



Joyous Vibrant Living

Sebastopol CA



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Planning Commission / Council Members

City of Sebastopol

390 Morris Street

Sebastopol, CA 95472

Dear Planning Commissioners / City Councilmembers,

I own and operate Joyous Vibrant Living, a locally owned and operated business that supports and serves my fellow Sebastopol residents' daily needs. Independent businesses are the backbone of Sebastopol's economy and community life. It is why I chose to live and start my business in Sebastopol.

Our community feels the same way. When the General Plan was drafted, the community strongly advocated for an emphasis on protecting and supporting local business that provide daily services to our residents. This concept is spelled out as a "guiding principle" on PAGE ONE of the General Plan.

There are four independent local grocery stores in Sebastopol. Two of them purchased their stores and chose to locate in Sebastopol AFTER the 2016 General Plan was adopted because of policies protecting local business from over saturation and national retailers. Approving a national chain grocery store directly conflicts with General Plan "guiding principles" and actual policies throughout the General Plan document.

Approval of a national chain grocery store sends a message to all Sebastopol businesses that you can't count on the City of Sebastopol to protect local business or follow its General Plan. If the four local grocery stores don't matter – than no business owners can believe they matter either.

Please continue to follow the General Plan and do what this community agreed upon ... and fulfill the promise to prioritize locally owned businesses.

Respectfully,

Jody Vining