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MAY 20 2026

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

CITY OF PLACERVILLE

NOTICE OF APPEAL -- STAFF DECISION1. Date Received: 5/11/2026 Filing Fee: \$ _____ Received By:

2. To the Planning Commission:

(I) (We) Vista Realty, Inc. of 419 Main Street, Placerville, CA
Name(s) Street Address

(Attach additional sheets if necessary)

hereby appeal the decision of the City Staff on May 6, 20263. Application CE-2026-063 for property located at 419 Main Street, Placerville, CA
No. Street Address4. Said application was for the purpose of
Professional office space

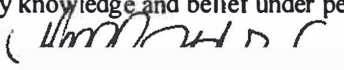
5. This appeal is based upon the following grounds:

See attached "Addendum to Notice of Appeal" for a detailed statement of grounds and evidence.

6. What is the appellant's interest in the premises affected?
Lessee

(Owner, Agent, Lessee, etc.)

7. I hereby certify that all of the above statements and the statements contained in any papers or plans submitted herewith are true to the best of my knowledge and belief under penalty of perjury.



General Manager
General Council

Dated

8. Note: This application must be completed in duplicate. The original shall be deposited with the City Clerk and a copy with the Secretary of the City Planning Commission.CD-027b-P
04/03

CITY OF PLACERVILLE

APP 26-01

ADDENDUM TO NOTICE OF APPEAL

Appellant: Vista Realty, Inc. dba Vista Sotheby's International Realty

Property Address: 413 – 419 Main St, Placerville, CA 95667

Code Enforcement Case No: CE-2026-063

Date of Staff Decision: May 6, 2026

Date of Receipt of Notice to Correct: May 11, 2026

Statement of Specific Grounds for Appeal

This appeal is filed pursuant to the Placerville Municipal Code to challenge the Code Enforcement Official's determination that Vista Realty, Inc. constitutes a "Formula Business" under Section 10-1-4. The City's classification is factually incorrect and misapplies the local zoning framework based on us not meeting the statutory definition of a "formula business" under the city's code.

1. What is a Formula Business?

According to Placerville Municipal Code Section 10-1-4, a formula business is strictly defined as:

*"Any business with an exterior design (including appearance, colors, or signage) that is **essentially identical to five or more other sites** using the same or similar name."*

The ordinance establishes a two-pronged test that requires (1) a shared name/brand identity, *and* (2) a standardized, identical exterior visual presentation. It does not regulate a business simply because it operates multiple corporate offices; it regulates visual uniformity to preserve local community aesthetics.

2. Failure to Meet the Statutory Definition of Formula Business: Our 16 Offices Maintain Complete Architectural Diversity

While Vista Realty, Inc. operates 16 offices across the state of California, **no two locations look alike.** (See attached Exhibit A.)

- **No Standardized Facade:** Our business does not utilize corporate templates, identical color palettes, or uniform storefront elevations.
- **Preservation of Local Main Street Character:** The office space at 413 Main Street was custom-designed to match and respect the historic Central Business District (CBD) architectural profile. Its layout, window configuration, storefront texture, and coloring are completely unique to this building.

APP 26-01

- **Estoppel of "Essentially Identical" Claim:** Because our other 15 California offices use completely distinct structural shapes, materials, and exterior elements dictated by their individual city environments, we do not have "five or more other sites" that are "essentially identical" in exterior design.
- **The "Signage" Trap:** While the code definition includes "signage" in the list of exterior design elements, it might be simply to argue that because we use the "Vista Sotheby's International Realty" name and logo at all 16 sites, that our signage is "essentially identical." However, a logo is not an "exterior design" but instead one of many features. If "signage" alone defined a business as a "formula business," then the requirement for "appearance, colors, or signage" would be redundant. Further our signage is adapted to the building that it is hanging from or on and therefore not identical.

3. Request for Relief

Because the exterior design of our establishment is structurally and visually unique, it does not fit the legislative definition of a Formula Business under Section 10-1-4.

Furthermore, this exact operational model has already been accepted and established within the City. **Vista Realty, Inc. has successfully occupied and operated a professional office location at 516 Main Street since March 2025.**

- This existing site is also located within the City of Placerville Central Business District (CBD) zone.
- For over a year, this location has operated under the same corporate name with zero code enforcement issues, zero complaints, and no designation or inquiries from City Staff suggesting it constitutes a formula business.

The City's sudden classification of our new 413 Main Street office as a formula business represents an inconsistent and arbitrary application of Section 10-1-4. Consequently, the requirements for a Conditional Use Permit under Section 10-5-14(C) and a Site Plan Review under Section 10-4-9(C) do not legally apply to our occupancy.

Placerville Municipal Code Section 10-1-4 requires five or more sites to be "**essentially identical.**" As described above and on the attached Exhibit A, our business model actively avoids standardized architecture. It explicitly adapts each branch to fit the unique historic, coastal, suburban, or alpine charm of its neighborhood.

We respectfully request that the Planning Commission sustain this appeal, reverse the staff's determination, and vacate the Notice to Correct dated May 6, 2026.

EXHIBIT A: VISUAL EVIDENCE OF ARCHITECTURAL DIVERSITY

Appellant: Vista Realty, Inc. dba Vista Sotheby's International Realty

Case No: CE-2026-063

The following photographic matrix demonstrates that Vista Realty, Inc. does not utilize a standardized, "cookie-cutter" exterior formula for the design of its locations. Each office is uniquely integrated into the vernacular architecture of its host community.

Summary table of exterior elements of six of our current offices as well as previous Placerville location.

Office Location	Facade Material		Architectural Style		Signage Style		Roof Style	
1. 413 Main St (New)	Charcoal Wood	Stucco	/	Victorian Street	/	Main	Flush Storefront	Flat w/ Balcony
2. 516 Main St (Old)	Raw Red Brick		Historic Industrial		Canvas Awning		Flat w/ Watch Tower	
3. Sutter Creek	Exposed Stone	Brick	/	Gold Commercial	Rush	Projecting Blade	Iron	Flat Roofline
4. El Dorado Hills	Stacked Stucco	Stone	/	Modern Strip Mall		Box Mount	Canopy	Spanish Tile
5. Long Beach	White Stucco	Smooth	Mid-Century Modern		High-Rise Sign	Pole	Low-Pitch Gable	
6. Palos Verdes	Whitewashed Brick		Spanish-Colonial Revival		Recessed Mount	Arch	Clay Mission Tile	
7. Big Bear	Half-Timbered Stone	/		Tudor Alpine		Gabled Mount	Wall	Intersecting Steep Gables

APP 26-C

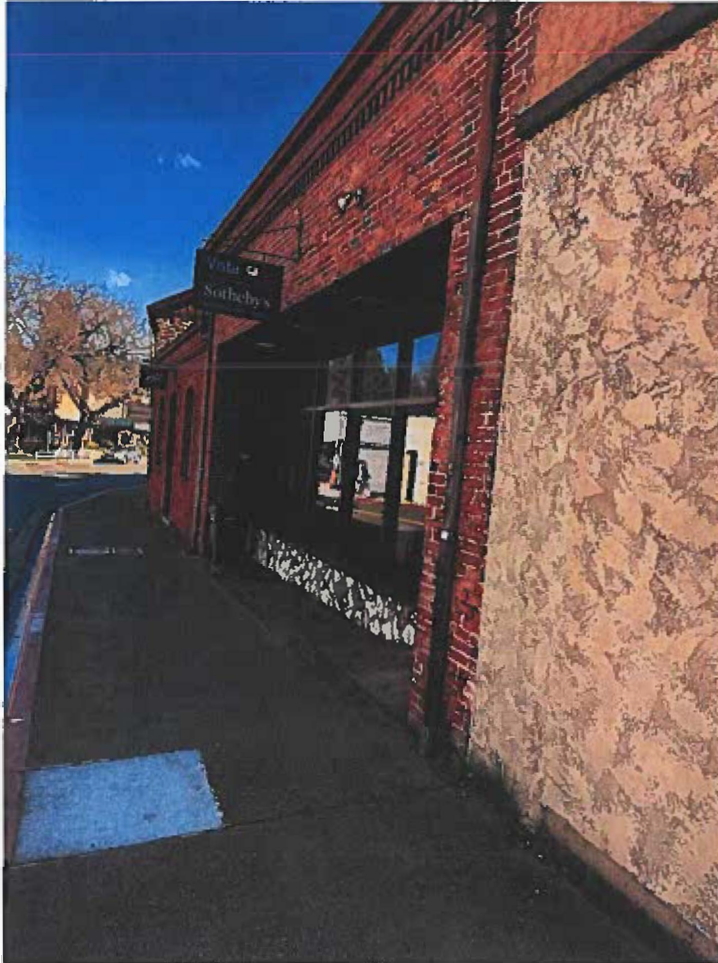
1. New Placerville Office (Subject Property)

- **Location:** 413 – 419 Main Street, Placerville, CA
- **Visual Characteristics:** Historic Victorian-era storefront featuring a dark charcoal-gray stucco facade, white ornamental turned-wood columns, an open-air second-story covered balcony with decorative balustrades, and large multi-paned display windows integrated into a continuous 19th-century streetscape.



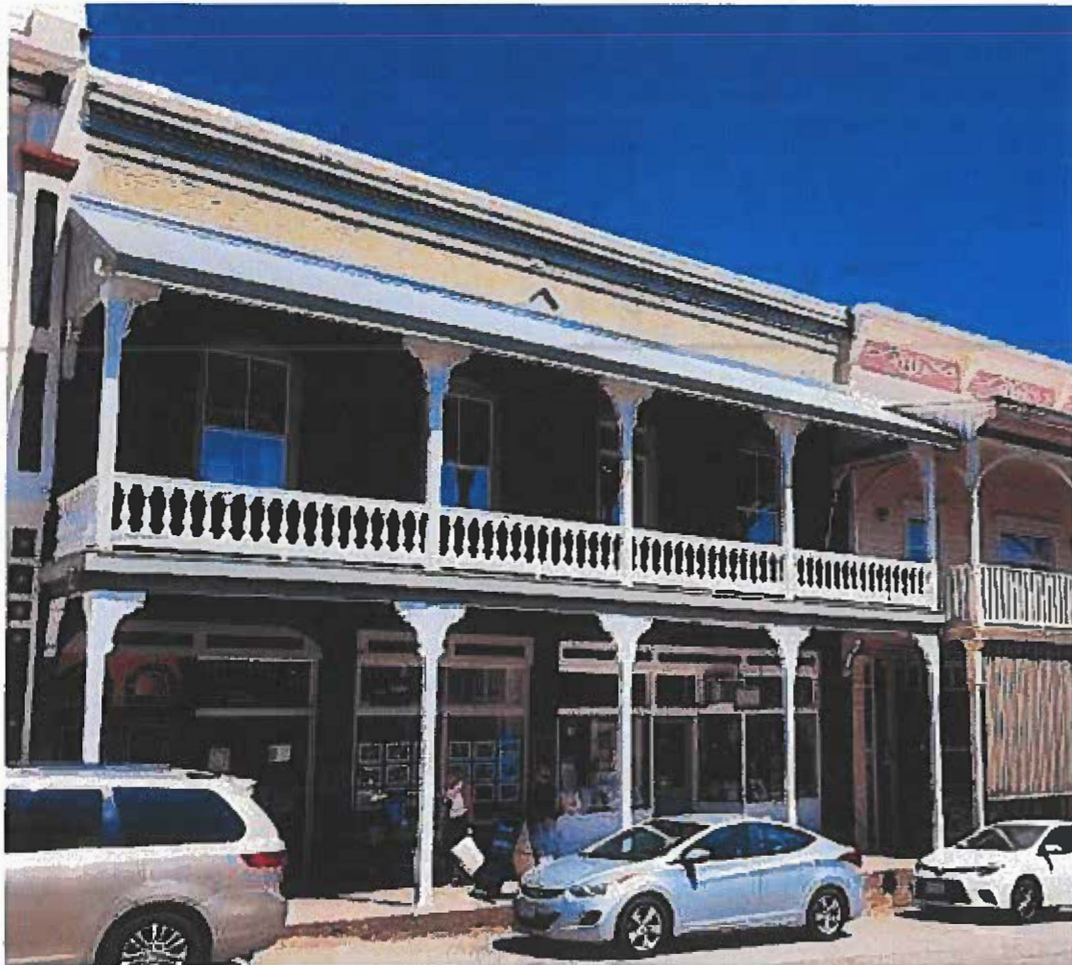
2. Existing Placerville Office (Prior Local Precedent)

- **Location:** 516 Main Street, Placerville, CA (Operating since March 2025)
- **Visual Characteristics:** Three-story historic brick building ("Old Town Centre") featuring unpainted red brick masonry, segmented arch windows with contrasting stone sills, a prominent central iron fire watch tower, and ground-floor canvas awnings completely distinct from the balcony structure at 413 Main Street.



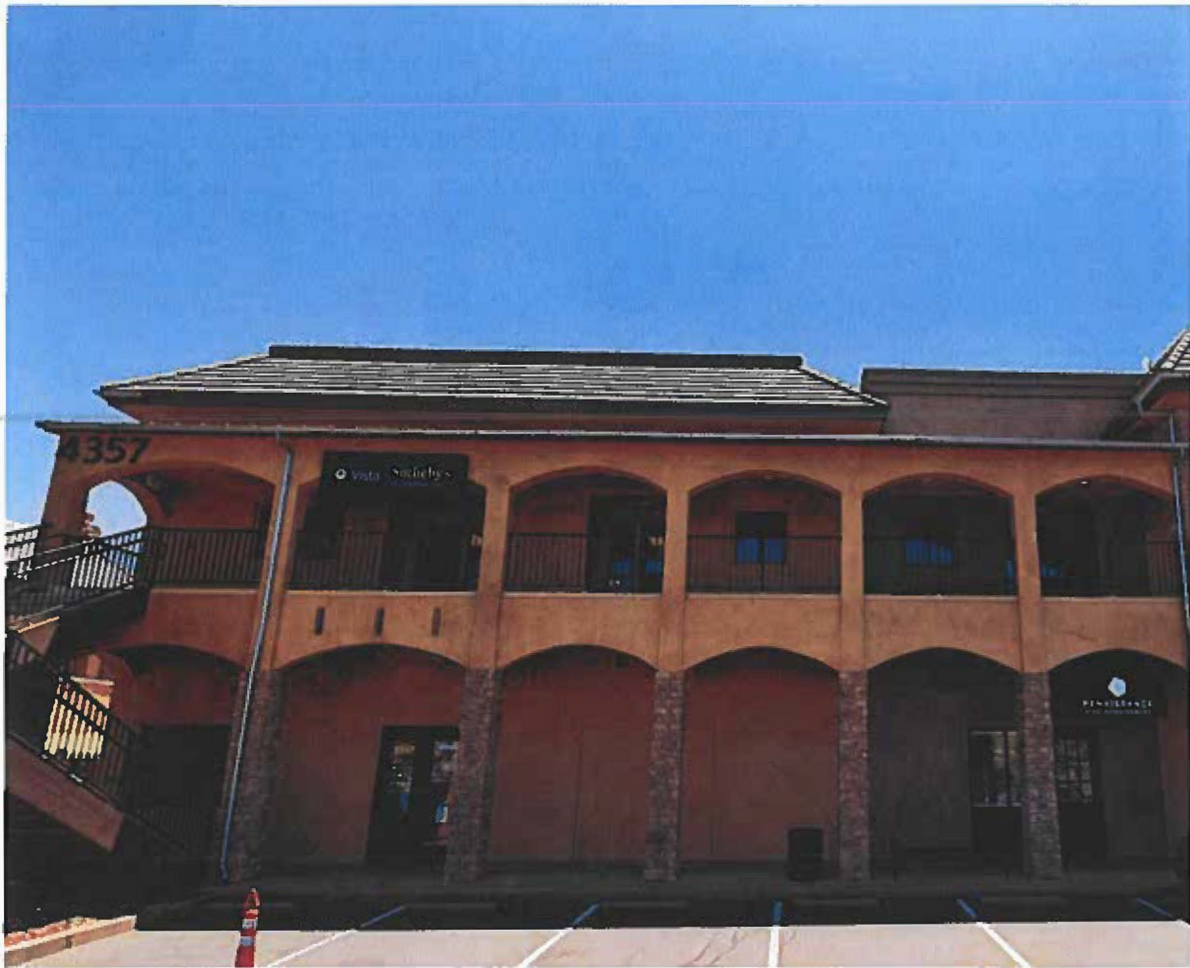
3. Sutter Creek Office (Comparative Historic District Precedent)

- **Location:** 54 Main Street, Sutter Creek, CA
- **Visual Characteristics:** Traditional Gold Rush-era industrial brick design featuring exposed, textured red brick walls, large black-framed warehouse-style windows, a natural stone masonry base foundation, and a simple projecting iron bracket sign.



4. Town Center Office (Surburban Foothills Area)

- **Location:** 4357 Town Center Blvd., El Dorado Hills, CA
- **Visual Characteristics:** Contemporary multi-tenant stone and stucco strip mall design featuring heavy stacked-stone pillars, a prominent Spanish tile roofline, deep metal window awnings, and an integrated modern commercial glass storefront.



5. Southern California Beach Office (Mid-Century Modern)

- **Location:** 5536 N 2nd St., Long Beach, CA
- **Visual Characteristics:** Mid-century modern, single-story beach-community structure. Features a low-pitched roofline with exposed eaves, a stark white stucco facade, and continuous horizontal ribbons of minimalist, black-framed viewing windows. Signage consists of a massive, elevated blue pole-sign strictly configured for high-visibility coastal traffic corridors.



6. Regional Palos Verdes Office (Spanish Arcade)

- **Location:** 16 Malaga Cove Plaza, Palos Verdes Estates, CA
- **Visual Characteristics:** Grand two-story Spanish Revival / Mediterranean commercial building. Features a whitewashed brick facade, a prominent red clay Mission-tile roofline, and a massive ground-floor loggia dominated by heavy, sweeping structural brick arches. Windows are multi-paned traditional French casements tucked deep beneath the arcade walkway.



7. Alpine Resort Office (Tudor / Chalet Style)

- **Location:** 596 Pine Knot, Big Bear, CA
- **Visual Characteristics:** European-inspired Alpine Chalet / half-timbered Tudor design. Features prominent decorative dark wood cross-timbering against cream-colored stucco, asymmetrical steep intersecting gables, a rustic stacked-stone retaining wall perimeter, and a dark shingled awning over a recessed storefront entrance.

