Approach to Ageless Living

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Director – Community Services
The Ranch

- Family owned since 1882
- Developers – 50+ years
- Mission Viejo, Santa Margarita, Las Flores, Ladera Ranch
- 175,000 residents
- Final Round up – 23,000 acres
- Ranchers / Farmers
  - 450 acres
  - Cattle
The Ranch Plan

- 23,000 acres
- 75% - The Reserve at Rancho Mission Viejo
- 25% - Residential and mixed use villages (6000 acres)
- 14,000 homes (including 6,000 55+ age-qualified)
Market Research

Consumer knowledge
- ProMatura and Lifestory
  - 55+ demand
  - Ageless living vision
  - Urban design

Amenity testing
- ProMatura
  - Amenity configurations/Types
  - HOA limits
  - Pools/Fitness
Demographics

Gavilán & Beyond
55+ Market opportunity

A lifestyle, not a place ...

• Ageless Living Approach
  • Intermix product
  • Gates and no gates
  • Exclusive amenities
  • Ageless amenities
  • Lifestyle – RanchLife
• Millennials...an opportunity not to miss
  • Research
    • Segmentation study
    • Community design – Esencia 2.3
    • Product design
Sendero & Esencia

286 Units/Gated 55+
Ageless Living at The Ranch

• Like-minded neighbors will come together in a rich tapestry of programs/amenities
• Connected to nature is a way of life
• Remain close to urban and suburban assets
• Wide range of housing types: from single-family to rental, gates to no gates, 55+ exclusive to more age-integrated
• There are options for those who may need care later

And ... all of this can be achieved without detaching completely from the normal pleasures and rhythms of intergenerational community life
Gavilán Lifestyle
The Hilltop Club - Ageless Amenity
Community Governance Model

Lifestyle...Making it Happen

- **Homeowners**
  - Pay monthly assessment
  - Civ. Code 1088.5 Transfer Fee 1/8 of 1% on resales
  - Civ. Code 1368(c)(2)(B) Transfer Fee 1/8 of 1% on first time and 1/4 of 1% on resales

- **Master Maintenance Corporation (Rancho MMC)** 501c4
- **The Reserve Connection** 501c3
- **Community Service Organization (RanchLife)** 501c4

- **TMA**
  - Guaranteed funding from Rancho MMC
  - Funding from other entities earned in return for benefits provided

- **Commercial Owners and Employment Centers**
  - Both within & outside community
SPRING
Canyon Nights
The Canyon House - March 27
Community Garage Sale
April 6
Spring Fling Egg Hunt
El Prado - April 13
Field Festival
Sedona Field - April 28

SUMMER
Movie Night on the Green
Esencia Green - May 11
Summer Concerts
Sedona Field
June 23, July 28 and August 17
Red, White & Blue Bash with Drone Show
The Pavilion - July 3
4th of July Kids & Pets Parade
El Prado - July 4
WestFest
Sedona Field - August 17

WINTER
El Prado in Lights
El Prado - December 1
Menorah Lighting
Ranch House - December 22

RECREATION
- Bocce Clubs
- Chess Club
- Dancing Bares & Hives
- Gavilán Fitness Club
- Gavilán Going to the Movies Club
- Gavilán Movie Club
- Gavilán Mexican Train
- Gavilán Scrabble Club
- Gavilán Volunteers
- Mah Jong Mahjong
- RV Bridge Club
- Ranchers' Balls Race
- Scramble Club
- Social Singles Club

FARMS
FARM STAND
First Saturday of the Month
9:00AM - 1:00PM at Esencia Farm
Many opportunities available like quarterly workshops, Gather & Give, farm open hours and more.

SHUTTLE SERVICE
Saturdays
3:00PM - 9:00PM
3rd Sundays of the month
10:00AM - 5:00PM
Visit RanchRide.net for schedules and more information.

CULTURE
- Alternative Medicine Club
- French Club & Conversation Club
- Gavilán Chess Club
- Gavilán Cinema Club
- Gavilán Learn Library
- Investment Club
- Nanny Investment Club

THE ARTS
- Art Doc Charters
- Gavilán Art Club
- Gavilán Stitches
- Gavilán Studio

COMMUNITY CLUBS
- RV Aerie's Club
- RV Pickleball Club
- Seniors Men's Club
- RV RV Club

GAVILÁN RESIDENT ACTIVITIES
Taco Tuesday
Palomino Bar
Burgers @ The Bar
Palomino Bar
Taco Thursday
Canyon House
Thirsty Thursdays
Palomino Bar

12 All Age Clubs
44 Gavilán Clubs
THE RESERVE
AT RANCHO MISSION VIEJO

- 75% Preserved open space
- 6,721 acres today / 21,000 acres
- Preservation / Monitoring / Management
  - 7 Endangered Species
  - 25 Sensitive Species
- Exclusive resident programs
  - Ramble on the Reserve
  - Trail Mixers
  - Knee-high Naturalists
  - Astronomy night / eclipse
  - Native plant exploration
  - Heritage & History
- Public programs and school field trips
- Webcams
Circulation & Connectivity

- Design Encourges Multi-modal system
  - Walk, hike, bike or NEV
  - Connections link to County hiking/biking trails, parks & State Beach

- RanchRide Shuttle - Internal Service Routes
  - Fixed pick up times & designated shuttle stops
  - Rides to community events / amenities

- RanchRide Shuttle - External Service Routes
  - Geographical boundary of San Juan Capistrano, San Clemente & Dana Point
  - Summer shuttle (connects to beach trolleys)
  - Year round Saturday & Sunday services
  - Holiday shuttle & lights tour
  - SOC event promotion

- 3,000+ riders in 2018

- 2018 Fall Survey
  - 4.8 rating / Driver Courtesy
  - 4.6 rating / on time & reliable
Apartments...

What role do they play?

- Balance the product segmentation
- For RMV are 15% of total product mix
- For RMV – 5% is affordable, 55+/All Age
- Long term ownership – cash flow
- A part of master HOA – pay 3 to 1 rate
- Separate apartment complex amenities
- Community Engagement
  - Access to Master HOA amenities
  - Community website / App
- Location in community is important
Figures are based on approximate square footages. Actual square footages may change in the final development. All buildings and improvements and the uses thereof shown on this plan, are subject to modification at any time at the owner’s discretion without notice.
Village of Sendero

- 655 homes – all age
- 286 homes – 55+ age qualified
- 107 apartment homes – senior low income* (62+ years old)
- 286 apartment homes – all age
Total = 1,334 units

Village of Esencia

- 1,806 homes – market rate
- 731 homes – 55+ age qualified
- 150 apartment homes – all age
- 112 apartment homes – all age / low income *
Total = 2,799
Additional Planned: 90+
apartments – all age

4,133 Total Units
For RMV – 5% low income
Built 219 low income

*30% of the units rented at subsidy rates for those who earn less than half of the median income for OC
Remainder of the units rented to those who earn less than 60% of the median income
New Products...

Expand the “Missing Middle Housing”

- Air gap – Fee simple SFD
- High density – SFD Clusters
- Tiny Homes – Modernize the mobile home park
Product Innovations

What’s working

- SFA, well done – price is right
  - William Lyon, Aurora
    1,582 avg. sf / $462K

- HD-SFD, innovative design, roof decks
  - Warmington, Trellis
    1,717 avg. sf / $653K

- Duplex cluster 55+, innovative design
  - William Lyon, Vireo
    1,687 avg. sf / $633K