



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Community Development Committee

Monday, August 18, 2025

4:00 PM

Town Hall, 363 N. Main Street and via video
conference

SPECIAL MEETING

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

When: Aug 18, 2025 04:00 PM Pacific Time (US and Canada)

Topic: Community Development Committee

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/83449232761>

Phone one-tap:

+16694449171,,83449232761# US

Join via audio:

+1 669 444 9171 US

Webinar ID: 834 4923 2761

International numbers available: <https://us06web.zoom.us/j/kcFRRmYTR0>

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to cdd@fortbraggca.gov.

1. APPROVAL OF MINUTES

- 1A. [25-314](#) Approve Minutes from June 2, 2025 Community Development Committee Meeting

Attachments: [CDC Minutes 6.2.2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [25-352](#) Receive the Staff Report and Provide Direction on Comprehensive Strategies to Address Vacant Buildings and Lots in Commercial Zones, and Make Recommendation to the City Council

Attachments: [Staff Report](#)
[Ordinance Vacancy Registry](#)
[FAQs Vacant Registry](#)
[VBLC Registration Form](#)
[Survey Downtown Business](#)
[Vacant Property Fee Breakdown](#)
[Fort Bragg Zoning Map](#)
[Public Comment](#)
[PP Presentation](#)

- 3B. [25-348](#) Receive Report, Discuss, and Consider Making a Recommendation to City Council on Adopting an Ordinance Establishing Entertainment Zones and Approval of Management Plan

Attachments: [Staff Report](#)
[Ordinance Entertainment Zone](#)
[EZ Management Plan](#)
[RESO xxx-2025 EZ Management Plan](#)
[FAQs](#)
[Survey - Downtown](#)
[ABC EZ Participation Requirements and Guidelines](#)
[Public Comment](#)
[Entertainment Zone](#)

4. MATTERS FROM COMMITTEE / STAFF

- 4A. [25-206](#) Oral Update on Installation of Trees Downtown and Citywide

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on Friday August 15, 2025.

Maria Flynn, Permit Technician

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 25-314

Agenda Date: 8/18/2025

Version: 1

Status: Reported from
Committee

In Control: Community Development Committee

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes from June 2, 2025 Community Development Committee Meeting



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Community Development Committee

Monday, June 2, 2025

4:00 PM

Town Hall, 363 N. Main Street
and Via Video Conference

MEETING CALLED TO ORDER

Vice Mayor Rafanan called the meeting to order at 4:00 PM

ROLL CALL

Staff Present: Assistant Director of Engineering Chantell O'Neal, Assistant Planner Sarah Peters, Administrative Assistant Stephanie Remington, City Clerk Diana Paoli

Present: 2 - Jason Godeke and Marcia Rafanan

1. APPROVAL OF MINUTES

1A. [25-71](#) Minutes of the March 3, 2025 Community Development Committee

A motion was made by Committee Member Godeke, seconded by Committee Member Rafanan that the minutes be approved for Council Review. The motion carried by the following votes:

Aye: 2 - Committee Member Godeke and Committee Member Rafanan

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [25-140](#) Discuss Coastal Trail Binocular Demonstration Concept Idea and Survey Results

Assistant Director of Engineering Chantell O'Neal presented the report. Event hosted on March 15, 2025 in conjunction with Whale Fest/Run. On-site enthusiasm was high and a digital survey on Blue Zones projects was left open for additional 30 days. Survey had at least 65 respondents, most being local.

Discussion: Mayor Jason Godeke asked for clarification on payment options). Fee schedules and analysis would need to be done to offer them as free amenities. Accessibility, ADA compliance/options, and need for Coastal Development Permit discussed. Binoculars will most likely be paired with fitness equipment being pursued through Blue Zones. Introduction at City Council meeting for direction to staff.

Public Comment: None.

4. MATTERS FROM COMMITTEE / STAFF

Assistant Planner Sarah Peters discussed the Blue Zones fitness demonstration that occurred on Friday May 30, 2025 from 4 to 6 PM. Lower participation, but a lot of feedback and a survey still underway. A timeline for this discussion at City Council involves introduction on June 9, 2025.

Vice Mayor Marcia Rafanan asked for clarification on payment. Blue Zone has pledged \$35,000 with stipulations on how that funding is used.

Mayor Jason Godeke discussed the possibilities of tree planting throughout the community.

Assistant Director of Engineering Chantell O'Neal remind the public and committee of a digital survey seeking input on Fort Bragg's newest 580 acre park on Hwy 20. This survey will close in around two weeks.

ADJOURNMENT

Vice Mayor Rafanan adjourned the meeting at 4:29 PM



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 25-352

Agenda Date: 8/18/2025

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3A.

Receive the Staff Report and Provide Direction on Comprehensive Strategies to Address Vacant Buildings and Lots in Commercial Zones, and Make Recommendation to the City Council



CITY COUNCIL STAFF REPORT

TO: Community Development Committee **DATE:** August 18, 2025

DEPARTMENT: City Manager's Office

PREPARED BY: Isaac Whippy, City Manager

PRESENTER: Isaac Whippy, City Manager

AGENDA TITLE: Receive the Staff Report and Provide Direction on Comprehensive Strategies to Address Vacant Buildings and Lots in Commercial Zones, and Make Recommendation to the City Council

RECOMMENDATION

Staff recommends that the Committee review and provide a recommendation to the City Council on the proposed Commercial Vacant Building & Lot (CVBL) Program Ordinance establishing a mandatory registry for all vacant commercial buildings and lots within the City of Fort Bragg.

BACKGROUND

Downtown Fort Bragg is the heart of our community and a key driver of the local economy. Recently, however, an increasing number of commercial spaces in the Central Business District (CBD) have sat vacant or underused, sometimes for many years. Long-term vacancies affect the pedestrian experience, reduce business for neighboring stores, reduce tax revenue, deter investment, and give the impression of economic stagnation/decline. Unmaintained properties can also create public safety concerns, attract vandalism or illegal dumping, and place additional demands on City resources.

Other California cities have addressed these challenges through measures like vacancy registries, vacant property taxes, temporary activation programs, and small business incentives. These tools aim to keep downtown areas vibrant, encourage the reuse of empty spaces, and reduce blight.

This challenge also presents an opportunity: by working together, we can find creative, local solutions to activate vacant spaces, support small businesses, and ensure our downtown remains welcoming, attractive, and economically strong for years to come. Staff is seeking Committee feedback on strategies to make that vision a reality. A few example of vacant buildings are listed on the next page in the City's commercial zone.



Former gas station, Vacant for 10+ years
223 North Main Street, 1,900 SF



Multiple uses, vacant for 2+ years
2,300 SF. 28 West Redwood Ave.



Former Amerigas Office, Vacant for 5+ years
300 S Main Street, 2,000 SF



Vacant for 10+ years
200 East Oak St, 2,800 SF

Source: Marie Jones Consulting

Vacant Properties, Fort Bragg, 2025

Address	SF	Estimated Years Vacant
223 North Main Street	1,900	5
223 North Main Street	9000	10
28 West Redwood Ave.	2,300	2
118 N Main Street	1,700	1
300 S Main Street	2,000	5
400 S Main Street	3,500	0.5
1102 S Main Street	1,800	0.5
Various Boatyard Drive	4,500	1
126 N Franklin Street	2,500	3
120 N Franklin Street	3,100	0.6
200 East Oak St	2,800	10
116 E Laurel Street	765	10
210 East redwood	500	4
134 E Redwood Ave.	600	NA
311 North Franklin	4,000	0.5
335 N Franklin Street	2,000	8
310 N Franklin Street	1,400	3
Total	44,365	4



Angie's Restaurant, vacant for 6 months.
400 S Main Street, 3,500 SF



Vacant for 8+ years.
335 N Franklin Street, 2,000 SF



Former Smoke Shop, vacant for more than four years.
210 East redwood, 500 SF

DISCUSSION AND ANALYSIS

Downtown Fort Bragg's vitality depends on active, well-maintained and occupied commercial spaces. Vacant or abandoned buildings and lots can undermine that vitality—reducing foot traffic and business success, deterring investment, and creating safety hazards. To address these challenges, staff proposes the Vacant Building & Lot Commercial Program, a proactive approach to keep our business districts secure, attractive, and economically strong.

1. (A) COMMERCIAL VACANT BUILDINGS AND LOT REGISTRY (CVBL)

A Vacant Commercial Registry is an important tool for keeping Fort Bragg's downtown active, safe, and appealing.

1. Keeps Downtown Vibrant – Vacant storefronts hurt foot traffic. By tracking and engaging owners of vacant storefronts, the program helps fill empty spaces more quickly, boosting foot traffic and supporting surrounding businesses.
2. Prevents Blight and Safety Issues – Requires upkeep to deter vandalism, dumping, and trespassing.
3. Holds Owners Accountable – Establishes clear expectations and reliable points of contact, making it easier for the City to coordinate improvements and encourage investments.
4. Supports Business Attraction – Helps the City target revitalization efforts strategically.
5. Covers Enforcement Costs – Ensures the program is self-funded, not taxpayer-subsidized.

The CVBL Program applies to properties in commercial zones that have been vacant for 90 consecutive days or more, and either:

- It is within a Commercial Zone in Fort Bragg; **AND**
- It has been vacant or unused for 90+ consecutive days; **AND**
- It has a recorded Notice of Default OR shows clear evidence of vacancy (boarded/broken windows, disconnected utilities, overgrown vegetation, graffiti, uncollected mail, abandoned displays, junk visible from the storefront, etc.).

Vacant lots are also included if they have no active use and exhibit similar signs of neglect.

The program emphasizes education, but for properties that remain non-compliant, it requires:

- Registration with the City,
- Visible signage with owner/manager contact information,
- Monthly inspections and reporting, and
- Ongoing maintenance of building and grounds,

Program Stages (Post 90 days)

Stage	Trigger	Requirements	Timeframe	Fee
1. Education & Outreach	Property identified as non-compliant (no Notice of Default)	Correct violations, meet standards	30 days	None
2. Mandatory Registration	Failure to comply within 30 days or Notice of Default recorded	Submit application, post signage, inspect monthly, file reports	Ongoing until compliance	\$100/year + \$150/month Monitoring
3. Active Maintenance	While property remains vacant or abandoned	Maintain property & grounds, secure structures	Continuous	Included in fee

The annual \$100 registration and \$150/month monitoring fee recovers program costs such as appointment time, inspections, notices, reports to property owner without burdening the General Fund. Relief provisions, hardship waivers, and allowances for owners outside Mendocino County (who must appoint a local agent) ensure fairness and flexibility.

Maintenance Requirements

Exterior:

- Landscaping maintained, weeds removed, sidewalks clean.
- Trash/debris removed promptly; graffiti abated.
- Structural integrity preserved (paint, roof, gutters, windows, stairs, etc.)
- Property secured from trespassers.

Interior:

- Secure from unauthorized entry and weather damage.
- Garbage removed; pests controlled.
- Smoke and carbon monoxide detectors installed.
- Compliant with all City and building codes.

Signage:

1. “No Trespassing” Sign — Must meet City standards and comply with California Penal Code § 602 for enforcement purposes.
2. Contact Information — Must list the property owner’s or authorized local agent’s name and a phone number or email address for inquiries or reporting issues.

3. Property Status Signage — Must clearly state the property’s status, such as:
 - “UNDER MAINTENANCE — NOT AVAILABLE FOR SALE, LEASE, OR RENT,” or
 - “AVAILABLE — FOR SALE/LEASE/RENT” (if the property is actively being marketed).
4. Prohibited — No signage may misrepresent the property’s availability or status. Property owners are not required to advertise availability unless they are actively marketing the property.

Owners Outside Mendocino County

- Must hire a local agent/service provider for inspections, maintenance, and reporting,
- Contract evidence must be submitted to the City,
- Owner/agent must be available 24/7 and respond within 2 hours to complaints, and
- Owner remains responsible for compliance.

Relief from Requirements

Owners may request relief if:

- Property is in full compliance as of the ordinance’s effective date,
- Violations are corrected within the compliance period,
- No violations for 12 months **or** at least 75% of the property is occupied for 6 months, and
- Monitoring fee may be waived for active permits or code-compliant, marketed properties.

Mixed-Occupancy Properties

For mixed-occupancy properties that have vacant storefronts with occupied residential units above, the CVBL Program applies only to the commercial portion of the building. Residential units are exempt from the program. If they are also vacant and abandoned, they would be addressed under separate regulations.

Maintenance requirements for storefronts include:

- Keep display windows clean, unbroken, and graffiti-free,
- Maintain lighting and signage,
- Clean sidewalks, entryways, and landscaping, and
- No blocked or papered windows unless part of an approved temporary activation.

Temporary activation options—such as art displays, pop-up shops, or community boards—are encouraged to keep spaces active while awaiting a permanent tenant.

How Fort Bragg’s Proposed Registry Compares to Other Cities

Fort Bragg’s proposed program requires mandatory registration for all commercial buildings and lots vacant for 90 days or more, regardless of maintenance condition. Owners must submit registration information, pay annual fees, and comply with maintenance and security standards until the property is re-occupied or actively in use. This ensures consistent oversight of all vacant properties while still allowing hardship waivers in limited circumstances.

City	Mandatory Registration?	Vacancy Threshold	Registration Fee	Key Notes
Willits	Yes	90 days	\$100 first year; \$200 second year; \$1,000 third year; \$2,000 fourth and beyond	Fees increase with each year of continued vacancy.
Ukiah	Yes	Broad (abandoned or distressed)	Fee set annually by Council resolution—not specified publicly	Applies to most vacant or abandoned properties.
Clearlake	Yes	30 days + register within 10 days	Initial: \$100 plus \$12.50 per month until renewal; Renewal: \$250 + \$200/month monitoring	Includes monthly inspections and signage requirements.
Fort Bragg	Yes	90 days	\$100 annual registration + \$150 per month monitoring until active use (proposed)- Set by resolution	Includes monthly inspections and signage requirements.

Summary:

- **Vacant Commercial Buildings:** The owner of a vacant commercial building subject to registration under this Chapter shall pay an annual registration \$100 and monitoring fee of \$150/month per building.
- **Vacant Commercial Lots:** The owner of a vacant commercial lot subject to registration under this Chapter shall pay an annual registration \$and monitoring fee of \$80 per lot.

1 (B) Inactive Storefront Standards- Central Business District

In addition to addressing fully vacant spaces, the CVBL Program includes a proactive approach for “inactive storefronts” — ground-floor commercial spaces in the Central Business District that appear open but are not accessible to the public for extended periods. These can mislead visitors, reduce downtown vibrancy, and negatively impact surrounding businesses.

Owners or operators anticipating closures beyond 30 consecutive days must submit a Temporary Closure Plan to the City, outlining the closure reason, anticipated reopening

date, and contact details. During the closure, the storefront must remain clean, well-lit, and free of graffiti, with visible signage providing closure and reopening information.

The City encourages temporary activation during inactivity — such as pop-up shops, art installations, student projects, or nonprofit programming — to maintain visual appeal and draw visitors.

If a storefront remains inactive for more than six months without an approved plan or activation, it will be classified as vacant under the CVBL Program, triggering registration, maintenance, and monitoring requirements. This approach increases transparency, supports business recruitment, and maintains public trust in downtown as an active commercial district.

2. Storefront Activation Incentive Program

Through the Economic Development Cascade Improvement Grant, Incentive Matching Funds could offer financial assistance to tenants or landlords to encourage reactivation of space. Options could include:

- Tenant Improvement Grants,
- Short-Term Lease Subsidies for Pop-Ups, or
- Façade or Signage Improvement Grants.

Funding Sources: Business Boost Fund, ARPA, or Clean California Grants.

Issues and Implementation.

- The use of City funds would trigger prevailing wage for the entire property owner initiated improvement project, regardless of how much the City contributes. Prevailing wage is required for pre-construction, construction and even post construction clean up and includes even tenant improvements. Therefore a City grant program should be limited to small amounts that address minor issues, otherwise prevailing wage law would significantly increase project cost and complexity (need to prepare plans and specs and competitively bid the project).
- Signage prepared off site would be exempt from prevailing wage. Painting is subject to prevailing wage.
- The City would need to establish grant criteria and set up a program for any granting of public funds to ensure that the program is not considered a gift of public funds, which are prohibited by the State Constitution. Redevelopment projects are not considered a gift of public funds, however it is unclear if the above described activities would be considered a redevelopment purpose. This will need to be vetted through the City Attorney's office.
- Lease subsidies that fund any physical improvements as part of a Pop-Up would be subject to prevailing wage. Lease subsidies would likely also be considered a gift of public funds unless there was an obvious "public purpose" for the lease subsidy,

such as the lease subsidy was for a non-profit or public agency use of a facility. This will need to be vetted through the City Attorney's office.

3. Vacancy Tax (Long-Term Policy Tool)

Survey results show that 68% of respondents support pursuing a voter-approved parcel tax—commonly referred to as a “vacancy tax”—on commercial properties that remain vacant beyond a defined period (e.g., six months). This tax would create a financial incentive for property owners to lease or activate their properties, while generating dedicated revenue for community priorities such as:

- Downtown marketing campaigns to draw more visitors and customers.
- Small business recruitment and support programs to fill vacant spaces faster, and
- Enhanced code enforcement to address blight and nuisance conditions.

As a tax, a vacancy tax would be put to the will of the voters as a local ballot proposition. Tax measures require a two-thirds majority vote. Indeed, several other California cities have already adopted voter-approved vacancy taxes, with positive results:

- **San Francisco** passed Proposition D (2020), a storefront vacancy tax targeting ground-floor commercial spaces vacant for more than 182 days in a year. The tax rates increase over time to encourage quicker leasing, and the revenue supports small business assistance and neighborhood revitalization.
- **Oakland** adopted Measure W (2018), applying an annual tax on vacant residential, commercial, and undeveloped properties. Funds are allocated to homeless services, illegal dumping abatement, and small business support.
- **Berkeley** approved a similar measure in 2018, using revenue to address housing shortages and support community-serving businesses.

Key lessons from these cities include:

- Clear definitions and exemptions ensure fairness (e.g., exempting properties undergoing active renovation, listed for lease at market rates, or facing proven hardship).
- Graduated tax rates motivate faster activation without being overly punitive.
- Strong outreach before adoption builds public understanding and support.
- Dedicated revenue use increases voter confidence, knowing the funds will directly benefit downtown vitality and small business growth.

If pursued, a vacancy tax for Fort Bragg could be structured to:

- Apply only to commercial properties in the Central Business District or other key commercial zones (such as along Main Street).
- Include a grace period for new vacancies and exemptions for good-faith leasing efforts.

- Dedicate revenue to targeted programs per City Council direction, such as programs that strengthen the downtown economy, beautify business districts, and reduce blight or other related City priorities. It will be important to pair the use of the tax revenues to something that a majority of City residents care about because this initiative would require a 2/3 vote by City residents.

By pairing a vacancy tax with the Vacant Buildings And Lot Commercial Registry Program, the City could address both immediate maintenance needs and longer-term vacancy reduction, creating a healthier, more vibrant commercial environment.

4. Enforce Existing Blight and Aesthetic Standards for All Commercial Buildings

Actively enforce the City’s Nuisance Ordinance to ensure all vacant storefronts meet the following minimum maintenance standards (See Muni Code 6.12V).:

1. Windows must be kept clean, unobstructed by stored items or temporary coverings, and in a move-in ready condition equivalent to and consistent with occupied buildings in close proximity, except that temporary coverings are allowed during the period of time that an active building permit has been issued and tenant improvements are actually under construction;
2. Local contact information for the property owner or property manager must be posted and clearly displayed on the front door;
3. The interior and exterior of the structure must be maintained clear of trash, debris and stored items, except for those commercial fixtures directly associated with a prior or proposed legal use of the building;
4. The exterior surfaces and paint, millwork and trim shall be kept clean and maintained in good condition equivalent to and consistent with occupied buildings in close proximity, to achieve a uniform appearance with the surrounding area and present a move-in ready condition for future tenants or business operators; and
5. All nuisance conditions listed in this section are applicable to vacant buildings and in cases of immediate danger to health and safety or emergency may be caused to be abated prior to the 90-day period first stated above.

In addition the Nuisance Code for vacant buildings could be amended to include the following:

6. All exterior lighting shall be kept in working order and maintained.
7. No building Fascades or windows may be papered or boarded up, unless approved by the City as part of a current building permit or via a business license to set up a new business.

Enforcement: implementation will require the Code Enforcement and Building Inspector coordination.

5. Temporary Use Authorization & Flexibility

Encouraging interim uses for vacant spaces not only keeps downtown active but also offers low-risk opportunities for entrepreneurs, artists, and community organizations to contribute to the local economy. This approach transforms potential eyesores into assets while property owners search for long-term tenants.

Examples of Temporary Activation Uses

- Art installations or student projects – rotating exhibits in vacant storefronts that showcase local talent, improve street appeal, and deter vandalism.
- Pop-up events or retail – short-term leases for seasonal businesses, specialty markets, or product launches.
- Nonprofit incubators – temporary space for local nonprofits to provide services or host workshops.
- Rotating vendor marketplaces – indoor micro-retail spaces for multiple vendors sharing a location.
- Community information centers – providing updates on City projects, local events, and small business resources.
- Short-term cultural uses – such as live performances, reading rooms, or art workshops in unused commercial spaces.

Temporary uses for vacant spaces offer multiple benefits: they maintain vibrancy by keeping sidewalks active and storefronts visually appealing, which in turn supports neighboring businesses; they serve as an economic testing ground for entrepreneurs to trial concepts before committing to a long-term lease; they deter crime by reducing opportunities for vandalism, squatting, and illegal dumping; and they act as a marketing tool for vacant properties by showcasing their potential to prospective long-term tenants.

How Other Cities Have Done It

- Portland, OR & Fort Bragg, CA: Partnered with local arts organizations to fill empty windows with rotating exhibits, reducing graffiti and boosting foot traffic.
- San Diego, CA: Created a "Storefront Improvement Program" that provided grants for temporary façade upgrades alongside pop-up retail activations.
- Vancouver, BC: Piloted "Activate Vacant Space" initiatives with art and cultural programming, significantly reducing vacancy blight in target neighborhoods.

Implementation Considerations for Fort Bragg

- Establish a streamlined, low-fee permit process for temporary uses, consider modifying the Limited Term Permit program to allow longer term temporary uses (e.g., 90–180 days) for retail storefront activation in the downtown.
- Provide small activation grants or matching funds for basic improvements like the Cascade Improvement Grant (lighting, display setup).

- Create a City-managed activation roster of artists, nonprofits, and small business applicants that could be interested in occupying space when vacancies arise.

By making it easier and more attractive to temporarily activate vacant properties, the City can ensure that no storefront sits idle without contributing to downtown’s energy and appeal.

NEXT STEPS

If directed by the Committee, staff will:

- Finalize Ordinance – Finalize Draft Commercial Vacancy Registry Ordinance subject to City Attorney review for City Council review and consideration.
- Pilot Program Development – Refine program options and assess fiscal impacts for a pilot Storefront Activation Program aimed at revitalizing underutilized commercial spaces.
- Vacancy Tax Feasibility – Research and report back on the legal authority, best practices, and logistical considerations for implementing a commercial vacancy tax as a potential Phase 2 policy tool.

CONSISTENCY

This proposed program directly supports multiple adopted City priorities, including:

- 2025–2028 Strategic Plan – Economic Development Goal: Revitalize the Central Business District by reducing vacancies and encouraging active use of commercial spaces.
- City Council Goal – Downtown Vitality: Improve the pedestrian experience, strengthen the business climate, and attract investment by addressing visible vacancies.
- Public Safety and Quality of Life Initiatives: Reduce vandalism, illegal dumping, and nuisance activity in vacant properties, thereby improving neighborhood appearance and safety.

GENERAL PLAN

LAND USE ELEMENT

Goal LU-3 Ensure that the Central Business District remains the historic, civic, cultural, and commercial core of the community.

Policy LU-3.1 Central Business District: Retain and enhance the small-scale, pedestrian-friendly, and historic character of the Central Business District (CBD).

Goal LU-4 Promote the economic vitality of the City’s existing commercial areas.

COMMUNITY DESIGN ELEMENT

Policy CD-1.4 Property Maintenance and Nuisances: Ensure that properties are well maintained and nuisances are abated.

Program CD-1.4.1: Continue to implement and enforce the City's nuisance abatement ordinance, and update it, as necessary, to ensure that property values are maintained throughout the City.

Program CD-1.4.2: Provide Code enforcement for immediate health and safety violations in conjunction with the building inspection process.

Goal CD-2 Preserve the Central Business District as the commercial, civic, historic, and cultural center of the community.

Policy CD-2.2 Pedestrian Activity: Encourage increased pedestrian movement and activity in the Central Business District.

Policy CD-2.3 Economic Vitality: Continue to support the economic diversity and vitality of downtown businesses.

Policy CD-2.5 Strengthen the Distinctive Identity of the Central Business District: Strengthen the distinctive identity and unique sense of place of the Central Business District.

By focusing on commercial zones, this ordinance targets the most visible and economically critical areas of Fort Bragg, ensuring a cleaner, safer, and more vibrant downtown for residents, visitors, and investors.

FISCAL IMPACT

The annual registration \$100 and the monthly monitoring fee of \$150 are designed to recover the City's direct costs associated with inspection, enforcement, and administration of the Vacant Building & Lot Commercial (CVBL) Program. No General Fund subsidy is anticipated for the ongoing operation of the program.

In addition to ongoing costs, implementation will require initial staff time from the City Manager's Office, Community Development, and Economic Development Department to establish program procedures, conduct outreach, and coordinate enforcement. Estimated one-time staff time for the first year includes:

- Program Setup & Ordinance Implementation – ~20-30 hours (City Manager's Office, Community Development) for ordinance finalization, public outreach, staff training, and initial property inventory.

- Storefront Activation Program Development – ~20–30 hours (Economic Development) for program design, stakeholder engagement, and fiscal impact analysis.
- Vacancy Tax Feasibility Study – ~25–35 hours (City Manager’s Office & Economic Development) for legal review, comparative research, and implementation strategy development.

These time estimates are based on current staffing levels and will be absorbed within existing department workloads excluding City Attorney time.

IMPLEMENTATION/TIMEFRAMES:

Vacant Registry Commercial Program

Milestone	Target Date	Action
Ordinance Adoption	August 25, 2025	City Council considers and adopts the ordinance.
Ordinance Effective Date	September 24, 2025	Ordinance takes effect 30 days after adoption.
Program Materials Finalized	By September 26, 2025	Finalize application packets, inspection forms, and program guidelines.
Staff Training	By October 20 , 2025	Train Community Development staff on program requirements, forms, and tracking procedures.
Public Outreach Launch	October 6 2025	Announce program via press release, City website, social media, and direct mail to commercial property owners.
Initial Compliance Inspections	October–November 2025	Begin inspections to identify non-compliant properties in commercial zones.
Notices of Violation Issued	As inspections identify non-compliance	Provide a 30-day compliance period to correct violations before the registration requirement applies.
First Mandatory Registrations	December 2025–January 2026	Registration begins for properties not brought into compliance or with recorded Notices of Default.
Ongoing Program Monitoring	January 2026 and ongoing	Monthly reporting and inspections per program requirements.

This phased approach allows adequate time for public education, voluntary compliance, and staff readiness before the enforcement and registration components of the program take effect.

COMMUNITY ENGAGEMENT

In July and August 2025, the City conducted a public survey (attached) to gather input on how best to address vacant commercial properties. Of the 55 respondents, 88% supported the City taking action—such as creating a registry program, implementing a vacancy tax, and offering incentives to property owners. Respondents identified their top priorities as improving aesthetics, strengthening enforcement, and encouraging temporary activation of vacant spaces.

ATTACHMENTS

- Draft Ordinance No. 2025-XX
- Sample VBL Program Application Packet
- Survey
- FAQ's
- Vacant Property Fee Breakdown
- Zoning Map

NOTIFY ME

Downtown Merchant Group

Economic Development

Community Development

**AN ORDINANCE AMENDING CHAPTER 6
HEALTH AND SANITATION TO ADD
SECTION 6.29 “VACANT PROPERTIES” TO
DIVISION 3 OF THE FORT BRAGG
MUNICIPAL CODE, ESTABLISHING A
VACANT BUILDING AND LOT COMMERCIAL
PROGRAM (VBLC) AND PROVIDING FOR
THE REGISTRATION, MAINTENANCE, AND
MONITORING OF VACANT OR ABANDONED
COMMERCIAL PROPERTIES.**

ORDINANCE NO. XXX-2025

WHEREAS, Downtown Fort Bragg is the heart of our community and a key driver of the local economy; and

WHEREAS, an increasing number of commercial spaces in the Central Business District (CBD) have sat vacant or underused, sometimes for many years; and

WHEREAS, long-term vacancies affect the pedestrian experience, reduce business for neighboring stores, reduce tax revenue, deter investment, and give the impression of economic stagnation/decline; and

WHEREAS, unmaintained properties can also create public safety concerns, attract vandalism or illegal dumping, and place additional demands on City resources; and

WHEREAS, other California cities have addressed these challenges through measures like vacancy registries, vacant property taxes, temporary activation programs, and small business incentives; and

WHEREAS, these tools aim to keep downtown areas vibrant, encourage the reuse of empty spaces, and reduce blight; and

WHEREAS, the project is exempt from CEQA, per the provisions of Sections 15061(b) (3) the commonsense exemption; and

WHEREAS, the City Council held a duly noticed public hearing on August 25, 2025, to consider the this Muni Code Amendment, accept public testimony; and

Section 1. Legislative Findings. The City Council finds and declares:

1. Downtown Fort Bragg and other commercial areas are vital to the community's economic, social, and cultural health.
2. Vacant or abandoned commercial properties, when not actively maintained, can attract vandalism, illegal dumping, trespassing, and other public safety concerns.

3. Prolonged vacancies diminish pedestrian activity, deter investment, reduce property values, and create a perception of economic decline.

NOW, THEREFORE, the City Council ordains as follows:

Section 2. Section 6.29 of the Fort Bragg City Code is hereby added as follows:

- 6.29.10 Purpose
- 6.29.20 Definitions
- 6.29.30. Applicability
- 6.29.40. Vacant Building Registration Requirements
- 6.29.50. Maintenance and Monitoring Requirements
- 6.29.60. Temporary Activation
- 6.29.70. Enforcement
- 6.29.80. Hardship Waivers

6.29.10 PURPOSE

The purpose of establishing a Vacant Building & Lot Commercial Program is to: encourage timely re-occupancy of commercial properties; require active maintenance of vacant properties; support business attraction and downtown vitality; and recover costs for monitoring and enforcement without burdening the General Fund.

6.29.10 DEFINITIONS

For the purpose of this chapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

COMMERCIAL ZONE means any property located within the City's commercial zoning districts as defined in the City's Zoning Map.

VACANT means a commercial building or lot that is unoccupied or unused for ninety (90) or more days, without an active business, permitted temporary use, or active construction under a valid building permit.

ABANDONED means a property with a recorded Notice of Default or showing clear evidence of neglect.

OWNER means any person, entity, partnership, corporation, trust, or their legal representative holding title or beneficial interest to a commercial property.

VACANT LOT means a parcel in a commercial zone without an active permitted use and showing signs of neglect, including but not limited to overgrown vegetation, debris accumulation, or damaged fencing.

VIOLATION. A building that is vacant for ninety (90) days or more, and subject to a recorded Notice of Default; or showing evidence of neglect, including boarded or broken windows, graffiti,

disconnected utilities, overgrown vegetation, uncollected mail, abandoned displays, junk visible from the storefront, or similar conditions.

6.29.30. APPLICABILITY

This Chapter applies to all commercial buildings and lots within the City of Fort Bragg that meet the following criteria:

A building or lot that is vacant for ninety (90) days or more and subject to a recorded Notice of Default or showing evidence of a vacancy violation.

This Chapter applies only to the commercial portion of a mixed-occupancy building. Residential units are exempt unless they also meet the definition of vacant and abandoned under a separate ordinance.

6.29.35 VACANT BUILDINGS PROHIBITED

a. No person shall permit or allow a commercial building to remain vacant for more than ninety (90) days, unless the owner establishes by substantial evidence to the reasonable satisfaction of the Enforcement Official that one (1) of the following applies and the property is registered pursuant to this Chapter:

1. The building is the subject of an active building permit for repair or rehabilitation and the owner is progressing diligently to complete the work. The building permit must have been issued within one (1) year, unless the Enforcement Official determines additional time is warranted.
2. The building and the property on which it is located complies with this Code, does not contribute to blight, is ready for occupancy, and either of the following applies:
 - a. The building is actively being offered for sale, lease, or rent; or
 - b. The building is actively maintained and monitored by the owner or the owner's authorized representative and is being maintained in compliance with this Code and State law. Active maintenance and monitoring shall include, without limitation:
 1. Maintenance of landscaping and plant material in good condition;
 2. Maintenance of the exterior of the building, including paint and finishes, in good condition;
 3. Prompt and regular removal of all exterior trash, debris, and graffiti;
 4. Ongoing compliance with all applicable codes and regulations; and
 5. Prevention of criminal activity on the premises, including but not limited to drug use or sales, prostitution, gang activity, vandalism, loitering, or trespassing.

6.29.40. VACANT BUILDING REGISTRATION REQUIREMENTS

- A. **Notice of Violation: A.** Whenever an Enforcement Officer finds that a provision of this code has been violated, he or she shall notify the violator in writing of the violation. The form of written notice shall be a Notice of Violation, which shall be served on the violator in the manner described in § 6.12.060 and 6.12.090. A notice of violation shall be issued when a property is identified as non-compliant. Property Owners will have thirty (30) days to correct violations before mandatory registration.
- B. **Mandatory Registration:** It is mandatory for all property owners to register in the City's Vacant Building and Lot Commercial Program, if violations are not corrected within thirty (30) days or upon recording of a Notice of Default.
- C. **Registration Fee:** \$150 annual registration and \$150 monthly monitoring fee per vacant property and \$100 for vacant lots. Fees are due upon registration and monthly thereafter until the property is re-occupied or in active use. The fees set forth in this section are initial amounts and are subject to revision by (1) resolution of the City Council or (2) inclusion in the City's master fee schedule. The fines set forth are subject to revision by resolution of the City Council.
- D. **Required Registration Information:** The property owner is required to provide the following information to the City:
- Ownership details and contact information,
 - Designated local agent, if the owner resides outside Mendocino County, and
 - Description of property condition and intended use or marketing plan.
- E. **Recovery of Enforcement Costs.** The City may recover enforcement costs per section 6.12.070.

6.29.50. MAINTENANCE AND MONITORING REQUIREMENTS

Upon Registration in the Vacant Building and Lot Commercial Program, property owners are obligated to:

1. Post signage visible from the public right-of-way with owner and/or property manager contact information.
2. Maintain building exteriors, grounds, and landscaping in compliance with City Nuisance and Building Codes.
3. Remove trash, debris, and graffiti promptly.
4. Conduct monthly inspections and submit monthly reports to the City.
5. Keep the property secure from trespassers and weather damage.
6. Maintain storefront windows in good repair; if ground-floor retail, keep interiors clean and visible from the street.
7. Security from Trespassers
 - a. All doors and windows of the building shall be in good, working condition and locked.
 - b. All broken doors and windows shall be replaced or covered in a manner acceptable to the Enforcement Official.
 - c. The Enforcement Official, at their discretion, may require securing the property with steel panels, or having all windows and doors installed and a working theft-prevention

system with an active account with a third-party security company, or any other reasonable measures to prevent trespassers.

d. The Enforcement Official, at their discretion, may require the building to have lighting at entrances and exits from dusk until dawn. All entrance/exit lighting must be installed with automatic timers in accordance with applicable City codes.

6.29.55. SIGNAGE REQUIREMENTS

All registered vacant commercial buildings and lots must have visible signage posted in a location clearly visible from the public right-of-way that meets the following standards:

1. **“No Trespassing” Sign** — Must meet City standards and comply with California Penal Code § 602 for enforcement purposes.
2. **Contact Information** — Must list the property owner’s or authorized local agent’s name and a phone number or email address for inquiries or reporting issues.
3. **Property Status Signage** — Must clearly state the property’s status, such as:
 - “UNDER MAINTENANCE — NOT AVAILABLE FOR SALE, LEASE, OR RENT,” or
 - “AVAILABLE — FOR SALE/LEASE/RENT” (if the property is actively being marketed).
4. **Prohibited** — No signage may misrepresent the property’s availability or status. Property owners are not required to advertise availability unless they are actively marketing the property.
5. **Readability Requirements** – Signage must be of sufficient size, lettering, and placement to be easily legible from the adjacent public right-of-way:
 - For window-mounted signs on storefronts abutting the public sidewalk: minimum 8.5" x 11" with lettering at least 1 inch high for contact information and 2 inches high for “No Trespassing.”
 - For signs on vacant lots or buildings set back more than 10 feet from the public right-of-way: minimum 18" x 24" with lettering at least 2 inches high for contact information and 4 inches high for “No Trespassing.”
 - Signs must be placed within 10 feet of the primary public street frontage for vacant lots, free from obstruction by vegetation, structures, or other barriers.
6. **Maintenance of Signage** – Signs must remain clean, legible, and securely affixed at all times while the property remains subject to registration.
7. **Prohibited Practices** – No signage may misrepresent the property’s availability or status. Property owners are not required to advertise availability unless they are actively marketing the property, but they must still comply with all other signage requirements.

6.29.60. TEMPORARY ACTIVATION

Owners may temporarily activate vacant spaces through the following activities: Art installations, pop-up retail, nonprofit uses, vendor marketplaces, or other uses to maintain visual appeal and deter crime. Applicants may be required to obtain a Limited Term Permit for temporary activities depending on the type of activity.

6.29.65 INACTIVE STOREFRONTS

A. **Definition.** An “Inactive Storefront” is any ground-floor commercial unit in a Commercial Zone that is closed to the public for more than fifty percent (50%) of normal business hours over any continuous sixty (60)-day period without an approved Temporary Closure Plan filed with the City.

B. **Temporary Closure Plan.** For closures of thirty (30) or more days, the owner or operator shall submit a plan stating: (1) the reason for closure; (2) the anticipated reopening date; and (3) contact information for inquiries.

C. **Maintenance During Inactivity.** Inactive storefronts shall (1) maintain windows in good repair and free of graffiti, clutter, and broken glass; (2) provide adequate lighting; (3) keep sidewalks and entryways clean, accessible, and safe; and (4) post signage with the closure reason and anticipated reopening date in a prominent location.

D. **Temporary Activation Encouragement.** Owners are encouraged to make inactive storefronts available for approved temporary uses, including but not limited to pop-up retail or dining, art displays or student projects, nonprofit programming, or rotating vendor markets.

E. **Transition to VBLC Program.** Any inactive storefront exceeding six (6) months without an approved Temporary Closure Plan or active temporary use shall be deemed a “vacant commercial property” under this Chapter and subject to all VBLC registration, maintenance, and monitoring requirements.

6.29.70. ENFORCEMENT

A. Failure to register or maintain a property as required is a violation of this Chapter and subject to administrative penalties under the City’s Muni Code Nuisance Provisions (Chapter 6.12). Each day a violation continues constitutes a separate offense.

6.29.80. MONITORING FEE WAIVERS

Monitoring fees may be waived upon a showing by the owner that:

1. The owner has obtained a valid building permit and is progressing diligently to repair, rehabilitate, or otherwise prepare the property for occupancy; or
2. The property is in full compliance with all applicable City codes and is actively being marketed for sale, lease, or rent.

6.29.90 MONITORING PROGRAM PROCEDURES

A. **Authority** – The Community Development Department shall administer a program for identifying and monitoring the maintenance of all vacant commercial buildings and lots in the City. The program shall be documented, regularly updated, and made available for public review.

B. Purposes – The purposes of the monitoring program are to:

1. Identify commercial buildings and lots that become vacant;
2. Ensure vacant properties that are open and accessible are secured against unlawful entry;
3. Initiate enforcement proceedings against owners of vacant properties that are substandard or a nuisance;
4. Maintain surveillance to ensure timely enforcement;
5. Establish and enforce rules for program compliance consistent with this Chapter.

C. Monitoring Fee – In addition to registration fees, an annual monitoring fee shall be imposed on each vacant commercial building or lot monitored pursuant to this Chapter, in an amount set by City Council resolution. The fee shall not exceed the estimated reasonable cost of monitoring.

D. Fee Waiver – The monitoring fee may be waived if the owner:

1. Has obtained a valid building permit and is progressing diligently toward repair or occupancy; or
2. The property meets all applicable codes and is actively offered for sale, lease, or rent.

E. Procedure – The monitoring fee shall be billed to the property owner as listed on the last equalized assessment roll. Owners may apply for a waiver within 30 days of billing by providing substantial evidence to the Community Development Department.

F. Appeals – Owners may appeal denial of a fee waiver to the City’s Hearing Officer within ten (10) days of the decision, in accordance with City procedures.

G. Collection – Fees unpaid after 60 days may be specially assessed against the property and collected in the same manner as real property taxes. The City may also record a lien against the property for unpaid amounts.

Section 3. Severability. If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of the Ordinance. The City Council of the City of Fort Bragg hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that one or more sections, subsections, sentences, clauses or phrases may be held invalid or unconstitutional.

Section 4. Effective Date and Publication. This ordinance shall be and the same is hereby declared to be in full force and effect from and after thirty (30) days after the date of its passage. Within fifteen (15) days after the passage of this Ordinance, the City Clerk shall cause a summary of said Ordinance to be published as provided in Government Code §36933, in a newspaper of general circulation published and circulated in the City of Fort Bragg, along with the names of the City Council voting for and against its passage.

The foregoing Ordinance was introduced by Councilmember _____ at a regular meeting of the City Council of the City of Fort Bragg held on August 25, 2025 and

adopted at a regular meeting of the City of Fort Bragg held on _____, 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

RECUSED:

Jason Godeke
Mayor

ATTEST:

Diana Paoli
City Clerk

PUBLISH: DATE, 2025 and _____ (by summary).

Vacant Building & Lot Commercial (VBLC) Program – FAQ

1. What is the VBLC Program?

The Vacant Building & Lot Commercial Program is a City of Fort Bragg initiative designed to keep commercial areas vibrant, safe, and attractive. It requires owners of vacant or abandoned commercial buildings and lots to register with the City, maintain their property to City standards, and take steps to prevent blight, vandalism, and public safety hazards.

2. Why is the City implementing this program?

Vacant properties can hurt Fort Bragg’s appearance, reduce foot traffic, discourage business investment, and create public safety issues. The program:

- Encourages timely reuse or activation of vacant spaces.
- Holds owners accountable for upkeep and security.
- Helps the City track and address long-term vacancies.
- Supports business attraction, marketing, and downtown revitalization.

3. Which properties are covered?

The program applies to all properties in Commercial Zones within Fort Bragg that have been vacant for 90 consecutive days or longer.

- Vacant Buildings: Any commercial building with no active tenant or business operation for 90+ days.
- Vacant Lots: Any unoccupied lot in a commercial zone showing signs of neglect.
- Properties must be registered regardless of condition—even if well-maintained.

4. What about mixed-use buildings?

If a building has ground-floor commercial and residential above:

- Only the vacant commercial portion is subject to the program.
- Residential units are not included unless vacant and abandoned under other City regulations.

5. What will I need to do if my property qualifies?

Registered properties must:

- Pay the annual fee (**\$150 for buildings / \$100 for lots**).
- Post required signage with:
 - “No Trespassing” notice (per City standards)
 - Local property manager contact information
 - Sign advertising the property for sale/lease or noting ongoing maintenance
- Maintain the exterior and grounds to City standards.
- Secure the property from trespassers (locks, intact windows/doors, possible lighting/security system if required).
- Conduct monthly inspections and submit reports to the City.

6. What is the monthly monitoring fee?

If a property remains vacant after registration and is subject to monthly monitoring, a **\$150/month fee** applies. This covers City staff inspections, enforcement follow-ups, and associated costs.

7. What happens if I don't register my property?

Failure to register is a violation of the Fort Bragg Municipal Code and may result in:

- Administrative citations and fines.
- Mandatory registration plus late fees.
- Liens or special assessments added to your property tax bill.
- Potential legal action to ensure compliance.

8. Are there any fee waivers?

The annual monitoring fee (not registration fee) may be waived if:

- The property has an active building permit with ongoing, diligent construction or repair,
or
- The property is code-compliant and actively marketed for sale, lease, or rent.

9. What is a Temporary Activation and why use it?

Owners can use vacant storefronts for short-term uses such as pop-up retail, art displays, nonprofit activities, or vendor markets while seeking a permanent tenant. This:

- Keeps the area vibrant and inviting.
- Reduces opportunities for vandalism or illegal dumping.
- Acts as a marketing tool for the property.
- Helps entrepreneurs test concepts before committing long-term.

10. Who will manage enforcement?

The Community Development Director or his/her designee will oversee the program, maintain the registry, conduct inspections, and ensure compliance. Finance staff will manage billing, renewals, and special assessments.

11. When does the program start?

If approved by City Council on **August 25, 2025**, the ordinance takes effect **September 24, 2025**.

- **October 2025:** Public outreach and initial inspections.
- **December 2025:** First registration deadline for qualifying properties.

City of Fort Bragg

Vacant Commercial Building & Lot Registration Form

Per Fort Bragg Municipal Code Chapter 6.29 – Vacant Building & Lot Commercial Program

1. Registered Property Information

Provide details for the vacant property subject to registration.

Commercial Property Address(es):				
Assessor Parcel Number(s):				
Number of Units:		Square Footage:		Occupancy Rating(s):
Most Recent Legal Use of the Building:				
Fire Insurance:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Liability Insurance:	<input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Status & Utilities

Status (check all that apply):	<input type="checkbox"/> Abandoned <input type="checkbox"/> Distressed <input type="checkbox"/> Secure <input type="checkbox"/> Accessible
Active Utilities:	<input type="checkbox"/> Electricity <input type="checkbox"/> Water <input type="checkbox"/> Gas <input type="checkbox"/> Generator

3. Vacancy & Security Measures

Expected Vacancy Period:	
Describe Security Measures Against Trespassers:	
Describe Plan & Timeline to Return to Active Use:	

4. Owner & Agent Information

Provide contact details for the property owner(s) and designated local manager (within 50 miles).

	Mailing Address:			
	Phone:			
	Phone:		Email:	

5. Registration Type & Fee

New Registration Renewal Registration

Annual Registration Fee: \$130 + Monthly Monitoring Fee: \$150 (due until re-occupancy or active use).

6. Letter of Agency for Trespass Enforcement

A signed Letter of Agency must be submitted authorizing the Fort Bragg Police Department to enforce trespassing under California Penal Code §602.

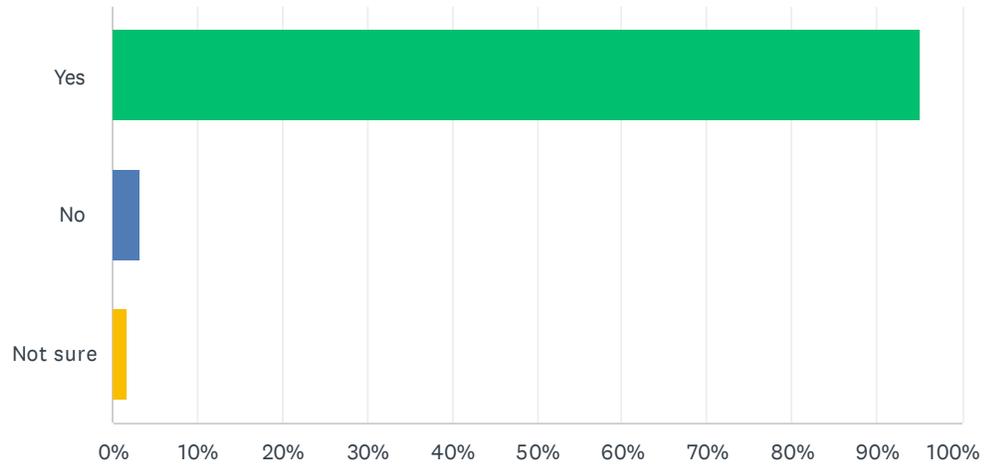
Submitted? Yes No

I declare under penalty of perjury that the information provided is true and correct.

Signed:		Date:	
Property Owner / Responsible Agent			

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

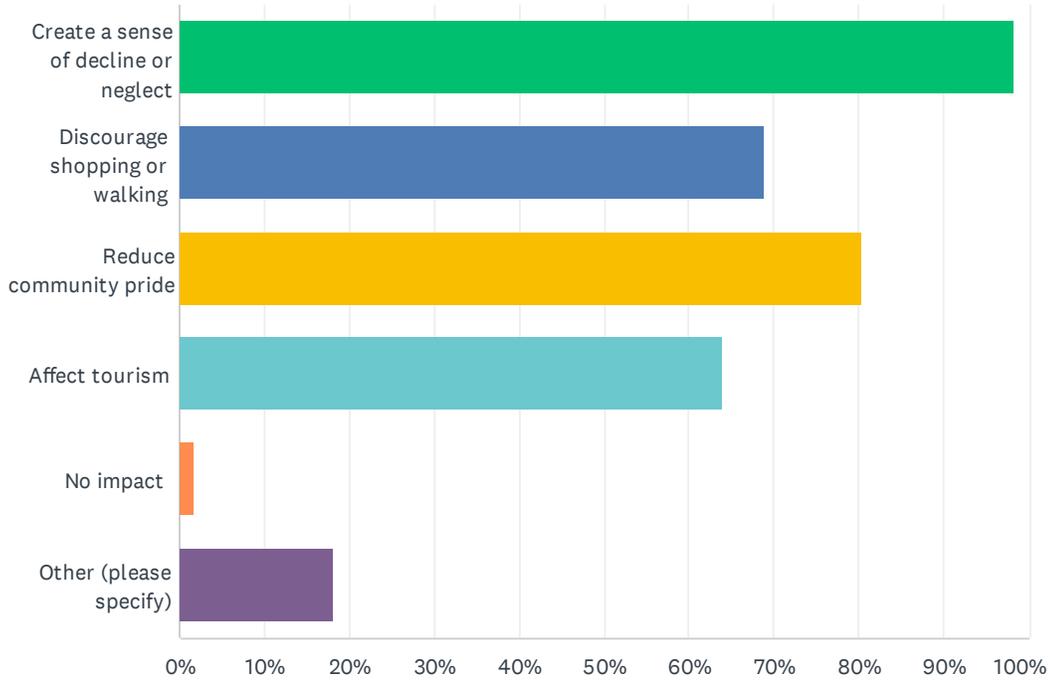
Answered: 61 Skipped: 0



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

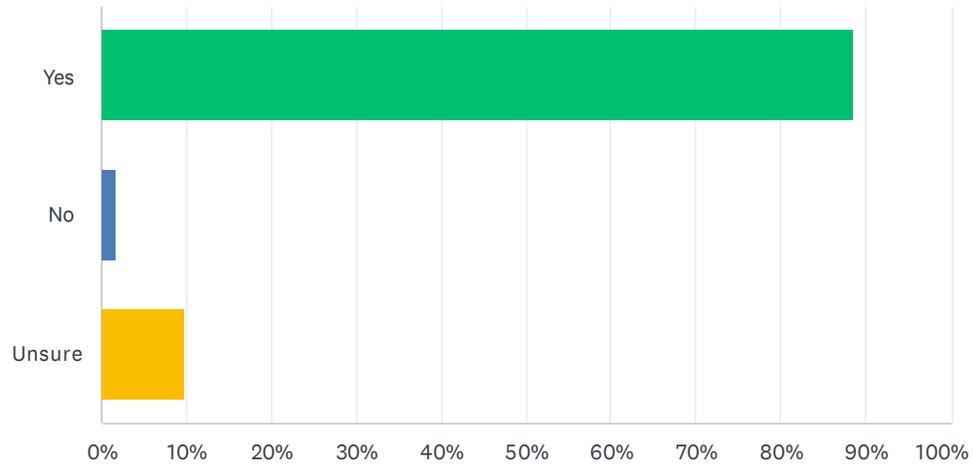
#	RESPONSES	DATE
1	Anything on Main Street.	8/13/2025 8:33 AM
2	Franklin street has several large vacant buildings.	8/11/2025 4:34 PM
3	Between Franklin, laurel and redwood	8/11/2025 4:26 PM
4	Poor Franklin Street is the highest concern	8/8/2025 5:39 PM
5	Rite aid	8/8/2025 4:42 PM
6	Rite aid, old Bank 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?

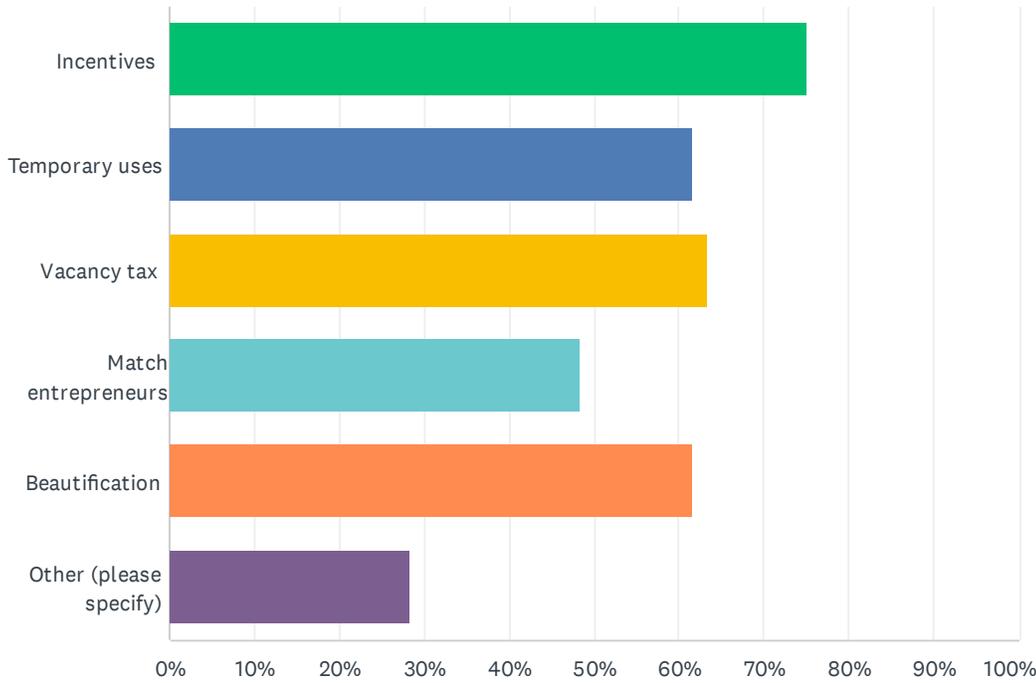
Answered: 61 Skipped: 0



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	

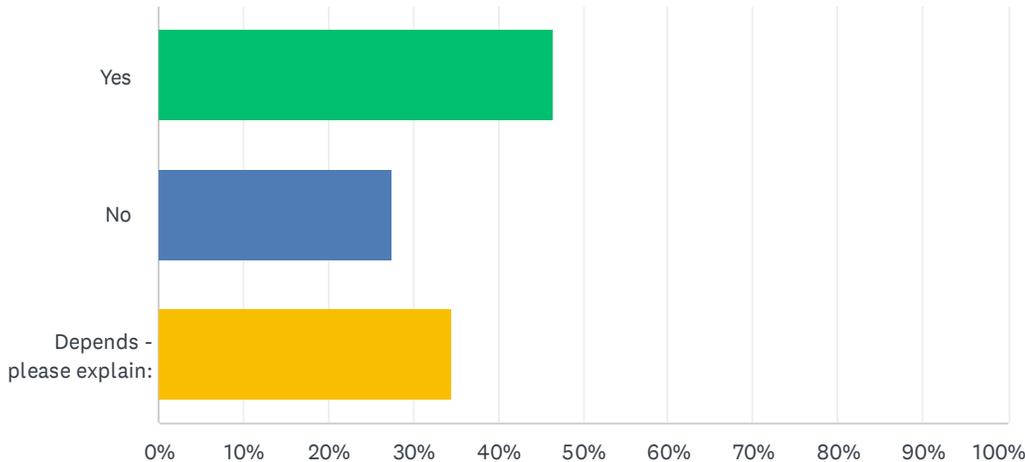
#	OTHER (PLEASE SPECIFY)	DATE
1	Storefront displays of art and education.	8/11/2025 4:26 PM
2	Some of our buildings downtown have large beautiful storefront windows, what if just the windows could be rented out to local artists to create a beautiful display of their art. There could be a QR code or contact 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.

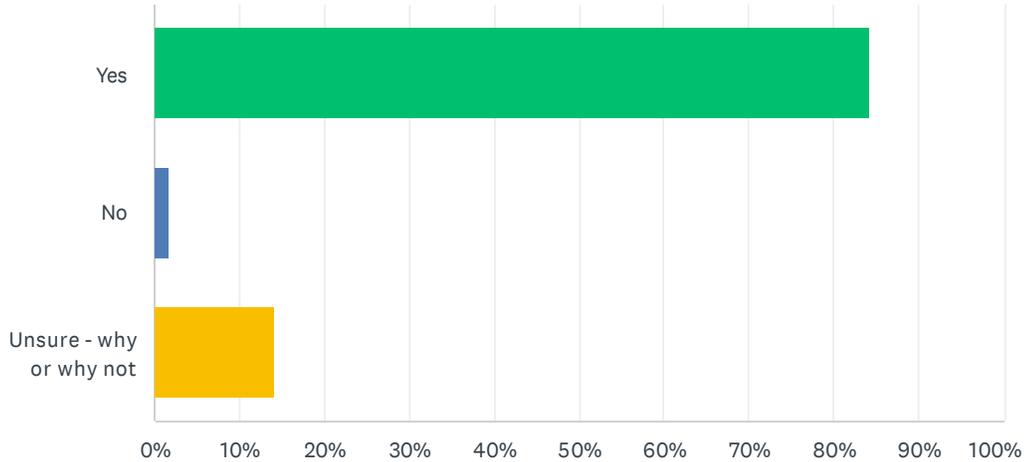
18	Creative ideas? This is a business operation and property owners cannot change their use designation without impacting their IRS standing. This is a poor question. The conditions of these buildings are awful and business owners have to pay a high rent and insane utility bill for old buildings that 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

Fee Type	Task	Responsible Dept.	Est. Time (hrs)	Hourly Rate	Cost
Annual Registration – Vacant Lots	Track down Property owner, Process application & enter into database	Code Enforcement	1	\$ 60.51	\$ 60.51
Annual Registration – Vacant Lots	Review property compliance plan	Code Enforcement	0.15	\$ 60.51	\$ 9.08
Annual Registration – Vacant Lots	Invoicing/Receivables	Finance	0.15	\$ 58.79	\$ 8.82
Annual Registration – Vacant Lots	Initial site verification (drive-by or inspection)	Code Enforcement	0.5	\$ 60.51	\$ 30.26
Annual Registration – Vacant Lots	Printing, mailing, and supplies	Code Enforcement			\$ 5.00
				Actual Costs	\$ 113.66
				Proposed Fee	\$ 100.00
Annual Registration – Vacant Buildings					
Annual Registration – Vacant Buildings	Track down Property owner, Process application & enter into database	Code Enforcement	1	\$ 60.51	\$ 60.51
Annual Registration – Vacant Buildings	Invoicing/Receivables	Finance	0.15	\$ 58.79	\$ 8.82
Annual Registration – Vacant Buildings	Review property compliance & security plan	Code Enforcement	0.75	\$ 60.51	\$ 45.38
Annual Registration – Vacant Buildings	Initial site inspection (walk-through)	Code Enforcement	0.75	\$ 60.51	\$ 45.38
Annual Registration – Vacant Buildings	Printing, mailing, and supplies	Code Enforcement			\$ 5.00
				Actual Costs	\$ 165.09
				Proposed Fee	\$ 150.00
MONITORING FEE					
Monthly Monitoring Fee – All Vacant Properties	Site inspection & documentation	Code Enforcement	1.5	\$ 60.51	\$ 90.77
Monthly Monitoring Fee – All Vacant Properties	Update case file & database	Finance	0.3	\$ 58.79	\$ 17.64
Monthly Monitoring Fee – All Vacant Properties	Issue follow-up letters/notices	Code Enforcement	0.75	\$ 60.51	\$ 45.38
Monthly Monitoring Fee – All Vacant Properties	Printing, mailing, and supplies	Code Enforcement			\$ 5.00
				Actual Costs	\$ 158.78
				Proposed Fee	\$ 150.00

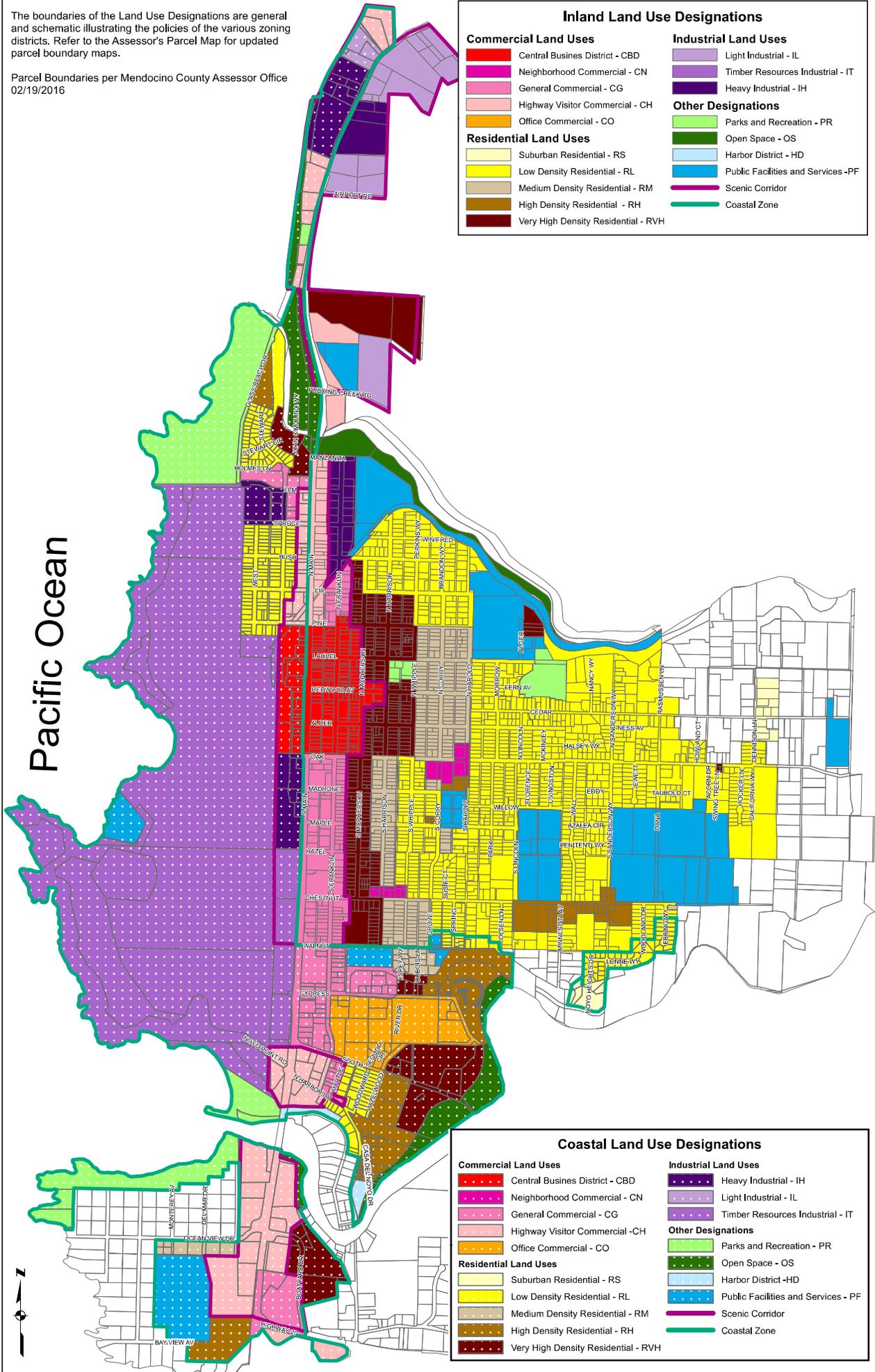
The boundaries of the Land Use Designations are general and schematic illustrating the policies of the various zoning districts. Refer to the Assessor's Parcel Map for updated parcel boundary maps.

Parcel Boundaries per Mendocino County Assessor Office 02/19/2016

Pacific Ocean

Inland Land Use Designations

Commercial Land Uses	Industrial Land Uses
Central Business District - CBD	Light Industrial - IL
Neighborhood Commercial - CN	Timber Resources Industrial - IT
General Commercial - CG	Heavy Industrial - IH
Highway Visitor Commercial - CH	
Office Commercial - CO	Other Designations
Residential Land Uses	Parks and Recreation - PR
Suburban Residential - RS	Open Space - OS
Low Density Residential - RL	Harbor District - HD
Medium Density Residential - RM	Public Facilities and Services - PF
High Density Residential - RH	Scenic Corridor
Very High Density Residential - RVH	Coastal Zone



Coastal Land Use Designations

Commercial Land Uses	Industrial Land Uses
Central Business District - CBD	Heavy Industrial - IH
Neighborhood Commercial - CN	Light Industrial - IL
General Commercial - CG	Timber Resources Industrial - IT
Highway Visitor Commercial -CH	
Office Commercial - CO	Other Designations
Residential Land Uses	Parks and Recreation - PR
Suburban Residential - RS	Open Space - OS
Low Density Residential - RL	Harbor District -HD
Medium Density Residential - RM	Public Facilities and Services - PF
High Density Residential - RH	Scenic Corridor
Very High Density Residential - RVH	Coastal Zone



Public Comment 311 N Franklin St is not vacant

From jay@mcn.org <jay@mcn.org>

Date Mon 8/18/2025 9:13 AM

To Whippy, Isaac <iwhippy@fortbraggca.gov>; cdd <cdd@fortbraggca.gov>

I see you have 311 N Franklin St on the 2025 vacant building list. It is not vacant and I don't know where Marie Jones obtained her information from, but I would like it removed from your 2025 vacant property list before today's Community Development Committee Meeting. It hasn't been vacant since it opened in 1981. It wasn't always open due to Covid and my sisters health issues but has certainly been open since or about January of 2024.

I also would like to request an explanation as to why it is on the list.

Kind Regards,
Jay McMartin-Rosenquist

DOWNTOWN REVITALIZATION 2024-25

VACANT BUILDINGS/LOTS STRATEGIES

Community Development Committee

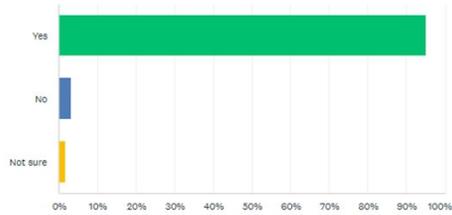


SURVEY RESULTS: JULY/AUGUST



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

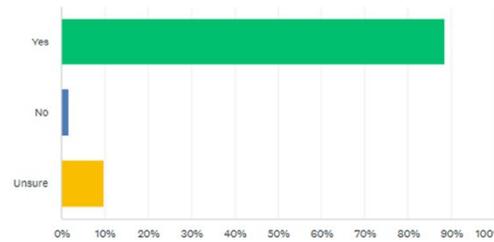
Answered: 61 Skipped: 0



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

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

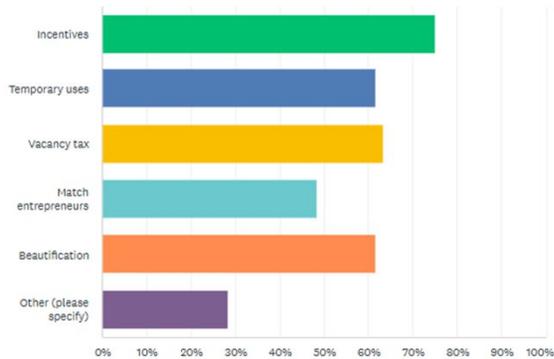
Answered: 61 Skipped: 0



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

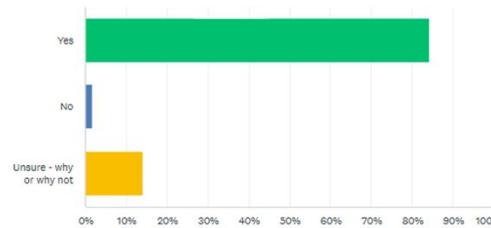
What types of actions would you support the City taking? (Select all that apply)

Answered: 60 Skipped: 1



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	Count
Yes	84.21%	48
No	1.75%	1

STRATEGIES TO ADDRESS COMMERCIAL VACANT BUILDINGS/LOTS

1.(A) COMMERCIAL VACANT BUILDINGS/LOTS REGISTRY

(B) INACTIVE STOREFRONTS STANDARDS FOR CBD

2. STOREFRONT ACTIVATION INCENTIVE PROGRAM

3. VACANCY TAX

4. ENFORCE EXISTING BLIGHT AND AESTHETIC STANDARDS

5. TEMPORARY USE AUTHORIZATION & FLEXIBILITY

1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

PURPOSE OF THE CVBL

- Keep commercial areas vibrant, safe, and attractive
- Address blight, vandalism, and public safety risks
- Encourage reuse of vacant properties
- Support business attraction and revitalization

1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

APPLICABILITY

- It is within the Commercial Zone in Fort Bragg AND
- Vacant or unused for (90+ days) AND
- Properties with clear signs of neglect AND
(disconnected utilities, overgrown vegetation, graffiti, uncollected mail, junk visible from the storefront, broken windows)
- Mixed-use properties (commercial units only)
- Vacant lots are also included if they have no active use or exhibit similar signs of neglect

1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

REQUIREMENT

The program emphasizes education, but for properties that remain non-compliant

- Registration with the City
- Annual Registration fees: \$150 (buildings) \$100 (lots)
- Monthly Monitoring fees: \$150 (if applicable)
- Post Visible signage with owner/manager contact information (no trespassing, contact information, status)
- Monthly inspections and reporting
- Secure property from trespassers
- Ongoing Maintenance of Buildings and grounds

1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

Vacant & Inactive Commercial Properties – CVBL Program

Vacant Commercial Buildings

\$100 annual registration fee

\$150/month monitoring fee (per building)

Vacant Commercial Lots

\$100 annual registration fee

\$80/month monitoring fee (per lot)



1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

MAINTENANCE REQUIREMENTS

Exterior

- Landscaping maintained, weeds removed, sidewalks clean.
- Trash/debris removed promptly; graffiti abated.
- Structural integrity preserved (paint, roof, gutters, windows, stairs, etc.)

Interior

- Secure from unauthorized entry and weather damage.
- Garbage removed; pests controlled.
- Smoke and carbon monoxide detectors installed.
- Compliant with all City and building codes.

1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

SIGNAGE REQUIREMENTS

- “No Trespassing” Sign — Must meet City standards and comply with California Penal Code § 602 for enforcement purposes.
- Contact Information — Must list the property owner’s or authorized local agent’s name
- Property Status Signage — Must clearly state the property’s status, such as: • “UNDER MAINTENANCE — NOT AVAILABLE FOR SALE, LEASE, OR RENT,” or • “AVAILABLE — FOR SALE/LEASE/RENT” (if the property is actively being marketed).

Not requiring property owners to advertise availability unless they are actively marketing the property.



1.COMMERCIAL VACANT BUILDINGS/LOTS (CVBL)

OWNERS OUTSIDE MENDOCINO COUNTY

- Must hire a local agent/service provider for inspections, maintenance, and reporting,
- Contract evidence must be submitted to the City,
- Owner/agent must be available 24/7 and respond within 2 hours to complaints, and
- Owner remains responsible for compliance.

RELIEF FROM CVBL REQUIREMENTS

Owners may request relief if:

- Property is in full compliance as of the ordinance's effective date,
- Violations are corrected within the compliance period,
- No violations for 12 months or at least 75% of the property is occupied for 6 months, and
- Monitoring fee may be waived for active permits or code-compliant, marketed properties.

Policy Options – Registration Requirements

Option A: Mandatory Registration for all Vacant Properties

- All vacant commercial buildings and lots must register within 90 days of vacancy.
- Ensures comprehensive tracking of all vacant properties.
- Provides a clear and consistent registry for Code Enforcement and Economic Development.
- Monitoring fees may still be waived if:
 - Property has an active building permit with ongoing work, or
 - Property is code-compliant and actively marketed

Option B: Registration Triggered by Non-Compliance

- Only vacant commercial properties that fall into non-compliance (e.g., blight, nuisance, unsecured access) must register.
- Well-maintained properties are not required to register until an issue arises.
- Annual registration and monitoring fees apply only once a property is required to register.
- Fee Waivers Available if:
 1. Active building permit with ongoing work.
 2. Property is code-compliant and actively marketed.
 3. City verifies ongoing compliance after inspection.

Vacant Property Registries- Comparison

City	Mandatory Registration?	Vacancy Threshold	Registration Fee	Key Notes
Willits	✓ Yes	90 days	\$100 (Year 1); \$200 (Year 2); \$1,000 (Year 3); \$2,000 (Year 4+)	Fees escalate with each year of vacancy
Ukiah	✓ Yes	Broad (abandoned or distressed)	Fee set annually by Council resolution (not publicly specified)	Applies to most vacant or abandoned properties
Clearlake	✓ Yes	30 days + register within 10 days	Initial: \$100 + \$12.50/month until renewal; Renewal: \$250 + \$200/month monitoring	Requires monthly inspections & signage
Fort Bragg	✓ Yes	90 days	\$100 annual registration + \$150/month monitoring (proposed, set by resolution)	Requires monthly inspections & signage

1.B. INACTIVE STOREFRONT STANDARDS - CBD

Inactive Storefront Standards (Central Business District)

- Ground-floor unit closed to public for >50% of normal business hours over 60 consecutive days
- Applies without an approved Temporary Closure Plan

Temporary Closure Plan

- Required for closures of 30+ days
- Must include: reason for closure, anticipated reopening date, contact information

MAINTENANCE REQUIREMENTS

WINDOWS: MAINTAINED, GRAFFITI/CLUTTER-FREE, NO BROKEN GLASS

ADEQUATE LIGHTING AT STOREFRONT

SIDEWALKS/ENTRYWAYS: CLEAN, SAFE, ACCESSIBLE

PROMINENT SIGNAGE: REASON FOR CLOSURE & REOPENING DATE

1.B. INACTIVE STOREFRONT STANDARDS - CBD

Temporary Activation (Encouraged)

- Pop-up retail/dining
- Art displays, student projects
- Nonprofit programming
- Rotating vendor markets

Transition to VBLC Program

- Inactivity >6 months without approved plan or activation = classified as Vacant Commercial Property
- Subject to registration, maintenance, and monitoring fees

1.B. INACTIVE STOREFRONT STANDARDS - CBD

Committee Direction

Staff requests the Committee's input on whether Inactive Storefronts in the Central Business District should be addressed within the CVBL Program. Specifically:

- If storefronts remain inactive for more than six months without an approved plan or activation, should they be classified as vacant and subject to registration, monitoring, and maintenance requirements?

2. STOREFRONT ACTIVATION INCENTIVE PROGRAM

Storefront Activation Incentive Program – Tools & Incentives

- Fee Waivers/Reductions

Waive monitoring fees for approved temporary activations.

- Mini-Grants & Stipends

Small grants for pop-ups, art installations, and nonprofit programming.

- Fast-Track Permitting

Simplified process for short-term use approvals.

- City Partnerships

Match property owners with local artists, students, and small businesses.

- Recognition & Promotion

Spotlight activated storefronts through City marketing and events.

2. STOREFRONT ACTIVATION INCENTIVE PROGRAM

Examples of Temporary Activation Uses

- **Art installations or student projects** – rotating exhibits in vacant storefronts that showcase local talent, improve street appeal, and deter vandalism.
- **Pop-up events or retail** – short-term leases for seasonal businesses, specialty markets, or product launches.
- **Nonprofit incubators** – temporary space for local nonprofits to provide services or host workshops.
- **Rotating vendor marketplaces** – indoor micro-retail spaces for multiple vendors sharing a location.
- **Community information centers** – providing updates on City projects, local events, and small business resources.
- **Short-term cultural uses** – such as live performances, reading rooms, or art workshops in unused commercial spaces.

2. STOREFRONT ACTIVATION INCENTIVE PROGRAM

Implementation Considerations:

- Establish a streamlined, low-fee permit process for temporary uses, consider modifying the Limited Term Permit program to allow longer term temporary uses (e.g., 90–180 days) for retail storefront activation in the downtown.
- Provide small activation grants or matching funds for basic improvements like the Cascade Improvement Grant (lighting, display setup).
- Create a City-managed activation roster of artists, nonprofits, and small business applicants that could be interested in occupying space when vacancies arise. By making it easier and more attractive to temporarily activate vacant properties, the City can ensure that no storefront sits idle without contributing to downtown’s energy and appeal.

3. VACANCY TAX

Purpose:

- Evaluate whether a tax on long-term vacant properties could encourage property activation.
- Ensure vacant commercial properties contribute to the community if left idle.

Potential Features:

- Applicability: Commercial properties vacant beyond 6–12 months.
- Exemptions:
 - Properties under active renovation permits.
 - Properties actively marketed and code-compliant.
 - Non-rentable spaces due to zoning/building restrictions.
- Revenue Use: Dedicated to downtown revitalization, economic development, and public safety.

3. VACANCY TAX

Committee Direction

? SHOULD STAFF PURSUE FURTHER RESEARCH AND RETURN WITH OPTIONS FOR A VACANCY TAX ORDINANCE IN FORT BRAGG?

Next steps:

- Staff study to assess feasibility and structure.
- Review best practices from other California cities (e.g., San Francisco, Berkeley, Oakland).
- Return to Committee with recommendations and fiscal impacts.

4. ENFORCE EXISTING BLIGHT AND AESTHETIC STANDARDS

Background

- Fort Bragg already has Municipal Code provisions addressing property maintenance, blight, and aesthetic standards.
- Enforcement has historically been complaint-driven and limited by staffing.
- Aligning the Vacancy Registry Program with existing enforcement tools could strengthen accountability and improve downtown vitality.

Examples of Standards:

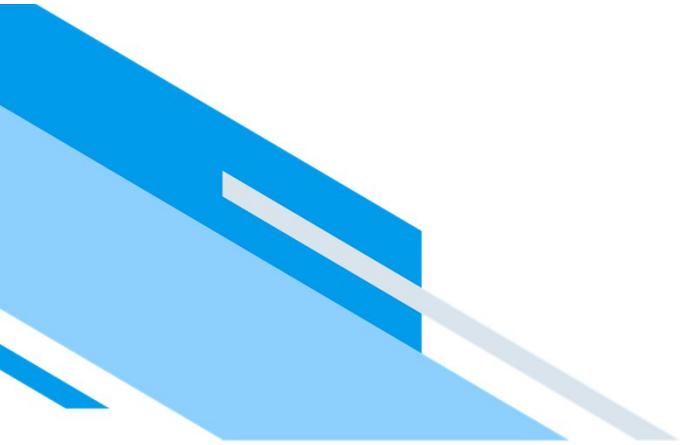
- Removal of graffiti, trash, and weeds.
- Boarding/securing broken windows and doors.
- Maintaining landscaping and exterior paint.
- Ensuring signage is not dilapidated or misleading.

4. ENFORCE EXISTING BLIGHT AND AESTHETIC STANDARDS

Committee Direction

? **Should staff increase enforcement of existing blight and aesthetic standards by:**

1. Integrating enforcement into the Vacancy Registry Program, or



QUESTIONS & FEEDBACK



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 25-348

Agenda Date: 8/18/2025

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3B.

Receive Report, Discuss, and Consider Making a Recommendation to City Council on Adopting an Ordinance Establishing Entertainment Zones and Approval of Management Plan



CITY COUNCIL STAFF REPORT

TO: Community Development Committee

DATE: August 18, 2025

DEPARTMENT: City Manager's Office

PREPARED BY: Isaac Whippy, City Manager

PRESENTER: Isaac Whippy, City Manager

AGENDA TITLE: Receive Report, Discuss, and Consider Making Recommendation to the City Council to Approve an Ordinance Establishing Entertainment Zones and Approval of a Management Plan

RECOMMENDATION

1. Staff recommends making a Recommendation to the City Council to consider approving an Ordinance adding to the Fort Bragg Municipal Code establishing and regulating Entertainment Zones in accordance with SB 969 (2024).
2. Approve a Resolution adopting the Entertainment Zone Management Plan Template to guide implementation, compliance, and public safety.

The California Alcoholic Beverage Control Act (Bus. & Prof. Code §23000 et seq.) regulates the sale and consumption of alcoholic beverages and is administered by the Department of Alcoholic Beverage Control (ABC). The Act authorizes businesses to obtain on-sale, off-sale, or combined licenses and prohibits public consumption except where expressly permitted.

In 2023, SB 76 allowed the City and County of San Francisco to establish "Entertainment Zones (EZ)," permitting open container consumption in defined public areas during special events. Building on that pilot, the State Legislature adopted SB 969 in 2024, authorizing all California cities and counties to create Entertainment Zones, subject to public safety conditions and ABC compliance.

Key requirements of SB 969 include:

- Only licensed establishments within a Zone may sell alcohol for public consumption.
- Alcohol must be served in non-glass, non-metal containers.
- No alcohol deliveries to consumers are allowed in the Zone.
- Cities must consult with law enforcement prior to designation.

AGENDA ITEM NO. 3B

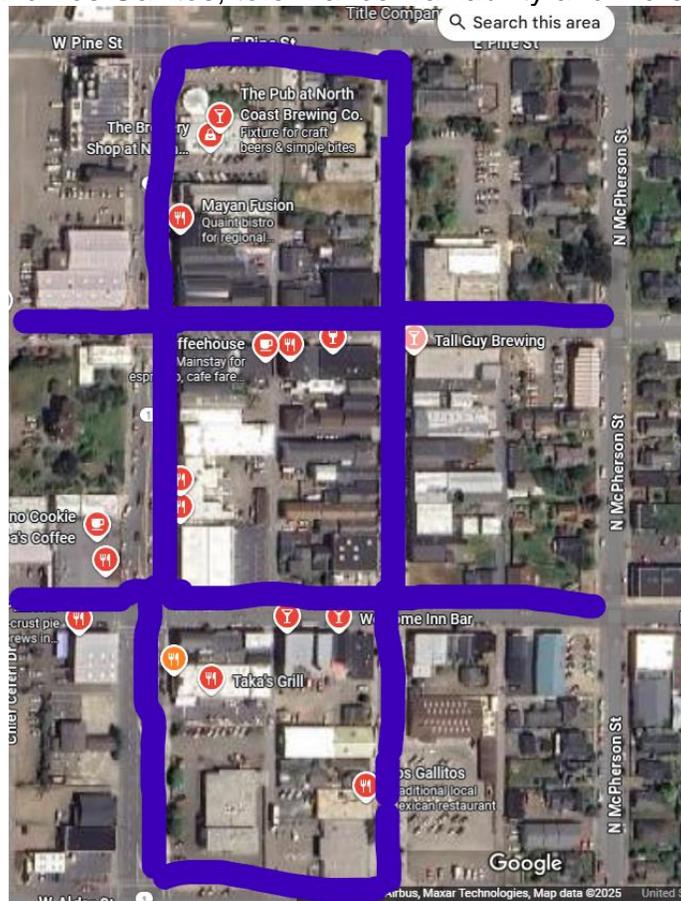
DISCUSSION

The proposed Entertainment Zone Ordinance would allow the City to designate limited areas where patrons may consume alcohol in public during City-approved events under controlled conditions.

Initial Zone Location:

The proposed Entertainment Zone is contemplated to encompass the core of Fort Bragg's Central Business District, including the 300 and 400 blocks of Franklin Street, Laurel Street, Redwood Avenue, and adjacent cross streets extending from Pine Street to Oak Street, including the Downtown Plaza. This area is already a focal point for major City events such as the Magic Market, Blues Festival, First Friday's, Whale Festival, and Paul Bunyan Days. However, the ordinance will allow the City Council to modify, expand or establish a different zone at any time, by Resolution.

The downtown business district zone is strategically aligned with nearby alcohol-serving establishments, including Tall Guy Brewery, Cucina Verona, Sip Wine Bar, Welcome Inn, Golden West, Piaci, and Los Gallitos, to enhance walkability and increase foot traffic



during special events.
Proposed EZ Zone

Map of the

Operational Requirements:

1. A City-issued Special Event Permit would be required for each activation; there would be no standing right to operate.
2. The zone would only be operational during defined hours (e.g., Fridays 12–9 PM; Saturdays 12–9 PM; Sundays 12-9 pm; and City-approved events).
3. All boundaries would be clearly marked with signage, barriers, and staff checkpoints.
4. Only non-glass and non-metal containers would be permissible; branded wristbands or cups may be required for age verification.
5. ABC compliance measures, including “direct-to-Zone service” only. "Direct-to-Zone service" refers to the requirement that alcoholic beverages must be served directly from a licensed premise into the designated EZ—not elsewhere.
6. Security and post-event cleanup plans would be tailored to each event.

LAW ENFORCEMENT COORDINATION

The Fort Bragg Police Department supports a pilot Entertainment Zone with clear boundaries, time limits, and operator accountability. Concerns regarding overconsumption and youth access will be mitigated through:

- Wrist banding for age verification,
- Mobile barriers for temporary street closures,
- Security staffing plans if needed, and real-time contact for each event, and
- Bi-annual public safety review in coordination with FBPD.

ENTERTAINMENT ZONE MANAGEMENT PLAN TEMPLATE

The accompanying Management Plan Template would be used for all events activating an Entertainment Zone. Required elements include:

- Zone Lead and 24/7 contact,
- Security if needed, sanitation, and ABC compliance plans,
- Public notifications and signage, and
- Incident reporting to FBPD within 24 hours.

COMMUNITY ENGAGEMENT

In early 2025, the City of Fort Bragg conducted a public survey to evaluate community sentiment regarding the establishment of an Entertainment Zone (EZ) within the Central Business District. Over 40 responses were received, with 92% of respondents identifying as downtown residents, business owners, or frequent patrons.

Key survey results include:

- 55% of respondents expressed support for the creation of a designated Entertainment Zone for events such as *First Friday*, *Magic Market*, and *summer festivals*.
- An additional 22% were undecided or wanted more information.
- 15% opposed the idea, citing concerns related to public safety, preserving a family-friendly downtown atmosphere, and potential litter issues.

The majority of respondents favored the following operational parameters:

- Limit Entertainment Zone use to evenings and weekends.
- Ensure clearly marked boundaries and visible supervision during events.
- Implement age verification, sanitation protocols, and trash management measures.

In addition to the survey, staff met with the Business Roundtable to discuss the proposal and received support and feedback from local business owners and event organizers, which has been incorporated into the draft ordinance to ensure that it reflects community values and priorities. Input gathered during these conversations helped shape the proposed boundaries, safety protocols, and implementation strategies.

ENVIRONMENTAL REVIEW

The ordinance is exempt from CEQA under:

- **§15061(b)(3)** – It can be seen with certainty that there is no potential for significant environmental impact because the permitted activity is only temporary in nature.
- **§15301(c)** – Operation or licensing of existing public rights-of-way involving negligible or no expansion of existing use because zones are limited to a few streets in the Central Business District (see page 2 map)

FISCAL IMPACT

- This ordinance would have minimal impact to the General Fund, as oversight and implementation would be provided by existing staff
- Event organizers will be responsible for costs related to signage, barriers, and compliance.
- The City could achieve cost recovery via sponsorships and/or permitting fees.

FINDINGS

1. The ordinance is consistent with the City’s General Plan as it would support economic development, cultural events, and community use of public space.
2. The ordinance would not result in risks to public health or safety as all events would be City-approved events with built-in revocation authority.
3. The downtown area is physically suitable for an entertainment zone because it is an established community downtown with existing restaurants, bars, parking and other features which will make these activities safe and advantages to the business community.

ATTACHMENTS

1. Resolution No. 25-XXX – Approving Management Plan Template
2. Ordinance No. 25-XXX – Adding Chapter 5.06: Entertainment Zones
3. Entertainment Zone Management Plan Template
4. Summary of Community Survey Results
5. ABC EZ Participation Requirements

CONSISTENCY

The establishment of an Entertainment Zone is consistent with the following adopted policies and strategic priorities of the City of Fort Bragg:

- 2024–2028 Strategic Plan Goals:
 - *Economic Vitality*: Supports local business recovery and growth by increasing foot traffic and spending in the downtown area.
 - *Vibrant Downtown*: Aligns with efforts to create a more engaging and family-friendly downtown environment through expanded events and placemaking strategies.
 - *Tourism Development*: Enhances visitor experience and supports event-based tourism that benefits the hospitality and retail sectors.
- General Plan Policy Objectives:
 - Encourages land uses and programs that promote walkable, active commercial districts.
 - Supports community events and outdoor public space utilization for cultural and economic benefit.
- Downtown Revitalization Priorities:
 - Builds on existing activation efforts such as the Blues Festival, First Fridays, and the Magic Market by providing tools to increase downtown engagement.
 - Strengthens coordination between City-sponsored events and adjacent businesses through structured alcohol service and safety plans.

IMPLEMENTATION/TIMEFRAMES:

1. City Council considers adopting the ordinance to allow for entertainment zones (Aug 25th).
2. Submit notice to ABC with zone boundaries and compliance documentation (Sept).
3. Finalize zone signage, safety equipment, and branded containers (Sept).
4. Conduct coordination meeting with FBPD, Visit Fort Bragg, and participating businesses October 2025 (Sept).
5. Soft launch of pilot zone during select fall events (e.g., First Friday, Longest Table).
6. Gather community and business feedback on zone operations (December 2025)
7. Review pilot implementation with FBPD and stakeholders (Dec/Jan)
8. Recommend adjustments and identify possible expansion areas for (April 2026)

NOTIFICATIONS

Community Development

Economic Development

Downtown Business

AN ORDINANCE OF THE CITY OF FORT BRAGG ADDING CHAPTER 5.06 TO THE FORT BRAGG MUNICIPAL CODE TO ESTABLISH ENTERTAINMENT ZONES

ORDINANCE NO. XXX-2025

WHEREAS, Senate Bill 969 (SB 969), signed into law in 2024, authorizes cities and counties in California to establish "Entertainment Zones" in which patrons may consume alcoholic beverages in the public right-of-way under specified conditions; and

WHEREAS, the City of Fort Bragg seeks to activate its downtown core, enhance community events, and support small businesses by allowing for regulated outdoor consumption of alcoholic beverages during City-approved special events; and

WHEREAS, the Department of Alcoholic Beverage Control (ABC) requires cities establishing Entertainment Zones to adhere to certain requirements, including consultation with law enforcement and ongoing review to ensure public safety; and

WHEREAS, the City Council finds that this ordinance is consistent with the City's General Plan, Strategic Plan, and Economic Development goals.

WHEREAS, the City Council finds and declares:

1. The ordinance is consistent with the City's General Plan as it would support economic development, cultural events, and community use of public space.
2. The ordinance would not result in risks to public health or safety as all events would be City-approved events with built-in revocation authority.
3. The downtown area is physically suitable for an entertainment zone because it is an established community downtown with existing restaurants, bars, parking and other features which will make these activities safe and advantages to the business community.
4. Approval of this Ordinance is categorically exempt from CEQA because:
 - a. It can be seen with certainty that there is no potential for significant environmental impact because the permitted activity is only temporary in nature. Exemption 15061(b)(3), and
 - b. It involves the operation or licensing of existing public rights-of-way involving negligible or no expansion of existing use because zones are limited to a few streets in the Central Business District. Exemption 15301(c).
- 5.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF FORT BRAGG DOES FIND, DETERMINE, AND ORDAIN AS FOLLOWS:

Section 1. The Recitals set forth above are true and correct and incorporated herein as findings.

Section 2. Chapter 5.06 titled “Entertainment Zones” is hereby added to Title 5 “Business Licenses and Regulation” of the Fort Bragg Municipal Code as follows:

Chapter 05.06 – Entertainment Zones

- 05.06.50.010 – Purpose and Intent
- 05.06.020 – Definitions
- 05.06.030 – Establishment of Entertainment Zones
- 05.06.040 – ABC Compliance
- 05.06.050 – Management Plan Requirement
- 05.06.060 – Law Enforcement and Review
- 05.06.070 – Violations and Enforcement

05.06.010 – PURPOSE AND INTENT

This chapter establishes Entertainment Zones pursuant to the authority granted under California Business & Professions Code § 25623, as amended by SB 969. The purpose is to promote economic development, enhance community events, and allow the regulated consumption of alcoholic beverages in designated public areas during approved special events.

05.06.020 – DEFINITIONS

For the purposes of this chapter:

- A. “*Entertainment Zone*” or “*Zone*” means an area designated by resolution of the City Council where alcoholic beverages may be consumed in public rights-of-way during approved events.
- B. “*Licensed Premises*” refers to an establishment licensed by ABC for the sale of alcoholic beverages for on-site or off-site consumption.
- C. “*Zone Operator*” means the person or entity designated in the Entertainment Zone Management Plan responsible for compliance with this chapter and all applicable laws.
- D. “*Open Container*” refers to any unsealed alcoholic beverage container in a non-glass, non-metal cup or receptacle.

05.06.030 – ESTABLISHMENT OF ENTERTAINMENT ZONES

- A. The City Council may, by resolution, establish Entertainment Zones. The resolution shall specify:
 - 1. Geographic boundaries of the Zone;
 - 2. Authorized hours and days of operation;
 - 3. Types of alcoholic beverages permitted;
 - 4. Container requirements;
 - 5. Identification mechanisms (e.g., wristbands, stamps) for verifying age compliance;
 - 6. Special conditions or limitations deemed necessary for public health and safety.
- B. Entertainment Zones shall only be active during City-authorized special events with an approved Special Event Permit.

- C. Changes or alternative designated zones, boundaries, hours, or requirements may be adopted by future City Council resolution without amending this ordinance.

05.06.040 – CONTROLS AND COMPLIANCE

- A. Only ABC-Licensed Premises located within the boundaries of an Entertainment Zone may sell alcoholic beverages for off-site consumption in the Zone, subject to compliance with the following:
 - a. The type of alcohol provided for consumption in the Zone is authorized by the Resolution establishing the Zone.
 - b. Alcohol provided for consumption in the Zone may only be served in non-glass, non-metal containers.
 - c. Deliveries of alcoholic beverages to consumers located within the Entertainment Zone are prohibited, unless the delivery is made to a licensed private business or residential address within the Zone.
 - d. Patrons with Open Containers must exit Licensed Premises directly into the Entertainment Zone. Alcoholic beverages may not be consumed outside the designated boundaries or during unauthorized hours.
- B. The Zone Operator shall be responsible for implementation of the measures outlined in the approved Management Plan submitted pursuant to Section 05.06.050.

05.06.050 – MANAGEMENT PLAN REQUIREMENT

- A. An approved Entertainment Zone Management Plan shall be required for each event and shall include:
 - 1. Zone Operator designation with 24/7 contact;
 - 2. Security and public safety plan (subject to FBPD review);
 - 3. Trash and cleanup plan;
 - 4. Boundary markings (signage, fencing, decals);
 - 5. Procedures for age verification;
 - 6. ABC compliance protocol;
 - 7. Incident reporting procedures.
- B. No alcohol consumption may occur within an Entertainment Zone without a City-approved Management Plan.
- C. The Management Plan is subject to review and approval of the City Manager or designee.

05.06.60 – LAW ENFORCEMENT AND REVIEW

- A. Prior to establishing or renewing any Entertainment Zone, the Fort Bragg Police Department shall review the proposed Zone and Management Plan regarding: public safety concerns, mitigation strategies, and proposed boundaries, hours, and event types.
- B. Every two years, unless requested sooner by the Chief of Police, the City shall review the operation and impacts of each established Entertainment Zone in consultation with FBPD. Reports may be provided to ABC upon request.

05.06.70 – VIOLATIONS AND ENFORCEMENT

- A. Any violation of this chapter or the approved Management Plan is subject to administrative penalties.
- B. The City reserves the right to suspend or revoke the use of an Entertainment Zone at any time if deemed necessary to protect public health and safety.

Section 3. Severability. If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of the Ordinance. The City Council of the City of Fort Bragg hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that one or more sections, subsections, sentences, clauses or phrases may be held invalid or unconstitutional.

Section 4. Effective Date and Publication. This ordinance shall be in full force and effect from and after thirty (30) days after the date of its passage. Within fifteen (15) days after the passage of this Ordinance, the City Clerk shall cause a summary of said Ordinance to be published as provided in Government Code §36933, in a newspaper of general circulation published and circulated in the City of Fort Bragg, along with the names of the City Council voting for and against its passage.

The foregoing Ordinance was introduced by Councilmember _____ at a regular meeting of the City Council of the City of Fort Bragg held on August 25, 2025 and adopted at a regular meeting of the City of Fort Bragg held on _____, 2025, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:

Jason Godeke
Mayor

ATTEST:

Diana Paoli
City Clerk

PUBLISH: DATE, 2025 and _____ (by summary).

City of Fort Bragg

Entertainment Zone Management Plan

To be completed and submitted as part of the Limited Term Permit application

1. Event Information

Event Name: _____ Event Date(s): _____

Event Hours (Start – End): _____ Location / Zone Area: _____

Event Organizer / Organization: _____

Contact Name & Phone: _____ Email Address: _____

2. Zone Operator Designation

Zone Operator Name: _____ Cell Phone (24/7 Access): _____

Zone Operator Required Duties:

- Act as point of contact for City and emergency personnel
- Be familiar with and ensure compliance with EZ regulations and event-specific conditions
- Coordinate set-up, supervision, and breakdown

3. Alcohol Sales & Service

List of Participating Alcohol Vendors: _____

Type of Alcohol Allowed (e.g., Beer, Wine, Spirits) _____

ABC License Numbers: _____

4. Age Verification & Beverage Controls

- Wristband Required for 21+ Participants? Yes No
- Compostable Cups Used? Yes No
- Designated Alcohol Service Areas Marked? Yes No
- Alcohol Only Served by ABC-Licensed Vendors? Yes No
- Prohibited Containers Enforced? (No glass or metal) Yes No
- Will “No Alcohol Beyond This Point” signage be posted at all exits? Yes No
- Will perimeter be marked with barriers or fencing? Yes No

5. Zone Boundaries & Signage

Attach a detailed site map showing:

- Zone perimeter
- Entry/exit points
- Vendor locations
- Restrooms, trash/recycling, stage areas

6. Security & Public Safety

Security Firm (if applicable): _____ # of Security Personnel: _____

- FBPD Coordination Confirmed? Yes No
- First Aid / EMS Available On-Site? Yes No

Attach:

- Security staffing plan if needed
- Crowd control measures if needed
- Emergency response protocol

7. Sanitation & Waste Management

- Trash/Recycling Stations Provided? Yes No
- Restroom Facilities Available? Yes No
- Post-Event Cleanup Plan: _____
- Cleanup Contractor (if applicable): _____

8. Community Notification & Access

- Nearby Businesses Notified of Event? Yes No
- ADA Accessibility Ensured? Yes No
- Noise or Street Closure Impacts Mitigated? Yes No

9. Incident Reporting & Enforcement

All incidents involving safety, alcohol violations, or disruptions must be:

- Reported to FBPD within 24 hours
- Documented in an Incident Log

10. Special Event Procedures (include any additional event management procedures)

11. Acknowledgment & Signature

I certify that I have read and understand the requirements for operating within the Entertainment Zone and will ensure full compliance with the Fort Bragg Municipal Code, ABC regulations, and all event-specific conditions.

Signature of Organizer / Zone Lead: _____ Date: _____

Reserved for City Use Only

Management Plan Reviewed and Approved By: _____ **Date:** _____

Special Conditions _____

RESOLUTION NO. xxxx-2025

RESOLUTION OF THE FORT BRAGG COMMUNITY DEVELOPMENT COMMITTEE APPROVING A MANAGEMENT PLAN TEMPLATE FOR THE IMPLEMENTATION OF AN ENTERTAINMENT ZONE

WHEREAS, the California Legislature adopted Senate Bill 969 (SB 969) in 2024, which allows cities and counties to establish designated “Entertainment Zones” where alcoholic beverages may be consumed in public rights-of-way during approved events, subject to local regulation and Alcoholic Beverage Control (ABC) requirements; and

WHEREAS, the City of Fort Bragg seeks to activate and revitalize its Central Business District through permitted special events that promote economic vitality, community gathering, and tourism; and

WHEREAS, the City Council is considering the adoption of Ordinance No. 2025-XX, adding Chapter 5.06 to the Fort Bragg Municipal Code, authorizing the establishment and regulation of Entertainment Zones; and

WHEREAS, Chapter 5.06 once implemented requires a Management Plan to ensure the safe, orderly, and compliant activation of Entertainment Zones in accordance with state law and local requirements; and

WHEREAS, City staff has developed an Entertainment Zone Management Plan Template to be used by applicants as part of the City’s Limited Term Permit process, ensuring consistency, accountability, and coordination with the Fort Bragg Police Department and other public agencies; and

WHEREAS, the Management Plan Template outlines operational requirements related to zone boundaries, alcohol sales, ABC compliance, age verification, sanitation, public safety, and post-event reporting, as informed by community feedback and law enforcement recommendations.

NOW, THEREFORE, THE FORT BRAGG COMMUNITY DEVELOPMENT COMMITTEE FINDS, DETERMINES, AND RESOLVED AS FOLLOWS:

1. The Recitals set forth above are true and correct and incorporated herein as findings.
2. The Committee recommends the City Council approve Ordinance 2025-XX adding Chapter 5.06 to the Fort Bragg Municipal Codee authorizing the establishment and regulation of Entertainment Zones.

3. The City Council of the City of Fort Bragg hereby approves the Entertainment Zone Management Plan Template, attached as *Exhibit A*, to guide the review and permitting of future Entertainment Zone activations.
4. The City Manager or designee is authorized to approve the Management Plan for each individual activation and to update or impose such additional conditions as necessary to improve clarity, incorporate future state or local regulatory changes, or respond to operational feedback from City departments, event organizers, or the public.

The above and foregoing Resolution was introduced by _____, seconded by _____, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 26th day of August, 2025, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:

JASON GODEKE
Mayor

ATTEST:

Diana Paoli
City Clerk

Fort Bragg Entertainment Zone – Frequently Asked Questions (FAQ)

1. What is the Fort Bragg Entertainment Zone?

The Entertainment Zone (EZ) is an area in Fort Bragg designated by Resolution of the City Council where patrons can responsibly enjoy alcoholic beverages purchased from licensed businesses during permitted special events. The EZ is authorized under California SB 969 and established and regulated by the City of Fort Bragg and ABC.

2. Do I need to be 21 or over to enter the Entertainment Zone?

No. The EZ is open to people of all ages. However, to consume alcohol, you must:

Be 21 or older

Purchase alcohol from an authorized vendor within the EZ

Receive a wristband confirming age verification

Use a City-approved compostable, non-glass, non-metal container

3. Can I bring alcoholic drinks into or out of the Entertainment Zone?

No. Only drinks purchased from an approved EZ vendor are allowed, and must remain within the EZ boundaries. Exiting the zone with open containers of alcohol is prohibited, and signage will be posted at all exit points stating:

“No Alcohol Beyond This Point.”

4. Can I bring my own food or beverages into the EZ?

No outside drink is allowed. However, a wide selection of food and beverage options will be available from participating downtown restaurants, bars, and vendors.

5. Can I buy a drink from one place and consume it in another?

Only beverages purchased from authorized vendors within the EZ may be consumed in:

The public right-of-way inside the EZ

The establishment from which it was purchased

You may not bring alcohol from one business into another business.

6. What hours will the Entertainment Zone operate?

Hours vary by event but are generally limited to:

Fridays: 12 PM – 9 PM

Saturdays: 12 PM – 9 PM

Sunday 12 PM-9 PM

Special festival hours may be approved by the City. All operations outside of these hours are prohibited.

7. Where is the Entertainment Zone located?

The initial pilot area includes:

300 & 400 Blocks of Franklin Street

Laurel Street

Redwood Avenue

The Downtown Plaza

Additional zones may be considered by City Council in the future.

8. Can I have alcohol delivered to me while I'm in the EZ?

No. Alcohol delivery to people in public areas of the EZ is prohibited. Deliveries may only be made to residential or business addresses within the Zone.

9. Will there be security or enforcement?

Yes. Each EZ event requires:

City review and approval

A designated Zone Operator responsible for compliance with applicable state and local regulations.

Security personnel if needed

Public safety plans reviewed by Fort Bragg Police Department (FBPD)

Police will enforce underage drinking, overconsumption, and other violations per state and local law.

10. How will trash and cleanup be managed?

Event organizers are required to submit a Sanitation Plan as part of their Entertainment Zone Management Plan. This includes:

Litter control

Post-event cleanup

Compostable service ware

11. Do I need a permit to hold an event in the EZ?

Yes. A Limited Term Permit is required for each EZ activation, including:

Event application and map

Management Plan (security, cleanup, signage)

Compliance with ABC and City rules

Permits are reviewed and approved by City staff.

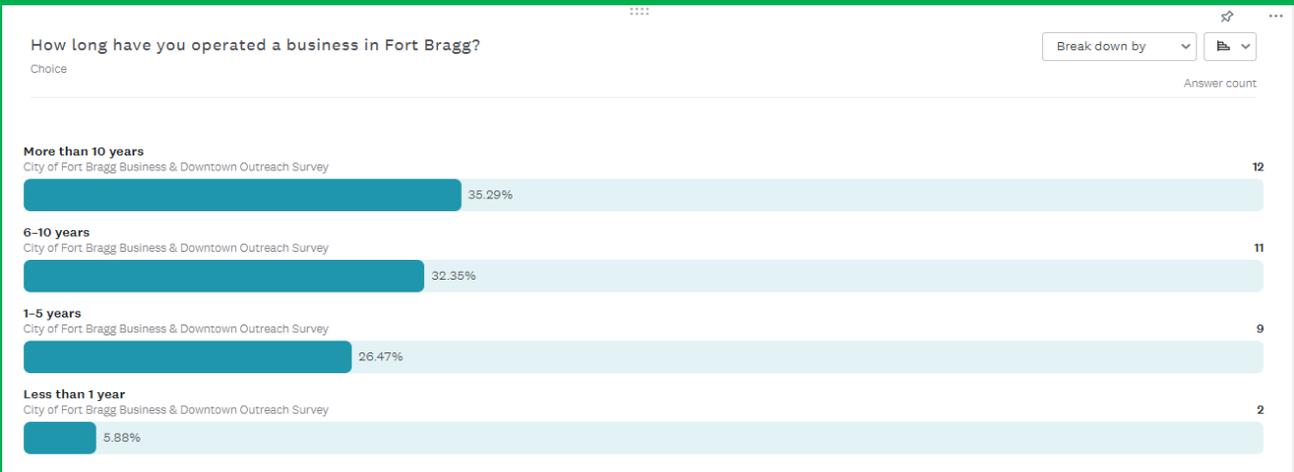
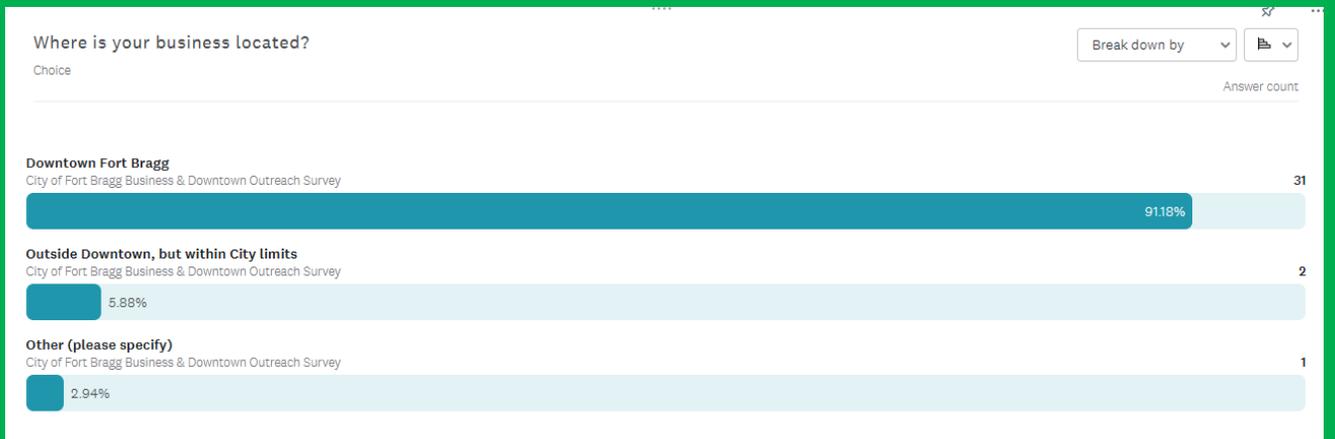
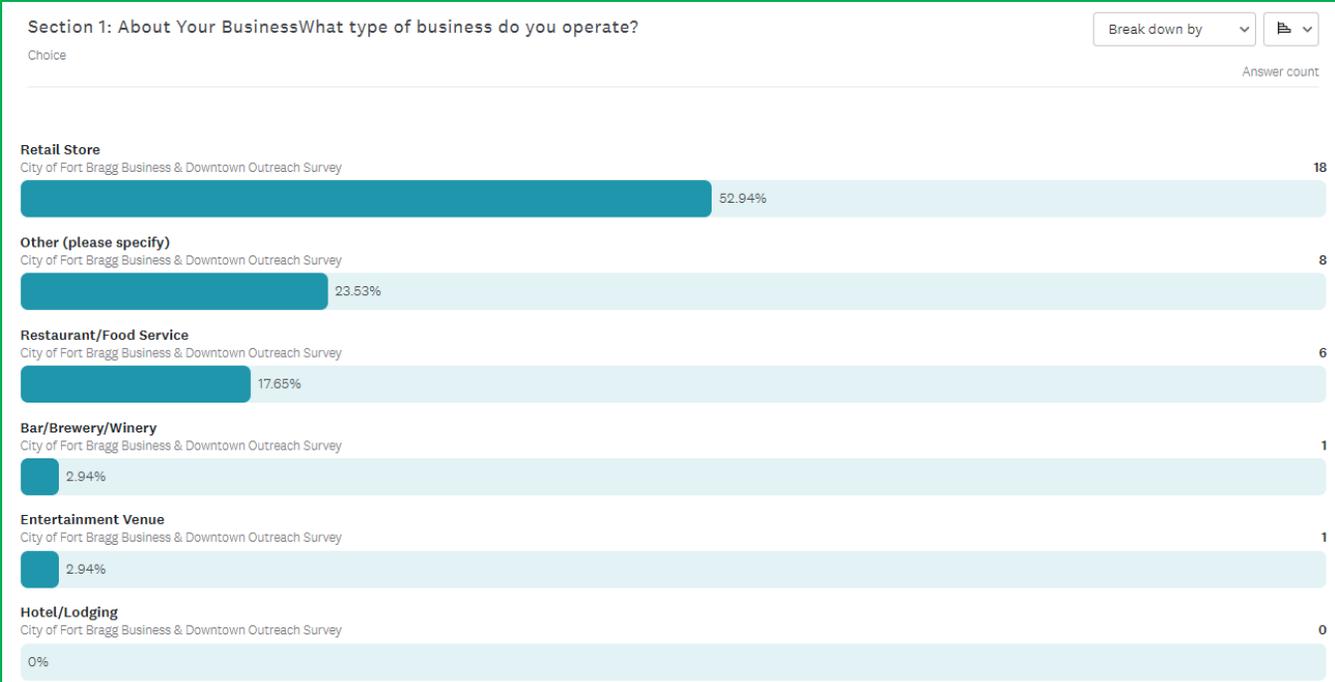
12. Is this safe for families and kids?

Yes. While only those 21+ can consume alcohol (with proper wristbands), the EZ is intended as a family-friendly space during permitted events, featuring:

Live music

Cultural performances

Art and food vendors



Section 2: Awareness & Understanding Before receiving this survey, were you aware of SB 969 and its j

Break down by

Choice

Answer count

Yes, I am familiar with it

City of Fort Bragg Business & Downtown Outreach Survey

13



No, this is new to me

City of Fort Bragg Business & Downtown Outreach Survey

11



Somewhat—I have heard about it but need more information

City of Fort Bragg Business & Downtown Outreach Survey

10



Would you like more information or a business workshop on SB 969 and entertainment zones?

Break down by

Choice

Answer count

No, I understand it well

City of Fort Bragg Business & Downtown Outreach Survey

13



Maybe, depending on the details

City of Fort Bragg Business & Downtown Outreach Survey

13



Yes

City of Fort Bragg Business & Downtown Outreach Survey

8



Section 3: Business Impacts & Concerns Do you support the creation of an entertainment zone where public alcohol consumption would ... areas?

Break down by

Choice

Answer count

Yes

City of Fort Bragg Business & Downtown Outreach Survey

20



No

City of Fort Bragg Business & Downtown Outreach Survey

8



Unsure (need more information)

City of Fort Bragg Business & Downtown Outreach Survey

6



What potential benefits do you see for your business if entertainment zones were implemented? (Select all that apply)

Break down by

Choice

Answer count

Enhanced downtown vibe and event participation

City of Fort Bragg Business & Downtown Outreach Survey

4



Increased foot traffic and tourism

City of Fort Bragg Business & Downtown Outreach Survey

3



Higher sales and revenue opportunities

City of Fort Bragg Business & Downtown Outreach Survey

2



Opportunity for more outdoor seating/service expansion

City of Fort Bragg Business & Downtown Outreach Survey

2

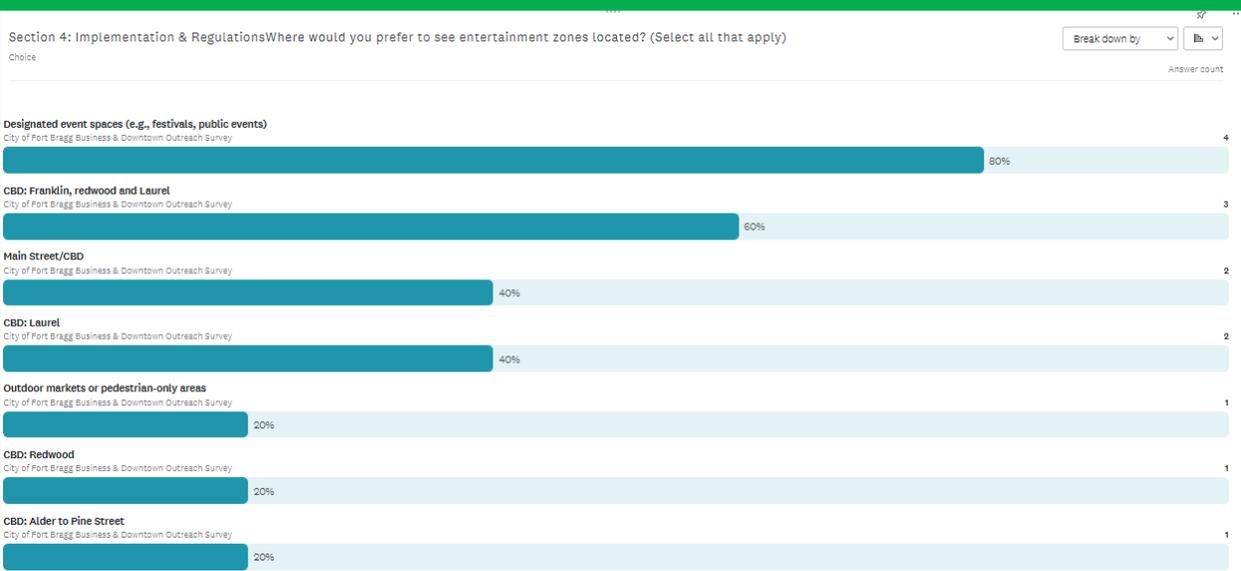
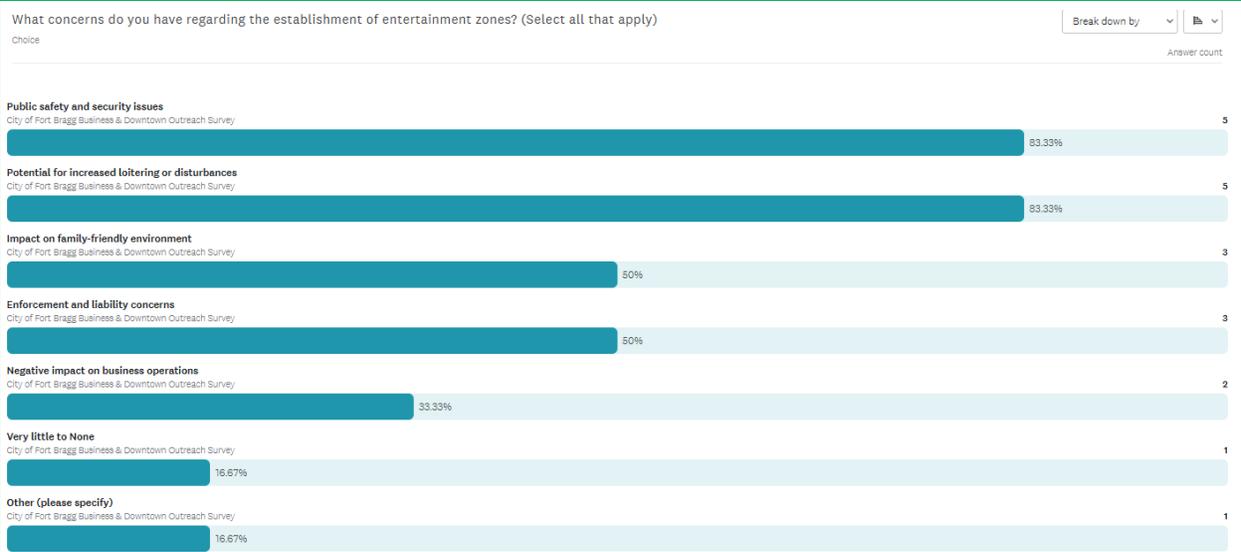


Other (please specify)

City of Fort Bragg Business & Downtown Outreach Survey

0



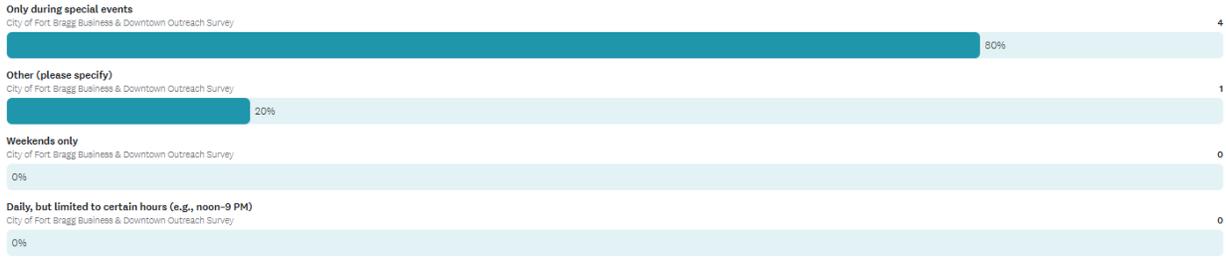


What days/times do you think alcohol consumption should be permitted in entertainment zones?

Break down by [dropdown] [dropdown]

choice

Answer count

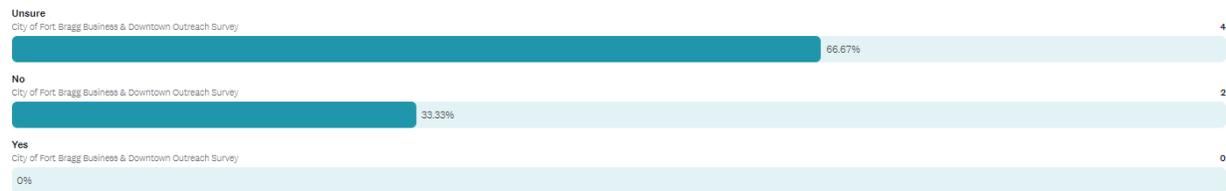


Should businesses be required to have a permit to participate in the entertainment zone program?

Break down by [dropdown] [dropdown]

choice

Answer count



Do you think the City should impose any of the following restrictions on alcohol consumption in entertainment zones? (Select all that apply)

Break down by [dropdown] [dropdown]

choice

Answer count

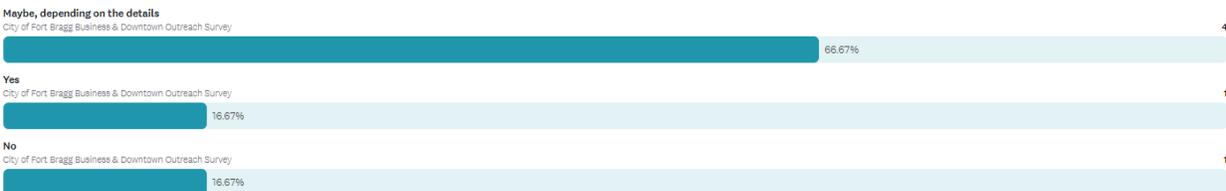


Would you be interested in attending a business roundtable or public meeting to discuss this topic further?

Break down by [dropdown] [dropdown]

choice

Answer count



Entertainment Zone Participation Requirements and Guidelines

Detailed requirements and guidelines for participating in an established entertainment zone.

Requirements

Effective January 1, 2025, amendments to existing law allow for a city, county, or city and county to enact an ordinance that creates entertainment zones within their local jurisdiction. An established entertainment zone authorizes consumption of one or more types of alcoholic beverages on public streets, sidewalks, or public rights-of-way located within the defined boundaries of the entertainment zone. Licensees who would like to participate in an established entertainment zone must meet the following requirements:

1. Must be either a licensed beer manufacturer (e.g., Type 01, 23, 75), a licensed winegrower (e.g., Type 02), or an on-sale licensee (e.g., Type 41, 42, 47, 48). The example license types provided are not inclusive of all license types that may be able to participate. You should contact your local ABC office if you have questions about your ability to participate in an established entertainment zone.
2. The licensed premises that will be participating must be located within the defined boundaries of the established entertainment zone. You should contact the local jurisdiction responsible for creating the entertainment zone if you have questions about the defined boundaries.
3. Licensees who would like to participate in an established entertainment zone must notify the department of their intent to do so on an annual basis. This can be done on-line via the department's Entertainment Zone Notification Tool.

Guidelines

1. Only those alcoholic beverages allowable by the license type and the ordinance establishing the entertainment zone may be provided to patrons for purposes of participating in the entertainment zone's privileges.
2. Patrons leaving the participating licensed premises with an open alcoholic beverage container must exit the premises directly into the established entertainment zone. Additionally, this may only occur during the days and hours allowed by the ordinance establishing the entertainment zone.
3. No alcoholic beverages purchased at a participating licensed premises may leave the premises in an open glass or metal container.
4. Delivery of alcoholic beverages to consumers within the entertainment zone by the participating licensee or a third-party delivery service is prohibited unless the delivery is to a residential building or private business that is not a licensee.

5. Participating licensees whose privileges are restricted due to operating conditions or other statutory restrictions may be prohibited from exercising entertainment zone privileges that are contrary to those operating conditions or statutory restrictions. For example, a licensee with an operating condition that limits sales and/or consumption of alcoholic beverages to 10:00 P.M. must still abide by this condition regardless of the time allowable by the established entertainment zone. However, any operating conditions on the exercise of off-sale privileges shall not apply to the removal of open alcoholic beverage containers from the participating licensed premises for consumption within the entertainment zone.

It is the participating licensee's responsibility to understand the privileges and restrictions associated with participating in an established entertainment zone. Any violations associated with a licensee's participation in an established entertainment zone may subject the licensee to disciplinary action. Before participating in an established entertainment zone, licensees should familiarize themselves with the following sections of the ABC Act: Business and Professions Code Sections 23095.5, 23357, 23358, 23396, 25690, 25691, and 25692. Licensees should also be fully aware of the privileges and restrictions associated with the ordinance that established the entertainment zone.

Public comment re-entertainment district meeting today

From Katie Turner <katieuna@hotmail.com>

Date Mon 8/18/2025 12:19 PM

To cdd <cdd@fortbraggca.gov>

Hi all,

Sorry I can't make it to the meeting to make comment.

I appreciate the city working to vitalize our downtown and enrich our community. I did participate in the survey as well. But I wanted to express my support as well as my concern about this as a business owner and community member.

While I do think for specific events this could be great. I am not in support of this also being every Friday, Sat & Sunday. Unless I am misunderstanding it looks as if this is being proposed for events and every Fri-Sunday. For events where drinks must be "kept in a zone" great, but I do not want myself or my employees to have to monitor open containers possibly walking into the shop every weekend. With teens and sober folks working downtown I don't like the idea that folks can walk around downtown with open drinks all weekend long.

I love the whalefest and wine walk but I work it because a 16 year old employee is not going to be as comfortable working with tipsy customers. Additionally, some people who work downtown are working on their sobriety and being confronted with customers drinking on the streets or trying to walk in the store with alcohol every weekend could be a problem for some that I don't think retail employees should have to be concerned about outside of special events.

So I think this could be great with clearly marked areas and clear rules about where drinks can go but I hope it won't be a regular weekend thing.

Thank you,
Katie

Get [Outlook for iOS](#)



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 25-206

Agenda Date: 8/18/2025

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 4A.

Oral Update on Installation of Trees Downtown and Citywide