



City of Fort Bragg

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

Meeting Agenda Community Development Committee

Tuesday, June 22, 2021

3:00 PM

Town Hall, 363 N. Main Street

MEETING CALLED TO ORDER

PLEASE TAKE NOTICE

Today's Community Development Committee meeting is presented in a hybrid format, both in-person at Town Hall and virtually via Zoom. The Governor's Executive Orders N-25-20 and N-29-20 suspend certain requirements of the Brown Act, and Council members and staff may choose to participate in person or by video conference.

The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public comments regarding matters on the agenda may be made in person at Town Hall or by joining the Zoom video conference and using the Raise Hand feature when the Chair or Acting Chair calls for public comment. Any written public comments received after agenda publication will be forwarded to committee members as soon as possible after receipt. All comments on agenda items will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible. Public comments may be submitted to Sarah Peters at speters@fortbragg.com.

ZOOM WEBINAR INVITE

You are invited to a Zoom webinar.

When: Jun 22, 2021 03:00 PM Pacific Time (US and Canada)

Topic: Community Development Committee Meeting

Please click the link below to join the webinar:

<https://zoom.us/j/97368164256>

Or One tap mobile :

US: +16699009128,,97368164256# or +12532158782,,97368164256#

Or Telephone:

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

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

Webinar ID: 973 6816 4256

International numbers available: <https://zoom.us/u/acvDwuibKp>

ROLL CALL

1. APPROVAL OF MINUTES

1A. [21-318](#) April 27, 2021 Minutes

Attachments: [April 27, 2021 Minutes](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [21-266](#) Monthly Oral Update Regarding Implementation of Central Business District Economic Development Strategy

Attachments: [CBD Update - June 2021](#)
[ATT 1 - Public Comment](#)

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
 COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on June 18, 2021.

Sarah Peters, Community Development Department

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg’s website at <http://city.fortbragg.com> subject to staff’s ability to post the documents before the meeting*

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Text File

File Number: 21-318

Agenda Date: 6/22/2021

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Committee Minutes

Agenda Number: 1A.

April 27, 2021 Minutes



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Meeting Minutes Community Development Committee

Tuesday, April 27, 2021

3:00 PM

Via Video Conference

MEETING CALLED TO ORDER

Chair Norvell called the meeting to order at 3:00 P.M.

ROLL CALL

Present: 5 - Bernie Norvell, Jessica Morsell-Haye, Heather Gurewitz, Sarah McCormick and Chantell O'Neal

1. APPROVAL OF MINUTES

1A [21-188](#)

Approve the Community Development Committee Minutes of March 23, 2021

approved

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

3. CONDUCT OF BUSINESS

3A. [21-163](#) Monthly Oral Update Regarding Central Business District Economic Development Strategy

Housing and Economic Development Coordinator McCormick presented the prepared report to the Committee. Discussion included public restroom issues at Town Hall.

3B. [21-161](#) **Receive report and provide direction to staff on preparing a grant application for the Rural Recreation and Tourism Grant Program from the State of California.**

Associate Planner Heather Gurewitz presented the prepared report to the Committee. The Committee asked clarifying questions.

Public Comments: Megan Caron and Jacob Patterson

Discussion included cost of maintaining new facilities; the need for indoor basketball; opportunity to rehab the Recreation Center; workshopping the ideas with the public; and keeping the Franklin/Redwood pocket park on the list. The Committee gave direction to staff.

- 3C.** [21-162](#) Receive Report Regarding Code Enforcement Strategy Designed to Help Revitalize and Strengthen the Central Business District and Provide Direction to Staff

Housing and Economic Development Coordinator McCormick introduced the topic and turned it over to Assistant Planner Stump, who presented the prepared report on code enforcement strategy to the Committee. The Committee asked clarifying questions.

Public Comment: Megan Caron

Discussion included the utilization of a soft approach to code enforcement; finding a way to help business owners with expenses; challenges and opportunities with installing more benches; and possible implementation of a vacancy tax. The Committee gave direction to staff.

- 3D.** [21-164](#) Receive Report Regarding Improvements to Guest House Museum Property to Accommodate Public Gatherings in the Central Business District as an Amenity to Support Economic Development in the Central Business District

Housing and Economic Development Coordinator McCormick presented the prepared report on Guest House Museum to the Committee. The Committee asked clarifying questions.

Public Comment: None

Discussion included making the courtyard more inviting through moving benches and extensive pruning which would open it up more to the sidewalk. Committee gave direction to staff.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Norvell closed the meeting at 4:05 P.M.



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Text File

File Number: 21-266

Agenda Date: 6/22/2021

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3A.

Monthly Oral Update Regarding Implementation of Central Business District Economic Development Strategy

City Council held two special meetings to consider the topic of economic development - March 1 and March 16, 2021. Over the course of these meetings, several potential investments were discussed regarding how the City might best invest resources to support the Central Business District (CBD). The Community Development Committee reviewed these economic development tools, and assigned them to various Council Committees for further consideration.

A monthly implementation update will be provided to the Community Development Committee.

Economic Development Tool	Committee	Staff	Meeting Date	Notes
Create Public Gathering Space	CDC	Sarah PW Maintenance	CDC 4/27	Trim vegetation and reorient benches in courtyard next to Town Hall, as an immediate measure. PW began trimming vegetation and will continue to make progress on this project in the coming weeks.
Improve Public Restrooms at Town Hall	PW&F	Staff not identified		Due to the City's current water emergency, Public Works does not have the capacity to complete this project at this time. Money will potentially be budgeted in FY 21/22 for project design. Construction would likely occur FY 22/23.
Increased Pedestrian Dedications	CDC	HOLD		Parklets? Street Closure? CDC will reconsider this item after bollard placements identified and installed.
Create Walking Tours	VFB	Sarah/Valerie	VFB 4/20	On April 20 th , VFB Committee created a sub-committee (comprised of VFB members and community members) that have been meeting regularly every other week to develop a variety of walking tours with a starting location of the Guest House Museum. Last meeting: June 15, 2021
Public Art	CDC	HOLD		Develop program to encourage installation of art (empty storefronts?)
Improve Business Directory & Directional Signage	VFB	Sarah/Valerie	5/06	On April 20 th , VFB Committee created a sub-committee (comprised of VFB members) to discuss next steps. Last meeting: June 3, 2021 – next meeting scheduled for July 25, 2021.
Install Trees, Planters and Landscaping	PW&F	Kevin		Collaborate with Bee City to create public program for tree dedications, planting for planters and landscaping.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Chantell	In process	Currently budgeted and included as part of a larger street striping project for FY21/22.
Reconsider Allowable Land Uses	CDC	HOLD		Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDC	Valerie/Sarah	CDC April 27	Develop a comprehensive strategy to bring all properties into compliance with City regulations.
Establish Regular Walking Patrol	PS	Bernie	PS April 28	Establish a regular, physical walking presence of uniformed officers - building positive public relations, while deterring nuisances. Mayor Norvell requested update at PS Committee meeting in April.
Temporary Waiver of Water/Sewer Capacity Fees	F&A	Tabatha	May 18	On April 14 th , the F&A Committee discussed this item and is recommending Council move forward with a two year waiver of water/sewer capacity fees – Resolution to be brought forward to Council in August.
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDC	HOLD		Coordinate outreach to downtown businesses and assist in understanding how a Business Improvement District (BID) creates opportunities. Chamber of Commerce? West Business Center?

June 20, 2021

Tabatha Miller and Sara McCormick
City of Fort Bragg

Tabatha and Sara:

In anticipation of your June 22nd scheduled Community Development Committee Meeting, please accept a few comments (ATTACHMENT) (in no particular order) for your consideration.

We are grateful to live under a City Manager form of government, as we believe it to be charged with the most action oriented ability to get things done. We also appreciate that our City has a salaried Housing and Economic Development Coordinator. Since we live in the Central Business District, we also find it encouraging that you care enough to be implementing a Central Business District Economic Development Strategy.

Though we have not actively been part of the Monthly Oral Updates or Related Discussions, we do have the following list of suggestions, some of which we know you are currently grappling with:

- 1) Storefront renovation grants. This may be the way to incentivize further investment in the CBD by building and business owners.
- 2) Either increase the \$75,000. minimum amount of renovation money which mandates fire suppression equipment; or temporarily eliminate the fire suppression equipment requirement. This too would encourage rather than deter potential CBD renovation. We believe there is compelling data to support the belief that “vacant debilitated buildings present more of a fire hazard than occupied buildings without fire suppression equipment.” Offering to ‘loan’ money for the very expensive suppression equipment is not an incentive to renovate in Fort Bragg’s CBD, at this point.
- 3) Formally designate the CBD as an “Improvement and Beautification District.” This might facilitate and accelerate the ability to strategize about items such as public restrooms, pocket parks, park benches, planters, bicycle racks, and disability features. Our opinion is that improvements such as these will draw increased foot traffic and shopping as long as the City establishes certain ‘Rules of Enjoyment’; and provided that the City enforces those rules and maintains those improvements.
- 4) New store directory signage at optimal intersections along Main Street, Laurel, Redwood, and Franklin.
- 5) Arts and Culture District. As much as possible, the demarcation boundaries should form a well-defined template over the existing CBD, possibly to include the West Side of Main Street. There has been a great deal of testimony among locals and visitors that this creative image as part of Fort Bragg’s personality is stimulating, and that it can be greatly enhanced; that subsequent to the lumber milling era – this undefined district within the district represents an essential part of the authentic look and feel of Fort Bragg. It promises to work hand and hand with the rest of the economy, while adding dollars and good sense to the tax base. This charismatic face and personality of Fort Bragg is in great peril of fading away without a formal recognition of its importance to the economy. Defining it, infusing it with money, energy, and new ideas will definitely elevate its place among destination coastal towns. Look at a sample line up: a frame

shop, (2) book stores, tattoo gallery, exodus of art galleries from Mendocino to Fort Bragg, world class stationary and art supply house, graphic art and book designer, musical instrument makers, and musical instrumental vendor, classic car restorer, recognized architects, cabinet and furniture designers, well stocked video store, exceptional muralists, and numerous cottage industry artisans. These are some of our in place stepping stones to consumer attention from local spenders and the outside world. Even the bakers are creative here. Even the butcher hangs local art on the walls! Does anyone doubt that all of the motor hotels, lodges, inns and motels and restaurants will benefit greatly if our Central Business District Arts and Culture is revitalized? The artist colony aspect of the CBD IS a major conduit to those surrounding hospitality enterprises, and we believe it should be recognized as such.

- 6) Encouragement to CBD Residences. So essential to the life blood, work force, and pedestrian spirit. To further stimulate growth of this vital part of our population, we passionately implore the City to tackle unnecessary noise levels where they are the highest - in the CBD. This is about 'quiet enjoyment' of the district. Compared to many other towns our geographic and population size – Fort Bragg suffers a noticeable and measureable negative decibel level. This originates primarily from car, motorcycle, and truck violations of our statutes regarding "Disturbing the Peace." While non-commercial engine revving, drag racing, speeding in general, muffler adulterations, etc. may be a suitable way to 'blow off steam,' – it is not the way to increase residential living in the CBD. And it does not assist the City's ongoing efforts to attract repeat overnight visitors to stay for more than two days at a time. If the City merely authorized the police department to increase enforcement along Main Street, all of Franklin Street, Oak Street, and the Alleys within the CBD – we believe this aberration would disappear almost immediately. The CBD residents become the gatekeepers and tour guides, the cheerleaders and ambassadors, echoing the inner strengths of the inner city. Let them enjoy their nightly sleep.
- 7) Trash Pick-up. Again, regarding quiet enjoyment in the CBD, we strongly urge the City to re-examine its agreement with Waste Management. If private residency is to be protected, CBD trash should be picked up no earlier than 7 A.M.
- 8) Full Time Grant Writer. Now that our country is awash in trillions of dollars in pandemic related rescue money, across numerous economic categories – this may be an advantageous moment for Fort Bragg to capture some of those monies. The City seems to have access to considerable existing grant writing talent within various departments. Why not isolate that skill as a separate paid position(s) to maximize financial assistance?
- 9) Events. The recent Car Show illustrated how much people want to stroll the CBD. Our conversations with store owners revealed that not much revenue changed hands, but that they were encouraged by the exposure which they received. At a minimum we recommend four events per year during which those parts of Laurel, Redwood, and Franklin are for pedestrians only.
- 10) Fire Season. As per climate reports, it is not only the trees and grasses, but also the BUILDINGS that become seasonal 'tinderboxes.' If ever – THIS is the time to embrace the sound reasons for a CBD campaign to replace the hazardous power poles with underground utilities. PG&E linemen, the fire department, and the 911 operators quietly acknowledge the transformers in the CBD tend to 'arc' "given certain weather conditions." By hitching the City wagon to available national, state, county, and accessible funding programs – we believe there is an exceptional window of financial opportunity to overhaul this potential disaster. Imagine winning the trifecta

of underground utilities combined with street re-surfacing, sidewalks, curbs, and gutters improvement programs. Other towns across our state – Ukiah, Arcata, Napa, Tehachapi and more are engaging these improvement district programs. And by doing so now, they are improving their economic development prospects. We can also!

- 11) Let it be known that Fort Bragg is a dynamic town searching for ways to become more economically viable, by hosting an invitational Mayors/Managers Conference on sharing ways to enhance CBD's.
- 12) Get out and about. Walk the 'hood. Make a point to sincerely meet and greet. The more you engage, the more you will see that people want to help and understand the tasks and tolerances and complexities of operating a small town.

We hope that you will receive this list of suggestions in the spirit that it is given. We believe Fort Bragg's Central Business District has all the raw materials to make the entire population proud to live here! With your present and future commitment to making the CBD a more inspiring place to live, work, and visit – we believe good morale will be the least of your accomplishments. Thank you for listening!

Highest and best regards,

Bill Mann
Susanne Rogers

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