

STAKEHOLDER INTERVIEWS

Summary | July 30, 2019

On June 24th and 25th, Raimi + Associates conducted twelve stakeholder interviews with Thousand Oaks industry leaders, educational entities, and community-based organizations about issues and opportunities for the Thousand Oaks General Plan Update. The comments received at these meetings have been categorized into one of four major categories – preserve, enhance, change opportunities, and barriers to change.

Members from the following affiliations were interviewed:

- California Lutheran University
- Caruso
- Conejo Valley Unified School District
- Greater Conejo Valley Chamber of Commerce
- Los Angeles Rams
- Local Business owners
- Los Robles Hospital
- Macerich (The Oaks Mall)
- Newmark Merrill (Janss Marketplace)
- The Acorn
- Thousand Oaks Boulevard Association
- Thousand Oaks residents
- T.O. Arts

CONSOLIDATED FEEDBACK

PRESERVE

- Small town charm
- Safety
- Quiet and peacefulness
- Ring of protected open space
- Views
- Arts and culture
- High quality of life
- High quality public parks and recreation
- High quality public schools
- Strong relationships between community, City, and businesses
 - Reputation for family forward focused
- Presence of the Los Angeles Rams football team

ENHANCE/ATTRACT

- Housing opportunities
 - Desire for a variety of different housing types at different price points
- Entertainment and experience opportunities
 - For youth, young professionals and families
- Meeting places for people
 - Walkable spaces
 - Expanded downtown
- Arts and culture
 - Civic Arts Plaza programming - appeal to wider variety of patrons
- Business-friendly reputation
- Nightlife
 - More bars and lounges with good food
 - More breweries

CHANGE OPPORTUNITIES

- Build on new businesses and residents' desire to come to Thousand Oaks.
- Los Robles Hospital Residency program begins July 2019
 - Increase in medical students and physicians to the area
- Demographics are changing
 - Opportunities to appeal to new residents
 - Desire for younger people to move (back) to Thousand Oaks
- Newer companies and employers in Thousand Oaks
 - More job opportunities
 - Opportunity to become less of a commuter city and provide jobs and housing for more residents
- Opportunity to host the film industry
- Expand outdoors tourism
- Creative repurposing of land
 - Redevelop and rebrand failing retail
 - Develop amenity housing and multi-family housing
 - Former K-Mart site
- General Plan can provide flexibility for development and future needs
- Thousand Oaks Boulevard
 - Desire for vertical mixed-use on Thousand Oaks Boulevard
 - Revitalize Thousand Oaks Boulevard
 - Desire for high-end office space
 - Desire for boutique hotel(s)
 - Convert failing retail to other needed uses like office, entertainment or residential
 - Multifamily residential along the Boulevard

BARRIERS TO CHANGE

- Difficulty attracting employees to live/work in Thousand Oaks
 - Want more things to do and more affordable housing
- Too much retail in Thousand Oaks – retail is failing
- Changing identity of Thousand Oaks
 - Some perception that local schools are going down hill
 - Increase in home invasions recently
- Local schools have had rapidly declining enrollment since 2010
- Hiring Special Education instructors is difficult
- Homelessness
- Traffic congestion (real/perceived)
- Market rate housing
- Aging community
- Changing economy
- Lack of diversity
- Businesses are having a harder time accessing funds than previously
- Housing for students, CLU Faculty, and staff
- Many community members are opposed to needed change
- Jobs/housing imbalance
- Fear of stagnation
- Fear of businesses leaving because of housing un-affordability
- Barriers to new development
 - Codes are old and unclear
 - Parks fees are very high
 - Parking ratios are dated and too high
 - Measure E
 - Height limit is a barrier
 - City's regulatory process takes a long time
 - Need incentives for affordable housing developers
 - Lack of flexibility in current Code for modern uses such as co-working spaces
 - Density maximums are too low for development projects to be financially feasible for developers
 - Difficulty adding residential units due to some community opposition

KEY ORGANIZATIONS/GROUPS TO REACH

- MOPs (Mothers Group)
- Calvary Community Church
- California Lutheran University
- TO Rotary Clubs
- Service Clubs such as Kiwanis
- Conejo Valley School District
 - District Advisory Committee
 - PTA
 - Student DAV
 - Special Education