

From Dan Hemann Sculpture ...

On the subject of the proposed new discount store strip-mall on highway 20 ...

As the City of Fort Bragg should know , there are Architects and Builders here in our area who have a great understanding of HISTORIC ARCHITECTURE and what it takes to plan , design , and build in the best way to GAIN FROM NEW ARCHITECTURE with overall valuation with general public and visiter appeal !... There are probably a number of options with the many professionals who do business in our area , but the man that I find to be the best with HISTORICAL BUILDING is a man that the City is working with right now on the (CASA DE NOYO) project , and he has done buildings for me in the past to my plans (PHOTO INCLUDED) ... His name is Mike Abell @ Abell Builders @ 937-1946 ... SOME BUILDERS JUST UNDERSTAND WHAT IT TAKES TO CREATE LEGACY ARCHITECTURE , most do not get it !..... Dan Hemann

This letter is being presented in opposition to the proposed development off highway one and near highway twenty ... It should go without having to say , this (discount-strip-mall plan) is not the direction Fort Bragg should be going to attract much needed tourism to our area ... The people running this town do not seem to understand the (RESORT POTENTIAL) that this town has , they do not seem to understand that (RESORT TOWN) is our best direction for the economic future of Fort Bragg ... And they sure do not understand how "USE TYPES AND ARCHITECTURE CAN MAKE OR BREAK THIS MUCH NEEDED TRANSITION !"... The following is part of a facebook post on the subject posted on our site , Debby Brady Hock :

"East Oakland By The Sea !"... "The Discount Strip Mall " ... Is this the master-plan for Fort Bragg ???... Is this the way to impress tourism with our "wonderful and natural coastal ambience ?"...

Beyond the simple-minded-half-assed-architecture , I have to say NO NO NO , THIS IS NOT GOING TO FLY !... A colleague of mine , Rene Von Druten , from Amsterdam who is not only a world-class Sculptural Expressionist but is also a highly established Architect saw this on our facebook site , and also thinks it is "VERY UGLY !"... He said that it is so amazing how in America so often an attempt to recreate ARCHITECTURE WITH LEGACY ends up looking like a "PRETENTIOUS CHILDRENS CARNIVAL" ... PLEASE GET A GRIP PEOPLE !!!...

The question of building a complex that is going to bring more compromise to our already highly compromised down town economy is another question now isn't it ... The City of Fort Bragg merchants are doing everything in their power to survive , often with high servitude , THE RESULTING EFFECTS OF GLOBALISM AND GLOBAL LABOR !... The last thing they need is to be thrown yet another "FAST-BALL" BY OUR DEAR LEADERS AT CITY HALL !!!... And discount stores is the intended uses ... This would put an end to many of our down town merchants ... WE ARE AGAINST THIS PROPESED DEVELOPEMENT ON EVERY LEVEL ... Dan Hemann Sculpture and Debra Brady Hock , 121 East Laurel St. Fort Bragg , Ca. 95437

This project is WRONG for Fort Bragg and the coast! We do not need another mall, businesses can't even fill existing local vacancies. The Grocery Outlet will take money out of our community and put existing stores in jeopardy of going out of business. No matter what businesses might go into the mall, the location is not appropriate for such a development. If it is built, visitors arriving on the coast, and all of us who drive that location every day, will see a wall of commercial development where there is currently open fields and ocean views. We urge that this project be rejected! At the very least, there should be a full environmental impact report.

Robert Lorentzen, resident of Mendocino County for 40+ years

More like a Hare Creek Nightmare for us who live here. The added traffic, air pollution and noise (both during and after it's construction) will be effecting every one of us in very negative ways! The lovely field where our circus and games and dog walks will be gone. We'll have a HUGE cement footprint that will further heat up our environment, and the fumes from all those cars will not be easily cleaned by our ocean air. I moved here to be near the ocean and open spaces. You will turn it into a giant mall. Do you care about this community? It's just the bottom line about money for you all. Doubt if you even care how it will affect us. Hideous is the word that comes to my mind. I plan on moving if this happens to my neighborhood.

Jewels Marcus
17900 Ocean Dr
Fort Bragg, CA 95437

Re Hare Creek Mall Project: We are very disappointed at the notion of a big box mall at the entrance to Ft. Bragg from Route 20.

Tourism has become a major income earner for much of this community. People from all over the world, as well as all over the US and California come here for the beauty - not to buy from the same outlets they have in their own home cities. To choose to use a most beautiful site in order to make Ft. Bragg into another Sacramento or Redding may seem to make tax sense for the city in the short term, but in the long time will kill this area's prospects for tourism.

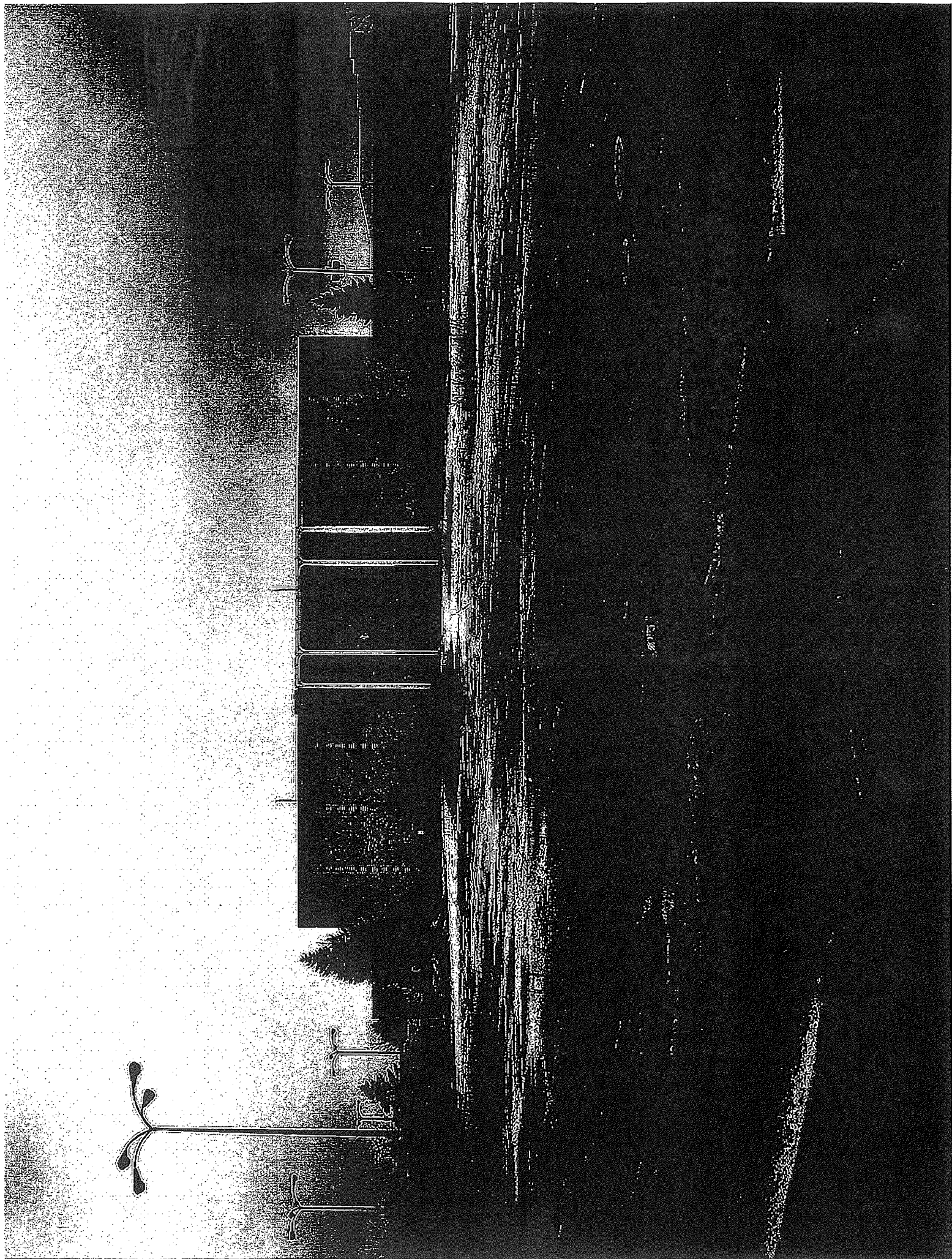
Additionally, local people will lose the business from local people and their businesses and income stream will come to an end. The income from these sales will NOT stay in this community. Is this truly a wise move?? Intelligence and foresight dictate a different approach. Let's continue to make Ft Bragg a tourist destination, let's support our local economy, let's work toward increasing property values here by increasing the reasons tourists travel to our beautiful community, and please, let's not create yet another ugly urban sprawl out of the gift of the natural beauty with which we are surrounded.

Sincerely,
Susan & Don McNeil

I'm against the new Hare Creek retail development proposal for many reasons:

- I don't agree with developing anything new WEST of Highway 1 - interrupting more irreplaceable views - the main attraction of tourists and locals alike.
- I don't agree with creating 29,500 square feet of retail space in a town where there are thousands of vacant retail feet currently available.
- I don't agree with breaking new, virgin ground when there is so much available "used ground" available.
- This project will only have a negative impact on the environment. Why waste city money on a report?
- Shopping malls and shopping (with the exception of the luxury sector) is in decline. Malls are closing in more and more rapid numbers as shopping habits change. What's to happen to the acreage if the mall fails? Will the developer carefully disassemble the buildings? process his/her waste safely? return the land to the condition it was found? (Look at our current state of "ill-repair" with many local buildings - not to mention the former mill site and Georgia-Pacific's disinterest in responsibly cleaning up their mess?)
- National corporate retailers often take away business from local retailers. A lot of hard work has gone into redeveloping Fort Bragg's downtown district. When the majority of existing retail space is used up, that would be a good time to consider building more - not now.
- This project looks to benefit a developer and national retailers. It is yet another model where a small group of mostly outsiders profits off of our natural resources - including a low-wage work force. The money generated goes away, our lands and people are used. The city may benefit from tax revenue but at what and who's expense? And for how long? What if sales are slow?
- There is plenty of land EAST of Highway I for development if the majority of the public wants this.
- If the majority of the public doesn't want this, I hope those who make this decision will respect the majority.

Sincerely,
Lori-Rachel Stone
Fort Bragg, CA
707.734.3591



Thanks to the announcement list at MCN I have your e-mail. I will send you my comments about the planned Hare Creek Project in writing in case I can not attend or do not have a chance to speak.

In the meantime I would like to ask you to find another venue for the Fort Bragg Planning Commission public hearing. The Senior Center, nor the John Diederich Educational Center are big enough to accommodate such an important hearing.

Last week I attended a Fort Bragg Unified School Board meeting at the Diederich Educational Center and was dismayed that there was also a meeting in the room adjacent to the main room. A lot of noise came from that room. In addition the microphones were set so low that it became near impossible to hear. The room has an official seating capacity for 72 people. Based on the comments on the Mendocino Community Network announcement & discussion list Derek Hoyle & Sage Statham can tell you that there will be more than 72 people wanting to attend this important hearing in addition to the architect, the Planning Commission members and City Hall staff.

Waiting to see how many people show up and then tell people who have traveled from as far as Elk, Comptche & Westport to go home and come at some other time and to another location is not a good approach.

I believe that there are no lights lighting the parking lot and there is just barely enough room for the Planning Commission members & City Hall staff to park in front of the building. I am aware that the High School parking lot can be used. There is parking on the street, but that does not help elderly and handicapped people make it safely from and to their cars.

Please share my comments also with Community Planning Director, Marie Jones and the Planning Commissioners.

Thanks, Annemarie Weibel

P.S.: I also left you a phone message.

City of Fort Bragg
416 N. Franklin Street
Fort Bragg, CA 95437

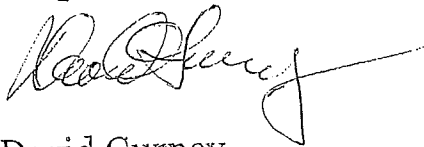
Jan. 20, 2015

Dear City of Fort Bragg & Planning Commission,

It has become very clear that the Diederich Center's meeting room, which has an official seating capacity of 72, is not going to be anywhere near big enough to seat the many people who wish to attend the upcoming Planning Commission meeting on January 28, 2015.

Please arrange to have this meeting at a more suitable location so that all interested citizens can attend.

Respectfully,



David Gurney
P.O. Box 2150
Fort Bragg, CA 95437

RECEIVED
JAN 20 2015
CITY OF FORT BRAGG
COMMUNITY DEVELOPMENT DEPT

Dear Planning Commission,

I just want to put forward my support for the Hare Creek Shopping Center. I realize that there is a very vocal minority of people who are against this shopping center. With a tenant like Grocery Outlet, this shopping center will serve the needs of our community well. We already pay higher prices for food than other places "over the hill", probably due to our distance from distribution areas. A grocery outlet would enable many members of our community to stretch their food dollars.

I have reviewed the development drawings and plans and the negative mitigation document and feel that this center is very well designed and will be an asset to this community.

Thank you,

Nancy Thornburn
217 Hocker Lane
Fort Bragg, CA

Hi

We are writing in opposition to the proposed Hare Creek Mall project. We have studied the Mitigation Report, and the following contains our objections to several statements.

Environmental Issues

- a. The mall will unquestionably have a substantial negative impact on a scenic vista. Drivers entering Fort Bragg from Highway 20, anticipating a glimpse of the ocean perhaps after a long drive, will be confronted with a large mall facade that gives a first impression of Any Town, USA.
- b. It will substantially degrade the existing visual character of open fields and tress, a pleasant residential neighborhood, and college campus.
- d. Lighting will adversely affect nighttime views,of the area, night sky, and ocean.

Discussion of Impacts

- a. No shopping mall, unless of subterranean construction, is visually compatible with the character of the surrounding area. Adding to the commercial sprawl encouraged by City government only adds to the negative effect.

The ocean view from Highway 20 is an important asset even if it is from a point outside the constantly altered city limits.

- b. It is unimportant that Highways 20 and 1 are not officially designated State Scenic Highways, and this should not be an excuse to further degrade the area. They are both entry points to the city, and provide a significant first impression. Landscaping does not resolve the problem.
- c. The site surroundings include an attractive residential area and a college campus. Both would be negatively impacted by a poorly designed mall, or any mall,

Figure 2 on page 8 clearly shows how unsightly this project will be from Highway one looking west. We feel,it would be an eyesore that no amount of trellises and landscaping can hide.

Discussion of Impacts

Any large retail project mainly accessible by vehicle significantly increases GHG emissions to the surroundings. Bicycles are impractical for most grocery shopping, especially in the rain, and. Highway lacks a safe bicycle lane.

We alarmed by this statement that follows in the report:

"The project may result in green house gas impacts that could conflict with the 2012 Climate Action Plan." This fact alone renders the project, even with mitigation, unacceptable.

The report continues--"However, the project will have a less than significant impact on climate change in the world as a whole." We believe this is untrue, if every planning commission in every town uses this as excuse to build these projects, it will have a global impact.

Impacts

Noise

- a. Noise levels to the college and residences, as well as to those seeking outdoor recreation in surrounding area, should be measure as a cumulative phenomena--combining highway noise dbs , parking lot noise, and the 60 or less dbs generated by the mall itself, then rated by the General Plan Noise Ordinance and other agencies' standards.

We have tried to present our analysis of the mitigation report. Putting that aside, we feel an additional shopping center can only compound the deterioration of Fort Bragg's central business district, and

would bring in more chain stores to compete with existing locally owned small businesses, many already struggling to survive.

Thanks for your time,

Alice and Douglas Chouteau
Fort Bragg

January 23, 2015

To the Fort Bragg Planning Commission ~

This letter is being written in place of my attending the Hare Creek Development Meeting which is slated for January 28, 2015 in Fort Bragg.

As one who has lived on the coast for 23 years, I have reflected about this proposed development and would like to express my concerns. Due to physical illness, I am unable to attend in person.

Firstly, I commend the developers and architects for the thoroughness of their reports. As the daughter of an architect and city planner, I spent vacations during my teen years working in an architecture and planning office, helping to prepare and copy hundreds of environmental impact reports. I can understand the labor and time that has been invested in this idea.

My view is that the coast is a unique and gorgeous environment. Putting a shopping center in that location cheapens and degrades the beauty and gift of the land and the view.

I understand that the owner/developer might not feel that leaving open space would be for his benefit. I am looking at what would be for the benefit of all beings, including generations to come.

It would be my first choice to leave the land as open space, yet I am not the owner or the developer. It would be wonderful if a non-profit or altruistic individual or group could purchase this space in order to leave it as is.

What if there was some time taken to truly reconsider how this land could best be used? If there is an insistence on building something, why not take the high road rather than degrading the coast into another "anytown, usa" with cheap retail stores that one can find across this country?

One person suggested a performing arts center. Others have said, "let's have some green industry here."

RECEIVED

JAN 26 2015

CITY OF FORT BRAGG
COMMUNITY DEVELOPMENT DEPT

①

I am opposed to the proposal because it is the easy/default way out. If we keep doing what we've been doing (building unnecessary shopping malls) then we're going to keep going downhill as a community and as a society.

When does the pattern stop?

There is plenty of unused retail space available in downtown Fort Bragg. The area can be revitalized, utilizing some of the resources, intelligence and creativity of our extended community.

There is, for example, a necessary wave of awareness of the need for growing and processing organic local food. Some sort of innovative educational facility or conscious industry that creates work, income and non-polluting resources is another idea.

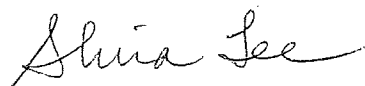
Regardless of the type of development, I'd like to know that the use of this land is done with complete respect for the environment, and for all members of our community, including the developmentally disabled, the elderly, the physically disabled, veterans and young people.

This letter is an invitation to think bigger than what we've already seen and experienced.

Let's try something new and broaden our vision.

Thank you for considering my input on the use of this land ~

Sincerely,

A handwritten signature in cursive script that reads "Shira Lee".

Shira Lee

Mendocino, California

January 27, 2015

Dear Marie Jones,

Please see my comments on the Mitigated Negative Declaration re the proposed Hare Creek Mall Project below.

I feel that Esthetics are not thoroughly addressed. I find it unbelievable that the visual impact of the project will be "less than significant" Tourism being our biggest source of income, our coastal area absolutely depends on visitors, many of them seeking respite from commercially developed places, drawn to our unique vistas. The astounding view of the continent's end at the ocean where Highway 20 meets Highway 1 will be compromised. I request that a further, more comprehensive study of scenic values be included as part of a complete & up-to-date EIR.

I am not satisfied with the superficial archeological findings. It is likely Todd Point was originally a Pomo Village site. There is abundant historical documentation that local native people regularly traveled back & forth from inland to coast to fish & gather seaweed & shellfish. It is also possible that the "mounds" to be graded could be midden sites. I request that a Complete Archeological Study of the site be included as part of a complete and up-to-date EIR.

Sincerely,

Liz Helenchild
Box 1276
Mendocino CA 95460

From: Spirit [<mailto:spiritway02@yahoo.com>]

Sent: Tuesday, January 27, 2015 8:04 AM

Subject: NIX Hare Creek Project of Buildings

Require developer to develop full EIR for Project.....esp in regard to traffic, safety, water issues.

and, yes, keep the Open Fields, the Ocean Views, the Beauty of Nature as official "sign" to Coast and Local dollars Local.

Thank You.

Dear City Hall,

Please consider these issues when deciding about the mall. I am a very concerned citizen and although I can't attend the meeting in person I would like my views to be noted. I am 100% opposed to this project.

Carmen Goodyear

Mendocino Coast Films
P.O. Box 51
Albion, CA 95410
707-937-3823
www.WomenOnTheLand.com
www.mendocinocoastfilms.com

- Far too much reliance on studies done in 1995
(for K-Mart/Concentrated Housing/Motel project on owner's entire 12 acre parcel)
These studies are dated and inaccurate.
In 1995, It was decided that only Motel would be allowed.
Breaking their holdings into 3 parcels and (now 2, soon 3?) separate projects is daisy-chaining
– and a violation of CEQA.
- Coastal Commission: As Norman DeVall pointed out,
creating a road to the west of the project
would rope the area out of Coastal Commission influence.
Not a good idea, as the CC was created to prevent against
exactly this type of exploitation of our coastline.

By sneaking this in as part of the "project"
developers are avoiding Coastal Commission Permit requirements?

- Viewshed Impact:
Yikes! Those buildings are close to the Highway!
There goes one of our last sweet Ocean views . . .
Not to mention, they resemble a warehouse/correctional facility;
hardly in keeping with community/economic development pride.
THIS is a severely unaddressed impact on the citizens of Fort Bragg.
- Attractive Nuisance.
Currently, the area houses two nicely-landscaped high-end motels, a mini golf course
(an attractor for local youth) a community college, a k-12 Charter School
(both also attractors for local youth) and expensive ocean-view homes.
ALL family-friendly, making that area a rather safe "neighborhood".

To put in a series of buildings that 1) mask open view from highway 1 and 2) feature cheap food and even cheaper booze . . . will only create a magnet for transient vagrancy. Conveniently, at one of the main "gateways" to the Coast ?

- Increased Impact on Law Enforcement/Emergency Services.

One could easily conclude that MCSO and FBPD/EMS calls will increase. Impacts of this development on public safety (especially our children and young adults, who attend classes on the Todd Point Campus) needs to be looked at more closely.

- Negative Economic Impact on Surrounding (Locally Owned) Businesses:

- 1) Reservations at the two lovely nearby motels within that viewshed will decrease.
- 2) Food Budget dollars will cycle profits out of county, rather than stay with local owners who have always been generous in their support of local arts activities, non-profit community service organizations, food banks& local sports teams,
- 3) all while not bringing one NEW dollar into the economy.

- Negative Impact on Local Property Values. There goes your (real) tax base.

- Despite water catchment measures ("sexy", but for landscaping only,) allocating water to this project

(Grocery Stores and Restaurants are the highest water users/sq ft)

would severely limit

other, potentially more appropriate

economic development ventures

on adjoining properties in the future,

due to FB's limited water supply.

"A cost/benefit analysis needs to be done to insure we are making the right choice."

Dear Marie Jones,

I apologize for my late reply to the letter my Husband and I received in the mail on this proposed shopping center. I do not check that mail box regularly as we do not live at the house we own on Todd's Point. I opened the letter as we were leaving town for vacation this past Friday.

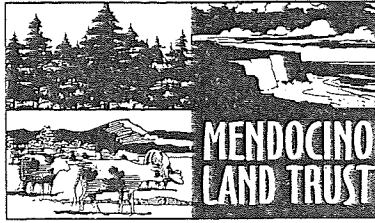
We bought a property located on Harbor Ave. with the plans to turn it into a vacation rental. My husband and I are very much NOT in favor of this project. We feel a strip mall will take away from the very reason people come to visit here: to get away from strip malls and traffic. And what an introduction to Fort Bragg as you turn off HWY 20: "Here on a prime real estate bluff we have a strip mall featuring Grocery Outlet". That is so disappointing!!! I know there is potential for this location to have something important, but the Hare Creek Shopping Center is not the answer.

We own the surf and skate shop on Franklin Street, Lost Surf Shack. It makes us sick to think the City is going to go ahead and approve a project when we have so many empty store fronts downtown. We need to fix the heart of our town, before we put energy in other areas. So many businesses on Franklin Street are trying to keep their heads above water, and the thought of a brand new strip mall feels like a slap in the face.

Thank you for your time,

Mary McCracken and Kris Chamberlin

Lost Surf Shack
319 N. Franklin St.
Fort Bragg, CA 95437
Shop: 707-961-0889



Conserving Land in Mendocino County since 1976

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JAN 27 2015

CITY OF FORT BRAGG
COMMUNITY DEVELOPMENT DEPT

January 27, 2015

Planning Commissioners
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 95437

RE: Multi-use Trail, Hare Creek Shopping Center

Dear Planning Commissioners,

We have reviewed the Hare Creek Shopping Center proposal and discussed the multi-use trail condition for this project with Marie Jones, Fort Bragg's Community Development Director.

The current condition requires that the multi-use trail run the length of the *proposed project*, west of Highway One and east of the project.

We would like to request that this condition be revised to require a longer multi-use trail along the *eastern property line* until it connects to the Mendocino Land Trust's trail to Hare Creek Beach (near the intersection of Highways 1 and 20). If possible, the proposed project could also offer *parking* for Hare Creek Beach trail trailhead users.

Thank you for considering our input and comments. Please let me know if you have any questions.

Sincerely yours,

Louisa Morris, Associate Director

STEVEN J. ANTLER

ATTORNEY AT LAW

POST OFFICE BOX 41
MENDOCINO, CA 95460
707.937.5925

RECEIVED

JAN 27 2015

CITY OF FORT BRAGG
COMMUNITY DEVELOPMENT DEPT

January 27, 2015

Fort Bragg Planning Commission
By fax: 707-961-2802

Re: Hare Creek Shopping Center Development

Dear Commissioners,

The traffic study done in August of 2013 is not valid for a proper evaluation of the real impacts of the proposed shopping center development. Additional studies of winter and summer current traffic should be made before any consideration of this project.

The transfer of the College of the Redwoods to Mendocino College has lead to more classes at the Todd's Point campus. A study done in August does not account for students, faculty and other traffic impacts related to this facility which uses the same access roads as will be people going to the proposed new stores.

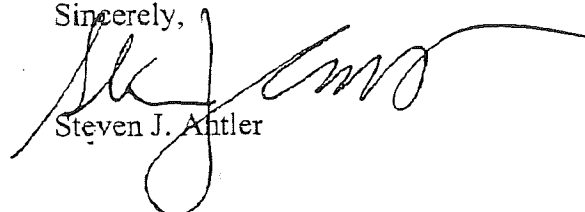
With the addition of the Dollar Store to the Boatyard Shopping Center many more vehicles are now traveling both on Highway #1 and Highway #20 as well as the access road from Highway #1 to the Boatyard Center. More shoppers are patronizing the Dollar Store than ever went to Rite Aid. This increase in local traffic and congestion must also be studied and accounted for.

There will be serious problems from traffic backing up at the already busy Highways #1 and #20 intersection as well as with cars stopped at the one lane Hare Creek Bridge.

The impact on traffic cannot be measured by the out-of-date figures used in the study attached to the Negative Declaration. Traffic will be greatly increased by the proposed development and a decision cannot be made without proper information. Any evaluation of traffic must include measuring the present traffic both in the summer when there is increased visitor congestion and in the winter when the college classes are being held.

I believe that approving of this project without a proper traffic study could open its approval to a legal challenge.

Sincerely,



Steven J. Antler

To Whom It May Concern:

January 26, 2015

We are surprised and disappointed, that the Fort Bragg Planning Commission is even considering an ordinary, run of the mill shopping mall with 99 parking spaces in such a highly visible, highly scenic area. No other coastal town, such as Elk, Mendocino, Caspar, etc, would allow such a view blocking shopping area on a "bluff top parcel."

Please do not be short-sighted and go down in the annals of Fort Bragg history as ruining another view and also selling out our downtown shopping area. Maybe there is something available inland on Hwy 20 or elsewhere.

Just because it is zoned for commercial development, doesn't mean it is the right thing to do, especially in this very special area on our coastline.

Sincerely,

Joanne and Lloyd Bondurant
PO Box 890
Mendocino, CA 95460
707-367-1318

RECEIVED

JAN 27 2015

CITY OF FORT BRAGG
COMMUNITY DEVELOPMENT DEPT

Comments on the proposed development:

If this project is built as planned, it will be an unmitigated disaster for the city of Fort Bragg specifically, and for the Mendocino Coast in general.

Most of all, this is a terrible place for such a development. The developers may claim that they are not opposite the Highway 20 and Highway 1 intersection, but in actual fact, visitors will not be able to enter Fort Bragg from the populated areas that support our tourist economy without being met by this wall of development and chain stores. It does not matter that they are north of the intersection. The project will be the main focus of the eyes of those arriving from east or south, even if there is still a window of ocean view. And when the commercial parcel to the south of Hare Creek Center is built on, even that view will become further compromised. And that will encourage visitors to think that this is where to shop. I believe that all businesses elsewhere on the coast will suffer, proportionally in proximity to the Hare Creek Center.

Traffic: What is already a congested span of Highway 1, currently with two traffic signals, a McDonald's, and other visitor serving businesses, plus a community college, will become a major bottleneck with more businesses west of Highway 1. I predict that fewer and fewer people will venture north from Caspar, Mendocino, Little River, and Albion to brave the daytime and especially the weekend traffic.

It is highly likely that the opening of Grocery Outlet there will cause at least one of our existing grocery stores to go out of business within the first 2 or 3 years. While we do not yet know what other businesses might occupy the other commercial space, it is certain that it will cause downtown businesses to suffer and lose customers and revenue. This will in turn result in more vacancies in downtown Fort Bragg. It will not take very many more closed and vacant retail spaces in downtown Fort Bragg to make the place start to look like a ghost town, thereby further subverting the charming downtown commercial district.

I strongly believe that this project should not be built. But if the developers and the City of Fort Bragg are allowed to proceed, it should NOT be without a full Environmental Impact Report. Having an archaeologist present during excavation is not sufficient. The Pomo people themselves must be involved in monitoring the excavations if they are allowed.

Perhaps you have not noticed how the building of Eureka's Bayshore Mall led to even more vacancies in downtown Eureka and more vacancies all over the city. And Eureka has a far larger population base to support its commerce than does Fort Bragg.

Please deny this ridiculous development. At the very least, require a full EIR, and Pomo monitoring of excavations if the development is allowed to proceed.

Robert Lorentzen
Mendocino Coast resident for 40.5 years

Dear City of Fort Bragg,

As residential property owners in town, we strongly oppose the hare creek project. It is not in keeping with the tenets of the Coastal Commission for properties west of HiWay 1. We have seen the visuals and among the other affronts, seeing 'Grocery Outlet' facing the HiWay is tacky and ugly. Two shopping centers adjacent to each other is not needed in a small town. If it must be built, put it east of the hiway.....this kind of shortsightedness on the part of the City will surely be regretted later.....

Sincerely,

Pete and Jennifer Kalvass
Mendocino, CA

college, or with industry like a software education/training facility in cooperation with some Bay area colleges or Silicon Valley organizations or businesses. Things like that.

Thanks

Peter Temple
30911 Albion Ridge Road
Albion

--

Peter Temple
P.O. Box 91
Albion, CA 95410
707-937-0194
707-513-7313

Thanks in advance for your efforts and attention.

I care about the long term development of the Fort Bragg area, and question that the proposed Hare Creek Mall development is the best way invest a lot of capital, infrastructure and labor. I would like to see a plan that supports and takes into account the full potential and long term financial health and livability of our community. I request a full Environmental Impact Report be undertaken to see if the current proposal is really appropriate, and if there could not be better developement plans proposed. It should include but not be limited to the following points:

A) The current Negative Declaration places far too much reliance on studies done in 1995 (for K-Mart/Concentrated Housing/Motel project on owner's entire 12 acre parcel) These studies are dated and inaccurate. I see no California Coastal Commission assesment, and feel this should not be bypassed or negated by any features of the plan.

B) The potential Negative Economic Impact on Surrounding (Locally Owned) Businesses:

1) Reservations at the two lovely nearby motels within that view shed may potentially be decreased by the proximity of a mall development.

2) Food Budget dollars will cycle profits out of county, rather than stay with local owners who have always been generous in their support of local arts activities, non-profit community service organizations, food banks& local sports teams.

C) And Most Importantly:

The proposed Discount Food business is known to not pay living wages and use full time employees, but keeps employees at part time with short hours to save money. They will not be contributing to long term sustainable jobs. Why do we need this development when we have at least 4 larger food stores and many smaller ethnic food shops catering to our needs already? The current food outlets provide long term and full time employment to employees and provide more than enough food sources for our community.

The EIR should examine the potential for a proposal that would take our community in a direction of growth of income, jobs and the long term human potential in our community. Here a couple ways this should be addressed:

I would like the site examined for a the possibility of a tourist, high-tech or educational enhancing development that creates better jobs and long term quality of life for our current citizens, rather than the current proposal that is only concerned with the cheapest alternative for the developer and that creates a not necessarily cheaper food store option for something we have plenty of, and something that is likely to contribute to the out flow of capital and full time jobs from our community.

I would like to see a proposal for something that might bring more visitors here and keeps and attracts new citizens because of the possibility of a higher quality of life by moving here. This could happen by providing education or high tech business opportunities or meaningful tourist experiences that supports Fort Bragg citizens financially and enhances quality of life. Maybe look to something connected with the

Lemos, June

From: Eileen McGregor <emcg996@gmail.com>
Sent: Wednesday, January 28, 2015 10:59 AM
To: Lemos, June
Subject: Hare Creek Shopping Center

July 28, 2015

To: Planning Commission
Re: Hare Creek Shopping Center

Shopping centers developed on the outskirts of small towns like ours is a very familiar story. Local businesses, the local economy and existing business districts always suffer in the end.

Eileen McGregor
127 1/2 W. Fir St.
Fort Bragg

Addendum to My Previous Comment on File # 15-006

Coastal Development Permit (CDP 8-13), Design Review (DR 7-13), Use Permit (USP 5-13) and Lot Line Adjustment (LLA 3-2014)

FILE DATE: October 21, 2013

APPLICANT: Group II Real Estate

OWNER: Bill Patton

Introduction

I have now had the opportunity to read the California Department of Fish and Wildlife letter opposing approval of this project and Fort Bragg's response to that letter. I had not addressed water diversion in my initial comment. I provide this addendum to address that concern.

Fish and Wildlife points out the extreme diversion of crucial water for fish populations that the city engages in:

The City of Fort Bragg's diversions are potentially impacting fish and wildlife resources in the Noyo River and Waterfall and Newman gulches during low-flow periods. The Department is concerned that the City of Fort Bragg is diverting up to 50 percent of the stream flow in the Noyo River without adequate measures to ensure fish are not stranded or otherwise harmed (non-compliance with FGC §§5901 and 1600); diverts over 80 percent of Waterfall Gulch stream flow without bypassing sufficient stream flow to maintain public trust resources downstream (pursuant to FGC §5937); and diverts an unknown percentage of Newman Gulch stream flow. The flow in these streams is critical for protecting fish and wildlife resources, and without appropriate bypass flows, impacts to listed and sensitive species, including take of listed salmonids, may occur.

Fort Bragg diverts more than 80% of Waterfall Gulch and up to 50% of the Noyo River stream flow. Fish have virtually disappeared from our streams and rivers.

Fish and Wildlife also cites the proposed mitigated negative declaration for approval of this project, which outlines the severe limits on Fort Bragg's ability to provide more water for additional developments:

The MND states that a water supply analysis completed in 2010 *“found that the City could increase water use by 8% over existing water use in a severe drought (such as the 1977 drought) and continue to serve all customers without falling below the 5 million gallon reserve required to maintain adequate pressure in the system for fire flows.”* The MND further states that projects using 4.6 percent of this estimated capacity have been approved, with an additional 1 percent anticipated for a project currently in the permitting process. This leaves only 2.4 percent of the City of Fort Bragg’s estimated water capacity available. The MND notes that *“[w]ater availability under severe drought conditions is the primary constraint for City utility service for a project of this size”* but does not address current or future drought conditions, quantify potential consequences of drought on the water supply, or disclose potential impacts of increased water diversion on the streams which comprise the source of that supply.

Fort Bragg’s response basically says, we won’t need to take any additional water from these streams and river to supply water to this development. This response does not seem to recognize that the city could not even supply existing development during the extended drought, without major cutbacks in usage by customers. Last summer I saw a Noyo river bed, up beyond the influence of the ocean tides, that consisted of gravel, sand and occasional small pools of water – hardly a “flow” to be seen.

Fort Bragg’s response also says, in effect, we don’t have to care about the reduced stream flows which have so mightily reduced our fishing because of a court case, we don’t have to respond to Fish and Wildlife concerns about violations of state water regulations.

Fort Bragg’s response also says, don’t worry, it is going to be doing a bunch of things to conserve water, including that it is going to be building a new reservoir next year. I have seen over the years many things the city was going to do “next year,” which have often stretched into many years before the project was started, much less completed. If we are counting on the new reservoir to supply adequate water for new development, then new development needs to wait until the reservoir is completed and filled. Otherwise, the city really cannot insure adequate water for existing businesses and citizens, as well as this large new development.

In short, all of the water components for this project – the water recharge plan, the plan for dealing with water pollution, and the water improvements that will enable water supply even during a drought – cannot be evaluated without regard to each other, some delayed to final project approval stages, or beyond, yet be claimed adequate now.

Fort Bragg claims that it is improper for Fish and Wildlife to raise the city’s current deficiencies in water diversion and supply in connection with this project. That is to say, our plans are inadequate already, but that should not be considered in approving a new project that did not cause the inadequacies. Presumably that is a technical legal argument for not using common

sense. But to claim that the new project will not require increased diversion is to say that in a drought, we simply won't supply water to that project. We all know that is not how it will work.

The city needs to apply both the law and common sense. We need to have a complete picture of the potential water impacts, of all sorts, before the planning commission allows this project to move forward.

Submitted by

Margaret Reiter

31501 Ocean View Drive

Fort Bragg, CA 95437

Jones, Marie

From: Thomas Freund <freund@mcn.org>
Sent: Wednesday, January 28, 2015 11:45 AM
To: Jones, Marie
Subject: hare creek center

dear ms jones, may i ask you to direct this comment to the proper place which i think is planning commission c/o june lemos.

i am very concerned with any development west of route 1. i write as a resident and property owner in the coastal area near russian gulch park since 1986.

i think there needs to be an up-to-date and complete EIR to comply with coastal policy CD-1.1. i think what is presented is incomplete and misleading.

unfortunately i am ill and can not personally present my plea.

thomas freund, po box 1222(mail),45621 cypress dr (physical), mendocino, ca 95460; tel 707 9375113; email freund@mcn.org

Jones, Marie

From: Norman de Vall <ndevall@mcn.org>
Sent: Wednesday, January 28, 2015 12:26 PM
To: Jones, Marie
Cc: Bob Merrill
Subject: Hare Creek Project

Ms. Jones
on behalf of the City of Fort Bragg

Please accept this missive as expression of my concerns regarding the Hare Creek Project resolutions addressing:

Design
Use Permit
Boundary Line Adjustment
CEQA

/s/ Norman L. de Vall
P.O. Box 3
Elk 95432

Jones, Marie

From: Roger Thornburn <roger.t@thornburns.com>
Sent: Wednesday, January 28, 2015 1:26 PM
To: Jones, Marie
Cc: Derek Hoyle; Teresa Rodriguez; Mark Hannon; Sage Statham; Miklose, Stan
Subject: Hare Creek Development

Dear Marie,

I would like to register my support for the Hare Creek Retail Development.

There has been some vocal negative comment, most of which is emotional or opinion, rather than valid data. I have reviewed the development drawings and plans as well as the negative mitigation document, and feel that this center is very well designed, extremely environmentally sensitive and will be an asset to this community.

There are many negative comments I would like to answer, but as they aren't relevant to tonight's Planning Commission meeting, I will refrain (do I hear a sigh of relief!).

However, the impact on the environment is one relevant aspect and I've heard a lot of negative comments that the development will 'destroy the view', except I have not heard from where the view is destroyed. Maybe from the top of Harvest Market? I would like to register my position that the planned location of this development will have minimal impact on anyone's view and is thus the best possible site.

The other negative environmental comment has concerned the traffic impact. I support the traffic study and the planned changes to the traffic signal on Hwy1, will result in minimal impact on traffic.

Regards,
Roger Thornburn
Hocker Lane,
Fort Bragg

Jones, Marie

From: mogamma@comcast.net
Sent: Wednesday, January 28, 2015 1:25 PM
To: Jones, Marie
Subject: Hare Creek Mall

I would like to register my dissent about the proposed mall on the west side of Highway 1 across from the Boatyard Center. I am a homeowner in the Seacrest Development just south of Hare Creek. I cannot understand why any new retail spaces need to be created when there are so many vacant businesses downtown and all around the city of Ft. Bragg. I also cannot understand why there is a need for a FOURTH grocery store for a small town and especially one that will be selling only processed food which we all know is the least healthy thing you can put in your mouth. Aren't there enough fast food chains to satisfy those who choose to pollute their bodies with garbage passing as food?

Sincerely, Maureen Gamma

Jones, Marie

From: Antoinette Lawrence <tmaggiecat39@gmail.com>
Sent: Wednesday, January 28, 2015 1:05 PM
To: Jones, Marie
Subject: Hare Creek

I am in favor of the project. Lower income residents are being forced to accept high grocery prices because of lack of competition. Consumers are taking their money out of the area and/or out of the county. And, it is looking like a vocal few, who have the leisure to email and attend meetings are making the decisions for all of us.

Thank you,
Antoinette Lawrence

Jones, Marie

From: Myra Beals <myrah@mcn.org>
Sent: Wednesday, January 28, 2015 1:03 PM
To: Jones, Marie
Subject: Hare Creek Center

Importance: High

A Full, Complete, Objective and Up-To-Date EIR is a necessity for the Hare Creek Center Project. And, in accordance with CEQA, needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project

Myra Beals

Jones, Marie

From: Myra Beals <myrah@mcn.org>
Sent: Wednesday, January 28, 2015 12:51 PM
To: Jones, Marie
Cc: bmerrill@coastal.ca.gov
Subject: Hare Creek Development

Importance: High

Thanks in advance for your efforts and attention.

I care about the long term development of the Fort Bragg area, and question that the proposed Hare Creek Mall development is the best way to invest a lot of capital, infrastructure and labor. I would like to see a plan that supports and takes into account the full potential and long term financial health and livability of our community. I request a full Environmental Impact Report be undertaken to see if the current proposal is really appropriate, and if there could not be better development plans proposed. It should include but not be limited to the following points:

**A) The current Negative Declaration places far too much reliance on studies done in 1995
(for K-Mart/Concentrated Housing/Motel project on owner's entire 12 acre parcel)**

These studies are dated and inaccurate. I see no California Coastal Commission assesment, and feel this should not be bypassed or negated by any features of the plan.

B) The potential Negative Economic Impact on Surrounding (Locally Owned) Businesses:

1) Reservations at the two lovely nearby motels within that view shed may potentially be decreased by the proximity of a mall development.

2) Food Budget dollars will cycle profits out of county, rather than stay with local owners who have always been generous in their support of local arts activities, non-profit community service organizations, food banks& local sports teams.

C) And Most Importantly:

The proposed Discount Food business is known to not pay living wages and keeps employees at part time with short hours to save money. They will not be contributing to long term sustainable jobs.

Why do we need this development when we have at least 4 larger food stores and many smaller ethnic food shops catering to our needs already? The current food outlets provide long term and full time employment to employees and provide more than enough food sources for our community.

The EIR should examine the potential for a proposal that would take

our community in a direction of growth of income, jobs and the long term human potential in our community. Here are a couple ways this should be addressed:

I would like the site examined for the possibility of a tourist, high-tech or educational enhancing development that creates better jobs and long term quality of life for our current citizens, rather than the current proposal that is only concerned with the cheapest alternative for the developer and that creates a not necessarily cheaper food store option for something we have plenty of, and something that is likely to contribute to the out flow of capital and full time jobs from our community.

I would like to see a proposal for something that might bring more visitors here and keeps and attracts new citizens because of the possibility of a higher quality of life by moving here. This could happen by providing education or high tech business opportunities or meaningful tourist experiences that supports Fort Bragg citizens financially and enhances quality of life. Maybe look to something connected with the college, or with industry like a software education/training facility in cooperation with some Bay area colleges or Silicon Valley organizations or businesses. Things like that.

Thanks, Myra Beals

Jones, Marie

From: kateoconnor <kateoconnor@mcn.org>
Sent: Wednesday, January 28, 2015 12:46 PM
To: Jones, Marie; bmerrill@coastal.ca.gov
Subject: re: The Hare Creek Center Project

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to the proposed Hare Creek Center Project.

1: It does not appear that environmental and archeological (this was Pomo land) studies have been thoroughly conducted and ruled to support the development of said project in a coastal zone.

2: It seems odd to me that that Fort Bragg could possibly be seen as lacking for more retail when numerous stores continue to remain empty. The argument that we need another grocery store is ludicrous. The area barely supports three large and one small grocery store now.

3: In Fort Bragg, Mendocino and surrounding areas, tourism is a large source of income. What makes these areas unique and draw tourists is that it doesn't look like ANYWHERE USA. The Proposed center can only contribute to this unfortunate demise.

I urge the commission to deem this project as unsustainable.

Sincerely,
Kate O'Connor
937-3232

Delete & Prev | Delete & Next

Jones, Marie

From: Elizabeth Swenson <eswenson@me.com>
Sent: Wednesday, January 28, 2015 12:43 PM
To: Jones, Marie
Subject: Hare creek development

In case this email did not reach you already as I may have sent to wrong email.

Sent from my iPad

Begin forwarded message:

From: Elizabeth Swenson <eswenson@me.com>
Date: January 28, 2015 at 10:50:52 AM PST
To: "bjourdain@fortbragg.com" <bjourdain@fortbragg.com>
Subject: Hare creek development

I am writing regarding the Hare Creek Mall development plan being discussed at The planning commission this evening.

This project has major economic and visual and perhaps other environmental consequences for the citizens of the area and should not be allowed to go forward without a full A Full, Complete, Objective and Up-To-Date EIR.

It is my understanding that CEQA, needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project.”

I live just outside the City limits of Fort Bragg by a few thousand feet.

Elizabeth Swenson

Sent from my iPad

Jones, Marie

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To: Jones, Marie
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Elizabeth Swenson

Sent from my iPad

Jones, Marie

From: Marta MacKenzie <mmackenz@mcn.org>
Sent: Wednesday, January 28, 2015 2:38 PM
To: Jones, Marie
Cc: bmerrill@coastal.ca.gov
Subject: Hare Creek Center project, Fort Bragg, CA

Fort Bragg Planning Commission
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

1.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

According to the Planning Commission's Staff Report: (Page 9):

?Protect Views to and along the ocean.? The proposed project will not interfere with views to or along the ocean from the public rights of way. The ocean is not visible across the proposed site from within City Limits."

That is incorrect. There is a clear view of the Pacific Ocean from a 50-yard section of CA State Hwy 1, south of the Emerald Dolphin Mini Golf, within the City Limits of Fort Bragg. The project therefore does not comply with the Coastal General Plan.

2.) The project severely conflicts with Policy CD-1.5 of the General Plan because extensive grading will destroy a landmark hill, the highest topographical feature on the coastal bluffs within miles of either direction. This beautiful hill would be turned into 20,000 cubic yards of "fill." The project would permanently alter and degrade the landscape.

3.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed

limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done. Increased congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

4.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,
Marta MacKenzie
PO Box 2377
Fort Bragg, CA 95437
707-964-6600

Jones, Marie

From: Marco McClean <memo@mcn.org>
Sent: Wednesday, January 28, 2015 1:47 PM
To: Jones, Marie
Subject: The proposed Hare Creek Center project.

Hi, Marie. I hope you're well.

I oppose a Mitigated Negative Declaration and request a full Environmental Impact Report for the Hare Creek Center, as guaranteed by the CEQA process.

I'm not sure how to address the Fort Bragg Planning Commission on this issue and I'm out of town and so can't get to the meeting tonight. Can you pass this along, please?

Thank you.

REC'D JAN 28 2015

Fort Bragg Planning Commission c/o June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

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Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done. Increased congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

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Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,
Marta MacKenzie
PO Box 2377
Fort Bragg, CA 95437
707-964-6600

Hare Creek Mall proposal comments

Fort Bragg Planning Commission
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 954537

Dear Commissioners,

I have a number of objections to the proposed Mitigated Negative Declaration on Hare Creek Mall project written by Marie Jones, City of Fort Bragg Community Development Director.

The logging and fishing industries no longer create a livable economic base for Fort Bragg community members. Tourism provides the best opportunity to revitalize the economy of the area. The Central American country of Costa Rica realized more than a decade ago that tourism brings in more economic gain than even coffee which had been Costa Rica's main economic engine. The Hare Creek Mall will provide little permanent, living wage employment. It has been ventured that Grocery Outlet will provide food items even more cheaply than Safeway. What kind of wages do you suppose this pricing will provide for Fort Bragg residents in need of gainful employment?

There are mixed reviews of Grocery Outlet's stores and services

I've learned through internet research that some of Grocery Outlets' products are sometimes suspect as to expiration date and that customers relayed warnings.

"I was here once years ago when I lived in Berkeley and the expired hot dogs scared me into never coming back." "Want the finest organic and lovingly coddled groceries at a price to match? Then don't come here."

"In a nut shell, one will find a wide variety of foods at a whopping low price. Even if you're a yuppie who spends loads of money on organic foods, a comparable price is hard to find. Let's call G.O. the fast food of grocery stores."

"if on the other hand you want reliable low prices on staples, cheap wine and beer and the occasional absolute bargain then this is the place to go. You have to be picky, examine labels carefully, but there are some real bargains to be had here, and the staff are very friendly."

"Dirty aisles, shelves and bathrooms. Tell me this, why don't the owners of the company or the executives shop here?? I've seen them in Safeway, Andronicos. and Berkeley Bowl with full carts; faith in your own store/s?"

"I truly can think of no worse punishment than to send someone to Grocery Outlet on a quest for nutrition or tasty food. This place is full of processed, packaged food in dented cans. It's a mess and poorly organized - you won't usually find much in the way of organics nor are you likely to find the same thing on repeated visits. "

2. Does the location, scale, and appearance of the Proposed Hare Creek Center detract from the economic vitality of established commercial businesses?

There are already ten grocery stores that are listed in the Fort Bragg phone book. Mendocino has two listed. Some of these are local mom and pop grocery stores that sell sandwiches as well as groceries. The presence of a huge chain grocery outlet such as Grocery Outlet will hurt the local businesses somewhat. Economic times today are bad enough without our local grocers having to compete against a huge national grocer. Their own advertising says, " Grocery Outlet is the largest retail grocery remarketer in the U.S. We purchase and consign product to Grocery Outlet businesses that are owned and operated by families."

Section – I Aesthetics

I object to the characterization of the Aesthetics section part a as less than significant. The beauty of Fort Bragg that people travel here to see is the open spaces and natural beauty of our area. Another shopping mall seen as

visitors approach Fort Bragg by either Highway 1 or Highway 20 degrades the character of Fort Bragg for tourists. It begins to make Fort Bragg look more generic like any other city.

The mitigation measure of moving the Mall 5 feet further back from the roadway does little or nothing to lessen the ugly impact of the mall on the open space beauty of Fort Bragg that tourists come to Fort Bragg to see and get away from the ugly urban environments that they live in.

Section II – Agricultural Resources

Just because the property hasn't been used for farmland doesn't mean it couldn't be. The world has moved beyond Peak Oil (meaning that more than half of the worlds' petroleum resources have been used up). All the easiest petroleum sources have been discovered and are being drained incredibly fast by the rapidly growing human population. That's why such dangerous and environmentally damaging extraction methods as fracking and ocean oil drilling platforms are being more widely utilized now. Fort Bragg needs to be as self sufficient as possible - especially in food production.

This land could be used for orchards and food production. Much food production could take place here. The college has already taught sustainable agriculture classes. These could be expanded on this property with orchards and farmland as laboratories for soil building and food growing and harvesting classes. Today the average item on our grocery store shelves has traveled 1600 miles to arrive on that shelf. This can't continue far into the future.

Other Concerns

The Hare Creek Mall will contribute to the increase of stormwater outfall contamination. Runoff increases the presence of microbial pathogens in marine and estuarine waters, an effect that can be a direct health threat to humans and can contaminate shellfish .

– "Impacts and Composition of Urban Stormwater" Springer, <http://www.springer.com/978-1-4614-4623-1>

This project will result in the adding to Fort Bragg stormwater of leaked materials from increased vehicular traffic including but not limited to: oil, brake fluid, transmission fluid, windshield washer fluids and tire dust. I question whether the mitigation measures will protect the aquifer that residents, living down hill and west of the project, depend upon for their water wells. If the project as advertised will be serving low income people, it is most likely to increase the contaminants of stormwater outfall dripping from automobiles. Low income people in many cases cannot afford to keep their automobiles in top running condition.

Section VII – Greenhouse emissions

One of the mitigation measures was to reduce greenhouse gases by providing "extensive bicycle racks." The extensive bicycle racks provide only parking for 18 bicycles. This is a pitiful effort - 18 bicycle spaces (only 3 per building) vs 99 auto parking spaces and loading zones. This is highly inadequate when one considers the many bicycle tourists who travel Highway 1 both north and southbound through Fort Bragg and the steadily increasing bicycle ridership here. The bicycle is being used more and more for transportation by low income residents.

Section XII – Discussion of Impacts Noise

How much more noise would the operation of the site generate? This is not addressed in the Mitigated Negative Declaration. How about the increased noise generated by increased auto traffic, the increased large diesel-powered delivery truck traffic, other delivery vehicles and parking lot cleaning vehicles?

Water

One impact not mentioned in Section XII is water. We are in the midst of one of the worst droughts in California history. Last year's Northern California snowpack was less than 10 percent of normal at the start of May 2014. "If we look at the 2014 water year (October 2013 to September 2014) we can see that last year was critically dry in fact, only two previous years out of the past 120 were drier (1923-24 and 1976-77). Even more appropriate is to look at the past three years of persistent, cumulative drought. And when the last three water years are evaluated (October 1, 2011 to September 30, 2014), we see that the current drought (measured only by precipitation

levels) is by far the most severe in the entire instrumental record. – <http://scienceblogs.com/significantfigures/index.php/2015/01/13/the-state-of-the-california-drought-still-very-bad/>."

This does not bode well for our water supply. Our streams and rivers are being drained more than ever to meet the needs of Fort Bragg. We have species of endangered salmon that need our rivers and creeks to proliferate. This drought and any increased use of the Fort Bragg watershed will hurt the salmon's chances and our fishing economy which is already hurting. This Hare Creek Mall project will use up approximately one percent of our water reserves.

Section XIV – Public Services

Schools - The project will not provide sufficient job growth. However it will take lands that could be used in future college growth that would provide education leading to more employment opportunities for Fort Bragg youth. The project will call for the increase of public services such as Fire, Police and medical which are already severely stressed now. I am a frequent bicycle commuter from Highway 20 to FB and I see very little Police or Highway Patrol presence on my way into town. I am frequently endangered by other bicyclists riding illegally and dangerously. I have never seen in my travels one bicyclist being pulled over and ticketed.

Section XVI – Transportation/traffic

I disagree with the less than significant characterization of the Mitigated Negative Declaration. The Hare Creek Mall will significantly increase traffic in the area adding to existing residential, tourist and college traffic. The Q Restaurant driveway already serves the Q Restaurant, McDonalds, the Drive Thru coffee franchise, three law offices, a certified Public Accountant office and Pacific Medical Services Inc. This driveway will not provide an adequate viable alternative to the Ocean View exit. It could jam up and hurt the existing businesses already in place.

Mandatory Findings of Significance

a. There is a well-known herd of deer that travels extensively through the area. This project will diminish their habitat. There is also a substantial number of wild turkeys that also travel through the area. The natural habitats of both these animals will be diminished. I disagree with the less than significant classification. The presence of deer and wild turkeys add to the natural beauty of Fort Bragg that attracts tourists here.

One of the joys of traveling to Todd Point is seeing these animals running free. Todd Point is a well known and favorite spot for tourists who come there to watch the annual migration of the Gray Whale from the arctic to Mexico. I personally was able to see more than 50 whales from Todd Point this Winter.

Comments submitted by:

**Ed Oberweiser
19244 Benson Ln.
Fort Bragg, CA 95437
964-7965**

Jones, Marie

From: announce-bounces@lists.mcn.org on behalf of Roger Thornburn
<mcn.announce@thornburns.com>
Sent: Wednesday, January 28, 2015 2:02 PM
To: announce@lists.mcn.org
Subject: [MCN-Announce]- Hare Creek Developmet is good

For all those people, like me, who SUPPORT the Hare Creek project, please find below the email I sent to Marie Jones(mjones@fortbragg.com).

Dear Marie,

I would like to register my support for the Hare Creek Retail Development.

There has been some vocal negative comment, most of which is emotional or opinion, rather than valid data. I have reviewed the development drawings and plans as well as the negative mitigation document, and feel that this center is very well designed, extremely environmentally sensitive and will be an asset to this community.

There are many negative comments I would like to answer, but as they aren't relevant to tonight's Planning Commission meeting, I will refrain (do I hear a sigh of relief!).

However, the impact on the environment is one relevant aspect and I've heard a lot of negative comments that the development will 'destroy the view', except I have not heard from where the view is destroyed. Maybe from the top of Harvest Market? I would like to register my position that the planned location of this development will have minimal impact on anyone's view and is thus the best possible site.

The other negative environmental comment has concerned the traffic impact.

I support the traffic study and the planned changes to the traffic signal on Hwy1, will result in minimal impact on traffic.

Regards,

The other comments I would make to the many negative comments made on this list are:

WE DON'T WANT POOR QUALITY FOOD. I must assume that this comment is made by people who have never shopped at a Grocery Outlet. I have - regularly. They have high quality food, excellent produce with much being organic, but with a selection that is smaller and often changes compared to a regular grocery store. For those making uninformed comments, check out the website - <https://groceryoutlet.com/>

WE HAVE ENOUGH GROCERY STORES. We have some excellent grocery stores and a good range of farmer's markets - but at a price. But for those on a fixed income where perhaps like me, my grocery bill is my single largest monthly expense, a Grocery Outlet will provide an opportunity to lower this expense, without compromising quality. Why should a local minority believe they can remove choice from the rest of us. This doesn't alter their ability to continue to purchase at overpriced stores.

Grocery Outlet have done their research, and conclude the local demographics provide sufficient demand to support their store. We should let the market determine whether their research is correct, not a few vocal people that want to force their personal preferences and opinions on the rest of us.

EMPTY STORE FRONTS IN FORT BRAGG. There are none large enough for a Grocery Outlet.

SAVE THE PROPERTY FOR CR EXPANSION OR WALKING OUR DOGS, ETC. This is private property, so if a person or group want to use the land for a different purpose, then I'm sure the owner would consider an offer to buy the land, if it was large enough. Otherwise..

Please, if you're one of the silent majority, make your voice heard.

Roger Thornburn

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listmanager@mcn.org

P O Box 944
Mendocino, CA 95460

REC'D JAN 28 2015

January 23, 2015

Fort Bragg City Counsel
416 N Franklin St
Fort Bragg, CA 95437

RE: Hare Creek Center Development Plan

Fort Bragg City Counsel:

Thank you for this opportunity to comment on the proposed Hare Creek Center development. In our opinion the coast needs to hold on to its integrity and not support development by outside corporate interests. Empty commercial real estate space already exists in at the Boat Yard shopping center and in the center of town on Main and Franklin Streets. Fort Bragg does not need to develop a 29,500 square foot new shopping center at 1250 Del Mar Drive.

The City needs to take care of our family-owned and local businesses that are established in town and not cater to new outsider businesses. We know people who have approached Real Estate Group 11 about leasing space at the Boat Yard Shopping Center (space that has sat empty) and have found it so prohibitively expensive they were unable to rent these spaces. They were told Group 11 would rather have the space sit empty than to lower the rental price to allow a business to become established and then re-negotiate the lease. Corporations need write-offs and this project along with the Boat Yard Shopping Center could be just that.

Any developer can fill out a planning permit application and the City is obliged to process it according to the Municipal Codes. Corporate retail chain stores, chain restaurants, and strip mall businesses sprout up everywhere for their own monetary profit, not necessarily for the good of the community where they are built. The City does not need to agree that this kind of development is good for our community.

We need to keep the focus on the small business owners who have been the mainstay of our rural lifestyle. Please do the right thing and stop this wanton development of business this community does not need.

Sincerely,



William and Marilyn Lemos

Cc: Fort Bragg Community Development Department
Fort Bragg Planning Commission
Mendocino County Supervisors

Jones, Marie

From: Rita Crane <ptemple@mcn.org>
Sent: Wednesday, January 28, 2015 2:29 PM
To: Jones, Marie
Cc: bmerrill@coastal.ca.gov
Subject: Hare Creek Mall Project ~ request for up to date EIR

re: “A Full, Complete, Objective and Up-To-Date EIR is a necessity for the Hare Creek Center Project. And, in accordance with CEQA, needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project.”

January 28, 2015

**Ms. Maria Jones
Fort Bragg City Hall,
Fort Bragg CA 95437**

Dear Ms. Jones,

Given the concerns (listed below) that have been inadequately addressed -- and these are just a few of the objections -- **I am requesting that an EIR be done that analyzes the cumulative impact of the entire project, in accordance with CEQA.**

- Outdated studies. The staff report has far too much reliance on studies done in 1995. (for K-Mart/Concentrated Housing/Motel project on owner's entire 12 acre parcel) These studies are dated and inaccurate.
- Daisy-chaining. Re: Above item. In 1995, It was decided that only the Motel would be allowed. The lot line adjustments have not been addressed by the applicant. Does the city know the exact parcel lines? Are these legally existing parcels? The developer's plan of breaking their holdings into 3 parcels and (now 2, soon 3?) separate projects is daisy-chaining and a violation of CEQA.
- Cluttering of Southern Gateway.

Those buildings are close to the Highway. This part of the Shoreline Highway is the Southern Gateway into Fort Bragg, and buildings, were they to be approved, should be set way back from the road.

- Adequate parking. Has enough parking been factored into the multiple uses of this development. Grocery Outlet is notoriously known for its lack of adequate parking.

- Attractive Nuisance:

Currently, the area houses two nicely-landscaped high-end motels, a mini golf course a community college, a k-12 Charter School, and expensive ocean-view homes.

ALL family-friendly, making that area a rather safe "neighborhood".

To put in a series of buildings that 1) mask the open remaining view from Highway One and 2) feature cheap food and even cheap alcohol (a bottle of wine for \$3.00 we are told by the architect) could create a magnet for vagrancy. Conveniently, at one of the main "gateways" to the Coast? Has this been factored into the equation?

- Negative Economic Impact of Grocery Outlet on Surrounding (Locally Owned) Businesses:

- 1) Reservations for rooms at the two nearby motels within that view shed could be affected.
- 2) Food Budget dollars will cycle profits / out / of county, rather than stay with local owners who have always been generous in their support of local arts activities, non-profit community service organizations, food banks & local sports teams. Have these affects been considered carefully?

In addition:

1.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that

year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done. Increased congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

2.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

3.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Sincerely,
Rita Crane

--

Rita Crane Photography
P.O. Box 91
Albion CA 95410
www.ritacranestudio.com

Jones, Marie

From: announce-bounces@lists.mcn.org on behalf of Roger Thornburn
<mcn.announce@thornburns.com>
Sent: Wednesday, January 28, 2015 2:02 PM
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P O Box 944
Mendocino, CA 95460

January 23, 2015

Fort Bragg City Counsel
416 N Franklin St
Fort Bragg, CA 95437

RE: Hare Creek Center Development Plan

Fort Bragg City Counsel:

Thank you for this opportunity to comment on the proposed Hare Creek Center development. In our opinion the coast needs to hold on to its integrity and not support development by outside corporate interests. Empty commercial real estate space already exists in at the Boat Yard shopping center and in the center of town on Main and Franklin Streets. Fort Bragg does not need to develop a 29,500 square foot new shopping center at 1250 Del Mar Drive.

The City needs to take care of our family-owned and local businesses that are established in town and not cater to new outsider businesses. We know people who have approached Real Estate Group 11 about leasing space at the Boat Yard Shopping Center (space that has sat empty) and have found it so prohibitively expensive they were unable to rent these spaces. They were told Group 11 would rather have the space sit empty than to lower the rental price to allow a business to become established and then re-negotiate the lease. Corporations need write-offs and this project along with the Boat Yard Shopping Center could be just that.

Any developer can fill out a planning permit application and the City is obliged to process it according to the Municipal Codes. Corporate retail chain stores, chain restaurants, and strip mall businesses sprout up everywhere for their own monetary profit, not necessarily for the good of the community where they are built. The City does not need to agree that this kind of development is good for our community.

We need to keep the focus on the small business owners who have been the mainstay of our rural lifestyle. Please do the right thing and stop this wanton development of business this community does not need.

Sincerely,

A handwritten signature in black ink, appearing to read "William and Marilyn Lemos". The signature is written in a cursive style and is positioned above the printed name.

William and Marilyn Lemos

Cc: Fort Bragg Community Development Department
Fort Bragg Planning Commission
Mendocino County Supervisors

REC'D JAN 28 2015

Fort Bragg Planning Commission c/o June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

1.) The apparent intent to connect the project access road with the existing Bay View Ave. is not in accord with the general plan and is quite potentially destructive of the neighborhoods to the south and west of the proposed project which are in county territory.

2.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

According to the Planning Commission's Staff Report: (Page 9):

"Protect Views to and along the ocean." The proposed project will not interfere with views to or along the ocean from the public rights of way. The ocean is not visible across the proposed site from within City Limits."

That is incorrect. There is a clear view of the Pacific Ocean from a 50-yard section of CA State Hwy 1, south of the Emerald Dolphin Mini Golf, within the City Limits of Fort Bragg. The project therefore does not comply with the Coastal General Plan.

3.) The project severely conflicts with Policy CD-1.5 of the General Plan because extensive grading will destroy a landmark hill, the highest topographical feature on the coastal bluffs within miles of either direction. This beautiful hill would be turned into 20,000 cubic yards of "fill." The project would permanently alter and degrade the landscape.

4.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on

the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done.

Increased

congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

5.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

6.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995

for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully submitted,

Paul and Nancy Kemp
31375 Bay View Ave.
Fort Bragg, CA 95437

REC'D JAN 28 2015

To whom it may concern, this is a request for a full Environmental Impact Report in regard to the proposed development called the Hare Creek Project. The concerns are many all requiring careful and long term planning. The future development of the College is primary to these issues , and the growth and vitality of the College are primary to the health of the City of Fort Bragg and all Mendocino Coast residents and visitors. The College will inevitably grow and bring rejuvenation to the area. An EIR will address this as well as the myriad physical, environmental, aesthetic issues that have not yet been examined in relation to this project or any future development of that area. Looking at the situation long term, both from the historical view and in regard to the future is essential for any development at this time. It is also essential to put the proposal in context with what else is happening in the City and on the Coast, economically and in regard to planning that serves the people and invigorates the area. There is a need to look at the connection between the proposed development and the old mill area, housing, downtown, business and cultural needs, tourism, etc. This will allow for appropriate growth and development There is no reason to develop without a full examination of all factors, thus, a full EIR is essential for all interested parties. Thank you. Zo Abell

REC'D JAN 28 2015

I am in favor of a Grocery Outlet in Ft. Bragg. I think that an alternative to our over-priced grocery stores would be a definite benefit to many of our lower to mid-income residents.

Toni Brockington

REC'D JAN 28 2015

I am concerned that the information that is the basis for the Neg. Decl is outdated. Traffic, noise, water and economic impact to the local community needs to be addressed with current info. A Full, Complete, Objective and Up-To-Date EIR is a necessity for the Hare Creek Center Project. And, in accordance with CEQA, needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project.

Thank You

Anna Marie Stenberg

254 Wall st

Ft. Bragg Ca

964-9109

REC'D JAN 28 2015

I am strongly opposed to the proposed Hare Creek commercial development project. I believe that this proposed development would diminish the character and beauty of this particular location and Ft Bragg as a whole.

I also believe that a priority should be made to perpetuate the health and viability of Ft Bragg's existing commercial infrastructure.

Respectfully,

Dr. James B. Lewis

REC'D JAN 28 2015

I am writing regarding the Hare Creek Mall development plan being discussed at The planning commission this evening.

This project has major economic and visual and perhaps other environmental consequences for the citizens of the area and should not be allowed to go forward without a full A Full, Complete, Objective and Up-To-Date EIR.

It is my understanding that CEQA, needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project."

I live just outside the City limits of Fort Bragg by a few thousand feet.

Elizabeth Swenson

Sent from my iPad

REC'D JAN 28 2015

This application should be refused as being inappropriate and deleterious to the needs and necessities of the citizens of Fort Bragg.

Such a development worsens the economic and civil quality of the people of Fort Bragg by restructuring flow of resources and money outside of the town and county at a time where the local economy is perilous at best.

Areas affected:

1. Downtown business vacancy rate will worsen.
2. Tourist image of Fort Bragg will worsen with the commercialization of the entry.
3. Intersection traffic will become unmanageable and require major and costly reconstruction to guarantee public safety.
4. The nature of the food to be sold is dramatically contrary to evolving public health standards and deleterious to Fort Bragg general health.
5. Allowing this change in land use will certainly attract other large retail interests and worsen the eco-social (quality of life) condition of Fort Bragg and the north coast in general.
6. Public use of Todds Point will be diminished due to heavy traffic at entry..

This project is very disruptive (but potentially useful) of the need for addressing the former GP mill site issue. and a wise response from our planning and city governance is essential for community success in that extremely significant project and continuing success in our local quality of life.

BC Macdonald
95410-0069
937-4352

REC'D JAN 28 2015

Hi Brenda,

I spoke with Dave Turner today and he suggested I send my email to you with the request that you pass it along for input at tonight's meeting. Thank you in advance for doing this.

Dear Planning Commission Members,

I am writing to you to share my concerns about the proposed project at the intersection of Highways 1 and 20. I am opposed to the project as I believe the result of adding a shopping center will have a negative, if not disastrous, impact on the downtown businesses of Fort Bragg. I urge the commission to deny permits for this project to move forward.

Thank you,
Madeline Richards
Resident of Fort Bragg

Sent from my iPhone

Lemos, June

From: Eileen McGregor <emcg996@gmail.com>
Sent: Wednesday, January 28, 2015 10:59 AM
To: Lemos, June
Subject: Hare Creek Shopping Center

July 28, 2015

To: Planning Commission
Re: Hare Creek Shopping Center

Shopping centers developed on the outskirts of small towns like ours is a very familiar story. Local businesses, the local economy and existing business districts always suffer in the end.

Eileen McGregor
127 1/2 W. Fir St.
Fort Bragg

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to the proposed Hare Creek Center Project.

- 1: It does not appear that environmental and archeological (this was Pomo land) studies have been thoroughly conducted and ruled to support the development of said project in a coastal zone.
- 2: It seems odd to me that that Fort Bragg could possibly be seen as lacking for more retail when numerous stores continue to remain empty. The argument that we need another grocery store is ludicrous. The area barely supports three large and one small grocery store now.
- 3: In Fort Bragg, Mendocino and surrounding areas, tourism is a large source of income. What makes these areas unique and draw tourists is that it doesn't look like ANYWHERE USA. The Proposed center can only contribute to this unfortunate demise.

I urge the commission to deem this project as unsustainable.

Sincerely,
Kate O'Connor
937-3232

People in Fort Bragg might not know that the Pattons donated the land for where Mendocino College sits today. Also their grandpappy donated the land that is now Jughandle park for the people. I just want the people of Fort Bragg to know this.

Re: Hare Creek Center Jan. 28, 2015

To Reiterate

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

1.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

According to the Planning Commission's Staff Report: (Page 9):

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3.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done. Increased congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

4.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,

Beth Bosk
p.o. box 702
Mendocino
CA 95460

Fort Bragg Planning Commission c/o June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

1.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

According to the Planning Commission's Staff Report: (Page 9):

"Protect Views to and along the ocean." The proposed project will not interfere with views to or along the ocean from the public rights of way. The ocean is not visible across the proposed site from within City Limits."

That is incorrect. There is a clear view of the Pacific Ocean from a 50-yard section of CA State Hwy 1, south of the Emerald Dolphin Mini Golf, within the City Limits of Fort Bragg. The project therefore does not comply with the Coastal General Plan.

2.) The project severely conflicts with Policy CD-1.5 of the General Plan because extensive grading will destroy a landmark hill, the highest topographical feature on the coastal bluffs within miles of either direction. This beautiful hill would be turned into 20,000 cubic yards of "fill." The project would permanently alter and degrade the landscape.

3.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

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4.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

6.) I am concerned that the proper care be taken to address the potential for important archeologically important aspects of the project be addressed to safeguard Pomo heritage sites.

Thank you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,

Annie Lee
14992A Caspar Rd., Box 38
Caspar, CA 95420

From: Nancy Thornburn [mailto:nt@thornburns.com]

Sent: Wednesday, January 28, 2015 7:18 AM

To: Jones, Marie

Subject: FW: Hare Creek Development

Dear Marie,

I have sent the email below to the planning commission. I am very much in favor of the proposed Hare Creek Development. I hope that all of the public outcry against the project will be taken with a grain of salt, as it's still a very small minority of the population and usually quite emotional, not rational.

Best of luck with getting this very well thought through project on its way.

Nancy Thornburn
217 Hocker Lane
Fort Bragg, CA

From: Nancy Thornburn [mailto:nt@thornburns.com]

Sent: Monday, January 26, 2015 7:36 AM

To: 'dhoyle@fortbragg.com'; 'trodriguez@fortbragg.com'; 'mhannon@fortbragg.com'; 'sstatham@fortbragg.com'; 'smiklose@fortbragg.com'

Subject: Hare Creek Development

Dear Planning Commission,

I just want to put forward my support for the Hare Creek Shopping Center. I realize that there is a very vocal minority of people who are against this shopping center. With a tenant like Grocery Outlet, this shopping center will serve the needs of our community well. We already pay higher prices for food than other places "over the hill", probably due to our distance from distribution areas. A grocery outlet would enable many members of our community to stretch their food dollars.

I have reviewed the development drawings and plans and the negative mitigation document and feel that this center is very well designed and will be an asset to this community.

1

Thank you,

Nancy Thornburn
217 Hocker Lane
Fort Bragg, CA

Albion, 1-28-2015

To Brenda Jourdain, Marie Jones and Planning Committee Commissioners,

I am opposed to the construction of a roughly 30"000 sq. ft. mall next to the Fort Bragg Headlands at the south side of Fort Bragg. Mendocino has a Historical Review Board protecting the town and locals were able to protect the Mendocino Headlands. People in Fort Bragg got used to it that do to the old mill site there is no view of the ocean possible, other than to the south and north of the former mill site. As logging and fishing no longer support the local economy we depend more & more on tourists and retired people. The eco tourists and retirees that frequent the coast are returning time after time because of the innate beauty of the pristine environment.

In Europe where there is less space available communities get together to discuss where to build what and how dense and how tall buildings can be long before a developer comes with a proposal.

Considering that Mr. Bill Patton was supposedly a local man why has he not approached the community and asked for our input? We live here, he does not anymore I am told. I understand that other than the Grocery Outlet three unidentified stores & an unidentified cafe will occupy the other empty spaces. We are not asked about our vision. We can count ourselves lucky that K-Mart has not moved in already and lucky hat the Dollar Tree will not move in at the proposed building site. If Mr. Patton gets his way we will have to put up with whoever wants to occupy that space.

The proposed mall is bounded to the south and west by undeveloped property. What will come next and when is the question? Former Mendocino County Supervisor Norman De Vall pointed out that creating a road to the west of the project would rope the area out of Coastal Commission influence. This is not a good idea, as the Coastal Commission was created to prevent against exactly this type of exploitation of our coastline. By sneaking this in as part of the "project" developers are avoiding Coastal Commission permit requirements?

This plan relies far too much on studies done in 1995 (for K-Mart/Concentrated Housing/Motel project on owner's entire 12 acre parcel). These studies are dated and inaccurate. In 1995, It was decided that only a motel would be allowed. Breaking their holdings into 3 parcels and (now 2, soon 3?) separate projects is daisy-chaining and a violation of CEQA.

For a small city like Fort Bragg we have enough big franchise stores. We do not need another one that will further harm the survival of the existing stores. We need to come up with creative solutions to fill the thirteen vacant storefronts in downtown Fort Bragg. It seems completely counter intuitive to add more retail space on the outskirts of the city, where there is already a shopping center and when the city of Fort Bragg just spent oodles of money to re-design and gentrify downtown Franklin Street! This project will have a negative impact on local property values.

Why was there not a juried architectural competition that would allow us to choose the most beautiful, stunning architectural design? Why do we need to look at various small and busy architectural details from Highway 1 such as: trellises, many small windows, back doors with back lit cutout letter signage, and storm water catchment tanks?

I believe that this mall has a substantial adverse effect on the scenic vista, that it substantially damages scenic resources, that it degrades the existing visual character and quality of the site and its surroundings. The six foot tall

monument signs proposed for both the west and east side of the parking lot will not help the aesthetics that are less than desirable and have a significant impact on the environment.

The proposed Hare Creek Center also creates a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

People move here or visit this area because they are attracted to the feeling of space that living next to an ocean gives you. Looking at the map of the proposed mall opposite the existing mall one gets a claustrophobic feeling. As tourists approach Highway 1 from Highway 20 or drive north on Highway 1 they will have to deal with the challenge of a three lane road leading to a two way road right before making the decision to turn left to go towards the new mall. The proposal indicates no additional need for help by the highway patrol. I question that. We will have a bottle neck situation south of Hare Creek Bridge, at the intersection of Highway 1 and Highway 20, as well as north of the intersection.

While the existing businesses in close proximity are set back about 70 ft., the Hare Creek Center is set back about 35 ft. from the Highway.

Why can the director approve an exception to the setback requirement for the storm water catchment and storage tanks?

I am asking the Fort Bragg Planning Commission for a complete, objective, up-to-date Environmental Impact Report as it is a necessity for this Hare Creek Center Project PRIOR to approving ANY permits, design reviews, use permits and/or lot line adjustments.

Sincerely, Annemarie Weibel
P.O. Box 566
Albion, Ca 95410

David Gurney
P.O. Box 2150
Fort Bragg, CA

Fort Bragg Planning Commission
% June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Jan. 28, 2015

Re: Hare Creek Center

Dear Commission,

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5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,

David R. Gurney

Dear members of the Fort Bragg Planning Commission:

Thanks for listening to my input. I care about Fort Bragg and its future and hope the public enthusiasm generated by this issue can be the start of more proactive and positive involvement by the public. The planning commissioners are public servants working for essentially no pay, as I understand it. I'm going to ask them to do more work on this proposal. But if we are to ask them to do more, we must also be willing. That has not been the case in the past. The public comes out to criticize more resource extraction from our community but we don't support local projects and businesses to allow our values and money to stay here.

I ask you to recommend rejection of this proposal. We don't need another grocery store and chain restaurant in this town. This will hurt local groceries that empower this community, pay their workers better and provide better foods. We'd like to see someone make an effort to provide locally owned opportunities, or at least an anchor with a product we actually need. Please demand a FULL EIR. The planning commission is the wrong venue for this issue to be decided. This is too big of a question. Commissioners should listen tonite, recommend BUT DEFER this decision to the city council without a vote.

X

First question about Hare Creek strip mall. Do we have the water for it? Will we have water for other property owners who legitimately want to develop their property too? Will they sue when they are told "no"? How much will that cost? I can't find water SUPPLY as an issue in the negative declaration. How can that be? Planning commission- please make water supply a question to be answered in either a redone negative declaration, or

hopefully a full environmental process. The impression given in these documents is that water supply is not a major issue in Fort Bragg. That's not true.

Next question:

Is this the best we can do? Really? If so let me ask a question right off- why do we need a VERY expensive planning department with multiple characters making big six figure salaries? Look at this work before you and say, is there anything in here that even remotely looks like Marie Jones asked hard questions of this? This is PR work in my view, deferring apparently to the 1995 KMART findings. The world has changed drastically since 1995 and this project impacts a different viewshed.

So what exactly is our gold plated city planning staff doing for us here? The developers themselves could have brought this project forward, or the Taco Bell and said pretty much exactly the same thing Jones said- build it! Yeah! Sgt. Schulz sees NO environmental or viewshed impacts.

Wow! This friendly Henry bit is a change. This city planning administration is normally prickly and very difficult to work with for local businesses. They aren't proactive. It can't find a way to employ local contractors on local street projects funded by local tax dollars. It has no jobs programs, other than grants for West Company to do resume packets and classes.

The city is not helping keeping the town local or truly sustainable. Rainwater for landscaping is Lipstick on the Pig. So are carbon ordinances by a council that doesn't instruct its staff to build up the LOCAL business community. We had a supposedly progressive city council for 10 years before the recent election. What did they do to promote a local-local economy? Very, very little. While other cities were doing things like Transition Towns or directly promoting their local economy, our council fiddled with plastic bags (good one) and ceremonial stuff. Millions and millions in grants came into the city and very little was plowed back into the local business community. There was no plan to promote and encourage locally owned businesses. In fact, they seem to prefer a big corporation, like big construction companies

that have large staffs to do the paperwork city hall wants.

So let's lay the fault for being forced into this kind of development where it belongs, the paid city planning staff and the elected council. The property owner and developer are taking an opportunity that is there. Locals never did. Locals know there is no help at city hall and competing with global conglomerates and wealthy development companies requires some help. It's not there. This developer has proposed some very nice mitigations, such as the rainwater catchment and overall design. But it's still an ugly 1980s style strip mall, composed of low paying chain stores and anchored by a low paying grocery store that specializes in nearly expired unhealthy foods.

Is it right to say no to this dreadful strip mall at the entrance to Fort Bragg? The property owner has commercial zoning. The city has done NOTHING to advance locally owned operations, instead making their lives more difficult. So with nothing happening, it's a little hard to say no.

I'd still like to see it refused here and at the council. But if you are going to pass this project with a yes onto the council, get something from it. How about having one of the stores be available to an existing community non profit for a thrift store at a discounted rent? How about asking them to help support a business program at the college where they could do worker training and more?

Demand a Full EIR. That's an easy one. Planning boss Marie Jones says a strip mall instead of open space greeting tourists a long home run away from the ocean won't change the views, won't have ANY effects on the views or lighting. Does the commissioners/council members agree with this? I'd like to hear all of you commissioners go on the record on this point. Then the council.

A chain store may live endlessly and suck money from the community off to headquarters for all that time. McDonalds only needed the McDonald brothers for a couple of years. The Krocs are long gone. The restaurant still pumps its dollars out of the community. Chain stores stifle community creativity with something designed elsewhere and which never really changes with the time.

They take money OUT of the community. Another idea- require that chain stores bank with a bank based in Mendocino county. Sounds preposterous? Many of these strip malls have contracts that forbid locally owned businesses from locating there. Illegal? Yes. But they know the money isn't there to challenge them.

The city has a terrible track record of living in fear of lawsuits and following lawyers overly conservative advice as if it came down from Mt. Siani. There is always an excuse that we might get sued that keeps them from doing the right thing. We voters have to realize that a city council and staff that does nothing out of fear of making a mistake isn't worth having!

My suggestion is recommend NO on this. But if we cannot let's get rid of the whole edifice we have in the city of FB. If there is no way for the City to resist chains, no way to help save the hospital and college, no way to award local contracts to local contractors, we don't need so many highly paid folks inside. Just go back to sewer, water and police. Cut a few million in salaries and invest it in local scholarships and job creation.

This negative dec. has 51 pages and 18 sections with legal questions to answer. The questions all require NO as the answer. If any questions are answered yes, then that impact might have to be studied. So the answer Marie Jones gives to each question is no.

Marie Jones says none of these issues matter enough for an environmental study to be done. Thus the negative declaration allowing them to go forward without study. Going through this list of why study is NOT NEEDED is breathtaking and bemusing at times. Please read the visual impacts in particular and answer how can Jones say these are not significant? She has simply written down the wrong answer! A full EIR is demanded.

Here are the questions posed by Jones followed by my

responses, in italics.

Have a substantial adverse effect on a scenic vista? Nope, she says.

HUH? This is the entrance to Fort Bragg. The first thing someone sees coming from Highway 20, which is probably the main entrance to Fort Bragg. Coming up over the Hare Creek Bridge, this is now a view of open space. It's nice. Soon it will be a strip mall with five large well lighted businesses. An ugly, hideous greeting to tourists, who btw, help pay the exorbitant salaries at city hall.

X

c. Substantially degrade the existing visual character or quality of the site and its surroundings? No issue? *Marie Jones likes to look at strip malls, not open space. I don't think the rest of the world agrees. Will the commissioners please go on record on this one?*

I ask the city council and the commission to read the following paragraph:

“The visual impact of the eastern face of Buildings B & C have been treated with a number of trellises, windows, back doors with store signs, and the stormwater catchment tanks.”

X

If that also sounds as scenic as open space to you, I think you live in the wrong place. Pick any place on the map of the United States. They all are full to the top with this kind of crap. We don't. Tourists come here because we are one of the last places left that doesn't look exactly like every other place.

d. Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area? No IMPACT? WTF?

There is an unidentified restaurant in the plans, along with four stores. Some likely open 24 hours. Their lights will replace starlight. How is that not a light impact? There are no lights there now. There will be thousands of lights when built. Even if they all these business closed at dusk (impossible), all these businesses will transform this area from natural light to the glares of stores.

If the council wants to find proof of bias, look at the section ??? where Jones claims the strip mall will have NO impact on police and fire. *Not minimal impact. No impact. The claim is that because no police or fire station will have to be built because of this, there is NO Impact. Again, WTF? Police and fire calls to the facility are not free. They cost we taxpayers money. We have heard from police over the years they are stretched thin. Can they really absorb new impacts and new calls with no cost? If so, maybe they are overstaffed.*

I don't have enough information to understand hydrology, biology and many of the sections. I'd like to see the council present facts about these and not just from one source (Jones) that these are true. Im afraid I also don't understand the "mandatory findings of significance" well enough to comment. Can the commission please explain to the audience what this one means? What are some of the legal reasons for passing or failing this section? The information all appears to be PR for the developer, not an objective staff report.

Another Q- Several members of the city planning staff have private companies that do consulting and contracts on projects such as these. Id like the commission to ask if any planning dept. folks have a financial interest in this project.

In summary, let's get started on economic development by local owners. Let's work together to create jobs and to keep our city beautiful. This has NOT been the goal of this city. I say reject this as inappropriate to our city. But only if you are going to actually do something to help create a better future. And WE, all of us who are critical, must be willing to DO.

Sincerely

Linda Little

Red Giant Productions

900 North Franklin Street, Fort Bragg California 95437

707-962-9279

--

Linda Little

mendopower@gmail.com

“Do not let the behavior of others destroy your inner peace.”

Dalai Lama XIV

Albion, 1-28-2015

To Brenda Jourdain, Marie Jones and Planning Committee Commissioners,

In addition to the points I raised in my earlier letter I would like to share with you that I am not satisfied with the superficial archeological findings of your studies. It is likely that Todd Point was originally a Pomo Village site. There is abundant historical documentation that local native people regularly traveled back & forth from inland to the coast to fish & gather seaweed & shellfish.

It is also possible that the "mounds" to be graded could be midden sites.

Much evidence of native people's artifacts were found by the Point Cabrillo Lighthouse bluffs near Caspar after the brig Frolic, fog-shrouded on a moonlit 1850 summer night, collided against a rocky reef.

I request that a Complete Archeological Study of the site be included as part of a complete, objective, up-to-date Environmental Impact Report as it is a necessity for this Hare Creek Center Project PRIOR to approving ANY permits, design reviews, use permits and/or lot line adjustments.

Sincerely, Annemarie Weibel
P.O. Box 566
Albion, Ca 95410

Tourism is critical to the people and businesses of Fort Bragg.

If this project goes through, I suggest funds are set aside to mitigate what many feel is an eyesore. We can set a welcoming tone with a beautiful landmark art installation that honors J.D. Mayhew *and* could serve to block at least a portion of the mall.

In addition we could alternatively or additionally showcase the wonderful things to do here. A unique Installation/Mural/Sculpture at the hwy 20 intersection showcasing the Botanical Gardens, Historic Noyo Harbor, the Skunk Train, and Glass Beach etc would let people know they are entering a special place.

respectfully
Heather Brown
Department of Imagination

Please include in the file for the proposed Hare Creek Mall, CDP 8-13.

This proposed commercial development is inappropriate for the site. It promises to be an eyesore lying at the western end of Highway 20. Certainly a greater value should be placed on undeveloped land west of Highway 1. The Mitigated Negative Declaration is entirely inadequate to address these and other aesthetic issues. This proposed development needs a full Environmental Impact Report. There are economic impacts to be discovered, impacts on existing grocery shopping both downtown and elsewhere, impacts on tourism. Certainly there will be traffic impacts. Please respect the history of the site and the people who lived there from time immemorial. Do not cheapen it with a mitigated neg dec for a shopping mall, for a canned food outlet.

Sincerely, Mary Walsh, Chair, Sierra Club Mendocino Group

PO Box 522

Mendocino, CA 95460

Hello,

I am confuse by what hour comments are due with regards to the Hare Creek Proposal. I hear tomorrow morning, but by what time? Noon?

If tonight, then my comment is simply: Please invoke CEQA and require a complete EIR. The Mitigated Negative Declaration did not consider a long enough time horizon, nor a broad enough thematic scope regarding the negative cumulative economic impacts of the proposal.

If I have until noon tomorrow, please let me know and I'll write something more formal.

Thank you,

John Gallo

Jones, Marie

From: Anna Marie Stenberg <ams@mcn.org>
Sent: Wednesday, January 28, 2015 12:15 PM
To: Jones, Marie
Subject: Hare Creek

I am concerned that the information that is the basis for the Neg. Decl is outdated. Traffic, noise, water and economic impact to the local community needs to be addressed with current info. A Full, Complete, Objective and Up-To-Date EIR is a necessity for the Hare Creek Center Project. In accordance with CEQA, a new EIR needs to be done prior to approving any design reviews, lot line adjustments and/or issuing ANY permits associated with this project.

Thank You

Anna Marie Stenberg
254 Wall st
Ft. Bragg Ca
964-9109

Jones, Marie

From: Joel Waldman <poet@mcn.org>
Sent: Wednesday, January 28, 2015 12:07 PM
To: Jones, Marie
Cc: robert lorentzen; discussion@lists.mcn.org; Cindy Swan
Subject: HARE CREEK

Fort Bragg Planning Commission c/o June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

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State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

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4.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,

Joel Waldman, Elk.
poet@mcn.org

Hare Creek Mall proposal comments

Fort Bragg Planning Commission
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 954537

Dear Commissioners,

I have a number of objections to the proposed Mitigated Negative Declaration on Hare Creek Mall project written by Marie Jones, City of Fort Bragg Community Development Director.

The logging and fishing industries no longer create a livable economic base for Fort Bragg community members. Tourism provides the best opportunity to revitalize the economy of the area. The Central American country of Costa Rica realized more than a decade ago that tourism brings in more economic gain than even coffee which had been Costa Rica's main economic engine. The Hare Creek Mall will provide little permanent, living wage employment. It has been ventured that Grocery Outlet will provide food items even more cheaply than Safeway. What kind of wages do you suppose this pricing will provide for Fort Bragg residents in need of gainful employment?

There are mixed reviews of Grocery Outlet's stores and services

I've learned through internet research that some of Grocery Outlets' products are sometimes suspect as to expiration date and that customers relayed warnings.

"I was here once years ago when I lived in Berkeley and the expired hot dogs scared me into never coming back." "Want the finest organic and lovingly coddled groceries at a price to match? Then don't come here."

"In a nut shell, one will find a wide variety of foods at a whopping low price. Even if you're a yuppie who spends loads of money on organic foods, a comparable price is hard to find. Let's call G.O. the fast food of grocery stores."

"if on the other hand you want reliable low prices on staples, cheap wine and beer and the occasional absolute bargain then this is the place to go. You have to be picky, examine labels carefully, but there are some real bargains to be had here, and the staff are very friendly."

"Dirty aisles, shelves and bathrooms. Tell me this, why don't the owners of the company or the executives shop here?? I've seen them in Safeway, Andronicos. and Berkeley Bowl with full carts; faith in your own store/s?"

"I truly can think of no worse punishment than to send someone to Grocery Outlet on a quest for nutrition or tasty food. This place is full of processed, packaged food in dented cans. It's a mess and poorly organized - you won't usually find much in the way of organics nor are you likely to find the same thing on repeated visits. "

2. Does the location, scale, and appearance of the Proposed Hare Creek Center detract from the economic vitality of established commercial businesses?

There are already ten grocery stores that are listed in the Fort Bragg phone book. Mendocino has two listed. Some of these are local mom and pop grocery stores that sell sandwiches as well as groceries. The presence of a huge chain grocery outlet such as Grocery Outlet will hurt the local businesses somewhat. Economic times today are bad enough without our local grocers having to compete against a huge national grocer. Their own advertising says, " Grocery Outlet is the largest retail grocery remarketer in the U.S. We purchase and consign product to Grocery Outlet businesses that are owned and operated by families."

Section – I Aesthetics

I object to the characterization of the Aesthetics section part a as less than significant. The beauty of Fort Bragg that people travel here to see is the open spaces and natural beauty of our area. Another shopping mall seen as

levels) is by far the most severe in the entire instrumental record. – <http://scienceblogs.com/significantfigures/index.php/2015/01/13/the-state-of-the-california-drought-still-very-bad/>."

This does not bode well for our water supply. Our streams and rivers are being drained more than ever to meet the needs of Fort Bragg. We have species of endangered salmon that need our rivers and creeks to proliferate. This drought and any increased use of the Fort Bragg watershed will hurt the salmon's chances and our fishing economy which is already hurting. This Hare Creek Mall project will use up approximately one percent of our water reserves.

Section XIV – Public Services

Schools - The project will not provide sufficient job growth. However it will take lands that could be used in future college growth that would provide education leading to more employment opportunities for Fort Bragg youth. The project will call for the increase of public services such as Fire, Police and medical which are already severely stressed now. I am a frequent bicycle commuter from Highway 20 to FB and I see very little Police or Highway Patrol presence on my way into town. I am frequently endangered by other bicyclists riding illegally and dangerously. I have never seen in my travels one bicyclist being pulled over and ticketed.

Section XVI – Transportation/traffic

I disagree with the less than significant characterization of the Mitigated Negative Declaration. The Hare Creek Mall will significantly increase traffic in the area adding to existing residential, tourist and college traffic. The Q Restaurant driveway already serves the Q Restaurant, McDonalds, the Drive Thru coffee franchise, three law offices, a certified Public Accountant office and Pacific Medical Services Inc. This driveway will not provide an adequate viable alternative to the Ocean View exit. It could jam up and hurt the existing businesses already in place.

Mandatory Findings of Significance

a. There is a well-known herd of deer that travels extensively through the area. This project will diminish their habitat. There is also a substantial number of wild turkeys that also travel through the area. The natural habitats of both these animals will be diminished. I disagree with the less than significant classification. The presence of deer and wild turkeys add to the natural beauty of Fort Bragg that attracts tourists here.

One of the joys of traveling to Todd Point is seeing these animals running free. Todd Point is a well known and favorite spot for tourists who come there to watch the annual migration of the Gray Whale from the arctic to Mexico. I personally was able to see more than 50 whales from Todd Point this Winter.

Comments submitted by:

**Ed Oberweiser
19244 Benson Ln.
Fort Bragg, CA 95437
964-7965**

REC'D JAN 28 2015

Fort Bragg Planning Commission c/o June Lemos
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Hare Creek Center Jan. 28, 2015

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

1.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

According to the Planning Commission's Staff Report: (Page 9):

?Protect Views to and along the ocean.? The proposed project will not interfere with views to or along the ocean from the public rights of way. The ocean is not visible across the proposed site from within City Limits."

That is incorrect. There is a clear view of the Pacific Ocean from a 50-yard section of CA State Hwy 1, south of the Emerald Dolphin Mini Golf, within the City Limits of Fort Bragg. The project therefore does not comply with the Coastal General Plan.

2.) The project severely conflicts with Policy CD-1.5 of the General Plan because extensive grading will destroy a landmark hill, the highest topographical feature on the coastal bluffs within miles of either direction. This beautiful hill would be turned into 20,000 cubic yards of "fill." The project would permanently alter and degrade the landscape.

3.) The Project does not Conform to Use Permit Findings "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."

Although not within City Limits, less than 200 yards south of the proposed project is the Hare Creek Bridge, a concrete structure built in 1947 that is in a crumbling state of dangerous disrepair. The elevated sidewalks are 35.9 inches wide, with a curb 12 inches high, making the span extremely unsafe for pedestrian and bicycle traffic. There is no bike lane on the pavement to protect bicyclists from the heavy and constant traffic on CA State Hwy 1, going by at a posted speed limit of 40 MPH. This hazard needs to be addressed in an EIR before a pedestrian and bicycle magnet is installed on adjacent property.

The increased traffic that will result from the project is not properly cited in the inadequate study started in March 2013, with surveys done in August of that year. A college that shares the access road with the project will soon be re-opening, and was not in session at the time the survey was done. Increased congestion caused by the proposed mall will likely cause traffic back-ups, up to and across the dangerously dilapidated and unsafe Hare Creek Bridge. These issues and hazards need to be thoroughly studied and addressed in an EIR.

4.) In selling this project to the public and the City, developers have underplayed the impact of the paved road they want to build behind, and to the west of the proposed mall. This development will severely impact a wildlife corridor to the Hare Creek watershed. There is a herd of over 25 deer that regularly grazes on the Todd Point headlands who access that area, and the woods to the east of Hwy 1, through the planned pavement development area behind the mall. The impact on the deer population, by the closing off of this corridor, needs to be studied and assessed.

There is also a population of wild turkeys that uses this wildlife corridor to access the Todd Point headlands. The mitigated negative declaration does not address any of these issues.

5.) The Groundwater Evaluation by Nolan Associates, done in the Summer of 1995 for a proposed "K-Mart" and submitted by applicants for the same location, is outdated, especially with current drought conditions, and needs to be re-done.

Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,
Marta MacKenzie
PO Box 2377
Fort Bragg, CA 95437
707-964-6600

Marie Jones, Director
Community Development Department
City of Fort Bragg
416 N. Franklin Street
Fort Bragg, CA 95437

January 27, 2015

Re: Hare Creek Center; Coastal Development Permit 8-13 (CDP 8-13), Design Review 7-13 (DR 7-13),
Use Permit 5-13 (USP 5-13), Boundary Line Adjustment 1-14 (BLA 1-14) and Mitigated Negative Declaration

Dear Commissioner,

The Sierra Club Group Executive Committee of Mendocino County has serious concerns about the proposed Hare Creek Center Development Application and MND and respectfully submits the following comments.

We are gravely concerned about the impacts and cumulative impacts this project will have on **water** quantity, quality, and availability for the City of Fort Bragg as well as the health of the Noyo River, Waterfall Gulch, Newman Gulch, and Hare Creek and the wildlife supported by these streams and river.

The location of the Hare Creek Center development is troubling. In its last segment before entering the Pacific, Hare Creek passes very close to the site of this development. The impacts of this shopping center project could be the last straw when added to the existing burden effecting Hare Creek, an already seriously impacted waterway. The **cumulative impacts** on Hare Creek and the other sources of Fort Bragg domestic water are not addressed in the MND and must be examined very closely by experts. An EIR may be required. According to the MND this proposed development will use about 2,000,000 gallons of water per year and it will be supplied by the Fort Bragg Municipal Water Utility. It is good that the project attempts to mitigate this huge draw on City resources with rain catchment providing 89,000 gallons of water but that happens only if there is rain and is hardly a significant amount compared to the 2,000,000 gallons of water it would require.

The MND notes that "[w]ater availability under severe drought conditions is the primary constraint for City utility service for a project of this size" but fails to address current or future drought conditions, quantify potential consequences of drought on the water supply, or disclose potential impacts of increased water diversion on the streams which comprise the source of that supply.

We are deeply concerned about diversion and lack of an adequate amount of water to serve the City as well as our river and streams, and wildlife including two "threatened" and/or "endangered" species of salmon.

The Sierra Club Group Executive Committee of Mendocino County wholly agrees with and supports the comments and recommendations in the January 20, 2015 letter from the California Department of Fish and Wildlife to the City of Fort Bragg.

Recommendations (page 6 of that letter)

"In order to avoid or reduce potential impacts to fish and wildlife resources and their habitats to a less than significant level, the Department recommends the City of Fort Bragg address the following:

1. Pursuant to FGC 1602, the City of Fort Bragg **shall enter** into a LSAA **Lake or Streambed Alteration Agreement** [*emphasis added*] for ongoing and future water diversion from all pertinent stream and river sources.
2. **The City of Fort Bragg should not approve the Hare Creek Center Project** [*emphasis added*] nor additional projects or developments with the potential to increase water demand without adequate bypass flows.
3. The City of Fort Bragg should develop a long-term, comprehensive plan to address water use and water shortage concerns including measureable conservation goals and strategies consistent with Senate Bill X7-7."

Sincerely,

Sue Boecker, Member
Sierra Club, Group Executive Committee Mendocino

Attachment: January 15, 2015 letter from California Department of Fish & Wildlife to City of Fort Bragg

Re: Hare Creek Center Jan. 28, 2015

Marie Jones
Fort Bragg Planning Commission

Dear Commission,

I am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by the CEQA process, for the following reasons:

Besides the conditions set forth below, it seems the impact on local businesses, especially those in the downtown corridor in Fort Bragg, has not been considered. At present, there are 13 empty store fronts in the historic district bounded by Main and Pine to Franklin and Pine and by Franklin and Alder to Main and Alder. The addition of generic chain stores and restaurants will add nothing to the experience of visitors, much less the impact on locals. People choose to live here for the area's natural beauty. Visitors come here to escape the commercially homogenized cities in which they live. Surely there can be developed a better use of this land than dumping down to the lowest common denominator. Let's begin a dialog to achieve a solution that preserves our uniqueness rather than obliterate it.

1.) The project does not comply with the Coastal General Plan Policy CD- 1.1 which states:

Policy CD-1.1: Visual Resources: Permitted development shall be designed and sited to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural landforms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance scenic views in visually degraded areas.

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Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Respectfully,
Claire Amanno

Fort Bragg Planning Commission c/o June Lemos

> 416 N. Franklin Street

> Fort Bragg, CA 95437

> Re: Hare Creek Center Jan. 28, 2015

> Dear Commission,

> I, the Rev. Diana Hunter, D.Min, for myself and Evergreen United Methodist Church congregation in Fort Bragg of which I pastor, am writing in opposition to a mitigated negative declaration and request a full Environmental Impact Report for the "Hare Creek Center," as guaranteed by by the CEQA process, for the following reasons:

The Discipline of the United Methodist Church supports and insists upon transparency and adequate time and opportunity for all decisions that have an impact on human persons, wildlife and the very earth we inhabit to be fairly reviewed by the public and given free access to all pertinent information before decisions are made. We insist that legal and necessary protocol be observed and that the venue of any public meetings be adequate to accommodate all who wish to legally participate. There are many such venues in Fort Bragg, including our church at the corner of Laurel and Corry Streets. There is no excuse for not planning adequately for these important meetings.

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- > Thank-you for considering these issues in your decision to require a full and complete Environmental Impact Report.

Sincerely ,
Diana Hunter

Diana Hunter, D.Min
Pastor Evergreen United Methodist Church
360 N. Corry Street
Fort Bragg, CA
Phone 707 813 1635