



# GOLETA VALLEY CHAMBER OF COMMERCE

A Head for Business, A Heart for the Community

2012 BOARD OF  
DIRECTORS

Chair:  
Michael Rattray  
*United Boys & Girls Club*

Immediate Past Chair:  
Steve Fedde  
*Sares-Regis Group*

First Vice Chair/  
Treasurer:  
Tony Vallejo  
*Palius + O'Kelley*

Vice Chairs:  
Peter Brown  
*Brownstein, Hyatt, Farber,  
Schreck*

Don Donaldson  
*Penfield & Smith*

Kathy Koeper  
*Marborg Industries*

Eric Onnen  
*Santa Barbara Airbus*

Board Members:

Hallie Avolio  
*Latitude 34 Technologies*

Warren Butler  
*Marmalade Cafe*

Kathleen Cochran  
*Bacara Resort and Spa*

Michael Kramer  
*Ameravant Web Design*

Tracy Lincoln  
*Santa Barbara Airport*

Gene Lucas  
*University of California,  
Santa Barbara*

William Macfadyen  
*Noozhawk*

Dave Messner  
*ATK Space Systems*

Steve Nicholson  
*Citrix Online*

Cynder Sinclair  
*Santa Barbara  
Neighborhood Clinics*

Bill Terre  
*FLIR Commercial Vision  
Systems*

Emma Torres  
*Santa Barbara Bank &  
Trust*

Jim Youngson  
*Terrain Consulting*

Craig Zimmerman  
*The Towbes Group*

October 2, 2012

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

RE: Westar Mixed Use Project, 7000 Hollister Avenue - SUPPORT

Dear Mayor Easton and Members of the Council:

As members of the Goleta Valley Chamber of Commerce who represent a variety of businesses we wish to express our support for the proposed Westar Associates residential and commercial project, located at 7000 Hollister Avenue. Dating back to 2009, this project has been in process for years, appeared before the Design Review Board an unprecedented five times, and at least four times before the Planning Commission.

We ask you to approve this project.

First, some background is in order. The City Council set the stage for the Westar project many years ago, and now is the time to implement it. The City's General Plan calls for this project at this location, and the City's economic development strategy supports it.

At the 2012 State of the City, the Goleta Valley Chamber of Commerce, City of Goleta, and University of California, Santa Barbara, announced the launch of "GEM," Goleta Entrepreneurial Magnet: a collaboration of business, government, and education whose mission is to strengthen the local economy by working together to support new and growing technology entrepreneurs.

Our collective desire is that Goleta be recognized as a world class regional center of excellence for entrepreneurial technology development and growth. The efforts of GEM will help foster a better business climate for not only start-ups, but existing innovative companies, large and small. By growing the best companies and the best talent, it is our belief that such public-private cooperation will further strengthen and sustain the economic vitality of our area.

A critical component to recruiting and retaining an exemplary employment base is to provide attractive and diverse housing options for employees. The Westar project is unique in that it proposes to build 274 units of one, two and three bedroom "condominium" style rental apartments. Nearly all recent housing in the Goleta Valley has been for sale units, and while we wholeheartedly endorse such product coming online, rental housing is a welcome addition to the mix. A diverse set of housing options is critical to helping our employees find what's right for their needs.

5662 Calle Real #204 • Goleta, CA 93117

805.967.2500 • [info@GoletaValley.com](mailto:info@GoletaValley.com) • [www.GoletaValleyChamber.com](http://www.GoletaValleyChamber.com)

Moreover, this is what the general plan calls for. Located along Goleta's main business corridor, Hollister Avenue, Westar's housing would be both convenient to our businesses and the other indicators that constitute a high quality of life: walkable and attractive commercial shops and restaurants, nearby parks and open space.

We applaud the City of Goleta for its leadership in economic development, in creating the GEM initiative and all efforts to provide attractive housing for our employees.

We urge the Planning Commission and City Council to support the Westar project.

Sincerely,

---

Name/Title

Business/Company