

# THOUSAND OAKS CITY COUNCIL



## Supplemental Information Packet

*H. Lawrence*

**Agenda Related Items - Meeting of February 10, 2015**  
**Supplemental Packet Date: February 10, 2015**  
**4:00 P.M.**

### Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed, typically a minimum of two—one available on the Thursday preceding the City Council meeting and the second on Tuesday at the meeting. The Thursday Supplemental Packet is available for public inspection in the City Clerk Department, 2100 E. Thousand Oaks Boulevard, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2) Both the Thursday and Tuesday Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2100 E. Thousand Oaks Boulevard.

### Americans with Disabilities Act (ADA):

In compliance with the ADA, if you need special assistance to participate in this meeting or other services in conjunction with this meeting, please contact the City Clerk Department at (805) 449-2151. Assisted listening devices are available at this meeting. Ask City Clerk staff if you desire to use this device. Upon request, the agenda and documents in this agenda packet, can be made available in appropriate alternative formats to persons with a disability. Notification at least 48 hours prior to the meeting or time when services are needed will assist City staff in assuring reasonable arrangements can be made to provide accessibility to the meeting or service.



# Community Development Department MEMORANDUM

2100 Thousand Oaks Boulevard • Thousand Oaks, CA 91362  
Planning Division • Phone 805/449.2323 • Fax 805/449.2350 • www.toaks.org  
Building Division • Phone 805/449.2500 • Fax 805/449.2505 • www.toaks.org

2015 FEB 10 PM 2:09  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

**To:** Scott Mitnick, City Manager  
**From:** John C. Prescott, Community Development Director  
**Date:** February 10, 2015  
**Subject:** City Approval of New Auto Mall Sign

This memorandum provides background regarding the City's approval of a new freestanding Auto Mall sign, to be located just east of the current Auto Mall sign along Auto Mall Drive near Cord Avenue, and adjacent to the Ventura (101) Freeway.

On April 26, 2011, City Council conducted a public hearing, following which an ordinance was introduced and a resolution adopted relating to a new Auto Mall sign. The ordinance was subsequently adopted May 10, 2011. The Ordinance is not yet in effect, however, as further described below.

## Ordinance

Ordinance 1557-NS is attached for reference (Attachment #1). It deals exclusively with certain signage elements in the Highway and Arterial Business/Auto Mall (C-2/AM) zone, which basically encompasses the Thousand Oaks Auto Mall. Part 2 of the Ordinance contains Municipal Code Section 9-4.2308(c)(1), which comprises specific standards for construction of an Auto Mall freestanding identification sign. A building permit for a sign meeting these standards may be issued without a further entitlement (e.g., special use permit).

Part 4 (Effective Date) of the ordinance provides, however, that the ordinance does not go into effect until a Community Facilities District or other funding mechanism approved by the City to fund the Auto Mall street widening, parking, and landscaping project has been approved. That has not occurred yet, and therefore the ordinance setting forth the standards and building permit process for an Auto Mall freestanding identification sign is not in effect at this time.

## Resolution

Resolution 2011-014 is attached for reference (Attachment #2). Through adoption of this Resolution, City Council approved a conceptual design for a new freestanding Auto Mall identification sign. However, the text of the Resolution specifies that it becomes effective only when the Ordinance becomes effective. That has not occurred yet, so the Resolution is not now in effect either.

ORDINANCE NO. 1557-NS

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF THOUSAND OAKS AMENDING THOUSAND OAKS MUNICIPAL CODE SECTION 9-4.2308 REGARDING SIGNAGE WITHIN THE C-2/AM (AUTO MALL OVERLAY) ZONE (MCA 2009-70433)

The City Council of the City of Thousand Oaks does hereby ordain as follows:

**Part I**  
(Uncodified)  
Findings

1. The City Council has created a special zone for the Thousand Oaks Auto Mall area entitled "Highway and Arterial Business/Auto Mall (C-2/AM) Zone (hereinafter "Auto Mall Zone"), codified as Article 39 of Chapter 4 of Title 9 of the Thousand Oaks Municipal Code (TOMC Section 9-4.3900, et.seq.).
2. Section 9-4.3900 sets out the purpose of the Auto Mall Zone, stating that it is to be applied to locations where there is a grouping of automobile sales and services. In part, this special zone is intended to promote trade and commerce, and accommodate the convenience of motorists with adequate vehicular access and circulation.
3. The boundaries of the Auto Mall Zone are depicted on the City's Zoning Maps.
4. The City of Thousand Oaks, Thousand Oaks Redevelopment Agency, and the Auto Mall Association have been working cooperatively for a number of years to enhance vehicular access, and in turn customer access, by improving street parking, landscaping, signage and pedestrian amenities at the Auto Mall.
5. On December 14, 2010, the City Council approved the street widening, parking and landscaping improvements project (Auto Mall Public Improvements) and new way-finding signs for the Auto Mall.

6. Because of these public improvements, the current Auto Mall free standing identification sign adjacent to Auto Mall Drive must be removed. Therefore, the Auto Mall Association has proposed constructing a new, modern free standing identification sign to replace the old sign.

7. TOMC Section 9-4.3900 further provides that the City's intent in adopting the Auto Mall Zone is to recognize the special needs associated with auto dealerships and related uses and to develop appropriate development standards to facilitate their growth and prosperity in a manner that is harmonious and sensitive to the surrounding community.

8. In furtherance of this goal and in recognition of the unique character of the Auto Mall, the City Council hereby adopts new regulations governing the placement of a free standing identification sign for the Auto Mall.

## Part 2

Sec. 9-4.2308(c) of the Thousand Oaks Municipal Code is amended to read as follows:

"Sec. 9-4.2308. Commercial and Industrial zones.

(c) Highway and Arterial Business/Auto Mall (C-2/AM) Zone additional identification signage. Notwithstanding any other section of this Code and in addition to signage permitted by other sections of this article, the following freestanding signs shall be permitted only within the C-2/AM Zone:

(1) One (1) Auto Mall freestanding identification sign. A single freestanding identification sign located within the boundaries of the C-2/AM Zone is permitted, which sign may display commercial messages related to identifying the dealers and brands at the Auto Mall as further restricted herein. Such an identification sign situated within the boundaries of the C-2/AM Zone is not an off-site sign or billboard as defined within this Code.

The design of said Auto Mall freestanding identification sign shall comply with the following architectural standards and include the following features. Provided said sign complies with each of these requirements, it may be approved by the Community Development Director through the building permit and sign permit process, without the necessity for an entitlement.

- i) Colors and materials to be earth-tone colors and natural stone veneer to be compatible with the surrounding architecture;
- ii) Decorative sculptural trees;

- iii) Landscaping and water feature to soften the sign massing;
- iv) Maximum structural height of twenty-four (24') feet and maximum width of thirty-five (35') feet, each dimension inclusive of all decorative elements that are part of the structure;
- v) One sign copy facing each direction of traffic on the adjacent U.S. Highway 101 is permitted. Sign copy shall include the text "Thousand Oaks" on one line, with 16" maximum letter height, and "Auto Mall" on a second line, with 24" maximum letter height; and shall be reverse-pan channel letters, aluminum construction with a painted finish, halo-illuminated with white LED illumination;
- vi) One LED electronic reader board facing each direction of traffic on the adjacent U.S. Highway 101 is permitted. The reader board and its electronic components shall meet all of the following standards:
  - (aa) Up to 24-hour per day operation is permitted;
  - (bb) Automatic dimming to a maximum of 0.3 foot-candles above ambient light shall be provided;
  - (cc) Eight-second image dwell time, and one-second image change time;
  - (dd) No animated, flashing, or scrolling images or messages are permitted;
  - (ee) Operation of the reader board shall comply with all provisions of the Federal Highway Administration, Guidance for Changeable Message Signs Memorandum, dated Sept. 25, 2007, or any successor Guidance Memorandum on the same subject published by the Federal Highway Administration, if in effect at the time of issuance of building permits for construction of the sign;
  - (ff) Maximum reader board dimensions of eighteen (18') feet in width and nine (9') feet in height;
  - (gg) Maximum reader board height above grade of eighteen feet eight inches (18'8");
  - (hh) Commercial advertising copy and images displayed on the sign shall be limited solely to identifying, by name, logo and vehicle brand sold, the businesses located within the Highway and Arterial Business/Auto Mall (C-2/AM) Zone. No other advertising of products or services available for purchase or lease at such businesses is permitted, nor is any identification or advertising of other businesses located outside said Zone;

(ii) Date, time, and temperature information may be displayed; and,

(jj) Prior to issuance of any building permit for the freestanding identification sign permitted hereby, the sign operator shall submit for approval by the Community Development Director a Uniform Sign Program for messages to be displayed on the reader board. Said Program shall set forth allowable colors of text, graphics, and background, and other aesthetic parameters for the messages. Colors used in registered trademarks and logos of dealers located, and brands sold, within the Auto Mall Zone shall be permissible within representations of those trademarks and logos on the reader board. Colors to be used for other text and background shall be depicted in the Uniform Sign Program, and shall be consistent with signage provisions of the City's Architectural Design Review Guidelines for Commercial Projects.

(2) Way-finder signs. In the Highway and Arterial Business/Auto Mall Zone (C-2/AM) only, way-finder signs shall be allowed within the public right-of-way only for the purpose of providing directional information to auto dealership locations. Said signs may not be used for advertising in any way, including advertising for sales or special events. The way-finder signs may be monument signs or pole mounted signs and shall match the design theme at the Auto Mall. The specific design, location, and components of way-finder signs shall be subject to approval of a special use permit pursuant to Sec. 9-4.2310 of this article."

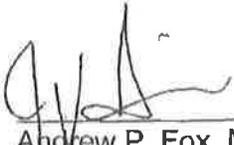
**Part 3**  
(Uncodified)  
Severability

If any section, subsection, clause or phrase of this Ordinance is for any reason held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the validity or constitutionality of the remaining portions of this title; it being hereby expressly declared that this title, and each section, subsection, sentence, clause and phrase hereof, would have been prepared, proposed, adopted, approved and ratified irrespective of the fact that anyone or more sections, subsections, sentences, clauses or phrases be declared invalid or unconstitutional.

**Part 4**  
(Uncodified)  
Effective Date

This Ordinance shall take effect on the thirty-first (31<sup>st</sup>) day following its final passage and adoption or upon the formation of a Community Facility District or other funding mechanism approved by the City to fund the Public Improvements referenced in Finding 5 within Part 1 of this ordinance, whichever is later.

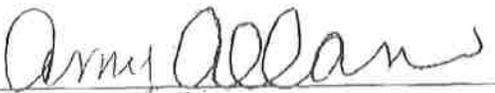
PASSED AND ADOPTED THIS 10th day of May, 2011.

  
\_\_\_\_\_  
for/  
Andrew P. Fox, Mayor  
City of Thousand Oaks, California

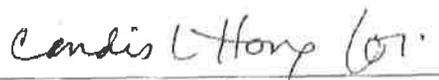
ATTEST:

  
\_\_\_\_\_  
Linda D. Lawrence, City Clerk

APPROVED AS TO FORM:  
Office of the City Attorney

  
\_\_\_\_\_  
Amy Albano, City Attorney

APPROVED AS TO ADMINISTRATION:

  
\_\_\_\_\_  
Scott Mitnick, City Manager

CERTIFICATION

STATE OF CALIFORNIA     )  
COUNTY OF VENTURA    )    SS.  
CITY OF THOUSAND OAKS )

I, LINDA D. LAWRENCE, City Clerk of the City of Thousand Oaks, DO HEREBY CERTIFY that the foregoing is a full, true, and correct copy of Ordinance No. 1557-NS, that was introduced by said City Council at a regular meeting held April 24, 2011 and adopted by said City Council at a regular meeting held on May 10, 2011 by the following vote:

AYES: Councilmembers Gillette, Glancy, and Mayor Pro Tem Irwin

NOES: Councilmember Bill-de la Peña

ABSENT: Mayor Fox

I further certify that said Ordinance No. 1557-NS was published as required by law in the THOUSAND OAKS STAR, a newspaper of general circulation printed and published in said City.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Thousand Oaks, California.

  
Linda D. Lawrence, City Clerk  
City of Thousand Oaks, California

May 10, 2011  
Date Attested

RESOLUTION NO. 2011-014

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF THOUSAND OAKS APPROVING A CONCEPT DESIGN FOR A NEW AUTO MALL FREE-STANDING IDENTIFICATION SIGN, LOCATED AT THE THOUSAND OAKS AUTO MALL, APPLICANT: AUTO MALL ASSOCIATION

WHEREAS, the applicant filed a petition under the provisions of the City of Thousand Oaks Municipal Code requesting the approval of a concept design for a free-standing identification sign for the Auto Mall in the C-2/AM zone.

WHEREAS, the Planning Commission, upon giving the required notice, did, on the 8<sup>th</sup> day of November, 2010, conduct a duly-advertised public hearing as prescribed by law to consider said conceptual design as part of MCA 2009-70433, at which time evidence, both oral and written, and arguments were heard from all interested parties appearing in the matter; and,

WHEREAS, after concluding the public hearing, the Planning Commission provided a recommendation to the City Council regarding the conceptual design for the free-standing monument sign and,

WHEREAS, on February 22, 2011 and April 12, 2011, the City Council conducted study sessions to review the proposed sign with the Auto Mall Association, obtain community input, and provide comments and guidance regarding the matter; and,

WHEREAS, upon notice duly given, a public hearing was held at a regular meeting of the City Council of the City of Thousand Oaks on April 26, 2011, at which time evidence, both oral and written, including a City Staff Report and exhibits, were presented and received and testimony was received from all interested parties appearing in the matter; and

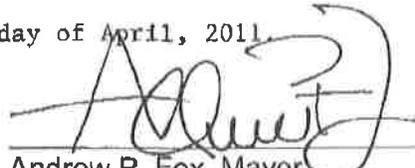
WHEREAS, following said public hearing, the City Council concurrently approved MCA 2009-70433, which allows a free standing identification sign, provides specific design criteria for such sign and allows administrative consideration and approval of a sign meeting said criteria; and,

WHEREAS, a resolution is required to formalize City Council action and this resolution is adopted for that purpose and reflects the action of a majority of the members of the City Council in rendering a decision on this matter at its regular meeting of April 26, 2011.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Thousand Oaks that the conceptual design for the free-standing identification sign for the Auto Mall is approved, based on the findings set forth below and as shown in Exhibit A, set forth and attached hereto and made a part hereof. This resolution and the approval of the conceptual design for the free standing identification sign granted herein shall become effective only upon the effective date of an adopted ordinance that approves the related Municipal Code amendment, MCA 2009-70433. Except as otherwise expressly indicated, a violation of said design criteria shall be grounds for revocation of approval of the free standing identification sign design concept by the City Council:

1. The conceptual design of the sign is consistent with the Scenic Highways Element of the General Plan and the Freeway Corridor Design Guidelines (Resolution 91-172).
2. The conceptual design of the sign is consistent with the Thousand Oaks Municipal Code, as amended through MCA 2009-70433.
3. MCA 2009-70433 provides appropriate design and operational parameters and standards for the sign.

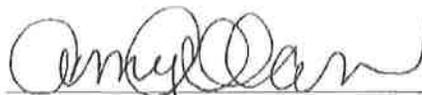
PASSED AND ADOPTED THIS 26th day of April, 2011.

  
Andrew P. Fox, Mayor  
City of Thousand Oaks, California

ATTEST:

  
Linda D. Lawrence, City Clerk

APPROVED AS TO FORM:  
Office of the City Attorney

  
Amy Albano, City Attorney

APPROVED AS TO ADMINISTRATION:

  
Scott Mitnick, City Manager

CERTIFICATION

STATE OF CALIFORNIA     )  
COUNTY OF VENTURA    ) SS.  
CITY OF THOUSAND OAKS   )

I, LINDA D. LAWRENCE, City Clerk of the City of Thousand Oaks, DO HEREBY CERTIFY that the foregoing is a full, true, and correct copy of Resolution No. 2011-014, which was duly and regularly passed and adopted by said City Council at a special meeting held April 26, 2011, by the following vote:

AYES:     Councilmembers Gillette, Glancy, Irwin and Mayor Fox

NOES:     Councilmember Bill-de la Peña

ABSENT: None

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Thousand Oaks, California.

4/28/11  
Date Attested

Linda Lawrence  
Linda D. Lawrence, City Clerk  
City of Thousand Oaks, California





City Council  
**MEMORANDUM**

2100 Thousand Oaks Boulevard • Thousand Oaks, CA 91362  
Phone 805/449.2121 • Fax 805/449.2125 • www.toaks.org

**TO:** City Council  
**FROM:** Al Adam, Mayor  
**DATE:** February 10, 2015  
**SUBJECT:** Ex Parte Communication, Agenda Item 9C – Thousand Oaks Auto Mall Public Infrastructure Improvements Project (CI 5118)

In compliance with Thousand Oaks Municipal Code Section 1-10.08, the purpose of this memo is to convey that I participated in a meeting with the Thousand Oaks Auto Mall Association on June 11, 2014. In addition, I met with and/or talked to several different individual Thousand Oaks Auto Mall dealers including: John Anderson (Silver Star Automotive Group), Ken Christ (Rusnak), Jeff Kemp (Kemp Ford), and Chris Shaver (Shaver Group). The purpose of these meetings/conversations was to learn more about each dealership and the proposed public infrastructure improvements project.

Al Adam  
Mayor

2015 FEB 10 PM 3:38  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. 9.C.  
MEETING DATE 2-10-2015

2-10-2015  
Council - FY1  
[Signature]



Finance Department  
**MEMORANDUM**

2100 Thousand Oaks Boulevard • Thousand Oaks, CA 91362  
Phone 805/449.2200 • Fax 805/449.2250 • www.toaks.org

**To:** Scott Mitnick, City Manager  
**From:** John F. Adams, Finance Director  
**Date:** February 9, 2015  
**Subject:** **Agenda Item 9.C. - Thousand Oaks Auto Mall Public Infrastructure Improvements Project (CI 5118)**

Staff compiled ten years of sales tax information (Attachment #1) and property tax information (Attachment #2). The detailed data is attached for review as requested:

1. **Sales Tax:** The ten year history shows that the sales tax generated by the Auto Mall has ranged from 21 percent to 25 percent of all point of sale transactions within the City, with a ten year average of 23 percent. Over that period of time, \$56.4 million of sales tax has been generated by the Auto Mall.
2. **Property Tax:** The Auto Mall dealers have made significant investment in their properties. Since 1998, the Assessed Value on the Auto Mall parcels increased by \$83 million or 142 percent. For FY 1998-99, Net Taxable Assessed Value was \$58.6 million and in FY 2014-15, it was \$142.0 million.

**Attachments:**

- Attachment #1 – Sales Tax History
- Attachment #2 – Assessed Value History

2015 FEB 10 AM 11:16  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. 9.c.  
MEETING DATE 2-10-2015

toaks.org

**Auto Mall  
Historical Sales Tax**

	FY 2013-14	FY 2012-13	FY 2011-12	FY 2010-11	FY 2009-10	FY 2008-09	FY 2007-08	FY 2006-07	FY 2005-06	FY 2004-05
Total Sales Tax Generated by Auto Mall	6,029,335	5,647,080	5,154,229	5,060,939	4,681,941	4,822,295	5,661,942	6,114,537	6,733,175	6,493,969
City Point of Sale Total	25,029,204	24,573,337	23,210,604	22,509,227	21,705,901	23,211,506	24,983,175	26,895,743	26,853,113	25,648,573
Auto Mall as % of City	24%	23%	22%	22%	22%	21%	23%	23%	25%	25%
10 Year Average	23%									

**Attachment #1**

**CITY OF THOUSAND OAKS  
AUTO MALL  
SECURED PARCEL LISTING  
Summary Table**

Fiscal Year	Land	Improvements	Personal Property	Fixtures	Total Exemptions	Total Net Taxable Value	Annual % AV Growth	Annual Property Tax Inflation Adj.	Annual Value from Inflation Adj. Only
1998-99	33,515,336	24,732,660	307,600	80,300	0	58,635,896			
1999-00	33,660,810	26,363,756	24,200	0	0	60,048,766	2.41%	2.00%	59,808,614
2000-01	34,148,997	27,041,145	21,200	0	0	61,211,342	1.94%	1.85%	60,915,073
2001-02	45,261,281	25,104,559	22,000	0	0	70,387,840	14.99%	2.00%	62,133,375
2002-03	51,057,169	24,728,090	20,700	5,000	0	75,810,959	7.70%	2.00%	63,376,042
2003-04	52,354,107	28,184,281	22,770	4,500	0	80,565,658	6.27%	2.00%	64,643,563
2004-05	52,438,424	32,569,522	0	4,100	0	85,012,046	5.52%	1.87%	65,852,398
2005-06	53,144,603	32,499,595	0	3,900	0	85,648,098	0.75%	2.00%	67,169,446
2006-07	54,629,597	35,523,371	0	4,500	0	90,157,468	5.26%	2.00%	68,512,835
2007-08	55,722,180	37,002,967	0	4,500	0	92,729,647	2.85%	2.00%	69,883,091
2008-09	58,756,014	39,894,095	0	4,600	0	98,654,709	6.39%	2.00%	71,280,753
2009-10	61,344,464	59,982,337	0	0	0	121,326,801	22.98%	2.00%	72,706,368
2010-11	60,602,356	68,285,831	0	0	0	128,888,187	6.23%	-0.24%	72,531,873
2011-12	61,021,020	68,625,353	0	0	0	129,646,373	0.59%	0.75%	73,075,862
2012-13	63,530,002	71,684,373	0	0	0	135,214,375	4.29%	2.00%	74,537,379
2013-04	64,800,591	74,697,152	0	0	0	139,497,743	3.17%	2.00%	76,028,127
2014-15	65,094,766	76,941,260	0	0	0	142,036,026	1.82%	0.45%	76,370,253
						Cumulative Growth in AV Since 1998-99: 83,400,130	142.23%	30.24%	17,734,357

Value Gain Above Inflation Adjustment Since 1998-99: 65,665,773



**From:** "Iqbal Quidwai" <i.guidwai@gmail.com>  
**Date:** February 9, 2015 at 1:36:07 PM PST  
**To:** "John Fonti" <jfonti@hotmail.com>  
**Cc:** "Joel Price" <JPrice@toaks.org>, "Clint Matkovich" <chauncey155@aol.com>, "Rachel Mcgrath M Grath" <rachel.vcstar@gmail.com>, "Claudia adelph bill" <claudia4slowgrowth@roadrunner.com>, "Anne Bitong" <annab@theacorn.com>, "Kyle Jorrey" <tonewstip@theacorn.com>, "Wendy Leung" <wendy.leung@vcstar.com>, "Ed Jones" <ejassoc@verizon.net>  
**Subject:** Re: WHEN YOU THOUGHT IT COULDN'T GET ANY WORSE IT DOES!!!!!!!!!!!!!!!

Good job john unless dimples fed u the info she does not help me ever no answer to my legitimate questions & now we have Benedict the 2nd press is in bed with the rascals mello Roos collection Oxnard has 'em + Janss park structure & Lang ranch are using 'em shameful what is happening. Nick quidwai

Sent from my iPhone

On Feb 9, 2015, at 10:43 AM, John Fonti <jfonti@hotmail.com> wrote:

Tuesday's council meeting includes a sweetheart deal for the poor T.O. AutoMall dealers and a backdoor approval for the controversial electronic billboard sign on the 101. The item is to approve a Mello-Roos Community Facility District. To do this the city will give outright an additional \$3m from its general fund and also lend the automall dealers another \$5 from the general fund to be paid back through the CFD over 20+ years.

AUTOMALL SIGN: If the council proceeds with the proposal as per the staff report then it will also be approving the electronic billboard sign which has been dead in the water for 4 years due to the death of RDA's. There is nothing in the staff report about the sign. But the council on April 26, 2011 tied the sign to the establishment of the not-so-mello-Ruse Community Facilites District. If the CFD is approved Tuesday then the sign is also approved. The argument you will hear against this will be that "It's a separate issue and it's already been approved. There was no need to put this on the agenda" This is untrue. The DESIGN was a separate issue not the sign itself. btw, both were approved by a very different council. Fox is the only one left who's approved them. Claudia BilldeLaPena also agrees that approving the CFD approves the sign. <https://www.facebook.com/claudiabilldelapenaTO> At a minimum the NEW city council should be re-debating the merits of the sign design..separately..and be on the record for it. Or else, I ask why do we have elections? Also, The council should tie any city funding for parking improvements to the auto dealers abandoning any future proposals for controversial signs on the 101. This should include both electronic billboard components and excessive size for non-e-billboards. If there is one thing the residents don't want is an eyesore. See previous stories in the STAR and Acorn. There already is a big eyesore with the dealers' glaring lights and lack of shading trees which brighten up the sky so much that it can be seen by the space station astronauts. I understand that the auto dealers do not follow the current approved landscape plans which has buffering trees. The city should always enforce all current and future approved plans. I don't believe it does so now.

DOES A PARKING PROBLEM EVEN EXIST IN THE FIRST PLACE? AND EVEN IF IT DID THEN WHY SHOULD THE TAXPAYERS SUBSIDIZE THE AUTO DEALERS? Where is the analysis in the staff report that there is indeed a parking problem? There is absolutely nothing on Page 2 except a statement saying the auto dealers have struggled with insufficient parking. Does each dealer with a so-called problem actually create it themselves but using up on-site visitor parking and employee parking with inventory? And then saying there is a street parking problem? I believe

CITY CLERK DEPARTMENT  
CITY OF THIRDSAN ANS

2015 FEB - 9 PM 5: 46

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. 9.C.  
MEETING DATE 2-10-2015

an complete factual analysis is mandatory when significant taxpayer general fund money is being used. Actually, I am amazed that this report could even be submitted without it. Just-trust-us is what Spurgin/Adams are saying. Also, where is the analysis that shows this is a good investment to the citizens of Thousand Oaks? I would expect to see something which shows how much and when additional sales tax revenue will be collected by the city to repay the general fund. Again, I see nothing in the staff report. Btw, \$10m for 300 new parking spaces is >\$30,000 per space!!!!!! This is more than twice the amount for the angled spaces on the Boulevard in front of the Lakes next to City Hall. Unbelievable, isn't it?

SWEETHEART INTEREST RATE?: When this proposal was first submitted a few years ago the council tried to sneak in a sweetheart below-market interest rate as low as 1%. Staff (City Manager Mitnick) submitted the item as a consent-calendar item and only released the proposed agreement a couple of hours before the council mtg hoping that no one would notice. Now there is absolutely nothing in this staff report outlining any specific interest rate or guidelines. See page 6 of the staff report. How do we protect the taxpayers of Thousand Oaks?

TOTAL SNEAK JOB AGAIN? BUSINESS AS USUAL?: Why is the public only learning about this proposal on Friday before Tuesday's council mtg? Is this a done deal already? Is the council back to politics as usual when Andy Fox led the council majority? I am confused. Who is driving this? Staff wouldn't propose this unless a council member(s) was driving it and they thought they had a majority vote. It doesn't appear Bill-delapena is supportive of it. see her facebook page. From the March 14, 2013 Acorn: "Also, the council can't be totally pleased with the ratings for city governance, a first-time survey category that was directed squarely at the five individuals sitting on the dais. Of those polled, only 6 percent said the council was doing an excellent job spending tax dollars wisely, and a whopping 25 percent (one in four) said the council was doing a poor or very poor job engaging with residents to get their feedback. To his credit, Councilmember Andy Fox was the first to view that finding as a call to action, telling his council mates, "We've got to do a better job. That's a good thing, because it's Fox himself, whom many view as the face of the council, who most needs to change his "it's my way or the highway approach."" SNEAKING THIS ITEM ONTO AN AGENDA WHEN THE RESIDENTS AREN'T GIVEN AMPLE TIME TO ASK QUESTIONS, GET ANSWERS AND SPREAD THE WORD IS SAME-OL, SAME OL. HECK, NO ONE IS PAYING ATTENTION BECAUSE THEY THOUGHT THE COUNCIL WAS GOING TO CHANGE. FOX SAID IT. SO IT MUST BE TRUE.

NOT-SO-MELLOW-RUSE QUESTIONS: Have any of these districts gone bad? Who will be responsible for the costs to operate and maintain it? Does the district have to prepare a budget? Does the district have to be audited each year? Is the City liable for the debts of a district? What are the risks of debt of the district? Can these risks be "Controlled"? Will the debt of the district directly affect the borrowing capacity of T.O.? Who owns whatever the district builds or acquires? Does the existence of the district limit in any respects the powers of the municipality liking zone? Is this the first CFD for TO? Why can't the automall go out and borrow money in the private sector? What is the city's current investment strategy vis-à-vis rates, terms, risk and how does the CFD fit in? How can TO solicit construction bids when there is so much yet to be discovered, drafted, debated and approved? Is this all about the sign? Will council's action Tuesday, in effect, approve the sign even if the final terms of the CFD are never worked out?

BROWN ACT VIOLATION? If this action also approves the sign then, imo, there is a Brown Act Violation for not having disclosed this important matter in the agenda!!!!!!!!!!!! I don't see in the description that the sign would be automatically

approved with approval of the agenda item. This matter is not immaterial! Not describing this would be misleading and an obvious violation "The agenda must contain a brief description of each item of business to be transacted (generally not to exceed 20 words). 11 Agenda descriptions must not be misleading. According to the California Attorney General's guide to the Brown Act, "the purpose of the brief general description is to inform interested members of the public about the subject matter under consideration so that they can determine whether to monitor or participate in the meeting of the body." - See more at:

<http://firstamendmentcoalition.org/open-meetings-3/facs-brown-act-primer/brown-act-primer-notice-of-a-meeting/#sthash.4BfHDZlr.dpuf>

Email or Phone  Password

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**Claudia Bill-de la Peña is on Facebook.**

To connect with Claudia Bill-de la Peña, sign up for Facebook today.



Claudia Bill-de la Peña  
Public Figure

**Timeline** About Photos Likes Videos

**PEOPLE**

**478** likes

**ABOUT**

Champlon for Our Community & Open Space! Won re-election to Thousand Oaks City Council.

<http://www.claudibilldelapena.com/>

Impressum

**PHOTOS**



**POSTS TO PAGE**

 **Mike Cowan**  
September 29, 2014 at 9:18am

Hi Claudia! We have the signs and they will be prominently displayed!!

 **Claudia Bill-de la Peña**  
February 7 at 7:46pm · Edited ·

The article fails to mention that the proposed deal between City and Auto Mall this Tuesday (2/10) gives dealerships the green light to build the oversized, unprecedented LED 101 Freeway sign. It's 10x bigger than the current sign. An almost entirely different city council approved the electronic billboard four years ago. The decision bitterly divided our community. What do you think?



**Thousand Oaks to consider sharing cost of auto mall improvements**

A face-lift costing nearly \$10 million is on the way for the Thousand Oaks Auto Mall if the City Council approves a shared funding plan Tuesday.

VCSTAR.COM | BY WENDY LEUNG

6 6 2

 **Claudia Bill-de la Peña**  
February 5 at 7:57pm · Edited ·

I'm In awe of people's generosity & kindness! WWII vet Rich & his wife have a new furnace as of today! A big THANK YOU to Bill Tassio, owner of Tassio Temperature Control, tassiotemp.com, for donating furnace & labor! The money raised thus far and still continuing through crowdfunding website Indiegogo (<https://www.indiegogo.com/.../help-a-world-war-ii-v.../x/9700775>), now goes toward helping a Korean War vet in the same mobile home park! At least a dozen vets couldn't be covered by Habitat for Humanity's grant program because money ran out. To all those who donated: Be proud of the good you have done to help our treasured war vets!!!



To whom it may concern,

I regret I will be unable to attend the city council meeting tomorrow night, due to a previous commitment. However, I want to express my strong support in favor of the Parking Expansion Project. It is greatly needed and will be an asset for the people working in the area both for convenience and safety in driving. The intersections on Auto Mall Drive are extremely dangerous. The way the cars are currently parked impedes the vision, no matter which direction you are turning.

I appreciate the opportunity to express my thoughts and look forward to this project moving forward.

Sincerely,

Hank Urbach  
2759 Lakewood Place  
Westlake Village, CA 91361

2015 FEB -9 PM 3:14  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. 9.C.  
MEETING DATE 2-10-2015

**CityClerk - RE: AutoMall parking and signage initiative**

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**From:** Ron Keller <ron.keller@silverstarauto.com>  
**To:** "cityclerk@toaks.org" <cityclerk@toaks.org>  
**Date:** 2/10/2015 6:54 AM  
**Subject:** RE: AutoMall parking and signage initiative

---

City Council members,

As both a consumer and employee of the Thousand Oaks Auto Mall for the past 22 years, I strongly urge you to consider for approval the two proposed Auto Mall improvements for additional parking and signage. Revenues generated by these businesses are an integral part of this community's success and are deserving of the full support and development of this city and it's council members, ensuring both the future prosperity of the Auto Mall, it's employees and the Conejo Valley as a whole. Please support these initiatives in their entirety.

Regards,

*Ronald Keller*

2015 FEB 10 AM 10:26  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. 9.C.  
MEETING DATE 2-10-2015

I LEN AKERS  
RESIDENT OF THOUSAND OAKS  
2479 VISTA WOOD CIRCLE  
I SUPPORT THE PARKING MEASURE  
FOR THE AUTOMALL PARKING:  
~~SA~~ LEN AKERS 210-15

2015 FEB 10 PM 3:04  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. a.c.  
MEETING DATE 2-10-2015

Bill Jacobs

CBLC #818-399-1182  
EMAIL MRPKbill@MSN.COM

1000 OAK'S Honda USED CAR MANAGER

APPROVE of Public & PRIVATE Funding  
For City of THOUSAND OAK'S And The  
AUTO MALL DEALSHIPS- ACTUAL General  
Fund budget.

Bill Jacobs

2-10-15

2015 FEB 10 PM 3:04  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL \_\_\_\_\_  
AGENDA ITEM NO. \_\_\_\_\_  
MEETING DATE \_\_\_\_\_

I Robin Tempo an employee of Honda of Thousand Oaks support the Thousand Oaks Auto Mall parking measure.

Cell phone 805-208-3987.

Sincerely-

*Robin Tempo*

Finance Director

**Honda of Thousand Oaks**

**Acura of Thousand Oaks**

805-371-5597

Robin.tempo@silverstarauto.com

2015 FEB 10 PM 3:46  
CITY CLERK DEPARTMENT  
CITY OF THOUSAND OAKS

TO COUNCIL 2-10-2015  
AGENDA ITEM NO. a.c.  
MEETING DATE 2-10-2015