



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Planning Commission

Wednesday, October 14, 2020

6:00 PM

Via Video Conference

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PLEASE TAKE NOTICE

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF MENDOCINO TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, PLANNING COMMISSION MEMBERS AND STAFF WILL BE PARTICIPATING BY VIDEO CONFERENCE IN THE PLANNING COMMISSION MEETING OF WEDNESDAY, OCTOBER 14, 2020.

In compliance with the Shelter-in-Place Orders of the County and State, this meeting will be closed to the public. The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made in any of the following ways: (1) By joining the Zoom video conference, (2) Through the City's online eComment agenda feature, (3) Emailed to Joanna Gonzalez, jgonzalez@fortbragg.com, (4) Written comments delivered through the drop-box for utility payments to the right of the front door at City Hall, 416 N. Franklin Street, or (5) Voice mail comments called in to (707) 961-2827 ext 111 by 5:00 PM on the day of the meeting.

Comments can be made at any time prior to the meeting, in real-time while the item is being considered by the Commission and up to 12:00 PM on Thursday, October 15, 2020. All eComments or emails received before or during the meeting that have not been published with the agenda packet will be read aloud. Public comments are restricted to three minutes. Written comments on agenda items and those exceeding three minutes will be included in the public record as part of the agenda packet the next business day after the meeting.

We appreciate your patience and willingness to protect the health and wellness of our community and staff. If you have any questions regarding this meeting, please contact Community Development at (707)961-2827 ext 111.

ZOOM WEBINAR INVITATION

*You are invited to a Zoom webinar.
When: Oct 14, 2020 06:00 PM Pacific Time (US and Canada)
Topic: Planning Commission*

Please click the link below to join the webinar:

<https://zoom.us/j/92150289283>

Or iPhone one-tap :

US: +16699009128,,92150289283# or +13462487799,,92150289283#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 346 248 7799 or +1 253 215 8782 or +1 646 558 8656 or +1 301 715 8592
or +1 312 626 6799

Webinar ID: 921 5028 9283

International numbers available: <https://zoom.us/j/92150289283>

TO SPEAK DURING PUBLIC COMMENT PORTIONS OF THE AGENDA VIA ZOOM, PLEASE JOIN THE MEETING AND USE THE RAISE HAND FEATURE WHEN THE CHAIR OR ACTING CHAIR CALLS FOR PUBLIC COMMENT ON THE ITEM YOU WISH TO ADDRESS.

1. APPROVAL OF MINUTES

- 1A. [20-876](#) Approval of the Planning Commission Minutes of June 10, 2020 and August 26, 2020

Attachments: [Minutes of June 10, 2020](#)
[Minutes of August 26, 2020](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

4. PUBLIC HEARINGS

5. CONDUCT OF BUSINESS

- 5A. [20-879](#) Receive Oral Update from Staff on Departmental Activities
- 5B. [20-850](#) Receive Report and Provide Direction to Staff on Developing a Formula Business Ordinance

Attachments: [10142020 Formula Business Staff Report](#)
[Att 1 - Land Use Map](#)
[Att 2 - Commercial Districts Purpose and Permit Requirements](#)
[Att 3 - Survey Monkey Data 10082020](#)
[Att 4 - Public Comments PC 10142020](#)
[Att 5 - Emailed Public Comment](#)
[Att 6 - Formula Business Powerpoint](#)

6. MATTERS FROM CHAIR/COMMISSIONERS/STAFF

ADJOURNMENT

The adjournment time for all Planning Commission meetings is no later than 9:00 p.m. If the Commission is still in session at 9:00 p.m., the Commission may continue the meeting upon majority vote.

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on October 9, 2020.

Joanna Gonzalez
Administrative Assistant, Community Development Department

NOTICE TO THE PUBLIC

Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection upon making reasonable arrangements with the Community Development Department at 416 North Franklin Street, Fort Bragg, California, during normal business hours. Such documents are also available on the City’s website at www.city.fortbragg.com subject to staff’s ability to post the documents before the meeting.

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 20-876

Agenda Date: 10/14/2020

Version: 1

Status: Business

In Control: Planning Commission

File Type: Minutes

Agenda Number: 1A.

Approval of the Planning Commission Minutes of June 10, 2020 and August 26, 2020



City of Fort Bragg

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Phone: (707) 961-2823
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Meeting Minutes Planning Commission

Wednesday, June 10, 2020

6:00 PM

Town Hall, 363 N.Main Street

MEETING CALLED TO ORDER

ROLL CALL

Chair Logan called the meeting to order at 6:00

Present 5 - Commissioner Stan Miklose, Vice Chair Jay Andreis, Commissioner Michelle Roberts, Chair Jeremy Logan, and Commissioner Nancy Rogers

PLEASE TAKE NOTICE

1. APPROVAL OF MINUTES

1A. [20-769](#)

Approval of Planning Commission Minutes of May 27, 2020

A motion was made by Commissioner Miklose, seconded by Commissioner Roberts, that the May 27, 2020 Minutes be approved. The motion carried by the following vote:

Aye: 5 - Commissioner Miklose, Vice Chair Andreis, Commissioner Roberts, Chair Logan and Commissioner Rogers

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

None.

4. PUBLIC HEARINGS

4A. [20-758](#)

Receive Report, Conduct Public Hearing and Consider Design Review Permit and Minor Use Permit to 1) reconstruct a mortuary that was destroyed by fire; 2) expand a non-conforming land use (mortuary); and 3) request a reduction in off-street parking requirements at 445 East Fir Street (APN 008-086-069)

Senior Planner Perkins presented the prepared report to the Planning Commission.

Chair Logan opened the public hearing at 6:19 PM.

Discussion:

Commissioners asked clarifying questions regarding parking, landscape and color. The applicant addressed all of the Commissioners concerns. The Commission agreed that if the applicant wishes to go back to the original color the applicant may do so.

No public Comments.

Chair Logan Closed the public hearing at 6:57 PM.

This Design Review Permit was approved as follows:

GENERAL FINDINGS

- 1.The proposed project is consistent with the purpose and intent of the Low Density Residential district, as well as all other provisions of the General Plan, Inland Land Use and Development Code (ILUDC) and Fort Bragg Municipal Code in general;
- 2.The design, location, size and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity.
- 3.The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located;
- 4.The project complies with the Specific Use Regulations found in ILUDC Section 18.90.020 non conforming uses; and
- 5.For the purposes of the California Environmental Quality Act (CEQA), this project was found to be exempt under Section 15302—replacement or reconstruction of a commercial structure with a new structure of substantially the same size, purpose and capacity.

MINOR USE PERMIT FINDINGS

- 1.The proposed use is consistent with the General Plan and any applicable specific plan;
- 2.The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Development Code and the Municipal Code;
- 3.The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
- 4.The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located.

Pursuant to ILUDC Sections 18.36.040(C)(3), 18.36.040(C)(2) and 18.36.080(B), the Planning Commission modifies the off-street parking requirements and makes the following supplemental Minor Use Permit findings:

5. The land use has historically functioned on the property with less than 10% of the required parking (2 spaces were provided when 21 were required) without evidence of a negative impact on the surrounding neighborhood;
6. An additional three spaces, as would be required for the expansion without a waiver or reduction, would not reasonably affect the parking impacts in the neighborhood when services are held;
7. Rehabilitation of the former mortuary land use and structure make providing additional spaces unreasonable due to the replacement structure's location, parcel size, and existence of established landscaping and pedestrian improvements located on the parcel, pursuant to ILUDC Section 18.36.040(C)(3);
8. The maximum amount of parking which is feasible is provided on site;
9. The exception will not result in potentially unsafe conditions for vehicles or pedestrians; and
10. The project is located in an area of abundant on-street parking.

STANDARD CONDITIONS

1. This action shall become final on the 11th day following the decision unless an appeal to the Planning Commission is filed pursuant to ILUDC Chapter 18.92 - Appeals.
2. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City. Any condition directly addressing an element incorporated into the application exhibits shall be controlling and shall modify the application. All other plans, specifications, details, and information contained within application shall be specifically applicable to the project and shall be construed as if directly stated within the condition for approval. Unless expressly stated otherwise, the applicant is solely responsible for satisfying each condition prior to issuance of the building permit.
3. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City.
4. This permit shall be subject to the securing of all necessary permits for the proposed development from City, County, State, and Federal agencies having jurisdiction. All plans submitted with the required permit applications shall be consistent with this approval. All construction shall be consistent with all Building, Fire, and Health code considerations as well as other applicable agency codes.
5. The applicant shall secure all required building permits for the proposed project as required by the Mendocino County Building Department.
6. If any person excavating or otherwise disturbing the earth discovers any archaeological site during project construction, the following actions shall be taken: 1) cease and desist from all further excavation and disturbances within 100 feet of the discovery; and 2) notify the Director of Public Works within 24 hours of the discovery. Evidence of an archaeological site may include, but is not necessarily limited to shellfish, bones, flaked and ground stone tools, stone flakes produced during tool production, historic artifacts, and historic features such as trash-filled pits and buried foundations. A professional archaeologist on the list maintained by the Northwest Information Center of the California Historical Resources Information System or Listed by the Register of Professional Archaeologists shall be consulted to determine necessary actions.
7. This permit shall be subject to revocation or modification upon a finding of any one or more of the following:

- a. That such permit was obtained or extended by fraud.
- b. That one or more of the conditions upon which such permit was granted have been violated.
- c. That the use for which the permit was granted is so conducted as to be detrimental to the public health, welfare, or safety or as to be a nuisance.
- d. A final judgment of a court of competent jurisdiction has declared one or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one or more conditions.
- e. Unless a condition of approval or other provision of the Inland Land Use and Development Code establishes a different time limit, any permit or approval not exercised within 24 months of approval shall expire and become void, except where an extension of time is approved in compliance with ILUDC Subsection 18.76.070 (B).

SPECIAL CONDITIONS

- 1. If ADA-required access upgrades are required, such as the installation of a ramp, these facilities shall not be constructed on the south-facing façade of the structure without an amendment to this Design Review Permit.
- 2. The colors permitted for the replacement structure shall either be substantially consistent with those submitted in the application package and analyzed in the staff report, or substantially consistent with the color scheme of the previous mortuary.

Aye: 5 - Commissioner Miklose, Vice Chair Andreis, Commissioner Roberts, Chair Logan and Commissioner Rogers

5. CONDUCT OF BUSINESS

None.

6. MATTERS FROM CHAIR/COMMISSIONERS/STAFF

Staff reports that there are projects lining up in the future. Commissioner Rogers expressed her support of projects being done by local contractors when possible.

ADJOURNMENT

Chair Logan adjourned the meeting at 7:01 PM.



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Meeting Agenda Planning Commission

Wednesday, August 26, 2020

6:00 PM

Via Video Conference

MEETING CALLED TO ORDER

ADJOURNMENT

The cancellation notice for the Planning Commission meeting of August 26, 2020 was inadvertently omitted and not posted. The Chair will call the meeting to order and immediately adjourn the meeting. No business will be conducted and no decisions will be made.



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Text File

File Number: 20-879

Agenda Date: 10/14/2020

Version: 1

Status: Business

In Control: Planning Commission

File Type: Report

Agenda Number: 5A.

Receive Oral Update from Staff on Departmental Activities



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 20-850

Agenda Date: 10/14/2020

Version: 1

Status: Business

In Control: Planning Commission

File Type: Planning Staff Report

Agenda Number: 5B.

AGENCY: Planning Commission
MEETING DATE: October 14, 2020
PREPARED BY: T. Sar
PRESENTED BY: T. Sar

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Inland Land Use and Development Code Amendment 2-20 (ILUDC 2-20)

APPLICANT: City of Fort Bragg

PROJECT: Discuss Potential ILUDC Amendment to Regulate Formula Businesses in the City of Fort Bragg.

LOCATION: Commercial Zoning Districts in the City of Fort Bragg (Attachment 1)

APN: Multiple

LOT SIZE: N/A

ZONING: Neighborhood Commercial (CN), Central Business District (CBD), General Commercial (CG), and Highway Visitor Commercial (CH) Districts

ENVIRONMENTAL Adoption of an ordinance is exempt from environmental review under CEQA. The CEQA guidelines include a statutory exemption for “the adoption of an ordinance and various minor amendments to other Municipal Code provisions to ensure their consistency with the new formula business zoning regulations” are exempt under the CEQA Guidelines’ “General Rule” exemption (CEQA Guidelines Article 5, Section 15061(b)(3)).

DETERMINATION: Environmental Determination was noted as Statutory Exemption.

SURROUNDING LAND USES: N/A

APPEALABLE PROJECT: **Can be appealed to City Council**
 Can be appealed to California Coastal Commission

BACKGROUND:

On October 24, 2019 and January 29, 2020, City Council met to discuss policies to regulate Formula Business in the City of Fort Bragg. Cities' land use goals and policies may be used to preserve the economic diversity of a city, to ensure that it has a strong and resilient economy which continues to support its local business by establishing an appropriate balance between formula business and local business to prevent the proliferation of elements that project a sense of sameness and familiarity that conflict with a city's goal of remaining a unique small town. The purpose of the regulation must be tied to the long-term commercial health of the City and cannot be discriminatory against a particular business in order to be legally imposable.

While cities cannot completely prohibit "Formula Businesses" within their jurisdictions, cities can enact ordinances that impose additional permit requirements that limit the numbers in a given area and impose certain design guidelines in order to ensure they are compatible with surrounding uses.

On September 17, 2020, the City of Fort Bragg, launched a survey on formula business to the public. The **2020 Formula Business Survey** is being conducted as part of soliciting the publics' input prior to adopting a formula business ordinance. The responses will theoretically allow us to get a better understanding on our community needs as a whole. The results of the survey will be published on the City of Fort Bragg website upon completion of the survey. Current report findings are presented in Attachment 3.

PROJECT DESCRIPTION

The increase of formula retail businesses in the City's commercial areas, if not monitored and regulated, could hamper the City's goal of maintaining a diverse retail base with distinct neighborhood retailing personalities comprised of a mix of businesses. Specifically, the unregulated and unmonitored establishment of additional formula retail uses may unduly limit or eliminate business establishment opportunities for smaller or medium-sized businesses. Many of which tend to be non-traditional or unique, and disproportionately skew the mix of businesses towards national retailers in lieu of local or regional retailers, thereby decreasing the diversity of merchandise available to residents and visitors.

ANALYSIS

Formula Businesses are not limited to retail and restaurants. Formula Business includes any business that has standardized services, décor, methods of operation, and other features that make them virtually identical to businesses elsewhere. Like other cities, Formula Business in Fort Bragg may include tax prep businesses, national chain real estate offices, hotels, private post offices, insurance agents, medical clinics, health clubs, banks and other financial institutes that may fall within the definition of Formula Business.

Some cities and towns are enacting policies that restrict the proliferation of "Formula Businesses" as it's not uncommon for formula businesses to arrive in a small town area, and squeeze out unique independent businesses. This can have long-term economic

consequences on the town and/or neighborhood business districts. Even the loss of a few businesses in the small Central Business District (CBD) radius has the potential for distinctive impacts on the overall appeal of the pedestrian experience and effect the opportunities for independent entrepreneurs. Local small businesses that meet the basic needs of surrounding neighborhoods, such as financial businesses, real estate offices, grocers, and pharmacies may be pushed out as more formula businesses open up.

At the January 29, 2020 meeting, Council discussed in depth the various locations of potential impact of formula businesses in the City. Council also deliberated whether financial and real estate formula businesses should be located in CBD and other districts. The City cannot legally prevent a formula business like a National Bank and a Real Estate firm from coming in, but the city can require them to open up business in specific locations that is distinct in name, operation, and appearance from all of its other outlets. Although there are a few examples of a chain complying with a formula business ordinance by opening a unique outlet, in most cases, they refuse to veer from their cookie-cutter formula and opt not to open. One strategy the City can use is adopting an ordinance that regulates formula businesses in certain locations is to require that the business meet specified conditions to operate locally in order to mitigate impacts to small businesses and maintain the small town character and natural beauty. Below are descriptions of locations in the City that were mentioned in previous meetings, additional context for the character of each district is described in Attachment 2; Commercial Districts Purpose and Permit Requirements, a Land Use code excerpt and visually in Attachment 1; Zoning Map.

- 1. Gateway:** The area from Highway 20 to the Noyo Bridge is sometimes referred to as the gateway to Fort Bragg, as most people enter the City from the east. This area is primarily zoned **Highway Visitor Commercial**. At least some Councilmembers indicated that they would like to see some restriction on formula businesses in this location, despite formula businesses already existing here. Of particular interest was creating more Fort Bragg charm at this entrance to the City. Regulations in this “gateway” area would occur under the Coastal Land Use and Development Code (CLUDC) update only and so are not directly impacted by direction under this proposed ILUDC amendment.
- 2. General Commercial Corridor:** There was little discussion or concern about control over formula businesses in the Main Street corridor that stretches from the Noyo Bridge to the Central Business District (CBD) and to Franklin Street in the east. Many of the City’s existing formula businesses are located in this commercial corridor and the most appropriate District to allow formula businesses. The City could make formula business allowed by right in this district or require a Minor Use Permit (MUP) as an option to review the project before approval, if there is some concern about the impact of the project in that neighborhood.
- 3. Central Business District.** The one clear consensus regarding the CBD was maintaining what is considered the character and charm of Fort Bragg as is reflected in much of the CBD. The CBD encompasses the area from Oak to Pine and Main to McPherson, with the heart of the district between Laurel Street and Redwood. The CBD represents a strong example of that quaint small town charm Fort Bragg has to offer locals and tourists alike. Whether formula businesses should be allowed in this district was debated by City Council. One thought was that office, retail and/or restaurant formula businesses would

not detract from the character of the CBD and might increase foot traffic and occupy what are now empty, dilapidated store fronts in this struggling district. Formula businesses could be required to maintain the character of the CBD by locating in existing vacant store fronts and conforming to design standards. For example, the City could 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 Pine street along Main Street is primarily zoned **Highway Visitor Commercial** and a few formula businesses currently exist in this area. Council did not discuss this area in much detail and like the General Commercial Corridor it may be a good location to consider formula businesses by right or to require a MUP.

5. **North of Pudding Creek.** There is a continuation of an area zoned **Highway Visitor Commercial** and at the north end of town are **Industrial and Light Industrial districts**. This area is sometimes referred to as the northern entry or gateway to the City. A number of hotels already exist in this area; both those associated with a franchise and independent accommodations. The City Council did not spend much time discussing the merits of formula hotel/accommodation businesses but could distinguish this area from the General Commercial Corridor by not allowing additional formula accommodation businesses in this area. This area, close to McKerracher State Park and with better ocean views, may be more suitable to further restrictions to preserve the views and character of its surroundings. The Industrial and Light Industrial zones at the north end of the City are unlikely to need additional regulation beyond the MUP process. The lack of existing infrastructure in these areas is the primary factor increasing costs of siting in this location for business big or small.

Existing Formula Business Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain some guidelines and restrictions on formula based businesses that should be considered in adding to and/or revising the existing regulation.

Formula Business (definition). A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

Goal LU-4 Promote the economic vitality of the City's existing commercial areas.

Policy LU-4.1 Formula Businesses and Big Box Retail: Regulate the establishment of formula businesses and big box retail to ensure that their location, scale, and appearance do not detract from the economic vitality of established commercial businesses and are consistent with the small town, rural character of Fort Bragg.

Policy LU-4.2 Require that a fiscal and economic analysis be performed as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the

economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.

Policy LU-4.3 Large-Scale Commercial Development: To maintain scenic views of the coast and to ensure that building sizes at the City's gateways are in scale with the community, 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;
- c) West of Highway One and north of Pudding Creek Bridge and south of the Noyo River Bridge - maximum 15,000 square feet; and
- d) East of Highway One and south of Noyo River Bridge – maximum 40,000 square feet.

Existing Gateway Guidance and Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain the following guidelines and restrictions for the City's entryways or Gateways that should also be considered in policy changes.

Goal CD-3 Create attractive entryways to the City.

Policy CD-3.1 Entryways: Clearly define the points of entry to the City through the use of distinctive signs, lighting, and landscaping.

Program CD-3.1.1: Maintain distinctive signs placed in a landscaped area at the south entryway at Highway 20/Highway 1 and at the north entryway on Highway 1 at the City Limits.

Policy CD-3.2 Gateway Development: Encourage a higher quality of development at the City's gateways.

Program CD-3.2.1: Consider adopting the following standards for Gateway Developments in the Citywide Design Standards:

- Define gateway development as development located south of the Noyo Harbor Bridge or North of the Pudding Creek Bridge.
- Gateway development should not detract from views to the ocean.
- Signage should be modest in scale and should not block the view shed.
- Significant landscaping shall be installed to reinforce the transition from a wilderness environment to an urban environment in gateway development. Landscaping should include trees and drought tolerant plants. Lawns are discouraged.
- Site design should include open space around the periphery of the gateway development to reinforce the transitional quality of the area.
- Site design should include installation of bike lanes and sidewalks.
- Gateway development should model Green Building techniques and materials.

PROPOSED CHANGES TO ORDINANCE AND CONSISTENCY ANALYSIS

In order to implement the changes directed by the City Council to regulate formula business, the following amendments to the ILUDC are proposed below.

The proposed amendment to the Municipal Code involves changes to Chapter 18 of the Inland Land Use and Development Code (ILUDC) only. Changes to the Coastal Land Use and Development Code (CLUDC) require additional steps prior to adoption and implementation including referral to the California Coastal Commission for conformance with the Certified Local Coastal Program (LCP) and Coastal General Plan. No amendments are proposed for the CLUDC at this time. Should Commissioners and Council wish to pursue amendments to the CLUDC, staff recommends this be done through a separate action after the approval and implementation of the amendments to the ILUDC.

Potential ILUDC amendments require changes to; the land use tables in **Article 2** to specify where formula businesses may be allowed or require permitting; and **Article 4** describes the specific uses and regulations as they apply to formula business; and **Article 10** which defines the terminology. A table summarizing the codes that will require amendments to establish regulations on Formula Business is shown below.

Table 1: Ordinance Amendments for Formula Businesses	
Code Section	Proposed Change(s)
Article 2 Chapter 18.22	<ul style="list-style-type: none"> Revise Commercial Land Use Table 2-6 in Chapter 18.22 to include Formula Business as a land use, and indicate its allowance in specific districts with Use Permit approval subject to the Specific Use Regulations that will be detailed in Chapter 18.42.025.
Article 4 Chapter 18.42	<ul style="list-style-type: none"> Add Section 18.42.025 – Formula Business to provide Specific Use Regulations for commercial uses.
Article 10 Chapter 18.100	<ul style="list-style-type: none"> Changes proposed for definition of terms “Formula Business” and “Big Box Retail”

Proposed Changes to Article 2 Land Use Tables:

Zoning is the primary tool that cities use to exercise authority over land-use matters. There are two basic types of zoning regulations:

1. Site Planning and Project Design Standards, require review to control setbacks, façade, colors, height, lighting, landscaping and location; and
2. Allowable Land Uses that control what uses are allowed in the designated zoning districts.

One sample of version of Article 2, Table 2-6 “Formula Business,” is shown below in Table 2. This version permits the use in the CN, CH, and CG districts with a Use Permit. The Central Business District (CBD) was also considered for permitting and may be discussed to be included to either replace CN or both. The defined purpose and requirements set forth for the various zoning districts being considered under this amendment have been included as Attachment 2 to this report.

Table 2: Sample Article 2.6

Primary Use	CN	CG	CH	CBD	IL	IH
Formula Business	UP	UP	UP	--	--	--

P = Permitted, MUP = Minor Use Permit, UP = Use Permit, --Not Permitted

A zoning ordinance will typically set forth a list of permitted uses by right, within each zoning district. Other uses may be allowed with a Use Permit (UP) or a Minor Use Permit (MUP). This will allow the applicant flexibility in zoning use and allow for local review to confirm the project is compatible with existing surrounding use.

Use Permits can be used to regulate formula businesses in a legally defensible manner. The primary function of the Use Permits is to provide for the review of the use of the land and not to restrict a specific formula business. The purpose of the regulation must also be tied to the long-term commercial health of the City and cannot be discriminatory against a particular business.

- *Allow formula business in CN, CH, and CG zoning districts with a Use Permit.*

As warranted, the City routinely amends the ILUDC to ensure that the code implements the policy goals of the City Council and complies with State law. Staff proposes to draft a Formula Business ordinance within the City of Fort Bragg Inland districts. The new ordinance would limit the location and operation of formula business within the City’s commercial districts.

Proposed Changes to Article 4 Standards for Specific Land Uses:

18.42.075 – Formula Business

This section establishes standards for formula business, where allowed by Article 2 (Zoning Districts and Allowable Land Uses). The intent is to regulate the establishment of formula businesses in specific locations. Items for discussion include:

- **Limitation on location.** The design, location, size and operating characteristics of the formula business use shall be compatible with the existing and future land uses in the vicinity.
 - At the January 29th City Council meeting, Council expressed more interest on limiting establishment more by location than zoning. Zoning is a more strategic and defensible tool for implementing regulations.
 - As mentioned above, which the CG district is the most likely location of Formula Business, it also encompasses the “Gateway”. Higher standards are development are encouraged in this location including additional review of signage, landscaping, and size. CG is a district included in

proposed Table 2-6 for requiring a UP, to allow the department a more comprehensive review of any formula business application.

- **Formula Business Conditional use.** If a Use Permit or Minor Use Permit shall be required to operate Formula Business in accordance with Table 2-6 of Article 2, Commission should provide input on in which districts a permit is required.
 - Council had some consensus about requiring permits in CN, CG, and CH districts.
 - If there is strong consensus to further regulate financial formula businesses in CBD (and other districts) changes could be made to “Services-Business, Financial, Professional” Section of Table 2-6 to require UP in CBD for Banks and Business support services.
- **Fiscal and Economic Analysis.** In accordance with Policy LU-4.2. Formula Business submittals must supply “a fiscal and economic analysis as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.”
 - This requirement could be extended to all formula business beyond just Big Box (defined below).
 - This requirement could apply to only Use Permits or could be expanded to include Minor Use Permits as well.
- **Exterior Appearance.** The specific characteristics of a business’s façade may add to or detract from the City’s unique coastal town character.
 - Design review can include Signage, lighting, windows, etc.
 - This section shall additionally reference Policy LU 4.3 for consistency with siting and size maximums for these developments.
- **Quantity.** The maximum quantity of permits issued for Formula Business uses may be determined by resolution of the Planning Commission and City Council.
 - While it is possible to limit the number of Formula Business allowed by district, this may be less legally defensible than using the review criteria described above.
 - Using quantity as a regulatory tool, may have unintended consequences of limiting competition.
- **Business License.** A formula business shall require a City Business License.

Proposed Changes to Article 10 Definitions:

18.100.010 – Definitions

This Chapter provides definitions of terms and phrases used in the ILUDC that are technical or specialized, or that may not reflect common usage. These definitions are proposed to be updated as follows;

Formula Business – A business that is required by contractual or other arrangement to maintain standardized uses, services, decor, uniforms, architecture, signs, or other similar features; and is substantially identical to 25 or more other businesses in the United States. Formula businesses can include retail sales, services, restaurants, gas stations, visitor accommodations, etc.

Big Box Retail – A large formula retail establishment that is generally located on an arterial or collector roadway, requires a site of 1 acre or larger, and generally contains 1 or several businesses or structures totaling 30,000 or more square feet. They may operate as stand-alone facilities, ~~but also or be located in a type of shopping center. called a “power center” or “value mall” having common characteristics including large warehouse-sized buildings and a reliance on auto-borne traffic. Warehouse retail stores that emphasize the packaging and sale of products in large quantities or volumes, some at discounted prices, where products are typically displayed in their original shipping containers. Patrons may be required to pay membership fees.~~

IMPLEMENTATION/TIMEFRAMES:

The timeframe for implementing a zoning ordinance to regulate formula businesses depends upon the direction received. Following direction updates to the Inland Land Use & Development Code will be made into a draft Ordinance. The ordinance will be reviewed by the City Attorney and will be prepared and presented to the Planning Commission. Subject to a recommendation to Council, a Public Hearing will be conducted by Council, and if approved, is adopted at the next meeting and typically effective thirty (30) days later. The process for the Coastal Land Use & Development Code is more complex because any modification to the Coastal Land Use & Development Code must be approved by the Coastal Commission, which is often a lengthy reiterative process described above.

Changes to the Citywide Design Guidelines would be applicable to both the Inland Land Use & Development and the Coastal Land Use & Development Code without the need for Coastal Commission approval.

RECOMMENDED PLANNING COMMISSION ACTION

Receive report and provide direction to staff for the preparation of the ILUDC amendment to regulate Formula Business.

ALTERNATIVE PLANNING COMMISSION ACTIONS

Provide direction to staff to not to bring forward a proposed Formula Business Ordinance.

ATTACHMENTS

1. Land Use Map
2. Commercial Districts Purpose and Permit Requirements
3. Formula Business Survey Monkey Report Analytics

The boundaries of the Land Use Designations are general and schematic illustrating the policies of the various zoning districts. Refer to the Assessor's Parcel Map for updated parcel boundary maps.

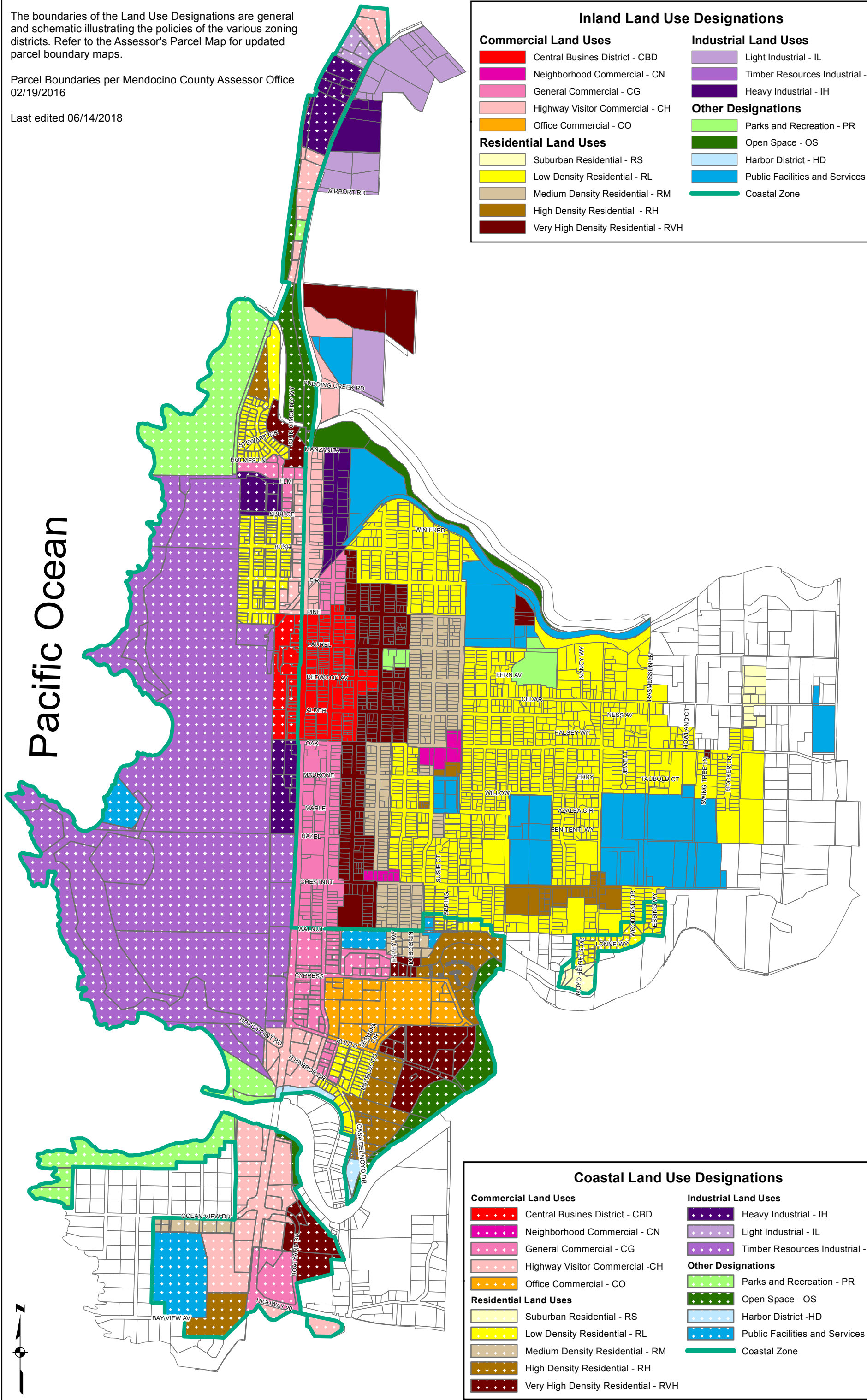
Parcel Boundaries per Mendocino County Assessor Office 02/19/2016

Last edited 06/14/2018

Pacific Ocean

Inland Land Use Designations

Commercial Land Uses		Industrial Land Uses	
	Central Busines District - CBD		Light Industrial - IL
	Neighborhood Commercial - CN		Timber Resources Industrial - IT
	General Commercial - CG		Heavy Industrial - IH
	Highway Visitor Commercial - CH	Other Designations	
	Office Commercial - CO		Parks and Recreation - PR
Residential Land Uses			Open Space - OS
	Suburban Residential - RS		Harbor District - HD
	Low Density Residential - RL		Public Facilities and Services - PF
	Medium Density Residential - RM		Coastal Zone
	High Density Residential - RH		
	Very High Density Residential - RVH		



Coastal Land Use Designations

Commercial Land Uses		Industrial Land Uses	
	Central Busines District - CBD		Heavy Industrial - IH
	Neighborhood Commercial - CN		Light Industrial - IL
	General Commercial - CG		Timber Resources Industrial - IT
	Highway Visitor Commercial -CH	Other Designations	
	Office Commercial - CO		Parks and Recreation - PR
Residential Land Uses			Open Space - OS
	Suburban Residential - RS		Harbor District -HD
	Low Density Residential - RL		Public Facilities and Services - PF
	Medium Density Residential - RM		Coastal Zone
	High Density Residential - RH		
	Very High Density Residential - RVH		



18.22.020 - Purposes of Commercial Zoning Districts

The purposes of the individual commercial zoning districts and the manner in which they are applied are as follows.

- A. CN (Neighborhood Commercial) zoning district.** The CN zoning district is applied to areas of the City that are appropriate for small-scale facilities providing convenience shopping and services for adjacent residential neighborhoods. The maximum allowable residential density within the CN district for the residential component of a mixed use project is 12 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CN zoning district implements and is consistent with the CN land use designation of the General Plan.
- B. CO (Office Commercial) zoning district.** The CO zoning district is applied to areas of the City that are intended to serve the office and institutional needs of the community that cannot be accommodated within the CBD zoning district. Other related and office-supporting uses may also be allowed. The maximum allowable residential density within the CO district for either the residential component of a mixed use project or multifamily dwellings as a primary use is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CO zoning district implements and is consistent with the CO land use designation of the General Plan.
- C. CBD (Central Business District) zoning district.** The CBD zoning district is applied to the core of the downtown which is the civic, cultural, and commercial center of the City. The CBD zone is intended to accommodate retail stores, government and professional offices, theaters, and other similar and related uses in the context of pedestrian-oriented development. The maximum allowable residential density within the CBD zone for the residential component of a mixed use project is 40 dwelling units per acre; the maximum floor area ratio (FAR) is 2.0. The CBD zoning district implements and is consistent with the CBD land use designation of the General Plan.
- D. CG (General Commercial) zoning district.** The CG zoning district is applied to areas of the City that are appropriate for less compact and intensive commercial uses than those accommodated within the CBD zone. Allowable land uses are typically more auto-oriented than pedestrian-oriented, and may include automotive and service-related uses, a wide range of retail stores, including those selling large products (appliances, home furnishings, building materials, etc.). The maximum allowable residential density within the CG district for the residential component of a mixed use project is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CG zoning district implements and is consistent with the CG land use designation of the General Plan.
- E. CH (Highway Commercial) zoning district.** The CH zoning district is applied to sites along Highway 1 and arterials at the entry points to the community. Allowable land uses include lodging, restaurants, and retail stores. The maximum allowable residential density within the CH district for the residential component of a mixed use project is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CH zoning district implements and is consistent with the CH land use designation of the General Plan.

(Ord. 930, § 2, passed 06-12-2017)

18.22.030 - Commercial District Land Uses and Permit Requirements

- A. General permit requirements.** Table 2-6 identifies the uses of land allowed by this Development Code in each commercial zoning district, and the planning permit required to establish each use, in compliance with § 18.20.030 (Allowable Land Uses and Planning Permit Requirements).
- B. Requirements for certain specific land uses.** Where the last column in Table 2-6 (“Specific Use Regulations”) includes a section number, the referenced section may affect whether the use requires a Zoning Clearance, Minor Use Permit, or Use Permit, and/or may establish other requirements and standards applicable to the use.
- C. Findings for Use Permit or Minor Use Permit approval.** The approval of a Use Permit or Minor Use Permit for a project within a commercial district shall require that the review authority first make the following findings for the zoning district applicable to the site, in addition to the findings required by § 18.71.060 (Use Permit and Minor Use Permit):

- 1. CN (Neighborhood Commercial) district.** The use is designed and intended to serve the local neighborhood and not a broader service area, and is not of a size as to require a clientele larger than the neighborhood market area.

2. CO (Office Commercial) district. The use acts to support primary uses in the zone, or clients or visitors of allowable permitted uses.

3. CBD (Central Business District) district. The use complements the local, regional and tourist-serving retail, office and services functions of the CBD, and will not detract from this basic purpose of the CBD. Uses proposed for the intense pedestrian-oriented retail shopping areas of the CBD, which include the 100 blocks of East and West Laurel Street, the 300 block of North Franklin Street*, and the 100 and 200 blocks of Redwood Avenue, shall be limited to pedestrian-oriented uses on the street-fronting portion of the building.

* Code reviser’s note: The language in this section has been revised to refer to the intended area of the downtown core.

4. CG (General Commercial) district.

- a. The uses generally require larger display and/or storage areas; and
- b. The use is not dependent on heavy customer traffic per square foot.

5. CH (Highway Commercial) district.

- a. Secondary uses oriented to local clientele may be permitted where the primary use of a site is oriented to or serves visitor, regional, or transient traffic; and
- b. Uses oriented to local clientele may be allowed where visitor-oriented uses are precluded because of environmental concerns or other site specific constraints.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required					
	MUP Minor Use Permit required (see § 18.71.060)					
	UP Use Permit required (see § 18.71.060)					
	S Permit requirement set by Specific Use Regulations					
	— Use not allowed					
LAND USE (1)	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	

AGRICULTURAL, RESOURCE AND OPEN SPACE USES

Crop production, horticulture, orchard, vineyard	P	P	P	P	P	
--	---	---	---	---	---	--

INDUSTRY, MANUFACTURING AND PROCESSING, WHOLESALING

Laboratory - Analytical and testing	—	P	—	P	—	
Artisan/craft product manufacturing with retail sales	—	P(2)	P(2)	P(2)	P(2)	
Brewery/restaurant	—	—	UP	—	—	
Printing and publishing	—	—	P	P	—	
Research and development (R&D)	—	—	—	UP	—	
Recycling - Small facility	P	P	P	P	P	18.42.150
Recycling - Large facility	—	—	—	UP	—	18.42.150

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
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CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use shall be entirely enclosed within a building, unless outdoor activities and/or storage are authorized by Use Permit.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed				
	PERMIT REQUIRED BY DISTRICT				
LAND USE (1)	CN	CO	CBD	CG	CH

RECREATION, EDUCATION AND PUBLIC ASSEMBLY USES

Recreational vehicle park	—	—	—	—	UP	
Commercial recreation facility - Indoor	—	—	UP	P	P	
Commercial recreation facility - Outdoor	UP	UP	—	UP	UP	
Conference facility	—	UP	UP	UP	UP	
Health/fitness facility	—	UP	UP	P	UP	
Library, museum, art gallery	UP	UP	P	P	P	
Meeting facility, public or private	UP	UP	UP	UP	UP	
Park, playground	P	P	P	P	P	
School - Private	UP	UP	UP	UP	UP	
Sports and active recreation facility	—	—	UP	UP	UP	
Studio - Art, dance, martial arts, music, etc.	UP	UP	P	P	P	
Theater	—	UP	P	P	P	

RESIDENTIAL USES

Emergency shelter	—	—	—	P	—	
Home occupation	P	P	P	P	P	18.42.080
Live/work unit	MUP	MUP	MUP	MUP	—	18.42.090
Multifamily dwellings	P	UP	UP	UP	UP	18.42.120
Residential care facility for the elderly (RCFE)	—	UP	UP	UP	—	
Residential care facility	—	UP	UP	UP	—	
Residential component mixed use project	P	UP	P(2)	P	P	18.42.100

LAND USE (1)	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
	Single residential unit	MUP (3)	—	UP(4)	UP(4)	
Second unit – ADU/JADU	P(5)	P(5)	P(5)	P(5)	P(5)	18.42.170

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use allowed only on second or upper floors, in compliance with § 18.22.060(B) (Limitation on the Location of Allowable Land Uses).
- (3) Use permitted only for lots in the CN zone that do not front a major collector, as defined in the General Plan.
- (4) Use permitted only for existing structures that have the appearance of a single residential dwelling unit, per the Citywide Design Guidelines.
- (5) Use permitted only on parcels with existing single residential unit or existing/proposed multifamily development, in compliance with § 18.42.170.

LAND USE (1)	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
	RETAIL TRADE					

LAND USE (1)	CN	CO	CBD	CG	CH	Specific Use Regulations
Artisan shop	UP	UP	P	P	P	
Auto and vehicle sales and rental	—	—	—	P	P	
Auto parts sales with no installation services	—	—	—	P	P	

LAND USE (1)	PERMIT REQUIRED BY DISTRICT						Specific Use Regulations
	CN	CO	CBD	CG	CH		
	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed						
Bar/tavern	—	—	UP	MUP	MUP		
Big box retail	—	—	—	UP	UP		
Building and landscape materials sales - Indoor	—	—	—	P	UP		
Building and landscape materials sales - Outdoor	—	—	—	UP	UP	18.42.130	
Cannabis retail	—	—	MUP	MUP	MUP	18.42.057 Chapter 9.30	
Cannabis retail - Delivery only	—	—	—	MUP	MUP	18.42.057 Chapter 9.30	
Construction and heavy equipment sales and rental	—	—	—	UP	UP	18.42.130	
Convenience store	P	—	P	P	P		
Drive-through retail or service	—	—	UP	UP	UP	18.42.070	
Farm supply and feed store	—	—	—	P	UP		
Fuel dealer (propane for home and farm use, etc.)	—	—	—	UP	—		
Furniture, furnishings and appliance store	—	—	P	P	UP		
Retail, general - 10,000 sf or larger	—	—	UP	UP	UP		
Retail, general - 5,000 sf – 9,999 sf	—	—	P	P	P		
Retail, general - Less than 5,000 sf	P	P	P	P	P		
Groceries, specialty foods	P	—	P	P	P		
Mobile home, boat, or RV sales	—	—	—	UP	UP		
Night club	—	—	UP	UP	UP		
Outdoor retail sales and activities	—	—	P	P	P	18.42.130	
Restaurant, café, coffee shop	UP	P	P	P	P	18.42.165	
Second hand store	—	—	—	P	P		
Service station	—	—	—	UP	UP	18.42.180	
Shopping center	—	—	—	UP	UP		

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
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CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
LAND USE (1)	CN	CO	CBD	CG	CH	

SERVICES - BUSINESS, FINANCIAL, PROFESSIONAL

Bank, financial services	UP	P	P	P	P	
Business support service	—	P	P	P	P	
Medical services - Doctor office	P	P	P	P	UP	
Medical services - Clinic, lab, urgent care	—	P	P	P	—	
Medical services - Hospital	—	UP	—	UP	UP	
Office - Accessory	P	P	P	P	P	
Office - Business/service	—	P	P	P	P	
Office - Professional/administrative	—	P	P	P	P	

SERVICES - GENERAL

Adult day care	P	P	P	P	UP	
Catering service	—	P	P(3)	P	—	
Child day care center	UP	UP	UP	UP	MUP	
Drive-through service	—	—	UP	UP	UP	18.42.070
Equipment rental	—	—	UP	P	UP	
Kennel, animal boarding	—	—	—	UP	—	18.42.040
Lodging - Bed and breakfast inn (B&B)	—	—	UP	UP	P	18.42.050
Lodging - Hotel or motel	—	—	UP	UP	UP	
Lodging - Vacation rental unit	—	—	MUP	—	—	18.42.190
Maintenance service - Client site services	—	—	—	P	—	
Mortuary, funeral home	—	P	—	P	—	

LAND USE (1)	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
	Personal services	P	P	P	P	
Personal services - Restricted	—	—	UP	UP	UP	
Public safety facility	—	P	P	P	P	
Repair service - Equipment, large appliances, etc.	—	—	—	P	P	
Vehicle services - Major repair/body work	—	—	—	UP	UP	
Vehicle services - Minor maintenance/repair	—	—	—	P	P	
Veterinary clinic, animal hospital	—	P	—	P	P	

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use allowed only on second or upper floors, in compliance with § 18.22.060(B) (Limitation on the Location of Allowable Land Uses).
- (3) Permitted above the first floor or as part of a restaurant.

LAND USE (1)	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
	TRANSPORTATION, COMMUNICATIONS AND INFRASTRUCTURE					

TRANSPORTATION, COMMUNICATIONS AND INFRASTRUCTURE

Ambulance, taxi, and specialized transportation dispatch facility	—	UP	—	UP	UP	
Broadcasting studio	—	P	P	P	—	

LAND USE (1)	PERMIT REQUIRED BY DISTRICT						Specific Use Regulations
	CN	CO	CBD	CG	CH		
	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed						
Parking facility, public or commercial	P	P	P	P	P		
Pipelines, transmission lines	S	S	S	S	S	18.42.145	
Telecommunications facility	S	S	S	S	S	Chapter 18.44	
Transit station	UP	UP	UP	UP	UP		
Solar, wind, geothermal facilities for on-site use	P	P	P	P	P		
Utility facility	P	P	UP	P	P		
Vehicle storage	—	—	—	UP	—		

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

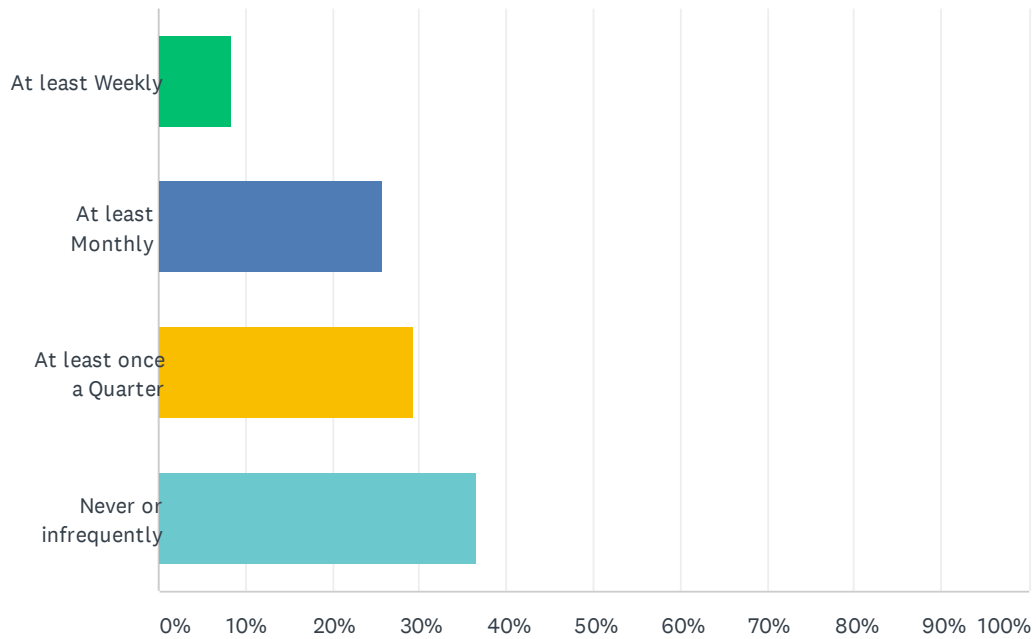
Notes:

(1) See Article 10 for land use definitions.

(Ord. 930, § 2, passed 06-12-2017; Am. Ord. 952, § 2, passed 11-12-2019; Am. Ord. 959, § 2, passed 02-10-2020)

Q1 How often do you travel out of town to visit formula businesses for groceries, household items, or services?

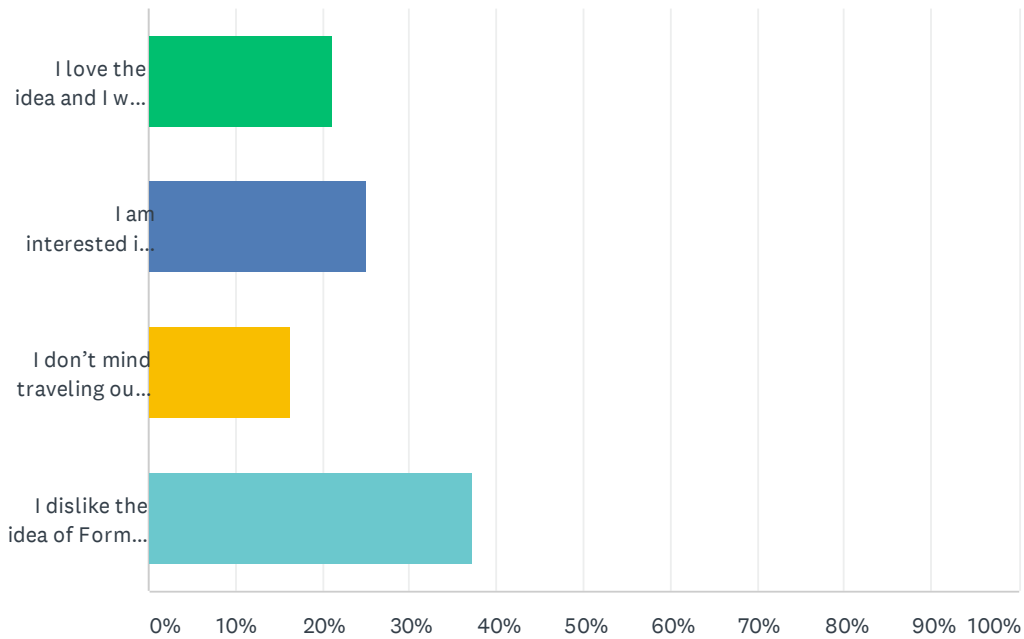
Answered: 311 Skipped: 1



ANSWER CHOICES	RESPONSES	
At least Weekly	8.36%	26
At least Monthly	25.72%	80
At least once a Quarter	29.26%	91
Never or infrequently	36.66%	114
TOTAL		311

Q2 How do you feel about Formula Businesses and big box stores being located in Fort Bragg?

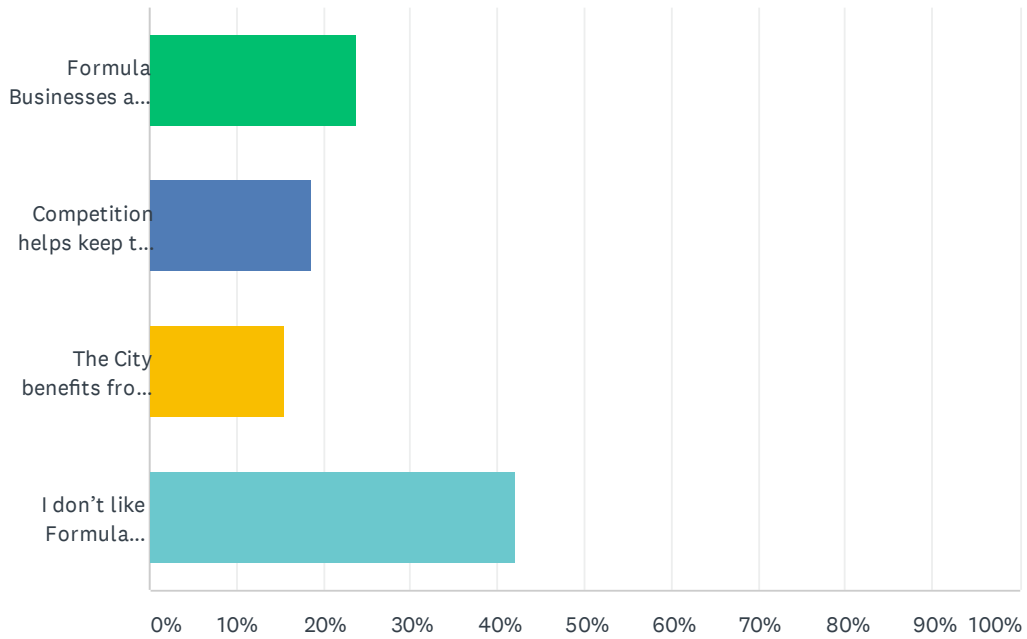
Answered: 311 Skipped: 1



ANSWER CHOICES	RESPONSES	
I love the idea and I want more access to goods and services without having to travel out of town	21.22%	66
I am interested in seeing a few carefully located stores in town	25.08%	78
I don't mind traveling out of town when I need something, to keep down the number of Formula Businesses	16.40%	51
I dislike the idea of Formula Businesses in Fort Bragg	37.30%	116
TOTAL		311

Q3 The most important thing about Formula Business is?

Answered: 285 Skipped: 27



ANSWER CHOICES	RESPONSES	
Formula Businesses add employment options	23.86%	68
Competition helps keep the costs down for the consumer	18.60%	53
The City benefits from increased tax revenues	15.44%	44
I don't like Formula Business	42.11%	120
TOTAL		285

Big Box Retail and Formula Business

#	OTHER (PLEASE SPECIFY)	DATE
1	Just FYI, I'm having a hard time with the "I don't like" terminology. Even considering the next question, it's loaded and sets up a situation where the final results can be delegitimized as "preference" or "opinion". I do feel Formula Businesses cause FAR more harm than any good they might bring. There's evidence for this position, not just "like" or "dislike". The first three answer options are concrete ideas that can be shown or disputed through evidence. The last is a value statement. They should all be one or the other.	10/7/2020 2:11 PM
2	Formula businesses vary--in general they are harmful, but some provide good jobs and lower costs.	10/3/2020 7:52 AM
3	Really, minimum wage jobs that bring in more plastic crap? How much money will Target bring to the people? Think bigger than your taxes that are ALWAYS misused and abused. We have our forests littered with so much throw away crap and now our streets, yet you're considering bringing in more goods? Great! Can't wait til the redwoods and beaches are choked out with throw away vacuums, microwaves and plastic toys. Shame on you.	9/30/2020 8:19 AM
4	Formula Businesses look the same everywhere. Fort Bragg would look/feel like any other town in America.	9/22/2020 11:50 AM
5	I prefer to support a locally owned business	9/21/2020 2:31 PM
6	I disapprove because in a small town this size, formula business really hurt the mom and pop stores and undermine the Unique smaller businesses.	9/21/2020 11:28 AM
7	compete with and undercut local businesses	9/21/2020 11:02 AM
8	1) Unfair competitive advantage causing local business to close (don't necessarily increase tax base), 2) Loss of small town character, 3) Most employees part-time minimum wage, 4) Don't give back to community at same level as local businesses	9/20/2020 12:27 PM
9	They harm local businesses.	9/20/2020 12:09 PM
10	Fort Bragg is unique and special because it doesn't have big box. Getting more big box will ruin the character of our town.	9/20/2020 11:04 AM
11	It's a combination of all the top three above	9/20/2020 10:04 AM
12	I'd rather that Fort Bragg ave a unique character and not look like very other strip mall in America. Tourism is our 'bread and butter' and people will enjoy us more if we are unique/	9/20/2020 8:15 AM
13	Can kill local businesses	9/19/2020 11:20 AM
14	I don't want Fort Bragg to lose its small town appeal. Instead let's. Help support our small businesses	9/19/2020 8:33 AM
15	Offer products that local stores don't	9/19/2020 7:56 AM
16	I don't like formula businesses and hope we don't see many more here. The trick i show to incentivize and help local businesses to start and stay here. They don't have deep pockets. What can you do to give them much bigger breaks and any formula businesses significantly smaller ones. Extremely important is what are you actively doing to pursue and encourage other types of independent businesses to lessen our huge dependence on tourism. This is what will strengthen our future and keep a diversified group of people here.	9/18/2020 8:26 PM
17	First 3 options!	9/18/2020 8:22 PM
18	I think formula business may hurt small business owners.	9/18/2020 8:08 PM
19	1, 2, and 3 are are correct.	9/18/2020 4:24 PM
20	I am against specialty stores in our town. They detract from the uniqueness and peace. I've been traveling to Santa Rosa for 40 years for the annual school clothes shopping trip, etc. I don't care so much about grocery stores or drug stores because they have immediate need items, etc. and are specialty. But a department store, a WalMart or a Target type store would kill many business in our town, not just the grocery industry.	9/18/2020 2:53 PM
21	Pretty much all of the above. Also results in less on-line shopping.	9/18/2020 1:16 PM
22	Jobs and costs	9/18/2020 11:47 AM

Big Box Retail and Formula Business

23	Most jobs provided by formula businesses provide low paying jobs and poor benefits.	9/18/2020 11:13 AM
24	Fort bragg does not have the popilation to support most Fiormula busineeses	9/18/2020 11:00 AM
25	Ideally, we can work locally to support small business owners who can fill the need in lieu of Formula Business. Perhaps the results of this survey can be shared with West Business Development Center?	9/18/2020 10:39 AM
26	The formula stores we have already do little for our community. If they were not here, other local businesses would either cover the same needs or new businesses would spring up. The city could help with promotional campaigns that encourage shopping locally and subtly stigmatize going "over the hill" for shopping.	9/18/2020 10:37 AM
27	these types of businesses don't generally provide employment options at descent living wages and they diminish local character and create compete with local businesses	9/18/2020 10:08 AM
28	The city will benefit from any new business taxes	9/18/2020 8:26 AM
29	depending on how large the business is and what it offers, it might compete with unique small-town businesses and put them out of business	9/18/2020 8:10 AM
30	They compete to much with our already struggling mom and pop shops. They are able to provide the same goods and services but cheaper and will no doubt put locals out of business. This is the worst idea Fort Bragg has had in a long time.	9/18/2020 8:02 AM
31	Local businesses need to provide more of the goods that residents need at affordable prices. We need a department store like Sea Fair or Daly's that we used to have. Most of the shops have souvenir items or very expensive clothes And when there's a need for air purifiers, they don't have them. People have to shop out of town or on Amazon for too many items. We used to have Ben Franklin and Sprouts Reitz. Need something like a target store with affordable everyday goods - if a local can provide that - great. If not, we need a few chain stores.	9/18/2020 12:21 AM
32	Formula businesses put local business owners OUT of BUSINESS.	9/17/2020 9:33 PM
33	Nothing would please me more than to see a Trader Joes in Ukiah	9/17/2020 9:17 PM
34	I like out local small businesses, I would not chose to go to a formula business.	9/17/2020 9:08 PM
35	Franchise formula stores that work to fit in with a small community would be ok, no monter one stop shop stores that will funnel all the money to big buck corporations with no regard for the community.	9/17/2020 9:05 PM
36	More choice	9/17/2020 8:40 PM
37	They take business away from local purveyors.	9/17/2020 8:36 PM
38	They can, and sometimes do, wipe out small family owned businesses	9/17/2020 8:36 PM
39	A grocery store that stocks organic and discounts the prices such as grocery outlet BUT OPERATED BY ORGANIC SOURCER.	9/17/2020 7:42 PM
40	If formula businesses fill gaps where we don't have local goods or services it's a benefit to the community. If they duplicate services, it dilutes the potential for profitability by non-chain businesses.	9/17/2020 7:16 PM
41	Added Employment options with benefits would be good for the citizens of Fort Bragg too	9/17/2020 7:07 PM
42	Could add foods that are not presently available in town	9/17/2020 7:02 PM
43	Affordable options for low income folks	9/17/2020 6:56 PM
44	choices 1,2&3	9/17/2020 6:32 PM
45	Formula business add local employment, add sales tax revenue to the city's general fund and Starr center helps local folks with easy access to goods without driving far.	9/17/2020 6:12 PM
46	They Ruin the Charactor of the Towns they Infect, yes, it's a visual blight. They often exploit their employees, and have no connection to the Community.	9/17/2020 5:36 PM
47	They take wealth out of our community	9/17/2020 5:25 PM
48	The downside is that the collapse of an FB/formula business can be a big impact on the	9/17/2020 3:01 PM

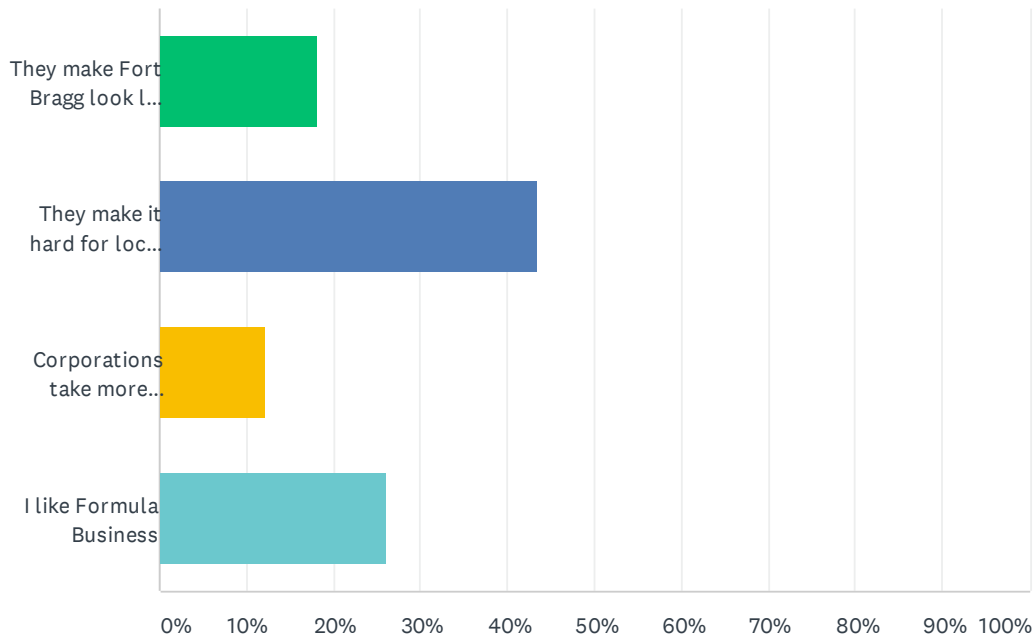
Big Box Retail and Formula Business

community.

49	FB's have the potential to eliminate small locally owned business aka "mom & pops" businesses, plus they blur the character of a small remote beach town; we need to stay different to continue to attract tourism and encourage local small business ownership	9/17/2020 2:48 PM
50	Consistency of product (i.e., food) or customer/shopping experience.	9/17/2020 1:59 PM
51	They kill small businesses	9/17/2020 1:55 PM
52	It competes with small locally owned business and they have a huge carbon and visible footprint. None of which are good for our community.	9/17/2020 1:54 PM
53	If they provide goods or services not already offered. Otherwise, no thank you!	9/17/2020 1:42 PM

Q4 If you don't like Formula Businesses in Fort Bragg, what is the primary reason?

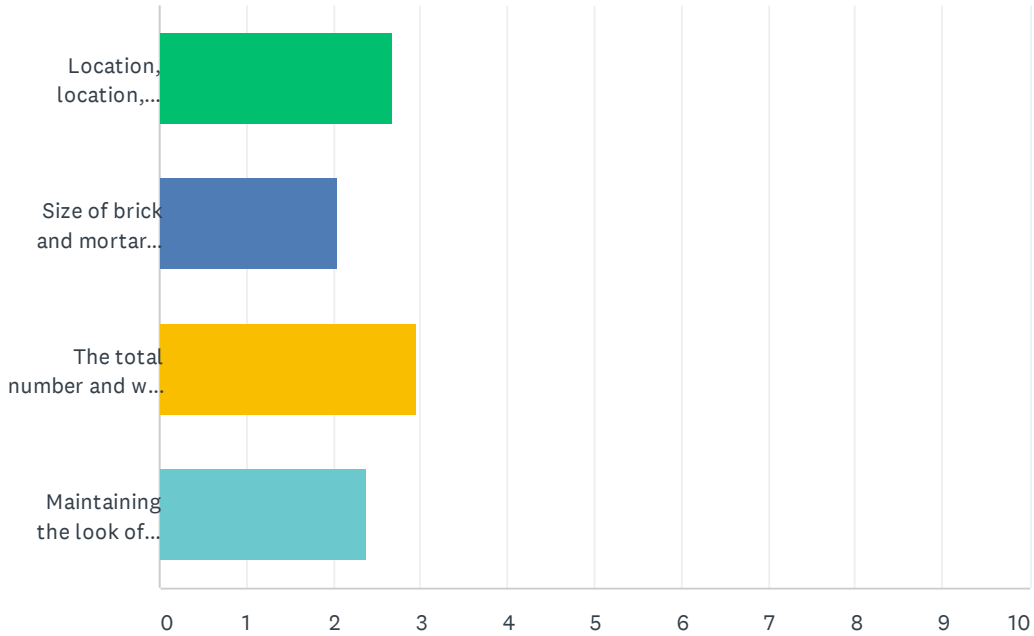
Answered: 306 Skipped: 6



ANSWER CHOICES	RESPONSES	
They make Fort Bragg look like every other town in America	18.30%	56
They make it hard for local businesses to compete	43.46%	133
Corporations take more dollars out of the City than local businesses	12.09%	37
I like Formula Business	26.14%	80
TOTAL		306

Q5 If the City chose to strengthen permitting requirements for Formula Business, what are the most important priorities ? Rank the list by priority (1 being most important and 4 being the least).

Answered: 307 Skipped: 5



	1	2	3	4	TOTAL	SCORE
Location, location, location	26.09% 78	34.45% 103	19.40% 58	20.07% 60	299	2.67
Size of brick and mortar building	6.08% 18	25.34% 75	36.82% 109	31.76% 94	296	2.06
The total number and what type of businesses are allowed	45.82% 137	19.40% 58	17.73% 53	17.06% 51	299	2.94
Maintaining the look of buildings to be consistent with small town character	23.51% 71	20.86% 63	25.83% 78	29.80% 90	302	2.38

Q6 Please describe any recommendations or concerns you have about Formula Business in Fort Bragg.

Answered: 203 Skipped: 109

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#	RESPONSES	DATE
1	Locally owned businesses have better paying jobs than formula businesses	10/8/2020 11:31 AM
2	I appreciate your putting out a survey, but I have to say I have a lot of problems with it (sorry). One of those points I made above. Another point: There's no reason question #4 (the reasons for "disliking" Formula Businesses) can't also be a ranked question or a "select as many as are applicable," because ALL of those reasons, and more, are why I want to see chain stores capped and/or banned. These questions need to open up a discussion about facts and evidence, not just tally people's preferences or assumptions of why they think they like Formula Businesses. I understand some folks have very limited incomes, especially right now, but they often assume erroneously that chains are cheaper. Also, as prices go down so does quality, so more landfill waste and more frequent purchases (mitigating any cost savings). I REALLY hope this survey is just the very, very beginning of a conversation on this topic that is actually nuanced and evidence-seeking, not just a foundation for people who want Formula Businesses in Fort Bragg to accuse those of us who are against them of being elitists who don't understand what it means to be struggling financially. (Just FYI, I've been anti-chain for decades, during which I've gone through some tough financial times. I stuck to my values of not supporting those entities that took more from our communities than they gave back - not to mention taking more from our planet than they gave back.) And P.S. I'm not sure what our local situation is in terms of paying local taxes for online purchases from places like Amazon , but they are a mega-corporation that is also taking from our communities. I'd like to see fair sales taxation of internet purchases also be part of this discussion. Fort Bragg should be getting sales tax collected at the time of purchase from those organizations. I realize they're different things, but perhaps an overarching resolution laying out how Fort Bragg will work to prevent megacorporate chains and internet businesses from parasitizing, homogenizing, and degrading our town would be a place to start.	10/7/2020 2:11 PM
3	Please ensure that any formula business you might allow will be required to build or remodel in a style consistent with the noted architectural style and character of downtown Fort Bragg. Main Street south of Oak Street looks horrendous (including the recently added Taco Bell) and that could have been avoided. We do not need more characterless eyesores. Formula businesses can and will comply with better visual standards when required.	10/7/2020 11:06 AM
4	My concern is our town is dying. Businesses are closing and that means jobs are lost. Apparently Big Box stores are exempt from COVID concerns so lets get them in here so the people of our area can work and we have a decent supply chain. There has always been a concern about the top 5 local businesses that dominate our supply here. They will still get a share because people will choose to stay with them. Give people a choice, an income opportunity and bring life back to the coast.	10/7/2020 10:09 AM
5	We've seen what WalMart and Macy's and Costco has done to greed all across America. That this is even considered after epic failure is disheartening. It's like buying and addict some methadone and trying to control the addiction. Please, go the other way...develop an independent community. It's now or never. Go visit Costco and watch the sickness and greed and how it's going to affect our natural resources that keep us alive. This City has been mismanaged since Milliman. It's time for change.	9/30/2020 8:19 AM
6	Grocery Outlet. We have a low-income community and we need an option that falls between Safeway and the Dollar Store in terms of price point.	9/29/2020 12:21 PM
7	Amazon and Walmart online ordering with 1 or 2 day delivery makes local big box stores irrelevant. Let's maintain the unique character of our coastal town which in the long run will bring in more revenue.	9/27/2020 10:25 AM
8	If allowed and not franchised then an annual portion of sales should be donated to local non-profits.	9/23/2020 8:24 AM
9	I think there is a place for large formula businesses in our country but I live in Fort Bragg because it is a rural town. I could move somewhere else if I wanted the convenience of a larger city like Santa Rosa or even Ukiah. I live here because of the small town size and all that goes with that. Already I am restricted much more in what I can do every day as Fort Bragg has grown over the last 30 years than when I was growing up here. Being able to shop easily is not why I live here or what I want. I want the small town I grew up in, where everyone knew each other and where you never worried about large city problems like crime or vandalism, or the destruction of our outdoor spaces due to too many people living in too tight an area. Those things automatically seem to come with growth and growth comes with	9/22/2020 4:37 PM

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conveniences like Formula Businesses. I prefer to drive out of town for that shopping and keep our small town if I had to choose between one or the other. If you can find a way to limit Formula Businesses so that we do not lose more of our small town, and so that you can provide more economical options for families, than I could live with one or two. For example, Safeway and CVS and Rite Aide and Dollar Store or Formula Businesses already. If we bring a Walmart with the grocery store feature, will Purity and Harvest and the Mexican markets be able to compete? I do not want to lose those family owned businesses in our town.

10	1. Encourage new development to follow the historic pattern of development: close to the public street, grid street pattern, on-street parking, off-street parking behind the building (think Coast Hardware). 2. Encourage new development to plant street trees and create total awesome, local looking streetscapes. 3. Consider limiting floor areas (rather than business types); large buildings could be limited to sizes like Sears, Coast Hardware, Rossi's, Haywire. 4. Consider revising parking requirements to reduce the sea of mostly vacant parking areas. 5. Support creating better internet service to attract a greater diversity of employers. 6. Thank you for the survey!	9/22/2020 11:50 AM
11	I believe in allowing several types of stores. It would allow local residents and visitors to options and competition is also a good motivator in generating business in general. Small local shops will always have the tourism cliental regardless.	9/22/2020 11:23 AM
12	Mendocino managed to restrict Formula Business year's ago and managed to preserve the historical small town feel. FB could at least try. Hwy 1 is TOO busy to cope with traffic already. Be realistic about the geographical limitations of the town. The town doesn't NEED to grow.	9/22/2020 7:25 AM
13	If they must come, define a limited area where they are allowed and discrete location.	9/21/2020 9:20 PM
14	The effect that they will have in the existing businesses	9/21/2020 9:10 PM
15	I would like to see more shopping options in Fort Bragg. I do most of my shopping in Ukiah and would rather support Fort Bragg economy.	9/21/2020 7:52 PM
16	We need more businesses for us locals. I am tired of wasting gas and time to drive to costco in ukiah every week.	9/21/2020 7:38 PM
17	The public should have the hard data on the number of formula businesses in town their individual financial contributions to the town: 1. gross income 2. amt of money reinvested in the community wages, sales tax property taxes etc With out this data, one cannot have an informed opinion. Just another polarazed point of view.	9/21/2020 6:20 PM
18	Needs of local businesses need to be taken into consideration so formula businesses don't end up replacing locally owned businesses.	9/21/2020 2:31 PM
19	Guess I already did that	9/21/2020 11:28 AM
20	I feel each potential formula development application should considered on location and the impact it will have to existing local businesses; and, if its filling a need within the community. The architecture or "look" can be address in the code and design guidelines to maintain town character and scale. FB is the commerce hub for the coast and should provide diverse business opportunities for the town and surrounding community it supports. Not everyone has the means to shop or do business "out-of-town" and those who use that argument to defend their position are not thinking inclusively. I'm not in support of "big box" development. To me it's two different questions and should be outlined separately within the code. I've seen what "Big box" developments can do to small rural communities... the long term results are never pretty.	9/21/2020 5:31 AM
21	I would like more choices for grocery shopping and mid range restaurants.	9/21/2020 4:41 AM
22	strongly advocate keeping them out!	9/20/2020 7:48 PM
23	Unless the Formula Business is wholly invested by applicant(s) in the capital costs of all infrastructure (electrical, water, sewage, access roads/lanes, etc., plus fire and emergency protection) out of its own funds, then in no way should such businesses be permitted to exist inside incorporated Fort Bragg, or just outside the city limits (the usual sidestepping development tactic). If such business seeks to locate on former mill grounds, then they must be prepared to foot the bill completely without city financial aid. They must also be properly licensed to offset negative impacts against smaller, local independent businesses. We already have three hardware stores with building products, so would we need more? No. Do we perhaps need housewares stores? Depends. Folks seem happy enough getting such via online	9/20/2020 4:33 PM

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shopping or driving over the hill. What other "big box" business(es) are there that should hope to land here? By all means, consider the present commercial vacancies rate, particularly on Franklin Street. Yeah, I hear it's all about "parking" and "high rents" that causes Franklin to be problematic, but - but - adding big box retail is not going to help downtown, not one bit. It will likely put a final nail in its coffin.

24	Declare an immediate moratorium on formula businesses until a policy can be developed. If this isn't done, formula businesses will swarm to this area to fill the void left by local businesses closing due to COVID. Find ways to support local businesses through grants and a more streamlined permitting process. Make permitting process more difficult for formula businesses - they have the resources to produce reports that make it seem like little or no impact and lots of benefits, but it's easy to lie with statistics. Design a better survey for community input (and tourist input as well).	9/20/2020 12:27 PM
25	Corporate America moves in build stuff and then jumps ship with no investment in the community. Everyone loses.	9/20/2020 11:04 AM
26	Planned properly, they are a good thing. Tax revenue and jobs should be top priorities for FB.	9/20/2020 10:04 AM
27	Reduce repetition. For example, if we already have one or more formula businesses of the same type, restaurants for example, then minimize those. Avoid formula businesses that are in direct competition with locally owned businesses. Is there anything we can do with a storefront property that remains empty for a long period of time with an out of town owner that doesn't care to lower the rent and/or repair the buildings? Could we tax a formula business at a different rate than a local business? Could we balance new formula business new construction with restoration/rehabilitation/occupation of older empty buildings and storefronts? Keep formula stores off main st/hwy 1 so if we do have them they don't take over the character of main st.	9/20/2020 8:15 AM
28	Must be well done in regard to water, parking, density, access, safety and waste removal.	9/19/2020 5:24 PM
29	None. We really need more affordable options locally.	9/19/2020 3:21 PM
30	Most important is NOT being "anytown USA" so people are attracted to the small cute town. Secondly there does need to be essential businesses if possible without corporate franchise competition, and the cute boutique stores need the most support with attractive streets and no ugly franchise box stores nearby.	9/19/2020 2:46 PM
31	Formula business takes the small businesses into unfair competition and makes our unique small town ordinary and boring. We depend upon tourists visiting our fishing village and small town atmosphere. Keep Fort Bragg unique!	9/19/2020 1:24 PM
32	Don't allow our town to be slaves to the Corporate world. Keep us small and friendly and support local businesses	9/19/2020 1:06 PM
33	Is Grocery outlet a formula biz? I would vote for them....	9/19/2020 11:20 AM
34	It only takes a short drive through small town America to find ugly, empty towns covered in chain stores. This town gets its money from tourist dollars, and need to maximize its local character to increase tourism. No one comes to the coast to experience yet another Olive Garden or Wyndham Suites. Formula stores may be the shortest path to money for the city, but will permanently deter Fort Bragg from its opportunity to become a beautiful city in the future, and will limit its long-term prospects as a tourist destination.	9/19/2020 10:41 AM
35	I like Fort Bragg the way it is. I don't want big traffic problems. To me it's already too busy during the summer hours. I like getting in buying local	9/19/2020 10:35 AM
36	We don't need big business in town. Instead let's creat funding and programs to keep small business a strong option for locals to enjoy their community. Big companies will destroy our small town	9/19/2020 8:33 AM
37	Formula businesses are a blight on the landscape. They rob a town of its character. They pay low wages and often hire workers from outside. They export profits, but import social problems that accompany malls and the like. They will cause the downtown to decay by pulling business away from the center. They create traffic nightmares. THEY DRIVE SMALL BUSINESSES OUT OF BUSINESS. I could go on, but you get the picture. It's better to drive to Ukiah on occasion than to have box stores here. FB is already on the brink of huge development- if not carefully controlled, FB will no longer be the quiet small town it's always been. NO to box stores.	9/19/2020 7:56 AM

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38	Mom and pop stores will go out of business	9/19/2020 7:25 AM
39	Our small businesses are the heart and soul of our community. Big box stores will drive them out.	9/19/2020 7:25 AM
40	The city & citizens benefit from increased availability of goods & services.	9/19/2020 4:55 AM
41	I own a franchise business of tax preparation in Fort Bragg which you describe as a big box store. I employ 7 people and pay a living wage, provide benefits to them. My business also provides a vital service to our community residents and businesses. You really need to think about what you are doing.	9/18/2020 11:25 PM
42	My only concern is parking.	9/18/2020 10:27 PM
43	Please bring more businesses to the Coast!	9/18/2020 9:43 PM
44	None	9/18/2020 9:38 PM
45	Would prefer something useful. Grocery store is critical. No special tax breaks	9/18/2020 9:19 PM
46	i think business that keep money in the community should have priority; clothing, groceries, appliances, auto parts, home goods. we often travel outside the community, or shop on line for these things, and having this type of store here would be an asset overall, would add jobs, keep tax dollars here, and help the budget of our locals, if for no other reason than it saves them the gas money to go to ukiah. Chains that have to do with tourism (hotels and such) are not needed by locals, and i see no benefit.	9/18/2020 9:11 PM
47	I really don't like them..they make it hard for local businesses to compete..a friend stopped at Trader Joe's and they were selling a product for cheaper than he could buy wholesale....please ..no more..	9/18/2020 8:33 PM
48	.	9/18/2020 8:27 PM
49	The City needs to develop a public input plan for the citizens to decide what town it wants to be. Exactly what sort of outside businesses do they want that will meet that dream? Get professional support for designing the process and responses. Is there an overall plan for growth that is based on an evaluation of what businesses (types, revenues, clientele, etc.) that fit into that plan, not just what people want but the economic needs for running the City? How you are going to meet the ever-aggravating lack of housing for low and middle income renters and buyers. What is the City doing to address owners letting their buildings decay while charging high rents? Formula businesses do not solve city problems. That has been proven over and over again. What does or could Fort Bragg offer and advertise to lure in non-chain companies?	9/18/2020 8:26 PM
50	A row of fast food outlets along hwy 1 will not be a good look for Fort Bragg. It will detract when the old mill site comes on-line which is going to be the main attraction. Don't go there please.	9/18/2020 8:26 PM
51	I don't really want them in our community. If we are forced to have them here then they should be located way out of the main town, like Geo Aggregates or Matson's. Locations like those are my second choice, no locations at all are my first choice.	9/18/2020 8:08 PM
52	.	9/18/2020 6:17 PM
53	Dont cheapen the town with 'quick fix' bargain stores that are predatory corporations hiding in small towns the steal the ability of local business to thrive or even compete.	9/18/2020 5:59 PM
54	A small family owned department store like FB used to have 30 yrs ago would be nice to have again.....for basic kitchen/bath/bedroom stuff that is better quality than what RiteAid has to offer would be nic	9/18/2020 5:16 PM
55	BAD: Formula businesses can afford to leave any time - like Bank of America did, leaving their business customers hanging and leaving a big ugly building vacant on Main Street - they have no real roots in the community. Also, they probably won't populate the ghost town Franklin & Laurel Streets have become because the shop are too small. GOOD: Formula businesses are excellent sources of employment with benefits, which doesn't happen with Mom & Pops. Consumer savings happens, both in purchasing the goods and not having to travel to do so. They provide local revenue. MY TAKE: Logging and fishing are practically gone. Tourism can provide a good income to owners, but generally only low wages, with no benefits, for	9/18/2020 4:24 PM

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employees, which isn't good. Please welcome formula business to our area so that our economy can flourish once again.

56	I understand the city needs revenue. Maintaining an environment that encourages small business is imp. to me. The aesthetics of the bldgs. also matters. I'd like more regulations to encourage an aesthetic, like Mendocino, that makes our town more appealing to tourists and us as well.	9/18/2020 3:13 PM
57	Your definition of Formula Business is pretty broad. I approve of some, but not all of the businesses that fall under that category moving into Fort Bragg. I think property here will be increasingly attractive as people want to escape firestorms and urban crowding. We can be choosy. I don't want us hastily adding businesses for short term gains, rather they enhance our vision of Fort Bragg moving forward, with eye towards conference and education centers (my hope), and less towards fast food and dollar stores.	9/18/2020 3:08 PM
58	Increases in employment opportunities, sales taxes, product variety, better customer service. No down side.	9/18/2020 3:03 PM
59	I believe if we make it easier for people to start and operate a small business in our town, then local families will provide we what need and want. People have told me that they come to Fort Bragg to get away from the rat race and same old same old stores. They come here for unique experiences. The locals can find MOST of what they need here. They just aren't looking. And they are of the opinion that things are higher here. It is true that you cannot get a pair of Walmart jeans for \$15 here but you can get a pair for \$27! A burger? Got it covered! House wares? There's quite a bit here! I think whatever shops were allowed here, people would still go out of town to shop because they would get tired of the same old kitchen rugs and tee shirts that the big box carries. The people who want those types of stores are going to be the people who moved here and realize they don't have the same access as they once did. But we locals enjoy a trip out of town every now and then. No matter what stores are here. and let's not forget about Amazon. That is already hurting our town. Why make it worse?	9/18/2020 2:53 PM
60	Trader Joe's helps communities. Most others, especially WalMart and Costco, bring communities down.	9/18/2020 2:12 PM
61	Getting the right businesses that we need here. We need affordable clothing and food.	9/18/2020 2:12 PM
62	Location and traffic -- put them where there aren't neighborhoods and where the streets can handle the traffic that will result.	9/18/2020 1:48 PM
63	I live between Fort Bragg and Willits and shop in Fort Bragg regularly (about 1/2 the time). Formula business is a necessary evil. It simply must be tolerated. The trick is to control it and leverage it to support a robust local business scene. Nowhere in North America is there a robust local business scene without also a robust formula business market in the community. The alternative is frequent on-line shopping.	9/18/2020 1:16 PM
64	It employs local folks and may offer retirement and healthcare which often small businesses cannot afford.	9/18/2020 1:10 PM
65	More fast(non pizza) food and affordable clothing and food shopping.	9/18/2020 12:05 PM
66	None	9/18/2020 11:42 AM
67	Recommendations of formula business should have location , size, and product regulations Also direct impact on other like businesses that may be affected. It seems reasonable as long as the right rules are in place.	9/18/2020 11:41 AM
68	Keep them out of Fort Bragg.	9/18/2020 11:13 AM
69	We need more stores here to provide the basic items that families and retired people need. It's crazy for us to have to drive Hwy. 20 every 2 wks to go to Walmart, Costco or Home Depot.	9/18/2020 11:05 AM
70	population is the problem for Formula business that coupled with on line sales make it difficult for them to make it	9/18/2020 11:00 AM
71	Fort Bragg has an opportunity to define itself. I believe that choosing the 'small town' feel of small businesses and carefully selected Formula Business that is designed with 'small town' aesthetic can help with the long-term survival of the town. Climate data suggests that the North Coast will continue to be a very appealing location for people to move here. There has to be some character for the town to appeal to new tax payers.	9/18/2020 10:39 AM

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72	Work with West Co to encourage entrepreneurship; offer zero-fee business licenses for the first two years; any building vacant for more than six months incurs a fine as an incentive for building owners to reduce rent; subsidize/assist with first year's rent for new businesses. The city should be an internet service provider with free hi-speed to encourage more local businesses to work globally. Take a pro-active stance to encourage new businesses starting up in Fort Bragg.	9/18/2020 10:37 AM
73	These types of business should be seriously limited and should be constrained to businesses that offer services/products that are limited or non-existent here. Companies that can offer living wage jobs should be prioritized and solicited.	9/18/2020 10:08 AM
74	Formula businesses ruin the middle class opportunity for private business, ruin a culture of a town and perpetuate generic greed. Maybe the town can offer grants and incentives and for businesses other than Formula to grow.	9/18/2020 10:06 AM
75	i think some well placed formula business would be really great for our economy. and provide some much needed products & services which would keep money local. many people already go out of town to shop formula stores so not having them here won't necessarily take business from local business but it would increase our economy.	9/18/2020 9:19 AM
76	Competition for small business.	9/18/2020 8:57 AM
77	They take money out of the community. They hurt local business. They are ugly and run on a corporate mentality of exploitation. They create an ugly cookie cutter look for the town.	9/18/2020 8:36 AM
78	I believe we have enough of these businesses we do not need more cheap junk (food & plastic nick-nacks) It seems most of these businesses pay minimum wage, do not employ vast numbers of people & money goes out of town. We need to add more recycling type business - Terracycle; some type of office work hub. I love that we have some businesses here fixing small electronics. Promote getting some trade schools going (car repair, welding, nursing etc).	9/18/2020 8:26 AM
79	Formula businesses that are in competition with established local businesses should not be permitted at all.	9/18/2020 8:23 AM
80	They are necessary for a small town to survive, shop local and small stores is a great concept but if it were up to "local" entrepreneurs to keep services open the town and the outlying areas would suffer.	9/18/2020 8:18 AM
81	I think any discussions and/or meetings concerning this issue should involve the whole community, but most importantly, the business community	9/18/2020 8:10 AM
82	Putting mom and pop shops out of business. Ruining the look of Fort Bragg. This is a horrible idea	9/18/2020 8:02 AM
83	I think we shot ourselves in the foot by having restrictions on these types of businesses. In my view they are the same as Safeway, Rite Aid, CVS, etc	9/18/2020 7:43 AM
84	The type of stores we let in .For example we don't need anymore Mexican restaurants or pizza places. Lowes would be nice.winco or food max, target,costco	9/18/2020 7:42 AM
85	I understand that the city needs increased tax revenue but I am also concerned that Fort Bragg will become even more of a place that you drive through in order to get somewhere else. We lose our soul if we merely become a place of utility.	9/18/2020 7:37 AM
86	I think we should have a balance of Formula Businesses. Also keep in mind that there are a lot of family in this community who can't afford to shop at Safeway or Harvest.	9/18/2020 7:34 AM
87	Once we lose the unique character of a small town we become just another town on the road.	9/18/2020 7:28 AM
88	None	9/18/2020 6:55 AM
89	People visit Fort Bragg because it is unique: formula business is not unique and would detrimentally effect the overall character. Jobs are often minimum wage and would not boost the economy.	9/18/2020 6:28 AM
90	DO IT!	9/18/2020 5:53 AM
91	I'm 100% against LARGE box stores like Walmart, Target, etc. I'm ok with smaller stores like what we have: Dollar Store, O'Reilly's, Rite Aid, etc. I could be ok with more smaller stores like Trader Jo's, Grocery Outlet, etc.	9/18/2020 5:16 AM

Big Box Retail and Formula Business

92	I am concerned about the petty, provincial attitudes that foster sort of thinking and policies. I think if the city tries to restrict the business activities and decisions of out-of-town business owners or management the city will invite major lawsuits which will cripple the city economically.	9/18/2020 3:02 AM
93	THE CITY IS IN NEED OF BIGGER ENTITIES THAT CAN PROVIDE JOBS, TAX REVENUES, AND OPPORTUNITIES TO ATTRACT TOURIST/ CONSUMERS TO VISIT/LIVE IN FORT BRAGG. IT'S TIME THE CITY OF FORT BRAGG EXPAND AND EVOLVE AND BECOME A COMPLETIVE CITY THAT CAN ATTRACT FUTURE CITIZENS AND GROW.	9/18/2020 1:11 AM
94	Affordable clothing for all ages, household goods such as linens, kitchenware, bedding, formula businesses if local merchants can't provide affordable goods. Locally run and managed - responding to the needs of tastes of local communities, and not answering to corporate distant managers. Responsive to local needs. Aesthetically beautiful - not looking like South Fort Bragg along hiway 1. No big ugly rectangular buildings. Good salaries for local folks - hiring locally, Survey what people want to buy or eat. Why do they shop on Amazon or go out of town. Too much focus here on tourist items.	9/18/2020 12:21 AM
95	Box stores destroy local, family owned businesses	9/18/2020 12:03 AM
96	Keep them out of city center Carefully establish need Consider past successes/failures Impact on city image	9/17/2020 11:59 PM
97	I often find that Formula Business offers lesser quality products than a local business owner who cares about what they are making available to their community.	9/17/2020 11:32 PM
98	Large Formula stores drive the little guys out of business...that is part of their formula. We already have lost so many small businesses from Covid 19, do not allow more community loss by having big box or chain stores.	9/17/2020 11:25 PM
99	It would be really great to encourage more industries especially (more so than retail etc) that are centered around green/environmentally friendly practices and business models, to encourage the growth of our town as a leader in the move towards a greener planet. Tourists with money down in the Bay Area will eat that up as well, and our tourism and related industries will also benefit from it.	9/17/2020 11:18 PM
100	That any formula business be one that has just employment practices, such as \$15/hr minimum starting pay	9/17/2020 11:15 PM
101	I worry about them putting local business out of business. We don't need more vacant buildings. Example would be auto zone. No need for it.	9/17/2020 11:09 PM
102	They drive out local businesses that can't compete, they tarnish the character of our small community, their signage is huge, overstated, and ugly (e.g. Motel 6), they send \$\$\$ out of the area and line corporate pockets, the quality of their products and services is average at best, and they lack a tether and commitment to the community	9/17/2020 10:25 PM
103	Put them all in one shopping center.	9/17/2020 10:24 PM
104	I do not want Fort Bragg to take on appearance of southern Eureka with big box stores in strip malls. Smaller brick and mortar, in fill development could be considered, but not preferred. I'd strongly recommend big box that isnt repetitive (ie, more auto part stores) and does not compete with locally owned like grocery stores (one big box grocery is enough). I moved here 3 years ago from downtown Sacramento. I do not miss the big box stores like Target, Trader Joe's, or Costco AND I do not miss the low-paying lackluster chain restaurants. Let's find opportunities to establish and support more locally- owned businesses. Residents and tourists alike appreciate our small town with unique stores and restaurants.	9/17/2020 10:18 PM
105	Please be careful to study the need, if there is a family business that provides the same thing then we don't need it. Also please keep it on the east side of town away from the old part of town. There's plenty of room away from the scenic areas.	9/17/2020 10:15 PM
106	None.	9/17/2020 10:03 PM
107	Box stores will kill local businesses but its already happening. Its possible some large box stores will make it more desirable to actually live here and not just vacation here.	9/17/2020 10:03 PM
108	They take away from the small town charm. And you won't find employees because employees can't find housing! So many jobs on the coast and no housing. I suggest dealing	9/17/2020 9:45 PM

Big Box Retail and Formula Business

with our insane housing crisis prior to letting corporations come in.

109	They should be much more heavily taxed if they are present at all, not allowed down town, and not allowed on the coast. Maybe 1/4 mile back.	9/17/2020 9:36 PM
110	I think there should be more formula business in town	9/17/2020 9:35 PM
111	Small business owners cannot compete with the big box stores. It is simple. Please keep them OUT of our beautiful town.	9/17/2020 9:33 PM
112	I'm all for it	9/17/2020 9:30 PM
113	Town is too small so I doubt a big store would stay then we would have a huge big box empty	9/17/2020 9:24 PM
114	We do not need any big box stores in our little town.	9/17/2020 9:17 PM
115	Small business are already struggling. Bringing in these business would kill the dream and those who already own small business.	9/17/2020 9:12 PM
116	I really think Fort Bragg will do better with small businesses owned by local people. I don't see any benefit to increasing formula businesses in Fort Bragg.	9/17/2020 9:08 PM
117	Millions of dollars are leaving Fort Bragg each year because people travel out of town to shop where there is more competition and larger selection from the bigger businesses. If Fort Bragg doesn't take the step to include these businesses in the future Fort Bragg's economy will have no where to go but down.	9/17/2020 9:04 PM
118	I prefer no big box stores in fort Bragg.	9/17/2020 9:02 PM
119	Drives out Mom and Pops. They are able to purchase at lower rates than someone trying to start a business, therefor are able to "sell" at lower prices than the individual owner/entrepanuer. NO comparable competition. Apples and oranges. Above all, Quit building on the West side of the highway, our ocean and access and visuals are the GOLD we have going for us! DO NOT DESTROY IT, just for tax revenue. And if you want to be REAL, we do NOT have Resources for them and what it brings. We have Limited Water, limited Land space! Fill up ALL THE EXISTING BUILDINGS!! Tax landlords for having EMPTY BUILDINGS and have affordable access to funding for Upgrades.	9/17/2020 8:54 PM
120	that they not take over the downtown, take over the scenic views and send local money out of the area. Small business owners support local schools and projects. Big business does not. IE I would hate to see a chain store with socks move in and shut pippis down or a chain book stoer that would shut Windsong and The Bookstore. A starbucks or Peets would kill Headlands.	9/17/2020 8:51 PM
121	Please do not bring any discount or cheap stores.	9/17/2020 8:50 PM
122	Fort Bragg has character because of its mom and pop stores, restaurants. Chain places are tacky and usually not that great of quality.	9/17/2020 8:45 PM
123	Having replica business that take away from local mom and pops. The walmart effect.	9/17/2020 8:42 PM
124	I don't feel we have the population currently to support the already extant and struggling local businesses. Bringing chain businesses in will kill local income streams, and therefore local spending power. They will eventually result in the look and actuality of a ghost town, a shell of a "quaint" retirement community without local commerce. Then there will just be piles of empty decaying buildings falling down around the place where businesses once stood.	9/17/2020 8:36 PM
125	Not make it so boiler plate that the decisions cannot be made case by case	9/17/2020 8:36 PM
126	Formula businesses tend to be "lowest common denominator". businesses, taking income from small local businesses and paying minimum wage.Lessens local autonomy.	9/17/2020 8:35 PM
127	It's a disservice to low income residents to continue to resist some box stores. They will actually create jobs and allow residents to shop locally instead of traveling to Ukiah or Santa Rosa for basic essentials like affordable clothing.	9/17/2020 8:34 PM
128	We need more affordable options for clothing and services/groceries. Many older people on fixed income can't go out of town to shop and get affordable items.	9/17/2020 8:25 PM
129	I would like to see more formula businesses in town. They would increase jobs and revenue for the city and provide goods and services that we normally have to go to Ukiah for. I think some	9/17/2020 8:18 PM

Big Box Retail and Formula Business

	larger "box stores" would benefit the locals and help build the town into a thriving community.	
130	N/a	9/17/2020 7:49 PM
131	Recommendation: Grocery Outlet WITH THE REQUIREMENT THAT A LARGE PERCENTAGE OF MERCHANDISE BE ORGANIC	9/17/2020 7:42 PM
132	Question 4 needed an "all of the above" option.	9/17/2020 7:37 PM
133	I have been here in FB for twenty five years and in my opinion is a dying town. No more worthwhile industry meaning no good employment only tourism and retirees spend money here because no one else has any money.	9/17/2020 7:28 PM
134	In order to maintain the integrity of our small town charm and support tourism as an income generator, location of formula business should stay off of Hwy 1. Hwy 1, especially on the southern part of town, is not very pretty and would only be less so with more formula businesses located along it.	9/17/2020 7:20 PM
135	If we already have a good representation of a class of business don't allow more in just for tax revenue. ie Auto supply stores, coffee shops. We need clothing stores	9/17/2020 7:19 PM
136	How many formula business are there in fort bragg? What have current formula businesses contributed to FB	9/17/2020 7:18 PM
137	No Formula Business	9/17/2020 7:18 PM
138	Box business owners locate based on formulas. Some are followers so you get common groups of chain establishments that we see in many towns. Let's avoid allowing those groupings. We do need some chains that don't want us so make the rules tight and costs high but consider incentives for those we need. Also, focus on infill not sprawl.	9/17/2020 7:16 PM
139	All the empty small shops in town are doing no one any good and keeping Formula Businesses out isn't going to fix it. However, we can keep them out and people are sending their money and tax revenue to other cities and counties because they need the options for resources. Many Formula Businesses offer employees benefits that most small business cannot. My opinion may not be the popular opinion in your survey, but it would mean more revenue and jobs for our community in addition to people not having to travel out of the area or go online to shop to meet family needs.	9/17/2020 7:07 PM
140	If we already have the business here, like the auto parts stores, then we should NOT have a formula business. But if we could use the business, like a Jiffy Lube, then that might be a good idea.	9/17/2020 7:02 PM
141	Please please please please don't allow Formula businesses in Fort Bragg. Small businesses are already struggling and cant compete. Corporations only care about the bottom line (\$) not the community or employees, and they suck precious \$\$\$ out of the local economy...there are tons of legitimate studies you can find about that.	9/17/2020 6:58 PM
142	If there's already a good option on the coast, don't allow allow store to put local stores out of business. EG Costco yes bc there's no bulk buy store here. Home Depot no bc Lival hardware and nurseries carry everything locally	9/17/2020 6:56 PM
143	I'm generally against the idea. However, chains like Costco provide great compensation and benefits for their employees and fort bragg does need jobs. It's more complicated than I can put on a survey. But these are my first responses. Thanks for your time.	9/17/2020 6:55 PM
144	I believe it's inevitable, and there are pros and cons to that. They're coming. COVID is rapidly accelerating the process. Best to ensure it's done as well as possible for current residents.	9/17/2020 6:54 PM
145	Would like a Trader Joes.	9/17/2020 6:50 PM
146	I would like to see Formula Business severely limited in Fort Bragg. The city should invest in a business plan that encourages individuality and employment opportunities. Businesses such as retirement communities (NOT Formula) would bring income and employmet into Fort Bragg	9/17/2020 6:49 PM
147	A little late - a formula business ordinance isn't really necessary if you have huge commercial vacancies - like what currently exists in the downtown. Further, COVID-19 may have further fundamentally and perhaps permanently disrupted the brick and mortar retail model.	9/17/2020 6:48 PM
148	We need competition and product selection, we shouldn't have to go to Amazon for everything	9/17/2020 6:48 PM

Big Box Retail and Formula Business

because it isn't available locally...

149	I love to see small, local businesses thrive. This is important to keep our community vibrant and thriving. No more taco bells, macdonald's. We have a Safeway, no more formula groceries. Not even Trader Joe's, that I love. Support Mara's coffee shop (sadly, gone now), and Headlands. We have formula hardware stores that serve the community well right now. No need for more.	9/17/2020 6:46 PM
150	If formula businesses are allowed, they should not be in the downtown area. Should be located on the outskirts. Claremont is a California town which has done it right. No fast food, chains, or big box stores in the downtown. They also put in a multistory parking lot, so downtown shoppers could walk in the downtown area. Town layout a great success.	9/17/2020 6:44 PM
151	My biggest concern is giving priority to Fort Bragg area residents in terms of income generation. So franchises are preferable to other corporate owned businesses.	9/17/2020 6:44 PM
152	There is no need for them. The City Council should spend its time helping small local businesses. It shouldn't allow generic strip malls.	9/17/2020 6:40 PM
153	Keep them out of the downtown business district.	9/17/2020 6:31 PM
154	The time has come for FB to recognize its unique character. FB looks like a town that sold out to business interests at the expense of quality of life. Formula businesses would further erode the possibility of FB ever being something other than the ugly step sister to Mendocino.	9/17/2020 6:25 PM
155	Keep it to a well PLANNED minimum. Thank you	9/17/2020 6:20 PM
156	I believe many of those opposing formula businesses are not considering the benefits to many of our low income residents with lower pricing, less driving, more employment. I believe part time employment is better than no employment. I also don't believe it is appropriate to judge the "quality of the products"; that for those spending their disposable income to determine.	9/17/2020 6:12 PM
157	They make Fort Bragg look just like every other town that has formula businesses. Fort Bragg has its own history and its own special character and it should be capitalizing on that, and not being just another town that has Big Mac's.	9/17/2020 6:00 PM
158	small business is the engine that runs America, small business is what strengthens communities and builds communication, small business is responsive to the community - Formula Business: NOT!!	9/17/2020 5:57 PM
159	I would love more fast food, but better quality. NO MORE Mexican or Pizza!!!! Taco Bell is terrible, I wish they would leave and someone else could use their building. Subway is great! Fast food places are a good way for our young people to get some training and good working skills. I shop out of town almost every weekend, for my business. I also hate amazon, won't rather pay more and buy local. Maybe a Popeye's, or Arby's or a Panda Express. Fast food places are less \$\$\$\$ then our local restaurants their good, but expensive for us local's and out of town families with 2 or 3 kids. On a busy weekend we don't have enough cheaper places for folks to eat, I miss Capn't Flints!! Always took family visiting to Flints, great location and great food for our budget! Thank You!	9/17/2020 5:44 PM
160	I realize they can't be Banned Outright, but I hope the City Council can see just how detrimental to the City they are. We already have too many Formula Business in town. Along Highway One, this City is already looking like any strip mall small town, it desperately needs more Character and yes, Charm, not the Sterile Blandness of Formula Businesses.	9/17/2020 5:36 PM
161	Concern: unfair competition for locally owned business	9/17/2020 5:25 PM
162	Aesthetics are more important in planning than the attention they have been given here in the past. I hope you will consider the historical architecture in Fort Bragg and require new businesses to build or remodel to complement that look, regardless of location or whether they are a formula store or not. The hodgepodge of styles allowed in the past is jarring and very unattractive, particularly the approach into town along South Main Street, including the recent addition of Taco Bell. Formula businesses have been required to adhere to strict visual standards in other municipalities and they have complied while still making their businesses recognizable with logos and color. It can be done here if there is a desire to respect what we have and create a true vision for Fort Bragg.	9/17/2020 4:57 PM
163	Let them in we need a variety, more employment, better prices, we are to restrictive because of local businesses, they said Starbucks would take away from local coffee shops that didn't	9/17/2020 4:00 PM

Big Box Retail and Formula Business

	happen!	
164	They take money out of the community and give back very little. Just not worth it.	9/17/2020 3:38 PM
165	We need jobs and more choices. The City needs revenue as we are the economic hub of the north coast area.	9/17/2020 3:14 PM
166	Formula businesses do not add to the value and character of our town. If anything, they detract from the feel of our community as well as take money away from our city.	9/17/2020 3:03 PM
167	I do not think that FBs entirely require a devil's bargain as they are a success for a reason. Local shops can become arrogant due to limited alternative. The balance may be tough and it may not be possible to please everyone, but I think if the decision is informed with a long-term look to the future and what is best for the residents / economy / community, the best decision may be made.	9/17/2020 3:01 PM
168	The potential pool of customers is limited....formula businesses do affect existing (and just closed) businesses lacking economic reserves. How to support those who live here? I see the internet as the major source of competition.	9/17/2020 2:59 PM
169	Keep them on the outskirts, or in the boatyard. Don't block the ocean view. keep small town character.	9/17/2020 2:59 PM
170	I prefer to shop local, but I'm pretty atypical in how strict I try to be in my personal and business purchasing power. I'm answering solely from a personal point of view. Formula business should be permitted if it's the only way for us to obtain that item/service in our community. Many will drive to Ukiah/Santa Rosa to get formula experience. So if they have to leave the County, I am supportive (put it in Ukiah, LOL).	9/17/2020 2:57 PM
171	Do NOT let the "Not in my backyard", "Trust Fund Babies" types win. We DESPERATELY need business here. We NEED competition here. PLEASE be business friendly. I wholeheartedly did not want to answer question 5 because I do NOT want the City to strengthen the permitting process. If the City strengthens the permitting process, it will make this town even MORE ANTI-business. The City needs to be PRO-business.	9/17/2020 2:53 PM
172	My concern is that they would purposely undercut locally owned businesses until they were forced out of business. Then they raise their prices (known as the Walmart model). My other concern is that too many would destroy the small town charm of our coastal community and make it look like every other town USA. Most formula businesses pay minimum-wage and all their profits leave the community and that's a big problem.	9/17/2020 2:52 PM
173	The city should welcome any business that wants to come to Fort Bragg. The government should not control the outcomes of business's or say there are to many coffee shops that is the consumers job.	9/17/2020 2:51 PM
174	N/A	9/17/2020 2:51 PM
175	We can't allow big business to squeeze out small businesses here who are already struggling to hire and maintain local staff.	9/17/2020 2:48 PM
176	We need a TARGET with a grocery store. More upscale than Walmart. Plus they have clothing and we would save more on ordering from Amazon. We need more fast foot restaurants too people are on the go and only have two is not good for such a busy town.	9/17/2020 2:46 PM
177	I urge the city to not avoid formula businesses that require more than a certain sq footage (to be determined by the city)	9/17/2020 2:45 PM
178	We live in Fort Bragg because it's different than other places. Keep the corporations out. Be like Arcata, not like Eureka.	9/17/2020 2:35 PM
179	Concerned about competition with local businesses; these Formula Businesses should focus on a business that isn't already represented by a local business (for example, we have plenty of grocery stores, pharmacies, hardware and auto parts stores, but very few options for mid-range clothing or home decor or electronics). The Formula Business should add to what's available, not compete with what already exists.	9/17/2020 2:27 PM
180	The bad outweighs the good. Support local businesses.	9/17/2020 2:07 PM
181	Many tourists want to shop/eat where they know what to expect. I do not think adding formula businesses will detract from the character of the town as long as they are not rampant. They	9/17/2020 2:04 PM

Big Box Retail and Formula Business

are also more likely to survive a downturn in the economy than the small mom and pop shops. Product costs are very high here, and i think more competition will benefit the residents.

182	big corporate chains take away opportunities from local entrepreneurs, by undercutting them on price. They also make the city look like any other place. There is no character to formula business. Having some, like we already do, is fine. The city has enough fast food chains, and one starbucks is more than enough. The big banks are already here. We don't need any big box hardware stores or grocery stores and there are plenty of automotive supply places. Things like basic clothing and household goods would never sell in volume to justify a target or coles type department store.	9/17/2020 2:04 PM
183	Many formula businesses are locally owned.	9/17/2020 2:03 PM
184	Because of Covid-19, Formula businesses are going to have an advantage over mom & pop startups so there probably is a temptation to lean toward them for tax dollars.	9/17/2020 1:59 PM
185	Just be fair about it! we could use more businesses in this town that will help the economy. I also feel some sort of Aquarium on the GP land would be a great attraction.	9/17/2020 1:55 PM
186	We're already starting to look like Bakersfield By The Sea...One more corporate sign and we might a well live in Fresno	9/17/2020 1:55 PM
187	I think COFB need to listen to local entrepreneurs who are interested in being part of a local economy and make it easier for them to start and maintain businesses. including cooperative ventures and social enterprise options.	9/17/2020 1:54 PM
188	We need industry to create jobs - use GP land to bring in a manufacturer or two	9/17/2020 1:54 PM
189	Most expansive regulation possible but also regulations that meet applicable legal requirements, which are stringent. No outright bans but very strict limits. Formula gas stations and professional services are acceptable. Some formula restaurants and lodging are fine too but limits on formula retail are the key.	9/17/2020 1:49 PM
190	hope to bring in enough money to city to improve streets that look like surface of the moon ;-)	9/17/2020 1:48 PM
191	As the town's welcome mat, Main Street/Highway 1 sets the tone and atmosphere for both visitors and locals. Box stores along that main drag would give the impression of just another no-personality, depressing sameness.	9/17/2020 1:48 PM
192	Don't allow big box stores they will kill our mom and pop shops	9/17/2020 1:42 PM
193	A regionally based formula store that fills a void in current offerings would be preferable to a national chain/formula business.	9/17/2020 1:42 PM
194	If a formula business is interested in coming to our community, we should work with them to understand the benefit to our area and the demand for what they offer. We should come from a view of being inviting and saying yes, instead of NIMBY and no, no, no. Some formula businesses could be a huge benefit to our area for locals and tourists. The drawback is for local existing businesses, but many are failing because of the current restrictions. Having deeper corporate pockets may enable businesses and services to increase their sustainability during tough times, providing reliable employment opportunities and increased business tax revenue. Perhaps a workforce housing requirement could be added, which would also help with our housing crisis.	9/17/2020 1:42 PM
195	Must provide service or product not currently available	9/17/2020 1:41 PM
196	Squashing the smaller local businesses	9/17/2020 1:35 PM
197	We're a small town, and we don't need big box stores here. If they can't use an empty that all ready exists, there are to many empty store fronts already.di you want more.	9/17/2020 1:33 PM
198	They all can bend to conform to our architecture and signs and general appearance. We should maintain our character!	9/17/2020 1:33 PM
199	this town will die if it does not grow. We lost a Kmart due to politics as the county lost costco and Ukiah city gets all the sales tax.	9/17/2020 1:33 PM
200	We depend on tourism. A big appeal of our little town is that is does NOT look like every other town! It is critical we keep our small town charm to keep the tourists coming. Although Formula Businesses might provide employment, the profits go to corporations and not our	9/17/2020 1:30 PM

Big Box Retail and Formula Business

locally owned businesses, which are likely to suffer, and to their employees. Any allowed should be kept out of the downtown district for certain, quantity should be limited, and only those that will increase employment opportunities (at fair wages!) & provide services that are currently lacking here should be permitted.

201	My biggest concern is that people who don't live in the city limits of Fort Bragg are the ones driving the opposition to formula businesses and the ones who live in Fort Bragg mostly aren't as engaged and probably wouldn't care as much.	9/17/2020 1:25 PM
202	Allow them with free reign in some part of town. Probably the south part where they already are. Concentrate them to one area, and exclude them from the rest of town.	9/17/2020 1:24 PM
203	N/A	9/17/2020 1:13 PM

September 18, 2020

TO: Fort Bragg Planning Commission

FROM: Susanne Norgard (833 Perkins Way, Fort Bragg)

CC: Fort Bragg City Council

RE: Water

Dear Commission:

The recent Stage 2 Water Emergency has highlighted the lack of adequate water resources existing for the City of Fort Bragg. Although steps have been taken to address this, they are clearly inadequate as evidenced by this latest emergency and by the frequency of draught now facing our region.

My concern relates to the major new developments that are being considered within the City, e.g., the Avalon Hotel and various projects on the former mill site. If these developments will be using City water and additional sources of water have not been identified, this will lead to continued and more pronounced water emergencies that will have a detrimental effect on local residents.

I would recommend that you consider a building moratorium on major projects until water issues have been resolved for current and future customers. This means having shovel ready solutions that will meet our water needs as the climate continues to change and as the City grows.

Thank you for your attention to this important matter.

From: [O'Neal, Chantell](#)
To: [Gonzalez, Joanna](#)
Cc: [Sar, Sokuntia](#)
Subject: FW: Formula Business CEQA
Date: Friday, October 09, 2020 1:09:49 PM

Joanna,

Please add Jacob's comments to the PC Agenda packet.

Chantell O'Neal

Assistant Director, Engineering Division

Public Works

(707) 961-2823 ext. 133



**** Due to COVID-19 City Hall is currently closed to the Public except by appointment. I will respond to emails in the order they are received. Thank you for your patience during these difficult times. ****

From: Jacob Patterson [mailto:jacob.patterson.esq@gmail.com]
Sent: Friday, October 9, 2020 11:51 AM
To: Sar, Sokuntia <TSar@fortbragg.com>; O'Neal, Chantell <COneal@fortbragg.com>
Subject: Formula Business CEQA

Tia & Chantell,

I reviewed your staff report, which unfortunately omits any meaningful analysis to support the CEQA determination nor does it explain, in any way, how the claimed exemption applies to this project. The staff report erroneously asserts that "Adoption of an ordinance is exempt from environmental review under CEQA" but there is no such exemption for the adoption of ordinances even if adopting a particular ordinance may end up being exempt because of the relevant facts and circumstances. You cite the common sense exemption but do not explain how it could possibly apply to this adopting this ordinance (i.e., there is no "because ..." in the staff report to support the asserted conclusion). This is troubling in part because the project proposes to add a new land use to the land use table that did not exist before and the potentially significant impacts of the new land use need to be analyzed. Even if an exemption properly applies to adoption of this ordinance, the onus is on the City to explain exactly how it might apply. You have failed to do so and that is objectionable. If this is not corrected prior to the actual adoption of the ordinance, it could result in a violation of CEQA because of improper and unjustified reliance on an exemption rather than completing the required review. Did staff fail to consult with the City Attorney's office on this ordinance? It certainly appears that may have been the case...

Thanks,

--Jacob

Gonzalez, Joanna

From: Lemos, June
Sent: Tuesday, October 13, 2020 8:31 AM
To: Gonzalez, Joanna
Cc: Paul Clark
Subject: FW: Planning Commission Formula Business Ordinance 10142020

Joanna:

This appears to be public comment on a Planning Commission meeting. FYI.

June Lemos, CMC
City Clerk
City of Fort Bragg
416 N Franklin St
Fort Bragg CA 95437
707.961.2823 ext. 104

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

From: Paul Clark <pclark@fortbraggrealty.co>
Sent: Tuesday, October 13, 2020 7:06 AM
To: Lemos, June <jlemos@fortbragg.com>
Cc: CMAR (CMAR@MCN.ORG) <CMAR@MCN.ORG>
Subject: FW: Planning Commission Formula Business Ordinance 10142020

Dear commissioners. I truly hope you read the survey results they are very interesting. This ordinance like every issue the commission and council act on effects more than just the residents in the city limits, but the entire coastal community.

I strongly feel any business that wants to locate here as long as it is legal, should be allowed as long as the use is appropriately zoned for that use. I like many business owners do not live in the city, but provide jobs, pay taxes and license fees to the city.

Two things come to my mind, one the recent treatment of the Auto Zone application, that action has had huge impact on business developers and owners looking at Fort Bragg, not a good impact by the way. Most will not even consider investing here at this time. There are three projects underway now as I understand. The Avalon House, the old social services building, both in the Coastal Zone. I wish them luck and hope each is extended the "fast track" options given to the "Plateau" housing project next to the hospital. Which will be a HUGE impact to the area, not necessarily good, but that is another story. And second each time I go to Ukiah and visit the Costco store I am reminded of the fact that the County of Mendocino had the chance to rezone the Masonite land and would have had Costco and much needed housing but chose not to do that for political reasons. Costco did not give up, and now the City of Ukiah enjoys the huge sales tax revenue. Imagine if the County had not had the same attitude being pushed by this action? Maybe the roads would be better and all the other agencies would benefit. Take a look around this town. The land use and code are years out of date. You still can not build a triplex on a lot zoned for it but we know we need housing. Not subsidized housing private housing. The land in the coastal zone has become housing for the increasing homeless population as parcels sit vacant. And of course the internet has crushed many businesses with the aid of the way out of line shelter in place orders put in by decree, not law. Don't fall into the trap that little old Fort Bragg, still called that by the way, can control the world. The character of this town so often mentioned in the survey responses is gone. We need jobs and people that can shop or eat or whatever in local shops. The only ones that can survive are stubborn business folks, and large company owned stores. I shop local as much as I can, but I also know there is more to the world than Fort Bragg. Sadly it appears the local character loved so much by many openly embraces pot stores? They don't belong in the Fort Bragg I

have known since 1976. Then the GP mill was in full production the plywood mill was gone, but it was a working community. Now it is more a retirement community. We now have three at least pot stores a massage parlor, smoke shop, does this fit the small town character we keep hearing about?

Paul Clark

Gonzalez, Joanna

From: Miller, Tabatha
Sent: Wednesday, October 14, 2020 5:23 PM
To: Gonzalez, Joanna
Cc: O'Neal, Chantell; Sar, Sokuntia
Subject: FW: Formula business ordinance, public comments

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

From: Annemarie Weibel [mailto:aweibel@mcn.org]
Sent: Wednesday, October 14, 2020 5:14 PM
To: CDD User <CDD@fortbragg.com>
Cc: Miller, Tabatha <TMiller@fortbragg.com>; Lemos, June <JLemos@fortbragg.com>
Subject: Formula business ordinance, public comments

Please read during the meeting. Thanks.

>
> Dear commissioners,
> Members of this community have asked the city for an ordinance for the last 5 years. I do not understand that the agenda does not include all the written documents that were provided by the city at their 1-29-20 special city council meeting and the 2-24-20 city council meeting. Please study it (including public comments) before you make any decisions.
>
> The survey is misleading, simplistic, and poorly structured, but it still shows how the majority of the people oppose formula businesses. 1, 37 percent never or infrequently travel out of town to visit formula businesses which indicate that they would not use it here either. 2, 37 percent dislike the idea of formula businesses in Fort Bragg. 3, 42 percent do not like formula businesses. 4, primary reason not to have them is as it would make it hard for local businesses to compete was mentioned by 43 percent. 5, 46 percent are concerned about the numbers and what type of businesses would be allowed. 6, 61 percent have concerns about formula businesses in Fort Bragg.
>
> Please vote in favor of a moratorium until this ordinance goes into effect. In the public comments from the above meetings you will find all the counties & communities that have have restricted formula businesses in various ways. Study that information.

Let's use existing buildings to house any future stores/restaurants and use the Carini property rather than using fresh land and creating more blight!

>
> Also see what restrictions Mendocino County has adopted.

> Sincerely,
> Annemarie Weibel
>



Formula Businesses

Planning Commission Meeting

October 14, 2020

What is a Formula Business?

- ▶ A business that is required by contractual or other arrangement to maintain standardized uses, services, decor, uniforms, architecture, signs, or other similar features; and is substantially identical to 25 or more other businesses in the United States. Formula businesses may include retail sales, services, restaurants, gas stations, visitor accommodations, etc.



Formula Businesses are not limited to just retail and restaurants.



Formula Business may include tax prep businesses, national chain real estate offices, hotels, private post offices, insurance agents, medical clinics, health clubs, banks and other financial institutes that may fall within the definition of Formula Business.

Regulate Formula Business

in the City of Fort Bragg



On October 24, 2019 and February 24, 2020, City Council met to discuss policies to regulate Formula Business in the City of Fort Bragg.

Council discussed the various locations:

- Gateway
- General Commercial Corridor
- Central Business District
- South of Pudding Creek
- North of Pudding Creek

Why Regulate Formula Businesses?

- The increase of formula businesses in the City's commercial areas, if not monitored and regulated, could obstruct the City's goal of maintaining a diverse retail base with distinct neighborhood retailing personalities comprised of a mix of businesses.



The purpose of the regulation must be tied to the long-term commercial health of the City and **cannot be discriminatory** against a particular business in order to be legally opposable.



- ▶ While cities cannot completely prohibit “Formula Businesses” within their jurisdictions, cities can enact ordinances that impose **additional permit** requirements that **limit the numbers** in a given area and impose certain design guidelines in order to ensure they are compatible with surrounding uses.



The 2020 Formula Business Survey

(In English & Spanish)

On September 17, 2020, the City of Fort Bragg, launched a survey on formula business to the public.

- ▶ The **2020 Formula Business Survey** is being conducted as part of soliciting the public's input prior to adopting a formula business ordinance.
- ▶ The responses will theoretically allow us to get a better understanding on our community needs as a whole.

Existing Formula Business Regulation

- Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain some guidelines and restrictions on formula based businesses that should be considered in adding to and/or revising the existing regulation. (See Goals, Policy and Program)
- Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain the following guidelines and restrictions for the City's entryways or Gateways that should also be considered in policy changes. (See Goals, Policy and Program)



PROPOSED CHANGES TO ORDINANCE AND CONSISTENCY ANALYSIS

- The proposed amendment to the Municipal Code involves changes to Chapter 18 of the Inland Land Use and Development Code (ILUDC) only.
- Potential ILUDC amendments require changes to; the land use tables in Article 2 to specify where formula businesses may be allowed or require permitting; and Article 4 describes the specific uses and regulations as they apply to formula business; and Article 10 which defines the terminology.

Changes to Municipal Code Chapter 18

- ▶ **Article 2 Chapter 18.22:** Revise Commercial Land Use Table 2-6 in Chapter 18.22 to include Formula Business as a land use, and indicate its allowance in specific districts with Use Permit approval subject to the Specific Use Regulations that will be detailed in Chapter 18.42.025.

Primary Use	CN	CG	CH	CBD	IL	IH	Coastal ⁵
Formula Business	UP	UP	UP	--	--	--	--

P = Permitted, MUP = Minor Use Permit, UP = Use Permit, --Not Permitted

- ▶ **Article 4 Chapter 18.42:** Add Section 18.42.025 – Formula Business to provide Specific Use Regulations for commercial uses.
 - ▶ Limitation on Location
 - ▶ Formula business Conditional Use Permit
 - ▶ Fiscal and Economic Analysis
 - ▶ Exterior Appearance
 - ▶ Quantity
 - ▶ Business License
- ▶ **Article 10 Chapter 18.100 :** Changes proposed for definition of terms “Formula Business” and “Big Box Retail”
 - ▶ Formula Business
 - ▶ Big Box



San Juan Bautista Conditional Use Permit Findings

Here is an example of formula business findings from San Juan Bautista:

- 1. The business offers merchandise and/or services that serve the unmet needs of the population.
- 2. Although the formula-based business may have other store locations throughout the country, State, or region, the business will complement and enhance the character of the City.
- 3. Both exterior and interior appearance and presentation of the business are compatible with the existing scale of development, distinctive architecture and pedestrian orientation of the town character and result in an enhancement of the look and feel (i.e., character) of the surrounding area.
- 4. Signs shall conform to the City sign standards and design guidelines.
- 5. Drive-through food establishments shall be prohibited.



Staff is seeking recommendations from the Planning Commission.

- ▶ Shall we require a conditional use permit for Formula Business?
 - ▶ Shall we require a fiscal and economic analysis be performed as part of the conditional use permit process?
 - ▶ A CEQA review is required for formula businesses.
 - Neighborhood Commercial – **CN**
 - General Commercial – **CG**
 - Highway Visitor Commercial – **CH**
 - Central Business District – **CBD**
-
- Gateway
 - General Commercial Corridor
 - Central Business District
 - South of Pudding Creek
 - North of Pudding Creek