

August 20<sup>th</sup>, 2015

Mayor Wheeler and Council:

I sincerely appreciate the Council's efforts on the Medford Urban Reserve discussion. The outcome has consequences for future generations and I'm confident the Council will base their decision on the applicable criteria, goals and policies. I trust the process and believe the two areas I'm most tied to, MD-7 and MD-8, address the State of Oregon's Housing and Urbanization Goals (10 & 14) as well as our own Comprehensive Plan's Housing, Transportation, Economic and Urbanization Policies.

I have lived in the Rogue Valley for most of my life including the Southeast Medford area where I lived from 2005 to 2012. I've raised three wonderful children in Medford and each has graduated from the Medford School District system. I have been doing business in Medford for nearly 30 years and continue to maintain an office at 132 West Main Street. I have invested millions of dollars in to the Medford community with concentrated efforts within the downtown core.

Below and attached are examples of my efforts as a builder within the City of Medford and surrounding communities in the Rogue Valley. I understand this is *not applicable* to the subject matter or criteria nor do I believe anyone or any single attribute of an Urban Reserve Area should outweigh the purpose of this monumental planning effort. However, I do want to provide the Council with this background so they are aware that other development companies, small and large, are capable of building houses, neighborhoods and communities that we can all be proud of.

That said, over the last ten years the following is a summary of investments I've made:

- Over \$6,000,000 in the acquisition and rehabilitation of the Acme Building (1 W. 6<sup>th</sup> St), Palm-Neidermeyer Building (132 W. Main St), Consolidated Freight Building (727 N. Central) and Central Fire Hall Building---Medford's first City Hall and Fire Station (44 N. Front St.);
- During the recession I acquired, rehabilitated and resold close to 200 homes, most in blighted or neglected condition with a retail value of over \$10,000,000 with an economic multiplier of over \$50,000,000. Most of these homes were sold to first time home buyers and were located in Medford;
- As part of the Parkside Village development on Lewis and 8<sup>th</sup> Streets, I participated with over \$200,000 and dedicated land for the completion of Lewis Park; a much needed and overdue recreational park in one of Medford most economically depressed neighborhoods;
- Developed Tovar Meadows Subdivision, a small infill development off Beekman and Halverson Streets.

Over the last ten years I have also developed close to 200 lots in the Eagle Point market including Green Moor Estates, Whistling Hollow Subdivision and Barton Hills Estates; pictures of the various housing units are attached.

Most recently I completed The Farms of Jacksonville, a 48 unit infill townhouse project in Jacksonville. Currently I'm in the process of completing Meadowbrook Park at North Mountain, an 82 unit PUD in Ashland with various housing types including detached single family homes, attached townhomes, condominiums and mixed uses buildings (pictures attached). At this time I'm also nearing completion of Ridgeview place, a 12 unit infill townhouse project near the North Mountain and Main Street intersection in Ashland. Finally, my business partners and I are preparing to begin construction of Verde Village, a subdivision consisting of 68 energy conserving townhomes, cottages, and single family residences.

In conclusion, I believe it's fair to say all of our projects share many common elements: They are attractive and socially conscious infill projects that deliver entry level housing. These projects not only proudly represent our vision for MD-7 and MD-8, but also our philosophies on a compact urban form that is significantly more sustainable and livable than the status quo. Finally, I can assure the Council that our conceptual plans for MD-7 and MD-8 are not just pretty pictures, but instead positive conceptual images we intend to strive for throughout the development process.

Sincerely,

A handwritten signature in black ink, appearing to read "Laz Ayala". The signature is fluid and cursive, written in a professional style.

Laz Ayala, Ayala Properties, LLC.



Plum Ridge Townhomes



The Mt. Ashland Building - commercial and enclosed parking at ground level and six condominiums above



Fair Oaks Townhomes



SFR - Patton Lane



Camelot Townhomes



SFR - Overlook Drive

Meadowbrook Park at North Mountain  
Ashland, Oregon  
A Pedestrian Friendly Master Planned Community  
Over 400 residences, offices and mixed-use buildings



The Farms  
Jacksonville, Oregon  
48 Townhome Units  
5 acres (9.6 du/acre)



Downtown Medford  
Medford, Oregon  
Historic Preservation &  
Restoration



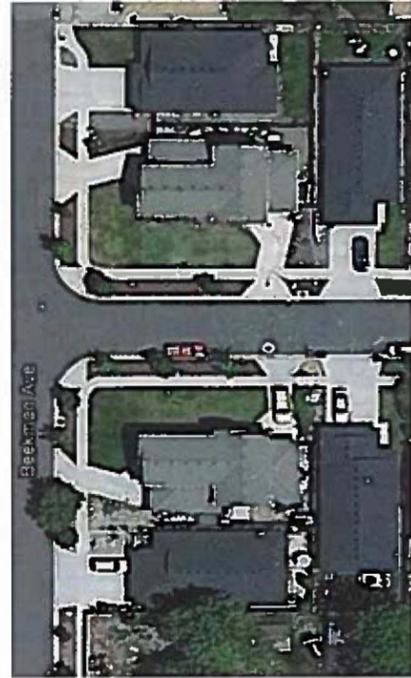


Ridgeview  
Ashland, Oregon  
12 Townhome Units  
.71 acres (14 du/acre)



## Eagle Point

A variety of quality homes suited for a variety of buyers



Tovar Meadows  
Medford, Oregon  
8 units (2 duplex & 4 SFR)  
.78 acres (10 du/acre)

