

Please Uphold Sebastopol's General Plan

From Amanda Aaron [REDACTED]

Date Wed 6/17/2026 12:13 PM

To John Jay <jjay@cityofsebastopol.gov>; Victoria Henkel <vhenkel@cityofsebastopol.gov>; City Council <citycouncil@cityofsebastopol.gov>

Greetings,

I am writing to respectfully oppose the proposed Grocery Outlet project at the former Rite Aid site in downtown Sebastopol.

My concern is not about Grocery Outlet as a company. Rather, it is whether this proposal is consistent with the goals and policies established in Sebastopol's adopted General Plan.

The General Plan was created to preserve Sebastopol's unique character, support a vibrant and diverse local economy, and protect the city's independent business community. Those policies were adopted to guide future land use decisions and ensure that development proposals contribute positively to the long-term vision of the community.

The proposed Grocery Outlet would introduce another grocery store into an area already served by numerous grocery options. More importantly, it would place a nationally branded discount grocery operation within the heart of Sebastopol's downtown core, a location that plays a significant role in defining the city's identity and economic character.

The question before the City is not simply whether the building can be occupied, but whether this particular use advances the objectives outlined in the General Plan. I believe the City should carefully evaluate whether the proposal supports the long-term economic vitality, distinctiveness, and community character that the General Plan was designed to protect.

I respectfully urge the Planning Commission and City Council to uphold the policies and vision established in Sebastopol's General Plan and deny the proposed Conditional Use Permit.

Thank you for your time and consideration.

Sincerely,

Amanda Aaron