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October 27, 2023

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

RE: SUPPORT Hollister Avenue Old Town Interim Striping Project

Dear Mayor Perotte and Councilmembers:

The Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, would like to reiterate our support for the Hollister Avenue Old Town Interim Striping Project. The Chamber has been following the concept of Old Town restriping for many years and has supported it from the beginning. The needs of Old Town businesses and residents have not changed, and the importance of the Interim Striping Project AND a long-term plan for revitalizing Goleta's downtown remains. This project is a key first step in the long-term process of creating a walkable and inviting downtown with a true sense of place.

It was a long process to reach a final decision on this item. The Chamber applauded the City's previous decision to move forward with this project with one vehicle and bike lane in each direction, a non-traversable painted median, back-in angled 90-minute parking along the north side of the street, parallel 90-minute parking along the south side of the street, pavement restoration, and traffic signal equipment and timing upgrades. Despite delays, this project has appeared to have wide support from residents and the business community alike. We hope that the City will maintain this previous decision.

Please support continuing to move forward with the Hollister Avenue Old Town Interim Striping Project, ensuring bike and pedestrian safety, traffic calming, and the long-term plan for creating a more vibrant downtown.

Thank you,

Kristen Miller
President & CEO
Santa Barbara South Coast Chamber of Commerce