



Carl Cahill <ccahill@cityofplacerville.org>

Fwd: 413 Main St, Placerville - Vista Sotheby's International Realty

1 message

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Carl Cahill <ccahill@cityofplacerville.org>

Wed, May 27, 2026 at 1:26 PM

----- Forwarded message -----

From: **Holly M. Barberi** <holly.barberi@vistasir.com>
Date: Tue, May 19, 2026 at 3:54 PM
Subject: RE: 413 Main St, Placerville - Vista Sotheby's International Realty
To: Jay Roberts <jroberts@cityofplacerville.org>
Cc: Carole Kendrick <ckendrick@cityofplacerville.org>, Andy Jolls <andy.jolls@vistasir.com>

Jay,

Thank you for the clarification. We will be delivering the package tomorrow with the \$400 check.

Holly

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Jay Roberts <jroberts@cityofplacerville.org>
Sent: Tuesday, May 19, 2026 3:08 PM
To: Holly M. Barberi <holly.barberi@vistasir.com>
Cc: Carole Kendrick <ckendrick@cityofplacerville.org>; Andy Jolls <andy.jolls@vistasir.com>
Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Good afternoon Holly,

Regarding your question of the \$400 appeal, that is specific to an appeal of staff decision. The Notice to Correct indicates a different fee for an appeal specifically regarding that notice.

The appeal of a staff determination is a separate appeal process which is why the amount is different. Please let me know if you have any questions about that.

Best regards,

Jay Roberts, CCEO, COSS

Code Enforcement Official

City of Placerville

Development Services

3101 Center St, 2nd Floor

Placerville, CA 95667

(530) 642-5579

Website: <https://www.cityofplacerville.org/CodeEnforcement>

Office Hours: Monday - Friday until 1700

*****The Development Services Counter is closed for lunch from 1200-1300 Monday-Friday*****



On Mon, May 18, 2026 at 10:26 AM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Received. Thank you.

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Monday, May 18, 2026 10:15 AM

To: Holly M. Barberi <holly.barberi@vistasir.com>

Cc: Jay Roberts <jroberts@cityofplacerville.org>; Andy Jolls <andy.jolls@vistasir.com>

Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Dear Holly,

Good morning.

As the Community Development Director, I made the determination regarding the formula business classification; this was not a decision by the Planning Commission.

For your reference, please find the appeal application and our current fee schedule at the links below:

- Application Form (<https://evogov.s3.amazonaws.com/media/17/media/5846.pdf>)
- City of Placerville Fee Schedule (<https://www.cityofplacerville.org/media/2026-City-of-Placerville-Fee-Schedule-DWH-3-31-26.pdf>)

Please let me know if you have any further questions.

Thank you,

Carole Kendrick

On Mon, May 18, 2026 at 9:38 AM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Carole,

I appreciate your perspective as well, but I do not understand how the city can “historically determine” something that does not fit within the definition of its own code. We are not a chain operation and comparing our business offices to a Sourdough & Co. retail sandwich store is like comparing apples to oranges. A few questions in order to make our appeal:

1. Who makes the determination that we are a formula business?
2. If this is a determination through a planning commission meeting or some other hearing, how do I get a transcript of that meeting and a copy of the agenda for that meeting?
3. The fee in the letter was \$50 to request the hearing so why is the appeal fee now \$400?

Please send me the appeal forms as our 10d to request is up on 5/21/26.

Thank you.

Holly

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Tuesday, May 12, 2026 9:23 AM

To: Holly M. Barberi <holly.barberi@vistasir.com>

Cc: Jay Roberts <jroberts@cityofplacerville.org>; Andy Jolls <andy.jolls@vistasir.com>

Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Dear Holly,

I appreciate your perspective regarding the definition of a formula business. However, the City has historically determined that chain and franchise operations qualify under this classification. A similar determination was applied to Sourdough & Co., located across the street from your office.

You are welcome to appeal this determination to the Planning Commission. Please note that the current fee for filing an appeal is \$400.

Thank you,

Carole Kendrick

On Tue, May 12, 2026 at 9:03 AM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

With all due respect, that is not what the Placerville code definition is. It specifically says "Any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity." This is a three-part code definition: the business must (1) have essentially identical exterior designs (or proposed designs), (2) have at least five or more other locations, and (3) use the same or similar name. We clearly meet the second and third parts as we have more than five locations using the same name; however, we do not meet the initial part of the definition (essentially identical exterior design) so cannot fit within this definition. By focusing on only a portion of the definition, you are placing us into a category simply because we use a name across multiple locations around the state without actually meeting all parts of the code requirement. Since we do not fit within the definition of "formula business" I will assume that we are now closed on this matter.

Thank you.

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Tuesday, May 12, 2026 8:52 AM

To: Holly M. Barberi <holly.barberi@vistasir.com>

Cc: Jay Roberts <jroberts@cityofplacerville.org>; Andy Jolls <andy.jolls@vistasir.com>

Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Dear Holly,

The classification as a formula business is based on the use of the same name and brand identity across multiple sites. According to the Placerville Municipal Code, any business with five or more locations using the same or similar name qualifies under this definition.

Thank you,

Carole Kendrick

On Tue, May 12, 2026 at 8:45 AM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Carole,

Thank you for the further explanation; however, we are by no means a “formula business” simply because our offices bear the words “Sotheby’s International Realty” in our name. We have thirteen offices around the state of California, and none of them resemble the other. We do operate under a franchise that includes a familiar phrase name, but we are nothing like a McDonald’s or Arco type company which is probably more like what you are referring to in this definition. Since I cannot prove a negative (e.g. we are not a formula business), please tell me what you think that we do or are that places us in this definition? I have attached pictures of our other three offices in your general area to show that no two are similar much less alike. We are business offices with customers who occasionally come into our locations.

Holly

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Tuesday, May 12, 2026 8:24 AM

To: Holly M. Barberi <holly.barberi@vistasir.com>

Cc: Jay Roberts <jroberts@cityofplacerville.org>; Andy Jolls <andy.jolls@vistasir.com>

Subject: Re: 413 Main St, Placerville - Vista Sotheby’s International Realty

Dear Holly,

Your business is classified as a formula business because it meets the definition of a chain per the Placerville Municipal Code. According to Section 10-1-4, a formula business is 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.

This use requires a Conditional Use Permit per Section 10-5-14(C) and a Site Plan Review per Section 10-4-9(C)10. Please note that this notification was issued following a complaint received by the City.

If you have any further questions regarding these requirements, please let me know.

Best regards,

Carole Kendrick

On Tue, May 12, 2026 at 8:12 AM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Thank you.

Carole, please help me to understand why our company location does not fit into a regular permitted use just like our last location just a few buildings away.

Holly

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Jay Roberts <jroberts@cityofplacerville.org>
Sent: Tuesday, May 12, 2026 8:10 AM
To: Holly M. Barberi <holly.barberi@vistasir.com>; Carole Kendrick <ckendrick@cityofplacerville.org>
Cc: Andy Jolls <andy.jolls@vistasir.com>
Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Good morning Holly,

I have included my director, Carole, to answer that question for you.

Best regards,

Jay Roberts, CCEO, COSS

Code Enforcement Official

City of Placerville

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On Mon, May 11, 2026 at 6:06 PM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Jay,

Thank you for the clarification. We fit into the “ Business and professional offices.” under Permitted Uses just like we did at our former location. Who has determined that we are suddenly a “formula business” and what is that for purposes of this code section?

Holly

Holly M. Barberi

GENERAL MANAGER & GENERAL COUNSEL

Vista Sotheby's International Realty

DRE# 01805433

C: [310.944.0960](tel:310.944.0960)

From: Jay Roberts <jroberts@cityofplacerville.org>

Sent: Monday, May 11, 2026 4:14 PM

To: Holly M. Barberi <holly.barberi@vistasir.com>

Cc: Andy Jolls <andy.jolls@vistasir.com>

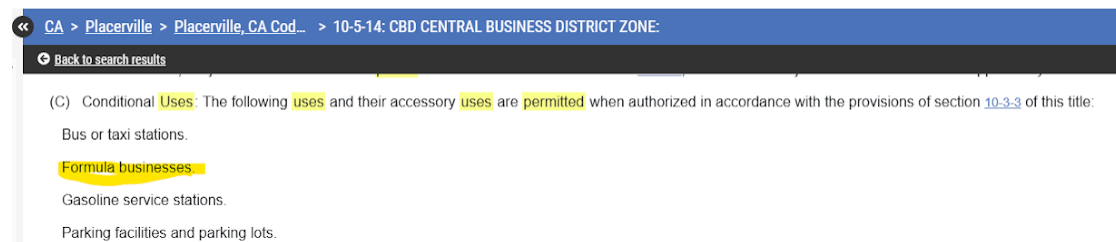
Subject: Re: 413 Main St, Placerville - Vista Sotheby's International Realty

Good afternoon Holly,

Thank you for reaching out. My sincerest apologies for the confusion regarding the code sections included. Minor typo on my end. I have attached a corrected Notice to Correct (NTC), including the applicable code section.

Also just an FYI, while a business license might have been issued for the business, that does not establish a use by right.

This screenshot of the city ordinance notes where Formula Businesses require a CUP:



I apologize again for my error with the incorrect code section on the original NTC.

The City Planning Department can assist you in obtaining the CUP. Please contact Planning at: (530) 642-5252

Best regards,

Jay Roberts, CCEO, COSS

Code Enforcement Official

City of Placerville

Development Services

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On Mon, May 11, 2026 at 3:51 PM Holly M. Barberi <holly.barberi@vistasir.com> wrote:

Hi Jay,

We received the attached letter in today's mail. I am unclear as to how a mobilehome park has any bearing on our business (City Code 10-4-15). That being said, as you may know, we moved our office from 516 Main Street to its new location (see attached business license). As a successful business office located in Downtown Placerville, we look forward to a continued successful partnership with the City of Placerville.

Please let me know if you have any further questions.

Thank you.

Holly

Holly M. Barberi | GENERAL MANAGER & GENERAL COUNSEL



Vista Sotheby's International Realty

DRE# 01805433

310.944.0960

Holly.Barberi@vistasir.com

www.vistasir.com

[2501 N Sepulveda Blvd 2nd floor | Manhattan Beach](#) | CA 90266

Southern California | Inland Empire and Mountain Resorts | California Foothills



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Carole Kendrick

Director of Development Services

[3101 Center Street, 2nd Floor](#)

[Placerville, CA 95667](#)

[Office: 530-642-5252](#)

Direct: 530-642-5569

Please note that effective July 1, 2025, the Development Services counter will be closed between 12:00 and 1:00 p.m.

5/27/26, 1:35 PM

City of Placerville Mail - Fwd: 413 Main St, Placerville - Vista Sotheby's International Realty

