

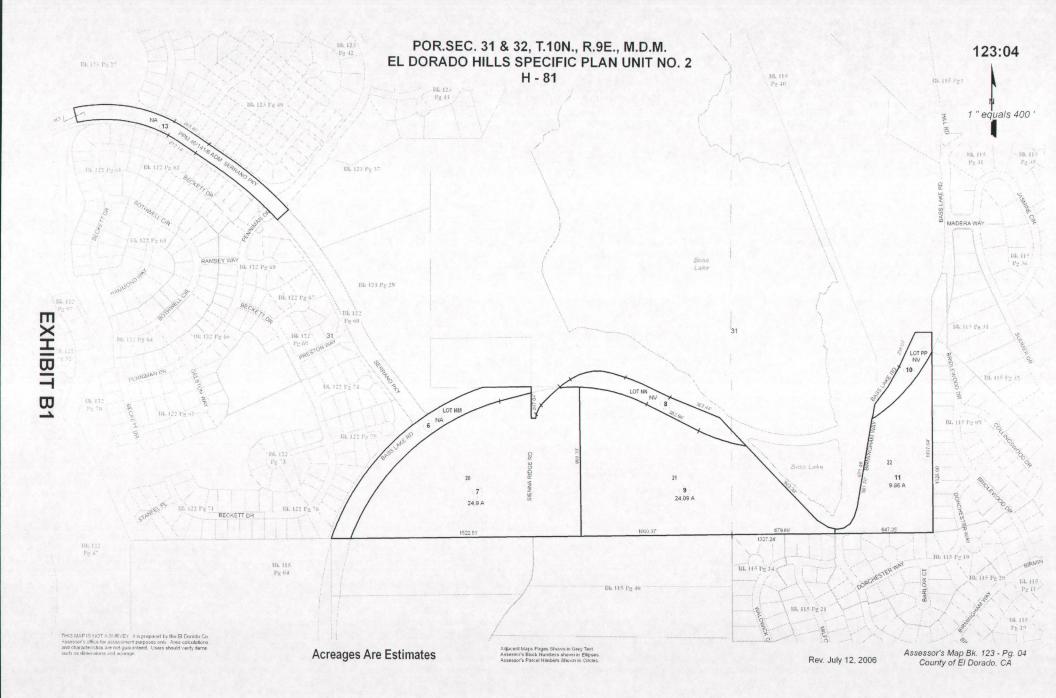
File Nos. TM13-1511 PD13-0001 Z13-0002

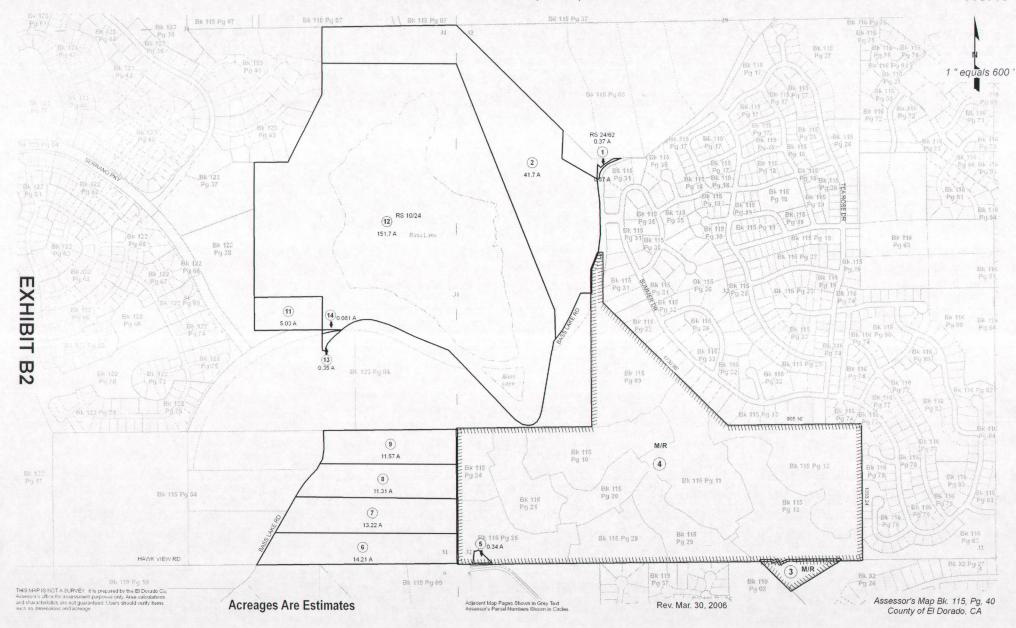
**Location Map** 

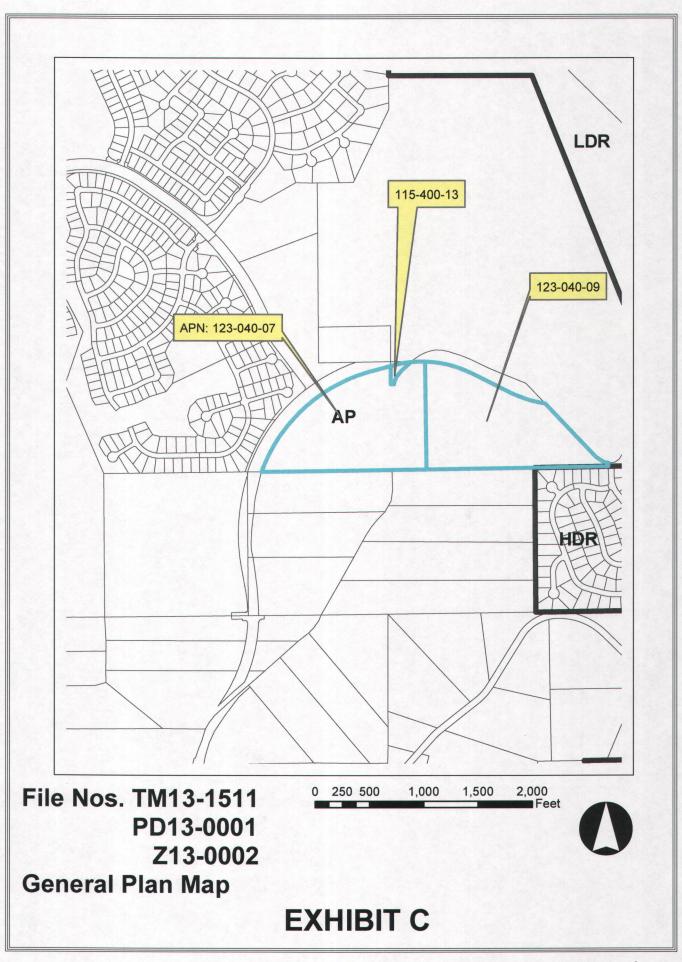


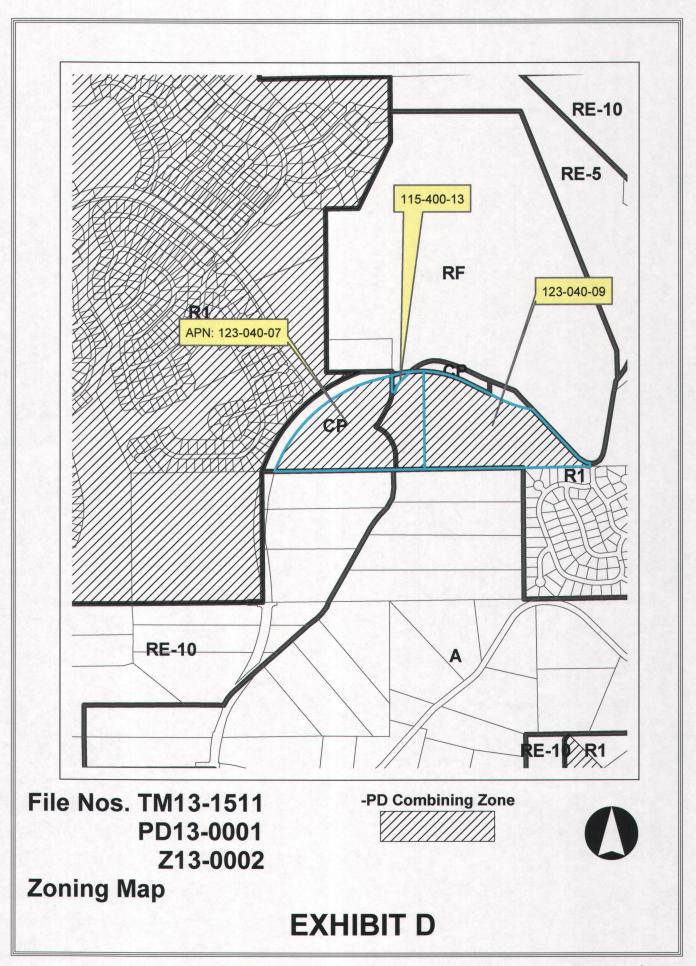


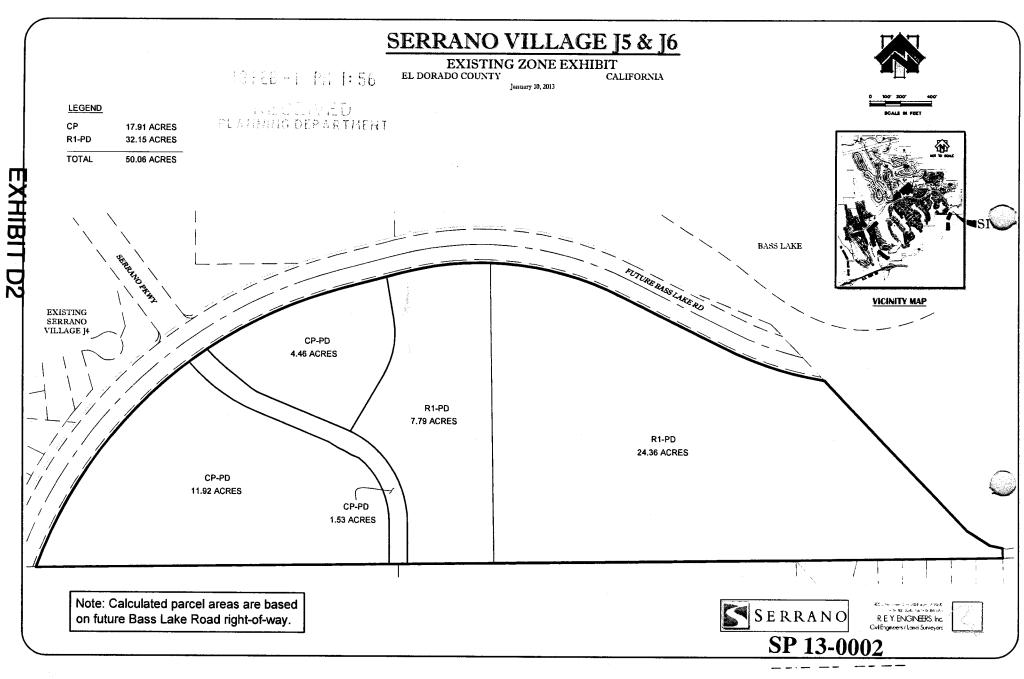
**EXHIBIT A** 



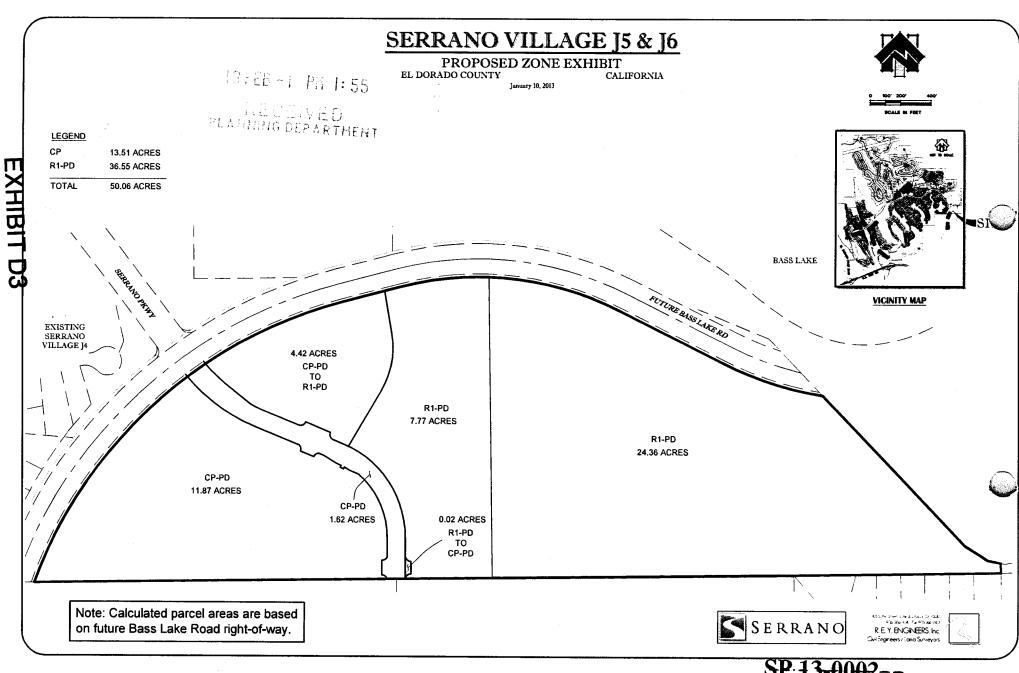




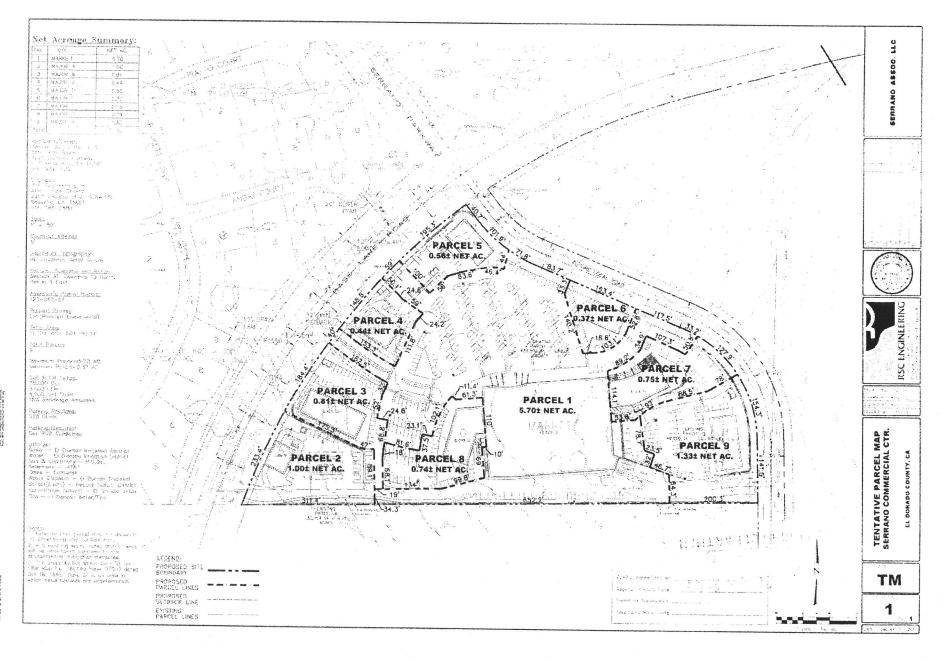


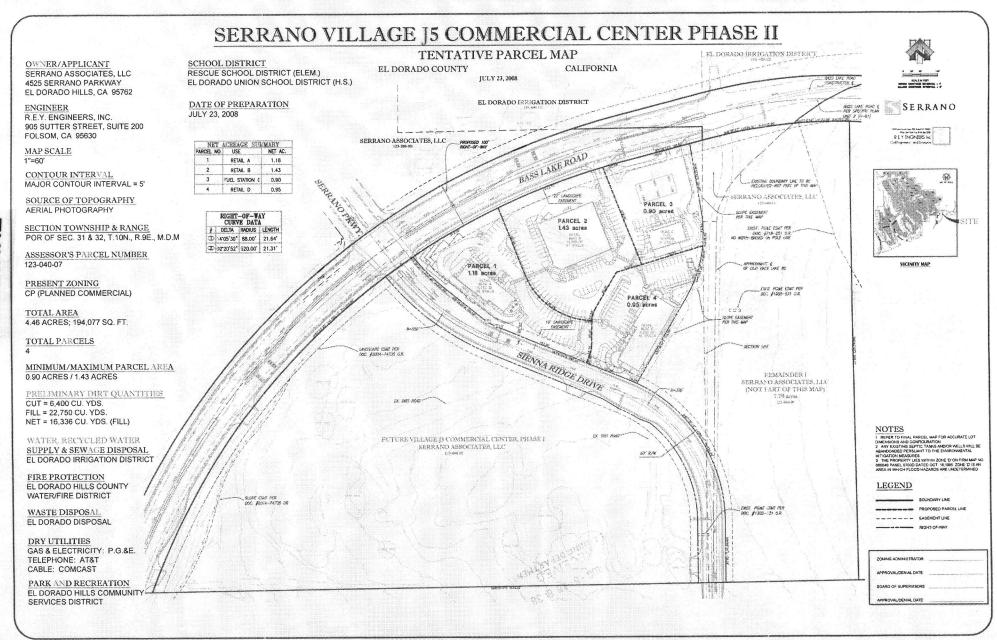


Z 13-0002/PD 13-0001 14-0280 D 6 of 20 TM 13-1511



SP-13-0002--Z 13-0002/PD-13-0001 TM 13-1511







October 23, 2013

Lillian Macleod Community Development Agency County of El Dorado 2850 Fairlane Court Placerville, CA 95667

RE:

Serrano Village J5/J6

Specific Plan Amendment to Reduce Village J Commercial Acreage

TM 13-1511, Z 13-0002, and PD 13-0001

Dear Lillian,

Please accept this letter as a supplement to the application materials we submitted with the referenced applications to support our request to reduce the planned commercial acreage in Serrano Village J.

The original Specific Plan included 45 acres of neighborhood commercial to serve the eastern end of the El Dorado Hills Specific Plan, and surrounding communities such as Bridlewood and the Bass Lake Hills Specific Plan. The original 45 acres is nearly twice as large as the existing Raleys/La Borgata neighborhood center on El Dorado Hills Boulevard, which totals approximately 27 acres.

The Raleys/La Borgata center has excellent U.S. Highway 50 visibility and is located at the well-traveled, primary north-south arterial of El Dorado Hills Blvd. - Latrobe Road. The Raleys/La Borgata center conveniently serves many communities (Blackstone, Serrano, Ridgeview, Sterlingshire, St. Andrews, Highland View, Highland Hills, Crescent Ridge, etc.), yet has never achieved 100% occupancy from retailers. Due to market conditions after the Great Recession, the center continues to experience higher than normal vacancy rates, indicating that there is not enough housing in El Dorado Hills to support the existing commercial land use designations or warrant the construction of planned phases. Furthermore, the Raleys/La Borgata center competes for other retailers in Town Center, which has yet to fully develop all of its planned phases.

Serrano Associates, LLC has been unable to attract retailers to the neighborhood retail center in Serrano Village J5/J6 for three reasons:

First, retail inventory remains high. Potential retailers are more likely to select a location in a constructed and available space such as Raleys or Town Center requiring minimal tenant improvements rather than waiting for the construction of an entirely new center. The high inventory, combined with the low demand from retailers, means that retail absorption rates continue to lag.

SERRANO ASSOCIATES, LLC 4525 SERRANO PARKWAY EL DORADO HILLS, CALIFORNIA 95762-7510 916.939.4060 Fax 916.939.4116

## El Dorado Hills Specific Plan

Table 1: Summary of Residential Use by Development Neighborhood

May 9, 2013 (includes pending applications for Serrano Village A14, C2, D1 Lots C & D, and J5/J6 Revisions)

Specific Plan				Actual <sup>(1)</sup>			(Reduction) / Increase from Specific Plan		
(a) Dwelling Units	(b) Net Acres <sup>(2)</sup>	(c) Net D.U./ac	(d) Dwelling Units	(e) Net Acres <sup>(2)</sup>	(f) Net D.U./ac	(d) - (a) Dwelling Units	(e) - (b) Net Acres (2)	(f) - (c) Net D.U./ac	
362	160		267	218		(95)	58		
699	134		218	146		(481)	12		
342	117		454	167		112			
458	236		671	337		213	101		
56	25		110	83		54			
37	148	191 Jan 191	168	156		131			
1,954	820	2.38	1,888	1,106	1.71	(66)	286	(0.68	
482	252		427	165		(55)	(87)		
282	109		696	190		414	81		
553	107		257	74		(296)	(33)		
905	192		199	67		(706)	(126)		
2,222	660	3.37	1,579	496	3.18	(643)	(164)	(0.18	
606	151		376	114		(230)	(37)		
212	53		196	58		(16)			
1,051	250		787	269		(264)	19		
90	53		Unknown	Unknown		Unknown	Unknown		
27	27		Unknown	Unknown		Unknown	Unknown		
0	7		Unknown	Unknown		Unknown	Unknown		
1,986	541	3.67	1,359	441	3.08	(510)	(13)	(0.59)	
6,162	2,021	3.05 *	4,826	2,043	2.36 **	(1,219)	109	(0.69)	
			()						
	126			Unknown					
	256			Olikhowii					
	45			12 [	3]		(33)		
					(assumes no change)				
					(adduties no change)				
					4]				
	370			189	1		(181)		
	808			1,023			215		
	(a) Dwelling Units  362 699 342 458 56 37 1,954  482 282 553 905 2,222  606 212 1,051 90 27 0 1,986	(a) (b) Net Acres (2)  362 160 699 134 342 117 458 236 56 25 37 148 1,954 820  482 252 282 109 553 107 905 192 2,222 660  606 151 212 53 1,051 250 90 53 27 27 0 7 1,986 541  6,162 2,021 * NE (Specific I	(a) (b) (c)  Dwelling Net Acres (2) Net Acres (2) D.U./ac  362 160 699 134 342 117 458 236 56 25 37 148  1,954 820 2.38  482 252 282 109 553 107 905 192  2,222 660 3.37  606 151 212 53 1,051 250 90 53 27 27 0 7 1,986 541 3.67  6,162 2,021 3.05 **NET DENSITY (Specific Plan Area)  126 130 256  45 27 157 13 139 60 60  181 292 45 27 157 13 139 60 60  180  180  180  180  180  180  18	(a) Dwelling Units         (b) Net Acres (2)         Net Net Dwelling Dwelling D.U./ac         Dwelling Dwelling D.U./ac           362 160 267         267         699 134 218         218           342 117 454         454         454           458 236 671         671         454           458 236 71         671         110           37 148 168         1,954         820 2.38         1,888           482 252 427         427         282         109 696           553 107 257         257         905         192 199           2,222 660 3.37 1,579         199         199           606 151 376         376         212 53 196           1,051 250 787         787         90           90 53 90 787         90         199           1,986 541 3.67         1,359           6,162 2,021 3.05 80         4,826           130 256         45           27         157           130 256         45           27         157           157         13           130 256         45	(a) Dwelling Units         Net Net Net Net Onling         Dwelling Units         Net Acres (2)         D.U./ac         Dwelling Units         Net Net Onling Net Net Onling Net	(a) Dwelling Units         Net Net Acres (2)         Net Net Units         Dwelling Units         Net Net Net Net Net Net Net Units         Dwelling Net Net Net Net Net Net Net D.U./ac           362         160         267         218         46         48         46         48         46         48         46         47         46         46         46         47         46         46         46         46         46         46         46         46         46         46         46         46         46         46         46	Specific Plan	Specific Plan	

<sup>[1]</sup> Serrano portion only, as developed, mapped, and planned.

<sup>[2]</sup> Defined by the Specific Plan as the number of acres excluding open space, major circulation routes, and school sites.

<sup>[3]</sup> Village J5 Phase 1

<sup>[4]</sup> Includes Oak Meadow School, Silva Valley School, and Rolling Hills School. Rescue Union has not purchased the Village J site.

<sup>[5]</sup> In April 2000, the Planning Commission voted to approve abandonment of the 2nd golf course described in the Specific Plan in favor of open space accessible to the public.

Lillian Macleod
Serrano Village J5/J6
October 23, 2013
Page Two

- Second, the density of housing in the eastern portion of Serrano is not dense enough to attract retailers. The low-density nature of Serrano and Bridlewood, combined with the relatively little development in the Bass Lake Hills Specific Plan to date, does not provide retailers with the assurance they need to have a strong, sustained customer base and capture repeat business.
- Finally, the site's location at Serrano Parkway and Bass Lake Road is not attractive to retailers because the site lacks highway visibility and traffic counts on Bass Lake Road are low. The site does not provide retailers with a sufficient amount of pass-by traffic and high-intensity retail uses are better served along Highway 50, such as the future commercial at Village P.

For these reasons, Serrano Associates seeks to eliminate the 5 acres of approved commercial at Village J5 Phase 2. However, if retail market conditions do not improve in the near future, it may be necessary to eliminate the balance of the planned retail land uses.

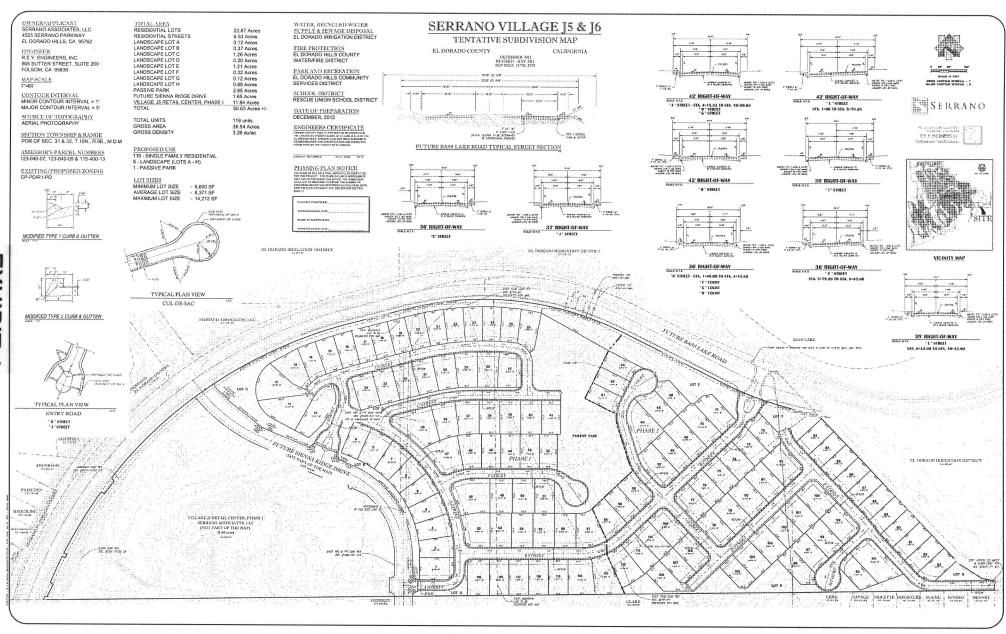
If you have any questions or need further information, please contact me at (916) 939-4060.

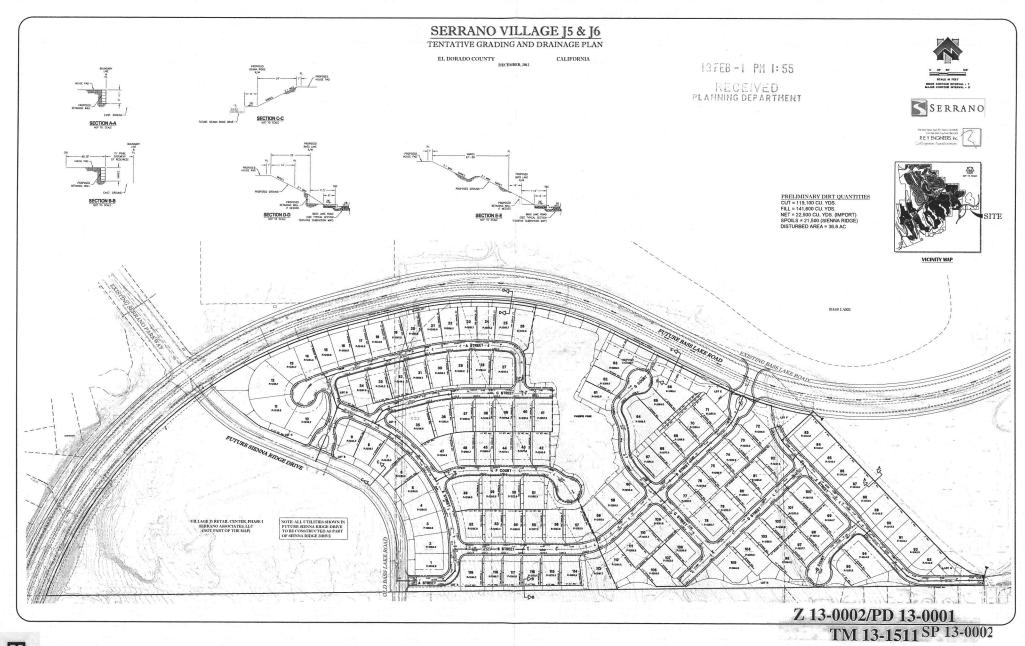
Sincerely,

Kirk Bohe

Director of Government Relations

cc: Andrea Howard, Parker Development Company





## EXHIBITL

## SERRANO VILLAGE J5 & J6

## SLOPE MAP DECEMBER, 2012

EL DORADO COUNTY

CALIFORNIA

SLOPES TABLE							
Number	Minimum Slope	Maximum Slope	Area (AC)	Color			
1	0.00%	10.00%	22.8				
. 2	10.00%	20.00%	12.3				
3	20.00%	30.00%	0.8				
4	30.00%	Vertical	0.3				

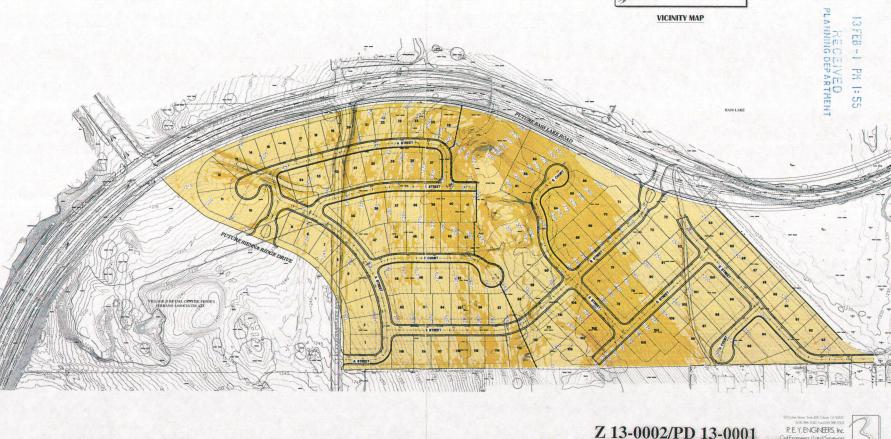


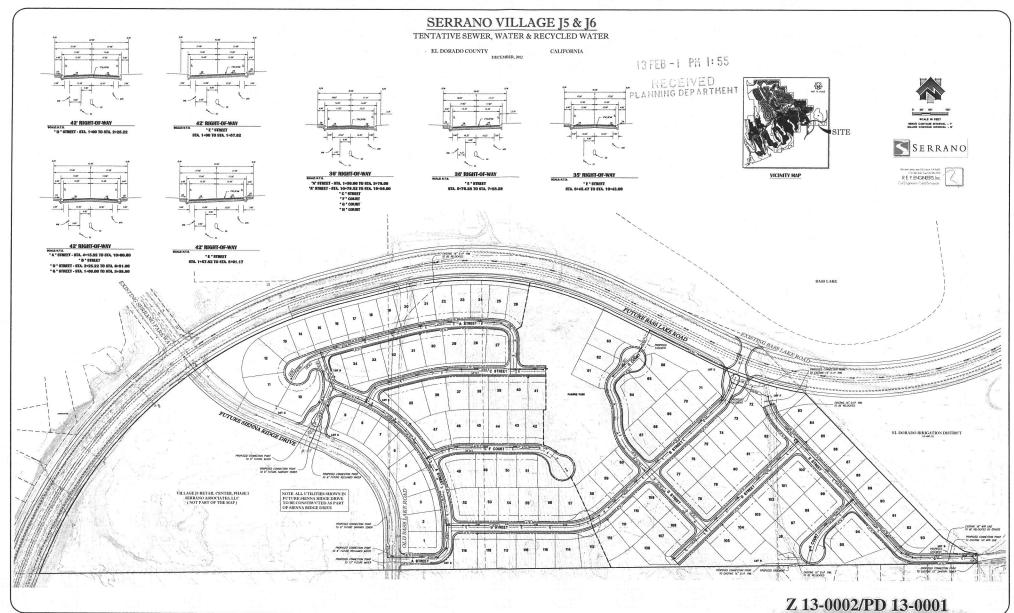
Z 13-0002/PD 13-0001

TM 13-1511SP 13-0002

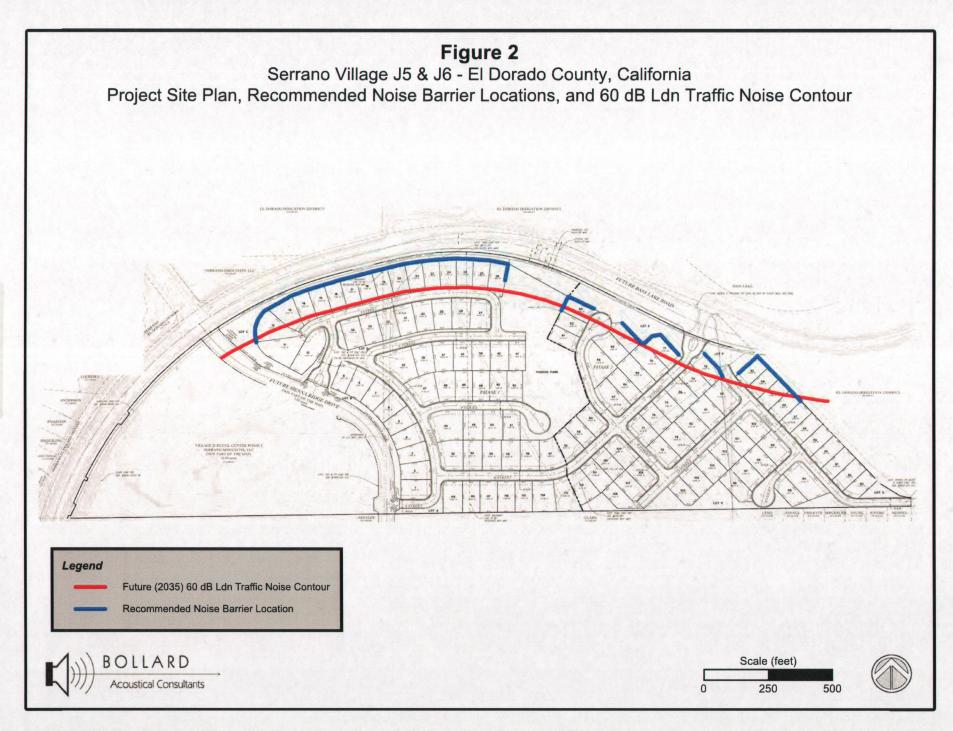


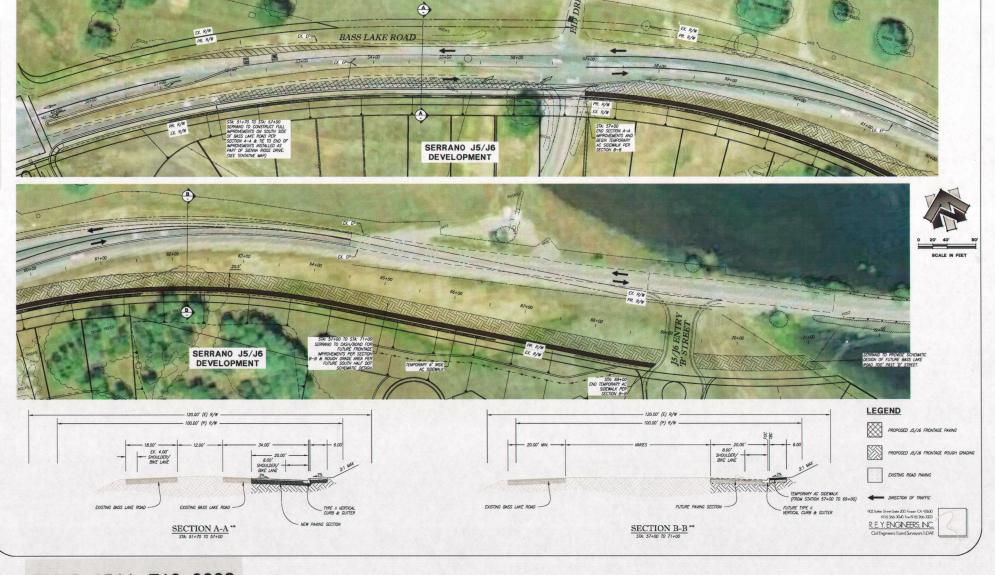






TM 13-1511SP 13-0002





SERRANO VILLAGE J5/J6
PROPOSED FRONTAGE ROAD IMPROVEMENTS

OCTOBER 2013

COUNTY OF EL DORADO

CALIFORNIA

TM13-1511 Z13-0002 SP13-0002 PD13-0001