

From: [Mary Widiner](#)
To: [PER Meetings](#)
Subject: Extra Space Self Storage - DRB review on Sept 9, 2025
Date: Monday, September 1, 2025 9:07:12 PM

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Dear City of Goleta:

I am writing to comment on your pending review of the signage for the Extra Space Self Storage units at your upcoming meeting.

While it's still a shock to see a building of this size (and frankly, unattractive), right next to the 101 Freeway, it would be a further shock to have a huge LIT UP sign as yet another distraction and eyesore to our community.

I appreciate that all businesses have a right to signage to advertise their business, but if you approve a sign too big, you run the risk of making this look like a billboard sign in the middle of L.A.

With the internet and maps in the palm of our hands (via our phones), folks should have no problem finding this place - I don't think they need a HUGE sign to point the way.

I would encourage the DRB to approve a sign that is a reasonable compromise to advertise the business, but isn't an unsightly distraction to drivers on the 101 Freeway.

Very truly yours,
Mary Widiner

Rob & Mary Widiner
625 N La Patera Lane
Goleta, CA 93117

From: [Susan Shields](#)
To: [PER Meetings](#)
Subject: ExtraSpace Storage signage
Date: Monday, September 1, 2025 6:10:59 PM

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Public comment on case #: 25-0023-ZC125-0028-DRB:

I live in Santa Barbara but drive on Hollister and the 101 often enough and I stand with the citizens of Goleta in objecting to this application relating to project location 10 S. Kellogg (APN: 071-090-082). This signage is not only ugly but far too large and unnecessarily bright and should be rejected by the city of Goleta as a dangerous distraction.

Susan Shields
3033 Calle Rosales, SB 93105

From: [tami kroning](#)
To: [PER Meetings](#)
Subject: Illuminated sign
Date: Monday, September 1, 2025 5:08:23 PM

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I am writing to urge you not to approve an illuminated sign on the freeway. Our community is being turned into an eye sore. I drive through Carpinteria and wonder why ours can't look as beautiful. Let's try to keep it as it is without turning it into LA..

best regards, Tami

Sent from my iPhone