



EL DORADO COUNTY PLANNING SERVICES

2850 Fairlane Court, Placerville, CA 95667 (530) 621-5355 http://edcgov.us/Planning/

CONDITIONAL/MINOR USE PERMIT

FILE # PD15-0004/P15-0006/Z15-0002

ASSESSOR'S PARCEL NO.(s) 118-010-12-100

PROJECT NAME/REQUEST: (Describe proposed use) Masterplan Development extension to existing shopping center (Montano de El Dorado) incorporating approximately 75,000 additional square feet of retail area and one hotel . Requesting use permit for events for site including amphitheater per information attached.

APPLICANT/AGENT Vinal Perkins, III

Mailing Address 1000 White Rock Road, Suite 700 El Dorado Hills, CA 95762 P.O. Box or Street City State & Zip

Phone (916) 284-2555 EMAIL: vinal@perkinsgroup.biz

PROPERTY OWNER Montano Ventures II, LLC

Mailing Address 4020 Sierra College Blvd, Suite 200, Rocklin, CA 95677 P.O. Box or Street City State & Zip

Phone (916) 624-6200 EMAIL: rodderm@westerncare.biz

LIST ADDITIONAL PROPERTY OWNERS ON SEPARATE SHEET IF APPLICABLE

ENGINEER/ARCHITECT RFE Engineering / Borges Architectural

Mailing Address 2260 Douglas Blvd, Suite 260, Roseville, CA 95661 / 1478 Stone Point Dr, Ste 350, Roseville, CA 95661 P.O. Box or Street City State & Zip

Phone () 916-772-7800 / 916-782-7800 EMAIL: rwood@rfeengineering.com / adam@borgesarch.com

LOCATION: The property is located on the SE side of White Rock Road N / E / W / S street or road

0 feet/miles E of the intersection with Latrobe Road N / E / W / S major street or road

in the Town Center area. PROPERTY SIZE 15 Acres acreage / square footage

X [Signature] Date 8/16/17 signature of property owner or authorized agent

FOR OFFICE USE ONLY

Date Fee \$ Receipt # Rec'd by Census

Zoning GPD Supervisor Dist Sec Tw n Rng

ACTION BY PLANNING COMMISSION ZONING ADMINISTRATOR

ACTION BY BOARD OF SUPERVISORS

Hearing Date

Hearing Date

Approved Denied findings and/or conditions attached

Approved Denied findings and/or conditions attached

APPEAL: Approved Denied

Executive Secretary

(Application Revised 4/2016)



Events and Sales Promotions Plaza & Proposed Amphitheatre

The Development Team of Montano de El Dorado Shopping Plaza is proud to present this *Draft Masterplan Event Program* to be submitted as part of our Master Plan Development Application at El Dorado County Planning Development Services.

In today's extremely competitive retail environment with E-Commerce it is essential for today's ever-morphing "Brick & Mortar" Retail Centers to become more interactive with its customers – to create a sense of "place" and provide a heightened boost to its brand recognition and resulting sales; to protect highly needed sales and resulting local tax dollars from leaving the area with the help of Special Events, Promotions, and Programs as part of the Shopping Experience. Coupled with choice and product variation (Tenant mix), customers will stay and shop within a closer retail hub (node) rather than leave the local area to seek out a better shopping experience.

Events and Special Promotions are vital to the annual marketing plan and the very make-or-break success of today's lifestyle oriented shopping plazas - such as the concept of Montano de El Dorado's Masterplan. The Montano Lifestyle Oriented Plaza (Masterplan) will feature non-major anchored, Service & Specialty uses/tenants that rely upon customers to visit and purchase items and services largely based upon incidental foot traffic rather than destination traffic as you would find in larger anchored shopping centers. Special Plaza Events, Programs and Promotions are a vital element that acts as "entertainment" and a reason for the local community to visit. In turn those visits become a catalyst to keep our community focused on local shopping rather than seeking alternatives such as Folsom's Palladio, or Roseville's Fountains Plaza.

It is the opinion of most local folks that the corner of Latrobe Road at White Rock Road is the epicenter of the El Dorado Hills Business District. Since 2007 Montano de El Dorado and El Dorado Hills Town Center have worked well to provide a growing variety of goods and services. Montano de El Dorado has sustained near 100% occupancy since its initial lease-up, however

EDH and its surrounding communities continue to experience a large net drainage of local sales dollars into other out-of-county areas. It is the intention of Montano's Specialty Plaza Developers to capitalize on the opportunity to provide deeper and more coordinated "synergy" with our Town Center Neighbor as EDH's central retail node; to cooperate in order to deepen "sense of place" in the El Dorado Hills retail environment. To be successful this must include alternative entertainment choices, alternative community events, alternative retail experiences and an overall widened customer experience. Our additions seek to coordinate locally but compete regionally with other out-of-area brick & mortar venues that are syphoning our precious local sales dollars. We are hoping to create "critical mass" as a central community node offering more unique services, eating places, and boutique shopping without leaving the area – a complementary level of retail and social atmosphere that is beyond the typical landscape of bland shopping centers offered outside of our El Dorado Hills community.

If done well, a central area should be created within the plaza for occasional events, presentations and other community oriented gatherings that is easily accessible to and from all areas within the retail complex. In Open-Air lifestyle oriented retail venues this place is typically an amphitheater. Montano de El Dorado is proposing to integrate an amphitheater that is not only a functional source of entertainment for our El Dorado Hills community, but to also attract customers, drive sales, foster image development, create publicity, help compete with E-Commerce, stimulate tenant participation, assist in ongoing leasing & occupancy efforts, and provide positive value enhancement to the overall area. From the most basic addition of live piano music at center court, to a coordinated Saturday sidewalk sale, to a local play or soft Jazz music, or a community fundraiser with a fashion show at our amphitheater - events can contribute to sales performance that result in brick and mortar sales stability and community goodwill.

Montano de El Dorado proposes different types of events and different marketing justifications for doing those events within the Montano Plaza and at times within the amphitheater. The most common are (1) special events to attract customers who have a special interest or to generate income from promoters, for example, craft shows or farmers markets; (2) community events to generate goodwill and publicity, for example a charity bazaar for the Boys & Girls Club of El Dorado County or Leukemia Person of the Year or stage-oriented presentations needed from businesses within the EDH Business Park; (3) sales promotions to generate retail sales and clearaway merchandise, as example, a fall sidewalk sale throughout the plaza with product presentations located at the amphitheater; (4) positioning events to create image, for example, grand re-openings, tenant business openings, Chamber of Commerce activities; and (5) seasonal entertainment that may offer ongoing local music talent in the early evening occasionally in the summer or plays such as our locally talented kids at El Dorado Music Theater (EDMT) or Monday Night at the Movies where folks can sit in the lawn under the stars viewing classic movies with a popcorn vendor nearby.

TIMING IS EVERYTHING – Along with the event situations described above, Montano de El Dorado might commemorate a certain day or period (such as a 9/11 Patriot/Veterans Day) or create events designed to generate traffic, attention, and interest during a period that is ordinarily slow or when discretionary spending potential is heightened. A fundamental example of this tactic is installing holiday decorations and hosting entertainment from Halloween through Christmas as 25 to 40 percent of annual sales are generated during the holiday season. This being the case, we will focus on events to enhance positive customer experience in hopes of increasing per-visit expenditures such as installing a Santa themed environment within the amphitheater for kids to come discuss their wish lists with Santa.



Draft Event/Promotion Calendar

Below is an initial draft of contemplated/possible Events at Montano de El Dorado's Master plan during a typical calendar year.

- These events will be coordinated through the creation of a Merchants Association.
- Maximum Noise volume/decibels at the amphitheater will be established through County Approved Acoustics Analysis and ongoing monitoring with emphasis on mitigating noise into nearby neighborhoods.
- The Amphitheater itself will be relatively small that is engineered partially below grade level, pointed away from any neighborhoods, and the stage area to be completely below grade level with sound dampening walls.
- Amphitheater will not conduct music more than once per week and shall not be in operation for any music, plays, presentations later than 9:00PM at any time.
- All Plaza Events under the CUP will be shuttered no later than 9:00PM under all circumstances except the occasional movie night, where summertime twilight will require a later movie start to run until about 10:00PM. Again, noise levels will be tempered even if we must reduce the available seating near the stage to lower movie volume.
- Amphitheater Site Architectural Cut Sheets attached

January:

Community Blood Drive at the Amphitheater

February

Bridal Fashion Show at the Amphitheater

March

Fashion Show at the Amphitheater

Montano Chile Cookoff/plaza wide craft Fair Charity event

April

Easter Event/Egg Hunt

Monday Movie at Montano - Amphitheater

St. Patrick's Day Event

May

Memorial Day Music - Amphitheater

El Dorado Music Theater (EDMT) Play (4 days)

Local Wine Crush & Arts Festival

Monday Movie at Montano - Amphitheater

Amphitheater Music – limited amplification 5:30pm-8:30pm

June

Farmers Market 2nd Saturday

Taste of El Dorado County – Food, Wine, and Crafts

Monday Movie at Montano - Amphitheater

Amphitheater Music – limited amplification 5pm-8pm

July

July 4th celebration in coordination with Town Center

Farmers Market 2nd Saturday

Amphitheater Music – limited amplification 5:30pm-8:30pm (Saturdays)

Monday Movie at Montano - Amphitheater

August

Farmers Market 2nd Saturday

El Dorado Music Theater (EDMT) Play - Amphitheater

Amphitheater Music – limited amplification 5:30pm-8:30pm (Saturdays)

Perks & Paws Festival to benefit Humane Society

Monday Movie at Montano - Amphitheater

September

9/11 Patriots/Veterans Event

Farmers Market 2nd Saturday

Monday Movie at Montano - Amphitheater

Amphitheater Music – limited amplification 5:30pm-8:30pm (Saturdays)

October

Oktoberfest (2-4 days) primarily at 36 Handles Pub.

Craft Brew Tasting & Blue Grass

Monday Movie at Montano - Amphitheater

Classic Car Show

November

Cornish Craft Festival & Merchant Each Saturday (Tgiving to Xmas) Plaza wide

Talent Show to benefit Charity Groups

December

Cornish Craft and Merchant Festival Each Saturday (Tgiving to Xmas) Plaza wide

Christmas Special/charity event – Coordinate Santa Sleigh visit

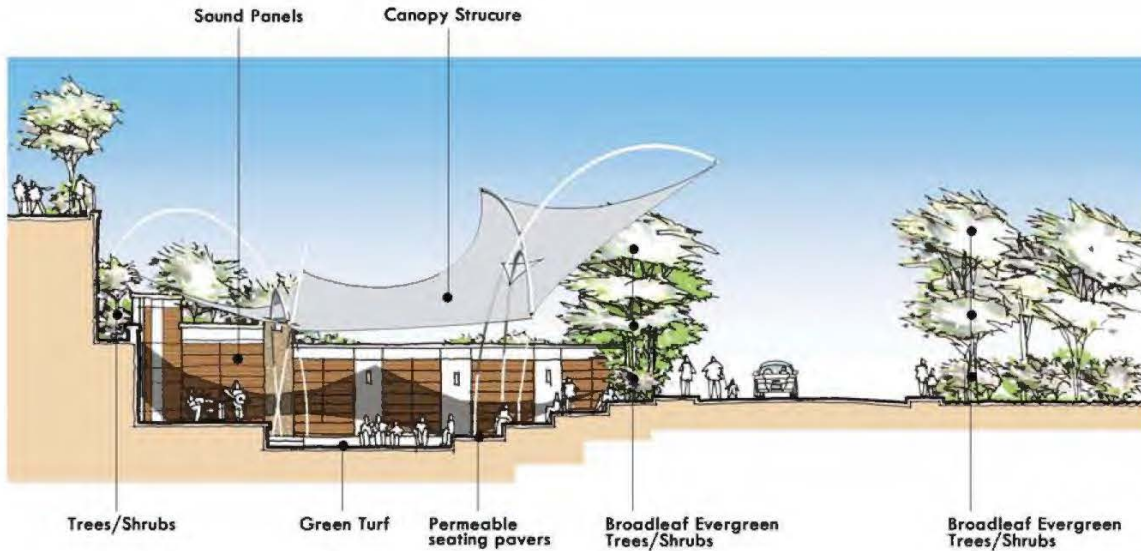
In closing, we cannot stress the importance of the need for a Conditional Use Permit to allow for calendared plaza events and promotions, coupled with a centralized event medium/gathering place amphitheater that will allow for occasional events and promotional activities. This heightened element is vital to the life blood of an upscale lifestyle plaza when competing against out-of-county anchored venues and E-Commerce Companies that together are devastating to our Sales and Local Sales Tax Base. Montano de El Dorado Phase-One has been extremely well-received in this El Dorado Hills Community and with the completion of this Masterplan we feel a major contribution will be made toward the image of the El Dorado Hill's

retail environment that transcends beyond normal shopping conveniences one might experience elsewhere down the hill. Once complete, we feel both EDH Town Center and Montano will jointly provide the capacity to have a truly special interactive retail node that competes with outside forces. With the coming Joint Powers Agreement (JPA) Connector and the rising rooftops within Folsom Ranch and elsewhere in our area, we now have an opportunity to become a stable magnate rather than deterrent when it comes to the survival and strength of our EDH retail base.

Thank you for this opportunity. If you have any questions or comments please contact us anytime at 916.284.2555.

Montano Venture II, LLC
Montano de El Dorado Masterplan

Vinal Perkins, Lead Development Manager



Primary Sound Control Strategies:

1. Sound Barrier /Acoustic Panels along side walls:

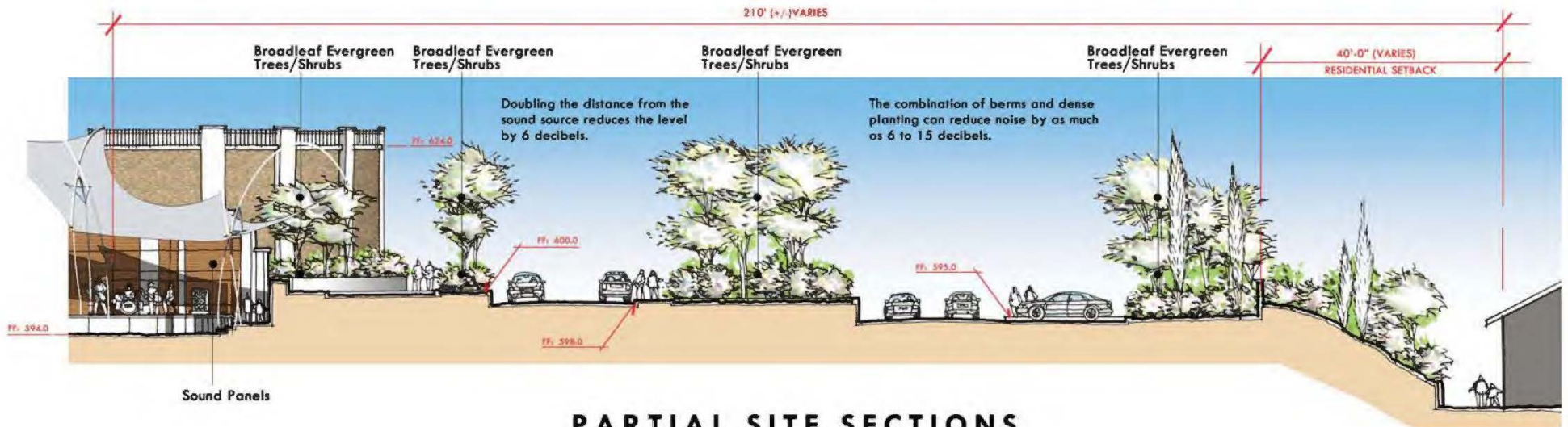
These are all-weather sound panels that can be applied along both side walls of the amphitheater. These panels are not just "sound absorbing" but also "sound blocking" to potentially mitigate low frequency sounds (30-100 HZ).

2. Tensioned Fabric Structure / Acoustic Canopy Feature:

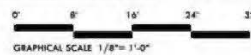
Not only protection from the elements, but will strategically absorb and bounce reflected sounds back to the turf seating areas.

3. Trees-Shrubs and Berms as Noise Barrier :

An advantage to using trees and plants as noise blockers is that they absorb sounds best in the high frequencies that people find most annoying. Use of Evergreen trees and shrubs provide year-round sound/noise reduction. Broadleaf evergreens are more effective than narrow-leaf plants and conifers. The combination of berms and dense planting can reduce noise by as much as 6 to 15 decibels.



PARTIAL SITE SECTIONS



PERSPECTIVE VIEWS



MONTANO DE EL DORADO II

AMPHI THEATER CONCEPTUAL DESIGN

EL DORADO, CA

18010

ISSUE DATE: 07-26-17

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