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MORE RETAIL DEVELOPEMENT is coming to El Dorado Hills. Parker Development is working on plans for the Bass Lake Road area, across from Serrano Parkway. The site is targeted for a 10-11-acre neighborhood development, including a grocery store. *Village Life* photo by Mike Roberts

PARKER DEV. PLANS RETAIL CENTER ON BASS LAKE RD

By Mike Roberts, Staff writer

(4.5.06) Shopping will get easier in El Dorado Hills. The latest proposed retail project is on the east side of Bass Lake Road, across from Serrano Parkway.

Kirk Bone, director of government affairs for Serrano master developer Parker Development, envisions a “neighborhood center that fits in with the architecture and environment of El Dorado Hills.”

Bone described the project as a “10 to 11-acre neighborhood center.” The 45-acre, lightly wooded parcel is zoned for commercial use. Bass Lake Road improvements are now complete between Highway 50 and Serrano Parkway.

John Thomson, spokesperson for the Bass Lake Action Committee, was consulted early in the project. “Kirk Bone wanted input on the design concept, and the type of center we'd like to see,” said Thomson. “We welcome development there, and want to continue to work with Parker Development to arrive at a design concept that is pleasing and harmonious,” he said.

Thompson feels the center will be convenient for Bass Lake and Serrano residents.

Parker Development hasn't filed applications with planning department yet. “That is 60 - 90 days out,” said Bone.

Developers don't discuss specific potential tenants this early in the project lifecycle, but Bone volunteered that the plan has a spot for a 55,000 - 60,000-square-foot grocery store. “We are in

discussions with a two local grocery chains," he said.

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