

**Gonzalez, Joanna**

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**From:** noreply@granicusideas.com  
**Sent:** Monday, February 08, 2021 10:46 AM  
**To:** Gonzalez, Joanna  
**Subject:** New eComment for Planning Commission - Video Conference



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## New eComment for Planning Commission - Video Conference

Mendocino Action Council for Accountable Government Organizations submitted a new eComment.

Meeting: Planning Commission - Video Conference

Item: 5D. 21-047 Discussion and Possible Recommendations to Staff on Formula Business Ordinance

eComment: Why are the city staff bringing up the past failed downtown streetscape project in the context of formula business regulations? The city invested in some of the suggested "improvements" in this old proposal only to reverse course and have to spend more money reversing them later. We are still cleaning up that old mess! Is there so little historical institutional knowledge among current staff that we are repackaging old failed ideas as templates for our current projects and proposals? Great work!

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## Gonzalez, Joanna

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**From:** Annemarie <aweibel@mcn.org>  
**Sent:** Wednesday, February 10, 2021 5:53 PM  
**To:** Gurewitz, Heather; Gonzalez, Joanna; McCormick, Sarah; CDD User  
**Cc:** Miller, Tabatha; Lemos, June  
**Subject:** Public Comment Planning Commission meeting 2-10-2021 item 5D: Discuss. & Possible Recomm. to Staff on Formula Business Ordinance

Re: Public Comment Planning Commission meeting 2-10-2021 item 5D:  
Discussion & Possible Recommendation to Staff on Formula Business Ordinance

Hi Heather, Joanna, and Sarah,

Can one of you please read my comments into the record? Thanks.

I asked 5 years ago for a Formula Business Ordinance. In the meantime the city is looking into the possibility to have a Grocery Outlet and a second Dollar store.

The quality of the Traffic Impact Analysis & the Biological Review of the Grocery Outlet project is dismal. I am concerned that a lot of the work dealing with these MND's and EIR's is given to outside sources who are not familiar with our town. The deadline for comments in regards to the initial review (322 pages) is listed to be 2-14-2021. Is that the correct deadline as I have not received any notification yet?

At the Nov. 12 meeting (based on minutes) I read that: "The Commission concurred that they would like Staff to come back with more information and examples categories for financial, hospitality, and retail. The Commission expressed the need for updating the City's Design Guidelines that were established in 2007. Miller stated that the Commission could elect an AD HOC committee comprised of two Council Members and two Planning Commissioners to work on updating the City Design Guidelines."

Will there be an AD HOC committee, who will be on it, and when will it start meeting? Why are we only now talking about needing to update the City Design Guidelines? I am concerned about the rate this Formula Business Ordinance is progressing. Many meetings have been canceled or had to be cancelled as officers had to be elected before business could transpire. In the meantime we will have more formula businesses turn Fort Bragg into "Anytown USA."

"The Commission gave direction to staff on the wording of each finding and would like additional definition of "unmet needs" and "industries" and "standardized traits". The Commission would like proposed finding two (2) removed and more overall information added to finding three (3). The commission agrees that a limit of 10 business locations is appropriate in the definition and proposes a square footage threshold be used to trigger the need for an economic or fiscal analysis."

What is the square footage threshold that would be used to trigger the need for an economic or fiscal analysis? I believe that we should insist that all developments require that.

Tonight's Agenda Item Summary lists under Policy LU-4.2 that "...no commercial building shall exceed the following limitations on the gross floor area: a) between the Noyo River and Pudding Creek Bridges - maximum 50,000 square feet b) east of Highway One and north of Pudding Creek Bridge - maximum 30,000 square feet."

I was alarmed by the size of the large scale commercial developments in Policy LU-4.2 (max. 50,000 & 30,000 square ft. gross floor area)

Where is a list of sq. ft. of businesses like Purity, CVS, Rite Aid, Safeway, Harvest Market & Dollar Tree so we can compare with a possible future Grocery Outlet & Dollar General?

What is listed in the Coastal General Plan?

At the January 6 meeting "...the Commission came to the consensus that they would like more definition of the term facade, fast food and big box vs Formula business.

Due to virtual meetings it is hard for the public to make sense what is meant by "The Commission would like proposed finding two (2) removed and more overall information added to finding three (3)."

Please follow up with the issues you came up with at the last meetings.

Even if you adopt the Formula Business Ordinance soon, it will still take a long time until we can deal with the Coastal Commission.

Thanks for your hard work.

Sincerely,  
Annemarie Weibel  
2-10-2021