



CITY OF FORT BRAGG

# MILL SITE REUSE PLAN

## Community Workshop Report



NOVEMBER, 2017

## Workshop Overview

Approximately 220 people attended the Mill Site Reuse workshops. The City held two public all day open houses with six mini workshops on September 16<sup>th</sup> and 21<sup>st</sup>. Additionally, per Mill Site Ad Hoc Committee direction, staff presented a truncated form of the workshop at the Rotary Club meeting, the Chamber of Commerce mixer and Coastal Mendocino Association of Realtors meetings.

During the workshops participants were asked to read and review a number of poster boards (Attachment 1), which:

1. Provided background information about the mill site reuse process, including the 2006 and 2012 planning process, contents of the 2012 Specific Plan, and City Council's 2006 guiding principles for reuse of the Mill Site;
2. Described what zoning does (and does not do);
3. Identified property ownership on the Mill Site;
4. Summarized development feasibility issues and identified current conditions and market constraints;
5. Discussed Mill Pond remediation, creek daylighting and a variety of other topics; and

The workshop also provided a variety of ways for people to vote and comment on various issues, including three preliminary draft Land Use Plan alternatives, derived from the 2012 Land Use Plan that was prepared by consultants for the 2012 Specific Plan. City Council, Planning Commission and the Coastal Commission all have indicated that the 2012 Specific Plan would have allowed too much development, and staff accordingly reduced the amount of development that could be accommodated in the draft Land Use Plan alternatives as follows:

1. Alternative 1 - 1/3 (33%) of the 2012 Land Use Plan
2. Alternative 2 - 1/2 (50%) of the 2012 Land Use Plan
3. Alternative 3 - 2/3 (66%) of the 2012 Land Use Plan

Workshop participants were provided with four green dots and two red dots each to vote "for" and "against" concepts, land use plans, types of housing, and types of jobs.

## Workshop Results

As illustrated in Table 1, workshop attendees identified a strong preference for a mix of housing, jobs and open space as the preferred vision for the reuse of the Mill Site. Additionally, workshop participants expressed more support for high-tech, research and development and light manufacturing jobs, and less support for visitor serving, retail, office and commercial uses on the Mill Site. In the area of housing, workshop participants expressed a strong preference for affordable small homes, cohousing, multifamily, and mixed use housing. There was relatively strong opposition to large homes and suburban style development. Overall 36% of workshop attendees preferred Alternative 1 with Alternative 2 preferred by a close 30% of workshop attendees and Alternative 3 achieving a distant 16% approval rating.



**Table 1: Mill Site Workshops & Open House - Voting Compilation**

	Percentage		Total Dots		Town Hall Workshops & Open House		CV Starr Workshops & Open House		Rotary & Chamber Mixer		Realtors
	Support	Oppose	Green	Reds	Green	Red	Green	Red	Green	Red	Green
<b>What land use do you want more of?</b>											
Open space	25%	3%	32	4	17	4	12	0	3		0
More Jobs and Business	6%	2%	7	2	1		0	2	5		1
More housing	8%	2%	10	3	4	2	0	1	4		2
A mix of housing, jobs & open space	52%	2%	66	3	27	3	13	0	19		7
			127								
<b>What kind of businesses do you prefer?</b>											
High-tech, Research & Development	26%	0%	36	0	15	0	8	0	12	0	1
Light Manufacturing - brewery, artisan, small lumber mill	26%	2%	36	3	23	0	6	2	5	1	2
Hotel Restaurants & other Visitor Serving	12%	6%	17	8	10	5	2	0	4	3	1
Retail, Office & General Commercial	4%	23%	5	32	3	14	1	10	0	8	1
			137								
<b>What types of housing do you prefer?</b>											
Single family	5%	2%	13	5	1	1	3	3	3	1	6
Affordable small homes, cohousing	32%	3%	77	6	22	0	31	6	24	0	0
Large homes and suburban	10%	20%	24	47	0	30	2	17	22	0	0
Multifamily and Mixed-use Housing	27%	1%	64	2	18	0	11	2	27	0	8
			238								
<b>Which Land Use Plan do you prefer?</b>											
Alternative 1	36%	5%	59	8	37	2	11	5	11	1	0
Alternative 2	30%	5%	49	8	14	6	20	1	12	1	3
Alternative 3	16%	8%	27	14	14	16	7	8	9	6	11
			165								
Total Attendies			220		85		50		60		25

Additionally participants at the workshop provided comments in response to two very open ended questions:

1. What matters most to you in the reuse of the Mill Site; and
2. What specific projects would you like to see on the Mill Site?

As noted in Table 2 below, a diversity of responses were received with in answer to the question: “what matters most in the reuse of the Mill Site?” At least 80 comments were made regarding open space and environmental concerns. The vast majority of these comments were focused on creek daylighting (36) and mill pond clean-up (17). Open space, restoration and eco justice were also mentioned.

**Table 2: What matters most to you in the reuse of the Mill Site?**

	CV Starr Open House & Workshop	Town Hall Open House & Workshop	Rotary Meeting	Total
<b>Open Space and Environmental Concerns</b>				
Daylight creek	6	30		36
Clean up mill site & mill pond	6	10		16
Open space & restoration	2	4	1	7
Eco justice/ Native American justice/ give back land to Tribe/ education regarding cultural genocide	1	4		5
More trails		1	2	3
Parks - bike park	1		1	2
Make green space the centerpiece of new development	1	1		2
Eliminate beach berm	1	1		2
Minimize possibilities for pollution	1	1		2
Protect Native species		1	1	2
Parks - covered space for year round use		1		1
Remove pond		1		1
Leave it alone. Do nothing.			1	1
Subtotal	19	55	6	80

Economic concerns were also raised frequently at the workshops, with people seeking opportunities to accommodate a variety of potential new higher-paying employers on the site. Education (9), job creation/business (6), high-tech/light industrial jobs (6), and new attractions/event space (7) were the most sought after economic outcomes of the reuse of the Mill Site.

<b>Economic</b>				
Education/university	6	3		9
Job creation and business	1	1	4	6
High tech/light industrial jobs	1	3	2	6
Attractions for visitors - indoor and outdoor	1	3		4
Event Space	2		1	3
No Casino	3			3
Health and wellness jobs	3			3
No new retail, we have a struggling downtown		2		2
Library relocated near community college		1		1
No hotels		1		1
Cooperative business		1		1
Provide opportunities for short/near term economic development	1			1
Skunk train expansion	1			1
Sustainable income base for City			1	1
Subtotal	19	15	8	42

Planning issues were also identified as important for the reuse of the Mill Site, with a number of people mentioning sustainability (6), retention of ocean views (6), limiting development (4) and ensuring that development is beautiful (3).

**Table 2 Continued: What matters most to you in the reuse of the Mill Site**

	CV Starr Open House & Workshop	Town Hall Open House & Workshop	Rotary Meeting	Total
<b>Planning Policies</b>				
Sustainability		3	3	6
Retain ocean views	2	3	1	6
Limited development		3	1	4
Develop with care to integrate beauty of the site into development.	2	1		3
Multiple use. Fort Bragg needs to grow.		1	1	2
Retain environmental values and beauty of site	2			2
Limit height of structures		1		1
Minimize unintended consequences	1			1
Maintain livable character of Fort Bragg	1			1
Usable to the greatest number of Fort Bragg residents	1			1
Local businesses		1		1
Link to downtown		1		1
Don't increase water use		1		1
Consult with local tribes			1	1
Outreach to youth		1		1
Water strategy for town and Mill Site		1		1
Minimize change, keep Fort Bragg rural	1			1
Subtotal	10	17	7	34
<b>Housing</b>				
Affordable housing	1	3	2	6
No McMansions	1	3		4
Multifamily housing		1	2	3
Mixed-use housing		1		1
Student housing	1			1
Avoid high density housing	1			1
A tiny home destination	1			1
Subtotal	5	8	4	17

In the area of housing, some workshop participants felt that affordable housing (6) and multi-family housing (3) were the most important goals for reuse of the mill site, while some specifically called out for the prohibition of mcmansions (4) on the site.

Table 3, below, summarizes the most common specific projects which people would like to see on the Mill Site. Overall, when thinking about projects, workshop participants focused in on the same projects which were identified through previous planning efforts for the site, namely: an aquarium, small college, conference center, clean tech, and a performing and cultural arts center as key new tenants for the Mill Site.

**Table 3: Mill Site Reuse & Rezone Workshop: Response to question: What specific projects would you like to see on the Mill Site?**

	Town Hall	SV Starr	Rotary & Chamber	Total
<b>Jobs &amp; Business</b>				
Noyo Center, Nature Center, Monterey aquarium	5		7	12
Small university/College/educational facility	4	7		11
Conference Center for local events	5	2	2	9
Clean tech	3	1		4
Windfarm	1	2		3
Massive bandwidth, cell phone service	2	1		3
Performing arts center	2	1		3
Pomo Cultural Center & Plant Garden	2	1		3
Solar farm	1	1		2
Desalinization facility	1	1		2
Tourism serving, tourism draw			2	2
Public art	2			2
Artist studios		2		2
Technology Park	1			1
Brewery Expansion			1	1
Small local stores	1			1
Co-work Office Space	1			1
Costco			1	1
Native American Casino	1			1
Skunk train expansion		1		1
Waste to energy facility		1		1
Hospital			1	1
Retain Dry Shed 4		1		1
Community Center	1			1
Library with windows overlooking the ocean		1		1
Outdoor venue for music and farmers market		1		1
<b>Subtotal</b>				<b>71</b>

Specific open space projects are also sought by some people, especially a golf course and other types of sporting fields and parks. In the area of planning policies, workshop participants expressed support for a variety of sustainable practices and ensuring that all projects are well designed. In the area of housing, higher density affordable and mixed use housing was preferred.

<b>Table 3 Continued: Mill Site Reuse &amp; Rezone Workshop: Response to question: What specific projects would you like to see on the Mill Site?</b>				
	<b>Town Hall</b>	<b>SV Starr</b>	<b>Rotary &amp; Chamber</b>	<b>Total</b>
<b>Parks and Parklands</b>				
Golf course	1		9	10
Complete remediation and removal of all toxic chemicals	1	4		5
More types of trails: par course, training course	2			2
As much open space as possible	1	1		2
Retain grove of trees near former nursery	1	1		2
Play ground	1		1	2
Reestablish nature habitat		1		1
More parks		1		1
Retain linear park from 2012 Land Use Map		1		1
Site for carnival/seasonal events		1		1
Sports fields	1			1
Town Center Park W Library	1			1
Big outdoor salt swimming pool			1	1
Finish Coastal Trail			1	1
<b>Subtotal</b>				<b>31</b>
<b>Planning Policies</b>				
Honor the historical and cultural significance of the site through great design elements & interpretive signage	3	1		4
Great design, it must be beautiful	1	1	1	3
Low Impact Development incentives, permeable paving, green roofs, rainwater capture, grey water reuse	2			2
Slow deliberate development		1		1
Great Planning		1		1
Regenerative design for people & nature		1		1
Sustainable green low energy use and environmental			1	1
On site water reuse	1			1
Underground all utilities for all projects		1		1
No roads, passive vehicles	1			1
No homes	2			2
<b>Subtotal</b>				<b>15</b>
<b>Housing</b>				
High Density Affordable Housing	2		1	3
Mixed Use Development	1		1	2
Small houses			1	1
Student housing		1		1
Cohousing	1			1
Higher density housing fronting onto linear park		1		1
<b>Subtotal</b>				<b>9</b>



# Welcome Mill Site Reuse Workshops & Open House Activities

1. **Get Smart!** Learn about the Mill Site & the planning process
  - ✦ Watch our short video - participate in a virtual site tour
  - ✦ Review educational panels and get informed
2. **Deepen your understanding**
  - ✦ Contemplate your vision
  - ✦ Ask questions of Community Development staff
  - ✦ Review draft Specific Plan and previous work for the Mill Site
3. **Participate & share your opinions**
  - ✦ Work with others to develop a draft reuse map. Work session are scheduled as follows:
    - ✦ 10:00am - 11:00am
    - ✦ 1:00pm - 2:00pm
    - ✦ 4:00pm - 5:00pm
4. **Vote your preferences**
  - ✦ (by dot) on panels for various development scenarios and policy for reuse of the site
5. **Continue the conversation**
  - ✦ Participate in the on-line survey at survey monkey
  - ✦ Come back to future meetings
  - ✦ Write City Council about your ideas, vision, concerns
  - ✦ Participate in future Council discussions and deliberations



FIGURE 1-3 ILLUSTRATIVE RENDERING OF REDWOOD AVENUE EXTENSION FROM DOWNTOWN FORT BRAGG INTO THE PLAN AREA



FIGURE 1-4 ILLUSTRATIVE RENDERING OF COMMUNITY PARK AND FARMERS' MARKET PAVILION ON REDWOOD AVENUE





# Get Smart



## Frequently Asked Questions

### Who owns the Mill Site?

- ✦ The City owns 107 acres (shown in green): Noyo Headland Park (92 acres), Noyo Center (11 acres), Waste Water Treatment Plant (4 acres)
- ✦ Georgia-Pacific owns 312 acres (shown in blue).

### Why can the City tell GP what to do with the land?

- ✦ The City is empowered by the State of California to set zoning for land use within City limits.
- ✦ Currently the site zoning allows a lumber mill and parks. For the land to be used for any other purpose, it must be rezoned.

### Why are we doing this now?

- ✦ The City was awarded \$150,000 in grants to complete the rezoning of the mill site.
- ✦ Local businesses owners are interested in expanding onto the Mill Site and it must be rezoned to proceed.

### Why was the Specific Plan scuttled?

- ✦ The Specific Planning process was halted in 2012, as GP focused on remediation.

### When will new projects be built?

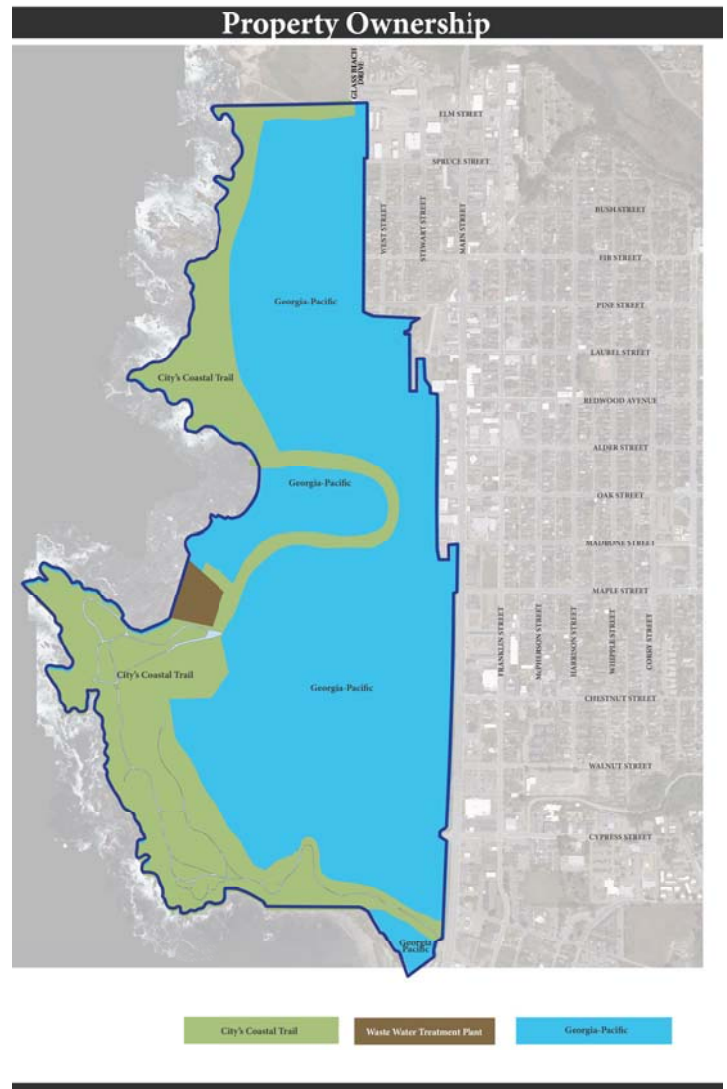
- ✦ The rezoning process will take two+ years.
- ✦ All new projects will require permits, which could take a year or more.

### Will Georgia-Pacific Redevelop the site?

- ✦ GP will sell the property. GP is currently negotiating to sell various portions of the site.

### Is one developer going to buy all the property and develop it at once?

- ✦ The site is too large for one developer.
- ✦ It will be redeveloped by a number of different businesses and developers.



### What is the Coastal Commission's role?

- ✦ The Coastal Commission will shape the final reuse plan. Once the City completes the plan, the Coastal Commission will likely change it and certify it prior to the reuse plan becoming law.

### Does the City have enough water?

- ✦ The City will need to develop additional water sources and storage to serve new development on the Mill Site.

## Get Smart



## Site Opportunities, Constraints & Access



### The Mill Site's assets include:

- ✦ 300 acres of vacant ocean-view property.
- ✦ Located within the City of Fort Bragg.
- ✦ Access to City water and sewer facilities.

### Physical constraints that limit where new houses, roads and businesses may locate, include

- ✦ Wetlands and ponds (shown in pink & purple)
- ✦ Cultural & archaeological resource areas (not illustrated for confidentiality)
- ✦ City parks and sewer treatment plant location (green & brown)
- ✦ Clean up levels around the Skunk Train require light industrial uses (shown in light purple).

### Site access can be achieved through the westerly extension of:

- ✦ Cypress Street
- ✦ Oak Street
- ✦ Redwood Avenue



Riparian Area



Pond 8 - Mill Pond



# Get Smart



## Past Planning Activities

- ✦ The Georgia Pacific lumber mill closed in 2002.
- ✦ In 2004, the City hired a consultant team to facilitate a community-based planning process to develop a basic framework and market study for reuse of the site along with some specific tools to assist in that endeavor.
- ✦ Starting in 2009, the City of Fort Bragg and Georgia Pacific undertook a multi-year community-based planning process to rezone the Mill Site, which resulted in a draft Specific Plan and a number of detailed studies to support the reuse of the site
- ✦ In 2012, the planning process stopped, when GP withdrew its application to rezone the site, and the City was pulled into the GP vs. Office max litigation regarding site clean up.

### 2004 Mill Site Study:

- ✦ Volume I: Land Use Principles and Concepts
- ✦ Volume II: Demographic and Market Analysis
- ✦ Volume III: Economic Development Strategy
- ✦ Volume IV: Economic Development Tools and Resources
- ✦ Volume V: Community Survey and Focus Group Results



## Get Smart



### Mill Site Specific Plan

The Specific Plan is organized into nine chapters:

#### **1. Introduction**

- ✦ Describes the community vision and purpose of the plan.

#### **2. Land Use Development Standards**

- ✦ Illustrates the Land Use Plan: zoning areas for residential, commercial, industrial, visitor serving, parks, open space and urban reserve.
- ✦ Sets forth allowable development amounts: 520 residential units, 795,500 square feet of commercial and industrial & 450 hotel rooms.
- ✦ Includes development policies. For example one policy requires that development progress from east to west; another requires a mix of parcel sizes.

#### **3. Multimodal Circulation, Streetscape, and Stormwater**

- ✦ Describes the circulation plan - the roadway, bicycle and pedestrian network.
- ✦ Sets policies and requirements for the design of streets, sidewalks, landscaping, storm water management, street furniture and street lighting.
- ✦ Includes a storm water management approach that emphasizes sustainable techniques such as rain gardens, permeable paving, and bioswales.

#### **4. Sustainable Design**

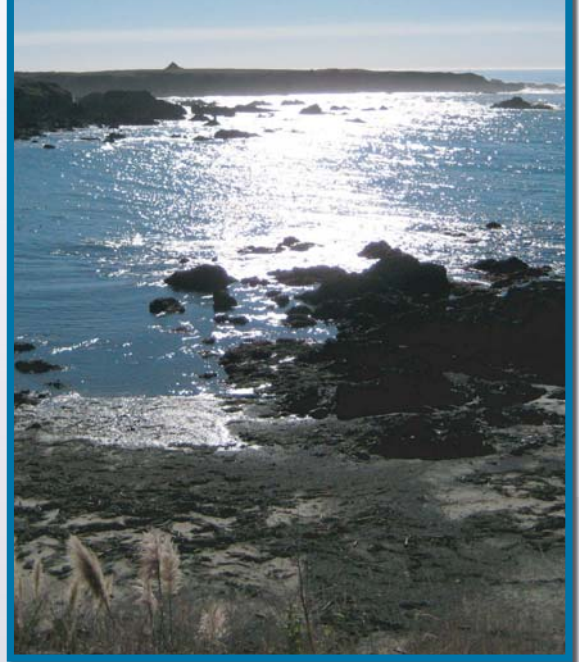
- ✦ Addresses energy, water and green building.
- ✦ Sets forth policies that require passive heating and lighting, renewable energy, water conservation, green building and recycling.

#### **5. Open Space, Parks and Resource Conservation**

- ✦ Defines open space, park & conservation areas.
- ✦ Sets forth minimum design and management for open space, parks, and wetlands.
- ✦ Includes policies to construct Maple Creek.
- ✦ Sets safety requirements for undeveloped portions of the Mill Site.

### MILL SITE SPECIFIC PLAN

PRELIMINARY DRAFT JANUARY 2012



#### **6. Hazards**

- ✦ Provides a discussion of potential hazards.
- ✦ Identified recorded Land Use Covenants.
- ✦ Addresses tsunami hazards.

#### **7. Utilities & Public Services**

- ✦ Defines water, sewer, storm drainage and other systems necessary to serve new development.
- ✦ Sets policies regarding police, fire, hospital, emergency and the provision of solid waste services on the Mill Site.

#### **8. Implementation and Phasing:**

- ✦ Defines permitting requirements for new development.
- ✦ Sets procedures to finance and manage public facilities (infrastructure, streets, parks, etc.).
- ✦ Identifies phasing policies for new development.

#### **9. Glossary**

- ✦ Defines key terms.

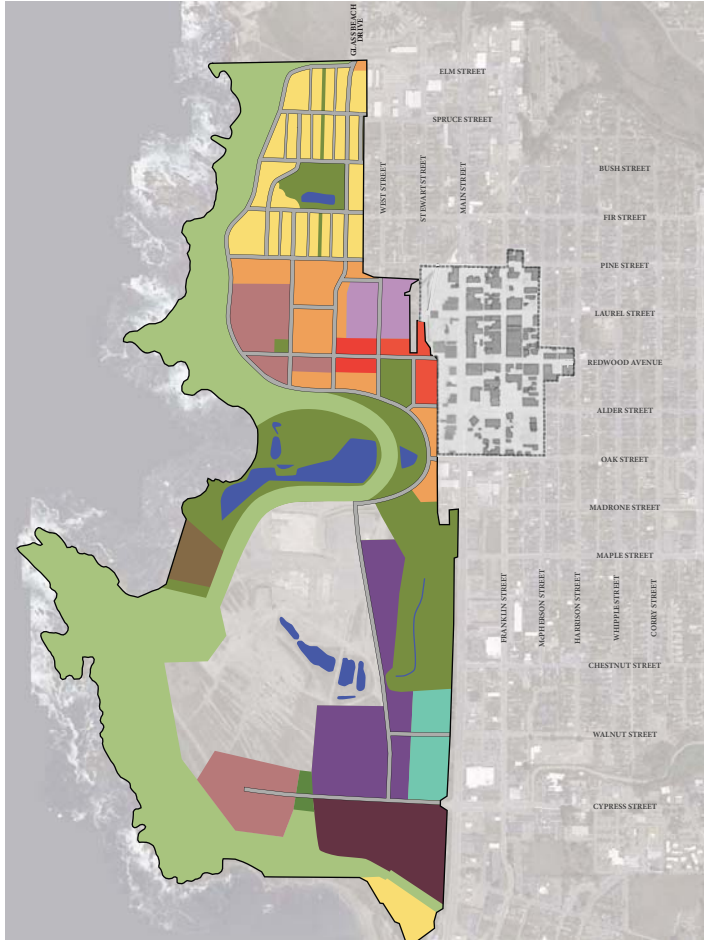






## Mill Site Land Use Plan (2012 Specific Plan)

### 100% PLAN



SPECIFIC PLAN  
LAND USE MAP

The Coastal Commission indicated that they would not approve the level of development in the 2012 Land Use Plan.

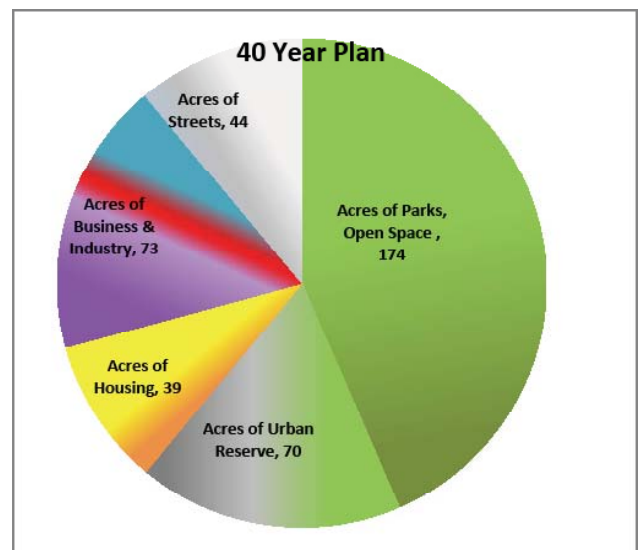
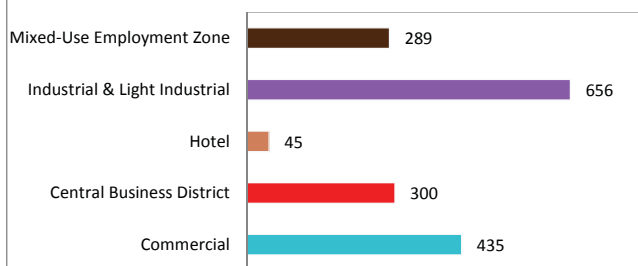
The Draft Plan would have allowed the following levels of development:

- ✦ Potential for 520 new houses
- ✦ Potential for 1,950 Jobs
- ✦ Potential for 790,000 Square Feet total of Commercial, Industrial, Office, High Tech
- ✦ 174 acres of open space and parks

### Goals

- ✦ Maximize Job creation
- ✦ Sustainability/Mixed use
- ✦ Maximize single family, townhome and multi-family residential
- ✦ Larger hotel area close to the ocean
- ✦ Extend downtown onto the Mill Site
- ✦ Provide for a downtown park and a linear park
- ✦ Leave 65 acres unzoned for a future City Council to plan
- ✦ 50% of the site would be open space, public parks, coastal access & habitat restoration.

### 40 Year Plan 1,950 Total Possible Jobs



# Get Smart

## Mill Pond Remediation & Creek Daylighting

### The City Council supports daylighting Maple Creek

Daylighting means removal of the culverts and restoration of the creek. All of the proposed Mill Site reuse land use maps would allow creek daylighting. Daylighting the creek would be expensive and complex. It will cost \$8-\$12 million and take 5-10 years.

1. The creek daylighting property is currently owned by Georgia-Pacific and will need to be acquired by the City.
2. A number of regulatory agencies will need to approve permits for the project.
3. The project will require significant grant writing and fund raising.



Mill Pond (Pond 8)





## Remediation - Site Clean Up

- ## Mill Pond Remediation.

- OU LOCATION MAP**

OU-A North, OU-C, OU-B, OU-E, OU-B, OU-C, OU-E, OU-A South, OU-B

**Pacific Ocean**

**Soldier Bay**

**Legend:**

  - AOI Boundary
  - Considered for Remedial Action in RAP
  - Determined No Further Action in RI Report
  - AOIs not included in Feasibility Study, Recommended for NFA in RAP
  - AOIs Moved to OUE

**Excavation Locations**

**Approximate location and size of restricted area**

**Parcel 2 AOI**

**Former Oil Tank AOI**

**Former AST AOI**

**Former MFL-1102 Study AOI**

**Dry Sheds #4/5 AOI**

**Kites AOI**

**Rail Lines East AOI**

**Former MFL-1102 AOI**

**Former Oil House AOI**

**Miscellaneous AOI**

**Transformer Pad AOI**

**80M AOI**

**West of IFM AOI**

**Former Storage Office and Truck Station AOI**

**Parcel 82 AOI**

**Former Shipyard AOI**

**Shipyard AOI**

**Former Shipyard AOI**

**Log Deck AOI**

**Greenhouse AOI**

**Riparian AOI**

**Approximate AOI**

**Scale:** 0, 620, 1,240 Feet

**GRAPHIC SCALE**

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**Approximate AOI**

**Scale:** 0, 620, 1,240 Feet

**GRAPHIC SCALE**

**Legend:**

  - AOI Boundary
  - Considered for Remedial Action in RAP
  - Determined No Further Action in RI Report
  - AOIs not included in Feasibility Study, Recommended for NFA in RAP
  - AOIs Moved to OUE

**Excavation Locations**

**Approximate location and size of restricted area**

**Parcel 2 AOI**

**Former Oil Tank AOI**

**Former AST AOI**

**Former MFL-1102 Study AOI**

**Dry Sheds #4/5 AOI**

**Kites AOI**

**Rail Lines East AOI**

**Former MFL-1102 AOI**

**Former Oil House AOI**

**Miscellaneous AOI**

**Transformer Pad AOI**

**80M AOI**

**West of IFM AOI**

**Former Storage Office and Truck Station AOI**

**Parcel 82 AOI**

**Former Shipyard AOI**

**Shipyard AOI**

**Former Shipyard AOI**

**Log Deck AOI**

**Greenhouse AOI**

**Riparian AOI**

**Approximate AOI**

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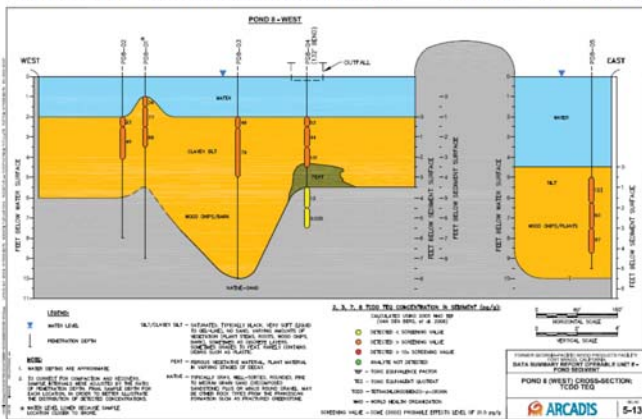
**Dry Sheds #4/5 AOI**

**Kites AOI**

**Rail Lines East AOI**

**Former M**

## Dioxin Concentration - Pond 8 West





# Get Smart

## Current Conditions

### Housing

#### Fort Bragg has a housing shortage

- ✦ Difficult to find a home: less than 1% of units are vacant.
- ✦ High rental costs: \$1,300 to \$1,800 for a one or two bedroom.
- ✦ High purchase price: Home values have gone up 9.0% over the past year. The median price of homes currently listed in Fort Bragg is \$399,000.
- ✦ Severe shortage of affordable homes for seniors and families.

### Economy & Jobs

- ✦ Tourism is the largest employer of our economy.
  - ✦ City has 950 hotel rooms.
  - ✦ Restaurants, retail stores and hotels earn 70% of income from May through October.
- ✦ Government, manufacturing, health care and construction are our other large employers.

### Open Space

- ✦ 103 acres (25%) of Mill Site is currently dedicated to open space and owned by the City of Fort Bragg.
- ✦ Open space, parks and recreational features are expensive to maintain. In 2016 the operation of the Coastal Trail cost the City an estimated \$150,000 in staff time, materials and supplies.

### Water

- ✦ Fort Bragg has insufficient water storage now to serve Mill Site redevelopment in drought conditions.
- ✦ The new Summers Lane Reservoir provides some relief to the City for drought conditions.
- ✦ New water sources and/or water storage may be needed to serve new development on the Mill Site.
- ✦ Georgia-Pacific has water rights and storage facilities that may help, however the legal status of these water rights is uncertain and the storage capacity of the Pudding Creek Reservoir is compromised by sedimentation.

### Sewer

- ✦ The City has sufficient sewage treatment capacity to serve new development on the Mill Site.

### Mill Site Infrastructure

- ✦ Very little functional infrastructure on site.
- ✦ Reuse will require installation of roads, sidewalks, drainage, sewer lines, water lines, PG&E and ATT lines.

### Mill Site condition

- ✦ All buildings have been demolished except for the guard shacks and Dry Shed 4.
- ✦ 60% of the site is covered in asphalt or gravel.
- ✦ 30% of the site is covered with vegetation or wetlands.





## Get Smart

### What is rezoning? What are we really doing?

#### Rezoning does:

- ✦ **Allow or prohibit** different uses in different areas.
- ✦ Provide an **opportunity** for reuse of site as: residential, retail, office, medical, industrial, arts, parks, restaurants and hotels in different areas.
- ✦ Set **requirements** for reuse: height limits, design, sustainability requirements, etc.
- ✦ Define the **permitting process and permit requirements** for new development.
- ✦ Define the **public places**, such as the street grid and parks.

#### Rezoning does **NOT**...

- ✦ Make any project happen.
- ✦ Guarantee that development will occur.
- ✦ Directly result in new development. First a developer must buy the property, design a project, apply for permits, gain approvals, get financing, and then build the project.

### The actual amount of development that occurs on the Mill Site will depend on zoning AND development feasibility, which includes many intersecting factors:

- ✦ Market demand and price for the proposed project: housing, industrial and/or office space;
- ✦ Cost of capital (interest rates);
- ✦ Cost of the land;
- ✦ Cost of construction;
- ✦ Cost to install infrastructure such as streets, utilities, water and wastewater improvements;
- ✦ Zoning regulations and requirements;
- ✦ The decisions of the Planning Commission, City Council, Coastal Commission, and other regulatory agencies for each development project.



### Development Feasibility

#### Reuse of the Mill Site will not be fast or easy. Challenges include:

##### 1. Limited Demand

- ✦ There is limited demand for new retail, restaurant and office space in Fort Bragg. High vacancy rates make it hard to build new facilities.

##### 2. High Infrastructure Costs

- ✦ The Mill site has no roads, sidewalks, drainage systems, sewer lines, water lines, sewer pumping stations, fire hydrants or power lines. The developers and business owners will have to install all infrastructure to serve their projects.
- ✦ Infrastructure is very expensive.
- ✦ Off-site infrastructure will also be needed. Water mains in other parts of town may need to be up-sized to serve the Mill Site. New sources of water, water storage facilities, and water pumps may be required.

##### 3. Uncertainty & the Permitting Process

- ✦ All projects will comply with the California Environmental Quality Act (CEQA) which requires an approved Environmental Report.
- ✦ All projects will go through the City's local permitting process. Required permits may include: Coastal Development Permit, Design Review Permit, Use Permit and/or Subdivision. All Coastal Development Permits are appealable to the Coastal Commission.



## Get Smart

### The Right Balance?

When the Specific Plan was originally prepared, the City Council envisioned one or a few large developers purchasing large portions of the site and completing their projects in compliance with the plan.

There is very limited interest by major developers in the site, due to weak local market demand and the high level of uncertainty and risk associated with redevelopment of the site, in particular with regard to Coastal Commission requirements, water availability and infrastructure costs.

It is most likely that the site will be developed more slowly by a variety of small local contractors and business owners seeking to expand their operations.

Small local developers and local businesses may not have sufficient capital or margins required for “bells and whistles.”

**“Rezoning provides only for the possibility of redevelopment; there are many other steps that must happen before a project is actually built...”**



## Speak out!

What is the right balance to strike between jobs, economic growth, environmental protection and beautiful design?



## Vote Your Preference

### Mill Site Reuse Guiding Principles

In 2008, the City Council identified the following reuse guiding principles through numerous community and City Council workshops.

- ❖ Extend the City street grid onto the site;
- ❖ Retain views to the ocean;
- ❖ Create new job opportunities on the Mill Site;
- ❖ Extend the downtown commercial district onto the Mill Site;
- ❖ Establish a coastal park with a multi-use trail and other park amenities;
- ❖ Zone for residential uses in the Northern District;
- ❖ Zone for visitor serving uses, such as hotels and restaurants;
- ❖ Zone for compact mixed use residential development near downtown;
- ❖ Zone for job-generating uses: light industrial, education, and office space in on the southern portion of the site;
- ❖ Establish an Urban Reserve to preserve a portion of the site for future residents/City Councils to plan and shape for reuse;
- ❖ Implement sustainable practices as part of future development, such as low impact development, green building, storm water catchment, etc.;
- ❖ Incorporate “smart growth” practices such as compact design, mixed-use development, and higher density residential development adjacent to the City’s downtown;
- ❖ Incorporate high quality design criteria for all new development on the Mill Site; and
- ❖ Daylight the culverted Maple Creek.



## Vote Your Preference

### Key Mill Site Reuse Policies

#### Commercial & Business

Policy LU-2. **Phase Development.** Commercial Development is preferred in the Central District prior to the Southern District.

Policy LU-4. **Provide for “the Big Idea.”** The City Council may reassign up to 90,000 square feet to a comparable high-quality job-generating use in the Urban Reserve or a different zone in the Southern District in order to accommodate a significant employer in the Plan Area.

Policy LU-11. **Encourage a Mix of Uses.** A mix of uses in the Central District shall contribute to the creation of a lively urban environment and help strengthen the connection between the coast and the existing Central Business District. The mix of uses shall include public-oriented; cultural/arts; commercial, including office and retail; visitor-serving, including hotels/resorts, conference facilities, and restaurants; multi-family residential; and open space/recreational uses.

Policy LU-12. **Complement the Existing Central Business District.** In the Central District, uses that complement and are synergistic with existing uses in the Central Business District shall be promoted, to the extent feasible. New development shall enhance the small-scale, pedestrian-friendly, and historic character of the existing Central Business District.

Policy LU-13. **Transition Development Intensity From East to West.** Development intensity shall transition from the highest-intensity development on the eastern edge of the Mill Site to lowest-intensity development along the Coastal Trail. In the Central District, the most intense development shall be located along and adjacent to Redwood Avenue.

Policy LU-14 **Active Ground-Level Uses.** Active and pedestrian-oriented ground-level uses shall contribute to the pedestrian environment along Redwood Avenue within the Mill Site Central Business District designation.

Policy LU-21. **Encourage Good Jobs.** Uses in the Southern District that provide jobs that provide compensation at higher than the area median income are preferred.

#### Sustainability

Policy SD-1. **Require Solar Design**

**Strategies.** Building and site design shall use passive solar design strategies for space and water heating and lighting to reduce energy demand, to the extent feasible.

Policy SD-2. **Minimize Energy Use.** Reduce Energy Demand with a Goal of Net Zero Energy Buildings. All new construction shall minimize energy use. Net zero buildings and homes are encouraged. These homes produce as much energy (through conservation, photo voltaic panels, solar hot water, and wind, geothermal) as they consume.

Policy SD-3. **Design for Low Water Use.** Development projects shall be designed and constructed to achieve minimum water demand.

Policy SD-5. **Require Rainwater Capture.** Rainwater cisterns shall be sized and located throughout the Plan Area in order to encourage active rainwater collection, storage, and use.

Policy SD-8. **Require Green Building.** Development in the Northern and Central Districts of the Plan Area shall achieve Leadership in Energy and Environmental Design for New Construction (LEED-NC), Build-it-Green, or comparable certification.

Policy SD-12. **Require Recycling.** All development in the Plan Area shall provide a centralized drop-off location or locations for all recyclables, including compostable materials.





## Add Your Mill Site Policies

### Residential

Policy LU-8. ***Provide for a Mix of Residential Densities and Types.*** A mix of lot sizes, densities, and product types shall be provided in the Residential District. A variety of lot sizes and residential product types on each block shall be a priority throughout the district.

### Open Space

Policy MSOS-17. ***Wildlife Corridor Features.***

The 200-foot-wide wildlife corridor shall include:

- A daylighted Maple Creek and riparian habitat extending from the Maple Creek drainage and Maple Street Riparian Area to the Mill Pond Complex; and
- Restored natural habitat along the length and width of the wildlife corridor.

### Infrastructure

Policy IF-1. ***Infrastructure Development.***

Backbone infrastructure, including streets, sidewalks, street lighting, sewer, stormwater and water main lines, and other utilities, shall be financed, designed, constructed, and dedicated to the City by the property owner/developer.

Policy IF-5. ***Development Phasing for Backbone Infrastructure.***

As feasible, development is preferred along the backbone infrastructure (as identified in the phasing study) within each district, prior to development occurring along peripheral streets, in order to ensure that the site is developed logically with effective infrastructure connections.

Policy IF-2. ***Funding Infrastructure***

***Improvements.*** The full cost of all public infrastructure and facilities shall be paid proportionally by developers according to benefits received at the time of project approval.



## Vote Your Preference

### What do you want more of on the Mill Site?

**More Open Space**



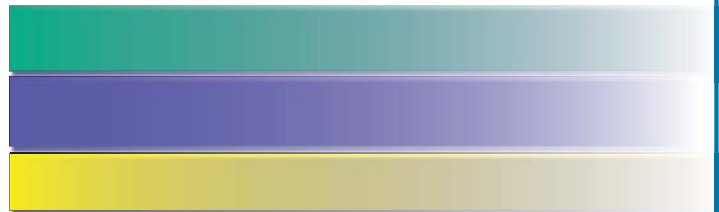
**More Business and jobs**



**More Housing**



**A mix of housing, jobs and open space**

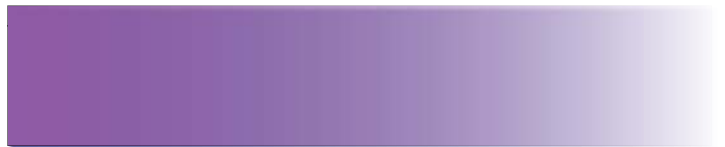


### What kinds of jobs & businesses do you prefer?

**High-Tech, Research & Development**



**Light Manufacturing - brewery, artisan shops, small lumber mill, etc.**



**Hotels, Restaurants & Other Visitor Serving**


















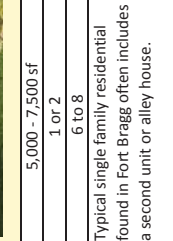
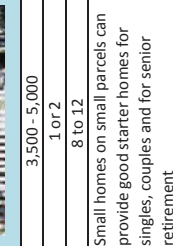
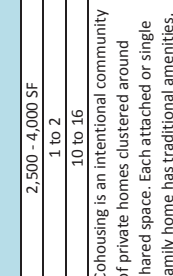
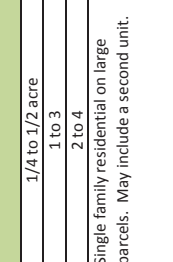
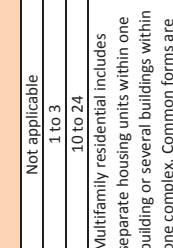
**Retail, Office & General Commercial**





## Vote Your Preference

What kind of housing would you prefer to see on the Mill Site?

	Single Family Homes	Affordable - Small homes, Co-housing	Large homes & suburban	Multifamily & Mixed Use Housing	
Illustrative Photos					
					
					
					
Lot size	5,000 - 7,500 sf	3,500 - 5,000	2,500 - 4,000 SF	1/4 to 1/2 acre	Not applicable
Building Floors	1 or 2	1 or 2	1 to 2	1 to 3	3 to 4
Units/ Acre	6 to 8	8 to 12	10 to 16	2 to 4	10 to 24
Description	Typical single family residential found in Fort Bragg often includes a second unit or alley house.	Small homes on small parcels can provide good starter homes for singles, couples and for senior retirement	Cohousing is an intentional community of private homes clustered around shared space. Each attached or single family home has traditional amenities, including a private kitchen. Shared spaces typically feature a common house, which may include a large kitchen and dining area, laundry, and recreational spaces.	Single family residential on large parcels. May include a second unit.	Mixed-Use residential includes separate housing units upstairs and commercial or retail space on the first floor. Typically located in the downtown area



The Land Use Map Alternatives define the amount of land that could be developed in the future.

Staff has prepared three Land Use Map Alternatives. At buildout, each plan would result in different levels of development: number of new houses, new jobs and acres of open space.

1. Please review the draft plans and vote for the one that most closely resembles your vision for the site.
2. Feel free to provide comments on how you would further revise your preferred plan, by noting comments on sticky notes and attaching them.
3. There are many possible configurations of land use (zoning). Feel free to work on your own map, using the materials provided or work in a small group to develop a land use map with others.

## But first some Zoning Definitions....

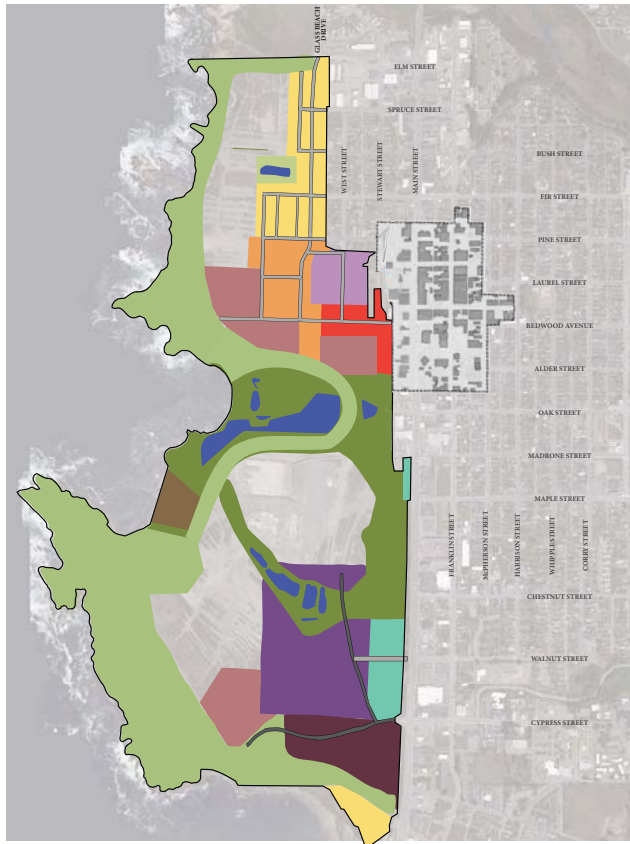
1. **Urban Reserve.** This designation is intended to preserve land for future planning efforts. Uses should provide employment opportunities and expand the local economic base. Interim uses (such as community events, ball fields, gold course) would be permitted until this area is rezoned by a future Council. This area can also be developed with the "Big Idea" per policy.
2. **Mill Site Employment.** This land use is intended to allow a broad mix of research and development, office, light manufacturing, education, and health service business that increase the employment base in Fort Bragg.
3. **Central Business District.** This land use establishes pedestrian-oriented mixed-use extension of the existing downtown. Residential uses, of 15 to 30 units per acre, are encouraged on upper floors.
4. **Visitor.** This designation allows restaurants, hotels, boutique lodging, and ancillary visitor-serving commercial uses.
5. **Highway Commercial.** This land use allows commercial uses on large parcels fronting Main Street.
6. **Industrial.** This land use provides for a variety of light and limited heavy industrial uses, including manufacturing, wholesale and distribution.
7. **Light Industrial.** This land use designation is intended for a variety of light industrial uses, especially local artisan uses. Live/work units are permitted up to 15 units per acre.
8. **Low Density Residential.** Permitted housing types include single-family, duplex, triplex and townhouse. The allowable density range is 6 units per acre.
9. **Multi-Family.** This designation permits triplexes, townhouses, live work, co-housing, and apartment units. Density can range from 10 to 15 units per acre.
10. **Open Space.** This land use provides for the preservation of natural resources and habitat.
11. **Parks and Recreation.** This designation is for both active and passive recreation and community facilities such as trails and playing fields.





## Vote Your Preference

Land Use Map: Alternative 3



MILL SITE  
LAND USE MAP

## This plan would allow the following levels of development

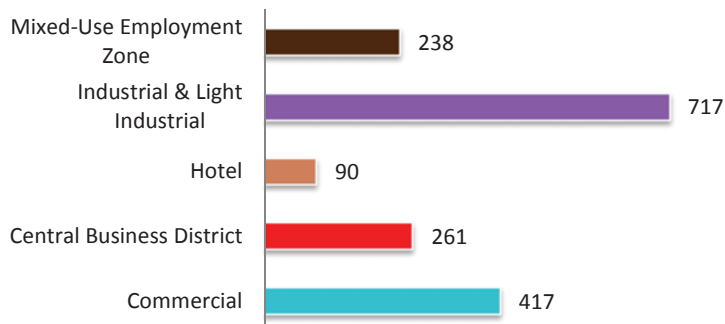
- ✦ Potential for 340 new houses
- ✦ Potential for 1,700 new Jobs
- ✦ Potential for 345,000 Square Feet total of Commercial, Industrial, Office, High Tech
- ✦ 260 acres of open space, parks & Urban Reserve

## Goals

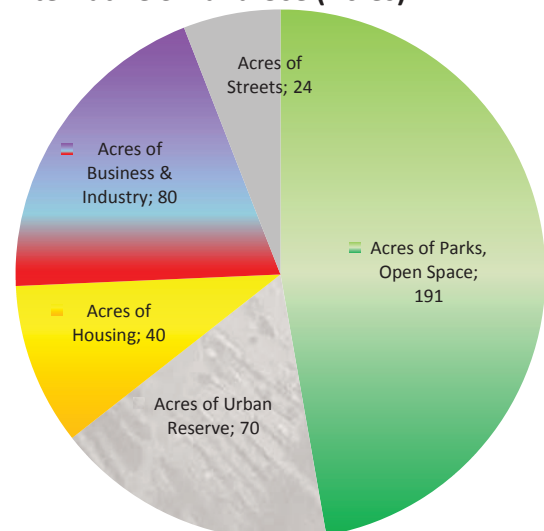
- ✦ Maximize job creation
- ✦ Sustainability
- ✦ Allow a moderate amount of new single family, townhome and multi-family residential
- ✦ Allow for a moderate amount of new business opportunities and job growth
- ✦ Small extension of a consolidated Downtown onto the Mill Site
- ✦ Retain 70 acres (21% of the site) zoned as Urban Reserve for a future City Council to plan

## Alternative 3:

### 1,700 Total Possible Jobs



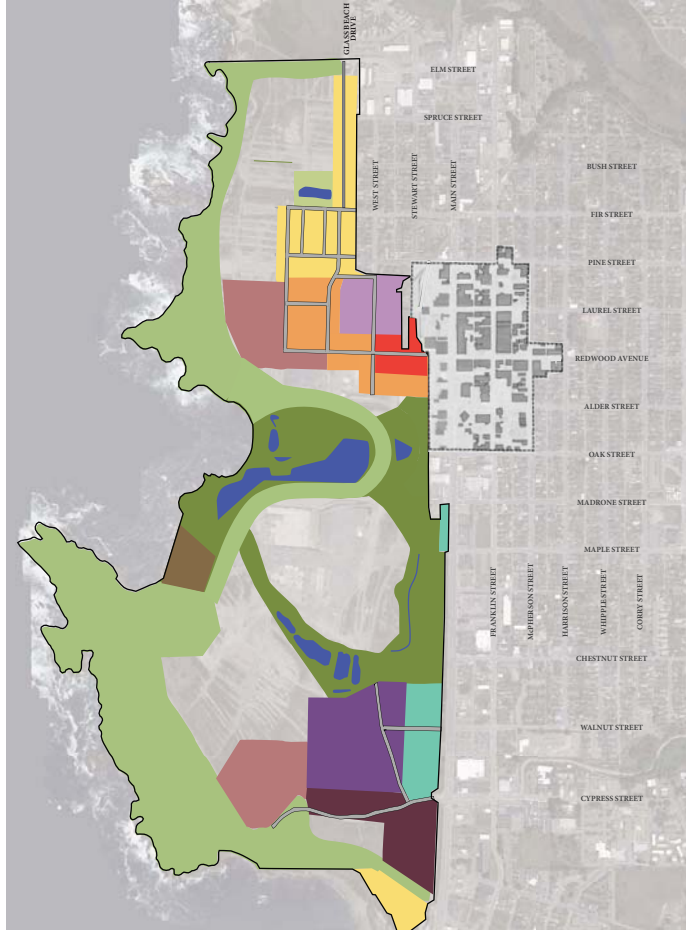
## Alternative 3: Land Use (Acres)





## Vote Your Preference

Land Use Map: Alternative 2



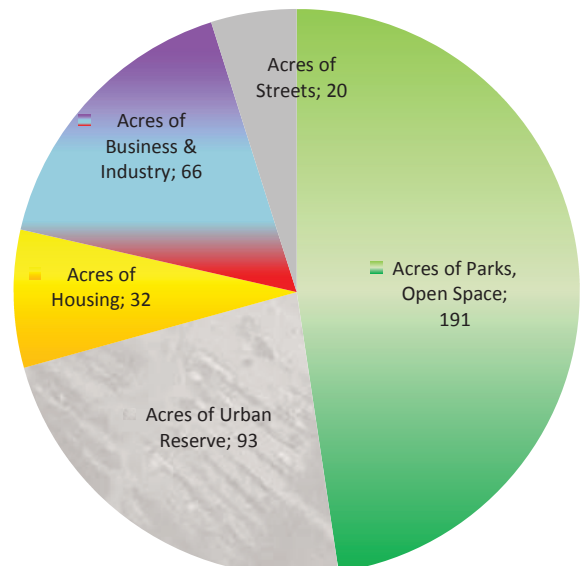
## This plan would allow the following levels of development

- ✦ Potential for 270 new houses
- ✦ Potential for 1,400 new Jobs
- ✦ Potential for 282,000 Square Feet total of Commercial, Industrial, Office, High Tech
- ✦ 283 acres of open space, parks & Urban Reserve

## Goals

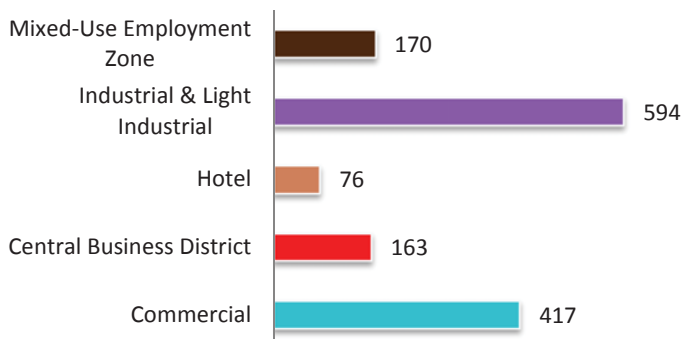
- ✦ Moderate job creation
- ✦ Sustainability
- ✦ Some single family, More multi-family residential
- ✦ Less new business opportunities and job growth
- ✦ Small extension of Downtown onto the Mill Site
- ✦ Retain 92 acres (28% of site) as Urban Reserve for a future City Council to plan

Alternative 2: Land Use (Acres)



## Alternative 2:

### 1,400 Total Possible Jobs





## Vote Your Preference

Land Use Map: Alternative 1



Low Density Residential	Multi-Family	Industrial	Public Facilities
Central Business District	Light Industrial	Open Space	Urban Reserve
Visitor	Mill Site Employment	Ponds	Highway Commercial

## This plan would allow the following levels of development

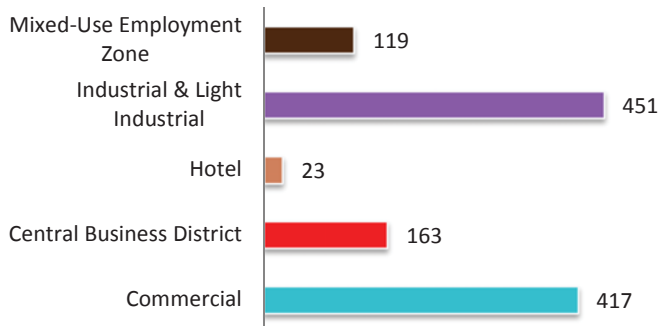
- ✦ Potential for 210 new houses
- ✦ Potential for 1,100 new Jobs
- ✦ Potential for 240,000 Square Feet total of Commercial, Industrial, Office, High Tech
- ✦ 321 acres of open space, parks & Urban Reserve

## Goals

- ✦ Less job creation
- ✦ Very limited new single family, reduced amount of multi-family residential
- ✦ One small hotel area closer to downtown
- ✦ Small extension of Downtown onto the Mill Site
- ✦ Retain 126 acres (40% of site) as Urban Reserved for a future City Council to plan

## Alternative 1:

### 1,100 Total Possible Jobs



## Alternative 1: Land Use (Acres)

