

City of Thousand Oaks, CA- 47 Massage Establishments Surrounding Thousand Oaks Blvd.



Since the Enactment of SB 731 – Impact of Massage Establishments:

- Since 2008, the number of massage establishments quadrupled.
- This led to the proliferation of a single type of business along the four mile downtown area. This averages to 12 per mile.
- Its reduced the City's local land use authority
- Changed the character of "Main Street"/ "blight"
- Impacted local economy
- Created public perception of distrust of these businesses
- Led to public safety concerns. (prostitution, human trafficking, etc)
- Impacted Business Improvement District

Ranked #1 "Safest Cities" by FBI in California and #4 in the nation for a population of 100,000+

Ranked #4 on Kiplinger's "10 Great Cities to Raise Your Kids"

Demographics

- Population - 128,000
- Located in Ventura County
- North of Los Angeles and South of Santa Barbara
- 10 miles inland from the Pacific Ocean
- Surrounded by 15,000 acres of natural publicly owned open space
- Median Home Price = \$ 485,000
- 74.8% are homeowners
- Median Household Income = \$95,000
- 48% have a college degree



The Thousand Oaks Boulevard Business Improvement District (BID)

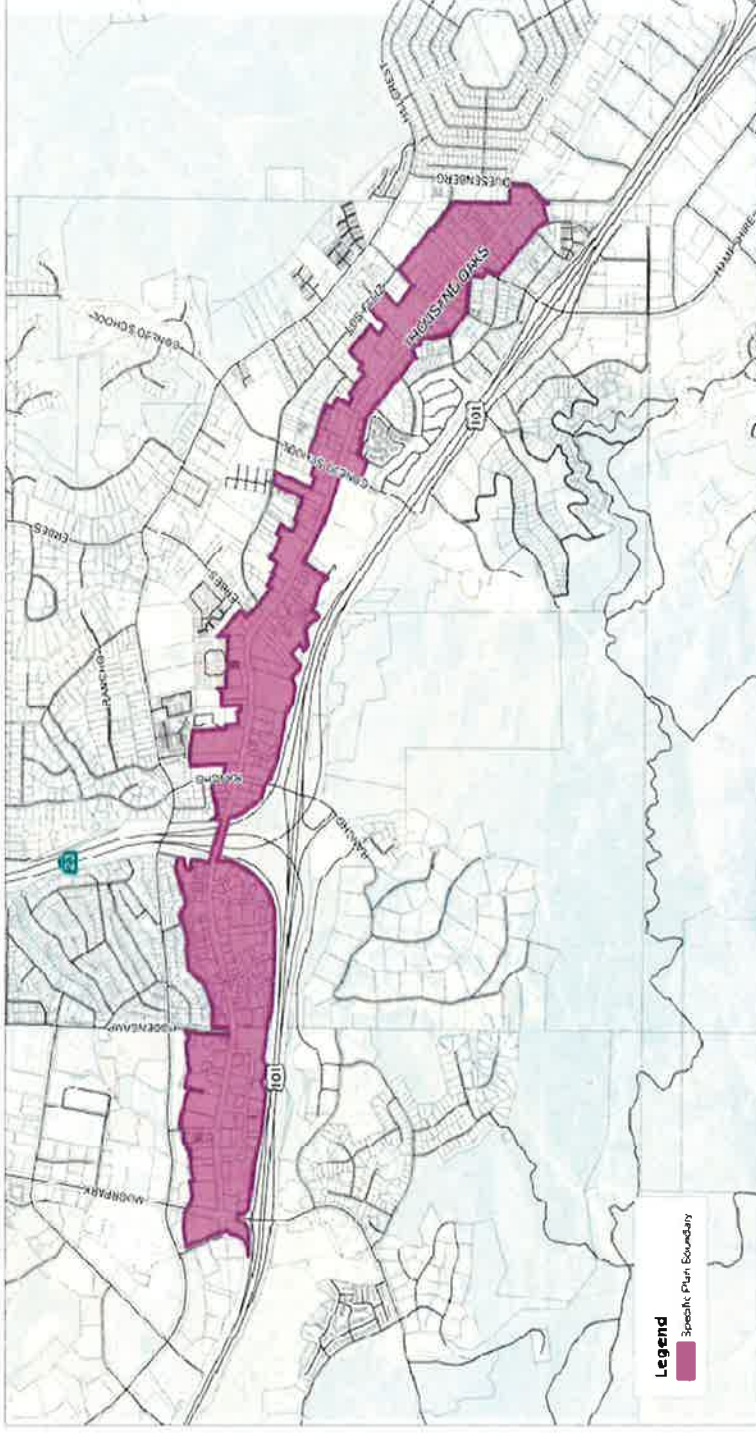
Organization of property owners located on or near Thousand Oaks Boulevard who have voted to assess themselves for and are dedicated to the improvement of the Boulevard

Support physical improvements and code changes along the Boulevard that are needed to revitalize and beautify the City's downtown core:

- Unique and identifiable commercial corridor
- Economically viable and self sustainable
- Pedestrian and bike-friendly

Impact of Number of Message Establishments on BID:

- BID and location of message establishments overlap.
- Property owners leasing to message establishments blame the economy.
- Prospective new businesses refuse to lease space adjacent to message establishments
- Delays the progress of Specific Plan improvements because message establishments are given "carte blanche" treatment.



THOUSAND OAKS BOULEVARD SPECIFIC PLAN
SPECIFIC PLAN BOUNDARY



NOVEMBER 2007



Current Landscape



Rendering of Proposed Improvements

