

Thousand Oaks General Plan Update

PREFERRED LAND USE MAP SURVEY

Summary Results / May 2021

The City of Thousand Oaks conducted its fourth online community survey for the General Plan Update, TO2045, from April 16 – May 12, 2021. The City sought feedback on the preferred land use map, which identifies the proposed land use designations for the comprehensive update to the Thousand Oaks General Plan.

The preferred land use map was developed following an extensive public engagement process on three land use alternatives. The engagement process included a detailed survey with over 2,100 responses, a public workshop, four hour-long office hour sessions, two meetings with the General Plan Advisory Committee (GPAC) and a Planning Commission workshop. The City received thousand of comments on the alternatives from individuals and organizations in the City. Based on the extensive public comments, City staff and the consultant team prepared the preferred land use map for public review and comment.

On April 16, the City released the preferred and use map and a memo that detailed the background and rationale for the proposed direction, a summary of key themes from the nearly two-year long community engagement process, and description of how the City developed the map. At this time, the City also released an online survey (using the online platform, SurveyMonkey) to gauge the public's agreement with the direction proposed for the overall land use map and specific geographic areas within the City. Given the significant time constraints due to State mandates of completing the required Housing Element, the survey included only 16 multiple choice questions, 5 of which were about the demographics of the responder. There were no "open ended" questions that allowed the responder to provide additional information about their thoughts on the preferred land use map.

The survey was divided into seven sections – six for different geographic areas of the city and the seventh on demographics.

- Citywide
- Rancho Conejo Area
- Moorpark Rd and West Thousand Oaks Blvd Area
- Downtown and Thousand Oaks Blvd Area
- Westlake and East End Area
- Village Centers
- Demographics

Each of the geographic sections had one to three questions. Many of the multiple-choice answers were designed as a Likert scale (strongly agree to strongly disagree). This was intended to efficiently measure the overall reaction to key components of the preferred land use map. The five demographic questions asked about the responder's relationship to the city, age, race/ethnicity and zip code. The survey was available in both English and Spanish and was also circulated in printed format to those without computer access.

Survey Results

The following are the high-level take-aways from the survey.

- A total of 2,726 responses were collected.
- All survey responses were conducted online and in English.
- The majority of survey respondents (65–68%) skipped most of the questions regarding the proposed direction in the preferred land use map (Questions 1 and 3–11). For those who responded to Questions 1 and 3–11, more selected “disagree” or “strongly disagree” than “strongly agree” or “agree.” Note that it is highly unusual for the vast majority of survey respondents to skip many questions in a short, multiple-choice survey. Consequently, the survey results do not provide clear direction on the community's preferences for these locations, except for one question.
- Question 2, which asked about the vacant “Borchard” property, had a 97% response rate among survey takers. For this question, a significant majority (68%) of respondents identified mixed use across the entire site compared to 24% who preferred a single-family land use designation across the entire parcel. Only 5% preferred a combination of mixed use and residential and only 3% skipped the question. Based on the response rate, we concluded that the majority of respondents took the survey to provide their opinion on the future of the Borchard property. Assuming that this is the case, there was a clear preference for mixed use across the entire parcel.
- The majority (96%) of respondents answered the demographic questions (12–17).
- The majority of respondents live (55%) or live and work (40%) in Thousand Oaks.
- The respondents have lived in the City for a long time: 42% between 11 and 20 years and 43% for greater than 20 years.
- Survey respondents were mostly older with 40% of respondents older than 55 and 51% between the ages of 35 and 55.
- The majority of respondents (63%) identified as White and 18% identified as Hispanic/Latino. While this survey did not have any completed responses in Spanish, it had a higher rate of respondents who identify as Hispanic or Latino compared to the previous land use alternatives survey.

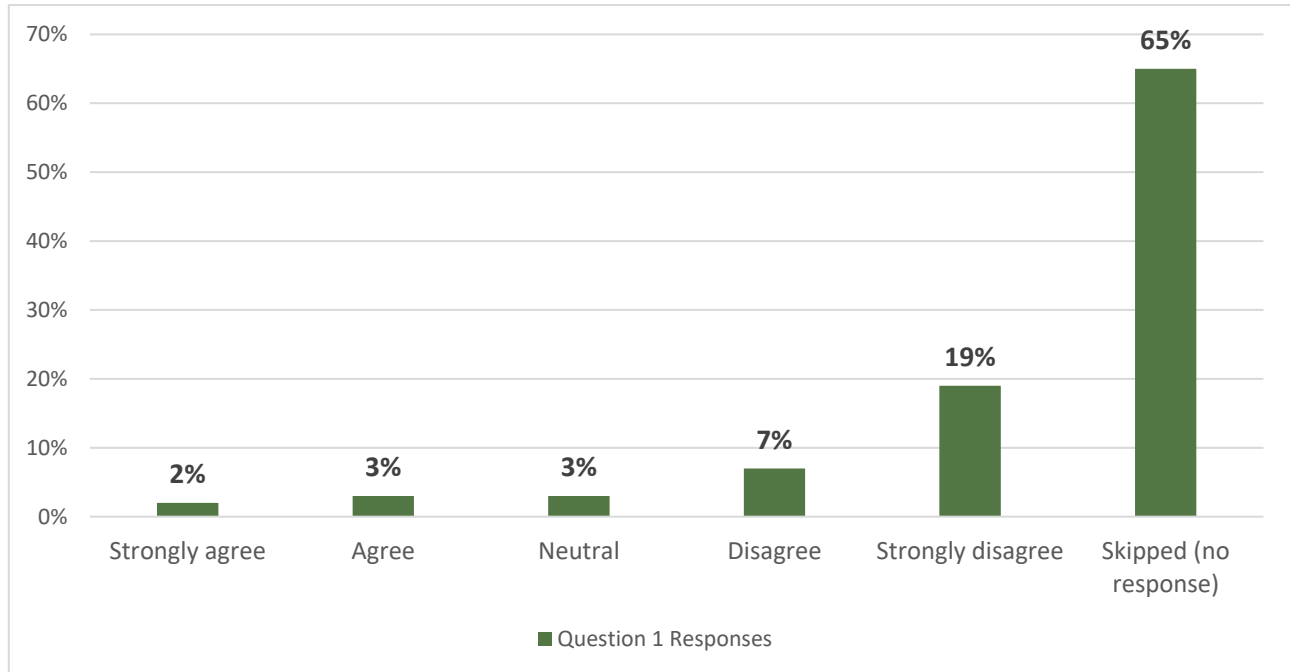
- More than half of residents (57%) were from zip code 91320. This is a much higher percentage than the previous land use alternatives survey which had a more even geographic distribution across the city.

The survey results from each question are presented in the charts and tables on the following pages.

CITYWIDE

Question 1.

To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of Thousand Oaks.

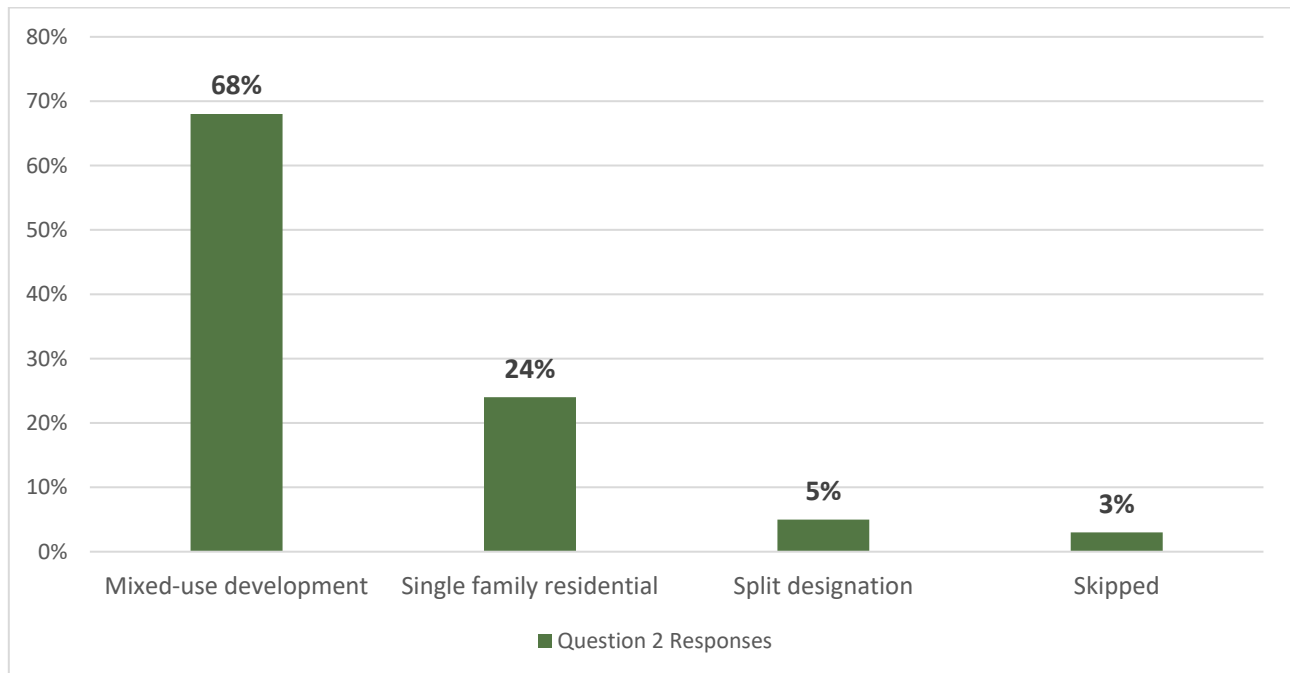


Answer Choices	Responses	
Strongly agree	58	2%
Agree	90	3%
Neutral	78	3%
Disagree	200	7%
Strongly disagree	529	19%
Skipped (no response)	1771	65%
Total	2726	100%

RANCHO CONEJO AREA

Question 2.

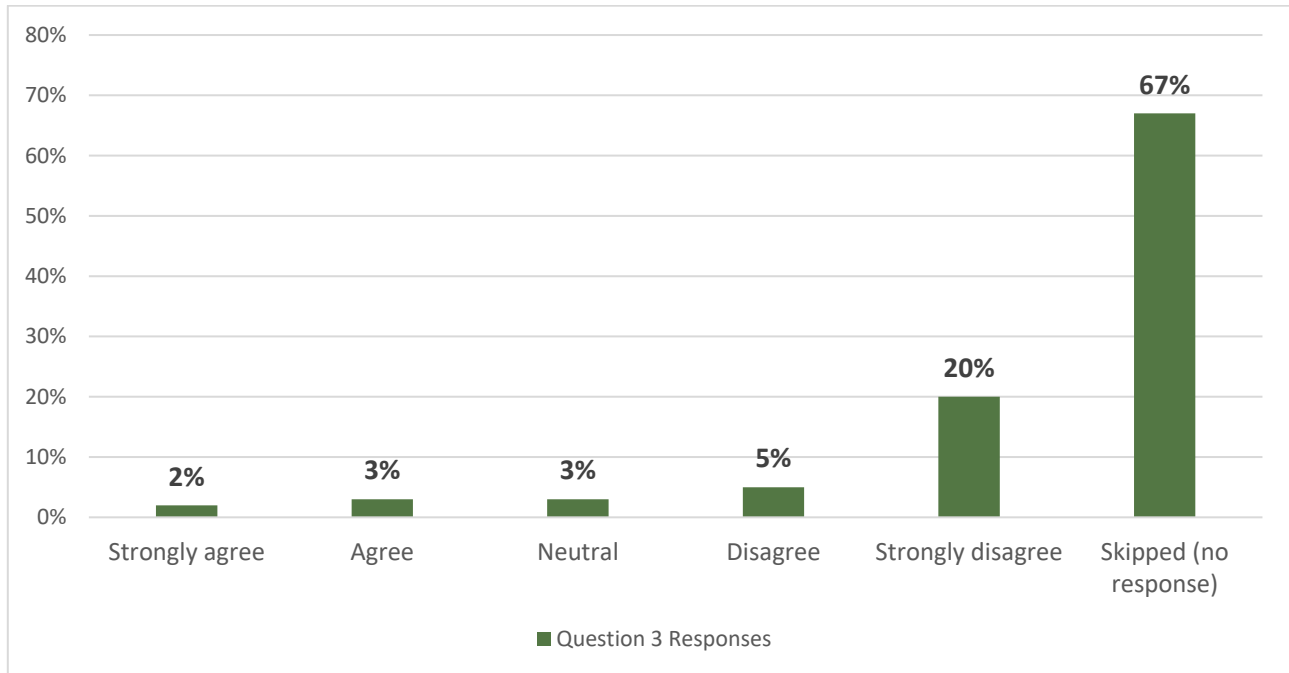
Public comments and the survey results indicate support for designating the vacant 37-acre property, south of Highway 101 and west of Borchard Drive, to allow mixed-use development, and also support for retaining the existing single-family residential designation. Which of the following best reflects your vision for the future of the property?



Answer Choices	Responses	
Designate the property for mixed-use development	1860	68%
Retain the existing single-family residential designation	646	24%
Designate a portion of the property as mixed-use and a portion as residential, as reflected in the preferred land use alternative	135	5%
Skipped (no response)	85	3%
Total	2726	100%

Question 3.

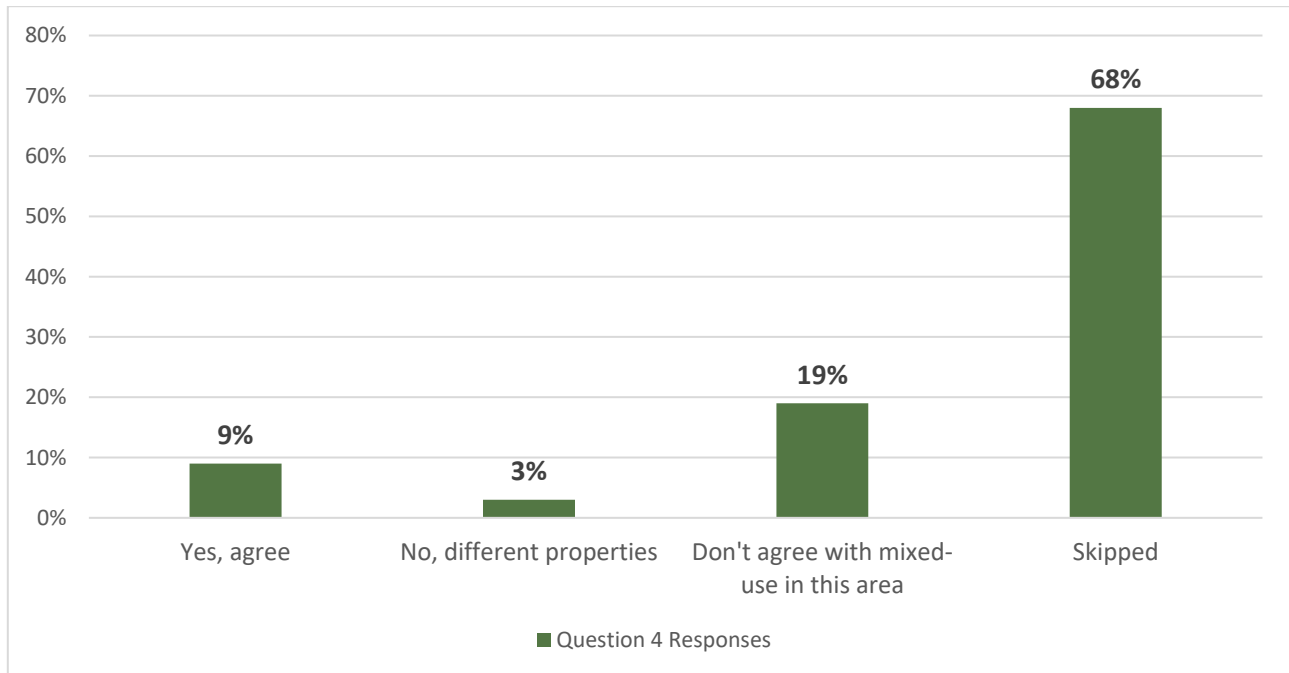
To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of the Rancho Conejo area south of Highway 101.



Answer Choices	Responses	
Strongly agree	51	2%
Agree	80	3%
Neutral	75	3%
Disagree	143	5%
Strongly disagree	544	20%
Skipped (no response)	1,833	67%
Total	2726	100%

Question 4.

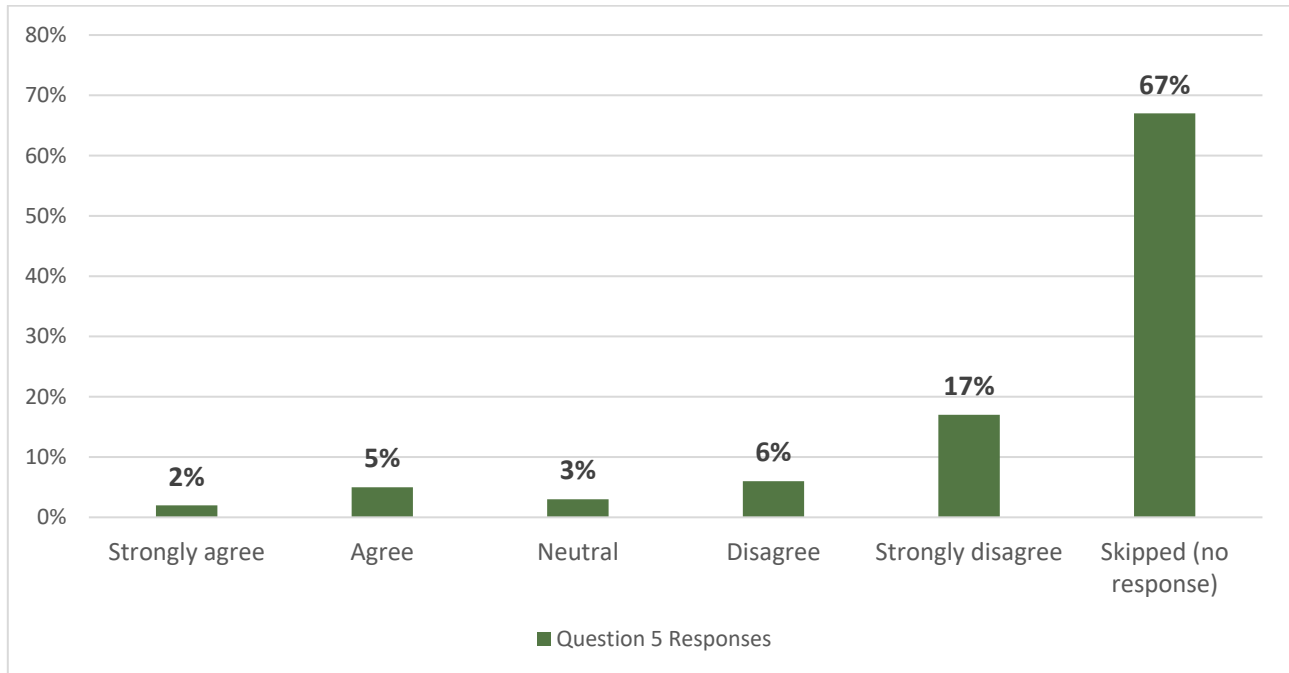
Public comments and the survey results indicate support for mixed-use development in the Rancho Conejo area north of Highway 101. However, preferences varied on which properties should be designated for mixed-use. Do you agree with the locations of the mixed-use designations in the preferred land use alternative for this area?



Answer Choices	Responses	
Yes, I agree with the locations	251	9%
No, I think mixed-use development should be located on different properties in this area	93	3%
I do not agree with mixed-use development in this area	528	19%
Skipped (no response)	1,854	68%
Total	2726	100%

Question 5.

To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of the Rancho Conejo area north of Highway 101.

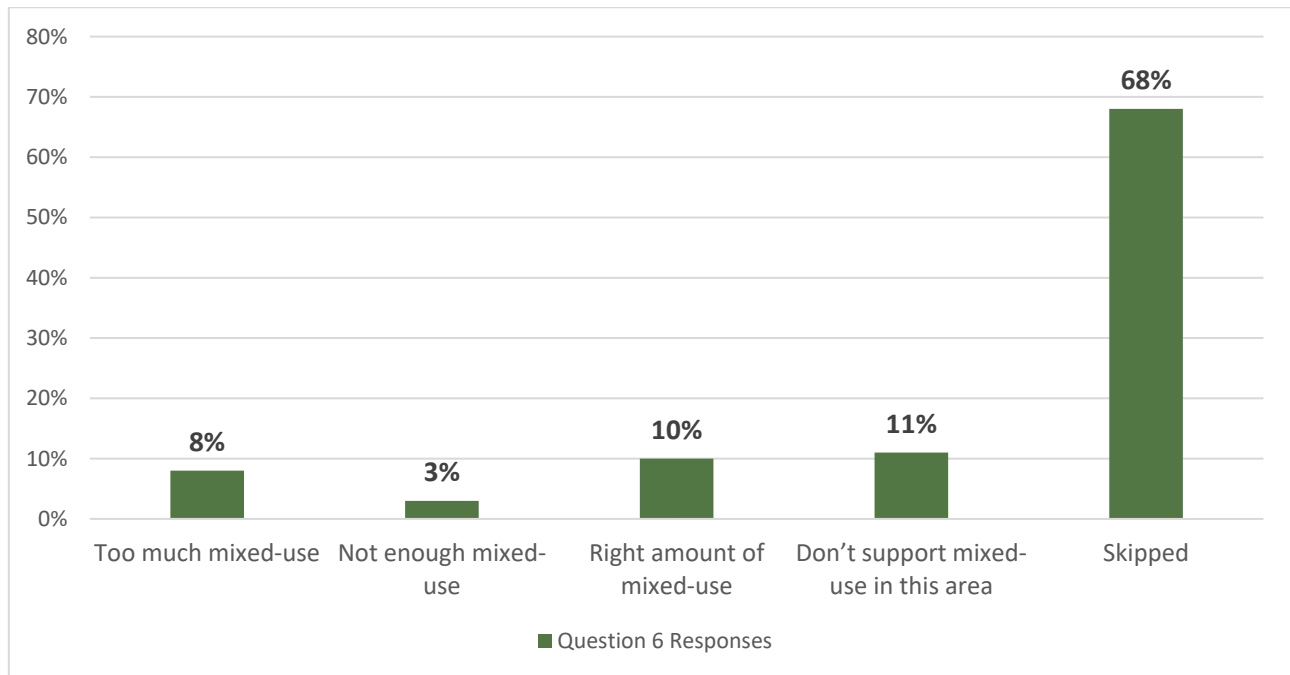


Answer Choices	Responses	
Strongly agree	45	2%
Agree	123	5%
Neutral	91	3%
Disagree	155	6%
Strongly disagree	472	17%
Skipped (no response)	1840	67%
Total	2726	100%

MOORPARK RD AND WEST THOUSAND OAKS BLVD AREA

Question 6.

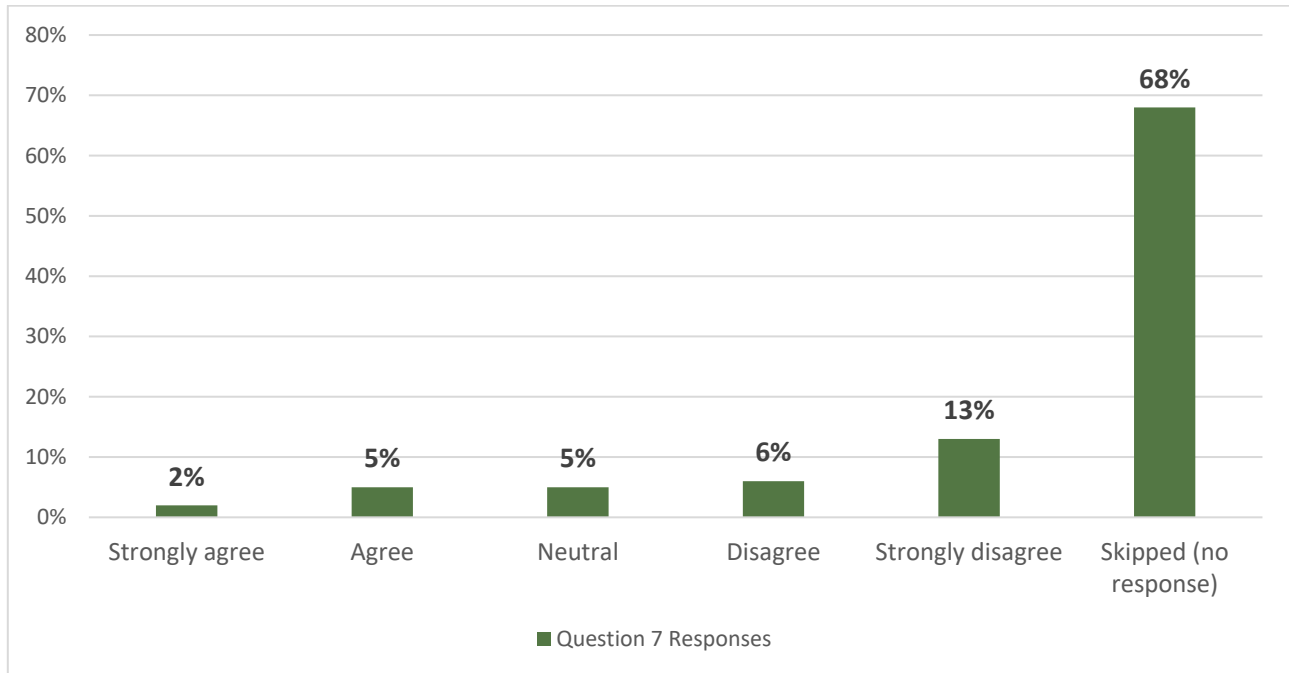
Public comments and the survey results indicate support for designating The Oaks, Janss Marketplace, and/or surrounding properties to allow for mixed-use development. What is your opinion of the amount of land designated for mixed-use development in the preferred land use alternative for this area?



Answer Choices	Responses	
There's too much mixed-use	206	8%
There's not enough mixed-use	89	3%
There's the right amount of mixed-use	268	10%
I do not support mixed-use in this area	313	11%
Skipped (no response)	1,850	68%
Total	2726	100%

Question 7.

To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of the Moorpark Road and West Thousand Oaks Boulevard area.

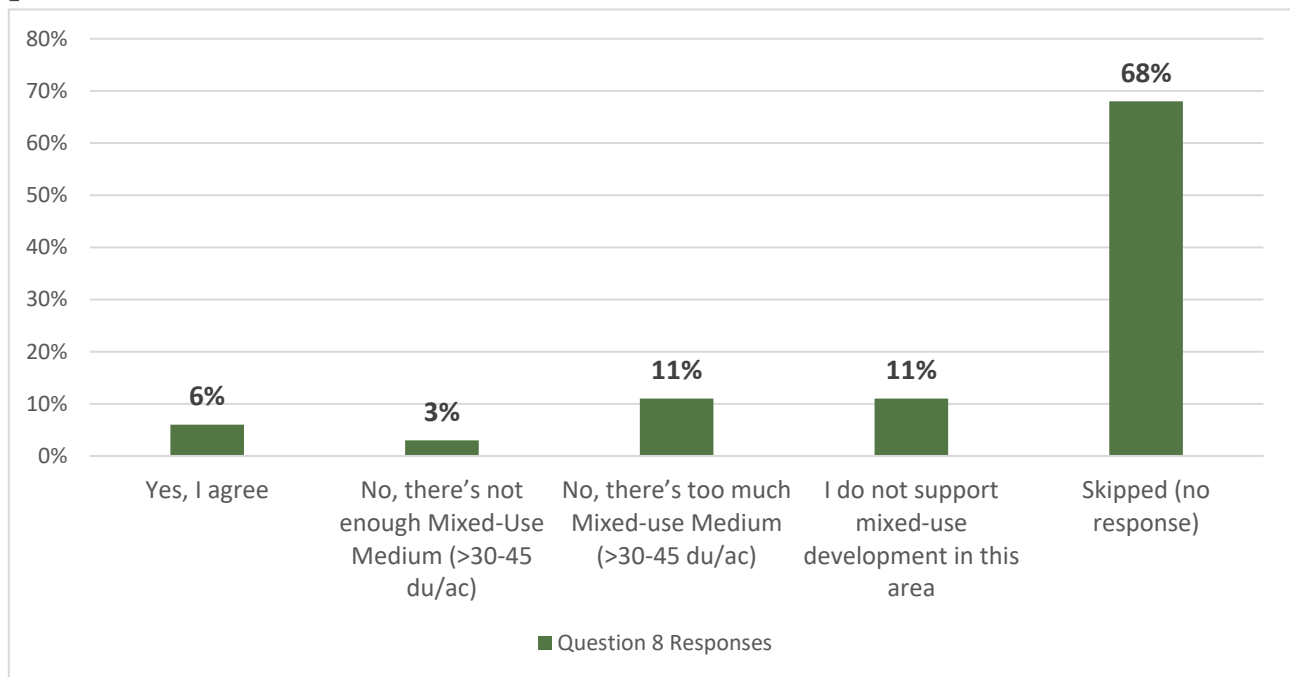


Answer Choices	Responses	
Strongly agree	61	2%
Agree	149	5%
Neutral	132	5%
Disagree	172	6%
Strongly disagree	364	13%
Skipped (no response)	1,848	68%
Total	2726	100%

DOWNTOWN AND THOUSAND OAKS BLVD AREA

Question 8.

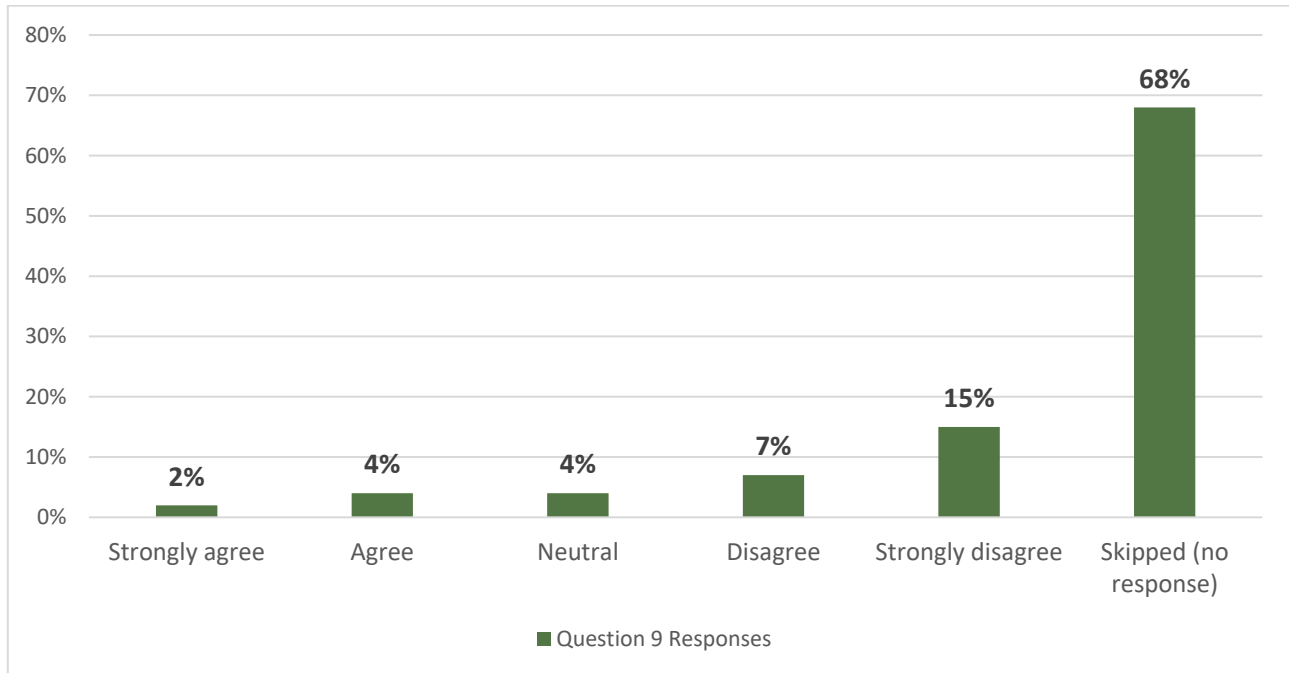
Public comments and the survey results indicate support for densities higher than 30 dwelling units per acre (du/ac) in the Downtown and Thousand Oaks Boulevard area. The preferred land use alternative provides a combination of Mixed-Use Low (>20 – 30 du/ac) and Mixed-Use Medium (>30 – 45 du/ac) land use designations. Do you agree with the amount of area designated for Mixed-Use Medium in the preferred land use alternative for this area?



Answer Choices	Responses	
Yes, I agree	177	6%
No, there's not enough Mixed-Use Medium (>30-45 du/ac)	78	3%
No, there's too much Mixed-use Medium (>30-45 du/ac)	301	11%
I do not support mixed-use development in this area	313	11%
Skipped (no response)	1,857	68%
Total	2726	100%

Question 9.

To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of the Downtown and Thousand Oaks Boulevard area.

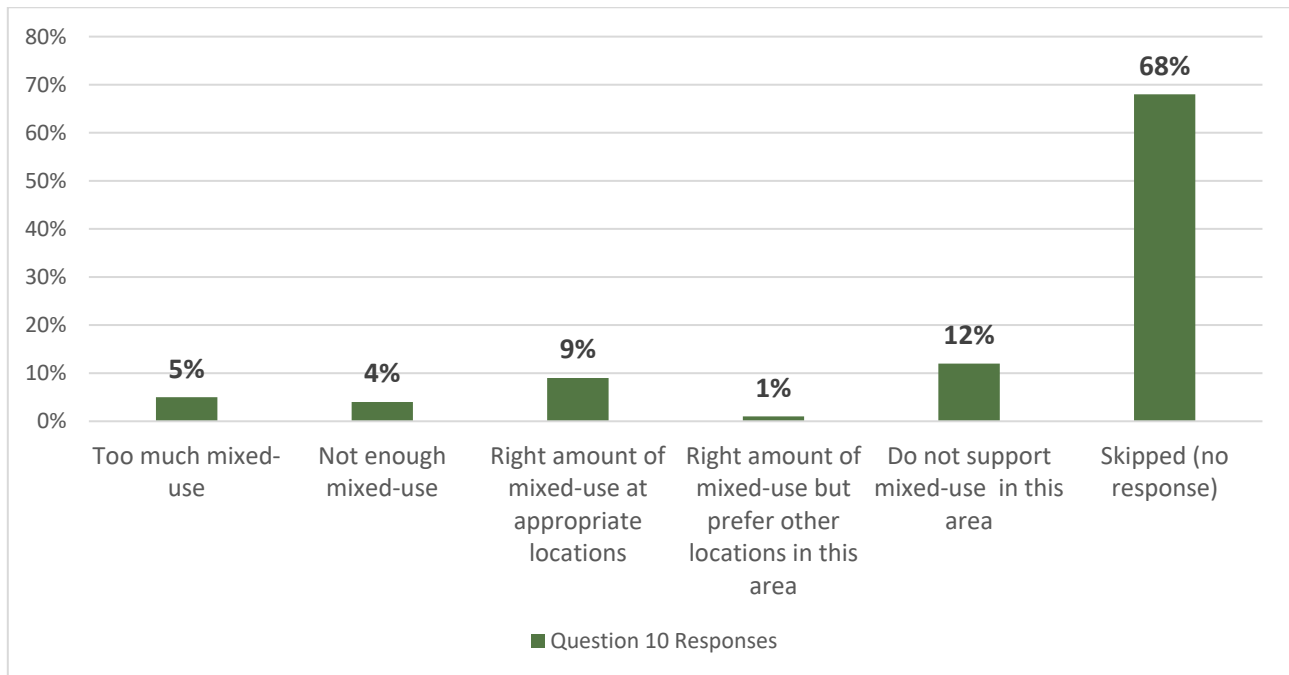


Answer Choices	Responses	
Strongly agree	50	2%
Agree	122	4%
Neutral	114	4%
Disagree	186	7%
Strongly disagree	398	15%
Skipped (no response)	1,856	68%
Total	2726	100%

WESTLAKE AND EAST END AREA

Question 10.

Public comments and the survey results indicate support for designating properties in the Westlake and East End Area to allow for mixed-use development. What is your opinion of the amount of land designated for mixed-use development in the preferred land use alternative for this area?

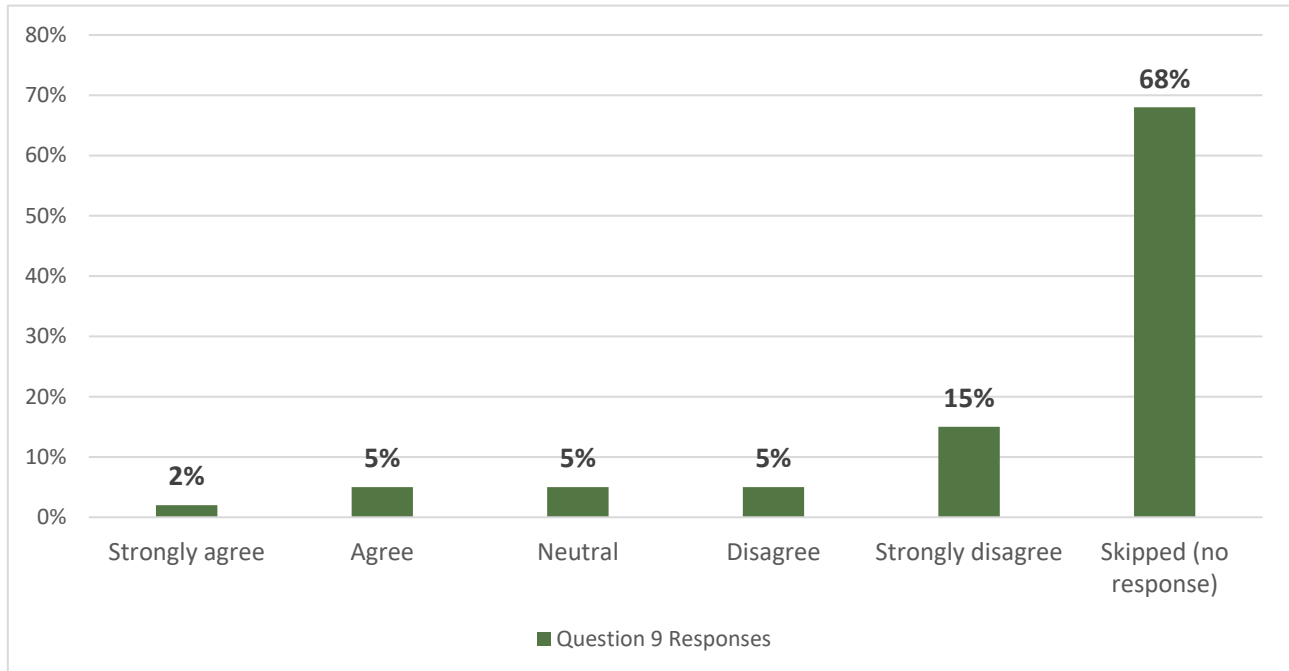


Answer Choices	Responses	
There's too much mixed-use	148	5%
There's not enough mixed-use	107	4%
There's the right amount of mixed-use at appropriate locations	249	9%
There's the right amount of mixed-use but I would prefer other locations in this area	38	1%
I do not support mixed-use development in this area	321	12%
Skipped (no response)	1,863	68%
Total	2726	100%

VILLAGE CENTERS

Question 11.

To what extent do you agree or disagree with the following statement: The preferred land use alternative is generally consistent with my vision for the future of the Village Centers.

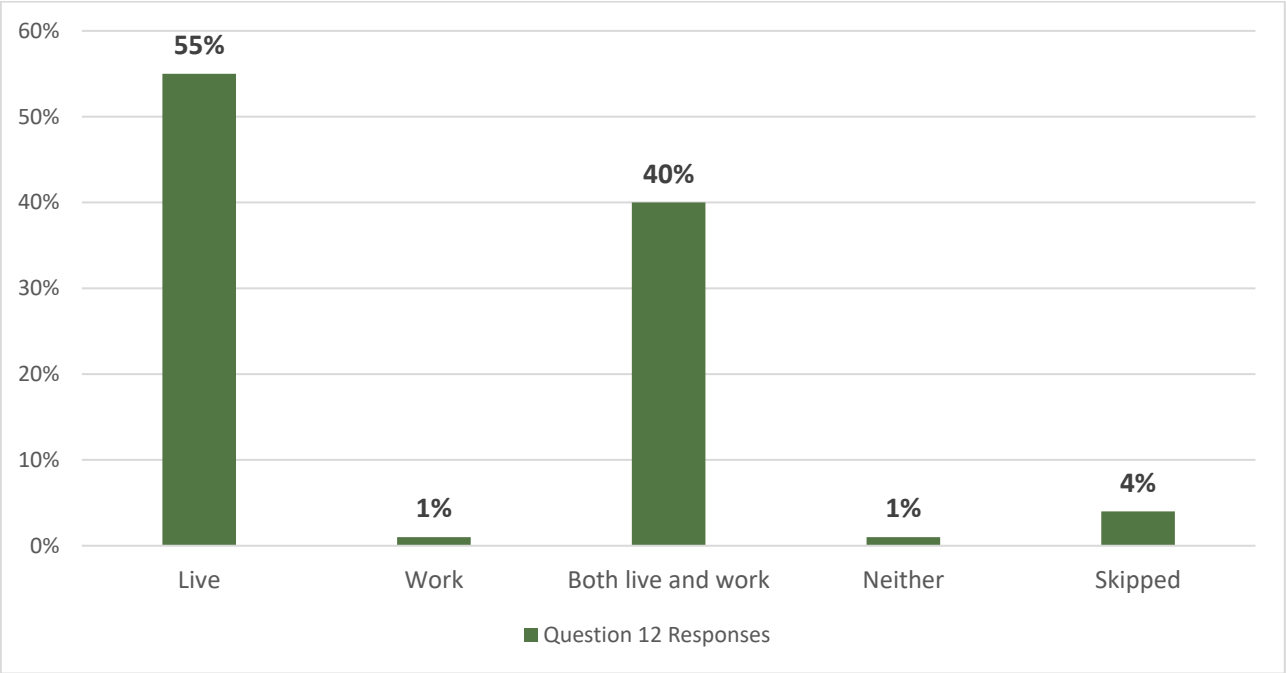


Answer Choices	Responses	
Strongly agree	57	2%
Agree	146	5%
Neutral	141	5%
Disagree	127	5%
Strongly disagree	403	15%
Skipped (no response)	1,852	68%
Total	2726	100%

DEMOGRAPHICS

Question 12.

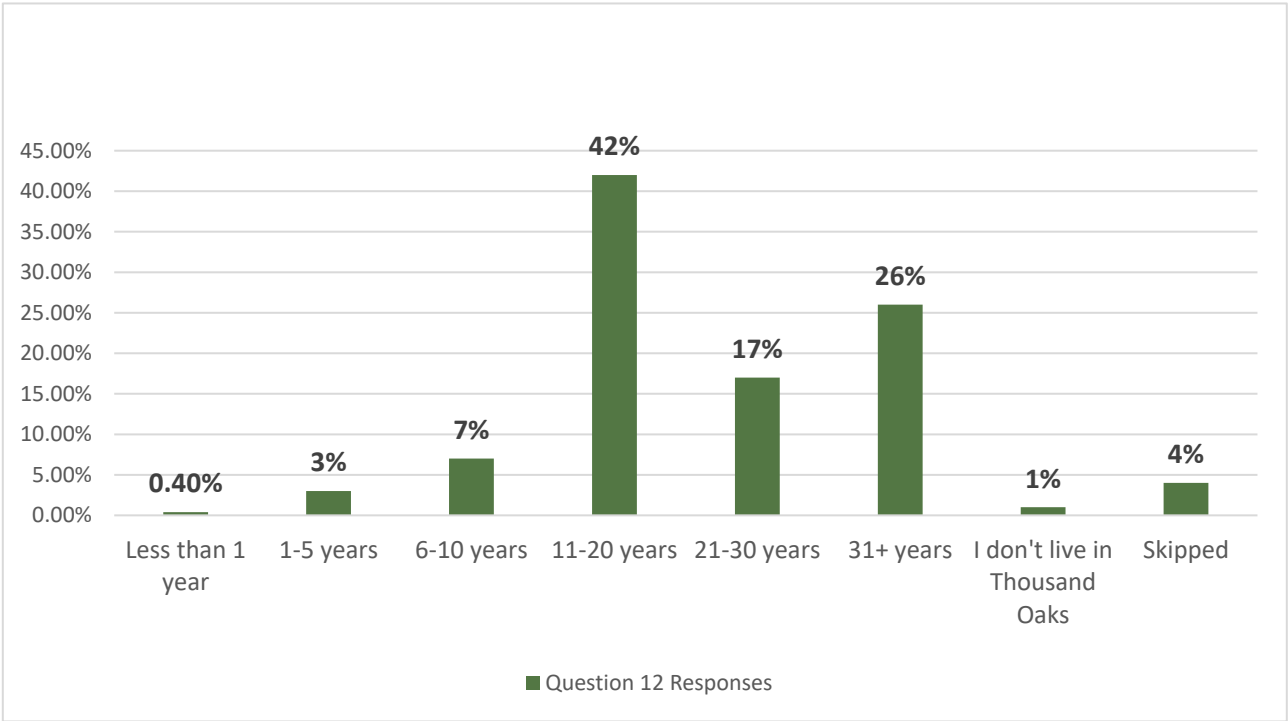
Do you live and/or work in Thousand Oaks?



Answer Choices	Responses	
Live	1,488	55%
Work	30	1%
Both live and work	1,081	40%
Neither	18	1%
Skipped (no response)	109	4%
Answered	2726	100%

Question 13.

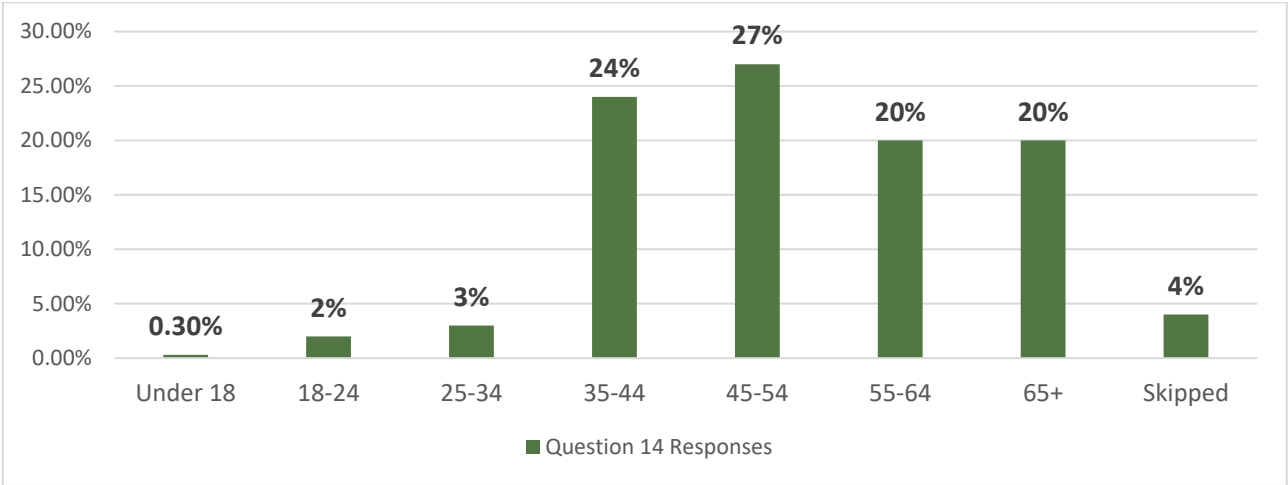
How long have you lived in Thousand Oaks?



Answer Choices	Responses	
Less than 1 year	12	<1%
1-5 years	72	3%
6-10 years	198	7%
11-20 years	1,132	42%
21-30 years	459	17%
31+ years	715	26%
I don't live in Thousand Oaks	33	1%
Skipped (no response)	105	4%
Answered	2726	100%

Question 14.

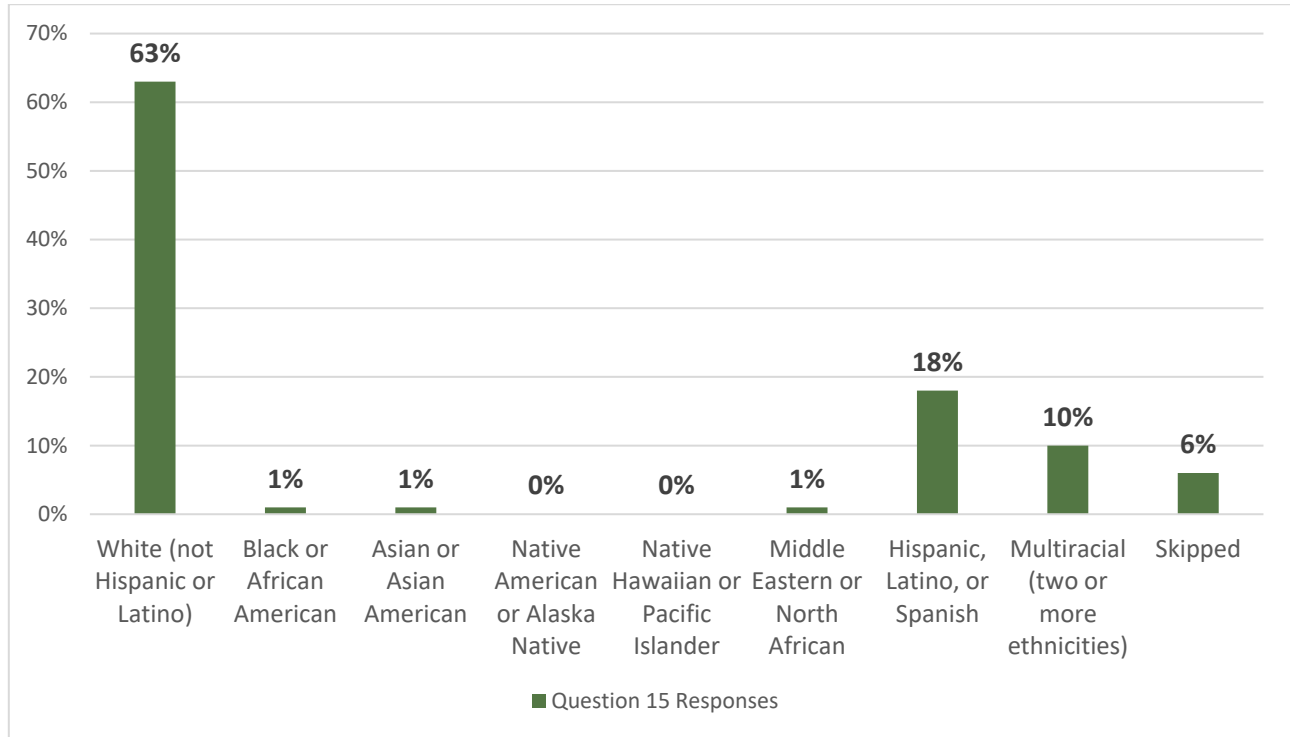
What is your age range?



Answer Choices	Responses	
Under 18	7	<1%
18-24	46	2%
25-34	69	3%
35-44	656	24%
45-54	734	27%
55-64	553	20%
65+	542	20%
Skipped (no response)	119	4%
Answered	2,726	100%

Question 15.

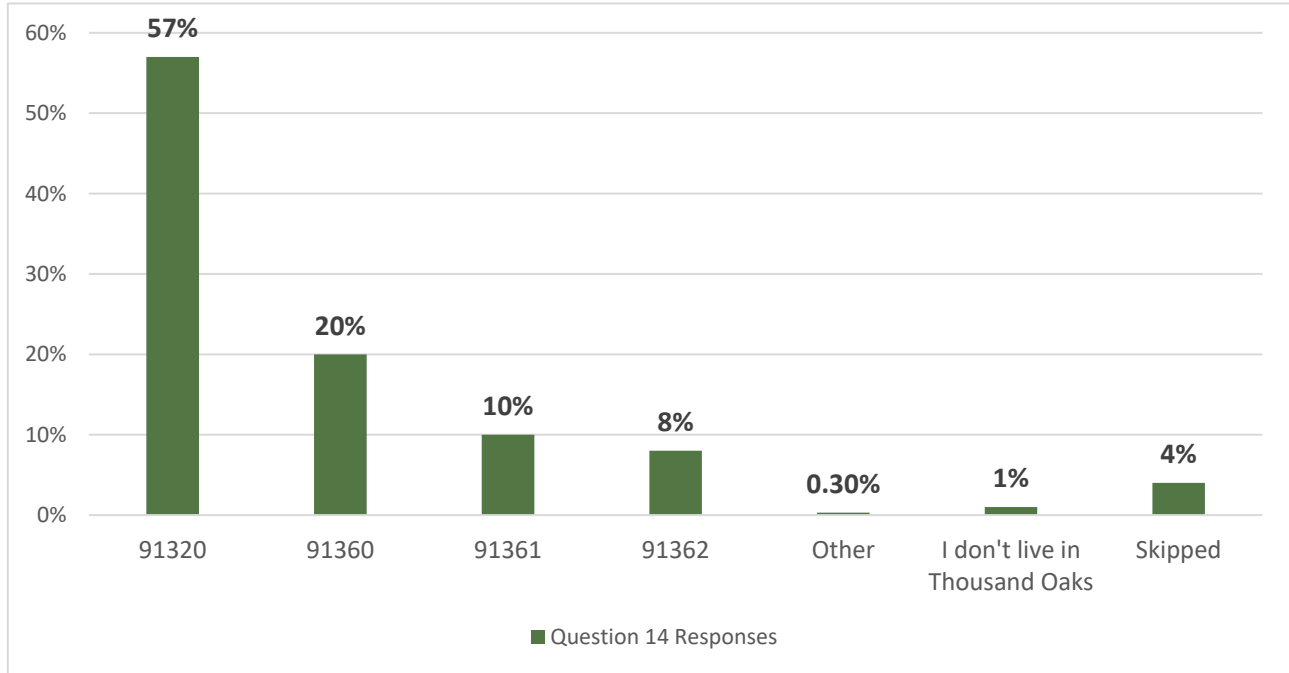
How do you identify?



Answer Choices	Responses	
White (not Hispanic or Latino)	1,713	63%
Black or African American	18	1%
Asian or Asian American	35	1%
Native American or Alaska Native	7	<1%
Native Hawaiian or Pacific Islander	5	<1%
Middle Eastern or North African	15	1%
Hispanic, Latino, or Spanish	490	18%
Multiracial (two or more ethnicities)	271	10%
Skipped (no response)	172	6%
Answered	2,726	100%

Question 16.

What is your zip code?



Answer Choices	Responses	
91320	1,548	57%
91360	551	20%
91361	261	10%
91362	218	8%
Other	9	<1%
I don't live in Thousand Oaks	26	1%
Skipped (no response)	113	4%
Answered	2726	100%