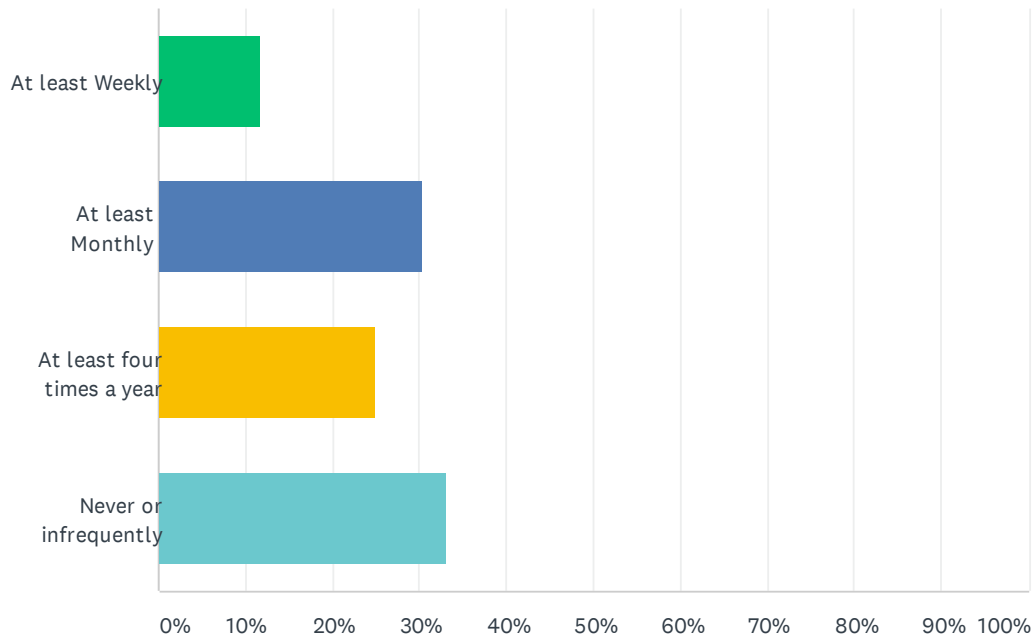


# Q1 Prior to the Covid-19 pandemic, how often did you travel out of town to shop at a formula business for groceries, household items, or services?

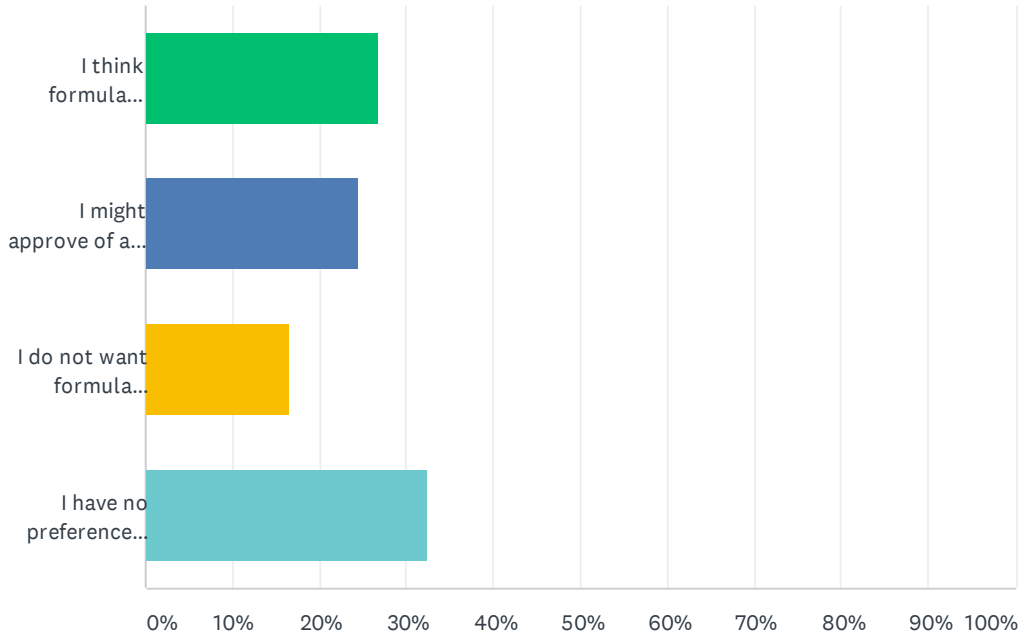
Answered: 1,120 Skipped: 3



ANSWER CHOICES	RESPONSES	
At least Weekly	11.79%	132
At least Monthly	30.27%	339
At least four times a year	24.91%	279
Never or infrequently	33.04%	370
TOTAL		1,120

## Q2 How do you feel about formula businesses being located in Fort Bragg?

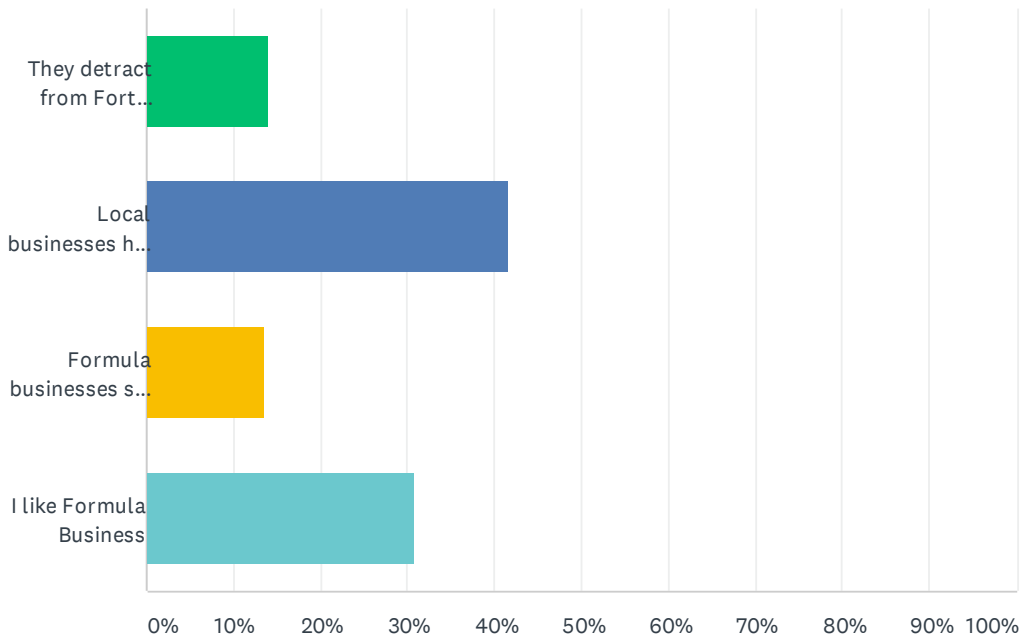
Answered: 1,120 Skipped: 3



ANSWER CHOICES	RESPONSES	
I think formula businesses would provide more access to goods without having to travel out of town	26.70%	299
I might approve of a few formula businesses in Fort Bragg, but it depends on where they are located	24.38%	273
I do not want formula businesses in Fort Bragg at all	16.52%	185
I have no preference regarding formula businesses	32.41%	363
<b>TOTAL</b>		<b>1,120</b>

### Q3 If you are opposed to formula businesses in Fort Bragg, what is the primary reason?

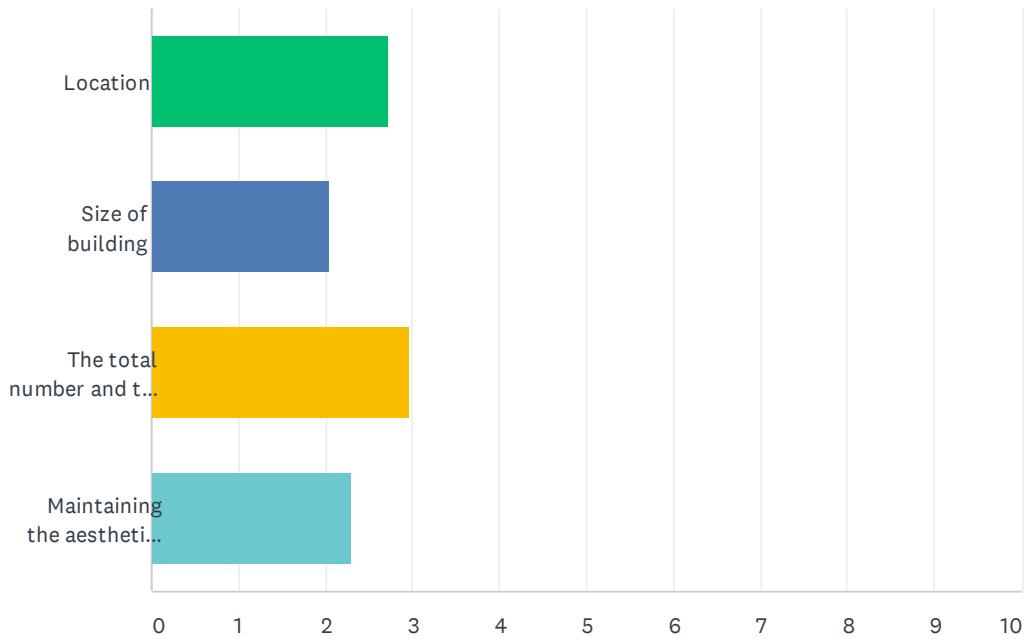
Answered: 1,089 Skipped: 34



ANSWER CHOICES	RESPONSES	
They detract from Fort Bragg's unique small town character	13.96%	152
Local businesses have to compete with formula businesses	41.69%	454
Formula businesses send local dollars to out of town corporations	13.50%	147
I like Formula Business	30.85%	336
<b>TOTAL</b>		<b>1,089</b>

### Q4 What are the most important priorities for regulating formula business? Rank by priority (1 being most important and 4 being the least).

Answered: 1,094 Skipped: 29



	1	2	3	4	TOTAL	SCORE
Location	28.06% 291	34.52% 358	18.90% 196	18.51% 192	1,037	2.72
Size of building	6.96% 72	23.02% 238	37.62% 389	32.40% 335	1,034	2.05
The total number and type of businesses allowed	45.06% 474	21.77% 229	18.92% 199	14.26% 150	1,052	2.98
Maintaining the aesthetics of buildings to be consistent with Fort Bragg's small town character	21.85% 234	20.82% 223	23.44% 251	33.89% 363	1,071	2.31

**Q5 Please describe any recommendations or concerns you have about formula businesses in Fort Bragg.**

Answered: 713 Skipped: 410

**Q5 Please describe any recommendations or concerns you have about formula businesses in Fort Bragg.**

Answered: 713 Skipped: 410

## Formula Business Survey

#	RESPONSES	DATE
1	They will destroy local stores , drain money out of our community, and destroy the small town intimacy of our heritage	10/24/2020 6:43 AM
2	Just say no. Keep family businesses going.	10/23/2020 7:57 PM
3	With all the empty storefronts in town, what is the point?	10/23/2020 1:39 PM
4	We dont need this at all. Your fooling yourselves into thinking this is saving Fort Bragg. If it does not grow it will die. Very little motivation in CA to be in business in the first place. The internet has done more to kill downtowns than anything.	10/23/2020 7:06 AM
5	Small businesses cannot Successfully compete with formula businesses.	10/22/2020 6:37 PM
6	We need to avoid the formulaic look of formula businesses of all sizes (not just big box retail) and maintain a unique aesthetic character. The only appropriate location for formula retail is in the existing Boatyard Center and General Commercial zoning along Franklin Street that is not visible from Main Street.	10/22/2020 2:30 PM
7	Formula business will provide the town short-term revenue, but in the long-term, will cause financial, aesthetic and cultural damage to Fort Bragg. Profits from those businesses do not stay in town (for example, note the contributions to the coast from Harvest Market vs Safeway). In addition, the future of this town will be built on tourism. No one vacations in Fort Bragg to go to the Taco Bell, Denny's or an Old Navy. These days, almost all items bought from big box stores can be bought online, with the exception of cheap, unhealthy foods offered by low-paying chains like Grocery Outlet (coming soon, I understand). Lastly, Fort Bragg has an opportunity to envision it's own unique future and character--chain stores will smother that vision under the aesthetic and corporate blandness. Instead, focus on supercharging programs for local people to open businesses, or to attract people from inland who want to move here and contribute to the unique potential Fort Bragg has to offer. Fort Bragg needs to replace these repeated surveys about formula stores with surveys about what the residents envision for Fort Bragg's future. Currently, the city's leaders express no explicit vision about the future of our town. A few select formula stores are fine, but without a clear vision by the city, knowing which ones to make a part of our town will mostly be guided by short-term revenue potential (not cultural, environmental or aesthetic concerns), and that's a major problem.	10/22/2020 11:38 AM
8	We need to provide jobs in Fort Bragg - we are a working community and not Mendocino	10/22/2020 10:34 AM
9	N/A	10/22/2020 9:00 AM
10	I would not like to see a business like Target, Walmart etc. here, but then I don't think they would want to come here. We need stores that are needed here - not another O'Reillys etc.	10/22/2020 8:21 AM
11	any body should be able to open a business if they want to. if the consumers don't like it they wont go. the city is a severally disadvantaged community and needs cheaper goods	10/22/2020 7:56 AM
12	Fort Bragg is losing tax dollars with locals driving to Ukiah or Santa Rosa to shop. If we had more options here in Fort Bragg, some of the tax revenue would be available to the city. Not all "formula" businesses are bad for the region and development of same should be considered on a case by case basis.	10/22/2020 6:57 AM
13	Formula businesses are not a detriment, in fact are helpful.	10/22/2020 6:46 AM
14	My main concern is that they make it impossible for small businesses to be successful and that they take away the character of our small towns. We own a real estate office and we often hear people from out of town say how much they appreciate the fact that we do not have the big box stores and that they don't see the corporate footprint in our area.	10/21/2020 8:05 PM
15	I understand that some formula businesses are expected in town and offer a consistent, predictable good or service that might be otherwise lacking in town. I just want to sure that their number and location do not genericize Fort Bragg. Our town is charming because it is different. We do not want it to become a succession of predictable storefronts lacking individuality.	10/21/2020 7:44 PM
16	My concern is that you would include a question on the survey that indicates the survey #4 That seems so Biased on anything OTHER than development of Chain stores AS IF STAFF and COUNCIL HAS ALREADY decided FOR the People of Fort Bragg California that this is a Good Idea for OUR town !! All while we are tucked away sheltered in place - unable to attend	10/21/2020 6:01 PM

## Formula Business Survey

your city and county meetings !! I stand IN PROTEST ! and will get as many of my fellow town people as I can to protest as well ! Very Poor Survey - Poor poor leadership direction ... please lead our town ... as Our town ... not as a "how can we better pay our staff saleries"town.

17	Keep them out of the Hwy 1 corridor & central business district	10/21/2020 5:31 PM
18	I would like contractual agreements that the businesses would be well maintained and well managed, creating local jobs. I am most interested in Grocery Outlet, Ross and TJ Maxx	10/21/2020 5:29 PM
19	I need KFC	10/21/2020 5:07 PM
20	Formula business can bring in some added values but please think long term during these hard economic times	10/21/2020 5:01 PM
21	My opinion is that formula type businesses can bring needed foot traffic and exposure to nearby non-formula businesses along with creating local jobs that are more likely to provide benefits and security for employees. I am disappointed that there is definatue bias against such business types and the city continues to indicate a preference for the type of businesses that have such a hard time weathering the economic ups and downs that exist here. A good mixture should benefit all.	10/21/2020 4:29 PM
22	Mostly concerned about a big box store, impeding on the charm of a small town. And competition for small businesses who have a difficult enough time.	10/21/2020 4:16 PM
23	Formula businesses that bring in goods that we have little or no access to. We don't need another drugstore or auto parts store. While I feel the sole proprietor should be supported, most of them are catering to tourism	10/21/2020 4:13 PM
24	Don't waste the beauty of Fort Bragg!! Keep money local. We don't need cheap crap, we can buy all we need on Amazon anyway.	10/21/2020 4:02 PM
25	We need to be very careful about which business is allowed, the aesthetic and how much revenue in terms of sales tax would stay in FB. Also if they pay a decent wage to local staff. Maybe that could be part of the agreement? Minimum of \$15 an our to staff, and a high % of local staff must be employed.	10/21/2020 4:01 PM
26	I would welcome something on a smaller scale. A clothing store that carries a variety of prices and sizes. I miss Daleys & Sea Fair, they carried everything from housewares to clothing and everthing in between. I also would like more fast food type restaurants less that are more affordable for families, no pizza or mexican please!!! Trader Joes would be wonderful!!! Panda Express or something that has local ownership.	10/21/2020 3:55 PM
27	I think having a consistent look for beautifying the town is important. I also think trying to keep a tab on the number of each of business is important, not to limit competition. My purpose in limiting it is more to ensure the formula businesses that DO come here, are viable and do not go out of business and increased blight. I would like to see more pride of ownership and have a old Victorian feel here. I do not want to limit business. We need a variety of businesses. If we do not, this town will die. We are on it's last breath.	10/21/2020 3:53 PM
28	Business competition is almost always advantageous to the consumer	10/21/2020 3:48 PM
29	Concerns: Formula businesses that don't fill an existing gap, don't create high paying jobs, make our town look junky (hello Dollar General, in addition to Dollar Tree), and formula businesses are NOT the reason people travel to Fort Bragg. Recommendations: Regional chains that provide goods a/o services not currently offered on the Coast. Also, infill existing buildings downtown...even if a regional chain who is filling a commodities gap that benefits the community. Cap formula businesses in a given industry (maybe this is a percentage of existing businesses in the category industry) and vet interested businesses BETTER. Take care of locally owned business owners - make it easier for locals to do business and want to be entrepreneurs. Support them as city leaders.	10/21/2020 3:41 PM
30	Allow them, but with forethought and care. Isn't that what "planning" is? Smart growth is not the same as no growth. Be smart, plan ahead, but blanket prohibitions are the easy way out.	10/21/2020 3:31 PM
31	They make it hard for small businesses to compete and they take our local money out of town.	10/21/2020 11:17 AM
32	There are better ways to keep the money circulating locally and to attract tourism. People come here to get away from formula businesses. Give consumers a unique experience, and access to products and services they can't get any where else. The whole appeal of Fort	10/21/2020 6:42 AM



## Formula Business Survey

Bragg is small town fishing vibe and cannabis farmers. Consumers want to feel like they are on vacation and away from their every day life. There's a lot of talent, skills, and services in our community to capitalize on. Focus on businesses that make Fort Bragg distinct, not homogenized. I moved here from San Francisco because I wanted to get away from big city vibes and have a simpler life. I have a thriving online business and I shop locally because building community is important to me and makes me feel better about spending money. Community and small town way of life is the selling point. If you add formula businesses you are actually losing that niche audience and Fort Bragg will be like any other town; tourists won't come here intentionally, they will come due to proximity/a brief stop on the way to their final destination. You want to keep tourists coming back and you want to boost morale for locals. Formula businesses are a reminder of capitalism and cause people existential dread.

33	Concerned for our smaller local business	10/20/2020 10:15 AM
34	in an effort to distinguish itself from every other stupid town in america, ft bragg needs to prevent the opening of big box chain stores that ultimately create a mono culture. change the name too please	10/19/2020 12:48 PM
35	This is a terrible idea. The coast is a safe haven from the inundation of corporate mentality and culture, and to bring in a chain of these types of stores would harm local businesses, increase unnecessary materialism, and create more waste in an area that currently has its needs met by previously established businesses.	10/18/2020 11:00 PM
36	Only Trader Joes	10/18/2020 10:39 PM
37	Put it on the outskirts of town. Make it blend in. Make it easy to enter and leave.	10/18/2020 7:35 PM
38	What a mistake this would be! Disastrous to tourism, local small business, will destroy already struggling downtown businesses, and destroy forever the character of Ft. Bragg. Do NOT do this!	10/18/2020 10:49 AM
39	I'm concerned that much of the anti-store rhetoric is driven by people who don't live in the City! Empty whining about a nonexistent ocean view from the highway and issues like that when they live overlooking the ocean and on the remote hillside ! Leave Fort Bragg decisions to those of us who live here!!	10/18/2020 9:07 AM
40	We have all we need, an MRI center would be nice.	10/17/2020 10:05 PM
41	We need to build up the finances of local people in Fort Bragg not give it away to outside corporate businesses	10/17/2020 9:06 PM
42	We could use affordable places to shop for clothing like Ross or TJ Max. There are no affordable clothing stores on the coast.	10/17/2020 8:46 PM
43	think they would be beneficial for many reasons, jobs, lower prices hometown shopping more frequently and income for city	10/17/2020 7:38 PM
44	I don't want them to mess up our coastline and absolutely NO billboards! Santa Barbara doesn't allow billboards to keep the city beautiful. Fort Bragg needs to expand and grow. Keep big business out of Mendocino! Fort Bragg is OK	10/17/2020 10:47 AM
45	Already addressed.	10/17/2020 4:55 AM
46	drive away small pop and mom stores	10/17/2020 3:45 AM
47	UNBELIEVABLE that this city now wants big box stores- We have NEVER had them and Hopefully NEVER will. I am 3rd generation, my children 5th generation from the Coast- and as Adults many of us CHOSE to live here KNOWING we don't have big box stores. FACT: small business shut down when they come to town. Rossi's been here since the 50's or early 60's (I forget) they would be be jeopardised as would EVERY business here. Think of the local businesses . Think of the Locals that Chose to live here. Yes, it can be an inconvenience to go to Ukiah- we Know that. If they want a walmart, target, etc.- move away. Our area is Unique- WHY change it? So many keep moving here and want to change it to like where they came from. NO to Formula Businesses- (aka Corporations)	10/17/2020 1:43 AM
48	Please no. Build up Franklin and Main Streets. Study smallish towns which went the formula way, and how wages were kept low, no civic pride from the corporations + much more.	10/16/2020 7:35 PM
49	KEEP THEM IN THE CITY!	10/16/2020 5:22 PM

## Formula Business Survey

50	Need a GrocOut	10/16/2020 5:49 AM
51	If you want chains, keep them out of downtown. If they are within easy walking distance of downtown, tourists will go there instead. Chains take money out of the local economy. Chains pay shit. Chains are all about the marketing and looking good to the city, not about the town or it's residents. This town needs more good quality unique, privately run, locally owned food, retail and service businesses, not to cheap out and go chain	10/15/2020 3:38 PM
52	I think it would be a great idea, Since most of our residents have to travel out of town for clothing , cosco , and services we cant find here or are really overpriced!	10/15/2020 2:09 PM
53	I wanted there to be an "all of the above" option for why I think big box businesses are not progress for our small towns; I also would rank all of the location choices as #1 priority; if there are going to be any sizeable stores they should not be in town at all	10/15/2020 12:20 PM
54	Formula businesses are just in it for the \$. They care nothing about the community. We're doing just fine without them. Well, we WILL be doing fine after this pandemic is over and we have a decent administration in place.	10/15/2020 10:58 AM
55	They stink of greed	10/15/2020 9:48 AM
56	Re zoning for formula businesses will hurt Ft. Bragg in several ways: make it more difficult for local small business to stay open, hurt tourism by diluting and destroying local culture and ultimately taking revenue out of the area. The types of jobs they might bring are underpaid and often have no benefits. If locals want to shop at big box stores they can order online or go to Santa Rosa. There is no need for local in situ brick and mortar.	10/15/2020 9:24 AM
57	Keep the grocery store, small stores like Starbucks and fast food	10/15/2020 8:54 AM
58	Don't block ocean view from Highway 1	10/15/2020 7:03 AM
59	Not on prime real estate on the west side of highway 1	10/15/2020 2:12 AM
60	Concerns: it will detract from the flavor of our town, it will compete with current business, it will not be an attraction and big business tends to prefer the best properties—they should be in out of the way locations and chosen very carefully. We want to grow our own businesses here. Too many have been hurt by covid,etc. we should be encouraging local growth to build up again.	10/15/2020 1:00 AM
61	They are a blight. They put smaller, unique buSinesses at risk.	10/14/2020 11:41 PM
62	Seriously?? I'm literally about to spend 575k on a house in fort bragg just to be able to keep living here as rent is skyrocketing. That's a 30 year investment, and its worth it if this town stays small and sweet. There's no way I'm paying that to live in a town that is about to look like every other shitty corporate dump in the US. If you guys are about to turn this town into a coastal strip mall all the people with taste/money will leave the area like rats off the titanic. It's not like a job at wall mart will pay for a 575k mortgage so unless you are about to build piles of housing projects how do you expect these promised "jobs" to help anyone actually live in this town?	10/14/2020 10:29 PM
63	DO NOT want big box stores in Fort Bragg. They would destroy local business and the coast. Ugly and Corporate. Why is this being considered???? People do not come here to shop!!! Who's idea was this? We have Taco Bell. Isn't that enough???	10/14/2020 9:47 PM
64	Keep them out. Maintain the flavor of Fort Bragg.	10/14/2020 9:34 PM
65	I love it i hope we get some new places here	10/14/2020 9:23 PM
66	Formula businesses would be a blight on Fort Bragg. They are in outside influences that don't care about the local economy or community and would homogenize the area, causing it to look like every other hum drum place in the U.S. We have enough of them here already.	10/14/2020 9:08 PM
67	We need more affordable housing in Fort Bragg it will be hard to keep the working bee's in Fort Bragg without affordable housing	10/14/2020 8:56 PM
68	This is not the way to create jobs in Fort Bragg. Please! Please! None of these businesses create a living wage for a high cost of housing area like Fort Bragg. Managers frequently are not committed to the area and are the only ones who make a living...	10/14/2020 8:08 PM
69	Bring them!	10/14/2020 7:55 PM
70	Fort Bragg is beautiful as it is, why ruin it. Support the local businesses and keep the Fort	10/14/2020 7:37 PM

## Formula Business Survey

	Bragg charm.	
71	Formula Businesses really lack character and have damaged America's landscape.	10/14/2020 7:25 PM
72	Big box stores will wipe out small businesses. You already have enough corporately owned biz in this area. Think instead if how you can revitalize downtown areas of FB & Mendo. You are allowing a ghost town instead of a vibrant downtown. Think of how Fresno ca looks.	10/14/2020 6:47 PM
73	Invest in supporting local businesses. Weigh the real needs of the community. Do they need another discount store? For what? Fort Bragg has a reasonable variety of grocery shopping all are very good. More cheap discount clothing? Why? Instead of focusing on creating more eyesores focus on housing and keeping the most amazing coastline free of crap. Clean up what is there.	10/14/2020 6:34 PM
74	No...just no. We are a unique and historic town and people come here to enjoy that... Locals can go to Ukiah for Big Box shopping. Southern Hwy 1 entry to town is already looking like motel and fast food paradise with big signs and lighting...it does not look like a historic town. How big does a motel sign need to be ?? Not that big and ugly...	10/14/2020 6:17 PM
75	Local opposition discourages corporate investment, create enormous legal costs, and bring bad publicity, not limited to negative comments on social media. Until the community agrees that development is good, plans are meaningless.	10/14/2020 5:47 PM
76	Perhaps setting a large brick and mortar area outside the city proper would ensure the best of both worlds?	10/14/2020 5:45 PM
77	They do not belong here. Moratorium please. Survey is very simplistic, misleading, and poorly structured. Review what other communities and counties, as well as Mendocino County are doing to restrict them. Use already existing structures & vacant lots like the Carini Motel area. Study the documents and public comments from the special city council from 1-29-20 and the city council from 2-24-20.	10/14/2020 5:30 PM
78	NO More Formula business in Fort Bragg	10/14/2020 5:23 PM
79	Trader Joes	10/14/2020 5:19 PM
80	Keep it out! Big box stores ruined small towns. They will shut down small businesses and only provide minimum-wage jobs. Please don't do this to our town. I love it the way it is.	10/14/2020 4:28 PM
81	Please do not allow!! They trash every community. It's consumerism at its worst. It is not needed in area!!!! I will stay away from town if it happens cause it will force my fav small businesses out of business	10/14/2020 4:26 PM
82	Small, local businesses cannot compete with large corporations. Formula Businesses make every place look the same. People come here and like living here because it ISN'T like everywhere else, even though we have a certain amount of franchise corporate businesses such as McDonald's, Taco Bell, O'Reilly's, Rite aid, CVS, etc. Economic development should focus on the unique aspects of our community.	10/14/2020 4:18 PM
83	It would be nice to keep the main street mainly for local businesses. Finding a spot close by for a shopping center would be ideal. So we can have our cute town walks but be able to shop locally from select chains.	10/14/2020 3:55 PM
84	Whose idea is this anyway? One of the questions assumes that it's going to happen. Worst idea I've heard in a long time. Toss it into the dustbin of history.	10/14/2020 3:46 PM
85	These big box stores destroy towns! Shame on you for even considering allowing them in!	10/14/2020 3:44 PM
86	So many people say they shop local, I think they mean the shop from their home computer And count that as local	10/14/2020 3:18 PM
87	Please work to block all formula type businesses from our small town of Fort Bragg. I would also like to revisit the permits for Taco Bell and Safeway.	10/14/2020 3:09 PM
88	Please do not visit this excrescence on the sweet small-town spirit of Fort Bragg. I moved to the country to get away from the "world-o'-crap" that are these formula malls. They encourage the worst of what has caused climate change, diabetes and other chronic diseases, and erosion of our natural systems - not just as retail systems, but all the way back down the line to sourcing and use of fossil fuels. Stop it. You are killing us. Every decision you make of this sort is forcing us to pay you (via taxes) to kill us. Just stop.	10/14/2020 3:06 PM

## Formula Business Survey

89	I have lived through this in Bend Oregon and watched many family businesses fall to the wayside. In addition the unique hardware stores, galleries and boutiques that defined the experience in Bend were lost to outlet stores and big box national chains. Many that originally supported this as it could bring more jobs, in the end regretted it as those jobs were nothing more than minimum-wage and most often without benefits. The character of the town changed within a decade.	10/14/2020 2:16 PM
90	The only concern is we don't have enough formula business.	10/14/2020 2:14 PM
91	Locally owned is locally invested. The extreme difference between zombieville Safeway & clean well-lighted, well-stocked Harvest Market during the 2019 October PSPS was the best argument I've ever seen for keeping it local. I do order some items online but I NEVER need to leave town to get the things I need. What is beautiful about our precious town is that is not just like everywhere else. Our local businesses are having a hard enough time without the impossible to beat competition from extractive big box stores. Please protect our wonderful & vibrant town! Say no or seriously limit big box stores. They may seem convenient but they don't care about local towns like local owners do.	10/14/2020 2:12 PM
92	Let them in, this city cannot survive on tourist dollars only if we have no services for them to buy from	10/14/2020 2:05 PM
93	We need more home goods stores and clothing rather than large food chains that compete with local businesses. I would much rather shop for home supplies in town than ordering everything our household needs off Amazon. Myself, just moving to the area in the past few years, love the idea of expanding Fort Bragg to more Formula Businesses but there is a fine line between bringing in what the town/area is lacking and squashing the amazing local businesses that help keep the towns character.	10/14/2020 2:03 PM
94	Avoid concentrating them, only allow "off the beaten path", not visible from 101/20, or Central business dist. Keep small and not block-like steel& concrete.	10/14/2020 1:44 PM
95	NO BIG BOX STORES!	10/14/2020 1:10 PM
96	Please NO! We do NOT want to be like every other town!!! Shop local, save local businesses!!!	10/14/2020 12:53 PM
97	Big Box stores homogenize towns, drive out small businesses, so that they wind up looking like every other place and town. People come to the coast for our natural beauty, and our eclectic, artistic communities. If they need a big box store, they can go to one at home.	10/14/2020 12:01 PM
98	It would be sad to lose any of the charm that Fort Bragg has, or lose any of the small businesses. The loss of money to out of area businesses is a downside as well.	10/14/2020 11:21 AM
99	small town vs big city	10/14/2020 10:37 AM
100	Just NO! For so many reasons. Work with locals and local businesses to develop desired retail and employment opportunities. And , for God's sake, improve local internet service— that alone will greatly help the local economy. My children cannot live here because their jobs, really good jobs, depend on high speed internet.	10/14/2020 10:31 AM
101	I would hate to see our small businesses be squeezed out by having to compete with big box chain prices where there is no way to compete because the big chains have more buying power and are selling Cheap quality in exchange for instant gratification, while the big picture is missed which is the squeezing out of the small businesses.	10/14/2020 10:12 AM
102	If they are allowed? don't let them put Mom and Pop businesses out of business	10/14/2020 10:07 AM
103	We already have Taco Bell, McDonalds and Starbucks, we do NOT need any more big block stores in town, as it will destroy all small local shops that have here, and they have been providing our area for years. Fort Bragg needs to respect that these businesses have struggled to keep us provided against the corporate onslaught. If we build more large buildings that will destroy the historic downtown shops. This has happened all throughout the continent and leaves us with the same endless corporate logo landscape. Fort Bragg needs to gather a high level of VISION for making this town as beautiful and special, otherwise, we will end up like the rest of the faceless places all across the USA	10/14/2020 9:53 AM
104	See answer #3 above. Additionally, we are a semi-retired couple who just moved here 2 months ago from Sacto Valley. We lived all our lives within 5-10 of ANY imaginable convenience. We chose to live here because it is a SMALL town area with low population,	10/14/2020 9:39 AM

## Formula Business Survey

amongst many other reasons too. We knew there would be many changes, including the inconvenience of having to travel 45 mins to get to what we consider the only major grocery store Safeway (we're in Irish Beach) and we're okay with this. We would like for the city planners to carefully consider what they want the future of Fort Bragg and Mendo to look like when choosing Formula Businesses. Look at Pismo Beach area....larger population, but they've managed to keep tourism alive and well, while inviting larger corps into the area. Thank you for this survey.

105	Keep it localized	10/14/2020 9:32 AM
106	I own a small graphic design and printing company. I work closely with similar business's to provide the best service and pricing we can, a kinkos or staples would eventually ruin our businesses	10/14/2020 9:16 AM
107	We need a Grocery Outlet, Trader Joe's, and a Kohls for clothing and housewares. No need to travel to Ukiah or Santa Rosa, or resorting to Amazon shopping if we had these options.	10/14/2020 9:09 AM
108	I think the number of formula businesses should be limited to just a few, and there should be a contact that they be well maintained, adequately staffed and managed. The drugstores here are a good example of that NOT being the case. If stores come here they need to be as responsible as other local businesses.	10/14/2020 8:52 AM
109	I am concerned it will bring death to the already struggling local businesses.	10/14/2020 8:40 AM
110	Home goods and clothing stores desperately needed!	10/14/2020 8:31 AM
111	I dont want them here.	10/14/2020 8:04 AM
112	I think it's a great idea if they were placed inland. At least 2 miles from the coast	10/14/2020 7:55 AM
113	Survey local businesses to see what support they need, or what needs they think formula stores could fill best; consider offering local restaurants subsidies to add locations near any big box stores you allow in, so the traffic to the big box also benefits locals; require big box stores/chains to create or support non-profits that benefit local people.	10/14/2020 7:52 AM
114	Na	10/14/2020 7:38 AM
115	Do not open milsight to development.	10/14/2020 7:30 AM
116	I am a citizen of the city of Fort Bragg. We need to have other shopping options for our residents, many of us low income. I am tired of the city being run for well to do folk who do not mind paying "extra" to support local business. I am glad they can do that, I however do not have the funds to buy anything beyond the basics and I need local places that are not tourist driven in which to shop so that I am not forced to drive over the hill for necessities.	10/14/2020 7:29 AM
117	We have resisted big box chains thus far, why the hell do it now? Are you trying to force more small stores to close? That will happen and you will be to blame due to poor leadership. NO NO NO!	10/14/2020 7:01 AM
118	A minimal amount should be allowed in order to preserve the charm that our town has to offer. I believe there is a balance to satisfy those who are opposed to big box chains and to those who are in favor.	10/14/2020 6:16 AM
119	Formula businesses ruin a small town's appeal and drain money from the local economy.	10/14/2020 3:45 AM
120	Our community thrives on its remoteness. It's small town charm and feel is what has kept this community going as well as promoting tourism. Do not turn Fort Bragg into a box store town. Keep Fort Bragg unique.	10/13/2020 11:34 PM
121	Love to buy a set of towels a set of sheets, or a pair of Levi's without having to drive 60 miles	10/13/2020 11:27 PM
122	I'm Not even going to entertain the idea ! Keep them OUT of Ft. Bragg !!!	10/13/2020 11:00 PM
123	Hideous and bad for small business. Also notoriously bad employers.	10/13/2020 10:24 PM
124	There is no way to keep them from siphoning off money from the local economy.	10/13/2020 10:12 PM
125	Our small town charm will be destroyed.	10/13/2020 10:10 PM
126	Support local businesses	10/13/2020 10:09 PM
127	No comment	10/13/2020 9:54 PM



## Formula Business Survey

128	We area tourist area, perfect for small shops and quality goods, not Chinese cheap.	10/13/2020 9:53 PM
129	A walmart would be incredible. Even if you can't have a child in fort bragg due to Adventist changes, it would be nice if essentials were easier and cheaper to purchase. I worry many young families will leave. It would be incredible of I could get leggings and shoes and shampoo and such conveniently and cheaper.	10/13/2020 9:44 PM
130	Do not want any Formula Businesses to cause more local shops to close permanently.	10/13/2020 9:10 PM
131	Supporting our town is very important to me. Right now I can even buy my daughter underwear	10/13/2020 8:28 PM
132	Fort Bragg is doing well to have many small businesses run by people who grew up her or have roots here. I am skeptical of anything that formula business can contribute to our small town feeling of support for one another.	10/13/2020 8:02 PM
133	This is not simply an economic issue. The web of small businesses creates community that big box stores destroy.	10/13/2020 7:43 PM
134	Promote local small businesses where individuals can be owner operators with s fewer numbers of employees. Owners can afford to live on the coast, employees can be taken better care of. More profits will stay local.	10/13/2020 7:21 PM
135	Keep Fort Bragg unique. It's a shame to see McDonald's and Taco Bell. Support local businesses and safe infrastructure to allow folks to shop easily.	10/13/2020 6:22 PM
136	I love the open fields at the intersection of 1 and 20 and I think that big box stores are bad for local economy and we should be considering building more job opportunities by focusing on forest restoration not more retail of junk made with slave labor. Besides most retail is becoming internet based. Keep these box stores out of our Beautiful town thank you.	10/13/2020 6:04 PM
137	A grocery store please. That's it no more. We have so many empty businesses in fort bragg now. Where does the water come from.	10/13/2020 6:04 PM
138	NO FORMULA BUSINESS IN FORT BRAGG! There is literally nothing positive about allowing formula businesses to increase (or really, remain) in Fort Bragg. That is not how you develop a thriving local community nor tourism, or keep \$ within this town. "Convenience" will ALWAYS undermine "Community" at a steep irreparable cost.	10/13/2020 4:31 PM
139	Having no formula business is what makes the town I have grown up in special. We have a type of community that doesnt compare to anywhere else. As the granddaughter of the people who started their small business in Fort Bragg 50 years ago, ive seen the community and support that the local businesses give eachother. This is what makes our town unique.	10/13/2020 12:24 PM
140	keeping them smaller, like the urban models of smaller Targets and Walmarts etc.. "neighborhood" size	10/13/2020 10:21 AM
141	No concerns	10/13/2020 7:46 AM
142	Bring them to this dying town please.	10/13/2020 7:07 AM
143	Bad idea. Bad.	10/13/2020 5:42 AM
144	Don't overdo it.	10/13/2020 1:49 AM
145	Keep within small town requirements, maybe a smaller version of a big box store.. keep them out of town centre.	10/12/2020 10:49 PM
146	loss of character. damage to local businesses. generic quality. destroy specialness and deter tourists.	10/12/2020 10:11 PM
147	Burger King will solve all of our problems haha.. but really I can't think of a specific one.	10/12/2020 9:27 PM
148	Having lived in small towns before facing this issue, good planning is essential- you "already" have "big box" with CVS, Rite Aid and Ace Hardware (2 in fact!), Davis, CA managed to put in one Target on their far South East side and it served the community without being obtrusive and local businesses still thrived.	10/12/2020 8:47 PM
149	Want to stay small town	10/12/2020 7:58 PM
150	Let's Not. Please.	10/12/2020 7:48 PM

## Formula Business Survey

151	Continues to squeeze small locally owned businesses out of picture until all you have are corporate stores that dont care about community.	10/12/2020 7:37 PM
152	I would like to see local people run/manage whatever stores or businesses come here.	10/12/2020 7:31 PM
153	Considering the city's dismal fiscal situation and the lack of stable jobs with benefits, you need some option for shopping that are affordable and provide jobs. What you need to do is look for high tech investors willing to bring industry here. The city needs jobs that provide for a middle class to thrive. Reliance on tourism only provides season low wage jobs. Get some box store industry that gives people careers and they will want to live here	10/12/2020 5:44 PM
154	If you add restaurants near the shoreline or a great view of the ocean, you will definitely bring in more people throughout the county of Mendocino and others near by. I will definitely stop by	10/12/2020 5:41 PM
155	Keep it away	10/12/2020 5:22 PM
156	There are natural limits to the geography of Fort Bragg and the coast. It's linear. I have found that many, even locals are limited in where they shop. If a one stop shop-big box stores or formula businesses are prevalent local stores will not only suffer they will not have fertile ground to develop and grow. This the the opposite reason that we are investing and working to move to FB . <a href="https://www.strongtowns.org/journal/2020/10/11/the-numbers-dont-lie">https://www.strongtowns.org/journal/2020/10/11/the-numbers-dont-lie</a>	10/12/2020 5:11 PM
157	Keep the buildings looking like they belong here, not like in some other city. We want to keep the coastal charm here.	10/12/2020 4:35 PM
158	Just keeping the cost down, its expensive to live here thats why so many go over the hill to shop!	10/12/2020 4:02 PM
159	I'm very excited to see where this takes us. It is very much needed but please do not overwhelm	10/12/2020 2:08 PM
160	It is concerning that a zip code was not required for this survey. If you live I Mendocino or beyond, you shouldn't be able to tell Fort Bragg what to do.	10/12/2020 1:55 PM
161	You haven't given enough information for me to answer these questions satisfactorily. We already have Formula Business. How many more of such are you referring to?	10/12/2020 12:58 PM
162	I don't like it for all the reasons listed in question 5, but I don't live in Fort Bragg I visit family.	10/12/2020 11:36 AM
163	Still able to keep the small town feel, but able to have better access to shopping.	10/12/2020 11:31 AM
164	We don't need them. Go to Ukiah or Santa Rosa for them.	10/12/2020 11:30 AM
165	We do not have the population to support Big Box stores. Like most folks on the coast, I want my dollars going to local businesses ... screw the big corporations and stop them from ruling our world.	10/12/2020 10:56 AM
166	I would love to see an aquarium on the GP property. We need things for local kids and tourists with families to do . There's already ridiculous amount of walking trails...also ....People need to be able to buy clothing and household items at reasonable prices, they will go spend money out of town, why not bring it back to town with a Target or something similar. Fort Bragg has cookie cutter Boutique stores that all have nothing to offer local low income families.	10/12/2020 9:27 AM
167	.	10/12/2020 9:14 AM
168	Bad for environment, ugly, money not staying local, to much crap, local biz can not compete, makes our town look like everywhere else	10/12/2020 8:58 AM
169	I would like a Target. They fund college students and local schools.	10/12/2020 8:50 AM
170	I'd LOVE to see a Trader Joe's or Raley's in town... certain smaller chain stores don't seem like they would stand out as an eyesore or take away from our small coastal town atmosphere. I would NOT like to see larger superstore type places, or anything like a Grocery Outlet/other discount type stores. We have a beautiful little community here, and while I wish we had more shopping options for convenience, I would hate to see it become even harder for small and family owned businesses to succeed.	10/12/2020 8:41 AM
171	We need jobs. We need tax revenue. Yet it is hard for us small business to survive as we sit.	10/12/2020 8:26 AM
172	Formula Businesses make small local shop irrelevant, formula businesses have gone on record saying they underpay their employees, and corporations are evil. Why is money more	10/12/2020 8:25 AM

## Formula Business Survey

	important that local people? Y'all are just greedy.	
173	Big box don't care ... CVS is ridiculous and Safeway is a zoo... That black friday stuff, save us from the stupid... I escaped to here over 40years back... Don't destroy The Fort...	10/12/2020 7:37 AM
174	Just take a look around downtown and observe the empty store fronts and the recently vacated properties. Then think about the water situation and recent demographic changes. I don't believe big box stores are at the top of FB concerns.	10/12/2020 6:52 AM
175	If fort Bragg doesn't allow businesses here soon, the city will whither and die. The Sausalito model works in Sausalito, but the infrastructure is there. They are minutes away from all necessities and luxuries. We have neither.	10/12/2020 6:48 AM
176	Let them in, and keep our tax dollars local. Lower pollution by allowing people to shop at home	10/12/2020 6:32 AM
177	It will never happen because the people that live in Fort Bragg do not want to live like the rest of the world. I've lived here over a year now and have seen the ups and downs. If you were not born here or family of someone born here, then you don't matter. Small town rumors kill businesses and this town has a lot.	10/12/2020 6:24 AM
178	None	10/12/2020 6:10 AM
179	Dont do it.	10/12/2020 6:06 AM
180	Why bring them in? Why not improve the local businesses? Offer a local businesses round table and allow locals to bring their business ideas forward. Support local businesses, and keep corporate / formula businesses out.	10/11/2020 11:15 PM
181	I find everything I need in Fort Bragg or online. I am happy to support local business and keep the character of our town intact.	10/11/2020 11:08 PM
182	More money sent out of our community to corporate pockets breaks my heart. Please don't crush our communities family businesses. Fort Bragg needs charm to compete as a tourist destination—not big box stores.	10/11/2020 10:25 PM
183	Variety of the formula businesses rather than multiple of the same type of business that is already in the city.	10/11/2020 10:23 PM
184	Leave them far away	10/11/2020 10:19 PM
185	We need stores that provide quality yet affordable clothing, linens and household items and not those from a drug store like rite-aid and CVS	10/11/2020 9:49 PM
186	.	10/11/2020 9:11 PM
187	Fort Bragg should allow a Grocery Outlet. We have them here in the East Bay where we have a second residence and they offer incredible deals on foods and products which are often less than half the cost of what Harvest Market and Safeway charge in FB! Not all local residents in FB are that well off.	10/11/2020 9:01 PM
188	As I said, a Grocery Outlet franchise that offered healthier, lower cost foods would be helpful in this economy, and maybe a Costco or Trader Joe's. Would prefer no malls or big chain clothing stores, etc. Want to support the survival of Headlands Coffeehouse over another chain coffee place.	10/11/2020 8:39 PM
189	Please don't	10/11/2020 8:37 PM
190	Keep them out	10/11/2020 8:25 PM
191	I would love to see Ross Dress for Less and possibly Panda Express	10/11/2020 8:13 PM
192	Should offer p orayscale with room for advancement, not duplicating products and services offered by smaller shops and forcing them out of business	10/11/2020 7:59 PM
193	Keeping local dollars local. Not putting long time local businesses out of business.	10/11/2020 7:56 PM
194	Local businesses going out of business like everywhere that brings in box stores, town getting more "trashy" in appearance and feel, small town feel disappearing and fort Bragg turning into generic everywhere USA, traffic on highway 20 worsening with big rigs hauling loads, road maintenance costs/taxes increasing from heavier road use, parking lots to accommodate the	10/11/2020 7:53 PM



## Formula Business Survey

big boxes ruining the natural beauty, it's a terrible idea overall. I like living in small towns and when they bring big box stores, I move.

195	Big box kills mom and pop.Keep them out of F.B.Deny the corporate fucks.	10/11/2020 7:46 PM
196	They will ruin the small town feeling.	10/11/2020 7:21 PM
197	Don't want them! Slippery slope, once you allow one , it looks like every other dollar store town	10/11/2020 7:19 PM
198	I would love to have a Grocery Outlet and Trader Joe's in town. More employment options, lower food costs, more options. CVS and Riteaid have been pretty rundown even before Covid 19.	10/11/2020 7:19 PM
199	None	10/11/2020 7:15 PM
200	None.	10/11/2020 7:04 PM
201	box stores would definitely put local stores out of business.	10/11/2020 6:38 PM
202	Nothing big and no more disgusting dollar stores	10/11/2020 6:33 PM
203	Keeping them off the ocean side of highway 1	10/11/2020 6:27 PM
204	Harming old town businesses	10/11/2020 5:40 PM
205	Rather avoid them whenever possible	10/11/2020 5:04 PM
206	They hurt small businesses and they take money out of our community.	10/11/2020 2:59 PM
207	The community deserves a comprehensive advance concept plan well in advance. Are any such Formula Business developments fully prepared to cover all costs of new essential infrastructure (water, sewer, electrical, high quality roadways, and all related improvements at their own full expense, without COFB financial aid? The public should in no way be expected to pay such expenses, even in part.	10/11/2020 2:26 PM
208	We need a new fort bragg	10/11/2020 1:50 PM
209	formula business destroy local , money, look, actual employment opportunities, accountability, control, community reality, look and interactions. not a good idea. and not needed. ukiah is close enough	10/11/2020 12:24 PM
210	I own kure wellness and am interested in opening a dispensary in fort bragg some day. If you do prohibit formula businesses maybe you want to make a carve out for locally owned or headquartered ones.	10/11/2020 10:48 AM
211	We are already losing many small businesses due to high rent and other overhead costs. The pandemic hasn't helped. I know we need tourism to survive but this is not the way to do it. Local businesses already have a hard time finding and keeping good employees. Our community has very little affordable housing to offer. I am fully against any large stores coming in, especially to the mill site. Work on reopening the CV Starr center and creating a better indoor basketball court. Host events there.	10/11/2020 10:22 AM
212	Should not be located on ocean side of main street. Not larger than 2 stories high.	10/11/2020 9:50 AM
213	We need shopping!	10/11/2020 9:41 AM
214	Identify properties where these may go and limit uses, no more grocery or hardware, but perhaps allow others.	10/11/2020 9:07 AM
215	Whatever small businesses we have left will be disseminated. Hopefully the city has some kind of severance package for them. Downtown will be a complete loss. Why not take the millions spent in the big chain stores and invest in downtown. Update run down buildings, bring in very small popular niche businesses. Or create more open, park like spaces for people to enjoy, where empty buildings have sit for years, run down and a disgrace.	10/11/2020 8:52 AM
216	No no no	10/11/2020 8:46 AM
217	Let Ukiah house the closest LARGE formula businesses. No more Dollar Store, CVS, Rite Aid stores.	10/11/2020 8:25 AM
218	Don't put too many in. Ask the community, not everyone. Those who have a 95437 zip Code.	10/11/2020 8:24 AM

## Formula Business Survey

219	We don't want to drive any of our local people out of business.	10/11/2020 7:26 AM
220	Great idea	10/11/2020 6:42 AM
221	Keep the number small. Do not build them on the headlands/GP site.	10/11/2020 6:22 AM
222	None	10/11/2020 5:54 AM
223	The absence of these types of businesses is one of the things I love about living here.	10/11/2020 3:37 AM
224	Please no. It makes me incredibly sad that our nation has become so generic and willing to sacrifice the small business model to consolidate wealth in the hands of the few. No big box stores!	10/11/2020 12:50 AM
225	Don't need big box stores on the coast! Safeway is enough!	10/11/2020 12:11 AM
226	It is no secret that in the time I have lived here for 55 years economy of Fort Bragg has changed from fishing and logging to tourism. Are more tourist dollars spent in Rohner Park and Cotati as compared to Cloverdale and Healdsburg?	10/10/2020 11:33 PM
227	I would love Trader Joes	10/10/2020 11:30 PM
228	Not enough of them.	10/10/2020 10:55 PM
229	Have none, bring it on, so NEEDED	10/10/2020 9:35 PM
230	It might be nice to have more shopping options. However any formula store options for shopping and dining should be limited. They will crush local businesses if they are allowed untethered. It is also important in terms of the goal of providing jobs to only allow businesses that actually give their employees a decent wage and benefits. Costco is a good example of a fairly ethical Formula Business as opposed to say, Walmart.	10/10/2020 9:06 PM
231	Grocery outlet	10/10/2020 8:46 PM
232	My main concern is keeping small businesses functional in our community. Big box companies often drive out locally owned small stores.	10/10/2020 8:31 PM
233	The time has come to open up our town. We are losing so much revenue to other towns or online business that accommodates the shopping needs of this rural community. If you don't allow the town to open to Formula Business you are just giving that money to Amazon, Walmart, and Target.	10/10/2020 8:01 PM
234	I want to keep unique businesses in business.	10/10/2020 7:43 PM
235	Killing the charming small businesses in town. Looks the same every other city. Cheap Chinese merchandise (\$1 stores).More Plastic!!!!	10/10/2020 7:39 PM
236	None	10/10/2020 7:24 PM
237	I think this will be great for our small town having affordable clothing shops	10/10/2020 7:24 PM
238	So you force small businesses to close due to covid then when they can't afford to remain closed temporarily they close for good. Now the tax revenue suffers and you want to invite big box stores. Seems very underhanded, down right wrong and not what Fort Bragg is all about!	10/10/2020 6:56 PM
239	Allow essential businesses.	10/10/2020 6:37 PM
240	I think that there needs to be an analysis of housing availability corresponding to these businesses coming in. Also, they should be off the main highway, ideally in a complex that doesn't destroy character.	10/10/2020 6:33 PM
241	I am against Formula Business for all of the reasons: hurts, local businesses, makes our town look like all others, hurts tax base. Money spent on local small businesses stays here and recirculates. It builds strong community, makes our town unique for tourists, aids local health and education services. Big Box stores do not provide jobs that can support families.	10/10/2020 6:24 PM
242	The business owners combined should have a say in public, with the public on which and where the businesses go	10/10/2020 6:11 PM
243	They will ruin the unique, intimate character of F.B. and they will put many more of our struggling small businesses which attract visitors (and locals) out of business. I find it hard to	10/10/2020 6:10 PM

## Formula Business Survey

believe this is even being considered after all the money and effort that went into making the town the charming visitor destination it is.

244	My concern is putting small businesses out. But a grocery store to bring some competition (to lower prices)is a good idea	10/10/2020 6:09 PM
245	Corporations may add revenue via sales tax but Corporations do not support the town or the community. Small businesses will struggle even more that they already are. The pandemic is not a reason to bring in a Walmart or other trashy store. Fort Bragg has worked so hard to bring tourism. The tourists come for our beautiful coastline, our quaint shops and our great restaurants. We have built that reputation. Don't ruin it.	10/10/2020 5:56 PM
246	develop surveys that do not require answers such as choose one, or rate 1 through 4, so as to allow us to express a true opinion, rather than LYING SO SURVEY ACCEPTED	10/10/2020 5:47 PM
247	Would like to see a Grocery Outlet and/or other discount grocers in town. It would help lower income people who may not even have transportation to Ukiah and who really really struggle to afford enough to eat. grocery prices in the area are insane and bordering on criminal. Grocery Outlets tend to do the best job with food selections. I don't care for any other formula businesses- let them stay out.	10/10/2020 5:39 PM
248	Competition with small local businesses. This would be devastating. Also, if you allow corporate America to take over, use buildings already there, that would at least help locals out in rent and help revitalize the neighborhoods. STOP building new buildings when old bu6have been sitting there doe 10, 20, 30 years. Use them, buy, repair, rent, something. Its inevitable the town grow, but make it a positive experience for everyone.	10/10/2020 5:23 PM
249	Don't do it!!!!!!	10/10/2020 5:12 PM
250	we need something that will enhance employment, not take away from local businesses, and to help accommodate the influx of tourists stripping the shelves. We also need to do something positive with the GP property. I think something similar to the Monterey Bay Aquarium but smaller. I think it would not only increase tourism but it would help Mendocino College if they added marine biology to its educational package, so you would increase tourism, education, employment and be overall beneficial to the coast. It would also not compete with already established businesses	10/10/2020 5:11 PM
251	Big corporations would be more of interest to the city government than to the people.	10/10/2020 5:08 PM
252	We need our locally owned small businesses. They contribute to the community in the most profound ways. Given the already severe impact of CoVID-19 on them, we need to establish ways to minimize further impacts to them: limit the number of big boxes in a given segment, limit size of business, require contributing to infrastructure where on a sliding scale commensurate with the a measure of the business (i.e. volume, size, income; or inverse levels for lower levels of employment), while limiting by duplication of services & products provided where there is already sufficient competition amongst that segment locally i.e. beauty salons or hardware stores.	10/10/2020 4:55 PM
253	I wouldn't mind a KFC. I don't think a Walmart would work here. FB has lots of gas stations, and lower prices than elsewhere. Mendocino doesn't, and price there is ridiculous. Bur, eventually, Amazon will run retail everywhere. You didn't ask about buying on-line.	10/10/2020 4:35 PM
254	They will turn the area into looking like southern california, the repetition of Formula Businesses makes an area look cheap and disgusting with no character...And would increase the difference between Ft.B and Mendocino shouth..... instead look forward and build a monorail for shipping online purchases into the local area	10/10/2020 4:32 PM
255	It is difficult enough for local small businesses to survive without the competition of large chains	10/10/2020 4:24 PM
256	Fort Bragg has needed to have basic needs shopping for years. I have lived here since 1967 and have had to go out of town for clothing since the company store closed many years ago. The boutique stores are nice for the people who come to visit, but locals can't really pay \$100 for jeans. We have lost basics like a dry cleaners, a florist, many restaurants and even the bowling alley. We are becoming stagnant and our economy is depressed. We need to be a bit more open minded to having Chain stores to keep the tax dollars in our city and county.	10/10/2020 4:18 PM
257	Letting in like say, Grocery Outlet may be good, however more non local businesses isn't going to be a good look or outcome for the city and surrounding areas, we need to be	10/10/2020 4:17 PM

## Formula Business Survey

	supporting and encouraging local businesses	
258	I hate going elsewhere to spend my money	10/10/2020 4:13 PM
259	I think the type of stores should be chosen carefully so as not to put out some of the smaller local shops	10/10/2020 4:12 PM
260	Bring in all of them.	10/10/2020 4:02 PM
261	We drive out of town to go these stores might as well have them in Fort Bragg	10/10/2020 3:50 PM
262	Include competition disincentives to protect establishes and fledgling businesses and industries.	10/10/2020 3:49 PM
263	Formula Businesses don't care about the impact they have on owner/operator businesses. They will flood the local market with minutely cheaper goods knowing that people will drive across town to save 3 cents. Historically employees are happier and stay longer at owner/operator businesses. Small businesses tend to invest more heavily in the local economy and local programs because they are tied to the local economy	10/10/2020 3:46 PM
264	Very sad to see all the small businesses gone - encourage new single-owner businesses to come in by permanently easing regulations on outdoor dining, providing financial assistance and incentives - that will revitalize our little town!	10/10/2020 3:40 PM
265	If we turn Ft. Bragg into "anywhere USA" then it's no longer special and small business will suffer even more than now with Covid. I will not buy from Box Stores or chains--this is a high risk-low reward concept--please don't ruin this historic mill town with garage box stores.	10/10/2020 3:38 PM
266	Formula businesses would make it difficult for local businesses to compete. Right now, we have way too many empty storefronts to even consider big box new construction. Our local business district is turning into a ghost town.	10/10/2020 3:35 PM
267	I would rather see independently owned stores and restaurants in town. It will be open season for chains/formula stores after all the covid closures. The few formula stores we have like the rite aid and cvs are pretty lack luster.	10/10/2020 3:32 PM
268	I am against Formula Business in the city limits of Ft. Bragg, there is plenty of room in the area east of the City	10/10/2020 3:31 PM
269	The empty buildings need to be utilized before anything is built.	10/10/2020 3:26 PM
270	OK...SubWay is cool, but Starbucks SUCKS. NO NO NO to Walmart, etc. maybe SIZE is the Key. A general NO policy, with NO shady buyoffs... exceptions should prove that they are unique somehow. Special tax rules so any Formula stores have got to pay a LOT to even think about coming here. That'll slow them down...this problem needs a LOT of thought, prep & Study & a WILL to preserve the Town, etc. Put tax money into developing LOCAL small&medium size stores, services, etc. A quota: we already have Safeway, etc. that & Starbucks & McDonald's should be close to ENOUGH! ***** ps ~ the 1,2,3,4 rating question does not include the REAL Questions: please work on this survey: it is a good start. Thank You...& DO THE RIGHT THING!	10/10/2020 3:24 PM
271	I want some	10/10/2020 3:17 PM
272	Formula businesses will have more people moving here thus removing the small town appeal	10/10/2020 3:07 PM
273	The community is way too small for the big box retailers. We do not need them here.	10/10/2020 3:02 PM
274	I don't believe Fort Bragg will benefit from large department stores (Target, Kohls, Macy's). The only store that I miss having within a reasonable distance is Trader Joe's. As a chain, I believe they offer different items than our grocery stores and their employees seem happy to work there. I enjoy our local shops and Harvest Market is my favorite local grocery store.	10/10/2020 2:58 PM
275	I think it would benefit the seniors that live here. They would have easier access to shopping and stores.	10/10/2020 2:57 PM
276	Not on scenic Hiway 1	10/10/2020 2:41 PM
277	they will take away from local businesses that are owned and operated by local people. please don't do it.	10/10/2020 2:27 PM

## Formula Business Survey

278	We need a grocery store that doesn't cost an arm and a leg. We also need a general cheap clothing store like a Ross or SOMETHING.	10/10/2020 2:22 PM
279	Limit the type and total allowed, if allowed at all. One of the main reasons I love where I live, is that it doesn't look like all the big box chain stores that riddle all of the US. The rustic quality of the Mendocino coast carries its charm through small businesses and services. Entrepreneurship and creativity are encouraged, rather than fitting into a mold. There is also a huge movement to "Go Local" so I'd rather spend my money in my community to encourage its growth. I believe the convenience of Formula Business will drive out the smaller mom and pop style businesses as it's very clear how hard it is already to make a living on the coast. I am a business owner, and would not be able to operate my business if a franchise or chain were to open. But still, if there has to be Formula Business please regulate and let the public vote and be heard. Thank you!	10/10/2020 2:19 PM
280	See previous comment about The Bakery, aka Element 7, that was already welcomed into the community without any consideration of how many people would use a chain dispensary, versus a chain grocery store. Everyone eats. Not everyone smokes weed.	10/10/2020 2:16 PM
281	Love to see more jobs created.	10/10/2020 2:13 PM
282	Concern for small businesses that could be affected.	10/10/2020 1:55 PM
283	grocery outlet, Trader Joes	10/10/2020 1:40 PM
284	If a "formula business" would move onto Franklin and use the existing storefront facades and not at the ends of town and spaced between local shops	10/10/2020 1:36 PM
285	Tourists don't come here to shop at big box stores. They can get that anywhere.	10/10/2020 1:31 PM
286	We've lived without them so far. Tourism brings in much more than taxes from these businesses. Tourists want a unique experience they don't find everywhere else!	10/10/2020 1:25 PM
287	Base the permitting off the "NEED" for the store. We dont need another dollar store, parts store, hardware store or grocery store but we could use clothing stores for instance.	10/10/2020 1:24 PM
288	It will ruin the quaintness of Fort bragg	10/10/2020 1:22 PM
289	it will help the elderly save money and time like my mom	10/10/2020 1:21 PM
290	DON'T DO IT	10/10/2020 1:20 PM
291	The devoted group of local small businesses who represent our young people and entrepreneurs actually interested in the future of Fort Bragg is WAY more important to me than another generic look-alike store with corporate headquarters thousands of miles away. Community first!	10/10/2020 1:17 PM
292	I would love like a KFC or even like a Ross. Clothes here are too overpriced.	10/10/2020 1:16 PM
293	I believe we need more shopping options with lower prices. It's just too expensive to live here anymore.	10/10/2020 1:09 PM
294	I think allowing them will keep more money in our town as a lot of us shop solely on amazon because the cost is considerably lower.	10/10/2020 1:00 PM
295	The town is too small to support big box stores. Can't even imagine they would be willing to come here.	10/10/2020 12:57 PM
296	I have none.	10/10/2020 12:55 PM
297	They will harm locally owned businesses and they do not treat employees well ie keep them part time with no benefits. If they don't meet corporate goals they walk away and leave empty storefronts.	10/10/2020 12:54 PM
298	would love a trader joes	10/10/2020 12:49 PM
299	grocery outlet	10/10/2020 12:44 PM
300	Just don't do it. Instead become friendlier to locally owned businesses. Do something about the incompetent planning office. It takes forever to get anything done and they don't know their jobs.	10/10/2020 12:42 PM
301	With half of the storefronts on Franklin Street (Between Laurel and Redwood) empty and no	10/10/2020 12:37 PM



## Formula Business Survey

good prospects for future business' there it seems suicidal to consider okaying any "formula business" within the Fort Bragg area of influence. Just look at CVS as an example: Promised jobs....three employees at a time work there! Promised quality....The building alone is falling apart! The siding is rotting and the fake plaster is breaking apart. The store is filthy inside and out. What have they done to help Fort Bragg grow? Nothing...and that will be the same with any other business of that ilk. We have a McDonald's, O'Riley auto parts, Taco Bell, Denny's and as much as the tourists loving them they add only revenue and nothing more to the City and the coast. Yes, "only revenue"! The City and the Coast are more than just revenue. We have a lifestyle that is (thankfully) an arm's length from the larger corporate formula business' and we should be building on that instead of promoting their intrusion. They care little about the long term health of the neighborhoods and people as their motives are all about profit. Shift the focus to bringing in small business' that provide real services to the people here (as well as the tourist industry) and in the long run everyone will really benefit. The last question of your survey is particularly galling as one of the answers is about competition keeping cost down for consumers! Competition from formula business does no such thing! There is no competition with that level of business for smaller business', there is only takeover and destruction of smaller retailers. They can afford to cut prices to kill off any "competition" then have the closed market.

302	Not to ignore benefits of velocity, or that dollar being spent inside community, county or region by business based in the region.	10/10/2020 12:32 PM
303	very careful consideration should be given to the amount type and location of the businesses allowed to be in fort bragg. Keep the charm of the town while allowing growth and letting small businesses flourish.	10/10/2020 12:28 PM
304	They should be thoughtfully chosen and placed.	10/10/2020 12:25 PM
305	This would really help locals economy	10/10/2020 12:19 PM
306	If you want Ft Bragg to look like Anytown, USA, you'll lose out on what makes it a unique tourist destination. Please keep Fort Bragg's charm. Don't let these stores come in.	10/10/2020 12:17 PM
307	They will need to be carefully placed and must consider traffic patterns - any business must have adequate parking and blend in with existing designs - should also be "green" to not draw too much energy usage	10/10/2020 12:15 PM
308	Alcohol and Beverage Control Laws in California have limitations on the number of retail liquor, beer and wine business that can be issued in a city. That number is approximately 1 per 2500 residents and Fort Bragg has at least 10 which sell hard liquor, not to mention any bars that may also have off sale licenses. Well House West has an off sale liquor license and there are numerous beer and wine retail businesses here. Many of the licenses were issued before these limitations were placed into law and were since sold and resold. For any new Box store coming in, there should be a prohibition against off sale liquor, beer or wine as it makes it very difficult for the smaller mom and pops to compete. Even Harvest Market cannot compete with CVS, Rite Aid and Safeway, which buy at huge corporate discounts. There is no fair trade in the liquor business.	10/10/2020 12:13 PM
309	We don't need this here. It says the wrong things about our little town. I do not shop at big box stores. I do not want to live where they proliferate. Additionally they do not create living wage jobs. If you're going to let these in here, you may as well open it up to all the chain restaurants too, and after a few years, no one will have a job that pays over \$12/hr, with ZERO benefits, our special eateries will all be gone, and we'll be another poor, depressed little town that looks just like Everywhere, America. This is NOT the right direction for our city	10/10/2020 12:12 PM
310	Bring them all in. We need jobs and affordability !!	10/10/2020 12:12 PM
311	I feel that there are very low income people who deserve option for shopping that they can afford	10/10/2020 12:12 PM
312	I am opposed to formula businesses being here. I want this town to be about people not about corporations and cookie cutter life.	10/10/2020 12:12 PM
313	We need jobs, less expensive retail options, and a variety of goods and services	10/10/2020 12:09 PM
314	It would be a disservice to Fort Bragg, and all of the Mendocino Coast, to have formula businesses. It would change the character of the town but closing mom and pop stores, force people to move, and make Fort Bragg in to a cold Monterey with no aquarium. It would make	10/10/2020 12:04 PM

## Formula Business Survey

Fort Bragg worse for locals and tourists alike. As one of the few places in California, and the U.S, without the depressing suburbs and strip malls that make up a city, I ask you to please not prioritize these businesses and instead support the small, family owned ones that have made this town so special.

315	Makes our town just another cookie cutter community	10/10/2020 12:00 PM
316	keep them out	10/10/2020 11:56 AM
317	If you keep turning these stores away, nothing but low income will be left!	10/10/2020 11:50 AM
318	Stimulate small business owners with any incentives available.	10/10/2020 11:46 AM
319	They will destroy the sense of community in the town.	10/10/2020 11:45 AM
320	Take this issue to a general election vote by the people who have to live with any decisions. The city has lost most of its downtown. Building owner neglect is raging problem as owners neglect hazardous conditions. Difficult times but no reason to neglect enforcement. Formula Business is a diversion from reality of existing problems.	10/10/2020 11:44 AM
321	Please spend time and money attracting unique local businesses whose core values include sustainable, green practices	10/10/2020 11:40 AM
322	Don't want don't need.	10/10/2020 11:38 AM
323	I do feel we need more accessible, affordable options for shopping in fort Bragg, but also believe it should be located where it will not be an eye sore.	10/10/2020 11:33 AM
324	We need more affordable options available to us. And more jobs.	10/10/2020 11:32 AM
325	Please keep Fort Bragg free from Formula businesses. We already have several chains (McDonald's, Starbucks, Taco Bell, Rite Aid, CVS and Dollar Store, Safeway) with CVS and Rite Aid struggling to survive. Please continue to support what we have rather than bring in competition that will likely eliminate our small businesses.	10/10/2020 11:27 AM
326	Need jobs and industry to keep young people here otherwise the town will dry up.	10/10/2020 11:27 AM
327	If we can control the street appearance it is not troubling to me People vote with their dollars	10/10/2020 11:27 AM
328	Always proud of Fort Bragg for only having a couple big box stores....I do not support corporations or stores that pay minimum slave wages to their employees while their CEOs receive bonuses bigger than those low wage employees make in a couple years! You can special order most anything you want or need from existing stores!	10/10/2020 11:25 AM
329	We dont need them	10/10/2020 11:22 AM
330	As a family of 6, it's near impossible to "shop local". It difficult to purchase everyday essentials at a decent price. I do at least 80% of my purchases online or out of town. This is mainly due to the markups in town (even groceries, like Safeway) and the lack of options (underwear, clothing etc). It would be nice to have our money contributing to our town. We need the tax revenue & locals and tourists alike need options.	10/10/2020 11:20 AM
331	Tourists come because we are "homey". Yes, big box amenities can be nice but ultimately the town will no longer be Ft. Bragg.	10/10/2020 11:18 AM
332	I see plenty of "help wanted" signs around town so this can't be about jobs. The effort that's being put into this would be much better spent helping the extant local businesses thrive. Perhaps rents will decrease if unused properties were penalized for being empty for more than three months, thereby making more retail space available and increasing competition. How about a business license holiday for the first year of a new business. Maybe waive water fees for that first year, too. Perhaps the city could become an ISP and provide low- or no-cost high speed internet to both reduce business overhead and encourage tech development. Try getting creative instead of falling back on tired and lazy increase-the-tax-base "solutions."	10/10/2020 11:17 AM
333	Bring them in. This town needs a complete revival if it hopes to survive.	10/10/2020 11:17 AM
334	.	10/10/2020 11:15 AM
335	Please don't let these monstrosities take over our beautiful town. People come here as tourists not to shop at cheap discount stores. There are already enough. MacDonaldis, Dollar Store. Ugh. Our grocery stores don't need any more competition. We have enough. Grocery Outlet	10/10/2020 11:12 AM

## Formula Business Survey

will take business away from them and from our farmers markets and local farmers. Keep the look and flavor of our tight community that locals and visitors revere. NO TO BIG BOX STORES AND FRANCHISES. Support our small businesses with all your might!!!!

336	We just don't need them period. We have something unique here now and I believe it important to maintain that as well as support unquiet local businesses. When visitors come from out of town they will always go to big box stores first rather than seek out local stores and therefore better support the local economy. And finally, we have gotten by thus far without them...why do we need them now? Thank you	10/10/2020 11:12 AM
337	I very much want to see a renaissance in Fort Bragg of small locally owned businesses—after the downturn caused by the pandemic. I am concerned about small businesses' ability to compete with large box stores. I do not like the Dollar Store. That is enough. Thank you for taking public input and for your hard work on behalf of our community!	10/10/2020 11:12 AM
338	with all the vacant buildings, does adding big box stores make any sense?	10/10/2020 11:10 AM
339	No big box businesses in Fort Bragg!	10/10/2020 11:10 AM
340	Look at answer #4	10/10/2020 11:09 AM
341	Any Formula Business in Fort Bragg must contribute to the community with direct cash donations to local charities based on a percentage of total sales.	10/10/2020 11:08 AM
342	Fort Bragg resident for 48 years now and I like our town as it is now. Planned development of mill property should be enough growth the time being. Infrastructure seems to be at its limit, let's just work on improving it.	10/10/2020 11:06 AM
343	Keep local shops	10/10/2020 11:06 AM
344	Out of town ... off Highway 20 would be OK but I worry about "mom and pop" stores	10/10/2020 11:05 AM
345	My concern is that lots of formula businesses do not take good care of their employees. Costco is good but dollar general is not. If fb ends up with a bunch of low budget formula stores like dollar general, it will make our town look cheap and low budget. We are a tourist town and need to make the town look better not worse.	10/10/2020 11:03 AM
346	We need some type of clothing options. Is sad that we can't just run into town to get a bra or underwear for our teenagers. I'm not paying 50 for a lace bra for a 11 year old. It's sad that we can't buy a pair of pants for our kids or a sweatshirt or even a coat in this town.	10/10/2020 11:01 AM
347	no	10/10/2020 11:00 AM
348	Please do not allow these businesses to our town. We moved here in part because of their absence. I would hate for our town to look like Eureka or Ukiah.	10/10/2020 10:57 AM
349	No concerns. But zip code should be here. The people answering this survey should live in our local community.	10/10/2020 10:56 AM
350	I highly recommend formula business as an option. Many families and elderly have to take the time to travel to Ukiah or Santa Rosa in order to shop. If we have enough businesses here to help our local families, they would not have the need to travel. I also think that having formula business allows a variety of items for locals. Dollar tree can only carry certain items that break easily. Safeway is too expensive for locals. Harvest Market can be expensive just to grocery shop. Purity and the farmers market are the only options left for families. It would be a great addition to have another place for families to shop.	10/10/2020 10:55 AM
351	It's a good thing	10/10/2020 10:55 AM
352	Please don't. I am so proud of how unique our town is. Chain stores ruin that.	10/10/2020 10:55 AM
353	Formula Business junk up a small town. We don't need them here. People live here and move here because there are minimal chain stores/formula businesses. They suck! I'd move back to civilization after over 30 years in Inglenook if you made fort Bragg look like any other trashy town. I'm serious and not alone In this thinking.	10/10/2020 10:53 AM
354	We live here in a rural area for a reason. If we wanted to move to Santa Rosa, we would. Please do not make this look like all other towns. And the impact on our wonderful local businesses would be devastating.	10/10/2020 10:52 AM
355	I am very concerned about the types of stores allowed. I would hate to see more of our local	10/10/2020 10:48 AM



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stores go out of business if they can't compete with big chain stores.

356	Fort Bragg thrives off of the tourist industry which might be impacted if it loses its coastal charm	10/10/2020 10:48 AM
357	Fort Bragg has a character that should be maintained. More retail jobs won't bring about a wealthier economy. We need production jobs.	10/10/2020 10:46 AM
358	With Big Box stores, Ft. Bragg will never be the same, a town with its own character and look which, I'm my view, needs to increase and improve in those arenas as it can. Box Stores DO make a town look like any town USA and will further wipe out small businesses that the pandemics and rents before Covid have done. Big Box Stores will be another nail in the coffin of small business. It's beyond time to think OUTSIDE the big box and imagine how to support current businesses and develop new local businesses that promote locals to launch their passions, ideas and creativity where they already live. Bring in people who would like to start businesses for focus groups. Bring in West Business Development. Start an open inquiry vs. questions that already constrain the answers. I suggest going for transformation as distinct from change. What else is possible???	10/10/2020 10:43 AM
359	We have spent all sorts of time and money on positioning Fort Bragg as a place that is different. Why would we then bring in formula businesses? It feels like the city's eye is always on the bottom line rather than supporting what is great about what is here already. How about addressing the town's structural problems first?	10/10/2020 10:39 AM
360	ethics and employer philosophies, fair and living wage mandate	10/10/2020 10:38 AM
361	Spread evenly throughout sector, i.e. 1 lowes or 1 home depot. So we don't have to drive highway 20 to get something that costs twice as much as it does here.	10/10/2020 10:37 AM
362	Do not put any of this type if business on the west side of HWY 1.	10/10/2020 10:36 AM
363	I worry about taking away business from local stores, and money leaving the local economy. I also think it "cheapens" our beautiful town!	10/10/2020 10:35 AM
364	re: the first question: "out of town" is not clearly defined for those of us that live outside of fort bragg. and, i would like to see more effort put into researching/designing an economy that is sustainable with a lighter tourist footprint and a more local business and consumer orientation. i don't know the details, but i'm thinking some people would like to see an effort put into making the marijuana trade more viable. we should be focusing on making more sustainable and viable the resources/businesses that already exist in Mendocino county. i also believe there should be a wider vision than the impact of "big box" stores on fort bragg. the impact is larger than the city limits of fort bragg. has anyone looked at the impact of the big stores in Ukiah on local small businesses or how other smaller municipalities are dealing with big box stores impact on their communities. why re-invent the wheel? the decision to have or not have big box stores shouldn't be made by the seat of our pants. maybe, magically, big box stores are a good thing :). take a look at some small north bay towns that are doing well - what does fort bragg have in common with them? other towns that had logging as a base... i'd be asking people what they want in their town. why not make fort bragg a university hub? people say that won't happen. why not make it happen? how is fresno or petaluma more appealing than fort bragg? have fun...	10/10/2020 10:33 AM
365	I also don't know if our town actually has the room for these big box stores. Sure I would love a Panera Bread here, but we don't need another grocery store. Plenty of discount grocers in Willits and Ukiah.	10/10/2020 10:31 AM
366	Maintaining local businesses and keeping them competitive. But also keeping *good* job opportunities for residents. With living wages and benefits. And also having resources (food, medical care, amenities, etc.) available safely during changing times.	10/10/2020 10:29 AM
367	Concerned that small local business will be unable to compete. Local people are far more important than big business. Only if 67% of profits remain in community should big box stores be allowed. Consider the local benefits of that	10/10/2020 10:28 AM
368	If you allow retail chains in they will destroy everything that's worthwhile about Fort Bragg.	10/10/2020 10:28 AM
369	The only reasonable rationale for allowing them is lower prices for consumers, so if permitted they should not be allowed to set prices above elsewhere.	10/10/2020 10:27 AM
370	Just don't overdue it	10/10/2020 10:26 AM

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371	We need a Ross & walmart	10/10/2020 10:25 AM
372	Dont give us more grocery, hardware or other things we already have a healthy local economy for. Allow only those that are in sectors we dont have a sufficient sales market for	10/10/2020 10:23 AM
373	I really would hate to see the change that formula businesses would bring to our small town. I would hate to see the loss of the small businesses that make our downtown unique.	10/10/2020 10:22 AM
374	A town can be a work of art or a plastic replica. People don't come here to see and patronize what is ubiquitous everywhere else. One can always order "crap" online but original quality should be our specialty.	10/10/2020 10:19 AM
375	Bring something new to the area not something we already have multiple of.	10/10/2020 10:17 AM
376	I have none	10/10/2020 10:16 AM
377	Local businesses will have to step up their game. Formula Business is less expensive, but customer service is the sacrifice. A shopping experience is what a lot of people, including tourists want. Tourists can go to their own formula businesses in their own hometowns, come here for the experience.	10/10/2020 10:15 AM
378	Hard to undo putting more strip malls in a cute town like fort bragg. We already have cvs, right aid, Safeway, and boatyard. Plus the BofA and Chase have terrible architecture and detract from the downtown. I'd rather see more expanded downtown architecture, particularly on the mill site. And all architecture needs to have mixed use business and residential, or at least office spaces.	10/10/2020 10:07 AM
379	Once again those who live and work here will not have the say. There is no question asking where a person lives which once again leaves the door wide open for those south of us to predict our future. A lot of locals have all but given up of ever getting anything done because of non City people demanding and writing the rules.	10/10/2020 10:07 AM
380	I would love to see big box stores in fort bragg. Small businesses aren't always affordable causing locals like myself to do a lot of online shopping where as a box stores tend to be more affordable & will keep local tax revenue while also creating more jobs. Our towns economy needs growth & if we can't get it here people will take there business over the hill	10/10/2020 10:04 AM
381	If people like me are leaving town for certain shopping anyway, why not have it benefit our town. The things purchased locally at our mom and pop stores will still be purchased. Also, I dont like that you didn't ask where I was located, only my opinion. I would hope the ONLY opinions/votes that matter would be people it actually effects. Those like me that live in the 95437 zip code.	10/10/2020 10:04 AM
382	I will not shop there, as well as the other long time locals. Boycotting will be a priority for the integrity of our town. Go somewhere else. Our small businesses and small town appeal are what makes it a small town where we chose to live. If we wanted to live in a city, we would relocate-please do not locate here,	10/10/2020 10:04 AM
383	Dont do it! Keep opportunity for small local business strong. And support local businesses better.	10/10/2020 10:01 AM
384	Let's strengthen local businesses and not import formula businesses to put them out of business	10/10/2020 10:01 AM
385	DO NOT DO IT!!	10/10/2020 10:00 AM
386	Tourists come here to LEAVE ugly, cookie cutter towns.	10/10/2020 9:59 AM
387	Please do not allow formula businesses to open in Ft Bragg. It would be a disaster for our small town. Mom and pop stores would be put out of business, and the character of our town would permanently be destroyed.	10/10/2020 9:58 AM
388	The ascetics of the establishment should be consistent with the coastal architecture and color. The property should be well maintained with pleasing landscaping.	10/10/2020 9:58 AM
389	I think it's a great idea if the city can be transparent about the whole process and let the community have input. Fort Bragg needs to keep and open mind to expansion and forward movement in growing the town financially and economically. If we do not try and embrace change and forward movement we are in trouble.	10/10/2020 9:58 AM

## Formula Business Survey

390	I would love to have more employment options and not have to travel to shop. We have some of the most expensive stores in CA for basic nessesity	10/10/2020 9:57 AM
391	Keeping the Old Town look of the downtown area is of most importance for both the members of the community and tourism. Having options for regular , not "botique" clothing and household goods like bed sheets, towels etc. would be priorities for the community.	10/10/2020 9:55 AM
392	This is a Critical decision to preserve & protect Fort Bragg as a Unique destination. We don't need big box stores especially in this time of increased online business. Large retail development would leave us with unsightly AND empty commercial Space. Potentially disasterous.	10/10/2020 9:53 AM
393	There should be a lessening if permit requirement for big box business coming to Fort Bragg. Revenues and employment would bring a large boost to this struggling economy. I am a local and reside in the 95460 zip code	10/10/2020 9:52 AM
394	We don't need it. We need help for all the small local businesses to continue. Look at all we've lost during this covid stuff. Letting big chain stores in will only kill the remaining businesses.	10/10/2020 9:52 AM
395	keep money/jobs local- don't feed corporate monstrosities. keep our values - there are reasons we choose to live in small towns - and it's not to become another strip mall	10/10/2020 9:47 AM
396	Sprouts Market; Grocery Outlet/Bargain Market; Harbor Freight Tools; Big Lots; Ross; Trader Joe's; Whole Foods; Tractor Supply	10/10/2020 9:46 AM
397	None	10/10/2020 9:46 AM
398	You should be allowing them This survey sounds like you are encouraging only negative comments	10/10/2020 9:46 AM
399	No dollar generals! They made towns look cheap!	10/10/2020 9:46 AM
400	Any formula business should not take business from existing small businesses. Their offerings should be complementary, not competing.	10/10/2020 9:45 AM
401	Our small local businesses are struggling enough right now due to Covid without adding large corporations in as competition. Save our locally owned businesses, don't make those remaining end up shutting down as well.	10/10/2020 9:44 AM
402	I would suggest we use GP property.	10/10/2020 9:43 AM
403	Limited number	10/10/2020 9:40 AM
404	Nope nope nope	10/10/2020 9:38 AM
405	It already had began to lose it's small town charm.	10/10/2020 9:36 AM
406	Having the ability to buy clothing, another option for groceries that would encourage the current options to lower prices. A cheaper place for appliances.	10/10/2020 9:35 AM
407	I hope we can get through this time and keep the charm and uniqueness of Fort Bragg as much as possible.	10/10/2020 9:27 AM
408	Please research what kind of employer they are. For example, Costco is an excellent employer and would add great job opportunities for our communities. Walmart, not so much. Let's make smart choices for our awesome community	10/10/2020 9:25 AM
409	It would be helpful for families with children and senior in social security income.	10/10/2020 9:24 AM
410	This would be a great thing for the city. The town would get hundreds of new jobs for people and the money would stay in the town. People wouldn't have to leave to spend their money somewhere else. This would be a great idea and benefit so many people	10/10/2020 9:23 AM
411	My biggest concern is that they pay a real living wage to their employees and don't just funnel profits out of the community.	10/10/2020 9:23 AM
412	Best Idea Ive ever heard!	10/10/2020 9:19 AM
413	I don't think they are really necessary. The one that may be beneficial will probably never be here because it likely won't be up to the people living here.	10/10/2020 9:18 AM
414	My only concern is that Fort Bragg has been too closed minded and takes opinion from those	10/10/2020 9:13 AM

## Formula Business Survey

who are not part of our community. You never even asked my zipcode-95437

415	I'm concerned they will build a big building, put other local businesses out of business and it won't survive because of low population and then we have another empty building and the local one gone too.	10/10/2020 9:12 AM
416	I worry about ugly strip malls with large parking lots full of chain businesses. I worry about property/businesses owned by affluent Bay Area people who pay locals low wages. I worry about gentrification & locals being priced out of an already expensive area.	10/10/2020 9:11 AM
417	None	10/10/2020 9:08 AM
418	Fort Bragg is in need of economic development. Whatever the perceived downside of Formula Businesses may be, the benefit to the entire coastal community will be greater.	10/10/2020 9:07 AM
419	Our town has very little areas for children to play. Most all the land surrounding the city is privately owned. I would hate to see spear taken up for large store shopping instead of trying to provide more wildlife parks for kids such as Ottis Johnson.	10/10/2020 9:07 AM
420	The idea of having larger stores is good but having a formula to have them enter is important. Thank you for considering having them in the community. They offer great job opportunities/health insurance etc.	10/10/2020 8:52 AM
421	Some formula businesses ARE: owned by locals, support their community, and contribute to tax dollars staying local.	10/10/2020 8:50 AM
422	They take money out of the local economy and small business out here already have a hard enough time. Plus they are ugly	10/10/2020 8:47 AM
423	Bring them	10/10/2020 8:41 AM
424	We need to have living wages.	10/10/2020 8:40 AM
425	Support small businesses to fill the growing number of vacant buildings. New development of box stores will turn downtown into a ghost town. I can't believe this is even being considered.	10/10/2020 8:34 AM
426	I don't want to see small businesses suffer or close because they can't compete with big box stores	10/10/2020 8:34 AM
427	Consider variety...we don't need more auto parts stores for example. If you bring us something, make sure it's something we really lack. Like a reasonably priced clothing store	10/10/2020 8:29 AM
428	Please no	10/10/2020 8:19 AM
429	Please make it happen this town is dying off	10/10/2020 8:16 AM
430	Fort Bragg needs a bigger and grocery store that offers more affordable groceries. It also needs a big store with clothing that is affordable to everyone in town. Most of the stores in town sell their merchandise very expensive that most of us can not afford and those businesses only rely on tourist.	10/10/2020 8:13 AM
431	Love the idea!	10/10/2020 8:13 AM
432	No Walmart! Choose companies that have good business practices.	10/10/2020 7:51 AM
433	would like to see grocery outlet	10/10/2020 7:35 AM
434	We already have an unprecedented crisis happening for our local businesses, we should be focusing energy on improving downtown and supporting the shops already here.	10/10/2020 7:24 AM
435	Dont	10/10/2020 7:20 AM
436	.	10/10/2020 6:55 AM
437	Formula Businesses may not have much local oversight if things aren't meeting standards. Strategic conversations driven by Fort Bragg. We don't need the Formula Businesses so we should be choosy to make sure the organization meets the needs of the residents. They should only serve to enhance and not replace.	10/10/2020 6:44 AM
438	I like locally owned businesses	10/10/2020 4:40 AM
439	In general, I think encouraging and facilitating local businesses should be our first priority. I am	10/10/2020 3:20 AM

## Formula Business Survey

not 100% opposed to Formula Businesses but I think we should proceed with caution and care when considering the addition if new ones. I don't imagine it is easy to put local businesses first, but I think the payoffs are worth it.

440	I love supporting local businesses. But the simple fact is that I no longer can. Because most people make the drive over the hill anyway, most of the shops that catered to locals have shut down. This has left us with an overabundance of boutique style shops that cater to tourist and the prices reflect that. Since local businesses aimed at serving locals are no longer a viable economic option (for the most part) I see nothing wrong with opening that particular sector of our economy up to formula businesses	10/10/2020 1:32 AM
441	Modernize	10/9/2020 11:40 PM
442	Let them in our town has a lot of people who need work	10/9/2020 10:33 PM
443	They must have eco friendly standards. recycle their trash etc. They must hire majority of employees locally	10/9/2020 10:23 PM
444	I feel people will tend to go to the big box names they are familiar with instead of shopping in our downtown area. I realize things change but I think it would be nice to fill our downtown shops, it looks like a ghost town. Support our local shop owners.	10/9/2020 10:21 PM
445	Dint block the ocean	10/9/2020 10:19 PM
446	If formula businesses burden our town, then need it be kept on the outskirts of the city.	10/9/2020 10:16 PM
447	I think it's good that we have limited formula businesses. Shop local with our locally owned shops.	10/9/2020 10:15 PM
448	What would happen to the existing formula businesses like Rite Aid and Taco Bell	10/9/2020 9:51 PM
449	I wish we had Trader Joe's	10/9/2020 9:28 PM
450	Just say no	10/9/2020 9:21 PM
451	I believe it would be a good idea. A dollar spent in Fort Bragg changes hands several times before leaving Fort Bragg, regardless if it's spent in a locally owned business or a Formula Business.	10/9/2020 9:08 PM
452	You better start letting these businesses in, the towns businesses are dead and dying! I shop out of town and Amazon lately. Local stores want to cater to tourist items,	10/9/2020 9:02 PM
453	Don't have any let it happen	10/9/2020 8:56 PM
454	I think that if a person or company sees value and profitability in opening a store here they should be allowed. Our area could benefit from healthy competition as well as options. Sure in a corporate store some profits are gone from our area but employees earn money and most corporate companies do support the youth and other organizations of the community	10/9/2020 8:42 PM
455	Keeping it to one business( not more than one of the same)	10/9/2020 7:37 PM
456	Formula Businesses coming to Fort Bragg should be ones that are considered to provide specific needs to the area. Affordable clothing stores for families and for all ages is needed here. Many families here are considered to be in poverty, so access to at least one box store would be nice. But I think its important to balance the types of stores allowed in to still give local businesses their opportunities.	10/9/2020 7:20 PM
457	As a small business owner it would be very difficult to stay in business.	10/9/2020 7:18 PM
458	We already have CVS and Rite Aid, neither seems to be prospering. I would be okay if we took both of those out for a Target, but not Walmart. I feel Walmart would wipe out every small business in town.	10/9/2020 7:13 PM
459	None	10/9/2020 7:09 PM
460	Traffic and walking flow. Congestion downtown during summer months is bad enough as it is. If large stores were allowed in areas that caused additional congestion it would become unsafe.	10/9/2020 6:50 PM
461	No Walmart!! It would kill all small businesses in town.	10/9/2020 6:17 PM
462	Would absolutely love it!!	10/9/2020 6:14 PM

## Formula Business Survey

463	We need additional tax dollars!	10/9/2020 6:05 PM
464	Keep fort Bragg local	10/9/2020 6:01 PM
465	As we get older it's hard to TRAVEL out of town. And I don't care to order online	10/9/2020 5:58 PM
466	Adding a few formula businesses to FB will help strengthen our local economy and keep money here on the coast	10/9/2020 5:50 PM
467	Go slow. Never Walmart!	10/9/2020 5:38 PM
468	Keep it out	10/9/2020 5:32 PM
469	Fort Bragg needs to allow these businesses to come here. It is too expensive to shop here, and there are not enough options. My family is constantly going out of town, or shopping online.	10/9/2020 5:28 PM
470	Please allow more businesses! As someone who has lived here all my life and have a family with 2 young children, we consistently have to go out of town for the majority of our shopping needs. Everything is too expensive here and locally owned stores tend to be designed more for tourists.	10/9/2020 5:21 PM
471	My biggest concern is the impact they have on small local businesses	10/9/2020 5:08 PM
472	Long overdue! People need affordable shopping to survive here. Also employment opportunities!	10/9/2020 5:06 PM
473	Go east, away from the coastline for aesthetic purposes.	10/9/2020 5:02 PM
474	We need this for employment options as well as affordable options	10/9/2020 4:56 PM
475	Walmart	10/9/2020 4:45 PM
476	Grocery outlet. Clothing store Shoe store	10/9/2020 4:41 PM
477	Please be more receptive for ways to improve not only access to goods & services, but the jobs new businesses create for our citizens	10/9/2020 4:40 PM
478	we need more liveable wage jobs and affordable housing. The only Formula Businesses to be allowed in the area should be those who cater to local residents and will help stimulate the economy year round- we have too many businesses catering to and dependent on tourists. On another note, there are too many 'scum lords' who hold housing hostage to personal discrimination and outrageous pricing.	10/9/2020 4:34 PM
479	Fort Bragg needs to step it up, or face becoming a ghost town. Tourists will still buy local, but residents need affordable underwear!!	10/9/2020 4:31 PM
480	I think it would great to have a discount store, like Ross or Walmart..because lord knows that we need better clothing available. Another plus...It would be easier for people without transportation to get the things they need, that aren't available at a decent price here on the coast.	10/9/2020 4:27 PM
481	We already have a ton of open storefronts in town if you don't want more than keep the big box out.	10/9/2020 4:14 PM
482	This would Be good for this little town. Not everyone can afford to shop here or drive out of town and shop.	10/9/2020 4:13 PM
483	none	10/9/2020 4:03 PM
484	Clothing stores	10/9/2020 4:02 PM
485	I would like to see any type of clothing, household goods. To name names TJ Max , Ross, Walmart, Target, Home Depot Costco. All the stores that all of us in Fort Bragg go out of town for.	10/9/2020 3:59 PM
486	I would love to have more shopping options in Fort Bragg to help keep costs down for the consumer. As it is now, many people will no longer be able to afford to live here with the economy as it is, and so few jobs and options for shopping. I hope the regulations change to allow more businesses to come here.	10/9/2020 3:55 PM
487	N/A	10/9/2020 3:54 PM



## Formula Business Survey

488	I think it would be great for Fort Bragg residents if we allowed large chains to open here. Clothing, restaurant variety, grocery etc would all add local jobs and revenue.	10/9/2020 3:54 PM
489	Small businesses are already struggling. Bringing in big box stores might benefit the tax deficit but will harm the local in the long run.	10/9/2020 3:54 PM
490	A fordable store for groceries	10/9/2020 3:53 PM
491	No repetition stores. We don't need a Home Depot or another grocery store.	10/9/2020 3:42 PM
492	More options grocery stores	10/9/2020 3:36 PM
493	I would love a grocery outlet, and a Walmart or target	10/9/2020 3:32 PM
494	I have no concerns I welcome it I drive out of town weekly if not every other week either for affordable groceries for my family of 6 of clothing for my kids	10/9/2020 3:25 PM
495	Get with the times. I spend thousands of dollars going out of town for stuff that could be provided by big businesses if allowed to exist in fort bragg	10/9/2020 3:23 PM
496	None	10/9/2020 3:17 PM
497	Please do not approve this idea of allowing any more chains into fort bragg. We do not have to travel far to find one and it would seriously take away from our small town feel, let alone take away from local businesses	10/9/2020 3:14 PM
498	I would love to have some big box stores in town so we wouldn't have to travel as much, also provides more employment options.	10/9/2020 3:04 PM
499	We need more Formula Businesses - let's keep jobs and tax dollars on the coast!	10/9/2020 3:04 PM
500	I think Fort Bragg could benefit from having a Target or similar store in the area.	10/9/2020 2:51 PM
501	There just aren't enough local businesses for purchasing reasonably priced household goods and clothing.	10/9/2020 2:33 PM
502	Shop Local	10/9/2020 2:32 PM
503	Try and make it to where there isn't to big of a store	10/9/2020 2:26 PM
504	Please do not allow formula business in fort bragg, it will hurt our local business community.	10/9/2020 2:24 PM
505	I think it's a amazing idea. I feel like it would give more options. I feel also I would still support local businesses as well. That is important.	10/9/2020 2:18 PM
506	Ross. Walmart. Target.	10/9/2020 2:18 PM
507	Fort Bragg's economy is built on the back of tourism. Most of the people that visit Fort Bragg do so in order to get away for a weekend. No one wants to see the town commercialized by big chain stores. The town will lose its identity.	10/9/2020 2:12 PM
508	None	10/9/2020 2:06 PM
509	Keep Fort Bragg authentic. It's only hope for bringing in more tourists	10/9/2020 2:03 PM
510	No formula businesses in Fort Bragg, please! They will kill the character of the community, drive struggling independent businesses out of business, and do not bring good jobs to the community.	10/8/2020 8:24 PM
511	Locally owned businesses have better paying jobs than formula businesses	10/8/2020 11:31 AM
512	I appreciate your putting out a survey, but I have to say I have a lot of problems with it (sorry). One of those points I made above. Another point: There's no reason question #4 (the reasons for "disliking" Formula Businesses) can't also be a ranked question or a "select as many as are applicable," because ALL of those reasons, and more, are why I want to see chain stores capped and/or banned. These questions need to open up a discussion about facts and evidence, not just tally people's preferences or assumptions of why they think they like Formula Businesses. I understand some folks have very limited incomes, especially right now, but they often assume erroneously that chains are cheaper. Also, as prices go down so does quality, so more landfill waste and more frequent purchases (mitigating any cost savings). I REALLY hope this survey is just the very, very beginning of a conversation on this topic that is	10/7/2020 2:11 PM

## Formula Business Survey

actually nuanced and evidence-seeking, not just a foundation for people who want Formula Businesses in Fort Bragg to accuse those of us who are against them of being elitists who don't understand what it means to be struggling financially. (Just FYI, I've been anti-chain for decades, during which I've gone through some tough financial times. I stuck to my values of not supporting those entities that took more from our communities than they gave back - not to mention taking more from our planet than they gave back.) And P.S. I'm not sure what our local situation is in terms of paying local taxes for online purchases from places like Amazon , but they are a mega-corporation that is also taking from our communities. I'd like to see fair sales taxation of internet purchases also be part of this discussion. Fort Bragg should be getting sales tax collected at the time of purchase from those organizations. I realize they're different things, but perhaps an overarching resolution laying out how Fort Bragg will work to prevent megacorporate chains and internet businesses from parasitizing, homogenizing, and degrading our town would be a place to start.

513	Please ensure that any formula business you might allow will be required to build or remodel in a style consistent with the noted architectural style and character of downtown Fort Bragg. Main Street south of Oak Street looks horrendous (including the recently added Taco Bell) and that could have been avoided. We do not need more characterless eyesores. Formula businesses can and will comply with better visual standards when required.	10/7/2020 11:06 AM
514	My concern is our town is dying. Businesses are closing and that means jobs are lost. Apparently Big Box stores are exempt from COVID concerns so lets get them in here so the people of our area can work and we have a decent supply chain. There has always been a concern about the top 5 local businesses that dominate our supply here. They will still get a share because people will choose to stay with them. Give people a choice, an income opportunity and bring life back to the coast.	10/7/2020 10:09 AM
515	We've seen what WalMart and Macy's and Costco has done to greed all across America. That this is even considered after epic failure is disheartening. It's like buying and addict some methadone and trying to control the addiction. Please, go the other way...develop an independent community. It's now or never. Go visit Costco and watch the sickness and greed and how it's going to affect our natural resources that keep us alive. This City has been mismanaged since Milliman. It's time for change.	9/30/2020 8:19 AM
516	Grocery Outlet. We have a low-income community and we need an option that falls between Safeway and the Dollar Store in terms of price point.	9/29/2020 12:21 PM
517	Amazon and Walmart online ordering with 1 or 2 day delivery makes local big box stores irrelevant. Let's maintain the unique character of our coastal town which in the long run will bring in more revenue.	9/27/2020 10:25 AM
518	If allowed and not franchised then an annual portion of sales should be donated to local non-profits.	9/23/2020 8:24 AM
519	I think there is a place for large formula businesses in our country but I live in Fort Bragg because it is a rural town. I could move somewhere else if I wanted the convenience of a larger city like Santa Rosa or even Ukiah. I live here because of the small town size and all that goes with that. Already I am restricted much more in what I can do every day as Fort Bragg has grown over the last 30 years than when I was growing up here. Being able to shop easily is not why I live here or what I want. I want the small town I grew up in, where everyone knew each other and where you never worried about large city problems like crime or vandalism, or the destruction of our outdoor spaces due to too many people living in too tight an area. Those things automatically seem to come with growth and growth comes with conveniences like Formula Businesses. I prefer to drive out of town for that shopping and keep our small town if I had to choose between one or the other. If you can find a way to limit Formula Businesses so that we do not lose more of our small town, and so that you can provide more economical options for families, than I could live with one or two. For example, Safeway and CVS and Rite Aide and Dollar Store or Formula Businesses already. If we bring a Walmart with the grocery store feature, will Purity and Harvest and the Mexican markets be able to compete? I do not want to lose those family owned businesses in our town.	9/22/2020 4:37 PM
520	1. Encourage new development to follow the historic pattern of development: close to the public street, grid street pattern, on-street parking, off-street parking behind the building (think Coast Hardware). 2. Encourage new development to plant street trees and create total awesome, local looking streetscapes. 3. Consider limiting floor areas (rather than business types); large buildings could be limited to sizes like Sears, Coast Hardware, Rossi's, Haywire. 4. Consider revising parking requirements to reduce the sea of mostly vacant parking areas. 5.	9/22/2020 11:50 AM



## Formula Business Survey

Support creating better internet service to attract a greater diversity of employers. 6. Thank you for the survey!

521	I believe in allowing several types of stores. It would allow local residents and visitors to options and competition is also a good motivator in generating business in general. Small local shops will always have the tourism cliental regardless.	9/22/2020 11:23 AM
522	Mendocino managed to restrict Formula Business year's ago and managed to preserve the historical small town feel. FB could at least try. Hwy 1 is TOO busy to cope with traffic already. Be realistic about the geographical limitations of the town. The town doesn't NEED to grow.	9/22/2020 7:25 AM
523	If they must come, define a limited area where they are allowed and discrete location.	9/21/2020 9:20 PM
524	The effect that they will have in the existing businesses	9/21/2020 9:10 PM
525	I would like to see more shopping options in Fort Bragg. I do most of my shopping in Ukiah and would rather support Fort Bragg economy.	9/21/2020 7:52 PM
526	We need more businesses for us locals. I am tired of wasting gas and time to drive to costco in ukiah every week.	9/21/2020 7:38 PM
527	The public should have the hard data on the number of formula businesses in town their individual financial contributions to the town: 1. gross income 2. amt of money reinvested in the community wages, sales tax property taxes etc With out this data, one cannot have an informed opinion. Just another polarized point of view.	9/21/2020 6:20 PM
528	Needs of local businesses need to be taken into consideration so formula businesses don't end up replacing locally owned businesses.	9/21/2020 2:31 PM
529	Guess I already did that	9/21/2020 11:28 AM
530	I feel each potential formula development application should considered on location and the impact it will have to existing local businesses; and, if its filling a need within the community. The architecture or "look" can be address in the code and design guidelines to maintain town character and scale. FB is the commerce hub for the coast and should provide diverse business opportunities for the town and surrounding community it supports. Not everyone has the means to shop or do business "out-of-town" and those who use that argument to defend their position are not thinking inclusively. I'm not in support of "big box" development. To me it's two different questions and should be outlined separately within the code. I've seen what "Big box" developments can do to small rural communities... the long term results are never pretty.	9/21/2020 5:31 AM
531	I would like more choices for grocery shopping and mid range restaurants.	9/21/2020 4:41 AM
532	strongly advocate keeping them out!	9/20/2020 7:48 PM
533	Unless the Formula Business is wholly invested by applicant(s) in the capital costs of all infrastructure (electrical, water, sewage, access roads/lanes, etc., plus fire and emergency protection) out of its own funds, then in no way should such businesses be permitted to exist inside incorporated Fort Bragg, or just outside the city limits (the usual sidestepping development tactic). If such business seeks to locate on former mill grounds, then they must be prepared to foot the bill completely without city financial aid. They must also be properly licensed to offset negative impacts against smaller, local independent businesses. We already have three hardware stores with building products, so would we need more? No. Do we perhaps need housewares stores? Depends. Folks seem happy enough getting such via online shopping or driving over the hill. What other "big box" business(es) are there that should hope to land here? By all means, consider the present commercial vacancies rate, particularly on Franklin Street. Yeah, I hear it's all about "parking" and "high rents" that causes Franklin to be problematic, but - but - adding big box retail is not going to help downtown, not one bit. It will likely put a final nail in its coffin.	9/20/2020 4:33 PM
534	Declare an immediate moratorium on formula businesses until a policy can be developed. If this isn't done, formula businesses will swarm to this area to fill the void left by local businesses closing due to COVID. Find ways to support local businesses through grants and a more streamlined permitting process. Make permitting process more difficult for formula businesses - they have the resources to produce reports that make it seem like little or no impact and lots of benefits, but it's easy to lie with statistics. Design a better survey for community input (and tourist input as well).	9/20/2020 12:27 PM

## Formula Business Survey

535	Corporate America moves in build stuff and then jumps ship with no investment in the community. Everyone loses.	9/20/2020 11:04 AM
536	Planned properly, they are a good thing. Tax revenue and jobs should be top priorities for FB.	9/20/2020 10:04 AM
537	Reduce repetition. For example, if we already have one or more formula businesses of the same type, restaurants for example, then minimize those. Avoid formula businesses that are in direct competition with locally owned businesses. Is there anything we can do with a storefront property that remains empty for a long period of time with an out of town owner that doesn't care to lower the rent and/or repair the buildings? Could we tax a formula business at a different rate than a local business? Could we balance new formula business new construction with restoration/rehabilitation/occupation of older empty buildings and storefronts? Keep formula stores off main st/hwy 1 so if we do have them they don't take over the character of main st.	9/20/2020 8:15 AM
538	Must be well done in regard to water, parking, density, access, safety and waste removal.	9/19/2020 5:24 PM
539	None. We really need more affordable options locally.	9/19/2020 3:21 PM
540	Most important is NOT being "anytown USA" so people are attracted to the small cute town. Secondly there does need to be essential businesses if possible without corporate franchise competition, and the cute boutique stores need the most support with attractive streets and no ugly franchise box stores nearby.	9/19/2020 2:46 PM
541	Formula business takes the small businesses into unfair competition and makes our unique small town ordinary and boring. We depend upon tourists visiting our fishing village and small town atmosphere. Keep Fort Bragg unique!	9/19/2020 1:24 PM
542	Don't allow our town to be slaves to the Corporate world. Keep us small and friendly and support local businesses	9/19/2020 1:06 PM
543	Is Grocery outlet a formula biz? I would vote for them....	9/19/2020 11:20 AM
544	It only takes a short drive through small town America to find ugly, empty towns covered in chain stores. This town gets its money from tourist dollars, and need to maximize its local character to increase tourism. No one comes to the coast to experience yet another Olive Garden or Wyndham Suites. Formula stores may be the shortest path to money for the city, but will permanently deter Fort Bragg from its opportunity to become a beautiful city in the future, and will limit its long-term prospects as a tourist destination.	9/19/2020 10:41 AM
545	I like Fort Bragg the way it is. I don't want big traffic problems. To me it's already too busy during the summer hours. I like getting in buying local	9/19/2020 10:35 AM
546	We don't need big business in town. Instead let's creat funding and programs to keep small business a strong option for locals to enjoy their community. Big companies will destroy our small town	9/19/2020 8:33 AM
547	Formula businesses are a blight on the landscape. They rob a town of its character. They pay low wages and often hire workers from outside. They export profits, but import social problems that accompany malls and the like. They will cause the downtown to decay by pulling business away from the center. They create traffic nightmares. THEY DRIVE SMALL BUSINESSES OUT OF BUSINESS. I could go on, but you get the picture. It's better to drive to Ukiah on occasion than to have box stores here. FB is already on the brink of huge development- if not carefully controlled, FB will no longer be the quiet small town it's always been. NO to box stores.	9/19/2020 7:56 AM
548	Mom and pop stores will go out of business	9/19/2020 7:25 AM
549	Our small businesses are the heart and soul of our community. Big box stores will drive them out.	9/19/2020 7:25 AM
550	The city & citizens benefit from increased availability of goods & services.	9/19/2020 4:55 AM
551	I own a franchise business of tax preparation in Fort Bragg which you describe as a big box store. I employ 7 people and pay a living wage, provide benefits to them. My business also provides a vital service to our community residents and businesses. You really need to think about what you are doing.	9/18/2020 11:25 PM
552	My only concern is parking.	9/18/2020 10:27 PM

## Formula Business Survey

553	Please bring more businesses to the Coast!	9/18/2020 9:43 PM
554	None	9/18/2020 9:38 PM
555	Would prefer something useful. Grocery store is critical. No special tax breaks	9/18/2020 9:19 PM
556	i think business that keep money in the community should have priority; clothing, groceries, appliances, auto parts, home goods. we often travel outside the community, or shop on line for these things, and having this type of store here would be an asset overall, would add jobs, keep tax dollars here, and help the budget of our locals, if for no other reason than it saves them the gas money to go to ukiah. Chains that have to do with tourism (hotels and such) are not needed by locals, and i see no benefit.	9/18/2020 9:11 PM
557	I really don't like them..they make it hard for local businesses to compete..a friend stopped at Trader Joe's and they were selling a product for cheaper than he could buy wholesale....please ..no more..	9/18/2020 8:33 PM
558	.	9/18/2020 8:27 PM
559	The City needs to develop a public input plan for the citizens to decide what town it wants to be. Exactly what sort of outside businesses do they want that will meet that dream? Get professional support for designing the process and responses. Is there an overall plan for growth that is based on an evaluation of what businesses (types, revenues, clientele, etc.) that fit into that plan, not just what people want but the economic needs for running the City? How you are going to meet the ever-aggravating lack of housing for low and middle income renters and buyers. What is the City doing to address owners letting their buildings decay while charging high rents? Formula businesses do not solve city problems. That has been proven over and over again. What does or could Fort Bragg offer and advertise to lure in non-chain companies?	9/18/2020 8:26 PM
560	A row of fast food outlets along hwy 1 will not be a good look for Fort Bragg. It will detract when the old mill site comes on-line which is going to be the main attraction. Don't go there please.	9/18/2020 8:26 PM
561	I don't really want them in our community. If we are forced to have them here then they should be located way out of the main town, like Geo Aggregates or Matson's. Locations like those are my second choice, no locations at all are my first choice.	9/18/2020 8:08 PM
562	.	9/18/2020 6:17 PM
563	Dont cheapen the town with 'quick fix' bargain stores that are predatory corporations hiding in small towns the steal the ability of local business to thrive or even compete.	9/18/2020 5:59 PM
564	A small family owned department store like FB used to have 30 yrs ago would be nice to have again.....for basic kitchen/bath/bedroom stuff that is better quality than what RiteAid has to offer would be nic	9/18/2020 5:16 PM
565	BAD: Formula businesses can afford to leave any time - like Bank of America did, leaving their business customers hanging and leaving a big ugly building vacant on Main Street - they have no real roots in the community. Also, they probably won't populate the ghost town Franklin & Laurel Streets have become because the shop are too small. GOOD: Formula businesses are excellent sources of employment with benefits, which doesn't happen with Mom & Pops. Consumer savings happens, both in purchasing the goods and not having to travel to do so. They provide local revenue. MY TAKE: Logging and fishing are practically gone. Tourism can provide a good income to owners, but generally only low wages, with no benefits, for employees, which isn't good. Please welcome formula business to our area so that our economy can flourish once again.	9/18/2020 4:24 PM
566	I understand the city needs revenue. Maintaining an environment that encourages small business is impt. to me. The aesthetics of the bldgs. also matters. I'd like more regulations to encourage an aesthetic, like Mendocino, that makes our town more appealing to tourists and us as well.	9/18/2020 3:13 PM
567	Your definition of Formula Business is pretty broad. I approve of some, but not all of the businesses that fall under that category moving into Fort Bragg. I think property here will be increasingly attractive as people want to escape firestorms and urban crowding. We can be choosy. I don't want us hastily adding businesses for short term gains, rather they enhance our vision of Fort Bragg moving forward, with eye towards conference and education centers (my hope), and less towards fast food and dollar stores.	9/18/2020 3:08 PM

## Formula Business Survey

568	Increases in employment opportunities, sales taxes, product variety, better customer service. No down side.	9/18/2020 3:03 PM
569	I believe if we make it easier for people to start and operate a small business in our town, then local families will provide we what need and want. People have told me that they come to Fort Bragg to get away from the rat race and same old same old stores. They come here for unique experiences. The locals can find MOST of what they need here. They just aren't looking. And they are of the opinion that things are higher here. It is true that you cannot get a pair of Walmart jeans for \$15 here but you can get a pair for \$27! A burger? Got it covered! House wares? There's quite a bit here! I think whatever shops were allowed here, people would still go out of town to shop because they would get tired of the same old kitchen rugs and tee shirts that the big box carries. The people who want those types of stores are going to be the people who moved here and realize they don't have the same access as they once did. But we locals enjoy a trip out of town every now and then. No matter what stores are here. and let's not forget about Amazon. That is already hurting our town. Why make it worse?	9/18/2020 2:53 PM
570	Trader Joe's helps communities. Most others, especially WalMart and Costco, bring communities down.	9/18/2020 2:12 PM
571	Getting the right businesses that we need here. We need affordable clothing and food.	9/18/2020 2:12 PM
572	Location and traffic -- put them where there aren't neighborhoods and where the streets can handle the traffic that will result.	9/18/2020 1:48 PM
573	I live between Fort Bragg and Willits and shop in Fort Bragg regularly (about 1/2 the time). Formula business is a necessary evil. It simply must be tolerated. The trick is to control it and leverage it to support a robust local business scene. Nowhere in North America is there a robust local business scene without also a robust formula business market in the community. The alternative is frequent on-line shopping.	9/18/2020 1:16 PM
574	It employs local folks and may offer retirement and healthcare which often small businesses cannot afford.	9/18/2020 1:10 PM
575	More fast(non pizza) food and affordable clothing and food shopping.	9/18/2020 12:05 PM
576	None	9/18/2020 11:42 AM
577	Recommendations of formula business should have location , size, and product regulations Also direct impact on other like businesses that may be affected. It seems reasonable as long as the right rules are in place.	9/18/2020 11:41 AM
578	Keep them out of Fort Bragg.	9/18/2020 11:13 AM
579	We need more stores here to provide the basic items that families and retired people need. It's crazy for us to have to drive Hwy. 20 every 2 wks to go to Walmart, Costco or Home Depot.	9/18/2020 11:05 AM
580	population is the problem for Formula business that coupled with on line sales make it difficult for them to make it	9/18/2020 11:00 AM
581	Fort Bragg has an opportunity to define itself. I believe that choosing the 'small town' feel of small businesses and carefully selected Formula Business that is designed with 'small town' aesthetic can help with the long-term survival of the town. Climate data suggests that the North Coast will continue to be a very appealing location for people to move here. There has to be some character for the town to appeal to new tax payers.	9/18/2020 10:39 AM
582	Work with West Co to encourage entrepreneurship; offer zero-fee business licenses for the first two years; any building vacant for more than six months incurs a fine as an incentive for building owners to reduce rent; subsidize/assist with first year's rent for new businesses. The city should be an internet service provider with free hi-speed to encourage more local businesses to work globally. Take a pro-active stance to encourage new businesses starting up in Fort Bragg.	9/18/2020 10:37 AM
583	These types of business should be seriously limited and should be constrained to businesses that offer services/products that are limited or non-existent here. Companies that can offer living wage jobs should be prioritized and solicited.	9/18/2020 10:08 AM
584	Formula businesses ruin the middle class opportunity for private business, ruin a culture of a town and perpetuate generic greed. Maybe the town can offer grants and incentives and for businesses other than Formula to grow.	9/18/2020 10:06 AM

## Formula Business Survey

585	i think some well placed formula business would be really great for our economy. and provide some much needed products & services which would keep money local. many people already go out of town to shop formula stores so not having them here won't necessarily take business from local business but it would increase our economy.	9/18/2020 9:19 AM
586	Competition for small business.	9/18/2020 8:57 AM
587	They take money out of the community. They hurt local business. They are ugly and run on a corporate mentality of exploitation. They create an ugly cookie cutter look for the town.	9/18/2020 8:36 AM
588	I believe we have enough of these businesses we do not need more cheap junk (food & plastic nick-nacks) It seems most of these businesses pay minimum wage, do not employ vast numbers of people & money goes out of town. We need to add more recycling type business - Terracycle; some type of office work hub. I love that we have some businesses here fixing small electronics. Promote getting some trade schools going (car repair, welding, nursing etc).	9/18/2020 8:26 AM
589	Formula businesses that are in competition with established local businesses should not be permitted at all.	9/18/2020 8:23 AM
590	They are necessary for a small town to survive, shop local and small stores is a great concept but if it were up to "local" entrepreneurs to keep services open the town and the outlying areas would suffer.	9/18/2020 8:18 AM
591	I think any discussions and/or meetings concerning this issue should involve the whole community, but most importantly, the business community	9/18/2020 8:10 AM
592	Putting mom and pop shops out of business. Ruining the look of Fort Bragg. This is a horrible idea	9/18/2020 8:02 AM
593	I think we shot ourselves in the foot by having restrictions on these types of businesses. In my view they are the same as Safeway, Rite Aid, CVS, etc	9/18/2020 7:43 AM
594	The type of stores we let in .For example we don't need anymore Mexican restaurants or pizza places. Lowes would be nice.winco or food max, target,costco	9/18/2020 7:42 AM
595	I understand that the city needs increased tax revenue but I am also concerned that Fort Bragg will become even more of a place that you drive through in order to get somewhere else. We lose our soul if we merely become a place of utility.	9/18/2020 7:37 AM
596	I think we should have a balance of Formula Businesses. Also keep in mind that there are a lot of family in this community who can't afford to shop at Safeway or Harvest.	9/18/2020 7:34 AM
597	Once we lose the unique character of a small town we become just another town on the road.	9/18/2020 7:28 AM
598	None	9/18/2020 6:55 AM
599	People visit Fort Bragg because it is unique: formula business is not unique and would detrimentally effect the overall character. Jobs are often minimum wage and would not boost the economy.	9/18/2020 6:28 AM
600	DO IT!	9/18/2020 5:53 AM
601	I'm 100% against LARGE box stores like Walmart, Target, etc. I'm ok with smaller stores like what we have: Dollar Store, O'Reilly's, Rite Aid, etc. I could be ok with more smaller stores like Trader Jo's, Grocery Outlet, etc.	9/18/2020 5:16 AM
602	I am concerned about the petty, provincial attitudes that foster sort of thinking and policies. I think if the city tries to restrict the business activities and decisions of out-of-town business owners or management the city will invite major lawsuits which will cripple the city economically.	9/18/2020 3:02 AM
603	THE CITY IS IN NEED OF BIGGER ENTITIES THAT CAN PROVIDE JOBS, TAX REVENUES, AND OPPORTUNITIES TO ATTRACT TOURIST/ CONSUMERS TO VISIT/LIVE IN FORT BRAGG. IT'S TIME THE CITY OF FORT BRAGG EXPAND AND EVOLVE AND BECOME A COMPLETIVE CITY THAT CAN ATTRACT FUTURE CITIZENS AND GROW.	9/18/2020 1:11 AM
604	Affordable clothing for all ages, household goods such as linens, kitchenware, bedding, formula businesses if local merchants can't provide affordable goods. Locally run and managed - responding to the needs of tastes of local communities, and not answering to corporate distant managers. Responsive to local needs. Aesthetically beautiful - not looking	9/18/2020 12:21 AM



## Formula Business Survey

like South Fort Bragg along hiway 1. No big ugly rectangular buildings. Good salaries for local folks - hiring locally, Survey what people want to buy or eat. Why do they shop on Amazon or go out of town. Too much focus here on tourist items.

605	Box stores destroy local, family owned businesses	9/18/2020 12:03 AM
606	Keep them out of city center Carefully establish need Consider past successes/failures Impact on city image	9/17/2020 11:59 PM
607	I often find that Formula Business offers lesser quality products than a local business owner who cares about what they are making available to their community.	9/17/2020 11:32 PM
608	Large Formula stores drive the little guys out of business...that is part of their formula. We already have lost so many small businesses from Covid 19, do not allow more community loss by having big box or chain stores.	9/17/2020 11:25 PM
609	It would be really great to encourage more industries especially (more so than retail etc) that are centered around green/environmentally friendly practices and business models, to encourage the growth of our town as a leader in the move towards a greener planet. Tourists with money down in the Bay Area will eat that up as well, and our tourism and related industries will also benefit from it.	9/17/2020 11:18 PM
610	That any formula business be one that has just employment practices, such as \$15/hr minimum starting pay	9/17/2020 11:15 PM
611	I worry about them putting local business out of business. We don't need more vacant buildings. Example would be auto zone. No need for it.	9/17/2020 11:09 PM
612	They drive out local businesses that can't compete, they tarnish the character of our small community, their signage is huge, overstated, and ugly (e.g. Motel 6), they send \$\$\$ out of the area and line corporate pockets, the quality of their products and services is average at best, and they lack a tether and commitment to the community	9/17/2020 10:25 PM
613	Put them all in one shopping center.	9/17/2020 10:24 PM
614	I do not want Fort Bragg to take on appearance of southern Eureka with big box stores in strip malls. Smaller brick and mortar, in fill development could be considered, but not preferred. I'd strongly recommend big box that isnt repetitive (ie, more auto part stores) and does not compete with locally owned like grocery stores (one big box grocery is enough). I moved here 3 years ago from downtown Sacramento. I do not miss the big box stores like Target, Trader Joe's, or Costco AND I do not miss the low-paying lackluster chain restaurants. Let's find opportunities to establish and support more locally- owned businesses. Residents and tourists alike appreciate our small town with unique stores and restaurants.	9/17/2020 10:18 PM
615	Please be careful to study the need, if there is a family business that provides the same thing then we don't need it. Also please keep it on the east side of town away from the old part of town. There's plenty of room away from the scenic areas.	9/17/2020 10:15 PM
616	None.	9/17/2020 10:03 PM
617	Box stores will kill local businesses but its already happening. Its possible some large box stores will make it more desirable to actually live here and not just vacation here.	9/17/2020 10:03 PM
618	They take away from the small town charm. And you won't find employees because employees can't find housing! So many jobs on the coast and no housing. I suggest dealing with our insane housing crisis prior to letting corporations come in.	9/17/2020 9:45 PM
619	They should be much more heavily taxed if they are present at all, not allowed down town, and not allowed on the coast. Maybe 1/4 mile back.	9/17/2020 9:36 PM
620	I think there should be more formula business in town	9/17/2020 9:35 PM
621	Small business owners cannot compete with the big box stores. It is simple. Please keep them OUT of our beautiful town.	9/17/2020 9:33 PM
622	I'm all for it	9/17/2020 9:30 PM
623	Town is too small so I doubt a big store would stay then we would have a huge big box empty	9/17/2020 9:24 PM
624	We do not need any big box stores in our little town.	9/17/2020 9:17 PM

## Formula Business Survey

625	Small business are already struggling. Bringing in these business would kill the dream and those who already own small business.	9/17/2020 9:12 PM
626	I really think Fort Bragg will do better with small businesses owned by local people. I don't see any benefit to increasing formula businesses in Fort Bragg.	9/17/2020 9:08 PM
627	Millions of dollars are leaving Fort Bragg each year because people travel out of town to shop where there is more competition and larger selection from the bigger businesses. If Fort Bragg doesn't take the step to include these businesses in the future Fort Bragg's economy will have no where to go but down.	9/17/2020 9:04 PM
628	I prefer no big box stores in fort Bragg.	9/17/2020 9:02 PM
629	Drives out Mom and Pops. They are able to purchase at lower rates than someone trying to start a business, therefor are able to "sell" at lower prices than the individual owner/entrepanuer. NO comparable competition. Apples and oranges. Above all, Quit building on the West side of the highway, our ocean and access and visuals are the GOLD we have going for us! DO NOT DESTROY IT, just for tax revenue. And if you want to be REAL, we do NOT have Resources for them and what it brings. We have Limited Water, limited Land space! Fill up ALL THE EXISTING BUILDINGS!! Tax landlords for having EMPTY BUILDINGS and have affordable access to funding for Upgrades.	9/17/2020 8:54 PM
630	that they not take over the downtown, take over the scenic views and send local money out of the area. Small business owners support local schools and projects. Big business does not. IE I would hate to see a chain store with socks move in and shut pippis down or a chain book stoer that would shut Windsong and The Bookstore. A starbucks or Peets would kill Headlands.	9/17/2020 8:51 PM
631	Please do not bring any discount or cheap stores.	9/17/2020 8:50 PM
632	Fort Bragg has character because of its mom and pop stores, restaurants. Chain places are tacky and usually not that great of quality.	9/17/2020 8:45 PM
633	Having replica business that take away from local mom and pops. The walmart effect.	9/17/2020 8:42 PM
634	I don't feel we have the population currently to support the already extant and struggling local businesses. Bringing chain businesses in will kill local income streams, and therefore local spending power. They will eventually result in the look and actuality of a ghost town, a shell of a "quaint" retirement community without local commerce. Then there will just be piles of empty decaying buildings falling down around the place where businesses once stood.	9/17/2020 8:36 PM
635	Not make it so boiler plate that the decisions cannot be made case by case	9/17/2020 8:36 PM
636	Formula businesses tend to be "lowest common denominator". businesses, taking income from small local businesses and paying minimum wage.Lessens local autonomy.	9/17/2020 8:35 PM
637	It's a disservice to low income residents to continue to resist some box stores. They will actually create jobs and allow residents to shop locally instead of traveling to Ukiah or Santa Rosa for basic essentials like affordable clothing.	9/17/2020 8:34 PM
638	We need more affordable options for clothing and services/groceries. Many older people on fixed income can't go out of town to shop and get affordable items.	9/17/2020 8:25 PM
639	I would like to see more formula businesses in town. They would increase jobs and revenue for the city and provide goods and services that we normally have to go to Ukiah for. I think some larger "box stores" would benefit the locals and help build the town into a thriving community.	9/17/2020 8:18 PM
640	N/a	9/17/2020 7:49 PM
641	Recommendation: Grocery Outlet WITH THE REQUIREMENT THAT A LARGE PERCENTAGE OF MERCHANDISE BE ORGANIC	9/17/2020 7:42 PM
642	Question 4 needed an "all of the above" option.	9/17/2020 7:37 PM
643	I have been here in FB for twenty five years and in my opinion is a dying town. No more worthwhile industry meaning no good employment only tourism and retirees spend money here because no one else has any money.	9/17/2020 7:28 PM
644	In order to maintain the integrity of our small town charm and support tourism as an income generator, location of formula business should stay off of Hwy 1. Hwy 1, especially on the	9/17/2020 7:20 PM

## Formula Business Survey

southern part of town, is not very pretty and would only be less so with more formula businesses located along it.

645	If we already have a good representation of a class of business don't allow more in just for tax revenue. ie Auto supply stores, coffee shops. We need clothing stores	9/17/2020 7:19 PM
646	How many formula business are there in fort bragg? What have current formula businesses contributed to FB	9/17/2020 7:18 PM
647	No Formula Business	9/17/2020 7:18 PM
648	Box business owners locate based on formulas. Some are followers so you get common groups of chain establishments that we see in many towns. Let's avoid allowing those groupings. We do need some chains that don't want us so make the rules tight and costs high but consider incentives for those we need. Also, focus on infill not sprawl.	9/17/2020 7:16 PM
649	All the empty small shops in town are doing no one any good and keeping Formula Businesses out isn't going to fix it. However, we can keep them out and people are sending their money and tax revenue to other cities and counties because they need the options for resources. Many Formula Businesses offer employees benefits that most small business cannot. My opinion may not be the popular opinion in your survey, but it would mean more revenue and jobs for our community in addition to people not having to travel out of the area or go online to shop to meet family needs.	9/17/2020 7:07 PM
650	If we already have the business here, like the auto parts stores, then we should NOT have a formula business. But if we could use the business, like a Jiffy Lube, then that might be a good idea.	9/17/2020 7:02 PM
651	Please please please please don't allow Formula businesses in Fort Bragg. Small businesses are already struggling and cant compete. Corporations only care about the bottom line (\$) not the community or employees, and they suck precious \$\$\$ out of the local economy...there are tons of legitimate studies you can find about that.	9/17/2020 6:58 PM
652	If there's already a good option on the coast, don't allow allow store to put local stores out of business. EG Costco yes bc there's no bulk buy store here. Home Depot no bc Lival hardware and nurseries carry everything locally	9/17/2020 6:56 PM
653	I'm generally against the idea. However, chains like Costco provide great compensation and benefits for their employees and fort bragg does need jobs. It's more complicated than I can put on a survey. But these are my first responses. Thanks for your time.	9/17/2020 6:55 PM
654	I believe it's inevitable, and there are pros and cons to that. They're coming. COVID is rapidly accelerating the process. Best to ensure it's done as well as possible for current residents.	9/17/2020 6:54 PM
655	Would like a Trader Joes.	9/17/2020 6:50 PM
656	I would like to see Formula Business severely limited in Fort Bragg. The city should invest in a business plan that encourages individuality and employment opportunities. Businesses such as retirement communities (NOT Formula) would bring income and employmet into Fort Bragg	9/17/2020 6:49 PM
657	A little late - a formula business ordinance isn't really necessary if you have huge commercial vacancies - like what currently exists in the downtown. Further, COVID-19 may have further fundamentally and perhaps permanently disrupted the brick and mortar retail model.	9/17/2020 6:48 PM
658	We need competition and product selection, we shouldn't have to go to Amazon for everything because it isn't available locally...	9/17/2020 6:48 PM
659	I love to see small, local businesses thrive. This is important to keep our community vibrant and thriving. No more taco bells, macdonald's. We have a Safeway, no more formula groceries. Not even Trader Joe's, that I love. Support Mara's coffee shop (sadly, gone now), and Headlands. We have formula hardware stores that serve the community well right now. No need for more.	9/17/2020 6:46 PM
660	If formula businesses are allowed, they should not be in the downtown area. Should be located on the outskirts. Claremont is a California town which has done it right. No fast food, chains, or big box stores in the downtown. They also put in a multistory parking lot, so downtown shoppers could walk in the downtown area. Town layout a great success.	9/17/2020 6:44 PM
661	My biggest concern is giving priority to Fort Bragg area residents in terms of income generation. So franchises are preferable to other corporate owned businesses.	9/17/2020 6:44 PM



## Formula Business Survey

662	There is no need for them. The City Council should spend its time helping small local businesses. It shouldn't allow generic strip malls.	9/17/2020 6:40 PM
663	Keep them out of the downtown business district.	9/17/2020 6:31 PM
664	The time has come for FB to recognize its unique character. FB looks like a town that sold out to business interests at the expense of quality of life. Formula businesses would further erode the possibility of FB ever being something other than the ugly step sister to Mendocino.	9/17/2020 6:25 PM
665	Keep it to a well PLANNED minimum. Thank you	9/17/2020 6:20 PM
666	I believe many of those opposing formula businesses are not considering the benefits to many of our low income residents with lower pricing, less driving, more employment. I believe part time employment is better than no employment. I also don't believe it is appropriate to judge the "quality of the products"; that for those spending their disposable income to determine.	9/17/2020 6:12 PM
667	They make Fort Bragg look just like every other town that has formula businesses. Fort Bragg has its own history and its own special character and it should be capitalizing on that, and not being just another town that has Big Mac's.	9/17/2020 6:00 PM
668	small business is the engine that runs America, small business is what strengthens communities and builds communication, small business is responsive to the community - Formula Business: NOT!!	9/17/2020 5:57 PM
669	I would love more fast food, but better quality. NO MORE Mexican or Pizza!!!! Taco Bell is terrible, I wish they would leave and someone else could use their building. Subway is great! Fast food places are a good way for our young people to get some training and good working skills. I shop out of town almost every weekend, for my business. I also hate amazon, won't rather pay more and buy local. Maybe a Popeye's, or Arby's or a Panda Express. Fast food places are less \$\$\$\$ then our local restaurants their good, but expensive for us local's and out of town families with 2 or 3 kids. On a busy weekend we don't have enough cheaper places for folks to eat, I miss Capn't Flints!! Always took family visiting to Flints, great location and great food for our budget! Thank You!	9/17/2020 5:44 PM
670	I realize they can't be Banned Outright, but I hope the City Council can see just how detrimental to the City they are. We already have too many Formula Business in town. Along Highway One, this City is already looking like any strip mall small town, it desperately needs more Character and yes, Charm, not the Sterile Blandness of Formula Businesses.	9/17/2020 5:36 PM
671	Concern: unfair competition for locally owned business	9/17/2020 5:25 PM
672	Aesthetics are more important in planning than the attention they have been given here in the past. I hope you will consider the historical architecture in Fort Bragg and require new businesses to build or remodel to complement that look, regardless of location or whether they are a formula store or not. The hodgepodge of styles allowed in the past is jarring and very unattractive, particularly the approach into town along South Main Street, including the recent addition of Taco Bell. Formula businesses have been required to adhere to strict visual standards in other municipalities and they have complied while still making their businesses recognizable with logos and color. It can be done here if there is a desire to respect what we have and create a true vision for Fort Bragg.	9/17/2020 4:57 PM
673	Let them in we need a variety, more employment, better prices, we are to restrictive because of local businesses, they said Starbucks would take away from local coffee shops that didn't happen!	9/17/2020 4:00 PM
674	They take money out of the community and give back very little. Just not worth it.	9/17/2020 3:38 PM
675	We need jobs and more choices. The City needs revenue as we are the economic hub of the north coast area.	9/17/2020 3:14 PM
676	Formula businesses do not add to the value and character of our town. If anything, they detract from the feel of our community as well as take money away from our city.	9/17/2020 3:03 PM
677	I do not think that FBs entirely require a devil's bargain as they are a success for a reason. Local shops can become arrogant due to limited alternative. The balance may be tough and it may not be possible to please everyone, but I think if the decision is informed with a long-term look to the future and what is best for the residents / economy / community, the best decision may be made.	9/17/2020 3:01 PM

## Formula Business Survey

678	The potential pool of customers is limited....formula businesses do affect existing ( and just closed) businesses lacking economic reserves. How to support those who live here? I see the internet as the major source of competition.	9/17/2020 2:59 PM
679	Keep them on the outskirts, or in the boatyard. Don't block the ocean view. keep small town character.	9/17/2020 2:59 PM
680	I prefer to shop local, but I'm pretty atypical in how strict I try to be in my personal and business purchasing power. I'm answering solely from a personal point of view. Formula business should be permitted if it's the only way for us to obtain that item/service in our community. Many will drive to Ukiah/Santa Rosa to get formula experience. So if they have to leave the County, I am supportive (put it in Ukiah, LOL).	9/17/2020 2:57 PM
681	Do NOT let the "Not in my backyard", "Trust Fund Babies" types win. We DESPERATELY need business here. We NEED competition here. PLEASE be business friendly. I wholeheartedly did not want to answer question 5 because I do NOT want the City to strengthen the permitting process. If the City strengthens the permitting process, it will make this town even MORE ANTI-business. The City needs to be PRO-business.	9/17/2020 2:53 PM
682	My concern is that they would purposely undercut locally owned businesses until they were forced out of business. Then they raise their prices (known as the Walmart model). My other concern is that too many would destroy the small town charm of our coastal community and make it look like every other town USA. Most formula businesses pay minimum-wage and all their profits leave the community and that's a big problem.	9/17/2020 2:52 PM
683	The city should welcome any business that wants to come to Fort Bragg. The government should not control the outcomes of business's or say there are to many coffee shops that is the consumers job.	9/17/2020 2:51 PM
684	N/A	9/17/2020 2:51 PM
685	We can't allow big business to squeeze out small businesses here who are already struggling to hire and maintain local staff.	9/17/2020 2:48 PM
686	We need a TARGET with a grocery store. More upscale than Walmart. Plus they have clothing and we would save more on ordering from Amazon. We need more fast foot restaurants too people are on the go and only have two is not good for such a busy town.	9/17/2020 2:46 PM
687	I urge the city to not avoid formula businesses that require more than a certain sq footage (to be determined by the city)	9/17/2020 2:45 PM
688	We live in Fort Bragg because it's different than other places. Keep the corporations out. Be like Arcata, not like Eureka.	9/17/2020 2:35 PM
689	Concerned about competition with local businesses; these Formula Businesses should focus on a business that isn't already represented by a local business (for example, we have plenty of grocery stores, pharmacies, hardware and auto parts stores, but very few options for mid-range clothing or home decor or electronics). The Formula Business should add to what's available, not compete with what already exists.	9/17/2020 2:27 PM
690	The bad outweighs the good. Support local businesses.	9/17/2020 2:07 PM
691	Many tourists want to shop/eat where they know what to expect. I do not think adding formula businesses will detract from the character of the town as long as they are not rampant. They are also more likely to survive a downturn in the economy than the small mom and pop shops. Product costs are very high here, and i think more competition will benefit the residents.	9/17/2020 2:04 PM
692	big corporate chains take away opportunities from local entrepreneurs, by undercutting them on price. They also make the city look like any other place. There is no character to formula business. Having some, like we already do, is fine. The city has enough fast food chains, and one starbucks is more than enough. The big banks are already here. We don't need any big box hardware stores or grocery stores and there are plenty of automotive supply places. Things like basic clothing and household goods would never sell in volume to justify a target or coles type department store.	9/17/2020 2:04 PM
693	Many formula businesses are locally owned.	9/17/2020 2:03 PM
694	Because of Covid-19, Formula businesses are going to have an advantage over mom & pop startups so there probably is a temptation to lean toward them for tax dollars.	9/17/2020 1:59 PM

## Formula Business Survey

695	Just be fair about it! we could use more businesses in this town that will help the economy. I also feel some sort of Aquarium on the GP land would be a great attraction.	9/17/2020 1:55 PM
696	We're already starting to look like Bakersfield By The Sea...One more corporate sign and we might a well live in Fresno	9/17/2020 1:55 PM
697	I think COFB need to listen to local entrepreneurs who are interested in being part of a local economy and make it easier for them to start and maintain businesses. including cooperative ventures and social enterprise options.	9/17/2020 1:54 PM
698	We need industry to create jobs - use GP land to bring in a manufacturer or two	9/17/2020 1:54 PM
699	Most expansive regulation possible but also regulations that meet applicable legal requirements, which are stringent. No outright bans but very strict limits. Formula gas stations and professional services are acceptable. Some formula restaurants and lodging are fine too but limits on formula retail are the key.	9/17/2020 1:49 PM
700	hope to bring in enough money to city to improve streets that look like surface of the moon ;-)	9/17/2020 1:48 PM
701	As the town's welcome mat, Main Street/Highway 1 sets the tone and atmosphere for both visitors and locals. Box stores along that main drag would give the impression of just another no-personality, depressing sameness.	9/17/2020 1:48 PM
702	Don't allow big box stores they will kill our mom and pop shops	9/17/2020 1:42 PM
703	A regionally based formula store that fills a void in current offerings would be preferable to a national chain/formula business.	9/17/2020 1:42 PM
704	If a formula business is interested in coming to our community, we should work with them to understand the benefit to our area and the demand for what they offer. We should come from a view of being inviting and saying yes, instead of NIMBY and no, no, no. Some formula businesses could be a huge benefit to our area for locals and tourists. The drawback is for local existing businesses, but many are failing because of the current restrictions. Having deeper corporate pockets may enable businesses and services to increase their sustainability during tough times, providing reliable employment opportunities and increased business tax revenue. Perhaps a workforce housing requirement could be added, which would also help with our housing crisis.	9/17/2020 1:42 PM
705	Must provide service or product not currently available	9/17/2020 1:41 PM
706	Squashing the smaller local businesses	9/17/2020 1:35 PM
707	We're a small town, and we don't need big box stores here. If they can't use an empty that all ready exists, there are to many empty store fronts already.di you want more.	9/17/2020 1:33 PM
708	They all can bend to conform to our architecture and signs and general appearance. We should maintain our character!	9/17/2020 1:33 PM
709	this town will die if it does not grow. We lost a Kmart due to politics as the county lost costco and Ukiah city gets all the sales tax.	9/17/2020 1:33 PM
710	We depend on tourism. A big appeal of our little town is that is does NOT look like every other town! It is critical we keep our small town charm to keep the tourists coming. Although Formula Businesses might provide employment, the profits go to corporations and not our locally owned businesses, which are likely to suffer, and to their employees. Any allowed should be kept out of the downtown district for certain, quantity should be limited, and only those that will increase employment opportunities (at fair wages!) & provide services that are currently lacking here should be permitted.	9/17/2020 1:30 PM
711	My biggest concern is that people who don't live in the city limits of Fort Bragg are the ones driving the opposition to formula businesses and the ones who live in Fort Bragg mostly aren't as engaged and probably wouldn't care as much.	9/17/2020 1:25 PM
712	Allow them with free reign in some part of town. Probably the south part where they already are. Concentrate them to one area, and exclude them from the rest of town.	9/17/2020 1:24 PM
713	N/A	9/17/2020 1:13 PM