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COUNTY OF SANTA BARBARA  
CLERK OF THE  
BOARD OF SUPERVISORS

September 28, 2016



County of Santa Barbara Clerk of the Board  
105 East Anapamu Street  
Santa Barbara, CA 93101

Re: Scenic Highway designation for Highway 101 on the Gaviota Coast

To Santa Barbara County Board of Supervisors,

I would like to offer my whole hearted support of the petition to officially designate the section of Hwy. 101 along the Gaviota Coast, from Winchester Canyon, through the Gaviota Pass, to the Las Cruces junction, as a California Scenic Highway. This area of 101 offers stunning views of the Pacific Ocean, including the SB National Marine Sanctuary, the Channel Islands National Park, and also provides rare views of rural working landscapes along the southern California coast.

This designation would draw new visitors to our area and provide an economic boost to many in the tourism industry and to the economies of many communities along the coast. Research has found that this type of designation brings more business, jobs, and tax revenue to communities near designated scenic highways all over the nation.

It is also my understanding that our area would be more competitive when seeking future state and federal grants and funding for highway beautification, landscaping, and maintenance with this scenic designation.

Thank you for carefully considering the benefits of this petition.

Regards,

Kathy Janega-Dykes  
President & CEO  
Visit Santa Barbara

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# SCENIC HIGHWAY DESIGNATION

## Highway 101 along the Gaviota coast

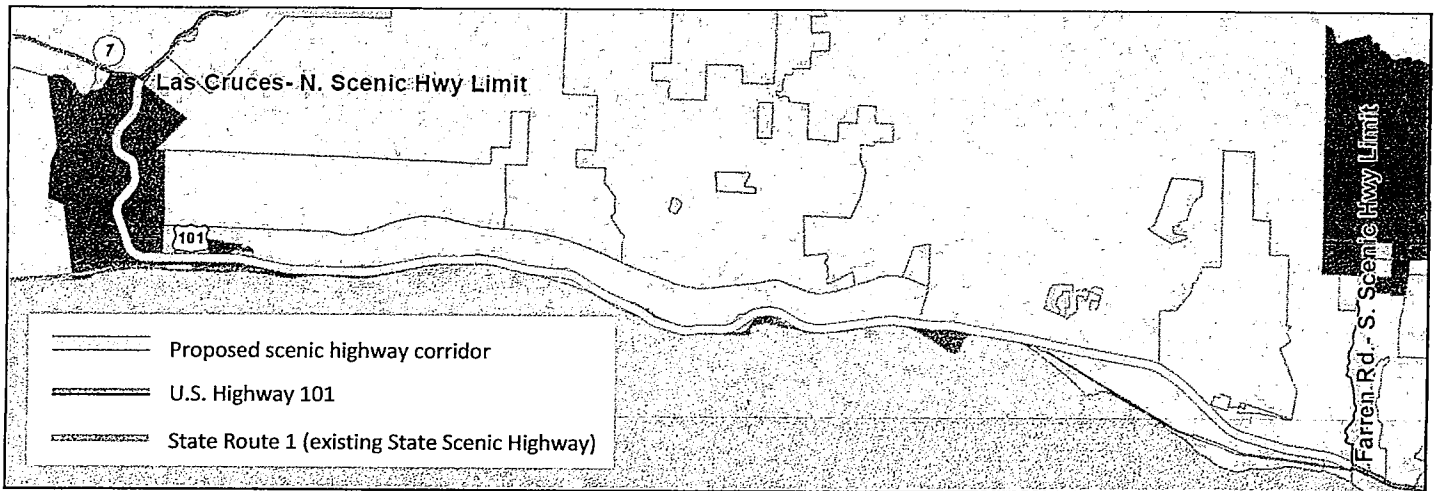


Santa Barbara County is preparing an application to Caltrans, to designate the **Gaviota coast section of Highway 101** as a **State Scenic Highway**.



The scenic highway designation would begin at the City of Goleta boundary, at Farren Road (see map below). It would end at Las Cruces, where it would connect to State Route 1, an already designated State Scenic Route.

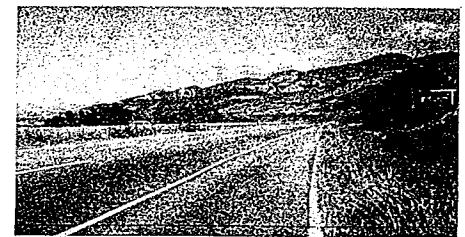
If Caltrans approves the application, signs will be placed along the Gaviota coast Highway 101 corridor. The scenic highway designation will not create any new policy or zoning restrictions.



The County of Santa Barbara Board of Supervisors will discuss the Caltrans application at their hearing on October 4, 2016. The hearing begins at 9:00 a.m. and is located on the 4th floor of the County Administration Building, at 105 E. Anapamu Street in Santa Barbara.

Testimony and written comments are welcome. All letters should be addressed to:

County of Santa Barbara Clerk of the Board  
105 East Anapamu Street, Santa Barbara, CA 93101  
Or via email to: [sbcob@co.santa-barbara.ca.us](mailto:sbcob@co.santa-barbara.ca.us)



More information can be found at the project website here:

<http://longrange.sbcountyplanning.org/programs/gaviotascenichighway/gaviotascenichighway.php>



Answers to Frequently Asked Questions:

[http://www.dot.ca.gov/hq/LandArch/16\\_livability/scenic\\_highways/faq.htm](http://www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/faq.htm)

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this hearing, please contact hearing Support Staff (805) 568-2000. Notification at least 48 hours prior to the hearing will enable Hearing Support Staff to make reasonable arrangements.

### For more information, contact:

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