



**Agenda Item D.1**  
**PRESENTATION**  
**Meeting Date: May 1, 2018**

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**TO:** Mayor and Councilmembers

**FROM:** Robert Woodward and Masoud Mahmoud, Interim Public Works Director

**CONTACT:** Teresa Lopes, Senior Project Engineer

**SUBJECT:** Update on the Hollister Avenue Complete Streets Plan

**RECOMMENDATION:**

Receive an update on the Hollister Avenue Complete Streets Plan.

**BACKGROUND:**

Complete Streets are defined as “streets for everyone”. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.

On September 9, 2014, the City received a notice of award of the United States Department of Transportation’s (US DOT) FY 2014 National Infrastructure Investments of TIGER VI Discretionary Grants program for the Hollister Avenue Complete Streets Corridor Plan (Corridor Plan) in the amount of \$236,000.

The Hollister Ave Complete Streets Corridor Plan project will develop a Complete Streets Corridor Plan to enhance and prioritize safety, access, and mobility for all users and all modes of transportation along Hollister Ave in Old Town Goleta. The project focuses on improvements to the Hollister Ave corridor between Fairview Ave and State Route (SR) 217. The project will produce a plan focused on transforming the Hollister Corridor within Old Town into a Complete Streets corridor providing improvements consisting of strong and safe multimodal connections, transportation infrastructure upgrades, visual and physical enhancements within the existing right of way, improved pedestrian and ADA accessibility, dedicated bicycle lanes and green infrastructure facilities such as raingardens and planted areas to manage storm water.

The objectives and goals of the project include:

- Identify specific roadway improvements to enhance safety, efficiency and mobility for a multi-modal transportation system through context sensitive design to create a

sense of place along Hollister Avenue between Fairview Avenue and State Route 217 including adjacent and connecting streets and interchanges.

- Enhance safety and operations for all modes of transportation to promote sustainable, livable and healthy communities by identifying improvements that make the transportation network more safe, accessible and understandable for all modes, users of all ages, and trip types including recreational and commuter bicycle riders.
- Develop a Corridor Plan that provides a safe and efficient transportation system for all modes taking into consideration future improvements in the vicinity, protecting and preserving the environment, historical surrounding and the distinct character of the study corridor.
- Engage the community, neighboring agencies and other key stakeholders in an intensive participatory planning process to develop alternatives that consider the listed project objectives and are compatible and supportive of the region, state and federal goals for sustainability.
- Identify community preferred improvement alternatives to achieve the vision of the project.
- Evaluate impacts of implementation of the Complete Street project alternative along Hollister Avenue on US 101, Calle Real, South Patterson Avenue and future planned extension of roadways in the immediate vicinity of the Project.
- Create an implementation oriented strategy identifying improvement projects associated costs and potential funding sources.

The City had estimated that the total cost for completing the Corridor Plan would be approximately \$700,000 for the TIGER grant application and had asked for \$560,000 in TIGER grant funds with a local match of \$140,000. The City did not receive the full amount of the funding request, however, was awarded \$236,000 (with a \$59,000 local match) in grant funds to cover the engineering and traffic studies portion of the project. The TIGER grant funding covers only the first phase of the work and does not fund the project to completion. Accordingly, the project was separated into two phases with Phase 1 covering the scope of work funded by TIGER grant funds and a future Phase 2 to be implemented as a follow up to the work completed under the current phase. The Tiger grant funded Phase I of the Plan includes engineering and traffic studies.

Key tasks for Phase 1 of the project include:

- Inventory Existing Facilities, Programs and Conditions – Review and assess current and previous planning documents, conduct inventory of existing environment, and conduct accident analysis.
- Public Outreach – Project website, community meetings, walking/biking tour, and stakeholder meetings
- Identify Issues – Identify operational, safety and livability issues along the study corridor.
- Needs and Demand Analysis – Assess needs and demand for all modes of transportation along the study corridor.
- Develop Alternatives
- Conduct alternative specific traffic studies
- Draft Complete Streets Plan

Phase 2 will include development of the Programmatic Environmental Document for the Corridor Plan as well as finalizing the plan and adopting the final plan.

The project team has completed the initial data gathering, review of existing development policies and guidelines, inventory and analysis of existing conditions, identification of issues and analysis of the needs and demands for the corridor, and public outreach to collect input on the existing conditions and needs for the corridor (online survey and various public meetings). The project team is currently working on the development of the alternatives for the corridor, which will fulfill the vision of transforming the Hollister Ave corridor in Old Town into a complete street. A table outlining the history of Council and staff actions, meetings, and public outreach meetings is provided as Attachment 1.

## **DISCUSSION:**

The project team is currently working on the development of alternatives for the corridor. Three alternatives have been developed and staff is providing an update to City Council to present the three alternatives and receive input. The three concept corridor alternatives were presented to the Stakeholder's Committee on October 25, 2017 for review and comment. Input received during this meeting was then analyzed and incorporated into the alternatives where feasible. The modified alternatives (based on the Stakeholders input) were then presented to the public during a series of several meetings. These alternatives were presented to the public during the City of Goleta Open House event on November 2, 2017 at the Goleta Valley Community Center and at two project-specific public outreach events held on March 13, 2018 and March 14, 2018, at the Community Center. The focus of these meetings was to present the alternatives, to receive public input on the concepts and to poll public opinion regarding ranking of alternatives. In addition to the public outreach meetings, an online survey was active throughout the month of March 2018 to survey public opinion of the alternatives and collect input for each option. The online survey provided an opportunity for those who could not make the public meetings to provide opinions and comments on each alternative. The team received over 200 comments through the online survey alone. A complete listing of the project meetings and public outreach events is included as Attachment 1. Staff presented the alternatives to Planning Commission at their meeting on April 9, 2018. The project team is now in the process of compiling all input and comments received on the alternatives during the public outreach and Planning Commission effort and will be fine tuning the alternatives as feasible.

### Develop Project Alternatives

The project team developed three concept alternatives for the corridor based on the results of work completed under earlier tasks, including the needs and demands analysis, public input and recognition of desired circulation and operation improvements necessary for multi-modal functionality of the corridor. The alternatives incorporate improvements that will effectively address congestion along the corridor, improve safety, improve connectivity, and improve mobility and community livability. The alternatives were developed and evaluated by the measure of effectiveness for meeting the goals and objectives of the project. All alternatives were to include design components to address:

- Improvement of safety for motorists, pedestrians, and bicycles
- Measures to reduce critical queuing conditions
- Modifications to lane geometrics to better serve the needs of all users
- Improve pedestrian facilities and connectivity in Old Town
- Improve bicycle travel facilities and connectivity along the corridor
- Take into consideration impacts to parking along the corridor

### Existing Conditions Hollister Corridor

The typical, existing roadway section for Hollister Avenue between Fairview Avenue and SR 217 is a 4-lane arterial road with signalized intersections at Kellogg Avenue, Rutherford Street, Pine/Nectarine Avenue and Fairview Avenue. The existing typical roadway section consists of a curb-to-curb right-of-way of 71 ft., which includes 4 thru traffic lanes (10 ft. to 13 ft. wide), a 10-ft.-wide, striped, middle, 2-way, left turning lane, 8-ft.-wide parallel parking lanes on each side and approximately 10-ft.-wide sidewalks. The existing condition typical section is shown in Attachment 2.

Noted deficiencies and issues along the project corridor include lack of bicycle lanes and bicycle facilities, accessibility issues and multi-level sidewalks, high vehicle speeds, little to no landscaping, and a perceived lack of parking along Hollister Avenue

### The Three Concept Corridor Alternatives for the Project

#### Alternative Option A

The Option A alternative maintains 4 thru traffic lanes along the corridor. The parallel parking is removed from along the south side of Hollister Ave to provide additional space in the public right of way for the addition of Class II bike lanes. The alternative includes the following features:

- No change to existing sidewalk width (remains as existing, approximately 10 ft. wide)
- Addition of 6-ft.-wide Class II bike lanes (along both sides of Hollister) with green lane markings where appropriate
- 8-ft.-wide parallel parking lane on the north side of Hollister Ave only
- No parallel parking on the south side of Hollister. This will reduce the overall parking available along the Hollister Ave corridor from the existing condition.

- Curb extensions are proposed at intersections along the north side of Hollister Ave only. The curb extensions will shorten the crossing distance for pedestrians crossing Hollister Ave
- Addition of landscaping at locations where existing conditions allow (including some landscaping in newly proposed median)

Advantages to Option A include:

- Least expensive option to build.
- Hollister Ave would maintain full capacity of four traffic lanes.
- Class II bike lanes would be installed in both directions.

Disadvantages to Option A include:

- The number of parallel parking spaces would be significantly decreased to make room for the added bike lane.
- Maintaining the existing sidewalks throughout would not provide the opportunity to eliminate existing ADA non-compliant features such as stepped sidewalks and excessive cross slopes.
- Pedestrian crossing safety would not be increased above existing conditions at all intersections.
- Few opportunities for visual enhancements to the corridor.

#### Alternative Option B

The Option B alternative consists of a road diet along Hollister Ave reducing the 4-lane arterial to 2 lanes through the project corridor. The reduction of traffic lanes allows for additional space within the right of way to provide Class II bike lanes along with diagonal parking along the north side of Hollister Ave while maintaining the parallel parking along the south side. Alternative features include:

- Wider sidewalks (widen sidewalks for a total width up to 12.5 ft. wide).
- Addition of 5-ft.-wide Class II bike lanes (along both sides of Hollister Ave) with green lane markings where appropriate.
- One 11-ft.-wide vehicle lane in each direction with 10-ft.-wide median/left turn lanes.
- Reverse angle parking on the north side of Hollister Ave and 8-ft.-wide Parallel parking along the south side. This alternative results in the addition of at least 12 parking spaces along the north side.
- Addition of landscape and street trees along the corridor including median plantings where appropriate.
- Curb extensions on all street corners reducing pedestrian crossing distance and time, and exposure to traffic when crossing.

Advantages to Option B include:

- Provides for greatest number of parking spaces.
- Wider sidewalks may allow for elimination of some existing stepped sidewalks and non-compliant cross slopes.
- Wider sidewalks provide opportunities to install boulevard amenities such as street trees, benches, shade structures, etc.

- Narrowed roadway provides shorter, safer pedestrian crossing distances.
- Reverse angle parking is arguably safer than parallel parking.
- Provides Class II Bike Lanes.

Disadvantages to Option B include:

- More expensive option to build.
- Decreases traffic lanes from four to two.

### Alternative Option C

The Option C alternative consists of a road diet along Hollister Ave reducing the 4-lane arterial to 2 lanes through the project corridor. The reduction of traffic lanes allows additional space within the right of way to provide buffered Class II bike lanes while being able to maintain the parallel parking along both the north side and the south side of Hollister Ave. Alternative features include:

- Wider sidewalks (widen sidewalks for a total width up to 14 ft. wide).
- Addition of 5-ft.-wide Class II bike lanes with a 2-ft. buffer (along both sides of Hollister Ave) with green lane markings where appropriate. The buffer zone can be located either between the bike lane and the through traffic lane or between the bike lane and parked vehicles (car door zone).
- One 11-ft.-wide vehicle lane in each direction with 10-ft.-wide median/left turn lanes.
- 8-ft.-wide parallel parking lanes along both the north and the south side. This alternative maintains the number of existing parking spaces along the corridor.
- Addition of landscape and street trees along the corridor including median plantings where appropriate.
- Curb extensions on all street corners reducing pedestrian crossing distance and time, and exposure to traffic which crossing.

Advantages to Option C include:

- Maintains existing number of parking spaces.
- Widest sidewalks will allow for elimination of existing stepped sidewalks and non-compliant cross slopes.
- Wider sidewalks provide opportunities to install boulevard amenities such as street trees, benches, shade structures, etc.
- Narrowed roadway provides shorter, safer pedestrian crossing distances at the greatest number of locations.
- Would provide the highest level of bicycle safety with buffered Class II Bike Lanes.

Disadvantages to Option B include:

- Most expensive option to build.
- Decreases traffic lanes from four to two.

The typical sections for each alternative are included in Attachment 2.

Next Steps

The project team is currently compiling and digesting all the input received from the online survey and at the public meetings featuring the concept alternatives. The input amassed will be reviewed and incorporated where feasible for refinement of the alternatives. Staff is planning to present the alternatives to City Council in May 2018.

The project team will complete the detailed traffic analysis for the alternatives and the next step will be to identify the preferred alternative based on the feedback and polling of the public and feedback provided by the Planning Commission and City Council. Once the preferred alternative is identified, the draft Complete Streets Corridor Plan will be developed.

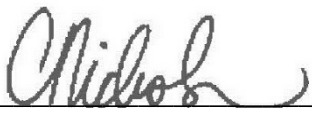
**FISCAL IMPACTS:**

There are no fiscal impacts associated with presenting an update on the Hollister Avenue Complete Streets Project at this time.

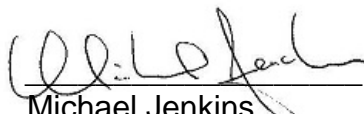
**ALTERNATIVES:**

The purpose of this report is to update the City Council. There are no alternatives presented.


**Reviewed By:**

  
Carmen Nichols  
Deputy City Manager

**Legal Review By:**

  
Michael Jenkins  
City Attorney

**Approved By:**

  
Michelle Greene  
City Manager

**ATTACHMENTS:**

1. Table Outlining the History of Council, Stakeholder Committee, and Public Meetings and Actions on the Project on the Hollister Avenue Complete Streets Corridor Plan Project
2. Hollister Avenue Complete Streets Corridor Plan Concept Corridor Alternatives Typical Sections





## **ATTACHMENT 1**

### **List of Council, Technical Advisory Committee (TAC), and Public Meetings and Actions Hollister Complete Streets Corridor Plan**



**Attachment 1**  
**List of Council, Technical Advisory Committee (TAC), and Public Meetings**  
**and Actions**  
**Hollister Complete Streets Corridor Plan**

<b>Date</b>	<b>Action</b>	<b>Entity</b>	<b>Description</b>
December 15, 2015	Execute Grant Agreement for National Infrastructure Investments Discretionary Grant Program (FY 2014 TIGER Discretionary Grants) with FHWA	Council	Grant Amount \$236,000 with \$59,000 required local match
January 2016	FHWA executes agreement	FHWA	
August 2016	Selected TJKM Consultant Team	Staff	
September 20, 2016	Authorize a Professional Design Services Agreement with TJKM	Council	Contract Amount \$260,000
November/ December 2016	Workshops at Goleta Valley Community Center (GVCC), University of California at Santa Barbara (UCSB), and Encina Royale	Team	Three workshops to introduce the project held in coordination with the Bicycle Pedestrian Master Plan Project
December 10, 2016	Table with Project Information at Old Town Christmas Parade	Staff	Hand out flyers to inform Public of the project
December 2016/April 2017	Information Gathering, Develop Project Website, Conduct Online Survey	Team	Identify existing conditions and needs and demands for corridor
March 2017 thru May 2017	Conduct Online Survey regarding corridor issues	Team	Collect Public input on existing corridor
March 23, 2017	Chamber Old Town Business Group meeting	Staff	Presented the project and distributed flyers announcing upcoming public outreach events
April 13, 2017	First Public Workshop held at GVCC	Team	First Public Workshop was focussed on gathering input regarding the existing corridor
May 6, 2017	Walking and Biking Tour of Old Town	Staff	Walking and biking tour gather Public input.
June 14, 2017	Presentation at COAST General Meeting	Staff	Presented information about the project
July 27, 2017	Stakeholder Meeting No. 1	Team	First Project Stakeholder Meeting.
August 30, 2017	Project Coordination Meeting for Complete Streets, Bike Ped Master Plan and Old Town Sidewalk projects	Team	Held a consultant coordination meeting for all current projects involving Old Town Goleta promoting team collaboration

September 13, 2017	Chamber Old Town Business District Meeting	Staff	Update on project progress discuss exist conditions and feedback
October 25, 2017	Stakeholder Meeting No. 2	Team	Present Draft Alternatives developed for the Hollister Corridor
November 2, 2017	City Open House	Team	Open House for Public comment and review of draft alternatives
December 5, 2017	Bicycle Capital Improvement Program Project Update	Council	Update on bicycle projects including the Complete Streets Corridor Plan.
March 2018	Post Online Survey	Staff	Online Survey for public comment on Corridor Plan Alternatives
March 13, 2018	Public Outreach Meeting No. 2 at GVCC	Team	Present the Corrdor Plan Alternatives to the Public for input and feedback.
March 14, 2018	Chamber Old Town Business District Meeting at GVCC	Team	Present the Corridor Plan Alternatives to OT Business Owners and Public for input and feedback

## **ATTACHMENT 2**

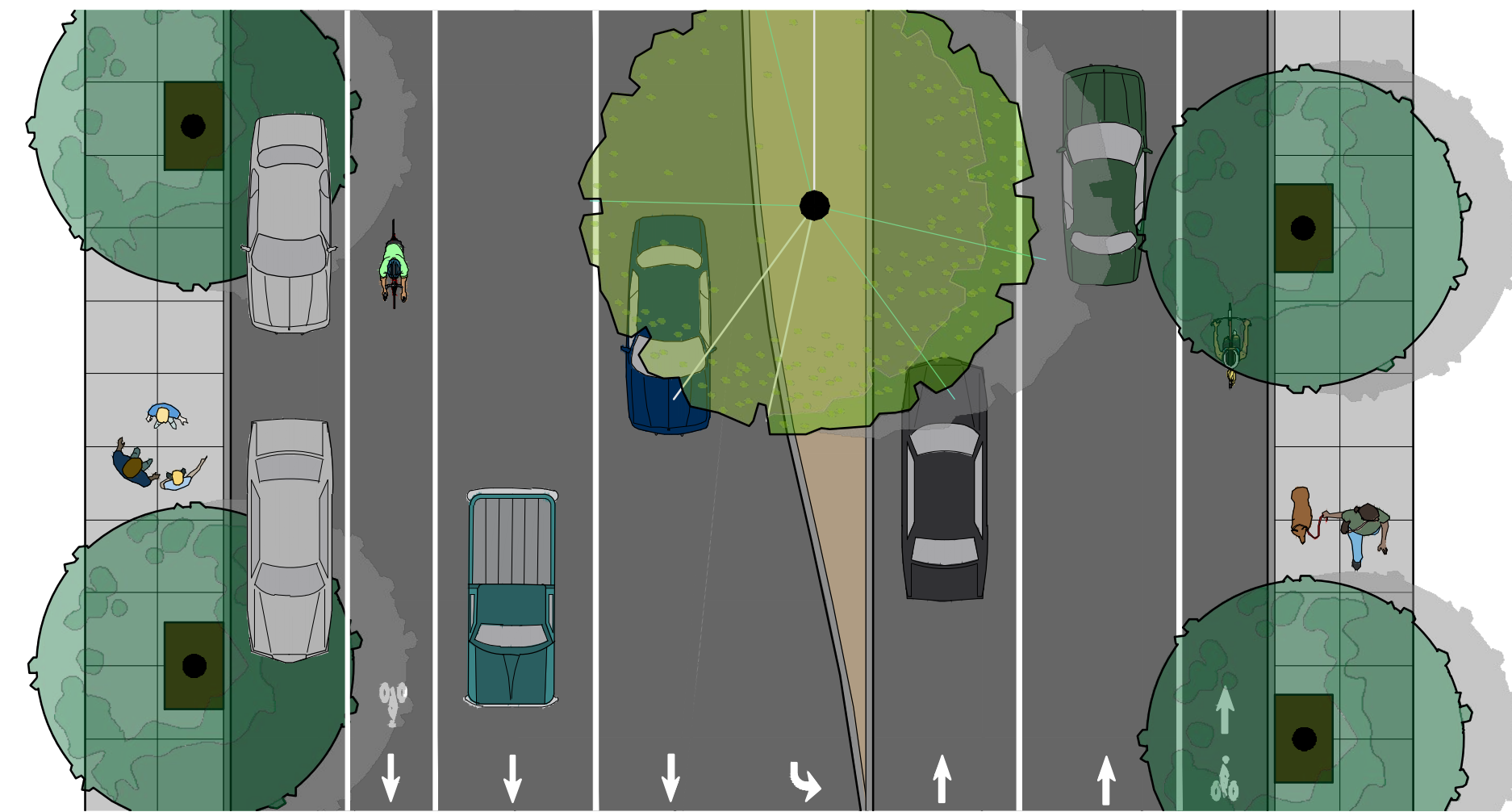
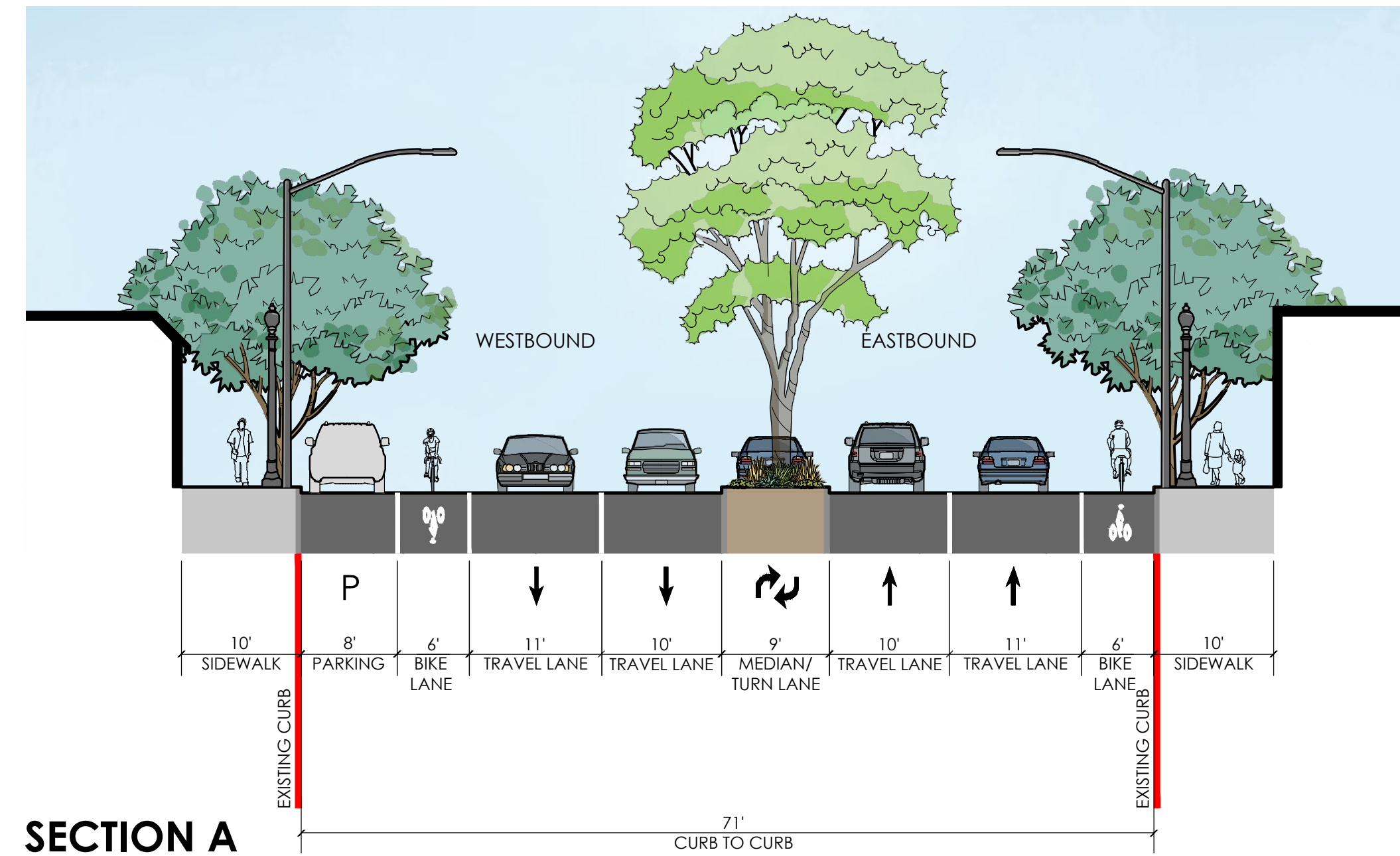
### **Hollister Complete Streets Corridor Plan Alternatives Typical Sections**





## OPTION A

### TWO LANE ALTERNATIVE WITH PARKING ON THE NORTH SIDE



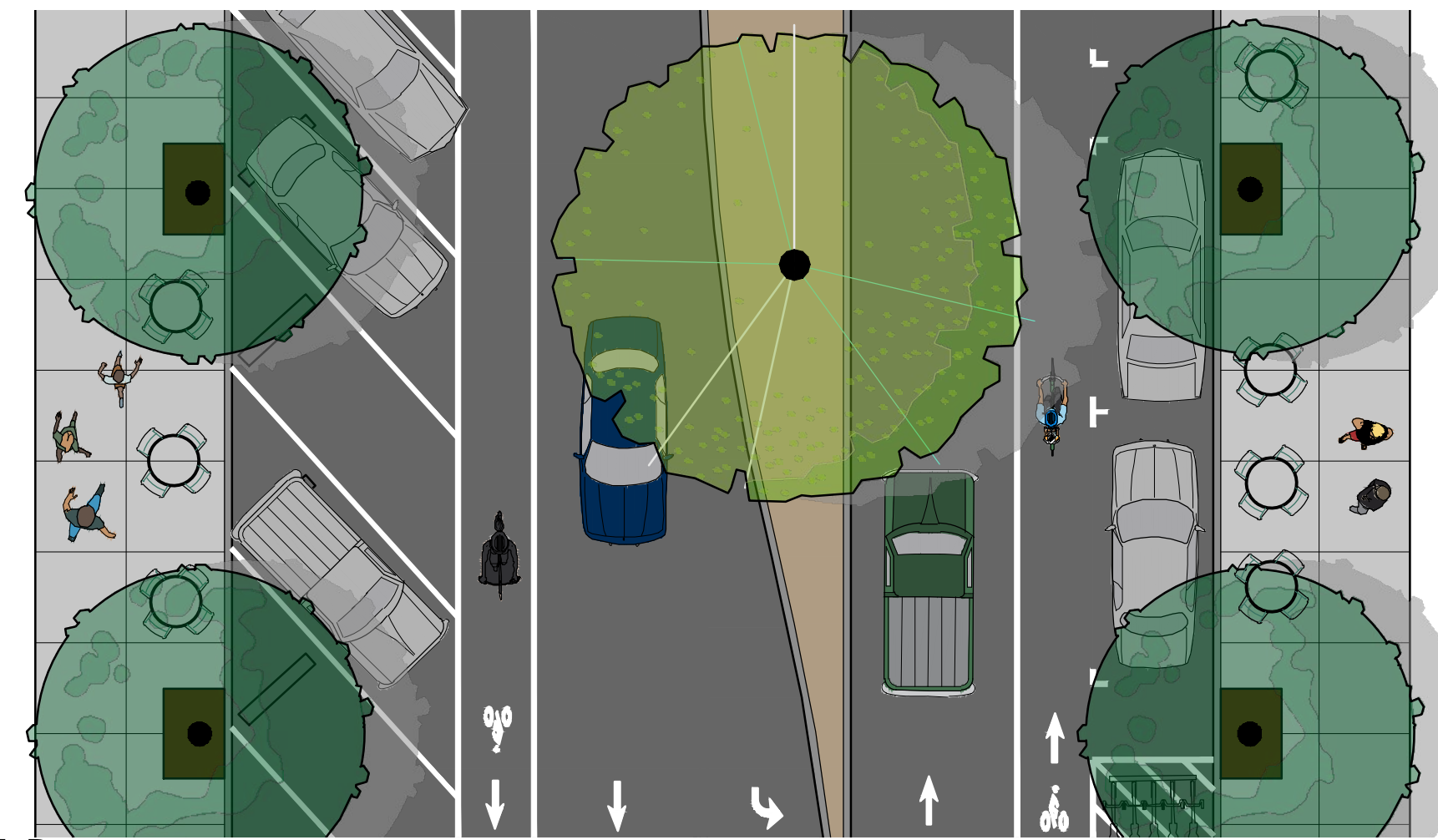
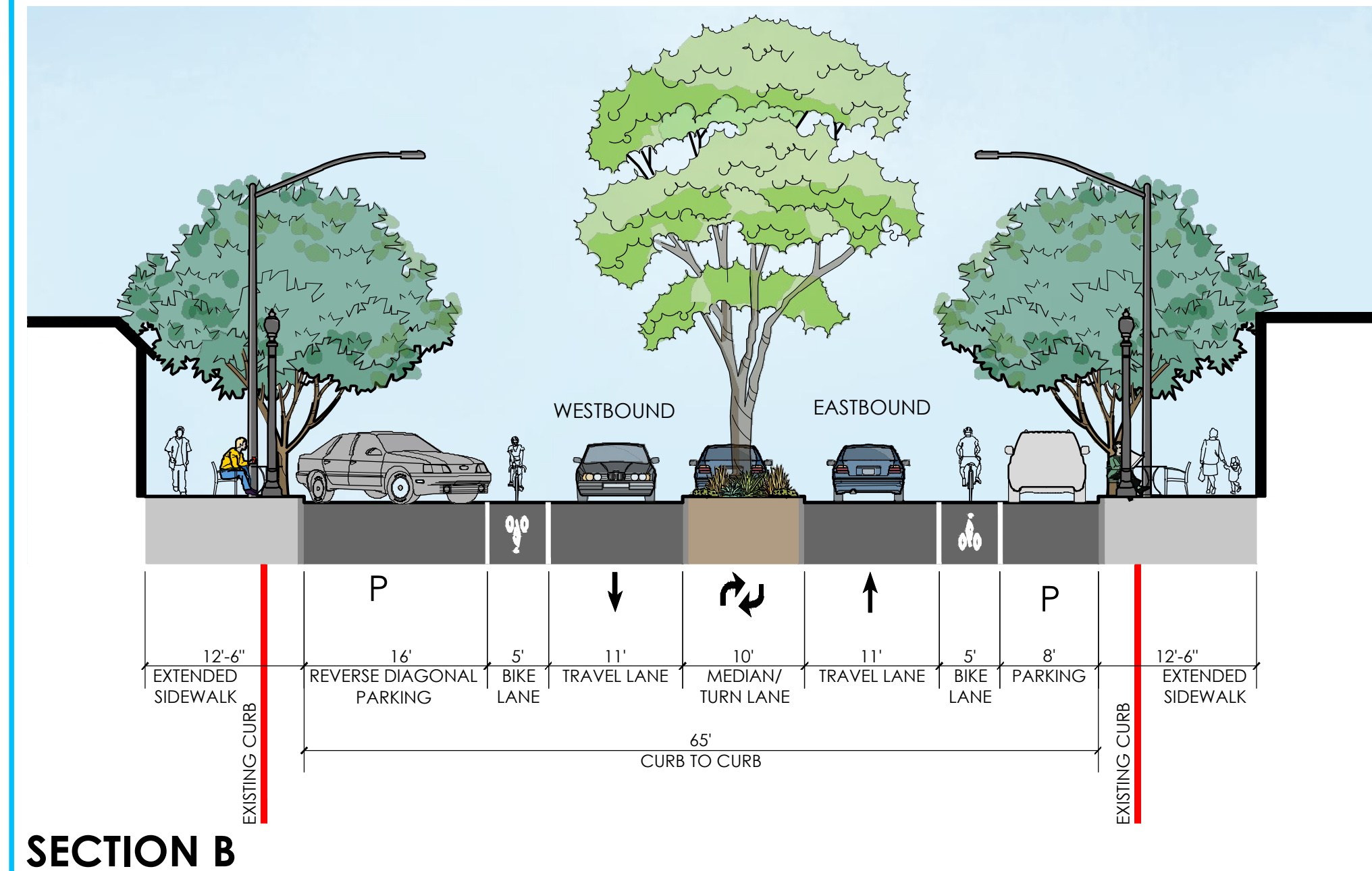
PLAN A

#### OPTION A IMPROVEMENTS:

- No Change to Existing Sidewalk Width (remains 10' wide)
- Two Vehicle Lanes in Each Direction with Left Turn Lane
- Class II Bike Lane (6' Wide) with Green Bike Lane Striping
- Parallel Parking on North Side of Hollister Ave. Only
- No Parallel Parking on South Side of Hollister Ave. Reduces overall Parking Spaces
- Curb Extensions at Intersections on the North Side of Hollister Ave. Only
- No Curb Extensions on South Side of Hollister Ave.
- Median Plantings at Various Locations Along the Street Corridor
- Enhanced Bus Stops and Reposition Bus Stop at the Community Center for Better Pedestrian Visibility
- Bike Racks

## OPTION B

### SINGLE LANE WITH REVERSE DIAGONAL PARKING



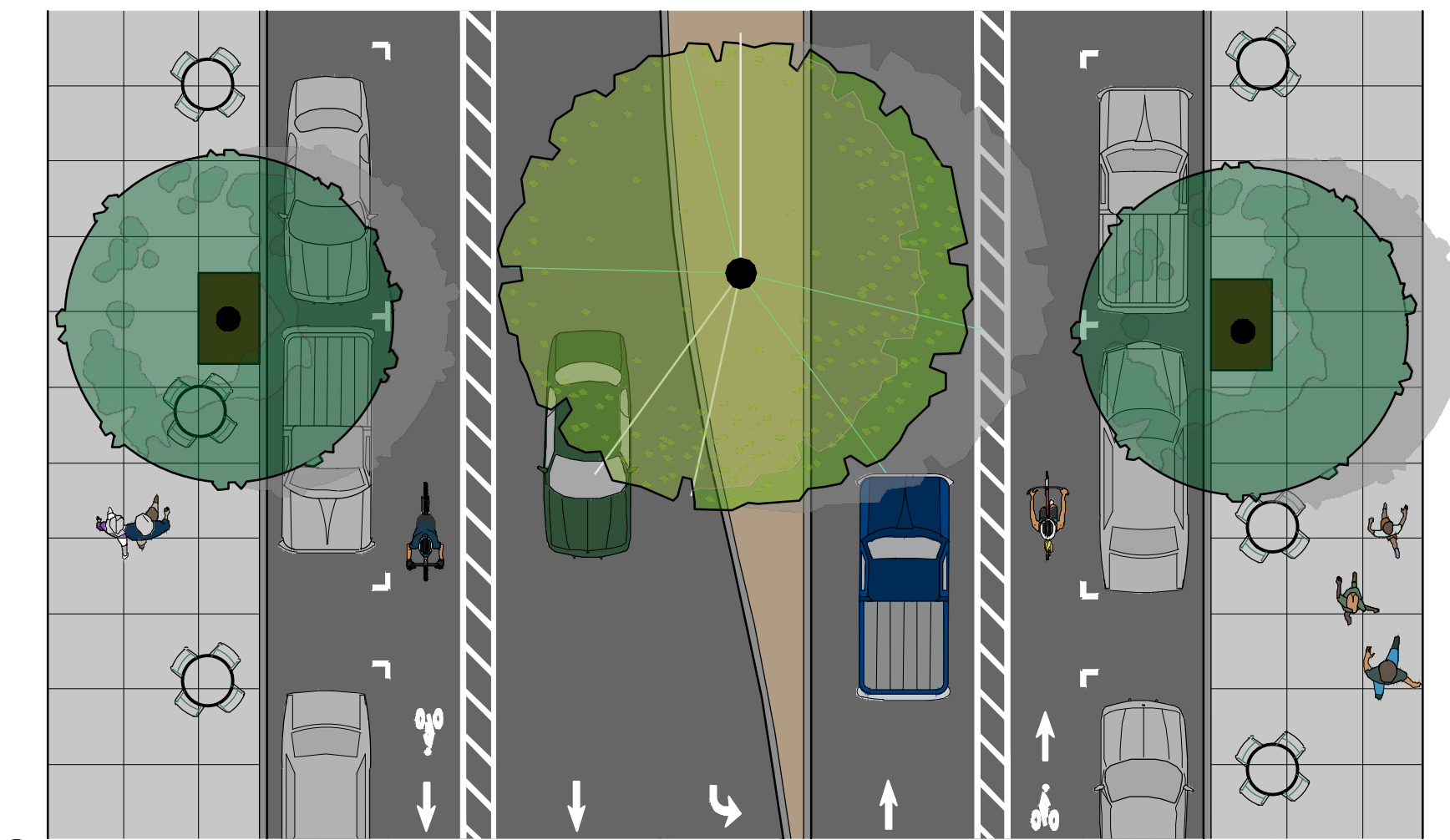
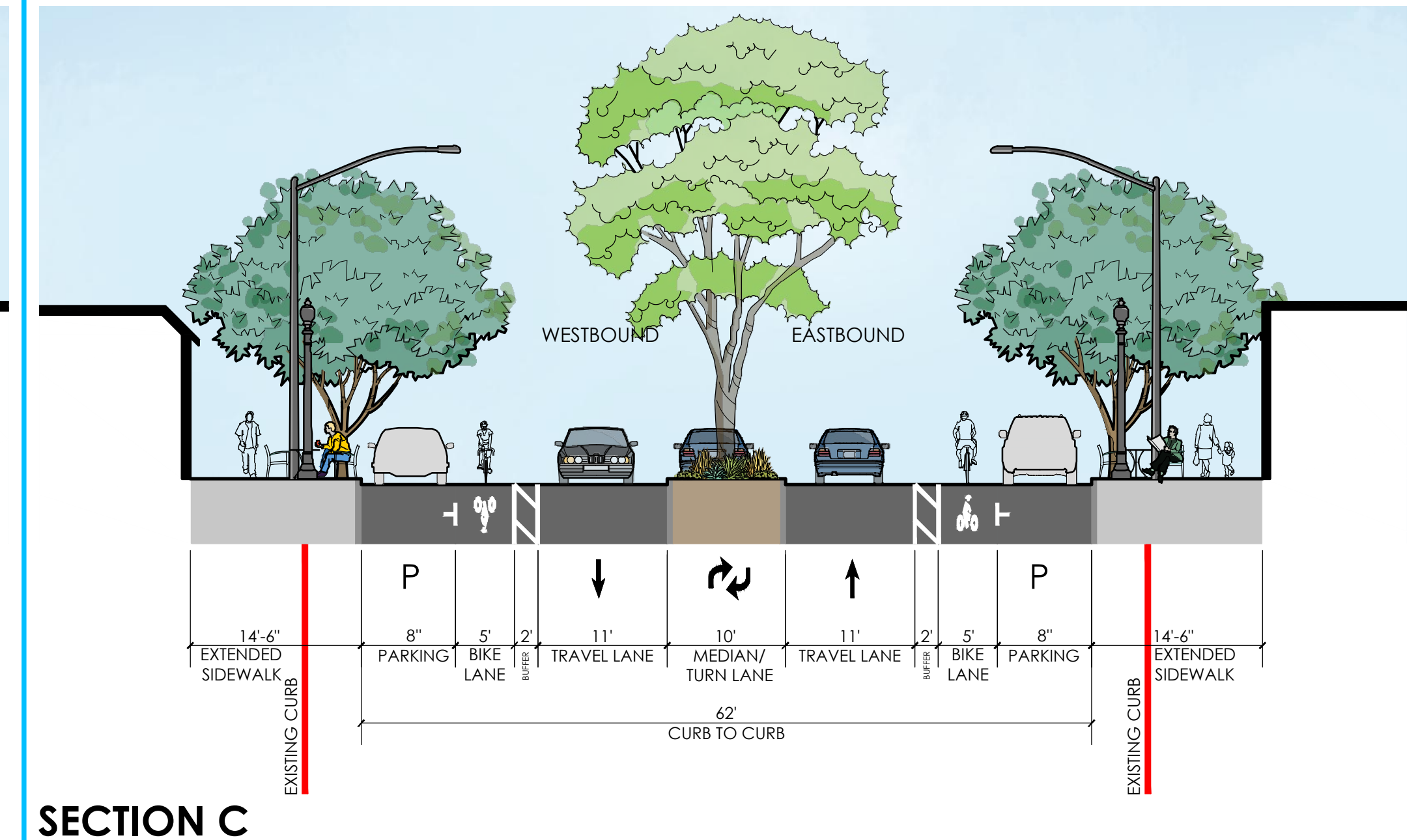
PLAN B

#### OPTION B IMPROVEMENTS:

- Wider Sidewalks (up to 12'-6" wide)
- Class II Bike Lanes 5' Wide with Green Bike Lane Striping
- One Vehicle Lane in Each Direction with Left Turn Lanes
- Reverse Angle Parking on North Side and Parallel Parking on South
- 12 Additional Parking Spaces on North Side of Hollister Ave.
- Outdoor Sidewalk Dining
- New Street Trees and Parkway Plantings
- Bike Corals and Bike Racks
- Curb Extensions on all Street Corners - Reduce Pedestrian Crossings Time and Exposure
- Median Plantings at Various Locations Along the Street Corridor
- Enhanced Bus Stops and Reposition Bus Stop at the Community Center for Better Pedestrian Visibility

## OPTION C

### SINGLE LANE WITH PARALLEL PARKING



PLAN C

#### OPTION C IMPROVEMENTS:

- Parking numbers stay the same on both side of Hollister
- Wider Sidewalks (about 14' wide)
- Class II and Class IV Buffered Bike Lanes (green bike lanes striping)
- Curb Extensions at All Intersections
- New Street Trees and Parkway Planting
- Enhanced Bus Stops and Reposition Bus Stop at the Community Center for Better Pedestrian Visibility
- Median Plantings at Various Locations Along the Street Corridor
- Outdoor Sidewalk Dining
- Bike Racks