

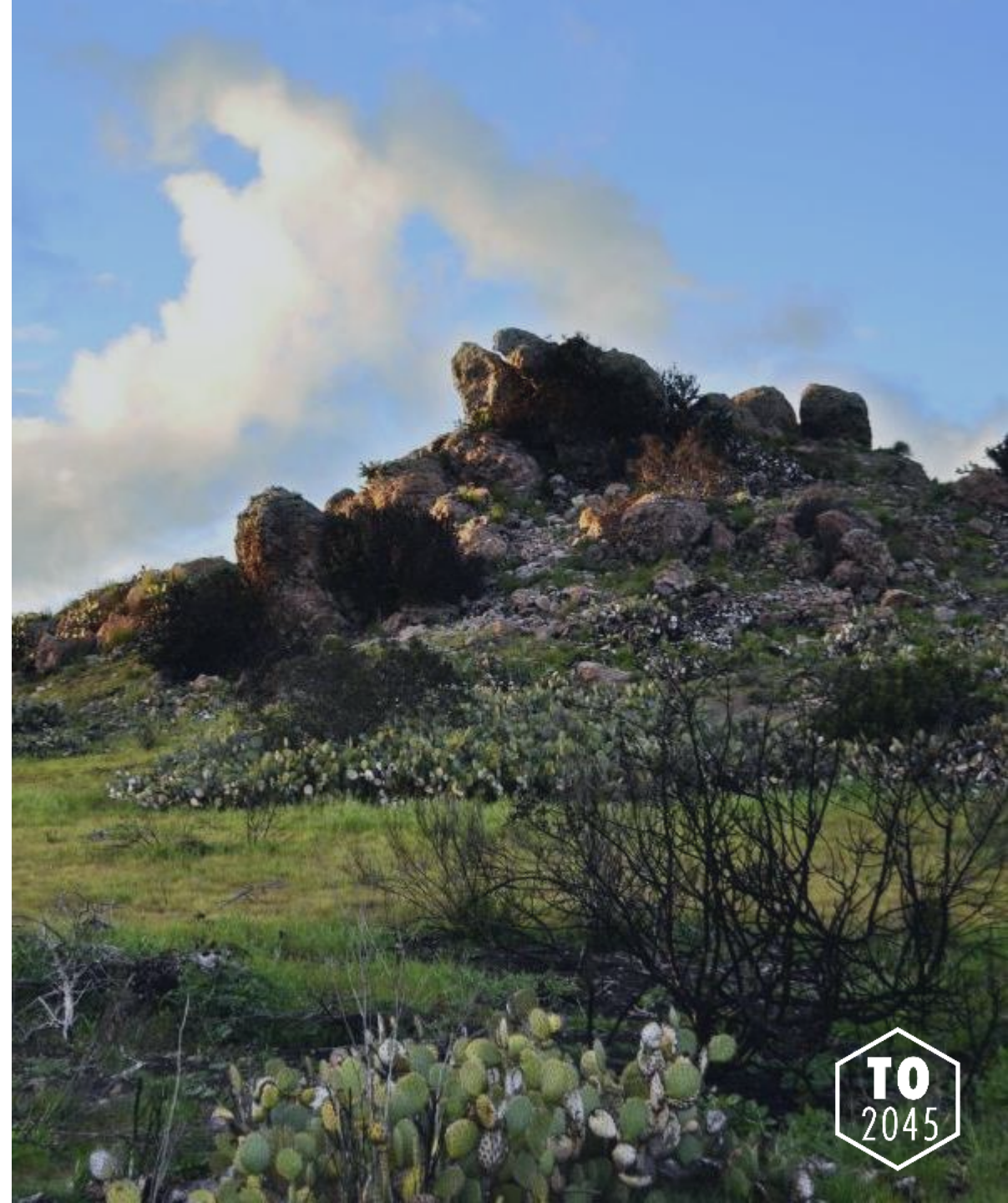


PLANNING COMMISSION PRESENTATION

Land Use Alternatives Feedback | March 29, 2021

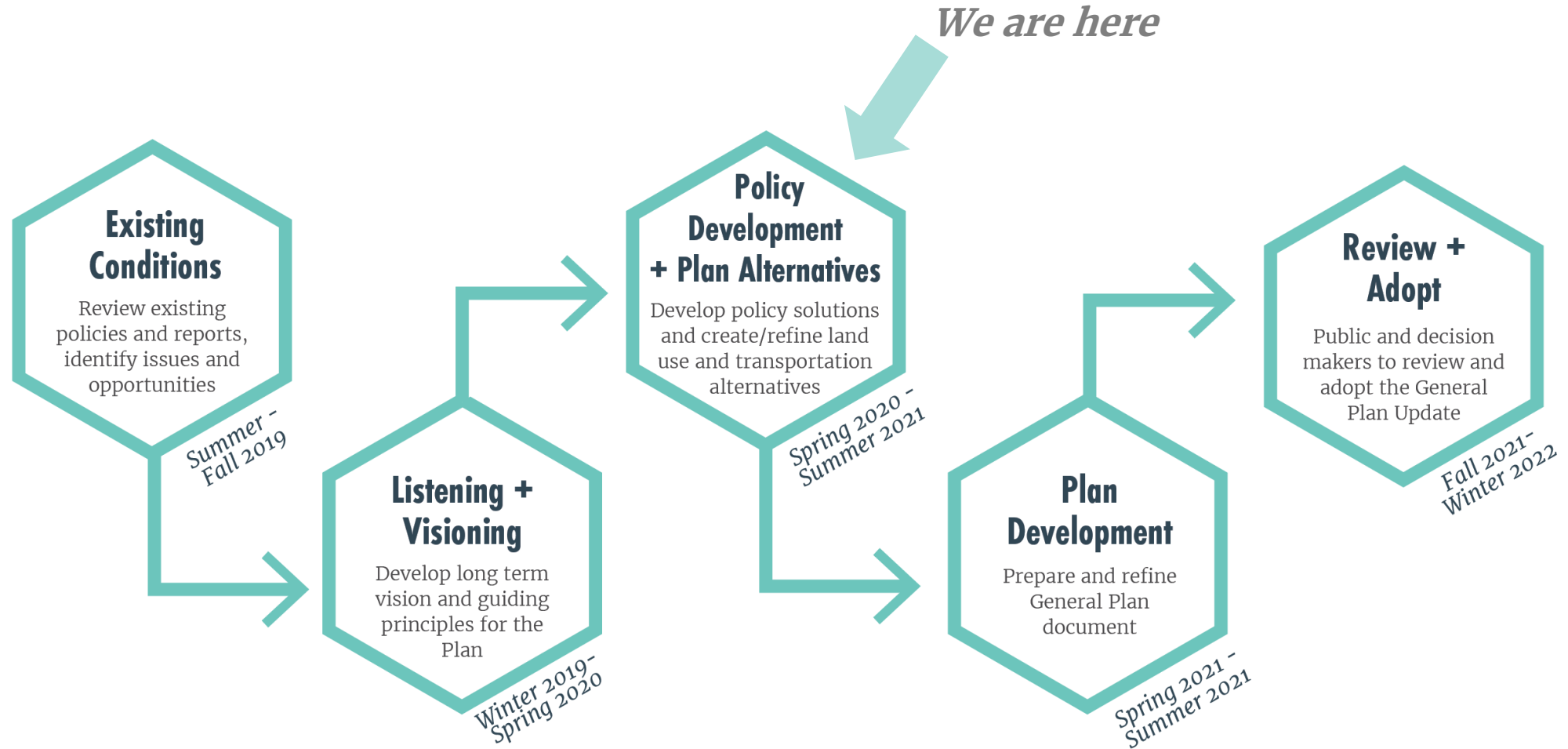
OBJECTIVES

- Summarize engagement activities
- Frequently asked questions
- Present survey results
- Present GPAC reactions to survey results
- Outline next steps in the process



**RECENT COMMUNITY
ENGAGEMENT ACTIVITIES FOR
THE LAND USE ALTERNATIVES**

UPDATE PROCESS



COMMUNITY ENGAGEMENT ACTIVITIES THROUGHOUT THE PROCESS

PROJECT COMMUNITY OUTREACH AND ENGAGEMENT

- Citywide mailing in utility bill
- Emails and/or calls to organizations and neighborhood groups
- 29 articles in the Acorn
- 14 GPAC meetings (25–50 people at each meeting)
- 2 Public Workshops (125 and 250 people) and 2 “community forums”
- Pop-up workshops (11 workshops with 1000+ respondents)
- Focus groups
- Stakeholder interviews
- 3 online surveys (3000+ respondents)
- Citywide statistically valid survey
- Social media campaign with hundreds of posts



LAND USE ALTERNATIVES OUTREACH AND ENGAGEMENT

- Joint GPAC #13 + Public Workshop (255 attendees)
- 4 Land Use Alternatives Office Hours
- 25 Neighborhood + Stakeholder Meetings
- TO Acorn & VC Star Newspaper articles & ads
- Twitter, Facebook, and Instagram
- 8 Email campaigns
- 2,500 Hard copy flyers and 200 surveys distributed
- Email blasts



DO YOU HAVE QUESTIONS ABOUT THE GENERAL PLAN?

City Planning Staff will be available to answer your questions about the land use alternatives proposed for the City during a series of Virtual Office Hours accessible via Zoom or by phone.

Take this opportunity to ask your questions about the future of Thousand Oaks and learn more about the survey that needs **YOUR VOICE!**

VIRTUAL OFFICE HOURS

February 11, 2021 | 6:00-8:00pm
February 17, 2021 | 6:00-8:00pm
February 20, 2021 | 10:00am-12:00pm
February 23, 2021 | 10:00am-12:00pm

LET'S TALK ABOUT THE LAND USE ALTERNATIVE MAPS!

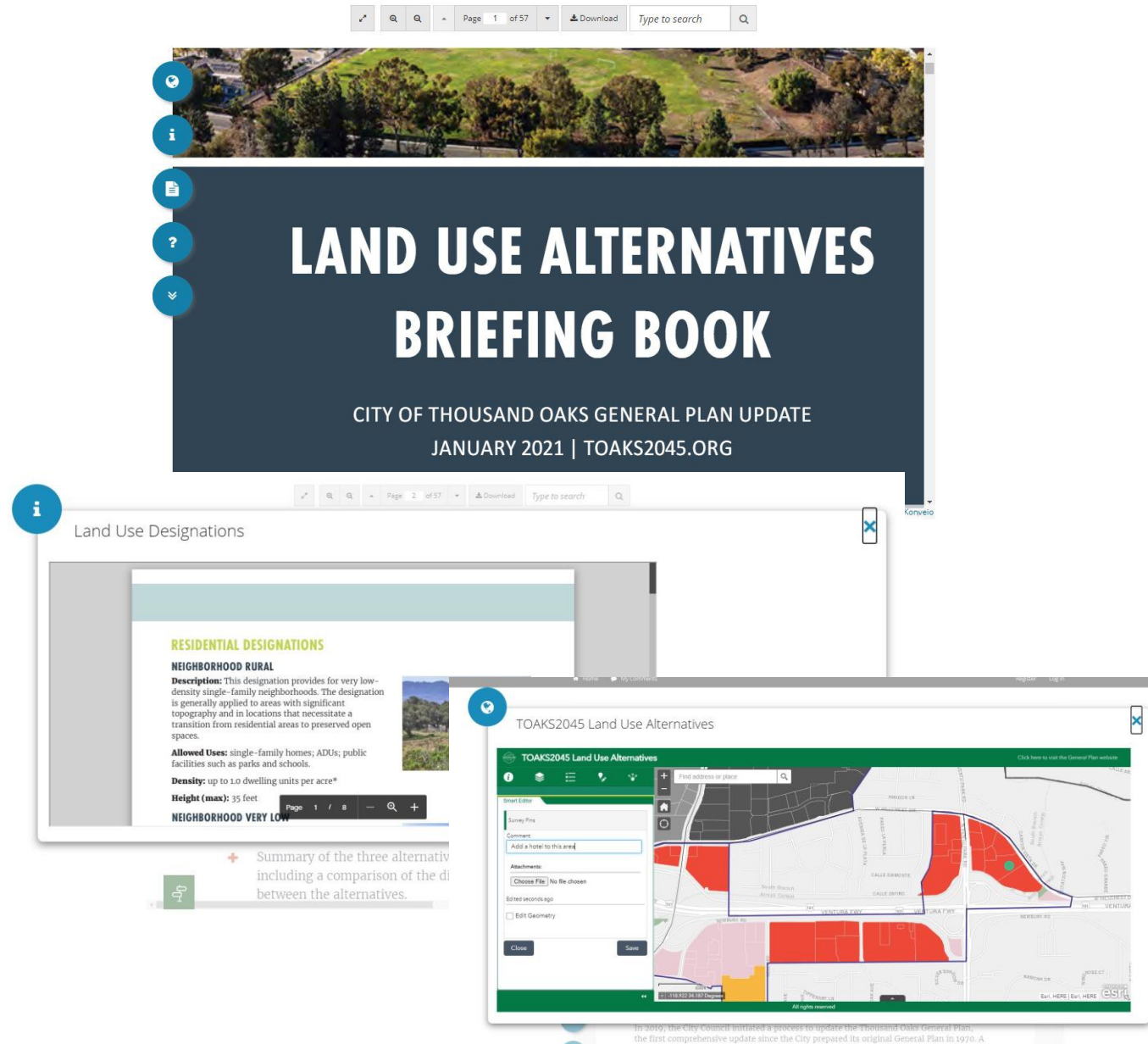
TOAKS2045.ORG

If you would like to participate by phone, please call or email:
805-449-2323 | GP@TOAKS.ORG



LAND USE ALTERNATIVES ENGAGEMENT ACTIVITIES

- Land Use Alternatives Survey (Feb 2–Mar 15)
 - Over 2,100 completed surveys
 - Over 6,000 comments
- Land Use Alternatives Briefing Book (Feb 2–Mar 15)
 - Over 1,000 comments



LAND USE ALTERNATIVES FREQUENTLY ASKED QUESTIONS



WHY UPDATE THE LAND USE MAP?

1. Demographic and economic conditions have changed since the land use map was created
2. Existing land use map does not provide for diversity of housing types
3. Residential capacity must be re-allocated from established residential neighborhoods to areas where additional housing can be accommodated
4. City cannot provide fair share of regional housing demand with existing land use map
5. New land uses are needed to meet community objectives

WHAT ARE LAND USE ALTERNATIVES?

- Three different versions of the land use map that provide options for future growth and development
- Test values and ideas from community process
- Basis for continued discussion leading to preferred alternative
- Preferred alternative will be a combination of the alternatives

WHAT IS THE DIFFERENCE BETWEEN “CAPACITY” AND “GROWTH PROJECTIONS”

- Capacity

- Based on every parcel’s maximum allowed density/intensity
- Unlikely to be achieved
- No time horizon
- Also referred to as “buildout”

- Growth Projections

- Expected growth in a set period of time (e.g., 2045)
- Used for realistic estimates of growth based on market conditions

WHAT DO THE DIFFERENT HOUSING NUMBERS REPRESENT?

- 81,124 – Citywide capacity; this number is NOT changing
- 48,000 – Existing number of housing units
- 33,000 – Approximate remaining (unbuilt) capacity
- 2,621 – Thousand Oaks’ fair share of regional housing demand per the Regional Housing Needs Assessment (RHNA) for the 6th Housing Element cycle (2021–2029)

SURVEY RESULTS



SURVEY STATS

2,127 Total Responses

- Online
 - 2,098 English
 - 4 Spanish
- Hard Copy
 - 19 English
 - 6 Spanish
- Open from Feb 2–March 15, 2021
 - 33 questions
 - 6 open-ended questions
 - 16 questions with space for comments
 - 5 demographic questions
- 97% of respondents live in the City

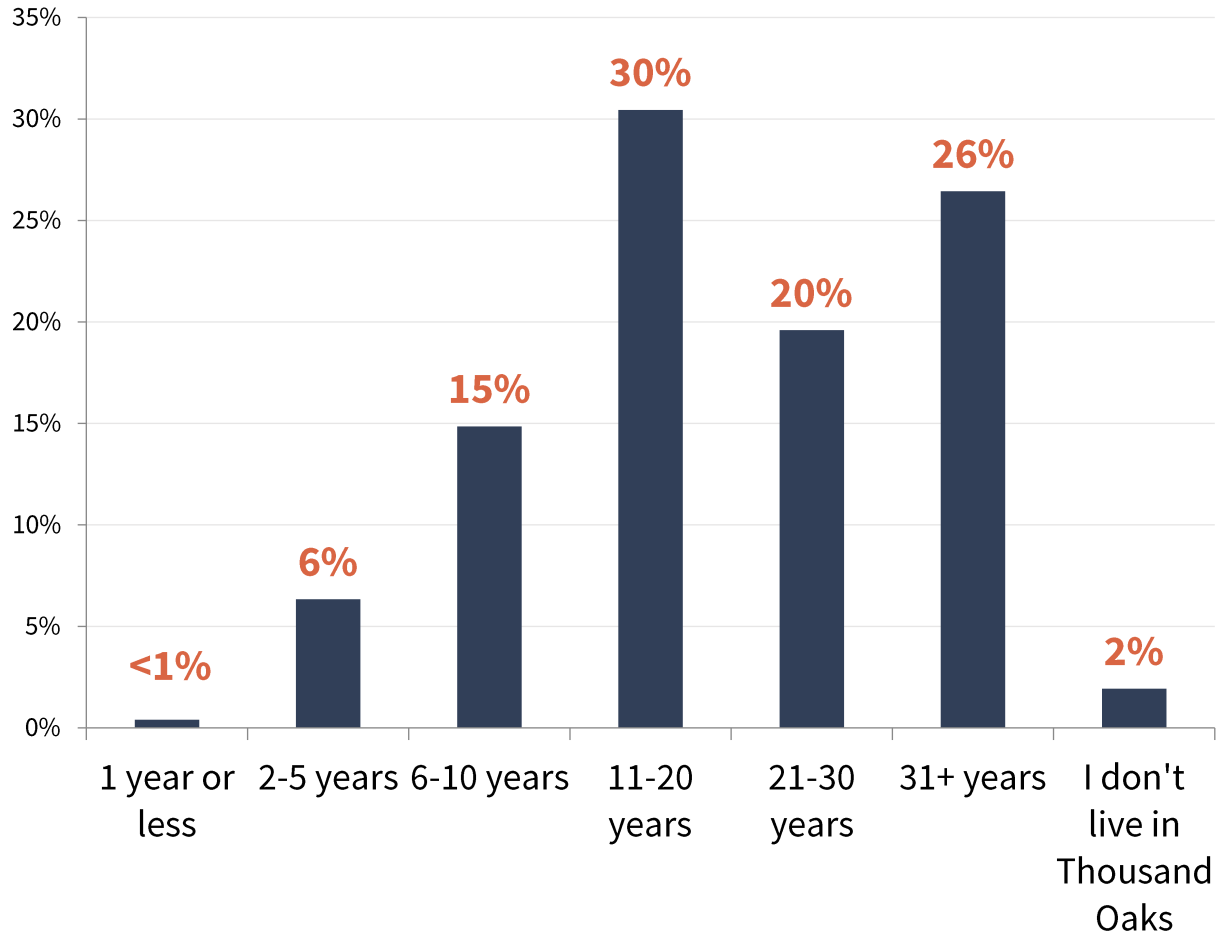
*Results are compiled for all survey types listed above
Not all respondents answered every question*

Full report of all comments is available at TOaks2045.org

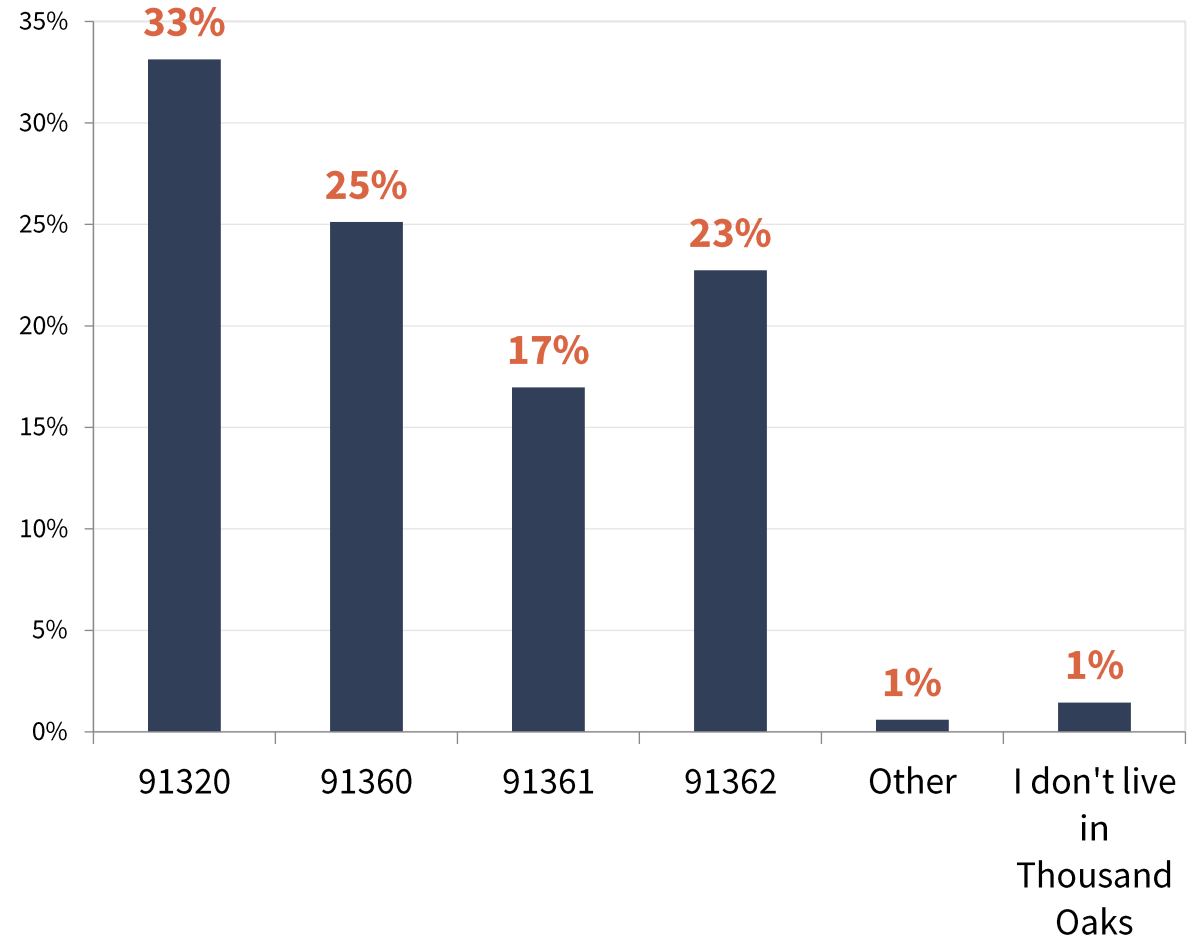


SURVEY DEMOGRAPHICS

How long have you lived in Thousand Oaks?

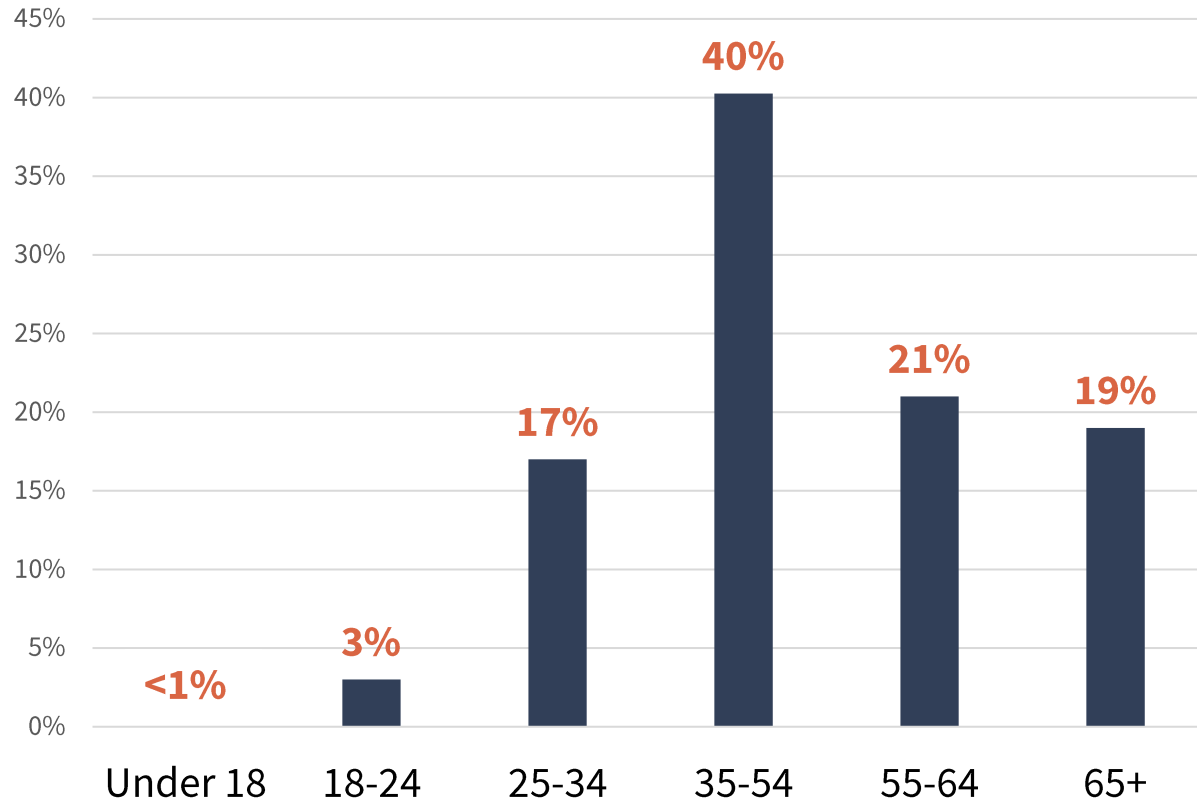


What is your zip code?



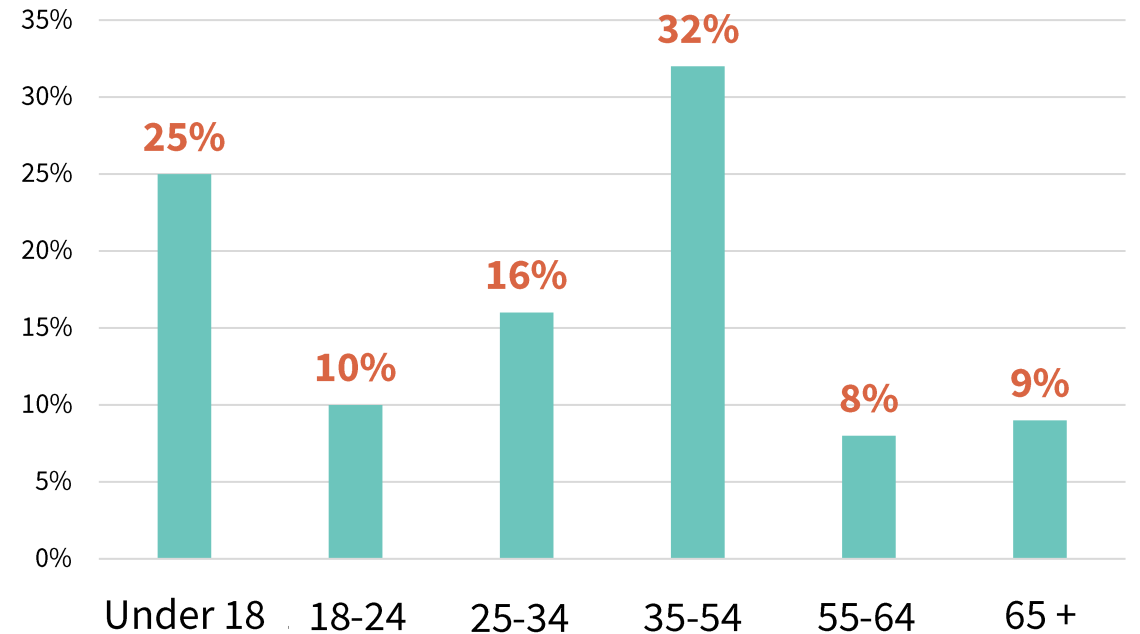
SURVEY DEMOGRAPHICS COMPARED TO CITYWIDE

Survey Results Age Range (Combined for Comparison)



Age categories 35-44 and 45-54 combined

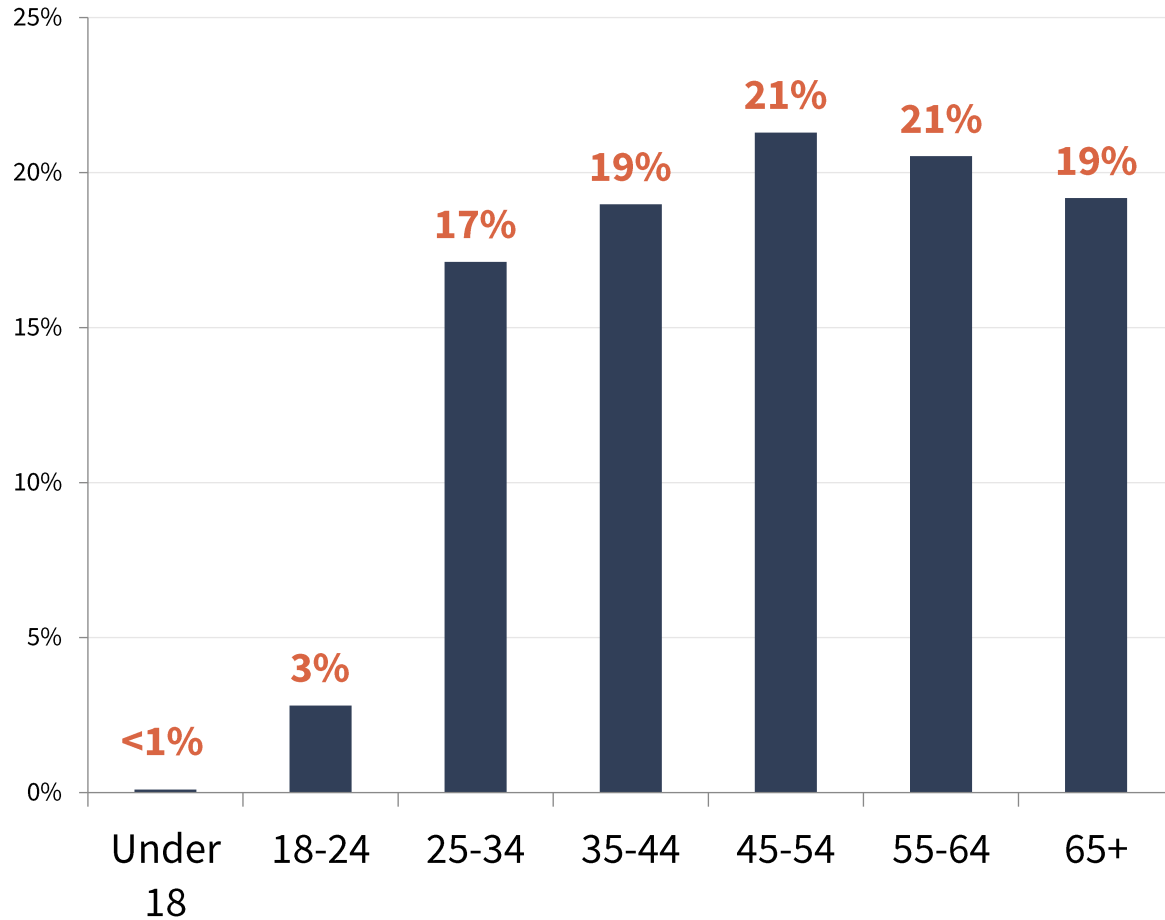
Citywide Age Ranges



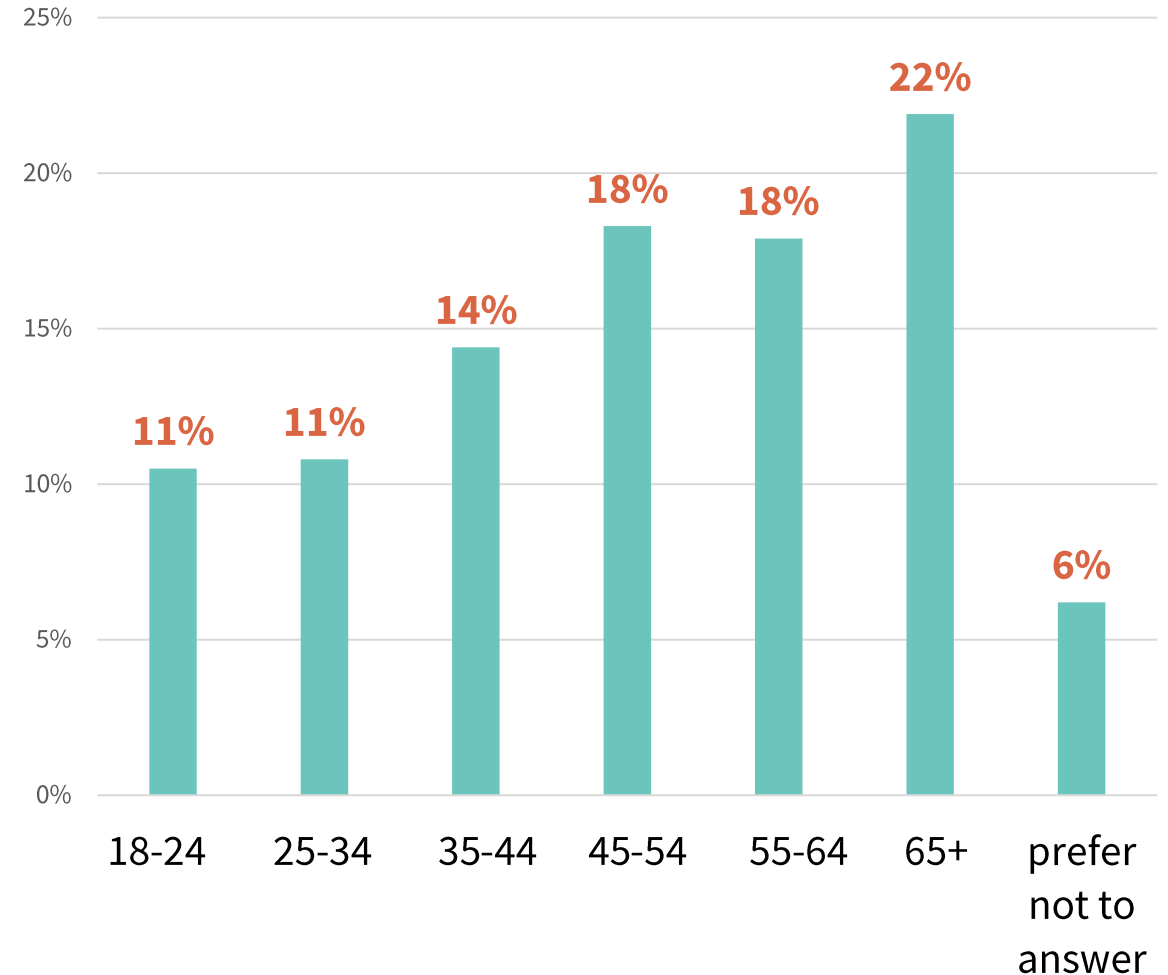
(ACS 2017 - 5 year Estimates)

SURVEY DEMOGRAPHICS COMPARISON

What is your age range? (Survey Results)

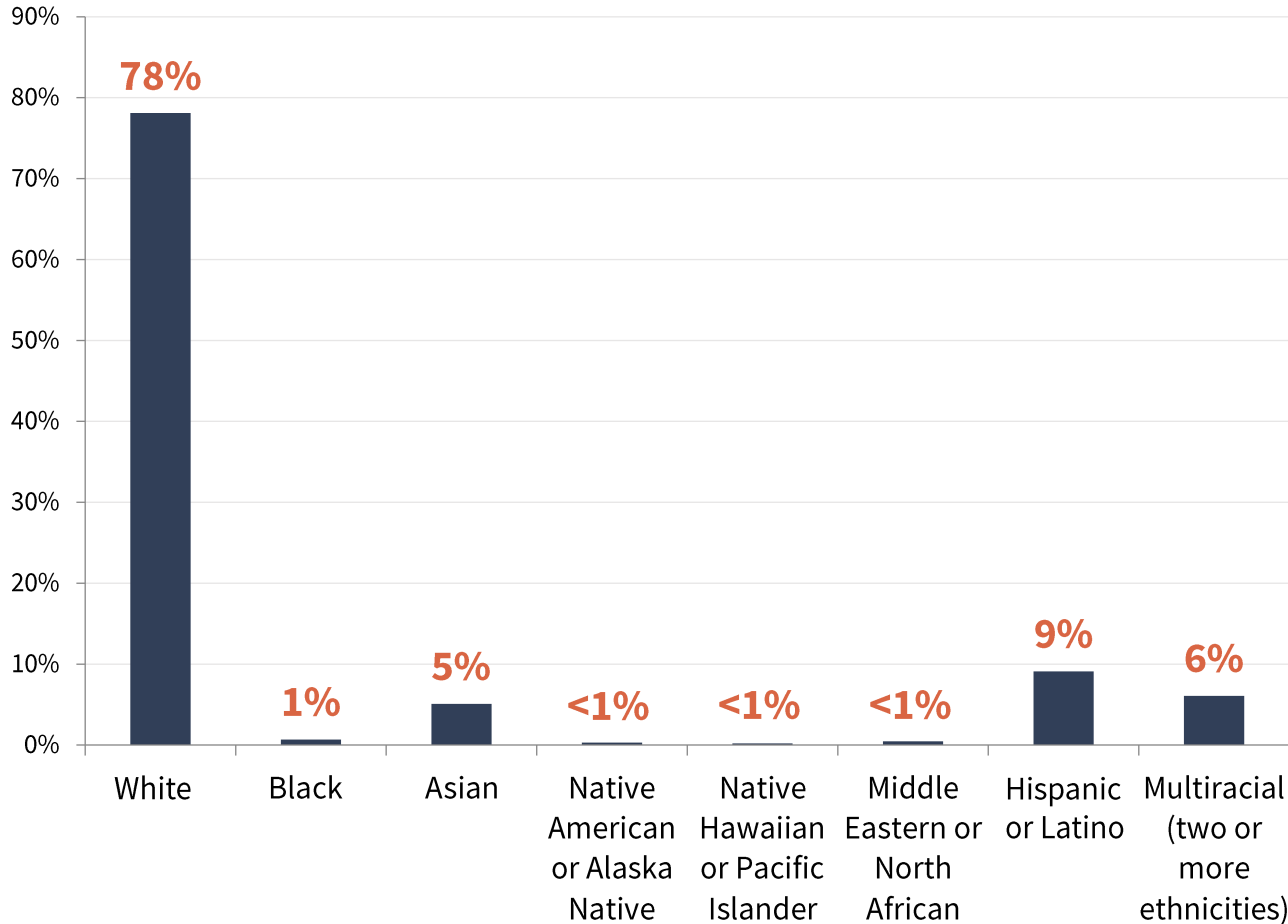


2020 Citywide Attitude Survey (Statistically Valid Survey)

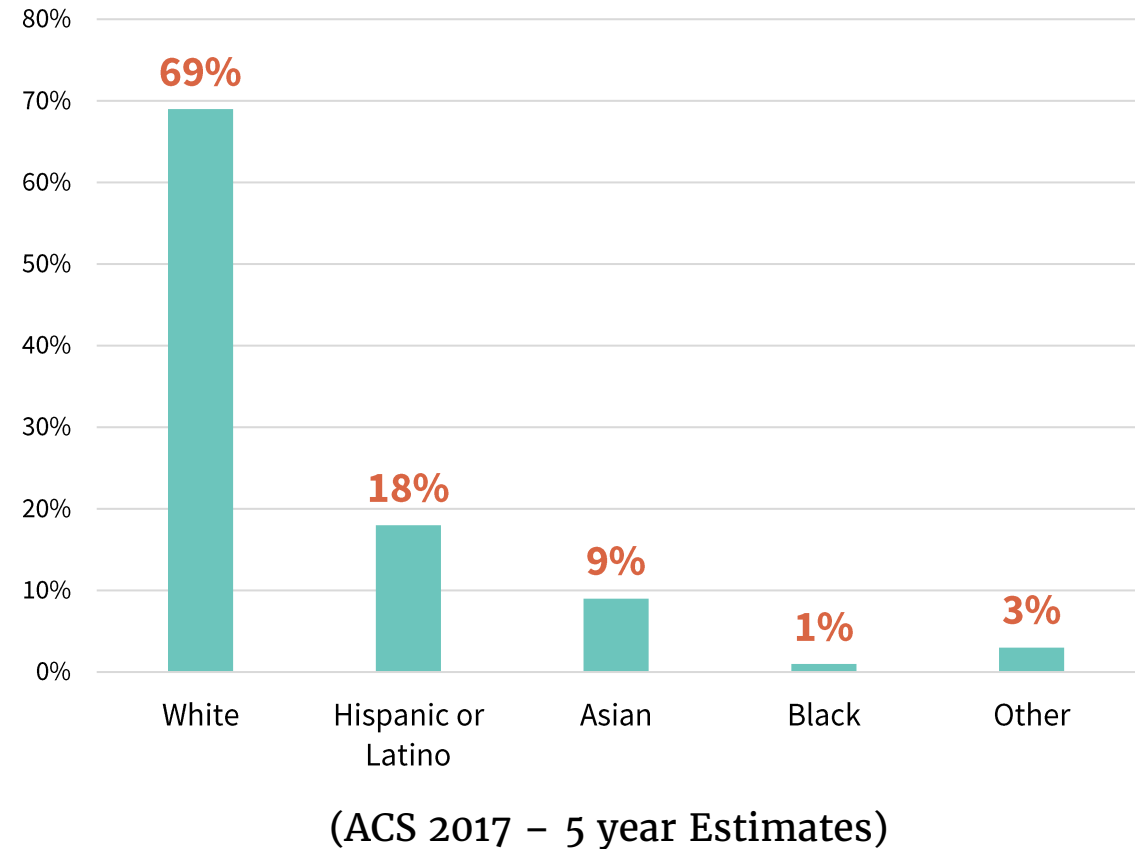


SURVEY DEMOGRAPHICS COMPARED TO CITYWIDE

How do you identify? (Survey Results)

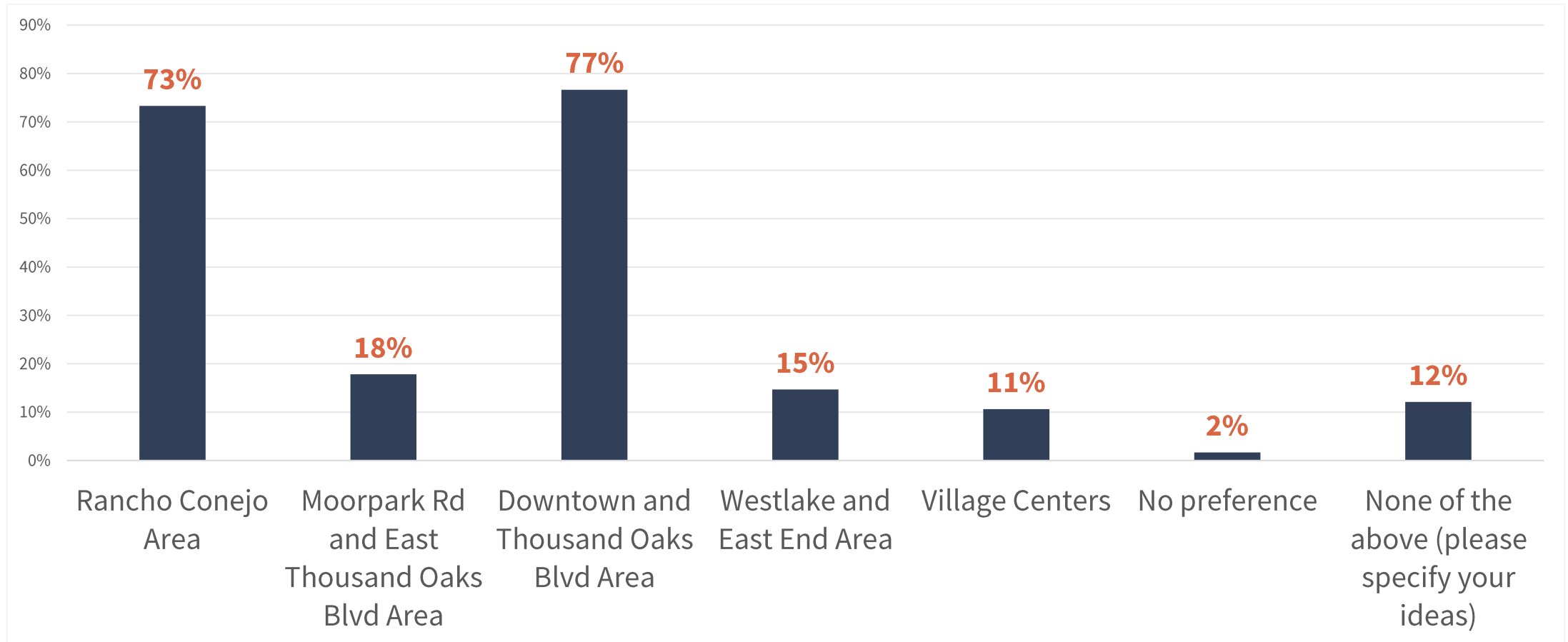


Citywide Race/Ethnicity



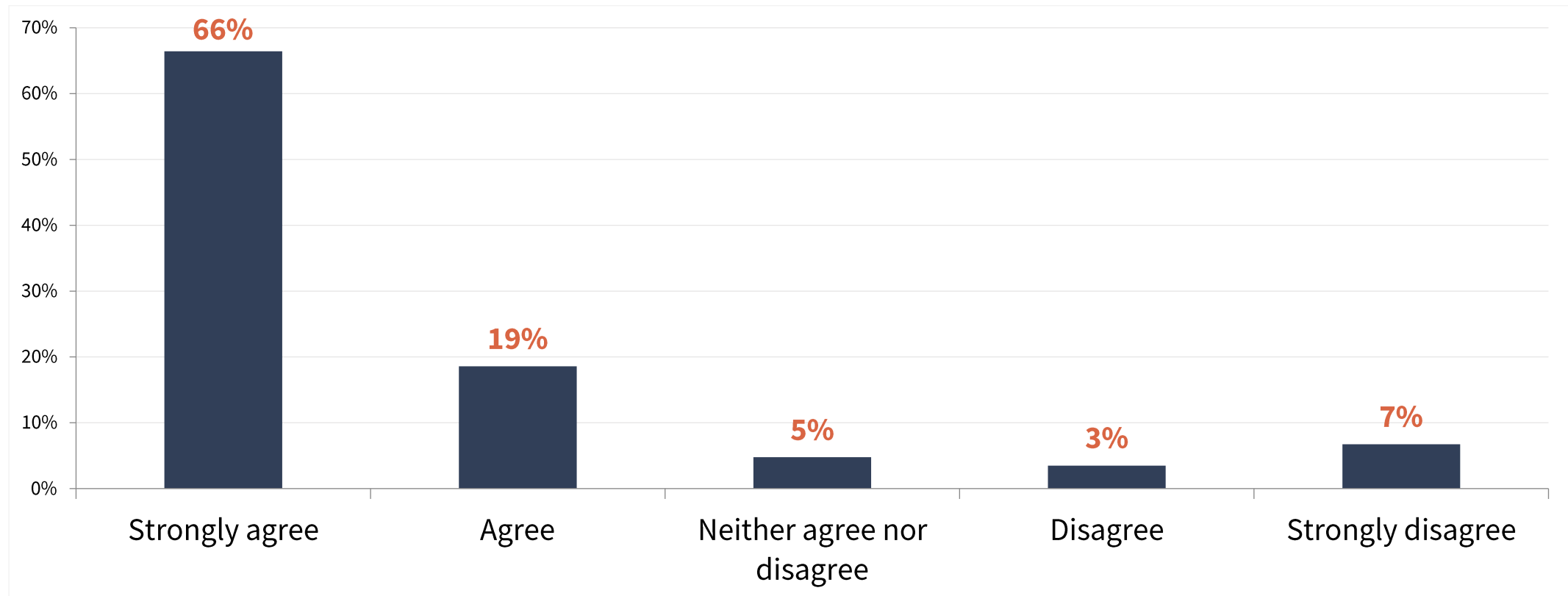
CITYWIDE RESULTS

Q2. Select all areas where housing or mixed-use should be added.



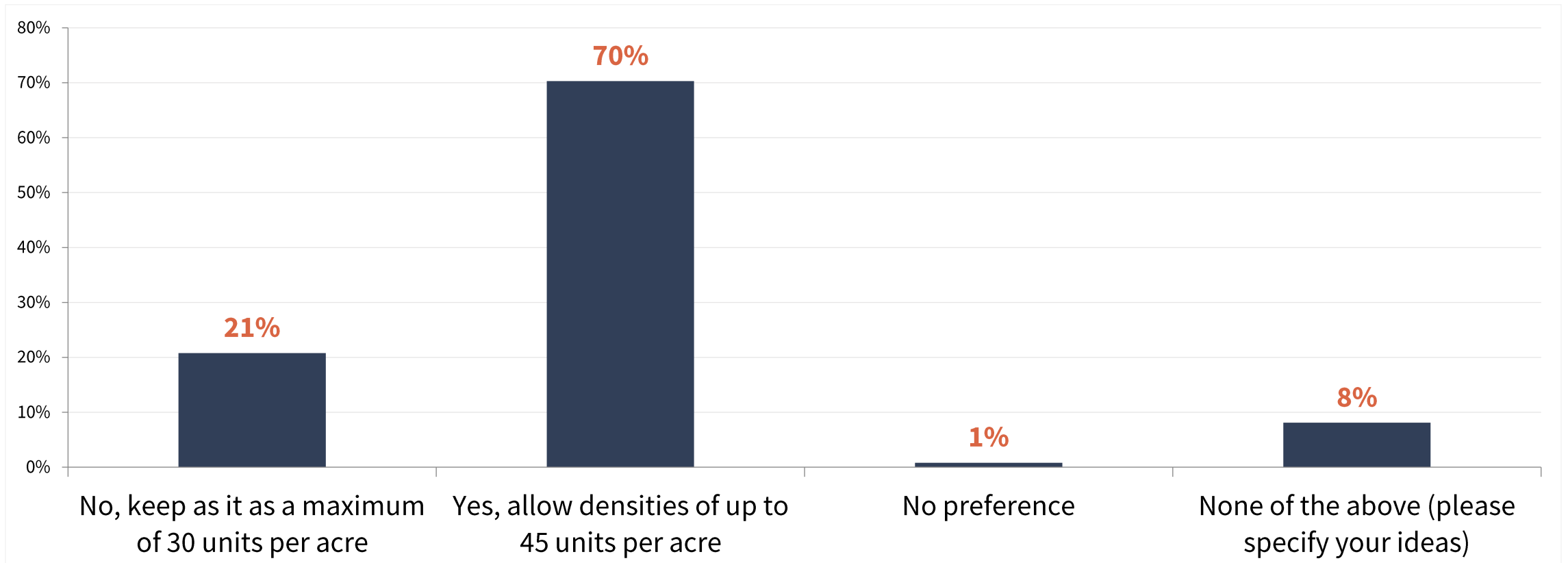
CITYWIDE RESULTS

Q3. Do you agree with the approach of protecting the character of single-family residential areas and transferring the remaining capacity to the Areas of Change?



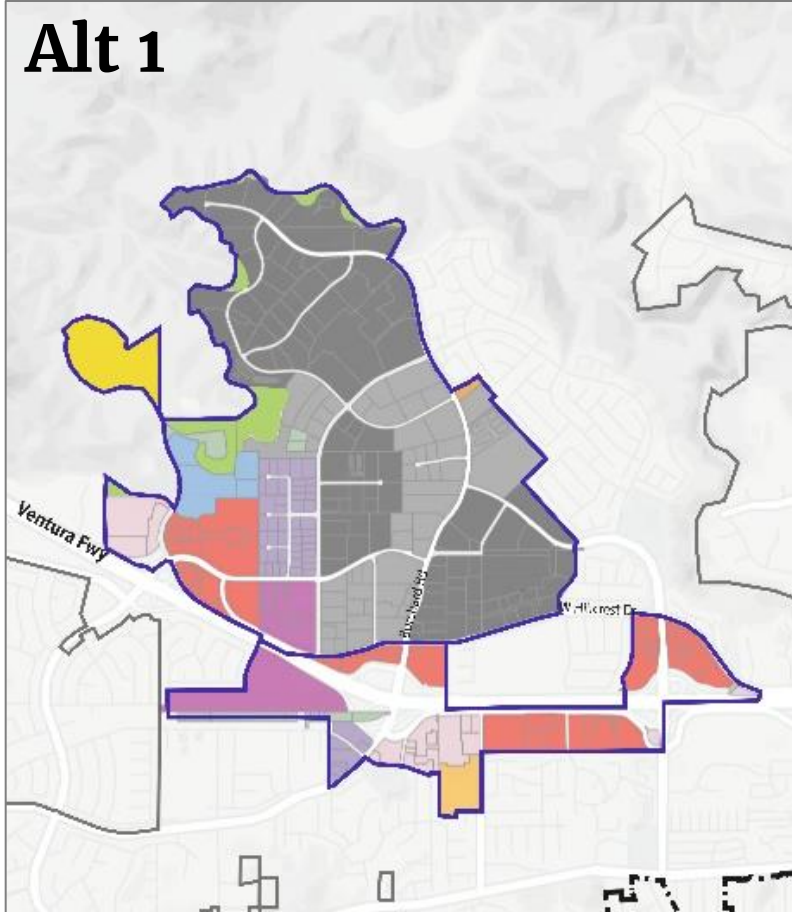
CITYWIDE RESULTS

Q4. Would you support increasing the maximum density of multifamily residential development from 30 units per acre to 45 units per acre within the Areas of Change if the building height and setbacks generally remained the same?

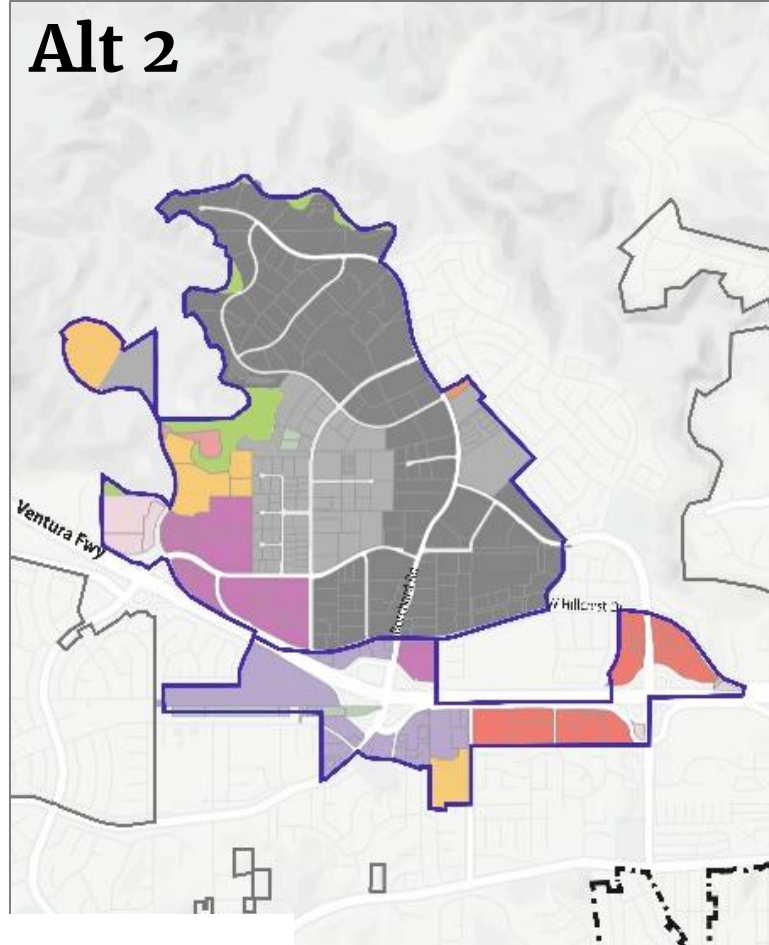


RANCHO CONEJO ALTERNATIVES

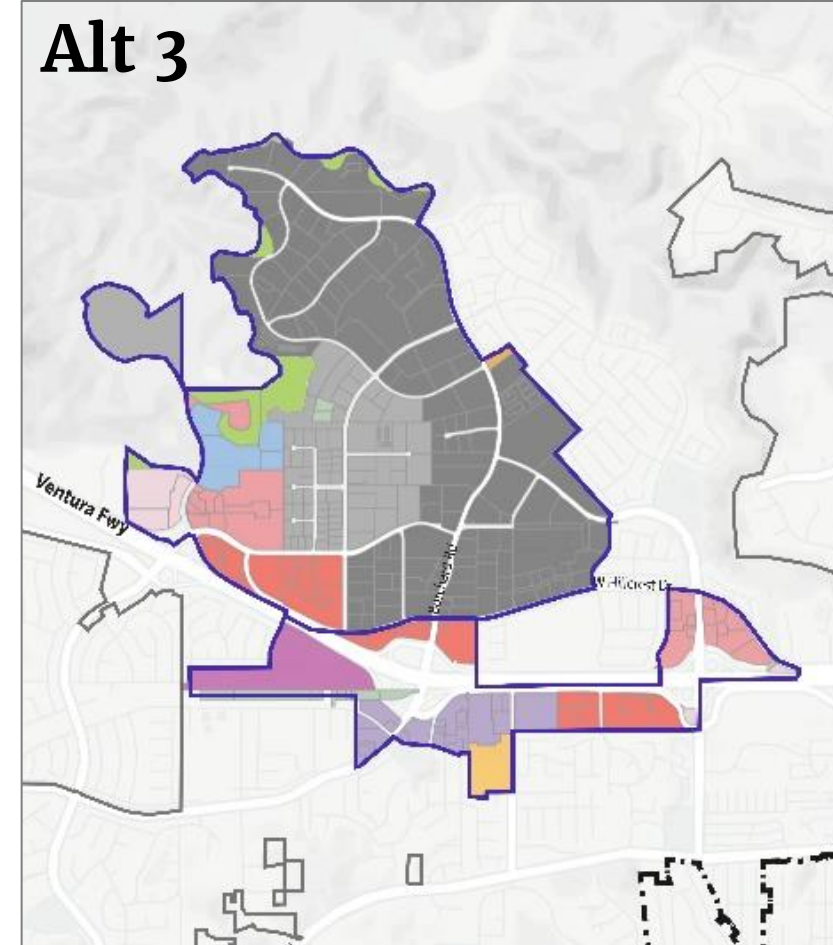
Alt 1



Alt 2



Alt 3



LEGEND

- City Limits
- Sphere of Influence
- County Islands
- Areas of Change
- Parks, Golf Courses, And Open Space
- Utilities and Flood Control

NON-RESIDENTIAL

- Commercial Neighborhood (0.5 FAR)
- Commercial Town (1.0 FAR)
- Commercial Regional (2.0 FAR)
- Industrial Low (1.0 FAR)
- Industrial Flex (2.0 FAR)
- Institutional

RESIDENTIAL

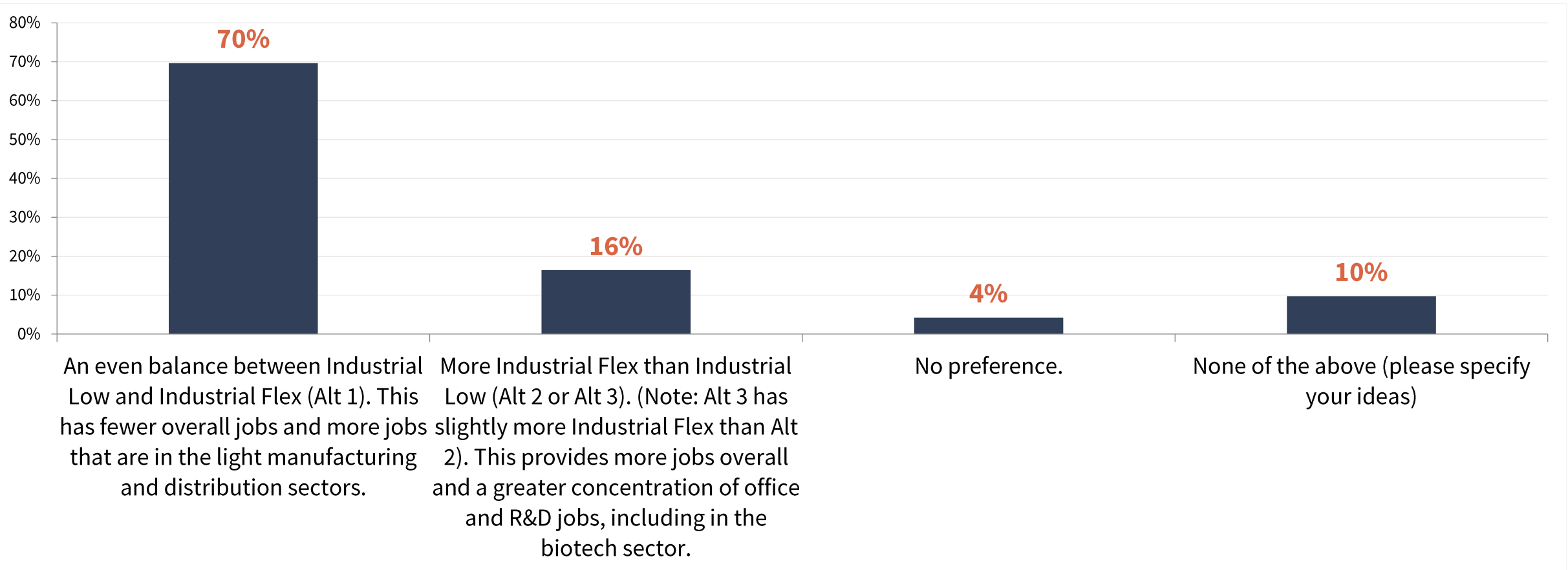
- Neighborhood Rural (0 to 1.0 du/acre)
- Neighborhood Very Low (>1 to 2 du/acre)
- Neighborhood Low (>2 to 6 du/acre)
- Neighborhood Low Medium (>6 to 10 du/acre)
- Neighborhood Medium (>10 to 20 du/acre)
- Neighborhood Medium-High (>20 to 30 du/acre)
- Neighborhood High (>30 to 45 du/acre)
- Mobile Home Exclusive

MIXED-USE

- Mixed-Use Low (>20 to 30 du/acre, 0.25 FAR)
- Mixed-Use Medium (>30 to 45 du/acre, 0.5 FAR)
- Mixed-Use High (>45 to 60 du/acre, 1.0 FAR)

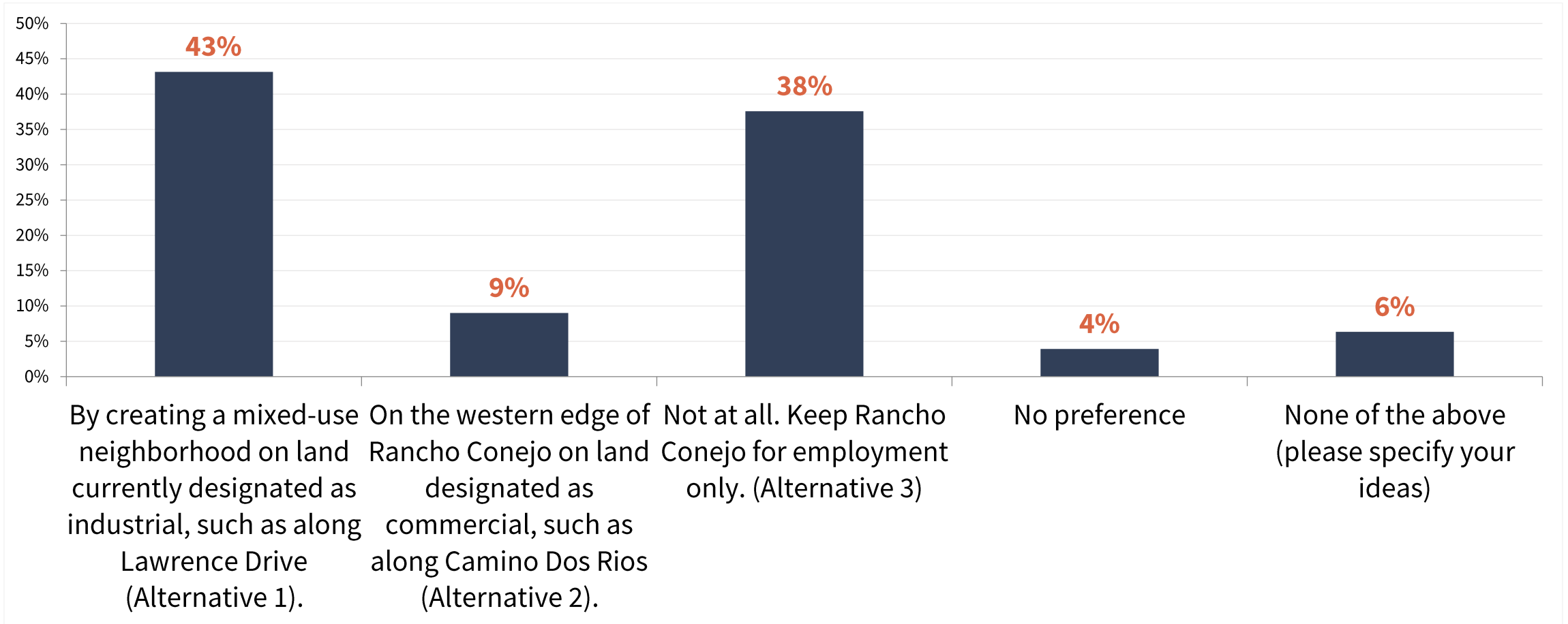
RANCHO CONEJO AREA RESULTS

Q5. Rancho Conejo has traditionally been a job center. There is an opportunity to provide additional job opportunities here by allowing higher intensity industrial development. Which approach do you prefer?



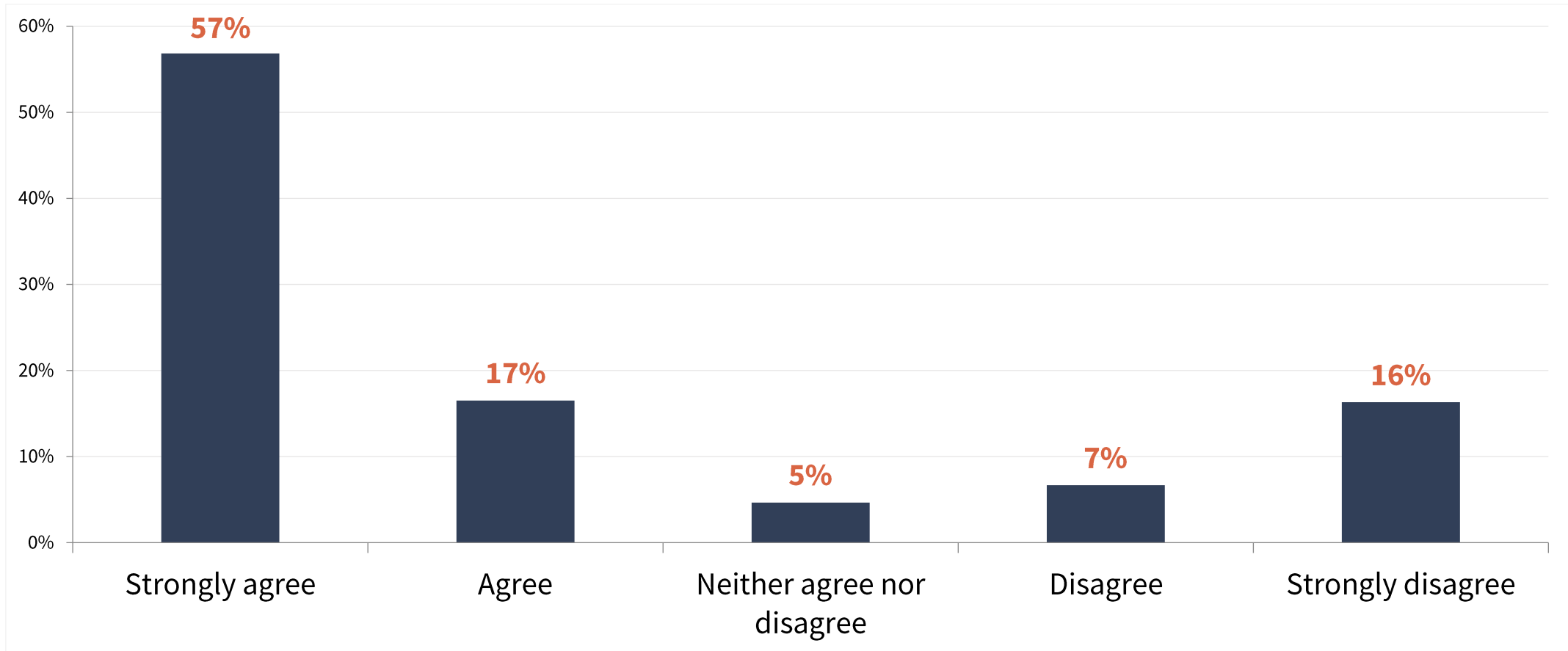
RANCHO CONEJO AREA RESULTS

Q6. To what extent should mixed-use development be integrated with industrial and commercial uses in Rancho Conejo?



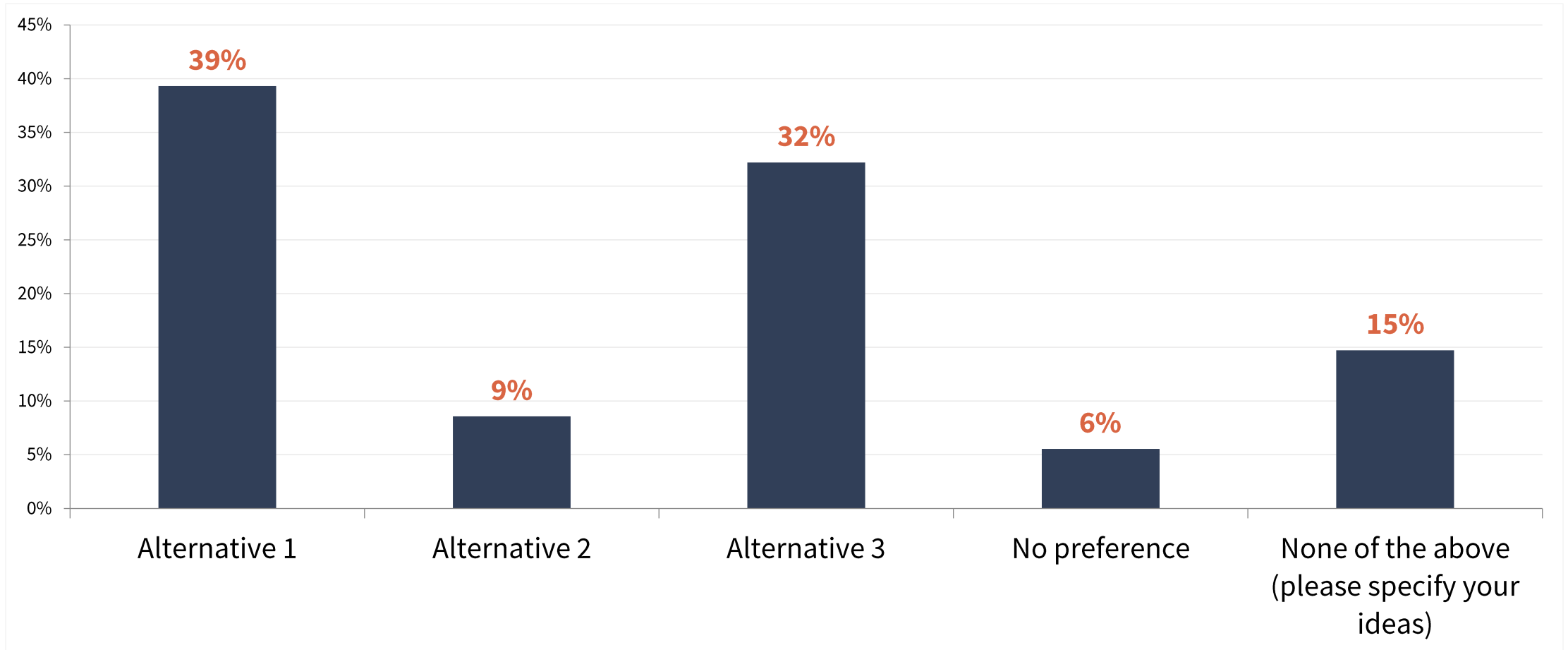
RANCHO CONEJO AREA RESULTS

Q7. How much do you agree with this statement: The General Plan should allow mixed-use development of up to 4 stories and 45 units per acre in Rancho Conejo if it reduces the amount of housing that is needed elsewhere in the City.

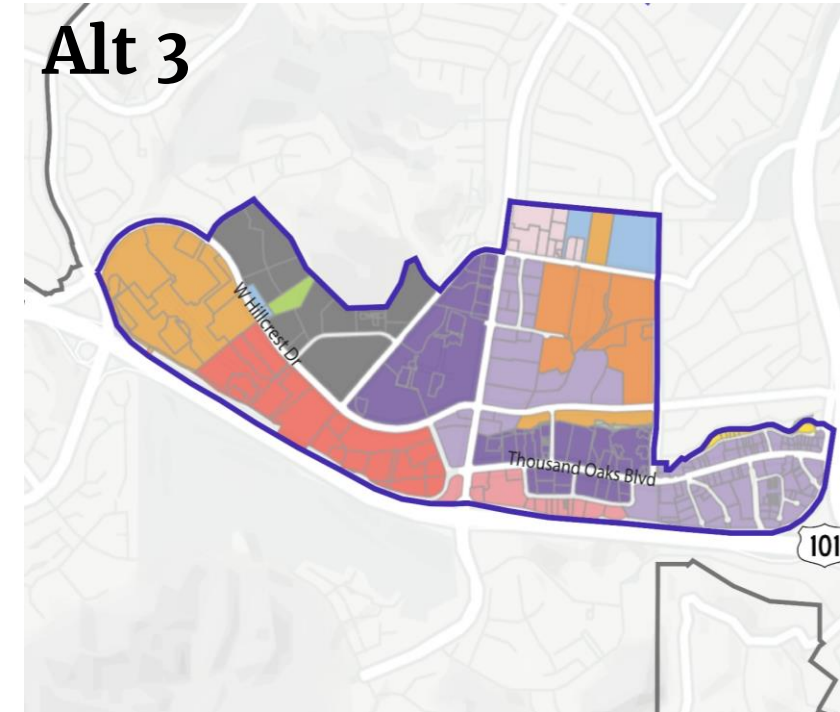
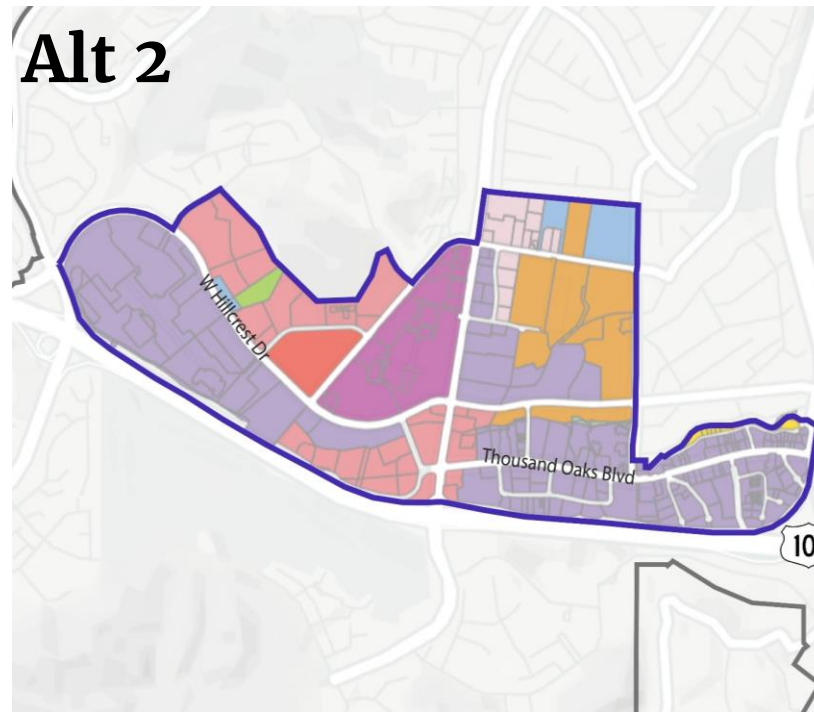
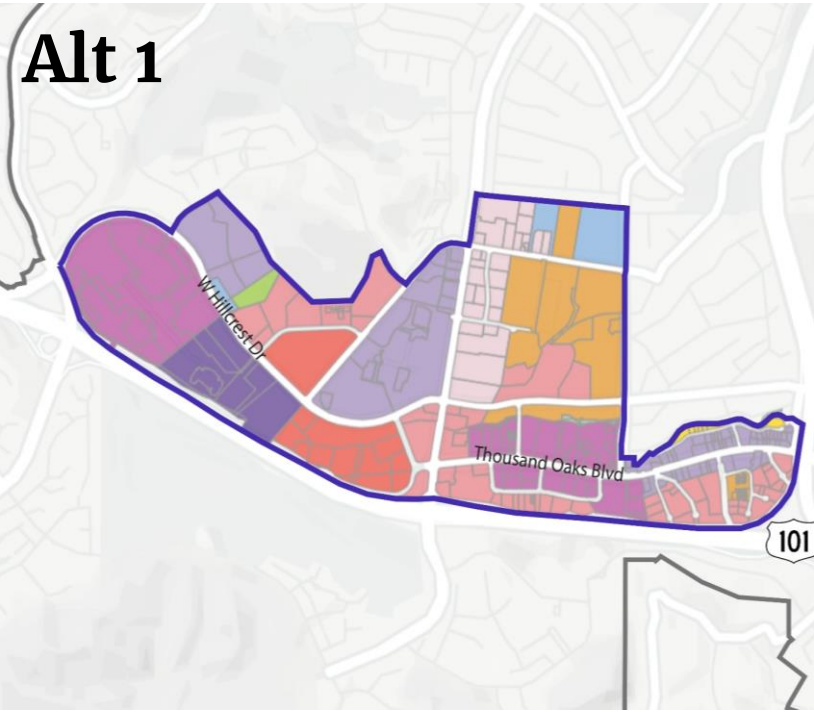


RANCHO CONEJO AREA RESULTS

Q8. Which alternative best matches your vision for the future of Rancho Conejo?



MOORPARK RD. AND WEST T.O. BLVD



LEGEND

- City Limits
- Sphere of Influence
- County Islands
- Areas of Change
- Parks, Golf Courses, And Open Space
- Utilities and Flood Control

NON-RESIDENTIAL

- Commercial Neighborhood (0.5 FAR)
- Commercial Town (1.0 FAR)
- Commercial Regional (2.0 FAR)
- Industrial Low (1.0 FAR)
- Industrial Flex (2.0 FAR)
- Institutional

RESIDENTIAL

- Neighborhood Rural (0 to 1.0 du/acre)
- Neighborhood Very Low (>1 to 2 du/acre)
- Neighborhood Low (>2 to 6 du/acre)
- Neighborhood Low Medium (>6 to 10 du/acre)
- Neighborhood Medium (>10 to 20 du/acre)
- Neighborhood Medium-High (>20 to 30 du/acre)
- Neighborhood High (>30 to 45 du/acre)
- Mobile Home Exclusive

MIXED-USE

- Mixed-Use Low (>20 to 30 du/acre, 0.25 FAR)
- Mixed-Use Medium (>30 to 45 du/acre, 0.5 FAR)
- Mixed-Use High (>45 to 60 du/acre, 1.0 FAR)

MOORPARK RD. AND WEST T.O. BLVD RESULTS

Q10. Please identify your reaction to each of the six images above for new development at Janss Marketplace and The Oaks Mall.



1

68% Love it or Like it
19% No Way



2

75% Love it or Like it
14% No Way



3

72% Love it or Like it
19% No Way



4

87% Love it or Like it
5% No Way



5

63% Love it or Like it
19% No Way

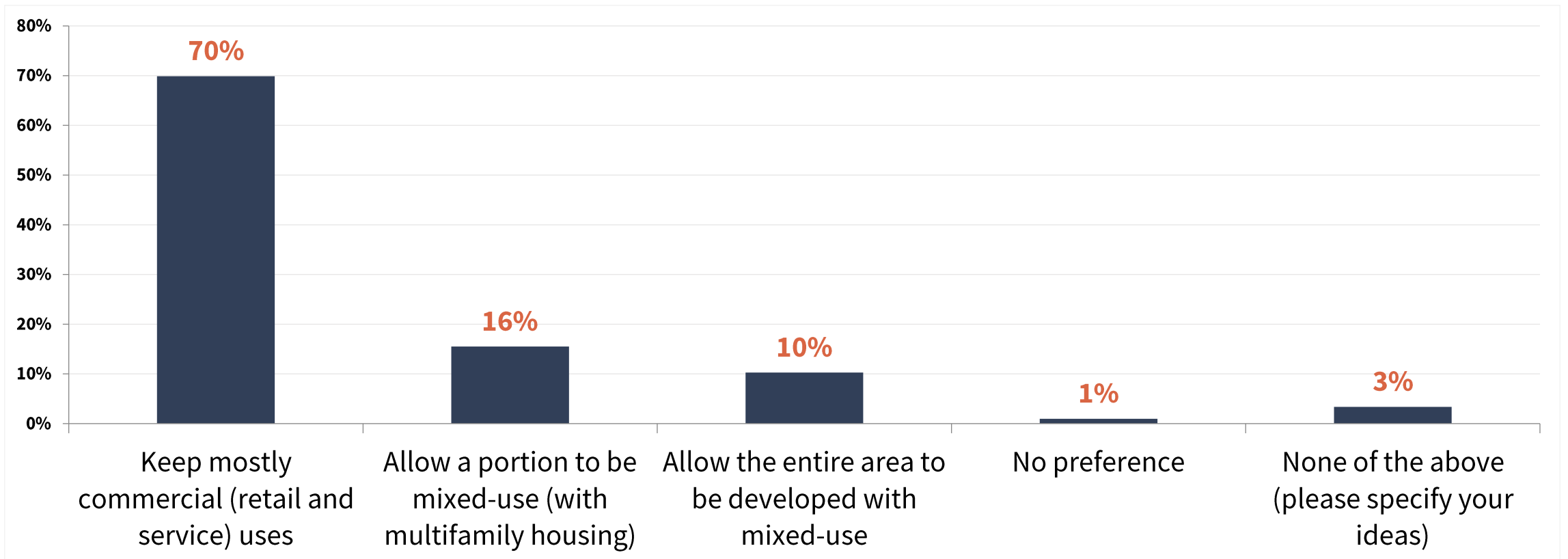


6

60% Love it or Like it
33% No Way

MOORPARK RD. AND WEST T.O. BLVD RESULTS

Q11. Moorpark Road between Thousand Oaks Boulevard and just north of Wilbur Road is currently a mix of retail and commercial uses. This area includes Janss Marketplace. Which best matches your vision for the area?



MOORPARK RD. AND WEST T.O. BLVD RESULTS

Q12. The area of Thousand Oaks Boulevard between Moorpark Road and Hodencamp Road was identified in the public process as an area for mixed-use development and multifamily housing. For the three images above, please identify your reaction for potential new development in this area:



70% Love it or Like it
18% No Way



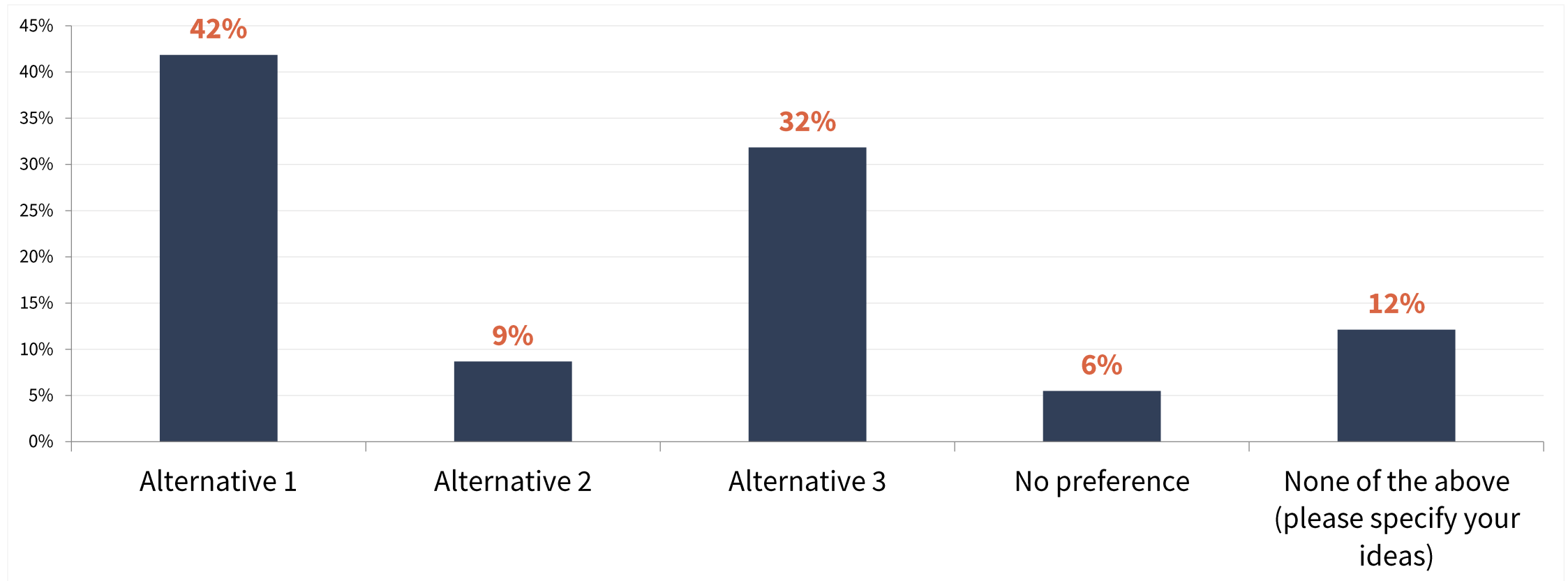
73% Love it or Like it
18% No Way



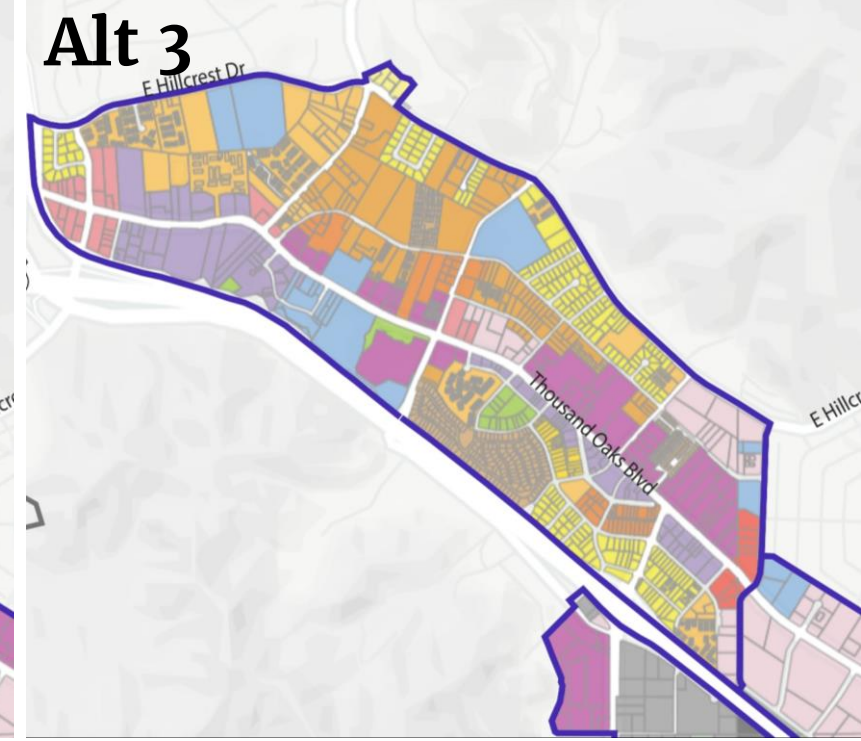
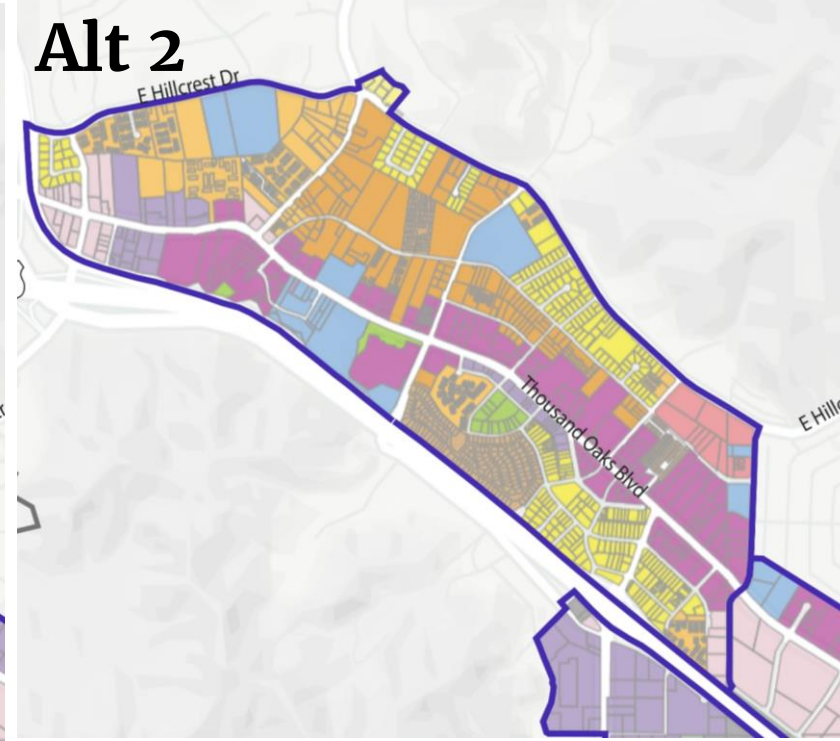
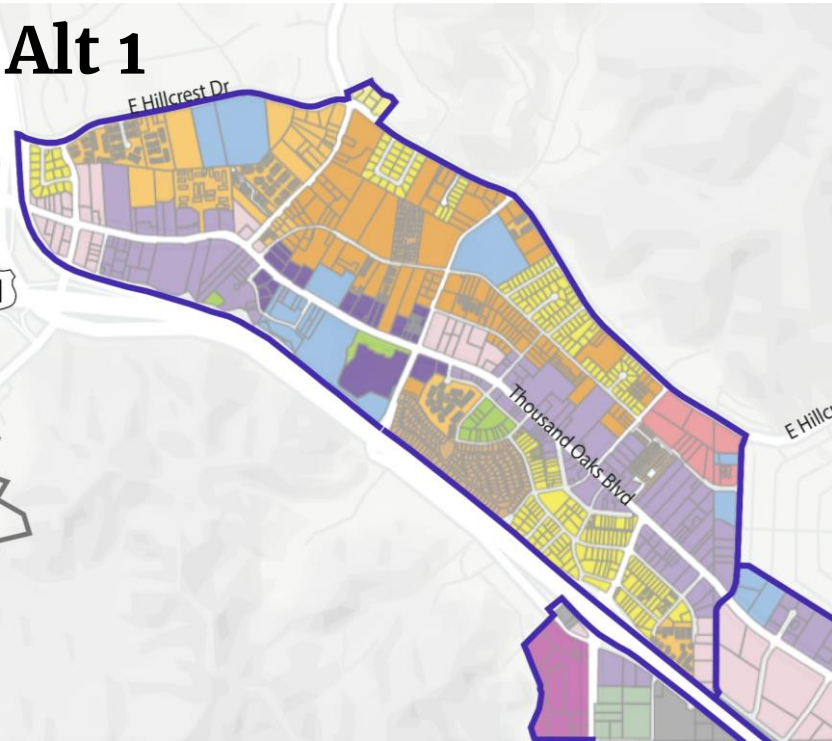
78% Love it or Like it
11% No Way

MOORPARK RD. AND WEST T.O. BLVD RESULTS

Q13. Overall, which alternative best matches your vision for the future of the Moorpark Road and West Thousand Oaks Boulevard area?



DOWNTOWN AND THOUSAND OAKS BLVD



LEGEND

- City Limits
- Sphere of Influence
- County Islands
- Areas of Change
- Parks, Golf Courses, And Open Space
- Utilities and Flood Control

NON-RESIDENTIAL

- Commercial Neighborhood (0.5 FAR)
- Commercial Town (1.0 FAR)
- Commercial Regional (2.0 FAR)
- Industrial Low (1.0 FAR)
- Industrial Flex (2.0 FAR)
- Institutional

RESIDENTIAL

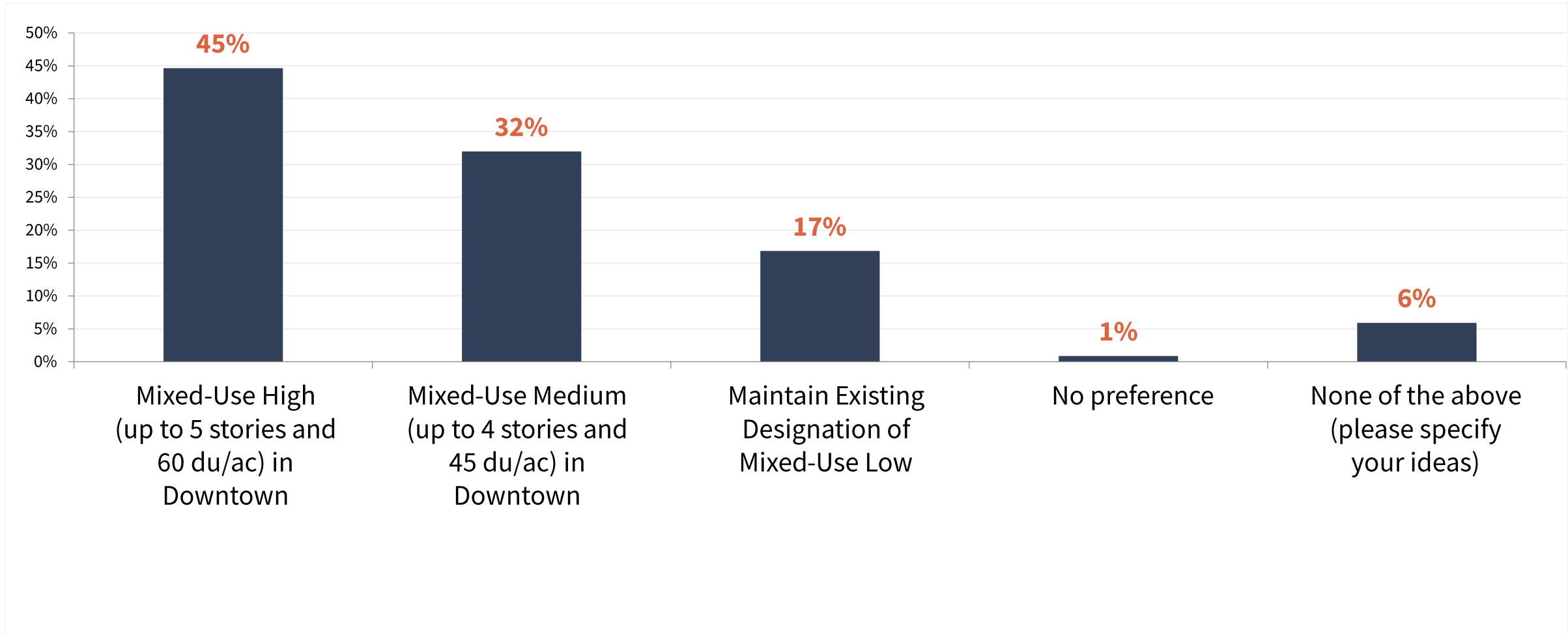
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- Neighborhood Medium (>10 to 20 du/acre)
- Neighborhood Medium-High (>20 to 30 du/acre)
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MIXED-USE

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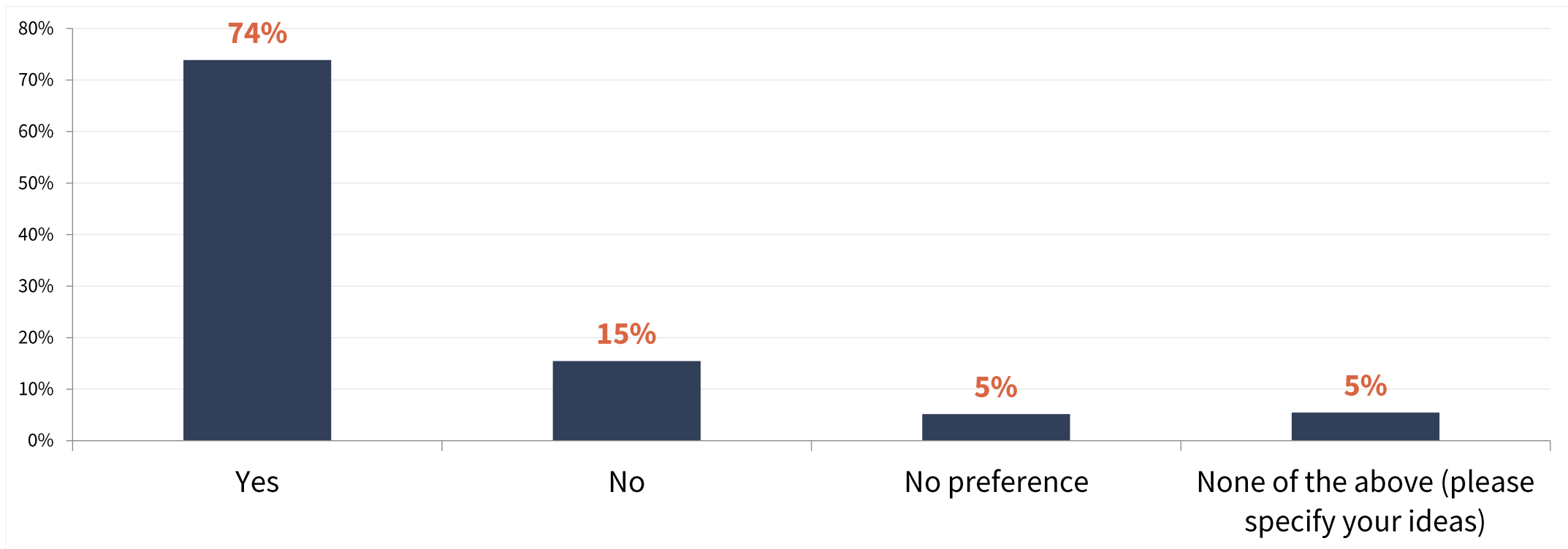
DOWNTOWN AND T.O. BLVD.

Q15. Which of the following best describes your perspective for Downtown?



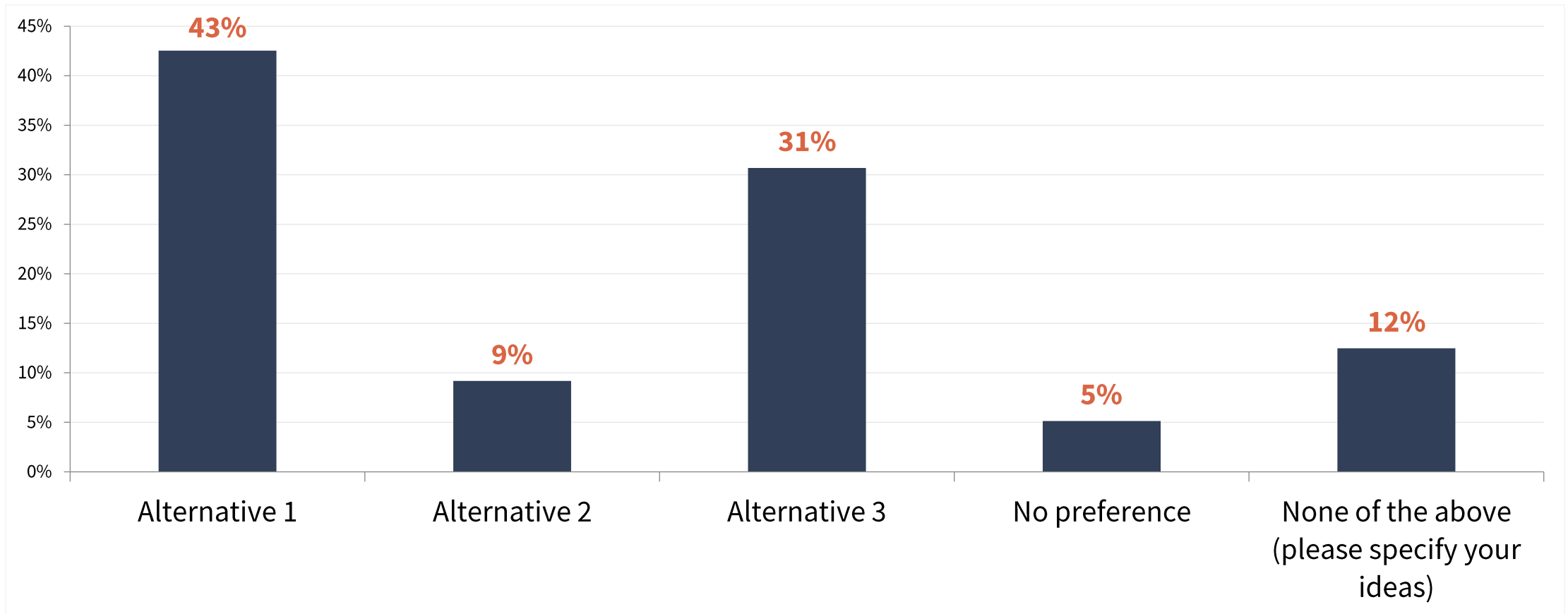
DOWNTOWN AND T.O. BLVD.

Q16. Should the City allow multifamily residential buildings without a requirement for commercial uses in limited locations along Thousand Oaks Boulevard?



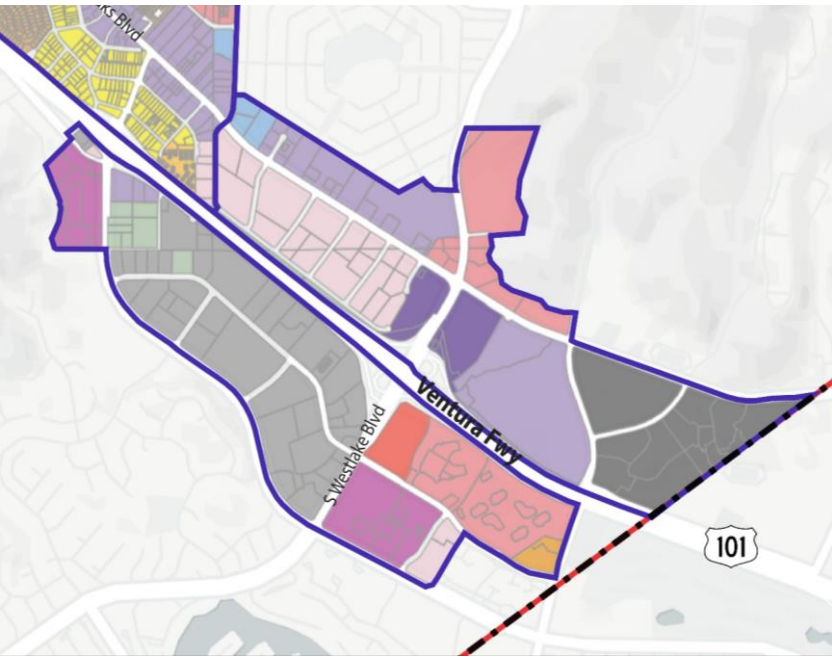
DOWNTOWN AND T.O. BLVD.

Q17. Overall, which alternative best matches your vision for the future of the Downtown and Thousand Oaks Boulevard area?

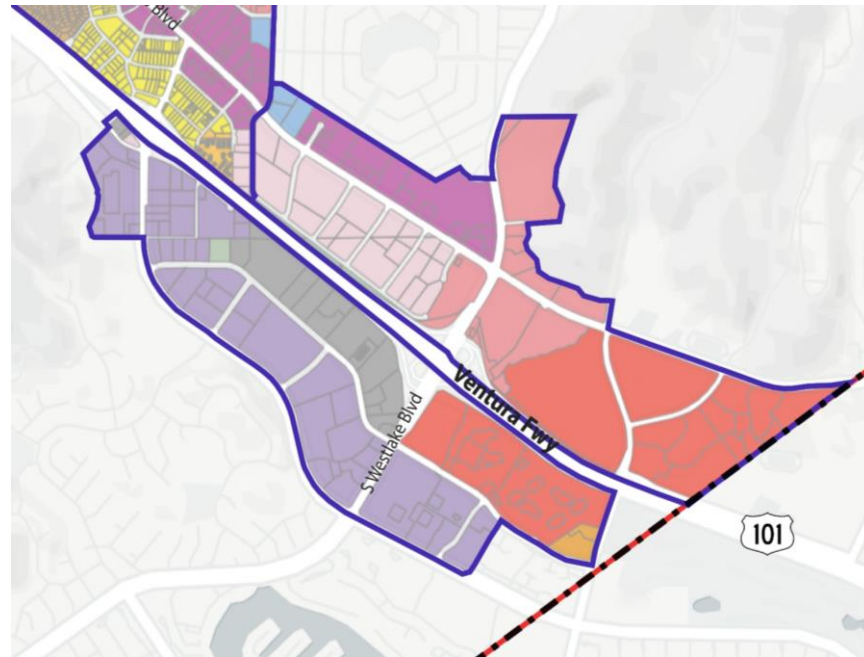


WESTLAKE AND EAST END

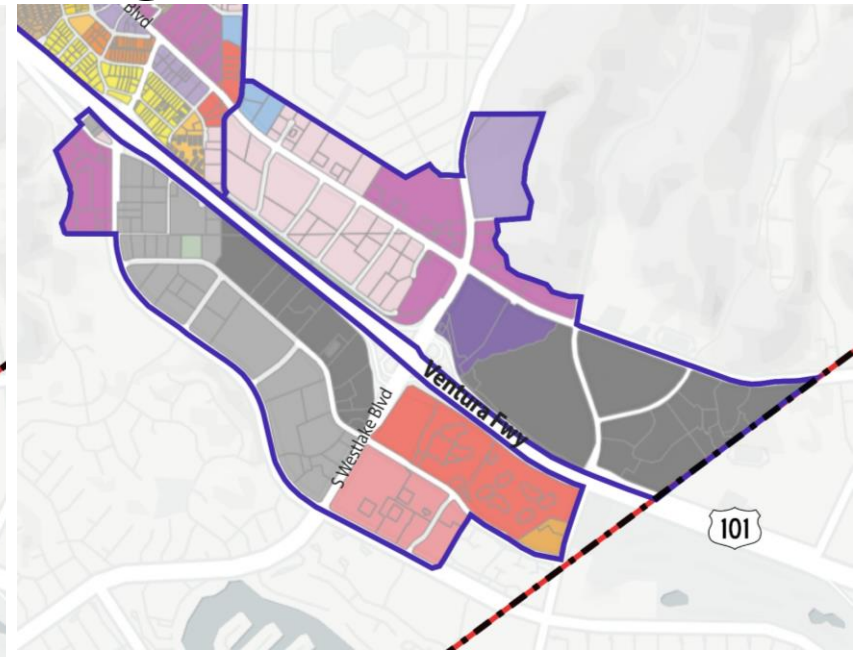
Alt 1



Alt 2



Alt 3



LEGEND

- City Limits
- Sphere of Influence
- County Islands
- Areas of Change
- Parks, Golf Courses, And Open Space
- Utilities and Flood Control

NON-RESIDENTIAL

- Commercial Neighborhood (0.5 FAR)
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- Industrial Low (1.0 FAR)
- Industrial Flex (2.0 FAR)
- Institutional

RESIDENTIAL

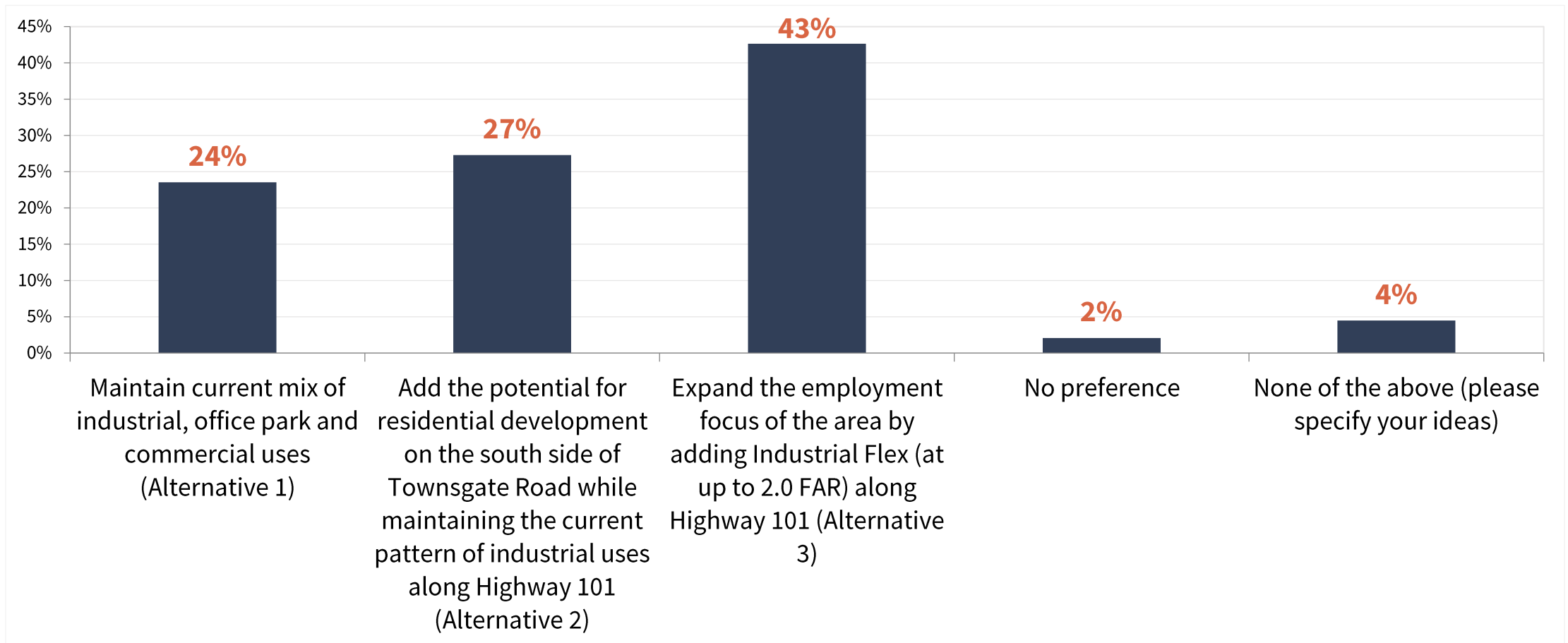
- Neighborhood Rural (0 to 1.0 du/acre)
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- Neighborhood Medium (>10 to 20 du/acre)
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MIXED-USE

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- Mixed-Use High (>45 to 60 du/acre, 1.0 FAR)

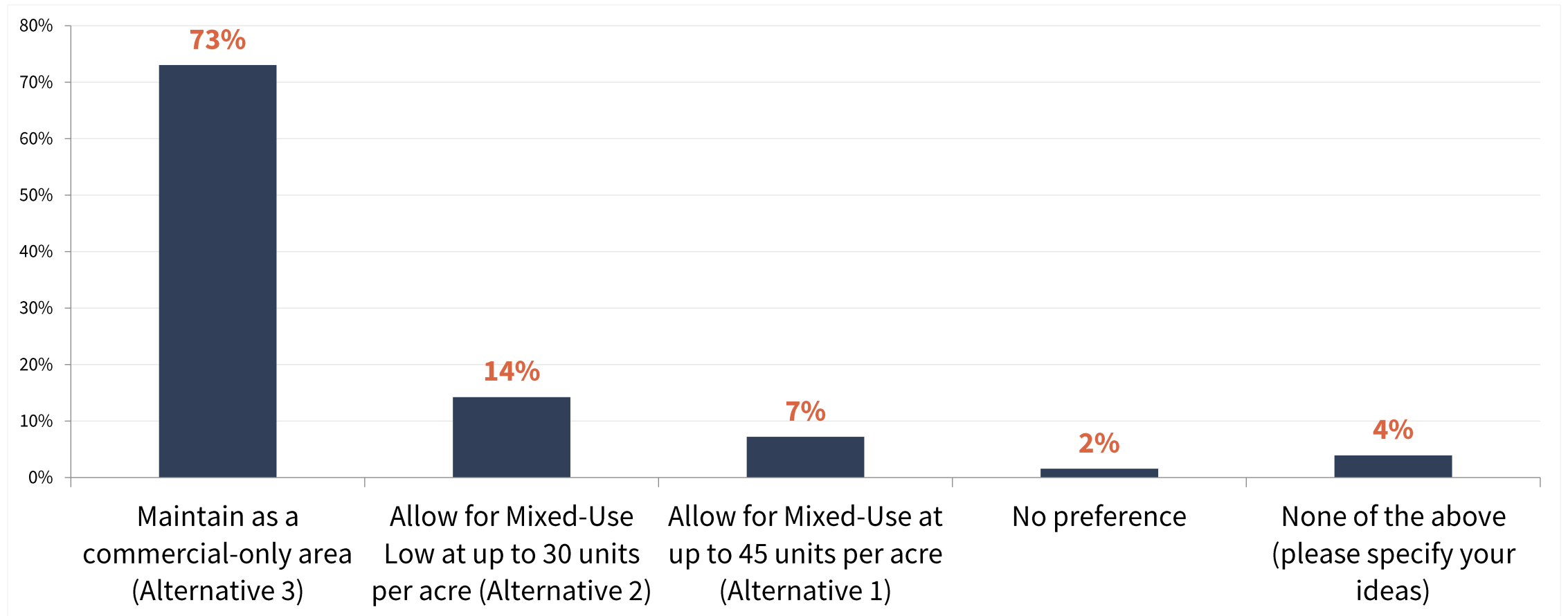
WESTLAKE AND EAST END AREA

Q19. What best matches your vision for the employment district near Hampshire Road and Townsgate Road?



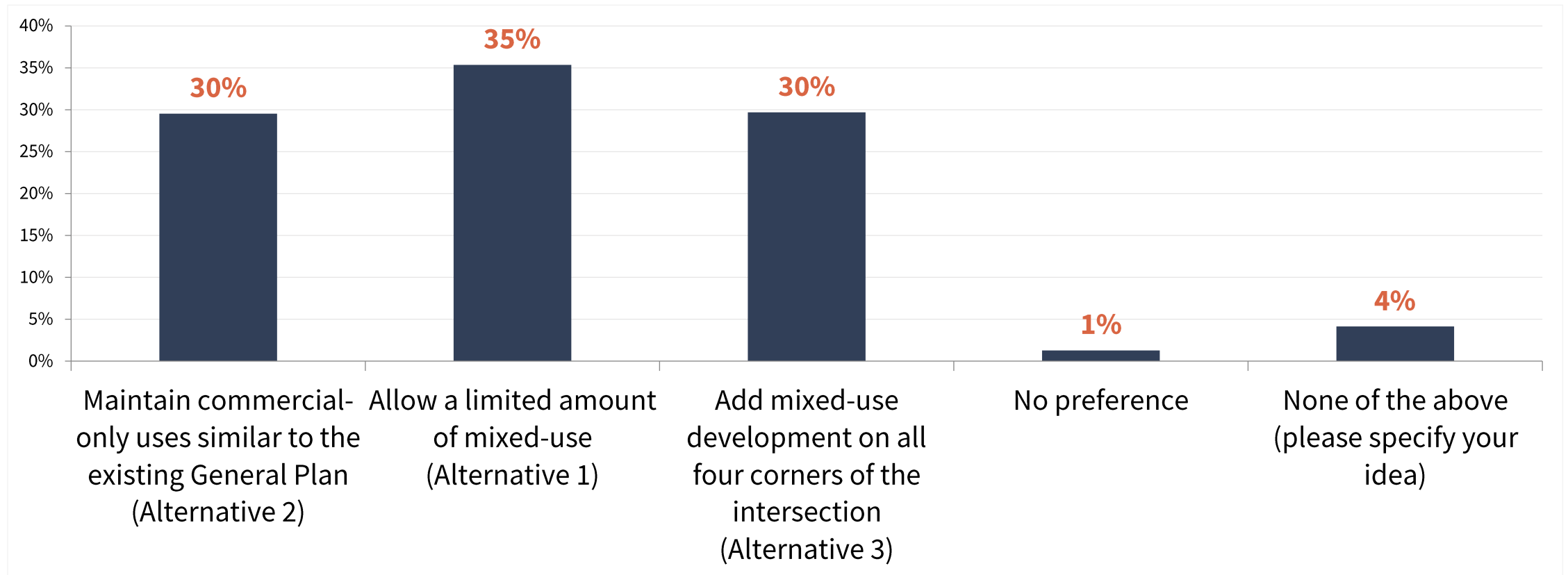
WESTLAKE AND EAST END AREA

Q20. What best matches your vision for the Westlake Plaza and Center (on the corner of Westlake Boulevard and Agoura Road)?



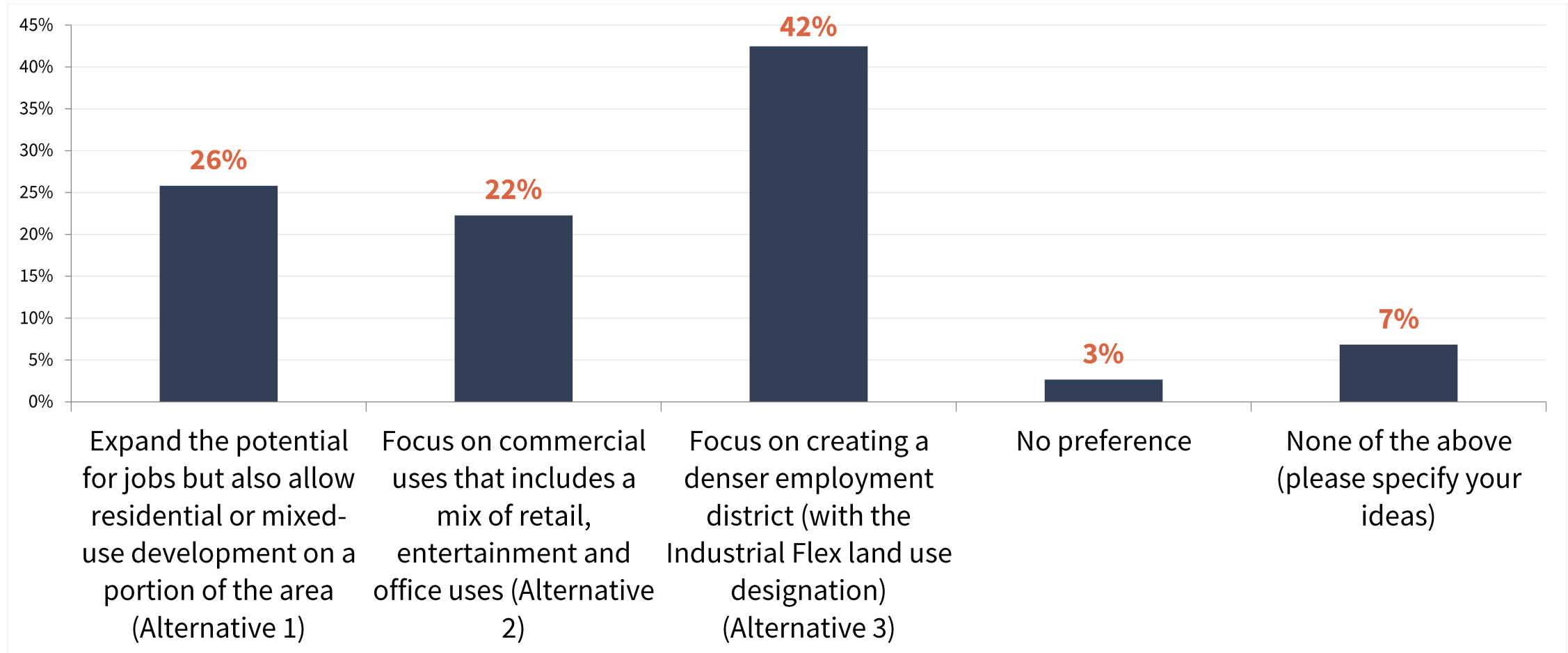
WESTLAKE AND EAST END AREA

Q21. Should the area at the intersection of Thousand Oaks Boulevard and Westlake Boulevard maintain its current focus as a retail and shopping area or should the area be allowed to add mixed-use development?



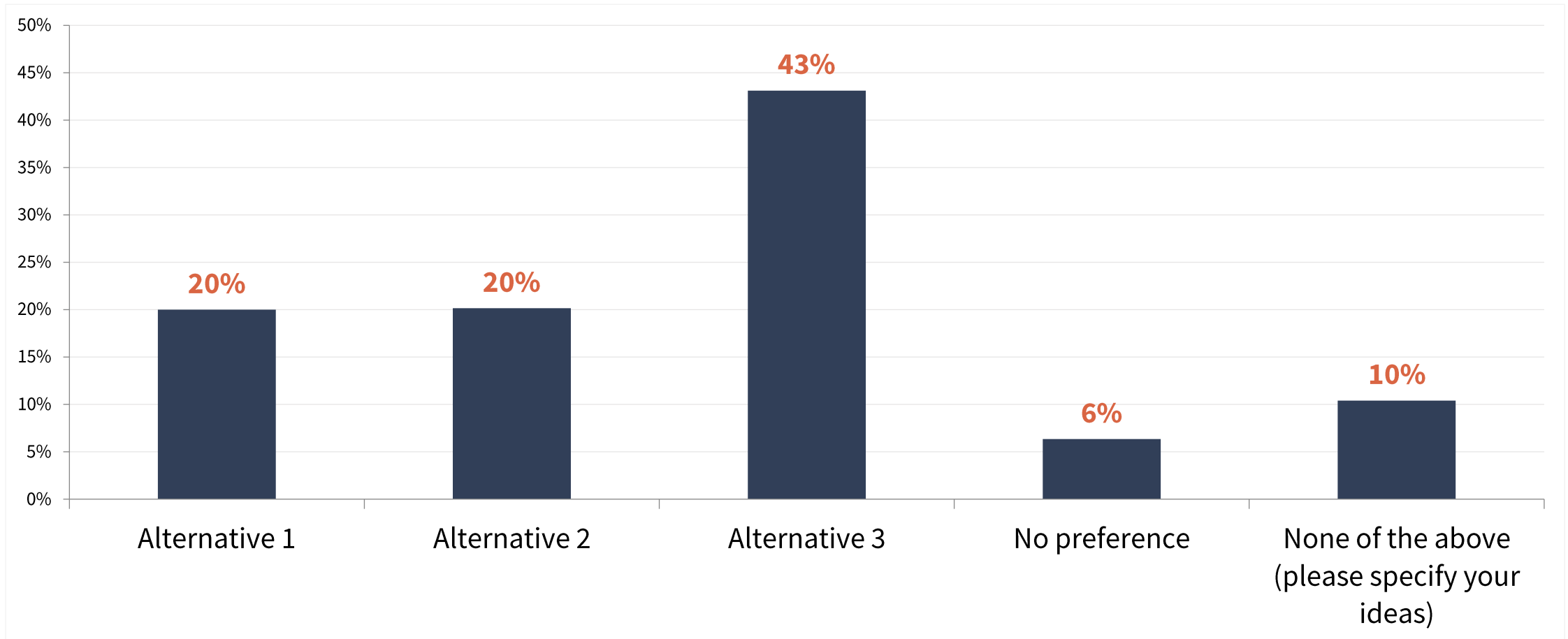
WESTLAKE AND EAST END AREA

Q22. What best describes your vision for the east side of the city along Thousand Oaks Boulevard (south of Westlake High School)?



WESTLAKE AND EAST END AREA

Q23. Overall, which alternative best matches your vision for the future of the Westlake and East End area?

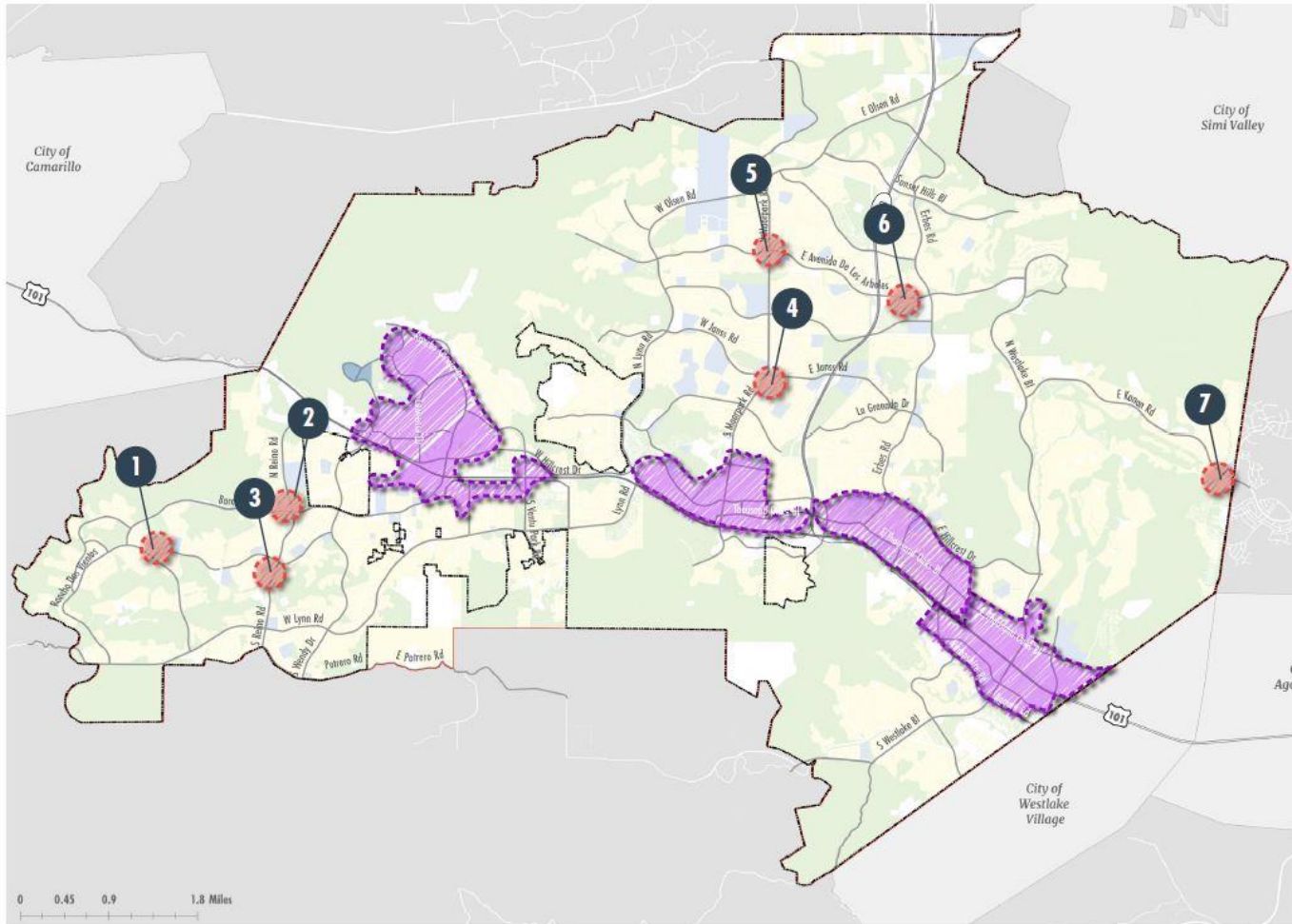


VILLAGE CENTERS

- 1 LAS BRISAS AND VIA RIO
- 2 REINO AND BORCHARD
- 3 REINO AND KIMBER

- 4 JANSJ AND MOORPARK
- 5 ARBOLES AND MOORPARK

- 6 ARBOLES AND ERBES
- 7 KANAN AND LINDERO



Alt 1: Mixed-Use Low or Commercial Neighborhood



Alt 2: All Commercial Neighborhood

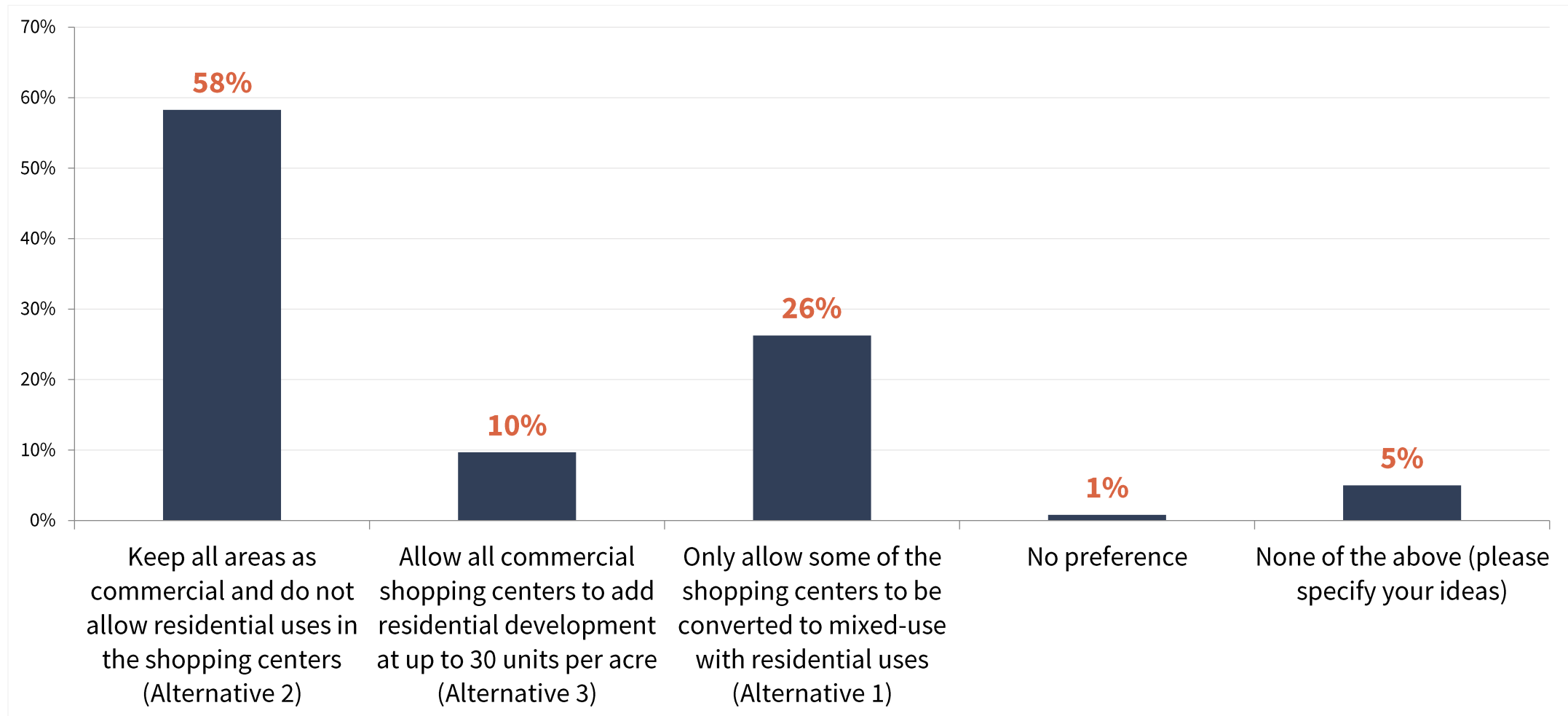


Alt 3: All Mixed-Use Low



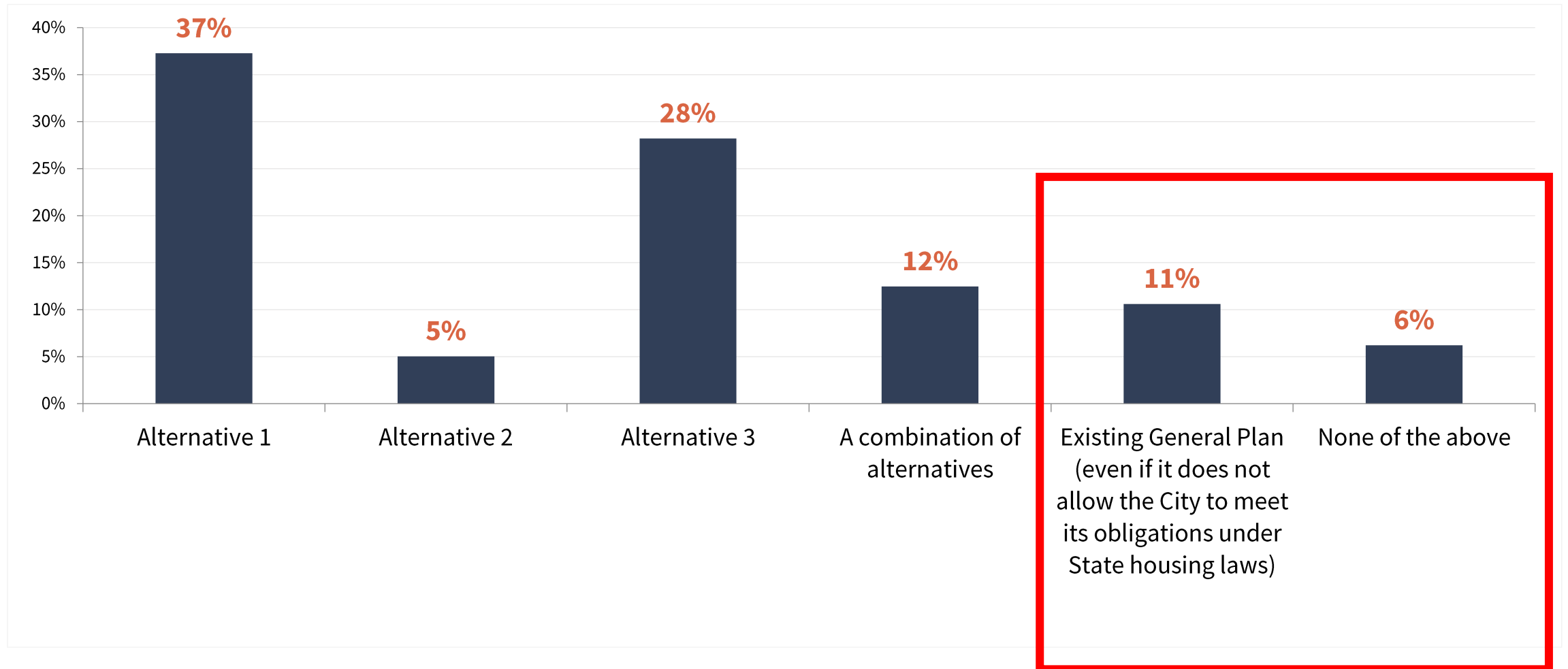
VILLAGE CENTERS

Q25. What best describes your vision for commercial shopping centers throughout the City?



CONCLUSION

Q27. Now that you have reviewed all the detailed alternatives, what alternative best matches your vision for the future of the City?



GPAC FEEDBACK ON SURVEY RESULTS



GPAC FEEDBACK - LAND USE ALTERNATIVES SURVEY RESULTS

Feedback from individual GPAC Members:

- The Oaks Mall and Janss Marketplace
 - Desire to see flexibility for changing retail landscape
 - Interest in mixed-use
- Village Centers
 - Desire to see housing options within Village Centers
 - Supportive of walkable mixed-use centers
- Housing
 - Supportive of new housing types spread throughout City

GPAC FEEDBACK - LAND USE ALTERNATIVES SURVEY RESULTS

Feedback from individual GPAC Members:

- Jobs
 - Encourage new job opportunities throughout City
- Other
 - Look at GP as the blueprint for the next 30–40 years, not just the next 5–8 years
 - Change is ok but it should be measured and slow
 - Build in flexibility to allow for changing conditions
 - Address impacts of development (e.g., traffic, parking, etc.)
 - Maintain views and open space

QUESTIONS?



UPCOMING EVENTS + MEETINGS

Land Use Alternatives:

- Preferred Land Use alternative (April 16th)
- Joint GPAC Meeting #15 and Public Workshop (April 21st)
- Online Survey #4 (Mid April – Mid May)
- Planning Commission Meeting (April 26th)
- City Council Meetings (May 18th and May 25th)

NEXT STEPS

Timeframe

Work product

Community Engagement Opportunities

Apr – May 2021

- Preferred Land Use Alternative
- Joint GPAC #15 & Public Workshop
- Online Survey #4
- Planning Commission & City Council Meetings

Jun – Aug 2021

- Policy Frameworks for General Plan Element Topics, Draft Housing Element, CEQA Documents
- GPAC #16 & 17
- Public Workshops
- Policy Topic Specific Discussion Groups
- EIR Notice of Preparation Public Review period
- Public Scoping Meeting for General Plan EIR
- Planning Commission Meeting

Sep – Dec 2021

- Revise Housing Element based on State Comments
- Preparation of Draft General Plan & CEQA documents
- No Meetings Scheduled

Jan – Feb 2022

- Adopt Housing Element & related Negative Declaration
- Planning Commission & City Council Hearings to adopt Housing Element
- GPAC #18
- Public Workshop
- Virtual Office Housing
- Planning Commission & City Council Workshops

Mar – Apr 2022

- Revisions to General Plan and EIR
- Planning Commission & City Council Hearings to review and approve General Plan and EIR

THANK YOU!





PLANNING COMMISSION PRESENTATION

Land Use Alternatives Feedback | March 29, 2021