

Ojai Unified School District Property
414 E. Ojai Avenue, Ojai, CA 93023
Proposal to Develop

A. Introduction:

1. **Developer:** Ted Moore, E.F. Moore & Company, 226 W. Ojai Ave., Suite 101-537, Ojai CA 93023.
2. **Resume:** I have developed over 3 million square feet of shopping centers throughout California over a 40 year career in commercial real estate, and have been a licensed California Real Estate Broker since 1978. My website is www.efmooreco.com, which gives a detailed description of the projects I've developed. Also Co-Founder of Simpliphi Power, Inc., an energy storage company based in Ojai, and Primary Water Resources, LLC, a water sourcing company.

B. Uniqueness and sensitivity of developing this property:

1. The property is not only located in the heart of downtown Ojai, but is the largest undeveloped (or under utilized) commercial property in the Ojai Valley. And because of this, it will be carefully scrutinized by all of the different "voices" and groups in the valley who are rightfully concerned about maintaining Ojai's unique quality of life.
2. The Project will need to be approved by the School Board, the Ojai City Council and most importantly, "approved" or supported by the public at large.

C. OUSD/Project Goals:

1. To turn the property into a long-term income-producing asset for the District to help offset the loss of income from declining enrollment.
2. To provide long-term space for the District Offices and allowing the District time to relocate its bus maintenance yard.
3. To create a Project that works and is supported by all constituents in the Ojai Valley. I would hold town hall meetings to introduce the Project (and get input from) the community and City Council before submitting any applications.

D. Project Description:

1. **Different Project Components:** must provide what the community needs or can support emotionally, practically and economically. Buildings along Ojai Avenue and Montgomery Street would be preserved (with some possible expansions). Importantly, it would be an infill project. Emphasis would be placed on green features for water and energy.
2. **Traffic Mitigation:** The Ojai Valley General Plan does not permit any project that increases traffic by one trip during peak AM and PM hours (commute times) through Casitas Springs. So, any Project must take that into account in its design and components.
3. **Extending the Downtown:** I would "extend" and integrate the Project into the downtown by extending Matilija Avenue and Fox Street (to Aliso) into and through the project by private roadways.
4. **Retain the Central Green space Courtyard:** important feature for the community and apartment residents.
5. **Project Components:**
 - a. **Housing:** 50 to 75 apartments, which would be "Affordable by Design." The trend in apartment design today is smaller unit sizes (thus lower rents). Regarding traffic mitigation, apartment renters will be able to walk to their jobs or shopping (and stay out of their cars) because they are located downtown.

- b. **Office space:** the overall Valley still has limited quality office space, especially in the downtown area. Tenants would be the School District Offices; my company offices (E.F. Moore & Company and Primary Water Resources); financial services, etc.
- c. **Retail:** keep smaller to limit impact on existing retailers in town.
- d. **Skate Board Park:** it's here to stay, so make it a Project feature. Create an outdoor quick-serve eating/seating area behind it so diners could watch the kids performing.
- e. **Chaparral Auditorium:** possibly remain as a community center for the Ojai Valley, but don't know if that is necessary or economically feasible. Good location for a bank or restaurant with adjacent parking.
- f. **No Hotels:** would be opposed in the community and generate more tourist traffic.

E. Business Structure:

1. **Ground Lease:** I'm willing to proceed with developing the Project based on a long-term, unsubordinated ground lease, subject to City approvals. Term would need to be at least 65 years or longer if that can be done.
2. **Financing:** an unsubordinated ground lease limits the different lenders and/or investors for a Project, so getting those in place would be a condition of the project.
3. **Phasing:** I can do the Project in phases to accommodate the District's timetable.