

Lemos, June

From: Leslie Kashiwada <kashiwa@mcn.org>
Sent: Wednesday, January 29, 2020 3:43 PM
To: Lee, Will; Norvell, Bernie; Albin-Smith, Tess; Morsell-Haye, Jessica; Peters, Lindy
Cc: Lemos, June
Subject: Formula Business Ordinance

Greetings,

I am glad there will be continued discussion about regulating formula businesses tonight. Unfortunately, I am unable to attend.

I would like to remind you that the market study prepared by HdL ECONsolutions for AutoZone included a void analysis summary & market profile listing 24 formula businesses, in addition to AutoZone, that they deemed a good fit for Fort Bragg (refer to the table on page 7 of their report). These include AutoZone, Big O Tires, Les Schwab, Pep Boys, Dunkin' Donuts, Dutch Bros Coffee, Boot Barn, 7-Eleven, Circle K, Big Lots Stores, Family Dollar, Grocery Outlet, Raley's, Save Mark Supermarkets, Harbor Freight Tools, Arby's, Burger King (which used to exist in Fort Bragg), Carl's Jr, Chipotle Mexican Grill, Five Guys, Jack in the Box, Panda Express, Wendy's, Tractor Supply, and Dollar General. Ten of these are formula food stores, three sell discount merchandise (much of it cheap plastic products made overseas), two are usually associated with gas stations and sell snacks and general merchandise, three are supermarkets, six sell car/tractor parts and/or services and one sells boots and clothing. I don't think any of these have a place in Fort Bragg as they all compete with existing businesses and will mostly take customers away from existing them. This doesn't grow the economy, it merely swaps one set of sales for another, and often for cheaper products that will generate less tax revenue. In addition, most, if not all of these businesses, provide part-time low-wage jobs.

Look at this list carefully when crafting a formula business ordinance (assuming you decide to do so). I encourage you to look at existing policies in other municipalities (as outlined in the staff report) and decide which work for Fort Bragg and which do not. And consider the unique character of Fort Bragg, especially the southern gateway between Hwy 20 and the Noyo Bridge and the central business district.

Thank you for your consideration,
-Leslie Kashiwada

Lemos, June

From: Annemarie <aweibel@mcn.org>
Sent: Wednesday, January 29, 2020 5:28 PM
To: Morsell-Haye, Jessica; Peters, Lindy; Albin-Smith, Tess; Norvell, Bernie; Lee, Will; Lemos, June
Subject: Formula Business Ordinance

Greetings,

I am glad there will be continued discussion about regulating formula businesses tonight.

As a member of Citizens for Appropriate Coastal Land Use and active promoter of a formula business ordinance I am asking you to consider these facts.

As you may know I approached the city since April 2017 to adopt an ordinance like the one the county adopted. I understand if you do not want to adopt a complete moratorium, but agree with the comments by Leslie Kashiwada that AutoZone, Big O Tires, Les Schwab, Pep Boys, Dunkin' Donuts, Dutch Bros Coffee, Boot Barn, 7-Eleven, Circle K, Big Lots Stores, Family Dollar, Grocery Outlet, Raley's, Save Mark Supermarkets, Harbor Freight Tools, Arby's, Burger King, Carl's Jr, Chipotle Mexican Grill, Five Guys, Jack in the Box, Panda Express, Wendy's, Tractor Supply, and Dollar General do not fit in considering the unique character of Fort Bragg, especially the southern gateway between Hwy 20 and the Noyo Bridge and the central business district. We already have one Dollar Store, so we do not need another one.

Specifically on page 3 of the Agenda Summary # 2 needs to say that the City should (not could) require an MUP. We do not want to look like Anywhere USA! It does not help with filling the approx. 20 vacancies downtown (blight issue).

#3 Formula businesses should (not could) not be allowed in the Central Business District and the City should prohibit façade renovations that incorporate an element of uniform branding and limit exterior displays to signage only.

#4 South of Pudding Creek. The area from the Pudding Creek bridge south to the CBD along Main Street is primarily zoned Highway Visitor Commercial and a few formula businesses already exist in this area. Formula businesses should be subject to an MUP.

page 4 #5 North of Pudding Creek. The City Council should distinguish this area from the General Commercial Corridor by not allowing additional formula accommodation businesses in this area. This area, as it is close to MacKerricher, State Park and with better ocean views, should be restricted to preserve the views and character of its surroundings. The Industrial and Light Industrial zones at the north end of the City should also have additional regulation beyond the MUP process.

Policy LU-4.2 on page 4

Require that a fiscal and economic analysis be performed as part of the conditional use permit process for all formula and big box retail projects.

Recent Fort Bragg Formula Businesses on page 5 Notably, Policy LU-4.1 above, applied to AutoZone during its application for a Coastal Development Permit (CDP). The CDP also triggered Design Review. Likewise, Taco Bell, also in the Coastal Zone was subject to a CDP and Design Review.

Other formula businesses that have opened in recent years in Fort Bragg have not been subject to any use or compatibility review, including:

Mountain Mike's Pizza; SHN Consulting Engineers & Geologists; Edward Jones Investments or Sinclair Gas.

Other formula businesses should in the future need to apply for a Coastal Development Permit (CDP) and a Design Review.

Thank you for your consideration, Annemarie Weibel

Gonzalez, Joanna

From: Jamie Peters <jamielp13@hotmail.com>
Sent: Wednesday, October 23, 2019 11:45 AM
To: CDD User
Subject: AutoZone Comments

Dear Joanna & Sarah,

Please add these to tonight's packet:

Our community is at a critical point. We need to make smart choices regarding what we want the future of Fort Bragg to look like and to become.

Based on the Mission of the City's General Plan to "**preserve and enhance the small town character and natural beauty that make the City a place where people want to live and visit, and to improve the economic diversity of the City to ensure that it has a strong and resilient economy which supports its residents,**" it is clear that AutoZone doesn't mesh with the City of Fort Bragg's Mission Statement.

They are NOT helping to economically diversify our community – they're only adding to an existing industry that is wholly unnecessary and has no economic value to our community; rather, they would cause great harm to existing, locally owned businesses – not just Napa Auto Parts, but other locally owned businesses who also have a footprint in the after sales auto supplies business such as Coast Hardware, Rossi Building Materials, Mendo Mill, Matson Building Materials, Fort Bragg Outlet, Harvest Market's Hardware Supply Store, and certainly they'd have an adverse impact on existing auto repair business since they're business plan is based in large part of DIY auto maintenance. Businesses like Sport Chrysler, North Coast Tire Pros, The Shop, E&B Auto, Fort Bragg Transmission, and many others.

Every time you bring in a big box, chain, or formula store into a community that is already covered in that industry, you harm existing businesses that support that community.

Along with the City of Fort Bragg's mission, there are several statements meant to affirm said mission, and these statements written out by the Development Department have been pointed out as *relevant* to our time here today. **AutoZone doesn't fit within our mission nor with the affirmed statements, which is another reason why their permit should be denied.**

- A friendly city with a small-town character and a strong sense of community.
 - How does a corporation like AutoZone fit with either a small town character or provide a strong sense of community? The answer is, they don't. With over 5,500 stores in the United States alone, they are far from small town. They are based in Tennessee – that is their community. They don't offer franchises,

and they are boastful of it and of aggressively pursuing places to open more stores. If you want to talk about a strong sense of community – all you need to do is look at our existing, locally owned businesses (like those previously mentioned) They have supported this community through numerous fundraisers, etc. They epitomize a strong sense of community.

- A city which strives to create an environment where business and commerce would grow and flourish.
 - **What do you think is going to happen with the addition of another auto parts store in this community? We already lost one locally owned independent auto store when O'Reilly's came to town; are we willing to lose another one? Certainly the other auto parts stores and those that sell auto parts wouldn't flourish or grow. How many businesses are you willing to impact for the sake of a corporation that has no ties to and no interest in our community?**
- A city that embraces its role as the primary commercial and service center of the Mendocino Coast
 - **That's great – we already have businesses that take care of the auto parts needs, so another is not needed and will only cannibalize existing businesses.**
- A city that promotes itself as a tourist destination and which provides the necessary infrastructure and services to support a growing population of transient visitors.
 - **There will never been a large enough population in Fort Bragg, or even along the Coast to warrant a third auto parts store. The current population is under 7,500 people. With a very obvious housing problem; even with new housing, it still won't be enough to warrant another auto parts store.**
- A city that supports efforts to preserve and strengthen the vitality of commerce in its central business district.
 - **Rhoads Auto Parts falls within the CBD. By allowing another corporate auto parts store to set up shop, you directly oppose the mission's effort to preserve this locally owned business. The reality is with another auto parts store, one may go out of business, leaving an empty building, thus creating more blight. This does not strengthen the vitality of commerce – it diminishes it.**
- A city that fosters a business climate which sustains and nourishes the growth and expansion of local businesses and cottage industries.
 - **Again, AutoZone is not a local business or cottage industry. AutoZone isn't here to become a part of our community, at least not in the manner intended per our General Plan. We're just another notch in their bloated, corporate belt.**

Further reasons why AutoZone should not be permitted to build in Fort Bragg:

A) we don't need another auto parts store; B) AutoZone has a terrible track record for environmental hazards – they are polluters ; C) it takes tax dollars out of our local economy - they're based in Tennessee; D) they are detrimental to other local businesses; and E) they don't mesh with our city's General Plan Mission.

It is naïve to think that AutoZone can be trusted to “ensure adequate measures in the handling and disposal of hazardous waste materials and their containers” considering that they're settlement wasn't due to one or two or even ten mistakes, they have a culture of non-compliance as it relates to handling and disposing of toxic materials over a 2+ year period of time – with over 5,000 violations. While they may be prudent for the first few years, but what about in 10 years, or 20 years? Do you think they'll take the same care?

Please do not turn Fort Bragg into a Corporate Candyland – saying no to AutoZone is the first step.

Thank you!

Jamie Peters-Connolly

Sent from Mail for Windows 10

From: [McCormick, Sarah](#)
To: [Gonzalez, Joanna](#)
Subject: FW: No AutoZone
Date: Monday, September 09, 2019 9:22:22 AM

Please forward public comment to Planning Commissioners and add to record.
Thank you,
Sarah

Sarah Million McCormick
Assistant Planner
City of Fort Bragg
(707) 961-2827 x113

-----Original Message-----

From: Ron Munson <rontmunson@gmail.com>
Sent: Friday, September 6, 2019 1:19 PM
To: McCormick, Sarah <SMcCormick@fortbragg.com>
Subject: No AutoZone

Dear Ms McCormick,

Don't know if it's too late to submit comments on the AutoZone proposal, but I think it would be a big mistake to allow these cheap franchise operations like AutoZone or Dollar Store to be built right at the gateway to Fort Bragg in the highly scenic coastal corridor.

Fort Bragg has managed to fairly gracefully transition from a primarily fishing and logging town to a tourism based economy, thanks in large part to that brilliant Noyo Headlands Coastal Trail, which rightfully celebrates our magnificent coastal vistas.

Cheap franchises like AutoZone do nothing to enhance what makes FB special; in fact they denigrate the coastal corridor and advertise an impoverished community that might just as well be in West Virginia or Oklahoma.

I urge you to work with the city council to pass some sort of ordinance to put to bed once and for all the continuing and thoughtless efforts to spoil Fort Bragg's beautiful coastline with tawdry development proposals. Thanks for the opportunity to comment.

Ron Munson