



**CITY OF PLACERVILLE
PLANNING APPLICATION**

Date: 10-08-2020
Zoning: CRD GP: CRD
File No: CUP20-04; SPR 20-04
Filing Fee (PZ) \$1,200
Filing Fee (EN) _____
Receipt No: 7261

REQUEST FOR:

- ☐ Annexation ☐ Boundary Line Adjustment ☐ Certificate of Compliance ☒ Conditional Use Permit
☐ Environmental Assessment ☐ Environmental Impact Report ☐ Final Subdivision Map ☐ General Plan Amendment
☐ General Plan Consistency ☐ Historic District Review ☐ Landscape Plan Review ☐ Map Amendment ☐ Merger
☐ Minor Deviation ☐ Planned Development ☐ Preliminary Plan Review ☐ Sign Package Review / Amendment
☒ Site Plan Review ☐ Temporary Commercial Coach ☐ Temporary Use Permit ☐ Tentative Parcel Map
☐ Tentative Subdivision Map ☐ Variance ☐ Zone Change

DESCRIPTION: REQUEST TO OPERATE A FORMULA BUSINESS, THERAPY STORE
WITHIN THE CENTRAL BUSINESS DISTRICT

ITEMS ABOVE THIS LINE FOR OFFICE USE ONLY

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

PROJECT APPLICANT

NAME Jing Chen, Wayne Whelan
MAILING ADDRESS 347 E Campbell Ave, Ca 95008
PHONE 415 999 6509
EMAIL Jingchen@therapystoresinc.com

APPLICANT'S REPRESENTATIVE (if different)

NAME Bradley, Samuel
MAILING ADDRESS 2323 State Highway 193
Georgetown, Ca 95634
PHONE 530 308 3706
EMAIL sbradley@syndicatearchitects.com

PROPERTY OWNER(S)

NAME See applicant information PHONE See applicant information
MAILING ADDRESS See applicant information
EMAIL ADDRESS See applicant information

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

NAME Samuel C Bradley PHONE 09/15/2020
MAILING ADDRESS P.O. Box #7 Greenwood, CA 95635
EMAIL ADDRESS sbradley@syndicatearchitects.com
I have notified the mortgage holder, which is: _____

DESCRIPTION OF PROPERTY (Attach legal deed description)

STREET ADDRESS 339 Main Street
ASSESSOR'S PARCEL NO.(S) 001-212-05, 002-212-06
Above described property was acquired by owner on TBD Month Day Year

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

N/A

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

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

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

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

	Sam Bradley	9/15/2020
Applicant's Signature	Printed Name of Applicant(s)	Date

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

	Jing Chen	9/15/20/20
Signature of Property Owner	Printed Name of Property Owner	Date

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

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

Placerville Narrative

Wayne Whelan and I started in 1994 in a 320 sqft storefront on an unassuming corner in San Francisco. Due to limited resources, we went to flea markets, garage sales and auctions to source goods to sell to the public. Our goal was simple, generate enough sales to pay for our \$460 monthly rental in-law unit and daily food expenses. There were no sales objectives, employees, or savings in those days, but we were optimistic; those were fearless youthful days.

Then our daughter, Ava, came along in 1996 and that event defined us. We needed to be providers for another human being, so we needed to learn and grow up fast. With no formal business or financial education, we both become these self taught individuals. We started going to trade shows, we started thinking about opening another store, and we started to have weekly, then monthly plans. Even so, the one element that has never changed in our business is our dedication to always put serving our customers first, as without them, there wouldn't be Therapy Stores.

Over the course of 26 years, we organically expanded to 11 locations with no outside funding. Proudly, every single one of them is located in a historic downtown or established neighborhood. Our overall objective is to serve our communities, to be that corner store that all generations from all walks of life can walk in and participate. We want to be a business that brings joy and thoughtful living to the public. As merchants, we understand that we have the privilege to influence the public and we take on that responsibility with pride, integrity, and the best intentions. Both Wayne and I, as founders are still very actively involved with the daily operations of the business, we work on the sales floor on weekends and direct the purchasing closely.

We're proud of our business, but mostly, we're proud of the team that we've built over the years. We offer 401K, health and dental benefits, PTO, college reimbursement and professional developments. We've donated over \$758,000 to local communities, food banks, Title One schools, and we're proud to be able to impact our communities positively.

We discovered the city of Folsom through a customer who was visiting our Livermore store in December, and 6 months later in July, we opened our Folsom store. Again, we listened to our customers and the recommendation for Placerville came directly from our Folsom customers. We fell in love with the

charming downtown, and we are confident that we will be a great addition and a productive member of this community.

I hope I've given you a glimpse of who we are and what we do, in the hopes that you will trust that we will continue to do what we do best, which is to serve. We are grateful for the opportunity to continue in the tradition of Combellacks to serve the community of Placerville with our own family business, in the hopes that we too, might serve our customers for four generations. If possible, we would love to be able to open by the 15th of November so we can participate in the holiday season, rather than having an empty store front in the middle of downtown. Thank you for your time and consideration, please let me know if you have any follow up questions.

My very best,

Jing Chen
Co-Founder
Therapy Stores

Details of Operations

We plan to have 4-6 employees at this location. Our projected hours of operations will be Sunday - Thursday 10am-7pm, Friday & Saturday 10am-8pm. Below are a few categories of products we sell. Accessories; domestic made jewelry, hats, scarves, socks and purses. Clothing for all; men, women and children. Gift category; books & stationery, selfcare & aromatherapy, children toys etc. Home decor; wall art, kitchenware, rugs and garden accessories.



**City of Placerville
Development Services
Department**

**CONDITIONAL USE PERMIT
APPLICATION CHECKLIST**

FILING INSTRUCTIONS: Complete application must be received by the Planning Division well in advance of a scheduled Planning Commission meeting to allow staff to review application for completeness, to prepare, publish and post public hearing notifications, and to prepare staff's report to the Planning Commission. An appointment is required to submit the application.

PROCESSING PROCEDURE: Use Permit applications are reviewed during a public hearing by the Planning Commission in accordance with the Development Code, Title 16, Chapter 16.76, and unless otherwise advised by the Planning Division, applicants or their authorized representatives are required to attend the meeting to present their project to the commission. A copy of the agenda and staff report will be mailed no later than seventy-two (72) hours prior to the commission meeting.

1) POSTING REQUIREMENTS: See attached, *City of Placerville Policy For Posting Properties For Development Projects*

2) APPLICATION SUBMISSION CHECKLIST REQUIREMENTS (Include this checklist with your submission): Unless otherwise determined by the Planning Division, an application for a Conditional Use Permit must include the following:

Applications and Fees

- ☒ Completion of the Planning Application Form
- ☒ Conditional Use Permit Application fee
 - Major: Should project require a California Environmental Quality Act (CEQA) Initial Study / Negative Declaration/ Environmental Impact Report be required;
 - Minor: Should project be CEQA categorically or statutorily exempt.
- ☒ Environmental assessment fee (if Major Conditional Use Permit)

Plans and Exhibits

- ☒ **Site Plan**, accurately drawn to scale. Include the following:
 - ☒ General location/vicinity map of proposed site in relation to major streets and adjacent properties.
 - ☒ Scale, north arrow and date.
 - ☒ Name and phone number of person preparing plan. A licensed architect, landscape architect and/or civil engineer should wet stamp and sign off final plans as appropriate.
 - ☒ All property lines with distances, including existing and proposed easements.
 - ☒ All existing features on the site including topography, any structures, street frontage improvements (i.e. curbs, gutters, sidewalks, edge of paving), utilities, power poles, easements, parking areas, trees, creeks, etc. and name of adjoining streets, or right-of-way easements and nearest cross street.
 - ☒ Identify any structures, utilities or trees (location and species) to be removed.
 - ☒ Locations and dimensions of proposed uses, including all buildings, accessory structures, driveways, parking spaces, service or loading areas, trash enclosures, outdoor storage, seating or use areas, fencing, landscape areas, mechanical equipment/control panels.
 - ☒ Include distance from all structures to property lines.

- ☒ **Floor Plan**, accurately drawn to scale:
 - ☒ Proposed interior use of building.
 - ☒ Include total square footage of any areas proposed for different uses (i.e. retail, customer service, storage, office, manufacturing, etc.).
- ☒ **Existing and Proposed Elevations**, accurately drawn to scale, if exterior building modifications are proposed.
- ☒ **Submission requirements:**
 - ☒ Ten (10) copies of the following at no larger than 24" x 36" (unless otherwise directed by Department staff):
 - ☒ Site Plan
 - ☒ Floor Plan
 - ☒ Existing and Proposed Elevations
 - ☒ One (1) reduced copy of the required plans and exhibits to accompany full-size plans
 - ☒ PDF of Exhibits: High quality PDF files of all exhibits are required. Files may be submitted on disc with the planning application or may be emailed to the Department.
 - ☒ Environmental Checklist (complete)
 - ☒ Additional studies (traffic, sewer, water, etc.) as required by Department staff.
 - ☒ Completion of the following as to how your request conforms to the following questionnaire. Use additional pages as necessary:

3) CONDITIONAL USE PERMIT QUESTIONNAIRE: On separate page(s) as necessary, provide responses to the following:

1. Describe how and why the intended conditional use is necessary or desirable for the development of the community; is in harmony with the various elements or objectives of the City's Municipal Code, and is not detrimental to existing uses or uses specifically permitted in the zone in which the proposed use is to be located.
Therapy Stores provide goods and services that are in line with the community.
2. Describe how and why the site for the intended conditional use is adequate in size and shape to accommodate such use and all the yards, setbacks, walls or fences, landscaping, and other features required in order to adjust such use to those existing or permitted future uses on land in the neighborhood.
The size and shape of the store is adequate enough for the goods available
3. Describe how and why the proposed conditional use on the subject property will not increase traffic in the area beyond the capacity of existing streets and highways.
Customer base will be mostly people who are already out shopping in the area.
4. Describe how and why the proposed conditional use will not be materially detrimental to the public health, safety and general welfare, or injurious to the property or improvements in such vicinity and zone in which the property is located.
The goods and services available will not have a materially detrimental affect to the safety and general welfare. The store and goods are not injurious to the property or environment in the vicinity and zone in which the property is located.

I, Sam Bradley, hereby acknowledge that the above information is true and correct.



Applicant Signature

09/15/2020

Date

Sam Bradley

Applicant Printed Name

APPEAL PROCEDURE: Any applicant or person claiming to be directly and adversely affected by any action of the Planning Commission may, within ten (10) days after said action, file a written appeal along with the appropriate fee, with the City Clerk for transmittal to the City Council. Said appeal shall stay the issuance of any permits in connection with the action, pending the decision of the City Council. Upon the receipt of an appeal, the City Council shall, after receiving a report from the Planning Commission, and after at least one (1) Public Hearing, render a decision sustaining, amending, or overruling the Planning Commission action.

Portfolio of Current Therapy Store Locations

Downtown Campbell

347 E. Campbell Ave

Campbell, CA, 95008

SQ FT: 2,400



Downtown Mountain View

250 Castro St.

Mountain View, CA, 94041

SQ FT: 3,200



Downtown Burlingame

1348 Burlingame Ave

Burlingame, CA, 94010

SQ FT: 1,800



Mission District

545 Valencia St

San Francisco, CA, 94110

SQ FT: 1,600



Solano Avenue District

1575 Solano Ave

Albany, CA, 94707

SQ FT: 1,100



Elmwood District

2951 College Ave

Berkeley, CA, 94705

SQ FT: 1,500



Laurel District

3471 MacArthur Blvd

Oakland, CA, 94619

SQ FT: 4,500



Main Street Pleasanton

525 Main St.

Pleasanton, CA, 94566

SQ FT: 1,400



Downtown Livermore

2200 1st St

Livermore, CA, 94550

SQ FT: 2,200



Folsom Historic District

728 Sutter St

Folsom, CA, 95630

SQ FT: 1,450



St. John's District

8641 N. Lombard St

Portland, OR, 97203

SQ FT: 2,100

