
FW: Opposition to the Proposed Grocery Outlet Store

From City Council <citycouncil@cityofsebastopol.gov>

Date Mon 7/20/2026 2:46 PM

To Zulema Higgins <zhiggins@cityofsebastopol.gov>; Alexandre Munoz-Oliveira <aoliveira@cityofsebastopol.gov>

Cc Victoria Henkel <vhenkel@cityofsebastopol.gov>

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From: [REDACTED]
Sent: Monday, July 20, 2026 2:19 PM
To: City Council <citycouncil@cityofsebastopol.gov>
Subject: Opposition to the Proposed Grocery Outlet Store

Dear Members of the Planning Commission and City Council,

We are writing to formally express our strong opposition to the proposed Grocery Outlet store. While new business investments are generally welcome, this specific development does not serve the economic or social needs of our community for several key reasons:

- **Market Saturation:** Our area is already well-served by a diverse range of grocery options. Adding another supermarket does not fill an existing gap or improve accessibility for residents; it simply overcrowds a saturated market.
- **Zero Net Fiscal Benefit:** Opening this store will not generate substantial new revenue for the city. Because the local grocery demand is fixed, the city’s overall sales tax and economic intake will remain largely unchanged.
- **Harm to Established Businesses:** Instead of generating new wealth, this location will merely siphon revenue away from the long-standing, independent, and neighborhood-staple grocery stores that have supported our community for years. Endangering these established businesses threatens local jobs and community stability and has a general “unfairness” towards good and proven community partners.
- **Absence of Social Value:** This project brings little to no tangible social benefit to the neighborhood. It does not address a “food desert,” nor does it offer unique community spaces or services that improve the quality of life for nearby residents.

For these reasons, we urge the commission to deny the permits for this development and instead prioritize projects that bring genuine economic diversity and social value to our city.

Thank you and sincerely,

Geoffrey MacMillan & Doron Sharfman

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