
Please Protect Sebastopol's Local Character and Identity

From Annalyce LaSource [REDACTED]

Date Mon 5/11/2026 1:42 PM

To Victoria Henkel <vhenkel@cityofsebastopol.gov>

Greetings,

I am writing to formally oppose the proposed Grocery Outlet project in downtown Sebastopol.

One of the things that makes Sebastopol special is its strong local identity, independent businesses, and community-centered atmosphere. Cities like Calistoga, Healdsburg, and Sonoma continue attracting visitors and supporting thriving local economies because they have worked to preserve their unique character rather than becoming dominated by corporate retail.

I believe Sebastopol's charm and distinct identity have real economic value. Tourism, downtown vitality, and community investment all benefit from maintaining a locally rooted business environment that feels authentic and unique to this region.

Sebastopol's General Plan emphasizes preserving downtown character, supporting local businesses, and protecting the city's long-term economic resilience. I am concerned that approving another national chain grocery store in an already saturated market could move Sebastopol further away from those goals over time.

Local businesses are more likely to reinvest in the community, support local culture and events, and contribute to the relationships that make Sebastopol feel different from surrounding commercial corridors. Once enough independent businesses disappear, communities often lose more than storefronts — they lose the identity that made them successful in the first place.

I respectfully ask the Planning Commission and City Council to carefully consider the long-term economic and cultural impacts this project could create before approving it.

Thank you for your time and consideration.

Sincerely,
Annalyce LaSource

Sent from my iPhone