

# Serrano

El Dorado Hills, California



Serrano, El Dorado Hills, California

## Award-Winning Upscale Development in Sacramento Area

Thirty minutes east of downtown Sacramento on the route to Lake Tahoe sits the Catellus development of Serrano, a gated, upscale golf course community. Created as a 3,500-acre, master-planned community, Serrano is entitled for 4,000 units. More than 3,000 units have been developed and sold in the community, establishing unprecedented price points for luxury housing in the area.

Major infrastructure improvements for the project included schools, commercial space, open space and roads. Catellus and Parker Development worked with prestigious builders such as Centex, Pulte, Greenbrier Homes, Shea Homes and Toll Brothers to create the community that set the stage for high-end, residential developments in the Sacramento area. Homes range in price from \$600,000 to well over \$1 million. Serrano offers a Robert Trent Jones Championship golf course, home to the Gold Rush Classic Tournament on the Senior PGA Tour for many years.

### Project Summary

- 3,500-acre, master-planned residential golf course community
- Entitled for up to 4,000 single-family and custom homes
- Neighborhood retail center
- Located off Highway 50, the major thoroughfare between Sacramento and Lake Tahoe
- Catellus' primary role was master developer
- Use of reclaimed water throughout the development created a sustainable water source for the community
- Sold finished lots to multiple home builders, which allowed for unique designs throughout the development

### About Catellus

Catellus is a master developer focused on creating some of the most innovative and sustainable mixed-use developments in the nation. Catellus has nearly 30 years of experience transforming former brownfields, military land and airports into developments that include retail, commercial, residential and other public uses. Catellus delivers on all aspects of a project, including site planning, entitlements, public financing and sustainable design.

Catellus is uniquely positioned to deliver on the nation's increasing demand for well-planned, mixed-use developments.



CATELLUS

Turning Vision Into Reality

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## Development

The partnership team tackled a few issues to ensure the future success of the development. The most crucial issue was the limited water supply available in the area. Careful analysis and management made it possible to plan for build out of the project without water constraints, primarily through a reclaimed water system developed for the community.

## Financial Structure

Catellus Development Corporation and Parker Development created a limited liability company, Serrano Associates, LLC, to manage the development and sale of the lots. Catellus continues to play a role as joint venture partner today.

## Environmental Challenges

Water supply in the development posed an on-going issue. A reclaimed water system introduced to home owners for landscaping successfully doubled the water allotments issued by the local water district.

## Awards

Both the National Arbor Day Foundation and the Water Reuse Foundation have honored the Serrano development for its unique features. During development of the site, builders saved a large number of the pristine oaks that dot the property, preserving the natural northern California landscape for homeowners to enjoy. Due to water issues at Serrano, developers devised a system of pumping non-potable water throughout the development for the purpose of irrigating the common spaces, golf courses and landscaping at the front and back of homes built in the development.



Aerial of Serrano, El Dorado Hills, California

