

41st Avenue Corridor Plan – Public Outreach Findings Report

Introduction

This document summarizes findings from public outreach activities conducted as part of the 41st Avenue Corridor Plan. The purpose of the outreach was to gather community input on priorities, concerns, and opportunities related to the corridor's streetscape improvements. Engagement methods included an in-person community workshop featuring 6 poster boards and an online survey providing opportunities for community feedback and comments on the goals and vision for the Corridor Plan.

Outreach Methods

Two methods were used to engage the public:

- Online Survey: An online community survey was distributed via the City's website and social media.
- Community Workshop: The City of Capitola hosted an in-person community workshop on October 8. SWA provided 6 interactive poster boards summarizing the draft corridor goals and proposed actions. Participants were invited to provide input through stickers and written comments.

Participation Summary

- Total survey respondents: 197
- Workshop participants: -
- Majority of survey respondents (60%) were Capitola residents; 34% lived elsewhere in Santa Cruz County, and 6% were local employees or business owners.

Key Findings by Goal

Findings are organized into the 5 proposed Goals of the Corridor Plan.



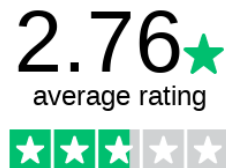
Multi-Modal Street

Overall, public input supports the goal of a multi-modal corridor that enhances connectivity for all users without compromising vehicle circulation.

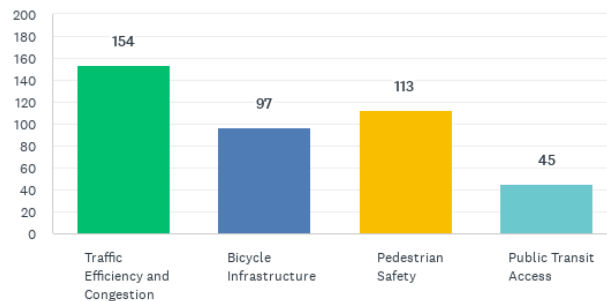
Participants overwhelmingly supported creating a corridor that accommodates all modes of travel—walking, biking, driving, and transit. According to the survey, **86 %** of respondents prioritized improving traffic efficiency and reducing congestion, while **63 %** called for safer pedestrian facilities and **54 %** supported enhanced bicycle infrastructure. Comments frequently noted that 41st Avenue feels dominated by vehicles and that walking or biking is often uncomfortable due to narrow sidewalks, inconsistent bike lanes, and fast traffic. Workshop participants endorsed re-designing the corridor as a

complete street with defined zones for different users, improved transit stops, and safer intersections near the freeway and Clares Street.

Q4 On a scale from 1–5 (1 being terrible, 5 being excellent), how would you rate your transit experience along 41st Avenue?



Q5 What improvements would you like to see on 41st Avenue? (Select all that apply)



Workshop Board Responses

1. Should Multi-Modal Street be a goal?

Yes – 9

No – 0

2. Do you agree with the actions?

Yes – 8

No – 0

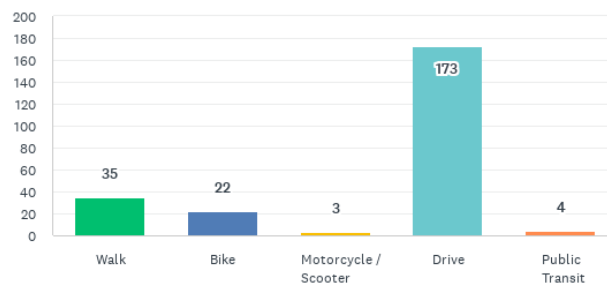


Safe and Healthy Street

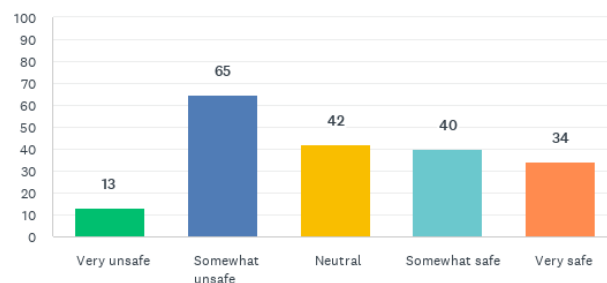
Public feedback strongly validates this goal, with broad agreement that a safe and healthy street is foundational to all other corridor improvements.

Safety and traffic operations were dominant topics throughout the outreach process. A total of 86% of survey respondents prioritized improving traffic efficiency and reducing congestion, while 63% highlighted the need for safer pedestrian crossings. Roughly one-third of participants (34%) described feeling 'somewhat unsafe' traveling along the corridor, with another 7% reporting 'very unsafe.' Comments emphasized challenges at intersections near the freeway and Clares Street, as well as concerns about speeding and signal timing.

Q2 Which mode of transportation do you typically use when traveling along 41st Avenue?



Q3 Following the previous question, how safe do you feel when traveling along 41st Avenue?



Workshop Board Responses

1. Should Safe and Healthy Street be a goal?

Yes – 9

No – 0

2. Do you agree with the actions?

Yes – 7

No – 0



Memorable and Quality Public Realm

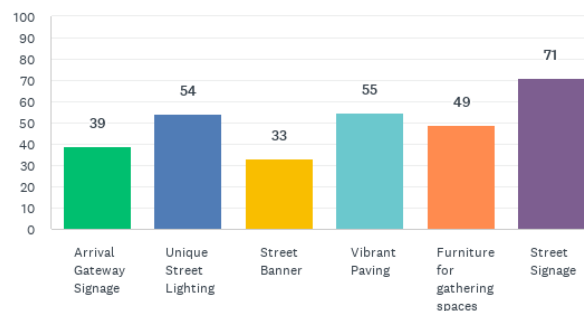
The public strongly supports the goal of transforming 41st Avenue into a high-quality public realm where design, landscaping, and community activity reinforce a shared sense of place.

Residents and visitors want 41st Avenue to evolve from a purely functional commercial corridor into a welcoming, memorable public realm. In the survey, **74 %** of participants supported adding landscaping and street trees, **56 %** favored incorporating public art, and **51 %** wanted outdoor gathering areas or events. Workshop feedback echoed these desires, emphasizing the importance of shade, benches, and human-scale design. Participants described the current environment as “generic” or “uninviting” and encouraged consistent materials, lighting, and coordinated signage to elevate the overall quality of the street experience.

Q8 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?



Q9 What kind of signage and branding improvements would you like to see to create a stronger identity of 41st Avenue?(Select all that apply)



Workshop Board Responses

1. Should Memorable and Quality Public Realm be a goal?

Yes – 6

No – 1

2. Do you agree with the actions?

Yes – 4

No – 0



Activate Businesses Through Public Realm

Community feedback was in alignment with this goal, reflecting strong support for public realm improvements that energize business activity while preserving accessibility.

Participants recognized that an attractive, walkable public realm directly supports local business vitality. Many respondents highlighted the need for a balance between improved pedestrian comfort and maintaining convenient vehicular access and parking. Survey comments pointed to difficulties entering and exiting driveways, congestion near commercial nodes, and a desire for more places to linger—such as sidewalk cafés, shade structures, and small plazas. Workshop discussions reinforced the idea that beautification and public amenities could help transform 41st Avenue into an “active street” that invites people to visit, shop, and stay longer.

Q6 On a scale from 1–5 (1 being terrible, 5 being excellent), how would you rate your overall experience accessing businesses along 41st Avenue?

3.25★
average rating



Workshop Board Responses

1. Should Activate Businesses Through Public Realm be a goal?

Yes – 8

No – 0

2. Do you agree with the actions?

Yes – 6

No – 1

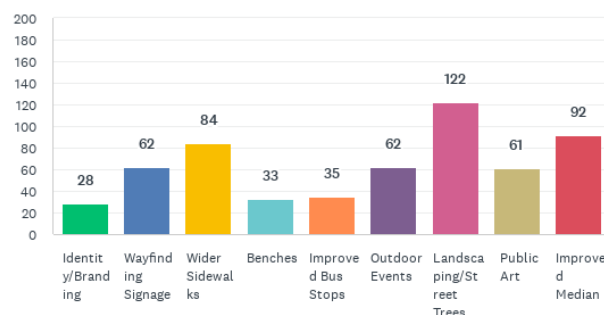


Design for Future Residential

Feedback on this goal underscored that residents are open to change if it aligns with Capitola's small-town identity and includes tangible improvements to safety, mobility, and sustainability.

Participants acknowledged the potential for new housing near the Capitola Mall and surrounding parcels but stressed that residential growth must be supported by safe mobility options and thoughtful design. Comments emphasized maintaining efficient traffic flow, enhancing pedestrian and bicycle connectivity, and ensuring compatibility between new housing and existing commercial uses. Many respondents viewed the future residential goal as an opportunity to introduce green infrastructure, improved streetscape character, and a stronger sense of neighborhood identity—provided that congestion and access issues are proactively addressed.

Q7 What public space and streetscape improvements would you like to see along 41st Avenue? (Select all that apply)



Workshop Board Responses

1. Should Design for Future Residential be a goal?

Yes – 8

No – 0

2. Do you agree with the actions?

Yes – 4

No – 0

Quantitative Survey Highlights

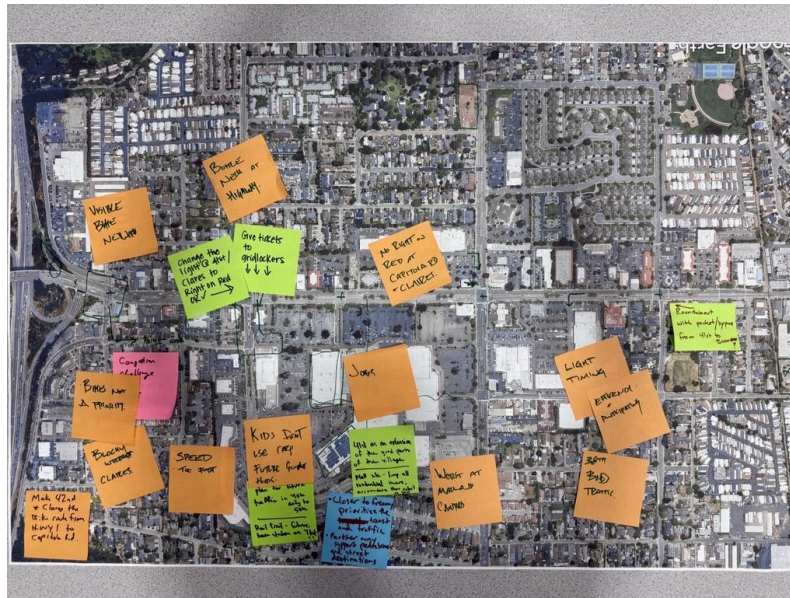
- 90% typically drive when traveling along 41st Avenue.
- 34% feel “somewhat unsafe” when traveling along 41st Avenue.
- Transit experience along 41st Avenue was rated 2.76 out of 5.

- 86% would like to see Traffic Efficiency and Congestion improvements.
- Experience accessing businesses along 41st Avenue was rated 3.25 out of 5.
- 74% would like to see Landscaping/Street Tree improvements, followed by Improved Median and Wider Sidewalks.
- Current identity of 41st Avenue was rated 2.1 out of 5.
- 63% would like to see better Street Signage for a stronger identity, followed by Vibrant Paving and Unique Street Lighting.
- 46% think a “Coastal” theme best represents 41st Avenue.

Qualitative Feedback Summary

Participants emphasized the following recurring themes:

- Improve intersection safety and signal timing, particularly near Highway 1 and Clares Street.
- Enhance pedestrian comfort with shaded sidewalks and safe crossings.
- Provide dedicated or protected bicycle facilities to separate cyclists from fast-moving traffic.
- Reduce visual clutter and introduce cohesive corridor branding.
- Encourage landscaping and greening to soften the commercial character of the street.
- Maintain sufficient vehicle access and parking for local businesses



Comment Map from 10/8 Workshop

swa