



*“Placerville, a Unique Historical Past Forging into a Golden Future”*

**DEVELOPMENT SERVICES DEPARTMENT  
MEMORANDUM**

Date: November 17, 2020

To: Planning Commission

From: Andrew Painter, City Planner

Subject: Item 6 of the November 17, 2020 Planning Commission Regular Meeting:  
339 Main Street – Therapy Stores – Conditional Use Permit (CUP) 20-04 & Site  
Plan Review (SPR) 20-04 APN 001-212-005, 001-212-006

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At the Planning Commission’s November 3, 2020 Regular Meeting, the Commission continued the project request, 339 Main Street – Therapy Stores – CUP20-04 & SPR20-04, to their Regular Meeting of November 17, 2020. The continuation was granted to allow staff to address comments received on October 30, 2020 from Mr. Patrick M. Soluri, of Soluri Meserve. Previously distributed for the November 3, 2020 meeting were the project staff report, applicant submittal documents and public comments received up to 5:00 p.m., October 28, 2020.

The following documents are provided and entered into the public record:

- Attachment A: City Attorney, John Driscoll’s response to Mr. Soluri’s October 30, 2020 comments.
- Attachment B: CUP20-04 and SPR20-04 applicant’s completed Environmental Information Form.
- Attachment C: Public comments received after 5:00 p.m., October 28, 2020 up to 2:00 p.m., November 12, 2020.

**Attachment A**

City Attorney, John Driscoll's response to Mr. Soluri's October 30, 2020 comments



## City of Placerville

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3101 Center Street, Placerville, CA 95667  
(530) 642-5200

### ADDENDUM TO STAFF REPORT

Date: November 12, 2020

To: City of Placerville Planning Commission

Cc: Cleve Morris, City Manager

From: John Driscoll, City Attorney  
Pierre Rivas, Development Services Director

Subject: 339 Main Street - CUP20-04 / SPR 20-04 - Therapy Stores

Shortly before the last scheduled hearing on this matter, Staff received a letter on behalf of the Placerville Downtown Association (PDA) from its attorney Patrick Soluri, dated October 30, 2020. This memo represents Staff comments with respect to the letter.

The letter argues that the Planning Commission should not just examine the exterior design of the building but rather look at the underlying use of the property as a Formula Business and deny the conditional use permit (CUP). In support of this contention, PDA cites general land use law relating to CUP's. It is not the City's position that the Planning Commission can only look at the site plan review aspects of the application rather it also must determine that the use is desirable to the public convenience, in harmony with elements or objective of the general plan and not detrimental to surrounding property. If the Commission cannot make these findings, it cannot grant the CUP and the site plan review becomes irrelevant.

In support of the argument that the Commission should not grant the CUP, PDA refers to Ordinance 1597, known as the Formula Business Ordinance (the Ordinance), the letter cites the following section of the preamble to the Ordinance:

... "certain Formula Business establishments do not reflect the unique character of the community and the Central Business District in that they offer standardized architecture, use, and character identical to similar Formula Businesses located in other communities"

The letter argues that based on the above quoted language that “a Formula Business may be inconsistent with the character of the community as a land use”. While Mr. Soluri uses the word “may,” he does not elaborate on why the applicant’s proposed project is inconsistent. As will be discussed below, the proposed use is clearly not inconsistent with the character of the community.

The key word in the section quoted above is “certain”. The clear inference is that not all Formula Businesses fail to reflect the unique character of the community. The CBD had and has many Formula Businesses. The applicant would not be the only Formula Business in the CBD as Starbucks’, Quizno’s, Mr. Pickles, Round Table, River City Bank, Century 21, Bank of America, and True Value Hardware; and including others that have either been located in the CBD or are currently in the CBD.

The Ordinance is directed at regulating those operational aspects and appearances of Formula Businesses which do not reflect the character of the CBD. The Ordinance does not prohibit Formula Businesses but rather is designed to ensure that, if allowed, they are compatible and in character with the CBD. To deny a CUP just because a business meets the definition of a Formula Business would be arbitrary and capricious and not the intent of the Ordinance.

A closer look at the Ordinance belies PDA’s contention as to the intent of the Ordinance. While, the Ordinance did add a requirement that a Formula Business had to obtain a CUP to operate in the CBD, it also required that a Formula Business undergo a site plan review to insure compatibility in terms of design and architecture with the CBD. The term “use” in the portion of the Ordinance preamble quoted by Mr. Soluri is referring to operational uses. This is supported by the portion of the December 10, 2019 staff report quoted by Mr. Soluri wherein he states “the purpose of requiring a conditional use permit and a site plan review is to allow the City discretion over the business operation and the design and materials.” While the vast majority is directed at design, exterior, aesthetics and architecture, it can also regulate operational aspects of the use such as a “drive thru” window, for example.

To say the CUP should be denied simply because the retail store meets the definition of a Formula Business ignores the reality of the proposed use. The applicant’s use is that of a retail sales store which happens to meet the definition of a Formula Business. City Code Section 10-5-14(B)8 explicitly allows “retail sales” as a use allowed by-right. This use is compatible with many other stores in the CBD. In fact, applicant’s sales will include clothing, among other things, not unlike its predecessor, Combella’s, a retail clothing store. As stated previously, Formula Businesses are not prohibited in the CBD but rather to prevent from being out of character with the community, they are required to obtain a CUP and undergo site plan review.

Mr. Soluri cites, *Harris v. City of Costa Mesa*, (1994) 25 Cal. App. 4<sup>th</sup> 963 for the proposition that the Commission could deny the CUP just based on PDA's opposition. The *Harris* case involved a property owner whose property contained an 869 sq. foot residence and a small garage. The owner wanted to raze the garage and construct a two-story structure with a 3-car garage on the bottom and a 1,139 sq. foot apartment on the top floor. The apartment would have a balcony overlooking an adjacent alley with views into the backyards of six surrounding properties.

The property was in a neighborhood that was made up of smaller residences and did not have any two-story structures. The neighbors testified that the project was incompatible with the area in that because of its size (two-stories and the apartment was thirty percent larger than the primary residence), it overshadowed the neighborhood and its placement created a lack of privacy for neighboring properties. Interestingly, it was not the use as a residence that created the inconsistency with the neighborhood but rather it was the size and placement of the project. The project was so obviously out of character with the neighborhood that the court commented that expert testimony was not needed and comments by the neighbors were sufficient to determine that it was detrimental to the neighboring properties. In the applicant's case the opposition is not based on the appearance but the use as Formula Business retail sales store, an underlying use which is common to many businesses in the CBD. The detriment to other businesses in the CBD is left to conjecture and speculation.

Mr. Soluri also argues that the CUP should be denied because the City failed to perform an adequate environmental review because the applicant did not submit an environmental assessment with the application package. While it is obvious that the retail use would not have a significant effect on the environment, the first hearing on this matter was continued and the applicant was required to submit an environmental assessment which has now been done. Staff has done an environmental assessment and concluded there is no possibility of a significant effect on the environment.

Mr. Soluri then argues that City cannot rely on the "common sense" exemption, CEQA Guidelines Section 15601 (b)(3) in that the City has failed to demonstrate that "it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment".

This argument is primarily based on the fact that the applicant initially failed to submit an environmental assessment with the application. However, the applicant subsequently completed and submitted an environmental assessment and after reviewing it, staff still feels that the commonsense exemption is applicable for the reasons set forth in the staff report. Additionally, although not mentioned by Mr. Soluri, staff has cited two other applicable exemptions, existing facilities, and in-fill development projects.

However, Mr. Soluri goes on to raise the question as to whether the Therapy Stores, as a Formula Business, may lead to urban decay within the CBD. Mr. Soluri makes the argument that as Formula Business, the Therapy Stores will have an unfair advantage over smaller stores that may be forced to close.

There are several flaws in this argument. While Mr. Soluri cites the *Joshua* case for the proposition that urban decay is not just limited to “big-box” stores, *Joshua Tree Downtown Business Alliance v. County of San Bernardino* (2016) 1 Cal App. 5<sup>th</sup>, 677, 689. The store in that case was approximately 9,100 square feet. The Therapy Store is approximately less than half that size with only 2,000 square feet of retail sales and 1,900 square feet of storage, and as was the case in *Joshua*, there is no evidence to suggest the store will have a negative economic effect on the community.

As the Court in *Joshua* said, “Economic and social impacts of proposed projects, therefore are outside of CEQA’s purview”. Only when a project “could result in a reasonably foreseeable environmental impact such as urban decay or deterioration, then.... the lead agency is obligated to assess this indirect environmental impact.” *Joshua* at 684-685. The fact that big-box retail stores may drive smaller retailers out of business is not covered by CEQA. Only if the loss of business affects the physical environment by causing or increasing urban decay will CEQA be engaged. *Joshua* at 685.

The *Joshua* Court then went on to endorse a rather lengthy but informative definition of urban decay:

“[U]rban decay is defined as, among other characteristics, visible symptoms of physical deterioration that invite vandalism, loitering, and graffiti that is caused by a downward spiral of business closures and multiple long-term vacancies. This physical deterioration to properties or structures is so prevalent, substantial, and lasting for a significant period of time that it impairs the proper utilization of the properties and structures, or the health, safety, and welfare of the surrounding community. The manifestations of urban decay include such visible conditions as plywood-boarded doors and windows, parked trucks and long term unauthorized use of the properties and parking lots, extensive gang and other graffiti and offensive words painted on buildings, dumping of refuse on site, overturned dumpsters, broken parking barriers, broken glass littering the site, dead trees and shrubbery together with weeds, lack of building maintenance, abandonment of multiple buildings, homeless encampments, and unsightly and dilapidated fencing.” *Joshua* at 473

The Court then examined the evidence regarding urban decay and said:

Members of the public may ... provide opinion evidence where special expertise is not required. [Citations.]” (1 Kostka & Zischke, *supra*, § 6.42, p. 6-46.2.) However, “[i]nterpretation of technical or scientific information requires an expert evaluation. Testimony by members of the public on such issues does not qualify as substantial evidence. [Citations.]” (*Id.* at p. 6-47.) “[I]n the absence of a specific factual foundation in the record, dire predictions by nonexperts regarding the consequences of a project do not constitute substantial evidence. [Citations.]” (*Gentry v. City of Murrieta, supra*, 36 Cal.App.4<sup>th</sup> at p. 1417). *Joshua* at 477

The Court further opined that a new store could draw more shoppers into the area and that some would make a purchase at an established local store instead of or in addition to a purchase at the new store. The Court concluded as follows:

“Even more important, the mere fact that a new store might cannibalize part of other stores' sales does not mean that urban decay would result. Common sense alone tells us nothing about the *magnitude* of this effect. The other stores might be able to continue in business. If worse came to worst and they went out of business, a more efficiently run store of the same type or a different type of store might move in. The property might be turned to an entirely different use, such as office or residential. And even if a handful of properties were to remain permanently vacant, the result would not necessarily be the kind of change to the physical environment that implicates CEQA”. *Joshua* at 477-478

The significance of the Court’s comments is that it is clear that the project, simply because it meets the definition of a Formula Business, could not result in a reasonably foreseeable environmental impact such as urban decay.

There is one other case that staff would like to bring to the Commission’s attention and this case deals specifically with urban decay and downtown Placerville. The case, *Placerville Historic Preservation League v. Judicial Council of California*, (2017) 16 Cal. App. 5<sup>th</sup> 187 (the *League*), involves the EIR for the removal of the courthouse from the City’s downtown CBD to the outskirts of the City. The case is important in its discussion of substantial evidence of urban decay and urban decay in downtown Placerville.

In the *League* case, numerous comments were submitted by local residents with respect to the relocation of the Courthouse. The court held that “While these comments provide credible grounds for concern that relocation will constitute a hardship for some local businesses, this is an insufficient basis to support a conclusion that relocation threatens urban decay”. *League* at 199.

Regarding urban decay in the commercial downtown district, the court had these comments, and while they relate to the relocation of the courthouse, they are equally applicable to the project before the Commission:

“Initially, there is no reason to *presume* that urban decay would be a consequence of the project. As defined by CEQA, urban decay is a relatively extreme economic condition. In a dynamic urban environment, including that of a small city such as Placerville, change is commonplace. In the absence of larger economic forces, urban decay is not the ordinary result. On the contrary, businesses and other activities come and go for reasons of their own, without necessarily affecting the overall health of the economy. As noted above, one commenter told the Judicial Council that 38 businesses had closed in the downtown area in the past three years. This suggests the district possesses the economic vitality to tolerate significant turnover without suffering the type of physical deterioration characteristic of urban decay.” League at 197

In light of all of the above, staff recommends that the Commission adopt the recommended action in the staff report.

**Attachment B**

CUP20-04 and SPR20-04 applicant's completed Environmental Information Form



# City of Placerville

Development Services Department  
3101 Center Street  
Placerville, California 95667

TO: All Applicants of Discretionary Permits

FROM: Development Services Department  
City of Placerville, California

**SUBJECT: ENVIRONMENTAL ASSESSMENT PROCESS**

Pursuant to a State Supreme Court ruling dated September 21, 1972, all discretionary permits such as subdivisions, Conditional Use Permits, Variances and Site Plan Reviews are subject to an Environmental Assessment and an Environmental Impact Report may be required as mandated by legislature in the California Environmental Quality Act (CEQA) of 1970, as amended.

An EIR may not be used as an instrument to rationalize approval of a project, nor do indications of adverse impact as enunciated in an EIR require that a project be disapproved--public agencies retain existing authority to balance environmental objectives with economic and social objectives.

The procedures outlined below set forth the various review steps necessary in the environmental review process. This procedure generally takes 21 to 120 days but could be longer, depending upon the complexity of the project.

In order to judge whether a project may have a significant impact, you must complete an Environmental Assessment Application. The authority to require an Environmental Assessment is set forth in CEQA and the City of Placerville Guidelines.

CD-021-P  
01/17

## APPLICABILITY

For any project which requires a discretionary action by the City of Placerville, an Environmental Assessment is required.

## EXEMPTION/REVIEW

Applicant shall submit the attached Environmental Assessment Application if the project requires a discretionary permit. The Environmental Quality Officer or his representative will check for completeness and will complete a Preliminary Assessment of Environmental Impact. The Environmental Quality Officer will make one of the following recommendations to the Planning Commission or City Council responsible for approving the project.

1. The project is statutorily or categorically exempt and does not, by nature of location or cumulative effect, have a significant impact on the environment (no EIR required). (No action required.)
2. The project will not have a significant impact on the environment and that a Negative Declaration be filed for the application (no EIR required).
3. The project may have a significant effect on the environment but mitigation measures have been included to reduce environmental effects to a less than significant level.
4. The project may have a significant impact on the environment and that the applicant prepares a Draft Environmental Impact Report (DEIR).

The Environmental Quality Officer, after the above determination is made, shall file said determination at the County Clerk's Office and file said determination with the Official Files of the Planning Commission. Public review periods of 21 days shall be provided before scheduling said environmental assessment before the Planning Commission. When an environmental assessment is submitted to the State Clearinghouse for review by state agencies, the public review period shall be 30 days.

The Planning Commission or City Council responsible for approving the project will review the Environmental Assessment Application and the Environmental Quality Officer's report and take action by approving or denying one of the four recommendations stated above.

The above process is intended to be only a brief summary of the Environmental Review Process. Greater detail of the procedures is set forth in the California Environmental Quality Act and the City of Placerville Environmental Procedures Manual.

## **GENERAL PROJECT INFORMATION**

You will be asked to give a brief description of the proposed project, brief legal description of property involved in the project including a 1"=400'-scale drawing with the project boundaries plotted, and a brief description of project location. Zoning information is available at the City Planning Division, at 530-642-5252. Topographic information is available from the City Engineering Division, at 530-642-5250.

## **ENVIRONMENTAL ASSESSMENT FORM**

You will be asked to respond to a series of statements to be completed, questions to be answered, and quantitative data to be provided, regarding the impact of the proposed project upon the environment. If the information requested does not apply to the project, insert a N/A (not applicable) in the space provided. If you have questions please contact the Environmental Quality Officer (E.Q.O.), Development Services Department. After completing Environmental Assessment form, submit it to the E.Q.O. for review.

See next page

File Number: CUP20-04, SPR20-04

Date Filed: November 2, 2020

CITY OF PLACERVILLE

ENVIRONMENTAL INFORMATION FORM

(To Be Completed By Applicant)

This form is required to be completed, returned and accepted as complete by the City prior to the application for the project is determined complete.

A. GENERAL INFORMATION

Project Title or

Name: Therapy Stores

City: Placerville

Name of Owner: Jing Chen & Wayne Whelan Telephone: 415.999.6509

Address: 347 E Campbell Ave, CA 95008

Name of Architect, Engineer or Designer: Samuel C Bradley

Address: P.O. Box 87 Greenwood, CA 95635 Telephone: 530.308.3706

Project Location: 339 Main Street

Assessor's Parcel Number(s): 001-212-05 & 001-212-06

General Plan Designation: Commercial TI

Zoning: CDB

Property size

Gross (sq. ft./acre): .07 AC

Net (sq. ft./acre) (total minus areas of public streets and proposed dedications) : .061 AC

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Please answer all of the following questions as completely as possible.

B. PROJECT DESCRIPTION

1. Type of project and description: Formula Business CUP, see Placerville Narrative

2. What is the number of units/parcels proposed? one existing unit

3. What is the gross number of units per acre? .06

4. Site Size: .07 AC

5. Square footage of each use: existing 2016 mercantile, existing 1913 storage

6. Number of floors of construction: existing 2 story building

7. Amount of off-street parking provided: existing 2 stalls

8. Attach plans showing streets, utilities, existing and proposed contours (grading), drainage, all existing large trees (24" in circumference), existing and proposed buildings surrounding uses and/or buildings, landscape areas, parking areas, driveways, pedestrian walkways, exterior lighting, trash collection area, sign locations.

9. Proposed scheduling: painting facade within 1 month of approval of CUP

10. If residential, include the number of units, schedule of unit sizes, range of sale prices or rents, and type of household size expected: N/A
11. If commercial, indicate the type, whether neighborhood, city or regionally oriented, square footage of sales area, and loading facilities: (E) 2016 SF of sales area, no loading
- 
12. If industrial, indicate type, estimated employment per shift, and loading facilities  
N/A
- 
13. If institutional, indicate the major function, estimated employment per shift, estimated occupancy, loading facilities, and community benefits to be derived from the project: N/A
14. If the project involves a variance, conditional use or rezoning application, state this and indicate clearly why the application is required: Formula Business
15. Provide an analysis of traffic generated by the project and how it will impact existing traffic. Existing use of building will remain the same, no increased traffic flow
16. If the project is in a location of known mining activity, a complete geological analysis shall be submitted. N/A

Are the following items applicable to the project or its effects? Discuss below all items checked yes (attach additional sheets as necessary).

- |   | YES                      | NO                                  |
|---|--------------------------|-------------------------------------|
| 17. Change in existing features of any hills or substantial alteration of ground contours.                  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 18. Change in scenic views or vistas from existing residential areas or public lands or roads.              | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 19. Change in pattern, scale or character of general area of project.                                       | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 20. Significant amounts of solid waste or litter.   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 21. Change in dust, ash, smoke, fumes or odors in vicinity.   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 22. Change lake, stream or ground water quality or quantity, or alteration of existing drainage patterns.   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 23. Substantial change in existing noise or vibration levels in the vicinity.                               | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 24. Site on filled land or on slope of 10 percent or more.  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 25. Use of disposal of potentially hazardous materials, such as toxic substances, flammables or explosives. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

- 26. Substantial change in demand for municipal services (police, fire, water, sewage, etc.).
- 27. Substantially increase fossil fuel consumption (oil, natural gas, etc.)
- 28. Is this project part of a larger project or series of projects.

**ENVIRONMENTAL SETTING**

29. Describe the project site as it exists before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects. Describe any existing structures on the site, and the use of the structures. Attach photographs of the site. Snapshots or Polaroid photos will be accepted. \_\_\_\_\_  
 Project site will remain the same, only painting and new signage on building, see plans

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30. Describe the surrounding properties, including information on plants and animals and any cultural, historical or scenic aspects. Indicate the type of land use (residential, commercial, etc.), intensity of land use (one-family, apartment houses, shops, department stores, etc.), and scale of development (height, frontage, setback, rear yard, etc.). Attach photographs of the vicinity. Snapshots or Polaroid photos will be accepted. adjacent parcels are commercial with merchant type uses.

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**GEOLOGY AND SOILS**

31. Identify the percentage of land in the following slope categories: (The applicant may wish to submit a map showing slopes.)  
 100% 0 to 10% \_\_\_ 11 to 15% \_\_\_ 16 to 20% \_\_\_ 21 to 29% \_\_\_ 30 to 35% \_\_\_ Over 35
32. Have you observed any building or soil settlement, landslides, rock falls mining or avalanches on this property or in the nearby surrounding area? N/A  
 If yes, please explain: \_\_\_\_\_
33. Describe the amount of cut and fill necessary for the project: N/A

**DRAINAGE AND HYDROLOGY**

34. Is the project located within a flood plain? If so, describe and show area subject to flooding on a map. N/A
35. What is the distance to the nearest body of water, stream or year round drainage channel? Name of the water body: ~136 ft hanatown creek behind parking garage
36. Will the project result in the direct or indirect discharge of silt or any other particles in noticeable amounts into any streams? No
37. Will the project result in the physical alteration of a natural body of water or drainage way? If so, in what way? No
38. Does the project area contain any wet meadows, marshes or other perennially wet areas? No **If so, delineate this area on Site Plan.**

**VEGETATION AND WILDLIFE**

- 39. What is the predominant vegetative cover on the site (trees, brush, grass, etc.)? Estimate percentage of each: N/A, concrete \_\_\_\_\_
- 40. How many trees of 7.5-inch diameter or 20 feet high will be removed when this project is implemented? None \_\_\_\_\_

**FIRE PROTECTION**

- 41. What is the nearest emergency source of water for fire protection purposes? (Hydrant, pond, etc.):  
Fire Hydrant \_\_\_\_\_
- 42. What is the distance to the nearest fire station? 584.12 FT \_\_\_\_\_
- 43. Will the project create any dead-end roads greater than 300 feet in length? No \_\_\_\_\_
- 44. Will the project involve the burning of any material, including brush, trees and construction materials? No \_\_\_\_\_

**NOISE**

- 45. Is the project near a heavy commercial area, industrial area, freeway or major highway? If so, how far? No \_\_\_\_\_
- 46. What types of noise would be created by the establishment of this land use, both during and after construction? None \_\_\_\_\_

**AIR QUALITY**

- 47. Would any noticeable amounts of air pollution, such as smoke, dust or odors be produced by this project? No \_\_\_\_\_

**WATER QUALITY**

- 48. What is the proposed water source: \_EID  City of Placerville \_Well \_Other
- 49. What is the water use? (residential, agricultural, industrial or commercial): Commercial

**HAZARDS**

- 50. Is the site listed on California Environmental Protection Agency's Hazardous Site List? No \_\_\_\_\_  
If yes, what is the regulatory identification number: -- \_\_\_\_\_  
Date of list: -- \_\_\_\_\_

**AESTHETICS**

- 51. Will the project obstruct scenic views from existing residential areas, public lands, public bodies of water or roads? No \_\_\_\_\_

**ARCHAEOLOGY/HISTORY**

- 52. Do you know of any archaeological or historical areas within the boundaries or adjacent to the project? (example: Indian burial grounds, gold mines, etc.): No

**SEWAGE**

53. What is the proposed method of sewage disposal? N/A  
\_Septic System City Sewer \_Other: \_\_\_\_\_
54. Would the project require a change in sewage disposal methods from those currently used in the vicinity? No

**TRANSPORTATION**

55. Will the project create any traffic problems or change any existing roads, highways, or existing traffic patterns? No \_\_\_\_\_
56. Will the project reduce or restrict access to public lands, parks or any public facilities? No
57. Will the project change the L.O.S. on any existing roads? No

**GROWTH INDUCING IMPACTS**

58. Will the project result in the introduction of activities not currently found within the community? No \_\_\_\_\_
59. Could the project serve to encourage development of presently undeveloped areas, or increases in development intensity of already developed areas (examples: include the introduction of new or expanded public utilities, new industry, commercial facilities or recreation activities)? No
60. Will the project require the extension of existing public utility lines? \_\_\_If So, identify and give distances: No \_\_\_\_\_

**GENERAL**

61. Will the project involve the application, use or disposal of potentially hazardous materials, including pesticides, herbicides, other toxic substances or radioactive material? No \_\_\_\_\_
62. Will the proposed project result in the removal of a natural resource for commercial purposes (including rock, sand, gravel, trees, minerals or top soil)? No \_\_\_\_\_
63. Could the project create new, or aggravate existing health problems (including, but not limited to flies, mosquitoes, rodents and other disease vectors)? No \_\_\_\_\_
64. Will the project displace any community residents? No

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Discuss any yes answers to the previous questions, use additional sheets if necessary.

**MITIGATION MEASURES**

Proposed mitigation measures for any of the above questions where there will be an adverse impact, use additional sheets if necessary: N/A \_\_\_\_\_

**CERTIFICATION**

I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

11/2/2020  
\_\_\_\_\_

Date



\_\_\_\_\_  
Signature

CD-021-P  
01.17

For \_\_\_\_\_

**Attachment C**

Public comments received after 5:00 p.m., October 28, 2020 up to 2:00 p.m., November 12, 2020.



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

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**Please advise: Regarding our wonderful Main Street**

1 message

**Adrienne Beatty** <panicandswoon@gmail.com>

Fri, Oct 30, 2020 at 9:41 AM

To: msaragosa@cityofplacerville.org, cmorris@cityofplacerville.org, pv.planning@gmail.com, privas@cityofplacerville.org, ktaylor@cityofplacerville.org, jdriscoll@cityofplacerville.org

Dear Mayor Saragosa and the planning commission and City Attorney John Driscoll,

I really enjoyed the meeting last night and can assure you I will be at many more to come.

But I am also left pretty confused.

Walmart aside - which was an odd tangent that is incomparable to our central biz district and historic Main Street- What is the actual language in the ordinance about chains and formulas in our central business district ? How has a chain or formula store from an outside area never been on Main before like this and why is it happening now? How is that allowed to happen? How can Sourdough have a lawsuit but this can push through in the meantime, setting a NEW precedent of its own even if sourdough loses the suit? I cannot describe to you you the hundreds of comments and messages I've gotten due to my social media posts (mostly via Instagram) on this subject from people in our city who didn't think having a chain like this, especially from elsewhere, was possible. I could show you my backlog of messages. Then I hear one thing from Dave Machado, another thing from older merchants on Main, and another thing from Sue Taylor. I am not aligned with any of these people. I am doing this alone and out of protectiveness of my beloved hometown and Main Street. I am looking for guidance on how to prevent this chain and future chains from possibly being the detriment of our town.

It's such a terrible week in time for this to go down. Again I ask that you reconsider the planning commission's meeting and public hearing date so that our already overwhelmed locals can have the wherewithal and understanding to tune in that important night and weigh in the future of Placerville and formula stores on main. Election night is really an amazingly inconvenient and unfair time to hold a " public hearing ". The voice of the city and locals will not weigh in at full if it goes as scheduled on November 3rd. People are already too worried, busy, thoughts focused not on this matter but on the future of our country. It doesn't seem fair to the historic city of Placerville to schedule it that crucial eve. Don't you want what is the interest of the PEOPLE of Placerville? Doesn't the community's voice actually matter? I think if it truly does matter to you, rescheduling would be extremely wise.

Also- I don't think the planners nor the city council understand the scope of this chain and how very much product they carry in their stores. If they go on to open 15-30 more west coast stores, how will that change how tourists see Placerville with this large of a chain in it? Have any of you ever been to a few Therapys? Well I have. I know their scope and scale. Isn't it shooting ourselves in the future foot when so many small towns will go the way of corporate and chains and all have a homogenized, similar feel in ten years? Wouldn't being the town that stands out in 10-15 years be an economic goal? To be regarded as a treasure and so valuable in its uniqueness and singular shops and restaurants that people are eager to stop and feel the difference? Don't other very successful and thriving downtown tourist areas follow this model with protections in place from this happening? I'm truly baffled and interested to know the language as it stands in whatever ordinance holds to NOW as to how this is being allowed to happen as well as why for the first time in history this is happening here. Name another chain this big from a different region that this has ever been allowed to be on Main. Also, wouldn't economic "blight" be considered even more probable during a pandemic year?

Adrienne L Beatty  
Owner, Panic & Swoon  
Instagram.com/panicandswoon  
Panicandswoon.co



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

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**Preserve Main Street**

1 message

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**Rose Chilcoat** <rchilcoat@netzero.com>  
To: pv.planning@gmail.com

Wed, Oct 28, 2020 at 7:34 PM

To Whom it May Concern: it has come to my attention that the Planning Commission is doing some "sneaky" business which seems very "unethical."

The small businesses on Main Street have put in their blood, sweat and tears to run successful businesses. During a year that has seen closures due to Covid, threats of rioting, power outages and more they should be able to count on their City to have their back.

But it appears the City has visions of \$ signs in their eyes. Why just today I watched a video on Foothill 7 and Saragossa spoke of how happy he was that sales tax revenue is up from this same time period last year. I guess that's not enough for some people.

The residents of Placerville are requesting a one year moratorium on any and all formula businesses taking up residence on Main Street.

If we wanted to live in a place like Folsom we would move down the hill. Keep our town and Main Street the way it is!

Thank you,  
Rose Chilcoat  
President, EDC Republican Women Federate

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Justices: We're Not Getting Involved in Pennsylvania

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2dc41ca2a235650st02vuc1>

Rare Hurricane Strikes the US

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2de380b2a235650st02vuc2>

Florida Man Kept the Governor From Voting

<http://thirdpartyoffers.netzero.net/TGL3241/5f9a2a2ee91e2a235650st02vuc3>



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

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**November 3, 2020 Planning Commission Meeting Agenda Item # 4**

1 message

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**Tom Cumpston** <pracumpston@gmail.com>

Sun, Nov 1, 2020 at 10:11 PM

To: pv.planning@gmail.com

Cc: bryanchase85@gmail.com, pdaonmainstreet@gmail.com

Dear Planning Commission -

The public review packet for the above-named agenda item includes a letter from "the Elected [sic] Board of Directors representing the Placerville Downtown Association," opposing the Conditional Use Permit and Site Plan Review at issue.

The authors' artful wording might leave you with the false impression that they are speaking on behalf of the PDA. They are not. I am a PDA member in good standing and can therefore tell you that this three-person rump PDA Board neither sought nor received their members' approval for this communication.

I view their letter as invalid, unauthorized, and yet another embarrassing example of the dysfunctional organization the PDA has become. These three individuals are certainly entitled to their opinions (even those they mischaracterize as "FACTS" in their letter), but they are not entitled to pretend that they are speaking on behalf of anyone or anything but themselves.

Thank you for your consideration.

Tom Cumpston  
Law Office of Thomas D. Cumpston  
263 Main Street, Level 2



tel: 916.455.7300 · fax: 916.244.7300  
510 8th Street · Sacramento, CA 95814

October 30, 2020

**SENT VIA EMAIL ([pv.planning@gmail.com](mailto:pv.planning@gmail.com))**

Honorable John List, Chair  
Placerville Planning Commission  
Development Services Department Division  
3101 Center Street, 2<sup>nd</sup> Floor  
Placerville, CA 95667

**RE: Conditional Use Permit 20-04, Site Plan Review 20-04  
Therapy Stores**

Dear Chair List and Members of the Planning Commission:

These comments are submitted on behalf of our client, the Placerville Downtown Association (“PDA”). PDA is a California a non-profit entity that includes 39 members with the mission to “enhance and promote business on Main Street through special events and activities that attract visitors to the historic downtown business district.” Consistent with its mission, PDA submits the following comments on the requested conditional use permit (“CUP”) 20-04 and Site Plan Review (“SPR”) 20-04 authorizing a Therapy Stores location (“Project”) in the City’s historic central business district (“CBD”).

PDA opposes the Project, and respectfully requests that the Planning Commission exercise its discretionary authority to deny the Project. Even if the Planning Commission is inclined to approve the Project, it may not lawfully do so without an environmental assessment or based on the “common sense” exemption from CEQA review.

**1. The Planning Commission Should Exercise Its Discretionary Authority to Deny the Requested CUP**

The Project requires a CUP specifically because Therapy Stores is a “formula business” under the City’s General Plan Development Guide and Zoning Code. The City defines a formula business as one having five or more locations. (City Code, § 10-1-4.) There are eleven Therapy Store locations presently operating, and the proposed Project would be the 12<sup>th</sup> location. The use being requested is therefore unquestionably a formula business and requires a discretionary approval from the City.

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It is first necessary to address some apparent confusion regarding the City authority to deny CUPs, and CUPs for formula business in particular. It is well settled in California that CUPs are subject to denial by a local agency. (*BreakZone Billiards v. City of Torrance* (2000) 81 Cal.App.4th 1205, 1224 (*BreakZone*) [“[a] CUP is discretionary by definition”].) The City’s decision to deny the Project would be afforded great deference by a reviewing court. (Code Civ. Proc., § 1094.5(b).) The agency’s decision will be overturned only if no reasonable person would have reached the same conclusions. (*Harris v. City of Costa Mesa* (1994) 25 Cal.App.4th 963, 969 (*Harris*); *BreakZone, supra*, 81 Cal.App.4th at 1244.) A reviewing court presumes a city’s decision is correct, and will resolve all reasonable doubts in favor of the administrative findings and decision; the party challenging the decision bears the burden to demonstrate otherwise. (Evid. Code, § 664; see *Breneric Associates v. City of Del Mar* (1998) 69 Cal.App.4th 166, 175.)

The broad authority to approve or deny a CUP also applies to a request for a formula business under the City Code. We understand some have suggested that denial of a CUP for a formula business may only be based on the exterior design of the building and not the underlying use. This is incorrect. The City maintains discretion to deny a formula business based on considerations and impacts of the formula business as a land use itself. This authority is confirmed in Ordinance 1597 itself, which provides in relevant part:

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.

(Emphasis added.)

The above-emphasized language is critical because it confirms that a formula business may be inconsistent with the character of the community as a land use – and

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may be denied on that basis – separate from any consideration of design and architecture. In other words, the City’s discretionary authority over a CUP for a formula business is not somehow more limited than all other CUPs. (*People v. Canty* (2004) 32 Cal.4th 1266, 1280 (“[i]n considering the purpose of legislation, statements of the intent of the enacting body contained in a preamble, while not conclusive, are entitled to consideration” and thus “properly may be utilized as an aid in construing a statute”); see also *Khan v. Los Angeles City Employees' Retirement System* (2010) 187 Cal.App.4th 98, 119 (“legislative intent clearly expressed in the preamble”).)

While the City’s legislative intent in adopting Ordinance 1597 is clear and controlling, it might nevertheless be reassuring that a recent City Council staff report reiterated the broad scope of the City’s review and approval authority for a formula business CUP:

The purpose of requiring a conditional use permit and a site plan review is to allow the City ***discretion over the business operation*** and the design, architecture, and materials of the proposed formula business/development.

(City Council meeting dated December 10, 2019, agenda item 12.3 (emphasis added).)

It is therefore beyond any reasonable debate that the Planning Commission may deny the requested formula business CUP as a land use. Further, the law is settled that only ***one reason*** is required to justify that denial. (*Desmond v. County of Contra Costa* (1993) 21 Cal.App.4th 330, 336-337.) *Desmond* explains with clarity:

Because we are reviewing a *denial* of a requested land use permit, it is not necessary to determine that *each* finding by the Board was supported by substantial evidence. As long as the Board made a finding that any one of the necessary elements enumerated in the ordinances was lacking, and this finding was itself supported by substantial evidence, the Board’s denial of appellant’s application must be upheld.

(*Id.* at 336-337 [italic in original]; see also *Saad v. City of Berkeley* (1994) 24 Cal.App.4th 1206, 1213 [inadequacy of a single finding does not undermine denial of permit when other adequate findings were made].) What is more, a single finding to deny a CUP may be based solely on neighborhood opposition. The court in *Harris* explains:

“It is ***appropriate and even necessary*** for the [agency] to consider the interest of neighboring property owners in reaching a decision whether to

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grant or deny a land use entitlement, and the opinions of neighbors may constitute substantial evidence on this issue.”

(*Harris, supra*, 25 Cal.App.3d at 973, emphasis added; *Dore v. County of Ventura* (1994) 23 Cal.App.4th 320, 328-329.) Many neighboring property owners have already reached out to the City, explaining that a formula business does not reflect the unique character of the community and desired aesthetic ambience of the CBD. The PDA, representing its 39 members, affirms this position.

Finally, denial of a CUP based on consideration of character is allowed despite a project’s “technical compliance” with the City’s Zoning Code, General Plan or other planning documents. (*Desmond, supra*, 21 Cal.App.4th 330 at 338.) The *Desmond* decision explains:

This finding of unsuitability to the character of the surrounding neighborhood is sufficient by itself to support the denial of appellants’ application for a land use permit. (*Guinnane v. San Francisco City Planning Com., supra*, 209 Cal.App.3d at pp. 740-743 [local agency denied permit on basis of finding that large size of house was “not in character” with surrounding neighborhood even though in technical compliance with zoning and building codes; upheld].)

(*Ibid.*)

In short, the Planning Commission is vested with wide discretion to approve or deny the requested CUP based on broad considerations of public welfare and character of the Project in relation to its setting. Only one reason is necessary to deny the Project, which can be supplied by public opposition and will be upheld by a reviewing court unless no reasonable person could reach the same conclusion. We urge the Planning Commission to carefully consider these issues and deny the requested CUP for a formula business at this location.

## **2. The City Has Failed to Perform Adequate Environmental Review**

### **A. The application is incomplete and must be remanded back to staff.**

As established above, approval of the requested CUP is unquestionably a discretionary action triggering review under the California Environmental Quality Act (“CEQA”) unless an exemption applies. In order to determine the proper level of CEQA review, or the applicability of an exemption, the City requires the applicant for every

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discretion action to prepare and submit an environmental assessment along with the application package submittal. To wit:

Requirements and procedures governing applications of Conditional Use Permits, Variances, Rezoning, General Plan Land Use Amendments, Tentative Subdivision or Parcel Maps, Preliminary Plan Check or Site Plan Review are summarized in Appendix “E” of this document. ***All of these applications require an Environmental Assessment . . .***

(Development Guide, p. III-1 (emphasis added).)

A request for a Conditional Use Permit includes a properly completed City of Placerville Planning Application, a properly completed Conditional Use Permit form, and fifteen (15) copies of the Plot Plan, a properly completed Environmental Assessment Forms Packet, and the required application fees.

(Development Guide, p. E-8.)

Any application for a discretionary permit must be accompanied by a properly completed ENVIRONMENTAL ASSESSMENT FORM, as indicated on the City of Placerville Planning Application.

(Development Guide, p. E-16.)

For any project which requires a discretionary action by the City of Placerville, an Environmental Assessment is required.

(Exhibit 1 (memo to “All Applicants of Discretionary Permits, p. 2.)

The City requires the applicant for every discretionary permit to complete the environmental assessments regardless of whether the discretionary action is ultimately determined to fall under a statutory or categorical exemption. The reason for this is obvious: information from the assessment may be relevant to determining whether a proposed project may fall outside of a particular categorical exemption due to the possibility of potential environmental impacts, unusual or unique circumstances, etc. (See *Salmon Protection & Watershed Network v. County of Marin* (2004) 125 Cal.App.4<sup>th</sup> 1098; *World Business Academy v. State Lands Commission* (2018) 24 Cal.App.5<sup>th</sup> 476, 491; CEQA Guidelines, § 15300.2.) Here, the applicant has failed to

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submit the required environmental assessment.<sup>1</sup> Accordingly, the application is not yet complete, and may not yet be acted on by the Planning Commission. The application must be remanded back to staff to consider information in the applicant's environmental assessment to determine whether CEQA review is required for the Project and, if so, the proper form of such review.

B. Reliance on a CEQA exemption is improper under the present facts.

According to the City's public notice for the Project, the City intends to rely on the so-called "common sense exemption" that applies only where "it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment." (CEQA Guidelines, § 15061, subd. (b)(3).) We respectfully submit that the City has failed to demonstrate the absence of impacts with this level of certainty.

"Whether a particular activity qualifies for the common sense exemption presents an issue of fact, and the agency invoking the exemption has the burden of demonstrating that it applies." (*Muzzy Ranch Co. v. Solano County Airport Land Use Commission* (2007) 41 Cal.4th 372, 386.) As explained above, the applicant has failed to prepare and submit a properly completed environmental assessment that the City requires to assess environmental impacts. The City cannot hide behind its failure to gather relevant data to study an impact – particularly where, as here, City policy is to mandate the collection of that very data. (*Sundstrom v. County of Mendocino* (1988) 202 Cal.App.3d 296, 311 (failure to gather data expands the scope of a fair argument of environmental impacts because the "agency should not be allowed to hide behind its own failure to gather relevant data").) Information from the environmental assessment may reveal that the common sense exemption is inapplicable, as well as the "existing facilities" and "in-fill" categorical exemptions newly-asserted in the staff report released today. (CEQA Guidelines, § 15300.2 9 (exceptions to categorical exemptions).)

Despite the City's failure to gather relevant data, nature of the Project and its proposed location implicates a serious question whether the proposed Therapy Stores formula business may lead to urban decay within the CBD. (*Joshua Tree Downtown Business Alliance v. County of San Bernardino* (2016) 1 Cal.App.5th 677, 689.) And while the majority of published cases concerning urban decay address so-called "big box" stores, the recent *Joshua Tree* decision confirms that consideration of urban decay is not limited to such instances. (*Id.* at 689.) As the Planning Commission knows full well, the unique character of the CBD is based on small, independent shops along Main street. A

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<sup>1</sup> See <https://evogov.s3.amazonaws.com/media/17/media/5792.pdf>

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large formula business such as Therapy Stores will have an unfair advantage over these much smaller stores that may be forced to close due to competition. Such long-term closures are the touchstone of urban decay. (*Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4<sup>th</sup> 1184, 1212.)<sup>2</sup>

In summary, consideration of the Project cannot be based on the “common sense exemption” and must be informed by adequate CEQA review including, at minimum, analysis of potential urban decay to the CBD. If the Planning Commission chooses to ignore the requirements of its own Development Guide and approves the Project based on the “common sense exemption,” PDA will be forced to file an appeal and retain its own expert who will be able to advise the City Council regarding the potentially significant impact of urban decay within the CBD resulting from the Project.

\* \* \*

We respectfully urge the Planning Commission to deny the requested CUP authorizing a formula business in the CBD. Alternatively, we ask the Planning Commission to remand the application back to staff for preparation of an adequate CEQA review document.

Thank you for your consideration.

Very truly yours,

**SOLURI MESERVE**  
A Law Corporation

By:   
Patrick M. Soluri

PS/wra

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<sup>2</sup> An alternative to long-term closures might be for the closed storefronts to be leased by additional formula businesses that could compete with Therapy Stores. This, of course, would further degrade the character of the CBD.



# City of Placerville

Development Services Department  
3101 Center Street  
Placerville, California 95667

TO: All Applicants of Discretionary Permits

FROM: Development Services Department  
City of Placerville, California

SUBJECT: Environmental Impact Report Guidelines

Pursuant to a State Supreme Court ruling dated September 21, 1972, all discretionary permits such as subdivisions, Conditional Use Permits, Variances and Site Plan Reviews are subject to an Environmental Assessment and an Environmental Impact Report may be required as mandated by legislature in the California Environmental Quality Act (CEQA) of 1970, as amended.

An EIR may not be used as an instrument to rationalize approval of a project, nor do indications of adverse impact as enunciated in an EIR require that a project be disapproved--public agencies retain existing authority to balance environmental objectives with economic and social objectives.

The procedures outlined below set forth the various review steps necessary in the environmental review process. This procedure generally takes 21 to 120 days but could be longer, depending upon the complexity of the project.

In order to judge whether a project may have a significant impact, you must complete an Environmental Assessment Application. The authority to require an Environmental Assessment is set forth in CEQA and the City of Placerville Guidelines.

## **ENVIRONMENTAL IMPACT EVALUATION PROCESS - SUMMARIZED**

### **APPLICABILITY**

For any project which requires a discretionary action by the City of Placerville, an Environmental Assessment is required.

### **EXEMPTION/REVIEW**

Applicant shall submit the attached Environmental Assessment Application if the project requires a discretionary permit. The Environmental Quality Officer or his representative will check for completeness and will complete a Preliminary Assessment of Environmental Impact. The Environmental Quality Officer will make one of the following recommendations to the Planning Commission or City Council responsible for approving the project.

1. The project is Statutorily or Categorically Exempt and does not, by nature of location or cumulative effect, have a significant impact on the environment (no EIR required). (No action required.)
2. The project will not have a significant impact on the environment and that a Negative Declaration be filed for the application (no EIR required).
3. The project may have a significant effect on the environment but mitigation measures have been included to reduce environmental effects to a less than significant level.
4. The project may have a significant impact on the environment and that the applicant prepare a Draft Environmental Impact Report (DEIR).

The Environmental Quality Officer, after the above determination is made, shall file said determination at the County Clerk's Office and file said determination with the Official Files of the Planning Commission. Public review periods of 21 days shall be provided before scheduling said environmental assessment before the Planning Commission. When an environmental assessment is submitted to the State Clearinghouse for review by state agencies, the public review period shall be 30 days.

The Planning Commission or City Council responsible for approving the project will review the Environmental Assessment Application and the Environmental Quality Officer's report and take action by approving or denying one of the four recommendations stated above.

The above process is intended to be only a brief summary of the Environmental Review Process. Greater detail of the procedures is set forth in the California Environmental Quality Act and the City of Placerville Environmental Procedures Manual.

### **GENERAL PROJECT INFORMATION**

You will be asked to give a brief description of the proposed project, brief legal description of property involved in the project including a 1"=400'-scale drawing with the project boundaries plotted, and a brief description of project location. Zoning information is available at the City Planning Division, at 530-642-5252. Topographic information is available from the City Engineering Division, at 530-642-5250.

### **ENVIRONMENTAL ASSESSMENT APPLICATION**

You will be asked to respond to a series of statements to be completed, questions to be answered, and quantitative data to be provided, regarding the impact of the proposed project upon the environment. If the information requested does not apply to the project, insert a N/A (not applicable) in the space provided. If you have questions please contact the Environmental Quality Officer (E.Q.O.), Development Services Department. After completing Environmental Assessment form, submit it to the E.Q.O. for review.

File Number: \_\_\_\_\_ Date Filed: \_\_\_\_\_

CITY OF PLACERVILLE

**ENVIRONMENTAL INFORMATION FORM**

(To Be Completed By Applicant)

This form is required to be completed, returned and accepted as complete by the City prior to the application for the project is determined complete.

**A. GENERAL INFORMATION**

Project Title or Name: \_\_\_\_\_

City: \_\_\_\_\_

Name of Owner: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Architect, Engineer or Designer: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Project Location: \_\_\_\_\_

Assessor's Parcel Number(s): \_\_\_\_\_

General Plan Designation: \_\_\_\_\_

Zoning: \_\_\_\_\_

Property size

Gross (sq. ft./acre): \_\_\_\_\_

Net (sq. ft./acre) (total minus areas of public streets and proposed dedications) : \_\_\_\_\_

\*\*\*\*\*

Please answer all of the following questions as completely as possible.

**B. PROJECT DESCRIPTION**

1. Type of project and description: \_\_\_\_\_

2. What is the number of units/parcels proposed? \_\_\_\_\_

3. What is the gross number of units per acre? \_\_\_\_\_

4. Site Size: \_\_\_\_\_

5. Square footage of each use: \_\_\_\_\_

6. Number of floors of construction: \_\_\_\_\_

7. Amount of off-street parking provided: \_\_\_\_\_

8. Attach plans showing streets, utilities, existing and proposed contours (grading), drainage, all existing large trees (24" in circumference), existing and proposed buildings surrounding uses and/or buildings, landscape areas, parking areas, driveways, pedestrian walkways, exterior lighting, trash collection area, sign locations.

9. Proposed scheduling: \_\_\_\_\_

10. If residential, include the number of units, schedule of unit sizes, range of sale prices or rents, and type of household size expected: \_\_\_\_\_

11. If commercial, indicate the type, whether neighborhood, city or regionally oriented, square footage of sales area, and loading facilities: \_\_\_\_\_

\_\_\_\_\_

12. If industrial, indicate type, estimated employment per shift, and loading facilities

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13. If institutional, indicate the major function, estimated employment per shift, estimated occupancy, loading facilities, and community benefits to be derived from the project:\_\_\_\_\_

14. If the project involves a variance, conditional use or rezoning application, state this and indicate clearly why the application is required:\_\_\_\_\_

15. Provide an analysis of traffic generated by the project and how it will impact existing traffic.

16. If the project is in a location of known mining activity, a complete geological analysis shall be submitted.

Are the following items applicable to the project or its effects? Discuss below all items checked yes (attach additional sheets as necessary).

	YES	NO
17. Change in existing features of any hills or substantial alteration of ground contours.	<input type="checkbox"/>	<input type="checkbox"/>
18. Change in scenic views or vistas from existing residential areas or public lands or roads.	<input type="checkbox"/>	<input type="checkbox"/>
19. Change in pattern, scale or character of general area of project.	<input type="checkbox"/>	<input type="checkbox"/>
20. Significant amounts of solid waste or litter.	<input type="checkbox"/>	<input type="checkbox"/>
21. Change in dust, ash, smoke, fumes or odors in vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
22. Change lake, stream or ground water quality or quantity, or alteration of existing drainage patters.	<input type="checkbox"/>	<input type="checkbox"/>
23. Substantial change in existing noise or vibration levels in the vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
24. Site on filled land or on slope of 10 percent or more.	<input type="checkbox"/>	<input type="checkbox"/>
25. Use of disposal of potentially hazardous materials, such as toxic substances, flammables or explosives.	<input type="checkbox"/>	<input type="checkbox"/>
26. Substantial change in demand for municipal services (police, fire, water, sewage, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
27. Substantially increase fossil fuel consumption (oil, natural gas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
28. Is this project part of a larger project or series of projects.	<input type="checkbox"/>	<input type="checkbox"/>

### ENVIRONMENTAL SETTING

29. Describe the project site as it exists before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects. Describe any existing structures on the site, and the use of the structures. Attach photographs of the site. Snapshots or Polaroid photos will be accepted. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

30. Describe the surrounding properties, including information on plants and animals and any cultural, historical or scenic aspects. Indicate the type of land use (residential, commercial, etc.), intensity of land use (one-family, apartment houses, shops, department stores, etc.), and scale of development (height, frontage, setback, rear yard, etc.). Attach photographs of the vicinity. Snapshots or Polaroid photos will be accepted. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### GEOLOGY AND SOILS

31. Identify the percentage of land in the following slope categories: (The applicant may wish to submit a map showing slopes.)  
\_\_\_ 0 to 10% \_\_\_ 11 to 15% \_\_\_ 16 to 20% \_\_\_ 21 to 29% \_\_\_ 30 to 35% \_\_\_ Over 35

32. Have you observed any building or soil settlement, landslides, rock falls mining or avalanches on this property or in the nearby surrounding area? \_\_\_\_\_  
If yes, please explain: \_\_\_\_\_

33. Describe the amount of cut and fill necessary for the project: \_\_\_\_\_

### DRAINAGE AND HYDROLOGY

34. Is the project located within a flood plain? If so, describe and show area subject to flooding on a map. \_\_\_\_\_

35. What is the distance to the nearest body of water, stream or year round drainage channel? Name of the water body: \_\_\_\_\_

36. Will the project result in the direct or indirect discharge of silt or any other particles in noticeable amounts into any streams? \_\_\_\_\_

37. Will the project result in the physical alteration of a natural body of water or drainage way? If so, in what way? \_\_\_\_\_

38. Does the project area contain any wet meadows, marshes or other perennially wet areas? \_\_\_\_\_ **If so, delineate this area on Site Plan.**

### VEGETATION AND WILDLIFE

39. What is the predominant vegetative cover on the site (trees, brush, grass, etc.)? Estimate percentage of each: \_\_\_\_\_

40. How many trees of 7.5-inch diameter or 20 feet high will be removed when this project is implemented? \_\_\_\_\_

**FIRE PROTECTION**

41. What is the nearest emergency source of water for fire protection purposes? (Hydrant, pond, etc.): \_\_\_\_\_
42. What is the distance to the nearest fire station? \_\_\_\_\_
43. Will the project create any dead-end roads greater than 300 feet in length? \_\_\_\_\_
44. Will the project involve the burning of any material, including brush, trees and construction materials? \_\_\_\_\_

**NOISE**

45. Is the project near a heavy commercial area, industrial area, freeway or major highway? If so, how far? \_\_\_\_\_
46. What types of noise would be created by the establishment of this land use, both during and after construction? \_\_\_\_\_

**AIR QUALITY**

47. Would any noticeable amounts of air pollution, such as smoke, dust or odors be produced by this project? \_\_\_\_\_

**WATER QUALITY**

48. What is the proposed water source:  EID  City of Placerville  Well  Other
49. What is the water use? (residential, agricultural, industrial or commercial): \_\_\_\_\_

**HAZARDS**

50. Is the site listed on California Environmental Protection Agency's Hazardous Site List? \_\_\_\_\_
- If yes, what is the regulatory identification number: \_\_\_\_\_
- Date of list: \_\_\_\_\_

**AESTHETICS**

51. Will the project obstruct scenic views from existing residential areas, public lands, public bodies of water or roads? \_\_\_\_\_

**ARCHAEOLOGY/HISTORY**

52. Do you know of any archaeological or historical areas within the boundaries or adjacent to the project? (example: Indian burial grounds, gold mines, etc.): \_\_\_\_\_

**SEWAGE**

53. What is the proposed method of sewage disposal? N/A  
 Septic System  City Sewer  Other: \_\_\_\_\_
54. Would the project require a change in sewage disposal methods from those currently used in the vicinity? \_\_\_\_\_

**TRANSPORTATION**

- 55. Will the project create any traffic problems or change any existing roads, highways, or existing traffic patterns? \_\_\_\_\_
- 56. Will the project reduce or restrict access to public lands, parks or any public facilities? \_\_\_\_\_
- 57. Will the project change the L.O.S. on any existing roads? \_\_\_\_\_

**GROWTH INDUCING IMPACTS**

- 58. Will the project result in the introduction of activities not currently found within the community? \_\_\_\_\_
- 59. Could the project serve to encourage development of presently undeveloped areas, or increases in development intensity of already developed areas (examples: include the introduction of new or expanded public utilities, new industry, commercial facilities or recreation activities)? \_\_\_\_\_
- 60. Will the project require the extension of existing public utility lines? \_\_\_\_ If So, identify and give distances: \_\_\_\_\_

**GENERAL**

- 61. Will the project involve the application, use or disposal of potentially hazardous materials, including pesticides, herbicides, other toxic substances or radioactive material? \_\_\_\_\_
- 62. Will the proposed project result in the removal of a natural resource for commercial purposes (including rock, sand, gravel, trees, minerals or top soil)? \_\_\_\_\_
- 63. Could the project create new, or aggravate existing health problems (including, but not limited to flies, mosquitoes, rodents and other disease vectors)? \_\_\_\_\_
- 64. Will the project displace any community residents? \_\_\_\_\_

Discuss any yes answers to the previous questions, use additional sheets if necessary.

**MITIGATION MEASURES**

Proposed mitigation measures for any of the above questions where there will be an adverse impact, use additional sheets if necessary: \_\_\_\_\_

**CERTIFICATION**

I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

CD-021-P  
3/15

For \_\_\_\_\_



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

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## We do not want 'Therapy Stores' on Main Street

1 message

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**Nicole Wilkey** <nikki4100@gmail.com>

Fri, Oct 30, 2020 at 10:52 AM

To: pv.planning@gmail.com

Hello, as a life long EDC resident, I will be very disappointed to see "Therapy Stores" open on Main Street. We want and love to support actual local businesses, not liberal Bay Area based businesses that promote their politics {in either direction} and that financially {very publicly} support hate organizations that hurt communities through violence.

If they do open, I will never spend a dime with them and I will share this info with all friends and family. The owner of the company has publicly stated that we are 'scared and misinformed' because his permits are being held up. This first responder family, and a good majority of Placerville, says NO to "Theory Stores" in our community. We can do better than this.

Nicole Wilkey

RECEIVED

OCT 30 2020

CITY OF PLACERVILLE  
DEVELOPMENT SERVICES DEPT.

October 27, 2020

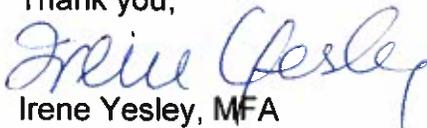
Dear City of Placerville Planning Commissioners:

I am a member of Gold Country Artist Gallery (379 Main Street Placerville). The reason for this letter is the pending approval of the formula business, the **Therapy Store**. Unlike the other stores along Main Street, which are full of handcrafted merchandise, this store is full of bright, plastic, manufactured doodads, most likely largely from China. While the quality of this merchandise can be debated, it is an undeniable fact that these cheaper, non-handmade, items will take sales away from many of the single owner stores along the street, including Gold Country Artist Gallery.

Retail stores are having a difficult time during the virus shutdown and adding a chain store which will take away business from the small, private and local stores along the street could be looked at as unconscionable.

Please consider denying the application permit for the Therapy Store. It would benefit the local citizens you represent, and the outside visitors, who patronize the town of Placerville

Thank you,

  
Irene Yesley, MFA



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

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## No Chain Stores on Main

1 message

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**Anna Adams** <aadams01226@gmail.com>

Mon, Nov 2, 2020 at 4:42 PM

To: pv.planning@gmail.com

Hi! My name is Anna Adams and I'm a senior at Union Mine. I want to express my love for our little town and all of our small shops that contribute to its charm. I'm asking to please reconsider allowing the chain store Therapy to open its doors in historic Main St Placerville. It's such a magical place full of wonderful people and families. We want to keep our small town magic, and allowing a growing chain to open will seriously hurt some of the small business owners that depend on their stores to make a living. Opening a formula chain store like this would not contribute to the uniqueness of our already established central business district.

Best Regards,  
Annabella Adams



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

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**No chains on main**

1 message

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**Joey Beatty** <thewoodenroad@gmail.com>

Mon, Nov 2, 2020 at 9:40 PM

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

Hello,

I am a lifelong Placerville resident and a high school teacher in our community, and I wanted to express my opposition to another chain business, Therapy Stores, opening a location on Main Street. I have lived in downtown Placerville most of my life, and have always taken pride in our unique Main Street. Local businesses flourish and our community comes together on Main Street. Please deny Therapy Stores and keep Main Street a reflection of our community's character. Thank you.

Sincerely,  
Joseph Beatty



City of  
Placerville

Andrew Painter <apainter@cityofplacerville.org>

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## Fwd: No Chains on Main!

1 message

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**Pierre Rivas** <privas@cityofplacerville.org>  
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:14 AM

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

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

Please keep Placerville small and support our small-businesses on Main Street. These businesses are the heart of Placerville. We need to keep chain stores like Therapy out of downtown and keep our friends and family in business.

Thank you for your consideration.  
Warmly,  
Kimberly Beeman

--

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



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

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**Please reconsider chain store Therapy on Main Street!**

1 message

**Gavin Bowes** <gavinletters@yahoo.com>

Mon, Nov 2, 2020 at 3:51 PM

Reply-To: Gavin Bowes &lt;gavinletters@yahoo.com&gt;

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

Dear City Councilors and Planners -

My name is Gavin Bowes. I grew up in the Sacramento area and have been coming to Placerville all my life. Thank you for the work you all do for this historic city. I just recently heard of the community issue with the arrival of chain store Therapy on Main Street. I agree that it would be wise to keep chain stores off of Main Street in such a historic town, and I encourage you to protect the charm and character of Placerville by keeping Therapy off of Main Street. I am particularly concerned for the family-owned businesses that already struggle to survive and will be simply overpowered by the buying power, financial backing and prices of a store like Therapy, which has far more wealth behind it than the mom and pops do.

Please consider what would be LOST if Therapy comes in. There are more important things than revenue.

Thanks for considering,

- Gavin



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

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**Therapy on Main St.**

1 message

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**Alicia Castaneda** <AliciaMCastaneda@outlook.com>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 7:33 PM

Good evening!

Though I'm not a constituent, I do live in Sacramento County and enjoy coming up to Placerville with my family to explore all the wonderful small businesses downtown. Placerville has such a fun and quirky personality! I've heard that the city is considering opening up the area to chain stores. Please don't do this - it would take away from the unique charm, and why would my family be interested in trekking up to and spending our money in an area that has the same chain stores we can easily find anywhere? I hope y'all maintain Placerville as the unique place it is. Best!

Sincerely,

Alicia Castaneda Hatfield  
Antelope, CA



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

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**NO CHAINS ON MAIN**

1 message

**Carrie Chambers** <carrieachambers@gmail.com>

Mon, Nov 2, 2020 at 7:48 PM

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

To whom it may concern,

My name is Carrie Chambers and I am writing to you today as a concerned citizen. My family moved to Placerville in 1997 and other than my time in San Luis Obispo and Davis for college, I have continued to live here. I love Placerville for its history, quirks and small town community. My boyfriend and I are currently planning to purchase a home in the Placerville area and the small town community is a big part of why we have decided to stay here. As a member of this community, I have worked at a restaurant on Main St. for the past 3 years. I am also the assistant director of the El Dorado County 4-H camp, although our camp takes place in Lake Tahoe, the bulk of our campers are from Placerville and the surrounding areas. As an active member of the community, I urge you to not allow chain stores on Main Street. Please follow the example my college towns have set. San Luis Obispo does not allow chain stores in their downtown area and as a result they have a thriving community of successful local businesses. Davis has similar guidelines on the books, though they consider businesses from the Sacramento area "local" and therefore allow larger chains. As a Placervillian, I do most of my holiday and gift shopping on Main Street, I frequent Placerville Hardware, Panic and Swoon, Midnight Kin, Ambiance, Body Basics, Violets are Blue, Lighthouse and several antique stores. I have been shopping at these stores for 23 years. These are stores that have continued to thrive under the policy of not allowing chain stores on Main Street. Should this policy be changed these local businesses would struggle to combat the buying power chain stores possess, along with regional exclusivity that many sellers provide to stores, the local businesses would have difficulty surviving. To change this policy would be counter to what the people of Placerville want and need. We want our money to support the LOCAL economy. I urge you to listen to our voices and not allow chain stores on Main Street, starting now with "Therapy". Thank you for listening. Wishing health and safety to everyone during these difficult times.

Carrie Chambers



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

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## No chains on main

1 message

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**Lisa V** <lmvanscoy@gmail.com>

Mon, Nov 2, 2020 at 4:52 PM

To: "dthomas@cityofplacerville.com" <dthomas@cityofplacerville.com>, "msaragosa@cityofplacerville.com" <msaragosa@cityofplacerville.com>, "privas@cityofplacerville.com" <privas@cityofplacerville.com>, "pv.planning@gmail.com" <pv.planning@gmail.com>

My family and I see Placerville as a refuge. We venture there several times a year to enjoy the odd shops and small town feel. We always stop in for breakfast or dinner when we come or go from Tahoe. Placerville, to us, is a treasure.

One of the most treasured things about it is that it has things you can't find anywhere else. Odds and ends that are unique to the shop owners who curate their small stores.

Adding a chain like Therapy makes the appeal of visiting so much less. There are so few places left to visit that aren't the same as everywhere else. I hope you will move to keep Placerville a sanctuary and block chains from moving in.

Wishing you all the best as you grapple with this decision.

Sincerely,

Lisa Cheim



City of  
Placerville

Andrew Painter <apainter@cityofplacerville.org>

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## Fwd: NO CHAINS ON MAIN

1 message

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**Pierre Rivas** <privas@cityofplacerville.org>  
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:11 AM

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

From: **Cheyne** <cbclose@gmail.com>

Date: Mon, Nov 2, 2020 at 7:48 PM

Subject: NO CHAINS ON MAIN

To:

Hi!

I'm a Placerville resident and also work in Placerville. One of my most favorite things to do when I have friends and family in town is take them to experience Main Street in all its uniqueness.

I also frequent Main Street most weekends and there is nothing better than watching people fall in love with the little small shops that make up this little town of ours.

These little shops have fought HARD since March to persevere and stay open and deserve to keep Main Street theirs. They bring such enrichment to our area that is so uplifting in these unpredictable times. There's nothing like finding a little treasure in one of our Main Street shops that directly allows for a shop owner to keep their store open. Placerville has always embraced our local shops and they deserve for us to fight to keep chain stores off Main Street. These small shops are the ones that keep people coming back to Placerville. There is nothing more disheartening than coming back to any little place like this and seeing it overrun by these mass chain stores that completely remove the character of a town.

Please, please- keep Main Street small. Keep chains off Main. Let our local shops flourish and keep our sense of community where it needs to be- in our county, in Placerville.

Thank you.

--

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



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

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## No Chains on Main

1 message

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**Ashley Coelho** <ashbomb@gmail.com>

Mon, Nov 2, 2020 at 10:12 PM

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

Dear Councilmembers,

My husband grew up in Placerville and we are still frequent visitors. The first order of business when my family arrives in town is to make a stop on Main Street. We are often greeted with familiar faces and enjoy the smells of small-town love. We immediately hit up local stores such as The Bookery and Panic and Swoon. And that is what we love about Placerville (Main). The uniqueness that is disappearing across America.

Small businesses are the backbone of this country and what makes the main street so special. Placerville needs the community, visitors, and locals supporting small businesses; locals investing in their community.

Please listen to your constituents and find a solution. No Chains on Main.

Sincerely,  
Ashley Coelho



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

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## Therapy Chain on Main is BAD for Placerville

1 message

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**Sophie Chorich** <sophie.chorich@gmail.com>

Mon, Nov 2, 2020 at 5:45 PM

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

Hello,

I'm writing to strongly oppose the chain store Therapy opening a location on Main Street.

I'm not a Placerville resident, but a Placerville lover. I moved to Sacramento from the Bay Area three years ago and visit Placerville regularly because of its INDEPENDENT and LOCALLY OWNED businesses on Main Street. It's rare to find such a historic district that has maintained the integrity of reserving its spaces for support of its local hard working families. It would be a shame to allow a single chain entity to steal business from your constituents.

I've been to other Therapy locations. Not impressed. Too much crammed into one storefront. That's what Main Street excels at- each vendor does their own thing and does it completely.

So before you break the independence of Main Street, please remember-  
Do they take the time to converse with and welcome guests to your city? No.  
Do they pay liveable wages to their employees? No.  
Do they source local products from the community network? No.  
Does the money they earn stay in town as reciprocal business back to other local services and tradespeople? No.

Thank you for your time,  
Sophie Chorich



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

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**No chains on main**

1 message

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**Hannah Friar** <hannahfriar4889@gmail.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:24 PM

Absoltely no. Main Street is for local shop only! You will ruin the atmosphere of hangtown and LOSE tourist attraction



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

---

## No chains on Main!!

1 message

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**ezclark4115@gmail.com** <ezclark4115@gmail.com>  
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 1:42 AM

Please don't. Placerville has a real opportunity to stay sane in a crazy world. Don't start a trend you can't stop. Thank you.

Sent from my iPhone



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

---

**NO Chains on Main!**

1 message

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**Rachel DiCambio** <rachel.dicambio@gmail.com>

Mon, Nov 2, 2020 at 2:15 PM

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

Please keep Main Street free from chain stores! I have lived in Placerville my whole life and adore the small town historic feel. Bringing in chain stores will put small businesses out and take away all of the Placerville charm. If you allow chain stores owned by non-locals it will set a precedent, more will come and it will ruin the future of Main Street!

Thank you,  
Rachel DiCambio



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

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**Fwd: URGENT ACTION REQUESTED re: formula business CUP application**

1 message

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**Tom Cumpston** <pracumpston@gmail.com>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 3:29 PM

City Staff and Planning Commission:

Apropos of my email communication to you yesterday and in the interests of transparency, please take notice of the message below.

Respectfully,

Tom Cumpston  
Law Office of Thomas D. Cumpston  
[263 Main Street, Level 2](#)  
[Placerville](#)

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

From: **Tom Cumpston** <[tcumpston@sbcglobal.net](mailto:tcumpston@sbcglobal.net)>  
Date: Mon, Nov 2, 2020 at 3:25 PM  
Subject: Fwd: URGENT ACTION REQUESTED re: formula business CUP application  
To: <[pracumpston@gmail.com](mailto:pracumpston@gmail.com)>

**From:** Placerville Downtown <[pdaonmainstreet@gmail.com](mailto:pdaonmainstreet@gmail.com)>  
**Date:** November 2, 2020 at 2:31:57 PM PST  
**To:** Placerville Downtown <[pdaonmainstreet@gmail.com](mailto:pdaonmainstreet@gmail.com)>  
**Subject: URGENT ACTION REQUESTED re: formula business CUP application**

Dear PDA Members,

By now you have probably heard that another formula business (chain store) has filed a Conditional Use Permit application with the City of Placerville. The Therapy Store is a Bay Area chain that has 11 stores currently. Recently, they moved into historic Folsom and now they are wanting their latest store and their 12th is to be located in the former Combella's Building. This formula/chain business is poised to continue its expansion. It is known that they plan to go into quaint and historic districts specifically.

The PDA received notification of this application on October 21st. We immediately started hearing from merchants on Main Street about their concern over another chain/formula business coming into our unique district. Our brand, which is what separates us from all other shopping malls, centers and districts, is our UNIQUE character. Formula business threatens our brand. As you now see, when one comes in, others will follow. It wouldn't take long for Main Street to start looking like Anytown USA, and not the quaint, unique piece of Americana we are today.

The planning commission is meeting on Tuesday, November 3rd via zoom to hear this application.

Please plan to sign in and be heard. **CALL IN AT 6:00 P.M. 12/3/20!** The agenda (see item#4) is provided below with the link needed to participate via zoom.

<https://www.cityofplacerville.org/media/Planning%20Commission/Agendas/2020/2020%2011%2003%20Agenda.pdf>

This Conditional Use Permit application will either be approved or denied by the commission that night. If approved, it will be that much easier for others to come onto Main Street. We

NEED YOUR VOICES at this meeting. The Therapy Store has dozens of letters from Bay Area people in support of this formula/chain business. OUR LOCAL VOICES need to be represented in great numbers. PLEASE take a minute today to send a letter to the planning commission in opposition to this formula/chain business' application and to all formula/chain businesses in the future. We want to preserve our unique shopping district and support small businesses on Main Street.

Thank you for your URGENT help on this matter.

**Emails need to be in by 3:00 p.m. 11/3/20 to be seen by the Planning Commission.**

Send to this email and your comment will be sent to all of the Commissioners: [pv.planning@gmail.com](mailto:pv.planning@gmail.com)

Sincerely,

Heidi Mayerhofer

Secretary of the Placerville Downtown Association

Therapy store website: <https://therapystores.com/>

Links to Therapy Store plans submitted to the city: See October 3, item #4

<https://www.cityofplacerville.org/pc-meetings>

Link to letters from mostly The Therapy Store Bay Area corporate friends and associates. (They also have corporate power when it comes to lobbying.)

[https://www.cityofplacerville.org/media/Planning%20Commission/2020%20Planning%20Commission/CUP20-04\\_SPR20-04/Comment\\_Letters.pdf](https://www.cityofplacerville.org/media/Planning%20Commission/2020%20Planning%20Commission/CUP20-04_SPR20-04/Comment_Letters.pdf)



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

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## NO Chain Stores on Main Street

1 message

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**Rose Chilcoat** <rchilcoat@netzero.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:34 PM

I'm writing to urge the Planning Commission to NOT allow any chain stores on our historic Main Street.

Our small businesses have been to hell and back this year. First Covid shutdowns, then fear of BLM riots, then PG&E black outs and now threat of a Bay Area chain store coming in.

Our businesses need our City to uphold the agreement that was made to protect our Main Street.

Our Main Street is unique. There are not many towns that have what we have - why toss it aside Just to look like every other town?

Please protect our downtown and our businesses.

Thank you,  
Rose Chilcoat  
President, EDC Republican Women Federated

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New Taliban Tactic Is a Big Worry for US

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0dddccd00c5ddc2762st03vuc1>

Murdered 'Spam Nazi' Linked to Buried Gold

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0dddcef6365ddc2762st03vuc2>

Loss of One State Could Make Biden an 'Underdog'

<http://thirdpartyoffers.netzero.net/TGL3241/5fa0ddd1d7dd5ddc2762st03vuc3>



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

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## No Chain Stores in Placerville

1 message

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**Regina DeCarlo** <reginandecarlo@gmail.com>

Mon, Nov 2, 2020 at 1:22 PM

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

Please do not approve Therapy Store Chain coming in and hurting local business owners.

Regina Decarlo

3340 Wood Lane, CP 95682



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

---

**NO CHAINS ON MAIN**

1 message

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**marissa defazio** <marissa22098@gmail.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:13 PM

As a long time resident and frequent visitor of historic Main Street, I believe it's imperative to keep chain stores like Therapy off the strip in order to preserve the unique and antiquated experience Main Street delivers to everyone who stops in. The shops on Main should be kept locally owned, and we need to respect those who have worked extremely hard to establish their shops and keep them flourishing, especially during these unprecedented times. Please reconsider allowing chain stores to open on Main Street, and protect the integrity and locally owned spirit that makes Placerville the special place it is. Thank you

Marissa Defazio



City of  
Placerville

Pierre Rivas <privas@cityofplacerville.org>

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## No chains on main!

1 message

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**sam ells** <anonymouse7781@yahoo.com>  
To: privas@cityofplacerville.org

Mon, Nov 2, 2020 at 1:44 PM

Requesting to keep big chain retail out of placerville and give support for small businesses instead!



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

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## No Chains On Main

1 message

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**Emmylea Ellsworth** <eaellsworth@icloud.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 10:57 PM

I have lived in El dorado County for 31 years and one of the things I love most about it is our sweet & charming Historic Main Street. I think that to preserve the history of this town and the small mountain town essence it gives to locals and passers by, we need to make sure to protect that by not allowing chains on Main Street.

I also feel that we should consider the current local merchants of Main Street. For most of these individuals, their businesses are their livelihood. By allowing chains on Main Street, it just opens the door to suburbanize it in years to come and allow larger, less unique businesses to run this charming and quaint Historic Main Street It would be a tragedy to allow such a thing, so please... No Chains on Main.

Kindly,  
Emmylea Ellsworth

Sent from my iPhone



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

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## NO "CHAINS" ON MAIN ST

1 message

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**roger fiddler** <rogerfiddler@att.net>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:09 PM

NO "CHAINS" ON MAIN ST

Sent from my iPhone



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

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**No chains on main!**

1 message

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**RaeAnn Fifer** <raeannfifer@gmail.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 2:40 PM

Keep chain stores off of Main Street!



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

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**No chains on Main St.**

1 message

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**Sarah Golden** <hello@sarahgolden.org>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 10:19 PM

Hello,

I'm writing in support of small businesses and to say no to chain stores on Main Street in Placerville. This would hugely impact the small business gift shops specifically in the case of the Therapy store. Please reconsider.

Thank you for your time,  
Sarah Golden

--

...

Sarah Golden  
[sarahgolden.org](http://sarahgolden.org)  
[@sarahgoldenart](https://twitter.com/sarahgoldenart)

Want first access to new work? Sign up for my [newsletter](#)

To whom it may concern,

Roughly five years ago, I was given an opportunity to become a part of the Therapy Stores Inc. family. Jing Chen and Wayne Whelan welcomed me with open arms and have allowed me to take on the role of a sales representative. I have been fortunate enough to work with a fantastic group of people.

Being able to work at Therapy Stores Inc. since my Junior year of high school has contributed immensely to the person I am today. Now I am a Senior attending UC Berkeley, and I can assure you that one of the significant factors contributing to my college experience has been working with such a great team of people. They have always taken their best interest in me and have made me feel that I am more than an employee. They are still willing to provide me with the best support outside of work. For instance, their flexibility to offer me the ability to switch locations, initially working at the San Francisco, to the Berkeley location illustrates their compassionate attitudes towards their employees.

When describing Therapy Stores Inc. to my friends and family, the notion that they are “formulaic business” never crosses my mind. Working alongside Jing, Wayne, and Ava and seeing their passion for building relationships with their customers, employees, and community members further support Therapy’s true values.

It is unfortunate to hear that Therapy Stores Inc. has been depicted in a negative limelight. In the five years I have been a part of this family, I have seen how this small company has made a huge impact on their workers, but most importantly, their customers. Frequently, customers ask for Jing and Wayne, which further illustrates the positive impact on the community. Jing and Wayne’s hard work, positive behavior, and care for their employees/customers go unnoticed.

As a “mom and pop shop,” Therapy Stores Inc. would be a great asset to the town of Placerville. I can attest that Therapy Stores Inc. is a business that will always mean well and does not have the same behaviors as a corporate company. It would be a shame if the town of Placerville would not be able to experience Therapy’s caring and down to earth environment. Therapy Stores Inc. could undoubtedly continue to share these behaviors in a new community and, overall, be of great addition.

Best Regards,



Elizabeth Guzman de Anda



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

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**NO CHAINS ON MAIN**

1 message

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**kyle halsall** <khalsall@hotmail.com>

Mon, Nov 2, 2020 at 1:12 PM

To: "Privas@cityofplacerville.org" <Privas@cityofplacerville.org>, "Pv.planning@gmail.com" <Pv.planning@gmail.com>, "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

It has come to my attention as well as many other residents of Placerville's attention that a Therapy store might be opening on main street Placerville. I am expressing my concern that this chain store can greatly damage the local economy and cause many of the local shops on main street to shut down which make why main street Placerville is so great and historic. I hope that this chain store does not find it's way onto main street Placerville.



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

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**CHAIN STORE: NO!!**

1 message

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**Emma Hardwick** <emmahar1966@yahoo.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:29 PM

PLEASE do not allow another chain store in Placerville!! I am against this!! I love our town, its HISTORICAL buildings, and all of our local stores! We need to preserve our "mom and pop" businesses. PLEASE, do not allow this to happen.

Thank you!

Emma Hardwick,  
Placerville.



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

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## Concerned about Chain Stores on Main St

1 message

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**Jamie-Lynn Hazzard** <misshazzard555@gmail.com>

Mon, Nov 2, 2020 at 5:09 PM

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

To whom it may Concern,

It has been brought to my attention that the city is considering allowing the Bay Area based chain store "Therapy Stores" on Main St. Please do not allow this. Allowing non local chain stores of any kind will threaten not only our local stores and shop owners, but the very heart of Old Town. This area of town is known for its unique local shops. that is why so many people flock there. Relegate places like this Bay area chain to other parts of the city. PLEASE keep the legacy of our beautiful and unique Main St intact.

Thank you,

Jamie-Lynn Hazzard



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

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## NO CHAINS ON MAIN

1 message

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**Ester Heichman** <exswish@gmail.com>

Mon, Nov 2, 2020 at 1:06 PM

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

SAVE OUR SMALL BUSINESS OWNERS in HISTORIC PLACERVILLE!  
NO BIG BOX and NO CHAINS ON MAIN!!



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

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**NO CHAINS on Main St!**

1 message

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**Summer Hernandez** <summerhernandez08@gmail.com>

Mon, Nov 2, 2020 at 1:50 PM

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

NO CHAINS ON MAIN. Main St Placerville will not benefit from Therapy, a chain store, coming in. I strongly oppose the idea of a chain store in HISTORIC Placerville. It will ruin Main Street. I urge you to reconsider their business and instead better support existing SMALL BUSINESSES on Main Street Placerville.

-Summer Hernandez  
25 year El Dorado County resident

**Milton Higgins**  
**527 Main Street**  
**Apartment 2**  
**Pleasanton, Ca. 94566**  
**707-225-4876**

## **Therapy Store Recommendation**

**October 30, 2020**

To the residents and business owners of Placerville, California,

It gives me great pleasure to introduce and recommend Therapy Stores to your community. Therapy Stores are a collection of unique artisan and thoughtful contemporary giftware. Independent artisans produce jewelry, artworks, and clothing that reflect their clients needs. Customer service, guest hospitality, and product knowledge are the cornerstones and the hallmarks of Therapy Stores. Each Therapy Store tailors their storefronts and merchandising to reflect their communities needs. This creates a natural integration for both business needs, as well as providing service for the communities wellbeing. Therapy Stores will provide both jobs and tax revenues for the community through their business model, philosophy, and culture. As a resident of Pleasanton, I have witnessed the impact that our local Therapy Store has had on our community. Embracing local needs and causes, offering a friendly smile with support, and contributing local sales taxes. 2020 has been a year of challenges for all of us, unfortunately many downtown merchants have closed. The financial downturn has affected us all. Therapy Store is weathering the storm with all the safety protocols in place, as well as launching their online venue. They would be a new neighbor that your community will welcome, Love and embrace! I look forward to shopping at the Therapy Store in Placerville in the near future.

Gratefully,

Milton Higgins



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

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**No chains on Main**

1 message

**Justina Janas** <jjanas2008@gmail.com>

Mon, Nov 2, 2020 at 6:56 PM

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

Hi,

Sending along a note in opposition of Therapy Stores opening on Main Street. As a frequent visitor of the shops and restaurants, I love the authentic vibe of Main Street and being able to support small local businesses. Visiting feels like you've gone back in time and the simplicity and "hominess" is what I love most.

Since Therapy has a large budget and "flashier" marketing they will distract visitors from visiting and supporting smaller mom and pop shops, like Panic & Swoon, that offer many similar items. Thank you for your time.

Justina  
Sacramento

Sent from my iPhone



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

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**No chains on Main**

1 message

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**Autumn Johnston** <amelodyj@yahoo.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:35 PM

Hi there,

My name is Autumn Ruiz and I am writing in regards to the possibility of a new store opening on Main Street called Therapy. I am asking and urging you to not allow this chain store to be opened on our sweet, wholesome, historic Main Street. It will take business away from small family-owned businesses and it will take away their livelihood. We need to save our small businesses and refrain from chain stores on Main Street. Thank you.



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

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## No chain stores on main

1 message

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**Jamie Judd** <jamiejudd1964@gmail.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 2:49 PM

Please keep Downtown Placerville a small town, local businesses only environment.

Vote no chains on Main



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

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## The Therapy Store

1 message

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

Tue, Nov 3, 2020 at 7:06 AM

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

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

I am witing this to you because I stronly feel downtown Placerville needs to protect its uniqueness. Once it is full of "chain" stores it will remain that way forever. Main Street is a fabric of local business owners and artists. You have a responsibility to protect them. People stop in Placerville because of it's originality. Because its not generic. You can Christmas shop the little stores original to themselves. There is a reason no fast food in Carmel! Protect downtown. Marilyn Kasko

[Sent from Yahoo Mail on Android](#)



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

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**NO CHAINS ON MAIN**

1 message

**Corrie Koskela** <corriesellsre@gmail.com>

Mon, Nov 2, 2020 at 8:03 PM

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

Cc: panicandswoon@gmail.com

To whom it may concern,

I am writing to express my opposition to the chain store planning to reside on Main Street in the old location of the family owned, multigenerational, iconic Combellacks.

I am the 3rd generation of my family to call Placerville my home. My late grandfather Charles Nigh worked for the local CalTrans and helped build some of the roads in this town. My late grandmother Marie Koskela worked at El Dorado High School where both of my parents attended.

I value the opportunity the shop owners have to welcome tourists and the locals to their businesses located on Main. I take pride when pointing out the various shops that I can say I personally know the owners, their wonderful stories and have cheered for them to succeed.

A chain store would take away from the soul of this community, especially the downtown. When I was a kid I would walk down to the Newstand to get the Sunday Sac Bee for my grandma, and a bag full of candy from sweet George the store owner.

Main Street does not need a soulless chain store looking to capitalize on the blood sweat and tears of the generations of business owners before them that have created this quaint downtown. That is not the Placerville I know.

Thank you for your time

Corrie

Corrie Koskela, Realtor

RE/MAX Gold

DRE# 02085743

530-558-3344

[corriesellsre@gmail.com](mailto:corriesellsre@gmail.com)



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

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## NO Chains on Main!

1 message

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**Matt Kramer** <mbkramer93@gmail.com>

Mon, Nov 2, 2020 at 6:51 PM

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

I am writing to voice my objection to 12 Stores on main. Please do not allow a chain store to come to Historic Main Street Placerville.

Thank you,

--Matt Kramer



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

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## No Chain Stores in DT Placerville

1 message

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**Regina DeCarlo** <delacyconsultingservices@gmail.com>

Mon, Nov 2, 2020 at 1:27 PM

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

Please do not put local business owners out of business by allowing big chain stores in our DT.

Mike Lacy  
5304176200



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

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## Special Use Permit for The Therapy Store

1 message

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**aimeellamoureux@gmail.com** <aimeellamoureux@gmail.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 6:58 PM

**11/01/2020**

Planning Commission  
City of Placerville  
3101 Center Street  
Placerville, CA 95667

**Dear** Commission Members:

I am writing to you to express my opposition to the proposed Special Use permit allowing The Therapy Store to move in to the empty Combellack's storefront on Main Street.

Currently, I am not a city resident. I live just outside the city's border in the unincorporated area of Shingle Springs. However, I rent a business space on Main Street at Art Studio 360. Also, I grew up in the city and my parent's still live in my childhood home on Ridge Ct.

Having been a Placerville resident for 46 years I have seen many iterations of Main Street. Always, though, it has always been a special, unique shopping experience of small local-owned businesses; something disappearing in America. Large chain stores are putting small stores out of business as this direct competition is difficult for family businesses to sustain. Opening the door to this type of commerce on Main Street is a huge, precedent-setting mistake.

Main Street Placerville has, historically, had the identity of a special place to visit. Allowing large, non-local businesses to move in reduces Placerville to the degree of commonality of found "anywhere in America". What sets us apart has always been our one-of-a-kind stores, restaurants, and events. When you begin allowing in chain stores like The Therapy Store it changes the identity of Main Street and puts us on the slippery slope of reduced tourism and long-time successful stores shuttering their doors.

I have always been proud of my hometown. I am especially proud to be a part of Art Studio 360 and the vibrant feeling on Main Street. Showing my work and interacting with visitors downtown has been a privilege. Participating in events like Trick-or-Treating, Octoberfest, Winederlust, Art Walk and so many more has cemented my love for my community. I love this town. I have never seen another like it. Preserving our identity is crucial.

Surely, filling a space with a footprint as large as the Combellack's store is challenging. While you cannot require it, perhaps the commission can encourage the building owner to divide the space in to two smaller storefronts. Nothing on Main Street remains empty for long. Creating two new spaces provides two new opportunities for local businesses to move to Main Street.

Please, do not open the door to the end of locally owned businesses in Placerville. In all the many, many years I have lived and done business here, Main Street is at the height of it's culture. It is having a renaissance of art, and food, and beauty. It is among the last of it's kind in this country.

Please, let us maintain our culture. Do not issue the permit for The Therapy Store.



Sincerely,

**Aimee Lamoureux**

Be kind to each other

To whom it may concern,

When I think of my earliest memories, most of them star the Chen-Whelan family. I see their faces and hear their dialogue as if I were a cameraman documenting history. It sounds ridiculous, but being with them felt important. Whether I was tagging along looking at houses for sale in the desert, chewing on milky Chinese candy with Ava and feeling really cool, or feeling chlorine in my lungs as I ate ice cream with Ava, these people treated me like no one ever had. I remember going on a road trip with them to Arizona and pretending to be afraid of the semi trucks we passed and subsequently the 'Car Wash' song they would play, just because I loved these people so much and wanted as much attention from them as I could get.

We were hiking a beautiful trail in Point Reyes when we stopped for a break to eat some snacks. I wasn't interested because an amazing butterfly had caught my eye. I watched it land on a purple thistle flower. I wanted the butterfly so badly then I sacrificed my palms on the prickly plant to catch it. While tears stung my eyes, I knew that it was worth the gorgeous pale blue butterfly in my hand with delicate black and white trim, like a lovingly crafted doily from your favorite grandmother. Being too young and too eager, Ava noticed I was smothering the insect with my fascination. Ava gently opened my hands, and the butterfly did but it was born to do, and flew away. I was filled with childish anger. Like the butterfly's instinct, Ava did what a big sister is supposed to do, explaining that the butterfly was not mine to have. It was something that when said to you in the moment doesn't hold water, but stays with you for more than a decade.

When my parents were busy, they would leave me to Wayne and Jing, who were often busy as well. I didn't mind, because it meant I could climb up to the little crawlspace above the store, out of sight, perfect for people watching. I would snuggle under a blanket with Ava, or we would draw together and make each other laugh. My favorite thing to do though was to watch the store. I could lay up in that little nook content for hours. The flow of different people who would come into the stores was fascinating at seven years old, as well as the care, warmth, and genuine interest that Wayne and Jing showed these people. And I know the difference between salesmanship and sincerity.

Last year I had flunked out of two different schools as a freshman in college. My parents didn't know what to do with me, and neither did I, when the idea of working at Therapy came up. Although I had not seen the Chen-Whalens since my family moved to New Mexico 10 years ago, the family not only accepted me into their store, they welcomed me into their home. I know no other family that would do the same, even my blood.

Walking into the 545 Valencia store once again at 19 was overwhelming in a way I've never felt before. The best way. Even walking down the street to the store, I couldn't contain myself. I walked past the Salvadoran restaurant, past the corner store with the big Samoan guy name JJ behind the counter, past the best pizza place in the city where you can't even sit down (you can't change my mind), past the purple glass tiles in the sidewalk that I had always found strange, but when I got to the coffee shop run by the lady always speaking to someone in Armenian on her

Bluetooth, I broke out in a run to the store. I busted through the open doorway with the same childish grin I expect I've always had and that place, and although it was a cold and windy day, the warmth of the store washed over me.

As excited as I was to start working at the store, I was just as nervous. It was my first real job and I didn't want to let Wayne and Jing down, but my confidence in myself was low. I soon found out that every single person I worked with wanted to see me succeed and had something unique to teach me. From my managers to my coworkers who were students, the feeling of looking out for each other was not lost on anyone. I am grateful for how much I learned in a few months due to Therapy and everyone involved.

Sometimes Jing would make me an egg sandwich for breakfast and I see her later on at the store, chatting up a regular. If Wayne came into the store to help out or fix something, I'd make him promise to watch a movie with me later. Often I would work with Ava, and I had to mind myself to not get too distracted, because making her laugh is my favorite thing in the world. We had many customers who lived in the neighborhood and would swing by if they were taking a stroll or walking their dog. My favorite doggie regular was a stout, proud young lad named Winston. Sometimes I would see examples of how closely therapy in the neighborhood coexisted. Locals would often come in hoping to see their favorite employee, or just because they hadn't been in a while. One customer told me that she comes to see the store frequently even when she doesn't intend to buy anything. She said what brings her back is the whole feeling, the smell of the candles, the conversation and the buzz of the place, she said, feels like actual therapy.

I have so much more to share about my respect, admiration, and love for the hardest working family that inexplicably also manages to be the kindest, but I suppose that's better suited for a thank you letter. Wayne, Jing, and Ava have made my life brighter from the very start, and I truly believe their stores make the neighborhood brighter, too.

Thank you for your time and consideration,

Serena Laurence



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

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**REJECT FORMULA STORES**

1 message

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**Brad/Joyce Martin** <bnjmartin01@sbcglobal.net>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 7:34 AM

**PLEASE DO NOT ALLOW ANY CHAIN STORE TO COME INTO DOWNTOWN PLACERVILLE. WE HAVE A WONDERFUL, UNIQUE TOWN ATMOSPHERE THAT SHOULD BE PRESERVED FOR RESIDENTS AND VISITORS. TOO MUCH OF OUR WORLD IS CONSUMED BY LOOK-ALIKE CHAIN STORES.**

**AS A RESIDENT, PATRON AND EXHIBITING ARTIST IN PLACERVILLE, I AM STRONGLY REQUESTING THAT YOU REJECT THE INCLUSION OF THE THERAPY STORE AND ANY OTHER CHAIN STORE BUSSINESSES INTO PLACERVILLE AND THAT YOU SUPPORT CONTINUING THE TRADITION OF SUPPORTING SMALL, LOCAL AND FAMILY OWNED BUSINESSES IN OUR SPECIAL COMMUNITY.**

**THANK YOU, JOYCE MARTIN**



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

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## No Chain on Main

1 message

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**Julie Martin** <luluandsid@yahoo.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:09 PM

> Please keep Main Street free from chain stores.  
>  
> Thank you,  
> Julie MARTIN



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

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**Re: Mainstreet**

1 message

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**Lindsey McDonald** <lindsey.mcdonald90@gmail.com>  
To: Lindsey McDonald <lindsey.mcdonald90@gmail.com>  
Bcc: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:05 PM

Hello:

I am emailing you as a citizen of Placerville for 30 years and the daughter, niece, and granddaughter of local business owners on Mainstreet. Adding the shop Therapy to our unique historic Mainstreet is a huge mistake. It will not only damage my families businesses but also play a part in local shop closures. You have shop owners who have lived here their WHOLE LIFE and have chosen THIS TOWN to spend their lives in and have a business in. Lets not destroy a beautiful unique thing with a chain store. Therapy does not belong here.

Sincerely,

Lindsey McDonald



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

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## Main Street's Future

1 message

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**Sherilyn Reinhart** <sherilynmunroe@gmail.com>

Mon, Nov 2, 2020 at 9:18 PM

To: pv.planning@gmail.com

Cc: privas@cityofplacerville.org, msaragosa@cityofplacerville.org, dthomas@cityofplacerville.org

To Whom It May Concern:

I am writing to you today to express my concern over the potential establishment of chain businesses on Main Street. Specifically as it regards to Therapy Stores. I grew up in Placerville and hope to return to the golden foothills in a few years. As the Sacramento Metro Area has expanded into El Dorado Hills we have seen independent shops replaced by generic chains. When I vacation away from the Bay Area, I readily choose going to the foothills and stay in Placerville, Auburn or Nevada City. I chose these places because they are each small, unique and distinctive. You can find things downtown that are unique to that place and the 'feel' of being in town can not be recreated.

After looking over the website of Therapy Stores, I can think of 3- 4 independently run businesses on Main Street that sell similar items. Allowing a small Bay Area chain to move in downtown will directly impact local businesses, which I imagine are already struggling this year. I hope that you will consider holding off on this venture and that a locally run business will be able to fill the vacancy.

Kind regards,

Sherilyn Munroe



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

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**main street businesses**

1 message

**Daniel Nelson** <dankando@gmail.com>

Mon, Nov 2, 2020 at 8:17 PM

To: pv.planning@gmail.com

I wanted to take the time to say that I am opposed to allowing chain store businesses on Main street. I have seen how this can effect a city and it is not a positive outcome. The addition of the chain store you are considering will have a negative effect on more than one of the current stores now on Main street. I would also like to point out how the addition of the Sourdough business is now open early for coffee and pastries which takes business away from existing businesses. I was under the impression that it was to be a sandwich shop. I for one will not support any of these businesses and I will tell everyone that will listen to do the same.

Dan Nelson



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

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**Chain store on Main**

1 message

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

Mon, Nov 2, 2020 at 7:54 PM

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

Please be aware of the impact chain stores will have on Placerville local stores. I realize this offers a tax base for our city but the livelihood of many small businesses that are the heart of our downtown will be affected. It makes me sad to know our very special downtown could have another chain (Sourdough & Co.). Word is out these are not local people and have lots of big business power and money. Remember us the people who love our life here!

Sent from my iPhone



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

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**Fw: No Chain on Main!**

1 message

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**Stacey Parsons** <stacey\_pink2009@yahoo.com>

Mon, Nov 2, 2020 at 6:07 PM

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

Sent from Yahoo Mail for iPhone

Begin forwarded message:

On Monday, November 2, 2020, 8:05 PM, Stacey Parsons <stacey\_pink2009@yahoo.com> wrote:

As a tourist, a former local, and all around Fan of Placerville. I'd hate to come back and visit and honestly see the exact same stores I'd see in any other town. We out of towners come to these small main streets because "oh I remember there was this awesome store in Placerville, I loved it, we HAVE to go back". Just like any other small town. We go and have those memories from road trips, family trips, weekend get away, these small town Main Streets draw us in and keep bringing us back because they're Unique. I don't want to go to Denver on one trip, and California on another and see the same store everywhere I go. I like being able to say 'Oh I got it at the cute little shop in Placerville'. Not...."Ya I got it at 'Target', there's another one 10miles away"

Keep Placerville Rad.



Sent from Yahoo Mail for iPhone



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

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## Downtown Development

1 message

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**kimberly Calder** <kimberly.calder2@gmail.com>

Mon, Nov 2, 2020 at 4:20 PM

To: pv.planning@gmail.com

Please consider keeping the store Therapy out of downtown Placerville and keep your local, homegrown business owners in business. Business-wise, it makes more sense to keep Placerville a unique, diverse tourist attraction. I come up from Santa Barbara county 3x a year to enjoy the wine scene and strolling the unique shops on my way up to Tahoe. Id hate to see a store that I could easily find in SF and LA in downtown Pville. Thank you!

Kim Peterson  
Figueroa Mountain Brewing Co.  
Cell: [985-373-6713](tel:985-373-6713)  
[Kim@figmtnbrew.com](mailto:Kim@figmtnbrew.com)  
[www.figmtnbrew.com](http://www.figmtnbrew.com)



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

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## No chains on Main St

1 message

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**Brecklyn Petrinovich** <brecklyne@gmail.com>

Mon, Nov 2, 2020 at 3:07 PM

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

Hi. I'm writing on behalf of all the small businesses on our historic Main Street. We want to keep large and small chain stores out of our small town and especially off of Main Street.

Thank you for considering this important issue!

Sincerely,  
Breck Petrinovich



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

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**no chain on main**

1 message

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**Elizabeth Prescott** <hangtown1@gmail.com>

Mon, Nov 2, 2020 at 6:02 PM

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

I dont want chain stores on main street placerville, there are lots of other buildings\empty stores for sale or rent in town. Keep Pville main street how it is. Thank you. A 20 year resident.



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

---

## No chains on Main

1 message

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**hannah prescott** <hannahprescott2@gmail.com>

Mon, Nov 2, 2020 at 5:55 PM

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

Hello

My name is Hannah Prescott

Im 16 years old and I don't believe a chain store (therapy stores) on our Historic Main Street would be beneficial to any other business. I'm asking you today if you love our little town please do not let this chain store run other mom and pop shops out of town

Thank you.

~ Hannah prescott



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

---

## NO CHAINS ON MAIN

1 message

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**Revamped Jewels** <jewelsrevamped@gmail.com>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Mon, Nov 2, 2020 at 7:11 PM

keep the chains off of main!!!!



City of  
Placerville

Pierre Rivas <privas@cityofplacerville.org>

---

## Chain stores on Main

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Rhoda <familytrkj@cox.net>  
To: privas@cityofplacerville.org

Mon, Nov 2, 2020 at 12:50 PM

11/2/2020

Please do not allow chain stores on Main st. Keep the main street alive with small business that are unique and that will not push out stores that have been thriving and making it through the nightmare that has been 2020. Thank You! Rhoda Filler

Sent from my iPhone



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

---

**RE: Therapy store on Main Street**

1 message

**Mandy Rosenberg** <porcelain411@comcast.net>

Mon, Nov 2, 2020 at 2:08 PM

To: "msaragosa@cityofplacerville.org" <msaragosa@cityofplacerville.org>, "privas@cityofplacerville.org" <privas@cityofplacerville.org>, "Dthomas@cityofplacerville.org" <Dthomas@cityofplacerville.org>, "pv.planning@gmail.com" <pv.planning@gmail.com>

To whom it may concern,

I'm writing to you all today as a concerned citizen and relatively local native Californian. I've recently been informed of the chain store Therapy coming into downtown Placerville on Main Street, a place I've loved to visit since growing up in Sacramento as a child. I'm now a resident of Oakland, California but I frequently come up to the country, specifically the Placerville area to visit friends and get time away from the city and urban life. I'm so saddened by this decision to bring in a bigger store like Therapy to this community because the whole charm of Main Street is the fact that you can go and shop in places that you can't find elsewhere. Why would I or anyone want to drive from Oakland or the Bay Area, etc. want to go to a store that I can drive 5 minutes to get to and get the same products. Since so much of Main Street relies on traffic and folks coming through on their way to Tahoe or to visit Apple Hill, I know that most tourists would probably feel the same as I do if they see the same stores they can visit back home.

I love the old west, historic feel of Placerville-that untouched, unique, small town charm and vibe is so refreshing for us city folk to feel. I hate when I see bigger chains come in and obliterating small, thriving businesses. I understand that a town wants to thrive economically, but I believe that can continue by supporting local shops and artisans. It's so important now more than ever to be able to support small, local, thriving, independent businesses.

I hope you all deeply consider this point of view while deciding on opening a store like Therapy that will trigger the floodgates to completely change the feel of sweet and special places like Placerville. Covid has been hard enough for small businesses and now is the time to help support them not knock them further down by giving bigger chains more leeway to take over.

Thank you,

Amanda Rosenberg



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

---

**Therapy on Main**

1 message

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**Samuel Roundtree** <shamrocktree@me.com>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:45 PM

I'm dropping you a quick email to say that I do not support the addition of chain stores - such as the proposed Therapy - to Main Street, Placerville.

I've lived here 30 years, and to me, Sourdough & co. taking over the Centro building was bizarre enough... let's not let a seemingly-successful chain come in and steal patronage from the already-suffering small businesses who make this Main Street what it is - a place unlike other places.

We do not need this.

Please. Say no to Therapy on Main.

-Samuel R



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

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## No chains on main

1 message

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**Haunted Sailor** <vendsley11@gmail.com>

Mon, Nov 2, 2020 at 6:32 PM

To: pv.planning@gmail.com

Please don't add another chain store in our historic Placerville Main Street! Too many good people's livelihoods will be effected by this!

Sincerely a long time Placerville local !

Sent from my iPhone

Sent from my iPhone



**City of  
Placerville**

**Andrew Painter** <apainter@cityofplacerville.org>

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**Fwd: No chain on main!!!**

1 message

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**Pierre Rivas** <privas@cityofplacerville.org>  
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:05 AM

----- Forwarded message -----  
From: **Kristen** <kjconetta@yahoo.com>  
Date: Tue, Nov 3, 2020 at 6:21 AM  
Subject: No chain on main!!!  
To: <privas@cityofplacerville.org>

No chain on main!!!

Thanks  
Kristen Saylor

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



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

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**No Chains on Main**

1 message

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

Mon, Nov 2, 2020 at 9:11 PM

To: pv.planning@gmail.com

I'm voicing my hope that the chain store Therapy, doesn't get approved for Main Street in Placerville. I feel that there should be further consideration to keep Main Street more historical and keep our small business owners a priority. Let's not turn our unique stretch on Main Street into another Folsom, or Roseville, or Bay Area shopping space. I don't want such a cookie cutter feel to this part of town. I do think there's room elsewhere in Placerville for chain stores, like by the new Target.

Thank you,

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

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



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

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## Therapy Store on Main

1 message

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**Nikiya Schwarz** <communications@thenationalexchangehotel.com>

Mon, Nov 2, 2020 at 7:39 PM

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

Greeting decision makers of Placerville,

I am writing to you all regarding the allowance of Therapy Stores on Main St In Placerville. While not a resident, I am a visitor. I live in Nevada City, a similar historic small town near you. The vitality and continued economic viability of these historic small towns depends critically on protecting their character as well as the small, locally owned businesses that give them their unique character.

I implore you to not allow chain stores, even well cloaked as small businesses, to erode the quality of your downtown district. Once this door is opened it cannot be closed. Allowing Therapy Stores to take up residence in your historic area is a nail in the coffin for those small shops who are hanging by a thread due to the pandemic.

Future residents and visitors will thank you for this decision.

Best,  
Nikiya Schwarz  
Nevada City, CA



City of  
Placerville

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

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## Fwd: No Chains on Main

1 message

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

Tue, Nov 3, 2020 at 11:08 AM

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

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

I'm voicing my hope that the chain store Therapy, doesn't get approved for Main Street in Placerville. I feel that there should be further consideration to keep Main Street more historical and keep our small business owners a priority. Let's not turn our unique stretch on Main Street into another Folsom, or Roseville, or Bay Area shopping space. I don't want such a cookie cutter feel to this part of town. I do think there's room elsewhere in Placerville for chain stores, like by the new Target.

I would ask for a one year moratorium on formula/chain stores to allow locals to address this, and city council to complete writing their ordinance.

Thank you,

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

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



City of  
Placerville

Andrew Painter <apainter@cityofplacerville.org>

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## Fwd: Keep Main Street Special

1 message

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**Pierre Rivas** <privas@cityofplacerville.org>  
To: Andrew Painter <apainter@cityofplacerville.org>

Tue, Nov 3, 2020 at 11:13 AM

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

From: **Lindsey Tanner** <lindseyoutandabout@yahoo.com>  
Date: Mon, Nov 2, 2020 at 6:23 PM  
Subject: Keep Main Street Special  
To: <dthomas@cityofplacerville.org>, <msaragosa@cityofplacerville.org>, <privas@cityofplacerville.org>

To whom it may concern,

I'm writing to share my opposition to the proposed Therapy chain store and all chain stores from Main St. Placerville. I believe it will be detrimental to the local businesses that already exist there as well as future local entrepreneurs. What makes Main St. special is that it is not filled with chain stores and that is what attracts tourism to its charm. Thank you for your time!

--

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



City of  
Placerville

Pierre Rivas <privas@cityofplacerville.org>

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## Public hearing for Therapy store

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scott sowa <s\_sowa@hotmail.com>

Mon, Nov 2, 2020 at 12:18 PM

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

Hello Pierre,

Just wanted to add my voice to chorus of folks respectfully requesting that the public hearing for the Therapy chain store be moved from Election Day to a later date. Cheers, hope all is well.

Scott Sowa  
991 Oak Terrace Road  
Placerville  
Mobile/Text: 916-799-5101

Sent from my iPhone



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

---

**"Therapy" chain department store on Historic Main Street**1 message

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**scott sowa** <s\_sowa@hotmail.com>

Mon, Nov 2, 2020 at 8:43 PM

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

The Bay Area based chain store "Therapy" is a formula style business and should not be permitted to operate on Historic Main Street. This large, centrally funded chain of 11 other outlets will destroy several local merchants' businesses who have worked so hard to make it through the shutdowns. Our local shops have suffered and worked tirelessly and need this holiday season's sales to survive. Allowing this express department store to operate in the 3000 square foot Combella's building on Historic Main Street in the heart of Placerville's Central Business District would be unprecedented and will devastate the holiday revenues of our small local boutiques. Please deny Therapy Stores the conditional permit it is seeking and protect local businesses in Main!

&gt;

&gt; Sincerely,

&gt; Scott Sowa

&gt; 991 Oak Terrace Road

&gt; Placerville

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

&gt;

&gt; Sent from my iPhone



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

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**Chain store**

1 message

**Carolina Smith** <carolinasmithempres@gmail.com>

Mon, Nov 2, 2020 at 8:41 PM

To: pv.planning@gmail.com

Hello, my name is Carolina Smith Williams. I opened my shop The Empress at 582 main st 20 years ago. I recently learned about the new therapy chain store coming to our main street, and frankly I'm very mad about this news. This will completely devastate so many great, magical shops that have struggled and sweated to keep their doors open. I know this will devastate my shop as well. My mom also owns a small shop on main for 34 years now, and it most likely will put her out of business. Please stop this from happening, and let our already small amazing businesses thrive for once. To my understanding, placerville main st was not to allow chain stores anyway, what happened. This is reckless and dangerous to the viability of our merchants and the charm of our amazing town. Thank you for your time. Sincerely ,  
Carolina Smith Williams



City of  
Placerville

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

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## Fwd: Keep Main St charming

1 message

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

Tue, Nov 3, 2020 at 11:14 AM

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

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

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

Subject: Keep Main St charming

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

To whom it may concern,

I'm writing to share my opposition to the proposed Therapy chain store and all chain stores from Main St. Placerville. I believe it will be detrimental to the local businesses that already exist there as well as future local entrepreneurs. What makes Main St. special is that it is not filled with chain stores and that is what attracts tourism to its charm.

Thank you for your time!

Michelle Sivesind

Sent from my iPhone

--

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



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

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## More chain stores?

1 message

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**wildkelpies@gmail.com** <wildkelpies@gmail.com>

Mon, Nov 2, 2020 at 7:30 PM

To: pv.planning@gmail.com

Why has the pursuit of immediate greed become the motivator for this town? Where is the loyalty to local, creative, individuality? Homegrown, handmade, actual quality means nothing anymore? Does Placerville have to turn into just another strip mall type of atmosphere? You are being short sighted if you allow another chain store on Main st. You may receive the immediate up-front money, but in the long run, you will kill off business for everyone. People come to shop here for the unique, one of a kind artworks, gifts, and restaurants. If they can find the same mass produced garbage elsewhere, do you think they'll bother to stop on their way to Tahoe? No, they'll complain about the traffic, and keep going. They can find that garbage anywhere, why bother stopping here. Think long term, and start promoting the locals! I can't tell you how many times a "first timer" stops in and talks about how amazing the shops and restaurants are on Main! They talk of never having stopped before, but definitely will be back. If it's more run of the mill.....we as a city, and business district, will lose that forever.

Tracey Sirbello

Artist at Art Studio 360 on Main St.

*Sent from my LG Mobile*



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

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## Chain stores

1 message

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**Mary Lou Shelton** <marylou.shelton@comcast.net>  
To: pvplanning@gmail.com

Mon, Nov 2, 2020 at 8:16 PM

No chains on main- I've lived here since 1988 and you are ruing our small town atmosphere if you continue to put chain stores on main st - they belong on Missouri Flat if we have to have them

Mary Lou and Randy Shelton  
Sent from my iPhone



**City of  
Placerville**

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

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**Fwd: NO CHAINS ON MAIN**

1 message

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

Tue, Nov 3, 2020 at 11:15 AM

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

From: **shea.p234** <[shea.p234@yahoo.com](mailto:shea.p234@yahoo.com)>

Date: Mon, Nov 2, 2020 at 4:32 PM

Subject: NO CHAINS ON MAIN

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

No chain stores on main street!!

Sent from my Samsung Galaxy smartphone.

--

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



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

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## No to chains on Main Street

1 message

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**Susan Sinetos** <ssinetos@sbcglobal.net>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 4:47 PM

"No Chains on Main"

Thank you

[Sent from AT&T Yahoo Mail for iPhone](#)



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

---

## NO CHAINS ON MAIN

1 message

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**Britini Wilson** <britiniwilson0220@yahoo.com>

Tue, Nov 3, 2020 at 6:52 AM

Reply-To: Britini Wilson <britiniwilson0220@yahoo.com>

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

Cc: "pv.planning@gmail.com" <pv.planning@gmail.com>, "dthomas@cityofplacerville.org" <dthomas@cityofplacerville.org>

NO CHAINS ON MAIN

[Sent from Yahoo Mail on Android](#)



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

---

## No Chains on Main!

1 message

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

Mon, Nov 2, 2020 at 1:29 PM

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

As someone who grew up going on walks along Main Street with my family, I know how incredible its small town atmosphere is. If we allow a chain store like Therapy Stores to move in, it sets the stage for the complete destruction of the small town charm that makes Placerville such a great place.

Not only does it open the doors for even more chains to come in some day, but it also threatens the existence of the small businesses that are already well established. Therapy Stores carries the same products as Midnight Kin, and also has very similar products to other stores on Main Street. If we let this chain store in, we are threatening the profits of existing stores, especially since chain stores can offer lower prices that smaller stores just can't compete with.

Please consider that allowing Therapy Stores to move into Main Street can have repercussions far beyond what you might expect and don't allow it!



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

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## NO CHAIN ON MAIN

1 message

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**Jordin Wensel** <jordinwensel@gmail.com>

Mon, Nov 2, 2020 at 6:14 PM

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

Hello,

I am writing to request that you consider the repercussions for the face of our beloved historic main, and the livelihood of our small businesses, if a chain store is allowed to open on Main. Please, NO CHAIN ON MAIN.

Thank you.



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

---

## No Chain Stores on Main St

1 message

**Brittney Wendell** <bwendell27@gmail.com>

Mon, Nov 2, 2020 at 12:41 PM

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

Hello,

I wrote to some of you last week and am writing again ahead of tomorrow's meeting to encourage you to PLEASE prevent Therapy and any other chain stores from opening on Main St.

Allowing Therapy to move in will set a precedent that allows chain stores to push out our small unique businesses on historic Main street.

Therapy can be located outside of the central business district -- please do not let them move in on Main St.

Thank you for your time.

Best,  
Brittney

On Tue, Oct 27, 2020 at 9:59 AM Brittney Wendell <bwendell27@gmail.com> wrote:

Hello,

I'm writing ahead of the City Council meeting tonight to ask for a one year moratorium on formula / chain stores within the central business district on Main Street.

I grew up in Placerville and spent my youth and teenage years wandering tiny unique Main Street stores. Now in my 30s, I have the joy of seeing four different friends with their own stores on Main Street. Placerville has allowed them to make it big in a small town and share their unique, Placerville-steeped creativity with locals and passersby. From art to coffee to kids toys to decorations and trinkets, each one sells unique items or has a unique storefront that can only be found on Placerville Main Street.

Inviting formula stores into the mix allows an open door for wealthy established non-Placervillians to get a foothold on our town and squash out these bright individual beacons that can only be found here.

My friends would absolutely go out of business and have their dreams ruined if big-money chain stores are allowed in.

Let's keep Placerville Main Street small and local and let our residents continue to hold Main Street to its historic small-town charm. These chain stores can be located outside of this important cultural area.

Thank you for your time and consideration.

Best,  
Brittney



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

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## Franchise businesses on Main St Placerville

1 message

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**beachducky@sbcglobal.net** <beachducky@sbcglobal.net>  
To: pv.planning@gmail.com

Mon, Nov 2, 2020 at 8:36 PM

I am a concerned citizen of Placerville. My concerns are not only maintaining the small town feel with the independent nature of businesses but also supporting the existing businesses.  
The small businesses owners of Main Street are struggling to stay open and yet franchise owners are allowed to not only move in but to also sell and offer the same merchandise.  
We now have a sandwich shop that opens at 8am to offer pastries and coffee in a prime location taking business away from our three independent coffee shops.  
This owner has the prime location yet chooses to undermine the other owners by taking income from them. Also, now there is another large business owner moving into the old Combellacks store to sell gift items taking business away from the already struggling gift shops.  
Please consider the existing owners and their love and support of the community before allowing this to happen.  
What do the new business bring to our community? We need to support the existing businesses every way we can including not allowing big businesses to move in.  
Thank you very much  
Lorrene Walton

Sent from my iPhone



City of  
Placerville

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

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## Fwd: No chains on main

1 message

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

Tue, Nov 3, 2020 at 11:09 AM

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

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

As a long time citizen of this town, I feel I am finally seeing Main Street at its highest point of local participation and business , with only more elevation to gain, but bringing a chain store to Main will be the end of that.  
NO CHAINS ON MAIN

Thank you,  
Anmarie Weeks

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



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

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## No chains on Main!

1 message

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**Wendy Wagner** <info@thesacredorder.net>

Mon, Nov 2, 2020 at 7:13 PM

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

Please keep the integrity of your town. No chains on Main.

Sincerely,  
Wendy Wagner

--



thesacredorder.net  
info@thesacredorder.net  
911 Lakeville St #305  
Petaluma, CA 94952  
415-370-5373

October 31, 2020

To Whom it May Concern,

My name is John Voelz. I own and operate Reset: Cafe by Day in the Historic District of Folsom with my wife. My wife and I opened our dream business in the Historic District because we live there and enjoy the vibe of the District.

I'm allergic to big chains. I only eat at chain restaurants or shop at chain stores when I'm under duress--like a car full of grandchildren begging. I've opted for the boutiques and mom and pop stores long before I owned one.

I work hard to protect the look and feel of Folsom's Historic District because everything that happens there reverberates and ripples and eventually affects my family business. If a chain store threatened what we are trying to protect, I would fight with everything I have to keep it away from us.

A few months ago, Therapy Stores moved in across the street from us. The quaint, hardwood-floored, tin ceilinged empty space that was there prior to their arrival was begging for something with character and class. We hoped not only for good neighbors to occupy it, but also a retailer that would add something special to our district. We got both.

The reasons I don't shop at chains are multifold--the inability to create a space that rhymes with where they're planted, the lack of owner involvement, cookie-cutter product lines, inattention to detail, no real innovation, horrible customer service at the hands of warm bodies with no skin in the game . . . the list goes on.

Therapy Stores has not been the kind of "chain" that creates my woes. From what I understand and have observed, Therapy Stores is California owned--born right down the road from us, with a passion for small towns and creative spaces. While they have multiple stores, they aren't the kind of chain that sells out to franchisees with a thirst for expansion. I've had multiple conversations with their employees who regularly post on social media about our town, frequent our shops and restaurants, and help create life in the District. I'm so glad they're across the street from us. I love visiting their curated collection of books, gifts, and other goodies. I know I can always find something there for the uniques personalities in our lives.

All this to say, I think Therapy Stores would be a fine addition to Placerville--another town that I love.

John Voelz  
Owner Operator



The Vintage Room  
732 1/2 sutter street  
Folsom ca 95630

To whom it may concern

We are small vintage store on Sutter Street in Historic Folsom. when the Therapy Store open this year we were very thrilled to have them on our street. They bring in many different customers from all walks of life. Their items are fun, city urban and collective. The owners are very pleasant to talk to and the manager is hard working. They are a great addition to Historic Folsom. They are what this community needed. We hope they can expand their small business venue in other cities as it will bring joy to many shoppers.

The Vintage Room



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

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**Fwd: Urgent-Chain Store Moratorium**

1 message

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

---

**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](mailto:p4turner@gmail.com)



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

---

## 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](http://www.avg.com)



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

---

**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'.

Jenny Levitsky  
Ultimate Designs &  
Kitchen Goods On Main  
530-903-2229  
[www.UltimateDesignKitchens.com](http://www.UltimateDesignKitchens.com)  
[www.houzz.com/pro/ultimate-designs/\\_\\_public](http://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.

# ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

RECEIVED  
NOV 03 2020

CITY OF PLACERVILLE  
DEVELOPMENT SERVICES DEPT.

The Placerville City Council, Planning Commission and Economic Development Committee's agenda is to bring in more chain stores into the Downtown Core of Placerville. This is in conflict with the City's Ordinance 1597 that established regulations to preserve the unique and historic character of the City's Central Business District (downtown), including regulating the aspect of businesses, services and merchandise to 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 ordinance further stated that certain formula business establishments do not reflect the unique character of the community and the desired aesthetic ambience and the unique character of the Central Business District.

Historic Main Street Placerville has always been a unique setting for small "Mom & Pop" locally run businesses that have made Placerville stand out from all other shopping districts.

Signing this petition shows your support for the City to respect and uphold Ordinance 1597 (and not allow formula/chain stores (currently 5 or more of the same) into the downtown core) and Ordinance 1487 that set up the Central Business District to protect Placerville's uniqueness.

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 Gu
Ultimate Designs	Jenny Gu
Placerville Trading Post	[Signature]
My Martha Boutique	[Signature]
Hangtown Gallery	Thom Bell
POP ART	A Anderson
SUPPLY SERGEANT	Karin Hutto
Window Box Antiques	Pat Washington
Rose alteration	Rose Just

## ATTENTION SIGN TO SAVE THE UNIQUE CHARACTER OF PLACERVILLE

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CITY OF PLACERVILLE  
ECONOMIC DEVELOPMENT SERVICES DEPT.

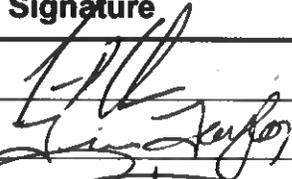
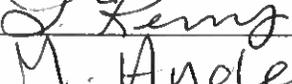
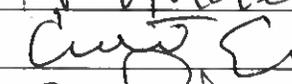
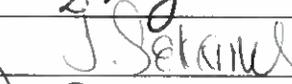
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### FOR MERCHANTS

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	
<del>MR</del> II	
CURT EBNER Lobos Del Mar	
Volution Gallery	
Violets are Blue <small>Spindrop</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

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>Nesh [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>Naomi Bastien</i>	<i>PLACERVILLE, CA</i>
<i>[Signature]</i>	<i>Place-ville CA</i>
<i>Pamela Turner</i>	<i>Placerville, CA</i>
<i>Cynthia M. [Signature]</i>	<i>Placerville, CA</i>

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CITY OF PLACERVILLE  
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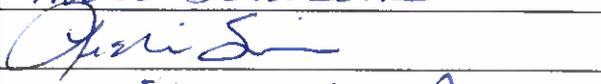
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### FOR VISITORS

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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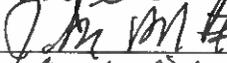
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### FOR VISITORS

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 (Name the street)</i>	<i>Elk Grove, CA Sacramento</i>
<i>Joy Rubin</i>	<i>El Dorado Hills, CA</i>
<i>[Signature]</i>	<i>SOMERSET, CA</i>
<i>[Signature]</i>	<i>Somerset, CA, El Dorado</i>
<i>[Signature]</i>	<i>PLACERVILLE, CA</i>
<i>[Signature]</i>	<i>El Dorado Hills CA</i>
<i>[Signature]</i>	<i>Placerville, CA 95667</i>
<i>[Signature]</i>	<i>Placerville, CA 95667</i>
<i>[Signature]</i>	<i>Somerset, CA 95684</i>













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

---

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

---

**Chain store on Main St.**

1 message

**Jennifer Haun** <jenniferhaun6@gmail.com>

Tue, Nov 3, 2020 at 12:25 PM

To: pv.planning@gmail.com

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

---

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

---

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

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**Planning Commission**

1 message

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**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>

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**Keep Placerville original**

1 message

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

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**No formula chain stores on Main St.**

1 message

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**Brion** <brion13@sbcglobal.net>

Tue, Nov 3, 2020 at 1:09 PM

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

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

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**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>

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## NO CHAINS ON MAIN

1 message

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**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



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

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**Please no chain stores on Main Street**

1 message

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

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**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>

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**Chain Store**

1 message

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

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**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>

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## NO CHAINS ON MAIN ST

1 message

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**Sarah** <Sarahweber23@aol.com>  
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 11:19 AM

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

Sent from my iPhone



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

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**11/3 meeting Public comment re: Formula store**

1 message

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**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>

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## 11-3-20 CUP & SPR for Therapy Stores

1 message

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**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

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### 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, 2<sup>nd</sup> 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 23<sup>rd</sup>, 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:

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**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

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

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**No Chains On Main Street**

1 message

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

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**Formula Business**

1 message

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

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

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

## Opposition to Therapy Stores

1 message

Naomi Bastian &lt;nomadnaomi@gmail.com&gt;

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



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

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**NO CHAINS ON MAIN!!!!**

1 message

**Shannon Morrow** <shannoncmorrow@gmail.com>

Wed, Nov 4, 2020 at 6:21 PM

To: privas@cityofplacerville.org

Cc: pv.planning@gmail.com, msaragosa@gmail.com, thomas@cityofplacerville.org

To whom it may concern,

I am writing to you to express my absolute opposition of allowing a chain store 'THERAPY STORES' to open its door on main street in Placerville.

A company with 12 brick and mortar locations is a chain store. No matter how cute the store or what a 'boutique' feel they give off. This is a major threat to the preservation of small businesses who operate on Main street. This is a direct threat to their livelihood. Many small businesses, myself included, are struggling IMMENSELY due to COVID-19, and many of us barely make ends meet even without a global pandemic in the mix.

Main street should be a historic representation of the colorful and quirky folks who call Placerville home. As one of the main attractions of Placerville, the main street should tell the story of those who live in the area - who pay taxes here, who grocery shop here, who educate their kids here.

Please consider revoking the permits to allow Therapy to open a location on Main street in placerville.

Thank you for your time.

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SHANNON MORROW

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• 916-996-4110 • [shannoncmorrow@gmail.com](mailto:shannoncmorrow@gmail.com) •



## Therapy Stores - pending application

1 message

Renee Hargrove <writeonr@gmail.com>

Wed, Nov 4, 2020 at 8:59 AM

To: admin@cityofplacerville.org, pv.planning@gmail.com

Good day! Regarding the matter of the Therapy Stores' potential CPU application and possible approval, I would like to respectfully go on record to submit my opposition to this application.

As a long-time resident and business owner, my perspective comes from watching the City of Placerville, including Main Street, evolve, making a valid attempt to survive in thrive in changing times and against many odds. I see the need for commerce and opportunities. However, I also believe that allowing commercialized, chain store, ultra-franchised shops and restaurants is not the most beneficial mixed-use for Main Street Placerville. Being a tourist town, the very essence of that is uniqueness, homespun ambiance and demeanor, also known as Americana. It seems unwise to spin far away from the meaning and importance of those qualities for a Main Street USA location and population that for decades has spent effort, care and community in building the special characteristics as well as literally banking on the results.

A factor to be considered in corporate-type commerce on Main Street Placerville is the inability to make unbiased judgments and decisions that are required in a small business setting. Corporate decisions need to go back to governing boards and finance departments. Customer service policies are inflexible and in a tourist setting, the ability of small business owners, who are "boots on the ground", is flexible because they are the decision-makers and recognize the importance of each customer. I know this for a fact as a small business owner who believes in stellar customer service—without customers, one doesn't have a business. People enjoy feeling special but also want more than a good deal with their purchase; they want the added value of personalization and a kinship of sorts.

After all of the COVID struggles and efforts to shift and adapt the way shops and restaurants are doing business, where nothing has been easy for anyone, why hurt local small businesses by putting a chain store in a historic setting that will adversely affect loyal shop owners and provide competition on a corporate level? It doesn't make sense nor is it favorable community behavior. There are vast numbers of empty retail and commercial locations within the city limits to rent or lease, thereby allaying any loss of revenue to the City of Placerville.

Realizing there are many components to applicants like Therapy Stores and the potential draw, assessing the human factor should/could be in the Top 5 of those considerations. Each business owner has personal and monetary investments on the line; interruptions and threats to their business is counter-productive. So many residents have made supreme efforts to shop and buy local, understanding and reaping the benefits of the "Shop Local", "Shop Small" movements so I urge you to capitalize on that rather than diminish it until all local energy and effort is lost to corporate or big box commerce.

Respectfully submitted,

Renee' Hargrove  
Backroads Barn  
Shingle Springs, CA  
530.295.9486





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

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**NO CHAIN ON MAIN....**

1 message

**Grace Booya** <booya1582@hotmail.com>

Wed, Nov 4, 2020 at 9:17 AM

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

Please don't let some out-of-town big bay area company come in here and take over our small town main street...this will kill the small stores and attract more out of town people that will take over and make it so us locals who live and pay taxes here can't enjoy any of the benefits that we live/moved here for. We already have enough of that happening due to covid. These people come up here trash our area take over our stores make a bunch of money off of us and then leave.

**NO CHAIN ON MAIN**

Thank you,  
Grace Barker



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

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**New store proposal**

1 message

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**Comcast** <kmahar@comcast.net>

Tue, Nov 3, 2020 at 6:13 PM

To: pv.planning@gmail.com

I am against placing a chain store to fill the void on Main Street. We want to keep our town's shops with unique stores that will drive traffic to Main St. Please reconsider your plans and disallow this choice.

Ken

Sent from my iPhone

Ken Mahar

Ken-Mahar-Photos.com



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

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**(no subject)**

1 message

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**Samantha Noonan** <snoonan@2013.nhi.edu>  
To: pv.planning@gmail.com

Tue, Nov 3, 2020 at 7:16 PM

Hello,

I am a Placerville local living far from Placerville, and I have heard that a large non-local business chain wants to open its doors in a town that has always been so incredibly locally supported and lifted by its residents.

I look forward to spending money on Main St because I know I am helping lift up my hometown and the families that make it so quaint and special.

The world is quickly turning into one large franchise, where the richer get richer and the poor get poorer. I ask that you do not allow this to happen to our small community by opening the gates to a chain store.

No Chains on MainStreet!!

With hopes for growth that supports put local businesses...

Sincerely,

Samantha Noonan



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

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**Stop CHAIN on Main Street**

1 message

**Kendyl Yaple** <kyaple@gmail.com>

Tue, Nov 3, 2020 at 7:54 PM

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

To whom it may concern:

The Therapy Store that is set to move into the old Combellack space is a chain store that can be potentially detrimental to many of the mom and pop shops on Main Street. The Therapy Store has products in direct competition with small businesses such as Panic & Swoon, Bonkers Toys, Kollektive, Midnight Kin, Brass + Oak, Blue Skies Clothing, The Scarlet Halo, Ambiance, Placerville Hardware, The Wild Pea Exchange and Placerville News Co., among others. In these uncertain times, it is more important than ever that local communities support local businesses and artisans. Introducing a chain store with the capability to sell products at prices lower than the average local establishment is in conflict with supporting the local economy and local business owners who have continued to uphold the small town values and goals of the city.

Please reconsider allowing this establishment onto Main Street and stand in solidarity with our local small business owners and their employees.

Thank you for your time and consideration.

Sincerely,  
Kendyl Yaple  
Digital Manager  
Blue Skies Clothing & Accessories

Sent from my iPhone



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

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## No Chains on Main

1 message

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**Jessica Kearney** <jlkearney87@gmail.com>

Tue, Nov 3, 2020 at 4:07 PM

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

To Whom it May Concern,

I grew up in the Placerville area and while I no longer live there, I visit often to spend time in historic Main Street. It has come to my attention that harmful changes are slowly happening and I was hoping to add my two cents.

The thing that makes historic Main Street so special are all the shops ran by locals. Not only does it bring the community together, it helps support small businesses that put their money back into supporting the town. By bringing in large chains you are taking away everything that makes it unique. There will no longer be any draw for me to visit as I would be able to experience the same shops in any metropolitan area.

Please help keep Main Street special. There are many other areas of Placerville that can support these chains if they'd like to move to the area.

Warm Regards,  
Jessica Kearney  
[jlkearney87@gmail.com](mailto:jlkearney87@gmail.com)  
707.684.0868



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

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## No chains on main

1 message

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**Moore, Caroline Louise** <clmoore@csus.edu>  
To: "pv.planning@gmail.com" <pv.planning@gmail.com>

Tue, Nov 3, 2020 at 4:45 PM

We do not support chain stores on our historic Main Street. Please do not allow this!

Get [Outlook for iOS](#)



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

**PLEASE KEEP CHAINS OFF MAIN!!!!**

1 message

**Sarah Swisher** <sarahcswisher@gmail.com>

Tue, Nov 3, 2020 at 6:07 PM

To: privas@cityofplacerville.org

Bcc: pv.planning@gmail.com

Dear City of Placerville Planning Commission,

My name is Sarah Johnson and I am formally asking you to deny the formula/chain store "Therapy" from expanding their business to our historic Main Street in Placerville. This store is not suitable to the character of the surrounding neighborhood. It does not reflect the history nor the unique character of the actual community. I have grown up here my whole life and I would hate to see this type of store take over and run the smaller quirky stores that I go to out of main street. I go to these stores to buy high quality, unique gifts for myself, my family and my friends. I also go here to support the sweet, personable store owners that use their creative magic to make each shop perfect and unique.

Please don't let our town turn into another Folsom or Roseville. I'm tired of seeing stores like these take over small historic towns that used to have such a nostalgic and romantic spook to them and change them for the worst. Therapy is perfect for a bigger suburban town like Folsom or Old town Roseville, but definitely NOT Main Street Placerville. In fact, Therapy is already located and open in Folsom. There is literally no need for the store to take over and destroy Main Street Placerville for what it is known for being. The tiny streets, tiny little shops built with heart, the romantic spook of the town... All of these factors make up the perfect town I call home and make it a treasure in the midst of growing suburban sprawl. Let placerville be an example of building more sustainable cities that support local businesses owned by local residents.

I sincerely hope you consider my words and take them to heart.  
Please keep chains off main!

Sincerely,

Sarah Johnson (Swisher)  
(530)363-8988



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

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## No Chains On Main

1 message

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**Nate Weldon** <contact@nateweldon.com>

Sun, Nov 8, 2020 at 6:37 AM

To: "privas@cityofplacerville.org" &lt;privas@cityofplacerville.org&gt;

Cc: "pv.planning@gmail.com" &lt;pv.planning@gmail.com&gt;, "msaragosa@cityofplacerville.org" &lt;msaragosa@cityofplacerville.org&gt;, "dthomas@cityofplacerville.org" &lt;dthomas@cityofplacerville.org&gt;

Greetings,

As a local born and raised, wanted to express a shared sentiment to my friend who runs Rose's Alterations and likely countless other wonderful mom pops just that towns like Placerville are far and few between and I sure hope it stays local on main.. this was nothing against panic and swoon, moreso hopefully they come to Placerville area nearby, but to honor these local businesses first and foremost. Please and thanks for listening and your service to this wonderful place.

Nathaniel Weldon

5309759420

Sent from my iPhone