



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** March 23, 2021  
**TO:** Community Development Committee  
**FROM:** Sarah McCormick, Housing & Economic Development  
**AGENDA ITEM TITLE:** **Receive Report and Discuss Work Plan to Implement Economic Development Strategies, Focused on the Central Business District**

**ISSUE:**

City Council held two special meetings earlier this month – March 1 and March 16, 2021 to consider the topic of economic development. Over the course of these meetings, several potential investments were discussed regarding how the City might best invest resources to support the Central Business District (CBD). During this conversation, the Community Development Committee was tasked to develop a plan of action to bring recommendations to Council for consideration and action.

**SUMMARY:**

This following table lists specific economic development efforts for City Council’s consideration. Committee members are asked to review the list and provide direction to staff about how best to proceed. Detailed reports shall be drafted and presented to the responsible party in order to develop a recommendation to City Council. All efforts without dedicated/allocated funds shall include a presentation to the Finance and Administration Committee for review and recommendation.

F&A – Finance & Administration Committee  
CDC – Community Development Committee

PS – Public Safety Committee  
Bee – Bee City, USA Committee

PW&F - Public Works & Facilities  
VFB – Visit Fort Bragg Committee

Economic Development Tool	Responsible Party	Notes
Create Public Gathering Space	CDC	Identify potential locations for an outdoor public gathering space (outdoor concerts?)

Economic Development Tool	Responsible Party	Notes
Improve Public Restrooms at Town Hall	PW&F	Remove interior hallway? Outdoor Lighting?
Increased Pedestrian/Gathering Dedications	CDD	Parklets? Street Closure?
Create Historical Walking Tour	VFB	Work with the Mendocino-Fort Bragg Historical Society and other community partners to develop a historical walking tour.
Create Mural Walk	CDD/VFB	Council recently directed staff to allocate \$18,000 from the FY20/21 budget to the AlleyWay Art Project for mural installations.
Public Art	CDD/VFB	Develop program to encourage installation of art (empty storefronts?)
Improve Business Directory & Directional Signage	VFB	Create seasonal banners to hang in existing kiosks? create new directional signage along sidewalks?
Install Trees, Planters and Landscaping	PW&F	Collaborate with Bee City to create public program for tree dedications, planting for planters and landscaping.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Currently budgeted and included as part of a larger streets project programmed for construction in 2022.
Reconsider Allowable Land Uses	CDD	Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDD	Develop a comprehensive strategy to bring all properties into compliance with City regulations.
Establish Regular Walking Patrols in CBD	PS	Establish a regular, physical walking presence of

Economic Development Tool	Responsible Party	Notes
		uninformed officers - building positive public relations, while deterring nuisances.
Temporary Waiver of Water/Sewer Capacity Fees	F&A	Create a temporary waiver for water/sewer capacity fees in order to support new/expanding businesses.
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDD	Coordinate outreach to downtown businesses and assist in understanding how a Business Improvement District (BID) creates opportunities.
What Else?		

**RECOMMENDATION:**

Not applicable.

**ATTACHMENTS:**

None.