

Development Services Department Staff Report**July 16, 2019 Planning Commission Regular Meeting****Prepared By: Andrew Painter, City Planner Date: July 11, 2019****Item# 6.1: 385 Main Street – CUP 19-01 & SPR 19-01 – Sourdough & Co.**

Summary Recommendation: Approve Conditional Use Permit 19-01 and Site Plan Review 19-01, with the Findings and Conditions of Approval stated herein as Attachment 1.

Project Request: Applicant Dana LeBlanc requests to establish and operate a formula business in downtown Placerville within the ground floor of the late 19th-Century Plaza Building, located at 385 Main Street and within the Central Business District Zone. The proposed business is called *Sourdough & Co.* Sourdough & Co. is a food service restaurant business with more than two dozen locations and a standardized menu. Menu items include sandwiches, soups, salads and a variety of beverage options.

The applicant is proposing to install a business identification wall sign for the formula business use. The proposed wall sign would have sign copy of “Sourdough & Co Sandwiches • Soups • Salads” with red and white text. Sign would consist of channel letters made from aluminum, and have internally illumination using L.E.D. fixtures. Sign dimensions would measure 30” tall and 14’-10.5” long, with total sign area of 37.2 square feet. Sign would be mounted on the building’s east elevation, facing the Bell Tower Plaza. No other changes are proposed to the exterior of the building. Interior space would be modified with decor common with other Sourdough & Co. locations. The Applicant Submittal Package is provided as Attachment 2.

The applicant has submitted a separate application for a Sidewalk Dining Area Permit (Special Temporary Use Permit (TUP)) requesting permission to place seating, tables and other furniture on the City sidewalk for customer use. As of the date of this staff report, this application has not been deemed complete and a hearing date has not yet been determined.

Site Description and History: The building at 385 Main Street is two stories in height; each floor has 1,085 square feet of area. Parcel area is 0.028 acres. The building has frontage along Main Street and Stage Coach Alley. Brick exterior encompasses the first floor exterior. Shiplap siding comprises the exterior for the second story. Roof parapet contains a horizontal band with decorative sawtooth border at the bottom of the horizontal band. Three large storefront windows face the Bell Tower Plaza, and two large and one smaller in width windows face Main Street along the ground floor. The second story has five aluminum frame windows that face the Plaza and two sets of two windows face Main Street. An architectural canopy extends over portions of the sidewalk along Main Street and the sidewalk facing east and the Bell Tower Plaza. The east elevation also contains a retractable awning, mounted below the architectural canopy.

There are three accesses to the building. Along the south building elevation facing Main Street, a stairwell provides access to a second story office space (383 Main Street). Access to the ground level commercial storefront is along the east building elevation facing the Bell Tower Plaza, and one along Stage Coach Alley.

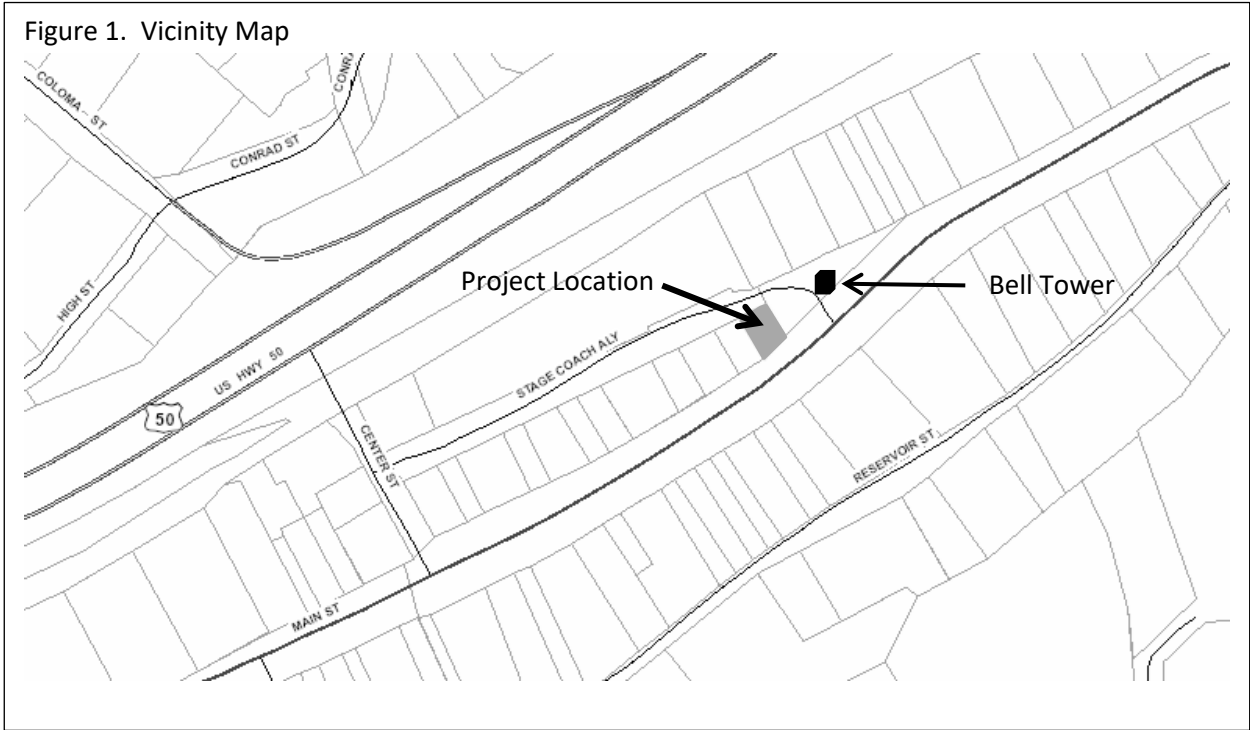


Figure 2. Street View: 385 Main Street



Project Data:	
<i>Applicant:</i>	Dana LeBlanc
<i>Property Owner:</i>	Henry Cavigli Trust
<i>Location:</i>	385 Main Street, ground floor
<i>APN:</i>	001-212-011
<i>Lot Size:</i>	0.028 acres (≈1,200 square feet)
<i>General Plan Land Use:</i>	Central Business District
<i>Zoning:</i>	Central Business District (CBD)
<i>Adjacent Zoning & Land Use:</i>	CBD Zoning and Land Use

The building was surveyed in 1984 for the City’s Historic Resource Inventory (HRI). Per the HRI Survey, the building dates to the mid-1800s. The building was first known as the “Plaza Building.” City permit records for the Plaza Building, with addresses of 383 and 385 Main Street, date to the late 1950s. During the 1970s and 1980s, the upstairs 383 Main Street address was occupied by a law office. During the late 1980s, 1990s and 2000s, other business professional uses occupied the upstairs while a bakery occupied the ground floor 385Main Street address. Between 2005 and 2019, the *Centro Coffee* business occupied the ground floor.

Construction permits from 1979, 1989 and 2004 reveal that wall signs were authorized and placed along the building’s east elevation wall at the second story level where the now closed

Centro Coffee business placed its identification sign, and where the Sourdough & Co. sign is proposed.

On October 18, 2016, the owner of the Centro business obtained approval from the Planning Commission under Site Plan Review SPR 16-05 to construct a retractable awning. The awning was installed under a City construction permit. On August 15, 2017, the Planning Commission granted conditional twelve month approval of a Temporary Use Permit (TUP 17-02) for sidewalk dining for the Centro business. This conditional approval expired during August 2018.

Background: 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. The Ordinance further amended the Site Plan Review design criteria under Section 10-4-9(G) 2(e) and (G)4(a) and (e) that addressed standardized Formula Business architecture and materials. Ordinance No. 1597 is provided as Attachment 3.

Analysis:

General Plan Land Use Consistency: The Placerville General Plan Land Use map indicates that the land use designation for the site and surrounding parcels is Central Business District (CBD). Purposes of the CBD designation are as follows:

- Purpose 1 of the CBD Land Use designation: Provide for a broad range of pedestrian-oriented commercial, institutional, and public uses.
- Purpose 2 of the CBD Land Use designation: Protect the downtown from encroachment by unrelated and incompatible uses.
- Purpose 3 of the CBD Land Use designation: Differentiate the downtown area from all other land use designations because of its unique character.

Allowable uses within the CBD Land Use designation per Section I: Land Use of the General Plan Policy Document, include retail sales, eating and drinking establishments, hotels and motels, business and professional offices, institutional uses, government facilities, and similar and compatible uses.

Specific General Plan goals and policies relevant to the request are detailed below.

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.*

Community Design Element

- *Goal I: To promote architectural quality throughout Placerville.*
- *Policy 3 of Goal I: The City shall encourage the restoration and reuse of older structures which contribute to the character and sense of historical and cultural identity.*
- *Goal J: To promote development of aesthetic and functional signage and reduce visual clutter.*
- *Policy 1 of Goal J: The City shall only allow new signs that are appropriate in design and scale, while making adequate provisions for business identification.*

This request is made for the business, Sourdough & Co., to occupy and to operate a formula business on the ground floor of the Plaza Building. Staff believes that the request is consistent with the purpose of the City's CBD Land Use designation and relevant General Plan goal and policies regarding commercial uses and downtown Placerville. The proposed Sourdough & Co. formula business use would renew a commercial food service option at this pedestrian-oriented downtown address within a building dating back to the late 19th-Century. The use would operate similarly to the previous Centro Coffee tenant on-site and the numerous restaurant (eating and drinking establishment) uses that exist within downtown and the CBD Zone that offer menu options that include sandwiches, soups, salads and various beverage options. These restaurant uses provide local residents, downtown workers and visitors with convenient food service downtown. Proposed exterior expression of the Sourdough & Co. formula business use at the project site is limited to one internally illuminated wall sign. This sign is proposed for the building's east elevation. The wall sign would replace the existing internally illuminated Centro wall sign and be installed and centered on the wall in the same location. Based on this analysis, the project request is consistent with the purpose of the City's CBD Land Use designation and relevant General Plan goal and policies regarding commercial uses and downtown Placerville.

Zoning Consistency: The project is located within the Central Business District (CBD) zone. Formula business uses are conditionally permitted within this zone upon obtaining a conditional use permit and site plan review approvals. Sourdough & Co. is considered a Formula Business by definition, in that per the Sourdough & Co. website they have 29 locations, primarily in California along with several in South Carolina.

Conditional Use Permit

This request includes an application containing a Conditional Use Permit (CUP) 19-01 and Site Plan Review (SPR) 19-01. Per City Code, CUP and SPR approvals are required before a construction permit may be issued and occupancy granted for the proposed use. As mentioned, the site is located within the Central Business District Zone (CBD). Per City Code Section 10-3-3, conditional uses may be permitted under a conditional use permit request where such uses are deemed essential or desirable to the public convenience or welfare, are in harmony with the

various elements or objectives of the City's General Plan, and are not detrimental to surrounding property.

It is the opinion of staff that the requested formula business use would be desirable, convenient and beneficial to the public, in that it would be located in pedestrian oriented downtown, it would serve local residents, visitors to Placerville and workers within other businesses and professional offices. Menu options are similar to existing eating and drinking establishments within downtown Placerville. In addition, the formula business would operate similarly to the former Centro Coffee business that operated on-site for many years, therefore would not be detrimental to surrounding property. Standardized signage is the limited outward expression for the proposed formula business. As analyzed in the staff report, the request would be consistent with the intent of the Central Business District land use designation, as well as applicable land use goals and policies of the General Plan. Findings necessary to support the request, per City Code Section 10-3-3, can be made.

Site Plan Review Criteria

The Commission's authority under Sections 10-4-9 (Site Plan Review) of the Zoning Ordinance is to make determinations regarding site plan review requests. Before the Planning Commission may approve, approve with conditions, or disapprove a Site Plan Review application they must consider whether Site Plan Review design criteria are met.

As mentioned in the "Background" section of this staff report, amendments were made to City Code in 2004 regarding Site Plan Review Criteria (Section 10-4-9(G)) involving formula business uses and the CBD zone, as follows:

(G) 2. Relationship of Building and Site to Surrounding Area:

- (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.*

(G) 4. Building Design:

- (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.*
- (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.*

The request is consistent with the above Site Plan Review Criteria. No architectural changes or exterior materials or colors are proposed to the Plaza Building. One Sourdough & Co. wall sign is proposed for the business, limiting the outward expression of the proposed formula business

within the streetscape. This internally illuminated wall sign would be installed on the building's east elevation, mounted and centered above the five second story windows and below the decorative horizontal band with decorative sawtooth border. The wall sign would replace the existing internally illuminated Centro wall sign in the same location.

Sign Regulations

As mentioned, one wall sign is proposed with the requested use. City Code Section 10-4-17(G) contains City regulations for various sign types. Applicable wall sign regulations to consider are as follows:

- (G)5.b. The area of a wall sign or combination of wall signs shall not exceed two (2) square feet of sign area for each one (1) lineal foot of business frontage for businesses that have up to fifty (50) feet of business frontage and an additional sixty-seven (.67) hundredths of a square foot for businesses with street frontage greater than fifty (50) feet, not to exceed a total aggregate area of two hundred (200) square feet.*
- (G)5.d. Internally illuminated wall signs shall have an opaque background and shall be designed so that only the lettering or advertising copy is visible at night. Externally illuminated signs shall utilize light fixtures which are fully shielded and designed to focus light only on the sign surface.*

The proposed wall sign is consistent with sign area and illumination City Sign regulations. Business frontage for the 385 Main Street location is the building's east elevation that faces the Bell Tower. This lineal front footage is 31' - 3". Per regulation (G)5.b., the maximum wall sign area for a business with 31'-3" of business frontage is 62.50 square feet (31.25 x 2 = 62.50). Proposed wall sign dimensions are 30" tall by 14'-10.5" long. Wall sign area is 37.2 square feet. Wall sign would be internally illuminated channel lettering. The copy would be visible at night.

City of Placerville Development Guide Consistency: Chapter XIII of the Development Guide contains guidelines for the planning and design of signage within Placerville. The following Development Guide guidelines for signage relevant to the request are detailed below.

A. General Guidelines

- 2. All signs should be of professional quality, utilizing materials and finishes and trim elements that complement those used in the adjacent architecture and site design.*
- 4. Signs for individual tenants should be well designed with a consistent theme and should be logically placed on the building face.*

B. Main Street Historic Area

(A) General Design Characteristics

- 1. Signs in this area in particular should respect the character of the architectural design and respond to the proportion and style of details and ornamentation.*

2. *Signage programs should minimize signs and avoid clutter. One well designed, well placed sign on the face of the building is preferred. Free-standing pole mounted signs are not allowed in the historic area.*
3. *Color selection should demonstrate harmony and continuity with the colors of the building.*
4. *Quality materials and professional fabrication are essential for signs of any sort in the historic area.*
5. *Signs that re-create traditional approaches are encouraged, such as wall-painted signage, flush wall-mounted signs, or signs hanging from the interior against the window.*

(B) Placement: Signage should be installed in appropriate “sign areas” as defined by the existing architecture of the façade.

1. *Placement or location should not obscure or cover a vertical architectural element such as a column or pilaster.*
2. *Signage should fit entirely within horizontal divisions (e.g. sign band).*
4. *Sign should not cover the entire width of any façade.*

(C) Material: Sign materials should be consistent with the traditional character of the Main Street Historic Area.

Appropriate materials are: Metal (Iron, Steel, brass, copper, aluminum and other natural finishes)

The single wall sign proposed is consistent with the Development Guide’s sign design characteristics, sign placement and sign material guidelines. Sign would consist of channel letters made from aluminum, have internally illumination using L.E.D. fixtures, with red and white text and black background compatible with the building’s red and white colored brick facade and black window frames. This sign is proposed for the building’s east elevation. It would be installed and centered on the wall without obscuring or covering a vertical architectural element of the building; it would not cover the entire width of the building’s east façade.

Environmental Assessment: This requested activity is exempt from CEQA per Guidelines Section 15061(a)(3), in that it can be seen with certainty that there is no possibility that the formula restaurant use, along with the addition of one on-premise wall sign that would replace and existing wall sign in the same location, would have a significant effect on the environment.

Public Noticing and Comments: Written notice for this public hearing was mailed to property owners within five hundred feet (500’) of the project site on June 27, 2019. Public notice was also published in the Mountain Democrat on June 28, 2019, and posted to the City website and its Facebook page. Public written comments received as of the distribution date of this report are provided as Attachment 4. Written comments include those in support and those in opposition to the formula business request.

Recommended Action:

- I. Adopt the Staff Report and make it a part of the public record.
- II. Make the following California Environmental Quality Act exemption finding for Conditional Use Permit 19-01 and Site Plan Review 19-01:

This requested activity is exempt from CEQA per Guidelines Section 15061(a)(3), in that it can be seen with certainty that there is no possibility that the formula restaurant use, along with the addition of one on-premise wall sign that would replace an existing wall sign in the same location, would have a significant effect on the environment.

- III. Make the following Findings for Conditional Use Permit 19-01 and Site Plan Review 19-01:
 - A. The project site has a Central Business District General Plan Land Use and Zoning designation.
 - B. The project location is the existing Plaza Building; physical characteristics include two story massing; brick exterior encompasses the first floor exterior; shiplap siding comprises the exterior for the second story; roof parapet contains a horizontal band with decorative sawtooth border at the bottom of the horizontal band; three large storefront windows face the Bell Tower Plaza and two large and one smaller in width windows face Main Street along the ground floor; the second story has five aluminum frame windows that face the Plaza, and two sets of two windows face Main Street; an architectural canopy extends over portions of the sidewalk along Main Street and the sidewalk facing east and the Bell Tower Plaza; the east elevation contains a retractable awning mounted below the architectural canopy.
 - C. No changes are proposed to the physical characteristics of the Plaza Building's exterior with the Formula Business request.
 - D. One standardized internally illuminated wall sign would be installed on the building's east elevation, mounted and centered above the five second story windows and below the decorative horizontal band with decorative sawtooth border; the wall sign would replace in the same location an existing internally illuminated Centro wall sign.
 - F. The requested use is desirable, convenient and beneficial to the public, in that it would be located in pedestrian oriented downtown, it would serve local residents, workers within other businesses, professional offices, and visitors to Placerville.
 - G. The request is in harmony with the purposes of the Central Business District General Plan designation and the goals and policies of the General Plan Land Use and Community Design Elements, in that the use would renew a commercial eating and drinking food service business within a building constructed in the late 19th-Century; it would support downtown's primary role as a commercial area for the City; the proposed sign is consistent with City Sign Regulations for sign area and

illumination; and the proposed sign is consistent with signage guidelines of design characteristics, sign placement and sign material of the City of Placerville Development Guide.

- H. The request would not be materially detrimental to the public health, safety and general welfare nor injurious to the property or improvements in the vicinity and zone in which the site is located, in that the formula business would operate similarly to the former Centro Coffee business that operated on-site for more than a decade and numerous restaurant (eating and drinking establishment) uses that exist within downtown and the CBD Zone that offer menu options that include sandwiches, soups, salads and various beverage options.
 - I. Based on the above findings and the analysis provided in staff's report dated July 11, 2019, the request is consistent with General Plan goals and policies and the regulations and design criteria of City Code.
- IV. Based on the foregoing findings, approve Conditional Use Permit 19-01 and Site Plan Review 19-01, a request to operate a formula business on the ground floor of the Plaza Building located at 385 Main Street, subject to the Conditions of Approval provided as Attachment 1.

Attachments:

- 1. Conditional Use Permit 19-01 and Site Plan Review 19-01 Conditions of Approval
- 2. Applicant Submittal Package
- 3. Ordinance No. 1597 – Zoning Regulations for Formula Businesses Within the Central Business District
- 4. Written Comments Received

Attachment 1**Conditions of Approval
Conditional Use Permit (CUP) 19-01 and Site Plan Review (SPR) 19-01**

1. These Conditions shall apply to CUP 19-01 and SPR 19-01 (*Sourdough & Co.*), a request made by Dana LeBlanc to establish a Formula Business in the Central Business District located at 385 Main Street. APN 001-212-011. Any proposed future change to the site or modification of the application beyond what is authorized under this permit shall be submitted to the Development Services Department for determination of appropriate procedures under City Code Section 10-4-9(P) Site Plan Changes, Major and Minor.
2. The CUP 19-01 and SPR 19-01 shall expire and become null and void eighteen (18) months after the date of granting the conditional use permit, unless the authorized use is carried on and a construction permit has been obtained for any construction activity relative to the operation of the conditional use prior to the date of expiration.
3. The property owner, his/her successors, heirs, or assigns shall maintain and operate the formula business in conformance with all conditions of approval.
4. A construction permit is required for the business sign and any interior alterations to the 385 Main Street address. Applicant shall submit three copies of plans to the Development Services Department, Building Division for plan check and permit processing.

Attachment 2

Applicant Submittal Package

CITY OF PLACERVILLE
PLANNING APPLICATION

Date: 6-4-19
Zoning: CBD GP: CBD
File No: CUP19-01 SPR 19-01
Filing Fee (PZ): \$1,400
Filing Fee (EN): _____
Receipt No: 22179

REQUEST FOR:

- | | | |
|--|---|--|
| <input type="checkbox"/> Annexation | <input type="checkbox"/> Boundary Line Adjustment | <input type="checkbox"/> Certificate of Compliance |
| <input checked="" type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Environmental Assessment | <input type="checkbox"/> Environmental Impact Report |
| <input type="checkbox"/> Final Subdivision Map | <input type="checkbox"/> General Plan Amendment | <input type="checkbox"/> General Plan Consistency |
| <input type="checkbox"/> Historic District Review | <input type="checkbox"/> Landscape Plan Review | <input type="checkbox"/> Minor Deviation |
| <input type="checkbox"/> Planned Development Overlay | <input type="checkbox"/> Preliminary Plan Review | <input type="checkbox"/> Sign Package Review / Amendment |
| <input checked="" type="checkbox"/> Site Plan Review | <input type="checkbox"/> Temporary Commercial Coach | <input type="checkbox"/> Temporary Use Permit |
| <input type="checkbox"/> Tentative Parcel Map | <input type="checkbox"/> Tentative Subdivision Map | <input type="checkbox"/> Variance <input type="checkbox"/> Zone Change |

DESCRIPTION: FORMULA BUSINESS IN CBD ZONE.

ITEMS ABOVE THIS LINE FOR OFFICE USE ONLY

City Ordinance #1577 established a Fee & Service Charge System. In some cases project review will require the services of specialists under contract to do work that City staff cannot perform. In these cases, the applicant shall pay the direct cost of these services plus fifteen percent (15%) for City Administration.

PROJECT APPLICANT

NAME DANA LeBlanc
MAILING ADDRESS 108 Esplanade Cir.
Folsom, CA 95630
PHONE 916 599-8689
EMAIL dleblanc2222@hotmail.com

APPLICANT'S REPRESENTATIVE (if different)

NAME _____
MAILING ADDRESS _____
PHONE _____
EMAIL _____

PROPERTY OWNER(S)

NAME HENRY J. CAVIGLI PHONE (530) 626-4460
MAILING ADDRESS P.O. Box 823, EL DORADO CA 95623
EMAIL ADDRESS caviglih@yahoo.com

SURVEYOR, ENGINEER, ARCHITECT, OR OWNER'S REPRESENTATIVE (if applicable)

NAME DAVID BAGLEY PHONE 916-342-4219
MAILING ADDRESS 4944 El Dorado Hills St 95120
EMAIL ADDRESS dave@soundbought.com

I have notified the mortgage holder, which is: _____

DESCRIPTION OF PROPERTY (Attach legal deed description)

STREET ADDRESS 385 MAIN ST, PLACERVILLE CA 95667
ASSESSOR'S PARCEL NO.(S) 001-212-11-100
Above described property was acquired by owner on APRIL 17 2001
Month Day Year

List or attach any Covenants, Conditions or Restrictions, concerning use of property, of improvements contemplated; as well as yard setback and area or height requirements that were placed on the property by subdivision tract developers. Give date said restrictions expire.

N/A

I hereby certify that the statements and information contained in this application, including the attached drawings and the required findings of fact, are in all respects true and correct. I understand that all property lines must be shown on the drawings and be visible upon site inspection. In the event that the lines and monuments are not shown or their location found to be incorrect, the owner assumes full responsibility.

I further understand that if this request is subsequently contested, the burden will be on me to establish: that I produced sufficient factual evidence at the hearing to support this request; that the evidence adequately justifies the granting of the request; that the findings of fact furnished by me are adequate, and further that all structures or improvements are properly located on the ground. Failure in this regard may result in the request being set aside, and structures being built in reliance thereon being required to be removed at my expense.

PROPERTY OWNER agrees to and shall hold the CITY, its officers, agents, employees and representatives harmless from liability for damage or claims for damage for personal injury, including death, and claims for property damage which may arise from the direct or indirect operations of the PROPERTY OWNER or those of his contractor, subcontractor, agent, employee or other person acting on his behalf which relate to this project. PROPERTY OWNER agrees to and shall defend the CITY and its officers, agents, employees and representatives from actions for damages caused or alleged to have been caused by reason of the PROPERTY OWNER'S activities in connection with the project. This hold harmless agreement applies to all damages and claims for damages suffered or alleged to have been suffered by reason of the operations referred to in this paragraph, regardless of whether or not the CITY prepared, supplies or approved plans or specifications or both for the project.

PROPERTY OWNER further agrees to indemnify, hold harmless, pay all costs and provide a defense for CITY in any action challenging the validity of PROPERTY OWNER'S project.

 DANA L. LeBlanc 5/29/19
Applicant's Signature Printed Name of Applicant(s) Date

As owner of the property involved in this request, I have read and understood the complete application and its consequences to me as a property owner.

 HENRY J. CAVIGLI 5/30/2019
Signature of Property Owner Printed Name of Property Owner Date

Signature of Property Owner Printed Name of Property Owner Date

NOTICE: Section 10-3-9 of the Placerville Municipal Code prohibits the occupancy of a building or a release of utilities prior to the issuance of a Certificate of Occupancy by the Building Division AND the completion of all zoning requirements and conditions imposed by the Planning Commission or City Council UNLESS a satisfactory performance bond or other acceptable security has been posted to insure completion. VIOLATIONS may result in prosecution and/or disconnection of utilities.

A Notice of Public Hearing and Staff Report will be prepared for applications requiring public hearing(s). Two Wednesdays prior to the hearing date, the Notice of Public Hearing will be sent to the Applicant and Owner, on the Thursday prior to the hearing date, the Staff Report will be sent to the Applicant and Owner. Notices and Staff Reports will be sent via email if addresses have been provided; if not, the documents will be sent to the mailing addresses provided on this form. Please list below any alternate or additional recipients, along with their contact information, or any alternate instructions for sending these materials to the Applicant or Owner.

Date: Original 6/2/2019 (Updated 6/19/2019)

To: City of Placerville, Planning Department, attention, Andrew Painter

RE: Sourdough & Co, proposed location at 385 Main Street, Placerville, CA

Mr. Painter,

Thank you for taking time to discuss my proposed sandwich shop at the property located at 385 Main St in Downtown Placerville (formerly Centro Coffee). I wanted to take a moment to provide you and the city some additional information about myself, my 30+ year background in the Placerville/El Dorado area, and my proposed plan to bring new business to the central business district and providing sandwich options for travelers and locals as well.

Firstly, let me introduce myself and share my background in the Placerville area and my reasons for selecting downtown for my business:

I love Placerville and the foothills and have been local to the area for over 30 years. I first moved here in 1980 and started two small businesses out of a small shop just off Placerville drive, serving the community with electronic repairs and establishing a vending business. I ran those businesses for several years and eventually turned it over to my partner and went to work at Sam's Town in Cameron Park fixing all the electronics (video games) for several years. I later worked worked for CableData, Pandesic (an Intel company), as well as Blue Shield in El Dorado Hills. Eventually my professional career transitioned into sales and I have served clients throughout the city, county and region, over the last 13 years.

Both of my sons were born at Marshall hospital, raised in El Dorado county, and graduated from Union Mine, going on to college out of the area. I served as Scout Master for several years for Troop 49 out of Diamond Springs and am proud to have been part of helping kids find their direction in life. I attended Green Valley Community Church for nearly 10 years and played music on the worship team there for over three years. I am also a local musician and have played venues in the area since the early 80's.

In the last couple years, I was introduced to an El Dorado Hills based sandwich company, Sourdough & CO. I liked their products and small town approach to business. I had been looking for a business opportunity and had done some business with one of the local founders of the company. I mentioned to him that I liked the business model and would like to get involved with a store should an opportunity arise. Lo and behold, he advised me of a location in Downtown Placerville that met his vision for a small town store in the area. It was truly a perfect fit as I have a long history in Placerville and the brand met my desire to have a quality business in the area.

Sourdough & Co is an El Dorado county story and has built their brand locally, starting in El Dorado Hills in 2009. They offer healthy, high quality ingredients, all organic meats, gluten free breads, no GMO, artisan cheeses, fresh soups, fresh local produce, and more. I am pleased and excited to bring a quality food option to our city, hiring local staff, and being a part of this community for many years to come. Of note: Inside is being remodeled. There are no changes to be made outside the building, planned patio area and replacing the current Centro sign.

Dana L.LeBlanc – Applicant

SOURDOUGH & CO – ADDITIONAL INFORMATION

Date: June 19, 2019

Proposed location - 385 Main Street Placerville

Owner – Dana LeBlanc (30+ years in El Dorado County), Owned two businesses in Placerville (1980-1984)

Estimated number of employees – (10-12)

Estimated sales tax revenue - \$45,000 annually

Narrative:

In polling many of the downtown merchants and citizens of the county over the last several weeks, and speaking at a meeting of the Placerville Downtown Association (PDA), I got a good understanding of the current business climate in the downtown area. It became quite clear that most merchants would welcome (any and all) new foot traffic and there is a substantial need and opportunity for growth. It is my objective in bringing a local brand to the community to build and strengthen sales to businesses throughout the CBD by increasing foot traffic, expanding marketing efforts and becoming a part of a solution to help all businesses thrive. All the while keeping with the historic theme of the community. The design of the shop inside is directly in lockstep with the current historic theme of “brick and wood” with an antique motif. There are no changes planned to any of the outside areas other than to provide an outside seating area and put up a sign.

Regarding the community feedback, there were a variety of opinions and thoughts communicated among the many people in the community I met with (including downtown merchants, the outlying community, and at a business meeting of the PDA. The majority of people readily welcome the Sourdough & CO concept and some expressed that having a local company with a solid reputation and quality product would be a welcome option for fresh sandwiches. Some persons were neutral and had no opinion one way or the other, while others (minority) were very vocal in ensuring they would do whatever they could to prevent any business with multiple stores from coming into the CBD. The most vocal in dissent were individuals attending the PDA meeting. Overall, I feel the feedback represented a good cross-section of local citizens and merchants and would be a fair representation of most communities. All voices should be heard and I respect the process.

I took the time to address some concerns brought up at the PDA meeting:

Concern:

1. “Will put hard working competitors out of business, there are 2 other sandwich shops within a half mile.”

I spoke at length with one of the owners from Melters and was told that she really didn't feel I would impact her business as she has a solid local clientele. She did offer that she thinks a bakery or

coffee shop would be a best fit for my proposed location, but did not express any reason to not allow another sandwich store. I have not yet met the owner at the other location but plan to do so.

2. "If we allow Sourdough & Co, Starbucks and McDonalds is next."
Sourdough & Co is a locally based small group of licensed (not franchised) locations. It cannot and does not compete with the likes of a Starbucks or McDonalds. Those chains represent 10's of thousands of stores across multiple countries.
3. "Does not fit with the historic theme of Placerville."
The theme is actually brick and old wood, much like what is in place across the CBD.
4. "Is a formula business which, by a 1996 ruling, is not allowed in Placerville."
Indeed, the application for a "Conditional Use Permit" addresses any requests for variations on the 1996 by-law. The issue will be brought before the city Planning Commission. Of note: several established businesses, serving the community for many years, are only able to survive and compete against mega business like Home Depot and CVS Pharmacy by becoming connected to "formula" businesses (Tru-Value and Rexall). Those businesses both still maintain the small town, historic theme. Other local formula businesses are Mel's, River City Bank, & Round Table Pizza.

The PDA board was not unanimous in their feedback and recommendation to force my proposed store out. Indeed a comment was made at the end of the meeting by Mr. Tim Taylor, that the board would later "take a vote" and based on the general "temperature in the room", the board, would exercise their right to put pressure on the city to not allow me to do business as a "formula" business. I don't feel that comment represented the opinion of all board members. In fact, I received unsolicited messages from 2 of the PDA board members later apologizing.

My goal for this business is to maintain the small town image and feel, providing a quality product and hiring within the community. As a businessman, I am well aware of the challenges most small businesses experience as I have worked with 100's of businesses over the years. While all sectors of business have been impacted by a significant paradigm shift (retailers moving to strip malls and mega malls, and more recently from malls to internet sales) small town America has experienced the biggest impact over the course of the last 30 years. It is not uncommon for businesses in communities to band with larger entities to achieve economies of scale, name recognition, marketing and branding resources.

I believe the next 3-5 years are going to bring even more change to the business landscape as wages, operational costs and regulation reduce margins for businesses. Together, let's keep these businesses alive and strengthen the community as a whole. I believe I bring a lot to the table for the community and can leverage my knowledge, experience and willingness to help us, collectively, survive the coming economic challenges. I look forward to working with businesses and the City to make Placerville a great place to do business. For locals and travelers, I would love to have them see Placerville as a great place to shop, have fun, and enjoy events, shows, great food & entertainment.

Dana LeBlanc

Sourdough & Co

SANDWICHES • SOUPS • SALADS



Attachment 3

**Ordinance No. 1597 – Zoning Regulations for Formula Businesses
Within the Central Business District**

ORDINANCE NO. 1597

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)

THE CITY COUNCIL OF THE CITY OF PLACERVILLE DOES ORDAIN AS
FOLLOWS:

WHEREAS, 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;

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; and,

WHEREAS, the City Council further finds that the scale and design of improvements within the Central Business District is an important factor in the overall aesthetic character of the Central Business District and that refinements to the City of Placerville Zoning Ordinance are necessary to ensure that existing and future Formula

Businesses are compatible and in harmony with the character of the Central Business District.

NOW, THEREFORE, the City Council of the City of Placerville hereby amends Title X as follows:

1. The following definition is hereby added to Section 10-1-4 of Title X:
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.
2. Section 10-4-9(C) is hereby amended as follows:
~~Building Permit;~~ Site Plan Review Required: The Planning Commission shall review each application for a building permit in the following land use categories:
3. Section 10-4-9(C)(10) is hereby deleted in its entirety and replaced with the following:
 10. New Formula Businesses and major exterior modifications to existing Formula Businesses within the Central Business District (CBD) zone. Major modifications are those defined in Section 10-4-9(P) herein.
4. Section 10-4-9(G)(1)(a) is hereby amended as follows:
The site shall be planned to achieve harmony and continuity between new and existing neighborhoods and commercial areas to maintain the historic foothill small town character, as opposed to suburban patterns of development.
5. Section 10-4-9(G)(2)(e) is hereby added as follows:
"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 and pastel colors in lieu of bright, glossy or reflective colors.

6. Section 10-4-9(G)(4)(a) is hereby amended as follows:

Evaluation of appearance of a project shall be based on the quality of its design and relationship to surroundings. Inappropriate, incompatible, bizarre, and exotic designs and standardized corporate architecture, other than registered trademarks, shall be avoided.

7. Section 10-4-9(G)(4)(e) is hereby amended as follows:

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.

8. Section 10-4-9(L) is hereby amended as follows:

~~Building Permit; Disapproval; Notice:~~ If the Planning Commission disapproves an application for a ~~building permit~~ Site Plan Review, it shall state its findings and judgment in specific detail so that the applicant is informed precisely as to the basis for the Commission's disapproval.

9. Section 10-4-9(P) is hereby amended as follows:

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 Community Development 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 or pastel 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.

10. Section 10-5-14(C) is hereby amended as follows:

Conditional Uses: The following uses and their accessory uses are permitted when authorized in accordance with the provisions of Section 10-3-3 of this Title:

1. Parking facilities and parking lots.
2. Gasoline service stations.
3. Bus or taxi station.
4. Places of entertainment.
5. Formula Businesses.
6. Uses as stated in Section 10-3-4 of this Title.

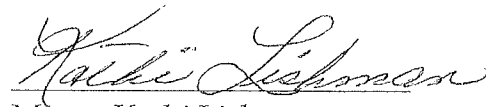
The above ordinance was introduced at a regular meeting of the City Council of the City of Placerville on February 10, 2004, by Councilmember Washburn, and it was read for the first time. The Ordinance was read for the second time on February 24, 2004 and introduced by Councilmember Colvin who moved its adoption. The motion was seconded by Councilmember Rivas. A poll vote was taken which stood as follows:

AYES: Colvin, Lishman, Rivas, Salazar

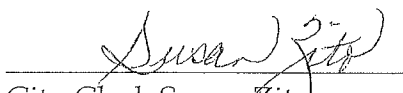
NOES: None

ABSENT: Washburn

ABSTAIN: None


Mayor Kathi Lishman

ATTEST:


City Clerk Susan Zito

Attachment 4**Written Public Comments Received**

- Ruth Michelson letter dated July 2, 2019, received July 2, 2019
- Henry Cavigli letter dated July 8, 2019, received July 8, 2019
- Petition received July 8, 2019
- Petition received July 9, 2019

July 2nd, 2019

Development Services Department
c/o Placerville City Hall
3101 Center Street, Placerville, CA 95667

RECEIVED

JUL 02 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

re: Sourdough and Co. application for Conditional Use Permit

Dear Planning Commission-

I am a downtown merchant with a successful business. I listen to my customers and take their input to heart. Placerville has become a destination location, not just a stop along the way to somewhere else. Some people choose to come to our town for the afternoon, day, or weekend to relax and escape their hectic lives and surroundings at home. This issue is central to the success of the downtown merchants.

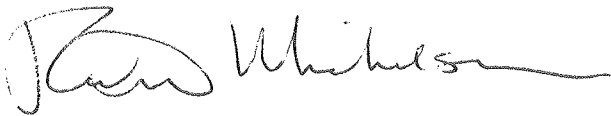
Some of my customers are locals who enjoy coming downtown to stroll, dine, and shop. They like the ambiance. They bring their out-of-town guests to show off the historic quaintness of our town.

Other customers are tourists who come from Modesto, Stockton, the Sacramento region, the Bay Area, the Napa area, SoCal, out of state and from overseas. They love coming to Placerville for the quiet getaway feeling, the historic significance, the friendliness of the merchants, and the value for their dollar. They enjoy stepping back in time.

The majority of the businesses downtown are "mom and pop." Some may receive their stock from a larger chain, such as Hallmark Cards at the Newsstand, or Placerville Hardware from True Value. But, more importantly, those businesses are multi-generational, the Hardware store being the oldest west of the Mississippi.

Yes, we have Round Table at one end of the heart of Historic Placerville, and Mel's at the other. But, to have a chain establishment at the heart of our district, right at the Bell Tower, would significantly alter the historic feel of our town. The fact that this chain was begun in El Dorado Hills and would be run by a local man is not of significance to this issue. He's a fine man with a fine business; we just ask that he locate it elsewhere. There are many other small "mom and pop" businesses interested in this location.

Thank you for considering these concerns. I know many of my fellow merchants feel similarly.



Ruth Michelson

Placerville Art Gallery
352 Main Street
Placerville, Ca 95667

TO THE PLACERVILLE PLANNING COMMISSION

June 2019

The Petition below represents local community feedback [both citizens and businesses owners] regarding the application for a Conditional Use Permit for Sourdough and Co to be located at 385 Main Street, Placerville.

PRINCIPAL PETITIONER

Name: Dana LeBlanc, Owner Sourdough & Co Placerville Downtown

Signature: _____

Business Address: 385 Main Street Placerville [formerly Centro Coffee]

RECEIVED

JUL 08 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

Petition

By signing this petition, I am stating I would like to see this business operate in the Central Business District of Placerville at 385 Main Street for the purpose of providing a food option for sandwiches, soups, salads and beverages to the community. I also verify I have been informed that Sourdough & Co, an El Dorado Hills based company, has more than 5 locations and is considered a "formula" store as defined by the by-laws of the city.

Printed Name	Signature	Placerville City Resident	EL Dorado County Resident
Jason Rodriguez	<i>[Signature]</i>		X
Kathleen Gutzke	<i>[Signature]</i>	X	X
Rick Gutzke	<i>[Signature]</i>	X	X
Kevin Bell	<i>[Signature]</i>	X	X
Patrick C. Korzan	<i>[Signature]</i>	X	X
CRAIG Kaski	<i>[Signature]</i>	X	X
Memee	<i>[Signature]</i>	X	X
Bill Gunn	<i>[Signature]</i>	X	X
Barbara Kokalis	<i>[Signature]</i>	X	X
Maureen Burt	<i>[Signature]</i>	X	
Mary Fleeman	<i>[Signature]</i>		X
Adam Webb	<i>[Signature]</i>		X
Jim Turnbow	<i>[Signature]</i>	X	X
Andrew Molinari	<i>[Signature]</i>	X	X
Bob M...	<i>[Signature]</i>		X
ANDY LOSPER	<i>[Signature]</i>		X
Bridget Scheuffele	<i>[Signature]</i>		X
Brett Newman	<i>[Signature]</i>	X	X
Bobbe D. Bray	<i>[Signature]</i>	X	X

TO THE PLACERVILLE PLANNING COMMISSION

PRINCIPAL PETITIONER

Signature: _____

RECEIVED
JUL 08 2011
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

By signing this petition, I am stating I would like to see this business operate in the Central Business District of Placerville at 385 Main Street for the purpose of providing a food option for sandwiches, soups, salads and beverages to the community. I also verify I have been informed that Sourdough & Co, an El Dorado Hills based company, has more than 5 locations and is considered a "formula" store as defined by the by-laws of the city.

[illegible]

July 8, 2019

Placerville Planning Commission
Development Services Department
3101 Center Street
Placerville CA 95667

RECEIVED

JUL 08 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

RE: 385 MAIN STREET – CUP 19-01 AND SPR 19-01 – SOURDOUGH & CO

I am writing this letter in support of Mr Dana LeBlanc's application for a conditional use permit to operate a Sourdough eating establishment at 385 Main St (former Centro site). As the owner of the property, I received several offers to lease the space. Since all of them were very similar from an economic standpoint, my main focus in selecting a tenant was which of the proposed uses would likely be successful in that location and also which would enhance and be most beneficial to the economic vitality of Placerville's historic downtown area, which, as a longtime property owner on Main Street, is very important to me.

While I agree that Placerville should carefully scrutinize any formula business proposed on Main Street, not all such businesses are the same in terms of their size and impact. In fact, the city does not have a blanket prohibition against a new formula business opening in the Central Business District. Rather, the business can apply for a conditional use permit by demonstrating that its proposed business is "desirable to the public convenience or welfare", in harmony with the General Plan, and "not detrimental to surrounding property".

The opposition to Sourdough seems to center on either an absolute opposition to any new formula business, regardless of its size or any potential positive impact it may have, or a fear that approving Sourdough will somehow "open the door" to any and all other such businesses (even though the city would require the same conditional use permit if any other formula business were to be proposed in the future). Sourdough & Co is a successful locally-owned business that was founded in El Dorado Hills and operated as a single Sourdough location for several years. It was very successful and began an expansion in 2016, but its management team and company headquarters are still located here in El Dorado County. Dana LeBlanc, a longtime resident who raised his family in Placerville, will be the owner and operator of the Main St location.

Sourdough & Co serves sandwiches, soup, and salads, using only the freshest, quality ingredients. Given its successful history, I firmly believe that a Sourdough shop located in the former Centro space will give a "shot in the arm" to historic downtown Placerville and enhance the already diverse nature of the existing businesses. Further, there will be no adverse impact on the historical character of Main Street, since the exterior of the Plaza Building itself will not be altered in any way (and in fact the proposed Sourdough interior would have more of an historic look than the more modern look of Centro).

Even cities that take pride in their unique character, as does Placerville, can benefit greatly from having a healthy mix of independently-owned local, quality businesses and larger retail establishments that reflect a healthy economy and give residents and visitors a variety of reasons to visit, shop and explore the downtown area. This healthy business mix can also provide greater economic stability over time.

In short, I feel we should celebrate, not penalize, the success of a local El Dorado County business and allow Sourdough & Co to operate in historic downtown Placerville.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Cavigli', with a stylized flourish at the end.

Henry Cavigli
P.O. Box 823
El Dorado CA 95623

To: Andrew Painter

From: Dana LeBlanc

Fax: 1-530-295-2510

Date: Jul 09/19 06:36 PM

Subject: Sourdough & Co. Information

Andrew,

Please see the following fax for the Sourdough & Co. information.

Thank you,

Dana LeBlanc

(916) 599-8689

RECEIVED
JUL 09 2019
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

June 2019

PRINCIPAL PETITIONER

Signature: Danah K. [Signature]

Petition

[illegible]