



CHAMBER OF COMMERCE

May 3, 2018

Mayor Perotte and Goleta City Council
130 Cremona Drive, Suite B
Goleta, CA 93117

Mayor Perotte and Members of the Council:

The Goleta Chamber of Commerce and our Old Town Business Committee have been closely studying and taking part in the City's Complete Streets community outreach.

The Chamber, and our committee, have a keen interest in improving Old Town as Goleta's Downtown. After two years of research, meetings and outreach ourselves, we determined that while business development, storefronts, traffic, safety and cleanliness were all things that people cited as needing improvement – the main idea of what people want is a vibrant downtown. A walkable, inviting downtown that has a sense of place – both for residents in the immediate vicinity and for all of Goletans. We want to feel proud of our downtown and we want a sense of community when we gather there.

Placemaking is the lens through which we evaluate the Complete Streets project and the criteria with which we choose to formally endorse Alternative B.

There are many elements of this option that we like. We like the wider sidewalks, the median, left turn lane, landscaping and curb extensions that enhance and protect the pedestrian. We like that this alternative keeps the greatest number of parking spaces and still provides much-needed bike lanes. We also like the idea of retiming the HAWK signal to be used as a regular traffic signal and not only activated by a pedestrian.

We are okay with going from four-lanes of traffic to two because we asked ourselves if the higher priority is the downtown, or the thoroughfare. We propose that the sense of place is amplified with the slower pace of traffic and that the roadway will look more like a pedestrian-friendly downtown than a four-lane highway.

We are very interested in two more topics that the consultants discussed at the last workshop: we would be interested in finding out if trucks can be re-routed off Hollister in this area if they are not making a local stop in Old Town. We are interested in the possibility of restriping the roadway and retiming the traffic lights as a first step after approval of the project – before the major construction begins. This is both because of the trial-basis idea and also because we don't have to wait so long to start seeing some improvements to the traffic flow for bikes and pedestrians.

Thank you for your consideration,

Kristen Miller
President & CEO
Goleta Chamber of Commerce