Uniquely Rancho Mission Viejo

- The Ranch
- The Reserve
- Integrated all age and age-qualified (55+) homes
- Community Service Organization (RanchLife)
The Ranch Plan

- 23,000 acres
- 75% = The Reserve at Rancho Mission Viejo
- 25% = Residential and mixed use villages
  - 14,000 homes
  - 8,000 All Age homes
  - 6,000 55+ homes
  - Up to five million square feet of non-residential uses
Village of Sendero

941 attached/detached homes

- 286 apartment units
- 286 homes in Gavilán

Amenities

- Sendero Farm
- Ranch House & Hacienda (55+), The Outpost clubs
- The Guest House
- 15-acre Community park
- Neighborhood parks
- Hiking/biking trails
- 10-acre Retail
Village of Esencia
2,800 Units Total

- 1,700 (All Age) / 800 (55+)
- 300 Apartments

1st Phase / 870 total
- 552 (All Age) / 318 (55+)
- Grand Opening - Sept. 2015
- Over 450+ sold to date

2nd Phase / 878 total
- 590 (All Age) / 288 (55+)
- Grand Opening – 9/25/2016

3rd Phase / 752 total
Ranch Amenities

**Sendero**
- Guest House
- Ranch House
- Hacienda
- The Outpost
- Sendero Field
- Sendero Farm
- Gavilán Farm

**Esencia**
- The Canyon House
- Canyon Coffee
- Esencia Farm
- The South Plunge
- The Outlook
- B.B.Q. Barn
- Sunrise Park
- Sunset Park
- Creekview
- The Campout
- The Getaway
- Hilltop Club
- Esencia Green
- The Pavilion
- South Paw Dog Park
- Sports Park (TBD)
Why Agrihood?

Legacy of the Land

“Take care of the land, and the land will take care of you.”
Family Matriarch, Marguerite “Daisy” O’Neill

Grow Food. Grow Community.
Why make Agrihood a part of our land plan?

• Agricultural heritage
• Agrarian lifestyle woven into community fabric
• Resident connections to land – to food – to each other
• Commitment to gardening, eating locally, and being active outdoors
• Social amenity anchor for all ages
• Alternative to “base” amenity package of trails, pools, clubs
• Market Research:
  – At least 70% want local farmers markets and access to fresh produce
  – Up to 50% of 55+ demographic had interest in gardening
What does The Agrihood offer?

- Neighbors collectively grow healthy food, share knowledge, and nurture relationships
- Community Farmers support knowledge base and farm oversight
- Learn how to integrate gardening and fresh food alternatives into daily lifestyle
- “Seed” the concept - Backyard and container gardens
- Workshops that are culinary inspired, basic gardening techniques to sustainable practices
- Showcase “sustainably grown” produce in raised beds, in-ground crops, fruit tree orchards
- Sustainable agriculture: promotes soil building over time, no synthetic applications
- Internship with local college
- Resident Farm Hand volunteer program
Agrihood™ – Growing Deep Roots
The Agrihood™ Program

Farms include some or all of the following:

- In ground row crops
- Raised planter beds
- Fruit Trees
- Perennial Edibles, flowers
- Composting
- Chicken Coop
- Green House
- Children’s play area
- Picnic tables
- Barn: Chiller, sinks, tool shed
Gavilán Farm

Farm Statistics:

1/10 acre
17 raised beds
9 fruit trees
875 sq. ft/in-ground row crops
Shrub 2,370 sq. ft.
Planters 680 sq. ft.
Turf 75 sq ft.
Access control/Gated
Operational: January 2015
Sendero Farm

Farm Statistics:
¾ acre
23 raised beds
21 fruit trees
8,000 sq ft/ in-ground row crops
Access controlled
Construction: $1.2 M
Operational: October 2015
Esencia Farm

**Farm Statistics:**
- ½ acre
- 6 raised beds
- 26 fruit trees
- 6700 sq. ft/in-ground row crops
- No access control
- Construction: $1.35 M
- Operational: September 2015
Agrihood™ Farm Hand Participation

- Traditional Model: Pay a fee and “go it alone”
- Communal Model: Pay a fee and GROW TOGETHER
- Increased variety of produce
- Share the responsibility and reap the benefits
- Participation at all Farms
- Semi-annual growing seasons
Agrihood™ Farm Hand Participation

Requirements:
• $100.00 per household every six months
• 2 hours twice a month; plus 4 hour team project

Benefits:
• U-Pick European style
• Work alongside our Farmers
• Fits the busy modern lifestyle and lock n’ leave active adult
• Orientations
• Quarterly Workshops
• Monthly potluck gathering
• Special Fee based activities
• Farm Stand produce sales
Agrihood™ Farm Facts

• 65 signups and over 110 participants
• 7 chickens at Sendero Farm
• Cool season crops: kale, broccoli, lettuce, cauliflower, herbs, radishes, beans/peas, garlic, onions, leeks
• Cover crops: Amend and build the soil
• Sendero Farm Stand: Open 2x/month

Annual revenue:
• Farm Hand Fee - $13,000
• Farm Stand - $6,000

Operational Costs/HOA: $2 pupm
Program Costs/CSO: $100,000 annually/$2.5 pupm
Delivering Authentic Experiences
ULI Fall Conference 2015

Amenity anchors and diverse experiences lend to areas of: digital connectivity, the food revolution, sustainability (green infrastructure to transportation, water/landscapes, wellness & healthcare, learning / education

• Culture for authentic sense of place
• Ensure connectivity/ social, visual, physical
• Provide amenity anchors
• Create diverse experiences
• Open space adds value
• Celebrate the environment/create connections to nature

The Agrihood embodies all the guiding principles