April 15, 2026

Douglas Spondello
Community Development Director
City of Moorpark
323 Science Drive
Moorpark, CA 93021

Dear Doug,

We here at the High Street Arts Center were elated to hear the Downtown Specific Plan was getting a fresh look since its 1998 adoption. Having helped anchor the western corridor of downtown over the last 21 years, we here at HSAC are excited at all of the new growth happening around us and what the future holds. With the comment period coming to a close, we wanted to impress upon you and the committee our perspectives and aspirations to assist in your efforts to revitalize downtown as a destination, now and into the future.

Background
Included with this letter is the front page of The Moorpark Enterprise newspaper from June 26th, 1930, announcing the start of construction for the city's new motion picture house; the first in the county purpose-built for sound. Situated with Los Angeles to its east, and Ventura to its west, Moorpark has always struggled to attract outside investment. After trying to secure outside interest for months to no avail, prominent members of the community brought it upon themselves - 8 months into the Great Depression - to build their own theatre. The land was given on a 10-year lease free of charge, architectural plans were designed and drawn free of charge, and the materials and construction were donated at cost. The only reason Moorpark has a theatre today is because the right people at the right time decided to bet on the place they called home.

For the next 75 years, the movie palace at 45 East High Street saw many iterations, including a house of worship and radio station, a concert venue, dentist's office, the much-beloved Moorpark Melodrama, it even housed the Moorpark Library for a little over five years. To prevent the theater from returning to use as a church in 2005, the building was acquired by the Moorpark Redevelopment Agency and subsequently turned over to the Moorpark Foundation for the Arts (MFA) for operational control in 2013.

While it has had many incarnations, its past 17 years as a nonprofit community theater have enshrined a legacy arguably as bright as any of its past brilliance. With emphasis on quality, community, entertainment, and growth throughout its programs, The High Street Arts Center has cemented itself as a keystone member of the downtown Moorpark community. Withstanding some of the most trying times in modern live entertainment, HSAC has unwaveringly provided the citizens of Moorpark a gathering place for the arts with the guiding principle of bringing people together. By continually providing regional theater quality performances to our patrons and a thriving youth theater program for our community, HSAC has continued to see growth over its operational history when many of our peers around the county have contracted in size or disappeared entirely. As proud as we are for how far we have come, we are even more excited for what the future has in store. Our organization is poised to take a bold step once only dreamt about; not only for ourselves, but for High Street, Moorpark, and its residents.

Present Challenges

As ready as we are for the future, the same cannot presently be said for our beloved 96-year-old theatre. With mortar crumbling from the brick walls at the slightest touch - daylight being visible through the gaps between bricks - there are more than a few maintenance issues befitting a near-century old two-story brick building built in a liquefaction zone. While many of the necessary preservation projects are in some stage of assessment, organizational growth is necessary merely to maintain our landmark for future generations. Paradoxically, the building we have only ever known as home is also our largest impediment to growth.

With a seating capacity of 288 people, our venue is too small to attract touring groups and notable performers. Its lack of proper backstage access for vehicles also makes it logistically inaccessible for crews to efficiently load and unload gear from their trucks. At the same time, our in-house season of musicals sees annual ticket sales average above 85% and individual performances sell out with regularity. While we take immense pride in its success, its demands severely limit schedule flexibility with our stage. As a result, we have to turn away many requests for rentals, filming opportunities, and community events, in addition to our own ambitions to diversify our entertainment offerings. While we are currently undergoing the arduous process of renovating our theater with brand new seating, there is no possibility of increasing the capacity within the existing property at 45 East High Street.

In the same conversation, as instrumental as our neighboring properties at 33 and 61 East High Street have been to us, we are equally experiencing growing pains there as well. Our youth summer theater camp has grown from a single group of less than 20 students in 2010, to last summer where we had over 100 students split between five different groups (GP OSPR-2.5). Spots for last year's summer camp sold out in less than a week after going on sale, with many more inquisitive pupils unfortunately having to be turned away. We simply lack the adequate space to continue the growth of our program without sacrificing the quality it has become known for.

While we've had myriad proposals over the years for renovations or capital projects to reinvigorate the spaces we have, each and every one has failed to clear the same two hurdles. The first hurdle is how it will pay for itself. Any attempt to reconfigure our support buildings - whether it be for additional rehearsal or performance space, or merely as proper support facilities for a theatrical space - would involve massive financial investments, in addition to altering the function and makeup of those properties. While we have many requests for stage space we unfortunately have to turn down, the number and style of those events don't justify the expenditures necessary to undertake the necessary endeavors. The second impassable hurdle for us to overcome has been one we have had little control over, our location. While not for a lack of citizen want, HSAC is the only live entertainment venue in the city. Until the welcome addition of Lucky Strike Bowling in 2023, we were the only consistent place for entertainment at all. Without a reason for outside forces to invest, the sums necessary for capital asset renovation simply do not exist in their current state.

Comments on the DTSP as is

As one of the constant presences in the Western Corridor of High Street the last three decades - and many more ahead of us - we had some comments on the Downtown Specific Plan as it is currently presented. These comments can be narrowed into two categories: parking, and the Civic Center Master Plan site.

First, parking. In a recent survey of our patrons with over 700 respondents, one of the largest requests we heard was for more parking; a request our front-of-house staff are all too familiar with in person. While this data may come as a contradiction to the belief of the committee regarding downtown parking, we may be able to elucidate the dichotomy. We are of the opinion that the 2019 parking survey being relied upon for this determination is not only outdated, but is being incorrectly applied to make this determination, and used what we believe to be flawed methodology from the outset to make its conclusions.

Most importantly, we are talking about a seven-year-old study (conducted before the pandemic) being used to estimate downtown's parking needs over the next 24 years. Downtown's needs and priorities have shifted since 2019, our thoughts on parking should too. Next, the study was commissioned in conjunction with the Depot Project for a specific purpose: to determine the state of downtown parking prior to the Depot Project's construction. The findings of that study approved the project and subsequently eliminated the largest parking lot on High Street's western edge. It can no longer address the factors affecting parking on High Street, as those factors have demonstrably changed as a result of this exact study, making it obsolete moving forward. Finally, the method with which it counted parking was flawed from the outset. Counting Charles Street as available on-street parking for downtown was disingenuous to the homeowners and residents it would impact. We have always wanted to respect our residential neighbors downtown and would hope future tenants would as well. While we are encouraged by seeing the proposed permit parking zone in residential areas on the DTSP, it nevertheless highlights the lack of parking spaces. Compounded onto this - and potentially more worrisome - each existing off-street lot touching High Street has a future designation to be transformed into something else, or to have dual use if the post office lot brings back a Sunday farmer's market. As excited as we are for the growth and to move away from the concept of surface lots, to do so without a plan to replace them in some fashion concerns us on behalf of our patrons and the future patrons of a revitalized *downtown* (GP LU-13.3).

While the Northern Metrolink lots are already too far for most of our patrons to consider as parking for our establishment - many who dine at M On High down the street will drive to us after dinner rather than walk - the DTSP indicates both the East and West lots as well as the Kahoots lot as being designated for future potential projects rather than off-street parking, leaving only the South Metrolink lot to act as the main parking lot for a future High Street. We believe this is inviting an unnecessary liability onto the city when someone inevitably injures themselves walking over the train platform. At present, our elderly patrons and those in heels are disinclined to park in the old City Hall lot based on distance and elevation, let alone any of the Metrolink lots.

High Street today is regularly inundated during evening rush hour with a solid line of cars waiting to turn left onto Moorpark Ave. all the way back to the fire station, where cars routinely block the station's entrance. Introducing more than 300 new residential units this year in addition to increased retail is a recipe for more sustained traffic headaches and air pollution exacerbated by a lack of adequate off-street parking if the trajectory remains unaltered.

Next, the Civic Center Master Plan Site. Moorpark citizens responded rather emphatically to reject large chain retailers littering the storefronts of High Street, hoping to attract small businesses and local

entrepreneurs instead. However, the enterprises sought by Moorpark residents are the same ones reluctant to take chances on unproven corridors with high rental costs. As many of these business owners are already undertaking considerable risks opening a new store or location, adding unnecessary probabilities seems foolhardy. Our new city library along West High Street will be a welcome addition to our citizens as well as a good step toward transforming downtown. But if hours of operation are similar to the current library, the deserted nature of evenings and weekend afternoons will be perpetuated along the Western Corridor. As excited as we are about its arrival, it will not alone be able to transform this side of High Street into the lively environment envisioned by the DTSP and, by extension, will not be able to attract the private business and commercial interests necessary to fully complete its revitalization. When looked at in the context of neighboring the post office, these concerns are only compounded as they employ similar hours of operation. These points are not intended to undercut the necessity of a new library, or the benefits it will provide the community. Rather, the incongruity of hoping a city utility will spur economic growth is an unrealistic expectation of a library. Our concern is the city not going further with its intentions for the remaining parcels within the Master Plan site.

The announcement of City Hall staying at its new home presents the natural question of what becomes of the space originally designated to mirror the library, as well as old City Hall and the rest of the master plan site. Without City Hall, the site lacks the hallmarks a civic center usually provides: a gathering place. Furthermore - while not required for civic centers - with no plan for entertainment, retail, or dining in the vicinity, the master plan essentially condemns this area to operate as a ghost town in the evenings and on weekends similar to Poindexter industrial park. Perhaps unintentionally, the DTSP in its current form creates a downtown void in the form of scattered greenery and leftover surface lots masquerading as intentional planning, fragmenting the western corridor rather than unifying it.

Even when subtracting the land allocated to the new library, the portion of the master plan north of the railroad tracks accounts for roughly 12 acres of land right at the heart of downtown Moorpark; we believe they are the 12 most important acres in the city. If planned and managed correctly, we assert this parcel of land is the key to revolutionizing downtown, brushing off Moorpark's reputation as a bedroom community and cementing it as a place you need to come and see for yourself.

Proposed Amendments

Below are a few considerations we have come up with to help strengthen the downtown specific plan in its objective to implement the goals and policies of the 2050 General Plan.

1. Designate High Street as, "No Through Traffic". The rush hour traffic currently plaguing High Street adds no economic benefit to the street (no one is pulling over to stop at the creamery because the left-hand light two blocks up is slow). Rather, it detracts from the enjoyment of the street and makes parking more of a hassle. Designating the street for "No Through Traffic" will help alleviate this issue by forcing navigation applications to route drivers north on Spring Road to make their left onto Moorpark Ave rather than west on High Street. It will still route end destinations on High Street to use it, so businesses would not see an impact on their stores. While it obviously will not stop everyone from continuing to turn down High Street (especially locals and those accustomed to it by now) it will have a tangible effect in reducing congestion, particularly when it comes to commercial vehicle traffic.

2. Designate the two parcels of the Civic Center District (DTSP 6.4.8) south of the railroad tracks for a museum *in conjunction with the above proposals*. Moorpark and the greater Rancho Simi area we have been a part of since the time of the conquistadores is filled with a rich history. The unique shale deposits found at Happy Camp gave researchers a way to uncover forgotten Chumash trading routes and the extent of their regional influence. During the Mexican American War, the California Brigade led by Lieutenant Frémont spent the night in the area, before continuing to capture Los Angeles and signing the Treaty of Cahuenga, effectively ending the war. The townspeople named the town Freemont Ville in his honor, before officially becoming Moorpark in 1905. Santa Susanna Field Laboratory (warts and all) field tested every single rocket engine made in the U.S. from the end of WWII until Desert Storm, making it and our county a pivotal part of the space program. When the Saint Francis Dam broke in the middle of the night, destroying much of Somis and nearly destroying the town of Bardsdale off the map - the second deadliest natural disaster in California's history - the citizenry of Moorpark sprang into action, rescuing neighbors clinging to trees, retrieving the deceased and bringing them into their businesses along High Street for family members to identify loved ones, and taking shifts to guard the disaster zone from looters. As fascinating as each of these stories are, most in Moorpark have never heard them before. There are countless stories of triumph, sacrifice, courage and intrigue just waiting to be retold, but without a place to learn about our history, these stories risk being forgotten.

3. Designate the remaining parcels of the Civic Center District (DTSP 6.4.8) north of the railroad tracks for a regional Civic Center/theatre and parking structure (GP ED-5.2). A state-of-the-art regional theatre represents the brightest opportunity to revitalize downtown as the anchor tenant of a lively new arts district (GP ED-5.3). The live event industry has changed drastically since the pandemic. Outside of the largest concerts of the summer billed as "can't miss" opportunities, people are no longer as willing to be packed into venues like sardines. Research indicates audiences still crave live entertainment but are turned off by the near-extortive prices and commercialized experiences many have become familiar with. Patrons are willing to pay more for bespoke experiences evoking a more intimate or personalized encounter. This research is born out in real world examples, dozens of smaller music venues (99-450 seats) across the greater L.A. area - venues that lived on the margins and depended on full houses to cover costs - have shuttered since 2019. In preparation for the 2025 Super Bowl, the Superdome in New Orleans removed roughly 4,300 seats from its stadium in favor of reducing congestion in the concourses, expanding their range of fan amenities, and offering new premium seating options. Locally, the 1,800 seat Kavli Theatre at the T.O. Civic Arts Plaza has thankfully not seen a reduction in attendance lately, but they have seen fewer and fewer local bookings. Speaking of local groups needing a professional performance space - some of whom have been tenants at the Kavli for years - are finding the large seating capacity (and associated rental fees) more of a burden than an asset.

The Case for a New Regional Theater

We believe a regional theater of medium size (800 - 999 seats) purpose-built for the enjoyment of patrons and performers alike, will create the type of environment people yearn for when attending live performances (GP LU-9.7). Crucially, this size and style of performance space is one with no parallel in our county. As such, it would not be competing against the Thousand Oaks Civic Arts Plaza, or the smaller single-story venues in Ventura and Oxnard for bookings, patrons, or donors. Instead, it would be servicing a current void in our entertainment scene, bringing exciting and unique entertainment opportunities to Moorpark and the county (GP ED-5.4). An appropriately sized and built regional theatre

could host touring acts, concerts, notable lectures, stand-up performances, and local performing groups looking for a space appropriately sized for their audiences (GP OSPR-I12). In addition, a new theatre would allow for the continued growth in our city's arts sector with new support facilities and expanded community programs currently hamstrung by a lack of adequate space. Furthermore, a new stage would give our critically acclaimed theatrical season the space and resources necessary for its continued growth, freeing up the stage at 45 E. High Street to explore artistic and performative endeavors it currently cannot (book plays, staged readings of new works, theatrical film releases, rental opportunities, community events, etc.) (GP OSPR-2.1). Most importantly, there is a will of the citizens themselves for a new performance venue. 62% or respondents to the city's Arts Master Plan said a new or bigger High Street Arts Center was, "Very Important" to meet the needs of residents and visitors of our City.

As previously mentioned, regional theatres require ancillary space, not only for artists and staff, but for patrons as well. Live event venues excelling in today's environment treat patrons to an experience the moment they arrive, not just when the performance starts. Designing lobbies and lounges with the same reverence and intent given to performance spaces will transform these areas into irresistible places, making guests near- reluctant to leave and watch the show they bought tickets for. The care and thoughtfulness of these designs will not only draw in patrons wishing merely to experience our theatre, but it will also have the dual benefit of making these spaces coveted banquet rooms for rent when not in theatrical use. In the same conversation, most thriving arts centers have spaces capable of handling capacities like that of their theatres, such as being able to host cocktail events and galas prior to performances, or receptions afterward. Capping a regional theatre with an event space on property able to hold up to 1000 people would give Moorpark the best performance and event venue between Los Angeles and San Francisco and cement the Downtown Western Corridor as the arts and entertainment district of Moorpark (GP LU-4.2). An event space would also give us the propensity to break into the convention space market, adding yet another potential source of revenue, in addition to giving the city of Moorpark a gathering place for city and community events (GP LU-3.8).

When people come to our theatre, they usually patronize beyond our doors. Many will dine at a local establishment before a performance, with others heading to Lucky Fool's Pub or Lucky Strike afterwards. Our organization was estimated to have a $3 Million economic impact on the city; we have only grown in the 8 years since then. Contributing to the entertainment offerings our city can bring in is one of the surest ways to develop a prosperous downtown.

A new regional theatre would also signal sustainable confidence in the area for current business owners and prospective commercial interests. Developers of the Depot Project have stated time and again without the theatre, they would not have gone forward with their project. Its presence as a communal gathering place gave them faith in their own project moving forward. With the city expressing its confidence in downtown (and confidence in the city itself) through this project, Moorpark may finally find itself unlocking many of the commercial and economic possibilities long dreamt of (GP ED-5).

While loans or bond measures would be inevitable with a project of this size and scale, one of the methods to offset costs could be to follow a model similar to how the city of Thousand Oaks paid down a part of the Civic Arts Plaza's construction costs. They sold nearby parcels to Holiday Inn (now a Best Western) to construct a hotel on the confidence of what the arts plaza would transform the area into, allowing both projects to move forward when one would not have on its own.

A theatre of this size would undoubtedly require additional parking in the area to accommodate patrons. Crucially, this necessity aligns with many goals and policies when it comes to addressing parking downtown (GP LU-15.7). A semi-subterranean parking structure of at least 400 spaces would not only satisfy our needs but would satisfy localized parking necessities and improve downtown aesthetics by eliminating the need for on-street parking or nearby surface lots and would aesthetically disguise the nature of the structure (GP OSPR-4.2)
(GP LU-15.5D) (GP LU-19.9). Additional measures can be taken to alter its appearance such as capping the top level with a green roof (potentially a beer garden as well) as opposed to more parking (GP LU-7.1). Beyond the improved aesthetics when compared with rooftop parking, green roofs counteract the heat-island effect and help reduce localized temperatures, while simultaneously capturing rainwater to mitigate drought and reduce street flooding during storms (GP LU-8.6) (GP LU-19.5). Green roofs are also a perfect opportunity to plant native species, acting as a semi-protected habitat for insects and birds (GP LU-8.7).

Beyond general event parking, a structure would provide the opportunity for us - and other commercial partners along the corridor - to explore VIP parking opportunities as additional offerings to our patrons. Likewise, its daily use for patronizing businesses on high street can act as revenue streams to pay for maintenance costs. A structure of this size would also invite the opportunity to add secure bicycle parking and personal storage lockers to encourage transportation alternatives without sacrificing security (GP LU-9.4). Other opportunities to pay for itself exist in a model similar to the Arts In Public Places Fund, where new commercial construction in the area can utilize these spaces as their own - eliminating the need for new ones in their architectural plans - allowing them to boost their respective FAR limitations. In return, a (yet to be determined) percentage of the project's construction would go toward paying off the civic center project (GP CI-7.3).

To fully envision a regional theater for Moorpark, certain building restrictions currently in place would need to be removed, as they were never written with a new entertainment venue in mind. As live theaters require additional height when compared to other structures - to compensate for the necessity of a fly loft - a structure of this size is the perfect opportunity to punctuate downtown with a landmark for the arts, and a gateway to downtown. Incidentally, the theatre could explore supporting cell towers on its roof for further revenue opportunities (DTSP 5.1.3). In addition to combining the remaining Civic Center District parcels north of the railroad into one, the district would need to have exemptions ready for existing FAR, floor, and height restrictions for a performing arts center and parking garage, provided certain design criteria are met:

- Regional Performing Arts Center Requirements
    - 800 - 999 Seats
    - Event Space for 1000 people
    - Rehearsal and office space
    - Three viewing levels (orchestra, private boxes, balcony)
    - Bespoke lounges and lobbies on each level (also rentable as individual spaces)
    - 2-3 semi-truck ports and associated support facilities to accommodate touring performances
- Parking Garage Requirements:
    - Shall be at least semi-subterranean

- Shall be designed to complement surrounding architecture and downtown, not appear as merely a parking structure
- Minimum of 400 parking spaces
- Minimum of 20 EV charging stations
- Secure storage for up to 100 bicycles
- 30 day-lockers for temporary but secure personal storage
- Top level shall be topped with a green roof or park (may include beer garden)

- Design Requirements
  - Shall make the new library's location and design look intentional within the civic center complex
  - Shall incorporate open public plazas wherever possible, so as to allow walkable outdoor access during off hours (GP LU-9.2)

We here at the High Street Arts Center have been overjoyed seeing High Street come back to life and are ecstatic at the prospects for its future. We believe these proposals will not only set the city up to achieve the goals and proposals set forth in the General Plan, but it will also propel Moorpark forward as a beacon of arts and entertainment for decades to come. We hope you feel the same. Thank you for taking the time out of your day to go over our proposal and please reach out if you have any questions or would like to discuss it further with us.

Respectfully,

David Pollock, President
Moorpark Foundation for the Arts

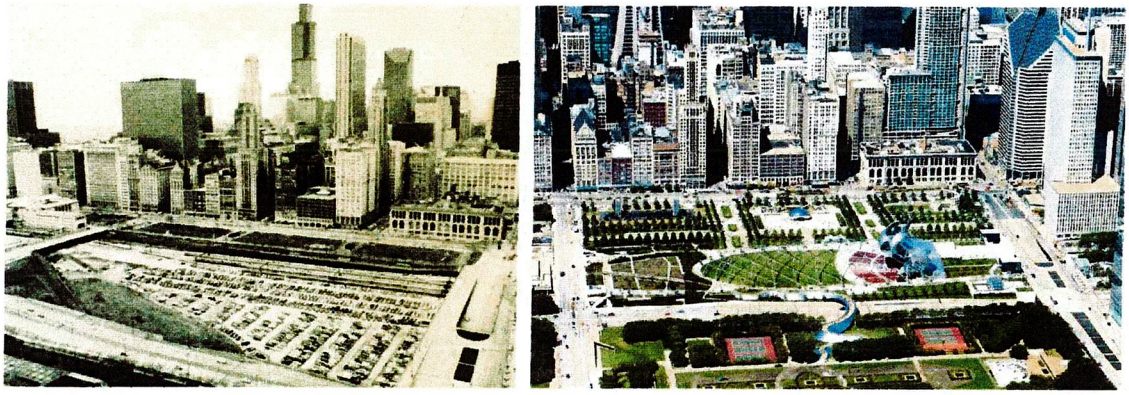
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Attachment: Case Studies

Relevant Case Studies

Millenium Park - Chicago, 1996

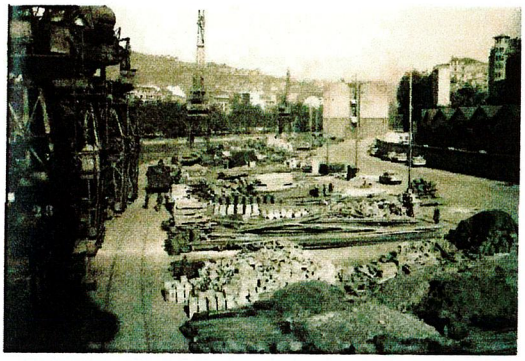
For decades, the northwest corner of Grant Park was a lifeless mix of rail lines and surface parking lots. Not just underused, a missed opportunity. In 1996, the City of Chicago filed a lawsuit against the Illinois Central Railroad to regain control of the land. The successful legal effort cleared the way for the development of what would become Millennium Park. In 1998, the Millennium Park Foundation was established as a nonprofit partner to steward and enhance the Park. With its support, and through a landmark public-private partnership, the rail yard and parking lot were transformed into a 24.5-acre civic treasure featuring the 10,000 seat Pritzker Amphitheatre and the world famous "Bean" sculpture (Cloud Gate by Anish Kapoor) and a six-level parking garage beneath it with over 2,100 spaces.

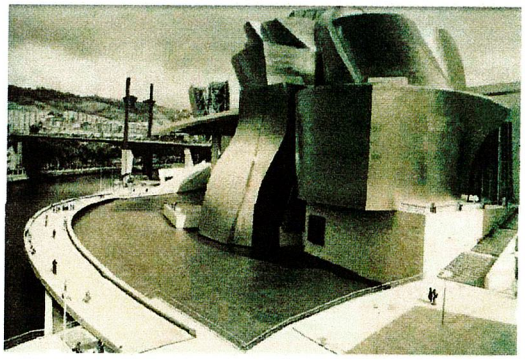


Guggenheim Museum Bilbao - Bilbao, Spain,

In 1991, the Basque Government partnered with Solomon R. Guggenheim Foundation to construct a museum in Bilbao's decrepit port area. Once the city's main source of income, the industrial wharf along the Nervión river had been a ghost town for years, representing recovery of the banks of the river for the city, redeveloping them for culture and leisure. The museum was opened as part of a revitalization effort for the city of Bilbao, and its impact on the city quarter became known as the "Bilbao effect". Almost immediately after its opening, the Guggenheim Bilbao became a popular tourist attraction, drawing visitors from around the globe.[15] In its first three years, almost 4 million tourists visited the museum, helping to generate about €500 million in economic activity. The regional council estimated that the money visitors spent on hotels, restaurants, shops and transport allowed it to collect €100 million in taxes, which more than paid for the building cost.

The Guggenheim Museum in Bilbao Spain. Before and After





Thousand Oaks Civic Arts Plaza - Thousand Oaks, 1994

For nearly the entirety of the 1980s, the overarching goals of the Thousand Oaks City Council was "to make this a complete city where you could live and work and play without leaving the city". After a decade of political and financial hurdles, the city finally moved forward with the project, betting on its existence to revolutionize the T.O. Boulevard Redevelopment District. Within 5 years, Pepperdine University researchers found the arts plaza had indirectly contributed roughly $20 million annually to the local economy, drawing perhaps 1% of the city's annual sales tax revenue.

DEVOTED TO THE BEST INTERETS OF MOORPARK, SIMI, AND SANTA SUSANA AND THE FERTILE LANDS CONTIGUOUS THERETO

THE MOORPARK SIMI VALLEY NEWSPAPER ENTERPRISE

Successful Men Do Not Believe in "Hard Times"

Vol. 18. No. 45 | Moorpark, Ventura County, California, June 26, 1930. | $2.00 Per Year

Moorpark to Have Modern Theatre

Local Enterprise Results in Assurance of Fine Theatre Here

Construction to be Started July First - - - To Be Finished in September - - - Finest Community Spirit Shown by Sponsors - - - Local Men Secure Contract For Building

Work was begun Monday morning by workmen in wrecking the former theater building owned by Roy Hoffelt on High Street, and the lunch counter occupied by Miss Ione Livingston. This work is being done to clear the ground for a fine modern theater to be erected on the site.

This news is exceedingly pleasant to the residents not only of Moorpark, but of the entire Simi Valley and tributary territory, as it means that people can get the finest of entertainment here at home, and altogether will add greatly to the inducement for people to come to Moorpark to trade, and see the latest and best in pictures at the same time.

The movement for a theater here which would be modern in every respect has been under way for a long time, but it was only last Thursday that the papers were signed and the proposed theater became an assured fact.

The new Moorpark theater will represent an investment of $25,000, this price being exceedingly low, as in ordinary times it would have cost about 40 per cent more.



Cement Plant For Moorpark

Will Manufacture Irrigationh Pipe and Give Employment to Many Men

Moorpark is to be the home of a new industry in the near future, which will give employment to quite a number of men. The Moorpark Cement Pipe Construction Company has been organized with Tom Rafferty, a well known and prominent man of Santa Paula as president.

The manager is to be Chas. F. Hunt, recently with the Santa Paula Pipe Works, who has been engaged in this work for eleven years.

The new firm will manufacture irrigation pipe for which there is a constantly increasing demand in this rich territory, and we understand they will have orders in plenty to keep the plant running constantly.

To Be Located on S. P. Milling Property

A lease has been secured on property belonging to the S. P. Milling company between Poindexter street and the Southern Pacific railroad, running west.

Complete equipment is expected to arrive Friday, and the plant will be in operation

posed theater became an assured fact.

The new Moorpark theater will represent an investment of $25,000, this price being exceedingly low, as in ordinary times it would have cost about 40 per cent more.

The finest community spirit we have ever known by any people anywhere has been shown in everything connected with the proposed erection of this theater. In the first place, the Chamber of Commerce, under the leadership of President C. M. Wilson, worked for months on the proposition, patiently and without ceasing in their efforts to give Moorpark a place of amusement which would rank with the best in Ventura county. Although they met with many disappointments they went ahead untiringly, and at last secured the site, provided the financing could be accomplished. A whole lot of credit is due "Pitts" Wilson for his aid in securing this addition to Moorpark's attractions.

As soon as this is provided for the next thing was to secure a man or group of men who would undertake the financial end. This was done when President J. W. Phelps of the American Commtrcial and Savings Bank of Moorpark agreed to give aid in the matter. This support was given with a sincere desire on the part of the officers of the Bank to see the advancement of the Simi Valley, and who arrived at a satisfactory conclusion in the matter.

Hoeffelt Shows Real Community Spirit

We don't know whether Roy Hoeffelt will like the Enterprise to tell the world just the kind of a chap he is, but his action is such a fine exemplification of what real community spirit is that we are going to tell it anyhow. He has one of the best business lots in this city from which he was getting a good income, but with a desire to help the theater project along he has given the backers of the theater a ten years' lease free of rent, and only receives money for taxes and interest on the investment. This was one of the things which made it possible to put over the project.

Robert Byrnes

Another man who deserves the thanks of everyone is Robert Byrnes, manager of the Peoples Lumber Company at Moorpark. Mr. Byrnes planned the proposed theater building, drew all the plans and for several months he was working often until the wee sma' hours designing what will be one of the finest and most beautiful theaters in the entire southland. **And**—this is another example of community spirit—**he donated his services entirely without compensation.** He has given these services for which ordinarily an architect would have been paid $2,000. It beats all, how these fellows we all know are willing to do so much for the community and do it so cheerfully.

Churchman and Flory

And here we have another bright and shining example of generosity on the part of two other citizens. We refer to Messrs. Charlie Churchman and John Flory, the well-known contractors. These gentlemen put in the lowest bid for the building, and they threw away all profits, and are to do the work at cost. They are as fine builders as there are anywhere, and the fact that they secured the contract is an assurance that the new Moorpark theater will be constructed right. These gentlemen do not pose as philanthropists, but when the matter was presented to them they expressed a desire to do their share in order that the people should be permitted to have a place of amusement, and in order to get such a place it was up to everybody connected with it to do their bit. They did it. They are capable of erecting any type of building.

All of the above named gentlemen are entitled to the highest commendation, and "The Enterprise" joins with our fellow citizens in according them their meed of praise.

To Be Class C Building

The proposed theater will be what is known as a Class C building. It will be of brick, with the front of the Gothic type, the brick to be overlaid with stucco in imitation of stone.

The side walls are to be of brick and the roof of asbestos. Walls will be plastered.

The lobby is to be 20x20 feet with a vaulted ceiling. The side walls up to door height will be of raised redwood panels treated with an acid finish to bring out the beauty of the wood.

Plate glass doors will separate the lobby from the foyer, which will be 10x36 feet, treated with a textured stucco finish on the walls and will be luxuriously carpeted. Floor lamps, mirrors and bracket lighting will add to the beauty of the foyer. At either end of the foyer will be provided rest rooms.

Between foyer and auditorium will be heavily draped archways. The auditorium proper is to be 50x60 feet, of pilaster and beam construction, the walls and ceiling to be of textured interior stucco, with wall panels contrasting with ceiling effect.

There will be indirect lighting from fixtures specially designed by J. L. Mitchell of Oxnard.

The proscenium opening will be 28x15 feet, outlined with plaster mold. The stage will be 50x20 feet, making it a fine one on which to stage public events when room is required.

The theater will have a seating capacity of 480, with comfortable seats, and the sound equipment will be as good as can be secured, the intention being to show the very latest in motion pictures. The projection room will be of steel and concrete construction, making it as nearly fireproof as possible. The underwriters' approval of the plan will give it one of the lowest insurance rates for this type of building in the county.

The roof will have summerbell trusses over which will be laid an asbestos roofing, which will be fire resisting and insulating the interior from summer heat. Mechanical ventilation of latest type will completely change the air every few minutes.

There are to be stores on both sides of the lobby, each being 15x15 feet, with all modern conveniences.

The floor of the stores and lobby are to be of cement with dark maroon finish. The floor of the auditorium is to be pitched, thus providing good views from every seat in the house. The building is to be 50x15 feet over all.

Construction will start about July 1st, and it is expected the theater will be ready for occupancy in September. The theater will be open every night each week.

The People's Lumber Company will furnish all of the material, and the building will be done almost entirely by local people, which is good news to many of our workmen.

CENSUS SHOWS FEW OUT OF JOBS IN MOORPARK

According to Col R. C. Keene, of Santa Barbara, supervisor of the census for this district, there were but 16 persons out of work in Moorpark when the census was taken.

The official census report which is subject to correction, reads as follows: "The number of persons living in Moorpark, city, county of Ventura, state of California, and usually working at a gainful occupation, who were reported on the unemployment schedule as without a job, able to work, and looking for a job was 16.

"These figures are preliminary and subject to correction, and will be supplemented later by data for other classes of persons not at work at the time of the census, such as those who had a job but were sick or temporarily laid off."

DO YOU WANT A "GET-TOGETHER CLUB?

A well-known Moorpark lady who does not wish her name divulged, was talking with our local reporter this week about the forming of a "Get-Together Club" where once a month the residents of this section could meet, bring their suppers, and enjoy a real get-acquainted picnic.

If the idea meets with approbation seats and benches will be provided, we have been informed. The idea is to promote good feeling among the residents of town and valley, and if our readers want such a club—no dues or expense whatever—we would like an expression of opinion.