Capitola City Council

Agenda Report

Meeting: August 27, 2026

From: Community and Economic Development Department

Subject: Ben Noble Planning Contract

Recommended Action: Adopt a resolution authorizing the City Manager to execute a sole source Professional Services Agreement, in a form acceptable to the City Attorney's Office, with Ben Noble Planning in an amount not to exceed $80,000 for a two-year term to provide General Plan implementation services for Zoning Code updates.

Background: Ben Noble Planning has provided planning consulting services to the City of Capitola since 2010, when the City Council approved a contract with PlaceWorks (formerly Design, Community, and Environment). Mr. Noble served as PlaceWorks' project manager for the City's General Plan Update, Climate Action Plan, Zoning Code Update, Environmental Impact Report (EIR), and supporting technical studies.

In 2015, Mr. Noble established Ben Noble Planning and continued managing the City's comprehensive Zoning Code Update, which was completed in 2020. Since then, Mr. Noble has assisted the City with numerous Zoning Code amendments to maintain compliance with State law and implement the City's Housing Element.

On May 23, 2024, the City Council authorized a Professional Services Agreement with Ben Noble Planning in the amount of $124,375 to implement Housing Element programs. The agreement was subsequently amended on September 11, 2025, and January 8, 2026, to continue Housing Element implementation. Recent work has included substantial updates to the City's multifamily housing regulations and the Capitola Mall zoning regulations.

Discussion: Staff recommends a new two-year Professional Services Agreement with Ben Noble Planning in an amount not to exceed $80,000 to assist with General Plan implementation. The proposed scope includes as needed Zoning Code and General Plan amendments necessary to comply with State law, implementation of the Housing Element, and economic development amendments to attract and retain businesses in Capitola.

The proposed Housing Element implementation work will build upon the City's ongoing efforts to implement the adopted Housing Element and will include amendments to the Zoning Code and related regulations. The consultant will also assist with updates necessary to maintain consistency with changes in State housing and planning law.

The economic development component of the agreement will focus on Zoning Code amendments that provide incentives and other regulatory tools to attract and retain businesses in Capitola and support business investment and redevelopment.

The proposed services will be provided on an as-needed basis at the direction of City staff. There is no obligation for the City to expend the full $80,000 contract amount.

Staff recommends a sole source agreement with Ben Noble Planning pursuant to the City's adopted sole source purchasing policy, Administrative Policy III-4. Mr. Noble has extensive knowledge of the City's General Plan, Housing Element, Zoning Code, and prior policy decisions as a result of his long-term involvement with the City and his direct role in the comprehensive Zoning Code Update.

Fiscal Impact: The proposed Professional Services Agreement will be funded through the City's Special Revenue Fund, General Plan Fund. The adopted FY 2026-27 budget includes $40,000 for General Plan implementation services.

The proposed agreement is for a two-year term with a total not-to-exceed amount of $80,000. The $40,000 budgeted in FY 2026-27 will fund the first year of the agreement. Funding for the second year will be subject to the City's annual budget process and the availability of General Plan Funds.

The proposed action authorizes a new professional services agreement and does not require an additional appropriation to the FY 2026-27 budget. No General Fund appropriation is requested.

Attachments:

1. Draft Professional Services Agreement
2. Sole Source Resolution
3. Sole Source Vendor Format

Alignment with 2025-2029 Strategic Plan Priority: Accountable Government; Attainable Housing

Report Prepared By: Katie Herlihy, Community and Economic Development Director

Reviewed By: Julia Gautho, City Clerk

Approved By: Jamie Goldstein, City Manager