

Re: Grocery Outlet

From Jane Riley <jriley@cityofsebastopol.gov>
Date Fri 5/8/2026 4:01 PM
To Diana Badger [REDACTED]
Cc Victoria Henkel <vhenkel@cityofsebastopol.gov>

Thank you for your public comment, Diana. It has been received and will be forwarded to the Planning Commission for their consideration.

Best,

Jane Riley, AICP
Interim Planning Director
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City offices are open Monday – Thursday, and are closed every Friday and on holidays.

From: Diana Badger [REDACTED]
Sent: Friday, May 8, 2026 3:51 PM
To: Jane Riley <jriley@cityofsebastopol.gov>
Subject: Grocery Outlet

Hi Jane,

I've been a Sebastopol resident for 26 years, and worked on Main S. while commuting from further west for 8 years before that.

I'm writing to voice my strong opposition to granting Grocery Outlet a use permit for the Rite Aid spot that is being considered. We already have 7 grocery stores within Sebastopol city limits (Fircrest, Community Market, Andy's, Lucky's, Safeway, Whole Foods, and Pacific Market), as well as the weekly Farmer's Market. There is no need for another one here in downtown.

Beyond this, there are three strong 'negatives' that I can see:

1) a new grocery store would take business away from our long-standing grocery purveyors, most of which are not national or regional chains;

2) it would further degrade the downtown character to have a discount market at the center of town. We already had 'lost' on this count when the city allowed in CVS to occupy the corner of Hwy 12 and Gravenstein Hwy South. Many of us long-term residents continue to avoid this store if at all possible, as it just doesn't feel like Sebastopol.

3) a discount market in the intended location not only would not 'feel like Sebastopol', it could very well require more parking than is available at certain times of day, and this would further exacerbate the on-street parking situation in downtown at certain times of day and year (e.g. winter holidays).

With the decision to turn Hwy 116 into a two-way street, my understanding is that quite a number of parking spaces will be sacrificed. We do not need yet another cause of diminishment of parking, whether for the sake of residents trying to take care of daily business, or of downtown merchants wanting to attract tourist business.

I, and others I've spoken with, would support redirecting Grocery Outlet to considering the former Long's Drugstore building on the outskirts of town. A much better fit.

For all these reasons, please deny Grocery Outlet's application to occupy the Rite Aid store lot.

Thanks for considering my remarks.

Best regards,
Diana Badger