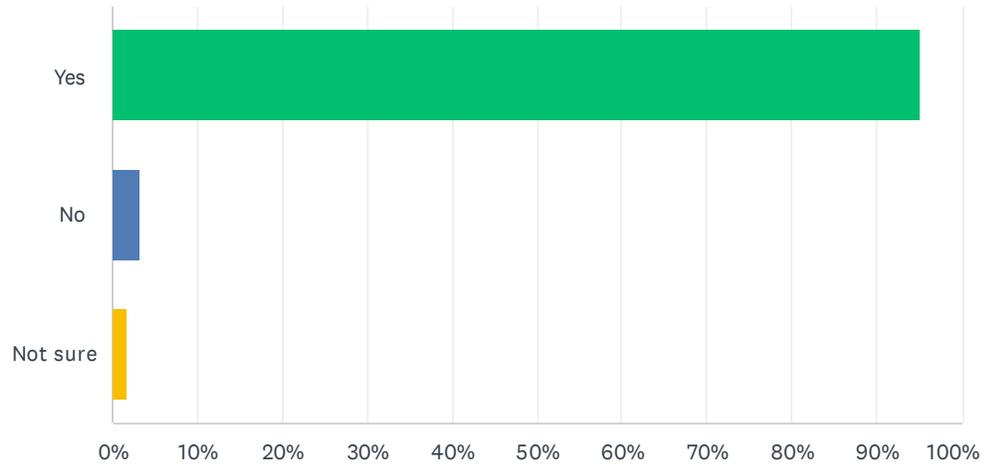


Q1 Section 1: Community Perception Do you believe vacant storefronts and commercial buildings are a concern in Fort Bragg?

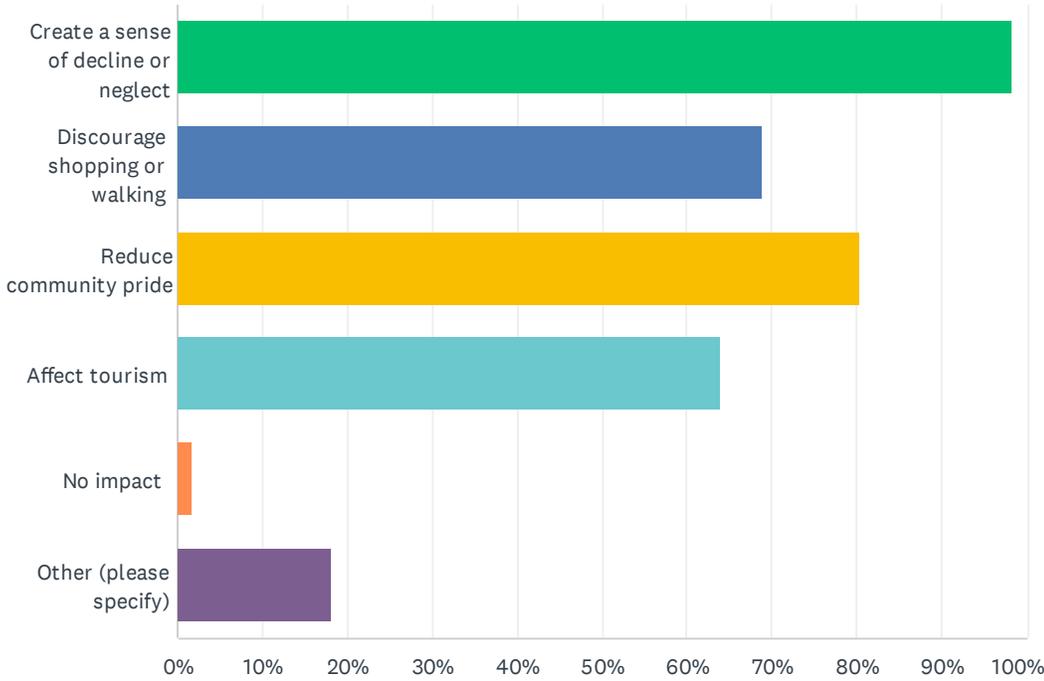
Answered: 61 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		95.08%	58
No		3.28%	2
Not sure		1.64%	1
TOTAL			61

Q2 How do vacant buildings impact your experience in Fort Bragg? (Select all that apply)

Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES
Create a sense of decline or neglect	98.36% 60
Discourage shopping or walking	68.85% 42
Reduce community pride	80.33% 49
Affect tourism	63.93% 39
No impact	1.64% 1
Other (please specify)	18.03% 11
Total Respondents: 61	

#	OTHER (PLEASE SPECIFY)	DATE
1	Invokes sadness	8/5/2025 9:30 AM
2	Depressing	7/27/2025 11:56 AM
3	Make people think downtown is failing	7/27/2025 10:45 AM
4	Fire/ health hazards	7/27/2025 8:52 AM
5	Homeless camping in door ways of vacant properties and these spaces collecting trash and debris	7/26/2025 8:11 AM
6	store fronts with tenants should have posted and consistent hours to draw commerce	7/25/2025 3:01 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

	downtown	
7	they show a decline in our community	7/25/2025 1:03 PM
8	Feels unsafe	7/25/2025 11:42 AM
9	Create worry regarding the future of locally owned business	7/25/2025 11:27 AM
10	Demoralizes biz owners in the area. They need to feel energized and excited because that's what customers pick up on and spread the word about	7/25/2025 7:57 AM
11	Gradually ruins buildings near by with untreated mold and rodents.	7/24/2025 4:29 PM

Q3 Are there specific buildings or areas you think need attention?

Answered: 43 Skipped: 18

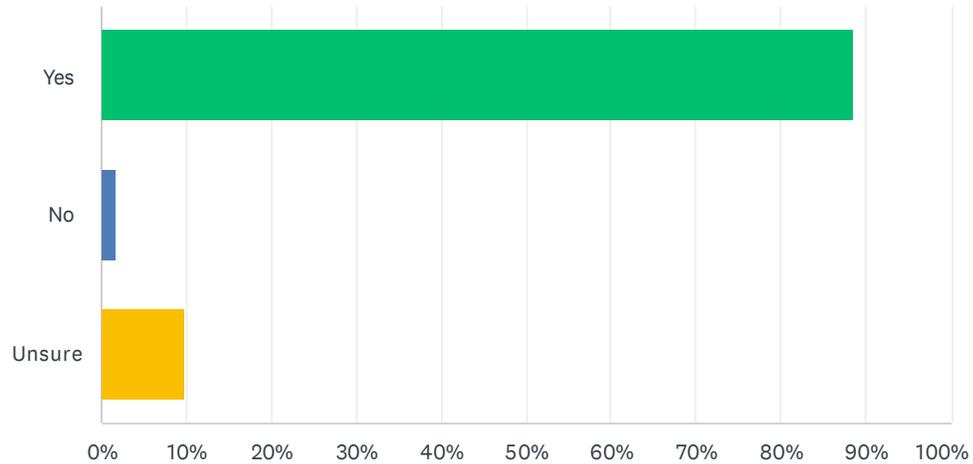
#	RESPONSES	DATE
1	Anything on Main Street.	8/13/2025 8:33 AM
2	Franklin street has several large vacant buildings.	8/11/2025 4:34 PM
3	Between Franklin, laurel and redwood	8/11/2025 4:26 PM
4	Poor Franklin Street is the highest concern	8/8/2025 5:39 PM
5	Rite aid	8/8/2025 4:42 PM
6	Rite aid, old Bank of America	8/8/2025 3:36 PM
7	Franklin/redwood/laurel core district	8/6/2025 12:48 PM
8	Franklin between Laurel and Redwood	8/5/2025 9:30 AM
9	All empty buildings in 300 block of Franklin Street, particularly the first one by the empty lot, what an eyesore!	8/4/2025 11:25 AM
10	All of Franklin street	8/3/2025 12:05 PM
11	See: most of Franklin St. There are also several "retail" spaces that while occupied don't keep regular and/or reliable hours, and/or don't honor the hours of operation they have posted. Public perception is these are occupied by hobbyists/hoarders who have no real intention of operating a business that serves the public.	7/28/2025 4:32 PM
12	Central Business District, especially Franklin St	7/28/2025 1:15 PM
13	300 block of N. Franklin St., U.S. Post Office south west side landscaping.	7/27/2025 2:35 PM
14	The block of franklin near art explorers and racines	7/27/2025 11:56 AM
15	Franklin St empty buildings in disrepair and also three businesses that do not open their doors to the public laurel and franklin	7/27/2025 10:45 AM
16	Long term vacancies on the east side of the 500 block of Franklin. (12+ years now- and the integrity of the building is suspect) Tip Top!	7/27/2025 8:52 AM
17	Franklin Street and now the corner of Laurel and Franklin Street	7/26/2025 8:21 PM
18	Franklin Street between Redwood and Laurel. This should be the eastern boundary of our main shopping square but it's beginning to look semi-ghost town with a half-dozen or more vacant or barely used storefronts. A couple of these have been empty for YEARS. It's ridiculous. These landlords have to make a better effort for the good of the community, and at this point a vacancy tax, etc. must be on the table.	7/26/2025 12:09 PM
19	Franklin St	7/26/2025 8:11 AM
20	Franklin Street/ Redwood Avenue	7/25/2025 5:48 PM
21	Downtown business district	7/25/2025 5:15 PM
22	All of the vacant buildings.	7/25/2025 4:15 PM
23	300 BLOCK OF fRANKLIN ESPECIALLY	7/25/2025 3:54 PM
24	store fronts should be clean and visually attractive.	7/25/2025 3:01 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

25	Blue building on the SE corner of Oak & Franklin. Vacant gas station on Main south of Piaci. Rite Aid. Liquor store on the corner of Main and Oak. AmeriGas on Main. Angelina's.	7/25/2025 1:39 PM
26	You all know which buildings are a problem. Other cities financially penalize such businesses for vacancy and allowing unsafe conditions. We have two homeless persons that have set up their acquired wagons of possessions and sit in lawn chairs as if the empty business entrances and sidewalk is their living room.	7/25/2025 1:03 PM
27	Franklin St. The old Tip Top and the Matt Huber building.	7/25/2025 12:22 PM
28	The storefronts next to Bernillo's, the old Advocate newspaper building, Franklin St, empty spot in the strip mall next to La Mexicana Market is very visible, the old Poos Group building (at least remove that ugly over-painted sign), and abandoned "Grey Whale Inn". Also, if you have any influence outside downtown grid, as you approach town from the south it looks so bad, lots of ugly buildings unkempt and trashed. For example Shoreline properties is an eyesore. And between the harbor and downtown many very ugly parking lots and unkempt buildings. Not attractive for tourism or giving the sense of wanting to walk around at all.	7/25/2025 11:42 AM
29	The old Rite Aid building will be a major player in the towns future. The old Fiddlers Green lot has great community-building potential. Good to see some positive movement in the old BofA building. The old 76 station could do a lot to better incorporate/expand the downtown business district. The blocked-off parking area on E Redwood Ave. The burned building lot on N Main that used to be Gordons Auto.	7/25/2025 11:27 AM
30	The Huber building on Franklin. It has been vacant for years!	7/25/2025 8:05 AM
31	All Downtown, rite aide bldg too!	7/25/2025 7:57 AM
32	I believe 336 north franklin, tip top, etc.....	7/25/2025 7:54 AM
33	Franklin	7/25/2025 6:44 AM
34	East side of 300 block on Franklin	7/25/2025 6:19 AM
35	We have almost 20 commercial properties that are not used for that purpose in our downtown. For decades, this has had a huge impact on not only how the community sees itself, but how visitors see our community.	7/25/2025 12:45 AM
36	The Huber building on Franklin needs a lot of love, the yellow building on Laurel by the alley that has the bronze work that is never open, also would like to see the Fort Bragg Bakery open.	7/24/2025 11:21 PM
37	Franklin Street at Oak and in between Laurel and Redwood.	7/24/2025 6:38 PM
38	Look along Franklin Street...	7/24/2025 4:31 PM
39	Corner of oak and Franklin. Any vacant buildings in between laurel and redwood on Franklin and on Main Street, owners need to clean up the grounds and sidewalks.	7/24/2025 4:29 PM
40	Franklin Street, Rite Aid,	7/24/2025 4:25 PM
41	The old floor store and the old Mexican grocery store both between alder and oak st	7/24/2025 4:22 PM
42	All the vacant ones on Franklin St.	7/24/2025 4:21 PM
43	Franklin Street	7/24/2025 4:12 PM

Q4 Section 2: City Action & Policy Do you think the City should take a more active role in addressing vacant storefronts?

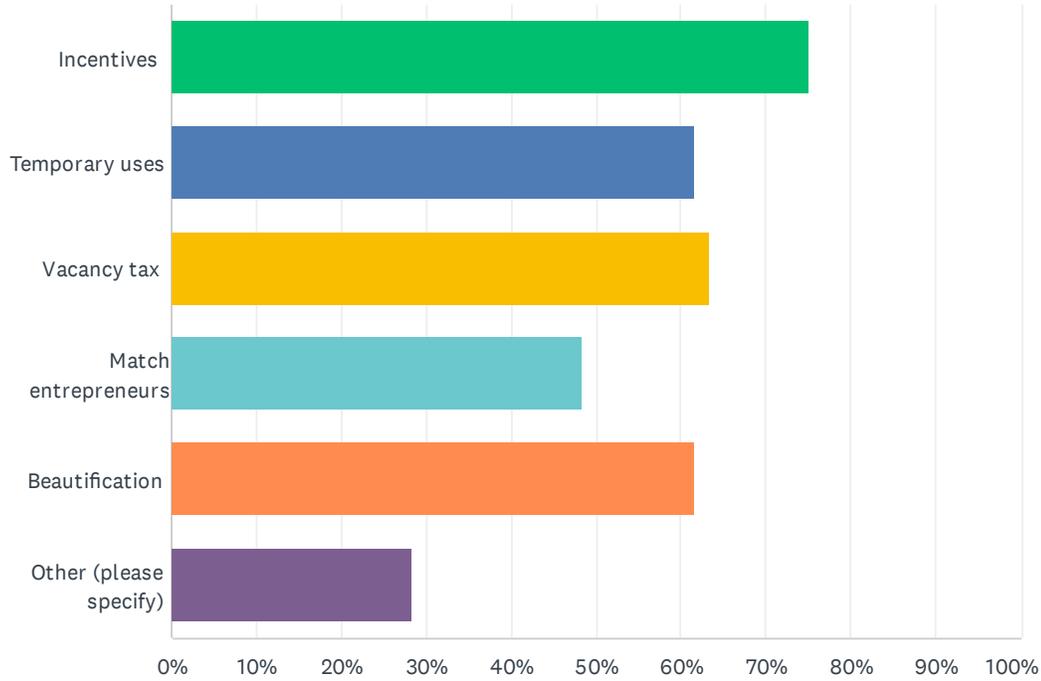
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	88.52%	54
No	1.64%	1
Unsure	9.84%	6
TOTAL		61

Q5 What types of actions would you support the City taking? (Select all that apply)

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Incentives	75.00%	45
Temporary uses	61.67%	37
Vacancy tax	63.33%	38
Match entrepreneurs	48.33%	29
Beautification	61.67%	37
Other (please specify)	28.33%	17
Total Respondents: 60		

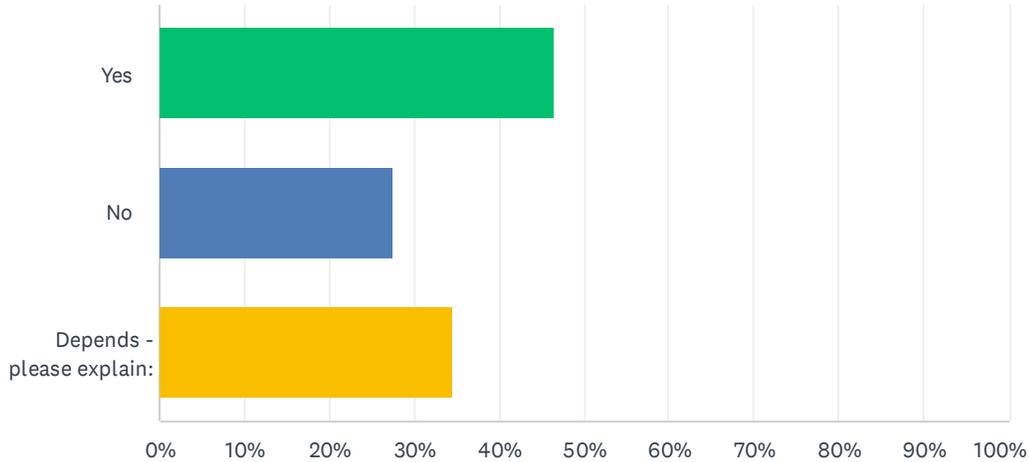
#	OTHER (PLEASE SPECIFY)	DATE
1	Storefront displays of art and education.	8/11/2025 4:26 PM
2	Some of our buildings downtown have large beautiful storefront windows, what if just the windows could be rented out to local artists to create a beautiful display of their art. There could be a QR code or contact sign In the window. Or even other businesses. How fun would it be to see a bicycle display.	8/11/2025 4:24 PM
3	Unsure	8/11/2025 4:16 PM
4	I have additional product that would make for great window displays. Good to bring temporary life to the storefront windows. Sign could direct people to the store.	8/8/2025 5:39 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

5	Encourage Co-Ops that rent to "artists in residence"	8/5/2025 9:30 AM
6	Fines, big ones	8/4/2025 11:25 AM
7	Vacancy tax after extended period of vacancy	7/28/2025 1:15 PM
8	If a building is in disrepair no effort made for YEARS the city should fine the owner and eventually or take the building	7/27/2025 10:45 AM
9	Lower tent	7/26/2025 5:51 PM
10	Have owners at least keep their storefronts clean and if they have windows; decorate them. I do NOT believe that any property owner should be taxed as punishment.	7/26/2025 10:23 AM
11	The city has been way too lenient	7/25/2025 1:03 PM
12	Vacancy tax no, consider what's Causing vacancy yes. Is permitting cumbersome? Are rents too high? If so can subsidies help ppl start something? Can landlords be incentives to provide affordable rents?	7/25/2025 7:57 AM
13	Implement appearance standards for all properties	7/25/2025 12:45 AM
14	Fines for broken windows, overrun front yards, you get the idea.	7/24/2025 4:31 PM
15	Fine owners for disregard of current laws or regulations already in effect.	7/24/2025 4:29 PM
16	Using the empty buildings for pop ups, vendors who don't currently have an actual store to sell there items	7/24/2025 4:25 PM
17	Make the application process for permits simpler	7/24/2025 4:12 PM

Q6 If the City offered grants or support for storefront improvements, would you support funding it with public dollars?

Answered: 58 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	46.55% 27
No	27.59% 16
Depends - please explain:	34.48% 20
Total Respondents: 58	

#	DEPENDS - PLEASE EXPLAIN:	DATE
1	I don't know	8/11/2025 4:16 PM
2	I would prefer no interest loans to property owners	8/5/2025 9:30 AM
3	Depends on the offender, we shouldn't reward bad actors when fines are a better tool	8/4/2025 11:25 AM
4	Need to see it factored into the budget	8/3/2025 12:05 PM
5	For operational spaces that already have established reliable businesses in them, absolutely. For vacant spaces held by private interests/non residents there would have to be a strict accountability system in place. The idea of granting money to absentee landlords to beautify spaces they have long neglected and are clearly using as a tax write off, or some other nefarious reason, not so much.	7/28/2025 4:32 PM
6	What about matching grants with building owners, or low or no interest loan's	7/27/2025 2:35 PM
7	These building owners are neglectful and I don't know that they would actually properly use moneys	7/27/2025 10:45 AM
8	I don't think taxpayers should have to support intransigent landlords but there could be middle ground here, depending on individual situations.	7/26/2025 12:09 PM
9	Support should be repaid w/o interest when the property changes hands or is put back into use.	7/25/2025 1:39 PM
10	If it is something locals could use as well.	7/25/2025 1:24 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

11	Many in town are already struggling financially, putting the cost of storefront improvement -at the City Councils discretion- on the public is asking a lot	7/25/2025 11:27 AM
12	Absentee & local land/building owners should not be compensated or funded by the public for their neglect.	7/25/2025 11:18 AM
13	Not if this would mean increasing taxes punitive measures will backfire so incentives and making participating prop owners heroes is the way to go!	7/25/2025 7:57 AM
14	I think the majority of the vacant storefronts in town are deliberately left vacant by a group of people who are just waiting to sell. They have not interest in improving the community. I think if someone owns a storefront and is struggling and invested, that is a different story, but I'm not sure how you can legally define the difference between the two.	7/25/2025 6:44 AM
15	hopefully the City could find community block grants or other sources	7/25/2025 6:44 AM
16	if you own a property, you should be able to maintain it.. it should not fall on taxpayers to maintain private property.	7/25/2025 12:45 AM
17	If the money comes from a vacant bldg tax	7/24/2025 7:48 PM
18	A dollar LOAN to a business owner who has let property deteriorate, needs to be paid back within 5-years, plus interest if the building is still not brought up to code/standards.	7/24/2025 4:31 PM
19	As long as our taxes aren't raised again	7/24/2025 4:25 PM
20	support yes, grants no	7/24/2025 4:22 PM

Q7 Section 3: Community Vision What would you like to see more of in currently vacant storefronts?

Answered: 53 Skipped: 8

#	RESPONSES	DATE
1	Stuff!	8/13/2025 8:33 AM
2	Weeds in streets, weeds on Sidewalks we need to get on this!	8/11/2025 4:37 PM
3	Businesses, art exhibits, community uses, nonprofit uses?book "store" for used books (donations encouraged volunteer managed)	8/11/2025 4:34 PM
4	Boutique retail	8/11/2025 4:26 PM
5	Exceptional and engaging displays of interest to window shoppers.	8/11/2025 4:24 PM
6	Small Businesses and art galleries	8/11/2025 4:16 PM
7	Locally owned businesses that are doing good in the community that both locals and visitors can enjoy. Less gift shops, more bakeries, cafes and eateries owned by locals using local ingredients and paying employees a living wage.	8/11/2025 12:17 PM
8	Creative uses, a mix of supporting non profits, art and creative endeavors (young artists could enter contest to have their work displayed)	8/8/2025 5:39 PM
9	Clothing	8/8/2025 4:42 PM
10	Window displays or window inserts from Braggadoodonwith graphics about the City. QR code to the City and Tourism website. Maybe about the Alley Way Project so they have a map to find the murals.	8/8/2025 3:44 PM
11	Affordable food or clothing, public meeting or activity spaces	8/8/2025 3:36 PM
12	Community and youth gathering. Space.	8/6/2025 12:48 PM
13	Working artists or small business enterprises	8/5/2025 9:30 AM
14	Activity-based businesses, entertainment, restaurants, cafes, bars.	8/4/2025 11:25 AM
15	businesses focusing on selling locally resourced goods from artisans, chefs, artists, etc. Spaces that serve as a point of welcome and information for visitors. Spaces that host activities for children - such as arts and crafts, STEM related activities.	7/28/2025 4:32 PM
16	Rent/price commensurate with building condition	7/28/2025 1:15 PM
17	Cover the windows, one does not need to see how bad it looks inside. One old way people soaped the windows, put up curtains, sheets, something taste full.	7/27/2025 2:35 PM
18	Anything other than hobos and empty building	7/27/2025 11:56 AM
19	Retail and Restraunts I would also love to see the vacant lotat redwood and franclin used as a ffood cart picnic bench area and also think the food trucks should have more flexibility in where they park each day	7/27/2025 10:45 AM
20	A flower shop would be	7/27/2025 8:52 AM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

wonderful, so would a higher end cocktail lounge. Really missing a lingerie shop since understuff closed...

21	Shops and restaurants	7/26/2025 8:21 PM
22	More food	7/26/2025 5:51 PM
23	Another restaurant (and not just pizza or Mexican, no offense) would be great, but I know there could be licensing issues. Something where locals could buy things they're now required to go over the hill for would be great, but almost anything would be better than the current "ugly empty."	7/26/2025 12:09 PM
24	Retail, art galleries, tasting rooms, restaurants.	7/26/2025 10:23 AM
25	More store fronts, shopping, bakeries, restaurants, apparel.	7/26/2025 8:11 AM
26	Windows should be papered or intentional displays should be in the window	7/25/2025 5:48 PM
27	Almost anything. Restaurants open past 8:00 pm	7/25/2025 5:15 PM
28	Locally owned retail	7/25/2025 3:54 PM
29	affordable clothing , any small business that will draw foot traffic to our downtown	7/25/2025 3:01 PM
30	Clean, well-maintained properties that clearly demonstrate pride of ownership/pride of community.	7/25/2025 1:39 PM
31	Nothing comes to mind	7/25/2025 1:24 PM
32	Tax and penalize the building owners. These buildings are in poor condition, expensive to heat, and they already get a tax break. Instead of tax breaks, some cities are introducing vacancy taxes or penalties for keeping units empty to encourage rental and reduce housing shortages: San Francisco (Vacant Home Tax as of 2024) Vancouver, BC (Empty Homes Tax) Washington, D.C. (Class 3 Vacant Property Tax) Los Angeles (Measure ULA has implications for vacant units) These are local laws and do not affect federal tax deductions, but they can reduce or reverse the financial benefits of holding a vacant property. Property owners already get tax breaks! As long as the property is being held for rent or is actively being marketed for rent, landlords can typically continue to deduct: 1. Mortgage Interest Interest paid on loans used to acquire or improve the rental property is deductible, even during vacant periods, if the property is available for rent. 2. Property Taxes Still deductible even when the property is not rented, because it's tied to property ownership, not occupancy. 3. Depreciation Landlords can continue to depreciate the building (not land) even during vacancies, assuming it's held out for rental use. 4. Maintenance and Repairs Expenses for maintaining or repairing the property are deductible, even during vacancies, if they are ordinary and necessary and the property is available for rent. 5. Utilities If the landlord is paying for water, electricity, gas, etc., during a vacancy, these costs are deductible. 6. Advertising Costs Costs to advertise a vacant property (e.g. Zillow, signage, agent commissions) are deductible. 7. Insurance Premiums Landlord insurance or property insurance remains deductible even when the property is unoccupied, as long as it's being held as a rental. _____ Important Conditions Intent matters: The IRS requires the property to be "held for rental use." If it's vacant and not being offered for rent, deductions may not apply. Not for personal use: If a landlord or their relative uses the property during the vacancy, it may be considered a personal-use period, and deductions may be limited. Long-term vacancy: If a property is left vacant for an extended time without being listed or offered for rent, the IRS may argue it's not an investment property, and deductions could be denied.	7/25/2025 1:03 PM
33	anything that helps promote the community. or at least hide the clutter.	7/25/2025 12:22 PM
34	artist studios, exercise classes, restaurants	7/25/2025 11:53 AM
35	Useful retail. Education, classes, or group gathering spots. Hands-on spaces for bicycle and	7/25/2025 11:42 AM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

skateboard repair, makerspace, or things like that. Crafts classes. Community commercial kitchen or canning location.

36	More culturally diverse eateries (no more mexican/pizza please) as good-quality restaurants are a huge draw for tourism. More kid-friendly spaces and things for the youth to do in town (ie arcade, kids club, bowling, etc). A beer garden where food trucks and the local music scene can gather safely off the streets. An ocean-view amphitheater is many locals' pipe dream, but would be such a tourism draw if it was capable of hosting small and large-scale performers like Shoreline in Mountain View or Mountain Theater in Mill Valley.	7/25/2025 11:27 AM
37	Buildings clean and sidewalks maintained.	7/25/2025 11:18 AM
38	Art exhibitions, temporary displays, vintage	7/25/2025 8:05 AM
39	Business! Short of that something that keeps vitality in the dt area, something interesting, unusual, fun and unrxpected	7/25/2025 7:57 AM
40	Should be discussed in committee	7/25/2025 7:54 AM
41	Unique retail shops that can only be found in Fort Bragg	7/25/2025 7:39 AM
42	Activity for youth, affordable working artist studios, maker space, community-oriented activity, a decent sandwich shop, a pavilion on the lot at franklin/redwood. Echo park film center (before they got priced out) used to run a micro cinema and filmmaking enterprise in Echo Park which was really pretty cool. I know it was LA but I think these sorts of places can find homes in smaller centers Echo Park Film Center now works with Larry Spring Museum and Art Explorers and considers Fort Bragg a part of their West Coast network. I think looking for these kinds of partnerships in the city would be very good for us and puts us on the map as a beautiful coast town that has some interesting to offer.	7/25/2025 6:44 AM
43	Artisan workshop and marketplace	7/25/2025 6:19 AM
44	Businesses, restaurants.. rarely are there properties available in rentable condition. Landlords want \$1800 for a property with rats and mold all downtown properties that are vacated. Need to be inspected for safety and rent ability. Red tag them if they're not and apply tax if they're unwilling to comply to standards. All of the businesses that occupy storefront, but are actually open to the public need to be open. If you want a business license, you need to prove that you are open to the public on a regular basis.	7/25/2025 12:45 AM
45	At one time the Chamber of Commerce would help match non-profits with vacant store fronts and the NP would put a display in the windows. My understanding is that was done when the COC received some funds from the City since they are the local Visitor CenterNo spe	7/24/2025 7:48 PM
46	An adult art center similar to the one in Mendocino.	7/24/2025 6:38 PM
47	Simplify and streamline laws and processes. City staff should be friendly, efficient, and approachable. Let's foster a more human-centered approach in city government, where the focus is on helping citizens rather than creating obstacles. The city's power should be used to support and serve the community, not to intimidate or hinder.	7/24/2025 6:03 PM
48	What is the vision for the center of downtown Fort Bragg? Is it a retail center; can traffic be restricted so the area is a walking area with parks and places to rest?	7/24/2025 4:31 PM
49	Local artists could display art in vacant windows or non profits could advertise their events for that month	7/24/2025 4:29 PM
50	Local History photos, maybe a movable Muriel , cling window banner, something to reflect Fort Braggs history, logging, fishing etc.	7/24/2025 4:25 PM
51	Retail is what drives the bulk of our tourism.	7/24/2025 4:21 PM
52	Clothing, food establishments, services	7/24/2025 4:15 PM
53	small scale micro industries, like	7/24/2025 4:12 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

artisans, or specialty food production such as cheese manufacturing (would go well with the bread bakery) or other small food producers

Q8 Do you have any creative ideas or success stories from other towns you'd like Fort Bragg to consider?

Answered: 33 Skipped: 28

#	RESPONSES	DATE
1	?	8/13/2025 8:33 AM
2	How about a tea/ coffee shop with adoptable animals where patrons could interact with them? In a divided section. It has been done on the Bay Area! Activities for children and seniors. Or ask the community for ideas	8/11/2025 4:34 PM
3	Perhaps grant money could be put towards hiring a local individual to work with the people who are getting a temporary window to ensure the display is well constructed and designed.	8/11/2025 4:24 PM
4	No	8/11/2025 4:16 PM
5	Night markets on the street in Spring and Fall. Christmas Market on street like in Germany.	8/8/2025 3:44 PM
6	A no cost or inexpensive area for all ages to gather. Bars are currently the only place open in the evenings, and there is no space for young people at night in the downtown area	8/6/2025 12:48 PM
7	Even doing the basics like emptying trash cans regulatly and more of them. Also more benches and landscaping.	8/4/2025 11:25 AM
8	Look at Ashland Oregon	8/3/2025 12:05 PM
9	In fact I do, I'd be happy to meet with City Management and pitch said concepts.	7/28/2025 4:32 PM
10	Upper Lake in the older section of town, has put up signs on many of the older buildings stating what business were there before. Give's people some idea of local history and importance of building.	7/27/2025 2:35 PM
11	I believe the city of Santa Cruz has a active way to address vacent buildings and lots	7/27/2025 10:45 AM
12	While visiting Scotland, the town of Paisley (former industrial town) utilized vacant storefronts as art installations. Cincinnati has an entire block that has window graphics made to look as though you were peering into illustrated landscapes of thriving businesses.	7/27/2025 8:52 AM
13	Cloverdale is a good example of a small town that has improved its looks and viability in recent years.	7/26/2025 8:21 PM
14	A plaque on every building in the downtown area measuring about 10"x10" with a QR Code displayed on it that anyone passing by can get the history of that building with pictures and information.	7/26/2025 10:23 AM
15	Main Street program totally reformed a dilapidated part of Eureka a few years back. Vision, buy-in a and guts needed	7/25/2025 3:54 PM
16	Healdsburg's town square should serve as a seed for how we could reimagine our downtown. Additionally, Ashland hosts multiple events in its downtown area every weekend.	7/25/2025 3:01 PM
17	I have this idea that is rooted the whimsy of winning the lottery. I'd establish a non-profit that identifies residential and commercial properties in need of a facelift. Agreements would be made with the owners of the properties that the cost of the work would be repaid (interest-free) when the property is sold.	7/25/2025 1:39 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

Local folks in the trades would the get to work (roofers, painters, etc.) repairing properties all over town revitalizing our community. I envision that dollars earned from labor would be reinvested in our community and it would continue to thrive. Our town would look nicer, feel more welcoming, and be more vibrant. Another branch of this tree would also work toward making significant and sustainable increases the housing supply.

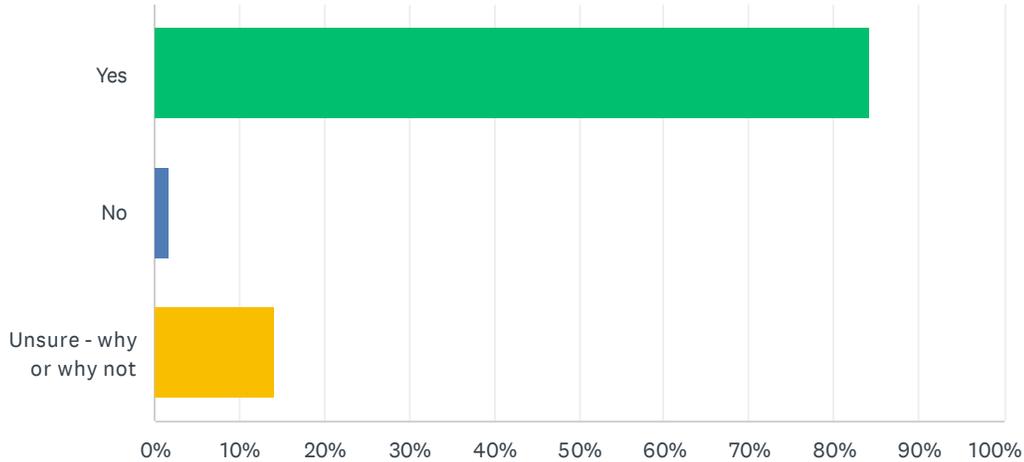
18	Creative ideas? This is a business operation and property owners cannot change their use designation without impacting their IRS standing. This is a poor question. The conditions of these buildings are awful and business owners have to pay a high rent and insane utility bill for old buildings that suck up electricity or heat. We are a seasonal tourist economy and foot traffic does not pay the bills	7/25/2025 1:03 PM
19	Pop up gallery grants are happening in downtown San Francisco for artists to have residencies. Offering a 6-month residency for an artist in a location but requiring they have regular hours and open retail as part of it.	7/25/2025 11:42 AM
20	Cloverdale	7/25/2025 11:39 AM
21	Ukiah and Willits have both done a lot to beautify their business districts and fill their vacant shop fronts. Unfortunately the economy has not been friendly to small business and small town growth throughout the country; it is a daunting task to tackle vacant storefronts when there is very little locally-based investment opportunity and plenty of businesses already failing post-pandemic.	7/25/2025 11:27 AM
22	Cloverdale has a lot of artwork on the streets, flowers, benches	7/25/2025 8:05 AM
23	Maybe have local small biz and/or makers set up displays in store fronts quarterly to promote their work or products. Maybe do demos too? Or maybe attract a big name artist to conceive a project that brings national Attention to the town? Think BIG	7/25/2025 7:57 AM
24	Yes, please contact me.	7/25/2025 7:54 AM
25	I used to think Braddock under Fetterman was a good example but I'm not sure where the town is now. I think there are probably good rust belt examples. Gibsons in BC reminded me of Fort Bragg until it got so expensive that no one can live there outside of retired lawyers. It was once a working town (fishery, there is a working mill nearby too). Funds were put into joining a coastal alliance that includes an arts council, museum and regional gallery. There is a great year around market there (kind of a cross between our market and the noyo center), music festivals etc. Fort Bragg could do a Fringe theatre festival in vacant storefronts. Currently the Larry Spring Museum is attempting to get funding for a large art show on the Mill Site (tbd of course). A regional biennale idea could be cool but you would have to have the right person heading it up so that it didn't just become a mainstream tourist attraction.	7/25/2025 6:44 AM
26	Petaluma had a similar crisis in the 1990s where there were empty storefronts owned by the same slumlords. They were able to change things and turn it into a vibrant downtown. Fort Braggs commercial district is so tiny that even a few vagrant landlords have a huge impact on its overall health. All of the bakeries and other storefronts that are never open need to be forced to be open if they want to have a business license.	7/25/2025 12:45 AM
27	No specific ones. I watch Bay Area news and understand some cities there are doing a vacant bldg tax and using those funds to help beautify the areas where there are most prominent	7/24/2025 7:48 PM
28	An adult art center similar to the one in Mendocino. It would have classes and weekly group meetings as well as workshops taught by locals and traveling artists.	7/24/2025 6:38 PM
29	Your city planner should have photos of similar size towns who have renovated their downtown center successfully. Let me see examples that have worked.	7/24/2025 4:31 PM
30	See above	7/24/2025 4:29 PM
31	Not at the moment	7/24/2025 4:25 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

32	I enjoy the atmosphere of outdoor dining in Saucelito and Healdsburg	7/24/2025 4:22 PM
33	co-ops could allow multiple artisans/shop keepers to better afford rent and other costs of business	7/24/2025 4:12 PM

Q9 Do you feel this issue should be a priority for the City Council in the next 12–18 months?

Answered: 57 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	84.21% 48
No	1.75% 1
Unsure - why or why not	14.04% 8
Total Respondents: 57	

#	UNSURE - WHY OR WHY NOT	DATE
1	This comes up every few years. Different things have been tried. Until the owner sells the vacant building so they can be improved to draw new tenants not sure what the City can do to make it stick.	8/8/2025 3:44 PM
2	Good luck!	7/26/2025 8:11 AM
3	I think the Noyo Headlands is a big priority right now.	7/25/2025 11:53 AM
4	Downtown storefronts should be a priority after homelessness, drug use, and vandalism/graffiti.	7/25/2025 7:39 AM
5	I'd like to say yes but I also think housing and job creation outside of the service industry is hugely important.	7/25/2025 6:44 AM
6	The current City Manager seems to be a loose cannon and not being directed by the council. Funding a festival should not be paid for from the City funds. It was busy but any quality concert/festival would have done that at no charge to the City. Meanwhile there are still plenty of streets and alleys in disrepair	7/24/2025 7:48 PM
7	I would like the city to address the parking, and potholes, especially in the alleys	7/24/2025 4:25 PM
8	no sure how urgent it is	7/24/2025 4:22 PM

Q10 Thank you for participating! Your input helps shape a more vibrant and welcoming Fort Bragg. If you would like to be involved in future planning discussions or receive updates, please leave your contact information:

Answered: 23 Skipped: 38

#	RESPONSES	DATE
1	(760)-616-4282 highboltage3@gmail.com	8/13/2025 8:33 AM
2	Greg Balsler Triangle tattoo 707-964-8814	8/11/2025 4:26 PM
3	aliciagmendo@gmail.com, 916-217-2987	8/6/2025 12:48 PM
4	ftblady@yahoo.com However I live outside of city boundries - off Gibney	8/5/2025 9:30 AM
5	Esther Liner 707-484-5015 estherlinerwriter@gmail.com	7/28/2025 4:32 PM
6	Joe Seta joe@thanksgivingcoffee.com 707-813-7682	7/28/2025 1:15 PM
7	yes pippi@pippisocks.com	7/27/2025 10:45 AM
8	Scott Miller tiki999@gmail.com Thank you	7/26/2025 12:09 PM
9	Susan Juntz sskunk@mcn.org	7/26/2025 10:23 AM
10	Sarena Breed sbreed707@gmail.com	7/25/2025 5:48 PM
11	Vance and Sandy Cooke imaginationspng.com and vance_cooke@yahoo.com	7/25/2025 3:01 PM
12	I think it has been way too long in addressing this. The city has done these surveys before and nothing gets done. Friends of mine call Fort Bragg trashy. Some critics argue that these tax deductions that landlords enjoy indirectly incentivize landlords to hold properties vacant rather than lower rents or rent to riskier tenants, because they still enjoy tax benefits. We do not have a vibrant tourist economy to pay for any decent business unless it is food. The regulatory system is an added burden if creative ideas are tried. If I wanted to serve coffee and sell it I have to pay thousands of dollars for permits- a three section sink and plumbing - other health codes just to serve coffee? any upgrades a business does- the landlord gets the benefit!	7/25/2025 1:03 PM
13	morning@goodmorning.graphics	7/25/2025 11:18 AM
14	I would love to be involved. Thank you for the survey. Sabine at Littlecup. 223 E. Redwood	7/25/2025 8:05 AM
15	Digital@mcn.org	7/25/2025 7:57 AM
16	Loren Hammer 450 North Franklin St. Fort Bragg hamview@earthlink.net	7/25/2025 7:54 AM
17	I would love to be a part of re-visioning the town with this caveat: I'm Canadian and am only there part-time because of legal reasons. My attempt for a 3-yr visa was recently declined. Soooo... but if there is anything on zoom, here is my email: director@laryspringmuseum.org. I love Fort Bragg and feel like there is so much potential there to make is an interesting place for those who live there first - and by doing that, we will attract more tourism. Community first! Right now the town's positioning feels coastal generic without much emphasis on quality of life for those who live there. But also know that I know that is changing, so thank you!!	7/25/2025 6:44 AM
18	Megan caron 707.364.9828	7/25/2025 12:45 AM
19	Jeremy@cadmiumdev.com	7/24/2025 6:38 PM

City of Fort Bragg Vacant Storefronts & Buildings Community Survey

20	imaginationspng@gmail.com	7/24/2025 4:52 PM
21	Jeremiah Murphy jmurphy@jkmcpa.com	7/24/2025 4:31 PM
22	Laura Fox 7079623113	7/24/2025 4:29 PM
23	mendolitho@mcn.org	7/24/2025 4:25 PM