



PREFERRED LAND USE MAP

City Council Meeting | May 18, 2021

THE PURPOSE OF THE LAND USE MAP

- Create a vision for the City's future
- Long Range – next 25 years
 - Location and types of land uses
 - Support our economy
 - Provide housing
 - Protect the environment
- Short Range – 8 years
 - Provide enough housing capacity to meet next Housing Element



THE COMMUNITY'S PLAN

- The foundation of a General Plan is public input
- The draft preferred land use map is based on 18 months of public input
- Draft Guiding Principles were developed early in this process and this map reflects them

The ability to live in the City regardless of income or stage in life.

A diverse and resilient economy.

A leader in climate change and environmental sustainability.

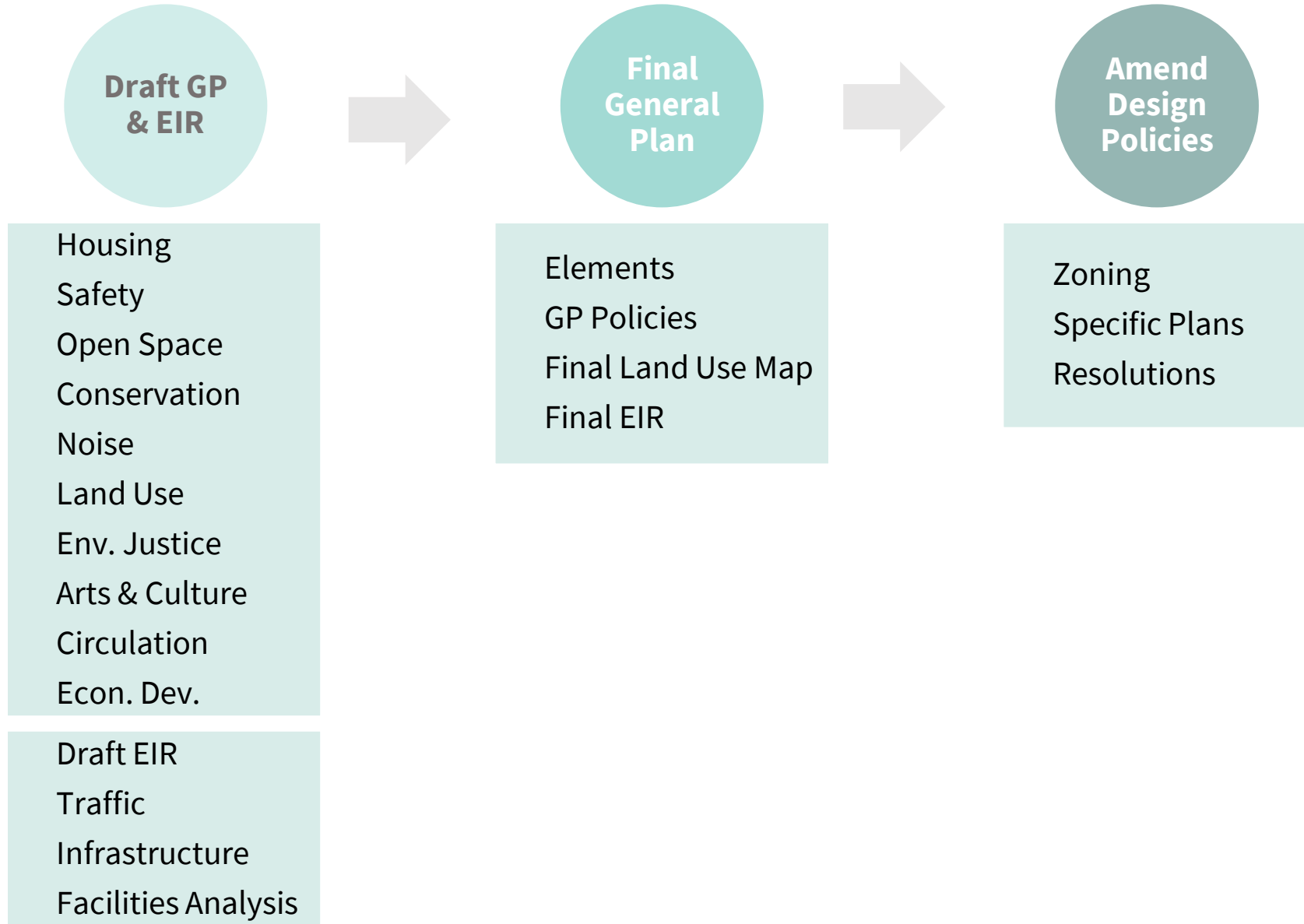
UPDATE PROCESS



COMMUNITY ENGAGEMENT ACTIVITIES THROUGHOUT THE PROCESS

PREFERRED, NOT FINAL, LAND USE MAP

What's next?



TOWARD AN EVEN MORE LIVABLE CITY

- We are fortunate to be in Thousand Oaks
- But we do still have challenges:
 - Evolving economy
 - High housing prices
 - Sustainability
- Goal is to create an even more desirable place to live, work and play

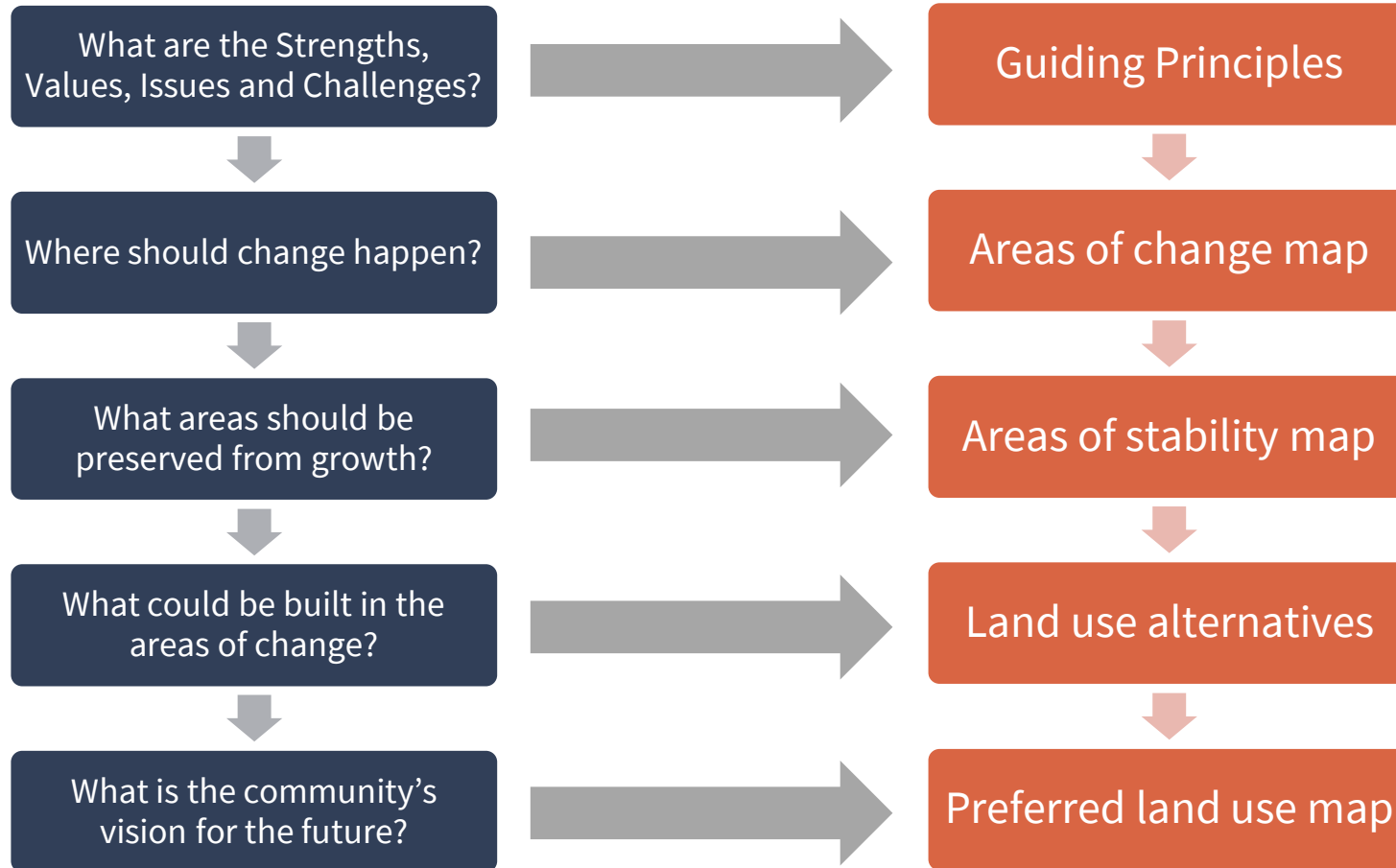


THE “STORY” BEHIND THE PREFERRED MAP

GENERAL FLOW OF WORK

Engagement Process Questions

Product



OVERVIEW OF DRAFT GUIDING PRINCIPLES

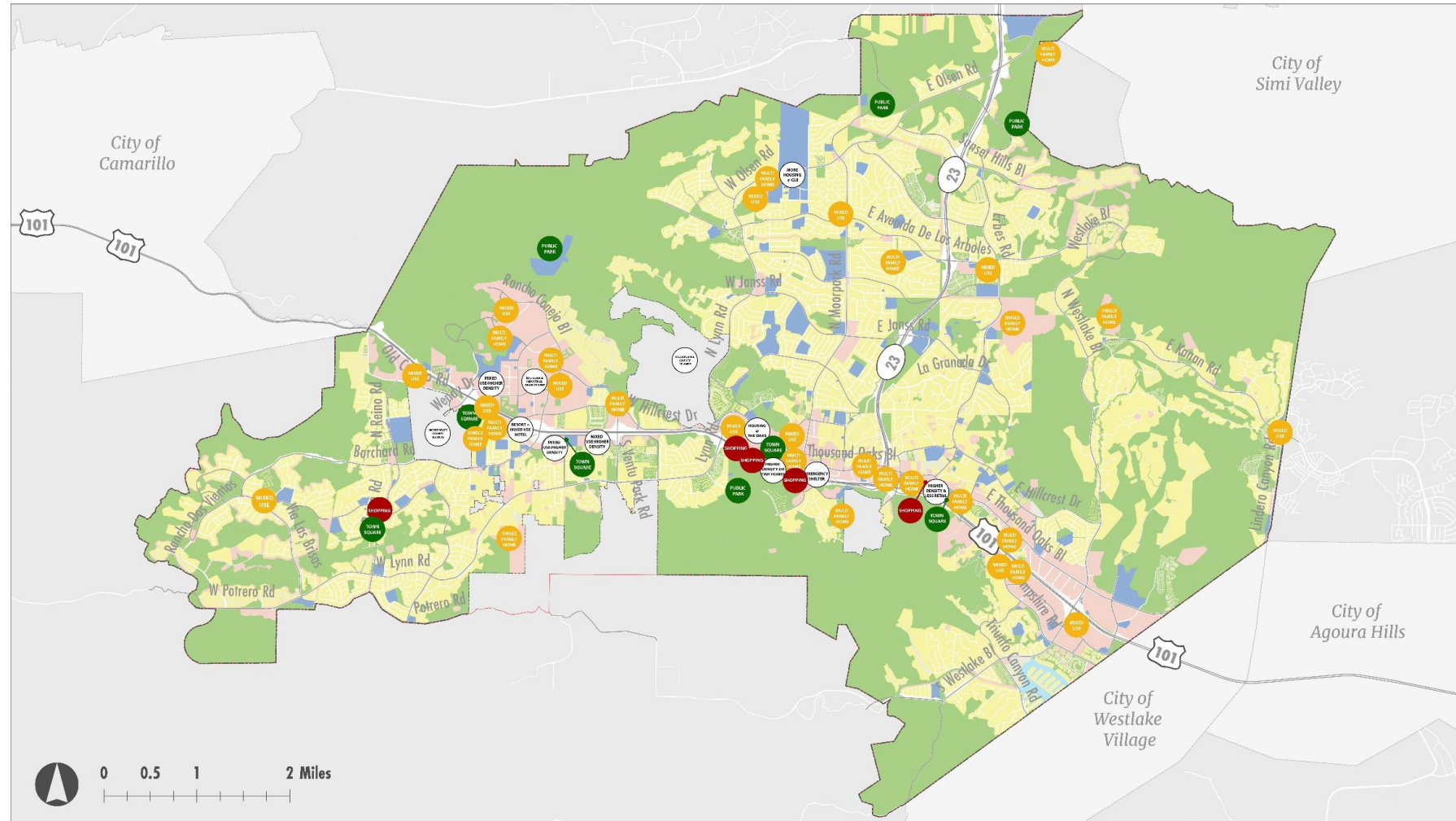
- Provides a framework to guide future decision-making
- Includes community values and key strategies derived from community engagement
- Key draft strategies include...
 - Create a diversity of housing types and affordability levels
 - Maintain established neighborhoods
 - Revitalize underutilized land (including the malls, older shopping centers, and Thousand Oaks Boulevard)
 - Prioritize economic development and lifestyle opportunities
 - Expand the number and diversity of jobs.

WHERE SHOULD CHANGE HAPPEN?

- Composite map of ideas from GPAC Meeting (Feb 2020)

LEGEND

- Single Family
- Multi-family
- Mixed Use
- Shopping
- Town Square
- Public Park
- Fill in own idea

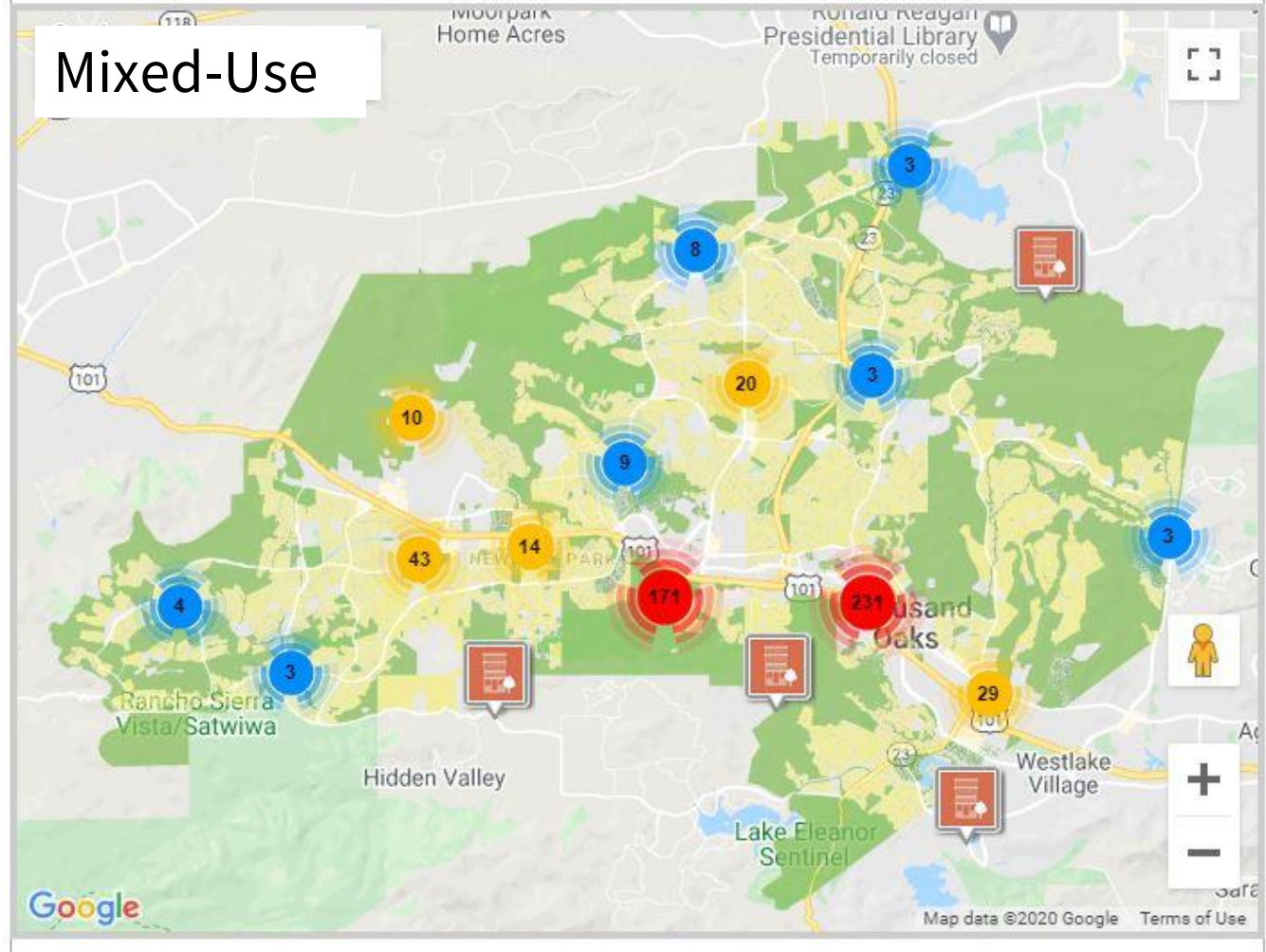


Raimi + Associates 2019 | Data Source: City of Thousand Oaks, County of Ventura, County of Los Angeles; UrbanFootprint, 2019



- Residential
- Civic/Institutional
- Open Space
- City Limits
- Sphere of Influence
- Major Roads
- Freeways
- Unincorporated County Land
- Adjacent Cities

COMMUNITY SURVEY: WHERE SHOULD MIXED-USE GO?

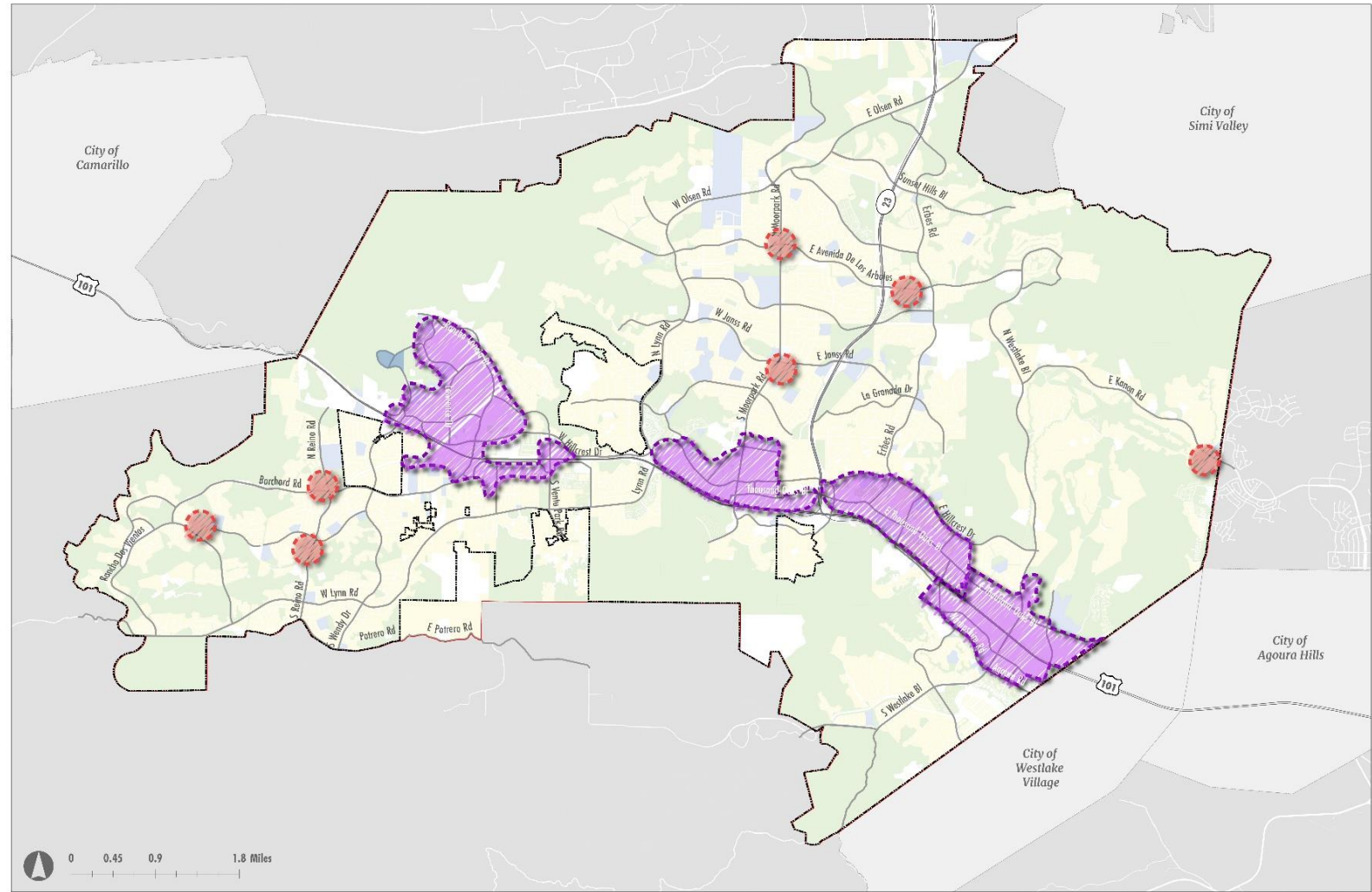


461 Survey Responses

Category	Number of Markers on Map
Mixed-Use	561

REFINED AREAS OF CHANGE MAP

Areas of Change = 7.9%
 Areas of Stability = 92.1%



Map: Associates 2020 | Data Source: City of Thousand Oaks, County of Ventura, County of Los Angeles, UrbanFootprint, 2019



PROPOSED STRUCTURE

- Neighborhood/Village Center
- Major Node
- Institutional District

- Single Family Residential
- Civic/Institutional
- Open Space

- City Limits
- City Sphere

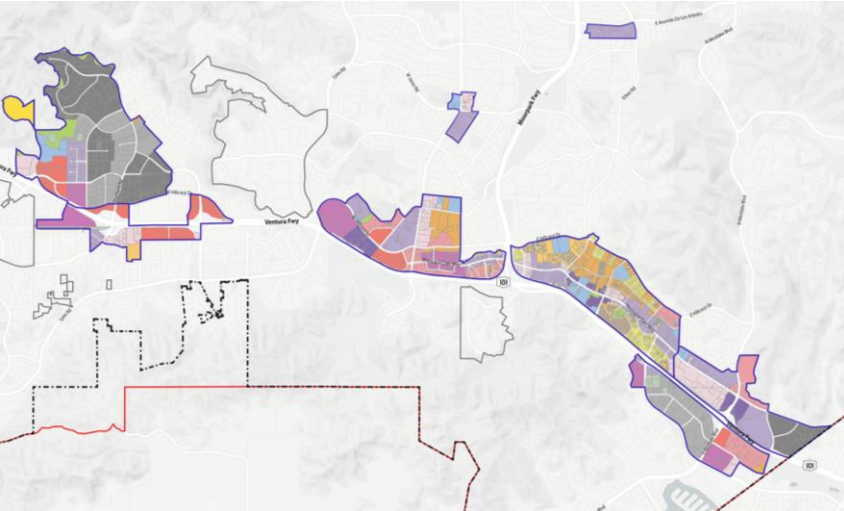
- Major Roads
- Freeways

- Unincorporated Counties Land
- County Islands

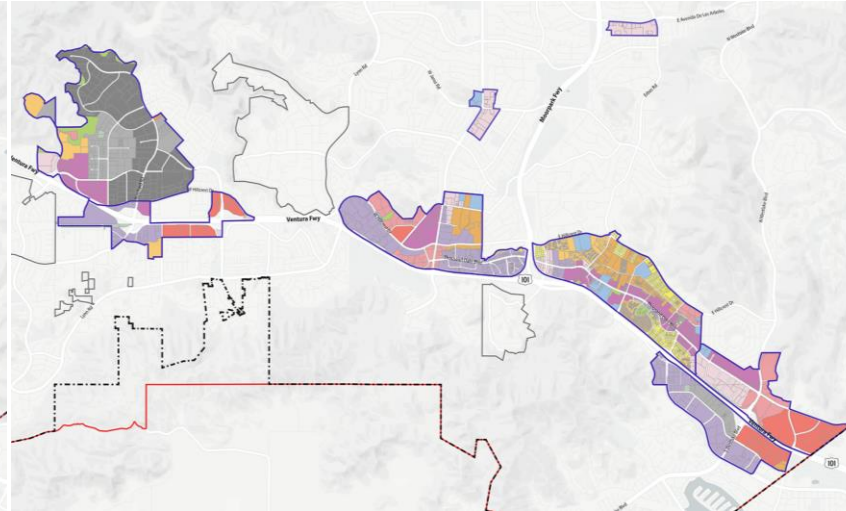
- Adjacent Cities

3 LAND USE ALTERNATIVES (AREAS OF CHANGE)

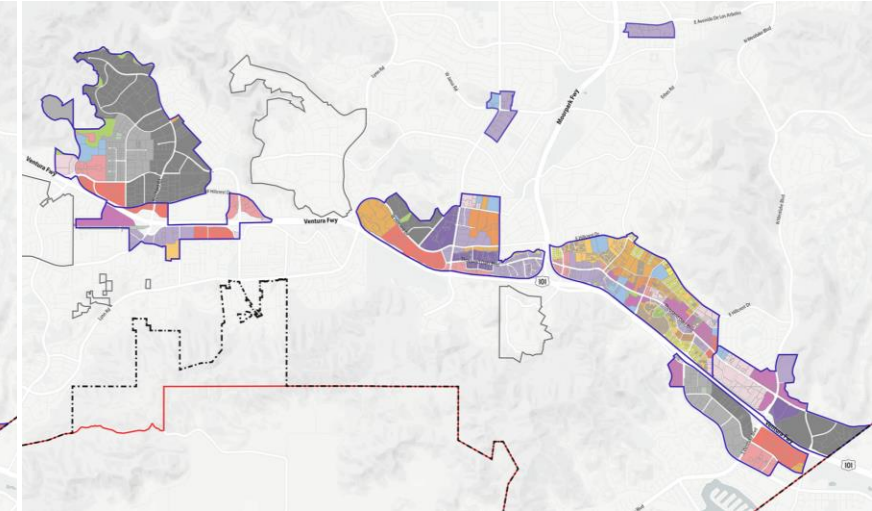
ALTERNATIVE 1



ALTERNATIVE 2



ALTERNATIVE 3



- **Limited high density mixed-use**
- Maintain jobs focus in Rancho Conejo, Townsgate and South of Westlake High School
- Mixed-use or commercial village centers

- **Spread out mixed-use**
- Expand commercial and retail uses on East End
- Maintain jobs focus in Rancho Conejo, and Townsgate
- Commercial village centers

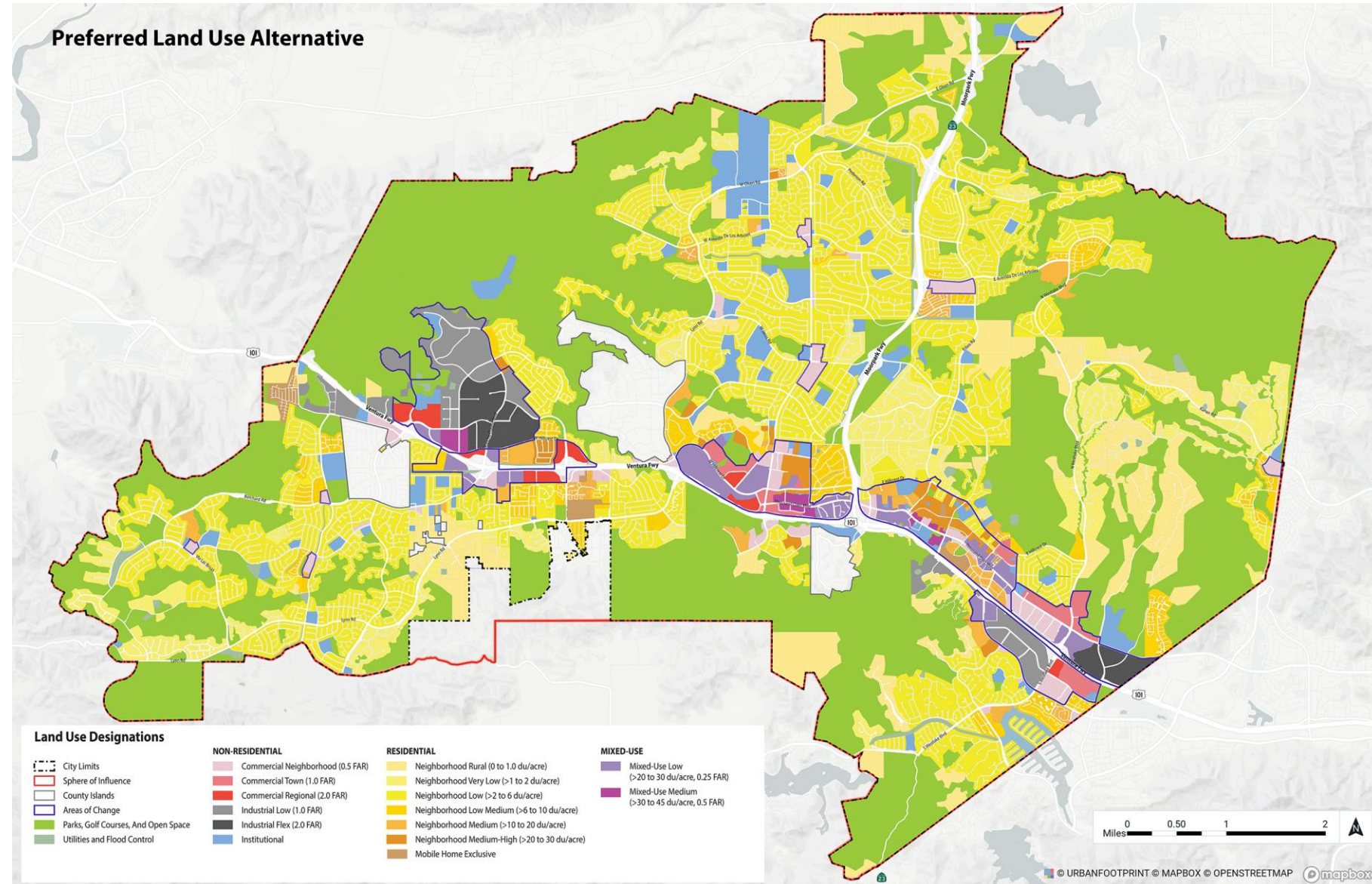
- **Focus on jobs**
- Limited high density mixed-use
- Expand jobs focus in Rancho Conejo, near The Oaks, Townsgate, and south of Westlake High School
- Mixed-use low village centers throughout

LAND USE ALTERNATIVES SURVEY TAKE-AWAYS

- Alternative 1: Mixed use with higher density nodes preferred
- Support for:
 - Transferring residential capacity to “areas of change”
 - Increased density in same building form (45 du/ac)
 - Increasing the amount of mixed-use development
 - Allowing multi-family residential buildings on TO Blvd
 - Adding mixed use to the Rancho Conejo area (both sides of 101)
 - Building 3-5 story mixed use and multifamily at older malls
 - Expanding and intensifying employment uses

PREFERRED LAND USE MAP PRESENTED TO PUBLIC, GPAC & PC

- Preserve parks and open space
- Maintains residential neighborhoods
- Focus new development in limited locations
- Maintains strong job focus and expands employment
- Allows mixed-use in strategic locations
- Citywide residential capacity remains unchanged per Measure E



RECOMMENDATION FROM GPAC

Preferred map is “going in the right direction” but minor modifications are needed (*majority opinion*)

Support for (majority):

- Overall direction (strong support)
- Walkable, mixed use centers
- Growth in areas of change
- Diversity of housing
- Redevelopment of larger parcels

Concerns about (minority):

- Pace of change; time period should be shorter (RHNA cycle)
- Impact on schools

RECOMMENDATION FROM PLANNING COMMISSION

Majority (4:1) approve and recommend the citywide preferred alternative with specific edits

Support for (majority):

- Village centers as area of change
- Add higher density to The Oaks Mall
- Remove mixed-use for areas unlikely to change in 20–30 years like the Promenade at Westlake

Defer to City Council for Direction:

- Thousand Oaks Boulevard
- “Borchard” 37-acre property

PREFERRED LAND USE MAP SURVEY

- 2,725 total responses; 65%–68% of respondents skipped most questions
- Most answered Q2 about the “Borchard” property – 68% support for mixed use development
- Majority who answered were “opposed” to other aspects the preferred map direction (mostly TO Blvd)
- No clear direction from results except for Q2

COMMUNITY ENGAGEMENT

- Citywide mailing in wastewater and water bills to 38,000 addresses
- Met and corresponded with organizations and neighborhood groups
- 30+ articles in the Acorn
- Paid ads in the Acorn and VC Star
- 15 GPAC meetings (25–50 people at each meeting)
- 3 Public Workshops (125, 250, 100 people) and 2 “community forums”
- Pop-up workshops (11 workshops with 1000+ respondents)
- 20+ mentions in city newsletters (12,000+ subscribers)
- 6+ “office hours” and focus groups
- Email database (1,500+ subscribers)
- 4 online surveys (5000+ responses)
- Citywide statistically valid survey
- Social media campaign with hundreds of posts
- Website with 53,000 page views from 17,000 unique viewers



**RECOMMENDED CHANGES
TO THE PREFERRED LAND
USE MAP**

CHARACTERISTICS OF PROPOSED LAND USE MAP

- Maintains the character of existing residential neighborhoods.
- Preserves all open space, parks, and public uses.
- Focuses changes in limited areas that comprise less than 3% of the City's land area.
- Incorporates mixed-use development in limited areas throughout the City.
- Provides a combination of Mixed-Use Low and Mixed-Use Medium designations along Thousand Oaks Boulevard.
- Maintains a strong jobs focus in the Rancho Conejo and Westlake/East End areas.
- Maintains a variety of opportunities for commercial uses, including retail, office, and hotels.

2. WESTLAKE AND EAST END - FEEDBACK

Public

- Some mixed use at intersection (65%)
- Expand east end employment with no mixed use (64%)
- Keep South of 101 industrial and commercial except for K-Mart site

Planning Commission + GPAC:

- Change Mixed-Use Low to Commercial Town (1 & 2)
- Add Mixed-Use Low on Baxter site (3)

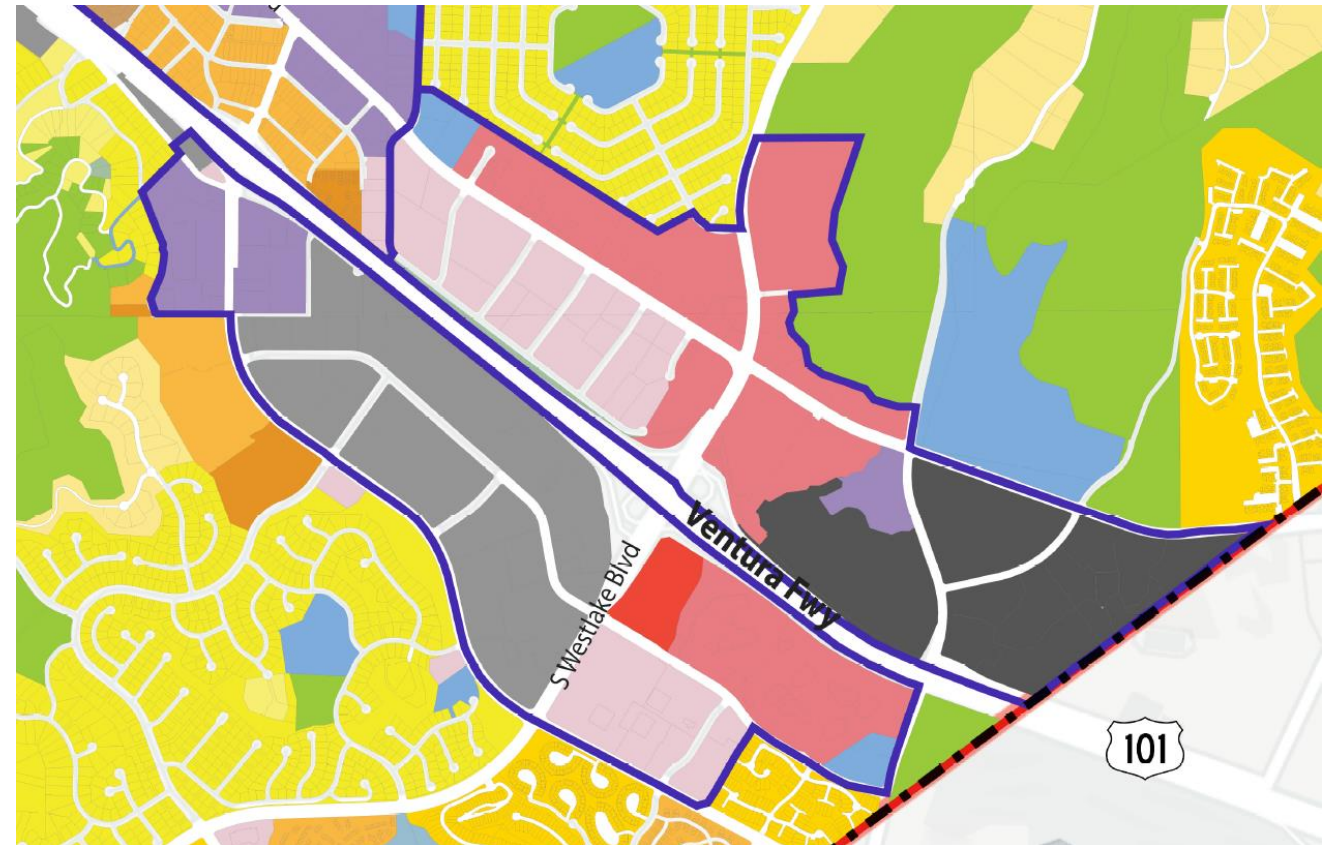


LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

2. WESTLAKE AND EAST END - RECOMMENDATION

- Maintain majority of area as non-residential
- Designate T.O. and Westlake Blvd intersection Commercial Town
- Mixed-use Low at Baxter site
- Mixed-Use Low at K-Mart



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

3. DOWNTOWN AND THOUSAND OAKS BLVD - FEEDBACK

Public

- Mixed use along entire corridor
- Higher density mixed-use
 - 45% up to 60 du/acre
 - 32% up to 45 du/acre
- Allow stand alone residential (74%)

GPAC:

- Mixed-use in all Specific Plan areas
- Allow for higher density mixed-use in Downtown

Planning Commission:

- Defer to City Council

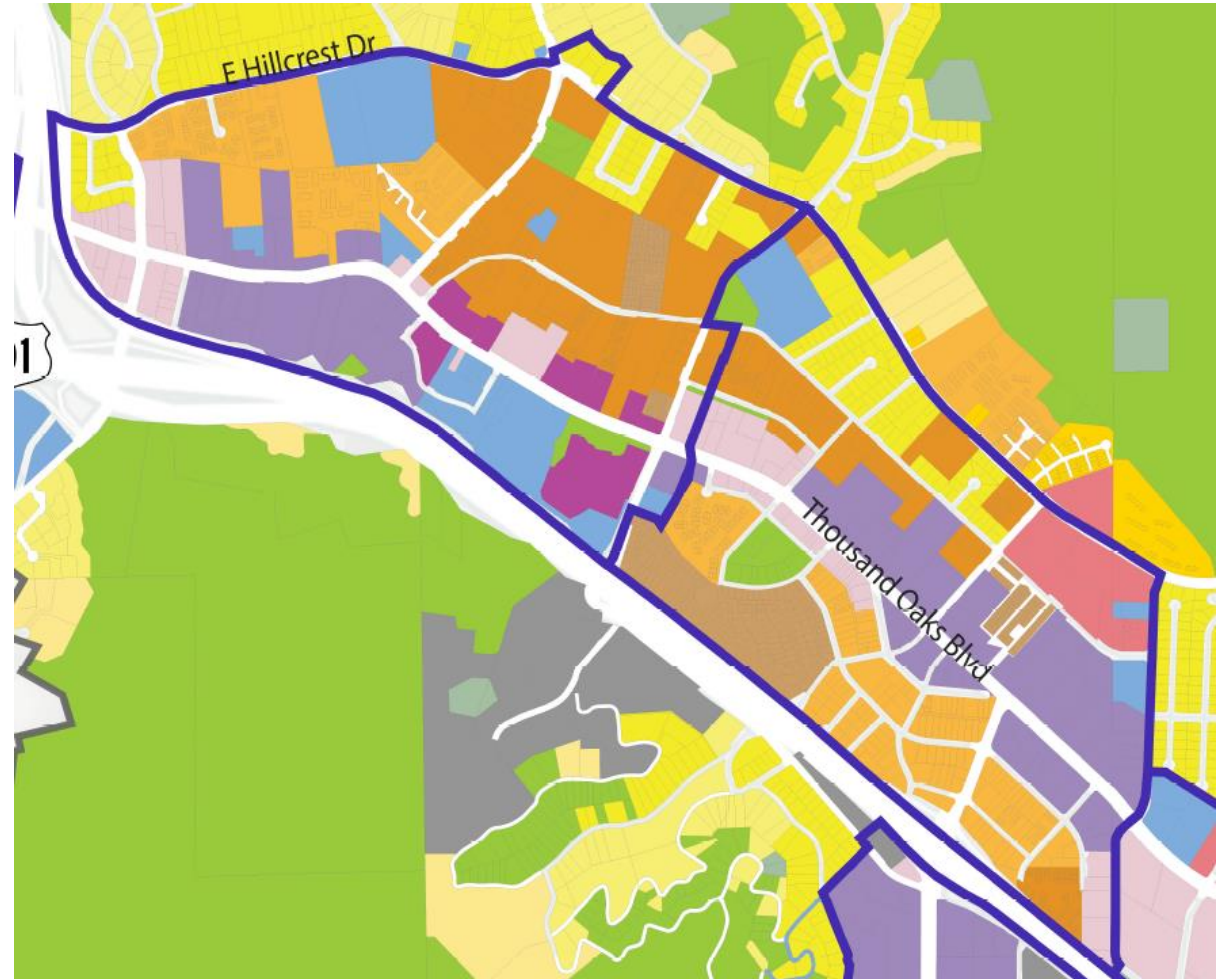


LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

3. DOWNTOWN THOUSAND OAKS BLVD - RECOMMENDATION

- Follow preferred land use map.
Combination of:
 - Mixed-Use Low
 - Mixed-Use Medium
 - Commercial Neighborhood
 - Supporting residential adjacent to corridor
- Reason:
 - Realistic vision for where mixed use can/should be located
 - TO Blvd Specific Plan envisioned limited locations for mixed use (289 units total allocated)



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

4. MOORPARK AND W THOUSAND OAKS BLVD - FEEDBACK

Public:

- 3-5 story mixed use at Oaks and Janss (70+%)
- Commercial on Moorpark (70%)
- Mixed Use High on TOB and Broadway

GPAC:

- Mixed use at Oaks and Janss with flexibility in height
- No specific input on Moorpark or TO Blvd

Planning Commission:

- Increase Oaks Mall (1) and Janss Marketplace (2) to Mixed-Use Medium (entirety of both sites and Commercial Region S. of Hillcrest)
- Redesignate Moorpark as Mixed-Use Low (3)



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

4. MOORPARK AND W THOUSAND OAKS BLVD - RECOMMENDATION

- Oaks and Janss (1)
 - Mixed-Use Low
 - 75' height limit
 - 2.0 FAR for commercial
 - 1.0 FAR for non-residential portion of mixed use
- Change from Commercial Regional to Mixed-Use Low adjacent to Malls (2)
- Change from Commercial Neighborhood to Mixed-Use Low on Moorpark (3)
- Maintain proposed designations in Preferred Land Use Map for TO Blvd



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

5. RANCHO CONEJO (NORTH OF 101) – FEEDBACK

Public

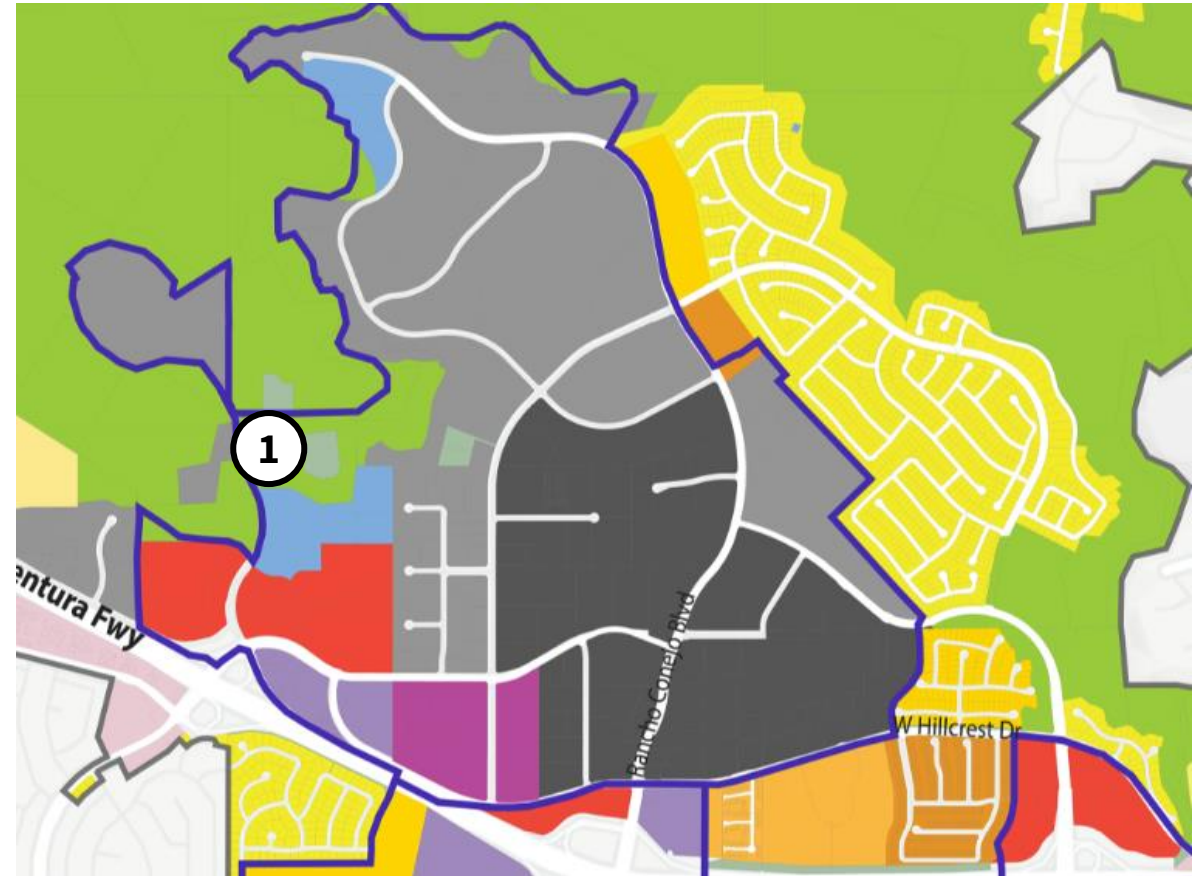
- General support for mixed use (73%)
- Mix of industrial uses (70%)
- Demand increasing for older industrial buildings
- Preference to integrate mixed use with industrial

GPAC:

- Support mixed use in the area

Planning Commission:

- Redesignate property as industrial (1)
- Maintain rest of the area as presented

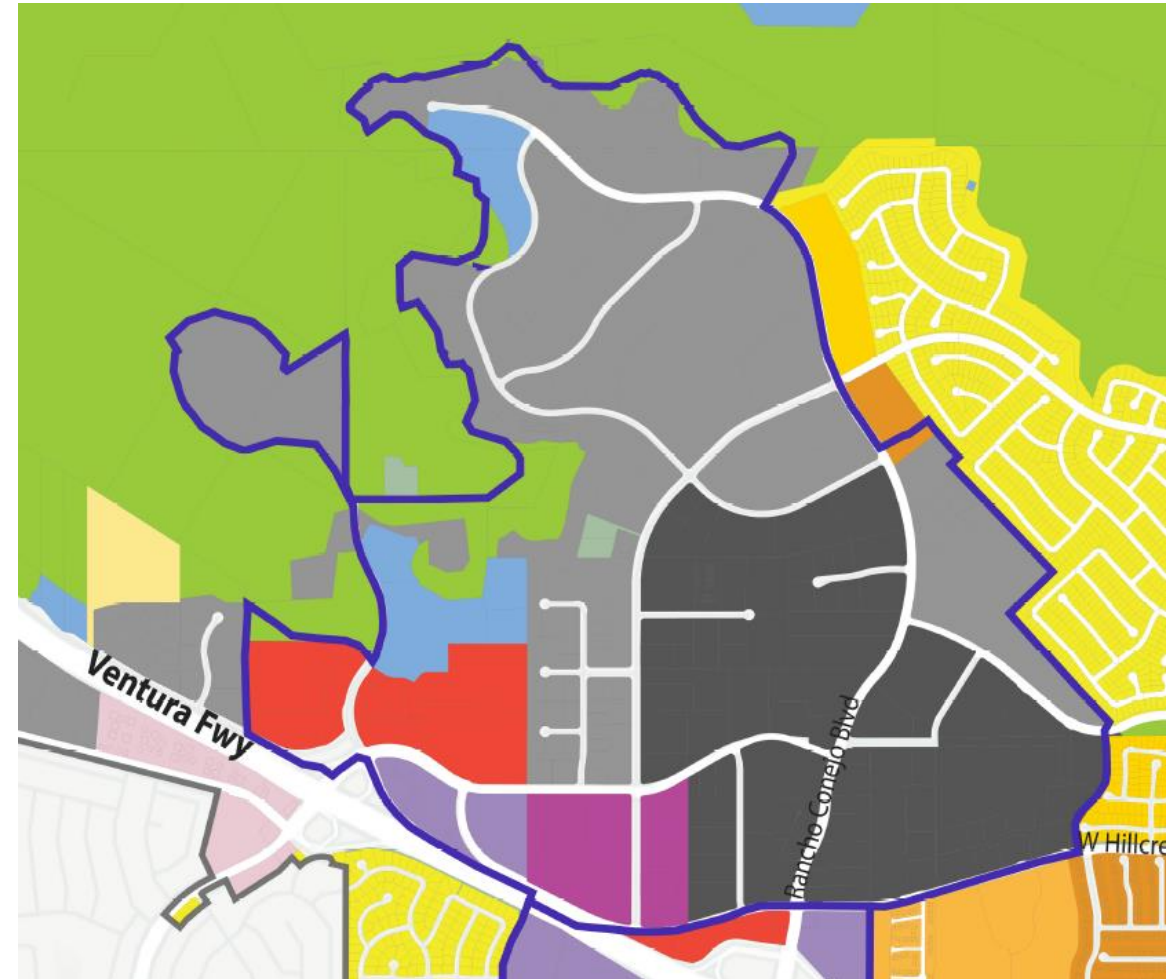


LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

5. RANCHO CONEJO (NORTH OF 101 FWY) - RECOMMENDATION

- As recommended by Planning Commission
- Maintain industrial and employment base
- Introduce mixed-use in strategic locations on the peripheral of employment centers
- Maintain regional commercial



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

6. RANCHO CONEJO (SOUTH OF 101) - FEEDBACK

Planning Commission:

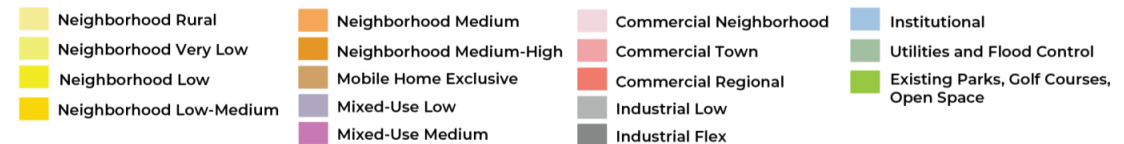
- Defer to City Council for direction on the “Borchard” property (1)
- Reduce property on E Kelly Rd to Neighborhood Low-Medium (2)
- Reduce Commercial Regional areas south of 101 Freeway to Commercial Town (3)

GPAC:

- For the Borchard property (1)
 - Majority support for mixed-use and flexibility (some dissenting)
 - Provide open space buffer adjacent to residential
- No specific input on other sites



LAND USE DESIGNATIONS



6. RANCHO CONEJO (SOUTH OF 101) – FEEDBACK CONT.

Public:

- For the “Borchard” Property (1)
 - Majority (70–74%) support mixed-use on entire site
 - Support single-family (13–25%)
- Other sites
 - Strong support for additional mixed-use in Rancho Conejo (71%)
 - Support for mixed-use and multi-family up to 45 du/ac for infill opportunities (57%)



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

6. RANCHO CONEJO (SOUTH OF 101 FWY) - RECOMMENDATION

- Borchard Property
 - Mixed-Use Low
 - Buffering and transition from existing residential areas
 - Require open spaces
- Other areas
 - Implement Planning Commission Recommendation



LAND USE DESIGNATIONS

Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use Low	Industrial Low	
	Mixed-Use Medium	Industrial Flex	

7. REMAINDER OF CITY - FEEDBACK

Public

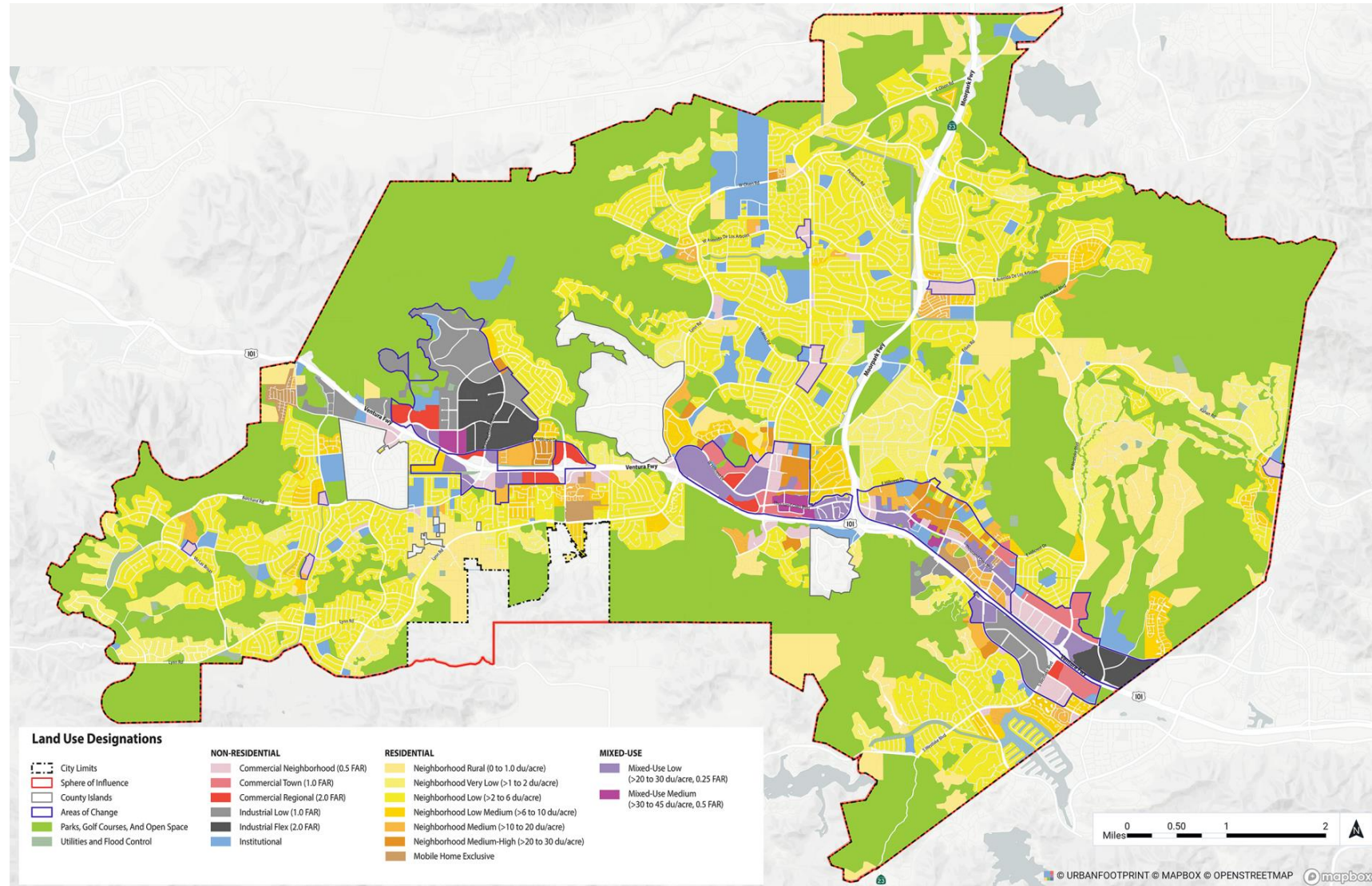
- Support for transferring capacity from residential neighborhoods (66%)

GPAC

- Support for transferring capacity

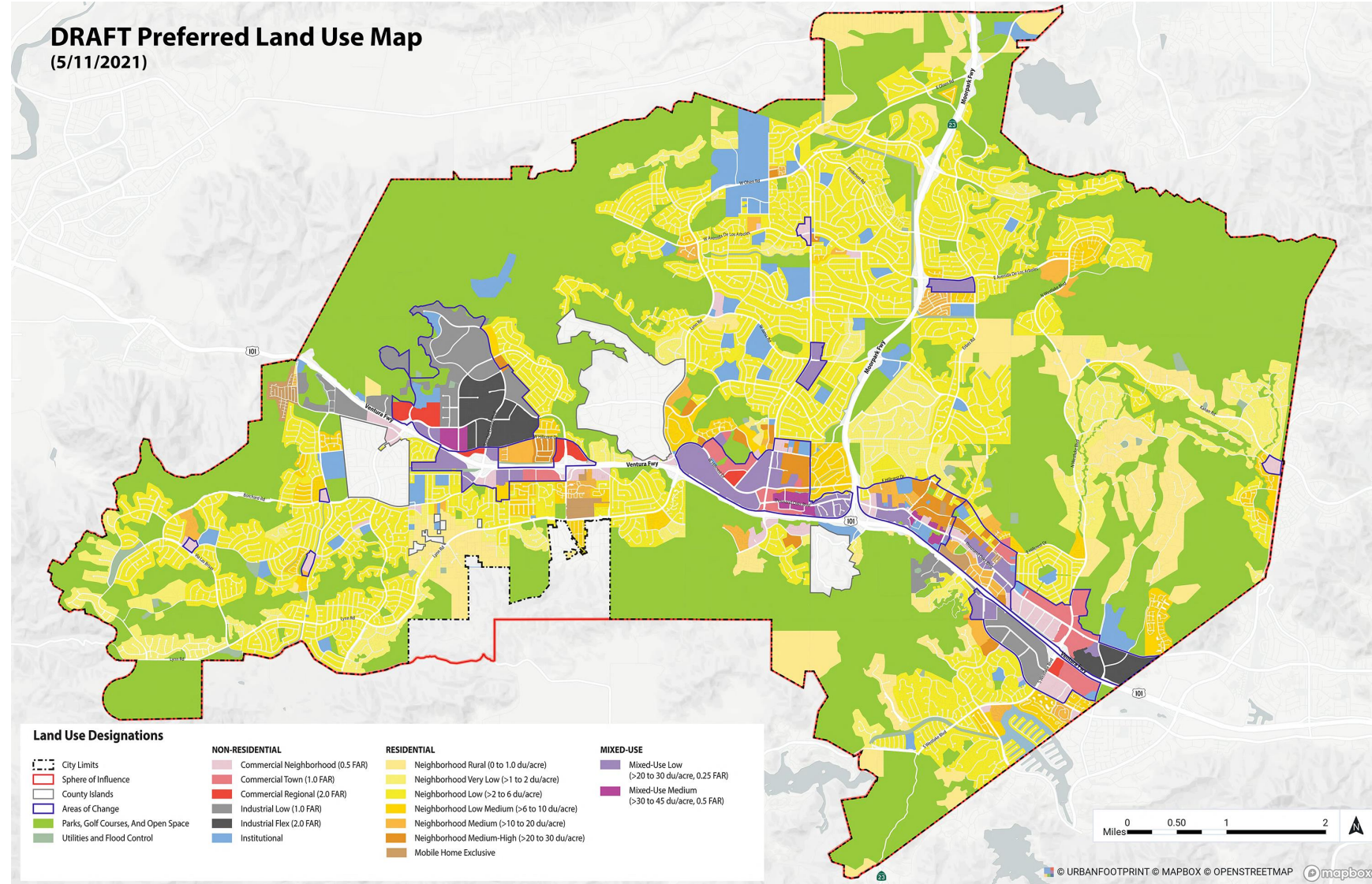
Planning Commission

- General support for transfer of capacity
- Concern about knowing designations in residential areas prior to making a land use decision



7. REMAINDER OF CITY - RECOMMENDATION

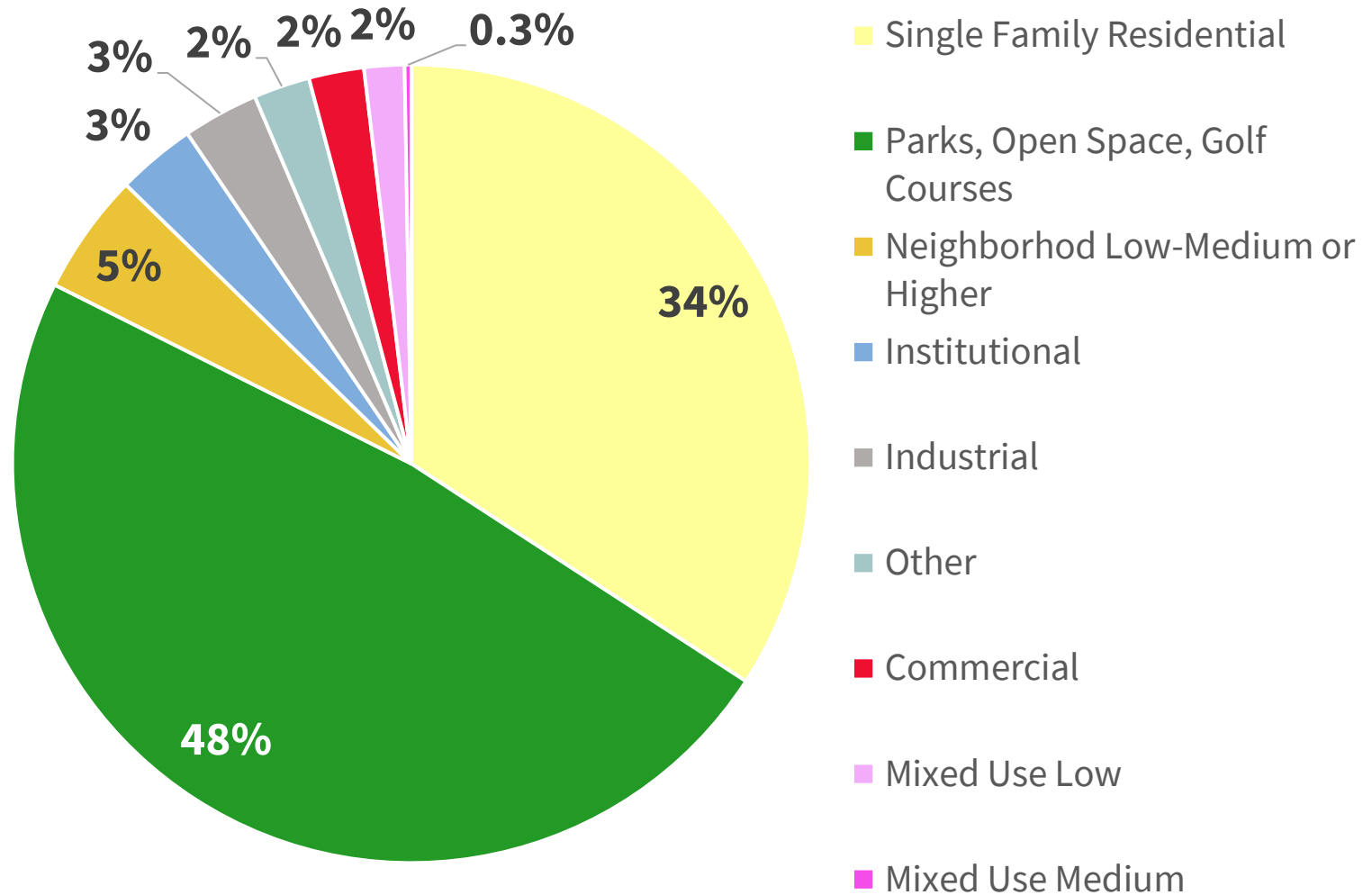
- Minor changes to align with existing uses
- Additional clean-up of map (split parcels) will occur
- Unincorporated areas in Sphere of Influence will be designated based on existing city designations and County's Area Plan



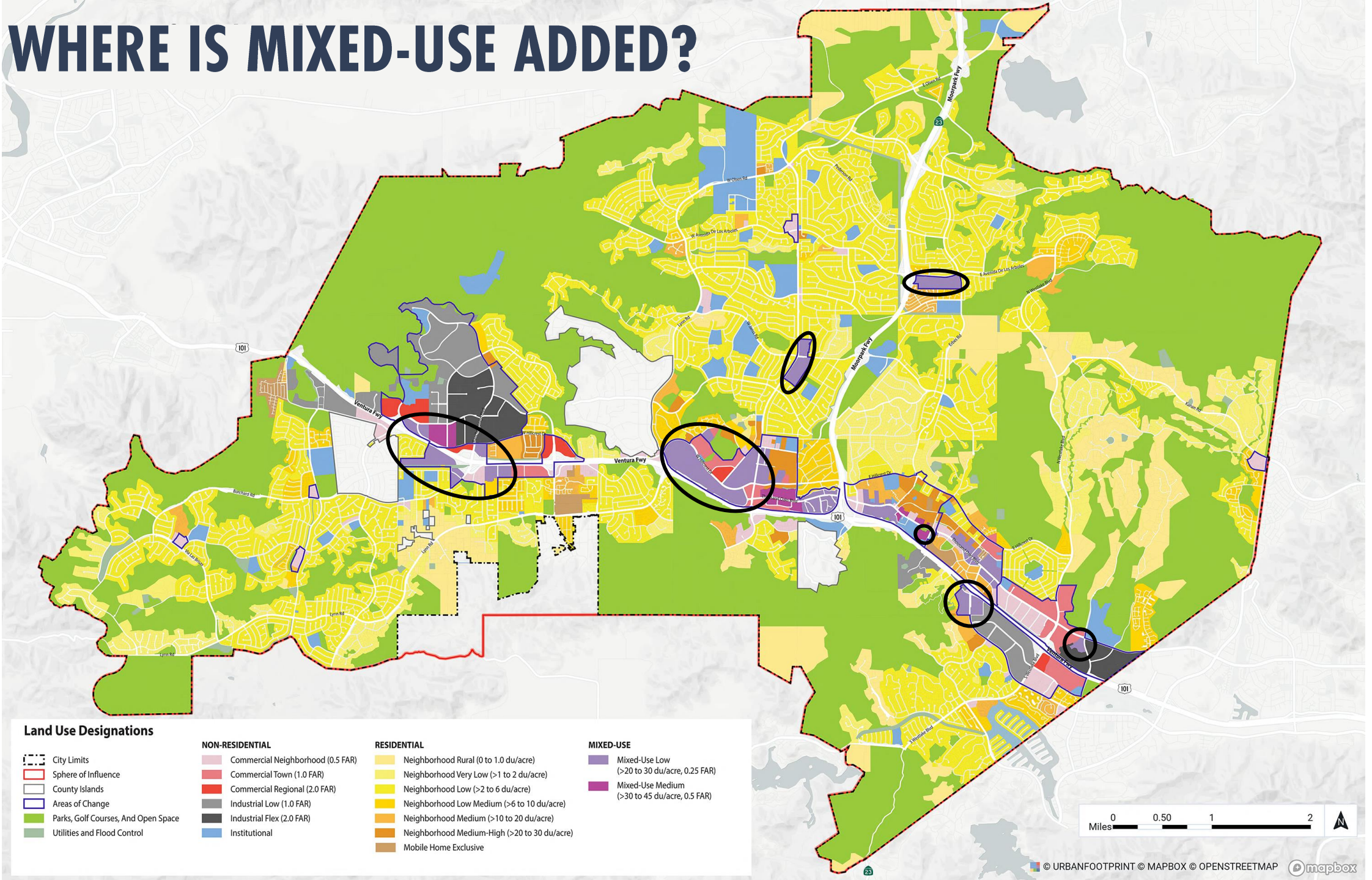
PREFERRED LAND USE MAP

82% of the Preferred Land Use Alternative is made up of

- Neighborhood Rural
- Neighborhood Very Low
- Neighborhood Low
- Open Space
- Parks
- Natural
- Golf Courses



WHERE IS MIXED-USE ADDED?



Land Use Designations

- 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)
- 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)



BENEFITS OF THE PROPOSED CHANGES

- Allows for limited change while preserving overall character
- Supports growth of businesses and employee retention
- Provides a broader range of housing options
- Provides additional gathering places
- Provide flexibility to property owners
- Promotes sustainability, compact development, and efficient use of limited available land
- Preserves open space
- Preserves character of existing residential neighborhoods



PREFERRED LAND USE MAP

City Council Meeting | May 18, 2021