



COUNTY
OF
Placer[®]

**SEE WHY PLACER IS ONE OF
CALIFORNIA'S FASTEST GROWING
COUNTIES**



PLACER MEANS QUALITY OF LIFE

Scan for video showing why all of this and more makes **Placer County** one of the fastest growing counties in California.

Placer County routinely ranks in the



TOP 3
California counties for
Quality of Life



TOP 4
for **Healthiest**
Counties in California



With easy public access to parks, wildland preserves and forests, rivers, lakes and the iconic Lake Tahoe, **Placer County offers a literal wonderland with four diverse seasons to enjoy the outdoors.**



Our cities and county are highly regarded as **safe places to live and raise families.**



Our k-12 and higher **education** rank among the **highest in the state.**



Six cities and the unincorporated area offer a **full menu of housing options.**

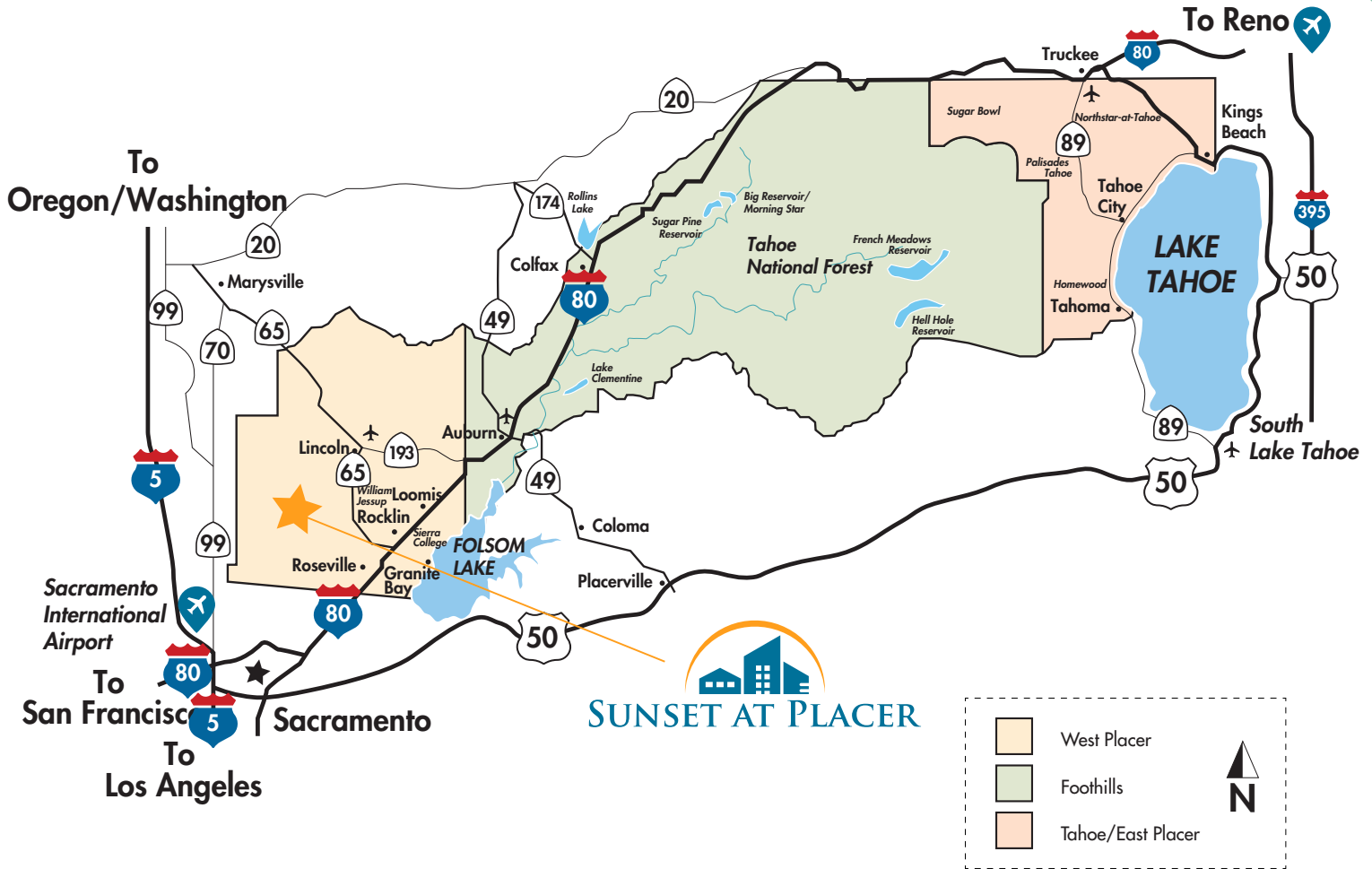


Our County boasts **bountiful water resources** from the high Sierras.



An **outstanding, engaged community** of stakeholders, educators, government partners, chambers, businesses and the public.

PLACER MEANS CONNECTIONS

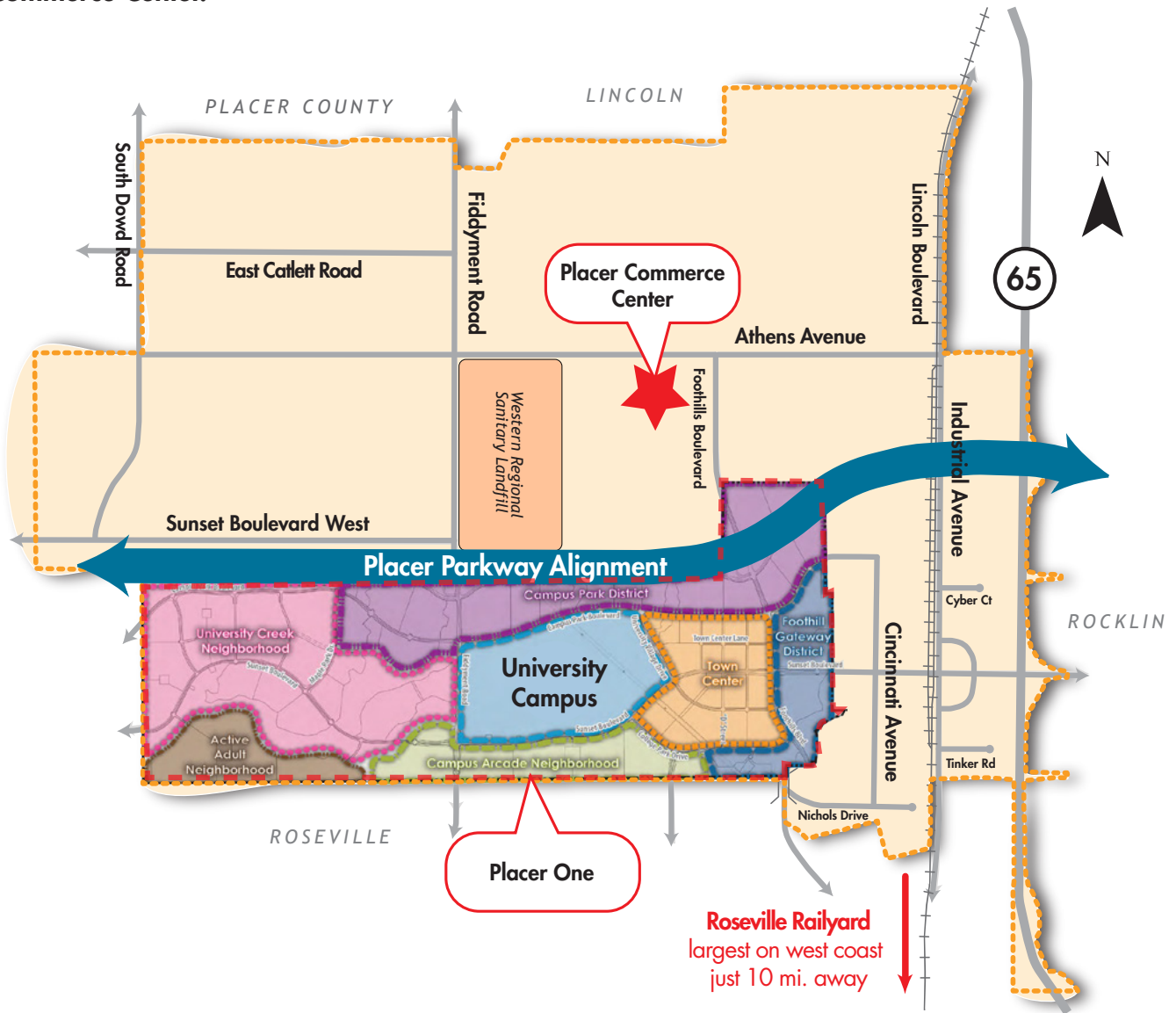


- Access Sacramento International Airport, West Sacramento Port, Interstate 5 and Highway 99 (California’s North-South transportation routes) in less than 25 minutes.
- Interstate 80 runs through the heart of Placer, and is the East-West transcontinental freeway transporting goods and people throughout the United States.
- Roseville, the county’s most populated city, is home to the largest rail yard on the West Coast.
- Sunset At Placer is centrally located ~100 miles between the San Francisco Bay Area, and Reno, Nevada.

SUNSET AT PLACER MEANS 8,500 ACRES

Sunset at Placer encompasses approximately 8,500 acres as a regional center and hub for employment, education, and entertainment.

It includes existing industrial sized lots and buildings already in use, hundreds of acres for potential new development, and two large scale projects currently in development – Placer One and Placer Commerce Center.



28+ Million Investment
(Backbone Sewer Infrastructure)

The California State University Sacramento – Placer Center is a 300-acre award-winning master planned campus innovatively partnered with the Sierra Joint Community College District, to provide four and two-year degrees and programs. This higher education institution will join Placer County's existing Sierra College campus, William Jessup University, and planned Regional University to provide workforce training to meet the ongoing needs of Placer's residents and businesses alike.



80+ Million Investment

Placer Parkway will connect SR 65 to SR 99. Phase I of this limited access expressway in Sunset currently in development.

Total project cost estimated over \$500 million.



Learn more about
Sunset At Placer

PLACER ONE



Placer One (previously Placer Ranch), is a distinctive master planned community located on approximately 2,200 acres of Sunset At Placer (developed by Taylor Builders and funded by JEN Partners).

- 335 acre Campus Park Employment Center.
- 300-acre development site of the Sacramento State Placer Center and a Sierra College extension.
- 5,600 residential units, including single-family detach, multifamily attached units, age-restricted neighborhoods.
- 200-acre mixed use Town Center.
- Plentiful open space and parks connected by bike and walking paths.

PLACER COMMERCE CENTER

Placer Commerce Center is a commercial-industrial business park located on approximately 400 acres of Sunset At Placer (developed by Buzz Oates Construction Inc.), targeting research and development firms, light industrial, manufacturing, and flex spaces.

- Up to 6.4 million square-feet of flexible industrial space
- Concrete tilt-up buildings ranging in size from 162,239 square-feet to 1,008,017 square-feet across multiple lots
- Parking for 6,481 vehicles and 1,344 tractor trailers.

OTHER NEARBY EMPLOYERS

- Bosch
- HP
- Oracle
- Sutter Health
- Kaiser Permanente
- Sierra Pacific Industries
- Pride Industries
- Thunder Valley Casino Resort
- Carvana
- Sierra College
- William Jessup University



 **20+ Million Investment**



 **7+ Million Investment**

The Placer County Conservation Program (PCCP) streamlines federal and state permitting on public and private development projects, while also preserving over 50,000 acres.

Since the Sunset Area Plan and Placer Ranch Specific Plan were adopted in 2019, future projects are able to streamline CEQA efforts, which results in time and cost savings for Sunset development.

SUNSET AT PLACER MEANS



STREAMLINED ENTITLEMENTS

This foundational economic development incentive tool streamlines project entitlements, saving time and money.

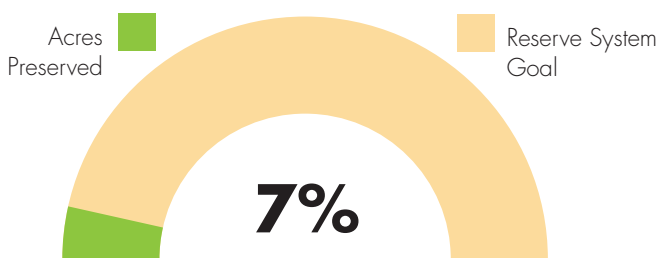


Adopted September 1, 2020, after 20 years in the making, the Placer County Conservation Program (PCCP) is considered a national model for future conservation programs.

The PCCP area covers approximately 210,000 acres of Western Placer County. Within the PCCP plan area, 50,000 to 60,000 acres encompass the potential acquisition area that would become part of the reserve system.

The PCCP is designed to ensure that land will be managed to continue to support the survival and well being of the covered species, as well as the survival of hundreds of other species that are dependent on the same habitat. By proactively addressing the long-term conservation and development needs of the county, the PCCP will strengthen local control over land use and provide greater flexibility in meeting the county's future social and economic needs.

FROM SEPTEMBER 2020 TO TODAY...



Building the Reserve System
7% (3,440 acres) of 50-year goal to build a 47,300 acre Reserve System



238

Restored acres of vernal pool grasslands



57

Acres of aquatic resources restored



Outdoor Wonderland
Includes Lake Tahoe
Photo by Erik Bergen

KEY DEMOGRAPHICS



420,717
Total Population

16.3%
High School Graduate

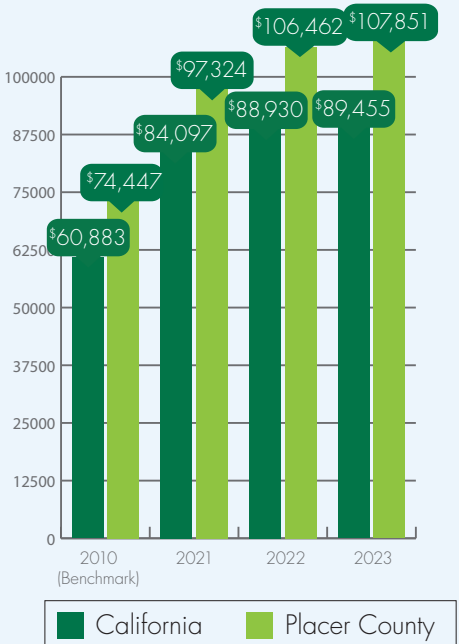
41.8
Median Age

21.2%
Some College

56%
Bachelor's/Grad/
Prof Degree

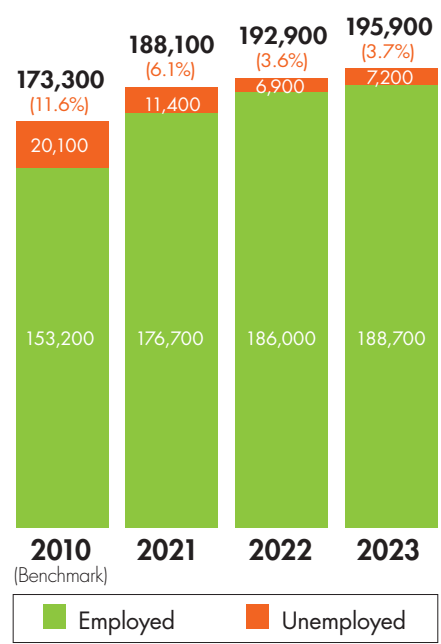
Data from ESRI February 2024

MEDIAN HOUSEHOLD INCOME



Data Source: Census data July 2021 and ESRI 2022, 2023

LABOR FORCE



Data Source: labormarketinfo.edd.ca.gov/data/employment-by-industry.html February 2023



Sunset At Placer
Photo by Erik Bergen



Lake Tahoe
Photo by Erik Bergen



TO LEARN MORE:

econdev@placer.ca.gov

(530) 889-4016