



RFQ 41st Avenue Corridor Plan

**City Council
October 10, 2024**



41st Avenue Corridor Plan: Request for Qualifications

Recommended Action:
Authorize issuance of a
Request for Qualifications
(RFQ) for a 41st Avenue
Corridor Plan.





41st Avenue Corridor Plan: Request for Qualifications

Background

- Vital commercial area within Capitola
- Multiple studies conducted:
 - 2009 "Economic Development/Mixed Use Revitalization Study"
 - 2011 "41st Avenue/Capitola Mall Re-Visioning Plan"
- Focus: Economic growth, redevelopment, land use, urban design, traffic, and circulation.
- Incorporated into City's General Plan and Zoning Code

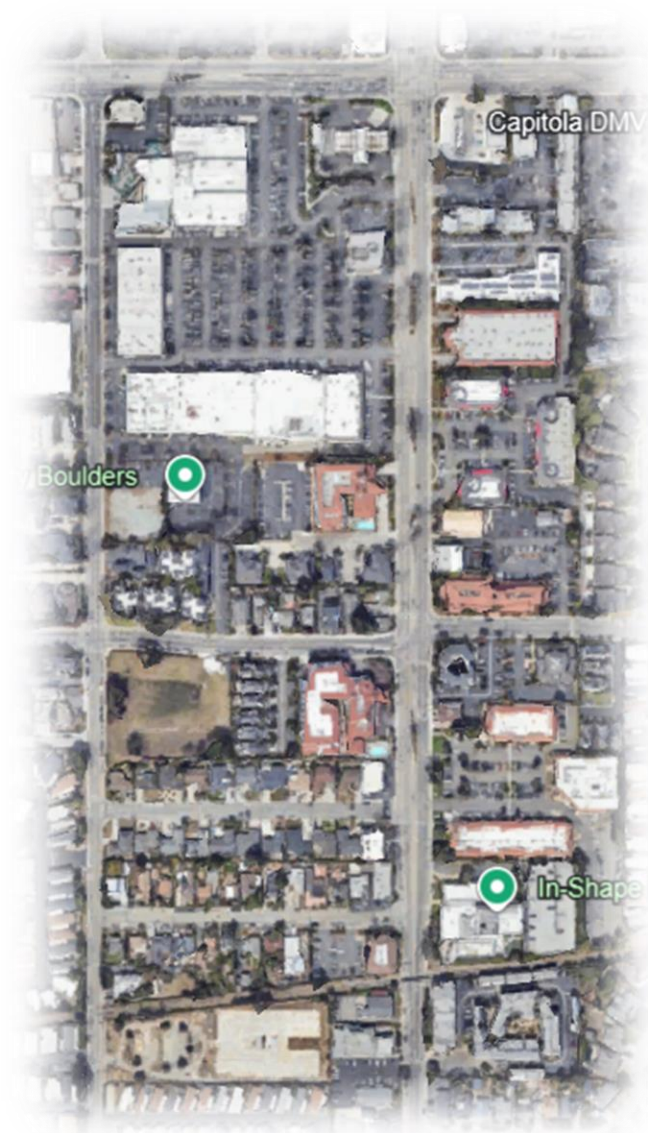




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Implemented Recommendation – Primarily focused on zoning/regulations

- Vertical and horizontal mixed-use allowed
- Reduced parking requirements
- No permit required for low-impact commercial
- Incentives for height/floor area
- Updated sign code for admin approval
- Raised thresholds for conditional use permits
- Objective and quantifiable criteria





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Pending Implementation – Primarily focused on changes to public spaces

- Unified design theme and brand identity.
- Infrastructure to attract retailers.
- Create “complete streets” connecting nearby neighborhoods.
- Enhance pedestrian and bicycle access.
- Relocate Metro Transit Center.
- Urban amenities to attract residential/mixed-use projects.
- Assess public facility and parking structure feasibility.
- Implement short-term improvements: wayfinding, landscaping, public spaces
- Adopt placemaking strategies for retail, dining, and entertainment.



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Recent Developments

August 22, 2024:

- City Council adopts Housing Element
- 41st Avenue/Mall identified for future housing development
- Need for higher-density residential + corridor transformation

City of Capitola
Housing Element of the General Plan 2023-2031
Re-Adopted August 22, 2024





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Next Steps: Corridor Plan

Planning Effort:

- Establish a vision for a vibrant, multimodal corridor
- Request for Qualifications (RFQ) to guide future investments

RFQ Approach:

- Gather expert input for cost-effective planning
- Encourage broader participation (minimize upfront investment)
- Focus on qualifications and relevant experience
- Maintain flexibility to adapt project scope



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Potential components of the Corridor Plan

- **Multimodal Streets:** Pedestrians, bicycles, cars, public transit
- **Greenspaces:** Public gathering areas to enhance livability
- **Placemaking & Branding:** Public art, lighting, landscaping, street furniture
- **Safety Enhancements:** Better crossings, lighting, wayfinding
- **Future Housing Planning:** Addressing population growth per Housing Element



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Examples: Re-Envision West Arden Arcade



Vibrant, family-friendly neighborhoods with strong identities



Accessible and connected for people walking, rolling, biking, and taking transit



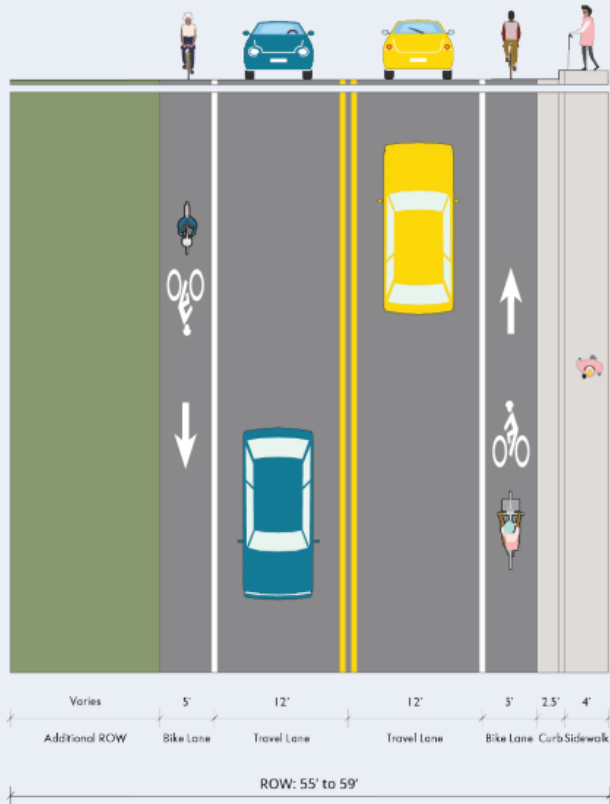
Thriving local businesses, attractive destinations, and people-scaled amenities



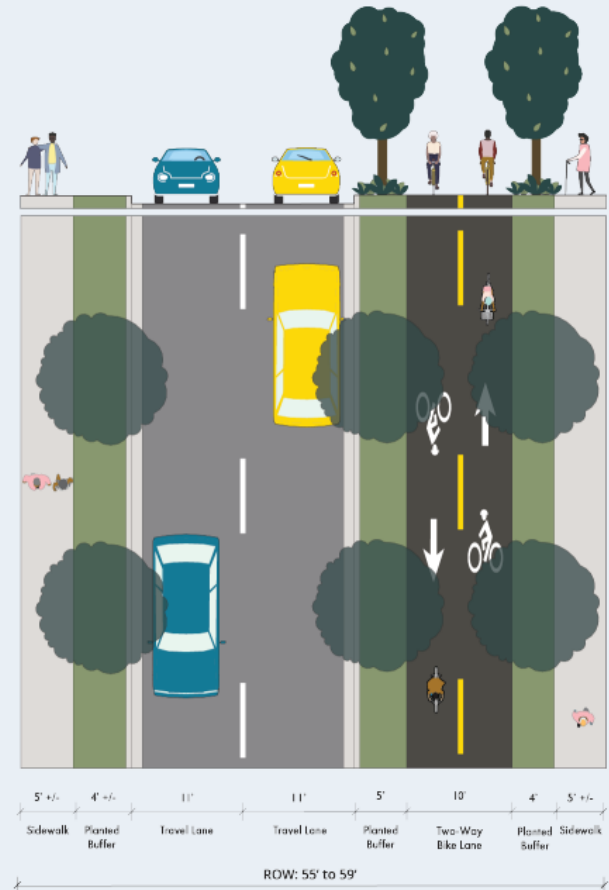
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Examples: Re-Envision West Arden Arcade

Existing Conditions (Hurley Way to Northrop Avenue, facing north)



Concept (Hurley Way to Northrop Avenue, facing north)

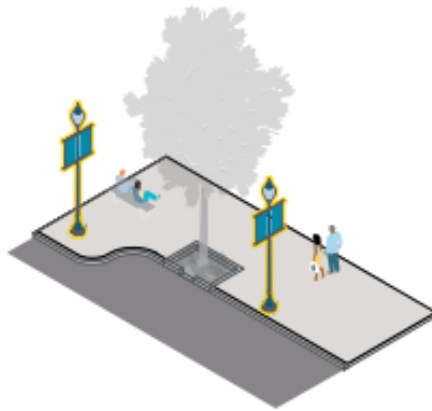




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Examples: Re-Envision West Arden Arcade

Pedestrian-Scale
Lighting

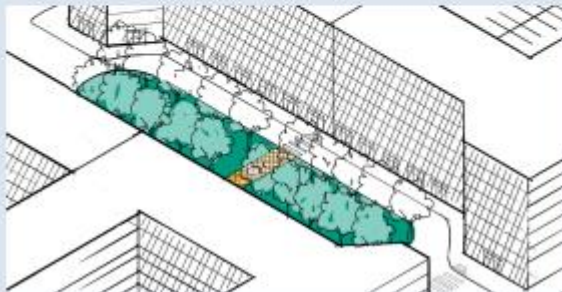


- Increases visibility of people walking
- Makes walking feel safer and more comfortable

Pedestrian-scale lighting should be installed along streets with existing or anticipated high volumes of pedestrian activity or at mid-block crossings.

3. Create community spaces within large blocks.

Large blocks discourage pedestrian activity, whereas a pattern of small blocks with frequent street crossings promotes walkability. If considering redevelopment of large blocks within the project area, internal streets and community spaces should be created whenever feasible, to promote walkability by breaking down the block to a more intimate, pedestrian scale.





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Examples: Re-Envision West Arden Arcade



- 1 Existing well-performing commercial uses retained
- 2 Existing parking retained to support retail uses
- 3 Landscaping in larger parking lots for greenery, screening parking and for climate control
- 4 New smaller footprint, well-located commercial buildings to allow current underperforming commercial uses to diversify and evolve
- 5 Small and medium-scale residential and mixed-use infill increase housing choices and support retail and amenities
- 6 Underutilized parking and setback areas reimagined as a multi-use plaza space
- 7 Underutilized parking and setback areas reimagined as a community garden
- 8 New secondary "addresses" and open spaces created in block interiors



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Timeline

RFQ Process:

- Publication: October 2024
- Submission Deadline: February 2025



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Fiscal Impact

Funding:

- Budget allocation, Gen Plan Update Fund: \$75,000
- REAP 2.0 Grant: \$35,000
- **Total Funding: \$110,000**



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