



Best Development
Grocery Outlet EIR
Planning Commission
Meeting



City of Fort Bragg Town Hall
416 North Franklin Street
Fort Bragg, CA 95437

October 11, 2022



Purpose of Today's Meeting

California **E**nvironmental **Q**uality **A**ct

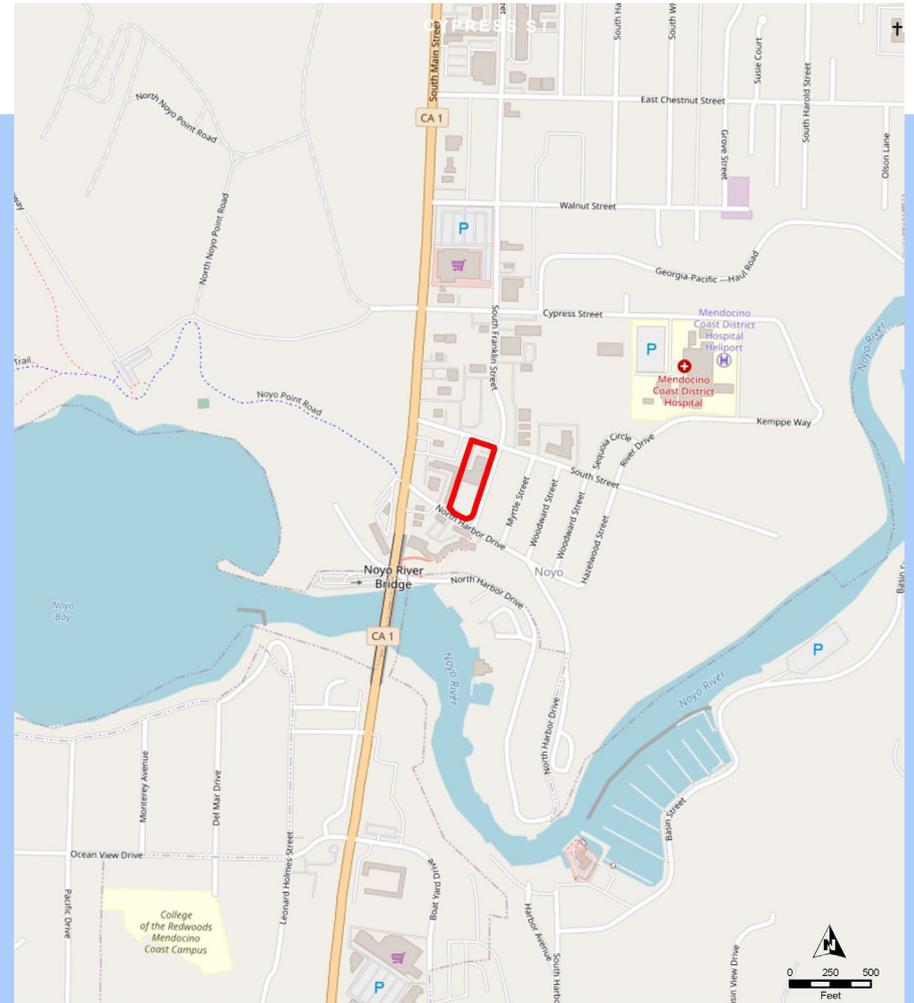
- To receive input from the public and interested agencies on the Draft EIR (September 2022).
- To enhance public participation as part of the project's review under the California Environmental Quality Act (CEQA).



Project Location

City of Fort Bragg

- 825, 845, and 851 S. Franklin Street
- 230 to 450 feet east of S. Main St/SR 1
- Coastal Zone (outside appeals area)



Project Site

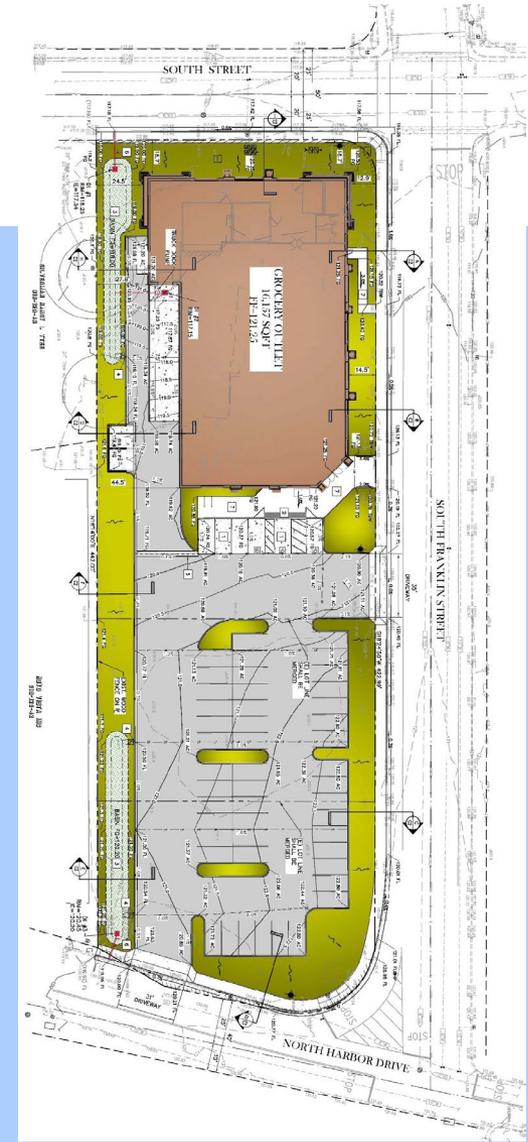
- Project site – 1.63 acres
- Existing “Old Social Services Building”
 - 16,436 sf building
 - 47 parking spaces
 - Landscaping (shrubs/trees)
 - Vacated since 2010
- Southern most lot is vacant
 - 1/3 baren soil
 - 2/3 vegetated grassland
- Elevation 117-122 feet msl
- Commercial uses to the north/south/west
- Residential buildings to the east



Project Approvals Requested

Entitlements Request:

- Certification of EIR;
- Adoption of a Mitigation Monitoring and Reporting Program;
- Approval of a Zoning Clearance (ZC);
- Approval of a Coastal Development Permit (CDP);
- Approval of Design Review;
- Approval of a Parcel Merger;
- Approval of a Sign Permit;
- Approval of an Encroachment Permit;
- Approval of a Grading Permit;
- Approval of a Building Permit.



Project Objectives

Quantifiable Objectives

- Replace the existing dilapidated 16,436 sf building with a modern 16,157 sf building on 1.63 acres.

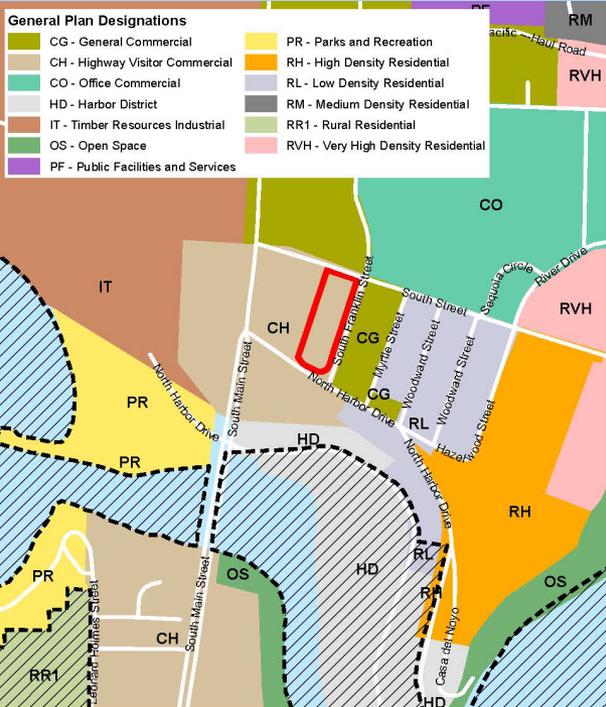
Project Objectives

- Develop a grocery store that provides its customers with comparatively affordable groceries at a convenient location for their shopping needs.
- Develop a grocery store that would generate additional revenues to the City in the form of increased sales and property tax revenues.
- Develop a grocery store that would create new jobs in the City.
- Develop an aesthetically attractive grocery store and landscaping on an infill site that already includes a dilapidated structure that has been vacant for a substantial period of time and for which there apparently is no economically viable use.
- Design a site plan that minimizes circulation conflicts between automobiles and pedestrians.

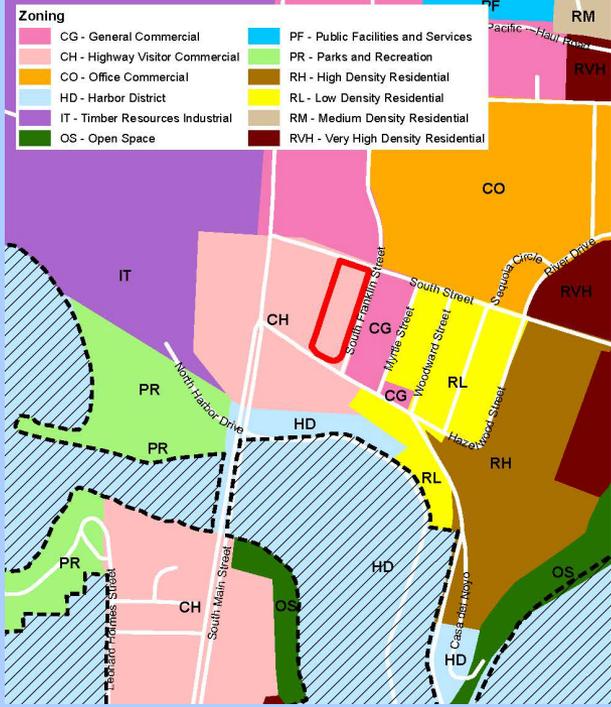


General Plan and Zoning

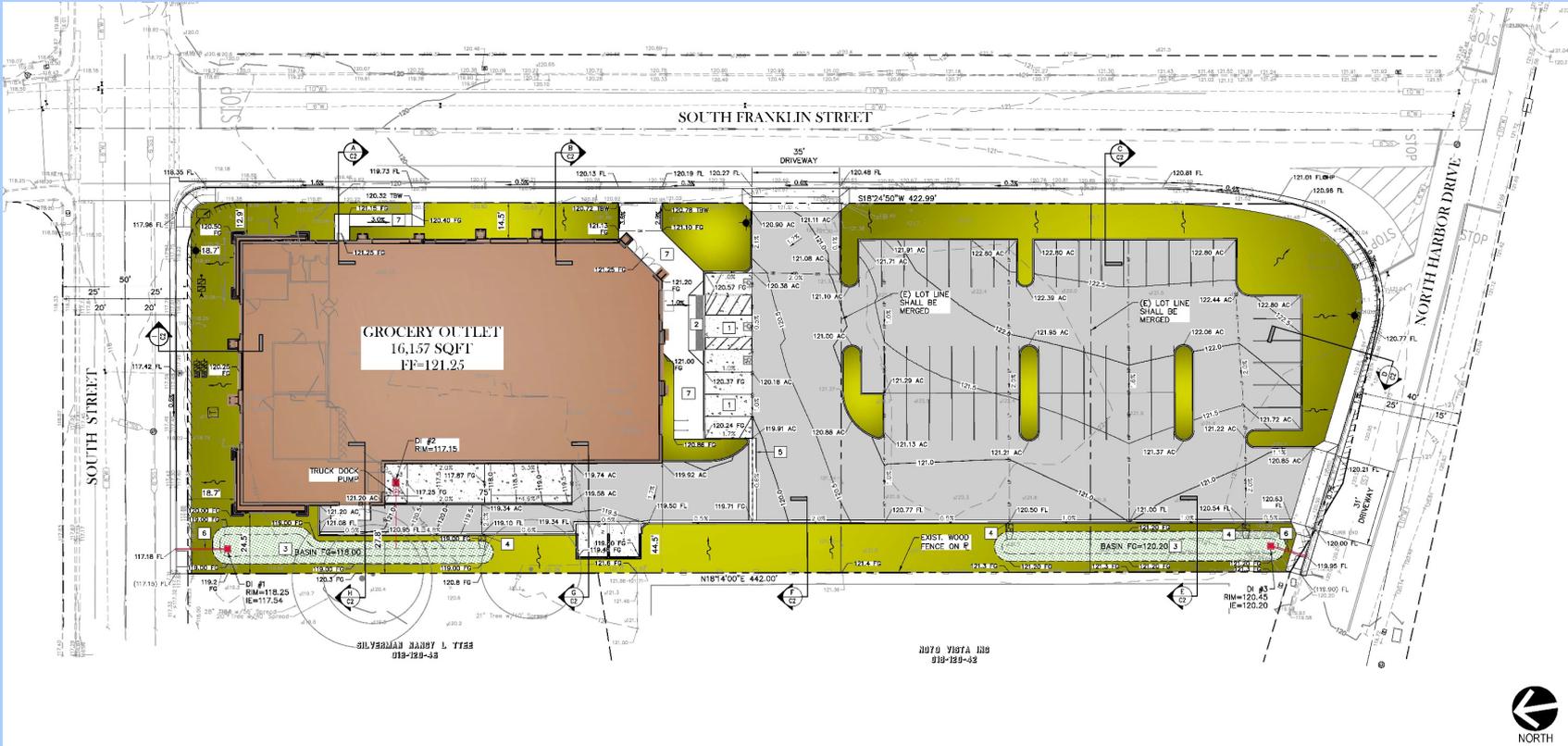
Existing Land Use CH – Highway Visitor Commercial



Existing Zoning CH – Highway Visitor Commercial



Site Plan



Building Elevations



Entrance
Perspective



Parking Lot
Perspective



South St Corner
Perspective



Visual Simulations

EXISTING



PROPOSED



Sources: Cliff M. Massey, AICP, Architect, July 15, 2022; MapInfo, July 20, 2022

**FORT BRAGG BEST DEVELOPMENT
GROCERY OUTLET PROJECT**

**Figure 3.1-1.
Visual Simulation View A**

CAMERA LOCATION



Field of View: 46 degrees (Zeiss 50f1.4 Planar lens)
View Origin and Direction shown above
Shadows: 2:15 PM 23 June 2022

De Novo Planning Group



Visual Simulations

EXISTING



PROPOSED



Source: Carl M. Maxey, AICP, Architect, July 15, 2022. Map date: July 23, 2022.

FORT BRAGG BEST DEVELOPMENT GROCERY OUTLET PROJECT

Figure 3.1-2.
Visual Simulation View B

CAMERA LOCATION



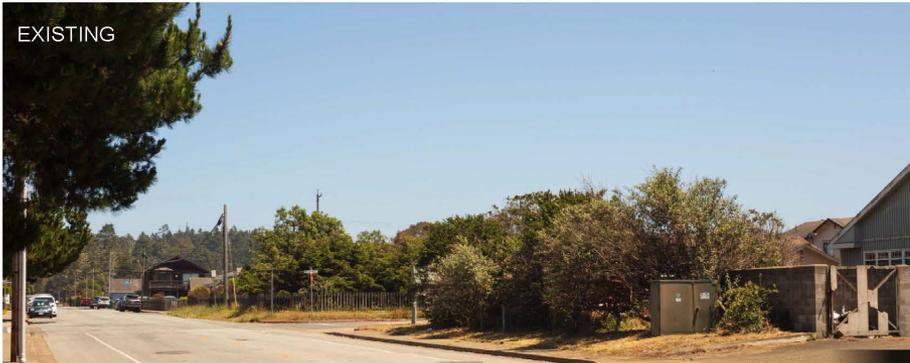
Field of View: 46 degrees (Zeiss 50f1.4 Planar lens)
View Origin and Direction shown above
Shadows: 2:00 PM 23 June 2022

De Novo Planning Group
A Land Use Planning, Design, and Environmental Firm



Visual Simulations

EXISTING



PROPOSED

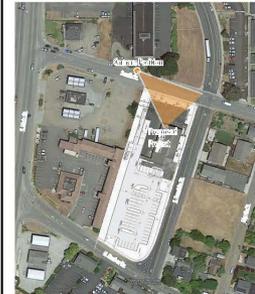


Sources: Carl M. Massey, AICP, Architect, July 15, 2022. Map data: July 22, 2022.

FORT BRAGG BEST DEVELOPMENT GROCERY OUTLET PROJECT

Figure 3.1-3.
Visual Simulation View C

CAMERA LOCATION



Field of View: 46 degrees (Zeiss 50/1.4 Planar lens)
View Origin and Direction shown above
Shadows: 2:30 PM 23 June 2022

De Novo Planning Group
A Land Use Planning, Design and Environmental Firm



Visual Simulations



Draft Environmental Impact Report (DEIR)

The following issues were analyzed and determined to have no change, or a less than significant impact in the Initial Study (see Appendix A of the DEIR):

- Agricultural Resources
- Cultural and Tribal Resources
- Geology/Soils
- Hazards/Hazardous Materials
- Hydrology/Water Quality
- Population and Housing
- Public Services/Recreation
- Wildfire

The following issues were analyzed in the DEIR:

- Aesthetics
- Air Quality
- Biological Resources
- Greenhouse Gas Emissions/Energy
- Land Use and Planning/Urban Decay
- Noise
- Transportation/Circulation
- Utilities and Service Systems

As discussed in the DEIR, no significant and unavoidable impacts would result from the Project.



Final Environmental Impact Report (FEIR)

- The FEIR will include all comments received on the DEIR, responses to these comments, minor corrections (if warranted), minor supplemental analysis/information (if warranted), and the MMRP.
- DEIR 45-day public review period – September 15 to October 31, 2022
- Comments can be submitted:
 - Today (orally or in writing)
 - By email to:
 - Heather Gurewitz, Associate Planner, hgurewitz@fortbragg.com
 - By mail to:
 - Attn: Heather Gurewitz, Associate Planner
City of Fort Bragg
416 N. Franklin Street
Fort Bragg, CA 95437



Next Steps

- **Final EIR - Written responses to comments, and any changes made to the Draft EIR.**
- **Certify the EIR**
- **Planning Commission Hearings**
- **City Council Hearings**



Key Information

The Draft EIR is available for review at the City of Fort Bragg. An electronic copy can be emailed to you if requested.

Comments can be sent to:

Heather Gurewitz, Associate Planner

hgurewitz@fortbragg.com

Or:

Attn: Heather Gurewitz, Associate Planner

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