

Community Based Transportation Planning Grants

Santa Barbara County Goleta Old Town Revitalization Plan

- **Grant Recipient:** Santa Barbara County
- **County:** Santa Barbara

Project Area - Old Town Goleta and the Hollister Avenue corridor.

Project Focus - To create a Multimodal Plan for the Goleta Old Town Revitalization Project area. The effort is comprised of two projects: (1) To create a broad-based community vision for trail access in the historic district of Goleta. That vision would be integrated with the community's proposed internal circulation network; and (2) to conceptually design traffic calming and street beautification plans for the Hollister Avenue corridor.

Project Goals - To plan beautified multimodal transportation facilities throughout the Goleta Old Town Redevelopment Project Area/Hollister Avenue so that a seamless and functional transportation system can be realized to and from community resources, schools and civic places.

Community Outreach - Shortly after the contract was executed for this project, the citizens of Goleta voted to incorporate the City. Incorporation impacted Goleta's staffing resources, which resulted in reduced community participation during the development of this project. The community outreach that occurred was with a select few or it was prior to this planning effort altogether.

Project Outcome - Deliverables for the project only partially reflected the project scope of work. The trail access portion of the project was completed adequately, while the Hollister Avenue corridor portion of the project included several deliverables that could be construed to be part of earlier planning or project development efforts of 1998. These efforts were being proposed for construction upon completion of this grant effort, therefore some project expenses may not have been eligible. However, the City anticipates continuing efforts for these projects. If project momentum continues and construction begins, the community may enjoy more pedestrian/bike friendly access to Old Town Goleta and the Hollister Avenue corridor.

Planning Goals Realized -

- Foster neighborhoods and project designs that enable more walking and biking;
- Reduce dependence on single occupant vehicle trips.