

Mill Site Reuse Plan WORKSHOP REPORT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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