

From: [Cosmo Perrone](#)
To: [PER Meetings](#)
Subject: Goleta Self Storage
Date: Friday, July 31, 2026 2:12:37 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I wish to convey that the sentiments expressed by Mark Kram in the communication below are shared by many of us at the Hideaway. We chose to relocate to western Goleta with the anticipation that the City was moving in a positive direction toward elevating the quality of life for its residents. That sentiment was confirmed when the City adopted a Strategic Plan, a roadmap toward the vision for a progressive city. It included initiatives for community building, environmental stewardship, vibrant business environment, etc. Recent approval for the renovation of the Sandpiper Golf Course and restoration of the Barnsdall gas station is further evidence of the positive community trajectory.

As pointed out by Mark, however, this development project is totally incompatible with the local community. Additionally, it is also incompatible with the City Strategic Plan initiatives. It does not build or improve the community, does damage overall to the local environmental resources, and it is not a vibrant enterprise. It has only one employee, does not produce sales tax, and the property assessment will be significantly lower than other types of developments. In essence, it is a drag on the City's finances.

Please ensure that the vision for future City of Goleta is not undermined by development projects such as this.

Respectfully submitted,

Cosmo Perrone
103 Sanderling Lane
Goleta, CA 93117

From: MARK <mark.kram@groundswelltech.com>
Date: Monday, July 20, 2026 at 9:55 AM
To: <PERmeetings@cityofGoleta.gov>

Cc: Nicholas Norman <nnorman@cityofgoleta.gov>

Subject: Proposed Self-Storage Facility at 7780 Hollister Avenue, Goleta

Greetings,

I am an environmental scientist with more than 40 years of assessment and restoration experience throughout the US and beyond. I have first-hand knowledge of how improper development and agency decisions can impact citizens and property values. I am writing to express my strong opposition once again regarding the self-storage facility proposed for 7780 Hollister Avenue. Regardless of the design changes proposed since the initial meeting, this type of development is not appropriate for our lovely neighborhood. I've spoken with as many neighbors and Goleta residents as possible over the past several months and have yet to meet anyone who is in favor of the proposed facility.

We live in the adjacent Hideaway development that is comprised entirely of family homes and carefully designed open space that honors the native species and watershed. Our community is special in that we benefit from the bucolic and pastoral settings of the Ellwood Bluffs, the Monarch Butterfly Grove, and via our proximity to the Sandpiper Golf Course and surrounding beaches and vistas. My family (and many others) moved here more than ten years ago for these reasons. On any given day, hikers park on Las Armas to access the unique Sperling Preserve, which many of us worked hard to procure.

The massive self-storage facility under consideration is entirely incompatible with the unique character of this area and surroundings. Approval of this proposed development will forever scar our neighborhood, destroy endangered ecological habitat, generate noise, light and air pollution, increase road hazards, and could significantly depress property values. Any new development proposed for this property should not be allowed to degrade its character or the safety or welfare of our community.

When the Hideaway and Ellwood Bluffs communities were first conceived and approved, City of Goleta and County planners committed to a trajectory that would promote the development of residential spaces adjacent to open spaces – not industrial development that would degrade the residential character. We were assured that exceptions such as the NRG facility would undergo a sunset phase. Consistent with the direction established via high-quality residential development, several of us recently attempted to meet with Mr. Mancini and his representatives to discuss alternatives. Our goal was to brainstorm about alternative land use concepts that would achieve mutual benefit (e.g., maintaining appropriate neighborhood character while providing a return

on investment). Our “olive branch” gesture was met with an attempt to convince us to accept this incompatible development proposal. As such, our community concluded that a meeting would not be productive. This intractable position has resulted in a stronger community commitment to opposing the current proposal.

Since first hearing about Mr. Mancini’s proposal, we have learned that a number of self-storage facility proposals have been rejected in cities across California because residents expressed the same concerns we have about land use, aesthetics, traffic and community vision. For instance, the following cities have rejected self-storage facilities: Los Angeles, Moorpark, Dublin, Thousand Oaks, Laguna Beach, and Laguna Canyon. Many of my neighbors would argue that our community is even more desirable than these. As such, if self-storage facilities are not appropriate for those cities, then surely they are not appropriate for our community.

The neighbors I have spoken with cannot think of a single benefit this will bring to our community. I urge you to consider our significant concerns as you review this project. Requiring subtle design changes for this inappropriate development proposal will waste time and resources. Outright denial of this project at this time should be intuitively obvious to the most casual observer. This is the wrong type of project for our neighborhood.

Thank you for your efforts to preserve what remains of this beautiful region.

Kindest Regards,

Mark Kram, Ph.D.
Hideaway Resident
Goleta, CA 93117

From: [Steve Jolley](#)
To: [PER Meetings](#)
Subject: Self storage facility 7780 Hollister Ave.
Date: Saturday, August 1, 2026 9:15:33 AM

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To the DRB - I am dismayed that the plans for a massive self storage facility seem to be moving toward a potential approval. This is absolutely the wrong location for such a facility. If my information is correct Goleta already has 10 self storage facilities! Do we really need another unsightly project like this? There are so many other potential projects that would serve and enhance this neighborhood. This self storage facility is not one of them. The neighborhood is watching, hoping and voting.
Steve Jolley. 7912 Whimbrel Lane Goleta

**Lawrence E. Hunt
Consulting Biologist**

City of Goleta
130 Cremona Drive
Goleta, California 93117

ATTN: Design Review Board:

2 August 2026

Subject: Potential Impacts to Seasonal Wetland From Proposed Self Storage Facility, 7780 Hollister Avenue, Goleta, Santa Barbara County.

Design Review Board,

I am writing as a resident of the City of Goleta and wish to bring to your attention to the fact that a seasonal wetland, a protected resource per City, County, and State development standards and policies, lies immediately adjacent to the proposed Self Storage Facility site (Figs. 1 and 2).

Seasonal (and permanent) wetlands on the coastal plain are rare and subject to project design changes that either avoid impacts to the resource (and buffer) entirely or engage in compensatory mitigation at elevated restoration ratios. The Haskell's Landing residential development project, located about 450 feet west of this feature, was modified to protect similar wetland features. The result, in my opinion, is aesthetically pleasing and biologically relevant.

Figures 1 and 2 below show the approximate boundaries of wetland vegetation visible in aerial (Google Earth) images in 2015 and 2025, and observations made with binoculars from Via Jero Lane in 2015. Note that the size and hydroperiod of the wetland feature changes annually, depending on the amount and duration of rainfall. Please note that a 100-foot buffer around this feature, the minimum required by the City of Goleta Zoning Ordinance, extends southward into or close to the proposed Self Storage Facility.

The origin of this feature, whether natural or man-made, is unknown. A formal wetland delineation and consultation with the California Department of Fish and Wildlife would be necessary to define the boundaries of this feature. Based on the results of the delineation, development footprint should be designed to afford maximum protection to this resource.

Thank you for considering this issue.

Sincerely,

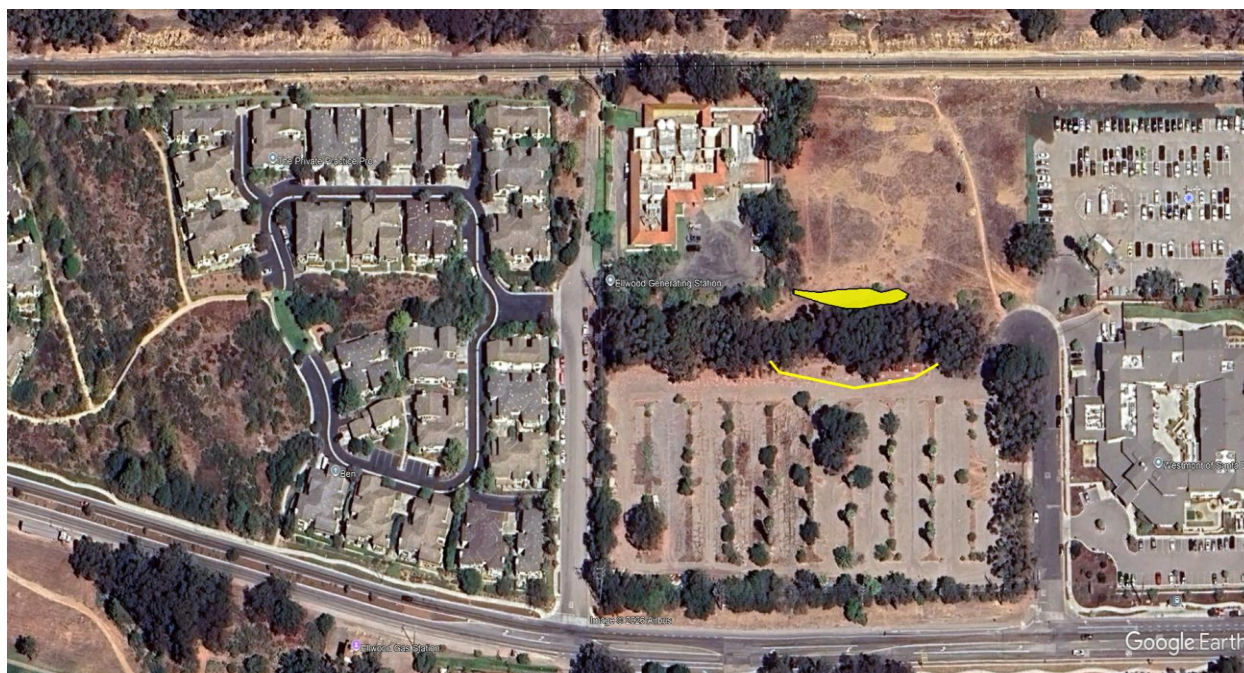
Lawrence Hunt

Lawrence E. Hunt

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Seasonal wetland (yellow polygon) in open space adjacent to proposed Self Storage Facility site (blue outline). The yellow outline approximates a 100-foot buffer around the feature. The center of this feature in 2015 was at 34.43086N; -119.899219W. The area of the wetland feature is approximate and does not reflect a formal wetland delineation, but rather observations of wetland vegetation and/or surface water made in January 2015 from Via Jero.



Same view, dated 9 August 2025. Wetland area is smaller compared to conditions in 2015, based on vegetation visible in 2025 image. Note open space mitigation area on Haskell's Landing development at left side of image as a result of design changes necessitated by similar wetland features.

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