City of Fort Bragg

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

Meeting Agenda

Community Development Committee

Tuesday, June 28, 2016 | **3:00 PM** | **City Hall Conference Room, 416 N. Franklin Street**

MEETING CALLED TO ORDER

ROLL CALL

1. APPROVAL OF MINUTES

1A. 16-246 Approve Minutes of May 17, 2016

Attachments: Minutes of May 17, 2016

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. 16-272 Receive Report and Provide Recommendation to Community Development Committee Regarding an Update to the Inland Land Use and Development Code to make it more Business Friendly

Attachments: Zoning Code Update

Attachment 1 - Workshop Flyer

3B. 16-275 Receive Oral Update from Committee Member Dietz and Discuss the Fort Bragg Business Density Packet

3C. 16-276 Receive Oral Update from Staff on Departmental Activities

MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)
I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on June 23, 2016.

_____
Brenda Jourdain, Administrative Assistant

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- *Such documents are also available on the City of Fort Bragg's website at http://city.fortbragg.com subject to staff's ability to post the documents before the meeting*

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Text File

File Number: 16-246

Agenda Date: 6/28/2016 **Version:** 2 **Status:** Business

In Control: Community Development Committee **File Type:** Committee Minutes

Agenda Number: 1A.

Approve Minutes of May 17, 2016

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Phone: (707) 961-2823
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Meeting Minutes
Community Development Committee

Tuesday, May 17, 2016 | **3:00 PM** | **Town Hall, 363 N Main Street**

Special Meeting

MEETING CALLED TO ORDER

Committee Member Deitz called the meeting to order at 3:05 PM.

ROLL CALL

Present: 2 - Scott Deitz and Michael Cimolino

1. APPROVAL OF MINUTES

1A. 16-089 Approve Minutes of January 26, 2016

A motion was made by Committee Member Cimolino, seconded by Committee Member Deitz, that the Committee Minutes be approved for Council review.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. 16-187 Receive Report and Provide Direction to Staff and/or Recommendations to Council Regarding Administration of Promotion Activities and Fort Bragg Promotion Committee's 2016-17 Annual Marketing Plan & Budget

Community Development Special Projects Manager Owen presented the 2016-17 Annual Marketing Plan & Budget. Owen described the historical context of the Fort Bragg Promotion Committee and the potential impact of the Transient Occupancy Tax (TOT) ballot measure proposed this fall. Owen explained the two potential options for the 2016-17 budget plan as; 1. Approve entire year's budget or 2. Approve partial year budget and revisit with Committee after the election. Owen explained that if option two is selected it will be necessary to make adjustments to the contract and associated costs. Owen hi-lighted the primary changes outlined in this year's plan.

City Manager Ruffing recommended contracting the full year to alleviate the need for extensive contract adjustments in the fall. Ruffing pointed out the TOT is only a hypothetical source of funds until the ballot measure passes and will require time to implement a Marketing and Promotion Campaign. Ruffing expressed her gratitude to the Chamber. Ruffing described the City's goal for comprehensive marketing program which will be housed in the Community Development Department. Ruffing explained how the

Promotion Committee's role could transition to an advisory committee with the potential to advise regrading contract Marketing tasks for the City.

Promotion Committee Member DeGraw expressed her concerns with statements of failed contract completion; complications of sole proprietors in meeting City insurance requirements costs, and recommended a name change from the Fort Bragg Promotion Committee to Visit Fort Bragg.

Ruffing introduced the concept of hiring a firm to perform a marketing study about Fort Bragg's "tourist" population. Administrative Director Schneider clarified the goals of the study would be to determine; 1. Who is visiting; 2. How much they're spending; 3. Where they're getting information; 4. How they're planning travel; and 5.The main reasons people don't end up coming here. Schneider estimated the cost of the study to be between $10,000-$20,000.

Chamber CEO Davis reminded staff that the Promotion Committee possess much of the tools and data that could fulfill the needs of the proposed marketing study and with assistance from resources such as the Center for Economic Development at Chico State, could provide it to the City at a much lower cost. Davis also advocated for Promotion Committee staff; stating they are capable of performing on-going promotion work and website development.

Council Member Cimolino expressed several concerns with the future transition away from the Fort Bragg Promotion Committee; 1. The Chamber is a great resource because they're open 7 days a week; 2. Staff at City Hall is overworked and understaffed; moving promotion in house only works with increased staff; 3. Expressed hesitancy about hiring a consulting firm for the marketing study; 4. Requested the City make a commitment with the Chamber during the transition; and 5. Advocated continued work with the Chamber as a Source of knowledge. Cimolino recommended rebranding the City as the "Found Coast".

The Promotion Committee Members Reviewed the list of fiscal year line items. The following was discussed:

- Increased funds to advertise in the Sacramento Valley
- The goal of the blog is to help local people know what's happening, completed in-house
- Social Media (Facebook and Instagram) help to capture the young audience
- Visual /Commercial production may be used in various marketing formats (YouTube videos, Inland Peg stations, Hotel room-TV auto channels, and Movie theatres)
- Website Administration-minimal monitoring required, completed in-house
- Creative promotion activities like "Shop small selfies" and passport programs
- On-going "Claim your Business" outreach to Merchants

Committee Members Deitz and Cimolino recommended accepting the contract with Fort Bragg Promotion Committee for the whole year, recommended support of the FY 2016-17 Marketing Plan & Budget, and agreed to move forward with the Name change to Visit Fort Bragg.

4 MATTERS FROM COMMITTEE / STAFF

Committee Member Cimolino spoke about the Willits Bypass and Cal Trans signage plan. Cimolino recommended the City inquire about signage to Fort Bragg and the potential for promotion of Visit Fort Bragg on Highway 20 and Highway 101.

Committee Member Cimolino requested information about the Municipal Code regulations for tobacco and alcohol signage in business windows.

ADJOURNMENT

Committee Member Deitz adjourned the meeting at 4:45 PM.

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Text File

File Number: 16-272

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In Control: Community Development Committee **File Type:** Staff Report

Agenda Number: 3A.

Receive Report and Provide Recommendation to Community Development Committee Regarding an Update to the Inland Land Use and Development Code to make it more Business Friendly

CITY OF FORT BRAGG
416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE:	June 28, 2016
TO:	Community Development Committee
FROM:	Scott Perkins
AGENDA ITEM TITLE:	Receive Report and Provide Recommendation to Community Development Committee Regarding Update to the Inland Land Use and Development Code to make it more Business Friendly

Background

The City held a community workshop on June 23rd to inform the update to the City's zoning regulations. Every few years, the City reviews the effectiveness and accuracy of our zoning code, and makes revisions where appropriate. Over the past year the City Council has provided policy guidance relating to changes for vacation rentals and commercial cannabis manufacturing. Staff has also reviewed the Zoning Ordinance in light of recent projects and has identified the following additional potential changes: home-sharing in residential neighborhoods, possibly allowing brewery/restaurant tandem uses in commercial and industrial districts, allowing tattoo businesses in more zones, allowing residential use of homes located in commercial districts, some modest modifications to signage requirements, allowing second units in more situations, and revisiting the City's beekeeping regulations. Additional ideas that community members would like to see revised were also discussed at the workshop and these will be brought forward to the committee orally.

Workshop Topics

Vacation Rentals

Vacation rentals are homes which are rented on a transient basis (fewer than 30 days). Vacation rentals are presently prohibited in Fort Bragg. In the past year, City Council, the Community Development Committee and the Planning Commission have discussed agenda items relating to vacation rentals. Council has directed staff to prepare and propose an ordinance which would allow for vacation rentals, and to explore the following limitations:

1. Requiring a discretionary permit (possibly a Minor Use Permit)

2. Place limitation on quantity of permits available (20 at first)
3. Means for revoking permits if violations persist
4. Limit locations to only second and third floors over commercial uses in the Central Business District.

Vacation rentals have the potential to bring more tourists to local businesses and increase downtown vibrancy, by providing building owners with an additional source of income.
Workshop participants expressed a strong desire to expand the location for vacation rentals to include the Highway Commercial and General Commercial districts.

Home-Sharing in Neighborhoods

Home-sharing is different from vacation rentals as the primary resident lives in the house and actively hosts guests during their visit. The Council has indicated a desire to discuss this ordinance further. During the workshop a number of issues came up with regard to home sharing, including: Limit the number of rooms that could be rented in a house, limit the number of days a year of rental, focus on weekend and summer use when there is limited availability of hotel rooms in town. Address the following issues: revocation of use permit if there are complaints of police visits and address noise and parking concerns.

Residences in Commercial Districts

There are some vacant homes available in town in commercial districts, while the housing market remains tight. In the General Commercial zoning district, these vacant homes are zoned for commercial use and cannot currently be rented as residences. Single-family residences are presently not permitted in the General Commercial zoning district. At the zoning code workshop, the participants were very supportive of allowing single-family residential uses in vacant single-family structures throughout the Commercial districts. A Minor Use Permit would likely be required.

Breweries with Restaurants

North Coast Brewing is a major employer in the City, and Overtime Brewing is completing building renovations to open a second brewery in town. Breweries are a trendy land use nationwide, often operating in tandem with a restaurant. Locally, this allows for the business to operate two revenue streams and capitalize on the tourism industry of the City. Breweries and restaurants are not presently permitted in the same zoning districts. The zoning code update should allow for these tandem uses. At the workshop, people expressed concern that allowing restaurant uses in the industrial zone would result in industrial uses being displaced by restaurant/brewery uses.

Tattoo Businesses

The City recently received an application for a tattoo studio in a vacant commercial space in the Highway Commercial zoning district. The business license application had to be denied because tattoo studios are not permitted in the Highway Commercial zoning district, even with a Use Permit. “Tattoo services” are presently defined as a “Personal Services – Restricted” use, alongside palm readers, psychics, pawnshops and check cashing stores. These uses are presently only permissible in the Central Business District or General Commercial districts with the benefit of a Use Permit.
The stigma associated with tattoo businesses has dissipated since this definition was concocted, and staff feels that tattoo businesses could be permissible in additional districts. Workshop participants were supportive of this change.

Second Units

The code currently limits the conditions under which second units are permissible in the residential zoning districts. Generally a lot must be larger than 6,000 square feet and located on a street with at least 35 feet in width or have alley access. Many parcels in Fort Bragg cannot have second units due to these limitations. The City has a housing crisis and relaxation of these limits would help to address the housing shortage. The regulations were originally passed in order to limit parking issues on narrow streets. However, parking challenges could be addresses by limiting unit size on smaller parcels or by requiring that all parking be provided on the parcel.

Signage

Consider modification of the signage ordinance to regulate advertising in windows and limit it to 20% of the total window area. This would reduce visual clutter. There is some desire to prohibit window advertising for hard alcohol and cigarettes.

Community Ideas

A number of additional ideas came up at the first meeting, including:

1. A general shortage of industrially zoned parcels
2. The need for a bike cleaning station to support the mountain biking tourism
3. Look at allowing light industrial uses in the General Commercial zone.

Community Development Committee Input

Staff seeks the following input from CDC:

1. Review the ILUDC update items presented in this staff report.
2. Review the Commercial Use table and provide recommendations to staff.
3. Provide direction to staff prior to production of an ILUDC update.

JOIN US AND SHARE YOUR IDEAS FOR HOW TO IMPROVE THE CITY'S BUSINESS CLIMATE AT THE...

CITY OF FORT BRAGG

ZONING CODE WORKSHOP:

HELP MAKE FORT BRAGG MORE BUSINESS-FRIENDLY

TOPICS FOR DISCUSSION INCLUDE:

- CANNABIS MANUFACTURING
- VACATION HOME RENTALS IN DOWNTOWN
- HOME SHARING IN NEIGHBORHOODS
- BREWERIES WITH RESTAURANTS
- RESIDENCES IN COMMERCIAL DISTRICTS
- TATTOO BUSINESSES
- BEEKEEPING
- AND MORE!

BRING YOUR IDEAS!

9AM-11AM AND 6PM-8PM ON THURSDAY, JUNE 23 AT TOWN HALL

FOR MORE INFORMATION, CONTACT COMMUNITY DEVELOPMENT AT 707-961-2827

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Text File

File Number: 16-275

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Agenda Number: 3B.

Receive Oral Update from Committee Member Dietz and Discuss the Fort Bragg Business Density Packet

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Text File

File Number: 16-276

Agenda Date: 6/28/2016 **Version:** 1 **Status:** Business

In Control: Community Development Committee **File Type:** Staff Report

Agenda Number: 3C.

Receive Oral Update from Staff on Departmental Activities