CITY OF FORT BRAGG

MILL SITE REUSE PLAN

Community Survey Report

NOVEMBER, 2017

Mill Site Reuse Survey

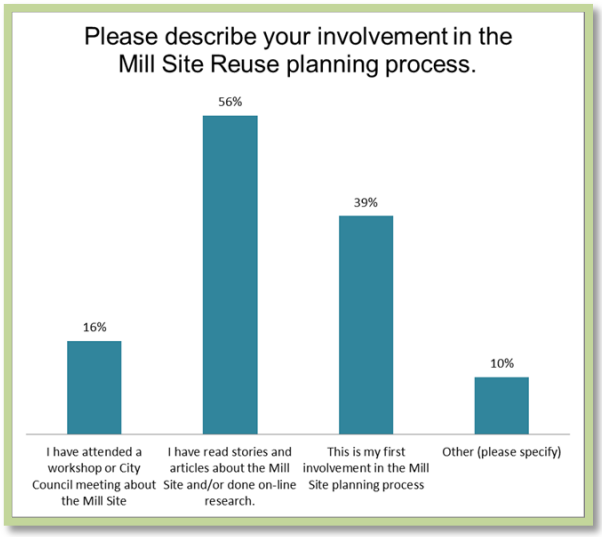
Analysis

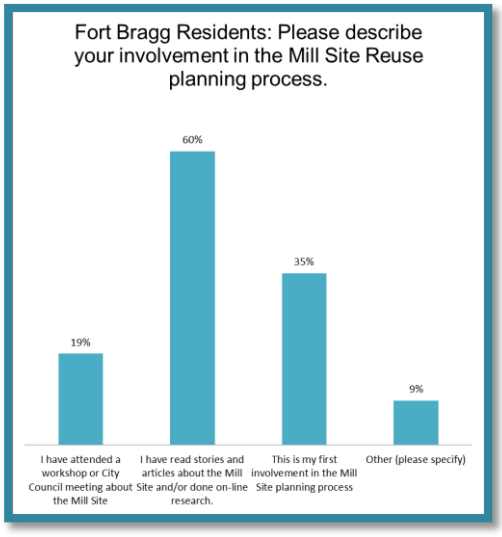
The Mill Site Survey was started on September 21, and the data presented in this report was from all survey responses collected through October 10th. The survey has been left active and will continue to collect data for as long as necessary. The survey was developed by staff and tested internally with City employees prior to publication. Staff prepared English and Spanish language versions of the survey, with identical questions. The survey was designed to minimize survey bias by randomizing the multiple choice questions and was designed to be as inclusive as possible by allowing people to provide open ended responses to a number of questions.

As of October 10 2017, the survey had 954 responses. Staff has prepared a summary analysis of all 954 survey responses (charts **framed in green**) and an analysis of the 546 Fort Bragg residents (charts **framed in blue**). A copy of the survey is attached to this document. It can also be viewed online at https://www.surveymonkey.com/r/Millsite.

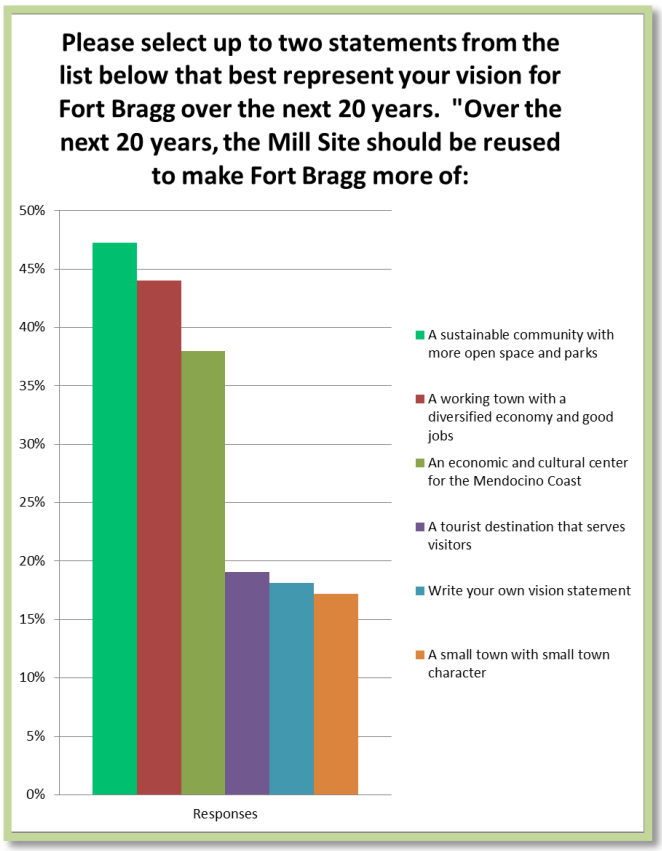
Question 1. The survey started with an aerial video of the Mill Site and included a link to the Mill Site Reuse Workbook (Attachment 1), which provided significant background information on the planning process and was composed of many of the poster boards from the workshops. This question asked participants if they viewed the video or the workbook and only 3% had not. The vast majority (97%) viewed either the video or the workbook (or both) in advance of participating in the survey.

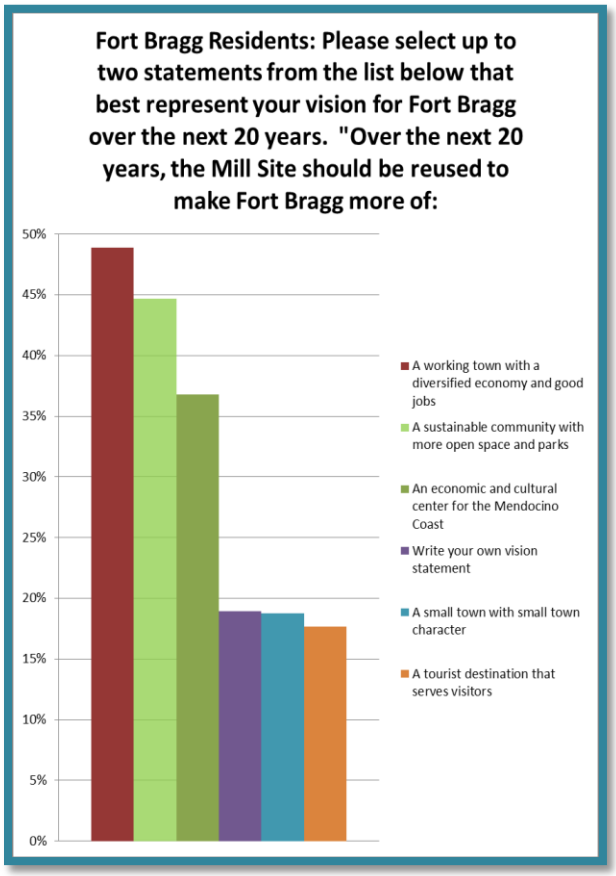
Question 2. This question focused on participants' prior involvement with the planning process. Notably, only 16% of respondents had attended a prior workshop or City Council meeting on the topic. For 39% of people, this was their first involvement in the process. Notably for Fort Bragg residents, 19% attended a prior workshop or City Council meeting on the topic, 60% read stories or articles, and for 35% of people, this was their first involvement in the process.





Question 3. The second question of the survey was focused on the community vision for the Mill Site. Participants were asked to select two of six offered draft vision statements. These six draft vision statement came out of the 2009-2012 community based planning and visioning process for the Mill Site. As the charts below reveal, there is a possible tension in the community for the reuse vision for the site: a large percentage of overall coastal residents supported a "sustainable community with more open space", while Fort Bragg residents held more support for the vision of Fort Bragg as "a working town with a diversified economy and good jobs." However for both segments of the community two visions were the top visions for the town. There may be some inherent tension between these two visions for the reuse of the Mill Site. Both the community as a whole and Fort Bragg residents also supported a vision of the Mill Site as an economic and cultural center for the Mendocino Coast. What is perhaps most interesting and surprising about the data is the low level of support for a vision that is focused on either tourism or the small town character of Fort Bragg. This result is further amplified in the responses to later questions in the survey.





Question 4. This question was a bit unusual because it asked participants to rank four different reuse priorities for the site. This question indicates that good design, sustainability, jobs and business are the top priorities for the larger community. Housing was a strong third priority. Limiting development and maximizing open space was the lowest overall priority for all respondents.

For Fort Bragg Residents new jobs and business was the highest priority, followed by well-designed and sustainable projects. Again housing came in third with limiting development and maximizing open space the lowest priority.

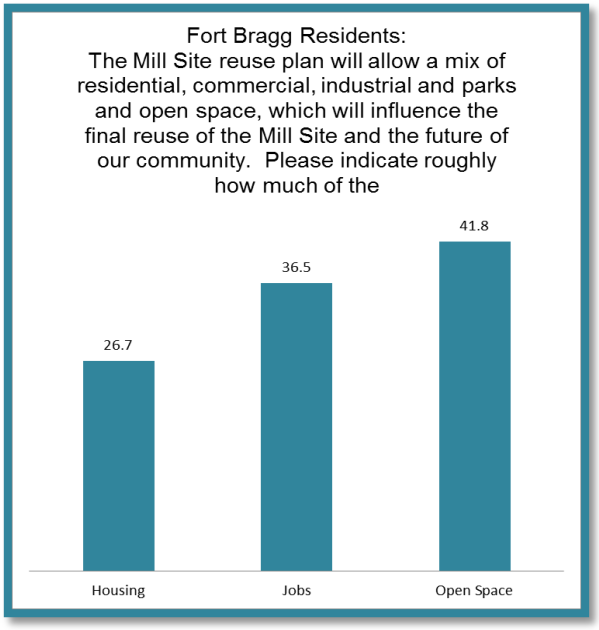
Table 1: All Respondents: Please prioritize the following statements about the reuse of the Mill Site. (1 is top priority and 4 is the bottom priority) n=899

	Priority 1	Priority 2	Priority 3	Priority 4
It is more important to get well designed and sustainable projects on the site	33.93%	35.48%	23.03%	7.56%
It is more important to add new businesses and jobs to our community	28.01%	23.28%	26.66%	22.05%
It is more important to build more housing for our community	16.65%	25.09%	29.08%	29.19%
It is more important to limit development and maximize open space	24.94%	16.33%	19.24%	39.49%

Table 1: Fort Bragg Residents: Please prioritize the following statements about the reuse of the Mill

	Priority 1	Priority 2	Priority 3	Priority 4
It is more important to add new businesses and jobs to our community	31.68%	22.38%	27.72%	18.22%
It is more important to get well designed and sustainable projects on the site	28.32%	35.94%	26.56%	9.18%
It is more important to build more housing for our community	21.21%	26.26%	24.24%	28.28%
It is more important to limit development and maximize open space	22.44%	15.16%	18.70%	43.70%

Questions 5, 6 and 7. This set of questions asked participants to indicate how much of the site should be dedicated to each of three potential uses: housing, jobs and open space. Participants did not necessarily make sure that their numbers added up to 100%. On average, amongst all participants, they would like to see 26% of the site dedicated to housing, 36% dedicated to jobs and 44% dedicated to open space. The numbers are nearly identical for Fort Bragg residents.



The summary data (average) does hide some interesting variability within the data. For example, the housing data is somewhat more bifurcated with a larger number of people wanting no or very little land dedicated to housing, and a moderately sized separate segment of the population wanting more land dedicated to housing. This mixed sentiment about housing on the Mill Site was also evidenced at the workshops. By comparison the level of support for land dedicated to jobs and open space have normal distributions. Please see the mini tables below to explore the detailed community sentiment.

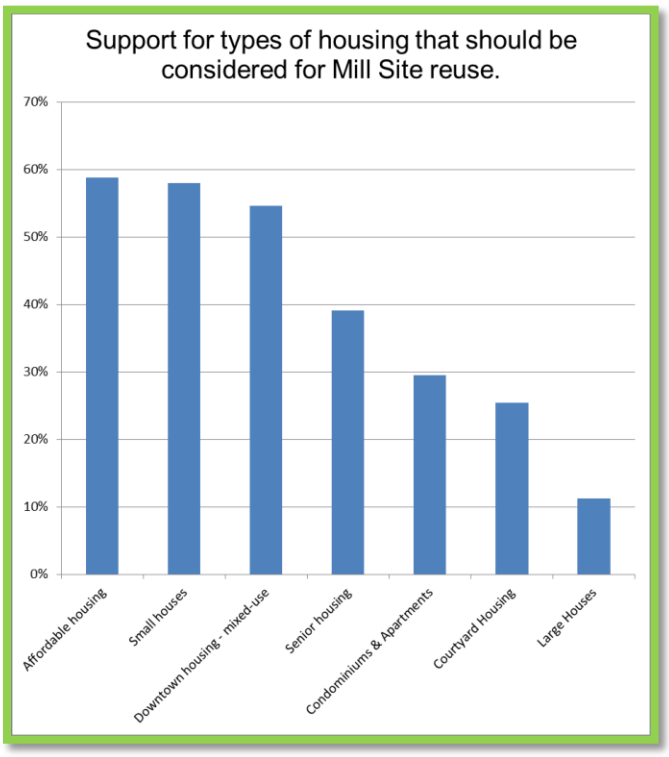
How much of the Mill Site should be dedicated to Housing?	
0-15%	29%
16%-25%	32%
26%-50%	33%
51%-75%	5%
75%+	1%
Total	100%

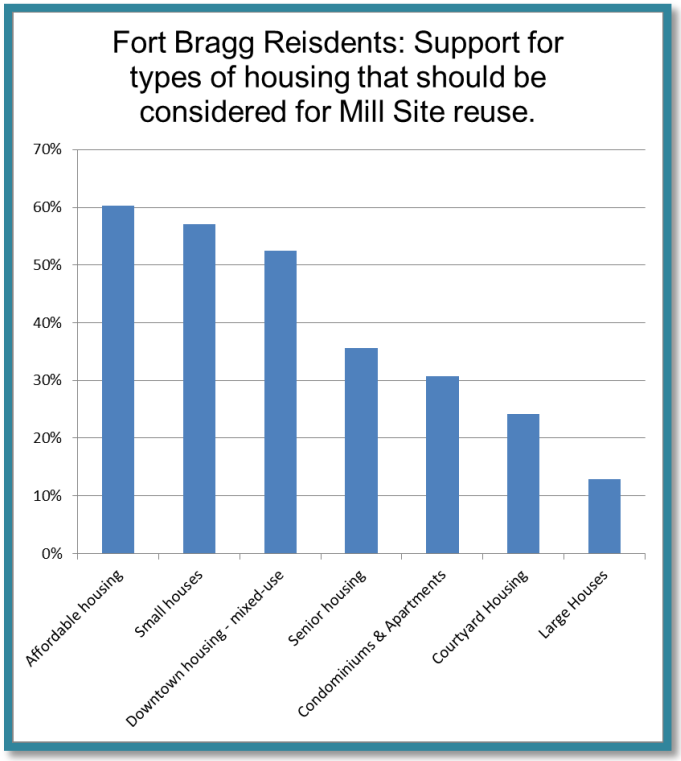
How much of the Mill Site should be dedicated to Jobs?	
0-15%	15%
16%-25%	24%
26%-50%	46%
51%-75%	10%
75%+	5%
Total	100%

How much of the Mill Site should be dedicated to Open Space?	
0-15%	12%
16%-25%	17%
26%-50%	41%
51%-75%	19%
75%+	7%
Total	100%

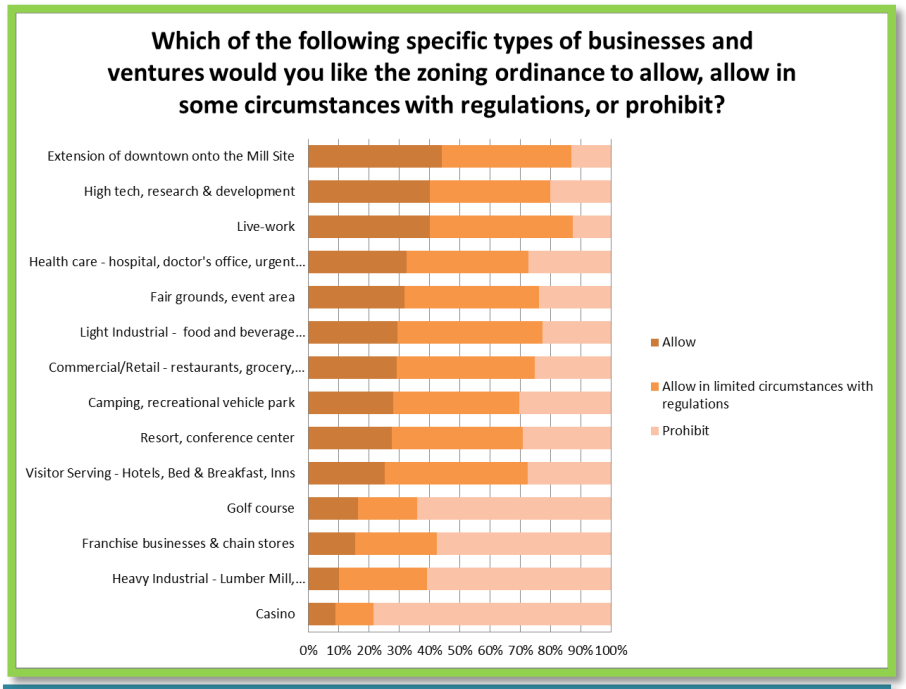
Question 8 & 9. Overall participants indicated a high level of concern with the cost of housing in Fort Bragg; the majority of participants (71%) are either somewhat or very concerned about the cost of housing. This level of concern appears to contradict the average response to question 5 above which indicated a bifurcated level of support for the dedication of new land to new housing on the Mill Site. Perhaps this apparent contradiction stems from a concern about housing that does not translate, for some members of the community, into support for new housing on the Mill Site.

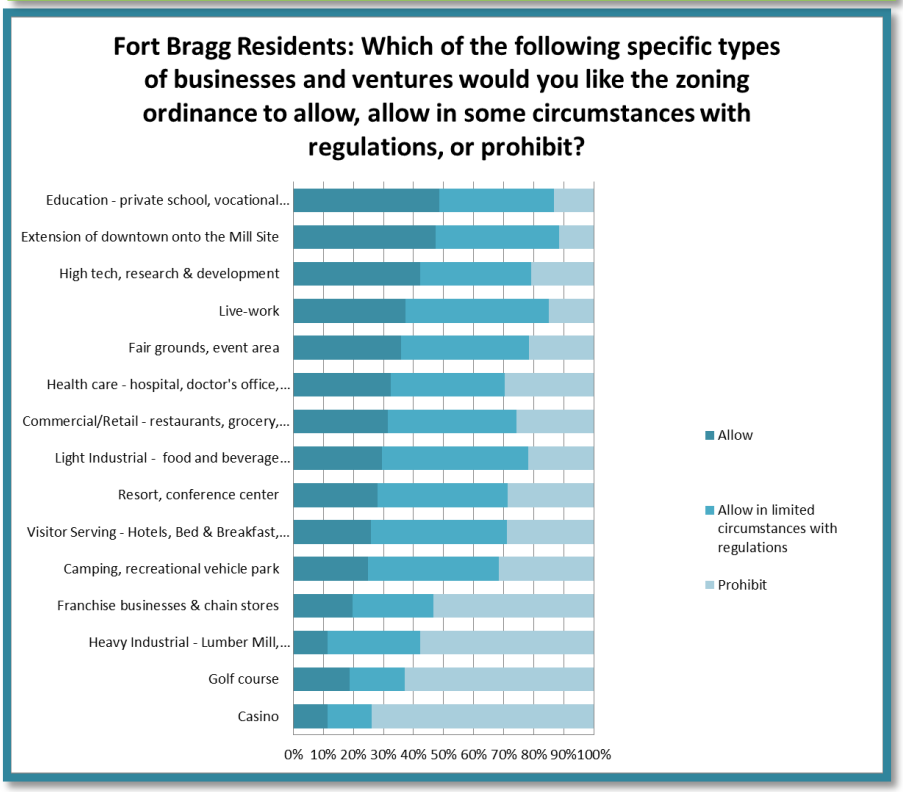
Question 9 sought information from the community about what kinds of housing they would support on the Mill Site. As shown in the charts below there was very strong support for affordable housing, small houses and mixed-use housing; and moderate support for senior housing, apartments and courtyard housing. Finally there is very little support for large homes on the Mill Site.



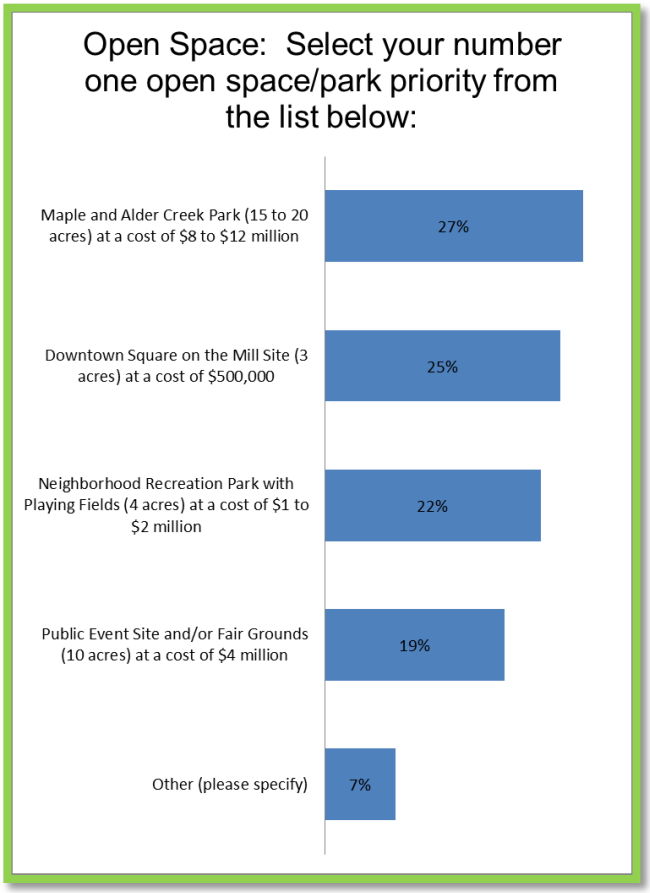


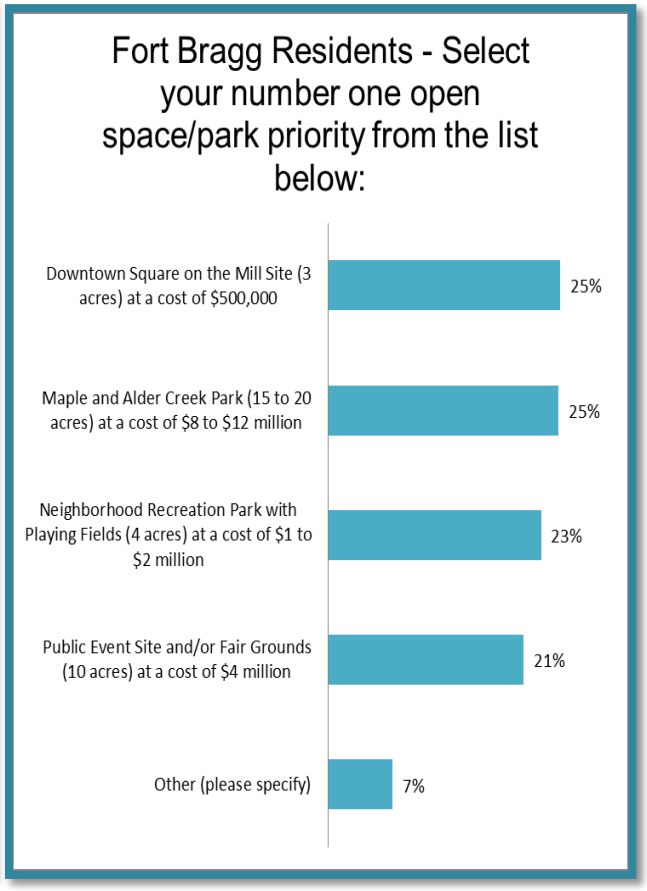
Question 10 & 11. Overall the majority of participants (69%) are either somewhat or very concerned about the economy and jobs in Fort Bragg. The table below represents general sentiment about how zoning should regulate certain types of businesses on the Mill Site. Overall a significant majority of respondents (70+%) were supportive of new zoning for a wide variety of business types on the Mill Site. The majority of survey respondents would like to prohibit only four business types, namely: casinos, heavy industry, franchise business and golf courses. The responses of Fort Bragg residents are nearly identical to those for all survey respondents; however they tend to be more permissive overall in terms of the amount of regulation.





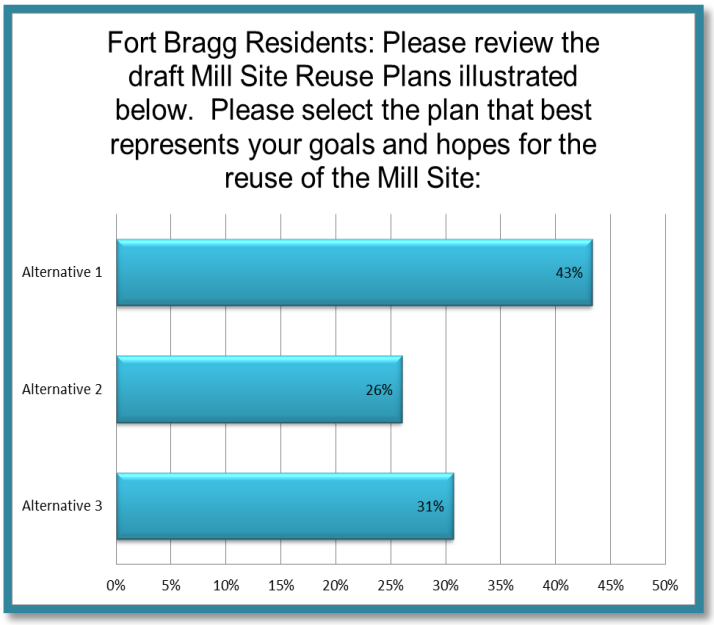
Question 12. This question was designed to identify community open space priorities. As noted in the chart below. All four open space options received significant support (between 19 and 27% each). The Maple Creek and Alder Creek park project was selected as the top priority by 27 percent of all respondents. Fully 25% selected the downtown square as the top priority, while 22% selected a neighborhood park with playing fields and 19% chose a public event site/fair grounds as the top priority. Among Fort Bragg residents, the Downtown Square and Maple Creek Park were equal priorities at 25%.





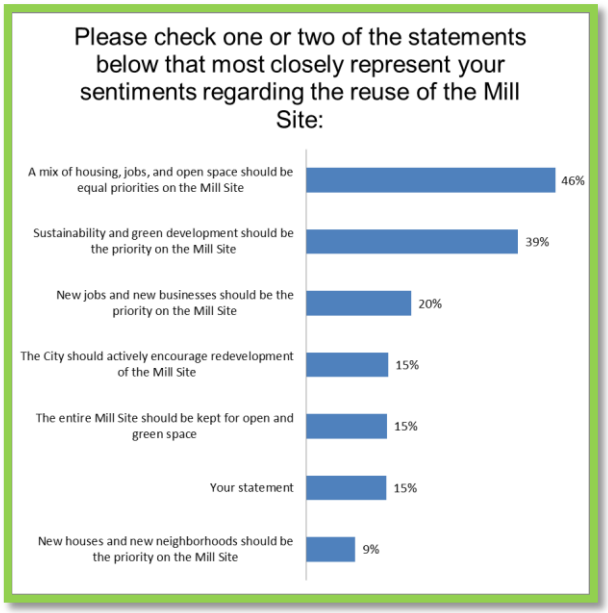
Question 13. This question was geared to identify the level of support for each Mill Site reuse plan alternative. The question included detailed descriptions for each Land Use Plan and provided links to each plan, so that participants could readily review and select the plan that best represented their goals and hopes for the reuse of the Mill Site.

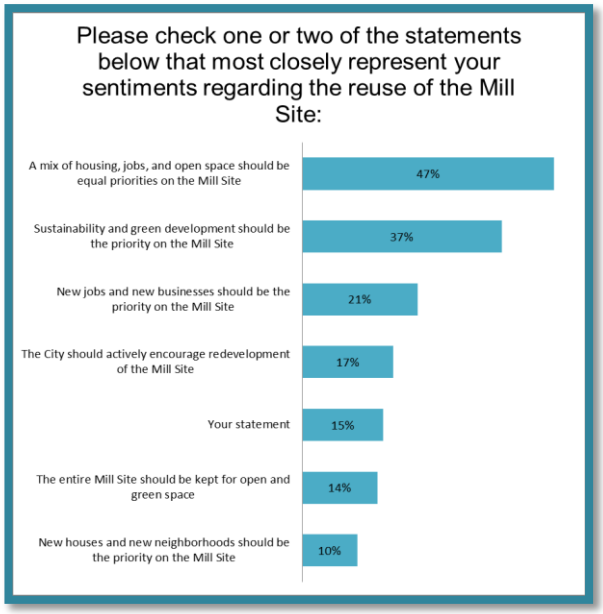
- Alternative 1 - This plan would allow the least amount of development and leave 125 acres for a future planning effort. The Plan would allow up to 210 new residential units, result in a maximum of 1,100 new jobs at build out and provide for up to 240,000 square feet industrial, office, high-tech hotels and commercial businesses.
- Alternative 2 - This plan would allow a moderate amount of development and leave 90 acres of the site for a future planning effort. The Plan would allow up to 270 new residential units, result in a maximum of 1,400 new jobs at build out and provide for up to 280,000 square feet industrial, office, high-tech hotels and commercial businesses.
- Alternative 3 - This plan would allow the most development, but would still leave 70 acres of the site for a future planning effort. The Plan would allow up to 340 new residential units, result in a maximum of 1,700 new jobs at build out and provide for up to 350,000 square feet industrial, office, high-tech hotels and commercial businesses.



As noted in the charts above, Alternative 1 received the most support with 49% of all respondents and 43% of Fort Bragg residents selecting this alternative. Alternative 2 and 3 also received extensive support, although Alternative 3 received more support (31%) than Alternative 1 (26%) from Fort Bragg's residents.

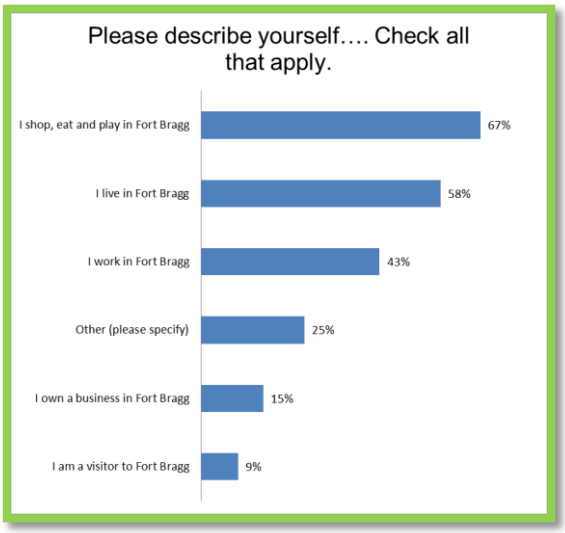
Question 14. This question was designed to develop further nuances to test the vision statement results from question 4. This question allowed respondents to select as many answers as they wanted, so the total does not equal 100%. The statement that most clearly represented the sentiments of all respondents was: "A mix of housing, jobs, and open space should be equal priorities on the Mill Site," with 46% of participants selecting this option. The second most selected sentiment was "Sustainability and green development should be the priority on the Mill Site" with 39% selecting this option. Fort Bragg residents had virtually identical responses.

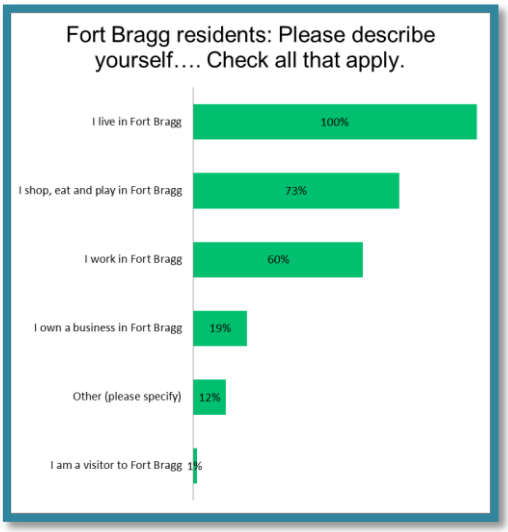




Question 15. This open ended question asked: "Please provide any additional input, comments and thoughts about the reuse of the Mill Site and/or the rezoning process." About half of all participants responded to this question and their responses are voluminous and included at the end of this survey summary.

Question 16. Survey respondents represent a broad array of people who live, work, shop, play, eat, own a business and visit Fort Bragg as illustrated in the charts below:





Answers to Question 15: Please provide any additional input, comments and thoughts about the reuse of the Mill Site and/or the rezoning process.

1. Thank you for involving the community in this process.
2. If Fort Bragg makes itself just like every other city, it will cease to draw people who come here to escape that kind of standard development. We must preserve what is unique and what cannot be replaced if it is developed beyond recognition.
3. The Fort Bragg community has a very difficult needle to thread. We are economically disadvantaged. We used to rely heavily on timber extraction and the fishing industry to complement the tourism industry, but now the first two have been greatly diminished. There is a strong pressure to develop the Mill Site as fast as possible to develop as many jobs as quickly as possible to pull us out of the local economically disadvantaged status. Further with the legalization of marijuana in California, and the recent decisions by the County Board of Supervisors, is highly likely that our second largest economic engine, the marijuana industry, is going to dramatically decline locally as it transitions to a legal industry and moves to more business and climate favorable locations. So this begs a key question how should the Mill Site be developed in order to revitalize our economy? The answer depends upon the timeframe. If we are mainly interested in the short term, then the answer is very different than if we are interested in how this town will be when our babies are in their twenties, and are deciding where to settle down, and even different yet if we are talking about their children. In putting on the hat of planners, I think our community owes it to future generations to consider them in our deliberations. So the question becomes, how should the Mill Site be developed in order to revitalize our economy and stay revitalized? In such a time span, the short, big, financial injection we get with new development has faded away, and we need to sustain what we have. Since tourism is our number one economy, and our natural capital is the number one asset of the coast and of Fort Bragg, it is clear that any development plan for the mill site must have a very robust and well thought out landscape design as well. By this, I mean knowing where the viewsheds will be, knowing where the open space will be, the wild reserves, the grassy parks and picnic tables, the city square parks, the creeks and ponds, the paths, the areas that cannot be developed due to hazards, or cultural heritage sites, etc. Put another way, much of the 2012 specific plan was too specific for an LCP Amendment, but to do an LCP Amendment well, we need to take chapter 5 of the 2012 Site Plan ("Open Space, Parks, and Resource Conservation") and make it more detailed and more spatially explicit. From there, we can have a vision for how people will move and use the site, and can plan development and tourism accordingly. Additionally, part of getting the environment in order is finishing the cleanup. This still needs to be a top priority even when we start breaking ground on projects elsewhere on the site. That is point one: The site will be the #1 tourist attraction of our town's acreage, and the big money maker as well, if we do it right! We need to plan for the environment, and the landscape design of the site first, then the development, not the other way around. My second point is about how much to bite off now. The that the rest of the state is developing very rapidly, and our Coast is becoming more and more of a gem, relative to the rest of the state and the world, as time goes by. A few decades ago we were one of thousands of such places, now we are one of dozens. I expect this trend to continue. If it does, the relative value of the natural capital of the mill site, of its aesthetics, of its scenic beauty, will be exponentially more important than they are now. In such a scenario, which is likely in my opinion and indicated by data, we will have made a big mistake if we maximized development in the next 15 years. Rather, we will be much better off biting off a smaller amount of the site for development while we see if this trend continues. This will also give us a chance to finish the Mill Site Cleanup, and to finally start courting the big developers that have the means to dramatically transform the site for the better, but are staying away until the uncertainties of the hazards are resolved. We can also see what industries are going to fill in for the decline of the underground marijuana industry that held the county up for many years. Some estimated it as the number 2 economy in our region. It will be very important to increase our resilience by not relying so heavily on the tourism industry, but how to do that is not so clear at this time. We'll want lots of real estate left to rezone once we find that solution, or more likely, that combination of solutions. Hence, of the three Alternatives provided, Alternative 1 is obviously the best, but even some of that is too premature. So, that is point two: We need to plan for the long haul, see if the natural capital rarity trend continues exponentially, resolve other uncertainties, and be patient rather than hasty. Don't get me wrong, we need development and we need it now. But it is too early to "Go Big." What follows is a laundry list of important aspects that meet the above objectives and those outlined by the city council's goals for the LCP Process: Comments about Parks and Open Space: -The north wetland/park identified on the 20 year and 30 year plans is Not identified in the 15 year plan. It needs to be. -Proposed trails from our trails workshops are not shown or addressed. They need to be. -Proposed open space corridors, like the one in one of the 2012 Site plans, that goes from about Dry Shed #4 to The Glass Beach parking lot, is not shown. It should be. -There are very few trees on the mill site. All of them should be left standing. A large number of them are slated to be cut down. For instance, a block of redwood, cypress, and pine forest across from Safeway, Starbucks, and the Car Wash is slated to be Highway Commercial. Cutting down the Starbucks Forest now is not a good idea. Doing it in the next round is the time to do it once we determine we woudl rather have more highway commercial and less forst. This could be part of a fantastic park, like Central Park in New York city has made the Big Apple one of the best cities in the world for a couple centuries. Let's not limit our options right out the gate. -Surrounding this park with industrial zoning on the Ocean side, as envisioned in the 30 year plan, is a dire mistake, as is cutting the parkway corridor that goes to the sea. -And of course there are all the extremely important issues that the community has already been talking about regarding clean-up of the site, especially the Mill Pond and Daylighting. These need to happen. And, daylighting Alder Creek and Maple, not just Maple. These should be reflected in LCP planning Maps, docs, and City Actions. -There should be a conversation about Agriculture and Carbon Sequestration. Much of the undeveloped land can be used for carbon sequestration, including some of it as Demonstration Gardens. Like the Environmental element. These aspects should be planned strategically, not simply be the areas left over. Comments about the rest of the Site: -We need the flexibility of overlay districts. FOr instance, if a light industrial facility could not become economically viable unless it went into some of the neighboring industrial zone, this should be allowed within reason. -There should be a hard conversation about housing. First off, on Question 5, I took it to mean how much housign should we allow in this LCP amendment, not how much shold be out there when we are done with this and future amendments. Housing availability for working class families is a problem. But so is the number of houses on the entire coast

that are not available to local residents. AirBnB is a serious issue, and this whole mess needs to be addressed and regulated. Once it is, then we can see if additional housing is critical. I am confident that by then we will be really happy that we did not develop the mill site with a ton of housing. Looking at the three alternatives, I ask myself if it it wise to have such a large percentage of the development of our crown jewel be housing? I don't think so. What about if we try to solve the housing crisis by developing other, non-critical sites in the area, and by having policy reform at the city and county level? I think it is then, if we do not succeed, that we develop a bunch of housing in Phase II of development (the next LCP Amendment). Don't get me wrong, we need some, like that which is in the upper stories of the Central Business District especially, but the huge amount on the alternatives is too much. Furhter, there should be no Low density Residential at this time; only the two other kinds. -If Low Density Residential district is allowed to stay, it needs to be refined to not allow single family, only duplex, triplex, and townhouse. -It is too early to decide that the mill site can be a golf course. This is not a short term enterprise, and hence, does not fit into the spirit of "Urban Reserve". It needs to be removed from this zoning district. -We need more youth in our community. That will make it more resilient...We have one of the oldest mean populations in California. THis is problematic in so many ways. -Education Facilities, and Specialty Schools, should be added explicitly to several of the Zoning Districts, including at least Visitor, Mill Site Employment, and Central Business District. If some of the CBD becomes a Specialty school, this will be good for our current CBD, and our local economy, and our demographics! -What are the barriers to having a nightclub in Fort Bragg? I'm assuming they are noise and fights. I think that allowing a quality and classy night club in Fort Bragg will do wonders in fixing our lopsided demographics. I have family in their 20s and they say the Coast is a really frustrating place to live in the 20s and 30s. By a night club I mean a place that is large enough to host bands and DJs, designed for such events. I think such places should be allowable away from residential areas, and also away from Visitor. Maybe two special districts are made called Industrial-Night and Light Industrial-Night Since such a club won't work well in all the Industrial and light industrial areas. Thank you for all your hard work. Please do what is best for the community as a whole, and for the long term.

4. The Mill Site has not been open to the public for many years. Now is the time to look at the value of this coastline property, as a community gem. I am in favor of some development, but would prefer to see more open space and protected areas than high use, like fairgrounds or convention centers. Some affordable housing would be great, but I favor smaller houses, sustainable and compatible with the coastal environment. I would not like to see high rises, or other view-blocking construction in the area. So many people use the coastal trails now, it would be great to see the land to the east of the trails set aside for picnic areas and other small environmental learning centers, like the Crow's Nest. I am not in favor of allowing franchise, or big box, stores, especially in the environmentally sensitive area of the Mill Site. Thank you for encouraging public comment and input into the reuse of the Mill Site.
5. http://community-wealth.org/strategies/cw-cities/index.html
   http://community-wealth.org/strategies/panel/universities/index.html
6. Keep up the excellent work and community involvement. It is crucial and maybe we can actually compromise and show the way for other communities to thrive.
7. This is a one time opportunity. Care must be taken to not waste it.
8. What an exciting opportunity to spearhead economic growth! The value systems of previous generations left plentiful opportunities for us to learn from our mistakes: there is wisdom in that. Best of luck on advancing toward a bright and fruitful future!
9. Check out citywave company for an artificial wave pool. Green space, parks, green development/housing. Education. Ocean awareness.
10. Please don't allow individuals looking to profit from this public domain to diminish an irreplaceable natural treasure. The natural beauty of this area is such that it should be restored, preserved, enhanced, and maintained for all to enjoy in perpetuity. Thank You!
11. The Mill Site should engage the community in positive ways that have nothing to do with the marijuana industry. It is time to bring people to the area that are not involved in the drug trade and who can provide jobs and career pathways for our local youth that are productive and creative.
12. Bike/walking trails need to have more separation. Walkers and bicyclists don't mix.
13. The town because of its location already had plenty of open spaces. Maintain coastal access and complete the trail, but allow a housing development. I would increase the density to 500 homes, with smaller sustainable cluster housing.
14. can you guarantee that we won't have to repeat this process yet again? what if gp sells areas to people or companies for uses not considered here?
15. Where is the water coming from? Where is the funding for the water upgrades coming from?
16. There should be a design theme, examples, Carmel, Ca. Thousand Oaks,CA. Leavenworth, Wa. Mendocino, Ca. Don't be in a rush to allow any mix matched designs just to expedite development. There is a significant opportunity to make something special out of this special property.
17. I feel hopeful for what could be, but I greatly fear inaction, argument, and special interest will win the day.
18. the use of the millsite for open space and parks is a waste. shame on those who have allowed this to happen. I have been there a few times but the homeless camping out and overflowing trash was a disgrace. My friend and I saw 6 homeless people "camped out" on our last walk - I haven't been back.
19. Actively search for an organization that might want to build a campus in this location such as: Amazon, Google, Facebook, a facility such as Scripts. These are just some of the many large organizations that might want to consider a beautiful area in which to locate.
20. I believe the site should be focused on technology and sustainable/green development. I'd run a high speed internet tap into the development area so both local and outside technology ventures could be encouraged.
21. The mill site provides a really nice, easily accessible open space. The everyday vista for people that live here and people that visit would be altered considerably. Would building up the mill site actually provide more viable jobs for the people in the community or would it leave run-down buildings that no one will have the money to finance? Would it bring in any more people to support the economy? Do you really want this beautiful small town turned into another rat race?
22. Been in and out of Fort Bragg from the 70s and can say with no disrespect that it has kinda been a hardworking and partying place for others and fisherman. The downtown has been always on the edge and the New Age stuff has been

around since you could live North of town in a bus for free. Or further down the coast. Then there were Mill jobs and all kind of things with the timber and commercial fishing, and pleasure fisherman. Seems that the nice land overlooking the ocean should be a world class park that will draw visitors from Mendocino to here if done right. The parking at Glass Beach is a good first step. In San Francisco folks want to walk along the Ocean and Bayfront. Well except Hunters Point. Build a great beach bluff park and a kiosk of adjoining restaurants of deferent and sustainable models like farm to table, fish from Ft Bragg to your dinner. And wine and a little herb from Mendocino County. And a nice local brew house relocate the one we got to anchor a mixed use area for light industrial and throw in live/work warehouses for the pot trade. And poof up goes the standard of living in Ft Bragg with affordable housing and a Park. And a little other things no more than 35 feet in height like Kuai. Then add a bunch of dense housing with like one on top of the other toward the highway. Make it look slick and beckon you to the Beach and later an improved downtown with the addition of tourists that want to sit on the Bluff and stare at the salty and unpredictable divide. The Housing crisis is all over California as I get all over California and is not gunna change as people keep coming here and will only get more. Only places not in on the boom are places like Susanville or Redding. And when was the last time anyone would voluntarily drive there. Or the Salton Sea and all that desert stuff for outlaws. Thanx for asking and good luck you're gunna need it. I will not be around here to see what I saw the change of the 70s to now. SO THINK HARD>MAKE US PROUD TO SAY FT BRAGG.

23. Your 3 alternatives all have many acres of multi-family units, and low density a bit less so. There is no reason to put much emphasis on housing. Drive around FB today and look at the appearance of housing for transient, and low or median income housing and ask yourselves, do I want more of this on the best piece of beautiful coast in the state? A better balance would be a bigger emphasis on creating jobs, well paying jobs. Your vision seems to be too heavy on housing. Low density housing along the highway? very odd. You are not trying to make a low income city but rather an economically vibrant city that provides housing for all levels. Multi and low density housing should not abut each other. you do not divulge the # of units in each housing group, but obviously not balanced. No mention of high-end condos? Red space is too small but in good place, so expand it and shrink the multi-family housing. You should not take some of the best coastal property in the country and make it a low-income housing tract. Put your emphasis on parks, recreation and tourism and secondly on industry and commercial that creates jobs; you really don't need any housing on the property right now, there is abundant empty land in the vicinity when additional housing is needed. That yellow enclave on the south end screams that one or more of you is isolating that for some rich friend, also not good. Leave some acreage undesignated that could be housing if needed. If you create jobs, people, money and housing will follow.
24. It is a gorgeous property that should be protected for its natural beauty in perpetuity
25. I appreciate the efforts taken to get community input. I wish that there were other alternatives for housing. I hope thoughtful development will attract businesses, and jobs, as well as visitors. A more welcoming stance for vacation rentals in the town proper would yield income from tourism.
26. There should be a heavy focus on green building, especially small, compact net zero homes mixed in with small commercial and multi-use buildings. Keep streets small, focus on bike lanes and walkways. This is easy to achieve with tested technologies that are getting cheaper every year. This approach will help the community turn the corner from an extractive industry town to a more sustainable approach.
27. To reiterate- SLOW growth should be the mantra, unless you want to see FB deteriorate into an overcrowded, traffic congested, dirty, noisy place which is no longer pleasant to live in. Retention of small town quality of life should be top priority. No large scale development. No chain stores, no resorts, no golf cources, no apartment buildings or condos.
28. Focus on gentle, efficient, prosperous growth without damage to our fragile coastal environment.
29. fort bragg already has low-income housing near the ocean. more development of low-income housing ought to be east of highway1. low income housing does not attract visitors or create jobs. Have a plan such that potential developers, builders and investors are inspired!
30. I feel it is important to protect the open views. I think expanding some of the downtown - at limited heights - focused on cultural, arts, artisans with mixed living, would be great. Would like to see access from Redwood St. Would love to see a marine environmental center/tourist draw/learning element
31. Why anyone thinks adding newer, more affordable business space to an already empty business sector or adding “reasonably priced” housing where NONE exists now is possible is beyond me. The housing WILL NOT be affordable and those in need of it will be left out in the cold if they can’t pay top dollar. Affordable housing with a view of the ocean seems too good to be true and in light of the current housing situation in Fort Bragg it is. The ridiculous leasing options for businesses in town are not sustainable and we are supposed to believe someone will come and build NEW business space and charge less for it.
32. I understand there is a housing crisis, but there has been a severe lack of jobs for far longer. My generation (30 somethings raising families) generally had to leave the coast because of a lack of opportunities here. Also, we have a vibrant food culture here; a central indoor/outdoor marketplace for a year round farmers market is on my wishlist.
33. Re-zoning for any unusual project should involve the community.
34. While I understand that the economy is a big priority for many residents, I feel that this document over-promises a bit on the jobs front. Fort Bragg is, and always will be geographically isolated. While we do receive many visitors during the summer, it is a difficult place to run a business. While a conference center or high-tech business sounds great on paper, I would really like to see some feasibility studies on what type of employers a town like Fort Bragg can actually sustain. Zoning for companies that might not materialize is putting the cart before the horse.
35. Don't use it for mundane projects that could be built elsewhere such as housing, parks, industrial buildings.Get outside help from notable architects etc. to help you design something tat wii draw people to the area that will stimulate the economy.THINK BIG.
36. If the property is tribal, GIVE IT BACK! There us no longer a mill, therefore the lease should be good. Fort Bragg is not the rightful owner, how dare the city tell the tribe what they can do and cannot do with their land. Give it back!
37. very confusing and contradictory survey
38. It should be a space that everyone can enjoy and utilize for recreation, not a space that is subdivided only for the pleasure of homeowners and business owners.
39. Artists' live/work/display space would attract visitors and tourists and make Fort Bragg even more of a destination.

40. N/A
41. Multiple Public bathrooms should be spread throughout the area, regardless of plan chosen. Too many shoppers leave the CBD due to lack of clean facilities, same with parks.
42. We need something to make our town great again. I don't want the town I grew up in to turn into a retirement community, I want it to attract people, to be a destination, a place people feel safe to raise their children
43. Do not encourage more homeless in the area by building housing for them.
44. Housing,employment and local affordable shopping for food and clothes should be priority.
45. This city needs more jobs, with jobs more housing is needed.
46. A mix is always the best idea for development. I have seen so much Redevelopment of downtown areas that turned out very well when they include a mix of everything.
47. Much needed housing for the aging population. Both low income and middle income.
48. Noyo Center should be top prioritiy for eventual space for Blue Whale skeleton - the only one on US west coast!!!!! a real asses for Ft. Bragg
49. Fort Bragg got screwed by Georgia Pacific and they are responsible for the economic and environmental mess that was caused by GP mismanagement
50. we should have a small modern sustainable sawmill in town for jobs we can walk to.
51. It is imperative that the city of Fort Bragg revisit and revise density restrictions to keep development as compact as possible within Coastal Commission limitations.
52. Please do not allow additional hotels unless they serve a clientele of higher socioeconomic status than currently exists.
53. Give the people back their land.
54. Integration into existing downtown is important.Mixed use (retail with housing above is great - more of a community feel)
55. none
56. Need to ensure that you include a future vision statement about not just what is planned for the next 3-5 years, but what it will look like for the next generation.
57. Need to keep moving forward on this, no delays
58. Fort Bragg is becoming a destination. We need housing and jobs for future employees. Some kind of marine science center.
59. Fort Bragg will and can only be a tourist town. Lumber and fishing have had their day. Newport Oregon and Monterrey California have had similar difficult changes. By each city having an aquarium has revitalized each city. Newport is a city similar in size to Fort Bragg. It's aquarium is modes compared to Monterrey's, but draws 400,000 visiters a year. Now that would be an engine for economic growth like no other. If Newport Oregon can do it, why can not Fort Bragg?
60. none
61. Don't stop the process!
62. please do not put housing on mill site
63. If we bring the right jobs, the cost of housing and rents will work out.
64. I'd love to see growth that benefits our community while sustaining the beautiful small-town feel that makes Fort Bragg the great place that it is today.
65. I would not like to see low income housing put on this site. This is a prime location and I think there are area's locally now that could be used for low income housing as well as areas that could be redeveloped for low income housing in Fort Bragg. I think housing is an issue but there is a place for that. I would like to see the Mill Site used for all of our enjoyment as well as those investors who want to add jobs as well as invest money into development.
66. Do not let mega-interests such as REITs, foreign investment corps or other big money interests co-opt this property. Whenever possible favor local investors, entrapeneurs, encourage funding from local/regional banks and CUs. Just the new coastal trail by itself has been a huge boon to the local enconomy so whatever is developed keep it green and favor B Corp and sustainable type development for business that are approved.
67. I feel like Fort Bragg has a real opportunity to lead the county in sustainable practices. Especially with how toxic the site is. We should redeem ourselves by filling the space with "Green" industry and lots of natural open space.
68. Ocean frontage should be open and kept that way.
69. I think houses and hotels would be a shame to see.
70. Strong economic development efforts should be made to develop the site as it is the future of our town. There is so much potential and we should allow as much development as possible.
71. The cost of maintaining park land in the form of open space seems prohibitive when kept within city jurisdiction, but grant funding and/or ownership transfer to California State Parks/Mendocino Land Trust regularly occurs on the coast when open space is threatened, and these types of avenues should be looked at seriously by the City. The opportunity to build in advanced wetland restoration projects in combination with the increased demand and already in place wastewater treatment plant is also something that should be considered or left as a possibility down the road. Utilities costs were cited in workbook. New development should mandate smart building techniques and on site renewable energy sources such as solar. Something should be done to draw the attention of a college or university for building of a marine/coast research and education facility, beyond, or in combination with, the Noyo Science Center.
72. Carry on with your efforts collecting feedback, and getting grants to secure the maximum (irreplaceable) forest and park areas.
73. Do not build high rise condominiums. Allow space for restaurants and small businesses, which tourists and residents alike will enjoy. Clean the ground and plant trees and create beautiful seaside parks which will also benefit tourists and residents.
74. An overarching commitment to preserve and conserve the beauty of this area. Also using solar, wind and sustainable construction in anything that is built.
75. How exciting!
76. none
77. With few exceptions, I expect I would support the efforts and input of George Reinhardt and NHUDG.
78. The town is in desperate need of more affordable housing and jobs for young people and young families. I fully support zoning the GP Mill Site for small industry, office spaces, retail businesses, and affordable housing. I propose limiting the zoning options for hotels, restaurants, and other tourism-driven businesses. While I acknowledge that tourism is an

important industry in this community, I assert that re-zoning the Mill Site to help re-vitalize the local population will in turn help to increase local tourism over time if the community is given the chance to sustain itself. Given the recent increases in the cost of living, the lack of available housing, and the lack of available full-time year-round work, it is extremely difficult for young professionals (aged 21-35) to make a go of it in Fort Bragg. Helping the community to grow (even modestly) should help to increase the local economic growth, which should in turn help fill current empty store fronts with new businesses and sustain (if not improve) the local tourist trade. This should also help to drive the overall cost of living down (hopefully). Sooner than we would like to think, the nation's population will become skewed towards a younger demographic, and the current economic environment in Fort Bragg will not be sustainable into the future. It would be wise to make these zoning decisions considering a timeline of 20-40 years from now.

79. Maybe some thought about emergency services just in case there is a disaster. Where will we all go for help and shelter if something really goes wrong? Maybe the Mill Site could serve as an emergency staging area if needed.
80. Be smart. You will only get 1 chance at this. Don't let out of town developers and politicians dictate what should be a local decision.
81. I think it is important to support the industries that we do have in Fort Bragg which is part of our culture and who we are. In particular, commercial and sport fishing. As a charter boat captain, I have the best job in the world; putting smiles on people's faces. This is a beautiful place to fish and vacation. Bringing more people to Fort Bragg to vacation allows them to enjoy the beauty than many of get to enjoy every day. Affordable housing is a serious problem in Fort Bragg forcing many to live in RV parks which in turn reduces the available camping sites. The full-time residents reduce the appeal of these parks which should be for visitors and not residents. There is also a shortage of decent paying jobs in Fort Bragg. While I do not believe we need to bring high tech jobs that could,cause housing costs to skyrocket as it has in the Bay Area, we do need more jobs and better jobs.
82. We dont need more low income housing. We need middle class jobs.
83. The town is missing a way to stay solvent. It needs an infusion of jobs and cash. Wealthy people come to Mendocino County now for the wine, the food, and the outdoor activities. Fort Bragg needs to offer these people something special --- they are already in the area and we need to catch their eye. A golf course, a conference area, an already known and guaranteed retreat center, something like that. The mill built and sustained the town. Now the mill is gone, and with it has gone the long-term sustainability of the economy of the town. We need to find a new way to bring in money. We have this 325 acre site. Please --- let us use this site wisely so that they town can survive
84. Please quit building only crap this town already has too much of. If you guys want to build another fast food chain please let it be a Wendy's. Taco Bell and McDonald's are disgusting and there's the same places over in willits. Build places people actually would want to drive all the way to Fort Bragg to have, just like how ukiah built IN-N-OUT. And please please build somewhere to live, I'm tired of struggling being homeless but leaving this town would break my heart. I just want to live stablily in my hometown where my friends and I grew up together. I have memories on every square inch of this town. Fort Bragg is my heart and soul.
85. University would be huge for the area.
86. We need more housing, and more jobs. The option to have rent go down in order for families and individuals to live happy lives on the cost. Being able to afford a house for your family shouldn't be exhausting like it is now, if you can even afford one or find one now. Most can't.
87. Build a big park with 3 or 4 ball fields for kids to play on
88. I was planning on retiring here! Make it useful for active people.
89. The rents & housing costs are not high here, the issue is our economy does not have good "middle class" jobs. The City needs to get off its fanny and do what is needed to attract those. Raising taxes for an over-sized rec center and to attract tourists willnot solve that problem.
90. Please clean up the pollutants that are there! And keep as much of it open a possible! Make Fort Bragg Beautiful and pollutant free!! And sustainable!
91. Education sciences about our area and our water is a positive investment for future generations.
92. Park/museum with information about the lumber and fishing industries that were so important in the past.
93. I think that having playing fields, parks, trails, and dog parks on the site should be prioritized as well.
94. The Mill Site should be used for parks, education, and a very small neighborhood
95. Zoning should be done carefully to prevent the kind of ugly sprawl seen in the Hwy 1 corridor and all the horrible franchise businesses that are taking all the money out of town in armored cars.
96. Motorsports
97. Question 13 did not allow the latitude I wanted. I believe NHUDG has the best grasp of the challenges and opportunities of redevelopment, and their insights should be tightly integrated into the planning effort.
98. Think about how it will benefit people to have more job and more affordable housing
99. Very little should be paced over in asphalt. Urchin gravel is a good alternative to gravel under the foundation of buildings
100. I would like to see some project dedicated to preserving, honoring and presenting Pomo culture
101. A sculpture garden would be so cool there .... Reflecting the coastal way of life ... Best of luck on this project I have lived in fort Bragg twice now ... My mom & step dad have lived there for over 30 years ... It's so nice to see this property finally being used to help our beautiful town ❤
102. Well thought out survey. Thank you for making it available to all.
103. I believe 25% should be industrial, 25% should be recreational/event space, 10% should be housing, and 40% be left as a natural park
104. Please don't build ugly wasteful buildings.
105. It feels very unfair to block the view of existing housing, that was purchased partially for the view, by building directly in front of their properties. I think it's important to keep the development from affecting the existing neighborhoods. Please know that I do not live in one of the lucky houses with ocean views, so that feedback is not coming from a selfish place. Lowering their property values by blocking their view would just be wrong.

106. There are resources/empty lots/empty buildings available in Fort Bragg already -- let the industrial developers use those...keep the Mill Site beautiful with optimally Green housing,community parks, a performing arts center, educational uses...
107. If rezoned, high-end developers will purchase and build. How will the City protect us from that?
108. Thank you for the survey.
109. It's such a delicate balance. It must be sustainable and green. We need jobs and housing. Promoting north coast brewery with venue would be great.
110. no comment
111. The best way to approach this whole issue was laid out in 2005 by NHUDG. Each of these planning processes our community has engaged in gets way ahead of itself. This appears to be motivated by the desire to trigger a sale of the property, which is understandable given the current owners. The best possible clean up cupeled with the least and most careful zoning is the right approach. The Urban Reserve idea may be a good one, though many risks lay there as well. Our community has many creative and forward thinking people who can contribute a great deal to this process. Since, this time it is the city's process and not G-P's it should be open, flexible and led by environmental concerns.
112. Thanks for asking. Wouldn't it be cool if we had like a Monterey Bay Aquarium? Or somehow be the hub for saving and appreciating the Grey Whales? I like the idea of a small casino (sounds conflicting I know) but there isn't a lot to do here and if the Native Americans who the Mill Site really belongs to got even half the money...
113. Would like to see the city continue to support and help the Noyo Center for Marine Science grow and become a focal point for educators, researchers, students, visitors.
114. This community is dying, has been for a while, don't kid yourself with ideas of preserving a pothead utopia that only exists in the minds of fools. Open space, and public use means absolutely nothing if the community it serves can't thrive. We're advanced enough as a people to see the importance of choosing an all encompassing view grounded in our future interdependence.
115. As already stated. If you take the money-making route and move into high tech and big development you'll be screwing this area up. Temporary jobs during project building is an illusion. The area is not equipped to deal with displacement and homelessness and further burdening of a healthcare system that would suffer with the economic disparity and abuses that happen when high tech, large housing development and exclusive hotels and b&bs enter economically depressed areas. The area is best served as green/open space and low income, senior and affordable housing, period. No condos, no apartment buildings.
116. I appreciate all the work and thoughtfulness by the city and residents expended so far.
117. A discgolf course/ park would be a great way to keep kids out of trouble
118. You should include an educational/cultural center focusing on local plants, animals, and ocean ecology. An aquarium perhaps.
119. Get going
120. Please make the housing affordable. This is not San Francisco or San Diego.
121. there will be plenty of time to fill it up. don't plan the whole thing at once except to allow space for future development. whatever is put in now will look unfashionable in 20 yrs, and cool again in 80.
122. The more open space the more attractive the town will be and the more it will flourish
123. Consider the effects of the mill site development on existing businesses in Ft Bragg.
124. Very nice park with beutiful buildings. No more hotels and very limited housing.
125. The nicest thing this area has is the ocean. If the site gets too built up, whether with cheap or nice construction, the ocean will be hidden instead of being complimented. The site should be left mostly open and as natural as possible. No one comes here to see buildings, especially rundown inexpensive generic buildings seen along Highway 1 in Fort Bragg. Most of it is visual and architectural junk. Doing a good job, using a world class architect and producing a total site plan including fine gorgeous buildings is required here if Fort Bragg wants to be a fine community instead of a mill town. It's a one time opportunity to make this unattractive town nicer to complement the ocean, so people don't say how awful, let's go to Mendocino, Elk or Sea Ranch where there are nice buildings and respect for beauty. Fort Bragg can continue to go low and remain the tacky cheap factory town of the north coast or it can do a first class job on the site. That will be your legacy as community leaders.
126. I think it would be cool to have some sort of marine life center
127. There's plenty of open space throughout Mendocino. The priority at the Mill Site should be boosting the economy with jobs, providing a downtown square "heart of the city," and improving housing stock.
128. As stated before using our natural resources for energy will create new jobs and help our community economy.
129. Please,Start the improvements and work Fast.No wasting time.Action needs to happen and More to the town.We ALL want more to Fortbragg.For the good of Adults and teenagers etc.
130. Please don't compromise the downtown by diverting everything to the mill site
131. Please limit development, and regulate that any development is sustainable and eco friendly!
132. Mostly I think the city name should be changed to Noyo. Its a disgrace to keep the name of a southern civil war officer.
133. Thank you for asking. Also, whomever posts for our area on Facebook does an outstanding job of promoting the appeal of this area!
134. We are a coastal community that must plan for climate instability and population i.e. growth pressures. Climate adaptation and environmental restoration can become economic drivers for our region. This is why the Nature Conservancy, the Conservation Fund and others around the world have their eye on our region. We can become a center for regenerative planning, healthy living and hope.
135. Take your time, do it right. The Noyo Center for Marine Science could be the anchor for the whole town with the Blue Whale welcoming visitors from around the world.
136. It would best benefit FB to keep it open space.
137. The issues I am concerned about are land grabbers for speculation. The Mill Site needs to attract and serve something other than dependency on tourism. We need desperately need housing. Build upon the existing College and Marine Sciences Center. Both bring jobs. Do not expand downtown into the Mills site. It should be park land.and plant trees for a

wind break. Also innovative wind generation can be put there in some places with the new technology that has vertical blades rather then the ugly huge wind turbines.Create a power source. Get Silicon valley innovators to bring 22nd century ideas not go backward. Brick and mortar enetrprises are not the way of the future. Read the Wall Street Jouranl, WIRED and the Economist - we need fresh new ideas. This town has to get off not wanting to chnage, we are not Dubai but we can be a showcase for tech, or sustainable innovation. I can't vote for any of your three alternatives. No more hotels please! That do not speak to an alternative other than what is here already.

138. Tourism should be the main focus of development: keep the space beautiful, people will come visit.
139. N/A
140. Do not zone for heavy industry
141. Less development is the best approach. Go slow and keep big money out. Let the locals decide what is best. Keep it quaint with character. There are too many crappy towns along the coast - don't let Fort Bragg become another eyesore.
142. If you build it, they will come. The hectic Bay Area wants an escape. We could be it. As stated, almost half of the land is never going to be developed. Housing to the North, jobs and businesses to the Central District and along the access route, and then park lands and nature will generate interest, revenues, and respectful use of the opportunity.
143. More housing please!!!
144. An Ecological University. Platinum LEED rating housing for students or other. Support education, arts, and science.
145. A priority of free land use by all people with services centered around supporting open use.
146. Public access as much as possible.
147. None at this time
148. We need better opportunities for healthcare, higher paying jobs, education, and quality of life that a Natural Medicine University can provide.
149. Keep a large border of the coastal trails undeveloped, except for the Noyo Center expansion over time.
150. I like what you have done so far.
151. An sports complex with a turf field and a indoor facility to play multiple sports should be built to help the youth find a place after school to hang out and be safe.
152. Given the mill site's proximity to various natural resources coupled with the coasts' history as an enclave for artists should shape future development. A university that encouraged both scientific research and artistic endeavors--not only industrial arts but also music (e.g., jazz & classical programs)--could offer a long-term path towards revitalizing both the city and the greater coastal community.
153. I believe the city has done very well protecting the access to the coastline on this site for all to use. This new coastline that they own now and the addition of the new coastal trail is wonderful. Now it's time to provide something special for all our visitors and locals to enjoy. Businesses and business owners are a very important part of our "locals" as well. It's time for the city to provide avenues for development that is superior to what exists currently. An easy example of this is to provide a location for a 4-5 star hotel and convention center. This in itself would draw a different visitor than the current beach goers we have now. "if you build it, they will come". Give our visitors an experience that is a "draw". Something that is different than other locations that they might be considering. Also, this is city ground in the city limits. This is where development is suppose to take place. We have plenty of open space and area that is not open for development. This site should be developed with business, jobs and community living in mind. This is where we need to get away from the old mindset of restricting building heights to 25ft! Please allow some of these areas to go 4-5 stories and get some density, it makes way more sense on this site than restricting it and creating a "sprawl" .... which years from now we will all regret.
154. First dibs for already existing business locally.

155. I would love our small town to develop a bit more. And make it a better town for the COMMUNITY and NOT for huge franchises to make money and take away from local business. I don't wish to see our community be turned into a nig progect and then we have to deal with hundreds of new people moving in and making our town have big town problems like violence, robberies, or pollution. I do want the town to progress but I still want a down to earth home feel to the town. Safety and respect is what should be kept in mind when rezoning.
156. More chainstore should be considered. Regardless of shopping local, some people just cannot afford to shop local and are forced to drive to ukiah for things that cannot be found here.
157. Considering we are a very sustainable and eco friendly environment, I personally do not believe we should be using the extra space for any type of franchise or retail businesses. Instead we should use space that can equally be beneficial to the community and to the environment. I think it's great that a portion of it we are keeping it green.
158. The walkingvtrail should remain untouched as many f our residents use it for daily exercise and it should remain untouched
159. Prioritize getting more jobs, housing to better sustain this town. It is dying. Tree huggers need to go away. Allow franchises. No more tourism. Focus on the folks who live and work here.
160. Noyo Marine Center should be expanded and Mill Site should connect to downtown
161. something that offers the history of logging and fishing, the town of Coloma in the Sierra foothills is a wonderful example of how to fit historical features into the landscape
162. Excited for the change
163. Jobs and housing
164. No additional comments.
165. I have thought for many years that this site should be an aquarium like Monterey bay, we have the hotels and restaurants to support the tourists it would bring in, we just need a way to draw the tourist in.
166. As a community member of Fort Bragg, who has trouble finding places to rent and who knows others with the same issue, I hope for a development plan of housing opportunities for the future. Our community is beautiful and has become very desirable to live here, so more and more people will need more living opportunities and jobs.
167. Additions to the town could have yet unforeseen effects (good or bad) on the town. Its proximity to downtown makes it critical that it doesn't look like a modeled development, but an extension of downtown (If you want to maintain a strong tourist attraction.) My opinion is that we should progress in modules, study the effects of development on the town, and move slowly and accordingly.

168. My favorite thing about fort bragg is driving down any of the east/west streets and seeing the ocean at the end. Would be nice to keep that aspect.
169. Respect the land, the sea and the community.
170. An event site would be important. The land we use now is privately owned and may not always be available. I think this would be an awesome place for a renaissance festival. We have the circus' the fairs, Paul Bunyon events Abalone festival etc. All of them tend to take visitors out of the downtown area.
171. Do not let Fort Bragg become another Mendocino or wine country. It has its own unique personality and deserves to maintain it. Please allow it to remain hey small town as economically viable through businesses that do not attract on unsustainable tourism. It dilutes and damages the intimacy of our community. Having said that, there are numerous ways to attract businesses that do not involve tourism and do not damage our environment.
172. 50% of park/open space with the other 50 development of jobs and housing
173. No housing
174. I believe our community should encourage local businesses as much as possible to keep the money In our city. We shouldn't allow chains or big corporations on the mill site. Also increasing the knowledge of sustainability in regards to living, working, buying would benefit our community as our climate changes.
175. Developing a University of California research center would satisfy many of the current usage plans goals. The potential for hundreds of new jobs for local residents, extensive use of open space in a University campus setting, annual grants and research funding in the hundreds of millions of dolllars and the introduction of millions of dollars into the service industries from new researchers living in campus housing. This last point would provide a zero net gain in housing requirements and keep local housing prices from rising as a result of a rise in demand. Finally, because it would be a wave and tidal research center no windmills would be installed, preserving our coastline and environment.
176. I would just suggest if it's during the process the city of voids the either-or approach. I would suggest that they take the all the above approach. A hybrid approach that involves many of the suggestions in this survey. I understand if you can't make everybody happy and I understand that there are budgetary constraints and time constraints. I believe that responsible entrepreneurs and developers can develop this project in a very kind ecological approach without giving up for economic gaines.
177. Reopen airstrip
178. A dog park would be a nice addition
179. Don't become big city. Preserve what you have.
180. Please keep it progressive and innovative, this is a grand opportunity!
181. This has been a long time coming. Time to get moving and do it
182. Housing can be built inland. Use the mill site for parks, community spaces and jobs development
183. Don't reinvent the wheel. Cannabis is a current FB industry than needs support to grow. With funding and support it can come out of the shadows and pay the taxes to support the ececonomic advancement of the county. Canna-can and should help you!
184. This city has plenty of small hotels and inns. It also has a few auto parts a s grocery stores. The 3 biggest problems for this city are 1 - housing or lack there of. 2- jobs that pay more and or are more than a stepping stone I.e. Fast food or gas stations. And 3- a new hospital. The hospital is now the largest provider for jobs that actually pay a wage to live off of and the hospital also provides a major need for people in the immediate area of fort Bragg Cleone inglenook Mendocino Caspar and further south regions as well as further north. A bit of land at the mill site designated for the hospital to build a new facility would greatly help this area and would still leave plenty of room for tourist/housing and shops. Ample room to divide the property up and of coarse keep some land protected and preserved too.
185. Na
186. Apartments near existing downtown, not private mansions. One idea I like is a residential facility that mixes low-income families with senior residents. Lovely things happen Lots of open space and parks to get local people outdoors and please our visitors.
187. Nice survey
188. I'm excited to see this project get started! Fort Bragg needs this!
189. Open space for us to enjoy our coast
190. Look at Asilomar. It is always being used. It is an asset. I would like to see a conference grounds, not a fairgrounds. I would prefer small unit "community housing" rather than single family, apartments, or condos. This is an opportunity to make Fort Bragg a cultural mecca. Our future generations should thank us, not curse us. We must choose wisely.
191. Culture, education and housing- a Cal University open research facility: water sustainability, earthquake or oceanography perhaps.
192. Leave it alone, there's many jobs out there now & losers can't find a job because there not looking, they don't want to really work.
193. Business doesn't belong there. The days of placing profit above peoples' wellbeing are over. Wake up and house people BEFORE YOU DO ANYTHING ELSE.
194. Like all decisions involving growth and development there are a multitude of options. If the city approves low income housing mixed with more business properties and industrial opportunities it is my belief that the city of Fort Bragg will prosper. Regardless of the chosen route of development the growth would mean a significant boon for the construction industry. New jobs lowered housing prices and more tourism would a given. Open spaces are abundant in our area. The coastal commission along with many other entities ensure that our section of the Mendocino Coast will remain a beautiful tourism destination. Use what is there to make life better for the people that already live and work here and for the people that will come along after.
195. N/A

196. The Noyo Center should be a centerpiece. The Mill Site has been industrial for decades, some of that should remain, but only on eastern parts. The open space doesn't need to include playing fields, rather it should focus on park land and walking paths - keep the overall theme to be about nature - even in any proposed business district. The beauty of the mill site is what will sell and drive any of the uses suggested - keep the beauty and avoid the cookie cutter approach.
197. High tech business will not relocate to Fort Bragg. Focus on the tourist industry. Affordable housing will not stimulate the economy. Build another Mendocino. It's what draws people and money to the region.
198. I believe the master plan for the Noyo Center as a marine science center and aquarium should be part of the plan. Our community would benefit greatly from a state of the art destination aquarium like Monterey Bay has
199. Get busy!
200. Batting cages, moto cross atv track(keep our youth interested)
201. none
202. It is so wonderful yo have the view that was always hidden for so many years! Our Ocean is magnificent--Please do not block the vistas again!
203. Time is of the essence for those of us in the older generation, too much time has been wasted so far on this project
204. http://www.sanluisobispo.com/news/local/article39489153.html#fb Im not saying to have a ferris wheel, but there are some very doable ideas in this article.
205. I would not mind development of businesses and homes; within reason of course, as long as most of the site stays open and green. It is a very beautiful coast line and I would hate to see it ruined with a lot of big industries, resorts, hotels, and casinos. Especially no casinos, I don't believe they would be good for our community as a whole.
206. I worry the new development will just put main st. Out of buisness
207. I feel this city needs better/affordable housing- not necessarly low income homes or apartments. We need to bring more jobs and entertainment to our city to keep our younger generations out of trouble and bring more than seasonal tourism.
208. Jobs
209. I think the Mill Site holds great potential for the development of Fort Bragg as robust, sustainable town--not just a tourist destination. By developing a mix of housing, job locations, and open spaces, I think we have the chance to make Fort Bragg an attractive, livable town not only for current residents, but also for new and returning young adults, who bring their families, talents, and passion to our community.
210. With any housing developed, have part of it be for low income, disabled and seniors. Have them have low income housing as well as housing that takes the Housing Choice Vouchers. With any jobs developed, have them have plenty of jobs available for disabled persons or seniors who want to work, too.
211. The needs of the residents of fort Bragg should be placed before tourism and bringing people in. There is ample opportunity for a self sustaining economy without the need for more hotels that will stay empty half of the year and restaurants that have a hard time staying open as is. Social services and affordable housing should be priorities. Green space and sustainability should definitely be priorities. Fort Bragg wouldn't be what it is without that sweeping view of the coast, but it will not learn to sustain itself without the opportunity to heal the deep wounds left after the economic downturn. The community needs to support itself from the inside out.
212. The plan must balance the needs of wildlife & local residents. It will naturally draw tourists without a lot of new visitor-specific resources. The public & the wildlife should forever have access to the coastline -- I am glad to see that is on all the plans. I personally like plan 1 best but I do feel it's important to add to the livability of Fort Bragg, so more housing, some more business & still a good chunk of open space.
213. fort bragg needs to stop suckin up to tourists and protect its open space so it doesnt turn into another bs tourist trap like socal
214. While alternative 3 is the best in my opinion, it doesn't make sense to add 1700 jobs with only adding 340 new housing units. There is currently no rental housing available for new residents or for children of current residents that want to stay in Fort Bragg.
215. A University campus brings everything this community needs. Money, jobs, education, youth. There is plenty of land inland for housing. Our current water and sewerage systems can't keep up with the housing we have.
216. I have seen what has happened to the Bay Area with every square foot of land being covered with asphalt or cement and population density that is choking life as I knew it....open and protected space is an extremely important element for living here on the coast
217. My main thoughts as I went through this survey was how many empty commercial buildings there are already in FB. Development plans that include large commercial expansion into the mill site seem like they would just result in more empty buildings.
218. we don't need any more parks and it's not the best place for new housing.....lets bring in some jobs
219. Affordable housing is needed
220. This was a great survey. Really appreciate the transparency.
221. I think there should be a native american museum/demonstration village on the site by the harbor entrance. There was a plan for this in the past and I think it will add a visitor and educational draw.
222. Will be wonderful whatever happens to it.
223. Treat this area as the GEM it is and PROTECT it!
224. Open space for the public is important but some housing and jobs are good too. Expensive housing for the wealthy is absolutely not a priority here. This land should serve the public.
225. The Noyo Center for Marine Science model is the way to go here. We have the potential to be a world leader in marine science research. Let's accentuate that and forget all this nonsense about developing other facets of this property. A university-style campus with a multi-experimential marine research focus would provide jobs, entice interest, and bring people here to study what's one of the crown jews of marine ecology left in the world.
226. While I am strongly for proactive and creative sustainable economic development, it's incredibly important that development be sustainable and progressive; maximizing the natural resources we have rather than further degrading them.
227. what has already been done with the trails and benches and bathrooms, is really nice, thanks! Tons of people, local and visitors are loving the new space to enjoy the ocean and views!

228. While Fort Bragg has been historically an economically depressed area since the closure of the mill, it has the potential to be not only an economically sustainable small city, but a visitor destination for the major population centers in the region. The eventual use of the mill site will determine the future of the city. I hope that the decision making process is undertaken with a view to the type of community that people would like to live in and have their children grow up in.
229. Whatever happens, please make sure it's beautiful and allow access to the coast for all people, visitors and residents alike. Promote ecologically sustainable activity and jobs. A bike park would be ideal!
230. Open green space and access to nature is critical - but I believe good design and planning can unite residential and commercial use w nature and environmentally sustainable development.

231. I left home to see the world but home will always be Fort Bragg. Not having the option to come home because of the very high cost of living/housing and low number of employment options makes me sad. I understand that is not a good reason to change things but when people want to be in a community they tend to be more willing to help their neighbors and participate in community events.
232. This land should be protected open space
233. A large-scale aquarium (like Monterrey) would be amazing.
234. Housing should restrict vacation rentals; be subsidized for local workers, poor elderly, assisted living, NOT second homes, or high market investors.
235. This is an opportunity to create a stunning addition to Fort Bragg. Please don't put cheesy franchises and outlets there. Please do consider a university, or educational facility, convention center, golf course, inviting recreation area. The beauty of the coast will attract visitors, but seeing the same stuff they have at home will turn them off. Please take the time to keep it breathtaking.
236. As someone who works for an international conservation group, I can tell you that once a space is taken it's nearly impossible to reverse (case in point: look at how hard it is to reclaim the mill site). Infrastructure in general should be MINIMAL, with spaces designed for recreational use or tourism and education (like the new science center).
237. none
238. Again...Aquaruim
239. Create a bike park
240. Open space should be a priority so that Fort Bragg does not become an overpopulated commercial community with too many new buildings. Do we want to look like a concrete jungle.
241. I think the site is a perfect opportunity to build a championship level links golf course which would draw top level Nike tour event(s) with a later look to hosting PGA and international events and high-end vacationers. That site, right next to the sea but unfettered by other buildings is perfect for this kind of development and would bring jobs to the area. Currently, there is not an 18 hole course on the coast.
242. Fort Bragg is a remote town surrounded by natural beauty. This land is an opportunity to provide non-tourism related employment and ease the housing difficulties experienced by low wage workers and families.

243. Marie Jones is awesome
244. Large or high-end coastside homes that would potentially be converted to vacation rentals should be prohibited. This does not serve the greater community and it's housing needs.
245. Hurry!
246. It's really hard to answer questions like #4, ranking priorities that are so interconnected. You can't prioritize housing over jobs or vise versa since you need jobs to afford a house and a house to work at your job. The important thing for a town is how all those elements exist in proportion to one another. It was pretty easy to rank sustainability first though. Developing without sustainability in mind would just be foolish. That should be a given.
247. Would love to see a museum space in the plan. I understand the city is not in a financial position to develop this itself, however, supporting it in the plan and seeking a partnership with entities that could support this and fundraise jointly, this would be of benefit to the community in education, jobs, tourism, etc.
248. Please don't put more housing like the Glass Beach development. It was cheap and aged poorly. We have an opportunity to create a real gem of a destination, living space, and work space. Please study the beautiful, walkable, inviting downtowns of other small cities and follow their lead--make the heart of Fort Bragg shine!
249. The Mill Site is one of our greatest assets and potential attractions for locals and visitors alike, to this beautiful area. I feel, we get one chance to do it right. Let's put the our heads together and make the most of this incredible piece of land!
250. This is amazing opportunity for the City to restore and protect our coastal headlands for future generations. You can build houses, businesses, and industrial sites in other locations that are not as precious and remarkable as this coastline!
251. no easy choices here, a combination of needs and wants will need to be hashed out
252. As much as possible left to parkland, to be 'developed' and improved over time. Both Central and GG parks are a beautiful respite from the cities that have exploded around them. When the hills explode with homes, we will be happy there were people who thought of creating a beautiful public space.
253. No comment
254. I saw a plan for extension of downtown that did not sucessfully maintain and enhance view corridors to the ocean from the existing town grid. The site should expand on the existing grid and use wide promenade type vehicle, pedestrian and bike friendly avenues East to West leading to th he Ocean. Maximize and widen East west view corridors and access. North south streets should become secondary in the new grid. Use some smaller east west roads as well but emphasize larger view corridors. A long Central Park from Hwy One to the Ocean makes sense. Allow equestrian and quasi-ag recreation and development. Include several large lots with small houses and big barns. Keep all building development off the bluffs by a large margin.
255. Everything looks well thought out. Great job.
256. The use of the town, in my opinion, is tourist driven, and we should have more jobs available, so it's not so driven on tourism to maintain our community

257. North Coast Brewing Co. is the city's largest tax payer. They also treat the environment with care. Please allow them to build a larger facility.
258. Maintain the landing strip for small carrier travel to area. Adventure playground near entrance to welcome family centered community minded visitors. Open space preserved to maintain majestic quality of coastline. Four-year accredited university to preserve longevity vitality of area is of utmost importance.
259. I have lived in Fort Bragg for over 20 years. I am a mother to two young children. My husband and I both work full time for the school district and are barely making enough money to get us through the month. I would love to see more families with young kids able to make a living in the area.
260. Huge opportunity to change the feel of Fort Bragg from a"business as usual model" or "this is my town because my family has been here longest" or "public school mentality" or "not in my backyard" to a relaxed, friendly, sophisticated (hospitable, inclusive, diverse, educated, generous) everyone wants to be there place. However, I have noticed Fort Bragg is a city where many people do not care about the appearance of their city carried to an extreme. No one is knocking on their door to maintain their property, but people should care enough about themselves and their neighbors to maintain the upkeep of their individual property to benefit themselves, as well as their neighbors.
261. Fort Bragg could become a world class destination for high end tourists.
262. The coast trail has been a big draw for tourists in Fort Bragg, and If development can be made to enhance that it should be done. Any development for housing or other used should be done so that it in no way detracts from the natural beauty of the headlands. Both for the local residents, and the visitors.
263. Who owns it , my guess is not the city. They have no money...
264. Quit stifling our community and the people who live, love and care about our community! Give us a practical, job filled, productive and thriving community in which to raise our families! I believe the current poverty, homelessness, crime, gang activity and level of drug use and dealing is a direct link to the closed minded counsel and development commissions actions. There is currently limited family rearing wages to keep our families here as well as affordable shopping options to keep our monies local!
265. I like the idea of using part of the mill site for a new 4-year college, part for housing and small business, and most of it for open space.
266. While I think that the Mill Sitemcould be beneficial to our town, maybe the focus should be on establishing a strong vibrant downtown first, then the harbor. The old Pt. Noyo restaurant would make an amazing marine life museum/center. What if we work with what we have, and then bring in the new to make all of our town a thriving success?
267. Protecting the environment while also making the town more livable and affordable is ideal.
268. Good restaurant, family owned stores, park for family to use year round....senior housing so they can use all the above facilities
269. Great opportunity to do something very unique. Don't do development as usual.
270. This town does could use maybe 1-2 new hotels/ motels, but it also needs a wider variety of stores (whether it be local or chain), and it most definitely needs affordable places to rent for individuals looking to live here but are not committed to buying land here.
271. i already did in the beginning questions
272. I would love to see businesses developed that both attract tourism and provide education, jobs and enjoyment to the local populace, such as an aquarium, a research institute, a marine sanctuary, and an open but sheltered site for events.
273. Make sure the poison is all gone!!!
274. I would love to see it possible for people to live, work and and be educated here...higher education (college) connections...destination with heart and purpose.
275. keep it local, no big box stores, no outside corporations, no polluting industry, please
276. .
277. I think open space is a priority, but downtown and visitor development should continue from our current downtown area. NO Casinos, NO resorts, and NO fairgrounds. A space for rentals for small concerts, small weddings, maybe, as a way to bring money into the city. No campgrounds, no RV parks.
278. I would love to have an inclusive playground that was accessible to people of differing abilities. Sports fields could be a great draw for visitors and our own children.
279. Desalination plant would provide jobs, and fresh water when we inevitably hit another drought we will be so happy to have water to use without having to resort to paper plates!
280. Jobs are so important for Fort Bragg and affordable housing to go with the jobs housing is needed to bring in mental health care workers and doctors etc but to get them here we need commercial businesses such as chain restaurants businesses for the youth to enjoy such as a bowling alley or large arcade or a theme park (ie santa cruz beach board walk) but mostly we need viable jobs that offer medical insurance and affordable housing the fair grounds would be great we could have our own races and a permanent place for the Paul Bunyan days events etc good luck making the plan think about the children growing up here as it is now THEY almost all have to leave town to have a future bring them home
281. An event center, boardwalk, park & recreation area with businesses, restaurants & attractions for visitors & to keep locals employed & active throughout the year!
282. Keep it green!
283. Should be used for education.
284. Its been a long time coming please move this along quickly.
285. Make sure the coast doesn't get lost in the growth. The coast is one main reason we go to Fort Bragg. Don't want the scenery to be destroyed by buildings and business.
286. Things that we should see on the mill site: a golf course, marine science center, a ton of open space. Bringing more jobs should be important and these things will bring more people to our community. We need to remember that with logging and fishing going out that tourists are the biggest source of income to our little town. We should limit low income housing as this is the most beautiful part of our town, low income housing would not beautify this area. It would be wonderful to be able to see the ocean as you drive on Main Street and hopefully extend downtown towards the ocean, which, once again, is the

most beautiful part of our town, and at the moment can not really be seen from Main Street or any downtown restaurants or businesses. We need to embrace the beauty. Think Monterey/Capitola areas.

287. require that the toxic soil be removed from the millpond area and its tributaries before allowing any redevelopment
288. I like the idea of leaving acreage for future planning. I hope much thought goes into what locals need that could also benefit visitors.
289. I personally would love to see a business such as Scandia in a portion of the rezoned mill. This will bring in "local tourism" from within Mendocino county. It would also produce jobs within the local community.
290. It seems to me that an expanded campus of Mendocino College would be a very good idea. Students bring money to an area, and colleges can sometimes become culture centers that enrich a community.
291. Fort bragg needs new jobs for the younger generation
292. Trees should be planted, pathways, more trails for walking/biking, grass, picnic tables
293. Careful planning in regards to housing and job sites, to address the possible repercussions for residents in the future, from unhealthy land/water due to toxicity on mill site.
294. The City needs to stop the "hand outs" and not incur any more housing that needs subsidizing. There are jobs available but people don't want to work when the "freebies" are so abundant. Building more stores is not the answer.
295. Jobs, housing, sustainability are highly important, but need to allow it to still attract tourists because they bring a lot of revenue. Also would be nice to have something fun for the locals to be able to do down there.
296. N/A
297. Jobs,houses average working people can afford, and jobs that pay enough to afford to live in FB , oh, and jobs.
298. Do something with the land. Don't let it just sit and be wasted space.
299. Thank you for taking the time to allow input.
300. I work with a low income population and I fully understand the need for affordable housing, however, I am not a proponent of putting in low income housing in this site; or any housing for that matter. It would make the place into a dump. There is so much potential for a beautiful open space that could be the site of soccer fields, or music festivals, or a weekly market. Having this wide open space for walking, biking, and a place for kids to play would be an excellent addition to this town. Housing is the last thing I would list I would want to see happen there. Extending the downtown area and adding in more shops and restaurants (even chains!) would be such a great use of the area.
301. Usage should reflect the character of the town of Fort Bragg and should not include generic chain stores. It should highlight the beauty of the coastline and be available to the public. Development shouldn't cater exclusively to the rich. It should lend some opportunity for tourism to grow and thrive, while still keeping the expansive, inviting nature of the town intact. Public art should play a role. Slow and intentional growth would behoove the Fort Bragg the most!
302. Fort Bragg needs a boost for the economy
303. Marine life, research and preservation should pervade amongst any commercial businesses, as well as industrial arts, vocational training opportunities and an open space feel.
304. I would love to see more homes and jobs in Fort Bragg, however it is a very unique area that must maintain a fair amount of green space. Some other than just walking paths though, perhaps a bmx track, or new disc golf course.
305. Be bold. FB feels like a dying town right now. Encourage development. Streamline permitting. Be responsible, but be bold. FB needs it.
306. Limit the intrusiveness of governemnt and allow market forces to determine development of the site
307. I am excited that the public is involved in planning.
308. Moderation
309. Keep fort Bragg full of trees.
310. i'm excited about the possibilities!
311. The privately owned portion of the Mill Site should have a single Planned Development (PD) overlay zone applied to it, preventing the owner from dividing it up into small lots and selling them for speculative purposes until the owner submits a plan for the entire property. The owner (not the City of Fort Bragg) should be required to develop a plan for the entire property (at their expense) before anything is approved or any zoning is applied, as required by the City's PD zoning ordinance. The plan should be supported by a professional and impartial Highest And Best Use Analysis (not a public opinion survey), demonstrating actual economic demand for the proposed uses (not just public opinion or what the City of Fort Bragg thinks should be there). Strip commercial development should be prohibited along the west side of Highway One to prevent a visual barrier between the town and the open space. California State Parks should be approached to see if they are interested in the property. There are many examples nationwide of former industrial sites (especially with ocean or river frontage) becoming state parks with privately-operated concessions such as a performing arts center/visitor center/museum. In my opinion, a State Park with a year-round performing arts center/visitor center/museum would be the highest and best use, create the most jobs, and meet a real public need. I do not see any evidence that residential, commercial and industrial uses would be appropriate for this site. In fact, the California Coastal Plan gives priority to visitor-serving uses on premium coastal properties like this. A public opinion survey is not the way to create a proper plan, nor is wishful thinking on the part of the City of Fort Bragg. Years ago the City of Ukiah created an industrial park, hoping that light industry would come. The site is now filled with big box stores, because there was never any demand for light industry.
312. optimum land for restaurant and hotel views
313. Fairgrounds and a college/research employer
314. When rezoning and excepting proposals for the new construction on the mill site please consider very carefully the look and feel of the architecture that will be built. We must hold on to the charm and Victorian period aesthetic of the current downtown. It would be a terrible shame to lose downtown Fort Bragg's visual identity to cheaply designed and constructed development.
315. Strongly support educational additions such as colleges, technical schools and vocational schools.
316. This town desperately needs housing and jobs. Opening the Mill Site to light industrial use, mixed-unit affordable housing, building the Noyo Center as an aquarium and research center, and giving us a small park to use as an outdoor gathering venue would make a huge positive impact on this town.

317. As a FBHS graduate from 2007, I find it almost impossible to find affordable housing, and a lot of my peers can't find decent jobs. I'd like to see every resource available to go into alleviating these issues.
318. Sustainable housing, historical character, high tech jobs, education with noyo center
319. I don't want there to be housing that isn't accessible to everyone. We could put a new assisted living facility on the mill site. This would provide housing and jobs. Also no hotels or inns out there. The city is going to do what it wants but I sincerely hope they take the communities input into consideration. Not just the rich!
320. There needs to be a plan to allow the Fort Bragg economy to increase along with ecosystems protections and the health of those living within. A University is one of the main ways to do this.
321. I am excited about how it has come so far and excited about the prospects for future housing and job opportunities here in Fort Bragg while also preserving the newly accessible coastline which is such a treasure for locals and tourists alike.
322. Should be a golf course.
323. Affordable housing for the blue collar population, please.
324. Since the Mendocino Headlands has become a preserve, it might even be wiser to consider shorter parks for multi-use farther away from the actual headlands by only extending the downtown streets a very short way into the mill site. Keep the headlands and waterways as open space for native animals and plants. Protecting doesn't require huge maintenance, as if you allow the native plants to take control, everything will fall into place naturally, over time. Keep it fenced off until plants are well established. Create trails, by all means, but keep in mind that certain rare plants may be damaged in the process. I am sure you have taken a lot of my personal concerns into consideration already. I know Fort Bragg needs to expand. But please, preserve the wild spaces for the wildlife.
325. I'd like to see tiny houses or housing/commercial space on the site.
326. Some type of college maybe a satellite of a Uc or state college would add culture, jobs, and make FB a destination. High tech companies with low environmental impact or any industry that is low impact. But keep Fort Bragg beautiful
327. Keep the open space as much as possible. Downtown is limited on store fronts that can stay open. How would new buildings keep these businesses open? New world we need new ways. Artificial intelligence is creeping in faster each day. Move forward in thinking to a better more sustainable city.
328. I always thought something like the Monterey bay aquarium would be a good fit. It would employ lots of people and have year round visitors
329. Build affordable housing now
330. Has any thought been given to the WWTP and the potential to convert it to produce Class A reclaim water? It's a very viable concept. The water could be utilized for landscaping and process water and minimize the overall impact of development on the current water concerns of the City/Region.
331. Parks and campgrounds
332. Again, I believe finding a way to bring in revenue, to balance the expense, would be great
333. Na
334. I would love to see a beautiful golf course, and more activities for kids. Sustainable is wonderful, parks are great! Not interested in more hotels, we have plenty.
335. No Jobs, No Taxes, No Town
336. Great job
337. N/A
338. What role does the limit of road access play in your planning processes..?
339. Something like a fairgrounds with a mix of more businesses or a marine life educational facility.
340. In my opinion, the old mill site should be used for open space, housing, small business and recreation, leaving industry, franchise and chain business out.
341. Be smart, do a combination of elements. Don't cave in to only those at meetings. We are a tourist community and be sure to included activities and lodging for tourist.
342. Please develop a 100-year plan.
343. A sports complex with softball and soccer fields would generate income for city and bring more families to the coast. Facilities like this are constantly booked and used in the inland areas. Fort Bragg would be a great option for large organizations to hold tournaments, clinics, etc on the coast where the weather is much cooler..
344. make it sustainable
345. The three "alternative plans" are fine but of little realistic value. The first need is for jobs- without work there will be no people to live in the housing, eat at the restaurants, or shop in the businesses. Tourism is the fall-back option: Ft. Bragg already has a tourism orientation so adding some tourist attractions is easy. Harder is providing a large number of decent paying jobs. Obvious choices include a college campus and a marine center. The embryonic Noyo Center is a good start. The problem, of course, is to get a college, university, marine lab, whatever, to set up shop here. Very difficult, but, if successful, all other problems are solved: there will be a demand for housing, shops, food, etc. Next best employment option involves various light industrial, technology businesses. Problem is Ft. Bragg is not on or near a major highway, rail line, or airport. This can't be fixed. But many modern businesses don't absolutely need this transportation option if they have access to high speed internet. This is also needed for any educational/research center and is very valuable to existing businesses as well. The city would be well served to make this a top priority for development of the mill site. Lastly: please don't encourage pot-related businesses. This will discourage tourists, limit more useful business developments and all but doom a college or research lab.
346. Refocus resources and energies to fixing up the area and fight crime, limit new housing and businesses to local support not tourist trap shops.
347. The mill sight should be developed in a way to make it a tourist destination. Art, music, crafts. I would like to see a music, dance venue for concerts, plays, etc. attracting more tourists to our area.
348. We need more jobs and houses
349. We need to build more business, more options for the growing family. Too many small business in town that are way too expensive for young families to shop at. I hope to see this as a sort of board walk place where one can walk down and visit multiple shops along with beautiful views.

350. MARINE SCIENCES COLLEGE
351. Find a way of expediting the discussions, approvals, the plan, the permitting, and construction. In addition, further emphasis should be made to expand the Noyo Center for Marine Science which could be a tremendous tourist and scientific professional draw, and attract researchers internationally. Think Wood's Hole. There is a huge gap for research opportunities between the Bay Area and Eureka, and that gap is the Mendocino Coast.
352. Keep it green and sustainable
353. Keep this open to the public to read what future development will happen within the next few years after it's been voted on. We already have few empty buildings and alot of jobs postings and alot of housings for rent....We don't have enough people that are commitment to living on the coast. We need a landmark/park/etc. enough for tourists to come back every year, year around. SOmehow we need to stay busy during the winter season! We are dead quiet during the winter (part of small town) but theres tourists that still wants to come and can't find a place that are open past 6pm The Cafe at the Mill Site "The Mill Cafe" should be open until 8pm ;) during Winter and until 10pm during Summer. You don't need a full menu... be creatifve with what foods/drinks sells the most there!
354. LEAVE OPEN
355. Daylight riparian corridors with native vegetation restoration and pedestrian/bicycle paths. All development must be contingent on adequate water supply.
356. Ball Fields and a Recreation District Skating Rink/Youth Center.
357. Leave as is!! Don't take away our ocean views. I love driving on Main Street and seeing the ocean!!
358. Bernie 2020
359. We could employ the entire Cannabis industry and be a leader in Medical research and providing highest quality cannabis for all.
360. Green building, solar/wind and water catchment on buildings, a fairgrounds, where events, racetrack, concerts etc can be held and help with costs of maintenance and would bring people in and locals could utilize as well year round. Return the wetlands, remove the berm. Thank you for making this possible.. lots of effort and hard work have gone into this process and it is rarely recognized. Thank you..
361. what is the model..eureka...willlets....santa rosa...more construction, more business, more people.....then what...is it so difficult to say no thanks.....imagine the towns meeting in 2050 , what to do with the billion dollar park on the old mill site.....good luck...xox douglas
362. Please include pedestrian areas without cars.
363. Create jobs and a reason for young families to want to come to the Mendocino coast and stay.
364. Thank you for your work and energy in sorting this out. I am obviously promoting beauty, which feeds the soul. I suggest holding a vision of beauty, sustainability, providing housing, work opportunity and businesses and schools that mindfully provide products and education to support our communities ability to navigate this challenging, changing place in our history. We could create a miraculous new example of living/working together in ways that we all benefit.
365. its not yours quit spending money on it
366. The 1st priority should be a sustainable acquariam, linked to environmental studies etc., that has a direct financial partnership with educational institutions. This alone will help to sustain all the other priorities for many years to come as it will provide a solid foundation.
367. I think an organic fast food restaurant/drive through would be a huge success anywhere in town. So many people I've talked to are tired of our only 2 options which are not healthy. How many times have we driven home from work and are too tired to go shopping? Mendo residents and tourists love organic.
368. Please don't let this new development kill our downtown. Please keep the headlands gorgeous and open, and please make sure new buildings look like they match with our small town. No big box stores. Please. So many of us millennials who feel like we've won the "cute town" lottery here will simply move away, and I like the friends I've met here.
369. none
370. Thank you for enabling as much public and long-range sustainable input as possible in this process, including requiring clean up by responsible parties and a clean legacy for the seventh generation.
371. Cleaning up the blight in the mill site property would be a great way to help revitalize Fort Bragg. This is a wonderful community but we need to have more places for those who serve our needs to live and raise their families. Currently the coat of living is to high for families to afford a decent place for them to live.
372. It's time for the City to quit fumbling the mill site from year to year and council to council - get something done for a change.
373. Create Marine Education/research/tourist destination on the model of Monterey Bay Aquarium.
374. I think this is long overdue, the land has been wasted before. Again, a fairground would be awesome.
375. PLEASE! Look at the particulars of this site and how much unique advantage it could bring FB and surrounding areas. DON'T use it for placing all the things that could easily be located on the East side of Hwy1...don't throw away it's huge comparative advantage on all the stuff that can go other places!
376. All of the possible devlopment suggested in this survey could be located on open space in the rest of the city, not on this site. There are plenty of open spaces, vacant lots, and empty buildings in the city limits. The best use of this property is to maintain it as open space, like Central Park, in NYC, or Golden Gate Park. In the future it will be a priceless asset.
377. Until anything comes about, the site should be opened for 4th of July.
378. Should remain as headlands similar to Mendocino
379. I am excited to see how this develops. I really believe we need more affordable housing in Fort Bragg and also wish to see business grow and expand to create more jobs like North Coast Brewery ect
380. Complete removal of toxins from OU-E. Removal of dam from Pond 8. Daylight Alder and Maple Creeks. No signs and fences warning of contamination.
381. Bioremediation and replanting native trees is my first priority
382. Affordable housing and jobs
383. Please be careful and make any development small scale buildings so as not to interfere with the overall "open" feel of the land.

384. Think long term and include climate change issues when deciding on development. We don't want to make the same mistakes that Houston did.
385. Concerned about current downtown getting gutted as business close or relocate to Mill site
386. It needs to be beautiful, in service if the community, & environmentally sound. We need businesses & jobs & housing but we don't need large, ugly monoliths that restrict the enjoyment & health of the coastline.
387. Extending Redwood Ave. into Mill Site seems logical.
388. Maybe a UC college with envirmental slant
389. Meditation area with garden
390. Limit dense housing that does not also include ample on-site open space (i.e., in addition to city parks).
391. The town and mill site grew as separate places. Look at the aerials! Now, when planning, focus has been only on how to use the 400+ acres of the mill site. Thus we include elements for housing, business, recreation etc as if we were planning a new town! Consider: after its all done, we will still have two places. The 'new town' and the old. This is a unique and very challenging problem...how to create Ft. Bragg the way it would have been if the WHOLE TOWN were being planned. Of course, this can't be done completely; but it can be a starting vantage point. Let us look at our housing element with zoning for multifamily use in mind; how about second units on properties? Let's zone in a way that gives an economic incentive to changing existing uses in a way consistent with a logical town plan. Then the mill site reuse can be integrated into that town.
392. ok
393. Over-regulation by planners in people's lives is a problem.
394. It is on a prime piece of coastal property. Doesn't need housing or medical facilitie; there are other properties in town for that. We need GOOD paying jobs with benefits like a green tech company.
395. I run on the new coastal trail, love it, and would like to see it extended along the entire length of the mill site.
396. Housing and jobs.
397. no
398. Please make use of this rare opportunity of our beautiful coastal land to shift to a more sustainable way of life and a model for other communities to follow for generations to come!
399. Think of what a treasure this Mill Site is for the community, don't commercialize and over develop it. We visit Fort Bragg for coastal access, shop and dine downtown. Do let greedy development hide what you were given with the Mill Site.
400. Please consider a large covered space for our year round Farmers Market- parking, electricity, restrooms,water. Farmers/vendors back in to the spaces. Central seating, performance area. Could be used for cook-off events, art shows, concerts etc on the weekends.
401. no high rise buildings blocking the view
402. Open public space must be the top priority with well planned development that includes retail, very low-key commercial areas and less than 100 houses. Water use is a very important factor in any development.
403. Bring in a college or satellite college with marine biology component
404. Thinking 20 years down the road is not sufficient enough, we need to think 50 minimum. Keeping development low enough (but sustainable) to allow for future generations to decide level of growth is key. Over development will ruin this beautiful open space.
405. some portion of the Mill Site could be used as a local Farmer's Market, Flea Market or other temporary event uses
406. EDUCATION, UNIVERSITY
407. Noyo Center for Marine Science should be a priority as it will be come a destination to attract tourists and an educational center for students and scientists.
408. The vista access created by the mill removal is unique; no other marine terrace with municipal services in place exists in the lower 48 states except here. Fort Bragg can cater to the glam-tourist (see Vail, CO) and be highly successful IF the mill site airport is expanded and developed. The rich think nothing of dropping 10K on a weekend foray, and, as Clyde Barrow famously said, "That's where the money is.". So, airport. Luxury hotels. No franchise business. Fiber optic redundancy. Craftsman incubator. High-tech startups would thrive here under these conditions. This survey is worrisome in it's lack of vision. It proposes three failed planning scenarios. At least someone thought to ask for input.
409. We need development in Fort Bragg for the town to survive. But we also must preserve the natural beauty of the town.
410. Please make an effort to clean up the toxins left from GP, do something about the waste water treatment plant & connect the Coastal trail from one end to the other. Do not allow high end, expensive housing out there for the rich as the citizens of Fort Bragg need affordable housing desperately.
411. Move the process along.
412. de sal plant. senior housing. oyster farm. affordable shopping so we don't have to go over the hill for shopping. sustainable housing & businesses.
413. I think the survey covered most or all of my concerns regarding the mill site.
414. It is important to create a mix of use, with one space, housing and jobs
415. I would like to see active progress on the Mill site.
416. Get it done
417. please take it slow and no zoning for expensive homes
418. It would be nice to have a new park for our children, a place with picnics tables and trees. And hopefully find some way to keep the homeless people out of it. I hardly ever feel safe at Wiggly Giggly with my kids because transients and other questionable people hang out at the gates and all around.
419. Best of luck. Can't wait to see the changes.
420. I think groups of tiny houses scattered here and there. The ocational small walk up juice bar or pizza shack along trails, camping hostels and bike camps, would encourage our green tourist ecomony . More boutique. Olledges teaching crafts, like boat building and tiny house building, would encourage a slow motion tourist trade, provide jobs
421. It it blatantly unfair for the citizens of Fort Bragg (most of us at poverty level) to pay for the cost of redevelopment of the mill site. Any costs of expanded water systems, sewer, roads, police, etc. must be born by the developer. I am tired of the citizens of Fort Bragg paying to make the rich richer.

422. Highlighting the creeks should be a priority
423. City has NEVER worked with businesses to help them. Locally owned businesses are what will make this town great in the future, not Applebys and Grocery Outlet. City staff has to work with local businesses and give them priority.
424. Good luck!
425. Who's land is it?
426. Its a beautiful location, it should not go to waste
427. I really really would love it if there was a small college campus or technical school on the site.
428. This is a unique opportunity to recover the land used as a mill. This choice will not be available again. Getting it right counts. The natural beauty of the land should guide decision-making and not be destroyed in the ultimate development.
429. Do not encourage growth. Revitalization committee to revitalize community. Leave the land for beautification
430. Whatever you decide to do with the space your focus should be on trying to attract/keep 20-40 year olds and to find creative and new ways of growing the economy.
431. I'd like to see the bike path completed
432. Make money for fort bragg
433. A mixed used environment surrounded by green space would be nice. Look at Santa Row in San Jose for mixed use environment.
434. Remediate it first with fungi & beneficial bacteria; encourage permaculture / biodynamic management style of the entire land and use it as a demonstration site for such practices that will serve as a draw for visitors as this niche becomes more necessary and popular.
435. Try to avoid making a town square like area in hopes to prevent from creatimg a place where teens can go to start trouble, similar to Otis Johnson Park
436. We could and should make the mill sure a center for art, health, and commerce. We could have it all.
437. We need more housing and more jobs period.
438. I think the Mill Site should be developed for the benefit of local residents, with an emphasis on open space and sustainability. I'd like to see the creeks daylighted as well.
439. art, music and education!
440. The use of this land will play a large role in the political future of the Mendocino Coast. I hope the planning committees prioritize the natural integrity of Mill Site land and prevent development that would turn this remarkable land into commercial "Anywhere, USA". What a plus the Headlands have been for Mendocino. Where in CA can you find beautiful open coastal space like that? Mendocino planned well. I hope FB will do the same.
441. Our business borders the old Mill property and we are actively interested in the future sustainability of it with downtown.
442. This site needs to be developed with long term goals to enrich and enhancing resilience of our community not to making profits.
443. don't block the ocean view
444. Hurry up...2003 until when?
445. We need middle class jobs that allow people to grow professionally, and encourage people to stay in the area. People want a future.More low wage seasonal jobs will not improve the economic viability of the city.
446. So far just having the coastal trail has been wonderful, can't wait for more!
447. The town is dying. Make changes that will save us all, not benefit the few.
448. A town square just out side of down town would be amazing. Somewhere town can gather
449. I think a marine science center/aquarium and/or event center or concert venue would best serve our community by providing jobs and promoting tourism.
450. It needs to support the working economy and the citizens that live here, not just what is best for the tourists.
451. Keep height of buildings low to preserve the view of the ocean for the whole town and area.
452. Desalination plant.
453. I think that the whole should remain open land. We should not allow any development.
454. Our current business struggle on the daily basis with the filth that our homeless population brings. We struggle with high costs and abundant rules and regulations. Making it challenging to even keep the doors open. These local businesses are want gives our town the money to operate. You can not continue trying to bleed the same turnip. Once the mills closed so did the entire economy. Our hospital struggles. Our schools are suffering. Those two areas should be one of the most important focus and how can we better support them? Not by building more houses- houses aren't going to create $. Opening new parks- we can't afford to maintain what we have. Mental health- there no $ for that, nor are there jobs for individuals that are not educated. We need to create blue collared jobs here in this town that will create incomes that families can thrive on.
455. Open space is needed at the site
456. I understand that we could use the space to build homes, and business's, but could easily be taken over by those business's and homes and not allowing the general public to come onto the lands. This space is new territory for all Fort Braggian's and I feel it shouldn't go to just a select person/person's.
457. We need jobs and housing, not more parks that we can't afford the upkeep on.
458. We need jobs and housing so many of us travel over the hill to shop, which takes away from local shopping, but it's because we don't habe enough good jobs that pay enough for us to afford to shop at home all the time. Amazon prime probably has more shoppers then harvest market, and that's because we can buy everything on amazon and get it in 2 days if we don't want to shop out of town. All while avoiding high prices locally.
459. I think it should be a classy well developed area with lots of parks, trails and even horse trails. Like I mentioned above, it would be nice to have a shooting range and clay range (shotguns) along with a nice golf course. I think I would like to see the importants placed on good projects as apposed to mass construction. I would like Ft. Bragg to be classy like Pebble Beach or Monterey. Hey, even an aquarium would be awesome.
460. I have only lived here, in County, not town for the last 15 yrs and. Can see the decline. I cant see the ability to be able to create the number of good paying jobs for young families. I see it as a retirement, tourist destination if done well. Probably lots of service jobs and business owners.

461. N/A
462. Please consider the golf course option. I do not golf but many do and I appreciate the beautifal open spaces it creates. As for water look at http://www.usga.org/course-care/water-conservation-on-golf-courses-fbe1f5ee.html Modern courses use tertiary treated wastewater (sewage plant right there). They can use brackish water or the developer can install a small desalination plant. The Everglades Club on the Barrier Island of Palm Beach, FL; the Jupiter Island Club in Hobe Sound, FL; the Sombrero Country Club in Marathon, FL; and the Mahogany Run Golf Course in St. Thomas, U.S. Virgin Islands, all have built RO plants in recent years and have established good-quality, dependable, and less costly supplies of irrigation water, while allowing others in their communities to use the limited supply of potable water.
463. My main concern is that the site gets built up with shops & other businesses when we have a hard time maintaining out current downtown businesses.
464. Great survey! Thanks.
465. Thank you for the effort you have put into this mill site reuse and rezoning process. The workshops, open houses and surveys entail a lot of work and planning, so I just want to acknowledge you and thank you for allowing the public to give their input regarding this important plan.
466. need jobs an Housing afordable
467. We want education in Marine Science, local education for our students, sustainable local jobs and agriculture, restoration of fisheries and especially Salmon, local food, prohibition of franchise businesses.
468. will say it again - Industry and jobs are needed.
469. the jobs/housing imbalances in all 3 #13 options would adversely affect affordability in the community.
470. great survey. Way to go.

Mill Site Reuse Survey

1. Welcome to the Mill Site Reuse Survey.

The Fort Bragg City Council invites you to express your preferences and vision for the reuse of the Georgia-Pacific Mill Site. Georgia-Pacific currently owns 325 acres of the Mill Site, but until the property is rezoned, the only use permitted is a lumber mill. The City Council is seeking to rezone the site to meet community priorities. Once rezoning is complete, each proposed project will be reviewed by the Planning Commission.

This survey is just one of many ways that the City Council is getting input about the Mill Site. The City also held workshops in Septemberl. City Council will discuss and refine the rezoning for the reuse of the Mill Site at City Hall meetings throughout the fall. The City anticipates completing the rezoning process by December 2018, with reuse of the Mill Site starting soon thereafter.

1.

Before you start the survey, this video provides a visual overview of the site. You don't have to watch the whole video. Feel free to fast forward to various sections, using the scroll bar.

You can also learn more about the Mill Site by reading the Mill Site Reuse Workbook (9 pages) for a quick overview of Mill Site reuse facts.

Did you watch the video or look at the workbook?

2. Please describe your involvement in the Mill Site Reuse planning process.

- [ ] I have attended a workshop or City Council meeting about the Mill Site
- [ ] I have read stories and articles about the Mill Site and/or done on-line research.
- [ ] This is my first involvement in the Mill Site planning process
- [ ] Other (please specify)

3. Please select up to two statements from the list below that best represent your vision for Fort Bragg over the next 20 years.

"Over the next 20 years, the Mill Site should be reused to make Fort Bragg more of:

- [ ] A working town with a diversified economy and good jobs
- [ ] A small town with small town character
- [ ] An economic and cultural center for the Mendocino Coast
- [ ] A tourist destination that serves visitors
- [ ] A sustainable community with more open space and parks
- [ ] Write your own vision statement

4. Please prioritize the following statements about the reuse of the Mill Site. (1 is top priority and 4 is the bottom priority)

- It is more important to get well designed and sustainable projects on the site
- It is more important to add new businesses and jobs to our community
- It is more important to build more housing for our community
- It is more important to limit development and maximize open space

5. The Mill Site reuse plan will allow a mix of residential, commercial, industrial and parks and open space, which will influence the final reuse of the Mill Site and the future of our community. Please indicate roughly how much of the Mill Site (percentage) should be dedicated to each of the following:

Housing

0 Housing 100

6. Jobs

0 Jobs 100

7. Open Space

0 Open Space 100

8. How concerned are you about the high cost of housing and high rents in Fort Bragg?

Not at all concerned Somewhat concerned Very concerned

9. A portion of the Mill Site could be rezoned for housing. Please select the types of housing that should be considered for Mill Site reuse. (select as many as you like)

- [ ] Downtown housing - mixed-use
- [ ] Senior housing
- [ ] Affordable housing
- [ ] Small houses
- [ ] Large Houses
- [ ] Condominiums & Apartments
- [ ] Courtyard Housing

Other (please specify)

10. **Jobs**

How concerned are you about the jobs situation and economy of Fort Bragg?

Not concerned **Moderately concerned** **Very concerned**

11. **Specific use types:** Rezoning will allow for some development. However, for a specific project to actually happen, a business owner must obtain permit approvals from the City and construct it. The City's zoning ordinance can make it more or less difficult for a specific project to happen. Which of the following specific types of businesses and ventures would you like the zoning ordinance to allow, allow in some circumstances with regulations, or prohibit?

	Allow	Allow in limited circumstances with regulations	Prohibit
Resort, conference center	○	○	○
Visitor Serving - Hotels, Bed & Breakfast, Inns	○	○	○
Casino	○	○	○
Golf course	○	○	○
Fair grounds, event area	○	○	○
Franchise businesses & chain stores	○	○	○
Commercial/Retail - restaurants, grocery, sports store, auto-parts, furniture, etc.	○	○	○
Extension of downtown onto the Mill Site	○	○	○
High tech, research & development	○	○	○
Light Industrial - food and beverage manufacturing, woodworking, arts, auto repair, construction contractor, etc.	○	○	○
Heavy Industrial - Lumber Mill, manufacturing, laboratory, etc.	○	○	○

	Allow	Allow in limited circumstances with regulations	Prohibit
Education - private school, vocational school, college, health & fitness etc.	◯	◯	◯
Health care - hospital, doctor's office, urgent care, assisted living, etc.	◯	◯	◯
Live-work	◯	◯	◯
Camping, recreational vehicle park	◯	◯	◯

12. **Open Space:** About 40% (156 acres) of the Mill Site will be permanently protected as open space, including: the 93 acre Noyo Headlands Park, the 37 acre Mill Pond Area, and the 26 acre Maple Street Riparian Area. Open Space provides many public benefits, but must be maintained with limited City funds. Select your number one open space/park priority from the list below:

- ◯ Maple and Alder Creek Park (15 to 20 acres) at a cost of $8 to $12 million
- ◯ Downtown Square on the Mill Site (3 acres) at a cost of $500,000
- ◯ Neighborhood Recreation Park with Playing Fields (4 acres) at a cost of $1 to $2 million
- ◯ Public Event Site and/or Fair Grounds (10 acres) at a cost of $4 million
- ◯ Other (please specify)

13. Please review the draft Mill Site Reuse Plans illustrated below. Please select the plan that best represents your goals and hopes for the reuse of the Mill Site:

- ◯ Alternative 1 - This plan would allow the least amount of development and leave 125 acres for a future planning effort. The Plan would allow up to 210 new residential units, result in a maximum of 1,100 new jobs at build out and provide for up to 240,000 square feet industrial, office, high-tech hotels and commercial businesses. To see the plan, click the link: Alternative 1
- ◯ Alternative 2 - This plan would allow a moderate amount of development and leave 90 acres of the site for a future planning effort. The Plan would allow up to 270 new residential units, result in a maximum of 1,400 new jobs at build out and provide for up to 280,000 square feet industrial, office, high-tech hotels and commercial businesses. To see the plan, click the link: Alternative 2
- ◯ Alternative 3 - This plan would allow the most development, but would still leave 70 acres of the site for a future planning effort. The Plan would allow up to 340 new residential units, result in a maximum of 1,700 new jobs at build out and provide for up to 350,000 square feet industrial, office, high-tech hotels and commercial businesses. To see the plan, click the link: Alternative 3

14. Please check one or two of the statements below that most closely represent your sentiments regarding the reuse of the Mill Site:

- [ ] The entire Mill Site should be kept for open and green space
- [ ] A mix of housing, jobs, and open space should be equal priorities on the Mill Site
- [ ] Sustainability and green development should be the priority on the Mill Site
- [ ] Your statement
- [ ] New houses and new neighborhoods should be the priority on the Mill Site
- [ ] New jobs and new businesses should be the priority on the Mill Site
- [ ] The City should actively encourage redevelopment of the Mill Site

15. Please provide any additional input, comments and thoughts about the reuse of the Mill Site and/or the rezoning process.

16. Please describe yourself…. Check all that apply.

- [ ] I live in Fort Bragg
- [ ] I work in Fort Bragg
- [ ] I shop, eat and play in Fort Bragg
- [ ] I own a business in Fort Bragg
- [ ] I am a visitor to Fort Bragg
- [ ] Other (please specify)