

4/5/2017

Edcgov.us Mail - RE: Village J5, Phase 2



PC 4/13/17
#2
Charlene Tim <charlene.tim@edcgov.us>
4 pages

RE: Village J5, Phase 2

Andrea Howard <ahoward@parkerdevco.com> Wed, Apr 5, 2017 at 10:26 AM
To: Kirk Bone <kbone@parkerdevco.com>, Rommel Pabalinas <rommel.pabalinas@edcgov.us>
Cc: "roger.trout@edcgov.us" <roger.trout@edcgov.us>, "Char Tim (charlene.tim@edcgov.us)" <charlene.tim@edcgov.us>

Mel,

Just a quick clarification on this. Kirk's reference should be J5/J6 (Specific Plan Amendment SP13-0002/Rezone Z13-0002/Planned Development PD13-0001/Tentative Subdivision Map TM13-1511) going to Commission on 4/13. Do you know when these letters will be posted to Legistar?

<https://eldorado.legistar.com/LegislationDetail.aspx?ID=3010995&GUID=7E6FA103-DB10-4AE8-A2FB-14E13992D9AD&Options=&Search=>

Thank you,
Andrea

From: Kirk Bone
Sent: Tuesday, April 04, 2017 9:00 AM
To: Rommel Pabalinas
Cc: Andrea Howard; roger.trout@edcgov.us
Subject: Village J5, Phase 2

Attached please find letters from Donahue/Schriber and Safeway regarding the above. Will you please distribute to Commissioners? Thanks.

2 attachments

 **dsrg rezone letter.pdf**
525K

 **safeway rezone letter.pdf**
65K



March 30, 2017

Rommel Pabalinas, Senior Planner
El Dorado County Planning Services
2850 Fairlane Court
Placerville, CA 95667

RE: SP13-0002/Z13-0002/PD13-0001/TM13-1511/Serrano Villages J5/J6
Proposed Rezone of Serrano Village J5 Phase 2 Commercial

Dear Mr. Pabalinas:

Donahue Schriber Realty Group (DSRG) and Safeway are planning our third joint development shopping center in El Dorado County. Sienna Ridge, at the corner of Serrano Parkway and Bass Lake Road (known as Serrano Village J5 Phase 1), will be a 103,000 square foot modern day version of the traditional neighborhood shopping center.

The center is designed with ample open and gathering space, outdoor eating patios and easy pedestrian access throughout the center. With the assistance of Serrano Associates, we have designed a center with elevations and amenities that will complement the Serrano and surrounding communities.

When DSRG first looked at the site and accompanying site plan, our primary concern was the large amount of shop space that was envisioned. The plan was obviously done before the negative effects of ecommerce on retail space were known. Today's neighborhood shopping center has less retail space, more amenities, and needs more residential rooftops to be successful. With this in mind, we cut the initial amount of retail space by 16,000 square feet. Should this retail or office space be needed in the future, we can explore that option at that time. What we don't want is a shopping center with 16,000 square feet of vacant shop space.

With the modern day shopping center and surrounding trade area needing less retail shop space and more residential housing in order to be successful, ***DSRG strongly supports the Serrano Associates proposal to eliminate the planned commercial at Village J5 Phase 2 across the street from our development and rezone it to allow for residential development.***

Thank you for your consideration.

Ryan Gillard
Vice President Investments
Donahue Schriber Realty Group

cc: District 1 Board of Supervisor, John Hidahl
District 1 Planning Commissioner, Jeff Haberman
District 2 Board of Supervisor, Shiva Frentzen
District 2 Planning Commissioner, Gary Miller
District 3 Board of Supervisor, Brian Veerkamp
District 3 Planning Commissioner, Jeff Hansen
District 4 Board of Supervisor, Michael Ranalli
District 4 Planning Commissioner, James Williams
District 5 Board of Supervisor, Sue Novasel
District 5 Planning Commissioner, Brian Shinault

200 E. Baker Street
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5918 Stoneridge Mall Road
Pleasanton, CA 94588-3229

March 29, 2017

Mel Pabalinas, Senior Planner
El Dorado County Planning Services
2850 Fairlane Court
Placerville, CA 95667

RE: SP13-0002/Z13-0002/PD13-0001/TM13-1511/Serrano Villages J5/ J6
Proposed Rezone of Serrano Village J5 Phase 2 Commercial

Dear Mr. Pabalinas:

Safeway Inc. (Albertsons) and Donahue Schriber Realty Group (DSRG) are pleased to announce our latest shopping center venture in El Dorado County. Sienna Ridge is a planned 103,000 square foot Safeway anchored shopping center located within the master planned community of Serrano at the southeastern corner of Serrano Parkway/Sienna Ridge and Bass Lake Road (Serrano Village J5 Phase 1). In working with Serrano Associates, we have designed a quality shopping center that will service not only the Serrano community, but also the surrounding residential communities within the trade area.

As with any retail development, it is critical to the success of this center to have the appropriate balance of shop space to residents within the trade area. The more the houses, apartments, and townhouses within the trade area, the more successful the shopping center will be for the community. Too much retail within a trade area invites high vacancy rates and retail tenants that come and go. Conversely, a fully occupied shopping center invites energy and success.

In an attempt to avoid the over retailing of this trade area, it has come to our attention that Serrano Associates has applied to rezone the 4 acre parcel to the north known as Village J5 Phase 2, from its current retail commercial zoning to residential. **Safeway strongly supports this proposed rezone.** The rezone would not only add much needed residential rooftops to the market area; as important, it would help to balance the current and future shop space needs for this trade area.

Our concern about over retailing a trade area is so great, that we have made a project decision to mothball (not build) about 16,000 square feet of retail shop space that is permitted for our site. We believe that the trade area cannot support this added retail at this time. If an additional 40,000 to 50,000 square feet of retail were to be developed across the street from our shopping center, this would jeopardize the long term success and viability of Sienna Ridge Village J5 Phase 1. We believe that residential at the site across the street would better service the long term interests of the shopping center and community.

Thank you for your consideration and Safeway looks forward to the opening of its fifth store in El Dorado County.

Sincerely,

Todd Paradis

Working together to be the *favorite local supermarket*™



CC: District 1 Board of Supervisor, John Hidahl District 1 Planning Commissioner, Jeff Haberman
District 2 Board of Supervisor, Shiva Frentzen District 2 Planning Commissioner, Gary Miller
District 3 Board of Supervisor, Brian Veerkamp District 3 Planning Commissioner, Jeff Hansen
District 4 Board of Supervisor, Michael Ranalli District 4 Planning Commissioner, James Williams
District 5 Board of Supervisor, Sue Novasel District 5 Planning Commissioner, Brian Shinault