



WALKER
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GOLETA OLD TOWN PARKING STUDY

CITY OF GOLETA

GOLETA, CA

Prepared for:
CITY OF GOLETA

JULY 6, 2011



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EXECUTIVE SUMMARY

The City of Goleta has tasked Walker Parking Consultants (Walker) with the study and analysis of the parking system which serves the Hollister Avenue commercial corridor in the Goleta Old Town Heritage District (Old Town), the City’s historic commercial area. The primary objective of the overall study is to assess the need for additional public parking in the study area in light of plans for the Hollister Avenue Redesign project. The effects of the Redesign include the possible removal of some or all of the 65 on-street parking spaces along this main commercial corridor. Identifying the current usage of Hollister Avenue’s on-street parking spaces and the appropriate policies for addressing the demand for these spaces in the future is an important element of this analysis

HIGHLIGHTS OF FINDINGS

Our analysis revealed that a significant number of the existing 1,770 parking spaces located within the study area are underutilized, even during the period of peak demand that occurs at approximately 1:00 PM on a weekday. The majority of these spaces are located in privately-owned, off-street parking lots. Table 1 below shows the breakdown of the parking supply (inventory) between on-street and off-street spaces and the occupancy rate recorded during the observed peak demand for the area.

Table 1: Parking Inventory and Peak Parking Occupancy 1:00 PM Weekday

| Location of Parking Spaces | Inventory | % of Total Inventory | Demand @ 1:00 PM | % Occ | Unoccupied Spaces |
|-------------------------------------|------------------|-----------------------------|-------------------------|--------------|--------------------------|
| <i>Hollister Avenue - On-street</i> | 65 | 4% | 43 | 66% | 22 |
| <i>Sidestreets - On-street</i> | 330 | 18% | 285 | 86% | 45 |
| Total On-street | 395 | 22% | 328 | 83% | 67 |
| Off-Street | 1,375 | 78% | 674 | 49% | 701 |
| Total | 1,770 | 100% | 1,002 | 57% | 768 |

Impacted parking conditions experienced along some blocks obscure the fact that hundreds of parking spaces remain empty in Old Town, even when parking occupancy rates in the area approach peak capacity.

Other findings include the following:

- During the observed 1:00 PM peak for the study area on the day of our weekday occupancy survey, 43 cars were parked in Hollister Avenues’ 65 on-street spaces resulting in peak-hour occupancy of 66% for these spaces.

- During the length of stay analysis for the 1:00 PM peak hour, 15 of 44 vehicles (roughly one-third of the total occupancy) were parked for four hours or more while 29 of 44 vehicles were parked for two hours or less; it is likely that none of the long-term vehicles belonged to customers.¹
- A total of 271 vehicles parked in Hollister Avenue's 65 parking spaces over the course of a one-day survey. Of these 271 cars, 242 were parked for one hour or less. Nonetheless, the vehicles parked for more than four hours represented more than one-third of the occupied spaces during peak hour occupancy.
- Overall parking occupancy rates were observed to be significantly lower during the 7:00 PM weekday count (39%) and the peak weekday hour (42% at 1:00 PM on Saturday) than during the midday peak on a weekday; the parking system should therefore be designed for the 1:00 PM weekday peak hour.
- In some cases, individual blocks, parking lots, or block faces may experience higher parking demand than during the overall peak, but in these cases adjacent areas have significantly lower parking utilization rates. Parking in these areas can reasonably be expected to accommodate additional demand.
- Some surface parking lots were found to be more inconvenient or less desirable for parking than others due to physical characteristics or possibly the perception of safety issues. However, many of these issues can be mitigated. Even if these spaces whose use presents challenges were not considered in our analysis, we believe that a surplus of parking spaces still exists in the area.

To the extent that visitors and employees encounter a lack of parking, our findings indicate that this is due to parking management challenges rather than issues related to a physical lack of parking spaces. The key parking management issues relates to time restrictions for on-street spaces not being adequately enforced. In addition, time restrictions may not be in place along some streets where they would be beneficial for the management of the parking system as a whole. The result is that visitors, employees, or anyone who wishes to store a vehicle (likely including residents, automotive businesses and others) compete for on-street spaces. This creates localized parking impacts and may create perceived parking shortages. Meanwhile, the spaces that the City requires businesses to provide to minimize their impact on on-street parking in the area remain underutilized.

RECOMMENDATIONS

Locations that suffer from unacceptably high parking occupancy rates or a high number of underutilized parking spaces represent inefficiencies in the parking system that should be ameliorated through the redistribution of parking demand. Our recommendations are designed to ameliorate this condition. This is especially important in light of the possible effects of the Hollister Avenue Redesign. This redistribution of parking demand will be necessary whether or not additional capacity is added to the parking inventory. In short, we believe that our recommendations are valid whether or not on-street parking spaces are

¹ 44 vehicles were parked on Hollister Avenue during the study area's 1:00 PM peak on the day of the turnover counts.

removed as part of the Redesign. We note however that the recommendations carry increased importance if the on-street spaces are eliminated.

We make our recommendations keeping the following goals in mind:

- Enhanced customer service and convenience for users of the parking system;
- Maximization of resources and efficiencies;
- Turnover and space availability; and
- Ease of Implementation.

The recommendations are grouped under the following categories:

- Parking management
- Creation of off-street public parking
- Functional design and infrastructural improvements

In terms of priorities, given their low costs and relative ease of implementation, we recommend that the parking management recommendations be considered first, but note that all the recommendations work in tandem.

PARKING MANAGEMENT

- Extend posted time limits along Hollister Avenue to two hours from the current one hour and implement enforcement of the posted time limits; the recommended two-hour time limit is meant to provide visitors with greater flexibility. It is also easier to enforce.
- Implement additional two-hour parking restrictions:
 - On that portion of the curb that fronts non-residential land uses on streets that intersect with Hollister Avenue and;
 - On one side of the street only in order to allow for some long-term/employee parking on one block face.
- Enforce the newly adjusted or implemented time limits using city staff or a private firm, as this would be the least expensive way to make more efficient use of existing spaces. Initial enforcement efforts should be performed frequently and consistently.
- Monitor enforcement personnel to ensure that adequate enforcement is occurring, per the recommendations contained in the report.
- Consider a graduated system of parking citation fees that penalizes habitual offenders but is not unduly onerous or objectionable for the driver who occasionally overstays a time restriction unintentionally.
- Designate the most convenient spaces in surface lots for short-term users. Short-term parking spaces should be enforced to ensure availability and turnover. Other spaces would be available for short- or long-term users but short-term users would be the priority.

- Consider the creation of a residential parking permit district that would exempt a resident's car that is parked on a residential portion of the block from the short-term parking restrictions.
- Consider using on-street spaces in the adjacent neighborhood to serve employee parking demand generated by Hollister Avenue destinations.² Underutilized on-street parking spaces are a valuable resource for the City and the public. We note that cities sometimes restrict the use of on-street spaces on residential blocks near popular commercial districts for the convenience or preference of residents. Even if parking for non-residents is eventually restricted in these areas, we recommend that a few permits be distributed for the use of businesses. An important benefit to the residential area of allowing commercial parking on its streets is a healthier business district with attractive destinations nearby. The advantages of specifically allowing employees to parking in residential areas (instead of customers) includes the following:
 - Employee parkers' cars turn over much less frequently than visitor parking, resulting in less traffic in the neighborhoods.
 - Employee parkers are more familiar with the area and are less likely to have trouble navigating the incomplete grid of streets, particularly in the area north of Hollister Avenue.
 - As regular parkers in the area, employees and their vehicles become "known" to residents, as opposed to customers who are more likely to be strangers to residents and may be more likely to cause more noise or other disturbances to residents.
 - Customers should be provided with the most convenient spaces closest to businesses. By parking some employees on streets away from businesses, the number of spaces available to customers increases.
- Ensure that employee parkers do not park in the most convenient spaces, which should be designated for short-term, high turnover vehicles; such behavior is typically regulated through the use of time limits.³ These spaces can be designated in shared lots as well as on the street as discussed earlier, and subject to the same parking enforcement measures if necessary. Employee parkers have a number of options for parking including, in some cases, the lots belonging to their places of employment. Agreements to provide employee parking for the district in lots that have significant capacity, such as those belonging to the Goleta Valley Community Center should be explored although in some cases the distance to the locations of greatest demand from locations where parking is most available is not ideal.
- On-street parking spaces in commercial areas are typically designed to serve short-term parkers. Vehicles making deliveries fit this description, but often have access to designated loading zone spaces. Walker field surveyors noted several oversized, on-street parking spaces along Hollister Avenue but none that were specifically signed as loading zones. Considering the possibility that

² We note that we have not studied on-street parking availability outside of a one block range of Hollister Avenue. Parking availability within these areas would likely require study.

³ The policy of regulating on- and off-street parking spaces using time limits, for the purpose of ensuring parking space availability for customers by discouraging the use of these spaces by employees, is in place to some degree in most commercial districts in California.

all on-street parking spaces along Hollister Avenue will be removed, the lack of a universal alley way system behind businesses the relatively tight confines of some parking lots behind businesses, and the distance of some businesses from parking spaces on side streets, accommodating delivery vehicles will be challenging for those businesses that experience these conditions. The best solution is likely to allow temporary loading zones where needed along Hollister Avenue however without knowing specific details of the redesigned Hollister Avenue, we cannot yet determine whether or not the solution is viable at this point. The hours of the loading zones would be restricted, prohibiting loading during the hours of morning and/or evening rush hours and possibly hours of peak demand for customers and visitors so as not to interfere with their enjoyment of the area. Based on our preliminary understanding of the plans for Hollister Avenue, designated temporary loading zones would likely require the use, at some point during the day, of a bike lane and/or lane of traffic. This type of measure exists in other cities and obviously requires the understanding and cooperation of those making deliveries. We understand that some cities have landscaped loading zones to improve the appearance of the area, but obviously such a solution can conflict with the spatial constraints of the plans for the Hollister right of way.

- Monitor peak parking occupancy rates within the study area in order to measure conditions and the effects of parking management policies.

CREATION OF OFF-STREET PUBLIC PARKING

- As developing large, new parking facilities is not justified based on existing and future supply and demand conditions, develop a plan through which private parking lots throughout the study area, particularly in the areas of Blocks 2 – 4 and 11 – 13, are made available for shared, public parking. Such a plan can be implemented in a number of ways including leases or covenants between the City and property owners. For example:
 - Create agreements with the owners of the lots located at 5827 and 5773 Hollister Avenue to restripe the facilities and make spaces available for public parking at hours that will not impact the businesses that currently use those lots. Based on our analysis, we identified these two surface lots that are conveniently located, have available capacity during the peak hour and which can be restriped, to accommodate more vehicles.
- Depending on the number of private spaces that could be used as shared, public parking, create one to two public parking lots if necessary within Blocks 2 - 4 and Blocks 10 - 13. Ideally the location of a property that is chosen for a public lot would have dimensions that are conducive to the construction of a parking structure at some point in the future. However, we do not view this condition as being crucial for a site to be used as a public parking at this time.

PHYSICAL IMPROVEMENTS

- Improve parking lots that participate in the parking sharing plan with resurfacing, restriping, and improved signage and wayfinding. Where the surplus of parking spaces is abundant but spaces are narrow or difficult to access, explore restriping for the purpose of increasing the level of surface and easing the access to these spaces.

GOLETA OLD TOWN PARKING STUDY

FINAL REPORT



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- Amend zoning codes as necessary to allow for appropriate shared parking in the Old Town area.
- Some areas being used for on-street parking on side streets within the study area are unpaved. In order to make these areas more attractive for visitor parking, we recommend that they be paved. In other areas, on-street parking is paved but sidewalks do not exist to facilitate pedestrian access to these locations. In these areas, sidewalk improvements are recommended.

INTRODUCTION

Five technical memoranda were prepared over the course of our analysis and delivered to City staff for review and comment. The resulting memoranda serve as supporting background for the recommendations and findings presented in this report. In addition, a survey was developed aimed at obtaining input about the parking system from current users. The survey was used to inform our recommendations. Findings from the survey are included in Appendix A.

The five technical memoranda covered the following areas:

- Current supply conditions
- Future conditions: Considerations with regard to the Hollister Avenue redesign
- Site assessment for off-street parking facilities
- Financial projections
- Parking management strategies

BACKGROUND

Incorporated on February 1, 2002, the City of Goleta is located along the Highway 101 corridor in southern Santa Barbara County neighboring the City of Santa Barbara and adjacent to the University of California, Santa Barbara. With a current population of approximately 30,000, Goleta is the fourth largest city in Santa Barbara County. The City's Adopted General Plan allows for a build out population of approximately 38,100 by the year 2030.

The area to be covered by this parking analysis is located along a 3,500+/- foot segment of the Hollister Avenue corridor and is within both the City Redevelopment Project Area Boundary as well as the Goleta Old Town Heritage District, the City's historic commercial area. Hollister Avenue is an arterial street with 23,500 average daily trips. The general project area is shown on the attached vicinity map. The eastwest boundaries are Highway 217 and South Fairview Avenue, respectively. The appropriate north-south boundaries are subject to confirmation pending input by selected Consultant.

The corridor contains a variety of uses including retail commercial, hotels, restaurants, offices and residential. Uses to the north are predominantly residential, while uses to the south are primarily industrial or heavy commercial in nature. Quasi-public uses within the study boundaries include the Goleta Valley Community Center, Senior Center and the Boys & Girls Club. The subject area is located northeast of the Santa Barbara Airport.

The corridor is served by public transit (Santa Barbara Metropolitan Transit District) and buses through the area appear to have heavy ridership. Publicly owned parking in the area is largely limited to on-street parallel parking. No publicly owned surface parking lots currently exist. Numerous private parking lots serve the area, but most are restricted to customers of the associated businesses.

A limited parking survey was conducted of the subject area on May 1, 2008, between the approximate hours of 9:30 a.m. to 6:00 p.m. The City anticipates the need for additional survey work to include earlier and later times of the day, as well as Saturday.

The genesis of this project began with The Old Town Redevelopment Plan which itself was initiated by a feasibility study in 1995 and adopted by the Santa Barbara County Board of Supervisors in July 1998. . The original plan was meant to stimulate development in the 595 acres of Old Town Goleta. After the City was incorporated in 2002 the redevelopment plan began to identify parking as one of the issues in Old Town. In 2009, the City of Goleta issued a Request For Proposal for a comprehensive parking plan to assess the need for public parking.

CURRENT CONDITIONS

STUDY AREA

The study area for this report consists of an approximately fourteen-square block area stretching roughly 3,500 feet along Hollister Avenue, between Fairview Avenue on the west and California State Route 217 on the east. The study area expands outward from Hollister Avenue by a one block or one block equivalent, to the north and south of Hollister. We include this area in order to measure parking supply and demand which serves or is generated by land uses along the corridor. Figure 1 shows the study area and the number that we assign to each block for reference purposes.

Figure 1: Goleta Old Town - Study Area



Source: City of Goleta and Walker Parking Consultants, 2010

METHODOLOGY

PARKING INVENTORY

In preparation for the parking occupancy counts, Walker field staff performed an inventory of parking spaces within the study area. The inventory included the number of on-street and off-street spaces that our field staff could access and therefore assumed were accessible to the public for public parking purposes.⁴

Table 2 summarizes the number of parking spaces in the study area by location (on-street or off-street). Off-street parking spaces represent 78% of the total inventory. Just four percent of the total parking inventory is located on Hollister Avenue. Overall, Walker field staff identified 1,770 parking spaces within the study area.

⁴ We note that we use the term “public parking” but recognize that most of the surface lots are available for only those members of the parking public who are visiting the businesses or organizations associated with the lots.

Table 2: Parking Inventory by Type and Location

| Parking Space Location | Spaces | % of Total |
|-------------------------------|---------------|-------------------|
| Hollister - On-Street | 65 | 4% |
| Side-streets - On-Street | 330 | 19% |
| Total On-Street Parking | 395 | 22% |
| Total Off-Street Parking | 1,375 | 78% |
| Total - Old Town | 1,770 | 100% |

Source: Walker Parking Consultants, 2010

PARKING DEMAND

Walker conducted four parking occupancy surveys on one weekday (Thursday, January 14, 2010) and one weekend day (Saturday, January 16, 2010) in order to identify design day conditions in Goleta Old Town. Based on Walker’s experience conducting studies of traditional, downtown commercial districts, Thursday typically experiences the highest parking demand of the weekdays while Saturday is the busiest day during the weekend.

Parking occupancy counts were centered on the hours of 10:00 AM, 1:00 PM, 4:00 PM and 7:00 PM as these hours typically represent the peak parking demand periods for the morning, lunch hour, late afternoon and early evening. We summarized the results of our field surveys in Table 3 below.

Overall, parking demand was higher during weekday counts than weekend counts and peaked on both days during the 1:00 PM hour survey. On both the weekday and weekend, overall parking demand was nearly the same for both the morning (10:00 AM) and late afternoon peaks (4:00 PM).

Table 3: Study Area Occupancy by Survey Hour

| Weekday | | | | | | | | | |
|----------------|------------------|-----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| | Inventory | 10:00 AM | % Occ | 1:00 PM | % Occ | 4:00 PM | % Occ | 7:00 PM | % Occ |
| On-Street | 395 | 300 | 76% | 328 | 83% | 292 | 74% | 270 | 68% |
| Off-Street | 1,375 | 553 | 40% | 674 | 49% | 561 | 41% | 413 | 30% |
| Total | 1,770 | 853 | 48% | 1,002 | 57% | 853 | 48% | 683 | 39% |

| Weekend | | | | | | | | | |
|----------------|------------------|-----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| | Inventory | 10:00 AM | % Occ | 1:00 PM | % Occ | 4:00 PM | % Occ | 7:00 PM | % Occ |
| On-Street | 395 | 248 | 63% | 268 | 68% | 279 | 71% | 245 | 62% |
| Off-Street | 1,375 | 427 | 31% | 477 | 35% | 391 | 28% | 346 | 25% |
| Total | 1,770 | 675 | 38% | 745 | 42% | 670 | 38% | 591 | 33% |

Source: Walker Parking Consultants, 2010

PEAK DEMAND, DESIGN DAY DEMAND CONDITIONS AND PARKING SURPLUS

As noted above, the 1:00 PM occupancy weekday count represented the peak parking demand in Goleta Old Town for the week of our survey, at which time 57% of the parking spaces within the study area were occupied. Our field surveys therefore demonstrate ample parking availability in the study area overall. However, localized real or perceived parking shortfalls exist that may make finding an available parking space more challenging in some locations than others. Parking occupancy rates for on-street spaces tended to be significantly higher than those for off-street facilities. As we show later in the report, some streets experienced a much higher demand for on-street parking than did others.

Design day conditions represent the peak level of parking demand on a busy weekday or weekend day for which to plan the parking system. On such a day, the demand is not as high as it would be on one of the busiest days of the year (for example a special event day, July 4th or the Saturday before Christmas depending on the area). A parking system planned for design day conditions would provide adequate parking on most busy days, whereas a parking system intended to accommodate the demand on the busiest day of the year would result in a substantial number of spaces empty for virtually the entire rest of the year, a situation which we suggest is undesirable from a financial, aesthetic, environmental and overall planning perspective.

Table 4 shows a breakdown of parking demand on a block-by-block basis and for both on-street and off-street spaces.



Table 4: Block-by-Block Parking Occupancies – Weekday Peak

| Block | Location of Spaces | | Inventory | Occ at Peak | Occ % ^A |
|----------------------|--------------------|------------|--------------|--------------|--------------------|
| | On-street | Off-street | | | |
| Block 1 | On-street | | 20 | 20 | 100% |
| | Off-street | | 144 | 96 | 67% |
| | Total Block 1 | | 164 | 116 | 71% |
| Block 2 | On-street | | 35 | 28 | 80% |
| | Off-street | | 39 | 22 | 56% |
| | Total Block 2 | | 74 | 50 | 68% |
| Block 3 | On-street | | 44 | 42 | 95% |
| | Off-street | | 16 | 11 | 69% |
| | Total Block 3 | | 60 | 53 | 88% |
| Block 4 | On-street | | 39 | 42 | 108% |
| | Off-street | | 44 | 34 | 77% |
| | Total Block 4 | | 83 | 76 | 92% |
| Block 5 | On-street | | 67 | 49 | 73% |
| | Off-street | | 153 | 80 | 52% |
| | Total Block 5 | | 220 | 129 | 59% |
| Block 6 | On-street | | 14 | 13 | 93% |
| | Off-street | | 91 | 58 | 64% |
| | Total Block 6 | | 105 | 71 | 68% |
| Block 7 | On-street | | 16 | 11 | 69% |
| | Off-street | | 0 | 0 | 0% |
| | Total Block 7 | | 16 | 11 | 69% |
| Block 8 | On-street | | 12 | 12 | 100% |
| | Off-street | | 226 | 119 | 53% |
| | Total Block 8 | | 238 | 131 | 55% |
| Block 9 | On-street | | 12 | 12 | 100% |
| | Off-street | | 0 | 0 | 0% |
| | Total Block 9 | | 12 | 12 | 100% |
| Block 10 | On-street | | 26 | 18 | 69% |
| | Off-street | | 352 | 122 | 35% |
| | Total Block 10 | | 378 | 140 | 37% |
| Block 11 | On-street | | 35 | 26 | 74% |
| | Off-street | | 81 | 31 | 38% |
| | Total Block 11 | | 116 | 57 | 49% |
| Block 12 | On-street | | 17 | 13 | 76% |
| | Off-street | | 56 | 15 | 27% |
| | Total Block 12 | | 73 | 28 | 38% |
| Block 13 | On-street | | 36 | 23 | 64% |
| | Off-street | | 64 | 24 | 38% |
| | Total Block 13 | | 100 | 47 | 47% |
| Block 14 | On-street | | 22 | 19 | 86% |
| | Off-street | | 109 | 62 | 57% |
| | Total Block 14 | | 131 | 81 | 62% |
| Total at Peak | On-street | | 395 | 328 | 83% |
| | Off-street | | 1,375 | 674 | 49% |
| | Total | | 1,770 | 1,002 | 57% |

^AHighlighted occupancy rates indicate spaces with little to no parking availability. Occupancies greater than 100% indicate more vehicles than spaces suggesting illegally parked vehicles and/or more vehicles than could typically be accommodated in the location observed during the field surveys.

Source: Walker Parking Consultants, 2010

Source: Walker Parking Consultants, 2010

We note that, per parking industry standards, the on-street parking supply is considered to be “effectively full” when the occupancy rates exceeds 85%. For off-street parking this rate typically ranges from 90% (for customers) to 95% or higher (for employees) depending on the size of the parking facility and the nature of the parking user group. The purpose of this “effective supply” is to maintain a few unoccupied parking spaces along each block or in each parking facility so that 1) all who wish to park in the area may find a space, 2) traffic is not impeded by drivers looking or waiting for available parking spaces and 3) parking shortages do not result from misparked vehicles, construction or other factors which may render parking spaces out of service. On-street parking demand exceeds 85% or even 100% at the curb on a number of blocks, as illustrated on Table 4.⁵

Table 5 shows the overall parking adequacy within the study area given the effective supply of parking.⁶ By applying an effective supply factor we see that the on-street parking system as a whole is nearly full. However, the off-street parking system has a surplus of 591 spaces. The result is a large surplus of parking spaces for the combined area-wide parking system.

Table 5: Effective Supply and Parking Adequacy – Weekday Peak

| Spaces | Inventory | Effective Supply Factor | Effective Supply | Occupancy | Effective Occupancy Rate | Parking Surplus (Deficit) |
|--------------|--------------|-------------------------|------------------|--------------|--------------------------|---------------------------|
| On-street | 395 | 0.85 | 336 | 328 | 98% | 8 |
| Off-street | 1,375 | 0.92 | 1,265 | 674 | 53% | 591 |
| Total | 1,770 | | 1,601 | 1,002 | 63% | 599 |

OCCUPANCY BY SUB AREA

Given the significant distance from one end of the study area to the other, in Table 6 we divide the study area occupancy data among three sub areas in order to determine the extent to which some sub areas experienced greater localized parking shortfalls than others. The boundaries of the sub areas were based in part on pedestrian behavior, land uses, building patterns, and distances.

⁵ Where the parking demand exceeds the actual parking supply, we determined that more cars were parked than should reasonably be expected to be accommodated on the street.

⁶ The 0.92 effective supply factor for off-street parking is a blended rate for both visitors and employees.

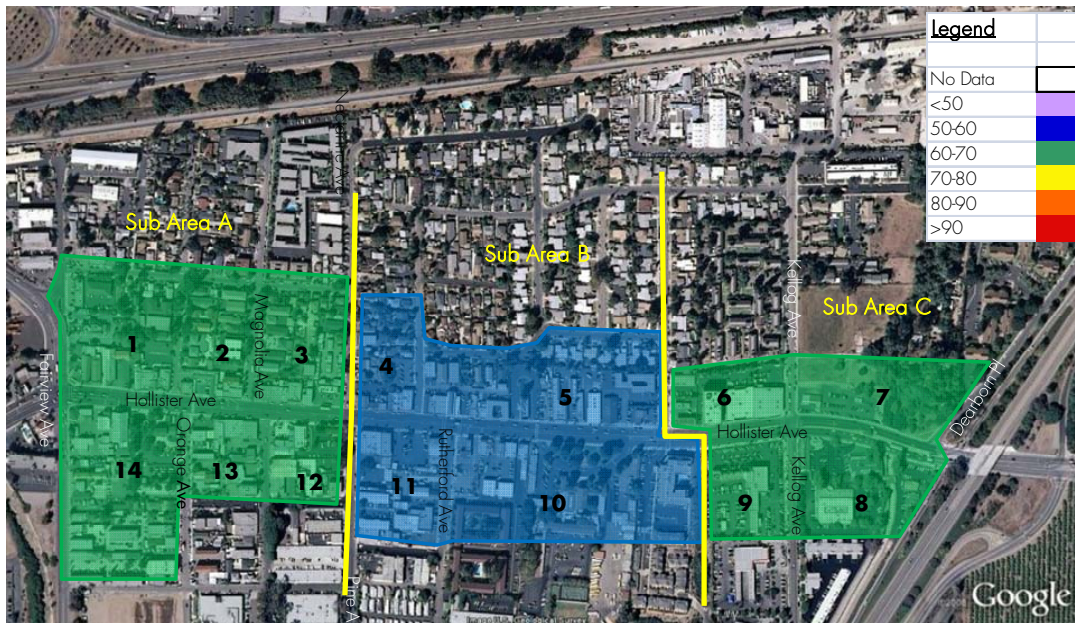
Table 6: Occupancy by Sub Area – Weekday Peak

| Blocks 1 - 3, 12 - 14 | Inv | Occ at Peak | Occ % |
|--|--------------|--------------|------------|
| Western Sub Area - north side of Hollister | 298 | 219 | 73% |
| Western Sub Area - south side of Hollister | 304 | 156 | 51% |
| Total Western Sub Area | 602 | 375 | 62% |
| | | | |
| Blocks 4 - 5, 10 - 11 | Inv | Occ at Peak | Occ % |
| Central Sub Area - north side of Hollister | 303 | 205 | 68% |
| Central Sub Area - south side of Hollister | 494 | 197 | 40% |
| Total Central Sub Area | 797 | 402 | 50% |
| | | | |
| Blocks 6 - 7, 8 - 9 | Inv | Occ at Peak | Occ % |
| Eastern Sub Area - north side of Hollister | 121 | 82 | 68% |
| Eastern Sub Area - south side of Hollister | 250 | 143 | 57% |
| Total East Sub Area | 371 | 225 | 61% |
| | | | |
| Total Study Area | 1,770 | 1,002 | 57% |

Source: Walker Parking Consultants, 2010

Examining the occupancy data for the peak weekday survey we note that there is not a dramatic difference in the parking occupancy rates between the three sub areas.

Figure 2: Sub Areas – Weekday Peak



Source: Walker Parking Consultants, 2010

Walker has researched and developed a standard for acceptable walking distances from one’s parking space to one’s destination based on levels of service. Level of Service A, which is used to plan parking for customers and visitors, allows for an outdoor walking distance of as much as 400 feet (depending on the type of business and length of stay of the driver). In many circumstances a Level of Service B (an 800 foot walking distance) is also acceptable. Acceptable walking distances for employees who park all day can be from 800 feet to 1,600 feet although given the level of parking availability in Old Town we do not see such walking distances as necessary for the area. We note that each of the sub areas is less than 1,600 feet in length and therefore likely represents a required walking distance, for someone parking in one location and walking to their destination, of significantly less than 800 feet.

Table 7: Walking Distances

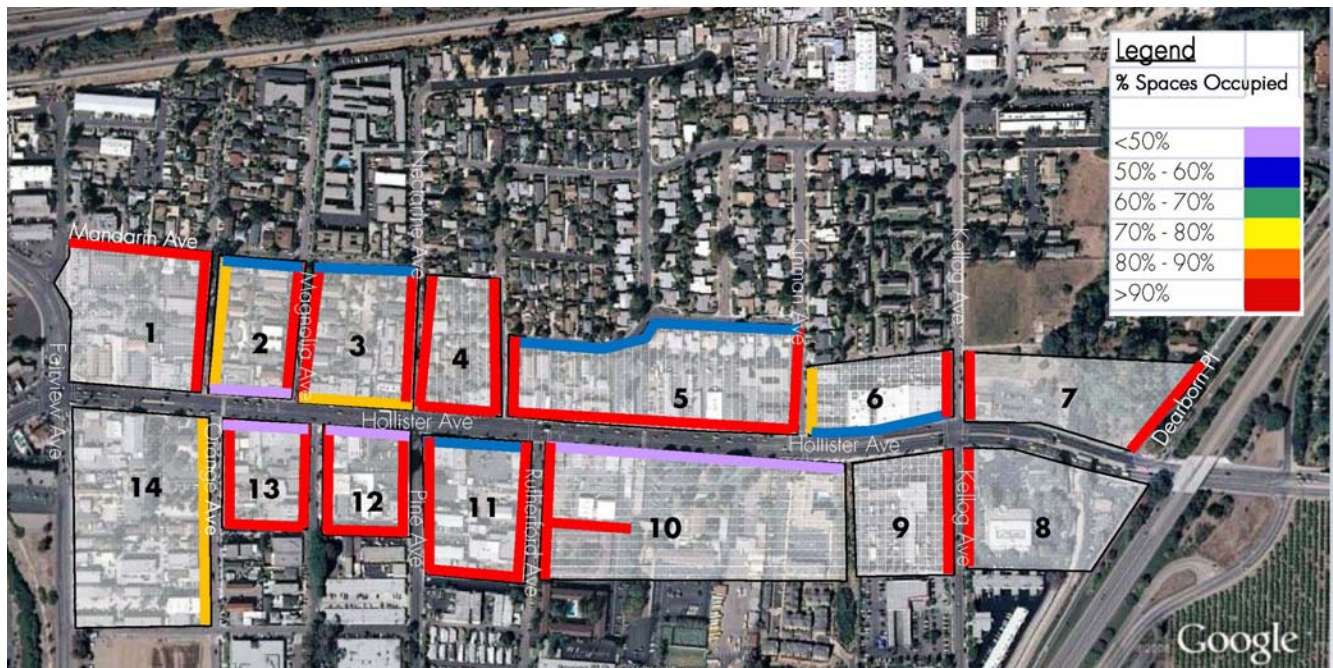
| Design Standards For: | United States (English Units) | | | |
|-----------------------------|-------------------------------|-------|-------|-------|
| | LOS D | LOS C | LOS B | LOS A |
| Maximum walking distance | | | | |
| Within parking facilities | | | | |
| Surface lot | 1400' | 1050' | 700' | 350' |
| Structure | 1200' | 900' | 600' | 300' |
| From parking to destination | | | | |
| Climate controlled | 5200' | 3800' | 2400' | 1000' |
| Outdoors, covered | 2000' | 1500' | 1000' | 500' |
| Outdoors, uncovered | 1600' | 1200' | 800' | 400' |

Source: Walker Parking Consultants, 2010

ON-STREET PARKING DEMAND AT PEAK

The occupancy rate for on-street parking is 83% during the peak, slightly below the industry standard effective supply of 85%. However, while some blocks have ample parking available at the curb, more than a few suffer from a parking shortage. The map shown in Figure 3 demonstrates the availability of on-street parking in the area.

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



Source: Walker Parking Consultants, 2010

As mentioned earlier, the occupancy rate for on-street parking varies considerably by block. Table 8 shows parking occupancy rates along selected street segments. Particularly high rates exist on some block faces. It is worth noting that based on our observations, much of the on-street parking demand in the area around Kellogg Avenue was associated with the auto dealerships in that area, including some inventory being parked along the street.

OFF-STREET PARKING DEMAND

The number of cars parked in off-street spaces within the study area was approximately twice that of on-

Table 8: Selected Streets – Weekday Peak

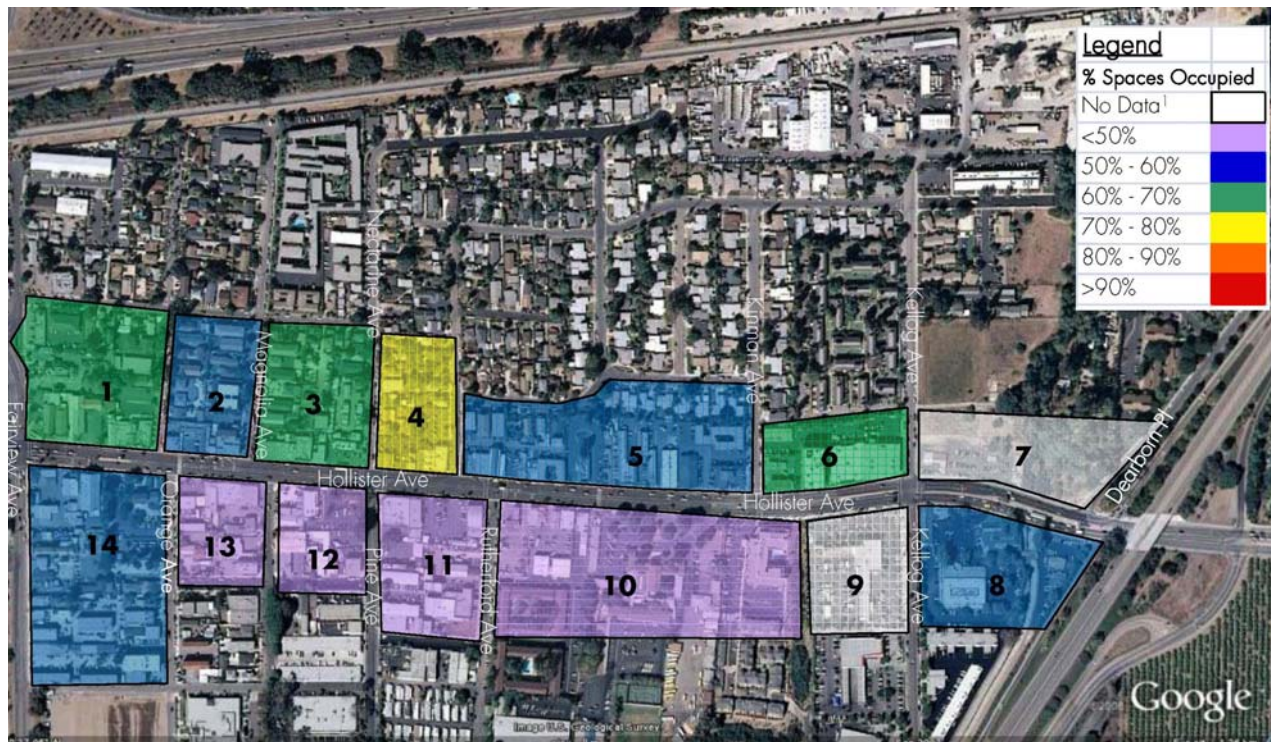
| Street | Inventory | Occ at Peak | Occ % |
|-----------|-----------|-------------|-------|
| Magnolia | 27 | 30 | 111% |
| Nectarine | 24 | 27 | 113% |
| Pine | 13 | 9 | 69% |
| Kellogg | 24 | 24 | 100% |
| Hollister | 65 | 43 | 66% |

Source: Walker Parking Consultants, 2010

street spaces. However, given the large number of off-street spaces in the area (which tended to be devoted to individual land uses), the 49% parking occupancy rate for off-street parking was significantly lower than that for on-street spaces. We note that ample parking was available in off-street parking lots on all of the blocks (with the exception of those containing auto dealerships), although the blocks on the south side of Hollister Avenue and in the middle of the study area tended to have lower occupancy rates. Block 4 located on the north side of Hollister Avenue between Nectarine and Tecolote experienced the highest off-street parking occupancy rate of any block during the peak hour, with an overall parking occupancy rate of 71%. A few parking lots belonging to businesses on Block 6 experienced high demand on a fairly consistent basis. However, other parking lots on the same block did not experience high occupancy rates, resulting in an overall occupancy rate during the peak hour of less than 70%.

Off-street parking occupancy rates are shown on a block-by-block basis in Figure 4. In no case did off-street parking on any entire block exceed an unacceptable level. We recorded off-street parking occupancy rates of 71% or less on eleven of the twelve blocks that have off-street parking.

Figure 4: Off-Street Occupancy – Weekday Peak



Source: Walker Parking Consultants, 2010

HOLLISTER AVENUE - LICENSE PLATE INVENTORY AND TURNOVER ANALYSIS

PURPOSE

In many cities, congestion occurs around the core commercial blocks while adjacent parking remains at lower utilization rates. Frequently a significant amount of the congestion is caused by employees and business owners parking near or even in front of their place of business. In any commercial district space is limited and determination of who may park in the most convenient parking spaces must be prioritized. For the sake of sustaining viable businesses, customer and visitor parking should be the priority in Goleta.

The turnover of parking spaces can be as important a factor in accommodating parking demand as the number of existing spaces. We note that a parking space at which the one-hour time limit is enforced can be available for at least nine customers' vehicles during the hours of enforcement from 9:00 AM to 6:00 PM. However, without the (enforced) time limit in place it is likely that the same space may only park one vehicle all day. The one vehicle would also likely belong to an employee or business owner and be parked for eight or more hours.

We note that the posted time limit for Hollister Avenue's on-street parking spaces is one hour. We assume that the purpose of such a policy is to encourage the turnover of these spaces in order to ensure that they are used by customers. Time limits are used in many small commercial districts to achieve this goal, which is important for the proper functioning of the parking system. Some smaller and many larger commercial districts use paid parking (usually some form of parking meter) in order to generate parking space turnover frequently and ensure that those spaces intended for visitors are not dominated by long-term parkers.

METHODOLOGY

Walker field staff surveyed the vehicles parked in on-street parking along Hollister Avenue on Friday, January 15, 2010 for the purpose of measuring their length of stay. By recording license plate numbers every hour during a weekday, we tracked how long individual vehicles stayed in a space. Results from this license plate inventory (LPI) analysis shows that there were not a significant number of vehicles staying beyond three hours. Table 9 outlines the number of vehicles that remained in the study area for various amounts of time during the LPI.

FINDINGS

During the 1:00 PM area-wide peak hour, 44 of the 65 spaces along Hollister Avenue were occupied. Of the 44 vehicles that were parked, 16 vehicles (roughly one-third) were parked for three or more hours. Six of these vehicles were parked along Hollister Avenue for more than eight hours. Along Block 5, where Hollister's on-street occupancy rate reached 100%, six of the thirteen parking spaces were occupied by vehicles parked for six hours or more.

GOLETA OLD TOWN PARKING STUDY

FINAL REPORT



WALKER
PARKING CONSULTANTS

JUNE 30, 2011

37-8140.00

Table 9: Summary of Findings - Turnover Analysis

| Length of Stay | 1 hour | 2 hours | 3 hours | 4 hours | 5 hours | 6 hours | 7 hours | 8+ hours |
|--|--------|---------|------------|---------|---------|---------|---------|----------|
| Vehicles parked: | 242 | 13 | 1 | 2 | 1 | 4 | 2 | 6 |
| Hollister On-Street Inventory | 65 | | | | | | | |
| Occupancy at Area Peak | 44 | | | | | | | |
| Vehicles parked 2+ hours | | 29 | | | | | | |
| Vehicles parked 3+ hours | | | 16 | | | | | |
| Long-term vehicles at peak: | | | 14 | | | | | |
| Long-term vehicles as % of peak demand: | | | 33% | | | | | |

Source: Walker Parking Consultants, 2010

FUTURE PARKING SUPPLY NEEDS – HOLLISTER AVENUE REDESIGN

The initial focus of this portion of our scope, Future Parking Supply Needs, was the impact on parking demand of specific future private development projects planned within the study area and their requirement for and impact on parking. Walker reviewed a list of future projects planned for the City and noted that none would be located within the Goleta Old Town study area that had been designated for this project. Based on discussions with City staff and a meeting with the public, the future development that will potentially impact Goleta Old Town’s parking system is the Hollister Avenue Redesign.

HOLLISTER AVENUE REDESIGN – FUTURE PARKING DEMAND PATTERNS

Wider sidewalks, bike lanes and/or landscaped medians are being considered as part of the planned redesign of Hollister Avenue in an effort to make Goleta Old Town more attractive to the public and more convenient for non-motorized modes of transportation while maintaining convenient access for motorists. However, given the limited width of the right of way, on-street parking spaces on Hollister Avenue may be eliminated in order to accommodate the additional improvements. In this section, we will examine the likely impact of removing these on-street spaces.

Hollister’s on-street spaces are concentrated toward the middle of the study area; the blocks on the eastern and western sides of the study area do not have on-street parking along Hollister Avenue. Figure 5 indicates in turquoise block faces along Hollister Avenue that currently have on-street parking spaces.

Figure 5: Hollister Avenue – Areas of On-street Parking Spaces



THE PURPOSE OF ON-STREET PARKING

In older commercial districts like Goleta Old Town, the purpose of on-street parking spaces is usually to provide the most convenient parking option within the parking system, which is the availability of convenient, short-term parking to the customers who need it. The availability of this short-term parking

option is important because generally the shorter the motorist's stay at a destination, the less distance they are willing to walk from their car to their destination.

On-street parking spaces are typically easy to identify, allow for quick entry and exit, and in most cases are within convenient proximity to the parkers' destination. As a result, on-street parking spaces are premium spaces; many parkers will spend significant amounts of time and energy "cruising" in search of a parking space in order to find on-street parking before considering parking in an off-street parking lot or structure. As a result, on-street spaces should serve as many parkers as possible and be designated for those most in need of a quick visit as opposed to those needing parking all day. Both of these goals are accomplished when on-street spaces are used by short-term parkers who turn the spaces over quickly. On-street parking spaces are also typically shared among the different land uses in the area. They turn over faster than other spaces as well. As a result of both these characteristics, they typically serve far more vehicles over the course of a day or week than do other spaces in the parking system.

OBSERVED ON-STREET PARKING DEMAND

As noted in Current Supply Conditions, within our Goleta Old Town study area on-street parking spaces located along Hollister Avenue represented approximately 4% of the entire parking supply that Walker quantified and 16% of the on-street parking supply. On-street spaces along Hollister Avenue also represented 4% of the parking demand within the study area and 13% of the demand for on-street parking during the peak period.⁷

Based on our observations, each of the blocks that will lose on-street parking spaces along Hollister Avenue have underutilized off-street parking spaces during the weekday 1:00 PM peak.⁸ Therefore, if the on-street parking spaces on Hollister Avenue are removed, the parkers currently utilizing those spaces can and in most cases would move to the spaces located closest and most conveniently to where they currently park. This is the policy goal in the case of short-term parkers who are presumably customers and visitors.

We note that the off-street parking spaces on these blocks are privately owned.⁹ However, we quantify the ability of these spaces to at least partially accommodate the demand for public on-street parking for at least two reasons. First, it is reasonable to assume that the parking demand in and around these blocks is generated by the adjacent land uses. To the extent that these cars are associated with other users or uses, the City likely does not need to accommodate them on or around these blocks.

⁷ As noted in earlier, the peak period for the study area was observed during our 1:00 PM weekday field surveys.

⁸ Underutilized off-street parking spaces exist on adjacent blocks as well.

⁹ While we understand that the parking lots associated with the Goleta Valley Community Center are owned by a public entity, the Goleta School District, we understand that these spaces are currently designated only for specific uses and not for parking by the general public. We note that the City will own the Community Center in October 2013 and will be able to decide at that time if the lot may be used for Old Town parking.

Second, as we suggest throughout this report, sharing parking spaces among different land uses makes a parking system far more efficient in that the same number of spaces can serve more parkers and more businesses. It also results in a more desirable “park once” district as opposed to a situation where visitors must move their car in order to visit multiple destinations during one trip to Goleta Old Town if they park in a private lot. We think that it is important that some if not all the private spaces be shared in the future for the purpose of increasing parking efficiency within the study area in a cost effective manner.

ACCOMMODATION OF PEAK OCCUPANCY DEMAND OF HOLLISTER AVENUE ON-STREET SPACES (1:00 PM WEEKDAY)

Table 10 demonstrates a scenario in which on-street parking spaces are removed from Hollister Avenue and the off-street parking spaces are used to satisfy the demand for parking. The table demonstrates the capacity of the off-street parking supply for each individual block to accommodate the demand for parking during the study-area peak period. We note however that given the short distances between blocks, it is not unreasonable to expect motorists to park on blocks adjacent to their destinations.

Table 10: Absorption of Hollister On-street Demand - Study Area Peak Period¹⁰

| Block | Hollister Demand^A | Off-Street Surplus^B | Adequacy |
|--------------|-------------------------------------|---------------------------------------|-----------------|
| 2 | 5 | 14 | 9 |
| 3 | 6 | 4 | -2 |
| 4 | 4 | 6 | 2 |
| 5 | 13 | 61 | 48 |
| 10 | 2 | 201 | 199 |
| 11 | 4 | 43 | 39 |
| 12 | 3 | 36 | 33 |
| 13 | 7 | 34 | 27 |
| Total | 44 | 399 | 355 |

^ADemand for parking spaces on Hollister Avenue during the study-area wide peak hour.

^BOff-street effective supply of spaces (92% of total) minus parking demand gives us the effective available supply of spaces.

Source: Walker Parking Consultants, 2010

¹⁰ We note that Block 10 appears to have a disproportionate number of available parking spaces compared to the other blocks. This is due to the large number of parking spaces belonging to the Goleta Valley Community Center (186 spaces) and the Hampton Inn (96 spaces). In addition to the large number of spaces on these two parcels, the total utilization of the spaces during our counts was less than 35%, which results in a large surplus.

Sharing parking within and between individual blocks will result in increased efficiency and flexibility in Old Town’s parking supply. In Table 7 we show a standard for acceptable walking distances, ranked by levels of service, for both visitors and employees. Walking distances of 400 to 800 feet (levels of service A and B) are generally acceptable for customers. Acceptable walking distances for employees could be up to twice as far in some circumstances (in which case they would be levels of service C and D).

We note, for example, a small parking deficit on Block 3 and only a minor surplus on Block 4. However, given the proximity of these blocks to adjacent blocks that show surpluses in the parking supply, overall the demand for parking can be accommodated within an acceptable walking distance. We note in Figure 6 that the distance from one end of Block 2 to Block 4 is approximately 1,000 feet. The walking distance from Block 3 to parking lots on either Block 2 or Block 4 is therefore roughly half that amount and an acceptable walking distance for employees and most customers.

Figure 6: Hollister Avenue On-street Spaces – Selected Distances



Source: Walker Parking Consultants and Google Maps, 2010

SHORT-TERM PARKERS

As mentioned previously, a significant percentage of the vehicles parked along Hollister Avenue during our survey were parked for three hours and in many cases all day. A few people commented on our survey (Appendix A) that some vehicles along Hollister Avenue were parked for several days at a time. This finding suggests that these vehicles did not belong to customers but likely business owners, employees, residents or others storing their vehicle on the street for long periods of time. While we assume that all vehicles currently parked along Hollister Avenue will need to be accommodated, those vehicles parked for the long term should not be allowed to park in the most convenient spaces (which

should instead be made available for customers). Long term parkers could be accommodated much further from their destinations.

Table 11 shows the capacity of the off-street parking supply to accommodate the short-term demand for parking along Hollister Avenue during the study area’s overall peak parking demand at 1:00 on a weekday.

Table 11: Absorption of Hollister Short-term Demand - Study Area Peak

| Block | Hollister Demand^A | Off-Street Surplus^B | Adequacy |
|--------------|-------------------------------------|---------------------------------------|-----------------|
| 2 | 4 | 14 | 10 |
| 3 | 4 | 4 | 0 |
| 4 | 3 | 6 | 3 |
| 5 | 6 | 61 | 55 |
| 10 | 2 | 201 | 199 |
| 11 | 4 | 43 | 39 |
| 12 | 1 | 36 | 35 |
| 13 | 5 | 34 | 29 |
| Total | 29 | 399 | 370 |

^ADemand for short-term parking spaces on Hollister Avenue during the study-area wide peak hour.

^BOff-street effective supply of spaces (92% of total) minus parking demand gives us the effective available supply of spaces.

Source: Walker Parking Consultants, 2010

SHORT-TERM VS LONG-TERM PARKERS

A study of the users of Hollister’s on-street spaces demonstrated that at any given time a significant number of these spaces were not being used as quick turnover customer spaces as standard parking management policy would require. Specifically, although 65 on-street spaces were identified on Hollister Avenue and, at peak, 44 vehicles were parked in these spaces, just 29 spaces were actually being used as “short-term” customer/visitor spaces during the peak period (based on observed length of stay). If we consider the 85% effective supply factor for on-street parking spaces, at peak 33 spaces are needed to meet the demand for short-term parking along Hollister Avenue:

Study area-wide peak: 29 spaces/85% effective supply factor = 34 parking spaces.

The small number of spaces should not minimize their importance. Just as the 12 parking spaces in a convenience store parking lot can serve hundreds of cars per day, so do the Hollister Avenue on-street

parking spaces. On the day that Walker studied parking turnover, 255 vehicles parked for two hours or less in the Hollister Avenue on-street spaces, 242 of these vehicles were parked for less than one hour. A total of 271 vehicles parked in the 65 on-street spaces on Hollister Avenue during the nine hours that we conducted the turnover survey.

ENFORCING SHORT-TERM PARKING RESTRICTIONS AND ACCOMMODATING LONG-TERM PARKERS

The converse of the above scenario is to determine the adequacy of the off-street parking supply on these blocks to accommodate only the long-term parkers who currently park on the street.

Of the 44 vehicles parked during the 1:00 PM weekday peak hour, fifteen were parked for more than two hours.¹¹ Table 3 demonstrates the adequacy of the off-street parking supply on each block to accommodate these long term parkers if two-hour parking restrictions were enforced.¹² All blocks show a parking supply that is adequate to accommodate the cars of motorists who park for a significant part of the day.

Table 12: Ability of Blocks to Accommodate Long-Term Parkers

| Block | Hollister Demand for Long-Term Spaces^A | Off-Street Surplus^B | Adequacy |
|--------------|--|---------------------------------------|-----------------|
| 2 | 2 | 14 | 12 |
| 3 | 2 | 4 | 2 |
| 4 | 1 | 6 | 5 |
| 5 | 6 | 61 | 55 |
| 10 | 0 | 201 | 201 |
| 11 | 0 | 43 | 43 |
| 12 | 2 | 36 | 34 |
| 13 | 2 | 34 | 32 |
| Total | 15 | 399 | 384 |

^ANumber of cars parked at peak for more than 2 hours.

^BOff-street effective supply of spaces (92% of total) minus 120% of peak off-street parking demand.

¹¹ In fact all of these vehicles were parked for four hours or more. Most of them were parked on Hollister for over seven hours throughout the day of our parking turnover survey.

¹² We recognize that the current posted time limit is one hour, but felt that a two-hour time limit provided more flexibility for visitors. However, it is worth noting that twenty six of the vehicles that were observed to have parked for less than two hours actually parked for one hour or less.

ALTERNATIVE SCENARIO – HIGH-DEMAND

Walker staff counted a total of 65 on-street parking spaces along Hollister Avenue. Although the occupancy of these spaces was, in total, never greater than 75% during our field survey, individual blocks sometimes peaked at different hours. In the analysis below we therefore create a conservative scenario; we assume a significantly higher demand for both on-street and off-street spaces than that which we observed during our survey day. Specifically, for this scenario we assume that:

- 1) all 65 on-street spaces could be accommodated in off-street parking facilities on the blocks where the on-street parking is located, and
- 2) the existing parking demand within the off-street parking facilities increased by 20% above the peak observed by Walker during our field surveys.¹³

Table 13: High-Demand Scenario

| Block | Hollister Supply^A | Off-Street Surplus^B | Adequacy |
|--------------|-------------------------------------|---------------------------------------|-----------------|
| 2 | 6 | 9 | 3 |
| 3 | 11 | 1 | -10 |
| 4 | 8 | 1 | -7 |
| 5 | 16 | 44 | 28 |
| 10 | 6 | 177 | 171 |
| 11 | 5 | 37 | 32 |
| 12 | 3 | 33 | 30 |
| 13 | 10 | 30 | 20 |
| Total | 65 | 332 | 267 |

^ASupply of parking spaces on Hollister Avenue.

^BOff-street effective supply of spaces (92% of total) minus 120% of peak off-street parking demand.

Source: Walker Parking Consultants, 2010

We note that we have no information or data to suggest that demand for either these on- or off-street supplies would spike to this degree. However, we present this scenario in part to test the effects of an unlikely worst-case scenario for the area as a whole while also addressing the fact that parking demand on individual blocks may peak at different times. We test these impacts to examine parking adequacy should this occur in a localized manner. Table 4 demonstrates that a total parking deficit of 17 spaces under this scenario which is the result parking deficits occurring on Blocks 3 and 4.

¹³ The assumption of a 20% increase is in addition to the 8% effective supply cushion that has already been subtracted from our total off-street parking supply.

OTHER ON-STREET PARKING

On those blocks that have on-street parking spaces on Hollister Avenue, Walker identified more than 270 additional on-street parking spaces located on those block faces that do not front Hollister Avenue. The occupancy rate for most of these blocks was over 90%, some even 100% during the study area-wide peak demand for parking which occurred on at 1:00 PM on a weekday. These spaces, unlike the underutilized spaces in the nearby surface lots, currently offer little additional parking availability.

Nonetheless, the on-street parking spaces located just off Hollister Avenue represent a shared parking resource for short-term parkers and customers. One-third of the parking spaces on Hollister Avenue during the study area peak period were occupied by long-term parkers despite the fact that the spaces were signed as one hour spaces. We estimate that the number of long-term parkers utilizing on-street spaces on the side streets represents a significantly higher percentage. If we conservatively assume that all of these spaces were full, and at the same ratio of long- to short-term parkers as we observed on Hollister Avenue, we would have 90 on-street spaces occupied by long-term parkers; more than enough to accommodate the spaces that are planned to be eliminated.

If short-term time limits were enforced on the blocks adjacent to Hollister Avenue, where would the parkers currently utilizing on these streets find available parking? In most cases, we believe that these parkers could take advantage of the ample amount of off-street parking that we quantified. To the extent that some of these off-street parking spaces are challenging to find or access, it may be preferable that these spaces be used by long-term parkers with knowledge of the area rather than customers who are less familiar with Old Town or may prefer faster ingress and egress to the street.

SITE ASSESSMENT

The focus of this portion of the work was initially to identify preferred alternatives and locations in which the City could provide parking lots or structures in Goleta Old Town for public parking. The purpose of these off-street parking facilities is primarily to accommodate the demand for parking that is currently accommodated by on-street spaces along Hollister Avenue, which may be eliminated or time limit enforced in the process of the Hollister Avenue Redesign Project.

While acknowledging the initial focus, we note a number of additional factors that have come to light during our study that are important to consider and which impact how we address the issue of site selection. These factors include:

- There are a total of 65 on-street parking spaces that may be eliminated along Hollister Avenue. These spaces are spread across an area that is approximately 2,200 feet long and a total of eight blocks on either side of the street.
- A surplus of parking spaces exists on thirteen of fourteen of the blocks in the study area (as well as the study area as a whole).
- Neither the City nor the Redevelopment Agency currently own property in the area that could be used exclusively as public, off-street parking except possibly at the Goleta Valley Community Center which will be owned by the City in October 2013.
- All of the parcels identified by the City as possible locations for new parking lots already contain parking for existing businesses. Some of the spaces in these lots are already being used to meet existing parking demand.
- The acquisition of private property and condemnation of existing buildings is currently not being planned as a means of creating off-street public parking in the area.

HOLLISTER AVENUE REDESIGN

As part of the planned redesign of Hollister Avenue, wider sidewalks, bike lanes and landscaped medians are being considered. However, the elimination of on-street parking spaces on Hollister Avenue is being considered in order to accommodate the additional improvements. We note that Hollister's on-street spaces are concentrated toward the middle of the study area; the blocks on the eastern and western sides of the study area do not have on-street parking along Hollister Avenue. In those blocks, red curbing has been implemented because of reasons such as proximity to the Fairview Avenue intersection, certain land uses fronting Hollister Avenue, availability of parking for those land uses, raised median width and/or existing bike lanes.

THE PRIVATE OFF-STREET PARKING SUPPLY

Earlier we noted that underutilized off-street parking spaces located in privately owned parking lots exist throughout the study area in varying numbers. If the on-street parking spaces on Hollister Avenue are removed, the motorists currently utilizing those spaces would in many cases move to the spaces that are

closest and most convenient to where these motorists currently park. One question is whether the current supply of off-street parking can reasonably accommodate drivers who currently park on Hollister Avenue.

METHODOLOGY AND CRITERIA

Walker considered sites throughout the study area as possible locations on which to provide, public, off-street parking. Based primarily on proximity to Blocks 2, 3 and 4 (which we have determined have the lowest availability of parking both now and in the foreseeable future), we narrowed down the number of sites under consideration.

We note that site plans were not available for the parking lots that were evaluated. As a result, all measurements indicated are based on aerial photos and web-based tools used to measure area or distance. In most cases, while not necessarily precise, our assumption is that these figures are accurate and therefore reliable for the purpose of making the observations and developing the conclusions contained below. For precise measurements of the sizes of the sites, site plans or surveys should be used.

We narrowed down potential parking facility sites further—using the criteria noted below—to four sites that we then analyzed in greater detail to determine whether or not these locations were reasonable candidates for providing public parking, either in terms of sharing parking with the existing users or a new parking lot or structures. The sites were evaluated based on the following criteria:

1. Proximity to demand. We examine proximity to locations where parking shortfalls are expected to occur in the future. These include:
 - The Hollister Avenue block faces that currently have on-street parking spaces (which are located on Blocks 2 – 5 and 10 – 13);
 - The Hollister Avenue block faces on Blocks 4 and 5, which experience the highest occupancy rates during the study-wide area peak of 1:00 PM on a weekday.
 - The blocks that are projected to experience parking shortfalls (combined on- and off-street spaces) if spaces along Hollister Avenue are eliminated.

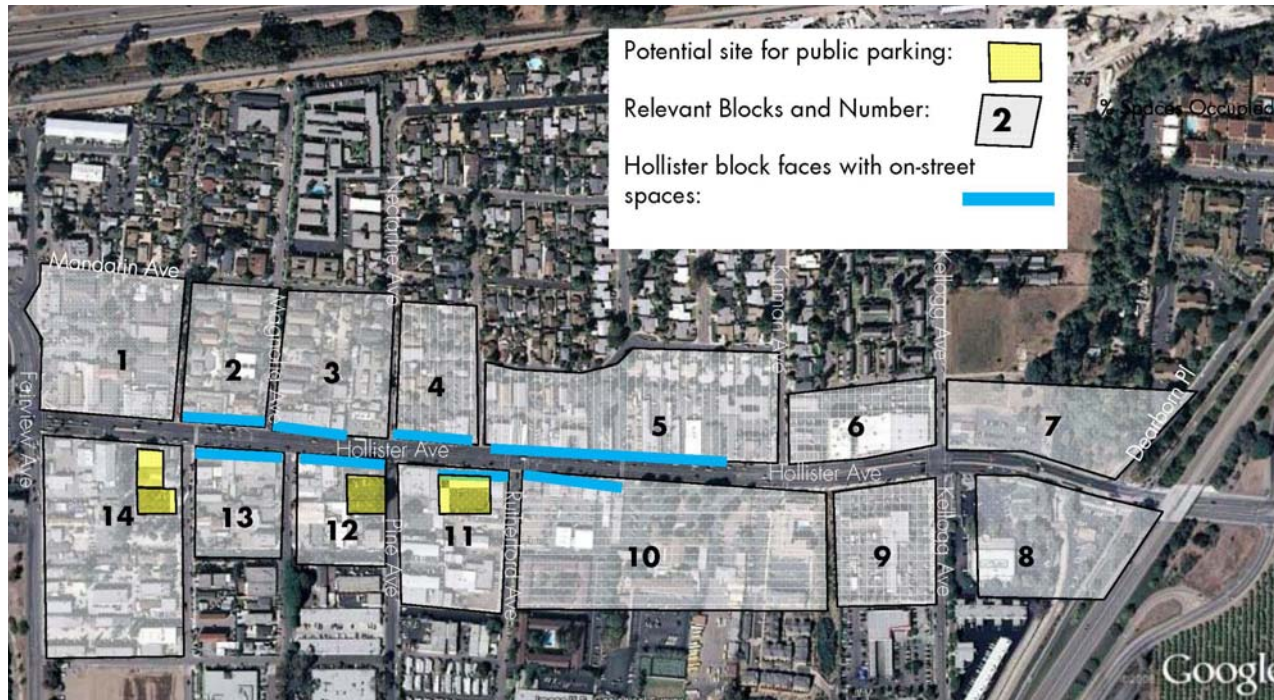
Based on this criterion the preferred location was determined to be on the north side of Hollister Avenue between Orange and Tecolote Avenues. The next best location was on the south side of Hollister Avenue between Orange and Rutherford Avenues.

2. Access to Hollister Avenue. We note whether the locations have vehicle access to Hollister Avenue or are within convenient driving and walking distance from the main street as well; parking locations on Hollister Avenue would generally provide more convenient access than from a side street.
3. Current parking demand. Lots that already experience high demand for parking will offer little benefit as public parking facilities as they must already accommodate existing parkers. We note that demand for some lots is dramatically higher or lower than during the peak demand for the study area overall, which occurred at 1:00 PM on a weekday.

4. Potential to increase the number of net new spaces. We examined each lot to determine whether a significant number of additional spaces could be added through restriping or realignment of the existing layout. We believe that in those lots where we were able to identify the opportunity to increase the number of spaces our calculations are conservative as we performed them assuming generous nine-foot wide parking stalls.
5. Possibility of accommodating a parking structure in the future should future development and resulting parking demand warrant significant additional parking in the area. The RFP for the Goleta Old Town parking study raised the possibility of constructing public garage(s) in the area for the purpose of accommodating additional or spillover parking demand. However, our analysis thus far has concluded that at this time and within the foreseeable future, parking demand in Old Town Goleta does not warrant the construction of a new parking structure. However, when assessing alternative sites for surface parking lots, we often consider the potential of a site to accommodate a parking structure at some point in the future in order to leave open that possibility.

A small parking structure typically requires dimensions of at least 220 feet by 125 feet in order to be constructed efficiently. Sites that are smaller than this are not conducive to the construction of a ramped parking structure. In such cases where parking structures are squeezed onto smaller sites, the inefficiency of the design is likely to result in relatively few spaces in relation to the footprint of the site and higher land costs.

Figure 7: Potential Sites for Public Parking



SITE ASSESSMENTS

Using the previously outlined criteria, Walker narrowed down the initial sites to four sites that are indicated in Figure 7. We then evaluated each site based on the criteria set forth.

- A. Block 14 lots. The City identified for consideration surface parking lots located at 5949 Hollister Avenue and 251 South Orange Avenue with the caveat that, given their location on the far western side of the Hollister Avenue commercial corridor and the South Orange location not on Hollister, these lots might be inconvenient locations. Walker has the following assessment of these lots for general use by public parking:
- Proximity to demand generators in the study area would in many cases be more than 1,200 feet walking distances or low levels of service (C and D). As Block 14 is located on the western edge of the study area, the two prospective sites are not centrally located and therefore serve a smaller area than would a more centrally located lot. Those blocks which experience or are likely to experience the parking issues which new public parking is meant to address are located two or more blocks away (up to 600 feet from this location), making use of parking lots at this location by customers challenging.
 - Access to the 5949 Hollister Avenue lot is immediately off the street. However the raised median currently requires a “right in” and “right out” to enter and exit the facility. The 251 South Orange Lot is reasonably accessible to drivers from Hollister Avenue but does not have direct access to that street. More importantly, the existing layout of the Orange Avenue site makes egress challenging. However, improving this condition would require a significant reduction in the existing number of parking spaces.
 - Available spaces based on current layout and demand: Parking demand, particularly in the 25 spaces located in the 5949 Hollister is already significant, with weekday demand peaking at 16 and weekend demand peaking at 21 spaces. The resulting gain in new spaces from this lot was therefore just nine spaces during the peak and less on the weekend. We note that the 251 South Orange Lot has an awkward configuration that would likely result in a reduction in the number of parking spaces if it were to be configured for public parking.
 - Potential to increase the number of spaces: Based on our analyses using aerial photos, there is little to no opportunity to increase the number of spaces located in these surface lots.
 - Parking efficiency for new structure: Based on our analyses using aerial photos, both lots are too small to reasonably accommodate a parking structure without condemning and incorporating adjacent parcels.
- B. Block 12 lot. This lot, located at 5827 Hollister Avenue on the southwest corner of Hollister and Pine Avenues, serves the Community West Bank. Walker has the following assessment based on its analysis:
- Proximity to demand: This site is located within 800 feet of both blocks that currently experience high parking occupancy rates and most of the Hollister Avenue block faces

where on-street spaces may be eliminated. The location benefits from a signalized intersection and crosswalk at Pine Avenue which facilitates access to destinations on the north side of Hollister Avenue.

- Access: The 5827 Hollister Avenue lot enjoys easy access from Hollister and Pine Avenues.
- Available spaces based on current layout and demand: The observed parking demand for the 28 unrestricted spaces located in this lot was surprisingly low, with the peak demand of eight parking spaces occurring in the same hour as the overall study area peak at 1:00 PM on a weekday. The resulting number of available spaces in this lot was therefore approximately 20 spaces.¹⁴
- Potential to increase the number of spaces: Part of this lot has an awkward configuration owing to what appears to be a now-abandoned “drive thru” lane which serves the sheriff station building that is located in one corner of the lot. Using aerial photos and measuring tools we assume dimensions of the lot of approximately 123 feet by 120 feet and subtract an estimated 1,800 square foot footprint for the sheriff station site. The result would be a small (3 – 5) increase in the number of parking spaces on the site. City staff suggested that combining this lot with the parking lot adjacent to its southern boundary could be considered. Walker counted a total of 17 spaces in this adjacent lot and peak occupancy of five vehicles. The peak demand occurred during the 1:00 PM weekday study-area wide peak. Combining the two lots could therefore potentially add 12 spaces for public use at this location.
- Parking efficiency for a new parking structure: Based on our analysis using aerial photos, the site is too small to reasonably accommodate a parking structure without condemning and incorporating adjacent parcels.

C. Block 11 lot. This lot is located at 5773 (and serves businesses at 5757 – 5777) Hollister Avenue¹⁵ and serves several businesses including Santa Cruz Market and Wilson Printing. It is located between these two businesses, just west of the southwest corner of Hollister and Rutherford Avenues. We make the following evaluation of this lot for the purposes of accommodating public parking:

- Proximity to demand: The site is located within 800 to 1,000 feet (levels of service A through C) of the blocks that currently experience the highest parking occupancy rates as well all of the Hollister Avenue block faces from which on-street spaces may be eliminated. The location benefits from a signalized intersections and crosswalks at Pine Avenue and Rutherford Street which facilitate access to destinations on the north side of Hollister Avenue.
- Access: The lot fronts on Hollister Avenue. Two separate curb cuts from Hollister Avenue provide ingress and egress.

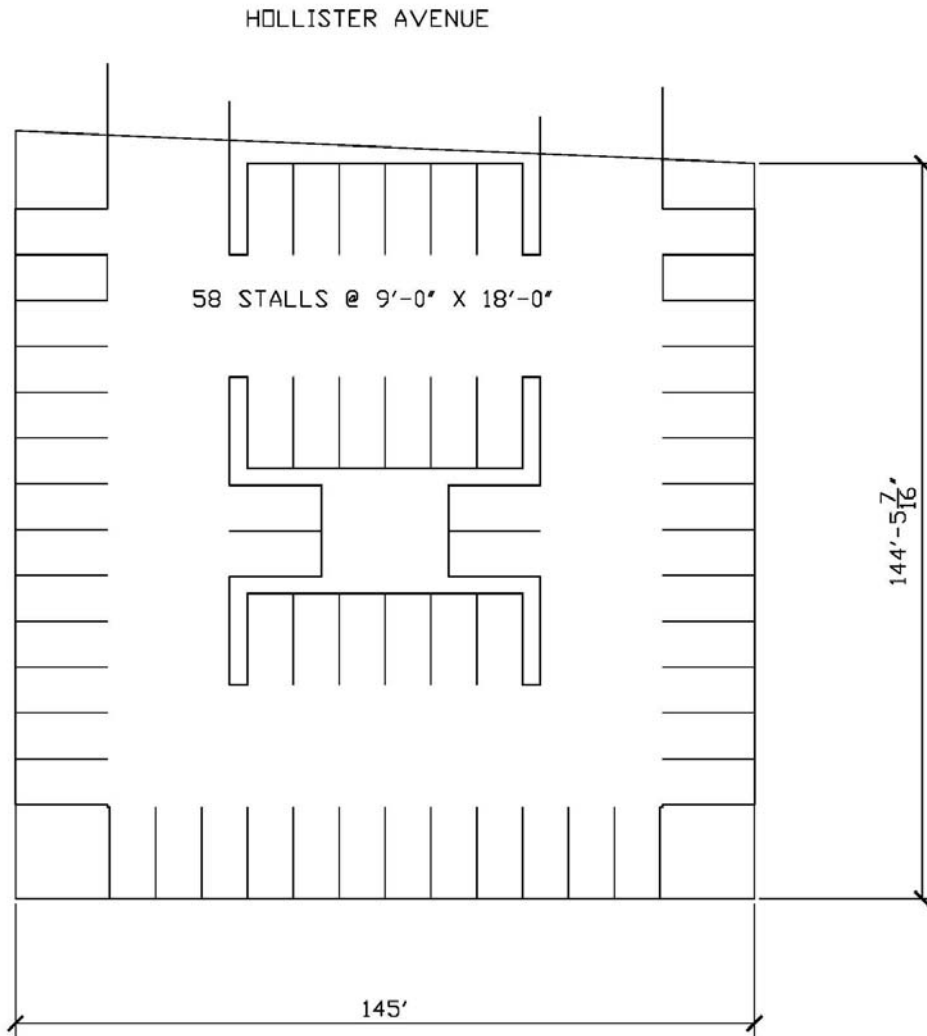
¹⁴ We suggest that City staff verify the extent to which any buildings that use this lot are currently vacant. The breakdown of the spaces in this lot is 28 unrestricted spaces, 4 15-minute spaces and 2 ADA (spaces that require the driver to show a disabled placard) spaces.

¹⁵ The actual address of the lot itself is 5773 Hollister Avenue.

- Available spaces based on current layout and demand: The observed parking demand for the 46 spaces located in this lot was 18 spaces during the 1:00 PM weekday peak. The resulting number of spaces that this lot could therefore have available for public parking during the peak is about 28 spaces. However the demand for parking in the lot was significantly higher in the evenings and weekends. The demand for parking was 27 cars at 5:00 PM on a weekday and 32 cars at 1:00 PM on a weekend.
- Potential to increase the number of spaces: The current parking design is inefficient and offers the opportunity for an increase in the number of spaces above what currently exists in the lot. Based on our preliminary assessment using aerial photos and measurements, we estimate the dimensions of the lot to be approximately 145 by 145 feet, for a total area of approximately 21,000 square feet. The figure below shows our preliminary assessment that the lot could accommodate a total of 58 spaces, a net increase of 12 spaces, through a restriping of the lot.
- Parking efficiency for a new parking structure: Based on our analysis using aerial photos, the lot is too small to reasonably accommodate a parking structure without condemning and incorporating some portion of adjacent parcels.



Figure 8: 5773 (serving 5757 – 5777) Hollister Avenue Parking Lot Preliminary Restripe Design



FINANCIAL PROJECTIONS

Walker prepared financial projections for various parking solutions that are conceptual in nature. For example, one solution identified was to leverage several of the under-utilized private parking lots off of Hollister Avenue to serve as additional public parking. These parking lots are not City property and are currently owned and operated by private property owners or businesses. Therefore, plans to use these lots for shared or public parking would first require buy-in from various property owners and also appropriate shared agreements, lease agreements, or other compensation (such as City-sponsored lot improvements).

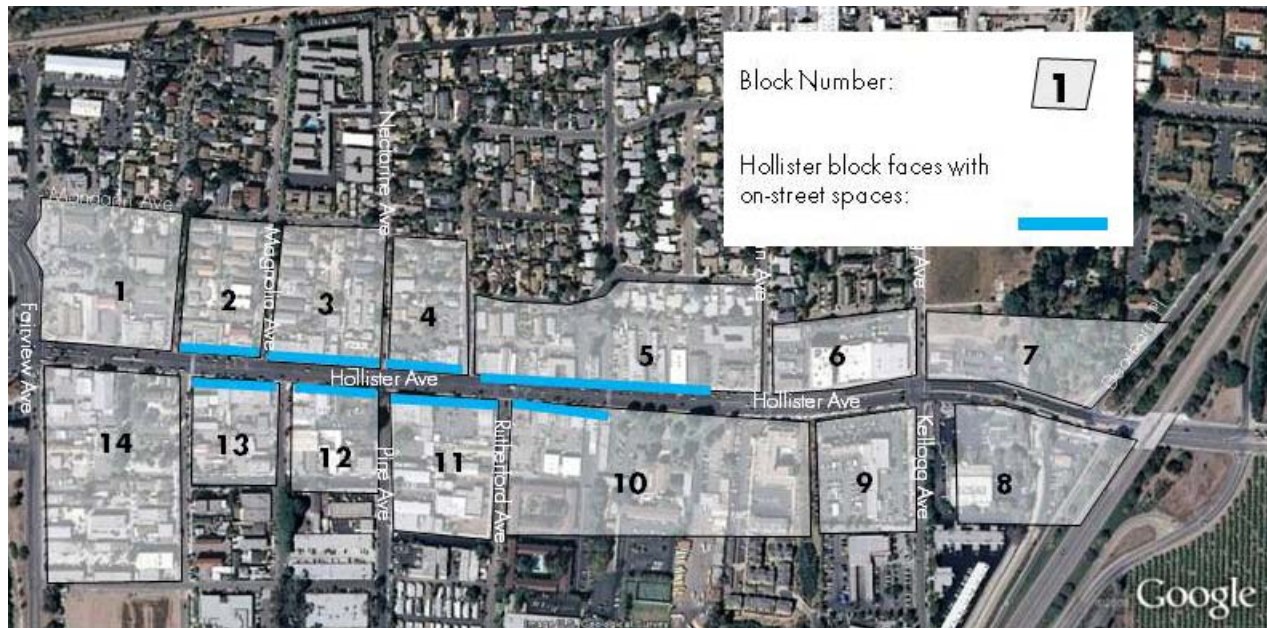
For this reason, all parking cost and income estimates contained in this task report should be considered heavily conceptual in nature and subject to revision as actual parking management strategies are implemented by the City and Old Town stakeholders. Cost estimates provided for any capital improvements (signage, restriping, etc.) are “ballpark” estimates only and would likely require revisions based on bids received from qualified contractors.

BACKGROUND REVIEW

Our analysis has concluded that a significant surplus of parking spaces exists on thirteen of the fourteen blocks in the study area (as well as the study area as a whole). The side streets located off of Hollister Avenue, in many cases, are impacted (full) at the peak conditions for the study area, which occurred during our weekday occupancy counts at the 1:00 PM peak. Presumably these spaces are used heavily by downtown business employees and all-day parkers including residents on the side streets north of Hollister Avenue. However, many of the private parking lots within the study area are not full and contain surplus capacity.

As noted previously, within the blue zone of the map shown in Figure 9, we noted that Hollister Avenue itself was 67% occupied at peak observed conditions for the study area (1:00 PM on a weekday). At this time 44 cars were parked in these on-street spaces. When length-of-stay observations were conducted on Hollister Avenue we determined that 15 of the 44 cars parked during the peak hour belonged to long-term parkers (drivers who were parked for four or more hours).

Figure 9: Hollister Avenue Study Area and On-street Parking Spaces Impacted by Redesign



The spaces that would be displaced are currently signed as 1-hour parking and are intended to support downtown business customers. However, because enforcement efforts are currently not in place, it is very likely that at least some of the cars displaced belong to employees of businesses in Old Town, not customers who patronize businesses.

Neither the City of Goleta nor the City’s Redevelopment Agency currently owns parcels within the study area. Other than the on-street spaces most of the parking supply is owned by private property owners. At this time, the City is not actively pursuing the acquisition of property within the Old Town study area. And in addition to land acquisition costs, the capital cost to develop new parking is estimated to be \$2,500 to \$4,000 per space for surface parking and \$15,000 to \$26,000 per space for above-ground parking. Walker has therefore recommended that the City facilitate agreements through which the public would be able to share private parking, or where the City would improve certain lots and make those lots available for either shared-use or public parking.

Based on Walker’s observations, underutilized off-street parking lots exist on virtually every block. If the on-street parking spaces on Hollister Avenue are removed, some and perhaps most of the employees and visitors that are affected will be able to move to available private lots or other on-street locations.

However, as is the case with many older commercial districts, there may also be a number of businesses where the parking supply is grandfathered in (per code). The individual business tenant may not have any on-site parking. These particular businesses would be much more heavily impacted by the loss of public on-street spaces along Hollister.

POSSIBLE SOLUTIONS

To address Old Town's parking needs, particularly in light of the possible loss of Hollister Avenue's on-street parking spaces, Walker has proposed several possible parking solutions for the City to consider¹⁶:

1. **Accommodate Public Parking in Private Lots.** Identify several private lots, preferably on blocks 2-5 and 10-13, where a reasonable surplus of parking exists (based on actual supply and demand) and create a new pool of public visitor spaces. This could be accomplished through lease arrangements between the lot owner(s) and the City whereby the City would install appropriate signage and maintain the public parking for a set amount of years. Alternatively, in lieu of lease compensation, the City could provide capital improvements to the lots with new striping, surfacing, and lighting, in exchange for use by the public of a given number of public spaces for a set amount of years. Several lots were discussed in the previous "Site Assessment" section. The following lots were identified as reasonable candidates for public parking given their location and space availability during the weekday peak hour:
 - i. 5827 Hollister Avenue, which is located on Block 12 and primarily serves the Community West Bank;
 - ii. 5757-5777 Hollister Ave, which is located on Block 11 and primarily serves Santa Cruz Market and Wilson Printing. We noted in an earlier memo that this lot could be expanded through restriping; and

The cost information provided in this report would generally apply to most other lots that the City would consider for public use as well.

2. **Informal Shared-Use.** The City could play a more active role in encouraging shared-use or reciprocal open-use agreements between private business owners using adjacent or nearby lots. Under this philosophy, businesses with more parking surplus would passively help to accommodate employees or visitor cars for an adjacent business based on a simple "good neighbor" philosophy, and understanding that customers often visit multiple businesses on the same trip. (This solution could be in place along with either of the other solutions).
3. **Time-Limits on Side Streets.** The City could sign all or a portion of the side-street parking for 2-hour time limits along Orange, Magnolia, Nectarine, and Pine Avenues within a block of Hollister Avenue.¹⁷ With an active enforcement program, this would effectively remove employee and all-day cars from these streets and replace the lost visitor parking displaced from Hollister Avenue. Employees' cars and other "all day" cars would effectively be relocated to the private lots serving each business or would be relocated to more outlying spaces on the periphery of the study area (east and western most blocks and block faces to the north and south).

¹⁶ Note that a downtown parking garage is not being recommended at this time as overall downtown density and the resulting parking demand does not currently justify structured parking without a specific high-density infill or redevelopment project to warrant the garage. In addition, the surface lot properties in the most impacted areas of Old Town are large enough to support a garage footprint.

¹⁷ Special accommodations or permit programs could be made for residents of homes located within this area.

- a. In conjunction with this solution, the City might need to identify a lot or lots within the study area and provide a number of all-day employee stalls for businesses that have a valid concern about lost (on-street) employee parking. These lots could include locations such as those mentioned under solution 1 or other more outlying resources, such as Block 14. At some point this could also include some of the parking supply located at the Goleta Valley Community Center that will be owned by the City in October, 2013. (In older commercial districts, it is not uncommon for employees to be expected to walk several blocks further than customers for all-day parking.)

One additional (general) solution that includes a downtown paid parking program with multi-space meters is also discussed below in order to provide some general cost information. While this is a common parking management tool to maximize customer parking availability and to provide a source of revenue for municipalities, at this time, as noted earlier, Walker does not recommend paid parking for downtown Goleta as the impact to business owners may outweigh the parking management benefits and the small increase in net revenues available from paid parking.

POSSIBLE FINANCIAL IMPACT ESTIMATES

Below we discuss the financial impacts of the various parking solutions that have been considered.

GENERAL SOLUTION: PAID PARKING

Net Income Potential

Given the initial capital costs and ongoing maintenance costs, we see paid parking in Goleta as having minimal net income potential. Overall, paid parking is the most effective tool to ensure that parking for customers is available and that employees park in another location (or pay a premium all day parking rate for the convenience). However, as noted elsewhere in the report, since Old Town currently operates with completely free, and arguably unrestricted parking it would be very challenging to begin charging parking patrons to use only a small handful of public spaces in specific locations. Therefore, a paid parking program for Old Town would likely need to include most of the on-street spaces located immediately adjacent to the locations where parking spaces currently exist along Hollister Avenue.

If paid parking is eventually instituted in Old Town, a series of pay-by-space, or pay-and-display parking meters can be an effective way to charge for parking, control time limits, and/or institute graduated fees (where the first hour costs less and the price increases progressively if the patron wishes to stay for longer periods). Cities and counties in California are increasingly turning to this technology where paid parking is in place.



SOLAR POWERED PND METERS



METER SIGNAGE

Although it has become very popular, multi-space meter technology (pay-by-space and pay-by-foot) is still relatively expensive. The pay-back period often does not make sense for many smaller downtowns that may only be able to charge minimal parking fees for limited usage during typical business hours. (A healthy percentage of evening or weekend use or an event-type venue can help make the technology more cost effective).



OPERATING INSTRUCTIONS ON
METER FACE

Typical Multi-Space Meter Costs

A “pay and display” meter costs typically can range from \$6,500 to \$10,000 per unit although it should be noted that just one unit may be used to manage parking on a single block face or in a single parking lot. This number can change based on a number of variables, including how many units are being bought at the time of purchase and the specific features of each unit. We note we have observed installation costs including materials and labor of approximately \$250 per parking space.

Single Head Meter Costs

A “single head” meter is more akin to the traditional parking meter that one typically thinks of when one thinks of paying for parking on the street, which is one reason they are more recognizable and in some respects more user-friendly for the public. However, traditional meters only accepted coins, often failing or easily succumbing to vandalism. Modern single head meters accept credit cards which make them far more convenient, reliable and therefore popular for both drivers and the cities that have chosen to use them.

Walker recently priced these types of meters for a small California coastal city at approximately \$900 per unit. Spare parts, documentation, training and warranties may add an additional 15% to the fee on an annual basis. Other annual fees may include a web hosted server (approximately \$20 per unit annually) and a cell data fee of approximately \$40 per unit per year depending on the type of data plan that a city chooses.

As a result of these costs, one sees that in many circumstances multi-space meters may be competitive with single head meters on a cost basis.

SOLUTION #1: ACCOMMODATE PUBLIC PARKING IN PRIVATE LOTS

Net Income Potential

The net income potential in this case is assumed to be zero unless an Old Town-wide paid parking program is enacted. We add that it is difficult to have motorists use off-street parking spaces if A) there is a fee for off-street parking but on-street parking is free and B) on-street parking restrictions are not actively enforced.

Possible Lease Costs

The City would lease spaces in several lots such as the examples at 5827 Hollister Ave. and 5757–5777 Hollister Ave. We assume a total of roughly 30 spaces out of the 65 spaces on Hollister Ave would initially be needed to accommodate the estimated peak customer / visitor demand displaced from the blue zone along Hollister Avenue. The City would then pay a lease rate per month (or annually) to the property owner and would provide insurance and general maintenance costs. We note that, on the one hand, some portion of the projected peak customer demand would likely park in the parking lots of the businesses that they patronize. On the other hand, if we were to seek to replace all 65 of Hollister Avenue’s on-street spaces within the off-street supply, our projected costs shown in Figure 10 would increase significantly. However, as noted in earlier memoranda, because all 65 spaces did not fill at any point during our field surveys, replacing all 65 on-street spaces is likely excessive and unnecessary.

In addition we note the following assumptions and considerations used in developing the costs included in Figure 10:

- Given the number of spaces that can be added through restriping and reconfiguration, we conservatively assume a total of 92 parking spaces located in the two recommended surface lots. We assume that a total of 30 of these spaces would be made available to the general public, based on current short term demand on Hollister Avenue during the 1:00 PM weekday peak.
- Costs, other than projected lease costs, are based on Walker's expense database with some adjustments made for location-specific conditions.
- Projected costs of leasing spaces in private lots were developed using monthly parking fees in other small Southern California cities. They were also projected keeping in mind the wish to incentivize private parking lot owners to make their spaces available to the general public. We believe these monthly parking fees are conservatively high particularly given that A) the City may only need to make these spaces available to the public for a limited number of hours during the week (such as 9:00 AM to 5:00 PM on weekdays) and B) the City may consider covering some maintenance and insurance costs for all parking spaces in the lots under consideration.
- We assume that the 5827 Hollister Avenue lot would require a complete realignment. We assume that the 5773 Hollister Avenue lot would require resurfacing and restriping only. Our projection of \$2,000 per space is a blended cost rate for the projected work needed for both lots.
- Annual repairs and maintenance costs would likely be lower than the assumed \$2,800 for several years after the lots were resurfaced and reconfigured.
- We assume that the City would completely insure each of the parking facilities including both the public and non-public spaces. This may not be necessary depending on the type of agreement that is reached with property owners.

Figure 10: Estimated Parking Lot Lease and Operating Costs (30 stalls)¹⁸

| Category | Number of Spaces | Cost/Space | Total Cost | Amortization Period | Annualized Cost |
|--|------------------|------------|------------|---------------------|------------------|
| Miscellaneous Signage | 30 | N/A | \$ 5,000 | 5 years | \$ 1,000 |
| Initial Restriping, Resurfacing, Realignment (Average) | 92 | \$ 2,000 | \$ 184,000 | 20 years | \$ 9,200 |
| Repairs and Maintenance Including Restriping and Repairs (Routine) | 92 | N/A | \$ 2,800 | Annual | \$ 2,800 |
| Insurance - GL | 92 | \$ 30 | \$ 2,760 | Annual | \$ 2,760 |
| Lease of Private Spaces | 30 | \$ 55 | \$ 1,650 | Annual | \$ 19,800 |
| Total | | | | | \$ 35,560 |

The total cost of this solution is estimated at about \$36,000 per year (or about \$1,200 per public space). We note that this would be less expensive than the cost of developing new parking facilities but would not necessarily be offset by any additional income.

Initially, Walker would envision this option as *possibly* a mid-range solution as lot owners may eventually need the use of their parking back in case of change of use or sale of the property, although this does not necessarily mean an end to a lease agreement. We have assumed that public stalls would be leased for at least 5 years at the outset.

Possible re-striping or realignment costs

In the case of the 5773 Hollister Avenue location (serving businesses at 5757 – 5777 Hollister Avenue), we have noted the likelihood that additional capacity might be gained by restriping this lot. A preliminary concept indicating a gain of 12 spaces was discussed in the “Site Assessment” section of this report. Simple improvements such as restriping can be very inexpensive, whereas moving lights, landscaping, and curb cuts can be more costly. At this point, we assume that the lot at the 5773 Hollister Avenue location will not require significantly more effort than resurfacing and restriping.

¹⁸ The assumptions used in Figure 2 are discussed on page 8.

A general rule of thumb for realignment of surface lots would be approximately \$7 - \$13 per sf. Typical surface lot efficiency (including drive aisles) might be 290 – 320 sf / space. Therefore restriping and realignment of a 30 space lot may cost between \$60,000 and \$125,000 (ballpark).¹⁹

We note that resurfacing costs only are typically \$.07 to \$.10 per square foot for sealing and restriping at \$2.00 per square foot for top coat. For just re-striping costs we project \$1.00 per space just to paint over existing stripes. The figures used in Figure 10 have adjusted costs based on our perception of each lot. We also note a typical percentage of spaces gained from restriping is just five percent although up to 20% with complete reconfiguration.

SOLUTION #2: INFORMAL SHARED USE

Net Income Potential

Once again, the net income potential in this case is assumed to be zero unless there is some compensation transaction between business owners.

Possible Costs

These would also be minimal for informal agreements. More formal legal agreements may require additional legal costs.

SOLUTION #3: TIME-LIMITS ON SIDE STREETS

In the event that the on-street parking spaces along Hollister Avenue are eliminated, we have proposed implementing and enforcing time limit restrictions for most on-street parking spaces that front commercial properties on Blocks 2 – 5 and 10 – 13.

For the most effective program, Walker assumes that any new time-limited signage program on the side streets would also include a move toward active enforcement and possible zone parking restrictions on the time limits. (This concept is discussed in more detailed in the task report on parking management).

A brief review of the program is included below along with the income estimates that would be generated by typical citation revenue. These assumptions are based on a similar small-city enforcement program recently reviewed at another municipality in southern California.

Program Description and Assumptions

¹⁹We are not referring, in this case, to the restriping of a lot, but instead a realignment or reconfiguration. This requires significantly more work (and therefore more cost) than simply restriping a lot. We project that restriping a lot containing, for example, 30 to 60 spaces would likely range from \$2,000 to \$5,000 in total.

Effective on-street parking enforcement (which requires effective procedures and policies) is a key component of the management of the parking. Successful implementation is determined by:

- short-term space turn over so that spaces frequently become available for another vehicle;
- the proper demand balance between on- and off-street supplies is achieved; and
- enforcement measures which are appropriate and realistic.

Based on these goals, Walker assumes that one enforcement officer would be needed (per shift) to fully enforce two hour time limits within the study area. We assume that enforcement would be most practical and effective during typical weekday business hours (Mon – Fri, 8:00 am– 5:00 pm) only. Weekend and evening enforcement is not assumed.

Figure 11: Typical Enforcement Assumptions for Goleta Old Town

| Assumptions for enforcement analysis | |
|--------------------------------------|--|
| 5 | Days per week |
| 8 | Hours per Day |
| 252 | Days per Year (1) |
| 100% | Percent of patrol time within study area |
| 1 | Number of enforcement officers per shift |
| 2,016 | Annual enforcement staff hours |

1. 52 weeks with 8 holidays (assumed no enforcement)

Potential Citation Program Income

When analyzing the revenue generated from possible parking citations, we typically begin by examining existing parking citation data in the area. However, our understanding is that citations are not currently being issued with regularity. Walker used several benchmarks that were determined from comparable programs which we then adjusted for Goleta Old Town. These include the following:

- When patrolling a busy commercial district one full-time parking enforcement officer is capable of writing at least an average of three to four citations per hour during a typical full day shift, assuming standard enforcement tools.²⁰ In Goleta Old Town we reduce this to 1.75 citations per hour, which we believe to be conservatively low.

²⁰ We note that this is an average. Due to peaks and valleys in parking occupancy, some periods will experience a higher or lower rate of citation issuance. Parking enforcement officers in the City of Los Angeles were found to issue an average of 24 citations per eight-hour shift. That number was 37 citations in Salt Lake City and 35 citations in Washington D.C. where officers are directed not to issue more than 35 citations per eight-hour period out of concerns that enforcement not become overly-aggressive.

- Recent data collected in commercial districts in California and other parts of the country suggest that the number of cars parked in violation of parking restrictions at any given time can reach 40%.²¹
- An active parking enforcement officer will likely capture just five percent of the violators parked in the area being patrolled, using standard enforcement tools.

Our analysis is therefore based on our observations and experience that parking enforcement officers in a busy commercial district can and should write at least three to five citations per hour. In Goleta Old Town, as noted, we assume the number to be significantly lower.

Figure 12: Estimated Citation Gross Income

| | |
|-------------------------------|-----------|
| Potential Citations / Day (1) | 15.75 |
| Days of Enforcement | 252 |
| Average citation value | \$30 |
| Estimated Annual Income | \$119,070 |

1. Based on 1.75 citations per hour over the course of an eight hour day

Based on best practices proposed for other municipalities, the City may want to consider a program based on a graduated fine schedule where occasional offenders pay a low fee for a citation, but habitual offenders pay a larger fine and increasing increments. Such a policy typically enforces parking management policy goals more effectively, is arguably fairer, and as a result is more acceptable to the public.

Possible Costs

The follow table provides a rough cost estimate based on the implementation of solution #3. Some of the specific costs would be one time only such the installation of new two-hour time limit signage. Other costs such as labor would be on-going. For this example, we assume that the City would purchase new handheld ticket-writer equipment that would allow for ticket-writing to be automated but would also allow for some additional controls. The cost of these ticket-writers is assumed to be amortized over a five-year period.

²¹ This percentage is from recent studies that included Los Angeles and San Francisco. The number in smaller cities could be significantly higher as enforcement tends to be less active than in larger cities.

Figure 13: Estimated Time-Limit Program Costs and Net Income (after expenses)²²

| Category | Rate | Sub-Total | Total |
|--|-------------|-----------|-----------|
| Salaries and Wages | | \$ | 68,597 |
| Enforcement Officer | 1 \$20 / hr | 40,320 | |
| Management (25% of one FTE) | 1 \$60 K | 15,000 | |
| Payroll Taxes & Benefits | ~ 24% | 13,277 | |
| Supplies | | \$ | 27,950 |
| Misc. Supplies (annual cost) | 1 \$2,500 | 2,500 | |
| Parking Tickets (cost per 000) | 6800 \$20 | 136 | |
| Office Supplies (annual cost) | 1 \$1,500 | 1,500 | |
| Billings, Collections, Uncollectable Citations @20% (per year) | 1 \$23,814 | 23,814 | |
| Electronic Ticket Writers (over 5 years) | | \$ | 7,000 |
| Software | 1 \$20,000 | 20,000 | |
| Electronic Ticket Writers | 3 \$5,000 | 15,000 | |
| Signage Upgrades (over 5 years) | | \$ | 4,800 |
| 2-hour Parking Signs | 16 \$1,500 | 24,000 | |
| Sub Total - Operating Expenses | | \$ | 108,347 |
| Estimated Citation Income | | | \$119,070 |
| Net Operating Income | | | \$10,723 |

Based on our conservative cost and revenue projections for parking enforcement, such an effort in Goleta Old Town would be at least cost neutral. While our goal with regard to parking enforcement is the efficient management of the parking system and not revenue generation, many cities use parking enforcement to generate revenue. Our purpose in pointing out this fact is to highlight that parking enforcement need not cost a city more in expenses than it generates in revenue, provided that enforcement is done efficiently and with some measure of proper management oversight.

²² The cost of \$20.00 per hour indicated for a parking enforcement officer is based on information from the Bureau of Labor Statistics (BLS). BLS found a mean hourly wage for parking enforcement officers in the State of California of \$19.10 per hour: <http://www.bls.gov/oes/2006/may/oes333041.htm>.

ENFORCING TIME LIMITS ON HOLLISTER AVENUE ON-STREET SPACES

City staff has inquired about the costs associated with enforcing time limit restrictions for the parking spaces on Hollister Avenue and whether such a policy would also require the creation of off-street parking facilities in the area (and the payment of associated expenses) to accommodate long-term parkers who would be discouraged from parking on Hollister Avenue.

Field data for our study has indicated that, during the peak hour for the study area, 14 of the 44 vehicles parked along Hollister Avenue were parked for three or more hours.²³ We assume that most of these vehicles belong to owners or employees of businesses in the area. Vehicles parked for more than three hours were distributed over six blocks with only one block, Block 5, experiencing more than two vehicles parked long term. It is true that effective on-street parking enforcement would encourage the drivers of these vehicles to park elsewhere in the study area.

The off-street parking supply on each block is sufficient to park these long-term parkers, which amount to two or fewer vehicles per block except in the case of Block 5. In the case of Blocks 4 and 5, we expect that some short-term parkers who currently cannot find parking spaces on Hollister Avenue and park elsewhere as a result would park on Hollister Avenue once spaces were made available for short-term parkers.

In our view, building additional off-street parking to increase what is already a sufficient supply of parking for business owners and employees is unnecessary, costly and ultimately would amount to a significant public subsidy for drivers. To the extent that these long-term vehicles do not belong to drivers who work in Old Town,²⁴ we suggest that the City should not bear the cost of parking these vehicles; it is not the City's responsibility. In short, enforcing time limit restrictions for parking spaces on Hollister Avenue should not specifically require the creation of more off-street parking spaces. On the contrary, it would likely make all spaces within the system more efficient by allowing existing spaces to handle more, rather than fewer, vehicles.

We have stated that increased parking enforcement efforts would improve the efficiency of the existing parking system, better serve customers and therefore, ultimately, help most businesses in Old Town as well. However, if on-street parking spaces are not removed from Hollister Avenue, the parking surplus that currently exists in the area would remain. Old Town businesses currently function without parking enforcement operations in place. Based on current conditions, we do not see a reason that they would not continue to do so.

Can the City afford to enforce short-term parking restrictions?

City staff have questioned whether enforcing parking restrictions is practical, particularly if only some on-street spaces have time limit restrictions placed on them. As noted earlier, parking enforcement

²³ Over the course of our 10-hour survey period, a total of 271 vehicles parked along Hollister Avenue. 16 vehicles were parked for three or more hours. 15 vehicles were parked for four or more hours. As noted, 14 of these vehicles were parked during the peak hour for the study area.

²⁴ Five of the vehicles parked on Hollister Avenue were parked for nine or more hours during our survey day. We suspect that some of these vehicles may belong to residents or other drivers who wish to park their vehicles for long periods of time.

GOLETA OLD TOWN PARKING STUDY

FINAL REPORT



JUNE 30, 2011

37-8140.00

operations need not be a cost center but instead can and, if necessary, should generate sufficient revenue to cover costs. Cost should therefore not be a reason not to enforce parking restrictions; parking enforcement can and should pay for itself. To the extent that the City does not wish to increase staffing to enforce parking regulations, we note that enforcement can be performed on a somewhat intermittent basis and be somewhat effective. In addition, off-duty law enforcement officers, private security personnel, or a local parking company can be employed to enforce parking regulations. Parking restrictions that are not enforced will, in virtually all cases, fail to provide the desired parking management benefits.

CONCLUSION - PARKING MANAGEMENT STRATEGIES

Walker assessed parking management strategies, which consist of tools and strategies that can be used in order to allocate as efficiently as possible the demand for parking in situations where, otherwise, the demand for parking would be imbalanced and inefficient. Much of the physical infrastructure would be underutilized and for all intents and purposes go to waste.

Parking management, or demand management, strategies often take two forms. The management and redistribution of parking demand from impacted (full) spaces to underutilized spaces in order to effectively accommodate vehicles and people. Our overall recommendation for such parking management strategies in Old Town has been presented, quantified and discussed throughout this report.

In dense and highly congested areas, parking demand management strategies often look to non-single occupancy vehicle modes of transportation in order to reduce the demand for parking. Walker reviewed such strategies for Old Town Goleta. However, we note that these strategies generally exist in the Old Town area (including significant transit service). Further, the area may not be ripe for measures that may discourage driving. We also note that the importance of implementing parking management strategies depends on a number of factors including the level of parking demand, parking occupancy rates, the cost of providing parking spaces and the costs of alternatives. Based on the data collected and indicated elsewhere in the report that dealt with current and future parking demand as well as our survey of the public, current parking occupancy rates in Goleta Old Town overall may not be such that they warrant such measures beyond the redistribution of parking demand as recommended in this report.



APPENDIX A
PARKING SURVEY
MEMORANDUM

SUMMARY OF
FINDINGS

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



WALKER
PARKING CONSULTANTS

| | | |
|-----------------|--|---|
| DATE: | October 8, updated November 2, 2010 | 606 South Olive Street, Suite 1100 Los Angeles, CA 90014 |
| TO: | George Amoon | |
| COMPANY: | City of Goleta | Voice: 213.488.4911 Fax: 213.488.4983 www.walkerparking.com |
| FROM: | Steffen Turoff | |
| PROJECT NAME: | Goleta Old Town Parking Survey Results | |
| PROJECT NUMBER: | 37-8140.00 | |
| SUBJECT: | Parking Survey | |

PARKING SURVEY OVERVIEW

The objective of this task was to develop a survey aimed at obtaining input about the parking system from current users. The survey was designed to solicit information about user groups, parking patterns, duration of visits, safety, amenities, and the perception of current parking conditions, facilities, and potential alternatives for parking. The original survey was designed by Walker Parking Consultants and distributed by the City of Goleta and the Goleta Chamber of Commerce. The survey administration method was either "paper and pencil" or an on line questionnaire. The survey questions and format were identical regardless of the administration method selected by the respondent. The question types included ordinal, nominal, dichotomous and open-ended. Surveys were distributed in both English and Spanish. The results of the survey have been used to inform the recommendations contained in Technical Memorandums 1 and 2.

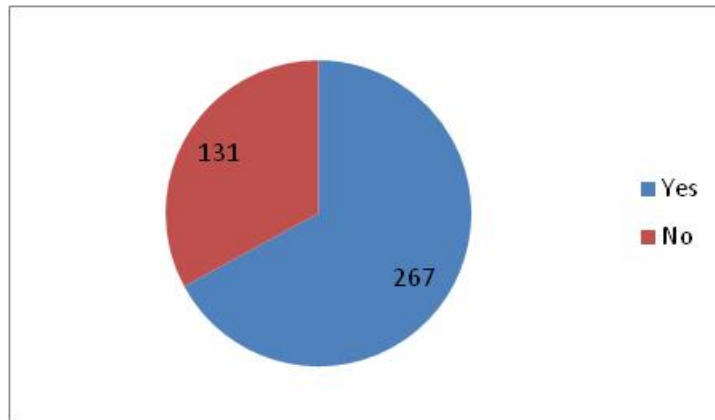
SURVEY DATA

The survey period spanned a four month period from June 26 to October 26. In that time 403 surveys were completed. A summary of the results is provided on the following pages.

QUESTION 1

According to the survey results, two-thirds (67%) of the survey respondents, 267 people, lived in the City of Goleta. This indicates that the current parking system is providing one parking space for out-of-town visitors or employees for every two spaces being provided for City residents.

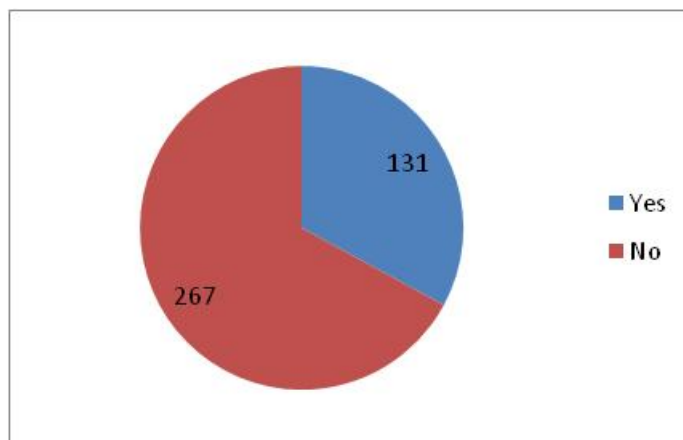
Question 1: Do you live in the City of Goleta?



QUESTION 2

Question two identifies how many of the survey respondents live specifically in Goleta Old Town. As identified in the responses, one-third of the survey respondents, 131 people, indicated they live in Goleta Old Town.

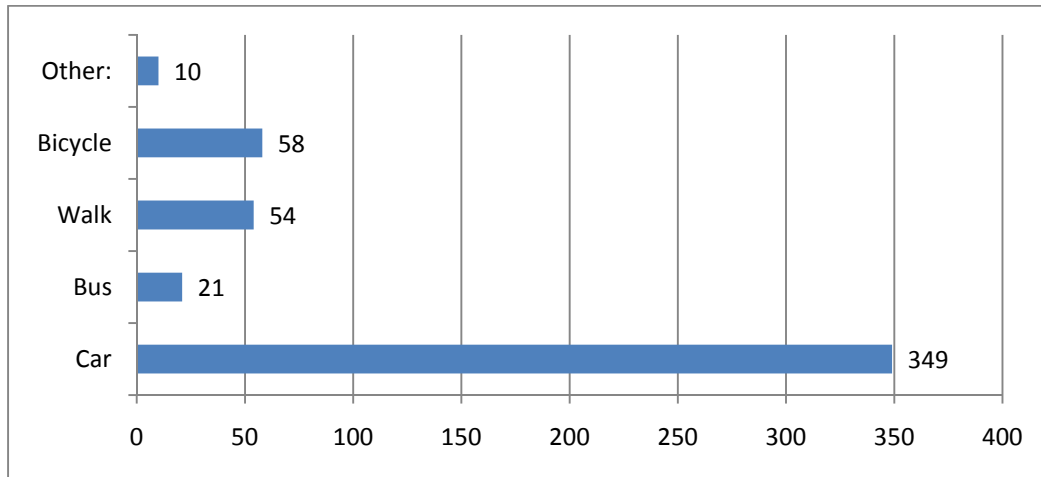
Question 2: Do you live in Goleta Old Town?



QUESTION 3

In response to question 3, the car was the most frequently cited form of transportation used to visit the Hollister Avenue corridor with more than 87 percent of respondents identifying “car” as their primary transportation mode used to visit Hollister Avenue. “Bicycle” was the second most reported transportation modality with approximately 15 percent of the respondents indicating they used a bicycle to come to the Hollister Avenue area. Respondents were able to select more than one answer, so some duplication or overlap does exist.

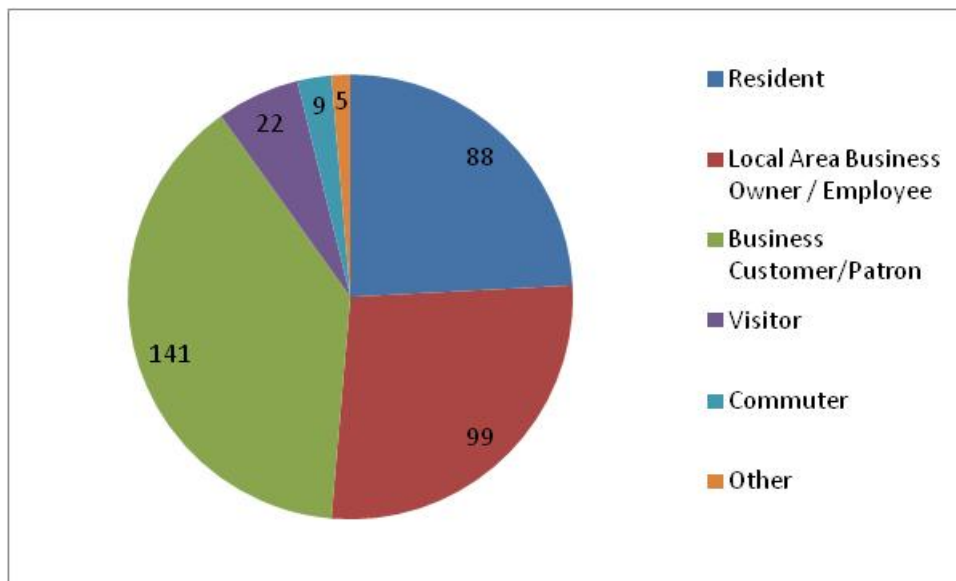
Question 3: How do you typically come to the area along or near Hollister Avenue? (Current mode choice)



QUESTION 4

Question 4 looked to identify why respondents come to the Hollister Avenue area. The most frequently cited response was business customer or patron with nearly 39 percent selecting this response. Business owner or employee was the next most cited response with 27 percent of the respondents selecting this category. The next most frequently cited response was resident with 24 percent of the respondents selecting this category.¹

Question 4: What best describes your status as someone who parks on or near Hollister Avenue?

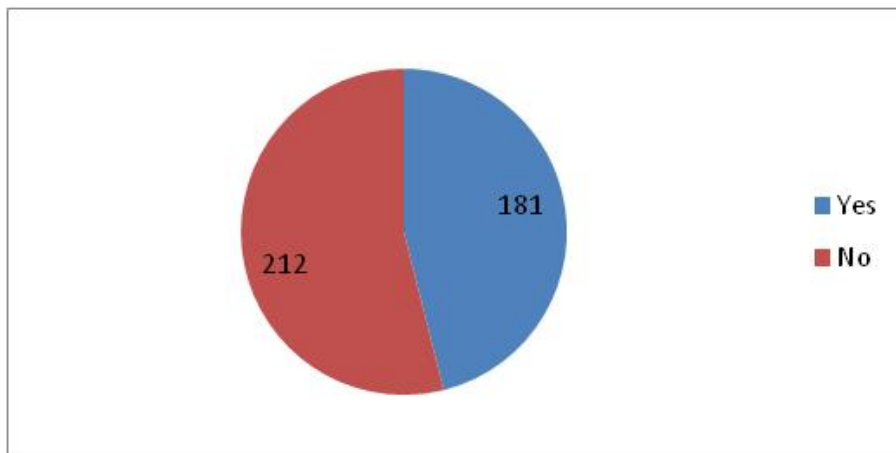


¹ Several respondents were not included in this data; twenty four of the respondents indicated that their destination or residence was actually outside the study area. Additional responses were unclear with regard to purpose trip to the area.

QUESTION 5

Question 5 sought to identify how difficult it is to find parking on or near Hollister Avenue. This question, although subjective, was designed to identify people’s perception regarding the relative ease to find available parking in Goleta Old Town. As noted in the responses slightly more than one-half (54%) of the respondents reported not having trouble finding parking; slightly less than half reported having difficulty finding parking.

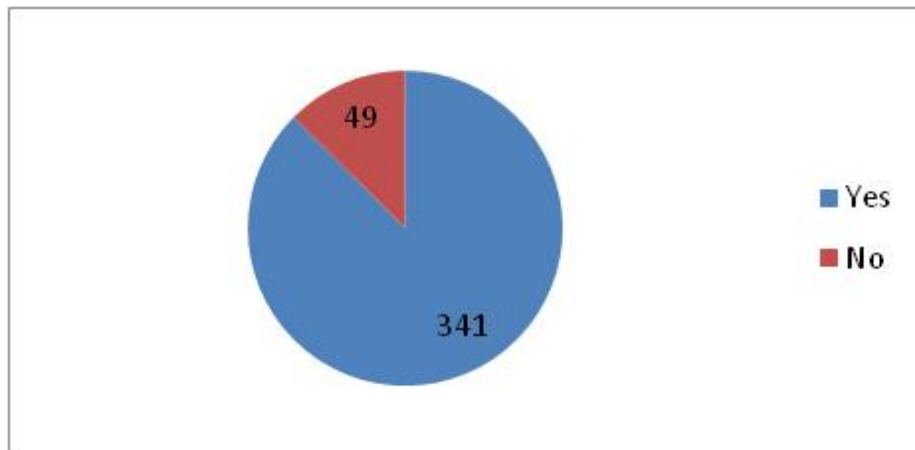
Question 5: Do you typically have trouble finding parking when you want to park along or within a block of Hollister Avenue in Goleta Old Town?



QUESTION 6

Question 6 sought to identify whether respondents feel safe when they are parking in Goleta during the day. The vast majority, 87 percent, indicated they felt safe parking in Goleta Old Town during the day. This question also allowed respondents to post comments about safety. Many of the comments identified bicycling safety and the speed of vehicle travel on Hollister Avenue as their primary concerns regarding safety. A complete list of the comments can be found in the Appendix.

Question 6: During the day do you generally feel safe where you currently park in Goleta Old Town?

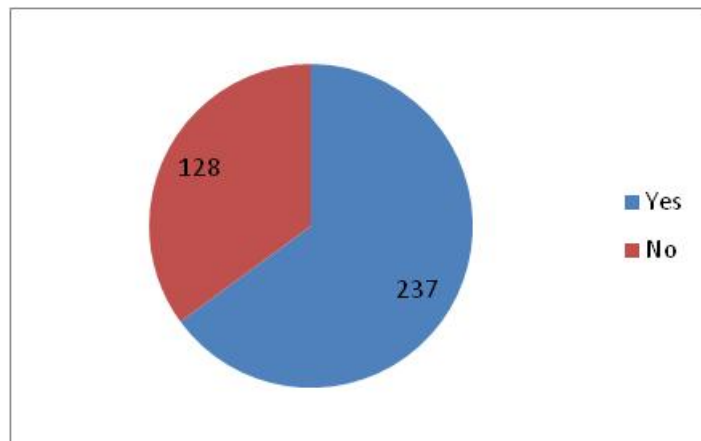


Note: Not all respondents drive, so 390 responses were recorded

QUESTION 7

Question 7 also inquired about safety. This time the question was about the perception of feeling safe parking at night in Goleta Old Town. While a majority (65%) of respondents indicated they felt safe, the numbers dropped significantly from question 6. Many of the comments indicated that additional lighting would be beneficial. A complete list of the comments can be found in the Appendix.

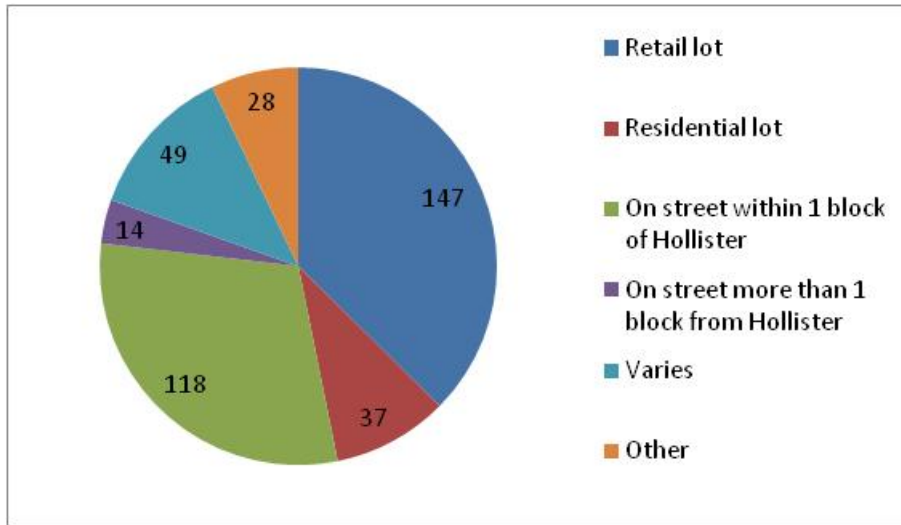
Question 7: At night do you generally feel safe where you currently park in Goleta Old Town?



QUESTION 8

This question asked respondents to identify where they parked when they came to the Hollister Avenue area. Approximately two-thirds of the respondents indicated they parked in either a nearby retail lot or on the street. Approximately nine (9) percent indicated they parked in a residential lot, and four (4) percent indicated they parked more than one block away from their intended destination. Many of the comments indicated that respondents parked their bicycle nearby. A complete list of the comments for this question can be found in the Appendix.

Question 8: How would you characterize the location of where you typically park in Goleta Old Town?

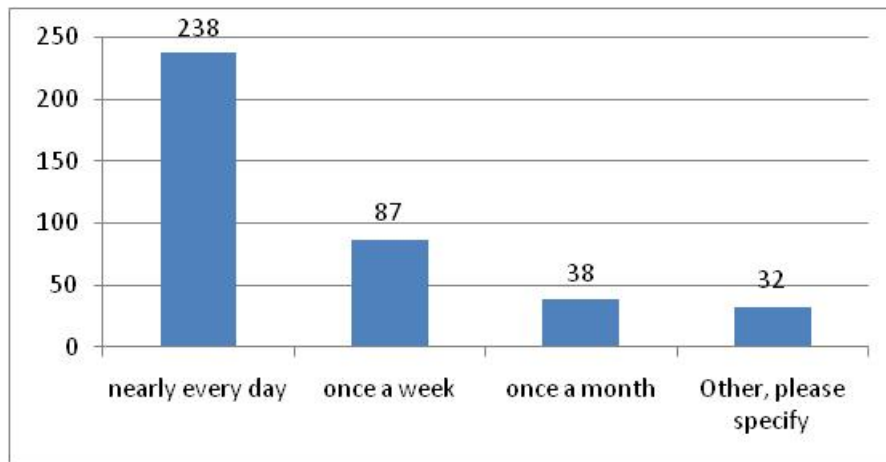




QUESTION 9

This question sought to identify how often respondents visit Hollister Avenue or Goleta Old Town. Ideally this would help identify if parking on the survey day was reflective of typical or average conditions. A majority of respondents (60%) indicated that they visit the area nearly every day. The comments also correlate to this response rate. A complete list of the comments related to this question can be found in the Appendix.

Question 9: How often do you come to Hollister Avenue/Goleta Old Town?

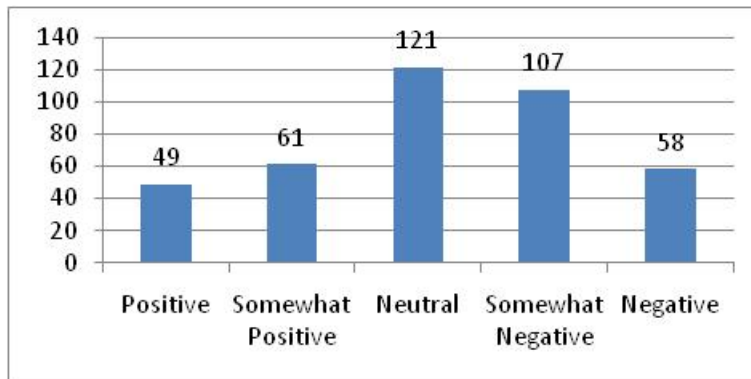




QUESTION 10

Question 10 asked respondents to identify their perceptions of parking near Hollister Avenue or in Goleta Old Town. This is a subjective question that seeks to identify the respondents' general opinion of parking. No definitions or degrees of magnitude were provided to help gauge the intensity of their response. The responses do skew somewhat towards negative with 42 percent of the respondents indicating that their perception of parking near Hollister Avenue or in Goleta Old Town is negative or somewhat negative. Approximately 27 percent recorded their perception as positive or somewhat positive.

Question 10: What is your overall perception of parking near Hollister Avenue or in Goleta Old Town?

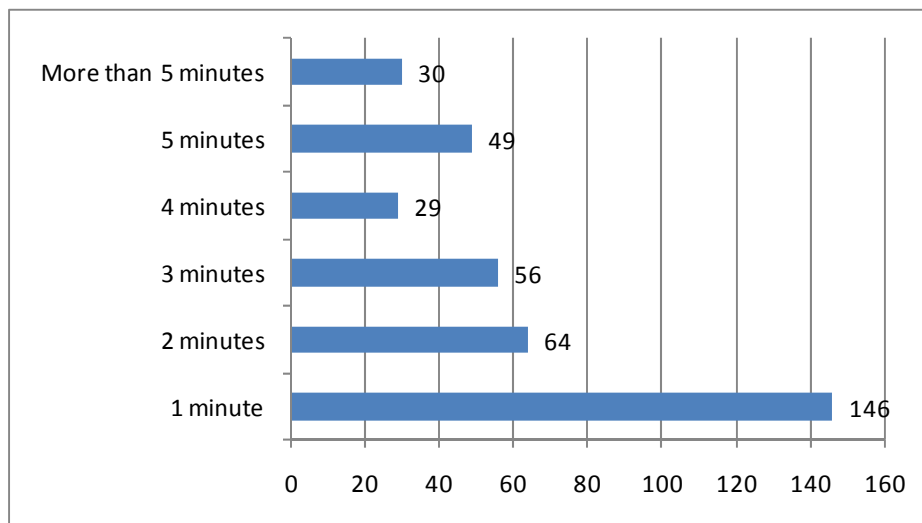


QUESTION 11

Question 11 sought to identify whether respondents had difficulty finding available parking during their visit to Hollister Avenue. More than half of the respondents indicated they were able to find parking within two minutes of arriving to the Hollister Avenue area. Approximately 20 percent of the respondents stated that they took five minutes or more to find parking.

While this question affords discrete time parameters for each response, most people driving to an area and looking to find parking do not actively record their time searching for parking. As a result, the responses while precise, down to the nearest one minute increment, may not accurately reflect the duration of time actually looking for parking. Rather it suggests that most respondents did not have difficulty parking; however, approximately one in five respondents did identify finding satisfactory parking to be difficult.

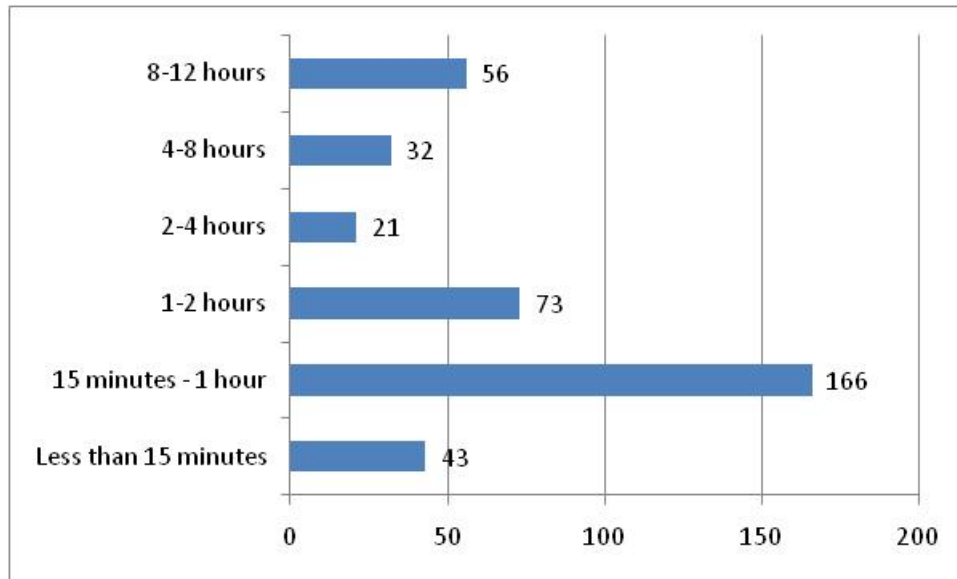
Question 11: On average, how much time do you spend looking for a parking space along Hollister Avenue or within a block of Hollister Avenue for either on street parking or in a parking lot?



QUESTION 12

This question asked respondents to provide a time estimate to associate with the length of their visit. Again, most people shopping or dining do not necessarily record their time in an area accurately. This question does identify that 72 percent of the respondents indicated their planned visit was for less than two hours. 85 of the respondents or 22 percent indicated they planned on spending more than four hours in the Hollister Avenue area.

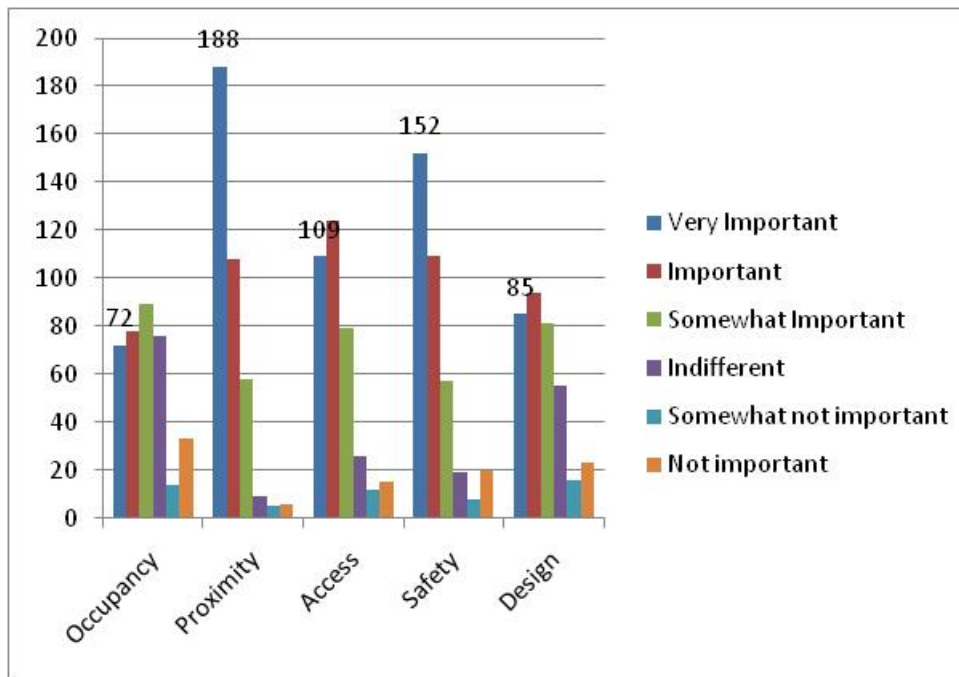
Question 12: What is your average length of stay in the area when parking on-street or in a lot along Hollister Avenue or within a block of Hollister Avenue?



QUESTION 13

Question 13 asked respondents to rank their preferences of six different factors related to parking. This question was asked to help identify respondents’ opinion on different parking attributes and not necessarily their opinion of the parking system in Goleta Old Town. Proximity to the destination was identified as the most important attribute followed by safety and then ease of access. Interestingly, occupancy or availability of parking was the least cited attribute as being the “most important.”

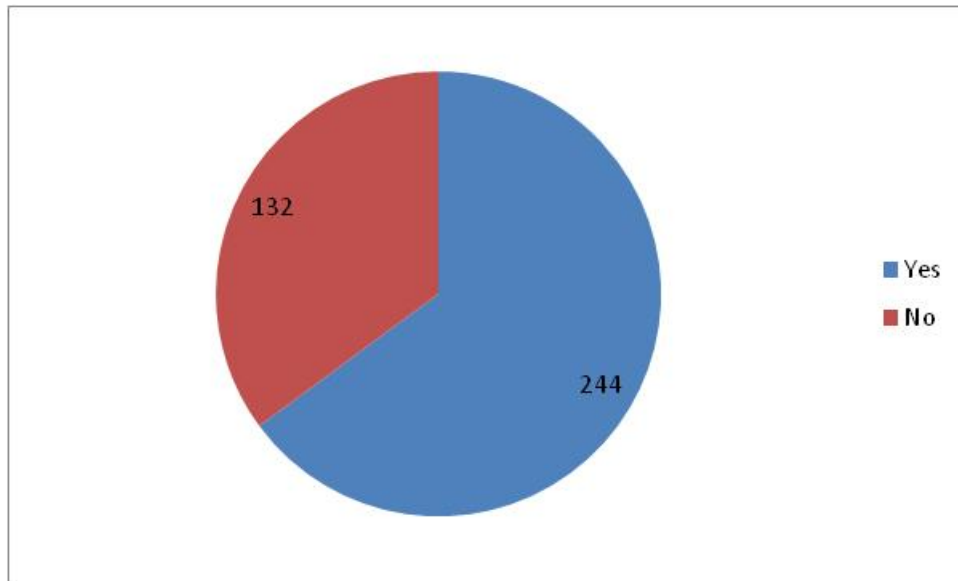
Question 13: What is the most important factor you consider when choosing a parking space (please rank from 1 – 6)?



QUESTION 14

Question 14 asked respondents if they would be willing to have fewer parking spaces directly on Hollister Avenue in exchange for other improvements including wider sidewalks, bike lanes, lighting and landscaping. Approximately two-thirds of the respondents indicated that this would be an agreeable exchange. Over 100 respondents also provided additional comments on this question. A complete list of the comments can be found in the Appendix.

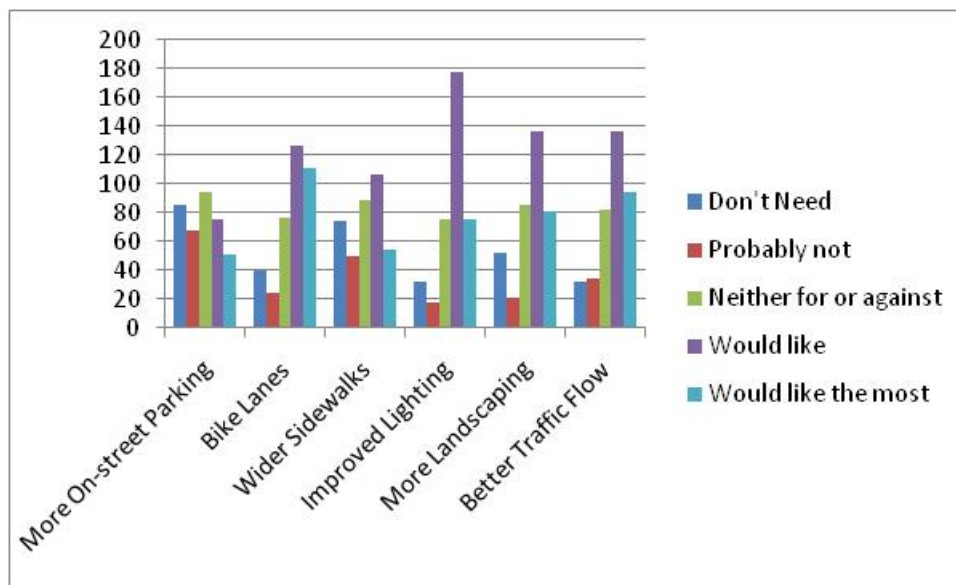
Question 14: Would you be willing to have fewer on-street spaces along Hollister Avenue if it meant wider sidewalks, bike lanes, improved lighting and landscaping?



QUESTION 15

Following up to question 14, question 15 asked respondents to rank their preferences for various attributes that could potentially be related to Hollister Avenue. Improved lighting received the most support for the attribute that the respondents identified that they would like or like the most. This was followed by more landscaping and better traffic flow. Interestingly, more on-street parking scored the lowest number of responses as the attribute they would like or like the most.

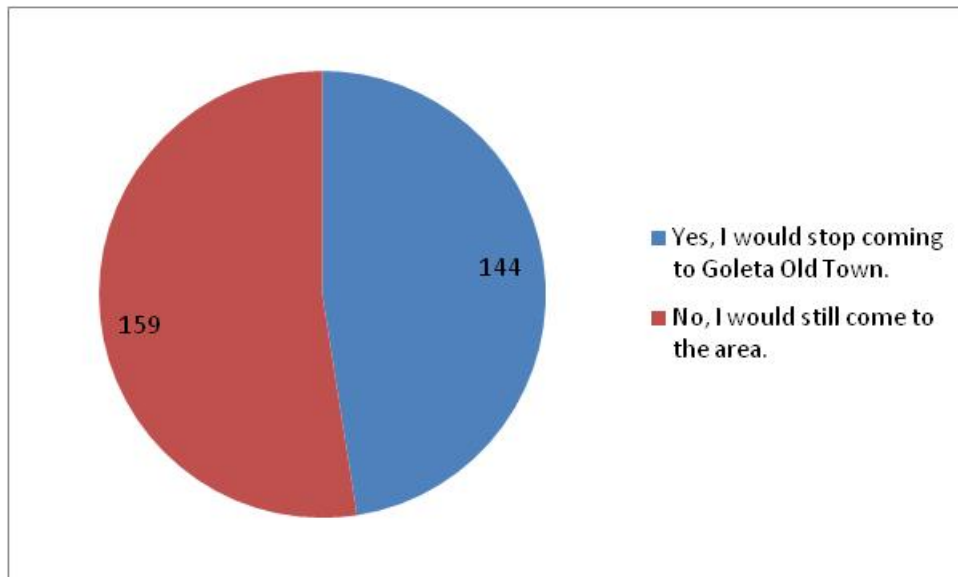
Question 15: Thinking about Hollister Avenue in Goleta Old Town, please rank your preference for each attribute listed below.



QUESTION 16

Question 16 was a prospective question asking respondents to identify their likely behavior or change in behavior if a fee for parking was implemented in Goleta Old Town or along Hollister Avenue. While soliciting potential behavior is compelling, research indicates that it is not necessarily an accurate predictor of actual behavior. That said, more than one-third of the respondents indicated they would stop coming to Goleta Old Town if a fee for parking were to be implemented. We note that there were 122 additional comments that we include in the appendix. Many of the comments indicated that they might be willing to pay for parking but that “it depends”

Question 16: Would your daily behavior change if there were a fee for parking on Hollister Avenue or in parking lots close to Hollister in Goleta Old Town?



QUESTION 17

Question 17 was open ended and designed to offer respondents an opportunity to comment on parking in Goleta Old Town. Below is a sample of the responses. A complete, unedited, list of all 196 responses can be found in the Appendix.

Question 17: Please provide any other comments you have about parking in Goleta Old Town.

- Find a way to have less cars and less traffic.
- I am so cheap, I would park far away and walk to avoid paying for parking.
- When I drive my car or take the company truck (which is large) I have never had a problem.
- parking of oversized vehicles should be limited or subject to a fee.
- In general I think parking is fine. Rarely do I drive around the block more than once. Most businesses have small lots and I use them.
- Unfortunately it is not just the lack of parking, it is the somewhat shady folks hanging in front of 7-11/Bus stop, sketchy cross-walks and too high curbs and just the overall rundown look of Old Towne.
- Again, a bike LANE, not just a line painted on the street.
- A fee with 30min free would have a minimal impact on my behavior. If there were not a short free parking time then it would make it less likely that I would make short visits.
- what parking lots ?? The very limited space behind some businesses is usually used by employees and their delivery vehicles.
- No parking problems for me; riding my bike, though, is SCARY. Between cars and people opening car doors, I'm terrified.
- Curbs are too high in places for passenger side doors (on Hollister). Scary for bicyclist and drivers opening doors/pulling out into cyclist.
- We have contacted the city about motor homes parked forever on Kellogg Way and have not been listened to. Nothing has been done.
- Consider having all parking off of Hollister in Old Town. Provide parking lots at both end and in the middle of town.
- Employees of various Hollister Ave businesses seem to think Kellogg Ave is their parking lot not leaving room for home owners.
- I think that the parking structure should be made so that you can park for one hour only, that way there is more parking available. That way people won't get annoyed.



Responses to Open-ended Survey Questions

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS - APPENDIX



WALKER
PARKING CONSULTANT

3. How do you typically come to the area along or near Hollister Avenue?

| | Response |
|----|---|
| 1 | motorcycle |
| 2 | Motorcycle |
| 3 | Car, Bike, Walk equally often, rarely bus |
| 4 | Motorcycle |
| 5 | Bicycle when I am feeling brave |
| 6 | Most often by bike |
| 7 | Motor scooter |
| 8 | 50% car 50%bike |
| 9 | Mostly walk |
| 10 | Most of our clients and volunteers drive. |

| 6. During the day do you generally feel safe where you currently park in Goleta Old Town? | |
|---|--|
| # | Response |
| 1 | When I bike through, I feel very unsafe, especially where there are no bike lanes and I have to keep one eye on adjoining car traffic and one eye on parked cars whose doors may suddenly open in my path. |
| 2 | Bike racks nowhere to be found |
| 3 | Personal safety yes, however, stepping out of vehicle on driver's side into traffic area a concern. |
| 4 | I feel safe parking and leaving my car (in my driveway), but I do NOT feel safe driving, walking or biking. People drive WAY TOO FAST on Hollister and on the back streets (where I live). |
| 5 | Need more bike lanes, traffic lights and parking spaces |
| 6 | I ride my bicycle; I rarely park a car. |
| 7 | I generally feel safe, but the experience is not pleasant. |
| 8 | We live in Santa Barbara, other than petty thief and dui's not much else going on... |
| 9 | Lots of people around. |
| 10 | I work in Goleta and Old town has really good restaurants for lunch. I would eat at these places more frequently if there was more parking available. I don't mind walking but my lunch hour isn't long enough to walk to the place and still have time to eat. |
| 11 | Sometimes afraid of being hit by fast cars on Hollister |
| 12 | Still feels a little dicey getting into and out of car next to travel lanes |
| 13 | Have own lot at building and bordered by Fairview Business Park |
| 14 | Parking is cramped and I worry that somebody will hit my parked car while trying to park. |
| 15 | I frequently ride a bicycle to the Goleta Community Center. Riding along Hollister in Old Town is extremely dangerous for bicyclists. There are no bike lanes. I learned years ago that I was taking my life in my hands to try to ride along Hollister. Now I must take very inconvenient alternate routes in order to avoid the danger. The City of Goleta should be encouraging bicycling. Bicycling reduces auto traffic, reduces air pollution, reduces our |

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



WALKER
PARKING CONSULTANTS

PAGE 21

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| | dependence on foreign oil, reduces gasoline prices (by reducing demand), and increases the health of the public (as long as they aren't endangered by cars). Please add bike lanes to Hollister through Old Town! |
| 16 | I generally park my bike where I can see it. |
| 17 | I worked in Downtown Goleta for 20 years. I also resided in the Michell apts for 8 years. I felt safe! |
| 18 | Parked cars and opening doors make it unsafe to bike through Old Town - need to ban parking on one side of Hollister and make all lanes wider & more consistent. Looks like shops on the S side have more good alternatives to street parking than shops on the N side. Very tough to balance bike/ped. safety with need for shops to have nearby parking. I think some off street parking will be needed & better signage and shop entrances facing off street parking. |
| 19 | cars whizzing by too quickly. SLOW it down. make it two lanes, speed bumps, and parking like in the renovated Ventura old town. (at an angle, almost parallel - improve sidewalks, bike lane) PLEASE! |
| 20 | A little sketchy on the side streets. |
| 21 | Please do NOT make Hollister even less safe for bicyclists! |
| 22 | I am more concerned (feel less "safe") by the traffic than I am from thieves/vandals, etc. I ride my bike down Hollister Ave. frequently, and I'm concerned about being hit along this stretch. |
| 23 | Except when giant vehicles are parked on the street and I can't see on coming traffic when pulling out of The Habit parking lot. |
| 24 | Yes- If I find parking on Hollister. No- If I have to go to side streets. |
| 25 | I can usually find parking at the locations I visit (Taco Bell, Natural Cafe, Pepe's, O Reilys Auto Parts, Larry's Auto Parts, and more...) |
| 26 | I have lived in the area and wherever I park I don't think twice about parking in the area. |
| 27 | I feel very unsafe bicycling in Old Town Goleta |
| 28 | I have to be especially careful about other cars and buses who don't want to make room for me and come too close. |
| 29 | I feel very unsafe bicycling in Old Town Goleta |

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



WALKER
PARKING CONSULTANTS

PAGE 22

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|----|--|
| 30 | I park my bicycle near to my destination. |
| 31 | But I feel very unsafe cycling. |
| 32 | Bicycling in Goleta is hazardous; I do not feel safe on my bike. |
| 33 | Lack of bike lanes is a problem. Crossing lights are extremely dangerous as other vehicles can block view of the signal and peds. |
| 34 | I feel very unsafe bicycling in Old Town Goleta |
| 35 | However, when I bike to work, I feel very unsafe biking between 217 and Fairview along Hollister |
| 36 | Businesses need to be less threatening about towing away cars remaining in their lot while I patronize other nearby businesses after shopping at theirs. |
| 37 | I wish bicycling could be makde safer, though. |
| 38 | I feel like I am cheating death riding my bicycle in old town. |
| 39 | I choose to spend my time away from the out skirts of old town. |
| 40 | But I hate that most of the businesses don't have a lot of parking so I have to park all far from where I want to go and then walk. |
| 41 | Getting in and out of car can be scary with buses, cars going by so close and fast. |
| 42 | I personally feel safe but I have concerns about my car as there are times when I return to my car leaving my parking spot can be a challenge as cars park too close together. |
| 43 | My parking is apartment assigned only. |
| 44 | I assume you mean, not where I park, but where I park my vehicle. |
| 45 | I walk to businesses in my neighborhood-daytime only-I probably wouldn't feel safe as a female walking after dark. |
| 46 | My car's antenna was bent by someone. |
| 47 | When in my car I usually refrain from using the Hollister spaces with high curbs and dense traffic in favor of parking on the side streets |
| 48 | Park only in residential lot |

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



PAGE 23

| | |
|----|---|
| 49 | People in parked cars often open their doors into me as I'm forced to ride my bike too close to parked cars. We should widen sidewalks, designate a class 2 bike lane down Hollister from Fairview to Ward Dr., and remove a lane of car traffic and /or on street parking to make room for this. |
| 50 | Sometimes |
| 51 | Not during Pattaya Grill's weekend music fests. |
| 52 | Have my own parking lot. |
| 53 | I park behind my house on Mandarin Dr. Many people have had their car vandalized while parking on the street. |
| 54 | Except for occasional graffiti and vandalism. |
| 55 | The sidewalks on the east side of Hollister are too big and high. When I park on the street, I can't open my passenger door and when I get out of the car, I am in direct traffic. |
| 56 | But the traffic moves pretty fast there, so one must watch out, especially walking across the street. |
| 57 | However due to the lack of structured parking I do not always feel my car is safe during the day. with a lack of sidewalks and un-designated parking areas there is a lot of cramped parking and corner parking that can make getting your car into or out of parking close to impossible. |
| 58 | Traffic is congested and do not look for pedestrians or parking cars |
| 59 | Curb / parallel parking with fast moving traffic -scary |
| 60 | I always wait to open my car door or to get my toddler out of the car, when there are cars passing. Some passing cars get very close to parked cars along the street. |
| 61 | drivers car doors open to traffic. |
| 62 | Most of the time you cannot park in front of the business you have to park behind. |
| 63 | Not sure. |



| 7. At night do you generally feel safe where you currently park in Goleta Old Town? | |
|---|--|
| # | Response |
| 1 | Same, no safe place to cycle. |
| 2 | n/a |
| 3 | We've parked on Hollister - no sense of whether side streets feel uncomfortable or not. |
| 4 | One has to be vigilant anywhere. Old Town Goleta is safe at night, at least before 10 pm. |
| 5 | I lived here 16 yrs and have never had my car broken into but there certainly are a lot of sketchy people around that could easily do so. |
| 6 | Parking is generally confined to early evening and I've had no issues. |
| 7 | However, some additional lighting in Old Town at night would be helpful. This could come with the revitalization project that was promised and that will hopefully eventually occur in Old Town. |
| 8 | Usually park at Community Center |
| 9 | Need more bike lanes, traffic lights and parking spaces |
| 10 | But a little uneasy |
| 11 | Even the residents of Old Town do not feel safe at night. I have friends who have moved away because of this. The locals are out and about in the day time and vanish at night. |
| 12 | Don't generally go to Old Town at night. |
| 13 | I don't regularly park in Old Town at night. |
| 14 | Same as above. I feel safe, but it is not a pleasant environment. There are various businesses that I frequent and would spend loads more time and money in Old Town if there was 1) more landscaping. 2) the streets and sidewalks were maintained; 3) more City activities were convened in the Community Center |
| 15 | Not here at night. |
| 16 | Few people around. |

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



PAGE 25

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|----|--|
| 17 | I would never come to Goleta Old Town at night. The image is that only the gangs are out after dark in old town. After dark I would go to Calle Real or State Street |
| 18 | Better lighting would be nice |
| 19 | Only if I lock my car in our lot |
| 20 | I walk, or ride my bike. Usually go places where I can see my bike. |
| 21 | I don't park there at night. |
| 22 | Do not park in downtown Goleta in the evening. |
| 23 | Street parking makes me feel very unsafe as a pedestrian & cyclist, especially on the N side of Hollister. Parked tall cars make it very dangerous to cross side streets as people creep out onto Hollister blindly. |
| 24 | n/a |
| 25 | Wouldn't walk at night on side streets. |
| 26 | Again, I'm more concerned by traffic and being hit by a car, especially when I ride my bike. |
| 27 | I used to live near Old Town (Kinman Ave) and there were a few times that my or my friends' cars parked on the street had obscene words or pictures drawn on them with something (shoe polish?). Thank goodness it wasn't spray paint. |
| 28 | Yes, as long as parking is along Hollister. No, if I must park within the neighborhoods. |
| 29 | Don't usually come downtown at night. |
| 30 | The thugs and gangs appear at night. It's a whole different world after dark. Our business is regularly vandalized. |
| 31 | There are some pretty dark areas and sometimes not a soul around. Gives me pause, and I'm a big guy. |
| 32 | very seldom go to "Old Town" area , other than just passing through at night. |
| 33 | I feel very unsafe bicycling in Old Town Goleta |
| 34 | No bicycle parking anywhere besides the community center. |
| 35 | I feel very unsafe bicycling in Old Town Goleta |

TECHNICAL MEMORANDUM

PARKING SURVEY RESULTS



WALKER
PARKING CONSULTANTS

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| 36 | I park my bicycle close to my destination. |
| 37 | But I feel very unsafe cycling. |
| 38 | I do not feel safe on my bike (my car, yes; my bike, no). We need bike lanes! |
| 39 | Same comments as in daytime. |
| 40 | I really want to see some large street tree canopy - it is instant charm and encourages strolling and a sense of community. Just saw it in Pasadena and know we could have that too. |
| 41 | I feel very unsafe bicycling in Old Town Goleta |
| 42 | There are too few racks or posts to lock my bicycle securely. |
| 43 | I wish bicycling could be makde safer, though. |
| 44 | Yes, but if I want to bike, it is very unsafe. |
| 45 | There are adaquate car parking spaces but not enough bicycle racks or post for locking bikes. |
| 46 | Before 8pm |
| 47 | Never park at night in Old Town except for Pepe's off street parking lot. |
| 48 | n/a |
| 49 | Having the sheriff substation there is a really high benefit for safety. |
| 50 | Own parking lot. |
| 51 | There have several incidents requiring police attention across teh street at the 7-11. |
| 52 | Residence parking |
| 53 | Not enough lighting. |
| 54 | Lighting could be improved on nearby surface streets. |
| 55 | I park in my own designated space right in front of my door. |
| 56 | My own spot. |

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| | |
|----|---|
| 57 | Between 10pm to early morning my car's two tires were destroyed by someone on 3/30/10 |
| 58 | not always |
| 59 | n/a |
| 60 | Street lighting could be better on Kinnan |
| 61 | Needs more lighting |
| 62 | Live elsewhere |
| 63 | N/A |
| 64 | n/a |
| 65 | Don't park in Goleta at night |
| 66 | Mostly |
| 67 | Do not drive into Old Town |
| 68 | n/a |
| 69 | Do not park in Old Town Goleta at night |
| 70 | Not in the area after 5PM on weekdays |
| 71 | But the illegal alien problem is getting bad. |
| 72 | Additional lighting would help |
| 73 | Too many signs of gang activity/graffiti |
| 74 | We have motion sensor lighting at front exterior. |
| 75 | Don't typically park/drive at night |
| 76 | Cars have been damaged while parked. |
| 77 | Sometimes |
| 78 | Not in Old Town at night |

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| | |
|-----|---|
| 79 | Some streets could use more lighting. |
| 80 | There have been robberies and vandalism, but I'm generally okay; I park off street. |
| 81 | Some residential is not good! |
| 82 | Need more lighting at night. |
| 83 | Community Center has lots of off street parking. |
| 84 | I don't frequent a business at night unless I can find parking very near by and it's well lit. |
| 85 | Certain parts. |
| 86 | There is no secure place. |
| 87 | I don't go out at night. |
| 88 | Very dark. Lots of hiding places. |
| 89 | I do not go to Old Town at night. |
| 90 | I do not come to Old Town Goleta at night, it does not seem very safe. |
| 91 | I never have had a problem and the Sheriff's blotter seldom notes any problem |
| 92 | Depends on which area and how lit up it is |
| 93 | sometimes... |
| 94 | Dark on side streets close to Hollister corridor |
| 95 | Will not go into old town at night, not safe, except at the community center or the new hotel, close by. |
| 96 | im never around goleta at night. |
| 97 | They say there are a lot of gangs in the news, but when I've been there waiting for the bus, never seen them. |
| 98 | drivers car doors open to traffic |
| 99 | N/A |
| 100 | N/A |



| 8. How would you characterize the location of where you typically park in Goleta Old Town? | |
|--|--|
| # | Response |
| 1 | this question should allow for multiple responses |
| 2 | Bike rack, pole, street sign |
| 3 | off street private driveway, residence |
| 4 | I also park in my driveway |
| 5 | I walk from my house to frequent the stores in Old Town. |
| 6 | I park my bicycle outside the business. Wider sidewalks and bike racks would be a good addition. |
| 7 | |
| 8 | 3 blocks off Hollister |
| 9 | I ride my bike |
| 10 | Unusually, in my own driveway |
| 11 | There is no secure bicycle parking in most of Old Town Goleta |
| 12 | I ride/park a bicycle |
| 13 | I lock my bicycle close to my destination. |
| 14 | My business has it's own parking. |
| 15 | Park at Motel 8 parking lot to work at Jiffy Lube. |
| 16 | Own drive way |
| 17 | Very hard to park behind Honda dealership (many invaders) |
| 18 | Patio |
| 19 | In my garage or parking space. |
| 20 | Private residence |

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| | |
|----|--|
| 21 | Park at my own business |
| 22 | I lock my bike to a newspaper stand on the sidewalk |
| 23 | In my driveway |
| 24 | An alley way off of Rutherford St |
| 25 | It depends on what is available by my home |
| 26 | There are a lot of cars parked on both sides of the street during the day and night. It's impossible to find an empty space. |
| 27 | Depends on what business I am doing |
| 28 | Curbs are too high, cannot open passenger door. |

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| 9. How often do you come to Hollister Avenue/Goleta Old Town? | |
|---|---|
| # | Response |
| 1 | |
| 2 | twice a month |
| 3 | a couple times a month |
| 4 | i live here |
| 5 | Approximately 3 times a week |
| 6 | I live there |
| 7 | Daily, as I live off of S. Kellogg Ave. |
| 8 | every other day or two |
| 9 | twice a month |
| 10 | Every day |
| 11 | once every two weeks |
| 12 | twice a week |
| 13 | As needed. I often drive through. |
| 14 | 3 days/week |
| 15 | Resident |
| 16 | Everyday |
| 17 | everyday |
| 18 | Every morning when I roll out of bed |
| 19 | Two to three times per month |
| 20 | Once a week for shopping and eating |

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| | |
|----|---|
| 21 | 3 times per week |
| 22 | When I want to eat-sporadic |
| 23 | 2 to 3 times per week |
| 24 | 3-4 days per week |
| 25 | Live there |
| 26 | Daily |
| 27 | Everyday |
| 28 | Live here |
| 29 | 2-3 times/month |
| 30 | monday - fry |
| 31 | Every day, I work close to Old town, and live close to Old Town |
| 32 | 2-3 times per week |

14. Would you be willing to have fewer on-street spaces along Hollister Avenue if it meant wider sidewalks, bike lanes, improved lighting and landscaping?

| # | Response |
|----|---|
| 1 | PLEASE! i would bike more here but it is SO scary. terrible for walking, too! |
| 2 | Absolutely! At a minimum we need separate bike lanes so I won't impede car traffic and I only have to worry about parked cars. The sidewalks seem wide enough, though it would be nice to have places to eat outside. With more bike lanes I would drive my car less there so in my case, less car parking would be needed. |
| 3 | This is not SB state st. Please do not turn it into a franchise only corridor like happened to SB state st. there are very few vacant stores on hollister , but many on state st. |
| 4 | And please don't forget secure bikeracks, see what UCSB just installed |
| 5 | Yes Bicycles and Pedestrians need much more space and attention in old town Goleta...Traffic Calming, Bicycle Paths & Safe crossings bor bicycles and pedestrians. |
| 6 | yes, BUT this means forcing MORE traffic into MY neighborhood,. There is already WAY too much traffic on Mandarin! It is used as an alternent route to Hollister- and my family did not fully appreciate this fact when we bought our house. It sucks! |
| 7 | If additional parking was identified within two blocks of Hollister, landscaping and other improvements would be helpful. Wider sidewalks are not an issue but curb height and general appearance of sidewalks, and adequate lighting are. |
| 8 | Yes yes yes. My vision is a 2 lane Hollister with lots tucked away in old town's charming interior. No cars parked on Hollister save for deliveries and disabled parkers |
| 9 | I think you could have more parking on Hollister (diagonal) and still have better walkways,bike lanes,lighting and landscaping. but you would need to make hollister one lane in either direction. If your just passing through use the Freeway. |
| 10 | This is a GREAT suggestion. Wider sidewalks, improved bike lanes and lighting would really help the overall look of Old Town. It would bring some consistency to the scattered/random look of the store fronts. |
| 11 | Need better cross lights for pedestrains. VERY POOR/DANGEROUS CROSSING LIGHTS FOR PEDESTRIANS ON HOLLISTER/OLD TOWN GOLETA. NEEDS IMPROVEMENTS |

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| | |
|----|--|
| 12 | The question is loaded |
| 13 | How about fewer trucks? |
| 14 | Let's make Old Town much more pedestrian and bicycle friendly with wider sidewalks and real bike lanes. |
| 15 | so long as there IS parking, it does not need to be on the street itself |
| 16 | Absolutely.....I see near misses daily with pedestrians and bike riders. The pedestrians have a hard time getting across the street safely(even in a marked crosswalk) and the bike riders almost get hit by car doors opening out on to them or cars not watching when they pull out of spaces on Hollister Avenue. |
| 17 | parallel parking with busy traffic is a pain. I would rather have parking lots. |
| 18 | Only if that on street parking were replaced with something close, functional and safe. |
| 19 | Absolutely! Safer paths for pedestrians and bikes are needed. I would probably stop driving to old town if I could safely ride my bike on Hollister. |
| 20 | We should return to pull-in parking and only two lanes of traffic through old town. |
| 21 | Old Town Goleta is a pretty unattractive place. I'd love to see it take on new life through the above-mentioned items. |
| 22 | This would only be good if public lots were developed to support existin commercial uses, and hopefully some future expansions |
| 23 | yes, but should there be a city parking lot...like SB...say like at the Airport Long Term with a Goleta shuttle to take people up and down etc... |
| 24 | Yes, if and *only* if at least as much parking that would be removed by such an action would be replaced in nearby locations. Simply removing parking is not acceptable, but relocating spaces to provide for better bike paths, sidewalks, etc. is fine. |
| 25 | We need to encourage bicycling! Add bike lanes on Hollister! |
| 26 | Needs to be more walkable, bikeable., traffic calming strategies. |
| 27 | Taking out parking spaces or making the parking diagonal would reduce the number of lanes and the traffic would be many times worse. |
| 28 | IF a bike lane were really a LANE and not just a painted line on the street! |

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|----|---|
| 29 | This is a great idea. If old town were a more pleasant place to visit, more people would visit. |
| 30 | I cannot say "yes" to this question strongly enough, since I walk or bike through OT Goleta more often than I drive or rideshare. |
| 31 | Parking is so limited off Hollister that I would *not* want this at all. |
| 32 | YES YES YES PLEASE! But parking at a slight angle - almost diagonal - would create more parking. REDUCE the LANES and SPEED, PLEASE. Make it a lovely walking area - don't let CARS drive our planning! |
| 33 | YES!!! |
| 34 | ONLY if there was additional, convenient, safe and reasonably priced parking (structure?) alternative(s). |
| 35 | I have no problem with the parking, only the fact that Old Town is starting to look like a bad part of L.A. |
| 36 | There's not enough parking spots to begin with. |
| 37 | Yes! I would LOVE to have Old Town Goleta look more like Old Town Ventura – alive, vibrant, pedestrian-friendly, well-treed, nicely landscaped, safe crosswalk near The Natural Cafe, and bike lanes. That would be a dream come true! Please add a pedestrian bridge connecting N. Kellogg and S. Kellogg as well, so we can walk to and from Old Town and Calle Real! |
| 38 | If there was more parking in back. |
| 39 | Only a few spacer spaces would be welcome. We need both aesthetics AND parking. Right now there is an abundance of on street parking IMHO. |
| 40 | Yes! Safer bike lanes, walk lanes. How about less trash before landscaping? |
| 41 | I believe that Old Town Goleta has only had a couple improvements in the the past couple of years. There needs to be more stop signs and expanded sidewalks with parking still on the street sides in Goleta, and Hollister Avenue. |
| 42 | Having heard of and seen some of the proposed "Hollister Ave. Improvements", they look mostly designed for aesthetic/visual appeal and not good traffic flow or convenient parking. |
| 43 | This is the most important question: If we had wider sidewalks, bike lanes, improved lighting and landscaping... Would you give all of that up in order to add a few parking |



| | |
|----|---|
| | spaces? If not, why are we preserving a few parking spaces and not having these vital, life-saving improvements? |
| 44 | Of course! This "survey" is grossly biased toward cars and against alternate transportation. The question should be: If we had wider sidewalks, bike lanes, improved lighting and landscaping, would you give all of that up in order to add a few parking spaces to cater to people who can't be bothered to walk a few steps, encouraging poor health? |
| 45 | Absolutely! Pedestrian centric design improves livability of towns. |
| 46 | We need bike lanes more than anything. How can people ride bikes if it's dangerous. |
| 47 | More space for bicycling, please. |
| 48 | I cycle to work along Hollister so bike lanes are very important to me |
| 49 | This would dramatically improve the look, feel, and functionality of Goleta. |
| 50 | Bike lanes PLEASE |
| 51 | Biking in Old Town is very unsafe right now. A bike lane is very important. Also, there is only one bike rack in Old Town, by the Community Center. I never see the entire street full of cars; there is always places for cars to park, but no safe place for bicycles to ride. |
| 52 | Parking on Hollister provides only modest convenience for a very small number of people. Improving the environment (landscaping, better bike lanes) without tearing down buildings and chasing out long-term businesses would provide far greater improvements at modest cost. |
| 53 | PROPER, STRIPED BIKE LANES ARE ESSENTIAL! The few parking spaces on the Eastbound/South side of Hollister Ave. should be eliminated to allow striped bike lanes on both sides, by repainting all the traffic and center lanes. |
| 54 | Definitely - bike lanes in particular |
| 55 | Hollister through old town is the scariest stretch of road in goleta for biking. There is no bike lane, just a chalk outline of a flattened cyclist that is a perfect symbol of incompetent and outdated urban planning. On Modoc for example, you can't park during commuting time so there is reduced risk to cyclists. Sandwiching bikes between traffic and parked cars leads to 'dooring' where an ignorant driver opens their door to get out and injures a cyclist. I invite anyone reading this to ride their bike west bound from Kellogg to Fairview at 5pm. Bring your helmet. Professionals ONLY. |

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| 56 | Absolutely. As a frequent cyclist I am constantly in danger from swinging car doors. |
| 57 | The entire south side/ eastbound Hollister Ave should be red curbed to allow space for properly striped bike lanes,for the loss of only about a dozen on-street parking spaces. |
| 58 | Only for bike lanes. Hollister is VERY DANGEROUS for bikes. |
| 59 | If there was a daily public parking lot like Santa Barbara. |
| 60 | Why have less parking if teh survey is to fix parking problems? |
| 61 | I am under the impression that parking on Hollister between Fairview and Kellogg is presently not permitted and there are existing bike lanes. The only way to have "wider sidewalks" is to reduce the current four lanes to two lanes. I think this would be a bad idea. However, I would like to see "improved lighting and landscaping." |
| 62 | We especially need bike lanes! |
| 63 | Walk there a lot up and down. |
| 64 | ABSOLUTELY NOT! Where are you going to park the cars that can't park on Hollister? Create parking lots where? |
| 65 | Please!!! |
| 66 | Yes, but old town is extremely densely populated and there is barely enough parking for residents nearest Hollister Ave as it is. Improving Hollister corridor is meant to bring more business/customers-the parking really needs to be dealt with for this to succeed. |
| 67 | It works now and no additional cost! |
| 68 | Parking is a huge issue. Not good sense to have LESS parking....for any reason! |
| 69 | With additional side street parking |
| 70 | On occasions when I ride my bike through the Old Town corridor it feels frightening to say the least. Now that the Mission St/101 underpass has been widened it feels like one of the most dangerous areas in the south county. No question that the few spaces ON Hollister aren't worth the risk. Also I see confused peds out there poking out from between parked cars nearly every day. |
| 71 | I usually park in lots if there is no curb parking-those lots will be full all the time-Problem! Like the landscaping idea-beautify Goleta! |
| 72 | Only if you increase adjacent off Hollister parking |

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|----|--|
| 73 | PLEASE!!! |
| 74 | Too general for me to answer |
| 75 | But where would we park? |
| 76 | Leave the town alone |
| 77 | The space count is about correct. You can't eliminate spaces without creating problems. |
| 78 | It is very hard to turn left onto Hollister because the parked cars block visibility. |
| 79 | Street needs to be cleaned up to attract businesses and activity. It would be much safer. |
| 80 | Definitely no! Sidewalks are fine AS-IS! |
| 81 | Not sure |
| 82 | But there would have to be parking lots to accommodate. |
| 83 | Old Town improvements after improved parking conditions. |
| 84 | Several people have told me they are afraid to try to bicycle in Old Town because Hollister, between Fairview and Kellogg is "such a zoo" of curb cuts, bad pavement and irregular striping. |
| 85 | As long as the residential areas are not used. |
| 86 | If there are fewer on street parking spaces then businesses need to be required to provide adequate parking for their customers-otherwise there is no point in going to Old Town. |
| 87 | It's fine the way it is. |
| 88 | The sidewalks on the east side of Hollister are too big and high. When I park on the street, I can't open my passenger door and when I get out of the car, I am in direct traffic. |
| 89 | If there was another option for parking - parking garage - lot - that was secure and near where I was going |
| 90 | Only if there were easy public lots to park in. |
| 91 | Don't waste money the City does not have. |

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|-----|---|
| 92 | I have no parking for my business besides on the street, this would hurt my business |
| 93 | Or Yes if there was a suitable alternative parking situation. Improved bike lanes while dropping 50 parking spaces is not a step in the right direction. As it is the sidewalks seem fine. |
| 94 | The street is generally parked up now with people shopping but circulates quickly |
| 95 | I would be willing to have fewer traffic lanes to have wider sidewalks, bike lanes and especially landscaping! |
| 96 | It would be nice to have both parking plus lighting, bike lanes, etc |
| 97 | I think Old Town Hollister need to 2 only 2 lanes with angled parking. Sidewalks are much to higher than the street. |
| 98 | I'm against anything that would limit delivery vehicles from easy access to businesses. |
| 99 | if there is less parking ON hollister then the cars would move to the blocks off hollister, that is already where the most congestion is. could we have better lighting on H and w/in 1 block w/o loosing spaces? is it all or nothing? |
| 100 | As long as the parking lots or other spaces that would be taken away were easily accessed as well - and walking to the business were walkable / well lit etc. |
| 101 | depends on what you mean by fewer. the drive to look for onstreet parking is pretty easy to do because i am not braking constantly because there are large blocks of parking, rather than a block chopped up by a red curb or loading zone or no parking designated area. |
| 102 | If there were enough spaces provided to replace lost spaces with good lighting. |
| 103 | but you need safe parking lots, that have some type of security for night use |
| 104 | NOT UNLESS there is ENOUGH parking for employees in a ne'er PARKING LOT!!!! |
| 105 | I would suggest that the city look for oportunities to create parking structures 1/2 to 1 block off Hollister. Consider reducing both on street parking and reducing traffic to single lane in each direction. Create oportunities for cafe outdoor dining, art and trees (similar to Carp). Consider improvements to parallel streets to Hollister to create oportunities to increase viability of "off Hollister" business. |
| 106 | I think we should have angle parking on one side of hollister ave and bikes on the other side of hollister ave. |
| 107 | LOADED question! How much wider do you need it? |



| 16. Would your daily behavior change if there were a fee for parking on Hollister Avenue or in parking lots close to Hollister in Goleta Old Town? | |
|--|--|
| # | Response |
| 1 | don't go often enough that it would make a difference |
| 2 | i would use other modes IF it were improved (bike, walk) |
| 3 | I would still come, especially if you designate some of the free, on-street parking as being free only for the first 45-75 minutes, similar to downtown SB. |
| 4 | please do not give this area over to starbucks and the like leave it for mom and pop biz to have a chance |
| 5 | I would definitely come more often and patronize the businesses rather than get out of there as fast as I can |
| 6 | I would be open to parking is staying over 75mn as done in the City of SB |
| 7 | going to drive more people back into my neighborhood |
| 8 | I would be more likely to frequent only those businesses that had their own parking since most services can be found elsewhere. |
| 9 | I live here |
| 10 | Would come less often |
| 11 | I would park at home and walk over |
| 12 | Frankly, Old Town does not have that much to offer. Any additional obstacles and it is easy to find other restaurants to go to... |
| 13 | I work in Old Town and the business provides parking for the employees. |
| 14 | There is no need for paid parking in Old Town. The people who live and work in Old Town are generally disadvantaged and have a lower per capita income than anyone anywhere else in Goleta. Do not tax the people who support Old Town |
| 15 | I would avoid weekend usage or park in free lots like the Community Center |
| 16 | |
| 17 | don't do a payed parking system, Goleta isn't really a tourist trap, it is a large business |

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| | |
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| | area not really a high end 'retail' zone. |
| 18 | I would come less often. |
| 19 | I would only park at my business lot and rarely eat out for lunch in Goleta. |
| 20 | This is a very low-income area and a lot of people working in this area too. I wonder why you would have to charge a fee for parking. I worry if you charged a fee people would still park on the street because of the expense. The idea is to provide parking for the people who work in town as well as the folks who want to do business in town. Personally I have to come everyday fo work but do not have the extra cash to pay for parking everyday. I would most likely not use a lot and pay due to my budget. |
| 21 | If it made parking easier, I'd come to old town more often |
| 22 | I would find a way around paying fee |
| 23 | Depends what the fee is - if there were a certain amount of time "free" I would be willing to pay after that time limit |
| 24 | I would still go to the GVCC for my daughter's ballet class, but I would be irked if I had to pay for parking each time (we already do that for gymnastics at UCSB, and it's a pain). |
| 25 | If I couldn't find free parking in a lot, I will go elsewhere. |
| 26 | I usually park in my building lot and walk over...if within 3 or 4 blocks |
| 27 | I would come much less frequently. |
| 28 | I would come a lot less |
| 29 | Don't get "cheap" on us, now, heah? |
| 30 | |
| 31 | I'd be less likely to come to Old Town |
| 32 | I would still shop but do not support parking fees in lots |
| 33 | Yes, I would come less oten unless parking can be validated by local shops |
| 34 | I would likely stop coming to Old Town for business except to occasionally pick up food unless the business had a free lot. |

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| 35 | bike more, drive less to the area |
| 36 | I'd probably bike to shops rather than drive, and hence couldn't buy as much |
| 37 | if it is like down town where it is free the first so and so minutes I'm for it! |
| 38 | It would be OK if it were free for the first 1/2 hour or hour. |
| 39 | There's nothing there that I can't get elsewhere in town, where parking is free. Why would I pay extra for it? |
| 40 | Don't know. Probably would come. |
| 41 | It would complicate things. Wouldn't mind 90-minute free parking. |
| 42 | I own a business there. I must park there, and it WILL be free. Not negotiable. |
| 43 | I would be more likely to come as there would be more incentive to ride my bicycle. |
| 44 | Yes. It would be more incentive to ride a bike or take the bus. |
| 45 | I'm not in favor of fees (or parking tickets). Bike lanes, or more of them if you feel some currently exist (I don't; current lanes are actually space for parking people to open car doors). |
| 46 | I ride my bike so not affected by fees |
| 47 | What parking lots? Survey question not pertinent |
| 48 | I would be more likely to come as there would be more incentive to ride my bicycle |
| 49 | When I drive to places in Old Town, I park in lots provided by businesses, or I walk/bike. So changing to to fee for street parking would not change my behavior much. It would, however give me something to complain about on a regular basis. |
| 50 | I don't mind walking a couple of blocks to/from parking |
| 51 | I would ride my bike, because I assume parking meters would come with some other thing like real bike lanes. |
| 52 | Since I live very close to Old Town I'd just walk or bike, so I would not think much of it. |
| 53 | Leave Hollister alone. Build some parking near Hollister. |
| 54 | Most come to work here |

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| 55 | Would be good to have first 75 minutes free. |
| 56 | I live in Old Town. Would like to walk to all parts, which is what I usually do anyway. |
| 57 | I feel resident parking permits would solve a lot of parking issues. Keep people from dropping of vehicles out of their own neighborhoods. Park fee for shopping free for first 90 minutes. |
| 58 | However, I seldone come to Goleta except to do business with a businesses with parking off street. |
| 59 | I would hate to have to park on Hollister if I have to pay; this is one of the reasons why I hate going downtown because parking is such a hassle. |
| 60 | It would not be feisible for me since I live in the area. |
| 61 | Yes, it would be harder to find parking 2+ blocks off Hollister. Where I park people will avoid paying for parking. |
| 62 | I park in a designated residential lot as I live in old town. |
| 63 | It might lessen out customer traffice |
| 64 | I would prefer parking similar to the city of Santa Barbara rather that deal with the parking situation at UCSB. Paid parking hurts business. |
| 65 | No, I would still park in my garage. |
| 66 | Walk to businesses |
| 67 | It would change the dynamic of old town Goleta if there were fees for parking. Existing businesses would be driven out! Would you, the reader, pay to park to patronize any of the existing businesses? |
| 68 | It would increase parking on side streets. Not very welcoming... |
| 69 | I'm a resident-you can't charge me to park in my own neighborhood. |
| 70 | I probably would only park in my own apartment lot or a free lot for a particular business. |
| 71 | I would come on foot/bicycle instead of driving |
| 72 | I would probably move |

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| 73 | Due to my proximity to Old Town I would be there more frequently if it were safer for bikes. |
| 74 | I would come much less often |
| 75 | Please look at downtown Ventura, "Shopper Friendly" free parking on the street and city parking for workers. |
| 76 | I would probably walk more vs driving-It's not far from my house |
| 77 | I own my own parking lot |
| 78 | But not sure if people who support the idea would still come |
| 79 | I own a business in Goleta |
| 80 | I would opt towalk or ride my bike if possible depending on what I needed to do. |
| 81 | Not currently driving |
| 82 | n/a |
| 83 | I would stop going to the places I can't/don't want to walk to |
| 84 | I would walk |
| 85 | Can't afford to day for daily parking just to go to work |
| 86 | The problem could probably be solved without fee parking. |
| 87 | Live on block from Hollister, would walk |
| 88 | The office parking lot is already being used by businesses in the area and it is difficult to park in our own lot (retail store customers). |
| 89 | We pay enough tax |
| 90 | Prefer no parking fees at this time |
| 91 | If it is to improve service, doesn't need to change the daily behavior of visitors. |
| 92 | I park 1 block off in residential so I wouldn't affect me. But, I think a lot of improvements need to be made before you can justify charging. |
| 93 | I walk |

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| 94 | My business |
| 95 | I would avoid feed space and walk further (less safe). |
| 96 | No more fees! Leave it alone! |
| 97 | It would be harder to park if you already work, with fewer all day spaces. |
| 98 | Would walk more |
| 99 | |
| 100 | Several people have told me they are afraid to try to bicycle in Old Town because Hollister, between Fairview and Kellogg is "such a zoo" of curb cuts, bad pavement and irregular striping. |
| 101 | I prefer pay parking-then I will have a better chance of finding a space. |
| 102 | I would only come after hours |
| 103 | One would be reasonable. There are people who park in front of one shop and walk to another. |
| 104 | I park on my own property. |
| 105 | It would depend on what the cost was |
| 106 | Depends if there were also some free period with paid |
| 107 | as long as there was at least some free time (like the downtown lots) and reduced rates for businesses that have employees that would need to park their regularly (monthly cards, etc.) |
| 108 | this doesn't aid Old Town |
| 109 | A fee would definitely cut down on trips to Goleta. |
| 110 | only if there was free for a certain amount of time |
| 111 | I avoid the city of Santa Barbara for this reason. |
| 112 | i work here, i can't stop coming, parking lots and timed spaces in front of businesses would help |
| 113 | for the one or two things i go to that area for, i would find another location to buy |

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| | where i could do a free stop. |
| 114 | I would gladly pay if it meant I could be relatively sure of finding a space to park. |
| 115 | I come because I get my hair cut once every 6 weeks, that's it |
| 116 | i commute for work, gas is pricey enough; having to pay for parking to come work isnt going to help! |
| 117 | not sure |
| 118 | Might reconsider going therel. |
| 119 | I always find meter parking a deterrent |
| 120 | I would come less often. |
| 121 | I might shop in Old Town less often. |
| 122 | I believe that if there was 1st hour free then a fee like downtown Santa Barbara that would be ok |

| 17. Please provide any other comments you have about parking in Goleta Old Town. | |
|--|---|
| # | Response |
| 1 | diagonal back in parking? heard that's an idea and would support that. safer for all and would add room for bike lanes and wider sidewalks. |
| 2 | Find a way to have less cars and less traffic. |
| 3 | Consider limiting the free on street parking to a time limit, as in downtown SB. This way people who just want to shop won't have increased costs but it would discourage people from just leaving their cars there for long periods. |
| 4 | Well, I think old town is a place for locals to start a biz and live their life, please do not try to make this a place for "all" of Goleta. It is a neighborhood not a opportunity to improve at the expense of many real small biz that now exist. If you re-design it is best to listen to the people in old town tell what is best not the suburbs or people looking for another st street, or calle real shopping we have that, st street did this years ago and it was a failure for local biz, just drive down state st and look at all the francise. Parking needs to be preserved, buy some property and add lots if you want more people to visit old town but leave the onstreet parking or you will kill local biz. |
| 5 | More bike racks please |
| 6 | More parking near or adjacent to businesses in Old Town is badly needed - I live North of the Freeway but would support more parking for Old Town.... |
| 7 | Too many people in this dense neighborhood have cars and there is not enough room for them all. This is turn affects the businesses along Hollister. People do n ot abide by the 25mph speed limit and so i do not like to cross the street by bike or on foot as it is scary. i do not know how to make things better- but charging for parking will probably make things in my congested neighborhood worse. |
| 8 | I am so cheap, I would park far away and walk to avoid paying for parking. |
| 9 | When I drive my car or take the company truck (which is large) I have never had a problem. |
| 10 | Take this opportunity to do something great. We can improve old town a lot with little money. Good parking OFF Hollister is a fine course of action. Wide sidewalks will draw tourists and everyone will linger and spend Money. Thanks. Don Lubach. |
| 11 | parking of oversized vehicles should b e limited or subject to a fee. |

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| 12 | I live in Old Town and the number of cars in the neighborhoods is overwhelming at times. I think along Hollister a 60 minute time limit would be good. I would like to see residents of the neighborhood be given one parking permit for street parking and if there is a need to park more than one car on the street per family they can buy a permit for a fee. We need to get people out of their cars and walking. |
| 13 | MORE ENFORCEMENT OF LAWS. PEOPLE PARK WHERE THEY WANT IF ITS ON RED LANE OR CURB. NO TRAFFIC PEOPLE AND THE SPEED THEY DRIVE AROUND THIS AREA IS NOT SAFE AND DANGEROUS. |
| 14 | For the businesses to have any cafe like ambiance the trucks need to be diverted away from this stretch of Hollister. The noise and truck emissions are quite undesirable. Even Pardall in IV is now nicer... |
| 15 | people already don't have any money as it is and if there were fees for parking less people would come and small business owners would be hurt |
| 16 | I would be happy to have 2 traffic lanes and angle parking. |
| 17 | Get the sound and pollution from trucks off of Hollister, try to find a way to re-route them on other streets just behind Hollister. Make Hollister two lanes with improved sidewalks and landscaping to create a cafe-like ambience. |
| 18 | Let's eliminate on-street parking on Hollister Ave. in Old Town and provide public parking lots off of Hollister. |
| 19 | Does the city own a parcel for a 2 story garage? |
| 20 | Great start with parking, but Old Town has far more important needs such a beautification, redevelopment, providing incentives for businesses and industries to locate in Old Town and stronger, City of Goleta presence and identify. It is an entirely neglected portion of the community and great attention and leadership needs to be focused here. |
| 21 | In general I think parking is fine. Rarely do I drive around th block more than once. Most businesses have small lots and I use them. |
| 22 | There is room for improvement but overall it is not too bad. |
| 23 | I recognise there is a huge problem with parking in Old Town Goleta. I don't feel by adding a big parking stucture and charging for parking that will help this problem especially because of the financial make up of this area. If you could offer the parking lot free for awhile and maybe gradually move towards a fee maybe it would be exeoted. The problem does not seem to be as bad in the evening. I work during the |

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| | day but often will come back with the family for dinner and the parking is not an issue. |
| 24 | I know the high curbs are needed because of flooding during rain, but they make bike riding very dangerous, no where to go if a car gets too close. When biking, I avoid Hollister in old town for this reason. |
| 25 | Bring the old character back to old town and get some anchor stores (i.e. a better reason to come there). |
| 26 | Currently old town Goleta is a place where people go just to patronize a specific business, and then they leave. It would be great if old town Goleta could be transformed into a downtown area where people would go downtown and make an evening of it. Making it pedestrian friendly and attractive would be a big step in that direction. |
| 27 | Unfortunatley it is not just the lack of parking, it is the somewhat shady folks haning in front of 7-11/Bus stop, sketchy cross-walks and too high curbs and just the overall rundown look of Old Towne. |
| 28 | Old Town Goleta is a little gem with great potential for commercial enhancements and improvements - but it needs presentation in streetscape - landscaping, to enhance owners to invest in their own properties. They may not do that unless they know parking is available for customers in the long run... |
| 29 | There is no question that people are more likely to shop where there is easy access. |
| 30 | It'd be nice if there were some public, free parking lots in Old Town that are well lit and available for wide range of hours. |
| 31 | We need bike lanes. If someone is riding their bike, I feel the need to almost completely change lanes |
| 32 | A situation like downtown SB/State Street would be good. |
| 33 | I heard years ago that diagonal parking and roundabouts would increase traffic flow but with people backing into traffic in my opinion would cause more congestion not less. I drove school buses in Goleta for 20 years. I was constantly using Hollister. There is a lot of commercial vehicles in downtown Goleta, if there are less lanes it would be a parking lot not a roadway. |
| 34 | Again, a bike LANE, not just a line painted on the street. |
| 35 | A fee with 30min free would have a minimal impact on my behavior. If there were not a short free parking time then it would make it less likely that I would make short visits. |

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| 36 | <p>My preference would be to eliminate one lane of traffic in each direction on Hollister. The extra space could be used to increase the size of the sidewalks, put in more landscaping, and add angled parking spaces. This would make the area a more pleasant destination, and would improve traffic safety. Pedestrian access from the North side of the freeway (a pedestrian overpass at Kellogg, for example) would greatly increase my use of Old Town Goleta.</p> |
| 37 | <p>In some spots such as the area back of Hamburger Habit it is impossible to find parking and so I do not patronize places that I want to go to. Merchants probably lose business.</p> |
| 38 | <p>The curbs are unnecessarily high. It damages cars who try to parallel park.</p> |
| 39 | <p>I truly hope we can get somewhere with the needed projects this time around! Some great businesses in Old Town and yet with Hollister as the only viable route for bikes, ped's, busses, and local car traffic, there will always be a conflict of priorities between parking for local businesses and a little space for nice extras like landscaping and bus stop benches and traffic controls to ease ingress/egress from back alleys and lots with the things needed for safe and smooth flow of through traffic, especially bike and foot traffic. Contact Jonathan Kanner @ 967-2604 to talk about it with me. Looking forward to good stuff in the future.</p> |
| 40 | <p>The main problem I have with parking in Old Town is how *high* the curb is in relation to the street. I often scrape my car doors on the pavement, but I'm loathe to park too far from the curb for fear of being hitting on the driver-side by passing cars on Hollister. Parking can be found even on busy days eventually; it would be nice if there was more of it, but I don't personally have a solution. It's difficult but not terrible. Also, please don't put in medians: the ones at Fairview are awful and it's a real pain to access Alpha/Sam's to Go/etc. when going west on Hollister (not to mention trying to leave!).</p> |
| 41 | <p>REDUCE car lanes, REDUCE SPEED. LOOK at VENTURA for a model.</p> |
| 42 | <p>I think it needs to be cleaned up, less litter, seems dirty and inconvenient to park there. I go to natural Cafe, little dog house, santa cruz market and the gas station.</p> |
| 43 | <p>encourage alternative transportation-buses, bikes, walking!</p> |
| 44 | <p>A more pedestrian- and bike-friendly Oldtown would encourage more people to visit it.</p> |
| 45 | <p>Please consider at least two (preferably three at some point) parking structures that are strategically placed for complete Goleta Old Town parking (West, Central, East locations).</p> |

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| 46 | The main businesses in Old Town have parking lots so parking there has never been a problem. The only problem I have is the way Old Town looks. It looks like those ghetto strip malls in Los Angeles County. |
| 47 | One of the big challenges to Old Town parking is the height of the curb along the north side of Hollister. It's often so high that you can't open a car door on that side without it hitting the curb. Please fix! |
| 48 | I would like to avoid having parked cars interfere with bike lanes, especially when drivers open their doors without looking first. Free parking for designated times, like 15, 30, 60 or 75 minutes would be convenient for short trips, regardless of being on street or in off street parking lots. I would like more on-sidewalk dining options, ideally paired with less car traffic and more walk, bike and bus travel so the air would be cleaner and there'd be less noise. I would like to see more plants so it feels less dingy and polluted. I wonder why the curbs are currently so high. |
| 49 | Most of my business in old town is casual - paying for parking would probably send me to the other side of the freeway where parking is free. I would not want to see the Old Town merchants lose my income. |
| 50 | It ain't that hard. A couple well-placed lots (or parking garages) might do it. If you over gentrify it, you'll make it too expensive and drive away all the local businesses - or at least the few that have managed to hang on and remain in this hostile-to-business climate. |
| 51 | The blocks adjacent to Hollister are the words- Tecolote in specific. DANGEROUS red zone with big trucks often parking there, I've nearly been hit at that intersection and so has a friend. La Chapala Market is the culprit. |
| 52 | Thanks for working on this issue and looking at improving our community. |
| 53 | I believe that the City of Goleta needs a parking structure built in or near the area, most likely in walking distance. This has been a problem in the area for some years now and change needs to come to its visitors and residents that accompany it everyday. |
| 54 | what parking lots ?? The very limited space behind some businesses is usually used by employees and their delivery vehicles. |
| 55 | Parking cars on Hollister is a matter of convenience for a handful of people at a time. Having bicycle lanes on Hollister in Old Town Goleta is a matter of life and death. People have died in recent years for lack of bicycle lanes there. Old Town Goleta feels like a decaying area with a highway running through it. Not a pleasant place to spend time or spend money. If we could get rid of parking on the south side of Hollister, it would only eliminate a few spaces for storing private motor vehicles. But it would |



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| | <p>provide the space to dramatically change the look and feel of Old Town Goleta. If people bicycled, walked and took the bus to a nicer Old Town, those spaces would not be needed. And there is more than enough off-street parking for cars. It is just a matter of the businesses cooperating to share those spaces. Again... If we had wider sidewalks, bike lanes, improved lighting and landscaping... Would you give all of that up in order to add a few parking spaces? If not, why are we preserving a few parking spaces and not having these vital, life-saving improvements?</p> |
| 56 | <p>I would be more likely to come to Goleta Old town if on-street parking were eliminated in favor of bike lanes, wider streets, more landscaping, etc.</p> |
| 57 | <p>I commute from sb by bicycle.</p> |
| 58 | <p>Parking cars on Hollister is a matter of convenience for a handful of people at a time. Having bicycle lanes on Hollister in Old Town Goleta is a matter of life and death. People have died in recent years for lack of bicycle lanes there. Old Town Goleta feels like a decaying area with a highway running through it. Not a pleasant place to spend time or spend money. If we could get rid of parking on the south side of Hollister, it would only eliminate a few spaces for storing private motor vehicles. But it would provide the space to dramatically change the look and feel of Old Town Goleta. If people bicycled, walked and took the bus to a nicer Old Town, those spaces would not be needed. And there is more than enough off-street parking for cars. It is just a matter of the businesses cooperating to share those spaces. Again... If we had wider sidewalks, bike lanes, improved lighting and landscaping... Would you give all of that up in order to add a few parking spaces? If not, why are we preserving a few parking spaces and not having these vital, life-saving improvements?</p> |
| 59 | <p>No parking problems for me; riding my bike, though, is SCARY. Between cars and people opening car doors, I'm terrified.</p> |
| 60 | <p>I think some of these questions dont pertain to Old Town and am disappointed they were included, i.e. city parking lots? I think City Council members and Mayor should get out of their cars and see for themselves! I love Old Town and am considering another business there. Thank you.</p> |
| 61 | <p>Parking cars on Hollister is a matter of convenience for a handful of people at a time. Having bicycle lanes on Hollister in Old Town Goleta is a matter of life and death. People have died in recent years for lack of bicycle lanes there. Old Town Goleta feels like a decaying area with a highway running through it. Not a pleasant place to spend time or spend money. If we could get rid of parking on the south side of Hollister, it would only eliminate a few spaces for storing private motor vehicles. But it would provide the space to dramatically change the look and feel of Old Town Goleta. If people bicycled, walked and took the bus to a nicer Old Town, those spaces would not be needed. And there is more than enough off-street parking for cars. It is just a matter</p> |



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| | of the businesses cooperating to share those spaces. |
| 62 | If bicycling along Hollister Ave. in Goleta Old Town were less dangerous and there were more places to lock bikes, the need for vehicle parking would diminish (this I have heard from many people). Old Town improvement plans were drawn up by Santa Barbara County fifteen years ago but nothing was done with them - those plans need to be found and construction started. |
| 63 | This is a long-term decision, so think about the future, and not just what people would like right now. In ten years, there will be a lot more traffic congestion in the area, gas prices will be twice what they are now, and the effects of climate change and oil spills will start to have severe environmental and economic consequences, and laws like SB 375 will force local politicians to start thinking more in terms of energy efficiency. All of these mean that people will walk and bike and carpool and ride transit more (and stay at home more), so parking will be less of an issue. Bike lanes and bus priority lanes for peak hours should be part of the plan. |
| 64 | I work at a lab that employs 130 people. We have buildings on either side of old town and often commute between them. The one mile trip is rarely worth it on bike because of the risk on 'death alley'. Make a bike lane and people will use it. The future will not be motorized. |
| 65 | While the street parking typically is not a problem, the private business parking lots for several businesses are very small and/or hard to access. |
| 66 | Traffic is very close to you when you exit your vehicle. A bike lane would ass a safe zone between you and moving vehicles as well as potentially resulting in less traffic and more bike in old town. |
| 67 | Many more people would feel safe bicycling in Old Town id there were proper striped bike lanes, which would reduce the need for automobile parking. Those who don't feel bicycling now usually drive. Businesses ned to be less aggressive about towing-away vehicles left in their lots for a few more minutes while a customer visits a neighboring business without needing to move their car. |
| 68 | Hollister Ave traffic moves quickly. It is too important of a travel route to try and make it into a wide sidewalk. You cannot turn it into a State Street...Wouldn't work. More harm than good. Old Town does need off street parking. Buy up some lots and turn them into parking lots and charge a fee after one hour. Business will then thrive. If you want to make a slower pedestrian walkway, do it one block away from Hollister. If you have a big parking lot in the area, people will walk a block or two to get to the business they need to get to. A lot like the parking lots near State St. I have a few more ideas if you want to hear more. Art Costellenos, Pepe's Mexican Restaurant 805.680.1623 |

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| 69 | Needs help! |
| 70 | Take a look at Linden Ave. in Carp., make a parking lot and have similar landscaping and parking. |
| 71 | Parking and driving are not a problem in Old Town. Area needs to be much safer and more convenient for bicyclist and pedestrians. Especially Fairview and Calle Real. |
| 72 | Cars that are being stored on streets even in front of residences is not only limiting parking, but is a bother to the community. |
| 73 | 1. Get rid of cars that are parking for weeks at a time. 2. Rid streets of homeless, campers and cars. 3. Rid streets of illegal aliens! Very important. 3. |
| 74 | We need traffic to flow just as it is now. I hardly ever see a lot of people walking on the sidewalks. This is an important traffic flow and should not ever be considered to reduce the lanes. There isn't a reasonable other choice in the past when there has been construction and one lane closed traffic backed up for blocks. |
| 75 | Have police tow cars left more than two days-tow them. |
| 76 | I love Goleta (Old Town). Local businesses, friendly, easy to get around. It feels good! |
| 77 | There are a few places that have a lot of parking spaces free, but never seem to be used, but they have signs not to park there which is a waste of valuable parking space. For example, the lot next to the Santa Cruz and the community bank. Some spots that really need space are the businesses next to the Wendy's, Pollo Fino and laundry. Getting In and out of those is a nightmare. |
| 78 | Should have one city lot centrally located. |
| 79 | Not enough street parking or even side street parking. I don't think a parking structure would help Old Town. |
| 80 | More parking would be nice but bike lanes, landscaping and most important more lighting. It's very dark in some areas at night. |
| 81 | Few on street parking on present |
| 82 | It isn't broke yet, why fix it? |
| 83 | Parking is just one of the problems, but until the old town corridor get a major face lift not many have a desire to shop there. Hollister us a pass thru and most who shop in old town live in old town. Goleta old town became a redevelopment zone because of the old condition of the area. The majority of the corridor is still in that condition. It's not a |

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| | welcome site for shopping. |
| 84 | Remove on street parking. Not able to see the traffic at cross street because of parked vehicles. |
| 85 | Our biggest problem is the main central Goleta bus stop located directly in front of our business. Our windows have been totally scratched up with graffiti and sidewalks usually have trash and dirt on them. When 3 buses arrive it totally obscures out storefront and goes into the intersection where accidents occur quite a bit. Children walk on the edge of the building and knock on the windows. This stop should be located in a less busy spot-i.e. across the street by the sheriff's station or down by the Goleta Center. Jaywalking when students get off the bus is a BIG problem-potential accidents. |
| 86 | In general, we need better parking. We need more lights at the 2 signals when you push the buttons. More security for the bikes. |
| 87 | Why the hell should I have to turn a notice over to read English? Am I in Mexico? |
| 88 | The city of Goleta ignore the need for street cleaning on S. Kellogg Ave. There is always trash in the street and on the pavement. The empty lots are overgrown, creating a fire hazard, and the sidewalks are blocked making it difficult for wheelchairs to navigate, The only time the street is cleaned is when residents complain and insist it gets done even though there is supposed to be a scheduled cleaning. Treat old town Goleta the same way the rest of the city is treated. No overnight parking of commercial vehicles in residential areas (see two Western trucks parked on S. Kellogg) |
| 89 | Generally ok. Biggest problem: slow traffic lights, e.g. leaving 7-11 |
| 90 | We have contacted the city about motor homes parked forever on Kellogg Way and have not been listened to. Nothing has been done. |
| 91 | In my opinion, Old Town is "funky". I'm not sure this is good or bad. One way to move the pointer towards "good" is to have some uniformity in architecture. Right now it is a basic "mash up." The traffic light at Rutherford and Hollister takes too long to change! |
| 92 | Parking at the Fairview end and Nectorine end of Mandarin Dr should be reviewed. When there are too many vehicles parked in these locations they become hazardous to pedestrians and motorist. |
| 93 | On our particular street we have cars that park in the street due to a restaurant on Hollister that doesn't have enough spaces. I have a 50 foot driveway and I have people parking behind me a lot which causes a lot of people getting upset because they say oh well I can park here because there is nothing else available. Also, people visiting our residences, plus some residents have more that 1 or 2 vehicles that they own. That |

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| | causes visitors to be upset because there is no parking for them. |
| 94 | I would like to see more parking available along the side streets bear Hollister and enforcement. There are too many abandoned vehicles parked on our streets in old town. |
| 95 | I've lived at 393 Magnolia since 1988 (Ocean side of Hollister). I no longer own a car. Since 2010 I've seen graffiti twice on one of the buildings. So I reported it and it was taken care of. Thank you Thank you. |
| 96 | I am concerned about the visual aspect that a parking garage would have in Old Town. I would also like to see a specified amount of time for free parking just for short trips. |
| 97 | Please do not let the well intended by misguided visions of a few change the character and unique personality of Old Town. We could use your help, be we don't need nor want a major overhaul |
| 98 | I would like to see the city concentrate more on alternatives to auto transportation. Bike lanes and bike racks, an electric shuttle looping over to Calle Real-Up to Camino Real marketplace, later buses, etc. Thank you! |
| 99 | There are underused parking lots (i.e. community bank) that are private but should be made public- there are private parking lots that are over used (north side of Hollister behind businesses) and need better controls. Otherwise, its just an incredibly dense area on the north side –parking works ok but more visitors would upset the delicate balance. Lots of space for parking lots behind the south side of Hollister. |
| 100 | There seems to be an extremely high amount of abandoned (non-moving vehicles) in my area. Two cars in the alley behind The Habit and nest to the Michello apartments have not moved in over 4 years. One is a white jeep and the one in front of it. They are true eyesores and have not been ticketed or towed or impounded. Three foot high weeds have grown around all the tires! |
| 101 | Need to have timed parking in business areas (90 minutes and remove all RV's parked on city streets. |
| 102 | Hollister Ave in old town has only a minor problem with parking. But the streets such as Orange are a nightmare regarding parking. I woorked 4 years on Orange Ave and something has to be done since there are old cars parked there for months. |
| 103 | We desperately need parking enforcement. Cars are always parked for days of weeks in front of my house 588 Mandarin Dr. |



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| 104 | I live ½ blocks from Hollister, parking is terrible. I have to park 1 or 2 blocks away. To me, businesses on Hollister are taking all the street parking spaces from residents. It's not supposed to be certain number of parking spaces depending on what kind of businesses they have? I mean in their own parking lots. |
| 105 | With a few (much needed) changes to some of the side streets, it seems Old Town could accomodate exactly the same number of public parking spaces. If this is the case then the trade off of a few 'choice' parking spaces for a more appealing, safer and more accessible Old Town is an easy decision. Lose the Hollister parking and build bike lanes! |
| 106 | Parking for Old Town Goleta should be geared toward businesses purposes. Easy parking on the street (angled parking), free 75 min, and the whole sidewalk should be redone (compare to lower State St., Santa Barbara). No overnight parking (junk cars), no mobile homes, free buses for people leaving Old Town Goleta. We need tourist money. We have the Goleta pier, UCSB, the airport, train station, Gerish Park, Old Town and Sandpiper. |
| 107 | Parking for shopping/eating in Old Town is not adequate and reduces business in the area. Improving walking is also important as I also shop on foot but not at the expense of parking for business. It will be difficult to attract higher revenue business to Old Town without parking congestion on Hollister can be bad so roads should not be reduced for parking. |
| 108 | Old Town needs an overall plan before focusing on parking |
| 109 | Would like to see a median with trees, if possible, and diagonal parking at least on one side of Hollister. The median makes crossing the street easier. Diagonal parking (as it was in earlier days on the mountain side of the street) allows for more parking spaces. As a thoroughfare, Hollister is not ideal for bike lanes that would be safer on side streets leading into paralleling Hollister. The planning in Carpinteria has changed the look and atmosphere of the downtown area and the community as a whole in a relatively short period of time. From what we hear, residents now have a real sense of pride in their town. It would be great to see this in Goleta. We have a parking lot off Magnolia with about 18? Places. It serves Family Discount, Tecfen, Connie's, SB Painting, Goleta Barber, CCIC, Mi Computer and three one bedroom apartments. Employees for the most part park elsewhere. Still, customers often cannot find a space in the lot. Neighboring apartments and businesses down the street use our lot despite signage-there is no room to spare! |
| 110 | Would like to see Hollister Ave developed similar to Linden Ave in Carpentaria but with parallel parking where possible. |
| 111 | It's important to have parking even if it cost. |

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| 112 | Traffic flow is obstructed around 5:00 PM by cars parked near the corner, on Pine, Pine and Hollister. Even though the antique store would lose a parking space (they have a lot across the street), traffic would not back up as bad because right hand turns could be made without having to wait for the light, if that curb was painted red. |
| 113 | The whole town needs a update...no money to do it |
| 114 | I'm pleased that this is being addressed. My hope is that Old Town will be transformed into an updated "Old Town" and beautified. This seems like one step in that direction. |
| 115 | Do not plant trees like in front of nursery in median where it blocks the view of traffic traveling northbound for making a u turn for Dearborn. |
| 116 | Expand the city area |
| 117 | Employees who work here in Goleta park mostly in residential areas. The company parking lots on business parking spaces are for visitors mostly. If you start charging it will be like Santa Barbara. Employees will end up parking further blocks and take longer to get to work. |
| 118 | Like about anywhere in a commercial area, there seems to be a traffic-bus stops take up what otherwise might be parking spaces. Also there are likely some people who park in Old Town who really don't need to. They could just as well walk, or bicycle in. Too many SUV's also. |
| 119 | With a little help from the city, Old Town Goleta could be a vibrant, and happy collection of families and individuals getting around on foot and by bike to meet their shopping and recreational needs right here in Old Town. We need to improve bicycling safety and ease, not car flow and parking. |
| 120 | While I marked "would like" fro bike lanes in #15, I also feel the current "share" strategy works. Traffic flow is good, in general, but stutters at rush hour. |
| 121 | Curbs are too high in places for passenger side doors (on Hollister). Scary for bicyclist and drivers opening doors/pulling out into cyclist. |
| 122 | Goleta needs a facelift. It's a mesh mash of color and design and does not look very good. We pay for everything else, do we need to pay to park also? |
| 123 | Parking fees could be offset like they do in downtown Santa Barbara-free for the first hour or so. |
| 124 | It's scary using the bike lanes on Hollister. |

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| 125 | There are numerous cars that just sit. When they are called in, the owners just move them 10 feet to avoid being towed. This is ludicrous. Trying to park street park at night is ridiculous. Old town really needs a face lift. We support your efforts 100%. |
| 126 | The Goleta government needs to construct more parking lots for visitors as someone like me is not good at parallel parking on the street. |
| 127 | Current landscaping is ok but neglected. Keep areas cleaner, less trash left on the ground. Left turn light from Fairview to Hollister is always too short-many cars still in intersection when it turns red. |
| 128 | Suspicious vehicles are parked in the parking lot for days and don't move (5860-C Hollister Ave). |
| 129 | Some vehicles are left abandoned on Hollister and most times some cars are not moved for days-leaving little or no parking for others. |
| 130 | Charging for parking would hurt business and cause people to park in business parking lots other than the business they are patronizing. |
| 131 | I think cutting it down to two lanes is a good idea. This could provide space for parking and bike lanes. Too many people use Hollister as a highway. Wider sidewalks are not necessary |
| 132 | Parking on our block is difficult, although I need the exercise. Thanks for your work on this issue. It's nice to see someone is interested in this issue. dkuir@cacsb.com |
| 133 | Consider having all parking off of Hollister in Old Town. Provide parking lots at both end and in the middle of town. |
| 134 | Don't change! |
| 135 | We don't need to have pay parking. Just send the border patrol around more often. We wouldn't have the problems. |
| 136 | For my purposes, I have never had trouble with it |
| 137 | Two lanes of traffic with diagonal parking would be my preference, (as is the diagonal parking in front of the community center). Regarding getting out of the car on Hollister-can't open door on right side because of high curbs. |
| 138 | Please improve each side walk at least between Kellogg Ave and Fairview of the Hollister Ave, with better light, more green like green and trees and flowers. Also, some businesses need to improve the front of the business then it can look nice and more attractive. Please check Nectarine Ave which doesn't have sidewalks. Thanks for |

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| | improving Goleta! |
| 139 | Many visitors/workers park in residential areas. Employers need to provide parking for them. |
| 140 | Do not restrict traffic flow. Allow businesses to receive shipments by trucks. |
| 141 | Needed. |
| 142 | We do not need parking fees in Old Town Goleta! |
| 143 | I am more concerned with upgrading the fronts of building-cleaning streets and making it look better. |
| 144 | We need more parking near Hollister by the dollar store or family store and near Natural Coffee. |
| 145 | When Pattaya Grill has music, the parking, vandalism and noise factor is insane. |
| 146 | Should focus on other parts of Goleta, not just Old Town. |
| 147 | Please stop trying to spend more money to fix things that are fine. This is not downtown LA. We have lived here for 30+ years and it is basically fine! This is the USA. By continually printing stuff in Spanish-including this survey-encourages people to speak Spanish and not learn English. You spend way too much money for double printing of the languages. Sorry but I feel strong about it! |
| 148 | 1.Need to get rid of cars parked for long periods of time on Hollister (more than 72 hours). 2.7-11 parking impacts private lots nearby and street parking 3.Large delivery trucks parked in front of Kragen, La Chapala Market impact traffic. 4.DO NOT charge for parking on Hollister. That would be terrible! I'll move/close my business if you do. |
| 149 | Think the city should address campers that take up parking and "live" in spots. Provide and RV park. More lights at streets that cross Hollister, crosswalks, bike lanes, etc. The speed limit is already so slow it doesn't seem like we need so many lanes of traffic in Old Town. I like Old Town and wouldn't mind paying to park in a garage or purchasing a street permit. Thanks. |
| 150 | None. |
| 151 | I think re-design of the MTD in front of the 7-11 should be considered. |
| 152 | Available off street space not used well. |
| 153 | We need more parking in Old Town. |

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| 154 | I live in an apartment complex on South Kellogg Ave. We have our own parking area. We park in lots next to stores that we frequent like Santa Cruz Market. |
| 155 | Traffic is a mess. There is a 2 minute wait for pedestrians who try to cross at the new hotel by pushing the "cross" button. Lots of traffic is just "passing through" and so it goes by fast. If the street between 217 Kellogg (with all the apartments and condos) had another inlet/outlet to Hollister, Kellogg would not be so messed up. There is no reason for Old Town Hollister section to be so wide, with so many lanes, why such pathetic landscaping? |
| 156 | Employees of various Hollister Ave businesses seem to think Kellogg Ave is their parking lot not leaving room for home owners. |
| 157 | I have grown up here in Old Town Goleta. Our family has had houses here. Goleta has grown a lot. I attended Goleta Union School (Goleta Community Center). We need something, could be more parking areas (not paying to park), better bike lanes, the cross walks have gotten better, although I'm worried about Kellogg Ave and Hollister... a few people have dies/or gotten hurt off that corner. Not good at all! |
| 158 | Getting to Old Town on foot is not an easy nor pleasant experience, so I rarely choose that mode to get there. Hollister Ave thru Old Town is a wide busy street that is noisy, dirty and unpleasant. I would like to see Old Town really upgrade to provide adequate parking, more pleasing architecture, landscaping to make it a destination not a punishment to have to go there. |
| 159 | On the narrower streets, like Mandarin Dr., parking on one side so cars can pass would be good, or if parking on both sides change to one way. |
| 160 | Why do we use the word old to describe Goleta? Maybe when it's upgraded, we can find a new name instead of old. Like new/beautiful something positive and more inviting. |
| 161 | Leave it like it is. If it's not broke, don't fix it. |
| 162 | live on Magnolia and because of cars parked near Hollister, I'm not able to see incoming cars so it's really dangerous to cross or make a right turn on Hollister. My neighbor had an accident not too long ago because of that. I don't like that. |
| 163 | I think that the parking structure should be made so that you can park for one hour only, that way there is more parking available. That way people won't get annoyed. |
| 164 | It's more a question than a comment. I would like to know where the parking structure is going to be built. The Placita is the only place where you can't find parking. |

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| 165 | The lighting is very important. Landscaping would be nice, but we know that it's expensive to maintain. Bikes are dangerous to vehicles. Making sidewalks bigger would then reduce the size of the street lanes. We would like a lot for the safety of everyone. |
| 166 | I would like it if on the streets adjacent to Hollister had a mirror on the corner or a sign that would prevent cars to park so close to the corner/intersection. You are not able to see when you're turning on Hollister (especially if there are big trucks parked on the corner) it is dangerous, particularly on Hollister and Magnolia. The visibility is really bad coming from Magnolia and turning right onto Hollister. I hope they can better this problem. Also, cars will park for numerous day without moving. Thank you. |
| 167 | We would like it if no changes were done. |
| 168 | I think having designated parking lots is the way to go. There is really no need to have parking along the streets, especially since the majority of the traffic does not adhere to the 25 miles per hour speed limit. |
| 169 | In the afternoon, it is very difficult to find parking. |
| 170 | If there was better parking I would probably be more willing to visit more of the Old Town Businesses - do not do it now because I do not want to deal with parking so choose to go elsewhere - I live in Goleta and would like give my business to Goleta. |
| 171 | It's worst during meal times because of the restaurants. |
| 172 | We desperately need a dedicated bike lane OFF Hollister Avenue. roughly one block either north of south of Hollister would save many accidents and lives with minimum impact of the bicyclists. |
| 173 | Old Town is a quick in/out business area for people who don't live nearby. If it's not easy to access, then I'll stop using those businesses. |
| 174 | Leave Old Town alone, if it ain't broke, don't try to fix it. The City should concentrate on being fiscally responsible, not spending money on useless projects. |
| 175 | I would like to see 15-30 min parking in front of businesses so that employees of other businesses dont park there |
| 176 | Most of the off-Hollister street parking is over crowded due to the over crowding of the local residences. the parking along Hollister itself is not bad, but it can be dangerous to get in and out of the parallel spots due to traffic. Two good lots would go a long way to helping alleviate some of the parking concerns, even if they were only used by people working in Old Town. |

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| 177 | The only trouble I have is when I have parked next to the varying sidewalk heights |
| 178 | Traffic lanes should be narrowed or cut down to one lane in each direction like downtown State Street. Landscaped islands and landscaped bump-outs should be created. Parking could be increased by going back to diagonal curb parking. The city should acquire two or three parcels for future just-off-Hollister parking. |
| 179 | I am against charging fees to pay for the improvements / projects |
| 180 | How about a parking structure? Perhaps a shuttle that traveled between Old Town and Calle Real? |
| 181 | I think getting rid of a lane on both lanes and making it a 2 lane road is Goleta's best bet. It would push vehicle traffic to the center and better for seeing Bicycles and pedestrians in drivers view. |
| 182 | A major improvement could be consolidating and reorganizing existing parking located behind buildings that is currently very inefficient. thank you |
| 183 | Do not turn Goleta into Santa Barbara. |
| 184 | off hollister parking lots would provide a relief. big businesses like UPS should provide adequate parking for their employees, who come 5 blocks away and park in front of our business all day, with no room for our customers (we are w/in a block of hollister) |
| 185 | If you are looking to improve parking and becoming more business friendly - you already know what works. I'm certain that organizing the businesses into an organization that works together would help. |
| 186 | the city should consider using eminent domain to purchase land behind businesses to create parking and delivery areas for businesses and patrons. like State street keep cars and parking off Hollister. |
| 187 | What can I say, but the entire area is the pits. The lack of planning, zoning, and the current buildings crumbling and safety on the street and for walking is so striking that you wonder what in the heck happened over the 20 years that the first vision committee looked at old town. The area should be for walking only, open as a courtyard, with the streets behind the buildings serving as a way in and out of old town. Most people are trying to get to the freeway or Kmart, so they can go around, for heavens sake. I served on the visioning committee for years and finally threw up my hands when the report was presented to the County. Parking on Hollister is just poor planning. Lots |
| 188 | I don't like shopping in the area, but do so only if necessary. I especially don't like the |

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| | area in the evening because of gang related concerns. |
| 189 | talk to the Santa Barbara Downtown Parking Committee |
| 190 | I think angle parking on one side and bike lane on the other. Some trees and lighting would be wonderful. Old town Goleta could be very attractive and promote more business success with an updated look. I think safe parking regarding traffic is important and trees would be a real bonus. |
| 191 | Old Town is great. I never have trouble parking. The area needs better flow. Another street running parallel to Hollister. Another crossing of Ward Drive. |
| 192 | Improved street lighting on crosswalks. |
| 193 | Parking is not a problem. Leave it alone. *Fixing* it will be a disaster. |
| 194 | Curbs are too high for passengers to exit cars. |
| 195 | There is no parking visible for most people who like old town (in response to question 10). Thanks for being considerate of our views those of us who live here. |
| 196 | It's important to have more street parking. It would help to have spaces in front of businesses. Need to balance business needs. |