SECTION 4.12
TRANSPORTATION AND TRAFFIC
4.12 TRANSPORTATION AND TRAFFIC

This transportation and traffic section is based on the AllianceJB October 5, 2011, traffic study, which is provided in Appendix P. The traffic analysis follows the City of Goleta’s traffic study criteria and has been peer reviewed and accepted by the City’s Community Services Department.

4.12.1 Existing Setting

The property is located on the north side of Hollister Avenue, between La Patera Lane and Robin Hill Road in central Goleta. The eastern two-thirds of the site (Parcel 1 of the subdivision request) is occupied by an existing Hollister Center research/office building. No changes would occur to the existing structure or existing operations associated with the building. Therefore, traffic associated with the existing building on site is not expected to change as a result of the project.

The western third of the property (Parcel 2 of the subdivision request) is currently undeveloped, with the exception of paved parking and utility infrastructure. The site is an urban infill site, surrounded by commercial, industrial, and airport uses. The street network generally affected by the project is bounded by Hollister Avenue to the south, Glen Annie/Storke Roads to the west, Fairview Avenue to the east, and Highway 101 to the north. The nearest Metropolitan Transit District (MTD) bus stop is located along the frontage of the subject property, at the northwest corner of Hollister Avenue and La Patera Lane. Figure 2-6 shows the project site and development plan for Parcel 2.

The project site is served by a network of city streets and Highway 101. This network of streets and intersections is shown in Figure 4.12-1 and is described further below. Access to the project site is currently provided from Hollister Avenue, Robin Hill Road, and La Patera Lane.

4.12.1.1 Street System

The following roadway segments and intersections were selected for analysis in consultation with City Community Services staff in order to determine potential impacts related to the project. City of Goleta Public Works identified the affected roadway segments and intersections to be included in the traffic analysis for the project and the traffic setting assumptions for the existing and cumulative settings. Traffic associated with UCSB’s Long Range Development Plan (LRDP) was considered in this analysis. (Also see the Section 3 discussion of the LRDP and related agreements with the City of Goleta/County of Santa Barbara and the “SUN” coalition with regard to strategies, mitigation, and monitoring requirements for reducing LRDP-related vehicle trips and addressing traffic impacts).

Roadway Segments

- Los Carneros Road between Mesa Road and Hollister Avenue
- Los Carneros Road between Calle Koral and Highway 101 southbound ramps
- Hollister Avenue between Los Carneros Road and Los Carneros Way
- Hollister Avenue between Los Carneros Way and Robin Hill Road
- Hollister Avenue between Robin Hill Road and Fairview Avenue
• Fairview Avenue between Hollister Avenue and Fowler Road
• Fairview Avenue between Hollister Avenue and Highway 101 southbound ramps

**Intersections**

• Storke Road at Hollister Avenue
• Los Carneros Road at Hollister Avenue
• Los Carneros Road at Calle Koral
• Los Carneros Road at Highway 101 southbound ramps
• Los Carneros Road at Highway 101 northbound ramps
• Los Carneros Way at Hollister Avenue
• Fairview Avenue at Hollister Avenue
• Fairview Avenue at Highway 101 southbound ramps
• Fairview Avenue at Highway 101 northbound ramps
• Fairview Avenue at Calle Real
• La Patera Lane at Hollister Avenue
• Robin Hill Road at Hollister Avenue

**Classifications**

The City of Goleta utilizes the roadway categories recognized by regional, state, and federal transportation agencies. There are four categories in the roadway hierarchy, ranging from freeways, with the highest capacity, to two-lane undivided roadways, with the lowest capacity. The roadway categories are summarized as follows:

• *Freeways* are limited-access and high-speed travel ways included in the state and federal highway systems. Their purpose is to carry regional through-traffic. Access is provided by interchanges with typical spacing of 1 mile or greater. No local access is provided to adjacent land uses.

• *Arterial roadways* are major streets that primarily serve through-traffic and provide access to abutting properties as a secondary function. Arterials are generally designed with two to six travel lanes and their major intersections are signalized. This roadway type is divided into two categories: major and minor arterials. Major arterials are typically four-or-more lane roadways and serve both local and regional through-traffic. Minor arterials are typically two-to-four lane streets that service local and commuter traffic.

• *Collector roadways* are streets that provide access and traffic circulation within residential and non-residential (e.g., commercial and industrial) areas. Collector roadways connect local streets to arterials and are typically designed with two through-travel lanes (i.e., one through-travel lane in each direction) that may accommodate on-street parking. They may also provide access to abutting properties.

• *Local roadways* distribute traffic within a neighborhood, or similar adjacent neighborhoods, and are not intended for use as through-streets or as links between higher capacity facilities such as collector or arterial roadways. Local streets are fronted by residential uses and do not typically serve commercial uses.
4.12.1.2 Regional Road System

Highway 101 is a freeway located north of the project site that provides regional vehicular access to the subject property. This highway is a major north–south oriented freeway connecting the Los Angeles metropolitan area to the San Francisco Bay area. Locally, this highway connects the City of Goleta to Santa Barbara, Carpinteria, and Ventura to the south and Buellton, Lompoc, and Santa Maria to the north. In the study area, the highway generally contains two lanes in each direction.

Roadway Descriptions and Operations

Hollister Avenue is an east–west oriented major arterial that abuts the project site on the south. At this location, Hollister Avenue generally includes two through-travel lanes in each direction, exclusive left-turn lanes are generally provided at major intersections, on-street parking is not permitted, the posted speed limit is 45 miles per hour (mph), and Class II bike lanes are provided on both sides of the street. Full freeway connections (northbound and southbound ramp connections) closest to the project site include Fairview Avenue to the east (south) and Los Carneros Road to the west (north).

Los Carneros Road is a north–south oriented major arterial that is located west of the project site. Two through-travel lanes are generally provided in each direction on Los Carneros Road within the project study area between Calle Real and Hollister Avenue. South of Hollister Avenue, Los Carneros Road generally includes one through-travel lane in each direction. Along Los Carneros Road, exclusive left-turn lanes are generally provided at major intersections, on-street parking is not permitted, and the posted speed limit is 45 mph. Class II bike lanes are provided on both sides of Los Carneros Road from Cathedral Oaks Road to El Colegio Road. In addition, a two-way Class I bike path is provided on the east side of Los Carneros Road from Hollister Avenue to El Colegio Road.

Fairview Avenue is a north–south oriented major arterial that is located east of the project site. Two through-travel lanes are generally provided in each direction north of Hollister Avenue with one through-travel lane provided in each direction south of the Hollister Avenue intersection. On-street parking is not permitted. Class II bike lanes are provided on both sides of Fairview Avenue.

Robin Hill Road abuts the project site on the west and is a two-lane road that extends north from Hollister Avenue. This road is classified as a local street. Robin Hill Road terminates just north of Lindmar Drive. On-street parking is permitted on both sides of the street.

La Patera Lane abuts the project site on the east and is a two-lane road that extends from Hollister Avenue north to the Amtrak train station. This roadway is classified as a minor arterial. On-street parking is permitted on both sides of the street.

Existing volumes on area roadway segments are identified in Table 4.12-1 below. Based on existing volumes, all project area roadway segments are currently operating at acceptable levels of service (C or better), with the exception of Los Carneros Road between Hollister Avenue and Mesa Road.
Intersection Operations

Intersection operations are rated using Levels of Service (LOS) A through F, with LOS A indicating free flow operations and LOS F indicating congested operations. The minimum acceptable operating level of service for intersections within the City is LOS C.

Project impact evaluations for study intersections were evaluated by comparing existing conditions to existing plus project conditions, and by comparing cumulative conditions to cumulative plus project conditions. Signalized and unsignalized intersection LOS were calculated using the Intersection Capacity Utilization (ICU) methodology, which generates a volume to capacity (V/C) ratio that is then correlated to a specific LOS.

Unsignalized stop-controlled intersection LOS was initially calculated for the Robin Hill Road/Hollister Avenue intersection using the Highway Capacity Manual (HCM) unsignalized intersection methodology (which relates the worst-case movement delay in seconds/vehicle to an LOS); however, a review of actual intersection delay observations and overall intersection operational conditions at the Robin Hill Road/Hollister Avenue intersection indicated that the HCM worst-case movement LOS portrayed unrealistically poor intersection operational conditions. Review of these observations in coordination with City staff indicated that the overall intersection operational conditions would be better represented by calculating the overall intersection V/C ratio and relating it to an overall intersection LOS. The LOS results for the intersections studied are shown in Tables 4.12-3 and 4.12-5.

4.12.1.3 Goleta Capital Improvement Program

The Capital Improvement Program (CIP) allows the City to identify the needs of the community and to prepare a long-term funding strategy to meet those needs. The CIP includes any project that involves needed repairs or improvements to existing infrastructure (including City streets) and the acquisition or construction of a new infrastructure.

With the completion of the City’s General Plan, a new list of capital improvement projects was developed. This updated CIP list is based on a thorough review of the City’s transportation element and various general plan policies. The CIP is intended to address infrastructure needs associated with both existing and future development identified in the City’s General Plan/Coastal Land Use Plan (GP/CLUP).

4.12.2 Regulatory Framework

4.12.2.1 Federal

There are no federal regulations applicable to this transportation and traffic impact analysis.

4.12.2.2 State

There are no state regulations applicable to this transportation and traffic impact analysis.

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4.12.3 Local

GP/CLUP Policy TE 4.1 sets a standard of LOS C for City roadways and intersections; Policy TE 4.2 establishes a modified standard of LOS D (0.89 V/C) for the Storke Road/Hollister Avenue intersection.

4.12.3 Project Impacts and Mitigation

4.12.3.1 Thresholds of Significance

Based on both the City’s Initial Study Checklist (CEQA Appendix G; Environmental Checklist Form) and the City’s Environmental Thresholds and Guidelines Manual (Thresholds Manual), a significant transportation/traffic impact could occur, if the project would:

a. Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit.

b. Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways.

c. Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks.

d. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment).

e. Result in inadequate emergency access.

f. Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities.

g. Increase the V/C ratio by the value provided below or send at least 5, 10, or 15 trips to intersections operating at LOS F, E, or D, respectively, with the addition of project traffic to an intersection.

<table>
<thead>
<tr>
<th>LEVEL OF SERVICE</th>
<th>INCREASE IN V/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>(including the project)</td>
<td>(greater than)</td>
</tr>
<tr>
<td>A</td>
<td>0.20</td>
</tr>
<tr>
<td>B</td>
<td>0.15</td>
</tr>
<tr>
<td>C</td>
<td>0.10</td>
</tr>
<tr>
<td></td>
<td>or the addition of:</td>
</tr>
<tr>
<td>D</td>
<td>15 trips</td>
</tr>
<tr>
<td>E</td>
<td>10 trips</td>
</tr>
<tr>
<td>F</td>
<td>5 trips</td>
</tr>
</tbody>
</table>

h. Require a driveway that would create an unsafe situation, a new traffic signal, or major revisions to an existing traffic signal as a result of project access to a major road or arterial.
i. Result in additional traffic to a roadway that has design features (e.g., narrow width, roadside ditches, sharp curves, poor sight distance, inadequate pavement structure) or receives use which would be incompatible with a substantial increase in traffic (e.g., rural roads with use by farm equipment, livestock, horseback riding, or residential roads with heavy pedestrian or recreational use, etc.) that would become potential safety problems with the addition of project or cumulative traffic.

j. Result in project traffic utilizing a substantial portion of an intersection’s capacity where the intersection is currently operating at acceptable levels of service (A through C) but with cumulative traffic would degrade to or approach LOS D (V/C 0.81) or lower. Substantial is defined as a minimum change of 0.03 V/C for intersections that would operate from 0.80 to 0.85 V/C, a change of 0.02 V/C for intersections that would operate from 0.86 to 0.90 V/C, and 0.01 V/C for intersections operating at anything lower.

k. Increase traffic volumes by more than 1.0 percent (either project specific or project contribution to cumulative impacts) on a roadway currently exceeding the acceptable capacity.

Items a–f are from the Initial Study Checklist, and Items g–j are from the Thresholds Manual. Item k is the City’s administrative practice.

It should be noted that the City’s project-specific and cumulative impact thresholds for intersections are determined based on increases in V/C ratios. For purposes of determining project impacts at unsignalized intersections, the ICU methodology was utilized to quantify the V/C ratio increases over baseline conditions with the LOS determined through use of the HCM method of analysis.

**Congestion Management Program Thresholds**

The Congestion Management Program (CMP) impact thresholds are based on the Santa Barbara County Association of Governments’ (SBCAG) traffic impact thresholds for assessing impacts of land use decisions made by local jurisdictions on regional transportation facilities located within the CMP roadway system. Significant project-generated traffic impacts on the regional CMP system would occur if:

l. For any roadway or intersection operating at LOS A or B, a decrease of two levels of service results from the addition of project-generated traffic.

m. For any roadway or intersection operating at LOS C, project-added traffic results in LOS D or worse.

n. For intersections within the CMP system with existing congestion, the following defined significant impacts result:

<table>
<thead>
<tr>
<th>Level of Service</th>
<th>Project-Added Peak Hour Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS D</td>
<td>20</td>
</tr>
<tr>
<td>LOS E</td>
<td>10</td>
</tr>
<tr>
<td>LOS F</td>
<td>10</td>
</tr>
</tbody>
</table>
o. For freeway or highway segments with existing congestion, the following defined significant impacts result:

<table>
<thead>
<tr>
<th>Level of Service</th>
<th>Project-Added Peak Hour Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS D</td>
<td>100</td>
</tr>
<tr>
<td>LOS E</td>
<td>50</td>
</tr>
<tr>
<td>LOS F</td>
<td>50</td>
</tr>
</tbody>
</table>

### 4.12.3.2 Project Impacts

**Impact TRA-1. Traffic Impacts**

#### Project Trip Generation

Project-related traffic was estimated based on the Institute of Transportation Engineers (ITE) *Trip Generation Manual 8th* edition, Land Use Code 311 (All Suites Hotel). After reviewing the various land use codes in the ITE Manual for hotels, the City’s Community Services District staff determined that the “All Suites Hotel, Land Use Code 311” best reflects the Marriott Residence Inn’s design and operations, including the “extended stay” hotel type proposed.

#### Trip Distribution

Traffic distribution and assignment patterns for the traffic from the proposed project were developed based on a review of the areawide traffic circulation system, existing traffic flow patterns, existing and proposed land use patterns, and knowledge of the local street network and travel patterns.

In general, the project traffic was distributed to the local roadway system as follows:

- 10% to/from Highway 101 (West of Storke Road)
- 25% to/from Highway 101 (East of Fairview Avenue)
- 10% to/from Hollister Avenue (East of Fairview Avenue)
- 3% to/from Hollister Avenue (Between Fairview Avenue and Los Carneros Road)
- 7% to/from Hollister Avenue (Between Los Carneros Road and Storke Road)
- 5% to/from Hollister Avenue (West of Storke Road)
- 3% to/from Los Carneros (North of Calle Real)
- 2% to/from Los Carneros (Between Hollister Avenue and Calle Real)
- 10% to/from Los Carneros (South of Hollister Avenue)
- 3% to/from Fairview Avenue (North of Calle Real)
- 10% to/from Fairview Avenue (South of Hollister Avenue)
- 10% to/from Calle Real (East of Fairview Avenue)

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2 See Section 4.12.3.1, Thresholds a, f, g, j, and k.
2% to/from Calle Real (West of Fairview Avenue)
100% Total Traffic Distribution

Roadway Segment Impacts

The hotel is expected to generate 736 new average daily vehicle trips (ADT) based on a rate of 6.24 ADT per occupied hotel room and 65 PM peak hour trips (PHT) based on a rate of 0.55 PHT per occupied hotel room. Table 4.12-1 shows the existing and existing plus project roadway volumes for project area road segments. As indicated in Table 4.12-1, the only study area roadway segment currently operating below LOS C (Acceptable Capacity) is Los Carneros Road, between Hollister Avenue and Mesa Road. The project is expected to send 79 ADT (0.4% of existing volumes) to this roadway segment. Because project-related traffic would be less than 1% of existing volumes, this impact is considered less than significant. All other study area roadway segments would continue to operate at LOC C or better with project traffic.

TABLE 4.12-1
ROADWAY SEGMENT VOLUMES

<table>
<thead>
<tr>
<th>Road Segment</th>
<th>Existing Volume/Count Date</th>
<th>Project Added ADT</th>
<th>Existing Plus Project Volume</th>
<th>% Change</th>
<th>LOS C Threshold</th>
<th>Exceeds Threshold?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Carneros Rd between Mesa Rd and Hollister Ave</td>
<td>20,237 (2/10/2004)</td>
<td>79</td>
<td>20,316</td>
<td>0.4</td>
<td>14,300</td>
<td>&lt;1% No</td>
</tr>
<tr>
<td>Los Carneros Rd between Calle Koral and Hwy 101 SB ramps</td>
<td>24,458 (2/18/2010)</td>
<td>79</td>
<td>24,537</td>
<td>0.3</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Los Carneros Rd and Los Carneros Way</td>
<td>15,880 (2/10/2004)</td>
<td>215</td>
<td>16,095</td>
<td>1.4</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Los Carneros Way and Robin Hill Rd</td>
<td>15,611 (2/25/2010)</td>
<td>294</td>
<td>15,905</td>
<td>1.9</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Robin Hill Rd and Fairview Ave</td>
<td>21,998 (5/21/2003)</td>
<td>430</td>
<td>22,428</td>
<td>2.0</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave between Hollister Ave and Fowler Rd</td>
<td>8,647 (5/22/2003)</td>
<td>79</td>
<td>8,726</td>
<td>0.9</td>
<td>14,300</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave between Hollister Ave and Hwy 101 SB ramps</td>
<td>25,369 (12/9/2008)</td>
<td>283</td>
<td>25,652</td>
<td>1.1</td>
<td>34,000</td>
<td>No</td>
</tr>
</tbody>
</table>
Comparison of Old County Data to New Count Data

It should be noted that some counts used in the traffic study are from 2003 and are relatively old. These counts are at relatively stable-volume locations. However, traffic counts over the last several years have sometimes identified lower traffic volumes than older counts, most likely reflective of the economic recession. Where current counts identified lower volumes than older counts, the older counts were used in the traffic analysis. Therefore, use of older counts in the traffic analysis is more conservative with regard to assessment of roadway and intersection operations and the project related traffic impacts. (Marti Schultz, personal communication with Natasha Campbell, October 4, 2012). Table 4.12-2 shows that the traffic volumes at many intersections in the City have been generally declining since the beginning of the economic recession, indicating that the older counts are more conservative.

### TABLE 4.12-2
**COUNT DATA COMPARISONS**

<table>
<thead>
<tr>
<th>Date – AM/PM</th>
<th>V/C</th>
<th>LOS</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Storke Road/ Hollister Avenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/10/2010 – PM</td>
<td>0.657</td>
<td>B</td>
<td>3,999</td>
</tr>
<tr>
<td>2/23/2010 – PM</td>
<td>0.698</td>
<td>B</td>
<td>4,426</td>
</tr>
<tr>
<td>2/18/2010 – PM</td>
<td>0.718</td>
<td>C</td>
<td>4,535</td>
</tr>
<tr>
<td>2/3/2010 – PM</td>
<td>0.712</td>
<td>C</td>
<td>4,379</td>
</tr>
<tr>
<td>3/11/2009 – PM</td>
<td>0.739</td>
<td>C</td>
<td>4,505</td>
</tr>
<tr>
<td>2/7/2008 – PM</td>
<td>0.726</td>
<td>C</td>
<td>4,553</td>
</tr>
<tr>
<td>10/17/2006 – PM</td>
<td>0.774</td>
<td>C</td>
<td>4,881</td>
</tr>
<tr>
<td>2/2005 – Day 3 –PM</td>
<td>0.764</td>
<td>C</td>
<td>4,721</td>
</tr>
<tr>
<td>2/2005 – Day 2 –PM</td>
<td>0.773</td>
<td>C</td>
<td>4,775</td>
</tr>
<tr>
<td>2/2005 – Day 1 – PM</td>
<td>0.710</td>
<td>C</td>
<td>4,587</td>
</tr>
<tr>
<td>8/12/2004 – PM</td>
<td>0.718</td>
<td>C</td>
<td>4,356</td>
</tr>
<tr>
<td><strong>Fairview Avenue/ Hollister Avenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3/2010 – PM</td>
<td>0.616</td>
<td>B</td>
<td>2,927</td>
</tr>
<tr>
<td>5/2008 – Day 2 –PM</td>
<td>0.678</td>
<td>B</td>
<td>3,533</td>
</tr>
<tr>
<td>5/2008 – Day 1 –PM</td>
<td>0.608</td>
<td>B</td>
<td>3,151</td>
</tr>
<tr>
<td>10/2006 – PM</td>
<td>0.618</td>
<td>B</td>
<td>3,336</td>
</tr>
<tr>
<td>11/2005 – PM</td>
<td>0.690</td>
<td>B</td>
<td>3,628</td>
</tr>
</tbody>
</table>

**Intersection Impacts**

Table 4.12-3 shows the existing PM peak hour LOS at study area intersections. Potential project impacts on these intersections were evaluated by considering the existing conditions, the estimated new project trips that would move through these intersections, and whether this net
increase in project generated peak hour trips would result in a significant impact based on City thresholds.

Signalized intersection LOS was calculated using the ICU methodology in TRAFFIX software, which generates a V/C ratio that is then correlated to a specific LOS. Stop sign controlled intersection LOS was calculated using the HCM methodology contained in TRAFFIX software, which relates delay (seconds/vehicle) to a specific LOS. As shown in Table 4.12-3, the study area intersections are currently operating in the LOS A–C range during the PM peak hour.

In addition to the delay evaluations, a traffic signal warrant analysis was conducted for the Robin Hill Road/Hollister Avenue intersection. Exhibits 5A and 5B in Appendix P show the existing traffic signal warrants for this intersection, and Exhibit 6 shows the existing delay observations for this intersection.

The delay experience by motorists under existing conditions, however, was observed to average less than 10 seconds per vehicle. Field observations also indicated that the nearby traffic signals at La Patera Lane and Aero Camino Road created gaps that allowed the motorists on Robin Hill Road to easily gain access onto Hollister Avenue. Each of these factors points towards a traffic signal not being justified at this time.

<table>
<thead>
<tr>
<th>Intersection</th>
<th>Existing LOS</th>
<th>Existing V/C Ratio</th>
<th>Project Added PM Peak Hour Trips</th>
<th>Existing Plus Project LOS</th>
<th>Existing Plus Project V/C Ratio</th>
<th>Exceeds Threshold?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storke Rd/ Hollister Ave</td>
<td>C</td>
<td>0.739</td>
<td>5</td>
<td>C</td>
<td>0.740</td>
<td>No</td>
</tr>
<tr>
<td>Los Carneros Rd/ Hwy 101 NB Ramps</td>
<td>A</td>
<td>0.532</td>
<td>4</td>
<td>A</td>
<td>0.535</td>
<td>No</td>
</tr>
<tr>
<td>Los Carneros Rd/ Hwy 101 SB Ramps</td>
<td>C</td>
<td>0.775</td>
<td>7</td>
<td>C</td>
<td>0.775</td>
<td>No</td>
</tr>
<tr>
<td>Los Carneros Rd/ Calle Koral</td>
<td>C</td>
<td>0.706</td>
<td>7</td>
<td>C</td>
<td>0.709</td>
<td>No</td>
</tr>
<tr>
<td>Los Carneros Rd/ Hollister Ave</td>
<td>B</td>
<td>0.673</td>
<td>19</td>
<td>B</td>
<td>0.675</td>
<td>No</td>
</tr>
<tr>
<td>Los Carneros Way/ Hollister Ave</td>
<td>A</td>
<td>0.540</td>
<td>26</td>
<td>A</td>
<td>0.546</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Calle Real</td>
<td>C</td>
<td>0.757</td>
<td>9</td>
<td>C</td>
<td>0.758</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Hollister Ave</td>
<td>B</td>
<td>0.678</td>
<td>38</td>
<td>B</td>
<td>0.683</td>
<td>No</td>
</tr>
<tr>
<td>La Patera Ln/ Hollister Ave</td>
<td>A</td>
<td>0.597</td>
<td>42</td>
<td>B</td>
<td>0.602</td>
<td>No</td>
</tr>
</tbody>
</table>
## Intersection Table:

<table>
<thead>
<tr>
<th>Intersection</th>
<th>Existing LOS</th>
<th>Existing V/C Ratio</th>
<th>Project Added PM Peak Hour Trips</th>
<th>Existing Plus Project LOS</th>
<th>Existing Plus Project V/C Ratio</th>
<th>Exceeds Threshold?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairview Ave/ Hwy 101 NB Ramps</td>
<td>C</td>
<td>0.777</td>
<td>16</td>
<td>C</td>
<td>0.783</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Hwy101 SB Ramps</td>
<td>A</td>
<td>0.461</td>
<td>25</td>
<td>A</td>
<td>0.462</td>
<td>No</td>
</tr>
<tr>
<td>Robin Hill Rd/ Hollister Ave</td>
<td>A</td>
<td>0.513</td>
<td>64</td>
<td>A</td>
<td>0.536</td>
<td>No</td>
</tr>
</tbody>
</table>

As thresholds are not exceeded for project-specific impacts at all intersection operations within the project travel shed; therefore, impacts to the project area intersections are considered less than significant.

**Impact TRA-2. Airport**

The project’s new development lies outside of the Santa Barbara Municipal Airport Approach Zone and Clear Zone and would not impact air traffic patterns. (Also refer to Section 4.7, “Hazards and Hazardous Materials” of this EIR for further discussion.)

**Impact TRA-3. Public Transit/Alternative Modes of Transportation**

The existing MTD bus stop on the project’s frontage at the northwest corner of Hollister Avenue and La Patera Lane would be enlarged and improved to a bus pocket. The bus pocket would allow continued traffic flow on Hollister Avenue while bus passengers are being loaded and unloaded at this stop. If the pocket is not located to adequately allow for safe vehicular and pedestrian use of the nearby intersection, then safety issues could result. Therefore, until final design elements are determined to be acceptable, potential project impacts associated with public transit are considered potentially significant.

Other alternative modes of transportation include bicycle access to the subject property given the project’s location along the Hollister Avenue retail corridor and proximity to UCSB. Provision of adequate onsite bicycle facilities could result in a reduction in some shorter-distance vehicular trips. Exact details of onsite bicycle facilities are not known at this time, and lack of adequate provision of such facilities is considered an adverse, but not significant impact.

The project also includes installation of a meandering sidewalk, with associated landscaping along the property’s Robin Hill Road frontage and along the entire Hollister Avenue frontage, improving the safety of pedestrian access and the desirability of this alternative mode of transportation along this section of Hollister Avenue.

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3 See Section 4.12.3.1, Threshold c.
4 See Section 4.12.3.1, Threshold f.
**Impact TRA-4. Access**

Reciprocal access would be provided through and between Parcels 1 and 2, with each parcel's parking demand accommodated on their respective parcel. The reciprocal access includes five driveways:

- The existing driveway along La Patera Lane near the southern end of Parcel 1 would primarily serve the existing Hollister Center building.
- The existing driveway along La Patera Lane near the northern end of Parcel 1 would primarily serve the existing Hollister Center building.
- The existing Hollister Avenue driveway would primarily serve the existing Hollister Center building on Parcel 1.
- The new Hollister Avenue driveway along the common property line between Parcels 1 and 2 would provide easy access to both the Hollister Center and Marriott Residence Inn.
- The existing driveway on Robin Hill Road would be relocated slightly, to the northwest corner of the property, and would primarily serve the Marriott Residence Inn.

The relocated driveway on Robin Hill Road and the new driveway on Hollister Avenue would each be located more than 300 feet from the Robin Hill Road/Hollister Avenue intersection. These driveways could accommodate the additional vehicle trips that would be produced by the project. In addition, Community Services Department and AllianceJB review of each of the driveways, as designed (and access into the driveways), has determined that there is sufficient sight distance for safe ingress and egress.

The three proposed raised center medians in Hollister Avenue would prohibit left-out vehicle turning movements from the new Hollister Avenue driveway. Allowance for left-turns from this driveway would cause traffic conflicts. Therefore, the new Hollister Avenue driveway would allow for right-in, right-out, and left-in turning movements. Allowing left-in turning movements from Hollister Avenue would reduce left-in movements at the Robin Hill Road and La Patera intersections, thereby distributing the volume of traffic at each driveway and improving the operational conditions at each of those access points.

Preliminary plans showing the new Hollister Avenue driveway and Hollister Avenue center medians indicate that the project would not result in excessive cross-traffic speeds, unsafe roadway alignments, inadequate access design, or inadequate line of sight for ingress and egress, if improvements are constructed according to these plans. Therefore, until final improvement plans are determined to be acceptable, project impacts associated with access are considered potentially significant.

**Impact TRA-5. Internal Circulation**

The traffic evaluation identified the following impacts associated with the internal circulation system:

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5 See Section 4.12.3.1, Thresholds d, e, h, i.
6 See Section 4.12.3.1, Threshold e.
Parcel 1 (Existing Hollister Center Building)

1. Two-way vehicle access would be constrained at the easterly most north–south aisleway located on the Hollister Center site, without restriping or reconstruction (as appropriate).

2. The existing parking lot circulation system to the north of the existing full-access driveway on Hollister Avenue is unusual, and should be signed and striped more efficiently.

Parcel 2 (Marriott Residence Inn Project)

1. Without recordation of a Declaration of Reciprocal Access there is no assurance that reciprocal access will be provided between Parcel 1 and Parcel 2.

2. Additional traffic signage is necessary within the parking areas (e.g., stop sign control at aisleway intersections) to provide clear and safe internal circulation.

3. The row of compact parking stalls along the primary north–south project site aisleway must be disbursed more evenly throughout the site in order to avoid non-compact vehicles parking in these spaces, which may affect site circulation if large vehicles park in compact spaces.

The County Fire Department has reviewed preliminary plans showing the internal site circulation plan and has determined that the driveways and drive aisles would provide for adequate emergency and fire vehicle access, if improvements are constructed according to these plans. Therefore, until final improvement plans are deemed to be acceptable, project impacts associated with internal circulation are considered potentially significant.

Impact TRA-6. Parking

If project parking is inadequately designed or insufficient spaces are included for both the existing building/use and the new hotel use, traffic safety and circulation impacts may result both on and off the project site. Therefore, the adequacy of the project parking is included as part of the traffic section of this EIR. Existing project site parking demand data was collected on Thursday, April 14, 2007, at 7 a.m., 9 a.m., 11 a.m., 1 p.m., 4 p.m., 6 p.m., and 8 p.m. as shown in Appendix P, Exhibit 7A and Exhibit 7B. This parking demand data was then conservatively estimated for the other hours of the day. The Marriott Residence Inn parking demand is estimated at 1 stall/room (based on a City of Irvine Parking Study), resulting in the proposed 118 rooms requiring 118 parking stalls. The Urban Land Institute shared parking estimates indicate that the proposed 118 room hotel would require a maximum of 122 spaces (95 for guests and 27 for employees at 8:00 a.m., and 118 for guests and 4 for employees at 11:00 p.m.). The worst case parking scenario for the existing 106,500-square-foot Hollister Center building is the ITE office rate of 2.84 spaces per 1,000 square feet, which would require 302 parking spaces.

Based on this worst case parking demand of 302 spaces for the existing Hollister Center building and 122 spaces for the hotel, a total of 424 spaces would be required. No significant parking impacts would result related to parking supply. The site plan provides 353 spaces for the Hollister Center building and 122 spaces on the Marriott Residence Inn site, for a total of 475 spaces. Therefore, the project includes an adequate parking supply to accommodate estimated parking demand for both uses. Because the parking areas for the existing Hollister Center building and the Marriott Residence Inn would be interconnected, a shared parking agreement must be provided.

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7 See Section 4.12.3.1, Thresholds a, d, e, and f.
**Impact TRA-7. Short-term Construction Traffic**\(^8\)

During construction, particularly when numerous large trucks bringing in fill material are entering and exiting the site, there is the potential for construction trips to generate short-term traffic safety impacts. As such, the proposed project poses a potentially significant short-term impact from construction traffic.

### 4.12.4 Cumulative Impacts

**Impact TRA-8. Roadway Segment Impacts**\(^9\)

Table 4.12-4 shows the cumulative and cumulative plus project roadway volumes for project area road segments. As indicated in Table 4.12-4, three study area roadway segments would operate below LOS C (Acceptable Capacity) in the cumulative scenario: (1) Los Carneros Road, between Hollister Avenue and Mesa Road; (2) Los Carneros Road between Calle Koral and the Highway 101 southbound ramps; and (3) Fairview Avenue between Fowler Road and Hollister Avenue. The project is expected to send 79 ADT (0.2–0.4% of existing volumes) to each of these roadway segments. Because this project-related traffic would be less than 1% of cumulative roadway volumes on each of these roadway segments, cumulative impacts on local roadways are considered to be adverse, but less than significant. All other study area roadway segments would continue to operate at LOC C or better with project traffic.

<table>
<thead>
<tr>
<th>Road Segment</th>
<th>Cumulative Volumes</th>
<th>Project Added ADT</th>
<th>Cumulative Plus Project</th>
<th>% Change</th>
<th>LOS C Threshold</th>
<th>Exceeds Threshold?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Carneros Rd between Mesa Rd and Hollister Ave</td>
<td>22,411</td>
<td>79</td>
<td>22,490</td>
<td>0.4</td>
<td>14,300</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Los Carneros Rd between Calle Koral and Hwy 101 SB ramps</td>
<td>34,456</td>
<td>79</td>
<td>34,535</td>
<td>0.2</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Los Carneros Rd and Los Carneros Way</td>
<td>20,900</td>
<td>215</td>
<td>21,115</td>
<td>1.0</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Los Carneros Way and Robin Hill Rd</td>
<td>22,644</td>
<td>294</td>
<td>22,939</td>
<td>1.3</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Hollister Ave between Robin Hill Rd and Fairview Ave</td>
<td>24,233</td>
<td>430</td>
<td>24,664</td>
<td>1.8</td>
<td>34,000</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave between Hollister Ave and Fowler Rd</td>
<td>18,622</td>
<td>79</td>
<td>18,701</td>
<td>0.4</td>
<td>14,300</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave between Hollister and Hwy 101 SB ramps</td>
<td>21389</td>
<td>283</td>
<td>21,672</td>
<td>1.3</td>
<td>34,000</td>
<td>No</td>
</tr>
</tbody>
</table>

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\(^8\) See Section 4.12.3.1, Thresholds d, h, and i.

\(^9\) See Section 4.12.3.1, Thresholds i and k.
### Impact TRA-9. Intersection Impacts

Application of the City’s thresholds for cumulative impacts is shown in Table 4.12-5. Cumulative traffic impacts are based solely on changes in the V/C ratio and not on a given number of increased trips, as is the case with project-specific impacts. The data in Table 4.12-5 indicates that cumulative impacts on project area intersections would be less than significant.

#### TABLE 4.12-5

**CUMULATIVE INTERSECTION LEVELS OF SERVICE (PM PEAK HOUR)**

<table>
<thead>
<tr>
<th>Intersection</th>
<th>Cumulative LOS</th>
<th>Cumulative V/C Ratio</th>
<th>Project Added PM Peak Hour Trips</th>
<th>Cumulative Plus Project LOS</th>
<th>Cumulative Plus Project V/C Ratio</th>
<th>Threshold/Exceeds Threshold?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storke Rd/ Hollister Ave</td>
<td>E</td>
<td>0.918</td>
<td>5</td>
<td>E</td>
<td>0.919</td>
<td>No</td>
</tr>
<tr>
<td>Los Camerones Rd/ Hwy 101 NB Ramps</td>
<td>B</td>
<td>0.651</td>
<td>4</td>
<td>B</td>
<td>0.654</td>
<td>No</td>
</tr>
<tr>
<td>Los Camerones Rd/ Hwy 101 SB Ramps</td>
<td>D</td>
<td>0.813</td>
<td>7</td>
<td>D</td>
<td>0.813</td>
<td>No</td>
</tr>
<tr>
<td>Los Camerones Rd/ Calle Koral</td>
<td>D</td>
<td>0.883</td>
<td>7</td>
<td>D</td>
<td>0.886</td>
<td>No</td>
</tr>
<tr>
<td>Los Camerones Way/ Hollister Ave</td>
<td>D</td>
<td>0.810</td>
<td>19</td>
<td>D</td>
<td>0.812</td>
<td>No</td>
</tr>
<tr>
<td>Los Camerones Way/ Hollister Ave</td>
<td>A</td>
<td>0.598</td>
<td>26</td>
<td>B</td>
<td>0.603</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Calle Real</td>
<td>D</td>
<td>0.830</td>
<td>9</td>
<td>D</td>
<td>0.831</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Hollister Ave</td>
<td>C</td>
<td>0.712</td>
<td>38</td>
<td>C</td>
<td>0.717</td>
<td>No</td>
</tr>
<tr>
<td>La Patera Ln/ Hollister</td>
<td>B</td>
<td>0.610</td>
<td>42</td>
<td>B</td>
<td>0.615</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Hwy 101 NB Ramps</td>
<td>C</td>
<td>0.788</td>
<td>16</td>
<td>C</td>
<td>0.794</td>
<td>No</td>
</tr>
<tr>
<td>Fairview Ave/ Hwy 101 SB Ramps</td>
<td>A</td>
<td>0.533</td>
<td>25</td>
<td>A</td>
<td>0.535</td>
<td>No</td>
</tr>
<tr>
<td>Robin Hill Rd/ Hollister Ave</td>
<td>A</td>
<td>0.563</td>
<td>64</td>
<td>A</td>
<td>0.587</td>
<td>No</td>
</tr>
</tbody>
</table>

---

10 See Section 4.12.3.1, Thresholds i and k.
Impact TRA-10. Congestion Management Program

Per the SBCAG Guidelines, a Congestion Management Analysis should be conducted to identify potential impacts on the CMP system if total trip generation exceeds 50 peak hour trips or 500 daily trips. A significant impact on the City’s CMP system may occur if:

i. Any roadway or intersection currently operating at LOS A or B decreases operational levels by two levels of service as a result of project added traffic.

ii. Any roadway or intersection operating at LOS C for which project added traffic results in LOS D or worse;

iii. Intersections on the CMP system with existing congestion experience the following as a result of project implementation:

<table>
<thead>
<tr>
<th>LOS</th>
<th>Added Peak Hour Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>20</td>
</tr>
<tr>
<td>E</td>
<td>10</td>
</tr>
<tr>
<td>F</td>
<td>10</td>
</tr>
</tbody>
</table>

The project would not trigger any of the CMP thresholds. Therefore, the project would not result in significant impacts to the CMP system.

With regard to the proposed project’s contribution to cumulative transportation and traffic impacts, the applicant is also required by ordinance to pay Development Impact Fees (DIFs) for the purpose of paying the project’s fair share of transportation improvements associated with cumulative development.

4.12.5 Mitigation Measures

The following mitigation measures would be required.

MM TRA-1a. Restripe Robin Hill Road Approach at the Hollister Avenue Intersection

The southbound Robin Hill Road approach at the Hollister Avenue intersection will be restriped to provide one right lane and one left lane.

Plan Requirements and Timing: Prior to land use permit issuance, this improvement will be identified on project plans for review and approval by the City’s Public Works Department. City staff will ensure the improvement is identified on project plans prior to land use permit issuance.

Monitoring: City staff will ensure restriping is completed prior to occupancy clearance.

MM TRA-3a. Construct a Hollister Avenue Bus Pocket

A bus pocket will be constructed on Hollister Avenue in the vicinity of the existing bus stop. The bus pocket will be constructed to City standards as determined appropriate by Public Works staff.

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11 See Section 4.12.3.1, Thresholds b, I, m, n, and o.
**Plan Requirements and Timing**: Bus stop improvements will be shown on project improvement plans. Bus pocket improvements will be reviewed and approved by Planning and Environmental Services and Public Works prior to land use permit issuance. Improvements will be installed prior to occupancy clearance.

**Monitoring**: City staff will site inspect to ensure installation of the required bus pocket prior to occupancy clearance.

**MM TRA-4a. Ensure that Improvement Plans Are Consistent with Preliminary Improvement Plans**

Final project improvement plans will be consistent with preliminary improvement plans.

**Plan Requirements and Timing**: Final plans will include frontage improvements, access, and internal circulation consistent with preliminary improvement plans. Final plans will be reviewed and approved by City staff and the County Fire Department prior to recordation of the Parcel Map and prior to land use permit issuance, as applicable.

**Monitoring**: City staff will site inspect periodically to ensure compliance with approved final project improvement plans.

**MM TRA-5a. Record a Covenant of Easement**

A Covenant of Easement for reciprocal access between Parcel 1 and Parcel 2 will be recorded. The Covenant of Easement will be in a form acceptable to the City and will be recorded against both parcels.

**Plan Requirements and Timing**: The Covenant of Easement for reciprocal access will be submitted to City staff for review and approval prior to recordation of the Parcel Map. The City-approved Covenant of Easement will be recorded on both parcels concurrent with recordation of the Parcel Map.

**Monitoring**: Proof of recordation will be provided to the City.

**MM TRA-6a. Disburse Compact Parking Stalls**

The row of compact parking stalls along the eastern side of the hotel building will be disbursed more evenly throughout the site to avoid non-compact vehicles parking in these spaces, which could affect site circulation and emergency access.

**Plan Requirements and Timing**: The applicant will submit revised plans to the City for review and approval prior to final Design Review Board and prior to land use permit issuance.

**Monitoring**: City staff will site inspect to ensure implementation during construction.

**MM TRA-6b. Provide Bicycle Parking Spaces**

A total of five (5) bicycle parking spaces will be provided. Bicycle racks will be the “Inverted U” type in compliance with the SBCAG Traffic Solutions recommended bicycle rack. Minor adjustment in bicycle parking locations may be approved by the City’s Planning and Environmental Services Department.
**Plan Requirements and Timing:** Final plans showing bicycle parking locations and type will be reviewed and approved by City staff prior to land use permit issuance.

**Monitoring:** City staff will site inspect to ensure installation of the required bicycle racks prior to occupancy clearance.

**MM TRA-7a. Prepare Construction Transportation Plan**

The permittee will prepare a Construction Transportation Plan that designates heavy equipment routes, schedules, and the need for any special flag persons to direct traffic during peak volume periods.

**Plan Requirements and Timing:** The Construction Transportation Plan will be reviewed and approved by City staff prior to land use permit issuance.

**Monitoring:** City staff will site inspect periodically to ensure compliance with the Construction Transportation Plan.

**MM TRA-7b. Distribute the Construction Activity Schedule and Construction Routes**

The permittee will provide all adjacent property owners with a construction activity schedule and construction routes as well as the name and telephone number of a contact person responsible for the construction schedule 14 days in advance of commencement of construction activities. Any alterations or additions will require a minimum 7-day notification.

**Plan Requirements and Timing:** The permittee will submit a copy of the schedule and mailing list to the City's Planning and Environmental Services Department 14 days prior to initiation of any earth movement. The plan will schedule truck hauling trips to avoid peak traffic hours (peak hours are defined as 7:30–8:30 a.m. and 4:30–5:30 p.m.).

**Monitoring:** City of Goleta staff will perform periodic site inspections to verify compliance with activity schedules.

The following mitigation measures are recommended for less-than-significant impacts.

**4.12.6 Residual Impacts**

With implementation of mitigation measures MM TRA-3a, MM TRA-4a, MM TRA-5a, MM TRA-6a, and MM TRA-7a, significant project-specific impacts would be reduced to less-than-significant levels. Implementation of mitigation measures MM TRA-1a and MM TRA-7b would further reduce less-than-significant impacts.