



City of Capitola

# **CORRIDOR PLAN**

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**41st Avenue  
Clares Street  
Capitola Road**

City Council • May 28, 2026

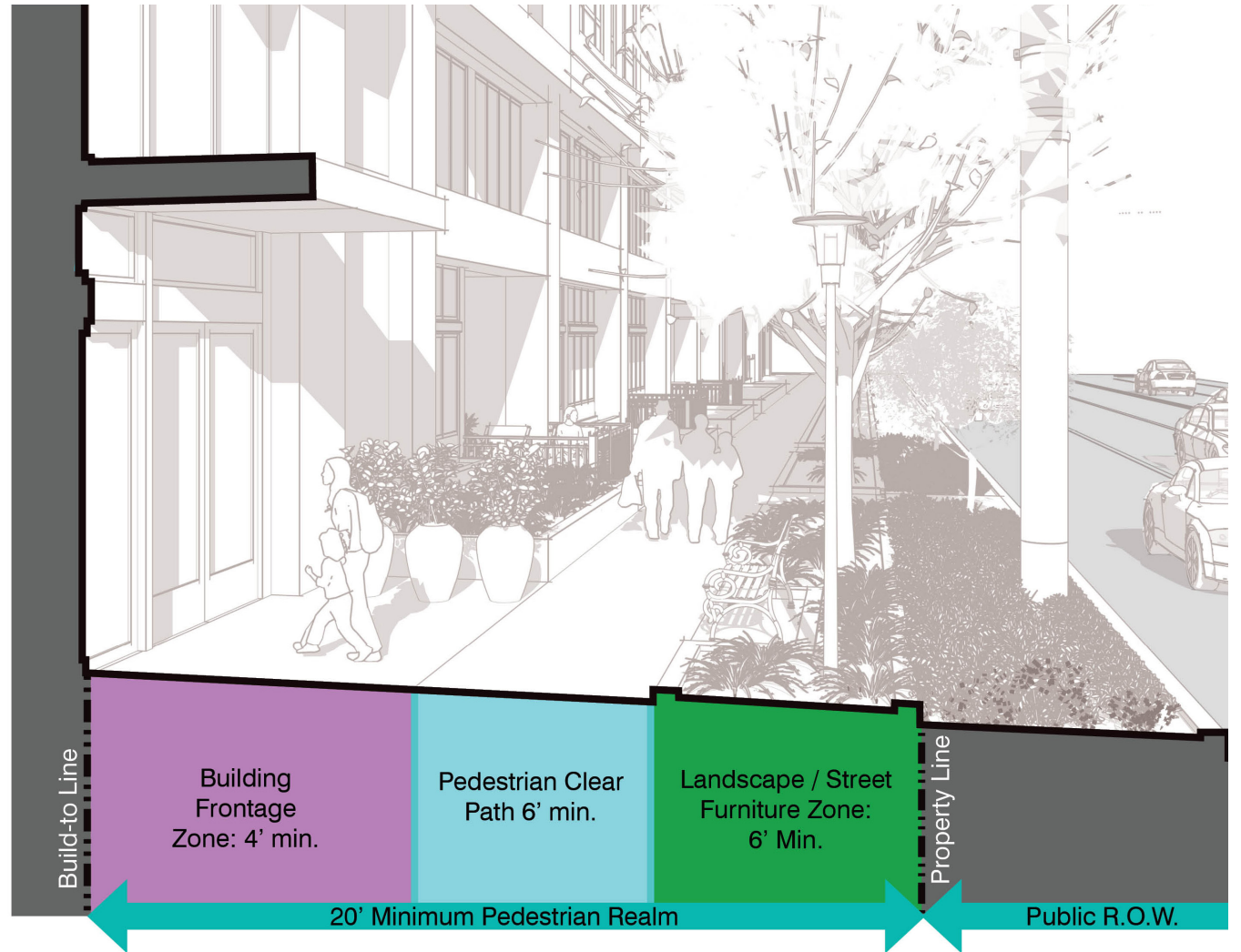
# PRESENTATION AGENDA

- Updated Study Area
- Project Process
- Refined Goals + Vision
- Corridor Improvements Summary
- District Placemaking
- Next Steps



# MALL SITE OBJECTIVE DESIGN STANDARDS

- Mall Site redevelopment projects abutting 41st Ave, Clares St, or Capitola Rd must install "Pedestrian Realm" zone
  - Building Frontage Zone
  - Pedestrian Clear Path
  - Landscape/Street Furniture Zone
- Corridor Plan was developed in coordination with Mall Site ODS, ensuring Pedestrian Realm zone aligns with Plan improvements



# PROJECT PROCESS

## COMMUNITY ENGAGEMENT

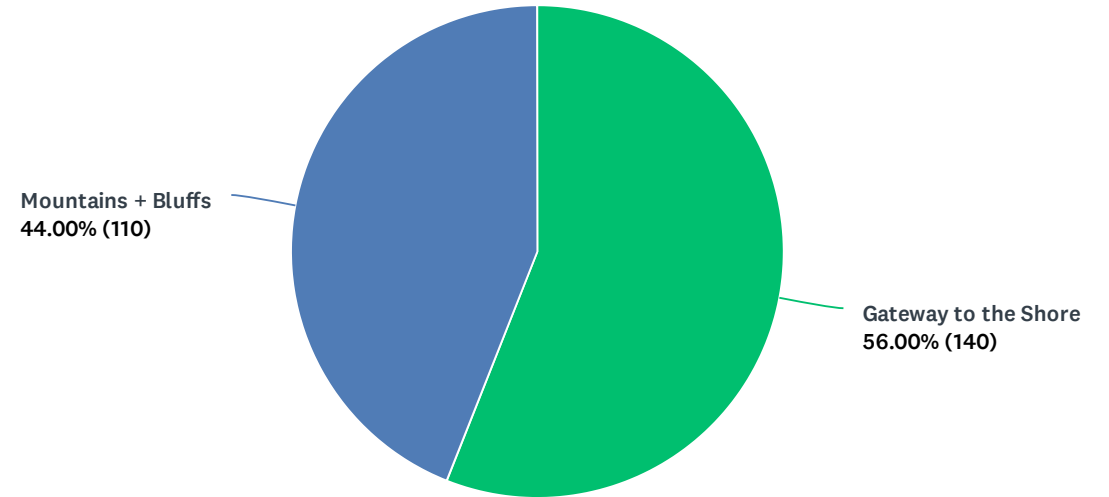
- Community-Wide Survey 1 (08.14.25-12.02.25)
- In-Person Community Workshop (10.08.25)
- **Online Community Workshop (03.18.26)**
- **Community-Wide Survey 2 (04.03.26-04.20.26)**

## STAKEHOLDER MEETINGS

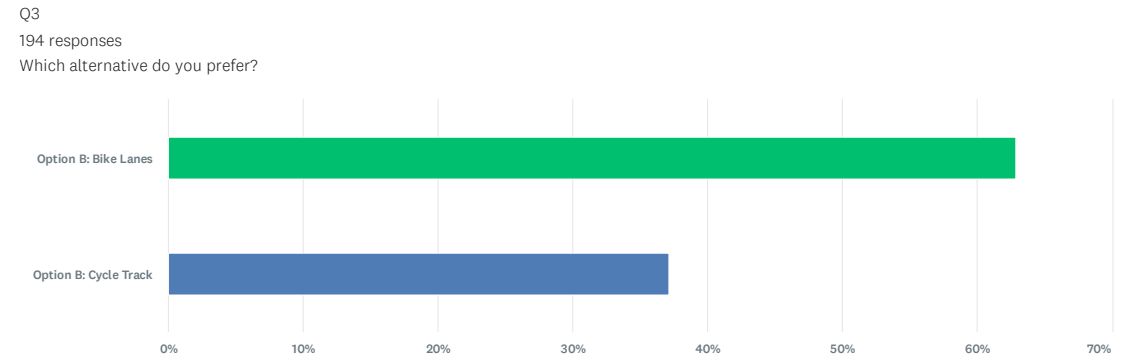
- 41st Avenue Property Owners
- **Clares Street and Capitola Road Property Owners**
- **Capitola Mall Owner/Developers**
- **Capitola Mall Objective Design Standards Consultant Team**
- **County Transit and Transportation**

## AGENCY APPROVALS

- **Art & Culture Commission (03.10.26)**
- **Planning Commission (05.07.26)**



**305 survey responses!**



# REFINED GOALS

1



## Multi-Modal Street

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

2



## Safe & Healthy Street

Ensure **safe travel for all** members of the community.

3



## Memorable & Quality Public Realm

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

4



## Public Realm Activation

**Stimulate local economy** by providing public spaces that support businesses.

5



## Design for Future Development

Provide community-centered amenities to support **neighborhood vitality**.

# **VISION STATEMENT**

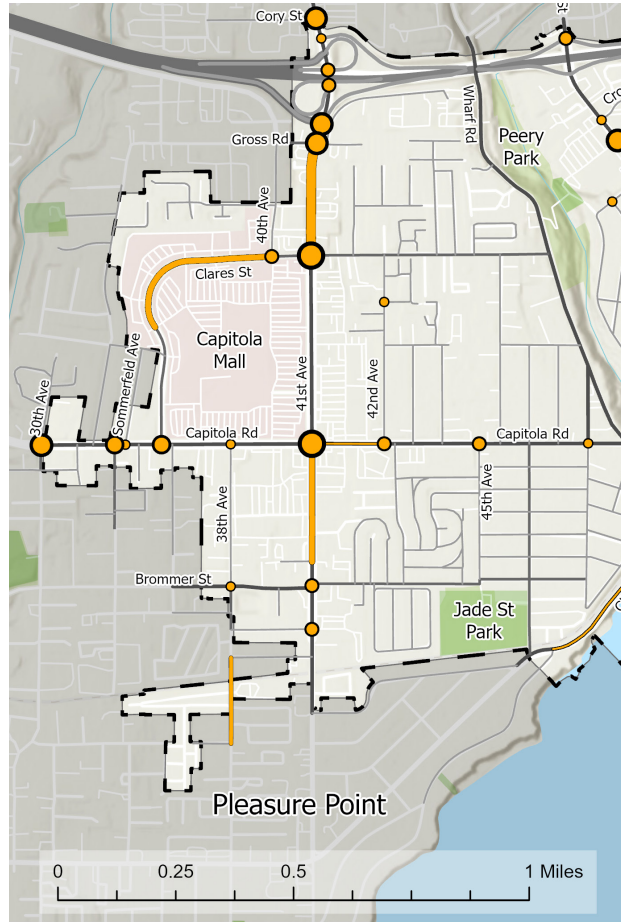
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**The Corridor Plan for 41st Avenue, Clares Street, and Capitola Road envisions a safe, inclusive, and vibrant street network that reflects Capitola's identity, supports all travel modes, and fosters local business and community.**

# **Corridor Improvements Summary**

# CAPITOLA LOCAL ROADWAY SAFETY PLAN

## Vehicle Crash Frequency + Severity

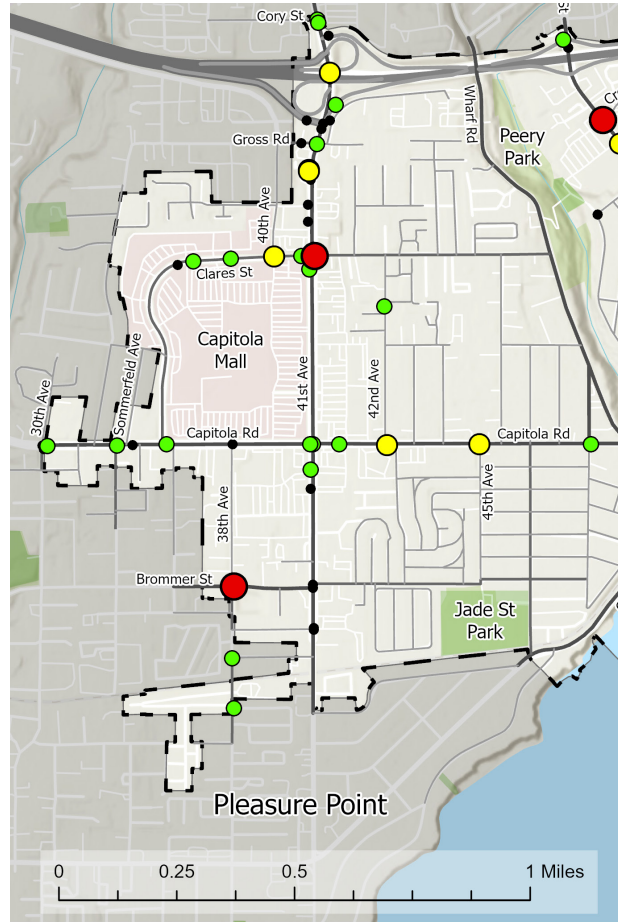


### Intersection Crashes

- 1
- 2
- 3
- 4
- 5 - 6

### Segment Crashes

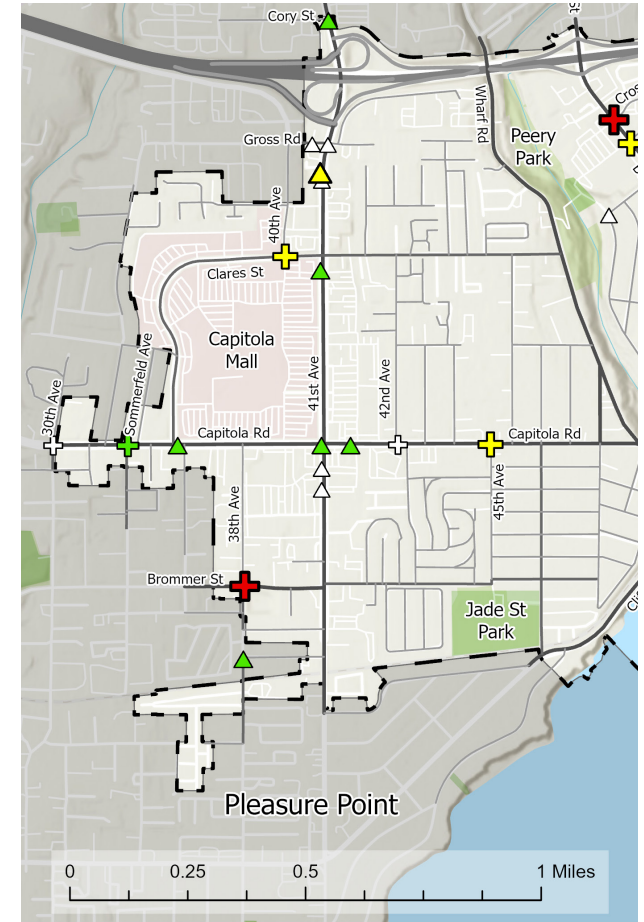
- 1
- 2
- 3
- 4
- 5



### Crash Severity

- Complaint of Pain
- Other Visible Injury
- Severe
- Fatal

## Pedestrian + Bike Crashes



### Pedestrian Crashes (15)

- ⊕ Complaint of Pain (6)
- ⊕ Other Visible Injury (4)
- ⊕ Severe (4)
- ⊕ Fatal (1)

### Bicycle Crashes (29)

- △ Complaint of Pain (9)
- △ Other Visible Injury (17)
- △ Severe (3)

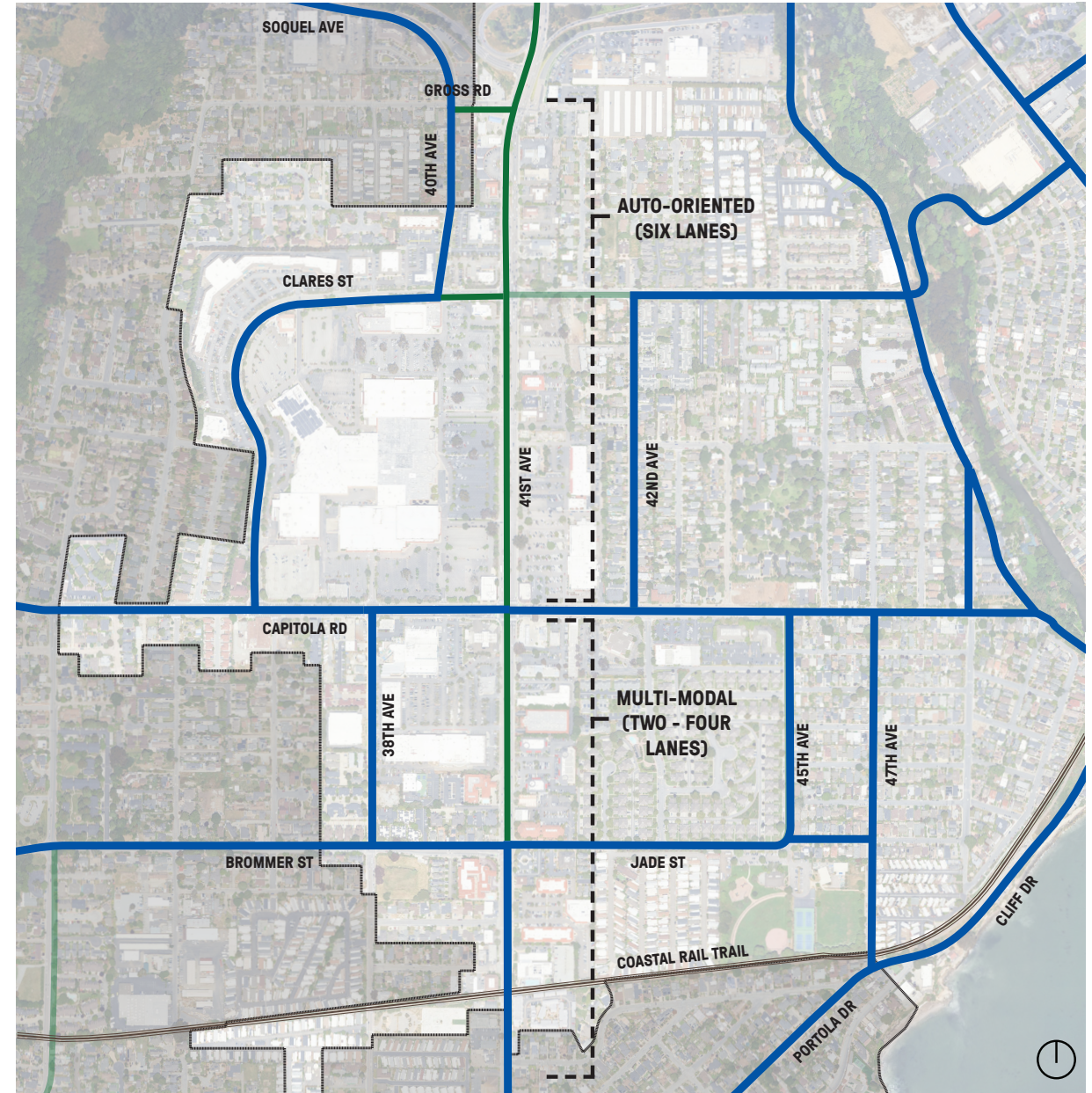
# CORRIDOR NETWORK

## TRAFFIC FLOWS AND BICYCLE STRATEGY

Existing Bike Lane

Proposed Enhanced Bike Lane

Preferred Alternate Bike Route



# 41ST AVENUE



# 41ST AVENUE CORRIDOR OVERVIEW

04

BROMMER ST. TO  
NOVA DR.

03

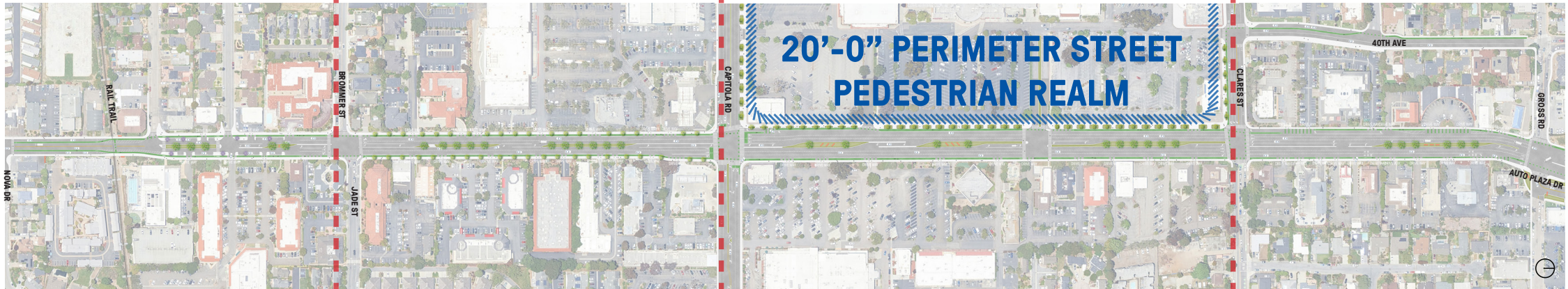
CAPITOLA RD. TO  
BROMMER ST.

02

CLARES ST. TO  
CAPITOLA RD.

01

HIGHWAY 1 TO  
CLARES ST.



VILLAGE  
THOROUGHFARE

TRANSITION TO  
PEDESTRIAN SCALE

ACTIVATING THE  
CORRIDOR

TRANSITION FROM  
HIGHWAY TO AVENUE

# 41ST AVENUE IMPROVEMENTS

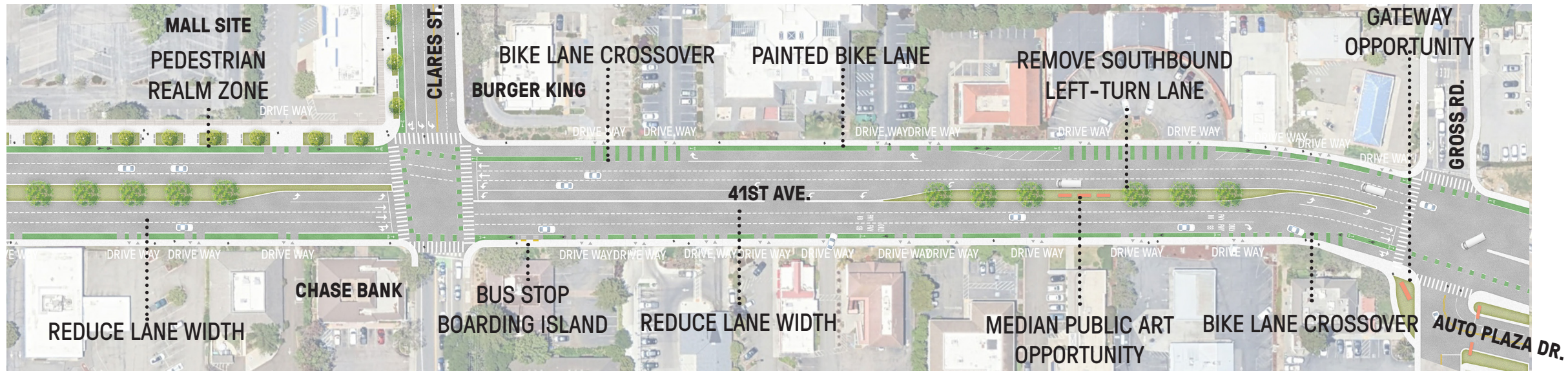
ZONE 01

## HIGHWAY 1 TO CLARES ST.

- Primarily auto-oriented
- Existing curb alignment remains
- Re-striping and bike lane definition

### SAFETY DESIGN STRATEGIES

- CLASS II BIKE LANES
- REMOVE CENTER TURN LANE
- GATEWAY OPPORTUNITY
- BIKE LANE CROSSOVER AT RIGHT TURNS



# 41ST AVENUE IMPROVEMENTS

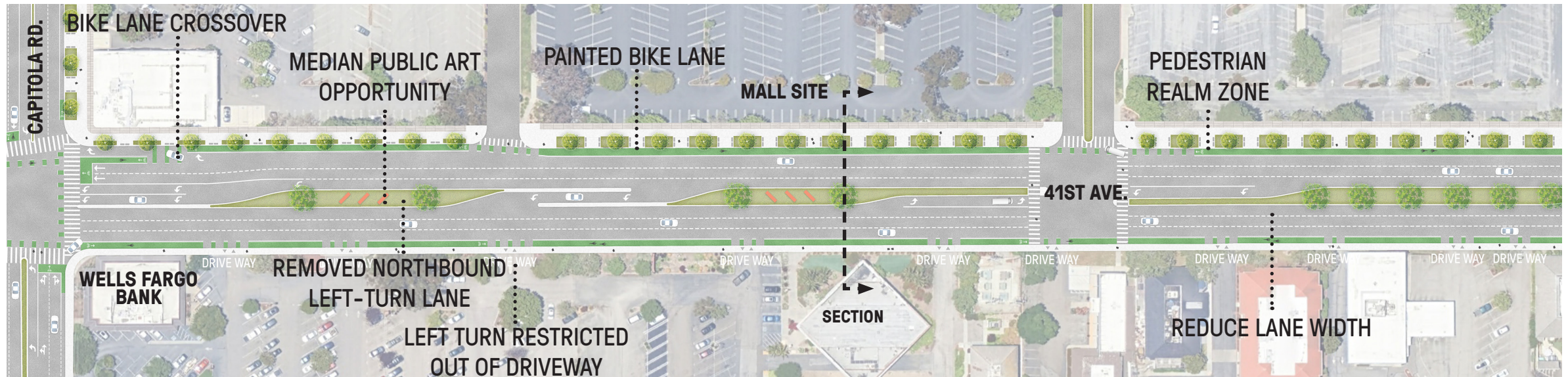
ZONE **02**

## CLARES ST. TO CAPITOLA RD.

- Primarily auto-oriented
- Existing curb alignment remains
- Re-striping and bike lane definition
- Expanded public realm at mall site

### SAFETY DESIGN STRATEGIES

- CLASS II BIKE LANES
- BIKE LANE CROSSOVER AT RIGHT TURNS
- REDUCE LANE WIDTH
- ART OPPORTUNITY
- ENHANCE PUBLIC REALM
- REMOVE CENTER TURN LANE

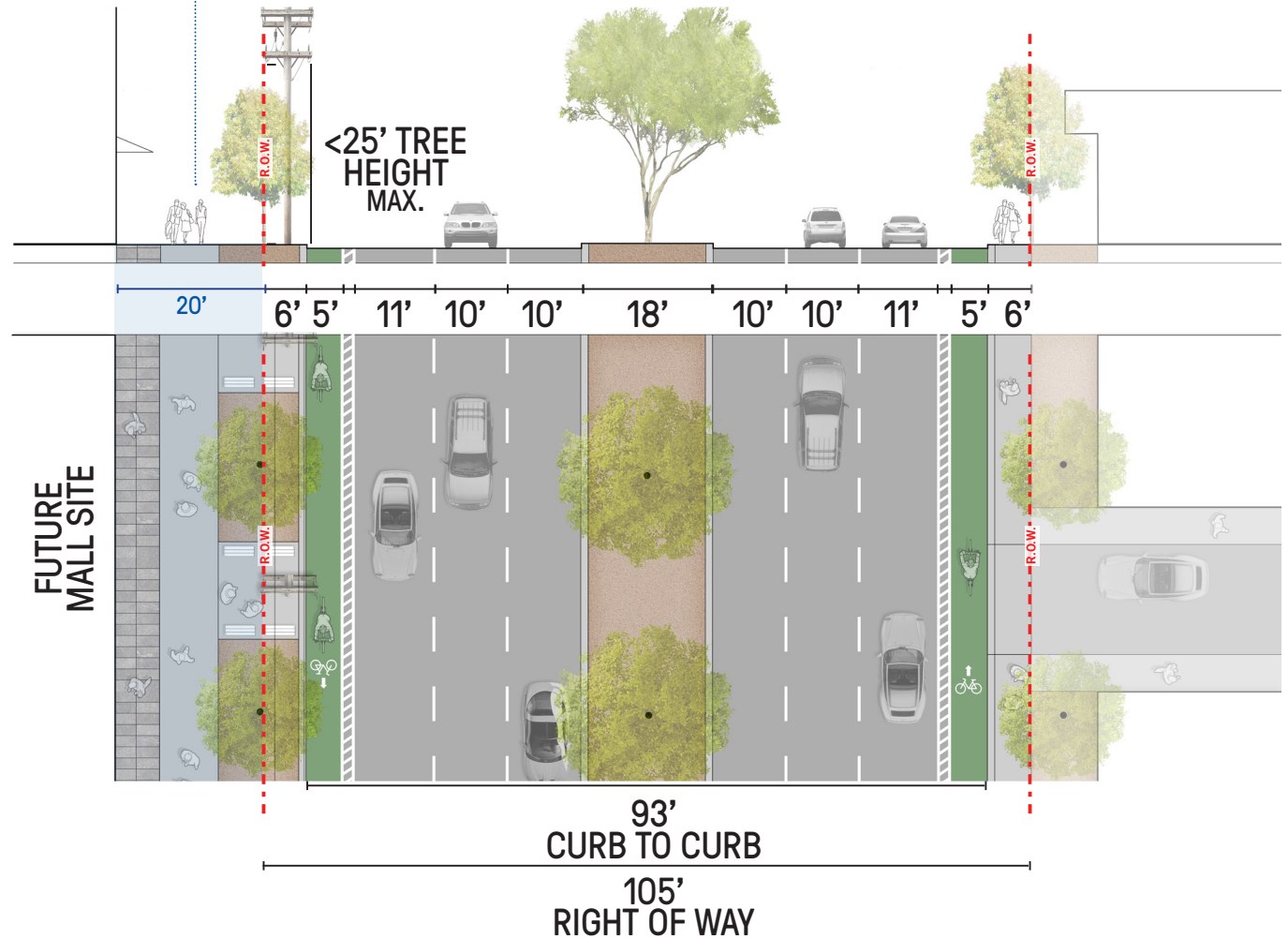
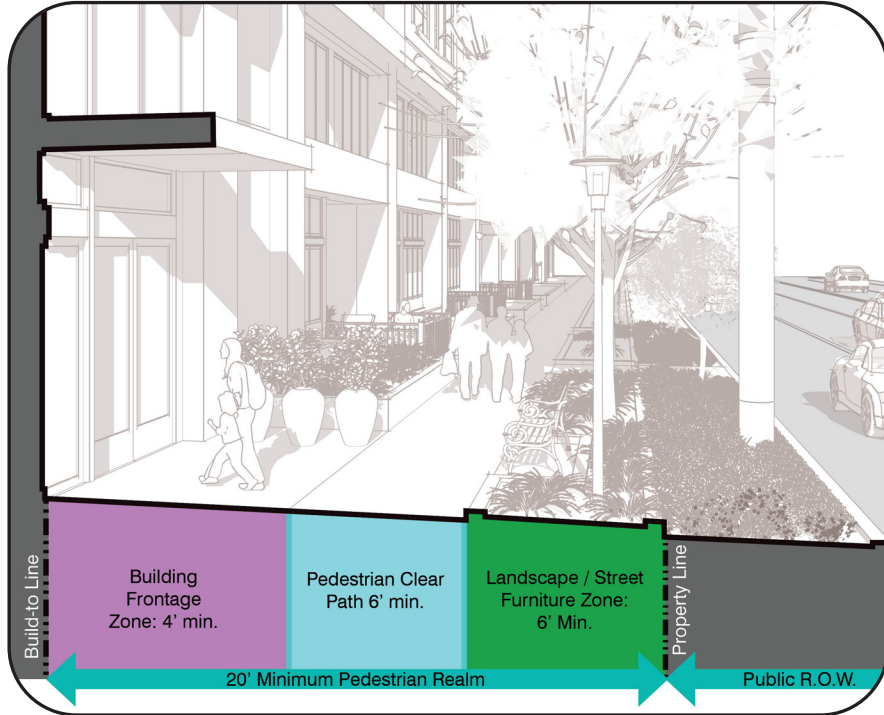


# 41ST AVENUE IMPROVEMENTS AT MALL

ZONE **02**

CLARES ST. TO CAPITOLA RD.

## PEDESTRIAN REALM ZONE



# 41ST AVENUE IMPROVEMENTS

## CAPITOLA RD. TO BROMMER ST.

- Multi-modal opportunities
- Curb adjustments
- Buffered bike lanes
- Extended sidewalks and enhanced public realm

### SAFETY DESIGN STRATEGIES

- CLASS II BIKE LANES
- REDUCE LANE WIDTH
- REMOVE CENTER TURN LANE
- ART OPPORTUNITY
- STREET TREES
- CURB AND SIDEWALK EXTENSION



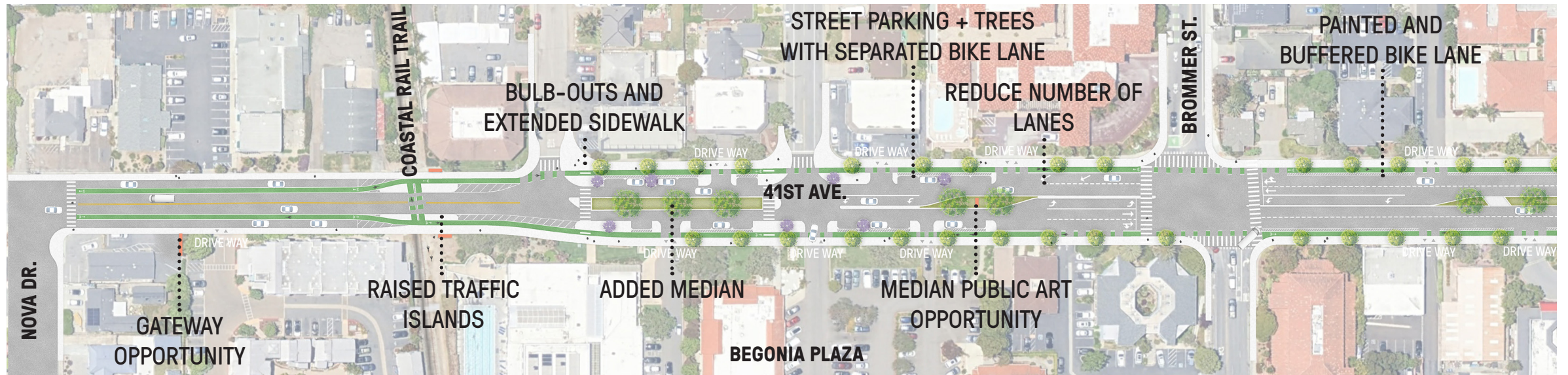
# 41ST AVENUE IMPROVEMENTS

## BROMMER ST. TO NOVA DR.

- Multi-modal opportunities
- Curb adjustments
- Separated bike lanes
- Extended sidewalks and enhanced public realm

### SAFETY DESIGN STRATEGIES

- CLASS IV BIKE LANES
- ADD STREET PARKING
- REDUCE LANES
- STREET TREES
- REMOVE CENTER TURN LANE
- CURB AND SIDEWALK EXTENSION



# **CLARES STREET**



# CLARES STREET EXISTING

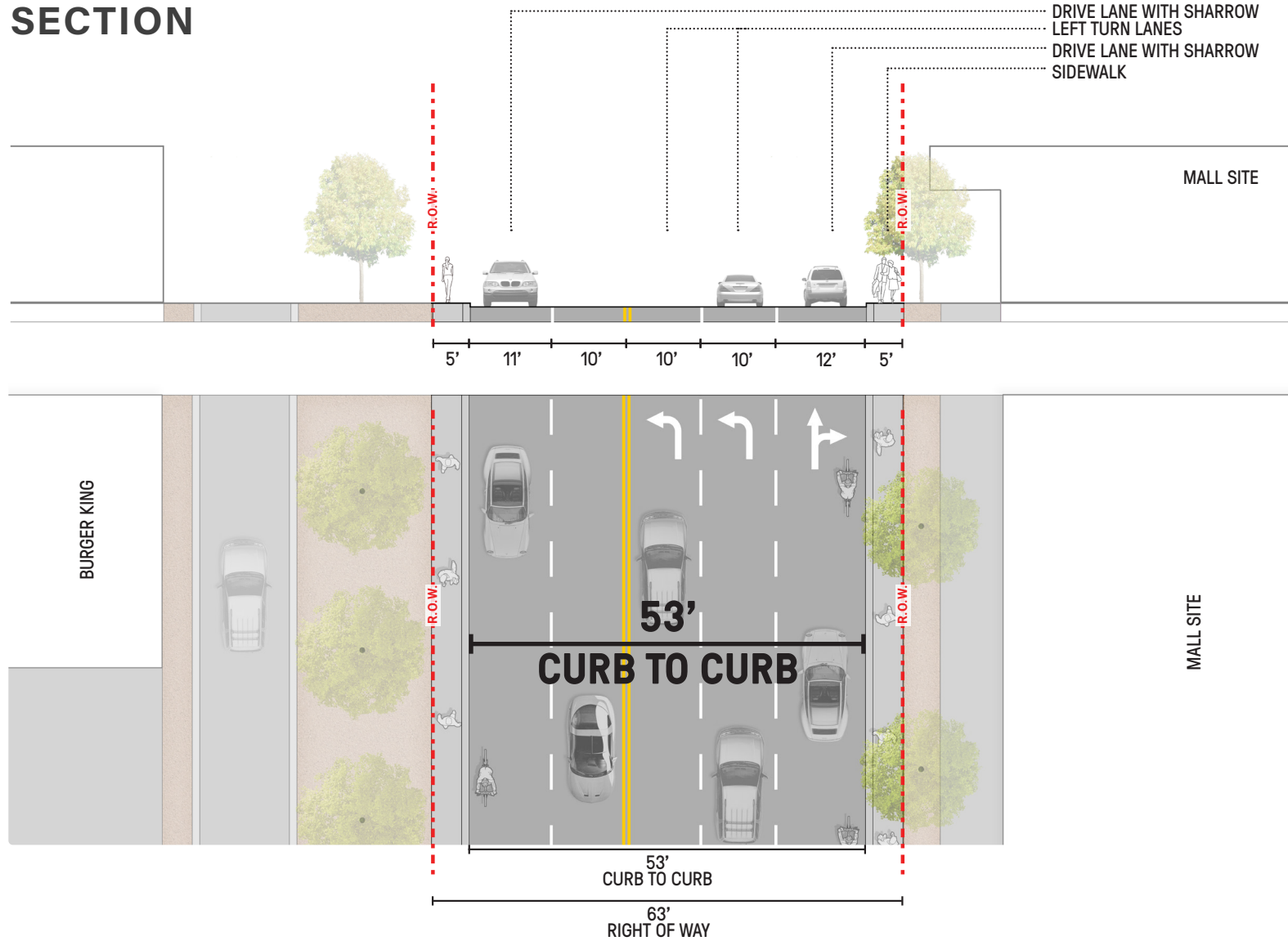
## SAFETY CHALLENGES

- Limited pedestrian crossings
- Bike sharrow only
- High travel speeds
- Numerous collisions



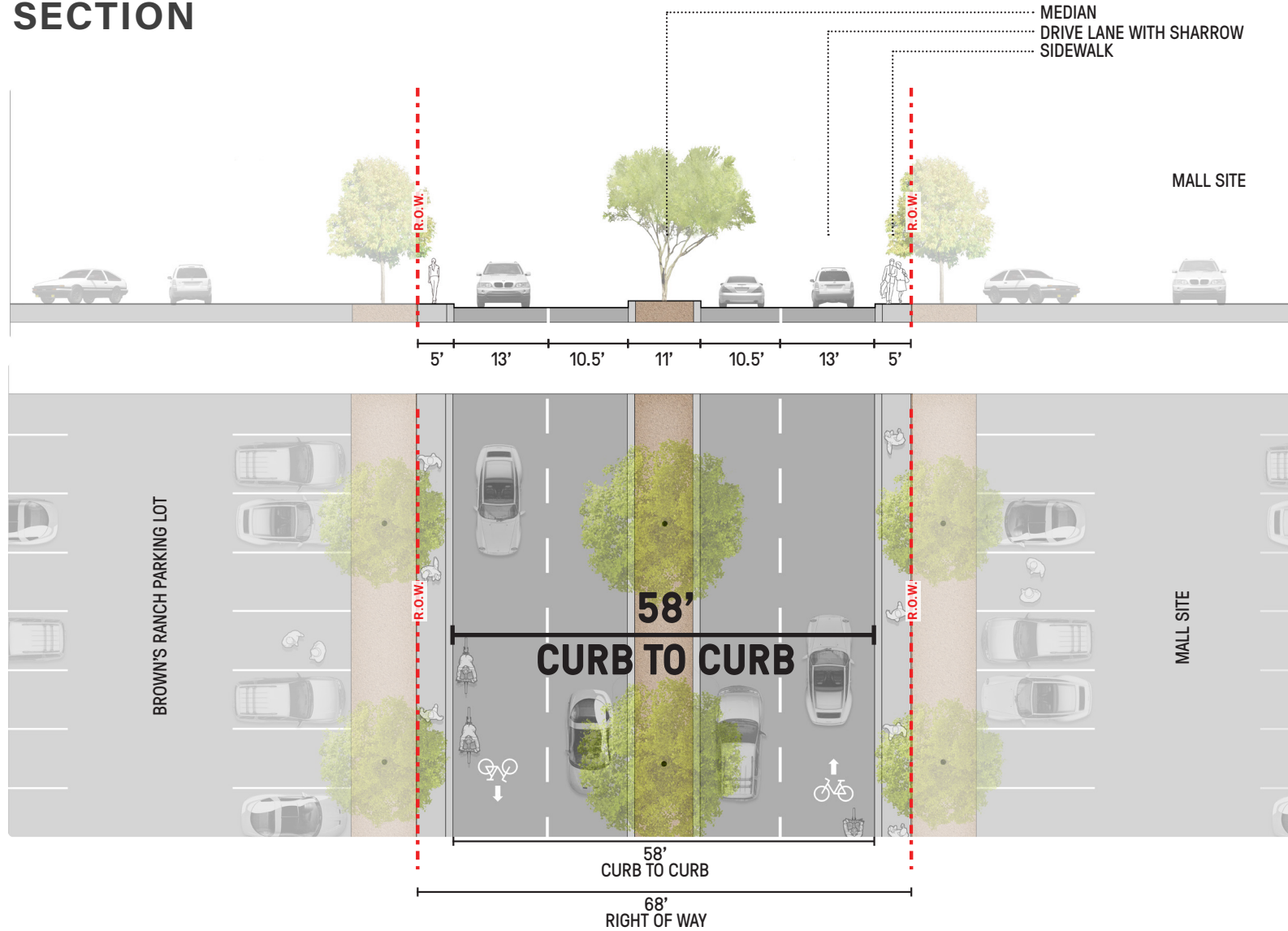
# CLARES STREET EXISTING

## CONSTRAINED SECTION



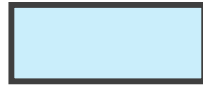
# CLARES STREET EXISTING

## CONSTRAINED SECTION



# MALL SITE DEVELOPMENT POTENTIAL

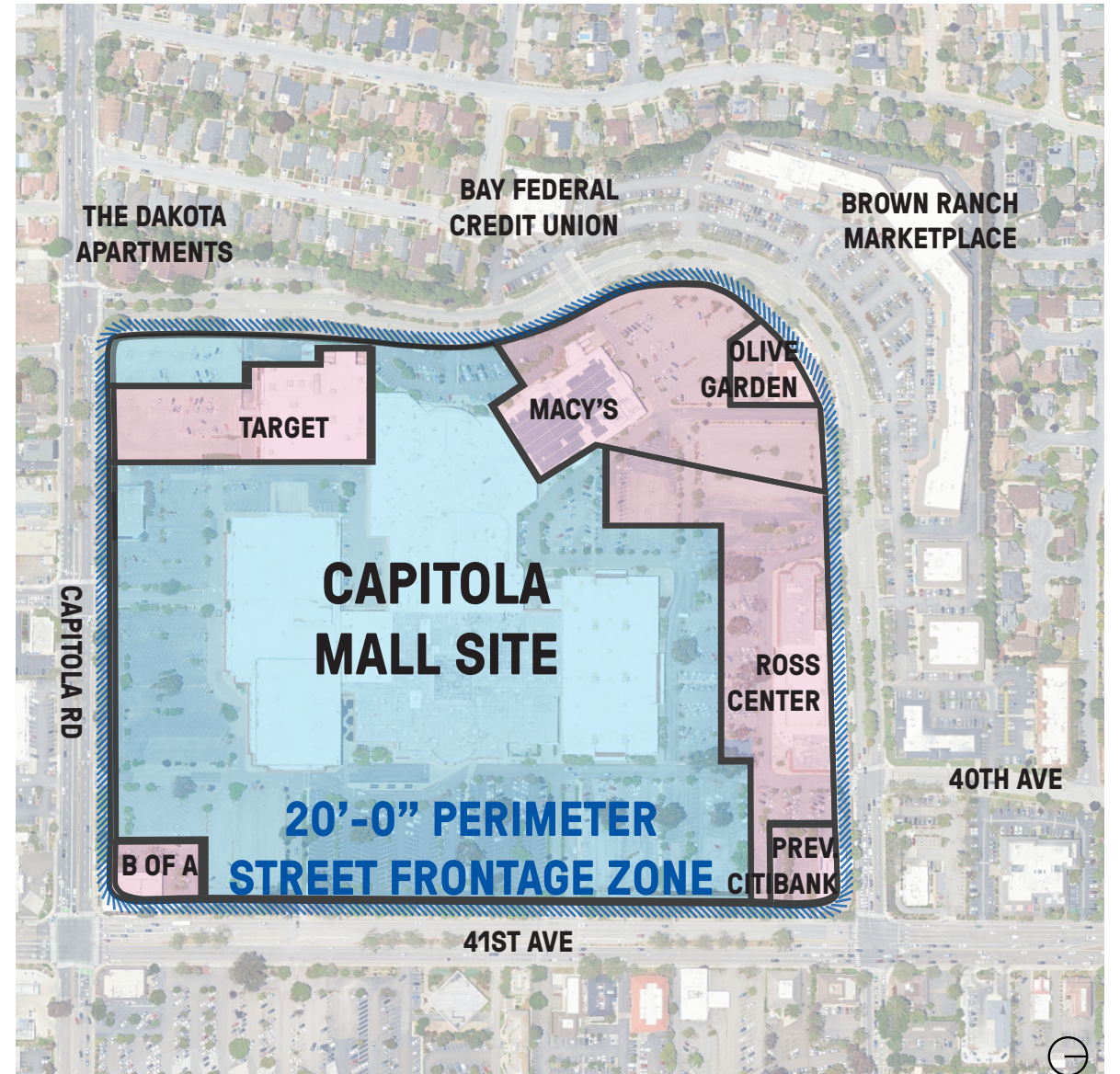
## PARCEL OWNERSHIP



Merlone Geier Partners-Owned Parcel



Separately-Owned Parcels



# CLARES STREET CORRIDOR OVERVIEW

01

**41ST AVE. TO MIDBLOCK**  
TRANSITION TO COMPLETE STREET

02

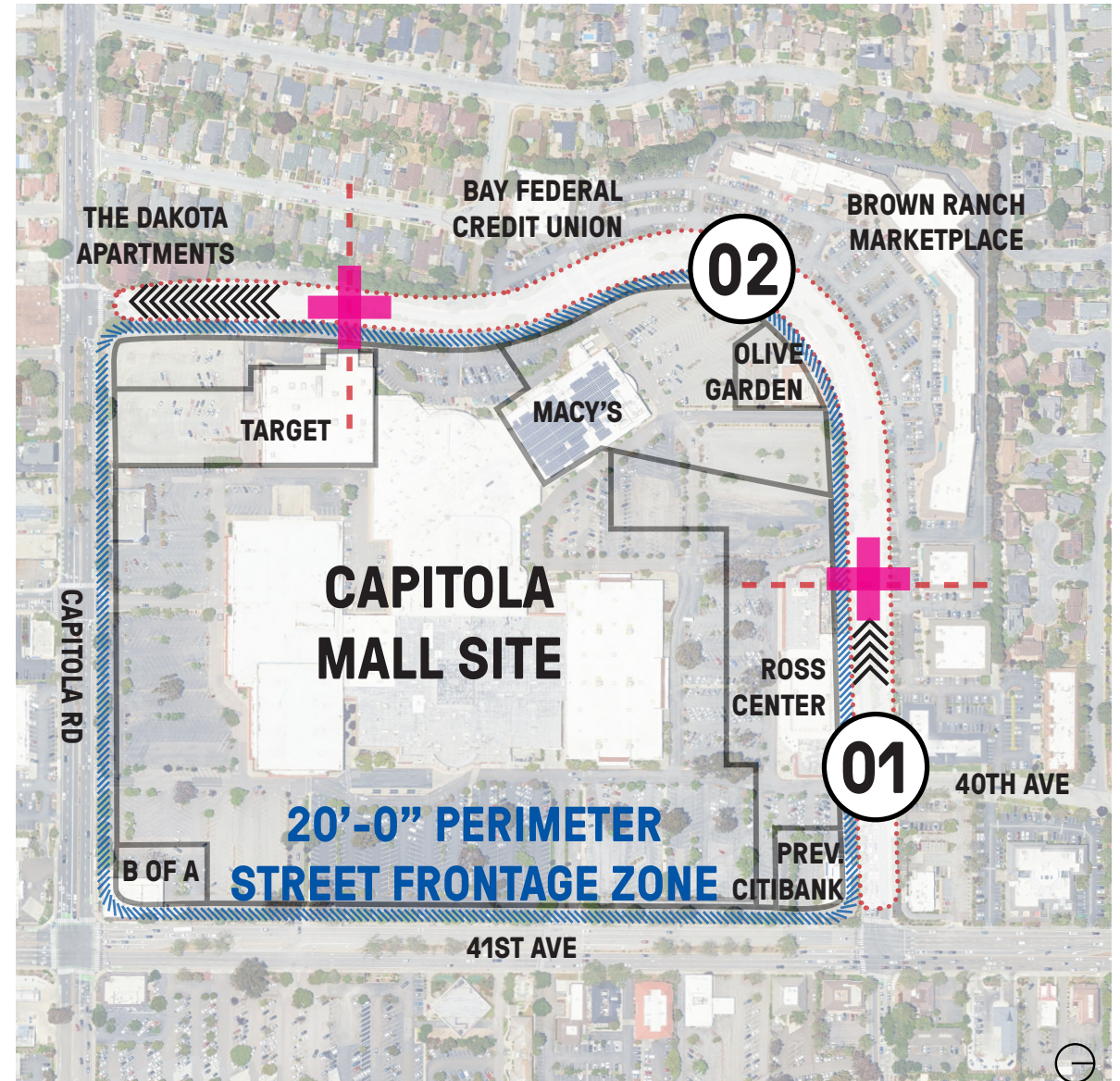
**MIDBLOCK TO MIDBLOCK**  
COMPLETE STREET  
[NEAR-TERM AND LONG-TERM]



Proposed Midblock Crossings



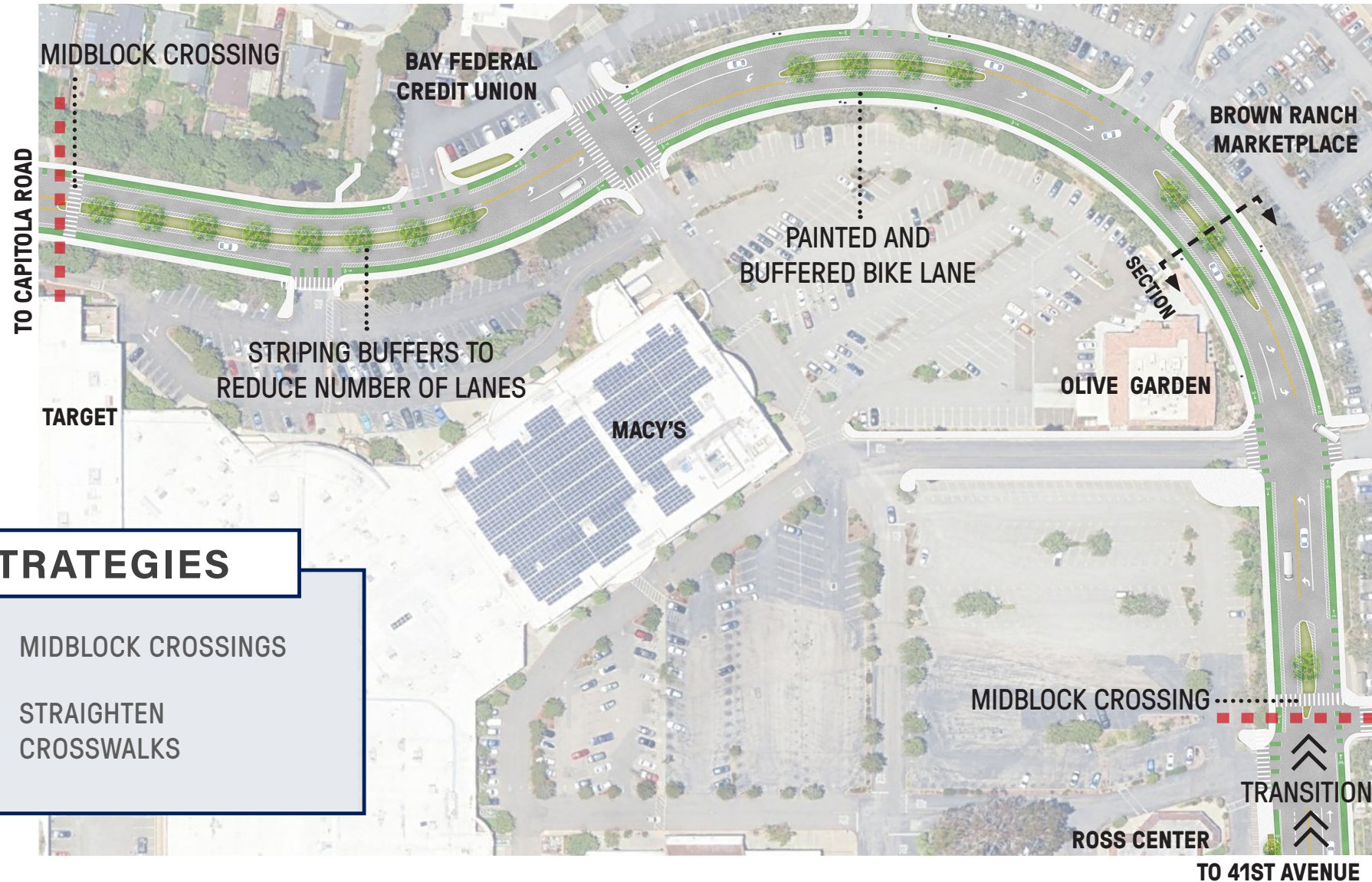
Transition Between Different  
Configurations



# CLARES STREET IMPROVEMENTS

## NEAR-TERM

- New midblock crossings
- Existing curb alignment remains
- Striping to reduce lanes
- Buffered bike lanes



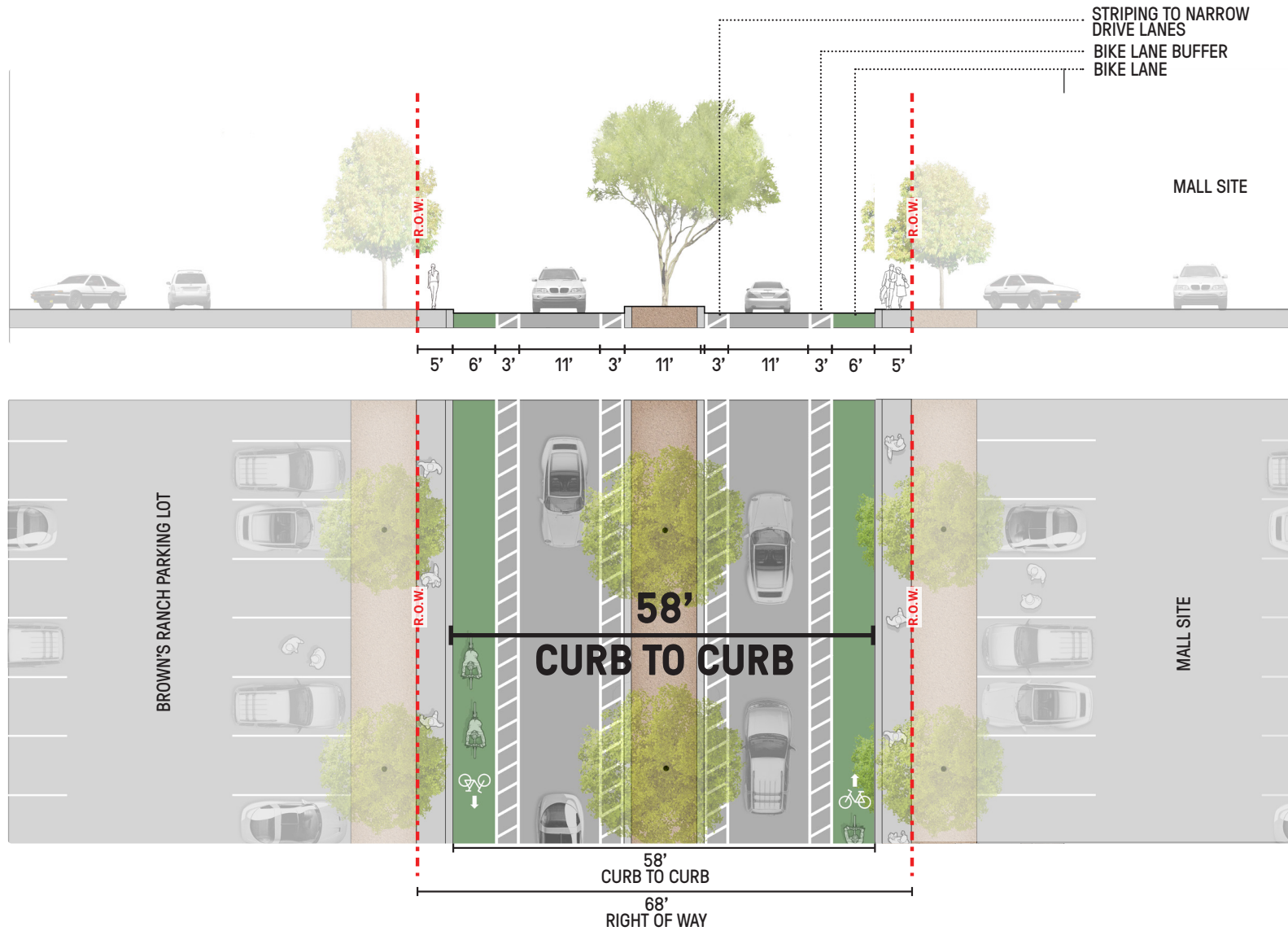
### SAFETY DESIGN STRATEGIES

- REDUCE LANES
- CLASS II BIKE LANES WITH BUFFER
- MIDBLOCK CROSSINGS
- STRAIGHTEN CROSSWALKS

# CLARES STREET IMPROVEMENTS

ZONE 02

## NEAR-TERM



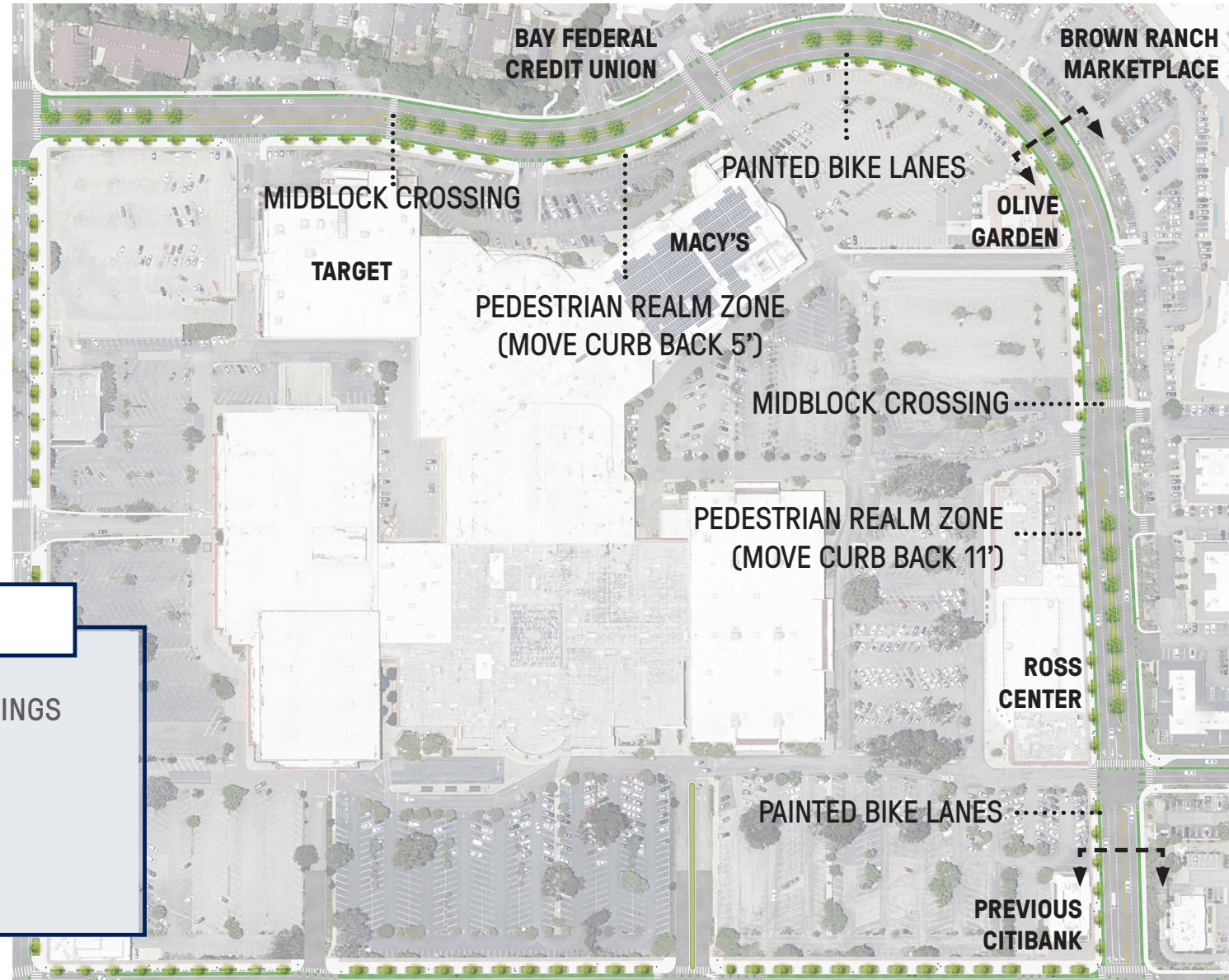
# CLARES STREET IMPROVEMENTS

## LONG-TERM

- Pedestrian realm zone improvements with redevelopment
- Realign curbs on mall side
- Painted bike lanes
- Return to four travel lanes

### SAFETY DESIGN STRATEGIES

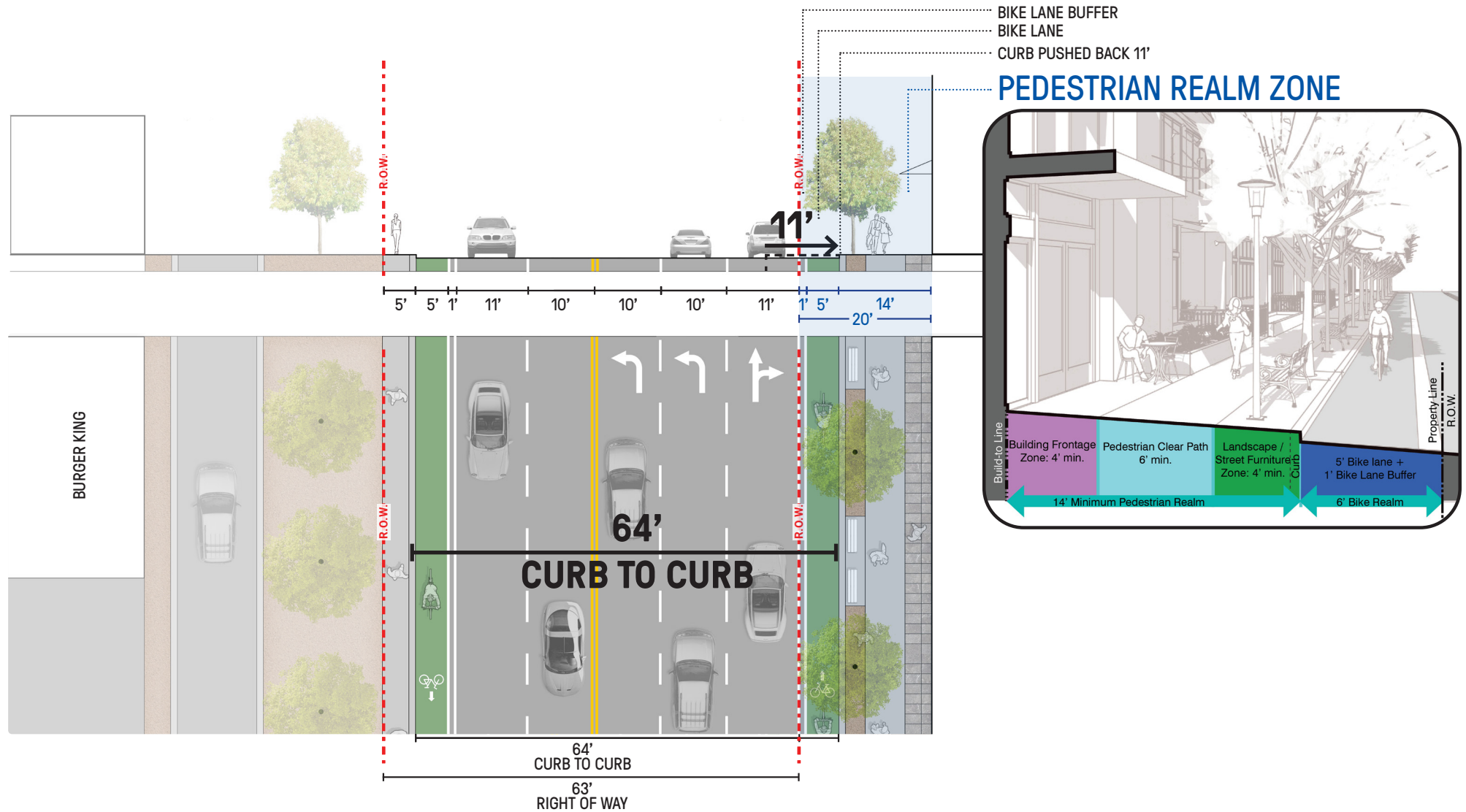
- REDUCE LANE WIDTH
- CLASS II BIKE LANES
- ENHANCE PUBLIC REALM
- MIDBLOCK CROSSINGS
- STRAIGHTEN CROSSWALKS



# CLARES STREET IMPROVEMENTS

## LONG-TERM

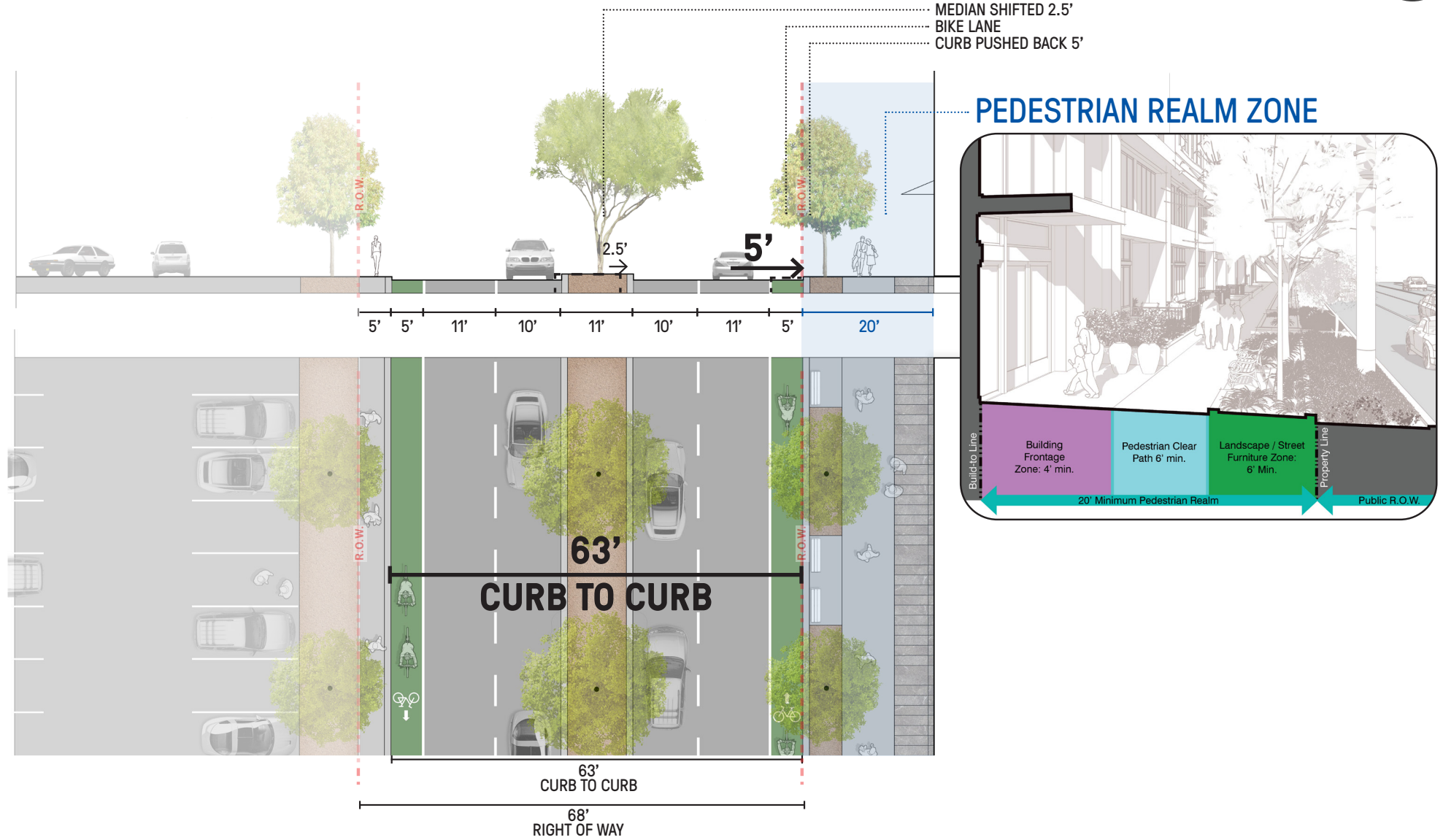
ZONE 01



# CLARES STREET IMPROVEMENTS

ZONE **02**

## LONG-TERM



# CAPITOLA ROAD

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# CAPITOLA ROAD CORRIDOR OVERVIEW

01

30TH AVE. TO  
CLARES ST.

02

CLARES ST. TO  
41ST AVE.

03

41ST AVE.  
TO 42ND AVE.



WESTERN GATEWAY

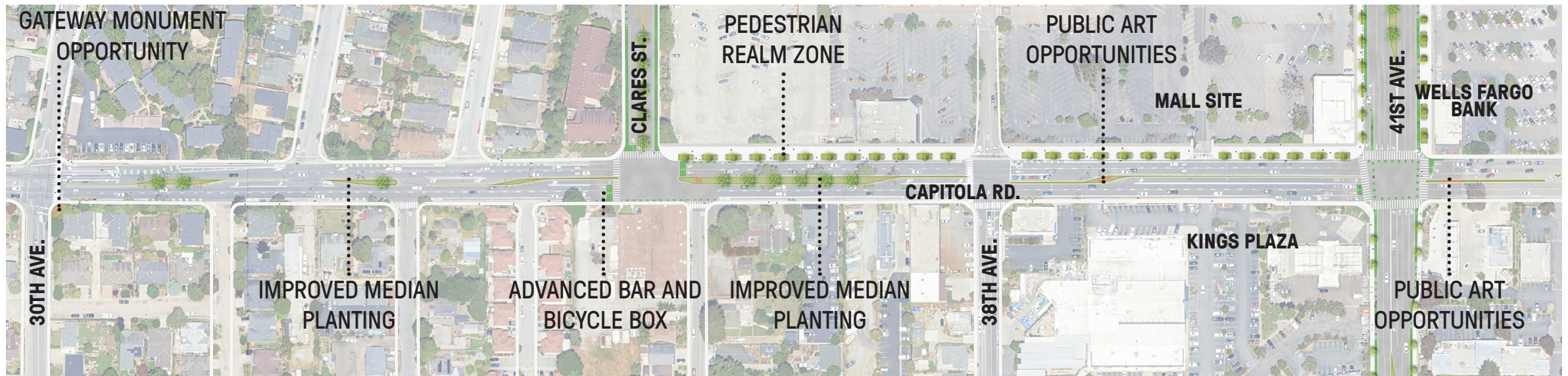
PEDESTRIAN REALM ZONE

EASTERN GATEWAY

# CAPITOLA ROAD IMPROVEMENTS

## 30TH AVE. TO 42ND AVE.

- Existing curb alignment remains
- Improved median planting
- Gateway and art opportunities
- Expanded public realm at mall site

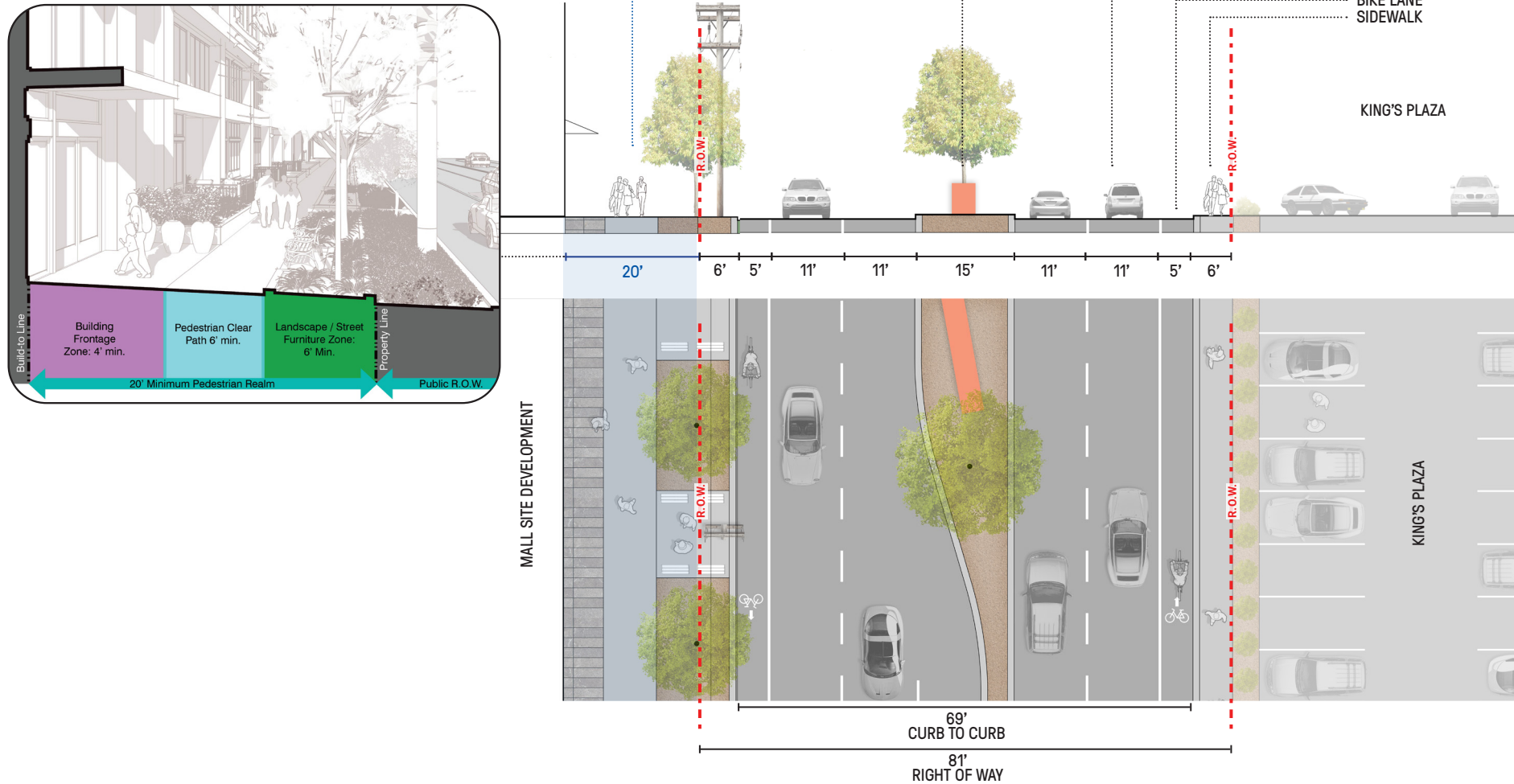


# CAPITOLA ROAD IMPROVEMENTS AT MALL

ZONE 02

CLARES ST. TO 41ST AVE.

## PEDESTRIAN REALM ZONE



# District Placemaking



# GATEWAY MONUMENT OPPORTUNITIES

NORTH: 41ST + AUTO PLAZA

WEST: CAPITOLA + 30TH

SOUTH: 41ST + RAIL TRAIL



# BRANDING CONCEPTS

**MOUNTAINS + BLUFFS  
BRANDING CONCEPT  
44%**

**GATEWAY TO SHORE  
BRANDING CONCEPT  
56%**



# MOUNTAINS + BLUFFS CONCEPT

## CONNECTION TO THE MOUNTAINS

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

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.





# GATEWAY TO THE SHORE **CONCEPT**

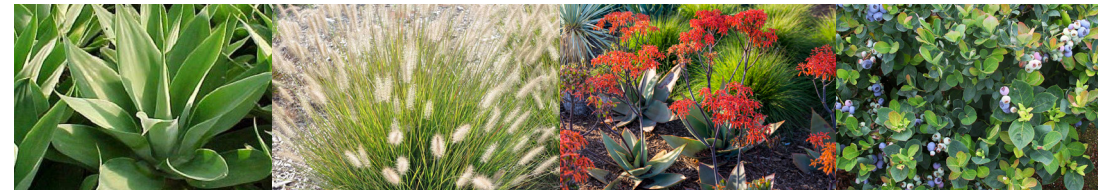
## CAPITOLA'S COASTAL PROMENADE

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 faded hues and surf-inspired details reflect Capitola's coastal identity.



## VERTICAL ICONS, LAYERED GROUND

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.





# NEXT STEPS

## PATH TO IMPLEMENTATION



- Identify and prioritize specific projects
- Ongoing stakeholder engagement
- Complete additional studies as needed
- Develop shovel-ready engineering plans and estimates
- Secure funding for improvements
- Complete construction in phases

Adoption of Corridor Plan

# **ADDITIONAL PLANNING EFFORTS**

## **ONGOING AND RECENTLY COMPLETE**

- Local Roadway Safety Plan (LRSP)
- Objective Design Standards (ODS) for Capitola Mall Redevelopment
- 41st Avenue Pavement Rehabilitation and Multimodal Improvements Project
- City of Capitola Active Transportation Plan (ATP)
- Santa Cruz METRO Rapid Corridor Project

# RECOMMENDED ACTION



**Adopt a resolution** adopting the 41st Avenue, Clares Street, and Capitola Road Corridor Plan and **direct staff to publish a Request for Proposals (RFP)** for an **AB 1600 Nexus Study to establish a corridor impact fee program** to help fund future transportation, multimodal, placemaking, and public infrastructure improvements identified within the Corridor Plan.