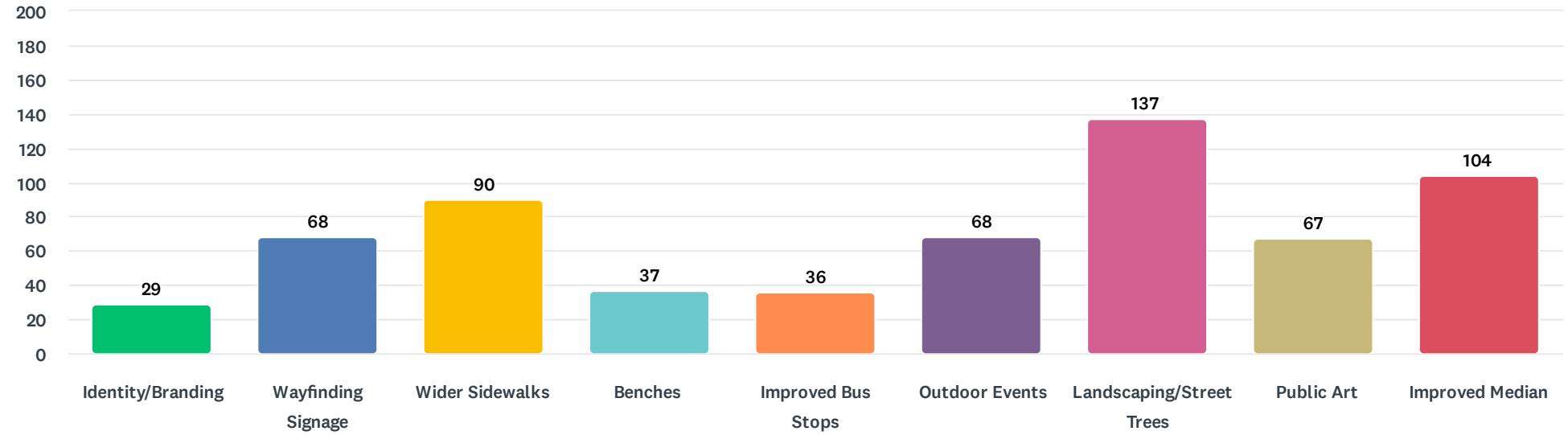


Rating	Percentage	Responses
1 / 5	2.46%	3
2 / 5	20.49%	25
3 / 5	39.34%	48
4 / 5	28.69%	35
5 / 5	9.02%	11
Average3.21		122

Q7

182 responses

What public space and streetscape improvements would you like to see along 41st Avenue? (Select all that apply)



Answer Choices	Percentage	Responses
Identity/Branding	16%	29
Wayfinding Signage	37%	68
Wider Sidewalks	49%	90
Benches	20%	37
Improved Bus Stops	20%	36
Outdoor Events	37%	68
Total		636

Answer Choices	Percentage	Responses
Landscaping/Street Trees	75%	137
Public Art	37%	67
Improved Median	57%	104
Total		636

Q8

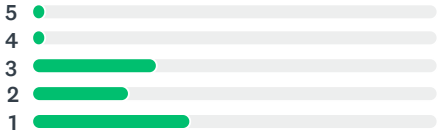
118 responses

On a scale of 1–5 (1 being "Anywhere, USA" and 5 being "memorable commercial neighborhood"), how would you rate the current identity along 41st Avenue?

2.08

/5

Average Rating

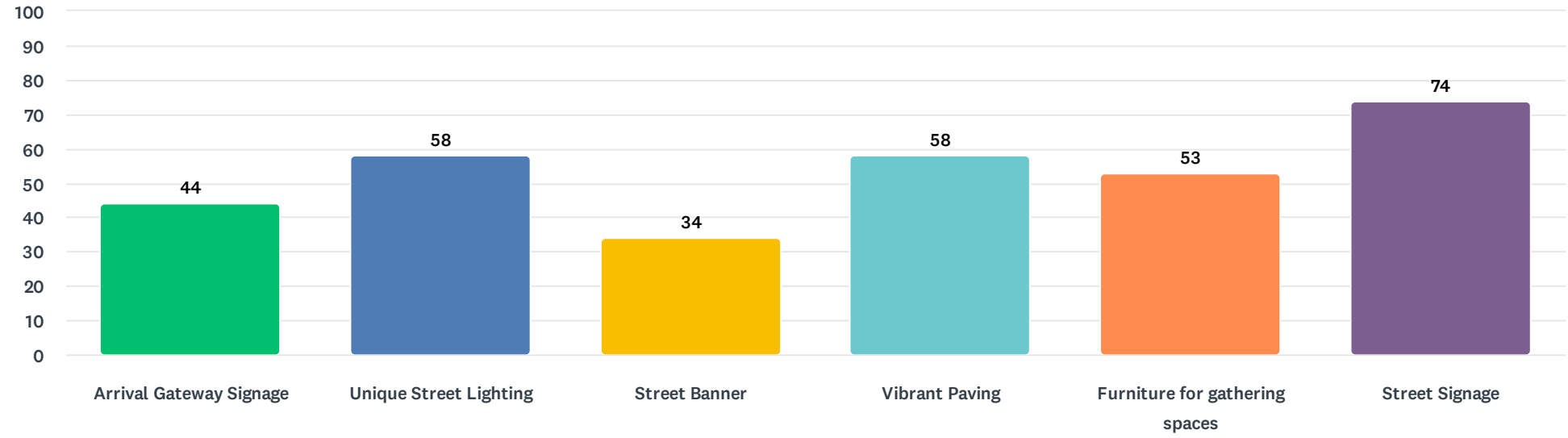


Rating	Percentage	Responses
1 / 5	38.98%	46
2 / 5	23.73%	28
3 / 5	30.51%	36
4 / 5	3.39%	4
5 / 5	3.39%	4
Average	2.08	118

Q9

122 responses

What kind of signage and branding improvements would you like to see to create a stronger identity of 41st Avenue?(Select all that apply)

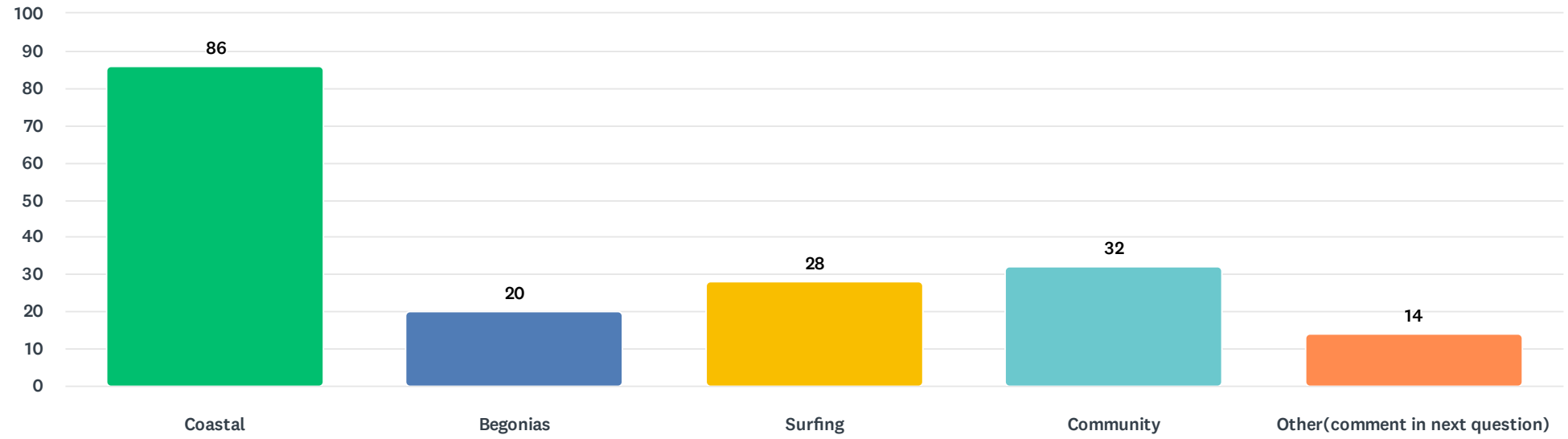


Answer Choices	Percentage	Responses
Arrival Gateway Signage	36%	44
Unique Street Lighting	48%	58
Street Banner	28%	34
Vibrant Paving	48%	58
Furniture for gathering spaces	43%	53
Street Signage	61%	74
Total		321

Q10

180 responses

Which of the following themes to you think best represents 41st Aveneu?



Answer Choices	Percentage	Responses
Coastal	48%	86
Begonias	11%	20
Surfing	16%	28
Community	18%	32
Other(comment in next question)	8%	14
Total		180

A.3 COMMUNITY-WIDE SURVEY 2 (04.03.26-04.20.26)

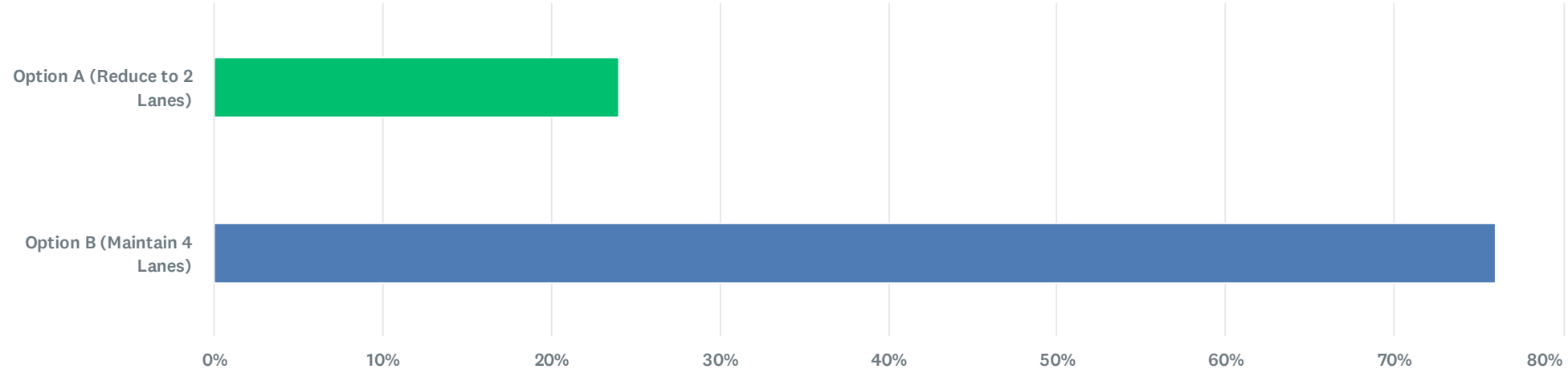
The second community survey was conducted to gather more specific feedback targeted on preferred lane configurations and bicycle infrastructure on Clares Street as well as corridor-wide placemaking/branding concepts. The results helped refine initially proposed design options to reflect community preferences.

The survey included 4 multiple-choice questions. The first 3 questions asked respondents to compare lane configuration and bicycle infrastructure options, while the final question asked respondents to select between the 2 proposed branding alternatives.

Q1

300 responses

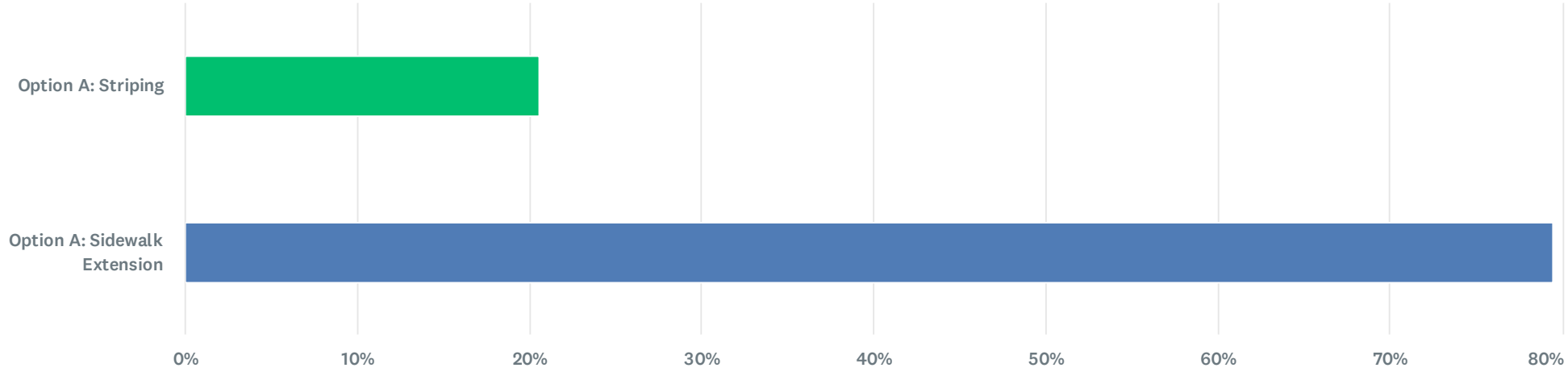
Which option do you prefer?



Q2

73 responses

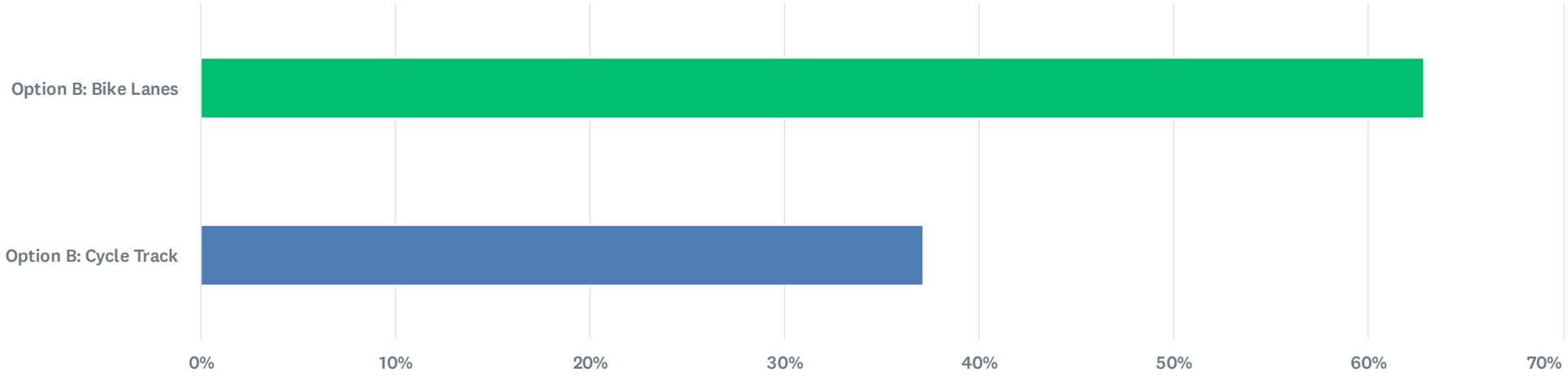
Which alternative do you prefer?



Q3

194 responses

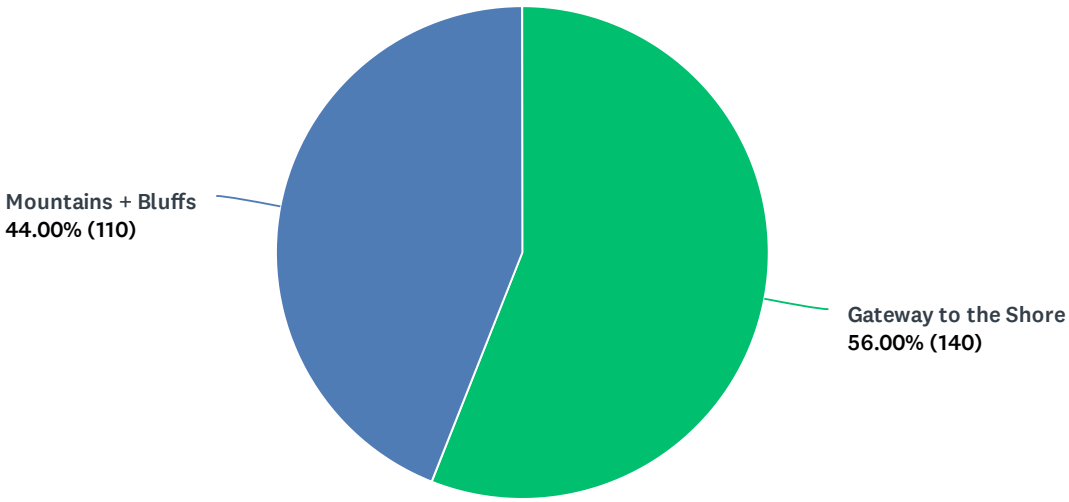
Which alternative do you prefer?



Q4

250 responses

Which alternative do you prefer?



A.4 CORRIDOR PLAN OPINION OF PROBABLE COST

The opinion of probable cost provides planning-level ROM costs for the proposed improvements, broken down by corridor and zone. The opinion of probable cost is intended to support early budgeting, funding discussions, and implementation planning, and will require further refinement during future design phases as project scope, detailed site conditions, and construction assumptions are developed.

41st Avenue, Clares Street, and Capitola Road Corridor Plan

ROM Opinion of Probable Cost

05.18.26

Corridor /Zone	Qty	Units	Unit Cost	ROM
41st Avenue				**$ 11,217,854**
Zone 1				$ 185,200
Median Improvements	4,630	SF	$ 40	$ 185,200
Zone 2				$ 3,600,500
Roadway Improvements (street surfacing and striping only)	140,410	SF	$ 20	$ 2,808,200
Median Improvements	16,730	SF	$ 40	$ 669,200
Public Realm Improvements - by future developer, not included in opinion of probable cost				
Public Realm Improvements in ROW (planting only)	6,155	SF	$ 20	$ 123,100
Zone 3				$ 4,067,301
Roadway Improvements	82,990	SF	$ 36	$ 3,003,201
Median Improvements	5,290	SF	$ 40	$ 211,600
Public Realm Improvements in ROW	17,050	SF	$ 50	$ 852,500
Zone 4				$ 3,364,854
Roadway Improvements	61,940	SF	$ 36	$ 2,241,454
Median Improvements	6,560	SF	$ 40	$ 262,400
Public Realm Improvements in ROW	17,220	SF	$ 50	$ 861,000
Clares Street				**$ 9,271,173**
Zone 1				$ 1,988,602
Roadway Improvements	50,675	SF	$ 36	$ 1,833,802
Median Improvements	3,870	SF	$ 40	$ 154,800
Public Realm Improvements - by future developer, not included in opinion of probable cost				
Zone 2 (near-term)				$ 1,612,700
Roadway Improvements (street surfacing and striping only)	80,635	SF	$ 20	$ 1,612,700
Zone 2 (long-term)				$ 3,707,974
Roadway Improvements	88,715	SF	$ 36	$ 3,210,374
Median Improvements	7,905	SF	$ 40	$ 316,200
Public Realm Improvements - by future developer, not included in opinion of probable cost				
Public Realm Improvements in ROW (planting only)	9,070	SF	$ 20	$ 181,400
Zone 3				$ 1,220,438
Roadway Improvements	30,390	SF	$ 36	$ 1,099,738
Median Improvements	2,250	SF	$ 40	$ 90,000
Public Realm Improvements - by future developer, not included in opinion of probable cost				
Public Realm Improvements in ROW (planting only)	1,535	SF	$ 20	$ 30,700
40th Avenue				$ 741,459
Roadway Improvements	15,460	SF	$ 36	$ 559,459
Public Realm Improvements in ROW	3,640	SF	$ 50	$ 182,000

Capitola Road					**$**	**716,900**
Zone 1					$	168,000
Median Improvements	4,200	SF	$	40	$	168,000
Zone 2					$	499,900
Median Improvements	8,855	SF	$	40	$	354,200
Public Realm Improvements - by future developer, not included in opinion of probable cost						
Public Realm Improvements in ROW (planting only)	7,285	SF	$	20	$	145,700
Zone 3					$	49,000
Median Improvements	1,225	SF	$	40	$	49,000
Subtotal ROM for Corridor Improvements					***$***	***21,205,927***
District Placemaking					**$**	**2,310,296**
Public Art Allowance (5% of total corridor improvement cost)		LS			$	1,060,296
Monument Signage	5	EA	$	250,000	$	1,250,000
Total ROM					***$***	***23,516,223***
	674,690		Avg $/SF		$	35

NOTES + ASSUMPTIONS:

All quantities are based on conceptual plans only and will require further design development for refined pricing
Unit costs based on comparable nearby (non-union) project costs provided by city and consultant teams
Unit costs do not include contingency or soft costs
Roadway Improvements include: street surfacing, striping, curb, gutter (unless otherwise noted)
Median Improvements include: minor curb work,planting (unless otherwise noted)
Public Realm Improvements include: pedestrian paving, planting, furnishing, lighting (unless otherwise noted)

A.5 CORRIDOR TRAFFIC VOLUME DATA

Kimley-Horn conducted traffic volume counts along 41st Avenue and Clares Street to evaluate existing and potential future traffic flow patterns along the corridor. This data helped inform the Corridor Plan's design strategies and proposed improvements.

The following datasets and maps indicate traffic volume and speed on 41st Avenue and Clares Street within the study area.

- 41st Avenue Traffic Volume Data
- Figure 1 - Clares Street and Capitola Road Segment Volumes and Speed (Average Weekday)
- Figure 2 - Clares Street and Capitola Road Segment Volumes and Speed (Friday)
- Clares Street Traffic Volume Data

The full dataset can be downloaded here.