



The Elmwood Business Association

October 26, 2020

Subject: **Therapy Stores**

To Whom it May Concern;

This letter is written at the request of Therapy Stores, a retailer located in the Elmwood Business District of Berkeley, California.

Therapy Stores is a member of our local business association in good standing, and a charming complement to our unique neighborhood's shopping experience.

Doing business in our city comes with many challenges, but Therapy Stores does so impressively well, which is not an easy thing to do particularly this year. We appreciate their contributions to our Elmwood community.

Sincerely,

The Elmwood Business Association, Inc.

Joseph Aguiar
President

To Whom it May Concern,

I am writing to recommend the family owned business of Therapy Stores. They have been serving our community for over 20 years and I have been shopping with them for about a decade. I have always been completely satisfied with their products, customer service, and now in the times of COVID I feel it is especially important to support small businesses. Therapy is unlike any store I have ever shopped in, and each store is unique, inclusive, and tailored to the local community.

They also give back to the community in many ways, including supporting other small businesses and local merchants--from having them work on maintenance in their stores, to sourcing local jewelry makers, and beyond.

Therapy would be a perfect fit for Placerville's Main Street.

Thank you,
Rachel Aknin

To whom it may concern:

My name is Angelique Archuleta and to simply start, Therapy Stores has been an absolutely positive part of my life. I have shopped at many of the Bay Area locations for the last 7 years. The customer service that I have always had the pleasure of experiencing, along with shopping at a company that puts so much time, thought and effort into the very creative and unique (often handmade, locally made, USA made) items they bring into their stores has always brought me back as a loyal customer. After getting to know the employees and the owners themselves, I was drawn to this company as one that I would love to be a part of. I began working for Therapy Stores Inc. mid 2016 and it has been the best experience that I have had professionally. Jing, Wayne, and Ava have been the most caring employers I have had thus far! There is nothing that these three folks would do for their employees OR their communities. With 1% of sales donated to nonprofits like adopt-a-classroom, food banks in counties they have stores in (just to name a few), Therapy Stores Inc. strives to be a place that gives back to their communities and employees. The care and concern for all those around Jing, Wayne and Ava is unmatched. "Formula Business" is no where close to what Therapy Stores Inc. is and strives to be as a small business company. I truly believe that those who actually run a "formula business" would not have so much passion in the people they come across daily and build the relationships that we all do here at Therapy. I have been working at Therapy Stores for the last four years and the amount of growth and knowledge that I have had, again, is unmatched. I am not exaggerating when I say that I hear "I came to Therapy for therapy!". Having a store like Therapy Stores Inc. in Placerville would add value to the other neighboring stores as it will continue to bring a positive environment. Therapy Stores Inc. has been nothing but a positive influence to many in the communities that they are in and serve. Jing, Wayne and Ava are some of the most hard working, caring, selfless, kind people I have had the satisfaction of working for, working with, and knowing as family. I hope my words help you recognize the hard working, dedicated and determined people that Jing, Wayne and Ava are and I hope that they will be welcomed with open minds and open hearts into the Historic Placerville community.

Thank you for your time.

Kindly,
Angelique Archuleta
acarchuleta021@gmail.com

October 23, 2020

Dear Downtown Community,

I strongly recommend Therapy for your downtown. I have been the owner of Opal Wine Bar in Downtown Mountain View for 16 years. I am also the Board President of our Downtown Business Association. During many of these years, I have had the pleasure of having Therapy as a business neighbor on my block.

Jing and her staff at Therapy have been wonderful neighbors. They participate in our special programs and events, and are easy to reach when we are coordinating these efforts. They are also very pleasant and nice. We feel fortunate to have Therapy in our downtown.

Best Regards,

Sarah Astles
President, Opal Wine Bar
251 Castro Street, Mountain View, CA



Development Services Planning Division <pv.planning@gmail.com>

New Business on Main Street

1 message

Reid and Teri Briggs <reidteribriggs@gmail.com>

Wed, Oct 28, 2020 at 2:08 PM

To: pv.planning@gmail.com

Dear Commissioners,

I recently heard that you are considering a "formula business" moving into the building that previously housed Combella's on Main Street. I would strongly recommend that you do not move in that direction. I understand that Sourdough Sandwiches kind of broke the ice in that direction, that it is a real economic burden to have a building empty, and yes, jobs are important. I must say that once you make the change for "formula businesses" to move in, the character of our Main Street will never be the same.

My wife and I have lived in Placerville and shopped on Main Street for more than 40 years. We have friends and family who come to visit from several different areas of the U.S. as well as Australia and other countries. The ALL are amazed at the character of our Main Street area. It is very unique and has caused many to return (not that they don't want to see us!). It also draws people off Highway 50 due to its unique character.

We are seeing an influx of "formula businesses" in town as well as close by. However, we see the unique character of our Main Street as part of what makes Placerville a special place. We sincerely hope that the formula businesses can find a different area in our town other than Main Street.

Thank you for your time and consideration,

Reid and Teri Briggs

10/28/2020

To Whom It May Concern:

I am writing in support of Jing Chen and Therapy Stores.

My relationship with Therapy Stores began when I kept popping into the Pleasanton store to shop and see Chris, the manager, when I was on my lunch breaks. Chris was so kind when I would voice my frustrations with finding what to do after graduating college. She encouraged me to work at Therapy, and I've fallen in love with the company and my coworkers since. Jill was there to hold me when my cat died, Dominique and I would run over to grab chicken wings after work, and even our district manager, Noemia, helped my now fiancé pop the question!

Therapy Stores is Jing's baby and she takes such good care of us. When we had the shutdown Jing and Wayne used their personal savings to keep the company afloat. Jing brought food provisions to every store before the shutdown. Employees were also given the opportunity to help get our website going, allowing me to get work despite the uncertain time.

I have worked for huge chains and other small businesses, and I have never had such a close relationship with an owner and other employees. Jing has trained me *personally*, brought me ice cream, and is not afraid to come clean out all the dead flies in the window. Jing has given me life advice, met my parents, and keeps encouraging me to save more of my paycheck instead of shopping in the store.

If you walk into one of our stores, you will not find some chain or "big business" but a family that has been so loved by our communities.

Thank you for your time,
Valentina Bunnell

valentinabunnell1@gmail.com

To Whom it May Concern,

Therapy Stores was my first job right out of high school, that I worked at all through college, and that I am still working for today. Going five years strong, I have never been more thankful than I am now, to have been able to grow up and develop both as a person and as a professional in an environment as nurturing, educational and inspiring as Therapy Stores. I've learned what it means to run a business that is founded upon customer service, where the most important thing is how the customer feels walking out that door. While we do offer a great curation of goods, my regulars come visit the store because they know we care about them beyond hellos and goodbyes, beyond transactions and beyond any bottom line. This company cares about the impact we have on a small scale, within the company, offering only the best for their employees, in the way of pay, benefits and support; as well as large scale, within our communities and neighborhoods, through the countless donations made year after year. Jing and Wayne built Therapy Stores from the ground up and it hurts me deeply to see people try to tear them down, without first stopping to see who we are as a company. Thank you Therapy Stores for everything you've done for me and lives you've touched over the years!

Sincerely,

Melissa Butar

Therapy Stores Support Staff Member

To Whom It May Concern,

I have been a part of Therapy Stores for 8 and a half years, starting from a sales associate when I moved to a new town to start college to today as a district manager who wears many hats for our humble company. Jing and Wayne supported me while I went to school with flexible schedules and cheered for me every step of the way. Through my years at Therapy I have made so many friends in our neighborhoods, from merchants to customers. I have regulars who I've seen their children grow up as they come in to tell me about their life. Our focus has always been to support those around us; giving our team the best we can offer with thoughtful scheduling, to helping our local makers when fires tore through their homes and studies, to reading through thousands of Adopt-a-Classroom letters to give to as many as possible. Nothing we do is formulaic or mechanical, instead we work as a team with that same mom and pop mentality that Jing and Wayne have had from the beginning.

Jing, Wayne and Ava are just an extended part of my family, from spending Thanksgiving at their house and sharing many of life's milestones with them. Jing Chen gave me a chance and an opportunity when I was young and green and has taught me everything she knows about retail; teaching me the importance of creating a sense of community within our team and our neighborhood. She is such a giver and has the biggest heart, always going above and beyond, never more than a text away. Wayne Whelan was part of my interview that lasted over three hours and told me all these wonderful stories of them starting out with nothing and the little hollowed out book to hold the day's earnings. He is still such a help with day to day things, to share a story, or make friends with a customer. I've seen Ava Chen-Whelan grow up over the years, from her first attempts to help out in store over the summer, to covering during breaks from school, to coming into her own as a key part of the team. She is the most unselfish person who comes in on all her days off and has the best parts of her parents. I could go on for pages and pages about their character and hardworking nature that has gotten us to where we are today but it would all spell out the same thing. Therapy is a family operated company that strives to stay humble, to give more than we ever take, and to build a safe community for all to be a part of.

Kind Regards,
Noemia Butar
District Manager at Therapy Stores



October 27, 2020

To Whom it May Concern,

The Pleasanton Downtown Association has been designated as a 2020 Accredited Main Street America™ program. Our mission is to promote the economic vitality and hometown character of downtown Pleasanton. The PDA is a strong downtown community of dedicated individuals and business owners who, by cooperative efforts, community events and activities work to make the downtown a richly rewarding place to visit and shop.

Therapy is located at 525 Main Street within our downtown district and has been located within our downtown for 10 years now. Over the years Therapy has been a wonderful part of our downtown community, participating in our many annual and traditional events. It has been my experience that Therapy is always willing and eager to support our organization and is a great member of our community here in downtown Pleasanton.

Should you have any questions please feel free to reach out to me directly to discuss further.

Sincerely,

Tiffany Cadrette
Executive Director
Pleasanton Downtown Association

Anjelica Cattivera
2234 40th Ave
San Francisco, CA
94116

Oct 27th, 2020

To whom it may concern,

I'm passionately writing this letter of recommendation for Therapy Stores as both a customer and employee. I have been working for Therapy since 2014 - when I was just 21 years old and attending San Jose State University working as a Part Time Sales Associate. I'm now part of the management team and have seen all aspects of how the Therapy Stores are run.

In no way is Therapy a "formula business", there are absolutely no standardizations in effect. I've experienced firsthand all the hard work that Jing, Wayne, and Ava have put into every single one of their locations. There's no corporate funding. There are no big business gimmicks. Just hard work and dedication from this small family and their amazing employees.

I've jumped around and worked at 9 of the 11 Therapy Store locations. Each and every one of the Therapy Stores are tailored to the community around them. Local business owners, neighbors, and staff have become a community. 1% of every single sale is donated to nonprofits in our neighborhoods, some of which are Second Harvest Food Bank, People's Program, and Adopt A Classroom.

As the individual running Therapy Stores social media, I hate to witness ill-informed small business owners in Placerville spread misinformation about this business and the family behind it. I'm very proud to be a part of this small team and I'm confident that the addition of Therapy in your community will only enhance it.

Thank you for your time.

Anjelica Cattivera

To whom it may concern,

My experience with Therapy Stores began with my first visit to the Elmwood location in Berkeley some five years ago now and I still feel the same welcoming, inclusive and lighthearted feeling whenever I walk into their store. I know I can count on walking out with my spirits lifted, regardless if I decide to buy anything because the people who work for this company care about their customers. The staff who I've had the pleasure of meeting and have known for years now, go above and beyond getting to know the people who walk in their shop. It still blows my mind that out of all the people they see on a daily basis, they still remember conversations and tidbits of information that I've shared with them, this is a group of people who care about their patrons! I don't know what the neighborhood would be with my daily dose of Therapy, a place that always manages to beam a positive light during these dark and uncertain times! Thank you for being there for me and the neighborhood!

Your devoted customer and supporter,
Christina U.
Berkeley Customer



Folsom Historic District Association

October 26, 2020

To Whom it May Concern:

It is my pleasure to write a letter of recommendation for a new business located in Historic Folsom. The building at 728 Sutter Street was purchased early this year and in June, the Therapy Stores opened, right in the middle of the Covid-19 restrictions. I met Jing Chen (property owner) and her team and saw them working hard to prepare for opening.

728 is one of our oldest buildings on Sutter Street and it is incredibly special to all of us. We are pleased that the new owners are treating it with such care and have brought new retail to Historic Folsom.

In the short time they have been in the District, Therapy Stores staff has joined in with us at our merchant meetings and they have donated to our lighting fund. In addition, they are open with consistent hours and this benefits our visitors as well as the rest of the businesses in the District. Therapy Stores have already been an asset to our District in the 4 months that they have been open.

Sincerely,

Judy Collinsworth

Executive Director

I'm writing this letter in support of Therapy's Placerville location. When I moved to the San Francisco Mission district from Florida, in 2016, I knew nothing about my new city, neighborhood or community. While exploring my new neighborhood, I wandered into Therapy Stores on Mission Street and was greeted by the manager, a San Francisco local who helped me shop, told me about the store's history and the owners, Jing and Wayne. Fast forward a couple of weeks and I'm interviewing with the owner herself for a sales associate role.

Jing and Wayne took me in, shared their mission with me and introduced me to the community of their customers and their local vendors. I quickly acclimated to the neighborhood and moved up into a manager role, hiring other locals in the community to best serve our customers. It was clear that Jing and Wayne make a huge commitment to the neighborhood they reside in and the employees they hire. They prioritize employee success, growth and well-being. I eventually moved into the tech space, leaving Therapy as an employee but becoming a forever customer of the Therapy family. My admiration for Jing and Wayne's business approach goes beyond the product and resides in the opportunity they provided me and the many employees they've taken under their wing.

Please feel free to reach out to me for any further information. 415-350-6613

Thank you for your consideration,
Rachel Coven

Support for Therapy's Placerville location

I am a small business owner and I support Therapy's Placerville location because they are a small family owned and operated business that works very hard to source and sell unique items that **are not** available in chain stores.

I started my business in my apartment and am very proud to have been selling my products to Therapy for the past four years. During that time, I have been able to form a wonderful relationship with Jing Chen, Ava Chen-Whelan, and their staff. Therapy fosters a very family-like culture amongst its owners and staff. The mood they create is very warm and welcoming, which I find refreshing, compared to some store's zero customer service approach to customer service.

Yes, Therapy does have multiple locations throughout the Bay Area, but that doesn't mean they are a soulless franchise or chain. What it means, is that they are a hardworking family who is trying to get ahead in an unbelievably challenging retail climate. Malls are dead, but mainstreet is coming back to life. Therapy is here for mainstreet, so please let Therapy be a part of Placerville's Mainstreet.

Thank You,

Sam Culkins

sam@culk.co

To whom it may concern,

I am writing this letter On behalf of Jing Chen and Wayne Welan.

When I first open my business in San Francisco Wayne and Jing help me set up my space with the things that I needed. They instantly became more friends than fellow retailers. My businesses grew over the years and when I relocated my business onto Valencia Street in San Francisco, I was delighted to be on the same merchant strip as Therapy. When I decided to form a merchants association Wayne and Jing were the first people that I called. (They had helped me out a few years earlier by giving me a gift certificate at their store to help me refurnish my home after an apartment fire.) They gave me a lot of guidance never wanting any of the credit. When the Valencia Corridor merchants Association was formed and became active, Wayne and Jing were a constant source of support and involvement. They still are to this day.

I heartily endorse adding Therapy to any merchant group. They are involved, generous, and non-competitive. From a business angle, I would say it would be a very good bet for a community to take on a business like theirs right now with things being so uncertain. They have a stable business model that can withstand an economic downturn and already has, due to the length of time they have successfully been in business. It would be very smart to have Therapy in your community for financial stability and tax revenue. Therapy Stores also draw foot traffic that might otherwise not stop, as the stores are well known. This makes them an asset to any retail corridor.

Please feel free to contact me with any questions.

Sincerely,

Deena Davenport Conway

Founder, Valencia Corridor Merchants Association

Owner, Luxe

Founder, Glama-Rama Salons and Galleries

415-823-0819

JAXKELLY

To whom it may concern,

I am writing this letter of recommendation for the owners of Therapy Stores Inc., Jing Chen, Wayne Whelen, and Ava Chen-Whelen. I have known the Chen-Whelen family for the past 8 years. This family started Therapy Stores one by one, neighborhood by neighborhood, leaving a sense of community at each location. Jing is always getting involved in helping and giving back to the community in more ways than one. Not only are Therapy Stores a place to shop, they are a welcoming store that offers goods from many local hand-made makers. They not only care for their customers but also for their business associates and employees.

Therapy stores helped my small jewelry company flourish. They have been one of my top stockists year after year. They support my business, are respectful business associates, and most of all they are fair, honest, and trustworthy people who work hard to create a wonderful shopping experience and work environment.

Jing, Wayne, and Ava take pride in their stores. They travel the country looking for new product. They take the time to meet the makers and learn about where the goods are sourced. These are the type of business owners you want in your community. I hope you welcome them into your community so you can experience for yourselves.

Sincerely,

Kelly Decker

Owner

JaxKelly Inc.

October 28, 2020

To: Placerville Planning Commission

Re: Combellack's Building

As a business owner for over 38 years on Main Street(The Bookery) I am very concerned about the Chain business that is proposed for the Combellack building site. I love my job, my town, and the people in it. Cultivating my business, maintaining ethical standards and customer satisfaction has been my life's work. Having unique stores, people who care about our town and our customers, and the future of our town and businesses is very important to me. Several businesses in the one block area of downtown have most of the same products as the new chain store.

I thought, until recently, that we had an ordinance against chains. I have always believed that the city had our best interest at heart since we are the main tourist revenue area. Many business owners are beginning to question if that is true. I have heard from 2 sources that the owner has stated that they could care less about Placerville, its people, customers and that they would not put their children in our schools. Do we really want a business like this? Less than 15 years ago Main Street had 12 empty buildings. We can easily go back to that time if we lose local businesses that are unable to compete with chain stores. Our town has flourished and persevered without the need for chain establishments. If we keep having chains we will be like most other towns without charm and a friendly welcoming atmosphere for visitors. Why would someone bother to drive up the hill when they can go to Folsom or Sacramento?

Please consider your faithful existing businesses that have been here for 50 plus years. We look forward to hearing from you and continuing this conversation.

Sincerely,
Nancy Dunk

To Whom It May Concern,

My name is Danielle Dunne, and I am writing this letter on behalf of Therapy Stores.

Therapy Stores is a small business, family owned hidden gem that offers an inclusive and inviting shopping environment throughout many local downtown areas. My experience with Therapy Stores started in October of 2019 -- I was walking in downtown Pleasanton with my boyfriend after dinner, noticed a cute shop open, and immediately said to him "Oh, I have to go in here."

I was instantly impressed with the selection of products they had to offer. I grew up in a very small town in the Central Valley of California and immediately felt like I was back home shopping at my mom's favorite gift shops in my hometown. I ended up purchasing gifts for two of my best friends that had birthday's coming up, and also left with something for myself!

The staff offered me the best customer service I'd had in years, even better than my own staff at the time -- and that's coming from someone who at that point in her life had been working in shopping malls for the last 9 years, 8 of which have been Retail Management.

Less than a year later, my boyfriend and I moved to Campbell, and I remember telling him I'd be willing to make the 30 minute drive to Pleasanton to shop at that store. Little did I know at the time, but my new neighborhood had a Therapy Stores right down the road. I stumbled upon the Downtown Campbell location this past January -- fast forward to today and I am now a Sales Manager for a family owned business.

While I am newer to the team, I am so grateful for the opportunity Jing and Wayne have given me during all of the chaos that is 2020. This year led me to realize that I actually hated working in a "shopping mall" environment, and wanted to work for someone who gave back to their community, was involved in their employees well being, and truly valued their customers.

Therapy Stores offers communities an escape from the over-saturated "chain" retail environment. The fact that they have been able to expand as much as they have since 1994 is a testament to how supportive our customers have been over the years. Just today I was helping a customer who has been shopping for gifts with us for 10 years, and she was expressing to me how thankful she was to see us open.

Bringing Therapy Stores to your downtown will foster a sense of community and will provide a memorable family owned shopping destination to your already amazing downtown area, whether you're a local or just passing through.

Thank you for your time.

Best,
Danielle Dunne

Jessica Fernandez
Jessica Lynn Collection

To whom it may concern,

I am writing this on behalf of Jing Chen, owner of Therapy Stores, whom I have worked closely with over the past decade. As a sale representative for several brands that are carried in Therapy Stores, I have had the chance to get to know the business and Jing and her team on a personal level. Jing is one of the most dedicated, intelligent, and hardest working business owners I have come across during my time in the industry. She always treats her vendors, customers, and employees with the upmost respect and care. Her employees are like family to her, and their gratitude truly shows through their loyalty to her and the business. Every time I enter one of the stores, I'm greeted with a warm smile and engaging conversation. The employees always take the time to help you find the perfect gift or special item for yourself. Never have I felt like I'm walking into a chain store...it's always a unique experience with a knowledgeable staff and eclectic offering of product.

Therapy Stores fully deserves to have a home in Placerville on Main Street. As a resident of Folsom, I frequently shop Main Street and love the charm and small town setting it provides. I am a firm believer that Therapy Stores will not only add to this charm, but also bring more shoppers to the community. It will offer an assortment of handpicked product that is constantly evolving to cater to a wide array of customers. The store will never feel stale or chain-like, and instead will blend perfectly as another charming boutique for locals and tourists to shop. Jing remains courteous about the brands that she carries in her various locations, and always asks the vendor/brand for approval before selling in any given territory.

In conclusion, Therapy Stores will be a vibrant and unique addition to Main Street, and Jing will be a wonderful owner to add to your business community.

Sincerely,
Jessica Fernandez

To Whom It May Concern,

My name is Nicole Fujihara and it is my pleasure and privilege to write this letter today in support of this wonderful company that I consider my family. I became part of the Therapy family back in 2011 but have been a long time customer for years before employment. Jing & Wayne have played such an essential role in my growth as a human being. This family has been by my side and supported me through some very difficult times in the last decade of my life. Jing, Wayne & Ava's dedication and support has always been unwavering and so many others would agree. It has been so wonderful to witness their daughter Ava become an essential part of this company as she was just a little teen when I first met her.

I cannot even begin to describe or explain the selflessness and dedication Jing, Wayne & Ava have for this family that they've humbly grown from the ground up. Very few people can say that they've worked for a family that was so personally invested in their employees and serving their communities. Therapy Stores is the type of business every community should strive to have. The Chen-Whelan family are the good neighbors one would want next door. This is a family that thrives on community, integrity and authenticity.

The family-owned aspect of this business is the foundation in which this company is built upon and the driving factor behind its success. Success does not make a business a "formula business". This family has worked tirelessly to ensure that will never happen.

Thank you for your time and the opportunity to support my family with these sincere words.

Sincerely,

Nicole Fujihara



Development Services Planning Division <pv.planning@gmail.com>

CUP For Proposed Therapy Store on Main st.

1 message

buggyandtoots@outlook.com <buggyandtoots@outlook.com>

Wed, Oct 28, 2020 at 4:21 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

My name is Debbie Furtado.

I own Mattywags at 376 Main St. I also own Treehouse at 327 Main st.

It has been brought to my attention that The Therapy Store has requested a CUP to do business in the Combellicks bldg on Main St.

I find this discusting that you would even entertain the idea of permitting a Bay Area chain store to encroach on the merchants on our beautifully designed unique Main st.

We have provided appropriate documentation for an urgent moratorium to be placed on the agenda for council to review. Main street merchants have been placed in a horrible position with COVID-19 and many other obstacles this past year. Please have faith in our hard working town and delay your position to grant a CUP until we can recover from the financial harm COVID-19 has placed on us as well as allowing us to be heard as a community. **NO ONE WANTS A CHAIN ON MAIN!**

People come from far and wide to our unique town. The community as well as merchants plan to roar like a lion. We will stand strong to stop this beautiful town from becoming just another strip mall. Please stand by us and let us be heard. Decline the CUP and be proud of what you say that you stand for. Keep Main st unique, and allow us unite as a community to figure out a good solution.

Thank you

Debbie Furtado

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Letter of Recommendation

In support of Therapy Stores (Jing Chen, Wayne Whelan)

To the City Council of Placerville or whom it may concern:

I am a resident of Alameda, CA. When Therapy Stores came to our Historic Park Street some years ago, there were a few doubters, of course, alarmed that "It's a chain store!"

What's special about Therapy Stores is that while they were able to expand to multiple stores over a span of a few decades, they are still the same mom (Jing) and pop (Wayne) that I met over 20 years ago. They run their small business in a similar way, treat their customers, employees, and commercial neighbors the same way, which is with respect and gratitude.

I worked for Jing and Wayne from 1999 to 2007, at their original San Francisco location, when I lived there. They are the kindest and most generous people I have ever had the pleasure of knowing. They are not a greedy faceless corporate chain. This is a family, making a living, and giving back to the communities that they know they owe their success to. As employees, we were told, "Treat customers well, and appreciate them, because they are really the ones who are paying your salary, not us." I've always taken that to heart, and as an online seller, apply that principle to my own happy customers. I also know that Therapy has consistently donated to various non-profit organizations.

It wasn't long before Therapy became a beloved part of Alameda's close-knit community. They invested in our community by hiring Alameda locals, supported local crafters by placing wholesale orders, and made donations such as sponsoring our Little League team. No other businesses suffered, as far as I know. When they ultimately had to close, years later, many of our residents expressed their sadness, through our online groups, and said they will now have to drive out of town to visit a Therapy Store. Therapy customers are loyal! I would not be surprised if Therapy customers will travel to or make a stop in Placerville, thus creating more foot traffic to Main Street.

I believe that having Therapy Stores in Placerville will add overall value to your community.

Sincerely,
Maria Goretti Yen

To Whom it May Concern,

I am writing in support of the Therapy Store. Initially I had reservation about their addition to the Folsom Historic District. I was concerned that they might not be the best fit for our local demographic. I also had concerns that they may compete directly with my own store.

I am happy to report that I no longer have any related concerns, and in fact the Therapy Store has been a very beneficial addition to Sutter Street. Their success is noticeable with the number of people walking around the district carrying the store's obvious orange bag. Far more telling, is the number of customers that come in my shop each day telling me that the woman at the Therapy Store told them that they had to check out the bookstore!

Folsom shoppers and Sutter Street business owners are lucky to have a new business of the caliber of the Therapy Store in our Historic District.

Sincerely,
Stacy Gould
Owner, Ruby's Books
724 Sutter Street
530-574-3617 cell

To Whom It May Concern,

I have worked for Keena, a multi line sales representative agency for 26 years. Therapy has been a customer of mine for 24 of those years. So to say that I have a breadth of knowledge and experience in working with them (and in this industry in general) is an understatement.

When we first started working together Therapy had one location on Mission Street in San Francisco. I have watched as the owners Jing and Wayne have worked tirelessly over the years to grow their business and open additional locations. I can tell you they are some of the hardest working and most committed merchants; attending more trade shows than anyone I know, constantly evaluating their product assortment, following trends, offering a variety of price points to their consumers. They bring this value to the customers they serve in their community.

They are not a deep pocket corporation coming in to take over main street and in no stretch of the imagination would they be considered a "large chain". They ARE a home grown, hard working success story of a small, bay area based business managing to succeed. All of their locations have always been located in neighborhoods, often the old town centers. They are also a family business, having watched their daughter Ava grow up over the years, she is now involved with purchasing for their stores.

I have also witnessed that they very much treat their employees like family. When the pandemic hit they purchased 2 weeks of groceries for all employees, full paid time off after the initial SIP and store closure and even paid for flu shots for all of them. I also want to mention that as they have opened additional stores they preemptively reached out to me to confirm that it was OK to carry my vendors in the new location. If there was a significant conflict of interest (i.e. another store already carried a significant portion of a line) then they honored that exception.

I have seen many times over the years these sorts of fears come up around a new store opening. If these other stores are serving their community and customers well, they will continue to be supported and have nothing to worry about. Competition is a good thing and can be a winner for all. Again, we are not talking about Walmart or Target here. Therapy is a California based, family owned small business.

Best,
Nanci Graham

To whom it may concern:

I have been an employee with Therapy Stores for a little over 3 years now and I am here to tell you why this has been the best company I have ever worked for and why I love everything we here at Therapy stand for. This is a family owned and operated business that has created a safe, fun place where people can come to feel good, and forget about what's going on outside our doors for a few minutes. We offer a wide-range of mostly local, U.S made goods, it's our mission to have something for everyone, from every age and every walk of life while still supporting local artists and other small businesses. We donate 1% of every sale company-wide to give back to our communities. We also make annual donations to many different charities/organizations we are passionate about. We have become neighborhood staples in the communities we currently have stores in as we are actively involved in those communities.

I personally have grown more than I could have ever imagined since having been employed with Therapy, professionally and outside of work. Our owners opened our first location in San Francisco themselves in 1994 . Having started from nothing and to see what Therapy is today, is truly incredible. Our owners are some of the most caring, genuine, humble, influential people I have ever met and I am blessed to call them my friends. They have mentored me for years always encouraging their employees to grow in and outside of work. They want to see us grow and be the best we can be, and they have been an extremely important factor in my growth the last few years.

We are not a large chain or corporate company. This is a small Mom and Pop business where the employees truly feel like family, we're a tight knit circle. We are selective when deciding where we want to potentially open new stores, and I know Placerville has a special place in our hearts. Please give us, Therapy Stores a chance to show you why you'll love our company just as much as we do.

With love,

Emily Grohs

(510)712-2186

emilygrohs@therapystoresinc.com

To whom it may concern,

My name is Nikki He and I have been with Therapy Stores for over 7 years, but I've known Jing and Wayne for over 23yrs. Therapy Stores began as a family business in 1994 and nothing has changed since day one. Jing and Wayne have operated Therapy as a mom and pop shop for as long as I can remember. My mother used to clean for Jing and Wayne back in the 90's. They have always been the most caring and selfless owner, even when Therapy Stores was just a start-up. They treat their employees like family and we still are family to this day.

Over the past 26 years I've seen Jing and Wayne go through a lot of ups and downs to get to where they are now. Therapy has opened a total of 17 locations throughout the last 26 years, only 11 are still standing. They have gone through a fair share of hard work and failures to make it to where they are. Each and every product in the store is handpicked by Jing. She goes to dozens of trade shows every year to find the right line of product for our customers. We do not have a huge team of buyers or personal designers to pick our products.

Therapy Stores is my second family, Jing and Wayne work closely with each and every one of the employees and get to know our story. If I ever need help with anything I can always count on Therapy Stores to back me up. My father was recently diagnosed with liver cancer. Jing would check in on me almost every day and make sure things are going ok at home. She would give me flexible days off to take my father to all of his appointments. It helps a lot to know that I have a boss who is so reasonable and accommodating for unforeseen circumstances. As an employee and a family member of Therapy Stores I vouch that Therapy Stores is a family owned small business that gives back to the community and not just takes. Therapy Stores donates 1% of annual sales to local schools, clubs, community centers and more...

Therapy is a business that has grown to what it is because we are led by two generous and caring individuals that always put others first. Therapy Stores has a strong ambition to serve our community. We would like to bring all the joy we can to everyone who walks into the store, we are not trying to steal anything away from anyone. Thank you for your time!

Sincerely,

Nikki He

To Whom it may concern,

I am writing you this letter on behalf of Therapy Stores Inc. in hopes that you will consider them as a valuable addition to your downtown. There is no way of getting around the fact that Therapy is now considered to be a small “chain”. A truth they do not hide or deny. However, it is also hard to overlook the fact that they achieved such a title one store at a time. The owners started out just as most small business owners do and they understand the struggles of the little man—having, themselves, faced many of the same trials and tribulations that other small business owners often face. The main difference between them and other small businesses, though, is that they turned what could have been defeat into triumph. Pushing forward over the last twenty-six years through hard times, recessions and now even a Pandemic to find ways to grow and continue to offer their loyal customers a truly one-of-a-kind, personal and customer service forward based experience. Their success should not be something that they are punished for, but, rather, something that other businesses admire and look to learn from.

As a former Therapy employee, who has personally worked alongside Jing and Wayne for years, I speak from a place of experience when I say that they make it their mission to add value to every community that they join and that they make it a point to give just as much as they get. I have been on the receiving end of their generosity more times than I can count and I am no exception. Numerous other employees, community members and even strangers can speak to their kindness too. Whether it be something as simple and selfless as matching a percentage of their annual sales, providing countless in store donations to local causes, volunteering their own time to walk for a worthy cause or feeding the hungry during the holidays to something as big as taking a chance and offering a job/opportunity to someone who is down and out the list of people impacted by this family and their endless kindness is long and ever-growing still. If these are not the type of people you want contributing to your town’s moral, I am not sure who you would want?

So, when deciding whether or not Therapy is a good fit for Placerville, I would ask you to consider all that they will add to your community and not what other retailers are worried they might take away. As columnist George Matthew Adams once said, "There is a tendency among some businesses to criticize and belittle their competitors. This is a bad procedure. Praise them. Learn from them. There are times when you can co-operate with them to their advantage and to yours! Speak well of them and they will speak well of you. You can't destroy good ideas. Take advantage of them." Therapy is presenting Placerville with the opportunity to learn from them and thrive with them. Yes, shops overlap on merchandise on occasion and similar brands can be found in many different places, but their Therapy Stores mission is uniquely their own and their brand recognition and loyal customer following is something that also makes them quite an an asset to any town that will welcome them. This is something that should excite you, and inspire potential neighboring shops not intimidate them. Especially since the large following they bring into your community with their well-known brand is additional foot traffic that will increase business and revenue for all shops on main street.

Sincerely,
Brenda House
Former Store Manager
Therapy Stores Inc.

Therapy Stores

Concerned Business owners of Placerville:

I have had the pleasure of doing business with Jing, Wayne, Ava and the extended Therapy Family for over 10 years. This is a hardworking family with community and integrity as a top priority when operating in all new and existing areas of their business locations.

As a manufacturer's representative, Therapy Stores when opening a new location has always consulted with me on other accounts in the new areas, wanting to respect any overlapping of products already carried in the neighborhood.

Therapy Stores will not hinder your business, they will help you improve your business with the excellent reputation they currently have. They have a fabulous following, perhaps customers who would normally not shop the area will want to now.

Paula Johnson

Anne McGilvray & Co.

To whom it may concern ,

My name is Tara Johnson and I have worked in retail for twenty years. Additionally, the past fifteen years of my experience has been in the role of retail management. I've worked for companies both large and small, which makes me grateful for Jing, Wayne, and Ava's family operated business.

My relationship with Therapy Stores dates back to my 20's when I was living in San Francisco. I was a customer long before I started my career with Jing Chen,, Wayne, and Ava Whalen. To this day I still own many products that I bought at the San Francisco location. I think this is a true testament to the products and service they provide a neighborhood. Out of all the shopping in San Francisco I always found myself back at Therapy. Now being able to work for the Chen-Whalen family I have a whole new respect for the store.

In all of my years of retail I've never had the opportunity to have an impact on not only my work but also my community in such a positive way. For example, being able to call, text or email the Jing or Wayne any time of day or night is unheard of in "Commercial" retail. The heart and souls of Jing, Wayne, and Ava is next to none. It is truly amazing working for this family, I honestly wouldn't trade working here for anywhere else. We have so many unique items that are all hand picked by Jing, if I ever have a light bulb out or a shelf to be built Wayne is there to do those things. In addition, they have kept the integrity and character of the Historic building at the Folsom Location. In particular, customers who grew up in Folsom are reminded of when the store was previously a hardware store, when they see the preserved tin walls. Hearing these stories everyday is just part of the reason why I can't stress enough that this isn't just another commercial store you will find just anywhere.

As the Store Manager in the Historic Folsom location I've been able to build relationships with both customers and neighboring businesses. Such as, Jim at Dorothea's, who has been in business since 1965 to Stacey at Ruby's Bookstore that opened a mere month ago. Both whom I call friends and colleagues. We all support and cheer each other on. When one of all our stores does well, we all do well.Or how about Tammy a customer who moved to from New York nine months ago and stops in Saturday mornings on her way to the farmers market to say "Hello" and see a familiar face. Gabbie who works down the street for a local construction company who comes in on her lunch break to not only buy but also chat with me about her weekend, how she's decorated her home with our products, or giving me a name of a local repair shop. It has created a great sense of community during uncertain times.

Thank you,
Tara Johnson
10/26/2020

Sonia Karam
San Jose, CA 95136
soniabkaram@gmail.com

To whom it may concern:

I am writing to express my support for Therapy Stores opening in downtown Placerville, as well as for Jing Chen and Wayne Whelan. I have known Jing and Wayne for 9 years, the first 8 of which I worked for them at Therapy Stores. To me, Therapy Stores is an example of what a small business can become when emphasis is placed on treating customers, the community and employees ethically. Jing and Wayne have been willing to share all of their knowledge and experience with employees and I have seen multiple ex-employees go on to successfully own and operate their own small businesses.

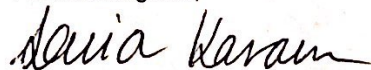
When I started working for Therapy 9 years ago, my mother had been diagnosed with terminal cancer. Jing and Wayne worked with me to make sure I had a schedule that allowed me to take her to weekly chemotherapy appointments and made sure I had time off for surgeries and any unexpected complications that arose. When things finally took a turn for the worse, they allowed me to take multiple weeks off to spend time with her before she passed and ensured that I didn't experience any financial burden from being off of work. I can't imagine any other employer being this compassionate. That time with my mother was the most amazing gift anyone could ever have given me and I will always cherish it. I have had ups and downs since then, within my family and my health and my Therapy family has been with me through it all. I have watched them extend the same level of support to other employees who have been faced with hardships and blessings, from deaths in the family and physical abuse to marriages and welcoming a new child to the world. I'm sure all employees can remember a time they had a cold and a warm soup was delivered to their doorstep.

I have watched the company evolve as more stores were added and was always impressed with the ability to maintain the company culture of compassion and generosity. I can confidently say that this same culture is extended to the neighborhoods in which the stores reside. As employees we shop at other local businesses, we know our regular customer's names (as well as their spouses, children and pets). We also know what other stores carry and recommend them to customers. We want local businesses to succeed and we are trained as new hires with this mentality.

Jing, Wayne and Ava shop all over the US at small local trade fairs hunting for unique products that will bring something new and different to the community. They always try not to overlap products with surrounding stores because they understand that in order for a downtown to be alive and thriving you need multiple stores that are successful, not just one. Every year, 1% of sales (not profit) are donated to the communities they are in, the majority of which go to underfunded public schools and food banks.

Employees are offered fair wages, health insurance, 401k, paid time off, tuition reimbursement, parental leave, etc. but in my opinion the absolute best benefit of working for Jing and Wayne has always been the community and overwhelming generosity and support they offer. Never before have I worked for a company where everyone knew the owners, has worked alongside them and has probably spent Thanksgiving at their home when they would have otherwise spent it alone. They truly treat their community and employees like family. I am confident that the Therapy culture and store would be a wonderful addition to your downtown and bring with it a strong following to enjoy what your city already has to offer.

With best regards,



Sonia Karam



CAVALLINI PAPERS & CO., INC.

October 28, 2020

To whom this may concern,

I am writing this letter of recommendation for Therapy Stores Inc. and the owners, Jing Chen and Ava Chen-Whelen. Cavallini has been working with Therapy Stores for over 20 years. They are a family business and care about the communities they serve. They are kind, professional and act with integrity.

Personally, I have gotten to know the team that works at Therapy Stores at the trade shows. Jing and Ava are always present, and they include all different members of their team each time they come to the shows. This always stood out to me as extraordinary. They do not operate with any ego about being buyers/owners for a chain of stores, rather they are interested in helping their staff have new experiences that helps them grow as people in the community.

I would think that Therapy Stores would be a wonderful addition to the town of Placerville. We are proud to have them as a customer and appreciate all the support they have shown us over the years.

Sincerely,

Sookie Koban

Vice President, Cavallini Papers * Co., Inc.
401 Forbes Boulevard
South San Francisco, California 94080

Stephanie Kofu
Scottsdale, AZ 85260
stephaniekofu@gmail.com

To whom it may concern,

My name is Stephanie Kofu, and I am a former employee of Therapy Stores. I am writing to express my support for not only the company, but the Chen-Whelan family as well. It was brought to my attention that in the midst of opening a new location, this family-owned business was being challenged based on what I believe are unsubstantiated claims.

In fall of 2017, I had the privilege of being hired at Therapy Stores. I began working in the distribution center of the company's warehouse. I was warmly welcomed and quickly found a place for myself there. By 2018, I was offered the chance to work in the offices in their headquarters. In between working in the distribution center and the office, I assisted on the sales floor as well. I worked in many different areas of the stores and learned a lot about the company itself.

From the day I was hired, I noticed a remarkable difference in the owners and management of Therapy Stores compared to other jobs I've had. Where some business owners can so easily keep their focus strictly on financial growth or what they can gain from their employees, Jing and Wayne took the time to get to know their employees and be there for them in ways that really matter. Aside from offering things like career guidance and competitive employee benefits, they created a space to grow and learn from one another. When they could keep the profits for themselves, Jing and Wayne chose to regularly donate a portion of it. At times we needed help in the stores or the distribution center, they stepped in themselves. Personally I've never come across a more hard working family. Yes, over the decades they have been in business, they have earned great success and a reputation to match. But the most important take away I have from my time with Therapy Stores is something I used to doubt: you can grow continuously and still keep your good character.

Jing, Wayne, Ava and our managers accepted their employees as family, and always spoke to us with kindness and respect. They were flexible if times were hard, and they were always generous. It saddens me to hear that misinformed people believe the negative claims about Therapy Stores to be true, when this family has worked so hard to build something of this scale with their integrity at its roots. This company was structured around family values and a strong sense of community, and I've always admired that as one of Therapy Store's greatest attributes.

Thank you for the opportunity to show my continued support of this company and family.

Sincerely,

Stephanie Kofu



Development Services Planning Division <pv.planning@gmail.com>

Therapy store

1 message

Craig Koski <mailbox@craigkoski.com>
To: pv.planning@gmail.com

Tue, Oct 27, 2020 at 8:58 AM

Please do not approve a special use permit to the Therapy Store. This is not a local business or business people.

Sent from my iPhone

HONESTLY GOODS

October 27, 2020

To whom it may concern,

I am writing this letter of recommendation for the owners of Therapy Stores Inc., Jing Chen, Wayne Whelen, and Ava Chen-Whelen. I have known the Chen-Whelen family for the past 4 years. I started my company out of my garage and over the past 4 years was able to grow my business, in large part due to Jing, Wayne and Ava noticing my products, appreciating handmade nature and willing to pay the price for the work that goes into them.

I used to live in Mt. View, CA and there is a Therapy store on Castro Street, where all the locals' shop. The store has that "hometown" feel, products and goods are geared toward the neighborhood and the city. It felt small town but offered so many different goods, handmade by people, like me, who don't mass produce.

My experience with everyone at Therapy, from Jing to administrative staff have always felt easy and respectful. They don't have turnover, like some other stores I deal with, so the relationship is important to me and my brand. When COVID shutdown started – there was outreach from Therapy – and we all worked together to support each other and do whatever we could to keep the doors open and orders coming in. We worked together to make sure that we could all survive this unprecedented time.

Therapy is a neighborhood store. They aren't a chain. They care about their vendors; it matters to them where we make our products and they don't try to price gouge you on wholesale pricing like big chains often do. They respect the work that goes into a product and will support it like they made it themselves.

2019 was a record sales year for Honestly Goods. In large part due to Jing, Wayne and Ava's support and faith in my product. They are by far my largest customer and I value our relationship. It has taken me almost 6 years to grow my business and I feel fortunate to have met Jing.

They will bring added value to any community by way of providing that hometown shopping experience that so many of us look for in our own communities. The hard work and attention to detail that goes into opening a new store isn't lost on Therapy. It is something to be celebrated and will be a welcome addition to any "Main Street" in any city.

Sincerely,

Mary Kral

Owner / Creator

Honestly Goods

To Whom It May Concern:

I just wanted to let everyone/anyone know what Therapy Stores means to me as a consumer and a Bay Area resident.

Therapy Stores is my "go to" place for every thoughtful gift I need to purchase. They not only offer a wide variety of items for all genders, but a superb collection of miscellaneous items perfect for gift giving.

However, what I love most about Therapy Stores are the people whom they select to work in their stores. Without a doubt, they have the best retail staff in the East Bay and beyond. There are times when I just pop in to say hello to whomever is working that day. It is my own version of therapy!

I have literally traveled some distances to go and visit some of my non local Therapy Stores and each one is staffed with courteous and helpful associates. Some of whom I've gotten to know through the years and I just adore them.

I've worked in retail and I know that it is not an easy job. What I can assess from my own working and shopping experience, is that the owners, Jing and Wayne treat their employees well, I'd say above and beyond what most retailers these days do.

There has never been a time when I've entered a store and not been greeted with a genuine smile and a salutation of a welcome nature. Key word here is **genuine**. These associates are truly pleased to be working at Therapy, that is some really great upper management when your staff is alert, happy and engaging. You can't fake that.

Once, while shopping at Therapy, Wayne came in with some bread and cheese for the associate who was working that day. No reason, he just stopped by to bring her a little snack. Pretty rad.

Therapy Stores get involved in their community, whether it is by donating to nonprofit organizations or participating in local merchant events. They are a fabulous addition to any community and I am so thrilled that, even with this disaster of a year 2020 has presented us, Therapy Stores are still open in my local community.

2020 has been tough on all of us, consumers and merchants. My firm, as so many companies did, had salary reductions and some layoffs. We were all affected in different ways. When Therapy Stores adapted to the pandemic mode by creating clever ways for us to shop digitally, I felt compelled to do my part to make some small purchases, not because I really needed anything at that time, but because that is how strongly I felt the need to support them as a customer. I did not want to lose Therapy Stores as an alternative to big box stores for my shopping. Many of their loyal customers felt the same way.

Thank you,

Cheri LaFontaine
Alameda resident

Dated: 10/27/2020

To Whom It May Concern:

I am a recent customer of Therapy Stores, as I walked into the store in small downtown locations in Pleasanton and Livermore. The store caters to local population with a personal touch and feel. The first time I entered the newly opened Livermore location, I was greeted by Jing. I did not realize she was the owner as she was very down to earth, personable, and pleasant. She works the floor herself, and that is how she maintains the culture and quality of her stores. I would like to highlight the following points as to why these stores would be a positive addition to any town.

“Mom and Pop” Small Business:

Therapy Stores is not a faceless corporate chain. Through hard work spanning decades they have managed to expand their small business into multiple locations. They run their small business in a similar way as they did when they were small, treat their customers, employees, and commercial neighbors the same way, which is with respect and gratitude.

Best Retail Staff:

Therapy hires the best retail staff. There has never been a time when I've entered a store and not been greeted with a genuine smile and a salutation of a welcome nature. There is never pressure to buy something. Yet someone will gladly give you a tour of the shop and show what's new. The associates seem genuinely comfortable and pleased to work here. This shows that Jing puts in an effort to not only hire the best people, but looks after them to keep them happy to work at Therapy Stores.

Community Involvement:

Therapy Stores get involved in their community, whether it is by donating to nonprofit organizations or participating in local merchant events. They would be a fabulous addition to any community and I am glad to see them adjusting to prevailing pandemic conditions and keeping Therapy Stores open in my local community.

Sincerely

Akhtar Mahmood
Pleasanton Resident

To Whom It May Concern,

My name is Janell Martinez and I am an employee at Therapy Stores. When I started working for Therapy Stores, I was finishing my last year at the University of California, Berkeley. I applied for a Sales Associate position and interviewed August of 2019. The day of the interview I was hesitant to attend because I was tired of working retail throughout college, but I quickly learned that Therapy Stores is much more than retail, it is a space that cultivates community, it is authentic and transparent, it is compassionate and giving, and most of all, Therapy Stores is a family to all.

Jing Chen and Wayne Whelan truly care about the well-being of their employees and the communities they touch. For the past 26 years, they have made it their life's work to create a store that feels like home for both their employees and their customers. Most importantly, Therapy Stores never takes from its communities, instead they give as much as they possibly can even when they do not have it. From donating 1% of every sale to non-profits in the communities they are in, to raising over \$29,000 for social justices this year alone, just gives you a glimpse of how much they really care about the world around them.

I want to share a personal story that illustrates the amount of hard work, sacrifice, and compassion that defines Therapy Stores.

On November 26, 2019, it was my third month working for Therapy Stores, I was still very new and just finished my training. The night before my morning shift, I had a traumatic experience happen to me but I still went into work to try to forget what happened, but throughout my shift I couldn't seem to hold myself together. So, I called my manager and shared with her what happened and within minutes, Ava Whelan, the daughter of Jing Chen and Wayne Whelan, reached out to me. She comforted me on the phone and allowed me to close the store, and offered me money to Uber home. Then Wayne Whelan, showed up to the store to relieve me but before he did, he played a song for me and told me that I wasn't alone and that he would be there if I ever needed anything. Later that day, both Jing Chen and Ava Whelan showed up to my apartment with warm food and hugs. We talked for a while that day and Jing offered her home to me, so that I wouldn't have to spend the night alone. In addition, they gave me paid time off from work until I was ready to come back and provided me with countless of resources.

You see, a 'formulaic' company doesn't do this for their employees, a community-based company like Therapy Stores does. The love they shared with me that day, is the same love they share with all employees and customers of Therapy Stores. I am forever grateful for the unconditional love and support I have experienced from Therapy Stores, and I hope the Placerville community is able to witness their love firsthand.

Thank you,
Janell Martinez
Janellmartinezd@gmail.com

To Whom It May Concern:

I am writing this letter of reference favouring Therapy Stores Inc. I have been a loyal customer to them for the past twelve years.

Besides being a happy customer for over a decade, I feel like I have also become part of their family, because that is how they run their business. Jing, Wayne and Ava not only get to know their customers on a personal level but they are also highly active in giving back to every community they are a part of. There is no other store I can think of where I can walk in and have the owners not only know my name but also know all my family members' names, know about my sweet dog and my weird cat and it is because they genuinely care about people and building strong sincere connections. Being a big fan of Therapy I have managed to travel to almost all of their stores, given that each one is so unique. It is very evident they really consider each location to ensure members of their new community feel welcome and at home. Their staff is hired locally and even provides local recommendations on where to shop and eat for the day. When Covid hit, I did my best to support their small online space, ordering gifts and jewelry from their instagram page. I would love to see Therapy and their family get back into the store and continue their success of serving their community in so many ways.

If you have any further questions about my positive experiences with Therapy, please feel free to contact me 602-538-6703 or Catmayfield@gmail.com

Sincerely,

Cat Mayfield

Jim Metzker
CEO Dorothea's Shoppe
801 Sutter Street
Folsom, CA 95630

To whom it may concern,

I have owned Dorothea's Shoppe for 7 years. I have seen many businesses come and go as running a small business is extremely difficult, especially under these stressful times. When The Therapy store moved in across the street, we were pleasantly surprised on many levels. They are committed to making the Folsom Historic district a better place to shop, they also bring a lot of new and fun items to our district. I am grateful that they chose to open a business on Sutter street as they are a huge asset.

Please feel free to contact me with further questions.

Jim Metzker
916-985-2714
dorotheas@dorotheas.com



Development Services Planning Division <pv.planning@gmail.com>

Conditional Use Permit 20-04- Therapy Stores

1 message

Ruth Michelson <ruthmichelson@sbcglobal.net>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Wed, Oct 28, 2020 at 4:50 PM

Dear Planning Commission-

I would like this letter to be part of the packet given to the Planning Commissioners on this CUP 20-04, to be heard on November 3rd, 2020.

I am going on record as being **against** the approval of the CUP for the Therapy Store for the following reasons.

1. It is a formula business, having more than 5 stores. Because of this, it comes before you to obtain its CUP. To my knowledge, the Planning Commission looks at the CEQA issue of signage as a main determinant of approval or disapproval. I think this is in error. There are other CEQA issues of relevance, such as blight. See more on this issue below.
2. If this very large successful chain comes into the Central Business District (CBD) of Placerville, it will do severe damage to many of the existing Mom and Pop establishments that can not compete with the buying power of a chain that has done reportedly \$70 million in business over their 24 years in existence. This number is extrapolated from the website report that Therapy Store has given \$700,000 to charity, 1% of their sales, which implies a total of \$70M in sales overall. If these businesses go out of business, blight in the CBD will follow.
3. Much of the products sold in the Therapy Store, as seen on their website, are redundant with products already sold on Main Street in the CBD.
4. The current stakeholders, the businesses on Main Street, need to be considered ahead of a newcomer. The stakeholders have put their livelihoods on the line during this most difficult year and for many years. Loyalty and responsiveness to current stakeholders is of higher concern than that of someone wanting to enter our marketplace and do damage to existing business owners, especially at the critical holiday season for retailers. Current stakeholders are your constituents, and we, the Planning Commission and the constituents, need to be forming a cooperative alliance, and not one in which City officials and appointees are going against the will and the livelihoods of the people.
5. We have a unique downtown, one which attracts locals and tourists alike. If we continue to fill our stores with formula/chains that people can find in their home towns, they will have less reason to come to Placerville. The charm of the "getaway" will be gone, and we will become just another "Anytown, USA." This issue cannot be underestimated. For those of us who speak to customers on a daily basis, we know why people come to Placerville from far and wide. They come for the charm, history, and uniqueness.
6. The argument of "we need to fill an empty building to get sales tax revenue" is short-sighted and false. When this argument was used recently with a formula fast food restaurant in the CBD, there were 10 other mom and pops lined up that would have been grateful for the space. This Therapy Store business would no doubt bring in good sales tax revenue for the near term, but, that must be

balanced with the other CBD businesses that would have less sales or go out of business as a result of the Therapy Store presence.

Thank you for considering my input. My hope is that you will deny this request for a Conditional Use Permit.

Thank you.

Ruth Michelson
[352 Main Street](#)
[Placerville, CA](#)

Deborah Munk

October 27, 2020

To Whom it May Concern,

My name is Deborah Munk and I have known Jing and Wayne since they had a tiny 500 sq ft shop in the Mission District in San Francisco where they sold used furniture. In the early 1990s they moved to a larger space and I was hired as their first employee where I stayed until I finished my master's degree seven years later.

I have known their daughter, Ava Chen-Whalen, since she was born. She now manages the very store she practically grew up in and helps her mom do the buying. Their shop is truly a family owned business.

In the early days, when he wasn't loading furniture into the store, you could find Wayne out in front, drinking a cup of coffee and talking to all the neighbors and other store owners. While Jing certainly helped move her share of armoires, she was usually inside arranging and rearranging, and of course, talking to the customers. They knew everyone in the neighborhood and brought much joy to Valencia St. and have carried this sense of community and family with them to their other stores.

I am so proud of the business they have created from very humble beginnings. And while they and the business have grown over the years, their values haven't changed. They are community minded, they treat their staff like family (many of whom stay for 10 years or more), their customers are top priority, and they are service oriented. Besides these values, they are incredibly bighearted and donate money to many organizations. As an employee, I saw first-hand their generosity and kindness over and over again. I've seen Jing stuff extra clothing into customers' bags if they can't afford a purchase and Wayne would give the shirt on his back if someone needed it.

Most recently, they reluctantly opened an online store, but only because of Covid 19. They have always said that they want to interact with their customers face to face not through an online purchase, even though this would have generated more income.

They are still at it 26 years later. You can find Wayne moving furniture and drinking a cup of coffee in front of a store, and Jing talking to her customers, who she considers friends. They will be a great addition to any commercial area and their presence will increase foot traffic for all the other businesses. I am proud to be a friend, a customer, and former employee.

Please feel free to reach out if you have any questions.

Deborah Munk
415-642-9440
debmun@gmail.com



Development Services Planning Division <pv.planning@gmail.com>

Objection to CUP

1 message

Jack Nissen <pntxjack@aol.com>

Tue, Oct 27, 2020 at 5:40 AM

Reply-To: Jack Nissen <pntxjack@aol.com>

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Dear City of Placerville Planning Commissioners:

I am a sixteen year member of the Gold Country Artists Gallery ([379 Main Street, Placerville](#)) and a nearly thirty year very frequent patron of businesses in downtown Placerville. (I write this letter for myself, and not on behalf of the gallery.)

I value very highly Main Street's unique look and feel having no franchise and/or formula businesses, but only businesses owned and operated by "locals". The economic damage to our locally owned and operated businesses if the CUP to the "Therapy Store" is granted is incalculable.

I am not alone in that respect-my friends, neighbors and visitors with whom I have spoken agree-Main Street's lack of formula businesses is highly valued.

I write to object to the issuance of a Conditional Use Permit for "Therapy Store" at 339 Main Street.

The "Therapy Store" operates eleven locations, including one out of the state of California. (It is already advertising "Coming Soon" to Placerville on its web site.)

The "Therapy Store" is a formula business and it should not be permitted to operate on Main Street.

PLEASE deny the application and preserve the unique character of our downtown Placerville.

Thank you.

Jack Nissen

(530) 642 0390

To the community members and proprietors of downtown Placerville,
As the HR Manager for Therapy Stores Inc. it is my responsibility to provide details and information about the company's organizational chart in hopes that it may give insight to the values of our brand. These values have unfortunately been called into question and disparaged by inaccurate information that I vehemently deny.

Despite the narrative provided by some of the current business owners, Therapy continues to operate as a small business with incredible dedication by a small group of individuals. Therapy has been built from the ground up with no advantage except for the hard work of the owners and our small staff, which currently sits at a total of twenty five people. Despite the sometimes complicated implications from an HR standpoint, the owners are extremely active in the day to day operation of the business and work alongside not just their management team, but their sales associates. To claim that the organization is a chain or anything other than a family owned business is not only misleading, it is simply untrue. It is because of this hard work that Therapy Stores has proudly opened locations in small communities to bring jobs, commerce, and patronage. It has been our hope to do this in Placerville and sit with, not against, members of this community.

The concept of Therapy Stores has always been to create a place of inclusivity, a place where there is something for everyone. That is also how Therapy interacts with the external environment and what has led to our success. I would urge the current individuals who oppose this opening to think about the good of the community, commerce, and future of Placerville, not just their own wallets. This is the thinking that got Therapy to the place it is today.

Very Sincerely,

Alexandra O'Dowd

AMANO STUDIO

HANDCRAFTED IN CALIFORNIA

10 Maple Street, suite 201, Sonoma CA 95476 ** 707-996-4920 -- info@amanotrading.com

To whom it may concern, this is a letter of recommendation and support for the family owned business Therapy Stores. I have known Jing Chen, Wayne Whelen and their daughter Ava Chen-Whelen for over 20 years. From modest beginnings as a small vintage furniture store in San Francisco, they have grown with boutiques around the Bay Area. Their stores are beloved and welcomed by the communities they operate in. They are known for offering an appealing and interesting selection of gift, apparel and accessories at very fair prices. They are also known as being generous, responsible employers.

They also support many small Northern California makers (Amano Studio included). As a small Sonoma based jewelry maker, Therapy has been my biggest customer and has been an important part of the growth of Amano Studio. Furthermore, they are honest, fair business partners.

The success of Jing, Wayne and Ava's stores is the result of being sensitive to the community's needs: those of the other merchants, their employees and their vendors and they should be welcomed in any community with open arms.

Sincerely,
Seana Pedelaborde
Amano Studio
Designer/Maker

To whom it may concern,

I am writing this letter of support and recommendation for Therapy Stores, Jing Chen, Wayne Whelan and Ava Chen-Whelan.

I have worked in retail for over 15 years at real “chain” stores, and Therapy Stores is not one of those. I started working at Therapy Stores nearly 3 years ago. From my first interview with them, I knew this was going to be an amazing experience, and I’m continually impressed by Jing, Wayne and Ava’s integrity, support, respect and fostering a sense of family and community.

The best part about working here is the fact that we have stores in beautiful downtown areas. We coexist wonderfully with the other boutiques, bakeries, book stores and restaurants in the neighborhood. I have the privilege of being able to travel between multiple locations, and getting to know our different communities. It is so special to have regular customers who have been calling Therapy Stores their “go-to” place to shop for years. I can go to Pleasanton one day and chat with our upstairs neighbor, Milton, then head down to Mountain View and see Toni and her girlfriends out shopping after their weekly dinner at Agave.

Jing, Wayne and Ava have grown this business with their own hard work, store by store, over the course of 26 years. They put so much detail and effort into every space they create, and curate it with the most fun, insightful, and thoughtful items. It is such a privilege to have employers that want to see you grow and succeed.

In conclusion, their hard work and dedication shines through in all of our staff and in our communities. Therapy Stores is an asset and pillar in the communities they’re a part of.

Best Regards,
Savannah Peña



Development Services Planning Division <pv.planning@gmail.com>

Keep Chains Off Main

1 message

Emily Peter <emilypeter@gmail.com>
To: pv.planning@gmail.com

Wed, Oct 28, 2020 at 3:17 PM

Planning Commission,

I'm writing to oppose the opening of Therapy on Main Street.

They carry similar items already carried in multiple stores on Main Street. What are they offering then? These owners are not local and do not care for Placerville as much as the small business owners on Main Street do.

The charm of Main Street Placerville will be lost when chain stores begin opening. I can visit chain stores in Folsom, Roseville, Sacramento, and so on. Placerville thrives off the community built from unique, locally-owned stores. Totem, Panic & Swoon, Midnight Kin, Matty Wags, Placerville Public House, The Independent, etc. are the reasons I drive from El Dorado Hills to Placerville for shopping and food and drink.

Please consider helping the businesses already on Main Street sustain their business. These are real locals who have worked hard to create a vibrant Main Street.

Kindly,
Emily Peter-Corey

Planning Commission
Town Hall 549 Main Street
Placerville, CA 95667

RE: Tuesday, November 3, 2020
339 MAIN STREET - CUP 20-04 AND SPR 20-04 – Therapy Stores:

As the Elected Board of Directors representing the Placerville Downtown Association (PDA) we ask that the City Planning Commission deny this Conditional Use Permit and Site Plan Review. The PDA represents many merchants and businesses on Main Street within the Central Business District. Many of these business owners bought into the understanding that they were investing in a pedestrian-oriented, unique shopping area that would be protected from encroachment by unrelated and incompatible uses within a historic city. It is also well known that the downtown serves as a public gathering place for numerous events in which the local business owners are heavily involved, both in supporting financially and physically. Placerville being the County seat, these events are a benefit to the entire County. Formula Business are not geared to contribute to these types of activities. More formula businesses will mean less events that contribute to the unique character of the downtown.

The Merchants and Business owners within the Placerville community Central Business District (CBD), wish to see the City policy makers consider their General Plan and supporting ordinances placed to protect the Downtown's historic gold rush identity that is the backdrop of the community "culture" and experience. The City of Placerville's documents repeatedly cite a commitment to the **unique character** of the Central Business District within their General Plan, their zoning ordinances, and their streetscape plan.

FACTS:

As ordained by the City Council on 2/24/2004 with ordinance 1597, as follows; the Community Design Element of the City of Placerville's General Plan includes policies pertaining to the quality of life in Placerville by maintaining the City's foothill landscape character, small town rural atmosphere, prospering local and regional business center; and, maintaining the City's Gold Rush heritage. And, further contains policies reinforcing the Central Business District as the icon of the community; the City Council finds that these policies are necessary to preserve the unique and historic character of the City's Central Business District, including regulation the aspect of businesses, services and merchandise which reflects the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City's overall economy; the City Council further finds that certain Formula Business establishments do not reflect the unique character of the community and the desired aesthetic ambience of the Central Business District in that they offer standardized architecture, use and character identical to similar Formula Businesses located in other communities and , thus, cannot contribute to the established uniqueness of the Central Business Districts;

CITY OF PLACERVILLE MUNICIPAL CODE — TITLE 10, ZONING ORDINANCE
10-5-14: CBD, CENTRAL BUSINESS DISTRICT ZONE:

(A) Purpose: This Zone is established in order to:

1. Provide for a broad range of pedestrian-oriented commercial, institutional, and public uses.
2. Protect the downtown area from encroachment by unrelated and incompatible uses.
3. Differentiate the downtown area from all other land use designations because of its **unique** character. (Ord. 1487, 14 Jan 1992)

I understand that a formula business, as defined by the City has the right to apply for a conditional use permit as long as they “are in harmony with the various elements or objectives of the Comprehensive General Plan.” We believe that a formula retail store that has a buying power advantage over individually owned stores will be detrimental to the merchant community within the CBD and is not in harmony with the unique character that has been established by the locally owned downtown businesses.

Per City Code: “FORMULA BUSINESS: Any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity. (Ord. 1597, 10 Feb 2004)”

Businesses on Main Street have worked hard to create one-of-a-kind experiences along with creating a working downtown. The City of Placerville’s Planning Commission is currently the steward of the ordinances that were put in place to protect the uniqueness of the Central Business District. Allowing a large formula business with products collectively similar to so many of our small downtown shops and with buying power to undercut these individual shops will lead to degrading the uniqueness of the Central Business District. Losing these individual shops due to inability to compete with a formula business will leave a hole for other formula businesses further degrading the CBD’s uniqueness.

Historically the City of Placerville has maintained the image of Placerville as a gold rush destination town. Placerville is unique not only because of its 1800’s architecture, but because of its small individualized shops and restaurants. This unique character would be adversely affected by the inclusion of “formula businesses” and would conflict with the historical, distinct atmosphere and unique character for which Placerville is famous.

Therefore, this project must be denied because it is encroaching and incompatible with the individual stores and not compatible with the City of Placerville’s unique character.

Per the sign regulations for the Central Business District:

Per City Code: 10-4-17: **“SIGN REGULATIONS:** (A) Purpose: The purpose of this chapter is to provide minimum standards to safeguard life, health, property, and the public welfare in keeping with the unique aesthetic and historic character of the City of Placerville by regulating and controlling the size, height, design, quality of materials,

construction, location, electrification, and maintenance of all permanent and temporary exterior signs and sign structures and to accomplish the following results.”

It is clear that the signage will be similar to the other and growing Therapy stores. Just because the exterior will be simplistic does not make the power and sameness of a chain any less impacting.

Therefore, this Conditional Use Permit and the Site Plan Review must also be denied because the sign is not in keeping with the unique aesthetic and historic character of the City of Placerville.

Since the Planning Commission illegally opened the door to Sourdough as a Fast Food/Formula Business, others are now following as predicted. This will quickly change the unique character that brings so many locals and tourists to our historic downtown.

Members of the Placerville Downtown Association has asked visitors what draws them to Placerville. Almost always, the answer is that they come because of our unique downtown and our commitment to the history of this region. They want a taste of the small-town life where there are no well-known formula businesses that remind them of Anytown, USA. The question has been asked as to how visitors would feel about the introduction of a formula business and they are all horrified and fear that it will ruin the quaint, unique atmosphere they have come to appreciate so much.

We ask that the City Planning Commission abide by the City Codes, respect the General Plan that protects the **unique and historic character** of Placerville's central business district, including regulating the aspect of businesses, services and merchandise that is reflective of the history and people of the community and which has become a cornerstone of the visitor industry which is a key component in the City's economy and culture. Therefore, I ask that you deny the Conditional Use Permit and the Site Plan Review for the Therapy Store.

Thank you for your consideration,

Bryan Chase
President of the Placerville Downtown Association

Tim Taylor
Treasurer of the Placerville Downtown Association

Heidi Mayerhofer
Secretary of the Placerville Downtown Association

Email: bryanchase85@gmail.com

Nancy Prickitt

1 Manor View Drive • Fairfax, CA 94930 • Phone: 415-309-9891
nancyprickitt@gmail.com

Letter of recommendation for Therapy Stores

To whom it may concern:

I am writing to express my support for Jing Chen, Wayne Whelan and their daughter Ava in specific, and the Therapy stores in general. I have known Jing and her family for 25 years and I can honestly say that they are the most conscientious business owners I have ever dealt with.

I was a representative in the accessory industry for many years. I was fortunate to have a line that was in very high demand. I watched as Jing and Wayne and then Ava grew their business from a small mom and pop store in San Francisco. They did this throughout difficult financial times in Northern California history and always with extreme professionalism and integrity.

If you are familiar with business in a small town then you must be familiar with the fact that some lines are highly desired and some store owners will try to establish relationships with companies that already have existing clientele in geographic areas. Jing and Wayne were always above reproach and very respectful of others stores product mix. I cannot say that about some of their neighbors who tried to convince the companies that I worked with to sell to them. This kind of activity would never even be considered by Therapy.

As for Therapy being a “formula” store, that is the last adjective that I would use to describe this business. The owners are constantly seeking to promote and establish business avenues for creatives of all types, but especially small businesses and especially those based in Northern California. Jing, Wayne and Ava spend enormous amounts of time and energy seeking out the best product mixes for their stores. Not something I can say about every retailer.

There is one other thing that I think you should know about the owners of Therapy. And that is the extent to which they have always gone to take care of their employees. This is truly a family business in every sense of that word. The first thing they did when the pandemic caused a shut down was to go out and buy two weeks of groceries for each and every one of their employees. You don't see that level of humanity very often in business.

In summation, I believe that there is nothing to fear but everything to gain from allowing THERAPY a place in downtown Placerville.

Sincerely and with best regards,

Nancy Prickitt
nancyprickitt@gmail.com
415-309-9891

October 27, 2020
Chrystal Quartermaine

To whom it may concern,

My name is Chrystal Quartermaine and I have been employed by Therapy Stores Inc since 2018, and a customer since 2013. I grew up in Perth, Western Australia and moved to San Jose, California in 2013 with my husband. We wandered down Castro St, exploring Mountain View as new residents of the town and happened across Therapy Stores inc for the first time, from that moment I was hooked.

One of the really wonderful things about Therapy Stores Inc is the propensity for inclusion and representation. There is something for all ages, ethnicities, genders and identities, leaving no-one behind. Anytime my husband and I entertain visitors, a trip to therapy stores is right at the top of sightseeing lists. In fact, we regularly have customers drive down from Seattle just to come to our store in Portland. A visit to a Therapy Store can make any day better.

Jing and Wayne have a great reputation and are known for their generosity as they donate money to local charities/organizations and schools. Wayne particularly has a reputation for donating time and man hours to businesses in the area that need help, advice or simply an ear. Jing has an uncanny ability to make you feel like you've known each other for years, a mere 5 minutes after meeting. Nearly everyday there is an email from Jing to the stores encouraging staff to do our best, and be our best, whether it be personally or professionally.

I feel so lucky to know the Chen-Whalen Clan, they are truly and deeply lovely people and will be an exciting addition to any community they are apart of.

Sincerely yours,

Chrystal Quartermaine

Gayle Rohl
4581 Ridge Drive
Shingle Springs, Ca 95682
10/26/2020

Dear Placerville City Council:

The Combellack's Building at 339 Main Street in Placerville was owned and operated by myself and my family for over 130 years. During that timespan we have helped to make Downtown Placerville the shopping destination it has become and contributed to many fundraisers and charities.

The purpose of this letter is to request that you grant a conditional use permit to the new owners of the building, Jing Chen and Wayne Whalen.

During the process of selling the building, I went out of my way to find a buyer who would fit in well with Historic Downtown Placerville. I think the Therapy Store is a great fit for downtown, and will help bring in more shoppers for all of the downtown merchants. They are a family owned and operated business. Ava Chan-Whelan is Wayne and Jings Daughter, she also works at the Therapy Store. They have been in business for 26 years and have a proven track record of success. They understand the long hours, worries and commitment it takes to be a business owner. Their mission is to serve the public, and they will continue that mission in their new Placerville location. In conclusion, I believe that granting a permit for the Therapy Store to operate on Main Street would have a positive effect on Main Street and Placerville as a whole.

Sincerely,

A handwritten signature in cursive script that reads "Gayle Combellack-Rohl". The signature is written in black ink and is positioned above the printed name.

Gayle Rohl

To Whom it May Concern,

My name is Alice Ruiz and I am no longer an employee at Therapy Stores but working for them is a time of my life that I truly cherish. Jing Chen and Wayne Whelan treat everyone who works for them as whole individuals who deserve to be fostered just as much as their family business. This attitude extends to the communities in which their stores inhabit. Each store is tailored to that neighborhood's needs as well as donates specifically to organizations that will have an impact in those very communities. Jing, Wayne, and their daughter Ava Chen-Whelan work incredibly hard and while to the outside it may appear to be a chain of corporate stores due to the number of stores, I can tell you first hand that they have a personal hand in every location. Jing Chen still works in every location behind the register alongside her employees and she personally conducted my interview. The number of stores Therapy has been able to establish is proof of hard work and a family's personal devotion to reaching as many communities as they can, in hopes to bring small makers, talented artists, and a unique selection of items to their doorsteps. Their goal is to uplift their employees, the communities they work and live in, and the artists/makers they employ and showcase in their stores.

To me and many, Therapy represents community. The character of Therapy is unmatched by any other employer I have ever had. When COVID hit and the news that we may have to shut our doors on March 17th, they personally made sure that groceries to get each employee by for a Shelter In Place order were delivered to all locations. They set aside 2 weeks of pay for every employee in an incredibly unclear time and Jing used her personal savings to pay out the vendors the store orders from to make sure that nobody was going to be left high and dry. Jing and Wayne care deeply about each individual store, from the way a customer feels walking into our store and on the larger scale through donations and community outreach. They are an incredibly humble family operated business that have managed to maintain small business roots while growing and have always kept their core values. I sincerely hope that Placerville allows the city to have the chance to experience Therapy first hand because from the first hello when you walk in the door, you will know what kind of business owners Jing and Wayne are.

Thank you,

Alice Ruiz

Letter about Jing Chen and Therapy Stores

I met Jing professionally and learned right away the story of this incredible hard working, passionate, Asian American female business owner. That was my first impression I sought out her rich benefactors and I found there aren't any. She isn't a huge corporation with layers of management. I met many in business who spout things like customers first, customer centric, customers are job 1! I get that but in Jing I know who tells stories about her customers and employees. She is sincere in her care about products from producers of all sizes not just the same stuff I see at big stores. She brings products that are playful, important, whimsical and useful for individuals, couples and families. She sees products with her customers because she knows her customers.

Business owners got crushed through Covid those who can pivot and can adapt can survive. Jing thinks and spends energy in planning. Her care for her employees is impressive. She was able to take would many would say is high exposure during Covid and strengthen online as a way for her customers to shop safely. She is part of many downtowns throughout our State. Her feet are in and out of stores, meeting with community leaders. She puts immense energy into sourcing from vendors with products she believes in completely. This focused incredible business acumen, energy and skill is rare. She invests in her employees and the communities where her stores are located. She has been in some locations for years and is a fixture. She collaborates so many folks believe any competition is bad. She sees that no one store or owner can serve everyone's needs. This is refreshing in financing I meet many who talk about themselves and she will bring the conversation back to others or even me a subject I adore. She would admit freely not every decision is perfect and desire to try and to invest in communities is everything that is our Country.

In closing very impressed with Jing as a well-rounded, bright, energetic, caring, passionate business owner on a path of service and delivering products that surprise, make you laugh, get you to think and bring people together. I don't think she likes labels too much and I try to avoid saying what a successful Asian American female business owner, community leader. I think she would say I really care about customers, employees and products and can tell you why, She has been through multiple financial challenges business owners face. She doesn't see herself above the rest tries to learn from experiences and move forward towards helping more people now!

Professionally I want to recommend Jing Chen as (I am using titles) a community asset, employer, proud store owner, guardian of her customers and loves to hear others laugh and see smiles in her store.

Thank you

Alan Russell

Loan Advisor

Golden1 Credit Union

880 East Campbell Ave ste 104

Campbell, Ca. 95008

To Whom it May Concern,

Just over a year ago, I began working at Therapy. I had just graduated from UC Berkeley and quit my job at Target which I had for five years throughout my schooling. It was an incredibly challenging time as I began transitioning into the next phase of adulthood and really working out what I wanted to do. One afternoon while wandering around downtown Alameda where I live, I stopped in front of Therapy which I had been in many times before and thought, “hey, I love shopping here and the people who work here, why not apply.” Within a couple of weeks I was sitting down for an interview which felt more like a conversation with a friend I hadn’t seen in a few years, but nothing really changed when we got together again. I began work the very next day.

That is truly the best way I can describe what it’s like to work at Therapy, and Therapy as a company. There is a comfortability there that can only come from people who care deeply for what they do and the people they serve. Jing and Wayne have never been faceless entities at the helm of a corporation as some are trying to paint them; they are in the stores, they are building relationships with their customers and employees, and most of all, they are still loving what they do even 25 years on. The reason they have seen so much success is because of their core values, ones that are instilled within the company and the people who work there. We are taught to have compassion, to understand the values of our customers' time and money, and how important it is to be thankful for their business, no matter how small.

We are in an age of rapidly developing and changing technology that has been the cause of many smaller businesses shuttered windows and doors. It is hard to compete with the instant gratification that a computer screen and quick click of a mouse brings; but it is something that Therapy has continuously evolved and grown with. However, I would like to acknowledge that although Therapy has grown, the heart of it has remained; and that is the initial spark that started the company many years ago. Building connections with the community and customers has been at the forefront of Therapy’s success. The loyalty that Therapy has garnered from consumers as well as employees is evident from the moment you walk in and felt long after you’ve left that can only come from the heart of a small business. Although I have only been with the company for a year, I have a fierce loyalty and gratitude for the people I work with and the owners who have shown me what it is like to work for and with someone who cares for you not just as an employee, but as a person. They have always encouraged growth and new opportunities, but have never forgotten where they came from and who helped them along the way; and that is what makes them so special.

Thank you for your time and heartfelt consideration,

SHR

To whom it may concern,

I have worked for Jing and Wayne at the Therapy store in Portland, OR, for 3 1/2 years and they have welcomed me into the small Therapy family with open arms. I have worked at big box chains in the past (Levi's, Paper Source, The Body Shop) and have never seen these businesses participate, become part of, and care for the community they're a part of anywhere near the level Therapy has. As one of two employees in Portland, I have experienced first hand how Jing and Wayne have positively impacted the St. Johns, Portland community. They are not looking to run anyone out of business but rather join and grow with everyone else. I truly believe Therapy will be an excellent addition to the Placerville community.

Ashley Shubin

To Whom It May Concern,

As we all know the retail landscape is facing challenging times and small businesses especially are having to reinvent the wheel in order to survive. I am writing this letter in support of Therapy Stores being permitted to open in downtown Placerville. Therapy Stores is founded on entrepreneurial spirit and a sheer will and desire to make a living doing something that brings joy to others. Jing Chen and Wayne Whelan started selling used furniture out of the back of a truck in the Mission District of San Francisco over 30 years ago. They had a vision to one day open a store and be able to bring their passion for furniture and retail in general to the community. At that time the Mission District was not what it was today. Jing and Wayne worked day and night to be able to open a small community based business which formed strong relationships with its customers and resulted in lifelong friendships. I hope that you will be able to see why you would want Therapy Stores to be a part of the Placerville community, because in essence Jing and Wayne have created a family of stores that have become deeply invested in the community. They are authentic, caring and always give back. They carefully choose where they would like to open a store, knowing that it isn't just a space to sell goods, it is a place for people to come and find something that they love, make a new connection and bring joy in their lives.

I can speak to how much they care about their employees as I was first a loyal customer and then an employee. I worked for them over the course of 4 years in a critical time in my life and they guided me to find my own career path. I admire and respect them even more after becoming an employee which isn't always the case with a job. Seeing first hand how involved they are with every aspect of the business, they are not absentee owners. They know their business and every employee who is lucky enough to become part of the Therapy family is shown the opportunity to learn, grow and evolve on a professional and personal level. That's the thing with knowing Jing and Wayne, the more you get to know them, the more you will understand that they are hardworking, inventive and truly inspiring small business owners which bring something incredibly unique and refreshing to the table. What you see is what you get and at face value they are an asset to any downtown business area with their carefully curated product assortment and creative merchandising. Beyond face value, the city of Placerville will be welcoming a small business owned by two incredibly qualified, honest and caring individuals who understand what it takes to make a small business work and be successful.

Last but not least, I want to take a moment to note the comments that have been made by another merchant in the Placerville community. It is disheartening that in these times that social media is ultimately a tool to continue to denigrate others and not promote small business in a positive light. While I understand that other small business owners may be concerned about Therapy taking away business from their own, that fear is ultimately a concern for any business at any time. Fear cannot be a reason to drive a small business out of town. Every business owner must take accountability for how they run their business, treat their employees and identify and retain their customer base. To use Therapy as a scapegoat for a reason as to why they may not be able to continue to operate is unfortunate. The saddest part about some of the comments received is that subconsciously or consciously there is an underlying tone of racism involved. This is an incredibly challenging time for everyone and I am grateful that you have taken the time to read this letter. Please welcome them to Placerville, please do not let fear, competition and for some racism become the reason to deny a viable family owned business the opportunity to be a contributing member of the community.

Best Regards,

Ashley Smith



October 27, 2020

St. Johns Boosters
Business Association

PO Box 83291
Portland, OR 97283

info@stjohnsboosters.org

To whom it may concern,

I am writing to you today in support of one of our local businesses, Therapy, and our experience with them being a part of our community in St. Johns, Portland, Oregon. St. Johns is a vibrant business district with a distinct small town feel, and the association has been around since 1926, making us the second oldest business association in Portland. We are a mix of legacy businesses, long-time building and business owners, and new businesses.

Our experience with Therapy:

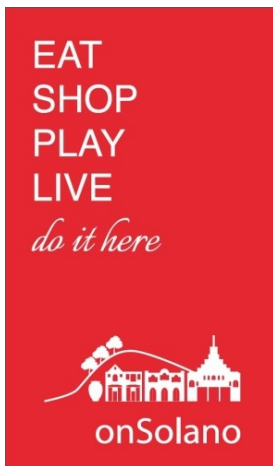
- They moved into the St. Johns Neighborhood in 2015, and bought their building, and being there for 5 years has allowed them to be a part of that neighborhood and build relationships with neighboring businesses.
- They joined the business association to be connected with other businesses through membership.
- Their team has worked hard to reach out to the community, get to know community members and their business, and recommend local businesses to others.
- They actively participate in events in St. Johns contribute to the fundraising needs in the neighborhood, as well as hosted a Night Market for over a year to promote local makers. They donate 1% of sales from all of their locations and a large portion of that donation goes into local school districts. They also donate to the Portland Food Bank every year.
- They have been around for 26 years but continue to run like a traditional mom and pop store. The owners' daughter had worked for the company since 2016.

The marketing and messaging of Therapy is very specific to St. Johns and our community, being very positive and sharing a passion for living in St. Johns.

We think they would be a great addition to any community!

Best regards,

Liz Smith
President, St Johns Boosters
website: stjohnsboosters.org
email: info@stjohnsboosters.org



The Solano Avenue
Association

SolanoStroll.org
info@SolanoStroll.org

510-527-5358

1569 Solano Avenue #101
Berkeley California
94707-2116

President
Jennifer Hansen-Romero
Winkler Real Estate Group

Vice President
Jason Bellevue
RAF Investments

Second Vice President
Tod Abbott
Full Orbit Web and Marketing

Treasurer - Jason Alabanza
Mechanics Bank (Albany)

Secretary
Janet Snidow, The Mane Alley

Ge'Nell Gary
Albany Resident

Peggy and Richard Smith
Allstate Insurance

Rafael Rangell
YMCA – East Bay Area

Robert Abrams
Abrams-Claghorn Gallery

Shannon Beatty
Paychex Systems

Tod Abbott
Full Orbit Web and Marketing

**Allen Cain, Executive Director and
Events Manager**

10/28/2020

Regarding Therapy Store(s)
339 Main Street
Placerville, CA 95667

(on Solano Avenue in Berkeley, CA since 2013)

Hello:

Solano Avenue is a mile-long commercial district with over 250 ground floor businesses. We are proud of the fact that over 90 percent of commercial enterprises on Solano Avenue are independently owned.

Our commercial district (much like Placerville's) does have less than a dozen tenants that would be considered corporately owned; they give our district credibility and a higher profile. These include the usual such as Peet's and Starbucks; a Safeway... Solano Avenue also features a dozen businesses that are independently owned and operated, who also, however, have the fortune of having several locations throughout the region.

Therapy is one of them. Expansion is a bi-product of a successful enterprise and we are happy, and proud to see Therapy grow. They have an extremely polished appearance and top notch merchandising and showrooms. On Solano Avenue, they have successfully attracted a younger audience which is what Solano Avenue needed (and still needs today). Though they have a sophisticated operation, they continue to run like a traditional "mom and pop" behind the scenes. Their daughter has worked for the company since 2016.

Being on Solano Avenue for 7 years has allowed them to be a part of the neighborhood and build relationships - they purchased their location in 2013. They have worked hard to achieve a positive rapport with neighbors, get to know them and their business. Therapy actively participates in the events on Solano and has even helped with local fundraising: they donate 1% of sales from all of their locations - mostly to local schools.

Knowing what we desire on Solano Avenue, it is safe to say that we support their location in Placerville and think it is an excellent opportunity for all parties. Thank you for your consideration.

<https://www.solanoavenueassn.org/solano-avenue-directory/>



Development Services Planning Division <pv.planning@gmail.com>

"Therapy" chain store on Main Street

1 message

scott sowa <s_sowa@hotmail.com>

Mon, Oct 26, 2020 at 3:12 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

"Therapy" is a Bay Area based formula chain store and should not be allowed to occupy the old Combellack's building on Historic Main Street. This one retailer will destroy several local merchants who have fought hard to stay open during the shutdowns and are desperately relying on this year's holiday sales.

Scott Sowa
991 Oak Terrace Road
Placerville
Mobile/text: 916-799-5101

Sent from my iPhone

Laurel District Association
Laurel Business Improvement District
Oakland, CA
Grow the Laurel!



October 27, 2020

RE: Conditional Use Permit (CUP) 20-04, Site Plan Review (SPR) 20-04 – Therapy Stores

Esteemed Members of the Placerville Planning Commission;

I want to strongly recommend Therapy Stores as a positive addition to your downtown. I serve as the Executive Director of the Laurel District Association, a property based Business Improvement District, located in East Oakland's Laurel District and comprised of approximately 80 commercial property owners and 100 businesses ranging from a few national brands to a large percentage of locally owned mom and pop businesses (about 30% having been in operation in the commercial district for 10+ years). I have been working with Therapy since they moved to our neighborhood in 2015. They were an excellent addition as we try to grow the district as a destination for shopping and dining. Therapy immediately took the needs of the neighborhood and area residents into account and have worked hard to bring their customer following to increase the foot traffic to the district. They participate in district events, use social media to call attention to their location, and actively support initiatives of the District Association. The team at Therapy earnestly promotes the business around them, and proactive in ensuring a safe, clean, and vibrant commercial corridor. I believe Therapy would be a great addition to any downtown, small or large. And as a person who makes a point to stop in Placerville on my travels to the Sierras. I would love to see how they feature local artists and artisans, and the many area makers with their inventory at the Placerville Therapy.

Feel free to call or email with any questions or follow up, and thank you for considering the recommendation.

Sincerely,

Daniel Swafford
Executive Director
Laurel District Association
LaurelDistrictAssociation.org
M: 510-452-7392

Laurel District Association
Laurel Business Improvement District
4222 MacArthur Blvd.
Oakland, CA 94619
LaurelDistrictAssociation@yahoo.com
LaurelDistrictAssociation.org

John Tranchitella
336 Wayne Avenue #7
Oakland CA 946060
jtranchitella@gmail.com
502-526-6178

To whom it may concern:

It is with great pride that I discuss my relationship and experience with Therapy Stores Inc. I first met Wayne in 1980, when we served together in The United States Air Force at Norton Air Force Base in San Bernardino CA.

I moved to San Francisco in 1997 and went to work for Wayne and Jing. At the time they had one store on Valencia Street in San Francisco. Their Daughter Ava Chen Whelan had just been born and they were opening a second store.

At that time the business was mostly used furniture and collectables. The entire company consisted of Wayne and Jing, me and I think maybe two other employees. Wayne and Jing did everything and worked incredibly hard to build the business. They had a dedication to their customers and community that continues to this day. It is amazing what they have achieved.

What impresses me the most about Wayne and Jing is their dedication to ethical practices, both in employment and in dealing with customers. They have customers who have been shopping with them from the beginning.

They are very “hands on,” and have managed to continue the “family” atmosphere and culture of their business. Although they have more employees than they did at the beginning, they make it a point to know all their employees. Therapy is like a big family. In my experience, a lot of companies say that—but Therapy is the real deal. Having started with nothing, Wayne and Jing make it a point to pay above market wages and to provide the best benefits possible. They also promote from within and stress having a positive work environment. They have long term employees who have progressed into management. One of these is Ava Chen Whelan, their daughter who has carried on the culture of fairness and engagement that permeates the experiences of employees at Therapy.

Wayne and Jing are an American and Californian success story. They did it one customer at a time. They are generous. In addition to creating jobs, they become a part of the community. They are very philanthropic and give back quietly.

They have managed to grow their business and not lose sight of how they started and where they came from. They are a great example of what I call “compassionate capitalists.” They really understand that owning a business in a community, gives them an obligation to that community.

I wish Therapy Stores nothing but continued success and am grateful to have been a part of it at the very beginning. It is my honor to know them.

Sincerely,



John Tranchitella, MSHRL, PHL

Human Resources Professional Consulting



Development Services Planning Division <pv.planning@gmail.com>

Formula business on Main St

1 message

Elena Tucker <esbtucker@gmail.com>
To: pv.planning@gmail.com

Fri, Oct 23, 2020 at 10:19 PM

Hello,

As a property owner and business owner on Main St, I am very concerned and disappointed that a conditional use permit is being proposed for a formula store. Formula businesses have no place in the historic district and will destroy what makes downtown Placerville unique and a destination. People come to Main St now because we offer something they can't find in their own towns. They stay at the Cary House or stop on their way to and from Tahoe because of the charm and uniqueness of Main St. This company already has a store in Folsom, as well as 9 stores in the Bay Area. Main St is not a mall. It's identity and unique character need to be protected and preserved.

I strongly object to a formula business in the historic district of Main St.

elena tucker

360 Main St

Art Studio 360



October 27, 2020

To Whom It May Concern:

I have an interesting perspective on Therapy Stores - that perspective of a competitor.

During the beginning of the Covid shutdown we were navigating (*and not very well*) our new role as an online retailer. Our inventory was off and we were getting orders for a puzzle that we were out of. There was no product left from the publisher or even Amazon. Obviously - we were desperate.

Therapy Stores sold us some inventory (*at wholesale, mind you*) to bridge our inventory gap. This was incredibly generous. This sort of kind gesture is very rare in the retail community. I am forever grateful.

Therapy Stores are owned by a family. They have wonderful, long-term relationships with their staff. They give back to their communities and they treat suppliers, competitors and their communities with respect and kindness.

They work hard. They are creative and nimble. These are the qualities that American towns and cities need on their shopping streets. I truly say to any street - if Therapy decides to be your neighbor - it's your lucky day. There aren't many family run retailers that truly love their communities left.

I applaud Therapy Stores and their passion and their commitments to their suppliers, neighbors and communities.

Best,
Nathan Waldon

10/28/2020

To whom may concern,

I have worked at Therapy Stores for Jing and Wayne since I was 18 years old. I have worked at their San Francisco locations on Valencia and Grant St, and I was always well taken cared of by this company. I have previously worked at more corporate companies, and there is no comparison when I talk about how well both Jing and Wayne take care of their employees and treat all of us like family. Therapy Stores always welcomed me with open arms as well as every customer that enters our doors. Their mission is to provide the best experiences for each and every customer. Despite all the hardships Therapy Stores has faced through the pandemic that affected us all, Jing and Wayne still put everyone else first despite every obstacle they are facing due to the pandemic. I have met some of the most genuine, down to earth, and kind people through this small community, so I believe that Therapy Stores will have a huge positive impact on the Placerville community as they did for many communities in the Bay Area. I'm extremely thankful for all the learning opportunities that Therapy Stores has provided for me and I genuinely think they can have such a positive impact on the Placerville community!

With love,

Mavis Wen

To whom it may concern,

My name is Ava Chen-Whelan, and I'm the daughter of Jing Chen and Wayne Whelan, and also an employee of Therapy Stores. My parents started their business just shortly before having me 25 years ago, and have worked tirelessly to get to where they are today. Prior to starting Therapy Stores in 1994, my mom immigrated to the United States at 18 and worked at Burger King, before meeting my dad who had received his GED and joined the Air Force. Growing up alongside Therapy meant the world to me, as I'm an only child, but it never felt that way growing up as I had all of these adopted older siblings that my parents and I truly treated like family. None of what Therapy has become today would have come without some sacrifices, and for me that meant spending my first days of school with my grandmother, while my parents were away at trade shows, and many *many* hours spent in the car when we would commute from Templeton up to the Bay Area, and learning to use the register in second grade-it's still where I feel safest!

Truthfully, my parents do not have a lot in common, but their work ethic is truly unmatched. For as long as I can remember, there have been no days off, unless someone is sick, which is a rare occurrence. I've always been incredibly lucky to have such hardworking parents, because it meant a life of privilege, but furthermore they have taught me and surrounded me with so many hardworking, intelligent individuals that I am so grateful to have. I recall the exact moment my sophomore year of high school when I realized how lucky I was to have so many people in my life from different walks of life, that I had to look up to.

I'm so proud of my parents, not only for what they have accomplished, but also for what they have given others. They have created an environment of generosity, by donating to local charities in each of the communities that we are in, and fostering an environment in which everyone is able to participate in their giving, from matching employee donations to donating to causes that are personal to individuals. Whenever someone at the store is sick, my parents have taught me to get them soup and tea delivered, and ensure that everyone gets anything they may need and that everyone always feels cared for.

No one has seen the level of personal sacrifice that my parents have given more than myself, from putting all of their savings into the business just a few months ago when COVID-19 hit, to the personal sacrifices that they made when missing family dinners and birthday parties. I could go on about what kind of people my parents are, but at their core, they are not business people, they are parents. Anyone that has worked at Therapy has probably been around when either of my parents or I have had an uncomfortable disagreement, but at the end of the day, it's all a part of being a family business. I hope that the Placerville community is lucky enough to get to know the kind of environment that my parents have worked tirelessly for the last 26 years to foster.

Thank you for your time,

Ava Whelan
avachenwhelan@gmail.com
(805)234-7286

October 27, 2020

To Whom It May Concern,

I am writing this letter on behalf of Jing Chen, the owner of Therapy. I met Jing in November 2019 when I walked into her store in Downtown Livermore. Our conversation started casually enough, as one would, when you are out shopping and an employee checks to see if they can help you find something and welcomes you into their store. Jing was welcoming and so pleased that my family and I had come in. After talking to her for a while, I learned that she was the owner of the store and she was so excited to be in Downtown Livermore. When Jing found out I was a teacher, our conversation turned to how she could support local schools and how her store donates to many different local organizations. The more I talked to Jing, the more I was impressed with how she wanted to get involved with Livermore and to support the community in any way she could - and she has done just that!

Her store was open in our town less than a year when COVID 19 hit. Jing's first concern was not for her business, but for her team members and their well being. She continued to provide medical benefits to her team members. She paid her makers and vendors on time. Jing is someone who knows that it takes more than an individual to be successful - it takes a community and Jing is a person who always puts others first.

When you walk into Therapy, you are always greeted with a warm welcome. The people who become members of Jing's team always talk about what an amazing person she is to work for. Many of her team members consider her family - because that is what they become when they join her team. How lucky for a town like ours to have an employer who supports and respects her employees!

Having Jing and Therapy in Downtown Livermore has brought more foot traffic to our town. My friends and I go downtown to shop at Therapy and always end up shopping in our other local stores as well. I grab a coffee and ice-cream, or sometimes both and walk around. It is wonderful to have a store like Therapy in our community - I have spent more money at our downtown businesses since Therapy arrived than I ever did before!

Jing Chen is Therapy. She is in her store, she greets her customers and cares about them, she engages in conversations to support her community and she makes a difference no matter where she is. There is no huge parent company backing her business. Jing is backing her own business that she built with family from the ground up, with dedication, hard work and compassion and care for the community that she is in. Our town is better because she is here.

Sincerely,

Anne Colby Wisner

October 27, 2020

To Whom it may concern,

I am writing in response to Therapy Stores going into Placerville, Ca. I am here to write in my support of Therapy Stores going into Placerville. I know Wayne and Jing personally from shopping in their stores. I am a born and raised Bay Area resident and have been shopping with them for 15 years. I have known about 20 of their staff members and therapy takes care of their staff like family. They travel with them to do buying trips and Jing cooks meals for the staff. Their daughter Ava also works in their stores.. This is truly a family owned business. When I left an abusive relationship I had to start my life over 5 years ago and because Therapy Stores offers no interest layway plans I was able to have a nicely furnished home and the owners even helped deliver it. Over the years Jing and Wayne have been there for me when I needed support and advice. They love what they do and offer incredible support to the teams they create. They also donate money to local causes. I can't say enough good about this family run business.

Tamara Young

tamarakay.young@gmail.com

October 27, 2020

To The City Council of Placerville or Whom It May Concern:

I write this letter of recommendation for Therapy Stores with utmost respect and dedication as I have been fortunate to be a long-standing customer, employee, and now sales rep for this amazing company.

I first discovered Therapy as a college grad. I was wandering in the Mission District of San Francisco and happened upon this lovely boutique that was truly a schoolgirl's dream. It was the kind of store where you didn't know where to start because you didn't want to miss anything! There were racks of amazing (yet affordable) clothing, jewelry, adorable trinkets, and a cheerful yet uber stylish salesgirl who brought outfits to my already packed dressing room. What an experience!

A few months later I was surprised to find another Therapy Store in downtown Burlingame. It was there that I met the owner, Jing Chen. Immediately, we struck up a conversation and instant kinship. I ended up working for the Whalen-Chen Family for 4yrs. The time I spent at Therapy Stores was a whirlwind of personal and professional growth and I reflect fondly on being a part of such a strong, smart, and talented group of individuals. The employees of Therapy work just as hard as the owners and it's because of the fun and creative environment that Jing and Wayne provide.

Lastly, I write this letter as a sales rep. As I read some of the remarks against Therapy opening in Placerville, my heart drops! How can people say such negative comments about a family owned business that is only going to draw more excitement and customers to their downtown area. Further, Jing and Wayne have worked tirelessly to open stores that mean something! I am in stores constantly and retail is becoming ever more generic and soulless. It is rare to find stores where the owners still care and are scouring the earth to curate the best for their customers, or have salespeople that are engaged! You will not find a rude or bored teenager on their cell phone at a Therapy Store! Therapy has accomplished so much in 20+ years from weathering the rise of e-com and Amazon to something as unprecedented as COVID-19 yet they are still thriving because they continue to evolve and most of all LOVE what they are doing. They should not be punished for being successful. Therapy will be a wonderful addition to Placerville.

Sincerely,

Jennifer Zweig
Northern CA Territory Manager for Stance and Herschel Supply Co.



Development Services Planning Division <pv.planning@gmail.com>

Please advise: Regarding our wonderful Main Street

1 message

Adrienne Beatty <panicandswoon@gmail.com>

Fri, Oct 30, 2020 at 9:41 AM

To: msaragosa@cityofplacerville.org, cmorris@cityofplacerville.org, pv.planning@gmail.com, privas@cityofplacerville.org, ktaylor@cityofplacerville.org, jdriscoll@cityofplacerville.org

Dear Mayor Saragosa and the planning commission and City Attorney John Driscoll,

I really enjoyed the meeting last night and can assure you I will be at many more to come.

But I am also left pretty confused.

Walmart aside - which was an odd tangent that is incomparable to our central biz district and historic Main Street- What is the actual language in the ordinance about chains and formulas in our central business district ? How has a chain or formula store from an outside area never been on Main before like this and why is it happening now? How is that allowed to happen? How can Sourdough have a lawsuit but this can push through in the meantime, setting a NEW precedent of its own even if sourdough loses the suit? I cannot describe to you you the hundreds of comments and messages I've gotten due to my social media posts (mostly via Instagram) on this subject from people in our city who didn't think having a chain like this, especially from elsewhere, was possible. I could show you my backlog of messages. Then I hear one thing from Dave Machado, another thing from older merchants on Main, and another thing from Sue Taylor. I am not aligned with any of these people. I am doing this alone and out of protectiveness of my beloved hometown and Main Street. I am looking for guidance on how to prevent this chain and future chains from possibly being the detriment of our town.

It's such a terrible week in time for this to go down. Again I ask that you reconsider the planning commission's meeting and public hearing date so that our already overwhelmed locals can have the wherewithal and understanding to tune in that important night and weigh in the future of Placerville and formula stores on main. Election night is really an amazingly inconvenient and unfair time to hold a " public hearing ". The voice of the city and locals will not weigh in at full if it goes as scheduled on November 3rd. People are already too worried, busy, thoughts focused not on this matter but on the future of our country. It doesn't seem fair to the historic city of Placerville to schedule it that crucial eve. Don't you want what is the interest of the PEOPLE of Placerville? Doesn't the community's voice actually matter? I think if it truly does matter to you, rescheduling would be extremely wise.

Also- I don't think the planners nor the city council understand the scope of this chain and how very much product they carry in their stores. If they go on to open 15-30 more west coast stores, how will that change how tourists see Placerville with this large of a chain in it? Have any of you ever been to a few Therapys? Well I have. I know their scope and scale. Isn't it shooting ourselves in the future foot when so many small towns will go the way of corporate and chains and all have a homogenized, similar feel in ten years? Wouldn't being the town that stands out in 10-15 years be an economic goal? To be regarded as a treasure and so valuable in its uniqueness and singular shops and restaurants that people are eager to stop and feel the difference? Don't other very successful and thriving downtown tourist areas follow this model with protections in place from this happening? I'm truly baffled and interested to know the language as it stands in whatever ordinance holds to NOW as to how this is being allowed to happen as well as why for the first time in history this is happening here. Name another chain this big from a different region that this has ever been allowed to be on Main. Also, wouldn't economic "blight" be considered even more probable during a pandemic year?

Adrienne L Beatty
Owner, Panic & Swoon
Instagram.com/panicandswoon
Panicandswoon.co



Development Services Planning Division <pv.planning@gmail.com>

Preserve Main Street

1 message

Rose Chilcoat <rchilcoat@netzero.com>
To: pv.planning@gmail.com

Wed, Oct 28, 2020 at 7:34 PM

To Whom it May Concern: it has come to my attention that the Planning Commission is doing some "sneaky" business which seems very "unethical."

The small businesses on Main Street have put in their blood, sweat and tears to run successful businesses. During a year that has seen closures due to Covid, threats of rioting, power outages and more they should be able to count on their City to have their back.

But it appears the City has visions of \$ signs in their eyes. Why just today I watched a video on Foothill 7 and Saragossa spoke of how happy he was that sales tax revenue is up from this same time period last year. I guess that's not enough for some people.

The residents of Placerville are requesting a one year moratorium on any and all formula businesses taking up residence on Main Street.

If we wanted to live in a place like Folsom we would move down the hill. Keep our town and Main Street the way it is!

Thank you,
Rose Chilcoat
President, EDC Republican Women Federate

Sponsored by https://www.newser.com/?utm_source=part&utm_medium=uol&utm_campaign=rss_taglines_more

Justices: We're Not Getting Involved in Pennsylvania

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2dc41ca2a235650st02vuc1>

Rare Hurricane Strikes the US

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2de380b2a235650st02vuc2>

Florida Man Kept the Governor From Voting

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2ee91e2a235650st02vuc3>



Development Services Planning Division <pv.planning@gmail.com>

November 3, 2020 Planning Commission Meeting Agenda Item # 4

1 message

Tom Cumpston <pracumpston@gmail.com>

Sun, Nov 1, 2020 at 10:11 PM

To: pv.planning@gmail.com

Cc: bryanchase85@gmail.com, pdaonmainstreet@gmail.com

Dear Planning Commission -

The public review packet for the above-named agenda item includes a letter from "the Elected [sic] Board of Directors representing the Placerville Downtown Association," opposing the Conditional Use Permit and Site Plan Review at issue.

The authors' artful wording might leave you with the false impression that they are speaking on behalf of the PDA. They are not. I am a PDA member in good standing and can therefore tell you that this three-person rump PDA Board neither sought nor received their members' approval for this communication.

I view their letter as invalid, unauthorized, and yet another embarrassing example of the dysfunctional organization the PDA has become. These three individuals are certainly entitled to their opinions (even those they mischaracterize as "FACTS" in their letter), but they are not entitled to pretend that they are speaking on behalf of anyone or anything but themselves.

Thank you for your consideration.

Tom Cumpston
Law Office of Thomas D. Cumpston
263 Main Street, Level 2



tel: 916.455.7300 · fax: 916.244.7300
510 8th Street · Sacramento, CA 95814

October 30, 2020

SENT VIA EMAIL (pv.planning@gmail.com)

Honorable John List, Chair
Placerville Planning Commission
Development Services Department Division
3101 Center Street, 2nd Floor
Placerville, CA 95667

**RE: Conditional Use Permit 20-04, Site Plan Review 20-04
Therapy Stores**

Dear Chair List and Members of the Planning Commission:

These comments are submitted on behalf of our client, the Placerville Downtown Association (“PDA”). PDA is a California a non-profit entity that includes 39 members with the mission to “enhance and promote business on Main Street through special events and activities that attract visitors to the historic downtown business district.” Consistent with its mission, PDA submits the following comments on the requested conditional use permit (“CUP”) 20-04 and Site Plan Review (“SPR”) 20-04 authorizing a Therapy Stores location (“Project”) in the City’s historic central business district (“CBD”).

PDA opposes the Project, and respectfully requests that the Planning Commission exercise its discretionary authority to deny the Project. Even if the Planning Commission is inclined to approve the Project, it may not lawfully do so without an environmental assessment or based on the “common sense” exemption from CEQA review.

1. The Planning Commission Should Exercise Its Discretionary Authority to Deny the Requested CUP

The Project requires a CUP specifically because Therapy Stores is a “formula business” under the City’s General Plan Development Guide and Zoning Code. The City defines a formula business as one having five or more locations. (City Code, § 10-1-4.) There are eleven Therapy Store locations presently operating, and the proposed Project would be the 12th location. The use being requested is therefore unquestionably a formula business and requires a discretionary approval from the City.

It is first necessary to address some apparent confusion regarding the City authority to deny CUPs, and CUPs for formula business in particular. It is well settled in California that CUPs are subject to denial by a local agency. (*BreakZone Billiards v. City of Torrance* (2000) 81 Cal.App.4th 1205, 1224 (*BreakZone*) [“[a] CUP is discretionary by definition”].) The City’s decision to deny the Project would be afforded great deference by a reviewing court. (Code Civ. Proc., § 1094.5(b).) The agency’s decision will be overturned only if no reasonable person would have reached the same conclusions. (*Harris v. City of Costa Mesa* (1994) 25 Cal.App.4th 963, 969 (*Harris*); *BreakZone, supra*, 81 Cal.App.4th at 1244.) A reviewing court presumes a city’s decision is correct, and will resolve all reasonable doubts in favor of the administrative findings and decision; the party challenging the decision bears the burden to demonstrate otherwise. (Evid. Code, § 664; see *Breneric Associates v. City of Del Mar* (1998) 69 Cal.App.4th 166, 175.)

The broad authority to approve or deny a CUP also applies to a request for a formula business under the City Code. We understand some have suggested that denial of a CUP for a formula business may only be based on the exterior design of the building and not the underlying use. This is incorrect. The City maintains discretion to deny a formula business based on considerations and impacts of the formula business as a land use itself. This authority is confirmed in Ordinance 1597 itself, which provides in relevant part:

WHEREAS, THE City Council finds that these policies are necessary to preserve the unique and historic character of the City’s Central Business District, including ***regulating the aspect of businesses, services and merchandise which reflects the history of the community*** and which has become a cornerstone of the tourist industry, is an important component of the City’s overall economy;

WHEREAS, the City Council further finds that certain Formula Business establishments do not reflect the unique character of the community and the desired aesthetic ambience of the Central Business District in that they offer standardized architecture, ***use*** and character identical to similar Formula Businesses located in other communities and, thus, cannot contribute to the established uniqueness of the Central Business District.

(Emphasis added.)

The above-emphasized language is critical because it confirms that a formula business may be inconsistent with the character of the community as a land use – and

may be denied on that basis – separate from any consideration of design and architecture. In other words, the City’s discretionary authority over a CUP for a formula business is not somehow more limited than all other CUPs. (*People v. Canty* (2004) 32 Cal.4th 1266, 1280 (“[i]n considering the purpose of legislation, statements of the intent of the enacting body contained in a preamble, while not conclusive, are entitled to consideration” and thus “properly may be utilized as an aid in construing a statute”); see also *Khan v. Los Angeles City Employees' Retirement System* (2010) 187 Cal.App.4th 98, 119 (“legislative intent clearly expressed in the preamble”).)

While the City’s legislative intent in adopting Ordinance 1597 is clear and controlling, it might nevertheless be reassuring that a recent City Council staff report reiterated the broad scope of the City’s review and approval authority for a formula business CUP:

The purpose of requiring a conditional use permit and a site plan review is to allow the City ***discretion over the business operation*** and the design, architecture, and materials of the proposed formula business/development.

(City Council meeting dated December 10, 2019, agenda item 12.3 (emphasis added).)

It is therefore beyond any reasonable debate that the Planning Commission may deny the requested formula business CUP as a land use. Further, the law is settled that only ***one reason*** is required to justify that denial. (*Desmond v. County of Contra Costa* (1993) 21 Cal.App.4th 330, 336-337.) *Desmond* explains with clarity:

Because we are reviewing a *denial* of a requested land use permit, it is not necessary to determine that *each* finding by the Board was supported by substantial evidence. As long as the Board made a finding that any one of the necessary elements enumerated in the ordinances was lacking, and this finding was itself supported by substantial evidence, the Board’s denial of appellant’s application must be upheld.

(*Id.* at 336-337 [italic in original]; see also *Saad v. City of Berkeley* (1994) 24 Cal.App.4th 1206, 1213 [inadequacy of a single finding does not undermine denial of permit when other adequate findings were made].) What is more, a single finding to deny a CUP may be based solely on neighborhood opposition. The court in *Harris* explains:

“It is ***appropriate and even necessary*** for the [agency] to consider the interest of neighboring property owners in reaching a decision whether to

grant or deny a land use entitlement, and the opinions of neighbors may constitute substantial evidence on this issue.”

(*Harris, supra*, 25 Cal.App.3d at 973, emphasis added; *Dore v. County of Ventura* (1994) 23 Cal.App.4th 320, 328-329.) Many neighboring property owners have already reached out to the City, explaining that a formula business does not reflect the unique character of the community and desired aesthetic ambience of the CBD. The PDA, representing its 39 members, affirms this position.

Finally, denial of a CUP based on consideration of character is allowed despite a project’s “technical compliance” with the City’s Zoning Code, General Plan or other planning documents. (*Desmond, supra*, 21 Cal.App.4th 330 at 338.) The *Desmond* decision explains:

This finding of unsuitability to the character of the surrounding neighborhood is sufficient by itself to support the denial of appellants’ application for a land use permit. (*Guinnane v. San Francisco City Planning Com., supra*, 209 Cal.App.3d at pp. 740-743 [local agency denied permit on basis of finding that large size of house was “not in character” with surrounding neighborhood even though in technical compliance with zoning and building codes; upheld].)

(*Ibid.*)

In short, the Planning Commission is vested with wide discretion to approve or deny the requested CUP based on broad considerations of public welfare and character of the Project in relation to its setting. Only one reason is necessary to deny the Project, which can be supplied by public opposition and will be upheld by a reviewing court unless no reasonable person could reach the same conclusion. We urge the Planning Commission to carefully consider these issues and deny the requested CUP for a formula business at this location.

2. The City Has Failed to Perform Adequate Environmental Review

A. The application is incomplete and must be remanded back to staff.

As established above, approval of the requested CUP is unquestionably a discretionary action triggering review under the California Environmental Quality Act (“CEQA”) unless an exemption applies. In order to determine the proper level of CEQA review, or the applicability of an exemption, the City requires the applicant for every

Hon. John List, Chair and
Members of the Planning Commission
October 30, 2020
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discretion action to prepare and submit an environmental assessment along with the application package submittal. To wit:

Requirements and procedures governing applications of Conditional Use Permits, Variances, Rezoning, General Plan Land Use Amendments, Tentative Subdivision or Parcel Maps, Preliminary Plan Check or Site Plan Review are summarized in Appendix “E” of this document. ***All of these applications require an Environmental Assessment . . .***

(Development Guide, p. III-1 (emphasis added).)

A request for a Conditional Use Permit includes a properly completed City of Placerville Planning Application, a properly completed Conditional Use Permit form, and fifteen (15) copies of the Plot Plan, a properly completed Environmental Assessment Forms Packet, and the required application fees.

(Development Guide, p. E-8.)

Any application for a discretionary permit must be accompanied by a properly completed ENVIRONMENTAL ASSESSMENT FORM, as indicated on the City of Placerville Planning Application.

(Development Guide, p. E-16.)

For any project which requires a discretionary action by the City of Placerville, an Environmental Assessment is required.

(Exhibit 1 (memo to “All Applicants of Discretionary Permits, p. 2.)

The City requires the applicant for every discretionary permit to complete the environmental assessments regardless of whether the discretionary action is ultimately determined to fall under a statutory or categorical exemption. The reason for this is obvious: information from the assessment may be relevant to determining whether a proposed project may fall outside of a particular categorical exemption due to the possibility of potential environmental impacts, unusual or unique circumstances, etc. (See *Salmon Protection & Watershed Network v. County of Marin* (2004) 125 Cal.App.4th 1098; *World Business Academy v. State Lands Commission* (2018) 24 Cal.App.5th 476, 491; CEQA Guidelines, § 15300.2.) Here, the applicant has failed to

submit the required environmental assessment.¹ Accordingly, the application is not yet complete, and may not yet be acted on by the Planning Commission. The application must be remanded back to staff to consider information in the applicant's environmental assessment to determine whether CEQA review is required for the Project and, if so, the proper form of such review.

B. Reliance on a CEQA exemption is improper under the present facts.

According to the City's public notice for the Project, the City intends to rely on the so-called "common sense exemption" that applies only where "it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment." (CEQA Guidelines, § 15061, subd. (b)(3).) We respectfully submit that the City has failed to demonstrate the absence of impacts with this level of certainty.

"Whether a particular activity qualifies for the common sense exemption presents an issue of fact, and the agency invoking the exemption has the burden of demonstrating that it applies." (*Muzzy Ranch Co. v. Solano County Airport Land Use Commission* (2007) 41 Cal.4th 372, 386.) As explained above, the applicant has failed to prepare and submit a properly completed environmental assessment that the City requires to assess environmental impacts. The City cannot hide behind its failure to gather relevant data to study an impact – particularly where, as here, City policy is to mandate the collection of that very data. (*Sundstrom v. County of Mendocino* (1988) 202 Cal.App.3d 296, 311 (failure to gather data expands the scope of a fair argument of environmental impacts because the "agency should not be allowed to hide behind its own failure to gather relevant data").) Information from the environmental assessment may reveal that the common sense exemption is inapplicable, as well as the "existing facilities" and "in-fill" categorical exemptions newly-asserted in the staff report released today. (CEQA Guidelines, § 15300.2 9 (exceptions to categorical exemptions).)

Despite the City's failure to gather relevant data, nature of the Project and its proposed location implicates a serious question whether the proposed Therapy Stores formula business may lead to urban decay within the CBD. (*Joshua Tree Downtown Business Alliance v. County of San Bernardino* (2016) 1 Cal.App.5th 677, 689.) And while the majority of published cases concerning urban decay address so-called "big box" stores, the recent *Joshua Tree* decision confirms that consideration of urban decay is not limited to such instances. (*Id.* at 689.) As the Planning Commission knows full well, the unique character of the CBD is based on small, independent shops along Main street. A

¹ See <https://evogov.s3.amazonaws.com/media/17/media/5792.pdf>

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large formula business such as Therapy Stores will have an unfair advantage over these much smaller stores that may be forced to close due to competition. Such long-term closures are the touchstone of urban decay. (*Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184, 1212.)²

In summary, consideration of the Project cannot be based on the “common sense exemption” and must be informed by adequate CEQA review including, at minimum, analysis of potential urban decay to the CBD. If the Planning Commission chooses to ignore the requirements of its own Development Guide and approves the Project based on the “common sense exemption,” PDA will be forced to file an appeal and retain its own expert who will be able to advise the City Council regarding the potentially significant impact of urban decay within the CBD resulting from the Project.

* * *

We respectfully urge the Planning Commission to deny the requested CUP authorizing a formula business in the CBD. Alternatively, we ask the Planning Commission to remand the application back to staff for preparation of an adequate CEQA review document.

Thank you for your consideration.

Very truly yours,

SOLURI MESERVE
A Law Corporation

By: 
Patrick M. Soluri

PS/wra

² An alternative to long-term closures might be for the closed storefronts to be leased by additional formula businesses that could compete with Therapy Stores. This, of course, would further degrade the character of the CBD.



City of Placerville

Development Services Department
3101 Center Street
Placerville, California 95667

TO: All Applicants of Discretionary Permits

FROM: Development Services Department
City of Placerville, California

SUBJECT: Environmental Impact Report Guidelines

Pursuant to a State Supreme Court ruling dated September 21, 1972, all discretionary permits such as subdivisions, Conditional Use Permits, Variances and Site Plan Reviews are subject to an Environmental Assessment and an Environmental Impact Report may be required as mandated by legislature in the California Environmental Quality Act (CEQA) of 1970, as amended.

An EIR may not be used as an instrument to rationalize approval of a project, nor do indications of adverse impact as enunciated in an EIR require that a project be disapproved--public agencies retain existing authority to balance environmental objectives with economic and social objectives.

The procedures outlined below set forth the various review steps necessary in the environmental review process. This procedure generally takes 21 to 120 days but could be longer, depending upon the complexity of the project.

In order to judge whether a project may have a significant impact, you must complete an Environmental Assessment Application. The authority to require an Environmental Assessment is set forth in CEQA and the City of Placerville Guidelines.

ENVIRONMENTAL IMPACT EVALUATION PROCESS - SUMMARIZED

APPLICABILITY

For any project which requires a discretionary action by the City of Placerville, an Environmental Assessment is required.

EXEMPTION/REVIEW

Applicant shall submit the attached Environmental Assessment Application if the project requires a discretionary permit. The Environmental Quality Officer or his representative will check for completeness and will complete a Preliminary Assessment of Environmental Impact. The Environmental Quality Officer will make one of the following recommendations to the Planning Commission or City Council responsible for approving the project.

1. The project is Statutorily or Categorically Exempt and does not, by nature of location or cumulative effect, have a significant impact on the environment (no EIR required). (No action required.)
2. The project will not have a significant impact on the environment and that a Negative Declaration be filed for the application (no EIR required).
3. The project may have a significant effect on the environment but mitigation measures have been included to reduce environmental effects to a less than significant level.
4. The project may have a significant impact on the environment and that the applicant prepare a Draft Environmental Impact Report (DEIR).

The Environmental Quality Officer, after the above determination is made, shall file said determination at the County Clerk's Office and file said determination with the Official Files of the Planning Commission. Public review periods of 21 days shall be provided before scheduling said environmental assessment before the Planning Commission. When an environmental assessment is submitted to the State Clearinghouse for review by state agencies, the public review period shall be 30 days.

The Planning Commission or City Council responsible for approving the project will review the Environmental Assessment Application and the Environmental Quality Officer's report and take action by approving or denying one of the four recommendations stated above.

The above process is intended to be only a brief summary of the Environmental Review Process. Greater detail of the procedures is set forth in the California Environmental Quality Act and the City of Placerville Environmental Procedures Manual.

GENERAL PROJECT INFORMATION

You will be asked to give a brief description of the proposed project, brief legal description of property involved in the project including a 1"=400'-scale drawing with the project boundaries plotted, and a brief description of project location. Zoning information is available at the City Planning Division, at 530-642-5252. Topographic information is available from the City Engineering Division, at 530-642-5250.

ENVIRONMENTAL ASSESSMENT APPLICATION

You will be asked to respond to a series of statements to be completed, questions to be answered, and quantitative data to be provided, regarding the impact of the proposed project upon the environment. If the information requested does not apply to the project, insert a N/A (not applicable) in the space provided. If you have questions please contact the Environmental Quality Officer (E.Q.O.), Development Services Department. After completing Environmental Assessment form, submit it to the E.Q.O. for review.

File Number: _____

Date Filed: _____

CITY OF PLACERVILLE

ENVIRONMENTAL INFORMATION FORM

(To Be Completed By Applicant)

This form is required to be completed, returned and accepted as complete by the City prior to the application for the project is determined complete.

A. GENERAL INFORMATION

Project Title or Name: _____

City: _____

Name of Owner: _____ Telephone: _____

Address: _____

Name of Architect, Engineer or Designer: _____

Address: _____ Telephone: _____

Project Location: _____

Assessor's Parcel Number(s): _____

General Plan Designation: _____

Zoning: _____

Property size

Gross (sq. ft./acre): _____

Net (sq. ft./acre) (total minus areas of public streets and proposed dedications) : _____

Please answer all of the following questions as completely as possible.

B. PROJECT DESCRIPTION

1. Type of project and description: _____

2. What is the number of units/parcels proposed? _____

3. What is the gross number of units per acre? _____

4. Site Size: _____

5. Square footage of each use: _____

6. Number of floors of construction: _____

7. Amount of off-street parking provided: _____

8. Attach plans showing streets, utilities, existing and proposed contours (grading), drainage, all existing large trees (24" in circumference), existing and proposed buildings surrounding uses and/or buildings, landscape areas, parking areas, driveways, pedestrian walkways, exterior lighting, trash collection area, sign locations.

9. Proposed scheduling: _____

10. If residential, include the number of units, schedule of unit sizes, range of sale prices or rents, and type of household size expected: _____

11. If commercial, indicate the type, whether neighborhood, city or regionally oriented, square footage of sales area, and loading facilities: _____

12. If industrial, indicate type, estimated employment per shift, and loading facilities

13. If institutional, indicate the major function, estimated employment per shift, estimated occupancy, loading facilities, and community benefits to be derived from the project:_____

14. If the project involves a variance, conditional use or rezoning application, state this and indicate clearly why the application is required:_____

15. Provide an analysis of traffic generated by the project and how it will impact existing traffic.

16. If the project is in a location of known mining activity, a complete geological analysis shall be submitted.

Are the following items applicable to the project or its effects? Discuss below all items checked yes (attach additional sheets as necessary).

	YES	NO
17. Change in existing features of any hills or substantial alteration of ground contours.	<input type="checkbox"/>	<input type="checkbox"/>
18. Change in scenic views or vistas from existing residential areas or public lands or roads.	<input type="checkbox"/>	<input type="checkbox"/>
19. Change in pattern, scale or character of general area of project.	<input type="checkbox"/>	<input type="checkbox"/>
20. Significant amounts of solid waste or litter.	<input type="checkbox"/>	<input type="checkbox"/>
21. Change in dust, ash, smoke, fumes or odors in vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
22. Change lake, stream or ground water quality or quantity, or alteration of existing drainage patters.	<input type="checkbox"/>	<input type="checkbox"/>
23. Substantial change in existing noise or vibration levels in the vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
24. Site on filled land or on slope of 10 percent or more.	<input type="checkbox"/>	<input type="checkbox"/>
25. Use of disposal of potentially hazardous materials, such as toxic substances, flammables or explosives.	<input type="checkbox"/>	<input type="checkbox"/>
26. Substantial change in demand for municipal services (police, fire, water, sewage, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
27. Substantially increase fossil fuel consumption (oil, natural gas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
28. Is this project part of a larger project or series of projects.	<input type="checkbox"/>	<input type="checkbox"/>

ENVIRONMENTAL SETTING

29. Describe the project site as it exists before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects. Describe any existing structures on the site, and the use of the structures. Attach photographs of the site. Snapshots or Polaroid photos will be accepted. _____

30. Describe the surrounding properties, including information on plants and animals and any cultural, historical or scenic aspects. Indicate the type of land use (residential, commercial, etc.), intensity of land use (one-family, apartment houses, shops, department stores, etc.), and scale of development (height, frontage, setback, rear yard, etc.). Attach photographs of the vicinity. Snapshots or Polaroid photos will be accepted. _____

GEOLOGY AND SOILS

31. Identify the percentage of land in the following slope categories: (The applicant may wish to submit a map showing slopes.)

___ 0 to 10% ___ 11 to 15% ___ 16 to 20% ___ 21 to 29% ___ 30 to 35% ___ Over 35

32. Have you observed any building or soil settlement, landslides, rock falls mining or avalanches on this property or in the nearby surrounding area? _____

If yes, please explain: _____

33. Describe the amount of cut and fill necessary for the project: _____

DRAINAGE AND HYDROLOGY

34. Is the project located within a flood plain? If so, describe and show area subject to flooding on a map. _____

35. What is the distance to the nearest body of water, stream or year round drainage channel? Name of the water body: _____

36. Will the project result in the direct or indirect discharge of silt or any other particles in noticeable amounts into any streams? _____

37. Will the project result in the physical alteration of a natural body of water or drainage way? If so, in what way? _____

38. Does the project area contain any wet meadows, marshes or other perennially wet areas? _____ **If so, delineate this area on Site Plan.**

VEGETATION AND WILDLIFE

39. What is the predominant vegetative cover on the site (trees, brush, grass, etc.)? Estimate percentage of each: _____

40. How many trees of 7.5-inch diameter or 20 feet high will be removed when this project is implemented? _____

FIRE PROTECTION

41. What is the nearest emergency source of water for fire protection purposes? (Hydrant, pond, etc.):

42. What is the distance to the nearest fire station? _____
43. Will the project create any dead-end roads greater than 300 feet in length? _____
44. Will the project involve the burning of any material, including brush, trees and construction materials? _____

NOISE

45. Is the project near a heavy commercial area, industrial area, freeway or major highway? If so, how far? _____
46. What types of noise would be created by the establishment of this land use, both during and after construction? _____

AIR QUALITY

47. Would any noticeable amounts of air pollution, such as smoke, dust or odors be produced by this project? _____

WATER QUALITY

48. What is the proposed water source: EID City of Placerville Well Other
49. What is the water use? (residential, agricultural, industrial or commercial): _____

HAZARDS

50. Is the site listed on California Environmental Protection Agency's Hazardous Site List? _____
- If yes, what is the regulatory identification number: _____
- Date of list: _____

AESTHETICS

51. Will the project obstruct scenic views from existing residential areas, public lands, public bodies of water or roads? _____

ARCHAEOLOGY/HISTORY

52. Do you know of any archaeological or historical areas within the boundaries or adjacent to the project? (example: Indian burial grounds, gold mines, etc.): _____

SEWAGE

53. What is the proposed method of sewage disposal? N/A
 Septic System City Sewer Other: _____
54. Would the project require a change in sewage disposal methods from those currently used in the vicinity? _____

TRANSPORTATION

- 55. Will the project create any traffic problems or change any existing roads, highways, or existing traffic patterns? _____
- 56. Will the project reduce or restrict access to public lands, parks or any public facilities? _____
- 57. Will the project change the L.O.S. on any existing roads? _____

GROWTH INDUCING IMPACTS

- 58. Will the project result in the introduction of activities not currently found within the community? _____
- 59. Could the project serve to encourage development of presently undeveloped areas, or increases in development intensity of already developed areas (examples: include the introduction of new or expanded public utilities, new industry, commercial facilities or recreation activities)? _____
- 60. Will the project require the extension of existing public utility lines? ___ If So, identify and give distances: _____

GENERAL

- 61. Will the project involve the application, use or disposal of potentially hazardous materials, including pesticides, herbicides, other toxic substances or radioactive material? _____
- 62. Will the proposed project result in the removal of a natural resource for commercial purposes (including rock, sand, gravel, trees, minerals or top soil)? _____
- 63. Could the project create new, or aggravate existing health problems (including, but not limited to flies, mosquitoes, rodents and other disease vectors)? _____
- 64. Will the project displace any community residents? _____

Discuss any yes answers to the previous questions, use additional sheets if necessary.

MITIGATION MEASURES

Proposed mitigation measures for any of the above questions where there will be an adverse impact, use additional sheets if necessary: _____

CERTIFICATION

I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

Date

Signature



Development Services Planning Division <pv.planning@gmail.com>

We do not want 'Therapy Stores' on Main Street

1 message

Nicole Wilkey <nikki4100@gmail.com>

Fri, Oct 30, 2020 at 10:52 AM

To: pv.planning@gmail.com

Hello, as a life long EDC resident, I will be very disappointed to see "Therapy Stores" open on Main Street. We want and love to support actual local businesses, not liberal Bay Area based businesses that promote their politics {in either direction} and that financially {very publicly} support hate organizations that hurt communities through violence.

If they do open, I will never spend a dime with them and I will share this info with all friends and family. The owner of the company has publicly stated that we are 'scared and misinformed' because his permits are being held up. This first responder family, and a good majority of Placerville, says NO to "Theory Stores" in our community. We can do better than this.

Nicole Wilkey

RECEIVED

OCT 30 2020

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

October 27, 2020

Dear City of Placerville Planning Commissioners:

I am a member of Gold Country Artist Gallery (379 Main Street Placerville). The reason for this letter is the pending approval of the formula business, the **Therapy Store**. Unlike the other stores along Main Street, which are full of handcrafted merchandise, this store is full of bright, plastic, manufactured doodads, most likely largely from China. While the quality of this merchandise can be debated, it is an undeniable fact that these cheaper, non-handmade, items will take sales away from many of the single owner stores along the street, including Gold Country Artist Gallery.

Retail stores are having a difficult time during the virus shutdown and adding a chain store which will take away business from the small, private and local stores along the street could be looked at as unconscionable.

Please consider denying the application permit for the Therapy Store. It would benefit the local citizens you represent, and the outside visitors, who patronize the town of Placerville

Thank you,


Irene Yesley, MFA



Development Services Planning Division <pv.planning@gmail.com>

No Chain Stores on Main

1 message

Anna Adams <aadams01226@gmail.com>

Mon, Nov 2, 2020 at 4:42 PM

To: pv.planning@gmail.com

Hi! My name is Anna Adams and I'm a senior at Union Mine. I want to express my love for our little town and all of our small shops that contribute to its charm. I'm asking to please reconsider allowing the chain store Therapy to open its doors in historic Main St Placerville. It's such a magical place full of wonderful people and families. We want to keep our small town magic, and allowing a growing chain to open will seriously hurt some of the small business owners that depend on their stores to make a living. Opening a formula chain store like this would not contribute to the uniqueness of our already established central business district.

Best Regards,
Annabella Adams



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Joey Beatty <thewoodenroad@gmail.com>

Mon, Nov 2, 2020 at 9:40 PM

To: "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>

Hello,

I am a lifelong Placerville resident and a high school teacher in our community, and I wanted to express my opposition to another chain business, Therapy Stores, opening a location on Main Street. I have lived in downtown Placerville most of my life, and have always taken pride in our unique Main Street. Local businesses flourish and our community comes together on Main Street. Please deny Therapy Stores and keep Main Street a reflection of our community's character. Thank you.

Sincerely,
Joseph Beatty



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: No Chains on Main!

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:14 AM

----- Forwarded message -----

From: **Kimberly Beeman** <kimberlyannebeeman@gmail.com>
Date: Mon, Nov 2, 2020 at 4:39 PM
Subject: No Chains on Main!
To: privas@cityofplacerville.org <privas@cityofplacerville.org>

Please keep Placerville small and support our small-businesses on Main Street. These businesses are the heart of Placerville. We need to keep chain stores like Therapy out of downtown and keep our friends and family in business.

Thank you for your consideration.
Warmly,
Kimberly Beeman

--
Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

Please reconsider chain store Therapy on Main Street!

1 message

Gavin Bowes <gavinletters@yahoo.com>

Mon, Nov 2, 2020 at 3:51 PM

Reply-To: Gavin Bowes <gavinletters@yahoo.com>

To: "privas@cityofplacerviller.org" <privas@cityofplacerviller.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Dear City Councilors and Planners -

My name is Gavin Bowes. I grew up in the Sacramento area and have been coming to Placerville all my life. Thank you for the work you all do for this historic city. I just recently heard of the community issue with the arrival of chain store Therapy on Main Street. I agree that it would be wise to keep chain stores off of Main Street in such a historic town, and I encourage you to protect the charm and character of Placerville by keeping Therapy off of Main Street. I am particularly concerned for the family-owned businesses that already struggle to survive and will be simply overpowered by the buying power, financial backing and prices of a store like Therapy, which has far more wealth behind it than the mom and pops do.

Please consider what would be LOST if Therapy comes in. There are more important things than revenue.

Thanks for considering,

- Gavin



Development Services Planning Division <pv.planning@gmail.com>

Therapy on Main St.

1 message

Alicia Castaneda <AliciaMCastaneda@outlook.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 7:33 PM

Good evening!

Though I'm not a constituent, I do live in Sacramento County and enjoy coming up to Placerville with my family to explore all the wonderful small businesses downtown. Placerville has such a fun and quirky personality! I've heard that the city is considering opening up the area to chain stores. Please don't do this - it would take away from the unique charm, and why would my family be interested in trekking up to and spending our money in an area that has the same chain stores we can easily find anywhere? I hope y'all maintain Placerville as the unique place it is. Best!

Sincerely,

Alicia Castaneda Hatfield
Antelope, CA



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Carrie Chambers <carrieachambers@gmail.com>

Mon, Nov 2, 2020 at 7:48 PM

To: privas@cityofplacerville.org, pvplanning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To whom it may concern,

My name is Carrie Chambers and I am writing to you today as a concerned citizen. My family moved to Placerville in 1997 and other than my time in San Luis Obispo and Davis for college, I have continued to live here. I love Placerville for its history, quirks and small town community. My boyfriend and I are currently planning to purchase a home in the Placerville area and the small town community is a big part of why we have decided to stay here. As a member of this community, I have worked at a restaurant on Main St. for the past 3 years. I am also the assistant director of the El Dorado County 4-H camp, although our camp takes place in Lake Tahoe, the bulk of our campers are from Placerville and the surrounding areas. As an active member of the community, I urge you to not allow chain stores on Main Street. Please follow the example my college towns have set. San Luis Obispo does not allow chain stores in their downtown area and as a result they have a thriving community of successful local businesses. Davis has similar guidelines on the books, though they consider businesses from the Sacramento area "local" and therefore allow larger chains. As a Placervillian, I do most of my holiday and gift shopping on Main Street, I frequent Placerville Hardware, Panic and Swoon, Midnight Kin, Ambiance, Body Basics, Violets are Blue, Lighthouse and several antique stores. I have been shopping at these stores for 23 years. These are stores that have continued to thrive under the policy of not allowing chain stores on Main Street. Should this policy be changed these local businesses would struggle to combat the buying power chain stores possess, along with regional exclusivity that many sellers provide to stores, the local businesses would have difficulty surviving. To change this policy would be counter to what the people of Placerville want and need. We want our money to support the LOCAL economy. I urge you to listen to our voices and not allow chain stores on Main Street, starting now with "Therapy". Thank you for listening. Wishing health and safety to everyone during these difficult times.

Carrie Chambers



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Lisa V <lmvanscoy@gmail.com>

Mon, Nov 2, 2020 at 4:52 PM

To: "dthomas@cityofplacerville.com" <dthomas@cityofplacerville.com>, "msaragosa@cityofplacerville.com" <msaragosa@cityofplacerville.com>, "privas@cityofplacerville.com" <privas@cityofplacerville.com>, "pv.planning@gmail.com" <pv.planning@gmail.com>

My family and I see Placerville as a refuge. We venture there several times a year to enjoy the odd shops and small town feel. We always stop in for breakfast or dinner when we come or go from Tahoe. Placerville, to us, is a treasure.

One of the most treasured things about it is that it has things you can't find anywhere else. Odds and ends that are unique to the shop owners who curate their small stores.

Adding a chain like Therapy makes the appeal of visiting so much less. There are so few places left to visit that aren't the same as everywhere else. I hope you will move to keep Placerville a sanctuary and block chains from moving in.

Wishing you all the best as you grapple with this decision.

Sincerely,

Lisa Cheim



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: NO CHAINS ON MAIN

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:11 AM

----- Forwarded message -----

From: **Cheyne** <cbclose@gmail.com>
Date: Mon, Nov 2, 2020 at 7:48 PM
Subject: NO CHAINS ON MAIN
To:

Hi!
I'm a Placerville resident and also work in Placerville. One of my most favorite things to do when I have friends and family in town is take them to experience Main Street in all its uniqueness.
I also frequent Main Street most weekends and there is nothing better than watching people fall in love with the little small shops that make up this little town of ours.
These little shops have fought HARD since March to persevere and stay open and deserve to keep Main Street theirs. They bring such enrichment to our area that is so uplifting in these unpredictable times. There's nothing like finding a little treasure in one of our Main Street shops that directly allows for a shop owner to keep their store open. Placerville has always embraced our local shops and they deserve for us to fight to keep chain stores off Main Street. These small shops are the ones that keep people coming back to Placerville. There is nothing more disheartening than coming back to any little place like this and seeing it overrun by these mass chain stores that completely remove the character of a town.

Please, please- keep Main Street small. Keep chains off Main. Let our local shops flourish and keep our sense of community where it needs to be- in our county, in Placerville.

Thank you.

--

Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

NO Chain Stores on Main Street

1 message

Rose Chilcoat <rchilcoat@netzero.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:34 PM

I'm writing to urge the Planning Commission to NOT allow any chain stores on our historic Main Street.

Our small businesses have been to hell and back this year. First Covid shutdowns, then fear of BLM riots, then PG&E black outs and now threat of a Bay Area chain store coming in.

Our businesses need our City to uphold the agreement that was made to protect our Main Street.

Our Main Street is unique. There are not many towns that have what we have - why toss it aside Just to look like every other town?

Please protect our downtown and our businesses.

Thank you,
Rose Chilcoat
President, EDC Republican Women Federated

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New Taliban Tactic Is a Big Worry for US

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0dddccd00c5ddc2762st03vuc1>

Murdered 'Spam Nazi' Linked to Buried Gold

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0dddcef6365ddc2762st03vuc2>

Loss of One State Could Make Biden an 'Underdog'

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0ddd1d7dd5ddc2762st03vuc3>



Development Services Planning Division <pv.planning@gmail.com>

Therapy Chain on Main is BAD for Placerville

1 message

Sophie Chorich <sophie.chorich@gmail.com>

Mon, Nov 2, 2020 at 5:45 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, dthomas@cityofplacerville.org, msaragosa@cityofplacerville.org

Hello,

I'm writing to strongly oppose the chain store Therapy opening a location on Main Street.

I'm not a Placerville resident, but a Placerville lover. I moved to Sacramento from the Bay Area three years ago and visit Placerville regularly because of its INDEPENDENT and LOCALLY OWNED businesses on Main Street. It's rare to find such a historic district that has maintained the integrity of reserving its spaces for support of its local hard working families. It would be a shame to allow a single chain entity to steal business from your constituents.

I've been to other Therapy locations. Not impressed. Too much crammed into one storefront. That's what Main Street excels at- each vendor does their own thing and does it completely.

So before you break the independence of Main Street, please remember-
Do they take the time to converse with and welcome guests to your city? No.
Do they pay liveable wages to their employees? No.
Do they source local products from the community network? No.
Does the money they earn stay in town as reciprocal business back to other local services and tradespeople? No.

Thank you for your time,
Sophie Chorich



Development Services Planning Division <pv.planning@gmail.com>

No Chains on Main

1 message

Ashley Coelho <ashbomb@gmail.com>

Mon, Nov 2, 2020 at 10:12 PM

To: privas@cityofplacerville.org, pvplanning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Dear Councilmembers,

My husband grew up in Placerville and we are still frequent visitors. The first order of business when my family arrives in town is to make a stop on Main Street. We are often greeted with familiar faces and enjoy the smells of small-town love. We immediately hit up local stores such as The Bookery and Panic and Swoon. And that is what we love about Placerville (Main). The uniqueness that is disappearing across America.

Small businesses are the backbone of this country and what makes the main street so special. Placerville needs the community, visitors, and locals supporting small businesses; locals investing in their community.

Please listen to your constituents and find a solution. No Chains on Main.

Sincerely,
Ashley Coelho



Development Services Planning Division <pv.planning@gmail.com>

Fwd: URGENT ACTION REQUESTED re: formula business CUP application

1 message

Tom Cumpston <pracumpston@gmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 3:29 PM

City Staff and Planning Commission:

Apropos of my email communication to you yesterday and in the interests of transparency, please take notice of the message below.

Respectfully,

Tom Cumpston
Law Office of Thomas D. Cumpston
[263 Main Street, Level 2](#)
Placerville

----- Forwarded message -----

From: **Tom Cumpston** <tcumpston@sbcglobal.net>
Date: Mon, Nov 2, 2020 at 3:25 PM
Subject: Fwd: URGENT ACTION REQUESTED re: formula business CUP application
To: <pracumpston@gmail.com>

From: Placerville Downtown <pdaonmainstreet@gmail.com>
Date: November 2, 2020 at 2:31:57 PM PST
To: Placerville Downtown <pdaonmainstreet@gmail.com>
Subject: URGENT ACTION REQUESTED re: formula business CUP application

Dear PDA Members,

By now you have probably heard that another formula business (chain store) has filed a Conditional Use Permit application with the City of Placerville. The Therapy Store is a Bay Area chain that has 11 stores currently. Recently, they moved into historic Folsom and now they are wanting their latest store and their 12th is to be located in the former Combella's Building. This formula/chain business is poised to continue its expansion. It is known that they plan to go into quaint and historic districts specifically.

The PDA received notification of this application on October 21st. We immediately started hearing from merchants on Main Street about their concern over another chain/formula business coming into our unique district. Our brand, which is what separates us from all other shopping malls, centers and districts, is our UNIQUE character. Formula business threatens our brand. As you now see, when one comes in, others will follow. It wouldn't take long for Main Street to start looking like Anytown USA, and not the quaint, unique piece of Americana we are today.

The planning commission is meeting on Tuesday, November 3rd via zoom to hear this application.

Please plan to sign in and be heard. **CALL IN AT 6:00 P.M. 12/3/20!** The agenda (see item#4) is provided below with the link needed to participate via zoom.

<https://www.cityofplacerville.org/media/Planning%20Commission/Agendas/2020/2020%2011%2003%20Agenda.pdf>

This Conditional Use Permit application will either be approved or denied by the commission that night. If approved, it will be that much easier for others to come onto Main Street. We

NEED YOUR VOICES at this meeting. The Therapy Store has dozens of letters from Bay Area people in support of this formula/chain business. OUR LOCAL VOICES need to be represented in great numbers. PLEASE take a minute today to send a letter to the planning commission in opposition to this formula/chain business' application and to all formula/chain businesses in the future. We want to preserve our unique shopping district and support small businesses on Main Street.

Thank you for your URGENT help on this matter.

Emails need to be in by 3:00 p.m. 11/3/20 to be seen by the Planning Commission.

Send to this email and your comment will be sent to all of the Commissioners: pv.planning@gmail.com

Sincerely,

Heidi Mayerhofer

Secretary of the Placerville Downtown Association

Therapy store website: <https://therapystores.com/>

Links to Therapy Store plans submitted to the city: See October 3, item #4

<https://www.cityofplacerville.org/pc-meetings>

Link to letters from mostly The Therapy Store Bay Area corporate friends and associates. (They also have corporate power when it comes to lobbying.)

https://www.cityofplacerville.org/media/Planning%20Commission/2020%20Planning%20Commission/CUP20-04_SPR20-04/Comment_Letters.pdf



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Development Services Planning Division <pv.planning@gmail.com>

No Chain Stores in Placerville

1 message

Regina DeCarlo <reginandecarlo@gmail.com>

Mon, Nov 2, 2020 at 1:22 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Please do not approve Therapy Store Chain coming in and hurting local business owners.

Regina Decarlo

3340 Wood Lane, CP 95682



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

marissa defazio <marissa22098@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:13 PM

As a long time resident and frequent visitor of historic Main Street, I believe it's imperative to keep chain stores like Therapy off the strip in order to preserve the unique and antiquated experience Main Street delivers to everyone who stops in. The shops on Main should be kept locally owned, and we need to respect those who have worked extremely hard to establish their shops and keep them flourishing, especially during these unprecedented times. Please reconsider allowing chain stores to open on Main Street, and protect the integrity and locally owned spirit that makes Placerville the special place it is. Thank you

Marissa Defazio



Development Services Planning Division <pv.planning@gmail.com>

NO Chains on Main!

1 message

Rachel DiCambio <rachel.dicambio@gmail.com>

Mon, Nov 2, 2020 at 2:15 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Please keep Main Street free from chain stores! I have lived in Placerville my whole life and adore the small town historic feel. Bringing in chain stores will put small businesses out and take away all of the Placerville charm. If you allow chain stores owned by non-locals it will set a precedent, more will come and it will ruin the future of Main Street!

Thank you,
Rachel DiCambio



City of
Placerville

Pierre Rivas <privas@cityofplacerville.org>

No chains on main!

1 message

sam ells <anonymouse7781@yahoo.com>
To: privas@cityofplacerville.org

Mon, Nov 2, 2020 at 1:44 PM

Requesting to keep big chain retail out of placerville and give support for small businesses instead!



Development Services Planning Division <pv.planning@gmail.com>

No Chains On Main

1 message

Emmylea Ellsworth <eaellsworth@icloud.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 10:57 PM

I have lived in El dorado County for 31 years and one of the things I love most about it is our sweet & charming Historic Main Street. I think that to preserve the history of this town and the small mountain town essence it gives to locals and passers by, we need to make sure to protect that by not allowing chains on Main Street.

I also feel that we should consider the current local merchants of Main Street. For most of these individuals, their businesses are their livelihood. By allowing chains on Main Street, it just opens the door to suburbanize it in years to come and allow larger, less unique businesses to run this charming and quaint Historic Main Street It would be a tragedy to allow such a thing, so please... No Chains on Main.

Kindly,
Emmylea Ellsworth

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main!!

1 message

ezclark4115@gmail.com <ezclark4115@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 1:42 AM

Please don't. Placerville has a real opportunity to stay sane in a crazy world. Don't start a trend you can't stop. Thank you.

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

NO "CHAINS" ON MAIN ST

1 message

roger fiddler <rogerfiddler@att.net>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:09 PM

NO "CHAINS" ON MAIN ST

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No chains on main!

1 message

RaeAnn Fifer <raeannfifer@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 2:40 PM

Keep chain stores off of Main Street!



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Hannah Friar <hannahfriar4889@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:24 PM

Absoltely no. Main Street is for local shop only! You will ruin the atmosphere of hangtown and LOSE tourist attraction



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main St.

1 message

Sarah Golden <hello@sarahgolden.org>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 10:19 PM

Hello,

I'm writing in support of small businesses and to say no to chain stores on Main Street in Placerville. This would hugely impact the small business gift shops specifically in the case of the Therapy store. Please reconsider.

Thank you for your time,
Sarah Golden

--

...

Sarah Golden
sarahgolden.org
[@sarahgoldenart](https://twitter.com/sarahgoldenart)

Want first access to new work? Sign up for my [newsletter](#)

To whom it may concern,

Roughly five years ago, I was given an opportunity to become a part of the Therapy Stores Inc. family. Jing Chen and Wayne Whelan welcomed me with open arms and have allowed me to take on the role of a sales representative. I have been fortunate enough to work with a fantastic group of people.

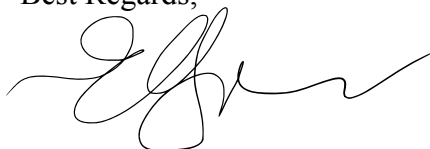
Being able to work at Therapy Stores Inc. since my Junior year of high school has contributed immensely to the person I am today. Now I am a Senior attending UC Berkeley, and I can assure you that one of the significant factors contributing to my college experience has been working with such a great team of people. They have always taken their best interest in me and have made me feel that I am more than an employee. They are still willing to provide me with the best support outside of work. For instance, their flexibility to offer me the ability to switch locations, initially working at the San Francisco, to the Berkeley location illustrates their compassionate attitudes towards their employees.

When describing Therapy Stores Inc. to my friends and family, the notion that they are “formulaic business” never crosses my mind. Working alongside Jing, Wayne, and Ava and seeing their passion for building relationships with their customers, employees, and community members further support Therapy’s true values.

It is unfortunate to hear that Therapy Stores Inc. has been depicted in a negative limelight. In the five years I have been a part of this family, I have seen how this small company has made a huge impact on their workers, but most importantly, their customers. Frequently, customers ask for Jing and Wayne, which further illustrates the positive impact on the community. Jing and Wayne’s hard work, positive behavior, and care for their employees/customers go unnoticed.

As a “mom and pop shop,” Therapy Stores Inc. would be a great asset to the town of Placerville. I can attest that Therapy Stores Inc. is a business that will always mean well and does not have the same behaviors as a corporate company. It would be a shame if the town of Placerville would not be able to experience Therapy’s caring and down to earth environment. Therapy Stores Inc. could undoubtedly continue to share these behaviors in a new community and, overall, be of great addition.

Best Regards,



Elizabeth Guzman de Anda



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

kyle halsall <khalsall@hotmail.com>

Mon, Nov 2, 2020 at 1:12 PM

To: "Privas@cityofplacerville.org" <Privas@cityofplacerville.org>, "Pv.planning@gmail.com" <Pv.planning@gmail.com>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

It has come to my attention as well as many other residents of Placerville's attention that a Therapy store might be opening on main street Placerville. I am expressing my concern that this chain store can greatly damage the local economy and cause many of the local shops on main street to shut down which make why main street Placerville is so great and historic. I hope that this chain store does not find it's way onto main street Placerville.



Development Services Planning Division <pv.planning@gmail.com>

CHAIN STORE: NO!!

1 message

Emma Hardwick <emmahar1966@yahoo.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:29 PM

PLEASE do not allow another chain store in Placerville!! I am against this!! I love our town, its HISTORICAL buildings, and all of our local stores! We need to preserve our "mom and pop" businesses. PLEASE, do not allow this to happen.

Thank you!

Emma Hardwick,
Placerville.



Development Services Planning Division <pv.planning@gmail.com>

Concerned about Chain Stores on Main St

1 message

Jamie-Lynn Hazzard <misshazzard555@gmail.com>

Mon, Nov 2, 2020 at 5:09 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, ssaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To whom it may Concern,

It has been brought to my attention that the city is considering allowing the Bay Area based chain store "Therapy Stores" on Main St. Please do not allow this. Allowing non local chain stores of any kind will threaten not only our local stores and shop owners, but the very heart of Old Town. This area of town is known for its unique local shops. that is why so many people flock there. Relegate places like this Bay area chain to other parts of the city. PLEASE keep the legacy of our beautiful and unique Main St intact.

Thank you,

Jamie-Lynn Hazzard



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Ester Heichman <exswish@gmail.com>

Mon, Nov 2, 2020 at 1:06 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

SAVE OUR SMALL BUSINESS OWNERS in HISTORIC PLACERVILLE!
NO BIG BOX and NO CHAINS ON MAIN!!



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS on Main St!

1 message

Summer Hernandez <summerhernandez08@gmail.com>

Mon, Nov 2, 2020 at 1:50 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

NO CHAINS ON MAIN. Main St Placerville will not benefit from Therapy, a chain store, coming in. I strongly oppose the idea of a chain store in HISTORIC Placerville. It will ruin Main Street. I urge you to reconsider their business and instead better support existing SMALL BUSINESSES on Main Street Placerville.

-Summer Hernandez
25 year El Dorado County resident

Milton Higgins
527 Main Street
Apartment 2
Pleasanton, Ca. 94566
707-225-4876

Therapy Store Recommendation

October 30, 2020

To the residents and business owners of Placerville, California,

It gives me great pleasure to introduce and recommend Therapy Stores to your community. Therapy Stores are a collection of unique artisan and thoughtful contemporary giftware. Independent artisans produce jewelry, artworks, and clothing that reflect their clients needs. Customer service, guest hospitality, and product knowledge are the cornerstones and the hallmarks of Therapy Stores. Each Therapy Store tailors their storefronts and merchandising to reflect their communities needs. This creates a natural integration for both business needs, as well as providing service for the communities wellbeing. Therapy Stores will provide both jobs and tax revenues for the community through their business model, philosophy, and culture. As a resident of Pleasanton, I have witnessed the impact that our local Therapy Store has had on our community. Embracing local needs and causes, offering a friendly smile with support, and contributing local sales taxes. 2020 has been a year of challenges for all of us, unfortunately many downtown merchants have closed. The financial downturn has affected us all. Therapy Store is weathering the storm with all the safety protocols in place, as well as launching their online venue. They would be a new neighbor that your community will welcome, Love and embrace! I look forward to shopping at the Therapy Store in Placerville in the near future.

Gratefully,

Milton Higgins



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main

1 message

Justina Janas <jjanas2008@gmail.com>

Mon, Nov 2, 2020 at 6:56 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Hi,

Sending along a note in opposition of Therapy Stores opening on Main Street. As a frequent visitor of the shops and restaurants, I love the authentic vibe of Main Street and being able to support small local businesses. Visiting feels like you've gone back in time and the simplicity and "hominess" is what I love most.

Since Therapy has a large budget and "flashier" marketing they will distract visitors from visiting and supporting smaller mom and pop shops, like Panic & Swoon, that offer many similar items. Thank you for your time.

Justina
Sacramento

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main

1 message

Autumn Johnston <amelodyj@yahoo.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:35 PM

Hi there,

My name is Autumn Ruiz and I am writing in regards to the possibility of a new store opening on Main Street called Therapy. I am asking and urging you to not allow this chain store to be opened on our sweet, wholesome, historic Main Street. It will take business away from small family-owned businesses and it will take away their livelihood. We need to save our small businesses and refrain from chain stores on Main Street. Thank you.



Development Services Planning Division <pv.planning@gmail.com>

No chain stores on main

1 message

Jamie Judd <jamiejudd1964@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 2:49 PM

Please keep Downtown Placerville a small town, local businesses only environment.

Vote no chains on Main



Development Services Planning Division <pv.planning@gmail.com>

The Therapy Store

1 message

edhflorist@yahoo.com <edhflorist@yahoo.com>

Tue, Nov 3, 2020 at 7:06 AM

Reply-To: "marilynksko2@yahoo.com" <marilynksko2@yahoo.com>

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

I am witing this to you because I stronly feel downtown Placerville needs to protect its uniqueness. Once it is full of "chain" stores it will remain that way forever. Main Street is a fabric of local business owners and artists. You have a responsibility to protect them. People stop in Placerville because of it's originality. Because its not generic. You can Christmas shop the little stores original to themselves. There is a reason no fast food in Carmel! Protect downtown. Marilyn Kasko

[Sent from Yahoo Mail on Android](#)



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Corrie Koskela <corriesellsre@gmail.com>

Mon, Nov 2, 2020 at 8:03 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Cc: panicandswoon@gmail.com

To whom it may concern,

I am writing to express my opposition to the chain store planning to reside on Main Street in the old location of the family owned, multigenerational, iconic Combellacks.

I am the 3rd generation of my family to call Placerville my home. My late grandfather Charles Nigh worked for the local CalTrans and helped build some of the roads in this town. My late grandmother Marie Koskela worked at El Dorado High School where both of my parents attended.

I value the opportunity the shop owners have to welcome tourists and the locals to their businesses located on Main. I take pride when pointing out the various shops that I can say I personally know the owners, their wonderful stories and have cheered for them to succeed.

A chain store would take away from the soul of this community, especially the downtown. When I was a kid I would walk down to the Newstand to get the Sunday Sac Bee for my grandma, and a bag full of candy from sweet George the store owner.

Main Street does not need a soulless chain store looking to capitalize on the blood sweat and tears of the generations of business owners before them that have created this quaint downtown. That is not the Placerville I know.

Thank you for your time

Corrie

Corrie Koskela, Realtor
RE/MAX Gold
DRE# 02085743
530-558-3344
corriesellsre@gmail.com





Development Services Planning Division <pv.planning@gmail.com>

NO Chains on Main!

1 message

Matt Kramer <mbkramer93@gmail.com>

Mon, Nov 2, 2020 at 6:51 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

I am writing to voice my objection to 12 Stores on main. Please do not allow a chain store to come to Historic Main Street Placerville.

Thank you,

--Matt Kramer



Development Services Planning Division <pv.planning@gmail.com>

No Chain Stores in DT Placerville

1 message

Regina DeCarlo <delacyconsultingservices@gmail.com>

Mon, Nov 2, 2020 at 1:27 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.com, dthomas@cityofplacerville.org

Please do not put local business owners out of business by allowing big chain stores in our DT.

Mike Lacy

5304176200



Development Services Planning Division <pv.planning@gmail.com>

Special Use Permit for The Therapy Store

1 message

aimeellamoureux@gmail.com <aimeellamoureux@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 6:58 PM

11/01/2020

Planning Commission
City of Placerville
3101 Center Street
Placerville, CA 95667

Dear Commission Members:

I am writing to you to express my opposition to the proposed Special Use permit allowing The Therapy Store to move in to the empty Combellack's storefront on Main Street.

Currently, I am not a city resident. I live just outside the city's border in the unincorporated area of Shingle Springs. However, I rent a business space on Main Street at Art Studio 360. Also, I grew up in the city and my parent's still live in my childhood home on Ridge Ct.

Having been a Placerville resident for 46 years I have seen many iterations of Main Street. Always, though, it has always been a special, unique shopping experience of small local-owned businesses; something disappearing in America. Large chain stores are putting small stores out of business as this direct competition is difficult for family businesses to sustain. Opening the door to this type of commerce on Main Street is a huge, precedent-setting mistake.

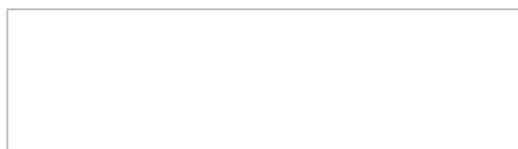
Main Street Placerville has, historically, had the identity of a special place to visit. Allowing large, non-local businesses to move in reduces Placerville to the degree of commonality of found "anywhere in America". What sets us apart has always been our one-of-a-kind stores, restaurants, and events. When you begin allowing in chain stores like The Therapy Store it changes the identity of Main Street and puts us on the slippery slope of reduced tourism and long-time successful stores shuttering their doors.

I have always been proud of my hometown. I am especially proud to be a part of Art Studio 360 and the vibrant feeling on Main Street. Showing my work and interacting with visitors downtown has been a privilege. Participating in events like Trick-or-Treating, Octoberfest, Winederlust, Art Walk and so many more has cemented my love for my community. I love this town. I have never seen another like it. Preserving our identity is crucial.

Surely, filling a space with a footprint as large as the Combellack's store is challenging. While you cannot require it, perhaps the commission can encourage the building owner to divide the space in to two smaller storefronts. Nothing on Main Street remains empty for long. Creating two new spaces provides two new opportunities for local businesses to move to Main Street.

Please, do not open the door to the end of locally owned businesses in Placerville. In all the many, many years I have lived and done business here, Main Street is at the height of it's culture. It is having a renaissance of art, and food, and beauty. It is among the last of it's kind in this country.

Please, let us maintain our culture. Do not issue the permit for The Therapy Store.



Sincerely,

Aimee Lamoureux

Be kind to each other

To whom it may concern,

When I think of my earliest memories, most of them star the Chen-Whelan family. I see their faces and hear their dialogue as if I were a cameraman documenting history. It sounds ridiculous, but being with them felt important. Whether I was tagging along looking at houses for sale in the desert, chewing on milky Chinese candy with Ava and feeling really cool, or feeling chlorine in my lungs as I ate ice cream with Ava, these people treated me like no one ever had. I remember going on a road trip with them to Arizona and pretending to be afraid of the semi trucks we passed and subsequently the 'Car Wash' song they would play, just because I loved these people so much and wanted as much attention from them as I could get.

We were hiking a beautiful trail in Point Reyes when we stopped for a break to eat some snacks. I wasn't interested because an amazing butterfly had caught my eye. I watched it land on a purple thistle flower. I wanted the butterfly so badly then I sacrificed my palms on the prickly plant to catch it. While tears stung my eyes, I knew that it was worth the gorgeous pale blue butterfly in my hand with delicate black and white trim, like a lovingly crafted doily from your favorite grandmother. Being too young and too eager, Ava noticed I was smothering the insect with my fascination. Ava gently opened my hands, and the butterfly did but it was born to do, and flew away. I was filled with childish anger. Like the butterfly's instinct, Ava did what a big sister is supposed to do, explaining that the butterfly was not mine to have. It was something that when said to you in the moment doesn't hold water, but stays with you for more than a decade.

When my parents were busy, they would leave me to Wayne and Jing, who were often busy as well. I didn't mind, because it meant I could climb up to the little crawlspace above the store, out of sight, perfect for people watching. I would snuggle under a blanket with Ava, or we would draw together and make each other laugh. My favorite thing to do though was to watch the store. I could lay up in that little nook content for hours. The flow of different people who would come into the stores was fascinating at seven years old, as well as the care, warmth, and genuine interest that Wayne and Jing showed these people. And I know the difference between salesmanship and sincerity.

Last year I had flunked out of two different schools as a freshman in college. My parents didn't know what to do with me, and neither did I, when the idea of working at Therapy came up. Although I had not seen the Chen-Whalens since my family moved to New Mexico 10 years ago, the family not only accepted me into their store, they welcomed me into their home. I know no other family that would do the same, even my blood.

Walking into the 545 Valencia store once again at 19 was overwhelming in a way I've never felt before. The best way. Even walking down the street to the store, I couldn't contain myself. I walked past the Salvadoran restaurant, past the corner store with the big Samoan guy name JJ behind the counter, past the best pizza place in the city where you can't even sit down (you can't change my mind), past the purple glass tiles in the sidewalk that I had always found strange, but when I got to the coffee shop run by the lady always speaking to someone in Armenian on her

Bluetooth, I broke out in a run to the store. I busted through the open doorway with the same childish grin I expect I've always had and that place, and although it was a cold and windy day, the warmth of the store washed over me.

As excited as I was to start working at the store, I was just as nervous. It was my first real job and I didn't want to let Wayne and Jing down, but my confidence in myself was low. I soon found out that every single person I worked with wanted to see me succeed and had something unique to teach me. From my managers to my coworkers who were students, the feeling of looking out for each other was not lost on anyone. I am grateful for how much I learned in a few months due to Therapy and everyone involved.

Sometimes Jing would make me an egg sandwich for breakfast and I see her later on at the store, chatting up a regular. If Wayne came into the store to help out or fix something, I'd make him promise to watch a movie with me later. Often I would work with Ava, and I had to mind myself to not get too distracted, because making her laugh is my favorite thing in the world. We had many customers who lived in the neighborhood and would swing by if they were taking a stroll or walking their dog. My favorite doggie regular was a stout, proud young lad named Winston. Sometimes I would see examples of how closely therapy in the neighborhood coexisted. Locals would often come in hoping to see their favorite employee, or just because they hadn't been in a while. One customer told me that she comes to see the store frequently even when she doesn't intend to buy anything. She said what brings her back is the whole feeling, the smell of the candles, the conversation and the buzz of the place, she said, feels like actual therapy.

I have so much more to share about my respect, admiration, and love for the hardest working family that inexplicably also manages to be the kindest, but I suppose that's better suited for a thank you letter. Wayne, Jing, and Ava have made my life brighter from the very start, and I truly believe their stores make the neighborhood brighter, too.

Thank you for your time and consideration,

Serena Laurence



Development Services Planning Division <pv.planning@gmail.com>

REJECT FORMULA STORES

1 message

Brad/Joyce Martin <bnjmartin01@sbcglobal.net>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 7:34 AM

PLEASE DO NOT ALLOW ANY CHAIN STORE TO COME INTO DOWNTOWN PLACERVILLE. WE HAVE A WONDERFUL, UNIQUE TOWN ATMOSPHERE THAT SHOULD BE PRESERVED FOR RESIDENTS AND VISITORS. TOO MUCH OF OUR WORLD IS CONSUMED BY LOOK-ALIKE CHAIN STORES.

AS A RESIDENT, PATRON AND EXHIBITING ARTIST IN PLACERVILLE, I AM STRONGLY REQUESTING THAT YOU REJECT THE INCLUSION OF THE THERAPY STORE AND ANY OTHER CHAIN STORE BUSSINESSES INTO PLACERVILLE AND THAT YOU SUPPORT CONTINUING THE TRADITION OF SUPPORTING SMALL, LOCAL AND FAMILY OWNED BUSINESSES IN OUR SPECIAL COMMUNITY.

THANK YOU, JOYCE MARTIN



Development Services Planning Division <pv.planning@gmail.com>

No Chain on Main

1 message

Julie Martin <luluandsid@yahoo.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:09 PM

> Please keep Main Street free from chain stores.
>
> Thank you,
> Julie MARTIN



Development Services Planning Division <pv.planning@gmail.com>

Re: Mainstreet

1 message

Lindsey McDonald <lindsey.mcdonald90@gmail.com>
To: Lindsey McDonald <lindsey.mcdonald90@gmail.com>
Bcc: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:05 PM

Hello:

I am emailing you as a citizen of Placerville for 30 years and the daughter, niece, and granddaughter of local business owners on Mainstreet. Adding the shop Therapy to our unique historic Mainstreet is a huge mistake. It will not only damage my families businesses but also play a part in local shop closures. You have shop owners who have lived here their WHOLE LIFE and have chosen THIS TOWN to spend their lives in and have a business in. Lets not destroy a beautiful unique thing with a chain store. Therapy does not belong here.

Sincerely,

Lindsey McDonald



Development Services Planning Division <pv.planning@gmail.com>

Main Street's Future

1 message

Sherilyn Reinhart <sherilynmunroe@gmail.com>

Mon, Nov 2, 2020 at 9:18 PM

To: pv.planning@gmail.com

Cc: privas@cityofplacerville.org, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To Whom It May Concern:

I am writing to you today to express my concern over the potential establishment of chain businesses on Main Street. Specifically as it regards to Therapy Stores. I grew up in Placerville and hope to return to the golden foothills in a few years. As the Sacramento Metro Area has expanded into El Dorado Hills we have seen independent shops replaced by generic chains. When I vacation away from the Bay Area, I readily choose going to the foothills and stay in Placerville, Auburn or Nevada City. I chose these places because they are each small, unique and distinctive. You can find things downtown that are unique to that place and the 'feel' of being in town can not be recreated.

After looking over the website of Therapy Stores, I can think of 3- 4 independently run businesses on Main Street that sell similar items. Allowing a small Bay Area chain to move in downtown will directly impact local businesses, which I imagine are already struggling this year. I hope that you will consider holding off on this venture and that a locally run business will be able to fill the vacancy.

Kind regards,

Sherilyn Munroe



Development Services Planning Division <pv.planning@gmail.com>

main street businesses

1 message

Daniel Nelson <dankando@gmail.com>

Mon, Nov 2, 2020 at 8:17 PM

To: pv.planning@gmail.com

I wanted to take the time to say that I am opposed to allowing chain store businesses on Main street. I have seen how this can effect a city and it is not a positive outcome. The addition of the chain store you are considering will have a negative effect on more than one of the current stores now on Main street. I would also like to point out how the addition of the Sourdough business is now open early for coffee and pastries which takes business away from existing businesses. I was under the impression that it was to be a sandwich shop. I for one will not support any of these businesses and I will tell everyone that will listen to do the same.

Dan Nelson



Development Services Planning Division <pv.planning@gmail.com>

Chain store on Main

1 message

Mona Nelson <talk2mona1@hotmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 7:54 PM

Please be aware of the impact chain stores will have on Placerville local stores. I realize this offers a tax base for our city but the livelihood of many small businesses that are the heart of our downtown will be affected. It makes me sad to know our very special downtown could have another chain (Sourdough & Co.). Word is out these are not local people and have lots of big business power and money. Remember us the people who love our life here!

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Fw: No Chain on Main!

1 message

Stacey Parsons <stacey_pink2009@yahoo.com>

Mon, Nov 2, 2020 at 6:07 PM

To: dthomas@cityofplacerville.org, privas@cityofplacerville.org, pv.planning@gmail.com

Sent from Yahoo Mail for iPhone

Begin forwarded message:

On Monday, November 2, 2020, 8:05 PM, Stacey Parsons <stacey_pink2009@yahoo.com> wrote:

As a tourist, a former local, and all around Fan of Placerville. I'd hate to come back and visit and honestly see the exact same stores I'd see in any other town. We out of towners come to these small main streets because "oh I remember there was this awesome store in Placerville, I loved it, we HAVE to go back". Just like any other small town. We go and have those memories from road trips, family trips, weekend get away, these small town Main Streets draw us in and keep bringing us back because they're Unique. I don't want to go to Denver on one trip, and California on another and see the same store everywhere I go. I like being able to say 'Oh I got it at the cute little shop in Placerville'. Not...."Ya I got it at 'Target', there's another one 10miles away"

Keep Placerville Rad.



Sent from Yahoo Mail for iPhone



Development Services Planning Division <pv.planning@gmail.com>

Downtown Development

1 message

kimberly Calder <kimberly.calder2@gmail.com>

Mon, Nov 2, 2020 at 4:20 PM

To: pv.planning@gmail.com

Please consider keeping the store Therapy out of downtown Placerville and keep your local, homegrown business owners in business. Business-wise, it makes more sense to keep Placerville a unique, diverse tourist attraction. I come up from Santa Barbara county 3x a year to enjoy the wine scene and strolling the unique shops on my way up to Tahoe. I'd hate to see a store that I could easily find in SF and LA in downtown Pville. Thank you!

Kim Peterson
Figueroa Mountain Brewing Co.
Cell: [985-373-6713](tel:985-373-6713)
Kim@figmtnbrew.com
www.figmtnbrew.com



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main St

1 message

Brecklyn Petrinovich <brecklyne@gmail.com>

Mon, Nov 2, 2020 at 3:07 PM

To: "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>

Hi. I'm writing on behalf of all the small businesses on our historic Main Street. We want to keep large and small chain stores out of our small town and especially off of Main Street.

Thank you for considering this important issue!

Sincerely,
Breck Petrinovich



Development Services Planning Division <pv.planning@gmail.com>

no chain on main

1 message

Elizabeth Prescott <hangtown1@gmail.com>

Mon, Nov 2, 2020 at 6:02 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

I dont want chain stores on main street placerville, there are lots of other buildings\empty stores for sale or rent in town. Keep Pville main street how it is. Thank you. A 20 year resident.



Development Services Planning Division <pv.planning@gmail.com>

No chains on Main

1 message

hannah prescott <hannahprescott2@gmail.com>

Mon, Nov 2, 2020 at 5:55 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.com, dthomas@cityofplacerville.org

Hello

My name is Hannah Prescott

Im 16 years old and I don't believe a chain store (therapy stores) on our Historic Main Street would be beneficial to any other business. I'm asking you today if you love our little town please do not let this chain store run other mom and pop shops out of town

Thank you.

~ Hannah prescott



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Revamped Jewels <jewelsrevamped@gmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 7:11 PM

keep the chains off of main!!!!



City of
Placerville

Pierre Rivas <privas@cityofplacerville.org>

Chain stores on Main

Rhoda <familytrkj@cox.net>
To: privas@cityofplacerville.org

Mon, Nov 2, 2020 at 12:50 PM

11/2/2020

Please do not allow chain stores on Main st. Keep the main street alive with small business that are unique and that will not push out stores that have been thriving and making it through the nightmare that has been 2020. Thank You! Rhoda Filler

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Mandi <mandiskis@yahoo.com>

Tue, Nov 3, 2020 at 6:26 AM

To: pv.planning@gmail.com

Hello, I would like to ask you to please not issue a CUP to the Therapy Stores chain/formula store. As a small business owner and a former business owner on Main Street, I know first hand this is not what the community wants. When I talk to visitors they always say how they love the unique stores in Placerville's historic district. The stores and restaurants are like nowhere else and people come to specifically to placerville to visit them. Please honor our ordinance against formula stores. Please allow the city council more time to tighten up the ordinance against the stores and businesses. We do not need to go through another lawsuit like we are currently in with sourdough company. Please listen to the local community and not outsiders who only care about money and know nothing about our unique, historic town.

Mandi Rodriguez



Development Services Planning Division <pv.planning@gmail.com>

No chains on main!

1 message

Alleene Roemer <amroemer@ucsc.edu>

Mon, Nov 2, 2020 at 5:35 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Hello!

My name is Alleene Roemer, I'm a local resident of Camino, alumni of El Dorado High school, and my family owns a small business on Main street. I heard that a chain goods store was interested in opening up on Main street, and was garnering some attention. I thought it would be an appropriate time to say my piece. I am well aware that Therapy would not be the first chain in town, and would be accompanying Sourdough and Co. and VibesUp among others. As a person who goes out of her way to support small and local business before corporations, regardless of political affiliation, I think it is incredibly misleading to have these storefronts on Main street. Also, when these small buildings are rented to outside companies it indirectly and directly raises the cost of rent for local shopkeepers. When I spend money on Mainstreet, I expect it to go back into the community I love.

Thank you for your consideration!

- Alleene Roemer

(530)7486839

amroemer@ucsc.edu



Development Services Planning Division <pv.planning@gmail.com>

RE: Therapy store on Main Street

1 message

Mandy Rosenberg <porcelain411@comcast.net>

Mon, Nov 2, 2020 at 2:08 PM

To: "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "Dthomas@cityofplacerville.org" <Dthomas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>

To whom it may concern,

I'm writing to you all today as a concerned citizen and relatively local native Californian. I've recently been informed of the chain store Therapy coming into downtown Placerville on Main Street, a place I've loved to visit since growing up in Sacramento as a child. I'm now a resident of Oakland, California but I frequently come up to the country, specifically the Placerville area to visit friends and get time away from the city and urban life. I'm so saddened by this decision to bring in a bigger store like Therapy to this community because the whole charm of Main Street is the fact that you can go and shop in places that you can't find elsewhere. Why would I or anyone want to drive from Oakland or the Bay Area, etc. want to go to a store that I can drive 5 minutes to get to and get the same products. Since so much of Main Street relies on traffic and folks coming through on their way to Tahoe or to visit Apple Hill, I know that most tourists would probably feel the same as I do if they see the same stores they can visit back home.

I love the old west, historic feel of Placerville-that untouched, unique, small town charm and vibe is so refreshing for us city folk to feel. I hate when I see bigger chains come in and obliterating small, thriving businesses. I understand that a town wants to thrive economically, but I believe that can continue by supporting local shops and artisans. It's so important now more than ever to be able to support small, local, thriving, independent businesses.

I hope you all deeply consider this point of view while deciding on opening a store like Therapy that will trigger the floodgates to completely change the feel of sweet and special places like Placerville. Covid has been hard enough for small businesses and now is the time to help support them not knock them further down by giving bigger chains more leeway to take over.

Thank you,

Amanda Rosenberg



Development Services Planning Division <pv.planning@gmail.com>

Therapy on Main

1 message

Samuel Roundtree <shamrocktree@me.com>

Mon, Nov 2, 2020 at 8:45 PM

To: pv.planning@gmail.com

I'm dropping you a quick email to say that I do not support the addition of chain stores - such as the proposed Therapy - to Main Street, Placerville.

I've lived here 30 years, and to me, Sourdough & co. taking over the Centro building was bizarre enough... let's not let a seemingly-successful chain come in and steal patronage from the already-suffering small businesses who make this Main Street what it is - a place unlike other places.

We do not need this.

Please. Say no to Therapy on Main.

-Samuel R



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Haunted Sailor <vendsley11@gmail.com>

Mon, Nov 2, 2020 at 6:32 PM

To: pv.planning@gmail.com

Please don't add another chain store in our historic Placerville Main Street! Too many good people's livelihoods will be effected by this!

Sincerely a long time Placerville local !

Sent from my iPhone

Sent from my iPhone



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: No Chains on Main

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:08 AM

----- Forwarded message -----

From: **Ashley Salmina** <aesalmina@gmail.com>
Date: Mon, Nov 2, 2020 at 9:19 PM
Subject: No Chains on Main
To: <privas@cityofplacerville.org>

I'm voicing my hope that the chain store Therapy, doesn't get approved for Main Street in Placerville. I feel that there should be further consideration to keep Main Street more historical and keep our small business owners a priority. Let's not turn our unique stretch on Main Street into another Folsom, or Roseville, or Bay Area shopping space. I don't want such a cookie cutter feel to this part of town. I do think there's room elsewhere in Placerville for chain stores, like by the new Target.

I would ask for a one year moratorium on formula/chain stores to allow locals to address this, and city council to complete writing their ordinance.

Thank you,

Ashley Salmina
aesalmina@gmail.com

--
Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

No Chains on Main

1 message

Ashley Salmina <aesalmina@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 9:11 PM

I'm voicing my hope that the chain store Therapy, doesn't get approved for Main Street in Placerville. I feel that there should be further consideration to keep Main Street more historical and keep our small business owners a priority. Let's not turn our unique stretch on Main Street into another Folsom, or Roseville, or Bay Area shopping space. I don't want such a cookie cutter feel to this part of town. I do think there's room elsewhere in Placerville for chain stores, like by the new Target.

Thank you,

Ashley Salmina
aesalmina@gmail.com
530.320.1834

Ashley Salmina
aesalmina@gmail.com
530.320.1834



**City of
Placerville**

Andrew Painter <apainter@cityofplacerville.org>

Fwd: No chain on main!!!

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:05 AM

----- Forwarded message -----
From: **Kristen** <kjconetta@yahoo.com>
Date: Tue, Nov 3, 2020 at 6:21 AM
Subject: No chain on main!!!
To: <privas@cityofplacerville.org>

No chain on main!!!

Thanks
Kristen Saylor

--
Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

Therapy Store on Main

1 message

Nikiya Schwarz <communications@thenationalexchangehotel.com>

Mon, Nov 2, 2020 at 7:39 PM

To: "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>

Greeting decision makers of Placerville,

I am writing to you all regarding the allowance of Therapy Stores on Main St In Placerville. While not a resident, I am a visitor. I live in Nevada City, a similar historic small town near you. The vitality and continued economic viability of these historic small towns depends critically on protecting their character as well as the small, locally owned businesses that give them their unique character.

I implore you to not allow chain stores, even well cloaked as small businesses, to erode the quality of your downtown district. Once this door is opened it cannot be closed. Allowing Therapy Stores to take up residence in your historic area is a nail in the coffin for those small shops who are hanging by a thread due to the pandemic.

Future residents and visitors will thank you for this decision.

Best,

Nikiya Schwarz
Nevada City, CA



Development Services Planning Division <pv.planning@gmail.com>

The Therapy Store

1 message

Nanette Scott <nanettescott@gmail.com>

Mon, Nov 2, 2020 at 6:18 PM

To: pv.planning@gmail.com

To whom it may concern:

I write to convey my thoughts on whether to allow this chain to open on Main Street, Placerville. NO. The whole flavor of Main Street is historic, that's what drives and attracts people to our area and allowing a chain type store to open would destroy the wonderful atmosphere of Main Street.

Please do not allow this store to destroy our wonderful historical street.

Nanette Scott
Resident Artist at
Art Studio 360
360 Main Street
Placerville, CA



Development Services Planning Division <pv.planning@gmail.com>

No chain stores on Main Street!

1 message

Amy Sellers <sellersmom@gmail.com>

Mon, Nov 2, 2020 at 8:54 PM

To: pv.planning@gmail.com

Planning Commission,

Please be wise in your consideration of the chain store issue. Keeping Main Street unique is what keeps the interest and feeling of our small town. There are many other places for chain stores to join our community.

Thanks for all you do to preserve our charm and our heritage.

Sincerely,

Amy Sellers



**City of
Placerville**

Andrew Painter <apainter@cityofplacerville.org>

Fwd: NO CHAINS ON MAIN

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:15 AM

----- Forwarded message -----

From: **shea.p234** <shea.p234@yahoo.com>
Date: Mon, Nov 2, 2020 at 4:32 PM
Subject: NO CHAINS ON MAIN
To: <privas@cityofplacerville.org>

No chain stores on main street!!

Sent from my Samsung Galaxy smartphone.

--
Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

Chain stores

1 message

Mary Lou Shelton <marylou.shelton@comcast.net>
To: pvplanning@gmail.com

Mon, Nov 2, 2020 at 8:16 PM

No chains on main- I've lived here since 1988 and you are ruing our small town atmosphere if you continue to put chain stores on main st - they belong on Missouri Flat if we have to have them

Mary Lou and Randy Shelton
Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No to chains on Main Street

1 message

Susan Sinetos <ssinetos@sbcglobal.net>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:47 PM

"No Chains on Main"

Thank you

[Sent from AT&T Yahoo Mail for iPhone](#)



Development Services Planning Division <pv.planning@gmail.com>

More chain stores?

1 message

wildkelpies@gmail.com <wildkelpies@gmail.com>

Mon, Nov 2, 2020 at 7:30 PM

To: pv.planning@gmail.com

Why has the pursuit of immediate greed become the motivator for this town? Where is the loyalty to local, creative, individuality? Homegrown, handmade, actual quality means nothing anymore? Does Placerville have to turn into just another strip mall type of atmosphere? You are being short sighted if you allow another chain store on Main st. You may receive the immediate up-front money, but in the long run, you will kill off business for everyone. People come to shop here for the unique, one of a kind artworks, gifts, and restaurants. If they can find the same mass produced garbage elsewhere, do you think they'll bother to stop on their way to Tahoe? No, they'll complain about the traffic, and keep going. They can find that garbage anywhere, why bother stopping here. Think long term, and start promoting the locals! I can't tell you how many times a "first timer" stops in and talks about how amazing the shops and restaurants are on Main! They talk of never having stopped before, but definitely will be back. If it's more run of the mill.....we as a city, and business district, will lose that forever.

Tracey Sirbello

Artist at Art Studio 360 on Main St.

Sent from my LG Mobile



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: Keep Main St charming

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:14 AM

----- Forwarded message -----

From: **Michelle** <michtann25@gmail.com>

Date: Mon, Nov 2, 2020 at 5:11 PM

Subject: Keep Main St charming

To: <msaragosa@cityofplacerville.org>, <privas@cityofplacerville.org>, <dthomas@cityofplacerville.org>

To whom it may concern,

I'm writing to share my opposition to the proposed Therapy chain store and all chain stores from Main St. Placerville. I believe it will be detrimental to the local businesses that already exist there as well as future local entrepreneurs. What makes Main St. special is that it is not filled with chain stores and that is what attracts tourism to its charm.

Thank you for your time!

Michelle Sivesind

Sent from my iPhone

--

Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

Chain store

1 message

Carolina Smith <carolinasmithempres@gmail.com>

Mon, Nov 2, 2020 at 8:41 PM

To: pv.planning@gmail.com

Hello, my name is Carolina Smith Williams. I opened my shop The Empress at 582 main st 20 years ago. I recently learned about the new therapy chain store coming to our main street, and frankly I'm very mad about this news. This will completely devastate so many great, magical shops that have struggled and sweated to keep their doors open. I know this will devastate my shop as well. My mom also owns a small shop on main for 34 years now, and it most likely will put her out of business. Please stop this from happening, and let our already small amazing businesses thrive for once. To my understanding, placerville main st was not to allow chain stores anyway, what happened. This is reckless and dangerous to the viability of our merchants and the charm of our amazing town. Thank you for your time. Sincerely ,
Carolina Smith Williams



City of
Placerville

Pierre Rivas <privas@cityofplacerville.org>

Public hearing for Therapy store

scott sowa <s_sowa@hotmail.com>

Mon, Nov 2, 2020 at 12:18 PM

To: "privas@cityofplacerville.org" <privas@cityofplacerville.org>

Hello Pierre,

Just wanted to add my voice to chorus of folks respectfully requesting that the public hearing for the Therapy chain store be moved from Election Day to a later date. Cheers, hope all is well.

Scott Sowa
991 Oak Terrace Road
Placerville
Mobile/Text: 916-799-5101

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

"Therapy" chain department store on Historic Main Street

1 message

scott sowa <s_sowa@hotmail.com>

Mon, Nov 2, 2020 at 8:43 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>

The Bay Area based chain store "Therapy" is a formula style business and should not be permitted to operate on Historic Main Street. This large, centrally funded chain of 11 other outlets will destroy several local merchants' businesses who have worked so hard to make it through the shutdowns. Our local shops have suffered and worked tirelessly and need this holiday season's sales to survive. Allowing this express department store to operate in the 3000 square foot Combellack's building on Historic Main Street in the heart of Placerville's Central Business District would be unprecedented and will devastate the holiday revenues of our small local boutiques. Please deny Therapy Stores the conditional permit it is seeking and protect local businesses in Main!

>

> Sincerely,

> Scott Sowa

> 991 Oak Terrace Road

> Placerville

> Mobile/text: 916-799-5101

>

> Sent from my iPhone



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: Keep Main Street Special

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:13 AM

----- Forwarded message -----

From: **Lindsey Tanner** <lindseyoutandabout@yahoo.com>
Date: Mon, Nov 2, 2020 at 6:23 PM
Subject: Keep Main Street Special
To: <dthomas@cityofplacerville.org>, <msaragosa@cityofplacerville.org>, <privas@cityofplacerville.org>

To whom it may concern,

I'm writing to share my opposition to the proposed Therapy chain store and all chain stores from Main St. Placerville. I believe it will be detrimental to the local businesses that already exist there as well as future local entrepreneurs. What makes Main St. special is that it is not filled with chain stores and that is what attracts tourism to its charm. Thank you for your time!

--

Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN!

1 message

Sierra Usher <itachilover24@gmail.com>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 9:09 PM

No chain stores on Main Street!!



Development Services Planning Division <pv.planning@gmail.com>

NO Chains on Main!

1 message

Rachel Verdolivo <rachelynn@gmail.com>

Mon, Nov 2, 2020 at 7:15 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Placerville's Main Street is a local rarity because it is comprised of small businesses. Please keep it that way. I travel frequently from Folsom (though I was raised in the Placerville area!) to shop on Main St for this very reason. Please don't let Main St. lose its charm! Keep it local!

Thank you for your time. I wish you all a wonderful evening!

-Rachel

The Vintage Room
732 1/2 sutter street
Folsom ca 95630

To whom it may concern

We are small vintage store on Sutter Street in Historic Folsom. when the Therapy Store open this year we were very thrilled to have them on our street. They bring in many different customers from all walks of life. Their items are fun, city urban and collective. The owners are very pleasant to talk to and the manager is hard working. They are a great addition to Historic Folsom. They are what this community needed. We hope they can expand their small business venue in other cities as it will bring joy to many shoppers.

The Vintage Room

October 31, 2020

To Whom it May Concern,

My name is John Voelz. I own and operate Reset: Cafe by Day in the Historic District of Folsom with my wife. My wife and I opened our dream business in the Historic District because we live there and enjoy the vibe of the District.

I'm allergic to big chains. I only eat at chain restaurants or shop at chain stores when I'm under duress--like a car full of grandchildren begging. I've opted for the boutiques and mom and pop stores long before I owned one.

I work hard to protect the look and feel of Folsom's Historic District because everything that happens there reverberates and ripples and eventually affects my family business. If a chain store threatened what we are trying to protect, I would fight with everything I have to keep it away from us.

A few months ago, Therapy Stores moved in across the street from us. The quaint, hardwood-floored, tin ceilinged empty space that was there prior to their arrival was begging for something with character and class. We hoped not only for good neighbors to occupy it, but also a retailer that would add something special to our district. We got both.

The reasons I don't shop at chains are multifold--the inability to create a space that rhymes with where they're planted, the lack of owner involvement, cookie-cutter product lines, inattention to detail, no real innovation, horrible customer service at the hands of warm bodies with no skin in the game . . . the list goes on.

Therapy Stores has not been the kind of "chain" that creates my woes. From what I understand and have observed, Therapy Stores is California owned--born right down the road from us, with a passion for small towns and creative spaces. While they have multiple stores, they aren't the kind of chain that sells out to franchisees with a thirst for expansion. I've had multiple conversations with their employees who regularly post on social media about our town, frequent our shops and restaurants, and help create life in the District. I'm so glad they're across the street from us. I love visiting their curated collection of books, gifts, and other goodies. I know I can always find something there for the unique personalities in our lives.

All this to say, I think Therapy Stores would be a fine addition to Placerville--another town that I love.

John Voelz
Owner Operator





Development Services Planning Division <pv.planning@gmail.com>

No chains on Main!

1 message

Wendy Wagner <info@thesacredorder.net>

Mon, Nov 2, 2020 at 7:13 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.com

Please keep the integrity of your town. No chains on Main.

Sincerely,
Wendy Wagner

--



thesacredorder.net
info@thesacredorder.net
911 Lakeville St #305
Petaluma, CA 94952
415-370-5373



Development Services Planning Division <pv.planning@gmail.com>

Franchise businesses on Main St Placerville

1 message

beachducky@sbcglobal.net <beachducky@sbcglobal.net>
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:36 PM

I am a concerned citizen of Placerville. My concerns are not only maintaining the small town feel with the independent nature of businesses but also supporting the existing businesses.
The small businesses owners of Main Street are struggling to stay open and yet franchise owners are allowed to not only move in but to also sell and offer the same merchandise.
We now have a sandwich shop that opens at 8am to offer pastries and coffee in a prime location taking business away from our three independent coffee shops.
This owner has the prime location yet chooses to undermine the other owners by taking income from them. Also, now there is another large business owner moving into the old Combellacks store to sell gift items taking business away from the already struggling gift shops.
Please consider the existing owners and their love and support of the community before allowing this to happen.
What do the new business bring to our community? We need to support the existing businesses every way we can including not allowing big businesses to move in.
Thank you very much
Lorrene Walton

Sent from my iPhone



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

Fwd: No chains on main

1 message

Pierre Rivas <privas@cityofplacerville.org>
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:09 AM

----- Forwarded message -----

From: **Anmarie Weeks** <fieldingweeksphoto@gmail.com>
Date: Mon, Nov 2, 2020 at 8:46 PM
Subject: No chains on main
To: privas@cityofplacerville.org <privas@cityofplacerville.org>

As a long time citizen of this town, I feel I am finally seeing Main Street at its highest point of local participation and business , with only more elevation to gain, but bringing a chain store to Main will be the end of that.
NO CHAINS ON MAIN

Thank you,
Anmarie Weeks

--

Pierre Rivas, Director
Development Services Department
City of Placerville
(530) 642-5569
privas@cityofplacerville.org



Development Services Planning Division <pv.planning@gmail.com>

No Chain Stores on Main St

1 message

Brittney Wendell <bwendell27@gmail.com>

Mon, Nov 2, 2020 at 12:41 PM

To: msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org, privas@cityofplacerville.org, pv.planning@gmail.com

Hello,

I wrote to some of you last week and am writing again ahead of tomorrow's meeting to encourage you to PLEASE prevent Therapy and any other chain stores from opening on Main St.

Allowing Therapy to move in will set a precedent that allows chain stores to push out our small unique businesses on historic Main street.

Therapy can be located outside of the central business district -- please do not let them move in on Main St.

Thank you for your time.

Best,
Brittney

On Tue, Oct 27, 2020 at 9:59 AM Brittney Wendell <bwendell27@gmail.com> wrote:

Hello,

I'm writing ahead of the City Council meeting tonight to ask for a one year moratorium on formula / chain stores within the central business district on Main Street.

I grew up in Placerville and spent my youth and teenage years wandering tiny unique Main Street stores. Now in my 30s, I have the joy of seeing four different friends with their own stores on Main Street. Placerville has allowed them to make it big in a small town and share their unique, Placerville-steeped creativity with locals and passersby. From art to coffee to kids toys to decorations and trinkets, each one sells unique items or has a unique storefront that can only be found on Placerville Main Street.

Inviting formula stores into the mix allows an open door for wealthy established non-Placervillians to get a foothold on our town and squash out these bright individual beacons that can only be found here.

My friends would absolutely go out of business and have their dreams ruined if big-money chain stores are allowed in.

Let's keep Placerville Main Street small and local and let our residents continue to hold Main Street to its historic small-town charm. These chain stores can be located outside of this important cultural area.

Thank you for your time and consideration.

Best,
Brittney



Development Services Planning Division <pv.planning@gmail.com>

NO CHAIN ON MAIN

1 message

Jordin Wensel <jordinwensel@gmail.com>

Mon, Nov 2, 2020 at 6:14 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

Hello,

I am writing to request that you consider the repercussions for the face of our beloved historic main, and the livelihood of our small businesses, if a chain store is allowed to open on Main. Please, NO CHAIN ON MAIN.

Thank you.



Development Services Planning Division <pv.planning@gmail.com>

No Chains on Main!

1 message

Christy Wheatley <christywheatley@gmail.com>

Mon, Nov 2, 2020 at 1:29 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

As someone who grew up going on walks along Main Street with my family, I know how incredible its small town atmosphere is. If we allow a chain store like Therapy Stores to move in, it sets the stage for the complete destruction of the small town charm that makes Placerville such a great place.

Not only does it open the doors for even more chains to come in some day, but it also threatens the existence of the small businesses that are already well established. Therapy Stores carries the same products as Midnight Kin, and also has very similar products to other stores on Main Street. If we let this chain store in, we are threatening the profits of existing stores, especially since chain stores can offer lower prices that smaller stores just can't compete with.

Please consider that allowing Therapy Stores to move into Main Street can have repercussions far beyond what you might expect and don't allow it!



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Britini Wilson <britiniwilson0220@yahoo.com>

Tue, Nov 3, 2020 at 6:52 AM

Reply-To: Britini Wilson <britiniwilson0220@yahoo.com>

To: "privas@cityofplacerville.org" <privas@cityofplacerville.org>

Cc: "pv.planning@gmail.com" <pv.planning@gmail.com>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

NO CHAINS ON MAIN

[Sent from Yahoo Mail on Android](#)



Development Services Planning Division <pv.planning@gmail.com>

Keep Placerville original

1 message

andersen_kathleen <andersen_kathleen@yahoo.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:45 AM

To Whom it may concern:

I am asking the City of Placerville Planning Commission to deny this formula/chain store since it is not suitable to the character of the surrounding neighborhood, does not reflect the history or unique character of the community, and that the use and character is identical to similar Formula/Chain Businesses located in other communities and thus, cannot contribute to the established uniqueness of the Central Business District.

Thank you,

Kathleen Andersen

Sent via the Samsung Galaxy S9+, an AT&T 5G Evolution capable smartphone



Development Services Planning Division <pv.planning@gmail.com>

Proposed therapy store

1 message

angulocustomwoodturning <angulocustomwoodturning@gmail.com>

Tue, Nov 3, 2020 at 12:27 PM

To: pv.planning@gmail.com

I would like the council to vote no on this conditional use permit for the Therapy store. I'm a local woodworking artist at Art 360 Studio it is a struggle to maintain income levels with artwork. I believe this location will undercut the price and quality. I also believe this starts the path towards more franchise and more corporate stores with no connection to the community of Placerville and the surrounding residence. Keep downtown Placerville Historical Area.

VOTE NO

Thank you

Carlos Angulo

Facebook: [angulocustomwoodturning](#)

Instagram: [carloswoodwork](#)

Website: angulowoodturning.com



Development Services Planning Division <pv.planning@gmail.com>

No Chains On Main Street

1 message

Jamie Bass <bassjamie@yahoo.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:33 AM

Hi there!

This year has been really tough on all of us- especially small businesses. Our Main Street has shown us a lot of beauty and charm that we have grown to have as a cornerstone in our community through the small businesses we have grown to know and love. Unique businesses run by our friends and our families. Businesses that help shape our town in a warm and priceless way that makes it feel like home. Part of this unique charm has been that larger chains have never held a space on Main Street. Small businesses and locals have been the bread and butter of this community. Recently, a larger chain store decided to purchase a building on Main Street and plans to open up mid November- right before the holidays. This is a death sentence for so many of our beloved small businesses run by people who live in our community. People that depend on their businesses to survive. The fact that our small businesses have pushed through the hardships of 2020 and have kept their heads above water to this point is nothing short of valiant. But a large chain swooping in opportunistically to steal the hard earned business from those locals we know and love is WRONG. This year has been hard enough and now they plan to take over with no regard for the surrounding businesses. These shop owners have no time to figure out an approach on survival through such a catastrophic move.

While I'm sure the couple who own the chain are lovely people, they shouldn't be opening their business on Main Street. Please block this permit and do not allow this to continue. Thanks so much!

-Jamie Bass

[Sent from Yahoo Mail for iPhone](#)



Development Services Planning Division <pv.planning@gmail.com>

Opposition to Therapy Stores

1 message

Naomi Bastian <nomadnaomi@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:00 AM

Hi there,

My name is Naomi, I'm a 24 year old who has lived in Eldorado County my entire life. I grew up going to the Bookery to find school required classics at affordable prices, and going to Robinsons pharmacy for cough drops. My family instilled in me the importance of small business and independent entrepreneurship. I have always loved Placerville for its rich history reflected in the architecture, events, and its people. I am a proud employee of a small business on Main Street, and have to say the experience of working for a family owned, single-location business has been such a valuable one for me.

As someone who spends many hours of my week on Main Street, I can confidently say that we have experienced a profound shift here in the last several months. I go to the Public House or to Powells and see mostly unfamiliar faces. I try to find a single parking space on the first...second...third floor of the parking garage and find only that they are all occupied. The city streets and highways are clogged with folks from all over the state coming to our great county to support our small farms, artisans, and businesses. Its wonderful that the local economy is receiving so much support, but many of the aspects of Placerville that once made it feel like a small close knit community are feeling farther and farther away.

For these reasons and others, I oppose the addition of the formula chain store Therapy Stores to historic Placerville Main Street. When I go to work, I am surrounded by other small business owners and employees who deeply care about and value the work that they do and services that they offer. They reflect the work ethic and community oriented mindset that growing up around the folks of this county have taught me.

Please keep opportunities on historic main Street reserved for locally based, community focused small businesses.

Thank you,

Naomi



Development Services Planning Division <pv.planning@gmail.com>

In Defense of Small Town Charm

1 message

Placerville Bookery <bookerybymail@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 8:23 AM

Hello Planning Commission members,

As a resident of Placerville for over thirty years, and a parent who is raising my children here, I would like to speak out against formula (chain) stores moving onto our Main Street. My husband and I are planning to take over half ownership, along with our partner Nancy Dunk, of the Bookery, and we work downtown every day. In all my years living here, I never remember there being a chain store on Main Street, and I believe that they would change the character of our beloved downtown.

I know that Therapy is not a huge chain, with eleven existing stores, but their stores are very large and well known, and physically cover a huge amount of square footage combined, all through the bay area and as far away as Portland, Oregon. This business model is very different from the community-oriented, mom-and-pop, locally owned and operated businesses that currently occupy Main Street. Our local downtown merchants have worked hard this year to maintain vitality in extremely trying times. In fact, the day we got the news that this new shop might go in across the street, we at Bookery were working without power, in the dark, using flashlights to help customers find books. It sometimes feels like the cards are stacked against small businesses, and now we face this decision that would threaten our downtown merchants even further.

For now, as Apple Hill season comes to a close and we begin the holidays, finally and against all odds, many Main Street shops are actually thriving. This is because we have a unique community here in these hills that locals cherish and tourists enjoy visiting. However, this charm will be threatened if we begin to let in chains. Our downtown will become like everywhere else. Please don't be tempted to compare us to the historical area of downtown Folsom, where one of these big stores has recently opened, as they have always been closer to their urban neighbor and are purposefully embracing the urban feeling. We are Placerville, not Folsom, and our town must stay unique!

I appreciate so much the thought you're all putting into this decision. Thank you for your time and strongly urge you to consider our future when making this pivotal decision, and to vote against the conditional use permit for Therapy. Let's set a precedent that supports our locally owned and operated shops and upholds the character and integrity of our downtown area!

Sincerely,

Heather Beatty Spring



Development Services Planning Division <pv.planning@gmail.com>

Planning Commission

1 message

Margaret <mbdoula@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:52 AM

Please deny this formula/chain store Therapy, since it is not suitable to the character of the surrounding neighborhood, does not reflect the history or unique character of the community, and that the use and character is identical to similar Formula/Chain Businesses located in other communities and thus, cannot contribute to the established uniqueness of the Central Business District.

Margaret Burns
Citizen of Placerville

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Tonight's Meeting

1 message

Rose Chilcoat <rchilcoat@netzero.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:06 AM

Unbelievable that you are choosing to hold a meeting with a very important agenda item on Election night. You all should be ashamed of yourselves if you don't move this to another night

Thank you,
Rose Chilcoat
President, EDC Republican Women Federated

Sponsored by https://www.newser.com/?utm_source=part&utm_medium=uol&utm_campaign=rss_taglines_more

Trump: I'll Do Better in 2020 Than 2016

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa36357722a353df4st01duc1>

2 Passengers Booted Off Plane After First-Class Prank

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa365946e2a353df4st01duc2>

Polling Outlier in 2016 Goes With Trump Again

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa367c12a2a353df4st01duc3>



Development Services Planning Division <pv.planning@gmail.com>

Concerning The Therapy Store and Chain Stores on Main Street

1 message

Darin Coelho Spring <darincoelho@gmail.com>

Tue, Nov 3, 2020 at 8:54 AM

To: pv.planning@gmail.com

Hello,

I am a longtime Placerville resident and employee of The Bookery on Main Street. I would like to add my voice of support for a ban on chain stores and corporations from operating on our historic and unique Main Street. The vibrancy Main Street is experiencing, even through this difficult time of COVID-19, is in part because it is full of locally owned, unique stores. This also helps things remain fair and competitive. The Therapy Store or any other chain store would obviously have an upper hand financially and with name recognition over the similar stores already existing on the street. I, and many other Main Street merchants and workers have always thought there was a restriction on any chain or corporately run stores. It was a great surprise when Sourdough and Co was approved and I think now is the time to revise our city ordinances to ensure our downtown stays historic and local. Please deny conditional use permits for The Therapy Store or any other chain stores, formula stores or corporations.

Thank you for your time,
Darin Coelho



Development Services Planning Division <pv.planning@gmail.com>

NO chains on main!

1 message

Leah Delmer <missleahdee@gmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 1:45 PM

NO chains on main!

Don't destroy small businesses by bringing in chain stores with no life or soul!

--

Leah Janet Delmer

<https://shopvesselarts.com>

Leahjanet.primemybody.com

IG: @vesselarts

IG: @miss_leah_dee



Development Services Planning Division <pv.planning@gmail.com>

11/3 meeting Public comment re: Formula store

1 message

Tracy Doyle <tnddoyle@icloud.com>

Tue, Nov 3, 2020 at 11:21 AM

To: pv.planning@gmail.com

Hello Planning Commission of Placerville:

I compel you to show favor on the merchants of Main Street who have put in much blood, sweat, and tears. They went along with the Covid theatre and many have almost lost their businesses because of the unlawful shut downs. Now it has come to my attention the City is fast tracking a formula store backed by Bay Area money. They sell divisive merchandise with a liberal political agenda. This is shameful. Now is not the appropriate time to bring in any out of the area formula businesses that would present competition during this economic recovery period. It would be a very punitive action. To do so would be a slap in the face to the local merchants, I implore you to enact a one year moratorium on formula businesses in the city of Placerville. You are representing these merchants. They are your people. I expect you to stop seeing dollar signs and remember who you work for. You are public servants. Again I remind you the local merchants are YOUR PEOPLE, act like it please.

Tracy Doyle

PS We the people of EDC want the uniqueness of Main Street preserved.

PSS why does the planning commission use a gmail email?



Development Services Planning Division <pv.planning@gmail.com>

Oppose chain stores on main street

1 message

Kathy Dunkak <kathdunkak@gmail.com>

Tue, Nov 3, 2020 at 8:45 AM

To: pv.planning@gmail.com

I am writing in opposition to the proposed chain store on Main Street. There are plenty of empty commercial buildings throughout Placerville for this store to set up shop.

Main Street needs to remain unique as the uniqueness is why it is so successful. Chain stores and big box stores take their profits out of state.

NO on this proposal.

Kathy Dunkak



Development Services Planning Division <pv.planning@gmail.com>

Main Street Placerville Nov 3rd 2020

1 message

Jenny Engelson <jennyengelsonart@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 1:03 PM

As an artist in a gallery Placerville

I'm am objecting to the issuance of a conditional use permit to a FORMULA store. This would have a negative impact on the unique quality that Main St has. Our brand which is what separates us from all other shopping malls centers and districts is our UNIQUE character.

Many of our customers are from the Bay area and come for our UNIQUE Main St to shop and they love it.. Why should they travel to Placerville if they have this FORMULA Businesses in their own backyard.

regards

Artist: Jenny Engelson at Art studio 360 Main St.



Development Services Planning Division <pv.planning@gmail.com>

Please deny CUP for Therapy Stores

1 message

Darby Flynn <darbyflynn@gmail.com>

Tue, Nov 3, 2020 at 2:49 PM

To: Braines@sbcglobal.net

Cc: privas@cityofplacerville.org, pv.planning@gmail.com

Dear Commissioners,

I want to request that the CUP be denied to Therapy Stores to come in on Main Street.

I read most of the letters in support of Therapy Stores coming in to Main Street that were previously submitted and posted. I saw some positive themes concerning the owners and the Therapy Stores in their 11 locations across largely the Bay Area, Portland and the newest location in Folsom.

I am not here to impugn the reputation or character of the owners of this formula/chain stores and am heartened to hear of the positive impact they have had in the communities of their various locations. I'm happy to hear that they've solicited letters that attest to the owners being hardworking and passionate people, that there are many happy customers, employees that feel they've been treated very well, that they are good business partners, donate to charities, and participate in community events.

It sounds like they could be a good addition to Placerville and provide a stable tax revenue source, increase foot traffic as a successful and known store with many followers etc. as has been mentioned.

However, none of these qualities change the fact that they are a formula/chain store that doesn't belong on historic Main Street. I can imagine them being on Broadway or many other locations, just not on Main Street.

One of the points made of people coming specifically to visit them as loyal customers would be great for other areas of town, but we want people coming to Main Street for the unique one-of-a-kind shops that are locally owned and run.

Even with owners that care about their stores, employees and the communities where their shops are located, it's impossible to be present in a meaningful day-to-day way in any location when you have 11 and counting. This store is obviously doing well and expanding their operations and will continue to do so. The fact that they were able to set up shop in Folsom merely a few months ago and are able to open another shop now in Placerville, at particularly difficult economic times for small businesses shows the kind of capital they have accumulated in terms of finances, labor, suppliers, and other necessary resources would require at least somewhat of a "formula" to manage to achieve. That is no small feat and I highly doubt that any of our small businesses currently on Main Street that are locally and independently owned would have the resources that this larger formula/chain has

Many people attested to their growth being attributed to hard work, which is great and I applaud them for that. I'm sure they will continue to open more locations, potentially at this rapid pace and which will further add to the feeling of a Main Street location feeling like just another store that is in so many other towns and cities, and not special to Main Street.

I would like to support keeping Main Street special and unique with locally owned businesses that you won't find anywhere else. I also would like to support are already operating Main Street businesses and ask that you not allow a disruption of this magnitude at a time when they're already fighting for their businesses and have experienced a huge set back in the COVID pandemic to further imperil their existence. I ask that you don't continue to open the door to chain/formula stores on historic Main Street, but welcome them in other parts of town. This is "no turning back" moment that I would hate for us as a town to step over. The joining in of the homogenization of small towns would be a short sighted decision that will have many repercussions and unforeseen consequences to come as we signal to chains that Main Street is open for business to them, instead of this amazing Main Street that has taken decades to develop. There have been times in the decades that I've lived in this community when Main Street was not in great shape and I would hate to see all this momentum culminate in another strip mall conglomerate of the same stores seen everywhere.

Sincerely,

Darby Flynn



Development Services Planning Division <pv.planning@gmail.com>

Formula Business

1 message

Beverly Fraga <bevjfraga@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:44 AM

Hello,

I own Placerville Antiques at [448 Main St, Placerville, CA 95667](#). I would like to voice my opposition to city council granting permission for the Therapy Store to be located I the Combellack building or anywhere within the Historic District on Main Street.

Please uphold ordinance 1597 to preserve our Historic District.

Thank you

Bev Fraga

[448 Main St, Placerville, CA 95667](#)

530 626-3425



Development Services Planning Division <pv.planning@gmail.com>

Please no chain stores on Main Street

1 message

Jaclynn Grover <wildpeashop@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 8:51 AM

Good morning,

I'm the owner of The Wild Pea shop at 464 Main Street. I was hoping to just voice how important it is to have these small business on our historical Main Street. It is what makes our very special town so unique and a very wonderful destination. All of our small business are one of a kind and that is what makes our town have such a true and heart felt connection with all our amazing visitors and shoppers. If we invite new business that are "chain stores" we will lose are very special stores that are the heart and soul of Placerville.

Thank you,

Jaclynn Grover

Owner of The Wild Pea

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Chain store on Main St.

1 message

Jennifer Haun <jenniferhaun6@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 12:25 PM

Planning Commission,

I am writing as a longtime resident of Placerville to ask that you deny the ability for chain stores to take residence on Main Street. Our town is historic, unique and quaint. We have always had the reputation for keeping our unique character and small town feel because we have been intentional in what we allow to move into downtown.

I am personally disheartened that I am even having to write this request. Although Sourdough and Co. is my favorite sandwich shop, I was shocked that they were allowed to move into the old Centros location. We had other small business who would have gladly taken the location. The idea that we have another store, which is large in the big cities, is even considered to move in is very frustrating. Our small business have suffered greatly and you are not helping their plight. It actually appears that you are working against them.

Please put a stop to this and show our residents that you are in their corner and care about not just our small businesses but also maintaining our history.

Thank you,
Jennifer Haun



Development Services Planning Division <pv.planning@gmail.com>

No formula chain stores on Main St.

1 message

Brion <brion13@sbcglobal.net>

Tue, Nov 3, 2020 at 1:09 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

It has come to my attention recently that the former Kombellacks site in Placerville may soon become a "big box" format store (Therapy) that will not only be out of step with the Main St. character of old town Placerville but will also be competing directly with many of the existing shops and businesses on Main St. and could easily result in many of these businesses becoming unprofitable and being run out of business. Stores like Therapy belong up on the Broadway section of town, not only for the above mentioned reasons but that section of town could use a lift and upgrade anyway. As a longtime resident of Placerville, I would strongly urge city planners to look closer and think more carefully about the big picture.

Brion Levitsky



Development Services Planning Division <pv.planning@gmail.com>

NO formula chain stores on Main st

1 message

Jenny Levitsky <ultimatedesigns29@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 12:54 PM

Cheers!



Jenny Levitsky
Ultimate Designs &
Kitchen Goods On Main
530-903-2229
www.UltimateDesignKitchens.com
www.houzz.com/pro/ultimate-designs/__public



Development Services Planning Division <pv.planning@gmail.com>

Fwd: Urgent-Chain Store Moratorium

1 message

keeley link <keeley.link@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 1:57 PM

My name is Keeley Link and I am a Placerville resident. I am urging you to please put a 1 year moratorium of Chain Stores on Main St. We owe it to our merchants having had an uphill battle this past year and we owe it to the people of our town to be able to voice their concerns over this issue.

The charm and uniqueness of Placerville is what drew me here eight years ago. Since then we have had wonderful memories of my son playing his trumpet during the Christmas Parade. Taking my children to the Trick or Treat on Main St. The best part of those memories are interacting with store owners and feeling a real sense of community. All that will be lost in the culture of big business and corporate style.

Please protect our quaint way of life, at least for one year!

--

Thank you,
Keeley Link

[916-599-5455](tel:916-599-5455)

Allison James Estates and Homes

Lic# 02003906



Development Services Planning Division <pv.planning@gmail.com>

Therapy Store CUP application

1 message

Heidi Mayerhofer <hmayerhofer5@gmail.com>

Tue, Nov 3, 2020 at 12:33 PM

To: pv.planning@gmail.com

I am writing to express my opposition to the Therapy Store's application for a conditional use permit to operate in the CBD. Formula/chain stores are the opposite of unique. I am asking you to deny this application on the grounds that it will threaten the unique character of our historic downtown.

Heidi Mayerhofer
Property owner
Business license holder in the CBD
Secretary of the PDA

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN

1 message

Troy Monger-Levin <tmongerlevin@gmail.com>

Tue, Nov 3, 2020 at 8:17 AM

To: privas@cityofplacerville.org, pv.planning@gmail.com, dthomas@cityofplacerville.org, msaragosa@cityofplacerville.org

Please work to keep historic Placerville historic. It's very important to the history or our town and the cute small town vibe that we've cultivated. You can make such a big difference to our town



Development Services Planning Division <pv.planning@gmail.com>

New Chain on Main

1 message

Jeff Nelson <inkedwoodworker@gmail.com>

Tue, Nov 3, 2020 at 12:00 PM

To: pv.planning@gmail.com

Covid has caused enough damage to our local stores, please stop enacting more suffering on them by allowing a chain store that has no roots here to move in. They are a Bay Area company, the owners DO NOT live here, and to make matters worse- were seen scouting all other local stores to see what they can sell to compete. This is absurd, stop wreaking financial warfare on Main Street vendors!

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Therapy chain stores

1 message

Nathaniel Nichols <nichols_nathaniel@yahoo.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 12:24 PM

I am emailing you to express my very strong disagreement with a potential decision to allow this chain store to set up shop on Main Street.

As a 20 year resident of the county who has spent 9 years living within walking distance of our vibrant downtown area, I feel like I have a good understanding of that particular area. I am acquainted with multiple shop owners on main and they ALL oppose the approval of "Therapy" vehemently, with good reason.

Please do your job as a leader of our community by listening to the desires of your hard working small business owners as well as the broader community as a whole. Do not allow therapy chain stores to invade our beautifully unique downtown experience. You will lose what makes that area great, our local independent shops.

-Nathaniel Nichols

[Sent from Yahoo Mail for iPhone](#)

42

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FOR MERCHANTS

Merchant - Business Name	Signature
Flowers on Main	Melissa Cowan
Main St. Yoga	Kellee Falkenstrom
The Lighthouse	Tanet McHaxe
Kitchen Goods	Jenny Gu
Ultimate Designs	Jenny Gu
Placerville Trading Post	_____
My Martha Boutique	Colleen
Hangtown Gallery	Thom Bell
POP ART	A Anderson
SUPPLY SERGEANT	Karin Hutto
Window Box Antiques	Pat Washington
Rose alteration	Rose Just

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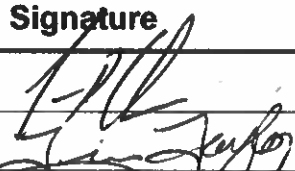
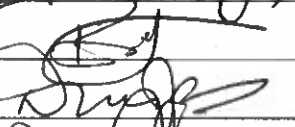
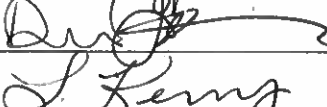
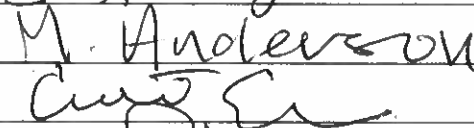
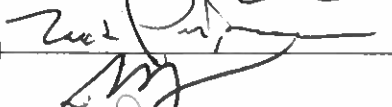
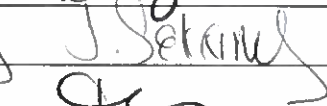

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FOR MERCHANTS

Merchant - Business Name	Signature
Kollektive - Bryan Chase Property owner of HANGMAN'S TREE Ice Cream Saloon	
HEYDAY CAFE Tree House Debbie Fortades	
Meatly wars Sierra Mountain	
CURT BROWER Lobos Del MAR	
Volution Gallery	
Violets are Blue Placerville Antiques	
The Scarlet Halo	

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DEVELOPMENT SERVICES DEPT.

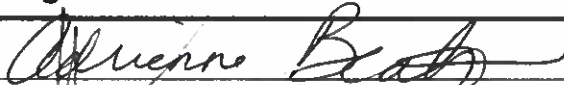

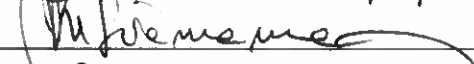
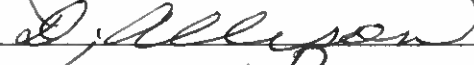

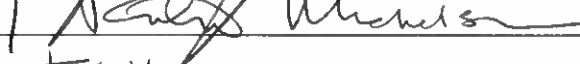
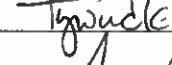


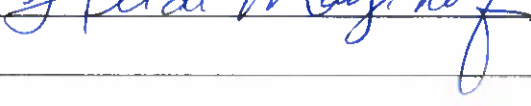
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FOR MERCHANTS

Merchant - Business Name	Signature
Panic & Swoon	
Enchanted Forest	
AURELIO BISTRO	
Violets Are Blue	
Artistic Beads & Studio	
Placerville Art Gallery	
TW BONKERS	
Cocada Restaurant Inc	
Cuppa Coffee and More	
Placerville's Main Event	

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FOR MERCHANTS

Merchant - Business Name	Signature
Elena Tucker - Art Studio 360	
Mary Dorsch My De	
The Bookery	
Winterhill Olive Oil	Lisa Ruman
Brass + Oak	
Ancient Gold Jewellers	Jean Hatadis
Justin Weitz Jewelry Repair	
Ohana Circle	Judith Jones

49 friends

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FOR VISITORS

Signature	Town, State & Country
<i>Anton Subert</i>	<i>Somerset CA.</i>
<i>Laurie McAnber</i>	<i>Placerville</i>
<i>[Signature]</i>	<i>placerville</i>
<i>Nash [Signature]</i>	<i>Placerville CA</i>
<i>Steve [Signature]</i>	<i>Placerville CA.</i>
<i>Clark [Signature]</i>	<i>Placerville CA.</i>
<i>[Signature]</i>	<i>placerville CA</i>
<i>[Signature]</i>	<i>PLACERVILLE CA</i>
<i>Naomi Bastian</i>	<i>PLACERVILLE, CA</i>
<i>[Signature]</i>	<i>Place-ville CA</i>
<i>Pamela Turner</i>	<i>placerville, CA</i>
<i>Cynthia [Signature]</i>	<i>Placerville, CA</i>

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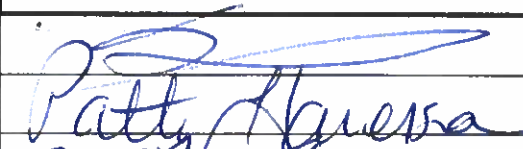
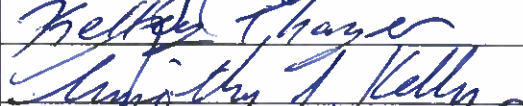


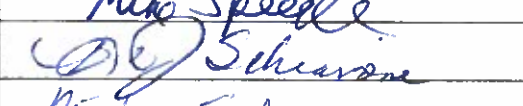
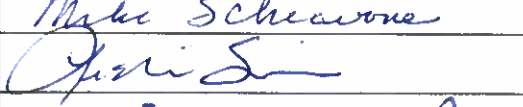


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FOR VISITORS

Signature	Town, State & Country
	Placerville CA. USA!
	Placerville CA
	Placerville CA USA
	Shingle Springs CA. USA
	Placerville, CA USA
	Placerville, CA
	Placerville, CA
	Placerville CA
	Placerville, CA
	PLACERVILLE, CA
	Placerville, CA

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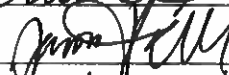
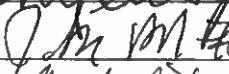
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FOR VISITORS

Signature	Town, State & Country
	Placerville Ca, USA
Erica Hall	PLACERVILLE, CA 95667
	PLACERVILLE, CA 95667
Judith Mester	Placerville CA 95667
Shyllis Goldie	Placerville CA 95667
	HANBETOWN, CA
Michael D Perry	PLACERVILLE, CA. 95667
Jack A Wilcox	Placerville CA 95667

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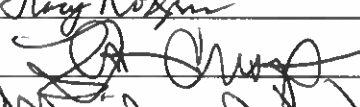


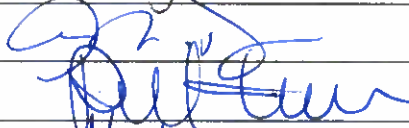
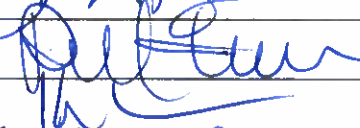

The Placerville City Council, Planning Commission and Economic Development Committee's agenda is to bring in more chain stores into the Downtown Core of Placerville. This is in conflict with the City's Ordinance 1597 that established regulations to preserve the unique and historic character of the City's Central Business District (downtown), including regulating the aspect of businesses, services and merchandise to reflect the history of the community and which has become a cornerstone of the tourist industry, ^{which} is an important component of the City's overall economy. The ordinance further stated that certain formula business establishments do not reflect the unique character of the community and the desired aesthetic ambience and the unique character of the Central Business District.

Historic Main Street Placerville has always been a unique setting for small "Mom & Pop" locally run businesses that have made Placerville stand out from all other shopping districts.

Signing this petition shows your support for the City to respect and uphold Ordinance 1597 (and not allow formula/chain stores (currently 5 or more of the same) into the downtown core) and Ordinance 1487 that set up the Central Business District to protect Placerville's uniqueness.

Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR VISITORS

Signature	Town, State & Country
Victoria Lee (Name the street)	Elk Grove, CA Sacramento
Jerry Rodin	El Dorado Hills, CA
	SOMERSET, CA
	Somerset, CA, El Dorado
	PLACERVILLE, CA
	El Dorado Hills CA
	Placerville, CA 95667
	Placerville, CA 95667
Blond Cooper	Somerset, CA 95684

RECEIVED
NOV 03 2020
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE


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FOR VISITORS

Signature	Town, State & Country
	Placerville, CA USA

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FOR VISITORS

Signature	Town, State & Country
	Placerville, CA, El Dorado



Development Services Planning Division <pv.planning@gmail.com>

(no subject)

1 message

Alison Schmidt <alisonschmidty@gmail.com>

Tue, Nov 3, 2020 at 11:05 AM

To: msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org, privas@cityofplacerville.org, pv.planning@gmail.com

Dear Mayor Saragosa, Vice Mayor Thomas, Mr Rivas, and Planning Commissioners,

I am writing to support a moratorium on formula/chain businesses within the central business district of Placerville.

The historic area of Placerville's Main Street should continue to thrive with the fabulous stores owned and run by locals who feel pride and love for their town and its visitors. I think you'd agree that the thing that is so wonderful about visiting a town like yours is experiencing both the cozy vibe of history and vibrancy of unique commerce. As an added bonus, residents benefit from these wonderful shops too!

I hope that until you are able to develop a city ordinance for historic Main Street you will consider holding off on allowing larger, non-local stores with multiple locations to join the intimate crew of shops owned by local individuals. Please consider that allowing a chain store, no matter how small the chain, will always be a threat to local small businesses who are the heart of your business district. If one moves in that pushes two or three others out, what is the benefit?

Thank you very much for your consideration,

Alison Schmidt

Nevada City Resident, Small Business Owner, Friend of Placerville, and Understander of Historic Town Pride



Development Services Planning Division <pv.planning@gmail.com>

Chain Store

1 message

Dawn Standard <dawnstandard@hotmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 10:03 AM

'NO CHAINS ON MAIN'

Dawn Standard

November 3, 2020

**City of Placerville Planning Commission,
Development Services Division
3101 Center Street, 2nd Floor
Placerville, CA 95667**

Re: Conditional use Permit (CUP) 20-04, Site Plan Review (SPR) 20-04 - Therapy Stores

Dear Planning Commission,

We ask that you deny the CUP & SPR for Therapy Stores to operate a retail formula business land use within the Central Business District Zone.

Something critical to know, that if the City Commission approves this CUP & SPR **it runs with the land**, not the business owner. This decision could become a permanent impact and violation on the integrity and purpose of the Central Business District's unique character, which was given special protections on 2/24/2004 when the City Council approved Ordinance 1597 (see attached).

The downtown is finally recovering from the stresses of PG&E power outages, COVID and demonstrations. To now approve a formula/chain store into the heart of the downtown seems like a terrible joke or horrible crime.

The City Fathers declared the Central Business District (our unique downtown) as the icon of the community. They also created policies to preserve the unique and historic character of the City's Central Business District by creating a policy to regulate formula/chain stores that could be allowed downtown that did not encroach or harm the downtown's unique character... such as a needed service such as a bank or realtor...
BOILER PLATE CHAIN STORES WERE NOT WHAT THEY HAD IN MIND!!!

On October 23rd, 2020 a letter was delivered to the City by Downtown Merchants, concerned about the future of their economic well-being if the City were to disregard the purpose of the Central Business District to "Protect the downtown area from encroachment by unrelated and incompatible uses" and to "Differentiate the downtown area from all other land use designations because of its unique character." The letter was a request asking the City Council to place on their 10-27-20 agenda, an urgency measure for a moratorium on formula businesses until the existing policy was reviewed as requested by the City Council on 12-10-19. At the 10-27-20 City Council meeting Kara Taylor asked if the urgency ordinance be brought onto the City's next agenda and she did not receive any support. In fact, the Council spent time with staff and counsel justifying why they did not bring the item to the agenda. One of those reasons was that it was mentioned several times that it had been decided that the item would not be

brought forward until Sourdough court hearing and decision had taken place. This was not true and the public had no avenue in which to dispute those statements. In fact, the City Council during their 12-10-19 City County meeting, on item 12.3, had moved to table the item for six (6) months in order to give the public an opportunity for better participation. One of the reasons was that this meeting was during the holidays when the public and merchants were not engaged in government activities. There was no mention of Sourdough during the City Council Discussion and in fact now Mayor Saragosa stated that this be done, "no later than 6 months." We would assume this was extended due to being hit with COVID and therefore the timing was not conducive for large public participation meetings.

Much of the verbiage of the requested Urgency Ordinance was taken from the City's General Plan, Development Guide and Zoning Ordinance. We will repeat it here for the Planning Commission to see and understand their responsibility of applying these City policies. Also, to alert the Planning Commission individually of their liability to not abuse their discretion over their "police power," by ignoring local governments power to regulate citizens' use of their property through zoning, subdivision, and building regulations in order "to promote the health, safety, and welfare of the public." And lastly to understand the City's General Plan provides the framework for the exercise of these powers by local officials. Property and business owners have depended on these regulations to protect their interests and it is the City Commissions responsibility to uphold those expectations.

The urgency ordinance presented to the City Council on 10-23-20:

ORDINANCE NO. _____

AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACERVILLE ESTABLISHING A TEMPORARY MORATORIUM ON THE ESTABLISHMENT, EXPANSION OR RELOCATION OF A FORMULA STORES WITHIN THE CENTRAL BUSINESS DISTRICT PENDING THE REVIEW AND POSSIBLE AMENDMENT OF ZONING REGULATIONS APPLICABLE TO SUCH BUSINESSES, TO BECOME EFFECTIVE IMMEDIATELY

WHEREAS, Placerville is a small rural, but growing community that serves as the commercial and administrative center of El Dorado County. The city is largely self-contained, providing for the residential, commercial, and employment needs of its residents. The overall goal of the policies of this section is to preserve the small-town, rural character of Placerville, while providing for a land use pattern and mix that meets the residential, commercial, and employment needs of its existing and future residents; and,

WHEREAS, While the general plan sets out policies and suggests ways to put these policies into action, the actual implementation of the plan is a complex and lengthy process in its own right. As with piecing together a puzzle, local officials must take many separate, but interconnected actions according to the directions set out in the general plan. These various actions rest on two essential powers of local government: corporate and police powers. Using their “corporate power,” local governments collect money through bonds, fees, assessments, and taxes, and spend it to provide services and facilities such as police and fire protection, streets, water and sewage disposal facilities, and parks. Using their “police power,” local governments regulate citizens’ use of their property through zoning, subdivision, and building regulations in order “to promote the health, safety, and welfare of the public.” The general plan provides the framework for the exercise of these powers by local officials; and,

WHEREAS, As ordained by the City Council on 2/24/2004, as follows; the Community Design Element of the City of Placerville’s General Plan includes policies pertaining to the quality of life in Placerville by maintaining the City’s foothill landscape character, small town rural atmosphere, prospering local and regional business center; and, maintaining the City’s Gold Rush heritage. And, further contains policies reinforcing the Central Business District as the icon of the community; the City Council finds that these policies are necessary to preserve the unique and historic character of the City’s Central Business District, including regulation the aspect of businesses, services and merchandise which reflects the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City’s overall economy; the City Council further finds that certain Formula Business establishments do not reflect the unique character of the community and the desired aesthetic ambience of the Central Business District in that they offer standardized architecture, use and character identical to similar Formula Businesses located in other communities and , thus, cannot contribute to the established uniqueness of the Central Business Districts; and,

WHEREAS, the zoning regulation for formula businesses within the Central Business District has not been substantially evaluated to the extent that the type of business, the business operation, the design, architecture, and material characteristics of formula stores within the District were not thoroughly considered in order to preserve the small-town, rural character of Placerville; and,

WHEREAS, pursuant to Government Code Section 65858, the City may establish a moratorium prohibiting any uses that may be in conflict with a contemplated zoning proposal that the legislative body or the Planning Department is considering, studying, or intends to study, within a reasonable time. The City may adopt a moratorium on an urgency basis provided that the City finds that there exists a threat to the public health, safety and welfare; and,

WHEREAS, at the December 10, 2019 City Council Meeting the City Council was considering initiating the process to amend the zoning ordinance to consider restrictions on formula

businesses within the CBD zone. Due to the lack of public involvement it was decided to continue the action until more of the public could participate. The council moved to address this action within six months. Unfortunately, the Covid pandemic closed everything in March therefore the City was not able work with the public in order to address this issue.

WHEREAS, the purpose of the Central Business District is not clearly defined in the Zoning Code, but is generally established to: Provide for a broad range of pedestrian-oriented commercial, institutional and public uses, to Protect the downtown area from encroachment by unrelated and incompatible uses, to Differentiate the downtown area from all other land use designations because of its unique character.

WHEREAS, there has been a recent interest in new formula stores in the City of Placerville's Central Business District, and this trend is expected to continue. This has raised concerns about the economic and environmental impacts that can result when such stores are poorly situated within the downtown core of unique shops. In such a case, there can be negative impacts on the public health, safety and welfare. For instance, formula stores with no interest in the local economy or the community, compromises the branding of the unique locally owned shops within the downtown shopping area. Existing mom and pop shops put their heart, soul and investment into their business, they hire locally and contribute financially to the community, they have the tenacity that formula chains do not have. When visitors see that they can get what is now in the downtown shopping area in their own neighborhood, they are less likely to travel to shop in Placerville. When one business extracts the sales from 13 unique shops that carry similar brands, those shops cannot compete with the one business's buying power, eventually leaving 13 empty store fronts which leads to urban blight.

WHEREAS, with urban blight downtown conditions will discourage economic renewal and reinvestment by the local business community to the detriment of the short- and long-term economic vitality of the City. Such conditions also tax our already overburdened public services, resulting in unsightly and unhealthy conditions; and,

WHEREAS, the purpose of this moratorium is to give the City time to study the possible adoption of new zoning regulations applicable to formula stores to assure that such stores are properly sited, regulated and situated in a manner consistent with the public health, safety and welfare; and,

WHEREAS, the city's goals and policies include Goal C: To protect and provide for the expansion of Placerville's commercial services sector to meet the needs of both Placerville area residents and visitors such as; The City shall assist the private sector in maintaining and improving the economic viability of downtown through the provision of public facilities and services and the enactment of land use policies and decisions supportive of downtown's primary commercial role which in the Central Business District is to protection from encroachment by unrelated and incompatible and to differentiate the downtown area from all other land use designations because of it's unique character; The City shall promote the retention and expansion of commercial businesses already located in Placerville; The City

shall encourage the establishment of new commercial businesses in Placerville that provide services currently not being provided in the Placerville area, create jobs appropriate to the skills of the local labor force, and broaden the revenue base of the City of Placerville; The City shall limit highway commercial uses to areas near Highway 50 interchanges, subject to their compatibility with adjacent areas; the City's planning for commercial areas shall be guided by the following principles:

- a. Contribute to the City's objective to become a balanced community.
- b. Have a positive economic impact on the community.
- c. Provide for adequate parking and vehicular access.
- d. Be designed and landscaped in a manner sensitive to Placerville's character; and,

WHEREAS, the dramatic economic downturn of the last year has resulted in a reduction of police, health and safety services available to the community. The duration and nature of the economic downturn have resulted in the need for the City to reevaluate its current laws in order to promote economic growth to fund essential public services. The need to support the existing locally unique owned shops is more important than ever due to the unexpected extent and nature of the recent pandemic. As a result, a new moratorium is needed in order to evaluate the means to promote economic development and to address the threat to the public health, safety and welfare by improperly regulated land uses, particularly formula stores within the Central Business District; and,

WHEREAS, the impacts associated with formula stores considered by this moratorium have not been previously analyzed. The placement of this type of establishment in certain locations meant to be locally and economically attractive and thriving areas of the City will negatively impact the City's ability to retain or generate sales tax and other sources of revenue in its efforts to make up for revenues lost due to the Country's economic downturn. This will affect the City's ability to maintain its current level of Police Department and Code Enforcement services. Moreover, the impacts associated with these businesses have and will inordinately tax the City's existing services; and,

WHEREAS, the City has received an application to place a formula store at the former Combellecks which is in a Central Business District (CBD) zone. The CBD zone is considered to be the City's unique location that has served to preserve the City's small-town, rural character of Placerville and to cater to the community and tourists. While formula stores are to be clearly scrutinized for compatibility to the CBD zone, it is not clear that they are currently prohibited uses; and,

WHEREAS, if the City allows formula-chain stores to be established pursuant to the City's current code in the CBD zone, there is a concern that the negative impacts associated with this type of business can go uncontrolled due to the lack of proper regulations; and,

WHEREAS, the City is in the process of studying appropriate zoning and regulations for formula businesses within the CBD zone to control their negative impacts, and needs additional time to study and develop the appropriate regulations; and,

WHEREAS, the City Council held a hearing on December 10, 2019, and received a Staff Report and comments regarding the threats to the public safety, health and welfare posed by the specified use.

THE CITY COUNCIL OF THE CITY OF PLACERVILLE DOES ORDAIN AS FOLLOWS:

Section 1. Recitals Adopted

The foregoing recitals are true and correct and made a part of this Urgency Ordinance as findings by the City Council.

Section 2. Moratorium

The temporary moratorium established by this Ordinance is for 1 year.

A. Scope

This moratorium shall apply to new formula stores coming into the Central Business District. This moratorium shall not apply to the renewal of a business license for existing businesses of this type in the City, provided the renewal seeks to maintain the business in its existing location without change to its size.

B. Applicability

This Ordinance shall apply to the establishment, relocation, and issuance of entitlements for such uses:

1. Formula businesses are generally defined, for purposes of this Ordinance, as; any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity.

C. Findings

This Ordinance is declared to be an urgency ordinance as defined under California Government Code section 65858. This Ordinance is deemed necessary for the following reasons:

1. The purpose of this Ordinance is to protect the public safety, health and welfare from the current and immediate threats posed by the establishment of new formula businesses within the Central Business District.

2. The City contends that a formula business within the Central Business District could cause urban blight given the collective buying power of a chain versus the established mom and pop shops and conflicts with the intended use of the CBD zone.

3. To address those impacts, the City Council adopts this Urgency Ordinance and moratorium. The purpose of the moratorium is to give the City time to study the possible adoption of new zoning regulations applicable to these types of uses.

4. The local economic impacts of the recent pandemic has been much more severe than anticipated in 2020. This trend could continue into next year leaving the downtown vulnerable to the pressures of more formula businesses.

5. The City must evaluate the Central Business District zoning district, in that formula business uses may be contrary to the purpose and intent of the zoning district which is to cater to unique businesses. Further, Main Street provides a service to the Community in

the way of events that occur due to the demographics of locally owned shops. Distant ownership will not have the same desire to provide those services to the Community. The introduction of incompatible formula stores in that district may compromise the overall purpose and intent of the district.

6. The City Council finds that during this pandemic, the City should focus on attracting and helping locally owned businesses within the CBD maintain their operations and revenues as they have been supportive of the City by retaining their businesses during these trying times.

7. The City finds that, absent the adoption of this Urgency Ordinance, the existence of such harmful conditions resulting from the extent of the downturn in the economy could cause the City to approve the establishment of businesses, which in turn would result in the discouragement of economic growth in the City. This would lead to the possible reduction of Police Department and Code Enforcement staff which is a direct threat to the public health, safety and welfare.

8. Without proper regulations that properly site and regulate formula businesses, the continued proliferation of such shops in the City's CBD, along with their associated impacts, is anticipated. Those impacts will not only interfere with the long-term economic recovery of the City's CBD area and the public revenue streams that flow from that recovery for essential public services – those impacts will continue to unduly tax and strain existing public services.

9. The City Council finds that it is necessary and desirable to have the Planning Department review and consider the possible adoption of new zoning standards regulating formula businesses in the CBD in order to ensure the protection of the public health, safety and welfare, and to ensure that the locations and regulations for this type of business are established in a manner that is consistent with the standards, goals and policies of the City's General Plan.

10. On the basis of the foregoing recitals and findings, all evidence on the record, including, but not limited to, testimony from the Staff Report and testimony given at the public hearing, the City Council finds that the establishment of new, or the expansion or relocation of existing formula stores or businesses prior to the Planning Department's review, poses a current and immediate threat to the public health, safety and welfare. This moratorium is in accordance with California Government Code section 65858, which justifies the adoption of an urgency ordinance establishing a moratorium on the above-specified uses in the City.

Section 3. Compliance with California Environmental Quality Act

The City Council finds that this ordinance is not subject to the California Environmental Quality Act ("CEQA") pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines (Title 14,

Chapter 3 of the California Code of Regulations) because it has no potential for resulting in physical change to the environment, directly or indirectly; it prevents changes in the environment pending the completion of the contemplated Zoning Code review.

Section 4. Severability

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance, including the application of such part or provision to other persons or circumstances shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this ordinance are severable. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase hereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses, or phrases be held unconstitutional, invalid, or unenforceable.

Section 5. Effective Immediately

This Ordinance shall become effective immediately upon adoption, if adopted by at least four-fifths vote of the City Council, and shall be in effect for one year from the date of adoption unless extended by the City Council as provided for in the Government Code. I, Regina O'Connell, City Clerk of the City of Placerville, hereby certify that the foregoing ordinance was duly introduced and passed as an urgency ordinance at a regular meeting of the City Council held on the 27th day of October, 2020, by the following vote on roll call:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: Mayor Michael Saragosa

In conclusion we ask that the City of Placerville Planning Commission deny the CUP & SPR for Therapy Stores, formula/chain store since it is not suitable to the character of the surrounding neighborhood, does not reflect the history or unique character of the community, and that the use and character is identical to similar Formula/Chain Businesses located in other communities and thus, cannot contribute to the established uniqueness of the Central Business District.

Thank you for your consideration,

s/Sue Taylor and

s/Sue Taylor for Friends of Historic Hangtown



Development Services Planning Division <pv.planning@gmail.com>

No Therapy chain store on Main Street

1 message

Pamela Turner <p4turner@gmail.com>

Tue, Nov 3, 2020 at 2:01 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Hello

Please keep Main Street unique and historic!!!! No chain stores!!! First Sourdough company on Main Street and now the Therapy chain store from the Bay Area that sells clothing / everything else that many other proud unique one of a kind local store owners on Main Street sell as well.

My mother has had her shop Rose alteration circa 1990 on Main Street as well she is selling vintage clothing. Our family has been proudly living in Placerville since 1989.

We have seen all the big box stores move in and truly feel the charm and unique feel of the Small historic town splitting away.

Maybe a better suited area for those type of stores would fit in by Walmart etc.

Thank you for your time :)

Pamela Turner Nichols

--

Pamela Turner

(215)833-9816

p4turner@gmail.com



Development Services Planning Division <pv.planning@gmail.com>

Therapy chain stores

1 message

Pat Turner <pat@pattaxlaw.com>

Tue, Nov 3, 2020 at 2:16 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragose@cityofplacerville.org, dthomas@cityofplacerville.org

I am writhing you today to express my disagreement and frustration with a recent decision to allow this chain store to locate on Main street of our city. I moved to Placerville over 30 years ago and have lived in here since 1989. The attraction that brought me and my family was in part the charm, quaintness and vibrancy that the local Placerville are provided. It is truly unlike anywhere else. Placerville has a "soul" that is absent in much of the places that I have been to. That soul is, I believe, is due in large part to the local merchants and establishment that simply can't be found in many other places. That soul can't be offered by chain establishment like Therapy. Local merchants that live, work and deeply care about the local area is what generates quaintness and vibrancy found in places like Placerville.

Having lived in the area for so long I am acquainted with many of the merchants and others that work in as well as frequent the local merchants on our city. Everybody that I know are very opposed to allowing this and other chain establishments entering the local area. Please do not let this and any other chain establishments invade our city. I fear Therapy is the start of many other similar chain establishments that will gain a foot hold and result forever diminishing the downtown experience of our city.

Thank you for considering my opinion.

Virus-free. www.avg.com



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN ST

1 message

Sarah <Sarahweber23@aol.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:19 AM

No chains on main street!!!! This shouldnt even be a discussion !

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

No to Therapy Store

1 message

Denise Warner <denwarner1@yahoo.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 1:41 PM

Hello,

My name is Denise Warner and I have been a Placerville area resident and business owner for the last 30+ years. I would like to express that I am against having a chain store move into our downtown area. We have a very unique experience in the form of many distinct locally owned shops. I think it is in the best interest of our community and future tourism to keep it that way. I would ask that the conditional use permit for the The Therapy Store be denied.

Thank you, Denise Warner



Development Services Planning Division <pv.planning@gmail.com>

NO CHAIN ON MAIN....

1 message

Grace Booya <booya1582@hotmail.com>

Wed, Nov 4, 2020 at 9:17 AM

To: "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

Please don't let some out-of-town big bay area company come in here and take over our small town main street...this will kill the small stores and attract more out of town people that will take over and make it so us locals who live an pay taxes here can't enjoy any of the benefits that we live/moved here for. We already have enough of that happening due to covid. These people come up here trash our area take over our stores make a bunch of money off of us and then leave.

NO CHAIN ON MAIN

Thank you,
Grace Barker



Development Services Planning Division <pv.planning@gmail.com>

Therapy Stores - pending application

1 message

Renee Hargrove <writeonr@gmail.com>
To: admin@cityofplacerville.org, pv.planning@gmail.com

Wed, Nov 4, 2020 at 8:59 AM

Good day! Regarding the matter of the Therapy Stores' potential CPU application and possible approval, I would like to respectfully go on record to submit my opposition to this application.

As a long-time resident and business owner, my perspective comes from watching the City of Placerville, including Main Street, evolve, making a valid attempt to survive in thrive in changing times and against many odds. I see the need for commerce and opportunities. However, I also believe that allowing commercialized, chain store, ultra-franchised shops and restaurants is not the most beneficial mixed-use for Main Street Placerville. Being a tourist town, the very essence of that is uniqueness, homespun ambiance and demeanor, also known as Americana. It seems unwise to spin far away from the meaning and importance of those qualities for a Main Street USA location and population that for decades has spent effort, care and community in building the special characteristics as well as literally banking on the results.

A factor to be considered in corporate-type commerce on Main Street Placerville is the inability to make unbiased judgments and decisions that are required in a small business setting. Corporate decisions need to go back to governing boards and finance departments. Customer service policies are inflexible and in a tourist setting, the ability of small business owners, who are "boots on the ground", is flexible because they are the decision-makers and recognize the importance of each customer. I know this for a fact as a small business owner who believes in stellar customer service—without customers, one doesn't have a business. People enjoy feeling special but also want more than a good deal with their purchase; they want the added value of personalization and a kinship of sorts.

After all of the COVID struggles and efforts to shift and adapt the way shops and restaurants are doing business, where nothing has been easy for anyone, why hurt local small businesses by putting a chain store in a historic setting that will adversely affect loyal shop owners and provide competition on a corporate level? It doesn't make sense nor is it favorable community behavior. There are vast numbers of empty retail and commercial locations within the city limits to rent or lease, thereby allaying any loss of revenue to the City of Placerville.

Realizing there are many components to applicants like Therapy Stores and the potential draw, assessing the human factor should/could be in the Top 5 of those considerations. Each business owner has personal and monetary investments on the line; interruptions and threats to their business is counter-productive. So many residents have made supreme efforts to shop and buy local, understanding and reaping the benefits of the "Shop Local", "Shop Small" movements so I urge you to capitalize on that rather than diminish it until all local energy and effort is lost to corporate or big box commerce.

Respectfully submitted,

Renee' Hargrove
Backroads Barn
Shingle Springs, CA
530.295.9486



Development Services Planning Division <pv.planning@gmail.com>

PLEASE KEEP CHAINS OFF MAIN!!!!

1 message

Sarah Swisher <sarahcswisher@gmail.com>

Tue, Nov 3, 2020 at 6:07 PM

To: privas@cityofplacerville.org

Bcc: pv.planning@gmail.com

Dear City of Placerville Planning Commission,

My name is Sarah Johnson and I am formally asking you to deny the formula/chain store "Therapy" from expanding their business to our historic Main Street in Placerville. This store is not suitable to the character of the surrounding neighborhood. It does not reflect the history nor the unique character of the actual community. I have grown up here my whole life and I would hate to see this type of store take over and run the smaller quirky stores that I go to out of main street. I go to these stores to buy high quality, unique gifts for myself, my family and my friends. I also go here to support the sweet, personable store owners that use their creative magic to make each shop perfect and unique.

Please don't let our town turn into another Folsom or Roseville. I'm tired of seeing stores like these take over small historic towns that used to have such a nostalgic and romantic spook to them and change them for the worst. Therapy is perfect for a bigger suburban town like Folsom or Old town Roseville, but definitely NOT Main Street Placerville. In fact, Therapy is already located and open in Folsom. There is literally no need for the store to take over and destroy Main Street Placerville for what it is known for being, The tiny streets, tiny little shops built with heart, the romantic spook of the town... All of these factors make up the perfect town I call home and make it a treasure in the midst of growing suburban sprawl. Let placerville be an example of building more sustainable cities that support local businesses owned by local residents.

I sincerely hope you consider my words and take them to heart.
Please keep chains off main!

Sincerely,

Sarah Johnson (Swisher)
(530)363-8988



Development Services Planning Division <pv.planning@gmail.com>

No Chains on Main

1 message

Jessica Kearney <jlkearney87@gmail.com>

Tue, Nov 3, 2020 at 4:07 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To Whom it May Concern,

I grew up in the Placerville area and while I no longer live there, I visit often to spend time in historic Main Street. It has come to my attention that harmful changes are slowly happening and I was hoping to add my two cents.

The thing that makes historic Main Street so special are all the shops ran by locals. Not only does it bring the community together, it helps support small businesses that put their money back into supporting the town. By bringing in large chains you are taking away everything that makes it unique. There will no longer be any draw for me to visit as I would be able to experience the same shops in any metropolitan area.

Please help keep Main Street special. There are many other areas of Placerville that can support these chains if they'd like to move to the area.

Warm Regards,
Jessica Kearney
jlkearney87@gmail.com
707.684.0868



Development Services Planning Division <pv.planning@gmail.com>

New store proposal

1 message

Comcast <kmahar@comcast.net>

Tue, Nov 3, 2020 at 6:13 PM

To: pv.planning@gmail.com

I am against placing a chain store to fill the void on Main Street. We want to keep our town's shops with unique stores that will drive traffic to Main St. Please reconsider your plans and disallow this choice.
Ken

Sent from my iPhone
Ken Mahar
Ken-Mahar-Photos.com



Development Services Planning Division <pv.planning@gmail.com>

No chains on main

1 message

Moore, Caroline Louise <clmoore@csus.edu>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 4:45 PM

We do not support chain stores on our historic Main Street. Please do not allow this!

Get [Outlook for iOS](#)



Development Services Planning Division <pv.planning@gmail.com>

NO CHAINS ON MAIN!!!!

1 message

Shannon Morrow <shannoncmorrow@gmail.com>

Wed, Nov 4, 2020 at 6:21 PM

To: privas@cityofplacerville.org

Cc: pv.planning@gmail.com, msaragosa@gmail.com, thomas@cityofplacerville.org

To whom it may concern,

I am writing to you to express my absolute opposition of allowing a chain store 'THERAPY STORES' to open its door on main street in Placerville.

A company with 12 brick and mortar locations is a chain store. No matter how cute the store or what a 'boutique' feel they give off. This is a major threat to the preservation of small businesses who operate on Main street. This is a direct threat to their livelihood. Many small businesses, myself included, are struggling IMMENSELY due to COVID-19, and many of us barely make ends meet even without a global pandemic in the mix.

Main street should be a historic representation of the colorful and quirky folks who call Placerville home. As one of the main attractions of Placerville, the main street should tell the story of those who live in the area - who pay taxes here, who grocery shop here, who educate their kids here.

Please consider revoking the permits to allow Therapy to open a location on Main street in placerville.

Thank you for your time.

--

SHANNON MORROW

• 916-996-4110 • shannoncmorrow@gmail.com •



Development Services Planning Division <pv.planning@gmail.com>

(no subject)

1 message

Samantha Noonan <snoonan@2013.nhi.edu>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 7:16 PM

Hello,

I am a Placerville local living far from Placerville, and I have heard that a large non-local business chain wants to open its doors in a town that has always been so incredibly locally supported and lifted by its residents.

I look forward to spending money on Main St because I know I am helping lift up my hometown and the families that make it so quaint and special.

The world is quickly turning into one large franchise, where the richer get richer and the poor get poorer. I ask that you do not allow this to happen to our small community by opening the gates to a chain store.

No Chains on MainStreet!!

With hopes for growth that supports put local businesses...

Sincerely,

Samantha Noonan



Development Services Planning Division <pv.planning@gmail.com>

No Chains On Main

1 message

Nate Weldon <contact@nateweldon.com>

Sun, Nov 8, 2020 at 6:37 AM

To: "privas@cityofplacerville.org" <privas@cityofplacerville.org>

Cc: "pv.planning@gmail.com" <pv.planning@gmail.com>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

Greetings,

As a local born and raised, wanted to express a shared sentiment to my friend who runs Rose's Alterations and likely countless other wonderful mom pops just that towns like Placerville are far and few between and I sure hope it stays local on main.. this was nothing against panic and swoon, moreso hopefully they come to Placerville area nearby, but to honor these local businesses first and foremost. Please and thanks for listening and your service to this wonderful place.

Nathaniel Weldon

5309759420

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Stop CHAIN on Main Street

1 message

Kendyl Yapple <kyapple@gmail.com>

Tue, Nov 3, 2020 at 7:54 PM

To: privas@cityofplacerville.org, pv.planning@gmail.com, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To whom it may concern:

The Therapy Store that is set to move into the old Combellack space is a chain store that can be potentially detrimental to many of the mom and pop shops on Main Street. The Therapy Store has products in direct competition with small businesses such as Panic & Swoon, Bonkers Toys, Kollektive, Midnight Kin, Brass + Oak, Blue Skies Clothing, The Scarlet Halo, Ambiance, Placerville Hardware, The Wild Pea Exchange and Placerville News Co., among others. In these uncertain times, it is more important than ever that local communities support local businesses and artisans. Introducing a chain store with the capability to sell products at prices lower than the average local establishment is in conflict with supporting the local economy and local business owners who have continued to uphold the small town values and goals of the city.

Please reconsider allowing this establishment onto Main Street and stand in solidarity with our local small business owners and their employees.

Thank you for your time and consideration.

Sincerely,
Kendyl Yapple
Digital Manager
Blue Skies Clothing & Accessories

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

Fwd: The Therapy Store

1 message

Patricia Erickson <ericksonp9@sbcglobal.net>
To: pv.planning@gmail.com

Sat, Nov 14, 2020 at 8:44 AM

Sent from my iPad
Pat Erickson

Begin forwarded message:

From: Patricia Erickson <ericksonp9@sbcglobal.net>
Date: November 14, 2020 at 8:09:15 AM PST
To: pv.placerville@gmail.com
Subject: Fwd: The Therapy Store

Sent from my iPad
Pat Erickson

Begin forwarded message:

From: Patricia Erickson <ericksonp9@sbcglobal.net>
Date: November 14, 2020 at 7:22:21 AM PST
To: pv.placerville@gmail.com
Subject: The Therapy Store

To The City Of Placerville Planning Commission

I am writing to you in support of the Therapy Store.

Jing Chen bought the empty and boarded up Combella Store Building, choosing downtown Placerville to invest her time and efforts in order to open her next store. I can only guess why she chose the Placerville downtown area. Surely it was because of the history and charm of your foothills old downtown location and the friendly character of the town's people.

Let me provide a little background about me. I am a 4th generation Placerville native. My Grandmother was amongst the first Apple Hill pie makers for High Hill Ranch. My Dad was Roy Skiles Trucking, a logging company for years in Placerville. I graduated from El Dorado High School in 1966. I no longer live in Placerville, but I live close enough to easily make the trip to Placerville often. My favorite thing to do is to walk up and down Main Street visiting all the various stores and restaurants. I was saddened to see the boarded up Combella Building. My fear was it would not sell and it would stay that way for a very long time, causing urban decay. It's hard to find investors these days.

I was delighted to hear from my childhood friend that a new store was going into that space. Then she told me that the approval process was being attacked by the Placerville Downtown Association of store owners. They are concerned about not wanting a "chain store" downtown, not wanting the competition, and not wanting possible Urban Decay that the store might bring.

My friend invited me to the Therapy Store in old downtown Folsom at the invitation of Jing

Chen. She invited the Placerville store owners and other concerned citizens to come see her store. I had never heard of a Therapy Store before and questioned whether it was really a chain store. Then I discovered she just merely owns several of these stores as a closed family business. It's not a franchise business. I went to the gathering at her store. It was a very nice store and Jing was a lovely host. It was just a little hard to find because there was no big signage with her store name in lights. Several Placerville citizens were also there, but no Placerville store owners.

When I think of my childhood I think about the downtown Ben Franklin store that everyone loved, which was a chain store. Then there was Beverly Fabrics, a chain store, as well as my favorite, the True Value Placerville Hardware Store, a franchise hardware store. Rexall Pharmacy is also a franchise. It just seems very odd that the "chain store" thing seems to be a problem. Competition is a healthy thing and should be welcomed in a Capitalist economy.

I don't understand the massive unhappiness by the Placerville Downtown Association for this ordinary store that will add to what Downtown Placerville has to offer.

I am asking that you give this store a favorable chance to become a productive addition to downtown Placerville. They have been very well received in several other beautiful historical downtown areas in some very nice California towns.

Fear can sometimes cause temporary "hatred" until time allows for everyone to become more comfortable with something new.

Thank you so much for your consideration.

Patricia Skiles Erickson
Lincoln, California

Sent from my iPhone

Ryan Holmstrom
Aborn Powers Inc
3161 Cameron Park Dr. STE 205
Cameron Park, Ca 95682
11/16/2020

Planning Commission
City of Placerville
3101 Center Street
Placerville, CA 95667

RECEIVED
NOV 16 2020
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

To Whom it May Concern:

I am writing this letter in support of Therapy Store being granted a Conditional Use Permit to operate at 339 Main Street in Placerville. I was the listing agent for this property, one of the things that was very important to the buildings previous owner (Gayle Rohl) was to find a buyer who we felt would make a positive contribution to Historic Main Street. I was very pleased when the Therapy Store first contacted me about the property, and after looking in to what they sold and the way they do business, I thought we had found a great match. After dealing with Wayne and Jing I can also say that they are kind, hardworking people who have the towns' best interest at heart. During these uncertain and difficult times, Therapy Stores stepped up and made a fair offer to buy the building, no one else did. The building was on the open market and advertised for sale for several months, there were no offers from locals to buy it. Without Wayne and Jing buying this building, I think it would still be sitting empty. I believe that the Therapy Store will only improve Main Street by bringing in more customers to shop at their store and other stores. An empty building helps no one. Please make the right decision and do what is best for Placerville by granting Therapy Store a Conditional Use Permit.

Sincerely,



Ryan Holmstrom
DRE# 02098535



Development Services Planning Division <pv.planning@gmail.com>

Keep chains off main

1 message

Holly Kleinman <hollykleinman22@gmail.com>

Tue, Nov 17, 2020 at 1:54 PM

To: pv.planning@gmail.com

Hello,

It was recently brought to my attention that there is a reasonably large chain store, "Therapy," opening on Main St in Placerville in the coming weeks. I have been coming to Placerville every year to enjoy the small, mom and pop local businesses that your town has to offer. A chain store has the potential to threaten these small businesses I care for and I am not interested in big money stores finding their way onto Main St.

I am asking for a one-year moratorium on formula businesses within the central business district.

Please consider this and think about the magic that your town gives to people like me and my family. We do not care about chain stores ruining the charm of Placerville.

Thank you,

Holly Kleinman



Development Services Planning Division <pv.planning@gmail.com>

No Chain or formula stores on Main st.

1 message

Jenny Levitsky <ultimatedesigns29@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 17, 2020 at 10:44 AM

Hello, This is Jenny from Ultimate Designs and Kitchen Goods on Main. I have been made aware of the new Therapy store trying to go into the old Cambellacks location and I am most concerned. I went to their website to see what they sell and I found 80% of the things I sell in Kitchen Goods are also sold by them. They may not be the exact same brands because I have tried to do only american made items but if their items are from China and they have more buying power as a chain, they will undercut me on all these products.

Plus I have fought hard to ensure that even other retailers on Main do not carry the same items for the shoppers best interest. It is not fun to plan a shopping trip to Main St., find parking and then see the same items in multiple stores!! Shoppers in this area want and expect unique, one of a kind wares. If this store is allowed to go in on Main St. they will put a lot of us smaller unique stores out of business.

Don't get me wrong, I am all about growth and change as a designer, but I do believe there are plenty of other locations like up on Broadway where chain stores and restaurants would be advantageous to Placerville as a whole. Just **not** on this small historical section of Main st.

Thanks for your understanding and not letting this store come to our treasured little street.

Cheers!

The logo for Ultimate Designs features the words "Ultimate Designs" in a serif font, with a large, stylized, cursive "D" that loops around the text.

Jenny Levitsky
Ultimate Designs &
Kitchen Goods On Main
530-903-2229
www.UltimateDesignKitchens.com
www.houzz.com/pro/ultimate-designs/_public

Turned in on 11/17/2020

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NOV 17 2020

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

49

The Placerville City Council, Planning Commission and Economic Development Committee's agenda is to bring in more chain stores into the Downtown Core of Placerville. This is in conflict with the City's Ordinance 1597 that established regulations to preserve the unique and historic character of the City's Central Business District (downtown), including regulating the aspect of businesses, services and merchandise to reflects the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City's overall economy. The ordinance further stated that certain formula business establishments do not reflect the unique character of the community and the desired aesthetic ambience and the unique character of the Central Business District.

Historic Main Street Placerville has always been a unique setting for small "Mom & Pop" locally run businesses that have made Placerville stand out from all other shopping districts.

Signing this petition shows your support for the City to respect and uphold Ordinance 1597 (and not allow formula/chain stores (currently 5 or more of the same) into the downtown core) and Ordinance 1487 that set up the Central Business District to protect Placerville's uniqueness.

Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR MERCHANTS

Merchant - Business Name	Signature
M Elena Tucker - Art Studio 360	
M Mary Desovich My Deo	
M The Bookery	
Winterhill Olive Oil	Lisa Ruman
Brass + Oak	
Ancient Gold Jewelers	Jean Hatadis
Justin Weitz Jewelry Repair	
Ohana Circle	
M Placerville Art Gallery	Paul Cockrell (per phone authority)
M Royal Six Tattoo	Jaime Briseno (per phone authority)

NOV 17 2020

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

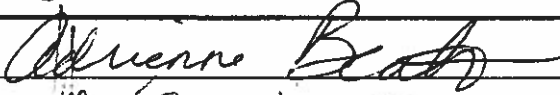
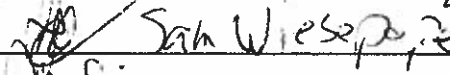
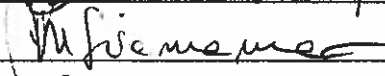
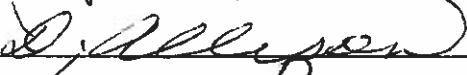
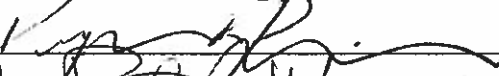
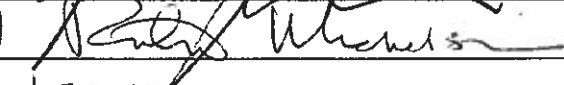
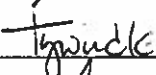
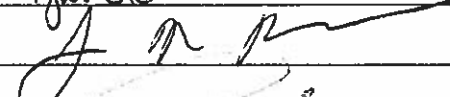

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FOR MERCHANTS

Merchant - Business Name	Signature
m Panic & Swoon	
Enchanted Forest	
Aldo Renzo Bistino	
Violets Are Blue	
Artistic Beads & Studio	
Placerville Art Gallery	
TW BONKERS	
Cascada Restaurant Inc	
Cascada Restaurant Inc	

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

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FOR MERCHANTS

Merchant - Business Name	Signature
M Flowers on Main	Melissa Cowan
Main St. Yoga	Kellee Falkenstern
The Lighthouse	Janet McKane
Kitchen Goods	Jenny Lu
Ultimate Designs	Jenny Lu
Placerville Trading Post	_____
My Martha Boutique	_____
Hangtown Gallery	Thom Bell
M POP ART	A Anderson
SUPPLY SERGEANT	Keri Hutto
Window Box Antiques	Joe Washington
Rose alterations	Rose Just

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE


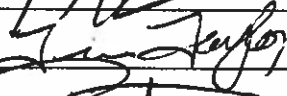



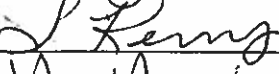
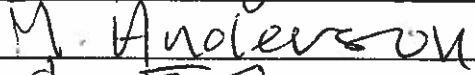


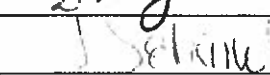
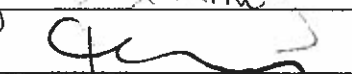
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FOR MERCHANTS

Merchant - Business Name	Signature
M Kollektive - Bryan Chax	
M Property owners of HANNAH'S TREE ICE CREAM SALOON	
M HEYDAY CAFE Paul Carter	
M Treehouse Debbie Fortades	
M Mentheya's Debbie Fortades	
M Sierra Mountain	
M CURT EBNER Hobos Del MAR	
M Volution Gallery	
M Violets are Blue	
M Placerville Salty's Bakery	
M The Scarlet Halo	

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NOV 17 2020

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

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FOR VISITORS

Signature	Town, State & Country
	Somerset, CA
	Roseville, Ca.
	Paradise, Ca
	Biggs, CA
	Sacramento, CA
	Sacramento, CA
	Fontana CA
	Vacaville CA
	Vacaville, CA
	Camino CA
	Gridley, CA
	Gridley CA

See back →

Tim Pundt
Passport

Zillah WA
Selah WA

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DEVELOPMENT SERVICES DEPT.

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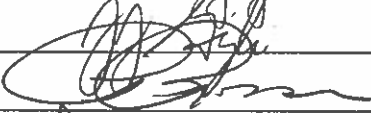
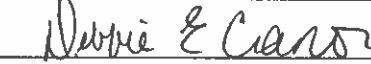
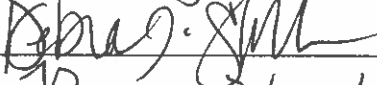
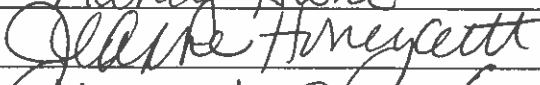
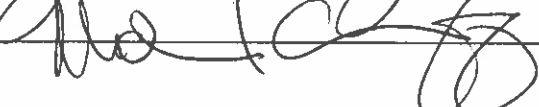
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FOR VISITORS

Signature	Town, State & Country
	Napa CA USA
	Napa CA USA
	El Dorado Hills CA
Nurie & Carol	El Dorado Hills, CA
Tiffany Cosby	Rocklin, CA USA
Chris Cosby	Rocklin, CA USA
Nancy Reid	Sacramento, Ca
Alexandre Duhyl	Placerville, Ca
	Stockton, CA
Nancy Hunt	Diamond Springs, CA
	Placerville
	Carmichael, CA

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FOR VISITORS

Signature	Town, State & Country
<i>Sharon Burt</i>	CONCORD, CA USA
<i>Carol Fritz</i>	Concord, CA USA
<i>Michelle Hittorff</i>	Accramento CA USA
<i>[Signature]</i>	Burbank, CA
<i>[Signature]</i>	Buzzsaw CA
<i>Carlos Herrera</i>	Elk Grove, CA.
<i>George Holman</i>	Tilden, CA
<i>Sharon Camarillo</i>	Lodi California
<i>Melissa Platt</i>	Rockford, IL
<i>Allen Motta</i>	Placerville, CA
<i>Maya Jones</i>	Rocklin, CA USA
<i>Bill Gann</i>	San Diego ca ?

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FOR VISITORS

Signature	Town, State & Country
<i>Justin Subert</i>	Somerset CA
<i>Laurie McAmbrose</i>	Placerville
<i>[Signature]</i>	placerville
<i>Nash [Signature]</i>	Placerville CA
<i>Steve [Signature]</i>	Placerville CA
<i>Charles [Signature]</i>	Placerville CA
<i>[Signature]</i>	placerville CA
<i>[Signature]</i>	PLACERVILLE CA
<i>Naomi Bastien</i>	PLACERVILLE, CA
<i>[Signature]</i>	Place-ville CA
<i>Pamela Turner</i>	placerville, CA
<i>Cynthia M. Dwyer</i>	Placerville, CA

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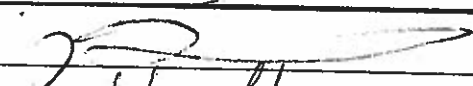
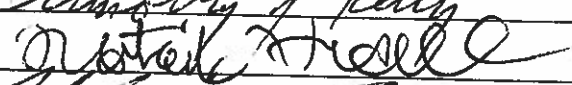
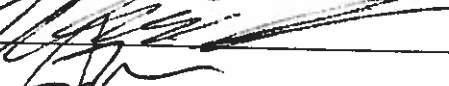
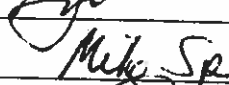
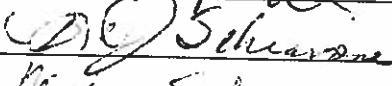
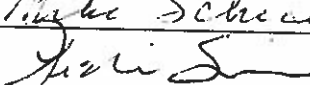

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FOR VISITORS

Signature	Town, State & Country
	PLACERVILLE CA. USA!
Patty Agness	Placerville CA
Kelley Chaz	Placerville CA USA
Timothy J Kelly	Shingle Springs CA. USA
	Placerville, CA USA
	Placerville, CA
	Placerville, CA
Mike Speedle	PLACERVILLE, CA
	Placerville CA
Mike Schiavone	Placerville, CA
	PLACERVILLE, CA
	Placerville, CA

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FOR VISITORS

Signature	Town, State & Country
<i>[Signature]</i>	Elk Grove, CA Sacramento
<i>[Signature]</i>	El Dorado Hills, CA
<i>[Signature]</i>	SOMERSET, CA
<i>[Signature]</i>	Somerset, CA, El Dorado
<i>[Signature]</i>	PLACERVILLE, CA
<i>[Signature]</i>	El Dorado Hills CA
<i>[Signature]</i>	Placerville, CA 95667
<i>[Signature]</i>	Placerville, CA
<i>[Signature]</i>	Somerset, CA El Dorado
<i>[Signature]</i>	Placerville CA 95667
<i>[Signature]</i>	CAMERON PARK, CA ELDORADO
<i>[Signature]</i>	Placerville, CA 95667

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FOR VISITORS

Signature	Town, State & Country
<i>David Shute</i>	SHINGLE SPRINGS
<i>David Carr</i>	Placerville
<i>Judge White</i>	Shingle Springs, CA
<i>Robert Fennell</i>	Shingle Springs CA
<i>Walter Mann</i>	Shingle Springs
<i>Bill Shank</i>	Shingle Springs
<i>Anna</i>	CAMERON PARK
<i>Freda Ravizza</i>	Sacramento
<i>Karina Adams</i>	Camino Ca
<i>Misty Tyler</i>	Cameron Park, CA
<i>Sasha Peters</i>	Citrus Heights, CA
<i>Meredith McElroy</i>	Somerset, CA

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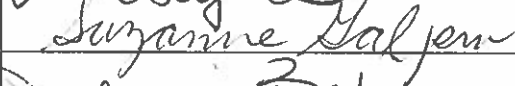
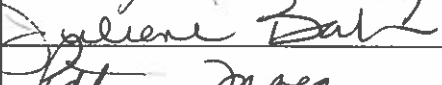




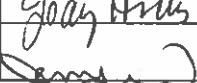

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Signature	Town, State & Country
	Placerville, CA USA.
	PLACERVILLE, CA
	EL Dorado, CA
 Suzanne Salje	Placerville, Ca
 Suzanne Salje	Placerville
 Suzanne Salje	Placerville CA
 Suzanne Salje	Pollock Pines, Ca
 Suzanne Salje	Placerville CA.
 Suzanne Salje	Placerville Ca
 Suzanne Salje	El Dorado Hills, CA
 Suzanne Salje	Elk Grove, Ca. SAC
 Suzanne Salje	San Jose CA USA

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FOR VISITORS

Signature	Town, State & Country
<i>McMunk</i>	Placerville, CA 95667
<i>LuGalvis</i>	Folsom, CA 95630
<i>Stacy Heady</i>	Folsom, CA 95630
<i>Sue Knapp</i>	Shingle SP
<i>Mary Wieg</i>	Fair Oaks, CA
<i>Eric & Linda Jennings</i>	Tillamook Or, 97141
<i>Arnell Hurley</i>	Penn Valley / Grass Valley, Placerville CA USA 95667
<i>SARRELL HURLEY</i>	Placerville CA 95667
<i>Jack Shank</i>	Placerville CA 95667
<i>Shingle Springs</i>	Shingle Springs CA 95682
<i>Janice Marich</i>	Roseville, CA 95661

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FOR VISITORS

Signature	Town, State & Country
<i>Heather Mung</i>	Wilton CA USA
<i>Jane [unclear]</i>	Diamond Springs, Ca
<i>Jaura Adams</i>	Grass Valley CA
<i>Kim Cooper</i>	Placerville CA
<i>Phil Kotzan</i>	Bisbee CA
<i>[unclear]</i>	PLACERVILLE, CA
<i>[unclear]</i>	Rio Linda
<i>[unclear]</i>	Lincoln, CA, Placer
<i>[unclear]</i>	COOL, CA, Eldorado
<i>Cornelia [unclear]</i>	Cameron Park CA
<i>Amy Fish</i>	Amy Fishman Sacramento
<i>Clair Fishman</i>	Sacramento, CA

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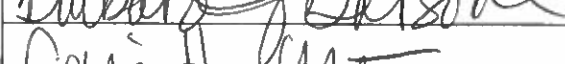
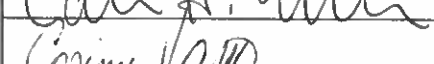



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Signature	Town, State & Country
	PLACERVILLE, CA
	Placerville, CA
	placerville, CA
	Placerville, CA
	Grass Valley, CA
	Pacifica, CA
	Pacifica, ca USA
	Cameron Park, CA
	El Dorado Hills, CA
	El Dorado Hills, CA
	Lodi, CA
	Placerville CA

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FOR VISITORS

Signature	Town, State & Country
	Manteca CA USA
	Manteca CA USA
	El Dorado Hills, CA
	Whitaker Creek, CA
	Clayton, CA
	Pentfield, CA
	Roseville CA
	Roseville CA
	Placerville CA
	Shingle Springs, CA
	Suisun City CA
	Sakate Tahoe, CA (El Dorado)

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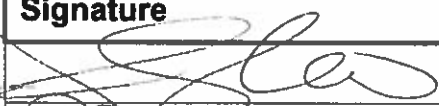

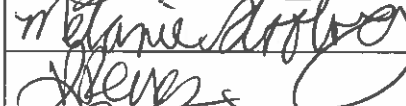






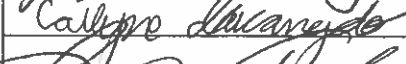



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FOR VISITORS

Signature	Town, State & Country
	Danville, CA 94506
	Res Vista CA 94571
	sacramento, CA 95820
	Citrus Heights CA 95610
	Colusa 95709
	Rocklin 95677
	Sac 95825
	SACRAMENTO 95822
	Granite Bay 95746
	Placerville —
	Placerville —
	Placerville, CA 95677
	Russell CA

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

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Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR VISITORS

Signature	Town, State & Country
<i>Patricia Swales</i>	Roseville, CA USA
<i>Leanne Van Slyke</i>	Antelope USA
<i>W. Moen</i>	Rescue, CA.
<i>Tom Folsom</i>	Placerville, CA
<i>John Folsom</i>	Placerville, CA
<i>John Folsom</i>	Reno, NV
<i>Gary Quint</i>	Sacramento, CA
<i>Daniel Marino</i>	Placerville, CA
<i>Julie Nolan</i>	Cool, CA
<i>Rhonda Mun</i>	Roseville, CA
<i>Jessie Rapp</i>	Pine Grove CA 95665
<i>Jan</i>	

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FOR VISITORS

Signature	Town, State & Country
<i>[Handwritten Signature]</i>	GRIZZLY PETS CA USA
<i>Susan Olson</i>	Placerville 95667
<i>Juan Meade</i>	Placerville, CA 95667
<i>CHRISTINE HOERSCH</i>	Lincoln CA 95648
<i>[Handwritten Signature]</i>	Fairfield, Ca 94534
<i>[Handwritten Signature]</i>	1226 PRINCETON AVE MODESTO, CA 95350
<i>[Handwritten Signature]</i>	Pacheco, CA 94553 USA
<i>David Pearson</i>	Placerville CA 95667 USA
<i>CHARLES HALL</i>	GARDNERVILLE NV 89460
<i>Lauri Brunton</i>	Antelope CA USA
<i>[Handwritten Signature]</i>	Gross Valley, CA 95945
<i>[Handwritten Signature]</i>	Placer County, CA 95747

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FOR VISITORS

Signature	Town, State & Country
<i>Julie England</i>	Placerville CA USA
<i>[Signature]</i>	Shingle Springs CA USA
<i>[Signature]</i>	Shingle Springs CA USA
<i>Julie England</i>	Camino, Ca
<i>[Signature]</i>	El Dorado Hills
<i>[Signature]</i>	PLACERVILLE
<i>[Signature]</i>	Placerville, Ca. USA
<i>[Signature]</i>	PLACERVILLE, CA
<i>[Signature]</i>	Placerville, Ca
<i>Spice Mills</i>	GRIZZLY FEAT, CANADA
<i>Kimberly Dalton</i>	Placerville
<i>Fred Wilkerson</i>	Placerville

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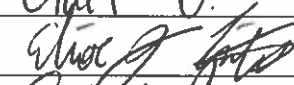
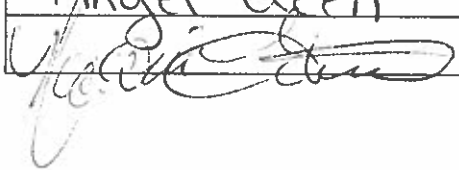
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FOR VISITORS

Signature	Town, State & Country
	Red Bluff, CA
Sherry L. Mason	Red Bluff, CA
Andrew M. Stanley	Placerville, Ca
ARS	Placerville, Ca
Verena L. Bunge	El Dorado Hills CA
Gail D.	Pedding, CA
	El Dorado, CA
Chad James	Diamond Springs, CA
Shirley Wade	Placerville, Ca.
Jennifer Martinez	Starkton, CA
Angel Green	Conroe TX
	Conroe, TX

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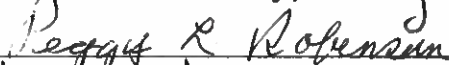
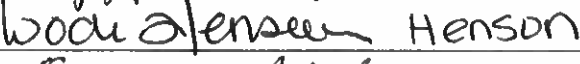





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FOR VISITORS

Signature	Town, State & Country
	Placerville, CA
	El Dorado, CA
 Edwin Embury	Placerville, CA Sacramento, CA
 Peggy R. Robinson	Orangevale CA
 Wood Jensen Henson	Placerville CA
 LARRY HALL	PLACERVILLE
 Linda Deppa	Fair Oaks, CA Sacramento
 Grace J	PLACERVILLE, CA.
 Lindsay Guly	San Francisco, CA
	Ft Collins, CO
	Rocklin, CA

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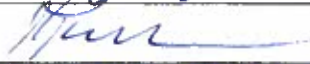


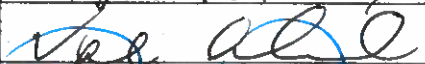

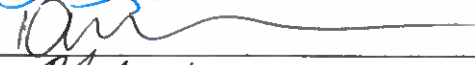
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FOR VISITORS

Signature	Town, State & Country
	Placerville, CA, El Dorado
Laura Archer	Millbrae, CA 94030
	Tahoe City, CA 96145
	Placerville, CA
	Cameron Park
Diane Marshall	El Dorado Hills, CA
	El Dorado Hills, CA
Adrian Moeller	Placerville, CA
	PLACERVILLE, CA
	Placerville CA
	Placerville, CA
R Mat	Placerville, CA

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Signature	Town, State & Country
<i>John Vogna</i>	Placerville Ca
<i>Jana Harris</i>	Walton Ca USA
<i>J. Heel</i>	Elk Grove, CA
<i>R. Oster</i>	Placerville Ca
<i>Debbie Kovach</i>	Placerville CA
<i>Thomas Young</i>	Placerville CA
<i>Ala K</i>	Turlock CA
<i>Jessie Allen</i>	Placerville CA
<i>John A</i>	Placerville, CA
<i>John</i>	Stockton CA
<i>Sadie Koppertich</i>	Placerville, CA
<i>Sally</i>	Placerville, CA

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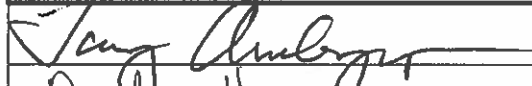
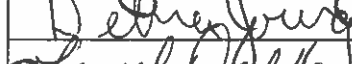
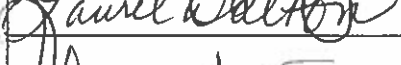
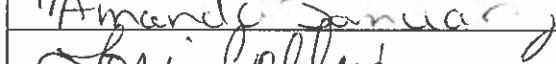








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Signature	Town, State & Country
	Placerville CA USA
	Placerville Ca
	Carmichael, Ca
	Shingle Springs CA
	Klamath CA
	SACRAMENTO, CA USA
	Sac CA USA
	Joe CA
	Roseville, CA, USA.
	Subaru Zephyr Coll, NV
	Ponca, CA 95066
	Pioneer CA 95666

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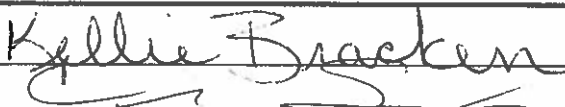

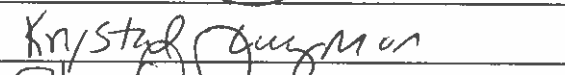
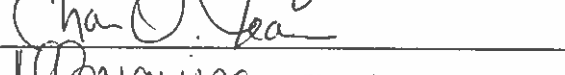
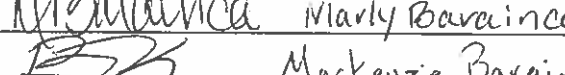
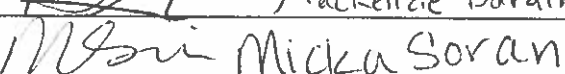
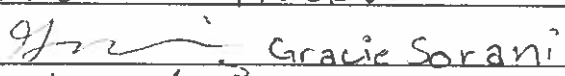

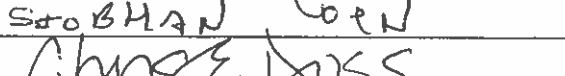



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FOR VISITORS

Signature	Town, State & Country
	Placerville, Ca. El Dorado
	Pollock Pines, CA
	Pollock Pines CA
	Placerville, CA, El Dorado
	Pollock Pines, CA USA
	Reno, NV USA
	Reno, NV USA
	Somerset, CA
	Somerset, CA
	Folsom, CA 95630
	Downtown, CA 95699
	Vaca, CA 95688

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FOR VISITORS

Signature	Town, State & Country
<i>Nina Vanzick</i>	Placerville Ca 95667
<i>Melanie Rosmann</i>	Shingle Springs, CA
<i>Walter Rothenberg</i>	Arbuck CA
<i>Dave S. Solan</i>	Jacksonville, N. C
<i>Janelle York</i>	Placerville CA 95667
<i>Olivia York</i>	Placerville CA 95667
<i>Ally West</i>	Reno NV 89523
<i>Vick Smith</i>	Reno NV 89524
<i>Mary Jackson</i>	Reno NV 89524
<i>M Adams</i>	Red Bluff, CA 95672
<i>Erin</i>	RENO NV 89521
<i>[Signature]</i>	WICKEN, CA. 95693

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FOR VISITORS

Signature	Town, State & Country
<i>[Signature]</i>	Placerville, Ca El Dorado County
<i>Kristen Hol</i>	Lincoln, Ca. Placer
<i>[Signature]</i>	Cameron Park, CA El Dorado
<i>[Signature]</i>	Portola Valley, CA 94028
<i>[Signature]</i>	
<i>Paul deBechevet</i>	Rancho Cordova Ca.
<i>Deborah deBechevet</i>	Gold River, CA 95670
<i>Kristie Settenreider</i>	Roseville, CA 95601
<i>Lepore McLaughlin</i>	Sacramento, Ca 95625
<i>Darlene [Signature]</i>	Reno, NV. 89502
<i>Marylou Weller</i>	Reno, NV 89510
<i>Kat Ornbauer</i>	Reno, NV 89523

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FOR VISITORS

Signature	Town, State & Country
<i>Lynne Weatherholt</i>	<i>Lincoln, CA USA</i>
<i>Lynne Gray</i>	<i>Placerville, Ca</i>
<i>[Signature]</i>	<i>Concord, CA</i>
<i>[Signature]</i>	<i>Brentwood, CA</i>
<i>[Signature]</i>	<i>Pollock PINES CA</i>
<i>Catherine Krenzel</i>	<i>Pollock Pines, CA.</i>
<i>Jesse Shemake</i>	<i>Placerville, CA</i>
<i>Cheryl Mubak</i>	<i>Pollock Pines, CA</i>
<i>Lucia Nicholsons</i>	<i>Placerville, CA 95667</i>
<i>Deborah Ingram</i>	<i>Vallejo, CA 94581</i>
<i>Lynne Quinlan</i>	<i>Concord CA</i>
<i>Leslie Whitmore</i>	<i>Rockden CA. 95677</i>

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NOV 17 2020

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

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Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR VISITORS

Signature	Town, State & Country
David L. Wright	Shingle Springs, CA, USA
Suzanne Gulas	"
Elaine Romano	Sacramento CA USA
Cathi Ruff	LINCOLN CA USA
Tom Minichi	RAMINO CA 95709
Paul Jelen	PLACERVILLE, CA 95667
Alan Bay	Colusa, CA USA 95932
A. J. Jelen	SoCal - 95662 CA USA

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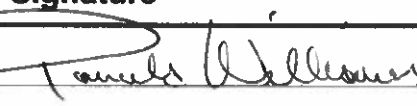

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FOR MERCHANTS

Merchant – Business Name	Signature
Thomas Kaskado Downtown Gallery	 (OK'd by Corporate)
	

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FOR VISITORS

Signature	Town, State & Country
<i>Doreen Odle</i>	<i>Lincoln, CA</i>
<i>Ereda Ravizza</i>	<i>Sacramento, CA</i>
<i>Pat Bratton</i>	<i>" "</i>
<i>Mandy Howard</i>	<i>Placerville CA 95667</i>
<i>John Hill</i>	<i>Truckee CA 96161</i>
<i>[Signature]</i>	<i>Truckee CA 96161</i>
<i>James Lamour</i>	<i>Placerville CA 95667</i>
<i>[Signature]</i>	<i>Plano, CA USA</i>
<i>Kary Wright</i>	<i>Clare, CA</i>
<i>Seangul S. Alfa</i>	<i>Sacramento, CA</i>

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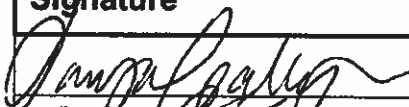

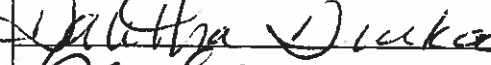



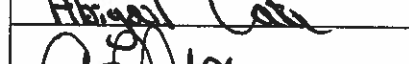



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FOR VISITORS

Signature	Town, State & Country
	Placerville CA USA
	Placerville CA USA
	Placerville, CA. USA
	placerville, ca usa
	Camino, Ca Usa
	Diamond Springs - CA
	Placerville CA
	El Dorado, CA
	CAMINO
	Placerville

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FOR VISITORS

Signature	Town, State & Country
	Placerville Ca, USA
Erin Hall	PLACERVILLE, CA 95667
	PLACERVILLE, CA 95667
Judith Meister	Placerville CA 95667
Shyllis Goldie	Placerville CA 95667
	HANGETOWN, CA
Michael D. Perry	PLACERVILLE, CA. 95667
Paul A. Wilcox	Placerville CA 95667
Meriah Stevens	Placerville ca 95667
Darby Flynn	Pollode Pines, CA 95726



Development Services Planning Division <pv.planning@gmail.com>

AMENDED letter re: Therapy Store CUP application

1 message

Placerville Downtown <pdaonmainstreet@gmail.com>

Tue, Nov 17, 2020 at 8:25 AM

To: pv.planning@gmail.com, Heidi Mayerhofer <hmayerhofer5@gmail.com>

Please disregard the initial email with letter attached. The letter here marked amended is the one the PDA wants submitted to the planning commission.

Thank you,
Heidi

Virus-free. www.avast.com**Amended letter on Therapy Store.docx**

29K

November 16, 2020

Placerville City Hall, Development Services Department
3101 Center Street – 2nd Floor
Placerville, CA 95667

Dear Members of the Placerville Planning Commission,

We are writing to you in strong opposition to the CUP application 20-04 for the Therapy Store to operate out of 339 Main Street. The Placerville Downtown Association is in vehement protest to this use as it is inconsistent with the unique character of the Central Business District and poses a serious threat to existing small businesses in the District.

The City of Placerville assesses an additional fee on the businesses in this unique district in recognition of the need to protect and preserve its character. The assessment imposed on the businesses in this district are intended for the following purposes:

1. The acquisition, construction, or maintenance of parking facilities for the benefit of the area.
2. Decoration of any public place in the area.
3. Promotion of public events which are to take place on or in public places in the area.
4. Furnishing of music in any public place in the area.
5. The general promotion of retail trade activities in the area.

Businesses that pay this assessment have strongly expressed opposition to the Therapy Stores application. Despite the limited time available to assess the will of the CBD merchant community, we were able to connect with 74% of the eligible retail/restaurant business owners in the CBD between Bedford and Sacramento Streets and 92% of those business owners contacted signed the petition to keep Downtown unique and free of formula businesses. Therefore, the Planning Commission should deny this application for reasons not limited to:

1. It is not in keeping with the unique character of the Central Business District. As stewards of the City's land use, there is an expectation that the City is protecting our locally owned, unique shops from being encroached upon by entities that undermine the uniqueness of this District.
2. It poses a serious threat of Urban Decay in that the Therapy Store stands in a position to unfairly compete with existing businesses; businesses that have invested heavily and who have suffered greatly in this time of COVID 19 closures and restrictions as well as multiple years of power safety shutdowns closing their doors; businesses that the city has assessed yearly with the promise of "promot(ing) retail trade activities in the area". Per Dr. Philip King's report on Urban Decay potential: "This is not a competitive market, but rather one where larger stores can dominate smaller ones with their buying power."
3. Despite these difficult times, the downtown Businesses have labored through these hardships thus keeping the downtown vital and even exceeding the City's expectations. These locally owned businesses have been loyal to the City and expect the same loyalty in return.

For these reasons, we implore you to deny the CUP request 20-04 for the proposed Therapy Store at 339 Main Street.

Sincerely, The Placerville Downtown Association



Development Services Planning Division <pv.planning@gmail.com>

Conditional Use Permit 20-04; Site Plan Review 20-04 - Therapy Stores - Comments

1 message

Wona Rosier-Arauz <Wona@semlawyers.com>

Mon, Nov 16, 2020 at 5:28 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Cc: Patrick Soluri <patrick@semlawyers.com>, Wona Rosier-Arauz <Wona@semlawyers.com>

Dear Clerk of the Placerville Planning Commission,

Attached please find comments regarding the above agenda item before the Planning Commission meeting.

Sincerely,

Wona Rosier-Arauz

Legal Assistant

Soluri Meserve, A Law Corporation

[510 8th Street](#)

Sacramento, CA 95814

☎ tel: 916.455.7300 ▪ 📠 fax: 916.244.7300 ▪ ✉ email: wona@semlawyers.com

This email and any attachments thereto may contain private, confidential, and privileged material for the sole use of the intended recipient.

**20.11.16 Comments to Planning Com w-Exhibits.pdf**

1065K

November 16, 2020

SENT VIA EMAIL (pv.planning@gmail.com)

Honorable John List, Chair
Placerville Planning Commission
Development Services Department Division
3101 Center Street, 2nd Floor
Placerville, CA 95667

**RE: Conditional Use Permit 20-04, Site Plan Review 20-04
Therapy Stores**

Dear Chair List and Members of the Planning Commission:

These comments, submitted on behalf of the Placerville Downtown Association (“PDA”) and Friends of Historic Hangtown (“FOHH”), concern the requested conditional use permit (“CUP”) 20-04 and Site Plan Review (“SPR”) 20-04 authorizing a Therapy Stores location (“Project”) in the City’s historic central business district (“CBD”). PDA and FOHH urge the Planning Commission exercise its discretionary authority to deny the Project or, alternatively, remand the matter back so that adequate CEQA review is prepared including analysis and mitigation for the Project’s potentially significant urban decay impact within the CBD.

1. Continuing Procedural Deficiency

As a threshold matter, it appears that the Planning Commission may not lawfully take action on November 17, 2020. Our prior letter, dated October 30, 2020, explained that the City could not lawfully consider the Project application because the applicant had not completed an Environmental Assessment. Following receipt of that letter, it appears that City staff and the applicant attempted to correct that defect by preparing and posting an Environmental Assessment dated November 2, 2020. That attempted correction, however, is inadequate. The City’s mandatory procedures regarding review and consideration of an Environmental Assessment are clear:

Applicant shall submit the attached Environmental Assessment Application if the project requires a discretionary permit. The Environmental Quality Officer or his representative will check for completeness and will complete a Preliminary Assessment or Environmental Impact.

...

The Environmental Quality Officer, after the above determination is made, shall file said determination at the County Clerk's Office and file said determination with the Official Files of the Planning Commission. ***Public review periods of 21 days shall be provided before scheduling said environmental assessment before the Planning Commission.***

(See Soluri Meserve comment letter dated October 30, 2020, Exh. 1 (emphasis added).)

This mandatory process has not been followed here. The Environmental Quality Officer's determination must be based upon, and therefore follow, completion of the applicant's Environmental Assessment; and must thereafter be posted for public review at least 21 days before scheduling the matter before the Planning Commission. Here, the applicant's Environmental Assessment was completed and submitted to the City merely 15 days before the scheduled Planning Commission action on the Project. Neither the applicant's Environmental Assessment nor the Environmental Quality Officer's determination based on that Environmental Assessment would have been posted for the required 21 days as of November 17, 2020.

Put simply, the City's rush to approve the Project on November 17, 2020 violates the City's own rules of procedure – rules that are designed specifically to promote informed decision-making and public participation. We urge the City to follow its own procedures and reschedule Planning Commission consideration for an appropriate day.

2. Potentially Significant Urban Decay Impacts to the CBD

Our prior letter stated that we would consult with an expert in urban decay if the Planning Commission approved the requested CUP, with the goal of informing the City Council's decision on an administrative appeal. Since the Planning Commission continued its hearing on the Project, we sought to obtain an analysis before the next hearing date. Economist Philip King, Ph.D., an expert in urban decay, was able to prepare a preliminary assessment of the Project's impacts in the CBD. Dr. King's report and curriculum vitae are attached as Exhibits 1 and 2, respectively.

Dr. King states, "I believe there is a serious and significant possibility that the proposed Therapy store in downtown Placerville would create urban decay in the downtown due to the closure of several local businesses, identified above." There are two legal implications from this conclusion. The first implication is that the Project's potentially significant impact on urban decay in the CBD, an area of the City long-recognized for its unusual historical character, precludes reliance on an exemption from

CEQA. (CEQA Guidelines, §§ 15061, subd. (b)(3), 15300.2, subd. (c); *Muzzy Ranch Co. v. Solano County Airport Land Use Commission* (2007) 41 Cal.4th 372, 386.) The second implication is that the Project's negative impact on the character of the CBD provides a substantive basis to deny the requested CUP. Thus, Dr. King's comments constitute substantial evidence of environmental impacts under CEQA and separately for denial of the CUP under the City's Zoning Code.

* * *

The Planning Commission should reschedule its hearing on the Project to a day that satisfies the City's Environmental Procedures Manual. Failing that, we respectfully urge the Planning Commission to deny the requested CUP authorizing a formula business in the CBD or, alternatively, to remand the application back to staff for preparation of an adequate CEQA review document.

Thank you for your consideration.

Very truly yours,

SOLURI MESERVE
A Law Corporation

By:

Patrick M. Soluri

PS/wra

Attachments:

Exhibit 1: Memo from Philip King, Ph.D., dated November 16, 2020
Exhibit 2: Curriculum vitae for Philip King, Ph.D.

EXHIBIT 1

November 16, 2020

Memo

To: City of Placerville

From: Philip King, Ph.D.

Re: Proposed Therapy Store in Placerville, California

Introduction

Patrick Soluri, Attorney at Law, asked me to examine the potential impacts of a proposed Therapy store in Placerville, California. In particular I was asked, as an economist, to examine the potential for urban decay. I have examined the Placerville Planning Commission Staff report as well as some materials prepared by the Placerville Downtown Association (PDA) who Mr. Soluri represents. I have also conducted independent research. I am also familiar with downtown Placerville and have visited it numerous times, though not recently.

My understanding of the law is that the Therapy store is a “formula” store, which is defined by Placerville City Ordinance 1597. According to the Placerville Planning Commission:

“Ordinance No. 1597 was adopted by City Council in 2004. This ordinance amended City Code to permit Formula Businesses in the Central Business District with a Conditional Use Permit and Site Plan Review approval by the Planning Commission. A Formula Business was defined under this Ordinance as any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity.¹”

According to this same staff report the applicant, Therapy stores, currently operate ten other stores, nine of them in northern California. Consequently, the applicant, Therapy stores, meets the definition of a formula store.

I am an economist, not a lawyer, and the purpose of this memo is to examine the potential economic and urban decay impacts of this proposal. **It is my professional opinion, based on my examination**

¹ Placerville Planning Commission Staff Report, Nov. 3, 2020, p. 3.

of these materials, as well as an examination of downtown Placerville, that a formula store, such as a Therapy store, does indeed have the potential to close other local (non-formula) businesses in the historic Placerville downtown area, which will damage the unique, local character of downtown Placerville. Ultimately the closing of local businesses downtown can lead to urban decay, explained further in this memo.

I am particularly concerned that this store has been approved in the middle of the worst pandemic the United States has experienced in over 100 years. As is well known, the pandemic has limited travel, caused many stores to close or limited business for many retail stores, especially small independent stores. As I will discuss later in this memo, many businesses, particularly “bricks and mortar” retail (other than retail related to groceries or pharmacies) are struggling.

Project Description: According to the Placerville Planning Commission Staff Report, the Therapy store will be located in two buildings that are each two stories in height. The total square footage is approximately 4000 square feet; roughly half of that area (2000 square feet) will be retail space; the rest will be office space and storage. The location is 339 Main Street, the heart of downtown Placerville.

Analysis of Downtown Placerville

I am familiar with downtown Placerville, having visited it several times. I also conducted a brief analysis of downtown retail and I was provided materials from Heidi Mayerhofer, of the Placerville Downtown Association. All of my conclusions are independent.

Appendix 1 contains a list of all downtown Placerville stores. Overall downtown Placerville contains approximately one hundred businesses. The *vast* majority of these businesses are locally owned and operated. There are a few exceptions. All of the banks appear to be regional/national. However, this is common in downtown areas to have national/regional banks and given the importance of tourism in Placerville’s local economy, it makes sense, and this allows visitors and local customers to obtain cash (w/o fees) through ATMs or by visiting their bank. These banks can also serve to draw local visitors on a regular basis to the downtown area, as opposed to other retail areas and shopping centers. In addition, a few other stores, such as Mel’s Diner, have been “grandfathered in” –they existed before Ordinance 1597 restricting formula stores.

My analysis in this section will focus on the stores downtown which I believe are directly impacted by the proposed Therapy store. Indeed,

in my conversations with PDA, it is apparent that many downtown Placerville stores (discussed below) will carry *exactly* the same product lines as carried by Therapy stores. Many downtown merchants are concerned that a formula store will have additional buying power as well as the financial resources to stay open, even during the worst pandemic in a century.

**Table 1: Local Stores Negatively Impacted
by Proposed Therapy Store**

Store	Product Lines Impacted by Therapy Store	Information Sources
Mattywags	Whiskey River (Candles, soaps)	Direct from Business Owner
Mattywags	Compedium (cards, books)	Direct from Business Owner
Mattywags	Blue Q (socks, towels, etc.)	Direct from Business Owner
Mattywags	San Francisco Co.. (bottles, stickers, toys)	Direct from Business Owner
Mattywags	Jelly Cat (stuffed toys)	Direct from Business Owner
Mattywags	Fine Lines (books, journals)	Direct from Business Owner
Mattywags	Nelson Line (cards, magnets)	Direct from Business Owner
The Bookery	Books	Direct from Business Owner
Panic and Swoon	Cavalini (paper and gift products)	Direct from Business Owner
Panic and Swoon	Viski Glassware (glassware)	Direct from Business Owner
Panic and Swoon	Last Craft Designs (candles)	Direct from Business Owner
Panic and Swoon	Larissa Loden (jewelry)	Direct from Business Owner
Panic and Swoon	Blue Q (socks, towels, etc.)	Direct from Business Owner
Midnight Kin	Various Brands (blankets and rugs)	Direct from Business Owner
The Treehouse	Root Candles (candles)	Direct from Business Owner
The Treehouse	Hester and Cook (cards)	Direct from Business Owner
The Treehouse	Molly and Rex (Stationary)	Direct from Business Owner
The Treehouse	Finelines (home décor)	Direct from Business Owner
The Treehouse	Various (holiday décor)	Direct from Business Owner
The Treehouse	Various (jewelry)	Direct from Business Owner
Ambiance	Women's Clothing	Online
My Martha Boutique	Women's Clothing	Online
My Martha Boutique	jewelry	Online
Blue Skies	Women's Clothing	Online
Blue Skies	jewelry	Online
Placerville Newsstand	gifts, printed materials	Online
Ambiance	Women's Clothing	Online
Kollective	Children's Clothing	Online
Brass and Oak	Home Goods	Online
Body Basics	Bath and Body	Online
T.W. Bonkers	Toys, Stuffed Animals	Online
Lighthouse	Gifts, cards jewelry	Online
Ultimate Kitchen Design	Kitchen Accessories	Online
Robinson's Pharmacy	Candles, sundries	Online

My analysis of downtown businesses in Placerville is based on communications with the Placerville Downtown Association as well as examining many of the downtown retail stores' websites or other information online. In some cases (Table 1, column 3 above) local merchants identified specific product lines where they compete

directly with Therapy—that is Therapy stores carry *exactly* the same products as local Placerville businesses. In these cases, it is quite clear that a sale (e.g., candles) of exactly the same product at a Therapy store in downtown Placerville will directly displace sales at an already existing, locally owned store.

The result of opening a Therapy store is clear—local businesses will lose sales and some local stores will close. **Table 1 above lists 17 downtown businesses that will be negatively impacted—close to one fifth of all downtown businesses.** I cannot predict which stores will close. However, it is clear that a number will come under pressure and many local merchants are coming forward to say they could close. In my experience, business owners are very reluctant to state if their business will possibly close, so these statements should be taken very seriously by the City of Placerville.

It is likely that several stores will eventually close as a direct result of the Therapy store opening. Indeed, the addition of 2000 square feet of retail space in downtown Placerville may actually lead to more than 2000 square feet of store closings. Moreover, in my professional opinion, the “branding” of downtown Placerville as a haven for locally owned businesses will be seriously damaged which could lead to further store closings.

I would like to emphasize that my analysis is preliminary and based on limited time, information and budget. However, it is very clear, even with this limited time and budget, that the potential for urban decay, in the form of closing downtown businesses in Placerville, is significant and that the City of Placerville should take this threat seriously. Greater time and budget may refine this conclusion, but will not change it.

I’d also like to emphasize that this is not simply a matter of encouraging competition. As a number of local merchants have pointed out, a formula store often has greater buying power with suppliers. For example, one local merchant, Adrienne Beatty, who owns Panic and Swoon downtown has pointed out that Therapy stores buying power, as well as its larger selection of items (including online ordering) give the larger Therapy store an advantage, strictly based on size. Economists sometimes refer to this as “monopsony power.” Given the Therapy stores larger number of stores, it can negotiate with suppliers (many of whom are also small since the downtown Placerville stores cater to niche products) for better deals, just as Wal-Mart and Costco are able to drive harder bargains with larger companies such as Procter and Gamble, for valuable “shelf space.” This is *not* a competitive market, but rather one where larger stores can dominate smaller ones with their buying power.

COVID and Downtown Businesses

We are currently in the midst of a serious pandemic which has led to many retail closings already including the bankruptcy of many national retail chains such as J. Crew, Pier 1 Imports, J.C. Penney and more.² Although these stores have very different profiles, they have one thing in common with downtown Placerville business—they are retail stores not engaged in grocery or pharmacy operations. As stay and place orders have been put in place, then taken off, and as citizens across the US have been told to restrict activities to “essential” tasks such as work, school, and grocery shopping, these restrictions have clearly harmed businesses across the US. Small businesses, who often have lower margins and less access to finance capital, are particularly vulnerable, and the compliance costs of coping with COVID are particularly cumbersome for small businesses. **Allowing a formula store to enter the downtown Placerville market at this time places other local businesses in downtown Placerville, who are already struggling, at serious risk of closure.**

Urban Decay and Physical Deterioration

The concept of urban decay was originally applied to Big Box stores, in particular Wal-Mart Supercenters. Numerous studies³ concluded that these large stores have NEGATIVE economic benefits to local communities. These larger stores displace jobs and local businesses, and lead to store closings, particularly in downtowns.

Urban decay in urban areas can include several possible adverse impacts on the quality of life in the local community. This includes visible symptoms of physical deterioration, capital stock and buildings in impaired condition, and involves aspects of “broken window” theory—that run-down, abandoned buildings signal lack of public policy concern and invite vandalism, loitering, graffiti, high crime rates, and arson for profit. They signal hopelessness for nearby residents who may lose faith in local government. Such sites also pose significant policing problems and fire protection issues. They could become sites for dangerous rodent infestation and avoidable public health issues. The outward manifestations and visual evidence of

² See From Friendly’s to J Crew, many Main Street Businesses Close, By Emily Pandise, MSNBC News, May 15, 2020, 8:40 AM PDT / Updated Nov. 2, 2020, 8:54 AM PST.

³ See for example, “The Impact of Big Box Grocers on Southern California: Jobs, Wages and Municipal Finance,” by Marlon Boarnet and Randall Crane, prepared for the Orange County Business Council, September 1999.

urban environmental urban decay and physical deterioration, but are not limited to, such markers as:

- Plywood boarded doors and windows;
- Parked trucks and long term unauthorized use of property and parking lot;
- Extensive gang graffiti and offensive words painted on the buildings;
- Dumping of refuse on site;
- Overturned dumpsters;
- Broken parking barriers;
- Broken glass, litter of liquor or beer bottles;
- Dead trees and shrubbery together with weeds;
- Unsightly and permanent “For Lease” signs;
- Homeless encampments on the property or doorways; and
- Lack of building maintenance, paint peeling, or property encased in an unsightly chain-link fence.
- Closed Stores.

Conclusion

In my professional opinion the proposed Therapy store in downtown Placerville poses a significant potential for urban decay in the form of store closings. **I believe there is a serious and significant possibility that the proposed Therapy store in downtown Placerville would create urban decay in the downtown due to the closure of several local businesses, identified above.**

Moreover, urban decay often has an avalanche effect. While the Therapy store might only close a few stores, the decline in local business activity can lead to fewer visitors, fewer sales and ultimately more store closings. Nationally and in California, we have seen this in one downtown after another. Some local authorities have mistakenly assumed that any competition is good, without considering what economists call “market failure.” In this case the historic downtown Placerville area is not just a shopping center. It’s a destination for local residents and visitors who come to gold rush country. Part of downtown Placerville’s charm is its unique character. One only need to look at the names of downtown businesses to see that we are not at a local mall.

As a CEQA matter I find very a compelling case of urban decay. However, the City of Placerville separately maintains discretionary authority to deny this formula business based on concerns about

impacts to existing businesses in the CBD, and I also find that a compelling case exists to deny this proposal on that basis.

Street number	Business name	Member status
232	The Original Mel's Diner	No
248	Thai Noodle Express	No
250	Hangtown Tattoo	No
254	Man Cave	Yes
260	Elements	No
262	Ambiance	Yes
266	Kollektive	Yes
300	Cary House	No
304	Empty	
312	Dedrick's Cheese Shop	Yes
312	My Martha Boutique	No
312	Totem Coffee House	Yes
312	Marilyn's Salon	No
312	Legal Docs on Main	No
316	Hangtown Originals	No
318	Flowers on Main	Yes
320	Brass and Oak	Yes
326	The Bookery	Yes
346	The Wine Smith	No
348	River City Bank	No
352	Placerville Art Gallery	Yes
360	Art Studio 360	Yes
364	Body Basics	No
366	Vibes Up	No
372	Enchanted Forest	No
374	Ye Olde Pie Shop	No
376	Mattywags	Yes
384	Cascada	No
398	TW Bonkers	No
400	Ancient Gold	no
404	Sierra Consignment	Yes
414	Public House	Yes
416	Home Inspirations	Yes
430	Panic and Swoon	Yes
434	Scarlet Halo	Yes
436	Eureka Gem	No
440	Artistic Beads and Studio	No
442	Cuppa Coffee and More	No
444	Old Town Grill	No
448	Placerville Antiques	Yes
450	Violets are Blue	No
452	Volution Gallery	No
460	Window Box Antiques	Yes
460	PHEME Natural Boutique	No
460	Rose's Alterations	No
460	Memory Lane Antiques	No
462	Hangtown Trading Post	No

464	Wild Pea	No
466	Blue Skies	No
470	Studio B	No
474 & 476	Law Offices	No
482	Brick's	No
484	empty	
492	Realty Office	No
496	Wealth Guard	No
North Side		
209	The Tap House	No
247	El Dorado Savings Bank	No
251	Empty	
255	The Liar's Bench	No
259	Bow Tie Barber	No
263	Lofty Lou's	No
301	Placerville's Main Event	Yes
305	Hangman's Tree Ice Cream Saloon	Yes
311	Empty	
321	Winterhill Olive Oil	No
325	Heyday	Yes
327	Tree House	No
339	empty	
359	Robinson's Pharmacy	Yes
369	Sanitex Dry Cleaners	No
375	Roman's Jewelers	No
379	Gold Country Artist's Gallery	Yes
385	Sandwich Shop	No
409	Placerville Newsstand	Yes
413	Hangtown Cyclery	No
423	Bene	No
425	Powell's Steamers	yes
433	Pop Art Gallery	Yes
435	Midnight Kin	No
437	Thomas Kincaid Gallery	No
441	Placerville Hardware	Yes
447	Kelsey's Needlecrafts	Yes
447	Main Street Yoga	Yes
451	The Lighthouse	No
451	Timmy's Brown Bag	No
451	Lana Lane	No
451	Ultimate Kitchen Design	No
451	Amore Mio Italian Bistro	No
459	Lobos Del Mar	Yes
465	Sierra Mountain Outfitter	No
469	Supply Sargeant	no
489	El Dorado Arts and Culture	no
533	Vaught, Wright and Bond Insurance	No
541	Bagel Works	No

545	Iron Wok	No
573	Alta Services	No
577	Sweetie Pies	No
	Main Street Market	No
589	Main Street Melters	No

EXHIBIT 2

PHILIP G. KING
Economics Department, San Francisco State University
E-mail: pgking@sfsu.edu

Education:

- July, 87 **Ph.D. in ECONOMICS** **CORNELL UNIVERSITY**
Fields: Applied Microeconomics, Economic Development, International Economics
Dissertation: Bargaining between Multinational Corporations and Less Developed Countries over Mineral Concessions Contracts.
- May, 78 **B. A. in PHILOSOPHY & ECONOMICS** **WASHINGTON UNIVERSITY**
Nominated to Omicron Delta Epsilon (Economics Honor Society.)

Professional Experience:

- 9/93-present **Associate Professor & Former Chair** **Economics Dept., San Francisco State University**
- 9/87-9/93 **Assistant Professor** **Economics Dept., San Francisco State University**
- 4/2014-present **Journal of Ocean and Coastal Economics, Editorial Board Member**

Legal Work related to Urban Decay:

- Economic Analysis of the Urban Decay Impacts of a Dollar Store in Clearlake, CA, April 2017
- Economic Analysis of a General Plan Update in Visalia, CA, April 2017
- Economic Analysis of the Urban Decay Impacts of a Dollar Store in Pine Grove, CA Fall 2014
- Economic Analysis of a Proposed Hanford Station Planned Commercial Development Project in Hanford, California, May 2004.
- Economic Analysis of a Proposed Wal-Mart in Yuba City, California, April 2004.
- Economic Analysis of a Proposed Wal-Mart in Gilroy, California, March 2004.
- Economic Analysis of a Proposed Wal-Mart in Redding, California, 2003.
- Economic Analysis of a Proposed Wal-Mart in Anderson, California, 2003.

Selected Academic Papers:

- “Valuing Beach Ecosystems in an Age of Retreat,” w. C. Nelsen, J. Dugan, D. Hubbard, K. Martin, R. Battalio, *Shore and Beach*, v. 86, No. 4, Fall 2018, pp. 45-59.
- “The Market Transfer Effect in the Hawaiian Longline Fishery: Why Correlation Does Not Imply Causation,” w. J. Scorse, S. Richards. *Journal of Ocean and Coastal Economics*: Vol. 4, 2017.
- “Can California Coastal Managers plan for sea-level rise in a cost-effective way?” w. Aaron McGregor and Justin Whittet, *Journal of Environmental Planning and Management*, v. 59, pp. 98-119. January 2015.
- “Estimating the Potential Economic Impacts of Climate Change on Southern California Beaches with L. Pendleton, C. Mohn, D. G. Webster, R. Vaughn, and P. Adams, *Climatic Change*, , November 2011, pp. 277-298.
- “Who’s Counting: An Analysis of Beach Attendance Estimates in Southern California,” w. A. McGregor, *Ocean and Coastal Management*, March 2012, Pages 17–25.
- “Size Matters: The Economic Value of Beach Erosion and Nourishment in Southern California’, with L. Pendleton, C. Mohn, R. Vaughn, and J. Zoulas., *Contemporary Economic Policy*, April 2012.
- “Economic Analysis of Reconfiguring the Long Beach Breakwater,” w. A. McGregor, R. Boudreau, *Shore and Beach*, April/May 2011.



City of Placerville

Andrew Painter <apainter@cityofplacerville.org>

Petition pages signed at my shop by customers

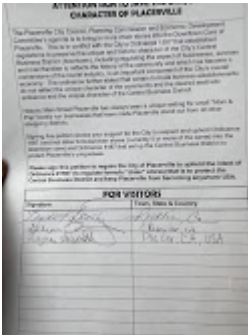
2 messages

Adrienne Beatty <panicandswoon@gmail.com>
To: pv.planning@gmail.com

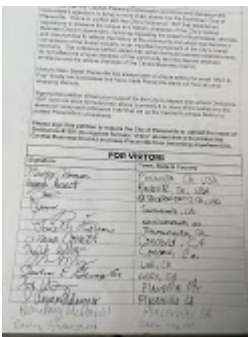
Tue, Nov 17, 2020 at 3:01 PM

Sent from my iPhone which I type horribly on...

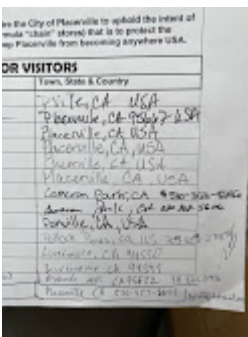
3 attachments



IMG_5837.jpg
126K



IMG_5836.jpg
136K



IMG_5835.jpg
106K

ATTENTION SIGN TO SAVE THE CITY CHARACTER OF PLACERVILLE

The Placerville City Council, Planning Commission and Economic Development Committee's agenda is to bring in more chain stores into the Downtown Core of Placerville. This is in conflict with the City's Ordinance 1597 that established regulations to preserve the unique and historic character of the City's Central Business District (downtown), including regulating the aspect of businesses, services and merchandise to reflect the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City's overall economy. The ordinance further stated that certain formula business establishments do not reflect the unique character of the community and the desired aesthetic ambience and the unique character of the Central Business District.

Historic Main Street Placerville has always been a unique setting for small "Mom & Pop" locally run businesses that have made Placerville stand out from all other shopping districts.

Signing this petition shows your support for the City to respect and uphold Ordinance 1597 (and not allow formula/chain stores (currently 5 or more of the same) into the downtown core) and Ordinance 1487 that set up the Central Business District to protect Placerville's uniqueness.

Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR VISITORS

Signature	Town, State & Country
<i>Linda Dealy</i>	Rocklin, Ca
<i>Allison</i>	Roseville, CA
<i>Kayne Auspeth</i>	Placer, CA, USA

The City Council, Planning Commission and Economic Development Committee's agenda is to bring in more chain stores into the Downtown Core of Placerville. This is in conflict with the City's Ordinance 1597 that established regulations to preserve the unique and historic character of the City's Central Business District (downtown), including regulating the aspect of businesses, services and merchandise to reflect the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City's overall economy. The ordinance further stated that certain formula business establishments do not reflect the unique character of the community and the desired aesthetic ambience and the unique character of the Central Business District.

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FOR VISITORS

Signature	Town, State & Country
Macey Harmon	Placerville CA USA
Hannah Prescott	Placerville, Ca, USA
[Signature]	SACRAMENTO, CA, USA
[Signature]	Sacramento, CA
[Signature]	sacramento, ca
Charlette Stelaris	Sacramento, CA
Diana Corsett	Concord, CA
[Signature]	Concord, Ca.
[Signature]	Lodi, CA
Joshua E. Gessner	LODI, CA
[Signature]	Placerville CA.
Anna Adams	Placerville CA
Genevieve McDonald	Placerville CA
Carly Syndergaard	Carson city, NV

ire the City of Placerville to uphold the intent of
rmula "chain" stores) that is to protect the
eep Placerville from becoming anywhere USA.

OR VISITORS

	Town, State & Country
	Placerville, CA USA
-	Placerville, CA 95667 USA
	Placerville, CA, USA
	Placerville, CA, USA
	Placerville, CA, USA
	Placerville, CA, USA
	Cameron Park, CA 530-363-8686
	Cameron Park, CA 530-363-5606
	Danville, CA, USA
	Pollock Pines, CA, US. 209-609-2775
	Livermore, CA 94550
	Livermore CA 94545
so)	Eldorado Hills CA 95672 916 225 2416.
	Placerville CA 530-957-2693 sgiloff@hotmail.com



Development Services Planning Division <pv.planning@gmail.com>

Say No to major chains on Main

1 message

Erica Garcia-Briseno <ericag.briseno@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 17, 2020 at 4:48 PM

Good evening Placerville Planning,

Ready for the rain? It's coming! Hope you've enjoyed your day.

I enjoyed my day, up until receiving notice that we are still thinking about allowing major chain stores on our Main St. that is.

Main Street Placerville is a place of charm and unique businesses. The reason why people come from far and wide to visit us has to do with this charm and uniqueness. There's something to be said about visiting a place that has nothing resembling any place close to home. When you visit other places, do you like to visit unique shops or major chain stores?

Main Street is filled with local business owners. People from our own community that have poured their blood, sweat, and tears into their businesses and our own community.

Please take these people into consideration. These business owners live here, their children go to school with our children, and they give our town charm and a unique appeal. Why do we want to be like every other place? If you ask me, I don't think that we do.

Please don't contribute to the devastation of more businesses. 2020 has been a doozy of a year. It has devastated households everywhere mentally, physically, and financially. Let's help promote the business health of our local population.

Say no to major chains on Main.

Thank you for your time and God bless.

Best Regards,

Erica Briseno

Sent from my iPhone



Development Services Planning Division <pv.planning@gmail.com>

NO TO CHAIN OR COMMERCIAL BRAND STORES ON MAIN STREET

1 message

Jaime Vi <royalsixtattoo@gmail.com>

Tue, Nov 17, 2020 at 3:41 PM

To: "pv.planning@gmail.com" <pv.planning@gmail.com>

To who it may concern. My name is Jaime Briseño and I own and operate Royal Six Tattoo. I do not approve of chain or commercial brand stores opening up anywhere on Main Street. It will devastate businesses on Main more than it will help them. It is unfair that every family that has poured their heart and soul to give their small businesses on Main Street its popular and welcoming charm may be financially damaged furthermore than it already has. I have asked my clients that live in the area and visiting as well, what brought them to our town and all have responded it's unique and hometown feel.

Thank you for your time and consideration.

Sincerely,
Jaime Briseño
Royal Six Tattoo

--

Sent from Gmail Mobile



Development Services Planning Division <pv.planning@gmail.com>

Comments for Therapy Store - CUP20-04; SPR20-04 – THERAPY STORES 11-17-20 Planning Commission

1 message

Sue Taylor <sue-taylor@comcast.net>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 17, 2020 at 4:56 PM

 **FOHH Comments to PC 11-17-20.pdf**
1337K

November 17, 2020

City of Placerville Planning Commission,
Development Services Division
3101 Center Street, 2nd Floor
Placerville, CA 95667

Re: Conditional use Permit (CUP) 20-04, Site Plan Review (SPR) 20-04 – Therapy Stores

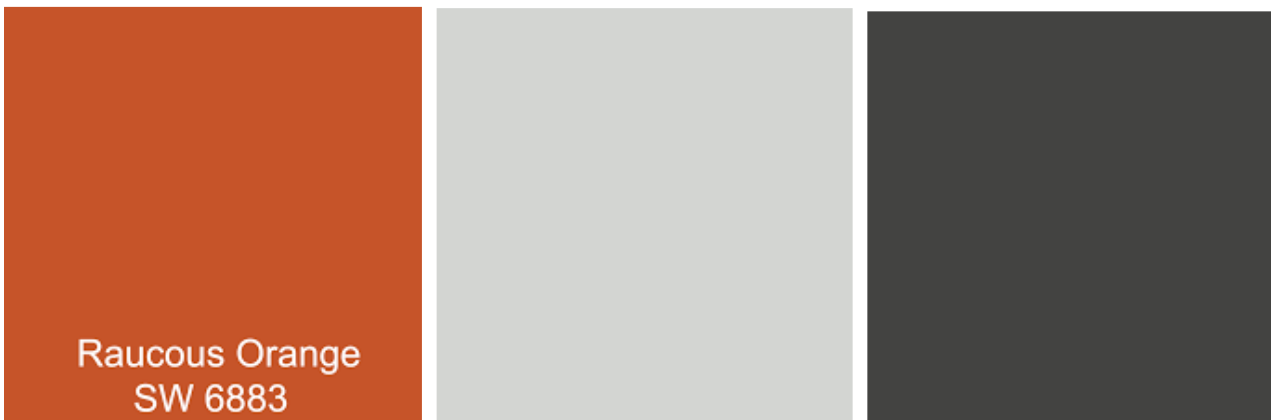
Dear Planning Commission,

We ask that you deny the CUP & SPR for Therapy Stores to operate a retail formula business land use within the Central Business District Zone.

If the Planning Commission insists on approving this in spite of substantial evidence against approval we ask that you consider alternatives to the proposed color palate.

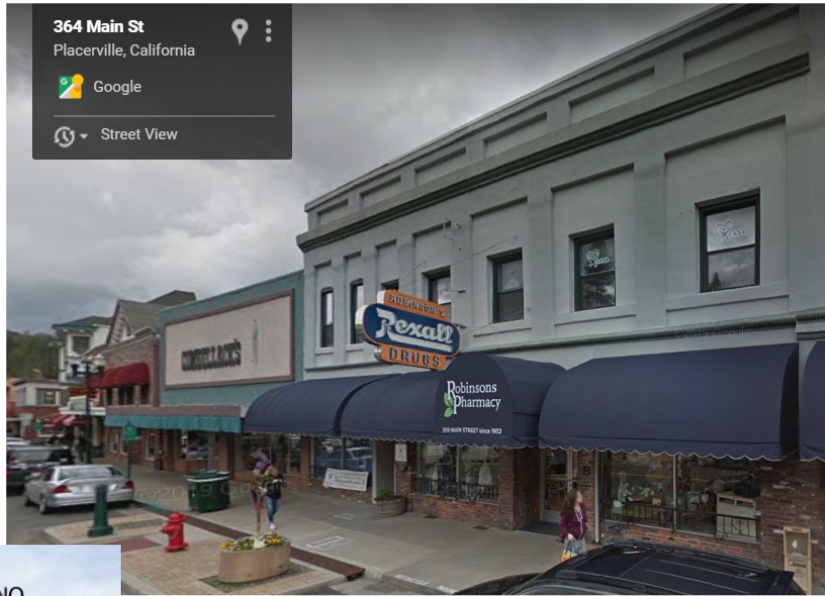
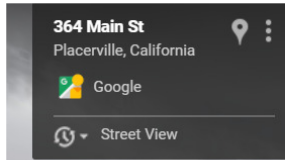
According to the Staff Report: “The building’s exterior colors would be changed with this project request. The stucco false front along the building’s Main Street elevation would be repainted with earth-tone greys and redtone color as illustrated in Detail Number 4 on Sheet A1.1 of the Applicant Submittal Package, and the Paint Palette provided as Exhibit 1. Proposed base and trim colors chosen are SherwinWilliams Grey: Reflection SW 7661 for the base color, with trim color bands of Dark Grey: Iron Ore SW 7069 and Orange: Raucous Orange SW 6883. The fascia of the marquee above the sidewalk would also be painted with the Orange: Raucous Orange. The rear of the building would be painted Dark Grey: Iron Ore throughout.”

These are the proposed colors:

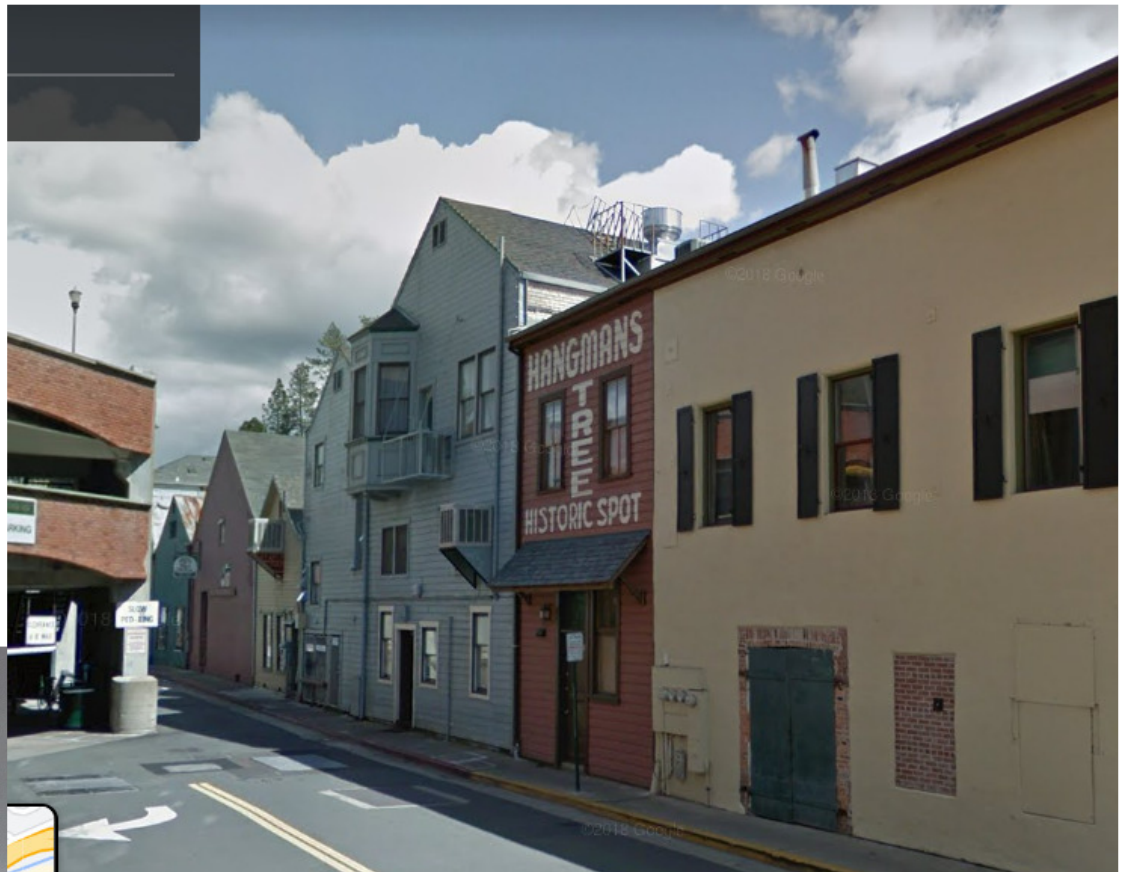


These colors are typical of a modern commercial street front. They can be attractive in that setting, but looking at other Therapy Stores the orange would be overbearing for our historic downtown where muted colors are required. The City needs to make sure that the orange provided is not overbearing to the rest of the street or “bright” since “bright” is not allowed in the CBD.





Of even bigger concern is the color chosen for Stage Coach Alley:



Stagecoach Alley has become an icon in itself. It is often used for photography as shown in the enhanced picture above. Replacing the existing colorful back alley with a large palette of dark grey would upset the iconic ambiance that has been created with the existing colors. Can you do something that complements the muted colors in the rear.

Policies specific to design of new Formula Businesses contained in Ordinance 1597:

10-4-9(G)(1)(a) Relationship of Buildings to Site: (a) The site shall be planned to achieve harmony and continuity between neighborhoods and commercial areas to maintain the historic foothill small town character, as opposed to suburban patterns of development. (Ord. 1597, 24 Feb 2004)

10-4-9(G)(2)(e) "Standardized" corporate architecture which involves the use of materials, textures, facades, colors, roof lines, siding and other materials and features is contrary to the City's historic small town character.

In lieu of standardized corporate architecture, Formula Businesses shall use the following: natural and manufactured wood siding; large timbers; varied roof lines, openings and façade treatments; brick, brick veneer and rock treatments; gridded windows; and, **earth tone colors in lieu of bright, glossy or reflective colors.** (Ord. 1597, 10 Feb 2004)

10-4-9(G)(4)(a) **Evaluation of appearance of a project shall be based on the quality of its design and relationship to surroundings. Inappropriate, incompatible, bizarre, exotic designs and standardized corporate architecture, other than registered trademarks, shall be avoided.** (Ord. 1597, 24 Feb 2004)

10-4-9(G)(4)(e) **Colors shall be harmonious to site and surrounding area. The use of standardized bright, bold, glossy non-earth tone colors is discouraged, as they generally do not project the historic foothill character of the community.** (Ord. 1597, 10 Feb 2004)

10-4-9 (P) Site Plan Changes, Major and Minor: Application to change an approved Site Plan must be made in writing and filed with the secretary of the Planning Commission accompanied by a Site Plan (if applicable) and description of the modifications proposed. Proposed changes to an approved Site Plan shall be classified as either minor or major by the Development Services Director or his duly appointed representative. Minor changes shall not in any way change the appearance, character or intent of the approved Site Plan nor modify the exterior building elevations of an existing Formula Business in the Central Business District (CBD) zone. Major changes will generally be any change that would alter the appearance, character or intent of the approved Site Plan. Examples of Major Changes include, but are not limited to, changes in: building façade and roof line; wall and roof materials; window and door openings; sign modifications; building illumination and exterior lighting; new mechanical equipment visible from a public way; **exterior colors which deviate from existing colors or which propose colors other than earth tone colors, such as 'bone white', 'canary yellow', or 'fire engine red'. Any proposed change, which does not clearly fit into one of the classifications, minor or major, shall be considered as a major change.** (Ord. 1597, 10 Feb 2004)

Also within the Background of the Staff's report there is a mischaracterization that the 2004 #1597 Ordinance was created to "permit" formula stores within the Central Business District (CBD), rather than to "regulate". Prior to this ordinance there was nothing regulating against formula stores being allowed into the CBD as can be seen by the businesses that had come in prior to the Ordinance such as Kentucky Fried Chicken, Mels, Round Table Pizza, etc.

Ordinance #1597 title is "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACERVILLE AMENDING TITLE X OF THE CITY OF PLACERVILLE CITY CODE **ESTABLISHING ZONING REGULATIONS** FOR FORMULA BUSINESSES WITHIN THE CENTRAL BUSINESS DISTRICT (CBD)."

Within the body of the ordinance it states, "WHEREAS, the City Council finds that these policies are necessary to preserve the unique character of the City's Central Business District, including **"regulating"** the aspect of businesses, services and merchandise which reflects the history of the community and which has become a cornerstone of the tourist industry, is an important component of the City's overall economy;"

As such the Planning Commission has the authority to regulate as if this project is deemed essential or desirable to the convenience or welfare, and are in harmony with the various elements or objectives of the Comprehensive General Plan, and are not detrimental to surrounding property which comes from zoning ordinance 10-3-3- below:

10-3-3: CONDITIONAL USE PERMITS: Certain uses may be permitted in zones in which they are not otherwise outright permitted in this Chapter, where such uses are deemed essential or desirable to the public convenience or welfare, and are in harmony with the various elements or objectives of the Comprehensive General Plan, and are not detrimental to surrounding property. (Ord. 1474, 8 Jan 1991)

The Staff Report states that, "It is the Staff's opinion that the requested formula business use would be desirable, convenient and beneficial to the public", but the City has not bothered to ask the majority of the local merchants or visitors their opinion prior to making this determination as if this is true. In fact merchants asked the City Council to enact an Urgency Ordinance for a moratorium on Formula Stores, prior to this hearing, in order to have the discussion and were refused. Without this meeting how can it be known that this project will not be detrimental to surrounding properties?

Also from the City's Staff Report:

Land Use Element

Goal C: To protect and provide for the expansion of Placerville's commercial services sector to meet the needs of both Placerville area residents and visitors.

Policy 1 of Goal C: The City shall promote the development and renewal of the downtown as the commercial center of Placerville.

Policy 2 of Goal C: The City shall assist the private sector in maintaining and improving the economic vitality of downtown through the provision of public facilities and services and the enactment of land use policies and decisions supportive of downtown's primary commercial role.

The Staff has determined that this project is compatible with the above goals and policies. Goal C explicitly states that the Goal is to "protect" and provide for the "to meet the needs of both Placerville area residents and visitors." We would argue the opposite that this project meets the needs of both Placerville area residents and visitors. In fact 100's of visitors have signed petitions that this project is contrary to why they come to businesses within the CBD. Also the merchants have themselves promoted the development and renewal of the downtown and yet the city continues to move in a direction that is contrary to the improvements that have been created by the work of the current merchants. They are doing this by ignoring policies created to protect the unique nature of the downtown.

For the above reasons and other provided by other commentators I ask that you deny this CUP.

Thank you for your consideration,

Sue Taylor for Friends of Historic Hangtown



**City of
Placerville**

Andrew Painter <apainter@cityofplacerville.org>

Please send to individual Planning Commission members before meeting-this is a letter in support of Therapy Stores

2 messages

Cynthia Estes <cynthiaeestes@gmail.com>

Tue, Nov 17, 2020 at 3:16 PM

To: privas@cityofplacerville.org, apainter@cityofplacerville.org

Thank you for allowing me to write in support of the opening of Therapy Stores in the Combellack building.

Let me preface my comments with a little background relative to the subject. I am part of the 4th generation born and raised in El Dorado County.

I live in my childhood home my parents built in 1947, a short distance from downtown. My great-grandfather worked in the courthouse while serving as County Recorder for 30 years. Many relatives on both sides of my family either worked in the courthouse, owned or worked in a store on Main Street.

I have a reverence for Historic Main Street and have many friends who own or work in stores downtown.

My statement below is in response to the Placerville Downtown Association (PDA) members who have objected to Therapy Stores. For those who have objected to Jing Chen and Wayne Whelan buying Combellack's, perhaps you should read the letter of support from Gayle Combellack, who if anyone, would object to this.

I have a unique perspective that is mine only and does not reflect that of the City of Placerville. For nine years, as an employee of the City of Placerville, I often went to the sparsely attended Placerville Downtown Association (PDA) meetings, due to the lack of participation, I would be surprised if that many merchants either know of or have joined in this controversy.

How many businesses have come and gone in the last few years, leaving me to wonder why now you wish to keep Therapy Stores from opening and run Sourdough & Company out of town? You must prefer empty storefronts in order to keep out the competition. Do you realize how many additional jobs these stores add to Placerville? Or are you afraid that Jing Chen, a humble Asian lady who has worked for 26 years to bring some joy through her stores to Historic small towns may take away your business? Look around. You're already competing with at least five other gift stores as well as other coffee shops.

Have any taken advantage of Jing and Wayne's invitation to visit Therapy in Historic Folsom or any of the other small towns that have welcomed them into their "neighborhood"? Have you actually seen the exterior, signage and mix of merchandise? Did you ask the neighboring businesses how they have been affected by the addition of Therapy? I could barely find the Therapy store in Folsom, it was so unobtrusive. This is no WalMart.

I often walk to Main Street and go onto all the stores to shop. I found only ONE thing that another store carried that I saw in Therapy.

And about Sourdough...isn't everyone allowed to change hours and bring in what is needed to build their business? Can't you do the same? This is a Capitalist society after all...

Sorry, but fighting for "No Chains on Main", when there have always been "Chain Stores on Main" (see below), leads me to believe that there is more going on than just competition...

Please see the list of the following Chain Stores.

1. Ben Franklin Stores existed across from the Bell Tower in the 50's - 70's. It was a 5 and 10 cent store, or "dime store". This store competed with a privately owned "dime store" up the street. if you grew up here, you loved it.
2. Rexall Drug Store. "Robinson's Rexall Drugs" (the sign still proudly stands), is located directly across the street where it was built in 1932 in competition with Fox Brothers Pharmacy, Fox Brothers had been there since the late 1800's and is where my Aunt Virginia Smith worked for 59 years. These two pharmacy's worked together when needed for the good of the COMMUNITY, until Fox Brothers closed due to retirement. A little healthy competition seemed to work then.
3. Beverly Fabrics (now Cascada). I worked there for Merle Crawford (my childhood next door neighbor) in the 1990's . Yes, it was a franchise...and there is a story about how it was allowed into Placerville.

4. Placerville Hardware is part of the True Value "chain" store. As of 2016, had 4,400 retail stores. We all love Placerville Hardware, it is part of our history, yet it is a chain store.

5. Thomas Kinkadee Hometown Gallery is another "franchise" business that still operates in downtown Placerville. Originally located where the Ambiance store for many years, they were the "Flagship Store" along with many other franchises around the country.

As quoted from their current website; "Our gallery is located in the heart of Placerville on Main Street with the famous bell tower out its front door. We moved a few years back and can be found next door to the old hardware store."

I find it interesting that on the flyer sent out to bring people to the Zoom meeting to keep "No Chains on Main", uses a background from a Thomas Kinkadee print, that in itself is from your local Thomas Kinkadee "chain store".

Historic Downtown Placerville will always thrive by the hard work and welcoming spirit of our valued businesses. I know that not everyone is afraid that Therapy Stores will steal their business. If anyone wanted to preserve our history, it's me.

But if you are one of the few that seek to instill fear by what I can only characterize as "group bullying", you might want to take advantage of the following suggestions:

- Try some creative marketing
- Put down your phone
- Get out of your chair,
- And, actually greet your guests.

That's what our ancestors did, and you know who you are...

Thank you for the opportunity to speak on behalf of Therapy Stores.

Cynthia Castonia Estes

Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 17, 2020 at 3:35 PM

To: "John R. List" <jglist@comcast.net>, Michael Frenn <hazebrewer@gmail.com>, Amy Lepper <amylepper@aol.com>, Barbara Raines <bsraines@sbcglobal.net>

Last comment that came in around 3pm today.

[Quoted text hidden]