



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

DATE: APRIL 27, 2021
TO: COMMUNITY DEVELOPMENT COMMITTEE
FROM: SARAH MCCORMICK, HOUSING & ECONOMIC DEVELOPMENT
VALERIE STUMP, ASSISTANT PLANNER

**AGENDA ITEM TITLE: Receive Report Regarding Code Enforcement Strategy
Designed to Help Revitalize and Strengthen the Central
Business District and Provide Direction to Staff**

BACKGROUND AND OVERVIEW:

On March 24, 2021 the Community Development Committee (CDC) considered numerous economic development tools to support the Central Business District (CBD) and assigned these tools to a variety of Council Committees tasked to develop recommendations to City Council and/or provide staff direction (Attachment 1 – CBD Economic Development Tools). The subject of this report is the tool “Code Enforcement”.

Responsible property ownership and maintenance is at the heart of neighborhood stability. Therefore, coming up with effective strategies to deal with nuisance properties and “bad apples” will be an important component to strengthen and revitalize our downtown. Staff’s plan is to implement a strategic code enforcement campaign in the CBD that offers incentives for responsible ownership along with disincentives for irresponsible behavior.

The first step would begin with a comprehensive outreach to all property owners and all those who operate businesses in the CBD. This outreach would be accomplished via mail using the US Post Office and the mailing would include information about City Council’s renewed focus and investment to support the CBD, current expectations for the maintenance and use of downtown properties, and details specific to individual property. It is important that this outreach is coordinated, so that all involved are getting the same information at the same time. Staff will approach this with the following actions:

1. Generate a list containing current contact information for all property owners and those who operate businesses downtown.
2. Develop a Property Evaluation Form to record current condition of structures on each parcel, as seen from the public right of way – signage, architectural detail,

exterior painting, utilized/vacant, debris on sidewalk/vestibules, etc. (Att 2 – Draft CBD Property Evaluation Form).

3. Mail assessment along with other pertinent information to the property owner and Cc: business and/or tenant associated with property.

One important goal of the program is to inspire compliance and offer support for problem solving. As such, the short-term success will be gauged on the ability to initiate conversations, set expectations and develop timelines to achieve accountability. Staff will take individual circumstances into account and work with property owners to build morale and achieve success.

The second important goal of the program is to strengthen downtown so that it reflects the community's priority that the CBD be the civic, cultural and commercial center of the community. This includes: an active pedestrian environment with eateries, retail and services filled with locals and tourists alike; public art; public events; a public gathering space; property maintenance; and no vacant storefronts. Furthermore, long term success would include the community's priority to develop additional housing units to fully utilize downtown structures to support a vibrant residential neighborhood on the upper floors and alleys.

RECOMMENDATION:

Consider staff strategy to implement code enforcement program to strengthen the Central Business District, provide feedback and staff direction, and/or request additional information.

ATTACHMENTS:

Att. 1 – CBD Economic Development Tools

Att. 2 – CBD Property Evaluation Form *draft*

NOTIFICATIONS:

City of Fort Bragg "Notify Me" Subscriber Lists: Fort Bragg Downtown Businesses; Economic Development Planning