

**From:** [Rosemary Allen](#)  
**To:** [CDD User](#)  
**Subject:** Opposition to new outlet store  
**Date:** Sunday, May 23, 2021 7:16:43 AM

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Dear council,

I have been a Mendocino resident since 1966. I have seen so many businesses close down over the years. More competition is definitely going to hurt our own small businesses.  
Let's support our community and say no to the new outlet!

Sincerely,  
Rosemary Allen

Sent from my iPhone

**From:** [NormaLee Andres](#)  
**To:** [CDD User](#); [O'Neal, Chantell](#); [Miller, Tabatha](#)  
**Subject:** Grocery Outlet  
**Date:** Wednesday, May 26, 2021 3:36:11 PM

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I write to say that I do not think this project is good for Fort Bragg. I worry about our smaller grocery stores being eliminated and the issues of traffic in that part of tiown.  
Please vote no to the project  
Norma Leah Andres  
Fort Bragg, CA

May 25, 2021

Planning Commission  
c/o City Clerk  
City of Ft. Bragg  
416 N Franklin Street  
Fort Bragg, CA 95437  
[cdd@fortbragg.com](mailto:cdd@fortbragg.com)  
[jlemos@fortbragg.com](mailto:jlemos@fortbragg.com)

Re: Grocery Outlet Development Permit and Negative Declaration

Dear Planning Commissioners,

I submitted comments on behalf of our unassociated group of residents and neighbors, Fort Bragg Local Business Matters, on the Negative Declaration for this project during the public comment period.

We are disappointed that staff did not respond to our concerns with any substance. The fact is that the Initial Study did not analyze the impacts of diesel exhaust emissions on nearby residences that are located to the East and South. These would be released during both construction and operation of the store. Given that 3% of daily traffic on Hwy 1 is from trucks, there is likely already some degree of impact.

The initial study also does not analyze whether emissions of other pollutants will violate state air quality standards. Just because daily emissions of NOx and PM-10 are below the Mendocino Air District limits, does not preclude the possibility that the project could expose sensitive receptors to high concentrations of these pollutants.

The Initial Study also does not include any actual analysis of noise impacts on nearby residences. Truck deliveries, customer traffic, and loading and unloading activities will likely generate loud noises at different times of the day and night, but the Initial Study only states that noise from these activities “are expected” to be consistent with commercial development noise levels and will therefore not exceed the City’s noise ordinance standards.

We ask the Planning Commission not to approve the Initial Study and Negative Declaration at this time. Actual study of these issues must be performed before any entitlements are approved. Thank you for your time and consideration of our concerns.

Sincerely,

*Ken Armstrong*

Ken Armstrong  
31380 Turner Rd.  
Fort Bragg, CA 95437

Regarding Planning Commission - Grocery Outlet - May 26, 2001

*The rhetoric revolving around this meeting seems as if the decision found by the City of Fort Bragg Planning Commission will be the final decision regarding the Grocery Outlet; but as stated under the commission's 'Duties & Responsibilities' this is an advisory body to the City Council and all decisions "may be appealed to the City Council."*

*As such, "The public can speak about anything within the jurisdiction of the Planning Commission," only such as the Fort Bragg General Plan and the Municipal Code, without violating the Brown Act.*

May 25, 20021

Dear City of Fort Bragg Planning Commission;

Thank you for reading my letter.

After reviewing LACO's report on the proposed Grocery Outlet location, I am pleased to see that there are no significant problems affecting the Coastal Development Permit, Design Review, Merger 1-19, and the resulting Negative Declaration for the site.

In other words, utilities, traffic, pollution, and other factors that create problems for new development have not been found to be problematic for the proposed Grocery Outlet.

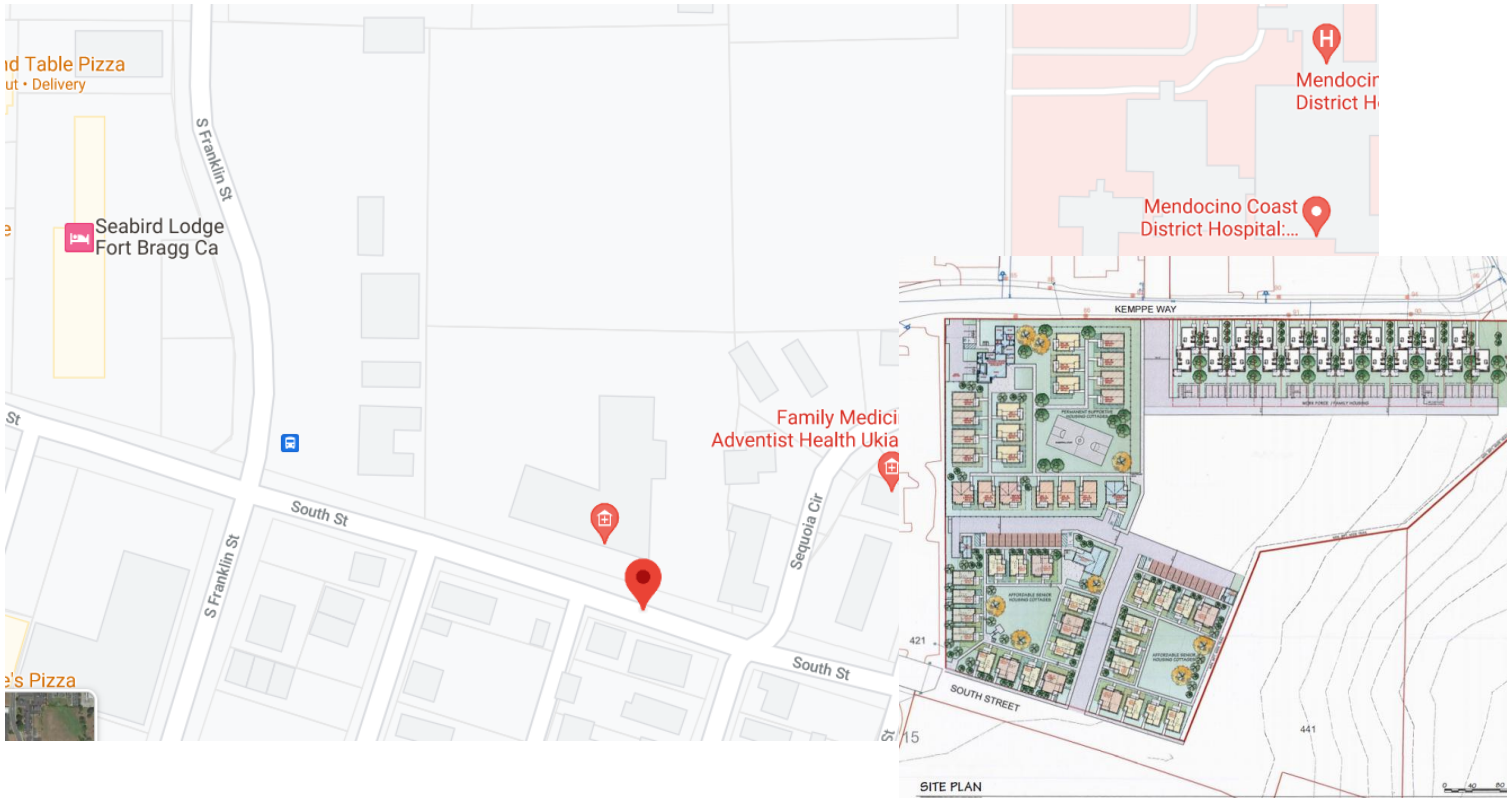
According to B. Turner of LACO and Associates, on the "CDP 8-19, DR 1-19, MGR 1-19 Grocery Outlet Report" on page 42 of 42,  
*"RECOMMENDATION: Staff recommends adoption of the resolution approving Coastal Development Permit 8-19 (CDP 8-19), Design Review 1-19 (DR 1-19), Merger 1-19 (MGR 1-19), and adopting the Initial Study Mitigated Negative Declaration (SCH: 2021010142) pursuant to all the evidence presented, both oral and documentary, and further based on the findings and conditions stated therein."*

Aside from the site itself, there is a much larger development taking place a ten minute walk away on South Street and Kemppe. That plan will include over 20 permanent housing cottages, 25 senior housing units, and Supportive Housing services along with Section 8 voucher acceptance.

There will be an estimated 200 or more residents in this new neighborhood all of whom will be on a fixed and/or lower income. They will require the quality, discounted products that the Grocery Outlet provides.

If you consider the banding of the existing grocery stores, they're all unique: Safeway is well known and bustling. It's where many of the locals and visitors go for their provisions. Harvest Market is a cut-above, local-centric, and has staples as well as specialty items; Purity is for those who want a quiet shopping experience with high-quality staples, and Down Home Foods delivers snacks, whole and health food options, inexpensive local produce, and excellent sandwiches.

Grocery Outlet sells remainder goods ensuring that people who don't have a large food budget can still eat healthfully while bringing home pet food for the cat or dog, and a treat for the freezer. It allows people to say "yes" to themselves. To be succinct, the Grocery Outlet business model takes some of the trauma out of being poor.



LACO expertly stated all of what I would have argued, and I thank you for your service to the City Council and to your constituents.

Alyson Bailey

**From:** [Gale Beauchamp](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet decision  
**Date:** Tuesday, May 25, 2021 1:52:30 PM

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We request the Fort Bragg Planning Commission approve the permit for the Grocery Outlet store as submitted.

As stated by many residents, the community here deserves and needs shopping alternatives that offer lower pricing. No doubt the economic data on record for the Fort Bragg area indicates this need.

Denying this permit while the cannabis manufacture and shopping options appear to be thriving in town would underscore a bias that we believe does not represent the local majority.

We enthusiastically urge your approval.

Thank you.  
Daryl and Gale Beauchamp

Mikael Blaisdell  
810 S. Franklin St.  
Fort Bragg, CA 95437  
(707) 961-6282  
[mikael@mblaisdell.com](mailto:mikael@mblaisdell.com)

Fort Bragg Planning Commission  
Community Development  
416 North Franklin St  
Fort Bragg, CA 95437

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**Subject: Opposition to Coastal Development Permit Application for  
Grocery Outlet to be located in the 800 Block of S. Franklin St.**

This letter is intended to document my opposition to the proposed permit application as being a very inappropriate use of the space in such a residential neighborhood. The key points of my objection are that:

- A) such a use would generate entirely inappropriate levels of traffic in and through the neighborhood, with significant impact on and around an already dangerous intersection at South St. and South Franklin Street, and
- B) the proposed use would also significantly impact traffic on North Harbor Dr as well as on Main St. / State Highway 1, and
- C) the substantially increased traffic flow from customers and also from delivery trucks and other associated vehicles would significantly raise ambient and other noise levels as well as increased air pollution in a predominantly residential neighborhood, thereby reducing both property values and general habitability for property owners and residents.

In the *Initial Study and Environmental Checklist for Best Development Grocery Outlet. Dated December 2020, and prepared by LACO Associates of Ukiah, CA (LACO Project # 8135.14*, on Page 10, it was admitted that “**The project is expected to generate a total of 1,709-weekday trips and 2,842 daily trips on a Saturday.** Roughly 6 percent (165 trips) of the Saturday traffic occurs in the midday peak hour and 9 percent (148 trips) of the weekday trips occur during the weekday p.m. peak hour.” The authors of the study claim that this data represents a “less than significant impact” without substantiating that outlandish claim in any way.



While the application acknowledges that **“As noted in the Traffic Impact Analysis, the Site is bordered to the east by S. Franklin Street, a major collector street, and between South Street to the north, a minor collector street and N. Harbor Drive to the south, a local street, all managed by the City of Fort Bragg Public Works, and located a short distance from Main Street or State Highway 1, an arterial street managed by Caltrans, to the west.”** — it makes no attempt to review the impact of the expected substantial increase in traffic by arriving, entering and leaving customers to the proposed site.

**Coming From the South along Main St. / State Highway 1**, the hard right turn into North Harbor Drive, a two lane street, occurs within approximately 150’ of the end of the bridge. While there is a short right turn lane at that location, it is directly in front of the main entrance to a gas station. Adding the number of daily and Saturday extra vehicle trips for the Grocery Outlet as admitted by the “study” would necessarily increase slowdowns on State Highway 1 while also increasing the risk of congestion-related accidents.

Further, there is an entrance to a motel and a pizza restaurant on the north side of the street immediately after that hard right turn off State Highway 1 with no concession given to those customers/guests that will be making a hard *left* turn against westbound traffic on North Harbor Drive to enter those establishments while also impeding eastbound traffic on North harbor Drive. Some customers leaving via that driveway will be turning left onto North Harbor, further confusing the flow of traffic.

The main entry point for the proposed layout of the Grocery Outlet store and parking lot driveway is but a few feet farther east from the existing hotel and restaurant entry, further complicated by the traffic of departing Grocery Outlet customers leaving the proposed store to go westbound out to State Highway 1.

A further complication is that there are entry and exit driveways for the lodge on the left / south side of North Harbor Drive. This means that within a very short stretch of North Harbor Drive, there will be five (5) driveways into busy businesses with no mitigation to the traffic flow eastbound from State Highway 1 or westbound from the Noyo Harbor area.

After the entry/exit driveways to the lodge on North Harbor Drive, there is a stop sign. After the stop, eastbound drivers can either make a hard left onto South Franklin Street (after the passage of any westbound traffic on North Harbor after that stop sign) or continue on down the hill to Noyo Harbor. As local residents are only too well aware, that stop sign is frequently ignored by drivers from either direction.

The impact of the significantly increased traffic from State Highway 1 onto North Harbor Drive at this point, the proposed main entry for the Grocery Outlet store, alone is sufficient reason to deny the application. But there is unfortunately even more traffic to be considered.

**Coming From the North along Main St. / State Highway 1**, there are two potential access points for the proposed Grocery Outlet store — neither of which have any kind of traffic control aids (stoplights, etc.) other than a shared turn lane to ensure the making of safe left turns across two lanes of oncoming traffic moving at 40 miles per hour or more.

Prospective Grocery Outlet customers trying to turn left *into* South St. from Highway 1 will be competing with traffic coming *-out-* of South Street trying to turn left onto Highway 1. Incoming traffic will also be contending with two lanes of oncoming northbound traffic on Highway 1. (If the proposed permit is granted, and the Grocery Outlet goes into operation at the site, the projected traffic delay at the corner of Main St. / Highway 1 and North Harbor Drive will undoubtedly result in frustrated drivers rapidly accelerating past the jam, which will further complicate and increase the hazards for left-turners at the South St. intersection.

**The Already Dangerous Intersection at South St and S. Franklin St. Would Be Made Much Worse by the Grocery Outlet Traffic.** The sudden screech of frantic braking and the sound of loud angry car horns is *already* a daily occurrence at this hazardous intersection. Eastbound traffic on South St. does not have a stop sign. Westbound traffic on South Street, including speeding ambulances from/to the Hospital, likewise do not have stop signs. North and Southbound traffic along S. Franklin Street do face stop signs. Unfortunately, drivers on S. Franklin Street have the habit of assuming that cross traffic on South Street also must stop at the intersection, with the result of many near-misses and some accidents occurring on a regular basis.

The hazards of the intersection are increased by the presence of substantial dips along both sides of South Street at this point. Drivers on S. Franklin Street frequently overlook or ignore these dips, and scrapes and loud bangs are a constant result.

**The proposed substantial increase of traffic to and from the Grocery Outlet site would significantly increase the existing dangers of these intersections.**

**Increases in ambient noise and air pollution in the affected neighborhood.** The increase in traffic that would result from the opening of the proposed Grocery Outlet store on S. Franklin would necessarily cause significant increases in both air pollution and noise from arriving and departing customer cars and delivery trucks. This is very inappropriate in the largely residential neighborhood area, and would cause substantial decrease in both local property values and general habitability for owners, residents and guests of homes, apartments and hotel rooms.

For the above reasons, I am opposed to the granting of the permit for the development of a Grocery Outlet store at this location.

Sincerely,

Mikael Blaisdell

**From:** [tboyd@mcn.org](mailto:tboyd@mcn.org)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet support  
**Date:** Tuesday, May 25, 2021 11:58:17 AM

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I have lived in Fort Bragg for over 40 years and am writing to voice my support of the proposed Grocery Outlet.

There are very few grocery options in our town and families need more reasonably priced food. I see many people shopping at the dollar store for food and a grocery outlet would be a viable option for low income families to get food.

thank you,

Cathleen and Tony Boyd

**From:** [Greg Burke](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet  
**Date:** Thursday, May 20, 2021 1:08:38 PM

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Dear Planning Commission Members:

As a Fort Bragg resident and business owner I offer the following.

My feelings are that we need more affordable shopping options for seniors, low income residents and younger families with children.

This community always seems to be very vocal saying we need more “affordable housing”. How many times have we all heard that? It seems very short sighted to be pushing for all these senior housing and affordable housing projects and then leave them lacking on affordable shopping options. Whether it makes sense to you individually, I know of and hear about people driving to Willits and Ukiah to shop and complain about the cost of living on the coast.

So it falls to you to decide whether to plan for and promote "affordable living" for our community, lack of that planning makes the whole notion of 'affordable housing' seem rather a hollow statement. I believe moving forward that affordable living will be needed by an increasing population.

We all have witnessed near hysteria during rolling black out wildfire hoarding and pandemic hoarding , we are one natural disaster away from a bad situation , as we live on an island basically and would need to support and sustain ourselves.

By denying new stores now, no one will want to build a store and contribute to our community here for a long time, the lines will get longer, supplies shorter and prices, not calculated on a system based upon healthy competition, will continue to grow higher and higher.. Another market in town will add to the greatly needed donations to the food bank and provide other resources for needed charity functions in our community.

It’s time to think of what’s best for the many, whose voices may not be heard, and not for just the few.

Greg Burke

**From:** [Alan](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet  
**Date:** Saturday, May 22, 2021 11:37:56 PM

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YES!!!  
Grocery Outlet !

Before we moved here from Fortuna, I asked the owners there if they would put one here. Harvest & Safeway are simply too expensive.

Theresa Chesmore