



# City of Fort Bragg Business Resources

Please Join Us!  
September 11<sup>th</sup>  
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](http://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 x108 or [lsallas@fortbragg.com](mailto:lsallas@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 Community Development: 707-961-2823 x115 or [cdd@fortbragg.com](mailto:cdd@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 Amber Weaver: 707-961-2827 x109 or [aweaver@fortbragg.com](mailto:aweaver@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](mailto:smccormick@fortbragg.com)

## Central Business District Revitalization Toolkit

<b>Code Enforcement</b>	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.
<b>Allowable Land Uses</b>	Reconsider allowed land uses in the Central Business District. Traditional retail is shifting to a more “experiential” model.
<b>Public Gathering Space</b>	The City is currently applying for State Park Recreational Funds to rehabilitate the old Recreation Center, located adjacent to City Hall.
<b>Public Restrooms at Town Hall</b>	City has funds set aside and is currently identifying staff to oversee the project.
<b>Walking Tours</b>	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.
<b>Public Art</b>	Development of a program to encourage installation of public art (empty storefronts?). A subcommittee for this effort has yet to be identified.
<b>Business Directory &amp; Directional Signage</b>	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.
<b>Street Landscaping</b>	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.
<b>Bollards to Block Vehicular Traffic for Special Events</b>	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.
<b>Facilitate Downtown Merchant &amp; Property Owner Conversation</b>	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.
<b>Flags</b>	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.
<b>Off-Street Parking Waiver</b>	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: \_\_\_\_\_

Perhaps you're interested in initiating a new committtee or have ideas to support a vibrant downtown... Please share! What does CBD revitalization look like to you? How can your business be supported?

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