

**From:** [Sarita Colberg](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet  
**Date:** Tuesday, May 25, 2021 10:37:26 AM

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To Whom It May Concern,

I am writing to express my support for the building of a Grocery Outlet in Fort Bragg and specifically the proposed location on South Franklin St. I have heard reasons from no big box stores to Not In My Back Yard due to traffic, but I think the concerns are unfounded and the benefits to our community is immense. With wages severely low compared to housing and many residents on fixed incomes we desperately need a more affordable food option and Grocery Outlet provides that and more with household supplies as well. Many residents who are able drive 45 minutes to Willits to shop their store already. The prices are much lower than Safeway and the produce is fresher (in my experience) by at least a week. Purchasing fresh, healthy foods that do not mold overnight in the fridge is also very important the the health and welfare of our community. Many of our lower income residents do not have the ability to travel out of town and may not even have a car to drive to the store, so the location near to a new low income apartment complex in addition to the existing ones by the hospital seems ideal. Of course we all know that it is best to provide local options for all of our needs to keep the sales tax money here. This project will not generate the same sales tax revenue as other no-food stores, but it is a step in the right direction for our City.

Thank you,  
Sarita Colberg

**From:** [Marilyn](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet  
**Date:** Wednesday, May 26, 2021 9:36:28 AM

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Good afternoon, I am writing this email to show my support for Grocery Outlet. I believe this town deserves options in regards to shopping and having Grocery Outlet in our community is a good first step. I feel Fort Bragg is stuck in the past, which isn't helping anyone and we need to move forward. Please take into consideration the needs of this town and its residents for once and allow Grocery Outlet to become part of this community. Thank you for your time.

Sincerely,  
Marilyn Costa

Sent from my iPhone

**From:** [Cheryl Covington](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet  
**Date:** Wednesday, May 26, 2021 6:21:19 AM

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I support the approval of the Grocery Outlet store permit. Please support the voice of the people who have stated their desire for lower price alternative shopping. It has been far too long that a small minority who opposed development stop efforts to bring in any and all development to the coast. Some of which is much needed by members of our community for quality of life and affordability.

A few years ago the City stated they were pro-business and the only thriving business development plans here have been for the marijuana industry. It is questionable how that brings quality of life and resources to the rest of the community. Fort Bragg has made the mistake of repeatedly promoting disproportionate focuses and services. As a result we have a high homeless population, low income- low job opportunity for our stable residents and now dispensaries and marijuana focus. None of which in excess promotes healthy environments for those who have invested our lives here. Weigh those priorities against an affordable alternate food source and the choice is clear. Vote to approve!

Thank you!

Kindest regards,

Cheryl Covington, Realtor  
Gale Beauchamp Realty  
345 Cypress St.  
Fort Bragg, CA 95437  
916.508.9758  
CalDRE # 01966606

[CherylCovington.com](#)

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**Evan S. Dick**  
**201 North Harbor Drive**  
**Fort Bragg, CA 95437**  
**tel. (707) 813-7151**  
**fax (707) 964-2280**

April 26, 2021

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

**Subject: Coastal Development Permit for Grocery Outlet**

Dear Sirs,

I am writing to you with regard to the new Grocery Outlet store that has been proposed for construction and operation on the 800 block of South Franklin Street in Fort Bragg, directly across the street from my house. My intention here is to set forth a number of reasons why permission to build and operate that proposed new store should be denied.

I have owned my home here on the northeast corner of North Harbor Drive and South Franklin Street since 2000. As you assuredly recall, a number of years ago, I led a successful community drive to block construction of a new Dollar Tree store on exactly the same site now proposed for construction and operation of a new Grocery Outlet store. The reasons why the majority of my neighbors and I opposed the construction of that Dollar Tree store back then are exactly the same reasons why we now oppose the new Grocery Outlet store whose application for a Use Permit is under your consideration.

Those reasons are as follows:

- 1) grave impediment to emergency vehicles going to and from Mendocino Coast District Hospital (MCDH) along South Street, which passes directly by the northern corner of the lot on the 800 block of South Franklin Street that has been proposed as the site for the new Grocery Outlet. Incidentally, the intersection of South Street and South Franklin Street, just one block north of my home, is already notorious for having an inordinately high rate of traffic accidents. I and my neighbors legitimately fear that the additional heavy traffic that will inevitably be generated by customer and delivery vehicles going to and from the proposed Grocery Outlet will simply exacerbate that pre-existing hazardous traffic situation at South Street and South Franklin Street.
- 2) Furthermore, that same inevitably dramatic increase in the vehicular traffic on North Harbor Drive, South Franklin Street, South Street, and other neighboring streets that would ensue from construction of the proposed new Grocery Outlet store would generate a whole series of other grave safety, health, environmental and quality of life risks in what fundamentally is still a **residential** neighborhood, notwithstanding the mixed-use zoning prevalent in this area. Everyone living or temporarily staying in my neighborhood at its various hotels and motels will be impacted by these various risks:
  - a) a dramatic increase in air pollution produced not only by passenger vehicles but especially by the delivery vehicles, many of which will be diesel tractor trailer rigs. It is common knowledge that the particulate generated by the combustion of diesel fuel in vehicles constitutes a grave

health risk, measurable in terms of increased incidence in cancer, asthma, and other serious if not fatal diseases;

- b) a dramatic increase in noise pollution. As you might already know, I have filed numerous complaints over the years with the Fort Bragg Police Department and Fort Bragg City Hall against the recurrent noise produced by the tractor trailer delivery trucks that frequently but illegally park in the empty lot directly across from my home and abutting on the rear side of the Super 8 Motel located at the corner of North Harbor Drive and Main Street. That noise is generated by the truck generators and refrigeration units in their trailers which typically, but illegally, run all night, negatively impacting the sleep of neighbors for at least a two-block radius. That fact can be confirmed both by the Fort Bragg Police Department and even by the Mayor of Fort Bragg, Mr. Bernie Norvell, whose own nighttime slumber was disturbed in consequence of one such incident that occurred in the wee hours of Wednesday, April 7, 2021. Moreover, those relatively few tractor trailers that currently travel along our neighborhood streets already generate a significant amount of noise. Those problems would inevitably increase dramatically if the proposed new Grocery Outlet were granted a construction permit and Use Permit;
- c) That increase in noise would necessarily be accompanied by a drastic increase in congestion on around my house and on neighboring streets. North Harbor Drive already experiences heavy traffic at certain hours and on certain days. North Harbor Drive constitutes the ONLY access to the northern side of Noyo Harbor. That unavoidable route, connecting Main Street / Highway 1 to the west with the harbor and its dense assemblage of private homes and apartments, hotels, restaurants and bars, stores, professional fishing establishments, workshops to the east, and at the end, Noyo Harbor Beach, already attracts very heavy traffic on the weekend, and in the peak summer tourist season, virtually every day. All of that traffic passes directly in front of my house, which sits at the intersection of North Harbor Drive and South Franklin Street. As you know, that T intersection is already highly problematic due to the obstinate failure of numerous motorists to obey the stop signs, the choke point represented by the availability of only one lane of traffic in either direction, and the aforementioned heavy traffic volumes at peak hours. Incidentally, these same traffic problems already make it difficult, if not even dangerous, for me and my family members to enter and pull out of our driveway on the South Franklin Street side of my property. The same could be said for certain other residences along both streets in the vicinity of my house. Now, it is obvious that those problems will only be compounded in future if the proposed Grocery Outlet is granted permits for construction and business operation, due to all the additional vehicular traffic going to and from that proposed store, which simply does not even exist at present. Inevitably, a stoplight would have to be installed at the intersection of North Harbor Drive and South Franklin Street, and probably also at the intersection of South Street and South Franklin Street and at the intersection of Main Street and North Harbor Drive, simply to regulate the enormous increase in traffic volume generated by that proposed Grocery Outlet store and prevent the inevitably dramatic increase in vehicular collisions and even vehicular-pedestrian collisions along the streets around my home and neighborhood. Past traffic analyses of my neighborhood that were prepared on the assumption that first the Dollar Tree and now the Grocery Outlet would be constructed have repeatedly borne out my assertions made above and the consequent inadvisability of allowing the construction and operation of such a retail establishment on the 800 block of South Franklin Street;
- d) law and order problems would also ensue from the operation of such a large discount retail grocery store: the proposed Grocery Outlet would in all likelihood (as the present situations existing at the nearby Safeway store, Rite-Aid Drugstore, and CVS store amply confirm to any passerby) attract loiterers, the homeless, and a dramatic increase in litter in our neighborhood, where such problems are presently minor or non-existent. To repeat, our neighborhood is primarily residential, and currently suffers "only" from the existing traffic nuisances and the

weekly Tuesday night noise caused by the delivery trucks persistently parking illegally in the empty lot on the northwest corner of North Harbor Drive and South Franklin Street. The truck drivers responsible for those recurrent infractions are simply brazen, recidivist lawbreakers who collectively constitute a red flag warning of what will definitely ensue if the Grocery Outlet store is allowed to be built and operate. It is unthinkable that if even now, with just two or three tractor trailer rigs that illegally park across the street from my house one night a week, directly across the street from the Harbor Lite Inn, and just a few feet behind the guest rooms at the Super 8 Motel, disturbing the peace and slumber of one and all for a two block radius, notwithstanding repeated Police interventions and warnings, the noise and traffic problem here would do anything other than worsen were the Grocery Outlet be allowed to open;

- e) consequent to the problems associated with the list of claims made above, the value of my home and yard will necessarily be impaired. It is fair to assume that if the new Grocery Outlet store project is allowed to proceed on South Franklin Street, the present value of my property will be reduced to its tear-down value, thereby obviating the enormous investment of time, energy, and money that I have made in my home and garden over the last 21 years.

So, to conclude: the proposed construction and operation of a Grocery Outlet store on the 800 block of South Franklin Street can only worsen the quality of life and safety of surrounding residents and visiting tourists in the nearby hotels and motels, and either create new hazards or severely exacerbate pre-existing ones (slowing down or blocking emergency vehicles going to and from the MCDH along South Street, aggravating the at times already heavy traffic on North Harbor Drive and South Franklin Street, aggravating existing noise problems, etc.).

I humbly submit these critical issues to your attention and earnestly hope that you will accord them the ponderous consideration that they merit in the context of any decision on whether to grant the proposed Grocery Outlet store a building permit, use permit and any other form of official authorization as might be necessary for that business establishment to commence operations.

Sincerely yours,

Evan S. Dick



**From:** [Carrie Durkee](#)  
**To:** [CDD User](#); [O'Neal, Chantell](#); [Gurewitz, Heather](#); [Miller, Tabatha](#)  
**Subject:** Planning Commission today  
**Date:** Wednesday, May 26, 2021 9:40:46 AM

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Dear Planning Commission:

I would like to speak about

Coastal Development Plan CDP 8-19  
Design Review DR1-19  
Parcel Merger MGR 1-19  
Adoption of MND for the Grocery Outlet Bargain Market

No to the idea of the Grocery Outlet.

We can do better.

Stop giving our money to corporations that are not part of our community.

Work with B-Corporations... like Harvest, Flo Beds, Colormill, that help build community...not just take funds out of the community.

Work to build co-ops... The time is right. You have funds now...use them to make the Fort Bragg we want.

Thank you for all your work,  
Carrie Durkee

## Peters, Sarah

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**From:** Robert Eastham <dabneyeastham@yahoo.com>  
**Sent:** Wednesday, May 26, 2021 1:42 PM  
**To:** CDD User; Gonzalez, Joanna  
**Subject:** Re: Applications CDP 8-19, DR 1-19, and MGR 1-19: Planning Commission meeting on 26 May 2021

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Sirs,

Further to my message of May 25, 2021, I write to correct an omission. I should have mentioned Down Home Foods of 115 South Franklin Street, Fort Bragg, CA 95437 as one of the stores selling food on our coast. However, I think Down Home Foods serves a particular share of the market interested in health type foods and supplements and does not fit in the niche that a Grocery Outlet franchise store would serve.

I note with interest that the owner of Down Home Foods is, according to a Yelp review I read, a Stanley Miklose and that one of the four members of the planning commission is a Stan Miklose. If these two are the same person, perhaps Mr. Miklose will advise the commission of the impact he expects that the proposed Grocery Outlet will have on his business; that is, if he does not recuse himself from the deliberations.

Best regards,

Robert Dabney Eastham  
P.O. Box 1042  
Fort Bragg, CA 95437  
cell (443) 867-2827; land line (707) 964-4019

On Tuesday, May 25, 2021, 09:55:30 AM EDT, Robert Eastham <dabneyeastham@yahoo.com> wrote:

Dear Sirs,

I understand that the Planning Commission will hear the applications identified in the subject line above on 26 May 2021 and that these applications concern building a Grocery Outlet store at 825, 845, and 851 S. Franklin Street in Fort Bragg. Unfortunately, I am unable to attend this meeting because I am currently out of state. I write to support the applications.

Grocery Outlet stores serve a market not met by any store in Fort Bragg or on the Mendocino Coast. I specifically refer to the Safeway store, Harvest Market, Purity Market, and Dollar Tree in the city of Fort Bragg and Harvest Market at Mendosa's in Mendocino, which serve various parts of the market for food, from high to low. The rest of the coast has very few places to buy food until one reaches Gualala.

I have been a customer of Grocery Outlets for at least thirty years. Because I live on the coast south of Fort Bragg, I shop at these stores on when taking long driving trips to Santa Rosa for business or to shop for items not available for purchase on the coast. In particular, over the years I have shopped at the Grocery Outlet stores in Willits (opened just a few years ago), Ukiah, Cloverdale, Windsor (opened this year at the Shiloh shopping center), and Santa Rosa. It would be preferable to have one on the coast in order to not have to drive so far.

I read in the Agenda Item Summary Report available on-line that the Staff recommends that the Planning Commission approve the applications CDP 8-19, DR 1-19, and MGR 1-19 "subject to standard and special conditions." I think this is appropriate. The Commission should follow this recommendation.



In addition, I am familiar with the proposed location of the store between North Harbor Drive and South Street. I believe it is an appropriate location that would well serve the expected clientele.

Respectfully submitted,

Robert Dabney Eastham  
31001 Turner Road  
P.O. Box 1042  
Fort Bragg, CA 95437  
cell (443) 867-2827;  
land (707) 964-4019

**From:** [Robert Eastham](#)  
**To:** [CDD User](#); [Gonzalez, Joanna](#)  
**Subject:** Applications CDP 8-19, DR 1-19, and MGR 1-19: Planning Commission meeting on 26 May 2021  
**Date:** Tuesday, May 25, 2021 6:55:39 AM

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Dear Sirs,

I understand that the Planning Commission will hear the applications identified in the subject line above on 26 May 2021 and that these applications concern building a Grocery Outlet store at 825, 845, and 851 S. Franklin Street in Fort Bragg. Unfortunately, I am unable to attend this meeting because I am currently out of state. I write to support the applications.

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Respectfully submitted,

Robert Dabney Eastham  
31001 Turner Road  
P.O. Box 1042  
Fort Bragg, CA 95437  
cell (443) 867-2827;  
land (707) 964-4019

**From:** [jeremy eldridge](#)  
**To:** [CDD User](#)  
**Subject:** For may 26th hearing  
**Date:** Tuesday, May 25, 2021 2:16:47 PM

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Dear Fort Bragg Planning Commission,

RE: Grocery Outlet – I say Yah!

I have been watching moderately and tracking the progress of Grocery Outlet's progress in coming to Fort Bragg.

Our family has owned property in Mendocino County for over 30 years. It will be a place where we grow old and newer generations will come to visit, and it will remain in the family for generations to come. To be honest, I usually do most of my shopping out of town for one reason - to save money.

However, I would rather spend my money in Fort Bragg and Mendocino. I will shop at the Grocery Outlet as I have two teenagers, and one 10-year-old. I will also shop at the other stores. Each store has different items I need. I find there is not one store in the area that is a one stop fits all.

Fort Bragg is losing its luster. You say you do not want familiar businesses in town; however, I do think a Grocery Outlet off the main street in the slightly commercial area will bring some life to that area, especially after it goes through design review and their building will have a

What entity would wanted to spend thousands of dollars and 2 plus years of staff time to come to the City after a move like this?

We are better than this.

Think about the low-income residents, seniors and those that depend on the food bank. Harvest Market will do fine. Quit listening to those that have jobs, businesses and how about thinking about those in need and who could use quality goods at affordable prices.

Folks in Casper, will shop in Fort Bragg, Mendocino or go out of town. I would like to spend my money locally.

Please support the measure.

The Eldridges

10279 Gibney Lane

[Sent from Yahoo Mail on Android](#)

**From:** [anne leventon](#)  
**To:** [Albin-Smith, Tess](#)  
**Cc:** [Lemos, June](#)  
**Subject:** Grocery Outlet  
**Date:** Wednesday, April 14, 2021 9:34:36 AM

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By blocking or delaying Grocery Outlet a huge disservice is being done to elders on a fixed income, young families scraping to get by and the basic public choice of where to shop and get the most of what little money they may have. Ft Bragg and the surrounding area is certainly large enough to support G.O. and an overall kind thing to do for non-wealthy citizens here. Some of whom travel to Willits to shop and others who don't or can't do that drive. Fewer people on Hwy 20 makes it safer anyway. Please do the right thing for the people who need it most, get the ball rolling and help get it built and open ASAP.

Carrie Engle  
Ft. Bragg



May 25, 2021

To Whom it May Concern,

I have been the Executive Director of the Fort Bragg Food Bank since February of 2019. During this time I have had a great opportunity to really see the needs of our community. There is an average of 870 households that use the Food Bank weekly. Our schools are flooded with low income children in need of food. Many of these families are helped by the services we offer.

It has become very clear to me that the cost of groceries has a major impact on our families as well as seniors and the homeless. I too have noticed when I go shopping the prices are high and the lines are full. When I go out of town I love stopping by the Grocery Outlet in Willits. They always have a great selection of products.

The Grocery Outlet has contributed to our Holiday Distribution every year. They have been very accommodating and generous with their donations and product prices.

If there was a Grocery Outlet in Fort Bragg it would help many low income households stretch their paycheck that much further as well as provide new jobs to this area. I strongly urge you to consider the positive impact it would have on the Fort Bragg community.

Thank you for your consideration,

**Amanda Friscia**  
Executive Director

**From:** [Cynthia Gair](#)  
**To:** [Dan Gjerde](#); [Rafanan, Marcia](#); [Albin-Smith, Tess](#); [Morsell-Haye, Jessica](#); [Peters, Lindy](#); [Norvell, Bernie](#); [O'Neal, Chantell](#); [Miller, Tabatha](#); [CDD User](#)  
**Subject:** Public Comments: Case Against Grocery Outlet Proposal  
**Date:** Wednesday, May 26, 2021 1:26:56 PM

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**Dear Fort Bragg Planning Commission,**

**As someone who lives near Fort Bragg and regularly shops and uses services there, I am opposed to bringing a Grocery Outlet to town. I want to see strengthening of our existing businesses; addition of a Grocery Outlet would weaken them. I agree with the reasoning in the below letter from David Gurney so will include it.**

**Thank you,**

**Cynthia Gair**

Dear Planning Commissioners,

I am writing regarding the proposed Grocery Outlet project on South Franklin Street in Fort Bragg. Before the Planning Commission and the City approve this project, it is important to consider the results.

It will cause traffic problems in an area of tiny streets and the Harbor, on North Harbor Drive in particular. This narrow roadway is the only access to the popular Noyo Harbor. It is also near the busy north end of Noyo Bridge and Highway One. The increased traffic in this unique area will have unknown effects on travel to and from the harbor, in the neighborhood, and on Highway One. Before this project is approved, a detailed traffic study is absolutely necessary.

The issue of allowing another cheap box store also needs to be addressed. What effect will it have on already existing small independent groceries in Fort Bragg?

The location and nature of a "Grocery Outlet" business will inevitably attract transients and undesirables to both the neighborhood and Noyo Harbor as a whole. The effect Grocery Outlet will have on ruining the immediate quiet neighborhood is obvious.

We all want better prices and more options when it comes to food shopping.

But a Grocery Outlet could have the opposite effect, driving smaller stores out of business, so that only corporate box stores remain. Is this what we really want?

I urge the Planning Commission to require a detailed traffic study before this project is approved, and to carefully consider all ramifications before doing so.

David Gurney  
Fort Bragg, CA



**From:** [sam G](#)  
**To:** [CDD User](#)  
**Subject:** Grocery outlet  
**Date:** Monday, May 24, 2021 3:52:17 PM

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Safeway is a corporate owned store. Harvest has become the Walmart of fort Bragg. They carry many non-grocery items that directly compete with local small businesses. IE, agates and amethyst candle holders, Clothes, socks, footwear etc. There needs to be some competition by Grocery outlet. Each G/O store is independently owned and managed. There is no reason to block the entry of grocery outlet into the Fort Bragg marketplace. Sincereley, Sam Gitchel

**From:** [Cynthia Gurney](#)  
**To:** [CDD User](#); [O'Neal, Chantell](#); [Gurewitz, Heather](#); [Miller, Tabatha](#)  
**Subject:** Grocery Outlet  
**Date:** Wednesday, May 26, 2021 3:50:04 PM

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May 26, 2021

Another big box store hocking substandard staples, providing stagnant meager wages with no benefits, with toxic morale-leaching corporate culture is not what we need. GO is well known for ruining small quiet neighborhoods with congestion of traffic, noise, trash, as well as the last gasp of unfortunates. The project will have a negative impact on the harbor, labor, road safety and the well being of our community and visitors. Finally, the location is inappropriate, as even a child could see. A road study needs to be done for safe driving and pedestrians. Also, the store will be illuminated at night, selling cheap booze - how is that going to effect the neighborhood and the harbor?

Respectfully,

Cynthia Gurney

May 26, 2021

Re: File # 21-249 Grocery Outlet

Dear Planning Commissioners,

I am writing regarding the proposed Grocery Outlet project on South Franklin Street in Fort Bragg. Before the Planning Commission and the City approve this project, it is important to consider the results.

It will cause traffic problems in an area of tiny streets and the Harbor, on North Harbor Drive in particular. This narrow roadway is the only access to the popular Noyo Harbor. It is also near the busy north end of Noyo Bridge and Highway One. The increased traffic in this unique area will have unknown effects on travel to and from the harbor, in the neighborhood, and on Highway One. Before this project is approved, a detailed traffic study is absolutely necessary.

The issue of allowing another cheap box store also needs to be addressed. What effect will it have on already existing small independent groceries in Fort Bragg?

The location and nature of a "Grocery Outlet" business will inevitably attract transients and undesirables to both the neighborhood and Noyo Harbor as a whole. The effect Grocery Outlet will have on ruining the immediate quiet neighborhood is obvious.

We all want better prices and more options when it comes to food shopping. But a Grocery Outlet could have the opposite effect, driving smaller stores out of business, so that only corporate box stores remain. Is this what we really want?

I urge the Planning Commission to require a detailed traffic study before this project is approved, and to carefully consider all ramifications before doing so.

David Gurney  
Fort Bragg, CA

**From:** [Garth Hagerman](#)  
**To:** [CDD User](#)  
**Subject:** Grocery Outlet proposal  
**Date:** Tuesday, May 18, 2021 8:54:08 PM

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Speaking as a hippie socialist environmentalist radical, I've got to admit, the more I hear and read the arguments against the proposed Grocery Outlet in Fort, Bragg, the more I support the proposal. Weak, contradictory, elitist arguments from the anti-everything crowd only reinforce the desirability of this project.

If Gross Out is not snooty-patootie enough for their refined tastes, they shouldn't shop there. I'm unconvinced that they should get to make that decision for others. Some of us can't afford those fine haute cuisine preferences.

Will Gross Out take business away from existing local stores? Probably not much. Much of its business will be from people who currently make treks inland to avoid the high prices on the coast. Gross Out isn't a full service supermarket anyway, so people will still need to buy at the other stores. It's a supplement to traditional supermarkets, not a replacement for them. Most importantly, though, the existing stores need some force pushing their prices down. So maybe them losing a little business and then adapting wouldn't be a terrible thing.

The location. Let's admit the obvious: whatever location was proposed, they would find fault with it. Their claims of traffic chaos and widespread gridlock from a not-very-big grocery store on a major street a block from the highway are hyperbolic at best, comically silly at worst. Objections to the headlands location made sense, but it'd be hard to find a better location on the coast than the neglected old Social Services Building. Furthermore, many of the people telling tall tales about traffic chaos turn around and argue that a discount discount store is not needed on the coast, since we have numerous other grocery options. They need to pick one argument and stick with it instead of contradicting their own point. If the project isn't needed, there won't be a traffic problem. If there's a traffic problem, it's because the project is so desperately needed. More likely scenario: the business will be busy, but existing roads can handle the traffic just fine.

Instead of making grandiose dogmatic proclamations about banning all chain stores, we should instead evaluate each proposal on its merits. The coast needs lower food prices, and Grocery Outlet can help reduce that problem. The old social services building is the best available location. The proposal should be approved.

Garth Hagerman  
Mendocino resident

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\* \* \* \* \*

my online portfolio:  
<http://garthhagerman.com>

**From:** [Chris Hansen](#)  
**To:** [CDD User](#)  
**Subject:** Canned. Food Outlet  
**Date:** Sunday, May 23, 2021 8:21:08 AM

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As a retired teacher I'm not the wealthiest person around. I often shop at the Canned Food Outlet Store in Willits rather than the stores in Fort Bragg. The city could do well by adding more tax dollars to its coffers by allowing a Canned Food Outlet Store to build in Fort Bragg.

Sincerely,

JC Hansen  
Sent from my iPhone

## O'Neal, Chantell

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**From:** michele herrick <memiherrick@yahoo.com>  
**Sent:** Thursday, April 15, 2021 5:55 AM  
**To:** Albin-Smith, Tess  
**Cc:** Lemos, June  
**Subject:** stores

Hello I am a life long resident of Fort Bragg, (3rd generation and my G Children are 5th and 6th generation- so yes I am Local)

I am opposed to another Dollar store or a Grocery Outlet here in Fort Bragg. While I am not a rich old woman and I count my pennies I also have respected our way of life on the Coast. Yes Change is inevitable, many more people have moved here, and because of this brutal pandemic some have fallen on very hard times, and for some there has been no change in their income. We no longer have a Mill to provide many with a living wage, or the Fishing Industry has gone down tremendously. Thank goodness for the service we provide to those who are not working, etc. to provide food for them. We have managed to keep our Hospital open and now hopefully it will thrive with new ownership- and it provides many with a good living wage. Tourist industries' jobs are of of min. wage for most and with out health benefits.

Our local grocery stores and Farmers Markets provide a variety of healthy food and produce. Wages are not kept at a minimum for those working at a Grocery Outlet or \$ stores. I have yet to see any healthy foods in these kinds of stores. Plastic items- oh yes. Our new \$ store is 99% plastic items and No healthy foods. but they are cheap. There is a pay off. Sure get a few highly processed, multi ingredient box of \_\_\_\_ for \$1- and pay the price with the health of your body.

Most of us who live here, do so because of the way of life and the beauty of our area. Shopping for clothes in Fort Bragg has Never been there for most. Maybe the old Company store when I was a child or my parents were, other than a very few- we all went over the hill for clothes shopping. Yes some go over the hill for food also. I know we go to Costco in Ukiah as many do. Do we want a Costco or Walmart on the coast- NO. people have always went over the hill for things not provided here and do not want these corporate chain stores on our coast.

The tourists got their fast foods that they wanted after they completed the survey on what they want in Fort Bragg, They got their Starbucks too. Lets keep these out of our area. Let the cities have them. Frankly many locals are tired of what the Tourist want, or the new residents of our area want after moving here "because we had a --- at our old home and it was so convenient and cheap".

In talking about Tourist- which I know the City Council has always supported- Do they come here for cheap food? No they do not. They come here for what our area has been. a place of Beauty. They could go to anytown USA for cheap food and the likes of a city.

So I urge you to say No to a \$ store or Grocery Outlet. Support our local food stores and Farmers Mkts. that we Have here. Thank you for your time and consideration, Michele Herrick

## O'Neal, Chantell

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**From:** Dave Howe <dave.howe.6700@gmail.com>  
**Sent:** Wednesday, April 14, 2021 5:05 PM  
**To:** Albin-Smith, Tess  
**Cc:** Lemos, June  
**Subject:** Grocery Outlet (yes)

Before moving to Fort Bragg (5 years ago) we lived in Elk Grove and frequently shopped at the Grocery Outlet there. They offered many products at good prices and the people working there were super friendly. We support the effort to bring grocery Outlet to Fort Bragg.

Today we do most of our grocery shopping at Safeway and we believe we will continue to do so even after Grocery Outlet arrives. We would welcome the option to have a choice.

Dave and Linda Howe  
Ocean Lakes Senior Mobile Home Park  
1184 North Main st. #63  
Fort Bragg, CA.

**From:** [Mary Rose Kaczorowski](#)  
**To:** [CDD User](#)  
**Subject:** Food Options in Fort Bragg  
**Date:** Wednesday, May 26, 2021 8:39:02 PM

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Dear Planning Commission,

I used to deliver Food Boxes for the Food Bank I see Food from Food bank deliveries where I now live end up in the dumpster. It is even appearing on top of the recycling bins and animals have been getting at items that are not canned.

Then after some garage sales and other FREE STUFF giveaways have a lot of items left over that cannot be sold. I visit them often. (Mendo Free Stuff Facebook pages even had photos) And what I see often is giving away food free that I saw routinely being given out at the Food Bank. I have even seen it on the curb. Why is that if people claim to be so desperate?

Yes many of the deliveries are used by many- but many throw some of it away. Good variety of Canned items, packaged beans, pasta and grains included- all necessary staples.

I take issue with the claim that we do not have affordable food options here and especially if one qualifies for CalFresh.

CalFresh doubles your dollar at Farmer's Market.

I know a lot of Seniors who do very well on low income, way lower than my income with our available Food Options here because they shop wisely and stock up on sales and augment with the Food bank if and when necessary.

Yes the pandemic threw everyone off and when we all lost jobs and could not get on CalFresh quick enough the Food Bank was a needed option.

The problem is high rents and low wages.

Just my observations.

Dear

My Best Regards,

Mary Rose Kaczorowski, M.T.S.- Pacific School of Religion/Graduate Theological Union

<https://muckrack.com/mary-rose-kaczorowski>

How to pronounce my name? <https://www.youtube.com/watch?v=5Sik7LKijTY>

[linkedin.com/in/mrk2008](https://www.linkedin.com/in/mrk2008)

"Be calm, like a giant tree in a storm."



**Dear Fort Bragg Planning Commission,**

**From Mary Rose Kaczorowski**

**Grocery Outlet is not a good bet for our city nor the coastal community. As a resident and a voter, I encourage you to ban all Big Box, Formula Outlets like Grocery Outlet and Dollar General.**

**Since this hearing is about Grocery Outlet- I put forth for your review the following info that pertains to Grocery Outlet.** Unlike a Harvest Market or even chains like Safeway, or Wal-Mart, Grocery Outlet's offerings often change from month to month depending on what items are available. So only about 20% of the merchandise are items you'll find every single visit.

**Please review the following and I hope that you are convinced that Grocery Outlet is not a stable or sure bet business model for Fort Bragg. We do not need any more abandoned big buildings in Fort Bragg (where housing could go) when corporate businesses decide to move out or go belly up. There was a Grocery Outlet in Berkeley CA and that was shut down several years ago since a developer obtained the property for housing development.**

**Market watchers and Wall Street are not convinced that Grocery Outlet is on the right path--** and are unsure of the long-term direction of the company. See articles below.

**In addition,**

The site of the proposed Grocery Outlet will generate hundreds of new car trips per day along S. Main Street and N. Harbor Drive and South Street which are also the entryways to the busy assorted medical offices, Adventist Hospital Emergency Room & facilities, Mendocino Coast Clinics as well as Noyo Harbor restaurants and shops. It's hard enough already, even during COVID, to try to get down to Noyo Harbor or back on to South Main Street.

Consider how much more traffic will be added to the mix and the road wear is considerable if we add hundreds of cars going in and out of this Grocery Outlet at these busy intersections every day. The proposed Grocery Outlet also raises concerns about storm water runoff, public safety, crime and more alcohol sales.

From an economic perspective, there is much data to suggest that corporate owned big box chain stores may not be the best value for our community in terms of how they undercut all the community-based markets already in place such as:

Harvest Market,  
Purity,  
Safeway,  
Down Home Foods,  
B&C Grocery,  
Roundman's SmokeHouse,  
Columbi's Market,  
El Yucca,  
Nello's Market and Deli,  
La Mexicana Market,  
Fort Bragg Farmers Market & Local Farmers  
Mendocino Farmers Market & Local Farmers  
  
Corners of the Mouth,  
Harvest at Mendosa's  
AND LOCAL FARM Stands in the Area

**These local businesses invest heavily in their employees and make assorted value-based contributions to community non-profits and projects. They will be undercut by Grocery Outlet. Do you really see that as a good plan?**

We also have plenty of discounts at CVS, Rite Aid and a Dollar Store.

**Grocery Outlet does not offer franchise opportunities. Grocery Outlet's independent operators operate Grocery Outlets locations for Grocery Outlet. Independent Operators are business entities that hire, train, and manage for Grocery Outlet and then Corporate shares the profits of the retail store according to Grocery Outlet's commission structure. Both entities each assume different risks.**

**Much of rural America is falling further and further behind.**

"At the root of much of rural America's distress is the concentration of economic and financial power," ILSR Co-Director Stacy Mitchell testified before the U.S. Senate Banking Committee on Tuesday, April 20th.2021

“We have a few superstar cities mostly on the coasts that are prospering. Meanwhile, much of rural America is falling further and further behind. Good jobs are rare. Poverty is high. Grocery stores and banks are closing. Black and Native American communities have been especially hard hit,” she said at the [hearing](#), which focused on the state of rural America. Read more at <https://ilsr.org/stacy-mitchells-senate-testimony-on-state-of-rural-economy/>

## More Cities Pass Laws to Block Dollar Store Chains

“These chains aren’t just taking advantage of food deserts; the mayor had concluded; they’re creating and perpetuating them. By saturating the city’s low-income neighborhoods with dozens of stores, the dollar chains had created a significant barrier for new grocery stores looking to find room in the market. They’d also undercut the city’s few existing supermarkets.”

Read more at: <https://ilsr.org/more-cities-pass-laws-to-block-dollar-store-chains/>

## The Impact of Chain Stores on Community

*A speech by ILSR’s Stacy Mitchell delivered at the annual conference of the American Planning Association, April 2000 <https://ilsr.org/impact-chain-stores-community/>*

Chain store proliferation has weakened local economies, eroded community character, and impoverished civic and cultural life. Moreover, consolidation has reduced competition and may harm consumers over the long-term. Contrary to conventional wisdom, the decline of independent businesses is not inevitable, nor is it simply the result of free market forces. Rather, public policy has played a major role, particularly through tax incentives and other development subsidies that give national chains a significant advantage. Meanwhile, a growing number of communities are taking a different approach. They are adopting land use rules that deter chain stores and actively encourage local ownership. Not independent contractor franchises.

Even the most competitive, efficient, and popular independent businesses are struggling to stay afloat. What is clear is that the loss of independent businesses is not inevitable. **Rather than undermining the local economy, many communities are taking a different approach.** They have made sustaining humanly scaled, unique homegrown businesses a primary focus of planning and economic development decisions.

They are adopting a variety of land use rules that deter chain stores and foster local ownership. Many have restricted the physical size of new stores. Others allow new retail development only if it meets specific criteria defined by the community. Some have banned uniformity, by

prohibiting "formula" businesses. Others have barred new retail development outside of the town's central business district. (Examples of these policies, including the full text of the local ordinance, can be found on the New Rules web site, created by the Institute for Local Self-Reliance, at "At the root of much of rural America's distress is the concentration of economic and financial power," ILSR Co-Director Stacy Mitchell testified before the U.S. Senate Banking Committee on Tuesday, April 20th.

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Grocery Outlet (NASDAQ:[GO](#)) is a discount retailer that sells food products from name-brands and each location is independently operated. The company has seen impressive growth for almost two decades, and the company now operates 362 stores in six different states. The company's stock has moved within a relatively small range since its IPO.



(Grocery Outlet Chart - Google, 2020)

### Grocery Outlet: Lagging in All Aspects

We believe that the company is overvalued at the moment, as it is trading at 38.86x earnings despite facing many short and long-term risks. The competition landscape, as well as overall trends in the food supply chain, suggest that Grocery Outlet may see difficulty growing in the long run. Source: <https://seekingalpha.com/article/4390668-grocery-outlet-lagging-behind-in-all-aspects>

Grocery Outlet cannot control supply, and operational efficiency of suppliers is bound to go up in the long run summation, we are unsure of the long-term direction of the company. The company does not pay dividends for obvious reasons, and we believe the increased competition landscape and general consumer trends will greatly disrupt Grocery Outlet's growth. The company trades at a P/E ratio of about 37x, which is a bit high for a purely retail operation.

Moreover, since Grocery Outlet generally does "not have long-term contractual agreements with our suppliers that obligate them to provide us with products exclusively or at specified quantities or prices, or at all" ([GO 10-K, 2020](#)), suppliers can easily make decisions that leave Grocery Outlet to dry and have no consequences of doing so. For example, operational giants such as Amazon and Walmart may begin to purchase excess inventory from suppliers for higher prices and longer-term contracts than Grocery Outlet simply because they have the network and resources to do so, even if this inventory will not end up in grocery stores - digital grocery shopping opens a world of opportunity. Suppliers are not tied down by contractual obligations with Grocery Outlet, therefore will take the better deal outright

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FROM MARKET WATCH Grocery Outlet- Mixed signals Quo Vadis Capital outlines a number of challenges that the discount grocer faces <https://www.marketwatch.com/story/grocery-outlets-inability-to-grow-online-is-a-competitive-disadvantage-that-will-be-hard-to-overcome-11620829538>

Grocery Outlet stock has fallen 11.6% for the year to date while the S&P 500 index [SPX, -0.21%](#) is up 9.5% for the period.

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### **Dollar stores frequently sell expired or dangerously defective merchandise.**

EXAMPLE: On August 26, 2019, New York Attorney General Leticia James [announced](#) the culmination of a year-long investigation into the sale of expired drugs (some more than a year past their expiration date) and faulty motor oil, as well as illegal practices regarding New York state's bottle deposit law. The Dollar General-branded motor oil at issue in the investigation was not viable for most engines created after 1930s. Dollar General, Dollar Tree and Family Dollar were collectively fined \$1.2 million dollars.

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### **From Grocery Outlet's Grocery Outlet Holding Corp. First Quarter Fiscal 2020 Report**

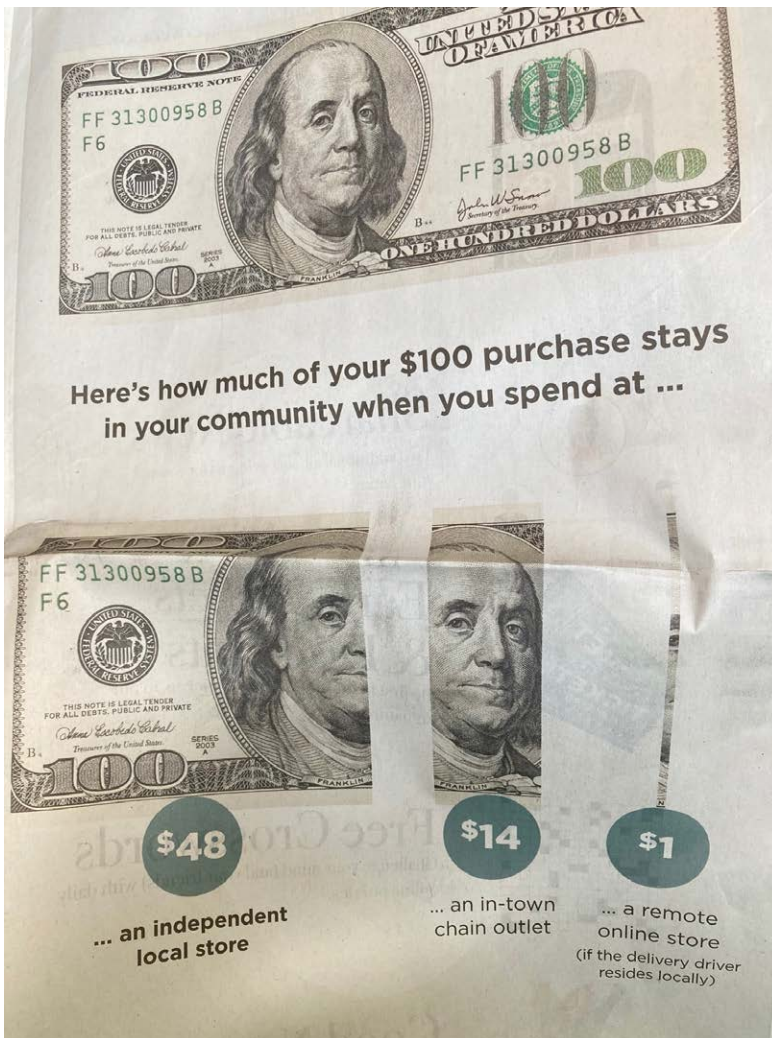
he following factors are among those that may cause actual results to differ materially from the forward-looking statements: failure of suppliers to consistently supply us with opportunistic products at attractive pricing; inability to successfully identify trends and maintain a consistent level of opportunistic products; failure to maintain or increase comparable store sales; changes affecting the market prices of the products we sell; failure to open, relocate or remodel stores on schedule; risks associated with newly opened stores; inability to retain the loyalty of our customers; costs and implementation difficulties associated with marketing, advertising and promotions; failure to maintain our reputation and the value of our brand, including protecting our intellectual property; any significant disruption to our distribution network, the operations of our distributions centers and our timely receipt of inventory; inability to maintain sufficient levels of cash flow from our operations; risks associated with leasing substantial amounts of space; failure to participate effectively or at all in the growing online retail marketplace; unexpected costs and negative effects if we incur losses not covered by our insurance program; inability to attract, train and retain highly qualified employees; difficulties associated with labor relations; loss of our key personnel or inability to hire additional qualified personnel; risks associated with economic conditions; competition in the retail food industry; movement of consumer trends toward private labels and away from name-brand products; major health epidemics, such as the outbreak of COVID-19, and other outbreaks; natural disasters and unusual weather conditions (whether or not caused by climate change), power outages, pandemic outbreaks, terrorist acts, global political events and other serious catastrophic events; failure to maintain the security of information we hold relating to personal information or payment card data of our customers, employees and suppliers; material disruption to our information technology systems; risks associated with products we and our independent operators ("IOs") sell; risks associated with laws and regulations generally applicable to retailers; legal proceedings from customers, suppliers, employees, governments or competitors; failure of our IOs to successfully manage their business; failure of our IOs to repay notes outstanding to us; inability to attract and retain qualified IOs; inability of our IOs to avoid excess inventory shrink; any loss or changeover of an IO; legal proceedings initiated against our IOs; legal challenges to the IO/independent contractor business model; failure to maintain positive relationships with our IOs; risks associated with actions our IOs could take that could harm our business; our substantial indebtedness could affect our ability to operate our business, react to changes in the economy or industry or pay our debts and meet our obligations; our ability to generate cash flow to service our substantial debt obligations; impairment of goodwill and other intangible assets; any significant decline in our operating profit and taxable income; risks associated with tax matters; changes in accounting standards and subjective assumptions, estimates and judgments by management related to complex accounting matters; failure to comply with requirements to design, implement and maintain effective internal controls; and the other factors discussed under "Risk Factors" in the Company's most recent annual report on Form 10-K. Such risk factors may be updated from time to time in the Company's periodic filings with the SEC. The Company's periodic filings are accessible on the SEC's website at [www.sec.gov](http://www.sec.gov).

You should not rely upon forward-looking statements as predictions of future events. Although the Company believes that the expectations reflected in the forward-looking statements are

reasonable, the Company cannot guarantee that the future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or occur. Except as required by applicable law, the Company undertakes no obligation to update publicly any forward-looking statements for any reason after the date of this news release to conform these statements to actual results or to changes in our expectations.

**From:** [Mary Rose Kaczorowski](#)  
**To:** [O'Neal, Chantell](#); [Miller, Tabatha](#); [CDD User](#); [Peters, Lindy](#); [Norvell, Bernie](#); [Tess AlbinSmith](#); [Morsell-Haye, Jessica](#); [Rafanan, Marcia](#)  
**Subject:** Throwing our Dollars Away? How much of your dollars stay local - See Press Democrat graphic & West Business Center & Visist Fort Bragg Buy Local Programs!  
**Date:** Tuesday, May 25, 2021 5:14:07 PM  
**Attachments:** [image.png](#)  
[image.png](#)

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[Small Business Saturday, started by American Express](#) in 2010, began as a campaign to encourage holiday shoppers to patronize local businesses instead of shopping at big box stores or online markets. [Small Business Saturday](#) not only celebrates small businesses but highlights the importance of [shopping locally](#) year round.

<https://www.westcenter.org/mendo-business-news/small-business-saturday-shop-local-this-season>





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Find events happening near Fort Bragg that fit your interest.

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30

## Shop Small Saturday!

Public · Hosted by **Mendocino Coast Chamber of Commerce & Visitor Center** and **Visit Fort Bragg, California**



Saturday, November 30, 2019 at 9:00 AM – 5:00 PM PST

More than a year ago

My Best Regards,

Mary Rose Kaczorowski, M.T.S.- Pacific School of Religion/Graduate Theological Union

<https://muckrack.com/mary-rose-kaczorowski>

How to pronounce my name? <https://www.youtube.com/watch?v=5Sik7LKjTY>

[linkedin.com/in/mrk2008](https://www.linkedin.com/in/mrk2008)

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