



Community & Economic Development Department

Memo

To: City Council

From: Katie Herlihy, Community and Economic Development Director

Date: September 10, 2025

Subject: Item 9A – Capitola Mall Update and Amendment to Agreement with Ben Noble
Planning

Staff and the project consultant, Ben Noble, have prepared an alternate option for Item 9A. The new option is a hybrid of Options 1 and 2, with the addition of a community workshop and a Planning Commission work session to Option 2.

CAPITOLA MALL ZONING CODE AMENDMENTS

Option 2 with Additional Public and Planning Commission Input

	2025				2026
	Sept	Oct	Nov	Dec	Jan
Planning Commission Work Session 1		X			
Stakeholder Meetings		X			
<u>Community Workshop</u>		X			
Amendments Outline		X			
<u>Planning Commission Works Session 2</u>		X			
Staff Review Draft Amendments			X		
Public Review Draft Amendments			X		
Planning Commission Hearing			X		
City Council Adoption Hearing				X	
City Council Second Reading*					X

*Minimum 60 days after ordinance publication

Tasks	Hours	Cost
Task 1: Draft Amendments		
a. Planning Commission Work Session 1	25	\$4,250
b. Stakeholder Meetings	8	\$1,360
c. Community Workshop	35	\$5,950
c. Amendments Outline	10	\$1,700
a. Planning Commission Work Session 2	25	\$4,250
d. Staff Review Draft Amendments	25	\$4,250
e. Public Review Draft Amendments	20	\$3,400
f. Planning Commission Hearing	25	\$4,250
g. City Council Hearing	20	\$3,400
Task 2: Project Management		
a. Subconsultant Coordination	15	\$2,550
b. City Coordination Meetings	10	\$1,700
c. Public Announcements and Updates	10	\$1,700
Total Hours		228
Billing Rate		\$170
Total Labor		\$38,760
Urban Field Studio Subconsultant		\$15,000
Economist Subconsultant		\$10,000
Travel Expenses		\$300
Contingency (10%)		\$3,876
TOTAL COST		\$67,936