



Expansion Request

Barbara Hom • Market Manager
July 28, 2026



2026 Expansion Applicant Information

APPLICANT INFORMATION

Property Owner Name: West america Bank

Mailing Address: PO Box 1200

Phone: 559 7387872

City/State/ZIP: Suisun City, Ca 94722

Email: linda.swaim@westamerica.com

Signature: Linda Swaim V.P.

Date: 2/13/2026

Authorized Agent/Applicant Name: Barbara hom

Mailing Address: 912 Grandview Rd

Phone: 707 328 9950

City/State/ZIP: Sebastopol Ca 95472

Email: sebastopolm@gmail.com

Signature: B. Hom

Date: 2/14/2026

Contact Name (if different from above):

Phone/Email:

Feb. 13, 2026 2:17PM

No. 1288 P. 1/4



City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167

MASTER PLANNING APPLICATION FORM

APPLICATION TYPE

- | | | |
|--|---|---|
| ☐ Administrative Permit Review | ☐ Lot Line Adjustment/Merger | ☐ Temporary Use Permit |
| ☐ Alcohol Use Permit/ABC Transfer | ☐ Preapplication Conference | ☐ Tree Removal Permit |
| ☒ Conditional Use Permit | ☐ Preliminary Review | ☐ Variance |
| ☐ Design Review | ☐ Sign Permit | ☐ Other _____ |

This application includes the checklist(s) or supplement form(s) for the type of permit requested: ☐ Yes ☐ No

REVIEW/HEARING BODIES

- ☐ Staff/Admin ☐ Design Review/Tree Board ☒ Planning Commission ☐ City Council ☐ Other _____

APPLICATION FOR

Street Address: 6901 McKinley St Assessor's Parcel No(s): 004-053-003

Present Use of Property: farmers market Zoning/General Plan Designation: od

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PROJECT DESCRIPTION AND PERMITS REQUESTED (ATTACH ADDITIONAL PAGES IF NECESSARY)

Because we need to have more vendors to financially support the market we need to expand. WE would like to take over the whole plaza, the parking lot and the Westamerica lot on Sunday mornings only from 7:30 - 2:30pm so we are applying for an amended use permit.

Not to interfere with Assigned Business Parking in the same lot.

CITY USE ONLY

Fill out upon receipt:

Application Date: _____

Planning File #: _____

Received By: _____

Fees(s): \$ _____

Completeness Date: _____

Action:

Staff/Admin: _____

Planning Director: _____

Design Review/Tree Board: _____

Planning Commission: _____

City Council: _____

Action Date:

Date: _____

Date: _____

Date: _____

Date: _____

Date: _____

The Sebastopol Farmers' Market fosters an inclusive environment welcoming a diverse range of farmers and artisans to connect with members of their community and beyond. We provide the community with a source of locally grown products and a culture of healthy living choices.

1. Strengthen local and regional food systems by creating opportunities for small to midsize producers and advocate for short supply of chains.
2. Encourage responsible, organic, and regenerative practices in agriculture and artisan production.
3. Develop financial resources to address food insecurity within the community.
4. Provide educational programs and resources that promote awareness about the benefits of locally sourced, seasonal, and sustainable produce and farming practices.
5. **Cultivate a community gathering space that is safe, fun and engaging for all.**



Mission Statement



Sebastopol General Plan p.144

Policy EV 4-2: Support the maintenance and expansion of Farmers' Markets.

9. ECONOMIC VITALITY

Policy EV 3-5: Encourage development projects and activities in the Downtown that are distinctive, designed to reflect Sebastopol's history, and include components that promote a sense of place, either through providing public spaces, venues for community activities, or community art.

Policy EV 3-6: Encourage efforts to improve the appearance and functionality of the South Main area, which includes many historic Victorian residences and a mix of residential and residential-office/commercial conversions.

Actions in Support of Goal EV 3

Action EV 3a: Periodically review and update, as necessary, the Sebastopol Downtown Plan to ensure that its implementation is meeting the City's goals for Downtown, that it ensures the desired unique characteristics of Downtown, and that it includes all areas shown on Figure 9-1.

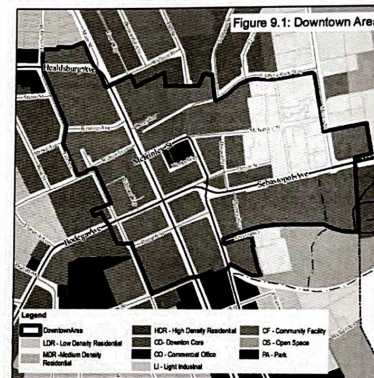
Action EV 3b: Develop a vision statement and general land use/design criteria for the North Gateway and South Gateway areas.

Action EV 3c: Explore the feasibility of establishing business improvement districts in the north and south parts of town, as well as the concept of a single district encompassing the City's main economic sectors, and the Downtown.

Action EV 3d: Encourage neighboring businesses in unincorporated Sebastopol to participate in City business development decisions.

Action EV 3e: Maintain Zoning Ordinance provisions allowing conversion of existing homes to permitted office, commercial, and mixed use uses along South Main Street and Petaluma Avenue in the Commercial Office districts in order to encourage economic development consistent with the General Plan.

Action EV 3f: Consider expanding the Downtown Association to include the Light Industrial area west of



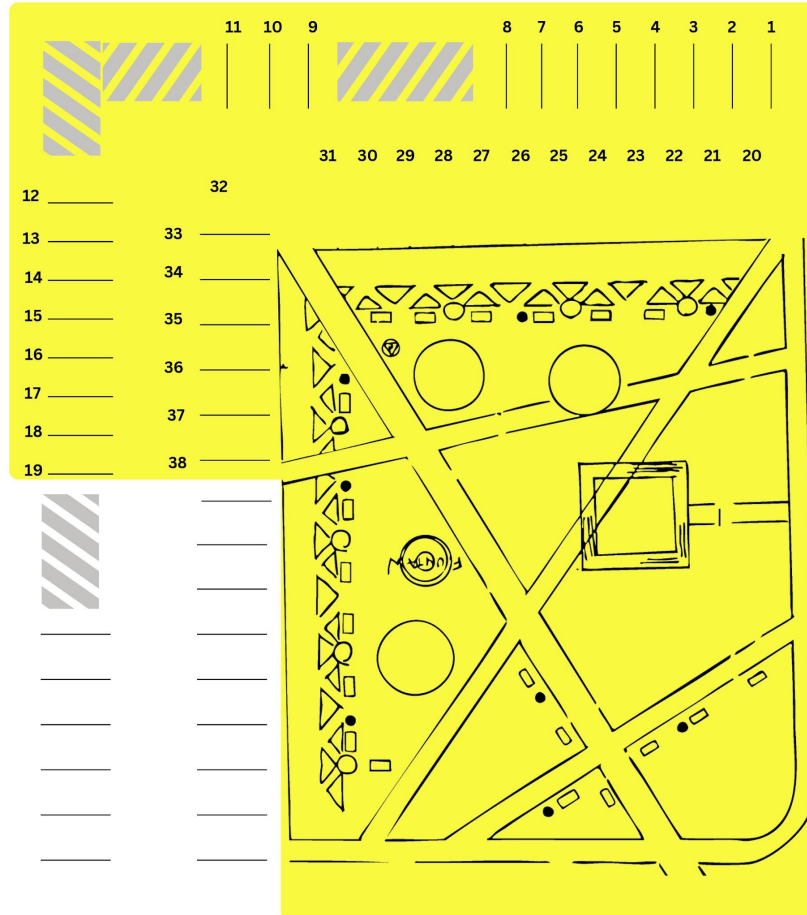
Policy EV 4-2: Support the maintenance and expansion of Farmers' Markets.

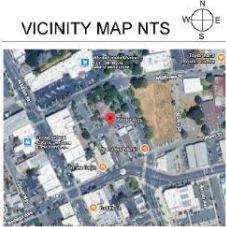
Policy EV 4-3: Encourage amenities needed to support tourism, including hotels, bed-and-breakfasts, eco-lodging, and a variety of restaurants, shopping, and services.

SFM May-November Full Market



Existing Market Configuration



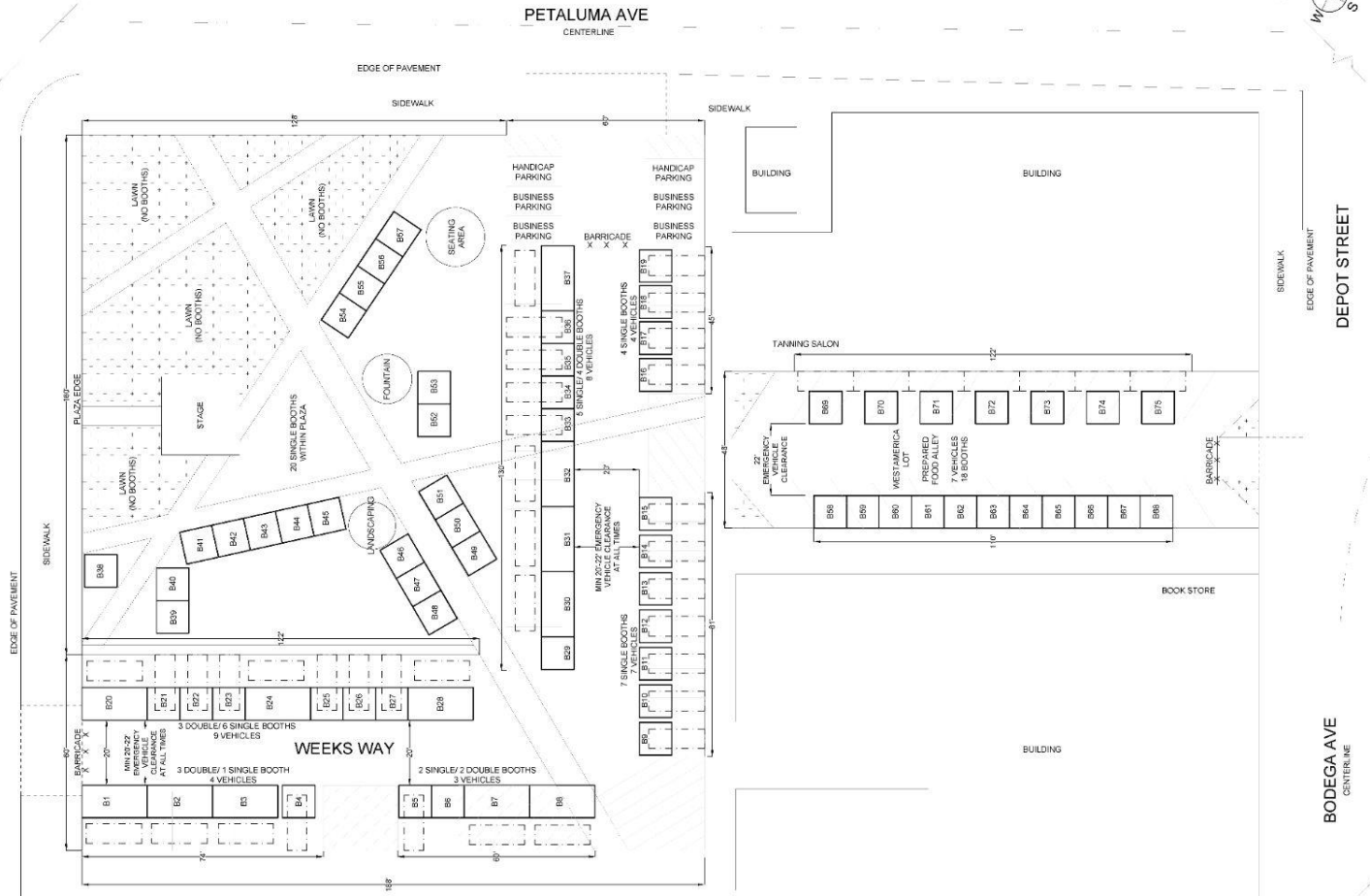


New Site Map for Market Expansion



- LEGEND**
- 17'X6' VEHICLE MAXIMUM SIZE
 - 10'X10' BOOTH
 - 10'X20' BOOTH

MCKINLEY STREET
CENTRELINE



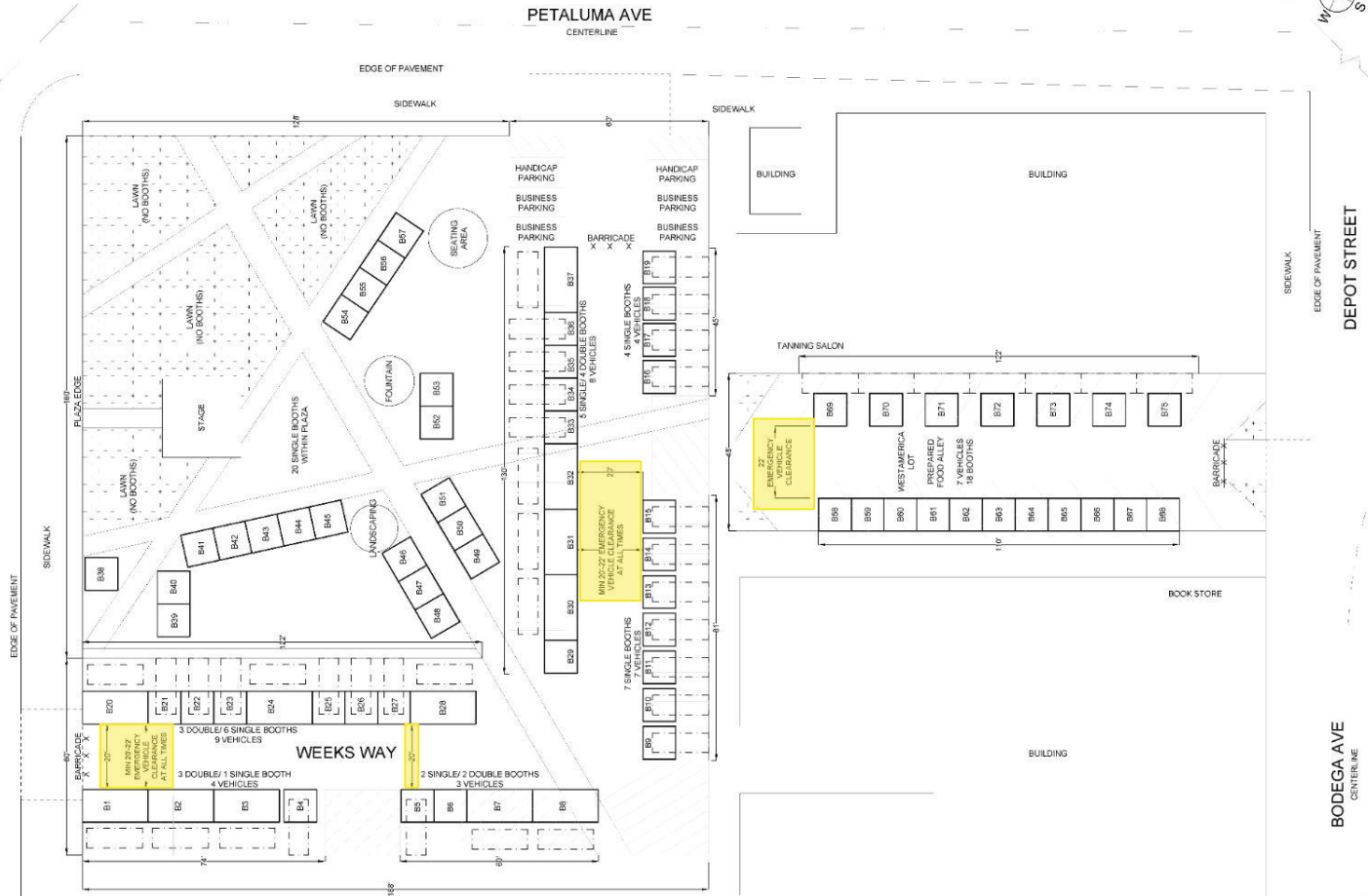
SEBASTOPOL FARMERS' MARKET
6908 Weeks Way
Sebastopol, CA 95472 USA
PLAZA APN 004-053-028, 004-053-003
WESTAMERICA LOT APN 004-053-022



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6908 Weeks Way
Sebastopol, CA 95472 USA
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05.30.2020

ASIN DATE

REV: 001

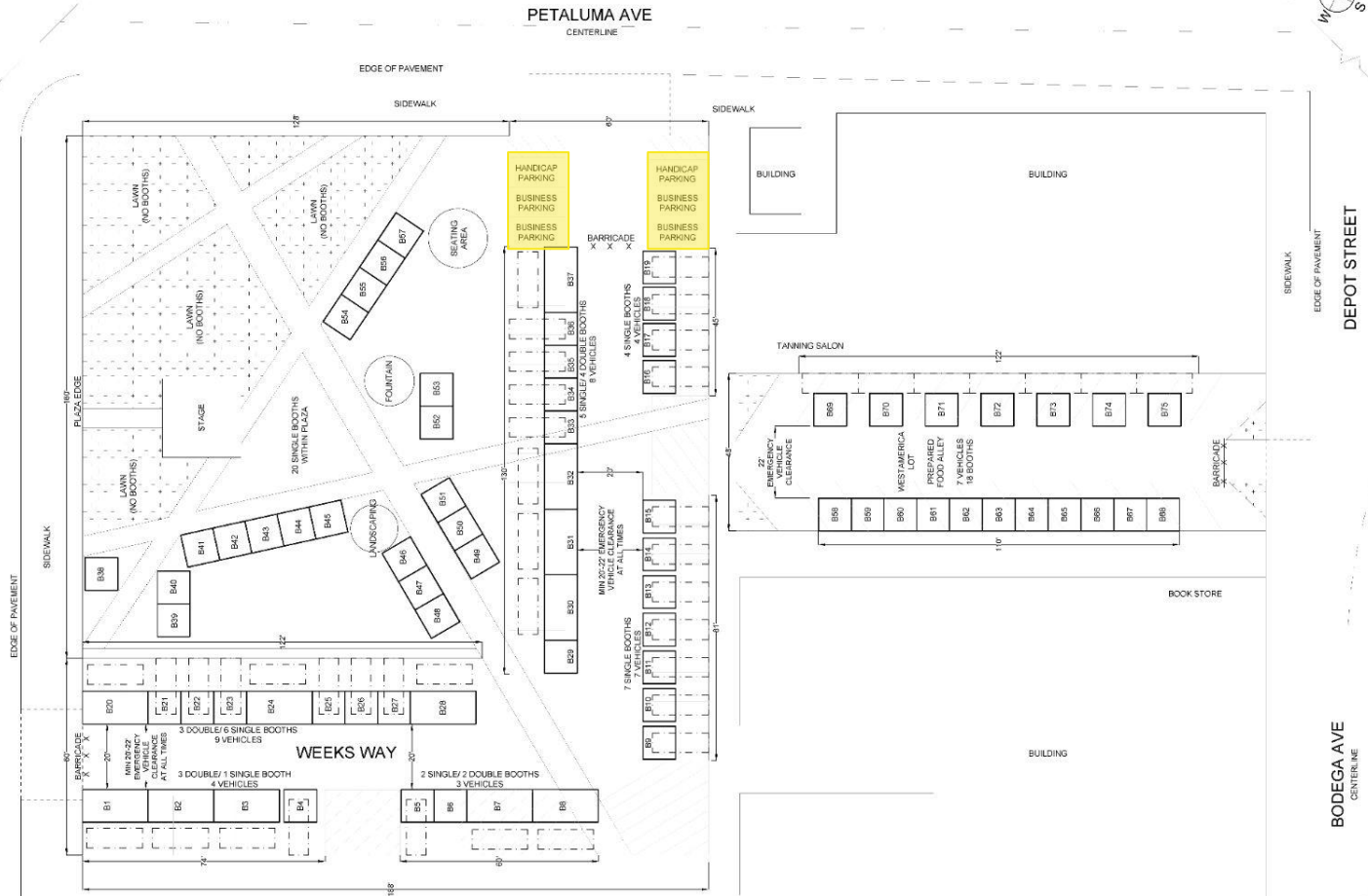
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Sebastopol City Parking





Regional Spillover Research

- **The \$0.58 Iowa Multiplier:** The [Farmers Market Coalition Economy Report](#) cites specific state-level impact studies. This data details how every dollar spent at farmers markets in Iowa and Oklahoma leads to an additional \$0.58 to \$1.36 in sales at adjacent local businesses. [2]
- **The \$0.48 Cornell Cooperative Extension Study:** The details of this regional research are tracked by the American Farmland Trust in their analysis [Where the Magic Happens: Farmers Markets as a Nexus of Community and Opportunity](#). The Cornell Cooperative Extension data explicitly measured that every \$1 a farmer earns at a market generates an additional \$0.48 in income for neighboring storefronts. [3]

National Marketgoer Spending Statistics

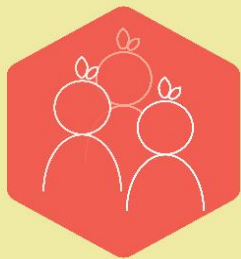
- **The 49% and 42% Neighboring Capture Rates:** The consumer behavior statistics regarding marketgoers cross-shopping at nearby retail blocks are outlined by food system advocacy groups, such as the [Food Literacy Center's Business of Broccoli Assessment](#). Their reporting highlights that 49% of market customers go on to shop at nearby businesses, while 42% eat at surrounding restaurants on market days. [4]
- **National Farm Revenue Data:** For broader national context, the [Farmers Market Coalition Facts & Figures Guide](#) provides compiled economic talking points on direct-to-consumer sales ripples across the wider United States economy. [5]



2023

Sebastopol Certified Farmers Market

Year Round, Sunday 9:00am - 1:30pm



On average, 1149 visitors attended the market every day.



We had about an estimated 59,748 visitors over the entire year.



On average, we get 8 % of first time visitors each market day.



On average, visitors spend \$ 51 when they shop at the market.



Visitors spend an average of \$ 62 at neighboring businesses when they go outside the market.



Merevents 19-11

August 22, 2024

Kevin Zimin
Customer Service Manager
West America Bank

Sebastopol Branch
105 N. Main Street
Sebastopol, CA 95472

Dear staff and patrons of West America Bank,

We, the undersigned, represent shopkeepers and merchants of downtown Sebastopol. We strongly support the expansion of the Sebastopol Community Farmers Market into the West America Bank parking lot.

This expansion of the Sebastopol Farmers Market creates a vibrant center for our community, further and support local farmers and artisans. The market brings upwards of 1,100-1,300 visitors to the downtown area every Sunday, which we believe benefits all of our businesses.

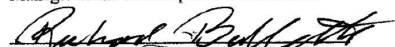
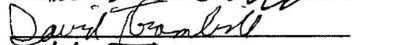
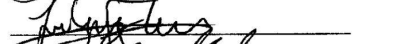
We don't believe that this expansion creates a parking shortage downtown, and there's substantial parking options within three blocks of the Sebastopol Town Square. We believe it's worth prioritizing creating a more walkable downtown, that is safe for pedestrians to mingle among our shops, relax, and socialize with other members and makers of our community.

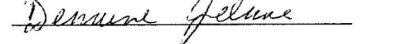
We urge West America Bank to join us in creating a vibrant community center by allowing them to continue their operations in your parking lot, and offer all of our patrons more reasons to love their downtown.

Sincerely,



Barbara Horn
Manager of the Sebastopol Farmers Market

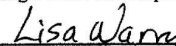



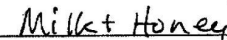
"Create It"
Sonoma Chocolatiers
Cozy Plum
Rosemary's Garden
Sub Con Cam
Artisana

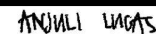
Business Signatures in Support of Expansion

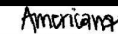


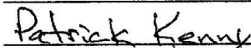
Manager of the Sebastopol Farmers Market

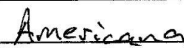


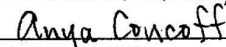


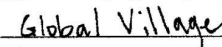


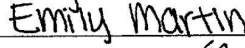


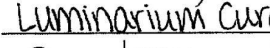


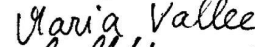


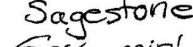




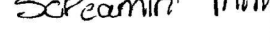




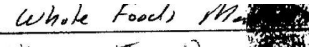


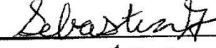


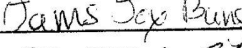


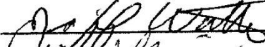


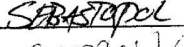


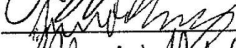


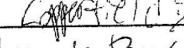


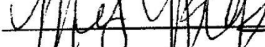


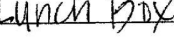












Spice
Spot
Sta
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plea
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Thank You!

The Sebastopol Certified Farmers Market is an integral part of this community, rooted in the deep agricultural heritage that has defined this region for generations. We look forward to continuing that tradition and growing with the community we serve.

