



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

Fwd: Urgent-Chain Store Moratorium

1 message

keeley link <keeley.link@gmail.com>

Tue, Nov 3, 2020 at 1:57 PM

To: pv.planning@gmail.com

My name is Keeley Link and I am a Placerville resident. I am urging you to please put a 1 year moratorium of Chain Stores on Main St. We owe it to our merchants having had an uphill battle this past year and we owe it to the people of our town to be able to voice their concerns over this issue.

The charm and uniqueness of Placerville is what drew me here eight years ago. Since then we have had wonderful memories of my son playing his trumpet during the Christmas Parade. Taking my children to the Trick or Treat on Main St. The best part of those memories are interacting with store owners and feeling a real sense of community. All that will be lost in the culture of big business and corporate style.

Please protect our quaint way of life, at least for one year!

--

Thank you,
Keeley Link

[916-599-5455](tel:916-599-5455)

Allison James Estates and Homes

Lic# 02003906



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

No Therapy chain store on Main Street

1 message

Pamela Turner <p4turner@gmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 2:01 PM

Hello

Please keep Main Street unique and historic!!!! No chain stores!!! First Sourdough company on Main Street and now the Therapy chain store from the Bay Area that sells clothing / everything else that many other proud unique one of a kind local store owners on Main Street sell as well.

My mother has had her shop Rose alteration circa 1990 on Main Street as well she is selling vintage clothing. Our family has been proudly living in Placerville since 1989. We have seen all the big box stores move in and truly feel the charm and unique feel of the Small historic town splitting away.

Maybe a better suited area for those type of stores would fit in by Walmart etc.

Thank you for your time :)

Pamela Turner Nichols

--

Pamela Turner
(215)833-9816
p4turner@gmail.com



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

Therapy chain stores

1 message

Pat Turner <pat@pattaxlaw.com>

Tue, Nov 3, 2020 at 2:16 PM

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

I am writhing you today to express my disagreement and frustration with a recent decision to allow this chain store to locate on Main street of our city. I moved to Placerville over 30 years ago and have lived in here since 1989. The attraction that brought me and my family was in part the charm, quaintness and vibrancy that the local Placerville are provided. It is truly unlike anywhere else. Placerville has a "soul" that is absent in much of the places that I have been to. That soul is, I believe, is due in large part to the local merchants and establishment that simply can't be found in many other places. That soul can't be offered by chain establishment like Therapy. Local merchants that live, work and deeply care about the local area is what generates quaintness and vibrancy found in places like Placerville.

Having lived in the area for so long I am acquainted with many of the merchants and others that work in as well as frequent the local merchants on our city. Everybody that I know are very opposed to allowing this and other chain establishments entering the local area. Please do not let this and any other chain establishments invade our city. I fear Therapy is the start of many other similar chain establishments that will gain a foot hold and result forever diminishing the downtown experience of our city.

Thank you for considering my opinion.

Virus-free. www.avg.com



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

Main Street Placerville Nov 3rd 2020

1 message

Jenny Engelson <jennyengelsonart@gmail.com>

Tue, Nov 3, 2020 at 1:03 PM

To: pv.planning@gmail.com

As an artist in a gallery Placerville

I'm am objecting to the issuance of a conditional use permit to a FORMULA store. This would have a negative impact on the unique quality that Main St has. Our brand which is what separates us from all other shopping malls centers and districts is our UNIQUE character.

Many of our customers are from the Bay area and come for our UNIQUE Main St to shop and they love it.. Why should they travel to Placerville if they have this FORMULA Businesses in their own backyard.

regards

Artist: Jenny Engelson at Art studio 360 Main St.

11/3/2020

Gmail - NO formula chain stores on Main st



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

NO formula chain stores on Main st

1 message

Jenny Levitsky <ultimatedesigns29@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 12:54 PM

Cheers!

A handwritten signature in black ink that reads 'Ultimate Designs' in a cursive, flowing script.

Jenny Levitsky
Ultimate Designs &
Kitchen Goods On Main
530-903-2229
www.UltimateDesignKitchens.com
www.houzz.com/pro/ultimate-designs/__public



Please deny CUP for Therapy Stores

1 message

Darby Flynn <darbyflynn@gmail.com>

Tue, Nov 3, 2020 at 2:49 PM

To: Braines@sbcglobal.net

Cc: privas@cityofplacerville.org, pv.planning@gmail.com

Dear Commissioners,

I want to request that the CUP be denied to Therapy Stores to come in on Main Street.

I read most of the letters in support of Therapy Stores coming in to Main Street that were previously submitted and posted. I saw some positive themes concerning the owners and the Therapy Stores in their 11 locations across largely the Bay Area, Portland and the newest location in Folsom.

I am not here to impugn the reputation or character of the owners of this formula/chain stores and am heartened to hear of the positive impact they have had in the communities of their various locations. I'm happy to hear that they've solicited letters that attest to the owners being hardworking and passionate people, that there are many happy customers, employees that feel they've been treated very well, that they are good business partners, donate to charities, and participate in community events.

It sounds like they could be a good addition to Placerville and provide a stable tax revenue source, increase foot traffic as a successful and known store with many followers etc. as has been mentioned.

However, none of these qualities change the fact that they are a formula/chain store that doesn't belong on historic Main Street. I can imagine them being on Broadway or many other locations, just not on Main Street.

One of the points made of people coming specifically to visit them as loyal customers would be great for other areas of town, but we want people coming to Main Street for the unique one-of-a-kind shops that are locally owned and run.

Even with owners that care about their stores, employees and the communities where their shops are located, it's impossible to be present in a meaningful day-to-day way in any location when you have 11 and counting. This store is obviously doing well and expanding their operations and will continue to do so. The fact that they were able to set up shop in Folsom merely a few months ago and are able to open another shop now in Placerville, at particularly difficult economic times for small businesses shows the kind of capital they have accumulated in terms of finances, labor, suppliers, and other necessary resources would require at least somewhat of a "formula" to manage to achieve. That is no small feat and I highly doubt that any of our small businesses currently on Main Street that are locally and independently owned would have the resources that this larger formula/chain has

Many people attested to their growth being attributed to hard work, which is great and I applaud them for that. I'm sure they will continue to open more locations, potentially at this rapid pace and which will further add to the feeling of a Main Street location feeling like just another store that is in so many other towns and cities, and not special to Main Street.

I would like to support keeping Main Street special and unique with locally owned businesses that you won't find anywhere else. I also would like to support are already operating Main Street businesses and ask that you not allow a disruption of this magnitude at a time when they're already fighting for their businesses and have experienced a huge set back in the COVID pandemic to further imperil their existence. I ask that you don't continue to open the door to chain/formula stores on historic Main Street, but welcome them in other parts of town. This is "no turning back" moment that I would hate for us as a town to step over. The joining in of the homogenization of small towns would be a short sighted decision that will have many repercussions and unforeseen consequences to come as we signal to chains that Main Street is open for business to them, instead of this amazing Main Street that has taken decades to develop. There have been times in the decades that I've lived in this community when Main Street was not in great shape and I would hate to see all this momentum culminate in another strip mall conglomerate of the same stores seen everywhere.

Sincerely,

Darby Flynn



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

KEEP the Uniqueness of the Downtown central business district

1 message

David Brown <david.brown777@yahoo.com>

Tue, Nov 3, 2020 at 2:58 PM

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

Hello Placerville Planning Commission,

Please Keep the uniqueness of the downtown business district without any chain stores/businesses.

Thank you,

David, a Downtown Placerville resident.

42

ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

RECEIVED
NOV 03 2020

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

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Please sign this petition to require the City of Placerville to uphold the intent of Ordinance #1597 (to regulate formula "chain" stores) that is to protect the Central Business District and keep Placerville from becoming anywhere USA.

FOR MERCHANTS

| Merchant - Business Name | Signature |
|--------------------------|--------------------|
| Flowers on Main | Melissa Lowan |
| Main St. Yoga | Kellee Falkenstrom |
| The Lighthouse | Tanet McHaxe |
| Kitchen Goods | Jenny Lu |
| Ultimate Designs | Jenny Lu |
| Placerville Trading Post | [Signature] |
| My Martha Boutique | [Signature] |
| Hangtown Gallery | Thom Bell |
| POP ART | A Anderson |
| SUPPLY SERGEANT | Ken Hutto |
| Window Box Antiques | Pat Washington |
| Rose alteration | Rose Just |

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ECONOMIC DEVELOPMENT SERVICES DEPT.

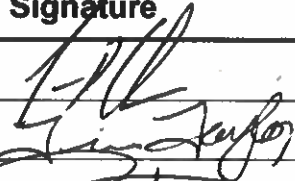
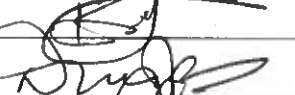
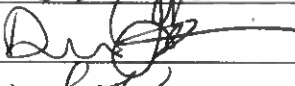
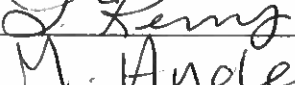
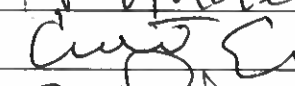

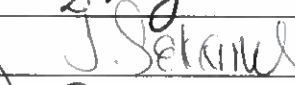



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FOR MERCHANTS

| Merchant - Business Name | Signature |
|--|--|
| Kollektive - Bryan Clark <small>Property owner of HANGMAN'S TREE Ice Cream Saloon</small> |  |
| HEYDAY CAFE Bob Carter |  |
| Tree House Debbie Fortades |  |
| Menthuwals Debbie Fortades |  |
| Sierra Mountain |  |
| MR II |  |
| CURT EBNER Lobos Del Mar |  |
| Volution Gallery |  |
| Violets are Blue <small>Spid Shepard</small> |  |
| Placerville Antiques J. Sekanuj |  |
| The Scarlet Halo | |

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FOR MERCHANTS

| Merchant - Business Name | Signature |
|--------------------------|--------------------------------|
| Panic & Swoon | <i>[Handwritten Signature]</i> |
| Enchanted Forest | <i>[Handwritten Signature]</i> |
| AZORENIO BISTRO | <i>[Handwritten Signature]</i> |
| Violets Are Blue | <i>[Handwritten Signature]</i> |
| Artistic Beads & Studio | <i>[Handwritten Signature]</i> |
| Placerville Art Gallery | <i>[Handwritten Signature]</i> |
| TW BONKERS | <i>[Handwritten Signature]</i> |
| Cascada Restaurant Inc | <i>[Handwritten Signature]</i> |
| Cuppa Coffee and More | <i>[Handwritten Signature]</i> |
| Placerville's Main Event | <i>[Handwritten Signature]</i> |
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FOR MERCHANTS

| Merchant - Business Name | Signature |
|-------------------------------|--|
| Elena Tucker - Art Studio 360 |  |
| MARY DORRICH My Place |  |
| The Bookery |  |
| Winterhill Olive Oil | Lisa Ruman |
| Brass + Oak |  |
| Ancient Gold Jewelers | Jean Hatadis |
| Justin Wertz Jewelry Repair |  |
| Ohana Circle | Judith Thomas |
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49 friends

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FOR VISITORS

| Signature | Town, State & Country |
|----------------------------|------------------------|
| <i>Anton Subert</i> | <i>Somerset CA</i> |
| <i>Lauree McAmbler</i> | <i>Placerville</i> |
| <i>[Signature]</i> | <i>placerville</i> |
| <i>Nash [Signature]</i> | <i>Placerville CA</i> |
| <i>Steve [Signature]</i> | <i>Placerville CA</i> |
| <i>Charles [Signature]</i> | <i>Placerville CA</i> |
| <i>[Signature]</i> | <i>placerville CA</i> |
| <i>[Signature]</i> | <i>PLACERVILLE CA</i> |
| <i>Ramon Bastien</i> | <i>PLACERVILLE, CA</i> |
| <i>[Signature]</i> | <i>Place-ville CA</i> |
| <i>Pamela Turner</i> | <i>placerville, CA</i> |
| <i>Cynthia [Signature]</i> | <i>Placerville, CA</i> |

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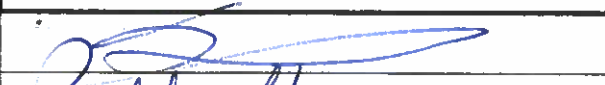



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FOR VISITORS

| Signature | Town, State & Country |
|---|-------------------------|
|  | Placerville CA. USA! |
| Patty Hansen | Placerville CA |
| Kelley Thayer | Placerville CA USA |
| Anthony J Kelly | Shingle Springs CA. USA |
| Robert J. Hall | Placerville, CA USA |
|  | Placerville, CA |
|  | Placerville, CA |
| Mike Speede | PLACERVILLE, CA |
| Dej Schearone | Placerville CA |
| Mike Schearone | Placerville, CA |
|  | PLACERVILLE, CA |
| David K. Sigle | Placerville, CA |

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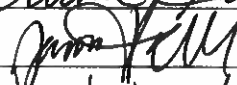

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FOR VISITORS

| Signature | Town, State & Country |
|---|------------------------|
|  | Placerville Ca, USA |
| Ericka Hill | PLACERVILLE, CA 95667 |
|  | PLACERVILLE, CA 95667 |
| Judith Mester | Placerville CA 95667 |
| Shyllis Goldie | Placerville CA 95667 |
|  | HANGETOWN, CA |
| Michael D. Perry | PLACERVILLE, CA. 95667 |
| Jack A Wilcox | Placerville CA 95667 |
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FOR VISITORS

| Signature | Town, State & Country |
|----------------------------------|--|
| <i>Charlotte (Nanette Scott)</i> | Elk Grove, CA Sacramento |
| <i>Joy Rubin</i> | El Dorado Hills, CA |
| <i>[Signature]</i> | SOMERSET, CA |
| <i>[Signature]</i> | Somerset, CA, El Dorado PLACERVILLE, CA |
| <i>[Signature]</i> | El Dorado Hills CA |
| <i>[Signature]</i> | Placerville, CA 95667 |
| <i>[Signature]</i> | Placerville, CA 95667 |
| <i>[Signature]</i> | Somerset, CA 95684 |
| | |
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FOR VISITORS

| Signature | Town, State & Country |
|---|----------------------------|
|  | Placerville, CA, El Dorado |
| | |
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Development Services Planning Division <pv.planning@gmail.com>

Proposed therapy store

1 message

angulocustomwoodturning <angulocustomwoodturning@gmail.com>

Tue, Nov 3, 2020 at 12:27 PM

To: pv.planning@gmail.com

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

VOTE NO

Thank you

Carlos Angulo

Facebook: [angulocustomwoodturning](#)Instagram: [carloswoodwork](#)Website: [angulowoodturning.com](#)



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

Chain store on Main St.

1 message

Jennifer Haun <jenniferhaun6@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 12:25 PM

Planning Commission,

I am writing as a longtime resident of Placerville to ask that you deny the ability for chain stores to take residence on Main Street. Our town is historic, unique and quaint. We have always had the reputation for keeping our unique character and small town feel because we have been intentional in what we allow to move into downtown.

I am personally disheartened that I am even having to write this request. Although Sourdough and Co. is my favorite sandwich shop, I was shocked that they were allowed to move into the old Centros location. We had other small business who would have gladly taken the location. The idea that we have another store, which is large in the big cities, is even considered to move in is very frustrating. Our small business have suffered greatly and you are not helping their plight. It actually appears that you are working against them.

Please put a stop to this and show our residents that you are in their corner and care about not just our small businesses but also maintaining our history.

Thank you,
Jennifer Haun



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

Therapy chain stores

1 message

Nathaniel Nichols <nichols_nathaniel@yahoo.com>

Tue, Nov 3, 2020 at 12:24 PM

To: pv.planning@gmail.com

I am emailing you to express my very strong disagreement with a potential decision to allow this chain store to set up shop on Main Street.

As a 20 year resident of the county who has spent 9 years living within walking distance of our vibrant downtown area, I feel like I have a good understanding of that particular area. I am acquainted with multiple shop owners on main and they ALL oppose the approval of "Therapy" vehemently, with good reason.

Please do your job as a leader of our community by listening to the desires of your hard working small business owners as well as the broader community as a whole. Do not allow therapy chain stores to invade our beautifully unique downtown experience. You will lose what makes that area great, our local independent shops.

-Nathaniel Nichols

Sent from Yahoo Mail for iPhone



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

New Chain on Main

1 message

Jeff Nelson <inkedwoodworker@gmail.com>

Tue, Nov 3, 2020 at 12:00 PM

To: pv.planning@gmail.com

Covid has caused enough damage to our local stores, please stop enacting more suffering on them by allowing a chain store that has no roots here to move in. They are a Bay Area company, the owners DO NOT live here, and to make matters worse- were seen scouting all other local stores to see what they can sell to compete. This is absurd, stop wreaking financial warfare on Main Street vendors!

Sent from my iPhone



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

Planning Commission

1 message

Margaret <mbdoula@gmail.com>

Tue, Nov 3, 2020 at 11:52 AM

To: pv.planning@gmail.com

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

Margaret Burns
Citizen of Placerville

Sent from my iPhone



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

Keep Placerville original

1 message

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

Tue, Nov 3, 2020 at 11:45 AM

To Whom it may concern:

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

Thank you,

Kathleen Andersen

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



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

No formula chain stores on Main St.

1 message

Brion <brion13@sbcglobal.net>

Tue, Nov 3, 2020 at 1:09 PM

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

It has come to my attention recently that the former Kombellacks site in Placerville may soon become a "big box" format store (Therapy) that will not only be out of step with the Main St. character of old town Placerville but will also be competing directly with many of the existing shops and businesses on Main St. and could easily result in many of these businesses becoming unprofitable and being run out of business. Stores like Therapy belong up on the Broadway section of town, not only for the above mentioned reasons but that section of town could use a lift and upgrade anyway. As a longtime resident of Placerville, I would strongly urge city planners to look closer and think more carefully about the big picture.

Brion Levitsky



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

No to Therapy Store

1 message

Denise Warner <denwarner1@yahoo.com>

Tue, Nov 3, 2020 at 1:41 PM

To: pv.planning@gmail.com

Hello,

My name is Denise Warner and I have been a Placerville area resident and business owner for the last 30+ years. I would like to express that I am against having a chain store move into our downtown area. We have a very unique experience in the form of many distinct locally owned shops. I think it is in the best interest of our community and future tourism to keep it that way. I would ask that the conditional use permit for the The Therapy Store be denied.

Thank you, Denise Warner



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

NO CHAINS ON MAIN

1 message

Troy Monger-Levin <tmongerlevin@gmail.com>

Tue, Nov 3, 2020 at 8:17 AM

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

Please work to keep historic Placerville historic. It's very important to the history of our town and the cute small town vibe that we've cultivated. You can make such a big difference to our town



In Defense of Small Town Charm

1 message

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

Tue, Nov 3, 2020 at 8:23 AM

Hello Planning Commission members,

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

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

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

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

Sincerely,

Heather Beatty Spring



Oppose chain stores on main street

1 message

Kathy Dunkak <kathdunkak@gmail.com>

Tue, Nov 3, 2020 at 8:45 AM

To: pv.planning@gmail.com

I am writing in opposition to the proposed chain store on Main Street. There are plenty of empty commercial buildings throughout Placerville for this store to set up shop.

Main Street needs to remain unique as the uniqueness is why it is so successful. Chain stores and big box stores take their profits out of state.

NO on this proposal.

Kathy Dunkak



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

Please no chain stores on Main Street

1 message

Jaclynn Grover <wildpeashop@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 8:51 AM

Good morning,

I'm the owner of The Wild Pea shop at 464 Main Street. I was hoping to just voice how important it is to have these small business on our historical Main Street. It is what makes our very special town so unique and a very wonderful destination. All of our small business are one of a kind and that is what makes our town have such a true and heart felt connection with all our amazing visitors and shoppers. If we invite new business that are "chain stores" we will lose are very special stores that are the heart and soul of Placerville.

Thank you,

Jaclynn Grover

Owner of The Wild Pea

Sent from my iPhone



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

Concerning The Therapy Store and Chain Stores on Main Street

1 message

Darin Coelho Spring <darincoelho@gmail.com>

Tue, Nov 3, 2020 at 8:54 AM

To: pv.planning@gmail.com

Hello,

I am a longtime Placerville resident and employee of The Bookery on Main Street. I would like to add my voice of support for a ban on chain stores and corporations from operating on our historic and unique Main Street. The vibrancy Main Street is experiencing, even through this difficult time of COVID-19, is in part because it is full of locally owned, unique stores. This also helps things remain fair and competitive. The Therapy Store or any other chain store would obviously have an upper hand financially and with name recognition over the similar stores already existing on the street. I, and many other Main Street merchants and workers have always thought there was a restriction on any chain or corporately run stores. It was a great surprise when Sourdough and Co was approved and I think now is the time to revise our city ordinances to ensure our downtown stays historic and local. Please deny conditional use permits for The Therapy Store or any other chain stores, formula stores or corporations.

Thank you for your time,
Darin Coelho



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

Chain Store

1 message

Dawn Standard <dawnstandard@hotmail.com>
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 10:03 AM

'NO CHAINS ON MAIN'

Dawn Standard



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

Tonight's Meeting

1 message

Rose Chilcoat <rchilcoat@netzero.com>

Tue, Nov 3, 2020 at 11:06 AM

To: pv.planning@gmail.com

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

Thank you,
Rose Chilcoat
President, EDC Republican Women Federated

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Trump: I'll Do Better in 2020 Than 2016

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa36357722a353df4st01duc1>

2 Passengers Booted Off Plane After First-Class Prank

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa365946e2a353df4st01duc2>

Polling Outlier in 2016 Goes With Trump Again

<http://thirdpartyoffers.netzero.net/TGL3241/5fa1aa367c12a2a353df4st01duc3>

11/3/2020

Gmail - NO CHAINS ON MAIN ST



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

NO CHAINS ON MAIN ST

1 message

Sarah <Sarahweber23@aol.com>

Tue, Nov 3, 2020 at 11:19 AM

To: pv.planning@gmail.com

No chains on main street!!!! This shouldnt even be a discussion !

Sent from my iPhone



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

11/3 meeting Public comment re: Formula store

1 message

Tracy Doyle <tnddoyle@icloud.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:21 AM

Hello Planning Commission of Placerville:

I compel you to show favor on the merchants of Main Street who have put in much blood, sweat, and tears. They went along with the Covid theatre and many have almost lost their businesses because of the unlawful shut downs. Now it has come to my attention the City is fast tracking a formula store backed by Bay Area money. They sell divisive merchandise with a liberal political agenda. This is shameful. Now is not the appropriate time to bring in any out of the area formula businesses that would present competition during this economic recovery period. It would be a very punitive action. To do so would be a slap in the face to the local merchants, I implore you to enact a one year moratorium on formula businesses in the city of Placerville. You are representing these merchants. They are your people. I expect you to stop seeing dollar signs and remember who you work for. You are public servants. Again I remind you the local merchants are YOUR PEOPLE, act like it please.

Tracy Doyle

PS We the people of EDC want the uniqueness of Main Street preserved.

PSS why does the planning commission use a gmail email?



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

11-3-20 CUP & SPR for Therapy Stores

1 message

Sue Taylor <sue-taylor@comcast.net>

Tue, Nov 3, 2020 at 2:57 PM

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

Please attach these comments to tonight's Planning Commission meeting.

Thank you,
Sue Taylor

2 attachments

 **FOHH comments to the Planning Commission_11-3-20.pdf**
133K

 **1597_City Code Formula Business (2-24-2004).pdf**
205K

November 3, 2020

**City of Placerville Planning Commission,
Development Services Division
3101 Center Street, 2nd Floor
Placerville, CA 95667**

Re: Conditional use Permit (CUP) 20-04, Site Plan Review (SPR) 20-04 - Therapy Stores

Dear Planning Commission,

We ask that you deny the CUP & SPR for Therapy Stores to operate a retail formula business land use within the Central Business District Zone.

Something critical to know, that if the City Commission approves this CUP & SPR **it runs with the land**, not the business owner. This decision could become a permanent impact and violation on the integrity and purpose of the Central Business District's unique character, which was given special protections on 2/24/2004 when the City Council approved Ordinance 1597 (see attached).

The downtown is finally recovering from the stresses of PG&E power outages, COVID and demonstrations. To now approve a formula/chain store into the heart of the downtown seems like a terrible joke or horrible crime.

The City Fathers declared the Central Business District (our unique downtown) as the icon of the community. They also created policies to preserve the unique and historic character of the City's Central Business District by creating a policy to regulate formula/chain stores that could be allowed downtown that did not encroach or harm the downtown's unique character... such as a needed service such as a bank or realtor...
BOILER PLATE CHAIN STORES WERE NOT WHAT THEY HAD IN MIND!!!

On October 23rd, 2020 a letter was delivered to the City by Downtown Merchants, concerned about the future of their economic well-being if the City were to disregard the purpose of the Central Business District to "Protect the downtown area from encroachment by unrelated and incompatible uses" and to "Differentiate the downtown area from all other land use designations because of its unique character." The letter was a request asking the City Council to place on their 10-27-20 agenda, an urgency measure for a moratorium on formula businesses until the existing policy was reviewed as requested by the City Council on 12-10-19. At the 10-27-20 City Council meeting Kara Taylor asked if the urgency ordinance be brought onto the City's next agenda and she did not receive any support. In fact, the Council spent time with staff and counsel justifying why they did not bring the item to the agenda. One of those reasons was that it was mentioned several times that it had been decided that the item would not be

brought forward until Sourdough court hearing and decision had taken place. This was not true and the public had no avenue in which to dispute those statements. In fact, the City Council during their 12-10-19 City County meeting, on item 12.3, had moved to table the item for six (6) months in order to give the public an opportunity for better participation. One of the reasons was that this meeting was during the holidays when the public and merchants were not engaged in government activities. There was no mention of Sourdough during the City Council Discussion and in fact now Mayor Saragosa stated that this be done, "no later than 6 months." We would assume this was extended due to being hit with COVID and therefore the timing was not conducive for large public participation meetings.

Much of the verbiage of the requested Urgency Ordinance was taken from the City's General Plan, Development Guide and Zoning Ordinance. We will repeat it here for the Planning Commission to see and understand their responsibility of applying these City policies. Also, to alert the Planning Commission individually of their liability to not abuse their discretion over their "police power," by ignoring local governments power to regulate citizens' use of their property through zoning, subdivision, and building regulations in order "to promote the health, safety, and welfare of the public." And lastly to understand the City's General Plan provides the framework for the exercise of these powers by local officials. Property and business owners have depended on these regulations to protect their interests and it is the City Commissions responsibility to uphold those expectations.

The urgency ordinance presented to the City Council on 10-23-20:

ORDINANCE NO. _____

AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACERVILLE ESTABLISHING A TEMPORARY MORATORIUM ON THE ESTABLISHMENT, EXPANSION OR RELOCATION OF A FORMULA STORES WITHIN THE CENTRAL BUSINESS DISTRICT PENDING THE REVIEW AND POSSIBLE AMENDMENT OF ZONING REGULATIONS APPLICABLE TO SUCH BUSINESSES, TO BECOME EFFECTIVE IMMEDIATELY

WHEREAS, Placerville is a small rural, but growing community that serves as the commercial and administrative center of El Dorado County. The city is largely self-contained, providing for the residential, commercial, and employment needs of its residents. The overall goal of the policies of this section is to preserve the small-town, rural character of Placerville, while providing for a land use pattern and mix that meets the residential, commercial, and employment needs of its existing and future residents; and,

WHEREAS, While the general plan sets out policies and suggests ways to put these policies into action, the actual implementation of the plan is a complex and lengthy process in its own right. As with piecing together a puzzle, local officials must take many separate, but interconnected actions according to the directions set out in the general plan. These various actions rest on two essential powers of local government: corporate and police powers. Using their “corporate power,” local governments collect money through bonds, fees, assessments, and taxes, and spend it to provide services and facilities such as police and fire protection, streets, water and sewage disposal facilities, and parks. Using their “police power,” local governments regulate citizens’ use of their property through zoning, subdivision, and building regulations in order “to promote the health, safety, and welfare of the public.” The general plan provides the framework for the exercise of these powers by local officials; and,

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

WHEREAS, the zoning regulation for formula businesses within the Central Business District has not been substantially evaluated to the extent that the type of business, the business operation, the design, architecture, and material characteristics of formula stores within the District were not thoroughly considered in order to preserve the small-town, rural character of Placerville; and,

WHEREAS, pursuant to Government Code Section 65858, the City may establish a moratorium prohibiting any uses that may be in conflict with a contemplated zoning proposal that the legislative body or the Planning Department is considering, studying, or intends to study, within a reasonable time. The City may adopt a moratorium on an urgency basis provided that the City finds that there exists a threat to the public health, safety and welfare; and,

WHEREAS, at the December 10, 2019 City Council Meeting the City Council was considering initiating the process to amend the zoning ordinance to consider restrictions on formula

businesses within the CBD zone. Due to the lack of public involvement it was decided to continue the action until more of the public could participate. The council moved to address this action within six months. Unfortunately, the Covid pandemic closed everything in March therefore the City was not able work with the public in order to address this issue.

WHEREAS, the purpose of the Central Business District is not clearly defined in the Zoning Code, but is generally established to: Provide for a broad range of pedestrian-oriented commercial, institutional and public uses, to Protect the downtown area from encroachment by unrelated and incompatible uses, to Differentiate the downtown area from all other land use designations because of its unique character.

WHEREAS, there has been a recent interest in new formula stores in the City of Placerville's Central Business District, and this trend is expected to continue. This has raised concerns about the economic and environmental impacts that can result when such stores are poorly situated within the downtown core of unique shops. In such a case, there can be negative impacts on the public health, safety and welfare. For instance, formula stores with no interest in the local economy or the community, compromises the branding of the unique locally owned shops within the downtown shopping area. Existing mom and pop shops put their heart, soul and investment into their business, they hire locally and contribute financially to the community, they have the tenacity that formula chains do not have. When visitors see that they can get what is now in the downtown shopping area in their own neighborhood, they are less likely to travel to shop in Placerville. When one business extracts the sales from 13 unique shops that carry similar brands, those shops cannot compete with the one business's buying power, eventually leaving 13 empty store fronts which leads to urban blight.

WHEREAS, with urban blight downtown conditions will discourage economic renewal and reinvestment by the local business community to the detriment of the short- and long-term economic vitality of the City. Such conditions also tax our already overburdened public services, resulting in unsightly and unhealthy conditions; and,

WHEREAS, the purpose of this moratorium is to give the City time to study the possible adoption of new zoning regulations applicable to formula stores to assure that such stores are properly sited, regulated and situated in a manner consistent with the public health, safety and welfare; and,

WHEREAS, the city's goals and policies include Goal C: To protect and provide for the expansion of Placerville's commercial services sector to meet the needs of both Placerville area residents and visitors such as; The City shall assist the private sector in maintaining and improving the economic viability of downtown through the provision of public facilities and services and the enactment of land use policies and decisions supportive of downtown's primary commercial role which in the Central Business District is to protection from encroachment by unrelated and incompatible and to differentiate the downtown area from all other land use designations because of it's unique character; The City shall promote the retention and expansion of commercial businesses already located in Placerville; The City

shall encourage the establishment of new commercial businesses in Placerville that provide services currently not being provided in the Placerville area, create jobs appropriate to the skills of the local labor force, and broaden the revenue base of the City of Placerville; The City shall limit highway commercial uses to areas near Highway 50 interchanges, subject to their compatibility with adjacent areas; the City's planning for commercial areas shall be guided by the following principles:

- a. Contribute to the City's objective to become a balanced community.
- b. Have a positive economic impact on the community.
- c. Provide for adequate parking and vehicular access.
- d. Be designed and landscaped in a manner sensitive to Placerville's character; and,

WHEREAS, the dramatic economic downturn of the last year has resulted in a reduction of police, health and safety services available to the community. The duration and nature of the economic downturn have resulted in the need for the City to reevaluate its current laws in order to promote economic growth to fund essential public services. The need to support the existing locally unique owned shops is more important than ever due to the unexpected extent and nature of the recent pandemic. As a result, a new moratorium is needed in order to evaluate the means to promote economic development and to address the threat to the public health, safety and welfare by improperly regulated land uses, particularly formula stores within the Central Business District; and,

WHEREAS, the impacts associated with formula stores considered by this moratorium have not been previously analyzed. The placement of this type of establishment in certain locations meant to be locally and economically attractive and thriving areas of the City will negatively impact the City's ability to retain or generate sales tax and other sources of revenue in its efforts to make up for revenues lost due to the Country's economic downturn. This will affect the City's ability to maintain its current level of Police Department and Code Enforcement services. Moreover, the impacts associated with these businesses have and will inordinately tax the City's existing services; and,

WHEREAS, the City has received an application to place a formula store at the former Combellecks which is in a Central Business District (CBD) zone. The CBD zone is considered to be the City's unique location that has served to preserve the City's small-town, rural character of Placerville and to cater to the community and tourists. While formula stores are to be clearly scrutinized for compatibility to the CBD zone, it is not clear that they are currently prohibited uses; and,

WHEREAS, if the City allows formula-chain stores to be established pursuant to the City's current code in the CBD zone, there is a concern that the negative impacts associated with this type of business can go uncontrolled due to the lack of proper regulations; and,

WHEREAS, the City is in the process of studying appropriate zoning and regulations for formula businesses within the CBD zone to control their negative impacts, and needs additional time to study and develop the appropriate regulations; and,

WHEREAS, the City Council held a hearing on December 10, 2019, and received a Staff Report and comments regarding the threats to the public safety, health and welfare posed by the specified use.

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

Section 1. Recitals Adopted

The foregoing recitals are true and correct and made a part of this Urgency Ordinance as findings by the City Council.

Section 2. Moratorium

The temporary moratorium established by this Ordinance is for 1 year.

A. Scope

This moratorium shall apply to new formula stores coming into the Central Business District. This moratorium shall not apply to the renewal of a business license for existing businesses of this type in the City, provided the renewal seeks to maintain the business in its existing location without change to its size.

B. Applicability

This Ordinance shall apply to the establishment, relocation, and issuance of entitlements for such uses:

1. Formula businesses are generally defined, for purposes of this Ordinance, as; any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity.

C. Findings

This Ordinance is declared to be an urgency ordinance as defined under California Government Code section 65858. This Ordinance is deemed necessary for the following reasons:

1. The purpose of this Ordinance is to protect the public safety, health and welfare from the current and immediate threats posed by the establishment of new formula businesses within the Central Business District.

2. The City contends that a formula business within the Central Business District could cause urban blight given the collective buying power of a chain versus the established mom and pop shops and conflicts with the intended use of the CBD zone.

3. To address those impacts, the City Council adopts this Urgency Ordinance and moratorium. The purpose of the moratorium is to give the City time to study the possible adoption of new zoning regulations applicable to these types of uses.

4. The local economic impacts of the recent pandemic has been much more severe than anticipated in 2020. This trend could continue into next year leaving the downtown vulnerable to the pressures of more formula businesses.

5. The City must evaluate the Central Business District zoning district, in that formula business uses may be contrary to the purpose and intent of the zoning district which is to cater to unique businesses. Further, Main Street provides a service to the Community in

the way of events that occur due to the demographics of locally owned shops. Distant ownership will not have the same desire to provide those services to the Community. The introduction of incompatible formula stores in that district may compromise the overall purpose and intent of the district.

6. The City Council finds that during this pandemic, the City should focus on attracting and helping locally owned businesses within the CBD maintain their operations and revenues as they have been supportive of the City by retaining their businesses during these trying times.

7. The City finds that, absent the adoption of this Urgency Ordinance, the existence of such harmful conditions resulting from the extent of the downturn in the economy could cause the City to approve the establishment of businesses, which in turn would result in the discouragement of economic growth in the City. This would lead to the possible reduction of Police Department and Code Enforcement staff which is a direct threat to the public health, safety and welfare.

8. Without proper regulations that properly site and regulate formula businesses, the continued proliferation of such shops in the City's CBD, along with their associated impacts, is anticipated. Those impacts will not only interfere with the long-term economic recovery of the City's CBD area and the public revenue streams that flow from that recovery for essential public services – those impacts will continue to unduly tax and strain existing public services.

9. The City Council finds that it is necessary and desirable to have the Planning Department review and consider the possible adoption of new zoning standards regulating formula businesses in the CBD in order to ensure the protection of the public health, safety and welfare, and to ensure that the locations and regulations for this type of business are established in a manner that is consistent with the standards, goals and policies of the City's General Plan.

10. On the basis of the foregoing recitals and findings, all evidence on the record, including, but not limited to, testimony from the Staff Report and testimony given at the public hearing, the City Council finds that the establishment of new, or the expansion or relocation of existing formula stores or businesses prior to the Planning Department's review, poses a current and immediate threat to the public health, safety and welfare. This moratorium is in accordance with California Government Code section 65858, which justifies the adoption of an urgency ordinance establishing a moratorium on the above-specified uses in the City.

Section 3. Compliance with California Environmental Quality Act

The City Council finds that this ordinance is not subject to the California Environmental Quality Act ("CEQA") pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines (Title 14,

Chapter 3 of the California Code of Regulations) because it has no potential for resulting in physical change to the environment, directly or indirectly; it prevents changes in the environment pending the completion of the contemplated Zoning Code review.

Section 4. Severability

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance, including the application of such part or provision to other persons or circumstances shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this ordinance are severable. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase hereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses, or phrases be held unconstitutional, invalid, or unenforceable.

Section 5. Effective Immediately

This Ordinance shall become effective immediately upon adoption, if adopted by at least four-fifths vote of the City Council, and shall be in effect for one year from the date of adoption unless extended by the City Council as provided for in the Government Code. I, Regina O'Connell, City Clerk of the City of Placerville, hereby certify that the foregoing ordinance was duly introduced and passed as an urgency ordinance at a regular meeting of the City Council held on the 27th day of October, 2020, by the following vote on roll call:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: Mayor Michael Saragosa

In conclusion we ask that the City of Placerville Planning Commission deny the CUP & SPR for Therapy Stores, formula/chain store since it is not suitable to the character of the surrounding neighborhood, does not reflect the history or unique character of the community, and that the use and character is identical to similar Formula/Chain Businesses located in other communities and thus, cannot contribute to the established uniqueness of the Central Business District.

Thank you for your consideration,

s/Sue Taylor and

s/Sue Taylor for Friends of Historic Hangtown

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 facade 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



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

No Chains On Main Street

1 message

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

Tue, Nov 3, 2020 at 11:33 AM

Hi there!

This year has been really tough on all of us- especially small businesses. Our Main Street has shown us a lot of beauty and charm that we have grown to have as a cornerstone in our community through the small businesses we have grown to know and love. Unique businesses run by our friends and our families. Businesses that help shape our town in a warm and priceless way that makes it feel like home. Part of this unique charm has been that larger chains have never held a space on Main Street. Small businesses and locals have been the bread and butter of this community. Recently, a larger chain store decided to purchase a building on Main Street and plans to open up mid November- right before the holidays. This is a death sentence for so many of our beloved small businesses run by people who live in our community. People that depend on their businesses to survive. The fact that our small businesses have pushed through the hardships of 2020 and have kept their heads above water to this point is nothing short of valiant. But a large chain swooping in opportunistically to steal the hard earned business from those locals we know and love is **WRONG**. This year has been hard enough and now they plan to take over with no regard for the surrounding businesses. These shop owners have no time to figure out an approach on survival through such a catastrophic move. While I'm sure the couple who own the chain are lovely people, they shouldn't be opening their business on Main Street. Please block this permit and do not allow this to continue. Thanks so much!

-Jamie Bass

Sent from Yahoo Mail for iPhone



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

Formula Business

1 message

Beverly Fraga <bevjfraga@gmail.com>
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:44 AM

Hello,

I own Placerville Antiques at [448 Main St, Placerville, CA 95667](#). I would like to voice my opposition to city council granting permission for the Therapy Store to be located in the Combellack building or anywhere within the Historic District on Main Street.

Please uphold ordinance 1597 to preserve our Historic District.

Thank you

Bev Fraga

[448 Main St, Placerville, CA 95667](#)

530 626-3425



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

(no subject)

1 message

Alison Schmidt <alisonschmidty@gmail.com>

Tue, Nov 3, 2020 at 11:05 AM

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

Dear Mayor Saragosa, Vice Mayor Thomas, Mr Rivas, and Planning Commissioners,

I am writing to support a moratorium on formula/chain businesses within the central business district of Placerville.

The historic area of Placerville's Main Street should continue to thrive with the fabulous stores owned and run by locals who feel pride and love for their town and its visitors. I think you'd agree that the thing that is so wonderful about visiting a town like yours is experiencing both the cozy vibe of history and vibrancy of unique commerce. As an added bonus, residents benefit from these wonderful shops too!

I hope that until you are able to develop a city ordinance for historic Main Street you will consider holding off on allowing larger, non-local stores with multiple locations to join the intimate crew of shops owned by local individuals. Please consider that allowing a chain store, no matter how small the chain, will always be a threat to local small businesses who are the heart of your business district. If one moves in that pushes two or three others out, what is the benefit?

Thank you very much for your consideration,

Alison Schmidt

Nevada City Resident, Small Business Owner, Friend of Placerville, and Understander of Historic Town Pride



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

Therapy Store CUP application

1 message

Heidi Mayerhofer <hmayerhofer5@gmail.com>

Tue, Nov 3, 2020 at 12:33 PM

To: pv.planning@gmail.com

I am writing to express my opposition to the Therapy Store's application for a conditional use permit to operate in the CBD. Formula/chain stores are the opposite of unique. I am asking you to deny this application on the grounds that it will threaten the unique character of our historic downtown.

Heidi Mayerhofer
Property owner
Business license holder in the CBD
Secretary of the PDA

Sent from my iPhone



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

Opposition to Therapy Stores

1 message

Naomi Bastian <nomadnaomi@gmail.com>

Tue, Nov 3, 2020 at 11:00 AM

To: pv.planning@gmail.com

Hi there,

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

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

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

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

Thank you,

Naomi