

LAND USE ALTERNATIVES SURVEY

Analysis and Summary of Findings / April 2021

Introduction

This report presents a summary of findings and comparison of results from a community survey on land use alternatives for the City of Thousand Oaks' General Plan Update, TO2045. The survey, which is the third online survey completed as part of the TO2045 General Plan Update process, was conducted from February 2 to March 15, 2021. The survey collected feedback on three specific land use alternatives that were summarized in the alternatives "Briefing Book." A copy of the full Briefing Book and unedited comments is available on TOaks2045.org. This Survey Analysis and Summary of Findings was prepared by Raimi + Associates, the lead consultant for the Thousand Oaks General Plan update.

Survey Background

In 2019, the City Council initiated a process to update the Thousand Oaks General Plan, the first comprehensive update since the City prepared its original General Plan in 1970. A General Plan serves as the "blueprint" for the City and directs all decisions related to land use and the physical form of the City. Thus, the updated General Plan, will play a critical role in shaping the future of Thousand Oaks for the next 25 years and beyond.

The three land use alternatives were developed after a robust community engagement effort that involved many conversations with the public and the General Plan Advisory Committee (GPAC) between Fall 2019 and Spring 2020. The land use alternatives and the content of the Briefing Book were presented at a joint GPAC meeting and community workshop on February 2, 2021. Over 250 people attended this workshop.

The Briefing Book provides a summary of the three land use alternatives. The land use alternatives survey asked targeted questions about key land use decisions to gauge public interest and support for various concepts, including the general location of different land uses, development intensity, and building form and character.

The results of the land use alternatives survey provide direction for the consultant team preparing a preferred land use alternative for the General Plan Update. The Preferred Land Use Alternative will be presented to the community and Planning Commission in April 2021 for further review and input, and to the City Council in May 2021. Ultimately,

City Council will provide direction and endorsement on a preferred land use alternative and General Plan Land Use Map, which identifies the allowed land use and development intensity on every parcel in the City.

Methodology

Survey Design

The survey was conducted through SurveyMonkey, a large and reputable web-based survey platform. The survey settings were configured to only allow one survey to be completed from a single device (i.e., laptop, smartphone, tablet).

Maps and images were included in the survey to assist respondents with their selections and included detailed instructions, referencing the land use alternatives Briefing Book on multiple occasions. The instructions to the survey asked respondents to review the Briefing Book prior to taking the survey.

The survey was available in English and Spanish and was circulated in printed format to those without computer access. Approximately 2,500 flyers were distributed throughout the City to various organizations.

Survey Question Type

The survey included 33 questions seeking input on citywide land use policy, future allowed land uses in specific areas of the City, and demographic questions. The following is a summary of the number and type of each question.

- Sixteen survey questions (2, 4, 5, 6, 8, 11, 13, 15, 16, 17, 19, 20, 21, 22, 23, and 25) were single selection multiple-choice, with respondents limited to one land use alternative or policy answer for a single response. For each of these questions, the survey included a “none of the above” option with space for participants to describe an idea that was different than the multiple-choice options. Respondents who did not select “none of the above” were not given the option of writing a comment on the question. Across single selection multiple-choice responses with write-in space, “none of the above” was selected 15% or less of the time. The majority of write-in comments that accompanied a “none of the above” response expressed the respondents’ opposition to any changes in Thousand Oaks or in that particular area. Thus, the responses represent a small portion of total responses and are not given more weight than other responses to the same question.
- Six of the survey questions (#9, 14, 18, 24, 26, and 28) were open-ended and asked participants to leave additional comments for the specific land use area. The vast majority of respondents (81%) skipped questions 14, 18, 24, and 28.

While 65% of respondents provided responses to question 9. For the full report of comments, please visit TOaks2045.org.

- One single-selection multiple choice question (#1) was repeated at the end of the survey (#27). This question asked respondents to select their preferred alternative. A “none of the above” option was provided but additional comments (“specify your ideas”) was not included. This question aimed to gauge survey respondent’s reactions to the alternatives at the beginning of the survey, and again after answering specific questions about key features of the alternatives.
- Two of the 21 multiple-choice questions (#10 and 12) included visual preference, where respondents ranked their level of support for each building type presented in an image.
- Six of the survey questions (#29, 30, 31, 32, and 33) were multiple choice demographics questions. This information was used to better understand which groups took the survey.
- One of the survey questions (#2) asked participants to select all responses that apply.

As is typical for online surveys, some survey respondents skipped some questions. This results in individual survey questions having a different number of responses (sample size, or (n=), for each survey question). Each chart in this report identifies the number of responses to the corresponding question.

Survey Type

This survey was conducted with a non-randomized sample (often called a convenience sample) of people who live, work, or spend time in Thousand Oaks. The convenience sample method (as opposed to a random, “statistically valid” survey) was intentionally used for multiple reasons.

First, using a non-random sample for a survey is commonly used to understand the perspectives and preferences of group of people (“population”), especially related to topics that are time-sensitive and/or not gathered through existing population surveys. Data from non-random samples can show the range of views and preferences within a population and be used as a reference point for decision making.

Second, the General Plan Team (Raimi + Associates and City staff) wanted to make sure that the entire population (and not just a sub-group of residents) had the opportunity to participate in providing comments on the land use alternatives. Using a statistically valid survey would leave out many residents who have been engaged in the General Plan update since 2019. The General Plan Team wanted to make sure that all interested residents, business owners, and property owners could participate in the survey.

Third, the complexity of the material did not lend itself to a statistically valid survey. Taking the survey required that participants understand the nuances of different land use designations and alternative arrangements of land uses. These were explained in detail in the Briefing Book and at the virtual meeting on February 2nd, 2021. The General Plan Team felt that it was not feasible for this complex material to be communicated effectively over the phone (e.g., via random digit dial) with respondents who were unfamiliar with the highly specific content.

Finally, the alternatives are not a “vote” on the direction; it is information that will help the decision-makers decide on a preferred alternative. Ultimately, the Planning Commission can recommend, and the City Council can approve, any direction they feel is best for the City, even if it is at odds with the results of the survey.

Limitations

The primary limitation of data gathered through a non-randomized sample is that the findings cannot be assumed to reflect the opinions of the entire population. While the data from non-random samples is often considered “non-generalizable” the following factors indicate that the data from this land use alternatives survey is reliable and provides an accurate “temperature” of current public opinion in the Thousand Oaks community. First, there was a very large number of respondents to the survey thus increasing reliability. Second, the demographic information is very close to the citywide population. While some groups are underrepresented in the survey in terms of total percentage (namely Hispanic/Latino residents and youth), the overall numbers of respondents are generally very high. Finally, the respondents represented a wide geographic distribution which indicates that no one sub-area of determining the overall direction of the City.

Despite the confidence, random samples (like all data) also have limitations. The primary limitation is that participants who opt-in may not reflect the general population because certain types of people are more likely to not respond. This being said, the overall high sample size mitigates the limitations presented by the non-random sample survey.

Outreach Methods

The General Plan Team utilized print, online, and in-person outreach methods to raise awareness for the survey as well as to answer questions from members of the public. Due to the ongoing COVID-19 pandemic no in-person meetings were held.

These methods and events are listed below, for a detailed breakdown of the organizations, campaigns, and materials, visit TOaks2045.org.

- 2,500 Hard copy flyers and 200 surveys distributed.
- Hard copies of survey and briefing book were hand delivered by request.
- Four 2-hour office hours sessions.
- One virtual public workshop.
- Virtual presentation to 28 separate community organizations, non-profit organizations, businesses and businessowners, citizen committees, Homeowners Associations, student organizations, residents, and other stakeholders.
- Eight email campaigns with information on how to participate and direct links to the survey.
- Paid advertisements in a local newspaper.
- Social media posts on Twitter, Facebook, and Instagram
- Direct emails to dozens of separate community organizations, charities, assisted living centers, and service providers.

In addition to formal outreach conducted by the General Plan Team, members of the community raised awareness for the survey through letters, email campaigns, and word-of-mouth. The Team is aware of three such print or email campaigns, although it is possible other similar efforts existed. Copies of these materials are included in Attachment A.

Data Analysis Overview

Data from five versions of the survey—online in English and Spanish, hard-copy in English and Spanish, and a secondary online version for adults in the same household that requested an additional access link (only 2 requests were received)—were combined prior to analysis. The survey generated a total of 2,127 responses, 10 of which were completed in Spanish, and 25 of which were submitted as hard copies.

The General Plan Team reviewed the individual response data received from the Land Use Alternatives Survey via SurveyMonkey for potential duplicates or irregularities. Two potential irregularities were identified. The first was identical IP addresses. The second was multiple responses that had similar results.

This analysis identified 413 instances where one IP Address was associated with more than one survey response. Survey responses by IP Address are highlighted below:

- 2127 total survey responses.
- 1896 surveys were submitted from unique IP Addresses.

- 413 surveys originated from non-unique IP Addresses with 2-12 responses per IP Address.
 - 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)
 - 1 IP Address submitted 6 responses
 - 1 IP Address submitted 7 responses
 - 1 IP Address submitted 12 responses

As illustrated above, most of the non-unique IP Addresses submitted 2 or 3 responses. This could be explained by a couple, roommates, or parents and child in the same household completing the survey or by multiple employees of a business using the same IP address. The multiple responses (4 or more) can be explained by people in the same business or household using the same IP address taking the survey. As a cautious approach to reporting the results, the survey responses were reported in two ways. First with all responses and the second by removing every survey response that originated from a non-unique IP address. The results of both methods are presented below. ***The two methods resulted in slight variations in responses but did not change the overall direction of any survey question or the overall results.***

The second issue is that there were multiple responses with similar written comments, particularly with Question 9, which was an open-ended question about additional ideas for the Rancho Conejo area. One property, a 30-plus acre vacant parcel, received a large number of comments either in support of increased development potential or opposed to any change in land use designation. As was mentioned above, it is not uncommon for coordinated survey responses among groups to occur during a non-randomized survey. Organizations often encourage their members to respond in a particular manner which they feel is most beneficial for their organization's goals and or members. The General Plan Team is aware of at least three such efforts, with one effort opposing any change in land use and another supporting a change in land use. These types of coordinated efforts are not a basis for invalidating a survey of this nature or multiple responses with similar phrasing.

Contents of This Report

Prior to this analysis, the raw unfiltered responses were shared publicly. As a conservative comparison, this report contains a summary of multiple-choice questions from the Land Use Alternatives Survey by comparing the complete data set results (2,127) to the data set with the 413 duplicate IP addresses removed (1714 surveys). As this report shows, the two methods of analysis have minimal impacts on the outcome of each survey question.

This report compares both the complete data set (2,127 surveys) and the single-IP address data set (1,714 surveys). Because the differences between the data sets is minimal, the key takeaways and summary of open-ended responses throughout this report reference the complete dataset.

This report contains a high-level analysis of comments and open-ended responses associated with multiple-choice or open-ended questions. In general, these comments were a fraction of the overall survey responses, and sentiments of those multiple-choice responses were captured through the multiple-choice option, “none of the above.” For a full list of the raw comments associated with this survey, visit TOaks2045.org.

Findings

Key Takeaways

Participant Demographics

Survey respondents were primarily Thousand Oaks residents, and either lived only or both lived and worked in the community (97%). The majority of survey respondents have lived in the City for 11 or more years (76%).

The survey sample skews slightly older than citywide age ranges, with majority (61%) of survey respondents age 45 years or older¹.

Majority of survey respondents identify as White, not Hispanic or Latino (78%), with 22% of respondents identifying as Multi-Racial or not White. These results contain slightly higher percentages of respondents who identify as White, when compared to citywide race and ethnicity estimates².

¹ U.S. Census Bureau. (2019). American Community Survey 2017 5-year Estimates

² Ibid.

The survey had good representation from the 4 primary zip codes in Thousand Oaks, with the Newbury Park neighborhood zip code having the greatest share (33%) of the survey population.

Land Use Alternatives Direction

Below is high-level direction received from the Land Use Alternatives survey.

- Overall support for the vision and themes presented in the land use alternatives including multifamily and mixed-use throughout the areas of change with a very limited number of respondents opposing mixed use development and increases in intensity.
- Support for the concepts of transferring residential density from established single family neighborhoods built at lower densities to underutilized commercial areas including Thousand Oaks Boulevard, the Oaks Mall, and commercial and vacant properties in Rancho Conejo.
- Support higher densities up to 45 du/ac if building heights and setbacks are generally the same.
- Interest in adding mixed use and multi-family housing in declining commercial areas.
- Support higher density mixed-use near Downtown.
- Support stand-alone multifamily residential along Thousand Oaks Boulevard.
- Desire to maintain and expand employment focuses in the Rancho Conejo employment area, Thousand Oaks Boulevard and Via Merida (across from Westlake High School), and the Townsgate and Hampshire employment area south of the 101 Freeway.
- Desire to keep Moorpark Road (between Thousand Oaks Boulevard and Wilbur Road) largely commercial.
- Support for 3-5 story residential and mixed-use buildings and walkable retail in The Oaks Mall and Janss Marketplace. However, the direction for Janss Marketplace is not entirely clear since Janss was listed in the Moorpark Road question that indicated strong support for keeping the corridor commercial. It may be that respondents are accepting of mixed-use development at the Janss Marketplace if it maintains a commercial focus and if the remainder of the corridor is commercial.
- Support for mixed use development and flexible land uses on the “Borchard” property in Rancho Conejo. This 30+ acre vacant parcel generated significant

interested (see question 9) but the vast majority of people who wrote a comment about this parcel (74%) supported mixed use development.

- Desire to keep village centers commercial rather than allowing the areas to transition to include vertical or horizontal mixed-use development.
- Strong support for Alternatives 1 and 3 with much less support for Alternative 2.
- Only 17% of respondents did not support any of the alternatives or supported the existing General Plan. This means that there was very strong support to have a new land use vision for the areas of change and much more limited support to keep the existing land use pattern with no changes.

The key findings and themes above will influence the Preferred Land Use Alternative, which will be available for public review and feedback in April 2021 before it is presented to Thousand Oaks City Council for review, revision, and endorsement.

Survey Results and Comparison by Area

Citywide

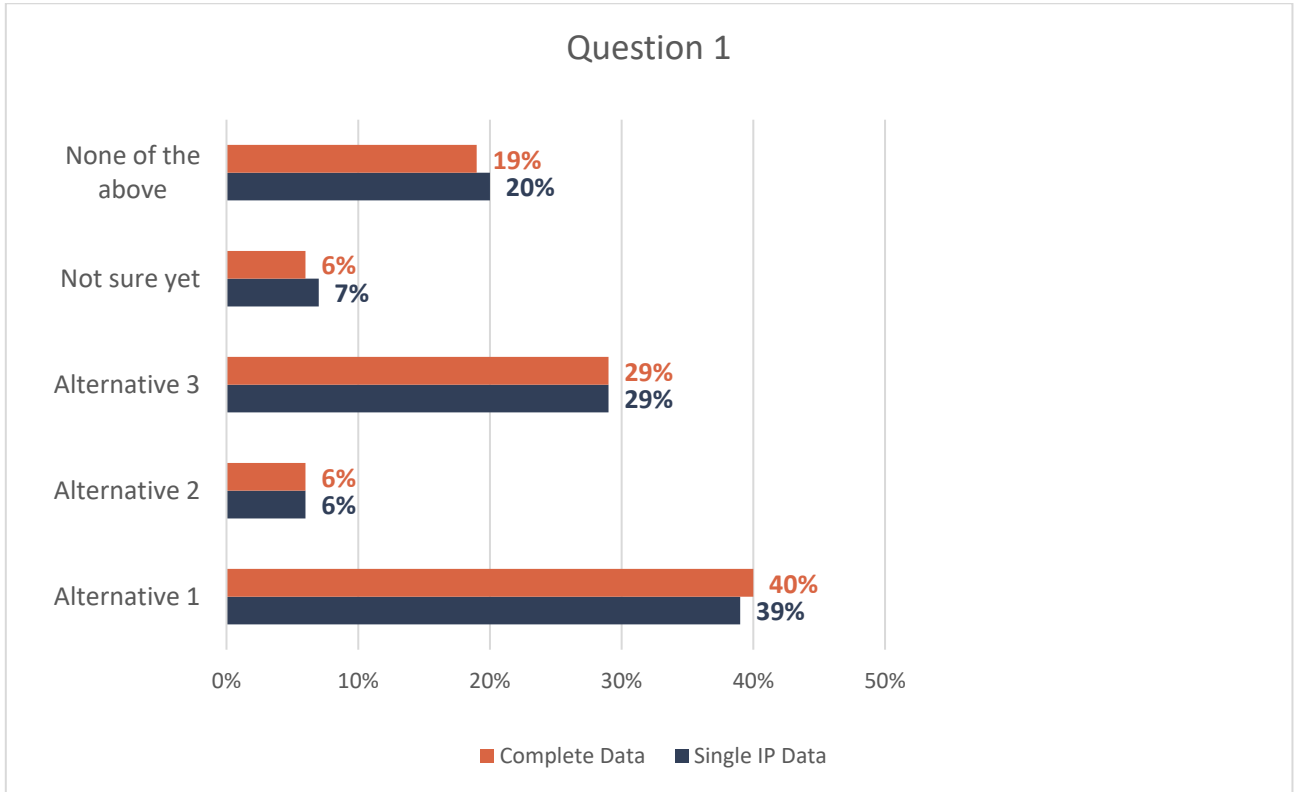
The survey included 4 citywide questions to gauge initial reactions to the three land use alternatives and specific approaches that would apply to all Changes Areas.

Key Takeaways

- The vast majority of respondents supported one of the three alternatives, with 40% supporting Alternative 1 and 29% supporting Alternative 3. A small percentage (19%) did not support any of the alternatives.
- The vast majority of participants indicate a high level of support for mixed-use and multifamily development in the Downtown and Thousand Oaks Boulevard Area (77%), and the Rancho Conejo Area (73%). Other geographic areas received significantly less support.
- Two-thirds (66%) of respondents strongly agree with the approach of transferring excess residential density from single family neighborhoods to the Change Areas identified in the Land Use Alternatives.
- 70% of respondents supported allowing residential densities of up to 45 dwelling units per acre when building heights and setbacks remain generally the same (50-foot-tall buildings).

Question 1.

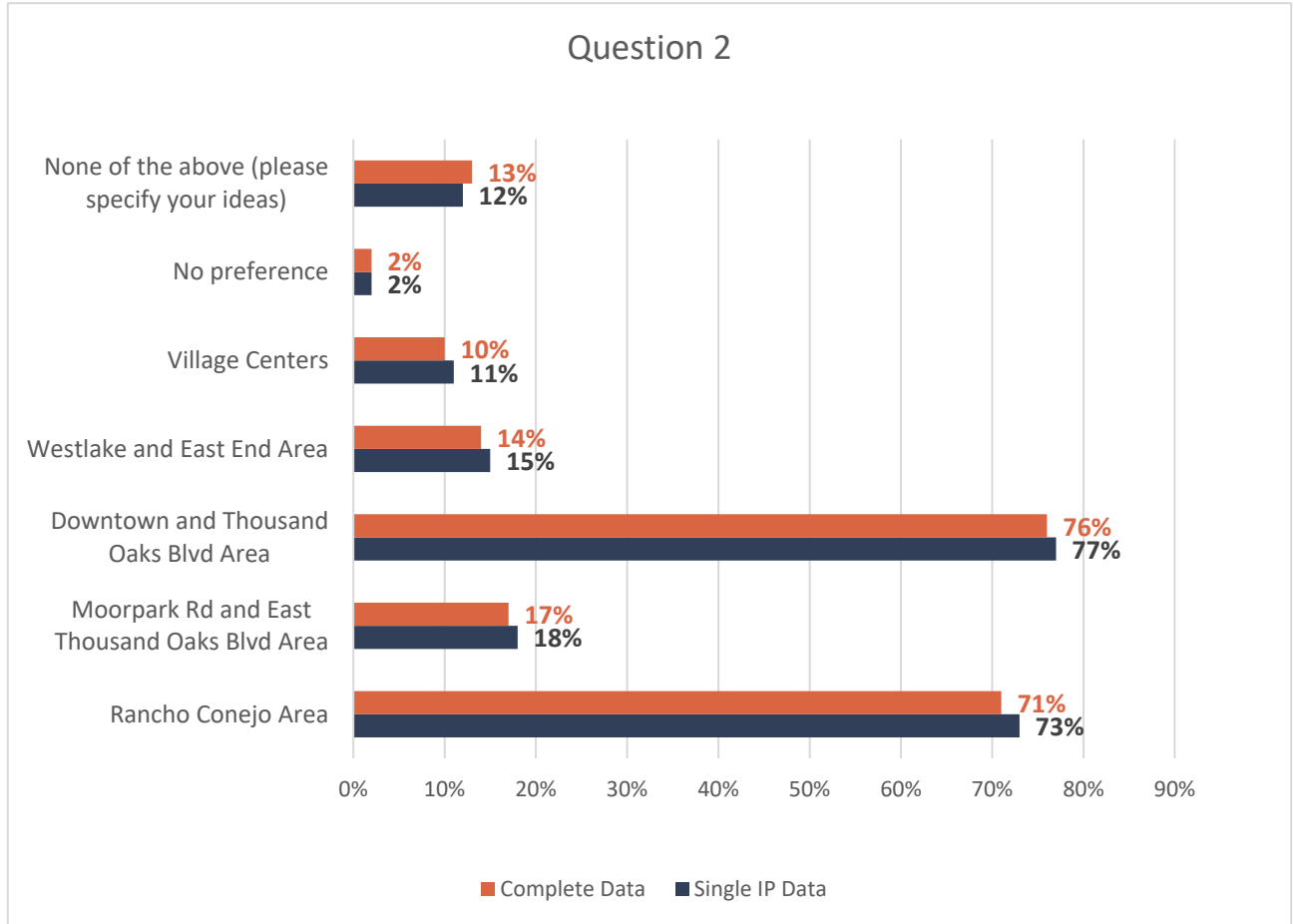
Based on what you have seen so far, which alternative best matches your vision for the future of the City?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	40%	829	39%	650
Alternative 2	6%	124	6%	94
Alternative 3	29%	615	29%	490
Not sure yet	6%	125	7%	112
None of the above	19%	401	20%	340
Answered		2094		1686

Question 2.

During the community engagement process, some participants recommended mixed use, providing for different types of housing to be built in the Areas of Change. Select all areas where housing or mixed-use should be added.



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Rancho Conejo Area	73%	1539	71%	1201
Moorpark Rd and East Thousand Oaks Blvd Area	18%	374	17%	295
Downtown and Thousand Oaks Blvd Area	77%	1609	76%	1285
Westlake and East End Area	15%	308	14%	242
Village Centers	11%	223	10%	166
No preference	2%	35	2%	32
None of the above (please specify your ideas)	12%	254	13%	220
Answered		2099		1689

*Respondents could select more than one option, so percentages do not equal 100%.

Approximately 12% of total respondents (254 respondents) answered, "None of the above" on question 2. Of respondents who answered, "None of the above," approximately three quarters expressed concern over increased development, new housing, or expressed opposition to mixed-use. However, this represents only 9% of total survey respondents. These comments included the following themes:

- Do not agree with any of the options.
- No mixed use, new housing, or changes to Thousand Oaks.
- Fear of becoming the San Fernando Valley.
- Fear of increased traffic and/or strain to existing infrastructure.
- Maintain low-density, semi-rural feel with open spaces and views.
- No need for additional commercial space in Thousand Oaks.

Approximately 2% of total respondents selected "None of the above" for this question but expressed support for mixed-use development in the comments or included suggestions for locations. These comments included the following themes:

- Supportive of mixed-use in all areas listed.
- Supportive of additional housing.
- Supportive of mixed-use with additional restrictions like lower densities and heights.
- Supportive of converting underutilized commercial or industrial space to mixed-use like at The Oaks Mall, former K-Mart site (on Hampshire Road), Janss Marketplace, Rancho Conejo (north of the 101), Townsgate and Hampshire Road, Downtown, and/or village centers.

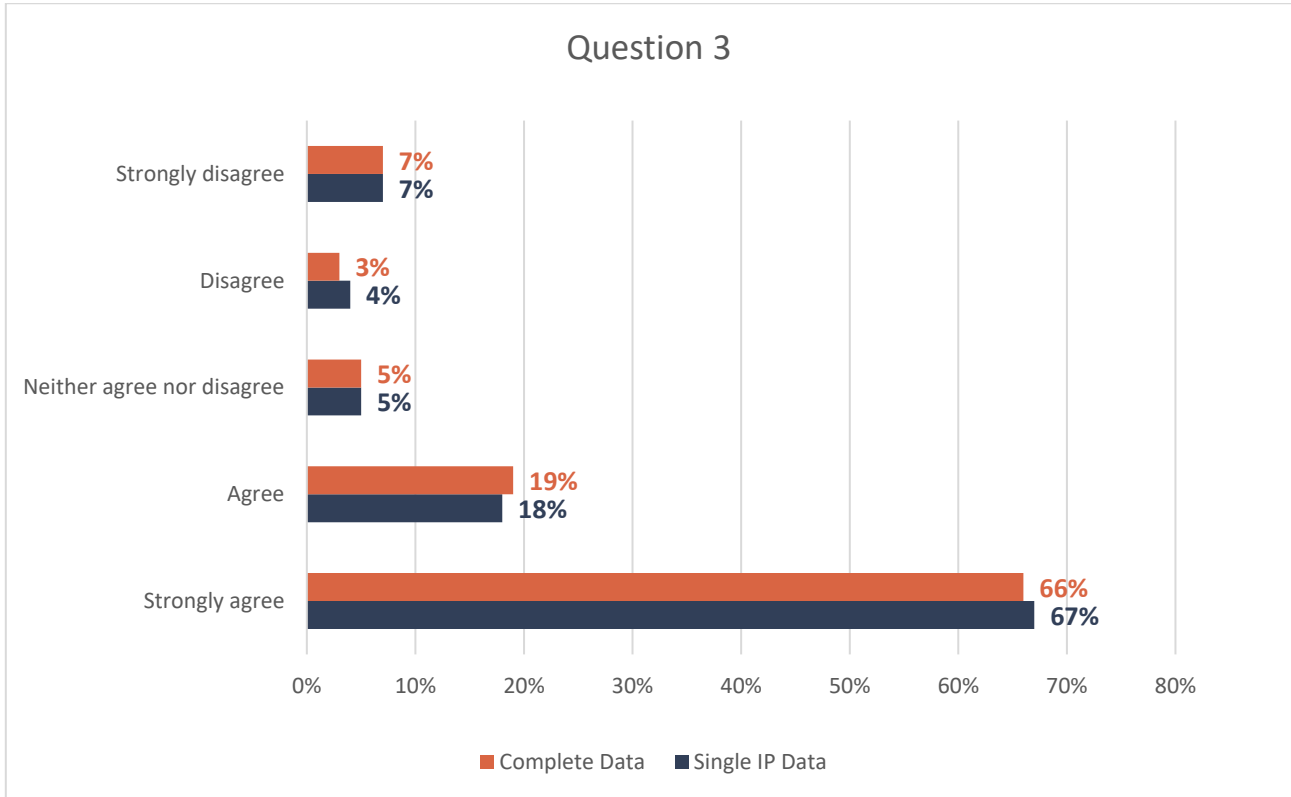
Other comments received included:

- Distribute housing throughout the city at lower densities.
- Supportive of new housing, but not mixed-use or new commercial.

Please see the detailed report for individual comments.

Question 3.

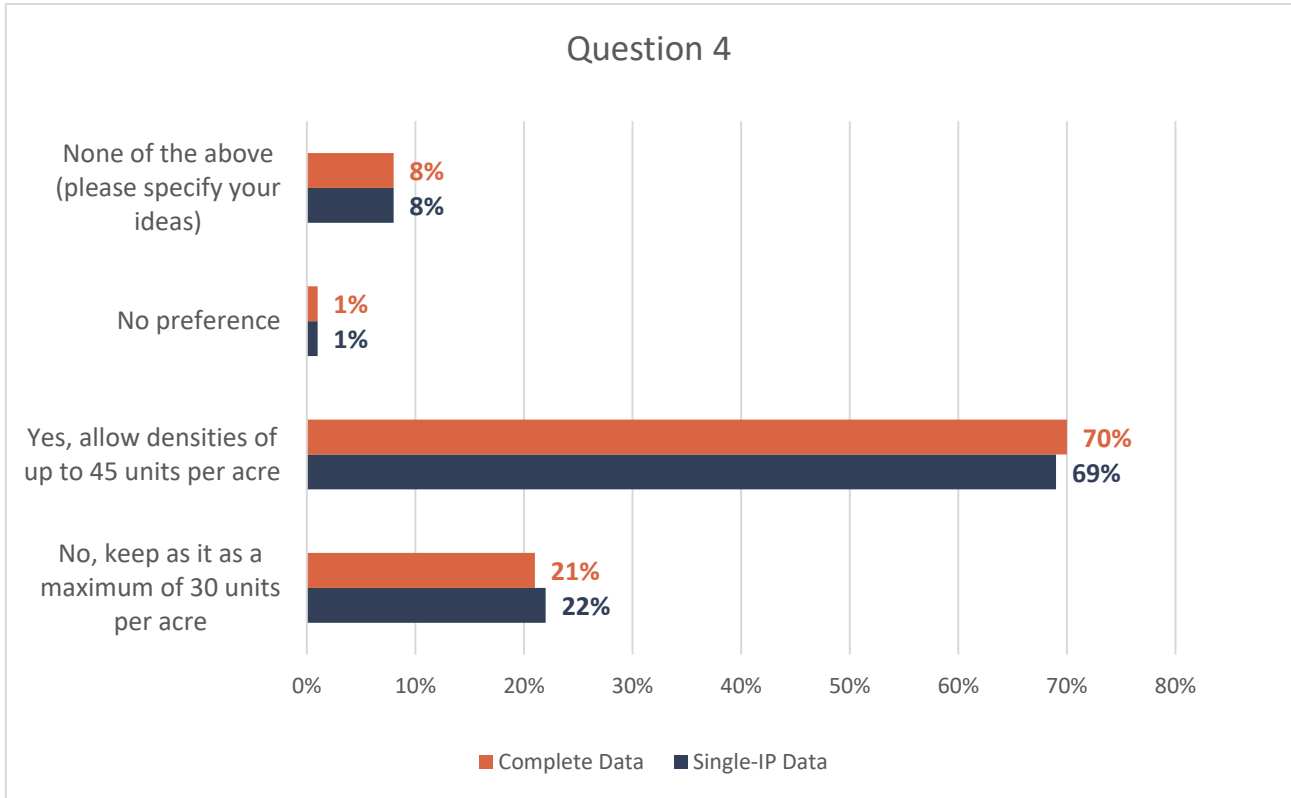
The existing General Plan allows density up to 15 units per acre (townhomes, triplexes, small multifamily buildings) for areas designed as Medium Density Residential. However much of the existing Medium Density Residential areas are established neighborhoods at a lower density. Do you agree with the approach of protecting the character of single-family residential areas and transferring the remaining capacity to the Areas of Change?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Strongly agree	66%	1391	67%	1124
Agree	19%	389	18%	302
Neither agree nor disagree	5%	100	5%	81
Disagree	3%	73	4%	64
Strongly disagree	7%	141	7%	114
Answered		2094		1685

Question 4.

Increasing residential density allows for smaller and potentially more affordable units within the same building envelope. 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?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
No, keep as it as a maximum of 30 units per acre	21%	438	22%	378
Yes, allow densities of up to 45 units per acre	70%	1482	69%	1166
No preference	1%	17	1%	14
None of the above (please specify your ideas)	8%	171	8%	141
Answered		2108		1699

Question 4 had 171 individual comments (8% of total survey responses) by respondents who answered, "None of the above." Only 6% of total survey respondents selected "None of the above" and expressed opposition to higher density development. These comments included the following themes:

- Keep densities the same or decrease below 30 units per acre.
- None of the options, slow growth, no changes, and/or no new people.
- Maintain the existing character of Thousand Oaks.
- Increase setbacks on multifamily development.
- Opposed to anything other than single family residential homes.
- Concerns over traffic associated with new development.
- Opposed to new affordable housing.

Approximately 1% of total survey respondents selected "None of the above" for this question but expressed support for higher density development. These comments included the following themes:

- Allow densities up to 60 units per acre.
- Supportive of increased heights in limited locations.
- Allow increased densities but maintain 3-story height limit.
- Supportive of increased densities if infrastructure and transportation needs are met.

Other comments received included:

- Increase stock of multifamily for sale units and/or more affordable housing options.
- Repurpose vacant commercial and industrial buildings.

Please see the detailed report for individual comments.

RANCHO CONEJO AREA

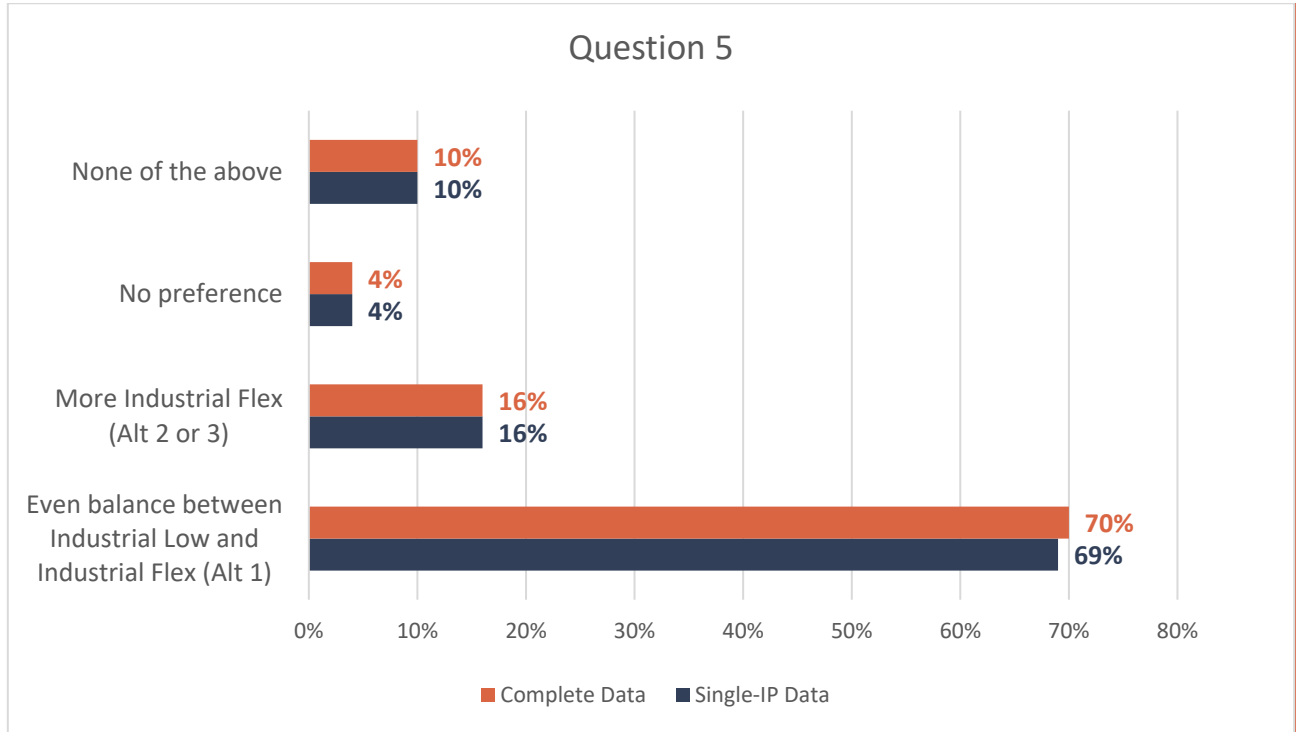
The survey included 5 questions about the Rancho Conejo Area to test specific land use approaches and gauge direction for this Change Area.

Key Takeaways

- The majority of respondents (70%) expressed an interest in an even balance between higher and lower intensity industrial uses in the Rancho Conejo Area.
- Respondents did not provide a clear direction on whether mixed-use development should be integrated in with the employment uses in Rancho Conejo along Lawrence Drive (43%) or not at all (38%).
- A majority of respondents (57%) strongly agreed with increasing residential density up to 45 du/ac in the Rancho Conejo area as a method infill development.
- Respondents were mixed on the best alternative for the area with 39% supporting Alternative 1 and 32% supporting Alternative 3. Only 15% selected “None at all” meaning that there was strong support for the alternative land use concepts for this geographic area.
- Question 9, the open-ended question asking for other ideas about the Rancho Conejo area, generated the most written responses in the survey. A large number mentioned the 30-plus acre parcel located along Highway 101 known by multiple names including the “Alice” or “Borchard” property. Of the written responses, the majority (80%) supported mixed use or multi-family housing on this property while a smaller percentage opposed development and/or land use change.

Question 5.

Rancho Conejo has traditionally been a job center. There is an opportunity to provide additional job opportunities here by allowing higher intensity industrial development. The alternatives have different combinations of Industrial Low (focusing on office parks and distribution uses with an FAR of up to 1.0) and Industrial Flex (focusing more on office and R&D uses with an FAR of up to 2.0). Which approach do you prefer?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
An even balance between Industrial Low and Industrial Flex (Alt 1). This has fewer overall jobs and more jobs that are in the light manufacturing and distribution sectors.	70%	1438	69%	1151
More Industrial Flex than Industrial Low (Alt 2 or Alt 3). (Note: Alt 3 has slightly more Industrial Flex than Alt 2). This provides more jobs overall and a greater concentration of office and R&D jobs, including in the biotech sector.	16%	339	16%	266
No preference.	4%	87	4%	73
None of the above (please specify your ideas)	10%	201	10%	174
Answered		2065		1664

Question 5 had 201 individual comments (representing only 10% of total responses) by respondents who answered, "None of the above." Of respondents who answered "None of the above" to the question, the majority were opposed to new or increased development. However, this represents only 8% of total survey responses whereas over 86% supported one of the options or had no preference. These comments included the following themes:

- Leave it as it is, no change.
- Do not change land use on the "Borchard" property.
- Protect open space.
- Concern of traffic implications of new development.
- Opposed to new development because of existing vacant buildings.

1% of total respondents selected "None of the above" but expressed support for industrial or industrial flex, or mixed-use development. These comments included the following themes:

- Desire for more mixed-use.
- Interested in an industrial mix of uses, but limit heights.
- Supportive of industrial low uses.
- Supportive of more residential focus.

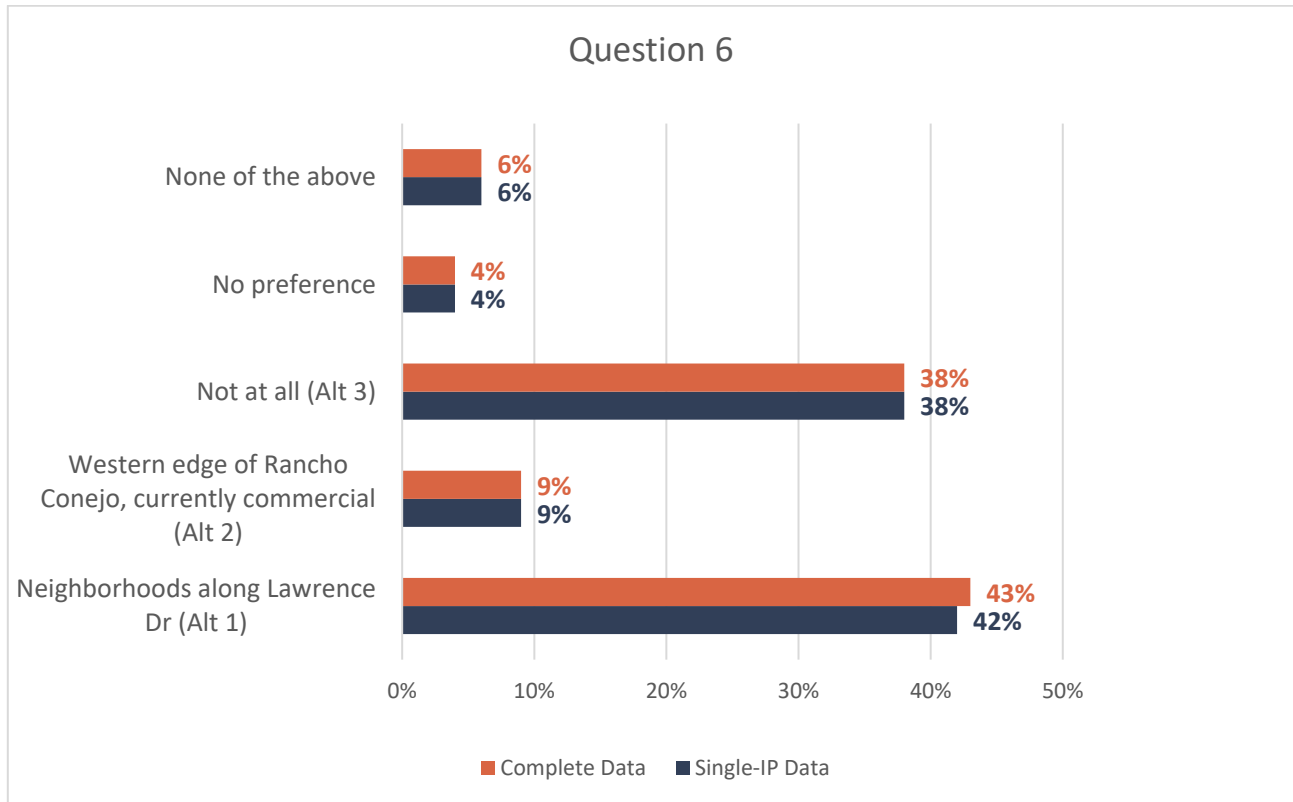
Other comments received included:

- Supportive of additional jobs and housing at different locations or intensities

Please see the detailed report for individual comments.

Question 6.

During the community engagement process, some participants suggested adding opportunities for mixed-use and multifamily residential development near the businesses in Rancho Conejo. To what extent should mixed-use development be integrated with industrial and commercial uses in Rancho Conejo?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
By creating a mixed-use neighborhood on land currently designated as industrial, such as along Lawrence Drive (Alternative 1).	43%	891	42%	704
On the western edge of Rancho Conejo on land designated as commercial, such as along Camino Dos Rios (Alternative 2).	9%	186	9%	154
Not at all. Keep Rancho Conejo for employment only. (Alternative 3)	38%	776	38%	637
No preference	4%	81	4%	63
None of the above (please specify your ideas)	6%	131	6%	106
Answered		2065		1664

Question 6 had 131 individual comments (6% of total survey responses) by respondents who answered, "None of the above." Of these, approximately two-thirds expressed opposition to mixed-use development. However, this represents only 4% of total survey respondents. These comments included the following themes:

- No mixed-use, no changes, leave as it is.
- No development on the "Borchard" property.
- Concern of traffic implications of new development.

Approximately 1% of total survey respondents selected "None of the above" but expressed support for mixed-use development. These comments included the following themes:

- In favor of mixed-use development.
- Support mixed-use with limited height.
- Support mixed-use in specific locations.

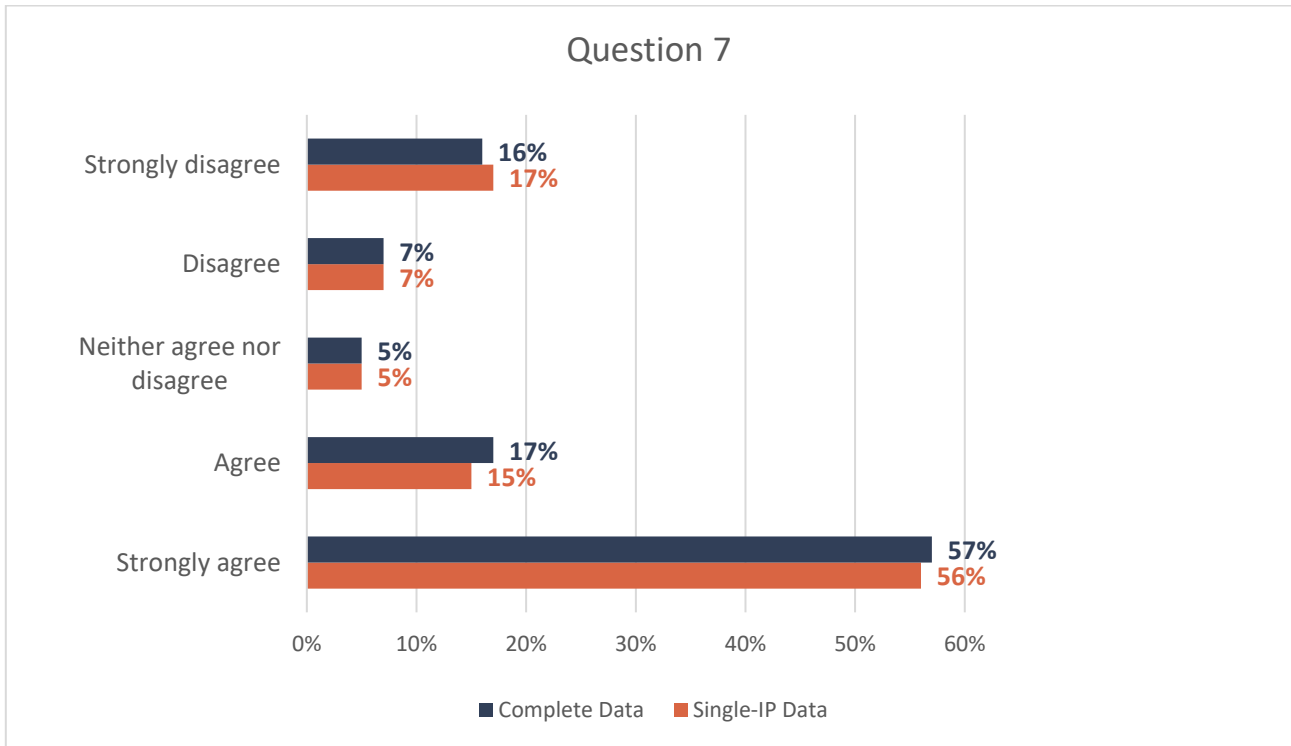
Other comments received included:

- Support for multifamily residential, but not mixed-use.
- Supportive of a combination of alternative 1 and 2.

Please see the detailed report for individual comments.

Question 7.

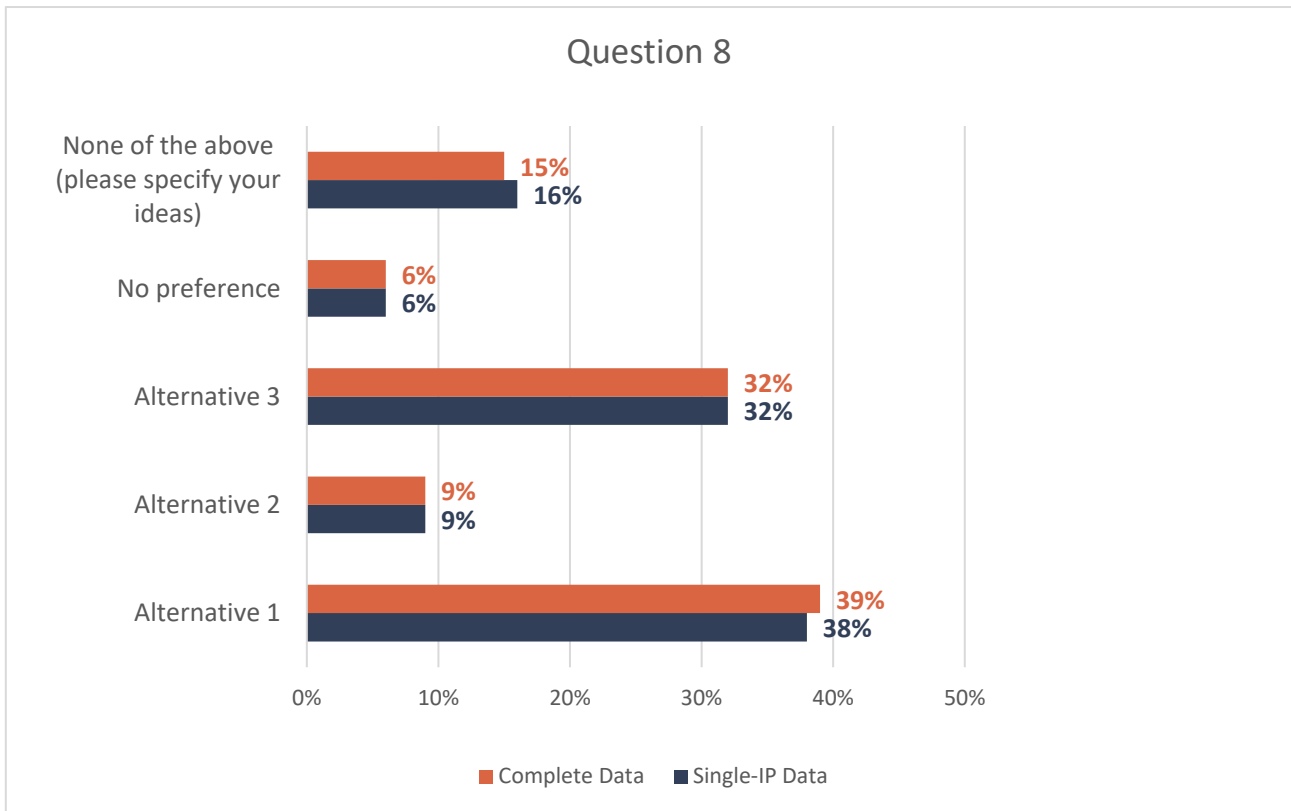
How much do you agree with this statement: **The General Plan should allow mixed-use development of up to 4 stories and 45 units per acre in Rancho Conejo if it reduces the amount of housing that is needed elsewhere in the City.**



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Strongly agree	57%	1153	56%	926
Agree	17%	341	15%	252
Neither agree nor disagree	5%	96	5%	77
Disagree	7%	138	7%	119
Strongly disagree	16%	337	17%	289
Answered		2065		1663

Question 8.

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



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	39%	803	38%	628
Alternative 2	9%	176	9%	146
Alternative 3	32%	658	32%	530
No preference	6%	114	6%	92
None of the above (please specify your ideas)	15%	303	16%	259
Answered		2054		1655

Question 8 had 303 individual comments (15% of total responses) by respondents who answered, "None of the above." Of those who responded "None of the above" to this question, the majority were opposed to mixed-use, new, or increased development. However, this represents only 11% of survey respondents. These comments included the following themes:

- Leave it as it is, no changes, no development.
- Opposed to mixed-use development and multi-story buildings.
- No changes to the "Borchard" property.

Approximately 1% of total survey respondents selected "None of the above" but expressed support for mixed-use development. These comments included the following themes:

- Support for mixed-use and new development with limited heights.
- Allow higher densities and increase production of housing.

Other comments received included:

- Support of a combination of alternatives.
- Provide flexibility for the area.

Please see the detailed report for individual comments.

Question 9.

What other comments do you have about the Rancho Conejo area?

Question 9 received the most open-ended comments of the entire survey as approximately two-thirds of respondents (1,387 respondents) included a comment in this question. The majority of the comments were about the “Borchard” property.

Of those who responded to Question 9, 80% were supportive of land use changes in this area including a combination of the alternatives, mixed-use development, and new housing. Of the total responses to this question, the majority (74%) specifically indicated supporting mixed-use development and multi-family housing on the “Borchard” property. These comments include the following themes:

- Supportive of a combination of the 3 alternatives, and built-in flexibility.
- Supportive of mixed-use or multifamily development at the “Borchard” property.
- Allow higher density residential and more affordable housing options.
- Supportive of industrial and other types of job-producing uses.

Approximately 13% of respondents who completed question 9, were opposed to land use changes, changes to the “Borchard” property, or new development. This means that over five times as many respondents indicated support for mixed use development on this property compared to respondents who wanted no change in land use. These comments include the following themes:

- No more housing.
- No development at the “Borchard” property.
- Concern of future traffic that may arise with new development.
- Higher density will bring more crime.
- Leave this area alone, no changes.

Other comments received included:

- Prioritize climate change mitigation.
- Need more affordable housing citywide.
- Need more entertainment spaces, green spaces, and parks.
- Concerned about infrastructure, traffic impacts, and flooding in this area.

Please see the detailed report for individual comments.

MOORPARK RD AND WEST THOUSAND OAKS BLVD AREA

The survey included 5 questions about the Moorpark Road and West Thousand Oaks Boulevard Area.

Key Takeaways

- A high percentage (70%) of respondents preferred keeping a segment of Moorpark Road largely commercial, as opposed to introducing mixed-use development.
- Visual preference survey results show strong support for allowing a diversity of uses and development intensities in The Oak Mall, Janss Marketplace, and on Thousand Oaks Boulevard between Moorpark Road and Hodencamp Road. By a greater than 3:1 ratio, respondents said they wanted to see residential and mixed-use buildings of between 3 and 5 stories (support was between 68% and 78%) whereas less than 1 in 5 respondents (at most 19%) said they did not want these uses or intensities. (Note: the direction for Janss Marketplace is not entirely clear since the Janss Marketplace was listed in the Moorpark Road question that indicated strong support for keeping the corridor commercial. It may be that respondents are accepting of mixed-use development on the Janss Marketplace if it maintains a commercial focus and if the remainder of the corridor is commercial).
- Overall, 42% of respondents preferred Alternative 1 for the Moorpark Road and West Thousand Oaks Boulevard Area followed by Alternative 3. Only 12% of respondents (slightly more than 1 in 10 respondents) said that they did not want any of the alternatives.

Question 10.



IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5



IMAGE 6

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

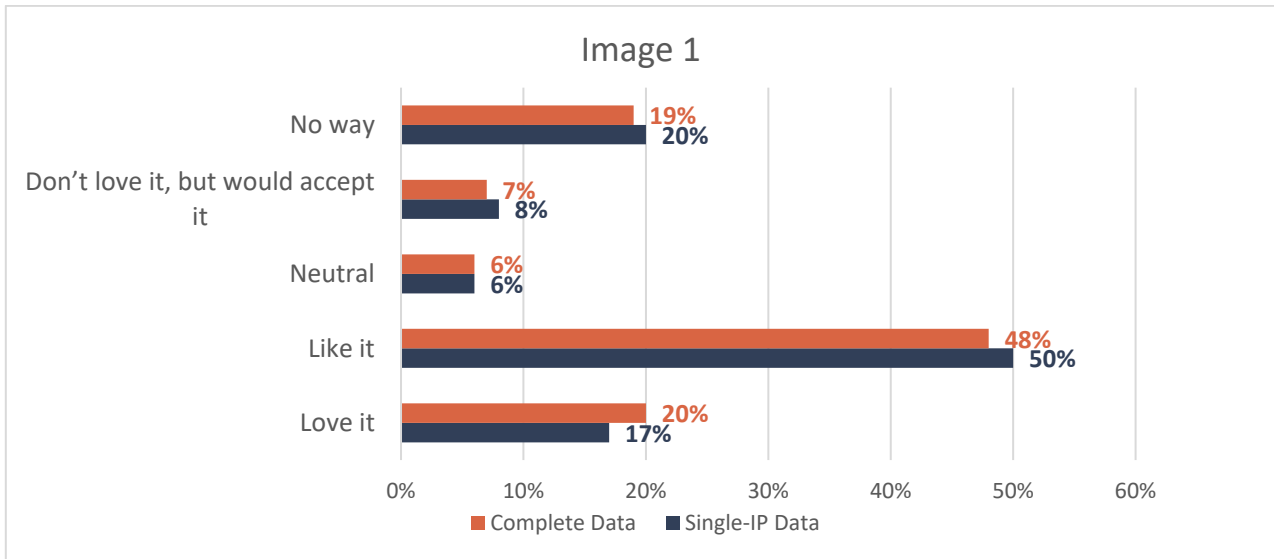


Image 1	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Love it	20%	404	17%	272
Like it	48%	975	50%	809
Neutral	6%	117	6%	92
Don't love it, but would accept it	7%	146	8%	133
No way	19%	376	20%	323
Answered		2018		1629

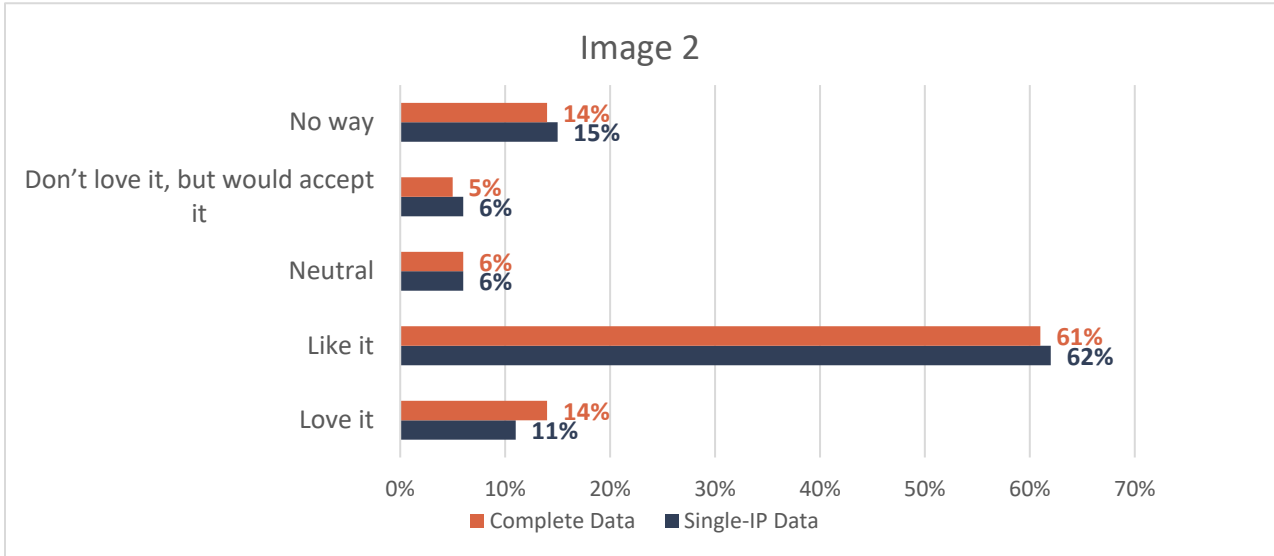


Image 2	Complete Data Responses		Dataset limited to single-IP responses	
Love it	14%	282	11%	184
Like it	61%	1215	62%	1003
Neutral	6%	117	6%	95
Don't love it, but would accept it	5%	108	6%	94
No way	14%	286	15%	244
Answered		2008		1620

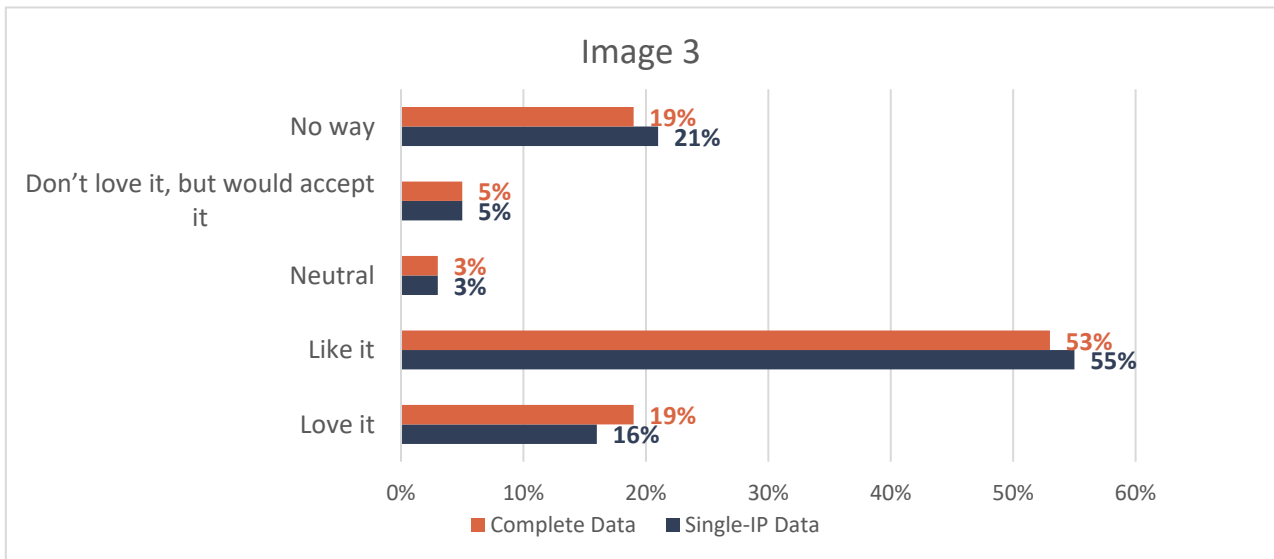


Image 3	Complete Data Responses		Dataset limited to single-IP responses	
Love it	19%	384	16%	258
Like it	53%	1067	55%	888

Neutral	3%	65	3%	51
Don't love it, but would accept it	5%	103	5%	88
No way	19%	388	21%	334
Answered		2007		1619

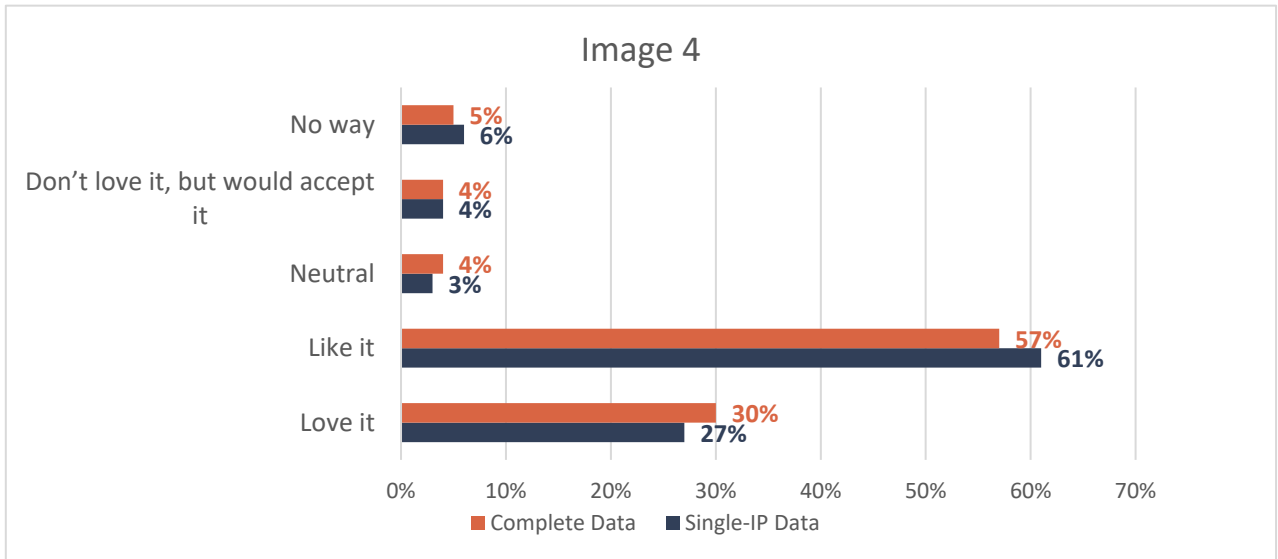


Image 4	Complete Data Responses		Dataset limited to single-IP responses	
Love it	30%	603	27%	434
Like it	57%	1149	61%	989
Neutral	4%	74	3%	47
Don't love it, but would accept it	4%	82	4%	71
No way	5%	110	6%	92
Answered		2018		1633

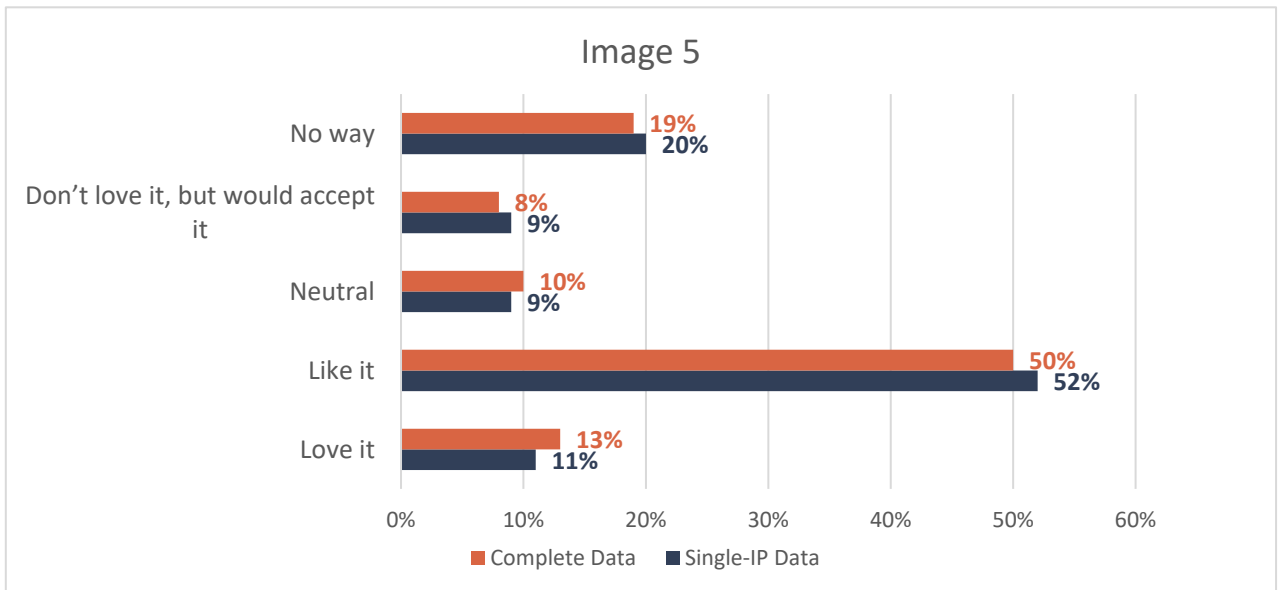


Image 5	Complete Data Responses		Dataset limited to single-IP responses	
Love it	13%	252	11%	174
Like it	50%	1003	52%	846
Neutral	10%	205	9%	145
Don't love it, but would accept it	8%	168	9%	138
No way	19%	373	20%	317
Answered		2001		1620

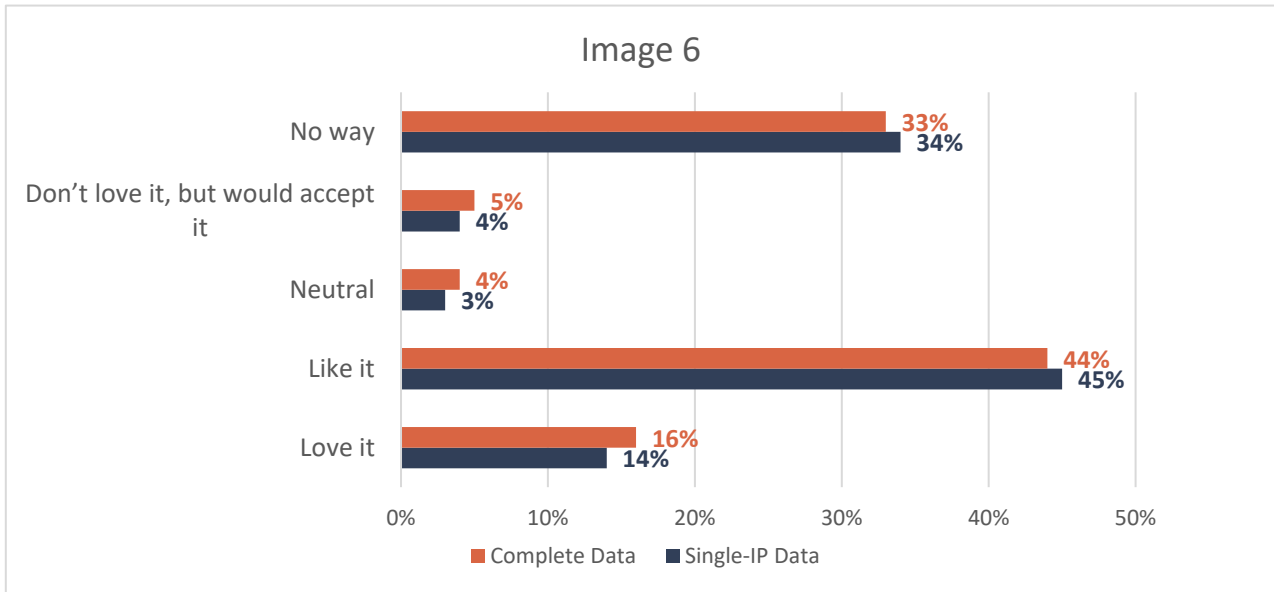
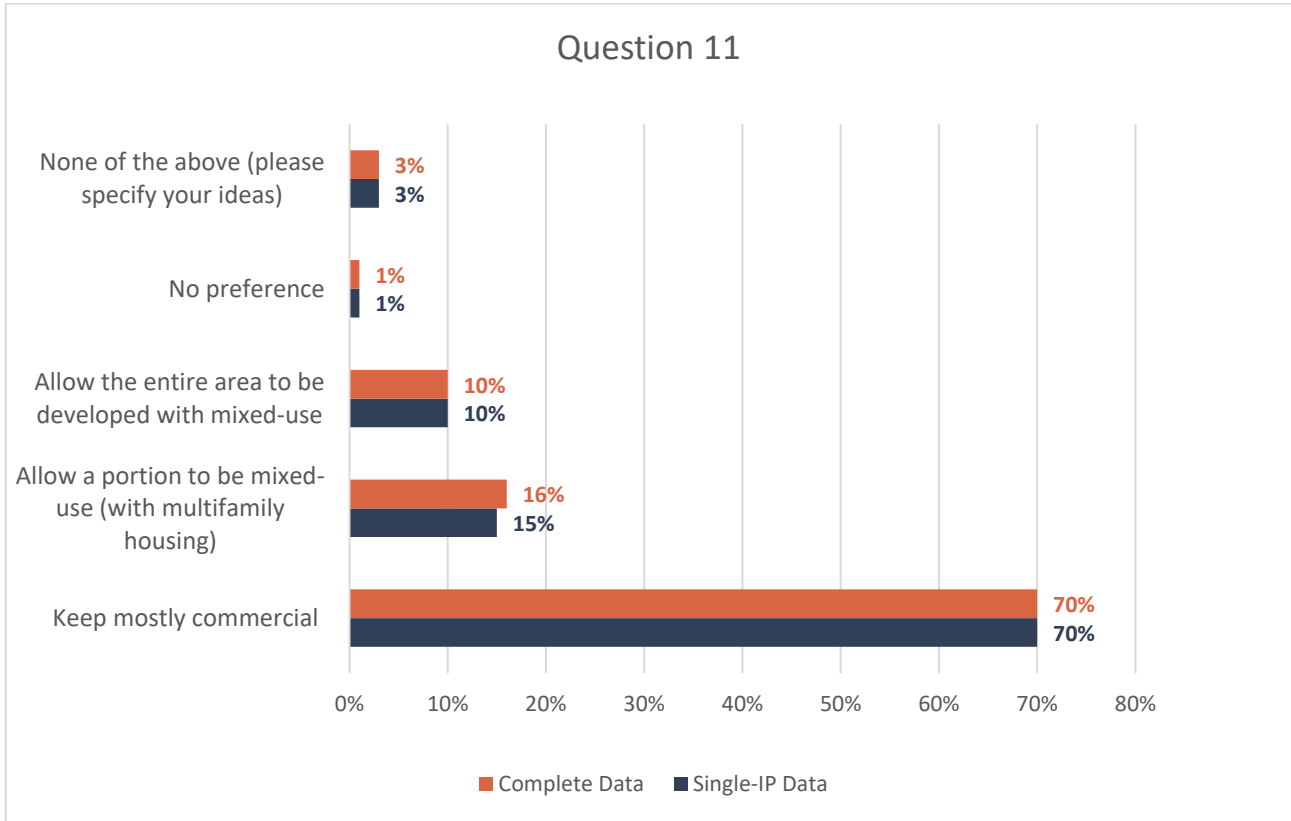


Image 6	Complete Data Responses		Dataset limited to single-IP responses	
Love it	16%	321	14%	221
Like it	44%	862	45%	726
Neutral	4%	73	3%	48
Don't love it, but would accept it	5%	95	4%	71
No way	33%	656	34%	558
Answered		2007		1624

Question 11.

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?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Keep mostly commercial (retail and service) uses	70%	1434	70%	1165
Allow a portion to be mixed-use (with multifamily housing)	16%	318	15%	249
Allow the entire area to be developed with mixed-use	10%	211	10%	167
No preference	1%	20	1%	18
None of the above (please specify your ideas)	3%	69	3%	55
Answered		2052		1654

Question 11 had 69 individual comments (3% of survey responses) who answered, "None of the above." Of those who responded to question 11, two thirds (representing only 2% total survey respondents) were opposed to mixed-use, new, or increased development on Moorpark Road between Thousand Oaks Boulevard and just north of Wilbur Road. This indicates strong support for one or a combination of the land use alternatives. These comments included the following themes:

- No mixed-use or multifamily, keep commercial only uses.
- Do not support any proposed changes, leave as it is.
- Fear of traffic and overcrowding associated with new development.

Less than 1% of total survey respondents selected "None of the above" and expressed support for mixed-use development on Moorpark Road between Thousand Oaks Boulevard and just north of Wilbur Road. These comments included the following themes:

- Support for new mixed-use development with limited heights and standalone residential
- Support mostly commercial with some mixed use.

Other comments received included:

- Keep open space, allow for new parks, trees, and green space.
- Maintain 3-story height limits.

Please see the detailed report for individual comments.

Question 12.



IMAGE 1



IMAGE 2



IMAGE 3

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. This area could support more intense land uses because it is removed from single family neighborhoods, is located near goods and services, has excellent freeway access and benefits from recent development activity (the residential project at 299 Thousand Oaks Boulevard and Tarantula Hill Brewing Company). For the three images above, please identify your reaction for potential new development in this area:

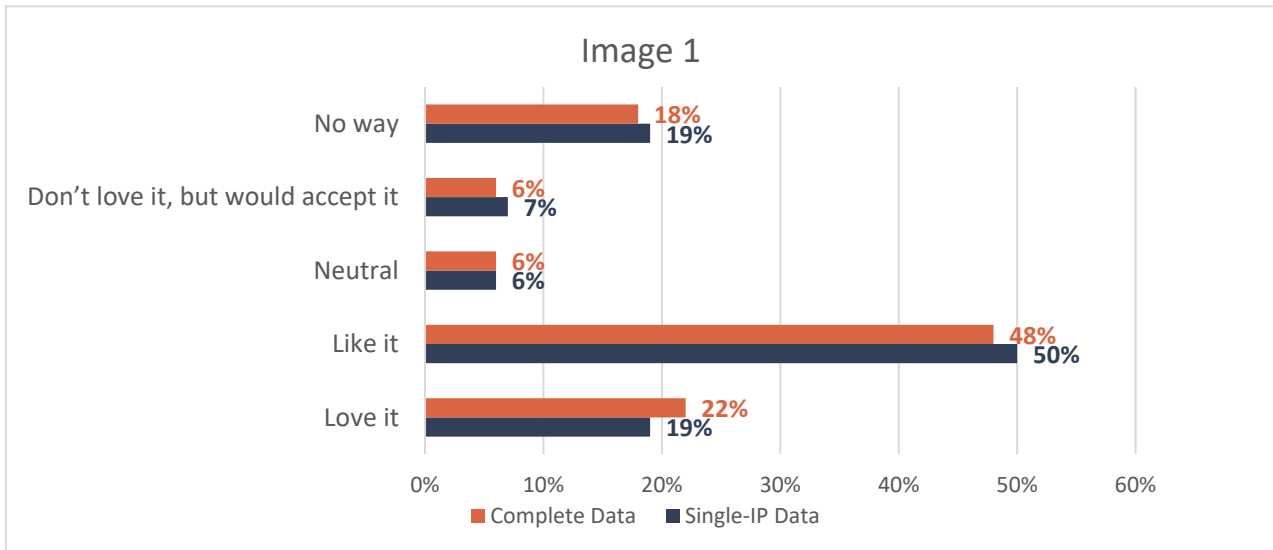


Image 1	Complete Data Responses		Dataset limited to single-IP responses	
Love it	22%	456	19%	309
Like it	48%	980	50%	817
Neutral	6%	113	6%	100
Don't love it, but would accept it	6%	131	7%	113
No way	18%	360	19%	305
Answered		2040		1644

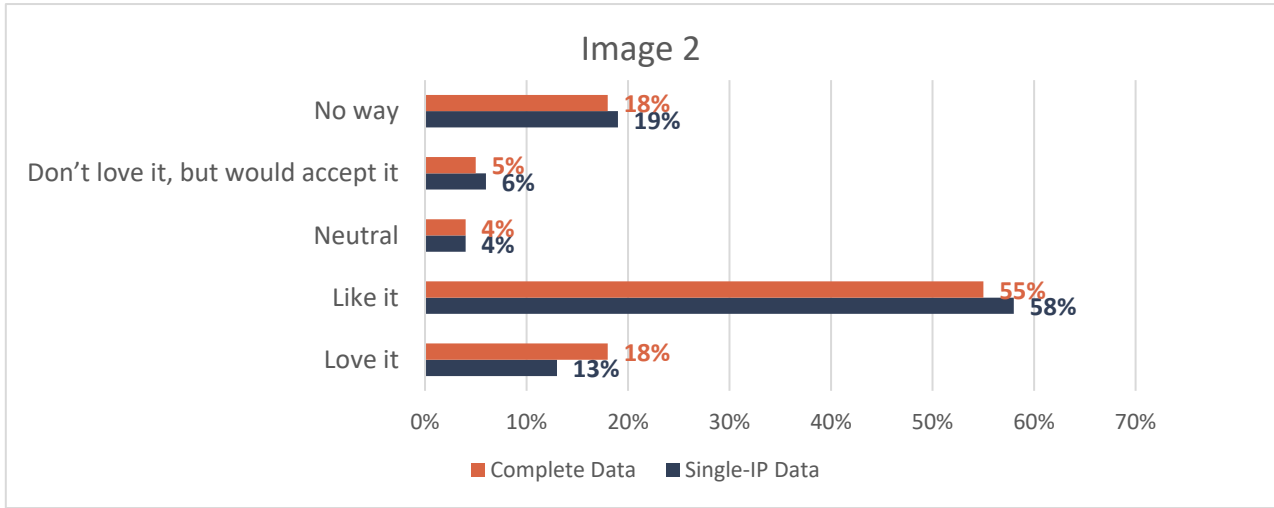


Image 2	Complete Data Responses		Dataset limited to single-IP responses	
Love it	18%	360	13%	219
Like it	55%	1125	58%	952
Neutral	4%	78	4%	65
Don't love it, but would accept it	5%	107	6%	91
No way	18%	372	19%	316
Answered		2042		1643

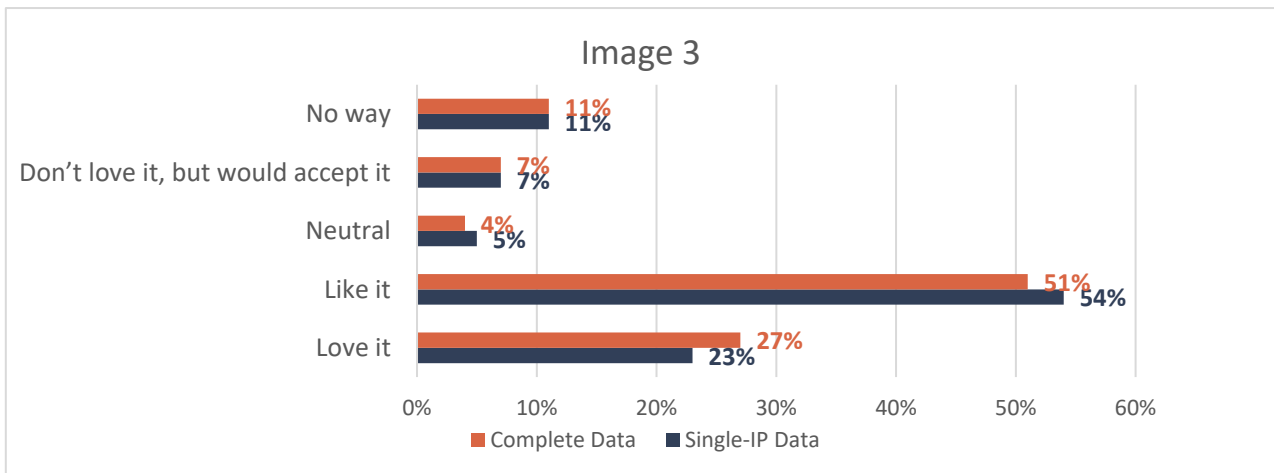
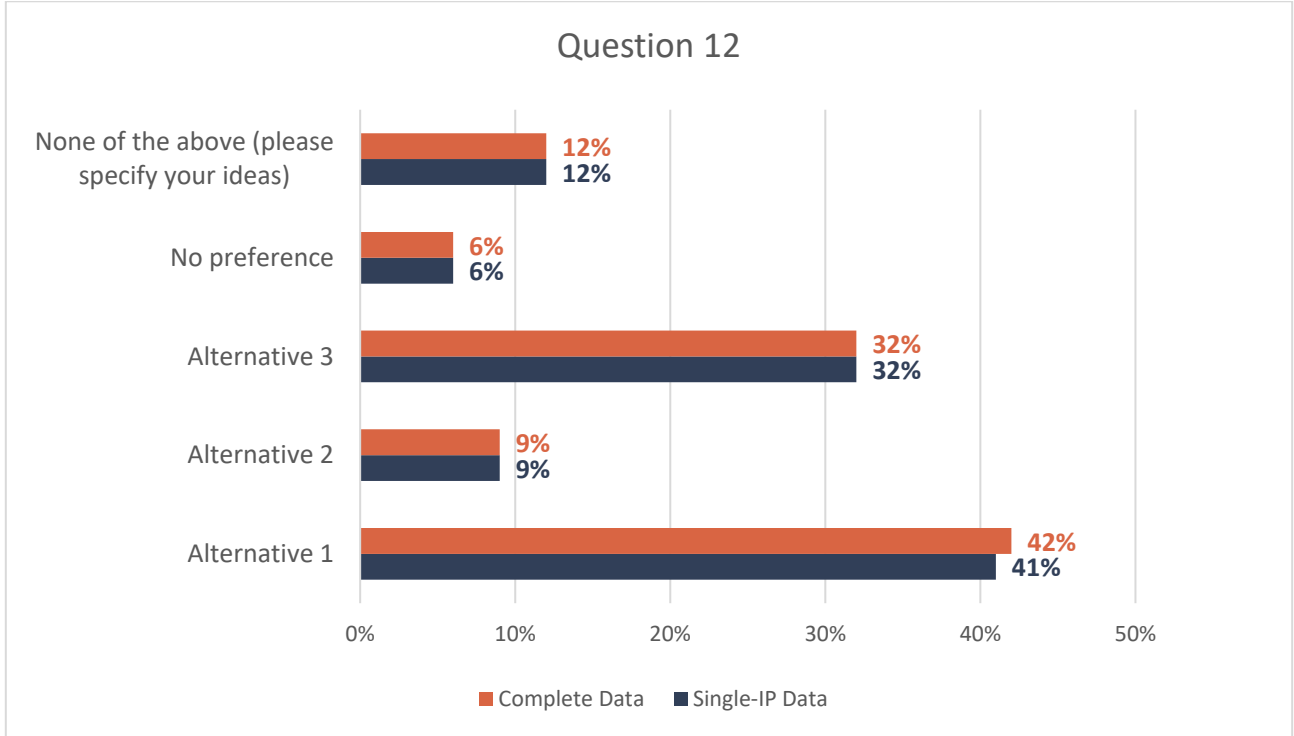


Image 3	Complete Data Responses		Dataset limited to single-IP responses	
Love it	27%	552	23%	375
Like it	51%	1043	54%	889
Neutral	4%	91	5%	80
Don't love it, but would accept it	7%	134	7%	115
No way	11%	221	11%	185
Answered		2041		1644

Question 13.

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



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	42%	853	41%	677
Alternative 2	9%	177	9%	145
Alternative 3	32%	649	32%	520
No preference	6%	112	6%	97
None of the above (please specify your ideas)	12%	247	12%	204
Answered		2038		1643

Question 13 had 247 individual comments (12% of survey responses) who answered, "None of the above." Of those who responded to the question, approximately two thirds (8% of total survey responses) were opposed to mixed-use, new, or increased development in the Moorpark Road and West Thousand Oaks Boulevard area. These comments included the following themes:

- No changes, no growth, leave as it is.
- Do not support the proposed changes, no mixed-use.
- To tall buildings on Thousand Oaks Boulevard.
- Concern over traffic implications of future development.
- Concern new development or mixed-use will make Thousand Oaks look like the San Fernando Valley.

Less than 1% of total survey respondents selected "None of the above" but expressed support for multi-family residential or mixed-use development in this area. These comments included the following themes:

- Supportive of higher density mixed-use and taller buildings at The Oaks Mall and Janss Marketplace.
- Support standalone residential.
- Supportive of mixed-use in limited locations.

Other comments received included:

- Support a combination of the alternatives.
- Maintain 3-story height limit.
- More open spaces and parks.

Please see the detailed report for individual comments.

Question 14.

What other comments do you have about the Moorpark Road and West Thousand Oaks Boulevard area?

Question 14 had 417 open-ended responses regarding the Moorpark Road and West Thousand Oaks Boulevard area.

A total of 33% of respondents to question 14 indicated that they had no additional comments on this area while 35% of responses to question 14 (approximately 145 total responses or 7% of the total surveys) were opposed to any changes in land use in this area. These comments include the following themes:

- No change leave as it is.
- Concern of potential traffic new development may bring.
- Do not add more development, clean up existing developments.
- Keep building heights low.

Approximately 17% of respondents to question 14 were supportive of changes in land use and mobility including mixed-use development, affordable housing, and improvements to connectivity. These comments included the following themes:

- Support high density development, mixed-use and taller buildings.
- Support taller buildings at The Oaks Mall and Janss Marketplace.
- Increase affordable housing options.
- Provide more bike lanes and walking paths.

Other comments included the following themes:

- Address homelessness.
- Add more amenities for families.
- Provide more green space and parks.

Please see the detailed report for individual comments.

DOWNTOWN AND THOUSAND OAKS BLVD AREA

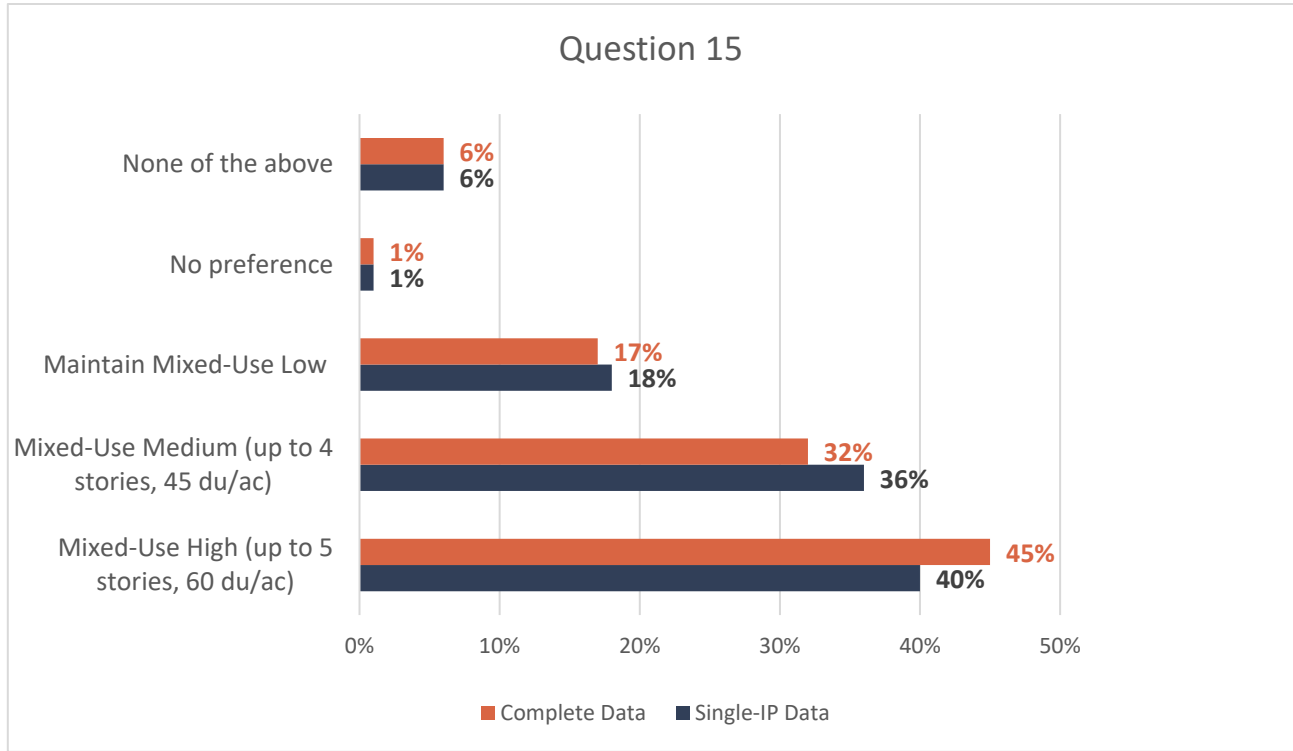
The survey included 4 questions about the Downtown and Thousand Oaks Boulevard Area.

Key Takeaways

- Respondents strongly support allowing mixed use development at higher intensities in the Downtown area. Nearly half (45%) support doubling the density and increasing the height to 5 stories and 60 units per acre while one-third (32%) support increasing the densities to 45 units per acre and 4 stories. Less than one in four respondents said they wanted to keep the same intensity of 30 units per acre (17%) or not allow mixed use at all (6%).
- Nearly three quarters (74%) support allowing stand-alone residential buildings (without commercial uses) in limited locations along Thousand Oaks Boulevard whereas only 15% opposed this.
- Respondents had the most support for Alternative 1 (43%) followed by Alternative 3 (31%). Barely over one in 10 respondents (12%) did not support any of the alternatives. These results show strong support for changing the character of Downtown and Thousand Oaks Boulevard.

Question 15.

The Downtown area has been a focus of planning activity in recent years. Suggestions were made during the community engagement process to allow increased densities (above 30 units per acre and 3 stories) to support additional retail and commercial activity. Which of the following best describes your perspective?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
Increase density of parcels in the Downtown to Mixed-Use High (up to 5 stories and 60 units per acre). This could allow more development activity in this area and support additional restaurants, entertainment, and shopping.	45%	913	40%	652
Increase density of parcels to Mixed-Use Medium (up to 4 stories and 45 units per acre). This could allow more development activity than existing but not as much as Mixed-Use High.	32%	654	36%	586
Maintain existing land use designation in the General Plan of Mixed-Use Low. This could make redevelopment more challenging and many	17%	339	18%	297

parcels may remain unchanged over the next 20 years.				
No preference	1%	18	1%	17
None of the above (please specify your ideas)	6%	121	6%	96
Answered		2045		1648

Question 15 had 121 individual comments (6% of total survey responses) by respondents who answered, "None of the above." Of those who answered, "None of the above," the majority were opposed to any change in land use or height in Downtown. However, this only represents 5% of the total respondents to this question representing strong support for the alternatives. The comments opposing development in the area included the following themes:

- Stop building, do not increase heights.
- Maintain existing land uses.
- Leave it alone, there are not enough resources for these changes.

Approximately one in six respondents who selected "None of the above" expressed support for increased density, with height limitations in Downtown. These comments included the following themes:

- Support 4-stories developments at mixed-use medium or medium-high.
- Support development but maintain 3-story height limit.

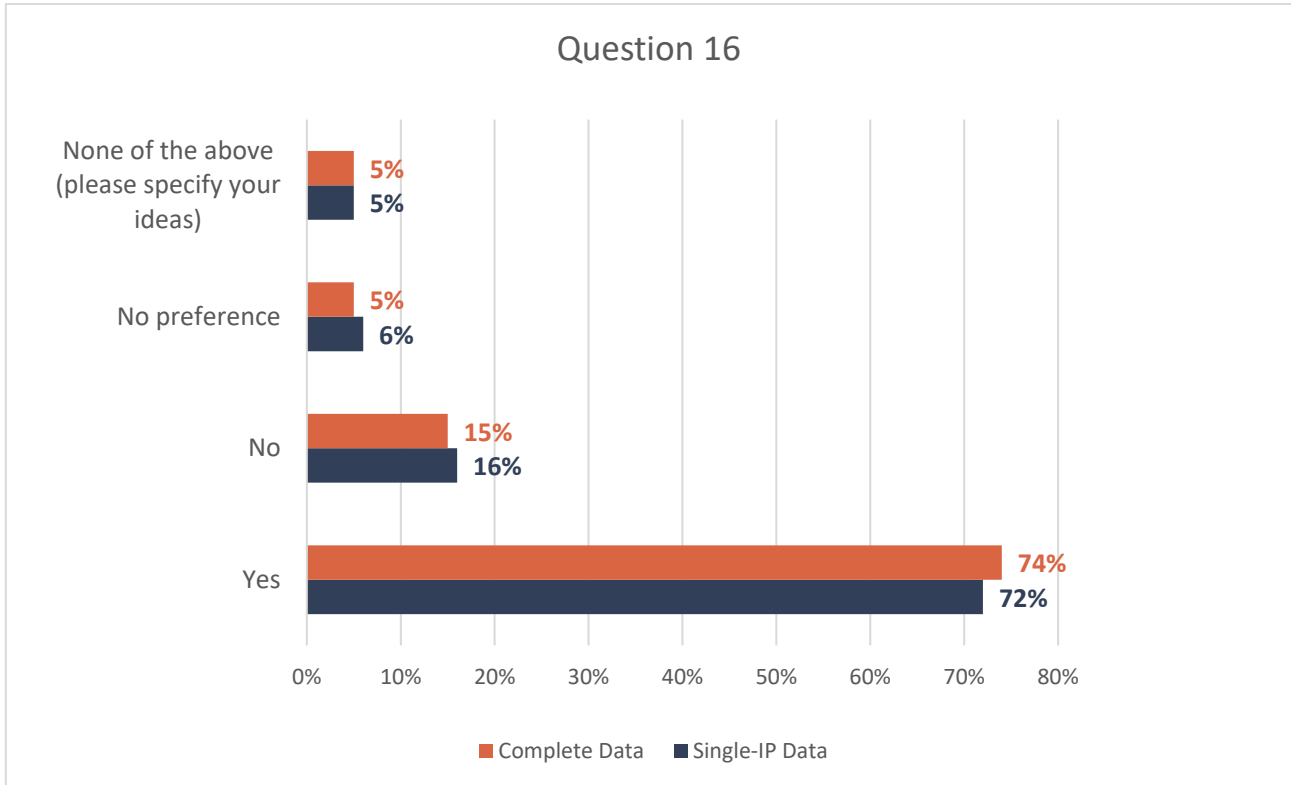
Other comments received included:

- More residential, not more retail.
- Add more parks.
- No comment.

Please see the detailed report for individual comments.

Question 16.

One strategy to incentivize residential development involves reducing the amount of commercial uses and providing opportunities for additional stand-alone multifamily development. Should the City allow multifamily residential buildings without a requirement for commercial uses in limited locations along Thousand Oaks Boulevard?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Yes	74%	1507	72%	1191
No	15%	317	16%	269
No preference	5%	106	6%	94
None of the above (please specify your ideas)	5%	110	5%	89
Answered		2040		1643

Question 16 had 110 individual comments (5% of responses) by respondents who answered, "None of the above." Of responses to the question, just over half (representing only 3% of total survey responses) were opposed to new development, mixed-use, standalone residential, or any changes on Thousand Oaks Boulevard. These comments included the following themes:

- No development or put development elsewhere.
- Do not like the proposed vision, no changes.
- Do not support multifamily housing.
- Concern over traffic implications of future development.
- Concern over resource limitations with potential new residents.
- Limit growth and development

Other respondents selected “None of the above” but expressed support for multi-family residential or mixed-use development along Thousand Oaks Boulevard. These comments included the following themes:

- Require mixed-use, no standalone residential.
- Support multi-family development with building height limits.
- Supportive of standalone residential in limited locations

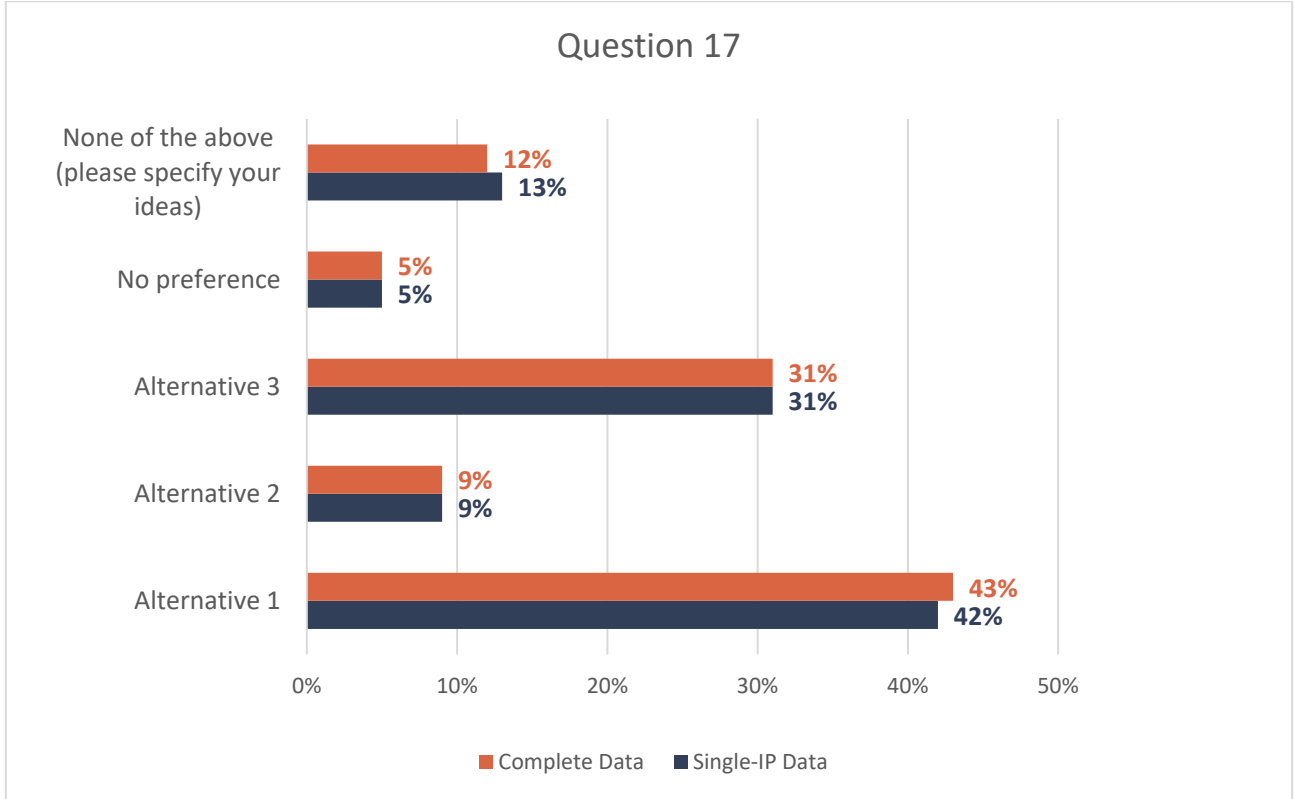
Other comments received included:

- Not supportive of affordable housing options.
- Unsure of the implications of standalone residential on the Boulevard.

Please see the detailed report for individual comments.

Question 17.

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



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	43%	862	42%	681
Alternative 2	9%	186	9%	146
Alternative 3	31%	622	31%	503
No preference	5%	104	5%	88
None of the above (please specify your ideas)	12%	253	13%	213
Answered		2027		1631

Question 17 had 253 individual comments (12% of survey responses) by respondents who answered, "None of the above." Of respondents who selected "None of the above" to the question 17, approximately two-thirds were opposed to changes in land use or height in the Downtown and Thousand Oaks Boulevard area. However, this represents only 8% of the total survey respondents as the vast majority selected one of the three alternatives. These comments include the following themes:

- No changes, to mixed-use or multi-story residential.
- Leave it alone.
- Too much traffic congestion, no new development.

Approximately 2% of respondents selected "None of the above" and mentioned a desire for lower height limits or residential densities in the Downtown and Thousand Oaks Boulevard area. These comments included the following themes:

- Flexibility, one size does not fit all, different densities in specific locations.
- Support neighborhood low to medium
- Maintain height limits.

Other comments received included:

- Desire for parks and open space and to maintain mountain views.
- Support a combination of the alternatives.

Please see the detailed report for individual comments.

Question 18.

What other comments do you have about the Downtown and Thousand Oaks Boulevard area?

Question 18 had 420 open-ended responses representing about 20% of people who took the survey. The comments were generally divided between those who desire limited change in the Downtown and those who wanted a mixed-use district with housing, retail, employment and entertainment. Themes from those who wanted limited change included the following:

- Concern over traffic congestion on Thousand Oaks Boulevard.
- Maintain 3-story height limit.
- No mixed-use in this area.
- No changes, no development.

Themes from those who wanted a Downtown included the following:

- Support mixed-use in this area.
- Desire for pedestrian amenities like wide sidewalks, plazas, bike lanes, and green areas.
- Desire for lively walkable downtown environment.
- Support for denser development and taller buildings in this area.

Please see the detailed report for individual responses.

WESTLAKE AND EAST END AREA

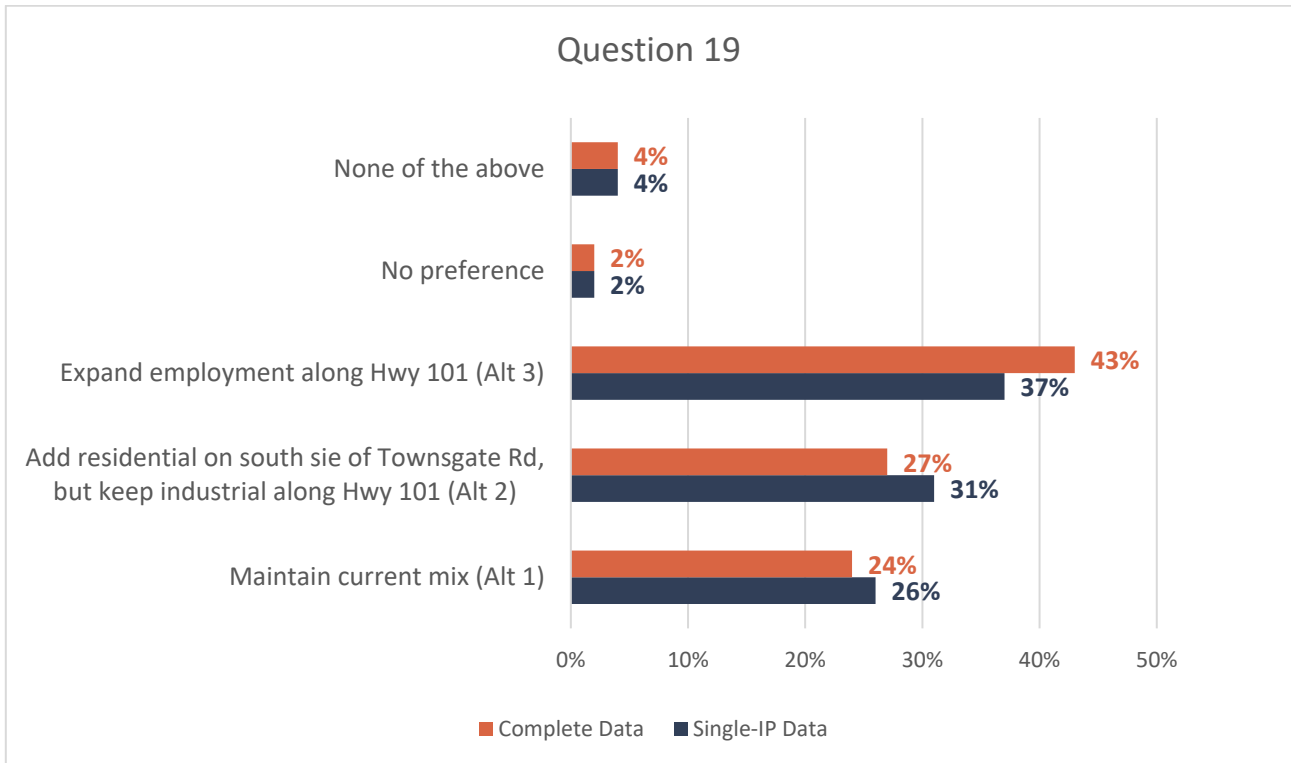
The survey included 6 questions covering the Westlake and East End Area.

Key Takeaways

- Respondents showed strong support for maintaining and expanding jobs and commercial uses in the Townsgate area. Two thirds of respondents supported maintaining the existing mix of employment uses (24%) or expanding the diversity of industrial uses (43%).
- Respondents showed support for maintaining a large employment and commercial area on the east end of Thousand Oaks Boulevard or allowing limited mixed use while also expanding employment opportunities.
- Approximately two-thirds of respondents supported adding mixed-use development at the intersection of Thousand Oaks Boulevard but there was not consensus on where the mixed use should be focused.
- The vast majority of respondents (73%) supported maintaining the Westlake Plaza and Center as commercial, opposed to introducing mixed-use development.
- Alternative 3 was the preferred direction (43%) followed by split between Alternatives 1 and 2 (20% each).

Question 19.

The employment district near Hampshire Road and Townsgate Road presents an opportunity to transform either into a mixed-use (residential and office) area or strengthen its role as an employment hub on the east side of the city. What best matches your vision for this area?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Maintain current mix of industrial, office park and commercial uses (Alternative 1)	24%	478	26%	422
Add the potential for residential development on the south side of Townsgate Road while maintaining the current pattern of industrial uses along Highway 101 (Alternative 2)	27%	554	31%	501
Expand the employment focus of the area by adding Industrial Flex (at up to 2.0 FAR) along Highway 101 (Alternative 3)	43%	866	37%	614
No preference	2%	42	2%	32
None of the above (please specify your ideas)	4%	91	4%	69
Answered		2031		1638

Question 19 had 91 individual comments (4% of survey responses) by respondents who answered, "None of the above." Of responses to the question, three quarters (representing only 3% of total survey respondents) were opposed to new development, mixed-use, or more industrial uses in the employment district near Hampshire Road and Townsgate Road. These comments included the following themes:

- No changes leave it as it is.
- No mixed-use, commercial only.
- No standalone residential, and no multi-story buildings.
- Do not expand commercial, office or industrial in this area.
- No high density in this area.
- Concern over traffic congestion new development could cause.

Approximately one quarter of those who answered, "None of the above" (representing about 1% of total respondents) expressed support for multi-family residential, mixed-use development, or industrial flex in the employment district near Hampshire Road and Townsgate Road. These comments included the following themes:

- Support mixed use, multifamily, and industrial flex.
- Support new development with height limits.

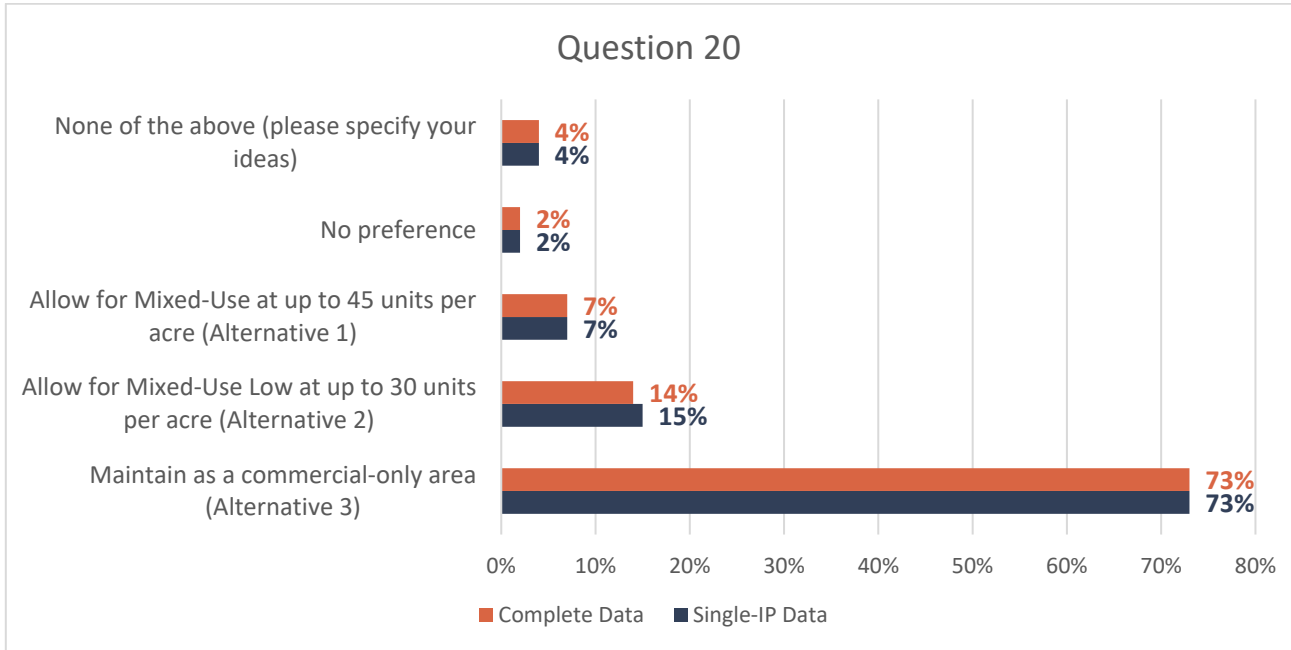
Other comments received included:

- Support a combination of alternatives.

Please see the detailed report for individual comments.

Question 20.

The Westlake Plaza and Center (on the corner of Westlake Boulevard and Agoura Road) is a vibrant retail area. However, this shopping district has the potential to become a mixed-use activity center that maintains its mix of retail and restaurants but allows multifamily housing. What best matches your vision for this area?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Maintain as a commercial-only area (Alternative 3)	73%	1487	73%	1199
Allow for Mixed-Use Low at up to 30 units per acre (Alternative 2)	14%	290	15%	241
Allow for Mixed-Use at up to 45 units per acre (Alternative 1)	7%	147	7%	111
No preference	2%	32	2%	29
None of the above (please specify your ideas)	4%	80	4%	64
Answered		2036		1644

Question 20 had 80 individual comments (4% of survey responses) by respondents who answered, "None of the above." Of respondents who answered question 20 with "None of the above" approximately half (representing only 2% of total survey respondents) expressed a desire for no change despite the multiple-choice option that suggested maintaining current conditions. These comments included the following themes:

- No changes leave it as it is.
- No mixed-use.
- Concern over traffic congestion new development could bring.

Approximately 1% of total survey respondents selected "None of the above" but expressed support for mixed-use development or a combination of the alternatives. These comments included the following themes:

- Support mixed-use with height limits.
- Combination of the 3 alternatives.

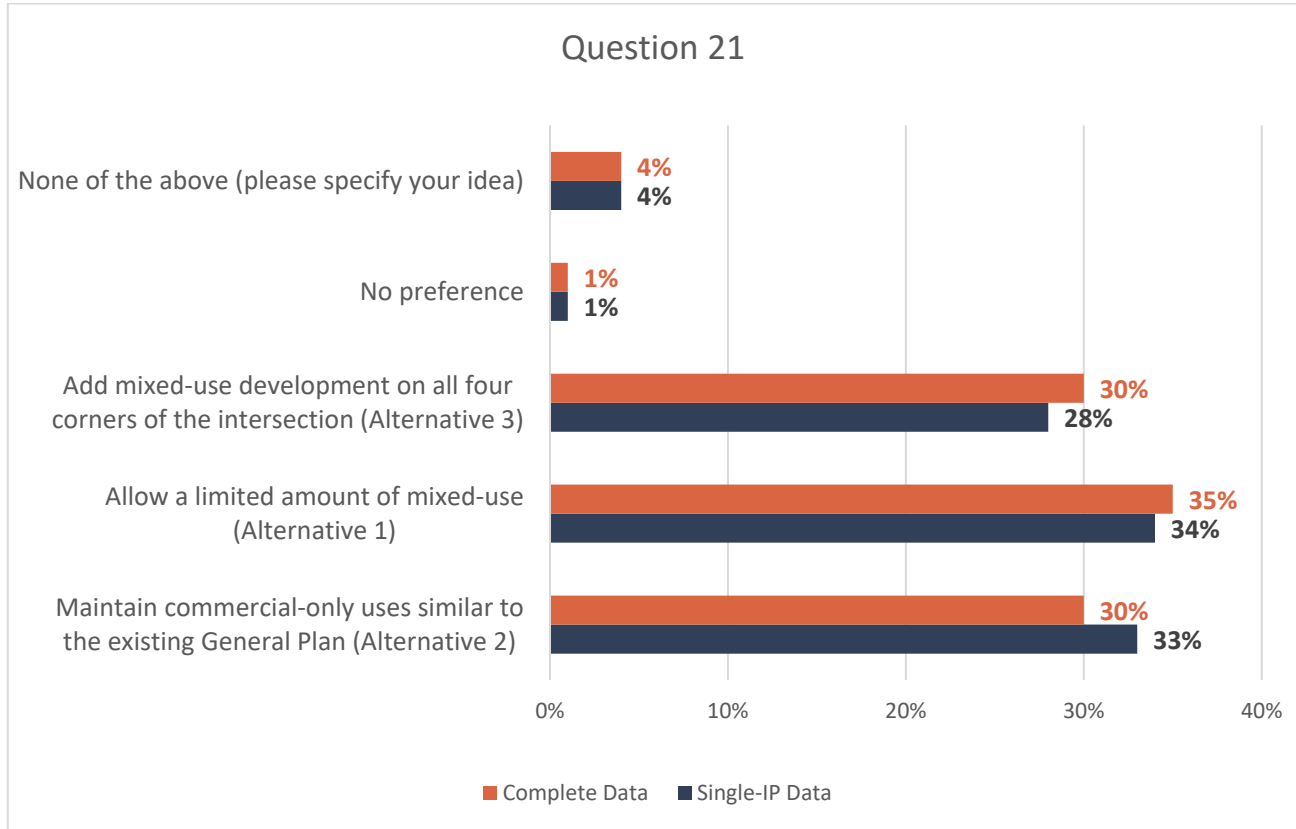
Other comments received included:

- Prioritize open spaces and parks.
- Do not visit this area often, or do not know this area well.

Please see the detailed report for individual comments.

Question 21.

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?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Maintain commercial-only uses similar to the existing General Plan (Alternative 2)	30%	600	33%	539
Allow a limited amount of mixed-use (Alternative 1)	35%	718	34%	551
Add mixed-use development on all four corners of the intersection (Alternative 3)	30%	603	28%	459
No preference	1%	26	1%	22
None of the above (please specify your idea)	4%	84	4%	66
Answered		2031		1637

Question 21 had 84 individual comments (4% of responses) by respondents who answered, "None of the above." Of respondents who answered "None of the above" to question 21, the majority were opposed to change in land use or future development. However, this only represents 3% of total respondents. These comments include the following themes:

- No mixed-use development, no additional housing.
- No changes leave it as it is.
- Not enough resources for new development.
- Concern about traffic congestion future development may bring.

Approximately 1% of total respondents selected "None of the above" and expressed support for mixed-use development or a combination of the alternatives. These comments included the following themes:

- Support limited mixed-use.
- Allow multifamily or mixed use if height limits are maintained.

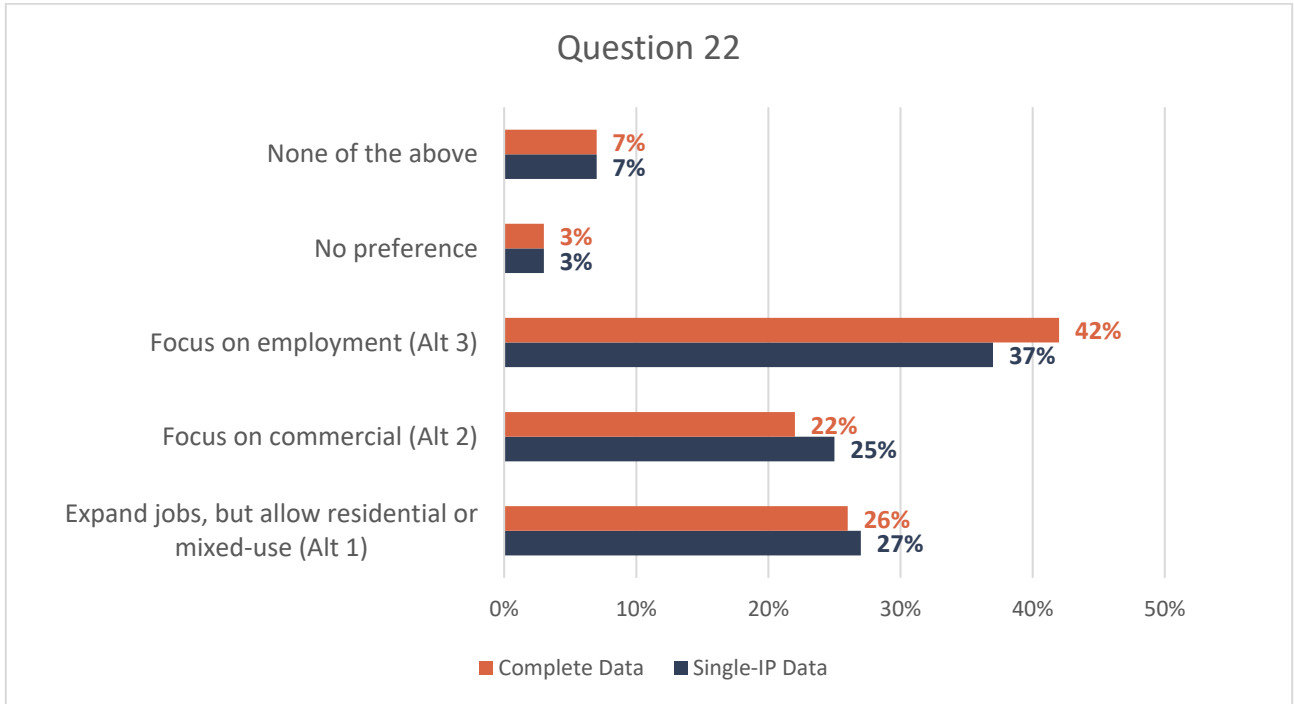
Other comments received included:

- Add parks, trails, and open space.

Please see the detailed report for individual comments.

Question 22.

The east side of the city along Thousand Oaks Boulevard (south of Westlake High School) currently contains low density office and commercial uses. This area has the potential to expand the number and diversity of jobs and to provide an employment anchor on the east side of the city. What best describes your vision for this area?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Expand the potential for jobs but also allow residential or mixed-use development on a portion of the area (Alternative 1)	26%	525	27%	450
Focus on commercial uses that includes a mix of retail, entertainment and office uses (Alternative 2)	22%	453	25%	412
Focus on creating a denser employment district (with the Industrial Flex land use designation) (Alternative 3)	42%	864	37%	612
No preference	3%	54	3%	50
None of the above (please specify your ideas)	7%	139	7%	117
Answered		2035		1641

Question 22 had 139 individual comments by respondents who answered, "None of the above" representing 7% of total responses. Of respondents who answered "None of the above" to question 21, the majority were opposed to changes in land use or any future development on the east side of the city along Thousand Oaks Boulevard (south of Westlake High School), but this only represents 5% of total survey responses. These comments include the following themes:

- No changes to this area, leave it alone.
- Too much traffic here already, no new development.
- Maintain low intensity office and commercial.
- No new housing.

Approximately 1% of total survey respondents selected "None of the above" but expressed support for mixed-use development, higher intensity industrial, or a combination of the alternatives. These comments included the following themes:

- Support higher density residential with height limits.
- Support a combination of alternatives.
- Increase residential as much as possible.
- Support higher intensity industrial.

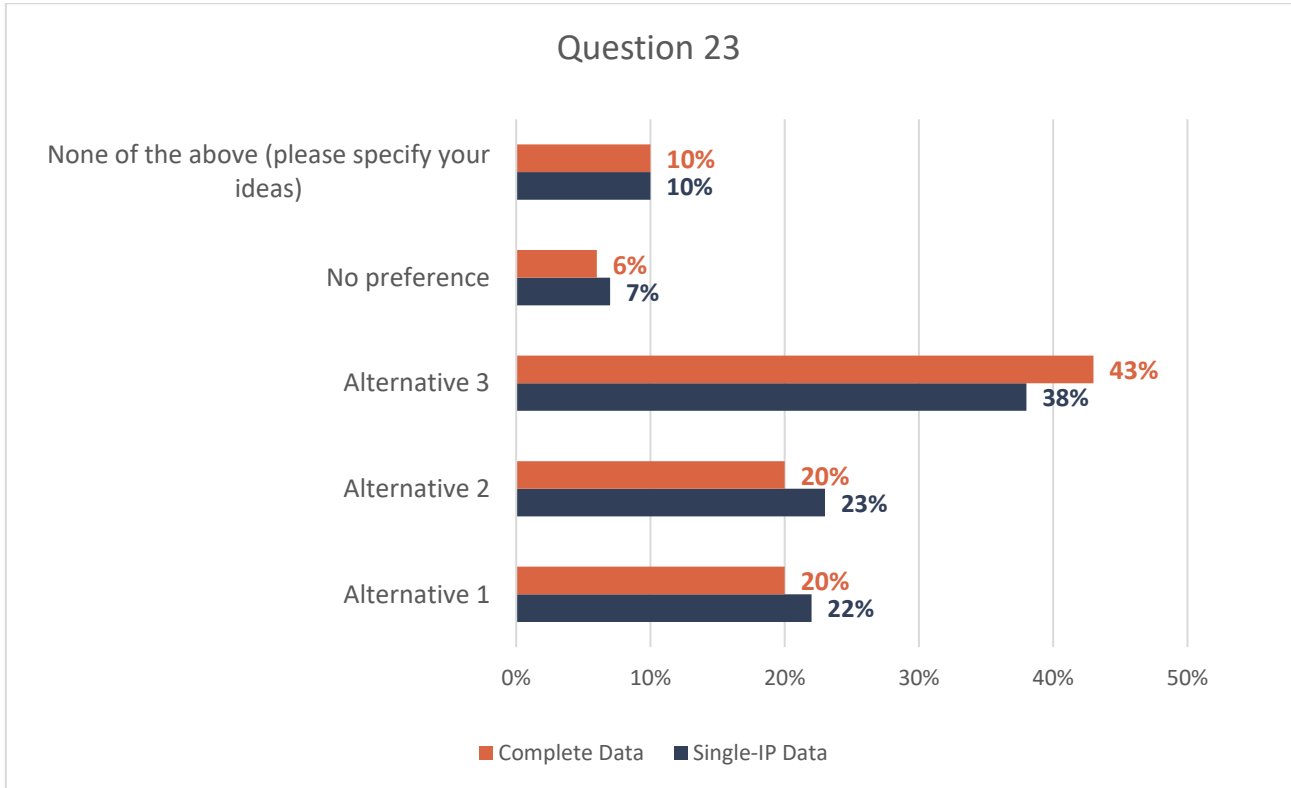
Other comments received included:

- Add parks, trails, and open space.
- Improve infrastructure first.
- No preference or no comment.

Please see the detailed report for individual comments.

Question 23.

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



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	20%	404	22%	352
Alternative 2	20%	407	23%	370
Alternative 3	43%	871	38%	620
No preference	6%	128	7%	114
None of the above (please specify your ideas)	10%	210	10%	170
Answered		2020		1626

Question 23 had 210 individual comments (10% of responses) by respondents who answered, "None of the above." Of respondents who answered "None of the above" to question 21, approximately half (representing 5% of total respondents) were opposed to changes or the addition of mixed-use in the Westlake and East End area. These comments include the following themes:

- No changes to this area, keep as is.
- No high-density residential or mixed-use development.
- No new people living in Thousand Oaks, it is too crowded.

Approximately 3% of total respondents selected "None of the above" and expressed support for mixed-use development, more residential, or a combination of the alternatives. These comments included the following themes:

- Support standalone residential in this area.
- Increase the amount of higher density residential.
- A combination of the alternatives.
- Support mixed-use or standalone residential but maintain height limits.

Other comments received included:

- More open space, parks, and trails.
- Fill vacant buildings.

Please see the detailed report for individual comments.

Question 24.

What other comments do you have about the Westlake and East End area?

Question 24 had 327 open-ended responses regarding the Westlake and East End Area, representing approximately 15% of total respondents to the survey. Of those who responded to the question, 42% of respondents indicated that they had no additional comments for this area. Of those who responded to question 24, approximately one quarter (24%) were opposed to changes in land use or future development. These comments include the following themes:

- No changes keep it as it is.
- Concerns over traffic implications of new development.
- Support mixed-use and new residential development.
- Maintain 3-story building height limit.
- No mixed-use development in this area.
- Maintain as commercial.

Approximately 21% of respondents to question 24 expressed support for change in land use or intensity in the Westlake and East End Area. These comments included the following themes:

- Support horizontal mixed-use.
- More potential for changes in land use in this area than others.
- Reimagine the Baxter area.
- Create a more walkable environment.
- Support a combination of alternatives with affordable housing.

Other comments included the following themes:

- Provide plenty of parking.

Please see the detailed report for individual comments.

VILLAGE CENTERS

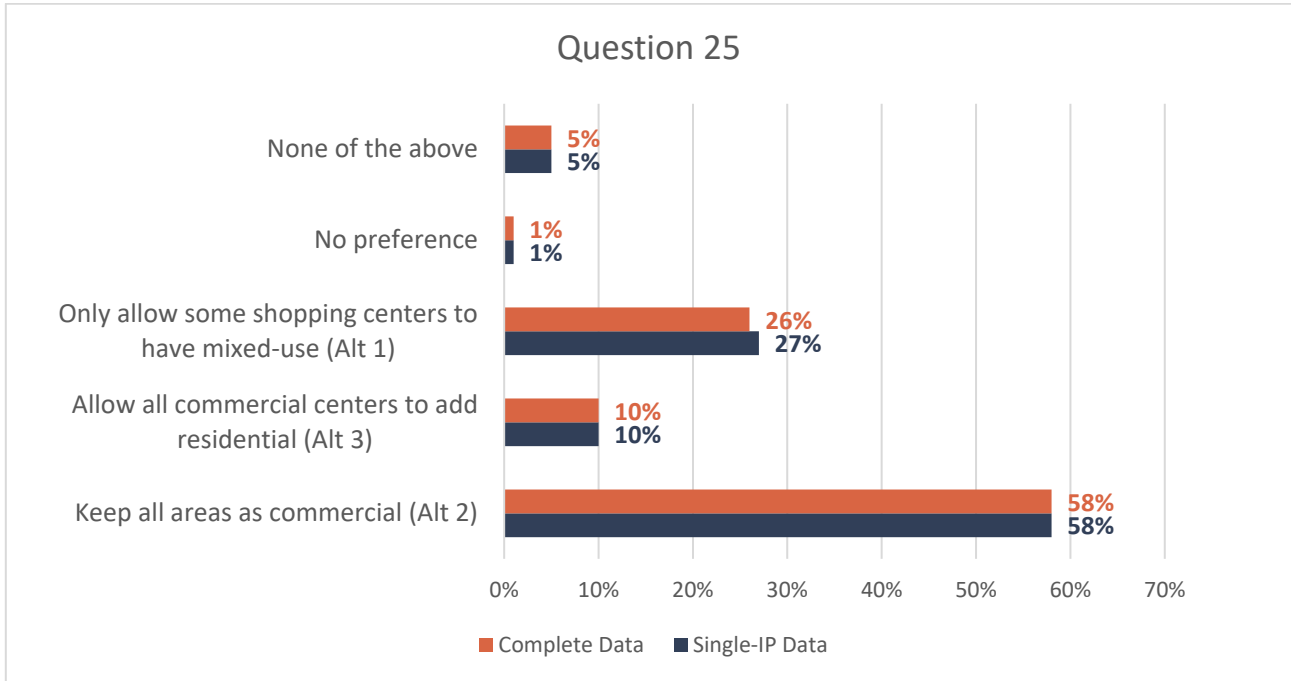
The survey included 2 questions regarding village centers.

Key Takeaways

- The majority of survey respondents (58%) preferred for all village centers to remain commercial, as opposed to introducing mixed-use development.

Question 25.

During the engagement process, many residents recommended that the commercial shopping centers around the City allow mixed-use development to create “village centers” within walking distance of existing residential neighborhoods. What best describes your vision for commercial shopping centers throughout the City?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Keep all areas as commercial and do not allow residential uses in the shopping centers (Alternative 2)	58%	1181	58%	946
Allow all commercial shopping centers to add residential development at up to 30 units per acre (Alternative 3)	10%	204	10%	162
Only allow some of the shopping centers to be converted to mixed-use with residential uses (Alternative 1)	26%	531	27%	436
No preference	1%	16	1%	14
None of the above (please specify your ideas)	5%	101	5%	82
Answered		2033		1640

Question 25 had 101 individual comments (5% of total responses) by respondents who answered, "None of the above." Of respondents who answered "None of the above" to question 25, approximately two-thirds (representing only 3% of total respondents) expressed a desire for no change despite the multiple-choice option (alternative 1) that maintained commercial uses. These comments included the following themes:

- No changes.
- No mixed-use development.
- Concerns over future traffic cause by new development.
- Support new residential and mixed-use with height limits.

Approximately 1% of total respondents selected "None of the above" but expressed support for mixed-use development, more residential, or a combination of the alternatives. These comments included the following themes:

- Allow shopping centers to convert to mixed use.
- Support land use changes but need to address parking.
- Support development if building heights are kept to 3-4 stories.

Other comments received included:

- Include outdoor community gathering spaces.

Please see the detailed report for individual comments.

Question 26.

What other comments do you have about Village Centers?

Question 26 had 351 open-ended responses (16% of total respondents) regarding Village Centers. Approximately 40% of respondents to this question indicated that they had no additional comments for this area. Approximately 29% of total respondents were opposed to changes in land use or the village center concepts. These comments include the following themes:

- Maintain as commercial, no one will walk in Thousand Oaks.
- Opposed to residential in village centers because of traffic impacts.
- No high density, no changes.

Approximately 25% of respondents to question 26 expressed support for change in land use or intensity in village center areas. These comments included the following themes:

- Love the village center concept.
- Support all residential components in village centers.
- Supportive of mixed-use in village centers if height limits are maintained.

Other comments included the following themes:

- Integrate trees and green space.
- Prioritize safety and street lighting.
- Need affordable housing in Thousand Oaks.

Please see the detailed report for individual comments.

CONCLUSION

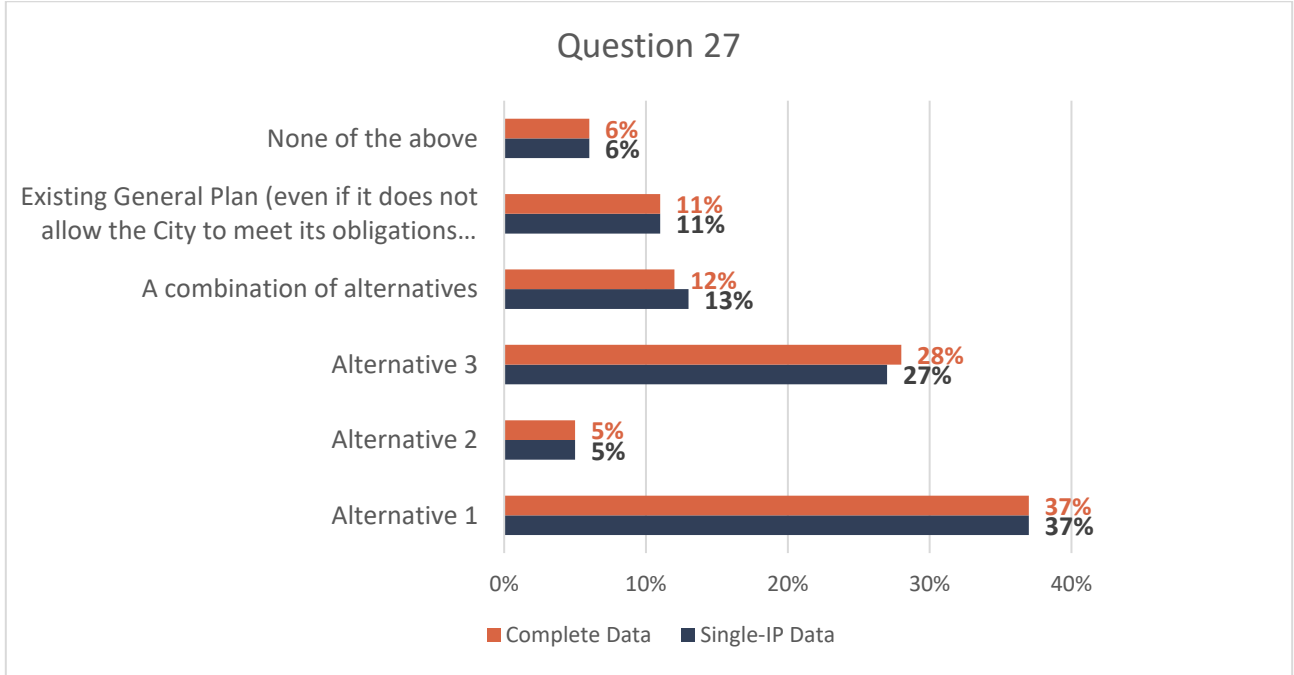
The survey included 2 concluding questions.

Key Takeaways

- There was strong support for one of the three alternatives with a preference for Alternative 1 (37%) followed by Alternative 3 (28%).
- Only one in ten respondents (11%) supported maintaining the existing General Plan and only 6% supported none of the alternatives. This means that over four fifths of respondents indicated support for changing the pattern of development in the Areas of Change.

Question 27.

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



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Alternative 1	37%	756	37%	599
Alternative 2	5%	102	5%	83
Alternative 3	28%	572	27%	446
A combination of alternatives	12%	257	13%	217
Existing General Plan (even if it does not allow the City to meet its obligations under State housing laws)	11%	215	11%	187
None of the above	6%	126	6%	103
Answered		2028		1635

Question 28.

What suggestions do you have to modify your preferred alternative so that it matches your vision for the future of Thousand Oaks?

Approximately 25% of all survey respondents (535 people) provided open-ended comments on question 28 regarding their preferred alternatives. Of these, 24% of respondents indicated that they had no additional comments on the alternatives. Approximately 43% of responses to question 28, representing only 11% of survey respondents, were not supportive of changes in land use and did not specify modifications to the alternatives presented. These comments include the following themes:

- Keep Thousand Oaks the same - no new housing, people, cars, or buildings.
- Push back on state mandates.
- Only meet state mandates.
- Slow growth.
- Do not support high density development on the “Borchard” property.
- Fearful of traffic impacts, and strain on resources.

Approximately 25% (135 respondents) to question 28 expressed support for changes in land use and presented ideas for modifying the alternatives to best meet their vision.

- Support mixed-use and higher density development in specific locations.
- Need more affordable housing options citywide.
- Need more mixed-use in areas throughout the city, supportive of village center concept.
- Combination of the 3 alternatives.
- Support changes in land use but maintain 3-story building height limit.
- Allow more stand-alone residential development in specific locations.
- Pursue changes at the Oaks Mall, Janss Marketplace, former K-Mart site, or Downtown.
- Need pockets of higher density mixed-use or residential.

Other comments:

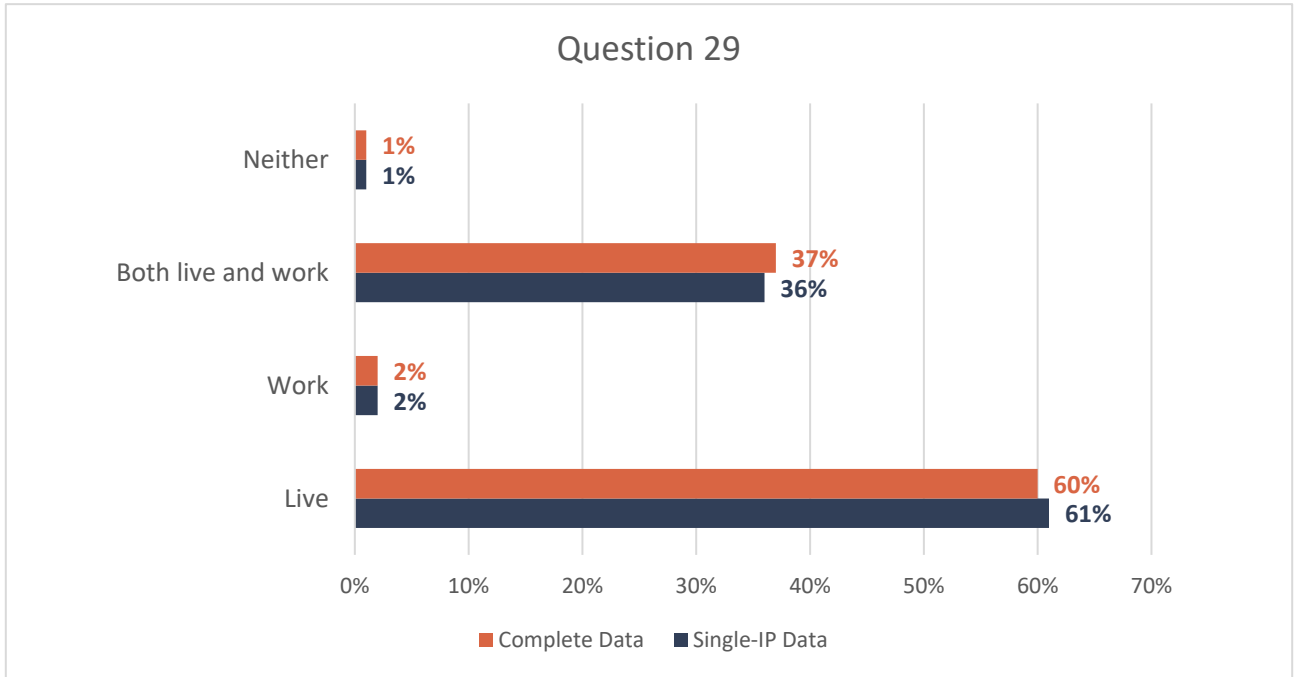
- Reuse vacant buildings for mixed-use or residential purposes.
- Manage traffic impacts.
- Protect open space and promote parks and trees.

- Plan for senior citizen needs.
- Create a sense of place and promote common gathering places, especially outdoors.
- Build-in flexibility within the General Plan land uses.
- Consider sustainability and climate through the General Plan.
- Address transportation concerns through public transit, bike lanes and wide sidewalks.
- Ensure plenty of parking.

DEMOGRAPHICS

Question 29.

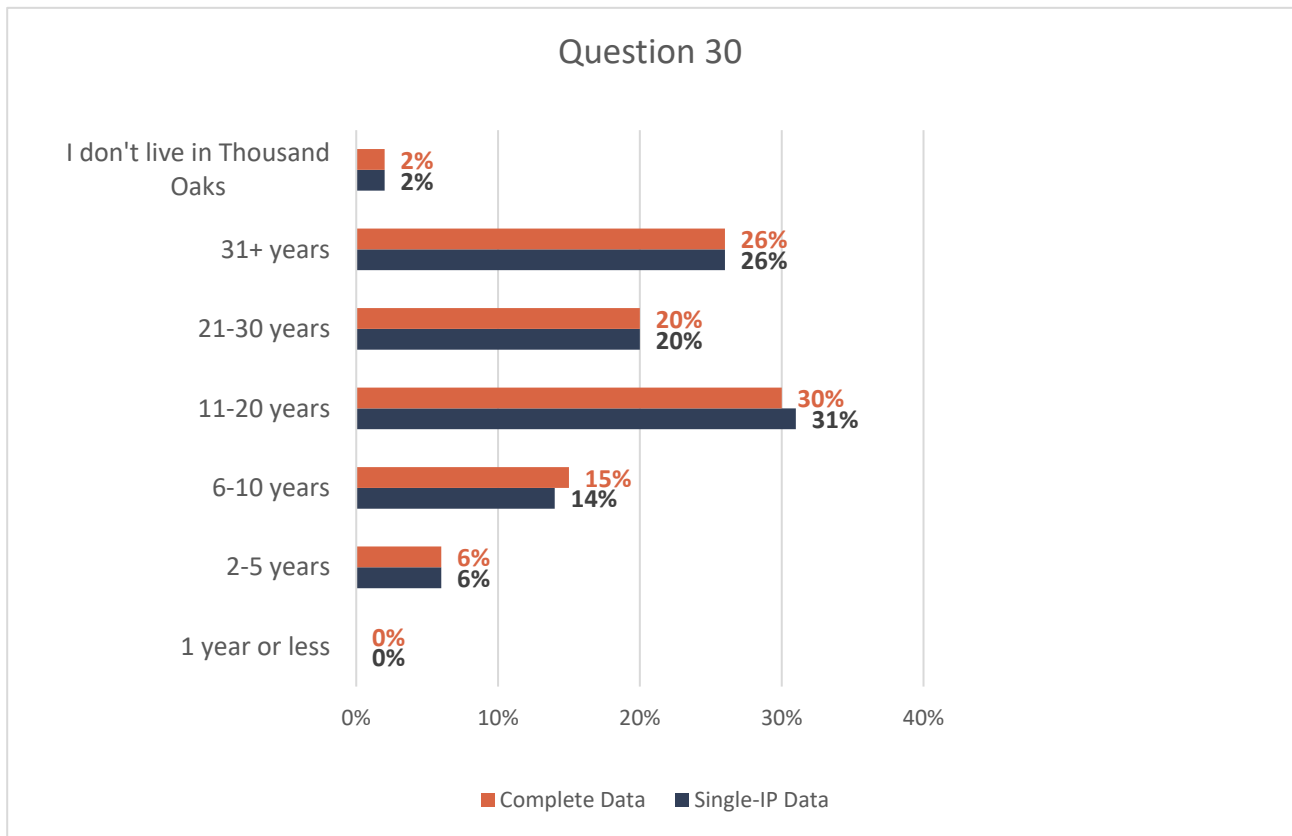
Do you live and/or work in Thousand Oaks?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Live	60%	1211	61%	994
Work	2%	38	2%	31
Both live and work	37%	757	36%	592
Neither	1%	18	1%	17
Answered		2024		1634

Question 30.

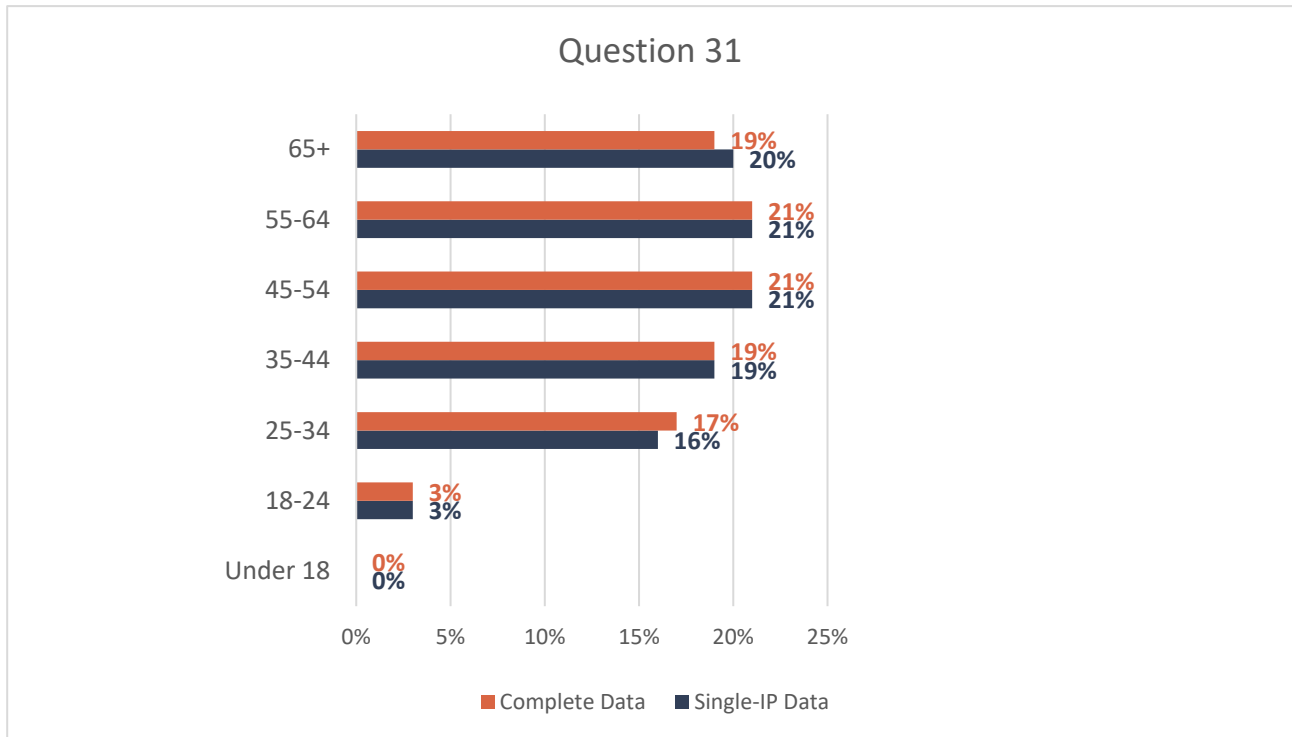
How long have you lived in Thousand Oaks?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	%	Count	%	Count
1 year or less	0%	8	0%	7
2-5 years	6%	128	6%	100
6-10 years	15%	300	14%	232
11-20 years	30%	615	31%	499
21-30 years	20%	396	20%	327
31+ years	26%	534	26%	430
I don't live in Thousand Oaks	2%	39	2%	34
Answered		2020		1629

Question 31.

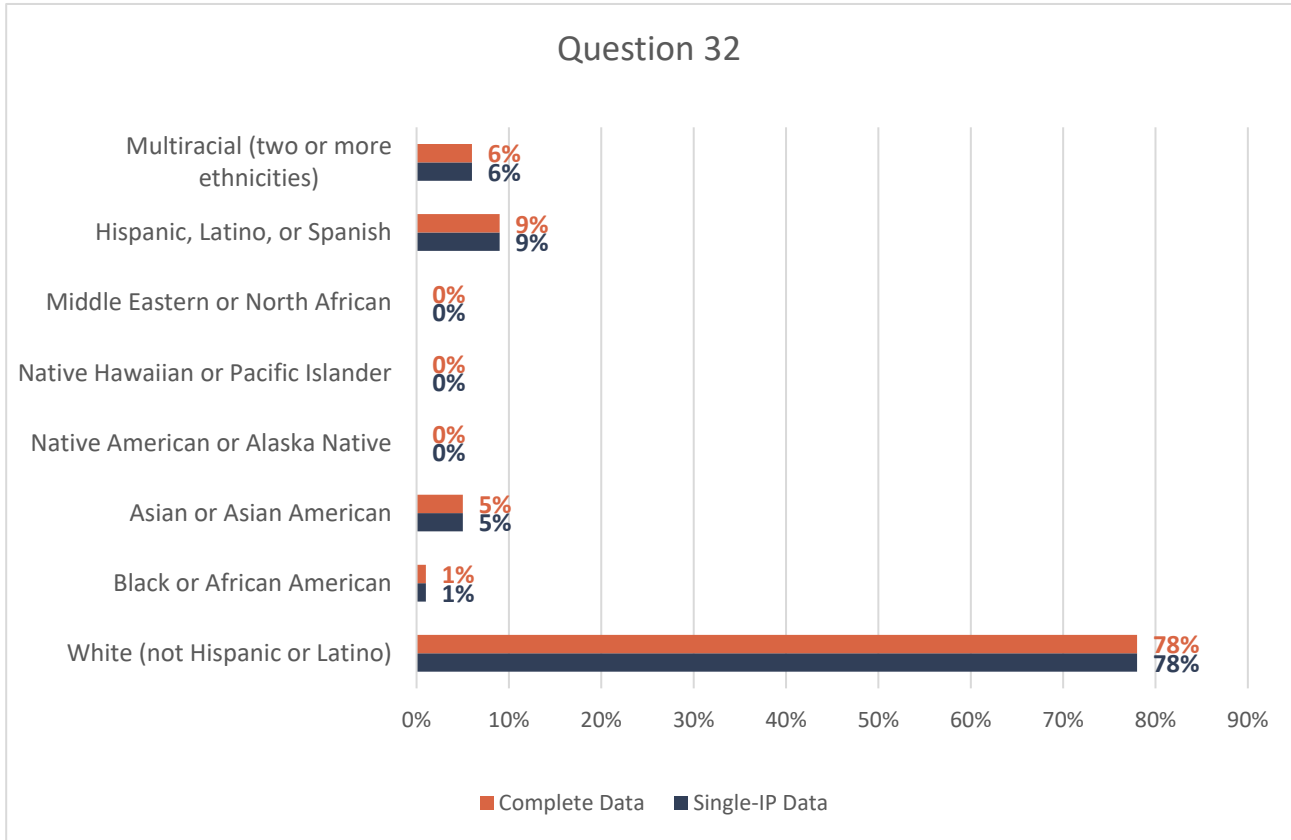
What is your age range?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
Under 18	0%	2	0%	1
18-24	3%	56	3%	44
25-34	17%	341	16%	261
35-44	19%	378	19%	306
45-54	21%	424	21	334
55-64	21%	409	21	331
65+	19%	382	20	325
Answered		1992		1602

Question 32.

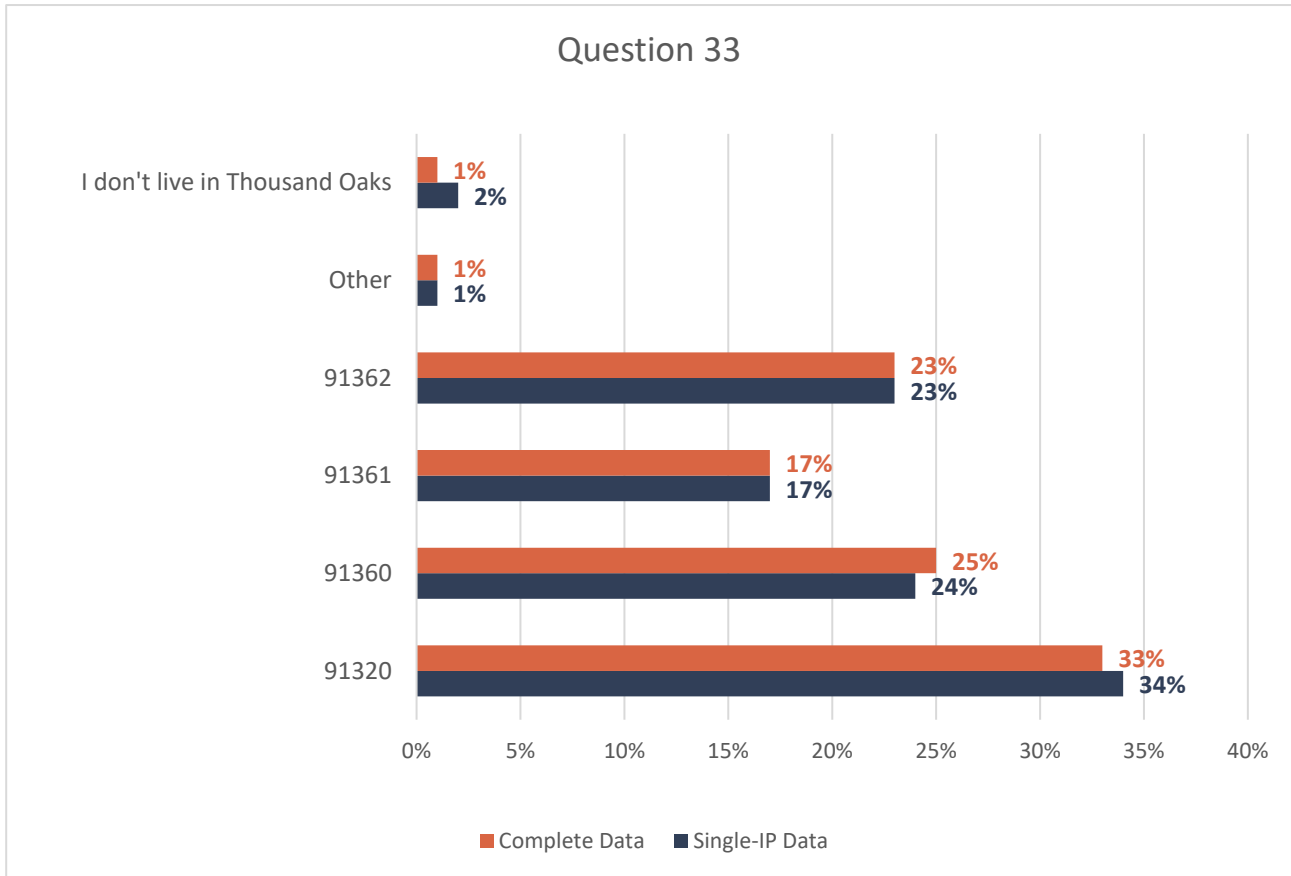
How do you identify?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
White (not Hispanic or Latino)	78%	1519	78%	1224
Black or African American	1%	13	1%	12
Asian or Asian American	5%	99	5%	76
Native American or Alaska Native	0%	6	0%	5
Native Hawaiian or Pacific Islander	0%	4	0%	4
Middle Eastern or North African	0%	9	0%	7
Hispanic, Latino, or Spanish	9%	177	9%	144
Multiracial (two or more ethnicities)	6%	118	6%	95
Answered		1945		1567

Question 33.

What is your zip code?



Answer Choices	Complete Data Responses		Dataset limited to single-IP responses	
	Percentage	Count	Percentage	Count
91320	33%	666	34%	546
91360	25%	505	24%	388
91361	17%	341	17%	283
91362	23%	457	23%	3687
Other	1%	12	1%	10
I don't live in Thousand Oaks	1%	29	2%	25
Answered		2010		1620

ATTACHMENT A

Feel free to contact me if you have any questions. I'm not an expert but I did attend the 2/2/21 virtual meeting & have reviewed the proposed changes.

Karen Wilburn
 213-216-1937
Karenwilburn32@outlook.com

This is the lot. Arrows show Alice, Denise & Michael St which are the only street access to this site. Bella will also be heavily impacted.



RANCHO CONEJO AREA

ALTERNATIVE 1

KEY FEATURES

- Allows a mix of job producing uses that are split between Industrial Low and Industrial Flex designations.
- Creates a high-density mixed-use district adjacent to Rancho Conejo west of Lawrence Drive to integrate a walkable, mixed residential and retail neighborhood with the employment uses.
- Creates a mixed-use node south of Highway 101 and east of Borcharad Road.
- Maintains primarily commercial uses at freeway exits at Wendy Drive, Borcharad Road, and Ventu Park Road.

These are the 3 proposals from the report. The arrows point to the lot & pictures of the types of buildings which might be built on that lot.

RANCHO CONEJO AREA

ALTERNATIVE 2

KEY FEATURES

- Expands job producing uses by designating more area as employment uses and expanding the amount of Industrial Flex uses (which allow higher intensity buildings at up to 2.0 FAR).
- Creates a significant amount of mixed-use development adjacent to Rancho Conejo on either side of Highway 101. This alternative has the greatest amount of mixed-use development compared to the other alternatives.
- Maintains retail, service, and commercial uses at the intersection of Ventu Park Drive and Highway 101.

RANCHO CONEJO AREA

ALTERNATIVE 3

KEY FEATURES

- Allows significantly more jobs than the other alternatives by a keeping the area north of Highway 101 as Industrial Flex, Industrial Low and a mix of commercial uses. No mixed-use development is identified north of Highway 101.
- Expands the potential for mixed-use south of Highway 101 by creating a mixed-use node at low and medium intensities east and west of Borcharad Road. This alternative has the most mixed-use south of Highway 101 compared to other alternatives.
- Maintains commercial uses at the Highway 101/Ventu Park Road intersection but at lower intensity compared to other alternatives.

The City Council will vote on a NEW General Plan in April!

- The city is in the process of updating its **GENERAL PLAN** for the 1st time since 1970.
- **This new plan WILL DEFINE the limits of the city's growth for the next 25 years.**
- The city has paid an urban development firm 1.6 million dollars to assist in designing a new look for our city. The main proposed changes are through the re-designation of current commercial and even some residential property into areas called "Mixed Use". These areas consist of commercial, restaurant/retail property intermixed with residential homes, townhomes and apartments. **THE FIRST MIXED USE HAS ALREADY BEEN BUILT IN THE CITY OF TO. IT'S LOCATION IS AT THE INTERSECTION OF ERBES AND TO BLVD, FORMERLY LUPE'S MEXICAN RESTAURANT.**
- 4 main "areas of potential zoning change" have been targeted throughout the city in order to attempt to meet the goals for housing set by the state of California.
- 3 versions of this new plan have been proposed. **ALL VERSIONS INCORPORATE THE "MIXED USE" VISION FOR OUR CITY.** They city is requesting INPUT FROM ALL RESIDENTS in the form of an online survey.
- This survey has a deadline of MARCH 1st. after which they will receive input from the Planning Commission and then vote on a plan.
- The City Council will make their decision and will VOTE on this new General Plan in APRIL.
- Their stated reason for this huge change is to comply with State laws requiring more housing, specifically affordable housing. Their new vision for these 4 proposed *Areas of Change* would dump a massive amount of new housing into the city of Thousand Oaks.

HERE IN OUR NEIGHBORHOOD:

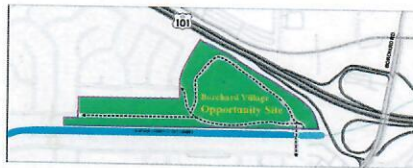
- One of the 4 areas designated for zoning change they have called "Rancho Conejo". Included is the 36-acre vacant lot formerly known as "the wetlands" at the end of Alice between the 101 & flood control channel.
- **All 3 proposals would change the zoning of this property to "Mixed Use".**
- Two of their plans designate the area as Medium Density Mixed (meaning 30-45 multi-family per acre) and one plan is designated Low Density Mixed (meaning 20-30 multi-family per acre)
- **THIS CHANGE COULD ALLOW BUILDINGS UP TO 4 STORIES WITH APARTMENTS ON THIS RESIDENTIAL PROPERTY.**
- This area is currently zoned the same as the surrounding homes: R1- Residential low- density, meaning 8000 sq ft or greater parcels or 2-6 homes per acre with maximum height of 35' (2 story homes)
- Traffic, crime and lower property values and quality of life will be the result if this is allowed.

WHAT YOU CAN DO:

- Educate yourself on the planned zone changes (see info below)
- **Take the online survey (TOaks2045.org)**
- Email ALL members of the City Council including our Mayor Claudia Bill-de-la-Pena
- Email ALL members of the planning commission
- Sign up to attend the city's Virtual Meetings (sign up on their website)
- Sign up to receive informational emails from the City of TO

Let YOUR voice be heard. <https://www.toaks.org/departments/city-council>

** Detailed info on these proposals can be found on the city's website. A YouTube video & the survey can be found at **toaks2045.org**. Click on "Land Use Alternatives Briefing Book". Then click on "Let's Get Started" That will take you to an interactive proposal & has the link to the survey on the first page.



February 22, 2021

RE: 36 +/- Acre Vacant Opportunity Site at Borchard Road & Highway 101 ("Borchard Village")

Dear Friends and Neighbors,

It has been brought to our attention that there has recently been a lot of conversation, questions, and misinformation regarding the Borchard Village Opportunity Site at the corner of Borchard Road and Highway 101 in Thousand Oaks. The City of Thousand Oaks initiated a General Plan Update, which was the first of its kind, in over 50 years, since the City's inception. As a result, our private property has been identified as an Opportunity Site to help the City meet its long term social, equitable, and economic goals and priorities. Our family has owned Borchard Village for over 43 years and would like the opportunity to answer your questions, hear your thoughts, and explore a shared vision of what use or uses our neighbors would like to see take place on this property during this General Plan Update process.

As life-long residents of Thousand Oaks, our intent is to engage with our neighbors, hear your comments, and include you in the design and ultimate vision of Borchard Village. We **do not** intend to build high-density housing adjacent to your homes, increase potential traffic onto your streets, nor affect your quality of life, as much as the rumors suggest. The Land Use Alternatives in the General Plan are not a one size fits all tool. Therefore, the proposed Land Uses of Low or Medium Mixed-Use shown on the Borchard Village Opportunity Site is misleading.

A mixed-use land use designation allows for flexible and creative land uses beyond just high-density housing. For example, it will encourage the creation of community gathering places, pedestrian connectivity, recreational uses, local shops, open space, restaurants, along with other amenities that could increase the quality of life and desirability of our neighborhood. **We invite and strongly encourage you to engage with us to discuss all the beautiful and creative uses that could take place at the Borchard Village Opportunity Site.** Overall, the aforementioned uses would not be permitted in the existing R-1 zone of the property.

In addition, the City's General Plan Update does not allow for a by-right development on the Borchard Village site. Any proposed development would require a public hearing process and extensive environmental review. As part of any development on the Borchard Village site, the project would have to address and provide solutions regarding traffic, neighborhood compatibility, access, flood protection, in addition to several other factors. Furthermore, because of the size and unique characteristics of the site, the likely timeline of any development could take up to 20 + years.

Some neighbors and our County Supervisor like to refer to the Borchard Village as a "wetlands" property. Unfortunately, this classification **is inaccurate** and sets an unrealistic expectation in our community. The US Army Corps of Engineers ("USACE") regulates and determines, which areas of land across the United States are federally protected "wetlands." Since we purchased the Borchard Village site, the USACE has repeatedly visited, reported on, and has determined the property as non-jurisdictional and not a federally listed "wetlands" property. Please feel free to contact the City of Thousand Oaks and/or the USACE to independently verify this information.

All in all, we would like to hear from you. Please reach out to us at BorchardVillage@gmail.com with your name, address, and contact information. We will contact you and, if you would like, add you to our community outreach list for updates as we gather community information and formulate a plan for this Opportunity Site. Thank you in advance for taking time to share and provide your thoughts and comments with us. At the very least, we hope this outreach opportunity provides additional context, process, and perspective to what you already know in hopes of a mutually productive conversation.

With gratitude,


Shawn Moradian
BorchardVillage@gmail.com



LAND USE ALTERNATIVES SURVEY

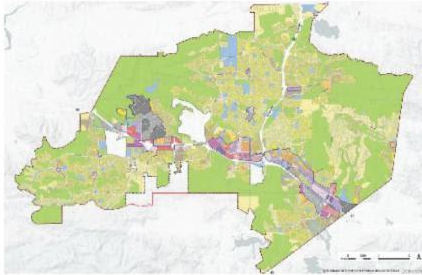
Greater Conejo Valley Chamber of Commerce Recommendations

The Chamber has studied the Land Use Alternative Maps, and it is our position that **Alternative 1** provides the best balance of jobs and workforce housing in Thousand Oaks for the next 25 years.

Land use is complicated, so we made it easy for you!

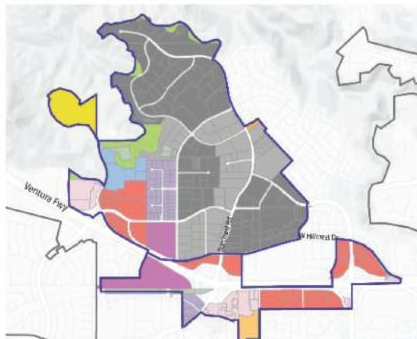
Below is a list of suggested survey responses that correspond with supporting the **Alternative 1** Land Use Map. Please consider these positions when completing your survey.

Survey Link: <https://www.surveymonkey.com/r/TO2045-landuse>



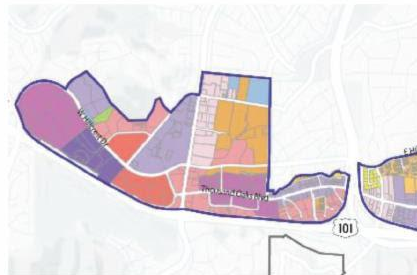
Citywide

1. **Alternative 1**
2. **Select Top 5 Choices**
3. **Strongly Agree or Agree**
4. **Yes, Allow 45 Units per Acre**



Rancho Conejo

5. **An Even Balance (Alternative 1)**
6. **Creating Mixed Use (Alternative 1)**
7. **Strongly Agree or Agree**
8. **Alternative 1**
9. **Optional**



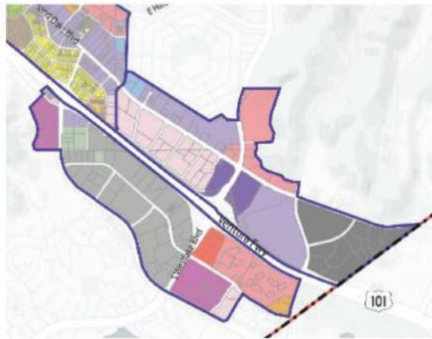
Moorpark Rd & Thousand Oaks Blvd

10. **1: Love or Like It, 2: Love or Like It, 3: Love or Like It, 4: Neutral, 5: Neutral, 6: Neutral**
11. **Allow the Entire Area**
12. **1: Love or Like It, 2: Love or Like It, 3: Love or Like It**
13. **Alternative 1**
14. **Optional**



Downtown & Thousand Oaks Blvd

- 15. Increase to Mixed-Use High
- 16. No Preference
- 17. Alternative 1
- 18. Optional



Westlake & East End

- 19. Maintain Current Mix (Alternative 1)
- 20. Mixed-Use up to 45 Units (Alternative 1)
- 21. Allow Limited Mixed-Use (Alternative 1)
- 22. Expand Potential for Jobs (Alternative 1)
- 23. Alternative 1
- 24. Optional

Village Centers

- 25. Only Allow Some (Alternative 1)
- 26. Optional

Conclusion

- 27. Alternative 1
- 28. Optional

LAND USE ALTERNATIVES DESIGNATIONS

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



[CLICK HERE to take the survey](#)

Questions about the Chamber's positions?

Please contact Adam Haverstock at 805-370-0035 or ahaverstock@conejochamber.org

Greater Conejo Valley Chamber | 600 Hampshire Rd. #200, Westlake Village, CA 91361

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