



City of Fort Bragg

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

Meeting Agenda Planning Commission

Thursday, November 12, 2020

6:00 PM

Via Video Conference

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PLEASE TAKE NOTICE

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF MENDOCINO TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, PLANNING COMMISSION MEMBERS AND STAFF WILL BE PARTICIPATING BY VIDEO CONFERENCE IN THE PLANNING COMMISSION MEETING OF THURSDAY OCTOBER 12, 2020.

In compliance with the Shelter-in-Place Orders of the County and State, this meeting will be closed to the public. The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made in any of the following ways: (1) By joining the Zoom video conference, (2) Through the City's online eComment agenda feature, (3) Emailed to Joanna Gonzalez, jgonzalez@fortbragg.com, (4) Written comments delivered through the drop-box for utility payments to the right of the front door at City Hall, 416 N. Franklin Street, or (5) Voice mail comments called in to (707) 961-2827 ext 111 by 5:00 PM on the day of the meeting.

Comments can be made at any time prior to the meeting, in real-time while the item is being considered by the Commission and up to 12:00 PM on Friday November 13, 2020. All eComments or emails received before or during the meeting that have not been published with the agenda packet will be read aloud. Public comments are restricted to three minutes. Written comments on agenda items and those exceeding three minutes will be included in the public record as part of the agenda packet the next business day after the meeting.

We appreciate your patience and willingness to protect the health and wellness of our community and staff. If you have any questions regarding this meeting, please contact Community Development at (707) 961-2827 ext 111.

ZOOM WEBINAR INVITATION

You are invited to a Zoom webinar.

When: Nov 12, 2020 05:30 PM Pacific Time (US and Canada)

Topic: Planning Commission

Please click the link below to join the webinar:

<https://zoom.us/j/95212813384?pwd=Y1hZSzVrYVUvUXp5YzRKa1dPd0pPd09>

Passcode: 753196

Or iPhone one-tap :

US: +16699009128,,95212813384#,,,,,0#,,753196# or +12532158782,,95212813384#,,,,,0#,,753196#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592

or +1 312 626 6799

Webinar ID: 952 1281 3384

Passcode: 753196

International numbers available: <https://zoom.us/j/345h7v>

1. APPROVAL OF MINUTES

- 1A. [20-907](#) Approve the Planning Commission Minutes of October 14, 2020.

Attachments: [October 14, 2020 Minutes](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

4. PUBLIC HEARINGS

- 4A. [20-915](#) Receive Report, Conduct Public Hearing, and Consider Adoption of a Mitigated Negative Declaration (MND) and Approval of Minor Subdivision 1-20 for 130 Halsey Way (DIV 1-20)

Attachments: [11122020 Halsey Way Subdivision Staff Report \(DIV 1-20\)](#)

[Att 1 - Tentative Map](#)

[Att 2 - Mitigated Negative Declaration](#)

[Att 3 - Mitigation Monitoring Plan](#)

[Att 4 - Stormwater Management Plan](#)

[Att 5- Landscape Plan](#)

[Att 6 - Site Images](#)

[Att 7- Public Comment](#)

5. CONDUCT OF BUSINESS

- 5A [20-904](#) Receive Report and Make Recommendations on the Development of a Formula Business Ordinance

Attachments: [11122020 Formula Business Item Summary Report](#)
[Att 1 - Formula Business Powerpoint](#)
[Att 2 - Location Map LU-1 Land Use Designations](#)
[Att 3 - Commercial Districts Purpose and Permit Requirements](#)
[Att 4 - Survey Results October 27, 2020](#)
[Att 5 - 10242019 Regulating Formula Business Report](#)
[Att 6 - 01292020 Formula Businesses Report](#)
[Att 7 - 10142020 Planning Commission Staff Report](#)
[Att 8 - formula business public comment](#)

6. MATTERS FROM CHAIR/COMMISSIONERS/STAFF

ADJOURNMENT

The adjournment time for all Planning Commission meetings is no later than 9:00 p.m. If the Commission is still in session at 9:00 p.m., the Commission may continue the meeting upon majority vote.

State of California)
) ss
County of Mendocino)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on November 9, 2020.

Joanna Gonzalez
Administrative Assistant, Community Development



City of Fort Bragg

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

Text File

File Number: 20-907

Agenda Date: 11/12/2020

Version: 1

Status: Business

In Control: Planning Commission

File Type: Minutes

Agenda Number: 1A.

Approve the Planning Commission Minutes of October 14, 2020.



City of Fort Bragg

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

Meeting Minutes Planning Commission

Wednesday, October 14, 2020

6:00 PM

Via Video Conference

MEETING CALLED TO ORDER

Chair Logan called the meeting to order at 6:00 PM.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present 5 - Commissioner Stan Miklose, Vice Chair Jay Andreis, Commissioner Michelle Roberts, Chair Jeremy Logan, and Commissioner Nancy Rogers

1. APPROVAL OF MINUTES

1A. [20-876](#)

Approval of the Planning Commission Minutes of June 10, 2020 and August 26, 2020

Commissioner Roberts noted a condition in the minutes had an incorrect code cited. Commission asked that the minutes be corrected and approved as amended.

The Minutes were approved as amended

Aye: 5 - Commissioner Miklose, Vice Chair Andreis, Commissioner Roberts, Chair Logan and Commissioner Rogers

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

None.

4. PUBLIC HEARINGS

No Public Hearing

5. CONDUCT OF BUSINESS

5A. [20-879](#)

Receive Oral Update from Staff on Departmental Activities

New Senior Planner Sar and Assistant Director, Engineering Division O'Neal were introduced to the Planning Commission. Chair Logan expressed concern for a lack of commission meetings over the summer. Administrative Assistant Gonzalez confirmed that no project

subject to Planning Commission review has been approved or denied by the City and the lack of meeting was due to a lack of planning project applications ready for commission review. Assistant Director O'Neal gave a brief summary of pending projects that will come before the commission over the next few months.

5B. [20-850](#)

Senior Planner Sar presented the prepared report and power point to the commission. Commissioners asked clarifying questions and made suggestions to Staff regarding report for future consideration.

Discussion items included:

- *The commissioners suggested adding a chart that shows existing regulations vs proposed regulations.
- *Including previous meeting reports as attachments.
- *Clear definition between big box, formula and franchise stores.
- *Better definitions of services, retail and grocery.
- *Concerns about the survey.
- *More participation.

The whole commission spoke in favor of requiring Use Permits and Use Permits requiring fiscal and economic analysis as part of the application process. As a whole the commission would like more community feedback, more categorization of formula businesses such as banking, insurance, hardware stores and cafes.

The Commission agreed to have a special meeting November 4th and would like staff to bring forward more definitions, and the results of the survey after ran longer.

Written public comments were received and added to the record from:

Jacob Patterson, Paul Clarke, Susan Norgaurd and Annemarie Weibel.

Verbal public comment from Jamie Peters.

This Planning Staff Report was referred back to staff

6. MATTERS FROM CHAIR/COMMISSIONERS/STAFF

None.

ADJOURNMENT

Chair Logan adjourned the meeting at 8:03 PM.



City of Fort Bragg

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

Text File

File Number: 20-915

Agenda Date: 11/12/2020

Version: 1

Status: Public Hearing

In Control: Planning Commission

File Type: Planning Staff Report

Agenda Number: 4A.

Receive Report, Conduct Public Hearing, and Consider Adoption of a Mitigated Negative Declaration (MND) and Approval of Minor Subdivision 1-20 for 130 Halsey Way (DIV 1-20)

MEETING DATE: November 12, 2020
PREPARED BY: D. O'Connor/C. O'Neal
PRESENTED BY: C. O'Neal

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Minor Subdivision 1-20 (DIV 1-20)

OWNER/APPLICANT: Franco, Carlos and Heather

REQUEST: The proposed project would subdivide an existing $\pm 22,989$ SF parcel into three parcels of $\pm 7,515$ SF, $\pm 7,793$ SF and $\pm 7,681$ SF. The existing parcel is developed with an existing single-unit residential dwelling, two accessory structures (sheds) and paved walkways. The undeveloped portions of the parcel are landscaped.

LOCATION: 130 Halsey Way

ASSESSOR'S PARCEL NO.: 008-264-17

APPEALABLE PROJECT: ☒ Can be appealed to City Council

ZONING: Low Density Residential (RL)

ENVIRONMENTAL DETERMINATION: The City of Fort Bragg is the Lead Agency for CEQA purposes, and has prepared a Mitigated Negative Declaration with a Mitigation Monitoring Plan.

SURROUNDING LAND USES:

SOUTH:	Single-unit residential
EAST:	Single-unit residential
NORTH:	Single-unit residential
WEST:	Single-unit residential

STAFF RECOMMENDATION:

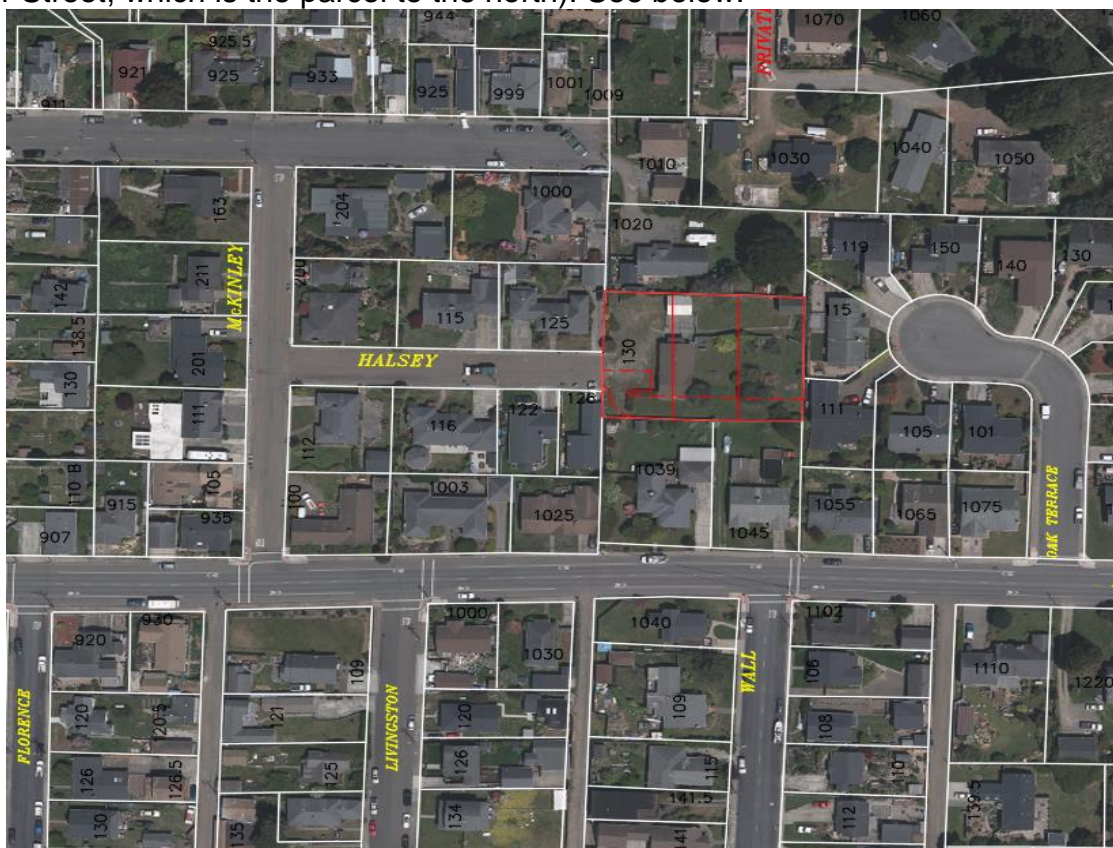
Staff recommends that the Planning Commission: 1) receive staff report; 2) open the public hearing; 3) take public comment; 4) close the public hearing deliberate; and 5) adopt Mitigated Negative Declaration, and the mitigation monitoring plan, and approve the Tentative Map for Minor Subdivision 1-20 (DIV 1-20).

PROJECT DESCRIPTION:

The applicant proposes a Tentative Map for the subdivision of a 22,989 square foot parcel in the Low Density Residential (RL) zone. The site is located at the eastern terminus of Halsey Way, 130 Halsey Way. The property is developed with an existing single-unit residential use, two accessory structures (sheds) and paved walkways. The undeveloped portions are landscaped.

The Tentative Map proposes to split the $\pm 22,989$ SF property into three parcels with areas of $\pm 7,515$ square feet (Proposed Parcel 1), $\pm 7,793$ SF square feet (Proposed Parcel 2) and $\pm 7,681$ square feet (Proposed Parcel 3). The existing residence would be relocated from its present location to the west within the proposed Parcel 1. The existing residential accessory structures would remain in place. See **Attachment 1: Tentative Map**.

There are single-unit residential dwellings on all sides of the project parcel. Surrounding parcels vary in size from 4,630 SF (126 Halsey Way to the west) to 15,031 SF (1020 E. Alder Street, which is the parcel to the north). See below:



CONSISTENCY WITH GENERAL PLAN AND LAND USE & DEVELOPMENT CODE:

The following analysis summarizes the proposed project's compliance with development standards and relevant General Plan policies that have a bearing on the project. Special conditions are recommended where necessary, to bring the project into conformance with the City's Inland Program.

LAND USE: This Minor Division (less than 4 parcels) is located in the Low Density Residential Zone. The development standards are described below.

Minimum Parcel Size Standards

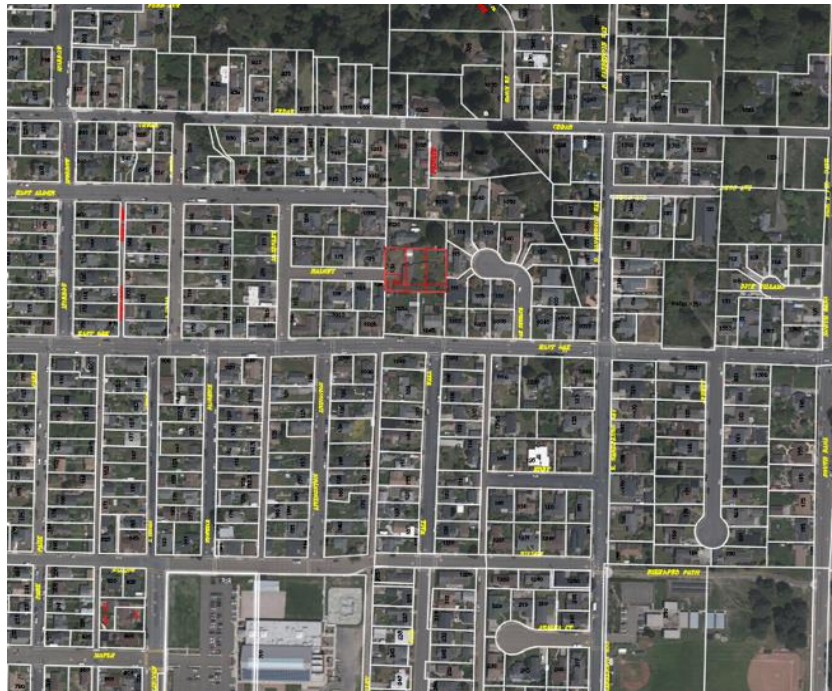
Inland Land Use and Development Code (ILUDC) Section 18.21.040 prescribes standards for newly created parcels in the Low Density Residential zone. The proposed parcels meet or exceed all parcel dimension required by the ILUDC. Table 1 below compares the ILUDC requirements with the proposed Tentative Map:

Residential District Subdivision Standards, Table 1

	Minimum Parcel Dimension Standards – Low Density Residential		
	Min. Area (sf)	Min. Width (ft.)	Max. Depth (ft.)
ILUDC Requirement	6,000	50	3 times width
Proposed Parcel 1	7,515	53	130
Proposed Parcel 2	7,793	65	130
Proposed Parcel 3	7,681	58	130

Legend: Compliant | Existing Nonconforming | Not compliant

Below is an image showing how the proposed lots compare in size with the greater area:



Setbacks

ILUDC Section 18.21.050 lists the required setbacks and site planning policies for development in the Low Density Residential districts. The proposed relocation of the existing single family residence to Parcel 1 is consistent with the ILUDC, as shown in Table 2, below.

Residential District Site Planning and Building Standards Table 2

Site Planning and Setback Standards – Low Density Residential					
		<i>Front Yard (ft.)</i>	<i>Interior Side Yard (ft.)</i>	<i>Street Side Yard (ft.)</i>	<i>Rear Yard (ft.)</i>
<i>ILUDC Requirement</i>		20 ft., but no closer than 25 ft. to the street right-of-way or the edge of pavement, whichever is closer	5	10	10
<i>Proposed Parcel 1</i>		25	9	-	10
<i>Proposed Parcel 2</i>		Vacant	Vacant	Vacant	Vacant
<i>Proposed Parcel 3</i>		Vacant	Vacant	Vacant	Vacant

Legend: Compliant | Existing Nonconforming | Vacant

Land Use and Parking

ILUDC also lists the allowable land uses in the RL zone, and prescribes specific parking requirements depending on use in the district. All three proposed parcels are consistent with the Land Use and Parking Requirements as shown in Table 3, below:

Table 3

Permitted Uses and Parking Standards – Central Business District		
	<i>Land Use</i>	<i>Parking</i>
<i>ILUDC Requirement</i>	ILUDC 18.21.030 and Table 2-1 Allowed Land Uses	ILUDC 18.36.040 Table 3-7 Parking Req. in RL by Land Use
<i>Proposed Parcel 1</i>	Relocate Residence	2 Proposed [2 Required]
<i>Proposed Parcel 2</i>	Vacant	2 Proposed [2 Required]
<i>Proposed Parcel 3</i>	Vacant	2 Proposed [2 Required]

Legend: Compliant | Existing Nonconforming | Not compliant

Subdivision Improvement Requirements:

Section 18.88 of the ILUDC specifies the subdivision design and improvement requirements that are necessary for the approval of the Tentative Map for a Minor Subdivision. The purpose of these standards is to ensure, through careful site evaluation and design, the creation of new usable parcels that are consistent with the General Plan as analyzed below:

Residential Density

The RL zoning district is applied to areas of the City that are appropriate for neighborhoods of single-family dwellings on standard urban lots, surrounding the more densely developed core of the City. This zone also allows limited, neighborhood serving commercial uses on small, appropriately located individual parcels. The maximum allowable residential density within the RL district ranges from 3 to 6 dwelling units per acre. The maximum number of dwelling units allowed on a single parcel is one plus second unit where allowed by 18.42.170. The Tentative Map proposed by DIV 1-20 consistently implements the residential density requirements established in the RL zone and no additional special conditions are required for compliance with density requirements.

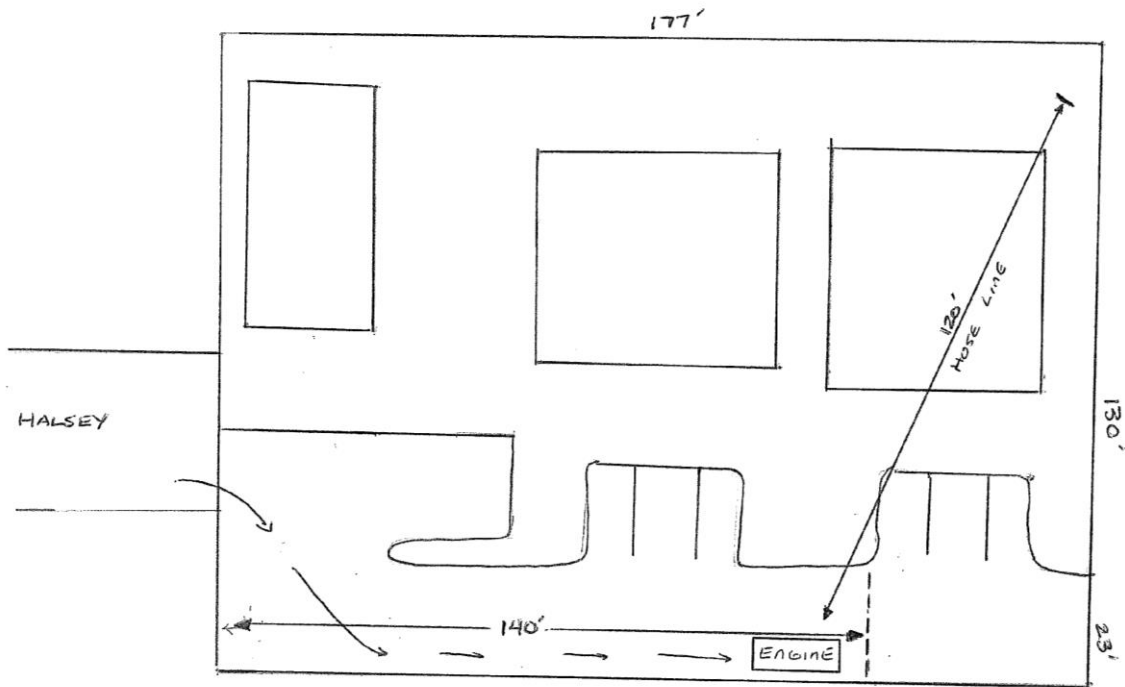
Public Utilities and Services. The project site would be served by City water and sewer, with other utilities provided by PG&E, heating fuel distributors, and AT&T and Comcast or other wired, wireless and satellite telecommunications providers. The Public Works Department has determined that the City has adequate potable water supply and capacity at its wastewater treatment facility to serve the proposed subdivision.

The Fort Bragg Fire Department (FBFD) has reviewed the proposal and has required the addition of a fire hydrant. In order to comply with Section 18.88.050 B, a fire hydrant shall be installed at the end of Halsey Way as requested by the Fire Marshall (Special Condition 1). The Fire Marshall additionally determined that while the code requires a mid-length turn-around for dead ends longer than 150' and this proposed drive way will be 177', the division does not require a turn-around since the engines ability to stop at the west end of the east "parking area" will still be able to meet the 150' hose line requirements. See FBFD image on next page.

Special Condition 1: Prior to final of the building permit issued to relocate the existing residence, applicant shall install a fire hydrant at the end of Halsey Way, at a location to be approved by the Public Works Director.

In order to ensure emergency personnel can easily locate the sites, Special Condition 2 requires assignment of addresses.

Special Condition 2: Prior to occupancy of any residential unit in this subdivision, address numbers shall be placed in such a manner as to be visible from Halsey Way, and shall be placed on each residential unit in such a manner as to be



visible from the access driveway. The minimum height of numbers to be used shall be three inches and contrasting color from basic background visible from the access driveway. The minimum height of numbers to be used shall be three inches and contrasting color from basic background.

Floodplain Development/Emergency Planning. According to FEMA maps, all portions of the subject property are outside of the 100-year flood zone. The project is not located in a tsunami inundation zone according to California Emergency Management Agency maps. The project was reviewed by the Fort Bragg Police Department and no safety issues were identified.

Frontage Improvements, Site Improvements, and Utilities. The Public Works Department and the developer have discussed the project details as they relate to public infrastructure and developed the following list of required improvements. The improvements shall be executed by the developer for each parcel at the time specified below.

Driveway and Vehicle Access

The three newly-created parcels would share a permeable paved driveway via a 22-foot wide private access way and private utility easement along the south property boundary. The access shall be paved for at least the first 20 feet from its intersection with Halsey Way to comply with City Standards (FBMC section 18.36.100), the proposed permeable pavement meets this requirement. The existing residence will

need to be relocated prior to construction of the shared driveway, however it cannot be moved before the map has been recorded, in order to comply with the required building setback. Permeable pavement parking spaces are proposed for each of the three parcels that are sufficient for two vehicles each. The east end of Halsey Way would be improved with a 4-foot concrete sidewalk to improve pedestrian access. To ensure these improvements, staff recommends Special Conditions 3, 4, and 5:

Special Condition 3: Prior to final of the building permit issued to relocate the existing residence, the applicant shall construct sidewalk across Halsey Way along the entire width of Halsey Way, as shown on the Tentative Map. An encroachment permit is required to construct the frontage improvements.

Special Condition 4: Prior to final of the building permit issued to relocate the existing residence, the applicant shall construct a permeable paved 22-foot driveway. An encroachment permit is required to construct the frontage improvements.

Special Condition 5: A private, non-exclusive easement for the shared driveway shall be shown on the recorded Parcel Map. Maintenance Agreements for the private driveway shall be recorded as part of the deed for each parcel.

Traffic and Circulation

The City has received two comments from concerned members of the public regarding increased impacts to traffic and circulation in this location. A traffic study is only necessitated for a project when one of the environmental thresholds of significance triggers this requirement or if an increase in density is requested by the applicant. The City's General Plan prescribes the density in this location as allowing 3-6 units per acre and further describes the Levels of Service thresholds for this area as being met so long as the density of development is in keeping with those requirements. According to CEQA, this project complies with all the General Plan policies related to the Circulation Element. This project is considered as an in-fill project which means, it has less potential to create carbon emissions due to long distance travel and thus it has less potential to have "negative" transportation impact from a CEQA perspective. As required by the Land Use code, each developable parcel will be served with two parking spaces as described above. This project does not create any significant impacts to traffic or circulation as defined by CEQA or identified in the General Plan Policies. Staff does not recommend a traffic analysis be required for approval of this project.

Utilities

The existing residence is connected to City water and sewer. The project would connect the two proposed parcels to public water and sewer, and realign the existing public water and sewer connection for the relocated residence. The private utilities would run parallel with each other, within the proposed access driveway and public utility

easement. Three sewer cleanouts are proposed. To ensure compliance with these requirements, staff recommends approval of the following Special Conditions:

Special Condition 6: Water, sewer, and drainage capacity fees (Municipal Code section 12.14.030) for each lot shall be paid prior to issuance of the first building permit for said lot, and a note stating such shall appear on the face of the Parcel Map for recordation.

Special Condition 7: Applicant shall pay all water and sewer connection fees in order to connect to the public utilities (Municipal Code section 14.14.020). Connection fees shall be paid and connections shall be made prior to finalization of the building permit issued to relocate the existing residence.

Special Condition 8: Private, non-exclusive utility easements for the private utilities shall be shown on the recorded Parcel Map. Maintenance Agreements for the private utilities shall be recorded as part of the deed for each parcel.

Easements

This project will require the dedication of private easements for the benefit of the parcels. Drafts of these easements and maintenance and operations documents shall be submitted and approved prior to approval of the Parcel Map. The required easements are described in Special Conditions 5, 8 and 11.

Stormwater

All Stormwater controls and improvements are prescribed by Fort Bragg ILUDC section 18.64 Urban Runoff Pollution Control, and Fort Bragg Municipal Code (FBMC) Section 12.14 Drainage Facilities. All stormwater runs across this site in a south westerly direction. The onsite storm water management system shall maintain post-development peak runoff rate and average volume at levels that are similar to pre-development levels. All storm water management and erosion control shall comply with the requirements of Title 18 of the City of Fort Bragg Inland Land Use and Development Code.

In accordance with SHN's evaluation of the site conditions, the following Low Impact Design (LID) site design measures are proposed. Runoff water from this site is expected to be captured by a combination of the bioretention planters located on the south side of each proposed building footprint and via surface flow toward the permeable paved driveway where the water will be allowed to percolate into the ground and be retained on site. Finally, any water expected to leave the site during rain events which exceeds the 85th percentile 24-hour design storm event, will be conveyed via a 20' by 2' concrete valley gutter along Halsey Way according to the proposed Stormwater Management Plan (attachment 4).

To ensure compliance, with all site design and stormwater requirements, the following Special Conditions are recommended:

Special Condition 9: Prior to recordation of the Parcel Map, applicant must submit a Final Stormwater Control Plan, along with associated calculations and worksheets, to be approved by the Public Works Director or his/her designee.

Special Condition 10: Stormwater runoff shall be minimized via the incorporation of the selected site design measures in accordance with the approved Final Stormwater Control Plan.

Special Condition 11: Private Maintenance Agreements for the on-site storm water facilities shall be recorded as part of the Deed for each parcel. Drafts of these documents shall be submitted and approved prior to approval of the Parcel Map.

Environmental Determination. A Mitigated Negative Declaration (MND) has been prepared for this project for conformance with the California Environmental Quality Act (CEQA). It was made available to the public on October 8, 2020. With incorporation of the mitigation measures from the MND, the project will not result in a significant impact to the environment. **Special Condition 12** specifically incorporates all the mitigation measures identified in the MND into this subdivision land use entitlement.

Mitigated Negative Declaration

The project was referred to California Department of Fish and Wildlife (CDFW) to review the project's potential for impacts on biological resources. After reviewing the project, CDFW responded that they do not have any comments to provide on the referral. City staff followed up with Fish and Wildlife to discuss the proposed removal of several holly bushes as part of the application. The holly bushes located on site are not protected habitat; however, because they have the potential to provide habitat for sensitive or special status species. The holly bushes proposed for removal provide approximately 1,050 SF of habitat. In a telephone conversation with Fish and Wildlife on June 16, 2020, it was suggested that replanting of native, locally purchased shrubs would offset any potential impacts to special status species that utilize the existing holly bushes for habitat. The mitigation measure described in Special Condition 12 is proposed to ensure that any impacts related to the removal of the holly bushes are less than significant. Attachment 6 to this report is a revised **Landscape Plan**, submitted by the applicant on October 20, 2020.

Vegetation

The project proposes to remove one small stand of holly trees with specimens 3 inches to 12 inches in diameter) and a solitary holly tree of 8 inches in diameter. The attached Mitigated Negative Declaration (MND) has a Biologic Condition (BIO-1) that is incorporated herein as Special Condition 12. To maintain compliance with ILUDC Section 18.34, Landscaping, and the MND, the following Special Conditions are recommended:

Special Condition 12/BIO-1: Prior to approval of a Final Map, the applicant shall submit a landscape plan for the approval of the Community Development Director that identifies no less than 1,050 SF of area for the planting of native, drought-tolerant, locally-purchased shrubs or trees. The area of planting shall be based on the ultimate canopy/growth size of the specimens proposed. The area of planting may be split into multiple locations throughout the project site of no less than 300 SF each. Plantings proposed by the approved landscape plan shall be complete/installed prior to final inspection of a building permit on parcels where the plantings are proposed.

Special Condition 13: Drought tolerant plant species native to northern California coastal habitats, obtained from local genetic stocks are encouraged. The installation of any irrigation systems shall utilize water efficient drip or microspray irrigation systems. Lawns shall not be installed.

RECOMMENDATION

Staff recommends adoption of the Initial Study/Mitigated Negative Declaration, and the mitigation monitoring plan, and approval of the Tentative Map for Minor Subdivision 1-20 (DIV 1-20) based on the findings and subject to the conditions cited below:

CEQA FINDINGS

The Planning Commission of the City of Fort Bragg finds, determines, and certifies as follows for the purpose of adopting the MND for this project:

1. The above recitals are true and correct, and are incorporated herein by reference.
2. The MND was prepared in compliance with the requirements of CEQA.
3. The MND was presented to the Planning Commission, a decision-making body for the City, the lead agency for the Project, and the Planning Commission has reviewed and considered the information contained in the MND.
4. The MND reflects the Planning Commission's independent judgment and analysis as to the environmental effects of the Project.
5. After mitigation, all project impacts are less than significant.
6. The Planning Commission has, by its review of the evidence and analysis presented in the MND and in the record, acquired a better understanding of the full scope of the environmental issues presented by the Project. In turn, this understanding has enabled the Planning Commission to make fully informed, thoroughly considered decisions on these important issues.
7. The location of the documents or other material that constitute the record of proceedings upon which the decision is based is the City of Fort Bragg Community Development Department, 416 North Franklin Street, Fort Bragg CA 95437; the official custodian of said records is the City Clerk of the City of Fort Bragg.

GENERAL FINDINGS

1. The proposed project is consistent with 18.81.070(A) the purpose and intent of the zoning district, as well as all other provisions of the General Plan, Land Use and Development Code (LUDC) and the Fort Bragg Municipal Code;
2. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
3. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located; and
4. For the purposes of the environmental determination, a Mitigated Negative Declaration has been prepared for conformance with the California Environmental Quality Act (CEQA). As mitigated, the project will not result in significant or potentially significant environmental impacts.

SUBDIVISION FINDINGS

1. The proposed subdivision, together with the provisions for its design and improvement, is consistent with the General Plan, and any applicable Specific Plan;
2. The site is physically suitable for the type or proposed density of development;
3. The design of the subdivision or the proposed improvements are not likely to cause substantial environmental damage or injure fish or wildlife or their habitat;
4. The design of the subdivision or type of improvements is not likely to cause serious public health or safety problems;
5. The design of the subdivision or the type of improvements will not conflict with easements, acquired by the public at large for access through or use of, property within the proposed subdivision;
6. The discharge of sewage from the proposed subdivision into the community sewer system would not result in violation of existing requirements prescribed by the California Regional Water Quality Control Board;
7. There are no indications of adverse soil or geological conditions and the subdivider has provided sufficient information to the satisfaction of the City Engineer or other applicable review authority that the site is appropriate for the proposed development; and
8. The proposed subdivision is consistent with all applicable provisions of the Inland Land Use and Development Code, any other applicable provisions of the Municipal Code, and the Subdivision Map Act.

SPECIAL CONDITIONS

1. Prior to final of the building permit issued to relocate the existing residence, applicant shall install a fire hydrant at the end of Halsey Way, at a location to be approved by the Public Works Director.
2. Prior to occupancy of any residential unit in this subdivision, address numbers shall be placed in such a manner as to be visible from Halsey Way, and shall be placed on each residential unit in such a manner as to be visible from the access driveway. The minimum height of numbers to be used shall be three inches and contrasting color from basic background.
3. Prior to final of the building permit issued to relocate the existing residence, the applicant shall construct sidewalk across Halsey Way along the entire width of Halsey Way, as shown on the Tentative Map. An encroachment permit is required to construct the frontage improvements.
4. Prior to final of the building permit issued to relocate the existing residence, the applicant shall construct a permeable paved 22-foot driveway. An encroachment permit is required to construct the frontage improvements.
5. A private, non-exclusive easement for the shared driveway shall be shown on the recorded Parcel Map. Maintenance Agreements for the private driveway shall be recorded as part of the deed for each parcel.
6. Water, sewer, and drainage capacity fees (Municipal Code section 12.14.030) for each lot shall be paid prior to issuance of the first building permit for said lot, and a note stating such shall appear on the face of the Parcel Map for recordation.
7. Applicant shall pay all water and sewer connection fees in order to connect to the public utilities (Municipal Code section 14.14.020). Connection fees shall be paid and connections shall be made prior to finalization of the building permit issued to relocate the existing residence.
8. Private, non-exclusive utility easements for the private utilities shall be shown on the recorded Parcel Map. Maintenance Agreements for the private utilities shall be recorded as part of the deed for each parcel.
9. Prior to recordation of the Parcel Map, applicant must submit a Final Stormwater Control Plan, along with associated calculations and worksheets, to be approved by the Public Works Director or his/her designee.
10. Stormwater runoff shall be minimized via the incorporation of the selected site design measures in accordance with the approved Final Stormwater Control Plan.
11. Private Maintenance Agreements for the on-site storm water facilities shall be recorded as part of the Deed for each parcel. Drafts of these documents shall be submitted and approved prior to approval of the Parcel Map.
12. Prior to approval of a Final Map, the applicant shall submit a landscape plan for the approval of the Community Development Director that identifies an area for the planting of native, drought-tolerant, locally-purchased shrubs or trees that will provide an equivalent quantity of habitat. The area of planting shall be based on the ultimate canopy/growth size of the specimens proposed. The area of planting may be split into multiple locations throughout the project site of no less than 300 SF each. Plantings proposed by the approved landscape plan shall be

complete/installed prior to final inspection of a building permit on parcels where the plantings are proposed.

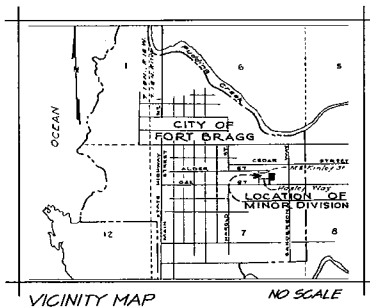
13. Drought tolerant plant species native to northern California coastal habitats, obtained from local genetic stocks are encouraged. The installation of any irrigation systems shall utilize water efficient drip or microspray irrigation systems. Lawns shall not be installed.

STANDARD CONDITIONS

1. This action shall become final on the 11th day following the decision unless an appeal to the City Council is filed pursuant to Land Use & Development Code (LUDC) Chapter 18.92
2. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City.
3. This permit shall be subject to the securing of all necessary permits for the proposed development from City, County, State and Federal agencies having jurisdiction. All plans submitted with required permit applications shall be consistent with this approval.
4. This permit shall be subject to revocation or modification upon a finding of any one or more of the following:
 - a. That such permit was obtained or extended by fraud.
 - b. That one or more of the conditions upon which such permit was granted have been violated.
 - c. That the use for which the permit was granted is so conducted as to be detrimental to the public health, welfare or safety or as to be a nuisance.
 - d. A final judgment of a court of competent jurisdiction has declared one or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one or more conditions.
5. This permit is issued without a legal determination having been made upon the number, size or shape of parcels encompassed within the permit described boundaries. Should, at any time, a legal determination be made that the number, size or shape of parcels within the permit described boundaries are different than that which is legally required by this permit, this permit shall become null and void.
6. This Tentative Map approval shall lapse and become null and void 24 months from the date of approval unless before the passing of 24 months, a unilateral agreement examined and approved by the City Engineer is recorded or an extension is requested and granted.

ATTACHMENTS

1. Tentative Map
2. Mitigated Negative Declaration
3. Mitigation Monitoring Plan
4. Stormwater Management Plan
5. Landscape Plan
6. Site Images
7. Public Comments



Tentative Parcel Map D/R No. 1-20 *Three Parcel Minor Subdivision*

A SUBDIVISION OF PARCEL 2 OF MC 2, DR. 23, PG. 51, M.C.R.
 LYING WITHIN SECTION 7
 T. 18 N., R. 17 W., M.D.B.M.
 IN THE CITY OF FORT BRAGG
 MENDOCINO COUNTY, CALIFORNIA

SITE:

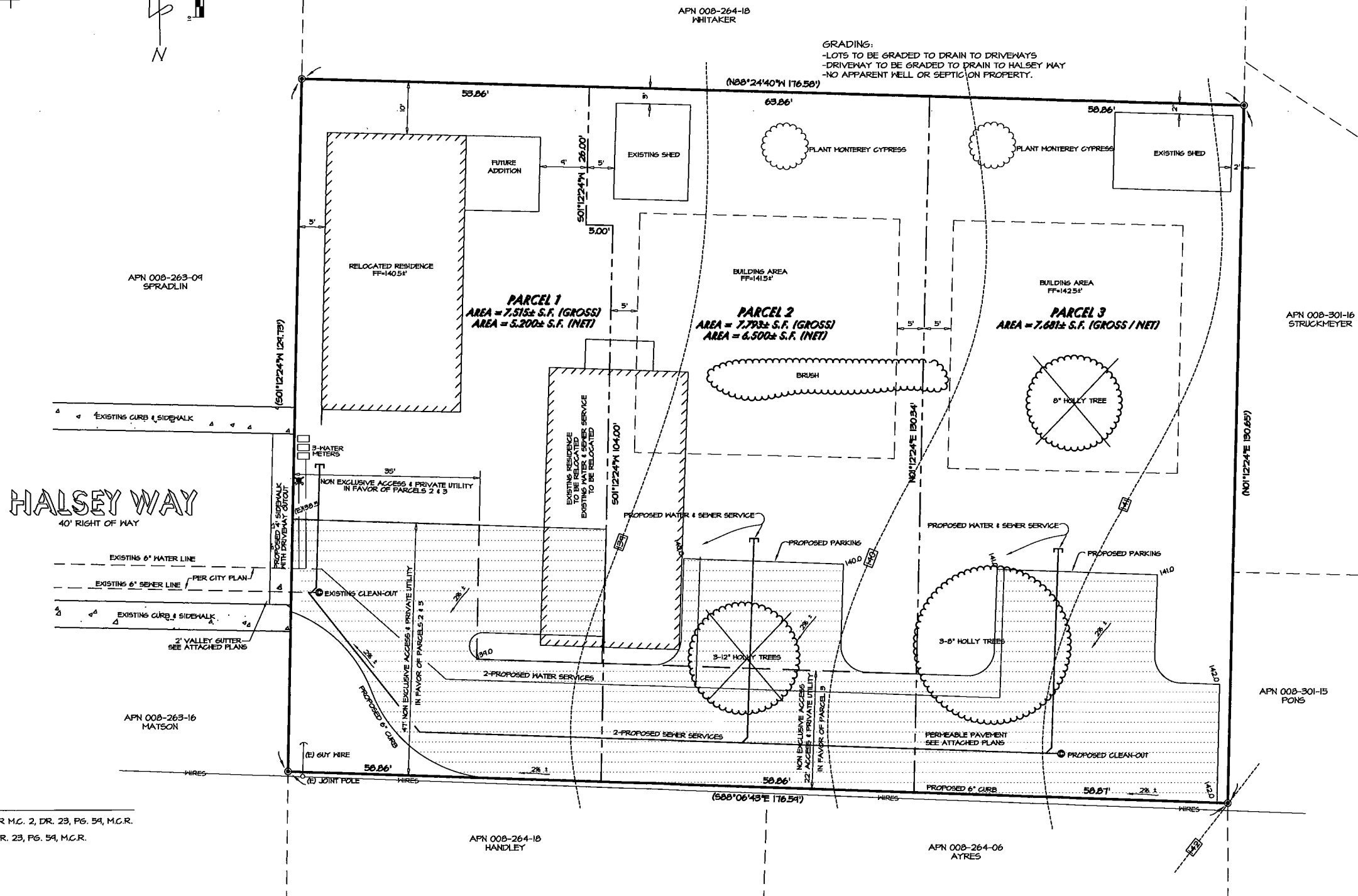
AP# 008-264-17
 130 Halsey Way
 Fort Bragg, CA

OWNERS:

Carlos & Heather Franco
 31710 Dennison Lane
 Fort Bragg, CA 95437
 (707) 464-9023

SURVEYOR:

CLIFFORD ZIMMERMAN
 32200 FOREST DRIVE
 FORT BRAGG, CA. 95437
 PH. (707) 489-1194
 AUGUST 31, 2020



Prepared by:
Clifford M. Zimmerman
 Licensed Land Surveyor, L.S. 4707
 32200 Forest Lane, Fort Bragg, Ca. 95437
 Phone: 707-489-1194



CITY OF FORT BRAGG

Incorporated August 5, 1889

416 N. Franklin Street

Fort Bragg, California 95437

tel. 707.961.2823

fax 707.961.2802

www.fortbragg.com

INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION

PROJECT TITLE:	Franco Subdivision
APPLICATION NO.:	Subdivision 1-20 (DIV 1-20)
LEAD AGENCY:	City of Fort Bragg 416 N Franklin Street Fort Bragg, CA 95437
CONTACT:	Sokuntia Sar, Senior Planner Community Development Department (707) 961-2827 x112
PROJECT LOCATION:	130 Halsey Way, Fort Bragg, CA
PROJECT APN:	APN 005-264-17
PROPERTY OWNER:	Franco, Carlos and Heather
PROJECT APPLICANT:	Franco, Carlos and Heather
INLAND LAND USE AND DEVELOPMENT CODE DESIGNATION:	Low Density Residential (RL)
INLAND GENERAL PLAN DESIGNATION:	Low Density Residential (RL)

OBJECTIVE

The objective of this Initial Study and Mitigated Negative Declaration (MND) is to determine if there are significant adverse environmental impacts associated with the subdivision of the existing ±22,989 SF parcel into three parcels of ±7,515 SF, ±7,793 SF and ±7,681 SF. The report also

recommends appropriate mitigation measures, as necessary, to reduce environmental impacts to less than significant levels.

The Initial Study and MND have been prepared in compliance with California Environmental Quality Act (CEQA). The City of Fort Bragg is the Lead Agency for the project and consulted with trustee and responsible agencies in preparation of this environmental document. A CEQA Initial Study checklist was prepared and concluded that, with implementation of mitigation measures, the project would not have significant effect on the environment.

Environmental issues as identified by the Initial Study are analyzed in this MND. This MND concludes that this project, as proposed and mitigated, will not have significant adverse effects on the environment.

PUBLIC AGENCIES CONSULTED

On April 21, 2020, the City of Fort Bragg referred the project application to the following agencies for review and comment.

- City of Fort Bragg – Police Department
- City of Fort Bragg – Fire Department
- City of Fort Bragg – Public Works
- Mendocino County – Department of Planning and Building Services
- State of California – Department of Fish and Wildlife
- Sherwood Valley Band of Pomo

The City received responses from Public Works, Fish and Wildlife, Mendocino County Planning and Building Services and the Police Department. These comments have been incorporated into the review of this project.

PROJECT LOCATION & SURROUNDING LAND USES

The subject parcel is located in within the City of Fort Bragg in the Low Density Residential (RL) zoning district. The site is located at the eastern terminus of Halsey Way. The following describes the surrounding land uses:

SOUTH:	Single-unit residential
EAST:	Single-unit residential
NORTH:	Single-unit residential
WEST:	Single-unit residential

PROJECT SETTING

The existing parcel is approximately 22,989 SF and is developed with an existing single-unit residential dwelling, two residential accessory structures (sheds) and paved walkways. The undeveloped portions of the parcel are landscaped.

There are single-unit residential dwellings on all sides of the project parcel. Surrounding parcels vary in size from 4,630 SF (126 Halsey Way to the west) to 15,031 SF (1020 E. Alder Street to the north).

DESCRIPTION OF PROJECT

The proposed project would consist of the components described below:

Subdivision

The project would subdivide an existing $\pm 22,989$ SF parcel into three parcels of $\pm 7,515$ SF, $\pm 7,793$ SF and $\pm 7,681$ SF.

Parking and Vehicle Access

The three newly-created parcels would share a proposed permeable paved driveway via a 22-foot access and public utility easement along the south property boundary. The access would be paved for the first 20 feet from its intersection with Halsey Way. Permeable driveway/parking spaces are proposed for each of the three parcels that are sufficient for two vehicles each. The access point at the terminus of Halsey Way would be improved with a 4-foot concrete sidewalk with driveway cutout.

Utilities

The project would connect two of the three proposed parcels to public water and sewer, and realign/repurpose one existing public water and sewer connection. The utilities would run within the proposed access driveway and public utility easement. The existing residence, which is proposed to be relocated, would relocate its existing water and sewer connection. Three cleanouts are proposed.

Vegetation

The project would remove two small stands of holly trees (one with specimens 3 inches to 12 inches in diameter, the other with specimens 3 inches to 8 inches in diameter), in addition to a solitary holly tree of 8 inches in diameter.

Structures

The existing parcel includes an existing single-residential unit and two residential accessory structures (sheds). The residence would be relocated from its present location to the west within proposed Parcel 1. The existing residential accessory structures would remain in place.

ENVIRONMENTAL FACTORS POTENTIALL AFFECTED

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is "Less than significant with mitigation incorporated" as indicated by the checklist on the following pages.

<input type="checkbox"/>	Aesthetics	<input type="checkbox"/>	Agriculture and Forestry Resources	<input type="checkbox"/>	Air Quality
<input checked="" type="checkbox"/>	Biological Resources	<input type="checkbox"/>	Cultural Resources	<input type="checkbox"/>	Energy
<input type="checkbox"/>	Geology and Soils	<input type="checkbox"/>	Greenhouse Gas Emissions	<input type="checkbox"/>	Hazards and Hazardous Materials
<input type="checkbox"/>	Hydrology and Water Quality	<input type="checkbox"/>	Land Use and Planning	<input type="checkbox"/>	Mineral Resources
<input type="checkbox"/>	Noise	<input type="checkbox"/>	Population and Housing	<input type="checkbox"/>	Public Services

<input type="checkbox"/>	Recreation	<input type="checkbox"/>	Transportation	<input type="checkbox"/>	Tribal Cultural Resources
<input type="checkbox"/>	Utilities and Service Systems	<input type="checkbox"/>	Wildfire	<input type="checkbox"/>	Mandatory Findings of Significance

DETERMINATION

On the basis of this evaluation:

<input type="checkbox"/>	I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
<input checked="" type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
<input type="checkbox"/>	I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
<input type="checkbox"/>	I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Sokuntia Sar

Signature

October 8, 2020

Date

Sokuntia Sar, Senior Planner

Printed Name

City of Fort Bragg

Agency

I. AESTHETICS. Except as provided in Public Resources Code Section 21099, would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public Views are those that are experienced from publicly accessible vantage points). If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a-c) No impact: A scenic vista is typically considered a location from which the public can experience unique and exemplary high-quality views of an area. In order to identify sites where public views require protection and enhancement, the City's Community Design Element of the Inland General Plan includes the following policies that relate to scenic views:

Policy CD-1.3 Scenic Views and Resource Areas: Ensure that development does not adversely impact scenic views and resources as seen from public rights-of-way.

Program CD-3.2.1: Consider adopting the following standards for Gateway Developments in the Citywide Design Standards:

- Define gateway development as development located south of the Noyo Harbor Bridge or North of the Pudding Creek Bridge.
- Gateway development should not detract from views to the ocean.
- Signage should be modest in scale and should not block the viewshed.

Views from public rights-of-way for this project are limited to views from Halsey Way. The current view into the property from Halsey Way is characterized by an existing single residential unit. The proposed project would introduce two new parcels that could be reasonably expected to be

developed with single residential units, and potentially accessory dwelling units and residential accessory structures. Views through and around the property are characterized by existing single residential units. This project would not adversely impact scenic views and resources from public rights-of-way, as the resulting view following reasonably-expected development would be substantially similar to the existing setting.

Neither of the two highways in the City limits (SR 1 and SR 20) are state scenic highways. Per the California Scenic Highway Mapping System, SR 1 and SR 20 are eligible state scenic highways, although they have not been designated as scenic. Furthermore, the proposed project is far removed from both highways, and is not visible from their rights-of-way.

The scenic view policies in the General Plan that relate to gateways are not applicable to this project, since it would be located in an area outside of the gateway definition in the General Plan. Therefore, policies relating to gateway development do not apply.

d) No impact. The project could reasonably be expected to lead to the eventual development of two additional single-unit residences and potentially accessory dwelling units and/or residential accessory structures. The future conditions of the project site after potential development would be consistent with the surrounding land uses and surrounding neighborhood. Inland Land Use and Development Code (ILUDC) Section 18.30.070 regulates outdoor lighting and limits new sources of substantial light or glare. Future development on the newly-created parcels, as well as the relocation of the existing single-unit residence, would require an approved building permit. During review of future building permits, the City would be able to ensure that outdoor lighting is consistent with ILUDC Section 18.30.070, and therefore not an impact to the environment.

II. AGRICULTURE AND FORESTRY RESOURCES. In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Dept. of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Resources Agency, to non-agricultural use?				
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a, b, e) No impact: Per the Mendocino County Important Farmland map published by the California Department of Conservation, Division of Land Resource Protection, the subject property is "Urban and Built Up Land." This designation is described as land "occupied by structures with a building density of at least 1 unit to 1.5 acres, or approximately 6 structures to a 10-acre parcel. Common examples include residential, industrial, commercial, institutional facilities, cemeteries, airports, golf courses, sanitary landfills, sewage treatment, and water control structures." The project would not convert any Farmland of State Importance to nonagricultural uses.

The subject parcel is zoned Low Density Residential, which permits limited agricultural activities such as animal keeping and horticulture, but the parcel is not under Williamson Act contract, nor are ongoing agricultural activities occurring at present. The proposed project would not affect the permitted land uses on the parcel, and animal keeping and horticulture would continue to be allowed in a manner consistent with private gardens and small animal keeping in the neighborhood.

c, d) No impact: The parcel contains a limited quantity of ornamental holly trees and landscaping consistent with the site's historic residential use. The project is surrounded on all sides by urban residential development. There are no forest lands on or near the site that would be lost or converted as a result of this project.

III. AIR QUALITY. Where available, the significance criteria established by the applicable air quality management district or air pollution control district may be relied upon to make the following determinations. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The City of Fort Bragg is located within the North Coast Air Basin, consisting of Del Norte, Humboldt, Trinity, Mendocino and northern Sonoma counties. Additionally, the Mendocino County Air Quality Management District (MCAQMD) is responsible for enforcing the state and federal Clean Air Acts, as well as local air quality protection regulations. Any new emission point source is subject to an air quality permit, consistent with the District's air quality plan, prior to project construction. The MCAQMD also enforces standards requiring new construction, including houses, to use energy efficient heating, low-emission, EPA-certified wood stoves and similar combustion devices to help reduce source emissions.

Based on the results of monitoring, the entire Mendocino County has been determined to be in attainment for all Federal criteria air pollutants and in attainment for all State standards except Particulate Matter less than 10 microns in size (PM10). In 2005, MCAQMD adopted a Particulate Matter Attainment Plan establishing a policy framework for the reduction of PM10 emissions, and has adopted Rule 1-430 requiring specific dust control measures during all construction operations, grading of roads, or clearing of land.

Sensitive receptors refer to those segments of the population most susceptible to poor air quality, such as children, the elderly and those with serious health problems affected by air quality. Land uses where sensitive individuals are most likely to spend time include schools, parks and playgrounds, daycare centers, nursing homes, hospitals, and residential communities.

a, b) Less than Significant Impact: The proposed project would not obstruct any air quality plan, nor would it violate any air quality standards. The proposed subdivision does not involve any further physical development. While new development could occur at a later date, zoning restrictions would limit the size and scope of future development. Future construction would be subject to the MCAQMD review and regulation, keeping any impacts to a less than significant level.

c) Less than Significant Impact: The proposed project is located in an established residential neighborhood with the potential for nearby sensitive residents. Nearby land uses where sensitive individuals may spend time include Sherwood Oaks Health Center ($\pm 1,250$ feet away), Noyo High School ($\pm 1,100$ feet away), CV Starr Center ($\pm 1,100$ feet away), and Otis Johnson Park (± 700 feet away). However, future impacts to air quality as a result of this project are limited to future construction activities that may occur on the two newly-created vacant parcels. Future construction activities are reasonably expected to include single-unit residences and possibly accessory dwelling units and residential accessory structures. Future development would be subject to building permit review and issuance, and therefore would require compliance with the MCAQMD Rule 1-430 measures to limit construction-related air quality impacts to a less than significant level.

d) Less than Significant Impact: The proposed project does not include any additional development or activities that would otherwise create a nuisance with regard to releasing noxious odors or pollutants that could affect sensitive receptors. Future development would be subject to building permit review and issuance, and therefore would require compliance with the MCAQMD Rule 1-430 measures, as well as City Municipal Code regulations regarding nuisance conditions to limit odor impacts to a less than significant level.

IV. BIOLOGICAL RESOURCES. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect, either directly or indirectly, through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Services?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impeded the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) Less than significant with mitigation. The existing parcel contains a single-unit residence and is located in an established urban, residential neighborhood. The lot contains mowed grasses, holly bushes and landscaping. The existing setting is not conducive habitat for most candidate, sensitive or special status species due to the density of urban development, lack of wildlife corridors and human interaction. It is reasonably expected that single-unit residential development may occur on the newly-created parcels in the future, including auxiliary development (such as accessory dwelling units and/or residential accessory structures). The nature of the project and the expectation for future residential development would not substantially modify the habitat since it is already characterized by urban, residential development.

The project was referred to California Department of Fish and Wildlife (CDFW) to review the project's potential for impacts on biological resources. After reviewing the project, CDFW responded that they do not have any comments to provide on the referral. City staff followed up with Fish and Wildlife to discuss the proposed removal of several holly bushes as part of the application. The holly bushes located on site are not protected habitat; however, they have the potential to provide habitat for sensitive or special status species. The holly bushes proposed for removal provide approximately 1,050 SF of habitat. In a telephone conversation with Fish and Wildlife on June 16, 2020, it was suggested that replanting of native, locally-purchased shrubs would offset any potential impacts to special status species that utilize the existing holly bushes for habitat. The following mitigation measure is proposed to ensure that any impacts related to the removal of the holly bushes are less than significant.

BIO-1: Prior to approval of a Final Map, the applicant shall submit a landscape plan for the approval of the Community Development Director that identifies no less than 1,050 SF of area for the planting of native, drought-tolerant, locally-purchased shrubs or trees. The area of planting shall be based on the ultimate canopy/growth size of the specimens proposed. The area of planting may be split into multiple locations throughout the project site of no less than 300 SF each. Plantings proposed by the approved landscape plan shall be complete/installed prior to final inspection of a building permit on parcels where the plantings are proposed.

b) No impact. There are no riparian habitats evident on the project site. Available mapping resources do not indicate a blue-line creek or other riparian habitat in the area. The City's Inland General Plan identifies "special review areas" as "areas in the City containing watercourses, wetlands, sensitive plant and wildlife habitat, and forested land," and requires a biological report for these special review areas. Staff reviewed available records of the project site and properties nearby, and visited the site to determine if it could qualify as a special review area. Staff did not identify watercourses, wetlands, sensitive plant and wildlife habitat (see response to "a" above regarding habitat), and forested land, and did not require submission of a biological report.

The project was referred to California Department of Fish and Wildlife (CDFW) to review the project's potential for impacts on biological resources, including riparian habitats and other sensitive natural communities, and to receive feedback on if a biological report should be required. After reviewing the project, CDFW responded that they do not have any comments to provide on the referral, and did not request additional information or analysis. Due to the lack of evidence of riparian habitats or other sensitive natural communities on or near the project site, no impact would occur.

c) No impact. There are no federally protected wetlands evident on the project site. Staff reviewed the U.S. Fish and Wildlife Service's National Wetlands Inventory, which does not identify any known wetlands on or near the project site. Staff reviewed available records of the project site and properties nearby, and visited the site to determine if a wetland may be present. Staff did not identify evidence of wetlands that may have warranted further exploration.

The project was referred to California Department of Fish and Wildlife (CDFW) to review the project's potential for impacts on wetlands. After reviewing the project, CDFW responded that they do not have any comments to provide on the referral. Due to the lack of evidence of wetlands on or near the project site, no impact would occur.

d) No impact. The project would subdivide an existing parcel with an existing single-unit residence with residential accessory structures. It is reasonably expected that single-unit residences with allowable accessory development may eventually be constructed on the newly-created parcels. The project is located within an existing established urban neighborhood, with single-unit residential development surrounding the project. No existing significant wildlife corridors are present on or near the site.

e) Less than significant with mitigation. The only vegetation located on the parcel is holly bushes, ornamental plantings such as rhododendrons and mowed grasses. The City of Fort Bragg's Inland General Plan contains the following policies that relate to tree/vegetation preservation and removal:

Policy OS-2.2 Prohibit Invasive Species: Condition development projects requiring discretionary approval to prohibit the planting of any species of broom, pampas grass, gorse, or other species of invasive non-native plants deemed undesirable by the City.

Policy OS-2.3 Preserve Native Vegetation and Trees: To the maximum extent feasible and balanced with permitted use, require that site planning, construction, and

maintenance of development preserve existing healthy trees and native vegetation on the site.

The hollies proposed for removal have not been identified as non-native. As the hollies are non-native, Policy OS-2.2 encourages their removal.

Proposed mitigation measure BIO-1 above requires the applicant replant an equivalent amount of vegetation habitat (as either trees or shrubs) as is proposed for removal. The mitigation measure requires that the replantings be native, drought-tolerant and locally-purchased. The new plantings would offset potential impacts cause by the removal of vegetation, and provide additional native vegetation beyond what is presently existing on site as the existing hollies are non-native.

f) No impact. The proposed subdivision, development of site infrastructure, and potential future development of residences would not conflict with any Habitat Conservation Plan. Natural Community Conservation Plan or other local, regional or state habitat conservation plan. Mendocino County currently has one Habitat Conservation Plan with the California Department of Fish and Wildlife which provides protections for the Point Arena Mountain Beaver, and covers 24 acres of coastal scrub on the south Mendocino Coast. Additionally, since 2003, the Mendocino Redwood Company (MRC) has managed the County's only Natural Community Conservation Plan, which covers all lands owned by MRC to preserve regional important habitat. This project is not located within or near either of these two conservation plan areas, and no impact would occur.

V. CULTURAL RESOURCES. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Cause a substantial adverse change in the significance of a historical resource pursuant to §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a-c) Less than significant impact. ILUDC Section 18.50.030 governs archaeological resources in the city limits, which echoes state law regarding discovery of artifacts. This code section states that archaeological reports are required for development proposals in areas where there are known archaeological or paleontological resources or sacred sites on the site or in the vicinity, or where there is a moderate to high probability for previously unidentified resources to be encountered during the development activity.

The proposed project takes place on a site with a developed single-unit residence and accessory development. The project is surrounded on all sides by urban residential development. City records do not indicate the presence of historical resources on the site or in the vicinity, and it is not presumed to be a moderate to high probability for previously unidentified resources.

The City referred the project application to the Sherwood Valley Band of Pomo (SVBP) for review and input. SVBP did not respond to the inquiry requesting mitigation measures or further analysis into the possibility of archaeological resources located on or near the site.

ILUDC Section 18.50.030 states the procedures that shall be followed if future development discovers evidence of archaeological, paleontological, or other potentially significant historic resources. These procedures require the project proponent notify the City of the discovery, engage an archaeologist to determine if the discovery is significant and determine the correct course of action to avoid, minimize or mitigate damage to the resource. Upon notification, the City shall notify the State Historic Preservation Officer and the Sherwood Valley Band of Pomo. Any and all work which could potentially damage or destroy the resource shall be halted until appropriate avoidance, minimization, and mitigation measures can be developed and implemented.

Adherence to the required provisions of the ILUDC protecting archaeological resources will limit any potential impacts to historical and archaeological resources to a less than significant level.

VI. ENERGY. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Result in potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction or operation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with or obstruct a state or local plan for renewable energy or energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a-b) No impact. Senate Bill (SB) 350, known as the Clean Energy and Pollution Reduction Act of 2015, set ambitious annual targets for energy efficiency and renewable electricity aimed at reducing greenhouse gas emissions. SB 350 requires the California Energy Commission to establish annual energy efficiency targets that will achieve a cumulative doubling of statewide energy efficiency savings and demand reductions in electricity final end uses by January 1, 2030. This mandate is one of the primary measures to help the state achieve its long-term climate goal of reducing GHG emissions to 40 percent below 1990 levels by 2030.

Future residential development constructed as a result of the proposed subdivision would be subject to Part 6 (California Energy Code) of Title 24 of the California Code of Regulations, which contains energy conservation standards applicable to residential and non-residential buildings in California. These standards are designed to reduce wasteful, uneconomic, inefficient or unnecessary consumption of energy. It is estimate that single-unit residences built with the 2019 standards will use about 7 percent less energy due to energy efficiency measures versus those built under the 2016 standards (source: California Energy Commission, 2018). Due to future development's required adherence to SB 350 and the California Energy Code, there would be no significant impacts related to energy.

VII. GEOLOGY AND SOILS. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994),	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

creating substantial direct or indirect risks to life or property?				
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Directly or indirectly destroy a unique paleontological resource or site or unique geological feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) **No impact.** The proposed subdivision is located in an area that is known for seismic activity, however, the site is not within a currently established Alquist-Priolo Earthquake Fault Zone for surface fault rupture hazards.

Similar to other areas along the California coastline, the subject site could be subject to ground shaking caused by regional fault systems. Potentially active faults in the vicinity include: 1) the North San Andreas Fault system located approximately 6 miles west of the site, which is the most likely source of earth shaking; 2) the Maacama Fault zone located approximately 21 miles to the east of the City; 3) the Mendocino Fault zone located approximately 60 miles to the northwest; and 4) the Pacific Star Fault located between the towns of Fort Bragg and Westport, all of which could potentially cause earth shaking activity. To mitigate potential shaking effects, all structures would be required to be designed using sound engineering judgement and standards of the California Building Code (CBC).

In general, lateral spreading is caused by liquefaction adjacent to slopes. In these cases, the saturated soils move toward an unsupported face, such as a bluff, river channel bank or body of water. The project site is flat, as is the surrounding area. The nearest river channel bank, body or body of water with an increased risk of liquefaction is located approximately 300 feet to the northeast of the parcel boundaries, where there is a minor tributary to Pudding Creek. Future development within the project boundaries would not be subject to significant impacts related to liquefaction.

The topography of the site and surrounding area is flat, and the project would not create or be subject to significant impacts related to landslides.

- b) **Less than significant impact.** The project includes the installation of a permeable paved accessway, utility connections, and relocation of an existing residence. Reasonably anticipated future development resulting from approval of this subdivision could include single-unit residences and related accessory development. These activities could result in erosion and sedimentation, and would modify the existing ground surface, thereby altering the patterns of surface runoff and infiltration. However, proposed and anticipated future development would require building permit approval. Building Permit approval would require consistency with ILUDC Chapters 60, 62, and 64, which provide standards for site design and grading activities. Best Management Practices are required as part of permit approval to retain natural drainage patterns and healthy soil conditions, and reduce any impacts related to soil erosion to a less than significant level.

- c) **No impact.** The subsurface conditions would be expected to be typical of those found in the geologic region of the site with very low expansion potential. The site and vicinity contain single-unit residential development of the type and scale reasonably anticipated as a result of this subdivision. Future development would be regulated by the California Building Code, resulting in no impacts related to unstable soils.
- d) **No impact.** The National Resource Conservation Service of the US Department of Agriculture lists the project site and surrounding area as soil unit 219-Urban Land, which is not an expansive soil as defined in the Uniform Building Code. Future development would be regulated by the California Building Code, resulting in no impacts related to expansive soils.
- e) **No impact.** The project is proposed and would be required to be connected to the City of Fort Bragg municipal sewer system. Septic is not proposed nor permitted as part of the project, and no impacts related to septic systems would occur.
- f) **No impact.** ILUDC Section 18.50.030 states the procedures that shall be followed if future development discovers evidence of paleontological resources. These procedures require the project proponent notify the City of the discovery, engage an archaeologist to determine if the discovery is significant and determine the correct course of action to avoid, minimize or mitigate damage to the resource. Upon notification, the City shall notify the State Historic Preservation Officer and the Sherwood Valley Band of Pomo. Any and all work which could potentially damage or destroy the resource shall be halted until appropriate avoidance, minimization, and mitigation measures can be developed and implemented.

The project site and surrounding area consists of single-unit residential development. There are no unique geological features present or in the vicinity, and no impacts would occur.

VIII. GREENHOUSE GAS EMISSIONS. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) **Less than significant impact.** Construction activities associated with the relocation of the existing house, development of utilities and accessways, and the reasonably anticipated development of single-unit residential development with potential accessory development on

the newly-created parcels could generate greenhouse gases (GHG) from the engine emissions of construction equipment, but these activities are limited in scope and duration and would not contribute significantly to GHG emissions. Once constructed, future residences would require power/electricity to operate; however, energy use and associated GHG emissions would be minimal. Given that the construction would be short term and the project scale would be relatively small, the proposed project would not have a measurable or considerable contribution to the cumulative GHG impact at the local, regional or state level.

- b) No impact.** The City of Fort Bragg adopted a Climate Action Plan (CAP) in 2012. The plan sets greenhouse gas reduction goals including a 30% reduction in greenhouse gasses for the municipality by 2020, and a 7% reduction goal for the community by 2020. According to the CAP, nearly 70% of the City's GHG emissions were produced by vehicles, primarily automobiles. Transportation emissions are high because of the City's geographically isolated location and because the majority of tourists and visitors travel to Fort Bragg in personal vehicles. In order to reduce GHG emissions improvements to the public transportation system would be required, as well as improved walking and bicycle facilities. The proposed project does not conflict with these efforts and the frontage improvements proposed at the Halsey Way frontage would incrementally support them. The project would have no impact on any plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases.

IX. HAZARDS AND HAZARDOUS MATERIALS. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Impair implementation of, or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Expose people or structures, either directly or indirectly, to a significant risk of loss, injury or death involving wildland fires?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a-c) No impact. The proposed subdivision does not include the use of any hazardous materials; therefore, no impacts would occur resulting from the transportation, storage, or accidental release or emissions of hazardous materials.

d) No impact. There are no identified hazardous material sites located on the subject parcel, historically or currently, by which the proposed subdivision would be impacted.

e-f) No impact. The proposed subdivision is not located within the boundaries of an airport land use plan, and is does not conflict with any emergency response or evacuation plan.

g) Less than significant impact. There is an existing single-unit residence on the project site, and the site is surrounded by similar single-unit residential development. The project site is and would continue to be served by the Fort Bragg Volunteer Fire Department. According to the California Department of Forestry and Fire Protection Hazard Severity Zones in Local Responsibility Areas map for Mendocino County, the project is not located in an area of high or very high severity. The project would not have significant impacts related to wildland fires.

X. HYDROLOGY AND WATER QUALITY. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

groundwater management of the basin.				
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) result in substantial erosion or siltation on- or –offsite?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii) substantially increase the rate of surface runoff in a manner which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) In flood hazard, tsunami, or seiche zones, risk release of pollutants due to project inundation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) and c) Less than significant impact. The project would be subject to Article 6 of the Land Use and Development code, which provides standards for site design and grading activities. These codes are consistent with State regulations aimed to minimize pollutants of waterways through stormwater runoff. Low Impact Development methods are required within the City's boundaries for all projects that will disturb any soil, including the ground-disturbing activities of this project application, and future reasonably anticipated development on the newly-created parcels. The design and construction activities would be required to retain natural drainage patterns and healthy soil conditions to preserve infiltration, purification, detention and retention functions, and minimize increases in stormwater runoff volume and peak flows to reduce projected runoff by 20%. The code standards prohibit construction waste or other pollution from entering the storm drainage system. The project's required consistency with these code requirements will be reviewed as part of the building permit review for future construction activities, and would reduce project impacts related to drainage to less than significant levels.

b) No impact. The project would be served by the City of Fort Bragg municipal water system, and would not draw from any groundwater sources. Future development would also be subject to the City's zoning code requirements relating to lot coverage, ensuring that adequate pervious surfaces are maintained to allow ongoing infiltration of rainwater. As a result, the project would have no impact on groundwater supplies or recharge.

d) No impact. The proposed project is not located in a flood hazard, tsunami or seiche zone, and there will be no impacts related to these areas.

e) No impact. As stated above, the project will be required to adhere to the City's standards for site design and grading activities to minimize pollutants and protect water quality associated with construction activities. The proposed project would therefore not conflict with or obstruct implementation of any water quality control plan or sustainable groundwater management plan, and not impacts would occur.

XI. LAND USE AND PLANNING. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) No impact. The proposed project is located within an existing and established urban residential community. The project would create three parcels where one currently exists, and would allow for the future development of additional single-unit residences and potential accessory structures. The project would add to the existing community with consistent development and would not physically divide the established community.

b) No impact. The Tentative Map would require approval by the Fort Bragg Planning Commission, which would need to find the project consistent with the Inland General Plan and the Inland Land Use and Development Code, ensuring that there would be no impacts due to conflicts with land use plans, policies or regulations adopted for the purpose of avoiding or mitigating environmental impacts or effects.

XII. MINERAL RESOURCES. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	-------------------------------------

a-b) No impact. The proposed project is not located in an area of known rock, aggregate, sand, or other mineral resource deposits of value to local, regional, or State residents. The project area is not identified as a locally important mineral resource recovery site delineated on a local General Plan, specific plan, or other land use plan. Furthermore, the parcel is not utilized for Surface Mining and Reclamation Act (SMARA) activities. Therefore, the proposed project would not interfere with materials extraction or otherwise cause a short-term or long-term decrease in the availability of mineral resources. No impact would occur.

XIII. NOISE. Would the project result in:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) and b) Less than significant impact. The subject parcel is currently developed with an existing single-unit residence and accessory structures. The newly-created parcels would be limited in the types of development that could occur, allowing only development consistent with the surrounding land uses. Noise levels would be consistent with existing noise levels in the vicinity. Furthermore, future land uses would be subject to the City Municipal Code Section 9.44.020, which limits noise levels in residential areas, such as the project location, to prevent significant impacts related to noise. Construction activity would also be subject to the policies within Section 9.44.020, limiting the hours of operation of equipment or any outside construction.

Any impacts related to groundborne vibration or groundborne noise levels would be associated with construction, and those impacts would also be less than significant with the required adherence to Section 9.44.020.

c) No impact. The project is just shy of two miles south of Fort Bragg Airport (82CL), which is classified as a private use airfield. The project is also less than a mile north of the Mendocino Coast District Hospital Helipad (CN01), which is classified as a private use heliport. The project is not located within the vicinity of a public airport or public use airport, or within the boundaries of an airport land use plan. As such, there would be no impacts related to noise caused by air transportation.

XIV. POPULATION AND HOUSING. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) No impact. While the proposed subdivision would allow for the establishment of additional dwelling units, the property is in the Low-Density Residential zoning district, which allows for and anticipates residential development at a density of three to six units per acre. The existing parcel is approximately 0.52 acres, which would permit a maximum density of three units. The result of the proposed development would allow the eventual development of up to three single-unit residences. These newly-created parcels could also develop accessory dwelling units; however, Inland Land Use and Development Code Section 18.42.170(C) exempts accessory dwelling units from the calculation of maximum allowable density, consistent with California law. As a result, the eventual development of three units with potential accessory development (including accessory dwelling units) would meet the planned-for density of the zoning district. The growth that may result from this project is planned and expected in the district, and there would be no impact related to unplanned population growth.

b) No impact. The proposed project would relocate an existing residence, and could reasonably be expected to eventually create up to two new residential units on the newly-created parcels. The project would not displace any people or housing, and no impacts would occur.

XV. PUBLIC SERVICES.

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) **Less than significant impact.** The project would subdivide an existing parcel into three parcels, relocate an existing residence, and add accessways and utilities for the future development of the newly-created lots. The newly-created lots would likely see the future development of single-unit residences and accessory structures. The maximum potential future development would not result in substantial impacts creating the need for new or physically altered government facilities. The project is located within the service area of the Fort Bragg Volunteer Fire Department and Fort Bragg Police Department. Both agencies were provided an opportunity for input on the project, and neither entity responded with concerns about the project affecting the capacity or service objectives for fire protection or police protection. The potential creation of two new residences would not significantly affect the City's park or school services, or the need to create or alter any other public facilities.

XVI. RECREATION.

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

physical deterioration of the facility would occur or be accelerated?				
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a and b) No impact. The development could lead to the ultimate development of two additional single-unit residences and potential accessory development. The addition of a limited number of new residences within a district and land use designation appropriate and planned for residential development would not lead the substantial deterioration of the facility, nor require the construction or expansion of new facilities.

XVII. TRANSPORTATION. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Conflict with a program plan, ordinance or policy addressing the circulation system, including transit, roadways, bicycle and pedestrian facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3, subdivision (b)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) No impact. The Circulation Element of the City's Inland General Plan includes numerous policies and programs related to the city's circulation system. The proposed project requires ADA-compliant sidewalk installation along the eastern terminus of Halsey Way, consistent with the Circulation Element requirements. The proposed project would not conflict with any plan, ordinance or policy relating to circulation.

b) Less than significant impact. The proposed project would in-fill a vacant area within an established residential neighborhood. Additionally, the project is located approximately 400 feet from an existing bus stop along a Mendocino Transit Authority bus line. The project would not conflict with or be inconsistent with CEQA Guidelines Section 15064.3, subdivision (b).

- c) **No impact.** The project would be located on an existing residential street, improve the frontage at the terminus of Halsey Way, and install a private, interior driveway. The project would not substantially increase hazards due to geometric design features, or create impacts related to incompatible roadway or transportation network uses, such as farm equipment.
- d) **No impact.** The project would create two lots where one currently exists, and could reasonably be expected to lead to the future development of two additional single-unit residences and accessory development. The project is located at the terminus of an existing public street. The project was referred to Public Works and the Fire Department for review, including to provide feedback on the adequacy of emergency access. The proposed access driveway is proposed as a standard width, compliant with the access requirements of the Inland Land Use and Development Code. As such, adequate emergency access is provided.

XVIII. TRIBAL CULTURAL RESOURCES.

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				
(i) Listed or eligible for listing in the California Register of Historical Resources, or in the local register of historical resources as defined in Public Resources Code Section 5020.1(k), or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

consider the significance of the resource to a California Native American tribe.

- a) **No impact.** The proposed project is not located in an area shown in available resources studies to contain features of cultural value to Native American tribes. On April 21, 2020, the City sent the application materials with a request for comments to the Sherwood Valley Band of Pomo, who did not provide feedback or concerns about the project. Neither the project site nor the structures on the parcel are eligible for listing with the California Register of Historical resources or in a local register of historical resources. No impacts would occur as a result of this subdivision and the likely development that would follow.

XIX. UTILITIES AND SERVICE SYSTEMS. Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Require or result in the relocation or construction of new or expanded water, wastewater treatment or stormwater drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry and multiple dry years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Generate solid waste in excess of State or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Comply with federal, state, and local management and reduction statutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

and regulations related to solid waste?

a-c) No impact. The project would subdivide an existing parcel into three parcels that would meet the minimum lot size requirements of the Low Density Residential Zoning District. This district is planned to accommodate housing of a density that is proposed, and can accommodate this level of development with the existing utility infrastructure in place.

d-e) No impact. The proposed subdivision would not create any additional solid waste. However, reasonably expected residential development that may follow the subdivision would create construction waste, and future households would generate waste. The City requires the reuse and/or recycling of construction materials as part of building permit review and approval in order to reduce waste associated with construction. Additionally, the parcels are within the geographic boundary of the City's contract with a waste hauler, which would allow for appropriate household garbage, recycling and compost services.

XX. WILDFIRE. If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Substantially impair an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of wildfire?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a-d) No impact. The proposed project would establish residential lots that conform to the requirements of the Low Density Residential zoning district. These new lots would be surrounded

on all sides by existing residential development. Access to and from the site would remain to allow emergency response and evacuation as required. The parcel is relatively flat, and subject to the same wildfire risks as lots surrounding it, and the project would not exacerbate this risk.

XXI. MANDATORY FINDINGS OF SIGNIFICANCE.

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Halsey Way Subdivision (DIV 1-20) – 130 Halsey Way

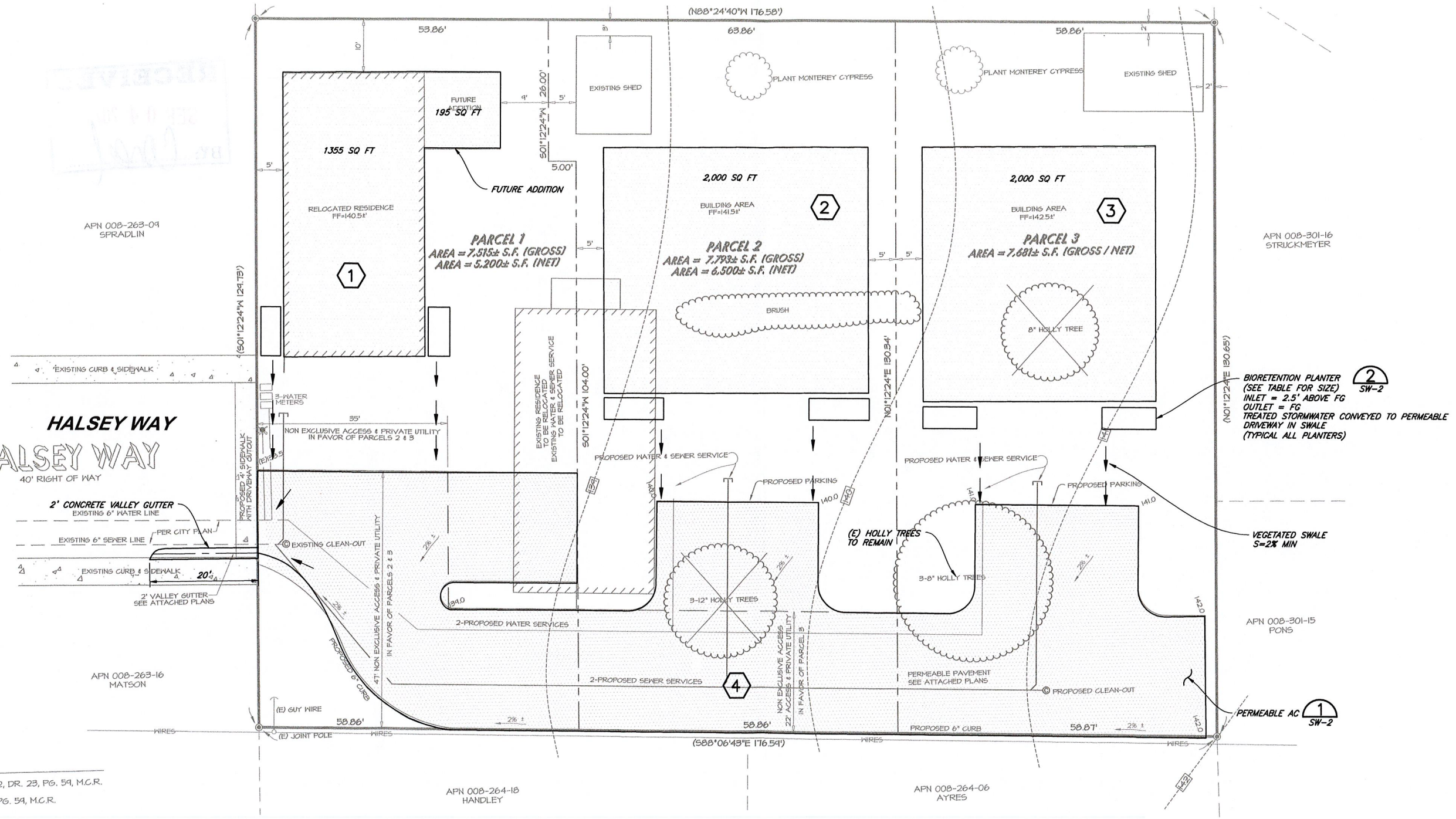
MITIGATION MONITORING & REPORTING PROGRAM

Description of Impact	Description of Impact	Applicant Responsibilities	Method of Verification	Verification Timing
Planting of native, locally-purchased shrubs would offset any potential impacts	BIO-1: Prior to approval of a Final Map, the applicant shall submit a landscape plan for the approval of the Community Development Director that identifies no less than 1,050 SF of area for the planting of native, drought-tolerant, locally-purchased shrubs or trees. The area of planting shall be based on the ultimate canopy/growth size of the specimens proposed. The area of planting may be split into multiple locations throughout the project site of no less than 300 SF each. Plantings proposed by the approved landscape plan shall be complete/installed prior to final inspection of a building permit on parcels where the plantings are proposed.	Plant native shrubs in accordance with approved landscape plan;	Public Works Department	An inspection of the site will be completed prior to final of building permit on parcels where plantings are proposed.

SAVED: 9/1/2020 12:30 PM KYDOPALS, PLOTTED: 9/1/2020 12:42 PM KIRK VODOPALS
C:\projects\2020\420065-Franco\LD\DWG\Franco-LD.dwg

PER M.C. 2, DR. 23, PG. 59, M.C.R.
DR. 23, PG. 59, M.C.R.

HALSEY WAY
40' RIGHT OF WAY



SUMMARY OF DRAINAGE MANAGEMENT AREAS							
AREA	DESCRIPTION	SURFACE	SIZE (SF)	IMPERVIOUS AREA	BIO-SWALE AREA	BIO-RETENTION AREA	PERMEABLE SURFACE
①	LOT 1 HOME	COMPOSITION ROOF	1,550	1,550	-	62	-
②	LOT 2 HOME	COMPOSITION ROOF	2,000	2,000	-	80	-
③	LOT 3 HOME	COMPOSITION ROOF	2,000	2,000	-	80	-
④	AC DRIVEWAY	PERMEABLE AC	5,940	-	-	-	5,940

VERIFY SCALES
BAR IS ONE INCH ON ORIGINAL DRAWING
0 1" IF NOT ONE INCH ON THIS SHEET, ADJUST SCALES ACCORDINGLY

335 S. MAIN ST.
WILMITS, CA 95490
WWW.SHN-ENGR.COM
707-459-4518

DSGN	JOI	DR	KPV	CHK	SRH	APVD	NO.	DATE	REVISION	BY

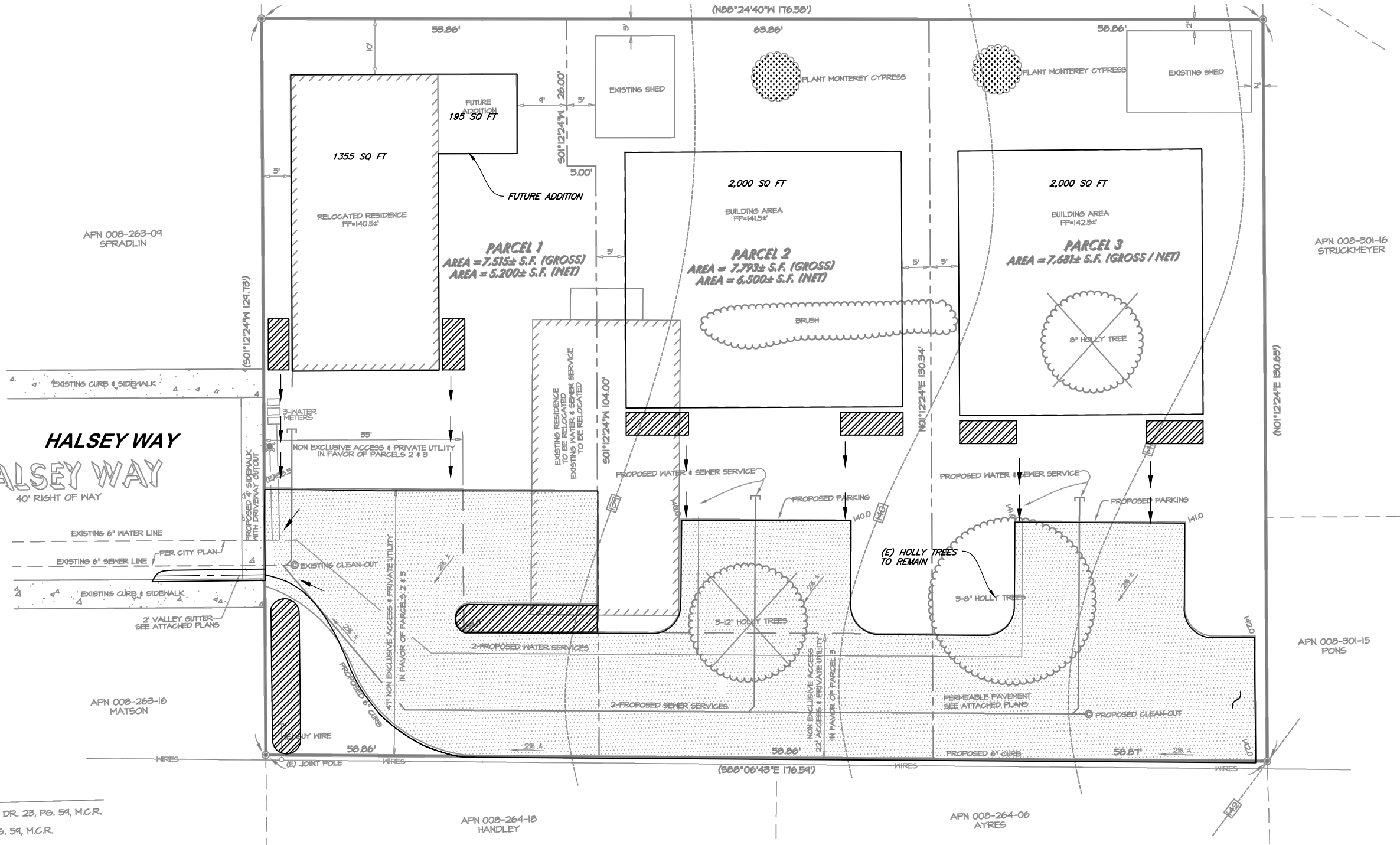
CARLOS & HEATHER FRANCO
FRANCO TENTATIVE MAP
130 HALSEY WAY, FORT BRAGG, CALIFORNIA
STORMWATER MANAGEMENT PLAN

SHEET	SW-1
SEQ	1
DATE	09/2020
PROJ. NO.	420065

10/19/2020 11:24 AM K:\VODOPALS, PLOTTED: 10/19/2020 11:25 AM VODOPALS, KIRK
C:\projects\2020\420065 Franco LID.DWG 420065-FRANCO-LANDSCAPE.dwg

PER M.C. 2, DR. 23, PG. 54, M.C.R.
DR. 23, PG. 54, M.C.R.

HALSEY WAY
40' RIGHT OF WAY



PLANTING INFORMATION				
AREA	PLANT DESCRIPTION	SPACING	SOIL	IRRIGATION
	JUNCUS PATENS "ELK BLUE" WIRE GRASS, BLUE RUSH	EVENLY SPACED EVERY 3'	SOIL MIX PER TABLE	WATER BY HAND TWICE WEEKLY DURING DRY MONTHS FOR FIRST YEAR UNTIL ESTABLISHED
	MONTEREY CYPRESS	NA	NATIVE	WATER BY HAND TWICE WEEKLY DURING DRY MONTHS FOR FIRST YEAR UNTIL ESTABLISHED

VERIFY SCALES
BAG IS ONE INCH ON
ORIGINAL DRAWING
0 1"
IF NOT ONE INCH ON
THIS SHEET, ADJUST
SCALES ACCORDINGLY

335 S. MAIN ST.
WILLITS, CA. 95490
WWW.S&F-ENGR.COM
707-439-4518

NO.	DATE	REVISION	BY

DSGN	JGI
DR	KPV
CHK	SRH
APVD	

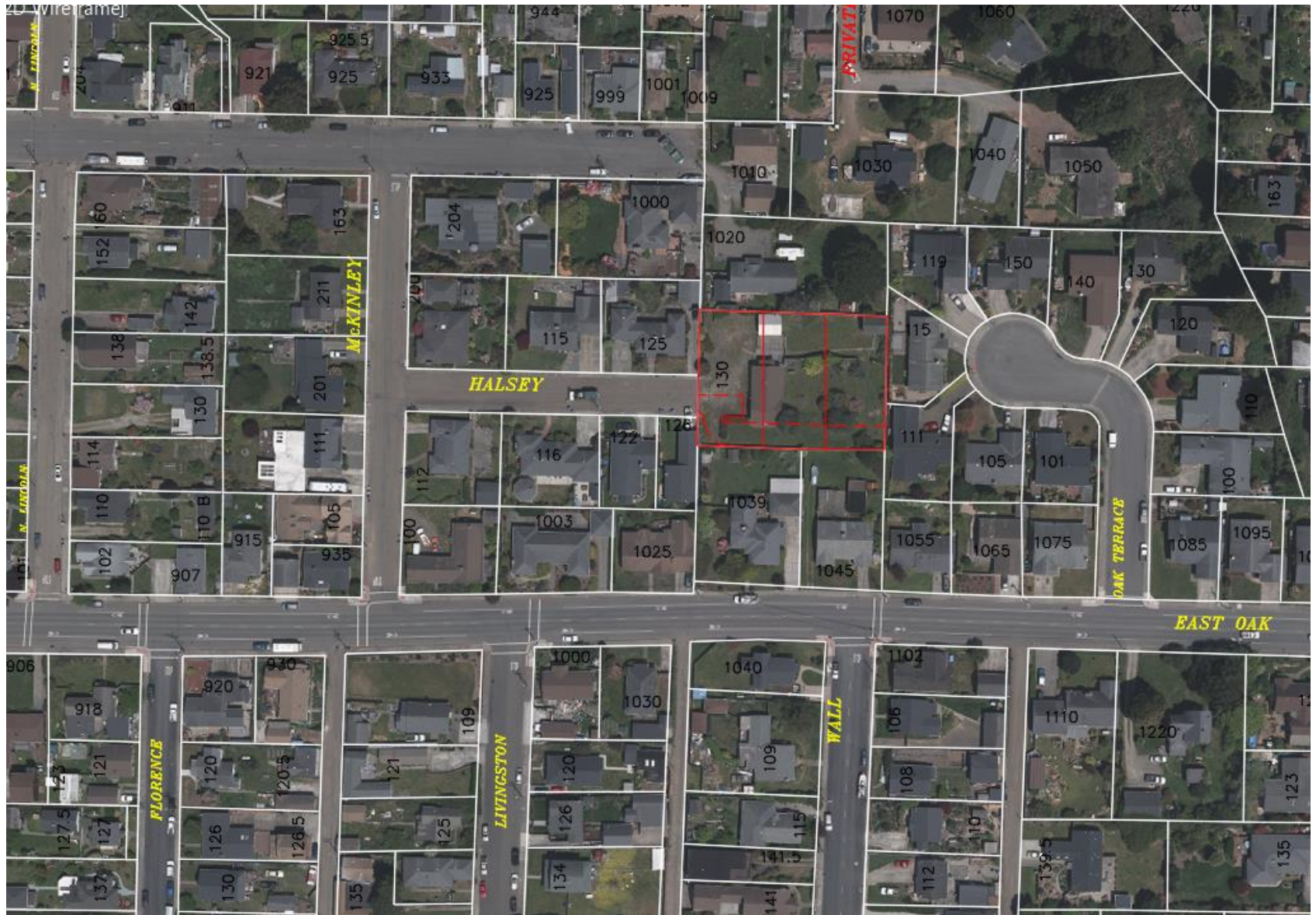
CARLOS & HEATHER FRANCO
FRANCO TENTATIVE MAP
130 HALSEY WAY, FORT BRAGG, CALIFORNIA
LANDSCAPE PLAN

SHEET	L-1
SEQ	1
DATE	10/2020
PROJ. NO.	420065

Proposed Lot Configuration



Lot Size Perspective – 300'-500'



Existing Residence and Shed – view looking north



Existing Residence and Proposed Driveway – view looking east



Existing Residence– view looking east



Proposed Driveway Entrance - view looking southeast



McKinley – looking south



McKinley – looking north



Halsey Way, looking east



View looking at 130 Halsey Way



View looking west on Halsey Way



To: City of Fort Bragg, Sokuntia Sar, and City of Fort Bragg Planning Commission,

Date: October 28, 2020.

RE: Public Comments - Initial Study and Mitigated Negative Declaration for the Franco Subdivision project (Subdivision 1-20)

My name is Laura Spradlin. I own the property at 125 Halsey way in Fort Bragg Calif. This letter is to inform the City of Fort Bragg, Sokuntia Sar, and the Planning Commission of my strong opposition to the Franco Subdivision project due to significant adverse environmental impacts the proposed project will have. In addition, there are negative impacts to me and the community that were not studied in the Initial Study and Mitigated Negative Declaration. The City of Fort Bragg prepared the Initial Study and Mitigated Negative Declaration for the Franco Subdivision project (Subdivision 1-20)

I request that the Planning Commission not approve the Franco Subdivision proposed project during the Public Hearing currently scheduled to commence on November 12th at 6:00 o'clock or any subsequent hearing dates should this meeting be rescheduled to a later date prior to the above date.

I want to state initially that I was not duly noticed of this project as required by CEQA. Given the cavalier responses I have noted from the City of Fort Bragg when I made inquiries, I cannot avoid thinking this was an intentional omission on the part of the proponents of this proposed project. Without exception in the interactions I've noted with the City of Fort Bragg I was told that this project was going to be approved and that there wasn't anything that could be done to prevent it. This forgone conclusion would seem to be in conflict with the CEQA process and planning commission rules, regulations and guidelines.

In the Initial Study and Mitigated Negative Declaration CEQA document, on Page 3 and 4 "Environmental Factors Potentially Affected" are indicated by checked boxes in a table. There are a number of impacts that are not selected for study and these impacts will have significant impact on my property and the community. The unaddressed negative impacts that should rightly be studied are 1. Hydrology and Water Quality, 2. Noise, 3. Land Use and Planning, 4. Public Services, 5. Substantial Adverse Impact on human beings, directly and indirectly, 6. Property Values.

I believe this proposed project will have a substantial adverse impact on the entire neighborhood, and I am very concerned for myself and the others living near the proposed project that will be impacted if this proposed project is allowed to move forward.

Areas where I assert the Initial Study and Mitigated Negative Declaration are inadequate per the intent of CEQA are as follows:

- 1. Hydrology and Water Quality: There will be a significant increase of the lot coverage with impervious surfaces from the no-project condition. These impervious surfaces consist of structures, accessory structures (sheds), concrete walkways, pavement, compacted parking areas and storage of vehicles. I assert that the applicant needs to engage a registered qualified 3rd party hydrology engineer to prepare a hydrology study and report indicating his findings.**

The study should also determine the increased depth of sheet flow, total volume and peak velocity onto Halsey Way during all rainfall and runoff conditions typically studied under good engineering design practices in Mendocino County and required by Mendocino County regulations and the City of Fort Bragg Building Codes. The actual permeability of the so-called pervious driveway areas should be tested in situ in current parking areas by a qualified laboratory to determine the actual permeability prior to removing these areas from the calculation of additional impervious areas in the 3rd party engineering hydrology study. I assert that the permeability of the actual gravel parking areas behaves identical to concrete or asphalt in regards runoff. This needs to be tested for a legitimate calculation of the proposed project runoff impacts. These studies and any remedial work to mitigate the impacts need to become Conditions of Approval for the DIV 1-20 MND and completed prior to final building inspection and issuance of an occupancy permit.

2. **Noise:** Even though the adjoining properties will have, as the MND states, City Municipal Code Section 9.44.020 to use in any future noise complaints the fact remains that the proposed project will increase noise levels from the no-project condition and significantly impact the beneficial use of the adjoining properties. I request that a masonry sound barrier (block wall) be designed by a CA registered Civil Engineer and erected on the proposed project property adjacent to my property to help mitigate the noise impact. This block wall should extend in height to the tops of all windows of the proposed project structures and run the length of the common property line. This height requirement will apply to any future phases of the proposed project's construction. This work to mitigate the Noise impacts need to become Conditions of Approval for the DIV 1-20 MND and completed prior to final building inspection and issuance of an occupancy permit.
3. **Land Use and Planning:** The beneficial use of the properties in the proposed project area will be significantly impacted from the no-project condition. There will be increased vehicular traffic, an increase in parked cars on Halsey Way, increased activity and increase of people living and visiting the proposed project's residents. At a minimum the City should install a speed bump prior to entering the proposed project driveway, install "Resident Parking Only" signs on the length of Halsey Way and inform the Fort Bragg Police regarding enforcement of these signs. This work to mitigate the reduction of beneficial use impacts need to become Conditions of Approval for the DIV 1-20 MND and completed prior to final building inspection and issuance of an occupancy permit.
4. **Public Services:** The sewer system on Halsey Way is in an aged condition and was designed for the current number of homes. The existing sewer system should be studied by a licensed 3rd party qualified engineer to assess the adequacy of the existing sewer infrastructure to accommodate the proposed project increases in affluent. This study and report should include an analysis of the existing slope of the sewer pipes, proposed interconnection designs, as well as their new and existing pipe diameters. This study should include a 3rd party Video Investigation of the actual condition of the infrastructure. These findings should be compared with current Mendocino County and City of Fort Bragg sewer design standards. These reports should be signed by the 3rd party engineer certifying his findings and shared with the public. Any inadequacies need to be listed as conditions of approval for the MND DIV 1-20 and corrected

prior to the issuance of the Building Permit, start of construction of the proposed project or issuance of a occupancy permit.

5. **Substantial Adverse Impact on human beings, directly and indirectly:** The beneficial use of the properties adjacent to the proposed project will be significantly impacted by the loss of privacy in the adjacent residences and yard areas of the properties. The proposed project's plot plan indicates new and relocated structures be placed adjacent to the property lines and will constitute a significant impact to privacy of the adjacent properties. I request that a masonry privacy wall (block wall) be designed by a CA registered Civil Engineer and erected on the proposed project property adjacent to my property to help mitigate the privacy impacts. This block wall should extend in height to the tops of the proposed project structures windows and run the length of the common property line. The increased traffic and human activity will cause a significant impact on the surrounding area compared to the no-project condition. I request that "No Loitering" signs be placed in the common areas of the proposed project and inform the Fort Bragg Police regarding enforcement of these signs. This work to mitigate the privacy impacts need to become Conditions of Approval for the DIV 1-20 MND and completed prior to final building inspection and issuance of an occupancy permit.
6. **Property Values:** The proposed project will have significant negative impacts on the property values of the existing properties in the surrounding area. The character of the quiet dead-end street will be significantly impacted by the additional residences of the proposed project. The characteristics of the no-project neighborhood will be altered with the proposed project if approved. I request that a property value impact study be prepared by a qualified 3rd party licensed real estate broker and the findings be signed by the 3rd party broker and shared with the public. If the property value study shows a reduction of property values on any metric, cash value, desirability of the neighborhood, etc., then the proposed project should not be approved. This Study to evaluate Property Value impacts needs to become Conditions of Approval for the DIV 1-20 MND and completed prior to issuance of an building permit.

Per the CEQA Guidelines all of the above comments will need to be adequately addressed, appropriate detailed engineering and real estate studies completed and published and CEQA compliant responses published by the City of Fort Bragg all prior to any hearing before the Planning Commission where a vote on the proposed project could occur.

In addition to the City adequately addressing all the outlined comments above, and due to the erosion of good-faith dealings caused by me not being duly notice of the proposed project and the numerous omissions in the Initial Study and Mitigated Negative Declaration I assert that the Initial Study and Mitigated Negative Declaration be reviewed by a qualified independent 3rd party licensed professional reviewer and a report written, signed and shared with the public prior to any Planning Commission Hearing where a vote on the proposed project may be conducted.

Lastly, I will be exploring needed actions regarding appealing the Planning Commission decision should they approve the proposed project, to be heard by the Mendocino County Board of Supervisors.

Lastly, I will be exploring needed actions regarding appealing the Planning Commission decision should they approve the proposed project, to be heard by the Mendocino County Board of Supervisors.

Regards,

Laura Spradlin

The following property owners support the points in this letter.

Cecilia Cox 1000 Alder St Ft. Bragg, Calif.
Phone 764-2543

Michael Heek 999 Alder St Fort Bragg, Calif.
702 404 4069

Wendalyn Rae Bird 200 McKinley St Fort Bragg 964-1166

Tom Heitmeyer 201 McKinley St Ft. Bragg 964-5209

Frank Heitmeyer 201 McKinley St, Ft. Bragg 964-8209

Donna Norvell 111 McKinley St Fort Bragg
964-4330

Karen A Cox 119 Oak Terrace Ct.

Jesse Cox 10700 Cedar St.

Benny Mosh 1010 E. ALDER ST

Michael Stutzman 115 Oak Terrace Ct

Sharon Foxworthy 115 Oak Terrace Ct

Melody Bodal 707-962-0577

915 E. Oak St Fort Bragg, CA 95437

Mona & Ryan Whitaker 707-813-1297
1020 E. Alder St. Fort Bragg, CA 95437

Royce Whitaker 707-357-2747
1020 E. Alder St. Fort Bragg, CA 95437

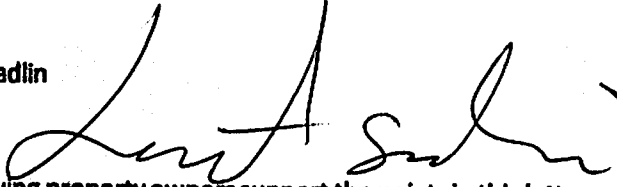
Michael Spradlin 707-357-8365
125 Halsey Way. Fort Bragg, CA

Cathleen Jordan 561-814-1429
125 Halsey Way. Fort Bragg CA

Lastly, I will be exploring needed actions regarding appealing the Planning Commission decision should they approve the proposed project, to be heard by the Mendocino County Board of Supervisors.

Regards,

Laura Spradlin



The following property owners support the points in this letter.

Pauline Jimagno 116 HAISELY

Lynn & Brian Neary 116 Halsely

Don Romelli 933 Aiden

City of Fort Bragg
416 N. Franklin Street
Fort Bragg, CA 95437

Re: Negative Declaration Adoption, Minor Subdivision 1-20

To whom it may concern,

I live at 112 McKinley Street in Fort Bragg, directly adjacent to Halsey Way. I write to express concern over a proposed development at the end of Halsey Way called Minor Subdivision 1-20. My concerns are as follows:

1. In my estimation, Traffic on Halsey Way is already substantial, and the addition of three new residences will increase added vehicle trips on a daily basis. I recognize that the proposed development will only add two additional dwellings, but the dwelling currently located at 130 Halsey Way has not been occupied for many years effectively leading to three new residences. Considering that five houses already occupy Halsey Way, this increase has the potential to increase traffic by 60% or more depending on dwelling occupancy.
2. Parking will likely be an issue as each of the three dwellings will only be provided two parking spaces, all three dwellings will share a single driveway, and none of the dwellings will include a garage. Further, given the way the dwellings are proposed to be situated, there will be no on-street parking. As a result, extra vehicles and guests will be parking on Halsey Way (which already supports considerable on-street parking) or on McKinley Street.
3. The lack of dwelling driveways or garages will likely exacerbate the parking problem as the occupant may choose to park boats or campers in the available parking spaces long-term, and choose to park cars on Halsey Way and McKinley Street.
4. There is a daycare on McKinley Street that was approved in 2016. The daycare has increased the amount of traffic on McKinley Street significantly as cars come twice per day to drop and pick up children. I am not sure as to whether the daycare is operating currently, but suspect that it will resume full operation following the Covid-19 pandemic.
5. Fort Bragg Unified School District also uses McKinley Street as a bus route. I believe to avoid traffic on Oak/N. Harold Street during busy school traffic time. The community also uses McKinley Street as an optional street during the school year to avoid traffic on Oak Street/N. Harold Street. The expansion of homes on Halsey Way will add to the traffic and increase vehicle trips.

Prior to consent, I would like to see the City of Roseville conduct a proper traffic study. Any traffic study must consider the effects of Covid-19 pandemic including reduced travel.

Pam and Tom West

Sar, Sokuntia

From: Jim Caito <jkcaito@mcn.org>
Sent: Thursday, October 22, 2020 5:09 PM
To: Sar, Sokuntia
Subject: Minor subdivision 1-20

To whom it may concern :

I am a resident on Oak Terrace Ct. my husband and I are strongly against this project. While it only slightly impacts us it will impact our neighbors greatly. We know the housing market in our town is slim but crowding 3 houses on 1 lot is too much. We have been contacted by many people who live on or by the 130 Halsey Way project who are concerned about parking, traffic & loss of privacy due to overcrowding. It is a big lot 2 parcels is probably doable. We are a small town we need to preserve our neighbor hoods.

Thank you,
Karen Caito

Tom and Diane Heitmeyer

201 McKinley Street

Fort Bragg, CA 95437

November 6, 2020

Attn: City of Fort Bragg, Fort Bragg Planning Commission and Sokuntia Sar

Re: The Franco Subdivision project on Halsey Way, Fort Bragg

We own property directly "T-boned" to Halsey Way and are aware of, and strongly object to the addition of two units and the moving of the original house at the end of that dead end street. My understanding from established neighbors is that water pressure there is extremely low. Were there to be a fire, would there be sufficient flow to fight it? Has that been tested? Is there even enough turn around area for a fire truck?

Will the lot be paved, or are we to have to deal with a river of mud flowing down Halsey Way directly into our front yard? Our street was already torn up (and never repaved) to accommodate the CV Starr's discharge, resulting in a hump in the street that forces water to flow into our driveway and garage during heavy rainfall.

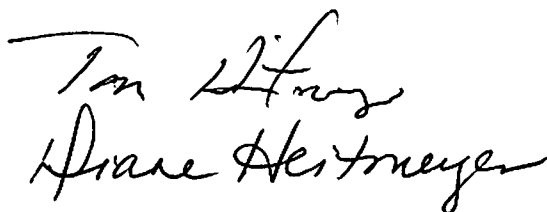
Additionally, how many vehicles are you expecting will now be parking on Halsey Way in front of our neighbor's houses, forcing them to park elsewhere?

We were never notified formally of any intent to have this new housing complex begin. Are neighbors not entitled to know about a significant disruption to their traffic flow? Their noise levels? This has always been a quiet neighborhood. I can only imagine how this will impact our property values.

We have no idea if this is already a foregone conclusion, we just feel strongly that this is not in the best interest of anyone on either Halsey Way or McKinley Street.

Sincerely,

Tom and Diane Heitmeyer

Handwritten signatures of Tom and Diane Heitmeyer. The signature for Tom is written above the signature for Diane. Both are in cursive script.

Sokuntia Sar
Sr. Planner
City of Ft. Bragg, Ca
416 N. Franklin St.

Re: Project 130 Halsey Wy., Ft. Bragg ca—APN 005-264-17

Hello Sokuntia,

On behalf of the Tamagno family, we are voicing our concerns on the above mentioned project. The Tamagno's reside at 116 Halsey Way, 3 houses away from proposed project. The Tamagnos have lived on this street for 70 years. It has been a great neighborhood to raise a family, it has been a quiet, low traffic street with a nice mixture of similar homes of same general era. Of course we would like to see things remain the same but realize development is inevitable. Our concern is that the way it is proposed will degrade the street, lower property values and disrupt the feel of the neighborhood. We feel when a project is proposed it should be designed to blend in and enhance the existing neighborhood. This project does not do that and we request the City and planning department re-look at the impacts that will be felt. We think you will see that the impacts are more negative than positive. Below are our concerns and possible solutions.

Concern #1:

-Lack of onsite parking. Each unit has a 2-car driveway but there is no other 'onsite' curb, or garage parking. Additionally, Matson residence will lose their street parking as result of proposed driveway entry. According to drain management drawing (attached) there will be the existing house plus 2 - 2000sf homes. No one will want to buy a 2000sf house jammed into that lot w/ no parking. So most likely the developer is intending on making these rentals. A 2000sf rental will most likely have more than 2 drivers which means more than 2 cars per unit not counting additional roommates, family members, visitors, and deliveries(amazon) etc. Where will they park? Answer—in front of all of our houses! It will be much noisier and congested. Presently, Halsey St. is a great place for kids to ride their bikes, play catch in the street, watch cats etc. roam about safely. The street has good site lines, changing these conditions is not a benefit or upgrade to neighborhood. It creates stress and resentment, and negatively changes character of the street.

Possible Solution

-Proposed 3 parcel lot is acceptable according to building code, but in this instance a 2 parcel lot is better for all parties (except developer). It would allow for more onsite parking and could provide a turn-around area for delivery trucks. Existing neighbors won't be so adversely affected and shows 'good-will' on part of City and developer to make the project as least impactful as possible and to create a win win for all.

Concern#2

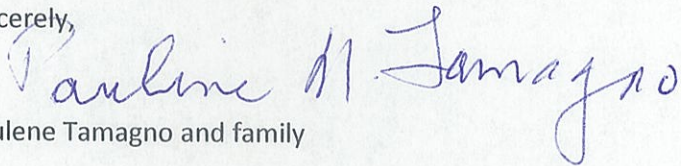
- Drainage- Concerns that the new build out will adversely affect discharge of rain water onto Halsey curb/ gutters may impact Tamagno residence. When Tamagnos built their house the road was different. They later raised the street grade which makes Tamagno residence sit lower and creates a challenge getting rain water out to the street. Will that effort be more so if there is more run off from that development? Especially, with all the square footage being dwelling and hardscape .

-Water Pressure- There has never been good water pressure. Will this buildout impact the pressure even more-so?

Possible Solution-If the City could assure that neither of these will be affected that would be great. Maybe the City could perform before and after tests on existing water pressures and rain discharge. If they found there was negative impacts they will assure repair on their cost and not ours.

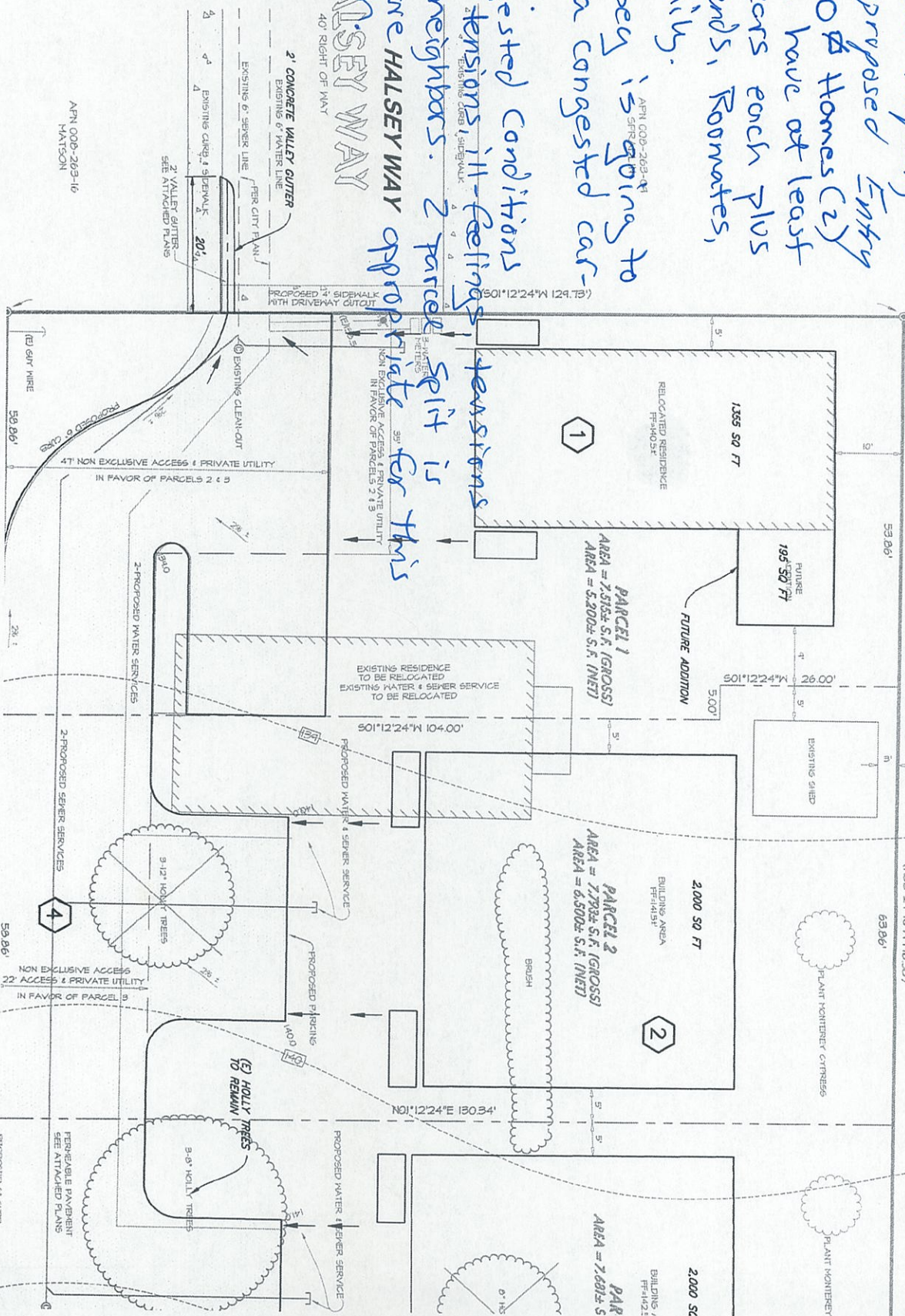
Please , we hope you consider our concerns especially regarding parking. Help keep our street the way its' always been. Approve a project that doesn't burden our infrastructure, parking, and help develop a look that blends with the neighborhood. It needs to be able to maintain itself and not negatively impact existing neighbors. Now is the time. Once 3 parcel approved, its over! Thank-you.

Sincerely,



Paulene Tamagno and family

SUMMARY OF DRAINAGE MANAGEMENT AREAS						
AREA	DESCRIPTION	SURFACE	SIZE (SF)	IMPERVIOUS AREA	BIO-SWALE AREA	BIO-RETENTION
①	LOT 1 HOME	COMPOSITION ROOF	1,550	1,550	-	62
②	LOT 2 HOME	COMPOSITION ROOF	2,000	2,000	-	80
③	LOT 3 HOME	COMPOSITION ROOF	2,000	2,000	-	80
④	AC DRIVEWAY	PERMEABLE AC	5,940	-	-	-



Gonzalez, Joanna

From: Megan Caron <megancaron27@gmail.com>
Sent: Thursday, November 12, 2020 9:41 AM
To: Gonzalez, Joanna
Subject: Halsey way

To whom it concerns,

I am writing this in support of the proposed project on Halsey Way. As you are all aware, our community is in desperate need of housing and this project will be a welcome addition to current housing stock. Housing for locals is rapidly being consumed by those who are buying up the inventory in order to secure their second home. Working families unable to find housing are having to leave Fort Bragg and that's not good for our community. For the sake of positive growth, please allow this project to continue.

Regards,
Megan Caron
Fort Bragg

Sent from my iPhone

From: [Gonzalez, Joanna](#)
To: [O'Neal, Chantell](#); [Miller, Tabatha](#)
Subject: FW: Comments - Halsey Project
Date: Thursday, November 12, 2020 12:07:17 PM

Commissioners (BCC) and Staff,

Please see the comment below from Jamie Peters. I will upload them to the agenda this afternoon.

-Joanna

From: Jamie Peters <jamielp13@hotmail.com>
Sent: Thursday, November 12, 2020 12:03 PM
To: Gonzalez, Joanna <JGonzalez@fortbragg.com>
Subject: Comments - Halsey Project

Hi Joanna,

I hope you're well!

Would you please add the following comments to the packet for tonight's meeting? Thank you!!

Dear Planning Commissioners and CDD Staff:

Out of curiosity, I was reading through the Halsey Way Division Plan. I'd first like to say that I do not know the parties involved. I also hope this project is approved so that there is more housing available in Fort Bragg, which is needed.

That said, I was surprised over info in the packet, such as:

1. **That an MND was conducted in the first place.** Seems like overkill for a residential project in the middle of the city, one that doesn't buttress a park and is already surrounded by houses.
2. **That Fish and Wildlife was brought in regarding Holly Bushes.** Seriously? Does the city keep track of all holly bushes in the city? What if someone cut a holly bush on their property...is the city going to weigh in on that too?
3. **That our Pomo Band was sent a letter as well for potential cultural findings.** Did this happen for all houses built in this area? If so, then disregard the question.
4. **That the developer is required to pay for sewer and water hook-ups, etc. BEFORE their permits will be granted.** Is this usual and are *all* residential housing developments required to do the same?
5. **That a landscape plan is required prior to final approval.** Why should the city oversee landscaping for *private* residences?
6. **That developers are *required* to purchase shrubs and trees locally.** While I'm all for shopping local, I think this is overreach to require a local residential builder to purchase locally. I get this need for commercial properties where corporate HQs are not based in the area. A local person will probably shop locally in this instance.

7. **That lawns should not be installed must be agreed to before permitting.** Again, I think this is overreach. If the purpose is water conservation, then wouldn't developers/homeowners be liable for fines if they overused water?

So much of this seems either unnecessary and/or a big overreach into privacy of homeowner.

I'm wondering if every developer who wants to build housing within the city and in a residential area is or has been subject to the same hurdles. It's like we're being cost prohibitive of this particular development.

As someone who has been in opposition to formula/big box/chain stores in our community, it almost seems like it has been easier for a Dollar General to go through our process for something our community doesn't need, versus this developer who is local and trying to provide something our community desperately needs – housing.

Thank you for considering my thoughts on this topic.

Kind regards,
Jamie Peters

Sent from [Mail](#) for Windows 10

O'Neal, Chantell

From: Jacob Patterson <jacob.patterson.esq@gmail.com>
Sent: Thursday, October 8, 2020 4:02 PM
To: Sar, Sokuntia
Cc: O'Neal, Chantell; Smith, John
Subject: 130 Halsey Way IS/MND question and comments

Tia,

Do you have anything that suggests the existing holly trees provided any habitat and might support the recommended mitigation measure? I read through the IS/MND and didn't see anything. If not, did you consider using an exemption from further environmental review or preparing a negative declaration rather than an MND? Without something in the record to support the City's analysis, I have doubts that the IS/MND is necessary. That said, if the City chooses to proceed with the IS/MND, it needs to be done correctly and I did not see any analysis that suggested the City applied a threshold of significance for checklist question IV a) and the associated mitigation measure--the only item in the IS/MND that would apply to since it was the only checklist item that identified a mitigation measure and all of the other determinations appear to be reasonable, IMO. A threshold of significance is necessary in order to evaluate the projected efficacy of the proposed mitigation measure. As currently written, no such analysis is adequately presented in the IS/MND. Thus, this section of the IS/MND (pp. 11-12 of 35 in the PDF) should be revised to include adequate analysis of this issue. Alternatively, the City should abandon the likely unnecessary IS/MND and either prepare a NegDec or apply one of the applicable exemptions from further environmental review that arguably apply to this project.

Regards,

--Jacob

Gonzalez, Joanna

From: Jacob Patterson <jacob.patterson.esq@gmail.com>
Sent: Thursday, November 12, 2020 12:26 PM
To: O'Neal, Chantell; Gonzalez, Joanna; Miller, Tabatha
Subject: Re: Public Comment on Halsey Way Subdivision

I haven't seen my official public comment in the agenda packet for tonight's meeting. Please be sure it gets included. Thanks.

On Tue, Nov 10, 2020 at 11:58 AM Jacob Patterson <jacob.patterson.esq@gmail.com> wrote:
Planning Commission & City Staff,

I re-read my prior email about the Halsey Way Subdivision MND, which I did not intend as an official public comment, and want to submit this as an official public comment with a recommended alteration that addresses the concerns I noted--I was probably overly technical about CEQA processes. Anyway, whether the City applies a CEQA exemption from further environmental review or went through the Initial Study process, the end result can be the same, which is a determination that this project is not going to have a significant effect on the environment. In my opinion, the record supports that conclusion.

I recommend that the Planning Commission remove the mitigation measure BIO-1 in the Mitigated Negative Declaration (MND) concerning replacing the holly trees/shrubs to be removed as part of the project, which is the only mitigation measure. (Special Condition #12 would also need to be removed.) Instead, the Planning Commission should certify the CEQA document as a Negative Declaration and direct staff to make necessary edits to the draft MND removing the mitigation measure and assertion that the mitigation measure is required. It is a simple change and one that is prudent based on all the evidence in the record or, in this case, the lack of evidence in the record to support requiring this mitigation measure.

The City is not permitted to just make up conclusions or require an applicant to do something as part of their permit entitlement process without any evidence supporting the conclusion or permit requirement--going beyond what is reasonably connected to the project details can justify a Takings claim. I have reviewed the records in the project file, not just the agenda materials, and I can find absolutely nothing in the record other than unsubstantiated supposition about the possibility that the existing, non-native holly trees/shrubs could theoretically provide habitat for wildlife.

There is no bird survey, biological report, or photo of a bird in or near the holly trees on this or even nearby properties, or even statement from a witness that they observed such birds. I found no evidence of observed, documented, or even likely projected wildlife based on scientific analysis that non-native holly trees provide habitat or food to wildlife populations. On the contrary, as anyone who has holly on their property can likely attest, holly can be invasive and displace native plants because additional plants sprout from their root systems, and the numerous berries often result in new holly plants popping up all over the surrounding area. Numerous biological reports and scientific studies demonstrate that native plants are far more likely to provide habitat and food for local wildlife than non-native plants.

Please note that I recognize that my comments are also unsubstantiated by supporting evidence but my point and recommendation doesn't require supporting evidence like the staff recommendation does because it is based on the LACK of substantial evidence in the record to support the recommended mitigation measure or permit requirement.

As an aide, even if a mitigation measure was justified because habitat was actually being lost due to the project removing the existing holly, the mitigation measure would need to require the ongoing retention of the replacement plantings and future replacement of trees that do not survive to ensure it is and remains effective. The City also can't require "locally-purchased shrubs or trees" because that discriminates against non-local businesses in favor of local-businesses. The applicable regulations and policies encourage locally native plants grown from local genetic stock (ideally grown locally too), which is not the same as locally-purchased. The requirement should only be that the native plants are native to the Fort Bragg area or grown from local genetic stock but it should not discriminate based on the source of the plants.

The planting plan shows that the project proposes to use Monterey Cypress for the replacement plantings. This is odd because Monterey Cypress are not local natives even though they are native to the central coast of California. In fact, Inland General Plan "Policy OS-2.2, Prohibit Invasive Species: Condition development projects requiring discretionary approval to prohibit the planting of any species of broom, pampas grass, gorse, or other species of invasive non-native plants deemed undesirable by the City." Policy OS-2.2 includes a sub-part, "Program OS-2.2.2: Encourage the removal of non-native invasive trees where feasible, such as **Monterey Cypress**, Monterey Pine and Eucalyptus, and prohibit planting of nonnative invasive tree species in new development."

Since our own Inland General Plan, which governs this project, specifically calls out Monterey Cypress as "non-native invasive trees" that we are supposed to encourage developers or applicants to remove. In fact, this same policy and program suggest that the removal of the non-native and invasive holly is actually an environmentally-beneficial aspect of this project that makes the project more consistent with the Inland General Plan so it makes even less sense to then say we want the applicant to mitigate an environmental benefit, the removal of the invasive holly and then have the applicant do so with another non-local native tree that the City deems invasive.

The staff report cites ILUDC [Chapter] 18.34 as the basis for requiring Special Conditions #12 and 13. However, Section 18.34.020, Applicability, states "That the provisions of this Chapter apply to all land uses as follows... The approval of a Minor Use Permit, Use Permit, Minor Variance, Variance, or application for Design Review for physical alterations and/or a change in use within an existing development may include conditions of approval requiring compliance with specific landscaping and irrigation requirements of this Chapter." This list does not include Minor Subdivisions.

Section 18.71.050, Design Review, describes when Design Review is required and such projects would be subject to the Chapter 18.32 Landscaping Requirements.

"Section 18.71.050, B. Applicability. All new structures, any relocation, exterior addition(s), or changes of or to existing structures, and any other physical improvements shall be subject to Design Review, whether or not a Building Permit is required, *unless exempt in compliance with Subsection (B)(3)* of this Section (Improvements exempt from Design Review). Design Review shall be required in addition to all other planning permit or approval requirements of this Development Code and the Municipal Code.

...

3. Improvements Exempt from Design Review. The following improvements are exempt from Design Review:

- a. *One single-family dwelling on a single parcel*, a second unit on a single parcel, a duplex, and/or any related residential accessory structures of less than 16 feet in height;
- b. Structural improvements not visible from a public right-of-way;
- c. Installation of a fence, wall, or retaining wall;
- d. Landscaping including vegetation, irrigation systems, and low level lighting;
- e. Exterior lighting;
- f. Work determined by the Director to be minor or incidental within the intent and objectives of this Section;

and

g. Ordinary maintenance and repair of structures, landscaping, and fencing."

Article 8 of the ILUDC governs Subdivisions but it does not include a requirement for Minor Subdivisions (or even Major Subdivisions) to comply with the landscaping requirements of Chapter 18.34, which applies to subsequent or concurrent applications for development of the subdivided property requiring one of the following discretionary permits: a Minor Use Permit, Use Permit, Minor Variance, Variance, or Design Review permit, none of which are required for this project.

Other than the Minor Subdivision of the parcel into 3 separate parcels, this project only involves the relocation of one single-family dwelling on a single parcel. If this were a multi-family development or other larger residential project, a Design Review would be required and the Chapter 18.34 Landscaping Requirements would apply, but it is not such a project. Even if the future houses that will be built on the subdivided parcels were being proposed right now, they don't require Design Review because they consist of "one single-family dwelling on a single parcel, a second unit on a single parcel, a duplex, and/or any related residential accessory structures of less than 16 feet in height." The only possible justification for a Design Review by the Planning Commission would be from potential aesthetic impacts of the grading activities per Section 18.71.050, Subsection B. 1. iii) "The aesthetic impact of grading or filling of land" but staff has not described this project as involving the Design Review process nor are the Design Review Findings included in the staff report, or draft resolution.

[Note: The lack of a resolution of approval is odd although not a fatal flaw but approving entitlements via resolution is considered a best practice because it helps show the City's reasoning is justified and that the review authority is actually making the required findings. In this case, there are no written findings, only the required conclusions, so the Planning Commission will need to actually provide explanations for why you have determined you can make each finding, at least those that are not specifically addressed by analysis in the staff report.]

Based on a review of the project file for this Minor Subdivision, it appears the City has subjected this applicant to a staff-level review process that goes well beyond what is actually permitted by the City's governing documents, including the ILUDC. In my opinion, this overreach is in direct conflict with the City adopted Housing Element because it makes residential development, which we desperately need, more difficult and more expensive by requiring the applicant to pay for and submit various things that are not actually required by any legal authority even though staff is requesting them. This is not being business-friendly, housing-friendly, or customer/public-friendly. The City can and should do better and help facilitate the development of additional local housing stock rather than throwing up regulatory or procedural roadblocks that don't even have a clear basis in the ILUDC, Inland General Plan, or applicable state requirements.

Regardless, the Planning Commission should approve this Minor Subdivision so the property owners can actually enjoy the use and benefits of their property, albeit after what appear to be unreasonable delays.

Best regards,

--Jacob

Gonzalez, Joanna

From: Jenny Shattuck <jenxvann@yahoo.com>
Sent: Thursday, November 12, 2020 5:42 PM
To: Gonzalez, Joanna
Subject: Halsey Way Subdivision

Dear Commissioners .

I usually would not comment on a housing subdivision, but after reading through all the reports, it seems like this staff report goes against everything our council and city have proclaimed for years, that we are promoting housing. Forgive me if I am mistaken, but is this not to simply move a home and split the existing large parcel into 3 parcels, that would each be larger than a standard city lot?

Having landscaping requirements that require the landscape to be bought locally seems a bit overkill. What if the native landscape was not available here? What if they wanted to plant a simple apple tree? Or native strawberries? These seems like overreach and not an actual requirement for a home. Perhaps more in line with a commercial building.

I do hope this plan is approved as our housing is below 1 percent vacancy and during housing element plan meetings I believe I heard from our former community development dept. director that the city was in fact required to remove burdens to the construction of more housing. This is not high density housing, this is single family homes, which are in high demand and sorely needed. It seems that without all the requirements and hoops the applicant has had to go through they would actually have added housing stock to our community by now. I support this project and hope in the future the city and commission will see that so many hurdles to simply move or build a home are part of what has slowed, if not in many cases stopped development of much needed units.

Jenny Shattuck



City of Fort Bragg

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

Text File

File Number: 20-904

Agenda Date: 11/12/2020

Version: 2

Status: Business

In Control: Planning Commission

File Type: Planning Staff Report

Agenda Number: 5A

Receive Report and Make Recommendations on the Development of a Formula Business Ordinance



AGENCY:	Planning Commission
MEETING DATE:	November 12, 2020
DEPARTMENT:	Community Development
PRESENTED BY:	Tabatha Miller

AGENDA ITEM SUMMARY

TITLE: RECEIVE REPORT AND MAKE RECOMMENDATIONS FOR DEFINITION(S) AND FINDINGS FOR THE PREPARATION OF AN ORDINANCE TO REGULATE FORMULA BUSINESS TO AMEND TITLE 18 OF THE INLAND LAND USE AND DEVELOPMENT CODE (ILUDC)

ISSUE:

In July of 2019, a majority of City Council requested a discussion regarding formula, chain and big box stores be put on a City Council Agenda. The City Manager agendized and reported on the Formula Business topic at the Meetings of October 24, 2019 and again on February 24, 2020. After much discussion, the Council generally agreed that they wanted to take a further look at retail and restaurants, including fast food. They want to protect the Central Business District and have an opportunity to review when big box or chain businesses are proposed for location in the CBD and in the gateways to the City. Council provided direction to require Conditional Use Permits; they are not in favor of any caps; and they prefer to review applications on a case-by-case basis.

Council directed staff to bring this matter to the Planning Commission to draft the ordinance and to bring back to the Council for review, prior to introduction. On October 14, 2020 the Planning Commission met with staff to discuss policies to regulate Formula Business within the City of Fort Bragg. The discussion this evening is to refine the definition of "Formula Business", discuss the importance of both the purpose of the Ordinance and the defined Findings for approval or denial of a project. Once staff has clear direction on goals of the Planning Commissioners in regulating formula businesses, staff will draft an ordinance to be presented to the Commissioners along with a full CEQA analysis, and a resolution for recommendation to City Council for final review and approval.

Persons having not followed along with this discussion prior to this report are encouraged to view the reports from the previous meetings (attached to this agenda item). The purpose of this report is to pick up the discussion where it was left off and further refine the goals and intents of Planning Commission to devise the ordinance.

ANALYSIS:

Cities cannot prohibit Formula Business within their jurisdictions, but can pass ordinances to impose specific permit requirements to ensure that new Formula Businesses are located in accordance with legitimate land-use and planning goals that support the City's General Plan Policies.

Three elements to consider in structuring a legally defensible formula business ordinance:

- 1) Establish extensive findings on the purpose of the ordinance;

AGENDA ITEM NO. _____

- 2) Establish clear criteria for the issuance of Use Permits regulating the use of the land which treats the class of Formula Businesses equally; and
- 3) Make clear connections between the Formula Business regulations and stated purpose of the ordinance.

Ordinance Purpose

The purpose of the ordinance and regulating Formula Businesses must be tied to the long-term commercial health of the city and cannot be discriminatory against a particular business. Long-term commercial health may be tied to preserving the character of the city. For example, Coronado, CA was able to successfully defend its ordinance in part because the ordinance set forth the clear purpose “to maintain and preserve the special seaside tourist village atmosphere with small-scale electric ambiance by establishing an appropriate mix of local, regional and national-based businesses and small, medium or large-sized businesses.

In establishing the purpose, policies can be found in City documents which outline the longstanding values of the community’s interest in its commercial health and desire to preserve and maintain its unique character. Policies like; long-term health of the commercial zones; environmental sustainability; small town, low density character; balanced mix of residential and visitor market; aesthetically compatible with open and inviting retail storefronts; and sense of streetscape and continuity to pedestrians are strong defining features of an ordinance. The first place to look in making informed findings for the City of Fort Bragg is our own General Plan. The Inland General Plan Policies will provide the structure for establishing the intent and goals of a Formula Business Ordinance.

The current purpose statement from Element 6 of the Inland General Plan:

A. Purpose

The Community Design Element establishes goals, policies, and programs to preserve and enhance Fort Bragg’s authentic, small town character. The community is defined in part by its isolated location on the magnificent coastline of Mendocino County. Its sense of place derives from its heritage as a regional center for the timber and fishing industries. As the economy evolves to a more tourism and service-based economy, the community has acknowledged the importance of maintaining the historic identity of downtown and the integrity of the residential neighborhoods, while enhancing views and access to the coastline and planning for continued growth and development.

The Community Design Element is concerned primarily with the visual quality of the City, or what residents and visitors see. The City’s appearance is essential to the quality of life in Fort Bragg. Visual quality and amenities go hand-in-hand with long-term economic development strategies, and strengthen the stability and desirability of the community. To be attractive to residents, visitors, and businesses, the City must be concerned about its appearance, physical character, and livability. Existing residential

real estate values and the desirability of businesses that depend on tourism are closely tied to the visual character of the community.

Policies and Goals from the City's General Plan include:

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

Policy LU-3.6 Re-Use of Existing Buildings: Encourage the adaptive re-use and more complete utilization of buildings in the Central Business District and other commercial districts.

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

Policy LU-4.1 Formula Businesses and Big Box Retail: Regulate the establishment of formula businesses and big box retail to ensure that their location, scale, and appearance do not detract from the economic vitality of established commercial businesses and are consistent with the small town, rural character of Fort Bragg.

Policy LU-4.2 Require that a fiscal and economic analysis be performed as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.

Goal C-5 Regard the quality of life in Fort Bragg and maintaining community identity as more important than accommodating through-traffic.

Policy C-5.1 Community Priorities for Transportation Improvements: Place a higher priority on maintaining a sense of place and enhancing the attractiveness of the Central Business District than on efficient traffic flow and movement.

Policy CD-1.5 Strip Development: Discourage strip development along Main Street. Strip development is typically characterized by street frontage parking lots serving individual or strips of stores or restaurants. It differs from central business districts and shopping centers in that typically there are no provisions for pedestrian access between individual uses, the uses are only one-store deep, the buildings are arranged linearly rather than clustered, and there is no design integration among individual uses.

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

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

Policy CD-3.2 Gateway Development: Encourage a higher quality of development at the City's gateways.

Policy CD-6.1 Protect and Preserve Buildings and Sites with Historic and Cultural Significance to the Community.

Attractive Commercial and Central Business Districts are a source of identity that when allowed to maintain a healthy mix of uses remains a source of identity for Fort Bragg and distinguishes our community from others. Many communities struggle with losing the diversity that smaller local businesses provide and the homogenous appearance resulting from the proliferation of chain formula businesses. When 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 is 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 addition to the general plan goals, which will establish the parameters and purpose of the ordinance. The primary regulatory tool Fort Bragg currently has to regulate to land-uses is the zoning district tables. Table 2-6 in the City's Inland Land Use and Development Code (ILUDC) identifies adopted allowable uses by zone and establishes the type of permit(s) necessary for the tailored use listed. A sample snap shot of some retail trade uses currently regulated by the ILUDC in Table 2-6 is shown below.

TABLE 2-6		P	Permitted use, Zoning Clearance required				
Allowed Land Uses and Permit Requirements		MUP	Minor Use Permit required (see § 18.71.060)				
for Commercial Zoning Districts		UP	Use Permit required (see § 18.71.060)				
		S	Permit requirement set by Specific Use Regulations				
		—	Use not allowed				
LAND USE (1)		PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
		CN	CO	CBD	CG	CH	
RETAIL TRADE							
Auto parts sales with no installation services	—	—	—	P	P		
Bar/tavern	—	—	UP	MUP	MUP		
Big box retail	—	—	—	UP	UP		
Building and landscape materials sales - Outdoor	—	—	—	UP	UP	18.42.130	
Convenience store	P	—	P	P	P		
Retail, general - 10,000 sf or larger	—	—	UP	UP	UP		
Retail, general - 5,000 sf – 9,999 sf	—	—	P	P	P		
Retail, general - Less than 5,000 sf	P	P	P	P	P		
Groceries, specialty foods	P	—	P	P	P		

In order to determine the appropriateness of a use in a particular zone, the City's Inland General Plan defines the purpose and intent of each commercial land use designation. These defined designations are included in attachment 2. Listed below are categories of

land uses currently listed in Table 2-6 which are most likely to have a Formula Business associated with them. One of the questions for the Planning Commission, is which of these are appropriate to include in the definition of a Formula Business.

Allowed Land Uses in Certain Commercial Zoning Districts

- | | |
|--|--|
| ▪ Brewery/Bar | ▪ Big box retail |
| ▪ Restaurant, café, or coffee shop | ▪ Convenience store |
| ▪ Commercial recreation facilities | ▪ Drive-thru |
| ▪ Conference facility | ▪ Farm supply and feed store |
| ▪ Studio – art, dance, martial arts, music, etc. | ▪ Furniture, furnishings and appliance store |
| ▪ Building and landscape materials sales | ▪ Retail, general – size |
| ▪ Bank, financial services | ▪ Groceries |
| ▪ Pharmacies | ▪ Second hand store |
| ▪ Auto Parts | ▪ Lodging – Vacation rental units |

The policies, goals and purpose already contained in the City's Inland General Plan will provide the foundation for the Formula Business Ordinance's stated purpose.

Defining Formula Business:

Something as simple as a definition of a word can impart a lot of information to the reader as well as create confusion if the terminology is subjective or open ended. The definition of Formula Business will determine which proposed uses will be subject to the additional review and regulations. The definition serves as a net to catch formula business uses that the City may want to evaluate and regulate further.

The definition of "formula business" can vary by jurisdiction but typical definition refers to any business that is required to maintain a standardized array of services, merchandise, menu, uniform, décor, signage, color scheme, trademark or service mark; and is substantially identical to 25 or more other businesses in the United States.

The City's Land Use & Development Codes (LUDC) include a definition of Formula Business.

Formula Business (definition from Fort Bragg LUDC). A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

A few things to note about the City's existing definition:

1. By using the term "or" when referencing the standardized features, it only takes one to define the business as formula. Some jurisdictions provide a set number, such as two or three, of the standardized features (services, merchandise, menu, etc.) which trigger the definition. Many jurisdictions also include definitions for each of

the standardized features.

2. The use of “other similar features” as one of the standardized features, is an imprecise “catch all” that would allow other features outside of those listed to be applied to trigger the definition. This broadens what could be defined as a formula business but also makes it more subjective to individual interpretation.
3. Unlike most other jurisdictions’ definitions, the City’s has no number for other “substantially identical” businesses, meaning that just a second location of a local business could trigger the definition. Most jurisdictions set this between 10-25, although a few have the number as low as 2-5. Another facet of this clause, is the boundary around where those “substantially identical” businesses are located. Some jurisdictions count within the United States and some make the count worldwide. Calistoga simply refers to outside of the City of Calistoga.
4. In the last sentence of the City’s definition all categories of Formula Businesses are encompassed by using the extensive list and by adding “etc.” at the end. Although not explicitly mentioned, the “etc.” arguable includes financial and service businesses such as banks, insurance, tax prep, accounting, private post offices, spas and other personal services. Some jurisdictions are only concerned with certain categories of Formula Businesses. The most common being restaurants, fast-food restaurants and retail stores.

As way of example, below are definitions from other jurisdictions.

Location	Definition	Numeric Limit
Mendocino County, CA	<p>Formula Business. “Formula Business” means a business of any of the following type of commercial use types, as defined by Mendocino County Zoning Code — Division 1, Chapter 20.024, regardless of location or ownership, which along with ten (10) or more other establishments maintains two (2) or more Standardized Features*:</p> <p>(1) Eating and Drinking Establishments (Section 20.024.065). (2) Food and Beverage Retail Sales (Section 20.024.075). (3) Food and Beverage Preparation — Without Consumption (Section 20.024.080). (4) Retail Sales, General (Section 20.024.120).</p> <p>*color scheme, array of services, decor, façade, servicemark, uniforms, architecture, or signage</p>	10
Sebastopol, CA	<p>Formula Business Uses. For purposes of this chapter, “formula business use” is a business which is required by contractual or other arrangement or affiliation to maintain a standardized (“formula”) array of services and/or merchandise, menu, employee uniforms, decor, facade design, signage, color scheme, trademark or service mark, name, or similar standardized features; and which causes it to be substantially identical to 25 or more other businesses in the United States regardless of ownership or location at the time that the application is deemed complete.</p>	25
Palo Alto, CA	<p>“Formula retail business” means a retail, personal, or eating and drinking service which, along with ten (10) or more other business locations in the United States, is required by contractual or other arrangement to maintain any of the following standardized characteristics: merchandise, menu, services, decor, uniforms, architecture, façade, color scheme, signs, trademark, or servicemark.</p>	10

Ukiah, CA	<p>RESTAURANT – FORMULA FAST FOOD: A restaurant that includes all of the following characteristics:</p> <ol style="list-style-type: none"> 1. Is required by contractual or other arrangements to maintain any of the following: substantially standardized menus, architecture, building appearance, signs, or other similar standardized features; and 2. Has three (3) or more of the following characteristics: <ol style="list-style-type: none"> a. Food is pre-made and wrapped before customers place orders; b. Food is served with disposable tableware for on-site consumption; c. Food is ordered from a wall menu at a service counter; d. Food consumed on the premises is ordered while customers are standing; e. Payment is made by customers before food is consumed; or f. The service counter is closer to an entry/exit than is the seating/dining area. <p>Ice cream shops, coffeehouses, bakeries, hot dog stands, or other businesses whose primary function is not the sale of full meals are exempted from this definition.</p>	N/A
San Francisco, CA	<p>A Formula Retail use is hereby defined as a type of retail sales or service activity or retail sales or service establishment that has eleven or more other retail sales establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the eleven establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.</p> <ol style="list-style-type: none"> (1) Standardized array of merchandise shall be defined as 50% or more of in-stock merchandise from a single distributor bearing uniform markings. (2) Trademark shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others. (3) Servicemark shall be defined as word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others. (4) Decor shall be defined as the style of interior furnishings, which may include but is not limited to, style of furniture, wall coverings or permanent fixtures. (5) Color Scheme shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wall coverings, or as used on the facade. (6) Facade shall be defined as the face or front of a building, including awnings, looking onto a street or an open space. (7) Uniform Apparel shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hats, and pins (other than name tags) as well as standardized colors of clothing. (8) Signage shall be defined as business sign pursuant to Section 602.3 of the Planning Code. 	11
Port Townsend, WA	<p>Formula retail" means a type of retail sales or rental activity and retail sales or rental establishment, including restaurants, hotels and motels, which, along with 14 or more other establishments, maintains two or more of the following features:</p> <ol style="list-style-type: none"> 1. Standardized array of merchandise or standardized menu. 2. Standardized facade. 3. Standardized decor and color scheme. 4. Uniform apparel. 5. Standardized signage. 6. Trademark or service mark. <p>B. For the purposes of this section the following definitions apply:</p> <ol style="list-style-type: none"> 1. "Standardized array of merchandise" shall be defined as 50 percent or more of in-stock merchandise from a single distributor bearing uniform markings. 2. "Trademark" shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others. 3. "Service mark" shall be defined as word, phrase, symbol or design or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others. 4. "Decor" shall be defined as the style of interior finishings, which may include but is not limited to style of furniture, wallcoverings or permanent fixtures. 	14

	<p>5. "Color scheme" shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wallcoverings, or as used on the facade.</p> <p>6. "Facade" shall be defined as the face or front of a building, including awnings, looking onto a street or an open space.</p> <p>7. "Uniform apparel" shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hat, and pins (other than name tags) as well as standardized colors of clothing.</p> <p>8. For definition of "signage," see definition of "sign," PTMC 17.08.060.</p> <p>9. "Standardized" does not mean identical, but means substantially the same.</p>	
Coronado, CA	"Formula Business" means any type of commercial business establishment that uses a trademark, logo, service mark or other mutually identifying name or symbol that is shared by 15 or more commercial businesses (other than a "formula fast food restaurant") and which maintains any standardized ("formula") array of service and/or merchandise, decor, business method, architecture, layout, uniform, or similar, standardized feature.	15

Consideration for Drafting Definition

To provide staff direction in drafting the definition of a Formula Business in Fort Bragg, staff request that the Planning Commission consider and provide input on the following questions:

1. Which types of businesses should be included or excluded in the definition?
2. What is the right number of other establishments in the United States or World that are substantially identical to the proposed business?
3. What are the standardized traits that should be included in the definition?
4. Should there be a number of standardized traits that will trigger the definition?
5. Should a definition of each standardized trait be included in the definition?

Staff recommended definition:

As a starting place for the Planning Commission's consideration, staff has drafted a proposed "Formula Business" definition:

"Formula Business" means a retail, or eating and drinking service which, along with ten (10) or more other business locations outside of Fort Bragg, regardless of ownership or location at the time that the application is deemed complete, is required by contractual or other arrangement to maintain at least two (2) of the following Standardized features: an Array of merchandise/menu, Decor, Uniforms, Façade, Color scheme, Signs, Trademark, or Service mark.

For the purposes of this section the following definitions apply:

1. "Array of merchandise/menu" shall be defined as 50 percent or more of in-stock merchandise from a single distributor bearing uniform markings.
2. "Decor" shall be defined as the style of interior finishings, which may include but is not limited to style of furniture, wallcoverings or permanent fixtures.
3. "Uniforms" shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hat, and pins (other than name tags) as well as standardized colors of clothing.

4. “Facade” shall be defined as the face or front of a building, including awnings, looking onto a street or an open space.
5. “Color scheme” shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wallcoverings, or as used on the facade.
6. For definition of “signage,” see definition of “sign” FBMC.
7. “Trademark” shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others.
8. “Service mark” shall be defined as word, phrase, symbol or design or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others.
9. “Standardized” does not mean identical, but means substantially the same.

The recommended definition sets the threshold of substantially similar establishments at ten (10). This number would allow expanding smaller chains, including regional businesses, that have not become ubiquitous with Anywhere USA, to avoid the additional Formula Business regulations. Requiring at least two (2) of the standardized features, provides some flexibility for businesses with national or international trademark or service marks but no other standardized traits. For example, several local hardware stores are affiliated Ace Hardware and many hotels affiliate with chains such as Best Western, Travellodge or Holiday Inn for marketing purposes but otherwise maintain relatively unique business attributes.

The phrase “regardless of ownership or location at the time that the application is deemed complete” is to help ensure that the ordinance is not discriminatory against nonlocal businesses. Zoning ordinances enacted to protect local businesses from competition are susceptible to dormant Commerce Clause challenges.¹ The Dormant Commerce Clause is the constitutional principle that the Commerce Clause prevents state or local regulation of interstate commercial activity even when Congress has not acted under its Commerce Clause power to regulate that activity.

Developing Findings for Use Permits

Cities cannot completely ban Formula Businesses within their jurisdictions but they can enact ordinances that impose additional permit requirements, that limit the number in a given area, impose certain design guidelines and ensure that the businesses are compatible with surrounding uses. A key tool for cities in regulating Formula Businesses is the Conditional Use Permit (CUP). A zoning ordinance will typically set forth a list of permitted uses, as a matter of right, within each zoning district. Other uses may be allowed but only with a CUP, which in the Fort Bragg Code is referenced as Minor Use

¹ *Island Silver & Spice, Inc. v. Islamorada*, 475 F. Supp. 2d 1281 (S.D. Fla. 2007) struck down Islamorada, Florida’s Formula Business Ordinance because it was tailored to serve local business interests by preventing competition from national chains.

Permit (MUP) or Use Permit (UP).² Use permits add flexibility to zoning and allow for local review to ensure compatibility with the neighborhood or a pre-established set of criteria.

In addition to the standard findings for issuing a UP or MUP, specific findings clearly connected to the stated purpose of the Formula Business Ordinance are more likely to withstand a legal challenge. Further, articulated findings ensure that the UP is implemented consistently with the Formula Business Ordinance and the General Plan Policies and Goals.

In 2017, the City of Malibu's Formula Business Ordinance was invalidated by the California Court of Appeals.³ Partly at issue, was Malibu's CUP requirements for Formula Businesses. Prior to issuing a CUP, the planning commission was required to make findings about the specific chain. If the CUP was approved, it would only apply to that specific establishment and ownership. The Court found these features of Malibu's CUP contrary to well established principles. A CUP is not a personal interest and should not attach to the permittee but instead a CUP creates a right that runs with the land. Using Starbucks as an example, the Court pointed out that under Malibu's CUP for formula businesses, that a Peet's Coffee, would be unable to operate the same use in the same location as the Starbucks, which defeated the purpose of a Conditional Use Permit [emphasis added].

The take away, is to avoid any formula business specific findings that focuses on the permittee or chain and that once approved for a specific use, that right is transferrable to other establishments or businesses operating the same use. Similarly, the question has been raised whether a franchise-owned formula business should be treated differently than a corporation-owned formula business because the profits stay local. At the October, 24, 2019 City Council meeting, the City Attorney provided direction that ownership structure couldn't be a factor in evaluating formula businesses.

As way of example, below are specific findings from other jurisdictions.

Location	Formula Business Specific Findings
San Francisco, CA	(d) Conditional Use Criteria. With regard to a Conditional Use authorization application for a Formula Retail use, the Planning Commission shall consider, in addition to the criteria set forth in Section 303, the criteria below and the Performance-Based Design Guidelines adopted by the Planning Commission to implement the criteria below. (1) The existing concentrations of Formula Retail uses within the district and within the vicinity of the proposed project. To determine the existing concentration, the Planning Commission shall consider the percentage of the total linear street frontage within a 300-foot radius or a quarter of a mile radius, at the Planning Department's discretion, from the subject property that is occupied by Formula Retail and non-Formula Retail businesses. The Department's review shall include all parcels that are wholly or partially located within the 300-

² MUPs are approved or denied by the Community Development Director, while UPs must be approved or denied by the Planning Commission. Public notices of an application for an MUP will state that a decision will be made by the Director by the date specified unless an interested person requests in writing a public hearing. Notice of a pending UP or MUP is provided to property owners within a 300-foot radius by mail, is posted on the property and published in the newspaper at least 10 days before the decision.

³ *The Park at Cross Creek, LLC v. City of Malibu*, (2017) 12 Cal.App. 5th 1196.

	<p>foot radius or quarter-mile radius. If the subject property is a corner parcel, the 300-foot radius or quarter mile radius shall include all corner parcels at the subject intersection. For each property, the Planning Department shall divide the total linear frontage of the lot facing a public-right of way by the number of storefronts, and then calculate the percentage of the total linear frontage for Formula Retail and non-Formula Retail. Half percentage points shall be rounded up.</p> <p>For the Upper Market Street Neighborhood Commercial District only, if the application would bring the formula retail concentration within a 300-foot radius to a concentration of 20% or above, Planning Department staff shall recommend disapproval of the application to the Planning Commission. If the application would not bring the formula retail concentration within the 300-foot radius to a concentration of 20% or above, Planning Department staff shall assess the application according to all the other criteria listed in this Subsection 303.1(d), and recommend approval or disapproval to the Planning Commission, according to its discretion and professional judgment. In either case, the Planning Commission may approve or reject the application, considering all the criteria listed in this Subsection 303.1(d).</p> <p>(2) The availability of other similar retail uses within the district and within the vicinity of the proposed project.</p> <p>(3) The compatibility of the proposed Formula Retail use with the existing architectural and aesthetic character of the district.</p> <p>(4) The existing retail vacancy rates within the district and within the vicinity of the proposed project.</p> <p>(5) The existing mix of Citywide-serving retail uses and daily needs-serving retail uses within the district and within the vicinity of the proposed project.</p> <p>(6) Additional relevant data and analysis set forth in the Performance-Based Design Guidelines adopted by the Planning Commission.</p> <p>(7) For Formula Retail uses of 20,000 gross square feet or more, except for General or Specialty Grocery stores as defined in Articles 2, 7 and 8 of this Code, the contents of an economic impact study prepared pursuant to Section 303(i) of this Code.</p> <p>(8) Notwithstanding anything to the contrary contained in Planning Code Article 6 limiting the Planning Department's and Planning Commission's discretion to review signs, the Planning Department and Planning Commission may review and exercise discretion to require changes in the time, place and manner of the proposed signage for the proposed Formula Retail use, applying the Performance-Based Design Guidelines.</p>
Sausalito, CA	<p>D. Required Findings for Approval. In addition to all of the findings required by SMC 10.60.050, all of the following findings must be made prior to the issuance of a conditional use permit for formula a formula retail establishment:</p> <ol style="list-style-type: none"> 1. The formula retail establishment will be compatible with existing surrounding uses, and has been designed and will be operated in a non-obtrusive manner to preserve the community's distinctive character and ambiance; 2. The formula retail establishment will not result in an over-concentration of formula retail establishments in its immediate vicinity or the City as a whole; 3. The formula retail establishment will promote diversity and variety to assure a balanced mix of commercial uses available to serve both resident and visitor populations; 4. The formula retail establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community; 5. The formula retail establishment will be mutually beneficial to and would enhance the economic health of surrounding uses in the district; 6. The formula retail establishment will contribute to an appropriate balance of small, medium and large-sized businesses in the community; and 7. The proposed use, together with its design and improvement, is consistent with the unique historic character of Sausalito, and would preserve the distinctive visual appearance and shopping experience of Sausalito for its residents and visitors. [Ord. 1184 § 2, 2007; Ord. 1167 § 2, 2003.]
Coronado, CA	<p>C. Required Findings for Approval.</p> <ol style="list-style-type: none"> 1. The formula business establishment will be compatible with existing surrounding uses, and has been designed and will be operated in a nonobtrusive manner to preserve the community's character and ambiance; 2. Approval of the formula business establishment will be consistent with the policies and standards of the General Plan and the local coastal program, and that the proposed

	<p>intensity of uses on the sites is appropriate given the uses permitted on the site and on adjoining sites by these documents;</p> <p>3. Approval of the formula business establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community; and</p> <p>4. Approval of the formula business establishment will contribute to an appropriate balance of small, medium and large-sized businesses in the community. (Ord. 1954 § 14, 2003; Ord. 1919)</p>
San Juan Bautista, CA	<p>(A) The following findings shall be required:</p> <p>(1) The business offers merchandise and/or services that serve the unmet needs of the population.</p> <p>(2) Although the formula-based business may have other store locations throughout the country, State, or region, the business will compliment and enhance the character of the City.</p> <p>(3) Both exterior and interior appearance and presentation of the business are compatible with the existing scale of development, distinctive architecture and pedestrian orientation of the town character and result in an enhancement of the look and feel (i.e., character) of the surrounding area.</p> <p>(4) Signs shall conform to the City sign standards and design guidelines.</p> <p>(5) Drive-through food establishments shall be prohibited.</p>
Ojai, CA	<p>(3) In addition to the findings required by Section 10-2.2406 as prerequisite to the issuance of a conditional use permit, the Commission shall make all of the following findings prior to the issuance of a conditional use permit for a formula business:</p> <p>(i) The proposed formula business will not result in an over-concentration of formula business establishments in its immediate vicinity or in the City as a whole;</p> <p>(ii) The proposed formula business will contribute to an appropriate balance of small, medium and large-sized businesses in the City; and</p> <p>(iii) The proposed formula business has been designed to preserve and enhance the City's small town character and to integrate existing community architectural and design features which will preserve such character for the City's residents and visitors.</p>
Sebastopol, CA	<p>In acting on a formula business conditional use permit application, the Planning Commission, or City Council on appeal, shall determine:</p> <p>A. If the establishment, maintenance, or operation of the proposed use or development applied for will not, under the circumstances of the particular case, be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the neighborhood of such proposed use or development, or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City;</p> <p>B. That the formula business establishment will complement existing businesses, and promote diversity and variety to assure a balanced mix of commercial uses available to serve both resident and visitor populations;</p> <p>C. That the proposed use, together with its design and improvements, is consistent with the unique and historic character of Sebastopol, has an exterior design which appropriately limits "formula" architectural, sign, and other components, and will preserve the distinctive visual appearance and shopping/dining experience of Sebastopol for its residents and visitors;</p> <p>D. That, as applicable, the proposed use will help residents and visitors avoid the need to shop out of town for goods or services;</p> <p>E. That the proposed use will be pedestrian-oriented and connect to the area's existing and planned pedestrian and bicycle facilities; and</p> <p>F. That if the proposed use is greater than 10,000 gross square feet, the establishment will provide needed goods or services, will promote Sebastopol's economic vitality, and will be compatible with existing and planned uses. (Ord. 1111, 2018)</p>

Staff recommended special findings for MUP/UP:

As a starting place for the Planning Commission's consideration, staff has drafted proposed findings that will be required before a UP or MUP can be issued to a Formula Business in Fort Bragg.

1. The business offers merchandise and/or services that serve the unmet needs of the population; and
2. Approval of the formula business establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community; and
3. The formula retail establishment will be mutually beneficial to and would enhance the economic health of Fort Bragg; and
4. The proposed formula business has been designed to preserve and enhance the City's small town character and to integrate existing community architectural and design features which will preserve such character for the City's residents and visitors.

Next Steps:

1. Identify locations for zoning districts requiring Permits (MUP or UP).
2. Finalize the Formula Business Ordinance. Planning Commission will make a recommendation to the City Council regarding approval of the Ordinance.

ENVIRONMENTAL REVIEW:

Several Cities passing Formula Business Ordinances have proposed the preparation of such an ordinance is exempt from the California Environmental Quality Act pursuant to CEQA Guidelines Section 15061(b)(3) in that it can be seen with certainty that the project will not have negative impact to the environment.

Upon determination of the elements of the ordinance being drafted, if staff can conclude that the proposed ordinance does not preclude any existing land uses, establishes a public review process for certain projects that may be detrimental to the general welfare of a specific neighborhood and makes other administrative changes, and the City Attorneys concur, the City will utilize the exemption. If alternatively, the proposed ordinance constitutes a project under CEQA, staff will complete an initial study (IS).

Should an IS be necessitated, this document will be included with the proposed ordinance and Resolution packet drafted for the Planning Commission review.

PLANNING COMMISSION ACTION:

Make recommendations for Definition of "Formula Business", purpose of a Formula Business Ordinance, and specific findings for issuance of a Formula Business permit.

ALTERNATIVE ACTIONS:

Recommend that the City not pursue a Formula Business Ordinance.

RECOMMENDATION:

Staff recommends that Commissioners use the provided slides to collectively develop a definition for formula business and then select appropriate findings that best support the purpose and the goals of the ordinance.

FISCAL IMPACT:

The cost to develop the Ordinance is estimated at \$10,000-\$15,000. The impact of the Ordinance on City revenues is unknown. Of the City's most recent top twenty-five (25) sales tax generating businesses,⁴ fourteen (14) or 56% would likely be considered a formula business (depending on the definition). The top twenty-five (25) businesses together generate 68% of the City's total sales tax revenue.

Acro AM/PM Mini Mart	McDonald's Restaurants	Safeway Stores
Boatyard Tobacco	Mendo Mill & Lumber Company	Sinclair Service Stations
Canclilni TV & Appliance	Mendocino County Horticultures	Sport Chrysler-Jeep-Dodge
Chevron Service Stations	O'Reilly Auto Parts	Taco Bell
CVS/Pharmacy	Redwood Coast Fuels	The Brewery Shop
Denny's Restaurants	Rino Service Stations	True Value Hardware
Dollar Tree Stores	Rite Aid Drug Stores	Two Short Sales
Geo Agregates	Rossi Buiding Materials	US Celluar
Harvest Market		

**Businesses are listed in alphabetical order in order to preserve the confidentiality of financial data.*

IMPLEMENTATION/TIMEFRAMES:

The Municipal Code requires that the Planning Commission conduct at least one public hearing regarding amendments to the ILUDC, and recommend to the Council whether to approve, approve in modified form or disapprove the proposed amendment based on findings provided in ILUDC Sections being amended.

ATTACHMENTS:

1. Location Map LU-1 Land Use Designations
2. Commercial Districts Purpose and Permit Requirements
3. Formula Business Survey Results as of 10/27/2020
4. 10/24/2019 Staff Report to City Council
5. 01/29/2020 Staff Report to Council (presented on 02/24/2020)
6. 02/24/2020 Minutes of City Council
7. 10/14/2020 Staff Report to Planning Commission

⁴ Most recently available report from Muniservices is for second quarter of calendar year 2020.

NOTIFICATION:

1. Economic Development Planning, **Notify Me subscriber list**
2. Tourism and Marketing, **Notify Me subscriber list**
3. Fort Bragg Downtown Businesses, **Notify Me subscriber list**



FORMULA BUSINESS ORDINANCE DISCUSSION

Planning Commission Meeting
November 12, 2020



Planning Commission Discussion and Direction

1. Document Ordinance Purpose
2. Defining “Formula Business”
3. Develop Specific Findings for Use Permit

Elements for Legally Defensible Formula Business Ordinance

1. Establish extensive findings for purpose of Ordinance;
2. Clear criteria (specific findings) for issuance of Use Permits (UP or MUP) making the connect to the general findings setting forth the purpose of the Ordinance;
3. Treat class of Formula Businesses equally; and
4. Avoid regulations that specifically target protecting local businesses from competition from Formula Businesses.

Ordinance Purpose - Sources

■ General Plan Policies and Goals

- *reuse of existing buildings, CBD small-scale and historical character, economic vitality, small town rural character, community identity, unique sense of place, pedestrian friendly, distinctive identity and quality of life*

■ Community Design Element Chapter Six of Inland General Plan

- *The City's appearance is essential to the quality of life in Fort Bragg. Visual quality and amenities go hand-in-hand with long-term economic development strategies, and strengthen the stability and desirability of the community. To be attractive to residents, visitors, and businesses, the City must be concerned with its appearance, physical character, and livability.*

■ Dependence on Tourism and Desirability of Community

- *Inventory local businesses dependent on tourism industry, focus on actions to attract new industry and jobs: Visit Fort Bragg Campaign, Noyo Center for Marine Science and improvements to athletic fields.*

■ Local History

- *Preservation of buildings, culture and events*

Define “Formula Business”

Formula Business (current definition from Fort Bragg LUDC).

A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

Proposed Definition for Planning Commissioners' Feedback

“**Formula Business**” means a retail, or eating and drinking service which, along with ten (10) or more other business locations outside of Fort Bragg, regardless of ownership or location at the time that the application is deemed complete, is required by contractual or other arrangement to maintain at least two (2) of the following Standardized features: an Array of merchandise/menu, Decor, Uniforms, Façade, Color scheme, Signs, Trademark, or Service mark.

Definitions for Standardized Traits

For the purposes of this section the following definitions apply:

1. **“Array of merchandise/menu”** shall be defined as 50 percent or more of in-stock merchandise from a single distributor bearing uniform markings.
2. **“Decor”** shall be defined as the style of interior finishings, which may include but is not limited to style of furniture, wallcoverings or permanent fixtures.
3. **“Uniforms”** shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hat, and pins (other than name tags) as well as standardized colors of clothing.
4. **“Facade”** shall be defined as the face or front of a building, including awnings, looking onto a street or an open space.
5. **“Color scheme”** shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wallcoverings, or as used on the facade.
6. For definition of **“signage,”** see definition of “sign” FBMC.
7. **“Trademark”** shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others.
8. **“Service mark”** shall be defined as word, phrase, symbol or design or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others.
9. **“Standardized”** does not mean identical, but means substantially the same.

Proposed Special Findings for Planning Commissioners' Feedback

– *Diversity of Services*

1. The business offers merchandise and/or services that serve the unmet needs of the population; and

Proposed Special Findings for Planning Commissioners' Feedback

- Economic Diversity

2. Approval of the formula business establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community; and

Proposed Special Findings for Planning Commissioners' Feedback

- Economic Vitality

3. The formula retail establishment will be mutually beneficial to and would enhance the economic health of Fort Bragg; and

Proposed Special Findings for Planning Commissioners' Feedback

- *Unique Sense of Place*

4. The proposed formula business has been designed to preserve and enhance the City's small town character and to integrate existing community architectural and design features which will preserve such character for the City's residents and visitors.

Next Steps

1. Identify locations for zoning districts requiring Permits (UP or MUP).
2. Finalize the Formula Business Ordinance. Planning Commission will make a recommendation to the City Council regarding approval of the Ordinance.

Top Twenty-Five Sales Tax

(in alphabetical order)

Arco AM/PM Mini Mart	McDonald's Restaurants	Safeway Stores
Boatyard Tobacco	Mendo Mill & Lumber Company	Sinclair Service Stations
Canclini TV & Appliance	Mendocino County Horticultures	Sport Chrysler-Jeep-Dodge
Chevron Service Stations	O'Reilly Auto Parts	Taco Bell
CVS/Pharmacy	Redwood Coast Fuels	The Brewery Shop
Denny's Restaurants	Rino Service Stations	True Value Hardware
Dollar Tree Stores	Rite Aid Drug Stores	Two Short Sales
Geo Aggregates	Rossi Building Materials	US Cellular
Harvest Market		

Questions?

18.22.020 - Purposes of Commercial Zoning Districts

The purposes of the individual commercial zoning districts and the manner in which they are applied are as follows.

A. CN (Neighborhood Commercial) zoning district. The CN zoning district is applied to areas of the City that are appropriate for small-scale facilities providing convenience shopping and services for adjacent residential neighborhoods. The maximum allowable residential density within the CN district for the residential component of a mixed use project is 12 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CN zoning district implements and is consistent with the CN land use designation of the General Plan.

B. CO (Office Commercial) zoning district. The CO zoning district is applied to areas of the City that are intended to serve the office and institutional needs of the community that cannot be accommodated within the CBD zoning district. Other related and office-supporting uses may also be allowed. The maximum allowable residential density within the CO district for either the residential component of a mixed use project or multifamily dwellings as a primary use is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CO zoning district implements and is consistent with the CO land use designation of the General Plan.

C. CBD (Central Business District) zoning district. The CBD zoning district is applied to the core of the downtown which is the civic, cultural, and commercial center of the City. The CBD zone is intended to accommodate retail stores, government and professional offices, theaters, and other similar and related uses in the context of pedestrian-oriented development. The maximum allowable residential density within the CBD zone for the residential component of a mixed use project is 40 dwelling units per acre; the maximum floor area ratio (FAR) is 2.0. The CBD zoning district implements and is consistent with the CBD land use designation of the General Plan.

D. CG (General Commercial) zoning district. The CG zoning district is applied to areas of the City that are appropriate for less compact and intensive commercial uses than those accommodated within the CBD zone. Allowable land uses are typically more auto-oriented than pedestrian-oriented, and may include automotive and service-related uses, a wide range of retail stores, including those selling large products (appliances, home furnishings, building materials, etc.). The maximum allowable residential density within the CG district for the residential component of a mixed use project is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CG zoning district implements and is consistent with the CG land use designation of the General Plan.

E. CH (Highway Commercial) zoning district. The CH zoning district is applied to sites along Highway 1 and arterials at the entry points to the community. Allowable land uses include lodging, restaurants, and retail stores. The maximum allowable residential density within the CH district for the residential component of a mixed use project is 24 dwelling units per acre; the maximum floor area ratio (FAR) is 0.40. The CH zoning district implements and is consistent with the CH land use designation of the General Plan.

(Ord. 930, § 2, passed 06-12-2017)

18.22.030 - Commercial District Land Uses and Permit Requirements

A. General permit requirements. Table 2-6 identifies the uses of land allowed by this Development Code in each commercial zoning district, and the planning permit required to establish each use, in compliance with § 18.20.030 (Allowable Land Uses and Planning Permit Requirements).

B. Requirements for certain specific land uses. Where the last column in Table 2-6 ("Specific Use Regulations") includes a section number, the referenced section may affect whether the use requires a Zoning Clearance, Minor Use Permit, or Use Permit, and/or may establish other requirements and standards applicable to the use.

C. Findings for Use Permit or Minor Use Permit approval. The approval of a Use Permit or Minor Use Permit for a project within a commercial district shall require that the review authority first make the following findings for the zoning district applicable to the site, in addition to the findings required by § 18.71.060 (Use Permit and Minor Use Permit):

- 1. CN (Neighborhood Commercial) district.** The use is designed and intended to serve the local neighborhood and not a broader service area, and is not of a size as to require a clientele larger than the neighborhood market area.

2. CO (Office Commercial) district. The use acts to support primary uses in the zone, or clients or visitors of allowable permitted uses.

3. CBD (Central Business District) district. The use complements the local, regional and tourist-serving retail, office and services functions of the CBD, and will not detract from this basic purpose of the CBD. Uses proposed for the intense pedestrian-oriented retail shopping areas of the CBD, which include the 100 blocks of East and West Laurel Street, the 300 block of North Franklin Street*, and the 100 and 200 blocks of Redwood Avenue, shall be limited to pedestrian-oriented uses on the street-fronting portion of the building.

* Code reviser's note: The language in this section has been revised to refer to the intended area of the downtown core.

4. CG (General Commercial) district.

- a. The uses generally require larger display and/or storage areas; and
- b. The use is not dependent on heavy customer traffic per square foot.

5. CH (Highway Commercial) district.

- a. Secondary uses oriented to local clientele may be permitted where the primary use of a site is oriented to or serves visitor, regional, or transient traffic; and
- b. Uses oriented to local clientele may be allowed where visitor-oriented uses are precluded because of environmental concerns or other site specific constraints.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
LAND USE (1)	CN	CO	CBD	CG	CH	

AGRICULTURAL, RESOURCE AND OPEN SPACE USES

Crop production, horticulture, orchard, vineyard	P	P	P	P	P	
--	---	---	---	---	---	--

INDUSTRY, MANUFACTURING AND PROCESSING, WHOLESALING

Laboratory - Analytical and testing	—	P	—	P	—	
Artisan/craft product manufacturing with retail sales	—	P(2)	P(2)	P(2)	P(2)	
Brewery/restaurant	—	—	UP	—	—	
Printing and publishing	—	—	P	P	—	
Research and development (R&D)	—	—	—	UP	—	
Recycling - Small facility	P	P	P	P	P	18.42.150
Recycling - Large facility	—	—	—	UP	—	18.42.150

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
-----------	----------------------------	-----------	-----------------------

CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use shall be entirely enclosed within a building, unless outdoor activities and/or storage are authorized by Use Permit.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
LAND USE (1)	CN	CO	CBD	CG	CH	

RECREATION, EDUCATION AND PUBLIC ASSEMBLY USES

Recreational vehicle park	—	—	—	—	UP	
Commercial recreation facility - Indoor	—	—	UP	P	P	
Commercial recreation facility - Outdoor	UP	UP	—	UP	UP	
Conference facility	—	UP	UP	UP	UP	
Health/fitness facility	—	UP	UP	P	UP	
Library, museum, art gallery	UP	UP	P	P	P	
Meeting facility, public or private	UP	UP	UP	UP	UP	
Park, playground	P	P	P	P	P	
School - Private	UP	UP	UP	UP	UP	
Sports and active recreation facility	—	—	UP	UP	UP	
Studio - Art, dance, martial arts, music, etc.	UP	UP	P	P	P	
Theater	—	UP	P	P	P	

RESIDENTIAL USES

Emergency shelter	—	—	—	P	—	
Home occupation	P	P	P	P	P	18.42.080
Live/work unit	MUP	MUP	MUP	MUP	—	18.42.090
Multifamily dwellings	P	UP	UP	UP	UP	18.42.120
Residential care facility for the elderly (RCFE)	—	UP	UP	UP	—	
Residential care facility	—	UP	UP	UP	—	
Residential component mixed use project	P	UP	P(2)	P	P	18.42.100

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
Single residential unit	MUP (3)	—	UP(4)	UP(4)	—	
Second unit – ADU/JADU	P(5)	P(5)	P(5)	P(5)	P(5)	18.42.170

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use allowed only on second or upper floors, in compliance with § 18.22.060(B) (Limitation on the Location of Allowable Land Uses).
- (3) Use permitted only for lots in the CN zone that do not front a major collector, as defined in the General Plan.
- (4) Use permitted only for existing structures that have the appearance of a single residential dwelling unit, per the Citywide Design Guidelines.
- (5) Use permitted only on parcels with existing single residential unit or existing/proposed multifamily development, in compliance with § 18.42.170.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	

RETAIL TRADE

Artisan shop	UP	UP	P	P	P	
Auto and vehicle sales and rental	—	—	—	P	P	
Auto parts sales with no installation services	—	—	—	P	P	

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
LAND USE (1)						
Bar/tavern	—	—	UP	MUP	MUP	
Big box retail	—	—	—	UP	UP	
Building and landscape materials sales - Indoor	—	—	—	P	UP	
Building and landscape materials sales - Outdoor	—	—	—	UP	UP	18.42.130
Cannabis retail	—	—	MUP	MUP	MUP	18.42.057 Chapter 9.30
Cannabis retail - Delivery only	—	—	—	MUP	MUP	18.42.057 Chapter 9.30
Construction and heavy equipment sales and rental	—	—	—	UP	UP	18.42.130
Convenience store	P	—	P	P	P	
Drive-through retail or service	—	—	UP	UP	UP	18.42.070
Farm supply and feed store	—	—	—	P	UP	
Fuel dealer (propane for home and farm use, etc.)	—	—	—	UP	—	
Furniture, furnishings and appliance store	—	—	P	P	UP	
Retail, general - 10,000 sf or larger	—	—	UP	UP	UP	
Retail, general - 5,000 sf – 9,999 sf	—	—	P	P	P	
Retail, general - Less than 5,000 sf	P	P	P	P	P	
Groceries, specialty foods	P	—	P	P	P	
Mobile home, boat, or RV sales	—	—	—	UP	UP	
Night club	—	—	UP	UP	UP	
Outdoor retail sales and activities	—	—	P	P	P	18.42.130
Restaurant, café, coffee shop	UP	P	P	P	P	18.42.165
Second hand store	—	—	—	P	P	
Service station	—	—	—	UP	UP	18.42.180
Shopping center	—	—	—	UP	UP	

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
----	----------------------------	----	-----------------------

CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
LAND USE (1)	CN	CO	CBD	CG	CH	

SERVICES - BUSINESS, FINANCIAL, PROFESSIONAL

Bank, financial services	UP	P	P	P	P	
Business support service	—	P	P	P	P	
Medical services - Doctor office	P	P	P	P	UP	
Medical services - Clinic, lab, urgent care	—	P	P	P	—	
Medical services - Hospital	—	UP	—	UP	UP	
Office - Accessory	P	P	P	P	P	
Office - Business/service	—	P	P	P	P	
Office - Professional/administrative	—	P	P	P	P	

SERVICES - GENERAL

Adult day care	P	P	P	P	UP	
Catering service	—	P	P(3)	P	—	
Child day care center	UP	UP	UP	UP	MUP	
Drive-through service	—	—	UP	UP	UP	18.42.070
Equipment rental	—	—	UP	P	UP	
Kennel, animal boarding	—	—	—	UP	—	18.42.040
Lodging - Bed and breakfast inn (B&B)	—	—	UP	UP	P	18.42.050
Lodging - Hotel or motel	—	—	UP	UP	UP	
Lodging - Vacation rental unit	—	—	MUP	—	—	18.42.190
Maintenance service - Client site services	—	—	—	P	—	
Mortuary, funeral home	—	P	—	P	—	

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
Personal services	P	P	P	P	MUP	
Personal services - Restricted	—	—	UP	UP	UP	
Public safety facility	—	P	P	P	P	
Repair service - Equipment, large appliances, etc.	—	—	—	P	P	
Vehicle services - Major repair/body work	—	—	—	UP	UP	
Vehicle services - Minor maintenance/repair	—	—	—	P	P	
Veterinary clinic, animal hospital	—	P	—	P	P	

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

Notes:

- (1) See Article 10 for land use definitions.
- (2) Use allowed only on second or upper floors, in compliance with § 18.22.060(B) (Limitation on the Location of Allowable Land Uses).
- (3) Permitted above the first floor or as part of a restaurant.

TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Zoning Districts	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	

TRANSPORTATION, COMMUNICATIONS AND INFRASTRUCTURE

Ambulance, taxi, and specialized transportation dispatch facility	—	UP	—	UP	UP	
Broadcasting studio	—	P	P	P	—	

LAND USE (1)	P Permitted use, Zoning Clearance required MUP Minor Use Permit required (see § 18.71.060) UP Use Permit required (see § 18.71.060) S Permit requirement set by Specific Use Regulations — Use not allowed					
	PERMIT REQUIRED BY DISTRICT					Specific Use Regulations
	CN	CO	CBD	CG	CH	
Parking facility, public or commercial	P	P	P	P	P	
Pipelines, transmission lines	S	S	S	S	S	18.42.145
Telecommunications facility	S	S	S	S	S	Chapter 18.44
Transit station	UP	UP	UP	UP	UP	
Solar, wind, geothermal facilities for on-site use	P	P	P	P	P	
Utility facility	P	P	UP	P	P	
Vehicle storage	—	—	—	UP	—	

Key to Zoning District Symbols

CN	Neighborhood Commercial	CG	General Commercial
CO	Office Commercial	CH	Highway and Visitor Commercial
CBD	Central Business District		

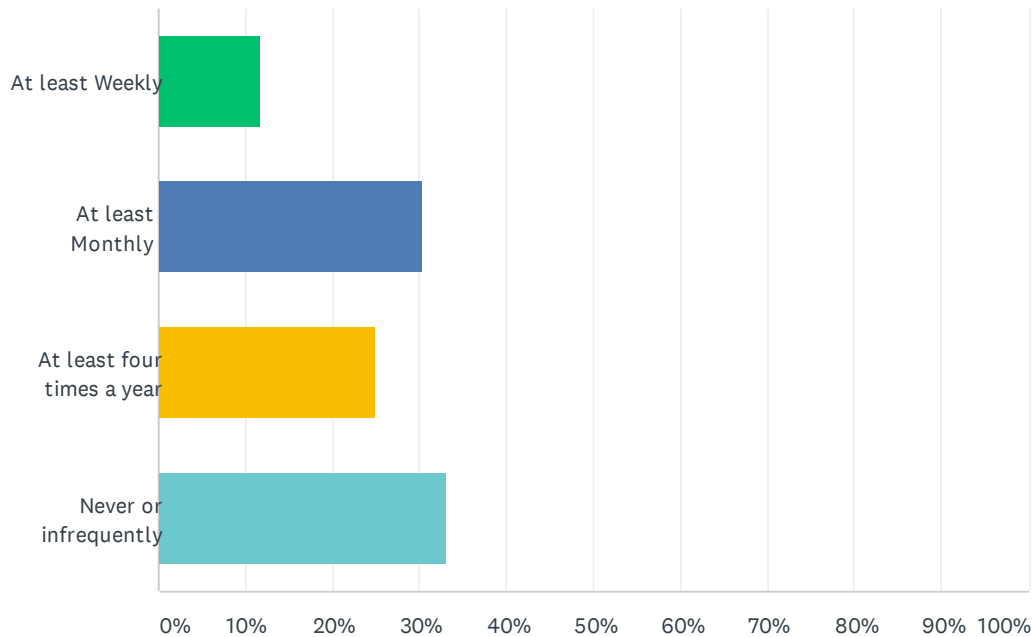
Notes:

(1) See Article 10 for land use definitions.

(Ord. 930, § 2, passed 06-12-2017; Am. Ord. 952, § 2, passed 11-12-2019; Am. Ord. 959, § 2, passed 02-10-2020)

Q1 Prior to the Covid-19 pandemic, how often did you travel out of town to shop at a formula business for groceries, household items, or services?

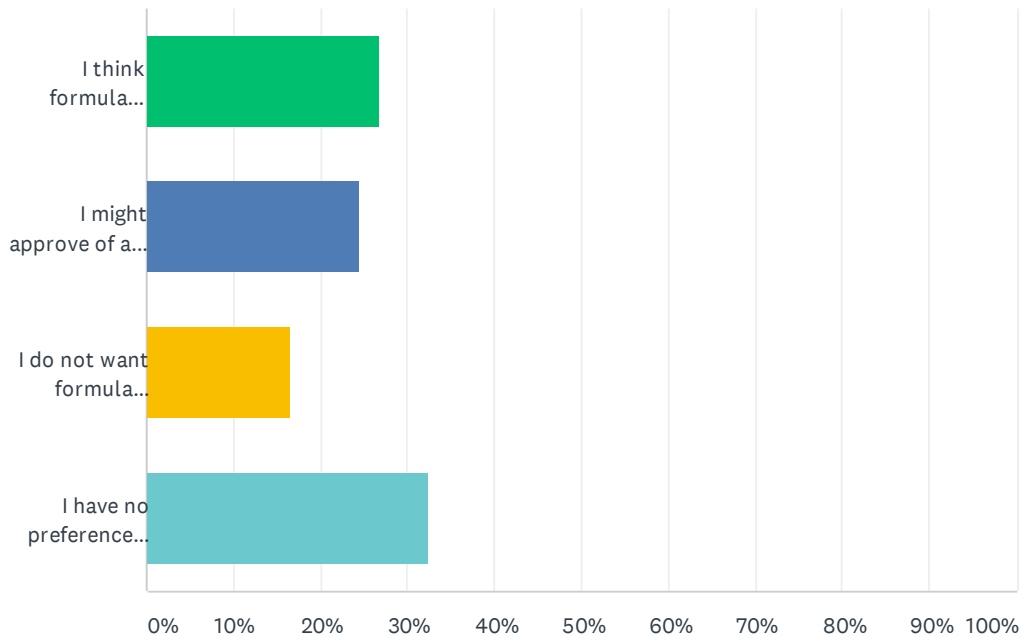
Answered: 1,120 Skipped: 3



ANSWER CHOICES	RESPONSES	
At least Weekly	11.79%	132
At least Monthly	30.27%	339
At least four times a year	24.91%	279
Never or infrequently	33.04%	370
TOTAL		1,120

Q2 How do you feel about formula businesses being located in Fort Bragg?

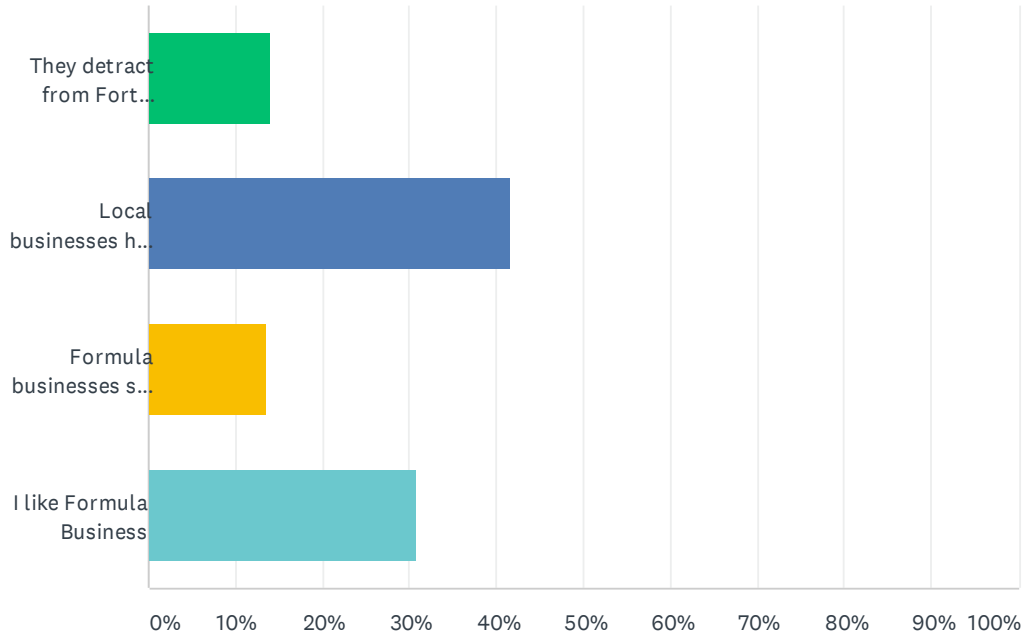
Answered: 1,120 Skipped: 3



ANSWER CHOICES	RESPONSES	
I think formula businesses would provide more access to goods without having to travel out of town	26.70%	299
I might approve of a few formula businesses in Fort Bragg, but it depends on where they are located	24.38%	273
I do not want formula businesses in Fort Bragg at all	16.52%	185
I have no preference regarding formula businesses	32.41%	363
TOTAL		1,120

Q3 If you are opposed to formula businesses in Fort Bragg, what is the primary reason?

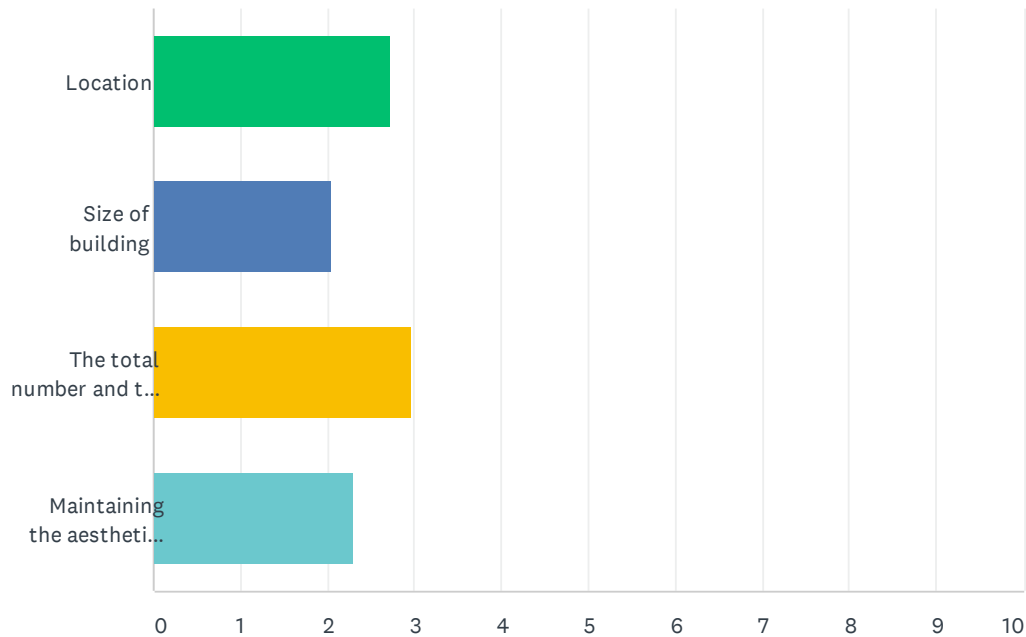
Answered: 1,089 Skipped: 34



ANSWER CHOICES	RESPONSES	
They detract from Fort Bragg's unique small town character	13.96%	152
Local businesses have to compete with formula businesses	41.69%	454
Formula businesses send local dollars to out of town corporations	13.50%	147
I like Formula Business	30.85%	336
TOTAL		1,089

Q4 What are the most important priorities for regulating formula business? Rank by priority (1 being most important and 4 being the least).

Answered: 1,094 Skipped: 29



	1	2	3	4	TOTAL	SCORE
Location	28.06% 291	34.52% 358	18.90% 196	18.51% 192	1,037	2.72
Size of building	6.96% 72	23.02% 238	37.62% 389	32.40% 335	1,034	2.05
The total number and type of businesses allowed	45.06% 474	21.77% 229	18.92% 199	14.26% 150	1,052	2.98
Maintaining the aesthetics of buildings to be consistent with Fort Bragg's small town character	21.85% 234	20.82% 223	23.44% 251	33.89% 363	1,071	2.31

Q5 Please describe any recommendations or concerns you have about formula businesses in Fort Bragg.

Answered: 713 Skipped: 410

Q5 Please describe any recommendations or concerns you have about formula businesses in Fort Bragg.

Answered: 713 Skipped: 410

Formula Business Survey

#	RESPONSES	DATE
1	They will destroy local stores , drain money out of our community, and destroy the small town intimacy of our heritage	10/24/2020 6:43 AM
2	Just say no. Keep family businesses going.	10/23/2020 7:57 PM
3	With all the empty storefronts in town, what is the point?	10/23/2020 1:39 PM
4	We dont need this at all. Your fooling yourselves into thinking this is saving Fort Bragg. If it does not grow it will die. Very little motivation in CA to be in business in the first place. The internet has done more to kill downtowns than anything.	10/23/2020 7:06 AM
5	Small businesses cannot Successfully compete with formula businesses.	10/22/2020 6:37 PM
6	We need to avoid the formulaic look of formula businesses of all sizes (not just big box retail) and maintain a unique aesthetic character. The only appropriate location for formula retail is in the existing Boatyard Center and General Commercial zoning along Franklin Street that is not visible from Main Street.	10/22/2020 2:30 PM
7	Formula business will provide the town short-term revenue, but in the long-term, will cause financial, aesthetic and cultural damage to Fort Bragg. Profits from those businesses do not stay in town (for example, note the contributions to the coast from Harvest Market vs Safeway). In addition, the future of this town will be built on tourism. No one vacations in Fort Bragg to go to the Taco Bell, Denny's or an Old Navy. These days, almost all items bought from big box stores can be bought online, with the exception of cheap, unhealthy foods offered by low-paying chains like Grocery Outlet (coming soon, I understand). Lastly, Fort Bragg has an opportunity to envision it's own unique future and character--chain stores will smother that vision under the aesthetic and corporate blandness. Instead, focus on supercharging programs for local people to open businesses, or to attract people from inland who want to move here and contribute to the unique potential Fort Bragg has to offer. Fort Bragg needs to replace these repeated surveys about formula stores with surveys about what the residents envision for Fort Bragg's future. Currently, the city's leaders express no explicit vision about the future of our town. A few select formula stores are fine, but without a clear vision by the city, knowing which ones to make a part of our town will mostly be guided by short-term revenue potential (not cultural, environmental or aesthetic concerns), and that's a major problem.	10/22/2020 11:38 AM
8	We need to provide jobs in Fort Bragg - we are a working community and not Mendocino	10/22/2020 10:34 AM
9	N/A	10/22/2020 9:00 AM
10	I would not like to see a business like Target, Walmart etc. here, but then I don't think they would want to come here. We need stores that are needed here - not another O'Reillys etc.	10/22/2020 8:21 AM
11	any body should be able to open a business if they want to. if the consumers don't like it they wont go. the city is a severally disadvantaged community and needs cheaper goods	10/22/2020 7:56 AM
12	Fort Bragg is losing tax dollars with locals driving to Ukiah or Santa Rosa to shop. If we had more options here in Fort Bragg, some of the tax revenue would be available to the city. Not all "formula" businesses are bad for the region and development of same should be considered on a case by case basis.	10/22/2020 6:57 AM
13	Formula businesses are not a detriment, in fact are helpful.	10/22/2020 6:46 AM
14	My main concern is that they make it impossible for small businesses to be successful and that they take away the character of our small towns. We own a real estate office and we often hear people from out of town say how much they appreciate the fact that we do not have the big box stores and that they don't see the corporate footprint in our area.	10/21/2020 8:05 PM
15	I understand that some formula businesses are expected in town and offer a consistent, predictable good or service that might be otherwise lacking in town. I just want to sure that their number and location do not genericize Fort Bragg. Our town is charming because it is different. We do not want it to become a succession of predictable storefronts lacking individuality.	10/21/2020 7:44 PM
16	My concern is that you would include a question on the survey that indicates the survey #4 That seems so Biased on anything OTHER than development of Chain stores AS IF STAFF and COUNCIL HAS ALREADY decided FOR the People of Fort Bragg California that this is a Good Idea for OUR town !! All while we are tucked away sheltered in place - unable to attend	10/21/2020 6:01 PM

Formula Business Survey

your city and county meetings !! I stand IN PROTEST ! and will get as many of my fellow town people as I can to protest as well ! Very Poor Survey - Poor poor leadership direction ... please lead our town ... as Our town ... not as a "how can we better pay our staff salaries"town.

17	Keep them out of the Hwy 1 corridor & central business district	10/21/2020 5:31 PM
18	I would like contractual agreements that the businesses would be well maintained and well managed, creating local jobs. I am most interested in Grocery Outlet, Ross and TJ Maxx	10/21/2020 5:29 PM
19	I need KFC	10/21/2020 5:07 PM
20	Formula business can bring in some added values but please think long term during these hard economic times	10/21/2020 5:01 PM
21	My opinion is that formula type businesses can bring needed foot traffic and exposure to nearby non-formula businesses along with creating local jobs that are more likely to provide benefits and security for employees. I am disappointed that there is definat bias against such business types and the city continues to indicate a preference for the type of businesses that have such a hard time weathering the economic ups and downs that exist here. A good mixture should benefit all.	10/21/2020 4:29 PM
22	Mostly concerned about a big box store, impeding on the charm of a small town. And competition for small businesses who have a difficult enough time.	10/21/2020 4:16 PM
23	Formula businesses that bring in goods that we have little or no access to. We don't need another drugstore or auto parts store. While I feel the sole proprietor should be supported, most of them are catering to tourism	10/21/2020 4:13 PM
24	Don't waste the beauty of Fort Bragg!! Keep money local. We don't need cheap crap, we can buy all we need on Amazon anyway.	10/21/2020 4:02 PM
25	We need to be very careful about which business is allowed, the aesthetic and how much revenue in terms of sales tax would stay in FB. Also if they pay a decent wage to local staff. Maybe that could be part of the agreement? Minimum of \$15 an our to staff, and a high % of local staff must be employed.	10/21/2020 4:01 PM
26	I would welcome something on a smaller scale. A clothing store that carries a variety of prices and sizes. I miss Daleys & Sea Fair, they carried everything from housewares to clothing and everthing in between. I also would like more fast food type restaurants less that are more affordable for families, no pizza or mexican please!!! Trader Joes would be wonderful!!! Panda Express or something that has local ownership.	10/21/2020 3:55 PM
27	I think having a consistent look for beautifying the town is important. I also think trying to keep a tab on the number of each of business is important, not to limit competition. My purpose in limiting it is more to ensure the formula businesses that DO come here, are viable and do not go out of business and increased blight. I would like to see more pride of ownership and have a old Victorian feel here. I do not want to limit business. We need a variety of businesses. If we do not, this town will die. We are on it's last breath.	10/21/2020 3:53 PM
28	Business competition is almost always advantageous to the consumer	10/21/2020 3:48 PM
29	Concerns: Formula businesses that don't fill an existing gap, don't create high paying jobs, make our town look junky (hello Dollar General, in addition to Dollar Tree), and formula businesses are NOT the reason people travel to Fort Bragg. Recommendations: Regional chains that provide goods a/o services not currently offered on the Coast. Also, infill existing buildings downtown...even if a regional chain who is filling a commodities gap that benefits the community. Cap formula businesses in a given industry (maybe this is a percentage of existing businesses in the category industry) and vet interested businesses BETTER. Take care of locally owned business owners - make it easier for locals to do business and want to be entrepreneurs. Support them as city leaders.	10/21/2020 3:41 PM
30	Allow them, but with forethought and care. Isn't that what "planning" is? Smart growth is not the same as no growth. Be smart, plan ahead, but blanket prohibitions are the easy way out.	10/21/2020 3:31 PM
31	They make it hard for small businesses to compete and they take our local money out of town.	10/21/2020 11:17 AM
32	There are better ways to keep the money circulating locally and to attract tourism. People come here to get away from formula businesses. Give consumers a unique experience, and access to products and services they can't get any where else. The whole appeal of Fort	10/21/2020 6:42 AM

Formula Business Survey

Bragg is small town fishing vibe and cannabis farmers. Consumers want to feel like they are on vacation and away from their every day life. There's a lot of talent, skills, and services in our community to capitalize on. Focus on businesses that make Fort Bragg distinct, not homogenized. I moved here from San Francisco because I wanted to get away from big city vibes and have a simpler life. I have a thriving online business and I shop locally because building community is important to me and makes me feel better about spending money. Community and small town way of life is the selling point. If you add formula businesses you are actually losing that niche audience and Fort Bragg will be like any other town; tourists won't come here intentionally, they will come due to proximity/a brief stop on the way to their final destination. You want to keep tourists coming back and you want to boost morale for locals. Formula businesses are a reminder of capitalism and cause people existential dread.

33	Concerned for our smaller local business	10/20/2020 10:15 AM
34	in an effort to distinguish itself from every other stupid town in america, ft bragg needs to prevent the opening of big box chain stores that ultimately create a mono culture. change the name too please	10/19/2020 12:48 PM
35	This is a terrible idea. The coast is a safe haven from the inundation of corporate mentality and culture, and to bring in a chain of these types of stores would harm local businesses, increase unnecessary materialism, and create more waste in an area that currently has its needs met by previously established businesses.	10/18/2020 11:00 PM
36	Only Trader Joes	10/18/2020 10:39 PM
37	Put it on the outskirts of town. Make it blend in. Make it easy to enter and leave.	10/18/2020 7:35 PM
38	What a mistake this would be! Disastrous to tourism, local small business, will destroy already struggling downtown businesses, and destroy forever the character of Ft. Bragg. Do NOT do this!	10/18/2020 10:49 AM
39	I'm concerned that much of the anti-store rhetoric is driven by people who don't live in the City! Empty whining about a nonexistent ocean view from the highway and issues like that when they live overlooking the ocean and on the remote hillside ! Leave Fort Bragg decisions to those of us who live here!!	10/18/2020 9:07 AM
40	We have all we need, an MRI center would be nice.	10/17/2020 10:05 PM
41	We need to build up the finances of local people in Fort Bragg not give it away to outside corporate businesses	10/17/2020 9:06 PM
42	We could use affordable places to shop for clothing like Ross or TJ Max. There are no affordable clothing stores on the coast.	10/17/2020 8:46 PM
43	think they would be beneficial for many reasons, jobs, lower prices hometown shopping more frequently and income for city	10/17/2020 7:38 PM
44	I don't want them to mess up our coastline and absolutely NO billboards! Santa Barbara doesn't allow billboards to keep the city beautiful. Fort Bragg needs to expand and grow. Keep big business out of Mendocino! Fort Bragg is OK	10/17/2020 10:47 AM
45	Already addressed.	10/17/2020 4:55 AM
46	drive away small pop and mom stores	10/17/2020 3:45 AM
47	UNBELIEVABLE that this city now wants big box stores- We have NEVER had them and Hopefully NEVER will. I am 3rd generation, my children 5th generation from the Coast- and as Adults many of us CHOSE to live here KNOWING we don't have big box stores. FACT: small business shut down when they come to town. Rossi's been here since the 50's or early 60's (I forget) they would be be jeopardised as would EVERY business here. Think of the local businesses . Think of the Locals that Chose to live here. Yes, it can be an inconvenience to go to Ukiah- we Know that. If they want a walmart, target, etc.- move away. Our area is Unique- WHY change it? So many keep moving here and want to change it to like where they came from. NO to Formula Businesses- (aka Corporations)	10/17/2020 1:43 AM
48	Please no. Build up Franklin and Main Streets. Study smallish towns which went the formula way, and how wages were kept low, no civic pride from the corporations + much more.	10/16/2020 7:35 PM
49	KEEP THEM IN THE CITY!	10/16/2020 5:22 PM

Formula Business Survey

50	Need a GrocOut	10/16/2020 5:49 AM
51	If you want chains, keep them out of downtown. If they are within easy walking distance of downtown, tourists will go there instead. Chains take money out of the local economy. Chains pay shit. Chains are all about the marketing and looking good to the city, not about the town or it's residents. This town needs more good quality unique, privately run, locally owned food, retail and service businesses, not to cheap out and go chain	10/15/2020 3:38 PM
52	I think it would be a great idea, Since most of out residents have to travel out of town for clothing , cosco , and services we cant find here or are really overpriced!	10/15/2020 2:09 PM
53	I wanted there to be an "all of the above" option for why I think big box businesses are not progress for our small towns; I also would rank all of the location choices as #1 priority; if there are going to be any sizeable stores they should not be in town at all	10/15/2020 12:20 PM
54	Formula businesses are just in it for the \$. They care nothing about the community. We're doing just fine without them. Well, we WILL be doing fine after this pandemic is over and we have a decent administration in place.	10/15/2020 10:58 AM
55	They stink of greed	10/15/2020 9:48 AM
56	Re zoning for formula businesses will hurt Ft. Bragg in several ways: make it more difficult for local small business to stay open, hurt tourism by diluting and destroying local culture and ultimately taking revenue out of the area. The types of jobs they might bring are underpaid and often have no benefits. If locals want to shop at big box stores they can order online or go to Santa Rosa. There is no need for local in situ brick and mortar.	10/15/2020 9:24 AM
57	Keep the grocery store, small stores like Starbucks and fast food	10/15/2020 8:54 AM
58	Don't block ocean view from Highway 1	10/15/2020 7:03 AM
59	Not on prime real estate on the west side of highway 1	10/15/2020 2:12 AM
60	Concerns: it will detract from the flavor of our town, it will compete with current business, it will not be an attraction and big business tends to prefer the best properties—they should be in out of the way locations and chosen very carefully. We want to grow our own businesses here. Too many have been hurt by covid,etc. we should be encouraging local growth to build up again.	10/15/2020 1:00 AM
61	They are a blight. They put smaller, unique buSinesses at risk.	10/14/2020 11:41 PM
62	Seriously?? I'm literally about to spend 575k on a house in fort bragg just to be able to keep living here as rent is skyrocketing. That's a 30 year investment, and its worth it if this town stays small and sweet. There's no way I'm paying that to live in a town that is about to look like every other shitty corporate dump in the US. If you guys are about to turn this town into a coastal strip mall all the people with taste/money will leave the area like rats off the titanic. It's not like a job at wall mart will pay for a 575k mortgage so unless you are about to build piles of housing projects how do you expect these promised "jobs" to help anyone actually live in this town?	10/14/2020 10:29 PM
63	DO NOT want big box stores in Fort Bragg. They would destroy local business and the coast. Ugly and Corporate. Why is this being considered???? People do not come here to shop!!! Who's idea was this? We have Taco Bell. Isn't that enough???	10/14/2020 9:47 PM
64	Keep them out. Maintain the flavor of Fort Bragg.	10/14/2020 9:34 PM
65	I love it i hope we get some new places here	10/14/2020 9:23 PM
66	Formula businesses would be a blight on Fort Bragg. They are in outside influences that don't care about the local economy or community and would homogenize the area, causing it to look like every other hum drum place in the U.S. We have enough of them here already.	10/14/2020 9:08 PM
67	We need more affordable housing in Fort Bragg it will be hard to keep the working bee's in Fort Bragg without affordable housing	10/14/2020 8:56 PM
68	This is not the way to create jobs in Fort Bragg. Please! Please! None of these businesses create a living wage for a high cost of housing area like Fort Bragg. Managers frequently are not committed to the area and are the only ones who make a living...	10/14/2020 8:08 PM
69	Bring them!	10/14/2020 7:55 PM
70	Fort Bragg is beautiful as it is, why ruin it. Support the local businesses and keep the Fort	10/14/2020 7:37 PM

Formula Business Survey

	Bragg charm.	
71	Formula Businesses really lack character and have damaged America's landscape.	10/14/2020 7:25 PM
72	Big box stores will wipe out small businesses. You already have enough corporately owned biz in this area. Think instead if how you can revitalize downtown areas of FB & Mendo. You are allowing a ghost town instead of a vibrant downtown. Think of how Fresno ca looks.	10/14/2020 6:47 PM
73	Invest in supporting local businesses. Weigh the real needs of the community. Do they need another discount store? For what? Fort Bragg has a reasonable variety of grocery shopping all are very good. More cheap discount clothing? Why? Instead of focusing on creating more eyesores focus on housing and keeping the most amazing coastline free of crap. Clean up what is there.	10/14/2020 6:34 PM
74	No...just no. We are a unique and historic town and people come here to enjoy that... Locals can go to Ukiah for Big Box shopping. Southern Hwy 1 entry to town is already looking like motel and fast food paradise with big signs and lighting...it does not look like a historic town. How big does a motel sign need to be ?? Not that big and ugly...	10/14/2020 6:17 PM
75	Local opposition discourages corporate investment, create enormous legal costs, and bring bad publicity, not limited to negative comments on social media. Until the community agrees that development is good, plans are meaningless.	10/14/2020 5:47 PM
76	Perhaps setting a large brick and mortar area outside the city proper would ensure the best of both worlds?	10/14/2020 5:45 PM
77	They do not belong here. Moratorium please. Survey is very simplistic, misleading, and poorly structured. Review what other communities and counties, as well as Mendocino County are doing to restrict them. Use already existing structures & vacant lots like the Carini Motel area. Study the documents and public comments from the special city council from 1-29-20 and the city council from 2-24-20.	10/14/2020 5:30 PM
78	NO More Formula business in Fort Bragg	10/14/2020 5:23 PM
79	Trader Joes	10/14/2020 5:19 PM
80	Keep it out! Big box stores ruined small towns. They will shut down small businesses and only provide minimum-wage jobs. Please don't do this to our town. I love it the way it is.	10/14/2020 4:28 PM
81	Please do not allow!! They trash every community. It's consumerism at its worst. It is not needed in area!!!! I will stay away from town if it happens cause it will force my fav small businesses out of business	10/14/2020 4:26 PM
82	Small, local businesses cannot compete with large corporations. Formula Businesses make every place look the same. People come here and like living here because it ISN'T like everywhere else, even though we have a certain amount of franchise corporate businesses such as McDonald's, Taco Bell, O'Reilly's, Rite aid, CVS, etc. Economic development should focus on the unique aspects of our community.	10/14/2020 4:18 PM
83	It would be nice to keep the main street mainly for local businesses. Finding a spot close by for a shopping center would be ideal. So we can have our cute town walks but be able to shop locally from select chains.	10/14/2020 3:55 PM
84	Whose idea is this anyway? One of the questions assumes that it's going to happen. Worst idea I've heard in a long time. Toss it into the dustbin of history.	10/14/2020 3:46 PM
85	These big box stores destroy towns! Shame on you for even considering allowing them in!	10/14/2020 3:44 PM
86	So many people say they shop local, I think they mean the shop from their home computer And count that as local	10/14/2020 3:18 PM
87	Please work to block all formula type businesses from our small town of Fort Bragg. I would also like to revisit the permits for Taco Bell and Safeway.	10/14/2020 3:09 PM
88	Please do not visit this excrescence on the sweet small-town spirit of Fort Bragg. I moved to the country to get away from the "world-o'-crap" that are these formula malls. They encourage the worst of what has caused climate change, diabetes and other chronic diseases, and erosion of our natural systems - not just as retail systems, but all the way back down the line to sourcing and use of fossil fuels. Stop it. You are killing us. Every decision you make of this sort is forcing us to pay you (via taxes) to kill us. Just stop.	10/14/2020 3:06 PM

Formula Business Survey

89	I have lived through this in Bend Oregon and watched many family businesses fall to the wayside. In addition the unique hardware stores, galleries and boutiques that defined the experience in Bend were lost to outlet stores and big box national chains. Many that originally supported this as it could bring more jobs, in the end regretted it as those jobs were nothing more than minimum-wage and most often without benefits. The character of the town changed within a decade.	10/14/2020 2:16 PM
90	The only concern is we don't have enough formula business.	10/14/2020 2:14 PM
91	Locally owned is locally invested. The extreme difference between zombieville Safeway & clean well-lighted, well-stocked Harvest Market during the 2019 October PSPS was the best argument I've ever seen for keeping it local. I do order some items online but I NEVER need to leave town to get the things I need. What is beautiful about our precious town is that is not just like everywhere else. Our local businesses are having a hard enough time without the impossible to beat competition from extractive big box stores. Please protect our wonderful & vibrant town! Say no or seriously limit big box stores. They may seem convenient but they don't care about local towns like local owners do.	10/14/2020 2:12 PM
92	Let them in, this city cannot survive on tourist dollars only if we have no services for them to buy from	10/14/2020 2:05 PM
93	We need more home goods stores and clothing rather than large food chains that compete with local businesses. I would much rather shop for home supplies in town than ordering everything our household needs off Amazon. Myself, just moving to the area in the past few years, love the idea of expanding Fort Bragg to more Formula Businesses but there is a fine line between bringing in what the town/area is lacking and squashing the amazing local businesses that help keep the towns character.	10/14/2020 2:03 PM
94	Avoid concentrating them, only allow "off the beaten path", not visible from 101/20, or Central business dist. Keep small and not block-like steel& concrete.	10/14/2020 1:44 PM
95	NO BIG BOX STORES!	10/14/2020 1:10 PM
96	Please NO! We do NOT want to be like every other town!!! Shop local, save local businesses!!!	10/14/2020 12:53 PM
97	Big Box stores homogenize towns, drive out small businesses, so that they wind up looking like every other place and town. People come to the coast for our natural beauty, and our eclectic, artistic communities. If they need a big box store, they can go to one at home.	10/14/2020 12:01 PM
98	It would be sad to lose any of the charm that Fort Bragg has, or lose any of the small businesses. The loss of money to out of area businesses is a downside as well.	10/14/2020 11:21 AM
99	small town vs big city	10/14/2020 10:37 AM
100	Just NO! For so many reasons. Work with locals and local businesses to develop desired retail and employment opportunities. And , for God's sake, improve local internet service— that alone will greatly help the local economy. My children cannot live here because their jobs, really good jobs, depend on high speed internet.	10/14/2020 10:31 AM
101	I would hate to see our small businesses be squeezed out by having to compete with big box chain prices where there is no way to compete because the big chains have more buying power and are selling Cheap quality in exchange for instant gratification, while the big picture is missed which is the squeezing out of the small businesses.	10/14/2020 10:12 AM
102	If they are allowed? don't let them put Mom and Pop businesses out of business	10/14/2020 10:07 AM
103	We already have Taco Bell, McDonalds and Starbucks, we do NOT need any more big block stores in town, as it will destroy all small local shops that have here, and they have been providing our area for years. Fort Bragg needs to respect that these businesses have struggled to keep us provided against the corporate onslaught. If we build more large buildings that will destroy the historic downtown shops. This has happened all throughout the continent and leaves us with the same endless corporate logo landscape. Fort Bragg needs to gather a high level of VISION for making this town as beautiful and special, otherwise, we will end up like the rest of the faceless places all across the USA	10/14/2020 9:53 AM
104	See answer #3 above. Additionally, we are a semi-retired couple who just moved here 2 months ago from Sacto Valley. We lived all our lives within 5-10 of ANY imaginable convenience. We chose to live here because it is a SMALL town area with low population,	10/14/2020 9:39 AM

Formula Business Survey

amongst many other reasons too. We knew there would be many changes, including the inconvenience of having to travel 45 mins to get to what we consider the only major grocery store Safeway (we're in Irish Beach) and we're okay with this. We would like for the city planners to carefully consider what they want the future of Fort Bragg and Mendo to look like when choosing Formula Businesses. Look at Pismo Beach area....larger population, but they've managed to keep tourism alive and well, while inviting larger corps into the area. Thank you for this survey.

105	Keep it localized	10/14/2020 9:32 AM
106	I own a small graphic design and printing company. I work closely with similar business's to provide the best service and pricing we can, a kinkos or staples would eventually ruin our businesses	10/14/2020 9:16 AM
107	We need a Grocery Outlet, Trader Joe's, and a Kohls for clothing and housewares. No need to travel to Ukiah or Santa Rosa, or resorting to Amazon shopping if we had these options.	10/14/2020 9:09 AM
108	I think the number of formula businesses should be limited to just a few, and there should be a contact that they be well maintained, adequately staffed and managed. The drugstores here are a good example of that NOT being the case. If stores come here they need to be as responsible as other local businesses.	10/14/2020 8:52 AM
109	I am concerned it will bring death to the already struggling local businesses.	10/14/2020 8:40 AM
110	Home goods and clothing stores desperately needed!	10/14/2020 8:31 AM
111	I dont want them here.	10/14/2020 8:04 AM
112	I think it's a great idea if they were placed inland. At least 2 miles from the coast	10/14/2020 7:55 AM
113	Survey local businesses to see what support they need, or what needs they think formula stores could fill best; consider offering local restaurants subsidies to add locations near any big box stores you allow in, so the traffic to the big box also benefits locals; require big box stores/chains to create or support non-profits that benefit local people.	10/14/2020 7:52 AM
114	Na	10/14/2020 7:38 AM
115	Do not open milsight to development.	10/14/2020 7:30 AM
116	I am a citizen of the city of Fort Bragg. We need to have other shopping options for our residents, many of us low income. I am tired of the city being run for well to do folk who do not mind paying "extra" to support local business. I am glad they can do that, I however do not have the funds to buy anything beyond the basics and I need local places that are not tourist driven in which to shop so that I am not forced to drive over the hill for necessities.	10/14/2020 7:29 AM
117	We have resisted big box chains thus far, why the hell do it now? Are you trying to force more small stores to close? That will happen and you will be to blame due to poor leadership. NO NO NO!	10/14/2020 7:01 AM
118	A minimal amount should be allowed in order to preserve the charm that our town has to offer. I believe there is a balance to satisfy those who are opposed to big box chains and to those who are in favor.	10/14/2020 6:16 AM
119	Formula businesses ruin a small town's appeal and drain money from the local economy.	10/14/2020 3:45 AM
120	Our community thrives on its remoteness. It's small town charm and feel is what has kept this community going as well as promoting tourism. Do not turn Fort Bragg into a box store town. Keep Fort Bragg unique.	10/13/2020 11:34 PM
121	Love to buy a set of towels a set of sheets, or a pair of Levi's without having to drive 60 miles	10/13/2020 11:27 PM
122	I'm Not even going to entertain the idea ! Keep them OUT of Ft. Bragg !!!	10/13/2020 11:00 PM
123	Hideous and bad for small business. Also notoriously bad employers.	10/13/2020 10:24 PM
124	There is no way to keep them from siphoning off money from the local economy.	10/13/2020 10:12 PM
125	Our small town charm will be destroyed.	10/13/2020 10:10 PM
126	Support local businesses	10/13/2020 10:09 PM
127	No comment	10/13/2020 9:54 PM

Formula Business Survey

128	We area tourist area, perfect for small shops and quality goods, not Chinese cheap.	10/13/2020 9:53 PM
129	A walmart would be incredible. Even if you can't have a child in fort bragg due to Adventist changes, it would be nice if essentials were easier and cheaper to purchase. I worry many young families will leave. It would be incredible of I could get leggings and shoes and shampoo and such conveniently and cheaper.	10/13/2020 9:44 PM
130	Do not want any Formula Businesses to cause more local shops to close permanently.	10/13/2020 9:10 PM
131	Supporting our town is very important to me. Right now I can even buy my daughter underwear	10/13/2020 8:28 PM
132	Fort Bragg is doing well to have many small businesses run by people who grew up her or have roots here. I am skeptical of anything that formula business can contribute to our small town feeling of support for one another.	10/13/2020 8:02 PM
133	This is not simply an economic issue. The web of small businesses creates community that big box stores destroy.	10/13/2020 7:43 PM
134	Promote local small businesses where individuals can be owner operators with s fewer numbers of employees. Owners can afford to live on the coast, employees can be taken better care of. More profits will stay local.	10/13/2020 7:21 PM
135	Keep Fort Bragg unique. It's a shame to see McDonald's and Taco Bell. Support local businesses and safe infrastructure to allow folks to shop easily.	10/13/2020 6:22 PM
136	I love the open fields at the intersection of 1 and 20 and I think that big box stores are bad for local economy and we should be considering building more job opportunities by focusing on forest restoration not more retail of junk made with slave labor. Besides most retail is becoming internet based. Keep these box stores out of our Beautiful town thank you.	10/13/2020 6:04 PM
137	A grocery store please. That's it no more. We have so many empty businesses in fort bragg now. Where does the water come from.	10/13/2020 6:04 PM
138	NO FORMULA BUSINESS IN FORT BRAGG! There is literally nothing positive about allowing formula businesses to increase (or really, remain) in Fort Bragg. That is not how you develop a thriving local community nor tourism, or keep \$ within this town. "Convenience" will ALWAYS undermine "Community" at a steep irreparable cost.	10/13/2020 4:31 PM
139	Having no formula business is what makes the town I have grown up in special. We have a type of community that doesnt compare to anywhere else. As the granddaughter of the people who started their small business in Fort Bragg 50 years ago, ive seen the community and support that the local businesses give eachother. This is what makes our town unique.	10/13/2020 12:24 PM
140	keeping them smaller, like the urban models of smaller Targets and Walmarts etc.. "neighborhood" size	10/13/2020 10:21 AM
141	No concerns	10/13/2020 7:46 AM
142	Bring them to this dying town please.	10/13/2020 7:07 AM
143	Bad idea. Bad.	10/13/2020 5:42 AM
144	Don't overdo it.	10/13/2020 1:49 AM
145	Keep within small town requirements, maybe a smaller version of a big box store.. keep them out of town centre.	10/12/2020 10:49 PM
146	loss of character. damage to local businesses. generic quality. destroy specialness and deter tourists.	10/12/2020 10:11 PM
147	Burger King will solve all of our problems haha.. but really I can't think of a specific one.	10/12/2020 9:27 PM
148	Having lived in small towns before facing this issue, good planning is essential- you "already" have "big box" with CVS, Rite Aid and Ace Hardware (2 in fact!), Davis, CA managed to put in one Target on their far South East side and it served the community without being obtrusive and local businesses still thrived.	10/12/2020 8:47 PM
149	Want to stay small town	10/12/2020 7:58 PM
150	Let's Not. Please.	10/12/2020 7:48 PM

Formula Business Survey

151	Continues to squeeze small locally owned businesses out of picture until all you have are corporate stores that dont care about community.	10/12/2020 7:37 PM
152	I would like to see local people run/manage whatever stores or businesses come here.	10/12/2020 7:31 PM
153	Considering the city's dismal fiscal situation and the lack of stable jobs with benefits, you need some option for shopping that are affordable and provide jobs. What you need to do is look for high tech investors willing to bring industry here. The city needs jobs that provide for a middle class to thrive. Reliance on tourism only provides season low wage jobs. Get some box store industry that gives people careers and they will want to live here	10/12/2020 5:44 PM
154	If you add restaurants near the shoreline or a great view of the ocean, you will definitely bring in more people throughout the county of Mendocino and others near by. I will definitely stop by	10/12/2020 5:41 PM
155	Keep it away	10/12/2020 5:22 PM
156	There are natural limits to the geography of Fort Bragg and the coast. It's linear. I have found that many, even locals are limited in where they shop. If a one stop shop-big box stores or formula businesses are prevalent local stores will not only suffer they will not have fertile ground to develop and grow. This is the opposite reason that we are investing and working to move to FB . https://www.strongtowns.org/journal/2020/10/11/the-numbers-dont-lie	10/12/2020 5:11 PM
157	Keep the buildings looking like they belong here, not like in some other city. We want to keep the coastal charm here.	10/12/2020 4:35 PM
158	Just keeping the cost down, its expensive to live here thats why so many go over the hill to shop!	10/12/2020 4:02 PM
159	I'm very excited to see where this takes us. It is very much needed but please do not overwhelm	10/12/2020 2:08 PM
160	It is concerning that a zip code was not required for this survey. If you live in Mendocino or beyond, you shouldn't be able to tell Fort Bragg what to do.	10/12/2020 1:55 PM
161	You haven't given enough information for me to answer these questions satisfactorily. We already have Formula Business. How many more of such are you referring to?	10/12/2020 12:58 PM
162	I don't like it for all the reasons listed in question 5, but I don't live in Fort Bragg I visit family.	10/12/2020 11:36 AM
163	Still able to keep the small town feel, but able to have better access to shopping.	10/12/2020 11:31 AM
164	We don't need them. Go to Ukiah or Santa Rosa for them.	10/12/2020 11:30 AM
165	We do not have the population to support Big Box stores. Like most folks on the coast, I want my dollars going to local businesses ... screw the big corporations and stop them from ruling our world.	10/12/2020 10:56 AM
166	I would love to see an aquarium on the GP property. We need things for local kids and tourists with families to do . There's already ridiculous amount of walking trails...alsoPeople need to be able to buy clothing and household items at reasonable prices, they will go spend money out of town, why not bring it back to town with a Target or something similar. Fort Bragg has cookie cutter Boutique stores that all have nothing to offer local low income families.	10/12/2020 9:27 AM
167	.	10/12/2020 9:14 AM
168	Bad for environment, ugly, money not staying local, too much crap, local biz can not compete, makes our town look like everywhere else	10/12/2020 8:58 AM
169	I would like a Target. They fund college students and local schools.	10/12/2020 8:50 AM
170	I'd LOVE to see a Trader Joe's or Raley's in town... certain smaller chain stores don't seem like they would stand out as an eyesore or take away from our small coastal town atmosphere. I would NOT like to see larger superstore type places, or anything like a Grocery Outlet/other discount type stores. We have a beautiful little community here, and while I wish we had more shopping options for convenience, I would hate to see it become even harder for small and family owned businesses to succeed.	10/12/2020 8:41 AM
171	We need jobs. We need tax revenue. Yet it is hard for us small business to survive as we sit.	10/12/2020 8:26 AM
172	Formula Businesses make small local shop irrelevant, formula businesses have gone on record saying they underpay their employees, and corporations are evil. Why is money more	10/12/2020 8:25 AM

Formula Business Survey

	important that local people? Y'all are just greedy.	
173	Big box don't care ... CVS is ridiculous and Safeway is a zoo... That black friday stuff, save us from the stupid... I escaped to here over 40years back... Don't destroy The Fort...	10/12/2020 7:37 AM
174	Just take a look around downtown and observe the empty store fronts and the recently vacated properties. Then think about the water situation and recent demographic changes. I don't believe big box stores are at the top of FB concerns.	10/12/2020 6:52 AM
175	If fort Bragg doesn't allow businesses here soon, the city will whither and die. The Sausalito model works in Sausalito, but the infrastructure is there. They are minutes away from all necessities and luxuries. We have neither.	10/12/2020 6:48 AM
176	Let them in, and keep our tax dollars local. Lower pollution by allowing people to shop at home	10/12/2020 6:32 AM
177	It will never happen because the people that live in Fort Bragg do not want to live like the rest of the world. I've lived here over a year now and have seen the ups and downs. If you were not born here or family of someone born here, then you don't matter. Small town rumors kill businesses and this town has a lot.	10/12/2020 6:24 AM
178	None	10/12/2020 6:10 AM
179	Dont do it.	10/12/2020 6:06 AM
180	Why bring them in? Why not improve the local businesses? Offer a local businesses round table and allow locals to bring their business ideas forward. Support local businesses, and keep corporate / formula businesses out.	10/11/2020 11:15 PM
181	I find everything I need in Fort Bragg or online. I am happy to support local business and keep the character of our town intact.	10/11/2020 11:08 PM
182	More money sent out of our community to corporate pockets breaks my heart. Please don't crush our communities family businesses. Fort Bragg needs charm to compete as a tourist destination—not big box stores.	10/11/2020 10:25 PM
183	Variety of the formula businesses rather than multiple of the same type of business that is already in the city.	10/11/2020 10:23 PM
184	Leave them far away	10/11/2020 10:19 PM
185	We need stores that provide quality yet affordable clothing, linens and household items and not those from a drug store like rite-aid and CVS	10/11/2020 9:49 PM
186	.	10/11/2020 9:11 PM
187	Fort Bragg should allow a Grocery Outlet. We have them here in the East Bay where we have a second residence and they offer incredible deals on foods and products which are often less than half the cost of what Harvest Market and Safeway charge in FB! Not all local residents in FB are that well off.	10/11/2020 9:01 PM
188	As I said, a Grocery Outlet franchise that offered healthier, lower cost foods would be helpful in this economy, and maybe a Costco or Trader Joe's. Would prefer no malls or big chain clothing stores, etc. Want to support the survival of Headlands Coffeehouse over another chain coffee place.	10/11/2020 8:39 PM
189	Please don't	10/11/2020 8:37 PM
190	Keep them out	10/11/2020 8:25 PM
191	I would love to see Ross Dress for Less and possibly Panda Express	10/11/2020 8:13 PM
192	Should offer p orayscale with room for advancement, not duplicating products and services offered by smaller shops and forcing them out of business	10/11/2020 7:59 PM
193	Keeping local dollars local. Not putting long time local businesses out of business.	10/11/2020 7:56 PM
194	Local businesses going out of business like everywhere that brings in box stores, town getting more "trashy" in appearance and feel, small town feel disappearing and fort Bragg turning into generic everywhere USA, traffic on highway 20 worsening with big rigs hauling loads, road maintenance costs/taxes increasing from heavier road use, parking lots to accommodate the	10/11/2020 7:53 PM

Formula Business Survey

big boxes ruining the natural beauty, it's a terrible idea overall. I like living in small towns and when they bring big box stores, I move.

195	Big box kills mom and pop.Keep them out of F.B.Deny the corporate fucks.	10/11/2020 7:46 PM
196	They will ruin the small town feeling.	10/11/2020 7:21 PM
197	Don't want them! Slippery slope, once you allow one , it looks like every other dollar store town	10/11/2020 7:19 PM
198	I would love to have a Grocery Outlet and Trader Joe's in town. More employment options, lower food costs, more options. CVS and Riteaid have been pretty rundown even before Covid 19.	10/11/2020 7:19 PM
199	None	10/11/2020 7:15 PM
200	None.	10/11/2020 7:04 PM
201	box stores would definitely put local stores out of business.	10/11/2020 6:38 PM
202	Nothing big and no more disgusting dollar stores	10/11/2020 6:33 PM
203	Keeping them off the ocean side of highway 1	10/11/2020 6:27 PM
204	Harming old town businesses	10/11/2020 5:40 PM
205	Rather avoid them whenever possible	10/11/2020 5:04 PM
206	They hurt small businesses and they take money out of our community.	10/11/2020 2:59 PM
207	The community deserves a comprehensive advance concept plan well in advance. Are any such Formula Business developments fully prepared to cover all costs of new essential infrastructure (water, sewer, electrical, high quality roadways, and all related improvements at their own full expense, without COFB financial aid? The public should in no way be expected to pay such expenses, even in part.	10/11/2020 2:26 PM
208	We need a new fort bragg	10/11/2020 1:50 PM
209	formula business destroy local , money, look, actual employment opportunities, accountability, control, community reality, look and interactions. not a good idea. and not needed. ukiah is close enough	10/11/2020 12:24 PM
210	I own kure wellness and am interested in opening a dispensary in fort bragg some day. If you do prohibit formula businesses maybe you want to make a carve out for locally owned or headquartered ones.	10/11/2020 10:48 AM
211	We are already losing many small businesses due to high rent and other overhead costs. The pandemic hasn't helped. I know we need tourism to survive but this is not the way to do it. Local businesses already have a hard time finding and keeping good employees. Our community has very little affordable housing to offer. I am fully against any large stores coming in, especially to the mill site. Work on reopening the CV Starr center and creating a better indoor basketball court. Host events there.	10/11/2020 10:22 AM
212	Should not be located on ocean side of main street. Not larger than 2 stories high.	10/11/2020 9:50 AM
213	We need shopping!	10/11/2020 9:41 AM
214	Identify properties where these may go and limit uses, no more grocery or hardware, but perhaps allow others.	10/11/2020 9:07 AM
215	Whatever small businesses we have left will be disseminated. Hopefully the city has some kind of severance package for them. Downtown will be a complete loss. Why not take the millions spent in the big chain stores and invest in downtown. Update run down buildings, bring in very small popular niche businesses. Or create more open, park like spaces for people to enjoy, where empty buildings have sit for years, run down and a disgrace.	10/11/2020 8:52 AM
216	No no no	10/11/2020 8:46 AM
217	Let Ukiah house the closest LARGE formula businesses. No more Dollar Store, CVS, Rite Aid stores.	10/11/2020 8:25 AM
218	Don't put too many in. Ask the community, not everyone. Those who have a 95437 zip Code.	10/11/2020 8:24 AM

Formula Business Survey

219	We don't want to drive any of our local people out of business.	10/11/2020 7:26 AM
220	Great idea	10/11/2020 6:42 AM
221	Keep the number small. Do not build them on the headlands/GP site.	10/11/2020 6:22 AM
222	None	10/11/2020 5:54 AM
223	The absence of these types of businesses is one of the things I love about living here.	10/11/2020 3:37 AM
224	Please no. It makes me incredibly sad that our nation has become so generic and willing to sacrifice the small business model to consolidate wealth in the hands of the few. No big box stores!	10/11/2020 12:50 AM
225	Don't need big box stores on the coast! Safeway is enough!	10/11/2020 12:11 AM
226	It is no secret that in the time I have lived here for 55 years economy of Fort Bragg has changed from fishing and logging to tourism. Are more tourist dollars spent in Rohner Park and Cotati as compared to Cloverdale and Healdsburg?	10/10/2020 11:33 PM
227	I would love Trader Joes	10/10/2020 11:30 PM
228	Not enough of them.	10/10/2020 10:55 PM
229	Have none, bring it on, so NEEDED	10/10/2020 9:35 PM
230	It might be nice to have more shopping options. However any formula store options for shopping and dining should be limited. They will crush local businesses if they are allowed untethered. It is also important in terms of the goal of providing jobs to only allow businesses that actually give their employees a decent wage and benefits. Costco is a good example of a fairly ethical Formula Business as opposed to say, Walmart.	10/10/2020 9:06 PM
231	Grocery outlet	10/10/2020 8:46 PM
232	My main concern is keeping small businesses functional in our community. Big box companies often drive out locally owned small stores.	10/10/2020 8:31 PM
233	The time has come to open up our town. We are losing so much revenue to other towns or online business that accommodates the shopping needs of this rural community. If you don't allow the town to open to Formula Business you are just giving that money to Amazon, Walmart, and Target.	10/10/2020 8:01 PM
234	I want to keep unique businesses in business.	10/10/2020 7:43 PM
235	Killing the charming small businesses in town. Looks the same every other city. Cheap Chinese merchandise (\$1 stores).More Plastic!!!!	10/10/2020 7:39 PM
236	None	10/10/2020 7:24 PM
237	I think this will be great for our small town having affordable clothing shops	10/10/2020 7:24 PM
238	So you force small businesses to close due to covid then when they can't afford to remain closed temporarily they close for good. Now the tax revenue suffers and you want to invite big box stores. Seems very underhanded, down right wrong and not what Fort Bragg is all about!	10/10/2020 6:56 PM
239	Allow essential businesses.	10/10/2020 6:37 PM
240	I think that there needs to be an analysis of housing availability corresponding to these businesses coming in. Also, they should be off the main highway, ideally in a complex that doesn't destroy character.	10/10/2020 6:33 PM
241	I am against Formula Business for all of the reasons: hurts, local businesses, makes our town look like all others, hurts tax base. Money spent on local small businesses stays here and recirculates. It builds strong community, makes our town unique for tourists, aids local health and education services. Big Box stores do not provide jobs that can support families.	10/10/2020 6:24 PM
242	The business owners combined should have a say in public, with the public on which and where the businesses go	10/10/2020 6:11 PM
243	They will ruin the unique, intimate character of F.B. and they will put many more of our struggling small businesses which attract visitors (and locals) out of business. I find it hard to	10/10/2020 6:10 PM

Formula Business Survey

believe this is even being considered after all the money and effort that went into making the town the charming visitor destination it is.

244	My concern is putting small businesses out. But a grocery store to bring some competition (to lower prices) is a good idea	10/10/2020 6:09 PM
245	Corporations may add revenue via sales tax but Corporations do not support the town or the community. Small businesses will struggle even more that they already are. The pandemic is not a reason to bring in a Walmart or other trashy store. Fort Bragg has worked so hard to bring tourism. The tourists come for our beautiful coastline, our quaint shops and our great restaurants. We have built that reputation. Don't ruin it.	10/10/2020 5:56 PM
246	develop surveys that do not require answers such as choose one, or rate 1 through 4, so as to allow us to express a true opinion, rather than LYING SO SURVEY ACCEPTED	10/10/2020 5:47 PM
247	Would like to see a Grocery Outlet and/or other discount grocers in town. It would help lower income people who may not even have transportation to Ukiah and who really really struggle to afford enough to eat. grocery prices in the area are insane and bordering on criminal. Grocery Outlets tend to do the best job with food selections. I don't care for any other formula businesses- let them stay out.	10/10/2020 5:39 PM
248	Competition with small local businesses. This would be devastating. Also, if you allow corporate America to take over, use buildings already there, that would at least help locals out in rent and help revitalize the neighborhoods. STOP building new buildings when old bu6have been sitting there doe 10, 20, 30 years. Use them, buy, repair, rent, something. Its inevitable the town grow, but make it a positive experience for everyone.	10/10/2020 5:23 PM
249	Don't do it!!!!!!	10/10/2020 5:12 PM
250	we need something that will enhance employment, not take away from local businesses, and to help accommodate the influx of tourists stripping the shelves. We also need to do something positive with the GP property. I think something similar to the Monterey Bay Aquarium but smaller. I think it would not only increase tourism but it would help Mendocino College if they added marine biology to its educational package, so you would increase tourism, education, employment and be overall beneficial to the coast. It would also not compete with already established businesses	10/10/2020 5:11 PM
251	Big corporations would be more of interest to the city government than to the people.	10/10/2020 5:08 PM
252	We need our locally owned small businesses. They contribute to the community in the most profound ways. Given the already severe impact of CoVID-19 on them, we need to establish ways to minimize further impacts to them: limit the number of big boxes in a given segment, limit size of business, require contributing to infrastructure where on a sliding scale commensurate with the a measure of the business (i.e. volume, size, income; or inverse levels for lower levels of employment), while limiting by duplication of services & products provided where there is already sufficient competition amongst that segment locally i.e. beauty salons or hardware stores.	10/10/2020 4:55 PM
253	I wouldn't mind a KFC. I don't think a Walmart would work here. FB has lots of gas stations, and lower prices than elsewhere. Mendocino doesn't, and price there is ridiculous. Bur, eventually, Amazon will run retail everywhere. You didn't ask about buying on-line.	10/10/2020 4:35 PM
254	They will turn the area into looking like southern california, the repetition of Formula Businesses makes an area look cheap and disgusting with no character...And would increase the difference between Ft.B and Mendocino shouth..... instead look forward and build a monorail for shipping online purchases into the local area	10/10/2020 4:32 PM
255	It is difficult enough for local small businesses to survive without the competition of large chains	10/10/2020 4:24 PM
256	Fort Bragg has needed to have basic needs shopping for years. I have lived here since 1967 and have had to go out of town for clothing since the company store closed many years ago. The boutique stores are nice for the people who come to visit, but locals can't really pay \$100 for jeans. We have lost basics like a dry cleaners, a florist, many restaurants and even the bowling alley. We are becoming stagnant and our economy is depressed. We need to be a bit more open minded to having Chain stores to keep the tax dollars in our city and county.	10/10/2020 4:18 PM
257	Letting in like say, Grocery Outlet may be good, however more non local businesses isn't going to be a good look or outcome for the city and surrounding areas, we need to be	10/10/2020 4:17 PM

Formula Business Survey

	supporting and encouraging local businesses	
258	I hate going elsewhere to spend my money	10/10/2020 4:13 PM
259	I think the type of stores should be chosen carefully so as not to put out some of the smaller local shops	10/10/2020 4:12 PM
260	Bring in all of them.	10/10/2020 4:02 PM
261	We drive out of town to go these stores might as well have them in Fort Bragg	10/10/2020 3:50 PM
262	Include competition disincentives to protect establishes and fledgling businesses and industries.	10/10/2020 3:49 PM
263	Formula Businesses don't care about the impact they have on owner/operator businesses. They will flood the local market with minutely cheaper goods knowing that people will drive across town to save 3 cents. Historically employees are happier and stay longer at owner/operator businesses. Small businesses tend to invest more heavily in the local economy and local programs because they are tied to the local economy	10/10/2020 3:46 PM
264	Very sad to see all the small businesses gone - encourage new single-owner businesses to come in by permanently easing regulations on outdoor dining, providing financial assistance and incentives - that will revitalize our little town!	10/10/2020 3:40 PM
265	If we turn Ft. Bragg into "anywhere USA" then it's no longer special and small business will suffer even more than now with Covid. I will not buy from Box Stores or chains--this is a high risk-low reward concept--please don't ruin this historic mill town with garage box stores.	10/10/2020 3:38 PM
266	Formula businesses would make it difficult for local businesses to compete. Right now, we have way too many empty storefronts to even consider big box new construction. Our local business district is turning into a ghost town.	10/10/2020 3:35 PM
267	I would rather see independently owned stores and restaurants in town. It will be open season for chains/formula stores after all the covid closures. The few formula stores we have like the rite aid and cvs are pretty lack luster.	10/10/2020 3:32 PM
268	I am against Formula Business in the city limits of Ft. Bragg, there is plenty of room in the area east of the City	10/10/2020 3:31 PM
269	The empty buildings need to be utilized before anything is built.	10/10/2020 3:26 PM
270	OK...SubWay is cool, but Starbucks SUCKS. NO NO NO to Walmart, etc. maybe SIZE is the Key. A general NO policy, with NO shady buyoffs... exceptions should prove that they are unique somehow. Special tax rules so any Formula stores have got to pay a LOT to even think about coming here. That'll slow them down...this problem needs a LOT of thought, prep & Study & a WILL to preserve the Town, etc. Put tax money into developing LOCAL small&medium size stores, services, etc. A quota: we already have Safeway, etc. that & Starbucks & McDonald's should be close to ENOUGH! ***** ps ~ the 1,2,3,4 rating question does not include the REAL Questions: please work on this survey: it is a good start. Thank You...& DO THE RIGHT THING!	10/10/2020 3:24 PM
271	I want some	10/10/2020 3:17 PM
272	Formula businesses will have more people moving here thus removing the small town appeal	10/10/2020 3:07 PM
273	The community is way too small for the big box retailers. We do not need them here.	10/10/2020 3:02 PM
274	I don't believe Fort Bragg will benefit from large department stores (Target, Kohls, Macy's). The only store that I miss having within a reasonable distance is Trader Joe's. As a chain, I believe they offer different items than our grocery stores and their employees seem happy to work there. I enjoy our local shops and Harvest Market is my favorite local grocery store.	10/10/2020 2:58 PM
275	I think it would benefit the seniors that live here. They would have easier access to shopping and stores.	10/10/2020 2:57 PM
276	Not on scenic Hiway 1	10/10/2020 2:41 PM
277	they will take away from local businesses that are owned and operated by local people. please don't do it.	10/10/2020 2:27 PM

Formula Business Survey

278	We need a grocery store that doesn't cost an arm and a leg. We also need a general cheap clothing store like a Ross or SOMETHING.	10/10/2020 2:22 PM
279	Limit the type and total allowed, if allowed at all. One of the main reasons I love where I live, is that it doesn't look like all the big box chain stores that riddle all of the US. The rustic quality of the Mendocino coast carries its charm through small businesses and services. Entrepreneurship and creativity are encouraged, rather than fitting into a mold. There is also a huge movement to "Go Local" so I'd rather spend my money in my community to encourage its growth. I believe the convenience of Formula Business will drive out the smaller mom and pop style businesses as it's very clear how hard it is already to make a living on the coast. I am a business owner, and would not be able to operate my business if a franchise or chain were to open. But still, if there has to be Formula Business please regulate and let the public vote and be heard. Thank you!	10/10/2020 2:19 PM
280	See previous comment about The Bakery, aka Element 7, that was already welcomed into the community without any consideration of how many people would use a chain dispensary, versus a chain grocery store. Everyone eats. Not everyone smokes weed.	10/10/2020 2:16 PM
281	Love to see more jobs created.	10/10/2020 2:13 PM
282	Concern for small businesses that could be affected.	10/10/2020 1:55 PM
283	grocery outlet, Trader Joes	10/10/2020 1:40 PM
284	If a "formula business" would move onto Franklin and use the existing storefront facades and not at the ends of town and spaced between local shops	10/10/2020 1:36 PM
285	Tourists don't come here to shop at big box stores. They can get that anywhere.	10/10/2020 1:31 PM
286	We've lived without them so far. Tourism brings in much more than taxes from these businesses. Tourists want a unique experience they don't find everywhere else!	10/10/2020 1:25 PM
287	Base the permitting off the "NEED" for the store. We dont need another dollar store, parts store, hardware store or grocery store but we could use clothing stores for instance.	10/10/2020 1:24 PM
288	It will ruin the quaintness of Fort bragg	10/10/2020 1:22 PM
289	it will help the elderly save money and time like my mom	10/10/2020 1:21 PM
290	DON'T DO IT	10/10/2020 1:20 PM
291	The devoted group of local small businesses who represent our young people and entrepreneurs actually interested in the future of Fort Bragg is WAY more important to me than another generic look-alike store with corporate headquarters thousands of miles away. Community first!	10/10/2020 1:17 PM
292	I would love like a KFC or even like a Ross. Clothes here are too overpriced.	10/10/2020 1:16 PM
293	I believe we need more shopping options with lower prices. It's just too expensive to live here anymore.	10/10/2020 1:09 PM
294	I think allowing them will keep more money in our town as a lot of us shop solely on amazon because the cost is considerably lower.	10/10/2020 1:00 PM
295	The town is too small to support big box stores. Can't even imagine they would be willing to come here.	10/10/2020 12:57 PM
296	I have none.	10/10/2020 12:55 PM
297	They will harm locally owned businesses and they do not treat employees well ie keep them part time with no benefits. If they don't meet corporate goals they walk away and leave empty storefronts.	10/10/2020 12:54 PM
298	would love a trader joes	10/10/2020 12:49 PM
299	grocery outlet	10/10/2020 12:44 PM
300	Just don't do it. Instead become friendlier to locally owned businesses. Do something about the incompetent planning office. It takes forever to get anything done and they don't know their jobs.	10/10/2020 12:42 PM
301	With half of the storefronts on Franklin Street (Between Laurel and Redwood) empty and no	10/10/2020 12:37 PM

Formula Business Survey

good prospects for future business' there it seems suicidal to consider okaying any "formula business" within the Fort Bragg area of influence. Just look at CVS as an example: Promised jobs....three employees at a time work there! Promised quality....The building alone is falling apart! The siding is rotting and the fake plaster is breaking apart. The store is filthy inside and out. What have they done to help Fort Bragg grow? Nothing...and that will be the same with any other business of that ilk. We have a McDonald's, O'Riley auto parts, Taco Bell, Denny's and as much as the tourists loving them they add only revenue and nothing more to the City and the coast. Yes, "only revenue"! The City and the Coast are more than just revenue. We have a lifestyle that is (thankfully) an arm's length from the larger corporate formula business' and we should be building on that instead of promoting their intrusion. They care little about the long term health of the neighborhoods and people as their motives are all about profit. Shift the focus to bringing in small business' that provide real services to the people here (as well as the tourist industry) and in the long run everyone will really benefit. The last question of your survey is particularly galling as one of the answers is about competition keeping cost down for consumers! Competition from formula business does no such thing! There is no competition with that level of business for smaller business', there is only takeover and destruction of smaller retailers. They can afford to cut prices to kill off any "competition" then have the closed market.

302	Not to ignore benefits of velocity, or that dollar being spent inside community, county or region by business based in the region.	10/10/2020 12:32 PM
303	very careful consideration should be given to the amount type and location kf thr businesses allowed to be in fort bragg. Keep the charm of the town while allowing growth and letting small businesses flourish.	10/10/2020 12:28 PM
304	They should be thoughtfully chosen and placed.	10/10/2020 12:25 PM
305	This would really help locals economy	10/10/2020 12:19 PM
306	If you want Ft Bragg to look like Anytown, USA, you'll lose out on what makes it a unique tourist destination. Please keep Fort Bragg's charm. Don't let these stores come in.	10/10/2020 12:17 PM
307	They will need to be carefully placed and must consider traffic patterns - any business must have adequate parking and blend in with existing designs - should also be "green" to not draw too much energy usage	10/10/2020 12:15 PM
308	Alcohol and Beverage Control Laws in California have limitations on the number of retail liquor, beer and wine business that can be issued in a city. That number is approximately 1 per 2500 residents and Fort Bragg has at least 10 which sell hard liquor, not to mention any bars that may also have off sell licenses. Well House West has an off sale liquor license and there are numerous beer and wine retail businesses here. Many of the licenses were issued before these limitations were placed into law and were since sold and resold. For any new Box store coming in, there should be a prohibition against off sale liquor, beer or wine as it makes it very difficult for the smaller mom and pops to compete. Even Harvest Market cannot compete with CVS, Rite Aid and Safeway, which buy at huge corporate discounts. There is no fair trade in the liquor business.	10/10/2020 12:13 PM
309	We don't need this here. It says the wrong things about our little town. I do not shop at big box stores. I do not want to live where they proliferate. Additionally they do not create living wage jobs. If you're going to let these in here, you may as well open it up to all the chain restaurants too, and after a few years, no one will have a job that pays over \$12/hr, with ZERO benefits, our special eateries will all be gone, and we'll be another poor, depressed little town that looks just like Everywhere, America. This is NOT the right direction for our city	10/10/2020 12:12 PM
310	Bro g them all in. We need jobs and affordability !!	10/10/2020 12:12 PM
311	I feel that there are very low income people who deserve option for shopping that they can afford	10/10/2020 12:12 PM
312	I am opposed to formula businesses being here. I want this town to be about people not about corporations and cookie cutter life.	10/10/2020 12:12 PM
313	We need jobs, less expensive retail options, and a variety of goods and services	10/10/2020 12:09 PM
314	It would be a disservice to Fort Bragg, and all of the Mendocino Coast, to have formula businesses. It would change the character of the town but closing mom and pop stores, force people to move, and make Fort Bragg in to a cold Monterey with no aquarium. It would make	10/10/2020 12:04 PM

Formula Business Survey

Fort Bragg worse for locals and tourists alike. As one of the few places in California, and the U.S, without the depressing suburbs and strip malls that make up a city, I ask you to please not prioritize these businesses and instead support the small, family owned ones that have made this town so special.

315	Makes our town just another cookie cutter community	10/10/2020 12:00 PM
316	keep them out	10/10/2020 11:56 AM
317	If you keep turning these stores away, nothing but low income will be left!	10/10/2020 11:50 AM
318	Stimulate small business owners with any incentives available.	10/10/2020 11:46 AM
319	They will destroy the sense of community in the town.	10/10/2020 11:45 AM
320	Take this issue to a general election vote by the people who have to live with any decisions. The city has lost most of its downtown. Building owner neglect is raging problem as owners neglect hazardous conditions. Difficult times but no reason to neglect enforcement. Formula Business is a diversion from reality of existing problems.	10/10/2020 11:44 AM
321	Please spend time and money attracting unique local businesses whose core values include sustainable, green practices	10/10/2020 11:40 AM
322	Don't want don't need.	10/10/2020 11:38 AM
323	I do feel we need more accessible, affordable options for shopping in fort Bragg, but also believe it should be located where it will not be an eye sore.	10/10/2020 11:33 AM
324	We need more affordable options available to us. And more jobs.	10/10/2020 11:32 AM
325	Please keep Fort Bragg free from Formula businesses. We already have several chains (McDonald's, Starbucks, Taco Bell, Rite Aid, CVS and Dollar Store, Safeway) with CVS and Rite Aid struggling to survive. Please continue to support what we have rather than bring in competition that will likely eliminate our small businesses.	10/10/2020 11:27 AM
326	Need jobs and industry to keep young people here otherwise the town will dry up.	10/10/2020 11:27 AM
327	If we can control the street appearance it is not troubling to me People vote with their dollars	10/10/2020 11:27 AM
328	Always proud of Fort Bragg for only having a couple big box stores....I do not support corporations or stores that pay minimum slave wages to their employees while their CEOs receive bonuses bigger than those low wage employees make in a couple years! You can special order most anything you want or need from existing stores!	10/10/2020 11:25 AM
329	We dont need them	10/10/2020 11:22 AM
330	As a family of 6, it's near impossible to "shop local". It difficult to purchase everyday essentials at a decent price. I do at least 80% of my purchases online or out of town. This is mainly due to the markups in town (even groceries, like Safeway) and the lack of options (underwear, clothing etc). It would be nice to have our money contributing to our town. We need the tax revenue & locals and tourists alike need options.	10/10/2020 11:20 AM
331	Tourists come because we are "homey". Yes, big box amenities can be nice but ultimately the town will no longer be Ft. Bragg.	10/10/2020 11:18 AM
332	I see plenty of "help wanted" signs around town so this can't be about jobs. The effort that's being put into this would be much better spent helping the extant local businesses thrive. Perhaps rents will decrease if unused properties were penalized for being empty for more than three months, thereby making more retail space available and increasing competition. How about a business license holiday for the first year of a new business. Maybe waive water fees for that first year, too. Perhaps the city could become an ISP and provide low- or no-cost high speed internet to both reduce business overhead and encourage tech development. Try getting creative instead of falling back on tired and lazy increase-the-tax-base "solutions."	10/10/2020 11:17 AM
333	Bring them in. This town needs a complete revival if it hopes to survive.	10/10/2020 11:17 AM
334	.	10/10/2020 11:15 AM
335	Please don't let these monstrosities take over our beautiful town. People come here as tourists not to shop at cheap discount stores. There are already enough. MacDonalds, Dollar Store. Ugh. Our grocery stores don't need any more competition. We have enough. Grocery Outlet	10/10/2020 11:12 AM

Formula Business Survey

will take business away from them and from our farmers markets and local farmers. Keep the look and flavor of our tight community that locals and visitors revere. NO TO BIG BOX STORES AND FRANCHISES. Support our small businesses with all your might!!!!

336	We just don't need them period. We have something unique here now and I believe it important to maintain that as well as support unquiet local businesses. When visitors come from out of town they will always go to big box stores first rather than seek out local stores and therefore better support the local economy. And finally, we have gotten by thus far without them...why do we need them now? Thank you	10/10/2020 11:12 AM
337	I very much want to see a renaissance in Fort Bragg of small locally owned businesses—after the downturn caused by the pandemic. I am concerned about small businesses' ability to compete with large box stores. I do not like the Dollar Store. That is enough. Thank you for taking public input and for your hard work on behalf of our community!	10/10/2020 11:12 AM
338	with all the vacant buildings, does adding big box stores make any sense?	10/10/2020 11:10 AM
339	No big box businesses in Fort Bragg!	10/10/2020 11:10 AM
340	Look at answer #4	10/10/2020 11:09 AM
341	Any Formula Business in Fort Bragg must contribute to the community with direct cash donations to local charities based on a percentage of total sales.	10/10/2020 11:08 AM
342	Fort Bragg resident for 48 years now and I like our town as it is now. Planned development of mill property should be enough growth the time being. Infrastructure seems to be at its limit, let's just work on improving it.	10/10/2020 11:06 AM
343	Keep local shops	10/10/2020 11:06 AM
344	Out of town ... off Highway 20 would be OK but I worry about "mom and pop" stores	10/10/2020 11:05 AM
345	My concern is that lots of formula businesses do not take good care of their employees. Costco is good but dollar general is not. If fb ends up with a bunch of low budget formula stores like dollar general, it will make our town look cheap and low budget. We are a tourist town and need to make the town look better not worse.	10/10/2020 11:03 AM
346	We need some type of clothing options. Is sad that we can't just run into town to get a bra or underwear for our teenagers. I'm not paying 50 for a lace bra for a 11 year old. It's sad that we can't buy a pair of pants for our kids or a sweatshirt or even a coat in this town.	10/10/2020 11:01 AM
347	no	10/10/2020 11:00 AM
348	Please do not allow these businesses to our town. We moved here in part because of their absence. I would hate for our town to look like Eureka or Ukiah.	10/10/2020 10:57 AM
349	No concerns. But zip code should be here. The people answering this survey should live in our local community.	10/10/2020 10:56 AM
350	I highly recommend formula business as an option. Many families and elderly have to take the time to travel to Ukiah or Santa Rosa in order to shop. If we have enough businesses here to help our local families, they would not have the need to travel. I also think that having formula business allows a variety of items for locals. Dollar tree can only carry certain items that break easily. Safeway is too expensive for locals. Harvest Market can be expensive just to grocery shop. Purity and the farmers market are the only options left for families. It would be a great addition to have another place for families to shop.	10/10/2020 10:55 AM
351	It's a good thing	10/10/2020 10:55 AM
352	Please don't. I am so proud of how unique our town is. Chain stores ruin that.	10/10/2020 10:55 AM
353	Formula Business junk up a small town. We don't need them here. People live here and move here because there are minimal chain stores/formula businesses. They suck! I'd move back to civilization after over 30 years in Inglenook if you made fort Bragg look like any other trashy town. I'm serious and not alone in this thinking.	10/10/2020 10:53 AM
354	We live here in a rural area for a reason. If we wanted to move to Santa Rosa, we would. Please do not make this look like all other towns. And the impact on our wonderful local businesses would be devastating.	10/10/2020 10:52 AM
355	I am very concerned about the types of stores allowed. I would hate to see more of our local	10/10/2020 10:48 AM

Formula Business Survey

stores go out of business if they can't compete with big chain stores.

356	Fort Bragg thrives off of the tourist industry which might be impacted if it loses its coastal charm	10/10/2020 10:48 AM
357	Fort Bragg has a character that should be maintained. More retail jobs won't bring about a wealthier economy. We need production jobs.	10/10/2020 10:46 AM
358	With Big Box stores, Ft. Bragg will never be the same, a town with its own character and look which, I'm my view, needs to increase and improve in those arenas as it can. Box Stores DO make a town look like any town USA and will further wipe out small businesses that the pandemics and rents before Covid have done. Big Box Stores will be another nail in the coffin of small business. It's beyond time to think OUTSIDE the big box and imagine how to support current businesses and develop new local businesses that promote locals to launch their passions, ideas and creativity where they already live. Bring in people who would like to start businesses for focus groups. Bring in West Business Development. Start an open inquiry vs. questions that already constrain the answers. I suggest going for transformation as distinct from change. What else is possible???	10/10/2020 10:43 AM
359	We have spent all sorts of time and money on positioning Fort Bragg as a place that is different. Why would we then bring in formula businesses? It feels like the city's eye is always on the bottom line rather than supporting what is great about what is here already. How about addressing the town's structural problems first?	10/10/2020 10:39 AM
360	ethics and employer philosophies, fair and living wage mandate	10/10/2020 10:38 AM
361	Spread evenly throughout sector, i.e. 1 lowes or 1 home depot. So we don't have to drive highway 20 to get something that costs twice as much as it does here.	10/10/2020 10:37 AM
362	Do not put any of this type if business on the west side of HWY 1.	10/10/2020 10:36 AM
363	I worry about taking away business from local stores, and money leaving the local economy. I also think it "cheapens" our beautiful town!	10/10/2020 10:35 AM
364	re: the first question: "out of town" is not clearly defined for those of us that live outside of fort bragg. and, i would like to see more effort put into researching/designing an economy that is sustainable with a lighter tourist footprint and a more local business and consumer orientation. i don't know the details, but i'm thinking some people would like to see an effort put into making the marijuana trade more viable. we should be focusing on making more sustainable and viable the resources/businesses that already exist in Mendocino county. i also believe there should be a wider vision than the impact of "big box" stores on fort bragg. the impact is larger than the city limits of fort bragg. has anyone looked at the impact of the big stores in Ukiah on local small businesses or how other smaller municipalities are dealing with big box stores impact on their communities. why re-invent the wheel? the decision to have or not have big box stores shouldn't be made by the seat of our pants. maybe, magically, big box stores are a good thing :). take a look at some small north bay towns that are doing well - what does fort bragg have in common with them? other towns that had logging as a base... i'd be asking people what they want in their town. why not make fort bragg a university hub? people say that won't happen. why not make it happen? how is fresno or petaluma more appealing than fort bragg? have fun...	10/10/2020 10:33 AM
365	I also don't know if our town actually has the room for these big box stores. Sure I would love a Panera Bread here, but we don't need another grocery store. Plenty of discount grocers in Willits and Ukiah.	10/10/2020 10:31 AM
366	Maintaining local businesses and keeping them competitive. But also keeping *good* job opportunities for residents. With living wages and benefits. And also having resources (food, medical care, amenities, etc.) available safely during changing times.	10/10/2020 10:29 AM
367	Concerned that small local business will be unable to compete. Local people are far more important than big business. Only if 67% of profits remain in community should big box stores be allowed. Consider the local benefits of that	10/10/2020 10:28 AM
368	If you allow retail chains in they will destroy everything that's worthwhile about Fort Bragg.	10/10/2020 10:28 AM
369	The only reasonable rationale for allowing them is lower prices for consumers, so if permitted they should not be allowed to set prices above elsewhere.	10/10/2020 10:27 AM
370	Just don't overdue it	10/10/2020 10:26 AM

Formula Business Survey

371	We need a Ross & walmart	10/10/2020 10:25 AM
372	Dont give us more grocery, hardware or other things we already have a healthy local economy for. Allow only those that are in sectors we dont have a sufficient sales market for	10/10/2020 10:23 AM
373	I really would hate to see the change that formula businesses would bring to our small town. I would hate to see the loss of the small businesses that make our downtown unique.	10/10/2020 10:22 AM
374	A town can be a work of art or a plastic replica. People don't come here to see and patronize what is ubiquitous everywhere else. One can always order "crap" online but original quality should be our specialty.	10/10/2020 10:19 AM
375	Bring something new to the area not something we already have multiple of.	10/10/2020 10:17 AM
376	I have none	10/10/2020 10:16 AM
377	Local businesses will have to step up their game. Formula Business is less expensive, but customer service is the sacrifice. A shopping experience is what a lot of people, including tourists want. Tourists can go to their own formula businesses in their own hometowns, come here for the experience.	10/10/2020 10:15 AM
378	Hard to undo putting more strip malls in a cute town like fort bragg. We already have cvs, right aid, Safeway, and boatyard. Plus the BofA and Chase have terrible architecture and detract from the downtown. I'd rather see more expanded downtown architecture, particularly on the mill site. And all architecture needs to have mixed use business and residential, or at least office spaces.	10/10/2020 10:07 AM
379	Once again those who live and work here will not have the say. There is no question asking where a person lives which once again leaves the door wide open for those south of us to predict our future. A lot of locals have all but given up of ever getting anything done because of non City people demanding and writing the rules.	10/10/2020 10:07 AM
380	I would love to see big box stores in fort bragg. Small businesses aren't always affordable causing locals like myself to do a lot of online shopping where as a box stores tend to be more affordable & will keep local tax revenue while also creating more jobs. Our towns economy needs growth & if we can't get it here people will take there business over the hill	10/10/2020 10:04 AM
381	If people like me are leaving town for certain shopping anyway, why not have it benefit our town. The things purchased locally at our mom and pop stores will still be purchased. Also, I dont like that you didn't ask where I was located, only my opinion. I would hope the ONLY opinions/votes that matter would be people it actually effects. Those like me that live in the 95437 zip code.	10/10/2020 10:04 AM
382	I will not shop there, as well as the other long time locals. Boycotting will be a priority for the integrity of our town. Go somewhere else. Our small businesses and small town appeal are what makes it a small town where we chose to live. If we wanted to live in a city, we would relocate-please do not locate here,	10/10/2020 10:04 AM
383	Dont do it! Keep opportunity for small local business strong. And support local businesses better.	10/10/2020 10:01 AM
384	Let's strengthen local businesses and not import formula businesses to put them out of business	10/10/2020 10:01 AM
385	DO NOT DO IT!!	10/10/2020 10:00 AM
386	Tourists come here to LEAVE ugly, cookie cutter towns.	10/10/2020 9:59 AM
387	Please do not allow formula businesses to open in Ft Bragg. It would be a disaster for our small town. Mom and pop stores would be put out of business, and the character of our town would permanently be destroyed.	10/10/2020 9:58 AM
388	The ascetics of the establishment should be consistent with the coastal architecture and color. The property should be well maintained with pleasing landscaping.	10/10/2020 9:58 AM
389	I think it's a great idea if the city can be transparent about the whole process and let the community have input. Fort Bragg needs to keep and open mind to expansion and forward movement in growing the town financially and economically. If we do not try and embrace change and forward movement we are in trouble.	10/10/2020 9:58 AM

Formula Business Survey

390	I would love to have more employment options and not have to travel to shop. We have some of the most expensive stores in CA for basic nessesity	10/10/2020 9:57 AM
391	Keeping the Old Town look of the downtown area is of most importance for both the members of the community and tourism. Having options for regular , not "botique" clothing and household goods like bed sheets, towels etc. would be priorities for the community.	10/10/2020 9:55 AM
392	This is a Critical decision to preserve & protect Fort Bragg as a Unique destination. We don't need big box stores especially in this time of increased online business. Large retail development would leave us with unsightly AND empty commercial Space. Potentially disasterous.	10/10/2020 9:53 AM
393	There should be a lessening if permit requirement for big box business coming to Fort Bragg. Revenues and employment would bring a large boost to this struggling economy. I am a local and reside in the 95460 zip code	10/10/2020 9:52 AM
394	We don't need it. We need help for all the small local businesses to continue. Look at all we've lost during this covid stuff. Letting big chain stores in will only kill the remaining businesses.	10/10/2020 9:52 AM
395	keep money/jobs local- don't feed corporate monstrosities. keep our values - there are reasons we choose to live in small towns - and it's not to become another strip mall	10/10/2020 9:47 AM
396	Sprouts Market; Grocery Outlet/Bargain Market; Harbor Freight Tools; Big Lots; Ross; Trader Joe's; Whole Foods; Tractor Supply	10/10/2020 9:46 AM
397	None	10/10/2020 9:46 AM
398	You should be allowing them This survey sounds like you are encouraging only negative comments	10/10/2020 9:46 AM
399	No dollar generals! They made towns look cheap!	10/10/2020 9:46 AM
400	Any formula business should not take business from existing small businesses. Their offerings should be complementary, not competing.	10/10/2020 9:45 AM
401	Our small local businesses are struggling enough right now due to Covid without adding large corporations in as competition. Save our locally owned businesses, don't make those remaining end up shutting down as well.	10/10/2020 9:44 AM
402	I would suggest we use GP property.	10/10/2020 9:43 AM
403	Limited number	10/10/2020 9:40 AM
404	Nope nope nope	10/10/2020 9:38 AM
405	It already had began to lose it's small town charm.	10/10/2020 9:36 AM
406	Having the ability to buy clothing, another option for groceries that would encourage the current options to lower prices. A cheaper place for appliances.	10/10/2020 9:35 AM
407	I hope we can get through this time and keep the charm and uniqueness of Fort Bragg as much as possible.	10/10/2020 9:27 AM
408	Please research what kind of employer they are. For example, Costco is an excellent employer and would add great job opportunities for our communities. Walmart, not so much. Let's make smart choices for our awesome community	10/10/2020 9:25 AM
409	It would be helpful for families with children and senior in social security income.	10/10/2020 9:24 AM
410	This would be a great thing for the city. The town would get hundreds of new jobs for people and the money would stay in the town. People wouldn't have to leave to spend their money somewhere else. This would be a great idea and benefit so many people	10/10/2020 9:23 AM
411	My biggest concern is that they pay a real living wage to their employees and don't just funnel profits out of the community.	10/10/2020 9:23 AM
412	Best Idea Ive ever heard!	10/10/2020 9:19 AM
413	I don't think they are really necessary. The one that may be beneficial will probably never be here because it likely won't be up to the people living here.	10/10/2020 9:18 AM
414	My only concern is that Fort Bragg has been too closed minded and takes opinion from those	10/10/2020 9:13 AM

Formula Business Survey

who are not part of our community. You never even asked my zipcode-95437

415	I'm concerned they will build a big building, put other local businesses out of business and it won't survive because of low population and then we have another empty building and the local one gone too.	10/10/2020 9:12 AM
416	I worry about ugly strip malls with large parking lots full of chain businesses. I worry about property/businesses owned by affluent Bay Area people who pay locals low wages. I worry about gentrification & locals being priced out of an already expensive area.	10/10/2020 9:11 AM
417	None	10/10/2020 9:08 AM
418	Fort Bragg is in need of economic development. Whatever the perceived downside of Formula Businesses may be, the benefit to the entire coastal community will be greater.	10/10/2020 9:07 AM
419	Our town has very little areas for children to play. Most all the land surrounding the city is privately owned. I would hate to see spear taken up for large store shopping instead of trying to provide more wildlife parks for kids such as Ottis Johnson.	10/10/2020 9:07 AM
420	The idea of having larger stores is good but having a formula to have them enter is important. Thank you for considering having them in the community. They offer great job opportunities/health insurance etc.	10/10/2020 8:52 AM
421	Some formula businesses ARE: owned by locals, support their community, and contribute to tax dollars staying local.	10/10/2020 8:50 AM
422	They take money out of the local economy and small business out here already have a hard enough time. Plus they are ugly	10/10/2020 8:47 AM
423	Bring them	10/10/2020 8:41 AM
424	We need to have living wages.	10/10/2020 8:40 AM
425	Support small businesses to fill the growing number of vacant buildings. New development of box stores will turn downtown into a ghost town. I can't believe this is even being considered.	10/10/2020 8:34 AM
426	I don't want to see small businesses suffer or close because they can't compete with big box stores	10/10/2020 8:34 AM
427	Consider variety...we don't need more auto parts stores for example. If you bring us something, make sure it's something we really lack. Like a reasonably priced clothing store	10/10/2020 8:29 AM
428	Please no	10/10/2020 8:19 AM
429	Please make it happen this town is dying off	10/10/2020 8:16 AM
430	Fort Bragg needs a bigger and grocery store that offers more affordable groceries. It also needs a big store with clothing that is affordable to everyone in town. Most of the stores in town sell their merchandise very expensive that most of us can not afford and those businesses only rely on tourist.	10/10/2020 8:13 AM
431	Love the idea!	10/10/2020 8:13 AM
432	No Walmart! Choose companies that have good business practices.	10/10/2020 7:51 AM
433	would like to see grocery outlet	10/10/2020 7:35 AM
434	We already have an unprecedented crisis happening for our local businesses, we should be focusing energy on improving downtown and supporting the shops already here.	10/10/2020 7:24 AM
435	Dont	10/10/2020 7:20 AM
436	.	10/10/2020 6:55 AM
437	Formula Businesses may not have much local oversight if things aren't meeting standards. Strategic conversations driven by Fort Bragg. We don't need the Formula Businesses so we should be choosy to make sure the organization meets the needs of the residents. They should only serve to enhance and not replace.	10/10/2020 6:44 AM
438	I like locally owned businesses	10/10/2020 4:40 AM
439	In general, I think encouraging and facilitating local businesses should be our first priority. I am	10/10/2020 3:20 AM

Formula Business Survey

not 100% opposed to Formula Businesses but I think we should proceed with caution and care when considering the addition if new ones. I don't imagine it is easy to put local businesses first, but I think the payoffs are worth it.

440	I love supporting local businesses. But the simple fact is that I no longer can. Because most people make the drive over the hill anyway, most of the shops that catered to locals have shut down. This has left us with an overabundance of boutique style shops that cater to tourist and the prices reflect that. Since local businesses aimed at serving locals are no longer a viable economic option (for the most part) I see nothing wrong with opening that particular sector of our economy up to formula businesses	10/10/2020 1:32 AM
441	Modernize	10/9/2020 11:40 PM
442	Let them in our town has a lot of people who need work	10/9/2020 10:33 PM
443	They must have eco friendly standards. recycle their trash etc. They must hire majority of employees locally	10/9/2020 10:23 PM
444	I feel people will tend to go to the big box names they are familiar with instead of shopping in our downtown area. I realize things change but I think it would be nice to fill our downtown shops, it looks like a ghost town. Support our local shop owners.	10/9/2020 10:21 PM
445	Dint block the ocean	10/9/2020 10:19 PM
446	If formula businesses burden our town, then need it be kept on the outskirts of the city.	10/9/2020 10:16 PM
447	I think it's good that we have limited formula businesses. Shop local with our locally owned shops.	10/9/2020 10:15 PM
448	What would happen to the existing formula businesses like Rite Aid and Taco Bell	10/9/2020 9:51 PM
449	I wish we had Trader Joe's	10/9/2020 9:28 PM
450	Just say no	10/9/2020 9:21 PM
451	I believe it would be a good idea. A dollar spent in Fort Bragg changes hands several times before leaving Fort Bragg, regardless if it's spent in a locally owned business or a Formula Business.	10/9/2020 9:08 PM
452	You better start letting these businesses in, the towns businesses are dead and dying! I shop out of town and Amazon lately. Local stores want to cater to tourist items,	10/9/2020 9:02 PM
453	Don't have any let it happen	10/9/2020 8:56 PM
454	I think that if a person or company sees value and profitability in opening a store here they should be allowed. Our area could benefit from healthy competition as well as options. Sure in a corporate store some profits are gone from our area but employees earn money and most corporate companies do support the youth and other organizations of the community	10/9/2020 8:42 PM
455	Keeping it to one business(not more than one of the same)	10/9/2020 7:37 PM
456	Formula Businesses coming to Fort Bragg should be ones that are considered to provide specific needs to the area. Affordable clothing stores for families and for all ages is needed here. Many families here are considered to be in poverty, so access to at least one box store would be nice. But I think its important to balance the types of stores allowed in to still give local businesses their opportunities.	10/9/2020 7:20 PM
457	As a small business owner it would be very difficult to stay in business.	10/9/2020 7:18 PM
458	We already have CVS and Rite Aid, neither seems to be prospering. I would be okay if we took both of those out for a Target, but not Walmart. I feel Walmart would wipe out every small business in town.	10/9/2020 7:13 PM
459	None	10/9/2020 7:09 PM
460	Traffic and walking flow. Congestion downtown during summer months is bad enough as it is. If large stores were allowed in areas that caused additional congestion it would become unsafe.	10/9/2020 6:50 PM
461	No Walmart!! It would kill all small businesses in town.	10/9/2020 6:17 PM
462	Would absolutely love it!!	10/9/2020 6:14 PM

Formula Business Survey

463	We need additional tax dollars!	10/9/2020 6:05 PM
464	Keep fort Bragg local	10/9/2020 6:01 PM
465	As we get older it's hard to TRAVEL out of town. And I don't care to order online	10/9/2020 5:58 PM
466	Adding a few formula businesses to FB will help strengthen our local economy and keep money here on the coast	10/9/2020 5:50 PM
467	Go slow. Never Walmart!	10/9/2020 5:38 PM
468	Keep it out	10/9/2020 5:32 PM
469	Fort Bragg needs to allow these businesses to come here. It is too expensive to shop here, and there are not enough options. My family is constantly going out of town, or shopping online.	10/9/2020 5:28 PM
470	Please allow more businesses! As someone who has lived here all my life and have a family with 2 young children, we consistently have to go out of town for the majority of our shopping needs. Everything is too expensive here and locally owned stores tend to be designed more for tourists.	10/9/2020 5:21 PM
471	My biggest concern is the impact they have on small local businesses	10/9/2020 5:08 PM
472	Long overdue! People need affordable shopping to survive here. Also employment opportunities!	10/9/2020 5:06 PM
473	Go east, away from the coastline for aesthetic purposes.	10/9/2020 5:02 PM
474	We need this for employment options as well as affordable options	10/9/2020 4:56 PM
475	Walmart	10/9/2020 4:45 PM
476	Grocery outlet. Clothing store Shoe store	10/9/2020 4:41 PM
477	Please be more receptive for ways to improve not only access to goods & services, but the jobs new businesses create for our citizens	10/9/2020 4:40 PM
478	we need more liveable wage jobs and affordable housing. The only Formula Businesses to be allowed in the area should be those who cater to local residents and will help stimulate the economy year round- we have too many businesses catering to and dependent on tourists. On another note, there are too many 'scum lords' who hold housing hostage to personal discrimination and outrageous pricing.	10/9/2020 4:34 PM
479	Fort Bragg needs to step it up, or face becoming a ghost town. Tourists will still buy local, but residents need affordable underwear!!	10/9/2020 4:31 PM
480	I think it would great to have a discount store, like Ross or Walmart..because lord knows that we need better clothing available. Another plus...It would be easier for people without transportation to get the things they need, that aren't available at a decent price here on the coast.	10/9/2020 4:27 PM
481	We already have a ton of open storefronts in town if you don't want more than keep the big box out.	10/9/2020 4:14 PM
482	This would Be good for this little town. Not everyone can afford to shop here or drive out of town and shop.	10/9/2020 4:13 PM
483	none	10/9/2020 4:03 PM
484	Clothing stores	10/9/2020 4:02 PM
485	I would like to see any type of clothing, household goods. To name names TJ Max , Ross, Walmart, Target, Home Depot Costco. All the stores that all of us in Fort Bragg go out of town for.	10/9/2020 3:59 PM
486	I would love to have more shopping options in Fort Bragg to help keep costs down for the consumer. As it is now, many people will no longer be able to afford to live here with the economy as it is, and so few jobs and options for shopping. I hope the regulations change to allow more businesses to come here.	10/9/2020 3:55 PM
487	N/A	10/9/2020 3:54 PM

Formula Business Survey

488	I think it would be great for Fort Bragg residents if we allowed large chains to open here. Clothing, restaurant variety, grocery etc would all add local jobs and revenue.	10/9/2020 3:54 PM
489	Small businesses are already struggling. Bringing in big box stores might benefit the tax deficit but will harm the local in the long run.	10/9/2020 3:54 PM
490	A fordable store for groceries	10/9/2020 3:53 PM
491	No repetition stores. We don't need a Home Depot or another grocery store.	10/9/2020 3:42 PM
492	More options grocery stores	10/9/2020 3:36 PM
493	I would love a grocery outlet, and a Walmart or target	10/9/2020 3:32 PM
494	I have no concerns I welcome it I drive out of town weekly if not every other week either for affordable groceries for my family of 6 of clothing for my kids	10/9/2020 3:25 PM
495	Get with the times. I spend thousands of dollars going out of town for stuff that could be provided by big businesses if allowed to exist in fort bragg	10/9/2020 3:23 PM
496	None	10/9/2020 3:17 PM
497	Please do not approve this idea of allowing any more chains into fort bragg. We do not have to travel far to find one and it would seriously take away from our small town feel, let alone take away from local businesses	10/9/2020 3:14 PM
498	I would love to have some big box stores in town so we wouldn't have to travel as much, also provides more employment options.	10/9/2020 3:04 PM
499	We need more Formula Businesses - let's keep jobs and tax dollars on the coast!	10/9/2020 3:04 PM
500	I think Fort Bragg could benefit from having a Target or similar store in the area.	10/9/2020 2:51 PM
501	There just aren't enough local businesses for purchasing reasonably priced household goods and clothing.	10/9/2020 2:33 PM
502	Shop Local	10/9/2020 2:32 PM
503	Try and make it to where there isn't to big of a store	10/9/2020 2:26 PM
504	Please do not allow formula business in fort bragg, it will hurt our local business community.	10/9/2020 2:24 PM
505	I think it's a amazing idea. I feel like it would give more options. I feel also I would still support local businesses as well. That is important.	10/9/2020 2:18 PM
506	Ross. Walmart. Target.	10/9/2020 2:18 PM
507	Fort Bragg's economy is built on the back of tourism. Most of the people that visit Fort Bragg do so in order to get away for a weekend. No one wants to see the town commercialized by big chain stores. The town will lose its identity.	10/9/2020 2:12 PM
508	None	10/9/2020 2:06 PM
509	Keep Fort Bragg authentic. It's only hope for bringing in more tourists	10/9/2020 2:03 PM
510	No formula businesses in Fort Bragg, please! They will kill the character of the community, drive struggling independent businesses out of business, and do not bring good jobs to the community.	10/8/2020 8:24 PM
511	Locally owned businesses have better paying jobs than formula businesses	10/8/2020 11:31 AM
512	I appreciate your putting out a survey, but I have to say I have a lot of problems with it (sorry). One of those points I made above. Another point: There's no reason question #4 (the reasons for "disliking" Formula Businesses) can't also be a ranked question or a "select as many as are applicable," because ALL of those reasons, and more, are why I want to see chain stores capped and/or banned. These questions need to open up a discussion about facts and evidence, not just tally people's preferences or assumptions of why they think they like Formula Businesses. I understand some folks have very limited incomes, especially right now, but they often assume erroneously that chains are cheaper. Also, as prices go down so does quality, so more landfill waste and more frequent purchases (mitigating any cost savings). I REALLY hope this survey is just the very, very beginning of a conversation on this topic that is	10/7/2020 2:11 PM

Formula Business Survey

actually nuanced and evidence-seeking, not just a foundation for people who want Formula Businesses in Fort Bragg to accuse those of us who are against them of being elitists who don't understand what it means to be struggling financially. (Just FYI, I've been anti-chain for decades, during which I've gone through some tough financial times. I stuck to my values of not supporting those entities that took more from our communities than they gave back - not to mention taking more from our planet than they gave back.) And P.S. I'm not sure what our local situation is in terms of paying local taxes for online purchases from places like Amazon , but they are a mega-corporation that is also taking from our communities. I'd like to see fair sales taxation of internet purchases also be part of this discussion. Fort Bragg should be getting sales tax collected at the time of purchase from those organizations. I realize they're different things, but perhaps an overarching resolution laying out how Fort Bragg will work to prevent megacorporate chains and internet businesses from parasitizing, homogenizing, and degrading our town would be a place to start.

513	Please ensure that any formula business you might allow will be required to build or remodel in a style consistent with the noted architectural style and character of downtown Fort Bragg. Main Street south of Oak Street looks horrendous (including the recently added Taco Bell) and that could have been avoided. We do not need more characterless eyesores. Formula businesses can and will comply with better visual standards when required.	10/7/2020 11:06 AM
514	My concern is our town is dying. Businesses are closing and that means jobs are lost. Apparently Big Box stores are exempt from COVID concerns so lets get them in here so the people of our area can work and we have a decent supply chain. There has always been a concern about the top 5 local businesses that dominate our supply here. They will still get a share because people will choose to stay with them. Give people a choice, an income opportunity and bring life back to the coast.	10/7/2020 10:09 AM
515	We've seen what WalMart and Macy's and Costco has done to greed all across America. That this is even considered after epic failure is disheartening. It's like buying and addict some methadone and trying to control the addiction. Please, go the other way...develop an independent community. It's now or never. Go visit Costco and watch the sickness and greed and how it's going to affect our natural resources that keep us alive. This City has been mismanaged since Milliman. It's time for change.	9/30/2020 8:19 AM
516	Grocery Outlet. We have a low-income community and we need an option that falls between Safeway and the Dollar Store in terms of price point.	9/29/2020 12:21 PM
517	Amazon and Walmart online ordering with 1 or 2 day delivery makes local big box stores irrelevant. Let's maintain the unique character of our coastal town which in the long run will bring in more revenue.	9/27/2020 10:25 AM
518	If allowed and not franchised then an annual portion of sales should be donated to local non-profits.	9/23/2020 8:24 AM
519	I think there is a place for large formula businesses in our country but I live in Fort Bragg because it is a rural town. I could move somewhere else if I wanted the convenience of a larger city like Santa Rosa or even Ukiah. I live here because of the small town size and all that goes with that. Already I am restricted much more in what I can do every day as Fort Bragg has grown over the last 30 years than when I was growing up here. Being able to shop easily is not why I live here or what I want. I want the small town I grew up in, where everyone knew each other and where you never worried about large city problems like crime or vandalism, or the destruction of our outdoor spaces due to too many people living in too tight an area. Those things automatically seem to come with growth and growth comes with conveniences like Formula Businesses. I prefer to drive out of town for that shopping and keep our small town if I had to choose between one or the other. If you can find a way to limit Formula Businesses so that we do not lose more of our small town, and so that you can provide more economical options for families, than I could live with one or two. For example, Safeway and CVS and Rite Aide and Dollar Store or Formula Businesses already. If we bring a Walmart with the grocery store feature, will Purity and Harvest and the Mexican markets be able to compete? I do not want to lose those family owned businesses in our town.	9/22/2020 4:37 PM
520	1. Encourage new development to follow the historic pattern of development: close to the public street, grid street pattern, on-street parking, off-street parking behind the building (think Coast Hardware). 2. Encourage new development to plant street trees and create total awesome, local looking streetscapes. 3. Consider limiting floor areas (rather than business types); large buildings could be limited to sizes like Sears, Coast Hardware, Rossi's, Haywire. 4. Consider revising parking requirements to reduce the sea of mostly vacant parking areas. 5.	9/22/2020 11:50 AM

Formula Business Survey

Support creating better internet service to attract a greater diversity of employers. 6. Thank you for the survey!

521	I believe in allowing several types of stores. It would allow local residents and visitors to options and competition is also a good motivator in generating business in general. Small local shops will always have the tourism cliental regardless.	9/22/2020 11:23 AM
522	Mendocino managed to restrict Formula Business year's ago and managed to preserve the historical small town feel. FB could at least try. Hwy 1 is TOO busy to cope with traffic already. Be realistic about the geographical limitations of the town. The town doesn't NEED to grow.	9/22/2020 7:25 AM
523	If they must come, define a limited area where they are allowed and discrete location.	9/21/2020 9:20 PM
524	The effect that they will have in the existing businesses	9/21/2020 9:10 PM
525	I would like to see more shopping options in Fort Bragg. I do most of my shopping in Ukiah and would rather support Fort Bragg economy.	9/21/2020 7:52 PM
526	We need more businesses for us locals. I am tired of wasting gas and time to drive to costco in ukiah every week.	9/21/2020 7:38 PM
527	The public should have the hard data on the number of formula businesses in town their individual financial contributions to the town: 1. gross income 2. amt of money reinvested in the community wages, sales tax property taxes etc With out this data, one cannot have an informed opinion. Just another polarized point of view.	9/21/2020 6:20 PM
528	Needs of local businesses need to be taken into consideration so formula businesses don't end up replacing locally owned businesses.	9/21/2020 2:31 PM
529	Guess I already did that	9/21/2020 11:28 AM
530	I feel each potential formula development application should considered on location and the impact it will have to existing local businesses; and, if its filling a need within the community. The architecture or "look" can be address in the code and design guidelines to maintain town character and scale. FB is the commerce hub for the coast and should provide diverse business opportunities for the town and surrounding community it supports. Not everyone has the means to shop or do business "out-of-town" and those who use that argument to defend their position are not thinking inclusively. I'm not in support of "big box" development. To me it's two different questions and should be outlined separately within the code. I've seen what "Big box" developments can do to small rural communities... the long term results are never pretty.	9/21/2020 5:31 AM
531	I would like more choices for grocery shopping and mid range restaurants.	9/21/2020 4:41 AM
532	strongly advocate keeping them out!	9/20/2020 7:48 PM
533	Unless the Formula Business is wholly invested by applicant(s) in the capital costs of all infrastructure (electrical, water, sewage, access roads/lanes, etc., plus fire and emergency protection) out of its own funds, then in no way should such businesses be permitted to exist inside incorporated Fort Bragg, or just outside the city limits (the usual sidestepping development tactic). If such business seeks to locate on former mill grounds, then they must be prepared to foot the bill completely without city financial aid. They must also be properly licensed to offset negative impacts against smaller, local independent businesses. We already have three hardware stores with building products, so would we need more? No. Do we perhaps need housewares stores? Depends. Folks seem happy enough getting such via online shopping or driving over the hill. What other "big box" business(es) are there that should hope to land here? By all means, consider the present commercial vacancies rate, particularly on Franklin Street. Yeah, I hear it's all about "parking" and "high rents" that causes Franklin to be problematic, but - but - adding big box retail is not going to help downtown, not one bit. It will likely put a final nail in its coffin.	9/20/2020 4:33 PM
534	Declare an immediate moratorium on formula businesses until a policy can be developed. If this isn't done, formula businesses will swarm to this area to fill the void left by local businesses closing due to COVID. Find ways to support local businesses through grants and a more streamlined permitting process. Make permitting process more difficult for formula businesses - they have the resources to produce reports that make it seem like little or no impact and lots of benefits, but it's easy to lie with statistics. Design a better survey for community input (and tourist input as well).	9/20/2020 12:27 PM

Formula Business Survey

535	Corporate America moves in build stuff and then jumps ship with no investment in the community. Everyone loses.	9/20/2020 11:04 AM
536	Planned properly, they are a good thing. Tax revenue and jobs should be top priorities for FB.	9/20/2020 10:04 AM
537	Reduce repetition. For example, if we already have one or more formula businesses of the same type, restaurants for example, then minimize those. Avoid formula businesses that are in direct competition with locally owned businesses. Is there anything we can do with a storefront property that remains empty for a long period of time with an out of town owner that doesn't care to lower the rent and/or repair the buildings? Could we tax a formula business at a different rate than a local business? Could we balance new formula business new construction with restoration/rehabilitation/occupation of older empty buildings and storefronts? Keep formula stores off main st/hwy 1 so if we do have them they don't take over the character of main st.	9/20/2020 8:15 AM
538	Must be well done in regard to water, parking, density, access, safety and waste removal.	9/19/2020 5:24 PM
539	None. We really need more affordable options locally.	9/19/2020 3:21 PM
540	Most important is NOT being "anytown USA" so people are attracted to the small cute town. Secondly there does need to be essential businesses if possible without corporate franchise competition, and the cute boutique stores need the most support with attractive streets and no ugly franchise box stores nearby.	9/19/2020 2:46 PM
541	Formula business takes the small businesses into unfair competition and makes our unique small town ordinary and boring. We depend upon tourists visiting our fishing village and small town atmosphere. Keep Fort Bragg unique!	9/19/2020 1:24 PM
542	Don't allow our town to be slaves to the Corporate world. Keep us small and friendly and support local businesses	9/19/2020 1:06 PM
543	Is Grocery outlet a formula biz? I would vote for them....	9/19/2020 11:20 AM
544	It only takes a short drive through small town America to find ugly, empty towns covered in chain stores. This town gets its money from tourist dollars, and need to maximize its local character to increase tourism. No one comes to the coast to experience yet another Olive Garden or Wyndham Suites. Formula stores may be the shortest path to money for the city, but will permanently deter Fort Bragg from its opportunity to become a beautiful city in the future, and will limit its long-term prospects as a tourist destination.	9/19/2020 10:41 AM
545	I like Fort Bragg the way it is. I don't want big traffic problems. To me it's already too busy during the summer hours. I like getting in buying local	9/19/2020 10:35 AM
546	We don't need big business in town. Instead let's creat funding and programs to keep small business a strong option for locals to enjoy their community. Big companies will destroy our small town	9/19/2020 8:33 AM
547	Formula businesses are a blight on the landscape. They rob a town of its character. They pay low wages and often hire workers from outside. They export profits, but import social problems that accompany malls and the like. They will cause the downtown to decay by pulling business away from the center. They create traffic nightmares. THEY DRIVE SMALL BUSINESSES OUT OF BUSINESS. I could go on, but you get the picture. It's better to drive to Ukiah on occasion than to have box stores here. FB is already on the brink of huge development- if not carefully controlled, FB will no longer be the quiet small town it's always been. NO to box stores.	9/19/2020 7:56 AM
548	Mom and pop stores will go out of business	9/19/2020 7:25 AM
549	Our small businesses are the heart and soul of our community. Big box stores will drive them out.	9/19/2020 7:25 AM
550	The city & citizens benefit from increased availability of goods & services.	9/19/2020 4:55 AM
551	I own a franchise business of tax preparation in Fort Bragg which you describe as a big box store. I employ 7 people and pay a living wage, provide benefits to them. My business also provides a vital service to our community residents and businesses. You really need to think about what you are doing.	9/18/2020 11:25 PM
552	My only concern is parking.	9/18/2020 10:27 PM

Formula Business Survey

553	Please bring more businesses to the Coast!	9/18/2020 9:43 PM
554	None	9/18/2020 9:38 PM
555	Would prefer something useful. Grocery store is critical. No special tax breaks	9/18/2020 9:19 PM
556	i think business that keep money in the community should have priority; clothing, groceries, appliances, auto parts, home goods. we often travel outside the community, or shop on line for these things, and having this type of store here would be an asset overall, would add jobs, keep tax dollars here, and help the budget of our locals, if for no other reason than it saves them the gas money to go to ukiah. Chains that have to do with tourism (hotels and such) are not needed by locals, and i see no benefit.	9/18/2020 9:11 PM
557	I really don't like them..they make it hard for local businesses to compete..a friend stopped at Trader Joe's and they were selling a product for cheaper than he could buy wholesale....please ..no more..	9/18/2020 8:33 PM
558	.	9/18/2020 8:27 PM
559	The City needs to develop a public input plan for the citizens to decide what town it wants to be. Exactly what sort of outside businesses do they want that will meet that dream? Get professional support for designing the process and responses. Is there an overall plan for growth that is based on an evaluation of what businesses (types, revenues, clientele, etc.) that fit into that plan, not just what people want but the economic needs for running the City? How you are going to meet the ever-aggravating lack of housing for low and middle income renters and buyers. What is the City doing to address owners letting their buildings decay while charging high rents? Formula businesses do not solve city problems. That has been proven over and over again. What does or could Fort Bragg offer and advertise to lure in non-chain companies?	9/18/2020 8:26 PM
560	A row of fast food outlets along hwy 1 will not be a good look for Fort Bragg. It will detract when the old mill site comes on-line which is going to be the main attraction. Don't go there please.	9/18/2020 8:26 PM
561	I don't really want them in our community. If we are forced to have them here then they should be located way out of the main town, like Geo Aggregates or Matson's. Locations like those are my second choice, no locations at all are my first choice.	9/18/2020 8:08 PM
562	.	9/18/2020 6:17 PM
563	Dont cheapen the town with 'quick fix' bargain stores that are predatory corporations hiding in small towns the steal the ability of local business to thrive or even compete.	9/18/2020 5:59 PM
564	A small family owned department store like FB used to have 30 yrs ago would be nice to have again.....for basic kitchen/bath/bedroom stuff that is better quality than what RiteAid has to offer would be nic	9/18/2020 5:16 PM
565	BAD: Formula businesses can afford to leave any time - like Bank of America did, leaving their business customers hanging and leaving a big ugly building vacant on Main Street - they have no real roots in the community. Also, they probably won't populate the ghost town Franklin & Laurel Streets have become because the shop are too small. GOOD: Formula businesses are excellent sources of employment with benefits, which doesn't happen with Mom & Pops. Consumer savings happens, both in purchasing the goods and not having to travel to do so. They provide local revenue. MY TAKE: Logging and fishing are practically gone. Tourism can provide a good income to owners, but generally only low wages, with no benefits, for employees, which isn't good. Please welcome formula business to our area so that our economy can flourish once again.	9/18/2020 4:24 PM
566	I understand the city needs revenue. Maintaining an environment that encourages small business is impt. to me. The aesthetics of the bldgs. also matters. I'd like more regulations to encourage an aesthetic, like Mendocino, that makes our town more appealing to tourists and us as well.	9/18/2020 3:13 PM
567	Your definition of Formula Business is pretty broad. I approve of some, but not all of the businesses that fall under that category moving into Fort Bragg. I think property here will be increasingly attractive as people want to escape firestorms and urban crowding. We can be choosy. I don't want us hastily adding businesses for short term gains, rather they enhance our vision of Fort Bragg moving forward, with eye towards conference and education centers (my hope), and less towards fast food and dollar stores.	9/18/2020 3:08 PM

Formula Business Survey

568	Increases in employment opportunities, sales taxes, product variety, better customer service. No down side.	9/18/2020 3:03 PM
569	I believe if we make it easier for people to start and operate a small business in our town, then local families will provide we what need and want. People have told me that they come to Fort Bragg to get away from the rat race and same old same old stores. They come here for unique experiences. The locals can find MOST of what they need here. They just aren't looking. And they are of the opinion that things are higher here. It is true that you cannot get a pair of Walmart jeans for \$15 here but you can get a pair for \$27! A burger? Got it covered! House wares? There's quite a bit here! I think whatever shops were allowed here, people would still go out of town to shop because they would get tired of the same old kitchen rugs and tee shirts that the big box carries. The people who want those types of stores are going to be the people who moved here and realize they don't have the same access as they once did. But we locals enjoy a trip out of town every now and then. No matter what stores are here. and let's not forget about Amazon. That is already hurting our town. Why make it worse?	9/18/2020 2:53 PM
570	Trader Joe's helps communities. Most others, especially WalMart and Costco, bring communities down.	9/18/2020 2:12 PM
571	Getting the right businesses that we need here. We need affordable clothing and food.	9/18/2020 2:12 PM
572	Location and traffic -- put them where there aren't neighborhoods and where the streets can handle the traffic that will result.	9/18/2020 1:48 PM
573	I live between Fort Bragg and Willits and shop in Fort Bragg regularly (about 1/2 the time). Formula business is a necessary evil. It simply must be tolerated. The trick is to control it and leverage it to support a robust local business scene. Nowhere in North America is there a robust local business scene without also a robust formula business market in the community. The alternative is frequent on-line shopping.	9/18/2020 1:16 PM
574	It employs local folks and may offer retirement and healthcare which often small businesses cannot afford.	9/18/2020 1:10 PM
575	More fast(non pizza) food and affordable clothing snd food shopping.	9/18/2020 12:05 PM
576	None	9/18/2020 11:42 AM
577	Recommendations of formula business should have location , size, and product regulations Also direct impact on other like businesses that may be affected. It seems reasonable as long as the right rules are in place.	9/18/2020 11:41 AM
578	Keep them out of Fort Bragg.	9/18/2020 11:13 AM
579	We need more stores here to provide the basic items that families and retired people need. It's crazy for us to have to drive Hwy. 20 every 2 wks to go to Walmart, Costco or Home Depot.	9/18/2020 11:05 AM
580	population is the problem for Formula business that coupled with on line sales make it difficult for them to make it	9/18/2020 11:00 AM
581	Fort Bragg has an opportunity to define itself. I believe that choosing the 'small town' feel of small businesses and carefully selected Formula Business that is designed with 'small town' aesthetic can help with the long-term survival of the town. Climate data suggests that the North Coast will continue to be a very appealing location for people to move here. There has to be some character for the town to appeal to new tax payers.	9/18/2020 10:39 AM
582	Work with West Co to encourage entrepreneurship; offer zero-fee business licenses for the first two years; any building vacant for more than six months incurs a fine as an incentive for building owners to reduce rent; subsidize/assist with first year's rent for new businesses. The city should be an internet service provider with free hi-speed to encourage more local businesses to work globally. Take a pro-active stance to encourage new businesses starting up in Fort Bragg.	9/18/2020 10:37 AM
583	These types of business should be seriously limited and should be constrained to businesses that offer services/products that are limited or non-existent here. Companies that can offer living wage jobs should be prioritized and solicited.	9/18/2020 10:08 AM
584	Formula businesses ruin the middle class opportunity for private business, ruin a culture of a town and perpetuate generic greed. Maybe the town can offer grants and incentives and for businesses other than Formula to grow.	9/18/2020 10:06 AM

Formula Business Survey

585	i think some well placed formula business would be really great for our economy. and provide some much needed products & services which would keep money local. many people already go out of town to shop formula stores so not having them here won't necessarily take business from local business but it would increase our economy.	9/18/2020 9:19 AM
586	Competition for small business.	9/18/2020 8:57 AM
587	They take money out of the community. They hurt local business. They are ugly and run on a corporate mentality of exploitation. They create an ugly cookie cutter look for the town.	9/18/2020 8:36 AM
588	I believe we have enough of these businesses we do not need more cheap junk (food & plastic nick-nacks) It seems most of these businesses pay minimum wage, do not employ vast numbers of people & money goes out of town. We need to add more recycling type business - Terracycle; some type of office work hub. I love that we have some businesses here fixing small electronics. Promote getting some trade schools going (car repair, welding, nursing etc).	9/18/2020 8:26 AM
589	Formula businesses that are in competition with established local businesses should not be permitted at all.	9/18/2020 8:23 AM
590	They are necessary for a small town to survive, shop local and small stores is a great concept but if it were up to "local" entrepreneurs to keep services open the town and the outlying areas would suffer.	9/18/2020 8:18 AM
591	I think any discussions and/or meetings concerning this issue should involve the whole community, but most importantly, the business community	9/18/2020 8:10 AM
592	Putting mom and pop shops out of business. Ruining the look of Fort Bragg. This is a horrible idea	9/18/2020 8:02 AM
593	I think we shot ourselves in the foot by having restrictions on these types of businesses. In my view they are the same as Safeway, Rite Aid, CVS, etc	9/18/2020 7:43 AM
594	The type of stores we let in .For example we don't need anymore Mexican restaurants or pizza places. Lowes would be nice.winco or food max, target,costco	9/18/2020 7:42 AM
595	I understand that the city needs increased tax revenue but I am also concerned that Fort Bragg will become even more of a place that you drive through in order to get somewhere else. We lose our soul if we merely become a place of utility.	9/18/2020 7:37 AM
596	I think we should have a balance of Formula Businesses. Also keep in mind that there are a lot of family in this community who can't afford to shop at Safeway or Harvest.	9/18/2020 7:34 AM
597	Once we lose the unique character of a small town we become just another town on the road.	9/18/2020 7:28 AM
598	None	9/18/2020 6:55 AM
599	People visit Fort Bragg because it is unique: formula business is not unique and would detrimentally effect the overall character. Jobs are often minimum wage and would not boost the economy.	9/18/2020 6:28 AM
600	DO IT!	9/18/2020 5:53 AM
601	I'm 100% against LARGE box stores like Walmart, Target, etc. I'm ok with smaller stores like what we have: Dollar Store, O'Reilly's, Rite Aid, etc. I could be ok with more smaller stores like Trader Jo's, Grocery Outlet, etc.	9/18/2020 5:16 AM
602	I am concerned about the petty, provincial attitudes that foster sort of thinking and policies. I think if the city tries to restrict the business activities and decisions of out-of-town business owners or management the city will invite major lawsuits which will cripple the city economically.	9/18/2020 3:02 AM
603	THE CITY IS IN NEED OF BIGGER ENTITIES THAT CAN PROVIDE JOBS, TAX REVENUES, AND OPPORTUNITIES TO ATTRACT TOURIST/ CONSUMERS TO VISIT/LIVE IN FORT BRAGG. IT'S TIME THE CITY OF FORT BRAGG EXPAND AND EVOLVE AND BECOME A COMPLETIVE CITY THAT CAN ATTRACT FUTURE CITIZENS AND GROW.	9/18/2020 1:11 AM
604	Affordable clothing for all ages, household goods such as linens, kitchenware, bedding, formula businesses if local merchants can't provide affordable goods. Locally run and managed - responding to the needs of tastes of local communities, and not answering to corporate distant managers. Responsive to local needs. Aesthetically beautiful - not looking	9/18/2020 12:21 AM

Formula Business Survey

like South Fort Bragg along hiway 1. No big ugly rectangular buildings. Good salaries for local folks - hiring locally, Survey what people want to buy or eat. Why do they shop on Amazon or go out of town. Too much focus here on tourist items.

605	Box stores destroy local, family owned businesses	9/18/2020 12:03 AM
606	Keep them out of city center Carefully establish need Consider past successes/failures Impact on city image	9/17/2020 11:59 PM
607	I often find that Formula Business offers lesser quality products than a local business owner who cares about what they are making available to their community.	9/17/2020 11:32 PM
608	Large Formula stores drive the little guys out of business...that is part of their formula. We already have lost so many small businesses from Covid 19, do not allow more community loss by having big box or chain stores.	9/17/2020 11:25 PM
609	It would be really great to encourage more industries especially (more so than retail etc) that are centered around green/environmentally friendly practices and business models, to encourage the growth of our town as a leader in the move towards a greener planet. Tourists with money down in the Bay Area will eat that up as well, and our tourism and related industries will also benefit from it.	9/17/2020 11:18 PM
610	That any formula business be one that has just employment practices, such as \$15/hr minimum starting pay	9/17/2020 11:15 PM
611	I worry about them putting local business out of business. We don't need more vacant buildings. Example would be auto zone. No need for it.	9/17/2020 11:09 PM
612	They drive out local businesses that can't compete, they tarnish the character of our small community, their signage is huge, overstated, and ugly (e.g. Motel 6), they send \$\$\$ out of the area and line corporate pockets, the quality of their products and services is average at best, and they lack a tether and commitment to the community	9/17/2020 10:25 PM
613	Put them all in one shopping center.	9/17/2020 10:24 PM
614	I do not want Fort Bragg to take on appearance of southern Eureka with big box stores in strip malls. Smaller brick and mortar, in fill development could be considered, but not preferred. I'd strongly recommend big box that isnt repetitive (ie, more auto part stores) and does not compete with locally owned like grocery stores (one big box grocery is enough). I moved here 3 years ago from downtown Sacramento. I do not miss the big box stores like Target, Trader Joe's, or Costco AND I do not miss the low-paying lackluster chain restaurants. Let's find opportunities to establish and support more locally- owned businesses. Residents and tourists alike appreciate our small town with unique stores and restaurants.	9/17/2020 10:18 PM
615	Please be careful to study the need, if there is a family business that provides the same thing then we don't need it. Also please keep it on the east side of town away from the old part of town. There's plenty of room away from the scenic areas.	9/17/2020 10:15 PM
616	None.	9/17/2020 10:03 PM
617	Box stores will kill local businesses but its already happening. Its possible some large box stores will make it more desirable to actually live here and not just vacation here.	9/17/2020 10:03 PM
618	They take away from the small town charm. And you won't find employees because employees can't find housing! So many jobs on the coast and no housing. I suggest dealing with our insane housing crisis prior to letting corporations come in.	9/17/2020 9:45 PM
619	They should be much more heavily taxed if they are present at all, not allowed down town, and not allowed on the coast. Maybe 1/4 mile back.	9/17/2020 9:36 PM
620	I think there should be more formula business in town	9/17/2020 9:35 PM
621	Small business owners cannot compete with the big box stores. It is simple. Please keep them OUT of our beautiful town.	9/17/2020 9:33 PM
622	I'm all for it	9/17/2020 9:30 PM
623	Town is too small so I doubt a big store would stay then we would have a huge big box empty	9/17/2020 9:24 PM
624	We do not need any big box stores in our little town.	9/17/2020 9:17 PM

Formula Business Survey

625	Small business are already struggling. Bringing in these business would kill the dream and those who already own small business.	9/17/2020 9:12 PM
626	I really think Fort Bragg will do better with small businesses owned by local people. I don't see any benefit to increasing formula businesses in Fort Bragg.	9/17/2020 9:08 PM
627	Millions of dollars are leaving Fort Bragg each year because people travel out of town to shop where there is more competition and larger selection from the bigger businesses. If Fort Bragg doesn't take the step to include these businesses in the future Fort Bragg's economy will have no where to go but down.	9/17/2020 9:04 PM
628	I prefer no big box stores in fort Bragg.	9/17/2020 9:02 PM
629	Drives out Mom and Pops. They are able to purchase at lower rates than someone trying to start a business, therefor are able to "sell" at lower prices than the individual owner/entrepanuer. NO comparable competition. Apples and oranges. Above all, Quit building on the West side of the highway, our ocean and access and visuals are the GOLD we have going for us! DO NOT DESTROY IT, just for tax revenue. And if you want to be REAL, we do NOT have Resources for them and what it brings. We have Limited Water, limited Land space! Fill up ALL THE EXISTING BUILDINGS!! Tax landlords for having EMPTY BUILDINGS and have affordable access to funding for Upgrades.	9/17/2020 8:54 PM
630	that they not take over the downtown, take over the scenic views and send local money out of the area. Small business owners support local schools and projects. Big business does not. IE I would hate to see a chain store with socks move in and shut pippis down or a chain book stoer that would shut Windsong and The Bookstore. A starbucks or Peets would kill Headlands.	9/17/2020 8:51 PM
631	Please do not bring any discount or cheap stores.	9/17/2020 8:50 PM
632	Fort Bragg has character because of its mom and pop stores, restaurants. Chain places are tacky and usually not that great of quality.	9/17/2020 8:45 PM
633	Having replica business that take away from local mom and pops. The walmart effect.	9/17/2020 8:42 PM
634	I don't feel we have the population currently to support the already extant and struggling local businesses. Bringing chain businesses in will kill local income streams, and therefore local spending power. They will eventually result in the look and actuality of a ghost town, a shell of a "quaint" retirement community without local commerce. Then there will just be piles of empty decaying buildings falling down around the place where businesses once stood.	9/17/2020 8:36 PM
635	Not make it so boiler plate that the decisions cannot be made case by case	9/17/2020 8:36 PM
636	Formula businesses tend to be "lowest common denominator". businesses, taking income from small local businesses and paying minimum wage.Lessens local autonomy.	9/17/2020 8:35 PM
637	It's a disservice to low income residents to continue to resist some box stores. They will actually create jobs and allow residents to shop locally instead of traveling to Ukiah or Santa Rosa for basic essentials like affordable clothing.	9/17/2020 8:34 PM
638	We need more affordable options for clothing and services/groceries. Many older people on fixed income can't go out of town to shop and get affordable items.	9/17/2020 8:25 PM
639	I would like to see more formula businesses in town. They would increase jobs and revenue for the city and provide goods and services that we normally have to go to Ukiah for. I think some larger "box stores" would benefit the locals and help build the town into a thriving community.	9/17/2020 8:18 PM
640	N/a	9/17/2020 7:49 PM
641	Recommendation: Grocery Outlet WITH THE REQUIREMENT THAT A LARGE PERCENTAGE OF MERCHANDISE BE ORGANIC	9/17/2020 7:42 PM
642	Question 4 needed an "all of the above" option.	9/17/2020 7:37 PM
643	I have been here in FB for twenty five years and in my opinion is a dying town. No more worthwhile industry meaning no good employment only tourism and retirees spend money here because no one else has any money.	9/17/2020 7:28 PM
644	In order to maintain the integrity of our small town charm and support tourism as an income generator, location of formula business should stay off of Hwy 1. Hwy 1, especially on the	9/17/2020 7:20 PM

Formula Business Survey

southern part of town, is not very pretty and would only be less so with more formula businesses located along it.

645	If we already have a good representation of a class of business don't allow more in just for tax revenue. ie Auto supply stores, coffee shops. We need clothing stores	9/17/2020 7:19 PM
646	How many formula business are there in fort bragg? What have current formula businesses contributed to FB	9/17/2020 7:18 PM
647	No Formula Business	9/17/2020 7:18 PM
648	Box business owners locate based on formulas. Some are followers so you get common groups of chain establishments that we see in many towns. Let's avoid allowing those groupings. We do need some chains that don't want us so make the rules tight and costs high but consider incentives for those we need. Also, focus on infill not sprawl.	9/17/2020 7:16 PM
649	All the empty small shops in town are doing no one any good and keeping Formula Businesses out isn't going to fix it. However, we can keep them out and people are sending their money and tax revenue to other cities and counties because they need the options for resources. Many Formula Businesses offer employees benefits that most small business cannot. My opinion may not be the popular opinion in your survey, but it would mean more revenue and jobs for our community in addition to people not having to travel out of the area or go online to shop to meet family needs.	9/17/2020 7:07 PM
650	If we already have the business here, like the auto parts stores, then we should NOT have a formula business. But if we could use the business, like a Jiffy Lube, then that might be a good idea.	9/17/2020 7:02 PM
651	Please please please please don't allow Formula businesses in Fort Bragg. Small businesses are already struggling and cant compete. Corporations only care about the bottom line (\$) not the community or employees, and they suck precious \$\$\$ out of the local economy...there are tons of legitimate studies you can find about that.	9/17/2020 6:58 PM
652	If there's already a good option on the coast, don't allow allow store to put local stores out of business. EG Costco yes bc there's no bulk buy store here. Home Depot no bc Lival hardware and nurseries carry everything locally	9/17/2020 6:56 PM
653	I'm generally against the idea. However, chains like Costco provide great compensation and benefits for their employees and fort bragg does need jobs. It's more complicated than I can put on a survey. But these are my first responses. Thanks for your time.	9/17/2020 6:55 PM
654	I believe it's inevitable, and there are pros and cons to that. They're coming. COVID is rapidly accelerating the process. Best to ensure it's done as well as possible for current residents.	9/17/2020 6:54 PM
655	Would like a Trader Joes.	9/17/2020 6:50 PM
656	I would like to see Formula Business severely limited in Fort Bragg. The city should invest in a business plan that encourages individuality and employment opportunities. Businesses such as retirement communities (NOT Formula) would bring income and employment into Fort Bragg	9/17/2020 6:49 PM
657	A little late - a formula business ordinance isn't really necessary if you have huge commercial vacancies - like what currently exists in the downtown. Further, COVID-19 may have further fundamentally and perhaps permanently disrupted the brick and mortar retail model.	9/17/2020 6:48 PM
658	We need competition and product selection, we shouldn't have to go to Amazon for everything because it isn't available locally...	9/17/2020 6:48 PM
659	I love to see small, local businesses thrive. This is important to keep our community vibrant and thriving. No more taco bells, macdonald's. We have a Safeway, no more formula groceries. Not even Trader Joe's, that I love. Support Mara's coffee shop (sadly, gone now), and Headlands. We have formula hardware stores that serve the community well right now. No need for more.	9/17/2020 6:46 PM
660	If formula businesses are allowed, they should not be in the downtown area. Should be located on the outskirts. Claremont is a California town which has done it right. No fast food, chains, or big box stores in the downtown. They also put in a multistory parking lot, so downtown shoppers could walk in the downtown area. Town layout a great success.	9/17/2020 6:44 PM
661	My biggest concern is giving priority to Fort Bragg area residents in terms of income generation. So franchises are preferable to other corporate owned businesses.	9/17/2020 6:44 PM

Formula Business Survey

662	There is no need for them. The City Council should spend its time helping small local businesses. It shouldn't allow generic strip malls.	9/17/2020 6:40 PM
663	Keep them out of the downtown business district.	9/17/2020 6:31 PM
664	The time has come for FB to recognize its unique character. FB looks like a town that sold out to business interests at the expense of quality of life. Formula businesses would further erode the possibility of FB ever being something other than the ugly step sister to Mendocino.	9/17/2020 6:25 PM
665	Keep it to a well PLANNED minimum. Thank you	9/17/2020 6:20 PM
666	I believe many of those opposing formula businesses are not considering the benefits to many of our low income residents with lower pricing, less driving, more employment. I believe part time employment is better than no employment. I also don't believe it is appropriate to judge the "quality of the products"; that for those spending their disposable income to determine.	9/17/2020 6:12 PM
667	They make Fort Bragg look just like every other town that has formula businesses. Fort Bragg has its own history and its own special character and it should be capitalizing on that, and not being just another town that has Big Mac's.	9/17/2020 6:00 PM
668	small business is the engine that runs America, small business is what strengthens communities and builds communication, small business is responsive to the community - Formula Business: NOT!!	9/17/2020 5:57 PM
669	I would love more fast food, but better quality. NO MORE Mexican or Pizza!!!! Taco Bell is terrible, I wish they would leave and someone else could use their building. Subway is great! Fast food places are a good way for our young people to get some training and good working skills. I shop out of town almost every weekend, for my business. I also hate amazon, won't rather pay more and buy local. Maybe a Popeye's, or Arby's or a Panda Express. Fast food places are less \$\$\$\$ then our local restaurants their good, but expensive for us local's and out of town families with 2 or 3 kids. On a busy weekend we don't have enough cheaper places for folks to eat, I miss Cap'n't Flints!! Always took family visiting to Flints, great location and great food for our budget! Thank You!	9/17/2020 5:44 PM
670	I realize they can't be Banned Outright, but I hope the City Council can see just how detrimental to the City they are. We already have too many Formula Business in town. Along Highway One, this City is already looking like any strip mall small town, it desperately needs more Character and yes, Charm, not the Sterile Blandness of Formula Businesses.	9/17/2020 5:36 PM
671	Concern: unfair competition for locally owned business	9/17/2020 5:25 PM
672	Aesthetics are more important in planning than the attention they have been given here in the past. I hope you will consider the historical architecture in Fort Bragg and require new businesses to build or remodel to complement that look, regardless of location or whether they are a formula store or not. The hodgepodge of styles allowed in the past is jarring and very unattractive, particularly the approach into town along South Main Street, including the recent addition of Taco Bell. Formula businesses have been required to adhere to strict visual standards in other municipalities and they have complied while still making their businesses recognizable with logos and color. It can be done here if there is a desire to respect what we have and create a true vision for Fort Bragg.	9/17/2020 4:57 PM
673	Let them in we need a variety, more employment, better prices, we are to restrictive because of local businesses, they said Starbucks would take away from local coffee shops that didn't happen!	9/17/2020 4:00 PM
674	They take money out of the community and give back very little. Just not worth it.	9/17/2020 3:38 PM
675	We need jobs and more choices. The City needs revenue as we are the economic hub of the north coast area.	9/17/2020 3:14 PM
676	Formula businesses do not add to the value and character of our town. If anything, they detract from the feel of our community as well as take money away from our city.	9/17/2020 3:03 PM
677	I do not think that FBs entirely require a devil's bargain as they are a success for a reason. Local shops can become arrogant due to limited alternative. The balance may be tough and it may not be possible to please everyone, but I think if the decision is informed with a long-term look to the future and what is best for the residents / economy / community, the best decision may be made.	9/17/2020 3:01 PM

Formula Business Survey

678	The potential pool of customers is limited....formula businesses do affect existing (and just closed) businesses lacking economic reserves. How to support those who live here? I see the internet as the major source of competition.	9/17/2020 2:59 PM
679	Keep them on the outskirts, or in the boatyard. Don't block the ocean view. keep small town character.	9/17/2020 2:59 PM
680	I prefer to shop local, but I'm pretty atypical in how strict I try to be in my personal and business purchasing power. I'm answering solely from a personal point of view. Formula business should be permitted if it's the only way for us to obtain that item/service in our community. Many will drive to Ukiah/Santa Rosa to get formula experience. So if they have to leave the County, I am supportive (put it in Ukiah, LOL).	9/17/2020 2:57 PM
681	Do NOT let the "Not in my backyard", "Trust Fund Babies" types win. We DESPERATELY need business here. We NEED competition here. PLEASE be business friendly. I wholeheartedly did not want to answer question 5 because I do NOT want the City to strengthen the permitting process. If the City strengthens the permitting process, it will make this town even MORE ANTI-business. The City needs to be PRO-business.	9/17/2020 2:53 PM
682	My concern is that they would purposely undercut locally owned businesses until they were forced out of business. Then they raise their prices (known as the Walmart model). My other concern is that too many would destroy the small town charm of our coastal community and make it look like every other town USA. Most formula businesses pay minimum-wage and all their profits leave the community and that's a big problem.	9/17/2020 2:52 PM
683	The city should welcome any business that wants to come to Fort Bragg. The government should not control the outcomes of business's or say there are to many coffee shops that is the consumers job.	9/17/2020 2:51 PM
684	N/A	9/17/2020 2:51 PM
685	We can't allow big business to squeeze out small businesses here who are already struggling to hire and maintain local staff.	9/17/2020 2:48 PM
686	We need a TARGET with a grocery store. More upscale than Walmart. Plus they have clothing and we would save more on ordering from Amazon. We need more fast foot restaurants too people are on the go and only have two is not good for such a busy town.	9/17/2020 2:46 PM
687	I urge the city to not avoid formula businesses that require more than a certain sq footage (to be determined by the city)	9/17/2020 2:45 PM
688	We live in Fort Bragg because it's different than other places. Keep the corporations out. Be like Arcata, not like Eureka.	9/17/2020 2:35 PM
689	Concerned about competition with local businesses; these Formula Businesses should focus on a business that isn't already represented by a local business (for example, we have plenty of grocery stores, pharmacies, hardware and auto parts stores, but very few options for mid-range clothing or home decor or electronics). The Formula Business should add to what's available, not compete with what already exists.	9/17/2020 2:27 PM
690	The bad outweighs the good. Support local businesses.	9/17/2020 2:07 PM
691	Many tourists want to shop/eat where they know what to expect. I do not think adding formula businesses will detract from the character of the town as long as they are not rampant. They are also more likely to survive a downturn in the economy than the small mom and pop shops. Product costs are very high here, and i think more competion will benefit the residents.	9/17/2020 2:04 PM
692	big corporate chains take away opportunities from local entrepreneurs, by undercutting them on price. They also make the city look like any other place. There is no character to formula business. Having some, like we already do, is fine. The city has enough fast food chains, and one starbucks is more than enough. The big banks are already here. We don't need any big box hardware stores or grocery stores and there are plenty of automotive supply places. Things like basic clothing and household goods would never sell in volume to justify a target or coles type department store.	9/17/2020 2:04 PM
693	Many formula businesses are locally owned.	9/17/2020 2:03 PM
694	Because of Covid-19, Formula businesses are going to have an advantage over mom & pop startups so there probably is a temptation to lean toward them for tax dollars.	9/17/2020 1:59 PM

Formula Business Survey

695	Just be fair about it! we could use more businesses in this town that will help the economy. I also feel some sort of Aquarium on the GP land would be a great attraction.	9/17/2020 1:55 PM
696	We're already starting to look like Bakersfield By The Sea...One more corporate sign and we might a well live in Fresno	9/17/2020 1:55 PM
697	I think COFB need to listen to local entrepreneurs who are interested in being part of a local economy and make it easier for them to start and maintain businesses. including cooperative ventures and social enterprise options.	9/17/2020 1:54 PM
698	We need industry to create jobs - use GP land to bring in a manufacturer or two	9/17/2020 1:54 PM
699	Most expansive regulation possible but also regulations that meet applicable legal requirements, which are stringent. No outright bans but very strict limits. Formula gas stations and professional services are acceptable. Some formula restaurants and lodging are fine too but limits on formula retail are the key.	9/17/2020 1:49 PM
700	hope to bring in enough money to city to improve streets that look like surface of the moon ;-)	9/17/2020 1:48 PM
701	As the town's welcome mat, Main Street/Highway 1 sets the tone and atmosphere for both visitors and locals. Box stores along that main drag would give the impression of just another no-personality, depressing sameness.	9/17/2020 1:48 PM
702	Don't allow big box stores they will kill our mom and pop shops	9/17/2020 1:42 PM
703	A regionally based formula store that fills a void in current offerings would be preferable to a national chain/formula business.	9/17/2020 1:42 PM
704	If a formula business is interested in coming to our community, we should work with them to understand the benefit to our area and the demand for what they offer. We should come from a view of being inviting and saying yes, instead of NIMBY and no, no, no. Some formula businesses could be a huge benefit to our area for locals and tourists. The drawback is for local existing businesses, but many are failing because of the current restrictions. Having deeper corporate pockets may enable businesses and services to increase their sustainability during tough times, providing reliable employment opportunities and increased business tax revenue. Perhaps a workforce housing requirement could be added, which would also help with our housing crisis.	9/17/2020 1:42 PM
705	Must provide service or product not currently available	9/17/2020 1:41 PM
706	Squashing the smaller local businesses	9/17/2020 1:35 PM
707	We're a small town, and we don't need big box stores here. If they can't use an empty that all ready exists, there are to many empty store fronts already.di you want more.	9/17/2020 1:33 PM
708	They all can bend to conform to our architecture and signs and general appearance. We should maintain our character!	9/17/2020 1:33 PM
709	this town will die if it does not grow. We lost a Kmart due to politics as the county lost costco and Ukiah city gets all the sales tax.	9/17/2020 1:33 PM
710	We depend on tourism. A big appeal of our little town is that is does NOT look like every other town! It is critical we keep our small town charm to keep the tourists coming. Although Formula Businesses might provide employment, the profits go to corporations and not our locally owned businesses, which are likely to suffer, and to their employees. Any allowed should be kept out of the downtown district for certain, quantity should be limited, and only those that will increase employment opportunities (at fair wages!) & provide services that are currently lacking here should be permitted.	9/17/2020 1:30 PM
711	My biggest concern is that people who don't live in the city limits of Fort Bragg are the ones driving the opposition to formula businesses and the ones who live in Fort Bragg mostly aren't as engaged and probably wouldn't care as much.	9/17/2020 1:25 PM
712	Allow them with free reign in some part of town. Probably the south part where they already are. Concentrate them to one area, and exclude them from the rest of town.	9/17/2020 1:24 PM
713	N/A	9/17/2020 1:13 PM



AGENCY: City Council
MEETING DATE: October 24, 2019
DEPARTMENT: City Manager
PRESENTED BY: Tabatha Miller
EMAIL ADDRESS: tmiller@fortbragg.com

AGENDA ITEM SUMMARY

TITLE:

Receive Report and Provide Direction on Regulating “Formula Businesses”

ISSUE:

The City Council asked staff to explore banning box or formula businesses within the City of Fort Bragg. In response, the City Attorney prepared a memo addressing a California city’s authority to regulate these businesses.

According to the Attorney, the short answer is that cities cannot completely prohibit “formula businesses” within their jurisdiction but they may impose additional requirements that limit the number allowed in a given area, impose certain design guidelines and ensure that the formula businesses are compatible with surrounding uses. This is grounded in the City’s extensive authority over land-use matters. That authority does not extend to regulating who or what type of entity can own/use property within the City but the use itself.

The definition of “formula business” can vary by jurisdiction but generally the term refers to any business that is required to maintain a standardized array of services, merchandise, menu, uniform, décor, signage, color scheme, trademark or service mark; and is substantially identical to 25 or more other businesses in the United States.¹

The discussion this evening is whether or not to pursue an ordinance regulating formula businesses and if so, provide staff direction on how and where such regulation is desired.

ANALYSIS:

While the City does not have the legal authority to ban all formula businesses, the City may take a balanced approach to regulating formula businesses in order to preserve the small-town charm and character of Fort Bragg. Zoning is the primary tool that cities use to exercise authority over land-use matters. There are two basic types of zoning regulations:

1. Site Planning and Project Design Standards, such as those that control setbacks, height, lighting, landscaping and location; and
2. Allowable Land Uses that control what uses are allowed in the designated district or area within the City.

A zoning ordinance will typically set forth a list of permitted uses, as a matter of right, within each zoning district. Other uses may be allowed, not as a matter of right, but with a conditional use permit (CUP)². CUPs add flexibility to zoning and allow for local review to

¹ Port Townsend, Washington’s Ordinance provided helpful detailed definitions of each of the standardized features. This may be something to consider adding if the Council pursues an ordinance. The number of substantially identical businesses that trigger the definition varies from jurisdiction to jurisdiction.

² The City of Fort Bragg Land Use & Development Codes refer to this as just a Use Permit or UP.

ensure compatibility with the neighborhood.

CUPs can be used to regulate formula businesses in a legally defensible manner. One key aspect of applying CUPs to formula businesses in a defensible manner is to focus on the use of the land and not on restricting a specific formula business. The purpose of the regulation must also be tied to the long-term commercial health of the city and cannot be discriminatory against a particular business. Long-term commercial health can be tied to preserving the character of the community or city. For example, Coronado, CA was successful in defending its ordinance in part because it set forth a clear purpose. Namely, to maintain and preserve the special seaside tourist village atmosphere with small-scale eclectic ambiance by establishing an appropriate mix of local, regional and national-based businesses and small, medium or large-sized businesses.

What types of uses do we want to regulate?

Only a few cities regulate all types of formula businesses. The most common target is formula fast-food restaurants, formula restaurants and formula retail. Arcata, Ukiah and Coronado regulate formula fast-food restaurants by limiting the total number allowed in city limits or within a zoning district. This type of cap, when it is set at the current number of formula restaurants (fast-food or otherwise) in operation when the Ordinance is adopted, is in essence a ban on new formula businesses because new formula restaurants are only allowed when space becomes available from closures or sale of an existing formula business.

Other cities regulate where formula restaurants can be located. For example, Sebastopol prohibits formula restaurants in the downtown district but allows them in other districts. Likewise, Solvang bans formula restaurants in their Village District. Coronado does not allow formula fast-food restaurants on street corners and limits a site to just one formula restaurant to control concentration. On the more stringent side, Pacific Grove and Ojai ban formula fast-food restaurants city-wide and Calistoga and Carmel-by-the-Sea ban all formula restaurants.³ San Juan Bautista bans drive-through formula restaurants everywhere.

Calistoga also bans formula visitor accommodation businesses (chain hotels) and Sebastopol does not allow those in their downtown district but does allow them elsewhere in the city. Coronado allows formula visitor accommodation but only with a major special use permit that is reviewed by the Planning Commission for compatibility with the surroundings and character of the community.

Formula business offices on the ground floor street front are prohibited by Sebastopol in the downtown. This includes formula tax preparation businesses, banks, credits unions and real estate offices.

³ In some jurisdictions, existing formula business ordinances appear to exceed what is legally defensible under current law. There is limited case law challenging formula business regulation and these jurisdictions have most likely not been subject to legal challenge. Staff is recommending a more conservative legally defensible approach to formula business regulations.

Do we want to regulate size?⁴

A common regulation on formula businesses is a limit on the amount of linear feet the business may occupy on any street, particular if located in a downtown, historic or dense commercial district. This typically ranges from 50 feet in Arcata to 25 feet in Ojai. Other regulations on formula businesses included limits on the total square footage. In Ojai, for example, the square footage is limited to 2,000 square feet. Some jurisdictions also limit formula businesses to one story.

Cities concerned with the larger “box” stores may have limitations on formula businesses larger than 20,000, 30,000 or 100,000 square feet. This regulation, especially on the larger size, limits mega or warehouse type stores.

Do we want to regulate the appearance?

A method to preserve the quaint character or charm of a neighborhood or even the entire city is to strictly regulate the design guidelines so that a theme, character or consistent standard is maintained. A few iconic examples include: Santa Fe, NM; Solvang, CA; Sedona, AZ; Carmel by the Sea, CA; and Nantucket, MA. Formula businesses (or all businesses) can be required by ordinance to develop the site in compliance with certain development standards.

Do we want to regulate the formula business through CUPs?

San Francisco and San Juan Bautista require essentially all formula restaurants, visitor accommodations and retail businesses to apply for a CUP that is reviewed by the Planning Commission. The Planning Commission in San Francisco reviews all permit applications on a case-by-case basis considering:

1. The existing concentration of formula retail businesses within the neighborhood;
2. Whether similar goods or services are already available within the area;
3. The compatibility of the proposed business with the character of the neighborhood;
4. Retail vacancy rates in the area; and
5. The balance of neighborhood-serving versus citywide or regional-serving businesses.

The Planning Commission in San Juan Bautista requires the following findings to issue a formula business a CUP:

⁴ Fort Bragg code lists “big box retail” as a land use that is only allowable in the CG and CH districts with Use Permit approval. “Big box” is defined as: A large formula retail establishment that is generally located on an arterial or collector roadway, requires a site of 1 acre or larger, and generally contains 1 or several businesses or structures totaling 30,000 or more square feet. They may operate as stand-alone facilities, but also in a type of shopping center called a “power center” or “value mall” having common characteristics including large warehouse-sized buildings and a reliance on auto-borne traffic. Warehouse retail stores that emphasize the packaging and sale of products in large quantities or volumes, some at discounted prices, where products are typically displayed in their original shipping containers. Patrons may be required to pay membership fees.

1. The business offers merchandise and/or services that serve the unmet needs of the population.
2. Although the formula-based business may have other store locations throughout the country, State, or region, the business will complement and enhance the character of the City.
3. Both exterior and interior appearance and presentation of the business are compatible with the existing scale of development, distinctive architecture and pedestrian orientation of the town character and result in an enhancement of the look and feel (i.e., character) of the surrounding area.
4. Signs shall conform to the City sign standards and design guidelines.
5. Drive-through food establishments shall be prohibited.

Sausalito only allows formula retail establishments in the central commercial, shopping center and neighborhood commercial districts and then only with a CUP the following findings:

1. The formula retail establishment will be compatible with existing surrounding uses, and has been designed and will be operated in a non-obtrusive manner to preserve the community's distinctive character and ambiance;
2. The formula retail establishment will not result in an over-concentration of formula retail establishments in its immediate vicinity or the City as a whole;
3. The formula retail establishment will promote diversity and variety to assure a balanced mix of commercial uses available to serve both resident and visitor populations;
4. The formula retail establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community;
5. The formula retail establishment will be mutually beneficial to and would enhance the economic health of surrounding uses in the district;
6. The formula retail establishment will contribute to an appropriate balance of small, medium and large-sized businesses in the community; and
7. The proposed use, together with its design and improvement, is consistent with the unique historic character of Sausalito, and would preserve the distinctive visual appearance and shopping experience of Sausalito for its residents and visitors.

How do we want to define "formula business"?

As mentioned under the Issue section of this report, the definition of "formula business" can vary but generally the term refers to any business that is required to maintain a standardized array of services, merchandise, menu, uniform, décor, signage, color scheme, trademark or service mark; and is substantially identical to 25 or more other businesses in the United States.

Some jurisdictions provide a set number, such as two or three, of the standardized features (services, merchandise, menu, etc.) which trigger the definition. The number of substantially identical formula businesses included in the definition also varies from city to city. Some

cities outside of California have this as low as two. Solvang, CA sets this number at 5. San Francisco's limit of 11 had created difficulties for locally grown businesses, such as Blue Bottle Coffee Company, when that businesses' popularity and number of stores exceeded that limit. As a local example, Mendocino County uses ten (10) or more substantially identical businesses and two standardized features as its trigger for meeting its definition of formula business.

If the number of substantially identical formula businesses is set too low, it could block regional businesses, with a handful of locations, from locating in Fort Bragg. One avenue for economic development in Fort Bragg has been to reach out and encourage compatible regional businesses that would provide unique goods or services to expand here.

Another consideration in regulating formula businesses is whether to treat franchises differently than corporate formula businesses. Many franchises are locally owned and managed and support local employees and families. The argument for keeping dollars local and not allowing formula businesses is much less applicable when the business is not part of the corporate structure. A number of existing Fort Bragg's locally owned franchise businesses would be considered a formula business under the typical definition.

Other Considerations

A criticism of the formula business regulation in San Francisco is the cost and uncertainty tied to the case-by-case review faced by businesses because of the CUP requirement. There is also a concern that the largest threat to independent and small businesses is not formula businesses, but is on-line retailers. Loss of foot traffic from shoppers can adversely impact independent businesses more than formula businesses which have a bigger draw. Less foot traffic equates to less contact and less sales. It is argued that chain anchor stores can generate additional foot traffic that benefits both independent and formula businesses in the area. With the increase in vacant retail space across the United States, this argument is of more concern.

Supporters of formula business regulations champion keeping dollars, particularly profits, local where those dollars support other businesses, jobs and recirculate in the local economy. Many of the cities that have adopted formula business regulations, have unique characteristics that make them desirable destinations and are at least partially reliant on tourism. Other cities cite a desire to avoid homogeneity in the American business landscape and champion unique experiences and businesses. Support and protection for small local businesses⁵ is also a goal of formula business regulation. A good balance of businesses supports a healthy local economy, meets the needs of the community and supports sustainability.

What are the legal concerns?

1. Purpose of the Ordinance. One key to a legally defensible Ordinance is to make

⁵ Support of small businesses can also equate to support of minority, veteran or women owned businesses that may face bigger challenges in establishing and operating a successful enterprise.

extensive findings about the purpose when the formula business Ordinance is adopted and how it furthers the goals identified in the City's General Plan.

2. Establish Clear Criteria. If the City uses the Conditional Use Permit (CUP) tool, clear standards and criteria tied to the land and land use are crucial. Standards and criteria that are specific to the business owner are subject to legal challenge. The standards and criteria need to guide clear findings that further the purpose of the Ordinance and the City's General Plan.
3. Connect the Specific Regulations. The City should be able to draw a clear connection between the stated purpose of the Ordinance and the regulations applicable to formula businesses and state how these will achieve the purpose.
4. Cannot Discriminate Against Nonlocal Businesses. A zoning Ordinance cannot be drafted to only inhibit competition.

RECOMMENDED ACTION:

The purpose of this report is to present the topic of formula business regulation to City Council and the public. If the City Council decides that it would like to develop an Ordinance that regulates formula businesses, staff requests direction on:

1. Land uses to regulate (fast-food, restaurant, retail, accommodations and/or office)
2. Zones or districts to regulate (Central Business District (CBD), Highway Commercial, etc.)
3. Design regulations (designs that preserve the character of Fort Bragg or a particular community). This seems most applicable in the CBD.
4. Whether to regulate the size of businesses.
5. Inclusion of Conditional Use Permits (CUPs) or Use Permits as part of the regulations.

ALTERNATIVE ACTION(S):

Provide staff direction to not develop or research formula business regulation.

FISCAL IMPACT:

The cost to develop the Ordinance is estimated at \$10,000-\$15,000. The impact of the Ordinance on City revenues is unknown. Of the City's most recent top twenty-five sales tax generating businesses, fifteen (15) or 60% would likely be considered a formula business (depending on the specific definition). The top twenty-five sales tax generating businesses together generate 66% of the City's total sales tax revenue.

However, as a general rule local businesses typically spend a much greater portion of their profits or earnings locally, which creates a multiplier by supporting other businesses and jobs in the local economy.

GREENHOUSE GAS EMISSIONS IMPACT:

The impacts of a formula business Ordinance on greenhouse gas emissions are unknown but will likely be tied to an increase or decrease in new business construction or remodels.

CONSISTENCY:

A formula business ordinance is consistent with the City Council's goal:

Priority Area 1: Jobs/Industry

Goal 3 – Foster and help sustain local businesses

IMPLEMENTATION/TIMEFRAMES:

The timeframe for implementing a zoning ordinance to regulate formula businesses differs depending on the business location. For the Inland Land Use & Development Code, an Ordinance is introduced at a Council meeting, adopted at the next meeting and typically effective thirty (30) days later. The process for the Coastal Land Use & Development Code is more complex because any modification to the Coastal Land Use & Development Code must be approved by the Coastal Commission, which is often a lengthy reiterative process. The time frame for final adoption could be years.

Changes to the Citywide Design Guidelines would be applicable to both the Inland Land Use & Development and the Coastal Land Use & Development Code without the need for Coastal Commission approval.

ATTACHMENTS:

1. N/A

NOTIFICATION:

1. Economic Development Planning, **Notify Me subscriber list**
2. Tourism and Marketing, **Notify Me subscriber list**
3. Fort Bragg Downtown Businesses, **Notify Me subscriber list**



AGENCY: City Council
MEETING DATE: January 29, 2020
DEPARTMENT: City Manager
PRESENTED BY: Tabatha Miller
EMAIL ADDRESS: tmiller@fortbragg.com

AGENDA ITEM SUMMARY

TITLE:

Receive Report and Provide Direction to Staff on Developing a Formula Business Ordinance for Planning Commission Review and Recommendation

ISSUE:

The City Council initially considered a Formula Business Ordinance on October 24, 2019, and provided staff some direction (staff report is attached). The discussion this evening is to refine Council direction on what should be addressed in an ordinance regulating formula businesses so that a draft ordinance can be presented to the Planning Commission for review and recommendation to City Council.

ANALYSIS:

The definition of "formula business" can vary by jurisdiction but generally the term refers to any business that is required to maintain a standardized array of services, merchandise, menu, uniform, décor, signage, color scheme, trademark or service mark; and is substantially identical to 25 or more other businesses in the United States. The City's Land Use & Development Codes (LUDC) include a definition of Formula Business, although it is less specific than most jurisdictions and provides no limit on the number of standardized businesses needed to be considered a formula business. The consequence is that local businesses such as Harvest Market, Le Tre Clothing or Oasis that have more than one location would likely be considered a formula business under Fort Bragg's definition.

Formula Business (definition from Fort Bragg LUDC). A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

While the City does not have the legal authority to ban all formula businesses, the City may take a balanced approach to regulating formula businesses in order to preserve the small-town charm and character of Fort Bragg. Zoning is the primary tool that cities use to exercise authority over land-use matters. There are two basic types of zoning regulations:

1. Site Planning and Project Design Standards, such as those that control setbacks, height, lighting, landscaping and location; and
2. Allowable Land Uses, that control what uses are allowed in the designated district or areas within the City.

A zoning ordinance will typically set forth a list of permitted uses, as a matter of right, within each zoning district. Other uses may be allowed, not as a matter of right, but with a

conditional use permit (CUP)¹. CUPs (or UP/MUPs in Fort Bragg codes) add flexibility to zoning and allow for local review to ensure compatibility with the neighborhood or pre-established set of criteria.

Use Permits in Fort Bragg LUDC

Per the Fort Bragg ILUDC, a Use Permit (UP) or Minor Use Permit (MUP) provides a process for reviewing uses and activities that may be appropriate in the applicable zoning district. The impacts of certain land uses on a neighborhood cannot be evaluated without reviewing the specifics of the project, such as noise, traffic congestion, and the effects on neighboring properties. UPs and MUPs allow for an evaluation and if applicable placement of conditions on the permit to mitigate the negative impacts of a project on the neighborhood.

MUPs are approved or denied by the Community Development Director, while UPs must be approved or denied by the Planning Commission. Public notices of an application for an MUP will state that a decision will be made by the Director by the date specified unless an interested person requests in writing a public hearing. Notice of a pending UP or MUP is provided to property owners within a 300-foot radius by mail, is posted on the property and published in the newspaper at least 10 days before the decision.

The most significant difference between an MUP and UP is that an MUP will only get a hearing if an interested person requests it in writing. This makes the MUP permit process faster than a UP and therefore typically less expensive and less risky for the applicant.

Using an MUP versus a UP as a means to evaluate the compatibility of a formula business would provide much of the benefit of a UP but with a less expensive and time consuming permit process. It places the burden of requesting a hearing on the public while still providing a means for a public review and input. This is the process incorporated into Cannabis Dispensary Permits and vacation rentals allowed only in the Central Business District.

Whether an MUP or UP is required can and often does vary depending on the zoning district. What is allowed by right and appropriate in one zoning district may need to be evaluated on a case by case basis to assess impacts to another zoning district. A negative aspect of an MUP is that anyone can exercise this option, without justification or merit, so it can be used simply to slow down permit issuance and create additional work for staff adding cost to the applicant.

Summary of Council Input to Date

The only consensus from the October 24, 2019 special meeting on a formula business ordinance, was the desire by City Council to develop constraints on the type and location of formula businesses, and the desire to preserve the character and economic vitality of Fort Bragg. The Council was less united in what type, location and means to use to preserve the character should be incorporated into the Ordinance. That said, there were general themes

¹ The City of Fort Bragg Land Use & Development Codes refer to these Conditional Permits as a Use Permit (UP) or Minor Use Permit (MUP).

during that discussion to guide staff in the development of a proposed Ordinance for review and recommendation by the Planning Commission:

1. Gateway. The area from Highway 20 to the Noyo Bridge is sometimes referred to as the gateway to Fort Bragg, as most people enter the City from the south.² At least some Councilmembers indicated that they would like to see at least some restriction on formula based businesses here, despite the fact that formula businesses already exist. Of particular interest was creating more Fort Bragg character and charm in this entrance to our City.
2. General Commercial Corridor. There was little discussion or concern voiced about control over formula businesses in the Main Street corridor that stretches from the Noyo Bridge to the Central Business District (CBD). Many of the City's existing formula businesses are located in this commercial corridor and it seems to be the most likely District to allow such businesses. The City could still require an MUP so that there is an option to review the project before approval, if there is some concern about the impact from the project to the neighborhood.
3. Central Business District. The one clear consensus regarding the CBD was maintaining what is considered the character and charm of Fort Bragg as reflected in much of the CBD, with Laurel Street from Main St. to Franklin St. representing a strong example of that quaint small town charm. Whether formula businesses should be allowed in this district was debated by City Council. One thought was that office, retail and/or restaurant formula businesses would not detract from the character of the CBD and might increase foot traffic and occupy what are now empty, dilapidated store fronts in this struggling district. Businesses, including formula businesses could be required to maintain the character of the CBD by locating in existing vacant store fronts and conforming to design standards. For example, the City could prohibit façade renovations that incorporate an element of uniform branding and limit exterior displays to signage only. As pointed out in the October 24, 2019 staff report, many cities limit the size, design, location and configuration of businesses so they fit within historic downtowns and do not dominate a downtown district.
4. South of Pudding Creek. The area from the Pudding Creek bridge south to the CBD along Main Street is primarily zoned Highway Visitor Commercial and a few formula businesses already exist in this area. Council did not discuss this area in much detail and like the General Commercial Corridor it may be a good location to consider formula businesses subject to an MUP.
5. North of Pudding Creek. This area is zoned Highway Visitor Commercial and at the north end of town Industrial and Light Industrial. It is the northern entry or gateway to the City. A number of hotels already exist in this area; both those associated with a franchise and independent accommodations. The City Council did not spend much time discussing the merits of formula hotel/accommodation businesses but could distinguish this area from the General Commercial Corridor by not allowing additional formula accommodation businesses in this area. This area, close to MacKerricher

² The entire southern gateway is in the Coastal Zone and so almost all development is subject to a Coastal Development Permit and falls within the City's Coastal General Plan and Coastal Land Use & Development Code. Additionally, the western portion of the northern gateway is also in the Coastal Zone. Changes to the Coastal Codes involve the Coastal Commission approval and cannot be easily incorporated.

State Park and with better ocean views, may be more suitable to further restrictions to preserve the views and character of its surroundings. The Industrial and Light Industrial zones at the north end of the City are unlikely to need additional regulation beyond the MUP process.

Existing Formula Business Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain some guidelines and restrictions on formula based businesses that should be considered in adding to and/or revising the existing regulation.

Formula Business (definition). A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

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

Policy LU-4.1 Formula Businesses and Big Box Retail: Regulate the establishment of formula businesses and big box retail to ensure that their location, scale, and appearance do not detract from the economic vitality of established commercial businesses and are consistent with the small town, rural character of Fort Bragg.

Policy LU-4.2 Require that a fiscal and economic analysis be performed as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.

Policy LU-4.3 Large-Scale Commercial Development: To maintain scenic views of the coast and to ensure that building sizes at the City's gateways are in scale with the community, no commercial building shall exceed the following limitations on the gross floor area:

- a) between the Noyo River and Pudding Creek Bridges - maximum 50,000 square feet;
- b) east of Highway One and north of Pudding Creek Bridge - maximum 30,000 square feet;
- c) west of Highway One and north of Pudding Creek Bridge and south of the Noyo River Bridge - maximum 15,000 square feet; and
- d) east of Highway One and south of Noyo River Bridge – maximum 40,000 square feet.

Existing Gateway Guidance and Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain some guidelines and restrictions for the City's entryways or Gateways that should

also be considered.

Goal CD-3 Create attractive entryways to the City.

Policy CD-3.1 Entryways: Clearly define the points of entry to the City through the use of distinctive signs, lighting, and landscaping.

Program CD-3.1.1: Maintain distinctive signs placed in a landscaped area at the south entryway at Highway 20/Highway One and at the north entryway on Highway One at the City Limits.

Policy CD-3.2 Gateway Development: Encourage a higher quality of development at the City's gateways.

Program CD-3.2.1: Consider adopting the following standards for Gateway Developments in the Citywide Design Standards:

- Define gateway development as development located South of the Noyo Harbor Bridge or North of the Pudding Creek Bridge.
- Gateway development should not detract from views to the ocean.
- Signage should be modest in scale and should not block the viewshed.
- Significant landscaping shall be installed to reinforce the transition from a wilderness environment to an urban environment in gateway development. Landscaping should include trees and drought tolerant plants. Lawns are discouraged.
- Site design should include open space around the periphery of the gateway development to reinforce the transitional quality of the area.
- Site design should include installation of bike lanes and sidewalks.
- Gateway development should model Green Building techniques and materials.

Recent Fort Bragg Formula Businesses

Notably, Policy LU-4.1 above, applied to AutoZone during its application for a Coastal Development Permit (CDP). The CDP also triggered Design Review. Likewise, Taco Bell, also in the Coastal Zone was subject to a CDP and Design Review. Other formula businesses that have opened in recent years in Fort Bragg have not been subject to any use or compatibility review, including: Mountain Mike's Pizza; SHN Consulting Engineers & Geologists; Edward Jones Investments or Sinclair Gas.

RECOMMENDED ACTION:

Direct staff to develop a formula business ordinance for review by the Planning Commission incorporating the following direction concepts:

1. Revise the City's definition of Formula Business to be more specific and to allow expansion of small successful businesses in Fort Bragg.
2. Require all formula businesses be subject to, at the least, a Minor Use Permit.
3. Require fast-food restaurant formula businesses to have a Use Permit, not just a Minor Use Permit. Consider districts or zones where such businesses may be barred.
4. Review existing design regulations and policies and ensure that they preserve the character of Fort Bragg in the south and north gateways to the City.
5. Review existing design regulations and policies and ensure that they preserve the character of Fort Bragg in the Central Business District by limiting size, location and density of formula businesses, requiring specific design standards and encouraging historic preservation.
6. Create policies that discourage or ban formula businesses, including formula accommodations, north of Pudding Creek.

ALTERNATIVE ACTION(S):

1. Provide staff direction to not develop formula business regulation.
2. Provide staff with alternative direction on a formula business ordinance.

FISCAL IMPACT:

The staff time and legal costs to develop the Ordinance are estimated at \$10,000-\$15,000.

The impact of the Ordinance on City revenues is unknown. Of the City's most recent top twenty-five sales tax generating businesses, fifteen (15) or 60% would likely be considered a formula business (depending on the specific definition). The top twenty-five sales tax generating businesses together generate 66% of the City's total sales tax revenue.

However, as a general rule local businesses typically spend a much greater portion of their profits or earnings locally, which creates a multiplier by supporting other businesses and jobs in the local economy.

GREENHOUSE GAS EMISSIONS IMPACT:

The impacts of a formula business Ordinance on greenhouse gas emissions are unknown but will likely be tied to an increase or decrease in new business construction or remodels.

CONSISTENCY:

A formula business ordinance is consistent with the City Council's goal:

Priority Area 1: Jobs/Industry

Goal 3 – Foster and help sustain Local businesses

IMPLEMENTATION/TIMEFRAMES:

The timeframe for implementing a zoning ordinance to regulate formula businesses differs depending on the business location. For the Inland Land Use & Development Code, an Ordinance is introduced at a Council meeting, adopted at the next meeting and typically effective thirty (30) days later. The process for the Coastal Land Use & Development Code is more complex because any modification to the Coastal Land Use & Development Code

must be approved by the Coastal Commission, which is often a lengthy reiterative process. The time frame for final adoption could be years.

Changes to the Citywide Design Guidelines specifically related to formula businesses, would be applicable to both the Inland Land Use & Development and the Coastal Land Use & Development Code without the need for Coastal Commission approval.

ATTACHMENTS:

1. Current Zoning Map
2. Staff Report on Formula Businesses from 10-24-2019

NOTIFICATION:

1. Economic Development Planning, Notify Me subscriber list
2. Tourism and Marketing, Notify Me subscriber list
3. Fort Bragg Downtown Businesses, Notify Me subscriber list

AGENCY:	Planning Commission
MEETING DATE:	October 14, 2020
PREPARED BY:	T. Sar
PRESENTED BY:	T. Sar

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Inland Land Use and Development Code Amendment 2-20 (ILUDC 2-20)

APPLICANT: City of Fort Bragg

PROJECT: Discuss Potential ILUDC Amendment to Regulate Formula Businesses in the City of Fort Bragg.

LOCATION: Commercial Zoning Districts in the City of Fort Bragg (Attachment 1)

APN: Multiple

LOT SIZE: N/A

ZONING: Neighborhood Commercial (CN), Central Business District (CBD), General Commercial (CG), and Highway Visitor Commercial (CH) Districts

ENVIRONMENTAL Adoption of an ordinance is exempt from environmental review under CEQA. The CEQA guidelines include a statutory exemption for "the adoption of an ordinance and various minor amendments to other Municipal Code provisions to ensure their consistency with the new formula business zoning regulations" are exempt under the CEQA Guidelines' "General Rule" exemption (CEQA Guidelines Article 5, Section 15061(b)(3)).

DETERMINATION: Environmental Determination was noted as Statutory Exemption.

**SURROUNDING
LAND USES:** N/A

APPEALABLE PROJECT: ☒ Can be appealed to City Council
☐ Can be appealed to California Coastal Commission

BACKGROUND:

On October 24, 2019 and January 29, 2020, City Council met to discuss policies to regulate Formula Business in the City of Fort Bragg. The City's land use goals and policies are to preserve the economic diversity of the City, to ensure that it has a strong and resilient economy which continues to support its local business by establishing an appropriate balance between formula business and local business to prevent the proliferation of elements that project a sense of sameness and familiarity that conflict with the City's goal of remaining a unique small coastal town. The purpose of the regulation must be tied to the long-term commercial health of the City and cannot be discriminatory against a particular business in order to be legally imposable.

While cities cannot completely prohibit "Formula Businesses" within their jurisdictions, cities can enact ordinances that impose additional permit requirements that limit the numbers in a given area and impose certain design guidelines in order to ensure they are compatible with surrounding uses.

On September 17, 2020, the City of Fort Bragg, launched a survey on formula business to the public. The **2020 Formula Business Survey** is being conducted as part of soliciting the public's input prior to adopting a formula business ordinance. The responses will theoretically allow us to get a better understanding on our community needs as a whole. The results of the survey will be published on the City of Fort Bragg website upon completion of the survey. Current report findings are presented in Attachment 3.

PROJECT DESCRIPTION

The increase of formula retail businesses in the City's commercial areas, if not monitored and regulated, could hamper the City's goal of maintaining a diverse retail base with distinct neighborhood retailing personalities comprised of a mix of businesses. Specifically, the unregulated and unmonitored establishment of additional formula retail uses may unduly limit or eliminate business establishment opportunities for smaller or medium sized businesses. Many of which tend to be non-traditional or unique, and disproportionately skew the mix of businesses towards national retailers in lieu of local or regional retailers, thereby decreasing the diversity of merchandise available to residents and visitors.

ANALYSIS

Formula Businesses are not limited to retail and restaurants. Formula Business includes any business that has standardized services, décor, methods of operation, and other features that make them virtually identical to businesses elsewhere. Like other cities, Formula Business in Fort Bragg includes H&R Block and other tax prep businesses, national chain real estate offices, hotels, private post offices, insurance agents, medical clinics, health clubs, banks and other financial institutes that may fall within the definition of Formula Business.

Some cities and towns are enacting policies that restrict the proliferation of "Formula Businesses" as it's not uncommon for formula businesses to arrive in a small town area, and squeeze out independent business. This can have long-term economic consequences on the

town and/or neighborhood business districts. Even the loss of a few businesses in the small Central Business District (CBD) radius has the potential for distinctive impacts on the overall appeal of the pedestrian experience and effect the opportunities for independent entrepreneurs. Local small businesses that meet the basic needs of surrounding neighborhoods, such as financial businesses, real estate offices, grocers, and pharmacies may be pushed out as more formula businesses open up.

At the January 29, 2020 meeting, Council discussed in depth the various locations of potential impact of formula businesses in the City. Council also deliberated whether financial and real estate formula businesses should be located in CBD and other districts. The City cannot legally prevent a formula business like a National Bank and a Real Estate firm from coming in, but the city can require them to open up business in specific locations that is distinct in name, operation, and appearance from all of its other outlets. Although there are a few examples of a chain complying with a formula business ordinance by opening a unique outlet, in most cases, they refuse to veer from their cookie-cutter formula and opt not to open. One strategy the City can use is adopting an ordinance that regulates formula businesses in certain locations and requires that they meet specified conditions to operate locally in order to mitigate impacts to small businesses and maintain the small town character and natural beauty. Below are descriptions of locations in the City that were mentioned in previous meetings, additional context for the character of each district is described in Attachment 2; Commercial Districts Purpose and Permit Requirements, a Land Use code excerpt and visually in Attachment 1; Zoning Map.

1. **Gateway:** The area from Highway 20 to the Noyo Bridge is sometimes referred to as the gateway to Fort Bragg, as most people enter the City from the east. This area is primarily zoned **Highway Visitor Commercial**. At least some Councilmembers indicated that they would like to see some restriction on formula businesses in this location, despite formula businesses already existing here. Of particular interest was creating more Fort Bragg charm at this entrance to the City. Regulations in this “gateway” area would occur under the Coastal Land Use and Development Code (CLUDC) update only and so are not directly impacted by direction under this proposed ILUDC amendment.
2. **General Commercial Corridor:** There was little discussion or concern about control over formula businesses in the Main Street corridor that stretches from the Noyo Bridge to the Central Business District (CBD) and to Franklin Street in the east. Many of the City’s existing formula businesses are located in this commercial corridor and the most appropriate District to allow formula businesses. The City could make formula business allowed by right in this district or require a Minor Use Permit (MUP) as an option to review the project before approval, if there is some concern about the impact of the project in that neighborhood.
3. **Central Business District.** The one clear consensus regarding the CBD was maintaining what is considered the character and charm of Fort Bragg as is reflected in much of the CBD. The CBD encompasses the area from Oak to Pine and Main to McPherson, with the heart of the district between Laurel Street and Redwood. The CBD represents a strong example of that quaint small town charm Fort Bragg has to offer locals and tourists alike. Whether formula businesses should be allowed in this district was debated by City Council. One thought was that office, retail and/or restaurant formula businesses would

not detract from the character of the CBD and might increase foot traffic and occupy what are now empty, dilapidated store fronts in this struggling district. Formula businesses could be required to maintain the character of the CBD by locating in existing vacant store fronts and conforming to design standards. For example, the City could prohibit façade renovations that incorporate an element of uniform branding and limit exterior displays to signage only.

4. **South of Pudding Creek.** The area from the Pudding Creek Bridge south to Pine street along Main Street is primarily zoned **Highway Visitor Commercial** and a few formula businesses currently exist in this area. Council did not discuss this area in much detail and like the General Commercial Corridor it may be a good location to consider formula businesses by right or to require a MUP.
5. **North of Pudding Creek.** There is a continuation of an area zoned **Highway Visitor Commercial** and at the north end of town are **Industrial and Light Industrial districts**. This area is sometimes referred to as the northern entry or gateway to the City. A number of hotels already exist in this area; both those associated with a franchise and independent accommodations. The City Council did not spend much time discussing the merits of formula hotel/accommodation businesses but could distinguish this area from the General Commercial Corridor by not allowing additional formula accommodation businesses in this area. This area, close to McKerracher State Park and with better ocean views, may be more suitable to further restrictions to preserve the views and character of its surroundings. The Industrial and Light Industrial zones at the north end of the City are unlikely to need additional regulation beyond the MUP process. The lack of existing infrastructure in these areas is the primary factor increasing costs of siting in this location for business big or small.

Existing Formula Business Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain some guidelines and restrictions on formula based businesses that should be considered in adding to and/or revising the existing regulation.

Formula Business (definition). A business that is required by contractual or other arrangement to maintain standardized uses, services, décor, uniforms, architecture, signs or other similar features. Formula businesses can include retail sales services, restaurants, gas stations, visitor accommodations, etc.

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

Policy LU-4.1 Formula Businesses and Big Box Retail: Regulate the establishment of formula businesses and big box retail to ensure that their location, scale, and appearance do not detract from the economic vitality of established commercial businesses and are consistent with the small town, rural character of Fort Bragg.

Policy LU-4.2 Require that a fiscal and economic analysis be performed as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the

economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.

Policy LU-4.3 Large-Scale Commercial Development: To maintain scenic views of the coast and to ensure that building sizes at the City's gateways are in scale with the community, no commercial building shall exceed the following limitations on the gross floor area:

- a) Between the Noyo River and Pudding Creek Bridges - maximum 50,000 square feet;
- b) East of Highway One and north of Pudding Creek Bridge - maximum 30,000 square feet;
- c) West of Highway One and north of Pudding Creek Bridge and south of the Noyo River Bridge - maximum 15,000 square feet; and
- d) East of Highway One and south of Noyo River Bridge – maximum 40,000 square feet.

Existing Gateway Guidance and Regulation

Fort Bragg's Coastal and Inland Land Use & Development Codes and General Plans contain the following guidelines and restrictions for the City's entryways or Gateways that should also be considered in policy changes.

Goal CD-3 Create attractive entryways to the City.

Policy CD-3.1 Entryways: Clearly define the points of entry to the City through the use of distinctive signs, lighting, and landscaping.

Program CD-3.1.1: Maintain distinctive signs placed in a landscaped area at the south entryway at Highway 20/Highway 1 and at the north entryway on Highway 1 at the City Limits.

Policy CD-3.2 Gateway Development: Encourage a higher quality of development at the City's gateways.

Program CD-3.2.1: Consider adopting the following standards for Gateway Developments in the Citywide Design Standards:

- Define gateway development as development located south of the Noyo Harbor Bridge or North of the Pudding Creek Bridge.
- Gateway development should not detract from views to the ocean.
- Signage should be modest in scale and should not block the view shed.
- Significant landscaping shall be installed to reinforce the transition from a wilderness environment to an urban environment in gateway development. Landscaping should include trees and drought tolerant plants. Lawns are discouraged.
- Site design should include open space around the periphery of the gateway development to reinforce the transitional quality of the area.
- Site design should include installation of bike lanes and sidewalks.
- Gateway development should model Green Building techniques and materials.

PROPOSED CHANGES TO ORDINANCE AND CONSISTENCY ANALYSIS

In order to implement the changes directed by the City Council to regulate formula business, the following amendments to the ILUDC are proposed below.

The proposed amendment to the Municipal Code involves changes to Chapter 18 of the Inland Land Use and Development Code (ILUDC) only. Changes to the Coastal Land Use and Development Code (CLUDC) require additional steps prior to adoption and implementation including referral to the California Coastal Commission for conformance with the Certified Local Coastal Program (LCP) and Coastal General Plan. No amendments are proposed for the CLUDC at this time. Should Commissioners and Council wish to pursue amendments to the CLUDC, staff recommends this be done through a separate action after the approval and implementation of the amendments to the ILUDC.

Potential ILUDC amendments require changes to; the land use tables in **Article 2** to specify where formula businesses may be allowed or require permitting; and **Article 4** describes the specific uses and regulations as they apply to formula business; and **Article 10** which defines the terminology. A table summarizing the codes that will require amendments to establish regulations on Formula Business is shown below.

Table 1: Ordinance Amendments for Formula Businesses	
Code Section	Proposed Change(s)
Article 2 Chapter 18.22	<ul style="list-style-type: none">Revise Commercial Land Use Table 2-6 in Chapter 18.22 to include Formula Business as a land use, and indicate its allowance in specific districts with Use Permit approval subject to the Specific Use Regulations that will be detailed in Chapter 18.42.025.
Article 4 Chapter 18.42	<ul style="list-style-type: none">Add Section 18.42.025 – Formula Business to provide Specific Use Regulations for commercial uses.
Article 10 Chapter 18.100	<ul style="list-style-type: none">Changes proposed for definition of terms “Formula Business” and “Big Box Retail”

Proposed Changes to Article 2 Land Use Tables:

Zoning is the primary tool that cities use to exercise authority over land-use matters. There are two basic types of zoning regulations:

1. Site Planning and Project Design Standards, require review to control setbacks, façade, colors, height, lighting, landscaping and location; and
2. Allowable Land Uses that control what uses are allowed in the designated zoning districts.

One sample of version of Article 2, Table 2-6 “Formula Business,” is shown below in Table 2. This version permits the use in the CN, CH, and CG districts with a Conditional Use Permit. The Central Business District (CBD) was also considered for permitting and may be discussed to be included to either replace CN or both. The defined purpose and requirements set forth for the various zoning districts being considered under this amendment have been included as Attachment 2 to this report.

Table 2: Sample Article 2.6

Primary Use	CN	CG	CH	CBD	IL	IH
Formula Business	UP	UP	UP	--	--	--

P = Permitted, MUP = Minor Use Permit, UP = Use Permit, - -Not Permitted

A zoning ordinance will typically set forth a list of permitted uses by right, within each zoning district. Other uses may be allowed with a Use Permit (UP) or a Minor Use Permit (MUP). This will allow the applicant flexibility in zoning use and allow for local review to confirm the project is compatible with existing surrounding use.

Use Permits can be used to regulate formula businesses in a legally defensible manner. The primary function of the Use Permits is to provide for the review of the use of the land and not to restrict a specific formula business. The purpose of the regulation must also be tied to the long-term commercial health of the City and cannot be discriminatory against a particular business.

- *Allow formula business in CN, CH, and CG zoning districts with a Use Permit.*

As warranted, the City routinely amends the ILUDC to ensure that the code implements the policy goals of the City Council and complies with State law. Staff proposes to draft a Formula Business ordinance within the City of Fort Bragg Inland districts. The new ordinance would limit the location and operation of formula business within the City’s commercial districts.

Proposed Changes to Article 4 Standards for Specific Land Uses:

18.42.075 – Formula Business

This section establishes standards for formula business, where allowed by Article 2 (Zoning Districts and Allowable Land Uses). The intent is to regulate the establishment of formula businesses in specific locations. Items for discussion include:

- **Limitation on location.** The design, location, size and operating characteristics of the formula business use shall be compatible with the existing and future land uses in the vicinity.
 - At the February 24th City Council meeting, Council expressed more interest on limiting establishment more by location than zoning. Zoning is a more strategic and defensible tool for implementing regulations.
 - As mentioned above, which the CG district is the most likely location of Formula Business, it also encompasses the “Gateway”. Higher standards are development are encouraged in this location including additional review of signage, landscaping, and size. CG is a district included in

proposed Table 2-6 for requiring a UP, to allow the department a more comprehensive review of any formula business application.

- **Formula Business Conditional use.** If a Use Permit or Minor Use Permit shall be required to operate Formula Business in accordance with Table 2-6 of Article 2, Commission should provide input on in which districts a permit is required.
 - Council had some consensus about requiring permits in CN, CG, and CH districts.
 - If there is strong consensus to further regulate financial formula businesses in CBD (and other districts) changes could be made to “Services-Business, Financial, Professional” Section of Table 2-6 to require UP in CBD for Banks and Business support services.
 - Another important factor to consider is that even a proposed locally owned “Formula” Franchise business will need to be regulated in the same matter as a corporate owned Formula Business application if permitting requirements are implemented.
- **Fiscal and Economic Analysis.** In accordance with Policy LU-4.2. Formula Business submittals must supply “a fiscal and economic analysis as part of the conditional use permit process for big box retail projects. The analysis shall evaluate the economic effects of the project for a minimum five-year time frame. A consultant selected by the City and paid for by the project proponent shall carry out the analysis.”
 - This requirement could be extended to all formula business beyond just Big Box (defined below).
 - This requirement could apply to only Use Permits or could be expanded to include Minor Use Permits as well.
- **Exterior Appearance.** The specific characteristics of a business’s façade may add to or detract from the City’s unique coastal town character.
 - Design review can include Signage, lighting, windows, etc.
 - This section shall additionally reference Policy LU 4.3 for consistency with siting and size maximums for these developments.
- **Quantity.** The maximum quantity of permits issued for Formula Business uses may be determined by resolution of the Planning Commission and City Council.
 - While it is possible to limit the number of Formula Business allowed by district, this may be less legally defensible than using the review criteria described above.
 - Using quantity as a regulatory tool, may have unintended consequences of limiting competition.
- **Business License.** A formula business shall require a City Business License.

[NECESSARY] FINDINGS

An application for a Use Permit or Minor Use Permit may be approved subject to conditions, or disapproved by the review authority. The review authority shall approve a Use Permit or Minor Use Permit only after first finding all of the following:

1. The proposed use is consistent with the General Plan and any applicable specific plan;
2. The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Development Code and the Municipal Code;
3. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
4. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located.
5. The proposed use complies with any findings required by § [18.22.030](#) (Commercial District Land Uses and Permit Requirements).

Conditions of approval. In approving a Use Permit or Minor Use Permit, the review authority may impose any conditions deemed reasonable and necessary to ensure that the approval will comply with the findings required by Subsection (F) of this Section (Findings and decision). The violation of any required condition shall constitute a violation of this Section and may constitute grounds for revocation of the permit.

Proposed Changes to Article 10 Definitions:

18.100.010 – Definitions

This Chapter provides definitions of terms and phrases used in the ILUDC that are technical or specialized, or that may not reflect common usage. These definitions are proposed to be updated as follows;

Formula Business – A business that is required by contractual or other arrangement to maintain standardized uses, services, decor, uniforms, architecture, signs, or other similar features; and is substantially identical to 25 or more other businesses in the United States.

Formula businesses can include retail sales, services, restaurants, gas stations, visitor accommodations, etc.

Big Box Retail – A large formula retail establishment that is generally located on an arterial or collector roadway, requires a site of 1 acre or larger, and generally contains 1 or several businesses or structures totaling 30,000 or more square feet. They may operate as stand-alone facilities, ~~but also or be located in a type of shopping center. called a “power center” or “value mall” having common characteristics including large warehouse-sized buildings and a reliance on auto-borne traffic. Warehouse retail stores that emphasize the packaging and sale of products in large quantities or volumes, some at discounted prices, where products are typically displayed in their original shipping containers. Patrons may be required to pay membership fees.~~

IMPLEMENTATION/TIMEFRAMES:

The timeframe for implementing a zoning ordinance to regulate formula businesses depends upon the direction received. Following direction updates to the Inland Land Use & Development Code will be made into a draft Ordinance. The ordinance will be reviewed by the City Attorney and will be prepared and presented to the Planning Commission. Subject to a recommendation to Council, a Public Hearing will be conducted by Council, and if approved, is adopted at the next meeting and typically effective thirty (30) days later. The process for the Coastal Land Use & Development Code is more complex because any modification to the Coastal Land Use & Development Code must be approved by the Coastal Commission, which is often a lengthy reiterative process described above.

Changes to the Citywide Design Guidelines would be applicable to both the Inland Land Use & Development and the Coastal Land Use & Development Code without the need for Coastal Commission approval.

RECOMMENDED PLANNING COMMISSION ACTION

Receive report and provide direction to staff for the preparation of the ILUDC amendment to regulate Formula Business.

ALTERNATIVE PLANNING COMMISSION ACTIONS

Provide direction to staff to not to bring forward a proposed Formula Business Ordinance.

ATTACHMENTS

1. Land Use Map
2. Commercial Districts Purpose and Permit Requirements
3. Formula Business Survey Monkey Report Analytics

Gonzalez, Joanna

From: Paul Clark <pclark@fortbraggrealty.co>
Sent: Wednesday, November 11, 2020 7:51 AM
To: Lemos, June; CMAR (CMAR@MCN.ORG)
Cc: Sar, Sokuntia; Gonzalez, Joanna
Subject: RE: Planning commission 11122020 Formula Business Policy

Hi there, I would like this to go in the record for tonight's meeting please on the formula business policy work. As mentioned before, I think this path will lead to some unintended consequences for Fort Bragg. Again I ask what in particular in the "Character of Fort Bragg" you are attempting to protect? Pot stores popping up everywhere, vacant store fronts increasing, processing times and costs for developers the same. The Avalon house, the old social services buildings have been years in the process and never to the planning commission yet, one more restriction may be enough to keep a good job producing business out of Fort Bragg. If the message you want to send is "don't come to Fort Bragg" then please just state that in your policy. Don't pretend you really want growth. Every time we all click on Amazon to order, we are part of the problem. Add this pandemic to the multiple nails in the coffin for local mom and pops and you wont see many folks tie themselves down to own and operate a business. Fort Bragg should not add to the already high cost of doing business in CA.

As a small side note. The county of Mendocino waives a business license fee, very small compared to Fort Bragg, for Veterans. Being Veterans Day I thought I would mention that. I did to a long since gone councilwoman who scoffed at that concept. Too bad. Vets should be a bit more respected as they gave much to keep the freedom to speak freely. As a business and property owner in Fort Bragg and Mendocino town and county. I worked my tail off with my wife Barbara to get there. As most small businesses, we supported this community with donations, volunteer help in many organizations, and I can assure you if she were still alive she would be defending what our town was, not what a few folks think it should be. Jobs are the key. The character of Fort Bragg was that it used to be a working community. No more mill, logs go over the hill. But we can get pot locally. They don't need a drive up window I see some deliver!!! We do not need this policy.

Paul Clark

Gonzalez, Joanna

From: Jacob Patterson <jacob.patterson.esq@gmail.com>
Sent: Thursday, November 12, 2020 3:01 PM
To: Gonzalez, Joanna; Lemos, June
Subject: Public Comment -- 11/12/20 PC Mtg., Formula Business Ordinance

Planning Commission & City Staff,

I want to share some observations and suggested revisions to the language of the proposed findings for the Formula Business Ordinance. I sent a similar email to Tabatha Miller but it wasn't an official public comment so I revised my thoughts and am submitting this email. I will likely not attend the meeting tonight to provide comments during the Zoom meeting because of a scheduling conflict.

The second finding currently reads "2. Approval of the formula business establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community." You may want to consider revising it to make it more concrete because it is somewhat vague as currently written. In my opinion, it doesn't provide any clear criteria to determine if a proposed project meets the requirements of the finding so we might not have consistent and unbiased application reviews, which is always important but particularly so for land use regulations that are being targeted at a particular type of business. What is "an appropriate balance" in this context? Ideally, it should be more specific and provide quantitative or qualitative criteria for the review authority--usually the Planning Commission but also the City Council if there is an appeal--to apply during entitlement reviews.

I also think the fourth finding is heading in the right direction but could use more . In the least, I think it should be more specific about the design aspects of the proposed business to ensure that any formula business proposal is also designed or implemented in such a way that its formulaic aspects are minimized. The current draft language only asks that the design be compatible with our "character" not that it avoid a formulaic appearance. I am thinking of the McDonald's remodel, which I actually like and many could find is compatible aesthetically without considering the context (i.e., that it is also very formulaic and looks quite similar to McDonald's all over the place). Actually, I am sure the design template came from the corporate design book specifically for a company-wide remodel project. Avoiding corporate-sameness in building design is a hallmark of a well-drafted formula business ordinance and the easiest thing for the City to regulate and control because it goes to the heart of why these regulations are being considered, to maintain the uniqueness and small town character of Fort Bragg.

Moreover, some of these aspects will be managed in the design review process for the actual building but that doesn't necessarily apply to formula businesses that are going into existing buildings. I am specifically concerned about a formula business being able to convert what is currently a unique space exhibiting local character into something resembling the chain identity, either through new signage, paint palettes, or altered architectural details.

Actually, I would recommend adding special design review permit findings that only apply to formula businesses rather than, or in addition to, special formula business findings for the use permit itself. Having the ordinance also add special additional findings for the City's design review permits will address future design reviews that apply to existing formula businesses that don't require, and will not require, a use permit to keep operating but will require future design review permits for remodel projects. In fact, I think this makes the overall review process more fair for all businesses because

only requiring the fourth use permit finding concerning the design aspects of formula businesses seeking use permits but not requiring existing formula businesses to meet the same design-related criteria for future design review permits favors the existing formula businesses compared to new formula businesses seeking to come to town.

A use permit for formula businesses could also explicitly trigger a design review permit requirement for future smaller changes not normally requiring a full design review, like repainting the existing commercial building, although that would be accomplished by adding a condition to the use permit rather than requiring a finding. This might be tricky since it would treat formula businesses differently than other similar non-formula businesses but formula businesses have the unique consideration of potentially being formulaic so smaller changes to a building's appearance might have a greater impact on the unique small town character of the town than making a small change to a building that remains unique either way because there aren't ten more of them someplace else.

Regards,

--Jacob



ReplyForward

Gonzalez, Joanna

From: Miller, Tabatha
Sent: Thursday, November 12, 2020 4:59 PM
To: Gonzalez, Joanna
Subject: FW: public comments item 5A formula businesses

I think you receive this as CDD user, but wanted to make certain.

Tabatha

-----Original Message-----

From: Annemarie [mailto:aweibel@mcn.org]
Sent: Thursday, November 12, 2020 4:58 PM
To: Lemos, June <Jlemos@fortbragg.com>; Miller, Tabatha <TMiller@fortbragg.com>; McCormick, Sarah <SMcCormick@fortbragg.com>; CDD User <CDD@fortbragg.com>
Subject: public comments item 5A formula businesses

Dear commissioners,

June, please read at the meeting. Thanks.

As I just found out at 3:53pm that Item 5A. Attachment 1 PowerPoint and attachment 8 Public Comments were added to the agenda I only have time to make these additions in response to the power point presentation.

It would help if all commissioners have the list of the current formula businesses which was provided at an earlier meeting and also have the square footage of those to have something to compare it to.

Adding more surveys to a different layout and coming up with answers combining them is a bit odd. The survey is slightly better.

Formula businesses will obstruct the City's goal of maintaining a diverse retail base with distinct neighborhood retailing personalities.

We do not need any more. We already have more than enough formula businesses. Only if one of them leaves town we can look at if we want to replace it with a similar venue. Therefore no more new ones.

There are certain areas like the gateway area that need to be left alone as well as the General Commercial, Highway Visitor Commercial, and Central Business District that should remain as is (considered in policy changes). Definitely the logos should not be logos that are acceptable for Sacramento or wherever else. Design guidelines should be imposed in order to ensure they are compatible with surrounding uses.

Based on Article 4 Chapter 18.42 it is important to add Section 18.42.025 – Formula Business to provide Specific Use Regulations for commercial uses.

Limitation on Location

☐ Formula business Conditional Use Permit ☐ Fiscal and Economic Analysis ☐ Exterior Appearance ☐ Quantity (zero) ☐ Business License

As in the example of formula business findings from San Juan Bautista we can adopt similar regulations in Fort Bragg:

The business needs to offer merchandise and/or services that serve the unmet needs of the population. Formula based businesses do not complement and enhance the character of the City.

Both exterior and interior appearance and presentation of the business need to be compatible with the existing scale of development, distinctive architecture and pedestrian orientation of the town character and result in an enhancement of the look and feel (i.e., character) of the surrounding area.

Signs shall conform to the City sign standards and design guidelines.

Drive-through food establishments shall be prohibited.

Yes, you should require a conditional use permit for Formula Businesses.

You should require a fiscal and economic analysis be performed as part of the conditional use permit process.

Sincerely, Annemarie Weibel

Gonzalez, Joanna

From: CDD User
Sent: Friday, November 13, 2020 1:39 PM
To: Gonzalez, Joanna
Subject: FW: Formula stores

-----Original Message-----

From: Kristy Tanguay [mailto:kristytanguay@gmail.com]
Sent: Thursday, November 12, 2020 4:59 PM
To: CDD User <CDD@fortbragg.com>
Subject: Formula stores

I am writing to let you know that as a 20+ year resident of Fort Bragg I am opposed to expanding any sort of big box formula retail operations in the town of Fort Bragg.
I certainly would not have relocated here back then if the first thing I saw driving into Fort Bragg was the same thing I could see in any other municipality. Our small town appeal is based on the heartfelt work of local business owners and entrepreneurs. By saying yes to big box/formula, you are saying NO to locally owned small business.

Respectfully,
Kristy Tanguay
Fort Bragg resident