

LAND USE ALTERNATIVES SURVEY

Summary Results / March 2021

The City of Thousand Oaks conducted its third online community survey for the General Plan Update, TO2045, from February 2 – March 15, 2021. The City sought feedback on three proposed concepts and specific land use alternatives that were summarized in a “Briefing Book” and available for public review and comment during the duration of the survey period.

The survey was prepared using the online tool SurveyMonkey to present maps and images, ask multiple-choice questions, and seek additional open-ended feedback. Community members were encouraged to review the Briefing Book before completing the survey. The land use alternatives survey consisted of 8 sections:

- 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
- Conclusion
- Demographics

The survey was available in English and Spanish and was circulated in printed format to those without computer access. A total of 2,127 responses were collected over the nearly 6-week period, 10 of which were completed in Spanish, and 25 of which were submitted as hard copies.

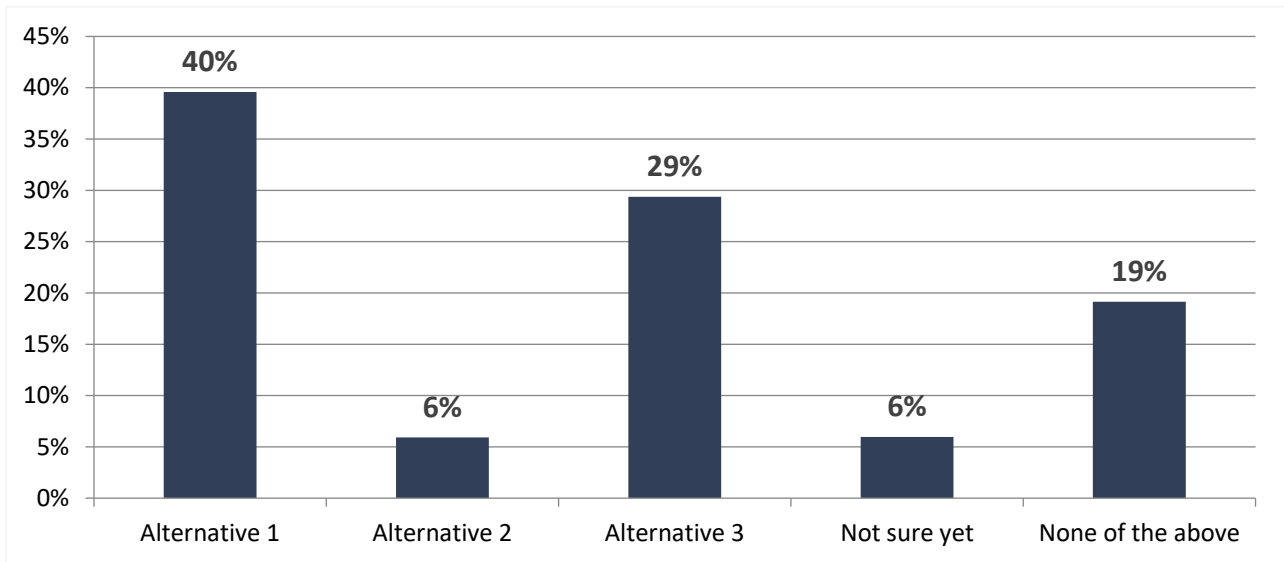
Comments and Open-ended Survey Feedback

Twenty-two of the 33 survey questions included space for open-ended responses or comments. Over 6,000 individual comments were recorded which are listed in the detailed survey report after each question.

CITYWIDE

Question 1.

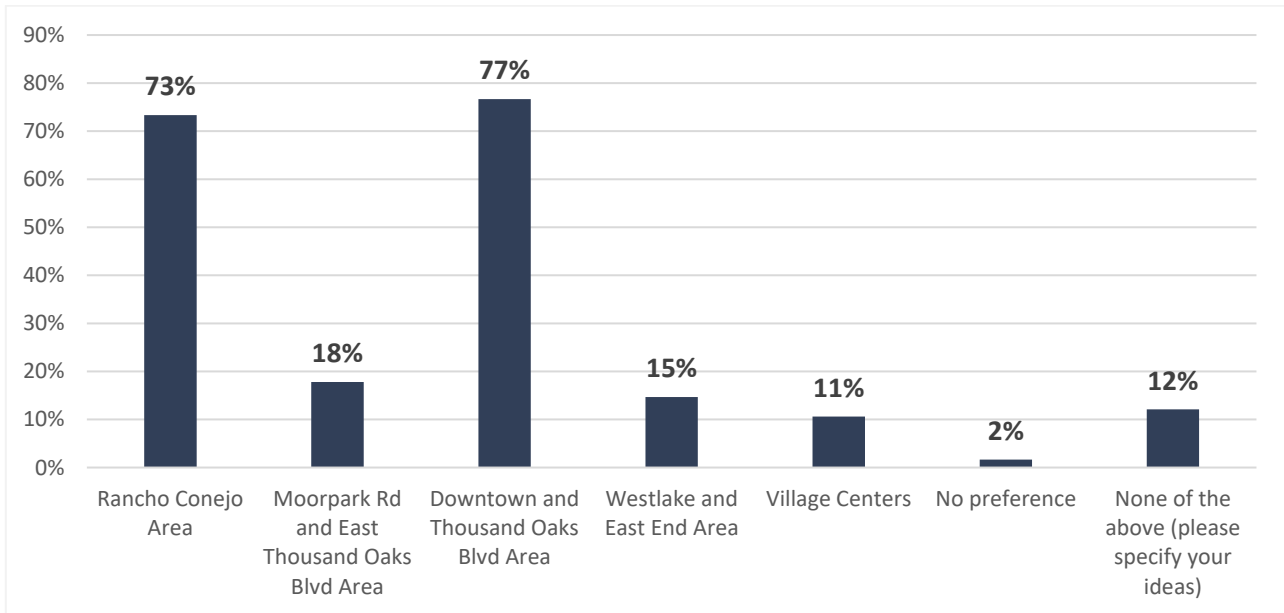
Based on what you have seen so far, which alternative best matches your vision for the future of the City?



Answer Choices	Responses	
Alternative 1	40%	829
Alternative 2	6%	124
Alternative 3	29%	615
Not sure yet	6%	125
None of the above	19%	401
Answered		2094

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.

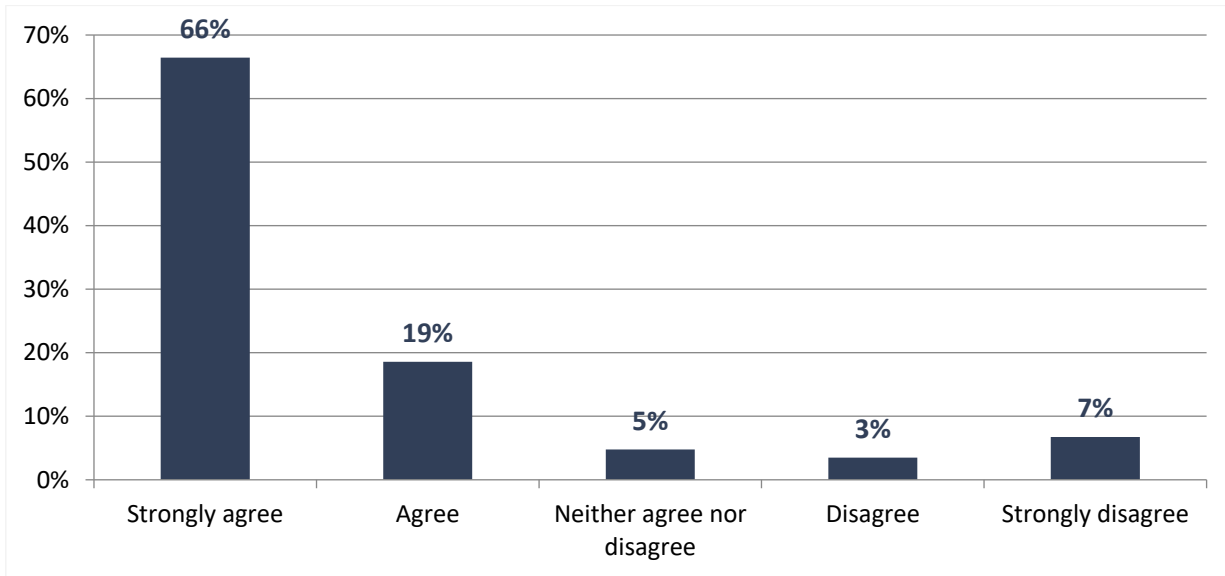


Answer Choices	Responses	
Rancho Conejo Area	73%	1539
Moorpark Rd and East Thousand Oaks Blvd Area	18%	374
Downtown and Thousand Oaks Blvd Area	77%	1609
Westlake and East End Area	15%	308
Village Centers	11%	223
No preference	2%	35
None of the above (please specify your ideas)	12%	254
Answered		2099

Question 2 had 254 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 3.

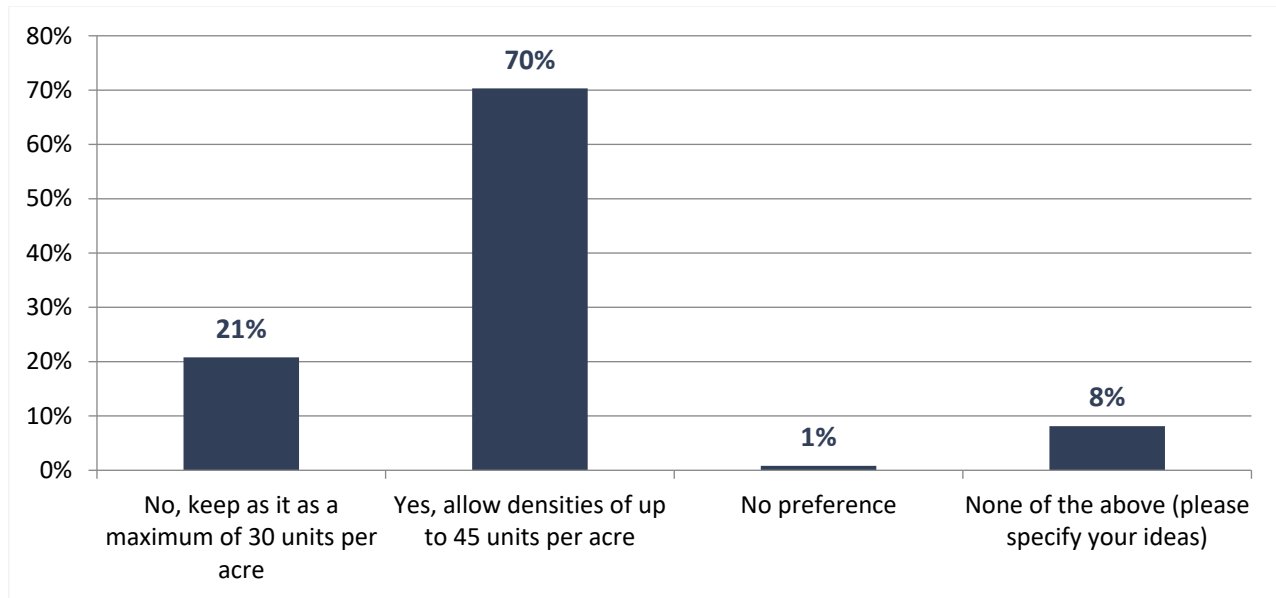
The existing General Plan allows density up to 15 units per acre (townhomes, triplexes, small multifamily buildings) for areas designed as Medium Density Residential. However much of the existing Medium Density Residential areas are established neighborhoods at a lower density. Do you agree with the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



Answer Choices	Responses	
Strongly agree	66%	1391
Agree	19%	389
Neither agree nor disagree	5%	100
Disagree	3%	73
Strongly disagree	7%	141
Answered		2094

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?



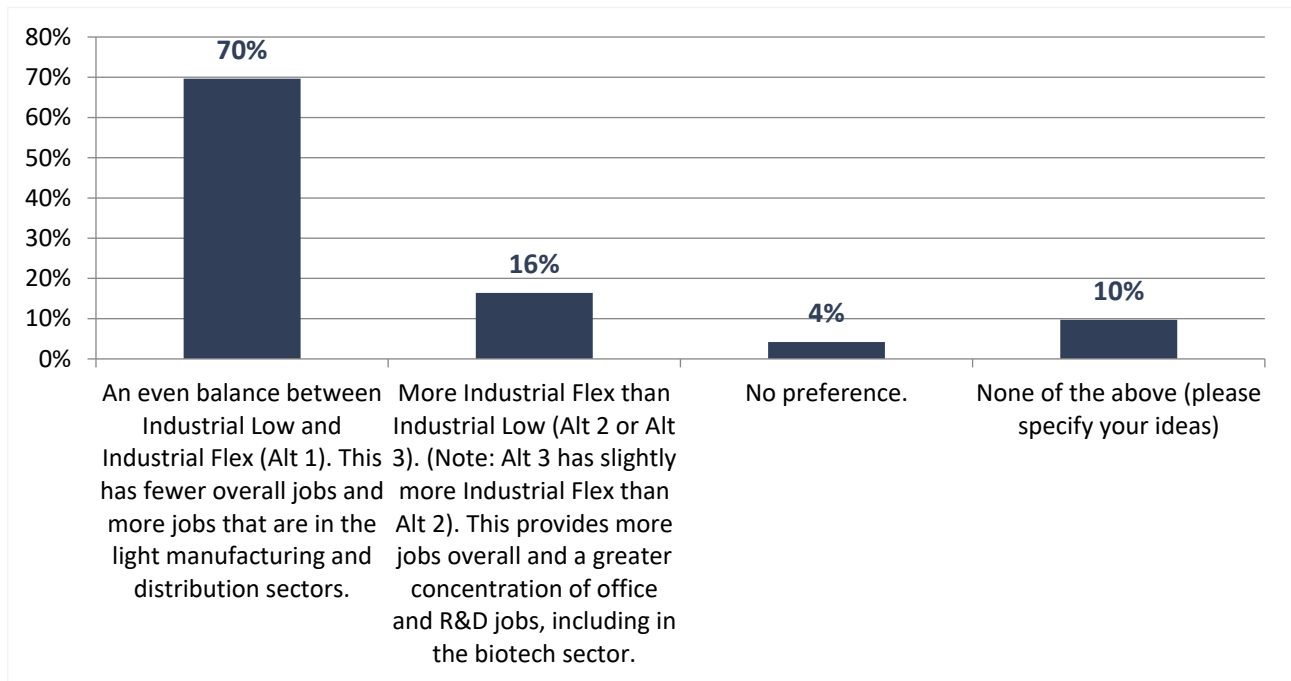
Answer Choices	Responses	
No, keep as it as a maximum of 30 units per acre	21%	438
Yes, allow densities of up to 45 units per acre	70%	1482
No preference	1%	17
None of the above (please specify your ideas)	8%	171
Answered		2108

Question 4 had 171 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

RANCHO CONEJO AREA

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?

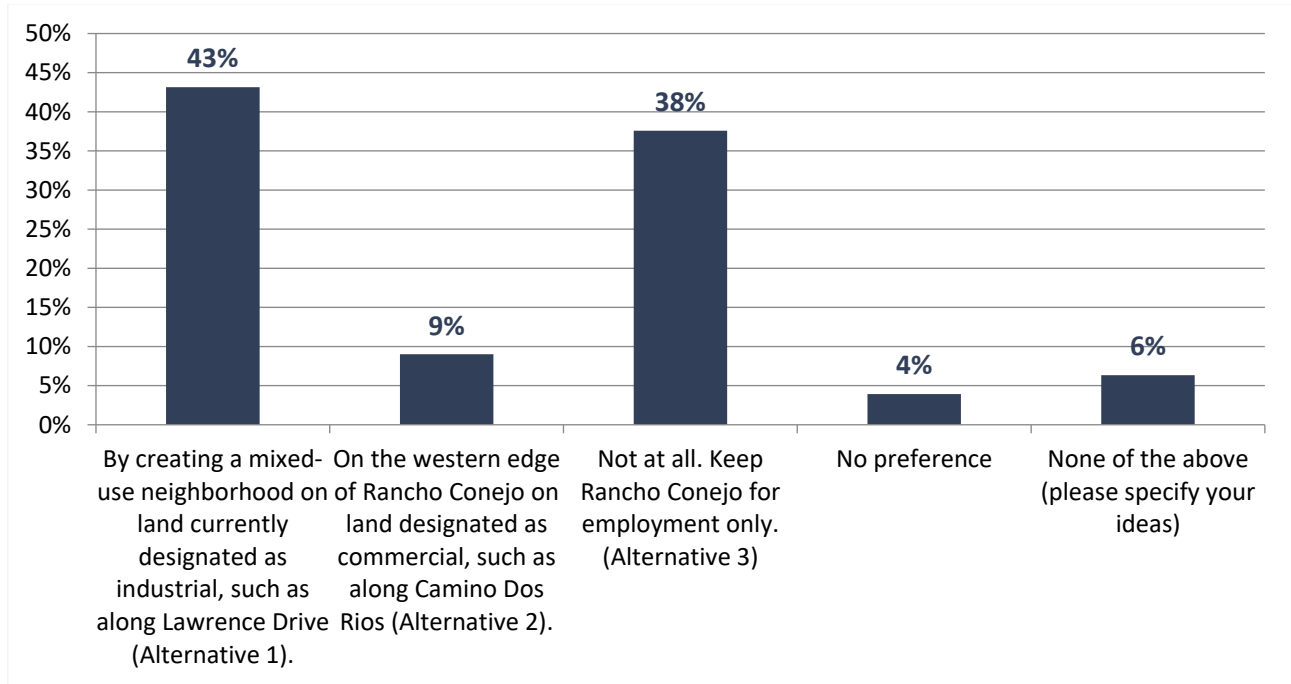


Answer Choices	Responses	
An even balance between Industrial Low and Industrial Flex (Alt 1). This has fewer overall jobs and more jobs that are in the light manufacturing and distribution sectors.	70%	1438
More Industrial Flex than Industrial Low (Alt 2 or Alt 3). (Note: Alt 3 has slightly more Industrial 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
No preference.	4%	87
None of the above (please specify your ideas)	10%	201
Answered		2065

Question 5 had 201 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those 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?

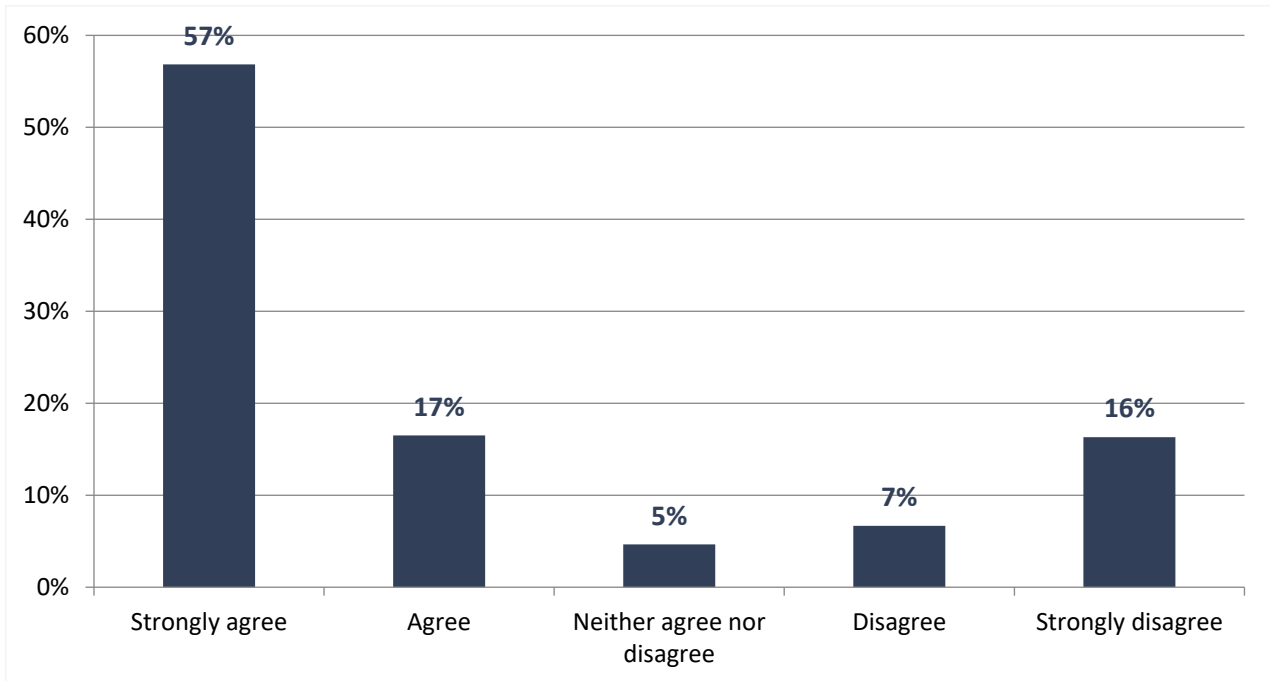


Answer Choices	Responses	
By creating a mixed-use neighborhood on land currently designated as industrial, such as along Lawrence Drive (Alternative 1).	43%	891
On the western edge of Rancho Conejo on land designated as commercial, such as along Camino Dos Rios (Alternative 2).	9%	186
Not at all. Keep Rancho Conejo for employment only. (Alternative 3)	38%	776
No preference	4%	81
None of the above (please specify your ideas)	6%	131
Answered		2065

Question 6 had 131 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 7.

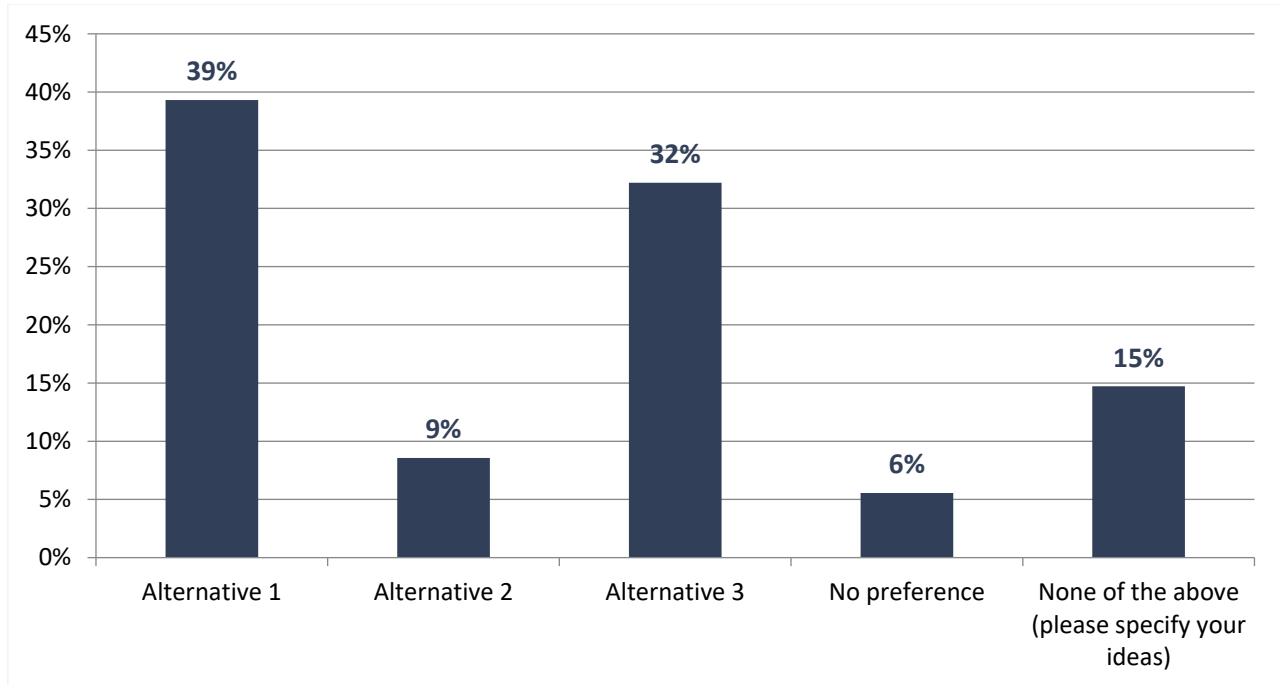
How much do you agree with this statement: **The General Plan should allow mixed-use development of up to 4 stories and 45 units per acre in Rancho Conejo if it reduces the amount of housing that is needed elsewhere in the City.**



Answer Choices	Responses	
Strongly agree	57%	1153
Agree	17%	341
Neither agree nor disagree	5%	96
Disagree	7%	138
Strongly disagree	16%	337
Answered		2065

Question 8.

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



Answer Choices	Responses	
Alternative 1	39%	803
Alternative 2	9%	176
Alternative 3	32%	658
No preference	6%	114
None of the above (please specify your ideas)	15%	303
Answered		2054

Question 8 had 303 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 9.

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

Question 9 had 1,387 open-ended responses, please see the detailed report for those individual responses.

MOORPARK RD AND WEST THOUSAND OAKS BLVD AREA

Question 10.



IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4

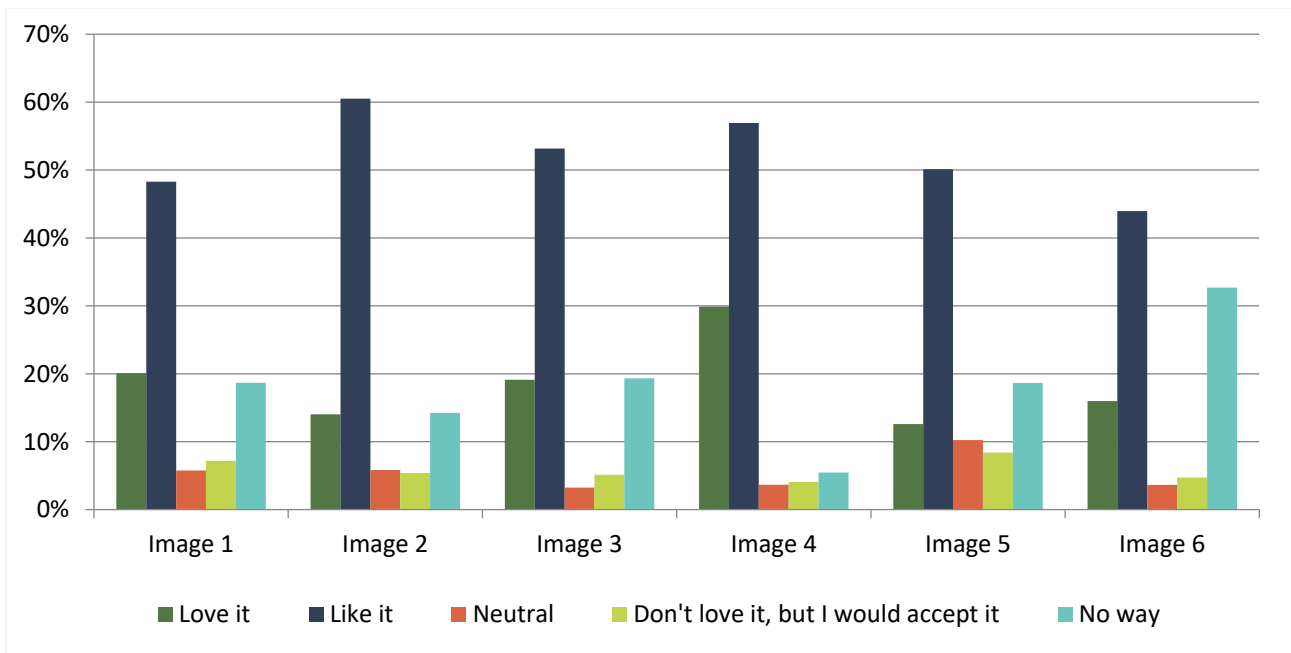


IMAGE 5



IMAGE 6

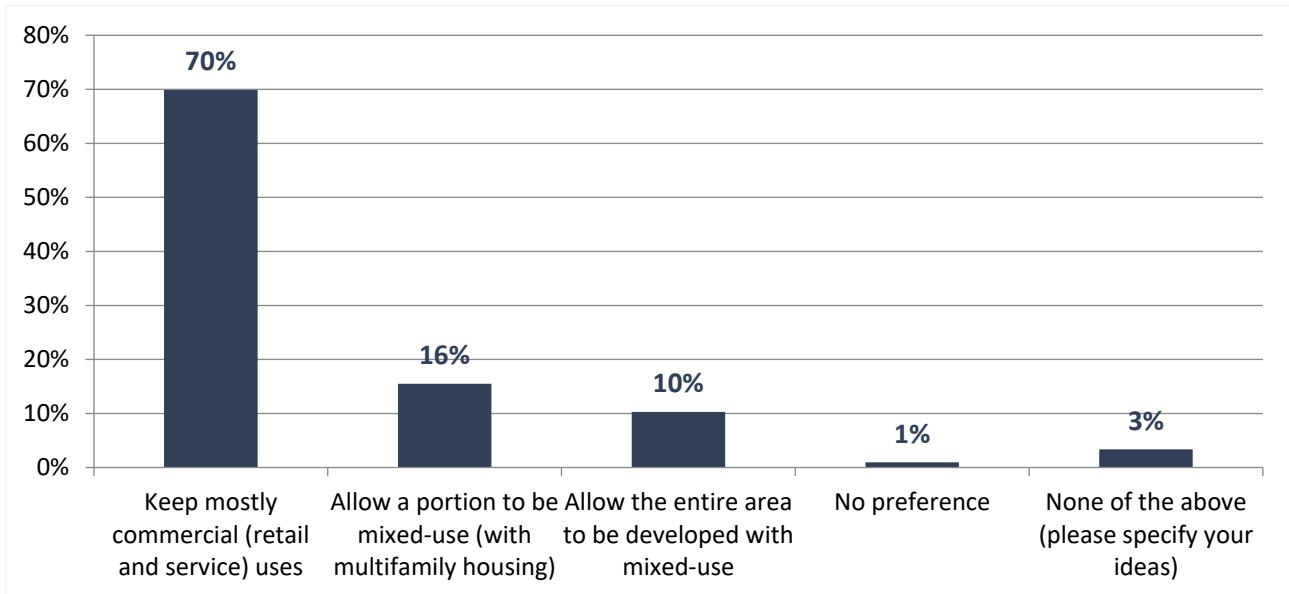
Please identify your reaction to each of the six images above for new development at Janss Marketplace and The Oaks Mall.



	Love it		Like it		Neutral		Don't love it, but I would accept it		No way		Total
	%		%		%		%		%		
Image 1	20%	404	48%	975	6%	117	7%	146	19%	376	2018
Image 2	14%	282	61%	1215	6%	117	5%	108	14%	286	2008
Image 3	19%	384	53%	1067	3%	65	5%	103	19%	388	2007
Image 4	30%	603	57%	1149	4%	74	4%	82	5%	110	2018
Image 5	13%	252	50%	1003	10%	205	8%	168	19%	373	2001
Image 6	16%	321	44%	862	4%	73	5%	95	33%	656	2007
Answered											2033

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	Responses	
Keep mostly commercial (retail and service) uses	70%	1434
Allow a portion to be mixed-use (with multifamily housing)	16%	318
Allow the entire area to be developed with mixed-use	10%	211
No preference	1%	20
None of the above (please specify your ideas)	3%	69
Answered		2052

Question 11 had 69 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 12.



IMAGE 1

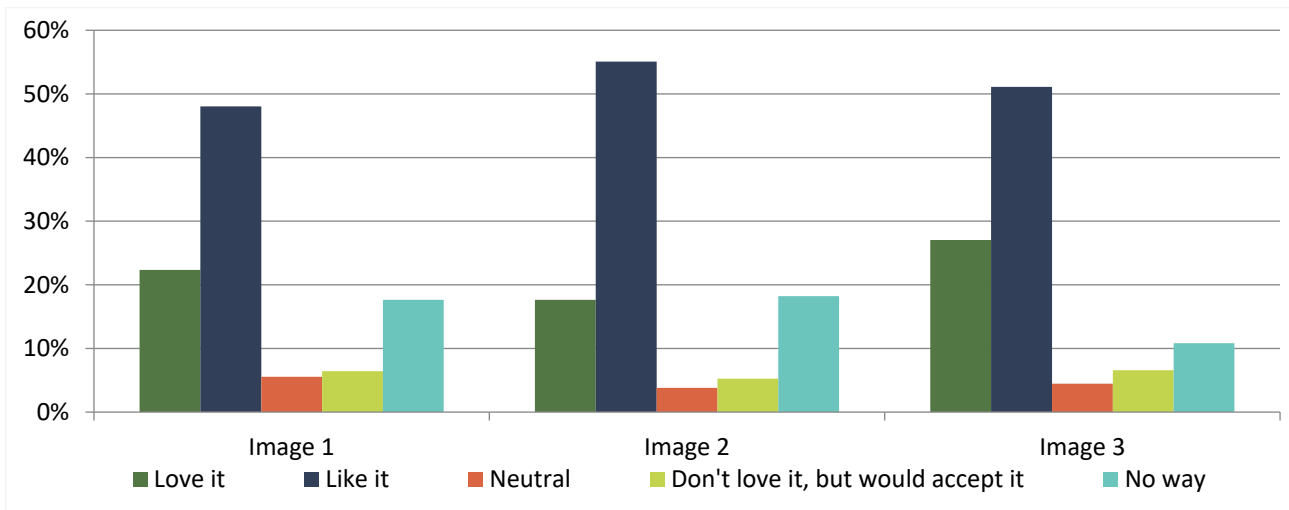


IMAGE 2



IMAGE 3

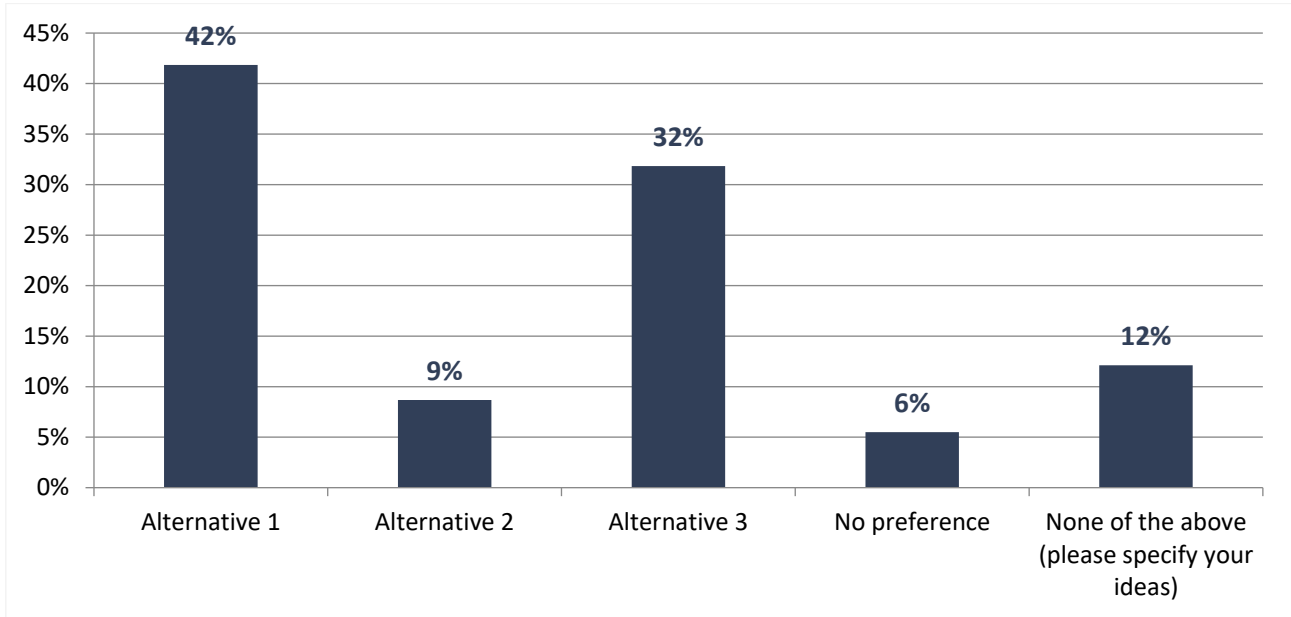
The area of Thousand Oaks Boulevard between Moorpark Road and Hodencamp Road was identified in the public process as an area for mixed-use development and multifamily housing. This area could support more intense land uses because it is removed from single family neighborhoods, is located near goods 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:



	Love it		Like it		Neutral		Don't love it, but would accept it		No way		Total
Image 1	22%	456	48%	980	6%	113	6%	131	18%	360	2040
Image 2	18%	360	55%	1125	4%	78	5%	107	18%	372	2042
Image 3	27%	552	51%	1043	4%	91	7%	134	11%	221	2041
Answered											2050

Question 13.

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



Answer Choices	Responses	
Alternative 1	42%	853
Alternative 2	9%	177
Alternative 3	32%	649
No preference	6%	112
None of the above (please specify your ideas)	12%	247
Answered		2038

Question 13 had 247 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 14.

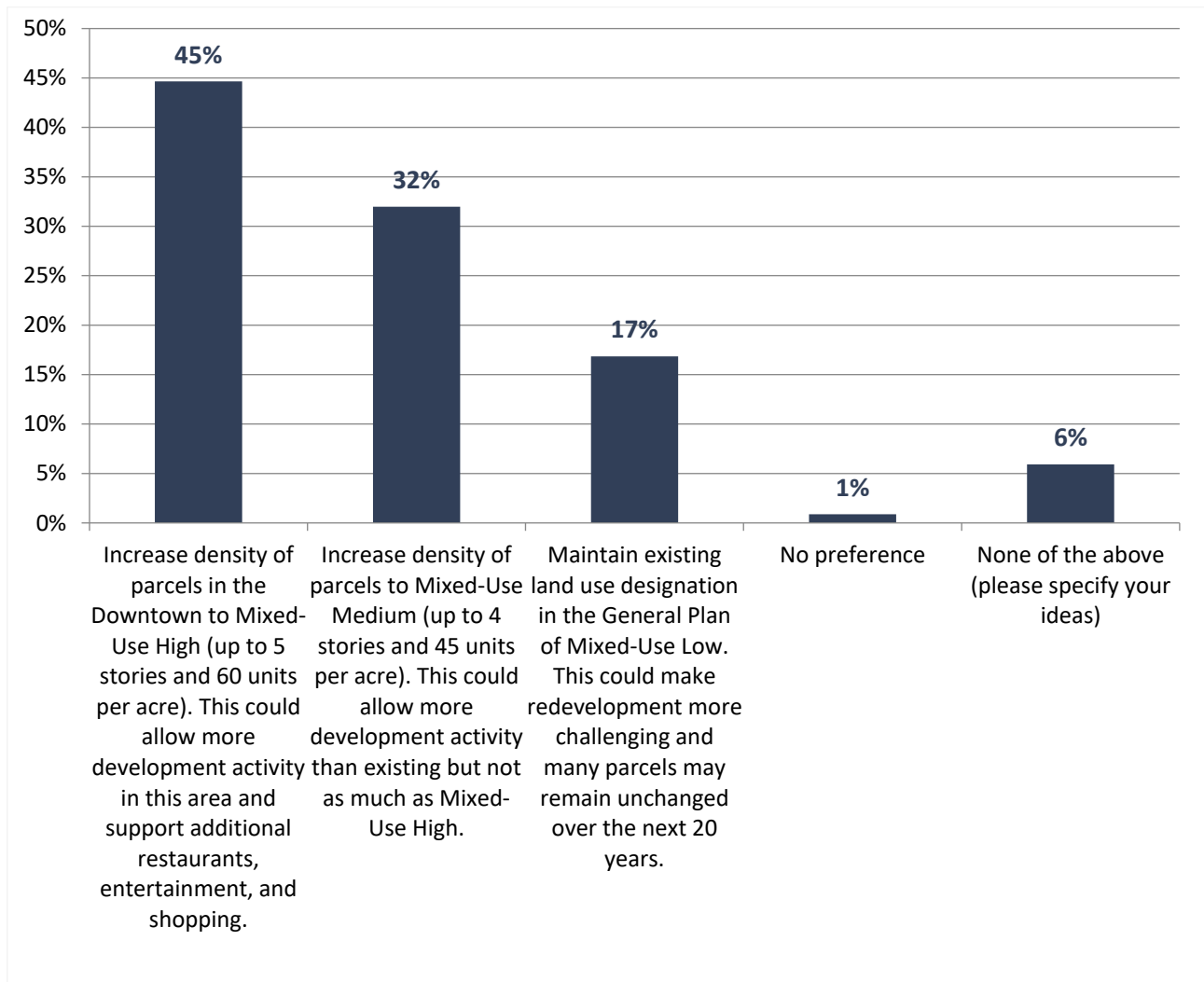
What other comments do you have about the Moorpark Road and West Thousand Oaks Boulevard area?

Question 14 had 417 open-ended responses, please see the detailed report for those individual responses.

DOWNTOWN AND THOUSAND OAKS BLVD AREA

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?

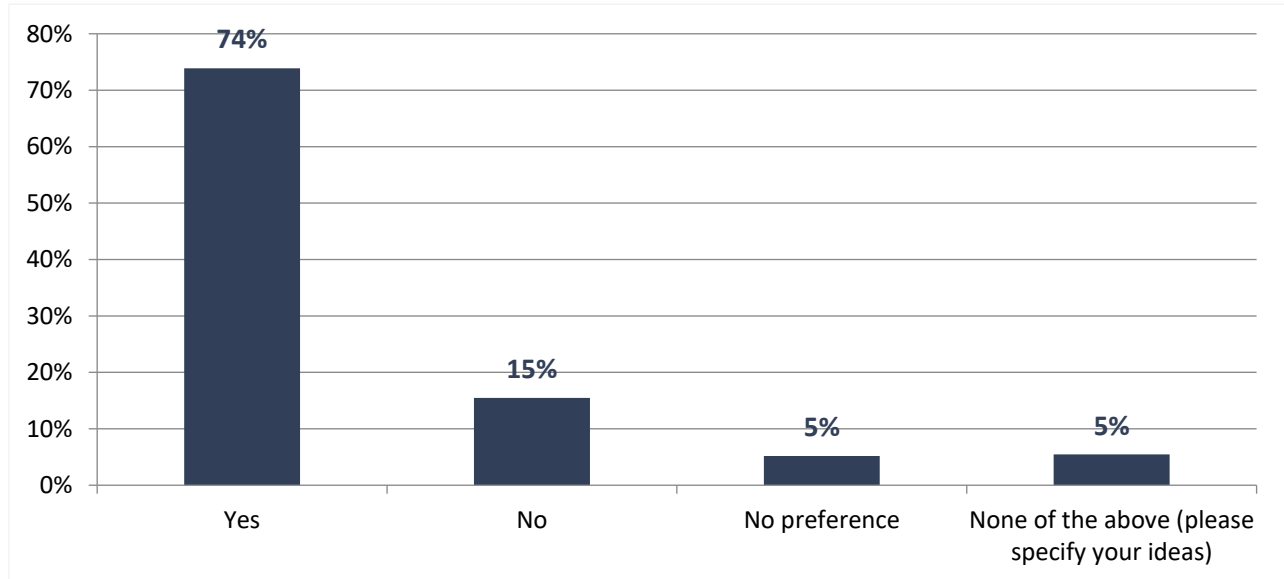


Answer Choices	Responses	
Increase density of parcels in the Downtown to Mixed-Use High (up to 5 stories and 60 units per acre). This could allow more development activity in this area and support additional restaurants, entertainment, and shopping.	45%	913
Increase density of parcels to Mixed-Use Medium (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
Maintain existing land use designation in the General Plan of Mixed-Use Low. This could make redevelopment more challenging and many parcels may remain unchanged over the next 20 years.	17%	339
No preference	1%	18
None of the above (please specify your ideas)	6%	121
Answered		2045

Question 15 had 121 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those 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?

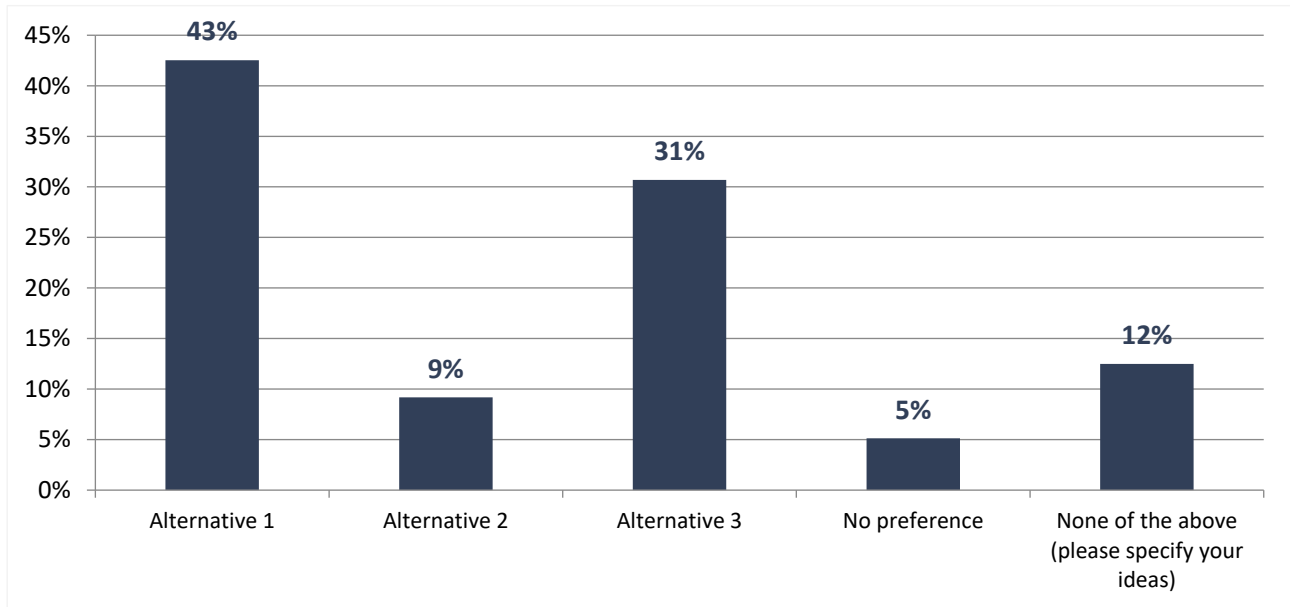


Answer Choices	Responses	
Yes	74%	1507
No	15%	317
No preference	5%	106
None of the above (please specify your ideas)	5%	110
Answered		2040

Question 16 had 110 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 17.

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



Answer Choices	Responses	
Alternative 1	43%	862
Alternative 2	9%	186
Alternative 3	31%	622
No preference	5%	104
None of the above (please specify your ideas)	12%	253
Answered		2027

Question 17 had 253 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 18.

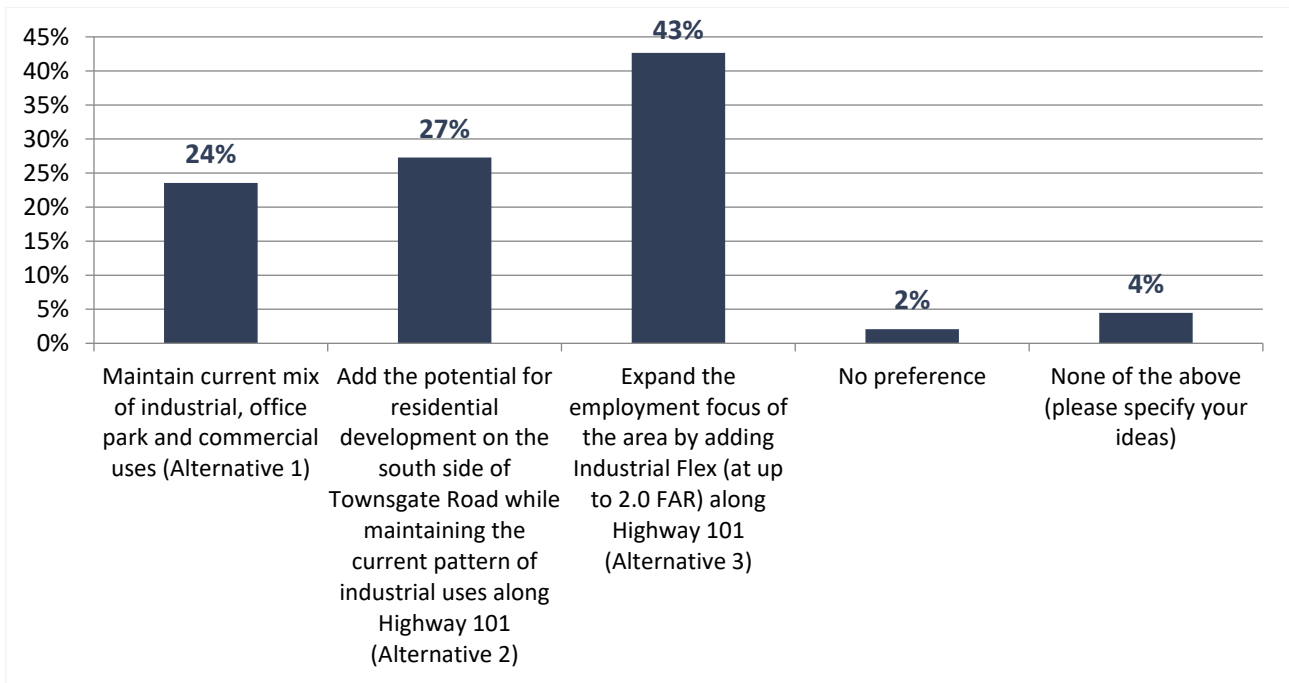
What other comments do you have about the Downtown and Thousand Oaks Boulevard area?

Question 18 had 420 open-ended responses, please see the detailed report for those individual responses.

WESTLAKE AND EAST END AREA

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?

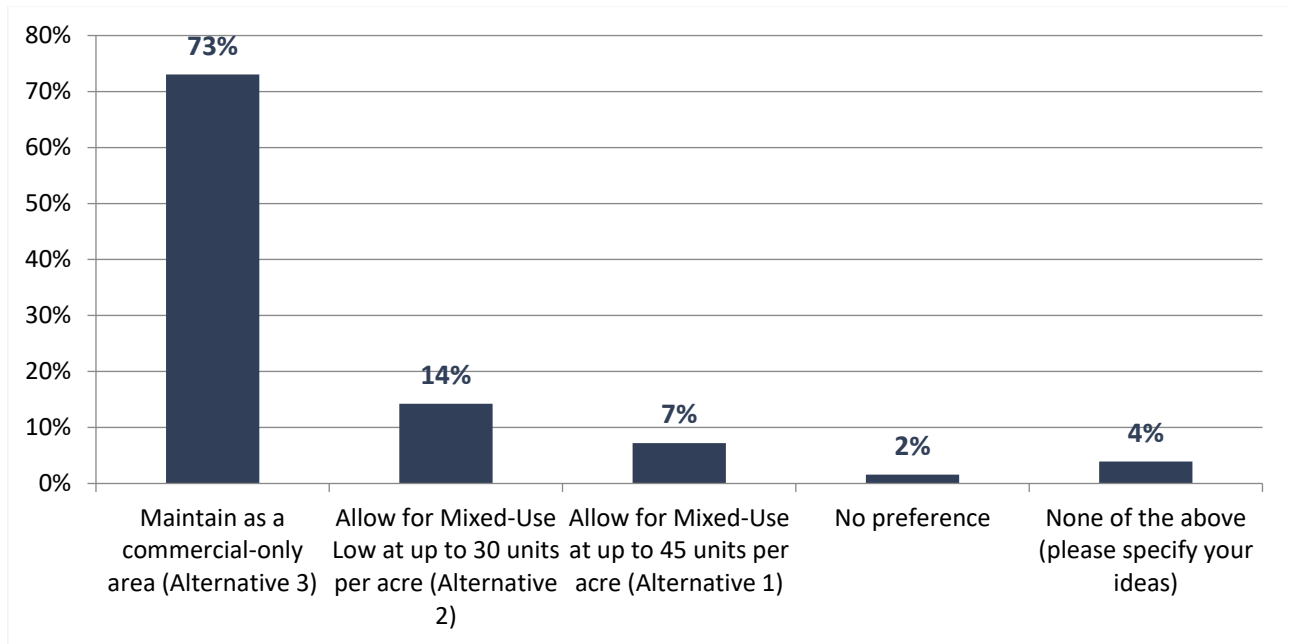


Answer Choices	Responses	
Maintain current mix of industrial, office park and commercial uses (Alternative 1)	24%	478
Add the potential for residential development on the south side of Townsgate Road while maintaining the current pattern of industrial uses along Highway 101 (Alternative 2)	27%	554
Expand the employment focus of the area by adding Industrial Flex (at up to 2.0 FAR) along Highway 101 (Alternative 3)	43%	866
No preference	2%	42
None of the above (please specify your ideas)	4%	91
Answered		2031

Question 19 had 91 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those 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?

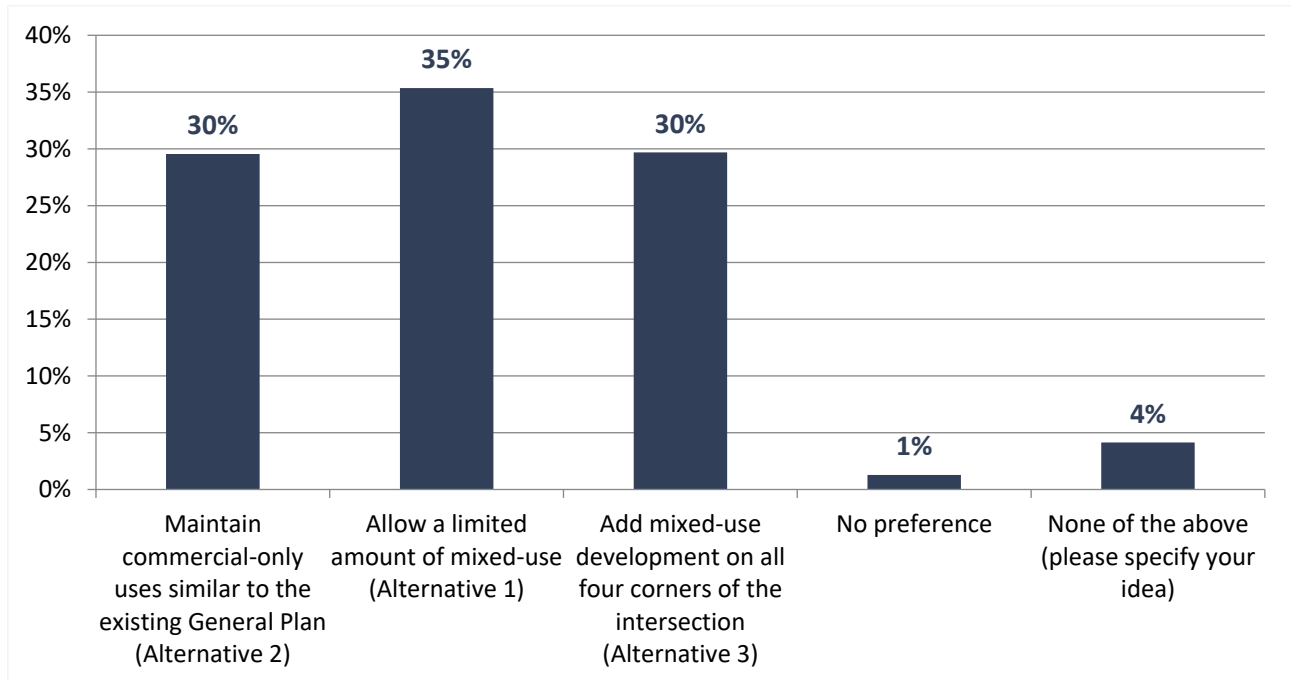


Answer Choices	Responses	
Maintain as a commercial-only area (Alternative 3)	73%	1487
Allow for Mixed-Use Low at up to 30 units per acre (Alternative 2)	14%	290
Allow for Mixed-Use at up to 45 units per acre (Alternative 1)	7%	147
No preference	2%	32
None of the above (please specify your ideas)	4%	80
Answered		2036

Question 20 had 80 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those 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?

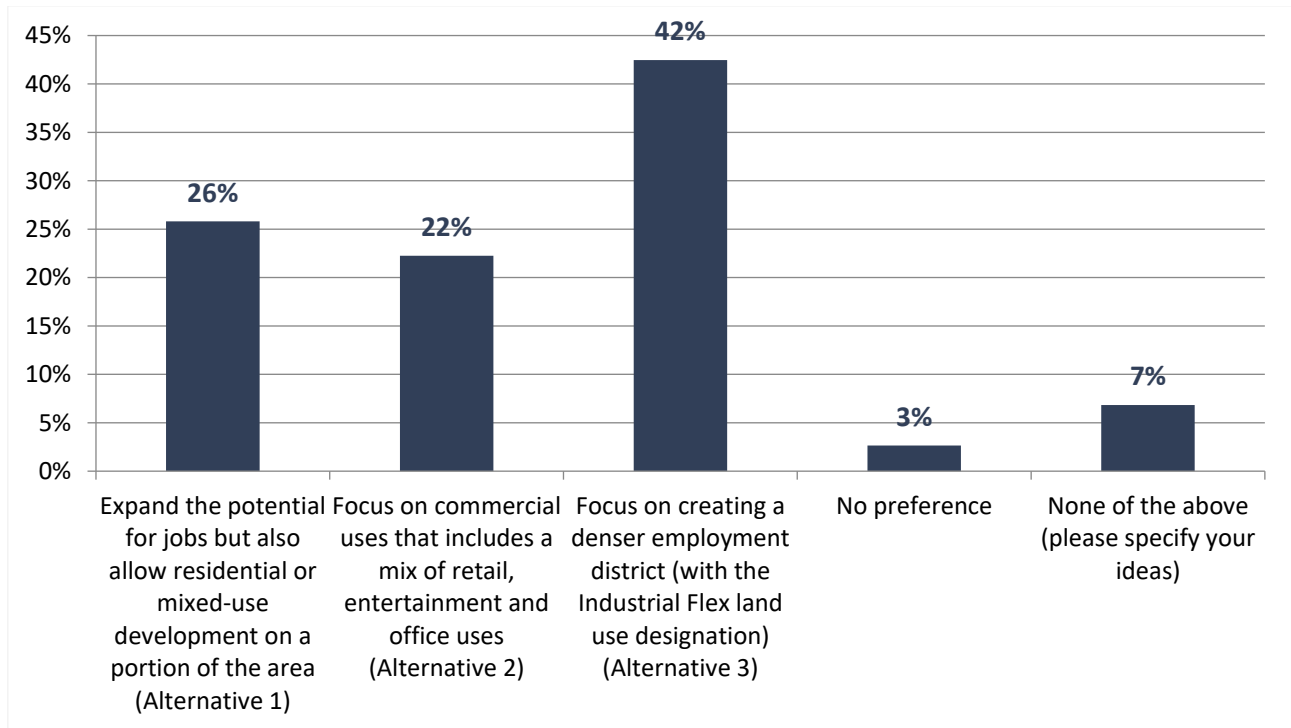


Answer Choices	Responses	
Maintain commercial-only uses similar to the existing General Plan (Alternative 2)	30%	600
Allow a limited amount of mixed-use (Alternative 1)	35%	718
Add mixed-use development on all four corners of the intersection (Alternative 3)	30%	603
No preference	1%	26
None of the above (please specify your idea)	4%	84
Answered		2031

Question 21 had 84 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those 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?

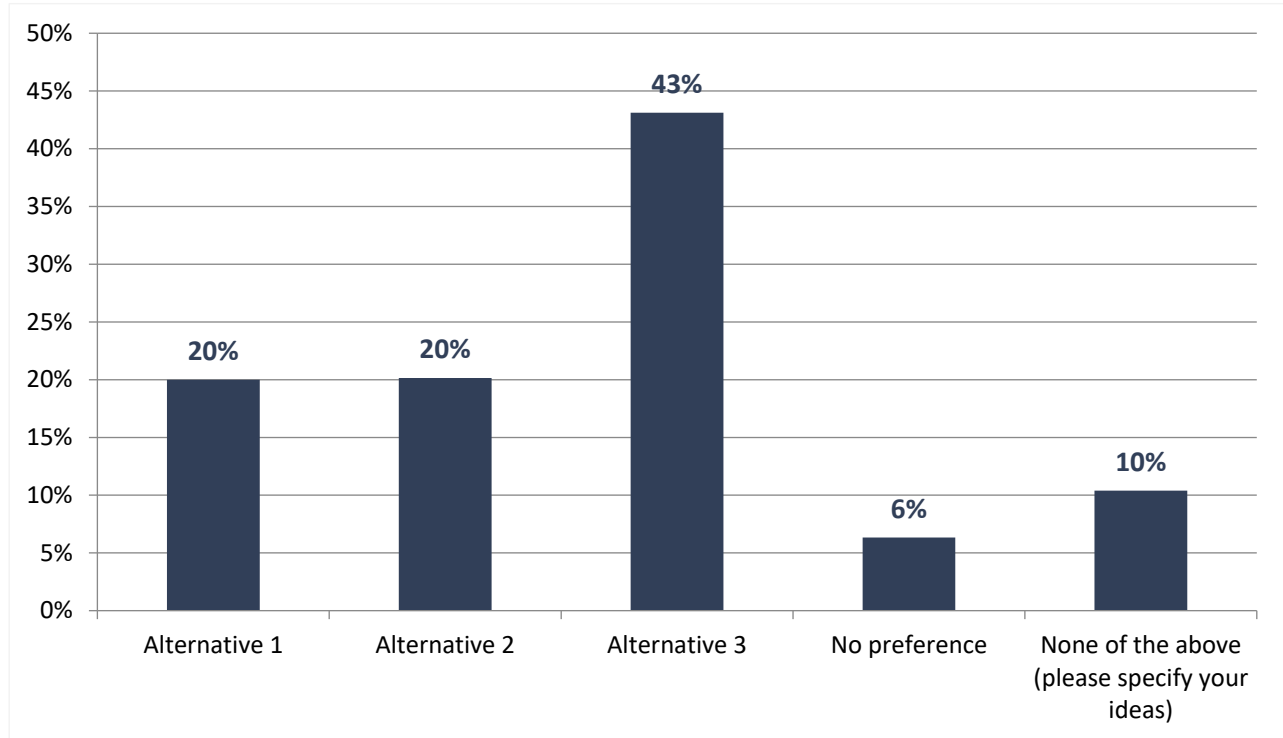


Answer Choices	Responses	
Expand the potential for jobs but also allow residential or mixed-use development on a portion of the area (Alternative 1)	26%	525
Focus on commercial uses that includes a mix of retail, entertainment and office uses (Alternative 2)	22%	453
Focus on creating a denser employment district (with the Industrial Flex land use designation) (Alternative 3)	42%	864
No preference	3%	54
None of the above (please specify your ideas)	7%	139
Answered		2035

Question 22 had 139 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 23.

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



Answer Choices	Responses	
Alternative 1	20%	404
Alternative 2	20%	407
Alternative 3	43%	871
No preference	6%	128
None of the above (please specify your ideas)	10%	210
Answered		2020

Question 23 had 210 individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 24.

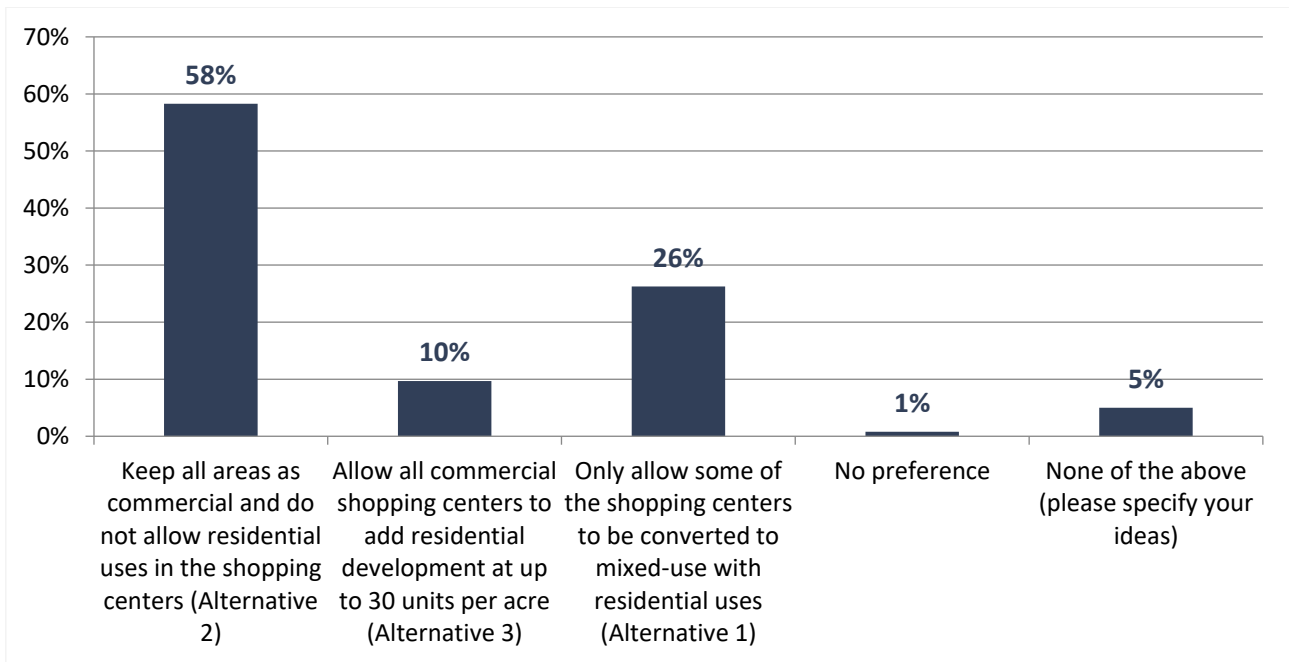
What other comments do you have about the Westlake and East End area?

Question 24 had 327 open-ended responses, please see the detailed report for those individual responses.

VILLAGE CENTERS

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	Responses	
Keep all areas as commercial and do not allow residential uses in the shopping centers (Alternative 2)	58%	1181
Allow all commercial shopping centers to add residential development at up to 30 units per acre (Alternative 3)	10%	204
Only allow some of the shopping centers to be converted to mixed-use with residential uses (Alternative 1)	26%	531
No preference	1%	16
None of the above (please specify your ideas)	5%	101
Answered		2033

Question 25 had 101 comments, individual comments by respondents who answered, "None of the above" and were asked to specify their ideas. Please see the detailed report for those individual comments.

Question 26.

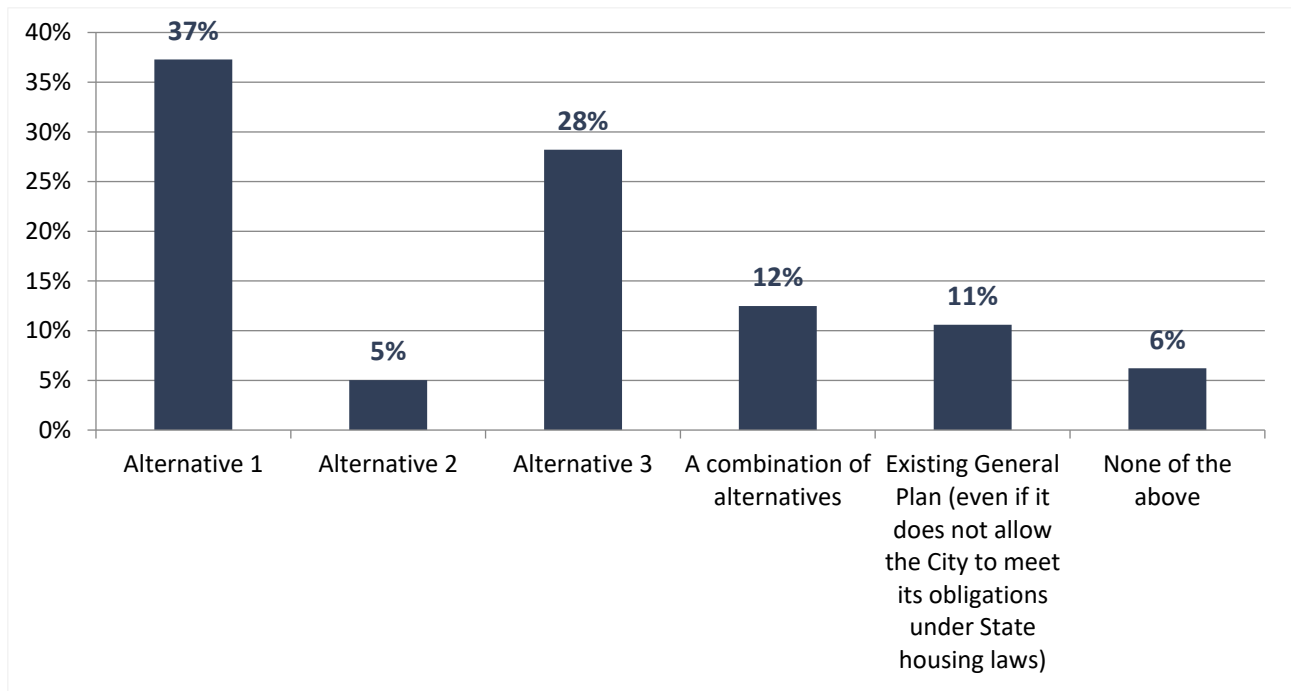
What other comments do you have about Village Centers?

Question 26 had 351 open-ended responses, please see the detailed report for those individual responses.

CONCLUSION

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	Responses	
Alternative 1	37%	756
Alternative 2	5%	102
Alternative 3	28%	572
A combination of alternatives	12%	257
Existing General Plan (even if it does not allow the City to meet its obligations under State housing laws)	11%	215
None of the above	6%	126
Answered		2028

Question 28.

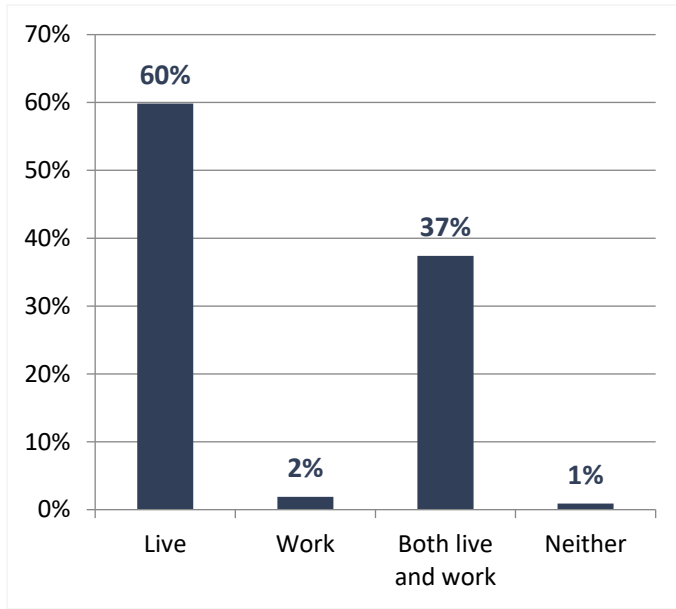
What suggestions do you have to modify your preferred alternative so that it matches your vision for the future of Thousand Oaks?

Question 28 had 535 open-ended responses, please see the detailed report for those individual responses.

DEMOGRAPHICS

Question 29.

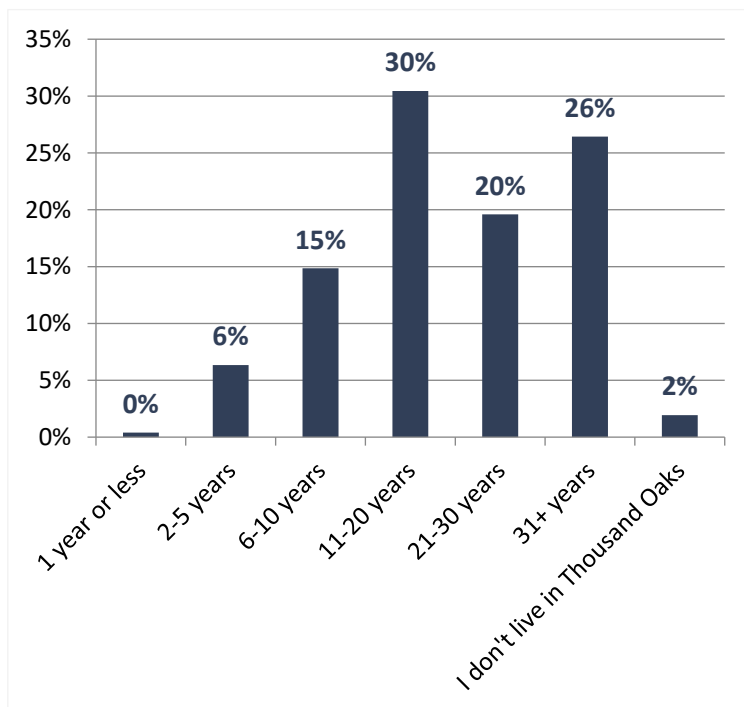
Do you live and/or work in Thousand Oaks?



Answer Choices	Responses	
Live	60%	1211
Work	2%	38
Both live and work	37%	757
Neither	1%	18
Answered		2024

Question 30.

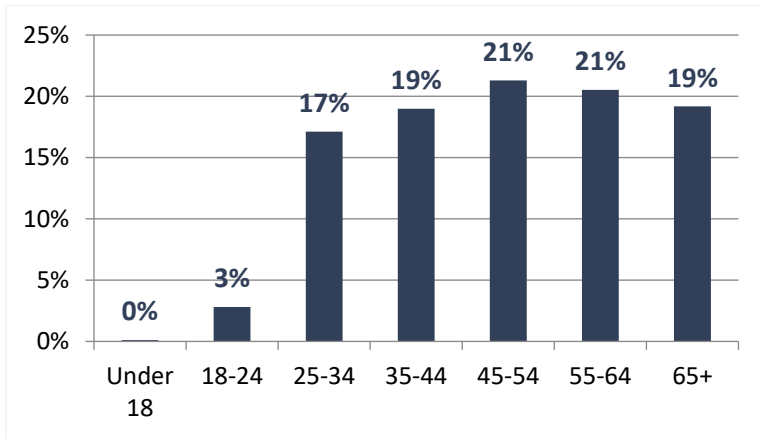
How long have you lived in Thousand Oaks?



Answer Choices	Responses	
1 year or less	0%	8
2-5 years	6%	128
6-10 years	15%	300
11-20 years	30%	615
21-30 years	20%	396
31+ years	26%	534
I don't live in Thousand Oaks	2%	39
Answered		2020

Question 31.

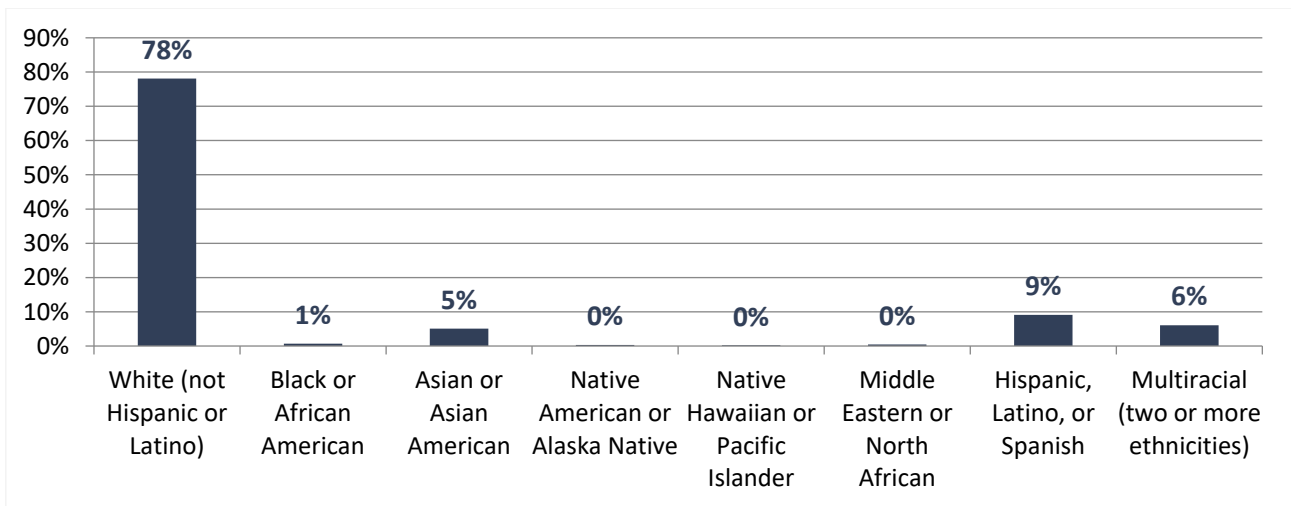
What is your age range?



Answer Choices	Responses	
Under 18	0%	2
18-24	3%	56
25-34	17%	341
35-44	19%	378
45-54	21%	424
55-64	21%	409
65+	19%	382
Answered		1992

Question 32.

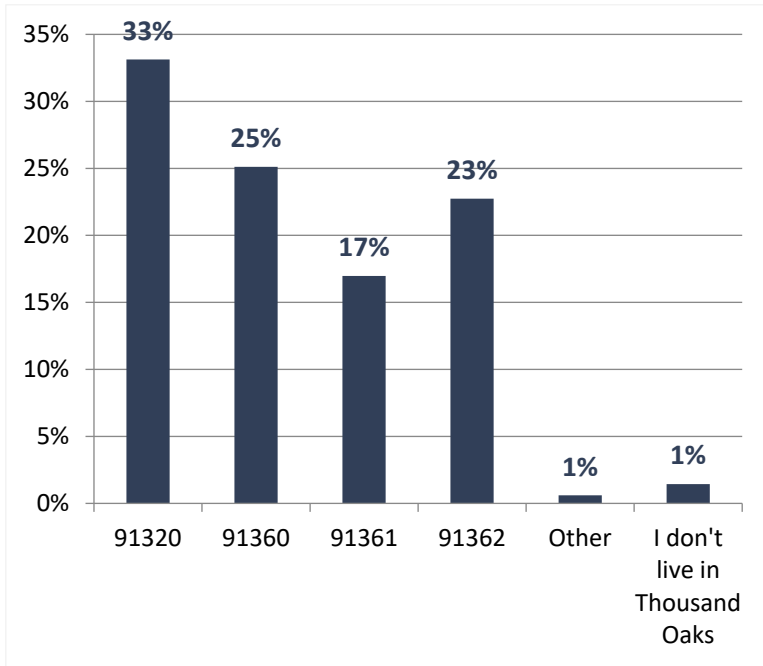
How do you identify?



Answer Choices	Responses	
White (not Hispanic or Latino)	78%	1519
Black or African American	1%	13
Asian or Asian American	5%	99
Native American or Alaska Native	0%	6
Native Hawaiian or Pacific Islander	0%	4
Middle Eastern or North African	0%	9
Hispanic, Latino, or Spanish	9%	177
Multiracial (two or more ethnicities)	6%	118
Answered		1945

Question 33.

What is your zip code?



Answer Choices	Responses	
91320	33%	666
91360	25%	505
91361	17%	341
91362	23%	457
Other	1%	12
I don't live in Thousand Oaks	1%	29
Answered		2010