

GOLETA OLD TOWN REVITALIZATION PLAN

Los Carneros Road, a four-lane primary in the West Wing of the planning area and provides direct US 101 access for major employers in Goleta. Volumes on this segment of Los Carneros Road are 21,000 ADT. *Los Carneros Way* is a four-lane segment of roadway between Hollister Avenue and Los Carneros Road.

Fairview Avenue is a north-south connector providing access to the Core Area and to the Airport. This roadway is four lanes north of Hollister Avenue while the southern segment is two lanes. Traffic volumes on Fairview Avenue between Hollister Avenue and U.S. Highway 101 are 28,700 ADT and 14,100 ADT south of Hollister Avenue.

Patterson Avenue is a two- to four-lane north-south arterial which provides access to US 101 via a modified diamond interchange. Traffic volumes are 19,800 ADT north of Hollister Avenue and 7718 ADT to the south.

Bikeways: The planning area's bikeway system is limited to the Maria Ygnacio Class I bikeway (separate, offroad facility) originating north of US 101 near Cathedral Oaks Road extending south along Maria Ygnacio Creek under Hollister Avenue, to the Atascadero Creek Bikepath near Patterson Avenue and Shoreline Drive. A Class II (onroad, separate lane) bikepath exists on S. Fairview Avenue which will be replaced by a funded Class I bikepath along the west side of the road (construction scheduled for 1997). Class II bikepaths also exist on Los Carneros Road and portions of Hollister Avenue outside of Goleta Old Town.

Public Transit: Public bus transportation is provided by the Metropolitan Transit District (MTD). There are numerous bus lines providing service along the Hollister Avenue and Fairview Avenue routes between the hours of 5:30 am - 11 pm. The Goleta Old Town is a primary transfer area for 5 lines. Amtrak provides long distance passenger service on the Southern Pacific Railroad Company tracks with access from the train station in the City of Santa Barbara. The number of Amtrak operations are currently limited to one northbound and five southbound trips daily.

Parking: The supply of parking in the East and West Wings is generally adequate and is located within offstreet surface parking lots provided at retail and employment centers. The Core Area however, suffers from both a deficit and poor distribution of parking with no existing public parking lots and limited private lots (see Table 8, Figure 9). Limited onstreet public parking is controlled with 90 minute zones, 15 minute zones, and commercial loading zones. Primary parking deficiencies are experienced along the Hollister Corridor, in industrial areas south of Hollister Avenue, and in some residential neighborhoods north of Hollister Avenue.

County Parking Regulations indicate a need for 1460 parking spaces to serve the 455,000 square feet of commercial/retail development on the Hollister Corridor. A preliminary survey indicates 1373 spaces in private lots and an additional 58 spaces of parallel parking on limited sections of

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Hollister. There are also 491 additional spaces available on side streets within easy walking distance of the Hollister Corridor. This totals 1922 spaces available in and near the Hollister Corridor resulting in a theoretical surplus of 462 spaces as per Parking Regulations. The Goleta Community Center includes a 209 space parking lot; however, because of the distance from this lot to businesses along the Hollister Corridor it is not regularly used for non-Community Center events.

Penfield and Smith has prepared a preliminary parking supply and demand analysis for Old Town Goleta. The need for 782 spaces on the northside of Hollister Avenue and an available supply of 507 spaces has been identified (deficit of 275 spaces). The need for 616 spaces has been identified for the south side of Hollister, with a supply of 822 (surplus of 206 spaces). These preliminary figures indicate a shortfall of 69 spaces.

Although the Penfield and Smith survey identifies an overall balance between parking supply and demand, significant concerns remain. There is a substantial deficit of parking north of Hollister, and this condition is intensified due to residents from high density housing immediately north of Hollister using onstreet parking. Parking is often located in areas which do not have the highest demand, and the vast majority of isolated private lots adjacent to businesses are not visible (due to lack of signage and/or location) and do not offer convenient access for Hollister shoppers.

Pedestrian: Pedestrian access within the planning area is generally discontinuous. Within the downtown area of Old Town existing sidewalks range from 8 - 13 feet in width, with vertical differences in height ranging from 4 - 8 inches. The area presently lacks visual appeal and pedestrian amenities such as sidewalk seating, benches, planters, and landscaping.

TABLE 8
HOLLISTER CORRIDOR PARKING LOTS WITH MORE THAN 10 SPACES

Location	Parking Lot/ Parcel Size	Ownership	Driveway Access
Taco Bell (rear), 5980 Hollister Ave	11 spaces 0.22 acres	Robert J. S. Brown	Fairview Ave
SB Sleep Shoppes (front, side), 5960 Hollister Ave	13 spaces 0.50 acres	Melvin E. Kyes Trustee	Hollister Ave
Alex's Cantina (rear), 5918 Hollister Ave	32 spaces 0.50 acres	Victoria Lamb	Orange Ave
RP Printing and Graphics (front), 5880 Hollister Ave	14 spaces 0.25 acres	Gino P. Filippin/ Betty G. Trustees	Hollister Ave

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Location	Parking Lot/ Parcel Size	Ownership	Driveway Access
Custom Cartridge through Maytag (parcel to the north), 5878-5860 Hollister Ave	18 spaces 0.15 acres	Maxwell P. Ruston/ Shelly S. Trustees	Magnolia Ave
7-Eleven Food Stores (front), 5810 Hollister Ave	11 spaces 0.27 acres	John P. Thompson/ Monk E. M. TR	Hollister Ave/ Nectarine Ave
Futons for Less through vacant business (rear), 5798-5786 Hollister Ave	20 spaces 0.34 acres	Robert J. Parker	Nectarine Ave
Goleta Bakery through Mail Drop (parcel to the north), 5784-5778 Hollister Ave	36 spaces 0.14 acres	Robert J. Parker	Alley way on Tecolote Ave
Mission Hardware (side, rear), 5754 Hollister Ave	13 spaces 0.23 acres	Jay K. Torrey/ Marilyn J. Trustees	Hollister Ave
Goleta Professional Building (front), 5730 Hollister Ave	17 spaces 0.23 acres	Byron Lee Monroe and Lillia Espino	Hollister Ave
Wendy's (rear, sides), 5724 Hollister Avenue	35 spaces 0.90 acres	Manzo Investments & Management Co	Hollister Ave
Goleta Motors Used Cars ³ , 5720 Hollister Avenue	26 spaces 0.02 acres	Manzo Investments & Management Co	Hollister Ave
Suzuki Yamaha Dealership (rear, side), 5718 Hollister Avenue	23 spaces 0.60 acres	Hiranandani Jagmohan/Susan	Hollister Ave
Dive Locker and Farmers Insurance (rear), 5710-5708 Hollister Ave	27 spaces 0.50 acres	Ronald B. Uhles	Hollister Ave
Suds City Laundromat (rear), 5698 Hollister Ave	17 spaces 0.40 acres	Chester Williams/ Faye	Hollister Ave/ Kinman Ave
38 Unit Apartment Complex (rear, side), 175 Kinman Ave	35 spaces 0.60 acres	Richard Finear	Kinman Ave/ Hollister Ave
Dental Office (front), 164 Kinman Ave	12 spaces 0.21 acres	Mary L. Sherwin Trustee	Kinman Ave
Office Building (rear), 5638 Hollister Ave	44 spaces 0.60 acres	L&M Associates	Hollister Ave
Beverly Fabrics (rear), 5624 Hollister Ave	19 spaces 0.50 acres	Richard D. Sleeper/ Beverly L.	Kinman Ave/ Hollister Ave
Carpeteria and Mattress Expo (rear), 5610 Hollister Ave	16 spaces 0.70 acres	Avo Semerdjian/ Arda	Kinman Ave/ Hollister Ave

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Location	Parking Lot/ Parcel Size	Ownership	Driveway Access
Hei-Mac Import Car Repair (front, rear, sides), 5590 Hollister Ave	13 spaces 0.40 acres	Clive Waye trustee	Hollister Ave/ Kellogg Ave
Graham Used Cars ⁵ , 5580 Hollister Avenue	50 spaces 1.39 acres	Harold M. Sumida/ Ethel A. Trustees	Hollister Ave
RP Richards Construction ³ (front, rear, side), between 5949-5901 Hollister Ave	81 spaces 0.79 acres	Robert P. Richards Jr.	Hollister Ave/ Orange Ave
Mercury Bar through Larry's Body Shop Supplies (rear), 5871-5855 Hollister Ave	22 spaces 0.40 acres	Edith Aquistapace	Magnolia Ave
Auto Sounds (front), 5841 Hollister Ave	13 spaces 0.19 acres	Willard W. McEwen Jr.	Hollister Ave/ Magnolia Ave
Goleta National Bank Parking Lot, 5801 Hollister Ave	34 spaces 0.30 acres	Harold N. Smith/ Erma C. TR	Hollister Ave/ Pine Ave
Vacant building (rear and use of lot across street), 5799 Hollister Ave	35 spaces 0.40 acres ⁶	Gordon J. Olson/ Marilyn K. TR	Pine Ave
Alternative Graphics and Printing (side), 5777 Hollister Ave	52 spaces 0.70 acres	Bank of America NT/SA	Hollister Ave
Unocal (front), 5755 Hollister Ave	14 spaces 0.60 acres	Union Oil Co. of California	Hollister Ave/ Rutherford St
Magic Nails through Hamburger Habit (rear), 5739-5735 Hollister Ave	16 spaces 0.45 acres	Rocco Gerard	Hollister Ave/ Rutherford St

⁵ Parking lots primarily used for storage of business vehicles.

⁶ Acreage of parking lot across the street not included in parcel size.

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Location	Parking Lot/ Parcel Size	Ownership	Driveway Access
PIP Printing through Grocery Outlet (rear), 5733-5727 Hollister Ave	14 spaces 0.46 acres	Rocco Gerard	Hollister Ave/ Rutherford St
Alphie's Restaurant (rear), 5723 Hollister Ave	13 spaces 0.30 acres	Ely A. Tagatac/ Ophelia V.	Hollister Ave
Goleta Valley Community Center 5679 Hollister Avenue	209 spaces 9.84 acres	Goleta Union School District	Hollister Ave
Angelo's Liquor Market through Sizzler (front, sides, rear), 5599-5555 Hollister Ave	175 spaces 2.76 acres	Bottiani Properties	Hollister Ave/ Kellogg Ave
Mission City Auto Center (front, side), 5551 Hollister Ave	25 spaces 0.50 acres	Bottiani Properties	Holli