



2100 Ferndale Court, Placerville, CA

For Sale

±4.13 Acre Development Site

Pre-Approved for 50 Units

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Property Overview

Colliers is seeking a qualified developer to acquire a ±4.13-acre (179,729 square foot) parcel of land in Placerville, CA currently zoned Highway Commercial which also allows for a variety of uses. Located at the corner of Texerna and Broadway, the site provides street frontage along Broadway with traffic counts of approximately 6,000 cars per day. The current plans and preliminary documents suggest six (6) two-story, market rate apartment buildings be constructed which will be comprised of 10 1bed/1bath, 30 2bed/2bath, and 10 3bed/3bath units with a leasing office and 75 parking spaces.



4.13 Acres
(179,729 SF)



Pre-Approved for
50 Units



R-3, Medium Density
Zoning

Highlights

- Flexible zoning
- One-bedroom, two-bedroom, and three-bedroom floorplans
- Close proximity to multiple retail amenities, schools, and parks

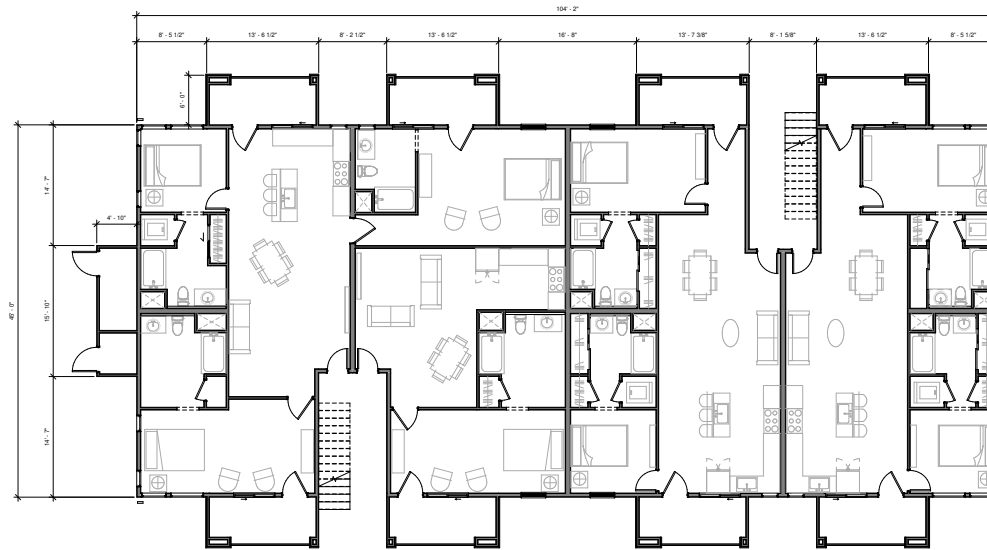
Asking Price

\$1,795,000

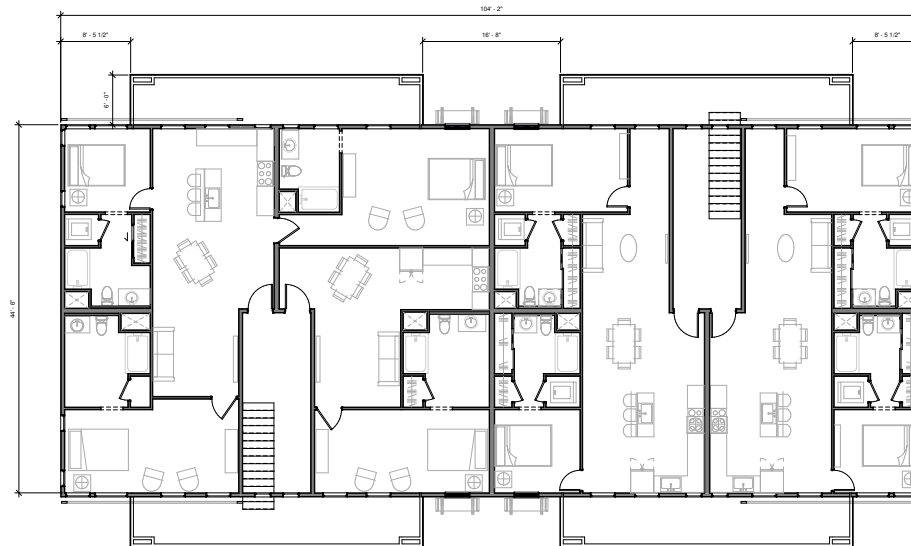
Site Plan



Floor Plans

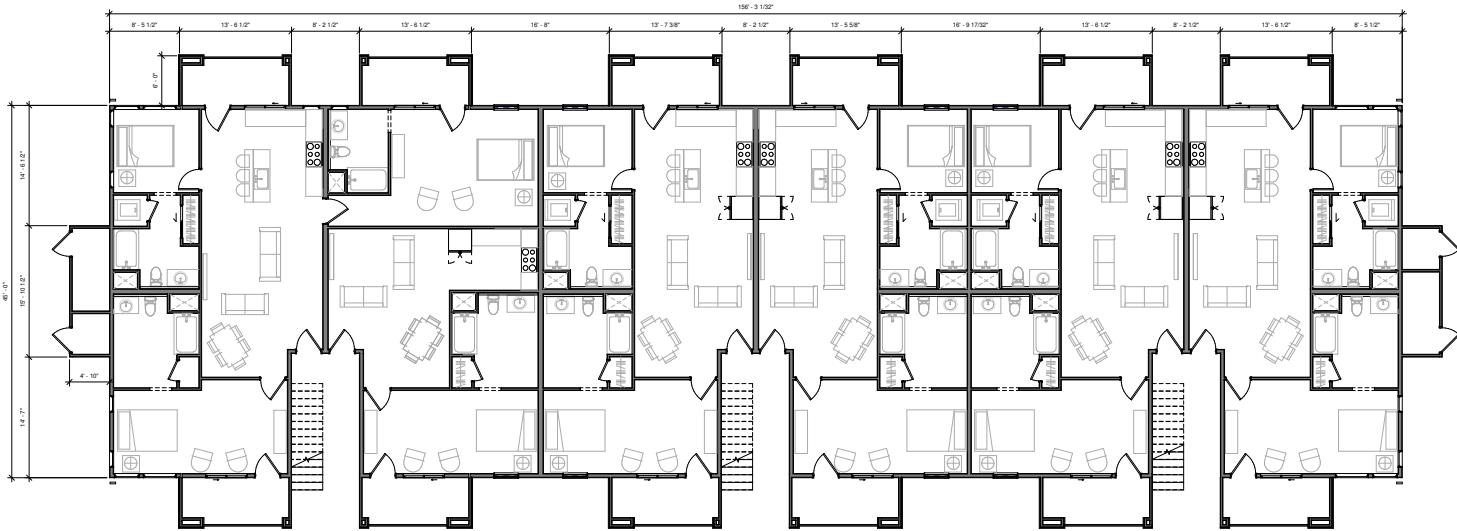


① BUILDING 1 FIRST FLOOR
3/16" = 1'-0"

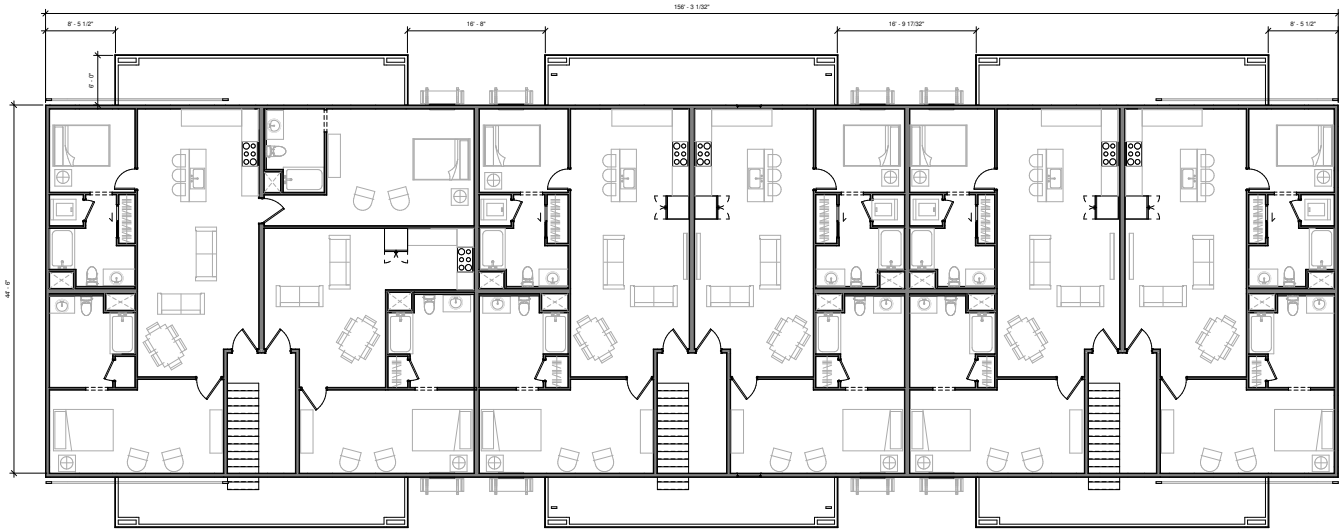


② BUILDING 1 SECOND FLOOR
3/16" = 1'-0"

Floor Plans

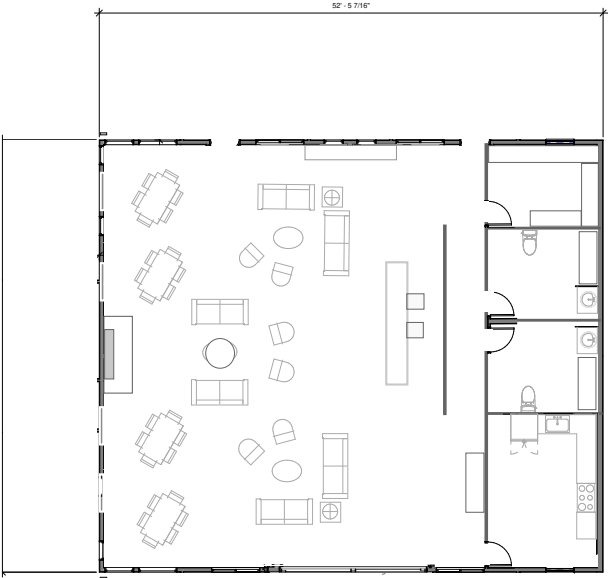


① BUILDING 2 FIRST FLOOR
3/16" = 1'-0"

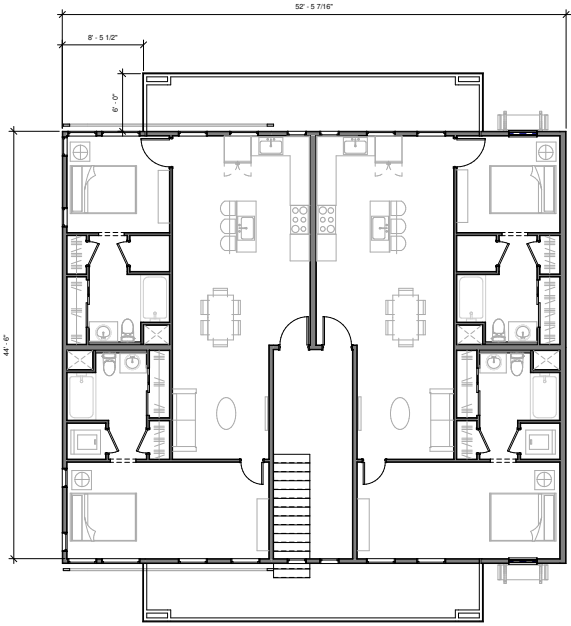


② BUILDING 2 SECOND FLOOR
3/16" = 1'-0"

Floor Plans

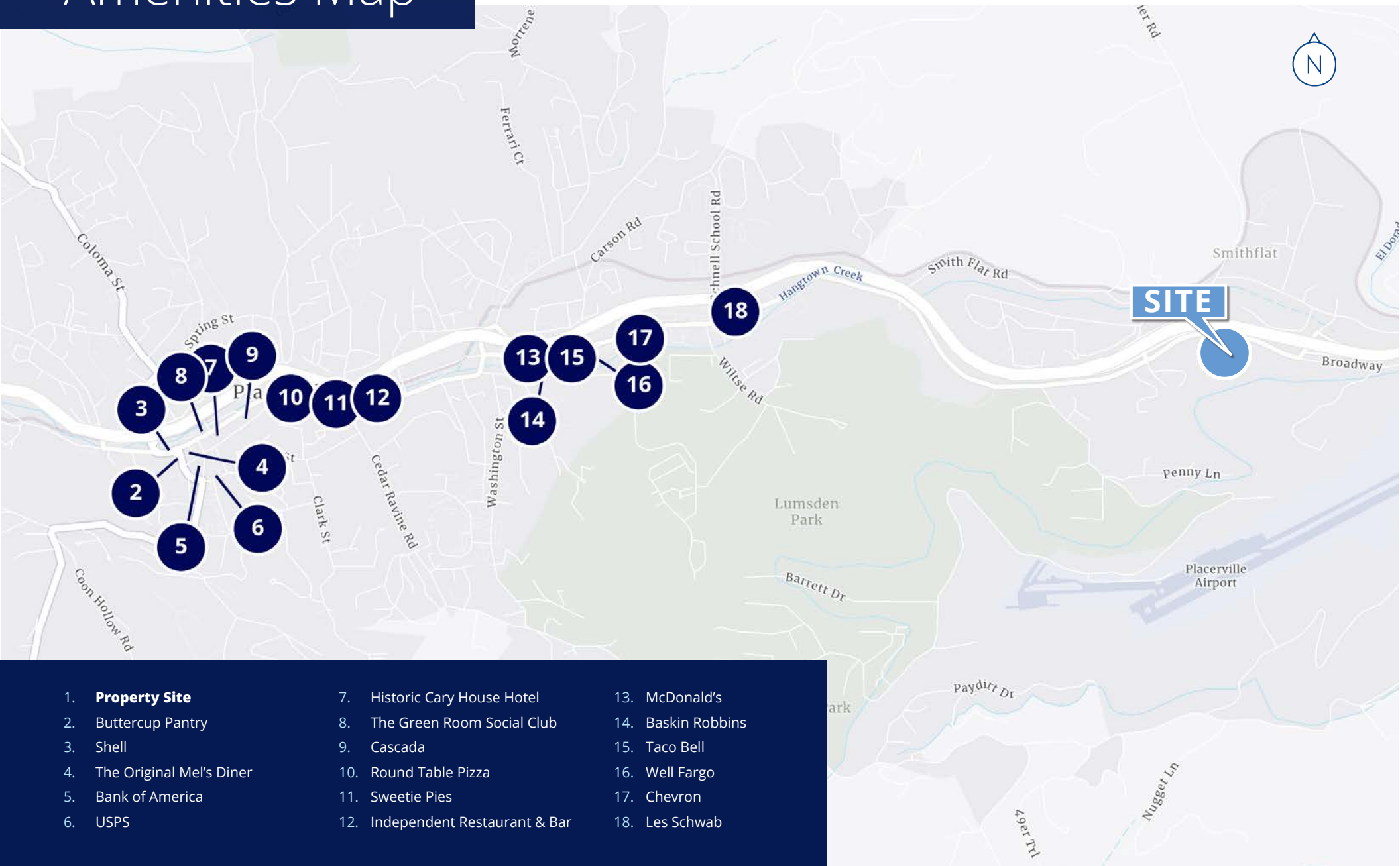


① BUILDING 3 FIRST FLOOR
3/16" = 1'-0"

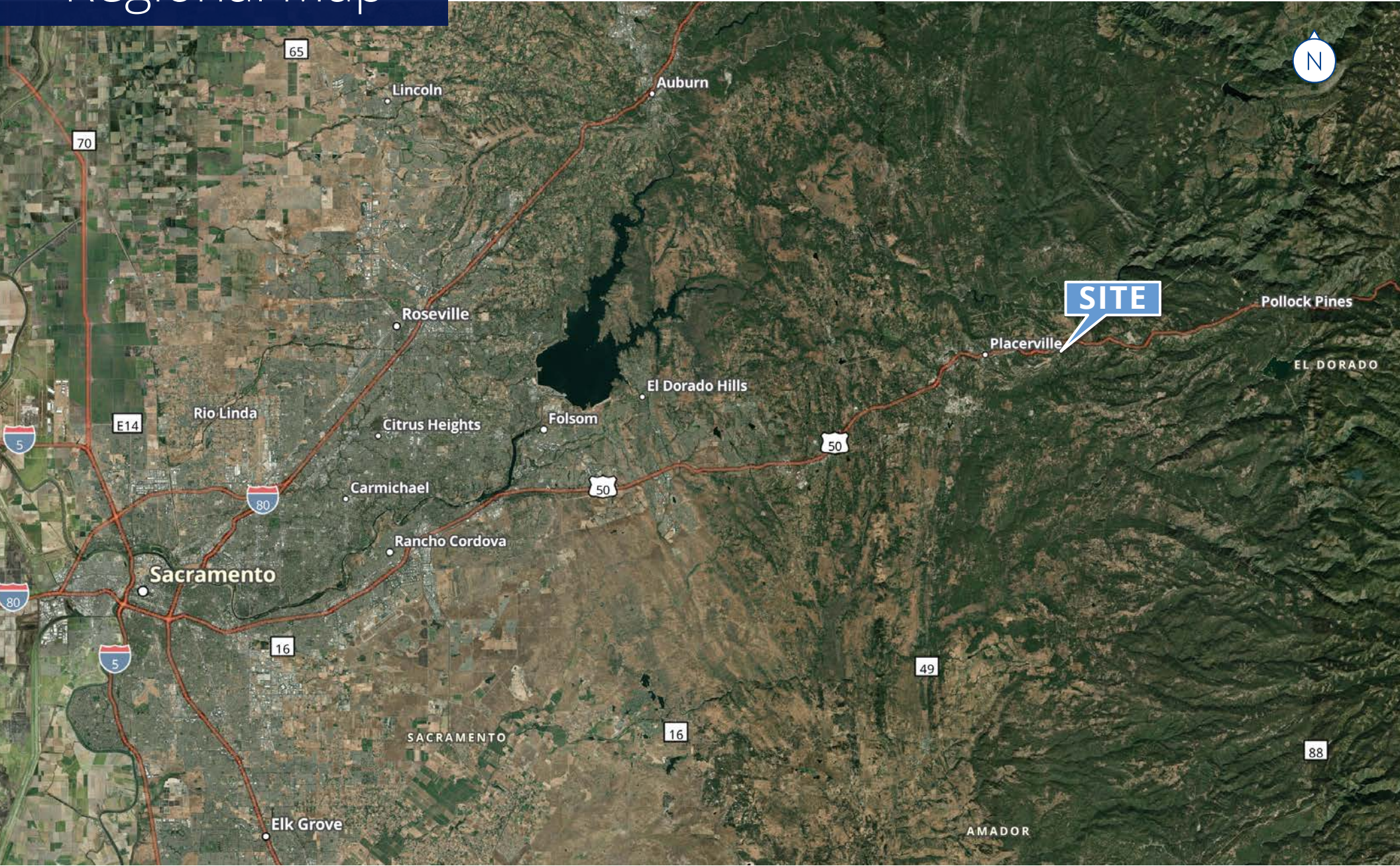


② BUILDING 3 SECOND FLOOR
3/16" = 1'-0"

Amenities Map



Regional Map



Market Overview



El Dorado County

Placerville, nestled in El Dorado County, California, is a charming town known for its tranquil atmosphere and rich history. Straddling Highway 50, the region enjoys seamless access to recreational opportunities in Lake Tahoe and the capital city of Sacramento. With a combined population of approximately 44,000 people, it offers residents a serene retreat with access to ample amenities. With its roots in the Gold Rush era, Placerville retains its historic charm, containing the El Dorado County Historical Museum, while also embracing modern comforts. Outdoor enthusiasts can enjoy nearby hiking and picnicking opportunities, while local events such as the Placerville Art & Wine Festival, Gold Rush Days, and Farmers Markets bring the community together throughout the year. Despite its quaint size, Placerville boasts a diverse economy supported by local businesses. Its blend of rural tranquility and entrepreneurial spirit makes it a hidden gem in El Dorado County.



**44,000
People**

Reside in
El Dorado County



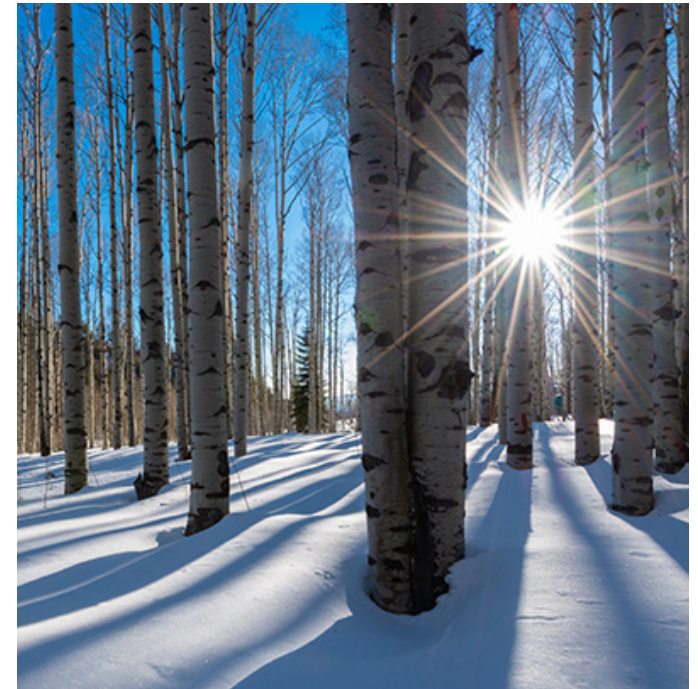
**Regional
Attractions**

Explore the great outdoors
in Lake Tahoe or indulge in
your next culinary experience
in El Dorado County



**Rich
Culture**

Discover small town
charm, mountain
escapes, and farm to
table experiences



Major Employers

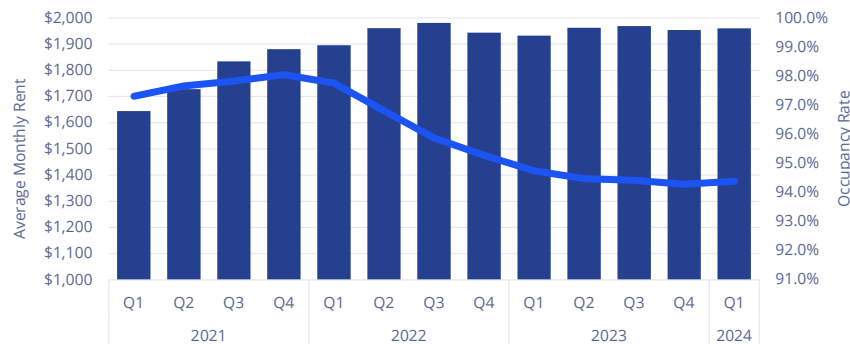


Demographics

Population

	1 mile	2 mile	3 mile
2023 Population	1,334	5,558	12,227
2028 Population Projection	1,338	5,642	12,447
Annual Growth 2023-2028	0.06%	0.30%	0.36%
Median Age	47.6	48.5	48.3
Bachelor's Degree or Higher	32.5%	30.6%	30.7%
Median Household Income	\$72,847	\$76,874	\$78,197

To kickoff 2024, Sacramento's multifamily market experienced a resurgence in fundamentals, marked by positive rent growth and strengthening demand. Despite supply-side pressures and slowing population growth, regional average effective rents recorded a 0.4% year-over-year growth rate and annual absorption spiked to nearly 3,000 units. The market occupancy rate of 94.4% rose marginally but was the first quarterly uptick since Q4 2021. Renter demand is healthy and record amounts of new supply continue to be delivered. With robust demand and rents trending upward, the market is poised for further stabilization throughout the rest of this year. However, sales activity remained lackluster, with institutional capital showing restraint. Higher financing costs, alongside lingering vacancy concerns, contributed to a 120 basis point increase year-over-year in the regional average cap rate, reaching 6.3%, its highest since 2015. Average sale prices continued to fall, down to its lowest level since 2017. Despite challenges, optimism remains for a potential rebound in investment activity, however, interest rates will be higher for longer.



Source: RealPage, Inc. ■ Monthly Effective Rent — Market Occupancy Rate

2023 Housing

Within 5 miles - Per Household



11,574

Total Households



7,411

Total Number of Families



\$565,474

Median Home Value



\$78,616

Median Household Income



30.9%

Renter Occupied



5.7%

Rental Vacancy

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Accelerating success.

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