

4.2 Consent Calendar
Public Comments to the Planning Commission
Regarding CUP19-01, SPR19-01 Project



Planning Commission 7/16/2019 - Agenda Item 6.1

1 message

Evelyn <evelynvdr@gmail.com>
To: Lynne Hunter <lhunter@cityofplacerville.org>

Tue, Jul 16, 2019 at 4:35 PM

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JUL 16 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

**RE: Tuesday, July 16, 2019, Agenda Item #6.1
385 MAIN STREET - CUP 19-01 AND SPR 19-01 – SOURDOUGH & CO.:**

Dear Planning Commissioners,

I ask that you deny the Conditional Use Permit 19-01 and Site Plan Review 19-01 for the Sourdough & Co request in order to protect the unique character of the central business district zone. This request is not allowed within the City's own code. Downtown Placerville is designated as a Central Business District in order to keep it "unique" from the commercial zone. A Fast Food Formula Restaurant is not allowed in this district, which defined by the City (see below) is short order food service PLUS formula business. The business being proposed, as defined by the City is Fast Food PLUS Formula business:

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

FAST-FOOD RESTAURANT: Any retail establishment intended to provide primarily short order food service for on-site dining and/or food take-out, including self-service restaurants, except cafeterias where food is consumed on the premises; drive-in restaurants; and formula restaurants required by contractual or other agreements to offer "standardized menus", ingredients and fast-food preparation.

Taken out of the staff report:

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

The applicant is proposing to install a business identification wall sign **for the formula business use.**"

Per the sign regulations for the Central Business District:

Per City Code: 10-4-17: **"SIGN REGULATIONS: (A) Purpose:** The purpose of this chapter is to provide minimum standards to safeguard life, health, property, and the public welfare in **keeping with the unique aesthetic and historic character of the City of Placerville** by regulating and controlling the size, height, design, quality of materials, construction, location, electrification, and maintenance of all permanent and temporary exterior signs and sign structures and to accomplish the following results."

The Central Business District Zone was created to protect our historic downtown from losing the unique sense of place that bring so many locals and tourists to our historic downtown.

CITY OF PLACERVILLE MUNICIPAL CODE — TITLE 10, ZONING ORDINANCE

10-5-14: CBD, CENTRAL BUSINESS DISTRICT ZONE:

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

2. Protect the downtown area from encroachment by unrelated and incompatible uses.
3. Differentiate the downtown area from all other land use designations because of its **unique** character. (Ord. 1487, 14 Jan 1992)

Due to the incompatibility with the City of Placerville's General Plan and Chapter 10 of the Municipal Code you must DENY the Conditional Use Permit and the Site Plan Review for this Fast Food Formula Restaurant which will not serve to retain the unique character of Placerville.

Thank you for your consideration,

Evelyn Veerkamp
For Friends of Historic Hangtown



City of
Placerville

Lynne Hunter <lhunter@cityofplacerville.org>

Public comment for 7/16/19 Planning Commission Meeting

1 message

TIM TAYLOR <tim_taylor@usa.net>
To: lhunter@cityofplacerville.org

Tue, Jul 16, 2019 at 4:50 PM

Please see attached.



Comments to Planning Commission.pdf
379K

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DIV.

Planning Commission

Town Hall 549 Main Street

Placerville, CA 95667

RE: Tuesday, July 16, 2019, Agenda Item #6.1

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

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

Dear Planning Commissioners,

I am writing to state my position and opposition to the proposed formula business/fast food chain store restaurant near the symbolic bell tower in the center of the downtown historic district.

As owner of two downtown historic buildings and as a downtown merchant, I request the planning commission consider the following reasons for not approving this proposal,

The applicant's proposal will harm:

- the historic experience of Main Street and the draw to Placerville
- our efforts in continuing the preservation of history for future generations to come
- the uniqueness of the "feels like home" experience of downtown Placerville.

In my undertaking to restore two downtown historical buildings, I appreciate the support I received from other business owners. I feel a sense of community support and inclusion in helping to preserve historic downtown Placerville.

The downtown merchants were polled and clearly object to the proposed formula fast food chain store that will diminish rather than enhance the uniqueness of the Central Business District.

At the onset of my restoration project, I had the opportunity to meet with the Historical Advisory Committee. This committee provided an important oversight to ensure projects and repairs were in harmony with the historical architecture of the Central Business District.

Unfortunately, the Historical Advisory Committee is no more, and those duties are now the responsibility of the Planning Commission. I expect the Planning Commission to perform those duties, and to be vigilant to watch out for and preserve the historical significance of the Central Business District.

I was incorrectly attributed by the proposer in his application to statements that I would like clarified.

Quote in the application:

"Indeed, a comment was made at the end of the meeting by Tim Taylor (PDA president) that the board would later 'take a vote' and based on the general 'temperature in the room' the board would exercise their right to put pressure on the city to not allow me to do business" LeBlanc continues in his letter. "I don't feel that comment represented the opinion of all board members.

What actually said was, and I paraphrase

I thanked Sourdough Co. people for coming. I told the applicant if he decides to move forward with an application we expect the City to give proper notice to the PDA and all the merchants in the downtown district, and that this will be posted on the Planning Commission agenda. If they move forward we [the PDA] will have a special meeting and discuss taking a position at that time. However, based on the temperate of the room and what we have heard from the merchants and others tonight, I would not expect the PDA to support your application.

Due to logistical challenges, the PDA Board did not have an opportunity to take a position on the Sourdough and Company proposal.

The downtown merchants, however, do have a position on this proposal, which I understand will be presented at the 7/16/19 Planning Commission meeting.

The Applicant's proposal will not serve to retain the unique character of Downtown Placerville, AKA Hangtown, therefore I ask that the Planning Commission do right by the downtown merchants and deny the request for Conditional Use Permit 19-01 and Site Plan Review 19-01 for this Fast Food Formula Restaurant.

Regards,

Tim Taylor

Downtown Merchant and Property Owner



consideration of business downtown

1 message

Virginia Mason <virgmason64@gmail.com>

Tue, Jul 16, 2019 at 5:08 PM

To: apainter@cityofplacerville.org

Please help Placerville Merchants keep the historic flavor of downtown Placerville and report my opposition to a chain sandwich shop opening on Main St.
Thank you for your consideration,
Virginia Mason, city resident



Fwd: Please no Sourdough& Co.

1 message

Chelsea Tanner <ctanner4@gmail.com>
To: apainter@cityofplacerville.org

Tue, Jul 16, 2019 at 5:40 PM

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

From: **Chelsea Tanner** <ctanner4@gmail.com>
Date: Tue, Jul 16, 2019, 5:38 PM
Subject: Please no Sourdough& Co.
To: <apainter@cityofplacerville.gov>

I was informed that if we are not able to make it to the town hall, we should inform you of our opinion on the chain Sourdough & Co. Going into main Street. I think it will take away from Placerville's charm that draws in so much tourism. Please keep Placerville unique and full of locally owned businesses. Thank you.

Chelsea Tanner



City of
Placerville

Lynne Hunter <lhunter@cityofplacerville.org>

Comments for the July 16, 2019 Planning Commission Meeting item 6.1 - Sourdough and Co. CUP & SPR

1 message

SueTaylor Design <suetaylordesign@comcast.net>
Reply-To: SueTaylor Design <suetaylordesign@comcast.net>
To: apainter@cityofplacerville.org, lhunter@cityofplacerville.org

Tue, Jul 16, 2019 at 5:44 PM

Hi Lynne,

I sent this on my other email account, which is full so I am resending from this account to make sure you have received it. Please forward this to the Planning Commission Members.

Thank you,

Sue Taylor

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

2 attachments



Fast Food.pdf
1639K



Sue Taylor Comments to Planning Commission.pdf
1425K



City of
Placerville

Lynne Hunter <lhunter@cityofplacerville.org>

Re: Planning Commission Meeting agenda for the July 16, 2019 meeting

1 message

Sue Taylor <sue-taylor@comcast.net>
Reply-To: Sue Taylor <sue-taylor@comcast.net>
To: Lynne Hunter <lhunter@cityofplacerville.org>

Tue, Jul 16, 2019 at 5:35 PM

Hi Lynne,

Since my box is too full I did not receive a return copy of my email. Could you let me know if you received the comments regarding Sourdough and Co.?

Thank you,

Sue Taylor

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JUL 16 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

On July 11, 2019 at 3:00 PM Lynne Hunter <lhunter@cityofplacerville.org> wrote:

Good Afternoon,

The agenda for the July 16, 2019 Planning Commission Meeting is attached. The meeting will take place at 6:00 pm at Town Hall, 549 Main Street.

Thank you

Lynne

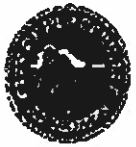
Lynne M. Hunter, Administrative Secretary

City of Placerville Development Services Department

**Planning 530.642.5252 - Building 530.642.5240 - Code Enforcement 530.642-5579
- fx. 530.295.2510**

City Website : www.CityofPlacerville.org

Office Hours: Monday - Friday 8:00 a.m. - 5:00 p.m.



City of
Placerville

Lynne Hunter <lhunter@cityofplacerville.org>

Re: Planning Commission Meeting agenda for the July 16, 2019 meeting

1 message

Sue Taylor <sue-taylor@comcast.net>

Tue, Jul 16, 2019 at 5:33 PM

Reply-To: Sue Taylor <sue-taylor@comcast.net>

To: Lynne Hunter <lhunter@cityofplacerville.org>, Andrew Painter <apainter@cityofplacerville.org>

Please attach these comments to tonight's Planning Commission Meeting Item 6.1. and pass forward to the Planning Commission Board Members.

Thank you,

Sue Taylor

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

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Good Afternoon,

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Thank you

Lynne

Lynne M. Hunter, Administrative Secretary

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- fx. 530.295.2510

City Website : www.CityofPlacerville.org

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2 attachments



Fast Food.pdf

1639K



Sue Taylor Comments to Planning Commission.pdf

1425K

Determining that Sourdough Co. is a Fast Food Restaurant

The City of Placerville defines a Fast Food Restaurant in the "City of Placerville, Municipal Code – Title 10, Zoning Ordinance in Chapter 1 – General under "Definitions" 10-1-4 as:

"FAST-FOOD RESTAURANT: Any retail establishment intended to provide primarily short order food service for on-site dining and/or food take-out, including self service restaurants, except cafeterias where food is consumed on the premises; drive-in restaurants; and formula restaurants required by contractual or other agreements to offer standardized menus, ingredients and fast-food preparation."

Fast Food Restaurant, also known as **Quick Service Restaurant (QSR)**, refers to buildings used for preparation and sale of ready-to-eat food. Fast Food Restaurants are characterized by a limited menu of food prepared quickly (often within a few minutes), and sometimes cooked in bulk in advance and kept hot.

Sourdough and Co. was recently changed their name in May of 2019 from San Francisco Sourdough Eatery – El Dorado Hills (SFSE). According to Franchise Mall.com, SFSE is the hottest Franchises for the Sandwich Segment of the "QSR" Industry:

<https://thefranchisemall.com/franchises/details/13734-0-san-francisco-sourdough-eatery.htm>

San Francisco Sourdough Eatery Franchise

Sourdough Eatery

CONTROL YOUR FUTURE

Own one of the HOTTEST SANDWICH Franchises

Own a franchise in the hottest sandwich franchise today.

SAN FRANCISCO STYLE SOURDOUGH EATERY.

What makes **SAN FRANCISCO STYLE SOURDOUGH EATERY** better? Every sandwich is crafted on warm sourdough bread. Our authentic sourdough soup bowls and our fresh salads include some of the tastiest recipes in the billion dollar sandwich market. **SAN FRANCISCO STYLE SOURDOUGH EATERY** offers one of the most affordable turnkey franchise packages available. Take control of your future, become a **SAN FRANCISCO STYLE SOURDOUGH EATERY** and enjoy the excitement and success of this premium sandwich franchise.

THE FUTURE LOOKS EXCEPTIONALLY BRIGHT FOR THE SANDWICH SEGMENT OF THE QSR INDUSTRY.

Sandwiches are the fastest growing category, with sales of quick service restaurants specializing in sandwiches reaching over \$10 billion. With today's trend toward healthier eating, the growth is likely to continue. In fact, it is projected that between now and 2020 sandwich sale increases will outpace both the hamburger and pizza QSR.

Contact us and let's get started.

For Texas franchising information please call Synecore at 1-855-218-7373 (SFSE).

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CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

Section 10-1-4 Definition dissected:

"FAST-FOOD RESTAURANT: Any retail establishment intended to provide primarily short order food service for on-site dining and/or food take-out." (Sourdough and Co. is a retail establishment intended to provide primarily short order food service and/or food take-out.) "including self-service restaurants, except cafeterias where food is consumed on the premises; drive-in restaurants;" (This can also include self-service or drive-in restaurants, but not required to be included to qualify as a fast food restaurant) "and formula restaurants" (Sourdough and Co. is a formula business/restaurant as stated in the Development Services Staff Report and the application) "required by contractual or other agreements to offer standardized menus, ingredients" (Because Sourdough and Co. franchise paperwork is not registered with the California Department of Oversight (www.DBO.ca.gov.) we do not have their contract to refer to, but according to their website and the staff report they do have standardized menus and ingredients, and they even have a standardized website: <https://sourdoughandco.com/>) "and fast-food preparation." (Sourdough and Co. is marketed as a quick service restaurant and per staff report their interior space will be "modified with decor common with other Sourdough & Co. locations", therefore modeling themselves after Subway, which has been listed as the number one fast food restaurant in the Nation.)

Davis with similar signage and classification of being a "Fast Food Restaurant":



Similar signage in Sacramento:



Similar signage in Roseville:

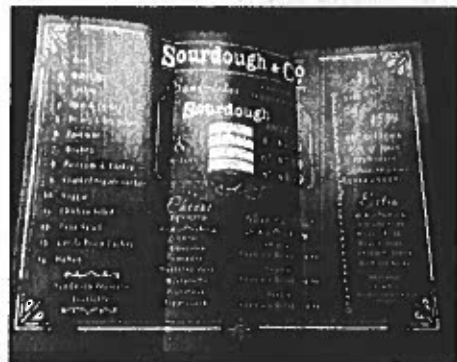
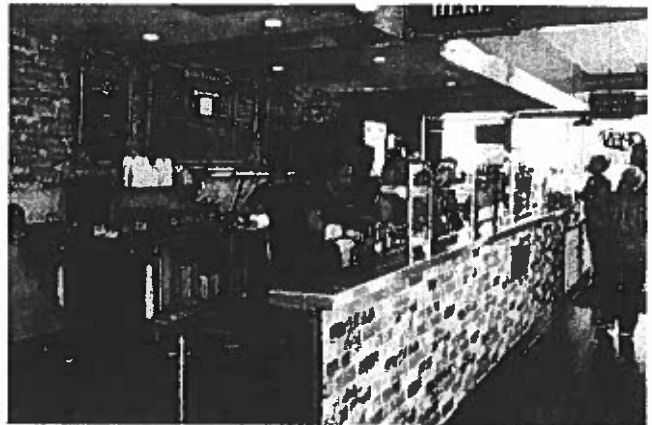


Standardized layout for quick service (fast food) restaurant and standardized menus.

Rocklin:

<https://www.worldatlas.com/articles/the-world-s->

Grass Valley:



Signage proposed for the Sourdough & Co. in Historic Downtown Placerville:



Sourdough & Co. is modeled after Subway which is also a fast food restaurant chain:

<https://www.worldatlas.com/articles/the-world-s-largest-fast-food-restaurant-chains.html>

On WorldAtlas.com

This page was last updated on June 10, 2019.

By Joyce Chepkemai

The World's Largest Fast Food Restaurant Chains

With 42,998 branches, Subway, an American-owned fast-food restaurant franchisee is the largest of its kind in the world.

A fast food restaurant is a specific type of restaurant that is defined by minimal table service and cuisine that is quickly prepared. Fast food restaurants are also known as quick service restaurants. A restaurant chain is a group of related restaurants based in different locations that are operated either by franchise agreements or under shared corporate ownership such as McDonald's in the United States. Normally restaurants within a chain are not only built to an architectural prototype of the required format but also offer customary services and menu. Fast food restaurants chains are popular and mostly found close to shopping malls, tourist areas, and highways.

Subway - 42,998 Locations

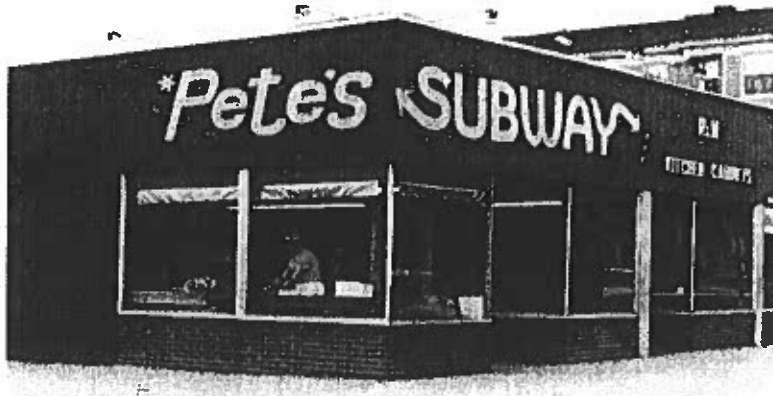
Subway is an American chain of fast food restaurant franchise that predominantly sells submarine sandwiches commonly known as subs and salads. Subway is privately held, owned, and operated by Doctors Associates Inc. Subway is the largest and the fastest growing restaurant chains in the world with 42,998 restaurants in 112 countries and territories. Subway fast food restaurant in the US alone has about 25,549 outlets. Subway is also the largest operator in the world whose international headquarters are located in Milford, Connecticut.

The World's Largest Fast Food Restaurant Chains:

Rank	Name	Number of Locations
1	Subway	42,998
2	McDonald's	37,200
3	Starbucks	30,000
4	KFC	20,404
5	Burger King	16,859
6	Pizza Hut	16,796

The Subway Story

The story of the Subway brand started more than 50 years ago when Dr. Peter Buck, a nuclear physicist, changed the life of a college student with a few simple words. "Let's open a submarine sandwich shop."



It was Peter Buck that gave college freshman Fred DeLuca the idea to open a submarine sandwich shop to help pay his tuition. Peter provided an initial investment of \$1000, and a business partnership was forged that would change the landscape of the fast food industry and the lives of the brands.

The partners opened their first restaurant in Bridgeport, Connecticut, where they served fresh, affordable made-to-order sandwiches. The popularity of the sandwiches and the brand continued to grow over the decades but one thing remained the same and that was their core values and principles.

Subway and Sourdough & Co. are both Chain Restaurants:

Subway

SUBWAY

Trading name	Subway
Formerly	Pete's Super Submarines (1965–1968)
Type	Private
Industry	Restaurants
Genre	Fast food
Founded	August 28, 1965 53 years ago, Bridgeport, Connecticut, U.S.
Founders	Fred DeLuca Peter Buck
Headquarters	Milford, Connecticut, U.S.
Number of locations	42,431 restaurants in 112 countries ^[1]
Key people	Trevor Haynes (CEO, President) Mike Macrie (CIO)
Products	Submarine sandwiches Pizzas (some locations) Salads
Owner	DeLuca family
Website	subway.com/

The Fresno Bee

Eating Out: Chipotle, Sourdough & Co., more chain restaurants coming to Fresno

By Anthony Coughlin

10/20/15 12:00 PM



SOURDOUGH & CO.

This one is a long ways off, but it sounds yummy, so I'm going to tell you about it anyway.

Sourdough & Co. is planning to open a restaurant in Fresno, next to the Dave & Buster's under construction on Grand Road near Applebee's. The sandwich shop will likely open the fall, after Dave & Buster's schedule a summer time opening.

The sandwich, soup and salad place has one restaurant in El Dorado Hills, outside Sacramento.

Sourdough, of course, is their specialty bread for sandwiches, usually warm and fresh out of the oven, says founder Gordon Ross. They also offer wheat and marble rice.

The turkey sandwich is the most popular, followed by the honey-smoked garlic, pesto that is rubbed on the turkey.

A bit of trivia: Ross was born and raised in Visalia and his wife is from Fresno, so they know local area.

Sourdough & Co. is expanding outside of the State, with a standardized menu, signage and decor, similar to the Subway model:

Sourdough & Co. ventures into Upstate from California base

STAFF REPORTS

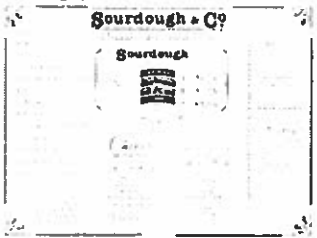
Published on Tuesday, September 19, 2017

Enlarge photo



Sourdough & Co. has an old-time look with recycled wood.

Enlarge photo



The menu features sandwiches, soups and salads.

Sourdough & Co., a sandwich shop, is making the Upstate its first venture outside of its home-based California.

The key ingredient for its sandwiches and soup bowls is its sourdough bread. Greek and Italian salads are also offered.

Three locations have been planned for Greenville and Spartanburg counties.

- 219 Pelham Road, Greenville in the former 1,680-square-foot former Firehouse Subs. It is the first restaurant scheduled to open on Nov. 1.

- 2109 E. Main St., Duncan, a 1,500-square-foot shop.

- 1725 John B. White, Sr. Blvd., 2,600-square-foot location will also be the franchise office.

The sandwich shop's website promotes its beer style sandwiches featuring meats, cheeses and produce.

The décor of the casual dining restaurant is described as old-time with recycled wood and metal.

July 16, 2019

City of Placerville Planning Commission
Town Hall 549 Main Street
Placerville, CA 95667

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JUL 16 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

July 16, 2019 Agenda Item# 6.1:

385 MAIN STREET - CUP 19-01 AND SPR 19-01 – SOURDOUGH & CO., INC. a California Corporation

Dear Planning Commission,

I appreciate the opportunity to comment on the above item.

Placerville is a tourist destination spot, with unique identity that can be characterized as “Gold Rush Architecture”. This amalgam of history and styles, is the foundation of the community’s identity which creates the Placerville streetscape and is treasured by people from all over the world. Even theme parks (Great America, Disney) model their streetscapes after downtown Placerville as a piece of Americana.

A Merchant is an INVESTOR in the Placerville community Central Business District and relies on the preservation of this community identity for their economic viability.

The City’s documents repeatedly cite a commitment to the unique character of the Central Business District within the General Plan, the zoning ordinances and the streetscape plan.

Just as City Officials in Coronadans Organized for Retail Enhancement v. City of Coronado¹ stepped up to protect their downtown’s distinctive sense of place and unique neighborhood character”, elected City officials of Placerville have a duty to protect their town’s identity which includes the “mom and pop” merchants, who work daily within accordance with these ordinances characterizing Placerville. That duty to the merchants and community is controlled by and within this context:

CITY OF PLACERVILLE, GENERAL PLAN POLICY DOCUMENT

¹ Coronadans Organized for Retail Enhancement v. City of Coronado, June 13, 2003

“...a California appellate court upheld the city’s formula business restriction against claims that it violated the dormant Commerce Clause. The court found that the ordinance did not discriminate against interstate commerce on its face or have discriminatory motives. Rather, the city’s finding that a diverse blend of businesses would foster the tourist-based economy illustrated that the city council’s primary purpose was to provide for an economically viable and diverse commercial area that is consistent with the ambiance of the city, and that it believed the best way to achieve these goals was to subject to greater scrutiny those retail stores that are contractually bound to use certain standard processes in displaying and/or marketing their goods or services.” The court further explained that “the fact that many stores falling within the Formula Retail definition are interstate businesses does not mean that the Ordinance will have a ‘discriminatory effect.” page 1276 CASE WESTERN RESERVE LAW REVIEW

Adopted JANUARY 23, 1990-2016 (Res. No. 5133)

[Visual Structure of Placerville [Page 56-58 Section VII – Community Design]

“There are many influences that contribute to the image of Placerville, such as its social meaning, its function, its history, and even its name. Hangtown, the historical name of Placerville, certainly gives meaning to the historical image of the city. The image of Placerville is thus an overlap of many individual images.

The Community Design section, to a great extent, is concerned with the physical and visual attributes of Placerville. Attributes that say to out-of towners and its citizens, “This is Placerville.””

“Downtown: The downtown area is one of the most defined districts in the city by virtue of the clarity of its character. Unlike many cities the downtown area of Placerville has definable and visible edges, bounded on the north by Highway 50, on the south by Miner’s Ridge, on the east by the Druids Monument and Cedar Ravine, and on the west by Sacramento Street. The Main Street segment of the downtown has an unusually rich complement of historic buildings. There are many buildings built in the 1850s and 1860s as well as a number of buildings representative of the early 1900s, the 1920s, and the 1930s. In the aggregate, these buildings define the overall character of the downtown area and its historic nature contributes to its aesthetic values as well as providing economic benefit from tourist trade.”

Contrast that with description of Broadway within the same document:

Broadway “...Lower Broadway is a largely highway oriented and linear commercial strip. It is characterized by many fast-food restaurants, gas stations, and small cluster shopping centers. The shopping centers generally have unrelieved expanses of blacktop parking that line the street between the store fronts and the thoroughfare. Signage consists largely of pole signs and large plastic signs. The result is a street that is visually cluttered and unappealing due to its lack of integrity and character. However, some newer development, including some fast food restaurants, have been built to higher standards and attractive buildings and landscaping have been introduced. Because of the success and intensity of business on Broadway, congested traffic conditions often result.”

NOTE: Sourdough & Co., nationwide have over 39 stores, all located within “small cluster shopping centers” with like kind “fast-food restaurants” similar to Broadway.

City of Placerville Ordinance 1597 fully addresses “FORMULA BUSINESSES”, and was designed to protect the “**Visual Structure of Placerville**” and unique Gold Rush heritage and cultural identity of the Central Business District from suffering “same as-it is” caused by an invasion of franchise, chain formula businesses from Anywhere USA that would have the affect of turning Downtown Placerville into “Food Cordia” Anywhere USA.

Ordinance 1597² comprehends that Downtown Placerville is a Tourist Destination Spot. It is a statement by a wise City Council who understood the great asset under their care of the Placerville

² Because Staff referred to Ordinance 1597, we also referred to 1597 in our comments. Since 1597 has been embedded into the current Municipal codes, it is not clear why Staff did not instead refer to the current Municipal Code. It has made commenting to the request a bit confusing.

Downtown Gold Rush Architecture and history that is a cornerstone of Placerville's tourist industry. Tourism is a significant and important component of the City's overall economy.

Ordinance 1597, paragraph 3 says:

"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," ...

To further prevent Placerville Central Business District from becoming "AnyWhere Mall, USA," 1597 restricts formula retail establishments and defines as follows:

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

******At this point the Staff Report utterly FAILS. Sourdough & Co. exceeds 5 stores and the use and character is identical to similar Formula Businesses located in other communities and, thus, cannot contribute to the established uniqueness of the Central Business District;***

5 BUSINESSES SITES or more TRIGGERS APPLICANT TO A CONDITIONAL USE PERMIT APPLICATION which at this point the City Planners could legally deny the permit as a repeated Brand in numerous other community Strip Malls and Food Courts. The Applicant having other factors that are not conducive to the Central Business District are in addition to this.

Let's Recap: Sourdough & Co. has 39 of these identical businesses (with more on the way), 36 of them in California, 15 are within 50 miles, 3 are set in Strip Malls with anchor stores in El Dorado County. All are in Strip Malls with "Like kind" fast-food businesses and the Sourdough & Co. elements of branding, menus and uniforms are CONTRACTURALLY identical.

FresnoBee article headline: "Eating Out: Chipotle, Sourdough & Co., more chain restaurants coming to Fresno" <https://www.fresnobee.com/living/food-drink/bethany-clough/article57196623.html>

The Conditional Use Permit 19-01 AND Site Plan Review 19-01 must be denied simply based on the fact that a formula restaurant does not reflect the unique character of the community and the desired aesthetic ambience of the Central Business District and given that this formula restaurant is an identical brand to similar Formula Businesses located in other communities and, thus, cannot contribute to the established uniqueness of the Central Business District.

Now, let's define the type of retail formula business by applying city's definition to the Sourdough & Co. business model:

2. **FAST-FOOD RESTAURANT:** Any retail establishment intended to provide primarily short order food service for on-site dining and/or food take-out, including self-service restaurants, except cafeterias where food is consumed on the premises; drive-in restaurants; and formula restaurants required by contractual or other agreements to offer standardized menus, ingredients and fast-food preparation.

,Yes, Sourdough & Co. is a FAST-FOOD, RESTAURANT, a “Formula Restaurant required by contractual or other agreements to offer standardized menus, ingredients and fast-food preparation.”

Sourdough & Co. squarely is a “like kind” formula fast-food business similar to Subway, Quiznos, Togo’s, Chipolte, McDonalds, StarBuck’s, Blimpie, McDonalds, and Baskin-Robbins which are found all over California and the rest of the United States. An example of this Corporate “sameness” Strip Mall-itis can be seen in any commercial district within 50 miles. Sourdough & Co.’s standardized national corporate branding, quality, use and character making it a reproducible “same as” commodity found in other community commercial districts, which appearing in Downtown Placerville would detract from the destination “look and feel” of the Placerville Gold Rush heritage. Aside from the fact that Sourdough & Co. is defined as a Fast-Food Restaurant per the City’s definition, attached is a document showing that Sourdough & Co. is a Fast-Food Restaurant similar to Subway, which is well documented as a Fast-Food Restaurant.

The Staff Report ignores the adverse impacts of having a “formula restaurant” in the Central Business District and oversteps TITLE 10 ZONING, 1597 and the General Plan, omitting discussion on incompatible uses that detracts from the historic value of the Central Business District and historic contributing elements that are the pride of the community.

CITY OF PLACERVILLE MUNICIPAL CODE — TITLE 10 ZONING ORDINANCE 10-5-14: CBD, LAST REVISED: 18 March 2019,

CENTRAL BUSINESS DISTRICT ZONE:

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

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

(B) Permitted Uses: The following uses and their accessory uses are permitted outright:

1. Business and professional offices.
2. **Eating and drinking establishments***
- 3....

*Definition of “Fast-food Restaurant” does not include “Eating and drinking establishment”, it is defined as retail “short-order” with a second part to the definition “formula restaurants required by contractual or other agreements to offer standardized menus, ingredients and fast-food preparation.”

(C) 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: CITY OF PLACERVILLE MUNICIPAL CODE — TITLE 10 ZONING ORDINANCE LAST REVISED: 18 March 2019 CITY OF PLACERVILLE

1. Bus or taxi station.

2. Formula Businesses.

3. Gasoline service stations.
4. Parking facilities and parking lots.
5. Places of entertainment.
6. Used merchandise stores. (Ordinance 1636, 27 Apr 2010)
7. Uses as stated in Section 10-3-4 of this Title. (Ord. 1597, 10 Feb 2004)
8. Single-room occupancy facilities when above or below the ground floor. (Ord. 1664, 23 Sept 2014)

This can be interpreted that **all** Formula Businesses are not allowed in the Central Business District. According to 1597, Formula businesses will only be considered for “conditional use permit” if their service adds to the Central Business District’s distinctiveness. For example, a Bank is a formula business and must provide service within the Federal Regulations. It would be difficult to run any town without a bank and it is expected that banks follow regulations, are somewhat uniform and provide the substantial backing of the entire corporation. A Bank does not detract from the community distinctiveness and is “essential or desirable to the public convenience or welfare”. *A Retail Formula Fast-Food Restaurant found in 39 strip mall locations Anywhere USA, detracts from the immersiveness a tourist finds when they visit Placerville.*

To again reiterate this, Section 10-3-3 of the City Municipal Code states:

10-3-3: CONDITIONAL USE PERMITS: Certain uses may be permitted in zones in which they are not otherwise outright permitted in this Chapter, where such uses are deemed essential or desirable to the public convenience or welfare, **and are in harmony with the various elements or objectives of the Comprehensive General Plan, and are not detrimental to surrounding property.** (Ord. 1474, 8 Jan 1991)

The Conditional use permit only applies to the formula business part of this application. A standardized corporate restaurant is not deemed to be essential or desirable for the public’s convenience or welfare, or in harmony with the various elements and objectives of the General Plan when the request undermines the unique character meant to be maintained by the Central Business District Zone. Not only will this request be detrimental to that unique character of the surrounding businesses, the possibility of allowing a fast-food, aka quick-service formula restaurant within the Central Business District has been detrimental to the merchant, visitor and surrounding community as a whole. Approving this request would set a precedent that the City no longer intends on protecting the unique and historic character of Main Street that is within the Central Business District.

We disagree with the Staff’s findings as follows:

“1. Adopt the Staff report and make it a part of the public record.”

The Planning Commission should DENY the CUP and SPR based on the information provided within this document.

"II. Make the following California Environmental Quality Act exemption finding for Conditional Use Permit 19-01 and Site Plan Review 19-01:

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

*"that it can be seen with certainty that there is no possibility that the formula restaurant use, along with, would have a significant effect on the environment" is a **personal feeling** and not based on the City's policies and ordinances. A finding cannot be made on **staff's opinion**, but instead must be made on the facts of how the request would not have a significant effect on the environment and why it should be exempted from CEQA. If this project is approved it will have a significant impact on the historical resource of the Historic Downtown that was given a special Central Business District zoning designation in order to protect that District's unique character. The intent to protect this zone from uses such as a fast food formula restaurant is well established within the City's General Plan, City's Mission and Value statements, the City's website, Zoning Ordinances and Streetscape plan. This approval will have a significant impact to the City's Cultural Resource and therefore would require an environmental report.*

"III. Make the following Findings for Conditional Use Permit 19-01 and Site Plan Review 19-01:

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

Per referred codes within the staff report:

"10-4-9(G)2(e)

*(e) "**Standardized**" corporate architecture which involves the use of materials, textures, facades, colors, roof lines, siding and other materials and features is **contrary to the City's historic small town character**. In lieu of standardized corporate architecture, Formula Businesses shall use the following: natural and manufactured wood siding; large timbers; varied roof lines, openings and façade treatments; brick, brick veneer and rock treatments; gridded windows; and, **earth tone colors in lieu of bright, glossy or reflective colors**. (Ord. 1597, 10 Feb 2004)*

10-4-9(G)4(a) & (e):

*(a) Evaluation of appearance of a project shall be based on the quality of its design and relationship to surroundings. Inappropriate, incompatible, bizarre, exotic **designs and standardized corporate architecture**, other than registered trademarks, **shall be avoided**. (Ord. 1597, 24 Feb 2004)*

(e) Colors shall be harmonious to site and surrounding area. The use of standardized bright, bold, glossy non-earth tone colors is discouraged, as they generally do not project the historic foothill character of the community. (Ord. 1597, 10 Feb 2004)"

A standardized corporate wall sign as seen in the submitted photo with the typical Sourdough & Co. signage is contrary to the City's historic small town character and as stated in many sections, standardized corporate architecture shall be avoided. The proposed standardized corporate signage is clearly a violation of City ordinances and therefore should not be allowed.

"F. The requested use is desirable, convenient and beneficial to the public, in that it would be located in pedestrian oriented downtown, it would serve local residents, workers within other businesses, professional offices, and visitors to Placerville."

In what way is the use desirable, convenient and beneficial to the public? A fast food formula restaurant geared towards quick foods, the ease of access provided by the vehicle oriented commercial strip malls does not provide a unique gravitas to the Central Business District. All 39 Sourdough & Co. restaurants are located in and rely heavily with this use and in the City is designated to be only allowed in the Commercial and Highway Commercial Zones and even with that, only with a conditional use permit as seen below:

**CITY OF PLACERVILLE MUNICIPAL CODE — TITLE 10 ZONING ORDINANCE LAST REVISED:
18 March 2019**

Section 10-5-17: HWC, HIGHWAY COMMERCIAL ZONE:

(A) Purpose: The purpose of this Zone is to:

1. Provide for freeway-oriented uses, **such as fast-food restaurants**, gas stations and other uses which are necessary and convenient to the traveling public.
2. Provide for the development of highway commercial facilities concentrated in well-defined and designed areas.
3. Create conditions conducive to a convenient and desirable environment for customers and employees.
4. Protect areas in this designation from encroachment by unrelated and incompatible uses.
5. **Differentiate freeway and travel-oriented uses from those of the downtown business district** and other light commercial areas. (Ord. 1487, 14 Jan 1992)

(C) 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. Auto sales and services.
2. **Fast-food restaurants.**
3.

Section 10-5-15 COMMERCIAL

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

1. Provide the land necessary for retail sales and services, entertainment and other light commercial activities to serve the residents of the community.

2. Provide for the development of commercial facilities concentrated in well- planned areas properly located in relation to access, topography and residential areas.
3. Create conditions conducive to a convenient and desirable environment for customers and employees, and protect it from the encroachment of objectionable or dangerous uses and uses which could be located in areas less suited for light commercial activities. (Ord.1474, 8 Jan 1991)

(C) 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. Animal hospital and/or shelter. (Ord. 1474, 8 Jan 1991)
2. Arcade
3. Bus or taxi station.
- 4. Fast-food restaurant.**
- 5.....

The finding "it would serve local residents, workers within other businesses, professional offices, and visitors to Placerville." is not a purpose of the Central Business District but instead a purpose of the Highway Commercial Zone, see 10-5-17 (A)3. Therefore the staff report shows that this use is suited for the Highway Commercial Zone, but not the Central Business District. The request must be denied.

"G. The request is in harmony with the purposes of the Central Business District General Plan designation and the goals and policies of the General Plan Land Use and Community Design Elements, in that the use would renew a commercial eating and drinking food service business within a building constructed in the late 19th Century; it would support downtown's primary role as a commercial area for the City; the proposed sign is consistent with City Sign Regulations for sign area and illumination; and the proposed sign is consistent with signage guidelines of design characteristics, sign placement and sign material of the City of Placerville Development Guide."

The request to put in a Fast Food Formula Restaurant is not in harmony with the purposes of the Central Business District General Plan designation and the goals and policies of the General Plan Land Use and Community Design Elements for the reasons stated throughout this document. Simply supporting downtown's primary role as a commercial area of the City is leaving out the Central Business District purpose to "Differentiate the downtown area from all other land use designations because of its unique character" and also the Highway Commercial Zone to "Differentiate freeway and travel-oriented uses from those of the downtown business district and other light commercial areas." These policies must be upheld and therefore the request for a fast-food formula restaurant to be in the Central Business District must be denied.

H. The request would not be materially detrimental to the public health, safety and general welfare nor injurious to the property or improvements in the vicinity and zone in which the site is located, in that the formula business would operate similarly to the former Centro Coffee business that operated on-site for more than a decade and numerous restaurant (eating and drinking establishment) uses that exist within downtown and the CBD Zone that offer menu options that include sandwiches, soups, salads and various beverage options.

Again, a standardized corporate nationwide restaurant allowed in the Central Business District would be detrimental to the general welfare of properties in the vicinity and the zone in which the property is located. This fast-food "formula" business would not operate similarly to the former Centro Coffee business since Centro was a unique one of a kind business. In contrast the applicant is requesting to locate a fast and growing fast-food formula restaurant in front of Placerville's iconic Belltower. This request is detrimental to that unique character of the surrounding businesses and detrimental to the ambiance created by the unique businesses and the historic buildings which many are listed on local, state and the national register of historic places. This ambiance creates a rare and valuable economic asset, a sense of place, and a more interesting place to live and visit in which the City must continue to protect. The Central Business District has "Eating and Drinking establishments" which was specially separated from other commercial zones that do allow fast-food restaurants under conditional use, in order to protect the unique historic character of Downtown.

"I. Based on the above findings and the analysis provided in staff's report dated July 11, 2019, the request is consistent with General Plan goals and policies and the regulations and design criteria of City Code."

After holding a public hearing, the municipality can approve the development "only if it determines that there is likely to be no undue adverse impact." There will clearly be an undue adverse impact if this request is approved.

The Staff's findings do not support approval. The request is not consistent with General Plan goals and policies and the regulations and design criteria of the City Code as explained in this document. Therefore the Planning Commission must use their stewardship to protect the unique character of the Central Business District and deny the Conditional Use Permit 19-01 and the Site Plan Review 19-01.

Thank you for the opportunity to comment,

Sue Taylor
sue-taylor@comcast.net
530-391-2190

Building Designer

Restorer and Owner of the Herrick and Hangman Buildings on 301 and 305 Main Street, Placerville
Representing Save Our County and the Friends of Historic Hangtown

Historic Building Preservation Committee Chair of the El Dorado County Historical Society

Marshall Gold Discovery State Park Docent

Previous El Dorado County employee of the Auditor, Mental Health and Facilities Departments

El Dorado County Resident – 41 Years

Member of Taxpayers of El Dorado County

Vice President of the Republican Womens Federated



City of
Placerville

Andrew Painter <apainter@cityofplacerville.org>

No Sourdough and Co on Main St

1 message

Maureen <dionperry@att.net>

Wed, Jul 17, 2019 at 2:54 PM

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

This is not appropriate for our historic Main St - there are plenty of spaces on upper Broadway for chains.

This prominent space on our historic section of Main St in front of the Belltower should be left for a local shop.

Thanks for taking my message to the meeting tonight.

Maureen Dion-Perry, Camino

RECEIVED
JUL 17 2019
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

Re: Planning Commission Meeting 7/16/2019: Sourdough & Co. - CORRECTION

1 message

Evelyn <evelynvdr@gmail.com>

Sat, Jul 20, 2019 at 6:28 PM

To: Lynne Hunter <lhunter@cityofplacerville.org>

Cc: Pierre Rivas <privas@cityofplacerville.org>, Andrew Painter <apainter@cityofplacerville.org>, Cleve Morris <cmorris@cityofplacerville.org>

Apologies. The two bold headings should have read:

Pg. 20:**Pg. 21:**

On Sat, Jul 20, 2019 at 3:19 PM Evelyn <evelynvdr@gmail.com> wrote:

Lynne,

Please share this communication with the members of the Planning Commission.
I do not find their email addresses online.

Regarding Tuesday's decision to allow Sourdough's application to go forward, I draw your attention to the City of Placerville's General Plan Policy Document, 1/23/1990. Pages 20 & 21 pertain.

Pg. 21:

Central Business District (CBD)

Purposes

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

Pg. 22:

CBD (Central Business District)

Historic Planned Commercial (HPC)

Purposes

- 1 Provide for retail sales and services, including entertainment and other commercial activities, to serve the residents of the community with a historic setting.
- 2 Provide for the development of light commercial facilities concentrated in well-defined and well designed areas which are compatible with the historic nature of the area.
- 3 Create conditions conducive to a convenient and desirable environment for customers and employees within a historic setting.
- 4 Protect areas in this designation from encroachment by heavy commercial, residential, or other incompatible uses which could detract from its historic value.
- 5 Provide for a special review process to preserve the historic nature of the designated commercial area.

Allowable Uses

Professional or business offices, banks, studios, retail sales, eating and drinking establishments, commercial, recreation, motels and hotels, retail services (excluding fast food restaurants and automobile sales), public and quasi-public uses, and similar and compatible uses.

The General Plan Policy Document being known to staff members, Planning Commissioners, in order to inform their decision, should have been apprised of the above relevant provisions.

Regards,
Evelyn Veerkamp

Fax From:

**Zacharie Kokalis, Owner
The Winesmith
346 Main Street
Placerville**

RE: 385 Main Street - CUP 19-01 and SPR 19-01 - Sourdough Co.

Fax To:

**Placerville Planning Commission
Development Services Department
(530) 642-2510**

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JUL 24 2019
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT

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DEVELOPMENT SERVICES DEPT

July 24, 2019

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

RECEIVED
JUL 24 2019
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

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

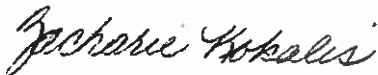
I am writing this letter in support of Mr. Dana LeBlanc's application for a conditional use permit to operate a Sourdough Co. at the above address, formerly Centro.

I agree with the Commission's decision to approve the CUP and move the project forward.

I just want to clarify some misinformation concerning petitions against the project. As a resident of Placerville I signed Mr. LeBlanc's petition in favor of the project. As the owner of The Wine Smith at 346 Main St. I was not at this month's meeting but I understand (and have seen a map provided by a community member) that as the owner of a business on Main St. I was represented as being **against** the application to operate a Sourdough Co.

I never agreed nor did I sign any petition against the project. In fact as a resident of Placerville, and as a business owner on Main Street, I want to make it clear that I am wholly in favor of Dana LeBlanc's application and look forward to welcoming him to the Main Street Business Community.

Sincerely,



Zacharie Kokalis

Owner

The Wine Smith

346 Main Street

Placerville, CA 95667