



RANCHO MISSION VIEJO®

Approach to Ageless Living

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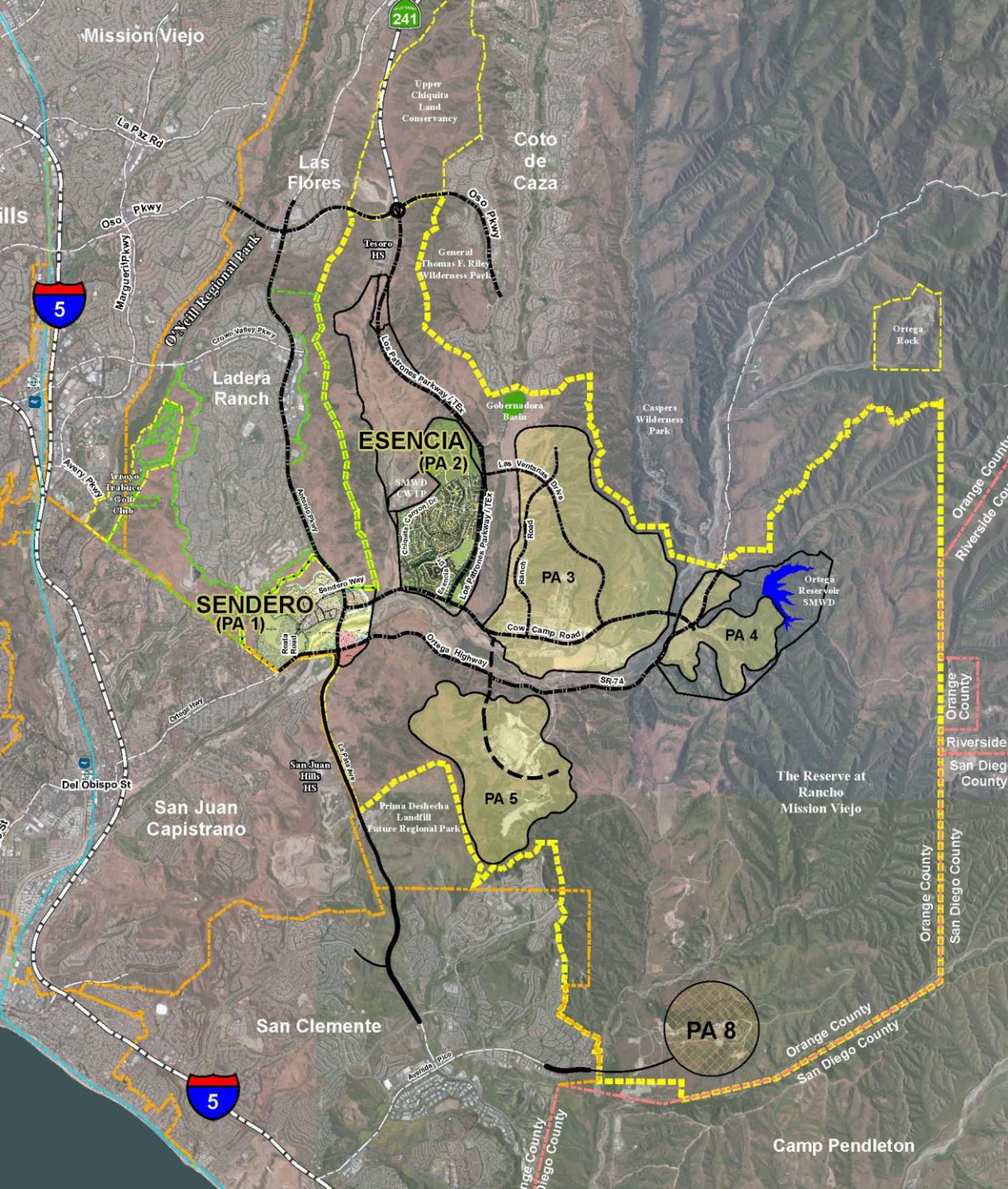
The Ranch

- 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

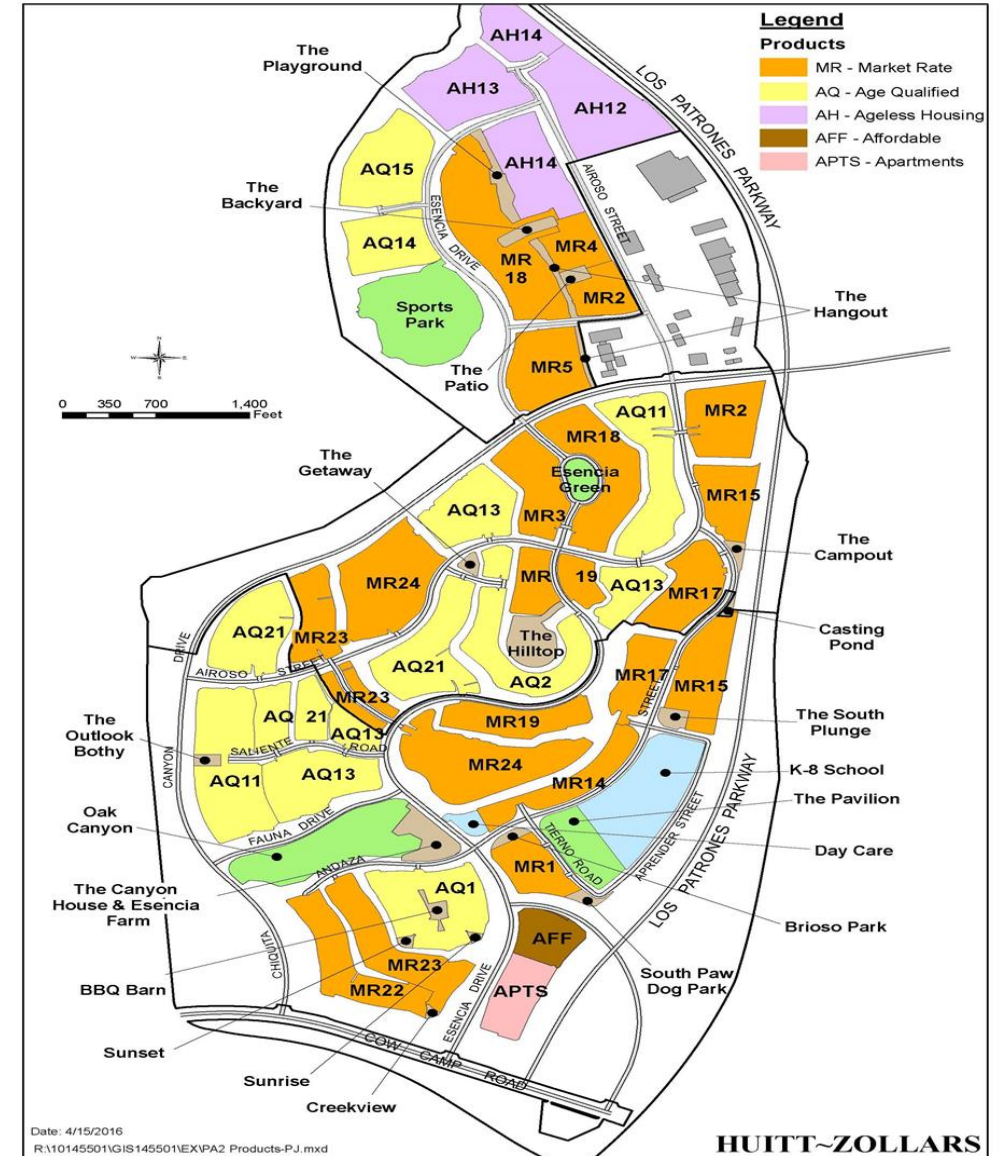
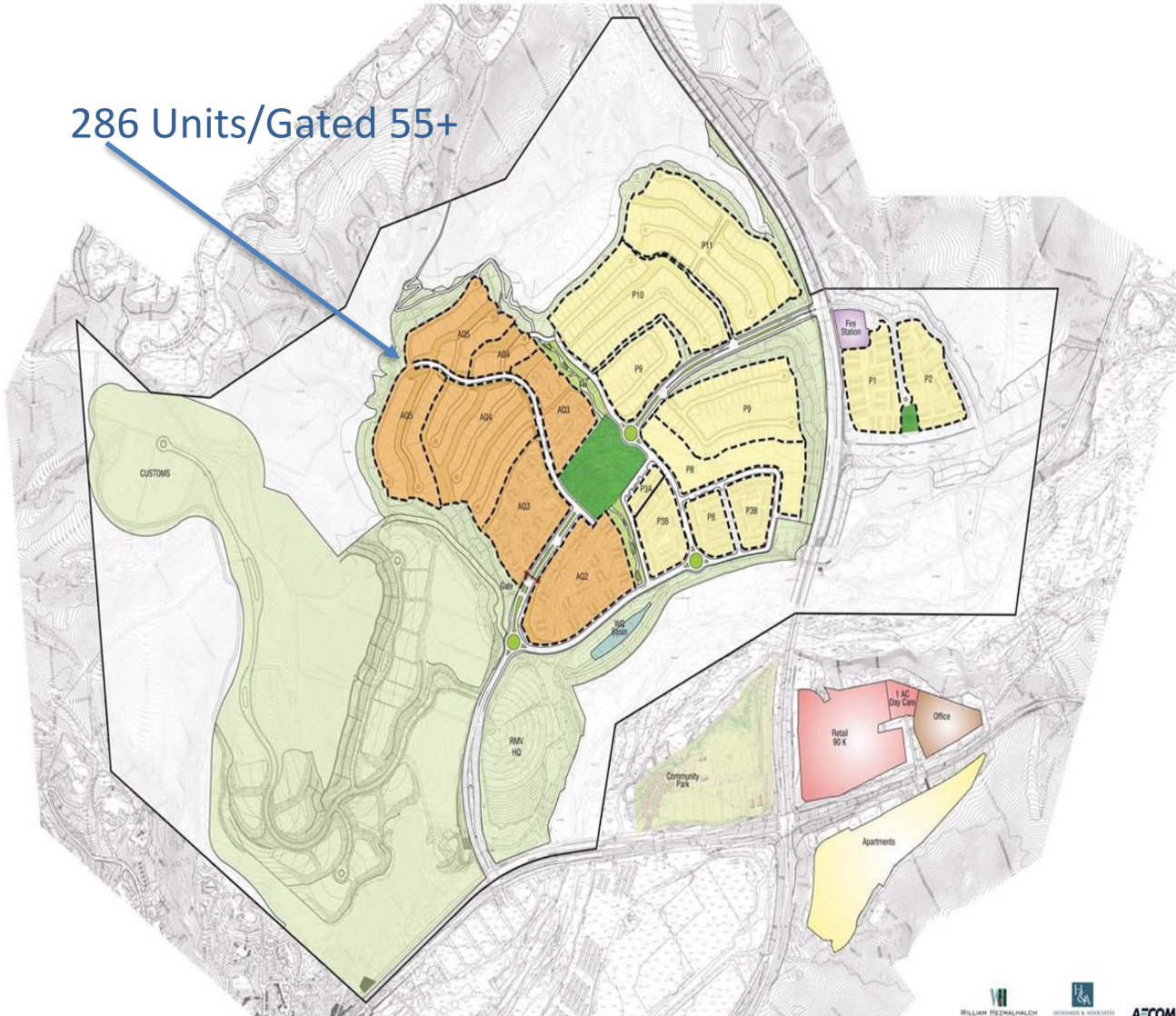
A lifestyle, not a place ...

- 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

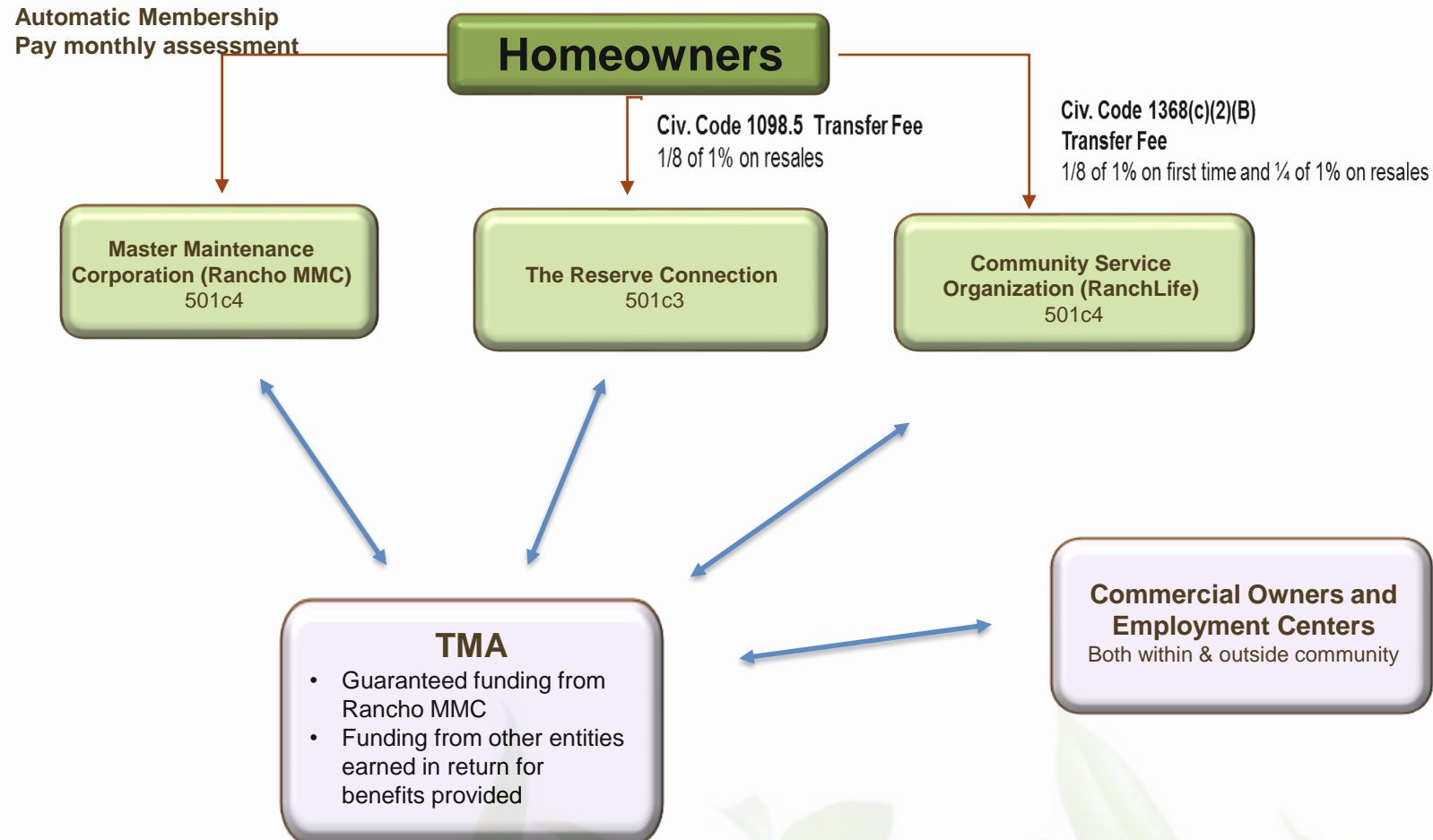


The Hilltop Club - Ageless Amenity



Community Governance Model

Lifestyle...Making it Happen





LIFE ON THE RANCH

2019



SPRING

Canyon Nights

The Canyon House - March 27

Community Garage Sale

April 6

Spring Fling Egg Hunt

El Prado - April 13

Field Festival

Sendero Field - April 28

FALL

Movie Night on the Green

Esencia Green - September 28

Harvest Pumpkin Patch

Esencia Farm - October 19

Turkey Trot on The Ranch

Thanksgiving - November 28

WINTER

El Prado in Lights

El Prado - December 1

Menorah Lighting

Ranch House - December 22

SUMMER

Movie Night on the Green

Esencia Green - May 11

Summer Concerts

Sendero 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

Sendero Field - August 17

Summer SEASON

Memorial Day to Labor Day

May 24 to September 1

The Outpost Tiki Bar

Saturdays & Sundays

The Hilltop Bar

Fridays, Saturdays, Sundays

HILLTOP HANGOUTS

Food Trucks, Music, Cocktails!
First Friday of every month



OPEN DAILY FROM
6:00AM - 2:00PM

Stop by Canyon Coffee to see
what's brewing!



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
3:30PM - 9:30PM

3rd Sundays of the month
10:00AM - 5:00PM

Visit RanchRide.net for schedules
and more information.

GAVILÁN RESIDENT ACTIVITIES

Taco Tuesday
Palomino Bar

Burgers @ The Bar
Palomino Bar

Taco Thursday
Canyon House

Thirsty Thursdays
Palomino Bar



JOIN THE CLUBS!

RECREATION

- . BUNCO BABES
- . CHESS CLUB
- . DANCING DIVAS & DUDES
- . GAVILÁN FITNESS CLUB
- . GAVILÁN GOING TO THE MOVIES CLUB
- . GAVILÁN GOLF CLUB
- . GAVILÁN MEXICAN TRAIN
- . GAVILÁN OUTING CLUB
- . GAVILÁN VOLUNTEERS
- . MAH JONGE MADNESS
- . RMV BRIDGE CLUB
- . RANCHO ROLLERS BOCCE
- . SCRABBLE CLUB
- . SOCIAL SINGLES CLUB



CULTURE

- . ALTERNATIVE MEDICINE CLUB
- . FRENCH FRIENDSHIP & CONVERSATION CLUB
- . GAVILÁN CHAVURAH
- . GAVILÁN LENDING LIBRARY
- . INVESTMENT CLUB
- . RMONEY INVESTMENT CLUB

THE ARTS

- . ART BOX CRAFTERS
- . GAVILÁN ART CLUB
- . GAVILÁN STITCHES
- . GAVILÁN STUDIOS

COMMUNITY CLUBS

- . RMV BABIES CLUB
- . RMV PICKLEBALL CLUB
- . SENDENCIA MOM'S CLUB
- . YOGA AT THE RANCH
- . R.E.A.D. FICTION BOOK CLUB
- . RMV KIDS MOVIE NIGHT

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 Encourages 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





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