

August 9, 2021

Dear Fort Bragg Property/Business Owner,

All property owners and businesses within the Central Business District zoning designation are receiving this mailing. The Central Business District, or "CBD," represents the civic, cultural and commercial center of the City. Our downtown has experienced a number of setbacks in recent years – many related to the decline of logging/fishing industries, impacts of 2009 recession, proliferation of online sales, deferred maintenance of buildings, chronic vacancies or nuisance conditions, and most recently the COVID-19 pandemic.



City Council is implementing a number of economic development tools aimed to support the CBD. The purpose of focusing resources downtown is to help create a sense of place and pride for our community; a vibrant commercial center with lively pedestrian activity that will have a ripple effect throughout the City, strengthening our economy and neighborhoods.

Active and engaged community members and businesses are key to our success. Please consider volunteering on one of the many subcommittees, such as Business Outreach Team, Community Event Planning, Downtown Walking Tours, Bee City USA or the Downtown Clean-up Team. Participate in various Council Committee meetings held at Town Hall and via Zoom, such as Visit Fort Bragg Committee (3rd Tuesday, 3pm) or the Community Development Committee (4th Tuesday, 3pm). And of course, please tune in to our regularly scheduled City Council meetings (2nd and 4th Monday at 6pm).

Finally, we invite you to join us at Town Hall, 363 N Main Street on Saturday morning, September 11th to learn more about downtown revitalization efforts, sign-up for committees, meet staff, Council and your neighbors. Coffee and pastries will be provided. We look forward to seeing you and thank you in advance for taking time to complete the enclosed questionnaire and mailing it back. A complete list of enclosed materials includes:

- Property Compliance Form
- CBD Programs and Resources
- CBD Revitalization Toolkit
- Invitation to CBD Outreach Event – September 11th 9:00-11:00am at Town Hall
- Comment/Suggestion/Questionnaire with pre-paid, self-addressed return envelope

Sincerely,

A blue ink signature of Bernie Norvell, consisting of a stylized 'B' and 'N' followed by a horizontal line.

Bernie Norvell
Mayor

A blue ink signature of Jessica Morsell-Haye, featuring a large, looped 'J' and 'M'.

Jessica Morsell-Haye
Vice Mayor

A blue ink signature of Teresa K. Albin-Smith, with a prominent 'T' and 'A'.

Teresa K. Albin-Smith
Councilmember

A blue ink signature of Lindy Peters, with a stylized 'L' and 'P'.

Lindy Peters
Councilmember

A blue ink signature of Marcia Rafanan, with a stylized 'M' and 'R'.

Marcia Rafanan
Councilmember





ST

PINE STREET

LAUREL STREET

REDWOOD AVENUE

ALDER STREET

ALLEY

STREET

MAIN

STREET

ST

FRANKLIN

ST

STREET

McPHERSON

STREET

STREET

HARRISON

STREET

OAK STREET

STREET

STREET





City of Fort Bragg Business Resources

Please Join Us!
September 11th
9am – 11am

Come Meet Fellow
Merchants, Businesses
and Property Owners!

Learn About
Works in Progress!
Directional Signage &
Wayfinding Concepts;
Walking Tours;
Murals & Public Art!

Share Your Ideas!
Join a Committee!
& Meet the
West Center Team!

Town Hall
363 N Main Street
Coffee & Pastries Provided

West Business Development Center Resources. Since 1988, the team at West Center has served our business community – educating and advocating for small businesses so that local entrepreneurs receive the information they need to launch and expand their business. No cost advising is confidential and includes loan/grant assistance, HR, and marketing. Workshops and Webinars are offered on a wide range of topics.

Contact West Center: www.westcenter.org or 707-964-7571

Business Loan Programs. The City administers low interest and forgivable loans through the State Community Development Block Grant Program. Business must be located in Fort Bragg city limits.

Contact Lacy Peterson: 707-961-2825 x122 or lpeterson@fortbragg.com

Limited Term Permit for Special Events. A Limited Term Permit allows short-term activities for events like arts & crafts exhibits, fairs, festivals, parades. Team up with a local organization! Fees waived for non-profits.

Contact Cristal Muñoz: 707-961-2823 x100 or cmunoz@fortbragg.com

City Facility Use. Town Hall, located at 363 N Main Street, is available to rent when not in use by the City. The gymnasium adjacent to City Hall in the old Rec Center is also available to rent (fee reduced for non-profits – one free rental per month for community meeting).

Contact Cristal Muñoz: 707-961-2827 x100 or cmunoz@fortbragg.com

Flowerpots. Property owners and businesses are allowed to place flowerpots on downtown sidewalks or hang flower baskets, with City approval (Main Street requires Caltrans encroachment permit). No associated fees. **Contact Community Development Dept:** 707-961-2827 x111

Outdoor Sidewalk Display. Businesses are permitted to display merchandise on downtown sidewalks, with City approval (Main Street requires Caltrans encroachment permit). No associated fees.

Contact Community Development Dept: 707-961-2827 x111

Street Furniture. Property owners and businesses are allowed to install street furniture on sidewalks, with City approval (Main Street requires Caltrans encroachment permit). Insurance required.

Contact Community Development Dept: 707-961-2827 x111

COVID-19 Temporary Waivers. The City is authorizing temporary waivers of certain regulations to facilitate business operations affected by the pandemic. Examples include: outdoor seating, additional flags/signage, or drive-thru events.

Contact Sarah McCormick: 707-961-2827 x113 or smccormick@fortbragg.com

Central Business District Revitalization Toolkit

Code Enforcement	Outreach materials will be delivered to all property owners and businesses to: 1) Bring awareness about City Council’s renewed focus and investment of resources to support the Central Business District; 2) Share City regulations pertaining to use of downtown properties and expectations for maintenance; 3) Provide individual property assessments with details pertaining to compliance with City regulations; 4) Require abatement of nuisances and/or a detailed action plan, including timeline, to achieve compliance.
Allowable Land Uses	Reconsider allowed land uses in the Central Business District. Traditional retail is shifting to a more “experiential” model.
Public Gathering Space	The City is currently applying for State Park Recreational Funds to rehabilitate the old Recreation Center, located adjacent to City Hall.
Public Restrooms at Town Hall	City has funds set aside and is currently identifying staff to oversee the project.
Walking Tours	Sub-committee has been formed to develop a series of walking tours to encourage pedestrian activity downtown. Many fantastic themes are in development, to be offered in many formats - both self-guided and guided tours, as well as both print and digital.
Public Art	Development of a program to encourage installation of public art (empty storefronts?). A subcommittee for this effort has yet to be identified.
Business Directory & Directional Signage	A sub-committee has been formed to strategize wayfinding signage in the Central Business District to encourage pedestrian activity. Discussions involve branding and place making.
Street Landscaping	Hanging flower baskets, potted plants and tree lined streets add color, vibrancy and a sense of community pride. Collaborate with Bee City to create a pollinator friendly planting list and to develop a public program for tree dedications.
Bollards to Block Vehicular Traffic for Special Events	Bollards such as those on the 400 block of Franklin Street are currently budgeted and included as part of a larger street striping project for FY21/22. Bollard locations are focused on downtown area to facilitate closing streets to vehicular traffic for special events.
Facilitate Downtown Merchant & Property Owner Conversation	With the support of the West Business Development Center Team, the City will host ongoing Town Hall open houses as a business outreach strategy. Kick-off meeting with coffee and pastries scheduled Saturday, September 11, 2021.
Flags	Flags without commercial messages, that are 12 square feet or less, and do not interfere with pedestrian access or vehicular traffic, are exempt from a sign permit.
Off-Street Parking Waiver	Since 2012 City Council has waived off-street parking requirements and in-lieu fees.

Resources to be Considered by City Council

Water Capacity Fee Waiver Program. In April 2021, the Finance & Administration Committee considered waiving water capacity fees for new and expanding businesses in the Central Business District for three years in order to encourage more restaurants and eateries. This recommendation is scheduled for Council consideration in September 2021.

Façade Improvement Program. Council discussed establishing a Façade Improvement Fund to contribute, up to \$5,000 for façade improvement projects. Details of the program have yet to be established. This item is anticipated to be brought before Council for consideration in September.

CBD Tree Well Adoption Program. More trees! Trees are good for the environment, improving air quality, supporting wildlife, and capturing sediment and pollutants that could flow into creeks, rivers and ocean. Trees have also been shown to reduce driving speeds, which increases safety, and... well, they are beautiful! This item is not scheduled for Council consideration at this time.



WE WANT TO HEAR FROM YOU

Business Name: _____

Name: _____ Phone: _____ Email: _____

Preferred method of contact: Phone Text Email

- Are you interested in being interviewed for a feature story or newsletter highlight?
- Do you have an active: **Website?** Yes No **Instagram?** Yes No **Facebook?** Yes No
- Do you offer: **Online sales?** Yes No Do you offer: **Gift Certificates?** Yes No
- Are you interested in participating in an online Holiday Gift Guide this year? Yes No Possibly

Organizing events downtown is an effective way to build community, increase visitation and foot traffic, and create an identity unique to Fort Bragg. Events can be combined, and are strengthened when collaborative; if scheduled regularly, events help create a dedicated downtown following.

Check the events you support as a regular downtown event (and add more!)

- | | | |
|---|---|--|
| <input type="checkbox"/> Paul Bunyan Days | <input type="checkbox"/> Day of the Dead | <input type="checkbox"/> Restaurant Week |
| <input type="checkbox"/> Holiday Lights Parade | <input type="checkbox"/> Vintage Car Show | <input type="checkbox"/> Music |
| <input type="checkbox"/> Weekly Farmers' Market | <input type="checkbox"/> Fourth of July Fireworks | <input type="checkbox"/> Movies |
| <input type="checkbox"/> Chalk Festival | <input type="checkbox"/> First Friday Art Walk | <input type="checkbox"/> Rain Festival |

Additional Ideas: _____

Are you interested in participating and/or learning more about any of the following subcommittees and action groups?

Visit Fort Bragg Subcommittees:

- | | |
|--|---|
| <input type="checkbox"/> Walking Tours | <input type="checkbox"/> Adopt-A-Street Downtown Clean-Up |
| <input type="checkbox"/> Murals and Public Art | <input type="checkbox"/> West Business Development Center Resources |
| <input type="checkbox"/> Special Events | <input type="checkbox"/> Chamber of Commerce Activities |
| | <input type="checkbox"/> Bee City, USA Committee |

Prime Central Business District shopping hours are often weekends.

Does your business offer both Saturday and Sunday hours? ____ Yes ____ No

If yes, what are your weekend hours? Saturday Hours: _____ Sunday Hours: _____

If not, would you be willing to participate in a trial to determine if offering weekend hours strengthens the downtown market? ____ Yes ____ No ____ Possibly

Comments: _____

ATTENTION:

NO PARKING TUESDAY/FRIDAY MORNINGS ON DOWNTOWN STREETS.
VIOLATORS WILL BE TICKETED.

Every Tuesday, between 5:00am – 7:00am (westside/northside)
Every Friday, between 4:00am – 6:00am (eastside/southside)
The City's Public Works Crew operates the street sweeper along
N Franklin Street – between Oak & Pine Streets
Laurel Street – from Depot Mall to N McPherson Street



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Adopt-A-Street Program



Picking up litter prevents trash from entering our storm drains, creeks and ocean, while making the City a more enjoyable place to live and visit.

Consider becoming a volunteer as an individual, business, or organization – promote community pride and goodwill to neighbors.

The City provides bags, gloves, and trash grabbers. Volunteers complete a liability waiver form, learn safety guidelines, and receive supplies from coordinator.

Please contact:

Cristal Muñoz at 707-961-2823 x100
or cmunoz@fortbragg.com

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