City of Agoura Hills

Community Placemaking



Public Review Draft

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Chapter 1
Introduction

Introduction

Ideally situated just north of the Santa Monica Mountains along the U.S. Highway 101 corridor, the City of Agoura Hills (City) is today a predominantly residential community characterized by low-density, single-family neighborhoods with complementary commercial, office, parks, and open space land uses. The City's unique location and orientation differentiates it from surrounding cities, with a notable rustic aesthetic extending from the surrounding mountain terrain and natural open spaces, elements that contribute significantly to its community character. However, with limited distribution of community destinations within the City, Agoura Hills lacks a true centralized gathering place that can provide opportunities to connect residents from across the community. Recognizing the need for such a gathering place, the City initiated this effort to envision a new destination that provides opportunities for community connections, celebrates Agoura Hills and the adjacent Santa Monica Mountains, and accommodates an integrated mix of land uses where both residents and visitors can gather, engage, support local businesses, and experience the unique character and charm of the City.

1.1 Background

The City Council and Land Use/Economic Development Subcommittee have made economic development and community placemaking top priorities within the City, with particular focus along the Agoura Road corridor. Momentum for these efforts began to increase in 2025 when the City initiated discussions with property owners along the Agoura Road corridor to explore potential redevelopment and revitalization opportunities. The primary focus of these discussions has been the properties located directly across from City Hall on the north side of Agoura Road, including 29899 Agoura Road (the former Rams building – AIN-2061003037), 29901 Agoura Road (the current Vitu building – AIN-2061003036), and 29903 Agoura Road (the former PennyMac building – AIN-2061003029) owned by Realty Bancorp Equities, LLC. Given their prominent location adjacent to the Civic Center and Recreation and Event Center, this property was identified as having significant potential to serve as a catalyst for broader community and economic development efforts within the Agoura Road corridor.

1.2 Organization

This document has been prepared to guide the City in the decision-making process for the creation of a centralized gathering place within the identified Primary Study Area. It has been structured to provide a background and overview of the Primary Study Area, preliminary review of existing conditions, a high-level look at opportunities and constraints, and outreach efforts conducted by the City to-date. This document presents the outline of a unified vision and supporting concepts, as well as implementation opportunities and considerations for advancing this concept. It should be noted that this document is not a proposed development project, nor does it dictate any singular outcome. Instead, this document presents potential opportunities for the City and community to consider when contemplating and planning for the next steps in creating the desired outcome.

1.3 Primary Study Area

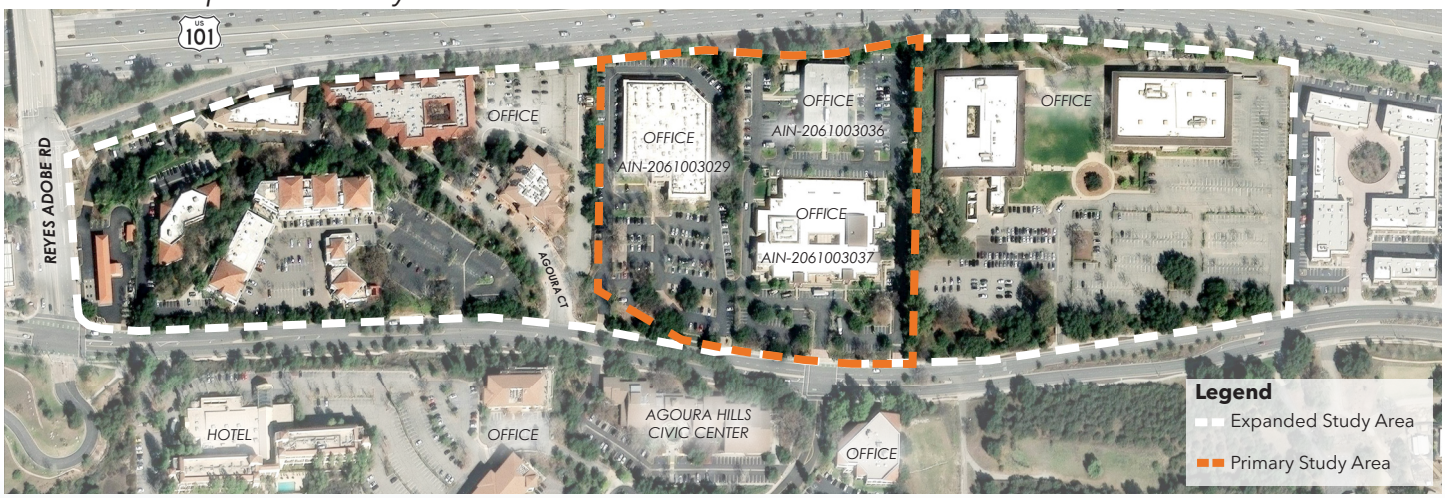
The Primary Study Area contemplated herein encompasses three (3) parcels currently owned by Realty Bancorp Equities, LLC, AIN-2061003029 (the former PennyMac Building), AIN-2061003036 (the current Vitu Building), and AIN-2061003037 (the former Rams building). The properties are located along Agoura Road north of the Civic Center, south of U.S. Highway 101, east of Reyes Adobe Road, and west of 29851 Agoura Road. See *Exhibit 1-1: Primary Study Area*.

Exhibit 1-1: Primary Study Area



In addition to the Primary Study Area, this document contemplates an Expanded Study Area that could include an additional seven (7) parcels extending west from the Primary Study Area and three (3) parcels extending east from the Primary Study Area. See *Exhibit 1-2: Expanded Study Area*. It is worth noting that while the Expanded Study Area is contemplated within this document to provide for a more comprehensive approach for City consideration, the primary focus of this document is the Primary Study Area properties.

Exhibit 1-2: Expanded Study Area



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Chapter 2

Existing Conditions

Existing Conditions

2.1 Existing Property Conditions

The three properties within the Primary Study Area contain existing office buildings and associated large surface parking lots. The properties are currently accessed via four vehicular access points connecting to Agoura Road. All vehicular access points are right-in/right-out, except for the vehicular access point at the intersection of Agoura Road and Ladyface Court, which is a signalized intersection. Excluding the existing sidewalk along Agoura Road, the properties lack pedestrian circulation linking internal, on-site uses and adjacent properties. Protected trees are prominent throughout the entirety of Primary Study Area, which adds greatly to the aesthetics of the place, but generally limits visibility into the site from Agoura Road. In addition, the existing topography differs significantly across the Primary Study Area, increasing in elevation across the site with the northeastern portion at the highest elevation and stepping down to the west and to the south towards Agoura Road. See *Exhibit 2-1: Primary Study Area Properties*.

Exhibit 2-1: Primary Study Area Properties



29899 Agoura Road

The office building located at 29899 Agoura Road, the former 'Rams Building', is approximately 78,000 square feet in size with direct visibility from Agoura Road. It includes 110 surface parking spaces as well as 262 underground parking spaces for a total of 372 parking spaces. As of 2026, this building is approximately 70 percent leased, with approximately 17,000 square-feet currently vacant. Included in that vacant space is approximately a 9,000 square-foot ground-floor suite facing Agoura Road.



29901 Agoura Road

The office building located at 29901 Agoura Road, commonly referred to as the 'Vitu Building', is situated to the north and behind the former Rams Building, and is approximately 38,000 square feet in size, with limited visibility from Agoura Road but adjacent and visible to U.S. Highway 101. It is bordered by surface parking lots on the south, east, and west sides with a total of 170 parking spaces. As of 2026, the Vitu Building is fully leased through 2029.



29903 Agoura Road

The office building located at 29903 Agoura Road, the former 'Penny Mac Building', is a high-quality office building approximately 100,000 square feet in size. The building is set back from Agoura Road with surface parking spaces fronting onto Agoura Road and on the east, west, and south sides with a total of 340 parking spaces. As of 2026, the building is primarily vacant.



Expanded Study Area

The seven (7) properties located to the west of the Primary Study Area parcels feature similar development patterns, with primarily office and limited service commercial buildings surrounded by large surface parking lots, oak trees, and varied, stair-stepped topography. Vehicular access to the properties is provided individually and is via Agoura Road, Agoura Court, or Reyes Adobe Road. Due to the existing topography and nature of the existing uses as large standalone office buildings, vehicular and pedestrian circulation between the properties and to public sidewalks is limited to non-existent.

The three (3) parcels to the east of the Primary Study Area feature two office buildings located near U.S. Highway 101 and separated by a central, open turf area, with the property frontages along Agoura Road comprised almost entirely of large surface parking lots. Vehicular access to the properties is provided via Agoura Road. Pedestrian circulation from the existing public sidewalk to the interior uses is limited, reflecting a clear pedestrian and bicycle disconnect between the office buildings, adjacent parcels, and the public right-of-way along Agoura Road. See *Exhibit 2-2: Expanded Study Area Properties*.

Exhibit 2-2: Expanded Study Area Properties



2.2 Existing City Policy Documents

The following provides an overview of existing City policy documents relevant to the Primary Study Area. This includes applicable General Plan Elements and the Zoning Ordinance sections.

General Plan Land Use Element

The General Plan is a strategic document designed to guide the physical development of the City through the year 2035. The Primary Study Area currently has a General Plan land use designation of Business Park – Manufacturing (BP-M), which is intended to allow for general, professional, and medical offices and retail uses of smaller scale and with more frequent direct customer contact.

While the General Plan contains many policies, of particular relevance to the Primary Study Area is Land Use Policy 30 (LU-30) which states:

> *"The City shall explore the feasibility of offering regulatory and/or financial incentives to existing commercial retail centers to renovate and redevelop the properties for aesthetic, economic and environmental benefits, including to improve architectural design (e.g., façade improvements), signage and landscaping; reduce the visual prominence of parking lots; create pedestrian pathways attractively and clearly linking parking areas to businesses and pedestrian connections to adjacent uses; enhance pedestrian activity in the centers by providing appropriate ground floor uses, as well as amenities like furnishings and outdoor gathering places".*

While this policy is directed towards commercial retail centers, it provides a clear indication of the City's interest in allowing for adaptive reuse of underutilized properties and the integration of community placemaking strategies. Additional policies are listed throughout the Land Use and Community Form Implementation Program of the General Plan and directed at the improvement of business parks to explore the integration of retail and restaurants uses and further, incorporation of special design features to create community identity along Agoura Road.

General Plan Housing Element

In August 2022, the City adopted the 2021-2029 6th Cycle Housing Element. Statewide housing shortfalls increased unit allocations to local jurisdictions and required them to address housing needs in their communities during the current Housing Cycle. The 6th Cycle 2021-2029 Housing Element Regional Housing Needs Allocation (RHNA) for the City included an allocation of 318 total units, of which 199 are specifically required for lower income households. It is important to note that the 6th Cycle Housing Element does not contemplate residential units within the Primary Study Area.

Zoning Ordinance

Consistent with the existing General Plan land use designations, the existing zoning designation is Business Park – Manufacturing – Freeway Corridor (BP-M), with the entirety of the Primary Study Area covered by the Freeway Corridor (FC) Overlay due to the proximity to U.S. Highway 101. High-level development standards for the existing zoning designation are shown below in *Table 2-1: Primary Study Area Existing Development Standards*.

The Freeway Corridor Overlay District establishes further regulations for development within six hundred and sixty (660) feet north or south of the U.S. Highway 101 right-of-way, for which the Primary Study Area is located in. The overall intent of the overlay is to preserve existing views of the Santa Monica Mountains, and in particular Ladyface Mountain, and to maintain the scenic quality of the freeway corridor. To address the preservation of existing views, the overlay mandates setback requirements, found in MC Section 9544.1 (Relation to the Freeway), which states:

> *"A setback of all structures from the freeway right-of-way of one (1) foot for each two (2) feet of building height, with a minimum of twenty (20) feet, for one (1) story, and two (2) feet of setback per one (1) foot of building height for any building taller than twenty (20) feet".*

This effectively requires 1-story structures (for example, a structure 20 feet tall) to have a minimum of a 20-foot setback from the highway, whereas a 2-story structure (for example, a structure 35 feet tall) to have a minimum of a 70-foot setback. This policy encourages smaller buildings along the highway, with larger buildings needing to be sited toward Agoura Road, further emphasizing lower-density, single use development patterns typical of car-oriented development.

Table 2-1: Primary Study Area Existing Development Standards

Business Park – Manufacturing – Freeway Corridor (BP-M) Zone	
Minimum Lot Size	3 Acres
Maximum Building Coverage	30%
Maximum Building Height	35 feet
Minimum Front Yard Setback	20 feet or height of building, whichever is greater
Minimum Side Yard Setback	70 feet combined; No less than 15 feet on any side
Minimum Street Side Yard Setback	20 feet or height of building, whichever is greater
Minimum Rear Yard Setback	20 feet unless abutting a residential district; If abutting residential then 20 feet or height of the building, whichever is greater
Parking*	Business and Professional Office: 1 space/300 square feet of gross floor area *Medical, Dental, Vet Office:* 1 space/200 square feet of gross floor area *Research/Development:* 1 space/300 square feet of gross floor area *Restaurant/Cafe:* 9.6 spaces/1,000 square feet of gross floor area
* Shared parking reduction allowed per MC Section 9654.2.	

2.3 Opportunities and Constraints

In evaluating the Primary Study Area, it was apparent that the location presented numerous opportunities as well as a number of constraints.

Opportunities

- **Desire for Community Gathering Spaces with Integrated Uses**

Through targeted outreach to existing businesses, residents, and community organizations, all have expressed a desire for community gathering spaces with integrated uses within the City. With its central location, size and scale, as well as variety of existing and potential uses, the Primary Study Area provides for ample opportunity for creating a new, vibrant community hub. While this could

be achieved through short-term actions, long-term regulatory changes would be required to accommodate more comprehensive redevelopment of the Primary Study Area with community gather spaces with integrated uses.

- **Office No Longer Supported and Over Supplied**

With the office market continuing to struggle from implications of the COVID-19 pandemic, other property owners along the Agoura Road corridor and adjacent to the Primary Study Area have contacted the City expressing interest in exploring new uses and redevelopment opportunities for their properties due to flagging interest in large office buildings. While not unique to Agoura Hills, in general the supply of office buildings is considered over supplied and vacancies continue to hover at all-time highs.

- **Potential to Accommodate Housing**

The City has continued to receive interest from home builders and others on opportunities sites within the City that could accommodate potential new housing. The Primary Study Area sites are located in an area of the City that could accommodate additional housing, ensuring potential safety considerations are addressed, as the sites are of an appropriate size to accommodate the introduction of a variety of housing types in a meaningful way. With the 6th Cycle Housing Element running through 2029, the City is expected to begin receiving RHNA allocations for the 7th Cycle Housing Element in 2028, and the Primary Study Area sites present an opportunity to provide capacity for more housing within the City.

- **Large Parking Areas that can Accommodate Temporary Uses and/or Community Gathering Spaces**

The Primary Study Area currently contains large amounts of parking resources, with both surface level and below ground structured parking, with the result being surface parking dominated properties. Significant portions of these parking areas are fronting on and most visible from Agoura Road, presenting short-term opportunities to introduce alternative uses to activate the Primary Study Area. Potential temporary uses could include farmers markets, art and music events, small container kiosks for temporary retail pop-ups, among other uses. Similarly, potential community gathering spaces could include outdoor seating associated with adaptive reuse of existing Primary Study Area buildings or plaza spaces with enhanced paving and plantings, among other potential interventions. While there may be some concern regarding available parking resources if this opportunity were to be implemented, the Primary Study Area as a whole has significant parking resources in addition to the adjacency to the Civic Center and other nearby parking resource heavy properties. An opportunity may exist for the creation of a parking district, wherein adjacent properties can pool and share parking resources and access, while freeing up valuable lend for new infill development. In tandem, existing Zoning Ordinance parking standard requirements may also necessitate a reduction in spaces required per square footage.

- **Existing Buildings with Viability for Adaptive Reuse**

To help reinvigorate the Primary Study Area in the short term, there are opportunities for adaptive reuse of the existing office buildings. For example, the ground floor portions of the Rams Building are built to typical and desirable commercial/retail depth and have visibility along Agoura Road. New uses to activate and adaptively reuse portions of this building could include restaurant, brewery, boutique commercial/retail, community spaces, and/or other uses. Its worth noting that this concept is supported by General Plan Land Use Policy 35 (LU-35) of the Land Use and Community Form Implementation Program which states:

> *"The City shall explore the potential for using incentives to encourage ancillary retail, service, restaurant uses, and childcare facilities (as appropriate), to be integrated within business park and industrial centers".*

- **Potential for Cultural Arts Hub/Arts District**

The City's ongoing efforts to support the arts locally as well as continued interest from local art groups to further the cultural arts/public art reach within the City present an opportunity within the Primary Study Area. The City has additionally received interest in adaptive reuse potential of underutilized office spaces for cultural art uses, such as a performing art center, art galleries, among other art-oriented uses and this concept could be considered within the Primary Study Area. A stronger arts presence threaded into the fabric of the Primary Study Area and/or the Agoura Road corridor could function as a driver of economic development and increased private investment interest. This new arts presence could come in the form of a more formal cultural arts district focus, placement of permanent/temporary public art to serve as an accessory to existing and future businesses, or via more formal adoption of a cultural arts plan requirements for public art installations as part of new or adaptive reuse development.

- **Adjacency to the Civic Center and the Recreation and Event Center**

Located directly south of the Primary Study Area and accessed via the intersection of Agoura Road and Ladyface Court is the Civic Center and the Recreation and Event Center. The Civic Center contains City Hall, City offices, and the City library. Immediately south along Ladyface Court is the Agoura Hills Recreation and Event Center, a high-quality multi-purpose community facility providing a variety of amenities in support of both public and private events. In its current form, this location is somewhat hidden and disconnected from the surrounding area. Even within the civic center campus, pedestrian connectivity is lacking and uncomfortable, and is further challenged by significant topographic variations. Just to the west of the civic center is a high-quality hotel, situated at a comparable elevation. Yet, the pedestrian connection between this significant amenity and the civic center is almost non-existent.

With ongoing City business and community activities, as well as weekend events and activities, the Civic Center presents an opportunity to establish a stronger connection with the Primary Study Area and the broader context of the setting. With new cultural facilities, such as a farmer's market / festival

site and possible amphitheater, in combination with visitor-serving shops and restaurants, the Primary Study Area could provide a logical extension of the Civic Center as a place of true community focus, for both visitors and locals. Establishing stronger connectivity throughout the area, along Ladyface Court between the existing Hotel, Civic Center, Recreation and Event Center--and across Agoura Road to the Study Area--would allow for enhanced access, a richer and more complete sense of place, and a stronger identity for the entire area.

Constraints

- **City Doesn't Own the Primary Study Area Properties**

The Primary Study Area properties are not owned by the City and therefore decisions regarding tenants and leasing, improvements, and redevelopment decisions are currently beyond the control of the City. This can be balanced through the City's capacity to incentivize desired changes, cooperative planning, shared investment in related public improvements, and/or potential municipal code amendments, among other options.

- **Different Ownership Along Agoura Road Corridor**

The Primary Study Area ownership and other adjacent properties along Agoura Road are held by different ownership groups. While the City continues to make efforts to garner interest in redevelopment opportunities within and adjacent to the Primary Study Area, it should be noted that individual owners are acting independently of one another and within the context of their own economic climate and constraints and without broader coordination amongst one another.

- **Existing Land Use and Zoning Designations**

The parcels located within the Primary Study Area have an existing land use and zoning designation that limits development beyond the business park-manufacturing focus. For example, no residential is allowed and certain commercial uses may not be listed. Further, other uses require conditional use permits, such as restaurants with alcoholic beverage establishments and winery and beer sales. Property owners within the Primary Study Area would also be required to adhere to the developments standards of the Freeway Corridor Overlay District, further limiting new development.

- **Stair Stepped Topography**

Topography between the Primary Study Area and other properties varies, with sections of steeper slopes located centrally and to the eastern side of the Primary Study Area. In total, there is an approximate 40 foot difference between the highest and lowest elevations of the Primary Study Area and Expanded Study Area properties, which may limit opportunities to create accessible pedestrian connections between parcels or even internally within sites.

- **Lack of Internal Connectivity**

The Primary Study Area generally lacks connectivity between the properties and to nearby adjacent properties, whether vehicular or pedestrian. Upon entering the Primary Study Area from Agoura

Road, there is only one internal vehicular access between the three properties. In addition, there is no pedestrian connectivity beyond the existing public sidewalk on Agoura Road. This existing condition presents internal vehicular and pedestrian connectivity challenges as well as pedestrian safety concerns that will need to be addressed as part of any redevelopment.

- **Existing Storm Drain and Sewer Lines**

As part of this effort, the Primary Study Area building plans were reviewed to understand any relevant information. The plans show two utility lines traversing AIN-2061003029 and AIN-2061003037. For AIN-2061003029, there is an existing 10-foot x 15-foot storm drain within an approximately 23-foot-wide Los Angeles County storm drain easement running through the property, beginning at the northwest corner and traveling in a southeasterly direction, exiting and continuing through AIN-2061003037 and beyond. In addition, there is an existing sewer line located within an approximately 10-foot-wide sewer easement that parallels the storm drain easement and continues through both AIN-2061003029 and AIN-2061003037, with a number of existing sewer laterals at Agoura Road connecting into the sewer line. Due to the location of the easements, the former Penny Mac Building and the former Rams Building include required parking with limited landscaping above these easements. Any redevelopment of the Primary Study Area would need to take into consideration the location and extent of these easements and any continued limitations of constructing improvements within the easement areas.

- **Existing Mature Protected Trees**

The Primary Study Area contains numerous mature protected trees, some of which may be considered landmark in character, spread across the individual properties, making locating and siting of any new development a challenge. These protected trees contribute significantly to the character and sense of place, and should be carefully considered for incorporation into any future plans to evolve the area. Redevelopment would be responsible for mitigating to City requirements or orienting development in a manner to maintain the existing protected trees.



Chapter 3

Ongoing Conversations

Ongoing Conversations

3.1 Overview

This section provides a summary of conversations that have been ongoing between the City, property owners, and businesses since early 2025. These conversations have focused on community needs, existing City policies and regulations, redevelopment opportunities, and new business interest. Additionally, input received from the City's Land Use/Economic Development Sub-Committee are also included.

3.2 Primary Study Area Tour

To gain a better understanding of the Primary Study Area, City staff, RRM Design Group, and a Realty Bancorp Equities representative conducted a site visit on Wednesday, December 3, 2025. The site tour began at the Civic Center and continued through the study area. This included both internal and external viewing of the former Penny Mac Building and the former Rams Building and associated parking structure. However, the group only conducted an exterior viewing of the Vitu Building, as it is currently fully occupied.

3.3 Ownership Meetings

Following the Wednesday, December 3, 2025 site tour, City staff and RRM Design Group sat down with a representative from Realty Bancorp Equities to gather input on the City effort, understand the existing tenant composition and lease terms, and understand redevelopment interest and ideas. Key themes provided included:

- COVID continues to impact office leasing and many businesses are continuing to reduce or consolidate square footage leases as workers continue to work at home or in hybrid configurations thereby reducing square footage needs;
- Redevelopment interest but uncertainty, time, and review process present significant hurdles currently;
- Concerns that different property owners have different interests in helping City achieve vision;
- Residential interest is strong in City; need to ensure commercial/retail economics work; and
- Prefer concrete plan to redevelop from that works economically for City and for owners.

Prior to and since Wednesday, December 3, 2025, City staff have continued to interface with Realty Bancorp Equities to maintain consistent communication and provide updates on the City effort, as able.

3.4 Land Use/Economic Development Subcommittee

City staff and RRM Design Group attended the Land Use and Economic Development Subcommittee meeting on Monday, February 9, 2026 to provide an update on the study effort. At the meeting, an update on the process and efforts to date were provided as well as a draft of community placemaking concepts and conceptual imagery. Feedback was requested from the subcommittee and key themes included:

- Consider opportunities for integrating housing in anticipation of the 7th Cycle Regional Housing Needs Allocation (RHNA).
- Ensure adequate parking provided, allowing for shared parking on-site and at nearby properties such as the Civic Center;
- Ensure Agoura Road continues to allow for adequate fire evacuation route; and
- Explore opportunities to allow for temporary events.

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Chapter 4

Visioning

Visioning

The following vision statement and guiding principles were developed through input received during the community placemaking efforts for the Primary Study Area. The vision statement and guiding principles were developed to inform the establishment of a preferred concept plan for the Primary Study Area and Expanded Study Area as well as to serve as a guide for the City in achieving community placemaking goals through defined short-term and long-term strategies discussed further herein.

Vision Statement

The thriving community hub of Agoura Hills, designed around an informal natural garden type environment set at the base of Lady Face Mountain, providing a variety of eating and drinking, shopping, housing, entertainment, and other family-friendly opportunities for residents, businesses, and visitors alike.

Guiding Principles

- Establish a planning and design framework to evolve the Agoura Road corridor Primary and Expanded Study Areas adjacent to the civic center, as an active community hub.
- Incorporate strategies that provide for the visual and physical interconnection of multiple adjacent parcels, to allow for the evolution as a larger, more integrated place.
- Broaden the range of integrated land uses, including new housing options, community facilities, and cultural venues to better support the desired community vision.
- Expand economic and housing opportunities, enabling the attraction and retention of high-quality jobs and provision of new homes.
- Create a gathering place where daily social interactions, community events, and entertainment options will thrive.
- Enhance connectivity at all levels, incorporating pedestrian, bicycle, automobile, and transit systems throughout the area.
- Create a cohesive community character while integrating natural elements found on-site, in close proximity to (civic center), and nearby within the adjacent Santa Monica Mountains.
- Provide a project phasing plan that allows for near-term incremental, temporary and permanent improvements in keeping with the overarching vision, while pursuing longer-range land use, infrastructure and financing strategies.



Chapter 5

Preferred Concept

Preferred Concept

The following portrays and describes the preferred concept plan and program developed during this study effort process. The plan was designed utilizing a kit-of-parts approach, meaning if the Primary Study Area specifically were to not move forward, the individual use mix and components could be carried over and applied to other nearby properties along Agoura Road to achieve the desired community placemaking.

5.1 Preferred Concept

The Primary Study Area Preferred Concept Plan features an eclectic mix of uses supported by an enhanced network of pedestrian and vehicular connections, with pedestrian-oriented street, and a centrally located "Heart of Activity" - envisioned as a community focal point with opportunities to be activated with events, entertainment, recreation, and other uses. Refer to *Exhibit 5-1: Primary Study Area Preferred Concept Plan*.

5.2 Conceptual Program and Design Elements

Programing envisioned for the Primary Study Area includes residential, commercial/retail, restaurant, brewery, community art space, entertainment/performing arts, as well as other uses. To activate the Primary Study Area in the short-term, temporary pop-up uses and adaptive reuse of existing buildings provides for a "low-hanging fruit" approach prior to more intensive long-term redevelopment efforts.

The Primary Study Area Preferred Concept Plan focuses on several key design elements to achieve the overarching vision, including:

- Integration of a pedestrian-oriented street with a focus on small scale boutique commercial/retail and restaurants;
- Creation of a dry creek as a unifying feature that provides open space, informal play, and connection to the surrounding natural environment;
- Adaptive reuse of existing buildings and leveraging existing parking resources, where practical; and
- Introduction of temporary and pop-up uses to generate activity and excitement.

Exhibit 5-1: Primary Study Area Concept Plan

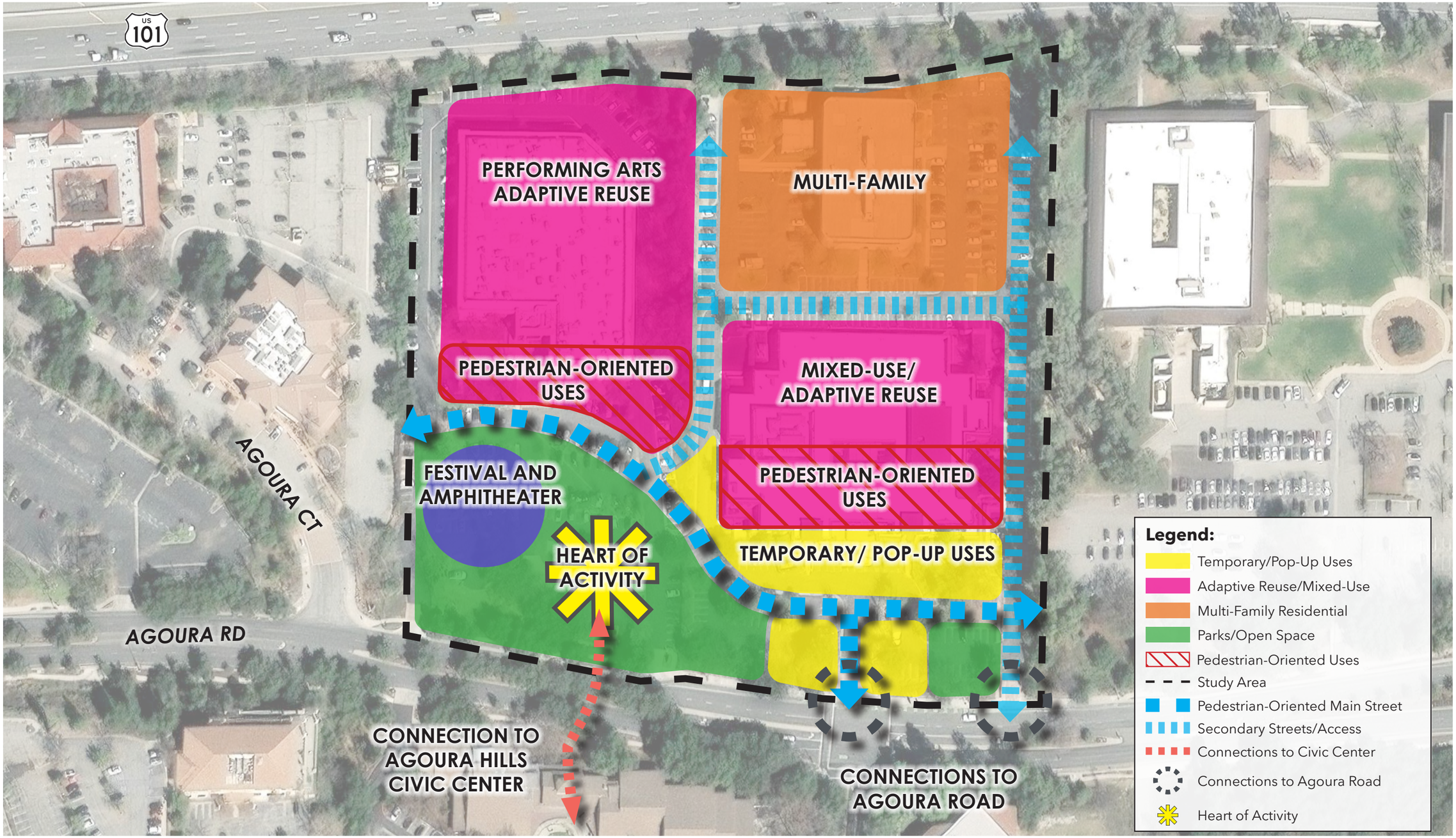


Exhibit 5-2: Primary Study Area Preferred Concept Plan Inspirational Imagery













Source: Certain images property of RRM Design Group. All others via imagery of online sources.

Exhibit 5-2: Primary Study Area Preferred Concept Plan Inspirational Imagery (Cont.)

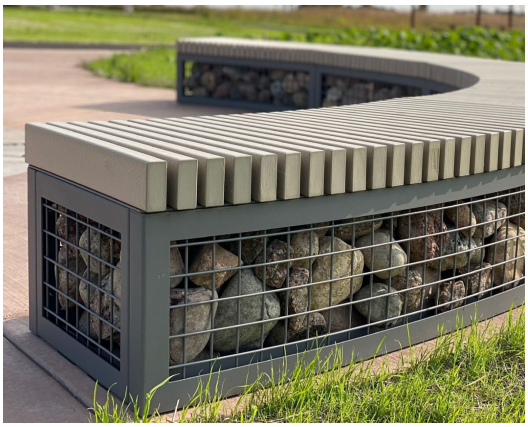










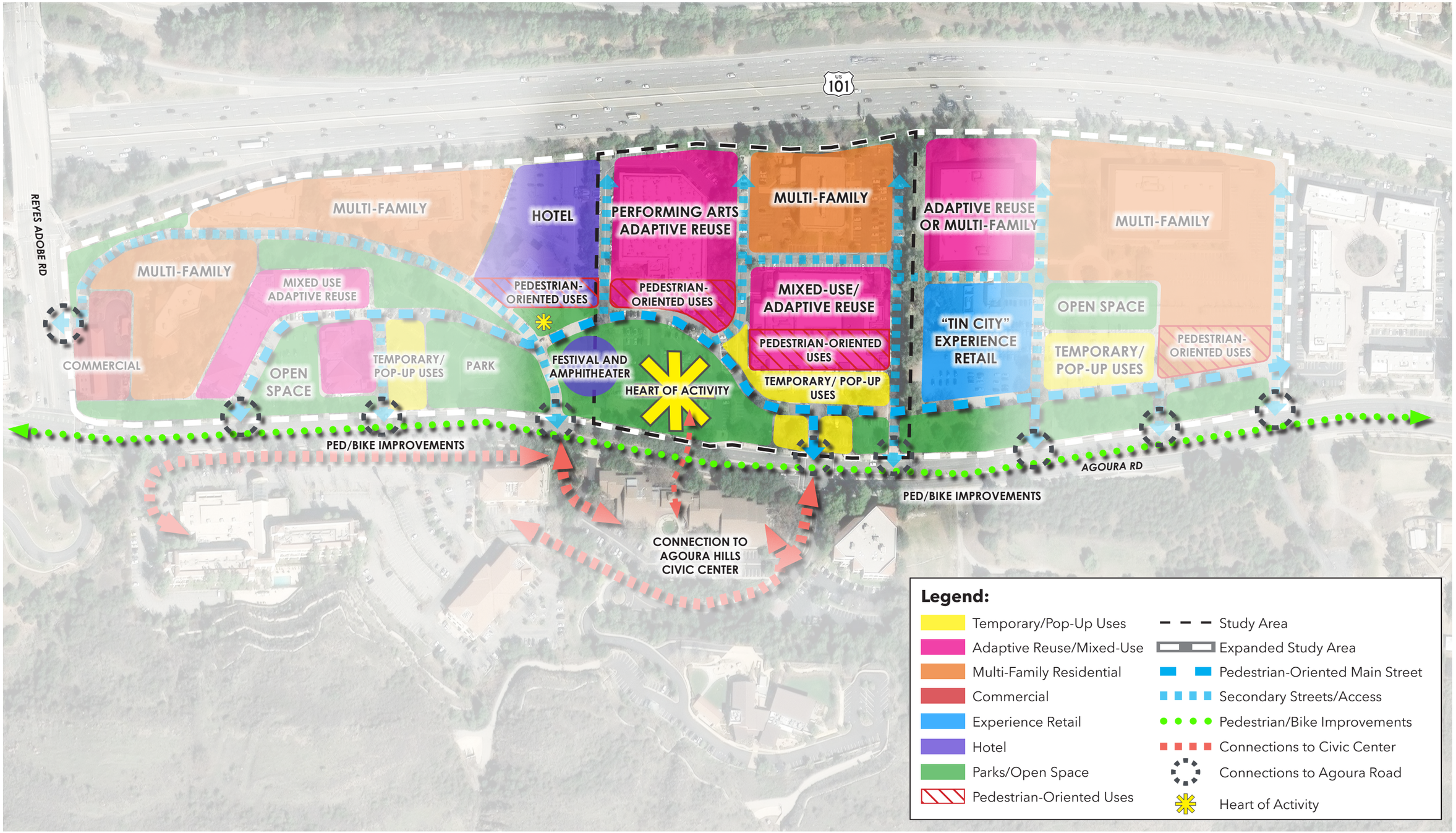


Source: Certain images property of RRM Design Group. All others via imagery of online sources.

5.3 Expanded Preferred Concept

During development of the Expanded Study Area Preferred Concept Plan, it was recognized that while the Expanded Study Area is large, it's lack of accessibility and connections to adjacent areas presents challenges as a standalone commercial/retail and community recreation destination. The small commercial/retail and restaurant businesses desired to support the goals and vision for the Expanded Study Area require a consistent patronage and foot traffic to be economically sustainable over the long-term. Therefore, the surrounding properties and adjacent context is a critical component of the long-term vision. With the ongoing office market conditions as well as more local City vacancies along the Agoura Road corridor, an Expanded Preferred Concept Plan has been included herein. This Expanded Preferred Concept Plan builds upon the Primary Study Area Concept Plan and identifies a further mix of potential uses to activate these properties and create a more comprehensive and district-wide vision for the area that may be necessary to achieve the City's goals with respect to the Primary Study Area. Refer to *Exhibit 5-3: Expanded Study Area Concept Plan*.

Exhibit 5-3: Expanded Study Area Concept Plan



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Chapter 6

Implementing Opportunities & Considerations

Implementation Opportunities & Considerations

6.1 Enacting the Vision

In order to achieve the primary goal of creating a thriving community hub in alignment with the vision statement and guiding principles noted herein, a number of short-term and long-term strategies have been provided to guide future City efforts and decision making.

6.2 Short Term Strategies

The following short-term strategies are intended to highlight near term opportunities that can occur to maintain momentum in activating and creating community placemaking within the Primary Study Area. Short-term strategies include:

- **Update the Zoning Ordinance to Allow for a Broader Range of Activating Uses and Reduce Level of Permitting Required**

As previously mentioned, the uses allowed within the existing buildings within the Primary Study Area are generally limited to the intent of the Business Park – Manufacturing (BP-M) zoning district. In order to further the goal of community placemaking within the Primary Study Area, the City may expand upon allowable uses to facilitate additional desired uses, such as commercial/retail, restaurant, brewery, cultural arts, community uses, among others. In tandem, the City should give consideration to the current level of permitting required for uses that may be allowed within the BP-M zone today but due to the level of discretionary permitting required, such as a conditional use permit, may be a deterrent and introduce an administrative approval process which provides more certainty and reduces the barrier. It should be noted that the City has been working concurrently on proposed Zoning Ordinance updates to include a broader range of uses while also allowing for greater administrative approval options for certain uses not currently listed and will be before the City Council for consideration later this year.

- **Reduce Parking Requirements for Adaptive Reuse**

After a building is originally constructed and the initial use and associated parking is put into place, future businesses that attempt to come into an existing tenant space are typically burdened with providing parking to code. This can be a challenge on sites where there are constraints to adding additional parking. In considering the potential adaptive reuse of existing buildings with the Primary Study Area, the City should evaluate the existing parking requirements for desirable and activating uses to compare against what exists today. Additionally, while the City allows for parking reductions via the Zoning Ordinance today, evaluation of level of discretion required and percentage of reduction should be considered as it relates to activating and creating community placemaking within the Primary Study Area. It should be noted that the City has been working concurrently on proposed Zoning Ordinance updates to include greater parking requirement flexibility for certain new uses going into existing developments and will be before the City Council for consideration later this year.

- **Utilize Existing Surface Parking Areas as Community Gathering Spaces**

Each building within the Primary Study Area and Expanded Study Area today is accompanied by a large surface parking lot. These site design conditions were largely driven by high parking requirements reflective of single-use development patterns prior to the COVID-19 pandemic. While working patterns and in-person office requirements for businesses have evolved in the post-pandemic era, the City should consider these existing surface parking areas as opportunities for transformation into community gathering spaces used for temporary pop-up uses and events, outdoor recreation and park amenities, or for expanding open space in an intentional way.

- **Expand Temporary Activities Allowed**

Today, temporary activities are regulated by the City through a Temporary Use Permit (TUP) process. This process is intended to allow temporary activities at certain locations but that would otherwise be inappropriate on a permanent basis. Fostering this desired community placemaking in the short-term could occur through the utilization of temporary structures, such as kiosks or shipping containers. These temporary structures could allow regular events to occur to activate the Primary Study Area such as a farmers market, live entertainment, food/beverage festivals, food truck nights, pop-up art walks, theater performances, among other event types. Considering the ongoing use of certain spaces within the existing buildings, programming could occur in underutilized portions of the Primary Study Area, after hours during the week, or on weekends.

- **Consider Incentives for Certain Projects**

While many established businesses are able to work through applicable City permitting and other City requirements, often time for small businesses and start-up businesses, this can be a challenge when every dollar counts in trying to get a business off the ground. Keeping in mind the larger vision for the Primary Study Area, the City should consider opportunities for providing incentives for certain desirable, small businesses and start-ups that would help activate and drive community placemaking in the short-term. This could include restaurants, coffee shops, boutique retail, cultural art related uses, certain services, among others deemed appropriate by the City. Incentives could include free City pre-application consulting during initial conceptual planning phase, permit processing concierge support, fee reductions, among others.

- **Conduct a Market Analysis**

To ensure alignment with market demands, the City should consider conducting a market analysis in the short-term. The market analysis would provide additional insights into the economics of the local area as well as the opportunities and constraints of potential uses and quantity of uses that would be supported within the Primary Study Area or Expanded Study Area. As of June 2026, the City is currently in preliminary discussions with an economist team to determine a scope and fee for the work effort.

6.3 Long-Term Strategies

This following long-term strategies are intended to highlight longer term opportunities that the City could pursue to further redevelop the Primary Study Area, and potentially additional areas along the Agoura Road corridor including the Expanded Study Area or further west beyond Reyes Adobe Road to the City limits. The long-term strategies listed below are likely to take years to plan and achieve through various plans, construction, and funding efforts. Long-term strategies include:

- **Prepare a Specific Plan**

A specific plan is a targeted planning tool used to guide development, infrastructure, and design for a defined area within a community. Specific plans allow for customized development standards and requirements to create a desired sense of place, coordination of infrastructure and financing needed to achieve the desired outcomes, and provides detailed implementation and programs to achieve the stated vision. The City may consider pursuing preparation of a specific plan for the Primary Study Area or Expanded Study Area in order to tailor the design to achieve the desired community placemaking vision. Preparation of a specific plan would allow for further community input and would require preparation of an environmental document for compliance with the California Environmental Quality Act (CEQA).

- **Integrate Mobility and Streetscape Improvements along Agoura Road**

While the General Plan indicates Agoura Road is built out to its full condition, the City should consider additional improvements along Agoura Road to further expand mobility options and to further enhance the streetscape in a more unified manner adjacent to the Primary Study Area or Expanded Study Area. Mobility improvements could include buffered bike lanes and improved sidewalks to facilitate multi-modal transportation options that are more community friendly. Streetscape improvements could include an updated planting palette, lighting, signage, seating, among other design interventions. The overarching goal would be to make Agoura Road less car dominant, encourage bicycling and walking as a viable alternative, and enhance the character and aesthetic adjacent to the Primary Study Area or Expanded Study Area.

- **Enhance Connectivity to the Civic Center and Recreation and Event Center**

The Civic Center and Recreation and Event Center location directly south of Agoura Road presents an opportunity for the Primary Study Area and Expanded Study Area. During the week, both the Civic Center and Recreation and Event Center have both City staff, businesses, community members, and others frequenting these locations. Moreover, on the weekends the Recreation and Event Center is host to numerous events including weddings, business retreats, and birthday parties. The presence of people visiting these locations is an opportunity for the Primary Study Area and the City should consider ways to enhance connectivity to the Civic Center and Recreation and Event Center to build upon the activity already occurring there. Connectivity enhancements could include widened sidewalks,

pedestrian amenities, and signage along Ladyface Court, with intersection improvements at Agoura Road and Ladyface Court could include striping, painted crosswalks, scramble crossing, bollards, among other intersection improvements.

- **Consider Including in the City's Upcoming 7th Cycle Housing Element**

The current 6th Cycle Housing Element runs through 2029. It is expected that RHNA allocations for the 7th Cycle Housing Element will begin to be released to cities and counties starting in 2028. To set the stage to allow for housing within the Primary Study Area or Expanded Study Area, the City may consider including the properties within the 7th Cycle Housing Element. If contemplated, consideration should be given to allow for housing under a mixed-use designation, rather than a single residential use classification to ensure an ability to achieve the larger vision of activation and community placemaking within the Primary Study Area.

6.4 Funding Opportunities

The strategies identified above will require City resources to complete. While some may be achievable by City staff, others require technical expertise and support by outside consultants which can be costly. The following presents a list of potential grant funding opportunities the City could pursue to help offset the cost of identified strategies. It also includes funding opportunities that are not grant funded.

Local Early Action Planning (LEAP) Grant Program: Administered by the California Department of Housing and Community Development, LEAP grants are provided to cities and counties to update planning documents and zoning ordinances to accelerate housing production. Eligible activities must be related to housing planning and facilitate the streamlining and acceleration of housing production.

Caltrans Sustainable Transportation Planning Grant Program: Supports regional and local planning efforts that further state transportation goals and includes the Sustainable Communities Grants. Sustainable Communities support/implement local/regional multimodal transportation and land use planning projects that further a region's Regional Transportation Plan Sustainable Communities Strategies and contribute to greenhouse gas emission reduction targets. Eligible activities include active transportation/complete streets plans, transit-oriented development (TOD), climate adaptation planning, VMT reduction tools, corridor studies, and transit mobility hubs.

Enhanced Infrastructure Financing District (EIFD): Established by Senate Bill (SB) 628, Enhanced Infrastructure Financing District's (EIFD) use future local property taxes to fund infrastructure maintenance and housing development, economic development, transportation infrastructure, and climate adaptation projects, among other uses within a defined geographic area. EIFD's capture the increase in property tax revenue from new development without raising taxes on existing properties through tax increment financing.