

Commissioner Richard Rojas prepared this document for discussion at the Community Services Commission meeting on April 13, 2022.

The City Council has adopted a FY 2022-23 City of La Habra Goals and Objectives to serve as a roadmap for our City's focus and priorities for the coming year. Under Goal 5- Development Activity and Business Assistance, Objective H, the Council plans to "Retain a consultant to develop a cohesive strategy and implementation tools to establish a downtown district along La Habra, to include ...". While I think this is a wonderful idea for understanding the challenges and opportunities for what is possible for revitalizing the La Habra Blvd./downtown corridor, I think it would be wise for our City leaders (City Council, Community Services Commission, and staff) to engage our residents, business owners and community stakeholders and ask "How would you envision a revitalized La Habra Blvd/downtown corridor?"

The City of Goleta, CA and La Habra have experienced some similar changes in demographics, expansion of new business and retail corridors away from the historic downtown areas, along with an uptick in residential housing in recent years. So, before the Goleta City Council committed limited funding and staff resources to "fix" the problem, the City manager reached out to Peter Kageyama, author and principal owner of [fortheLoveofcities.com](http://fortheLoveofcities.com) to explore how Peter and his team might be able to facilitate a meeting with Goleta leaders and residents to discover our community's "Love for Goleta." I participated in the workshop and while the focus of the gathering was to capture what participants loved about Goleta, we also identified challenges the City faced for revitalizing the Old Town corridor. Recurring street flooding, poorly designed and antiquated sidewalks, aging retail and commercial buildings and lack of walkable (affordable) housing and neighboring community became the focus of the City's improvement and development for the next 10-years!

The Community Services Commission can discuss how we might be able to assist our City Council by leading a conversation with our community about how leaders, residents and community stakeholders love our La Habra Blvd/downtown (Old Town La Habra), and how best to invest in revitalizing this section of our City for the future.

Here are some links to resources for discussion:

- A link to [fortheLoveofcities.com](http://fortheLoveofcities.com) facilitation and workshops information: <http://www.fortheLoveofcities.com/workshops>
- A link to story in SB Independent about City of Goleta "For the Love of Goleta" experience: <https://www.independent.com/2013/03/11/love-goleta/>
- Pic of Peter Kageyama's newest book, 'For the Love of Cities Revisited' is attached.