



Request for Qualifications (RFQ) for 41st Avenue Corridor Plan

City of Capitola

Date: October 23, 2024

Deadline for Submissions: February 3, 2025

Overview: The City of Capitola is seeking qualified firms to submit their qualifications for the development of a comprehensive Corridor Plan for the 41st Avenue Corridor. This corridor is a vital commercial and economic hub for the city, and there is a need for a coordinated planning effort to revitalize the area, integrating mobility improvements, placemaking, and housing development as part of the City's long-term vision.

The selected firm will work closely with the City to develop a high-level concept plan that will serve as a foundation for future investments and grant opportunities. The resulting plan will serve as a blueprint for transforming the corridor over the next decade into a more attractive space for businesses, residents, and visitors.

II. Background: The 41st Avenue corridor has been the focus of multiple studies aimed at revitalizing this critical commercial district. The 2009 "41st Avenue Corridor Economic Development/Mixed-Use Revitalization Study" and the 2011 "41st Avenue/Capitola Mall Re-Visioning Plan" provided a comprehensive review of economic, land use, and urban design opportunities. While many recommendations have been integrated into the City's General Plan and Zoning Code, additional key improvements remain unaddressed, including:

- Establishing a unified design theme and brand identity.
- Improving infrastructure to attract retailers.
- Enhancing pedestrian, bicycle, and transit connections.
- Implementing short-term improvements (e.g., landscaping, wayfinding).
- Developing urban amenities to support mixed-use developments.

The City Council's recent adoption of the 2024 Housing Element further underscores the need for a cohesive plan to accommodate future high-density residential development while maintaining the corridor's commercial viability.

The City is currently in the process of creating a strategic plan which will be completed in the first quarter of 2025. The final product for the 41st Avenue Corridor study should recognize the outcomes of this planning effort and incorporate community values as identified in the strategic plan.

The City is also undergoing an Annexation Feasibility Study for areas in Santa Cruz County south of the 41st Avenue city limit. This study will be underway at the same time as the 41st Avenue Corridor Plan. A future phase of the corridor study may be considered by the city should an annexation along 41st Avenue become a reality.



RFQ Objectives: This RFQ seeks to gather qualifications from firms with demonstrated expertise in corridor planning, particularly in the areas of mobility, placemaking, and infrastructure improvements. Firms are invited to showcase their experience, capabilities, and vision for how they can contribute to the following project goals:

1. **Multimodal Street Design:** Create streets that prioritize pedestrians, bicycles, vehicles, and public transit.
2. **Placemaking and Branding:** Develop a cohesive design that incorporates public art, lighting, landscaping, and street furniture to create a unique identity for the corridor.
3. **Safety Enhancements:** Improve crossings, lighting, and wayfinding for all users.
4. **Greenspaces and Public Gathering Areas:** Incorporate public areas to enhance livability and foster community engagement.
5. **Housing and Population Growth:** Plan for future housing and higher-density developments identified in the Housing Element.

Scope of Work: The City anticipates that the scope of work will include, but not be limited to:

- Reviewing past studies and incorporating relevant findings into the new plan.
- Analyzing current conditions and identifying key challenges and opportunities.
- Developing a long-term vision for the corridor, focusing on mobility, placemaking, and future redevelopment.
- Creating a phased approach to improvements, allowing for incremental development over the next decade.
- Producing a final concept plan that will serve as a blueprint for future detailed design efforts and funding opportunities.

Deliverables

- A comprehensive 41st Avenue Corridor Plan.
- Visualizations and conceptual designs of key improvements.
- Engagement with community stakeholders to ensure that the plan aligns with public needs and expectations.



Submission Requirements

Firms interested in responding to this RFQ should submit the following materials in a document not to exceed 20 pages:

1. Cover Letter: Brief introduction and expression of interest.
2. Firm Profile: Overview of the firm, including size, location, and areas of expertise.
3. Relevant Experience: Description of similar projects, including outcomes and any partnerships.
4. Staffing Plan: Identification of key personnel who will be involved in the project, including their qualifications and roles.
5. Proposed Scope of Work, Timeline, and Cost: Outline of the methodology for conducting the work, including stakeholder engagement strategies, as well as a detailed timeline and estimated costs.
6. References: Contact information for at least three references from similar projects.

Timeline

- RFQ Release Date: October 15, 2024
- Deadline for Submissions: February 3, 2025
- Interviews with Selected Firms: February 2025
- Selection of Firm: February 2025
- Project Kick-off: March 1, 2025

Fiscal Impact

Funding for this RFQ process is included in the City's budget for up to \$105,000.

Submission Instructions

Submit qualifications electronically to kherlihy@ci.capitola.ca.us by the deadline stated above. Late submissions will not be considered.

Contact Information

For questions regarding this RFQ, please contact:

Katie Herlihy
Community Development Director
City of Capitola
831-475-7300
kherlihy@ci.capitola.ca.us