

From: Steve Moore <[REDACTED]>  
Sent: Saturday, February 7, 2026 4:17 PM  
To: City Council <citycouncil@cityofsebastopol.gov>  
Subject: Grocery Outlet Store in Sebastopol

The Municipal Code makes clear the criteria to be satisfied by a new permitted business in the city: that it be complimentary, that it promote diversity and economic vitality, that it provide needed goods and services, and that it be compatible. None of these criteria appear to be met by the Grocery Outlet proposal. Their business model is similar to that of many other national retail businesses—enter a market, cannibalize the sales of existing businesses by offering lower—or seemingly lower—prices and eventually eliminating the weaker, less profitable competitors while offering only a simulacrum of the businesses replaced.

I've seen the effect that Home Depot has had on two communities I lived in and the long term consequences are not good. Smaller—often family—businesses are eventually forced to close and the familiarity, the quality, the jobs, and the service they provided are never replaced. Please don't let something like that happen here.

Thank you.

Steve Moore

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