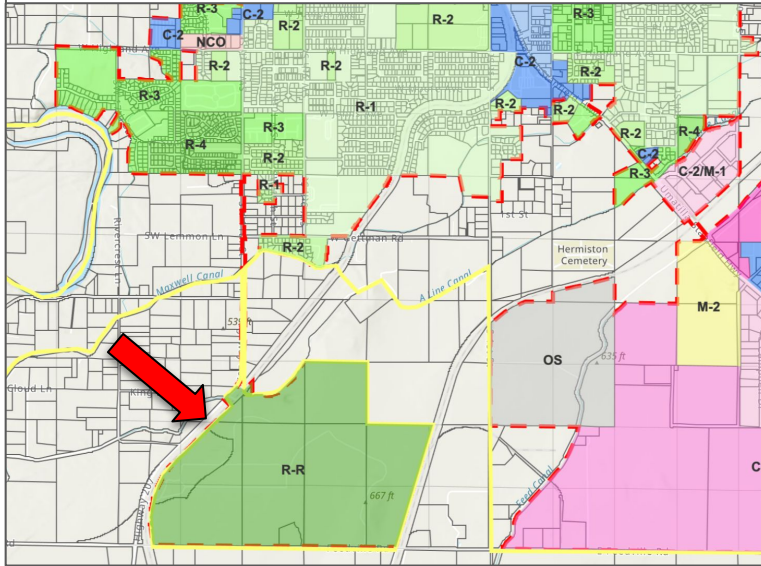


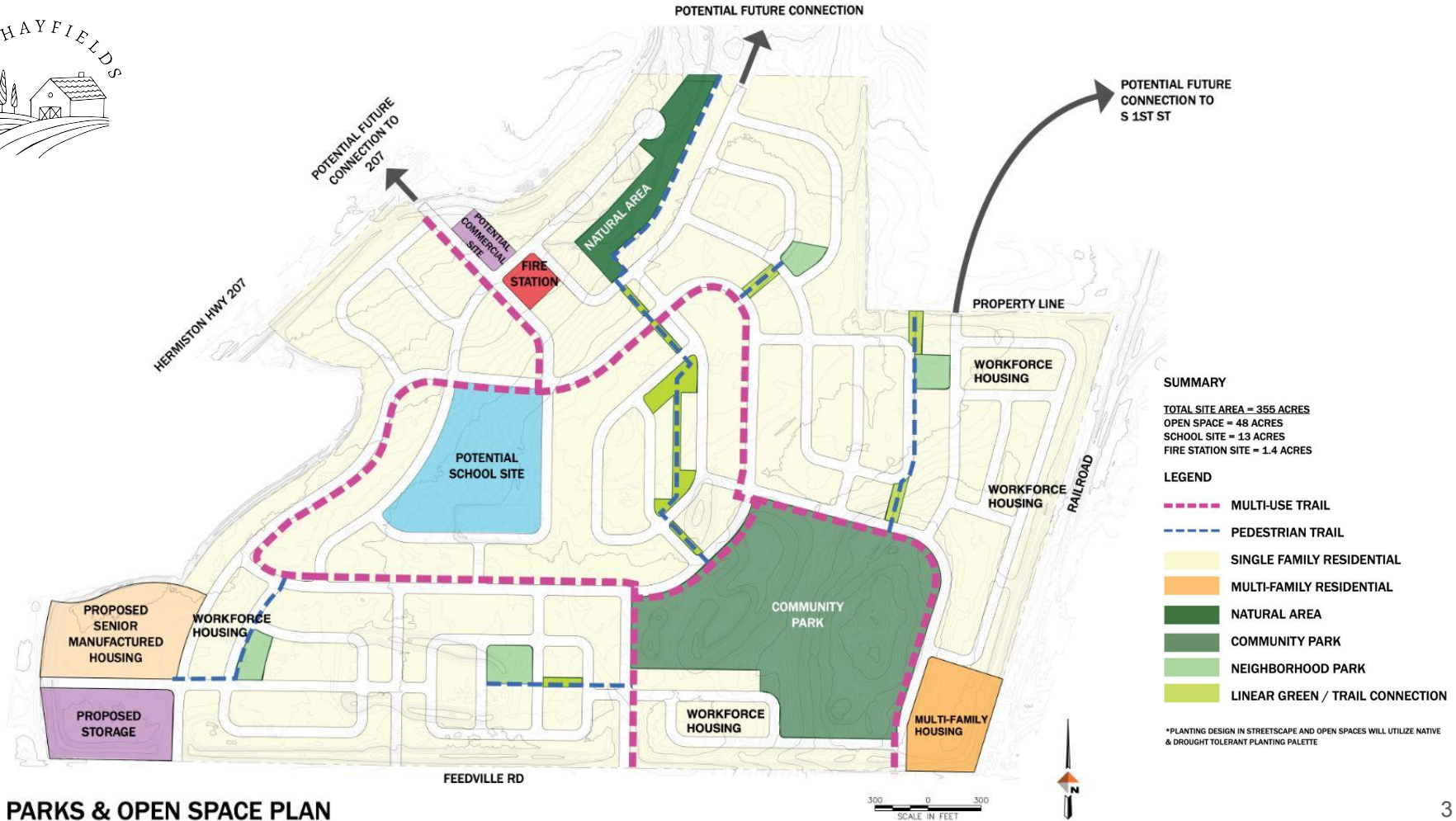




HISTORY



- **Early 2000s:** The land was annexed into the City. The developer had the vision to create a destination golf course community.
- **2008:** The great recession hit. The developer had taken private money loans and those investors ended up with the title to the property.
- **2017:** The landowners attempted to start a new development and bring much needed housing to the City. However, due to the lack of infrastructure and available services, a public/private partnership was imperative.
- **2017-2021:** Over several years, the landowners in conjunction with the City explored several options. After all, there is 353 acres of usable residential land inside the City limits with the opportunity to fill the gaps in the needed Hermiston housing supply.
- **Early 2021:** MonteVista was introduced to the Landowners. Over the course of the year, MVH was able to work with the landowners and the City to unlock the potential value of this usable, but undeveloped land leading to the Master Planned community, The Hayfields.



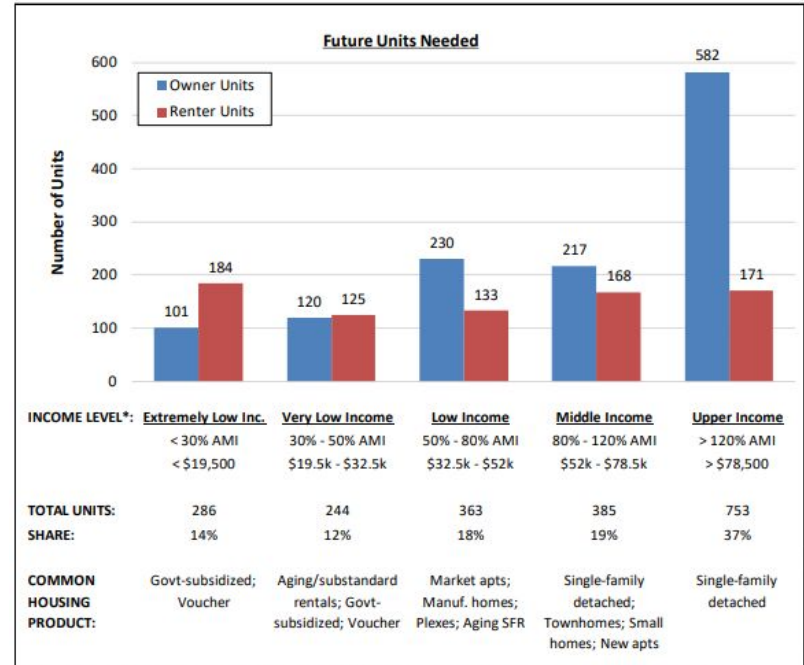
PARKS & OPEN SPACE PLAN



HOUSING SUMMARY

Hayfields		
Housing Counts	# Units	% of Total
Single Family	744	55%
Workforce Single Family	348	26%
Apartments	180	13%
Senior Housing	80	6%
Total	1352	

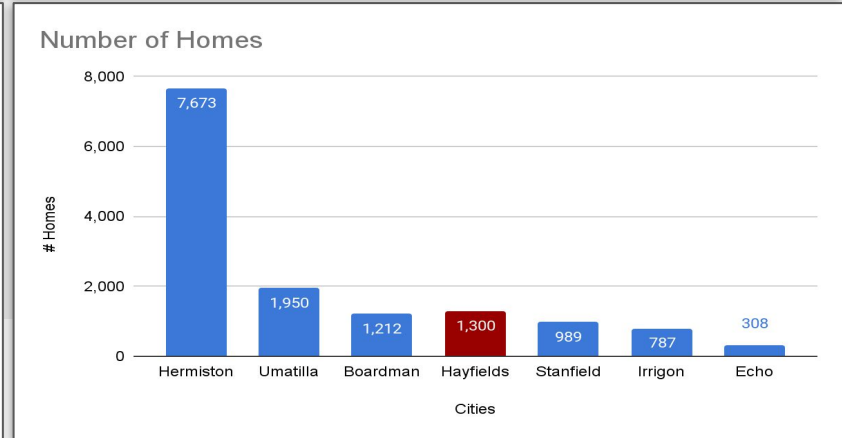
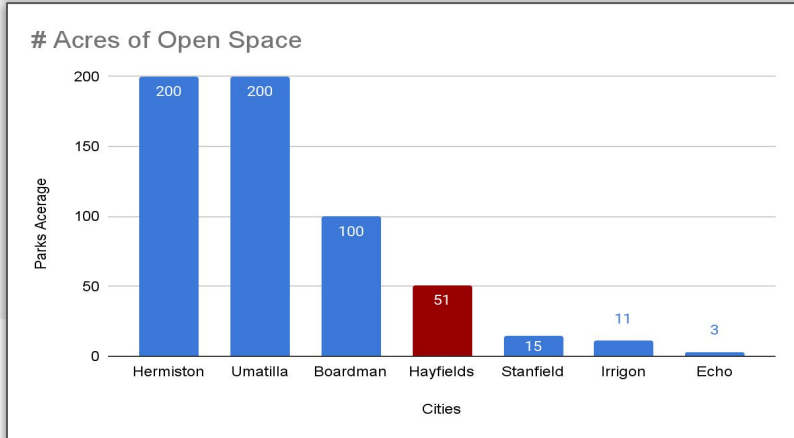
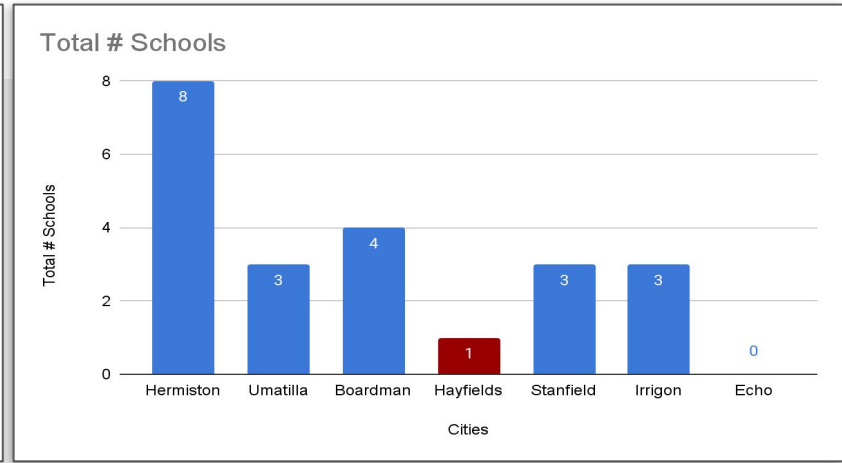
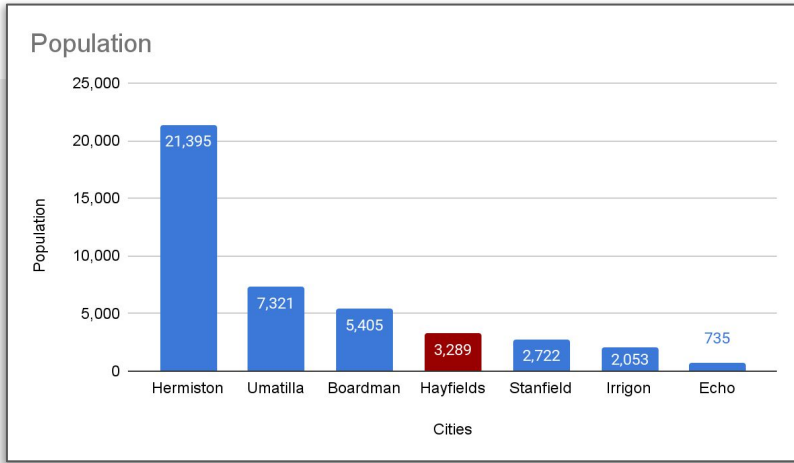
City of Hermiston Housing Capacity Analysis 20-Year Housing Need



* Adjusted to 2020 dollars. The median household income level in 2040 will be inflated from current levels.

Sources: HUD, Census, Envrionics Analytics, JOHNSON ECONOMICS

LOCAL STATISTICS | Comparative Research



MASTER PLANNED COMMUNITY

MPCs are designed to offer the very best in home life, from the design of open spaces and the architectural fit within the city, to environmentally-friendly technology and sophisticated amenities.



Carefully and deliberately developed to offer residents a physical space paired with a lifestyle concept that, taken together, are considered the very best in modern living.

The physical layout is mindful of the environment and makes architectural and urban planning efforts to fit into it. *Not like old neighborhoods where houses popped up here and there with less or no regard for the overall community design.*

Provides wonderful amenities to be enjoyed by the entire neighborhood, (and in this case, the entire city of Hermiston) such as:

- Open Spaces, Parks and Trails
- Regional “Jewelbox” Park
- Gathering Spaces, Commercial and more...



HERMISTON HWY 207

FEEDVILLE ROAD



PARKS & OPEN SPACE PLAN







COMMUNITY PARK - PROGRAM DIAGRAM



PLAY AREA



SKATEPARK / PUMP TRACK



WATER PLAY



PICNIC



EVENT SPACE / AMPHITHEATER



NATURAL AREA / TRAILS



GATHERING AREA / FOOD TRUCKS



SPORTS FIELDS



FOOD TRUCK POD & TAPHOUSE





ECONOMIC AND CITY
GROWTH PLANNING.
BENEFITS OF
THE HAYFIELDS
IN HERMISTON

The Hayfields is designed to generate a cycle of value creation.

- Hundreds of acres of empty, but usable land is acquired, the developer begins Phase 1 and begins to create residential neighborhoods.
- These neighborhoods and City growth create demand for commercial properties.
- Initial amenities make the remaining land more valuable, so the developer opens new phases quicker to build more neighborhoods where the land is now at a higher valuation benefitting the HURA, Hermiston and a faster payoff of borrowed funds.
- The developer with cooperation of the City has the ability to unlock the value of currently undevelopable land.



ECONOMIC AND CITY GROWTH PLANNING.

BENEFITS OF **THE HAYFIELDS** IN HERMISTON

Working in cooperation with Hermiston, The Hayfields will

drive focus on forward-thinking, long-term planning that enhances vital Hermiston City assets, preserves natural resources and provides a framework for future City growth and development.

- Integrating land use and growth management activities in a single, comprehensive approach.
- Open space and developments are thoughtfully placed where most needed and most appropriate.
- Enabling conservation practices and land use development to be planned in harmony, not in opposition.



IF YOU BUILD IT,
THEY WILL ~~COME~~

*Stop Going
to Tri-Cities*

Why homebuyers will choose The Hayfields:

- An incredible amenity is right outside their door.
- Homes at a price everyone can afford!
- Bustling social life is just around the corner.
- Quality controlled homes and neighborhoods.
- Unmistakable sense of community.



ADDITIONAL BENEFITS



- The Hayfields will be a community of neighborhoods, each offering diversity in architecture, interior/exterior home designs and lot sizes.
- The diversity and inclusive atmosphere will provide a welcoming 'perfect house' option for people of all ages, all walks of life and every economic strata – families, elderly, wealthy, middle class and even first-time homebuyers.
- Expands the market of potential buyers, honestly, by offering something for everyone.
- Thoughtful amenities that will attract residents and facilitate gatherings, which will ultimately lead to the neighborhood interactions and friendships that will last a lifetime.
- Provides a 'stop-loss' solution to the leaking of higher income individuals choosing Tri-Cities over Hermiston. It will become a highly desirable place to call home: both The Hayfields *and* Hermiston.



THE TEAM



LAND OWNER

LAND OWNER



OWNER/CEO
Luke Pickerill

Developer/Homebuilder



**URBAN PLANNING
EXPERT**
Read Stapleton

Master Plan Design
Landscaping/Architectural



PRINCIPAL
Jason Mattox

Civil Engineer
Master Plan Design



LAND USE
Jerry Mitchell

Land Use, Planning



LAND USE
Don Howell

Title, Land Use, &
Planning

A GENERATIONAL IMPACT

This is a watershed moment, a turning point, the exact moment that changes the direction of a situation...

...a dividing point from which things will never be the same.

A momentous opportunity to impact the generations of Hermstion Families. This is what gives our children incentive to come home after they graduate college.

That Moment is Now