



**TO:** Mayor and Councilmembers

**FROM:** Charles W. Ebeling, Public Works Director

**CONTACT:** Derek Rapp, Contract Traffic Engineer

**SUBJECT:** Hollister Avenue Old Town Interim Striping Project Update, Preferred Alternative Selection and CEQA Exemption (Project No. 9114)

**RECOMMENDATION:**

- A. Open a public hearing to take verbal and written testimony;
- B. Receive a status report on the Hollister Avenue Old Town Interim Striping Project;
- C. Approve staff's recommendation of Alternative 1 with Northside Back-in Angled Parking, Buffered Bike Lanes and Non-Traversable Painted Median as the preferred project alternative and direct staff to move forward with final design and construction phases; and
- D. Adopt Resolution No. 22-\_\_, entitled "A Resolution of the City Council of the City of Goleta, California, deeming the Hollister Avenue Old Town Interim Striping Project Categorically Exempt from the California Environmental Quality Act (CEQA)."

**BACKGROUND:**

On January 19, 2021, the City Council approved a Capital Improvement Program (CIP) project titled Hollister Avenue Old Town Interim Striping Project (Project). Council directed Public Works staff to develop striping plans that did not adjust the street width or existing sidewalk but implemented parking and multi-modal improvements envisioned in the Hollister Avenue Complete Streets Corridor Plan Project, using low-cost materials (e.g., striping). These striping plans would reduce Hollister Avenue from four to two lanes to allow for improved bike lanes and pedestrian movements while enhancing parking.

The conceptual design of the Hollister Avenue Complete Streets Corridor Plan, completed in 2020, developed concepts that included various combinations of angled parking, Class II bike lanes, and one travel lane in each direction. The City hired consultant, Stantec Consulting Services, Inc. (Stantec), who studied these alternatives in more detail to determine how well they met the project goals of improving multi-modal conditions and increasing parking supply. With the conceptual design phase complete, staff reached out

to stakeholders previously involved in the Hollister Complete Streets Corridor project, in lieu of a new public outreach effort.

On June 7, 2022, the Council received staff's recommendation to move forward with the median-angled parking in the center of Hollister Avenue as the preferred alternative based on the stated goals of the project to increase parking and improve safety. However, due to community concerns expressed about this alternative, Council directed staff to develop a new community outreach program to address community concerns.

On September 29, 2022, a community meeting was held at the Goleta Community Center, attended by over 35 members of the public. Public Works staff presented traffic data that was collected over several years of studying the Hollister Avenue corridor, including volumes, speed, delays, collisions, and parking. Staff also presented the latest version of the preferred striping plan, which is similar to the preferred concept that came out of the Hollister Avenue Complete Streets Plan process and how it addresses existing traffic safety issues. The plan includes:

- One vehicle lane and bike lane in each direction
- A non-traversable painted median
- Back-in angled 90-minute parking along the north side of Hollister Avenue
- Parallel 90-minute parking along the south side of Hollister Avenue

While some residents remain concerned about traffic delays associated with travel lane reductions and angled parking on Hollister Avenue, most of the feedback was in support of the project. To date, City Council has approved \$159,800 with Stantec for project conceptual design, environmental review, final design, and construction oversight.

## **DISCUSSION:**

This report updates City Council on recent project efforts, including the outcome of staff's community outreach and refinement of the preferred alternative, Alternative 1, which is provided in Attachment 1. Staff is also requesting Council adopt a resolution provided in Attachment 2, approving the Alternative 1 as the project and find that the project qualifies for a CEQA categorical exemption.

### **Public Outreach**

The development of the Hollister Avenue Complete Streets Corridor Plan included extensive community stakeholder involvement. However, this public outreach is approximately three years old, and City Council found there was a need to reinform the local community about this project.

In May 2022, Stantec reached out to several stakeholder groups and individuals that were engaged during the Complete Street Corridor Plan development for input. At the June 7, 2022, City Council meeting, it was decided that the recommended preferred alternative that included median angled parking would not be implemented. At City Council's request,

Public Works staff organized the September 27, 2022, community meeting to share more information and hear additional input from the public.

Information shared at the meeting included:

- Project area traffic volumes have decreased 17% since 2005.
- Nearly 400 on-street parking spaces exist within one block of Hollister Avenue.
- The north side of Hollister Avenue between Nectarine and Kinman Avenues and most side streets are fully parked during peak periods.
- The prevailing speed on Hollister Avenue is 32 mph in a posted 25 mph zone.
- The project area has a collision rate that is four times the statewide average and injury collisions occur at three times the statewide average.
- 9% of all collisions on the project area involve pedestrians or bikes.
- Most collisions in the study area involve:
  - Improper turns
  - Excessive speed
  - Drivers entering Hollister Avenue from driveways or unsignalized side streets (also known as right of way violation)

Public Works staff received a total of 23 written comments. Of those comments, 14 approved, 7 opposed, and 2 were neutral to the proposed Project. The 14 approving comments were related to adding bike lanes, adding parking, and reducing the street to one lane. The 7 opposing comments were related to concerns that the project will not guarantee enforcement of traffic violations and parking restrictions and that there would be traffic impacts resulting from one travel lane in each direction. Of the 2 neutral comments, 1 was concerned about parking. A summary of comments received is provided in Table 1 below.

**Table 1: Summary of Comments**

	Comment Categories				
	Comment Card Submittal	Bike Lanes	Parking	Enforcement	Single Lane
Approves:	14	5	2	0	3
Opposes:	7	1	2	1	4
Neutral:	2	0	1	0	0
	23	6	5	1	7

There was also a question-and-answer portion of the meeting where attendees could comment or ask questions about the project. The following is a summary of the themes discussed during this segment.

1. Bus stop markings.
2. Parking restrictions for safety at intersections.
3. Special time restricted and loading zones.
4. Operation of Hollister in emergency situations.
5. Speeding.
6. Traffic impacts to adjacent neighborhoods.
7. Parking meters / Enforcement.
8. Bike count data.
9. Environmental determination.
10. Delays associated with parking maneuvers.
11. Timing and coordination of capital projects in and around Old Town.
12. One-way side streets with additional parking.
13. Pedestrian safety.
14. Left turn access restrictions.

#### Preferred Alternative

Public Works staff recommends the refined Alternative 1 because it best achieves the originally stated goals of the project of increasing parking and improving conditions for bicyclists and pedestrians by providing bike lanes and reducing pedestrian exposure to multiple lanes of traffic. It also addresses the primary causes of collisions that occur along the corridor. Table 2 below specifies project elements that address those primary collision factors.

**Table 2: Project Elements that Address Collision Factors**

<b>Primary Collision Factor</b>	<b>Project Element</b>
Improper turns	Left turn restrictions at Orange and Tecolote Avenues and Non-traversable painted median restrict midblock turns
Excessive speed	Lane reductions reduce excessive speeding
Right of way violation	Midblock left turn restrictions at Orange and Tecolote Avenues

The back-in angled parking along the north side of the street reduces conflicts with vehicle doors swinging into the bike path, maximizes visibility between bikes and drivers exiting the parking space, and keeps the transition from passenger to pedestrian next to the sidewalk, shielded from traffic by the open car door. In addition to these benefits, it adds approximately 20 on-street parking spaces.

#### Parking Restrictions

As a part of this project, the corridor will be updated with new street signage for the new angled parking and 90-minute time restrictions via any required enabling resolutions.

Public Works and Neighborhood Services have coordinated and performed parking studies and recommend a 90-minute parking restriction to be added to approximately 75 parking spaces. Public Works has carefully analyzed the effects of changing the layout of Hollister Avenue on parking in Old Town with a particular focus on safety for all users. This includes the importance of site distances and clearances at intersecting side streets on to Hollister Avenue—which can and do affect how many and where parking spaces can exist in terms of proximity to intersections. Neighborhood Services will develop an enforcement plan and this corridor will be enforced on an intentionally fluctuating basis.

Public Works and Neighborhood Services staff do not recommend enhancing timed parking enforcement until the Project is completed to avoid confusion with old signage and parking behavior as well as allow for adequate education and messaging to the public and users of parking in Old Town of the changes. It is important to note that the number of available public parking spaces in Old Town has increased fairly recently with the addition of two parking lots controlled by the City, the additional parking spaces created with the Old Town Sidewalk Project, and the anticipated additional spaces secured through the Torridon (Yardi) offer to dedicate parking a couple of blocks south of Hollister Avenue.

Beyond the new timed parking restrictions being considered for this Project, several concerns were brought up by the public as it pertains to the enforcement of parking in Old Town. These comments focused primarily on the hours of enforcement beyond the existing parking enforcement officer's regular hours of Monday through Friday 7:00 AM-3:30 PM and whether there is a need and or support for a second parking enforcement officer or even potentially a parking permit program. Each of those potential considerations comes with advantages and disadvantages that would need to be analyzed and discussed further.

Staff recommends that the new timed parking restrictions be implemented when the Project is complete and then allow for several months to evaluate if adjustments or additions are indeed needed. These adjustments or additions could potentially include a more dedicated enforcement presence via an additional parking enforcement officer and/or a parking permit program for the residential portions of Old Town that exist almost entirely north of Hollister Avenue.

### Environmental Review

Section 15301 (Class 1) of the California Environmental Quality Act Guidelines (CEQA Guidelines) provides that repairs and minor alterations to existing public facilities, including streets, are categorically exempt from further environmental review. The above-described improvements to the pavement surface, striping, and traffic signal interconnect system are minor alterations that would occur completely within the public right of way with no addition of automobile lanes or expansion of the roadway. For these reasons, it is determined that the project is consistent with the above reference exemption/class. Therefore, the project is deemed exempt from the CEQA in accordance with Section 15301(c) of the CEQA Guidelines.

Project Delivery Schedule

Table 3 below provides an overview of the project delivery schedule. The design phase of this project is currently ahead of schedule. The final design will include striping, roadway, and signal improvements on Hollister Avenue from the City Limit, West of Fairview Avenue to Kellogg Avenue. Pending City Council's direction to continue with final design, the project could be ready to construct by Summer of 2023.

**Table 3: Project Delivery Schedule**

Final Design	Spring 2023
Bid Project	Spring 2023
Begin Construction	Summer 2023
Construction Complete	Fall 2023

**FISCAL IMPACTS:**

The total estimated project cost for the Hollister Avenue Old Town Interim Striping, is \$1,176,488, including funding sources, as shown in Table 4 below.

**Table 4: Project Cost Estimates**

Project Components	Estimated Costs	Funding Source	Funding Amounts
Conceptual Design	\$42,000.00	Measure A (205)	\$115,446.00
Environmental Review	\$6,300.00	Measure A Grant (206)	\$365,315.00
Final Design	\$111,500.00	Gas Tax (201)	\$695,727.00
Construction	\$1,016,688.00		
<b>Total:</b>	<b>\$1,176,488.00</b>	<b>Total:</b>	<b>\$1,176,488.00</b>

**Total Estimated Project Cost:****\$1,176,488.00**Project Funding

The Fiscal Year 2022/23 current estimated costs for this project is approximately \$1.1 million. Currently \$480,761 is available in both Measure A Local (205) and Measure A Grant (206) funds, and an estimated \$695,727 is Gas Tax funds (201). When ready to award for construction, Public Works staff will return to City Council with an update on project funding. The project is eligible to use Measure A, Measure A Grant, and Gas Tax Funds. At this time, no additional funding is needed for final design phase of project.

Table 5 below summarizes the FY 2022-23 project budget amounts and funding source accounts. Public Works will be submitting a 2<sup>nd</sup> quarter budget adjustment to balance the awarding Measure A Grant (206) and appropriation of Gas Tax (201):


**Table 5: FY 2022-23 Project Budget**

<b>Project: Hollister Avenue Old Town Interim Striping (Project No. 9114)</b>				
<b>Account</b>	<b>Fund Type</b>	<b>FY 2022-23 Budget</b>	<b>YTD Activity/ Encumbrances</b>	<b>Available Balance</b>
205-90-9114-57070 (Design)	Measure A	\$78,446	\$53,606	\$24,840
205-90-9114-57071 (Construction)	Measure A	\$37,000	\$ --	\$37,000
206-90-9114-57071 (Construction)	Measure A - Grant	\$365,315	\$ --	\$365,315
	<b>Total</b>	<b>\$480,761</b>	<b>\$53,606</b>	<b>\$427,155</b>

**ALTERNATIVES:**

The Council may not select a preferred alternative and/or not find the preferred alternative exempt from CEQA. This would prolong the amount of time in the preliminary design phase and delay final design and the overall project schedule.

**Reviewed By:****Legal Review By:****Approved By:**
  
 Kristine Schmidt  
 Assistant City Manager

  
 Megan Garibaldi  
 City Attorney

  
 Robert Nisbet  
 City Manager
**ATTACHMENTS:**

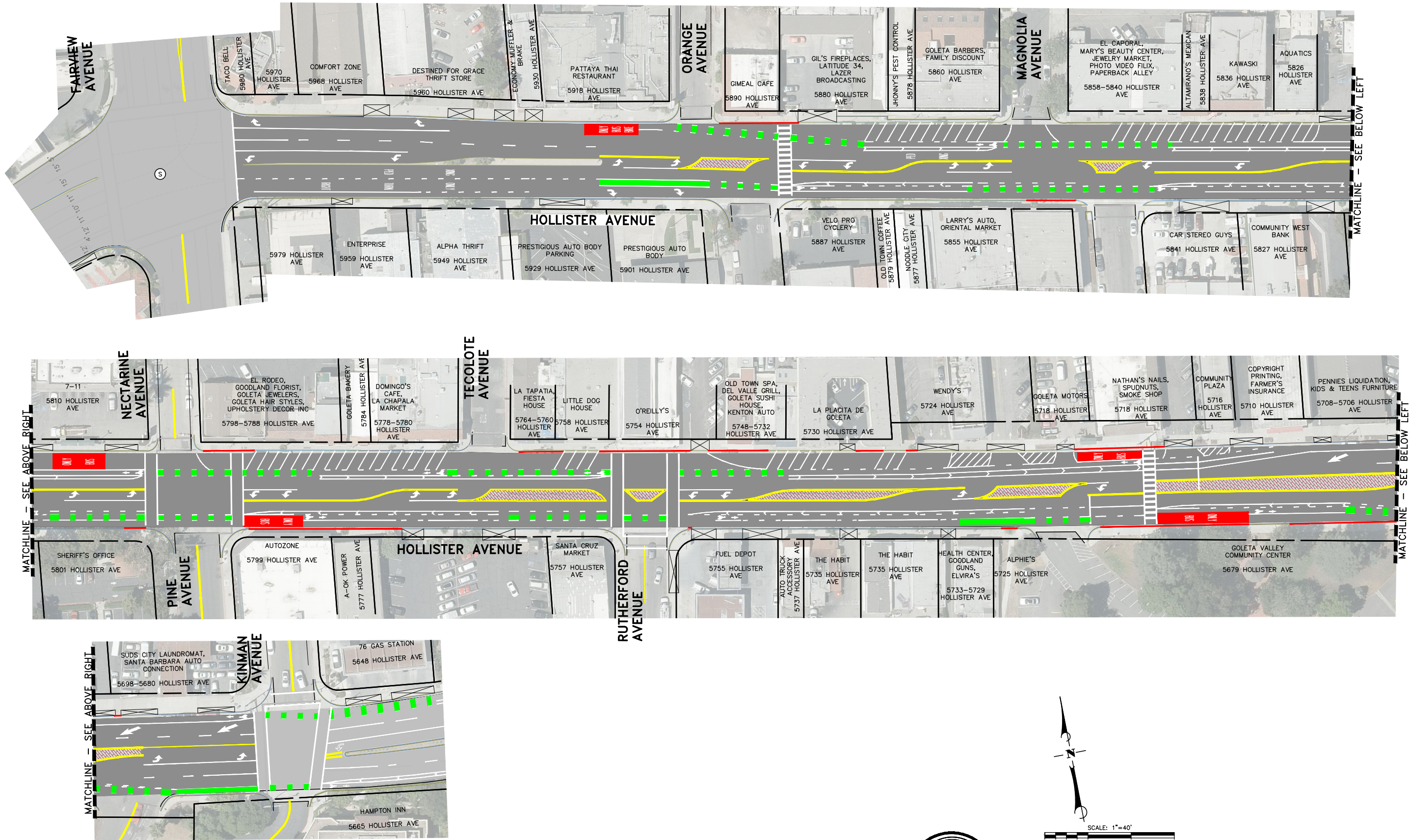
1. Alternative 1 – Northside Angled Parking and Buffered Bike Lanes
2. Resolution No. 22-\_\_, entitled “A Resolution of the City Council of the City of Goleta, California, deeming the Hollister Avenue Old Town Interim Striping Project Categorically Exempt from the California Environmental Quality Act (CEQA)”
3. Hollister Avenue Old Town Interim Striping Project PowerPoint Presentation

## **ATTACHMENT 1**

### **ALTERNATIVE 1 – NORTHSIDE ANGLED PARKING AND BUFFERED BIKE LANES**



36-ENG SAVE DATE: 10/11/2022 1:54:23 PM PLOT BY: Sachdeva, Vdhl PLOT DATE: 10/11/2022 1:55:48 PM PLOT SCALE: 1:218.6



FOR REDUCED PLANS  
ORIGINAL SCALE IN INCHES

0 1 2 3

NO.	DATE	REVISIONS	APPD.

 **Stantec**  
111 East Victoria Street, Santa Barbara, CA 93101  
Phone: (805) 963-9532 Fax: (805) 966-9801

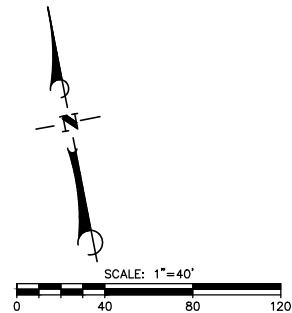
DESIGN VS \_\_\_\_\_ CHECKED DBR \_\_\_\_\_  
DATE: \_\_\_\_\_  
PROJECT ENGINEER R.C.E. - \_\_\_\_\_



CITY OF GOLETA, CALIFORNIA  
REVIEWED BY: \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

FAIRVIEW AVE TO KINMAN AVE  
HOLLISTER AVENUE STRIPING PLAN  
COMPLETE STREETS CORRIDOR PLAN  
CITY OF GOLETA, STATE OF CALIFORNIA

PROJECT NO.  
2064139500  
SHEET  
1 OF 1  
PLAN DATE  
10/9/2022



## **ATTACHMENT 2**

RESOLUTION NO. 22-\_\_\_\_\_, ENTITLED "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GOLETA, CALIFORNIA, DEEMING THE HOLLISTER AVENUE OLD TOWN INTERIM STRIPING PROJECT CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)"

**RESOLUTION NO. 22-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
GOLETA, CALIFORNIA, DEEMING THE HOLLISTER AVENUE  
OLD TOWN INTERIM STRIPING PROJECT CATEGORICALLY  
EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL  
QUALITY ACT (CEQA)**

**WHEREAS**, on September 20, 2016, City Council authorized the Hollister Avenue Complete Streets Corridor Plan, focused on providing transportation improvements for transit, improved pedestrian accessibility and dedicated bicycle lanes;

**WHEREAS**, the Hollister Avenue Complete Streets Corridor Plan studied traffic conditions, conducted public outreach and developed three alternatives consisting of:

- A. Two (2) travel lanes, angled parking on one side, parallel parking on the other and Class II bike lanes ("Alternative 1").
- B. Two (2) travel lanes, angled parking on one side, parallel parking on the other and Class II bike lanes between the parked vehicles and the curb. ("Alternative 2").
- C. Two (2) travel lanes and Class II bike lanes with angled parking in both directions in the median ("Alternative 3").

**WHEREAS**, on January 19, 2021, City Council authorized the Hollister Avenue Old Town Interim Striping Project to develop a two-lane striping plan that improves conditions for bikes and increases on-street parking.

**WHEREAS**, on June 7, 2022, a public hearing was held to review project alternatives. In response to public comment, City Council directed staff to conduct additional community outreach to inform and receive additional input from the community;

**WHEREAS**, on September 29, 2022, a community meeting was held to present traffic and safety data for the Hollister Avenue Old Town Interim Striping Project and receive input from the community regarding the three alternatives;

**WHEREAS**, the Hollister Avenue Old Town Interim Striping Project meets the criteria contained in CEQA Guidelines, Section 15301(c), in that the improvements consist of restriping the existing road width to add bike lanes and no additional automobile lanes. City staff reviewed each of the three alternatives that could constitute the Hollister Avenue Old Town Interim Striping Project pursuant to the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq., the "CEQA Guidelines") and determined that each of the alternatives can be exempt from CEQA as it meets the definition of repairs or minor alternations under §15301 (c) of the CEQA Guidelines;

**WHEREAS**, the City Council conducted a duly noticed public hearing on October 27, 2022, to consider the Hollister Avenue Old Town Interim Striping Project at which time all interested persons were given an opportunity to be heard; and

**WHEREAS**, the City Council considered the entire administrative record, including the staff report, the Notice of Exemption, the Project Plans, and oral and written testimony from interested persons.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLETA AS FOLLOWS:**

**SECTION 1.** Recitals. The City Council hereby finds and determines that the foregoing recitals, which are incorporated herein by reference, are true and correct.

**SECTION 2. .**

The City Council finds, in light of the whole record, that Alternative 1 is exempt from environmental review pursuant to Section 15301 (Class 1) of the California Environmental Quality Act Guidelines (CEQA Guidelines) provides that repairs and minor alterations to existing public facilities, including streets, are categorically exempt from further environmental review. The Project improvements include pavement resurfacing, striping, and traffic signal interconnect system, which are minor alterations that would occur completely within the public right of way with no addition of automobile lanes or expansion of the roadway. For these reasons, it is determined that the project is consistent with the above reference exemption/class. Therefore, the project is deemed exempt from the CEQA in accordance with Section 15301(c) of the CEQA Guidelines.  
CEQA Guideline §15301 (c)

None of the exceptions to the exemption under CEQA Guideline §15300.2 apply.:

The project is not located in environmentally sensitive area and will not have a foreseeable impact to any environmentally sensitive area.

The Project will not have a cumulative environmental impact.

The Project does not have a significant effect on the environment due to unusual circumstances.

The Project is not in a Scenic Highway.

The Project is not on the Cortese List pursuant to Government Code section 65962.5.

The Project does not involve any historical resources..

The City Council finds that the Notice of Exemption for the Hollister Avenue Old Town Interim Striping Project, referred to as Exhibit 1 , incorporated herein by reference, was prepared in full compliance with CEQA.

**SECTION 3.** Action. The City Council hereby approves Alternative 1 as depicted in Exhibit 1 as the Hollister Avenue Old Town Interim Striping Project and directs staff to file the Notice of Exemption attached as Exhibit 2 .

**SECTION 4.** Reliance on Record. Each and every one of the recommendations in this Resolution is based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the Hollister Avenue Old Town Interim Striping Project. The findings and determinations constitute the independent findings and determinations of the City Council in all respects and are fully and completely supported by substantial evidence in the record as a whole.

**SECTION 5.** Summaries of Information. All summaries of information in the findings, which precede this section, are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact

**SECTION 6.** This Resolution will remain effective until superseded by a subsequent resolution.

**SECTION 7.** Certification. The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED, APPROVED AND ADOPTED** this 27<sup>th</sup> day of October, 2022.

\_\_\_\_\_  
PAULA PEROTTE, MAYOR

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
DEBORAH LOPEZ  
CITY CLERK

\_\_\_\_\_  
MEGAN GARIBALDI  
CITY ATTORNEY

STATE OF CALIFORNIA            )  
COUNTY OF SANTA BARBARA    )     ss.  
CITY OF GOLETA                 )

I, DEBORAH LOPEZ, City Clerk of the City of Goleta, California, DO  
HEREBY CERTIFY that the foregoing Resolution No. 22-\_\_\_\_ was duly adopted by  
the City Council of the City of Goleta at a special meeting held on the 27<sup>th</sup> day of  
October 2022, by the following vote of the Council:

AYES:       COUNCILMEMBERS

NOES:       COUNCILMEMBERS

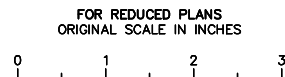
ABSENT:     COUNCILMEMBERS

(SEAL)

---

DEBORAH LOPEZ  
CITY CLERK





111 East Victoria Street,  
Phone: (805) 963-9532

Santa Barbara, CA 93101  
Fax: (805) 966-9600

PROJECT NO.	2064139500
SHEET	1 OF 1
PLAN DATE	10/10/2022

DRAWING: v: \2064\active\2064139500\engineering\transportation\old town goleta\_parking&complete\_streets\_study\drawings\old town ss.dwg



# Notice of Exemption

## Appendix E

**To:** Office of Planning and Research  
P.O. Box 3044, Room 113  
Sacramento, CA 95812-3044

County Clerk

County of: Santa Barbara

105 East Anapamu Street, Room 407

Santa Barbara, CA 93101

**From:** (Public Agency): City of Goleta Public Works  
130 Cremona Drive, Suite B  
Goleta, CA 93117

(Address)

Project Title: Hollister Avenue Complete Streets Corridor Plan

Project Applicant: City of Goleta, Public Works Department

Project Location - Specific:

Hollister Avenue from Fairview Avenue to Kinman Avenue

Project Location - City: Goleta Project Location - County: Santa Barbara

Description of Nature, Purpose and Beneficiaries of Project:

The project would involve improvements to traffic striping, removing one lane of traffic in each direction which would be replaced by median parking. Some traffic will be rerouted to alternate routes, as left turn lane options are limited along the median parking areas. There will also be buffered bike lanes throughout the corridor.

Name of Public Agency Approving Project: City of Goleta

Name of Person or Agency Carrying Out Project: City of Goleta, Public Works Department

Exempt Status: **(check one):**

- ☐ Ministerial (Sec. 21080(b)(1); 15268);
- ☐ Declared Emergency (Sec. 21080(b)(3); 15269(a));
- ☐ Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- ☒ Categorical Exemption. State type and section number: Class 1 (15301)
- ☐ Statutory Exemptions. State code number: \_\_\_\_\_

Reasons why project is exempt:

The project would be limited to minor improvements/alterations to existing vehicle and bicycle facilities. The project would not result in expansion of the existing roadway system or result in an increase in vehicles utilizing public infrastructure in the project area. None of the exceptions to the use of a categorical exemption (CEQA Guidelines Section 15300.2) apply to the proposed project.

Lead Agency

Contact Person: Luz "Nina" Buelna Area Code/Telephone/Extension: 916-838-3161

**If filed by applicant:**

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? ■ Yes No

Signature:  Date: 10/22/2022 Title: Assistant Director

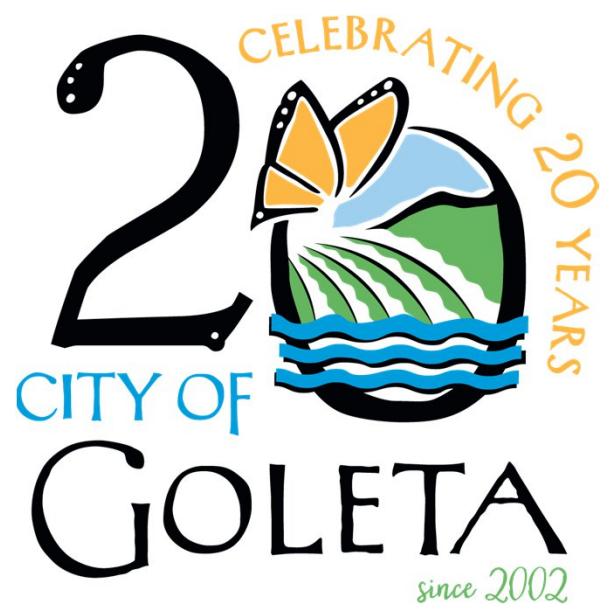
■ Signed by Lead Agency Signed by Applicant

Authority cited: Sections 21083 and 21110, Public Resources Code.  
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

Date Received for filing at OPR: \_\_\_\_\_

### **ATTACHMENT 3**

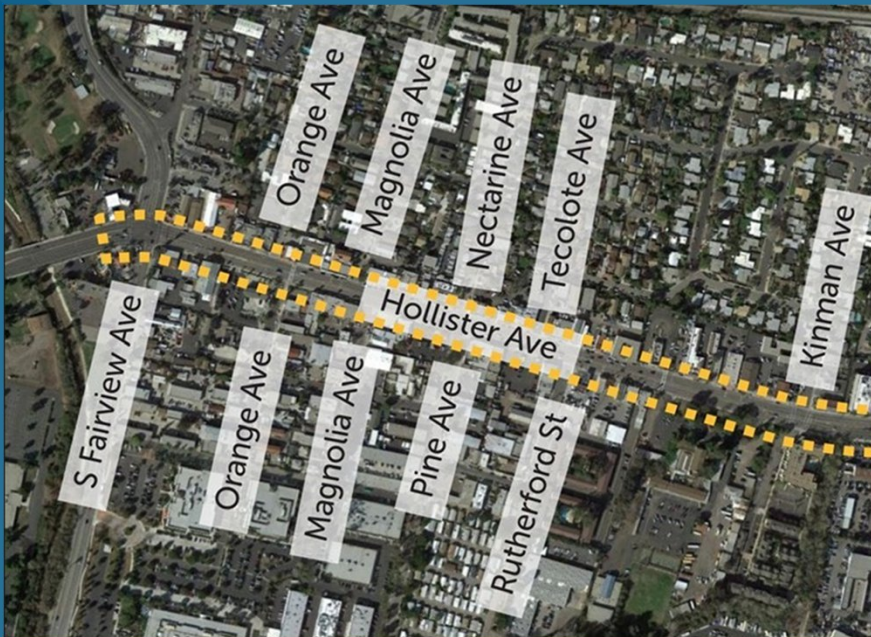
#### **HOLLISTER AVENUE OLD TOWN INTERIM STRIPING PRESENTATION**



# Hollister Avenue Old Town Interim Striping

Fairview to Kinman Avenue

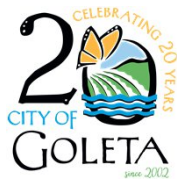
# Agenda



- History
- Existing Conditions
- Project Goals
- Project Alternatives
- Community Feedback
- Next Steps

# Project History

- ▶ Old Town Hollister Avenue studied for over 30 years
- ▶ 2011 Old Town Parking Study
- ▶ 2018 Complete Streets Corridor Plan
  - Parking
  - Travel Time
  - Safety
  - Operations
- ▶ 2019 Ekwill Circulation Study



# Existing Conditions – Daily Volumes



## Peak Hour Volume Trend

2005 – 2,046

2017 – 1,822

2019 – 1,692



## Traffic Model Projection

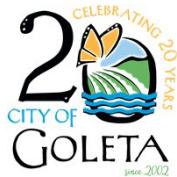
2042 – 2,010

Old Town-related Trips on  
Hollister Avenue

64%

# Existing Conditions - Parking

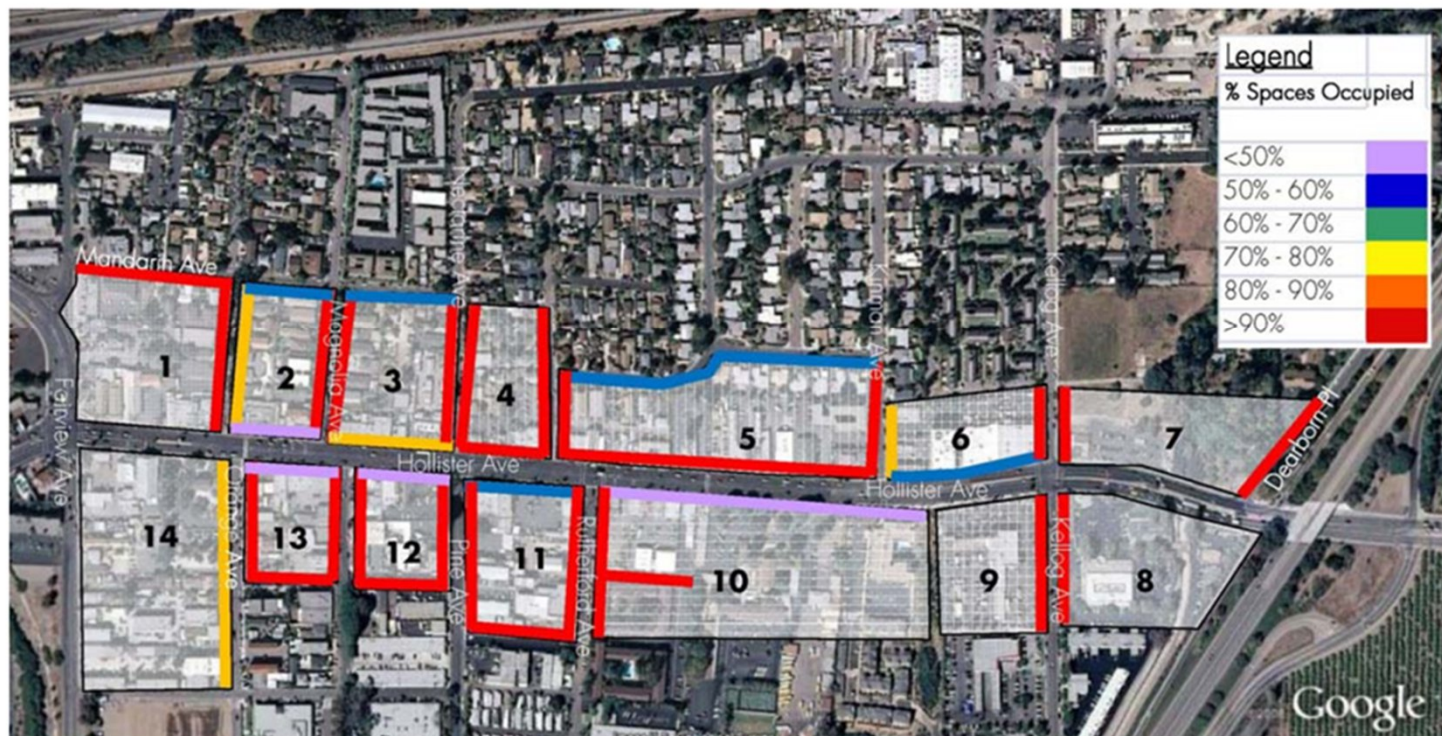
▶ Hollister Avenue =	65 spaces
▶ Side Streets =	330 spaces
▶ Off Street Lots =	1,375 spaces
<b>Total =</b>	<b>1,770 spaces</b>





# Existing Conditions - Parking

Figure 3: Peak Hour On-Street Occupancy – Weekday Peak

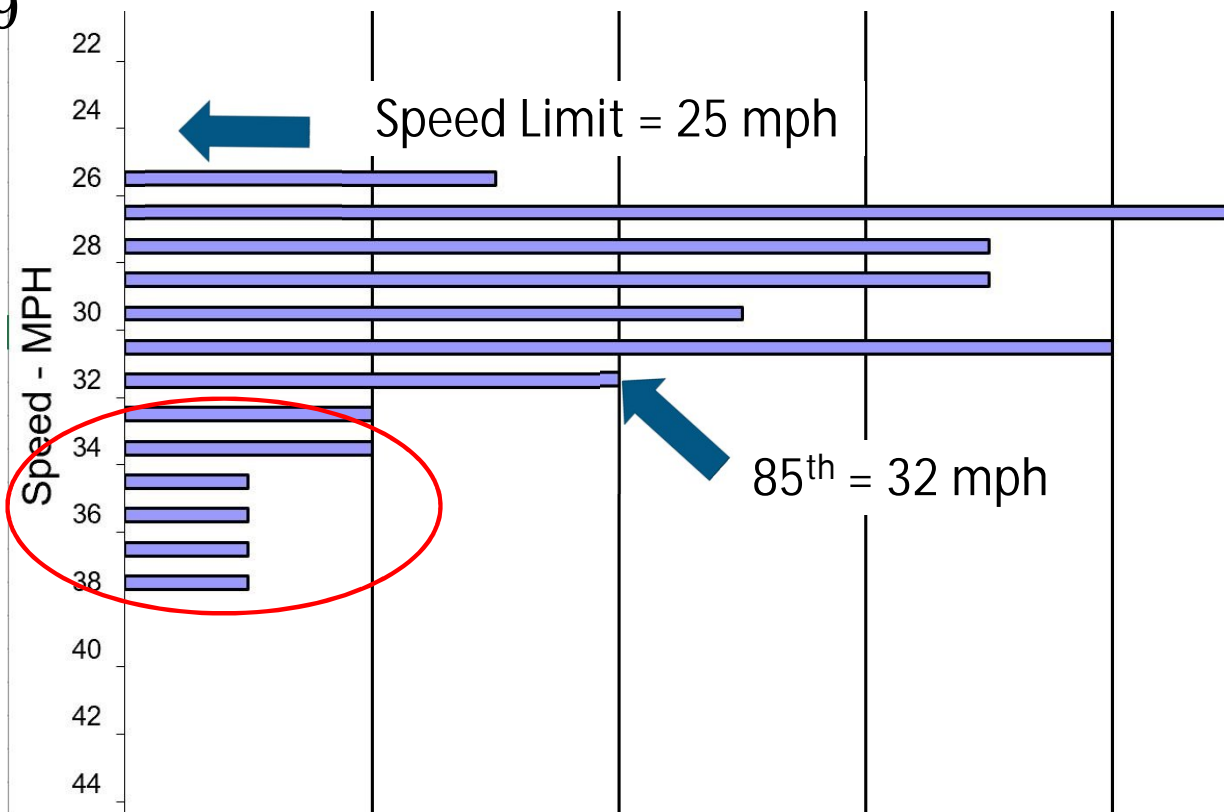


October 27, 2022 Hollister Avenue Old Town Interim Striping



# Existing Conditions – Speed

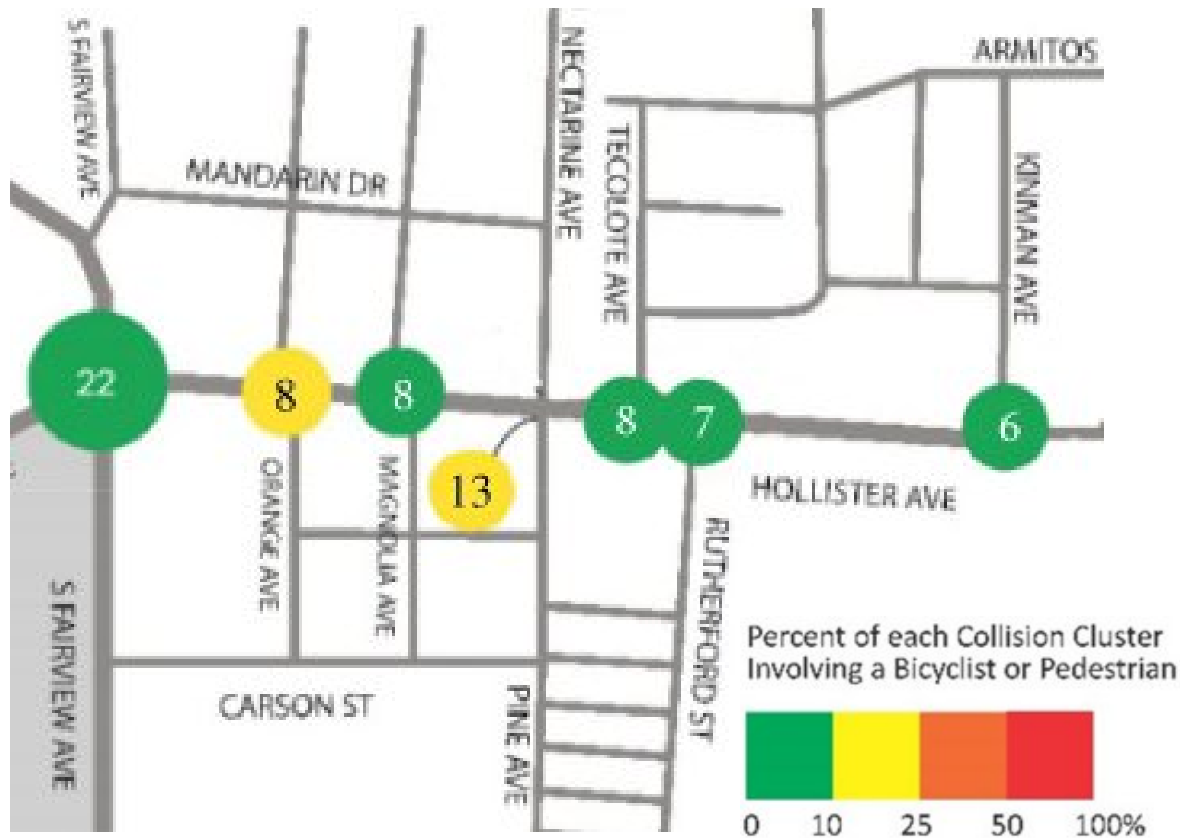
2019



October 27, 2022 Hollister Avenue Old Town Interim Striping

7

# Existing Conditions – Safety (2017-2021)



**105 Collisions**  
**4.94 Collisions/MVM**  
**4x's State Average Rate**

**40 Injury Collisions**  
**1.61 Injuries/MVM**  
**3x's State Average Rate**

**9% Ped/Bike-Related**

# Existing Conditions – Safety (2017-2021)

## Primary Collision Factor

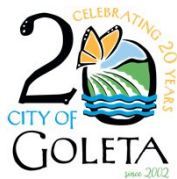
26% - Improper Turn  
19% - Unsafe Speed  
17% - Right of Way Violation  
11% - Traffic Control Violation

7% - Parking  
5% - Lane Changes  
4% - DUI  
3% - Unknown  
8% - Other (5)

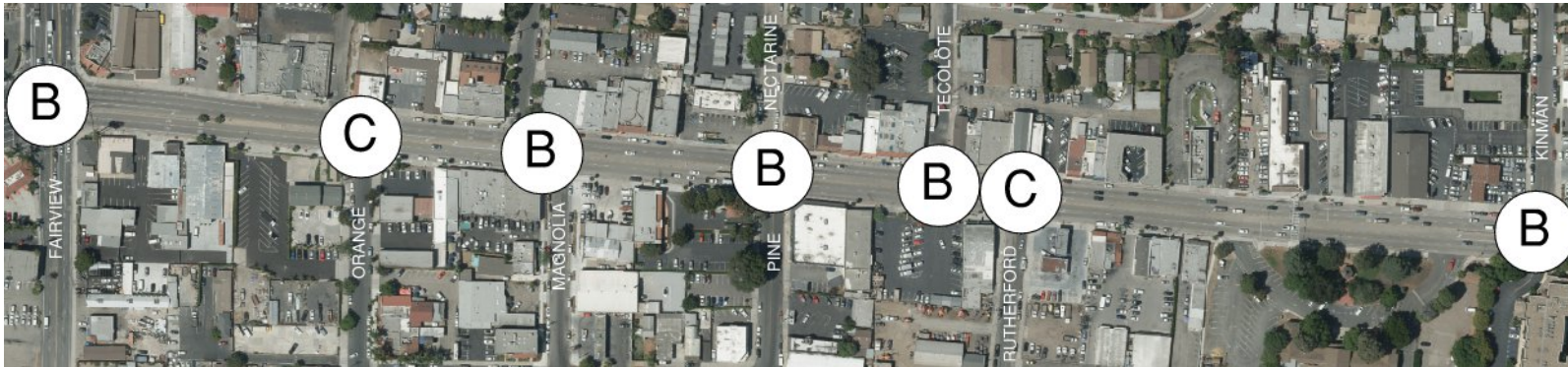
## Countermeasure

Restrict Side Street/Driveway Left Turns  
Reduce Travel Lanes  
Improve Intersection Sight Distance  
Traffic Signal Equipment and Timing

Back-in Angled Parking  
Reduce Travel Lanes



# Existing Conditions – Operations



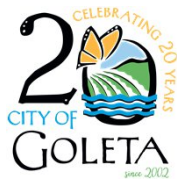
4-lanes



2 -lanes

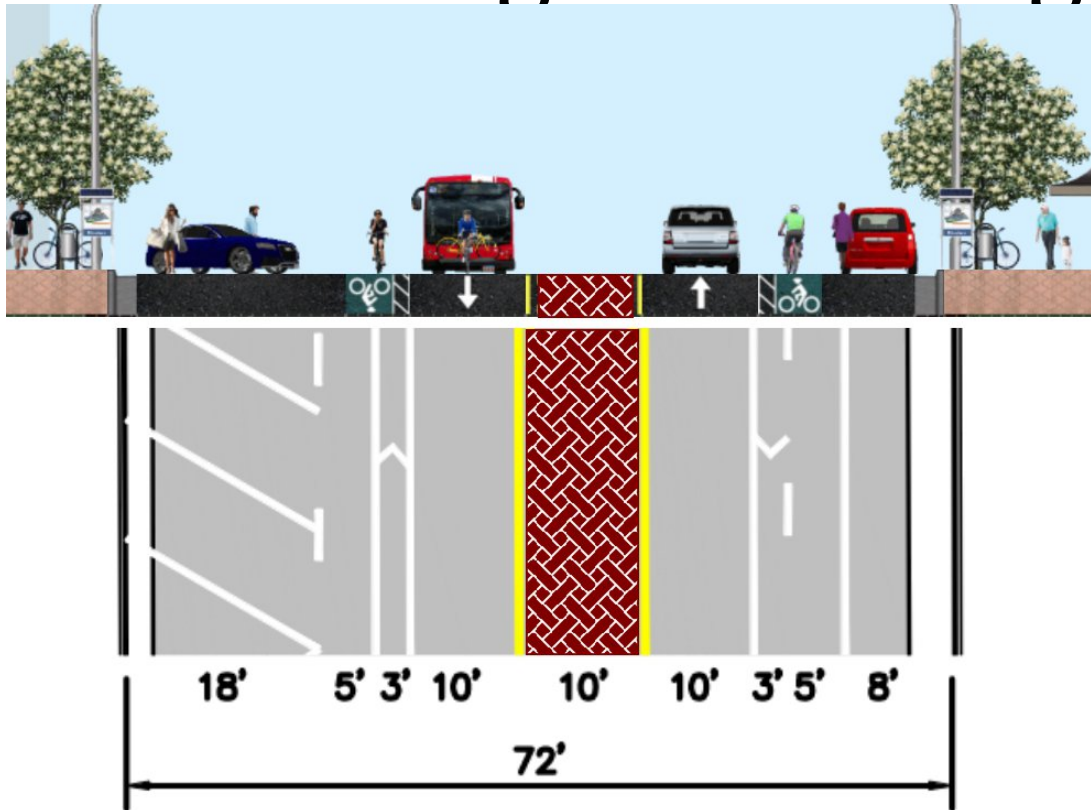
# Project Goals

- ▶ Increase parking spaces and availability
- ▶ Improve traffic safety
- ▶ Reduce speeds
- ▶ Maintain vehicle traffic flow
- ▶ Add bike lanes
- ▶ Study and adjust





# Back-in Angled Parking (North side)



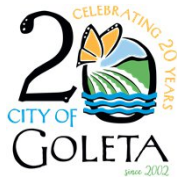
# Back-in Angled Parking (North side)

## ► Advantages

- Limits conflicts between angled parking and bikes
- Opportunities for future outdoor dining in parking areas
- +20 (+/-) on-street parking spaces
- Narrower single lane reduces speeds
- Flush median provides lane for emergency responders and deliveries

## ► Disadvantages

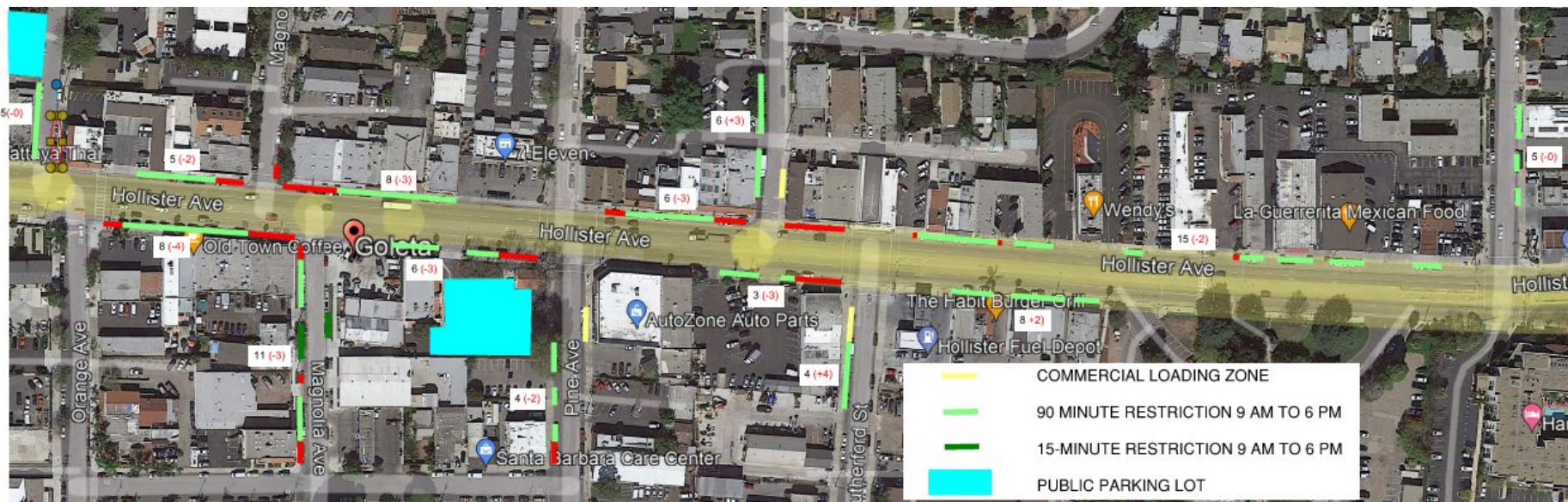
- Reduces sight distance from driveways along north side of Hollister Avenue
- Flush median restricts mid-block left turns



# Proposed Parking Restrictions

Improved intersection visibility = improved safety

Increased parking turn over = more parking availability





# Traffic Operations

Loss of travel lanes impacts traffic flow. How do we mitigate?

- 15% (300 peak hour trips) will stay on US 101
- Restrict conflicting left turn movements at:
  - Orange
  - Rutherford
- Improve traffic signal system and timing



October 27, 2022 Hollister Avenue Old Town Interim Striping

15

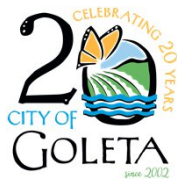
# Community Feedback

September 29, 2022

- 35 community members in attendance

Those that approve of the project like:

- Bike lane and safety improvements
- Increased parking
- Traffic calming measures



# Community Feedback

Those in opposition to the project:

- Concerned about traffic congestion/neighborhood impacts
- Request enforcement of existing traffic and parking violations
- Request public parking lots instead of street changes



# Community Feedback

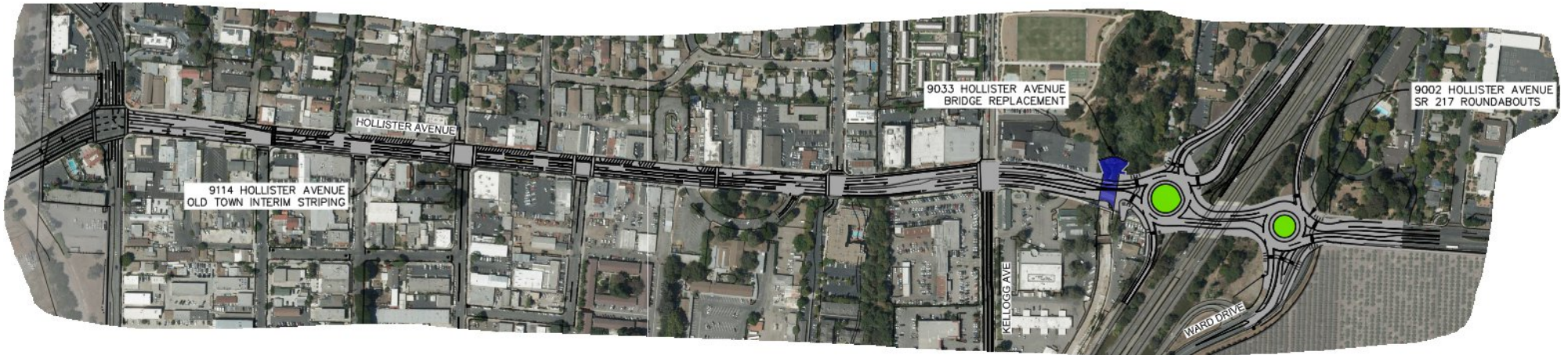
- Summary of written and verbal feedback

Comment Catagories					
	Comment Card Submittal	Bike Lanes	Parking	Enforcement	Single Lane
Approves:	14	5	2	0	3
Opposes:	7	1	2	1	4
Neutral:	2	0	1	0	0
	23	6	5	1	7



# Project Coordination

- ▶ Striping – Summer 2023
- ▶ Hollister Avenue Bridge, SR 217 Roundabouts and Ekwil Fowler Extension – 2023 - 2025

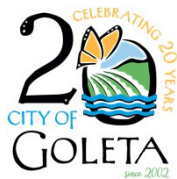


# CEQA Exemption

- CEQA Section 15301 (Class 1)

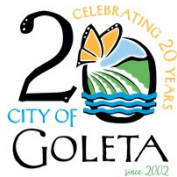
Minor alterations to existing streets are exempt from environmental review under CEQA.

- Proposed pavement, striping and traffic signal improvements are considered minor alterations occurring within existing right of way.



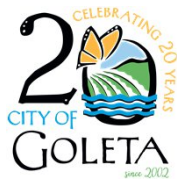
# Project Delivery Schedule

<u>Project Phase</u>	<u>Schedule</u>
Final Design	Spring 2023
Bid Project	Spring 2023
Begin Construction	Summer 2023
Construction Completion	Fall 2023



# Recommendation

- Approve staff's recommendation of Alternative 1 with Northside Back-in Angled Parking, Buffered Bike Lanes and Non-Traversable Painted Median as the preferred project alternative and direct staff to move forward with final design and construction phases; and
- Adopt Resolution No. 22-\_\_\_, entitled "A Resolution of the City Council of the City of Goleta, California, deeming the Hollister Avenue Old Town Interim Striping Project Categorically Exempt from the California Environmental Quality Act (CEQA)."





# Questions?

