

JULY 2011

ALTERNATIVES WORKBOOK

41st Avenue/Capitola Mall Re-Visioning Plan

INTRODUCTION

The City of Capitola is preparing the 41st Avenue/Capitola Mall Re-Visioning Plan as part of the comprehensive General Plan Update. The purpose of the Re-Visioning Plan is to establish a renewed vision for the 41st Avenue corridor to ensure the long-term success of this important area. The boundaries of the Plan area are shown on the following page.

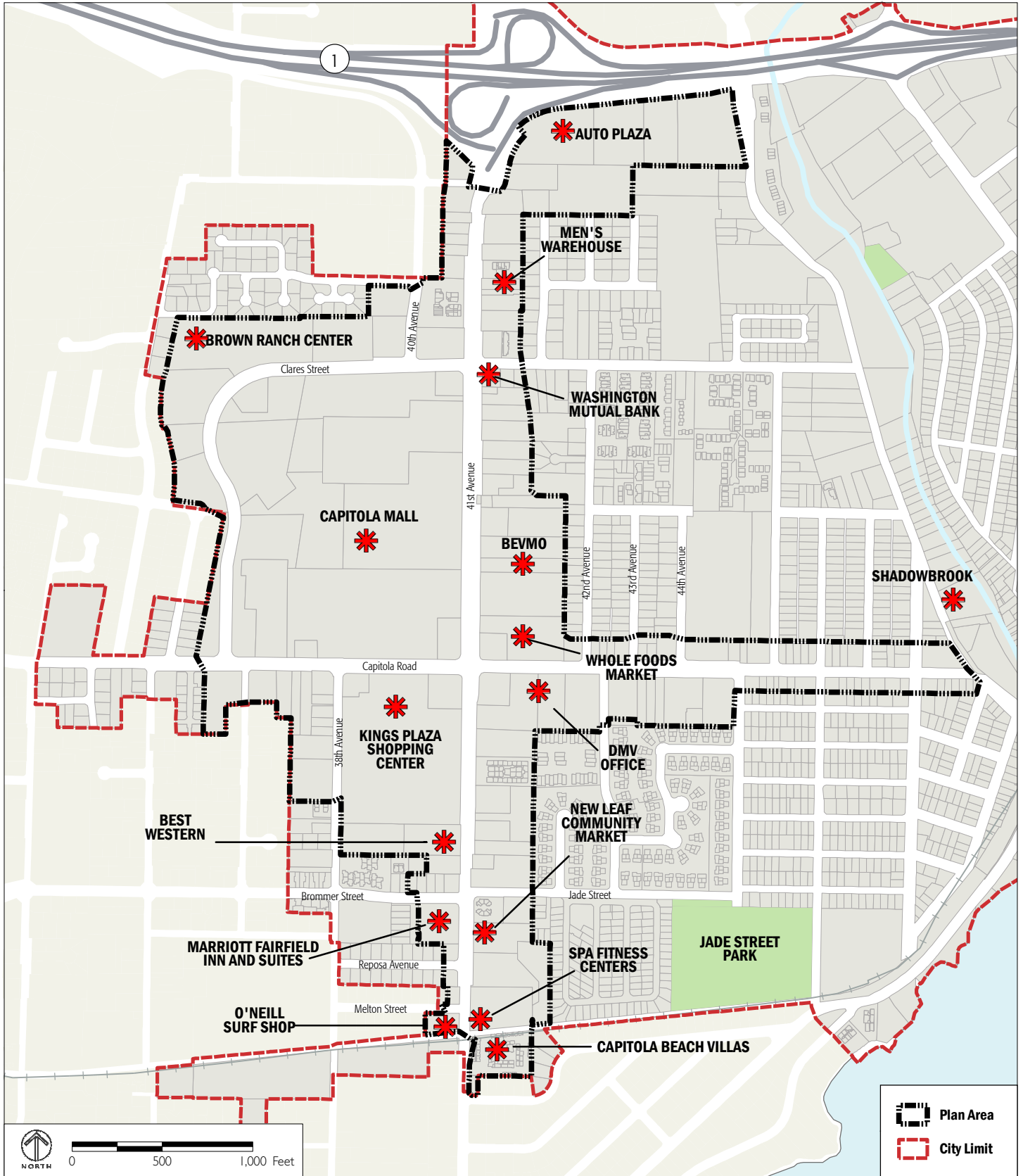
The first product prepared for the Re-Visioning Plan was a Baseline Analysis Report, which can be found at http://www.plancapitola.com/PDF/41st%20Ave.%20Baseline_Analysis.pdf. This report identifies key existing conditions information and discusses important issues, opportunities, and constraints within the corridor.

Based on the findings of the Baseline Analysis Report and input from public workshops and meetings, goals and three conceptual alternatives were prepared for the corridor. These alternatives focus on land use, urban design, and transportation options for the Plan area. This workbook presents these three alternatives:

- Alternative 1: 41st Avenue Focus
- Alternative 2: Capitola Road Focus
- Alternative 3: Multiple Activity Centers

On July 20th the public will provide input on the goals and alternatives at a workshop from 6:00 to 9:00 PM at the New Brighton Middle School, 250 Washburn Avenue. Prior to this workshop, please review the Baseline Analysis Report and this workbook. Consider if the Plan goals reflect your vision for the corridor. Come to the workshop prepared to identify the aspects of each of the alternatives that you like the best. At the workshop you may also suggest additional ideas for the corridor not included in these alternatives.

Input from the July 20th workshop will be used to prepare a draft “preferred alternative” for the corridor for public review and comment in August and September of 2011. A final Re-Visioning Plan is expected to be completed in October or November of 2011.



RE-VISIONING PLAN AREA BOUNDARY

RE-VISIONING PLAN GOALS

The following goals have been prepared based on previous public input on the 41st Avenue corridor. These goals reflect general community consensus on the desired future for the corridor. All three alternatives aim to achieve these goals in various ways.

Economics

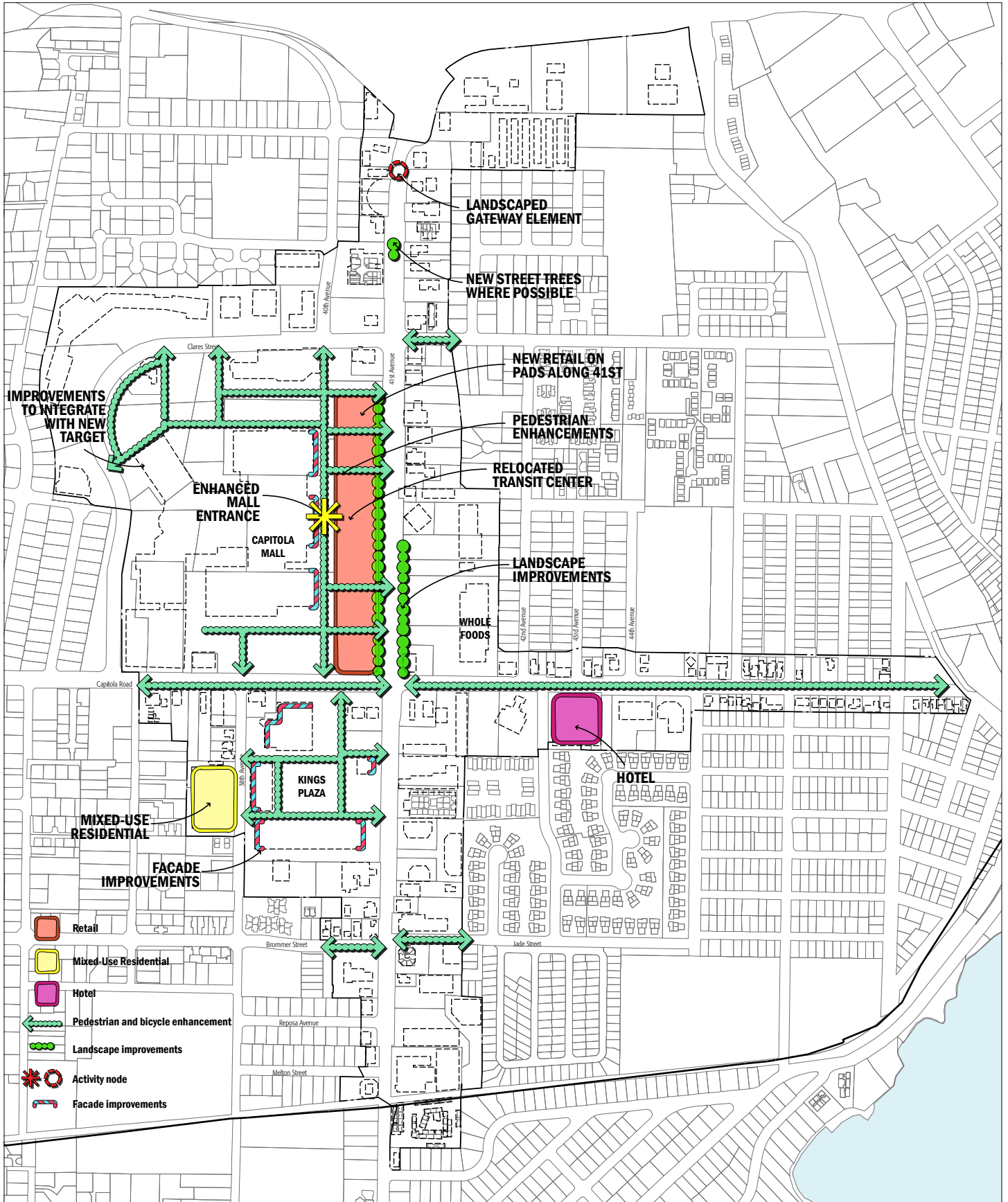
- 1) Ensure that the corridor provides a stable source of sales tax revenue for the City.
- 2) Attract a diversity of retailers that meet the shopping needs of Capitola residents.
- 3) Maintain the corridor as a region-serving shopping destination that also serves the needs of residents.
- 4) Establish a vision for the corridor that is economically feasible and realistic.

Land Use and Design

- 5) Provide for a high-quality design environment with a unique and memorable brand identity.
- 6) Create a more environmentally sustainable development pattern within the Plan area.
- 7) Provide public and semi-public places for people to meet and gather.
- 8) Establish 41st Avenue as a destination with activities for people of all ages occurring throughout the day and night.
- 9) Minimize negative impacts, including noise and traffic, on single-family neighborhoods adjacent to the corridor.

Circulation

- 10) Increase pedestrian activity and provide for a more attractive and vibrant public realm.
- 11) Continue to accommodate the needs of drivers while encouraging alternative modes of transportation.
- 12) Improve bicycle and pedestrian circulation within the Plan area.
- 13) Enhance the appearance and functionality of the Capitola Mall Transit Center.
- 14) Improve connections between the Plan area and other locations within the community.

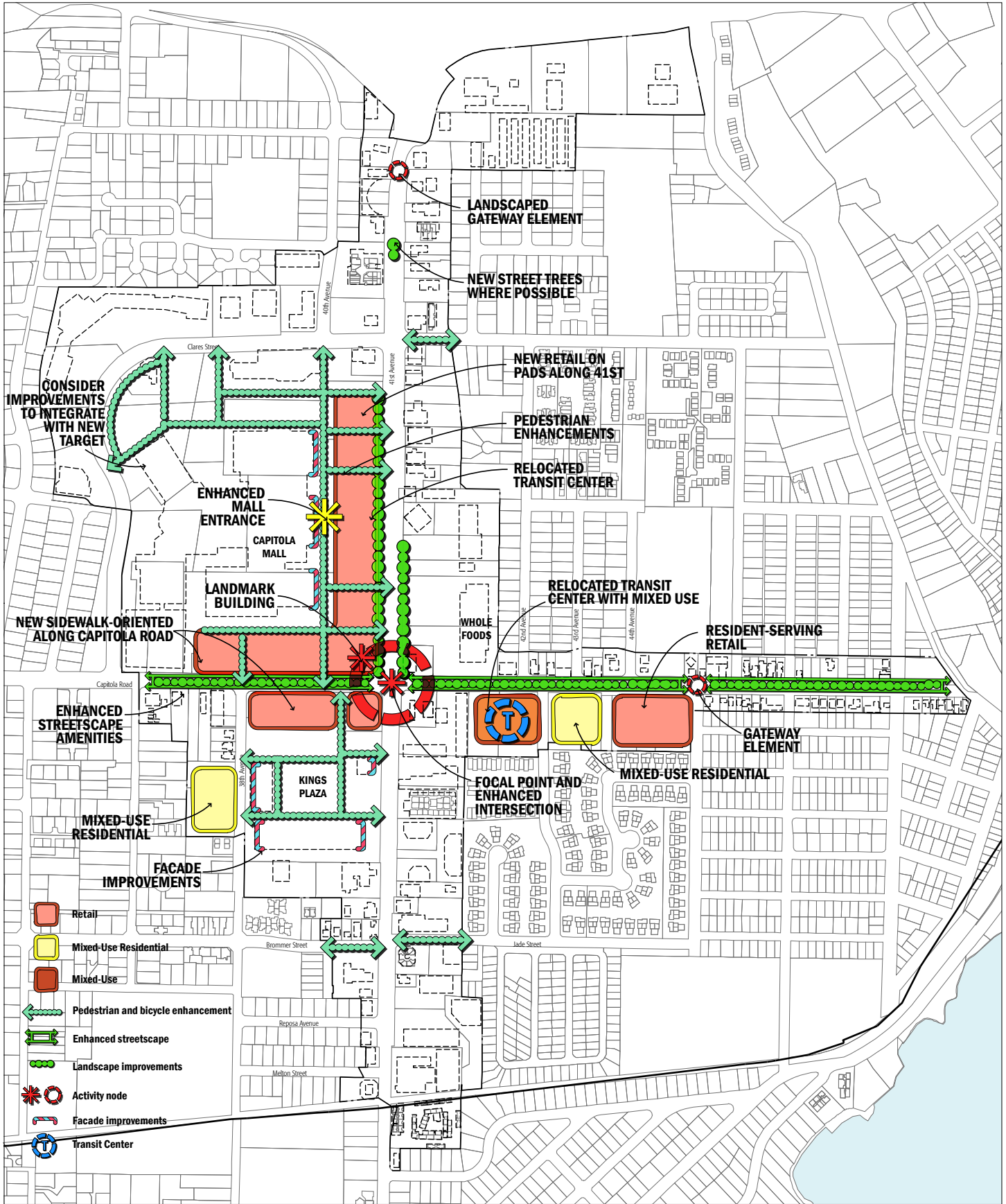


ALTERNATIVE 1: 41ST AVENUE FOCUS

ALTERNATIVE 1: 41ST AVENUE FOCUS

This alternative features targeted changes to Plan area to update and modernize commercial uses, focusing on 41st Avenue.

Capitola Mall	<ul style="list-style-type: none"> • New retail pads fronting 41st Ave • Improved mall façade and entrance • Improved pedestrian facilities and landscaping
Transit Center	<ul style="list-style-type: none"> • Transit Center relocated away from Mall entrance
Kings Plaza	<ul style="list-style-type: none"> • Improvements to internal pedestrian circulation • Cosmetic improvements street-facing facades of existing buildings • No significant changes to existing shopping center
Other Land Use and Urban Design Changes	<ul style="list-style-type: none"> • Mixed-use residential on west side of 38th Avenue • Hotel on Anderson/Dharma site • Capitola Village vernacular encouraged for some or all areas • By-right use permit process for commercial uses • Signage program updated to streamline approval process and clarify design standards
Parking	<ul style="list-style-type: none"> • Existing parking supply sufficient to accommodate additional development • Commercial parking standards updated to allow for greater development flexibility
41st Avenue Roadway	<ul style="list-style-type: none"> • No major changes to 41st Avenue Roadway configuration • Pockets of new trees in center of road that do not alter the roadway configuration or prevent left turns • Landscaped gateway feature at northern end of roadway
Bicycle and Pedestrian Circulation	<ul style="list-style-type: none"> • Improved bicycle and pedestrian circulation within existing shopping centers with walkways through the parking lots • Improved sidewalks connecting adjacent residential neighborhoods with 41st Avenue



ALTERNATIVE 2: CAPITOLA ROAD FOCUS

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This alternative features changes focusing on activating Capitola Road with a variety of new pedestrian-friendly uses.

Capitola Mall	<ul style="list-style-type: none"> • Same as Alternative 1, but with new sidewalk-oriented commercial uses fronting Capitola Road west of 41st Avenue • New landmark building at the intersection of 41st Avenue and Capitola Road
Transit Center	<ul style="list-style-type: none"> • Enhanced Transit Center moved to DMV property on Capitola Road, integrated with mixed use and featuring distinctive architecture reflecting Capitola’s identity
Kings Plaza	<ul style="list-style-type: none"> • Same as Alternative 1, but with new retail pads fronting Capitola Road
Other Land Use and Urban Design Changes	<ul style="list-style-type: none"> • Mixed-use residential on Anderson/Dharma site integrated with new adjacent resident serving commercial uses (i.e., “horizontal mixed-use”) • Mixed-use residential on west side of 38th Avenue • Welcoming gateway element at eastern end of Capitola Road • Connections with possible new hotel sites on Capitola Road between Plan area boundary and Wharf Road
Parking	<ul style="list-style-type: none"> • Same as Alternative 1
41st Avenue Roadway	<ul style="list-style-type: none"> • Same as Alternative 1
Bicycle and Pedestrian Circulation	<ul style="list-style-type: none"> • Same as Alternative 1, plus the following: • Improved pedestrian amenities focused on Capitola Road • Enhanced pedestrian crossings at 41st Avenue/Capitola Road intersection

ALTERNATIVE 3: MULTIPLE ACTIVITY CENTERS

This alternative features changes focusing on creating new activity centers within the Capitola Mall property, 38th Avenue, and 41st Avenue south of Jade Street.

Capitola Mall	<ul style="list-style-type: none"> • New retail pads along Clares Street • New retail that fronts both 41st Avenue and a new interior roadway with sidewalk-oriented retail, outdoor dining, and pedestrian amenities • Remove some of mall roof, creating outdoor dining and gathering places and small public plazas at opposite ends of removed roof
Transit Center	<ul style="list-style-type: none"> • Relocated Transit Center integrated with new parking structure along 41st Avenue
Kings Plaza	<ul style="list-style-type: none"> • Reconfiguration of buildings adjacent to 38th Avenue and Capitola Road to provide attractive building facades with windows and entrances fronting these streets • Expanded and enhanced movie theatre
Other Land Use and Urban Design Changes	<ul style="list-style-type: none"> • New structures fronting 41st Avenue replacing surface parking lots • Sidewalk-oriented residential or commercial uses along 38th Avenue • New hotel district on Capitola Road near Wharf Road • Possible live/work, artist studios and single-room occupancy (SRO) units south of Capitola Road • Ambiance of 41st Avenue south of City boundary extended into Plan area with additional vertical mixed-use south of Jade Street • New office uses on 41st Avenue north of Clares Street
Parking	<ul style="list-style-type: none"> • New shared use parking structure on Mall property
41st Avenue Roadway	<ul style="list-style-type: none"> • Reduced number of vehicle travel lanes on 41st Avenue south of Brommer Street • No major changes to 41st Avenue roadway configuration north of Brommer Street
Bicycle and Pedestrian Circulation	<ul style="list-style-type: none"> • Same as Alternative 1, plus the following: • Enhanced bicycle and pedestrian facilities, including signage, to connect with planned Rail Trail • Improved bicycle amenities on 38th Avenue between Capitola Road and the Rail Trail • Emphasis on connections between adjacent properties • Improved bicycle and pedestrian connection to Soquel

