



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

**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](mailto:kimberlyannebeeman@gmail.com)>  
Date: Mon, Nov 2, 2020 at 4:39 PM  
Subject: No Chains on Main!  
To: [privas@cityofplacerville.org](mailto:privas@cityofplacerville.org) <[privas@cityofplacerville.org](mailto: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](mailto:privas@cityofplacerville.org)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

**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 &lt;gavinletters@yahoo.com&gt;

To: "privas@cityofplacerville.org" &lt;privas@cityofplacerville.org&gt;, "pv.planning@gmail.com" &lt;pv.planning@gmail.com&gt;, 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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

## 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](mailto:privas@cityofplacerville.org)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

## 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

---

**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!!

1 message

---

**ezclark4115@gmail.com** <ezclark4115@gmail.com>

Tue, Nov 3, 2020 at 1:42 AM

To: pv.planning@gmail.com

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 &lt;pv.planning@gmail.com&gt;

---

**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



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

**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](mailto: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](mailto:pracumpston@gmail.com)>

**From:** Placerville Downtown <[pdaonmainstreet@gmail.com](mailto:pdaonmainstreet@gmail.com)>  
**Date:** November 2, 2020 at 2:31:57 PM PST  
**To:** Placerville Downtown <[pdaonmainstreet@gmail.com](mailto: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](mailto: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](https://www.cityofplacerville.org/media/Planning%20Commission/2020%20Planning%20Commission/CUP20-04_SPR20-04/Comment_Letters.pdf)



Virus-free. [www.avast.com](http://www.avast.com)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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

---

Sponsored by [https://www.newser.com/?utm\\_source=part&utm\\_medium=uol&utm\\_campaign=rss\\_taglines\\_more](https://www.newser.com/?utm_source=part&utm_medium=uol&utm_campaign=rss_taglines_more)

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>

---

## 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 &lt;pv.planning@gmail.com&gt;

---

**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



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 &lt;pv.planning@gmail.com&gt;

---

## 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 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 &lt;pv.planning@gmail.com&gt;

---

**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](http://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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

## The Therapy Store

1 message

---

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

Tue, Nov 3, 2020 at 7:06 AM

Reply-To: "marilynksko2@yahoo.com" &lt;marilynksko2@yahoo.com&gt;

To: "pv.planning@gmail.com" &lt;pv.planning@gmail.com&gt;

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 &lt;pv.planning@gmail.com&gt;

---

**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](mailto: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 &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**Chain store on Main**

1 message

---

**Mona Nelson** <talk2mona1@hotmail.com>

Mon, Nov 2, 2020 at 7:54 PM

To: "pv.planning@gmail.com" &lt;pv.planning@gmail.com&gt;

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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

## 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. Id 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](mailto:Kim@figmtnbrew.com)  
[www.figmtnbrew.com](http://www.figmtnbrew.com)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

**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 &lt;pv.planning@gmail.com&gt;

---

**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 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](mailto:privas@cityofplacerville.org)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

**No Chains on Main**

1 message

**Ashley Salmina** <aesalmina@gmail.com>

Mon, Nov 2, 2020 at 9:11 PM

To: pv.planning@gmail.com

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](mailto:aesalmina@gmail.com)  
530.320.1834

Ashley Salmina  
[aesalmina@gmail.com](mailto:aesalmina@gmail.com)  
530.320.1834



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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



City of  
Placerville

Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

---

## Fwd: No Chains on Main

1 message

---

**Pierre Rivas** <[privas@cityofplacerville.org](mailto:privas@cityofplacerville.org)>  
To: Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

Tue, Nov 3, 2020 at 11:08 AM

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

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

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



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](mailto:privas@cityofplacerville.org)



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 &lt;pv.planning@gmail.com&gt;

---

**"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" &lt;pv.planning@gmail.com&gt;, "msaragosa@cityofplacerville.org" &lt;msaragosa@cityofplacerville.org&gt;

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!

&gt;

&gt; Sincerely,

&gt; Scott Sowa

&gt; 991 Oak Terrace Road

&gt; Placerville

&gt; Mobile/text: 916-799-5101

&gt;

&gt; Sent from my iPhone



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

**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

Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

---

## Fwd: Keep Main St charming

1 message

---

**Pierre Rivas** <[privas@cityofplacerville.org](mailto:privas@cityofplacerville.org)>  
To: Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

Tue, Nov 3, 2020 at 11:14 AM

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

From: **Michelle** <[michtann25@gmail.com](mailto:michtann25@gmail.com)>

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

Subject: Keep Main St charming

To: <[msaragosa@cityofplacerville.org](mailto:msaragosa@cityofplacerville.org)>, <[privas@cityofplacerville.org](mailto:privas@cityofplacerville.org)>, <[dthomas@cityofplacerville.org](mailto: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](mailto:privas@cityofplacerville.org)



Development Services Planning Division &lt;pv.planning@gmail.com&gt;

---

## 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*



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



**City of  
Placerville**

**Andrew Painter** <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

---

**Fwd: NO CHAINS ON MAIN**

1 message

---

**Pierre Rivas** <[privas@cityofplacerville.org](mailto:privas@cityofplacerville.org)>  
To: Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

Tue, Nov 3, 2020 at 11:15 AM

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

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



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>

---

## 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 &lt;pv.planning@gmail.com&gt;

---

## No Chains on Main!

1 message

---

**Christy Wheatley** <christywheatley@gmail.com>

Mon, Nov 2, 2020 at 1:29 PM

To: "pv.planning@gmail.com" &lt;pv.planning@gmail.com&gt;

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 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 &lt;pv.planning@gmail.com&gt;

---

## 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 &lt;pv.planning@gmail.com&gt;

---

## 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](mailto:apainter@cityofplacerville.org)>

---

## Fwd: No chains on main

1 message

---

**Pierre Rivas** <[privas@cityofplacerville.org](mailto:privas@cityofplacerville.org)>  
To: Andrew Painter <[apainter@cityofplacerville.org](mailto:apainter@cityofplacerville.org)>

Tue, Nov 3, 2020 at 11:09 AM

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

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



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

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



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