

Final Report

City of Placerville: Broadway Corridor Housing Opportunities Study

The Economics of Land Use



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City of Placerville

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1. Executive Summary

Introduction

The City of Placerville (City) is located in the Sierra Foothills in El Dorado County (County), between the urbanized area of the City of Sacramento and surrounding region and the more rural communities of the Sierra Nevada mountains.

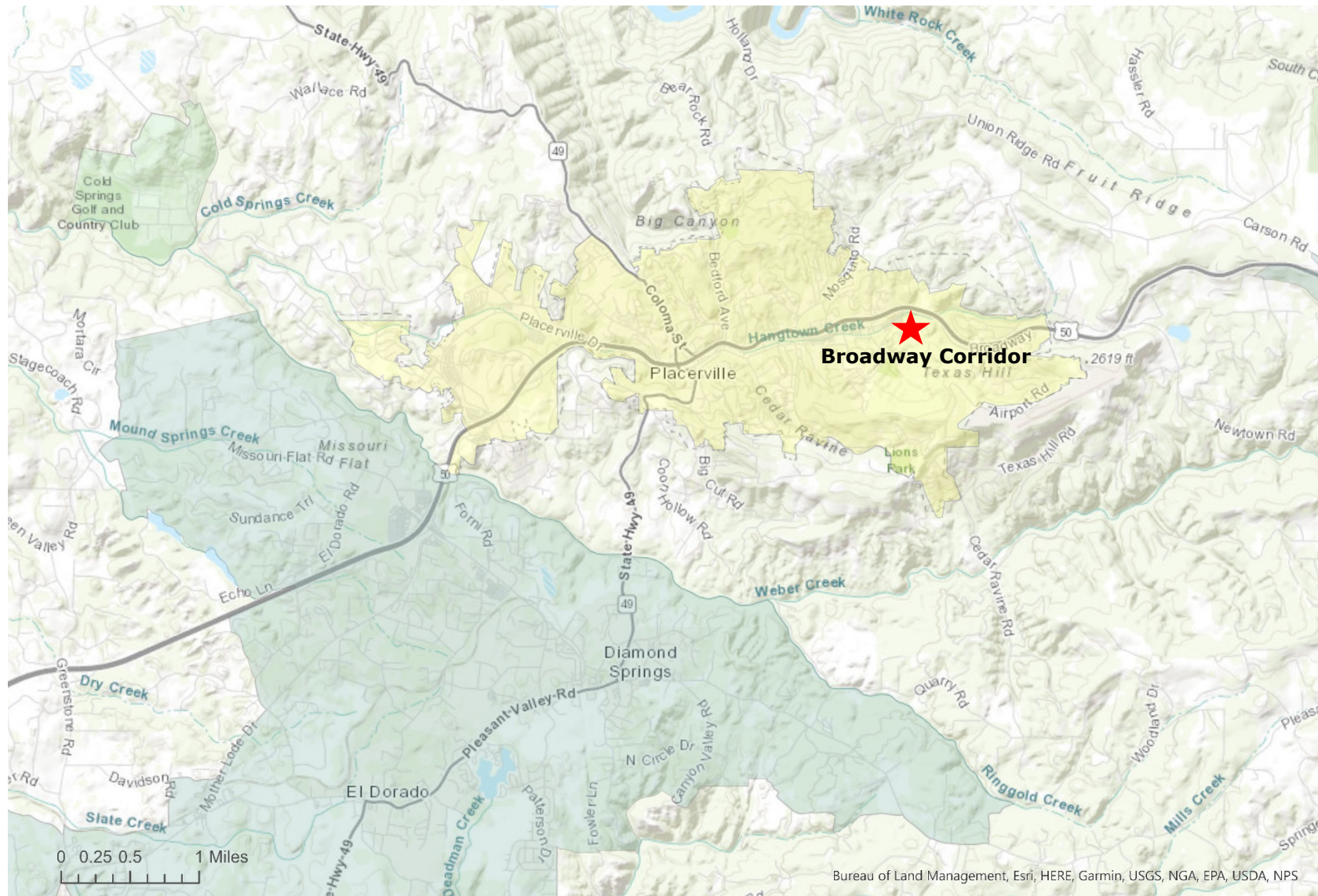
Incorporated in 1854, the City emerged as a regional hub for mining operations during the gold rush and developed a central downtown core of businesses and services, including lodging, banking, retail, and transportation uses. Today, the primary artery of the City's downtown, Main Street, is a successful, pedestrian-friendly retail corridor consisting of historical gold-rush-era buildings, a mix of retail establishments, and year-round events. Adjacent to Main Street and the downtown core, the City's Broadway Corridor (Corridor or Study Area), the focus of this Housing Opportunities Study, has developed as an auto-oriented corridor with a mix of successful businesses, limited residential uses, and vacant and underutilized parcels with outdated commercial structures and evidence of blight.

In 2021, the City was awarded grant funds from the Regional Early Action Planning (REAP) program to support efforts to accelerate housing production in the Corridor. The City used the REAP grant funding to retain the consulting team comprising Economic & Planning Systems, Inc. (EPS) and Ascent Environmental, Inc. (Ascent) (collectively, the EPS Team) to prepare a strategy to address current and future infill housing needs in the Corridor in an effort to continue revitalizing the Corridor.

The EPS Team conducted several technical analyses, including a socioeconomic context assessment and residential market demand study, and reviewed the City's zoning code and design standards. Working with City staff and interested property owners, the EPS Team identified opportunity sites on the Corridor and designed and tested the feasibility of development scenarios on the opportunity sites. These analyses have culminated in a series of recommended strategies to facilitate infill residential development along the Corridor.

The Study Area comprises a commercial strip adjacent to the historic downtown area, located in the northeast portion of the City and bounded by Mosquito Road to the west, the National 9 Inn to the east, and US Highway 50 to the north. See **Map 1-1** for the Corridor's regional context and **Map 1-2** for the detailed parcels included in the Study Area.

Map 1-1. City of Placerville and Broadway Corridor Context

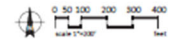


Map 1-2. Broadway Corridor



Broadway Corridor Study

City of Placerville



Past Corridor Revitalization Efforts

The City has focused on redeveloping the Corridor for some time. In 2007, the City evaluated the potential for forming a redevelopment area comprising the Corridor (before the dissolution of the State of California’s Redevelopment program) with the goal of increasing housing options.

Before this current REAP-funded study, the City received funding from the Sacramento Area Council of Governments (SACOG) to address barriers to infill development and facilitate private investment opportunities. Participation in the program provided a comprehensive review of the Corridor, past planning efforts (i.e., Broadway Village Corridor Multi-Modal Implementation Plan, 2010), and recommendations from private representatives from housing, commercial real estate, finance, transportation, and urban design professionals. In addition, SACOG provided the City with additional funding through the Rural Main Streets Technical Assistance Grant program to assist with placemaking efforts on the Corridor, including preparation of a landscaping plan, a Corridor gateway design and cost estimate, and identification signage for the Corridor.

The City has identified several capital improvement projects along the Corridor, several of which have been completed, including improvements to bicycle and pedestrian facilities (e.g., restriped crosswalks and flashing beacons at three crosswalk locations, pedestrian signage, bike lane identification), Americans with Disabilities Act (ADA) ramps, new bus transit stop, and key improvements to the City’s sewer and storm drainage systems.

Summary of Findings

The following findings detail the analyses and review conducted as part of this study, including an evaluation of socioeconomic and residential real estate trends and existing conditions, future demand for residential uses in the City, a review of existing regulatory documents, and the recommended strategies to facilitate housing on the Corridor.

Socioeconomic Conditions

The trends and existing composition of demographic and socioeconomic characteristics of the study areas of the City and the County were analyzed to develop an understanding of the dynamics and drivers of existing residential development. Details can be found in **Chapter 2:**

- **Placerville is a small community that experienced limited population growth over the last decade.** As one of two incorporated cities in the County, Placerville is the second-most populous city, with about 10,400 residents. The City comprises approximately 5 percent of the County’s

total population, and the other incorporated city, South Lake Tahoe, contains more than twice the City's population, with more than 22,800 residents. Other large unincorporated communities in the County include El Dorado Hills Census-Designated Place (CDP), which has a population almost five times greater than Placerville, and Cameron Park CDP and Diamond Springs CDP, which are also both larger than Placerville, with populations estimated around 18,800 and 11,350, respectively. Over the last decade, the City added about 600 residents between 2010 and 2021, representing an average of about 50 new residents annually.

- **Placerville's residents are becoming older and less diverse.** Aligned with statewide and national trends, the City's population is aging. The median age in Placerville increased from 36.2 years old to 45.5 years old, which is a greater change than occurred in the County, the State of California (State), and the nation, and the largest proportion of residents are aged between 35 and 54 (23 percent of the total population). Residents who are aged 65 and older represented the fastest-growing age category over the last decade, with an increase of 37 percent. Diverging from statewide and national trends, the City became less diverse over the last decade. Between 2010 and 2019, the City's population that identifies as White increased from 73 percent to 79 percent, with corresponding decreases in populations that identify as Hispanic or Latino, American Indian and Alaska Native, and Two or More Races.
- **City residents achieved higher levels of education.** The absolute number of residents holding a bachelor's, graduate, or professional degree increased from approximately 1,400 to almost 2,000 between 2010 and 2019, an increase of almost 40 percent.
- **There was a slight increase in household wealth in the City, with the County remaining overall wealthier.** Median household income in the City increased by about 13 percent between 2010 and 2019, rising from \$52,200 to \$59,200 (in real dollars). The City's median household income has been consistently lower than the County's median household income, with a median income of \$70,000 in 2010 (an increase of 34 percent relative to the City) and a median income of \$83,400 in 2019 (an increase of more than 40 percent relative to the City).
- **Placerville's household size is small compared to the County and the State.** The City's average household size of 2.35 is notably smaller than both the County (2.53) and the State (2.91) averages and appears to be declining. Between 2010 and 2021, the average number of persons per household nominally declined from 2.37 in 2010 to 2.35.
- **Most households in Placerville are owner-occupied, 1- and 2-person households.** Approximately 57 percent of households in the City own their homes, while the remaining 43 percent are renter-occupied. Comparatively, 76 percent of the County's households are owner-occupied and only

24 percent are renter-occupied. In addition, small, 1- and 2-person households comprise more than two-thirds (68 percent) of all households in the City, which aligns with the County's percentage of 65 percent and the downward trend of household size.

- **More than half of households in the City that are renter-occupied pay rents that exceed 30 percent of their income.** Of the renter-occupied households, 55 percent are considered renter-cost-burdened, which means that a household pays more than 30 percent of its income on housing costs, with the majority (60 percent) considered severely cost-burdened, which means they pay more than 50 percent of their income on rent. Nearly 40 percent of owner-occupied households are considered cost burdened.
- **The City has more than 4,700 resident workers and about 10,200 jobs.** Placerville's labor force comprises about 6 percent of the total County labor force. Nearly 20 percent of jobs in the County are located in the City, including almost 70 percent of Public Administration jobs, based on the City's role as the county seat. About half of the total jobs in the Utilities industry are located in the City.
- **Similar to statewide patterns, Healthcare and Social Assistance stands as the top industry in Placerville for both jobs (26 percent) and resident workers (17 percent).** The Healthcare and Social Assistance industry also experienced the largest labor force growth between 2010 and 2019, adding 135 resident workers in the City. This industry also experienced the second-highest amount of job growth in Placerville, adding 378 jobs, after Educational Services, which added 442 jobs. Other key industries for resident workers that live in the City include Retail Trade (10 percent), Educational Services (10 percent), and Public Administration (10 percent). Other key job industries in the City include Public Administration (22 percent) and Arts, Entertainment, and Recreation (12 percent).
- **Placerville has more than twice the number of jobs than housing units.** The City's high jobs-to-housing-units ratio (2.17) suggests the City is a key employment center for residents in the region, and that an increase in housing production could provide more opportunities for residents to live in the community in which they are employed. Data regarding commute patterns reveal that 90 percent of jobs in the City are held by people who live outside of Placerville. Most of these in-commuting workers are from jurisdictions elsewhere in the County, including Diamond Springs, Cameron Park, El Dorado Hills, and Pollack Pines, although a small portion resides in Sacramento. Amongst the 4,705 employed residents in Placerville, about 22 percent (1,014) are residents who both live and work in the City, and 78 percent (3,691) commute to jurisdictions outside of the City, including Diamond Springs, Sacramento, Folsom, El Dorado Hills, Cameron Park, and Rancho Cordova.

Housing Market Findings

The trends and existing composition of housing in the City were examined along with future housing demand and initial housing gaps and issues to develop an understanding of the current state of the housing market and projected future need, along with hurdles that will need to be overcome. Details can be found in **Chapter 3** and **Chapter 4**:

- **Placerville’s housing supply is small and experienced very little growth over the past decade.** Similar to population, the City’s 4,750 units represent only 5 percent of the County’s housing inventory. The City has added an average of about 19 units per year since 2010. Overall housing production has declined every decade since 2009, with only 3 percent of the housing stock built since 2010.
- **The City’s housing inventory is more diverse in comparison to the County.** While the majority of housing units in Placerville are single-family detached units (66 percent), the City offers more diverse options than the County. The County’s composition of housing is overwhelmingly composed of single-family detached units (82 percent). The City’s housing inventory includes a much higher percentage of structures with 2 to 4 units (17 percent) than in the County (5 percent). A significant and growing proportion of units in the City are single-family attached units (4 percent), but multifamily structures with 5 or more units are less common, with no growth in this housing typology between 2010 and 2021. Still, multifamily structures with 5 or more units comprise a greater proportion of the City’s housing inventory (9 percent) than the County’s (7 percent).
- **The housing market in the Sacramento Region has become more competitive since the onset of the COVID-19 Pandemic.** While Placerville falls in the middle of affordability in the County’s housing supply, home prices have increased 160 percent since 2012 (2022 average median sales price is \$521,100) and rents have increased by 38 percent since 2010 (2022 average asking rent is \$1,416) as more people are seeking affordable housing markets, such as the Sacramento Region. The total housing market in the City is tight, with vacancy rates steadily decreasing from 9.1 percent in 2010 to 5.6 percent in 2022, average inventory dropping from 135 available units to 61 available units since 2014, and the number of days on the market dropping from 49 to 16.
- **Rental units in the City are generally more affordable for existing residents than purchasing a home.** About 26 percent of City households have the financial capability to purchase a median-or-higher-priced home in Placerville, based on current prices, whereas approximately 70 percent of households can afford to rent an average-or-higher-priced unit.

Future Demand

- **The City is anticipated to need from 260 to 390 residential units by 2035 to accommodate future housing demand, a small increase from historical unit absorption.** The City added an average of 18 new residential units per year between 2008 and 2021, comprising only 4 percent of the total County growth. Projected housing unit growth is anticipated to increase to an annual average of about 20 to 30 units over the next 12 years, increasing the City's housing supply by about 6 to 8 percent by 2035. The County's housing supply is anticipated to increase by 7 percent, and the City is projected to account for 6 percent of this growth.
- **If the market-rate housing in the City's pipeline that has been approved is built, this will fulfill about half of the demand for market-rate single-family units and less than 5 percent of the demand for market-rate multifamily units.** This study estimates projected demand for an additional 170 to 253 market-rate housing units in the City through 2035. Based on a continuation of the City's current distribution of 70 percent single-family units and 30 percent multifamily units, this projected total demand translates into demand for about 120 to 175 single-family units and 50 to 75 multifamily units. The City's current housing pipeline includes 61 market-rate single-family units that have been approved, representing about 35 to 50 percent of projected single-family unit demand through 2035, and 2 market-rate multifamily units, representing only 3 to 4 percent of demand for market-rate multifamily units.
- **The City's affordable housing pipeline is gaining momentum with 237 multifamily affordable units in review but not focused in the Corridor or downtown areas.** There are 237 affordable multifamily units in the planning process now, which, if constructed, would provide more than 5 times the projected demand for affordable multifamily units through 2035. Although these units would not only provide affordability for future residents, they have the potential to alleviate the housing cost burden for some existing residents because approximately 55 percent of renters and 38 percent of owners are considered housing cost-burdened, meaning they pay more than 30 percent of their income on housing costs. The high proportion of existing residents considered housing cost-burdened is an indication of the lack of affordable housing in the City.

Financial Feasibility Evaluation

In coordination with the City and interested property owners, the EPS Team identified 2 opportunity sites with multiple development scenarios on each site for accommodating low-rise residential or mixed-use development. EPS has prepared static pro forma analyses to test the feasibility of these scenarios and understand the potential range of housing opportunities and factors that may be hindering their development. To gain an understanding of the relative financial viability of

the various land use scenarios evaluated, EPS used a measure of financial feasibility commonly referred to as a “residual land value” (RLV) analysis, which models the revenues achieved by operating or selling a particular building to arrive at an estimated building value, or “finished real estate value.” If the RLV is negative, the development scenario may be inadequate to compensate the land developer for the costs and risks they take to acquire and entitle the project. Details can be found in **Chapter 5**:

- **Low-Rise Rental Residential, either as a sole land use or included with retail, appears to be financially infeasible in the current market.** All 6 of the development scenarios reflect negative RLV under current market conditions. The development scenario that shows the closest potential for feasibility is the Carriage Trade Center Alternative #5. This mixed-use development scenario has a negative RLV but is close to breaking even, which would require a percentage increase in revenue or a decrease in development costs to break even or achieve a comparable RLV. The mixed-use development scenario is close to breaking even because the scenario includes higher density residential development, yielding a larger number of residential units and allowing for more retail square footage, both of which generate a higher revenue stream compared to the increase in development costs.
- **The relationship between development costs and potential revenues from the low-rise residential and neighborhood retail development is such that interventions will likely be necessary to encourage the development of market-rate apartment units.** It is unlikely that local workforce incomes will rise sufficiently in the foreseeable future to enable the level of rental rates necessary to justify construction costs for certain projects. Current construction costs are projected to continue to increase in 2023 and 2024 and then stabilize thereafter, increasing around 2 to 4 percent, annually.^{1 2} To facilitate new residential development in the current market, the City could make use of cost-reducing mechanisms, such as waiving fees, eliminating regulatory requirements that increase development costs (i.e., parking requirements), or providing public subsidies to support desired development.

Regulatory Review

- **Current policies and zoning do not support the goal to densify Broadway as a mixed-use corridor.** A review of the City’s planning and regulatory documents indicated that the General Plan and Zoning Ordinance

¹ Fahey, Ashley, The National Observer: Real Estate Edition, “Report: Construction costs may escalate 14.1% this year, but relief expected soon,” August 25, 2022 [accessed online August 2022] <https://www.bizjournals.com/sacramento/news/2022/08/25/construction-costs-increase-this-year.html>.

² EPS relied on a variety of sources to estimate approximate construction costs, including the Saylor 2020 Construction Cost Manual, updated for inflation and adapted to the Sacramento Region. See **Appendix A Table A-2**.

do not promote denser or provide appropriate design standards to support mixed-use housing typologies that are considered affordable by design. The full regulatory review can be found in **Appendix C**. Affordable-by-design housing is affordable based on physical design, tenancy, or financing elements. Smaller and attached housing types termed “Missing Middle,” tend to be more affordable than a single-family house and can provide both ownership and rental opportunities.³ In addition, mixed-use development can help increase the housing supply by providing more units at higher densities, which can help the financial feasibility of a project. Mixed-use development tends to work well in downtown areas where buildings can be taller and more dense.

Strategies and Recommendations

As a result of the quantitative and qualitative research conducted and input received as part of this study, the EPS Team has prepared a set of strategies that include action items the City can implement to encourage housing in the Corridor:

- **Strategy 1: Consider adopting programs, policies, and other actions to help improve residential development feasibility.** There are a variety of incentives that can be implemented by the City to plan for and encourage the construction of housing along the Corridor and throughout the City. Examples of incentives include reducing development costs through fee reductions, deferrals, and waivers; offering financial assistance through federal, State, and regional grants secured by the City; expediting permit review processes; and other incentives identified by the City for projects containing housing.

The City has secured financing sources to address capital improvement and placemaking improvements in the Corridor, in addition to other regional funding opportunities. The City should continue to ensure that staff resources are available to prioritize securing funding through federal and State grant programs to offer “bridge” financing or provide funding for specific construction costs.

Consider creating local housing construction funding sources to assist in funding needed housing. The City should take steps to evaluate the feasibility of enacting new measures that would raise local funding for the construction of various housing types. Funding sources to be evaluated could include a housing trust fund, an affordable housing commercial linkage fee, an increase in the City’s sales tax or transient occupancy tax rate, a General Obligation bond, or other identified dedicated funding sources.

³ Missing Middle homes include typologies such as attached townhomes, condominiums, duplexes, fourplexes, and courtyard buildings.

The City also could consider conducting a California Environmental Quality Act (CEQA) review of preliminary designs to pre-clear sites for developing infill housing.

- **Strategy 2: Consider regulatory changes to support residential development in the Corridor.** Based on the outcomes of the regulatory review, opportunity sites analysis, and feasibility testing, it is recommended that the City consider adopting strategic updates to the General Plan and Zoning Ordinance to create a new by-right zone or update existing regulations and implement Objective Design Standards to streamline the approval type of residential infill and mixed-use development that is desired along the Corridor. These are suggested changes:

- **General Plan Amendments.** Amend the General Plan policies to support urban infill and reposition Broadway as a future mixed-use corridor that offers diverse housing opportunities. Amend the description and use standards in the General Plan Part I Land Use Diagram and Standards pertaining to the Highway Commercial (HWC) designation, to explicitly include vertical mixed-use and multifamily dwellings as permitted uses.
- **Zoning Ordinance Amendments.** Amend the Zoning Ordinance to allow by-right development of townhouses in the HWC zone and to allow vertical mixed-use development in the Housing Opportunity Overlay zone. The by-right zone can facilitate the implementation of housing and also comply with Senate Bill 330 (SB 330), the Housing Crisis Act of 2019. SB 330 applies to multifamily residential development, as well as mixed-use development, where at least two-thirds of the development is residential uses.

In addition, the City should consider updating the zoning regulations related to the density and intensity of residential development in the Corridor. This would include changes such as increased floor area ratios (FARs), the number of allowed units per acre, increased building heights, adjusted setback and lot coverage requirements to reduce restrictive development parameters, decreased parking requirements, and review open space requirements to make sure they are feasible.

- **Strategy 3: Continue to implement placemaking changes.** The City may consider an Area Plan or a Specific Plan as a means to implement the transformation of the Corridor. The City recognized the need for placemaking improvements and has completed and put into motion placemaking-focused improvements, including creating a more bicycle- and pedestrian-friendly streetscape, as well as creating the “Placerville Broadway Village Corridor Landscape and Gateway Treatments” plan through a collaboration with SACOG using the Rural Main Streets Technical Assistance Grant. The adoption of an Area Plan or Specific Plan may facilitate additional efforts needed to continue to enhance the Corridor’s sense of place, in particular, an Area or Specific Plan

could specify design standards to bridge the architectural elements present in lower Main Street to upper Broadway, and administrative and streamlined review procedures for future infill projects.

In addition, the City should consider daylighting Hangtown Creek to enhance the Corridor's sense of place, as discussed in the General Plan Land Use Element and Development Guide. Improvements and aesthetic enhancements can make the creek an amenity and attractive natural feature. Daylighting of the creek could be included in the Area or Specific Plan discussed above or constitute a stand-alone action. The City could seek available funding (discussed in **Strategy 1**) to subsidize this improvement or consider formalizing a density bonus for this type of improvement in the Zoning Ordinance.

The strategies and action items are discussed in detail in **Chapter 6**.

Report Organization

This report is presented in the following chapters and technical appendices:

- 1. Introduction and Summary of Findings** present an overview of the report and key findings.
- 2. Area Profile** presents an analysis of existing conditions in the City and the County, including population, households, race/ethnicity, educational attainment, income and poverty, employment and jobs, and jobs-housing balance and commuting patterns.
- 3. Residential Market Overview** provides a context to current residential market conditions in the nation, the County, and the City, an overview of projected growth, and the potential resulting demand for additional housing and affordable housing.
- 4. Feasibility Analysis** provides an evaluation of the financial feasibility of different development scenarios on 2 select opportunity sites based on the current market.
- 5. Regulatory and Other Barriers to Residential Development on Broadway** examines the barriers to developing housing, including a summary review of existing regulations.
- 6. Strategies and Recommendations** provide recommended strategies and action items to achieve these strategies based on the findings from the analyses and outreach.

This report also contains technical appendices, **Appendix A** through **Appendix D**, which provide supporting data regarding socioeconomic and housing trends in the area, the regulatory review findings, and the feasibility analysis, along with key development and revenue and cost assumptions.

2. Study Area Profile

This chapter examines the trends and existing composition of demographic and socioeconomic characteristics of the study areas of the City and the County. The purpose of this demographic and socioeconomic profile is to develop an understanding of the dynamics and drivers of existing residential development. This chapter comprises the following key analytic elements:

- **Demographic and Socioeconomic Characteristics.** Identifies trends in population and households, age, race and ethnicity, educational attainment, income and poverty, and jobs-housing balance and commuting patterns.
- **Labor Force.** Reflects trends in the labor force and unemployment rates, including industry and employment characteristics and commuting patterns.
- **Employment.** Presents information on the quantity and type of jobs in the City.

Supporting data tables underlying figures presented in this chapter are included in **Appendix A**.

Demographic Conditions

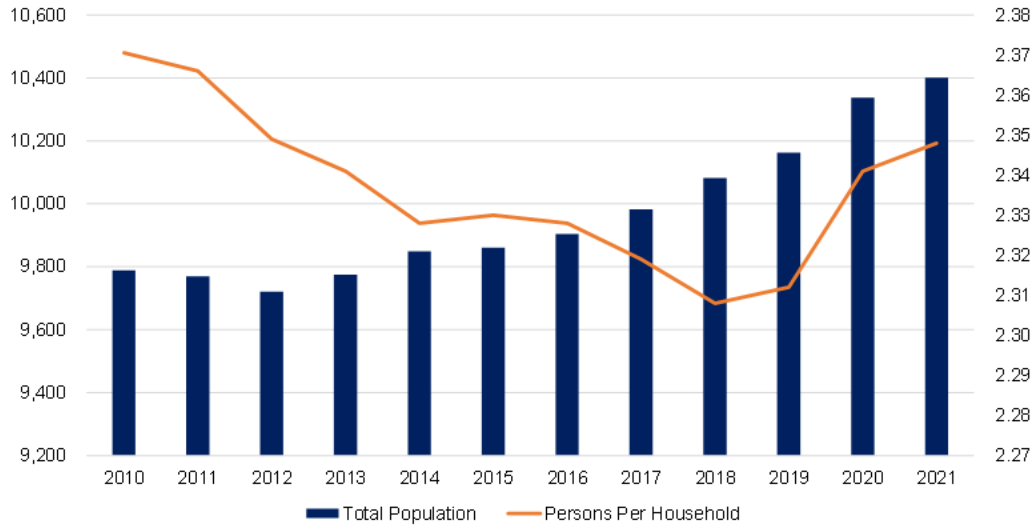
This section examines key demographic trends in the City and the County over the past decade and provides a snapshot of the current socioeconomic composition of the City and the County populations.

Population and Households

The total population of Placerville as of 2021 was 10,401 people. As one of only 2 incorporated cities in the County, Placerville is the second-most populous city in the County, behind South Lake Tahoe, but only comprises about 5 percent of the County's total population. See **Appendix A Table A-1**. The City comprises approximately 4,430 households, with an average of 2.35 people per household.

Since 2010, the City's population fluctuated with a minimal increase in the number of households. The population declined in both 2011 and 2012 but was then followed by steady growth, with a total positive addition of about 613 residents and more than 300 households, but an overall decline in persons per household. See **Figure 2-1**.

Figure 2-1. Population and Persons per Household: City of Placerville (2010–2021)

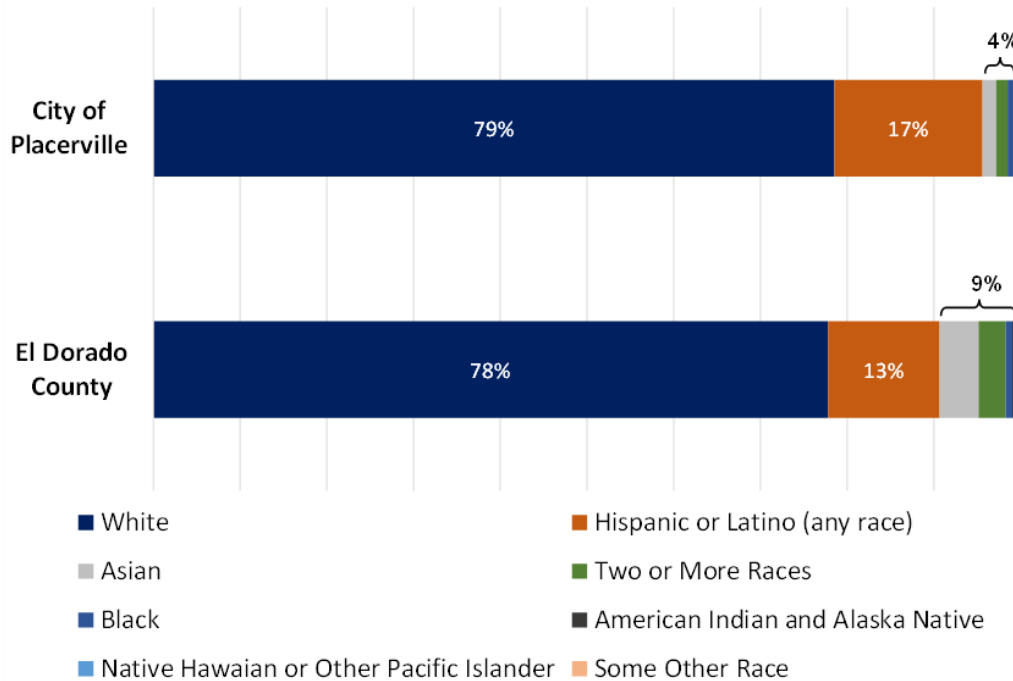


The City’s average annual population growth rate of 0.6 percent aligns with the County’s average annual population growth rate of 0.7 percent and the State’s rate of 0.6 percent over this same period. Overall household growth rates surpassed population growth rates in both Placerville and the County over the past decade, leading to slight declines in the average household sizes from 2010 to 2021, in contrast to slight increases in the average household size statewide over the same period. Notably, the City’s household size has been trending downward and is both smaller than the County and statewide averages.

Race/Ethnicity

The City mirrors the County, with both jurisdictions’ populations predominately identifying as White, with increases in this population between 2010 and 2019. See **Figure 2-2** and **Appendix A Table A-2**. The second most populous race/ethnicity in both jurisdictions is Hispanic or Latino, though while the County’s Hispanic or Latino population increased by more than 17 percent, the City experienced a decline of 13 percent. The City saw a fairly significant decline in its population that identifies as American Indian or Alaska Native, with a decrease of 217 people, which was reflected as a decline in the County’s population as well, with a loss of 216.

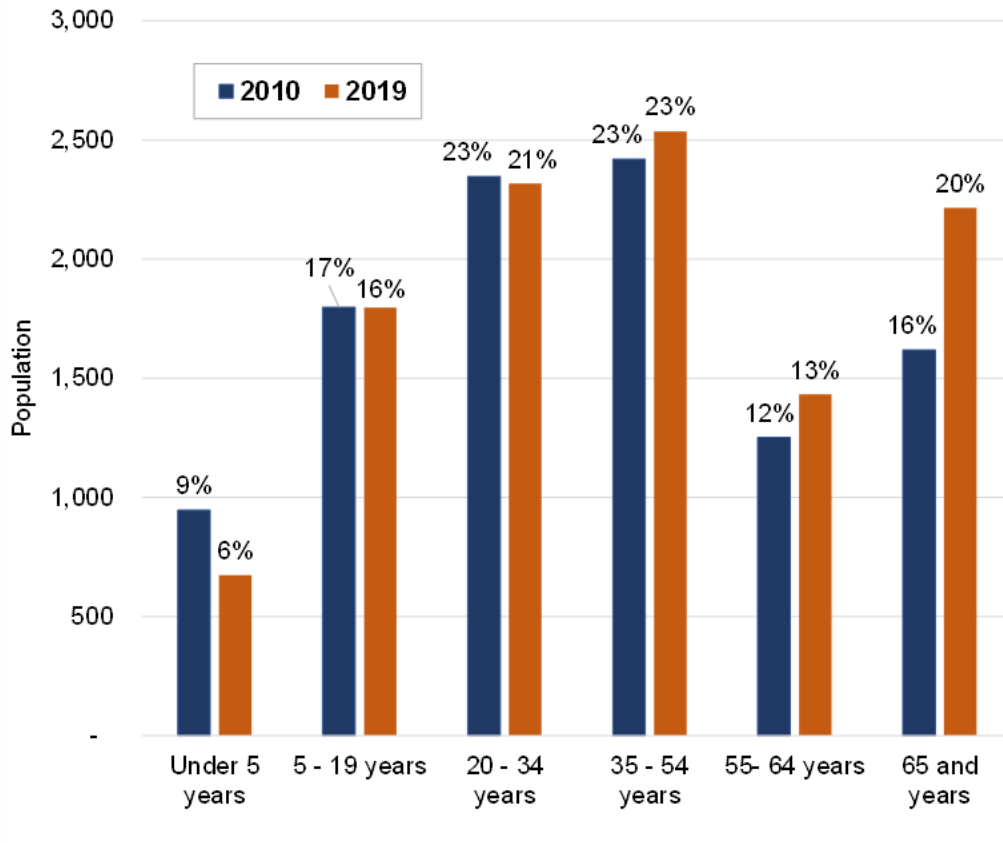
Figure 2-2. Population by Race and Ethnicity: City of Placerville and El Dorado County (2019)



Age

A large proportion of the City’s population surpassed the age of 55 between 2010 and 2019, as shown **Figure 2-3** and **Appendix A Table A-3**. The median age in the City increased over this period from 36.2 years to 42.5 years, and the share of the population aged 55 years or older increased by 27 percent. The aging population trend is occurring throughout the County as well, where the median age increased from 42.6 years to 45.9 years between 2010 and 2019. These regional trends mirror national trends, with the national median age increasing from 36.9 years to 38.1 years over this same time frame. Despite the large proportion of residents over the age of 55 in Placerville, approximately one-fifth (21 percent) of the City’s residents are in the prime household formation years of 20 to 34, the ages when many people begin to rent or buy their own homes.

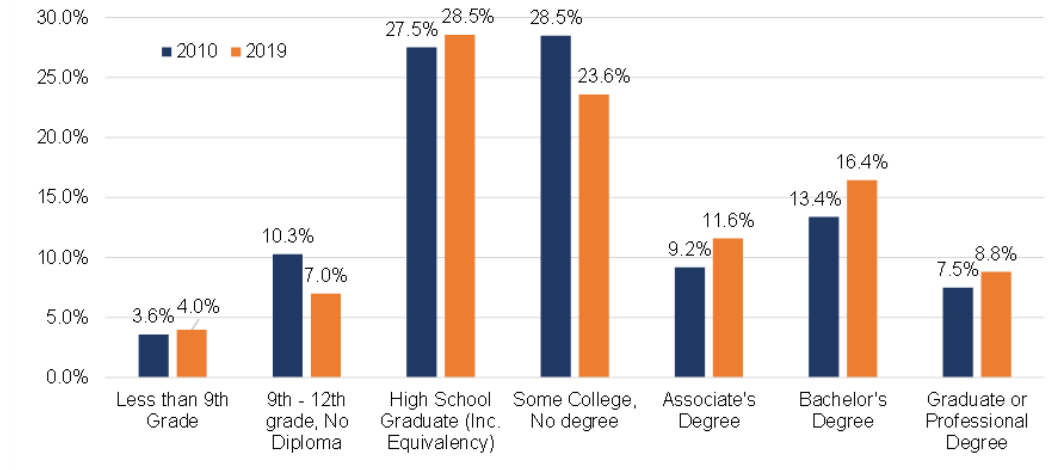
Figure 2-3. Population by Age: City of Placerville (2010 and 2019)



Educational Attainment

Between 2010 and 2019, City residents achieved higher levels of education, as shown in **Figure 2-4** and **Appendix A Table A-4**. The proportion of residents possessing bachelor’s and graduate or professional degrees increased between 2010 and 2019; however, the largest proportion of the population is still residents that have attained a High School Diploma or Equivalency. The absolute number of residents with a bachelor’s or graduate or professional degree increased from approximately 1,400 to almost 2,000 in this time, an increase of almost 40 percent. Correspondingly, the share of residents without a High School Diploma experienced a decrease from 10 percent to 7 percent. These data suggest the socioeconomic composition of the City is changing. The higher rates of educational attainment in the City will translate into greater prosperity, as higher educational attainment is strongly correlated with greater labor force participation and larger job earnings.

Figure 2-4. Educational Attainment: City of Placerville (2010 and 2019)



Median Household Income

The median household income in the City increased by more than 13 percent between 2010 and 2019, rising from \$52,200 to \$59,200 (in real dollars). The County's median household income has been consistently higher than the City's, with a difference of 34 percent in 2010, and that difference increased to more than 40 percent higher in 2019. Notably, the share of City households with incomes of \$100,000 or greater grew significantly, from 10 percent in 2010 to 16 percent in 2019. Over the same period, the share of households in the County with incomes greater than \$200,000 grew from 7 percent to 13 percent. These are indications of a slight increase in the wealth in the City, with the County remaining overall wealthier. See **Table 2-1**. The growth in the proportion of upper-income households was accompanied by a decrease in the share of lower-income households, with the largest decrease represented by the share of households earning between \$25,000 and \$34,999 (from 13 percent to 5 percent).

Table 2-1. Household Income: City of Placerville and El Dorado County (2010 and 2019)

Item	City of Placerville						Eld Dorado County					
	2010		2019		Change 2010-2019		2010		2019		Change 2010-2019	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
Income Range												
<\$15,000	477	12.4%	665	15.0%	188	39.4%	4,651	6.8%	5,667	7.4%	1,016	21.8%
\$15,000 - \$24,999	362	9.4%	493	11.1%	131	36.2%	4,788	7.0%	5,207	6.8%	420	8.8%
\$25,000 - \$34,999	516	13.4%	200	4.5%	(316)	(61.2%)	6,155	9.0%	4,901	6.4%	(1,254)	(20.4%)
\$35,000 - \$49,999	551	14.3%	524	11.8%	(27)	(4.9%)	8,002	11.7%	7,428	9.7%	(574)	(7.2%)
\$50,000 - \$74,999	824	21.4%	962	21.7%	138	16.8%	12,995	19.0%	11,334	14.8%	(1,661)	(12.8%)
\$75,000 - \$99,999	520	13.5%	453	10.2%	(67)	(12.9%)	9,370	13.7%	9,955	13.0%	585	6.2%
\$100,000 - \$149,999	396	10.3%	692	15.6%	296	74.6%	12,311	18.0%	14,473	18.9%	2,162	17.6%
\$150,000 - \$199,999	104	2.7%	169	3.8%	66	63.4%	5,266	7.7%	7,658	10.0%	2,391	45.4%
\$200,000+	104	2.7%	271	6.1%	168	161.7%	4,856	7.1%	9,955	13.0%	5,099	105.0%
Total	3,853	100.0%	4,430	100.0%	577	15.0%	68,394	100.0%	76,578	100.0%	8,184	12.0%
Median Household Income	\$52,216		\$59,247		13.5%		\$70,000		\$83,377		19.1%	

household income

Source: U. S. Census Bureau, ACS Table S1901 for 2019; United States Department of Housing and Urban Development FY 2021 Income Limits; State of California Department of Housing and Community Development, "State Income Limits for 2021"; EPS.

Poverty Rate

The poverty rate in the City and the County increased between 2012 and 2019. Both jurisdictions saw the largest relative increase in poverty for the population between 18 and 64 years old, with the City’s rate in this group increasing from 22 percent to 34 percent between 2012 and 2019. Poverty rates among the elderly are generally lower because this group receives Social Security benefits, while most of the population aged 18 to 64 years old in poverty rely on earnings from employment to avoid poverty.^{4,5} See **Table 2-2**.

Table 2-2. Percentage of Population Below Poverty by Age: City of Placerville and El Dorado County (2012 and 2019)

Item	City of Placerville		El Dorado County	
	2012 Total	2019 Total	2012 Total	2019 Total
Population				
Under 18 years	15.9%	16.9%	9.9%	9.6%
18 to 64 years	21.7%	34.0%	8.3%	19.0%
65 years and over	11.0%	14.6%	4.3%	5.7%
Overall Poverty Rate	15.9%	16.8%	8.1%	8.4%

Source: American Community Survey 5-year Estimates Table S1701; EPS.

Housing Tenure

Similar to the County, the majority of households in the City are owner-occupied, but to a lesser degree. Approximately 57 percent of households in the City own their homes, while the remaining 43 percent rent, as shown in **Figure 2-5** and **Appendix A Table A-5**. The proportion of housing tenure has remained relatively consistent since 2010, with the percentage of renters increasing slightly from 42 percent to the current figure of 43 percent. As shown in **Figure 2-6**, single-family units (detached and attached) are predominantly owner-occupied (94 percent). However, because single-family units comprise the largest portion of the City’s overall housing stock, about 35 percent of renter households in

⁴ Silicon Valley Institute for Regional Studies. 2015. Poverty in the San Francisco Bay Area. <https://jointventure.org/images/stories/pdf/poverty-brief-2015-03.pdf>. [Accessed November 2021].

⁵ The US Census Bureau’s definition of poverty is based on a comparison of total family income to a national poverty threshold, which varies by family size. It does not account for regional differences in cost of living nor differences in family composition, such as the presence of non-working-age adults or young children.

Placerville live in single-family houses. Renters occupy more than 96 percent of multifamily units, as shown in **Appendix A Table A-6**.

Figure 2-5. Housing Tenure: City of Placerville and El Dorado County (2019)

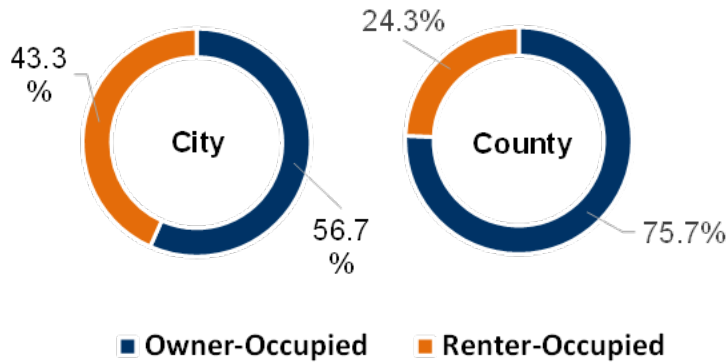
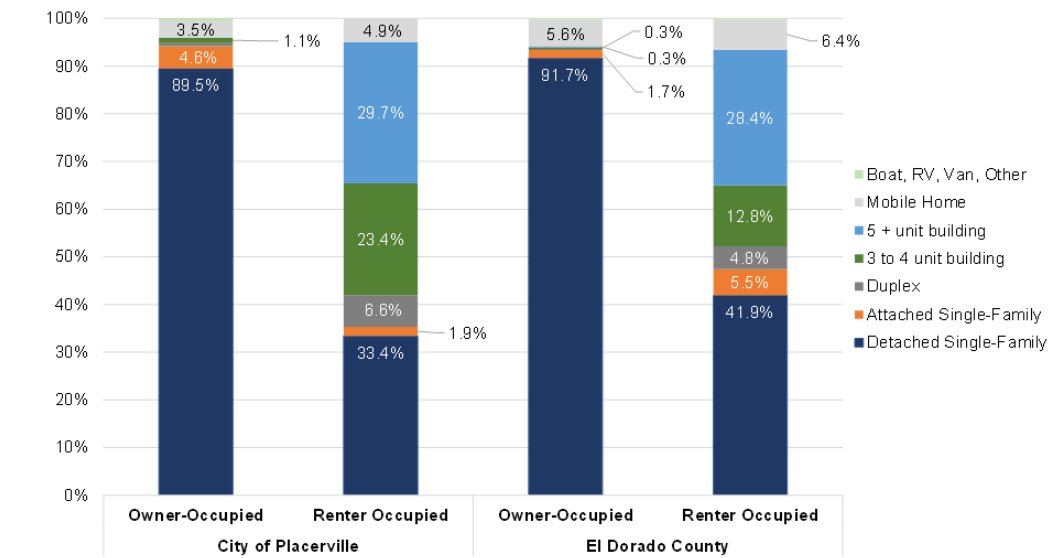


Figure 2-6. Tenure by Units in Structure: City of Placerville and El Dorado County (2019)



When examining tenure by household size, it is noteworthy that 1- and 2-person households comprise 68 percent of all households, as shown in **Appendix A Table A-7**, with a similar breakdown between renter-occupied (66 percent) and owner-occupied (69 percent) households. The tenure of single-family households changes significantly with the age of the householder. Younger single-person households are much more likely to rent, based on a variety of reasons— i.e., younger people have not worked as long and thus have had less time to accrue savings necessary to purchase a house, and younger people are more

mobile and thus prefer the flexibility of renting.⁶ Older single-person householders are more likely to own than rent. Many older single-person households are composed of owners that purchased their houses when their households included children or spouses and remained in these houses after significant life events such as divorce, the death of a spouse, or children moving out.⁷ Refer to **Appendix A Table A-8** for more details.

Housing Cost Burden

The housing cost burden is the proportion of housing costs relative to income. The principal component of housing costs is either rent or the price of purchasing a home, both of which have increased significantly in Placerville over the past decade, as discussed in **Chapter 3** of this report. High housing cost burdens signify that residents are spending a large proportion of their income on housing, restricting the amount of money they can spend on other essentials, such as food, medical care, and transportation, and increasing the risk of eviction or foreclosure.⁸ A common rule of thumb is that households should pay no more than 30 percent of their incomes for housing. In the City, approximately 55 percent of renters and 38 percent of owners pay more than 30 percent of their income for housing costs. See **Appendix A**.

Renter Cost Burden

The U.S. Department of Housing and Urban Development considers households spending more than 30 percent of their income on rent to be “rent burdened” and households spending more than 50 percent of their income on rent to be “severely rent burdened”.⁹ Approximately 55 percent of households in the City are considered to be rent burdened, with 33 percent considered severely rent burdened, which aligns with the County that has 52 percent of households considered rent burdened and 27 percent severely rent burdened.¹⁰ See **Appendix A Table A-9**.

⁶ Masnick, George. 2015. The Rise of the Single-Person Household. Housing Perspectives: Research, Trends, and Perspective from the Harvard Joint Center for Housing Studies. [Accessed November 2021].

⁷ Ibid.

⁸ Shamsuddin, Shomon & Campbell, Colin. 2021. Housing Cost Burden, Material Hardship, and Well-Being. Housing Policy Debate. <https://nlihc.org/sites/default/files/Housing-Cost-Burden-Material-Hardship-and-Well-Being.pdf> [Accessed November 2021].

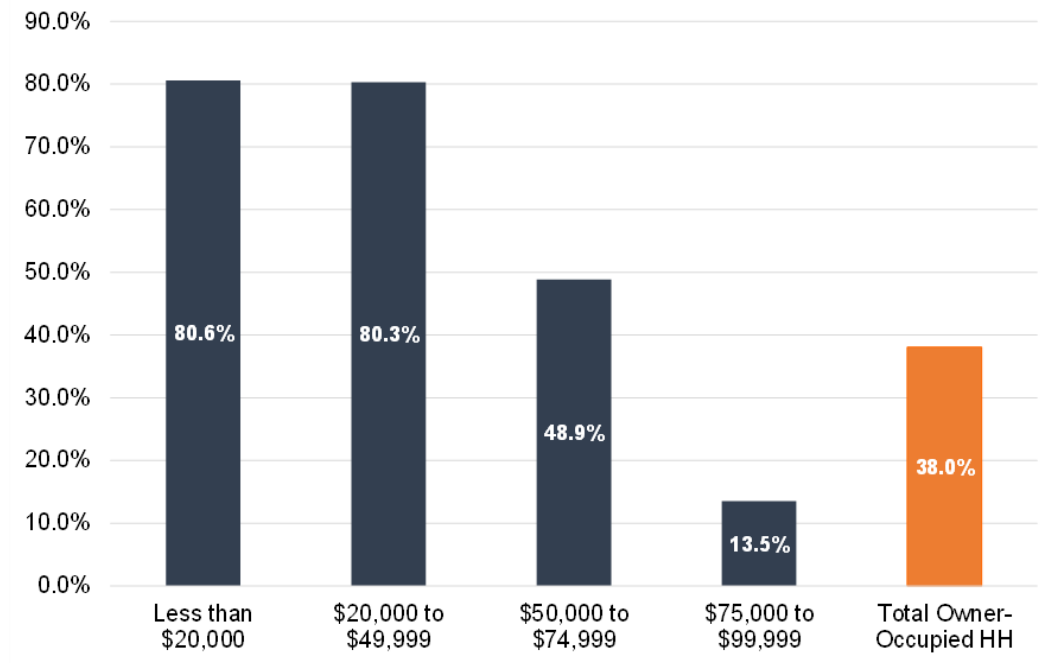
⁹ Larrimore, Jeff & Schuetz, Jenny. 2017. Assessing the Severity of Rent Burden on Low-Income Families. FEDS Notes. <https://www.federalreserve.gov/econres/notes/feds-notes/assessing-the-severity-of-rent-burden-on-low-income-families-20171222.htm>. [Accessed October 2021].

¹⁰ The most recent available data for percent of income spent on rent by household income is 2012.

Owner Cost Burden

Among owner-occupied units, the rates of cost-burdened households generally decline with rising income, as shown in **Figure 2-7**. The overall cost burden for owner-occupied households in the City is 38 percent, which is higher than the County's 31 percent. For owner-occupied households, mortgage payments are typically the largest component of housing costs, and households without a mortgage payment (owned outright) are likely to have much lower housing costs than those households with a mortgage, regardless of income. As shown in **Appendix A Table A-10**, households with incomes below \$75,000 are much less likely to have a mortgage than households with incomes above this level.

Figure 2-7. Cost Burdened Owner-Occupied Households by Income Range: City of Placerville (2019)



Labor Force

The City's labor force comprised more than 4,700 residents in 2019, as shown in **Appendix A Table A-11**, adding more than 230 employed residents to the population from 2010, an increase of 5 percent. These are the industries with notable shares of total resident employment in 2019:

- Health Care and Social Assistance (17.0 percent).
- Retail Trade (9.9 percent).
- Educational Services (9.9 percent).
- Public Administration (9.9 percent).
- Accommodation and Food Services (8.8 percent).

Of these industries, the largest changes between 2010 and 2019 occurred in the Health Care and Social Assistance industry, consistent with growth in the County, as shown in **Appendix A Table A-12**.

CITY OF PLACERVILLE EMPLOYED RESIDENTS BY INDUSTRY

Top Industries (2019)

Health Care and Social Assistance
Retail Trade
Educational Services
Public Administration

Top Industry Gains (2010-2019)

Health Care and Social Assistance (+135)
Accommodation and Food Services (+79)

Top Occupation Declines (2010-2019)

Public Administration (-66)
Retail Trade (-41)

CITY OF PLACERVILLE EMPLOYMENT BY INDUSTRY

Top Industries (2019)

Health Care and Social Assistance
Public Administration
Arts, Entertainment, and Recreation

Top Industry Gains (2010-2019)

Educational Services (+442)
Health Care and Social Assistance (+378)
Accommodation and Food Services (+128)

Top Occupation Declines (2010-2019)

Public Administration (-169)
Finance and Insurance (-128)

Employment

Jobs by Industry

There are close to 10,200 jobs in the City, and the largest industry is in the Health Care and Social Assistance industry as shown in **Appendix A Table A-13**, consistent with the County, as shown in **Appendix A Table A-14**. As of 2019, this industry contained more than a quarter (26 percent) of the jobs located in the City. These are other significant industries in Placerville:

- Public Administration (22 percent).
- Arts, Entertainment, and Recreation (12 percent).
- Retail Trade (9 percent).

Between 2010 and 2019, most sectors with significant employment in Placerville roughly maintained their relative share of employment. The exceptions were Educational Services, which added 442 jobs in this period, Health Care and Social Assistance, which added 378 jobs, and Public Administration, which lost 169 jobs.

Jobs-Housing Balance and Commute Patterns

The City’s jobs-to-housing ratio remained relatively flat between 2010 and 2020, with a very high ratio of jobs over housing units of 2.17 compared to the County’s jobs-to-housing ratio of 0.6. See **Appendix A Table A-15**. The City’s high jobs-to-housing ratio suggests that many of its workers commute into the City for work, which is confirmed by commute data. As shown in **Figure 2-8, Figure 2-9,** and **Appendix A Table A-16**, of Placerville’s 10,200 jobs, most (90 percent) are held by residents who live outside of the City, commuting in from areas such as Diamond Springs CDP, Cameron Park CDP, El Dorado Hills CDP, and Pollock Pines CPD. The vast majority of Placerville residents (78 percent) commuted to jobs located outside the City to Diamond Springs CDP, the City of Sacramento, the City of Folsom, El Dorado Hills CDP, and other area jurisdictions.

Figure 2-8. Where Placerville Workers Live (2019)

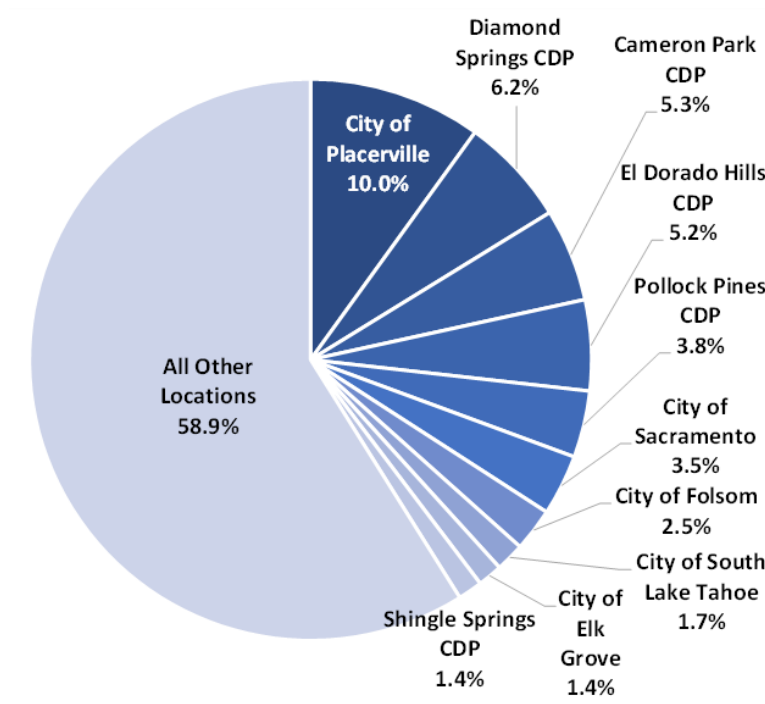
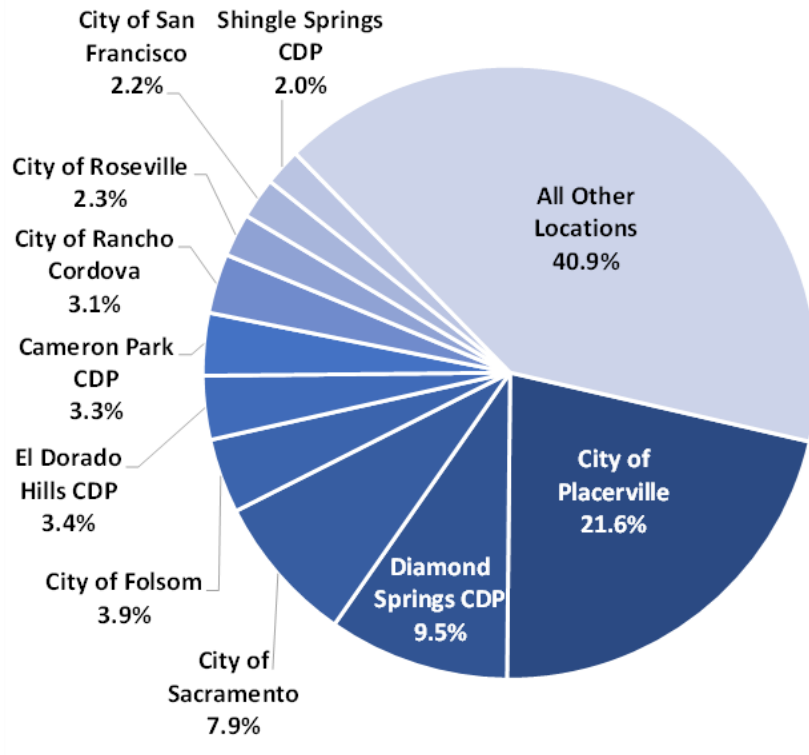


Figure 2-9. Where Placerville Residents Work (2019)



3. Residential Market Overview

State and National Residential Market Context

For decades, California has faced a housing crisis related to its significant unhoused population and rising housing costs. For those living in poverty, high rental rates have translated into large proportions of their income allocated to housing costs, leaving little remaining for basic living expenses, let alone bolstering savings accounts to build wealth.¹¹ Rising home sales prices have translated into larger down payment requirements, leading to homeownership challenges for households with median and higher incomes.¹² These challenges point to a root problem of limited housing supply. Indeed, several recent reports have estimated an undersupply of housing in the State that ranges from about 3 million to 4 million units. This undersupply represents the amount of housing that was needed over the last several decades to maintain housing costs in alignment with the rest of the country.^{13 14}

Large-scale demographic trends are exacerbating this undersupply of housing. The Millennial generation, which comprises at least 72 million people nationwide, is entering their prime home-buying years. Between 2019 and 2029, approximately 46 million Millennials will turn 34, the median home-buying age in 2019. This represents the largest-ever national cohort of Americans in prime home-buying

¹¹ Kimberlin, Sara and Esi Hutchful, 2019. New Census Figures Show More Than 1 in 6 Californians Struggle to Afford Basic Necessities. *California Budget and Policy Center*. [online] Available at: [https://calbudgetcenter.org/resources/number-of-californians-living-in-poverty-has-been-declining-but-more-than-1-in-6-residents-still-struggle-to-afford-basic-necessities/#:~:text=Approximately%207.1%20million%20Californians%20lived,Supplemental%20overty%20Measure%20\(SPM\)](https://calbudgetcenter.org/resources/number-of-californians-living-in-poverty-has-been-declining-but-more-than-1-in-6-residents-still-struggle-to-afford-basic-necessities/#:~:text=Approximately%207.1%20million%20Californians%20lived,Supplemental%20overty%20Measure%20(SPM)) [Accessed January 2021].

¹² Levin, Matt, 2021. Commentary: Five things I've learned covering California's housing crisis that you should know. *Cal Matters*. [online] Available at: <https://calmatters.org/housing/2021/01/california-housing-crisis-lessons/> [Accessed January 2021].

¹³ Taylor, Mac, 2015. California's High Housing Costs: Causes and Consequences. *Legislative Analyst Office*. [online] Available at: <https://lao.ca.gov/reports/2015/finance/housing-costs/housing-costs.pdf> [Accessed January 2021].

¹⁴ Dillon, Liam, 2018. California lawmakers killed one of the biggest housing bills in the country. *Los Angeles Times*. [online] Available at: <https://www.latimes.com/politics/la-pol-ca-big-housing-bill-dies-20180417-story.html> [Accessed January 2021].

age, ensuring a strong source of demand for housing over the next several years.¹⁵ In addition, household sizes are trending smaller, exacerbated by the COVID-19 Pandemic, contributing to additional stress on the undersupply of housing units.¹⁶

At the beginning of 2020, the COVID-19 Pandemic caused abrupt and severe economic impacts, including mass unemployment and major disruptions to retail and office markets. The national and California housing markets declined briefly but recovered and remained strong throughout 2020 and into 2021, driven by historically low mortgage interest rates, the aforementioned low housing inventory, and increased residential turnover related to changing consumer preferences following the work-from-home directives. In 2022, mortgage rates almost doubled the low rates seen in 2020 and 2021, causing a drop in home sales and a slowdown of the continuing rise in home prices. Though prices are not as high, those that took advantage of the low-interest rates by refinancing or purchasing a home will likely stay put with little incentive to move, accentuating the lack of available housing.¹⁷ The COVID-19 Pandemic also deepened socioeconomic inequalities across the nation. While many people have retained their jobs, increased savings, prioritized debt repayment because of economic uncertainties, and invested in a surging stock market, millions of Americans remain unemployed and face permanent job losses and housing and food insecurity.¹⁸ The COVID-19 Pandemic has certainly elevated the need for the creation of new affordable housing opportunities, as well as assistance programs and policies, in a State already grappling with an affordable housing crisis.

Placerville Residential Market Trends

Placerville's home values fall almost directly in the middle of affordability compared with other areas in the County, based on current home values, as shown in **Table 3-1**; median home prices in the City are about 30 percent

¹⁵ Zillow Research. May 2021. History Not Repeating: Why Today's Housing Market Won't Turn into 2008's. Available at: [online] <https://www.zillow.com/research/sustainable-housing-demand-2021-not-2008-29424/> [Accessed January 2021].

¹⁶ Public Policy Institute of California, 2022. Shrinking Household Size Strains California's Housing Market. [online] Available at: <https://www.ppic.org/blog/shrinking-household-size-strains-californias-housing-market/> [Accessed December 2022].

¹⁷ Karlamangla, Soumya. December 2022. What Housing Trends Emerged in California in 2022. *The New York Times*. [online] Available at: <https://www.nytimes.com/2022/12/08/us/housing-trends-california.html> [Accessed December 2022].

¹⁸ Eisen, Ben. Covid-19 Upended Americans' Finances, Just Not in the Ways We Expected. *The Wall Street Journal*. [online] Available at: <https://www.wsj.com/articles/covid-upended-americans-finances-just-not-in-the-ways-we-expected-11609081200?mod=e2fb> [Accessed January 2021].

Table 3-1. Home Values by City/CDP in El Dorado County

Rank	City/CDP	Zillow Home Value Index [1]
1	Tahoma	\$950,090
2	El Dorado Hills	\$863,263
3	Rescue	\$718,902
4	South Lake Tahoe	\$646,009
5	Shingle Springs	\$641,200
6	Pilot Hill	\$638,838
7	El Dorado	\$608,262
8	Lotus	\$540,382
9	Cool	\$533,632
10	Placerville	\$518,622
11	Camino	\$473,724
12	Greenwood	\$466,338
13	Garden Valley	\$463,293
14	Somerset	\$450,749
15	Diamond Springs	\$436,291
16	Georgetown	\$426,447
17	Twin Bridges	\$411,939
18	Pollock Pines	\$401,401
19	Echo Lake	\$399,948
20	Kyburz	\$386,285

Source: Zillow; EPS.

[1] As of July 2021. The Zillow Home Value Index represents the typical value of a home or condominium, defined as the home with a value between the 33rd to 67th percentile.

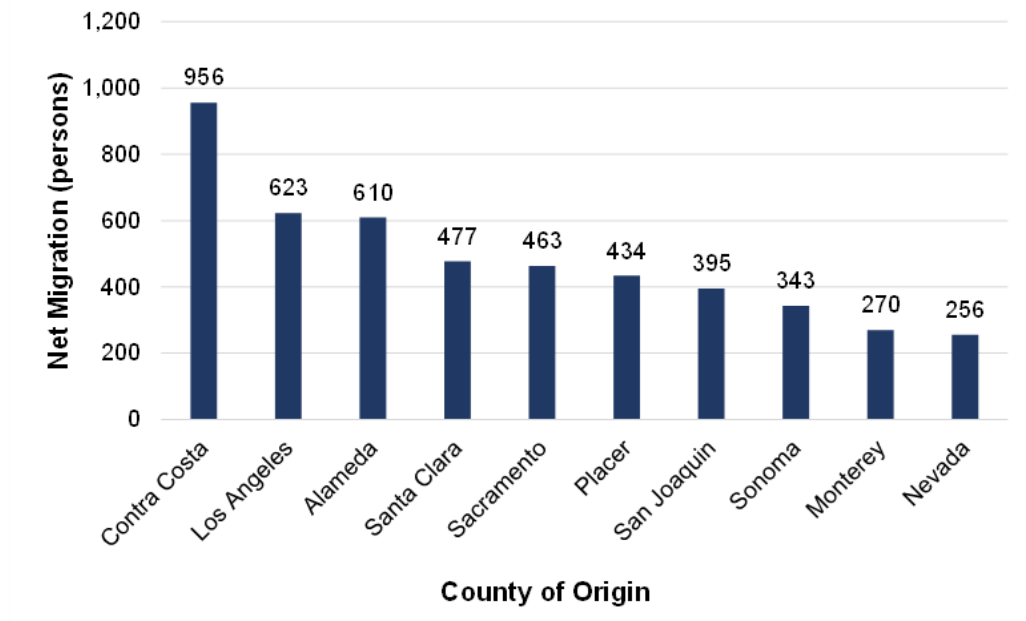
lower than in the County as a whole.¹⁹ Over the past decade, more and more households are priced out of the most expensive urban and coastal areas such as the Bay Area and many have sought housing in more traditionally affordable markets, such as the Sacramento Region.²⁰

¹⁹ Defined as the 9-county San Francisco Bay Area, which includes San Francisco, San Mateo, Santa Clara, Sonoma, Alameda, Contra Costa, Marin, Napa, and Solano Counties.

²⁰ The Sacramento Region comprises the counties of El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

As seen in **Figure 3-1**, 4 of the top 10 counties of origin for new residents in the County are Bay Area counties that generally have higher housing prices than the Sacramento Region.²¹ This migration and demand for more attainably priced housing have increased competition for housing in the Sacramento Region. Although post-Pandemic migration data are not yet available from the Census Bureau, the nationwide move to more affordable suburbs of expensive metropolitan areas likely intensified this trend, contributing to increased demand for housing in the Sacramento Region.

Figure 3-1. Top Origins of Domestic Migration to El Dorado County (2019)

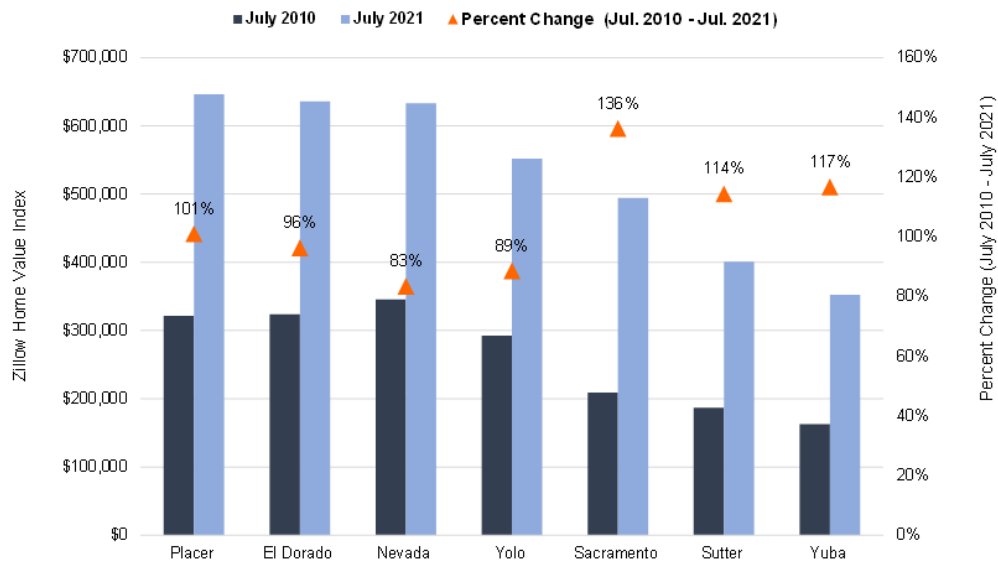


Source: U.S. Census Bureau County-to-County Migration Flows from 2015-2019 American Community Survey Data; EPS.

²¹ Please note that the in-migration is for the entire County, based on the projected growth in Placerville. Most of the in-migration is not likely to Placerville.

Prices are increasing rapidly in every county in the Sacramento Region as seen in **Figure 3-2**. The County is the second most expensive county for homebuyers in the Sacramento Region, with prices continuing to rise.

Figure 3-2. Home Value Changes by County in the Sacramento Region (2010–2021)



Source: Zillow; EPS.

As previously discussed, the COVID-19 Pandemic created significant economic disruption. In general, the knowledge and information sectors suffered relatively little disruption. As a whole, the retail sector declined, but the local impact varies greatly by geography. In major metropolitan centers with retail largely catered to incoming office employees, the disruption to retail was much greater than in suburban areas dominated by housing. In some locales, the work-from-home orders may have increased the strength of the local retail sector, as workers who had previously commuted were spending more time and money closer to home. Comprehensive data on post-Pandemic retail performance in Placerville are not available, and it is uncertain whether a decline in retail, precipitating a decline in retail wages and thus housing demand, has occurred.

Residential Market Conditions

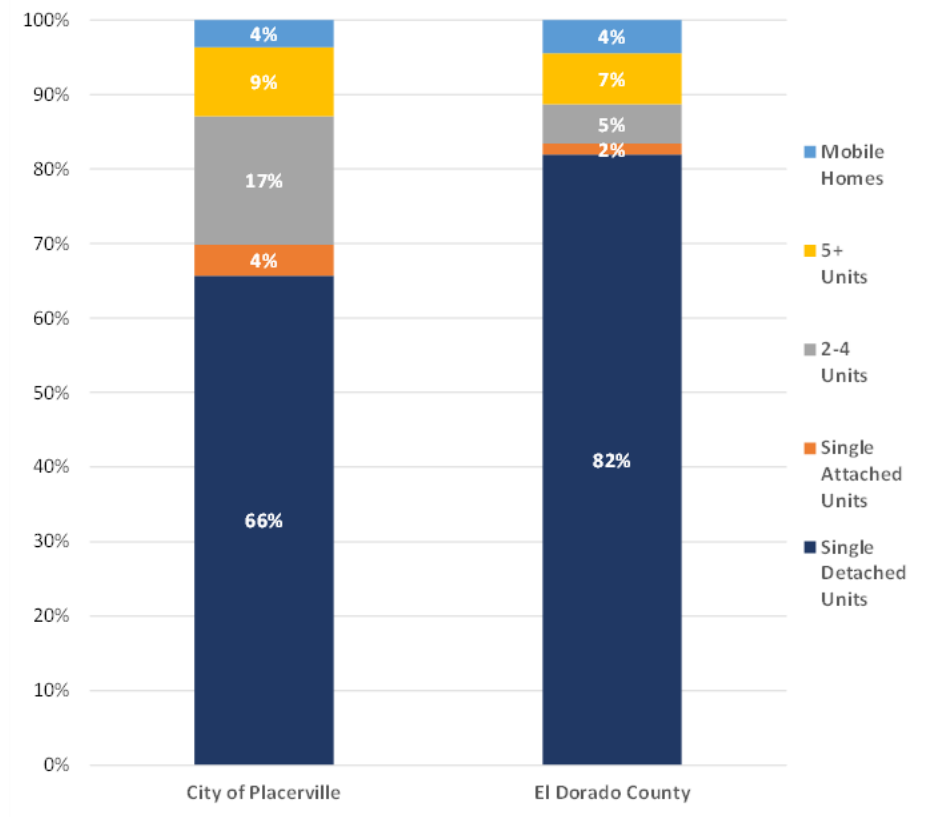
The following section examines the characteristics and trends of residential uses in the City to establish the context for evaluating future residential development needs.

Existing Housing Inventory/Housing Units

The City’s current housing supply comprises almost 4,750 units, representing about 5 percent of all housing units in the County. Between 2010 and 2021, the City added a total of 207 units, or approximately 19 units per year, on average, representing a 4.6 percent increase in housing supply. See **Appendix B Table B-1**. In Placerville, the growth in housing stock came almost exclusively in single-family detached and attached units.

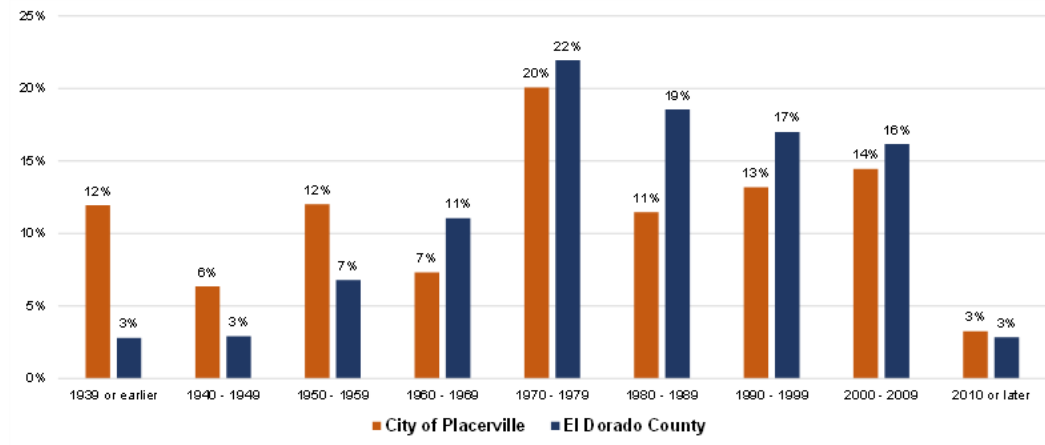
The vast majority (about 66 percent) of housing units in Placerville are single-family detached units, as seen in **Figure 3-3**. The proportion of single housing units in Placerville is much lower than the County’s 82 percent and aligns more with the State, where 58 percent of all housing units are single-family detached units. The City has a much higher percentage of structures with 2 to 4 units than the County. A significant and growing proportion of units in the City are single attached units, as shown in **Appendix B Table B-2**. Less common housing types include multifamily structures with 5 or more units, which had no growth between 2010 and 2021 and make up less than 10 percent of the City’s housing stock.

Figure 3-3. Housing Units by Units in Structure: City of Placerville and El Dorado County (2021)



More than 30 percent of Placerville’s housing was built between 1970 and 1989, and another 28 percent was built between 1990 and 2009, as shown in **Figure 3-4**. Residential development in the City along the Corridor has been limited, and no housing has been developed for decades. Overall housing production has declined every decade since 2009, with only 3 percent of housing stock built since 2010.

Figure 3-4. Housing Units Years Constructed: City of Placerville and El Dorado County (2019)



Source: American Community Survey Table DP04; EPS.

There are distinct differences in the type of housing that is occupied by renters versus owner-occupied. As seen in **Appendix B Table B-3**, renters are more likely to live in older housing units. While approximately 36 percent of owner-occupied housing units were constructed after 1990, just 26 percent of renter households live in housing constructed after this year.

Vacancy Rates

Residential vacancy rates in both the City and the County have declined since 2010. See **Table 3-2**. Placerville’s vacancy rate has consistently been much lower than the County’s rate, suggesting a higher demand for housing relative to supply in the City. The City’s current overall vacancy rate of 6.7 percent is slightly above the 5.0 percent threshold that many housing experts believe to be an ideal vacancy rate.²² Vacancy rates above the 5.0 percent threshold provide prospective buyers and renters with more options when searching for homes, helping to stabilize prices. Below the 5.0 percent rate, those looking for housing have fewer options, allowing landlords or sellers to charge higher prices. Research

²² Phillips, Shane. 2020. Does the Los Angeles Region Have Too Many Vacant Homes? UCLA Lewis Center for Regional Policy Studies Working Paper Series. <https://escholarship.org/uc/item/87r4543q>. [Accessed October 2021].

has consistently found that a vacancy rate below this 5.0 percent threshold leads to increasing rents and sales prices. A contributing factor to the higher vacancy rates in both the City and the County is the presence of secondary (or vacation) homes. As of 2019, 27 percent of the vacant units in the City were secondary homes, comprising more than 7.0 percent of secondary homes in the County. See **Appendix B Table B-4**. Only about 6 percent of the County’s vacant units comprised secondary homes.

Table 3-2. Overall Vacancy Rate: City of Placerville and El Dorado County (2010-2021)

Item	Total Residential Vacancy Rate	
	City of Placerville	El Dorado County
Year		
2010	9.1%	20.3%
2011	9.0%	20.3%
2012	8.9%	19.9%
2013	8.1%	19.8%
2014	7.9%	19.5%
2015	7.9%	19.4%
2016	7.5%	19.1%
2017	7.3%	18.8%
2018	7.0%	18.3%
2019	6.8%	18.0%
2020	6.7%	17.8%
2021	6.7%	17.8%

Source: California Department of Finance E-5; EPS.

Home Value and Sales Price

The average median sales price in the City for all home sales, new construction, and resales increased from \$200,882 in 2012 to \$521,100 in 2022 (through October 2022), an increase of 160 percent. As shown in **Figure 3-5** and **Table 3-3**, the market has tightened significantly in the last 4 years, with the average inventory dropping from 116 available units to 55 available units and a decline in the average number of days on the market from 66 days to 22 days since 2012. As a result of the tightening market, Placerville has had, on average, only 1.9 months of supply in 2022, down from 3.9 months in 2019.²³

²³ Months of supply measures how many months it would take the current inventory of homes to sell, given the current pace of home sales. According to Redfin, 4 to 5 months of supply is average, with lower numbers indicating a surplus of buyers relative to sellers.

Figure 3-5. Average Median Sales Price and Available Inventory: City of Placerville (2012-2022)



Table 3-3. Residential For-Sale Market: City of Placerville (2012–2022)

City of Placerville							
Item	Homes Sold [2]	% Change from Previous Year	Average of the Monthly Median Sale Price	% Change from Previous Year	Inventory	Days on Market	Months of Supply
Year [1]							
2012	364	-	\$200,882	-	117	66	3.7
2013	373	2.5%	\$261,281	30.1%	99	44	3.5
2014	378	1.3%	\$278,583	6.6%	109	44	3.6
2015	375	(0.8%)	\$318,975	14.5%	106	51	4.0
2016	384	2.4%	\$325,500	2.0%	99	42	3.5
2017	379	(1.3%)	\$365,750	12.4%	81	39	2.7
2018	394	4.0%	\$394,561	7.9%	95	37	3.0
2019	365	(7.4%)	\$395,688	0.3%	116	44	3.9
2020	457	25.2%	\$408,854	3.3%	76	34	2.2
2021	456	(0.2%)	\$484,063	18.4%	52	19	1.4
2022	312	(31.6%)	\$521,100	7.7%	55	22	1.9
Average/Total	385	-	\$359,567	159.4%	91	40	3.0

Source: Redfin; EPS.

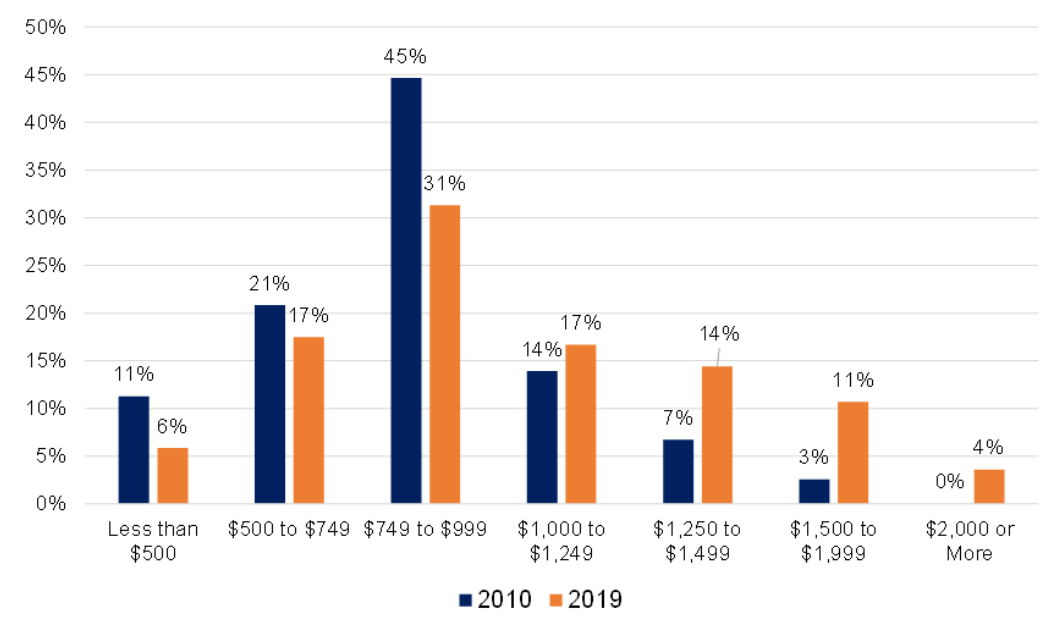
[1] Year-to-date for 2022 is through October 2022.

[2] Data reflects both new construction and resale homes.

Residential Rental Rates

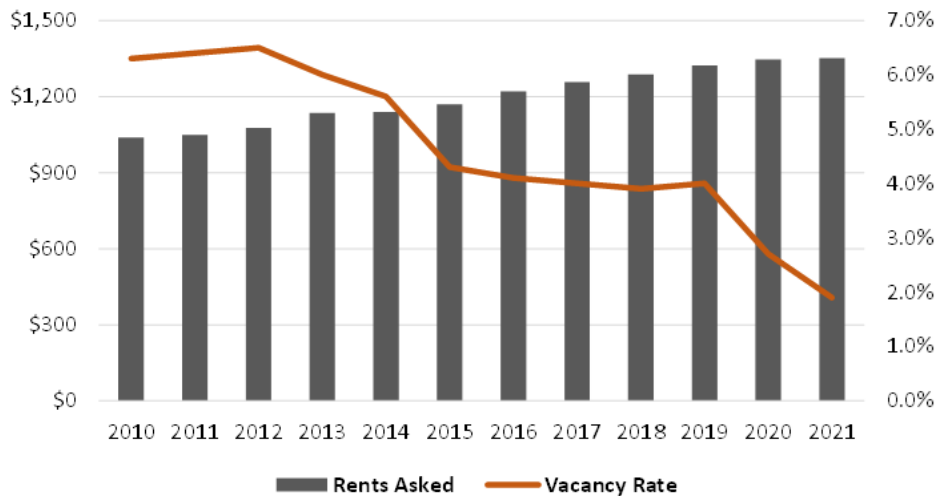
Consistent and reliable data on rental prices for all housing types are limited. Unlike home sales prices, leases are not public record, and no central repository exists to collect and verify rental rates by jurisdiction. However, available data from the American Community Survey demonstrates that rents have risen significantly since 2010. As shown in **Figure 3-6** and **Appendix B Table B-5**, the proportion of renters paying \$1,000 per month or more doubled between 2010 and 2019. In 2010, nearly 77 percent of all renters paid less than \$1,000 per month, whereas in 2019, only 55 percent of renters paid that amount.

Figure 3-6. Percentage of Households by Contract Rent Range: City of Placerville (2010-2019)



Data from CoStar confirm this trend, as shown in **Figure 3-7** and **Appendix B Table B-6**.²⁴ Data from CoStar for 2021 reflect that the average asking rent increased by more than 30 percent since 2010, with average annual growth rates of approximately 2.4 percent per year. As of 2020, the latest full year for which data are available, the average asking rent in Placerville was about \$1,350 per month.

Figure 3-7. Multifamily Rents Asked and Vacancy Rate: City of Placerville (2010-2021)



Housing Costs and Income in Placerville

The household income needed to afford the average-priced home in Placerville, which costs \$521,100, is approximately \$145,000 per year. See **Appendix B Table B-7, Table B-8, and Table B-9** for details.²⁵ This household income figure is about 145 percent higher than the 2019 estimated median household income in the City, which is approximately \$59,250 per year, meaning that less than half of the City’s households can afford the average-priced house in Placerville.²⁶

The average rental unit in Placerville is more attainable for the typical Placerville household. The current average asking rent of around \$1,185 would require an annual income of \$47,400, which would allow renters to pay exactly 30 percent of their income on rent. The income needed for an average rental unit in Placerville is approximately 80 percent of the City’s median income.

²⁴ CoStar is a third-party source for real estate information and analytics. The CoStar data reflect multifamily rentals and do not include information on single-family attached or detached units.

²⁵ Housing Payment Assumptions: 5 percent down payment, 30-year fixed mortgage at 4.0 percent; property tax and insurance at 1.25 percent; private mortgage insurance (PMI) at 1.5 percent; maximum 30 percent of income spent on principal, interest, insurance, and taxes.

²⁶ See **Table 2-2**.

Future Housing Demand

Growth Projections

This section estimates housing demand based on projected housing unit growth in the City, taking into consideration population projections. The City's Housing Element provides a population projection for the City reflecting a growth rate of almost 8 percent from 2019 to 2035, an average annual growth rate of 0.5 percent, or the addition of about 53 residents per year.²⁷ Applying the State Department of Finance's (DOF) average persons per household to the City's population projection reflects a projected increase of 387 households between 2022 and 2035, or 30 households per year. Household projections can serve as a conservative proxy for housing units. SACOG projects the addition of about 20 housing units per year, following historical absorption in the City of about 19 units per year. These projections reflect a range of about 260 to 390 new housing units between 2022 and 2035. See **Table 3-4** for details.²⁸

²⁷ City of Placerville 2021-2029 Housing Element, Adopted by City Council, August 31, 2021.

²⁸ This figure is corroborated with the City's Regional Housing Needs Allocation of approximately 32 annual units between 2021 and 2029.

Table 3-4. Population Projections: City of Placerville (2022–2035)

Item	2016	2019	2022	2035	2040	2022-2035							
						Total Growth		Average Annual Change		Total Growth		Average Annual Change	
						Total	Percent	Total	Percent	Total	Percent	Total	Percent
City of Placerville													
DOF [1]													
Housing Units	-	4,715	4,873	-	-	-	-	-	-	-	-	-	-
Estimated Vacancy Rate	-	6.8%	5.6%	-	-	-	-	-	-	-	-	-	-
Estimated Households	-	4,395	4,601	-	-	-	-	-	-	-	-	-	-
Population	-	10,162	10,206	-	-	-	-	-	-	-	-	-	-
Persons Per Household	-	2.31	2.22	-	-	-	-	-	-	-	-	-	-
City's Housing Element													
Population [2]	-	10,917	11,071	11,765	-	848	7.8%	53	0.5%	694	6.3%	53	0.5%
Persons Per Household [3]	-	2.31	2.22	2.27	-	1.80	-	0.1	(0.1%)	1.79	-	0.1	0.2%
Estimated Households [3]	-	4,722	4,807	5,194	-	472	10.0%	30	0.6%	387	8.1%	30	0.6%
SACOG													
Estimated Dwelling Units [4]	4,542	4,599	4,657	4,916	5,020	478	10.5%	20	0.4%	259	5.6%	20	0.4%

demo

Source: State of California Department of Finance (DOF), Report E-5, Population and Housing Estimates for Cities, Counties, and the State, January 1, 2011-2021, with 2010 Benchmark and January 1, 2020-2022, with 2020 Benchmark; City of Placerville 2021-2029 Housing Element, Adopted by City Council, August 31, 2021; SACOG Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) End Year Projections 2040; EPS.

[1] Housing units, rounded vacancy rate, and population estimates for Placerville obtained from California Department of Finance 2021 and 2022 estimates.

[2] Population estimates for 2019 and projection for 2035 per the City's Housing Element, 2022 is estimated using the average annual growth rate between 2019 and 2035.

[3] The average persons per household estimates per DOF have been applied to the City's population estimates and projections to estimate the number of households. Persons per household for 2022 is the average between 2019 and 2022 DOF figures. Household projects can serve as a conservative proxy for housing units.

[4] Population estimates for 2016 and projection for 2040 per SACOG, 2022 and 2035 are estimated using the average annual growth rate between 2016 and 2040.

Estimated Future Housing Demand in the City

To estimate future housing demand, a combination of sources was examined, including the City’s population projections and SACOG projections discussed above, the City’s Regional Housing Needs Allocation (RHNA) for 2021 to 2029, and historical residential absorption based on data from HUD. The combination of sources reflects a range of about 260 to 390 new housing units, projected on **Table 3-5**, between 2022 and 2035.

To derive an estimated amount of demand for affordable and market-rate housing, the RHNA income category percentages were applied to the future estimated demand of 260 to 390 housing units. The RHNA income categories are based on the area median income (AMI) for the County and are set by HCD.²⁹ See **Appendix B Table B-9** and **Table B-10** for a detailed table of household income categories by household size in the City. Approximately **35 percent** of future housing units are needed for households considered to fall in the **Very Low- and Low-Income** category, and the remaining **65 percent** of units are needed for **Moderate- and Above Moderate-Income** households.

THE REGIONAL HOUSING NEEDS ALLOCATION PROCESS

The RHNA process begins with HCD, which determines the total housing need by income level for each metropolitan region, based on population projections, as well as adjustments, to ensure that enough housing is constructed in each region to have a healthy housing vacancy rate, alleviate overcrowded households, replace demolished housing units, and reduce housing cost burdens. Typically, each region—the City of Placerville is part of the Sacramento Area Council of Governments, the regional government for the 7-county Sacramento Region—then distributes this regional allocation to each local government in the region. Local governments also have the opportunity to form subregions, which receive the allocations from the regional government and then distribute the allocations amongst their local government members. Each local government must then produce a plan to accommodate the allocated housing in its jurisdiction over the planning period.

²⁹ HCD’s income limits define income levels based on the AMI. In 2022, the AMI for the City for a family of 3 was \$92,000. The income limits for households are defined as follows: “Extremely Low” is 30 percent or less of AMI, “Very Low” is between 30 percent and 50 percent of AMI, “Low” is between 50 percent and 80 percent of AMI, “Moderate” is between 80 percent and 120 percent of AMI, and “Above Moderate” is more than 120 percent of AMI.

Table 3-5. Projected Housing Demand by Income Level: City of Placerville (2022–2035)

Item	Income Limits [1]	City of Placerville		
		Projected New Housing Units [1][2]	Projected New Housing Units 2022 - 2035 [3]	
			Low	High
<i>Formula</i>		<i>A</i>	<i>B = A * Total Units</i>	
RHNA Income Category				
Very Low	\$40,550 - \$45,600	21.6%	56	84
Low	\$64,850 - \$72,950	13.1%	34	51
Moderate	\$98,100 - \$110,400	19.3%	50	75
Above Moderate	\$110,401 +	45.9%	119	178
Total Housing Units		100.0%	259	387
Projected Residential Demand				
Affordable (Very Low, Low)		34.7%	90	135
Market Rate (Moderate, Above Moderate)		65.3%	169	253
Total Housing Units		100.0%	259	387

Source: City of Placerville 2021-2029 Housing Element, Adopted by City Council, August 31, 2021; HCD Income Limits 2022; EPS. *proj HH*

- [1] Reflects income limits for households with 2 to 3 people based on the average household size for the City of 2.24.
- [2] Percentage allocations per the City of Placerville RHNA for 2021-2029. The RHNA percentages are applied to projected new housing from 2022-2035 with the assumption that the income category percentage allocations would be similar for the 2021-2029 time frame.
- [3] See Table 3-4.

As shown in **Table 3-5**, there is an estimated demand for approximately 145 affordable housing units and 272 market-rate housing units. Based on the current housing market costs discussed in **Chapter 3** and later in **Chapter 5**, the development of future housing units for Very Low- and Low-Income households would need to be subsidized or affordable by design with limits on rents and sales prices.³⁰ Development for future Moderate- and Above Moderate-Income households may also need to be subsidized even if sold or rented at market-rate prices. Based on a continuation of the current proportion of housing types in the City, a majority of future housing demand would comprise single-family units (291 units, or 70 percent of total housing unit demand), with the remainder comprising multifamily units (126 units, or 30 percent), as shown in **Table 3-6**.

³⁰ Housing developers and advocates differentiate between housing that happens to be affordable because of its condition, age, or location and housing that is subsidized and price-restricted to be affordable to households of certain incomes. Housing constructed with government subsidies and limits on sales price or rent is often referred to as "Capital 'A' Affordable Housing" to distinguish it from "naturally occurring affordable housing." In this report, the use of the word affordable refers to subsidized, price-restricted housing, unless otherwise noted.

Table 3-6. Comparison of Projected Housing Demand and Pipeline Supply by Housing Type

Item	Projected Demand (2022-2035)		Residential Units Pipeline [3]					
	Existing Housing Inventory % by Unit Type (2019) [1]	Total Units (2022-2035) [2]	Under Construction	Approved	Total Under Const. and Approved	% of Proj. Demand through 2035	All Pipeline Projects Including Projects Under Review	% of Proj. Demand through 2035
Residential Dwelling Units								
Single-Family	69.8%	291	0	61	61	21%	99	34%
Multifamily	30.2%	126	0	2	2	2%	239	190%
Total Residential Dwelling Units	100.0%	416	0	63	63	15%	338	81%

Source: California Department of Finance Table E-5; City of Placerville; EPS.

[1] See Table B-2. Allocation between single-family and multifamily is based on current housing inventory percentage by unit type.

[2] Total projected housing demand by 2035 per Table 5-2.

[3] Pipeline projects listed by development status can be found in Table D-6.

The City’s future supply pipeline of residential projects includes about 63 housing units categorized by the City as approved by the City’s Planning Division, and another 275 housing units under review, totaling almost 340 units (see **Appendix B Table B-10**). Assuming the current vacancy rate of 5.6 percent and an average of 2.2 persons per household, the construction and occupancy of the entire housing pipeline would house approximately 708 additional Placerville residents.

Approximately 61 single-family units in projects currently under construction or approved represent only about 20 percent of projected demand through 2035 if all the units are brought to the market. In comparison, the number of multifamily units in projects that are under construction or approved is only 2 percent of the projected multifamily housing demand through 2035. If the City can prioritize the approval of development pipeline projects currently under review that contains affordable multifamily housing, and those units are brought to the market, the City will be positioned to meet the estimated demand for multifamily housing units through 2035.

Affordable Housing

An ongoing issue in the State and the City is the lack of affordable housing, as discussed earlier in this chapter. Providing affordable housing, whether subsidized by the government or affordable by design (e.g., housing that is affordable based on physical design, tenancy, or financing elements, “missing middle,” and mixed-use), as well as preserving existing affordable housing, is a necessity now, with more than half of renters and almost 40 percent of homeowners defined as housing cost-burdened (refer to **Chapter 2** for more detail).³¹ The City’s future supply pipeline includes approximately 237 units of affordable housing that are currently under review, which, if approved and developed, will provide much-needed affordable workforce housing to the City’s inventory. In addition to workforce affordable housing, the City should consider the needs of other populations, including the unhoused or near unhoused population and persons with disabilities, by increasing access to permanent supportive, transitional, rapid re-housing, Safe Haven, and emergency shelters.³²

³¹ US HUD defines a household spending more than 30 percent of their income on housing as “cost burdened.”

³² HCD defines permanent supportive housing as “housing with no limit on length of stay, that is occupied by the target population, and that is linked to onsite or offsite service that assists the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, when possible, work in the community,” transitional housing as, “buildings configured as rental housing developments, but operated under program requirements that require the termination of assistance and recirculating of the assisted unit to another eligible program recipient at a predetermined future point in time that shall be no less than six months from the beginning of the assistance Rapid re-housing,” Safe Haven as, “a form of supportive housing that serves hard-to-reach homeless persons with severe mental illness who come primarily from the streets and have been unable or unwilling to participate in housing or supportive services,” and emergency shelters as, “housing with minimal supportive services for homeless persons that is limited to occupancy of six months or less by a homeless person.”

4. Financial Feasibility Evaluation

Opportunity Site Evaluation

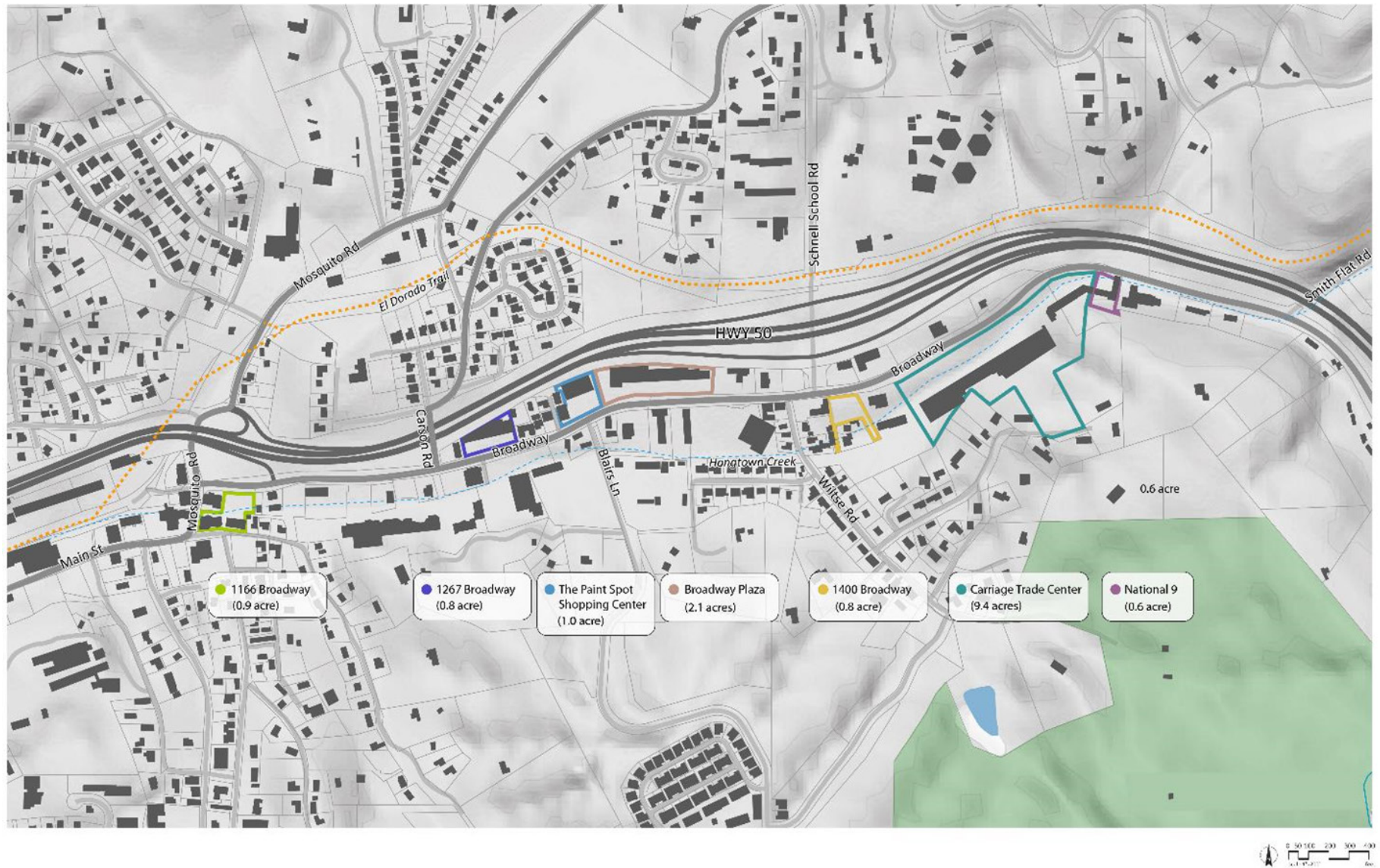
At the outset of the study, the City provided the EPS Team with 7 potential opportunity sites consisting of vacant or underutilized parcels along the Corridor, as shown below in **Map 4-1**.

Based on conversations with property owners and the EPS Team, the City advised moving forward with the following opportunity sites:

1. Site 3: The Paint Spot Shopping Center (1.0 acre).
2. Site 4: Broadway Plaza (2.1 acres, located next to Site 3).
3. Site 6: Carriage Trade Center (9.4 acres).

These sites were chosen to analyze further based on interest from the landowners and parcel size. The Paint Spot Shopping Center and Broadway Plaza were examined together as one development site. This chapter summarizes the development scenarios for accommodating residential or mixed-use development on each site, as well as the feasibility findings for each scenario.

Map 4-1. Potential Opportunity Sites



Development Scenarios

EPS evaluated the financial feasibility of several development scenarios created by Ascent for the opportunity sites shown in **Map 4-1**. Land use prototypes included low-density rental residential products and neighborhood-serving retail space. Detailed descriptions of each development scenario are provided below. See **Appendix C Table C-1, Table C-2, Table C-3, and Appendix D Table D-4** for detailed development assumptions on each site.

Opportunity Sites 3 and 4: The Paint Spot and Broadway Plaza

The Paint Spot comprises 1 acre and Broadway Plaza is 2.1 acres for a combined total of 3.1 acres. Both parcels contain existing structures, which are assumed to be demolished before redevelopment, including approximately 13,800 building square feet on The Paint Spot and 32,300 building square feet on Broadway Plaza, for a total of 46,100 building square feet. See **Map 4-2** for the existing site boundaries. These are the development scenarios:

- **Alternative #1: Separate Parcels and Access.** This alternative maintains separate parcels and site access and includes 1 low-rise rental multifamily building on The Paint Spot and 2 low-rise rental multifamily buildings on Broadway Plaza for a total of 110 residential units. See **Map 4-3** for details.
- **Alternative #2: Separate Parcels and Shared Driveway.** This alternative maintains separate parcels and combines the driveway access and includes 1 low-rise rental multifamily building on The Paint Spot and 2 low-rise rental multifamily buildings on Broadway Plaza for a total of 111 residential units. See **Map 4-4** for details.
- **Alternative #3: Combined Parcels.** This alternative combines the parcels and includes 3 low-rise rental multifamily buildings with a total of 82 residential units. See **Map 4-5** for details.

Map 4-2. The Paint Spot and Broadway Plaza Existing Site

SITE BOUNDARIES



Map 4-3. The Paint Spot and Broadway Plaza: Separate Parcels and Access

**ALT #1
SEPARATE PARCELS
AND ACCESS**

Development summary:

- **The Paint Spot**
 - 29 units on 3 levels
 - 1,000 s.f./unit average
 - 34,800 GFA (0.85 efficiency)
 - 44 surface parking spaces (1.5/unit)
 - 29 du/ac approx. net density
- **Broadway Plaza**
 - 81 units on 4 levels
 - 1,000 s.f./unit average
 - 101,250 GFA (0.8 efficiency)
 - 124 surface parking spaces (1.5/unit)
 - 39 du/ac approx. net density

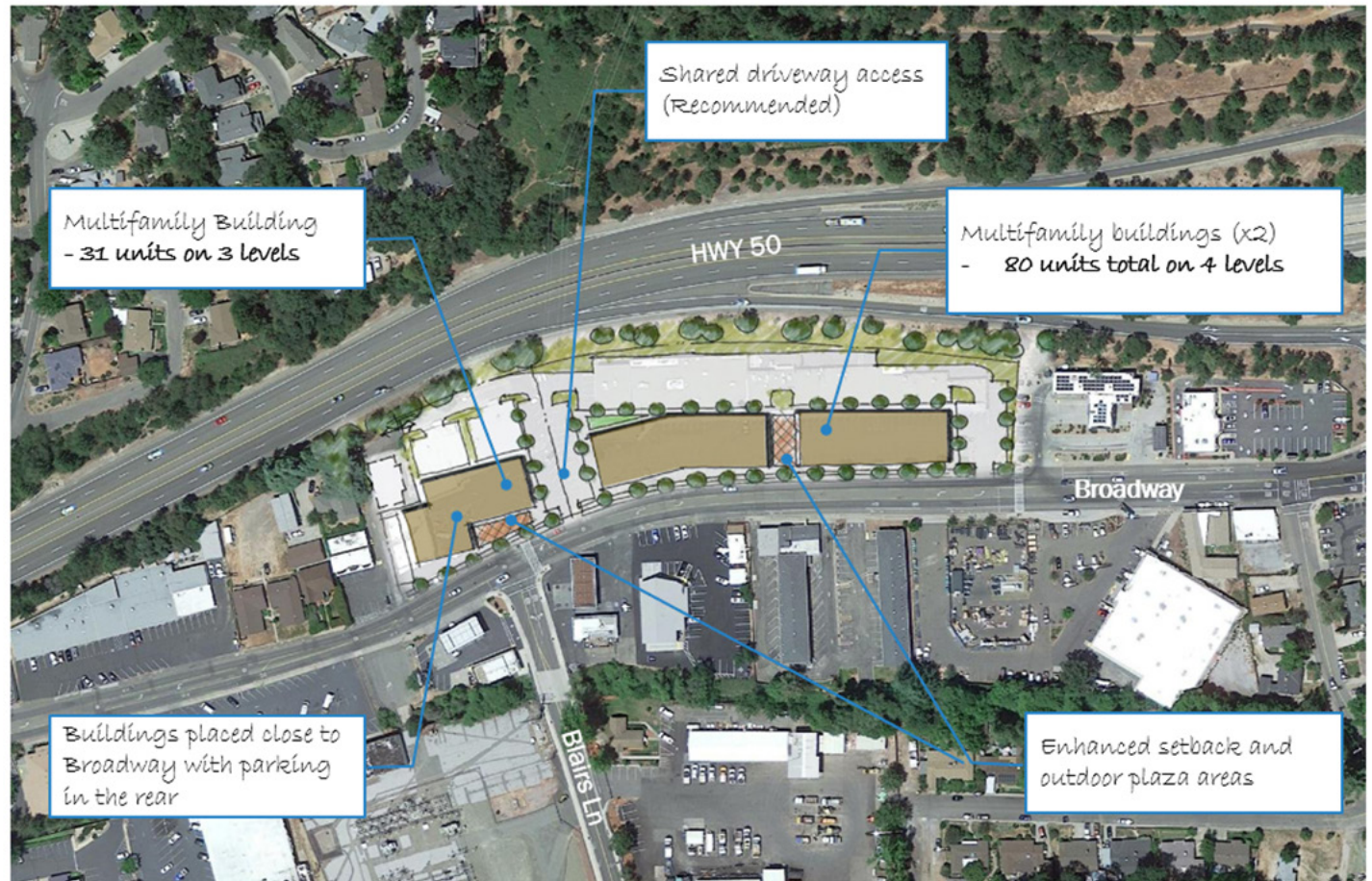


Map 4-4. The Paint Spot and Broadway Plaza: Separate Parcels and Shared Driveway

ALT #2
SEPARATE PARCELS,
SHARED DRIVEWAY

Development summary:

- **The Paint Spot**
 - 31 units on 3 levels
 - 1,000 s.f./unit average
 - 36,400 GFA (0.85 efficiency)
 - 48 surface parking spaces (1.5/unit)
 - 31 du/ac approx. net density
- **Broadway Plaza**
 - 80 units on 4 levels
 - 1,000 s.f./unit average
 - 100,000 GFA (0.8 efficiency)
 - 120 surface parking spaces (1.5/unit)
 - 38 du/ac approx. net density



Map 4-5. The Paint Spot and Broadway Plaza: Combined Parcels

ALT #3 COMBINED PARCEL

Development summary:

- Multifamily Residential
 - 82 units on 3 levels
 - 1,000 s.f./unit average
 - 96,500 GFA (0.85 efficiency)
 - 123 surface parking spaces (1.5 /unit)
- Retail
 - Retail: 5,100 s.f.
 - 26 parking spaces



Opportunity Site 6: Carriage Trade Center

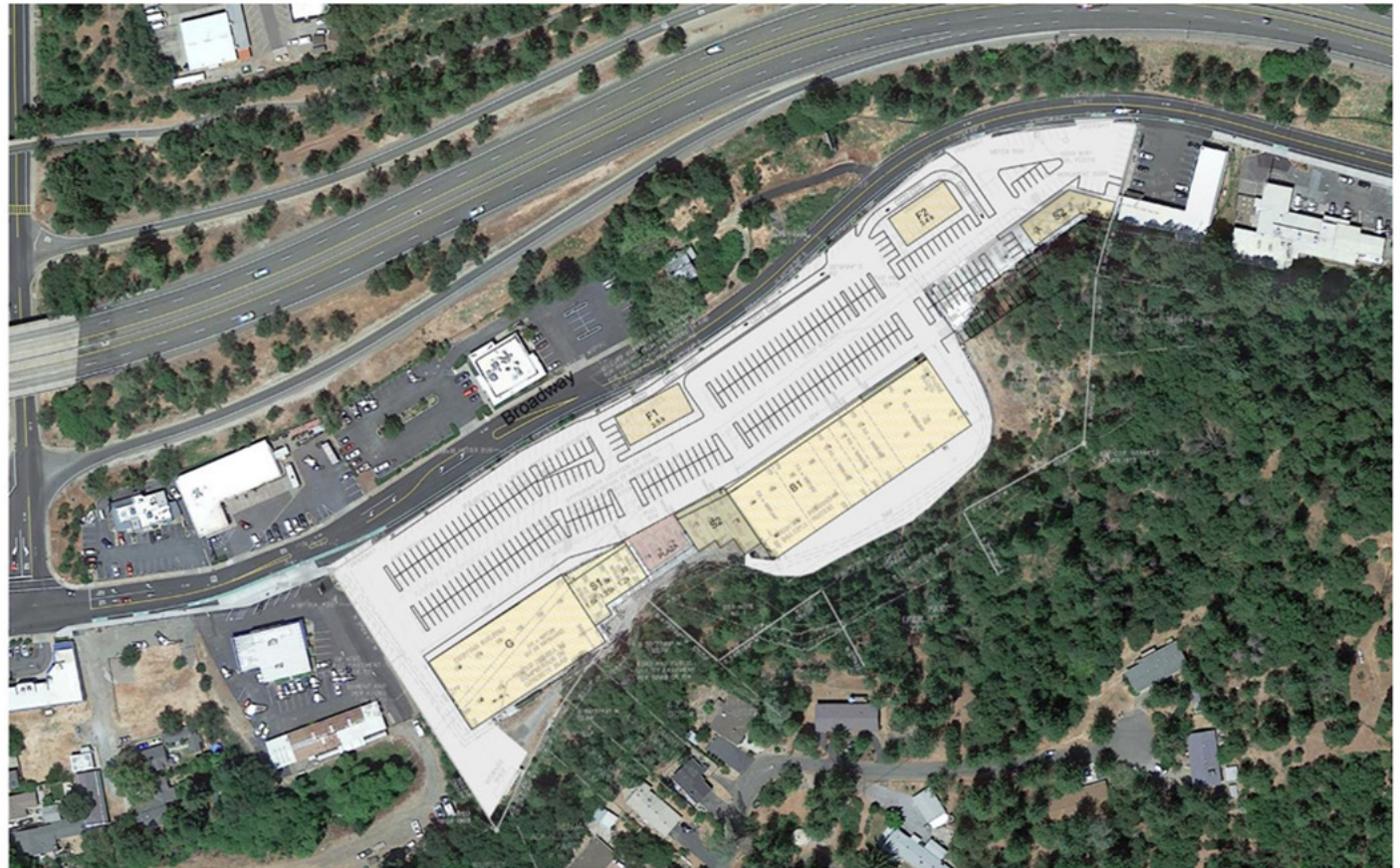
The Carriage Trade Center is the largest of the opportunity sites, comprising 9.4 acres. See **Map 4-6** for the site location. The Alternatives chosen to analyze further include Alternative #2, Alternative #3A, and Alternative #5.³³ Demolition of some of the existing structures and areas within the site, which will require site work, vary by scenario as shown below and can be seen in **Appendix C**. Note that other tenant and façade improvements to any structures that remain are excluded from this feasibility analysis. These are the development scenarios:

- **Alternative #2.** This alternative includes the demolition of 16,000 square feet of existing structures and 58,000 square feet of site work. This alternative includes development of 1 low-rise rental multifamily building with 33 residential units and 3,500 square feet of net new neighborhood retail. See **Map 4-7** for details.
- **Alternative #3A.** This alternative includes the demolition of 16,000 square feet of existing structures and an estimated 53,000 square feet of site work. This alternative includes development of 1 low-rise rental multifamily building with 33 residential units and 2 pads comprising 6,900 total square feet of net new neighborhood retail. See **Map 4-8** for details.
- **Alternative #5.** This alternative includes the demolition of 48,800 square feet of existing structures and an estimated 102,000 square feet of site work. This alternative includes a mixed-use development with 78 rental units in a low-rise multifamily building and 27,100 total square feet of net new neighborhood retail. See **Map 4-9** for details.

³³ Other alternatives were reviewed by the property owner and the City and not chosen for further analysis.

Map 4-6. Carriage Trade Center Existing Site

CURRENT APPLICATION



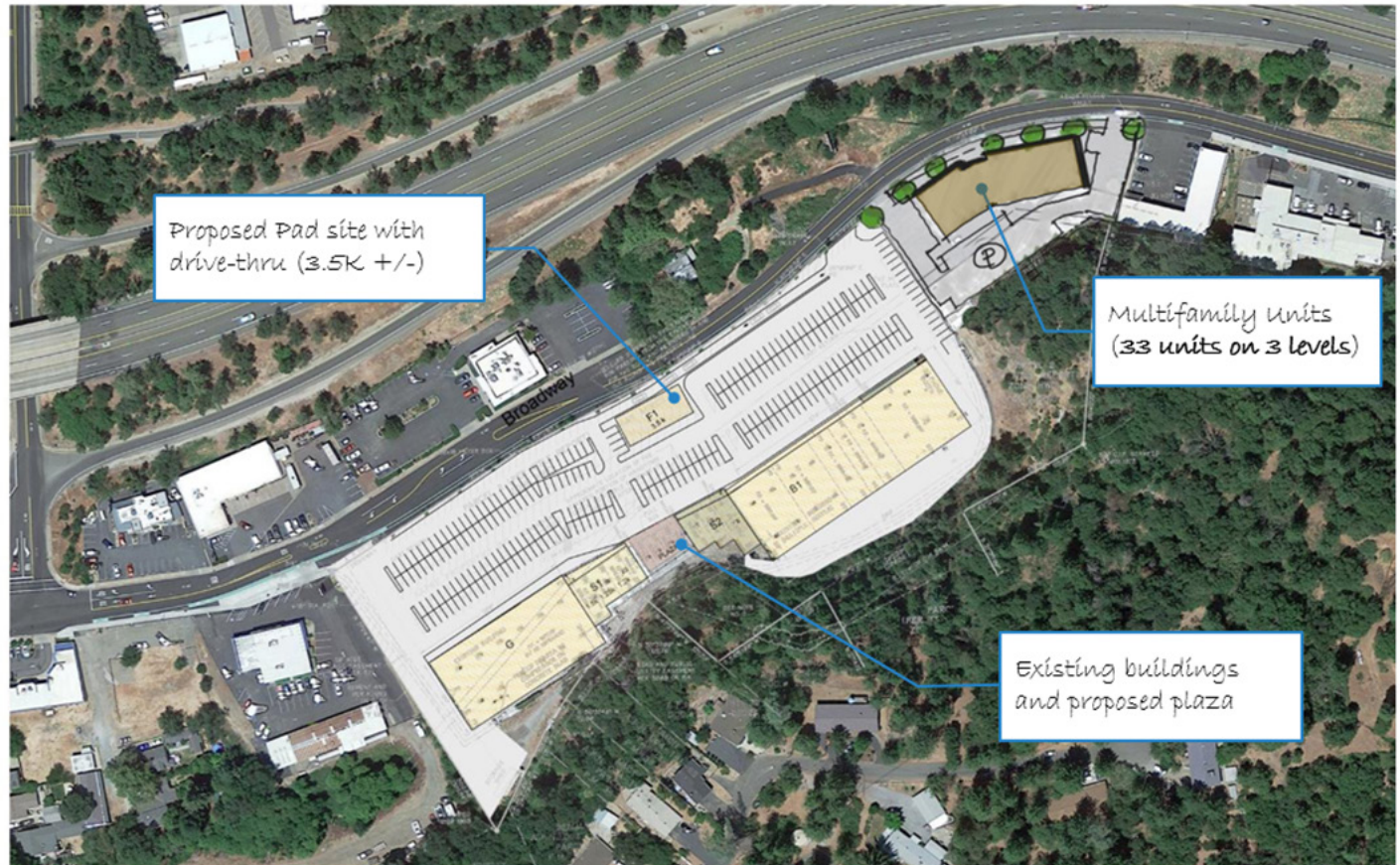
Map 4-7. Carriage Trade Center Alternative #2

ALT #2

Development summary:

- **Multifamily Residential**
 - 33 units on 3 levels
 - 1,000 s.f./unit average
 - 39,500 GFA (0.85 efficiency)
 - 50 surface parking spaces (1.5 /unit)
 - 1 acre site
 - 33 du/ac approx. net density
- **Retail**
 - Existing Retail: 59,180 s.f.
 - Proposed Plaza: 3,600 s.f.
 - New pad building: 3,500 s.f.

*Assumes reduced parking requirements.



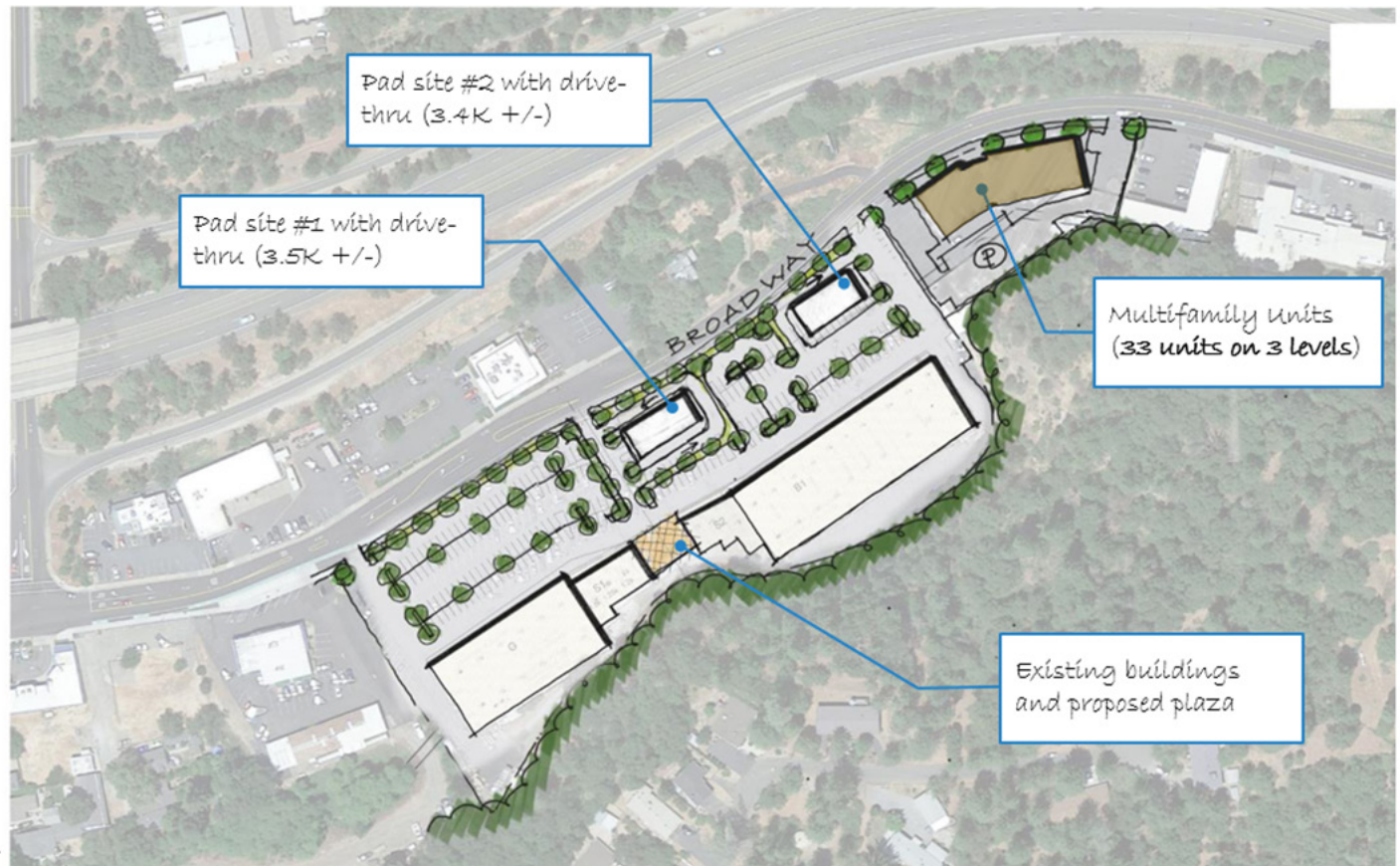
Map 4-8. Carriage Trade Center Alternatives

ALT #3A

Development summary:

- **Multifamily Residential**
 - 33 units on 3 levels
 - 1,000 s.f./unit average
 - 39,500 GFA (0.85 efficiency)
 - 50 surface parking spaces (1.5 /unit)
 - 1 acre site
 - 33 du/ac approx. net density
- **Retail¹**
 - Existing Retail: 59,180 s.f.
 - Proposed Plaza: 3,600 s.f.
 - New pad building A: 3,500 s.f.
 - New pad building B: 3,400 s.f.

¹ Assumes reduced overall parking requirements.



Map 4-9. Carriage Trade Center Alternative #5

ALT #5

Development summary:

- **Mixed-use Residential**
 - 78 units on 4 levels
 - 1,000 s.f./unit average
 - 4,000 s.f. ground level retail
 - 101,900 GFA (0.8 efficiency)
 - 117 surface parking spaces (1.5 /unit)
 - 2-acre site
 - 39 du/ac approx. net density plus ground level retail
- **Retail¹**
 - Existing Retail: 30,000 s.f.
 - New anchor²: 19,400 s.f.
 - New pad building: 3,500 s.f.
 - Proposed plaza: 4,200 s.f.
- **Creek Improvements**
 - Overall area: 27,000 s.f.
 - Wetland area: 12,500 s.f.
 - Creek length: 310 ft.
 - Creek width: 40 - 50ft.

¹ Assumes reduced overall parking requirements.
² Assumes re-grading of the existing slope to the south, similar to the current application.



Feasibility

The opportunity sites identified include multiple development scenarios for accommodating residential or mixed-use development. EPS has prepared static pro forma analyses to test the feasibility of these scenarios and understand the potential range of housing opportunities and factors that may be hindering their development. The static pro forma analysis evaluates each development scenario's ability to absorb costs associated with market-rate residential and commercial uses to identify the requisite level of financial incentive or cross-subsidy that may be required to ensure the financial viability of development.

Development Costs and Revenues

EPS formulated a set of development revenues and costs for each development scenario on each site based on a variety of sources, including direct cost estimates based on discussions with local developers, in addition to research conducted by EPS for other similar projects, and research from publicly available and subscription-based resources (e.g., The Gregory Group, CoStar, Saylor). This analysis used relatively conservative cost assumptions (i.e., erring on the side of higher costs) to test project feasibility. Detailed development cost and revenue assumptions are provided in **Appendix C Table C-3**. Market-rate residential and retail rental rates are provided in **Appendix C Table C-6** and **Table C-7**.

Private development will be subject to the City's permit and processing fees, as well as development impact fees charged to new development by the City, the County, and other agencies whose service boundaries include the opportunity sites. EPS estimates the total fee burdens as 10 percent of hard construction costs for each development scenario based on EPS's experience. Actual fees will vary based on the specific attributes of projects on each site.

Feasibility Analysis Overview

To gain an understanding of the relative financial viability of the various land use scenarios evaluated, EPS used a measure of financial feasibility commonly referred to as the RLV analysis. The RLV analysis models the revenues achieved by operating or selling a particular building to arrive at an estimated building value, or "finished real estate value." For residential ownership products, the finished real estate value is based on the estimated sales price of the unit. For rental residential and commercial products, finished real estate values are estimated using valuation techniques that consider annual net operating income.

The RLV analysis also models the cost of constructing the building, including hard construction costs, which include demolition of existing structures and site development, soft costs, and associated municipal fees. To arrive at the residual land value, the total costs are subtracted from the total building value, reflecting the portion of the building's total value that can be attributed to the land on which it stands.

Reflecting the land value a developer can expect to command for the property upon its sale to individual builders, the resulting RLV needs to be sufficient to fund (at a minimum) developer costs associated with land acquisition, entitlement, environmental mitigation, backbone infrastructure construction, and developer profit. If the RLV is negative, the development scenario may be inadequate to compensate the land developer for the costs and risks they take to acquire and entitle the project. It is important to note that the RLV analysis presents an initial indicator of development feasibility to inform the planning process. Every project is unique, and the feasibility findings herein may differ from specific projects proposed on the selected opportunity sites, where individual cost and revenue structures may vary significantly from those modeled for this study.

Feasibility Analysis Key Findings

Table 4-1 provides a summary of each opportunity site development scenario and the resulting estimated RLV. EPS determined feasibility based on whether the estimated RLV was positive or negative. The financial feasibility analysis results suggest that the residential and mixed-use development scenarios on the opportunity sites present feasibility challenges. Key findings are summarized below and the detailed financial feasibility outcomes for development scenarios on each site are provided in **Appendix C**.

Low-Rise Rental Residential, either as a sole land use or included with retail, appears to be financially infeasible in the current market. All six of the development scenarios reflect negative RLVs with current market conditions. The development scenario that shows the closest potential for feasibility is the Carriage Trade Center Alternative #5. This mixed-use development scenario has a negative RLV but is close to breaking even because this scenario includes higher density residential development, yielding a larger number of residential units and allowing for more retail square footage, both of which generate a higher revenue stream compared to the increase in development costs.

Table 4-1. Feasibility Analysis Pro Forma Summary

Item	The Paint Spot and Broadway Plaza					Carriage Trade Center								
	Alt. #1: Separate Parcels and Access		Alt. #2: Separate Parcels and Shared Driveway		Alt. #3: Combined Parcels	Alt. #2	Alt. #3A	Alt. #5						
	The Paint Spot	Broadway Plaza	The Paint Spot	Broadway Plaza	The Paint Spot + Broadway Plaza	1 MFR Building + 1 Retail Pad	1 MFR Building + 2 Retail Pads	Mixed Use						
Site Acres [1]		1.0	2.1		1.0	2.1		3.1		9.4		9.4		9.4
DEVELOPMENT PROGRAM ASSUMPTIONS [1]														
Land Use Type 1														
Land Use	1 MFR Building	2 MFR Buildings	1 MFR Building	2 MFR Buildings	3 MFR Buildings + Retail	Low-Rise MFR	Low-Rise MFR	Low-Rise MFR						
No. of Units	29	81	31	80	82	33	33	78						
No. of Parking Spaces	44	124	48	120	123	50	50	117						
Land Use Type 2														
Land Use	-	-	-	-	Retail	Retail	Retail	Retail						
No. of Units/Bldg. Sq. Ft.	-	-	-	-	5,100	3,500	6,900	27,100						
No. of Parking Spaces	-	-	-	-	26	-	-	-						
TOTAL ESTIMATED REVENUE [2]	\$9,360,898	\$26,145,957	\$10,006,477	\$25,823,167	\$28,402,450	\$11,979,108	\$13,268,243	\$35,452,757						
TOTAL ESTIMATED COSTS [2]	\$10,276,772	\$29,278,584	\$10,740,519	\$28,911,154	\$29,459,215	\$12,799,312	\$13,800,276	\$36,343,453						
RESIDUAL LAND VALUE	(\$915,873)	(\$3,132,627)	(\$734,042)	(\$3,087,987)	(\$1,056,765)	(\$820,204)	(\$532,033)	(\$890,696)						
Per Acre	(\$915,873)	(\$1,491,727)	(\$734,042)	(\$1,470,470)	(\$340,892)	(\$87,256)	(\$56,599)	(\$94,755)						
Per Sq. Ft. of Land	(\$21.03)	(\$34.25)	(\$16.85)	(\$33.76)	(\$7.83)	(\$2.00)	(\$1.30)	(\$2.18)						
As a % of Value [3]	(9.8%)	(12.0%)	(7.3%)	(12.0%)	(3.7%)	(6.8%)	(4.0%)	(2.5%)						

Source: Ascent; EPS.

[1] See Table C-3 and Table C-4.

[2] See Table C-1 and Table C-2.

Factors Affecting Feasibility

The relationship between development costs and potential revenues from the low-rise residential and neighborhood retail development is such that interventions will likely be necessary to encourage the development of market-rate apartment units. Low-rise rental residential and retail space, under the scale identified for this analysis, appears to require financial subsidies to achieve a positive or benchmarked RLV.

Cost escalations are predicted to continue to increase in 2023 and 2024 and then stabilize thereafter, increasing around 2 to 4 percent, annually.³⁴ ³⁵ It is unlikely that local workforce incomes will rise sufficiently in the foreseeable future to enable the level of rental rates necessary to justify current and projected increased construction costs for the development scenarios evaluated.

To facilitate new residential development in the current market, the City or developers could make use of cost-reducing mechanisms that they can control, such as waiving development impact fees, making zoning and urban design amendments to allow for higher density development or eliminate parking minimums, or provide supplemental sources of funding to improve project feasibility. For example, if the costs related to building and development impact fees are removed, the RLV becomes positive for The Paint Spot and Broadway Plaza Alternative #3 and all 3 Carriage Trade Center alternatives.

While this study was limited to reviewing one residential product type, a cursory feasibility analysis of an attached ownership product type indicated that townhomes at a price point about 10 percent higher than the average median sale price would generate a comparable RLV to current land sale prices. However, this price point would require an income of more than 140 percent of the City's median income and does not align with local resident incomes or the affordability housing goals of the City. That said, supplemental City funding may provide an opportunity to subsidize product costs, lowering the price point, and providing an ownership housing option for local residents.

³⁴ Fahey, Ashley, The National Observer: Real Estate Edition, "Report: Construction costs may escalate 14.1% this year, but relief expected soon," August 25, 2022 [accessed online August 2022] <https://www.bizjournals.com/sacramento/news/2022/08/25/construction-costs-increase-this-year.html>.

³⁵ EPS relied on a variety of sources to estimate approximate construction costs, including the Saylor 2020 Construction Cost Manual, updated for inflation and adapted to the Sacramento Region. See **Appendix A Table A-2**.

5. Regulatory and Other Barriers to Residential Development

Various internal and external barriers can impede the development of different housing types. Internal barriers include land use regulations limiting development and financial feasibility related to providing requisite infrastructure. Additional internal barriers can include community opposition. For example, community members may be opposed to additional housing, particularly higher density housing, because of perceptions of increased traffic or crime.

Land Use Regulatory Review

The EPS Team reviewed the City's existing regulatory framework to provide a summary of the existing plans and regulations that may have relevance to the Corridor Housing Opportunities Study and future housing developments along the Corridor.

City planning and regulatory documents were reviewed in detail, including the following documents:

- General Plan.
- 2021-2029 Housing Element (6th Cycle).
- City of Placerville Development Guide (2017).
- Broadway Village Corridor Multi-Modal Implementation Plan (2010).
- Placerville's Non-Motorized Transportation Plan (2010).
- Placerville Airport Land Use Compatibility Plan (ALUCP) (2012).
- City of Placerville Zoning Ordinance (Title 10).

All parcels adjacent to Broadway in the Study Area are zoned HWC, with most of these parcels under the Airport Overlay (AO) zone. These parcels are also designated as HWC in the General Plan. The General Plan characterizes Broadway as a freeway-oriented commercial zone.

Regulatory Review Summary

The full regulatory review can be found in **Appendix D**. A summary of the salient findings from the full review can be found below. Please note that not all of the documents reviewed are included in the summary below.

The General Plan includes policies that conflict with the goal to densify Broadway as a mixed-use corridor, including these:

1. The PART I Specific Recommendations section includes statements such as “City should expand/annex to keep residential densities low,” and “Keep Placerville primarily low-density, avoid high-density housing.”
2. Although single- or multifamily dwellings are permitted in the HWC zone, the description and use standards for the HWC designation in the PART I Land Use Diagram and Standards characterize Broadway as a freeway-oriented commercial zone and do not reflect its potential as a mixed-use destination.

The City of Placerville Development Guide (2017) specifically mentions the existing architecture in the areas of Broadway as “lacking a positive image” and refers to the architectural elements present in lower Main Street as a model to aspire to (Chapter IV Section B-2). Consistent with the General Plan Land Use Element, this document emphasizes daylighting Hangtown Creek, where it is buried under the existing parking lots, and adding improvements/aesthetic enhancements to make it a site amenity and natural feature. The cost and level of effort required to accomplish this goal may hinder redevelopment feasibility unless funding is available to subsidize this improvement or a substantial density bonus is provided.

The Broadway Village Corridor Multi-Modal Implementation Plan (2010) document provides useful information on the parking analysis and recommendations related to a reduction of current parking standards, which may be excessive, especially given the current overall supply in the Study Area that exceeds the number required by the City Code. The City should consider reduced parking requirements for future projects with a parking demand analysis, which substantiates a reduced need for on-site parking because of either shared parking or other parking demand management strategies. Recommendations for the implementation of infill projects, such as establishing project review entities and procedures and developing architectural and performance standards, are also useful and still seem to be valid approaches.

The Zoning Ordinance (Title 10) provides density ranges for the different zones, ranging from 16 dwelling units per acre (du/ac) in R-4 to between 20 and 24 du/ac in R-5 and Housing Opportunity Overlay Zone. All zones have consistent standards for height, setbacks, etc. despite having different densities. Existing development standards, including building height, setback depth, parcel coverage requirements, and parking standards, may overly constrain mixed-use development and reduce flexibility. Potential solutions should evaluate density together with height, setbacks or transitions, parcel coverage, and parking standards.

The Zoning Ordinance provides multiple options for the redevelopment of opportunity sites with housing, including development of multifamily housing by-right in the HWC zone and the ability to rezone the opportunity sites to higher densities of up to 24 du/ac. In addition, the area's zoning allows use of the Housing Overlay zone, which allows for financial incentives and expedited review and processing of affordable housing projects, as well as the Planned Development Overlay zone, for maximum flexibility in the mix and layout of commercial and multifamily residential uses. The options listed above still have limiting features that may restrict the ability to create dense or mixed-use residential.

6. Strategies and Recommendations

Like many communities in the State and across the nation, housing demand in the City and the broader region has continued to outpace supply over the last several decades. This undersupply, along with other economic factors (e.g., construction and trades-based labor shortages and construction material and fuel cost increases stemming from supply chain issues and global conflict), has caused a significant uptick in housing costs, impacting affordability and disproportionately affecting the most vulnerable populations. In the Corridor, residential development has been limited and no housing has been developed for decades, providing very few housing options in this area for existing and future City residents.

As described in **Chapter 3**, the City can expect housing demand to continue over the next decade, with projected housing demand between 20 and 30 units per year between 2022 and 2035, or a total of about 260 to 390 housing units in the City through 2035. Based on the income characteristics of existing households, this demand translates into a need for an estimated 90 to 135 affordable housing units serving very low- and low-income households (35 percent of total units), and 170 to 250 market-rate housing units serving moderate- and above-moderate households (65 percent of total units). Based on a continuation of historical development patterns, most of these houses would comprise single-family units, with a little more than a quarter of new housing constructed as multifamily units. The pipeline supply of housing in the City is predominantly multifamily affordable housing, representing a positive step forward to serving the City's most vulnerable populations, although no affordable housing projects are planned along the Corridor at this time.

The City does not build housing nor control local market dynamics. However, the City can take steps to help increase the overall production of housing in the Corridor by incentivizing the types of housing that are both underrepresented and will meet the socioeconomic characteristics of existing and projected future residents, encouraging a diversity of housing choices and continuing to implement placemaking changes that will draw residents to the area.

The following strategies to support housing in the corridor reflect key findings obtained through the technical analyses, review of the City's existing regulatory framework, and input from stakeholders and City Council and staff conducted as part of this study.

Proposed Broadway Corridor Housing Strategies

Strategy #1. Consider adopting programs, policies, and other actions to help improve residential development feasibility.

Action Item 1.1. Provide incentives to support the development of housing in the Corridor.

Given the current climate of high development costs and the feasibility challenges identified in this study, the City should consider the adoption of various incentives to improve project feasibility for desired housing types in the Corridor. In addition to zoning incentives (discussed under **Strategy #2**), cities can offer direct financial aid either through public subsidies or through development cost reduction mechanisms. Examples of incentives that can reduce the overall cost of development include:

- Expediting permit review, which reduces costs through a reduction in the entitlement timeline and development risk.
- Implementing citywide development fee reductions, waivers, or deferrals for desired housing types.
- Identifying and purchasing sites for housing and donating or allowing deferred payment to purchase City-owned land to private developers.
- Providing direct subsidies in the form of a loan or a grant to defray or provide low-interest financing for on- or off-site improvements, land, or construction costs (see related **Action Item 1.2**).
- Other incentives identified by the City for desired residential projects.

In addition, the City should promote the benefits of its Residential Density Bonus Program, which follows the State density bonus mandate, allowing for increased residential densities, incentives that reduce affordable housing costs, and reduced parking requirements, in exchange for building or donating land for very low-, low-, or moderate-income households or senior units.³⁶

³⁶ The City's Residential Density Bonus Program is defined in City Code Section 10-12-01 to 10-12-14.

Action Item 1.2. Ensure City staff resources are available to secure grant funding for desired residential projects.

The City has successfully secured regional grants through SACOG and other sources to address capital improvement and placemaking improvements in the Corridor. In addition to continuing to focus on regional funding opportunities, the City should ensure that staff resources are available to prioritize securing funding through federal and State grant programs to offer “bridge” financing or provide funding for specific construction costs. Adequate staffing will also be required to report on the usage of acquired funds.

Many federal grant programs are allocated directly for high-priority, regional transportation infrastructure (e.g., the 2021 Infrastructure Investment and Jobs Act; the 2022 Inflation Reduction Act). One federal grant that could be considered is the Community Development Block Grant (CDBG), which includes funds that are distributed by the U.S. Department of Housing and Urban Development.

State grant programs the City should consider pursuing include the Infill Infrastructure Grant (IIG) Program, which promotes infill housing development by providing financial assistance for Capital Improvement Projects that are necessary to facilitate the development of affordable and mixed-income housing; the State Strategic Growth Council (SGC)’s Transformative Climate Communities (TCC) Program, which funds community-led development and infrastructure projects that achieve major environmental, health, and economic benefits in California’s most disadvantaged communities; and the State Infrastructure Bank (I-Bank), which has broad authority to issue tax-exempt and taxable revenue bonds, provide financing to public agencies, provide credit enhancements, acquire or lease facilities, and leverage State and federal funds.

Action Item 1.3. Consider creating a local housing construction funding source to assist in funding needed housing.

The City should consider evaluating the feasibility of enacting a new measure that would raise local funding for the construction of affordable and other needed housing types citywide, which could be applied to new housing projects on opportunity sites in the Corridor. Funding sources to be evaluated could include a housing trust fund, an affordable housing commercial linkage fee, such as the one being considered in the City of Roseville, an increase in the City’s sales tax or transient occupancy tax rate, a General Obligation bond, or other identified dedicated funding source. Because the City has experienced modest new growth in the last several decades, however, feasible avenues of local funding may be confined to an increase in the City’s sales tax or transient occupancy tax rate, both of which represent steady sources of revenue for the City. This funding could be used to acquire sites or fund development costs associated with desired residential development projects.

Action Item 1.4. Consider completing a City-sponsored and -funded CEQA analysis to clear desired infill sites.

CEQA requires environmental analysis of new development, unless the project is ministerial or categorically exempt, to identify and mitigate significant environmental impacts. Depending on the size and anticipated impacts of the project, the CEQA process can become expensive, further increasing development costs. Developers may be unaware of the full cost the CEQA process will incur based on unexpected environmental impacts. Performing the initial CEQA analysis to clear a site for development may be a barrier to developer investment because of the risks associated with uncertainty in the environmental review's outcome. The City could consider initiating a CEQA analysis of housing sites by creating an inventory of available sites, including sites in the Corridor, and conducting a CEQA review of preliminary designs to pre-clear sites for housing development.

Strategy #2. Consider regulatory changes to support residential development in the Corridor.

Action Item 2.1. Consider adopting the following strategic updates to the General Plan and Zoning Ordinance.

Based on the outcomes of the regulatory review, opportunity sites analysis, and feasibility testing, it is recommended that the City consider adopting strategic updates to the General Plan and the Zoning Ordinance to create a new by-right zone or update existing regulations and implement Objective Design Standards to streamline the approval type of residential infill and mixed-use development that is desired along the Corridor. The following changes should be considered as part of the process.

General Plan Amendments

- Amend General Plan policies to support urban infill and reposition Broadway as a future mixed-use corridor that offers diverse housing opportunities.
- Amend the description and use standards in the General Plan Part I Land Use Diagram and Standards pertaining to the HWC designation, to explicitly include vertical mixed-use and multifamily dwellings as permitted uses.

Zoning Ordinance Amendments

- **By-Right-Development.** Amend the Zoning Ordinance to allow by-right development of townhomes in the HWC zone and to allow vertical mixed-use development in the Housing Opportunity Overlay zone.
- **Density and Intensity:**
 - Consider updating the HWC zone to increase the allowable FAR from 0.6 to 1.5 or higher. Consider incentives for housing development, such as the provision of bonus FAR for vertical mixed-use.

- Consider increasing density beyond the current maximum of 24 du/ac established in the Housing Opportunity Overlay zone, either by-right or through incentives, or regulate by FAR. A density of 24 du/ac is not adequate for multifamily housing or vertical mixed-use development.
- **Building Height.** A maximum building height of 40 feet limits the potential for mixed-use development. Consider increasing the maximum height to 45 to 50 feet to enable up to 3 levels of housing over 1 level of commercial, with a taller ground floor, and allow some flexibility in floor-to-floor height. Potential solutions should evaluate density together with height and setbacks or transitions.
- **Setbacks.** If some sites are rezoned to R-4 or R-5 or use the Housing Opportunity Overlay Zone, the required minimum front building setback of 20 feet may be a constraint, particularly for the narrower sites between Broadway and US Highway 50 that are constrained in total lot depth. Consider decreasing the minimum setback to 10 feet to allow for more urban conditions.
- **Lot Coverage.** Maximum lot coverage of 60 percent, including parking areas and drive aisles, may be too restrictive for urban housing types and further constrain development feasibility.
- **Parking.** Consider reducing the parking ratio for multifamily and mixed-use redevelopment along the Corridor by decreasing parking requirements to 1.25 spaces/unit or lower, decreasing commercial parking requirements to 2 to 3 spaces/1,000 square feet, and implementing shared-parking regulations to allow shared parking between uses and for mixed-use development.
- **Open Space.** With the addition of vertical mixed-use or higher density housing, the City should consider objective requirements be provided for private open space. These requirements should be evaluated together with refinements to other requirements described above, such as parking and setbacks, to ensure they are feasible.

Action Item 2.2. Create a tailored by-right zone for the Corridor.

The creation of a by-right zone should be considered to facilitate the implementation of housing and to comply with SB 330, the Housing Crisis Act of 2019. SB 330 applies to multifamily residential development, as well as mixed-use development, where at least two-thirds of the development is residential uses. SB 330 requires that only Objective Design Standards be used when approving or denying a project. SB 330 also places limits on the preliminary application process and the development review process, including review timelines and the number of hearings.

In addition, other State legislation enacted since 2019 places further limits on the use of regulations that will overly constrain the feasibility of housing. For example, SB 478 requires a minimum FAR of 1.0 for projects with 3 to 7 units in a multifamily or mixed-use zone, and a minimum FAR of 1.25 for projects of 8 to 10 units, and it limits the use of lot coverage requirements that will limit a project from achieving the noted FARs.

For consistency with SB 330 and other recent legislation, the EPS Team recommends creating a by-right zone with updated regulations that meet the definition of Objective Design Standards and are tailored to allow the type of residential infill and mixed-use development that is desired along the Corridor. A by-right zone will offer the benefit of streamlining development by creating predictability in terms of what criteria will be used to evaluate a housing project and reducing the approval timeline by avoiding a lengthier, less predictable, and more costly process that would be associated with the use of deviations, a rezone, an overlay, or other tools. Starting points for the zone are addressed in **Action Item 2.1**.

Strategy #3. Continue to implement placemaking changes.

Action Item 3.1. Consider adopting an Area Plan or Specific Plan.

The City may consider an Area Plan or a Specific Plan as a means to implement the transformation of the Corridor. Both Area and Specific Plans serve to guide decisions about the physical development of a given community or district; however, an Area Plan, also known as a community or neighborhood plan, is included in a jurisdiction's General Plan, while a Specific Plan stands alone and allows for specific, local application of the more broad-based policies contained in the County General Plan, focusing more on implementation.³⁷

The City has completed and is in the process of implementing infrastructure improvements related to bicycle and pedestrian enhancements along the Corridor through CIPs and has developed the "Placerville Broadway Village Corridor Landscape and Gateway Treatments" plan through a collaboration with SACOG using the Rural Main Streets Technical Assistance Grant to incorporate placemaking installations such as a gateway sign and landscaping along the Corridor. The adoption of an Area Plan or a Specific Plan may facilitate these and additional placemaking efforts, in addition to establishing a coordinated vision, goals and objectives, and policies and guidelines for supporting residential development in the Corridor. In particular, an Area Plan or a Specific Plan could specify design standards to bridge the architectural elements present in lower Main Street to upper Broadway and provide administrative and streamlined review procedures for future infill projects. The Environmental Impact Report used to

³⁷ Planetizen, "What Are Specific Plans?" <https://www.planetizen.com/definition/specific-plans> [Accessed January 2023].

adopt the Specific Plan may streamline the process for subsequent discretionary projects by removing the need for additional environmental documentation, as discussed in **Action Item 1.4**. If this process is undertaken, it is recommended that property owners be engaged.

Action Item 3.2. Evaluate the feasibility of daylighting Hangtown Creek.

Consider enhancing the Corridor's sense of place through daylighting Hangtown Creek, where is buried under the existing parking lots, as discussed in the General Plan and the City Development Guide recommendations. Daylighting of Hangtown Creek could be included in the Area Plan or the Specific Plan discussed above or could constitute a stand-alone action. The City could seek available funding (discussed in **Action Item 1.2**) to subsidize this improvement or consider formalizing a density bonus for this type of improvement in the Zoning Ordinance. For example, a developer could include daylighting the creek as part of their project in exchange for a density or FAR bonus, or alternate compliance, such as other comparable open space or public space improvements.



APPENDICES:

- Appendix A: Study Area Profile
Supplemental Tables
- Appendix B: Residential Market Overview
Supplemental Tables
- Appendix C: Feasibility Analysis
Supplemental Tables
- Appendix D: Regulatory Review



APPENDIX A: Study Area Profile Supplemental Tables

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Table A-1
City of Placerville
Broadway Corridor Housing Strategy
Population and Household Trends (2010-2022)

Item	City of Placerville					El Dorado County					State of California				
	Total Population	Year-over-Year Population Change	Households	Year-over-Year Household Change	Persons per Household	Total Population	Year-over-Year Population Change	Households	Year-over-Year Household Change	Persons per Household	Total Population	Year-over-Year Population Change	Households	Year-over-Year Household Change	Persons per Household
Year															
2010	9,788	-	4,129	-	2.37	179,415	-	70,223	-	2.56	36,412,191	-	12,568,167	-	2.90
2011	9,770	(0.2%)	4,129	0.0%	2.37	179,528	0.1%	70,395	0.2%	2.55	36,724,643	0.9%	12,601,818	0.3%	2.91
2012	9,721	(0.5%)	4,139	0.2%	2.35	179,065	(0.3%)	70,745	0.5%	2.53	37,086,745	1.0%	12,640,818	0.3%	2.93
2013	9,775	0.6%	4,176	0.9%	2.34	178,945	(0.1%)	70,943	0.3%	2.52	37,441,011	1.0%	12,699,938	0.5%	2.95
2014	9,849	0.8%	4,231	1.3%	2.33	179,699	0.4%	71,633	1.0%	2.51	37,717,623	0.7%	12,761,931	0.5%	2.96
2015	9,861	0.1%	4,232	0.0%	2.33	180,815	0.6%	72,010	0.5%	2.51	38,021,937	0.8%	12,827,971	0.5%	2.96
2016	9,904	0.4%	4,254	0.5%	2.33	181,909	0.6%	72,513	0.7%	2.51	38,268,626	0.6%	12,903,921	0.6%	2.97
2017	9,982	0.8%	4,304	1.2%	2.32	183,316	0.8%	73,354	1.2%	2.50	38,510,085	0.6%	12,989,977	0.7%	2.96
2018	10,081	1.0%	4,368	1.5%	2.31	186,266	1.6%	74,914	2.1%	2.49	38,669,963	0.4%	13,078,801	0.7%	2.96
2019	10,162	0.8%	4,395	0.6%	2.31	187,986	0.9%	75,462	0.7%	2.49	38,754,947	0.2%	13,157,084	0.6%	2.95
2020	10,318	1.5%	4,570	4.0%	2.26	189,861	1.0%	75,320	(0.2%)	2.52	38,583,000	(0.4%)	13,475,623	2.4%	2.86
2021	10,283	(0.3%)	4,589	0.4%	2.24	189,822	(0.0%)	75,874	0.7%	2.50	38,513,178	(0.2%)	13,506,861	0.2%	2.85
2022	10,206	(0.7%)	4,601	0.3%	2.22	189,252	(0.3%)	76,415	0.7%	2.48	38,278,915	(0.6%)	13,612,650	0.8%	2.81
2010-2022 Change															
Number	418	--	472	--	(0)	9,837	--	6,192	--	(0)	1,866,724	--	1,044,483	--	(0)
% Change	4.3%	--	11.4%	--	(6.4%)	5.5%	--	8.8%	--	(3.1%)	5.1%	--	8.3%	--	(2.9%)
Avg. Annual Change	0.3%	--	0.9%	--	(0.6%)	0.4%	--	0.7%	--	(0.3%)	0.4%	--	0.7%	--	(0.2%)

Source: California Department of Finance Table E-5; EPS.

Table A-2
City of Placerville
Broadway Corridor Housing Strategy
Population by Race and Ethnicity (2010-2019)

Item	City of Placerville						El Dorado County					
	2010		2019		Change (2010-2019)		2010		2019		Change (2010-2019)	
	Total [2]	%	Total	%	Total	%	Total	%	Total	%	Total	%
Race or Ethnicity [1]												
White	7,608	73.3%	8,613	78.5%	1,005	13.2%	144,672	80.8%	146,747	77.8%	2,075	1.4%
Black	83	0.8%	99	0.9%	16	19.3%	1,104	0.6%	1,426	0.8%	322	29.2%
American Indian and Alaska Native	282	2.7%	65	0.6%	(217)	(77.0%)	1,247	0.7%	1,031	0.5%	(216)	(17.3%)
Asian	111	1.1%	171	1.6%	60	54.1%	5,905	3.3%	8,487	4.5%	2,582	43.7%
Native Hawaiian or Other Pacific Islander	-	0.0%	-	0.0%	-	N/A	250	0.1%	472	0.3%	-	88.8%
Some Other Race	-	0.0%	-	0.0%	-	N/A	145	0.1%	295	0.2%	-	103.4%
Two or More Races	150	1.4%	145	1.3%	(5)	(3.3%)	5,089	2.8%	5,906	3.1%	817	16.1%
Hispanic or Latino (any race)	2,150	20.7%	1,877	17.1%	(273)	(12.7%)	20,641	11.5%	24,199	12.8%	3,558	17.2%
Total	10,384	100.0%	10,970	100.0%	586	-	179,053	100.0%	188,563	100.0%	9,510	-

Source: American Community Survey 5-Year Estimates Table B03002; EPS.

- [1] All races include only non-Hispanic/Latino respondents. Hispanic or Latino respondents of any race are included in the "Hispanic or Latino (any race)" category.
 [2] Please note that the ACS population totals differ from the reported DOF totals in Table A-1. ACS population estimates for 2019 are developed by the U.S. Census Bureau and E-5 Population and Housing Estimates are reported by the California Department of Finance.

**Table A-3
City of Placerville
Broadway Corridor Housing Strategy
Population by Age (2010-2019)**

Item	City of Placerville					El Dorado County				
	2010		2019		% Change 2010-2019	2010		2019		% Change 2010-2019
	Total	%	Total	%		Total	%	Total	%	
Age Range										
Under 5 years	946	9.1%	674	6.1%	(28.8%)	9,862	5.5%	8,670	4.6%	(12.1%)
5-19 years	1,799	17.3%	1,796	16.4%	(0.2%)	36,677	20.5%	33,248	17.6%	(9.3%)
20-34 years	2,347	22.6%	2,317	21.1%	(1.3%)	25,611	14.3%	28,687	15.2%	12.0%
35-54 years	2,421	23.3%	2,536	23.1%	4.8%	56,444	31.5%	47,282	25.1%	(16.2%)
55-64 years	1,252	12.1%	1,432	13.1%	14.4%	25,960	14.5%	32,106	17.0%	23.7%
65 and years	1,619	15.6%	2,215	20.2%	36.8%	24,499	13.7%	38,570	20.5%	57.4%
Total	10,384	100.0%	10,970	100.0%	5.6%	179,053	100.0%	188,563	100.0%	5.3%
Median Age	36.2		42.5		17.4%	42.6		45.9		7.7%

Source: American Community Survey 5-Year Estimates Table DP05; EPS.

Table A-4
City of Placerville
Broadway Corridor Housing Strategy
Educational Attainment (2010 and 2019)

Item	City of Placerville					El Dorado County				
	2010		2019		% Change 2010-2019	2010		2019		% Change 2010-2019
	Total	%	Total	%		Total	%	Total	%	
Educational Attainment [1]										
Less than 9th Grade	247	3.6%	316	4.0%	0.4%	2,997	2.4%	3,020	2.2%	0.8%
9th-12th grade, No Diploma	706	10.3%	552	7.0%	(21.9%)	6,094	4.9%	6,009	4.4%	(1.4%)
High School Graduate (Inc. Equivalency)	1,886	27.5%	2,253	28.5%	19.4%	28,885	23.3%	29,137	21.3%	0.9%
Some College, No degree	1,955	28.5%	1,861	23.6%	(4.8%)	35,065	28.3%	36,556	26.7%	4.3%
Associate's Degree	631	9.2%	916	11.6%	45.2%	12,399	10.0%	15,311	11.2%	23.5%
Bachelor's Degree	919	13.4%	1,298	16.4%	41.2%	25,900	20.9%	31,014	22.6%	19.7%
Graduate or Professional Degree	514	7.5%	697	8.8%	35.5%	12,522	10.1%	15,981	11.7%	27.6%
Total	6,859	100.0%	7,893	100.0%	15.1%	123,862	100.0%	137,028	100.0%	10.6%

Source: American Community Survey 5-Year Estimates Table S1501; EPS.

[1] Totals and percentages for population 25 years and over only.

**Table A-5
City of Placerville
Broadway Corridor Housing Strategy
Housing Tenure (2010-2019)**

Item	City of Placerville				El Dorado County			
	2010		2019		2010		2019	
	Total	%	Total	%	Total	%	Total	%
Tenure								
Renter-Occupied	1,603	41.6%	1,810	43.3%	16,041	23.5%	17,224	24.3%
Homeowner-Occupied	2,250	58.4%	2,370	56.7%	52,353	76.5%	53,750	75.7%
Total	3,853	100.0%	4,180	100.0%	68,394	100%	70,974	100.0%

Source: American Community Survey Table 5-Year Estimates Table DP04; EPS.

**Table A-6
City of Placerville
Broadway Corridor Housing Strategy
Tenure by Units In Structure (2019)**

Item	City of Placerville			El Dorado County		
	Owner-Occupied	Renter-Occupied	Share Renter Occupied	Owner-Occupied	Renter-Occupied	Share Renter Occupied
Unit Type						
Detached Single-Family	2,122	605	22.2%	49,309	7,218	12.8%
Attached Single-Family	110	35	24.1%	901	953	51.4%
Duplex	16	120	88.2%	116	824	87.7%
3 to 4 unit building	27	424	94.0%	169	2,203	92.9%
5 + unit building	-	537	100.0%	150	4,892	97.0%
Mobile Home	82	89	52.0%	3,002	1,103	26.9%
Boat, RV, Van, Other	13	0	0.0%	103	31	23.1%
Total	2,370	1,810	43.3%	53,750	17,224	24.3%

Source: American Community Survey 2015-2019 5-Year Estimates, Table B25032; EPS.

**Table A-7
City of Placerville
Broadway Corridor Housing Strategy
Household Size and Tenure (2010 and 2019)**

Item	2010		2019		Change (2010-2019)
	Total	%	Total	%	
Renter-Occupied Households					
1-person	406	25.3%	577	31.9%	42.1%
2-person	465	29.0%	614	33.9%	32.0%
3-person	354	22.1%	314	17.3%	(11.3%)
4+ -person	378	23.6%	305	16.9%	(19.3%)
Total	1,603	100.0%	1,810	100.0%	12.9%
Owner-Occupied Households					
1-person	626	27.8%	737	31.1%	17.7%
2-person	841	37.4%	906	38.2%	7.7%
3-person	314	14.0%	360	15.2%	14.6%
4+ -person	469	20.8%	367	15.5%	(21.7%)
Total	2,250	100.0%	2,370	100.0%	5.3%

Source: American Community Survey Table 5-Year Estimates Table B25009; EPS.

Table A-8
City of Placerville
Broadway Corridor Housing Strategy
Household Size and Tenure by Age of Householder (2019)

Item	City of Placerville			
	Owner-Occupied		Renter-Occupied	
	Total	Share	Total	Share
1-person household				
15 to 54 years	119	41.3%	169	58.7%
55 to 64 years	110	45.6%	131	54.4%
65 to 74 years	214	74.8%	72	25.2%
75 years and over	294	58.9%	205	41.1%
2-or-more-person household				
15 to 54 years	788	46.2%	916	53.8%
55 to 64 years	392	74.1%	137	25.9%
65 to 74 years	350	74.8%	118	25.2%
75 years and over	103	62.4%	62	37.6%

Source: American Community Survey 5-Year Estimates 2015-2019, Table B25116.

Table A-9
City of Placerville
Broadway Corridor Housing Strategy
Overall Rent Burden (2019)

Item	City of Placerville		El Dorado County	
	Total Renter Households	Share of Renter Households	Total Renter Households	Share of Renter Households
Rent as a Percentage of Household Income [1]				
Less than 30% of Income	756	44.9%	7,727	48.2%
30% to 50% of Income	372	22.1%	3,973	24.8%
More than 50% of Income	555	33.0%	4,319	27.0%
Total Renter Households	1,683	100.0%	16,019	100.0%

Source: American Community Survey 2015-2019 5-Year Estimates, Table B25070; EPS.

[1] The US Department of Housing and Urban Development defines a household spending more than 30 percent of their income on housing as "rent burdened." Households spending more than 50 percent of income on housing are considered "severely rent burdened."

**Table A-10
City of Placerville
Broadway Corridor Housing Strategy
Owner's Costs as a Percentage of Household Income by Household Income (2019)**

Housing Cost Burden by Income Bracket [1]	City of Placerville			El Dorado County		
	Owner- Occupied Households	Share within Income Bracket	Share with Mortgage	Owner- Occupied Households	Share within Income Bracket	Share with Mortgage
Less than \$20,000						
Less than 30%	32	19.4%	0.0%	306	9.1%	1.3%
30% or more	133	80.6%	6.8%	3,052	90.9%	47.0%
Total	165	100.0%	5.5%	3,358	100.0%	42.9%
\$20,000 to \$49,999						
Less than 30%	87	19.7%	11.5%	3,632	41.9%	10.7%
30% or more	354	80.3%	80.5%	5,026	58.1%	78.8%
Total	441	100.0%	66.9%	8,658	100.0%	50.2%
\$50,000 to \$74,999						
Less than 30%	245	51.1%	49.8%	4,071	55.4%	40.9%
30% or more	234	48.9%	100.0%	3,279	44.6%	98.2%
Total	479	100.0%	74.3%	7,350	100.0%	66.4%
\$75,000 or More						
Less than 30%	1,087	86.5%	75.8%	29,047	85.6%	74.2%
30% or more	170	13.5%	100.0%	4,879	14.4%	99.9%
Total	1,257	100.0%	79.1%	33,926	100.0%	77.9%
Totals						
Less than 30%	1,451	62.0%	65.9%	37,056	69.5%	63.7%
30% or more	891	38.0%	78.3%	16,236	30.5%	83.1%
Totals	2,342	100.0%	71.8%	53,292	100.0%	70.1%

Source: American Community Survey 2015-2019 5-Year Estimates, Table B25101; EPS.

Table A-11
City of Placerville
Broadway Corridor Housing Strategy
Labor Force (Employed Residents) by Industry: City of Placerville (2010 and 2019)

Item	2010		2019		2010-2019	
	Total	%	Total	%	Total Growth	% Growth
Industry [1]						
Agriculture, Forestry, Fishing and Hunting	48	1.1%	46	1.0%	(2)	(4.2%)
Mining, Quarrying, and Oil and Gas Extraction	4	0.1%	0	0.0%	(4)	(100.0%)
Utilities	62	1.4%	63	1.3%	1	1.6%
Construction	280	6.3%	341	7.2%	61	21.8%
Manufacturing	218	4.9%	232	4.9%	14	6.4%
Wholesale Trade	126	2.8%	112	2.4%	(14)	(11.1%)
Retail Trade	509	11.4%	468	9.9%	(41)	(8.1%)
Transportation and Warehousing	78	1.7%	83	1.8%	5	6.4%
Information	76	1.7%	70	1.5%	(6)	(7.9%)
Finance and Insurance	169	3.8%	167	3.5%	(2)	(1.2%)
Real Estate and Rental and Leasing	50	1.1%	65	1.4%	15	30.0%
Professional, Scientific, and Technical Services	249	5.6%	304	6.5%	55	22.1%
Management of Companies and Enterprises	38	0.8%	51	1.1%	13	34.2%
Administration & Support, Waste Management and Remediation	189	4.2%	254	5.4%	65	34.4%
Educational Services	480	10.7%	465	9.9%	(15)	(3.1%)
Health Care and Social Assistance	667	14.9%	802	17.0%	135	20.2%
Arts, Entertainment, and Recreation	170	3.8%	149	3.2%	(21)	(12.4%)
Accommodation and Food Services	337	7.5%	416	8.8%	79	23.4%
Other Services (excluding Public Administration)	191	4.3%	152	3.2%	(39)	(20.4%)
Public Administration	531	11.9%	465	9.9%	(66)	(12.4%)
Total Labor Force	4,472	100.0%	4,705	100.0%	233	5.2%

Source: United States Census Bureau OnTheMap; EPS.

[1] Employment totals based on residents of the City of Placerville.

Table A-12
City of Placerville
Broadway Corridor Housing Strategy
Labor Force (Employed Residents) by Industry: El Dorado County (2010 and 2019)

Item	2010		2019		2010-2019	
	Total	%	Total	%	Total Growth	% Growth
Industry [1]						
Agriculture, Forestry, Fishing and Hunting	740	1.0%	795	1.0%	55	7.4%
Mining, Quarrying, and Oil and Gas Extraction	63	0.1%	46	0.1%	(17)	(27.0%)
Utilities	935	1.3%	1,062	1.3%	127	13.6%
Construction	3,800	5.3%	6,042	7.5%	2,242	59.0%
Manufacturing	4,274	6.0%	3,634	4.5%	(640)	(15.0%)
Wholesale Trade	2,275	3.2%	2,169	2.7%	(106)	(4.7%)
Retail Trade	7,175	10.0%	7,162	8.9%	(13)	(0.2%)
Transportation and Warehousing	1,328	1.9%	1,607	2.0%	279	21.0%
Information	1,410	2.0%	1,447	1.8%	37	2.6%
Finance and Insurance	3,255	4.5%	3,221	4.0%	(34)	(1.0%)
Real Estate and Rental and Leasing	1,124	1.6%	1,498	1.9%	374	33.3%
Professional, Scientific, and Technical Services	4,804	6.7%	6,016	7.5%	1,212	25.2%
Management of Companies and Enterprises	864	1.2%	1,046	1.3%	182	21.1%
Administration & Support, Waste Management and Remediation	3,323	4.6%	4,349	5.4%	1,026	30.9%
Educational Services	7,493	10.5%	7,646	9.5%	153	2.0%
Health Care and Social Assistance	8,396	11.7%	10,945	13.6%	2,549	30.4%
Arts, Entertainment, and Recreation	2,704	3.8%	3,425	4.3%	721	26.7%
Accommodation and Food Services	7,205	10.1%	9,032	11.2%	1,827	25.4%
Other Services (excluding Public Administration)	2,955	4.1%	2,447	3.0%	(508)	(17.2%)
Public Administration	7,482	10.4%	6,929	8.6%	(553)	(7.4%)
Total Labor Force	71,605	100.0%	80,518	100.0%	8,913	12.4%

Source: United States Census Bureau OnTheMap; EPS.

[1] Employment totals based on residents of the City of Placerville.

Table A-13
City of Placerville
Broadway Corridor Housing Strategy
Employment (Jobs) by Industry: City of Placerville (2010 and 2019)

Item	2010		2019		2010-2019	
	Total	%	Total	%	Total Growth	% Growth
Industry [1]						
Agriculture, Forestry, Fishing and Hunting	5	0.1%	2	0.0%	(3)	(60.0%)
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	0	0.0%	0	0.0%
Utilities	301	3.1%	296	2.9%	(5)	(1.7%)
Construction	331	3.4%	430	4.2%	99	29.9%
Manufacturing	51	0.5%	33	0.3%	(18)	(35.3%)
Wholesale Trade	82	0.8%	45	0.4%	(37)	(45.1%)
Retail Trade	828	8.4%	946	9.3%	118	14.3%
Transportation and Warehousing	8	0.1%	8	0.1%	0	0.0%
Information	218	2.2%	106	1.0%	(112)	(51.4%)
Finance and Insurance	252	2.6%	124	1.2%	(128)	(50.8%)
Real Estate and Rental and Leasing	27	0.3%	18	0.2%	(9)	(33.3%)
Professional, Scientific, and Technical Services	210	2.1%	136	1.3%	(74)	(35.2%)
Management of Companies and Enterprises	0	0.0%	0	0.0%	0	0.0%
Administration & Support, Waste Management and Remediation	214	2.2%	164	1.6%	(50)	(23.4%)
Educational Services	351	3.6%	793	7.8%	442	125.9%
Health Care and Social Assistance	2,220	22.6%	2,598	25.5%	378	17.0%
Arts, Entertainment, and Recreation	1,310	13.3%	1,201	11.8%	(109)	(8.3%)
Accommodation and Food Services	678	6.9%	806	7.9%	128	18.9%
Other Services (excluding Public Administration)	292	3.0%	204	2.0%	(88)	(30.1%)
Public Administration	2,437	24.8%	2,268	22.3%	(169)	(6.9%)
Total Jobs	9,815	100.0%	10,178	100.0%	363	3.7%

Source: United States Census Bureau OnTheMap; EPS.

[1] Employment totals based on workers employed in the City of Placerville.

Table A-14
City of Placerville
Broadway Corridor Housing Strategy
Employment (Jobs) by Industry: City of El Dorado County (2010 and 2019)

Item	2010		2019		2010-2019	
	Total	%	Total	%	Total Growth	% Growth
Industry [1]						
Agriculture, Forestry, Fishing and Hunting	232	0.1%	331	0.0%	99	42.7%
Mining, Quarrying, and Oil and Gas Extraction	47	0.0%	33	0.0%	(14)	(29.8%)
Utilities	542	3.1%	575	2.9%	33	6.1%
Construction	3,112	3.4%	6,455	4.2%	3,343	107.4%
Manufacturing	1,619	0.5%	2,529	0.3%	910	56.2%
Wholesale Trade	821	0.8%	959	0.4%	138	16.8%
Retail Trade	4,331	8.4%	5,044	9.3%	713	16.5%
Transportation and Warehousing	275	0.1%	542	0.1%	267	97.1%
Information	629	2.2%	567	1.0%	(62)	(9.9%)
Finance and Insurance	2,391	2.6%	2,270	1.2%	(121)	(5.1%)
Real Estate and Rental and Leasing	673	0.3%	1,014	0.2%	341	50.7%
Professional, Scientific, and Technical Services	3,103	2.1%	2,505	1.3%	(598)	(19.3%)
Management of Companies and Enterprises	99	0.0%	462	0.0%	363	366.7%
Administration & Support, Waste Management and Remediation	2,489	2.2%	2,990	1.6%	501	20.1%
Educational Services	5,308	3.6%	6,149	7.8%	841	15.8%
Health Care and Social Assistance	5,546	22.6%	7,411	25.5%	1,865	33.6%
Arts, Entertainment, and Recreation	3,045	13.3%	3,658	11.8%	613	20.1%
Accommodation and Food Services	5,031	6.9%	6,621	7.9%	1,590	31.6%
Other Services (excluding Public Administration)	1,969	3.0%	1,787	2.0%	(182)	(9.2%)
Public Administration	3,222	24.8%	3,370	22.3%	148	4.6%
Total Jobs	44,484	100.0%	55,272	100.0%	10,788	24.3%

Source: United States Census Bureau OnTheMap; EPS.

[1] Employment totals based on workers employed in the City of Placerville.

Table A-15
City of Placerville
Broadway Corridor Housing Strategy
Jobs Housing Balance (2010-2019)

Year	City of Placerville			El Dorado County		
	Jobs	Housing Units	Jobs: Housing Ratio	Jobs	Housing Units	Jobs: Housing Ratio
2010	9,815	4,541	2.16	44,484	88,159	0.50
2019	10,178	4,696	2.17	55,272	91,745	0.60

Source: California Department of Finance Table E-5; OnTheMap 2019; EPS.

**Table A-16
City of Placerville
Broadway Corridor Housing Strategy
Commuting Patterns (2019)**

Item	City of Placerville		El Dorado County	
	Count	% of Total	Count	% of Total
Mean Commute Time (minutes) [1]	22.5		30.0	
Resident Workers				
Residents both Living and Employed in the Study Area	1,014	21.6%	28,625	35.6%
Residents Living in the Study Area but Employed Outside (Outflow)	3,691	78.4%	51,893	64.4%
Subtotal Resident Workers	4,705	100.0%	80,518	100.0%
Employment				
Residents both Living and Employed in the Study Area	1,014	10.0%	28,625	51.8%
Workers Employed in the Study Area but Living Outside	9,164	90.0%	26,647	48.2%
Total Employment in Area (Inflow)	10,178	100.0%	55,272	100.0%
Inflow/Outflow Ratio [2]	275.8%		106.5%	

Source: U.S. Census OnTheMap 2019; U.S. Census ACS 5-Year Estimates Table S0801 2019; EPS.

[1] Jobs-Housing balance and mean commute times derived from US Census American Community Survey data as of 2019.

[2] The inflow/outflow ratio is the percentage of residents living in the specified area that travel outside of that area for work compared to the total employment for that specified area.



APPENDIX B:
Residential Market Overview
Supplemental Tables

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**Table B-1
City of Placerville
Broadway Corridor Housing Strategy
Units Permitted by Year (2008-2020)**

Item	City of Placerville					El Dorado County				
	1-Unit	2-Unit	3- and 4- Unit	5-Unit +	Total	1-Unit	2-Unit	3- and 4- Unit	5-Unit +	Total
Year										
2008	8	-	-	-	8	283	2	-	140	425
2009	3	2	-	-	5	139	2	-	-	141
2010	1	-	-	-	1	118	2	-	-	120
2011	4	-	-	-	4	141	-	-	-	141
2012	4	-	-	39	43	182	-	-	79	261
2013	7	-	-	-	7	206	-	-	-	206
2014	10	-	-	-	10	162	-	28	-	190
2015	23	-	-	-	23	584	-	-	-	584
2016	68	-	-	-	68	762	-	-	-	762
2017	13	-	-	-	13	805	4	-	-	809
2018	28	-	-	-	28	543	-	-	-	543
2019	12	-	-	-	12	578	2	-	16	596
2020	4	-	-	-	4	617	2	-	-	619
2021	2	-	-	-	2	669	-	-	-	669
<i>Average per Year (2008-2021)</i>	14	-	-	3	18	445	-	2	20	467
Total 2008-2021	187	2	-	39	228	5,789	14	28	235	6,066

Source: United States Department of Housing and Urban Development State of the Cities Database; EPS.

**Table B-2
City of Placerville
Broadway Corridor Housing Strategy
Units in Structure (2010 and 2021)**

Item	City of Placerville						El Dorado County					
	2010	% of Total	2021	% of Total	Change		2010	% of Total	2021	% of Total	Change	
					Total	%					Total	%
Units in Structure												
Single Detached Units	2,969	65%	3,119	66%	150	5.1%	72,312	82%	76,302	82%	3,990	5.5%
Single Attached Units	154	3%	197	4%	43	27.9%	1,322	1%	1,409	2%	87	6.6%
2-4 Units	811	18%	820	17%	9	1.1%	4,862	6%	4,880	5%	18	0.4%
5+ Units	439	10%	439	9%	0	0.0%	5,585	6%	6,392	7%	807	14.4%
Mobile Homes	168	4%	173	4%	5	3.0%	4,078	5%	4,163	4%	85	2.1%
Total Housing Units	4,541	100%	4,748	100%	207	4.6%	88,159	100%	93,146	100%	4,987	5.7%
Average Annual Units					19						453	

Source: California Department of Finance Table E-5; EPS.

Table B-3
City of Placerville
Broadway Corridor Housing Strategy
Age of Structure by Tenure in City of Placerville (2019)

Item	Renter-Occupied Units		Owner-Occupied Units	
	Total	% of Total	Total	% of Total
Year Structure Built				
2014 or After	-	0.0%	106	4.5%
2010-2013	30	1.7%	10	0.4%
2000-2009	232	12.8%	383	16.2%
1990-1999	214	11.8%	354	14.9%
1980-1989	254	14.0%	207	8.7%
1970-1979	507	28.0%	358	15.1%
1960-1969	89	4.9%	169	7.1%
Before 1960	484	26.7%	783	33.0%
Total	1,810	100.0%	2,370	100.0%
Subtotal Post-1990	476	26%	853	36%
Subtotal Pre-1990	1,334	74%	1,517	64%

Source: American Community Survey 2015-2019 5-Year Estimates Table B25126; EPS.

**Table B-4
 City of Placerville
 Broadway Corridor Housing Strategy
 Vacant Homes (2019)**

Vacant Homes

Item	City of Placerville	El Dorado County	City % of County
Vacant Units			
Vacant - Current Residence Elsewhere	81	1,091	7.4%
Vacant - All Other	221	18,268	1.2%
Total Vacant	302	19,359	1.6%
Share of Vacant Current Residence Elsewhere	26.8%	5.6%	--

Source: American Community Survey 5-Year Estimates Table B25005; EPS.

**Table B-5
City of Placerville
Broadway Corridor Housing Strategy
Contract Rent (2010 and 2019)**

Item	City of Placerville		El Dorado County	
	2010	2019	2010	2019
Contract Rent				
Less than \$500	11.3%	5.9%	7.8%	6.4%
\$500 to \$749	20.8%	17.5%	14.8%	14.6%
\$750 to \$999	44.6%	31.3%	33.5%	20.6%
\$1,000 to \$1,249	13.9%	16.7%	20.8%	18.2%
\$1,250 to \$1,499	6.7%	14.4%	11.8%	15.0%
\$1,500 to \$1,999	2.6%	10.7%	8.5%	15.5%
\$2,000 to \$2,499 [1]	0.0%	0.0%	2.8%	5.4%
\$2,500 to \$2,999	-	1.9%	-	2.7%
\$3,000 or more	-	1.7%	-	1.5%
Total	100.0%	100.0%	100.0%	100.0%

Source: American Community Survey 5-Year Estimates Table B25056; EPS.

[1] The top rent category from the 2010 5-Year ACS was \$2,000 or more. Data in this row for 2010 reflect that value, not the \$2,000 to \$2,499 value.

**Table B-6
City of Placerville
Broadway Corridor Housing Strategy
Multifamily Housing Market Summary (2010-2020)**

Item	City of Placerville					
	Total Units	% Change, Total Units	New Units	Rent Asked	% Change, Rent Asked	Vacancy Rate
Year						
2010	1,460	-	-	\$1,029	-	6.3%
2011	1,460	0.0%	-	\$1,041	1.2%	6.4%
2012	1,460	0.0%	-	\$1,070	2.8%	6.5%
2013	1,460	0.0%	-	\$1,128	5.4%	6.0%
2014	1,460	0.0%	-	\$1,132	0.4%	5.5%
2015	1,460	0.0%	-	\$1,162	2.7%	4.3%
2016	1,460	0.0%	-	\$1,214	4.5%	4.0%
2017	1,460	0.0%	-	\$1,255	3.4%	4.0%
2018	1,460	0.0%	-	\$1,289	2.7%	3.9%
2019	1,460	0.0%	-	\$1,327	2.9%	4.0%
2020	1,460	0.0%	-	\$1,354	2.0%	2.7%
2021	1,460	0.0%	-	\$1,381	2.0%	2.0%
2022	1,460	0.0%	-	\$1,416	2.5%	3.4%
Average/Total Change	-	-	-	\$1,215	37.6%	4.5%

Source: CoStar; EPS.

Table B-7
City of Placerville
Broadway Corridor Housing Strategy
Estimated Housing Unit Value Based on Income and Housing Costs in El Dorado County (2022 in 2022\$)

Item	Annual Income [1]	Estimated Housing Costs		Monthly Mortgage Cost	Loan Amount	Estimated Unit Value
		Annual	Monthly [2]			
Assumptions						
Maximum Monthly Housing Cost as % of Income [3]	30.00%	A				
Mortgage Term (In Years) [4]	30	B				
Mortgage Interest Rate [5]	4.00%	C				
Down Payment as a % of Unit Value [6]	12.00%	D				
<i>Formula</i>	<i>E</i>	<i>F = A * E</i>	<i>G = F / 12</i>	<i>H</i>	<i>I (see above assumptions B & C)</i>	<i>J = I / (1 - D)</i>
Income Level						
Very Low Income	\$40,550	\$12,165	\$1,014	\$612	\$128,068	\$145,532
Low Income	\$64,850	\$19,455	\$1,621	\$978	\$204,721	\$232,637
Median Income	\$81,750	\$24,525	\$2,044	\$1,233	\$258,126	\$293,325
Moderate Income	\$98,100	\$29,430	\$2,453	\$1,479	\$309,751	\$351,990
Above Moderate Income	\$114,450	\$34,335	\$2,861	\$1,725	\$361,272	\$410,536
<i>Income Needed for City's Median House Price</i>	<i>\$145,250</i>	<i>\$43,575</i>	<i>\$3,631</i>	<i>\$2,190</i>	<i>\$458,554</i>	<i>\$521,100</i>

Source: Freddie Mac; State of California Department of Housing and Community Development; National Association of Realtors 2021 Home Buyers and Sellers Generational Trends Report; EPS.

- [1] EPS assumes a household size of 2, rounding the average persons per household for the City of Placerville. Refer to Table B-9 for income limits.
- [2] Refer to Table B-8 for detailed monthly costs calculation.
- [3] The HCD standard for affordable housing costs is a maximum of 30% of annual household income being applied to housing costs.
- [4] Based on a 30-year fixed-rate conventional mortgage.
- [5] Interest rates are based on the average for 30-year fixed-rates from 2010 to 2020 per Freddie Mac.
- [6] The median down payment percentage in 2021 for buyers of all ages according to the National Association of Realtors.

Table B-8
City of Placerville
Broadway Corridor Housing Strategy
Estimated Monthly Housing Costs by Category in El Dorado County (2020 in 2020\$)

Item	Assumptions	Estimated Monthly Cost			Total
		Mortgage Payment	Mortgage Insurance	Taxes and Insurance	
Annual Property Taxes and Homeowners Insurance	2.00%				
Mortgage Insurance as a % of Loan Amt. [1]	1.50%				
Income Level	<u>Annual Income [2]</u>				
Very Low Income	\$40,550	\$612	\$160	\$243	\$1,014
Low Income	\$64,850	\$978	\$256	\$388	\$1,621
Median Income	\$81,750	\$1,233	\$323	\$489	\$2,044
Moderate Income	\$98,100	\$1,479	\$387	\$587	\$2,453
Above Moderate Income	\$114,450	\$1,725	\$452	\$684	\$2,861

Source: Realtor.com; Zillow; bankrate.com; wellsfargo.com; chase.com; nerwallet.com; EPS.

[1] Mortgage insurance rate is based on an average of the estimated range of 0.55% - 2.25%. Rates are based on credit and down payment amounts.

[2] Refer to Table 2 for income limits.

Table B-9
City of Placerville
Broadway Corridor Housing Strategy
EI Dorado County Income Limits (2022 in 2022\$)

Item	% of AMI	EI Dorado County Income Limits Based on HH Size:		
		2	3 [1]	4
Income Level				
Acutely Low	≤15% AMI	\$12,300	\$13,800	\$15,350
Extremely Low	>15% to ≤30% AMI	\$24,350	\$27,400	\$30,400
Very Low Income	>30% to ≤50% AMI	\$40,550	\$45,600	\$50,650
Low Income	>50% to ≤80% AMI	\$64,850	\$72,950	\$81,050
Median Income	>80% to ≤100% AMI	\$81,750	\$92,000	\$102,200
Moderate Income	>100% AMI to ≤120% AMI	\$98,100	\$110,400	\$122,650
Above Moderate	>120% AMI to ≤140% AMI	\$114,450	\$128,800	\$143,080

Source: United States Department of Housing and Urban Development FY 2021 Income Limits; State of California Department of Housing and Community Development, "State Income Limits for 2021"; EPS.

[1] The average persons per household for the City of Placerville is 2.24 per DOF for 2022.

Table B-10
City of Placerville
Broadway Corridor Housing Strategy
Residential Projects Pipeline

Item	Location	Description	Unit Type	Single-Family Units	Multifamily Units	Status
Project Name						
Cold Springs Apartments	Cold Springs and Middletown Rds	This project comprises 82 units of affordable housing, partially funded by CDBG.	Affordable	-	82	Under Review
Mallard Apartments	2736 Mallard Ln	This project comprises 82 units of affordable housing, partially funded by CDBG.	Affordable	-	72	Under Review
Placerville Armory Apartments	212 Armory Rd	Affordable units.	Affordable	-	83	State-owned property
Astoria Subdivision (Placerville Estates)	East Airport Rd, south of Broadway and Texerna	Planned development of 38 single-family units.	Market Rate	38	-	Under Review
Cottonwood Park Phase 4 & 6	North of Clay St	Phased single-family subdivision comprising 19 units in Phase 4 and 20 in Phase 6.	Market Rate	39	-	Approved
Placerville Heritage Homes Duplex	Ray Lawyer Dr 3095 Cedar Ravine Rd	Phased 20-unit subdivision. Duplex.	Market Rate	20	-	Approved
SFR + ADU	965 Thompson Wy	Single-family residential with accessory dwelling units (ADU).	Market Rate	-	2	Approved
Total Units				99	239	

Source: City of Placerville Planning Department; EPS.



APPENDIX C: Feasibility Analysis Supplemental Tables

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Table C-1
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: The Paint Spot/Broadway Plaza

Opportunity Sites:
The Paint Spot and Broadway Plaza

Item	General Assumptions	The Paint Spot and Broadway Plaza									
		Alt. #1: Separate Parcels and Access				Alt. #2: Separate Parcels and Shared Driveway				Alt. #3: Combine Parcels	
		The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot + Broadway Plaza	% of Total
DEVELOPMENT PROGRAM ASSUMPTIONS [1]											
Site Acres		1.0	-	2.1	-	1.0	-	2.1	-	3.1	-
Land Use Type 1 (Residential)											
Land Use		1 MFR Building		2 MFR Buildings		1 MFR Building		2 MFR Buildings		3 MFR Buildings + Retail	
No. of Units		29	-	81	-	31	-	80	-	82	-
No. of Parking Spaces		44	-	124	-	48	-	120	-	123	-
Gross Building Sq. Ft.		34,800	-	101,250	-	36,400	-	100,000	-	96,500	-
Net Leasable/Saleable Sq. Ft.		29,000	-	81,000	-	31,000	-	80,000	-	82,000	-
Land Use Type 2 (Retail)											
Land Use		-	-	-	-	-	-	-	-	Retail	-
No. of Units/Sq. Ft.		-	-	-	-	-	-	-	-	5,100	-
No. of Parking Spaces		-	-	-	-	-	-	-	-	26	-
Gross Building Sq. Ft.		-	-	-	-	-	-	-	-	5,100	-
Net Leasable/Saleable Sq. Ft.		-	-	-	-	-	-	-	-	5,100	-
Type of Parking		surface	-	surface	-	surface	-	surface	-	surface	-
REVENUE ASSUMPTIONS [2]											
Residential Apartment											
Gross Potential Income per Year		\$668,636	7.1%	\$1,867,568	7.1%	\$714,748	7.1%	\$1,844,512	7.1%	\$1,890,625	6.7%
Less Vacancy	5.0%	-	-	-	-	-	-	-	-	-	-
Less Operating & Maintenance Expenses	25.0%	-	-	-	-	-	-	-	-	-	-
Net Annual Income		\$468,045	5.0%	\$1,307,298	5.0%	\$500,324	5.0%	\$1,291,158	5.0%	\$1,323,437	4.7%
Capitalized Value											
Cap Rate	5.0%	-	-	-	-	-	-	-	-	-	-
Total Building Value		\$9,360,898	100.0%	\$26,145,957	100.0%	\$10,006,477	100.0%	\$25,823,167	100.0%	\$26,468,746	93.2%
Retail											
Gross Potential Income per Year		-	-	-	-	-	-	-	-	\$138,122	0.5%
Less Vacancy	5.0%	-	-	-	-	-	-	-	-	-	-
Less Operating & Maintenance Expenses	25.0%	-	-	-	-	-	-	-	-	-	-
Net Annual Income		-	-	-	-	-	-	-	-	\$96,685	0.3%
Capitalized Value											
Cap Rate	5.0%	-	-	-	-	-	-	-	-	-	-
Total Building Value		-	-	-	-	-	-	-	-	\$1,933,703	6.8%
TOTAL ESTIMATED REVENUE		\$9,360,898	100.0%	\$26,145,957	100.0%	\$10,006,477	100.0%	\$25,823,167	100.0%	\$28,402,450	100.0%

**Table C-1
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: The Paint Spot/Broadway Plaza**

**Opportunity Sites:
The Paint Spot and Broadway Plaza**

Item	General Assumptions	The Paint Spot and Broadway Plaza									
		Alt. #1: Separate Parcels and Access				Alt. #2: Separate Parcels and Shared Driveway				Alt. #3: Combine Parcels	
		The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot + Broadway Plaza	% of Total
COST ASSUMPTIONS [2]											
Land Use 1											
Direct Building Construction Costs											
Existing Structure Demolition		\$70,726	0.7%	\$165,539	0.6%	\$70,726	0.7%	\$165,539	0.6%	\$118,132	0.4%
Site Work		\$435,600	4.2%	\$914,760	3.1%	\$435,600	4.1%	\$914,760	3.2%	\$675,180	2.3%
Building Construction Costs		\$5,985,600	58.2%	\$17,415,000	59.5%	\$6,260,800	58.3%	\$17,200,000	59.5%	\$16,598,000	56.3%
Total Parking Cost		\$304,500	3.0%	\$868,000	3.0%	\$336,000	3.1%	\$840,000	2.9%	\$861,000	2.9%
Total Direct Building Construction Costs		\$6,796,426	66.1%	\$19,363,299	66.1%	\$7,103,126	66.1%	\$19,120,299	66.1%	\$18,252,312	62.0%
Other Soft Costs											
As a % of Direct Costs	20.0%	-	-	-	-	-	-	-	-	-	-
Total Other Soft Costs		\$1,359,285	13.2%	\$3,872,660	13.2%	\$1,420,625	13.2%	\$3,824,060	13.2%	\$3,650,462	12.4%
Building & Development Impact Fees											
As a % of Direct Costs	10.0%	-	-	-	-	-	-	-	-	-	-
Total Building & Development Impact Fees		\$679,643	6.6%	\$1,936,330	6.6%	\$710,313	6.6%	\$1,912,030	6.6%	\$1,825,231	6.2%
Financing											
Interest (7.0%, 50% LTC, 50% Outstanding)		\$216,466	2.1%	\$616,721	2.1%	\$226,235	2.1%	\$608,982	2.1%	\$581,336	2.0%
Fees (2.0% of loan amount)		\$123,695	1.2%	\$352,412	1.2%	\$129,277	1.2%	\$347,989	1.2%	\$332,192	1.1%
Total Financing Costs		\$340,161	3.3%	\$969,133	3.3%	\$355,511	3.3%	\$956,971	3.3%	\$913,528	3.1%
Builder Fee											
As a % of All Costs	12.0%	-	-	-	-	-	-	-	-	-	-
Total Builder Fee		\$1,101,062	10.7%	\$3,136,971	10.7%	\$1,150,749	10.7%	\$3,097,603	10.7%	\$2,956,984	10.0%
Subtotal Land Use 1 Costs		\$10,276,772	100.0%	\$29,278,584	100.0%	\$10,740,519	100.0%	\$28,911,154	100.0%	\$27,598,708	93.7%

Table C-1
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: The Paint Spot/Broadway Plaza

Opportunity Sites:
The Paint Spot and Broadway Plaza

Item	General Assumptions	The Paint Spot and Broadway Plaza									
		Alt. #1: Separate Parcels and Access				Alt. #2: Separate Parcels and Shared Driveway				Alt. #3: Combine Parcels	
		The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot	% of Total	Broadway Plaza	% of Total	The Paint Spot + Broadway Plaza	% of Total
Land Use 2											
Direct Building Construction Costs											
Existing Structure Demolition		-	-	-	-	-	-	-	-	\$118,132	0.4%
Site Work		-	-	-	-	-	-	-	-	\$675,180	2.3%
Building Construction Costs		-	-	-	-	-	-	-	-	\$255,000	0.9%
Total Parking Cost		-	-	-	-	-	-	-	-	\$182,000	0.6%
Total Direct Building Construction Costs		-	-	-	-	-	-	-	-	\$1,230,312	4.2%
Other Soft Costs											
As a % of Direct Costs	20.0%	-	-	-	-	-	-	-	-	-	-
Total Other Soft Costs		-	-	-	-	-	-	-	-	\$246,062	0.8%
Building & Development Impact Fees											
As a % of Direct Costs	10.0%	-	-	-	-	-	-	-	-	-	-
Total Building & Development Impact Fees		-	-	-	-	-	-	-	-	\$123,031	0.4%
Financing											
Interest (7.0%, 50% LTC, 50% Outstanding)		-	-	-	-	-	-	-	-	\$39,185	0.1%
Fees (2.0% of loan amount)		-	-	-	-	-	-	-	-	\$22,392	0.1%
Total Financing Costs		-	-	-	-	-	-	-	-	\$61,577	0.2%
Builder Fee											
As a % of All Costs		-	-	-	-	-	-	-	-	12.0%	0.0%
Total Builder Fee		-	-	-	-	-	-	-	-	\$199,318	0.7%
Subtotal Land Use 2 Costs		-	-	-	-	-	-	-	-	\$1,860,507	6.3%
GRAND TOTAL COSTS		\$10,276,772	100.0%	\$29,278,584	100.0%	\$10,740,519	100.0%	\$28,911,154	100.0%	\$29,459,215	100.0%
RESIDUAL LAND VALUE		(\$915,873)		(\$3,132,627)		(\$734,042)		(\$3,087,987)		(\$1,056,765)	
Per Acre		(\$915,873)		(\$1,491,727)		(\$734,042)		(\$1,470,470)		(\$340,892)	
As a % of Value		(9.8%)		(12.0%)		(7.3%)		(12.0%)		(3.7%)	

Source: EPS.

[1] See Table C-3.

[2] See Table C-5.

**Table C-2
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: Opportunity Site #4**

Item	General Assumptions	Carriage Trade Center					
		Alt. #2		Alt. #3		Alt. #5	
		1 MFR Building + 1 Retail Pad	% of Total	1 MFR Building + 2 Retail Pads	% of Total	Mixed Use	% of Total
DEVELOPMENT PROGRAM ASSUMPTIONS [1]							
Site Acres		9.4	-	9.4	-	9.4	-
Land Use Type 1 (Residential)							
Land Use		Low-Rise MFR		Low-Rise MFR		Low-Rise MFR	
No. of Units		33	-	33	-	78	-
No. of Parking Spaces		50	-	50	-	117	-
Gross Building Sq. Ft.		39,500	-	39,500	-	97,900	-
Net Leasable/Saleable Sq. Ft.		33,000	-	33,000	-	78,000	-
Land Use Type 2 (Retail)							
Land Use		Retail	-	Retail	-	Retail	-
No. of Units/Sq. Ft.		3,500	-	6,900	-	27,100	-
No. of Parking Spaces		0	-	0	-	0	-
Gross Building Sq. Ft.		3,500	-	6,900	-	27,100	-
Net Leasable/Saleable Sq. Ft.		3,500	-	6,900	-	27,100	-
Type of Parking		surface	-	surface	-	surface	-
REVENUE ASSUMPTIONS [2]							
Residential Apartment							
Gross Potential Income per Year		\$760,861	6.4%	\$760,861	5.7%	\$1,798,399	5.1%
Less Vacancy	5.0%	-	-	-	-	-	-
Less Operating & Maintenance Expenses	25.0%	-	-	-	-	-	-
Net Annual Income		\$532,603	4.4%	\$532,603	4.0%	\$1,258,879	3.6%
Capitalized Value							
Cap Rate	5.0%	-	-	-	-	-	-
Total Building Value		\$10,652,056	88.9%	\$10,652,056	80.3%	\$25,177,588	71.0%
Retail							
Gross Potential Income per Year		\$94,789	0.8%	\$186,871	1.4%	\$733,941	2.1%
Less Vacancy	5.0%	-	-	-	-	-	-
Less Operating & Maintenance Expenses	25.0%	-	-	-	-	-	-
Net Annual Income		\$66,353	0.6%	\$130,809	1.0%	\$513,758	1.4%
Capitalized Value							
Cap Rate	5.0%	-	-	-	-	-	-
Total Building Value		\$1,327,051	11.1%	\$2,616,187	19.7%	\$10,275,169	29.0%
TOTAL ESTIMATED REVENUE		\$11,979,108	100.0%	\$13,268,243	100.0%	\$35,452,757	100.0%

Table C-2
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: Opportunity Site #4

Item	General Assumptions	Carriage Trade Center					
		Alt. #2		Alt. #3		Alt. #5	
		1 MFR Building + 1 Retail Pad	% of Total	1 MFR Building + 2 Retail Pads	% of Total	Mixed Use	% of Total
COST ASSUMPTIONS [2]							
Land Use 1							
Direct Building Construction Costs							
Existing Structure Demolition		\$82,001	0.6%	\$82,001	0.6%	\$239,852	0.7%
Site Work		\$440,000	3.4%	\$440,000	3.2%	\$810,000	2.2%
Building Construction Costs		\$6,794,058	53.1%	\$6,794,058	49.2%	\$16,838,824	46.3%
Total Parking Cost		\$346,500	2.7%	\$346,500	2.5%	\$819,000	2.3%
Total Direct Building Construction Costs		\$7,662,559	59.9%	\$7,662,559	55.5%	\$18,707,676	51.5%
Other Soft Costs							
As a % of Direct Costs	20.0%	-		-		-	
Total Other Soft Costs		\$1,532,512	12.0%	\$1,532,512	11.1%	\$3,741,535	10.3%
Building & Development Impact Fees							
As a % of Direct Costs	10.0%	-		-		-	
Total Building & Development Impact Fees		\$766,256	6.0%	\$766,256	5.6%	\$1,870,768	5.1%
Financing							
Interest (7.0%, 50% LTC, 50% Outstanding)		\$244,053	1.9%	\$244,053	1.8%	\$595,839	1.6%
Fees (2.0% of loan amount)		\$139,459	1.1%	\$139,459	1.0%	\$340,480	0.9%
Total Financing Costs		\$383,511	3.0%	\$383,511	2.8%	\$936,319	2.6%
Builder Fee							
As a % of All Costs	12.0%						
Total Builder Fee		\$1,241,381	9.7%	\$1,241,381	9.0%	\$3,030,756	8.3%
Subtotal Land Use 1 Costs		\$11,586,413	90.5%	\$11,586,413	84.0%	\$28,287,245	77.8%

**Table C-2
City of Placerville
Broadway Corridor Housing Opportunities
Feasibility Analysis Pro Forma: Opportunity Site #4**

Item	General Assumptions	Carriage Trade Center					
		Alt. #2		Alt. #3		Alt. #5	
		1 MFR Building + 1 Retail Pad	% of Total	1 MFR Building + 2 Retail Pads	% of Total	Mixed Use	% of Total
Land Use 2							
Direct Building Construction Costs							
Existing Structure Demolition		\$82,001	0.6%	\$82,001	0.6%	\$239,852	0.7%
Site Work		\$90,000	0.7%	\$140,000	1.0%	\$210,000	0.6%
Building Construction Costs		\$630,000	4.9%	\$1,242,000	9.0%	\$4,878,000	13.4%
Total Parking Cost		\$0	0.0%	\$0	0.0%	\$0	0.0%
Total Direct Building Construction Costs		\$802,001	6.3%	\$1,464,001	10.6%	\$5,327,852	14.7%
		\$229		\$212		\$197	
Other Soft Costs							
As a % of Direct Costs	20.0%	-	-	-	-	-	-
Total Other Soft Costs		\$160,400	1.3%	\$292,800	2.1%	\$1,065,570	2.9%
Building & Development Impact Fees							
As a % of Direct Costs	10.0%	-	-	-	-	-	-
Total Building & Development Impact Fees		\$80,200	0.6%	\$146,400	1.1%	\$532,785	1.5%
Financing							
Interest (7.0%, 50% LTC, 50% Outstanding)		\$25,544	0.2%	\$46,628	0.3%	\$169,692	0.5%
Fees (2.0% of loan amount)		\$14,596	0.1%	\$26,645	0.2%	\$96,967	0.3%
Total Financing Costs		\$40,140	0.3%	\$73,273	0.5%	\$266,659	0.7%
Builder Fee							
As a % of All Costs		12.0%	0.0%	12.0%	0.0%	12.0%	0.0%
Total Builder Fee		\$129,929	1.0%	\$237,177	1.7%	\$863,144	2.4%
Subtotal Land Use 2 Costs		\$1,212,899	9.5%	\$2,213,863	16.0%	\$8,056,208	22.2%
GRAND TOTAL COSTS		\$12,799,312	100.0%	\$13,800,276	100.0%	\$36,343,453	100.0%
RESIDUAL LAND VALUE							
Per Acre		(\$820,204)		(\$532,033)		(\$890,696)	
As a % of Value		(6.8%)		(4.0%)		(2.5%)	

Source: EPS.

[1] See Table C-3.
[2] See Table C-5.

**Table C-3
City of Placerville
Broadway Corridor Housing Opportunities
Development Assumptions: The Paint Spot and Broadway Plaza**

Item	The Paint Spot and Broadway Plaza				
	Alt. #1: Separate Parcels and Access		Alt. #2: Separate Parcels and Shared Driveway		Alt. #3: Combined Parcels
	The Paint Spot	Broadway Plaza	The Paint Spot	Broadway Plaza	The Paint Spot + Broadway Plaza
EXISTING DEVELOPMENT					
Site Acres	1.0	2.1	1.0	2.1	3.1
Demo. Structure Sq. Ft. Estimate [1]	13,800	32,300	13,800	32,300	46,100
DEVELOPMENT PROGRAM ASSUMPTIONS					
	<u>Alt. #1</u>	<u>Alt. #1</u>	<u>Alt. #2</u>	<u>Alt. #2</u>	<u>Alt. #3</u>
Proposed Residential Type	1 MFR Building	2 MFR Buildings	1 MFR Building	2 MFR Buildings	3 MFR Buildings + Retail
Proposed Density (du/acre)	29.0	39.0	31.0	38.0	26.5
Parking Type	surface	surface	surface	surface	surface
Land Use Type 1					
Land Use	Low-Rise MFR	Low-Rise MFR	Low-Rise MFR	Low-Rise MFR	Low-Rise MFR
Tenure	Rental	Rental	Rental	Rental	Rental
Stories	3	4	3	4	3
No. of Units	29	81	31	80	82
Avg. Unit Sq. Ft.	1,000	1,000	1,000	1,000	1,000
Parking					
Parking Ratio	1.5	1.5	1.5	1.5	1.5
No. of Parking Spaces per Land Use	44	124	48	120	123
Gross Building Area (Sq. Ft.)	34,800	101,250	36,400	100,000	96,500
Net Leasable/Saleable Sq. Ft.	29,000	81,000	31,000	80,000	82,000
Land Use Type 2					
Land Use	-	-	-	-	Retail
No. of Units/Bldg. Sq. Ft.	-	-	-	-	5,100
Parking Ratio	-	-	-	-	-
Parking					
No. of Parking Spaces per Land Use	-	-	-	-	26
Parking Type	-	-	-	-	surface
Gross Building Area (Sq. Ft.)	-	-	-	-	5,100
Net Leasable/Saleable Sq. Ft.	-	-	-	-	5,100

Source: Ascent; EPS.

[1] Estimated by Ascent.

Table C-4
City of Placerville
Broadway Corridor Housing Opportunities
Development Assumptions: Carriage Trade Center

Item	Carriage Trade Center		
	Alt. #2	Alt. #3A	Alt. #5
EXISTING DEVELOPMENT			
Site Acres	9.4	9.4	9.4
Demo. Structure Sq. Ft. Estimate [1]	16,000	16,000	46,800
Site Sq. Ft. for Site Work [2]			
Residential	44,000	44,000	81,000
Retail	9,000	14,000	21,000
DEVELOPMENT PROGRAM ASSUMPTIONS			
	<u>Alt. #2</u>	<u>Alt. #3A</u>	<u>Alt. #5</u>
	1 MFR Building + 1	1 MFR Building + 2	
Proposed Residential Type	Retail Pad	Retail Pads	Mixed Use
Proposed Density (du/acre)	33.0	33.0	39.0
Parking Type	surface	surface	surface
Land Use Type 1			
Land Use	Low-Rise MFR	Low-Rise MFR	Low-Rise MFR
Tenure	Rental	Rental	Rental
Stories	3	3	4
No. of Units	33	33	78
Avg. Unit Sq. Ft.	1,000	1,000	1,000
Parking Ratio	1.5	1.5	1.5
No. of Parking Spaces per Land Use	50	50	117
Gross Building Area (Sq. Ft.)	39,500	39,500	97,900
Net Leasable/Saleable Sq. Ft.	33,000	33,000	78,000
Land Use Type 2			
Land Use	Net New Retail	Net New Retail	Net New Retail
No. of Units/Bldg. Sq. Ft.	3,500	6,900	27,100
Parking Ratio	-	-	-
No. of Parking Spaces per Land Use	-	-	-
Gross Building Area (Sq. Ft.)	3,500	6,900	27,100
Net Leasable/Saleable Sq. Ft.	3,500	6,900	27,100

Source: Ascent; Esri; EPS.

[1] Estimated by Ascent.

[2] Includes only the estimated square feet that will be redeveloped.

**Table C-5
City of Placerville
Broadway Corridor Housing Opportunities
Development Cost and Revenue Assumptions**

**Cost and Revenue
Assumptions**

Item	Assumptions	General Assumptions	Land Use Type	
			Multifamily Low-Rise	Retail < 40,000 Sq. Ft.
Market Rate Revenue Assumptions				
Residential Revenue [1]	per leasable/saleable sq. ft.	-	\$1.92	-
Retail Revenue [1]	per leasable sq. ft.	-	-	\$2.26
Gross Parking Revenue	per space per month	-	-	-
Cap Rates [2]				
Residential		5.0%	-	-
Retail		5.0%	-	-
Construction Cost Assumptions				
Existing Structure Demolition [3]	per building sq. ft.	\$5.13	-	-
Basic Site Work/grading [4]	per land site sq. ft.	\$10.00	-	-
Building Construction Cost [5]	per gross building sq. ft.		\$172.00	\$180.00
Parking Construction Cost Surface	per space	\$7,000	-	-

Source: CoStar; CBRE Research United States Cap Rate Survey H2 2021, March 2022; RS Means; local developers; EPS.

- [1] Multifamily rental rates and retail lease rates for properties located in Placerville and the broader unincorporated County as shown in Table C-6 and Table C-7 per CoStar.
- [2] Cap rates based on data for Placerville per CoStar.
- [3] Demolition costs per Saylor.com for 2020 are adjusted using the index for the City of Sacramento of 91% and escalated to 2022 dollars per the 2020 to 2022 CPI of 10.2%.
- [4] Please note that site work costs exclude plaza area improvements and façade and tenant improvements for the existing commercial space that is retained in the development scenarios.
- [5] Building construction costs based on discussions with local developers.

**Table C-6
City of Placerville
Broadway Corridor Housing Opportunitites
Multifamily Comparable Properties**

Item	Project Name	City	Multifamily Residential					
			Year Built/ Renovated	Total Number of Units	Avg. Unit Sq. Ft.	Avg. Density (DU/acre)	Average Mo. Rent	Rent per Sq. Ft.
Low Rise/Garden								
3959 Arthur Ct	Camelot Woods Condominiums	Cameron Park	2008	15	933	35.7	\$1,061	\$1.14
3301 Cimmarron Rd	Knolls at Green Valley	Cameron Park	2005	200	850	18.8	\$963	\$1.13
1026 Olson Ln	El Dorado Village	El Dorado Hills	2000	68	921	11.0	\$1,975	\$2.14
610-642 Pearl Pl	-	Diamond Springs	2006	20	1,014	9.5	\$1,457	\$1.44
4050 Sunset Ln	Trailside Terrace	Shingle Springs	2013	40	644	13.4	\$683	\$1.06
2230 Valley View Pky	Lesarra	El Dorado Hills	2013	105	1,112	12.0	\$2,470	\$2.22
2100 Valley View Wy	Vineyards at Valley View Apartments	El Dorado Hills	2004	344	1,010	14.4	\$2,284	\$2.26
965 Wilson Blvd	Sterling Ranch	El Dorado Hills	2003	160	943	10.7	\$2,106	\$2.23
Total/Weighted Average			2007	952	928	15.7	\$1,871	\$1.92

Source: CoStar; EPS.

Table C-7
City of Placerville
Broadway Corridor Housing Opportunities
Retail Comparable Properties

Item	Project Name	City	Retail <40,000 Sq. Ft.			Total Monthly Rent per SF NNN
			Year Built/ Renovated	Rentable Building Area	Total Mo. Rent	
Retail <40,000 Sq. Ft.						
4340 Golden Center Dr	Golden Center Plaza	Placerville	2006	9,880	\$17,290	\$1.75
4601 Post St	Bldg 105	El Dorado Hills	2006	6,202	\$15,505	\$2.50
3976 Durock Rd	Bldg A	Cameron Park	2007	19,209	\$27,853	\$1.45
3905 Park Dr	-	El Dorado Hills	2003	18,600	\$44,454	\$2.39
4181 State Highway 49	Diamond Springs Retail	Diamond Springs	2009	6,000	\$10,500	\$1.75
4357 Town Center Blvd	Bldg 203	El Dorado Hills	2004	21,907	\$69,007	\$3.15
Total/Weighted Average			2006	81,798	\$39,165	\$2.26

Source: CoStar; EPS.



APPENDIX D: Regulatory Review

Table D-1	Applicable General Plan Goals and Policies (5 pages)	D-2
Table D-2	Applicable Standards and Guidelines in the Development Guide (2 pages)	D-8
Table D-3	Applicable Recommendations in the Broadway Village Corridor Multi-Modal Implementation Plan (2 pages)	D-10
Table D-4	Summary of Zoning District Permitted Uses (2 pages)	D-13
Table D-5	Summary of Zoning District Permitted Uses	D-15

Land Use Regulatory Review

This chapter provides an overview of the existing plans and regulations that may have relevance to the Broadway Corridor Housing Opportunities Study (Study) and future housing developments along the corridor.

All parcels adjacent to Broadway within the Study Area are currently zoned Highway Commercial (HWC), with most of these parcels under the Airport Overlay (AO) zone. These parcels are also designated as HWC in the General Plan.

[\[Link to the City Zoning Map\]](#)

Several City planning and regulatory documents were reviewed and are summarized in this chapter, including:

- General Plan.
- 2021-2029 Housing Element (6th Cycle).
- Broadway Village Corridor Multi-Modal Implementation Plan (2010).
- City of Placerville Development Guide (2017).
- Placerville's Non-Motorized Transportation Plan (2010).
- City of Placerville Zoning Ordinance (Title 10).
- Placerville Airport Land Use Compatibility Plan (ALUCP) (2012).

D.1 General Plan Review

The primary focus of the General Plan review was to understand the overall policy direction provided in Part II of the General Plan, and its applicability to the Study Area. The current General Plan was first adopted in 1990 and went through a series of amendments with the latest Land Use Element and Transportation Element amended in 2016, and the 2021-2029 Housing Element (6th Cycle) adopted in 2021.

Part I of the General Plan provides use and development standards for the various General Plan land use designations, and street design standards for the various street typologies.

D.1.1 Applicable Goals and Policies

Table D-1 below summarizes the applicable General Plan goals and policies for the Study Area.

[Table D-1] Applicable General Plan Goals and Policies (5 pages)

SECTION I. LAND USE	
Goals	Policies
Goal A: To provide for orderly development within well-defined urban boundaries.	1.The City shall give infill development of vacant lands within the city limits priority over development in areas to be annexed, whenever feasible.
Goal B: To provide for decent housing in a suitable living environment for every resident of Placerville, while maintaining the rural beauty that is unique to Placerville.	<p>1.The City shall maintain an adequate supply of land in appropriate land use designations and zoning categories to accommodate projected household growth and achieve residential vacancy rates allowing turnover with relative ease.</p> <p>2.The City shall promote the use of planned unit residential developments to maximize efficient and creative use of parcels while preserving trees, aesthetic rock outcrops, scenic views, open space, and other natural features.</p>
Goal C: To protect and provide for the expansion of Placerville’s commercial services sector to meet the needs of both Placerville area residents and visitors.	<p>9. The City’s planning for commercial areas shall be guided by the following principles:</p> <ul style="list-style-type: none"> a. Contribute to the City’s objective to become a balanced community. b. Have a positive economic impact on the community. c. Provide for adequate parking and vehicular access. d. Be designed and landscaped in a manner sensitive to Placerville’s character.

[Table D-1] Applicable General Plan Goals and Policies (page 2)

SECTION II. HOUSING ELEMENT (2021-2029)¹	
Goals	Policies
Goal A: Provide Adequate Sites to Meet Future Housing Needs and Placerville's Share of Regional Housing Needs.	3. The City will promote infill development by identifying suitable sites, design goals, and potential development incentives. (Reference Implementation Programs: A-2, A-3, A-5, C-1, C-2, C-3, C-5, C-7)
Goal B: To facilitate the development of housing for special needs households.	3. The City will facilitate the development of senior housing by working with senior housing providers to identify adequate sites, assist in the acquisition of funds for low-income senior housing, and providing development incentives. (Reference Implementation Program: B-6, C-1) 4. The City shall encourage housing that is affordable to the local workforce by identifying funding sources and potential sites that would make the production of such housing financially feasible. (Reference Implementation Programs: B-5, B-6, B-7, B-8, B-9, C-1, C-4, C-6, C-7, and C-8)
Goal C: To facilitate the development of rental and for-sale housing affordable to extremely low-, low - and moderate-income households.	1. The City will encourage the use of density bonuses and regulatory incentives as tools to assist affordable housing development. (Reference Implementation Programs: A-3, A-5, B-2, B-3, B-7, C-1, C-2, C-3, and C-5) 2. The City will pursue State and federal funding to assist in developing housing affordable to extremely low-, low-, and moderate-income households. (Reference Implementation Programs: B-5, C-4, C-6, C-7, and C-9) 3. The City will review the Zoning Ordinance, permit processes, and development impact fees to identify and remove potential constraints to the development of a range of housing for all income levels and needs. (Reference Implementation Programs: A-3, A-5, B-2, B-3, B-7, B-8, and C-5)

[Table D-1] Applicable General Plan Goals and Policies (page 3)

SECTION III. TRANSPORTATION	
<p>Goal D: To ensure the adequate provision of both on-street and off-street parking.</p>	<p>2. The City shall require all new development to provide an adequate number of off-street parking spaces to accommodate the typical parking demands of the type of development proposed for the site. In the downtown area, new developments may, at the City’s discretion, pay in-lieu parking fees.</p> <p>3. The City shall allow parking variances only under the most unusual circumstances, and only after all other possible actions and conditions have been identified and studied. In such cases, the City may require the payment of in-lieu fees sufficient to cover the current costs of land acquisition and construction of parking spaces.</p>
<p>Goal F: To promote convenient and safe pedestrian circulation.</p>	<p>2. The City shall continue to enforce its program requiring adjoining property owners to repair and replace sidewalks in older neighborhoods to increase pedestrian safety and convenience.</p> <p>5. The City shall require all developments with a density of R1-2,000 or greater to provide a sidewalk on at least one side of any street that is developed as part of the project or is used as a perimeter street by that project.</p> <p>6. The City shall require all multifamily developments to provide sidewalks on both sides of any street that is developed as part of the project and on one side of any street that is used as a perimeter street by that project.</p>

[Table D-1] Applicable General Plan Goals and Policies (page 4)

SECTION IV. COMMUNITY DESIGN	
<p>Goal A: To preserve and enhance the overall visual attributes of Placerville.</p>	<p>4. The City shall make every effort to protect riparian vegetation. To this end, buildings and improvements will be set back from watercourses.</p> <p>5. To retain the natural landscape character of Placerville, introduced plants in public and private landscaping should be subordinate to and compatible with existing natural vegetation. The use of native and drought-resistant plants will be encouraged.</p> <p>6. The City shall maintain and/or enhance the visual character of scenic street and highway corridors.</p> <p>8. The City shall develop design concepts and implementation plans for enhancing visual image at city entrances.</p>
<p>Goal B: To protect and upgrade the visual and historical character of downtown.</p>	<p>2. The City shall promote the enhancement of commercial buildings and properties.</p> <p>5. The City shall promote design concepts which will contribute to better pedestrian convenience and safety.</p> <p>6. The City shall encourage the visual improvement of buildings as seen from Highway 50.</p> <p>7. The City shall study and develop an improvement plan for Hangtown Creek incorporating pedestrian access, aesthetic enjoyment, and public safety.</p> <p>9. The City shall encourage public art and social events in the downtown area.</p>
<p>Goal C: To protect and enhance to the visual quality and neighborhood integrity of residential areas.</p>	<p>2. New construction shall be architecturally compatible with the surrounding and/or adjacent neighborhoods. This policy shall be strictly enforced in designated Historic Neighborhoods.</p> <p>5. The City shall promote the use of planned unit residential developments to maximize efficient and creative use of parcels while preserving trees, aesthetic rock outcroppings, scenic views, open space and other natural features.</p>

[Table D-1] Applicable General Plan Goals and Policies (page 5)

SECTION IV. COMMUNITY DESIGN (CONTINUED)	
<p>Goal C: To protect and enhance to the visual quality and neighborhood integrity of residential areas. (continued)</p>	<p>8. The City shall require planting of street trees (in accordance with a master street tree program) in all new residential areas that are substantially void of trees and other vegetation.</p> <p>10. The City shall encourage the preservation of natural vegetation in new residential development and shall seek to preserve and manage Placerville’s tree cover to maximize ecological and aesthetic values.</p>
<p>Goal G: To promote the visual enhancement of Broadway.</p>	<p>1. The City shall encourage cluster style commercial development along Broadway that strives to meet high design standards. These standards shall include non-linear building massing and varied appearance; utilization of natural landforms; and distinctive architectural styles enhancing Placerville’s character.</p> <p>2. The City shall encourage clustering of apartment buildings in future development to provide for open green spaces and naturally forested settings.</p> <p>3. The City shall encourage the uncovering of the Hangtown Creek in future developments.</p> <p>4. The City shall develop a streetscape plan for Broadway which shall have as its principal thrust the improvement of Broadway’s visual qualities including the perpetuation and establishment of indigenous vegetation.</p> <p>5. The City shall adopt strict sign control measures to improve the visual character of signs and provide for continuity in style.</p> <p>6. The City shall study and develop a plan for the improvement of flow and safety of vehicular, pedestrian, and bicycle traffic.</p> <p>7. The City shall encourage the establishment of foot trails and bicycle paths along Hangtown Creek in the Broadway area.</p>

Notes:

1. Refer to Section II of the Housing Element for details on the implementation programs.

D.1.2 General Plan Land Use and Development Standards

Part I of the General Plan provides use and development standards pertaining to the various land use designations, including Highway Commercial (HWC) which is the General Plan land use for the Study Area. Development standards regarding other potential uses are summarized in the Zoning Ordinance review in Section D.6.

It should be noted that the General Plan provides street standards for the various roadway classifications and should be evaluated in the feasibility analysis of the opportunity sites.

D.1.2.1 Highway Commercial (HWC)

- (1) Purpose
 - Provide for freeway-oriented uses, such as fast-food restaurants, gas stations, and other uses which are necessary and convenient to the travelling public.
 - Provide for the development of highway commercial facilities concentrated in well-defined and well-designed areas.
 - Create conditions conducive to a convenient and desirable environment for customers and employees.
 - Protect areas in this designation from encroachment by unrelated and incompatible uses.
 - Differentiate freeway and travel-oriented uses from those of the downtown business district and other commercial areas.
- (2) Allowable Uses
 - Hotels and motels
 - Service stations
 - Retail sales and services
 - Eating and drinking establishments
 - Other uses catering principally to highway travelers and tourists
 - Public and quasi-public uses, and similar and compatible uses
- (3) Density/Intensity Standards
 - Floor Area Ratio: 0.60
- (4) Consistent Zoning Districts
 - HWC (Highway Commercial)
 - OS (Open Space)

D.1.3 Key Takeaways

1. There are General Plan policies that conflict with the goal to densify Broadway as a mixed-use corridor, including the following:
 - a. The PART I Specific Recommendations section includes statements such as "City should expand/annex to keep residential densities low", and "Keep Placerville primarily low-density, avoid high-density housing".
 - b. Although one- or multifamily dwellings are currently permitted in the Highway Commercial (HWC) zone, the description and use standards for the Highway Commercial (HWC) designation in PART I Land Use Diagram and Standards characterize Broadway as a freeway-oriented commercial zone and does not reflect its potential as a mixed-use destination.

D.2 City of Placerville Development Guide (2017)

The City Development Guide serves as the citywide design standards and guidelines, to assist applicants, staff, and planning commissioners in understanding and applying Placerville’s General Plan goals and zoning code requirements. The document also communicates the City’s development design goals to project applicants, as well as the general public.

The focus of the analysis for this Study was geared more towards site planning/design and bulk control criteria and less on detailed architectural and landscape guidelines.

D.2.1 Applicable Development Guides

Table D-2 below summarizes the applicable standards and guidelines for the Study Area.

[Table D-2] Applicable Standards and Guidelines in the Development Guide (2 pages)

CHAPTER II. SITE DESCRIPTION	
C. Existing Site Elements and Natural Features	<p>3. Hangtown Creek</p> <ul style="list-style-type: none"> • The watercourse and its existing vegetation shall be protected and enhanced to the greatest degree possible, as stated in the <i>General Plan</i>. • Creative site planning for all development adjacent to Hangtown Creek in the three commercial corridors should include emphasis of Creekside locations and incorporate amenities such as courtyards and promenades, which maximize the creek’s potential as a scenic resource.
CHAPTER IV. ARCHITECTURAL DESIGN GUIDELINES	
B. Additional Study Areas	<p>2. Upper Main Street, Broadway, and Placerville Drive</p> <ul style="list-style-type: none"> • The existing architecture in the areas of upper Main Street, Broadway, and Placerville Drive lacks the positive image and rhythm established within the boundaries of the Main Street historic area. The objective of architectural guidelines for these sections of the city is for development to extract the essential elements of lower Main Street’s identity that complements and reinforces its character while functioning effectively in the use for which it is intended. • Buildings occupied by franchises or large chains should not employ prototypical designs but should instead apply specialized architectural forms specific to the historical and cultural context of the Placerville area.

[Table D-2] Applicable Standards and Guidelines in the Development Guide (page 2)

CHAPTER IV. ARCHITECTURAL DESIGN GUIDELINES (CONTINUED)	
C. Design Factors ¹	<p>1. Scale and Proportion</p> <ul style="list-style-type: none"> • New buildings must be compatible in scale and proportion with surrounding structures. In the Main Street historic area in particular, new buildings should not be more than one story higher or lower than adjacent buildings and should continue the established pattern of vertical and horizontal proportions of the individual elements of the building façade such as windows and doors. <p>2. Pedestrian Orientation</p> <ul style="list-style-type: none"> • New buildings, building modifications or additions, particularly in the Main Street historic area, should be designed with respect to the existing pattern of setbacks, maintaining the building relationship to the sidewalk.
CHAPTER V. SPECIFIC SITE IMPROVEMENTS	
A. General Site Design Guidelines	<p>1. Parking Facilities</p> <ul style="list-style-type: none"> • Storm water treatment for parking lots using bioswales and bioretention facility options can be incorporated into required landscaping areas.

Notes:

1. Mostly applies to Main Street and the downtown but referenced to examine the guidelines applicable to potential similar redevelopment scenarios.

D.2.2 Key Takeaways

1. The document specifically mentions the existing architecture in the areas of Broadway as “lacking a positive image” and refers to the architectural elements present in lower Main Street as a model to aspire to (Chapter IV Section B-2).
2. Consistent with the General Plan Land Use Element, this document emphasizes daylighting Hangtown Creek where it is currently buried under the existing parking lots, and improvements/aesthetic enhancements to make it a site amenity and natural feature. The cost and level of effort required to accomplish this goal, may hinder redevelopment feasibility unless funding is available to subsidize this improvement or substantial density bonus is provided.

D.3 Broadway Village Corridor Multi-Modal Implementation Plan (2010)

The Plan aims to create a long- and short-range strategy for improved transportation and land use throughout the Broadway Village Corridor, including the Study Area.

The Plan provides recommendations for the design of both the public right-of-way and privately owned parcels establishing a design framework for a multi-modal transportation corridor and includes a prioritized project list to create a foundation for a vibrant, healthy, and attractive mixed-use neighborhood.

D.3.1 Applicable Recommendations

Key messages and recommendations from the Plan are summarized below in Table D-3.

[Table D-3] Applicable Recommendations in the Broadway Village Corridor Multi-Modal Implementation Plan (2 pages)

CHAPTER 2. EXISTING CONDITIONS	
2.8 Parking	<p>Parking Analysis</p> <ul style="list-style-type: none"> • In general, the Placerville City Code requires that businesses provide one parking space for each 200 square feet of floor area, measured to the nearest 200 square feet. • For the purposes of the parking study, 70% of buildings were assumed to be used by employees and customers. The 70% figure was used to calculate parking requirements. • The parking analysis determined that parcels adjacent to and served by Broadway have nearly 1,700 existing parking spaces. The Placerville City Code requires 1,450 spaces for the current land use designation. • The Institute of Transportation Engineers (ITE) industry standard guidelines recommend that an even lower number (<1000) of parking spaces throughout the Corridor would adequately serve the community.

[Table D-3] Applicable Recommendations in the Broadway Village Corridor Multi-Modal Implementation Plan (page 2)

CHAPTER 3. ANALYSIS AND FINDINGS	
3.1 Zoning and Land Use	<p>Short Term Recommendations</p> <ul style="list-style-type: none"> • Amend the Placerville Zoning Code to allow shared parking between uses. • Change minimum parking standards to maximum parking standards. • Seek ways to encourage property owners to improve landscaping even if the Placerville Zoning Code does not mandate improvements. • Establish minimum amount of bike racks per parking spaces. <p>Mid Term Recommendations</p> <ul style="list-style-type: none"> • Establish a formal role for the Broadway Village Association in the site plan review process. • If a redevelopment district is formed, implement policies whereby all improvement projects within the Broadway Corridor must be reviewed and approved by the redevelopment district or other reviewing authority. <p>Long Term Recommendations</p> <ul style="list-style-type: none"> • Develop an overlay district for the Broadway Corridor, which includes a) architectural and signage standards; b) performance standards that are more pedestrian oriented; and c) allow for areas of public use by right, which are currently only permitted through a CUP.

D.3.2 Key Takeaways

1. The document provides useful information on the parking analysis and recommendations related to a reduction of current parking standards, which may be excessive especially given the current overall supply in the Study Area which exceeds the number required by the City Code. The city should consider reduced parking requirements for future projects with a parking demand analysis, which substantiates a reduced need for on-site parking due to either shared parking or other parking demand management strategies.
2. Recommendations for the implementation of infill projects, such as establishing project review entities and procedures and developing architectural and performance standards, are also useful and still seem to be valid approaches.

D.4 City of Placerville Non-Motorized Transportation Plan (2010)

City of Placerville Non-Motorized Transportation Plan (NMTP) serves as the master plan for the bike and trails network within the City and in the region. The Plan identifies Broadway as a multimodal street with continuous Class II bike lanes. This is consistent with more detailed design studies provided in the Broadway Multi-Modal Implementation Plan, summarized in Section D.3.

D.5 Placerville Airport Land Use Compatibility Plan (ALUCP)

As most of the Study Area lies within the Airport Overlay (AO) zone, Placerville Airport Land Use Compatibility Plan (ALUCP) was reviewed to examine whether any of the development standards and regulations provided for the underlying base zone needed to be modified for consistency with the Plan. The Study Area is located within the Airport Influence Area, but outside of all identified safety or noise zones, and therefore development standards do not need to be modified. All project applications within the AO zone, once deemed complete, still need to go through a compatibility review by the Airport Land Use Commission for determination of consistency with the ALUCP.

D.6 Zoning Ordinance (Title 10) Review

D.6.1 Summary of Zoning District Permitted Uses and Development Regulations

Permitted uses and development standards for the HWC zoning designation were reviewed. Other zoning designations that may be possible through rezone were also referenced, to examine what type of standards and regulations could apply to redevelopment of the site as housing. Tables D-4 and D-5 below provide a succinct summary of the zoning designations that may be applicable to this Study. Refer to the Zoning Ordinance for a full list and detailed provisions and conditions that may apply under each designation.

[Table D-4] Summary of Zoning District Permitted Uses (2 pages)

<p align="center">Highway Commercial (HWC)</p>	<p align="center">High Density Multifamily Residential Zone (R-4)</p>	<p align="center">Very High Density Multifamily Residential Zone (R-5)</p>	<p align="center">Housing Opportunity Overlay Zone (HO)</p>	<p align="center">Planned Development Overlay Zone (PD)</p>
<p>Permitted Uses</p>				
<ul style="list-style-type: none"> ▪ Business professional and office uses ▪ Hotels and motels ▪ Retail sales and services ▪ Eating and drinking and entertainment establishments ▪ Financial institutions ▪ One- or multifamily dwellings ▪ Reconstruction of single-family dwellings ▪ Residential service facilities and employee housing, small, when above or below the ground floor ▪ One emergency shelter 	<ul style="list-style-type: none"> ▪ Attached single-family dwelling units, including condominiums or townhouse dwellings ▪ Multifamily dwelling units ▪ One accessory dwelling unit ▪ Employee housing, small ▪ Single room occupancy facilities ▪ Home occupations ▪ Residential care facilities and residential service facilities for six (6) or fewer residents ▪ Small and medium family daycare home 	<ul style="list-style-type: none"> ▪ Multifamily housing units ▪ One accessory dwelling unit ▪ Single room occupancy facilities ▪ Home occupations ▪ Residential care facilities ▪ Small and medium family daycare home 	<ul style="list-style-type: none"> ▪ Home occupation ▪ Medium family daycare home. ▪ Multifamily housing units. ▪ Single-family dwellings, attached 	<ul style="list-style-type: none"> ▪ Uses permitted in the underlying zone

[Table D-4] Summary of Zoning District Permitted Uses (page 2)

Highway Commercial (HWC)	High Density Multifamily Residential Zone (R-4)	Very High Density Multifamily Residential Zone (R-5)	Housing Opportunity Overlay Zone (HO)	Planned Development Overlay Zone (PD)
Conditional Uses				
<ul style="list-style-type: none"> ▪ Antique stores ▪ Auto sales and services ▪ Consignment stores ▪ Fast food restaurants ▪ Gasoline service stations ▪ Pawnshops ▪ Reverse vending machines ▪ Used merchandise stores ▪ Uses stated in Section 3 of the Zoning Ordinance 	<ul style="list-style-type: none"> ▪ Professional offices such as accountants, architects, dentists, lawyers, physicians, and engineers ▪ Detached single-family dwelling ▪ Mobilehome parks ▪ Uses stated in section 10-3-4 of the Zoning Ordinance. 	<ul style="list-style-type: none"> ▪ Professional offices such as accountants, architects, dentists, lawyers, physicians, and engineers ▪ Attached single-family dwelling units, including condominiums or townhouse dwellings ▪ Mobilehome parks ▪ Uses stated in section 10-3-4 of this title 		

[Table D-5] Summary of Zoning District Permitted Uses

	Highway Commercial (HWC)	High Density Multifamily Residential Zone (R-4)	Very High Density Multifamily Residential Zone (R-5)¹	Housing Opportunity Overlay Zone (HO)	Planned Development Overlay Zone (PD)
Density/Intensity	0.6 FAR	16 du/ac	20-24 du/ac	20-24 du/ac	Per Zoning District
Max Building Height	40 ft	40 ft	40 ft	40 ft	TBD through PD process.
Min. Parcel Area detached/attached	6,000sf	6,000/2,000 sf	6,000/2,000 sf	6,000/2,000 sf	
Min. Parcel Area per Dwelling	N/A	2,000 sf	2,000 sf	2,000 sf	
Max. parcel coverage	60%	60%	60%	60%	
Min. parcel width detached/attached	60 ft	60 ft/ 20ft	60 ft/20ft	60 ft/ 20ft	
Setbacks					
<i>Front</i>	none	20 ft	20 ft	20 ft	
<i>Side</i>	none	10% or 10ft (whichever is less)	10% or 10ft (whichever is less)	10% or 10ft (whichever is less)	
<i>Rear</i>	none	15 ft or 0 ft (common)	15 ft or 0 ft (common)	15 ft or 0 ft (common)	

Notes:

1. Refer to Zoning Ordinance Section 10-5-12 (E) Specific Regulations for details on the environmental review, by-right development of low income affordable housing, and design review.

D.6.2 Housing Opportunity Overlay Zone (HO)

The Housing Opportunity Overlay Zone is intended to provide an overlay zoning district to be applied to sites that may include, but are not limited to, the potential sites identified as inventoried in the housing element of the general plan as potential sites for housing, as a part of the implementation of the housing element goals, policies and programs, or where it can be reasonably demonstrated that the rezoning of the site is necessary to meet the goals of the regional housing need allocation (RHNA).

This provides a means of achieving the residential housing objectives of the housing element of the general plan, particularly by encouraging new multifamily residential development that includes affordable housing, housing for persons with disabilities, housing for persons with developmental disabilities, and housing that supports aging in place.

A parcel that has the HO overlay zone may be developed either in the manner provided under this section or the manner provided in the base (underlying) zone, but not both.

HO zones, should the applicant choose to develop using this overlay zone, must meet the affordability requirements by various income categories (minimum 50% affordable to very low and low income), and shall not apply for a density bonus under the city's density bonus provisions set forth in sections [10-12-1](#) to [10-12-14](#).

Incentives for using the HO zone include reduction or deferment of construction and impact fees, and "by-right" development using an alternative process not requiring a use permit, Planned Development (PD) or other discretionary action for the use and density of that site.

Refer to the Zoning Ordinance Section 10-5-24 (E) Specific Regulations for details regarding the various provisions, incentives, requirements, and review procedure.

D.6.3 Planned Development Overlay Zone (PD)

The PD zone allows for more flexible design than is permissible under the conventional zoning codes. The intent is for the proposed design to provide higher quality development, more efficient land use, and reduce the impact of development on the natural environment and neighborhood. This section may be used in any zone, while maintaining the density of the zone.

Relevant sections of the Zoning Ordinance (10-5-21) provides detailed application procedure and requirements.

D.6.4 Affordable Housing Density Bonus

The Affordable Housing Density Bonus program provides a means to incentivize developers for the production of housing units affordable to very low, low, and moderate income households and to senior citizens. This program is applicable in all residential zoning districts, should the applicant in the Study Area apply for a rezone.

Where a housing development qualifies for a density bonus pursuant to Section 10-12-4 of the Zoning Ordinance, the applicant may request any one of the following incentives, in addition to the density bonus as provided in Section 10-12-5:

- (1) A reduction in site development standards, such as:
 - a. Reduced minimum lot sizes and/or dimensions;
 - b. Reduced minimum setbacks;
 - c. Increased lot coverage;
 - d. Increased maximum building heights; or
 - e. Reduced onsite parking requirements.
- (2) Approval of a mixed-use zoning in conjunction with the housing development if commercial, office, or other land uses will reduce the cost of the housing development and if the commercial, office or other land uses are compatible with the housing development and the existing or planned development in the area where the proposed housing development will be located; or
- (3) Other regulatory incentives proposed by the developer or the city, which result in identifiable, financially sufficient and actual cost reductions.

Furthermore, any applicant qualifying for a density bonus may request, inclusive of handicapped and guest parking, the alternative parking ratios provided in Section 10-12-6 (C) of the Zoning Ordinance.

D.6.5 Parking Standards

The following minimum number of parking stalls shall be required (Zoning Ordinance Section 10-4-4(E) and (F)) to serve the uses or buildings listed. Only uses that are considered pertinent to this Study are provided. Refer to the Zoning Ordinance for a complete set of standards.

Uses	Parking Ratio
Eating or drinking establishment	one for each four (4) seats of maximum seating capacity
General office, bank, studio, retail repair and service	one for each two hundred (200) square feet of floor area
Retail sales	one for each two hundred (200) square feet of floor area
Shopping centers (min. 20,000 s.f.)	one space for each two hundred (200) square feet of floor space
Single-family Residence	two spaces
Multifamily	one and one half (1.5) spaces per dwelling unit

D.6.6 Key Takeaways and Considerations

1. Density ranges from 16 du/ac in R-4, to 20-24 du/ac in R-5 and HO. However, all zones have consistent standards for height, setbacks, etc. despite having different densities.
2. A maximum building height of 40 feet may overly constrain mixed-use development. We typically recommend a maximum height of 45-50 feet to enable up to three levels of housing over one level of commercial with a taller ground floor, and some flexibility in floor-to-floor height. Potential solutions should evaluate density together with height, and setbacks or transitions.
3. Many of the sites between Broadway and Highway 50 are constrained in total lot depth. Opportunity sites should be evaluated for setback depth, and considerations may need to be made for streetscape and building frontages.
4. There are requirements for maximum parcel coverage, which in theory restrict blacktop, and enable open space. However that is not explicit. With the addition of higher intensity housing, objective requirements should be provided for open space.
5. 60% maximum lot coverage including parking areas and drive aisles may be too restrictive for urban housing types and further constrain development feasibility.
6. Parking standards in the Zoning Ordinance are high. While suitable for highway commercial, they could hinder mixed-use redevelopment. Scenarios should consider base standards as well as potential new mixed-use standards for reduced and/or shared parking. Parking analysis provided in the Broadway Village Corridor Multi-Modal Implementation Plan should be referenced for recommendations on reducing the parking standards.

7. Multiple options are available for the redevelopment of opportunity sites with housing, including:
 - a. Development of multi-family housing by-right in the HWC zone. It should be noted however that residential development in a HWC zone is counted towards the overall FAR limit of 0.6, which is very constraining particularly for smaller sites. Additionally, attached single-family building types (e.g. townhomes) are not currently permitted within a HWC zone.
 - b. Rezone of the opportunity sites to High Density (R-4) or Very High Density (R-5) Residential, which allows the densities of up to 16 du/ac and 24 du/ac, respectively.
 - c. Use of the Housing Overlay zone, which allows for financial incentives and expedited review and processing of affordable housing projects. However, vertical mixed-use development is currently not allowed under the Housing Opportunity (HO) Overlay zone, which is a project type that is desired along the corridor.
 - d. Use of Planned Development Overlay zone, for maximum flexibility in the mix and layout of commercial and multi-family residential uses.
8. The creation of a by-right zone should be considered to facilitate the implementation of housing, and also comply with Senate Bill 330 (SB 330), the Housing Crisis Act of 2019. SB 330 applies to multi-family residential development, as well as mixed-use development where at least 2/3 of the development is residential uses. SB 330 requires that only Objective Design Standards be used when approving or denying a project. SB 330 also places limits on the preliminary application process and development review process, including review timelines, and number of hearings.

In addition, other State legislation enacted since 2019 places further limits on the use of regulations that will overly constrain the feasibility of housing. For example, SB 478 requires a minimum FAR of 1.0 for projects with 3 to 7 units in a multi-family or mixed-use zone, and a minimum FAR of 1.25 for projects of 8 to 10 units, and also limit the use of lot coverage requirements that will limit a project from achieving the noted FARs.

For consistency with SB330, and the intent of recent legislation, we recommend creating a by-right zone with updated regulations that meet the definition of Objective Design Standards, and is tailored to allow the type of residential infill and mixed-use development that is desired along the corridor. A by-right zone will offer the benefit of streamlining development by creating predictability in terms of what criteria will be used to evaluate a housing project, and reducing the approval timeline by avoiding a lengthier, less predictable, and more costly process that would be associated with the use of deviations, a rezone, an overlay, or other tool.