

Gonzalez, Joanna

From: Greg Burke <greg@mendosir.com>
Sent: Thursday, December 17, 2020 1:40 PM
To: Gonzalez, Joanna
Subject: Re: Franchise or Formula Business

Thank you Joanna,

Greg Burke

On Dec 17, 2020, at 1:37 PM, Gonzalez, Joanna <JGonzalez@fortbragg.com> wrote:

Greg,

I have received your email and forwarded it to the appropriate staff and the commission and it will be added to tonight's agenda.

-Joanna

From: Greg Burke <greg@mendosir.com>
Sent: Thursday, December 17, 2020 12:00 PM
To: Gonzalez, Joanna <JGonzalez@fortbragg.com>
Subject: Re: Franchise or Formula Business

Joanna,

I don't often write letters to the planning commission but was hoping to have some confirmation you have received and are able to present the letter. Thank you, Greg

On Dec 17, 2020, at 11:21 AM, Greg Burke <gburke@mcn.org> wrote:

Comments for consideration:

I am a Fort Bragg City resident and also a business owner in Fort Bragg.

While there seems to be a lot of vocal sentiment against formula business development in Fort Bragg, I believe there is a lot of interest from the public who, are not always vocal, but privately support growth and continued tax collections that will provide much needed funding to help the infrastructure of our city remain relevant and prosper.

From a development standpoint it could take decades for undeveloped lots to be built upon in the commercial districts without outside investment coming into the city. The local business owners have been hurt as much by Amazon as they have from some perceived competition from "outsiders". And they rightly are hesitant to go into a business venture with uncertain community backing, especially given the new dynamics of the shop from home system.

If we have a true natural disaster in our area, not just the hoarding that happens during a pandemic or during a rolling power outage due to wildfires which we all have witnessed, our area is going to have to support itself perhaps for sometime while access is being rebuilt. From a public safety standpoint it would make sense to have another grocery store and a community must have shopping options at various affordability levels for all it's residents including seniors on fixed incomes and young families with children.

The development site plans and sketches I've seen for current project applications have added an element of beautification that has been absent on these lots for years. Anyone who drives by the corner of Maple and S. Franklin can't help but notice the back side of the buildings that run along the 200 block of S. Main St, is this the "character" we want in this town? The same goes for the 800 block of S. Franklin, that's a whole block of eye sore staring back that could be much improved upon while helping the community.

Sincerely,

Greg Burke

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Tuesday, December 15, 2020 6:06 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

KeriAnn Bourne submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: Head of worker safety Debbie Berkowitz, through the National Employment Law Project, says “Dollar General is a company that has a business model based on essentially breaking the law and cutting corners when it comes to basic worker safety”. “Despite receiving more than 100 safety and health violations at stores nationwide since 2010.. the company has still failed to take corrective action” says Dave Olah, director of OSHA’s Harrisburg PA Area Office.

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Gonzalez, Joanna

From: Paul Clark <pclark@fortbraggrealty.co>
Sent: Thursday, December 17, 2020 8:48 AM
To: Gonzalez, Joanna
Cc: Paul Clark; CMAR (CMAR@MCN.ORG)
Subject: FW: Special Fort Bragg Planning Commission Meeting to Discuss a Formula Business Ordinance

Comments I hope will be read in the record for tonight's meeting

I will keep comments on the Formula Business policies as short as I can.

One it is not needed and a waste of taxpayer money.

Obviously there is concern over litigation with this policy, I would expect this will bite the city in the rear if it goes into effect the city has a poor track record on lawsuits. Think North Cliff.

Note that the required findings could be met with any member just saying I don't think it meets the "Character" of Fort Bragg, whatever that is at this point.

Note on page 8 that 14 tax producer businesses are Formula Businesses. Out of 25. So the city wants to make sure it has less income by keeping businesses out. Like Grocery Outlet which thankfully will not be processed under this policy. One blessing.

This portion of the proposed ordinance is great. (that is sarcasm of course)

2. To retain that one-of-a-kind character, the City seeks to avoid the proliferation of chain store uses that result in diluting what makes Fort Bragg unique and instead creating a character of repetitiveness similar to other towns across America, where chain store prevalence grows. Fort Bragg seeks to encourage elements that provide variety and fit with the unique environment, history and its quirky charm while retaining opportunities for all. The City's mission and vision embraces a friendly city with a small town character and a strong sense of community that values its roots in the fishing and timber industries. The City's General Plan, Citywide Design Guidelines, and Inland Land Use & Development Code emphasize the commitment to maintaining the strength and vitality of the historic Central Business District.

This one of a kind character please elaborate for the citizens. I have only been here since 1976. Before that I am told there were bars on every block. What time frame is the aim for this ordinance? 1980? Before the GP mill shut down with all the insured workers? This shut down by health and other "leaders" is doing more to kill any character left in this and most town. The Mom and Pop that I believe is the real character of Fort Bragg is on its knees and many more will not survive I feel, hope not, but it does not look good. With the Covid lack of transparency it seems the city is happy to move ahead with this type action. The citizens cant all log on and many probably don't have any idea this is in the works.

The fact that thousands are leaving the State, a few that can afford to live here are moving here to escape the city's and the traffic and crime and red tape, we want to add more to make sure no outsiders come in? Hmmmmm. Maybe we need a wall too?

Paul Clark

Yes I live in Fort Bragg, outside the city but own property and business in town.

From: City of Fort Bragg <listserv@civicplus.com>
Sent: Wednesday, December 16, 2020 8:29 AM

To: C21Staff <C21fbssr@fortbraggrealty.co>

Subject: Special Fort Bragg Planning Commission Meeting to Discuss a Formula Business Ordinance

[View this in your browser](#)



Fort Bragg Planning Commission will hold a special meeting on Thursday December 17, 2020 at 6:00 PM. To make recommendations for the preparation of an ordinance to regulate Formula Businesses in the City of Fort Bragg to view the agenda click [here](#)

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Tuesday, December 15, 2020 5:00 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Judith Greenleaf submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: I would like to see Grocery Outlet here on the coast. It would be a tremendous advantage, especially to lower income people. They have many excellent items not now available on the coast and many people go to Ukiah to shop there. They now have a large section devoted to organics at good prices, making them available to people who could not afford them here. There are many business locations empty that this excellent company could rent or buy to the advantage of Fort Bragg. Judith Greenleaf,

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Wednesday, December 16, 2020 2:34 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Linda Jupiter submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: I strongly oppose more Formula Businesses to move here to Fort Bragg. Our small stores are being strangled by Formula Businesses, which hire mostly part-time, low-wage workers, who cannot live on their earnings. The newest Dollar Store would negatively impact Down Home Foods, our only health food store in town run by a proprietor. Please help our community and oppose Formula Businesses in Fort Bragg.

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Wednesday, December 16, 2020 7:10 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Robin Simmons submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: No to cheap chain stores that undercut our local businesses, damage the financial welfare of our citizens and our property values. The character of our community that our tourists come here for is at stake. Specifically regarding The Dollar General - we do not need another store selling cheap, throw-away merchandise that only boosts the economy of China.

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Wednesday, December 16, 2020 9:37 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Eva von Bahr submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: I oppose the building of another big box store in downtown Fort Bragg. We don't need a second Dollar Store. The long open hours will increase unwanted traffic, threaten peace and quiet, cleanliness, and the look of this Fort Bragg neighborhood. We all need to do all that we can, especially right now, to make it possible for the small shops, restaurants, and cafes to survive if we want to preserve this gem of a small town. Thank you, Eva von Bahr

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Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Wednesday, December 16, 2020 10:40 PM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING



New eComment for Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Andy Wellspring submitted a new eComment.

Meeting: Planning Commission on 2020-12-17 6:00 PM - SPECIAL MEETING

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: I urge you to NOT allow Dollar General into Fort Bragg. This company has a horrible track record of exploiting workers, see: <https://www.nbcnews.com/business/business-news/dollar-general-thriving-workers-say-they-pay-price-n1137096> . Our community needs good jobs not this, which sends profits to stockholders in distant places while we deal with the loss of existing businesses, you should draft an ordinance to stop discussing big box stores and save future time by avoiding the next bad idea now.

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Gonzalez, Joanna

From: Jacob Patterson <jacob.patterson.esq@gmail.com>
Sent: Thursday, December 17, 2020 9:47 AM
To: O'Neal, Chantell; Gonzalez, Joanna; Miller, Tabatha
Subject: Big Box / Formula Retail Comments

Here is an interesting letter to the editor I just read from one of our local doctors

<https://mendovoice.com/2020/12/letter-to-the-editor-fort-bragg-businesses-and-b-corporations/>

She points out that we don't need another big box store, referring to the proposed Dollar General project. Although it doesn't technically meet the City's current definition of "big box" it appears to fit the bill of what the community means when they refer to big-box retail. This suggests that the current definition in our Code should be updated to include these types of one-stop chain stores so all the General Plan policies can be evaluated for these types of projects, not just community favorite LU-4.1.

Interestingly, the proposed Dollar General project is subject to LU-4.1 and the fact that we already have a Dollar Tree in town suggests that a similar outcome as occurred for the proposed Auto Zone may be appropriate, if not required for the proposed Dollar General. "Policy LU-4.1 Formula Businesses and Big Box Retail: The location, scale, and appearance of formula businesses and big box retail shall not detract from the economic vitality of established commercial businesses, and shall be consistent with the small town, rural character of Fort Bragg." Dr. Kreger hit the nail on the head when she pointed out that an additional dollar would likely have a negative impact on the community. Because Design Review permits require a finding of consistency with the Inland General Plan, and LU-4.1 applies to all projects proposed for Fort Bragg, LU-4.1 suggests that the "location, scale, and appearance" of the Dollar General need to not create undesirable conditions that threaten our community's economic vitality. The location is problematic for obvious reasons but so are the formulaic aspects of the building design.

In any event, what is currently under consideration are the details of the proposed formula business ordinance, not the pending Dollar General proposal. We should learn our lessons from particular entitlement reviews and take extra care to be sure to do three things: fine-tune the definitions in the ordinance to remove as much ambiguity as possible; craft useful findings that relate to the underlying community concerns, including not just for a potential use permit but ALSO for design review permits that are specific for formula businesses (e.g., extra design review findings that only apply to formula businesses like we have for use permits in particular zoning districts); and make sure that the findings include objective and measurable criteria to help determine a proposed project's compliance with the requirement (i.e., what metric is used and what is the threshold for compliance with that metric).

Best,

--Jacob

To: Planning Commission
Re: Dollar General and Grocery Outlet
From: Leslie Kashiwada
Date: December 17, 2020

As you discuss and consider a formula store ordinance, Fort Bragg currently has two open applications for formula businesses, Grocery Outlet and Dollar General. This gives you much grist for the mill when crafting the formula store ordinance. However, I am concerned that both of these proposals will be exempt from the ordinance because their applications slipped in before the ordinance has been finalized and sent to City Council for approval (or modification).

I think it is essential to pass an emergency moratorium on all formula businesses until the ordinance is passed, and the economy has a change to recover from the pandemic closures. Right now is a critical time because so many local businesses have closed. This is just the type of distressed economic condition formula businesses look for. The city coffers are at an all-time low and it is tempting to take the bait. But opening the door to these types of businesses create conditions that will make it difficult for existing local businesses to stay open and for new local businesses to start. Instead, the Planning Commission and City Council should be looking for ways to support local businesses to help them get back on their feet.

The Grocery Outlet has been trying to situate itself in Fort Bragg for years. The first developer of choice, Group II, owns property at Todd Point (Hare Creek), a totally inappropriate location for such a shopping center. Now it is being proposed at the site of the old Social Services Building on the southwest corner of S Franklin Street and South Street. There are issues with this location, but these will come out during the review process. What is more important is to consider the impact this store will have on all the other grocery stores in the area. In particular, how will it impact locally-owned grocery stores like Harvest Market and Purity? In addition, how will Grocery Outlet impact the potential relocation of Harvest Market to the Mill Site? Will this create a situation where there are too many grocery stores clustered in one area of our small town? I would be extremely disappointed if allowing Grocery Outlet to open will prevent Harvest Market, a locally-owned business that does so much for our community, from bringing their vision to fruition. I think this would get closer scrutiny under a properly worded formula business ordinance. Please make sure the ordinance you pass makes sure this kind of situation is fully addressed.

I also want to express my deep concern about Dollar General. Dollar General is more than just a dollar store, though its business model does overlap that of Dollar Tree, which we already have. Dollar General sells products that will put it in competition with hardware stores, drug stores (though not the pharmacy), grocery stores (including the Grocery Outlet if it is approved), and Dollar Tree. It will be located just down the street from Purity and, although Dollar General does not usually carry fresh grocery products, it could siphon enough business away from Purity to cause that store to close.

I want to remind the Planning Commission that when CVS came to town, Rite Aid ended up closing one of their two stores. This is any example of a formula business impacting another

formula business. Rite Aid chose to close the one in the Boatyard. I've never been impressed with CVS, and the current Rite Aid on Chestnut Street is not nearly as well stocked or organized as the one that closed (and is now currently occupied by Dollar Tree). Our town traded two Rite Aids for one Rite Aid and a CVS. Did tax revenues increase because of this swap? There might have been a short bump during construction and before the Boatyard Rite Aid closed, but I doubt there was a long-term increase once the dust settled. For me, it was an overall loss because the drug store that best served my needs closed. There are only so many local dollars to go around, and formula businesses won't generate more of them because their business model is money extraction, not generation. The jobs provided are usually minimum wage and part time, not providing a living wage for employees. And tourists aren't likely to spend a lot of money at these types of stores. In fact, these businesses will be sending their profits to Corporate HQ in another state rather than reinvesting them in our community. I encourage the Planning Commission to look at the impact of Dollar General on the balance sheet of towns in rural areas. I suspect bringing that type of store to our community will not increase the bottom line much, if at all. It might even result in a net loss over time as local businesses close.

In addition, Dollar General is particularly notorious for not caring about the communities where they place their stores. To ensure maximum profit, Dollar General's corporate policies promote neglect and criminal activities by demanding minimal staffing, lack of support for security, large signage in the windows preventing monitoring by local police, and trash buildup on the exterior of the building. Several articles about these issues were posted in comments online, and I am listing them all below for ease of access to this information. And, I am particularly concerned about yet another ready source of cheap alcohol (a concern I have about Grocery Outlet as well).

It is essential that the formula business ordinance include language about denial due bad corporate behavior. Perhaps being sued for violation of health, safety, and environmental laws could be sufficient cause for denial, without the city being accused of bias or arbitrary definitions. Even lawsuits that are settled may not be excusable because these companies have a lot of money to throw at lawyers to get charges dismissed. Is there is any precedent for including this type of clause in existing formula store ordinances? I think it is important to include this type of

In conclusion, I am concerned about formula businesses swooping in during these distressed economic times, taking advantage of cheap property and lack of competition. Until we have a coherent, enforceable policy on the books, Fort Bragg is low-hanging fruit for these types of businesses. I strongly encourage the Planning Commission to propose a moratorium on all franchise/formula businesses until such a policy is developed and approved by the City Council.

Leslie Kashiwada, Ph.D.
Fort Bragg, CA
kashiwa@mcn.org

Articles about Dollar General

How Dollar Stores Became Magnets for Crime and Killing

Discount chains are thriving — while fostering violence and neglect in poor communities.

By Alec MacGillis

June 29, 2020 6 a.m. EDT

<https://www.propublica.org/article/how-dollar-stores-became-magnets-for-crime-and-killing?fbclid=IwAR2pjPLkm9Ljpy3rMZY6qnZTGfQi53JyTOxuUF12TGfX36U0s9iMC6T-Lng>

How Dollar General Is Transforming Rural America

December 11, 2017 5:16 AM ET

Heard on [Morning Edition](#)

https://www.npr.org/2017/12/11/569815331/loving-and-hating-dollar-general-in-rural-america?fbclid=IwAR0_ctNeM3Ywy5j2eoahiJs4QycBm3ppf6Uq4QHGWLa30QnjlijYx68rirA

Dollar Stores Thriving in COVID Environment

Dollar stores have been deemed as essential businesses and remained open throughout the pandemic, and as unemployment numbers increase, many households are struggling to make ends meet.

By [Lisa Brown](#) | September 08, 2020 at 03:41 AM

<https://www.globest.com/2020/09/08/dollar-stores-thrive-in-covid-environment/?fbclid=IwAR1wIz9QFCHAJED2HpnYh8yEYNM0DGaHyVAmuhzrDoXFijNVRuoJ21LNQ0&slreturn=20201116220244>

Why dollar stores are bad business for the neighborhoods they open in

They're affordable, but often lack fresh and healthy food—and gut local and independently owned businesses. 12-10-2018

https://www.fastcompany.com/90278384/why-dollar-stores-are-bad-business-for-the-neighborhoods-they-open-in?fbclid=IwAR37femw2TmyB-Vr32SBMsAmiDA0ltnAyUTwZD0Fsx1C3f5Lvgi7_EIP14

How Dollar Stores Prey on the Poor

“Their whole strategy is to go to a neighborhood that has a lot of poor people who don't have access to transportation and can only walk to and from the dollar store.”

by [Michael Sainato](#) October 1, 2019

https://progressive.org/magazine/dollar-stores-prey-on-the-poor-sainato-191001/?fbclid=IwAR1HkRUjEkaFBDGCMCHP21X9sZhqWcmpCjitTdiJdXULpSJ62mj3II_B_LY

Where even Walmart won't go: how Dollar General took over rural America

As the chain opens stores at the rate of three a day across the US, often in the heart of 'food deserts', some see Dollar General as an admission that a town is failing

<https://www.theguardian.com/business/2018/aug/13/dollar-general-walmart-buhler-haven-kansas>

Gonzalez, Joanna

From: noreply@granicusideas.com
Sent: Thursday, December 17, 2020 10:39 AM
To: Gonzalez, Joanna
Subject: New eComment for Planning Commission - Via Webinar



New eComment for Planning Commission - Via Webinar

Richard Miller submitted a new eComment.

Meeting: Planning Commission - Via Webinar

Item: 20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

eComment: I oppose the building of a Dollar Store here in Fort Bragg. The employment practices of this company have been well documented as reprehensible. Please do not allow them to build here. Richard Louis Miller, M.A., Ph.D. Clinical PsychologyMindBodyHealthPolitics.org CovidResponseNetwork.net Wikipedia: Dr. Richard Louis MillerWikipedia: Wilbur Hot SpringsPsychedelicMedicineBook.com Psychepedia.org

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Gonzalez, Joanna

From: Paul Clark <pclark@fortbraggrealty.co>
Sent: Thursday, December 17, 2020 6:44 PM
To: Gonzalez, Joanna
Subject: Meeting

Hi Johanna I've got a meeting scheduled at seven so I will probably have to drop off if it's possible I would like to comment seems odd that there was nothing for areas like the north coast Eureka or Crescent city. Brandon. Brookings Newport Waldport all those cities similar more similar to ours than Coronado or Malibu where they have millions of people in the neighborhood that's one thing that I would have preferred also I wanted to ask the commissioners if any of them had actually gone out and spoken to business owners around the town citizens that sort of thing or they just waited for people to respond to them hopefully they reached out and my biggest concern is that these decisions are being done with very limited exposure when the governor first came out with the shut down orders they cautioned municipalities for making major decisions with at this time but it seems to be marching along that is a big concern and the last thing my impression was that grocery outlet was looking at the old social services building now it seems like that is the Dollar General maybe they it would be a good time to explain what's going where the Carini property what application is on that that's where I thought the Dollar General store was going which I do not support but you can't stop them thank you Please excuse the grammatical errors I was dictating this thank you

Sent from my iPhone

Gonzalez, Joanna

From: Danika Delaney-Dudley <virgobabe19@gmail.com>
Sent: Tuesday, December 15, 2020 8:07 AM
To: Gonzalez, Joanna
Subject: Dollar General

I am sending this email to voice my opinion about the Dollar General.

I have lived here my entire life, ive never moved away. My first corporate job was Cvs. I was there for 4 years and then i was asked if i would like to be hired to be an assistant store manager for Dollar Tree. I was excited that there would be something new here in fort bragg, i never before had an issues with the company. (I quit Dollar Tree in August this year) So i began working for the company, they had me travel to santa rosa to work in dollar trees there until the one here was built. The stores there were a mess! Their warehouses crowded, the salesfloor looking like a tornado went through them, they were short staffed and always under pressure. I thought to myself "this wont be our store, we are starting off fresh!".

The Dollar Tree was finally built in fort bragg and we started to get our shipments in and products out. Shortly after that they continued to send us way too much stuff, not support the hours to what they were sending, working me and everyone else sporadic graveyard shifts. I was constantly sacrificing my personal life and A healthy sleep cycle for them. We were constantly going through employees, the expectations the company has are extremely high for the kind of store they are and to expect so much when they dont give support is insane.

The company only does part time, with the exception of 4 full time managers, i was included. Thats one of the problems i have with the company, they do that so they dont have to give benefits, when they make plenty of money to support their employees. The other problem i have with them is how much merchandise ends up in the trash. Almost everything in there is quickly disposable, from party supplies to kitchenware. A lot of people argue the store is necessary for the poor, i would argue against that. It helps people create more trash and eat unhealthy. I think fort bragg would have been better off without it, and we definitely DO NOT NEED A DOLLAR GENERAL.

Thank you
Danika

Gonzalez, Joanna

From: D C <dc46ca@gmail.com>
Sent: Thursday, December 17, 2020 6:34 PM
To: Gonzalez, Joanna
Subject: Public comment for Item 5 planning commission

Please read for Item 5 (I go by DC or David, resident of Fort Bragg):

There are few opportunities to fundamentally shape and enhance the future life and vitality of Fort Bragg greater than the one we have before us tonight. Excluding factors that are out of our control (eg. climate change or state and federal policies) I would contend that formula business, particularly when left unchecked, poses one of the largest, if not the largest, threats to our future psychological, communal, and even economic health.

We need a diverse economy, but tourism is widely believed (assuming COVID is eventually resolved), to be our biggest boon. Even other industries like fishing benefit from all those feet trampling down to the harbor or into our many restaurants. And if there is one thing that repels 21st century tourists faster than a bad Yelp review, it's ugly, boring, formula business.

In my unrealistic utopia, there would be no formula business and we'd have universal basic income to ensure our basic needs are met. But until then we need goods and services at not ridiculously high prices.

Here's the thing: with very few exceptions, we can achieve that without formula businesses.

Of the list of high tax netters in the staff report, more than half are formula businesses, which implicitly even if unintentionally suggests they are critical for tax revenue and our economic future. But I see almost no examples of formula businesses providing something we deem as important goods that a local business could not (dollar store and safeway perhaps being exceptions with regard to prices specifically).

I also don't find the breakdown of high tax-netters being formula or not to be compelling without looking at the bigger picture: how does that breakdown compare to other small, tourism-based cities that rely heavily on physical setting and aesthetics as the primary draw?

Let's not be tricked into thinking we need formula business for taxes. Not to mention the profits go elsewhere and we lose all the local sales tax that locally owned business owners keep and spend here, which could offset if not surpass what their powerpoints claim they can "generate" (in quotes) for Fort Bragg.

Gonzalez, Joanna

From: kristine hendricks <khendricks0715@gmail.com>
Sent: Tuesday, December 15, 2020 3:02 PM
To: Gonzalez, Joanna
Subject: Dollar general

To whom it may concern,

I am a fort Bragg resident and I live on Franklin street, across from the proposed Dollar General store. I am not in support of this new building. There is already an issue with enough parking in this area, and even if they have a small parking lot, it's still going to increase the parking issue.

Also, there are many empty buildings in town that need a business. Why not have them use one of the already existing structures in fort Bragg rather than build another completely unnecessary building.

There is a constant traffic issue at Maple and Franklin where people don't realize there is not a stop sign for Franklin. I have heard MANY screeching tires at this intersection as well as witnessed accidents. I've also seen pedestrians in this cross walk almost get hit by vehicles. Adding another big business at this intersection will only worsen the traffic and problem.

I feel that other options should be explored and that this is not a good location.

Thank you,

Kristine Hendricks

Sent from my iPhone

Gonzalez, Joanna

From: Marina Rose <flammablepony@gmail.com>
Sent: Tuesday, December 15, 2020 3:24 PM
To: Gonzalez, Joanna
Subject: Please no Dollar General/big box

Hello I'm writing as a VERY concerned citizen over the idea floating of bringing in a Dollar General, there are studies of the effects of having one in a rural/low income/failing community and NONE of them are positive for the community, in fact they specifically tend to prey on low income and failing communities like ours.

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I am absolutely 100% serious that letting one in will be the nail in the coffin for Fort Bragg.

https://progressive.org/magazine/dollar-stores-prey-on-the-poor-sainato-191001/?fbclid=IwAR2SXYXh8TCO_IVWTfeCq2t9Y-YI93dcuKTg1wLg2yg8LHMdq_HM8k_tKho

<https://www.fastcompany.com/90278384/why-dollar-stores-are-bad-business-for-the-neighborhoods-they-open-in?fbclid=IwAR3NhxQPd7RJ4DXkGAQT8alo1rIKuavZcO1c1z5sPIakuHzs2FMY8rJpj2U>

- Marina Zekley

Planning Commission meeting 12-17-2020

20-958 Receive Report and Make Recommendations for Preparation of an Ordinance to Regulate Formula Business to Amend Title 18 of the Fort Bragg Municipal Code [Inland Land Use and Development Code (ILUDC)]

Dear Commissioners,

Just to shed some historical light on this issue I want to inform you that I, Annemarie Weibel, member of Citizens for Appropriate Coastal Land Use (CACLU) have followed the meetings of the city council, planning commission, and community development commission ever since a mall at the gateway (Hwy 20 & Hwy1) on the ocean side across from the Boatyard Shopping Center in 2015 was proposed (Hare Creek mall). After a Mitigated Negative Declaration (MND) that turned into an Environmental Impact Report (EIR) the project died.

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Now we have proposals for the Avalon Hotel, a Dollar General, and a Grocery Outlet Bargain Market among other projects. We already have Dollar Tree.

Dollar General is a company that has a business model based on essentially breaking the law and cutting corners when it comes to basic worker safety. Despite receiving more than 100 safety and health violations at stores nationwide since 2010 the company has still failed to take corrective action. See comments that you received from several community members for links, etc.

After Dollars Stores were invading the inland areas of Mendocino County and Lake County a citizen's group worked together with County officials and on 8-1-2017 the Board of Supervisors approved their Formula Business Ordinance.

I immediately informed Marie Jones about that and asked that Fort Bragg would craft a Formula Business Ordinance. Many community members also asked for such an Ordinance at city council meetings, and planning commission meetings. We were also informed that the community development commission was not interested to pursue that. Around the time of the Auto Zone project the need to have such an ordinance became crystal clear again.

At this point such an ordinance is so crucial that the money can be found. Community members asked for such an Ordinance for 5 years. Of course Paul Clark disagrees as he is in the business to sell properties for commercial businesses. Please deny the Alternative Action (not to craft the Formula Business Ordinance).

Jacob Patterson in his e-mail to you for the 11-12-2020 meeting listed good points to be aware of as well in his comments from today. To summarize I want to also support his recommendation to demand a design review and to formulate the Ordinance so there is no ambiguity, no vagueness; that findings include objective and measurable criteria to see if the proposal is in compliance (what metric used and what the threshold for compliance with the metric is). Rather than indicating that a project should be compatible with our town character indicate that formulaic aspects need to be minimized and that corporate sameness avoided.

I think Jacob Patterson's comments are even more important as the city after the departure of Marie Jones has been hiring or will hire outside consultants to deal with Negative Declarations (ND), MND, and/or EIR possibly.

Destiny Preston, CA Coastal Commission Coastal Program Analyst, in her review of the Auto Zone project from 1-25-2019 also commented on the necessity of completing an analysis that demonstrates how the development is consistent with the small, rural character of Fort Bragg and should not detract from established commercial businesses; and findings must be made to show that the scale and design maintains the small town character and natural beauty.

In addition to the links from past meetings you might also look at the city council meeting notes from 11-25-2019 and planning commission meeting notes from 9-25-2019. Dr. Leslie Kashiwada also contributed many valuable suggestions at most of the past meetings relating to formula businesses.

What I gained from reading the staff agenda and related documents is the following:

I appreciate the list of the recent top 25 sales tax generating businesses. It would be helpful to also have the square footage listed for these.

I read in the staff report about the General Commercial Corridor, the Main Street corridor that stretches from the Noyo Bridge to the Central Business District (CBD). Many of the City's existing formula businesses are located in this commercial corridor and it seems to be the most likely District to allow such businesses. The same was indicated in the analysis by the private consultant hired by Auto Zone. I feel that we already have enough franchise businesses along this corridor, otherwise it will really look like "Anywhere USA." Half of the recent top 25 sales tax generating businesses are already along this corridor. Let's not have more formula businesses along this stretch. If one vacates then having another formula business possibly using that spot could be considered.

In the Central Business District the city should prohibit facade renovations that incorporate an element of uniform branding and limit exterior displays to signage only. As pointed out in the October 24, 2019 staff report, many cities limit the size, design, location and configuration of businesses so they fit within historic downtowns and do not dominate a downtown district.

I agree with Ojai's requirement that all formula businesses in town need a use permit and that they ban formula businesses that are over 2,000 square feet or exceed 25 feet of linear street frontage in the downtown commercial district.

As a part of the Ordinance it should be forbidden that buildings that are bigger than 2,500 sq. ft. should be allowed, other than if they are already there.

As a part of the ordinance that addresses issues about not accepting businesses that serve the same need (see LU-4.1) we have enough cannabis businesses and pizza restaurants.

We should not use 25 as a magic # as far as formula businesses that are duplicated somewhere else, but only 10 (maximum).

All applicants should know that a Design Review is required and should apply for a Use Permit (no Minor Use Permits).

It is high time to pass this Ordinance before we get more applications from more formula businesses.

I do not understand why certain parts of the Ordinance could not be incorporated into the Coastal Zone. There it is even more crucial. I realize it will take longer to accept them into the Coastal documents.

Thank you for addressing these issues.

Sincerely, Annemarie Weibel

From: [Annie Lee](#)
To: [Miller, Tabatha](#); [Lemos, June](#); [O'Neal, Chantell](#); [Gonzalez, Joanna](#)
Subject: Ordinance to Regulate Formula Business
Date: Wednesday, January 06, 2021 2:47:57 PM

Dear Commissioners,

As a long-time resident of the north coast, I have watched the slow creep of newer franchised businesses such as Taco Bell, McDonald's and Dollar Tree, into the landscape to join those longer established, such as Rite Aid and Long's. The unique nature of the coast, and Fort Bragg in particular, and its draw for visitors as well as locals, is its unique character. Without restrictions on a further influx of similar businesses, our town will become a strip mall indistinguishable from a million other small towns.

In addition, it is well known that this type of business, aside from taxes, does not invest in our community, does not support our non-profits and service organizations, and provides only low-wage positions for local workers.

I would urge you to draft an ordinance that protects what we have not already lost and encourages development that will benefit our community in the long run.

Thank you,
Annie Lee
Caspar

Gonzalez, Joanna

From: Paul Clark <pclark@fortbraggrealty.co>
Sent: Thursday, December 17, 2020 6:44 PM
To: Gonzalez, Joanna
Subject: Meeting

Hi Johanna I've got a meeting scheduled at seven so I will probably have to drop off if it's possible I would like to comment seems odd that there was nothing for areas like the north coast Eureka or Crescent city. Brandon. Brookings Newport Waldport all those cities similar more similar to ours than Coronado or Malibu where they have millions of people in the neighborhood that's one thing that I would have preferred also I wanted to ask the commissioners if any of them had actually gone out and spoken to business owners around the town citizens that sort of thing or they just waited for people to respond to them hopefully they reached out and my biggest concern is that these decisions are being done with very limited exposure when the governor first came out with the shut down orders they cautioned municipalities for making major decisions with at this time but it seems to be marching along that is a big concern and the last thing my impression was that grocery outlet was looking at the old social services building now it seems like that is the Dollar General maybe they it would be a good time to explain what's going where the Carini property what application is on that that's where I thought the Dollar General store was going which I do not support but you can't stop them thank you Please excuse the grammatical errors I was dictating this thank you

Sent from my iPhone

Gonzalez, Joanna

From: Danika Delaney-Dudley <virgobabe19@gmail.com>
Sent: Tuesday, December 15, 2020 8:07 AM
To: Gonzalez, Joanna
Subject: Dollar General

I am sending this email to voice my opinion about the Dollar General.

I have lived here my entire life, ive never moved away. My first corporate job was Cvs. I was there for 4 years and then i was asked if i would like to be hired to be an assistant store manager for Dollar Tree. I was excited that there would be something new here in fort bragg, i never before had an issues with the company. (I quit Dollar Tree in August this year) So i began working for the company, they had me travel to santa rosa to work in dollar trees there until the one here was built. The stores there were a mess! Their warehouses crowded, the salesfloor looking like a tornado went through them, they were short staffed and always under pressure. I thought to myself "this wont be our store, we are starting off fresh!".

The Dollar Tree was finally built in fort bragg and we started to get our shipments in and products out. Shortly after that they continued to send us way too much stuff, not support the hours to what they were sending, working me and everyone else sporadic graveyard shifts. I was constantly sacrificing my personal life and A healthy sleep cycle for them. We were constantly going through employees, the expectations the company has are extremely high for the kind of store they are and to expect so much when they dont give support is insane.

The company only does part time, with the exception of 4 full time managers, i was included. Thats one of the problems i have with the company, they do that so they dont have to give benefits, when they make plenty of money to support their employees. The other problem i have with them is how much merchandise ends up in the trash. Almost everything in there is quickly disposable, from party supplies to kitchenware. A lot of people argue the store is necessary for the poor, i would argue against that. It helps people create more trash and eat unhealthy. I think fort bragg would have been better off without it, and we definitely DO NOT NEED A DOLLAR GENERAL.

Thank you
Danika

Gonzalez, Joanna

From: D C <dc46ca@gmail.com>
Sent: Thursday, December 17, 2020 6:34 PM
To: Gonzalez, Joanna
Subject: Public comment for Item 5 planning commission

Please read for Item 5 (I go by DC or David, resident of Fort Bragg):

There are few opportunities to fundamentally shape and enhance the future life and vitality of Fort Bragg greater than the one we have before us tonight. Excluding factors that are out of our control (eg. climate change or state and federal policies) I would contend that formula business, particularly when left unchecked, poses one of the largest, if not the largest, threats to our future psychological, communal, and even economic health.

We need a diverse economy, but tourism is widely believed (assuming COVID is eventually resolved), to be our biggest boon. Even other industries like fishing benefit from all those feet trampling down to the harbor or into our many restaurants. And if there is one thing that repels 21st century tourists faster than a bad Yelp review, it's ugly, boring, formula business.

In my unrealistic utopia, there would be no formula business and we'd have universal basic income to ensure our basic needs are met. But until then we need goods and services at not ridiculously high prices.

Here's the thing: with very few exceptions, we can achieve that without formula businesses.

Of the list of high tax netters in the staff report, more than half are formula businesses, which implicitly even if unintentionally suggests they are critical for tax revenue and our economic future. But I see almost no examples of formula businesses providing something we deem as important goods that a local business could not (dollar store and safeway perhaps being exceptions with regard to prices specifically).

I also don't find the breakdown of high tax-netters being formula or not to be compelling without looking at the bigger picture: how does that breakdown compare to other small, tourism-based cities that rely heavily on physical setting and aesthetics as the primary draw?

Let's not be tricked into thinking we need formula business for taxes. Not to mention the profits go elsewhere and we lose all the local sales tax that locally owned business owners keep and spend here, which could offset if not surpass what their powerpoints claim they can "generate" (in quotes) for Fort Bragg.

Honorable Planning Commission Members,

I write to you this afternoon regarding 5B. 20-958. The challenge for you, as appointed officials and for our City Council is to make sure that businesses like Dollar General make no further advances in our community.

I don't envy your predicament, if you share my sense that Dollar General is not needed in our community. Dollar General has a record of crooked business practices and creating food deserts wherever they are established.

The staff work on this item is thorough and excellent. But the decision you are charged with remains a difficult one.

If I may, a citywide Use Permit requirement is not a ban. It is a sensible way to plan and prepare for the commercial growth ahead.

My one complaint with the staff report is the suggestion that there is no Green House Gas issue. Formula businesses and chain stores are inherently GHG multipliers. GHGs are a big deal. Our region has many businesses who count on battling GHGs, i.e. mitigating their effect, as an important part of their work—and they receive substantial income for this. We should not be contributors to the climate crisis.

Thank you for your work on this difficult and important task.

George Reinhardt

Gonzalez, Joanna

From: kristine hendricks <khendricks0715@gmail.com>
Sent: Tuesday, December 15, 2020 3:02 PM
To: Gonzalez, Joanna
Subject: Dollar general

To whom it may concern,

I am a fort Bragg resident and I live on Franklin street, across from the proposed Dollar General store. I am not in support of this new building. There is already an issue with enough parking in this area, and even if they have a small parking lot, it's still going to increase the parking issue.

Also, there are many empty buildings in town that need a business. Why not have them use one of the already existing structures in fort Bragg rather than build another completely unnecessary building.

There is a constant traffic issue at Maple and Franklin where people don't realize there is not a stop sign for Franklin. I have heard MANY screeching tires at this intersection as well as witnessed accidents. I've also seen pedestrians in this cross walk almost get hit by vehicles. Adding another big business at this intersection will only worsen the traffic and problem.

I feel that other options should be explored and that this is not a good location.

Thank you,

Kristine Hendricks

Sent from my iPhone

Gonzalez, Joanna

From: Linda Jupiter <jupiter@mcn.org>
Sent: Wednesday, January 06, 2021 3:38 PM
To: Gonzalez, Joanna
Subject: Public Comment for tonight's discussion

Dear Ms. Gozalez,
Please distribut this email for this evening's Planning Commission meeting.
Thank you,
Linda
Uninvited dweller on Northern Pomo land

January 6, 2021

Honorable Planning Commission members,

I strongly support a robust ordinance *against* adding more Formula Business stores here in FB for several reasons.

So many of these Formula Businesses don't offer well-paying or sustainable employment. Many operate with skeleton staffs, have many missing items from shelves, and almost no security (just check out CVS Pharmacy). The dollar chains, in particular, are subject to frequent class action lawsuits for fair labor law violations, usually settling out of court for millions of dollars. They not only treat their employees badly but break laws to save a buck.

“Smaller cities and towns are blocking the stores (in particular, Dollar General) in their communities. Dollar General recently backed down in Bridgeport, Kentucky, a small town outside of the state's capital, after residents and the County's planning and zoning department objected. Small New England towns, including Thomaston, Maine, and Deerfield, Massachusetts, have rejected stores. In rural Huntington Township, Ohio, the County rejected a Dollar General proposal after hearing quality-of-life concerns from residents. And the city planner in Hutchinson, Kansas, is seeking early action to limit the spread of the stores in that small city.” (<https://ilsr.org/more-cities-pass-laws-to-block-dollar-store-chains/>)

In many places, authorities have put a moratorium on the opening of Formula Businesses, allowing cities time to write permanent regulations. It is important for us to put the tools in place to always provide healthy options of all kinds for our community.

The Institute for Local Self-Reliance wrote recently. “There's growing evidence that these stores (i.e., Dollar General) are not merely a byproduct of economic distress. They're a cause of it,” the report concluded.

We don't need to import more economic distress to our beautiful Mendocino coast. Please do the right thing and stop more Formula Businesses (especially Dollar General) from destroying our community.

Sincerely,

Linda Jupiter
Fort Bragg

Gonzalez, Joanna

From: Marina Rose <flammablepony@gmail.com>
Sent: Tuesday, December 15, 2020 3:24 PM
To: Gonzalez, Joanna
Subject: Please no Dollar General/big box

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- Marina Zekley

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To: [Miller, Tabatha](#); [Lemos, June](#); [O'Neal, Chantell](#); [Gonzalez, Joanna](#)
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Thank you for addressing these issues.

Sincerely, Annemarie Weibel

Gonzalez, Joanna

From: Miller, Tabatha
Sent: Wednesday, January 06, 2021 4:19 PM
To: Gonzalez, Joanna
Subject: FW: formula for businesses

I believe you got this but wanted to confirm.

Tabatha Miller

City Manager
City of Fort Bragg
(707) 961-2829
TMiller@FortBragg.com



From: Jennifer Kreger <refinnej@mcn.org>
Sent: Wednesday, January 06, 2021 3:31 PM
To: Miller, Tabatha <TMiller@fortbragg.com>
Subject: Fwd: formula for businesses

Hi! I think this is less than three minutes long, for tonight.
thank you for all your good work!
J

Begin forwarded message:

From: Jennifer Kreger <refinnej@mcn.org>
Date: January 6, 2021 at 3:28:45 PM PST
To: cdd@fortbragg.com
Subject: formula for businesses

Dear Commissioners:

We do need more businesses in Fort Bragg, but they need to be businesses that support Fort Bragg.

Big box chain stores send their profits out of the area.

I am not saying we should kick out any businesses that are already here now. But going forward, let's give new permits to just two kinds of businesses:

- (1) businesses that are locally owned and do not send profits out of our county
- (2) businesses that are B corporations so they benefit the workers, our local community, and our

land and water.

These are the ones that recycle our money right here at home. These are the ones we can afford.

Thank you.
Jennifer Kreger