

**BEN NOBLE**  
City and Regional Planning  
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August 15, 2025

Katy Herlily, AICP  
Community & Economic Development Director  
City of Capitola  
420 Capitola Avenue, Capitola, CA 95010

**Re: Capitola Mall Proposal**

Dear Katie,

Below is my proposed scope, schedule, and budget to prepare Zoning Code and General Plan amendments to implement Housing Element Program 1.7 (Capitola Mall Redevelopment). I will complete this work in partnership with Ryan Call, an architect with the urban design consulting firm Urban Field Studio. Ryan's resume is attached to this proposal.

**SCOPE**

**Task 1: Project Initiation**

**a. Background Material Review**

I will compile and review background materials related to the project, including the General Plan, Zoning Code, economic analysis, prior Capitola Mall redevelopment applications, and other relevant information.

**b. Stakeholder Meetings (Round 1)**

I will prepare materials for and attend two Zoom stakeholder meetings with the Capitola Mall representatives, other mall property owners, and other stakeholders as needed.

**c. Planning Commission Meeting 1**

I will prepare materials for and attend a Planning Commission meeting to introduce the Capitola Mall project and receive initial feedback on key project issues.

**Task 2: Preliminary Objective Standards**

**a. Preliminary Standards Outline**

I will prepare a brief memorandum outlining recommended standards and other needed Zoning Code Amendments to implement Housing Element Program 1.7.

**b. Stakeholder Meetings (Round 2)**

I will prepare materials for and attend two stakeholder meetings to receive feedback on the preliminary standards outline.

**c. Community Workshop**

I will prepare materials for and attend a community workshop to receive public feedback on initial concepts for Capitola Mall standards.

**d. Planning Commission Meeting 2**

I will prepare materials for and attend a Planning Commission meeting to receive public feedback on the initial concepts for Capitola Mall standards.

**e. City Council City Council Meeting**

I will prepare materials for and attend a City Council meeting to receive public feedback on the initial concepts for Capitola Mall standards.

**Task 3: Draft Amendments**

**a. Staff Review Draft**

I will prepare amendments to the Zoning Code and General Plan to implement Housing Element program 1.7 (concerning the Capitola Mall). Expected amendments include the following:

- Revisions to Zoning Code Chapter 17.88 and other chapters as needed to implement Housing Element Programs 1.7.
- Objective standards for Mall redevelopment, with revisions to Zoning Code Chapter 17.82 as needed.
- General Plan Land Use Element amendments to bring Capitola Mall policies and standards into conformance with the Zoning Code amendments

**b. Stakeholder Meetings (Round 3)**

I will meet with Capitola Mall representatives and other stakeholders via Zoom to discuss the draft amendments.

**c. Public Review Draft**

I will incorporate staff input and stakeholder feedback to prepare public review draft amendments.

**Task 4: Public Review and Adoption**

**a. Planning Commission Hearings (2)**

I will prepare materials for and attend two Planning Commission hearings on the amendments.

**b. City Council Hearing**

I will prepare materials for and attend a City Council hearing on the amendments.

**Task 5: Project Management and Engagement**

**a. Subconsultant Coordination**

I will coordinate work products, review draft products, and provide direction to Urban Field Studio and the economics subconsultants.

**b. City Coordination Meetings**

I will participate in weekly coordination meetings with City staff.

**c. Public Announcements and Updates**

I will assist City staff to provide public announcements and updates on the Capitola Mall project.

**SCHEDULE**

Table 1 shows an estimated schedule to complete the scope of work described above.

**Table 1: Project Schedule**

<b>Task</b>	<b>Completion Date</b>
<b>Task 1: Project Initiation</b>	
Background Material Review	September, 2025
Stakeholder Meetings (Round 1)	September, 2025
Planning Commission Meeting 1	October, 2025
<b>Task 2: Preliminary Objective Standards</b>	
Preliminary Standards Outline	October, 2025
Stakeholder Meetings (Round 2)	November, 2025
Community Workshop	November, 2025
Planning Commission Meeting 2	December, 2025
City Council City Council Meeting	December, 2025
<b>Task 3: Draft Amendments</b>	
Staff Review Draft	January, 2026
Stakeholder Meetings (Round 3)	January, 2026
Public Review Draft	February, 2026
<b>Task 4: Public Review and Adoption</b>	
Planning Commission Hearings (2)	March, 2026
City Council Hearing	April, 2026

**BUDGET**

As shown in Table 2, the estimated cost for me to complete the task described above is \$75,972, which includes \$20,000 for Urban Field Studio, \$7,500 for an economist subconsultant, and a \$4,352 contingency.

**Table 2: Budget**

<b>Tasks</b>	<b>Hours</b>	<b>Cost</b>
<b>Task 1: Project Initiation</b>		
a. Background Material Review	4	\$680
b. Stakeholder Meetings (Round 1)	8	\$1,360
c. Planning Commission Meeting 1	20	\$3,400
<b>Task 2: Project Approach</b>		
a. Project Approach Outline	8	\$1,360
b. Stakeholder Meetings (Round 2)	8	\$1,360
c. Community Workshop	25	\$4,250
d. Planning Commission Meeting 2	20	\$3,400
e. City Council City Council Meeting	20	\$3,400
<b>Task 3: Draft Amendments</b>		
a. Staff Review Draft	20	\$3,400
b. Stakeholder Meetings (Round 3)	8	\$1,360
c. Public Review Draft	15	\$2,550
<b>Task 4: Public Review and Adoption</b>		
a. Planning Commission Hearings (2)	35	\$5,950
b. City Council Hearing	20	\$3,400
<b>Task 5: Project Management</b>		
a. Subconsultant Coordination	15	\$2,550
b. City Coordination Meetings	15	\$2,550
c. Public Announcements and Updates	15	\$2,550
Total Hours		256
Billing Rate		\$170
<b>Total Labor</b>		<b>\$43,520</b>
Urban Field Studio Subconsultant		\$20,000
Economist Subconsultant		\$7,500
Travel Expenses		\$600
Contingency (10%)		\$4,352
<b>TOTAL COST</b>		<b>\$75,972</b>

Please do not hesitate to contact me with any additional questions. I look forward to continuing to work with you on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Noble". The signature is fluid and cursive, with the first name "Ben" and last name "Noble" clearly distinguishable.

Ben Noble  
City and Regional Planning



# Ryan Call

**Urban Field Studio**  
Partner, AIA

ryan@urbanfieldstudio.com

## EDUCATION

Washington State University,  
Bachelor of Architecture

## ASSOCIATIONS

American Institute of  
Architects  
ICSC  
Urban Land Institute

With over 24 years of experience in planning and architectural design, Ryan has developed a particular expertise in master planning mixed-use urban communities with a focus on vibrant retail districts and public spaces. His primary interest lies in the strategic aspects of the design and development process where he has worked on a variety of projects from neighborhood shopping centers to regional shopping centers, to mixed-use multi-block districts. His presentation expertise has proven key to the success of many projects, especially during the critical public process and approvals phases.



## MIXED-USE MASTER PLANS

Bayfair Mall Redevelopment Implementation Plan, San Leandro, CA  
Palo Alto Mixed-Use Typologies Site Testing  
University of Chicago 53rd Street District Mixed-Use Master Plan  
University of Chicago Washington Park Innovation Center Master Plan  
Mueller Aldrich Street District, Austin, TX  
Scotts Valley Town Center, Scotts Valley, CA  
NewPark Mall Mixed-Use Specific Plan, Newark, CA  
Dublin SCS Properties, City of Dublin, CA  
Downtown Dublin Vision, City of Dublin, CA



## REGIONAL RETAIL CENTERS

Hillsdale Shopping Center North Block, San Mateo, CA  
Stonestown Galleria Anchor Redevelopment, San Francisco, CA  
HSC Mervyns Department Store Reconfiguration, San Mateo, CA  
Tucson Mall Anchor Redevelopment, Tucson, CA  
Eastridge Shopping Center, San Jose, CA

## PUBLIC OUTREACH AND EDUCATION

Alisal District Identity Master Plan, Salinas, CA  
Downtown Dublin Vision, Dublin, CA  
SCS Property Public Outreach, Dublin, CA  
Latimer Square Public Workshop and Charette, Bloomington, IN  
Telegraph Avenue Public Workshop and Charette, Berkeley, CA  
Harold Way Workshop and Charette, Berkeley, CA



## DESIGN GUIDELINES

Green Tree Mixed-Use Retail and Residential Guidelines, Vacaville, CA  
Latimer Square PUD Design Guidelines, Bloomington Indiana

## PROFESSIONAL AWARDS

AIA California Urban Design Award for Downtown Dublin  
ICSC Gold Award for Hillsdale Shopping Center - San Mateo  
ULI Apgar Award for 2015

## COMMUNITY ACTIVITIES

Berkeley Design Advocates  
Downtown Berkeley Association Volunteer - Former Board Member  
Richmond Yacht Club Junior Program Volunteer