

From: noreply@granicusideas.com
To: [Lemos, June](#)
Subject: New eComment for City Council - Via Video Conference
Date: Friday, April 9, 2021 2:28:58 PM

[SpeakUp](#)

New eComment for City Council - Via Video Conference

Jacob Patterson submitted a new eComment.

Meeting: City Council - Via Video Conference

Item: 8A. 21-144 Receive Report and Consider Adoption of Urgency Ordinance No. 964-2021
Placing a 45-Day Moratorium on the Approval of Applications and Permits for Formula
Businesses in the Inland Zoning Area

eComment: Please adopt this moratorium ordinance without delay. The City should also plan to extend the moratorium for the longer 22 month 15 day period, particularly if direction is given to extend the scope to include the Coastal Zone, which is another critical step you should support. We can add adopting the formula business ordinance for the Coastal Zone as part of Phase I of the LCP update Sarah is presenting later tonight.

[View and Analyze eComments](#)

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From: [ken armstrong](#)
To: [Lemos, June](#)
Subject: Adoption of Urgency
Date: Monday, April 12, 2021 10:16:22 AM

I would like to support the Adoption of Urgency Ordinance No 965-2021 placing a 45 day Moratorium on the Approval of Applications and Permits for Formula Businesses in the Coastal area including the Grocery Outlet as part of the moratorium

Thank you Ken Armstrong

From: [Megan Caron](#)
To: [Lemos, June](#)
Subject: Agenda item 8A and 8B
Date: Monday, April 12, 2021 9:11:41 AM

Greetings Council Members,

I fully support a temporary moratorium on the approval of applications and permits for formula businesses/chain stores.

The proposed Dollar General would absolutely destroy the section of downtown where it is planned. Our downtown streets we're not designed to host the high volumes of traffic that these businesses would attract. We should be preserving large plots of land downtown for housing, not for cheap products from China that end up in our nonexistent landfill.

Currently we are having a labor shortage in our area, where are these newly built business going to find employees? We absolutely need housing first!

Perhaps the city could find a developer interested in building housing downtown. The corner of Franklin and Maple where the Dollar General is proposed is the perfect spot for workforce housing.

Please let's not put the cart before the horse.

Housing first!

Thank you,
Megan Caron
Ben Tuke
Fort Bragg

Sent from my iPhone

From: [Jacquelyn Cisper](#)
To: [Lemos, June](#)
Subject: agenda item 8A & 8B
Date: Friday, April 9, 2021 10:27:06 PM

I support a temporary moratorium on the approval of applications and permits for formula businesses. Please help us keep our local small businesses alive.

Thanks,
Jacquelyn Cisper

From: [Adele Horne](#)
To: [Lemos, June](#)
Subject: Agenda Item 8A & 8B
Date: Sunday, April 11, 2021 3:50:28 PM

I support a temporary moratorium on the approval of applications and permits for formula businesses. We need to protect the character of our town, which draws tourists here. Formula businesses do not help with this. I also want to support and patronize locally-owned businesses, rather than bringing in formula stores from outside.

Sincerely,
Adele Horne
219 N. Sanderson Way
Fort Bragg, CA 95437

From: [Linda Jupiter](#)
To: [Lemos, June](#)
Subject: Comments to agenda items 8A and 8B
Date: Sunday, April 11, 2021 1:35:34 PM

Dear June,
Please add my comments to agenda items 8A and 8B for this Monday's meeting.
Thank you.

Dear City Council members,
Please vote to pass a moratorium on Formula Chain Stores in Fort Bragg, including the Grocery Outlet and Dollar General.

Mega-corporate chain stores weaken our local economy, replace good local jobs with weak ones (low wages, no benefits, etc.), and ruin what makes Fort Bragg as unique as it is.

Many of us live here to breathe clean air and get away from the hype of big corporations; we like supporting local businesses—our neighbors and friends.

Sincerely,
Linda Jupiter
Fort Bragg

Uninvited dweller on Northern Pomo land

From: [Anne Maureen McKeating](#)
To: [Lemos, June](#)
Subject: Agenda item 8A & 8B
Date: Friday, April 9, 2021 6:04:13 PM

I support a temporary moratorium on the approval of applications and permits for formula businesses. I cannot imagine what good these businesses will bring to our historic downtown as they are not environmentally sustainable, they do not pay living wages to their workers, and they strip their locations of character. These kinds of businesses are parasitic -- they do not serve the community where they are located but rather, serve unseen shareholders whose only motive is profit. Building sustainable communities need motives more profound than profit!

Anne Maureen McKeating



Anne Maureen McKeating

Executive Director

707 962 3131

she/her/hers

larryspringmuseum.org

The Larry Spring Museum is a registered 501(c) (3) organization EIN #32-0604596
A guest on traditional, unceded Pomo land

From: [Scott Menzies](#)
To: [Lemos, June](#); [Norvell, Bernie](#); [Morsell-Haye, Jessica](#); [Peters, Lindy](#); [Albin-Smith, Tess](#)
Cc: [Dan Gjerde](#); info@fblocalbusinessmatters.org
Subject: PLS PASS Moratorium and Include Dollar General/Grocery Outlet
Date: Saturday, April 10, 2021 6:08:39 PM
Attachments: [Resolution City Council AutoZone and Ordinance.pdf](#)

Mayor Norvell and Members of the City Council [cc: Dan Gjerde],
Thank you for taking it up the Formula/Chain Retail Ordinance for deliberation and now
agendizing a moratorium!

Attached are images of the signatures gathered on the AutoZone petition in 2019 (also
attached), which called upon the Council to pass an ordinance by the end of 2019. Since an
ordinance has yet to be passed, I provide these signatures as support for a 45 day moratorium
on Chain/Franchise stores in Fort Bragg, as well as support for including Dollar General and
Grocery Outlet in that moratorium.

An updated petition specifically about the moratorium has been circulated, as well, and I will
get you those results when I have them.

Poverty must be addressed by policies that increase incomes and access to good jobs, not
perpetuate the race-to-the-bottom of cheap goods sold by mega-corporate/chain entities, which
harm our environment, economy, local social capital, and local unique flavor (the unique
flavor that is part of the foundation of our critical tourist industry!)

Thank you for your time and effort!
Scott Menzies

From: [Scott Menzies](#)
To: [Lemos, June](#); [Norvell, Bernie](#); [Morsell-Haye, Jessica](#); [Peters, Lindy](#); [Albin-Smith, Tess](#)
Cc: [Dan Gjerde](#)
Subject: Update: 24 Hr Turnaround on Chain Moratorium Petition
Date: Sunday, April 11, 2021 7:47:30 PM
Attachments: [Screenshot_20210411_194147_Chain Moratorium 24 hr Responses.png](#)

Mayor Norvell and Members of the City Council [cc: Dan Gjerde],
Attached is an image of the number of signatures at ~24 hrs (77). Will send another update tomorrow if more folks sign.

Thanks for your service,
Scott

Scott Menzies, M.A. (Environment & Community)
Instructor/Proprietor
Perfect Circle T'ai Chi Martial Arts
P.O. Box 1243, Fort Bragg, CA
530-410-3333 (cell)
707-962-3009 (studio - ringer always off)

URGENT PETITION calling on the Fort Bragg City Council to Vote to Pass a 45 Day Moratorium on Chain/Formula Retail Businesses, Including Grocery Outlet and Dollar General, and Supervisor Dan Gjerde to Support this Effort

Prepared by the Mendocino Coast Progressive Action Network (4/10/21)

"Progressive leadership anywhere benefits everyone and everything... everywhere."

[The Fort Bragg City Council will be taking this up on Monday, April 12, in sections 8A and 8B,
<https://cityfortbragg.legistar.com/View.ashx?M=A&ID=846623&GUID=67B0C073-9118-4D5D-B9B8-DBBBFC5B4C51>]

We, the undersigned, call on the Fort Bragg City Council to implement a 45 Day Moratorium on Chain/Formula Retail Businesses, Including Grocery Outlet and Dollar General, based on the following evidence and reasons.

- 217 people signed a similar petition in 2019, calling on the Fort Bragg City Council to Develop and Implement a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula chains, Franchises, and Big-Box Business by the end of 2019.
- Having not yet done so, the City must pass a moratorium, so it can finish the process of implementing the will of the people, voiced in the past AutoZone petition as well as this petition, in its final Ordinance.





Questions

Responses

91

URGENT PETITION calling on the Fort Bragg City

Prepared by the Mendocino Coast Progressive Action Network (4/10/21)

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- Having not yet done so, the City must pass a moratorium, so it can finish the process of implementing the will of the people voiced in the past AutoZone petition as well as this petition, in its final Ordinance.
- Fort Bragg residents have the right to make a democratic choice as to the kind of community they wish to live in: sterile corporate or unique local flavor.

Why this moratorium and ordinance are needed:

- Independent retailers return more than three times as much money per dollar of sales than their chain



12

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Franchise Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Sign:

Signature Printed Name Town E-mail Best Tell

	John Schwabert	Fort Bragg		
	Rudy H. Adams	Fort Bragg		
	Mike Foster	Fort Bragg		
	Anne White	Fort Bragg		
	Erik Owen	Fort Bragg		
	Vincent T. Koske	Fort Bragg		
	Mark Bradley	Fort Bragg		
	Jaden Bradley	Fort Bragg		
	Marjorie L. Hall	Fort Bragg		
	James Reynolds	Littleton		
	John Evans	Marina		
	Rob Harris	Littleton		
	Jordan Guther	Prilo		
	James S. Smith	Albion		
	Jenna Breton	Albion		
	Tracy Varnum	Fort Bragg		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: _____ E-mail: _____

Please drop off petitions/clipboards in at Rhoads Auto Parts, 203 N Main St, Fort Bragg.

2

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	Michael A. Ott	FB		
	Stephen Casimiro	FB		
	Robert Smith	FB		
	Mark Anderson	Compton		
	Dennis Miller	Fort Bragg		
	Mitchell Tompkins	FB		
	Norman L. deVall	Menlo Park	ndvall@mcn.org	
	Betty Stechmeyer	FB		
	Mary Kay Murchie			
	Stuart R. Brown	FB		
	John Skinner	FB		
	Hour Ugwu	FB		
	Sandy Gustafson	FB		
	Kenneth Wood	FB		
	Annemarie Weibel	Albion		

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3

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Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	L J MARIANA	alb		
	ROBERT J. SMITH	FB		
	ROB DEUTSCH	MENDO		
	Michael Matthay	CASPER		
	Casey Camara	Fort Bragg		
	Anna Rathbun	Mendo		
	John De Bruin	EBK		
	LINDA GORDON	FB		
	Geraldine West	FB		
	MICHAEL WARD	MENDOCIA		
	LORIE LEAF	F.B.		
	Joseph Kevin Scanlon	FB		
	Ramzi Dymond	Mendo		
	Rob H. Smith	F.B.		
	ROBERT E. KELLEY	F.B.		

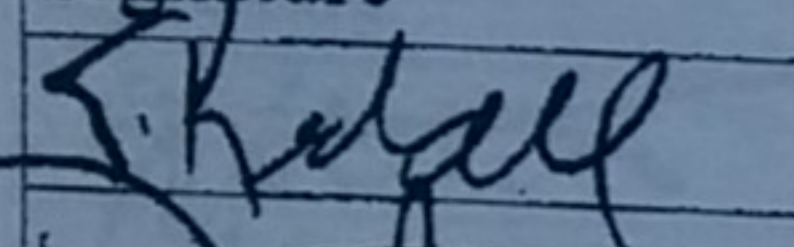
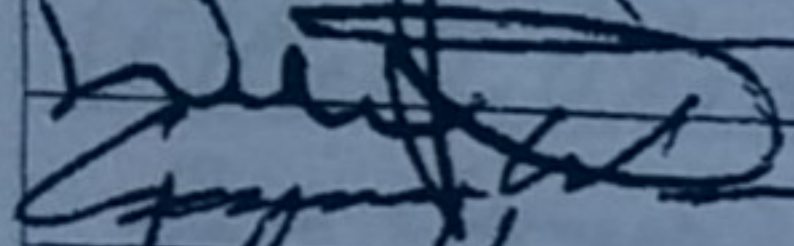
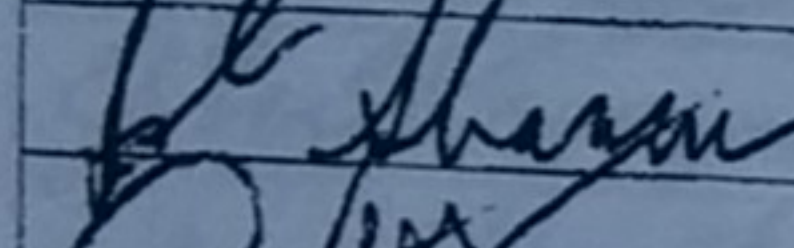
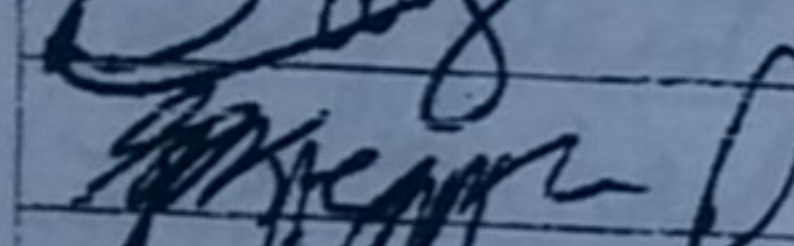
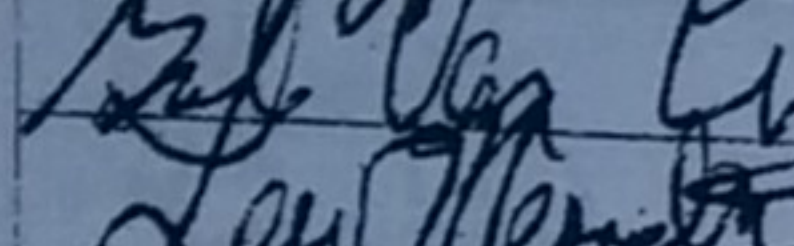
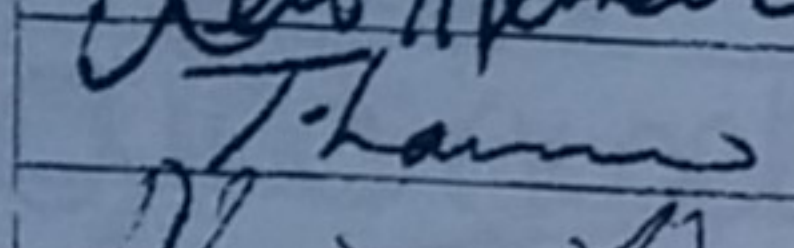
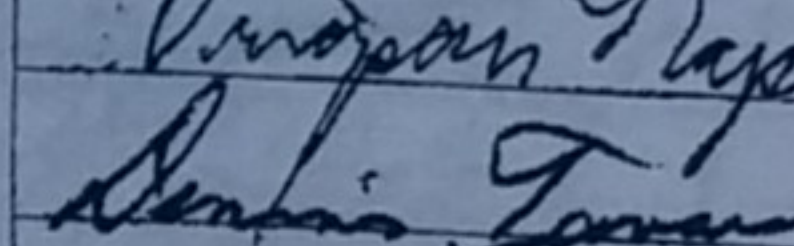
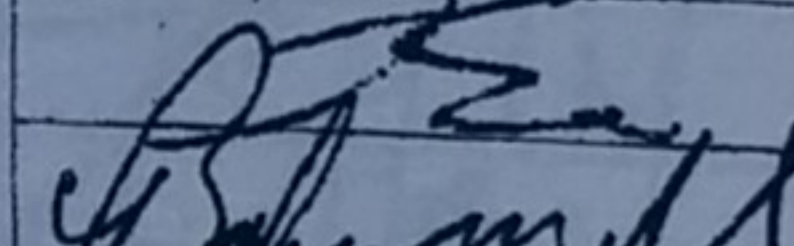
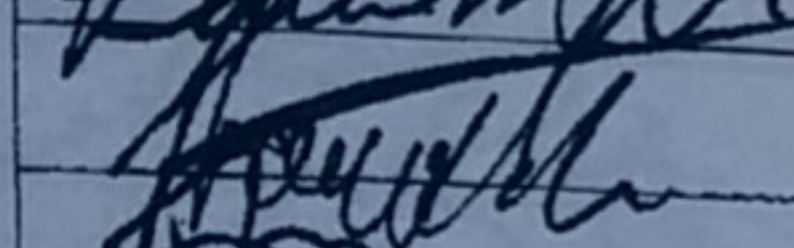
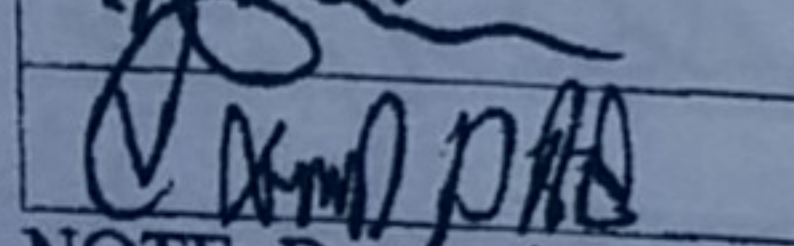
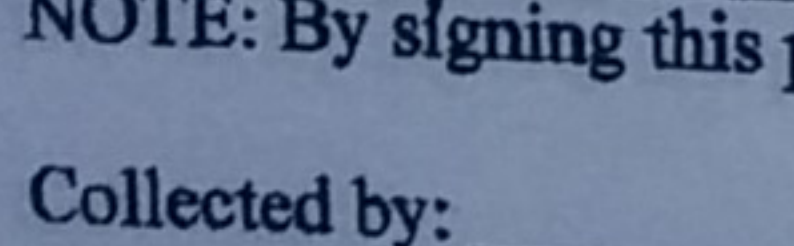
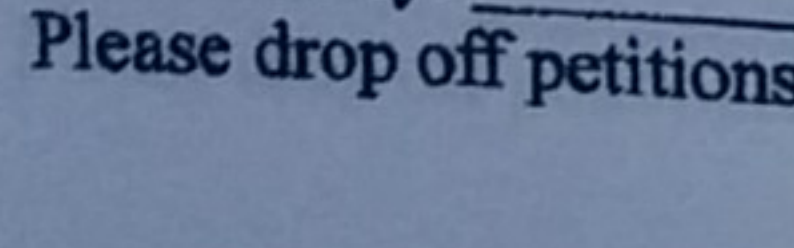

NOTE: By signing this petition you agree to be contacted for future actions.

Collected by: _____ E-mail: _____

4

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	TOM KENDALL	CASPER		
	Debra Starile	mendo		
	Cameron Wier	Compton		
	John Shannon	FB		
	Debra Jones	FB		
	Sean Keppeler	F.B.		
	Gale Van Curen	FB		
	Lew Mermelstein	FB		
	Teresa A. Larsen	FB		
	Vito Napan	FB		
	DENNIS TAVARES	FB		
	Anthony Tringola	FB		
	BARRY M SILVA	FB		
	J. Fardine	FB		
	Sim Bailey	FB		
	VALENTINE VALERO HALE	Westport		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: _____

E-mail: _____

Please drop off petitions/clipboards in Fort Bragg: Rhoads Napa Auto Parts, 203 N Main St, Fort Bragg.

5

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Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	Frank Hartzell	FB		
Keith Olson	Keith Olson	FB		
Jay Jones	Jayson Jones	FB		
John Krucic	JOHN KRUCIC	FB		
Nancy Acosta	Nancy Acosta	FB		
George Reinhardt	GEORGE REINHARDT	FB		
Jeff Wachtel	JEFF WACHTEL	FB		
Joe Chilton	JOE CHILTON	FB		
Alina Anelos	Alina Anelos	FB		
Joe Hall	Joe Hall	FB		
Mario Gonzalez	Mario Gonzalez	FB		
Pavel Gornovsky	PAVEL GORNOVSKY	M		
Daniel D Bierman	Daniel D Bierman	FB		
Greg Tonts	Greg Tonts	FB		
KAY RUDIN	KAY RUDIN	FB		
Shawn Dawson	Shawn Dawson	Mendo		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: _____

E-mail: _____

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6

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Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	ROBERT Chung	FB		
	Michael McGuire	FB		
	Levi Early	FB		
	DARRELL ORSI	FB		
	Kirk L. Marshall	F.B.		
	STEVE W Robert	FB		
	BRUCE SPENCE	FB		
	William Melville	FB		
	Jeff Mathias	Westport		
	BOB MAHI	BOONVILLE		
	DONNA WINTERS	F.B.		
	Kayla Onelias	FB		
	Andy Pothast	ALBION		
	ART MELICK	MENDOTA		
	Chris Kump	FB		
	Crystal Rowley	FB		

NOTE: By signing this petition you agree to be contacted for future actions

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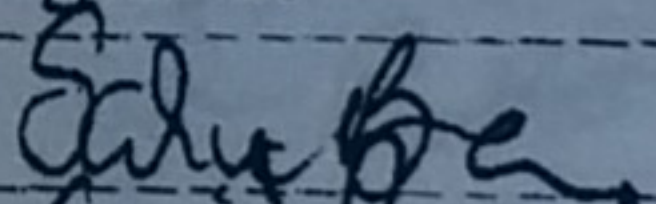
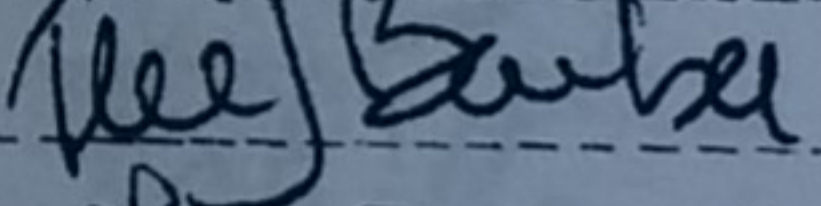
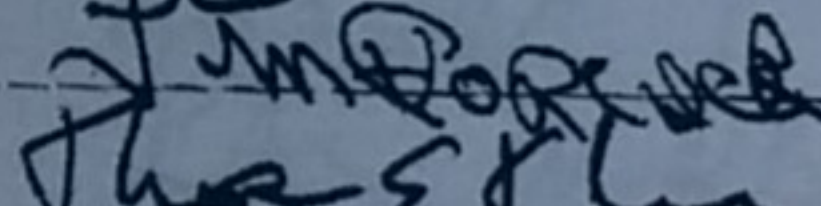
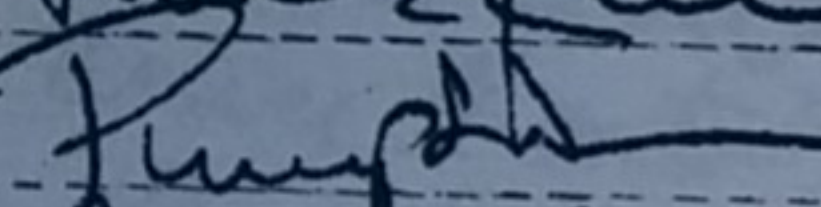
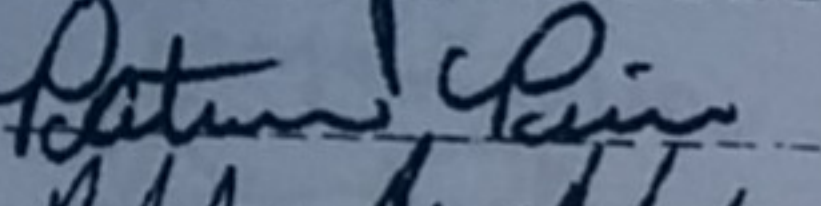

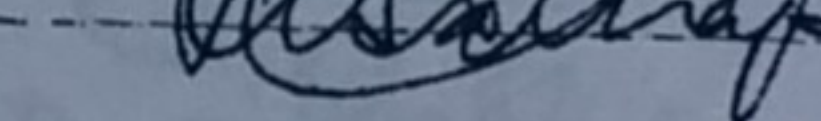
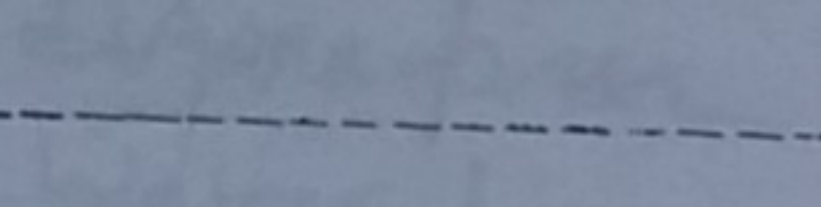
E-mail:

Please drop off petitions/clipboards in Fort Bragg: Rhoads Napa Auto Parts, 203 N Main St, Fort Bragg.

7

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Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	SABINE BRUNNER	Fort Bragg		
	Teri J Barber	Fort Bragg		
	Tim Forester	BRAGG		
	THOMAS E. KLINE	FT BRAGG		
	PHILIP L DUNN	FT BRAGG		
	Patricia Price	Ft. Bragg		
	MARTIN D MOILAKA	Fort Bragg		
	LISA CHIAPERIO	F. D.		

NOTE: By signing this petition you agree to be contacted for future action

Collected by: Megan Caron E-mail: megan

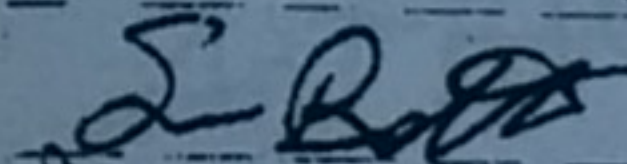
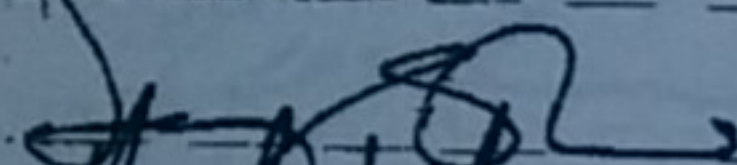
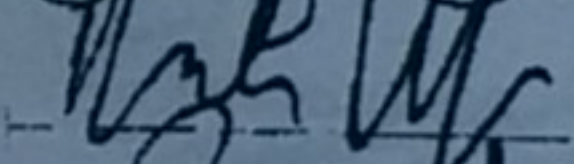
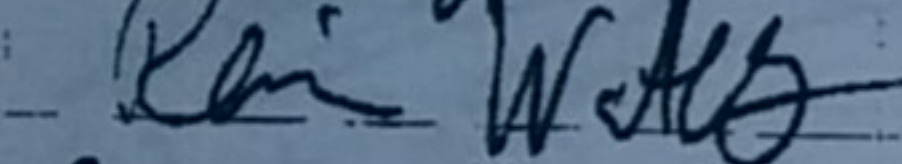
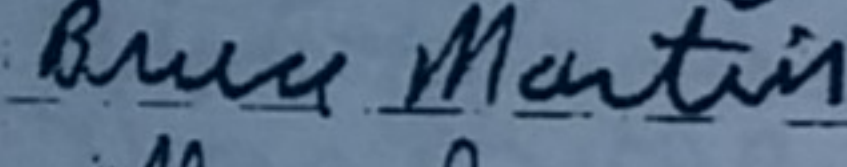
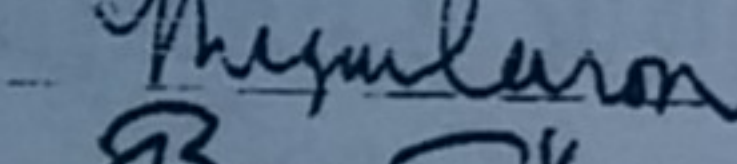

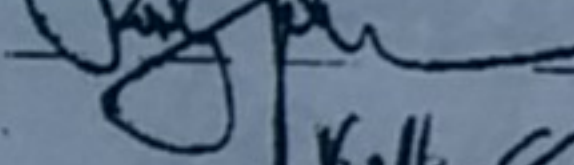
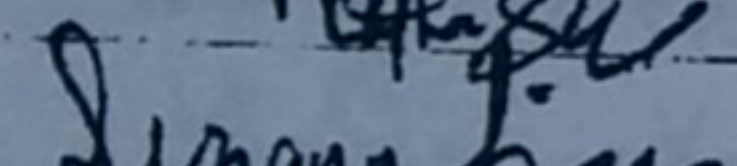
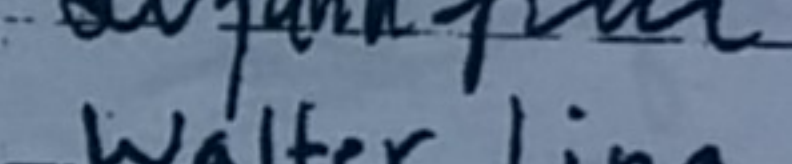
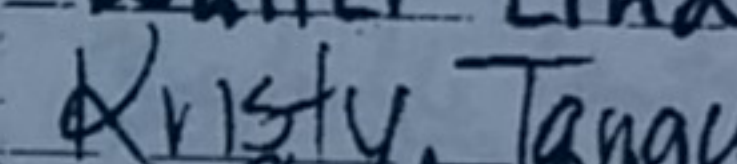

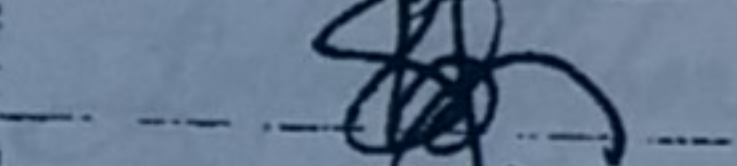
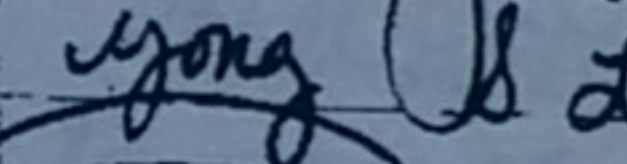
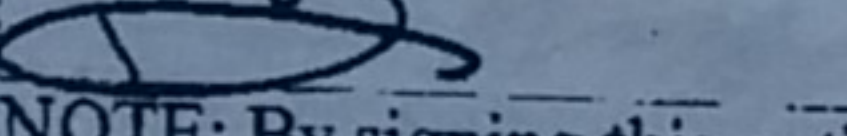
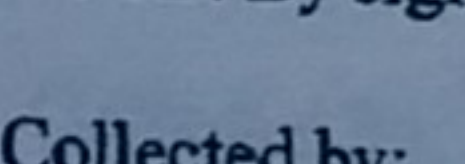
Please drop off petitions/clipboards in at **Rhoads Auto Parts, 203 N Main St, Fort Bragg, CA**

8

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
-----------	--------------	------	--------	-----------

	SUSAN Bottom	Fort Bragg		
	Jenny Shattuck	Fort Bragg		
	Brian LaMar	Fort Bragg		
	Rain (Irene) Waters	Fort Bragg		
	BRUCE MARTIN			
	Megan Caron	Fort Bragg		
	Ben Tule	Fort Bragg		
	Randy Johnson	Fort Bragg		
	Kathryn Skellman	Fort Bragg		
	Suzann Lina	Fort Bragg		
	Walter F Lina	Fort Bragg		
	Kristy Tangum	Fort Bragg		
	Xaviera Hall	Fort Bragg		
	SAFFRON FRASER	PHILO		
	Yong Lina	Fort Bragg		
	RIVER Wilder	Fort Bragg		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: Megan Caron E-mail: meganca

Please drop off petitions/clipboards in Fort Bragg: Rhoads Auto Parts, 203 N Main St, Fort Bragg.

101-264-1042

9

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
<i>Scott Pettit</i>	Scott Pettit	F.B.		
<i>Tony Cannill</i>	Tony Cannill	F.B.		
<i>Virginia Conrad</i>	VIRGINIA CONRAD	F.B.		
<i>William Butth</i>	William Butth	F.B.		
<i>Winter Vansickle</i>	WINTER VANSICKLE	Willits		
<i>Tina Burrows</i>	Tina Burrows	Willits		
<i>Margie Murphy</i>	Margie Murphy	F.B.		
<i>Rixanne Wehren</i>	Rixanne Wehren	Albion		
<i>Mary Walsh</i>	MARY WALSH	Albion		
<i>Hilary Korn</i>	Hilary Korn	Fort Bragg		
<i>Lauren Lore</i>	LAUREN LORE	Albion		
<i>Michelle Costa</i>	Michelle Costa	Willits		
<i>William W. Davis</i>	William W. Davis	Willits		
<i>Barbara Mollanew</i>	Barbara Mollanew	F.B.		
<i>William Miller</i>	William Miller	Little River		
<i>Robert Pomlock</i>	Robert Pomlock	F.B.		

NOTE: By signing this petition you agree to be contacted for future action

Collected by: *James Anthony Hamel* E-mail: *tonyl*

Please drop off petitions/clipboards in Fort Bragg: Rhoads Auto Parts, 203 N Main St, Fort Bragg.

32 10

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	Gregory Blake	Ft Bragg		
	Emerson Shattuck	Ft Bragg		
	Veronica Fox	Ft Bragg		
	Marsh Kidd	Ft Bragg		
	Terry Mills	Chico		
	Linda Johnson	Chico		
	Karen Steen	FB		
	Maureen Zwick	FB		
	Helen L Gregory	Ft Bragg		
	Douglas A Harris Jr	Ft Bragg		
	Debra Dunston	Ft Bragg		
	Janna Brown	FB		
	Dennis Kew	Ft Bragg		
	Dorenda Lago	FB		
	A. Livingston	Albion		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: James Anthony Hamel E-mail: tom.hamel@fortbragg.com

Please drop off petitions/clipboards in at **Rhoads Auto Parts, 203 N Main St, Fort Bragg.**

11

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
<i>Margaret Ray</i>	Margaret Ray	FB		
<i>Nicole Carito</i>	Nicole Carito	FB		
<i>Michael Sepulveda</i>	Michael Sepulveda	FB		
<i>Marjorie Whetstone</i>	Marjorie Whetstone	FB		
<i>Sarah Cross</i>	Sarah Cross	FB		
<i>Lisa Alcala</i>	Lisa Alcala	FB		
<i>D. Martin</i>	D. MARTIN	ALBION		
<i>James M. Elliott</i>	JAMES M. ELLIOTT	Lime River		
<i>Barbara Loomis</i>	Barbara Loomis	Ft. Bragg		
<i>Kin Taylor</i>	Kin Taylor	Ft Bragg		
<i>Sheila Dawn Tracy</i>	Sheila Dawn Tracy	Conifer		
<i>Tina Tanza</i>	Tina Tanza	FB		
<i>Marc Tanza</i>	Marc Tanza	FB		
<i>Kathy Foote</i>	Kathy Foote	FB		
<i>Robert Schwarz</i>	Robert Schwarz	FB		
<i>Nancy Lebus</i>	Nancy Lebus	Albion		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: James Anthony Hannan E-mail: tonyhannan

Please drop off petitions/clipboards in at Rhoads Auto Parts, 203 N Main St, Fort Bragg.

201-712-5158

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	JAMIE PETERS	FB		
	Jason Silva	FB		
	Jo BRADLEY	L.R.		
	Debby Hock	Menck		
	Kellie Jo Stratton	FB		
	Terrence STRATTON	FB		
	Meghan Miller	FB		
	Andrea Schmetzger	FB		
	Christopher Dunn	FB		
	Lester Dralik	FB		
	James A. Hannah	FB		
	John Huff	FB		
	STEVE BEE MAN	FB		
	Dan Freitas	FB		
	JESSICA FREITAS	FB		
	Betty Pesini	Comple		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: Patricia Price E-mail: na

Please drop off petitions/clipboards in Fort Bragg: Rhoads Auto Parts, 203 N Main St, Fort Bragg.

201-164-3601

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	STANLEY H VEITH	F.B.		
	EVAN BRUCE	F.B.		
	FALCON FRICOLIUS	W.T.P.T.		
	JUDITH VIDAVER	FB		
	EDWARD OBERWEISER	F.B.		
	MARGARET MENDENHALL	MENDO		
	DANA TOX	F.B.		
	IRENE H.S. MABNE	FB		
	KATY CALLAN	F.B.		

NOTE: By signing this petition you agree to be contacted for future actions

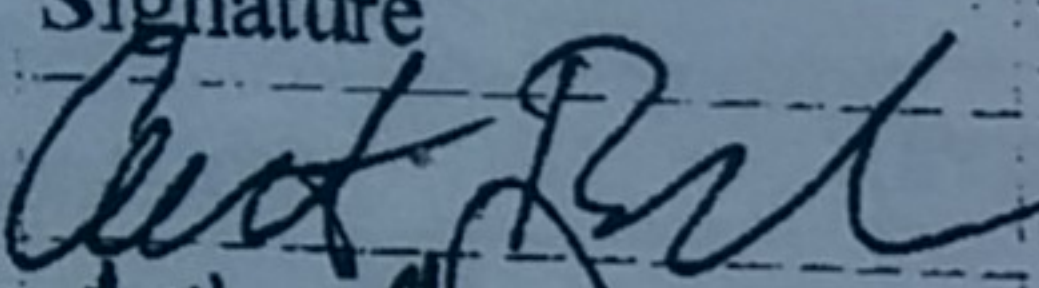
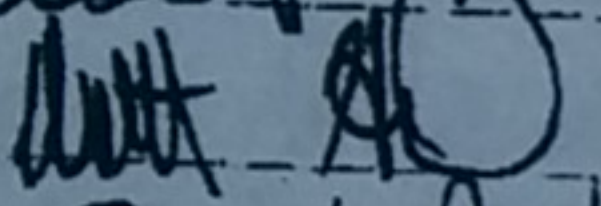
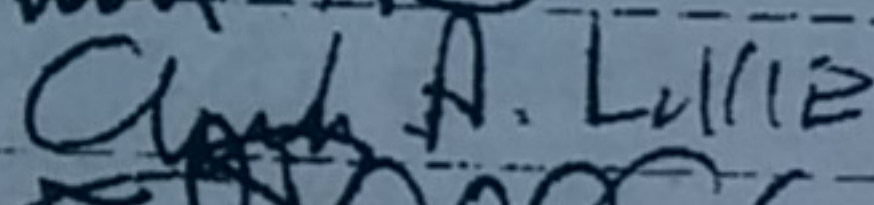
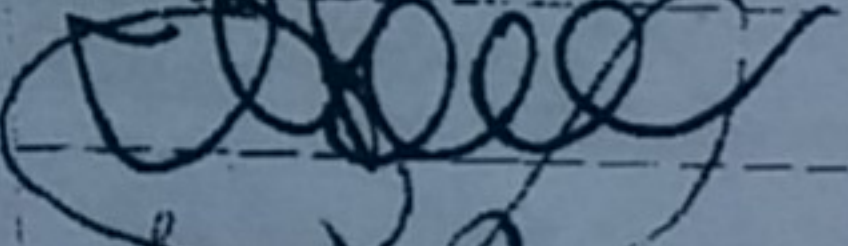

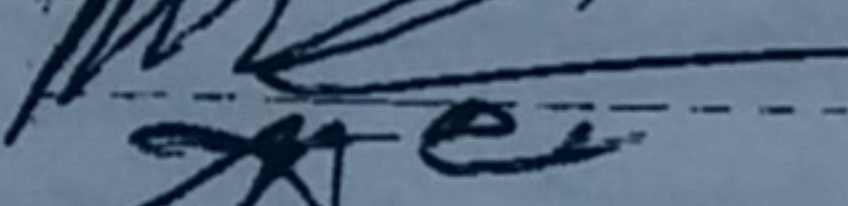

Collected by: James Anthony Hannah E-mail: tanjhan

Please drop off petitions/clipboards in Fort Bragg: Rhoads Napa Auto Parts, 203 N Main St, Fort Bragg.

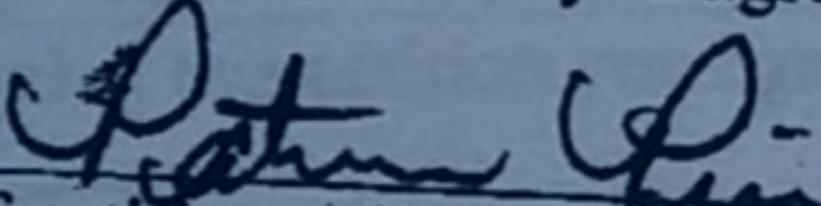
Phone: 707-112-2100

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	Curtis Bruchle	FB		
	Matt Howard	FB		
	Clark A. Lillie	Clear		
	Iriqha Roberts	F.B.		
	Don Lanzetta	F.B.		
	Ronald Hutchison	FB		
	STEVEN ELISON	FB		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by:  Patricia Price E-mail: napafb

Please drop off petitions/clipboards in Fort Bragg: Rhoads Auto Parts, 203 N Main St, Fort Bragg.

15

"I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done."

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#
	Joyce deSaussure	Comptche		
	Helios Bolton	Elk		
	Jack King	Elk		
	Yair Reyes	Fort Bragg		
	Loni A. Brookman	Fort Bragg		
	Aleya Seneen	Albion		
	Christina Wotila	Fort Bragg		
	Richard Ulvelinen	Fort Bragg		
	Allyson Hansen	Comptche		
	Bill Gregg	FT Bragg		
	Megan Palmer	FT Bragg		
	Macie Liljeberg	FT Bragg		
	Miguel Lopez	FT Bragg		
	DAVE BECKMAN	FT Bragg		
	Tim Liljeberg	FT Bragg		
	Rosalie M. Crespo-Robinson	FT Bragg		

NOTE: By signing this petition you agree to be contacted for future actions

Collected by: James Anthony Hann Email: tonyhann

Please drop off petitions/clipboards in Fort Bragg: Rhoads Napa Auto Parts, 203 N Main St, Fort Bragg.

101-712-5758

Fort Bragg City Council Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses

Prepared by the Mendocino Coast Progressive Action Network Sept. 23, 2019

Progressive leadership anywhere benefits everyone and everything... everywhere.

Whereas independent retailers return more than three times as much money per dollar of sales than their chain competitors, and

Whereas small businesses donate 250% more than larger businesses to non-profits and community causes, and

Whereas the non-local owners and shareholders of mega-corporate chain and franchise stores care not a lick about our community other than about how they can draw money out of it, and

Whereas local, independent businesses create more unique options for shopping and even fight human-caused climate change by being close by, and

Whereas it is the local, independent businesses define the culture and local flavor of Fort Bragg that makes our town attractive to tourists to visit and locals to live, and

Whereas mega-corporate chain and franchise stores undermine our shopping options and contribute to the homogenization of our unique towns and cities by offering products at artificially-cheap prices, driving a race to the bottom and undercutting local, independent businesses that can't offer those products at those artificially-cheap rates, and

Whereas mega-corporate businesses have the capital to easily out-compete locals who want to open similar businesses, run outlets that lose money in order to shut down competition (the Starbucks tactic), and drive up commercial space rents to levels locals can't afford, and

Whereas there is more to life and our communities than cheaper and cheaper products that contribute to the cycle of poverty, and

Whereas small, local, independent businesses are better drivers of passive community-building than their socially-alienating mega-corporate counterparts,¹ and

Whereas on average, 48 percent of each purchase at local independent businesses is recirculated locally, compared to less than 14 percent of purchases at chain stores, and

Whereas a Civic Economics study in San Francisco showed that “increasing local market shares by just 10% would generate an annual economic impact of nearly \$200,000,000 and create 1300 jobs with over \$70,000,000 in payroll” and another study showed that local independent businesses “produce an average of 70% more local economic activity than chains on comparable revenue,”², and

Whereas AutoZone had to pay an \$11 million dollar settlement for the improper disposal of hazardous waste, and

Whereas there are already two auto parts stores in Fort Bragg, and

Whereas mega-corporate chains do not create jobs, but instead replace higher quality local, independent business jobs with standardized, low-grade, low-paying, low-skill, and low-opportunity jobs, and

Whereas since 2014 we have had community dividing battles around a proposed Grocery Outlet, with a Dollar Tree, Taco Bell, and, most recently, a Mountain Mike's Pizza opening in Fort Bragg, and

Whereas Arcata, California has had a formula restaurant cap in place since 2002, effectively protecting Arcata's unique flavor and local economy for the last 18 years, keeping more options open for creative, new, and unique independent businesses, and

Whereas Fort Bragg residents have the right to make a democratic choice as to the kind of community they wish to live in: sterile corporate or unique local flavor,

Therefore be it resolved that the Fort Bragg City Council understands the opposition to AutoZone and supports the development and implementation of a formula chain, franchise, and big-box cap and ban in the City of Fort Bragg by the end of 2019, such that AutoZone is the last mega-corporate chain to open in Fort Bragg, permanently protecting Fort Bragg from further sterilization, social alienation, homogenization, and economic draining by mega-corporate businesses.

1 Menzies, Scott; Master's Thesis: <http://humboldt-dspace.calstate.edu/handle/2148/452>

2 https://ibuyaustin.com/wp-content/uploads/2018/11/GR_Local_Works_Complete.pdf

“I demand the Fort Bragg City Council pass the Resolution to Support the Development and Implementation of a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula Chains, Franchises, and Big-Box Businesses, and I am willing to go to City Council to ensure it is done.”

Signed:

Signature	Printed Name	Town	E-mail	Best Tel#

NOTE: By signing this petition you agree to be contacted for future actions of the Mendocino Coast Progressive Action Network.

Collected by: _____ E-mail: _____ Phone: _____

Please drop off petitions/clipboards in **Fort Bragg: Rhoads Auto Parts**, 203 N Main St, Fort Bragg.

From: [Scott Miller](#)
To: [Lemos, June](#)
Subject: Agenda item 8A and 8B
Date: Friday, April 9, 2021 7:45:09 PM

Hello. Reaching out to say I support a temporary moratorium on the approval of applications and permits for formula businesses. Below is a link to a article explaining the detrimental impact of Dollar General stores. Allowing one to be built in Fort Bragg is a bad idea all around.

Thanks for your time.

Scott Miller
Ft. Bragg

<https://www.fastcompany.com/90278384/why-dollar-stores-are-bad-business-for-the-neighborhoods-they-open-in>

From: [Gonzalez, Joanna](#)
To: [Lemos, June](#)
Subject: FW: No Grocery Outlet in Fort Bragg
Date: Monday, April 12, 2021 8:55:35 AM

From: CDD User <CDD@fortbragg.com>
Sent: Sunday, April 11, 2021 12:32 PM
To: Gonzalez, Joanna <JGonzalez@fortbragg.com>
Subject: FW: No Grocery Outlet in Fort Bragg

From: Donna Schuler <schuler.donna@gmail.com>
Sent: Saturday, April 10, 2021 9:45 AM
To: CDD User <CDD@fortbragg.com>
Subject: No Grocery Outlet in Fort Bragg

Dear Community Development Department Commissioners,

I am opposed to permitting a Grocery Outlet store in Fort Bragg. We have five grocery stores serving the people living centrally, and in walking distance to the most densely populated neighborhoods. We would risk losing the small grocery businesses that have been essential during the pandemic. If you permit this chain store to open within less than a mile of the other chain grocer, outside of the central downtown business district, you will be killing small businesses and food security for the neighborhoods that were most affected by COVID-19 during the pandemic. Equitable access to food and rebuilding our neighborhoods with housing, parks and economic opportunities will best serve our community.

I ask you to deny this permit request.

Thank you,
Donna Schuler
Fort Bragg

--

Sent from Gmail Mobile

From: [Gonzalez, Joanna](#)
To: [Lemos, June](#)
Subject: FW: Grocery Outlet- NO
Date: Monday, April 12, 2021 8:55:25 AM

From: CDD User <CDD@fortbragg.com>
Sent: Sunday, April 11, 2021 12:32 PM
To: Gonzalez, Joanna <JGonzalez@fortbragg.com>
Subject: FW: Grocery Outlet- NO

From: Christopher Thomas <chrischarlesthomas@gmail.com>
Sent: Saturday, April 10, 2021 9:30 AM
To: CDD User <CDD@fortbragg.com>
Subject: Grocery Outlet- NO

I am against the City of Fort Bragg permitting a chain Grocery Outlet store in Fort Bragg. We have five retail grocery stores in desirable locations to serve neighborhood residents. Many of them are in walking distance of the most densely populated neighborhoods. Those grocers would be at risk of closing should a low cost chain store competing for business be permitted. Small business ownership and access to foods in those neighborhoods would be severely diminished. Purity, Down Home Foods, Safeway, El Yuca and El Mexicano are located in the most densely populated neighborhoods, and Harvest Market serves many in Fort Bragg and the entire Mendocino Coast. We also have a resurgence in local community gardens and agriculture movement and our Farmers Market needs our support to survive. We already have one chain retailer, Safeway, and we cannot afford to lose those neighborhood grocery stores in the central business district.

Please deny this permit.

Chris Thomas
Fort Bragg

From: [Karlyn DeSteno](#)
To: [Lemos, June](#)
Subject: Agenda item 8A & 8B
Date: Monday, April 12, 2021 11:18:47 AM

To Whom It May Concern,

I support a temporary moratorium on the approval of applications and permits for formula businesses. I want to invest in our area as a unique and independent coastal community where small businesses, artists, entrepreneurs, and the beauty of the landscape can thrive. Big box stores push out independent businesses and blight the area. I live in downtown Fort Bragg.

Karlyn DeSteno
303 E Redwood Ave. #4, Fort Bragg, CA 95437
559.521.3266
Karlyn.desteno@gmail.com

From: [Amberly Caccamo](#)
To: [Lemos, June](#)
Subject: Agenda Item 8A & 8B
Date: Monday, April 12, 2021 3:03:04 PM

Dear City Council Members,

I support a temporary moratorium on the approval of applications and permits for chain/formula retail businesses.

Allowing these businesses in will destroy the very thing that makes Fort Bragg and the Mendocino Coast so special. Please continue to keep us from becoming Anywhere, USA.

Thank you,
Amberly Caccamo
Fort Bragg

From: [Coastal Felt](#)
To: [Lemos, June](#)
Subject: Need a moratorium on formula/chain stores
Date: Monday, April 12, 2021 5:10:32 PM

Afternoon-

Hopefully I'm not too late to get my letter in, I just heard of this today

This lovely little town can only stay a lovely little town if we stop massive megacorps from slipping into our downtown spaces. They are well known for overwhelming small towns and small businesses by selling low quality goods with low prices, while barely paying their employees enough to buy anything outside of that store (see the thousands of little towns across the midwest gutted by walmart and other big box flavorless lifeless stores)

These stores will tell you they are bringing jobs. But they are taking their profits to pay shareholders and multimillion dollar salaries to a handful of executives that care about 1 thing only.. profit. This town needs to stay supportive of its small businesses, or risk having it's soul sucked out and left hollow like the thousands of others that have said yes to the seemingly quick and easy money behind Dollar General and it's brethren. There is no long term benefit from allowing stores like that to come here.

We need a moratorium against them.

Thank you for your time,
-Stephanie Roberts

From: noreply@granicusideas.com
To: [Lemos, June](#)
Subject: New eComment for City Council - Via Video Conference
Date: Monday, April 12, 2021 6:02:11 PM

[SpeakUp](#)

New eComment for City Council - Via Video Conference

Jamie Peters submitted a new eComment.

Meeting: City Council - Via Video Conference

Item: 8A. 21-144 Receive Report and Consider Adoption of Urgency Ordinance No. 964-2021
Placing a 45-Day Moratorium on the Approval of Applications and Permits for Formula
Businesses in the Inland Zoning Area

eComment: Dear Councilmembers - Please support a temporary moratorium on approval of applications/permits of formula businesses in both inland and coastal zoning areas to allow the CDD & Planning Commission to finalize language around codes for formula stores. This doesn't mean there won't be formula stores, just that language should be in place before moving forward with any further permits, including existing ones that came about AFTER initially discussions on Formula/Big Box Stores in Oct 2019.

[View and Analyze eComments](#)

This email was sent from <https://granicusideas.com>

[Unsubscribe](#) from future mailings

Please adopt Urgency Ordinance No. 964-2021 placing a 45-Day Moratorium on the Approval of Applications and Permits for Formula Businesses in the Inland Zoning Areas and please adopt Urgency Ordinance No. 965-2021 placing a 45-Day Moratorium on the Approval of Applications and Permits for Formula Businesses in the Coastal Zoning Area. Please enact a temporary moratorium on the approval of all formula businesses in the City. I realize that both Ordinances must be approved by at least four Council members.

If the City Council does not adopt a moratorium, it is likely that both would be issued entitlements in the near future. As such, if the City Council is concerned with the propagation of formula business uses in the Coastal Zoning Area or Inland Zoning Area, the City Council could find that because such uses are imminent, that either or both uses constitute a current and immediate threat to the public health, safety or welfare.

Development in the Coastal Zone triggers a Coastal Development Permit (CDP), which while different from formula business regulations. It does provide a level of review and application of additional Coastal General Plan goals and policies, but is not necessarily sufficient to deny a formula business in this zone.

We need to maintain a healthy mix of uses. Many communities struggle with losing the diversity that smaller local businesses provide. When formula businesses proliferate and the same goods and services are offered in every community, our nation's communities start to look like Anywhere, USA. For communities like Fort Bragg which are dependent on tourism, this transition can be fiscally devastating. Most of the communities with successful formula business ordinances are small unique towns that depend on the local character to attract visitors and residents. In October 2020, staff conducted a non-scientific and informal survey of community members to gauge support for or against further regulation of formula businesses. Over 1,100 responses were received and approximately two-thirds of respondents favored some regulation of formula businesses. Of those in favor, the largest number of respondents indicated a desire to regulate the total number and type of businesses allowed.

I am aware that the two projects (Grocery Outlet & Dollar General) are subject to separate land use codes.

The formula business regulations that the City Council and Planning Commission are currently developing would initially only apply to the Inland Land Use and Development Code and the Inland General Plan, but the City Council needs to direct staff to revise its scope of work to also include the Coastal Zone! As updating the formula business regulations for the coastal zone is not as simple and much more time consuming (up to 1 year with review and certification by the Coastal Commission) versus several months for the inland regulations it is important that this gets started right away.

Some community member realize that projects for the Patton property (18 acres) got started in 1991 and many versions were designed and did not happen due to overwhelming community objections and also the projects were not consistent with the California Environmental Quality Act (CEQA). It took close to 30 years to finally kill these projects.

The community was also realizing that the AutoZone did not fit into our community and rejected that along with the Planning Commission that denied the CDP permit, in part, based on Goals and Policies in the City's Coastal General Plan. The City Council upheld the denial on appeal by the applicant.

We already have one Dollar Store, one we could do without. Much input by community members were received by the city making clear that even if a Grocery Outlet would be managed by a local person/couple it is still a corporation that determines the wages in place where the headquarter is located. It will not be enough for young local people unless they live at home. They will only get a part time job (other than the managers), no benefits, no sick days off, no maternity leave, etc.

Housing needs to be offered by the businesses regardless if it is Grocery Outlet or Dollar Store.

We need to support American merchandise, not cheap plastic goods made with petroleum from China. We do not want to die from red, yellow and green dye in cancer causing food items.

It is better to place a store on the east side of Highway 1 instead of in between Highway 1 in front of the ocean at the gateway to Fort Bragg. Unfortunately the traffic studies available so far do not reflect the traffic problems considering the close proximity to Noyo Bridge, emergency access to the hospital and the scenic drive on North Harbor Drive to areas frequented by locals and tourists alike at the Noyo Harbor. A hotel, many restaurants, lodges, RV camping places, and fresh seafood, charter boats, etc. are attracting many people who otherwise would not visit these places. Who wants to see a Grocery Outlet parking lot, a building the same size as the Social Services Building, but with many bright signs showing all the way to Highway 1 after the only mature trees on the property will be removed? The Dollar Store planned for an area close by will provide similar problems. The city has enough formula businesses. Any more will not bring in any money to the city. The city will loose money as no ecotourists will want to buy products from the Coke, Pepsi and Nestle corporation. Any more will change the city to a "Anywhere USA" city like all the others that got ruined due to these formula businesses.

The Community Design Element of both the City's Inland and Coastal General Plans provide support for regulating formula businesses. The intent of the Community Design Element is to establish goals, policies and programs to preserve and enhance Fort Bragg's authentic, small town character, and is concerned primarily with the visual quality of the City. Furthermore, the City's coastal regulations implement California's Coastal Act, and development within the coastal zone requires additional analysis to ensure coastal resources are maintained, enhanced and protected. Adopting these urgency ordinances would be consistent with numerous goals and policies because these regulations are in place to ensure that development within the City maintains and enhances the unique coastal character of our rural small-town. The moratorium on formula businesses would provide an opportunity for the community and decision makers to evaluate current policies and consider creating new policy language to ensure future development is in line with community objectives.

An urgency ordinance may remain in effect for only 45 days, unless it is extended by another four-fifths vote. Ten days prior to the expiration of the Urgency Ordinance or any extension, City Council will need to issue a written report describing the measure taken to alleviate the condition that led to the adoption; the draft Ordinance directs City staff to issue that report on behalf of the City Council. After notice and a hearing, the City can extend the Ordinance for either ten months and 15 days, with the option to extend it once more for an additional one-year, or once for 22 months and 15 days. Either option equates to a total moratorium period of up to two years and each requires the four-fifths votes. The City Council may rescind the Urgency Ordinance prior to its stated termination.

Please adopt Urgency Ordinance No. 964-2021 & Urgency Ordinance No. 965-2021.

Sincerely, Annemarie Weibel

4-12-21

From: [Scott Menzies](#)
To: [Lemos, June](#)
Subject: Update: Petition for Item 8A/8B
Date: Monday, April 12, 2021 6:19:22 PM
Attachments: [Screenshot_20210412_180038_Chain Store Moratorium Petition at 99 responses.png](#)

Hi June!
Petition's at 99 responses. Screenshot attached.

Thank you!
Scott

Scott Menzies, M.A. (Environment & Community)
Instructor/Proprietor
Perfect Circle T'ai Chi Martial Arts
P.O. Box 1243, Fort Bragg, CA
530-410-3333 (cell)
707-962-3009 (studio - ringer always off)



Questions

Responses

99

URGENT PETITION calling on the Fort Bragg City

Prepared by the Mendocino Coast Progressive Action Network (4/10/21)

"Progressive leadership anywhere benefits everyone and everything... everywhere."

[The Fort Bragg City Council will be taking this up on Monday, April 12, in sections 8A and 8B,
<https://cityfortbragg.legistar.com/View.ashx?M=A&ID=846623&GUID=67B0C073-9118-4D5D-B9B8-DBBBFC5B4C51>]

We, the undersigned, call on the Fort Bragg City Council to implement a 45 Day Moratorium on Chain/Formula Retail Businesses, Including Grocery Outlet and Dollar General, based on the following evidence and reasons.

- 217 people signed a similar petition in 2019, calling on the Fort Bragg City Council to Develop and Implement a Permanent Ordinance Capping and/or Banning Mega-Corporate Formula chains, Franchises, and Big-Box Business by the end of 2019.
- Having not yet done so, the City must pass a moratorium, so it can finish the process of implementing the will of the people, voiced in the past AutoZone petition as well as this petition, in its final Ordinance.
- Fort Bragg residents have the right to make a democratic choice as to the kind of community they wish to live in: sterile corporate or unique local flavor.

Why this moratorium and ordinance are needed:

- Independent retailers return more than three times as much money per dollar of sales than their chain



Voice Message – Public Comment on Items 8A and 8B
Received 4/12/2021 4:29 PM

This is Shelley Covin, Odom Lane, north of Fort Bragg. This is a message for tonight's City Council meeting, the 12th of April, regarding Items 8A & B, and want to register my opposition. A year ago, when Covid hit, our shops started shutting their doors and folding up their sidewalks. Some of them lost their businesses. Since then, we have become a model for a tourist-based economy. The shops are open again, everybody is wearing masks, Mendocino has got their proclamations in the window, people have humorous signs in the window and signs saying wear a mask or stay out. People are providing hand sanitizer at the doors and we are back in action. We are a tourist-based economy. Even Covid has not changed that. People don't come here to see neon-plastic box stores. They come here to see beauty they can't see where they live among neon-plastic box stores. We have unique environments of many kinds here that we can amplify on and develop to amplify our economy. We don't need a big plastic store with highly processed, highly salted, highly sugared foods. I went into a Grocery Outlet to see what the content was. Even the produce is wrapped in plastic. I came here first when I was 15 years old, just by chance. I had never seen a place like this. It changed my life. And now I'm blessed to have the opportunity to live here. My father used to tell me stories about when he was a boy, running old cars through orange groves and lemon groves and going for hikes in the mountains and seeing badgers and bobcats. This town, my town of youth, is called Los Angeles. That's why people come here. If we can have a full month or more actually of rental cars booked solid at \$250 a pop we are an active tourist-based economy and summer hasn't even started. Our model is to have people come here, drop their big bucks, leave it here in our economy, and go home with memories that will change their lives. It is a mutual benefit. People who are not acting on that are doing a disservice to our residents and to the rest of the people who might have an opportunity to come here. So I firmly oppose large box stores where all the money goes out to large corporations or plastics in China and I firmly support supporting our local economy, our local unique shopkeepers, and I think we have to actively do that. As everybody knows, Jeff Bezos is the wealthiest person in the world now. That's because he provided items at lower cost, items that people can get on Amazon and know will show up on their doorsteps in two days. These are the same items we buy at any of these large box stores. People are going to shop online because of Covid and people are going to shop online because it cuts out a little expense of (unintelligible) and labor. The things we cannot get online are held in the unique shops we have on our main streets here and the unique environment that we have that doesn't include any streets. In my opinion, this is what we need to foster for the benefit of Fort Bragg, for the benefit of the environment, and for the benefit of everyone who will come here and have life-changing experiences.