



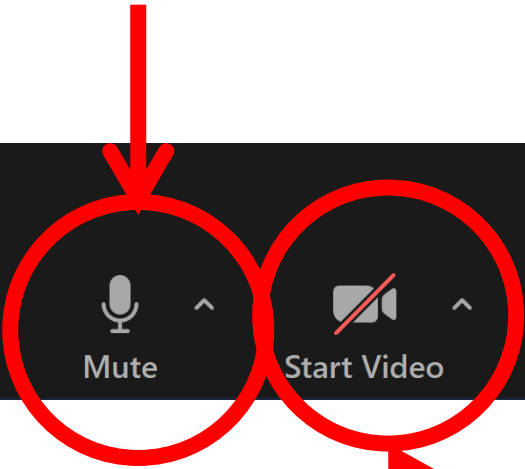
PREFERRED LAND USE ALTERNATIVE

Joint GPAC #15 and Community Workshop #3 | April 22, 2021

ZOOM FEATURES

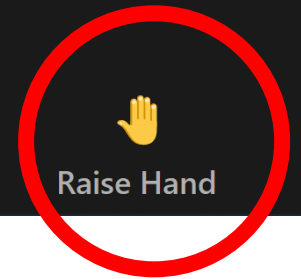
Thank you for joining us!

*Join Audio
+ Mute*



*Start Video +
Disable Video*

Participants 2



*Raise hand to ask
a question*

AGENDA

- Introduction and Welcome
- Background and Overview of Preferred Land Use Alternative
- Breakout Groups
- Highlights from Breakout Groups & GPAC Direction
- Closing and Next Steps

OBJECTIVES



Describe the process of developing the preferred alternative.



Provide detailed explanation of the preferred land use alternative.



Receive feedback from the General Plan Advisory Committee (GPAC) and public about the alternatives.

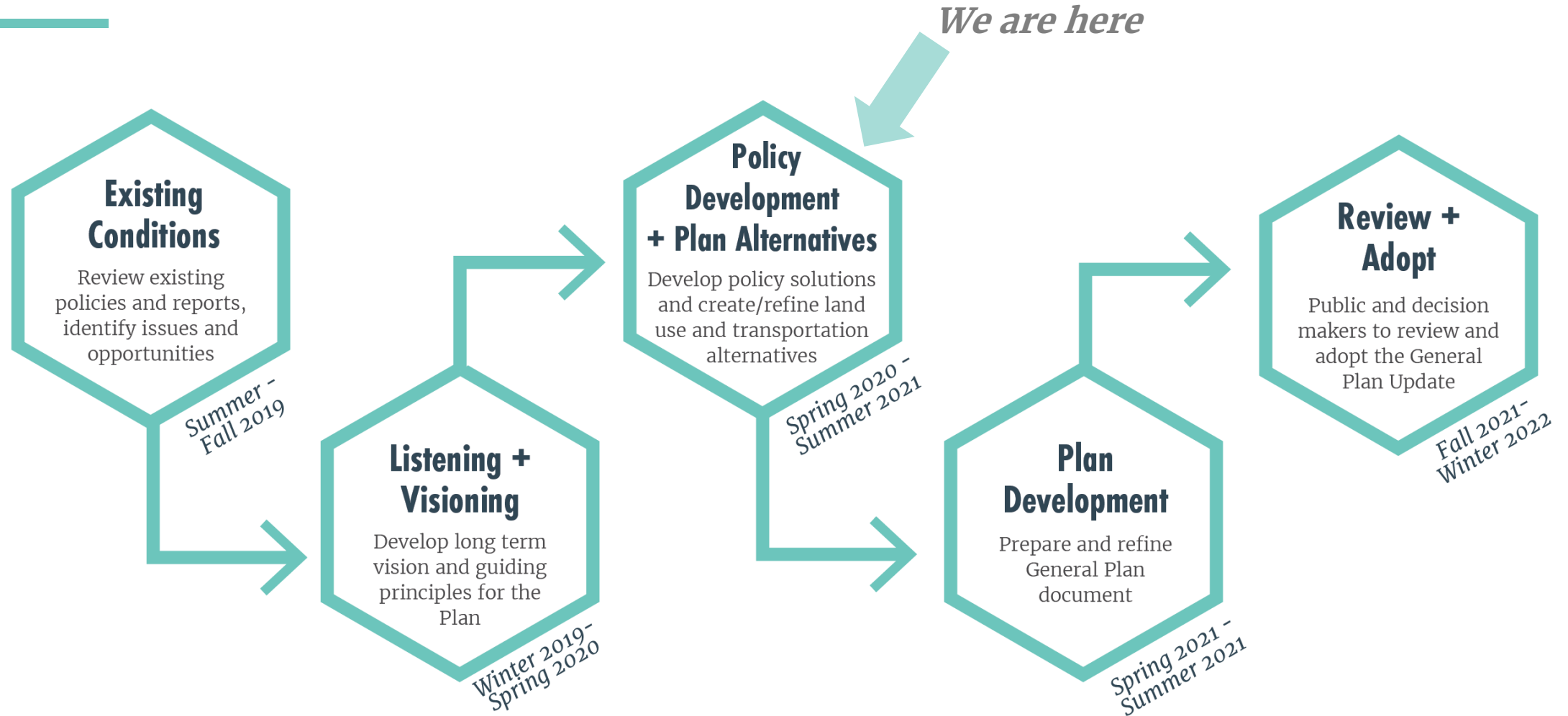
PROVIDING FEEDBACK

Tonight: Listen;
ask questions;
provide
comments

Review
preferred land
use map +
memo

Complete online
survey

UPDATE PROCESS



COMMUNITY ENGAGEMENT ACTIVITIES THROUGHOUT THE PROCESS

**REVIEW OF THE THREE
LAND USE ALTERNATIVES
PROCESS**

GENERAL FLOW OF WORK

ENGAGEMENT PROCESS QUESTIONS

What are the Strengths, Values, Issues and Challenges?



Where should change happen?



What areas should be preserved from change?



What could be built in the areas of change?



PRODUCT

Guiding Principles



Areas of change map



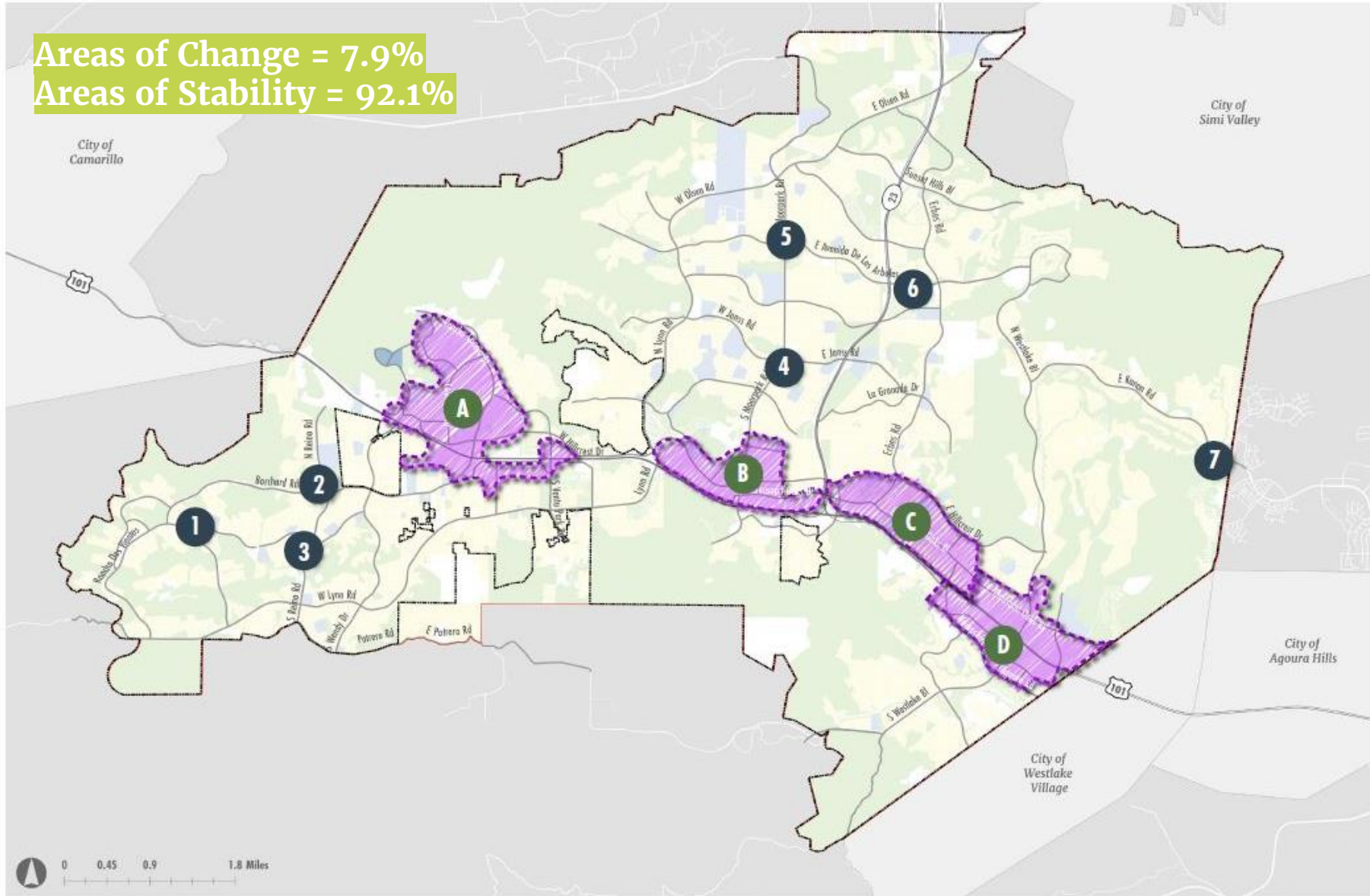
Areas of stability map



Land Use Alternatives

AREAS OF CHANGE MAP

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



AREAS OF CHANGE

- A** RANCHO CONEJO
- B** MOORPARK RD AND EAST T.O. BLVD.
- C** DOWNTOWN AND T.O. BLVD.
- D** WESTLAKE AND EAST END

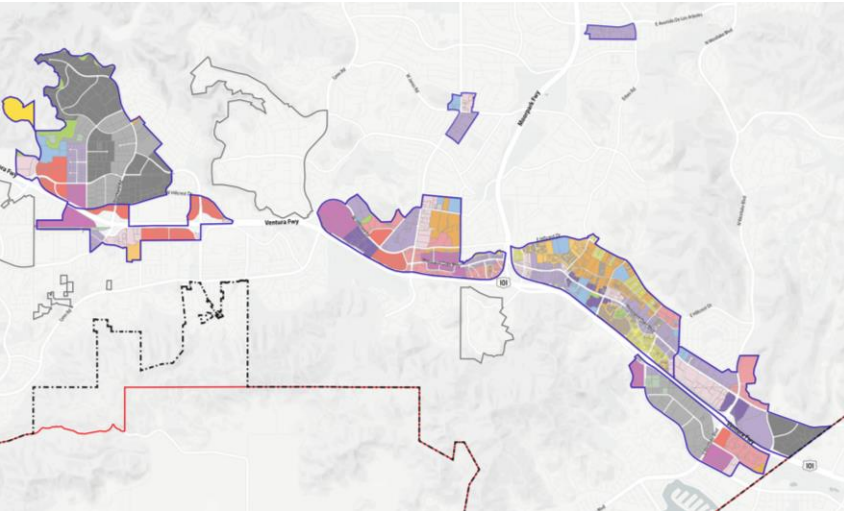
VILLAGE CENTERS

- 1** LAS BRISAS AND VIA RIO
- 2** REINO AND BORCHARD
- 3** REINO AND KIMBER
- 4** JANS AND MOORPARK
- 5** ARBOLES AND MOORPARK
- 6** ARBOLES AND ERBES
- 7** KANAN AND LINDERO

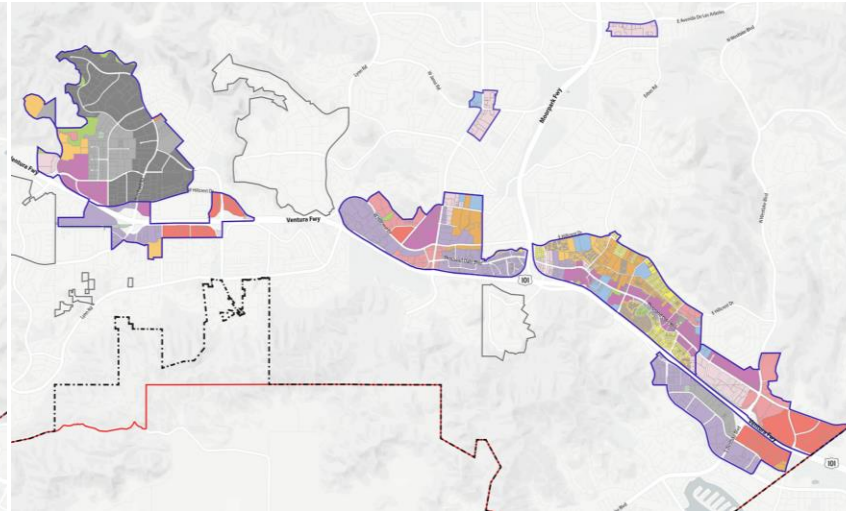
Note: areas outside the areas of change and village centers are referred to as "Areas of Stability" and are expected to maintain the same character.

3 LAND USE ALTERNATIVES (AREAS OF CHANGE)

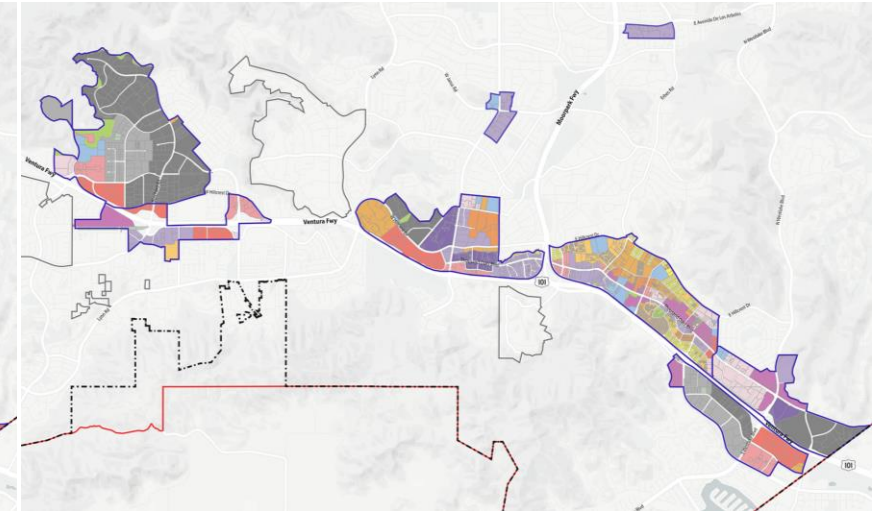
ALTERNATIVE 1



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

3 LAND USE ALTERNATIVES

Commonalities of the Alternatives

- No decrease or increase in residential capacity
- Match land use designation to density of existing neighborhoods
- Move unbuilt capacity from residential areas to Areas of Change

Differences of the Alternatives

- Location and intensity of mixed-use, industrial, and commercial uses
- Location and mix of stand-alone residential and stand-alone commercial

COMMUNITY ENGAGEMENT (FEB 2 – MAR 15)

- 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

(See GPAC #13 presentation or TOaks2045.org website for detailed list)

The collage features several key digital assets:

- PDF Cover Page:** Titled "LAND USE ALTERNATIVES BRIEFING BOOK" for the "CITY OF THOUSAND OAKS GENERAL PLAN UPDATE" dated "JANUARY 2021 | TOAKS2045.ORG".
- Newspaper Flyer:** Headed "DO YOU HAVE QUESTIONS ABOUT THE GENERAL PLAN?", it informs the public that City Planning Staff will be available for virtual office hours. It lists the dates: February 11, 17, 20, and 23, 2021, with times from 6:00-8:00pm to 10:00am-12:00pm. It includes the website TOAKS2045.ORG and contact information: 805-449-2323 | GP@TOAKS.ORG.
- Social Media Post:** A Facebook post from "City of Thousand Oaks - Local Government" dated March 14 at 6:20 PM, encouraging residents to take the Land Use Alternatives Survey by March 15.
- Website Banner:** A banner for TOAKS2045.ORG with the text "TAKE SOME TIME TO LEARN ALL ABOUT THEM AND THE POSSIBILITIES FOR THE FUTURE OF YOUR CITY TODAY!" and an image of a laptop displaying the survey website.

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

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

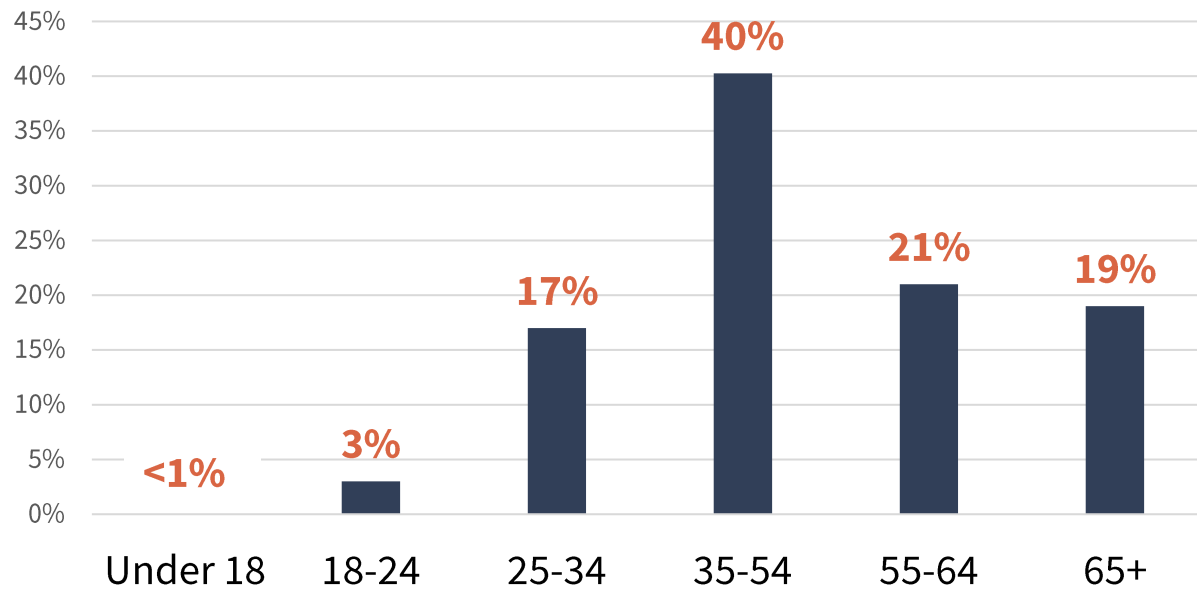
SURVEY DEMOGRAPHICS

- 97% Live or both Live and Work in Thousand Oaks
- 76% have lived in Thousand Oaks 11 or more years
- 61% were 45 years or older
- 78% identify as White (not Hispanic or Latino)
- All Thousand Oaks zip codes were well represented, though the 91320 (Newbury Park) had the highest share of respondents

SURVEY DEMOGRAPHICS

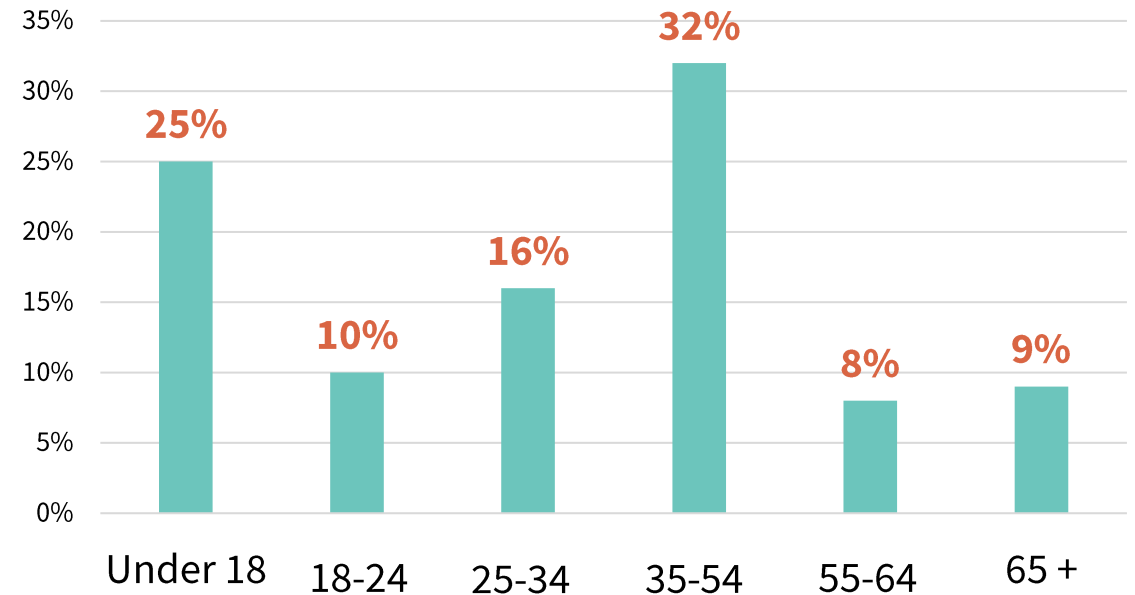
Demographic comparison – somewhat similar to citywide demographics, higher rate of responses from 55+ age range and lower response rate from 24 and younger population

**Survey Results Age Range
(Combined for Comparison)**



Age categories 35-44 and 45-54 combined

Citywide Age Ranges



(ACS 2017 – 5 year Estimates)

SURVEY RESULTS - SENSITIVITY ANALYSIS

- 413 instances where one IP Address was associated with more than one survey response
 - 152 IP Addresses submitted 2 responses each (304 responses)
 - 24 IP Addresses submitted 3 responses each (72 responses)
 - 3 IP Addresses submitted 4 responses each (12 responses)
 - 3 IP Address submitted a total of 25 responses (6, 7, 12 responses)
- Comparison of complete survey data (2,127 surveys) to unique IP Address responses (1,714 surveys)
 - Majority of results are within 1-2% difference

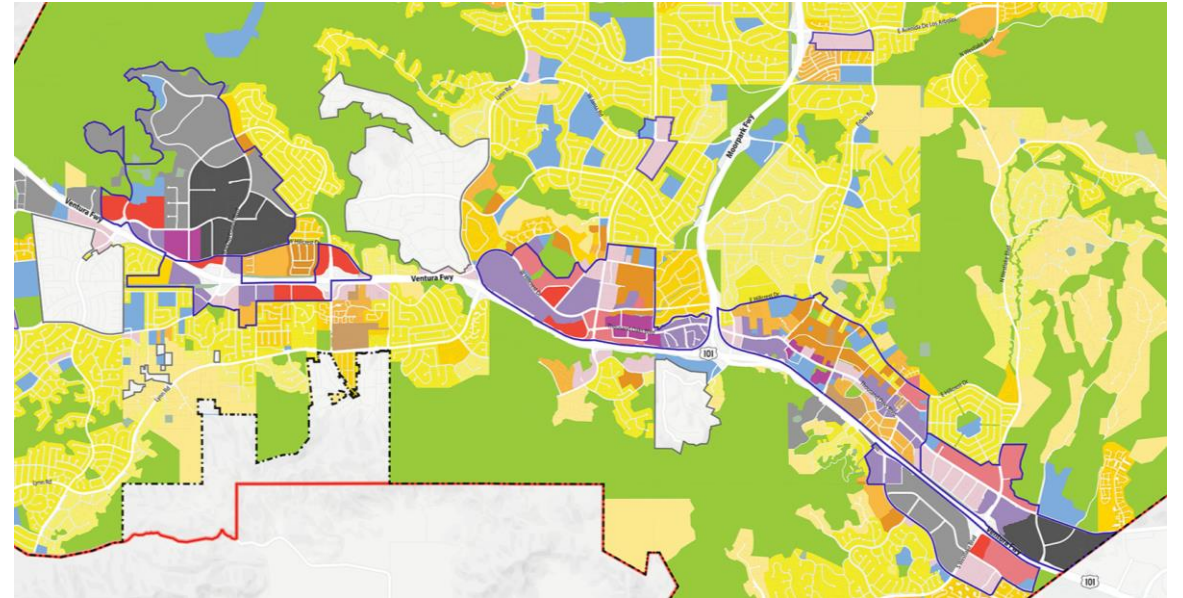
SURVEY RESULTS - COMMENTS

- 6,000+ individual comments
- “None of the above” to a multiple-choice question
 - Correspond to specific geographic question
 - Less than 19% of respondents selected (most less than 15%)
 - Majority supported an alternative
 - Comments were 75% opposing the alternatives
- Open-ended questions
 - More balanced between negative and positive
 - Most respondents skipped open-ended questions
 - Except Question 9 where 65% of survey respondents left a comment
- Full report of all comments is available at TOaks2045.org

**PREFERRED LAND USE
ALTERNATIVE**

PROCESS

- Incorporates components of all alternatives
- Based primarily on survey results
- Incorporates other feedback from residents and businesses
- Reduces total development capacity and max density in areas of change compared to the 3 alternatives



PROPOSED LAND USE DESIGNATIONS

RESIDENTIAL

TYPE	EXAMPLE
Neighborhood Rural 	
Neighborhood Very Low 	
Neighborhood Low 	
Neighborhood Low-Medium 	

TYPE	EXAMPLE
Neighborhood Medium 	
Neighborhood Medium-High 	
Neighborhood High 	
Mobile Home Exclusive 	


MIXED-USE

TYPE	EXAMPLE
Mixed-Use Low 	
Mixed-Use Medium 	
Mixed-Use High 	





Note: Detailed descriptions of land use designations will be modified prior to City Council meeting.

PROPOSED LAND USE DESIGNATIONS

COMMERCIAL

TYPE	EXAMPLE
Commercial Neighborhood 	
Commercial Town 	
Commercial Regional 	

INDUSTRIAL

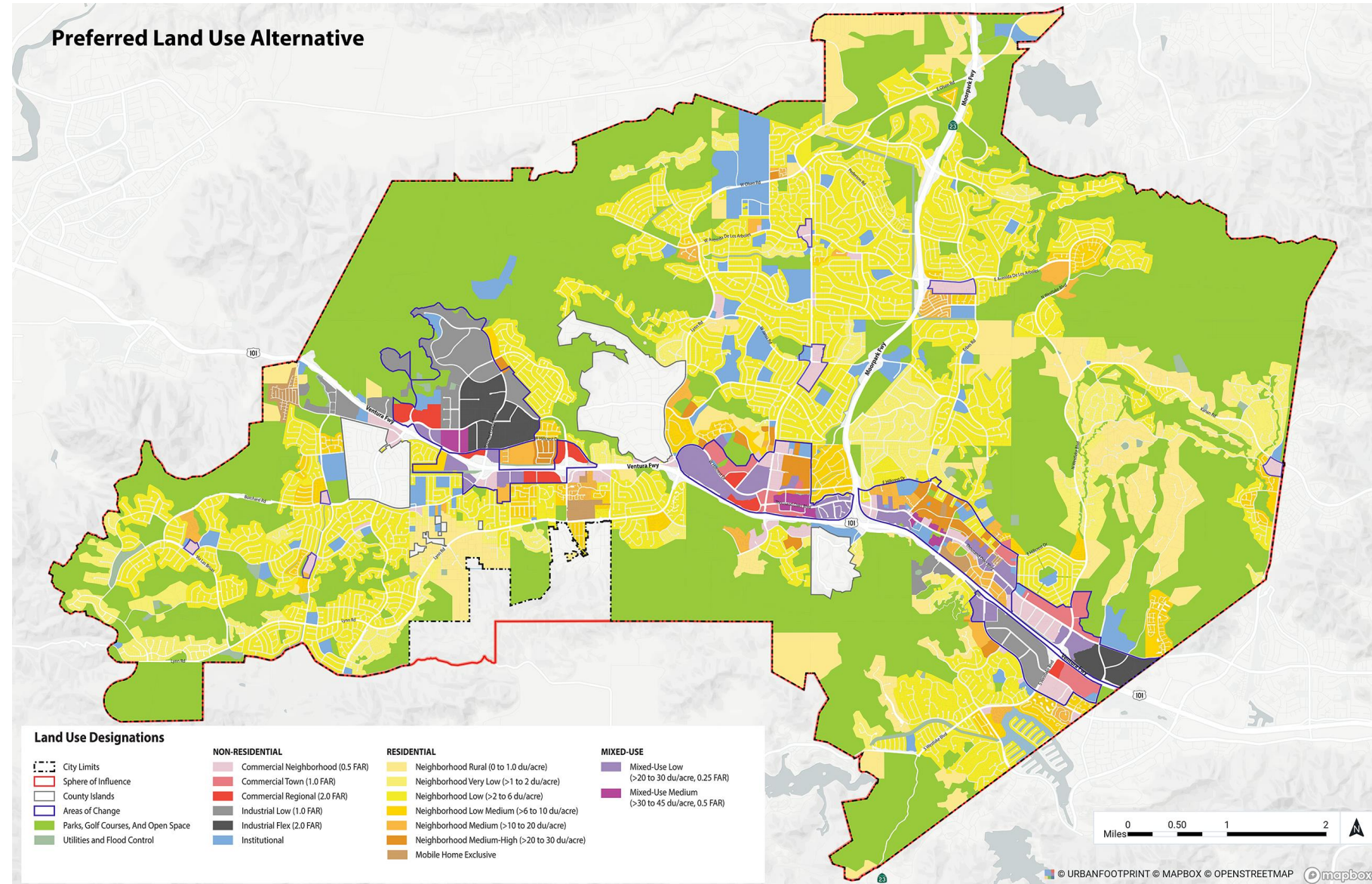
TYPE	EXAMPLE
Industrial Low 	
Industrial Flex 	

INSTITUTIONAL

TYPE	EXAMPLE
Institutional 	
Parks, Golf Courses, and Open Space 	
Utilities and Flood Control 	

CHARACTERISTICS OF THE PREFERRED ALTERNATIVE

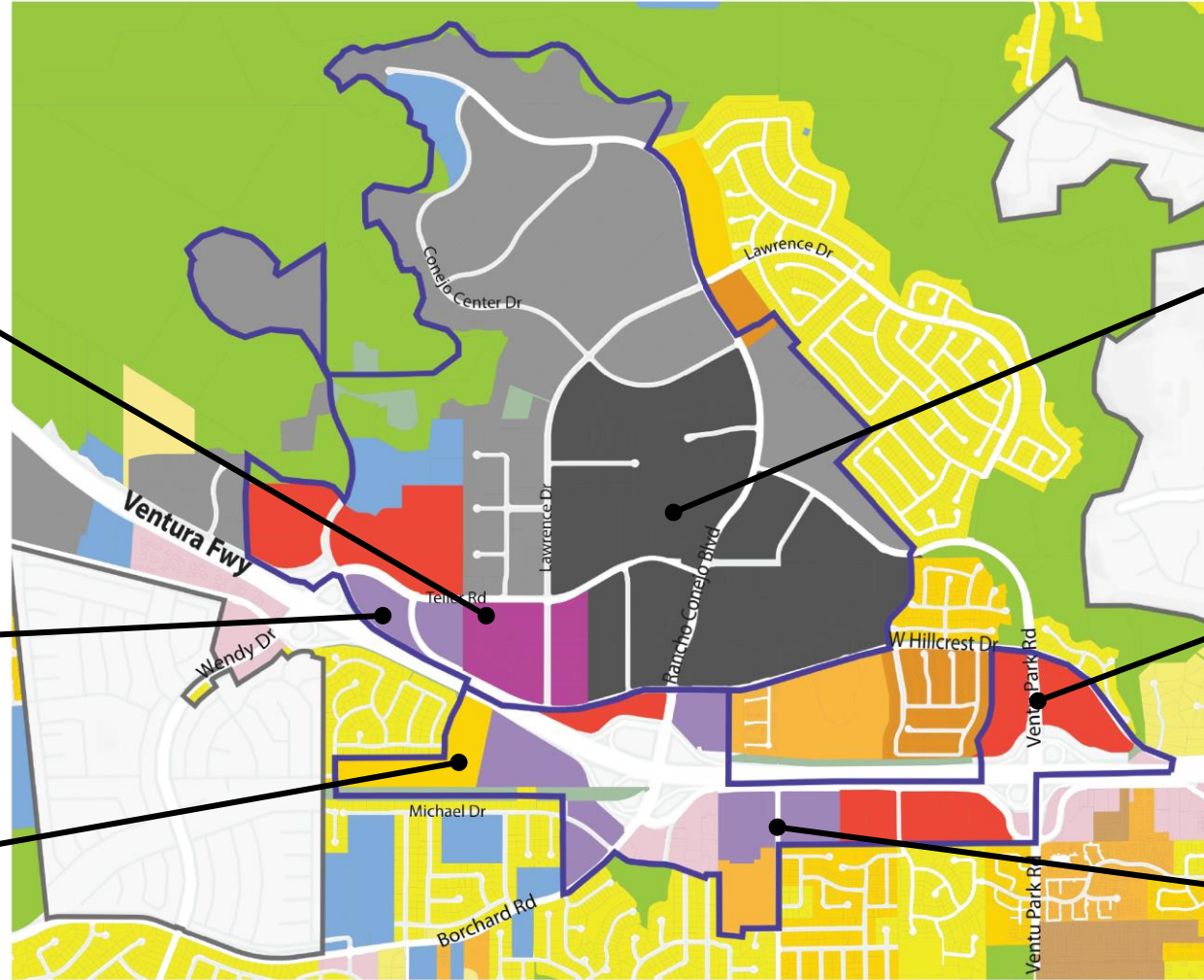
- Preserve parks and open space
- Maintains residential neighborhoods
- Focus new development in limited locations
- Maintains strong job focus and expands employment
- Allows mixed-use in strategic locations
- Citywide residential capacity remains unchanged per Measure E




















RANCHO CONEJO

- Majority of respondents supported an even balance between lower and higher intensity industrial uses
- Different ideas on whether to integrate mixed use within or adjacent to existing industrial uses
- Support for increased residential density (up to 45 du/ac) as a method of infill development

RANCHO CONEJO



LAND USE DESIGNATIONS

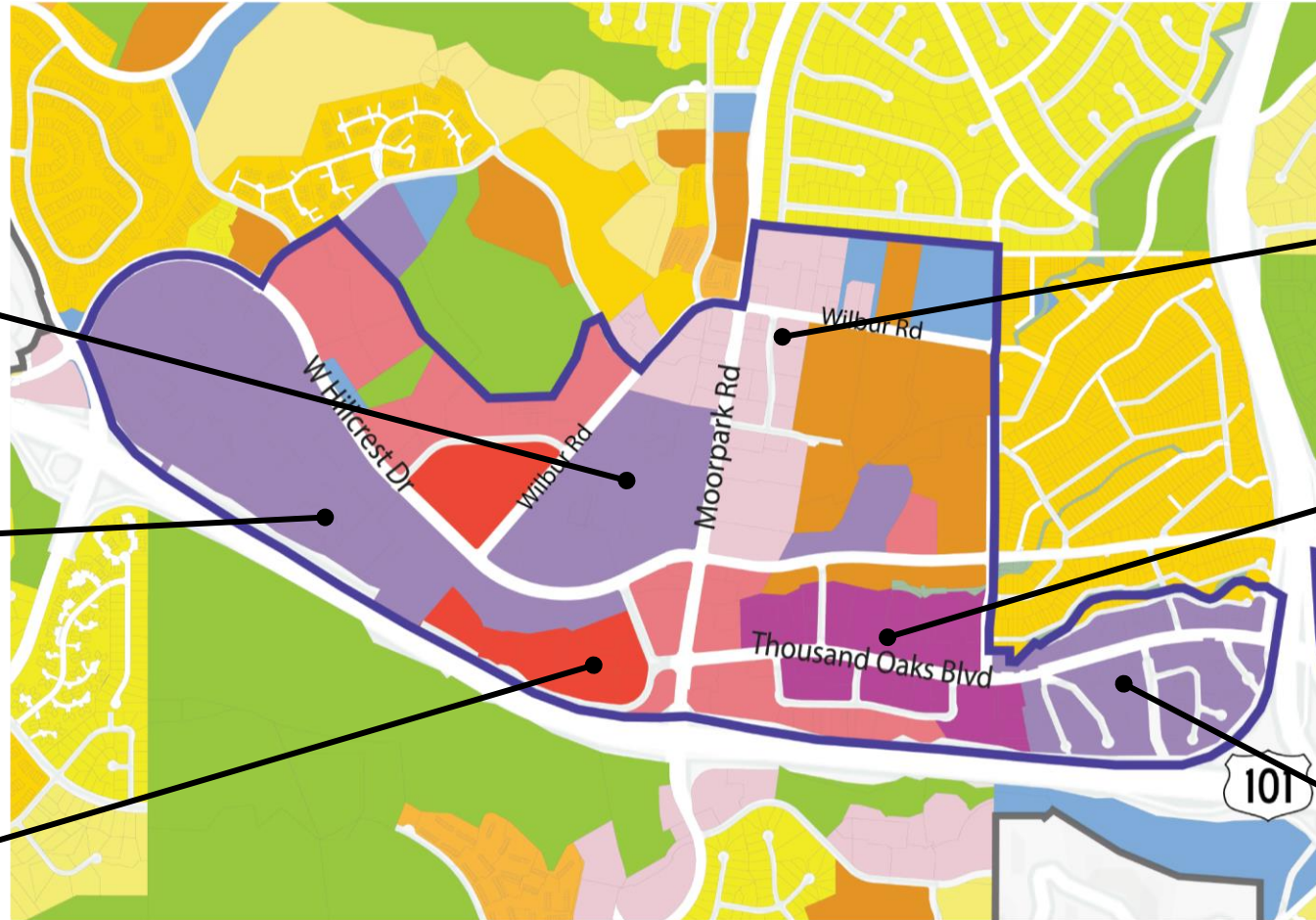
 Neighborhood Rural	 Neighborhood Medium	 Commercial Neighborhood	 Institutional
 Neighborhood Very Low	 Neighborhood Medium-High	 Commercial Town	 Utilities and Flood Control
 Neighborhood Low	 Mobile Home Exclusive	 Commercial Regional	 Existing Parks, Golf Courses, Open Space
 Neighborhood Low-Medium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



MOORPARK RD & WEST THOUSAND OAKS BLVD.

- Maintain commercial uses on Moorpark Rd
- 68% to 75% support 3–5 story residential and mixed use at The Oaks and Janss Marketplace (visual preference survey)
- 70% to 78% support for 3–5 story mixed–use or multifamily buildings within a segment of Thousand Oaks Blvd
- 20% added a comment (question 14)
 - 1/3 said no comment
 - 1/3 opposed change
 - 1/3 supported mixed use or had suggestions

MOORPARK RD & WEST THOUSAND OAKS BLVD.



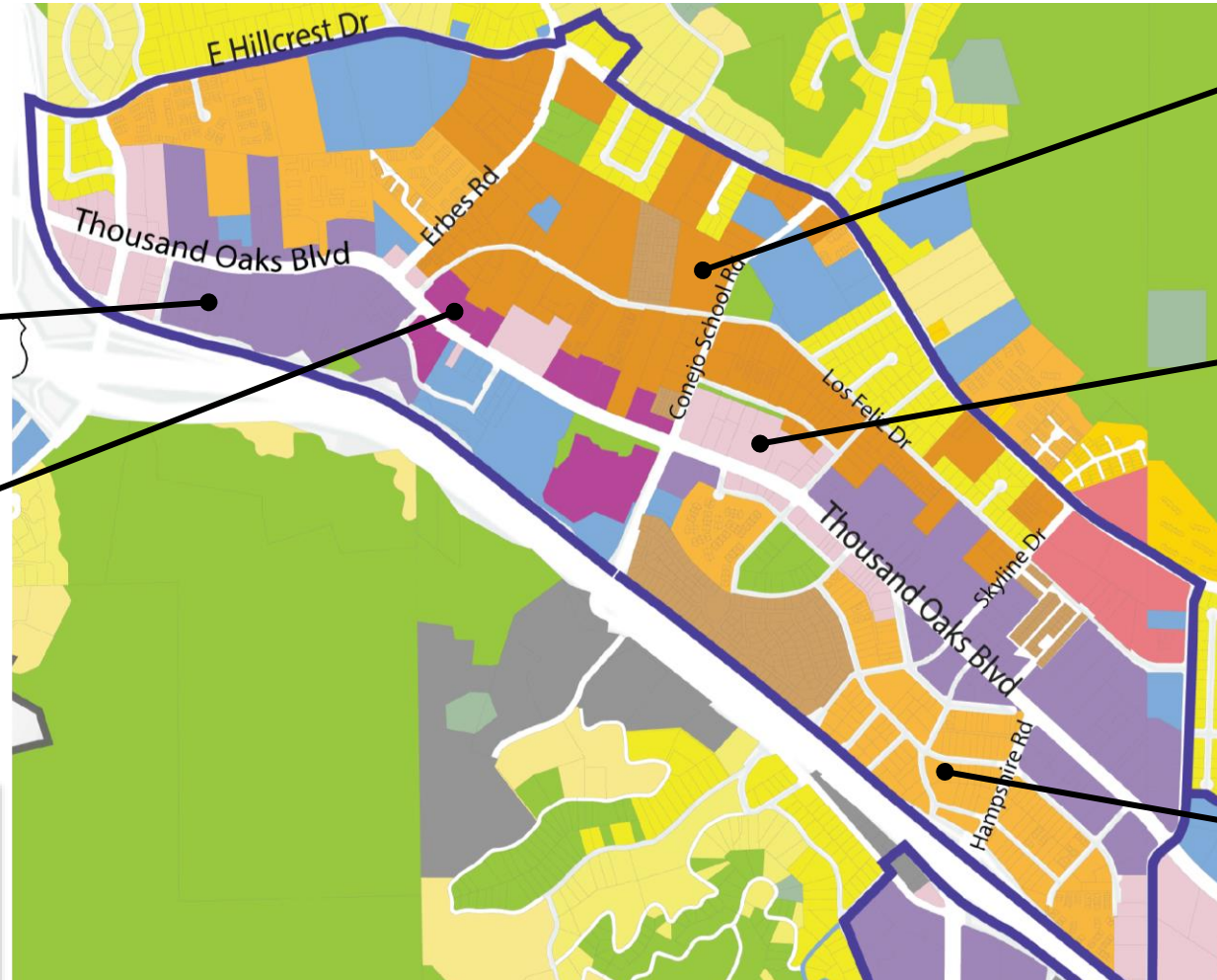
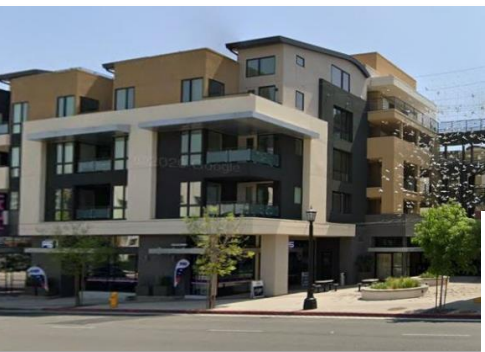
LAND USE DESIGNATIONS

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	


















DOWNTOWN & THOUSAND OAKS BLVD.

- Overall support for mixed use and residential (77%)
- Support for densities higher than 30 du/ac
- Support for stand-alone residential buildings along Thousand Oaks Boulevard
- 20% added a comment (question 18)
 - Divided between those who desire limited change in the Downtown and those who wanted a mixed-use district with housing, retail, employment and entertainment.

DOWNTOWN AND T.O. BLVD



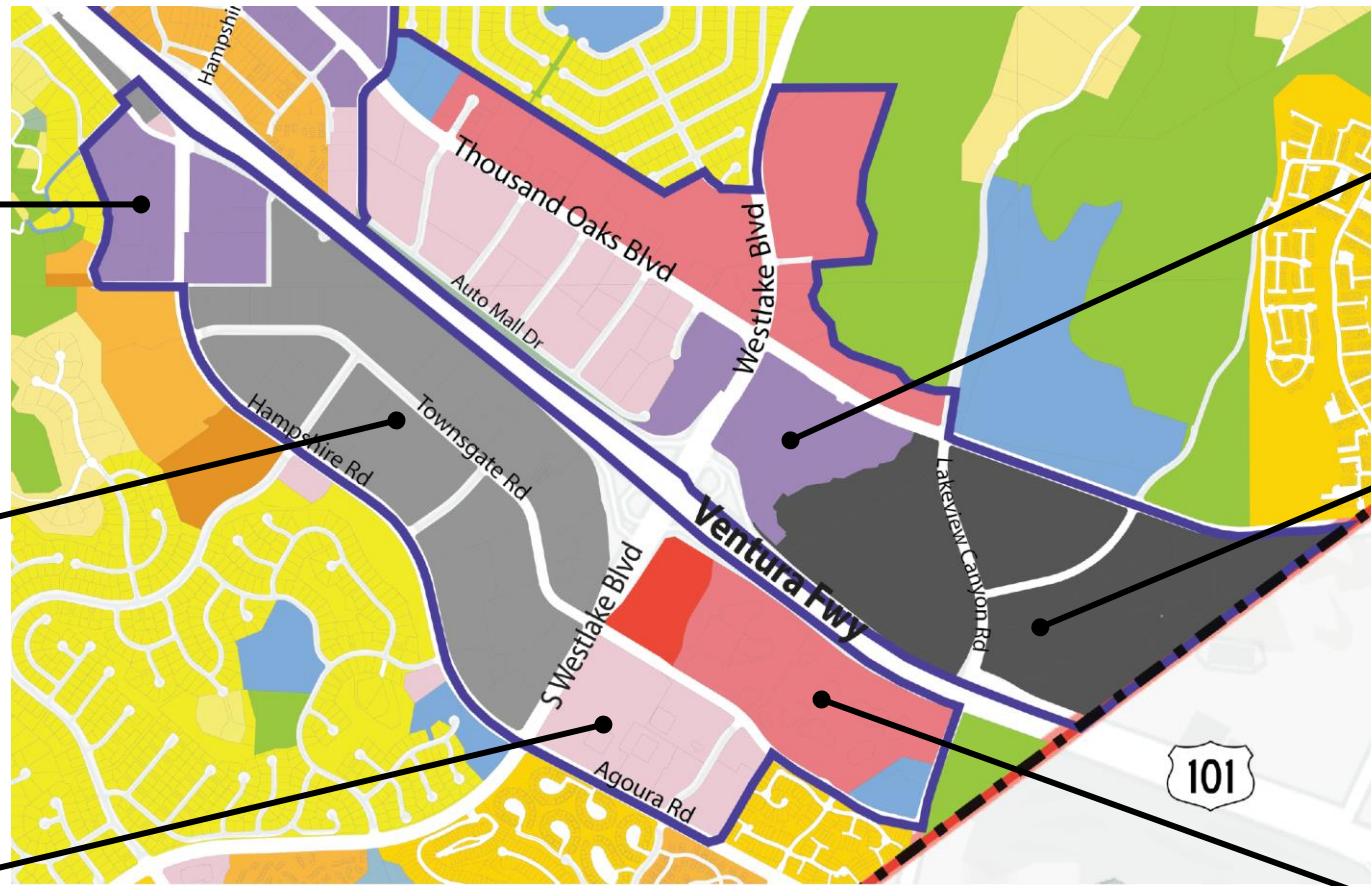
LAND USE DESIGNATIONS

 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	

WESTLAKE AND EAST END

- Expand employment district near Hampshire Rd and Townsgate Rd
- Expand employment on Thousand Oaks Blvd.
- Maintain commercial only at Westlake Plaza and Center (Westlake Blvd & Agoura Rd)
- Support for adding mixed-use at Thousand Oaks Blvd and Westlake Blvd intersection
- Keep Thousand Oaks Blvd (west of Westlake Blvd) commercial
- Only 15% added open-ended responses (Question 23)

WESTLAKE AND EAST END



LAND USE DESIGNATIONS

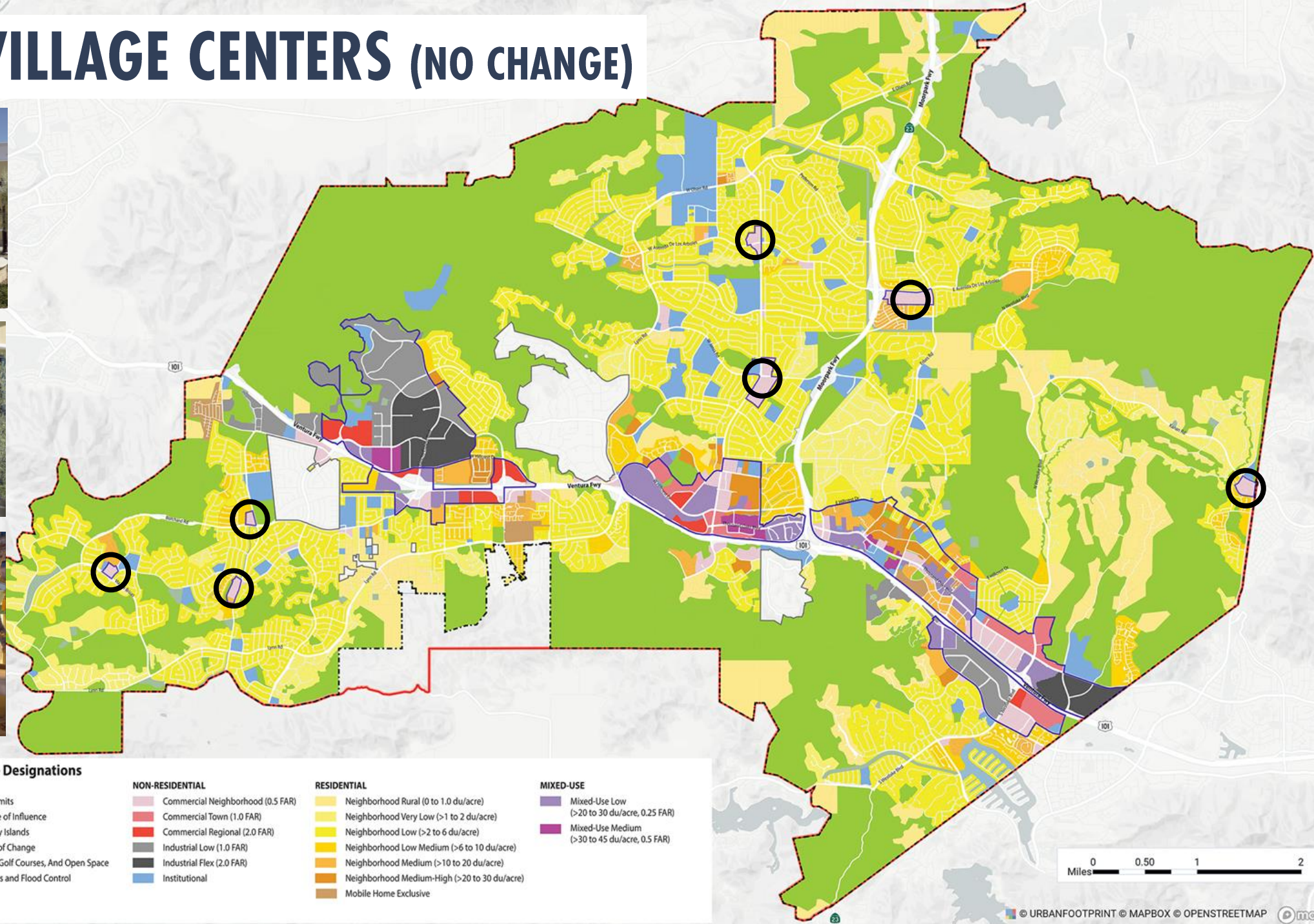
Neighborhood Rural	Neighborhood Medium	Commercial Neighborhood	Institutional
Neighborhood Very Low	Neighborhood Medium-High	Commercial Town	Utilities and Flood Control
Neighborhood Low	Mobile Home Exclusive	Commercial Regional	Existing Parks, Golf Courses, Open Space
Neighborhood Low-Medium	Mixed-Use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



VILLAGE CENTERS

- Support for maintaining commercial uses within village centers (58% of respondents)
- Open-ended responses (Question 26). Comments split between:
 - No or limited changes
 - Mixed use and support for residential with integrated open space and affordable housing within village centers

VILLAGE CENTERS (NO CHANGE)



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)



PREFERRED LAND USE ALTERNATIVE

Pref Alt (Citywide)	Acres	Pct.
Residential		
Neighborhood Rural	2,481	7.8%
Neighborhood Very Low	1,957	6.2%
Neighborhood Low*	6,538	20.6%
Neighborhood Low Medium	793	2.5%
Neighborhood Medium*	417	1.3%
Neighborhood Medium High	240	0.8%
Mobile Home Park	117	0.4%
Pref Alt (Citywide)	Acres	Pct.
Mixed Use		
Mixed Use Low	405	1.3%
Mixed Use Medium	86	0.3%

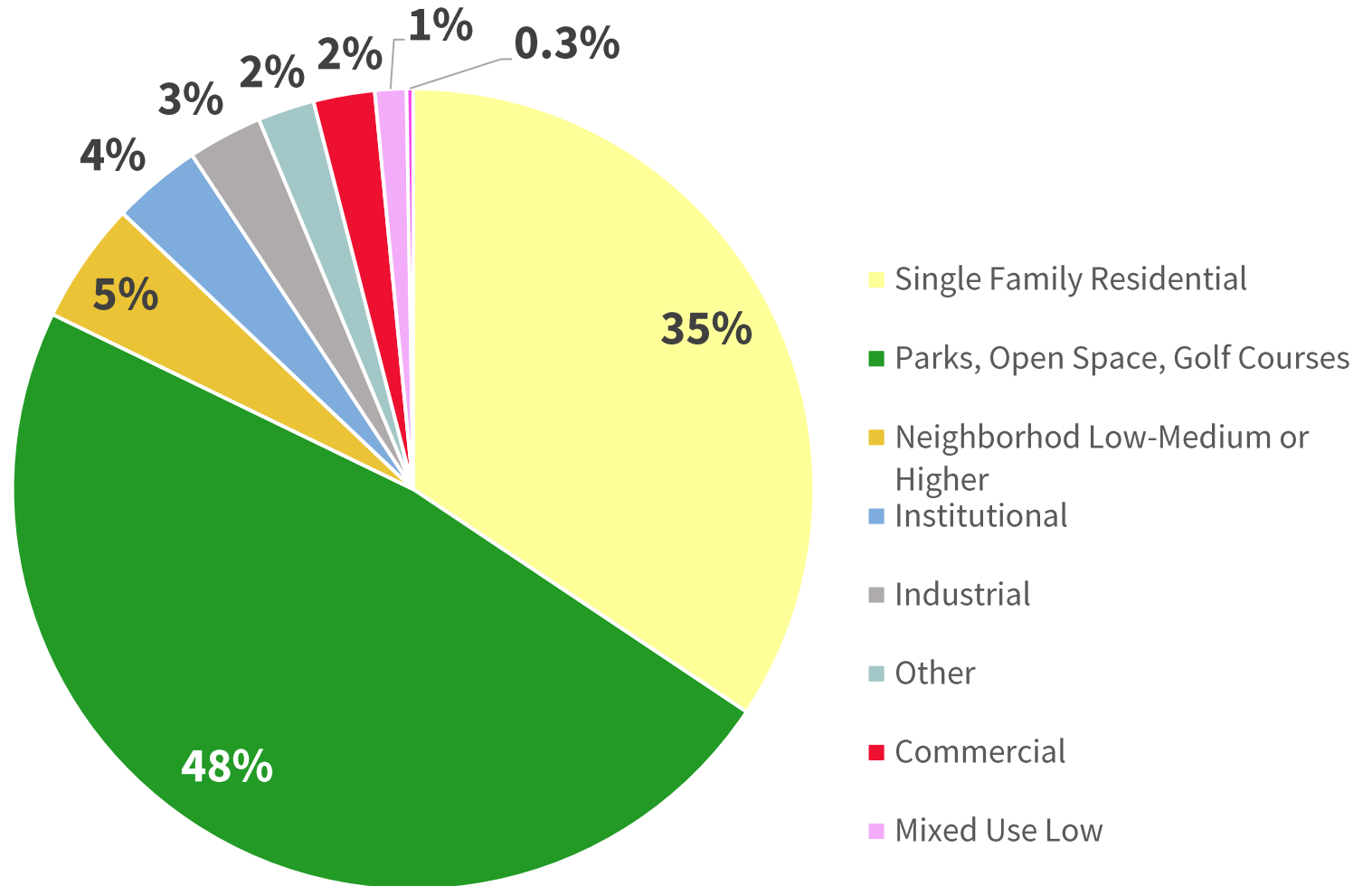
* These designations may be further calibrated with sub-categories for existing residential tracts to better reflect current densities.

Pref Alt (Citywide)	Acres	Pct.
Commercial / Industrial		
Commercial Neighborhood	431	1.4%
Commercial Town	206	0.6%
Commercial Regional	152	0.5%
Industrial Low	611	1.9%
Industrial Flex	351	1.1%
Other		
Institutional	1,150	3.6%
Detention Utilities	252	0.8%
Golf Course	552	1.7%
Natural	3	0.0%
Open Space	11,264	35.4%
Park	3,319	10.4%
Residential Common Area	31	0.1%
Right of Way	380	1.2%
Vacant	2	0.0%
Water	64	0.2%
Total	31,801	100.0%

PREFERRED LAND USE ALTERNATIVE

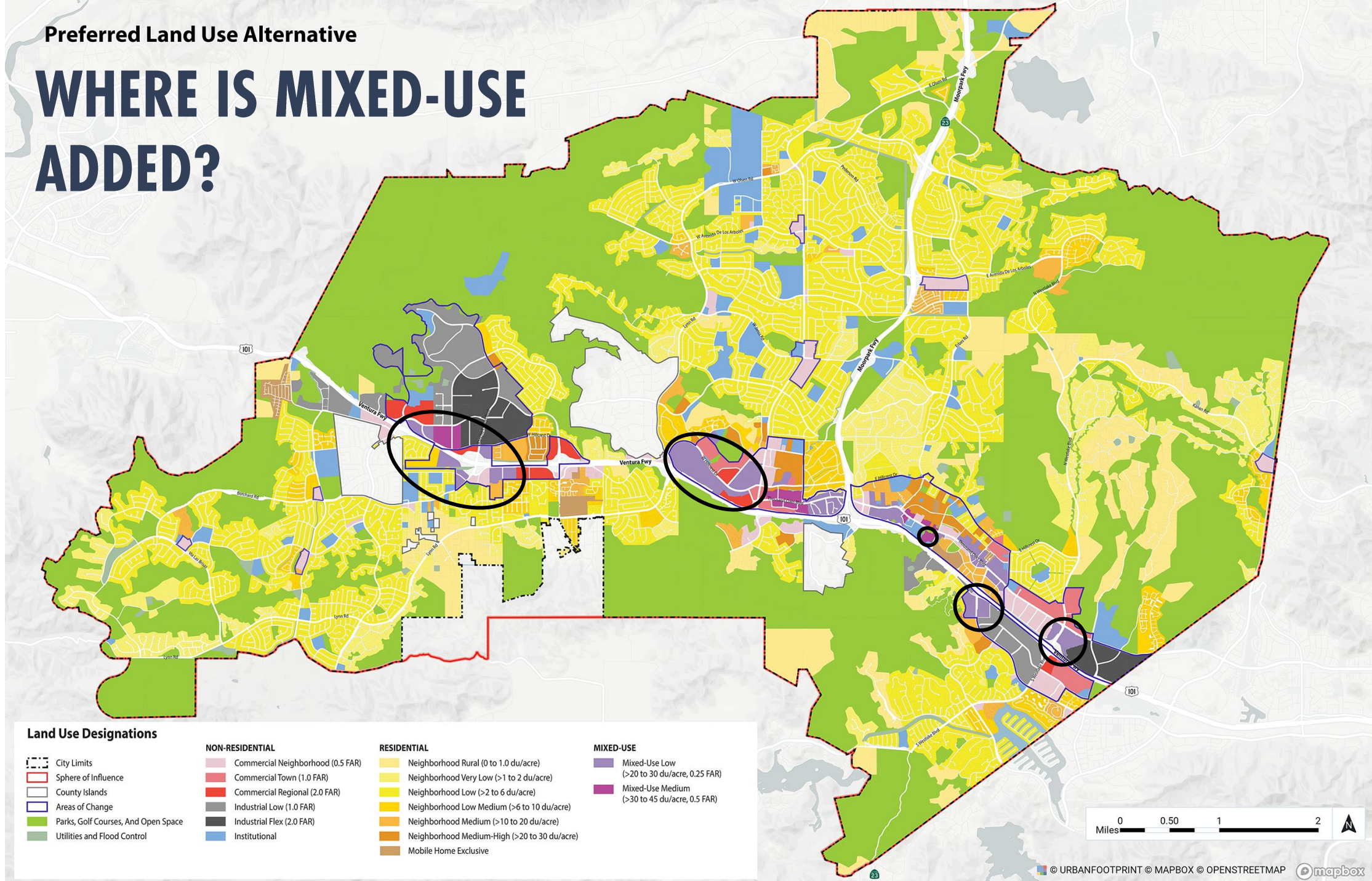
83% of the Preferred Land Use Alternative is made up of

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



Preferred Land Use Alternative

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)



**PREFERRED LAND USE
ALTERNATIVE NEXT STEPS**

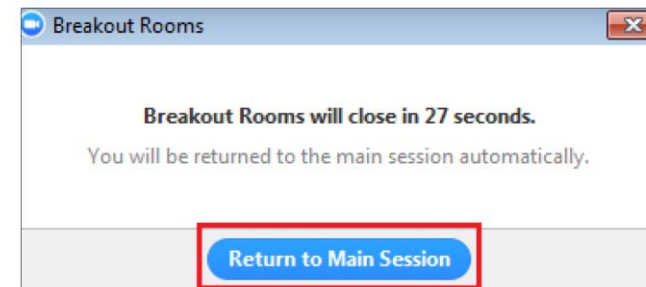
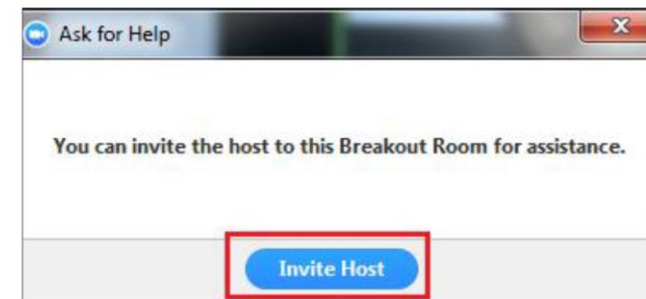
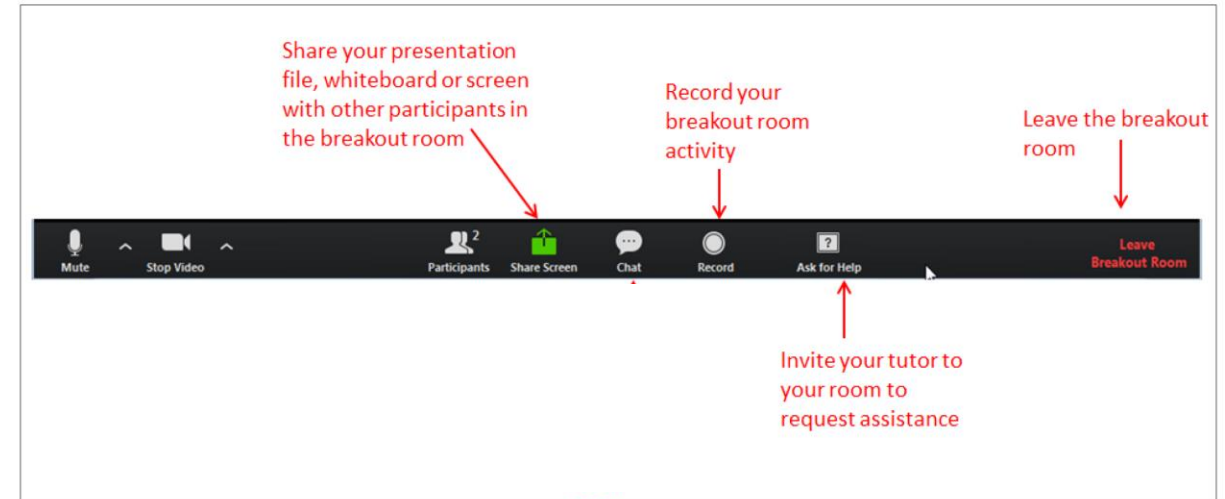
WHAT COMES NEXT?

- Preferred Land Use Alternative survey open through May 12, 2021
- Receive comments and direction from Planning Commission (April 26)
- Compile feedback and present recommended changes to City Council (May 18)
- Receive direction from City Council (May 25)

BREAKOUT GROUPS

BREAKOUT ROOMS

- Breakout rooms allow **participation from more people** during a large meeting
- The meeting “host” will invite you and may set a timer, broadcast announcements, or pop-in to help
- “Participant” controls looks very similar to those in main session
- Features for each user:
 - Mute/Unmute
 - Share Screen
 - Chat
 - Ask for Help (contact host)



SMALL GROUP INSTRUCTIONS

- Introduction
- Questions for clarification
- Discuss each area (5–15 min each)
 - What did you like about the preferred land use alternative map?
 - What changes do you think should be made to the map?
- Consensus is NOT required; no report back to full group
- Facilitator will record all comments

**BREAK OUT GROUP
REPORT BACK + GPAC
DIRECTION**

WRAP UP

SURVEY

- Available at *toaks2045.org*
- 1 survey per individual
- Approx. 15 questions
- Primary form of feedback on the preferred alternative

Survey Closes: May 12, 2021

UPCOMING EVENTS + MEETINGS

- 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
- 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!



PREFERRED LAND USE ALTERNATIVE

Joint GPAC #15 and Community Workshop #3 | April 22, 2021