



**Agoura Village  
Strategic Action Plan  
Opportunities & Constraints  
Analysis**

**4-15-2002**



RRM DESIGN GROUP

*Creating Environments People Enjoy*



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# Chapter 1

## **Project Understanding**

Chapter 1



# INTRODUCTION

## Purpose and Content:

The *Opportunity and Constraint Analysis Report* has been written to establish a clear understanding of the project. Economic, traffic, regulatory, and existing and physical development issues have been identified to help guide the Urban Design Plan. The report has been organized with the background of the project and a general understanding of these issues documented in Chapter 1 and the detailed summaries and analysis contained in Chapter 2. An appendix has been included with minutes from the key stakeholder meetings, the complete Market Feasibility Study, and a map pocket with a large scale version of the context map, existing conditions exhibit, and opportunities and constraints exhibit enclosed. The next step in the process will be to use the information provided to formulate an updated Urban Design Plan that will establish how the Village could be developed physically with a logical system of circulation and parking, improvements to the streetscape, existing and future buildings, and a cohesive set of public improvements that will lead to the creation of a true pedestrian-friendly sense of place in the Village.

## How We Got Here:

The Agoura Village Strategic Plan is the result of an effort launched by the City of Agoura Hills to prepare a plan that will lead to the revitalization, the appropriate use, and the beautification of the Agoura Village area located just south of Highway 101 and east of Kanan Road in the community of Agoura Hills. The Agoura Village area is presently characterized by a mix of land uses and parcels of various shapes and sizes -- some viable, some marginal -- but with little sense of place and cohesion.

In 1997 - 1998, Agoura Village was the subject of a "design brainstorming" effort lead by the city and a consulting team that derived a "Village



## Project Location

The Agoura Village project area is located just south of the Ventura Freeway (101) in the City of Agoura Hills. Agoura Hills is immediately surrounded by the Cities of Calabasas, Thousand Oaks, and unincorporated County to the north. The project area is generally bounded by Roadside Road on the north, Agoura Road on the south, Kanan Road to the west and Cornell Road to the east. The area encompasses about 98 acres of developed and developable area and is characterized by various existing commercial uses including retail, restaurant, office and services. About 66 acres of the total acreage is vacant.



Figure 1-1 - Vicinity map

Concept Plan” embracing a pedestrian-friendly, vibrant, and entertainment-oriented vision for the area. The City Council and the community remain supportive of this vision, and as a result, an overlay zone was placed on the Village as an interim solution to prevent inappropriate uses from developing until a detailed plan was developed (the *Agoura Village Strategic Plan*). Yet, some landowners and prospective developers view the overlay zone as overly restrictive and not conducive to the proper planning and development of the area. Those critical of the overlay zone are calling for more flexibility than presently allowed by city regulations to allow for more unique developments than those anticipated under existing rules and procedures. Also, some development occurring in the Village is occurring without appropriate guidelines in place. Thus, the city has begun preparing the *Agoura Village Strategic Plan* which will confirm land use, urban design, and set into place regulations to implement the *Concept Plan* vision.

## Where We Are Today:

The approved “Village Concept Plan” called for a number of action steps, including an economic feasibility analysis, a physical development plan with design guidelines, and a financing and organizational plan for project implementation. It is the intention of this strategic plan to “test” that vision from the standpoint of economic feasibility, traffic conditions, planning regulations, and urban design issues. The *Agoura Village Strategic Plan* will then make the necessary adjustments to that vision, and develop a clear strategy for achieving it.

## Project Approach

The “Strategic Action Plan” for the Agoura Village area is composed of the following parts:

- A. An analysis that identifies known opportunities and constraints that will need to be respected

in any planning effort for the Village.

- B. An Urban Design Plan depicting how the Village could develop physically with a logical system of circulation and parking, improvements to the streetscape, existing and future buildings, and a cohesive set of public improvements that will lead to the creation of a true pedestrian-friendly sense of place in the Village.
- C. Economic Market Feasibility and Business Attraction Plan to determine the reality of market forces at work in Agoura Hills (and in the region in general, and this site in particular), the market demand potential for development by square footage, to evaluate the potential for mixed-use development with residential uses, to develop a business plan for the area that will help guide the physical design efforts associated with the urban design plan, a plan for recruitment and retention of new and existing businesses, and an evaluation of the funding and implementation mechanisms including redevelopment to achieve the real revitalization of the area.
- D. A Set of Architectural Design Guidelines and Streetscape Development Criteria to guide future private and public improvements in the area and to provide city decision makers with a strong basis for design and development decisions consistent.
- E. A Set of Recommended Amendments to the City’s Zoning Ordinance involving careful amendments to those provisions in the city’s codes and ordinances that are inhibiting good planning and design in the Agoura Village area, and to provide flexibility to respond to market changes and unique development proposals.
- F. A Phasing Implementation and Cost Recovery Plan to ensure that the Village can be built out over time per the plan recommendations and that the urban design plan that will result in real world solutions to improving the Village.
- G. To include a funding and financing plan that identifies costs of public improvements and funding sources to implement improvements.

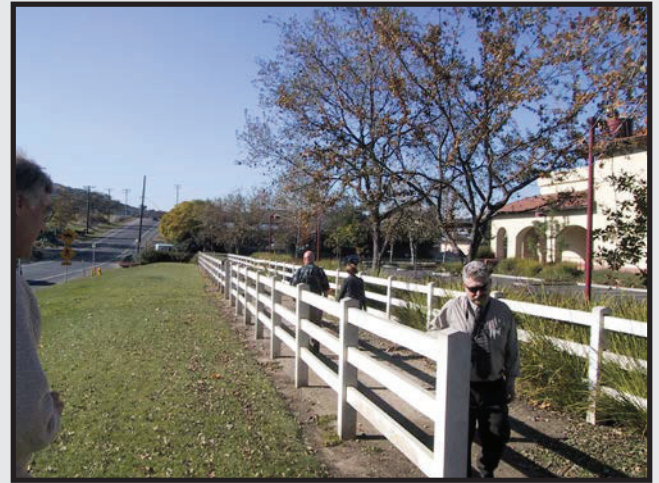


# KEY PERSON INTERVIEWS

During the initial phase of the *Agoura Village Strategic Plan* analysis process, a series of meetings over a two-day period were conducted. The City's consultants met with key stakeholders within the community including various property owners, Planning Commissioners, City Council members, residents, representatives from the Chamber of Commerce, and others. Throughout the interview process several common goals and concerns were revealed. The issues have been divided up into related topics that include: vision, land uses, circulation and traffic issues, natural amenities, and architecture. A summary of these interviews is provided below and a full copy of the key person interviews is provided in the Appendix.

## Vision

- Make it a place where residents and visitors can go and meet.
- Success is dependant on regional appeal -something unique that creates a "draw" (attraction).
- Create an entertainment /family oriented area with a teenage nightclub, bowling alley, skate park with shopping and restaurants, arcade, and batting cages.
- Consider relocating the City recreation facility to the Village area.
- The Village should be developed with mixed-use project with small retail, office, residential, and entertainment uses.
- Small "mom and pop" stores with residential above.
- Develop village as a series of "nodes".
- Recognize density as key element of the "village" planning scheme. Create a dense village that is pedestrian oriented with gathering places.



*Existing pedestrian connection at Mann Theater complex*



*Vacant property and oak trees at Agoura Road and Kanan Road*

- The two vacant parcels on the south side of the Kanan intersection are the key to the Village.

will provide greater access and help new development in the Village area succeed.

## Land Uses

- The primary competition to the village is the Calabasas Commons and the Westlake Promenade.
- Padre's is a local hot-spot and is parking deficient.
- The Whizin center is developing an antique/nightclub niche which could be built upon within the area.
- Create a retail "veneer" along Agoura Road or otherwise camouflage the mini-storage facilities.
- The location of the self-storage is somewhat flexible as long as there is at least one free-way visible property.
- There is a large need for RV storage in the area.
- A residential component will likely be necessary to create a successful pedestrian oriented development.
- High-density housing could work as a secondary use in the Village area.
- A hotel could work within the Village and is desirable.

## Natural amenities

- Creeks are an asset and should be rehabilitated
- The equestrian center "idea" is a draw and should be recognized.
- The area is the gateway to the Santa Monica mountains.

## Architecture

- There should not be one specific type of architectural style, but a consistent urban design thread of something special that allows for architecture to be different.
- Architectural style is not as important as pedestrian amenities.
- Recognize historic buildings and places such as Padre's

## Circulation and Traffic Issues

- The 101/ Kanan interchange is impacted now and causes a barrier between the village and the rest of the City of Agoura Hills.
- Explore the option of on-street diagonal parking on Agoura Road.
- 40K cars a day take Kanan Road to get to the beach in the summer.
- Need to explore traffic calming and link pedestrians across Agoura Road and down to the Mann Theater and Padri's.
- Improvement of the 101/ Kanan interchange

# VILLAGE CONCEPT PLAN “REVISITED”

The original “Village Concept Plan” was looked upon as a starting point in developing the Strategic Plan. The following Land Use and Design Principles were developed as part of the initial process and have been “updated” to determine what adjustments, if any, needed to be made from an urban design, economic feasibility, traffic and regulatory standpoint.

## Land Use Principles

- Make the area a “destination”, accommodating a diversity of uses that serve Agoura Hills’ residents and visitors.
  - Make the place uniquely reflect Agoura Hills’ character and quality of life--do not clone Santa Monica, Pasadena, Thousand Oaks or other examples.
  - Accommodate a diversity of uses that increase activity throughout the entire week--not just weekend nights.
  - Incorporate recreation and open space uses that capitalize on the area’s natural setting into the design concept.
  - In addition to entertainment, accommodate community-serving retail and comparable uses, e.g., specialty market, bookstores and so on.
  - Consider the development of a new City Hall, library, museum, and other public and quasi-public uses such as a new community center, playhouse / theater, or other family oriented uses.
- ~~§ Actively attract one or more “anchor” uses that stimulate the area’s revitalization/ redevelopment.~~
- Consider development concepts consisting of themed retail, local office support, hotel visitor base, recreation/ family-oriented, and mixed-



## “Village Concept Plan” Vision

The development of Agoura Village will transform the Agoura Road corridor, generally located between Kanan Road and Cornell Road, into a pedestrian-oriented center with retail shops, restaurants, theatres, and entertainment uses. Agoura Village will offer a unique shopping, dining and entertainment experience where visitors can stroll within a rural European village atmosphere. The natural setting offered by the surrounding oak covered hillsides, creeks and views of Ladyface Mountain will enhance the shopping experience and will create a sense of being in a special place.

Development in Agoura Village will be designed to take advantage of the natural surroundings. Shared parking will be provided behind the buildings so that one can simply park at one spot and walk to the various businesses within the Village. There will also be a central community plaza with plenty of landscaping, public furniture, and public art to enhance the pedestrian experience.

use housing.

- Consider the inclusion of housing above ground level commercial.
- Emphasize the development of uses that enhance/attract pedestrian activity.
- Consider creating a parking district where the development of shared parking facilities, on-street parking, and parking reductions that can support multiple businesses.
- Incorporate a public plaza that serves as the center of community events and celebrations, e.g., farmers markets, picnics.
- Consider the development of a shuttle that conveniently links the area's businesses and sites, e.g., carriage, bus, other.
- Consider development of high density stand alone residential as a secondary use to commercial development in support of a themed retail village environment.
- Consider prohibiting certain land uses that erode the desired pedestrian village concept such as mini-storage, building supplies, drive-thru restaurants, auto repair, etc.
- Others?

o create a pleasant street environment to promote walking and link various uses together (trees, sidewalks, lighting, furnishings, pedestrian crossings, etc.)

- Incorporate "traffic calming" techniques to promote a pedestrian-friendly environment.
- Site and design buildings to take advantage of the natural environmental setting.
  - o provide views to surrounding mountains sheds from public places
  - o orient outdoor/indoor dining and other uses to the Creek and Ladyface Mountain/Santa Monica Mountains
  - o use natural building materials and colors indigenous to the area in the design of new spaces
  - o maintain natural topography--buildings should "step up" the slopes, rather than creating uniform flat pads and make good use of varying topographic conditions.
- Incorporate design elements that provide a sense of identity and orientation--Oak trees and towers as visual landmarks.
- Establish clear and identifiable Village gateways, to describe a special district.
- Strive to restore and enhance creeks to provide attractive pedestrian spaces and improve the natural environment.
- Consider building designs that are unique and express local individuality as opposed to a uniform design style.
- Employ urban design solutions that support existing viable uses and historic buildings in the study area, i.e. Padri's, Canyon Club, and the Adobe Cantina.
- Beautify and / or screen long term non-conforming uses.
- Consider creating access and connection to surrounding open space area, i.e. hiking, biking, and equestrian activities.
- Others?

## Design Principles

- Site and design development to create a distinct and cohesive place, functioning as the primary center of Agoura Hills' identity.
- Site and design uses and buildings to promote pedestrian activity.
  - o locate buildings on street frontages and sidewalks
  - o modulate/articulate building elevations
  - o extend indoor uses to the outdoors
  - o provide streetscape treatment and amenities
  - o incorporate pedestrian-oriented signage and lighting
  - o locate parking to the rear of structures and / or screen from view



Figure 1-2 - Village Concept Plan prepared by Envicom Corporation and Siegal Diamond Architecture - May 1997

# SUMMARY OF FINDINGS

## Existing / Physical Constraints and Opportunities

- The village area consists of 98 acres of developed and developable area;
- Approximately 29 parcels consisting of 66 acres are vacant within the study area;
- An eclectic mix of uses including small restaurants, a movie theater complex, self-storage facilities, a gas station, and a lumberyard and home improvement businesses are currently in the study area;
- There are currently no sidewalks along Agoura Road and the uses are not visually or physically linked;
- The Conejo Valley U-Store-It fronts the pedestrian connection along Agoura Road and Medea Creek and should be screened;
- Potential village gateways are located at Kanan and Roadside Drive, Kanan Road and Cornell Road, Cornell Road and Agoura Road, and just west of the boundary area near the self-storage;
- The southern boundary of the study area is adjacent to Lady Face Mountain and areas designated as open space;
- Steep slopes and volcanic rock limit the developable area of the vacant parcels adjacent to Kanan Road on the south side of Agoura Road;
- Three rivers run through the project area;

## Market Feasibility Study

- Potential development concepts proposed for the study are consist of themed retail, local office support, hotel visitor base, recreation/family-oriented, and mixed-use housing;

- currently Agoura Hills is adequately meeting the demands of local serving retail uses, including food stores, service stations, and home furnishings
- the competition from outlying centers does not make the project area conducive at this time to attract large anchor retailers
- area has potential to be visible from the freeway with signage, capturing a share of high-way-traveler market
- existing office and hotel base in the area is a source o demand for retail and entertainment activities
- most of the residential population of Agoura Hills is north of the freeway

## Traffic Analysis

- Agoura Road / Kanan Road intersection is currently operating at LOS C. This intersection is expected to operate at an unacceptable LOS E during the p.m. peak hour given future traffic volume projections.
- Agoura Road / Cornell Road is currently operating at LOS B. The intersection could remain an all-way stop controlled intersection or a modern roundabout could be installed.
- existing pedestrian crossing opportunities exist at the Agoura Road / Kanan Road intersection and along the east side of the flood control channel just west of Cornell Road
- adequate sidewalks or pedestrian paths should be provided with a minimum width of 8 feet
- on-street parking, either parallel or diagonal, should be considered
- Agoura Road naturally serves as a regional bike route
- An enhanced crossing should be provided near the existing mid-block crossing as this locations provides the best sight distance for approaching motorists

- Improvements to the Agoura Road / Kanan Road intersection will need to be mitigated in order to retain or improve a LOS C or better under future conditions;

## Regulatory Analysis

- In order to facilitate a reduction of the width of Agoura Road an amendment to the City's Circulation Element would be required;
- The Circulation Element and the City's Master Bikeway Plan identify Agoura Road as a Class II Bile Lane;
- Agoura Road through the project area is designated as a Local Scenic Highway;
- Kanan Road is designated as both a Local Scenic Highway and a Primary County Scenic Highway south of the Ventura Freeway;
- Existing oak trees adjacent to the roadway need to be preserved;
- Adopted Council Policy limits street lighting to intersection along Agoura Road. Highly decorative non-standard street lighting fixtures at lower heights with non glare fixtures could be incorporated to meet this objective;
- Connections to the open space corridor at the Zuma Ridge Trail and Media Creek need to be maintained;
- The equestrian center proposed in the "Village Concept Plan" would require an amendment to the Parks and Recreation Element to show future extensions of the Trail and the contemplated use, operation, and ownership of the center;
- The southwest quadrant of the Kanan Road / Agoura Road intersection is included within the boundaries of the Ladyface Mountain Specific Plan which indicates that portions of the parcel that are located above 1100-foot elevation are restricted to open space use only. The area is also designated for retail commercial with a maximum building area of 100,000 SF.



*Media Creek on south side of Agoura Road*



*Existing right-of-way on north side of Agoura Road*



*Vacant lot between Conejo Valley U-Store-It and Agoura Building Materials*



*Existing landscape buffer between Agoura Road and Conejo Valley U-Store-It*







# Chapter 2

## **Detailed Studies**

Chapter 2



# EXISTING/PHYSICAL CONSTRAINTS AND OPPORTUNITIES



## Village Boundaries

Agoura Village is located about half way between Westlake Village and Calabasas just off of Highway 101 within the City of Agoura Hills. The study area runs along both sides of Agoura Road a block west of Kanan Road to approximately two blocks east of Cornell Road. Roadside Road and Highway 101 border much of the study area to the north and open space borders the south. The area encompasses about 98 acres of developed and developable area and is characterized by various existing commercial uses including retail, restaurant, office and services. About 66 acres of the total acreage is vacant.

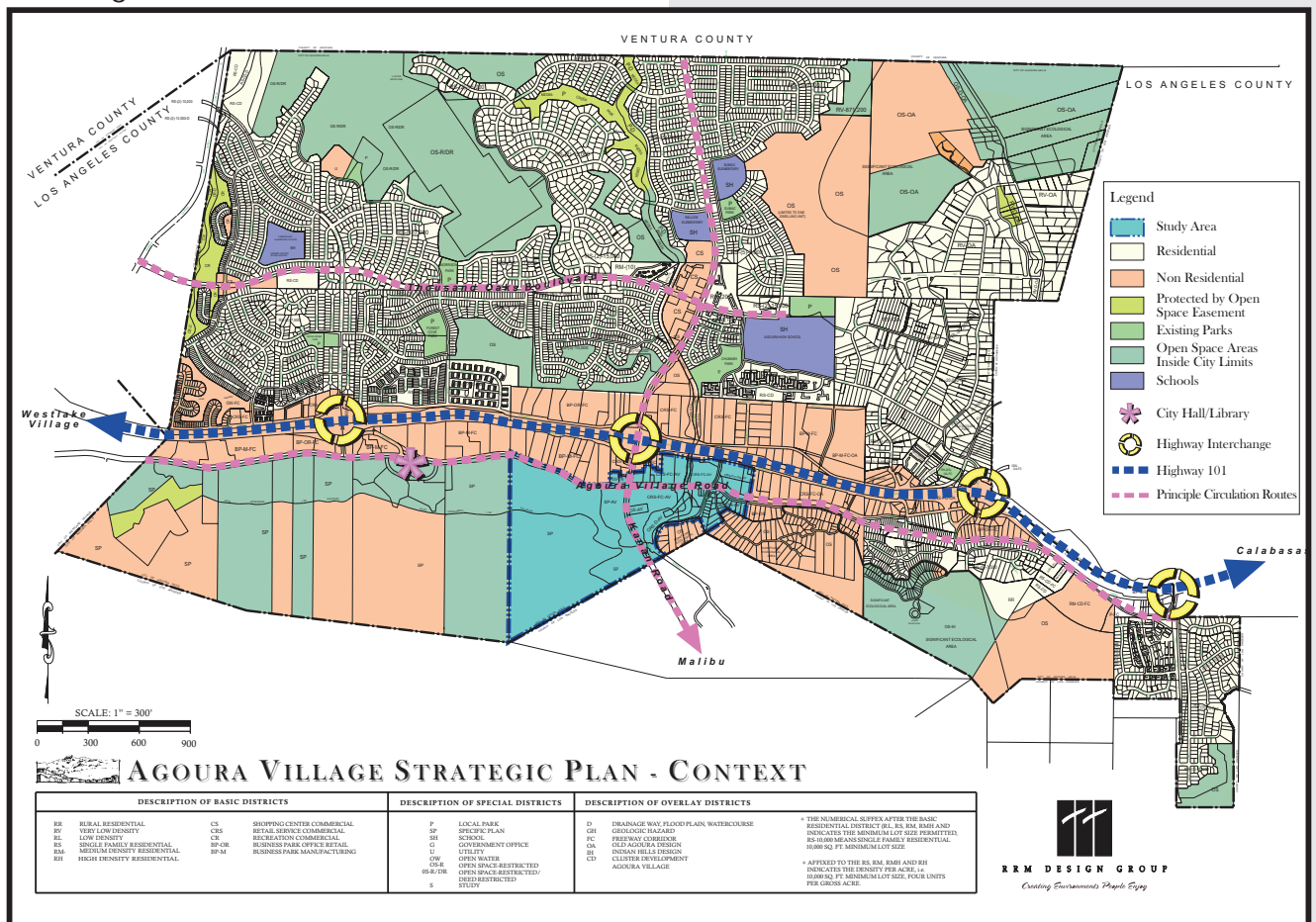


Figure 2-1 - Context Map

# Land Use

Currently the study area consists of an eclectic mix of uses consisting of several small restaurants, a movie theater complex, self-storage, a gas station, and a lumberyard and several home improvement businesses (refer to Figure 2-2). Currently there are no sidewalks along Agoura Road and the uses are neither visually nor physically linked. Aside from the restaurants and the movie theater, there is presently little reason to walk within the Village get from one place to another. A shift in some of the existing uses, development of new commercial/ retail projects, and the implementation of sidewalks and street trees will all be important catalysts in the creation of a "village" environment.

Currently there are a few land uses that are not conducive to a downtown village. The Conejo Valley U-Store-It east of Kanan Road fronts the

potential pedestrian connection along Agoura Road and Medea Creek. The site will need to be additionally screened so as not to break up the visual and physical connection of desired uses within the area.

# Gateways

Kanan Road is the primary intersecting thoroughfare within the study area. The majority of residents that live within Agoura Hills reside on the north side of Highway 101 and access the village via Kanan Road. In addition, motorists from surrounding communities arrive either from the Highway off ramp at Kanan Road to the north or through the Santa Monica Mountains connecting to Malibu to the south. Potential gateway locations to the Village occur at Kanan Road and Roadside Drive to the north and Kanan Road and Cornell Road to the south.

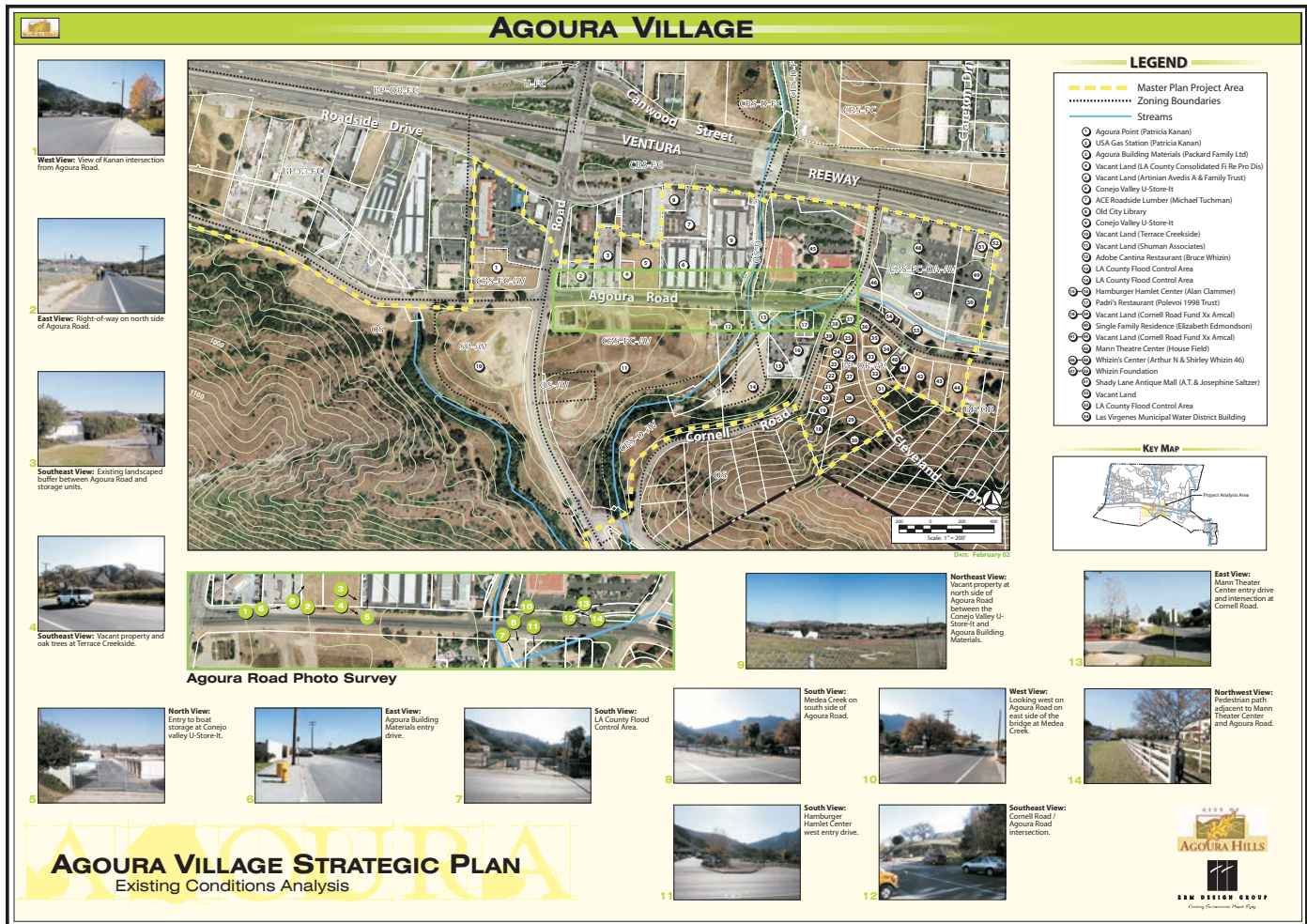


Figure 2-2 - Existing Conditions Analysis

Agoura Road is the primary east and west alternate to Highway 101 and runs right through the study area. The village core and most desirable gateway location is at the Cornell Road intersection to the east and just west of the study area boundary to the west near the self-storage business (refer to figure 2-3).

The four gateway locations should be designed such to help create an identity for the village area and to announce it as a special place within the City. Subtle yet classy entry monuments that reflect the character of the area should be constructed to provide a memorable entry to the area. These entrances should give visitors and residents a feeling of what to expect within the specific plan area and be welcoming without being overstated. Signs should be lighted, landscaped, and placed permanently at the back of the sidewalk or within raised medians.



Figure 2-3 - Opportunities and Constraints Analysis

## Topography

The southern boundary of the study area is adjacent to the base of Lady Face Mountain and areas designated as open space. Steep slopes and volcanic rock limit the developable area of the vacant parcels adjacent to Kanan Road on the south side of Agoura Road.

Agoura Road has a moderate slope and reaches a plateau just east of Kanan Road and then begins to drop in both directions. Mid-block crossings will have to be strategically located due to low visibility on Agoura Road.

## Natural Resources

The area is located in an attractive setting, with oak trees and rolling hills, that has the potential to create a pedestrian-oriented village with outdoor areas and dining.

There are three creeks that run through the study area. Currently Medea Creek and Chesbro Creek have been converted into covered drainage channels that run along Agoura Road behind the Whizin Center and the Mann Theater Complex. These channels could be restored to a more natural state and new urban development could be designed to take advantage of the resources, as well as becoming a feature to connect the Whizin Center and the Agoura Cinema Center.

The creek in the western portion of the study area is in a natural condition and should be considered an asset to protect and use as a resource in site planning.

## Development opportunities

About 29 parcels consisting of 66 total acres are vacant within the study area. The two largest parcels are on the south side of Agoura Road flanking Kanan Road and are the heart of the village center. The future development of these parcels will have a great impact on the vision and future

of the village.

## Existing development

Many parcels within the study area are built out with existing development. These include building materials and supplies, self-storage, restaurants, gas stations, and others. Many of the existing uses are incongruent with the goal of creating a pedestrian oriented mixed-use destination in Agoura. Additionally, many of the existing uses have been located in the study area for a long time having contributed to the City's economic condition and have relatively high real estate values. These conditions will make it difficult to redevelop or relocate existing uses in the short to mid-term. Therefore a long range solution must be developed which supports the viability of these businesses while creating opportunity to beautify, revitalize, and redevelop them into uses that are consistent with the area vision.

# MARKET FEASIBILITY STUDY

## Summary of Market Opportunities

The market feasibility analysis addresses the potential for a range of development opportunities. Potential development concepts for the Agoura Village project area include themed retail as the primary concept, as well as others:

- Themed retail: Focuses on a “lifestyle center” concept that includes retail related to Leisure Time Activities, Visual Arts, Culinary Arts and Decorative Home Improvements;
- Local office support: A mix of office-oriented retail and services such as office-supply and stationery stores, personal services and child care facilities, could serve the concentration of office development in the area;
- Hotel visitor base: A mix of services, retail, restaurants could draw on the nearby Renaissance Hotel and new Hampton Inn visitor base, and there may be potential for additional hotel development;
- Recreation/family-oriented: Focuses on uses that combine recreational activities with retail and provide a unique attraction. This type of activity could draw patrons for the local hotels, as well as serving as a local meeting place with its banquet facilities.
- Mixed-use housing: Opportunities exist for mixed-use in the project area. Housing market trends indicate that housing demand is strong and supply is dwindling. Therefore, it is likely that housing in the project area would be absorbed rapidly in today’s market.



### **Purpose**

The purpose of the market feasibility analysis is to identify new opportunities that can create a retail and community focal point in the City while contributing to its economic well-being. This will involve integrating existing development in the Agoura Village project area with new mixed-use development. The locational advantages of the area, including its prime access off U.S. 101 and the well-traveled arterial Kanan Road, give the Agoura Village area the potential to become a vibrant town center. However, the tenant mix and configuration of the existing retail centers in the project area need to be addressed in order for the City to establish a competitive position with centers in nearby communities.

## Overall Market Summary

The major findings related to the broader market area are as follows:

- Ring data on household income was obtained for households within a 1.5-mile, 3-mile and 5-mile radius from the intersection of Agoura Road and Kanan Road, roughly the location of the Agoura Village project area. The estimated average annual household income of about \$125,567 for the 1.5-mile radius is higher than for households within a 3-mile radius (\$119,456) but less than for households within a 5-mile radius (\$129,673);
- The estimated total purchasing power of households within a 1.5-mile radius is about \$553.9 million, and about \$3.6 billion within a 5-mile radius;
- Agoura Hills is adequately meeting the demands of local serving retail uses, including food stores, service stations and home furnishings. However, estimated annual household purchases analysis indicates that City residents are making sizable purchases outside the City, largely in community and regional serving categories such as general merchandise, auto dealers and apparel;
- Overall, the City's per capita taxable retail sales have increased in real dollars from \$8,055 per capita in 1990 to \$8,702 in 2000, or about 8.0 percent. A pronounced increase (225.6 percent) occurred in Home Furnishings, most likely reflecting the opening of the Reed's store along the northern side of the Ventura Freeway. Decreases occurred in apparel, other retail, building materials, general merchandise and service stations, with apparel showing the largest decrease (63.5 percent) during this time period;
- Although the City's per capita taxable retail sales have increased in real dollars from \$8,055 per capita in 1990 to \$8,702 in 2000, the City has much lower per capita taxable retail sales than its neighboring communities. Per capita taxable retail sales in year 2000 were \$21,728 in Westlake Village, \$15,164 in Thousand Oaks, and \$12,497 in Calabasas, a community of similar size;
- The estimated annual retail expenditures represented by households along the Agoura Road corridor is about \$49.4 million, and increases to about \$91.1 million when households located within a 1.5 mile-radius of the project area are included;
- Of the City's top 25 sales tax producers, three are located in the Agoura Village project area. Most of the top 25 producers are Service Stations, followed by Other Retail and Building Materials establishments; and
- According to 1999 data, about 31.5 percent of the City's 1,029 firms combined were in Professional & Technical or Management (16.1 percent) and Services (15.4 percent). This data indicates that office development represents a large portion of the City's employment base.
- Within the Agoura Village project area there is currently an estimated 284,610 square feet of retail and non-retail tenants. Retail uses comprise about 51.2 percent of the tenants, while non-retail uses comprise about 48.8 percent of these uses, primarily due to the self-storage facility which is estimated at 104,600 square feet. The overall vacancy rate is about 1.2 percent;
- The competition from outlying centers does not make the project area conducive at this time to attracting large anchor retailers. In addition to the Agoura Village project area, there is an estimated 1.5 million square feet of nearby neighborhood and community retail centers. In addition, there is a regional center (Janss Marketplace) and super-regional center (The Oaks) in Thousand Oaks that encompass over 1.5 million square feet of retail uses; and
- Over 1.3 million square feet of additional retail space has been identified as either under construction, approved or proposed in the broader market area.



## Strengths and Weaknesses of the Area

### Strengths

- The project area is situated in a prime location. Agoura Road is a main artery through the City and has multiple points of freeway access, making it a local alternative to the freeway. Agoura Road could provide the activity required to support a variety of retail activities. In addition, traffic flows north and south on Kanan to the coastal communities and beaches;
- The current Agoura Village retail centers provide an eclectic mix of retail, including antique shops, restaurants, entertainment and retail shops. The restaurants include popular eating establishments such as Chuy's and Islands, as well as the Adobe Cantina and Padri's, which draws patrons from as far away as Malibu;
- Overall, the project area generates about \$2.0 million in total sales tax revenues, or about 80.0 percent of the City's total sales tax revenues. This includes both retail and non-retail taxable sales;
- The area has the potential to be visible from the freeway with signage, capturing a share of the highway-traveler market. Traffic volume data indicates that U.S. 101 carries an average 180,000 vehicles per day south of the Kanan Road interchange and 171,000 vehicles per day north of Kanan Road;
- The area is located in an attractive setting, with oak trees and rolling hills, that has the potential to create a pedestrian-oriented village with outdoor areas and dining;
- The drainage channel that runs across Agoura Road in the eastern portion of the project area, could be redesigned to become an attractive, landscaped promenade for outdoor dining and lounging, as well as a feature to connect the various retail opportunities;
- The existing office and hotel base in the area is a source of demand for retail and entertainment activities. Currently there is new office

development occurring adjacent to the project area, and the 94-room Hampton Inn is under construction west of the project area; and

- Within a 1.5-mile radius of the Agoura Village project area, about 48.1 percent of the total households have members who are less than age 18. Approximately 38.2 percent of the households south of the freeway within this 1.5-mile radius have households with members less than age 18. This indicates that there is potential for family-oriented retail, recreation and entertainment uses within the project area.

causing development along both sides of Agoura Road has the potential to create more or a community environment.

## Competitive Retail Environment

The market area is generally viewed as the City of Agoura Hills plus its immediately adjacent areas within an approximate 5-mile radius, including portions of Calabasas, Thousand Oaks, Westlake Village and the unincorporated community of Oak Park. About 28,036 households are located within the 5-mile radius. The market area definition was selected based on the distance that someone might travel to make retail purchases at a community shopping center. Data was collected on existing retail centers within the market area. There is currently a strong mix of neighborhood and community centers in the market area that provide about 1.7 million square feet of retail uses, including about 960,394 square feet of anchor tenants.

About 1.4 million square feet of additional retail uses are planned in the market area, with most of the retail planned in Thousand Oaks. In the City of Agoura Hills, this includes the Selleck proposal, which formerly included a Home Depot. This project is still being considered for about 120,000 square feet of mixed-use retail just to the west of the project area. Whatever is approved on this site will have a direct impact on the land uses for the Agoura Village project area.

According to the market area survey of the community centers and the Agoura Village project area, a large proportion of the retail tenant mix is comprised of other retail stores (29 percent), which include specialty stores such as stationery, books, jewelry, gifts and sporting goods. Eating and drinking establishments also make up a large portion (26 percent) of the market area tenants, as do services at about 23 percent of the total tenants. The only building materials tenants were located in the Agoura Village project. General merchandise (i.e., large value-oriented retailers such as Costco or Target) and movie theaters comprise only 2 percent and 1 percent of the total tenant mix respectively.

### Weaknesses

- The potential for retail in certain categories is limited due to the large supply in the competitive centers. This includes food stores, apparel, home furnishings and general merchandise;
- There is a limited population base directly around the Agoura Village area. Most of the residential population of Agoura Hills is north of the freeway, creating a psychological barrier that must be overcome if shoppers are to be attracted to the area south of the freeway;
- The existing centers lack connectedness between each other that would be necessary in a town center to provide the full range of pedestrian-oriented activities and a sense of place;
- The existing vacant sites pose physical constraints such as the slope of the terrain and soil conditions, that will have to be addressed in order to construct new development;
- The costs for providing new infrastructure along Agoura Road, as well as improvements required for road widening and enhancements to Kanan Road, will be substantial and may require additional sources of financing; and
- The current configurations of the Whizin Center and the Agoura Cinema Center at the eastern segment of the project area face Roadside Road and the 101 Freeway as their primary retail window rather than Agoura Road. Refo-

## Agoura Village Opportunities

Due to competitive retail centers in the market area, including the Promenade in Thousand Oaks and the Commons in Calabasas, as well as an adequate supply of grocery and drug stores at neighborhood centers, there are certain retail concepts that are not likely to be successful in the Agoura Village project area. A goal of the Agoura Hills General Plan is to protect the semi-rural character of Agoura Hills, which means that the area is not conducive to “big-box” retailers or large value-oriented retailers. Measure H, a voter initiative to limit the gross floor area of retail stores to a maximum of 60,000 square feet, recently passed in the City and reflects this goal of the General Plan. In addition, the Mann Movie Theatres in the project area, as well as newer multi-screen theaters developed in the market area, pose strong competition for this type of use in the Agoura Village area.

Agoura Village has the potential to be a real town center with street front retailing, mixed-use developments, and pedestrian oriented connectivity between developments. Potential opportunities can be found in concepts that include themed retail, development oriented towards serving the office market, recreation/family-oriented uses and mixed-use residential.

### Themed Retail

If the project area can distinguish itself from its competitors, it has the potential to attract shoppers, businesses, residents and quality retailers. Themed retail provides the best opportunity to do this. The concept of a “Lifestyle Center” is a theme in which predominant uses are centered around discretionary spending on:

- Leisure Time Activities: include retailing such as sporting goods, bicycle shops, surfing, skating, skiing, snowboarding, fitness centers, yoga, dance and day spas, music and videos, clothing that supports activities and travel-oriented stores;
- Visual Arts: include art galleries, crafts, arts and crafts classes, specialty gifts and jewelry, pho-

tography, picture framing, and specialty book stores that feature sections on art, architecture, cooking, fitness and health;

- Culinary Arts: include restaurants, cafes, specialty food stores, health food stores, and gourmet kitchen ware;
- Decorative Home Improvements: include furnishings from foreign lands, artistic accessories, art-work, and hand-made furniture and furnishings.

Specific retailers and square footages that could be accommodated by this concept are presented in Tables 2-1 through 2-4. A life style concept would be suitable for a town center with or without major anchor retailers. The particular retailers and regional reach of the center may vary with the existence or absence of anchor tenants, with a larger trade area for an anchored town center and probably higher rents. The life-style center concept is compatible with the community's vision of the project area, and also represents a concept that is not currently present in the market area. In addition, the size of the available parcels are more suited to this type of tenant than for supermarkets, large consumer electronics, major furniture stores, and big-box discounters.

Agoura Village: Suggested Leisure Time Retailers		
Retail Type	Retailer	Store Size (Square Feet)
Children's Apparel Sports Clothing/Accessories	Children's Place	6,500
	Just Sports	5,000
	Swimwear	1,500
	Skeechers Shoes	3,000
	Rockport Shoes	3,000
	Sun Glass Hut	1,000
	Wilson's House of Suede	5,000
Music and Videos	Tower Records	20,000
	Hollywood video	10,000
Day Spas/Yoga/Fitness/Dance	Family Fitness Cntr	20,000
	Nordic Track	2,000
	Lisa Bell Day Spa	10,000
Beauty and Personal Services	Burke Williams Spa	10,000
	Supercuts	1,500
Sporting Goods	International Golf	3,000
	Helen's Cyclery	2,000
Travel Stores	The Travel Store	2,000

Table 2-1 - Suggested Leisure Time Retailers

Agoura Village: Suggested Visual Arts Retailers		
Retail Type	Retailer	Store Size (Square Feet)
Art Galleries	Martin Lawrence Art Gall	1,500
	Visual Effects	2,500
	Sarah Bain Galleries	2,000
Arts and Crafts	Color Me Mine	1,000
	Michaels Arts & Crafts	15,000
Bookstores - specialty	Rizzoli	2,000
Jewelry	Local establishment	1,500
Photography	Fromex	1,500
Picture Framing & Art	Aaron's Art Supply	7,000

Table 2-2 - Suggested Visual Arts Retailers

Agoura Village: Suggested Culinary Arts Retailers		
Retail Type	Retailer	Store Size (Square Feet)
Sit Down restaurants	Wolfgang Puck Tratoria	2,000
	Pane e Vino	5,000
	Chico's	5000
	Market City Cafe	4000
	Gaucho Grill	5000
	Matrix Sports Bar	10000
	Baja Fresh Mexican Grill	2500
	Souplantation	8000
Specialty Foods	Trader Joe's	10,000
	O Sushi	1,500
	Cold Stone Creamery	1,200
	Kelly's coffee & Fudge	1,000
	Ben and Jerry's	1,000
	Jamboree Juice	1,000
	Ghirardeli Chocolate	1,500
	Cafes	Starbucks
Coffee Bean & Tea Leaf		2,000
Seattle's Best Coffee		2,500
Bakeries, Bagels	Noah's Bagels	2,500
	Western Bagels	2,500
Gourmet Kitchen Ware	Williams Sonoma	12,000
Health Foods, Diet Services	General Nutrition	1,500
	Jenny Craig	2,500
	Nutri/System	2,000

Table 2-3 - Suggested Culinary Arts Retailers

Agoura Village: Suggested Decorative Home Improvements Retailers		
Retail Type	Retailer	Store Size (Square Feet)
Antiques		
Consumer Electronics	Radio Shack	2,500
	Brookstone	3,000
Home Furnishings	Z Gallerie	7,500
	Crate & Barrel	5,000
	Pottery Barn	10,000
	The Bombay Co.	4,000
	Williams Sonoma	5,000
	Pier 1 Imports	10,000
	Wicks n Sticks	2,000
	Cost Plus World Market	20,000
	Gardening, Nurseries - Specialty	Local establishment
Specialty Houseware & Gifts	Mikasa Glassware	2,000
Bath & Bedroom	Bath and Bodyworks	5,000
	Laura Ashley	1,500

Table 2-4 - Suggested Decorative Home Improvement Retailers

### Other Development Concepts

Other concepts that would work well in the Agoura Village project area include development oriented towards serving the office market, hotel development, recreation/family-oriented uses, and mixed-use residential. These concepts combine local lifestyle and family-oriented retailers, local serving office uses, and the possibility of residential apartments or condominiums at the rear of those properties that are large enough to incorporate all three uses.

### Local Office Market Support

A mix of retail and services that are office-oriented could support the strong concentration of office development in the project area. These include businesses such as office supply and stationery, printing and copying, banks, travel agencies, catering, personal and convenience services. There is also an estimated 90,000 square feet of new office space under construction just east of the project area.

### Uses Drawing on Hotel Visitor Base

A mix of retail and services could draw the nearby hotel visitor base. The City's only hotel, the Renaissance, provides 281 guest rooms, and The Hampton Inn, with 94 guest rooms, is also currently under construction along Agoura Road west of the project area. New hotel development may be able to host additional visitors as a result of new activities created in the project area.

### Recreation/Family-oriented Uses

The recreation/family-oriented theme focuses on uses that combine recreational activities with retail. One suggested use is an ice-skating/hockey facility, such as the Ice Station in Santa Clarita of about 92,000 square feet (including about 5,500 square feet of retail and restaurants), which provides three types of ice rinks as well as youth programs, banquet facilities for 200, and restaurant uses. This type of facility could attract additional visitors to the area as a result of hockey tournaments and skating competitions, drawing patrons for the local hotels. It could also

serve a community function as a local meeting place with its banquet facilities.

### Mixed-use Housing Development

Mixed-use housing is also a strong possibility. While an exact study of specific housing types has not been undertaken for the area study, the overall housing market trends indicate that housing demand is strong and housing supply is dwindling. Agoura Hills has built very little housing from 1990 to 2000. Therefore, it can reasonably be assumed that attractive rental or ownership housing in the project area would be absorbed rapidly in today's market.

Growth projections from 2000 to 2020 from the Southern California Association of Governments indicate that the City will experience slow population and employment growth during this time period. Therefore, the demand for additional retail and services will come from better serving the local community and capturing more of the surrounding market area with a unique village experience. For example, new households in the immediate area would bring new demand estimated at about 36 to 72 square feet per household for a range of retail uses. Thus, for an increase of 100 households, about 7,200 square feet of new demand could be potentially captured within the project area.

# TRAFFIC ANALYSIS

## Study Area

The study area for the *Agoura Village Strategic Plan Traffic Analysis* includes Agoura Road between Kanan Road and Cornell Road as well as the following intersections.

1. Agoura Road/Kanan Road
2. Agoura Road/Cornell Road

Agoura Road is a two-lane facility east of Kanan Road, with wide shoulders striped with white edgelines. There are no curbs, gutters or sidewalks along Agoura Road, except for the section near Cornell Road where there are curbs, but no sidewalks. Kanan Road is a four-lane facility which provides access to the U.S. 101 interchange. Cornell Road is a two-lane rural road which provides access between Kanan Road and Agoura Road.

The intersection of Kanan Road/Agoura Road is controlled by a traffic signal. The intersection of Agoura Road/Cornell Road is controlled by stop signs on all approaches.

## Planned Improvements

Although not part of the study area, the U.S. 101 interchange at Kanan Road is slated to be improved. These plans include relocation of the southbound off-ramp to align with Roadside Drive, an added southbound on-loop from southbound Kanan Road, and relocation of the northbound U.S. 101 ramps to Canwood Street. The project construction is expected to start in December 2003 with a projected completion date by December 2004.

Intersection improvements were recently completed at Kanan Road/Agoura Road. These improvements consisted of the addition of protected left-turn phasing for northbound and south-



Figure 2-4 - Traffic Analysis Study Area

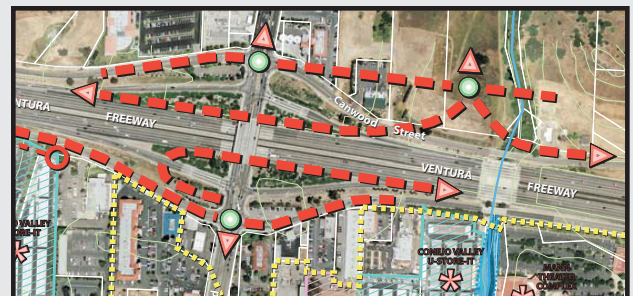


Figure 2-5 - Highway 101 Interchange at Kanan Road

bound traffic as well as a widened approach on eastbound Agoura Road. These improvements are assumed in the intersection level of service analysis.

## Existing Traffic Volumes

Daily traffic counts were collected on Agoura Road between Kanan Road and Cornell Road from Tuesday, January 22, 2002, to Thursday, January 24, 2002. Based on those traffic counts, Agoura Road carries approximately 7,600 vehicles per day, including 382 vehicles in both directions during the a.m. peak hour (8:00-9:00 a.m.), 807 vehicles during the midday peak hour (12:15-1:15 p.m.) and 631 vehicles during the p.m. peak hour (5:00-6:00 p.m.). Based on the peak hour traffic counts taken at the intersection with Agoura Road, it is estimated that Kanan Road immediately north of Agoura Road carries approximately 17,800 vehicles per day.

U.S. 101 provides regional access to the City of Agoura Hills and the study area through the Kanan Road interchange. U.S. 101 carries an average of approximately 180,000 vehicles per day south of the Kanan Road interchange and 171,000 vehicles per day north of Kanan Road. The peak hour volume on U.S. 101 is approximately 15,500 vehicles.

## Intersection Level of Service Methodologies

Level of Service (LOS) is used to rank traffic operation on various types of facilities based on traffic volumes and roadway capacity using a series of letter designations ranging from A to F. Generally, Level of Service A represents free flow conditions and Level of Service F represents forced flow or breakdown conditions. The LOS designation is generally accompanied by a unit of measure which indicates a level of delay.

The study intersections were analyzed using methodologies from the *Highway Capacity Manual*

*2000*, Transportation Research Board, 2000. This source contains methodologies for various types of intersection control, all of which are related to a measurement of delay in average number of seconds per vehicle. The ranges of delay associated with the various levels of service are indicated in Table 2-5.

The signalized methodology is based on factors including traffic volumes, green time for each movement, phasing, whether or not the signals are coordinated, truck traffic, and pedestrian activity. Average stopped delay per vehicle in seconds is used as the basis for evaluation in this LOS methodology. It should be noted that the levels of service for this study were calculated using optimized signal timing.

The Levels of Service for the study intersection with all-way stop controls were analyzed using the all-way stop controlled capacity method from the *Highway Capacity Manual 2000*. This method determines a level of service for the intersection as a whole.

## Traffic Operation Standards

While the addition of on-street parking, either parallel or diagonal, would create increased delay along the corridor, its inclusion should be based not on the capacity of the street but the need to create a pedestrian friendly environment. Parking not only provides opportunities for easy access to the street activity, but also creates a buffer between the sidewalk and roadway.

For the purpose of this study, project-specific and cumulative traffic impacts are considered significant if implementation of the Project would:

- cause an increase in traffic on adjacent corridors that is substantial in relation to the existing traffic load and capacity of the street system; the project corridor focuses on creating a pedestrian friendly environment with slower moving traffic, therefore, the increase in traffic on the project section should consider this goal;



- require project-related transportation system changes that conflict with a locally- or state-adopted plan or goal pertaining to transportation, including violation of an applicable State, County, or City adopted level of service standard;
- result in congestion worse than LOS C at any study intersection based on the City's adopted LOS Standard contained in their *General Plan*, since the project corridor focuses on creating a pedestrian friendly environment with slower moving traffic and congestion, the level of service standard will be applied to bordering intersections such as Kanan Road/Agoura Road rather than interior project intersections;
- cause significant delay to traffic flow on public streets because of site-designed access at site driveways;
- cause a potential decrease in pedestrian and traffic safety on public streets because of site access driveways or additional traffic volumes;
- provide inadequate or potentially unsafe circulation from site-designed on-site circulation plans; or
- be inconsistent with the local guidelines because of site-designed circulation aspects.

## Traffic Signal Warrants

The *Traffic Manual*, California Department of Transportation, contains guidelines for determining the need for a traffic signal. Potential need for installing traffic signals at the unsignalized study intersections was evaluated using Warrant #11, Peak Hour Volume, assuming urban conditions. This warrant bases the need for a traffic signal purely on the peak hour vehicular traffic volumes. Although traffic signal warrants may be met for some conditions, the decision to install a traffic signal should also be based on the other traffic signal warrants which consider daily traffic volumes, collision experience, current traffic operation, adjacent traffic controls, adjacent school activity, and pedestrian volume.

Intersection Level of Service Criteria		
LOS	Unsignalized Intersections	Signalized Intersections
A	Delay of 0 to 10 seconds. Gaps in traffic are readily available for drivers exiting the minor street.	Delay of 0 to 10 seconds. Most vehicles arrive during the green phase, so do not stop at all.
B	Delay of 10 to 15 seconds. Gaps in traffic are somewhat less readily available than with LOS A, but no queuing occurs on the minor street.	Delay of 10 to 20 seconds. More vehicles stop than with LOS A, but many drivers still do not have to stop.
C	Delay of 15 to 25 seconds. Acceptable gaps in traffic are less frequent, and drivers may approach while another vehicle is already waiting to exit the side street.	Delay of 20 to 35 seconds. The number of vehicles stopping is significant, although many still pass through without stopping.
D	Delay of 25 to 35 seconds. There are fewer acceptable gaps in traffic, and drivers may enter a queue of one or two vehicles on the side street.	Delay of 35 to 55 seconds. The influence of congestion is noticeable, and most vehicles have to stop.
E	Delay of 35 to 50 seconds. Few acceptable gaps in traffic are available, and longer queues may form on the side street.	Delay of 55 to 80 seconds. Most, if not all, vehicles must stop and drivers consider the delay excessive.
F	Delay of more than 50 seconds. Drivers may wait for long periods before there is an acceptable gap in traffic for exiting the side streets, creating long queues.	Delay of more than 80 seconds. Vehicles may wait through more than one cycle to clear the intersection.

Reference: *Highway Capacity Manual 2000*, Transportation Research Board, 2000.

Table 2-5 - Intersection Level of Service Criteria

## Existing Intersection Operating Conditions

The intersection of Agoura Road/Kanan Road is operating at LOS C during both the a.m. and p.m. peak hours with average delays ranging from 24.6 seconds per vehicle during the a.m. to 27.3 seconds per vehicle during the midday peak hour. The intersection of Agoura Road/Cornell Road is operating at LOS B or better during both peak hours. The Level of Service calculations are summarized in Table 2-6.

## Existing Bicycle and Pedestrian Facilities and Transit Service

Currently, there are no sidewalks or pedestrian paths along Agoura Road in the study area and only minimal pedestrian facilities. The signal at Agoura Road/Kanan Road includes pedestrian crossing equipment on all four legs of the intersection. Also, along the east side of the flood control channel just west of Cornell Road there is a mid-block pedestrian/equestrian crossing with advance crossing signs. The crosswalk serves a short off road pedestrian/equestrian path between Cornell Road and the crossing location.

Although bike paths are not striped on Agoura Road, the existing shoulders with white edgeline striping are wide enough to accommodate bicycle travel.

The following transit facilities are available in the City of Agoura Hills:

- Metropolitan Transit Authority Route 161 provides access between Thousand Oaks and Canoga Park. In the study area, the bus stops at the Kanan Road interchange.
- Great American Stageline provides daily shuttles to LAX, but only from neighboring communities of Thousand Oaks, Westlake Village and Woodland Hills.
- The City of Agoura Hills operates a Dail-a-Ride services that provides transportation anywhere within the City limits.

Summary of Level of Service Results – Base Traffic Conditions												
Intersection	Existing						Future					
	AM		Midday		PM		AM		Midday		PM	
Approach	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
1. Agoura Rd/Kanan Rd	24.6	C	27.3	C	26.2	C	n/a	n/a	n/a	n/a	68.5	E
Mitigated											29.6	C
2. Agoura Rd/Cornell Rd	8.4	A	10.3	B	9.4	A	n/a	n/a	n/a	n/a	10.3	B

Table 2-6 - Summary of Level of Service

## Future Traffic Volumes

Future General Plan Buildout traffic volumes for Agoura Road were obtained from City which were completed as part of past transportation planning projects. The projected traffic volumes which represent Year 2020 are shown in Table 2-7. The traffic projections were determined considering the amount of traffic which could be reasonably forecasted from future development as well as an ambient growth factor to account for unspecified growth in the surrounding region. The traffic projections result in an estimated traffic volume of 10,000 vehicles per day along Agoura Road between Kanan Road and Cornell Road, which represents a 32 percent increase over existing levels. With these future traffic volumes the intersection of Agoura Road/Kanan Road would be expected to operate at LOS E during the p.m. peak hour, which would be considered unacceptable. The intersection of Agoura Road/Cornell Road would be expected to continue operating at LOS B with the existing all-way stop controls. The Level of Service calculations are summarized in Table 2-5.

## Recommendations

In reference to the future traffic projections for Agoura Road, east of Kanan Road, staff previously recommended the following:

*...in balancing the need to safely and efficiently distribute traffic with the desire to have this area remain rural and pedestrian friendly, staff is recommending that this section of roadway be reclassified as a Limited Secondary Arterial with enhanced intersections at Kanan and Cornell Road. The enhanced intersections will require developers to widen to a four-lane roadway for a distance of 300 to 500 feet from the intersection. The enhanced intersections will then allow proper turning movements and greatly increase the Level of Service at the intersection (of Agoura Road/Kanan Road). The street will then transition down to the two-lane Limited Secondary Arterial between the intersections.*

Road Segment Traffic Volumes			
Road Segment	Existing	Future	
	ADT	ADT	% Increase over Existing
Agoura Road, east of Kanan Road	7,600	10,000	32
Agoura Road, west of Kanan Road	9,200	20,000	117
Kanan Road, north of Agoura Road	17,800	32,000	80
Kanan Road, south of Agoura Road	13,600	19,000	40

ADT = Estimated Average Daily Traffic Volume

Table 2-7 - Road Segment Traffic Volumes

*In summary, staff believes that the proposed, "Limited Secondary Arterial" designation for Agoura Road east of Kanan Road offers a tremendous opportunity to provide a roadway that serves the community's vehicle and pedestrian travel needs while maintaining a rural look and feel to that area. The Limited Secondary Arterial designation will also provide the flexibility to meet those needs with minimal environmental impacts.*

Based on our evaluation of the traffic projections, the following recommendations are presented for the Agoura Village Strategic Plan.

- With traffic volumes expected to reach 10,000 vehicles per day, a two-lane street section on Agoura Road, east of Kanan Road, can easily accommodate the anticipated traffic demand.
- Adequate sidewalks or pedestrian paths should be provided with a minimum width of 8 feet.
- While the addition of on-street parking, either parallel or diagonal, would create increased delay along the corridor, its inclusion should be based not on the capacity of the street but the need to create a pedestrian friendly environment. Parking not only provides opportunities for easy access to the street activity, but also creates a buffer between the sidewalk and roadway.
- Since Agoura Road naturally serves as a regional bike route, under conditions with parallel parking, bike lanes could be provided between the parked vehicles and travel lanes. However, under alternatives with diagonal parking, bike lanes should not be striped. The travel lanes adjacent to the diagonal parking would be wide enough to accommodate vehicle and bike travel. The pedestrian village setting and presence of diagonal parking would alert bicyclists to the potential conflicts.
- The intersection of Agoura Road/Cornell Road could theoretically remain an all-way stop controlled intersection. An alternative would be to install a modern roundabout which would provide more capacity while also maintaining slow speeds and acting as a gateway to the village setting.

- Although pedestrian mid-block crossings are generally not desirable, if development along both sides of Agoura Road generates pedestrian activity, an enhanced crossing should be provided near the existing mid-block crossing as this location provides the best sight distance for approaching motorists. The enhanced crossing should include curb extensions (bulbouts) at either side and a raised median to provide refuge and traffic calming. Enhanced signage, striping and lighting should also be provided.
- In order to mitigate the intersection of Agoura Road/Kanan Road to a LOS C or better under future conditions, the following improvements would be required:
  - o protected left-turn phasing on all approaches
  - o 2 northbound through lanes extended for a distance of at least 750 feet south of Agoura Road
  - o 2 eastbound left-turn lanes
  - o separate left, through, and right turn lanes on the westbound approach
  - o right-turn overlap phasing on the southbound, eastbound and westbound approaches

These lane and signal modifications will result in LOS C operation at the intersection.

- With the lane configurations recommended above, a widened section on Agoura Road east of Kanan Road would consist of the following:
  - o one through lane in each direction
  - o a 100-foot left-turn pocket with 90-foot transition
  - o a 200-foot right turn lane

Within approximately 300 feet east of Kanan Road Agoura Road could narrow back to a two-lane roadway.

# REGULATORY ANALYSIS

The following policies and ordinances create both opportunities and constraints that will need to be considered in development of an Area Plan for Agoura Village.

## Land Use Element

The Land Use Element and the Land Use Policy Map represent the two most important components of the General Plan. Together, these two parts of the Plan establish the overall policy direction for land use planning decisions in the City. The Land Use Policy Map identifies the majority of the project area for Commercial-Retail/Service. The southwest quadrant of Agoura Road and Kanan Road however is located within the boundaries of the Ladyface Mountain Specific Plan. The existing Commercial and Ladyface Mountain Specific Plan Zoning designations for this area are consistent with these General Plan designations. The implementation of the proposed plan for the project area would require an amendment to the current General Plan designation and a change to the underlying zoning.

The Land Use Element supports the concept and implementation of the Agoura Village Area Plan through the following goals, polices and implementation measures.

Goal 1: Provide for a mix of land uses which meets the diverse needs of Agoura Hills residents, offers a variety of employment opportunities, and allows for capture of regional growth.

Policy 1.1: Provide opportunities for a full range of housing styles, locations and densities to address the community's housing needs, and to provide market support for existing and future commercial land uses in Agoura Hills.

Policy 1.7: Encourage the use of Specific Plans as a tool to implement general plan policies to provide for cohesive coordinated development in high profile areas of the community.



## Introduction

Basic land use patterns are well established in Agoura Hills. Single-family neighborhoods are fully developed with additional growth limited to infill development. With the exception of the shopping centers located adjacent to the intersection of Thousand Oaks Boulevard and Kanan Road, existing and future commercial development will continue to be focused along the Ventura Freeway and Agoura Road. The General Plan includes policies which support these existing land use patterns and which are implemented through various municipal ordinances. Together they create the framework from which all new development is expected to conform.

Implementation Measure 1.2: Pursue adoption of special planning areas in the following areas:

- Agoura Road East
- Agoura Road West
- Kanan Road

Goal 2: Maintain and enhance community identity and development quality for the City and its neighborhoods.

Policy 2.7: Design review of buildings and exterior spaces will favorably consider features that are of human scale and encourage pedestrian activity, and will be critical of personal designs which do not consider such features.

Implementation Measure 2.7: All four quadrants at the Kanan/Agoura intersection provide substantial opportunities for proactive planning. A special study on the design, development and land uses shall be prepared for this area.

## Circulation Element

In order to meet the General Plan Circulation Element objectives, the Circulation Element addresses the transportation improvements needed to provide adequate capacity for future land uses. The Circulation Plan establishes a hierarchy of transportation routes with specific development standards for each category of roadway. Regional goals and programs that are related directly or indirectly to transportation also influenced the designations of city roadways.

The City's General Plan Policy 1.1 to maintain Level of Service "C" for all signalized intersections and freeway interchanges will require a major realignment, signalization, and widening of the project's westerly gateway intersection of Kanan Road and Agoura Road. The pedestrian component of the Agoura Village Plan will need to be factored into the design of the intersection in order to establish and maintain pedestrian linkage.

Based upon projected traffic volumes the Circula-

tion Element identifies Agoura Road as a Four Lane Primary/Secondary Arterial with corresponding speeds of 45 miles per hour. In recognition of the Agoura Village Concept Plan the City Council previously addressed the possibility of reducing the width of Agoura Road to two lanes east of the intersection of Kanan Road and Agoura Road. In order to facilitate a reduction in the roadway width an amendment to the City's Circulation Element would be required. A reduction in roadway width may also result in a reduction below the city's adopted policy for level of service "C" to the intersection of Kanan Road and Agoura Road.

The Circulation Element (Figure C-3) and the City's Master Bikeway Plan identify Agoura Road as a Class II Bike Lane. A recent grant was used to widen and stripe Agoura Road through the project area. A reduction to two lanes with angled parking may impact the viability of the Bike Lane and/or the terms or conditions of the grant.

## Scenic Highway Designation

Agoura Hills' important visual resources, specifically Ladyface Mountain, and surrounding hill-sides, are visible from the Ventura Freeway and many of the City's arterial highways. The designation of various roadways through Agoura Hills as scenic highways is intended as a means of assuring the integration of the circulation element with the surrounding visual environment and for the protection of these visual amenities within the scenic corridor. The Scenic Highway Element of the General Plan provides an inventory of these highways and outlines specific needs of each corridor. Agoura Road through the project area is designated as a Local Scenic Highway and identifies the following needs:

- Design guidelines and a specific design for street widening and realignment, including landscaping, pedestrian and equestrian trails where appropriate, and preservation of existing oaks adjacent to the roadway.
- Naturalistic landscaping at project edges to

preserve rural character.

- Open space corridor connections at the Zuma Ridge Trail and Medea Creek.
- Setbacks to preserve rural character following widening
- Restrict street lighting.
- Screening of unsightly uses, e.g., contractor yards and storage yards.

A portion of Kanan Road is also located within the project area and serves as a Gateway into the City of Agoura Hills and the project area. Kanan Road is designated as both a Local Scenic Highway and a Primary County Scenic Highway south of the Ventura Freeway. The following needs are identified within the General Plan:

- Naturalistic landscaping where possible in new development and in the existing parkway where possible.
- Preserve scenic entry at southerly city limits.
- Open space corridor connections at Medea Creek and the Zuma Ridge Trail.
- Monument signs, at City entry points.

The Scenic Highways Element addresses these needs through a single Goal and a set of Policies and Implementation Measures. The primary goal is to “Create a network of scenic highways in Agoura Hills which is related to the City and creates a special awareness of the environmental character and natural and man-made resources of the community”. The pertinent policies and implementation measures to the project area include:

Policy 1.4: Maintain a quality visual experience along the entire length of the scenic highways through protection and enhancement of views and development of appropriate landscaping.

Policy 1.7: Preserve the hillside backdrop and natural landforms visible from the designated scenic corridor in their present state to the extent possible.

Policy 1.10: Provide enhanced paving, entry mon-

uments, and other special design features at key entry points to the City.

Policy 1.11: Establish uniquely identifiable districts in Agoura Hills that enhance the City's image from its scenic highways.

Implementation Measure 1.5: The City shall maintain to the highest extent practical landscaped medians, parkways, and street trees along designated scenic corridors.

Implementation Measure 1.6: Establish review guidelines for development along scenic routes encouraging appropriate signage and landscape screening.

Implementation Measure 1.7: Continue to preserve vistas of the hillsides within Agoura Hills through implementation of City's hillside regulations contained in the adopted Zoning Ordinance.

Implementation Measure 1.8: Create the following regulations to maintain scenic highways in Agoura Hills:

- Require all structures based on their height to be set back a specific distance from the scenic roadway;
- Review plans for all new construction for conformity with the surrounding structures and environment;
- Encourage the installation of underground utilities;
- Develop landscaping requirements.

Implementation Measure 1.11: Undertake improvements that provide a strong identity to entry points and principal districts of the City. Such improvements shall include design features (e.g., signage, plaques, landscape and monuments).

Implementation Measure 1.12: Pursue adoption of Design District Guidelines for the following areas:

- Agoura Road East

- Kanan Road

Many of these Policies and Implementation Measures are repeated and/or implemented through various city ordinances and adopted design criteria. The Agoura Village Area Plan embraces many of these criteria, however several may require some adjustments in order to accommodate the objective of creating a pedestrian village. For example, several references are made regarding the widening and realignment of Agoura Road in keeping with the Circulation Element objective of widening it to a four lane Primary/Secondary Arterial as opposed to a two-lane roadway with angled parking. Also to be included in the issue of widening Agoura Road and Kanan Road is the Scenic Highway Elements' identified need to preserve existing oak trees adjacent to the roadway.

A second issue is the intended restriction and limited use of street lighting along Agoura Road as called for in the Scenic Highway Element. This restriction has been implemented through an adopted Council Policy that limits street lighting to intersections only along Agoura Road. A pedestrian oriented roadway however is typically visually and security wise enhanced through the use of street lighting. In order to meet both objectives the use of highly decorative non-standard street lighting fixtures at lower heights with non-glare fixtures could be incorporated into the project area.

A third consideration addressed in the Scenic Highways Element and also in the Parks and Recreation Element is the need to connect open space corridor connections at the Zuma Ridge Trail and Media Creek. The majority of Media Creek that passes through the project area is located within an engineered concrete lined channel. In addition the Agoura Village Concept Plan envisioned retaining the existing engineered structure with the possible exception of covering it south of Agoura Road in order to facilitate a parking lot. The City's Park and Recreation Element show the Zuma Ridge Trail extending along Agoura Road and terminating just past the intersection of Cornell Road and Agoura Road. In recognition of



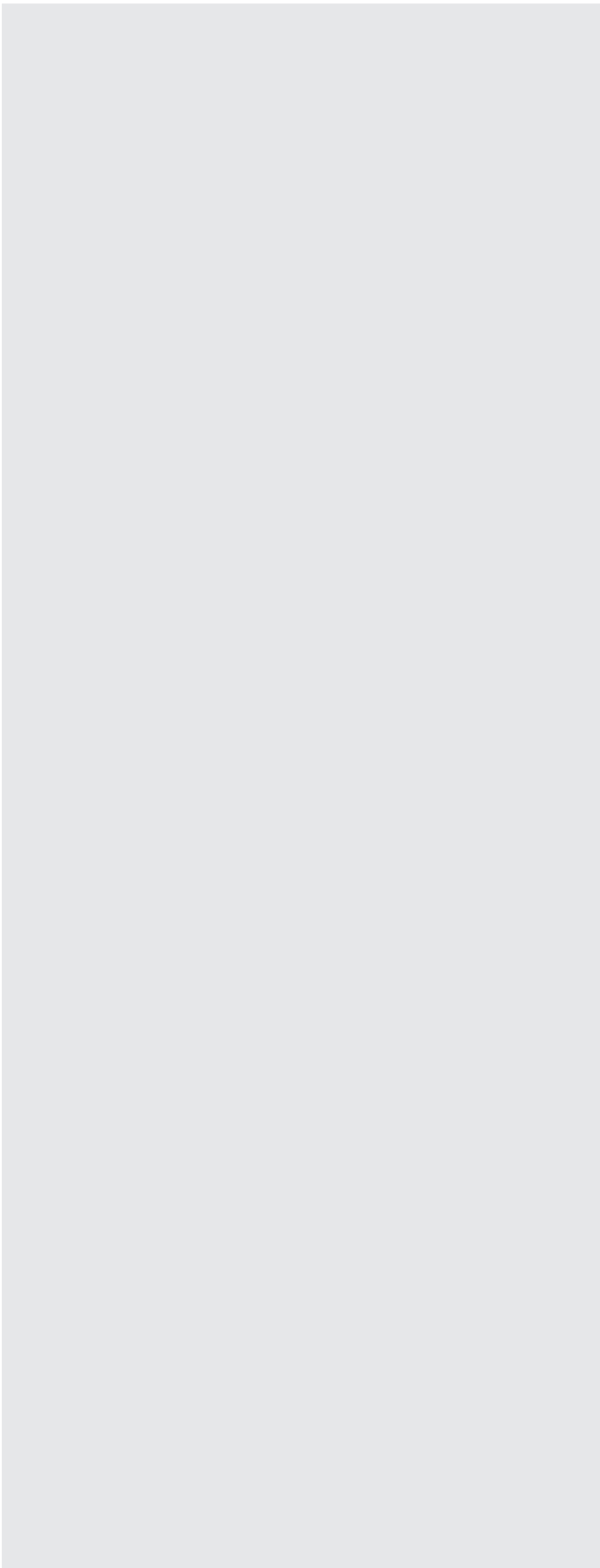
the proposed equestrian center within the project area the Parks and Recreation Element should be amended to show the future extension of the Trail and the contemplated use, operation, and ownership of the equestrian center.

### **Ladyface Mountain Specific Plan**

The southwest quadrant of the intersection of Kanan Road and Agoura Road is included within the boundaries of the Ladyface Mountain Specific Plan. The Specific Plan contains approximately 747 acres located south of Agoura Road and west of Kanan Road. The provisions of the Specific Plan limit development to the base of Ladyface Mountain and below the 1100-foot elevation. Each parcel within the plan is assigned either a retail commercial or office use with maximum building square footage and traffic counts. Design criteria are also included within the provisions of the Specific Plan. Those portions of the parcel located above the 1100-foot elevation are restricted to open space use only. The Ladyface Mountain Specific Plan identifies the southwest corner of Kanan Road and Agoura Road for retail commercial uses with a maximum building square footage of 100,000 (?) square feet. The adoption of the Agoura Village Area Plan would require an amendment to the boundaries and/or the coordination of the development provisions of the Ladyface Mountain Specific Plan with the Agoura Village Plan.

### **Redevelopment Plan**

A Redevelopment Plan was adopted in July of 1992 for the Ventura Freeway Corridor and adjacent areas in need of upgrading. The primary focus of the Plan was to assist in funding needed infrastructure and roadway improvements as a means of improving vehicular access and stimulating investment in the area. The Agoura Village Area Plan would be located within the boundaries of the Redevelopment Plan. The proposed Agoura Village Area Plan should be reviewed for consis-



tendency with the Redevelopment Plan and identified as an implementation program. The City may wish to investigate the possibility of using Redevelopment funds to help pay for the preparation and implementation of the Agoura Village Area Plan.

## **Mixed Use**

The existing Zoning ordinance and resulting land use patterns in Agoura Hills is almost entirely based upon separation of commercial and industrial uses from residential. The concept of mixing residential uses with commercial uses is prohibited in all commercial and residential zones except in the Mixed Use Commercial/Residential Zoning District (CM) and the Agoura Village Overlay District. The CM Zone allows for small scale office/retail uses, and some limited residential development as specified for the RM-6 District (medium density residential-maximum of six (6) units per acre). The development criteria for the CM Zone requires a minimum project size of five (5) acres and also specifies that commercial and residential development shall not occur on the same lot. These criteria severely limit its application to the neo-traditional mixed-use concept envisioned by the Agoura Village Concept Plan. The CM Zone however could provide the foundation from which to develop and implement a neo-traditional mixed-use ordinance as proposed by the Agoura Village Concept Plan.

## **Open Space District**

The Zoning Ordinance specifies that “the purpose of the Open Space (OS) district is to designate areas which, because of natural habitat, visual and aesthetic value or other reasons, should be preserved as natural open space by restricting or transferring development rights.” Hillside areas located within or immediately adjoining the project area south of Agoura Road are zoned and General Planned for Open Space. These proper-

ties have limited development potential and have been identified for possible acquisition by the City in accordance with the City’s Open Space Preservation Action Plan. The transfer of development rights from these properties to the project area and dedication to the City for permanent open space could serve to fulfill the objectives of both the Open Space Action Plan and the Agoura Village Concept Plan.

## **Hillside and Significant Ecological Areas**

The special regulations that govern development in hillsides and significant ecological areas are similar in design and purpose to those outlined in the Open Space District above. Section 9652 defines hillside as having an average slope before grading of greater than ten (10) percent. Several parcels located south of Agoura Road would qualify as hillside property and would therefore be subject to the provisions of this section. For properties zoned for residential or open space, the hillside management criteria would limit density and require a minimum percentage of open space per lot based on the overall percent of slope of the lot. The greater the percent of slope the less density and the greater amount of open space. For properties zoned commercial and business park, the maximum allowable floor area ratio (ratio of square footage of building floor to square footage of lot) would also be limited based on the overall percent of slope of the lot. Hillside development is also subject to the City’s grading ordinance and building design criteria. The combination of these development criteria although intended to preserve and enhance the natural hillside terrain will result in an overall reduction in the allowable development potential of these hillside properties.

In addition to the hillside management criteria several parcels located northeast of Cornell Road and Agoura Road include a zoning overlay designation of SEA, Significant Ecological Area. These areas have been identified as having unique or

rare habitat value or migratory paths. Development in these areas require findings that demonstrate that the project has been designed to be highly compatible with the biotic resources present, including the setting aside of appropriate and sufficient undisturbed areas. Potential development in these areas is therefore further impacted and typically results in a significant reduction in development potential.

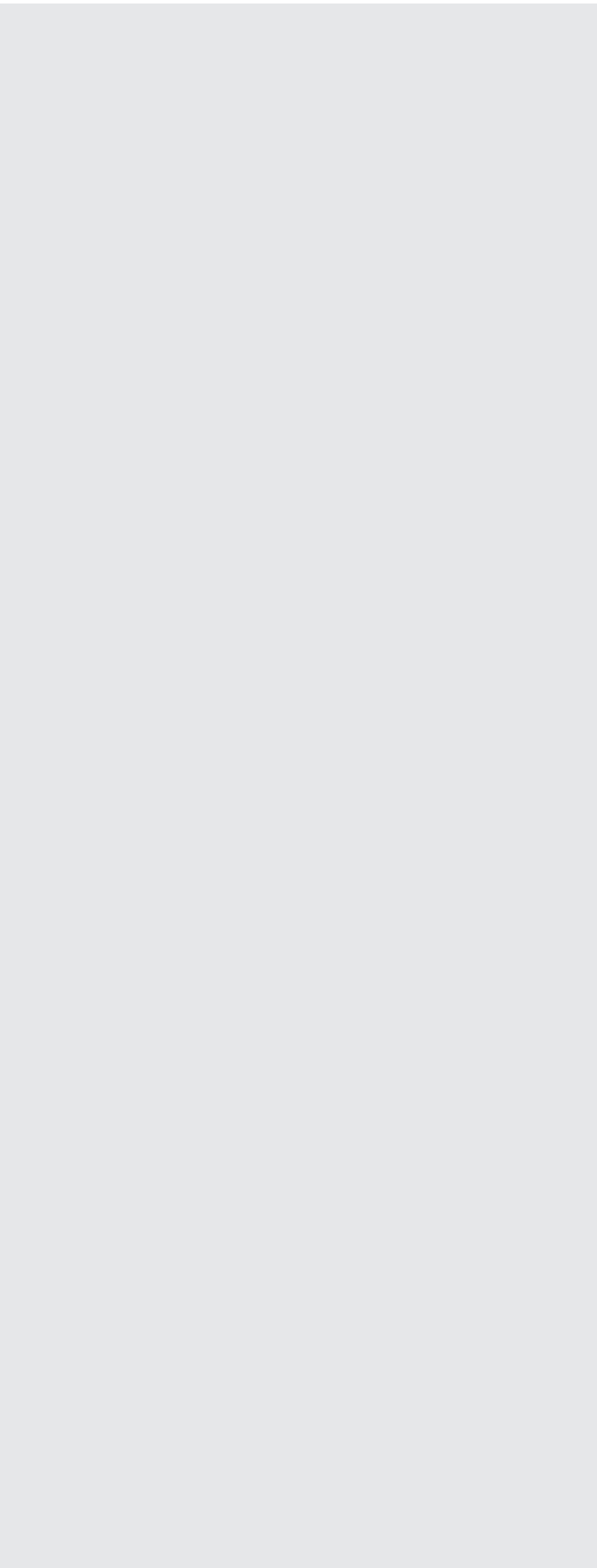
Past archaeological studies have identified significant artifacts or historic sites in the project area. An Indian heritage site previously identified adjacent to Kanan Road north of Agoura Road is currently protected by an Open Space Zoning designation. This site will need to be considered in the overall development of the Agoura Village Plan which may include avoidance, modification to grading plans or incorporation into project site planning.

### **Freeway Corridor Overlay District**

The purpose of the freeway corridor overlay district is to recognize the importance of the land use, architectural design, and appearance of development within the freeway corridor to the city's identity and character. In addition to development criteria governing the preservation of views and open space and attention to building design and setbacks, the overlay district also prohibits certain types of uses i.e., off-sale liquor establishments and adult oriented businesses. This overlay district affects those properties located between the Ventura Freeway and Agoura Road. The provisions of this overlay district are compatible with the Agoura Village Plan and do not represent any impact to the Plan.

### **Agoura Village Overlay District**

The Agoura Village Overlay District was established as an interim measure to protect the project area from certain uses that would conflict with the pedestrian friendly atmosphere as envisioned by



the Agoura Village Concept Plan. Special development standards were also included restricting size of buildings in order to retain a small village atmosphere. Building setbacks, coverage and design were made more flexible in order to accommodate the development of the village concept. Residential development was also included as a permitted use subject to approval of a Conditional Use Permit in order to promote the neo-traditional mixed use concept into the project area. With the continued development and refinement of the Agoura Village Plan modifications to the Agoura Village Overlay District will also need to be further refined.

# Appendix

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**MEETING MINUTES**

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**Date:** December 13, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #1  
**By:** Keith Gurnee, Erik Justesen, and Jami Williams

---

**In Attendance:**

Weinberger, Steve (W. Trans)	Adler, Michael (Adler Realty Investment, Inc.)
Hoffman, Stan (Stanley Hoffman & Associates)	Moore, Ted (E.F. Moore and Co.)
Gurnee, Keith (RRM Design Group)	Horwitz, Herbert (LHA Architects)
Justesen, Erik P. (RRM Design Group)	Bardovi, Gary (Dvoretzky, Bardovi, Bunnell Architects)
Williams, Jami (RRM Design Group)	McGinivis, Mark (Davn Commercial Realty)
Dusablon, Don (Chamber of Commerce)	
Vujick, Batta (Property Owner)	
Tuchman, Michael (Roadside Lumber)	

Item	Discussion
1.0	<p>Vujick, Batta (Property Owner)</p> <ul style="list-style-type: none"><li>• Owns 11 acres of open space/ residential and 7 acres of commercial on the south/east corner of Cornel and Agoura. Possibly develop into hotel / office or mixed-use project</li><li>• Had Marriott interested in developing, but they pulled out after September 11.</li><li>• Ideally wants to put in 8 buildings of 8 unit apartments (64 units).</li><li>• Feels residential is needed to make the village work.</li></ul>
2.0	<p>Moore, Ted (E.F. Moore and Co.)</p> <ul style="list-style-type: none"><li>• Represents 18 acres owned by Kim family on south/east corner of Kanan and Agoura</li><li>• Needs net 10 acre development and will dedicate excess 8 acres back</li><li>• Feels office and hotel markets are soft.</li><li>• Ideally wants to build 100 apartment units with upscale amenities of condo project</li><li>• Possible mixed-use project with 30k of restaurants, commercial and financial services or 30k of daycare facility at street edge and residential behind.</li><li>• Would like a follow-up meeting with RRM</li><li>•</li></ul>
3.0	<p>Tuchman, Michael (Roadside Lumber)</p> <ul style="list-style-type: none"><li>• Agrees more residential is necessary</li><li>• Traffic is bad getting to this side of town and it is getting worse, 101 / Kanan interchange impacted</li><li>• Intends to maintain use unless he is bought out.</li><li>• Does mostly phone order and wholesale business</li><li>•</li></ul>

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**MEETING MINUTES**

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**Date:** December 13, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #3  
**By:** Erik P. Justesen and Jami Williams

---

**In Attendance:**

Weinberger, Steve (W. Trans) Corridori, Ed (Council Member)  
Hoffman, Stan (Stanley Hoffman & Associates) Walker, Diane (Planning Commissioner)  
Justesen, Erik P. (RRM Design Group)  
Williams, Jami (RRM Design Group)  
Gurnee, Keith (RRM Design Group)

Item	Discussion
1.0	Corridori, Ed (Council Member) <ul style="list-style-type: none"><li>• Hopes to capture SLO flavor in a smaller scale</li><li>• Residential is necessary in order to plan for the long term</li><li>• Mixed use projects</li><li>• Intensify one storage lot in exchange for reducing the development of the other</li><li>• Adobe Cantina, Padres, Hamburger Hamlet are all successful and create a draw</li><li>• Creek reclamation should be considered</li><li>• County owns old library and Roadside lumber is interested, but first offer goes to public agencies</li><li>• Explore possibility of on-street diagonal parking on Agoura Road</li><li>• 40K cars a day go to the beach on Kanan Road</li><li>• Wants pedestrian oriented village concept with residential shops.</li></ul>
2.0	Walker, Diane (Planning Commissioner) <ul style="list-style-type: none"><li>• There should not be one specific type of architecture, but a consistent urban design thread of something special that allows for the architecture to be different.</li><li>• Possibly use a tower element or something similar sprinkled as a theme.</li><li>• Architectural style is not as important as pedestrian amenities. Make it a place where people can go and meet.</li></ul>

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**MEETING MINUTES**

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**Date:** December 13, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #4  
**By:** Erik P. Justesen and Jami Williams

---

**In Attendance:**

Hoffman, Stan (Stanley Hoffman & Associates) Rishoff, Louise (Councilmember)  
Justesen, Erik P. (RRM Design Group) Koehler, Bill (Planning Commissioner)  
Williams, Jami (RRM Design Group) Kuperberg, Dan (Councilmember)  
Gurnee, Keith (RRM Design Group)

Item	Discussion
1.0	<ul style="list-style-type: none"><li>• Create village as destination with anchor, specialty shops, and entertainment uses</li><li>• Design is critical to create attractive place</li><li>• Family oriented uses with recreation – entertainment, books, restaurants, shops, bowling, theaters, ice house, etc.</li><li>• People are looking for outdoor meeting locations and places to hang out</li><li>• Enhance the creek area</li><li>• Recreation center is currently located at a church and the lease is running out soon. Possibly locate new recreation center in village area.</li><li>• Kanan interchange impacts peoples decision to come to this side of town</li><li>• Encourage upscale unique restaurants</li><li>• Success is dependant on regional appeal – something unique that creates a draw</li><li>• This is the only area where high density housing makes sense</li><li>• Retail frontage with office component, residential behind oriented to mountains</li></ul>

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**MEETING MINUTES**

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**Date:** December 14, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #5  
**By:** Erik P. Justesen and Jami Williams

---

**In Attendance:**

Hoffman, Stan (Stanley Hoffman & Associates)      Roller, Gary (Architectural Review Panel)  
Justesen, Erik P. (RRM Design Group)              Klein, Alan (Property Owner)  
Williams, Jami (RRM Design Group)                Moyse, Sam (Potential Applicant)

Item	Discussion
1.0	Roller, Gary (Architectural Review Panel) <ul style="list-style-type: none"><li>• Need to balance economics, physical design, and traffic impacts –parking, transportation system, and pedestrian conflict</li><li>• Residential is a good idea</li><li>• Require quality design and materials. i.e. Santa Barbara and Beverly Hills</li><li>• Circulation- connection of Thousand Oaks Blvd. to the valley through Ahmanson Ranch is a concern of residents</li><li>• Hotel is a good idea</li><li>• Kanan road is a traffic problem</li><li>• Media creek green belt</li></ul>
2.0	Klein, Alan (Property Owner) <ul style="list-style-type: none"><li>• Wants to see residential development in the area – feels it will be tough to create pedestrian orientation without residential component- need on-site residential, 24 hour life</li><li>• Two vacant parcels on the west side of the intersection are the key to the “village”</li><li>• Feed off of the creek area</li><li>• Hotel or Restaurant might work on Batta’s property</li></ul>
3.0	Moyse, Sam (Potential Applicant) <ul style="list-style-type: none"><li>• Calabastas commons have similar constraints – they are located on one side of the Hwy.</li><li>• Owns a design showroom and interior finish business, showroom is consistent with village retail</li><li>• Restaurant and hotel on hill is a good idea</li></ul>

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**MEETING MINUTES**

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**Date:** December 14, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #6  
**By:** Erik P. Justesen and Jami Williams

---

**In Attendance:**

Hoffman, Stan (Stanley Hoffman & Associates)      McMenamin, Kassie (Attorney for Conejo Valley U-Store-It)  
Justesen, Erik P. (RRM Design Group)  
Williams, Jami (RRM Design Group)

Item	Discussion
1.0	<p>McMenamin, Kassie</p> <ul style="list-style-type: none"><li>• Would consider relocating, but has not been able to find a place</li><li>• Possibly will provide appraisal of property – she is not sure yet</li><li>• Location of use is somewhat flexible – need one freeway oriented property and one property nearby</li><li>• City has redevelopment plans for RV mini storage</li><li>• There is a large need for RV storage in the area</li><li>• Most storage users are Agoura residents</li><li>• 2-story facilities are not as friendly, but may be possible</li><li>• Would consider intensification of storage near Home Depot in exchange for redesign of U-store in study area.</li></ul>

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**MEETING MINUTES**

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**Date:** December 14, 2001  
**Job Name:** Agoura Village Strategic Plan **Job No.** 1401072  
**Topic:** Stakeholder Meeting #7  
**By:** Erik P. Justesen and Jami Williams

---

**In Attendance:**

Hoffman, Stan (Stanley Hoffman & Associates)      Weber, Dennis (Mayor)  
Justesen, Erik P. (RRM Design Group)              Posarelli, Saverio (Padre's owner)  
Williams, Jami (RRM Design Group)

Item	Discussion
1.0	Posarelli, Saverio (Padre's owner) <ul style="list-style-type: none"><li>• Parking is an issue for successful businesses, he has a need for more parking</li><li>• Variety in architecture is necessary</li><li>• Casual, wealthy, family oriented customers</li><li>• Design with taste.</li><li>• 80% of the customers are from Malibu, Calabasas, Westlake, and Agoura Hills</li></ul>
1.0	Weber, Dennis (Mayor) <ul style="list-style-type: none"><li>• The area needs a major draw and semiotic collection of shops</li><li>•</li><li>• Mixed-Use with residential is necessary</li><li>• Camouflage the self storage</li><li>• Supports creek rehabilitation</li><li>• Create entertainment area – teenage night club, bowling alley, skate park with shopping and restaurants, arcade, batting cages, relocate City recreation complex</li><li>• Area is gateway to Santa Monica mountains</li><li>• Recognize equestrian center and trail</li></ul>

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# DRAFT

## MARKET FEASIBILITY STUDY AGOURA VILLAGE

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**Prepared for:**

City of Agoura Hills  
30001 Ladyface Court  
Agoura Hills, CA 91301

March 2002

Job # 969





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# EXECUTIVE SUMMARY

## 1.1 Background and Purpose

The Agoura Village project area is located just south of the U.S. 101 (Ventura) freeway in the City of Agoura Hills. Agoura Hills is immediately surrounded by the Cities of Calabasas, Thousand Oaks, and unincorporated Oak Park to the north. The project area is generally bounded by Roadside Road on the north, Agoura Road on the south, Kanan Road to the west and Cornell Road to the east. The area encompasses about 98 acres and is characterized by various existing commercial uses including retail, restaurant, office and services. About 66 acres of the total acreage is vacant.

The purpose of the market feasibility analysis is to identify new opportunities that can create a retail and community focal point in the City while contributing to its economic well-being. This will involve integrating existing development in the Agoura Village project area with new mixed-use development. The locational advantages of the area, including its prime access off U.S. 101 and the well-traveled arterial Kanan Road, give the Agoura Village area the potential to become a vibrant town center. However, the tenant mix and configuration of the existing retail centers in the project area need to be addressed in order for the City to establish a competitive position with centers in nearby communities.

## 1.2 Summary of Market Opportunities

The market feasibility analysis addresses the potential for a range of development opportunities. Potential development concepts for the Agoura Village project area include themed retail as the primary concept, as well as others:

- **Themed retail:** Focuses on a “lifestyle center” concept that includes retail related to Leisure Time Activities, Visual Arts, Culinary Arts and Decorative Home Improvements;
- **Local office support:** A mix of office-oriented retail and services such as office-supply and stationery stores, personal services and childcare facilities, could serve the concentration of office development in the area;
- **Hotel visitor base:** A mix of services, retail, restaurants could draw on the nearby Renaissance hotel and new Hampton Inn visitor base, and there may be potential for additional hotel development;
- **Recreation/family-oriented:** Focuses on uses that combine recreational activities with retail and provide a unique attraction. This type of activity could draw patrons for the local hotels, as well as serving as a local meeting place with its banquet facilities.
- **Mixed-use housing:** Opportunities exist for mixed-use in the project area. Housing market trends indicate that housing demand is strong and supply is dwindling. Therefore, it is likely that housing in the project area would be absorbed rapidly in today’s market.

### 1.3 Overall Market Summary

The major findings related to the broader market area are as follows:

- Ring data on household income was obtained for households within a 1.5-mile, 3-mile and 5-mile radius from the intersection of Agoura Road and Kanan Road, roughly the location of the Agoura Village project area. The estimated average annual household income of about \$125,567 for the 1.5-mile radius is higher than for households within a 3-mile radius (\$119,456) but less than for households within a 5-mile radius (\$129,673);
- The estimated total purchasing power of households within a 1.5-mile radius is about \$553.9 million, and about \$3.6 billion within a 5-mile radius;
- Agoura Hills is adequately meeting the demands of local serving retail uses, including food stores, service stations and home furnishings. However, estimated annual household purchases analysis indicates that City residents are making sizable purchases outside the City, largely in community and regional serving categories such as general merchandise, auto dealers and apparel;
- Overall, the City's per capita taxable retail sales have increased in real dollars from \$8,055 per capita in 1990 to \$8,702 in 2000, or about 8.0 percent. A pronounced increase (225.6 percent) occurred in Home Furnishings, most likely reflecting the opening of the Reed's store along the northern side of the Ventura Freeway. Decreases occurred in apparel, other retail, building materials, general merchandise and service stations, with apparel showing the largest decrease (63.5 percent) during this time period;
- Although the City's per capita taxable retail sales have increased in real dollars from \$8,055 per capita in 1990 to \$8,702 in 2000, the City has much lower per capita taxable retail sales than its neighboring communities. Per capita taxable retail sales in year 2000 were \$21,728 in Westlake Village, \$15,164 in Thousand Oaks, and \$12,497 in Calabasas, a community of similar size;
- The estimated annual retail expenditures represented by households along the Agoura Road corridor is about \$49.4 million, and increases to about \$91.1 million when households located within a 1.5 mile-radius of the project area are included;
- Of the City's top 25 sales tax producers, three are located in the Agoura Village project area. Most of the top 25 producers are Service Stations, followed by Other Retail and Building Materials establishments; and
- According to 1999 data, about 31.5 percent of the City's 1,029 firms combined were in Professional & Technical or Management (16.1 percent) and Services (15.4 percent). This data indicates that office development represents a large portion of the City's employment base.
- Within the Agoura Village project area there is currently an estimated 284,610 square feet of retail and non-retail tenants. Retail uses comprise about 51.2 percent of the

tenants, while non-retail uses comprise about 48.8 percent of these uses, primarily due to the self-storage facility which is estimated at 104,600 square feet. The overall vacancy rate is about 1.2 percent;

- The competition from outlying centers does not make the project area conducive at this time to attracting large anchor retailers. In addition to the Agoura Village project area, there is an estimated 1.5 million square feet of nearby neighborhood and community retail centers. In addition, there is a regional center (Janss Marketplace) and super-regional center (The Oaks) in Thousand Oaks that encompass over 1.5 million square feet of retail uses; and
- Over 1.3 million square feet of additional retail space has been identified as either under construction, approved or proposed in the broader market area.

## 1.4 Strengths and Weaknesses of the Area

### Strengths

- The project area is situated in a prime location. Agoura Road is a main artery through the City and has multiple points of freeway access, making it a local alternative to the freeway. Agoura Road could provide the activity required to support a variety of retail activities. In addition, traffic flows north and south on Kanan to the coastal communities and beaches;
- The current Agoura Village retail centers provide an eclectic mix of retail, including antique shops, restaurants, entertainment and retail shops. The restaurants include popular eating establishments such as Chuy's and Islands, as well as the Adobe Cantina and Padri's, which draws patrons from as far away as Malibu;
- Overall, the project area generates about \$2.0 million in total sales tax revenues, or about 80.0 percent of the City's total sales tax revenues. This includes both retail and non-retail taxable sales;
- The area has the potential to be visible from the freeway with signage, capturing a share of the highway-traveler market. Traffic volume data indicates that U.S. 101 carries an average 180,000 vehicles per day south of the Kanan Road interchange and 171,000 vehicles per day north of Kanan Road;
- The area is located in an attractive setting, with oak trees and rolling hills, that has the potential to create a pedestrian-oriented village with outdoor areas and dining;
- The drainage channel that runs across Agoura Road in the eastern portion of the project area, could be redesigned to become an attractive, landscaped promenade for outdoor dining and lounging, as well as a feature to connect the various retail opportunities;
- The existing office and hotel base in the area is a source of demand for retail and entertainment activities. Currently there is new office development occurring adjacent to

the project area, and the 94-room Hampton Inn is under construction west of the project area; and

- Within a 1.5-mile radius of the Agoura Village project area, about 48.1 percent of the total households have members who are less than age 18. Approximately 38.2 percent of the households south of the freeway within this 1.5-mile radius have households with members less than age 18. This indicates that there is potential for family-oriented retail, recreation and entertainment uses within the project area.

### **Weaknesses**

- The potential for retail in certain categories is limited due to the large supply in the competitive centers. This includes food stores, apparel, home furnishings and general merchandise;
- There is a limited population base directly around the Agoura Village area. Most of the residential population of Agoura Hills is north of the freeway, creating a psychological barrier that must be overcome if shoppers are to be attracted to the area south of the freeway;
- The existing centers lack connectedness between each other that would be necessary in a town center to provide the full range of pedestrian-oriented activities and a sense of place;
- The existing vacant sites pose physical constraints such as the slope of the terrain and soil conditions, that will have to be addressed in order to construct new development;
- The costs for providing new infrastructure along Agoura Road, as well as improvements required for road widening and enhancements to Kanan Road, will be substantial and may require additional sources of financing; and
- The current configurations of the Whizin Center and the Agoura Cinema Center at the eastern segment of the project area face Roadside Road and the 101 Freeway as their primary retail window rather than Agoura Road. Refocusing development along both sides of Agoura Road has the potential to create more of a community environment.

## **1.5 Competitive Retail Environment**

The market area is generally viewed as the City of Agoura Hills plus its immediately adjacent areas within an approximate 5-mile radius, including portions of Calabasas, Thousand Oaks, Westlake Village and the unincorporated community of Oak Park. About 28,036 households are located within the 5-mile radius. The market area definition was selected based on the distance that someone might travel to make retail purchases at a community shopping center. Data was collected on existing retail centers within the market area. There is currently a strong mix of neighborhood and community centers in the market area that provide about 1.7 million square feet of retail uses, including about 960,394 square feet of anchor tenants.



About 1.4 million square feet of additional retail uses are planned in the market area, with most of the retail planned in Thousand Oaks. In the City of Agoura Hills, this includes the Selleck proposal, which formerly included a Home Depot. This project is still being considered for about 120,000 square feet of mixed-use retail just to the west of the project area. Whatever is approved on this site will have a direct impact on the land uses for the Agoura Village project area.

According to the market area survey of the community centers and the Agoura Village project area, a large proportion of the retail tenant mix is comprised of other retail stores (29 percent), which include specialty stores such as stationery, books, jewelry, gifts and sporting goods. Eating and drinking establishments also make up a large portion (26 percent) of the market area tenants, as do services at about 23 percent of the total tenants. The only building materials tenants were located in the Agoura Village project. General merchandise (i.e., large value-oriented retailers such as Costco or Target) and movie theaters comprise only 2 percent and 1 percent of the total tenant mix respectively.

## 1.6 Agoura Village Opportunities

Due to competitive retail centers in the market area, including the Promenade in thousand Oaks and the Commons in Calabasas, as well as an adequate supply of grocery and drug stores at neighborhood centers, there are certain retail concepts that are not likely to be successful in the Agoura Village project area. A goal of the Agoura Hills General Plan is to protect the semi-rural character of Agoura Hills, which means that the area is not conducive to “big-box” retailers or large value-oriented retailers. Measure H, a voter initiative to limit the gross floor area of retail stores to a maximum of 60,000 square feet, recently passed in the City and reflects this goal of the General Plan. In addition, the Mann Movie Theatres in the project area, as well as newer multi-screen theaters developed in the market area, pose strong competition for this type of use in the Agoura Village area.

Agoura Village has the potential to be a real town center with street front retailing, mixed-use developments, and pedestrian oriented connectivity between developments. Potential opportunities can be found in concepts that include themed retail, development oriented towards serving the office market, recreation/family-oriented uses and mixed-use residential.

### Themed Retail

If the project area can distinguish itself from its competitors, it has the potential to attract shoppers, businesses, residents and quality retailers. Themed retail provides the best opportunity to do this. The concept of a "Lifestyle Center" is a theme in which predominant uses are centered around discretionary spending on:

- **Leisure Time Activities:** include retailing such as sporting goods, bicycle shops, surfing, skating, skiing, snowboarding, fitness centers, yoga, dance and day spas, music and videos, clothing that supports activities and travel-oriented stores;

- **Visual Arts:** include art galleries, crafts, arts and crafts classes, specialty gifts and jewelry, photography, picture framing, and specialty book stores that feature sections on art, architecture, cooking, fitness and health;
- **Culinary Arts:** include restaurants, cafes, specialty food stores, health food stores, and gourmet kitchen ware;
- **Decorative Home Improvements:** include furnishings from foreign lands, artistic accessories, art-work, and hand-made furniture and furnishings.

Specific retailers and square footages that could be accommodated by this concept are presented in Tables 1-1 through 1-4. A life style concept would be suitable for a town center with or without major anchor retailers. The particular retailers and regional reach of the center may vary with the existence or absence of anchor tenants, with a larger trade area for an anchored town center and probably higher rents. The lifestyle center concept is compatible with the community's vision of the project area, and also represents a concept that is not currently present in the market area. In addition, the size of the available parcels are more suited to this type of tenant than for supermarkets, large consumer electronics, major furniture stores, and big-box discounters.

**Table 1-1**  
**Agoura Village: Suggested Leisure Time Retailers**

Retail Type	Retailer	Store Size (Square Feet)
Children's Apparel	Children's Place	6,500
Sports Clothing/Accessories	Just Sports	5,000
	Swimwear	1,500
	Skeechers Shoes	3,000
	Rockport Shoes	3,000
	Sun Glass Hut	1,000
	Wilson's House of Suede	5,000
	Music and Videos	Tower Records
Hollywood video		10,000
Day Spas/Yoga/Fitness/Dance	Family Fitness Cntr	20,000
	Nordic Track	2,000
	Lisa Bell Day Spa	10,000
Beauty and Personal Services	Burke Williams Spa	10,000
	Supercuts	1,500
Sporting Goods	International Golf	3,000
	Helen's Cyclery	2,000
Travel Stores	The Travel Store	2,000

**Table 1-2  
Agoura Village: Suggested Visual Arts Retailers**

<b>Retail Type</b>	<b>Retailer</b>	<b>Store Size (Square Feet)</b>
Art Galleries	Martin Lawrence Art Gall	1,500
	Visual Effects	2,500
	Sarah Bain Galleries	2,000
Arts and Crafts	Color Me Mine	1,000
	Michaels Arts & Crafts	15,000
Bookstores - specialty	Rizzoli	2,000
Jewelry	Local establishment	1,500
Photography	Fromex	1,500
Picture Framing & Art	Aaron's Art Supply	7,000

**Table 1-3  
Agoura Village: Suggested Culinary Arts Retailers**

<b>Retail Type</b>	<b>Retailer</b>	<b>Store Size (Square Feet)</b>
Sit Down restaurants	Wolgang Puck Tratoria	2,000
	Pane e Vino	5,000
	Chico's	5000
	Market City Cafe	4000
	Gaicho Grill	5000
	Matrix Sports Bar	10000
	Baja Fresh Mexican Grill	2500
	Souplantation	8000
Specialty Foods	Trader Joe's	10,000
	O Sushi	1,500
	Cold Stone Creamery	1,200
	Kelly's coffee & Fudge	1,000
	Ben and Jerry's	1,000
	Jamboree Juice	1,000
	Ghirardeli Chocolate	1,500
Cafes	Starbucks	2,000
	Coffee Bean & Tea Leaf	2,000
	Seattle's Best Coffee	2,500
Bakeries, Bagels	Noah's Bagels	2,500
	Western Bagels	2,500
Gourmet Kitchen Ware	Williams Sonoma	12,000
Health Foods, Diet Services	General Nutrition	1,500
	Jenny Craig	2,500
	Nutri/System	2,000

**Table 1-4  
Agoura Village: Suggested Decorative Home Improvements Retailers**

Retail Type	Retailer	Store Size (Square Feet)
Antiques		
Consumer Electronics	Radio Shack	2,500
	Brookstone	3,000
Home Furnishings	Z Gallerie	7,500
	Crate & Barrel	5,000
	Pottery Barn	10,000
	The Bombay Co.	4,000
	Williams Sonoma	5,000
	Pier 1Imports	10,000
	Wicks n Sticks	2,000
	Cost Plus World Market	20,000
Gardening, Nurseries - Specialty	Local establishment	5,000
Specialty Houseware & Gifts	Mikasa Glassware	2,000
Bath & Bedroom	Bath and Bodyworks	5,000
	Laura Ashley	1,500

**Other Development Concepts**

Other concepts that would work well in the Agoura Village project area include development oriented towards serving the office market, hotel development, recreation/family-oriented uses, and mixed-use residential. These concepts combine local lifestyle and family-oriented retailers, local serving office uses, and the possibility of residential apartments or condominiums at the rear of those properties that are large enough to incorporate all three uses.

**Local Office Market Support**

A mix of retail and services that are office-oriented could support the strong concentration of office development in the project area. These include businesses such as office supply and stationery, printing and copying, banks, travel agencies, catering, personal and convenience services. There is also an estimated 90,000 square feet of new office space under construction just east of the project area.

**Uses Drawing on Hotel Visitor Base**

A mix of retail and services could draw the nearby hotel visitor base. The City's only hotel, the Renaissance, provides 281 guest rooms, and The Hampton Inn, with 94 guest rooms, is also currently under construction along Agoura Road west of the project area. New hotel development may be able to host additional visitors as a result of new activities created in the project area.

**Recreation/Family-oriented Uses**

The recreation/family-oriented theme focuses on uses that combine recreational activities with retail. One suggested use is an ice-skating/hockey facility, such as the Ice Station in Santa

Clarita of about 92,000 square feet (including about 5,500 square feet of retail and restaurants), which provides three types of ice rinks as well as youth programs, banquet facilities for 200, and restaurant uses. This type of facility could attract additional visitors to the area as a result of hockey tournaments and skating competitions, drawing patrons for the local hotels. It could also serve a community function as a local meeting place with its banquet facilities.

#### Mixed-use Housing Development

Mixed-use housing is also a strong possibility. While an exact study of specific housing types has not been undertaken for the area study, the overall housing market trends indicate that housing demand is strong and housing supply is dwindling. Agoura Hills has built very little housing from 1990 to 2000. Therefore, it can reasonably be assumed that attractive rental or ownership housing in the project area would be absorbed rapidly in today's market.

Growth projections from 2000 to 2020 from the Southern California Association of Governments indicate that the City will experience slow population and employment growth during this time period. Therefore, the demand for additional retail and services will come from better serving the local community and capturing more of the surrounding market area with a unique village experience. For example, new households in the immediate area would bring new demand estimated at about 36 to 72 square feet per household for a range of retail uses. Thus, for an increase of 100 households, about 7,200 square feet of new demand could be potentially captured within the project area.

# Chapter 1 - INTRODUCTION

## 1.1 Background and Purpose

The purpose of the market feasibility analysis is to identify new opportunities that can create a retail and community focal point in the City while contributing to its economic success. This will involve integrating existing development with new development in the Agoura Village project area. The area has the potential to become a vibrant town center. However, the tenant mix and physical configuration of the existing retail centers in the project area also need to be addressed in order for the town center to differentiate itself from competitive venues in nearby Calabasas and Westlake Village.

The market analysis begins by addressing the demographics of the local population, the existing conditions and mix of land-uses within the Agoura Village project area, and expenditure patterns of local area households. Key to the analysis is the identification of competitive retail and entertainment centers. Strengths and weaknesses are identified in order to evaluate the project area's economic development potential. These trends are then compared against the economic capture ability of the area given the strengths and weaknesses of the area and future development potential.

## 1.2 Sources of Information

This study is based upon information from several sources including:

- A field survey of the study area and City;
- Survey of selected shopping centers within Agoura Hills, Calabasas, Thousand Oaks, Oak Park and Westlake Village;
- Discussions with key City staff members knowledgeable about economic conditions in the City of Agoura Hills;
- City of Agoura Hills, Adopted Budget 2001-2002;
- Demographic data from the US Bureau of the Census and the California Department of Finance (DOF);
- City of Agoura Hills and Los Angeles County Taxable Sales in 2000, California State Board of Equalization;
- Historical building and permit activity 1990 to 2000 from the Construction Industry Research Board (CIRB);
- Office building leasing activity from NAI Capital Commercial, year-end 2001;

- Southern California Area Council of Governments (SCAG): Population, Households and Employment projections for 2000 – 2020;
- Employment and business establishment data for the City from the U.S. Census Bureau Zip Code Business Patterns, 1999 NAICS Industry Code Summary;
- Demographic data by rings from CACI Marketing Systems, *Market Profile Report*; and.
- Traffic volume data from W-Trans Associates, February 2001.

### **1.3 Methodology for Competitive Data Collection**

A survey was conducted of selected retail shopping centers located within the communities of Agoura Hills, Calabasas, Oak Park, Thousand Oaks and Westlake Village to provide a range of sizes and types of centers, and included community, neighborhood and specialty developments. In total, 10 shopping centers containing about 1,543,305 square feet of retail space were surveyed during the month of February 2002. Additionally, in order to determine the number and types of tenancies, the management companies and/or real estate brokerages were contacted. Data related to planned retail projects or those currently under construction in the above communities was also obtained. For this effort, we spoke with representatives of the planning departments of each of these communities to determine the nature and specific characteristics of the new development.

### **1.4 Overview of Report**

The Executive Summary provided strengths, weaknesses and opportunities in the Agoura Village project area, as well as recommendations for several potential land use scenarios. Chapter 1.0 provides an overview of the report and describes data sources and methodology. Chapter 2.0 provides a description of retail inventory in the project area and existing economic conditions. Chapter 3.0 discusses the growth trends, income and housing characteristics of the City and greater market area. This includes population, households, race, household income, and housing characteristics. Projected growth from 2000 to 2020 is also discussed. Chapter 4.0 addresses the competitive context of the City and market area, including existing and planned retail development. Chapter 5.0 provides an assessment of the taxable sales trends including taxable retail and non-retail sales, as well as household expenditure power. Chapter 6.0 includes an assessment of other land uses relevant to the Agoura Village project area including office and office support uses, hotel, recreation/family-oriented uses, and mixed-use residential development.

## Chapter 2 – EXISTING CONDITIONS

The Agoura Village plan addresses the need to create a mix of uses that offer a town center ambiance and a pedestrian-friendly environment at a key location in the City. The objective is to attract the right mix of office, retail, entertainment and residential uses while enhancing existing retail activities. Currently, the limited population base south of the freeway could not support a large community center such as those found in nearby Calabasas, Thousand Oaks and Westlake Village. However, an appropriate mix of tenants, along with increased expenditures from local household growth, has the potential to increase retail and services activity in the Agoura Village project area.

### 2.1 Project Location and Setting

The Agoura Village project area is shown in Figure 2-1. Agoura Hills is immediately surrounded by the Cities of Calabasas, Thousand Oaks, and unincorporated County area of Oak Park to the north. The Agoura Village project area is located just south of the Ventura Freeway (101) and is generally bounded by Roadside Road on the north, Agoura Road on the south, Kanan Road to the west and Cornell Road to the east. The project area extends to both sides of Cornell Road and to both sides of Kanan Road. Roadside Road is a frontage street along the U.S. 101 (Ventura) Freeway. The area to the south of Agoura Road extends into largely vacant hillside area that is not fully buildable.

The area encompasses about 98 acres of developed and developable area and is characterized by various existing commercial uses including retail, restaurant, office and services. About 68 percent of the acreage is vacant. A drainage channel runs through portions of the project area.

### 2.2 Project Area Inventory

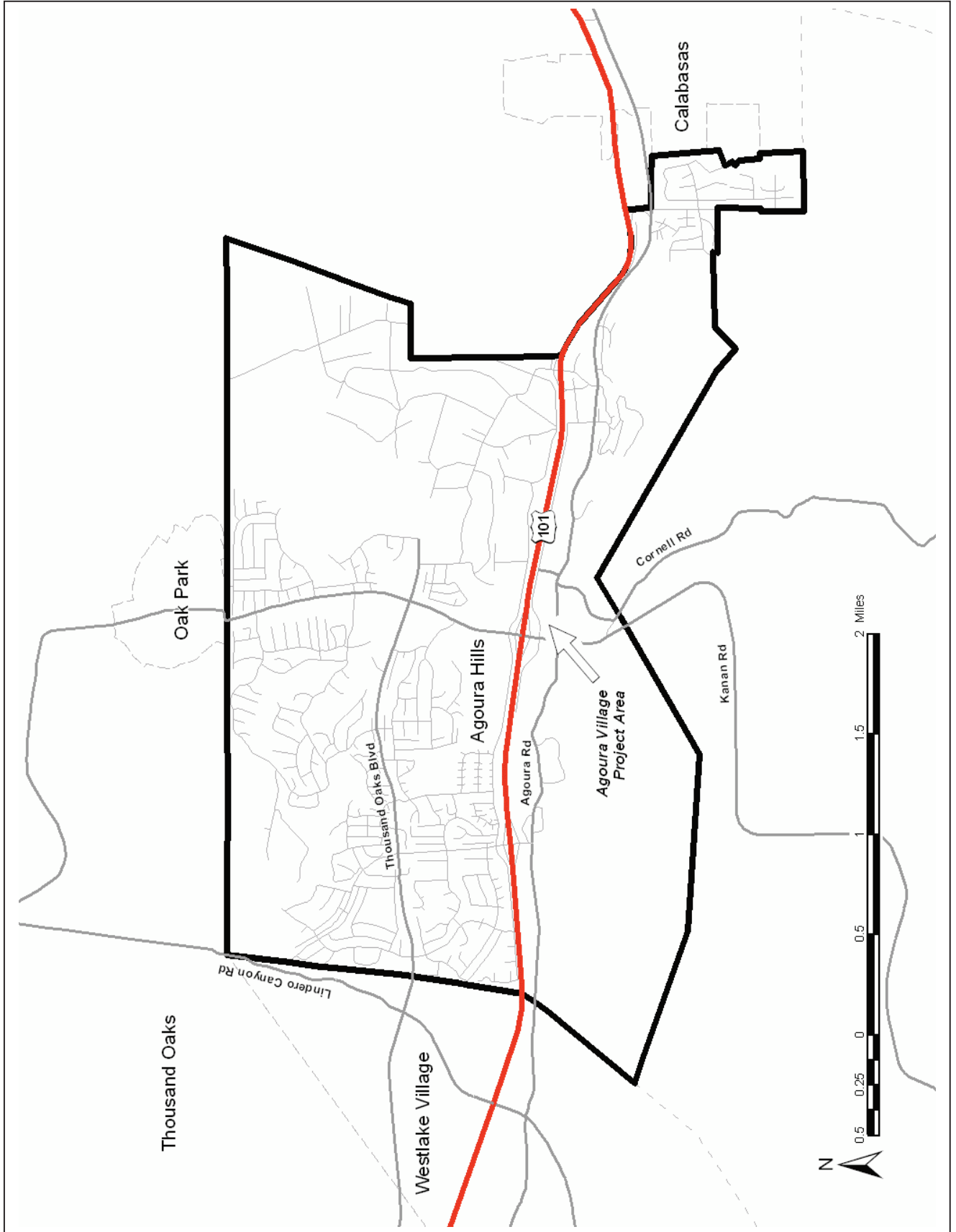
Table 2-1 presents the inventory of uses in the project area based on data provided by the City and a field survey. As shown, the inventory is classified into retail and non-retail categories for analysis. Within the Agoura Village project area there is currently an estimated 284,610 square feet of retail and non-retail tenants. About 51.2 percent of the tenants are retail uses, while non-retail uses comprise about 48.8 percent of these uses, primarily due to the self-storage facility which is estimated at 104,600 square feet. The overall vacancy rate is a very low 1.2 percent.

The dominant retail uses in the project area are shown in Figure 2-2. Restaurants comprise about 17.4 of the total uses followed by retail specialty shops, at 12.7 percent of the total project area uses. The 8-screen Mann Movie Theater makes up 11.5 percent of the total land uses. There are no food stores in the project area.

There are also a mix of existing retail uses and services adjacent to the project area. The Kanan Village shopping center to the northwest of the project area at Roadside Road and Kanan Road has about 8,600 square feet of uses that include fast food, services and a gas station. Other adjacent lots along Roadside Road to the east of Kanan Road, include fast food and services totaling about 61,000 square feet.



Figure 2-1  
Agoura Hills Vicinity and Project Area

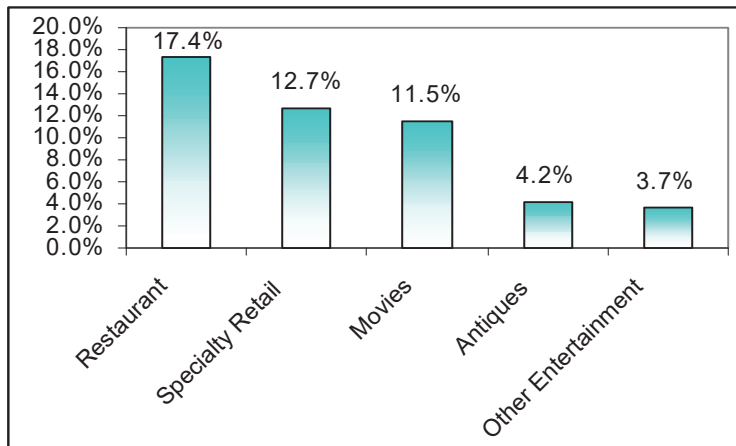


**Table 2-1  
Agoura Village Project Area  
Existing Land Uses**

Category	Total Building Sq. Ft.	% of Total
<b><u>Retail</u></b>		
Restaurant	49,503	17.4%
Other Retail	36,013	12.7%
Antiques	12,066	4.2%
Food Stores	0	0.0%
Service Station	2,614	0.9%
Building Materials	2,352	0.8%
Movie Theatres	32,660	11.5%
Other Entertainment	<u>10,500</u>	<u>3.7%</u>
Total	145,708	51.2%
<b><u>Non-Retail</u></b>		
Public Facilities	1,000	0.4%
Office	14,476	5.1%
Residential	2,240	0.8%
Self-Storage	104,600	36.8%
Services	<u>16,586</u>	<u>5.8%</u>
Total	138,902	48.8%
<b>Total Retail and Non-Retail</b>	<b>284,610</b>	<b>100.0%</b>
<b>Percent Vacant</b>	<b>1.2%</b>	

Sources: Stanley R. Hoffman Associates, Inc.  
City of Agoura Hills.

**Figure 2-2  
Primary Retail Uses as a Percent of Total Uses**



## 2.3 Fiscal Conditions

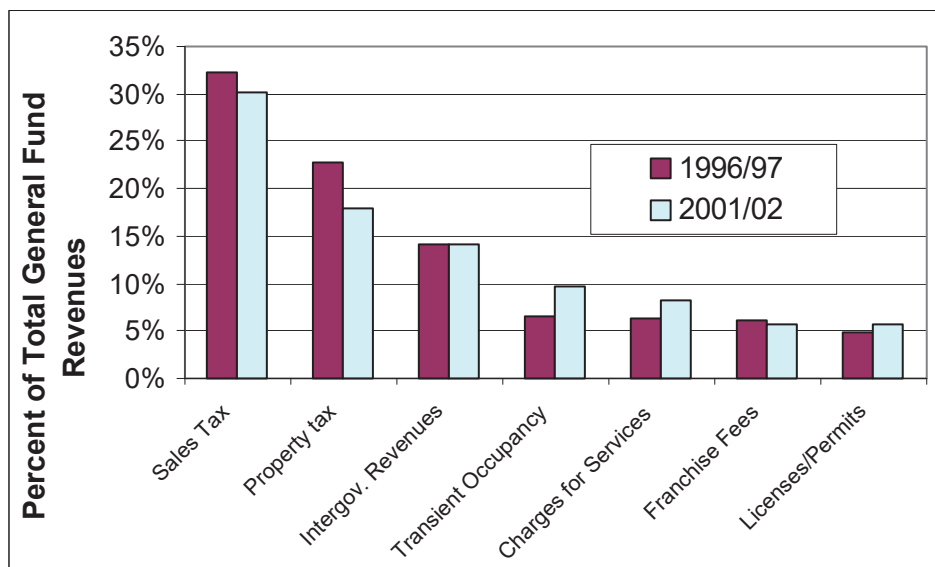
### General Fund Revenues

A large portion of the City's General Fund revenue comes from the taxes and fees that include sales and use taxes, property taxes, transient occupancy taxes, franchise fees, licenses and permits, charges for services and motor vehicle license fees. Figure 2-3 illustrates the distribution of these General Fund revenues as a percent of the total General Fund revenues for fiscal years 1996/97 and 2001/02 in constant 2000 dollars. As shown, the largest portion of the General Fund revenues continues to be sales tax, at about 30 percent in 2001/02. However, sales tax has decreased as a percentage of the total revenues since 1996/97 when it comprised 32 percent of the total revenues. Property tax continues to comprise the second largest portion at about 18 percent of the General Fund revenues, although it too has decreased since 1996/97 when it comprised 23 percent of the total revenues.

Intergovernmental revenues (primarily motor vehicle license fees) have remained about the same at 14 percent of the total during this time period, while Transient Occupancy Taxes (TOT) has increased from 7 percent to 10 percent of the total. Charges for services, franchise fees and licenses and permits ranged from about 6 percent to 8 percent of the total revenues during this time period. Other General Fund revenues such as property transfer tax, utility users tax, interest earnings and other revenues each comprised a smaller portion of the total General Fund revenues as indicated in Figure 2-3.

New retail and property development can provide for both increased sales and property taxes, as they contribute to the primary sources of General Fund revenues. As discussed in the Executive Summary, the City should address opportunities to increase its taxable retail sales in general merchandise, specialty retail, apparel and restaurants that appeal to specialized life-style niches.

**Figure 2-3**  
**City of Agoura Hills**  
**Distribution of Primary General Fund Revenue Sources**



### **Transient Occupancy Tax**

Hotel Transient Occupancy Taxes (TOT), at 12 percent of gross hotel room receipts, has become more significant to the City's public revenues. As previously indicated, TOT comprised about 10 percent of the General Fund revenues in 2001/02. As shown in Table 2-2, in real dollars this source of public revenues has grown steadily since fiscal year 1996/97, increasing from about \$440,344 in 1996/97 to \$896,155 in 2000/01. This has resulted in a 19.4 percent average annual increase in TOT during this time period. The percentage of TOT to gross hotel receipts has also increased steadily during this time period, from 8.0 percent to 12.0 percent. If the rate had been held constant at 8.0 percent annually, the average annual rate of growth would have been about 7.9 percent in constant 2000 dollars. This is much higher than the average inflation rate of 2.2 percent over this time period.

**Table 2-2**  
**City of Agoura Hills Transient Occupancy Tax**  
**(in Constant 2000 Dollars)**

<b>Year</b>	<b>Total TOT</b>	<b>Annual Increase</b>	<b>% of Gross Receipts</b>
1996/97	\$440,344	N/A	8.0%
1997/98	\$571,614	29.8%	10.0%
1998/99	\$640,237	12.0%	12.0%
1999/00	\$812,622	26.9%	12.0%
2000/01	\$896,155	10.3%	12.0%
Annual average growth rate		19.4%	
Annual average growth at constant 8.0% rate <sup>1</sup>		7.9%	
Consumer Price Index average 1997 to 2000		2.2%	

1. Represents average annual growth if TOT rate was held constant at 8.0% during this time period.

Sources: Stanley R. Hoffman Associates, Inc.  
City of Agoura Hills.  
Bureau of Labor Statistics, Consumer Price Index.

### **Redevelopment Tax Increment**

The Redevelopment Agency budget for 2001/02 indicates that estimated property tax increment is very limited. Additional revenues to the redevelopment agency are being provided through a loan from the City's General Fund, to the Agency, and include a transfer of \$207,498 for 2001/02. The Agency owes the City about \$10.8 million to date for General Fund transfer amounts. Currently, these amounts are not being repaid. However, there is a repayment schedule in place.

Table 2-3 shows projected trends in redevelopment tax revenues from fiscal year 2002/03 through 2005/06 in 2000 constant dollars. As shown, these projections indicate that net tax

increment revenues to the City's redevelopment agency will steadily increase, from about \$37,511 to \$130,412 during this time period. This is primarily due to the projected increase in property value over the base year. Passthrough amounts are projected to decrease from about 76 to 71 percent of the total increment during this time period. Net tax revenues shown are the remaining revenues after pass-through and housing set-aside amounts and do not reflect additional agency administrative expenditures that are currently paid from the General Fund transfer. Available revenues will be used to repay the General Fund loan or are allocated for improvements, such as the Kanan Interchange of U.S. 101.

**Table 2-3**  
**City of Agoura Hills Projected Redevelopment Tax Increment Revenues**  
**(in Constant 2000 Dollars)**

	A	B	(A - B) = C	(A x 20%) = D	(C - D)
Fiscal Year	Tax Increment	Total Passthrough	Total Tax Revenues	Housing Set-Aside	Net Tax Revenues
2002/03	\$883,853	\$669,571	\$214,282	\$176,771	\$37,511
2003/04	1,075,860	800,636	275,224	215,172	60,052
2004/05	1,277,468	937,583	339,885	255,494	84,391
2005/06	1,489,152	1,060,910	428,242	297,830	130,412
<b>Average Annual</b>	<b>\$1,181,583</b>	<b>\$867,175</b>	<b>\$314,408</b>	<b>\$236,317</b>	<b>\$78,092</b>

Sources: Stanley R. Hoffman Associates, Inc.  
City of Agoura Hills.

## 2.4 Planned Circulation Improvements

Kanan Road is a major arterial in the City and provides access to the bulk of the households to the north and the Santa Monica Mountains and the City of Malibu to the south. U.S. 101 provides regional access to the City of Agoura Hills and the project area through the Kanan Road interchange. Improvements to the Kanan Road interchange are planned, and while not entirely funded, it is expected that modifications will be completed by 2020. The City's adopted 2001/02 budget has allocated about \$3.5 million in traffic improvement fee revenues for improvements to the interchange. U.S. 101 carries an average 180,000 vehicles per day south of the Kanan Road interchange and 171,000 vehicles per day north of the interchange. The peak hour volume on U.S. 101 is approximately 15,500 vehicles per hour.

Existing and future traffic volumes are summarized in Table 2-4. As shown, based on those traffic counts, Agoura Road carries approximately 7,600 vehicles per day west of Kanan Road and 9,200 vehicles east of Kanan Road. It was estimated that Kanan Road carries approximately 17,800 vehicles per day, immediately north of Agoura Road, and 13,600 vehicles per day south of Agoura Road. As shown, the estimated average daily trips are expected to increase significantly by 2020. The traffic projections estimated a traffic volume of 10,000 vehicles per day along Agoura Road between Kanan Road and Cornell Road, which represents a 32 percent

increase over existing levels. Traffic is expected to increase the most at Agoura Road east of Kanan Road, at about 117 percent.

The City's current population base is located primarily north of the U.S. 101 highway. However, the existing and projected traffic volumes along U.S. 101 and Kanan Road provide the opportunity for development of additional traveler-oriented uses in the Agoura Village project area as well as support for drive-through uses.

**Table 2-4  
Road Segment Traffic Volumes**

Road Segment	Existing	Future (2020)	
	ADT	ADT	% Increase over Existing
Agoura Road, west of Kanan Road	7,600	10,000	32%
Agoura Road, east of Kanan Road	9,200	20,000	117%
Kanan Road, north of Agoura Road	17,800	32,000	80%
Kanan Road, south of Agoura Road	13,600	19,000	40%

ADT = Estimated Average Daily Traffic Volume

Source: W-Trans, 2001.

## Chapter 3 - DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS

This chapter provides a descriptive profile of demographic and economic characteristics and trends for the City of Agoura Hills. This includes population, households, household income, housing characteristics and employment. In addition, selected demographics for the market area, including population, households and income are discussed. Growth projections from 2000 to 2020 from the Southern California Association of Governments (SCAG) are also presented. The demographic and economic characteristics will provide the framework for discussing opportunities for Agoura Village.

### 3.1 Population and Household Characteristics

#### Population and Household Growth: 1990 to 2000

Population and household growth from 1990 to 2000 for both the City of Agoura Hills and Los Angeles County are presented in Table 3-1. As shown, the City's population grew only slightly during this time period, at an average annual rate of 0.1 percent. This growth from 1990 to 2000 reaching about 20,537 persons, represents an increase of 0.7 percent. The City experienced less growth than Los Angeles County, which grew at an average annual rate of 0.7 percent, and increased by 7.4 percent over this time period.

The number of households in the City increased by 4.0 percent from 1990 to 2000, reaching about 6,874 households. Both the City's and the County's households grew at about the same rate annually. The average household size decreased for the City during this time period, from 3.08 to 2.99, while the County increased from 2.96 to 3.04.

**Table 3-1  
Population and Household Growth: 1990 to 2000**

	1990	2000	Numerical Change	% Increase	1990 - 2000 Avg Annual Growth
<b>Population</b>					
Agoura Hills	20,390	20,537	147	0.7%	0.1%
Los Angeles County	8,863,164	9,519,338	656,174	7.4%	0.7%
<b>Households</b>					
Agoura Hills	6,610	6,874	264	4.0%	0.4%
Los Angeles County	2,989,552	3,133,774	144,222	4.8%	0.5%
<b>Avg. Household Size</b>					
Agoura Hills	3.08	2.99			
Los Angeles County	2.96	3.04			

Sources: Stanley R. Hoffman Associates, Inc.  
U.S. Census Bureau, 1990 and 2000.

## Race and Ethnicity

The population by race and ethnicity for the City of Agoura Hills compared to the County in 1990 and 2000 is shown in Table 3-2. As shown, the predominant race in Agoura Hills was White, at 82.7 percent of the total population, greater than the County at 31.1 percent of the total. Agoura Hills had a smaller proportion of Blacks and Asians than did the County. The proportion of Hispanic residents in Agoura Hills (6.9 percent) was markedly less than in the County (44.6 percent). As shown, other races, and persons of two or more races comprised a small portion of the total population in both the City and County. The City's White and Asian population declined from 1990 to 2000 by 2.8 percent and 3.8 percent respectively, while the County's White population declined by 18.6 percent, and its Asian population increased by 21.7 percent.

**Table 3-2  
Population by Race and Ethnicity: 2000**

<b>Ethnicity/Race</b>	<b>1990</b>	<b>% of Total</b>	<b>2000</b>	<b>% of Total</b>	<b>% Change</b>
<b><u>Agoura Hills</u></b>					
Non-Hispanic					
White	17,475	85.1%	16,993	82.7%	-2.8%
Black	228	1.1%	268	1.3%	17.5%
Asian <sup>1</sup>	1,377	6.7%	1,325	6.5%	-3.8%
Other <sup>1</sup>	67	0.3%	87	0.4%	29.9%
Two or more races <sup>2</sup>	<u>na</u>	<u>na</u>	<u>457</u>	<u>2.2%</u>	<u>na</u>
	19,147	93.9%	19,130	93.1%	-0.1%
Hispanic	1,243	6.1%	1,407	6.9%	13.2%
<b>Total</b>	<b>20,390</b>	<b>100%</b>	<b>20,537</b>	<b>100%</b>	<b>0.7%</b>
<b><u>Los Angeles County</u></b>					
Non-Hispanic					
White	3,634,722	41.0%	2,959,614	31.1%	-18.6%
Black	946,862	10.7%	901,472	9.5%	-4.8%
Asian <sup>1</sup>	924,291	10.4%	1,124,569	11.8%	21.7%
Other <sup>1</sup>	51,173	0.6%	68,809	0.7%	34.5%
Two or more races <sup>2</sup>	<u>na</u>	<u>na</u>	<u>222,661</u>	<u>2.3%</u>	<u>na</u>
	5,557,048	62.7%	5,277,125	55.4%	-5.0%
Hispanic	3,306,116	37.3%	4,242,213	44.6%	28.3%
<b>Total</b>	<b>8,863,164</b>	<b>100%</b>	<b>9,519,338</b>	<b>100%</b>	<b>7.4%</b>

1. In 1990 "Asian" included Pacific Islander. "Other" includes American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, and some other race as classified in the 2000 Census.

2. The 2000 Census includes a new category for origin of two or more races.

Sources: Stanley R. Hoffman Associates, Inc.  
U.S. Census Bureau, 1990 and 2000.



## 3.2 Household Purchasing Power in Market Area

Purchasing power in the market area is significant when determining the potential for retail activity and the types of retail uses that could serve an area. Purchasing power was estimated using two approaches. First, data was obtained for households located within specified ring distances around the approximate location of the project area. The second approach obtained data for specified census tracts within the market area to provide a more accurate picture of spending relative to a household's proximity to the project area. One factor in potential development is that the City's population base is concentrated north of the freeway, and barriers exist for development in the Agoura Village project in drawing from residential areas north of the freeway.

### Ring-Data for Market Area

Table 3-3 shows demographic data for the estimated market area of the Agoura Village project based on ring data. The market area definition was selected based on the distance that someone might typically travel to make retail purchases at a community shopping center. As a rule of thumb, this is generally the area in which an establishment would draw about 80 percent of its business. Ring data was obtained for households within a 1.5-mile, 3-mile and 5-mile radius from the intersection of Agoura Road and Kanan Road, roughly the location of the proposed project. As shown in Figure 3-1, the 5-mile radius extends into the communities of Calabasas, Thousand Oaks, Westlake Village, and portions of Los Angeles County including the unincorporated community of Oak Park.

As shown in Table 3-3, there are about 76,272 persons and 28,036 households within a 5-mile radius of the project area. The estimated average annual household income of about \$125,567 for the 1.5-mile radius is higher than for households within a 3-mile radius (\$119,456) but less than for households within a 5-mile radius (\$129,673). The per capita income throughout the market area ranges from about \$41,778 to \$47,703.

**Table 3-3  
Demographics for 1.5-Mile, 3-Mile and 5-Mile Radius <sup>1</sup>**

Description	2000 Estimates		
	1.5-Mile Radius	3-Mile Radius	5-Mile Radius
Household Population	12,920	38,063	76,272
Households	4,404	13,305	28,036
Avg. Household Size	2.97	2.86	2.71
Per Capita Income	\$42,817	\$41,778	\$47,703
Avg. HH Income	\$125,567	\$119,456	\$129,673
Median HH Income	\$84,025	\$81,391	\$84,276
Aggregate HH Income	\$552,997,068	\$1,589,362,080	\$3,635,512,228

1. The center of the radii is located roughly at the intersection of Kanan Road and Agoura Road.
2. Aggregate HH Income is estimated at: Households x Avg. HH Income.

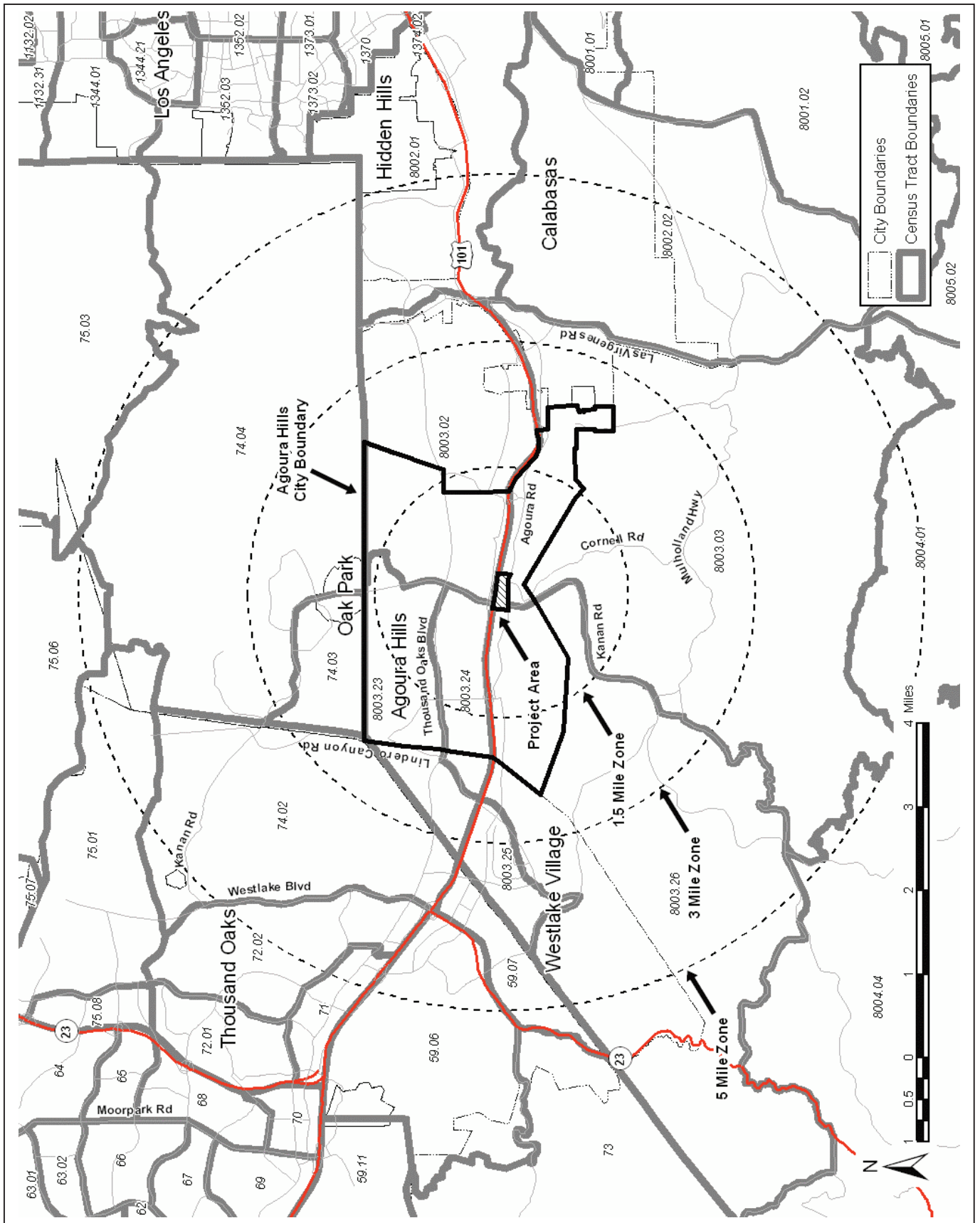
Source: Stanley R. Hoffman Associates, Inc.  
CACI Marketing Systems, *Market Profile Report, January 2002*.

As shown in Table 3-3, the aggregate household income of households increases outward from the 1.5-mile radius to the 5-mile radius. Households within a 1.5-mile radius have an estimated total aggregate income of about \$553.9 million, while households within a 5-mile radius have an estimated \$3.6 billion.

**Census Tract Data**

Figure 3-1 shows the census tracts for which data was aggregated in order to estimate spending potential in the project area north of the freeway, south of the freeway, and in the broader market area. The data for these tracts was normalized according to the CACI data obtained by 1.5-mile and 3-mile rings around the project area. As shown in Table 3-4, these census tracts encompass about 28,036 households with an aggregate household income of \$3.6 billion. The income was determined based on the average household income from the CACI ring data. Within the 1.5-mile radius, there are about 1,678 households south of the freeway with an aggregate household income of \$210.7 million, or almost 40 percent of the aggregate household income within the 1.5-mile ring. This represents a sizable amount of purchasing power within the immediate area.

**Figure 3-1**  
**Agoura Village Market Area Census Tracts**



**Table 3-4  
Census Tract Demographics by Market Area Ring**

	<b>Census Tract</b>	<b>Households</b>	<b>Avg. HH Income</b>	<b>Aggregate HH Income</b>	<b>Avg. HH Size</b>
<u>1.5-Mile Radius</u>	<u>Ring 1</u>				
	8003.03	969	\$125,567	\$121,626,399	2.62
	8003.26	<u>710</u>	<u>\$125,567</u>	<u>\$89,115,498</u>	<u>2.53</u>
	South	1,678	\$125,567	\$210,741,896	2.58
	8003.24	842	\$125,567	\$105,771,767	2.95
	8003.23	862	\$125,567	\$108,176,683	3.28
	8003.02	<u>1,022</u>	<u>\$125,567</u>	<u>\$128,306,721</u>	<u>2.64</u>
	North	2,726	\$125,567	\$342,255,172	2.94
	Total	4,404	\$125,567	\$552,997,068	2.80
	<u>3-Mile Radius</u>	<u>Ring 2</u>			
Ring 1		7,647	\$119,456	\$913,493,286	2.80
8003.25		939	\$119,456	\$112,117,562	2.35
74.02		1,538	\$119,456	\$183,699,181	2.53
74.03		1,317	\$119,456	\$157,361,854	4.22
74.04		<u>1,864</u>	<u>\$119,456</u>	<u>\$222,690,197</u>	<u>2.84</u>
Total		13,305	\$119,456	\$1,589,362,080	2.89
<u>5-Mile Radius</u>		<u>Ring 3</u>			
	Ring 2	20,594	\$129,673	\$2,670,484,042	2.89
	59.06	2,180	\$129,673	\$282,697,510	2.67
	59.07	1,601	\$129,673	\$207,542,247	2.05
	72.02	1,401	\$129,673	\$181,707,626	2.75
	71.00	<u>2,260</u>	<u>\$129,673</u>	<u>\$293,080,803</u>	<u>2.47</u>
	Total	28,036	\$129,673	\$3,635,512,228	2.78

Sources: Stanley R. Hoffman Associates, Inc.  
U.S. Census Bureau, 2000.  
CACI Marketing Systems.

### 3.3 Housing Characteristics

This section provides a descriptive profile of Agoura Hills' existing housing characteristics, including housing stock and housing tenure.

#### Housing Stock

The City's dwelling unit composition for 1990 and 2000 compared to that of the County is shown in Table 3-5. The composition of both Agoura Hills' and the County's housing stock has remained about the same from 1990 to 2000. The City's total housing units increased by about 1.7 percent from 6,926 to 7,043 units during this time period, while the total number of housing units in Los Angeles County increased by 3.4 percent.

Agoura Hills' housing stock consists primarily of single-family units (88.0 percent), much higher than the percentage of single-family units in the County (55.0 percent). About 11.8 percent of the City's housing stock is comprised of multi-family units, while more than three times this much (43.3 percent) of the County's total units are multi-family. A very small percentage (0.1 percent) of the City's units are mobile homes, less than the County's 1.7 percent.

**Table 3-5  
Dwelling Units: 1990 - 2000**

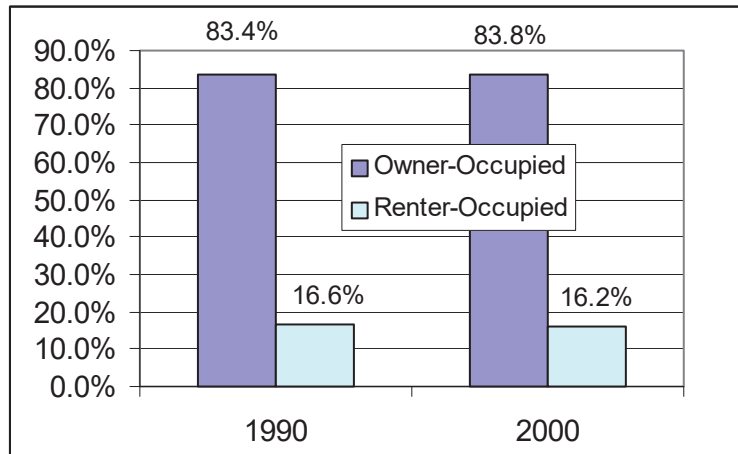
Dwelling Unit Type	City of Agoura Hills		Los Angeles County	
	1990	2000	1990	2000
Single Family	6,091	6,200	1,745,645	1,800,905
% of Total	87.9%	88.0%	55.2%	55.0%
Multi-Family	826	834	1,361,936	1,415,474
% of Total	11.9%	11.8%	43.1%	43.3%
Mobile Homes/Other	9	9	55,729	55,790
% of Total	<u>0.1%</u>	<u>0.1%</u>	<u>1.8%</u>	<u>1.7%</u>
Total Units	6,926	7,043	3,163,310	3,272,169
1990 - 2000: % Increase		1.7%		3.4%

Sources: Stanley R. Hoffman Associates, Inc.  
California Department of Finance, E-5 Reports, 2000.  
1990 U.S. Census.

### Housing Tenure

As shown in Figure 3-2, Agoura Hills is primarily a community of owner-occupied housing units. According to U.S. Census data, this composition has remained virtually unchanged from 1990 to 2000, with owners occupying about 84 percent of the total occupied units and renters occupying about 16 percent of the total.

**Figure 3-2**  
**Housing Tenure in Agoura Hills: 1990 and 2000**



Source: U.S. Census, 1990 and 2000.

## **3.4 Employment Characteristics**

### Business Characteristics of Agoura Hills

Recent employment data by industry category was not available for the City of Agoura Hills. However, the U.S. Census Zip Code Business Patterns provides data on the types and sizes of business establishments that were present in the City during 1999. According to this data, there were about 1,029 total establishments in Agoura Hills during 1999. Establishment counts represent the number of locations with at least one paid employee any time during the year, and do not include self-employed persons and most government agencies.

As shown in Table 3-6, about 43.0 percent of the City's firms were in the combined categories of Professional & Technical/Management (16.1 percent), Services (15.4 percent) and Construction (11.5 percent). The remaining categories each represented less than 10 percent of the total types of businesses. The fact that most of the City's businesses are in Professional/management and Services is indicative of a strong office employment base in the City. In addition, other combined categories, such as Information, Management & Administration, Finance and Insurance, and Real Estate represent 31.8 percent of the businesses. These businesses are also likely to be in an office environment.

**Table 3-6  
Types of Businesses in Agoura Hills: 1999**

Category	Number of Firms <sup>1</sup>	% of Total
Agriculture	4	0.4%
Construction	118	11.5%
Manufacturing	36	3.5%
Wholesale Trade	92	8.9%
Retail Trade	97	9.4%
Transportation & Warehousing	8	0.8%
Information	43	4.2%
Finance and Insurance	61	5.9%
Real Estate/Rental & Leasing	58	5.6%
Professional & Technical/Management	166	16.1%
Management of Companies & Enterprises	9	0.9%
Administration & Support	62	6.0%
Educational Services	18	1.7%
Health Care and Social Assistance	84	8.2%
Arts and Entertainment	50	4.9%
Accommodation & Food Services	54	5.2%
Other Services (except Public Admin.)	56	5.4%
Auxiliaries	1	0.1%
Unclassified	13	1.3%
<b>Total</b>	<b>1,030</b>	<b>100.0%</b>

1. A firm is an establishment at a single physical location at which business is conducted. Establishment counts represent the number of locations with paid employees any time during the year. Data are excluded for self-employed persons, employees of private households, railroad employees, agricultural production workers, and for most government employees.

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Census Zip Code Business Patterns, 1999.

### **Purchasing Power of Employment**

The employment within the market area would also generate some additional retail demand, both for restaurants and for other kinds of retail as employees make noontime and after work retail purchases. Employment along the Agoura Road corridor south of the freeway was estimated to be about 6,815 based on census tract data from the Southern California Association of Governments (SCAG). This corridor is expected to be the area from which retail establishments in the Agoura Village project area would draw employees who might make work day purchases.

Table 3-7 presents an estimate of this demand based on data derived from a study published by the International Council of Shopping Centers (ICSC), *Office Worker Spending*. The ICSC study involved a survey of 2,400 office workers in both downtown and suburban locations in eight large metropolitan markets in the US. The table shows that a typical office worker would be expected to spend an average of \$1,348 annually on lunches during the work-day and on dinner and/or drinks after dinner. The typical suburban office worker in an area with ample retail opportunities would be expected to spend an annual average of \$1,392 on various retail merchandise during the work day. These expenditures would be largely for apparel items, other

comparison goods, and convenience goods, including food stuffs. In total, the typical worker is estimated to make about \$3,044 in work day purchases annually. Based on the estimated employment in the area of about 6,815 workers, about \$20.7 million in total expenditures annually is estimated. At a typical average sales per square foot of \$200, that annual expenditure would translate into approximately 103,716 supportable square feet to the extent that it can be captured in the project area.

**Table 3-7**  
**Estimated Retail Demand Generated by Local Employment**  
(in Constant 2000 Dollars)

Retail Group	Annual Spending Per Worker <sup>1</sup>	Total Expenditures <sup>2</sup>	Supportable Floor Area @ \$200 per sq.ft. <sup>3</sup>
<b>Eating &amp; Drinking Establishments</b>	<b>\$1,348</b>	<b>\$9,187,523</b>	<b>45,938</b>
Lunches	1,185	8,076,542	40,383
Dinner/Drinks	163	1,110,981	5,555
<b>Work Day Retail</b>	<b>\$1,392</b>	<b>\$9,487,196</b>	<b>47,436</b>
Comparison Goods	1,111	7,572,215	37,861
Apparel & Accessories	592	4,034,616	20,173
Other Shoppers Goods	518	3,530,289	17,651
Convenience Goods	281	1,914,981	9,575
Incidentals	133	906,327	4,532
Food Stuffs	104	708,981	3,545
Other	44	299,673	1,498
<b>After Work Retail</b>	<b>\$304</b>	<b>\$2,068,472</b>	<b>10,342</b>
Food & Groceries	182	1,242,545	6,213
Other	121	825,927	4,130
<b>Total</b>	<b>\$3,044</b>	<b>\$20,743,190</b>	<b>103,716</b>

1. Spending per worker derived from International Council of Shopping Centers' survey.
2. A total of 6,815 employees was estimated, based on SCAG employment estimates by census tract. Census tracts south of the freeway and along the Agoura Road corridor were selected.
3. Based on the *2000 Dollars and Cents of Shopping Centers*, Urban Land Institute.

Sources: Stanley R. Hoffman Associates, Inc.  
International Council of Shopping Centers, *Office Worker Retail Spending*, 1988.  
Southern California Association of Governments (SCAG), 1997 estimates.



### 3.5 Projected Population, Household and Employment Growth

Projections provided by the Southern California Association of Governments (SCAG) suggest that Agoura Hills will experience very slight growth in population, households and employment over the next twenty years. As shown in Table 3-8, population was projected to reach about 22,439 in 2020, representing an annual average growth rate of only about 0.44 percent over the twenty-year period from 2000 to 2020.

Households are also projected to grow slowly during this time-period, or at an annual rate of about 0.26 percent. It is projected by SCAG that employment in Agoura Hills will increase by about 1,138 jobs, from about 10,873 jobs in 2000 to 12,011 jobs by the year 2020. At an average annual growth rate of 0.50 percent, this is faster than population and household growth. The number of jobs per household or jobs-housing ratio of 1.58 in 2000, is expected to increase to 1.66 in 2020.

The County is projected to grow faster than the City over this time-period, increasing in population at an average annual rate of 0.89 percent. Unlike the City, the County's employment is projected to increase at a rate less than its population growth rate, or about 0.76 percent annually. In addition, the number of jobs per household in the County is projected to decrease from 1.44 in 2000 to 1.34 in 2020.

SCAG Projections for the Las Virgenes region are shown to provide a demographic picture of an area more relative to Agoura Hills than Los Angeles County. As shown, the Las Virgenes region includes in addition to Agoura Hills, the cities of Calabasas, Hidden Hills, Malibu and Westlake Village as well as some unincorporated County areas. The Las Virgenes region's population and households are projected to increase at an average annual rate of 0.83 percent and 0.99 percent respectively from 2000 to 2020. Employment is projected to increase at a slower rate than population and households, or about 0.73 percent annually. The number of jobs per household is estimated to decrease from 1.33 in 2000 to 1.27 in 2020.

**Table 3-8  
Population, Households and Employment Projections: 2000 to 2020<sup>1</sup>**

Jurisdiction	2000	2010	2020	2000-2020		
				Numerical Change	Average Annual Change	Percent Change
<b><u>Agoura Hills</u></b>						
Population	20,537	21,538	22,439	1,902	0.44%	9.3%
Households	6,874	7,029	7,241	367	0.26%	5.3%
Employment	10,873	11,537	12,011	1,138	0.50%	10.5%
Jobs/Household Ratio	1.58	1.64	1.66	0.08	0.24%	4.9%
<b><u>Las Virgenes<sup>2</sup></u></b>						
Population	79,002	87,431	93,226	14,224	0.83%	18.0%
Households	28,507	31,984	34,695	6,188	0.99%	21.7%
Employment	38,051	41,838	44,034	5,983	0.73%	15.7%
Jobs/Household Ratio	1.33	1.31	1.27	-0.07	-0.25%	-4.9%
<b><u>Los Angeles County</u></b>						
Population	9,538,209	10,436,318	11,379,714	1,841,505	0.89%	19.3%
Households	3,071,597	3,440,273	3,857,011	785,414	1.14%	25.6%
Employment	4,430,488	4,889,716	5,155,855	725,367	0.76%	16.4%
Jobs/Household Ratio	1.44	1.42	1.34	-0.11	-0.38%	-7.3%

Notes:

1. All estimates for employment estimates and projections are based on the SCAG 1997 projections. Population and household estimates for the year 2000 are from the Census 2000. Population and household 2010 and 2020 projections are based on the projected SCAG average annual growth rates, with actual amounts adjusted to the difference between the interpolated SCAG 2000 estimate and the 2000 Census estimate.
2. The Las Virgenes subregion includes the Cities of Agoura Hills, Calabasas, Hidden Hills, Malibu and Westlake Village as well as unincorporated County areas.

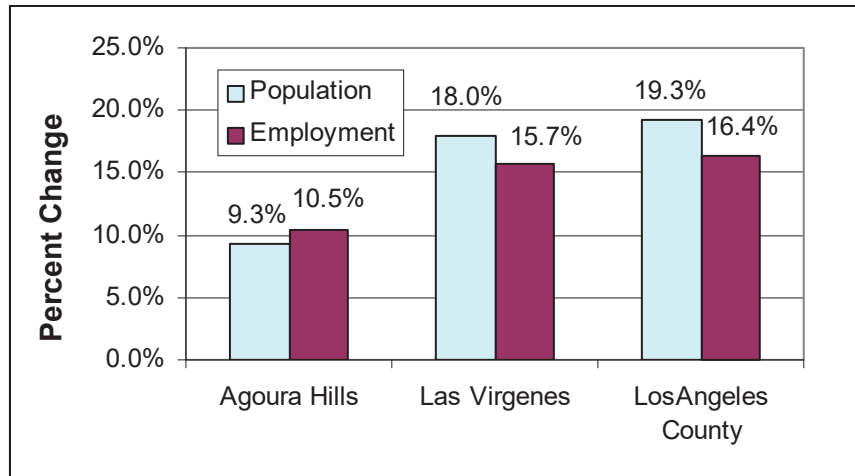
Source: Stanley R. Hoffman Associates, Inc.

Southern California Association of Governments (SCAG), 2001 RTP Adopted Forecast.

U.S. Bureau of the Census, Census 2000.

Figure 3-3 shows the percent change in population and employment projected 2000 to 2020 for the three areas. The percent change shows the absolute growth projected over the entire 20-year period. As shown, employment in the City of Agoura Hills is projected to increase slightly more (10.5 percent) than population (9.3 percent).

**Figure 3-3**  
**Projected Population and Employment Growth: Percent Change 2000 to 2020**



Source: Southern California Association of Governments.

## Chapter 4 – THE COMPETITIVE RETAIL SETTING

This chapter discusses characteristics of the existing retail centers in the market area that may be competitive with the proposed land uses for the Agoura Hills project area. As described earlier, the market area is generally viewed as the City of Agoura Hills plus its immediately adjacent areas within an approximate 5-mile radius, including portions of Calabasas, Thousand Oaks, Westlake Village and the unincorporated community of Oak Park. About 28,036 households are located within the 5-mile radius. Data was collected on existing retail centers, as well as for planned projects, within the communities of Agoura Hills, Calabasas, Thousand Oaks and Westlake Village.

### 4.1 Retail Supply in the Market Area

The retail supply in the market area is shown in Table 4-1 and Figure 4-1. These centers include neighborhood and community centers. Typically, neighborhood centers are small centers, providing convenience goods and services to local residents and may range from 30,000 to 100,000 square feet. They generally contain one or more restaurants, small specialty stores, and personal and other services. Community centers provide a wider range of merchandise and may be built around a junior department store, supermarket or discount department store, and range in size from 100,000 to 500,000 square feet. They may also contain grocery and drug store anchors.

As shown in Table 4-1 and Figure 4-1, there is currently a strong mix of neighborhood and community centers in the market area that provides about 1.7 million square feet of retail uses, including about 960,394 square feet of anchor tenants. About 1.1 million square feet of the total is located outside of the City of Agoura Hills. The smallest center surveyed was The Village at Moorpark (42,950 square feet) in Thousand Oaks and the largest was the Commons at Calabasas Park (211,712 square feet). Although these centers contain grocery, drug and a range of general merchandise, the only “big box” general merchandise retailer identified was the Costco in Westlake Village. Detailed information about the surveyed market area inventory is included in Appendix A

The market area for a regional center is much larger than that of community or neighborhood shopping centers, providing a wider range of merchandise and services. Traditionally it is anchored by one or two large department stores and may range in size from 250,000 to more than 900,000 square feet. Although not included in the inventory because they are just outside the 5-mile ring, the regional center Janss Marketplace in Thousand Oaks has 456,000 square feet of retail and the super-regional center The Oaks has about 1.1 million square feet.

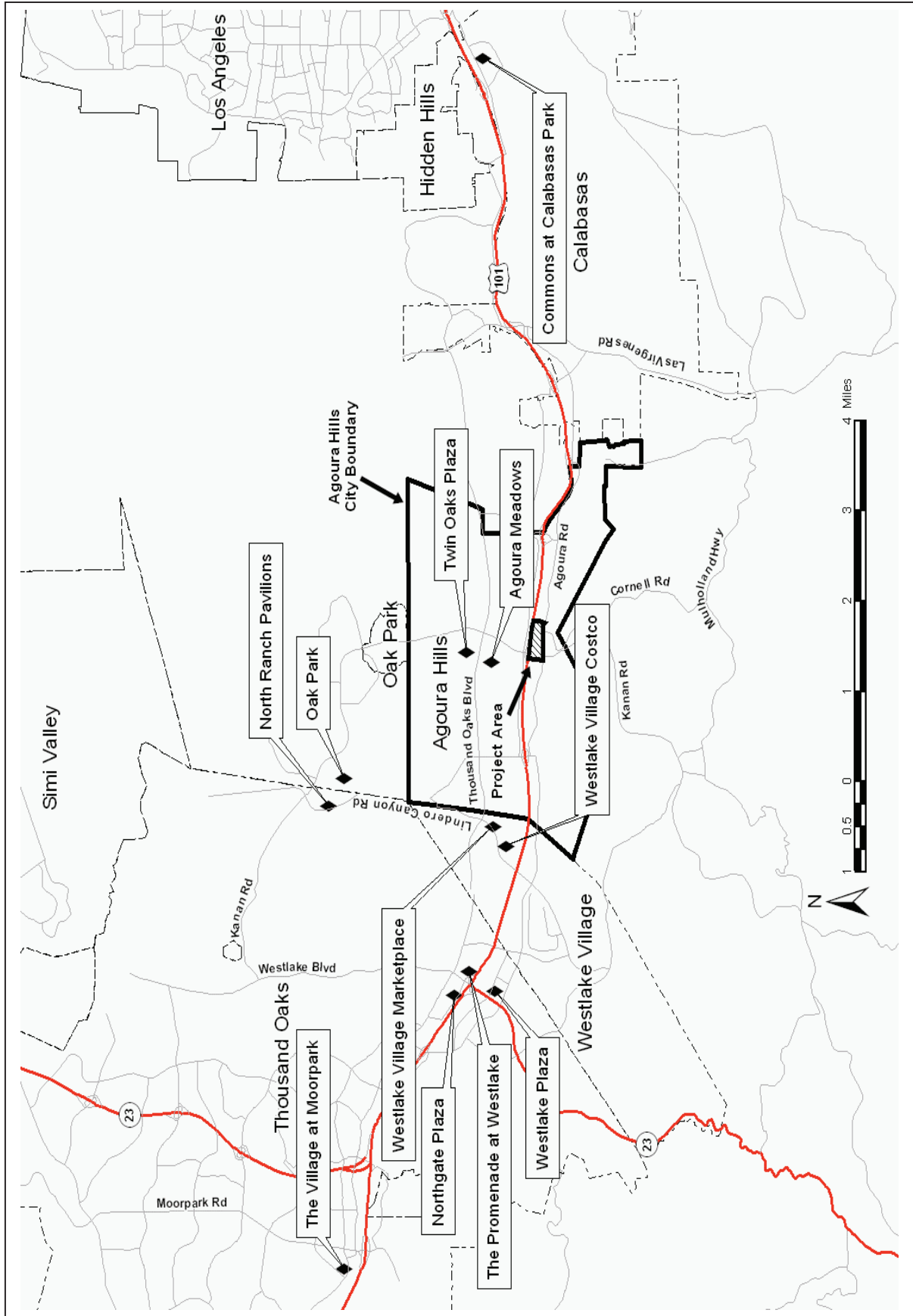
**Table 4-1  
Retail Square Feet in Market Area**

Shopping Center Name/Location	Type <sup>1</sup> /Year Built	Total Sq. Ft.	Anchors	Anchor Sq.Ft.	Other Tenants
<b><u>Agoura Hills/Oak Park</u></b>					
Agoura Village Project Area	N	145,708			Chuy's, Islands, antiques, gas station, services, other retail,
Agoura Village Projec Area adjacent	N	69,600			
Agoura Meadows Shopping Center Southwest corner Kanan Road and Thousand Oaks Blvd.	N 1978-1979	120,303	Von's Supermarket Savon Drugs Bank of America	41,250 25,070 7,953	N/A
Oak Park Shopping Center Southeast corner Kanan Road and Lindero Canyon Road	C 1991	120,287	Ralph's Grocery Rite Aid Pharmacy	53,000 19,000	N/A
Twin Oaks Plaza Northwest corner Kanan Road and Thousand Oaks Blvd.	C 1978 - renovated & expanded in 1995	102,399	Ralph's Grocery Rite Aid Pharmacy	40,755 17,700	Restaurants, Starbucks, Beauty supply, Photo development, Radio Shack, Bike Store, Clothing, Jewelry store.
<b>Total</b>		<b>558,297</b>		<b>204,728</b>	
<b><u>Calabasas</u></b>					
Selleck Proposal - Alternative 2	1998	120,000	Ralph's Grocery	120,000	Starbucks, Barnes & Noble,
<b>Total</b>		<b>120,000</b>		<b>120,000</b>	
<b><u>Thousand Oaks</u></b>					
North Ranch Pavilions Southwest corner Kanan Road and Lindero Canyon Road	C 1991	120,364	Pavilions Supermarket Tutor Time	50,970	Ice cream store, Beauty salons, Realtor, 6,500 Restaurants, Bank, Toy store, Pet store
Northgate Plaza Southwest corner Westlake Blvd. and Thousand Oaks Blvd.	Specialty 1996	105,000	Bed, Bath & Beyond BBB Storage Mezz.	35,000 5,000	
The Promenade at Westlake Southeast corner Westlake Blvd. and Thousand Oaks Blvd.	C 1997	210,000	Barnes & Noble Bristol Farms Cost Plus World Market Mann Theatres Copeland's Sports	25,000 31,578 18,930 35,000 30,000	Dry cleaners, Greeting cards, Clothing stores, Restaurants, Fast food, Camera store, Restoration Hardware, Shoe store, Cafes, Sunglasses store.
The Village at Moorpark Northwest corner Moorpark Road and Thousand Oaks Blvd.	N 1996	42,830	Strouds Wherehouse Music	15,131 12,800	Bank, Jamba Juice, Noah's Bagels, Men's Warehouse, and Starbucks.
<b>Total</b>		<b>478,194</b>		<b>265,909</b>	
<b><u>Westlake Village</u></b>					
Costco Shopping Center	C/1995	160,000	Costco Wholesale	136,000	N/A
Westlake Plaza Northeast corner Agoura Road and Westlake Blvd.	C 1974 - expanded in 1978	190,655	Long's Drugs Total Woman Health Spa Vons Savon Drugs	31,152 11,225 41,300 29,453	Video store, dry cleaners, Bank, Dentist, Fast food, Restaurants, Bakery, Café, Shoe store, Clothing store, Optical, Florist, Jewelry store, Furniture store.
Westlake Village Marketplace Southeast corner Lindero Canyon Road and Thousand Oaks Blvd.	C 1998	159,755	Albertsons PETS MART Staples Michael's	50,241 25,886 23,973 <u>20,527</u>	Banks, Restuarants, Fast food, Dry cleaners, Supercuts, Cingular, Michaels.
<b>Total</b>		<b>510,410</b>		<b>369,757</b>	
<b>Total Square Feet</b>		<b>1,666,901</b>		<b>960,394</b>	
<b>Total Square Feet Outside of City</b>		<b>1,108,604</b>		<b>755,666</b>	
<b>Total Square Feet in Agoura Hills</b>		<b>558,297</b>		<b>204,728</b>	
<b>Agoura Hills % of Market Area</b>		<b>33.5%</b>		<b>21.3%</b>	

1. C = Community (100,000 to 300,000 sq. ft.), N = Neighborhood (30,000 to 100,000 sq. ft.),  
R = Regional (300,000 to > 1,000,000 sq. ft.), SR = Super Regional (> 1,000,000 sq. ft.)

Source: Stanley R. Hoffman Associates.  
Field and Market Survey, January 2002.

**Figure 4-1  
Retail Centers in the Market Area**



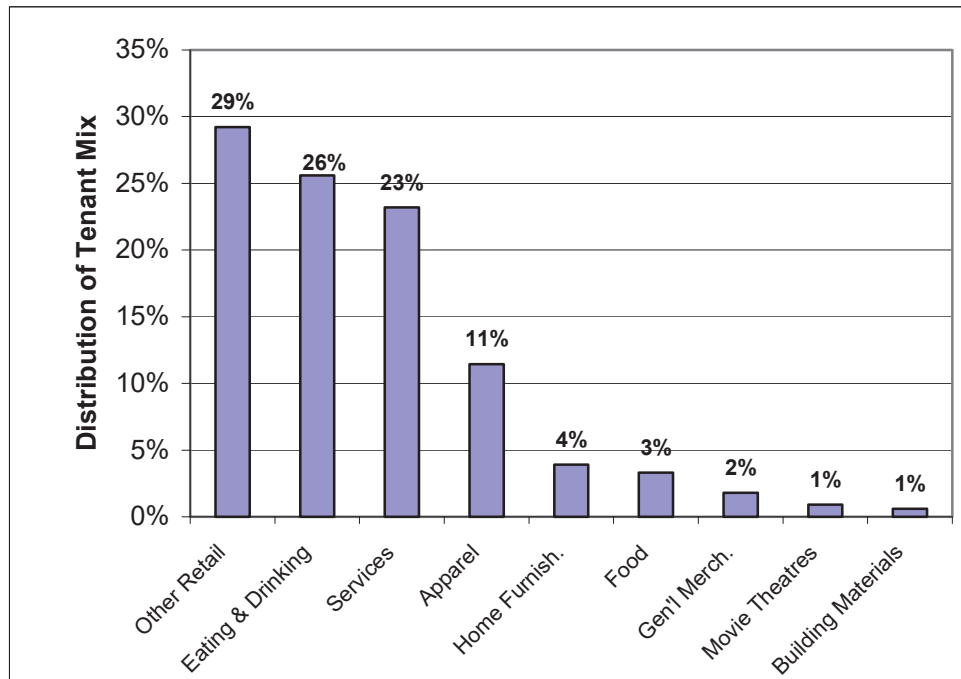
### Retail Centers in Agoura Hills

The City's retail centers include about 558,297 square feet of smaller anchor tenants and retail shops, representing about 33.5 percent of the total square feet surveyed in the market area. The Agoura Village project area has about 145,708 square feet. As shown in Table 4-1, the largest center is the Agoura Meadows Shopping Center at about 120,303 square feet, followed by the Oak Park Shopping Center at 120,287 square feet. Both of these centers, as well as Twin Oaks Plaza include a grocery store and drug store anchors. These centers are located north of the freeway at Kanan Road and Thousand Oaks Boulevard, and at Kanan Road and Lindero Canyon, well outside of the Agoura Village project area. These centers also take advantage of major arterial access.

## 4.2 Tenant Mix in the Market Area

Figure 4-2 shows the distribution of the tenant mix of the community centers and the Agoura Village project. According to the market area survey of, a large proportion of the retail tenant mix is comprised of other retail stores (29 percent), which include specialty stores such as stationery, books, jewelry, gifts and sporting goods. Eating and drinking establishments also make up a large portion (26 percent) of the market area tenants, as do services at about 23 percent of the total tenants. The only building materials tenants were located in the Agoura Village project. General merchandise (i.e., large value-oriented retailers such as Costco or Target) and movie theatres comprise only 2 percent and 1 percent of the total tenant mix respectively.

**Figure 4-2**  
**Tenant Mix in the Market Area**



Source: Stanley R. Hoffman Associates, Inc.

### 4.3 Planned Commercial Projects in the Market Area

Table 4-2 shows a variety of projects in the market area or close by, that are currently in progress or planned for the near future. As shown, about 2.3 million square feet are planned including retail, office, hotel and mixed-use. About 40.8 percent of the total, or 930,285 square feet, are planned in the City of Agoura Hills. Most of the retail projects are in Thousand Oaks. Among the most significant are the Kohl's Department Store Center, which will include 127,500 square feet of retail uses, including the 88,000 square foot department store. The Expo Design Center of 105,300 square feet has been approved at the northeast corner of the U.S. 101 Freeway and Ventu Park Road.

In addition, the Selleck proposal, which formerly included a Home Depot, is still being considered for about 120,000 square feet of mixed-use retail just to the west of the project area. Whatever is approved on this site will have a direct impact on the land uses for the Agoura Village project area.

As shown, about 830,405 square feet of office space is also planned, with about 96 percent of the total planned for Agoura Hills. This will bring sizable new employment into the market area. The future development also includes residential. In Agoura Hills, 336 residential units are planned as part of the Snyder mixed-used proposal. This new office and residential development in the City will provide nearby support for additional retail development in the project area.

### 4.4 The Retail Marketplace

#### Retail Lease Rates and Vacancies

Asking rental rates among the surveyed centers were determined based upon a breakdown in tenant size since rates typically are established on a per square foot basis, with smaller spaces having higher per square foot rates and larger spaces having lower per square foot rates. Other rental rate distinctions include anchors tenants that pay particularly low per square foot rates because of the ability of their name to draw shoppers.

Leasing rates and vacancy rates for the market area are shown in Table 4-3. As shown, the range of per square foot asking rents for smaller spaces (under 2,500 square feet for most centers) ranges from a low of \$2.25 NNN to a high of \$5.00 NNN. The per square foot rent for larger spaces (2,500 square feet and over) generally ranges from a low of \$1.50 to a high of \$2.75. For uses of more than 10,000 square feet, there generally is a rent break, with one center quoting \$1.08 per square foot.

Overall vacancy among the surveyed centers is 47,281 square feet, equal to a vacancy rate of 3.4 percent. This is a very low rate, and provides a strong indication of the relative strength of the Conejo Valley retail market. Vacancy rates in centers ranged from zero to 12.4 percent. Thousand Oaks had the highest vacancy rates, with about 12.4 percent vacant square feet at the Promenade and 11.7 percent vacant at North Ranch Pavilions. In Agoura Hills, the Oak Park Shopping Center and Twin Oaks Plaza showed vacancies of 4.2 percent and 2.2 percent respectively. As shown, several centers had no vacancies.



**Table 4-2  
City of Agoura Hills  
Planned Commercial Projects in Market Area**

Shopping Center Name/Location	Total Square Feet	Retail	Anchors	Office	Hotel	Comments/Other Uses
<b>Agoura Hills</b>						
Office Development						
Agoura & Laura La Plante	13,045			13,045		
Roadside	90,000			90,000		
29475 Canwood	49,000			49,000		
29229 Canwood	93,000			93,000		2 Office Buildings
Agoura Business Center	74,148			74,148		2 Office/Warehouse/Mfg. Buildings
Ladyface Circle	61,040			61,040		2 Office Buildings
28244 Dorothy Drive	5,156			5,156		Office Building
N. Agoura Road, E. of Palo Comado	45,000			45,000		Office Building
Kanan & Canwood	22,896			22,896		Office Building
Canwood and Derry	125,000			125,000		2 Office Buildings
JH Snyder Mixed Use Development	112,000	17,000		95,000		336 residential units at 18.56 units/ac
Selleck Proposal - Alternative 2	240,000	120,000	Mixed Use Retail	120,000		Anchor retail center, smaller ancillary
<b>Total</b>	<b>930,285</b>	<b>137,000</b>		<b>793,285</b>	<b>0</b>	
<b>Calabasas</b>						
Creekside Village		59,206	Albertson's	17,120		
NW corner Las Virgenes/Agoura		2,055	Starbucks			
<b>Total</b>	<b>78,381</b>	<b>61,261</b>		<b>17,120</b>	<b>0</b>	
<b>Thousand Oaks</b>						
SW corner Newbury Rd./Giant Oak		5,500	Restaurant		114,884	Pending Planning Commission approval.
		32,000	Retail/office			2 Hotels, restaurant, and retail/office.
<b>Total</b>	<b>152,384</b>	<b>37,500</b>			<b>114,884</b>	
Long's Drug Store		23,600	Long's Drug			
NE corner Thousand Oaks/Moorpark		8,400	Other retail			
<b>Total</b>	<b>32,000</b>	<b>32,000</b>				
Kohl's Department Store		88,000	Kohl's			Senior housing project planned at back of site.
SW corner Newbury Road and Kelly Rd.		27,000	Other retail			
		5,000	restaurant			
		7,500	restaurant/retail			
<b>Total</b>	<b>127,500</b>	<b>127,500</b>				
North Side Via Las Brisas and Via Rio	18,000	18,000	Grocery			Village-type retail center: small grocery YMCA & 2-story office/restaurant
Thousand Oaks Blvd/Erbes Rd.	30,000	10,000		20,000		
Expo Design Center		105,300	Expo Design Ctr.			
NE corner 101 Freeway/Ventu Park		18,000	other retail			
		8,610	other retail			
<b>Total</b>	<b>131,910</b>	<b>131,910</b>				
NW Corner Wendy Drive and Camino Dos Rios		332,721	Phs 1 Retail			Phase 2 not yet approved. Phase 1 consists of Home Depot, Target, and smaller retail (restaurants).
		389,779	Phs 2 Retail			
<b>Total</b>	<b>722,500</b>	<b>722,500</b>				
SW corner Thousand Oaks Blvd. & Erbes	18,000			18,000		Planned 18,000 sq. ft. retail/office
Ralph's Shopping Center		59,600	59,600 Ralph's			Former Ralph's Building (35,000 sq. ft) Scheduled completion: Summer 2002.
SE corner Janss Road and Moorpark	59,600					
<b>Total</b>	<b>1,273,894</b>	<b>1,139,010</b>		<b>20,000</b>	<b>114,884</b>	
<b>Westlake Village</b>						
Westlake North (S. of Costco Center)		N/A				May be re-zoned to General Commercial
<b>Total Square Feet</b>	<b>2,282,560</b>	<b>1,337,271</b>		<b>830,405</b>	<b>114,884</b>	
<b>Total Square Feet Outside of City</b>	<b>1,352,275</b>	<b>1,200,271</b>		<b>37,120</b>	<b>114,884</b>	
<b>Total Square Feet in Agoura Hills</b>	<b>930,285</b>	<b>137,000</b>		<b>793,285</b>	<b>0</b>	
<b>Agoura Hills % of Market Area</b>	<b>40.8%</b>	<b>10.2%</b>		<b>95.5%</b>	<b>0.0%</b>	

**Table 4-3  
Retail Space - Lease Rates and Vacancy in the Market Area**

Shopping Center Name/Location	Rate per Sq. Ft./month (NNN)		Vacant Square Feet	Vacancy Rate
	Rate Range	Size Range		
<b><u>Agoura Hills</u></b>				
Agoura Meadows Shopping Center	\$2.30	1,500 sq. ft. and less	0	0
	\$2.10-\$2.15	Over 1,500 sq. ft.		
Oak Park Shopping Center	\$2.25	1,500 sq. ft. and less	5,000	4.2%
	\$2.00	Over 1,500 sq. ft.		
Twin Oaks Plaza	\$2.50	Free standing pad	2,205	2.2%
	\$2.25	2,500 sq. ft. and less		
	\$2.10-\$2.15	Over 2,500 sq. ft.		
<b><u>Calabasas</u></b>				
Commons at Calabasas Park	\$5.00	1,000-2,000 sq. ft.	0	0
	\$4.00-\$4.50	2,000-3,000 sq. ft.		
	\$1.70-\$2.50	Over 3,000 sq. ft.		
<b><u>Thousand Oaks</u></b>				
North Ranch Pavilions	\$2.25	1,500 sq. ft. and less	14,031	11.7%
	\$1.75	Over 1,500 sq. ft.		
Northgate Plaza	\$4.25	Food uses	0	0
	\$2.50-\$3.50	Non-food use		
The Promenade at Westlake	\$5.00	1,000-2,000 sq. ft.	26,045	12.4%
	\$4.00-\$4.50	2,000-3,000 sq. ft.		
	\$1.70-\$2.50	Over 3,000 sq. ft.		
<b><u>Westlake Village</u></b>				
Westlake Plaza	\$3.00-\$3.25	3,000 sq. ft. and less	0	0
	\$2.25-\$2.50	Over 3,000 sq. ft.		
Westlake Village Marketplace	N/A	N/A	N/A	N/A
<b>Total</b>			<b>47,281</b>	<b>3.4%</b>

1. Triple net ("NNN") rental rate assumes that tenant pays their share of operating expenses, such as property taxes, utilities and maintenance and insurance.

Source: Stanley R. Hoffman Associates

### **Sales Per Square Foot**

Table 4-4 shows the median sales per square foot of retail tenants most frequently found in U.S. Community Shopping centers. As shown, Jewelry Stores and Supermarkets had the highest median sales per square foot followed by drugstores. Although General Merchandise establishments have lower sales per square foot, their larger size results in a larger sales volume than a Jewelry store at a high volume of sales per square foot. Restaurant, Apparel and Jewelry would all be suitable uses for the Agoura Village project area.

**Table 4-4**  
**Retail Tenants Most Frequently Found in Community Shopping Centers**

<b>Tenant Classification</b>	<b>Median Sales Per Square Foot</b>	<b>Median GLA (square feet)</b>
Jewelry	\$453	1,200
Supermarket	\$371	48,775
Drugstore	\$367	12,150
Cosmetics/Beauty Supplies	\$319	1,527
Restaurant	\$272	3,113
Home Furnishings	\$215	4,809
Family Apparel	\$207	6,000
Women's Apparel	\$179	4,147
Shoes	\$176	3,500
General Merchandise	\$169	65,631
Cards and Gifts	\$141	4,000

Source: Stanley R. Hoffman Associates, Inc.

Dollars and Cents of U.S. Shopping Centers: 2002, Urban Land Institute

## Chapter 5 - RETAIL MARKET TRENDS

### 5.1 Taxable Sales Trends

Sales tax is a significant contributor to the City's fiscal resources, comprising about 29 percent of the City's General Fund revenues in fiscal year 2000/01. This section discusses taxable sales trends in the City of Agoura Hills, addressing its performance relative to the region in constant dollars. According to the City, the project area generated about \$2.0 million in sales tax revenues as of year-end 2000. This represents about 80 percent of the total sales tax revenues in the City for the same time period.

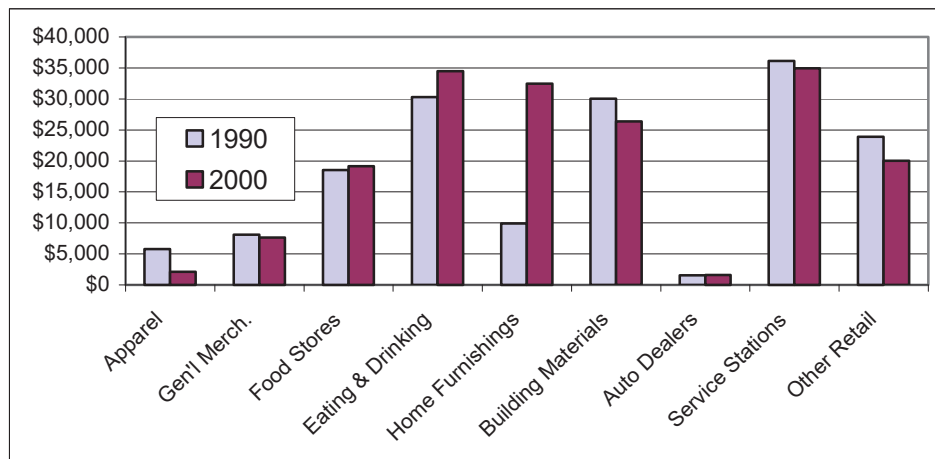
#### **Total Taxable Sales for City of Agoura Hills and Los Angeles County: 1990 and 2000**

As shown in Table 5-1, total taxable sales in the City of Agoura Hills increased in real dollars from about \$219.14 million in 1990 to about \$237.89 million in 2000, or about 16.6 percent. As shown in Table 5-2, total taxable sales for Los Angeles County increased in real dollars during this time period by about \$5.08 billion, or about 6.4 percent. Non-retail taxable sales in the City increased by 7.8 percent during this time period, while non-retail taxable sales in the County decreased by 2.9 percent. Non-retail taxable sales represent all transactions occurring outside retail establishments such as business-to-business, and business/personal services taxable sales.

#### **Taxable Retail Sales by Category: 1990 and 2000**

From 1990 to 2000, retail taxable sales in the City of Agoura Hills have increased in real dollars by \$14.48 million, or 8.8 percent. However, retail taxable sales have varied among categories. As shown in Figure 5-1 below and in detail in Table 5-1, taxable sales in Home Furnishings have increased by \$22.56 million dollars, or 227.9 percent. This is likely due to the Reed's store which was recently completed along the north side of U.S. 101. Taxable sales in Eating and Drinking Places have also increased during this time period, by about \$4.21 million, or 13.9 percent. Performance in other categories has not been as strong. In Apparel, taxable sales have decreased by \$3.64 million, or 63.2 percent. Taxable sales in Other Retail Stores and Building Materials have also decreased from 1990 and 2000, by 16.2 and 12.3 percent, respectively.

**Figure 5-1**  
**City of Agoura Hills Taxable Retail Sales**  
**(in 000's of constant 2000 dollars)**



## Total Taxable Sales by Category: 1990 and 2000

**Table 5-1**  
**City of Agoura Hills**  
(in thousands of constant 2000 dollars)

Retail Group	1990	2000	1990 to 2000 Change	Percent Change
Apparel Stores	\$5,763	\$2,120	-\$3,643	-63.2%
General Merchandise Stores <sup>1</sup>	8,115	7,618	-497	-6.1%
Food Stores	18,548	19,140	592	3.2%
Eating and Drinking Places	30,289	34,501	4,212	13.9%
Home Furnishings	9,896	32,453	22,557	227.9%
Building Materials	30,053	26,360	-3,693	-12.3%
Auto Dealers and Supplies	1,562	1,579	17	1.1%
Service Stations	36,142	34,930	-1,212	-3.4%
Other Retail Stores	<u>23,874</u>	<u>20,017</u>	<u>-3,857</u>	<u>-16.2%</u>
<b>Retail Subtotal</b>	<b>\$164,242</b>	<b>\$178,718</b>	<b>\$14,476</b>	<b>8.8%</b>
All Other Outlets (Non-Retail) <sup>2</sup>	<u>54,898</u>	<u>59,180</u>	<u>4,282</u>	<u>7.8%</u>
<b>Total All Outlets</b>	<b>\$219,140</b>	<b>\$237,898</b>	<b>\$18,758</b>	<b>16.6%</b>

**Table 5-2**  
**Los Angeles County**  
**Taxable Retail Sales by Category: 1990 and 2000**  
(in thousands of constant 2000 dollars)

Retail Group	1990	2000	1990 to 2000 Change	Percent Change
Apparel Stores	\$4,545,736	\$3,669,195	-\$876,541	-19.3%
General Merchandise Stores <sup>1</sup>	9,896,211	10,577,863	681,652	6.9%
Food Stores	4,863,333	4,212,973	-650,360	-13.4%
Eating and Drinking Places	8,799,154	9,716,805	917,651	10.4%
Home Furnishings	3,416,580	3,272,358	-144,222	-4.2%
Building Materials	4,321,711	4,821,940	500,229	11.6%
Auto Dealers and Supplies	11,869,606	13,712,706	1,843,100	15.5%
Service Stations	5,761,136	6,881,434	1,120,298	19.4%
Other Retail Stores	<u>10,826,029</u>	<u>13,456,105</u>	<u>2,630,076</u>	<u>24.3%</u>
<b>Retail Subtotal</b>	<b>\$64,299,497</b>	<b>\$70,321,379</b>	<b>\$6,021,882</b>	<b>9.4%</b>
All Other Outlets (Non-Retail) <sup>2</sup>	<u>32,098,544</u>	<u>31,152,253</u>	<u>-946,291</u>	<u>-2.9%</u>
<b>Total All Outlets</b>	<b>\$96,398,041</b>	<b>\$101,473,632</b>	<b>\$5,075,591</b>	<b>6.4%</b>

1. Drug Stores are included in General Merchandise due to reclassification in 1997.

2. Includes all transactions occurring outside retail establishments such as business-to-business, business/personal services taxable sales.

Source: Stanley R. Hoffman Associates, Inc.  
California State Board of Equalization

The County was stronger than the City in all categories except for Food Stores and Home Furnishings. In the County of Los Angeles, taxable sales in Other Retail Stores and Service Stations have shown the largest increases at 24.3 and 19.4 percent, respectively. Apparel and Food Stores have shown the poorest performance, decreasing from 1990 to 2000 by 19.3 and 13.4 percent, respectively.

## 5.2 Per Capita Taxable Retail Sales

Table 5–3 shows per capita taxable retail sales for the City of Agoura Hills for 1990 and 2000 in constant 2000 dollars. Per capita sales are a rough estimate of the retail sales performance in the City, and are calculated by dividing the total taxable retail sales by the City’s population. As shown, per capita taxable retail sales rose in real dollars from \$8,055 in 1990 to \$8,702 in 2000. The largest increase in per capita taxable retail sales between 1990 and 2000 was in the Home Furnishings category, which showed a 225.6 percent increase, followed by Eating and Drinking, which increased by 13.1 percent. The largest decreases were in the Apparel and Other Retail Stores categories, which decreased by 63.5 and 16.8 percent, respectively. While taxable per capita retail sales increased overall during this time period, they decreased in community-serving categories such as apparel, general merchandise, building materials and other retail stores, indicating that sizable demand in these categories is being met at centers outside of the City.

**Table 5-3**  
**Agoura Hills Per Capita Taxable Retail Sales: 1990 and 2000**  
**(in thousands of constant 2000 dollars)**

Retail Group	1990 Per Capita Sales	2000 Per Capita Sales	1990 to 2000 Change	Percent Change
Apparel Stores	\$283	\$103	-\$179	-63.5%
General Merchandise Stores	398	371	-27	-6.8%
Food Stores	910	932	22	2.5%
Eating and Drinking Places	1,486	1,680	194	13.1%
Home Furnishings	485	1,580	1,095	225.6%
Building Materials	1,474	1,284	-190	-12.9%
Auto Dealers and Supplies	77	77	0	0.4%
Service Stations	1,773	1,701	-72	-4.0%
Other Retail Stores	<u>1,171</u>	<u>975</u>	<u>-196</u>	<u>-16.8%</u>
<b>Retail Subtotal</b>	<b>\$8,055</b>	<b>\$8,702</b>	<b>\$647</b>	<b>8.0%</b>
<b>Population</b>	20,390	20,537		

Source: Stanley R. Hoffman Associates, Inc.  
California State Board of Equalization.  
U.S. Census Bureau. 1990 and 2000.

**City of Agoura Hills Per Capita Taxable Retail Sales Compared with Nearby Communities**

Table 5-4 and Figure 5-2 show per capita taxable retail sales for the City of Agoura Hills and nearby communities during 2000. As shown, the City’s total per capita taxable retail sales are lower than the nearby communities but higher than Los Angeles County. The City’s per capita taxable retail sales of \$8,702 was substantially lower than total taxable retail per capita sales in the nearby cities of Calabasas, Thousand Oaks and Westlake Village. When compared to Calabasas, which is a community of similar size, per capita sales in Agoura Hills were about \$3,500 less.

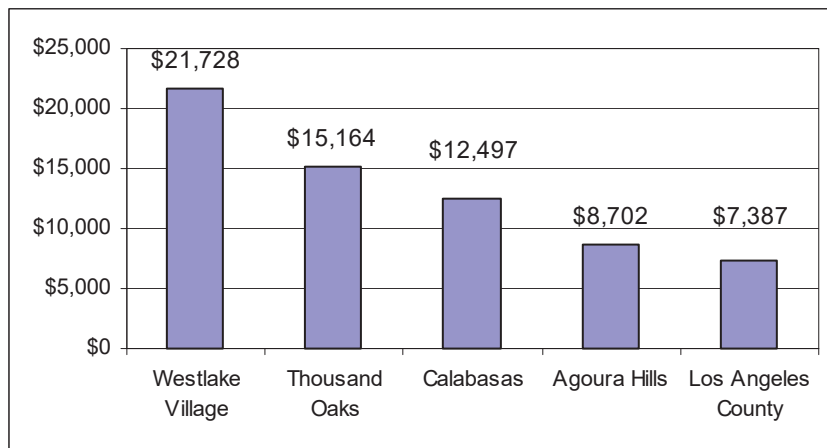
**Table 5-4  
Comparative Per Capita Taxable Retail Sales: 2000**

Jurisdiction	Taxable Retail Sales <sup>1</sup>	Population	Per Capita Sales
Westlake Village	\$181,817	8,368	\$21,728
Thousand Oaks	1,774,221	117,005	15,164
Calabasas	250,343	20,033	12,497
Agoura Hills	\$178,718	20,537	\$8,702
Los Angeles County	\$70,321,379	9,519,338	\$7,387

1. Taxable retail sales shown in thousands of dollars.

Source: Stanley R. Hoffman Associates, Inc.  
California State Board of Equalization.  
U.S. Census Bureau 2000.

**Figure 5-2  
Comparative Per Capita Taxable Retail Sales: 2000**

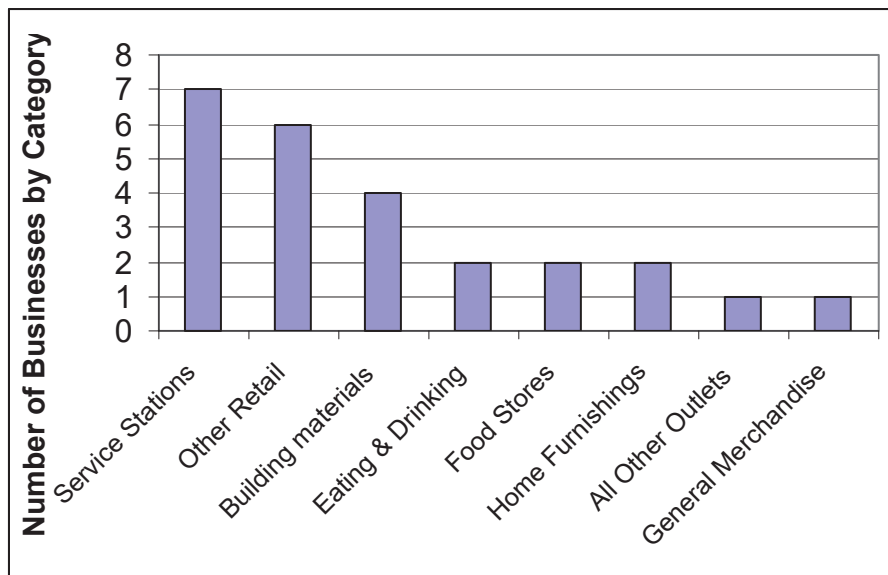


Source: California State Board of Equalization, Annual Report 2000.

### 5.3 Top 25 Sales Tax Producers

The top 25 sales tax contributors to the City of Agoura Hills are presented in Table 5-5. As shown, only 3 of the top 25, or 12 percent of the top 25, are within the Agoura Village project area, and two of these producers are Building Materials. Only one of the businesses is non-retail. Figure 5-3 shows the distribution of the top 25 producers by retail category. As shown, the largest single category of the top 25 producers are Service Stations at 7 businesses out of the total 25, followed by Other Retail (i.e., specialty stores, farm supply stores) at 6 businesses out of the total 25. Only 1 of the businesses, Sav-on Drug, is in the General Merchandise Category.

**Figure 5-3**  
**Distribution of Top 25 by Retail Category**



Source: City of Agoura Hills, 2001.

### 5.4 Capture of Taxable Retail Sales

One way to assess the relative strength of the local retail sector is to estimate the net capture by local retailers of the retail spending by local residents. Table 5-6 shows the estimated retail sales capture for the City of Agoura Hills during 2000. The expected expenditures of households in Agoura Hills are estimated using a model of consumer behavior derived from U.S. Consumer Expenditure Survey and the U.S. Census of Retail Trade. The model's estimates reflect household characteristics such as income and household size. As shown, in 2000 a household in Agoura Hills spent an average \$34,087 per household on retail purchases. The total households in the City of Agoura Hills spent an estimated \$234.3 million on retail purchases in 2000, or about 30.11 percent of their average household income.



**Table 5-5  
City of Agoura Hills Top 25 Sales Tax Contributors: 2000-01**

Area/Business Name	Retail or Non-Retail	Taxable Sales (BOE) <sup>1</sup> Category
<b><u>Agoura Village Project Area</u></b>		
Agoura Building Materials	Retail	Building materials
Roadside Lumber & Hardware	Retail	Building materials
Wood Ranch Bar-B-Que	Retail	Eating & Drinking
<b><u>Other Locations</u></b>		
Teradyne	Non-retail	All other outlets
Agoura Sash & Door	Retail	Building Materials
Lumber City Corporation	Retail	Building Materials
McDonald's Restaurant	Retail	Eating & Drinking
Ralph's Grocery	Retail	Food stores
Von's Grocery	Retail	Food stores
Sav-on Drug	Retail	General Merchandise/drug
Reeds & Son Furniture	Retail	Home Furnishings
Thomasville Gallery	Retail	Home Furnishings
Agoura Hills car wash	Retail	Other Retail
McKesson General Medical	Retail	Other retail
Independent Electric Supply	Retail	Other retail
Intelipurchase	Retail	Other retail
Warehouse Discount Center	Retail	Other retail
Renaissance Hotel	Retail	Other Retail/Eating&Drinking
Adobe Mobil	Retail	Service Station
Agoura Hills Shell	Retail	Service Station
Jins Agoura Shell	Retail	Service Station
Chevron U.S.A.	Retail	Service Station
Palisades Gas & Wash	Retail	Service Station
Unocal	Retail	Service Station
Agoura Mobil Mini Mart	Retail	Service Station
Percent in Project Area	12.0%	

1. California State Board of Equalization category.

Sources: Stanley R. Hoffman Associates, Inc.  
City of Agoura Hills.  
California State Board of Equalization.

As indicated in Column D (retail sales less household purchases), the City has an estimated negative capture (leakage) of about \$10.9 million in retail sales. This negative capture is due to significant amount of leakage in three categories. The largest negative capture is in General Merchandise followed by Auto Dealers and Apparel, indicating that residents are making sizable purchases outside the City in these categories. This indicates that the City is not meeting the demands of its residents in community and regional serving shopping categories (i.e., general merchandise, auto dealers and apparel). However, the City shows positive capture in all other categories, with the strongest positive capture of the City's household purchasing power in the Home Furnishings category. Food Stores, Eating and Drinking Places and Other Retail all show positive capture, indicating that neighborhood shopping needs are being met.

**Table 5-6**  
**City of Agoura Hills Estimated Retail Sales Capture or Leakage**  
**(in constant 2000 dollars)**

Retail Category	(A) Total Retail Sales (in 000's)	(B) Average Expenditures per Household <sup>2</sup>	(C) Total HH Expenditures (in 000's) <sup>3</sup>	(D) = (A) - (C) Est. Capture or Leakage (in 000's)
Apparel Stores	\$2,120	\$2,043	\$14,040	(\$11,920)
General Merchandise Stores	7,618	7,671	52,729	(45,111)
Food Stores <sup>1</sup>	63,800	6,484	44,568	19,232
Eating and Drinking Places	34,501	4,479	30,791	3,710
Home Furnishings	32,453	1,576	10,831	21,622
Building Materials	26,360	1,367	9,396	16,964
Auto Dealers and Parts	1,579	6,095	41,898	(40,319)
Gasoline Service Stations	34,930	1,971	13,550	21,380
Other Retail	<u>20,017</u>	<u>2,402</u>	<u>16,514</u>	<u>3,503</u>
Totals	\$223,378	\$34,087	\$234,317	-\$10,939
Number of Households		6,874		
HH Size		2.98		
Average Household Income		\$113,192		
Retail Expend. As % of Income		30.11%		

1. Total retail sales for Food Stores are factored up by 0.30 to account for the non-taxable portion of this category.
2. Estimated based on data from the U.S. Consumer Expenditure Survey, 1992 through 1995, and the U.S. Census of Retail Trade, 1992 and 1997.  
Includes only sales to households and not to contractors or builders.
3. Estimated by multiplying average expenditures per household by total households.

## 5.5 Household Retail Expenditures

Table 5-7 presents estimated total retail expenditures by households in the market area. Retail expenditures per household range from \$29,408 to \$31,690 annually. Most of the expenditures are made in the categories of food stores, general merchandise, auto dealers and eating and drinking places. As shown, the total household retail expenditures in the market area is the number of households multiplied by the total estimated annual retail expenditures per household. The estimated expenditures made by households along the Agoura Road corridor (ring 1 south) is about \$49.4 million, and increases to about \$91.1 million when households located north of the freeway but within 1.5 miles of the project area are included. Total market area households (including all three rings) have estimated total household expenditures of \$888.5 million. The \$49.4 million in annual retail expenditures made by households in the Agoura Road corridor represent about 21 percent of the total annual retail expenditures in the City as shown previously in Table 5-6.

Under the assumption that about 20 to 40 percent of retail expenditures of new households in the immediate vicinity can be captured in the project area, this results in an estimated 36 to 72 square feet per household for a range of retail uses. Thus, for an increase of 100 households, about 3,600 to 7,200 square feet of new demand could be potentially captured within the project area.

**Table 5-7**  
**Estimated Annual Household Retail Expenditures in Market Area**  
**(in constant 2000 dollars)**

	Annual Retail Expenditures			
	Ring 1 South	Ring 1 North	Ring 2	Ring 3
Apparel Stores	\$1,751	\$1,984	\$1,984	\$1,926
General Merchandise Stores	6,590	7,498	7,397	7,182
Food Stores	5,563	6,280	6,198	5,932
Eating and Drinking Places	3,942	4,466	4,337	4,207
Home Furnishings	1,401	1,576	1,517	1,459
Building Materials	1,197	1,350	1,312	1,267
Auto Dealers and parts	5,187	5,965	5,836	5,576
Gasoline Service Stations	1,725	1,971	1,971	1,848
Other Retail	2,052	2,331	2,331	2,292
<b>Total Retail Expenditures</b>	<b>\$29,408</b>	<b>\$33,422</b>	<b>\$32,882</b>	<b>\$31,690</b>
HH Size	2.58	2.94	2.89	2.78
Total Households	1,678	2,726	13,305	28,036
Average Household Income	\$125,567	\$125,567	\$119,456	\$129,673
Retail Expend. As % of HH Income	23.42%	26.62%	27.53%	24.44%
<b>Estimated Total HH Retail Expenditures</b>	<b>\$49,356,863</b>	<b>\$91,098,077</b>	<b>\$437,495,553</b>	<b>\$888,449,510</b>

Source: Stanley R. Hoffman Associates, Inc.

## Chapter 6 – OTHER DEVELOPMENT CONCEPTS

A key issue is how to develop a community focal point in Agoura Village that can contribute to the City’s economic strength by attracting shoppers, businesses, and visitors. Retail development can occur more successfully with the existence and support of other activities, such as office, residential, entertainment, recreational and community uses. This chapter discusses other land use concepts relevant to the Agoura Village project area, including office and development oriented towards serving the office and hotel market, recreation/family-oriented uses, and residential development may fit within the overall concept.

### 6.1 Office and Local Office Support Uses

#### Office Supply and Lease Rates

Office supply and leasing activity within the Conejo Valley office market for Class A/B Office buildings of 20,000 square feet and above is summarized in Table 6-1. Based on a survey conducted by NAI Capital Commercial, as of year-end 2001, there were about 3.4 million square feet of rentable office square feet in the Conejo Valley and East Ventura County office market area. About one-third (31.5 percent) of the buildings surveyed were in the Agoura Hills/Calabasas area. As shown, the Agoura Hills/Calabasas office market had a higher occupancy rate (87.6 percent) than the Thousand Oaks/Newbury Park area (85.2 percent) or Westlake Village area (76.5 percent).

**Table 6-1  
Primary Office Market, Conejo Valley and East Ventura County: Year End 2001**

Area	Total Rentable Square Feet	% of Total	Total Vacant Square Feet	Occupancy	Rent Range/Square Foot <sup>1</sup>
Agoura Hills/Calabasas	1,064,460	31.5%	131,580	87.6%	\$1.75 NNN - \$2.60 FSG
Thousand Oaks/Newbury Park	632,400	18.7%	93,444	85.2%	\$1.80 MG - \$2.30 FSG
Westlake Village	1,680,950	49.8%	394,367	76.5%	\$1.85 FSG - \$2.75 FSG
Total	3,377,810	100.0%	619,391	81.7%	

1. Full service gross (FSG) assumes that operating expenses are deducted to yield the net rental rate.  
Modified Gross (MG) assumes tenant pays electric costs but other operating expenses are deducted.

Source: Stanley R. Hoffman Associates, Inc.  
NAI Capital Commercial.

There is a concentration of office development in the area. In addition, as shown previously in Table 4-2, about 830,405 square feet of new office development is proposed for the communities of Agoura Hills, Calabasas and Thousand Oaks, with about 96 percent of the total proposed in Agoura Hills. An estimated 90,000 square feet of new office space is under construction adjacent to the project area just east of Kanan Road.

#### Building Permit Activity

Trends in new non-residential building permit activity reflect the strength of the commercial and industrial market in the City. While the activity does not distinguish office from other

commercial, it does provide an indicator of overall non-residential growth. Table 6-2 presents new non-residential building activity trends in the City of Agoura Hills from 1990 to 2000 in year 2000 dollars. As shown in Table 6-2, the total valuation of non-residential building permits increased from 1990 to 2000, from about \$3.5 to \$8.8 million in real dollars. This represents an average annual valuation of about \$2.1 million. All of the activity has been in commercial buildings. As shown, during this time-period there were no industrial buildings constructed.

**Table 6-2**  
**City of Agoura Hills New Non-Residential Building Activity: 1990 to 2000**  
**(in thousands of constant 2000 dollars)**

Year	Commercial	% of Total	Industrial	% of Total	Total
1990	\$3,520	100.0%	\$0	0.0%	\$3,520
1991	497	100.0%	0	0.0%	497
1992	327	100.0%	0	0.0%	327
1993	2	100.0%	0	0.0%	2
1994	2,428	100.0%	0	0.0%	2,428
1995	152	100.0%	0	0.0%	152
1996	1,852	100.0%	0	0.0%	1,852
1997	0	0.0%	0	0.0%	0
1998	74	100.0%	0	0.0%	74
1999	5,517	100.0%	0	0.0%	5,517
2000	\$8,819	100.0%	\$0	0.0%	\$8,819
Annual Average	\$2,108		\$0		\$2,108

Source: Stanley R. Hoffman Associates, Inc.  
 Construction Industry Research Board, 2002.

### **Local Office Support Uses**

A mix of retail and services that are office-oriented could support the strong concentration of office development in the project area. There is also an estimated 90,000 square feet of new office space under construction just east of the project area. A mix of services and stores that serve businesses, such as office supply and stationery, printing and copying, banks, travel agencies, catering, personal and convenience services would be suitable for the Agoura Village project area.

## **6.2 The Hotel Marketplace**

As discussed earlier in this report, transient occupancy tax (TOT) is a significant source of public revenues to the City. In addition to the potential TOT revenue, hotel development is a source of demand for retail and restaurant uses in the City as some hotel guests will shop and dine at nearby establishments. As shown in Table 6-3, there is only one lodging place in the City and several in nearby communities with a total of about 1,429 rooms. The City's only hotel, the Renaissance, provides 281 guest rooms, and 13,000 square feet of banquet and meeting space.

This facility represents about 19.7 percent of the total market area lodging. Nearby in the City along Agoura Road, the Hampton Inn is currently under construction and will provide 94 additional rooms.

**Table 6-3  
Lodging in Agoura Hills and Nearby Communities: 2002**

Hotel/Motel	Address	Total Rooms	Daily Rates	
			Low	High
<u>City of Agoura Hills</u>				
Renaissance Hotel	30100 Agoura Rd.	281	\$99	\$179
The Hampton Inn (under construction)	Agoura Rd.	<u>94</u>	\$79	\$109
		375		
<u>City of Calabasas</u>				
Country Inn & Suites	23627 Calabasas Rd.	122	\$104	\$124
Good Nite Inn	26557 Agoura Rd.	<u>169</u>	\$46	\$80
		291		
<u>City of Thousand Oaks</u>				
Best Western Oaks Lodge	12 Conejo Blvd.	76	\$65	\$100
Clarion Palm Garden Hotel	495 N. Ventu Park Rd.	154	\$99	\$165
Days Inn	1320 Newbury Rd.	119	\$64	\$94
Thousand Oaks Inn	75 W. Thousand Oaks Blvd.	<u>106</u>	\$75	\$85
		455		
<u>City of Westlake Village</u>				
Hyatt Westlake Plaza Hotel	880 S. Westlake Blvd.	262	\$179	\$204
Westlake Village Inn	31943 Agoura Rd.	<u>140</u>	\$137	\$345
		402		
<b>Total Rooms</b>		<b>1,429</b>		
<b>Agoura Hills as % of Market Area</b>		<b>19.7%</b>		

Source: Stanley R. Hoffman Associates Inc.  
AAA 2001 TourBook, Southern California & Las Vegas

### **6.3 Recreation/Family-Oriented Uses**

The recreation/family-oriented theme focuses on uses that combine recreational activities with retail. The market area in particular supports youth and family-oriented uses. About 48.1 percent of the households within the 1.5 mile ring around the Agoura Village project area have members who are less than 18 years of age. One suggested use is an ice skating/hockey facility, such as the Ice Station in Santa Clarita, which provides three types of ice rinks as well as youth programs and banquet facilities. This facility would be compatible with residential uses, specialty retail shops and restaurants. The Santa Clarita facility encompasses about 92,000 square feet, including 5,500 square feet of retail and food uses.

These facilities typically host a wide range of events throughout the year, including hockey leagues and skating competitions. This type of activity could draw patrons for the local hotels during tournaments or special events, as well as provide a source of demand for local area restaurants and retail. It could also serve a community function as a local meeting place with its banquet facilities. Currently, the closest facilities of this type are located in Burbank, Simi Valley and Oxnard.

### **6.4 Residential**

The residential population provides the strongest source of demand for retail and service uses in the City. Growth projections from 2000 to 2020 from the Southern California Association of Governments indicate that the City will experience slow population and employment growth during this time period. Therefore, the demand for additional retail and services will come from better serving the local community and capturing more of the surrounding market area with a unique village experience.

While a detailed study of specific housing types has not been undertaken for the area study, the overall housing market trends indicate that housing demand is strong and housing supply is dwindling. According to a recent Los Angeles Times article on housing price trends, Los Angeles County has a current housing supply to meet the demand for 3 months, compared with a historical average of 10 months. Agoura Hills has built very little housing from 1990 to 2000, and has built virtually no multi-family housing during this time period, except for 171 units during 2000. Therefore, it can reasonably be assumed that attractive rental or ownership housing in the project area would be absorbed rapidly in today's market.

#### **Building Activity**

Although there are current proposals for mixed-use which include apartments, the City has historically built very few multi-family units. Table 6-4 presents new residential building activity trends in the City of Agoura Hills from 1990 to 2000. As shown, the average number of units built annually during this time period was about 21. Single-family development comprised almost entirely all of the development occurring during this time-period. Multi-Family development comprised a percentage of the total residential volume during one year only, with 160 units built during 2000. In the context of Agoura Village, senior apartments have potential at some sites in the project area as part of a focus on community and supporting uses. In terms of total development, from 1990 to 2000, residential development has averaged about 43.1 percent annually of the total new development valuation in the City.

**Table 6-4**  
**Agoura Hills New Residential Building Activity : 1990 to 2000**

Year	Single-Family	% of Total	Multi-Family	% of Total	Total Units
1990	39	100.0%	0	0.0%	39
1991	1	100.0%	0	0.0%	1
1992	2	100.0%	0	0.0%	2
1993	2	100.0%	0	0.0%	2
1994	2	100.0%	0	0.0%	2
1995	0	0.0%	0	0.0%	0
1996	2	100.0%	0	0.0%	2
1997	3	100.0%	0	0.0%	3
1998	2	100.0%	0	0.0%	2
1999	7	100.0%	0	0.0%	7
2000	11	6.4%	160	93.6%	171
Annual Average	6		15		21

Source: Stanley R. Hoffman Associates, Inc.  
Construction Industry Research Board

**Housing Value: Median Housing Prices in Agoura Hills and Selected Nearby Communities**

Current information on home and condominium sales prices in 2001 was obtained from recent data by DataQuick Information services. As shown in Table 6-5, a single-family home in the City of Agoura Hills had a median price of \$410,000 and a condominium had a median price of \$180,000. The median home price increased by about 8 percent from the prior year 2000 while the median price of a condominium increased by almost twice as much, or 15.8 percent. In the County, median home prices increased more from the prior year, about 11.5 percent. As shown, the median price for a home in Agoura Hills was less than in Calabasas and Westlake Village, but more than in Thousand Oaks and unincorporated Los Angeles.



**Table 6-5  
Comparative Median Housing Prices: 2001**

Jurisdiction	Zip Code	Homes		Condos	
		Median Price	% Change From 2000	Median Price	% Change From 2000
Agoura Hills	91301	\$410,000	8.0%	\$180,000	15.8%
Calabasas	91302	665,000	-0.7%	234,000	12.5%
Thousand Oaks <sup>1</sup>	91362	293,000	14.0%	N/A	N/A
Westlake Village	91361	635,000	3.7%	260,000	14.5%
Los Angeles County	-	\$232,000	11.5%	\$169,000	9.0%

1. Median home price and percent change data for the City of Thousand Oaks are from *The 2001 Ventura County Economic Outlook*. Home price is from year 2000 and Percent change is from year 1999.

Source: Stanley R. Hoffman Associates, Inc.  
California Association of Realtors.  
Dataquick Information Services, January 2002.

**Apartment Rental Rates**

Median rents for available apartments in the City of Agoura Hills and nearby communities are presented in Table 6-6. In Agoura Hills, based on a total of 10 listings, the median rent was \$1,178, less than in Calabasas (\$1,425) and Westlake Village (\$1,324) but higher than in Thousand Oaks (\$1,125). The average rent in Agoura Hills was \$1,174. As shown, the average monthly rent ranged from \$800 to \$1,500 in Agoura Hills for this time-period based on this sample.

**Table 6-6  
Sample Apartment Rents in Agoura Hills and Nearby Communities: February 2002**

City	Number Listed	Median Rent	Average Rent	Rent Range
<b>Agoura Hills</b>	<b>10</b>	<b>\$1,178</b>	<b>\$1,174</b>	<b>\$800 - \$1,500</b>
Calabasas	8	\$1,425	\$1,450	\$1,075 - \$1,750
Thousand Oaks	59	\$1,125	\$1,194	\$765 - \$1,685
Westlake Village	8	\$1,324	\$1,252	\$675 - \$1,605
Total	160			

Source: Stanley R. Hoffman Associates, Inc.  
www.springstreet.com, apartment rents for week beginning 2/21/02.

## APPENDIX A

**Appendix A -1  
Summary of Retail Center Tenants in Market Area**

	Commons at Calabasas Park	Northgate Plaza	The Village at Moorpark	Oak Park Shopping Center	The Promenade at Westlake	Westlake Plaza	Twin Oaks Plaza	Agoura Meadows Shopping Center	North Ranch Pavilions	Westlake Village Marketplace	Total, by Retail Type
<b>APPAREL</b>											
Women's Clothing	7	0	0	2	3	2	1	1	1	0	17
Men's Clothing	2	1	1	0	1	1	0	1	0	0	7
Children's Clothing	2	1	0	0	1	1	0	0	0	0	5
Sports Clothing/Accessories	1	0	0	0	3	0	1	0	0	0	5
Shoes	1	0	0	0	1	1	0	0	0	0	3
<b>SUBTOTAL</b>	<b>13</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>9</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>37</b>
<b>GENERAL MERCHANDISE</b>											
Drug	1	0	0	1	0	2	1	1	0	0	6
<b>EATING AND DRINKING</b>											
Sit-Down Restaurant	3	2	0	1	4	5	1	2	3	1	22
Café	2	1	0	1	2	0	0	1	0	1	8
Bakery/Coffee/Juice/Ice Cream	4	1	3	2	2	4	2	1	0	1	20
Fast Food	2	1	0	4	2	2	1	2	0	5	19
<b>SUBTOTAL</b>	<b>11</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>69</b>
<b>FOOD</b>											
Grocery	1	0	0	1	1	1	1	1	1	1	8
Health Foods/Smoke Shops	0	0	0	0	0	0	1	2	0	0	3
<b>SUBTOTAL</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>11</b>
<b>HOME FURNISHINGS</b>											
Furniture/Window Treatments	1	2	0	1	0	2	0	0	0	1	7
Home Accessories/Linens	1	1	1	0	3	0	0	0	0	0	6
<b>SUBTOTAL</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>13</b>
<b>BUILDING MATERIALS</b>											
<b>AUTO DEALERS AND SUPPLIES</b>											
<b>SERVICE STATIONS</b>											
<b>OTHER RETAIL STORES</b>											
Jewelry/Accessories	2	0	0	2	1	1	1	1	0	0	8
Gifts/Cards/Interior Designs/Flowers	1	1	0	2	1	5	1	1	1	0	13
Photography/Picture Framing	0	0	0	0	0	0	0	1	2	0	3
Crafts	0	0	0	0	0	1	0	0	0	1	2
Art Galleries	0	1	0	0	0	1	0	0	0	0	2
Books	1	0	0	0	1	0	1	1	0	0	4
Beauty Salons/Supplies/Skin Care/Spas/Nail Care	1	1	0	2	0	1	2	3	4	2	16
Electronics/Audio/Wireless/Cameras	0	1	0	0	0	1	1	1	0	1	5
Video/Audio	1	0	1	0	0	1	1	0	0	0	4
Toys and Games	1	1	0	0	0	0	0	0	1	0	3
Bicycles/Snow and Surfboards/Skates	0	0	0	0	0	0	1	1	0	0	2
Mail Centers/Photo Processing	0	0	0	1	0	1	1	2	2	1	8
Office Supplies/Stationary	0	0	0	0	0	1	0	0	0	1	2
Veterinary Care/Pet Supplies/Grooming	0	0	0	2	0	0	0	2	0	1	5
<b>SUBTOTAL</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>3</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>77</b>
<b>SERVICES</b>											
Dental/Optomety/Physical Therapy	1	0	0	3	1	1	0	2	0	0	8
Gyms/Fitness Centers/Dance	0	0	0	1	0	2	0	0	1	0	4
Education Learning Centers/Day Care	1	0	0	1	0	2	0	0	1	1	6
Cleaners/Laundromats/Shoe Repair/Alterations	1	0	0	1	1	2	1	2	2	1	11
Vacuum Repair	0	0	0	0	0	0	1	0	0	0	1
Banks/Insurance/Real Estate/Travel/Loans	0	0	1	3	4	2	2	4	4	2	22
<b>SUBTOTAL</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>52</b>
<b>Movie Theaters</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>